



An Anti-Defamation League Survey
1200 Interviews + an Oversample of African-Americans and Hispanics
October 13 - October 23, 2011

MARTTILA
STRATEGIES

A SURVEY OF AMERICAN ATTITUDES TOWARD JEWS IN AMERICA

METHODOLOGY

On behalf of the Anti-Defamation League, Marttila Strategies conducted a national telephone survey of 1,754 adults between October 13 and October 23, 2011. The base sample is 1,200 plus an oversample of 243 African Americans, and 227 Hispanics, bringing the oversample for both communities to 400 each.

For those questions answered by all 1,200 respondents, the survey results have a margin of error of +/- 2.8 percent. For many questions, the survey used the technique of “split sampling,” a process in which the 1,200 person sample was split into two demographically representative samples of 600 respondents each. For those questions that were answered by 600 respondents, the survey has a margin of error of +/- 4 percent. For those questions that were answered by 400 respondents, the margin of error is +/- 4.9 percent.

The purpose of split sampling in the survey was to maximize the number of questions that could be asked, to test different hypotheses about an issue, and to test the impact of different question wording.

EXECUTIVE SUMMARY

The Mood of the Country:

The 2011 ADL survey measuring anti-Semitic propensities and intolerance was conducted during a time when Americans are gripped with concern about their economic well-being.

- Half of Americans say they are less well off than they were five years ago.
- More than 50 percent of homeowners say their home is worth less than it was before the recession began, with 26 percent saying their home is worth *a lot less*.
- There is grassroots fury at Wall Street and grassroots lack of belief in the ability of our democratic institutions to deal with the serious problems our country faces: Alienation is on the upswing.

EXECUTIVE SUMMARY

Anti-Semitic propensities: 2011

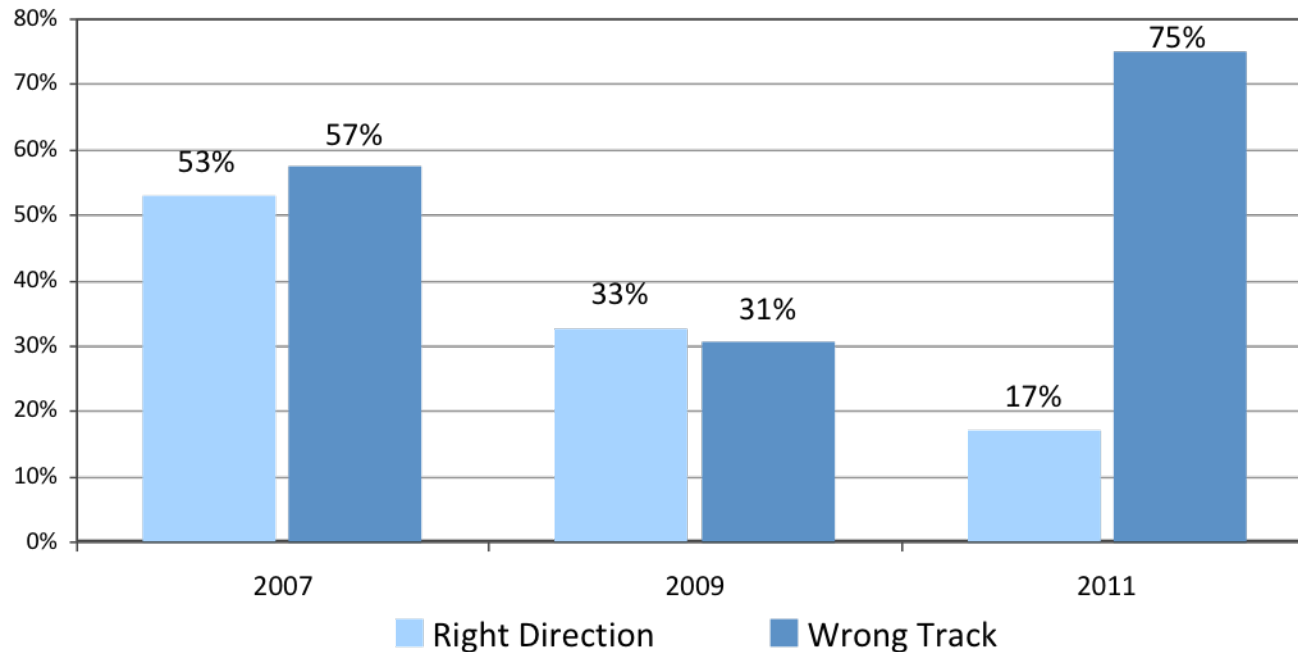
Anti-Semitic propensities have *increased* since 2009; reaching totals from 2005 and 2007, but falling short of those in 2002, the highest number recorded in the past decade. Using the ADL Index, 15 percent of Americans fall in the most anti-Semitic cohort.

- Education remains a strong predictor of anti-Semitic propensities. The most well educated Americans are remarkably free of prejudicial views, while less educated Americans are more likely to hold anti-Semitic views.
- Perceptions of disproportionate Jewish power in the U.S. continue to dominate the views of the most anti-Semitic.
- In America, 31 percent believe Jews are responsible for the death of Christ, a number that has remained steady through the past decade.
- Remarkably, since 1964, approximately 30 percent of Americans have consistently believed that Jews are more loyal to Israel than to America, even though the makeup of the U.S. population has changed dramatically.
- Hispanics born outside of the U.S. are significantly more likely than Hispanics born in the U.S. to hold anti-Semitic views.
- Anti-Semitic propensities within the African-American population continue to be higher than the general population – and remain steady.
- The steady growth of the U.S. Hispanic population – now at 15 percent of the adult population – means that Hispanics, combined with African Americans (12 percent), now comprise 27 percent of the American population, a number that is sure to grow in the coming years. This population increase of the most anti-Semitic cohorts also means that it will be a challenge to reduce overall anti-Semitic totals.

THE MOOD OF THE COUNTRY

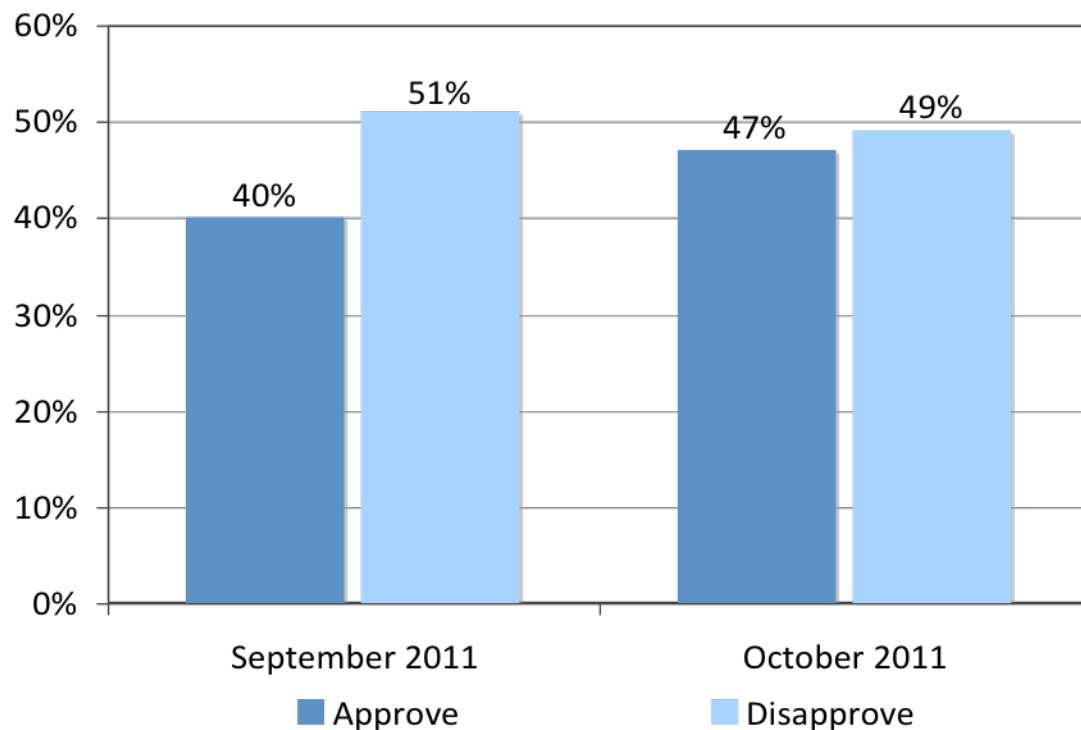
AMERICANS ARE INCREASINGLY PESSIMISTIC ABOUT THE DIRECTION OF THE COUNTRY.

“Do you feel that things in this country are basically heading in the right direction, or do you feel things are off on the wrong track?”



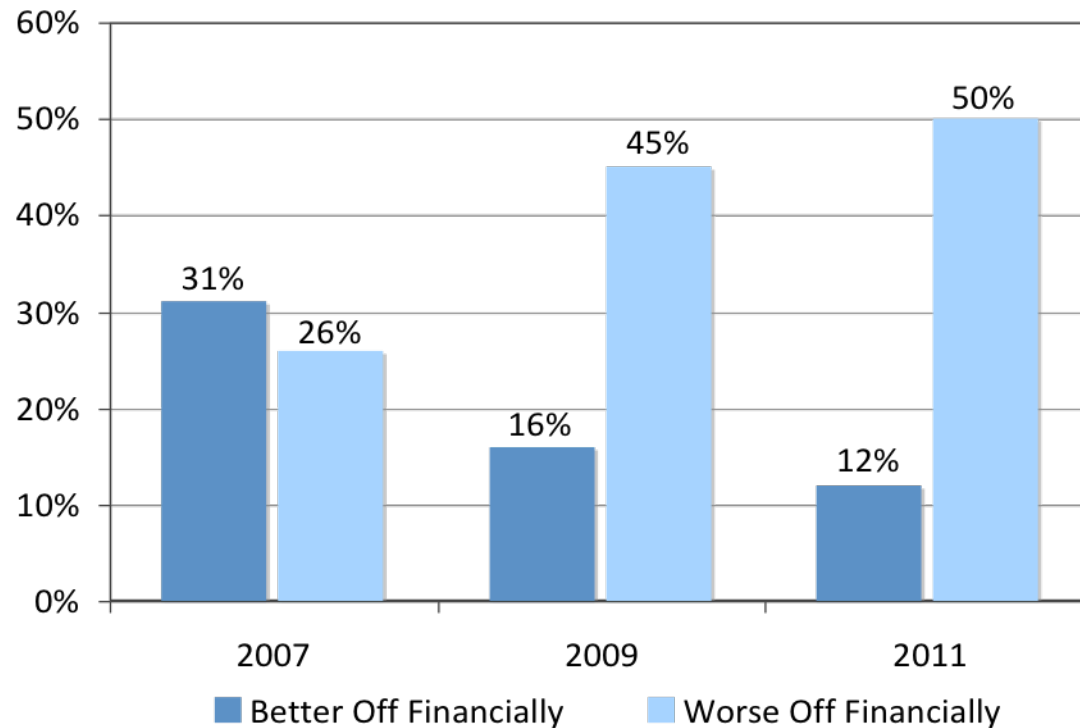
PRESIDENT OBAMA'S APPROVAL RATINGS MAY BE IMPROVING.

“Do you approve or disapprove of the way Barack Obama is handling his job as president?”



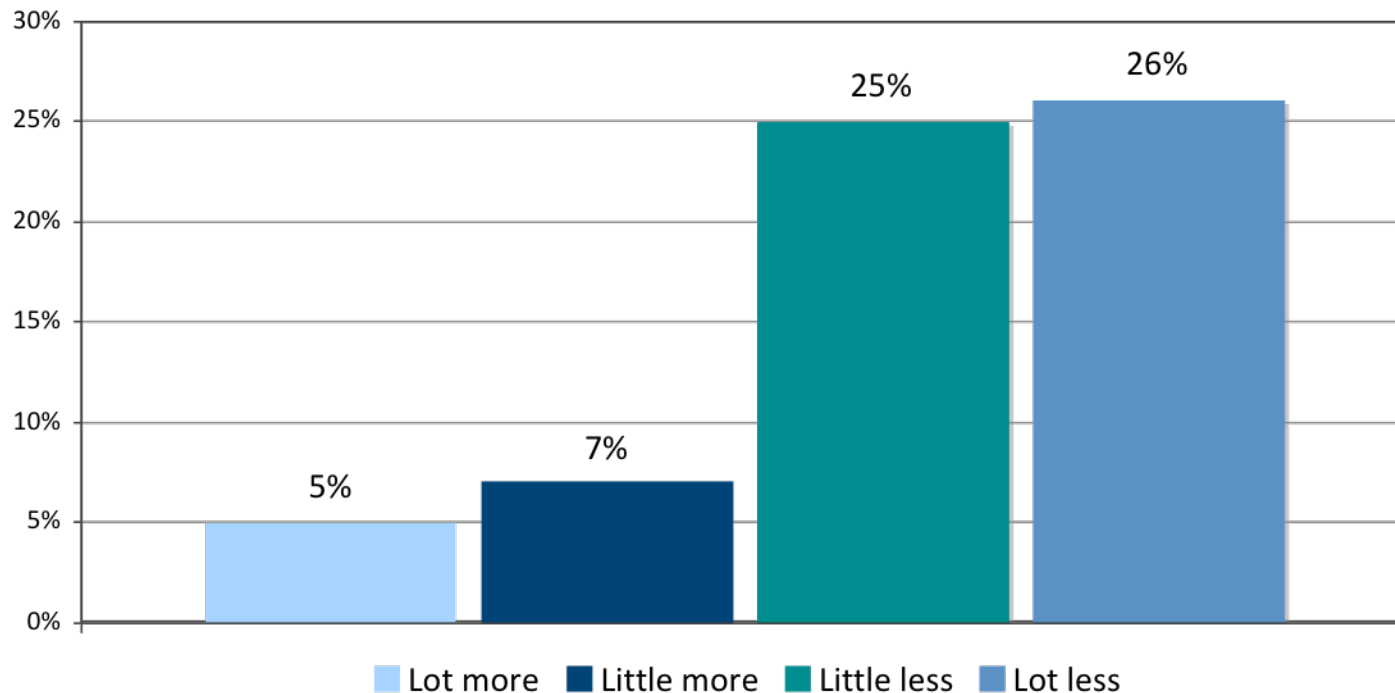
TWICE AS MANY AMERICANS SAY THEY ARE WORSE OFF NOW THAN IN 2007.

Half of Americans are worse off when they compare their finances to five years ago.



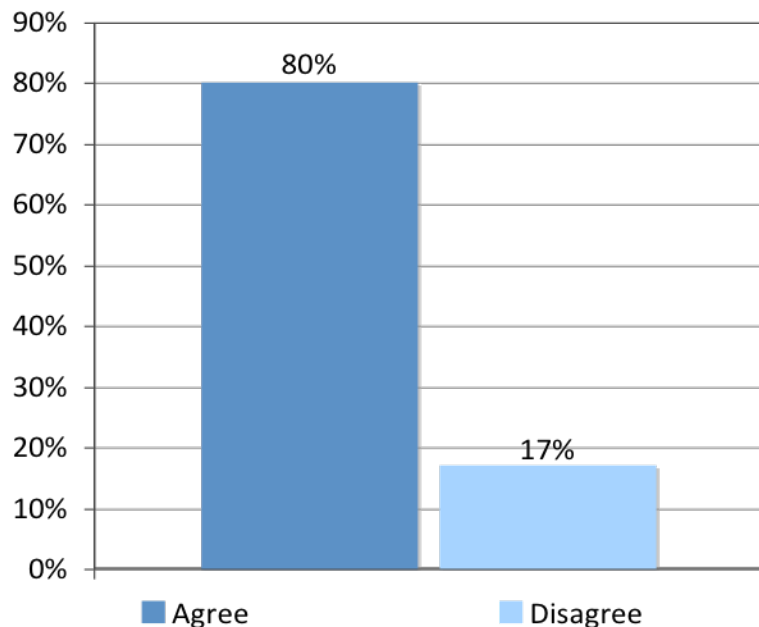
ONE-FOURTH OF HOME OWNERS SAY THEIR HOMES ARE WORTH A LOT LESS SINCE THE RECESSION BEGAN. ANOTHER 25 PERCENT SAY THEIR HOMES ARE WORTH A LITTLE LESS.

“Is your home worth more or less now than it was before the recession began, or is it about the same?”

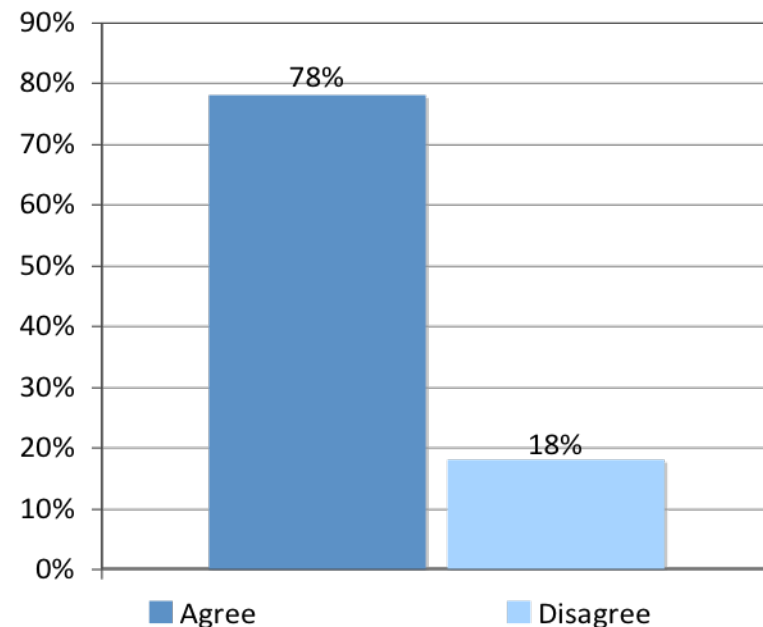


AMERICANS ARE FURIOUS AT WALL STREET AND THEY BELIEVE OUR DEMOCRATIC INSTITUTIONS ARE NO LONGER ABLE TO SOLVE THE CHALLENGES WE FACE.

“Wall Street and major banking institutions in our country operate in their own selfish interest and not in the interest of the American economy.”

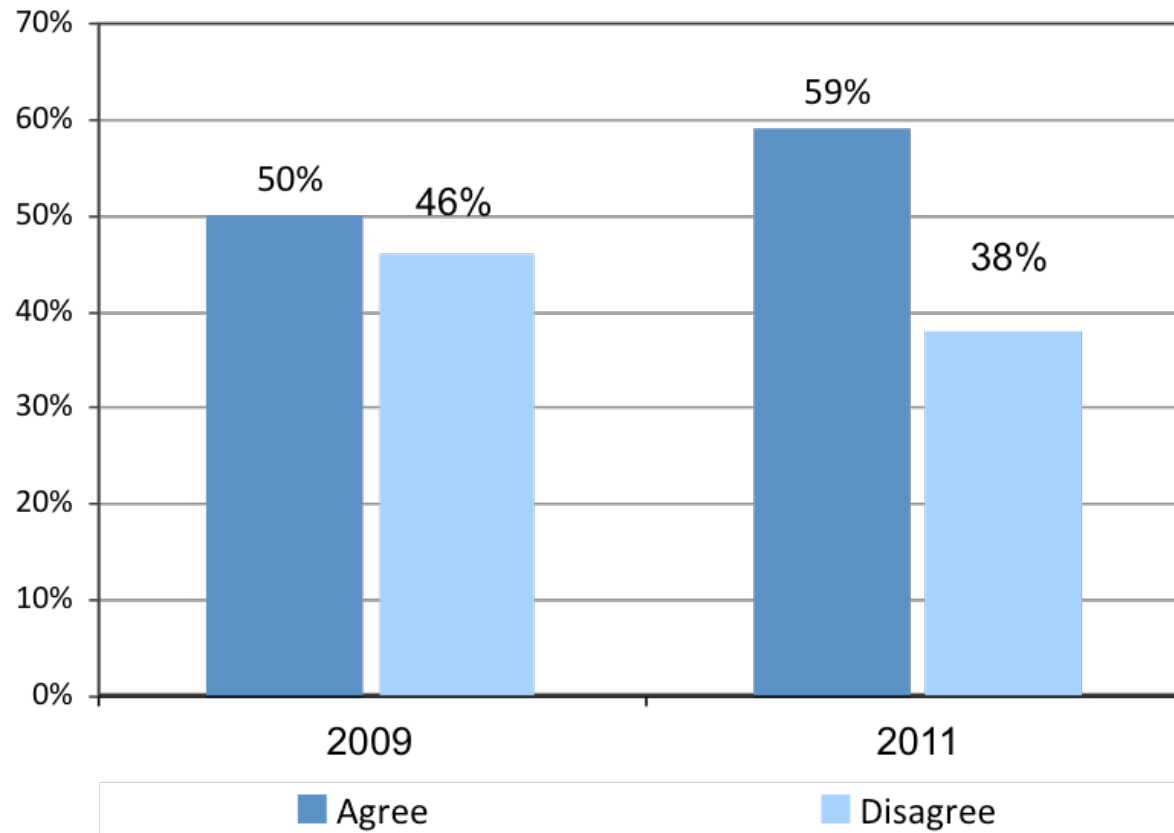


“Our democratic institutions are no longer able to solve the economic challenges confronting the U.S. because Democrats and Republicans disagree so thoroughly.”



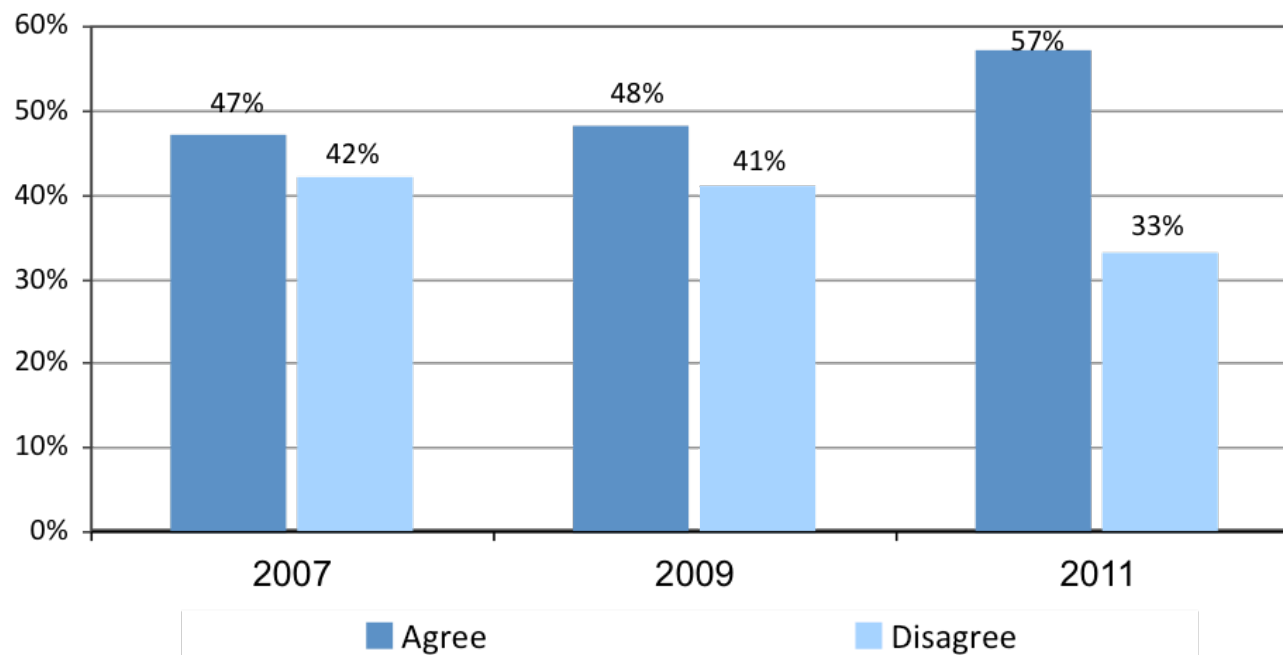
A SENSE OF ALIENATION AMONG AMERICANS IS ON AN UPSWING.

“The government doesn’t really care about people like me.”



A SENSE OF ALIENATION AMONG AMERICANS IS ON AN UPSWING.

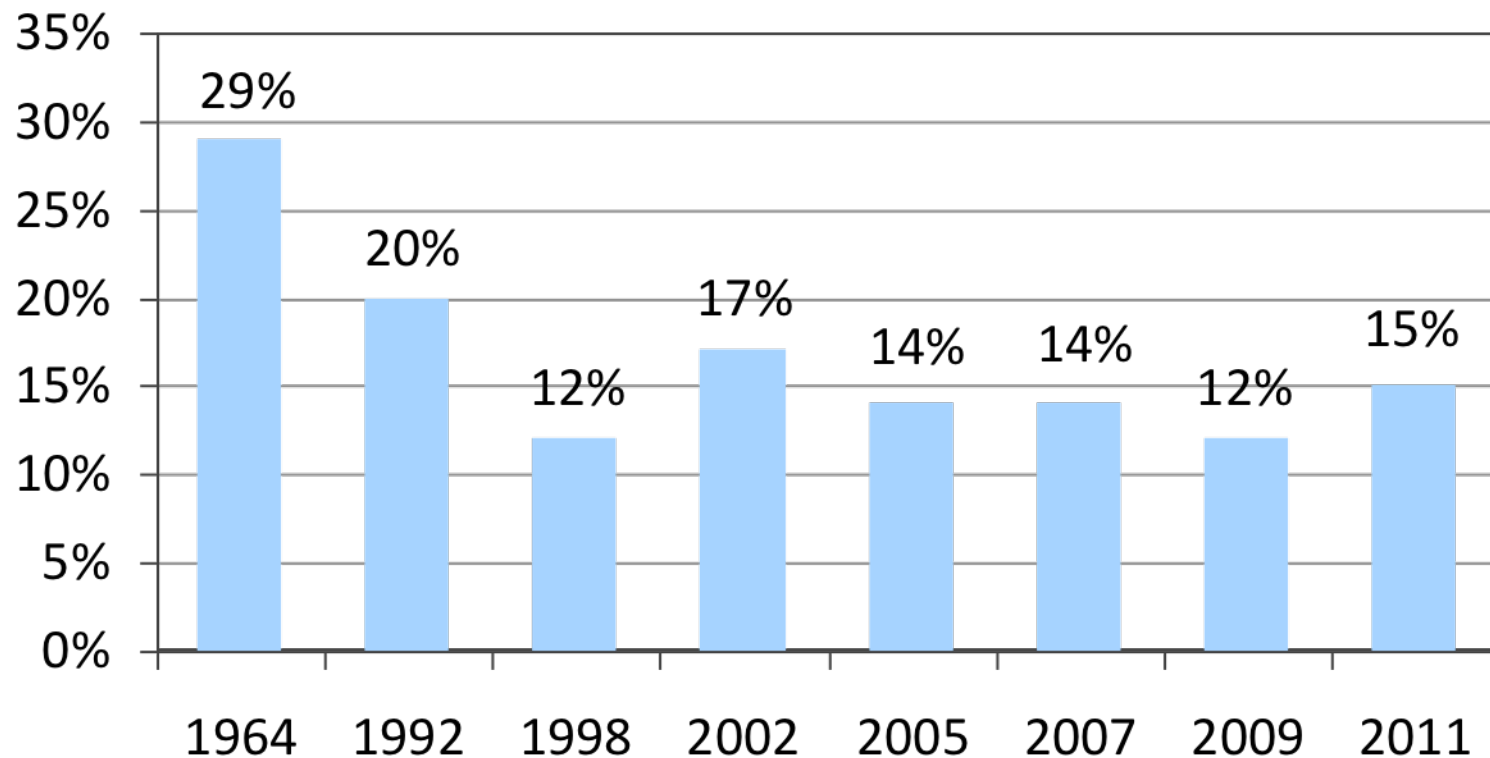
“There is a small group of businessmen and government leaders who meet secretly to make our country’s most important decisions.”



ANTI-SEMITIC PROPENSITIES IN AMERICA 2011

IN THE PAST TWO YEARS, ANTI-SEMITIC PROPENSITIES IN THE UNITED STATES HAVE INCREASED TO LEVELS IN 2005 AND 2007.

Anti-Semitic Propensities in the United States 1964-2011



ANTI-SEMITIC PROPENSITIES ARE MEASURED BY AN 11-QUESTION INDEX, DEVELOPED BY ADL MORE THAN 40 YEARS AGO.

The ADL Index includes 11 Index statements, which are included randomly within a longer list. These are used to gauge respondents' anti-Semitic propensities.

Over the years there have been slight changes in the wording of the 11 Index statements to keep them relevant and contemporary, but the basic structure of the Index has remained consistent since 1992.

- Respondents who agreed with **0-1** of the Index statements are considered to be **essentially free of prejudicial attitudes toward Jews**.
- Those respondents who agreed with **2-5** of the Index statements are considered to be **neither prejudiced nor unprejudiced**.
- Respondents who agreed with **6 or more** of the Index statements are considered **the most anti-Semitic group** of Americans and have been isolated for special analysis and demographic identification.

MORE THAN 40 YEARS AGO, ADL DEVELOPED AN 11-QUESTION INDEX TO MEASURE ANTI-SEMITIC PROPENSITIES.

Overview of ADL's Anti-Semitic Index:

Index statements are included randomly within a longer list of positive and negative statements about Jews. These statements are introduced to respondents as follows:

“Now, I am going to read you a list of statements about Jews, including several that were made many years ago. For each one, please tell me whether you think that statement is probably true or probably false.”

Anti-Semitic Index:

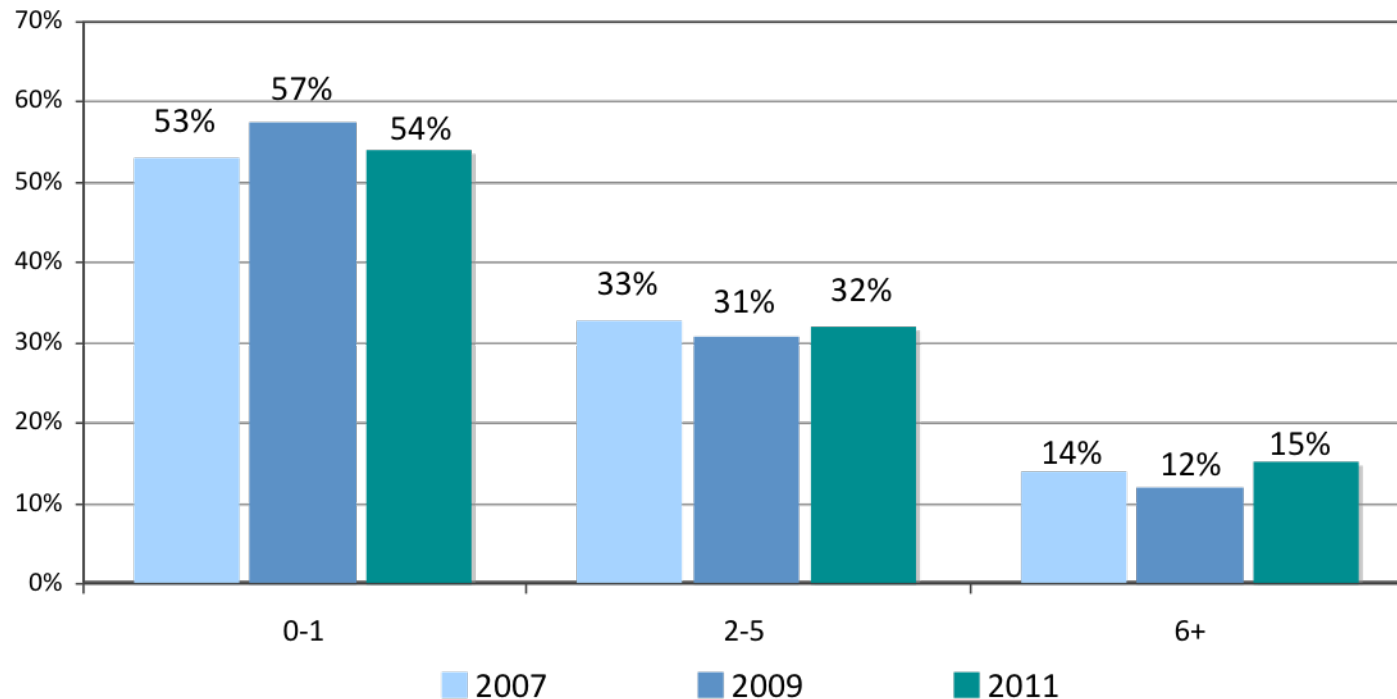
- Jews stick together more than other Americans.
- Jews always like to be at the head of things.
- Jews are more loyal to Israel than America.
- Jews have too much power in the U.S. today.
- Jews have too much control and influence on Wall Street.
- Jews have too much power in the business world.
- Jews have a lot of irritating faults.
- Jews are more willing than others to use shady practices to get what they want.
- Jewish business people are so shrewd that others don't have a fair chance at competition.
- Jews don't care what happens to anyone but their own kind.
- Jews are (not) just as honest as other business people.

THE ADL INDEX CATEGORIZES AMERICANS BASED ON HOW MANY INDEX QUESTIONS THEY THOUGHT WERE “PROBABLY TRUE.”

0-1 Range: Those essentially free of anti-Semitic views

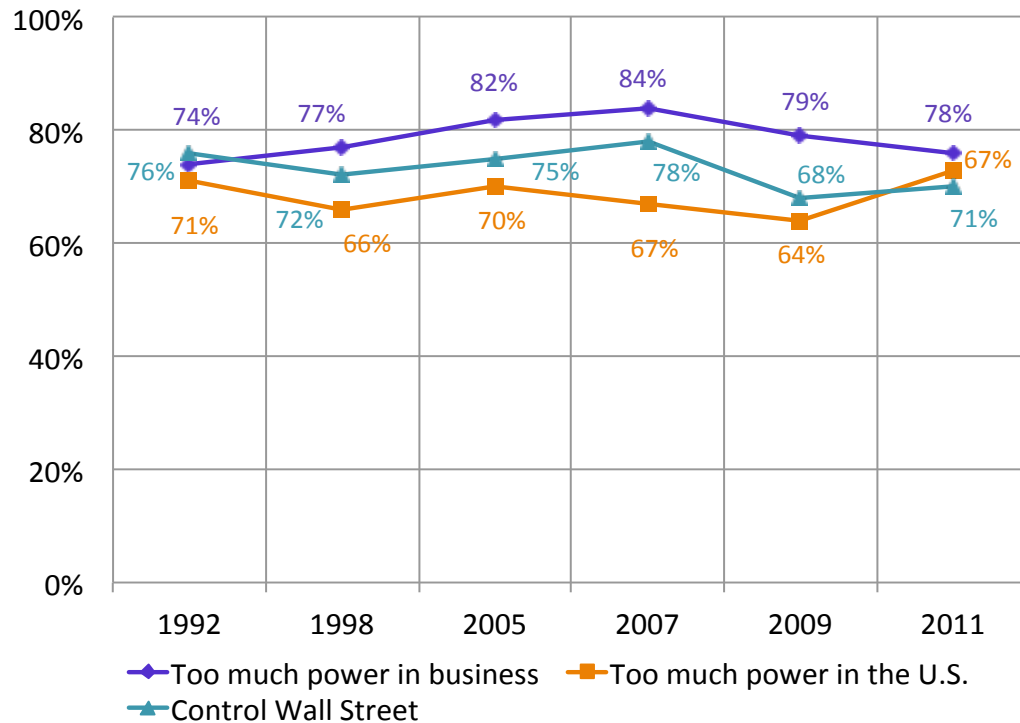
2-5 Range: Those neither prejudiced or unprejudiced

6 + Range: Those with the most anti-Semitic views



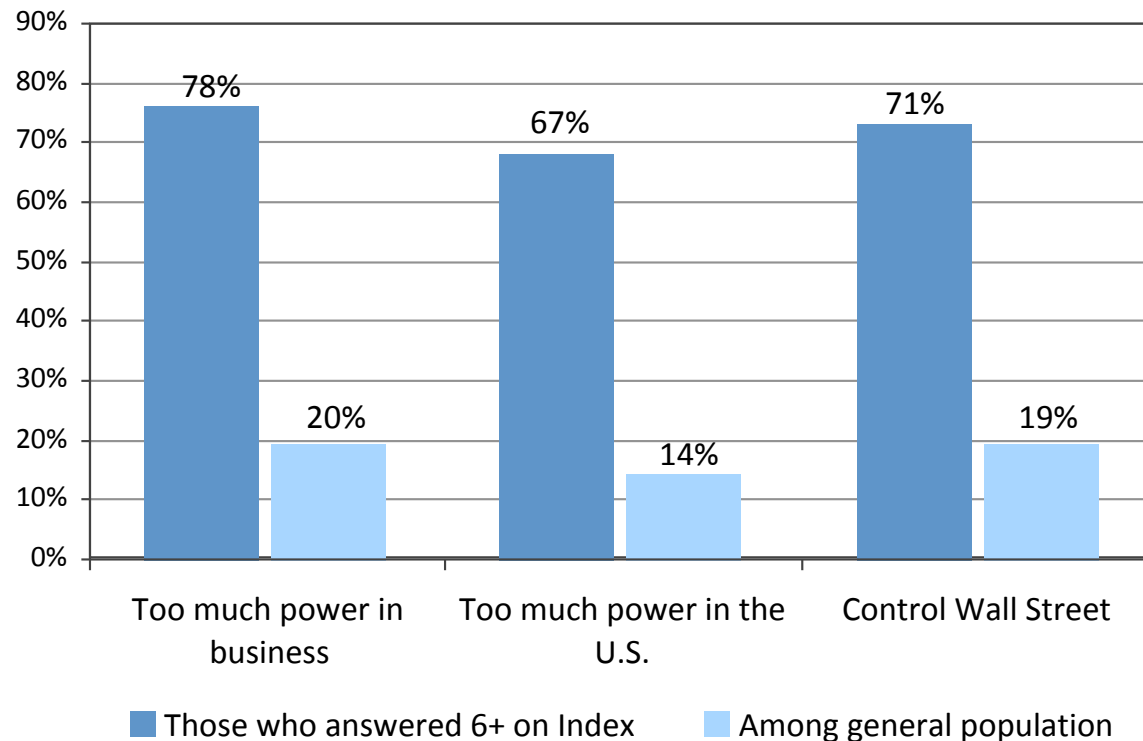
CONCERNS ABOUT JEWISH POWER DRIVE ANTI-SEMITIC PROPENSITIES.

Percentage of the most anti-Semitic Americans who said, "Probably True."



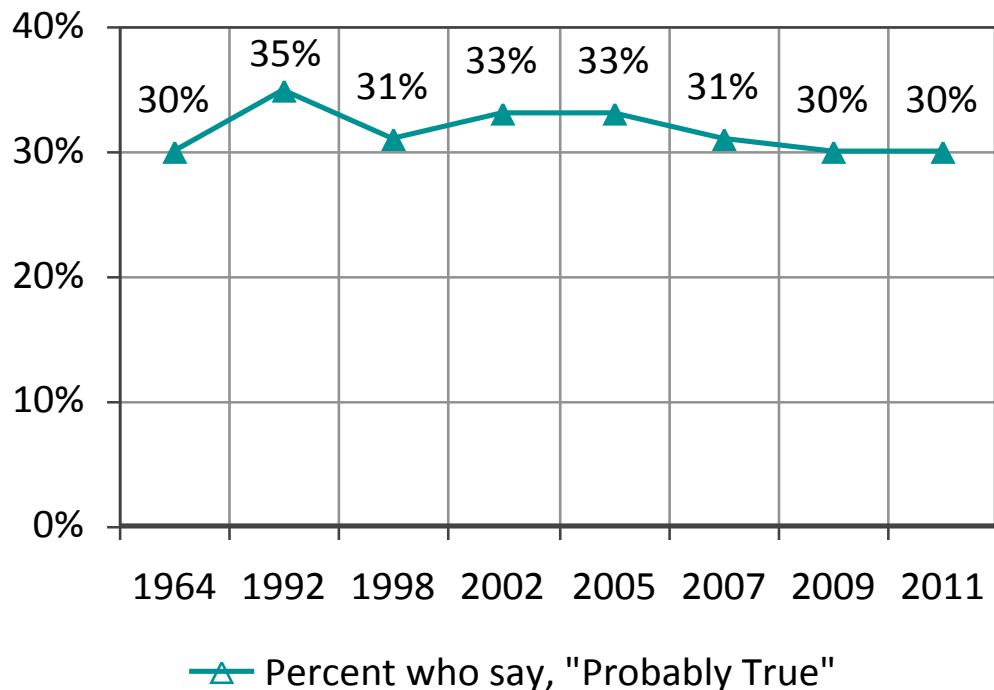
CONCERNS ABOUT JEWISH POWER ARE PREVALENT AMONG THE MOST ANTI-SEMITIC

Percentage of the most anti-Semitic Americans, compared to the general population who answered, “Probably True.”



SINCE 1964, 30 PERCENT OF AMERICANS HAVE CONSISTENTLY BELIEVED THAT JEWS ARE MORE LOYAL TO ISRAEL THAN TO AMERICA, DESPITE THE CHANGING MAKEUP OF THE U.S. POPULATION.

Percentage of Americans who believe Jews are more loyal to Israel than to America, 1964 - 2011

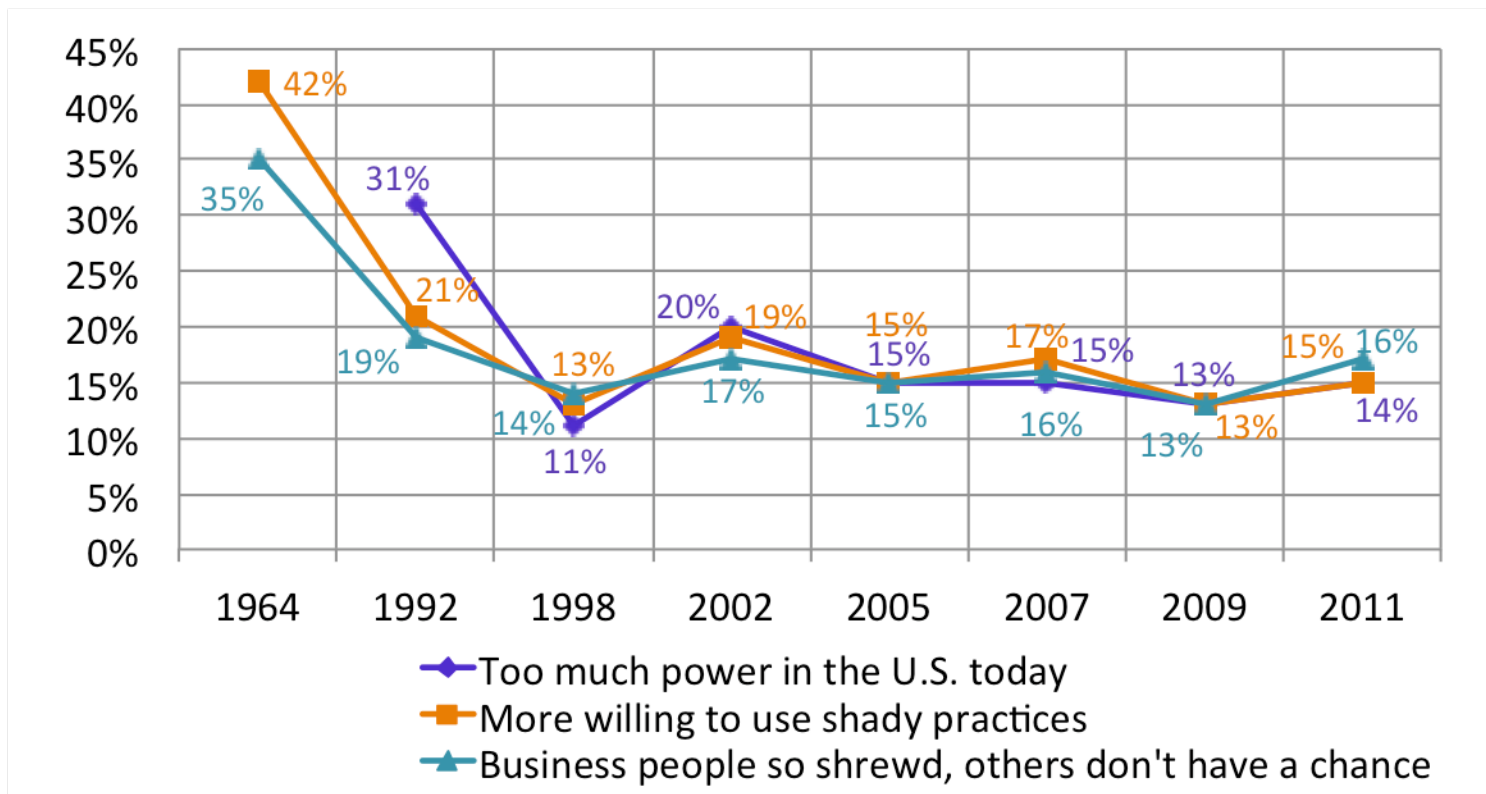


A large percentage (82%) of those who fall into the most anti-Semitic category believe Jews are more loyal to Israel.

Only 5% of the least anti-Semitic Americans accept this assertion.

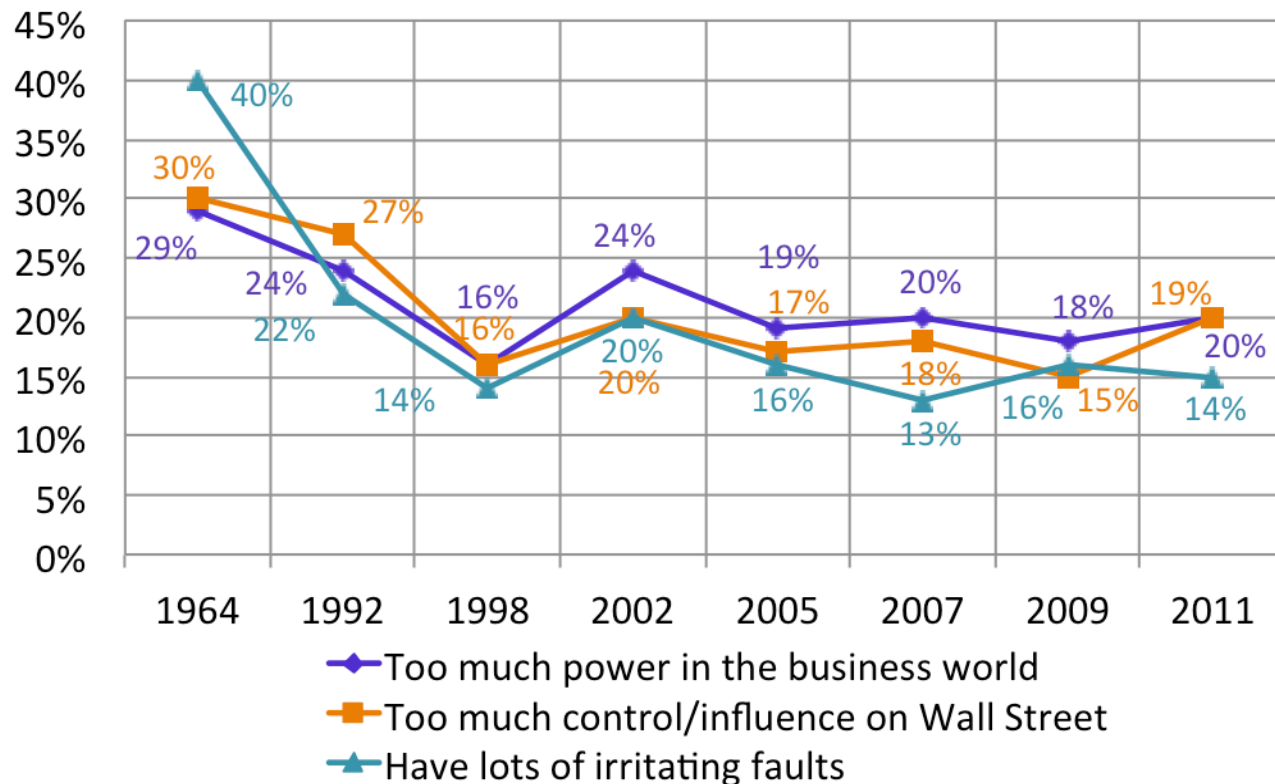
A SURPRISING NUMBER OF AMERICANS AGREE WITH SHARPLY WORDED CRITICISMS OF JEWS.

Percent of Americans who answered, "Probably True."



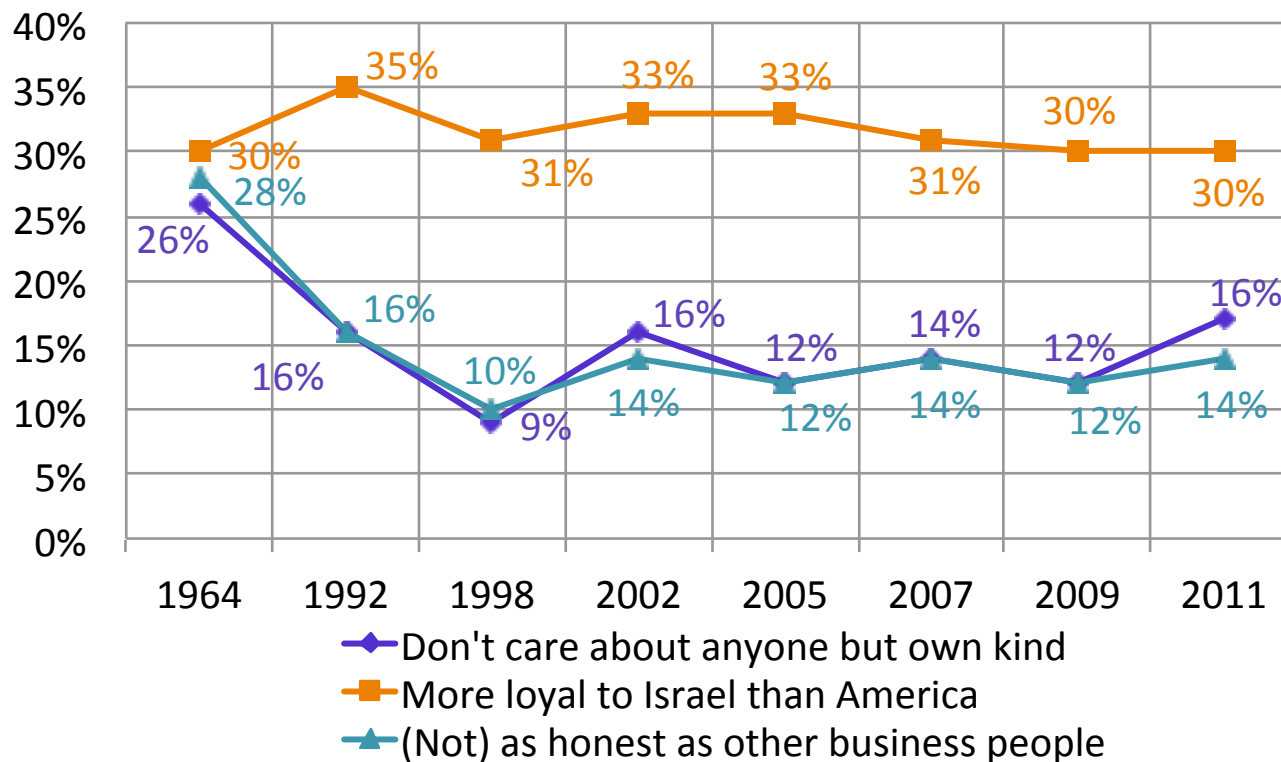
A SURPRISING NUMBER OF AMERICANS AGREE WITH SHARPLY WORDED CRITICISMS OF JEWS.

Percent of Americans who answered, "Probably True."



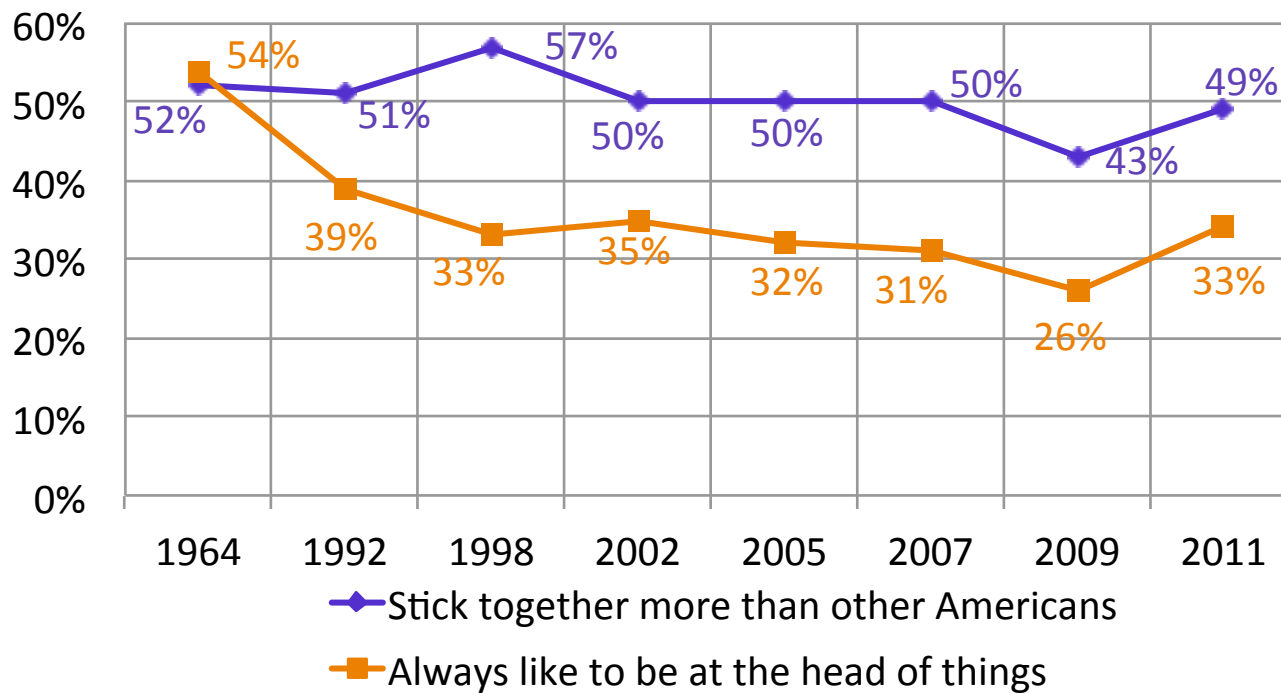
A SURPRISING NUMBER OF AMERICANS AGREE WITH SHARPLY WORDED CRITICISMS OF JEWS.

Percent of Americans who answered, "Probably True."



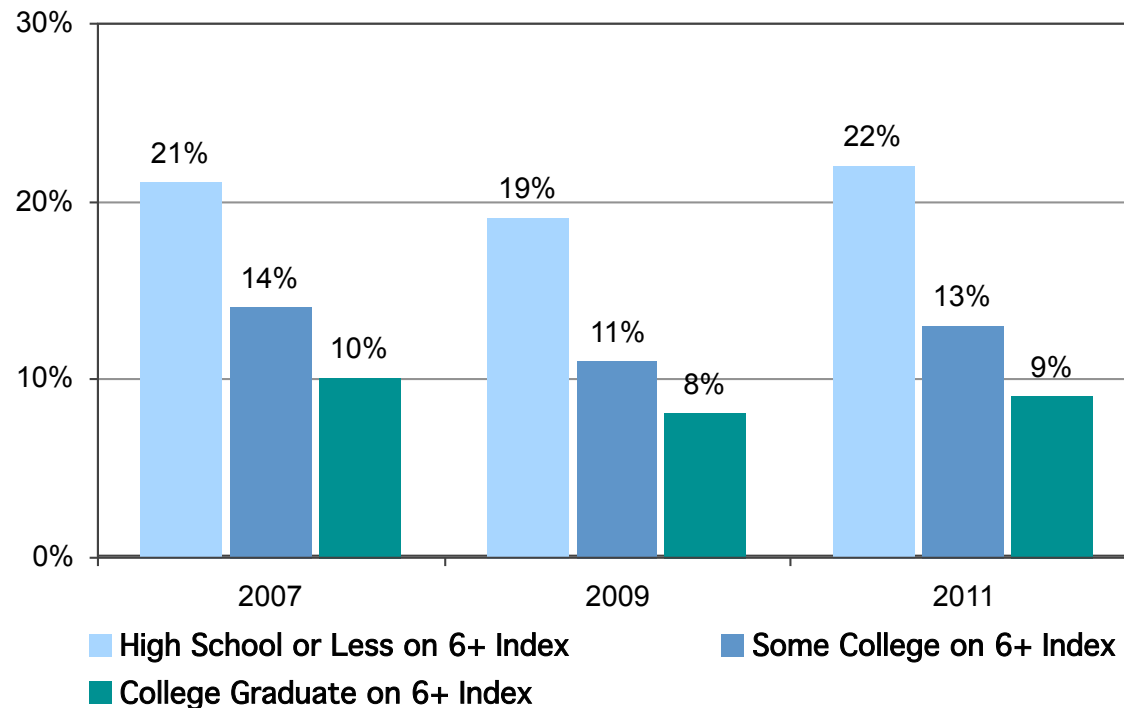
A SURPRISING NUMBER OF AMERICANS AGREE WITH SHARPLY WORDED CRITICISMS OF JEWS.

Percent of Americans who answered, "Probably True."



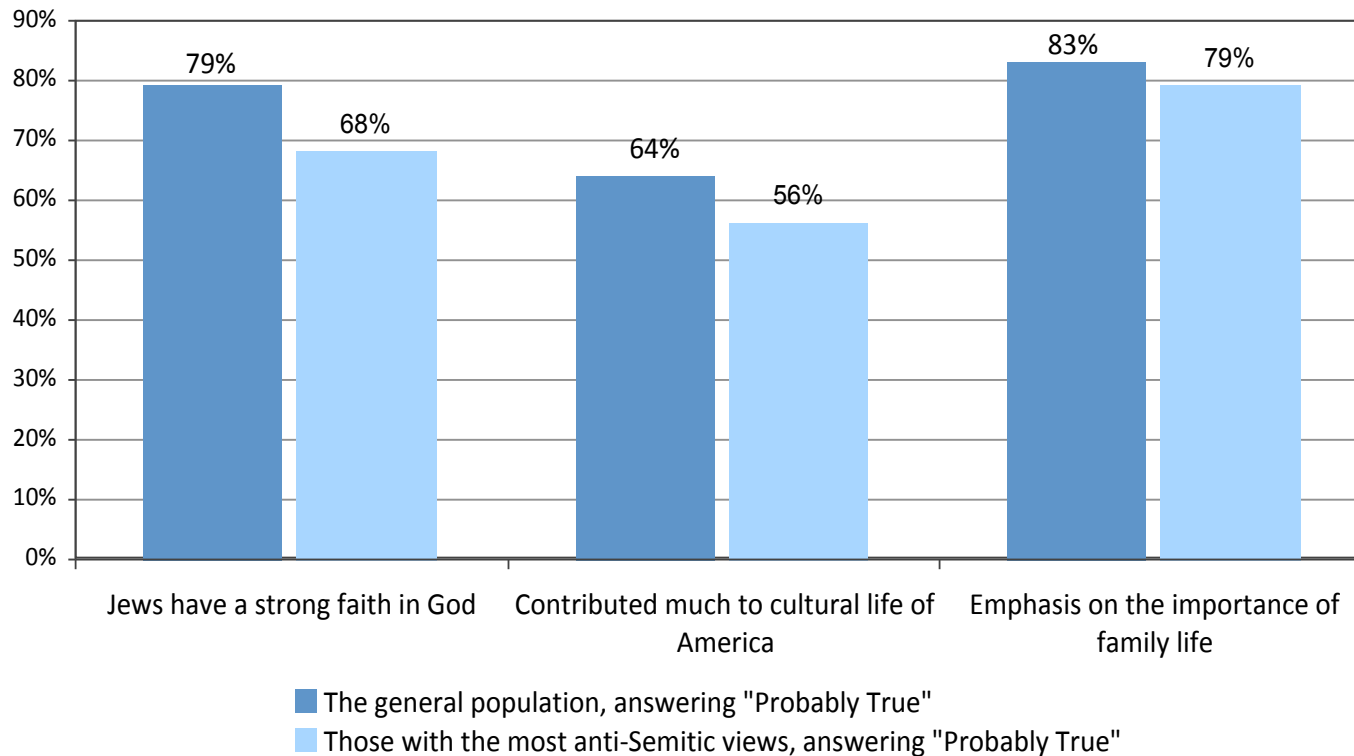
THE MOST EDUCATED AMERICANS ARE REMARKABLY FREE OF PREJUDICIAL VIEWS.

Less educated Americans are more likely to hold anti-Semitic views.



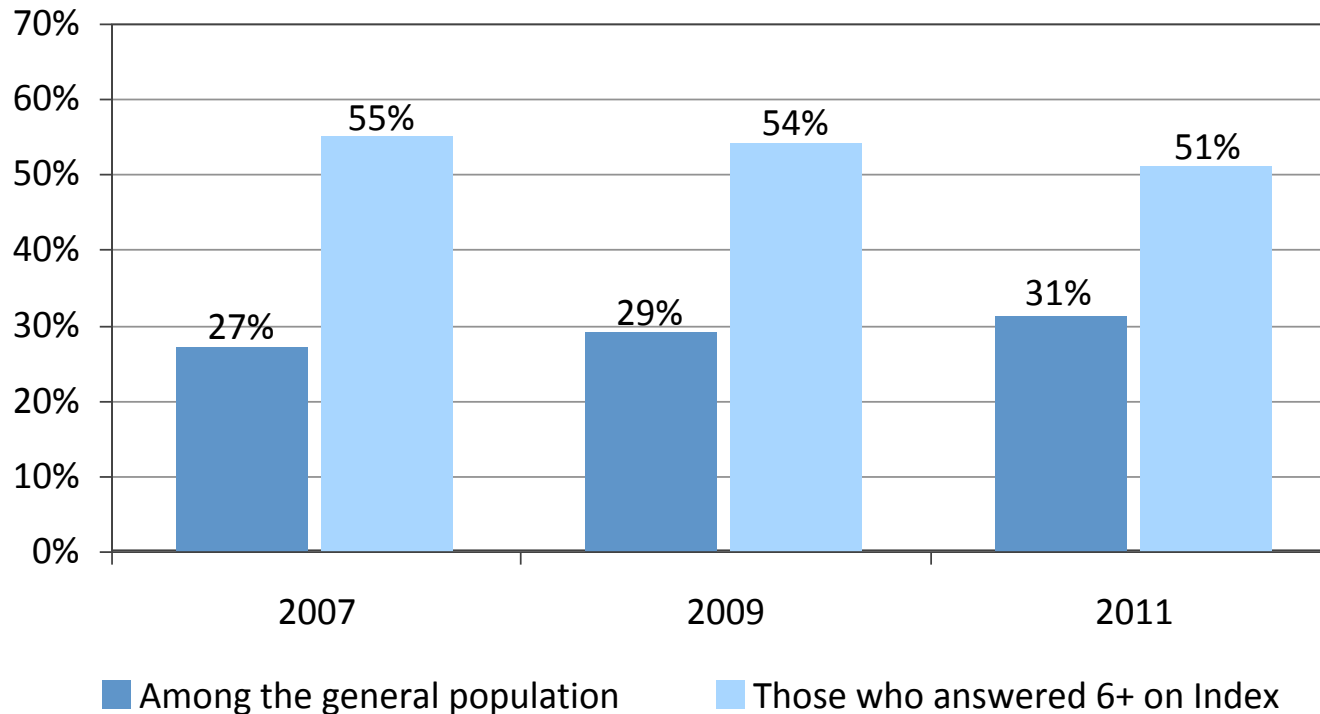
JEWS ARE HELD IN HIGH REGARD ON MANY CORE BELIEFS OF THE AMERICAN PEOPLE.

Even Americans who hold the most anti-Semitic views agree with many positive statements about Jews.



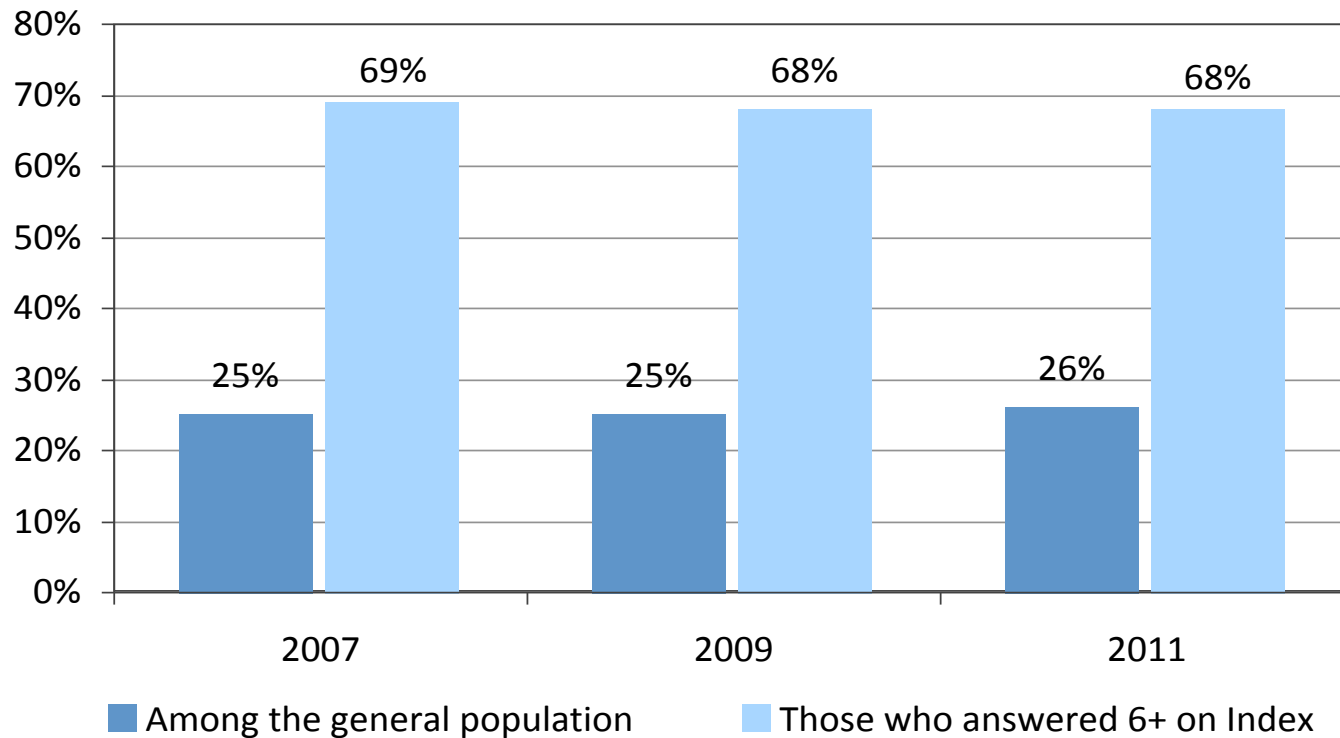
ABOUT 30 PERCENT OF AMERICANS BELIEVE THAT JEWS WERE RESPONSIBLE FOR THE DEATH OF CHRIST.

Percentage of Americans who said, “Jews were responsible for the death of Christ.”



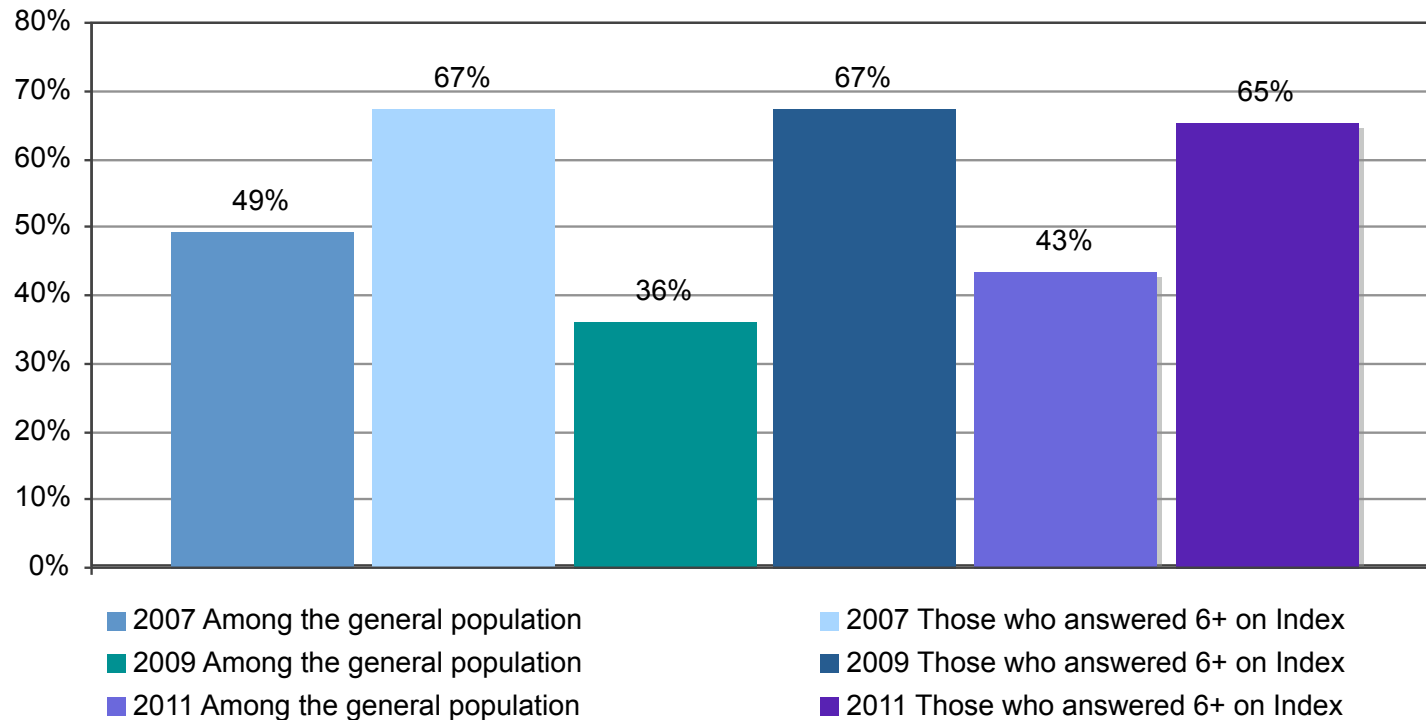
A QUARTER OF AMERICANS CONTINUE TO BELIEVE JEWS STILL TALK TOO MUCH ABOUT WHAT HAPPENED TO THEM IN THE HOLOCAUST.

Percentage of Americans who said, “Jews still talk too much about what happened to them in the Holocaust.”



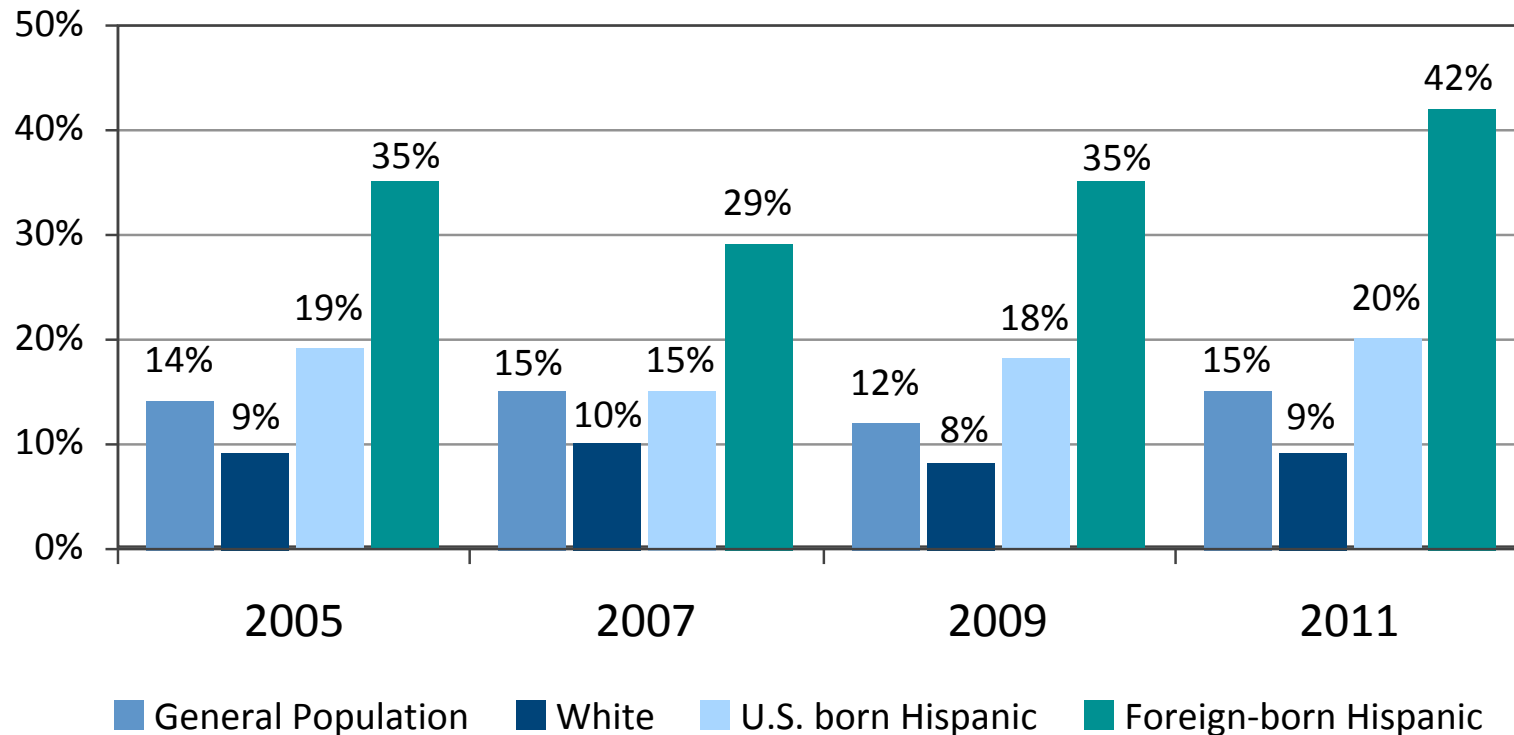
THERE IS A HIGH CORRELATION BETWEEN ANTI-SEMITIC BELIEFS AND BROADER INTOLERANCE.

“The idea that everyone has a right to his own opinion is being carried too far these days.”



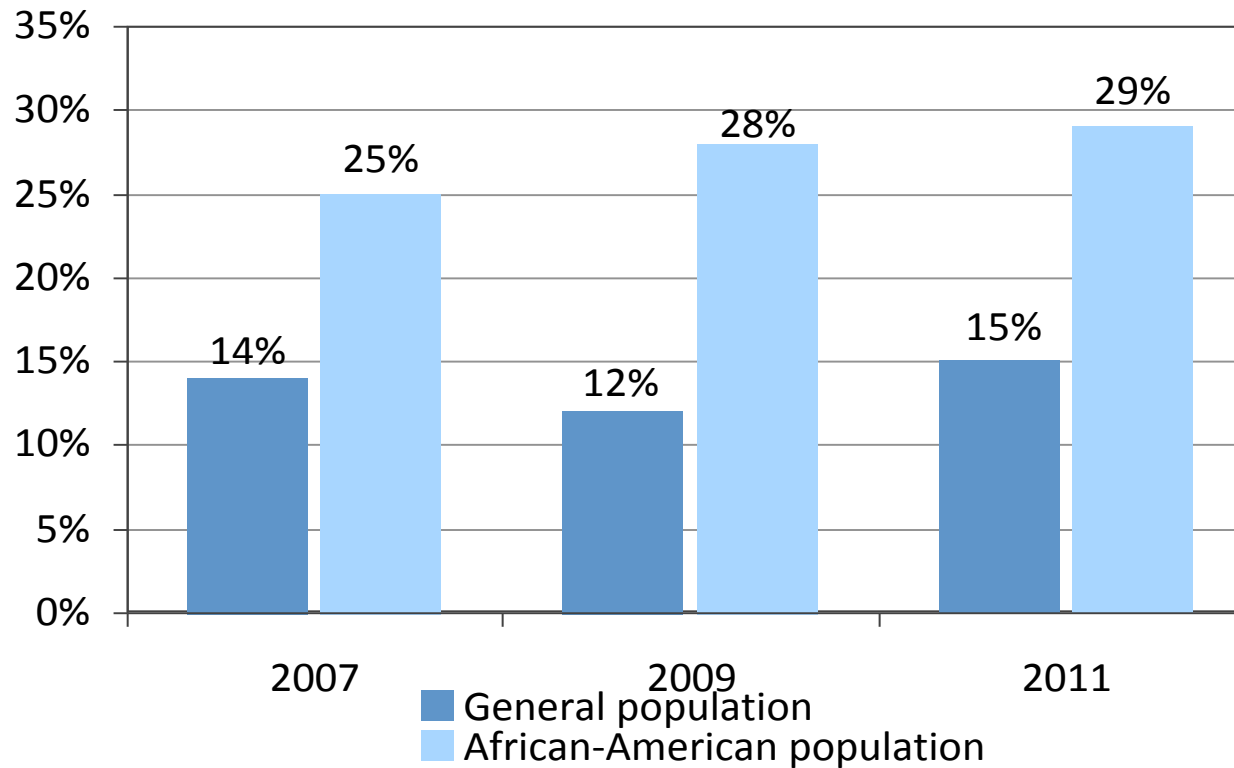
ANTI-SEMITIC PROPENSITIES AMONG HISPANICS DIFFER ACCORDING TO BIRTHPLACE.

Hispanic Americans born outside of the U.S. are more likely than Hispanics born in the U.S. to hold anti-Semitic views.



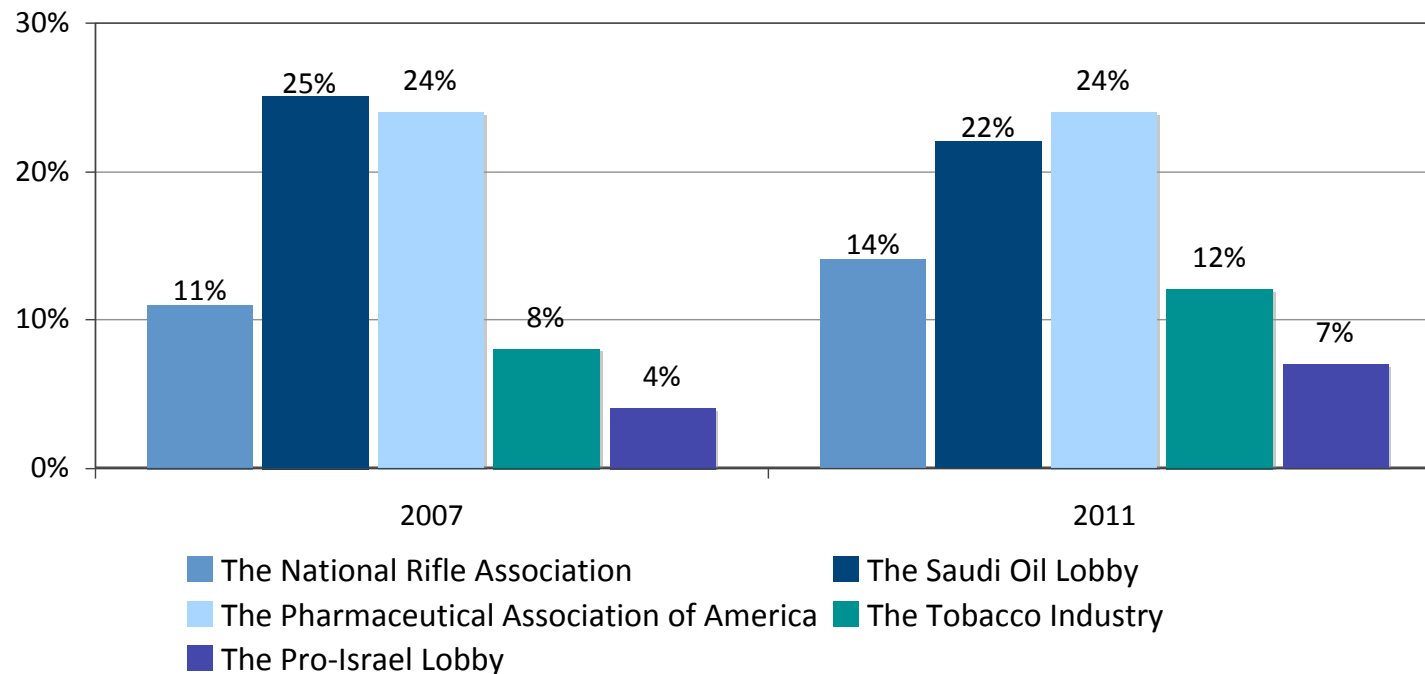
IN THE PAST FOUR YEARS, ANTI-SEMITIC VIEWS AMONG THE AFRICAN AMERICAN POPULATION HAVE REMAINED STEADY, BUT ARE CONSISTENTLY HIGHER THAN THE GENERAL POPULATION.

Anti-Semitic propensities among African-Americans, 1992 - 2011



THE “PRO-ISRAEL LOBBY” IS SEEN AS MUCH LESS INFLUENTIAL THAN OTHER WELL-KNOWN POLITICAL POWERS.

“Which of the following lobbying organizations do you believe has the most influence on American government policy?”



THE 50 PERCENT OF AMERICANS WHO SCORED 0-1 ON THE INDEX ARE REMARKABLY FREE OF ANTI-SEMITIC VIEWS.

The Americans in the 0-1 category are distinguishably free of anti-Semitic propensities.

