

ZA-Archiv Nummer 3318

**Media Exposure and Attitudes of East Germans
(July-September 1957/II, Form A)**

DIVO

Marktforschung - Meinungsforschung - Sozialforschung

<u>Title:</u>	Media Exposure and Attitudes of East Germans
<u>Study:</u>	# X-49A
<u>Date:</u>	7/57
<u>Sample Size:</u>	801 Form A 799 Form B
<u>Location of Study:</u>	West Berlin
<u>Population Universe:</u>	East Zone Visitors to Interbau
Column: 1 - 3	Identification
4	X
5 - 7	Respondent Serialization

Question #1

Are you in West Berlin or West Germany for the first time, or have you been here before?

Here for the first time (Do not interview)
 Been here before (Interview these only)

If "Been here before":

Question 1a.

Not counting your present visit, how often did you visit West Berlin or West Germany within the past 12 months?

Column 8

- 1- Once
- 2- Twice
- 3- Three times
- 4- Four times
- 5- Five times
- 6- Six times
- 7- Seven times
- 8- Eight times
- 9- Nine times
- 0- Ten times and more often
- X- Don't remember/ No answer

Question #2

On this card are listed some Western sources of information. (Card)
 Would you please look over this list and tell me which of these sources you have utilized at some time or other - either here in the West or back home in the East Zone. (Did it happen frequently or only occasionally?)

Column 9	Frequent use	Occasional use	Never made use of	No Opinion
A- West German news- papers and periodicals	(1)	(2)	(3)	(4)
B- American newspapers and periodicals	(5)	(6)	(7)	(8)
C- West German books	(9)	(0)	(X)	(Y)

Question #2 continued:

	<u>Frequent use</u>	<u>Occasional use</u>	<u>Never made use of</u>	<u>No Opinion</u>
Column 10				
D- American books (in English as well as in German)	(1)	(2)	(3)	(4)
E- Movies produced in Western countries	(5)	(6)	(7)	(8)
F- American movies	(9)	(0)	(X)	(Y)
Column 11				
G- American exhibitions	(1)	(2)	(3)	(4)
H- West German or West Berlin exhibitions	(5)	(6)	(7)	(8)
I- The 'Voice of America'	(9)	(0)	(X)	(Y)
Column 12				
J- Amerika-Haus	(1)	(2)	(3)	(4)
K- Germans who were in the U.S.	(5)	(6)	(7)	(8)
L- Americans	(9)	(0)	(X)	(Y)
Column 13				
M- Friends, relatives and acquaintances from West Germany or West Berlin	(1)	(2)	(3)	(4)
N- RIAS	(5)	(6)	(7)	(8)
O- Sender 'Freies Berlin'	(9)	(0)	(X)	(Y)
Column 14				
P- Other Western radio stations	(1)	(2)	(3)	(4)

Question #3

Here are some questions about various countries: Please use this card to tell me your feelings about the following countries. (Card)
What is your opinion of

	<u>Very Good</u>	<u>Good</u>	<u>Fair</u>	<u>Bad</u>	<u>Very Bad</u>	<u>No Opinion</u>
Column 15						
Great Britain	(1)	(2)	(3)	(4)	(5)	(6)
France	(7)	(8)	(9)	(0)	(X)	(Y)

Question #3 continued:

	Very Good	Good	Fair	Bad	Very Bad	No Opinion
Column 16						
Italy	(1)	(2)	(3)	(4)	(5)	(6)
USSR	(7)	(8)	(9)	(0)	(X)	(Y)
Column 17						
America	(1)	(2)	(3)	(4)	(5)	(6)

Question #4

At the present time, do you personally think that West Germany should be on the side of the West, on the side of the East, or on neither side?

Column 18

- 1- Side of the West
- 2- Side of the East
- 3- Neither side
- X- Don't know

Question #5

Have you heard or read of the North Atlantic Treaty Organization-NATO, that is?

Column 19

- 1- Yes, have heard
- 2- No, have not heard

If "Yes, have heard":

Question #5a.

Can you perhaps tell me briefly what the purpose of this organization is?

Column 20

No Codes Available

Question 5b.

Could you tell me whether or not West Germany is a member of NATO?

Column 21

- 1- Yes
- 2- No
- X- No opinion

Question #6

Is America doing all it should do to prevent a new world war?

Column 22

- 1- Yes, America is
- 2- No, America is not
- X- Don't know

Question #7

In your opinion - which country - the U.S.A. or the U.S.S.R. - is making the more serious efforts at the present time toward general disarmament?

Column 23

- 1- U.S.A.
- 2- U.S.S.R.
- 3- Both equal (volunteered)
- 4- Neither making any (volunteered)
- X- Don't know

Question #8

Is Soviet Russia doing all it should do to prevent a new world war?

Column 24

- 1- Yes, Russia is
- 2- No, Russia is not
- X- Don't know

STATISTICSQuestion #12

OCCUPATION:

Column 25

See Code

Question #12a.

Can you tell me how much your total monthly family income is?

Column 26

No Codes Available

Question #13:

AGE:

Column 27

- 1- - 19
- 2- 20 - 24
- 3- 25 - 29
- 4- 30 - 34
- 5- 35 - 39
- 6- 40 - 44
- 7- 45 - 49
- 8- 50 - 54
- 9- 55 - 59
- 0- 60 - 64
- X- 65 and older

Question #14

EDUCATION:

Column 28

- 1- Elementary School (8 grades)
- 2- Intermediary (High School without graduation)
- 3- Abitur (High School graduate)
- 4- University

Question #15

REGION:

Column 29

- 1- Brandenburg
- 2- Sachsen
- 3- Sachsen-Anhalt
- 4- Thuringen
- 5- Mecklenburg

Question #16

POPULATION:

Column 30

- 1- - 1999
- 2- 2000 - 4999
- 3- 5000 - 9999
- 4- 10,000 - 24,999
- 5- 25,000 - 49,999
- 6- 50,000 - 99,999
- 7- 100,000 or more

Question #17

SEX:

Column 31

- 1- Male
- 2- Female

Place of Interview: Interbau

Time _____ until _____ o'clock

DATE: 32/33 - day, 34-Month

INTERVIEWER: _____

INTERVIEWER NUMBER: 35/36/37

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Regular Occupation Codes

What is your occupation (profession)?

1. Free or academic professions, artists, engineers (professional):

doctor, teacher, construction engineer, factory engineer, medical technician, nursery-school teacher, research technician, dental technician, handwriting analyst, tax assessor (self-employed).

2. Manager, directors, self-employed businessmen:

manager, branch manager, self-employed businessmen, (shopkeeper), merchant, sales representative, self-employed tradesman, publicity agent, carpet dealer, food merchant, lumber merchant, principal of a firm, owner of a dairy business, owner of sand pit, owner of milk delivery business, owner of moving business, druggist with business, inn-keeper, self-employed architect, owner of building business, owner of car repair shop, owner of transport business.

3. Employees (white collar workers):

business secretary, technician, secretary, clerk, bookkeeper, company statistician, mail guard (on railways), company secretary, railway man (navy), railway conductor (asst.), railway inspector, railway conductor, railway conductor companion, saleswoman, public official, station master.

4. Skilled artisan - skilled laborers:

mason, locksmith, tiles (slater), master house painter, carpenter, upholsterer, cabinet maker, baker, butcher, polisher, optician, model carpenter, millwright, tinsmith, cementer, driller, construction master, seamstress, knitter, machine knitter, gardner, ironer, wallet maker, pocketbook maker, iron founder, iron turner, electro-welder, arranger of artificial stones, master of wood sorting, electro-plumber, fender tinsmith, mechanic, surgery mechanic, car mechanic, miner.

5. Trained laborers (semi-skilled), laborer (unskilled):

building worker, stamper (puncher), packer, nurses aide, locksmith-helper, gardeners' helper, driver, long distance driver, coachman, driver of barges, unskilled workers, building worker, road worker, railroad worker, worker, night watchman.

6. Personal Service (domestic service, protective service):

Helper as "daughter of the house," house maid, mother's helper, housekeeper, manageress, kitchen help, waitress, washer woman, cleaning woman, house attendant, cleaning woman, children's nurse, policeman, fire fighter, hairdresser.

DIVO - Regular Occupation Codes

7. Peasantry (farmers):

peasant, farmer, mayor and farmer, tree warden, forest worker, wood cutter, milker,
forester,

8. Housewives

9. Unemployed

0. Pensioners, retired

X. Students

Y. Apprentices

R. No answer