

General Awareness

All U.S. Adults

Millennials

INTRO: Thank you for your participation in this survey. The next questions in the survey are going to ask you about a particular historical topic that you may or may not know much about – the Holocaust. These questions don't have right or wrong answers, so please be as honest and open as you can.

1. Have you ever seen or heard the word Holocaust before?

Yes, I have definitely heard about the Holocaust	89%	78%
Yes, I think I've heard about the Holocaust	7%	13%
No, I don't think I have heard about the Holocaust	3%	8%
No, I definitely have not heard about the Holocaust	1%	1%

IF NO, SKIP TO Q12

2. In your own words, what does the term *Holocaust* refer to? [OPEN ENDED]

Extermination of the Jews/Jewish people	62%	51%
Genocide generally	18%	14%
World War II	4%	8%
The Nazis	3%	6%
Adolf Hitler	3%	3%
Other	14%	19%
Not sure	3%	7%

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3. Who or what do you think caused the Holocaust? **[OPEN ENDED]**

Adolf Hitler	83%	76%
The Nazis	67%	63%
Germany	36%	33%
Jews	10%	15%
World War I	6%	9%
The Great Depression	4%	8%
The United States	4%	12%
Franklin Delano Roosevelt / FDR	2%	3%
Israel	1%	2%
Palestine	1%	1%
Other	1%	--
Not sure	4%	6%

4. Who were victims during the Holocaust?

The Jewish People	94%	92%
Homosexuals	33%	27%
The disabled / People with disabilities	32%	27%
Roma-Sinti (Gypsies)	22%	18%
Non-Jewish Poles	17%	13%
Resistance workers	16%	13%
Jehovah's Witnesses	14%	16%
Communists	10%	5%
Rescuers	9%	12%
Other	1%	--
Not sure	3%	3%

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5. In which of the below country or countries did the Holocaust take place?

Germany	84%	72%
Poland	37%	27%
Austria	27%	30%
Europe	24%	27%
France	19%	16%
Hungary	17%	14%
The Netherlands (Holland)	15%	19%
Belgium	14%	14%
Former Yugoslavia	10%	5%
Denmark	9%	8%
Former Soviet Union	8%	6%
Ukraine	8%	8%
Latvia	6%	9%
Estonia	5%	2%
Lithuania	5%	2%
Australia	1%	1%
The United States	1%	--
North Africa	--	1%
China	--	--
All of the Above	2%	2%
Other	--	--
Not sure	4%	6%

6. From what you know or have heard, what was Auschwitz? **[OPEN ENDED]**

Concentration camp	40%	22%
Death/extermination camp	23%	11%
Forced labor camp	1%	2%
Other	21%	31%
Not sure	20%	35%

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7. Okay, and have you ever heard of “The Final Solution” before?

Yes, I have definitely heard of the Final Solution	34%	23%
Yes, I think I’ve heard of the Final Solution	7%	11%
I have heard of it generally but not sure what it means	14%	31%
No, I don’t think I have heard of it before	21%	14%
No, I definitely have not heard of it before	14%	8%
I’m not sure if I’ve heard of it or not	10%	13%

8. **[IF YES]** And in your own words, what was “the Final Solution”? **[OPEN ENDED]**

Genocide	36%	52%
The Holocaust	32%	27%
The Nazi plan to murder Jews	26%	--
Mathematics	4%	--
None	2%	--
Other	6%	48%
Not sure	10%	--

9. With which of the wars listed below is the Holocaust closely associated with?

World War I	17%	19%
The Vietnam War	1%	2%
The Civil War	1%	1%
World War II	67%	55%
Not sure	14%	23%

10. **[IF Q9=WW II]** And from what you know or have heard, which came first, World War II or the Holocaust?

The Holocaust happened first, then World War II	21%	25%
World War II happened first, then the Holocaust	24%	36%

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They happened simultaneously	45%	28%
Not sure	10%	11%

Familiarity with Key Holocaust Figures

All U.S. Adults

Millennials

INTRO: The term Holocaust refers to the systematic, bureaucratic, state-sponsored persecution and murder of the Jewish people by the Nazi regime and its collaborators during World War II. I am now going to ask you some questions about the Holocaust.

11. First, when you think about the Holocaust who is the person or people who first come to mind for you? **[OPEN ENDED]**

Adolf Hitler	65%	61%
Jews	26%	28%
The Nazis	8%	6%
Germans	5%	--
Anne Frank	4%	5%
Heinrich Himmler	1%	--
Adolf Eichmann	1%	--
Other	5%	5%
Not sure	1%	3%

INTRO: I will now read you the names of some historical figures who are associated with a particular point in history. For each, please indicate whether or not you are familiar with him or her.

12. Adolf Hitler

TOTAL FAMILIAR	97%	94%
TOTAL NOT FAMILIAR	3%	6%
Very familiar	61%	65%
Familiar	36%	29%
Not very familiar	3%	6%
Not at all familiar	--	--
Not sure	--	--

13. Joseph Goebbels

TOTAL FAMILIAR	46%	49%
TOTAL NOT FAMILIAR	49%	48%
Very familiar	22%	32%
Familiar	24%	17%

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Not very familiar	20%	16%
Not at all familiar	29%	32%
Not sure	5%	3%

14. Heinrich Himmler

TOTAL FAMILIAR	53%	26%
TOTAL NOT FAMILIAR	43%	70%
Very familiar	27%	16%
Familiar	26%	10%
Not very familiar	30%	54%
Not at all familiar	13%	16%
Not sure	4%	4%

15. Adolf Eichmann

TOTAL FAMILIAR	45%	29%
TOTAL NOT FAMILIAR	45%	46%
Very familiar	20%	14%
Familiar	25%	15%
Not very familiar	24%	33%
Not at all familiar	21%	13%
Not sure	10%	25%

16. Anne Frank

TOTAL FAMILIAR	85%	77%
TOTAL NOT FAMILIAR	15%	23%
Very familiar	49%	61%
Familiar	36%	16%
Not very familiar	13%	23%
Not at all familiar	2%	--
Not sure	--	--

17. Oskar Schindler

TOTAL FAMILIAR	54%	57%
TOTAL NOT FAMILIAR	44%	43%
Very familiar	20%	19%
Familiar	34%	38%
Not very familiar	25%	33%
Not at all familiar	19%	10%
Not sure	2%	--

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18. Elie Wiesel

TOTAL FAMILIAR	42%	52%
TOTAL NOT FAMILIAR	54%	46%
Very familiar	18%	19%
Familiar	24%	33%
Not very familiar	22%	31%
Not at all familiar	32%	15%
Not sure	4%	2%

The Final Solution & Crimes Against the Jewish People
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All U.S. Adults

Millennials

INTRO: As I previously mentioned, the term Holocaust refers to the efforts made by the Nazis to persecute and murder Jews throughout Europe. I will now ask you some more questions about the Holocaust.

19. Approximately how many Jews were killed during the Holocaust?

Please select from the following list:

20 million	6%	9%
6 million	49%	36%
2 million	7%	2%
1 million	11%	11%
100,000	10%	26%
25,000	3%	2%
Other	1%	--
Not sure	13%	14%

20. Okay and how was the Holocaust carried out?

Death Camps	36%	43%
Concentration Camps	29%	21%
Gassing	22%	18%
Starvation	19%	19%
Slave labor camps	19%	21%
Death marches	19%	21%
Shooting	12%	19%
Medical experiments	12%	9%
Mobile killing squads	9%	8%
Ghettos	4%	6%
All of the above	52%	47%
Other	--	--
Not sure	1%	1%

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21. During the Holocaust, Jews and many others were sent to concentration camps death camps, and ghettos. Can you name any concentration camps, death camps, or ghettos you have heard of? **[OPEN ENDED]**

Could name camp/ghetto (Auschwitz, Treblinka, Warsaw ghetto, Dachau, Bergen-Belsen, Sobibór, Chelmno, Belzec)	55%	51%
Other incorrect response	10%	7%
None/Never heard	12%	14%
Don't know/Can't remember	23%	28%

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Knowledge of Holocaust Facts

All U.S. Adults

Millennials

INTRO: Now I am going to ask you some more questions about the Holocaust, life under the Nazis and their collaborators.

22. In which country did the Nazis first come to power? **[OPEN ENDED]**

Germany	98%	98%
Other	1%	1%
Not sure	1%	1%

23. Who was the leader of Nazi Germany? **[OPEN ENDED]**

Adolf Hitler	91%	91%
Benito Mussolini	1%	3%
Joseph Stalin	1%	2%
Other	1%	3%
Not sure	6%	1%

24. **[IF Q23 = ADOLF HITLER]** From what you know, how did Hitler come to power?

Hitler was democratically elected	39%	29%
Hitler took power by force	52%	68%
Not sure	9%	3%

25. Thinking about the Nazis, did the Nazis persecute just the Jewish people or were other groups persecuted as well?

Only Jews were persecuted by the Nazis	34%	49%
Other groups were persecuted as well	60%	44%
Not sure	6%	7%

26. During the Holocaust, the Jewish people were forced to wear symbols or badges on their clothing to identify and isolate them, which of the following symbols were they forced to wear?

Yellow stars	23%	23%
Star of David	42%	51%
Stars (generally)	14%	13%
Arm bands	20%	13%
Other	1%	--

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27. When were Jews forced to wear symbols or badges?

Prior to WWII	19%	13%
At the onset of WWII	32%	40%
Only in concentration camps and ghettos	17%	14%
Not sure	31%	33%

28. Which of the following were symbols/badges used to identify non-Jewish groups of people during the Holocaust?

Red Triangles	38%	51%
Black triangles	33%	28%
Green Triangles	17%	8%
Pink Triangles	12%	--
Brown Triangles	11%	7%
Purple Triangles	9%	11%

29. From what you know, did some local populations in Nazi-occupied Europe collaborate in helping the Nazis, or did they not participate?

Collaboration can include the roundup and deportation of Jews to killing centers, actively participating in the murder of Jews, or committed other atrocities against Jewish citizens within their own national borders.

All local populations collaborated	5%	7%
Most local populations collaborated	13%	14%
Some local populations collaborated	47%	56%
Local populations did not collaborate at all	12%	13%
Not sure	23%	10%

30. From what you know, did citizens of Nazi-occupied European countries resist the Nazi occupation during World War II?

By "resist" we mean non-violent resistance, armed resistance, helping people go into hiding, forgery of documents and publishing anti-Nazi publications.

Yes, most citizens resisted	27%	30%
Yes, some citizens resisted	62%	62%
No, there was not active resistance	4%	4%
Not sure	7%	4%

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31. From what you know, when did the United States learn about Nazi Germany's plan to murder the Jewish people of Europe?

Please select year from list below:

1939	11%	6%
1940	15%	25%
1941	14%	16%
1942	13%	13%
1943	7%	1%
1944	11%	23%
1945	3%	3%
Not sure	26%	13%

32. When, if at all did the United States act to rescue Jewish people during the Holocaust?

The United States immediately implemented a rescue plan (less than 6 months)	10%	8%
The United States implemented a rescue plan within 1-2 years	23%	21%
The United States discussed a rescue but did not implement it	13%	32%
The United States did not rescue Jewish people	26%	8%
Not sure	28%	31%

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Holocaust Denial

All U.S. Adults

Millennials

INTRO: Thank you for your answers so far. I will now ask you some questions about your opinion about the Holocaust.

33. Some believe that the Holocaust did not happen. Do you believe the Holocaust happened?

Yes, I believe the Holocaust happened	96%	96%
No, I do not believe the Holocaust happened	1%	1%
Not sure	3%	3%

34. **[IF NO]** Okay, and in your own words why do you not believe the Holocaust happened? **[OPEN ENDED]**

Just don't believe it	11%	34%
Other	89%	66%

35. **[IF YES]** Okay and in your own words why do you think that some people do not believe the Holocaust happened? **[OPEN ENDED]**

Denial/Don't want to believe	27%	21%
They are uneducated	17%	11%
Too brutal/unbelievable	11%	18%
Antisemitism	10%	1%
Stupidity	8%	5%
Other	27%	45%
Don't know	9%	6%

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36. Which of the following statements comes closest to your views about the Holocaust in Europe during World War Two?

The Holocaust happened, and the number of Jews who died in it have been fairly described	83%	65%
The Holocaust happened, but the number of Jews who died in it has been greatly exaggerated	9%	11%
The Holocaust is a myth and did not happen	1%	1%
Not sure	7%	23%

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Perceptions/Misperceptions

All U.S. Adults

Millennials

INTRO: Switching gears slightly, I will now read you a list of statements that have been made about Jews and the Holocaust. For each, please tell me if you agree or disagree:

37. Some non-Jews, or “righteous gentiles,” risked their lives to save Jews during the Holocaust.

TOTAL AGREE	95%	96%
TOTAL DISAGREE	1%	1%
Strongly agree	65%	63%
Agree	30%	33%
Neutral - neither agree nor disagree	3%	2%
Disagree	1%	1%
Strongly disagree	--	--
Not sure	1%	1%

38. Fewer people seem to care about the Holocaust today than they used to.

TOTAL AGREE	70%	68%
TOTAL DISAGREE	13%	13%
Strongly agree	11%	12%
Agree	59%	56%
Neutral - neither agree nor disagree	15%	19%
Disagree	9%	5%
Strongly disagree	4%	8%
Not sure	2%	--

39. It is important to continue teaching people about the Holocaust, in part, so it doesn’t happen again.

TOTAL AGREE	80%	65%
TOTAL DISAGREE	3%	7%
Strongly agree	63%	51%
Agree	17%	14%
Neutral - neither agree nor disagree	14%	27%
Disagree	3%	7%
Strongly disagree	--	--
Not sure	3%	1%

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40. The Holocaust could happen again.

TOTAL AGREE	58%	47%
TOTAL DISAGREE	20%	22%
Strongly agree	30%	29%
Agree	28%	18%
Neutral - neither agree nor disagree	19%	20%
Disagree	15%	12%
Strongly disagree	5%	10%
Not sure	3%	11%

41. The Holocaust is unique and different than any other act of genocide that has occurred in the 20th or 21st century.

TOTAL AGREE	65%	48%
TOTAL DISAGREE	9%	5%
Strongly agree	34%	29%
Agree	31%	19%
Neutral - neither agree nor disagree	24%	45%
Disagree	7%	5%
Strongly disagree	2%	--
Not sure	2%	2%

42. Holocaust education should be compulsory in school.

TOTAL AGREE	88%	88%
TOTAL DISAGREE	2%	4%
Strongly agree	57%	59%
Agree	31%	29%
Neutral - neither agree nor disagree	10%	7%
Disagree	1%	1%
Strongly disagree	1%	3%
Not sure	--	1%

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43. People still talk too much about what happened during the Holocaust.

TOTAL AGREE	18%	41%
TOTAL DISAGREE	53%	39%
Strongly agree	4%	8%
Agree	14%	33%
Neutral - neither agree nor disagree	29%	20%
Disagree	28%	24%
Strongly disagree	25%	15%
Not sure	--	--

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Holocaust Education

All U.S. Adults

Millennials

Introduction: I will now ask you some questions about how you learned about the Holocaust as well as some questions about Holocaust education in the United States today.

44. [If Q1=YES] Where did you first hear about the Holocaust?

At school	59%	67%
At home	11%	5%
Television	7%	5%
Books	6%	3%
Movies	5%	4%
Internet/Online	2%	5%
At house of worship (church/synagogue/mosque)	2%	1%
From a friend	1%	3%
Museums	1%	1%
Other	2%	1%
Not sure	4%	5%

45. [If respondents answer “Books,” “Television,” or “Movies,”] Which? [OPEN ENDED]

Anne Frank: Diary of a Young Girl	27%	9%
Schindler’s List	18%	20%
Holocaust (film)	15%	21%
Life is Beautiful	6%	23%
Night	3%	14%
The Boy in the Striped Pyjamas	2%	--
A film adaptation of the Diary of Anne Frank	2%	1%
Number the Stars	1%	4%
Other	7%	6%
Not sure	19%	2%

46. And from what you can remember, how old were you when you first heard about the Holocaust?

Under 5	3%	1%
5-10	34%	37%
11-17 years	50%	52%
18-22 years old	3%	5%
23+	2%	2%
Not sure	8%	3%

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47. Do you think that all students should learn about the Holocaust while at school?

Yes	93%	95%
No	2%	5%
Not sure	5%	--

48. **[IF YES]** Why do you think that students should learn about the Holocaust at school?
[OPEN ENDED]

Historically significant	58%	67%
Learn from past mistakes/Prevent from happening again	25%	6%
It's a right to learn about it	13%	12%
Teaches about racism/intolerance	8%	11%
To understand evils of humanity and power	7%	6%
None	1%	--
Other	23%	24%

49. Who do you think should be responsible for providing education about the Holocaust?

Schools/teachers	81%	74%
Parents	41%	46%
The government	32%	29%
Religious institutions	17%	8%
Non-profit organizations	12%	3%
The private sector	7%	--
It is no one's responsibility	3%	3%
Not sure	2%	--

50. Do you think that schools spend enough time teaching students about the Holocaust?

Schools spend too much time teaching about the Holocaust	1%	2%
Schools spend enough time teaching about the Holocaust	31%	45%

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Schools should spend more time teaching about the Holocaust	48%	25%
Not sure	20%	28%
51. Do you think that the lessons taught in schools about the Holocaust are historically accurate?		
Lessons about the Holocaust are completely historically accurate	24%	29%
Lessons about the Holocaust are mostly historically accurate, but could be better	52%	54%
Lessons about the Holocaust are historically inaccurate	7%	9%
Not sure	17%	8%
52. Have you personally or has anyone you know visited a Holocaust museum in the United States?		
I have not visited a Holocaust museum and do not know anyone who has visited one	40%	45%
I have not visited, but someone I know has visited	25%	21%
I have personally visited a Holocaust museum in the United States	20%	33%
Not sure	15%	1%
53. Do you personally know or know of a survivor of the Holocaust?		
I do not know or know of a survivor of the Holocaust	61%	47%
I know of a survivor of the Holocaust but do not know him/her personally	22%	35%
I personally knew a survivor of the Holocaust who has passed away	10%	14%

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I personally know a survivor of the Holocaust	2%	2%
Not sure	5%	2%

54. How do Americans and others commemorate or remember the Holocaust?

Films and Documentaries	73%	80%
Holocaust Museums	66%	55%
Books and Literature	51%	46%
Holocaust Remembrance Day/national holiday	32%	14%
Other	--	--
Do not commemorate	8%	9%

Antisemitism & Neo-Nazism

All U.S. Adults

Millennials

Intro: We're almost finished. I am now going to ask you some questions about anti-semitism in the United States.

55. Have you heard of antisemitism?

Yes, I have definitely heard about antisemitism	57%	40%
Yes, I think I've heard about the antisemitism	13%	20%
I have heard the term generally but not sure what it means	9%	10%
No, I don't think I have heard the word before	7%	15%
No, I definitely have not heard the word before	7%	9%
I'm not sure if I've heard the word or not	6%	6%

56. And in your own words, what does antisemitism mean? **[OPEN ENDED]**

Hostility to Jews	48%	33%
Prejudice against Jews	21%	19%
Discrimination against Jews	20%	18%
Violence against Jews	1%	--
Other	12%	24%
Not sure	8%	12%
None	1%	--

57. From what you have heard, was there antisemitism in the United States at the time of the Holocaust?

There was antisemitism in the United States at the time of the Holocaust	46%	30%
There wasn't antisemitism in the United States	5%	6%
Not sure	49%	64%

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58. Okay, and in your opinion, is there antisemitism in the United States today?

Yes, there is antisemitism in the United States today	68%	63%
No, there is not antisemitism in the United States today	4%	5%
Not sure	28%	32%

59. From what you know or have heard, how many, if any, neo-Nazis are there in the United States today?

A great deal	17%	16%
Many	34%	38%
A few	31%	29%
None at all	2%	2%
Not sure	16%	15%

60. Do you think that it is acceptable for an individual to hold neo-Nazi views?

TOTAL ACCEPTABLE	11%	17%
TOTAL UNACCEPTABLE	78%	72%
Strongly acceptable	4%	8%
Somewhat acceptable	7%	9%
Somewhat unacceptable	14%	18%
Strongly unacceptable	64%	54%
Not sure	11%	11%

61. Do you think that people should be allowed to use Nazi slogans and symbols in the United States?

People should be allowed to use Nazi slogans and symbols in the US today	15%	12%
They should not be allowed	72%	74%
Not sure	13%	14%

62. Do you think that it is possible that something like the Holocaust could happen in the United States today?

It is possible	52%	59%
It is not possible	32%	26%
Not sure	16%	15%

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63. **[IF POSSIBLE]** Why do you think it is possible for something like the Holocaust to happen today?

Ineffective president/Corrupt/greedy government officials	28%	21%
Prejudice/intolerance/discrimination exists in US today	26%	32%
Other	46%	47%

64. Why do you not think it is possible for something like the Holocaust to happen today?

Americans and our democratic government won't allow it	33%	18%
There is more tolerance today/a new world	25%	26%
It will never be allowed to reach that point	9%	12%
People are more educated in world affairs	6%	5%
We have laws in place to keep it from happening	5%	4%
We've learned our lesson from history	5%	2%
It may happen to other countries but not in the U.S.	4%	3%
Other	31%	45%

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Demographics

	All U.S. Adults	Millennials
• [Age]		
18-24 [CODE: MILLENNIAL]	13%	42%
25-34 [CODE: MILLENNIAL]	18%	58%
35-49	26%	--
50-64	25%	--
65 or older	18%	--
 65. [Gender]		
Male	49%	46%
Female	51%	54%
 66. [Race]		
White or Caucasian	63%	56%
Hispanic or Latino	16%	21%
Black or African American	13%	14%
Native American or American Indian	2%	1%
Asian / Pacific Islander	5%	6%
Other	1%	2%
 67. Religion		
Protestant (includes Baptist, Lutheran, Methodist, Episcopal, Presbyterian, and other Christians)	33%	21%
Catholic	25%	19%
Evangelical	4%	2%
Jewish	4%	3%
Muslim	1%	3%
Atheist or Agnostic	10%	17%
Other	9%	9%
None	12%	18%
Not sure	2%	8%

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68. **[IF JEWISH]** What is your denomination?

Reform	57%	74%
Conservative	24%	--
Orthodox	3%	8%
Reconstructionist	3%	--
Unaffiliated	11%	18%
Other	2%	--
Not sure	--	--

69. In terms of political orientation or ideology, what do you consider yourself?

Conservative	31%	18%
Moderate	33%	33%
Liberal	25%	35%
Progressive	2%	1%
Other	1%	--
Not Sure	8%	13%

70. What is the highest level of education you have completed?

Some high school or less	14%	23%
High school graduate	28%	32%
Some college	19%	17%
College graduate	26%	19%
Some graduate school	2%	1%
Graduate/post-graduate degree	9%	6%
Technical school	2%	2%

71. Are you married?

Yes	51%	30%
No	49%	70%

72. How many children do you have living at home?

Zero	61%	57%
1	17%	19%
2	15%	15%
3	5%	5%
4	1%	1%
5 or more	1%	3%

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73. [REGION]

Rural	21%	24%
Urban	26%	32%
Suburban	53%	44%

74. What is your employment status?

Employed full-time	50%	55%
Partially employed	10%	16%
A homemaker	9%	9%
A student	7%	16%
Military	--	--
Retired	20%	--
Unemployed	4%	4%

75. [INCOME]

You and your family earn less than \$20,000 annually	18%	21%
\$20,000 to \$40,000	20%	19%
\$40,000 to \$60,000	17%	27%
\$60,000 to \$75,000	10%	8%
\$75,000 to \$100,000	12%	11%
More than \$100,000	23%	13%
Not sure	--	1%