

THE MARTTILA COMMUNICATIONS GROUP



AMERICAN ATTITUDES TOWARDS

JEWS IN AMERICA

AN ANTI-DEFAMATION LEAGUE SURVEY

2,000 INTERVIEWS - OCTOBER, 2007

Two demographically representative split samples of 1,000 interviews



METHODOLOGY

On behalf of the Anti-Defamation League, Marttila Communications conducted a national telephone survey on October 6 through October 19, 2007 of 2,000 adults who identified themselves as registered voters. For those questions that were answered by all 2,000 respondents, the survey has a margin of error of +/- 2.19 percent.

For many questions, the survey used the technique of “split sampling,” a process in which the 2,000-person sample was split into two demographically representative national samples of 1,000 respondents each. The margin of error for questions answered by 1,000 respondents is +/- 3.09 percent. For a limited number of questions, the 1,000 person samples were also split into two representative samples of 500 respondents each. The margin of error for these questions is +/- 4.38 percent.

The purpose for 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

Anti-Semitic propensities have remained stable during the past two years.

Education remains a strong predictor of anti-Semitic propensities, with the most well-educated Americans being remarkably free of prejudicial views while less educated Americans are more likely to hold anti-Semitic views.

Men are more likely than women to hold anti-Semitic views, particularly men without a college degree and men who are not married.

Stereotypes concerning Jewish power in the U.S. continue to dominate the views of the most anti-Semitic.

Approximately one fourth of all Americans believe that Jews are responsible for the death of Christ and 30 percent believe that Jews are more loyal to Israel than to America.

There is a high correlation between anti-Semitic beliefs and intolerance generally.

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

Anti-Semitic propensities among African-Americans, particularly among those without a college degree, are higher than the general population.

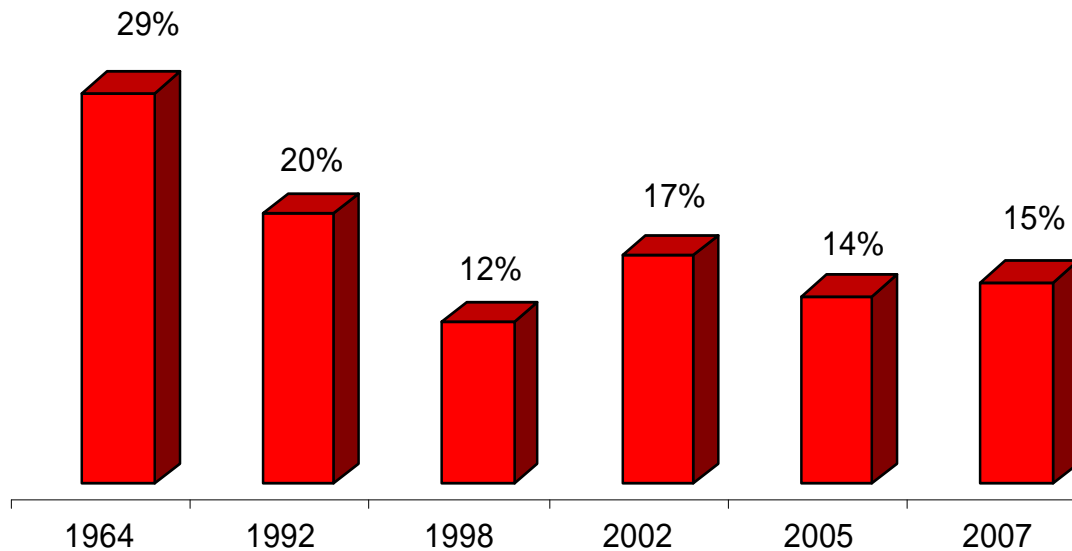
Age continues to be a slight predictor of anti-Semitic propensities. Adults over the age of 65 are more likely to be anti-Semitic than younger Americans.

Anti-Semitic Propensities in America 2007



Anti-Semitic propensities have remained relatively stable during the past 2 years.

Anti-Semitic propensities in the U.S. 1964-2007





All five national surveys conducted during the past 15 years have relied upon the Anti-Semitic index ADL developed over 40 years ago.

While there have been slight changes over the years in the wording of the 11 statements to keep them relevant and contemporary, the basic structure of the index has been retained throughout all five national surveys since 1992.

Anti-Semitic: The people who agree with six or more of the statements are considered the most anti-Semitic group of Americans, and have been isolated for special analysis and demographic identification.



The index statements, which are included within a longer list of positive and negative statements about Jews are introduced to respondents as follows: "I am going to read you list of statements about Jews. For each one please tell me if you think the statement is probably true or probably false."

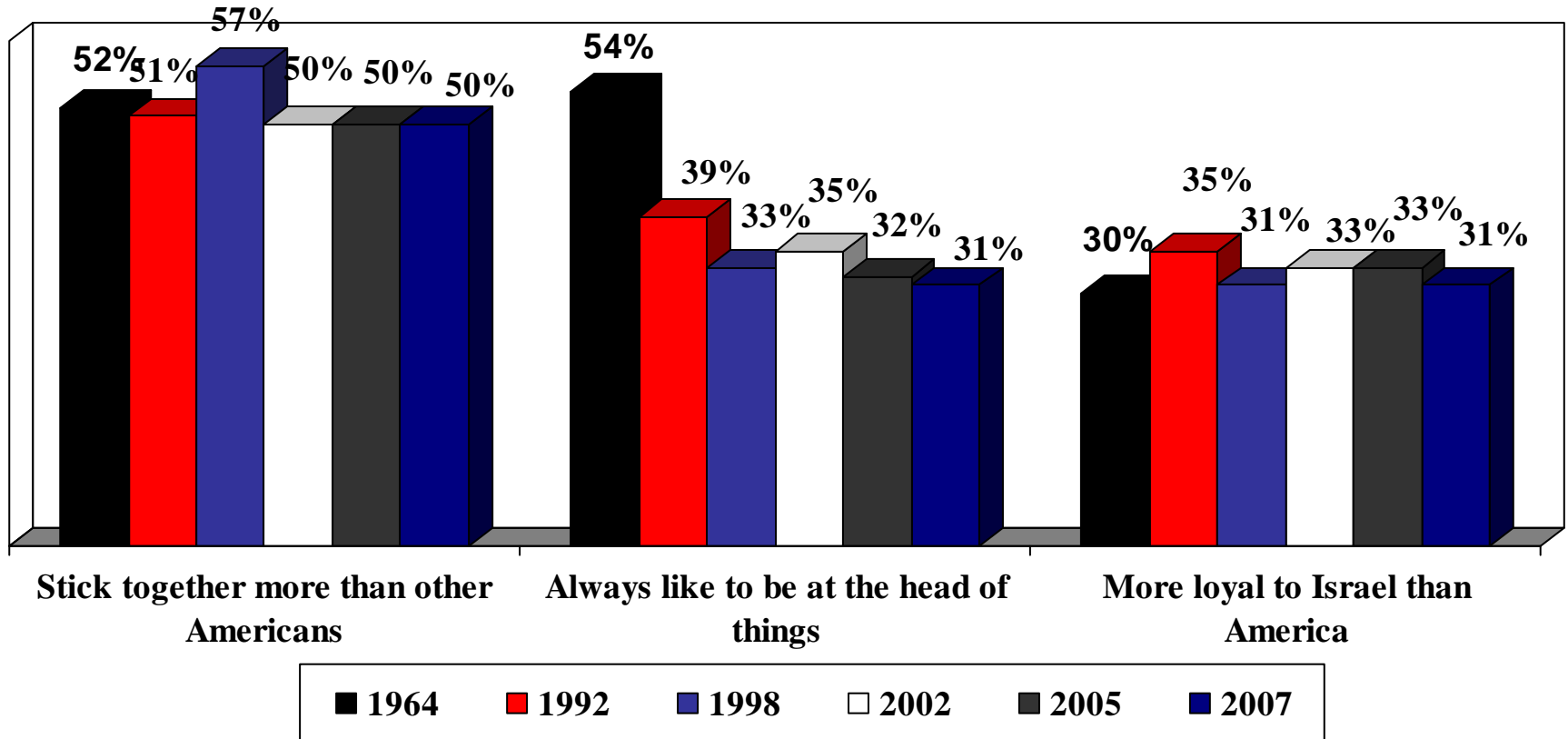
Anti-Semitic Index :

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



Responses to the 11 Anti-Semitism Index questions 1992-2007

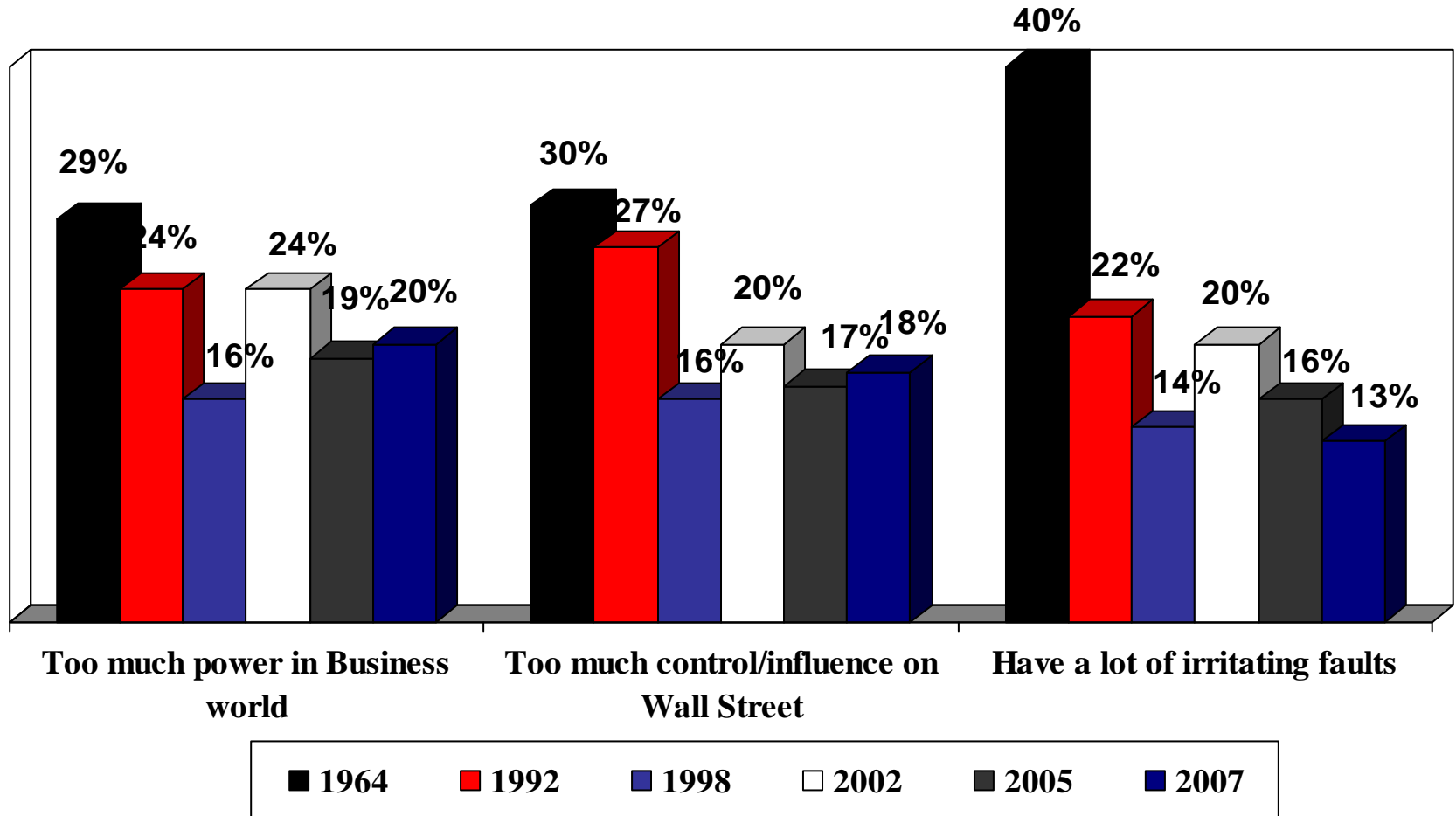
% who say probably true





Responses to the 11 Anti-Semitism Index questions
1992-2007

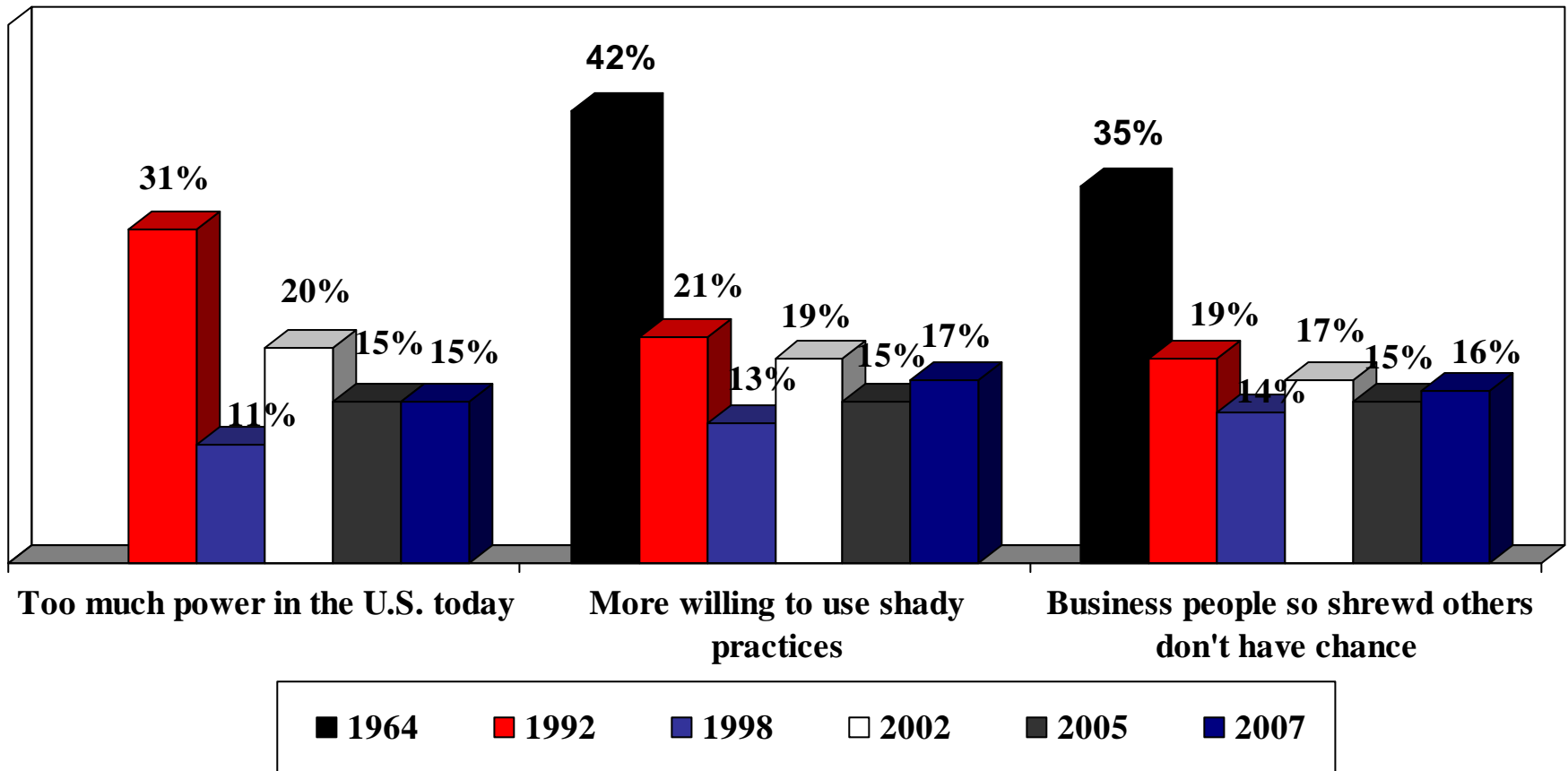
% who say probably true





Responses to the 11 Anti-Semitism Index questions 1992-2007

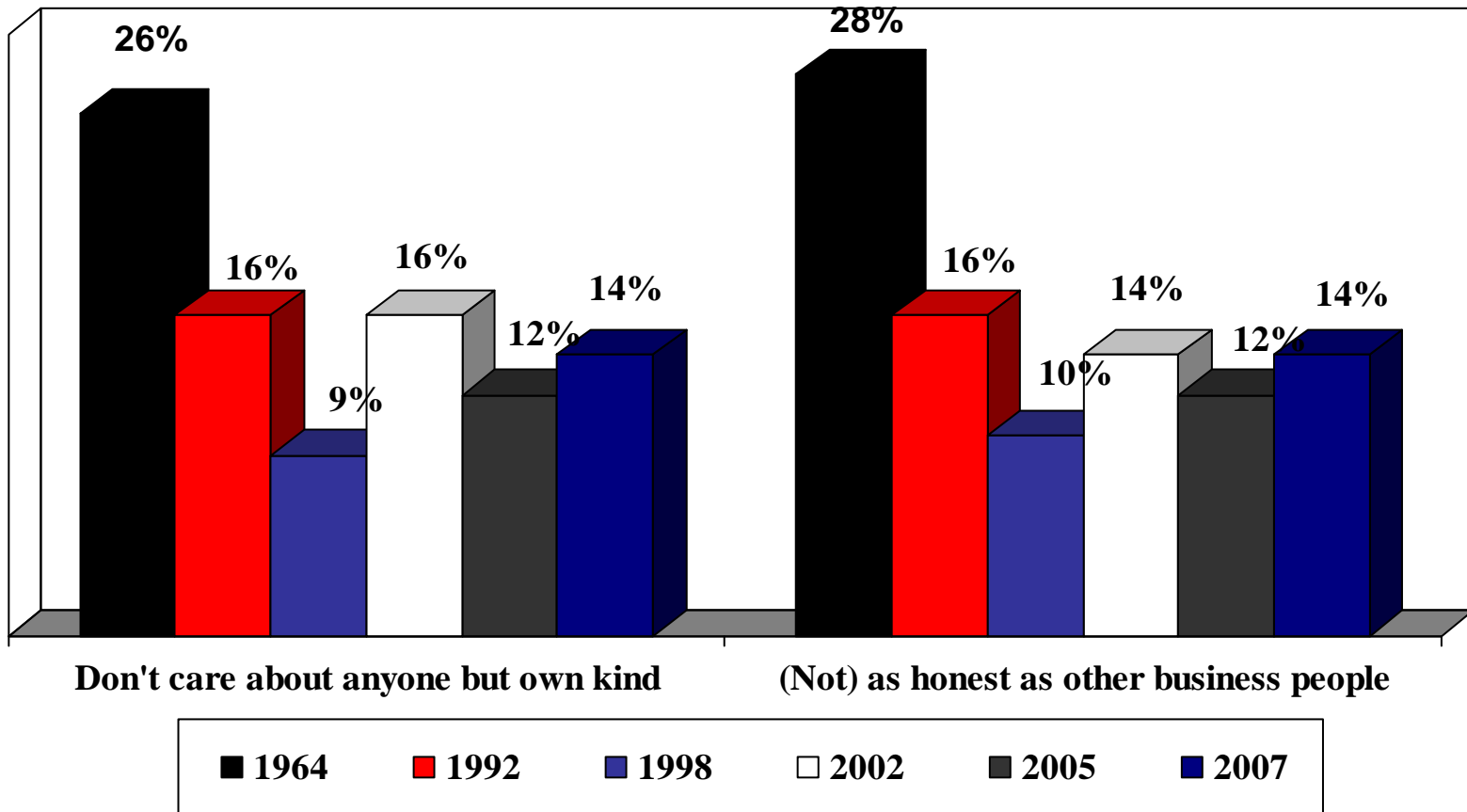
% who say probably true





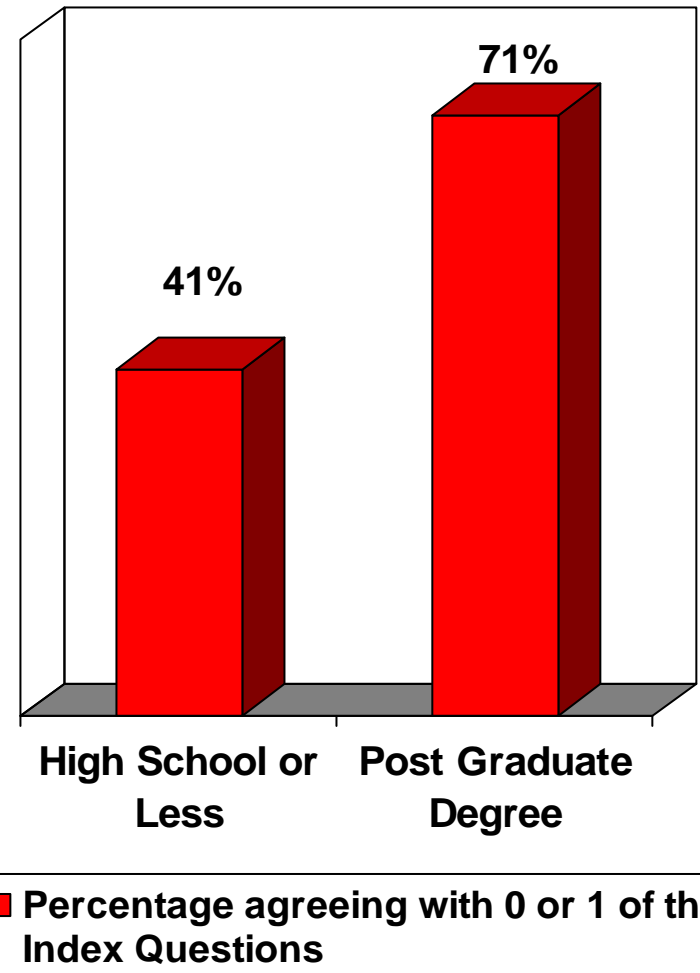
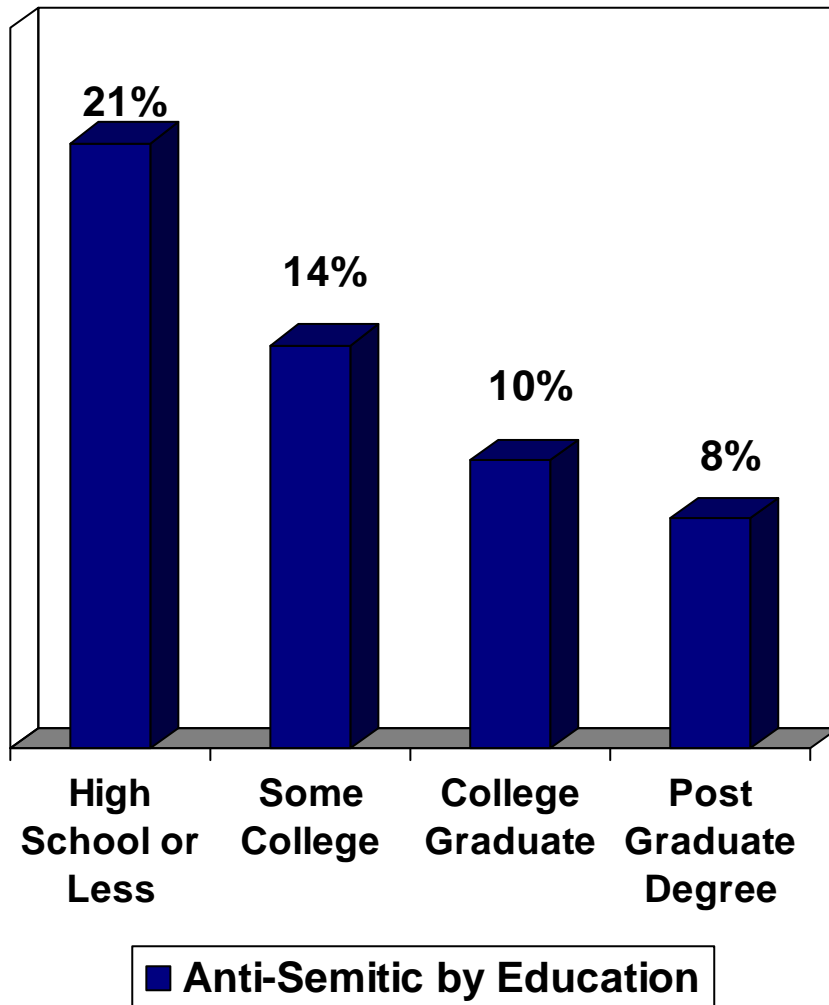
Responses to the 11 Anti-Semitism Index questions 1992-2007

% who say probably true



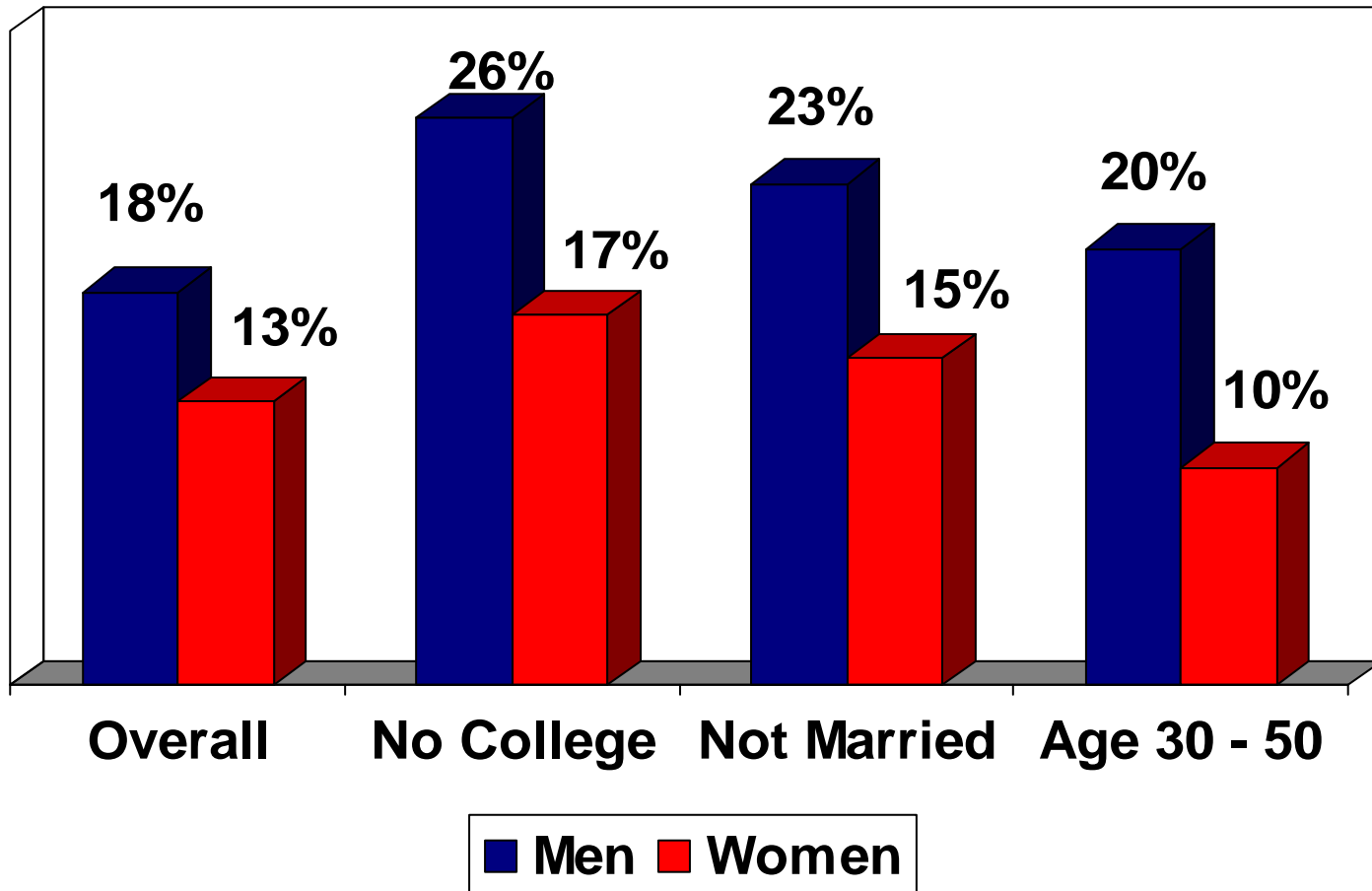


Education remains a strong predictor of anti-Semitic propensities, with the most well educated Americans being remarkably free of prejudicial views while less educated Americans are more likely to hold anti-Semitic views.





Men are more likely than women to hold anti-Semitic views, particularly men without a college degree and men who are not married.

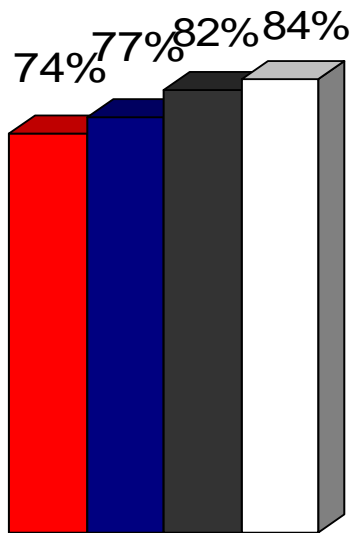


Anti-Semitic by gender

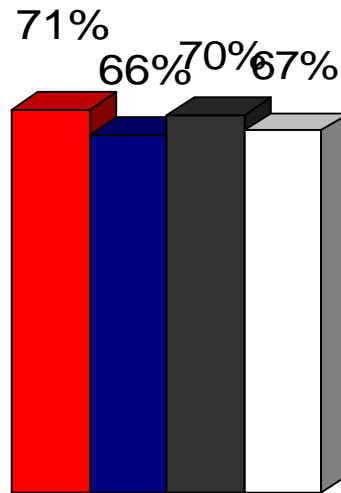


Concerns about Jewish power among the most anti-Semitic are dominant.

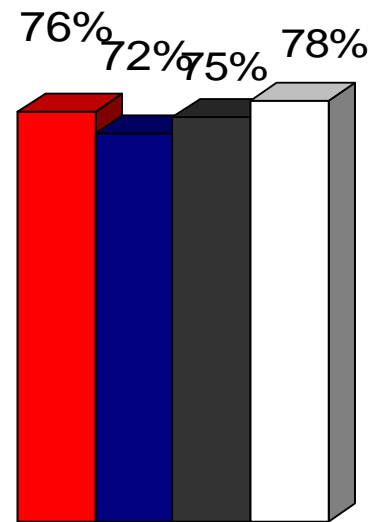
Too much power in business



Too much power U.S.



Control Wall St.

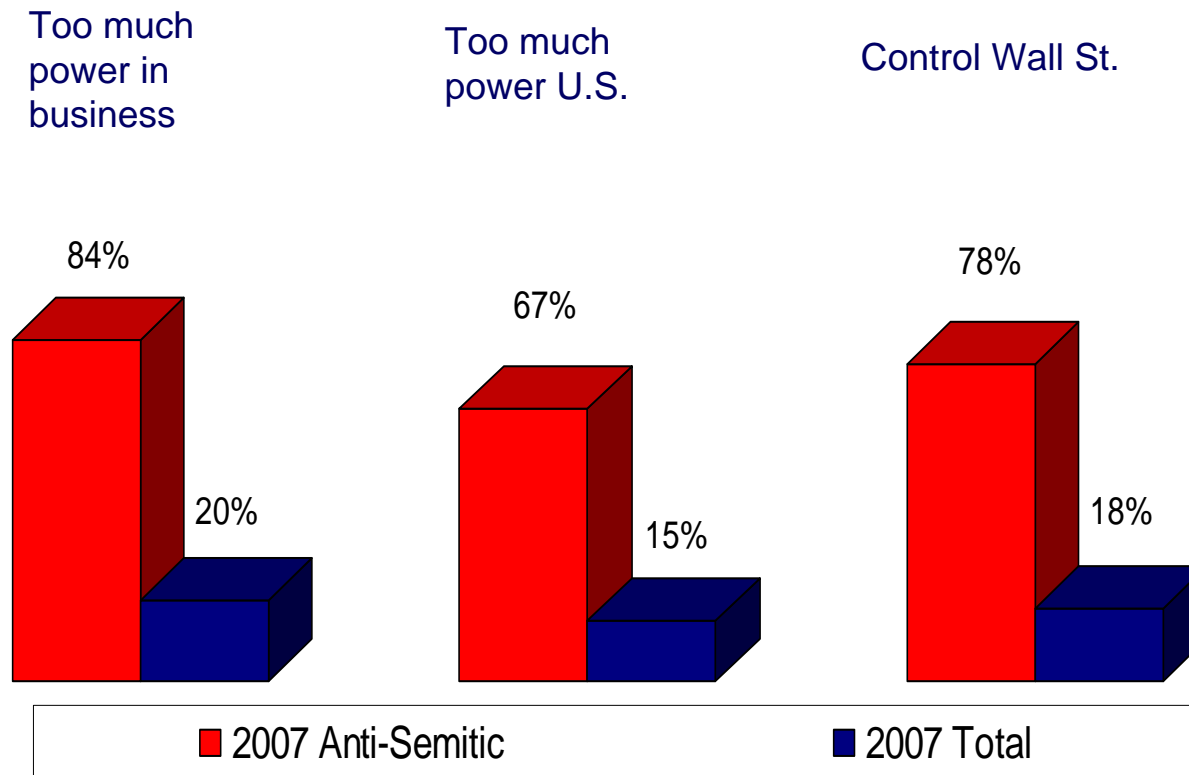


■ 1992 ■ 1998 ■ 2005 □ 2007 Anti-Semitic

% of anti-Semitic Americans who agree

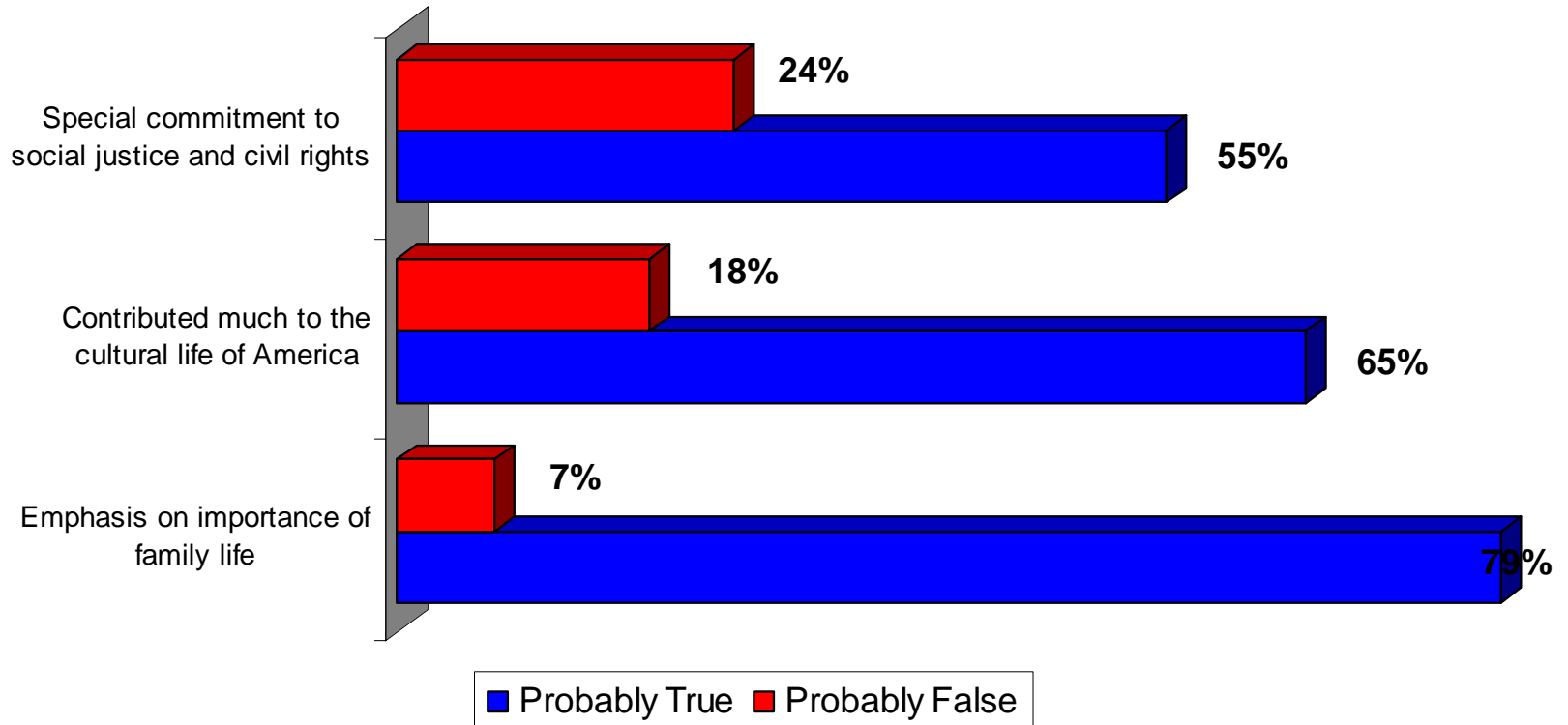


Concerns about Jewish power among the most anti-Semitic are dominant -- especially when compared to the general population.





Jews are held in high regard on many key issues.

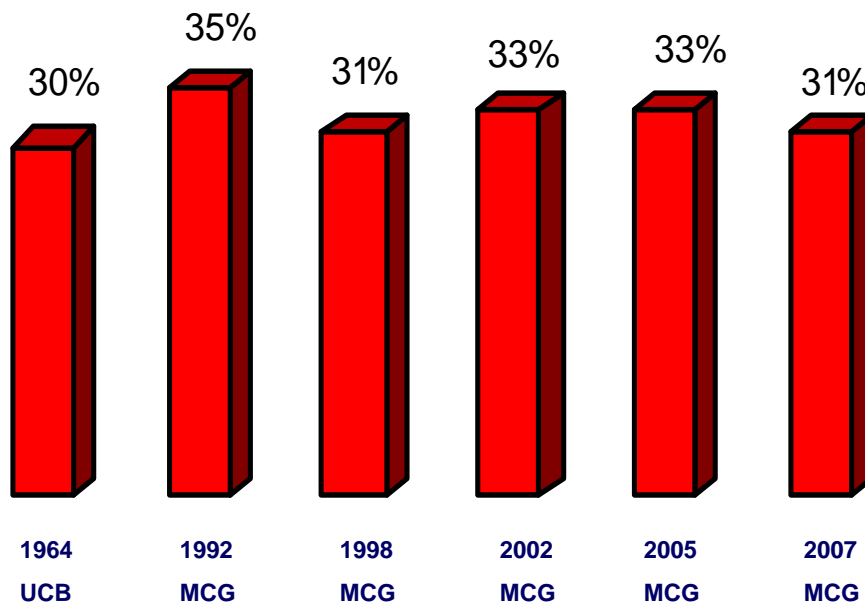




Loyalty to Israel. For over 40 years one of the most stable and telling indicators of anti-Jewish prejudice in the United States -- has been the question of fundamental Jewish loyalty to the U.S.

Jews are more loyal to Israel than to America

1964-2007



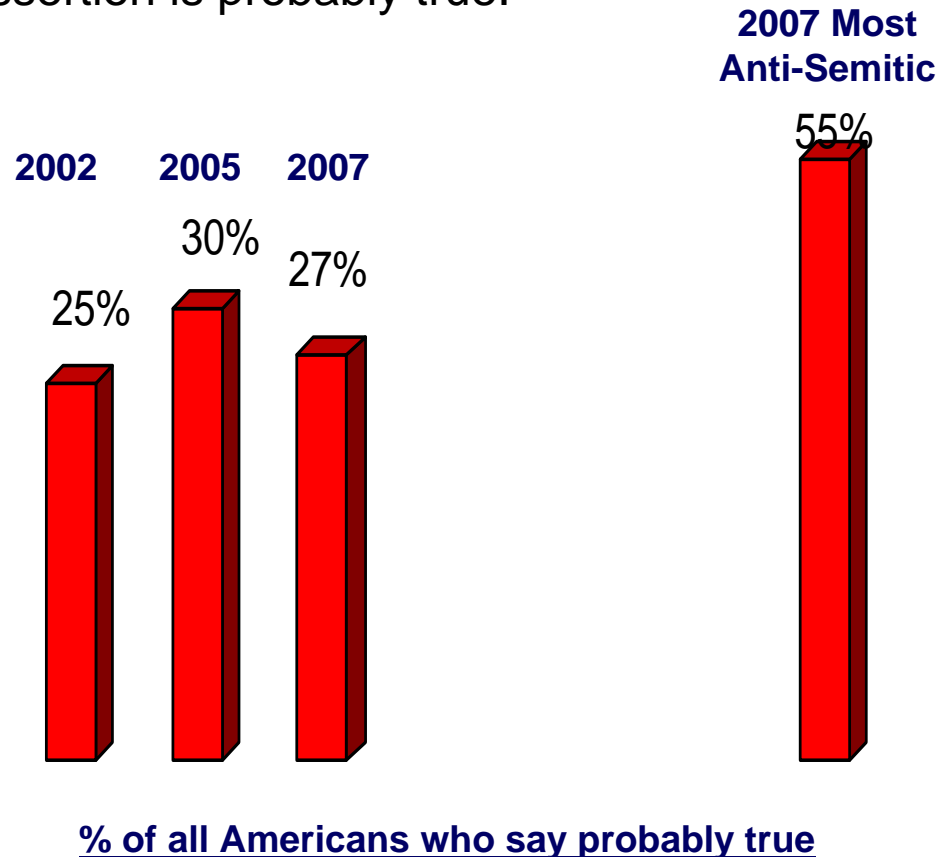
A much larger percentage (78%) of those who fall into the most anti-Semitic category believe Jews are more loyal to Israel. Only 6% of the least anti-Semitic Americans accept this assertion.

% who say probably true



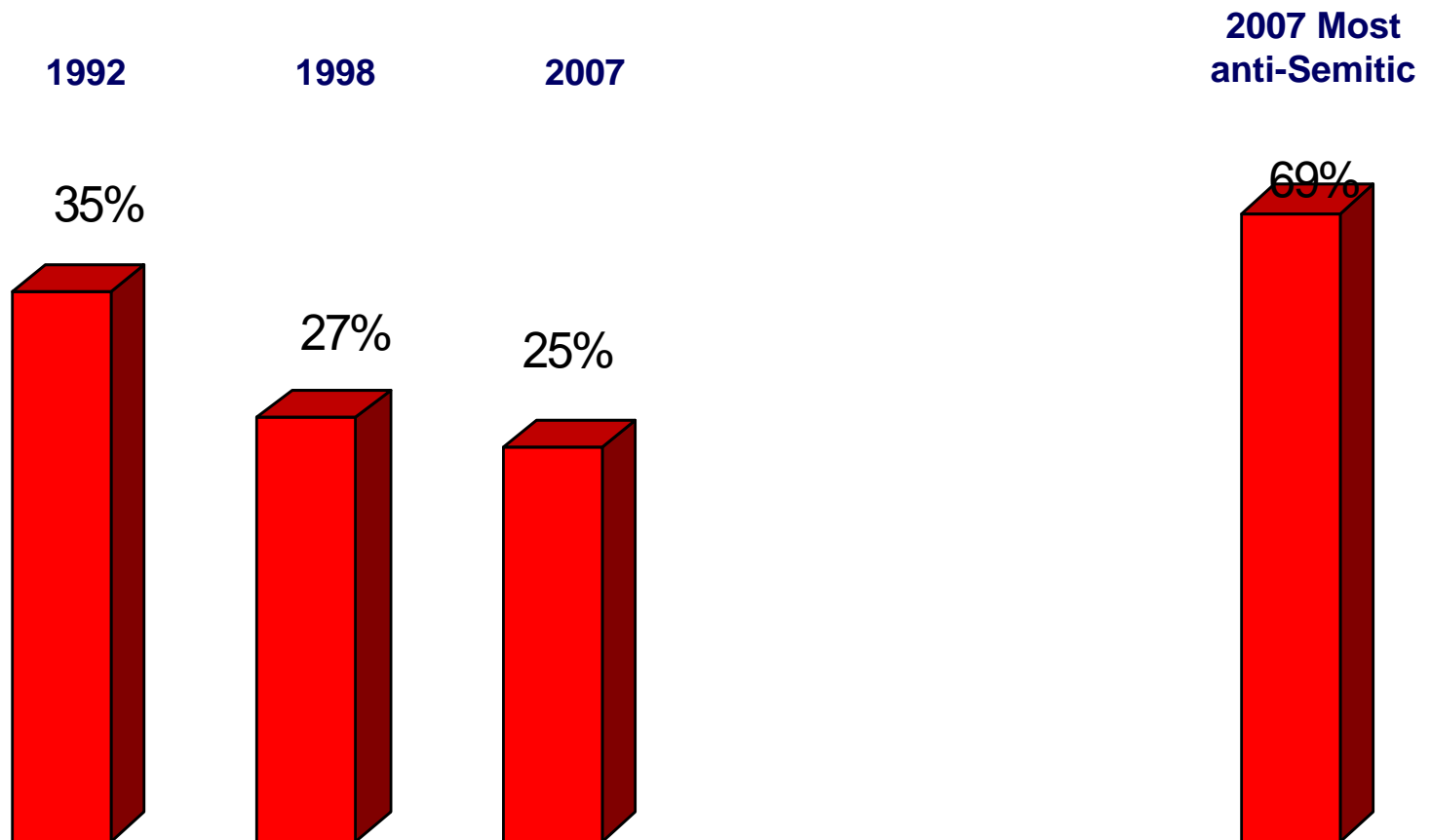
Negative Jewish stereotypes beyond the Index. “Jews were responsible for the death of Christ”

Jewish responsibility for the death of Christ was added to the battery of questions in 2002. It continues to generate a sizable response from Americans who believe the assertion is probably true.





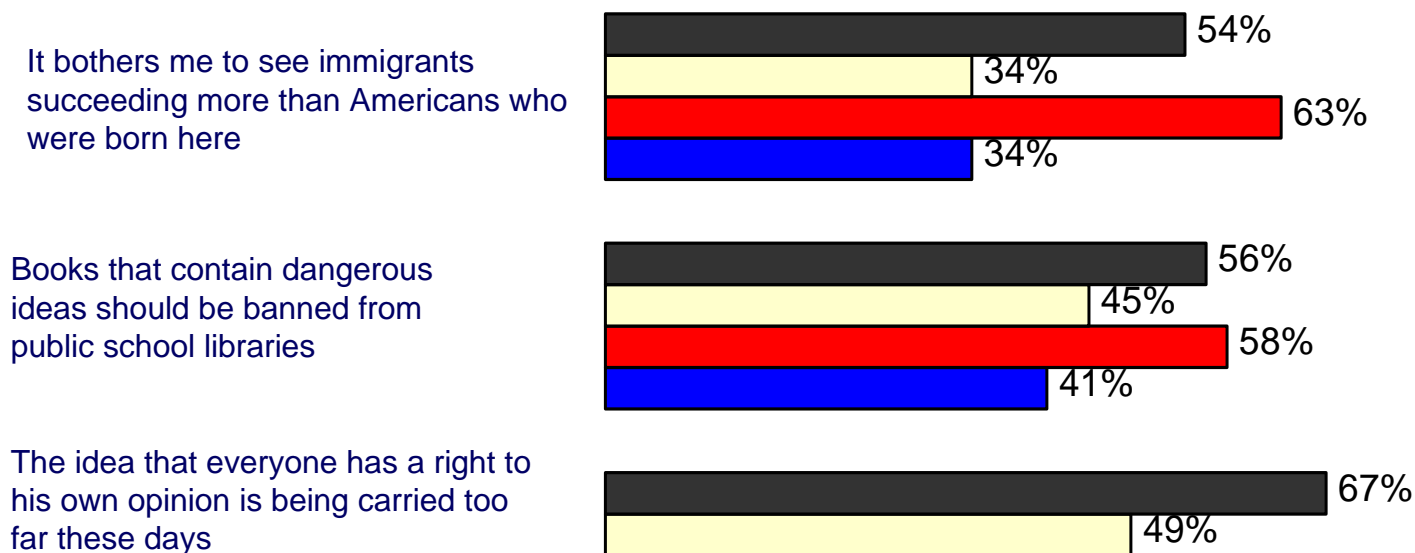
Negative Jewish stereotypes beyond the Index. “Jews still talk too much about what happened to them in the Holocaust.”





There is a high correlation between anti-Semitic beliefs and intolerant beliefs.

Americans who hold negative attitudes about Jews are also more likely to hold intolerant beliefs, generally.



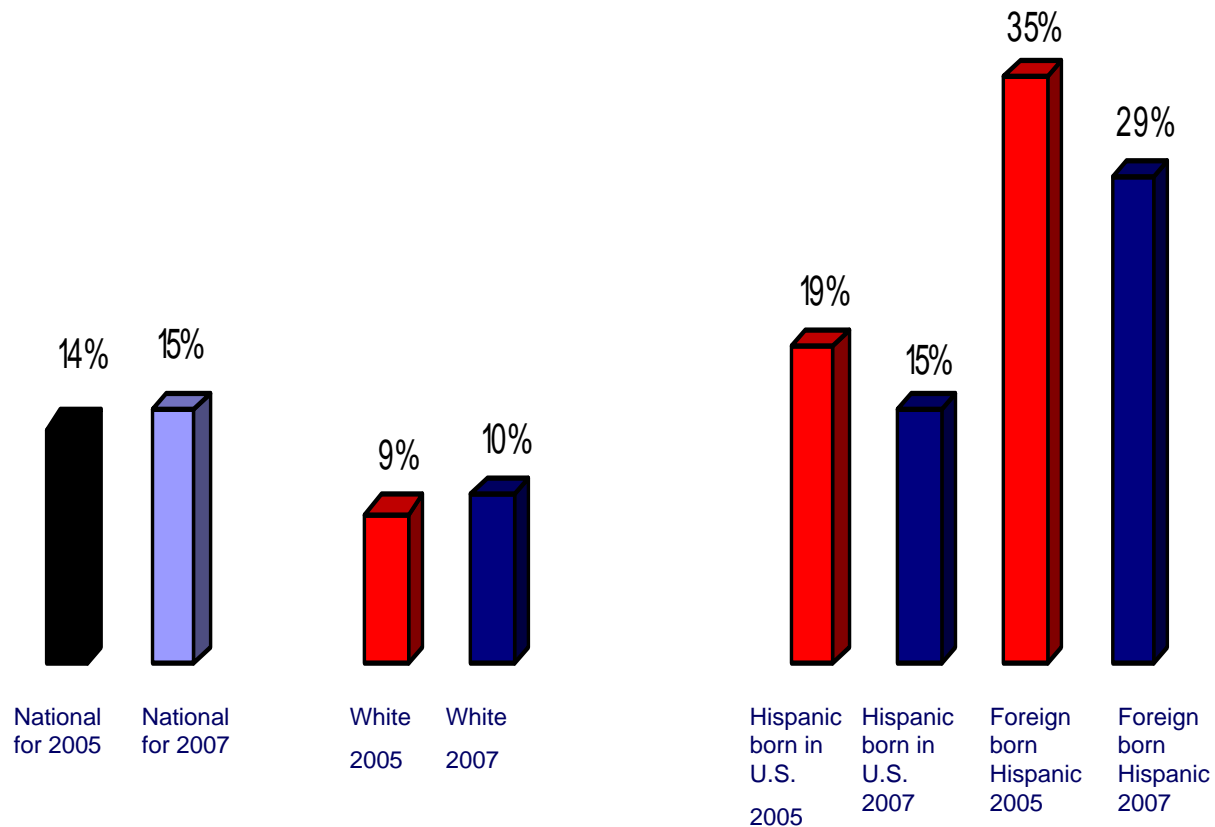
■ Total 2005 ■ Anti-Semitic 2005 □ Total 2007 ■ Anti-Semitic 2007

% Agreeing



Anti-Semitic propensities among Hispanics are influenced by origin of birth.

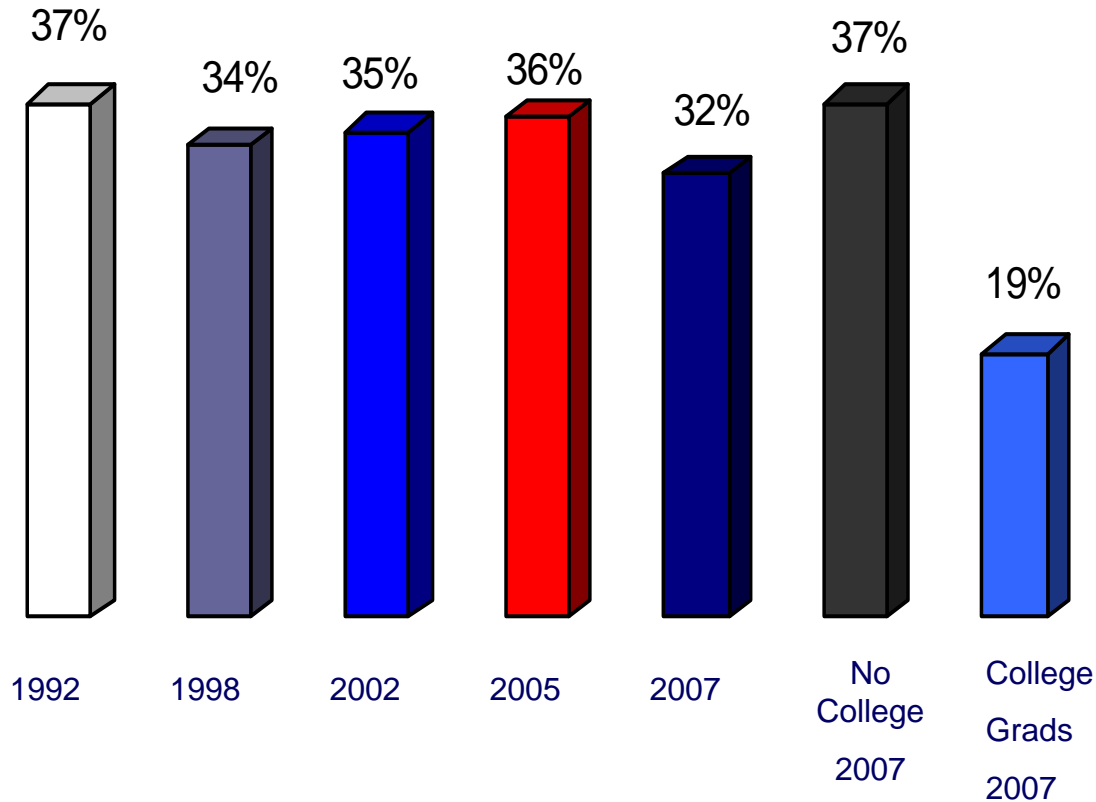
Hispanic-Americans born outside of the U.S. are much more likely than American-born Hispanics to hold anti-Semitic views.



% that fall in Most Anti-Semitic category



Anti-Semitic propensities among African-Americans, particularly among those without a college degree, are higher than the general population.



Anti-Semitic Propensities Among African-Americans: 1992-2007



Other demographic cohorts with high levels of anti-Semitic propensities.

