

THE MARTTILA COMMUNICATIONS GROUP



AMERICAN ATTITUDES TOWARDS JEWS IN AMERICA

AN ANTI-DEFAMATION LEAGUE SURVEY

1600 INTERVIEWS - MARCH, 2005

Two demographically representative split samples of 800 interviews



METHODOLOGY

For over a decade, the Marttila Communications Group -- a Boston-based public opinion research firm -- has conducted four national surveys (1992, 1998, 2002, and 2005) for the Anti-Defamation League (ADL) to measure anti-Semitic propensities in the United States. The company has also conducted numerous national surveys measuring American attitudes toward the Middle East.

In this latest survey 1,600 Americans age 18 and older were interviewed on the evenings of March 18-25, 2005, by trained professionals working from a central, monitored location.

Respondents were selected from all American households using a random probability sampling procedure which included unlisted telephone numbers.

Some questions were asked to all 1,600 respondents. For these questions, the margin of error is +/- 2.8%. Other questions were asked to demographically proportional "split samples" or 800 adults. For these questions, the margin of error is +/- 3.4%.



EXECUTIVE SUMMARY

Anti-Semitic propensities have declined slightly during the past three years.

Education remains a strong predictor of anti-Semitic propensities, with less educated Americans more likely to hold anti-Semitic views.

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

Stereotypes concerning Jewish power in the U.S. continue to dominate and foster anti-Semitic beliefs.

Approximately one third of all Americans believe that Jews are responsible for the death of Christ and 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.

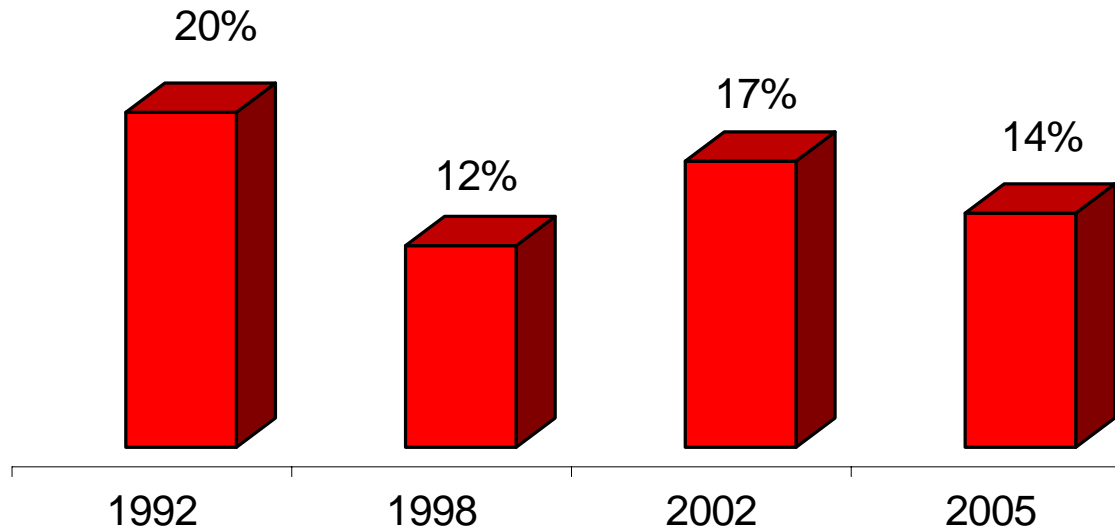
Anti-Semitic propensities among African-Americans, while still high, have remained stable for over a decade.

Anti-Semitic Propensities in America 2005



Anti-Semitic propensities in the United States have declined slightly since 2002

Anti-Semitic propensities in the U.S. 1992-2005





All four national surveys conducted during the past 13 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 four national surveys.

In 2005, as in 1992, 1998, and 2002 respondents were grouped as follows:

- 1) **Not Anti-Semitic:** People who agree with none or one of the statements are considered essentially free of prejudicial attitudes toward the Jewish community.
- 2) **Most 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.

*People who agree with between two and five of the statements are considered to be neither prejudiced nor unprejudiced – that is not completely prejudice free in their attitudes toward Jews, but not an audience to be deeply worried about.



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

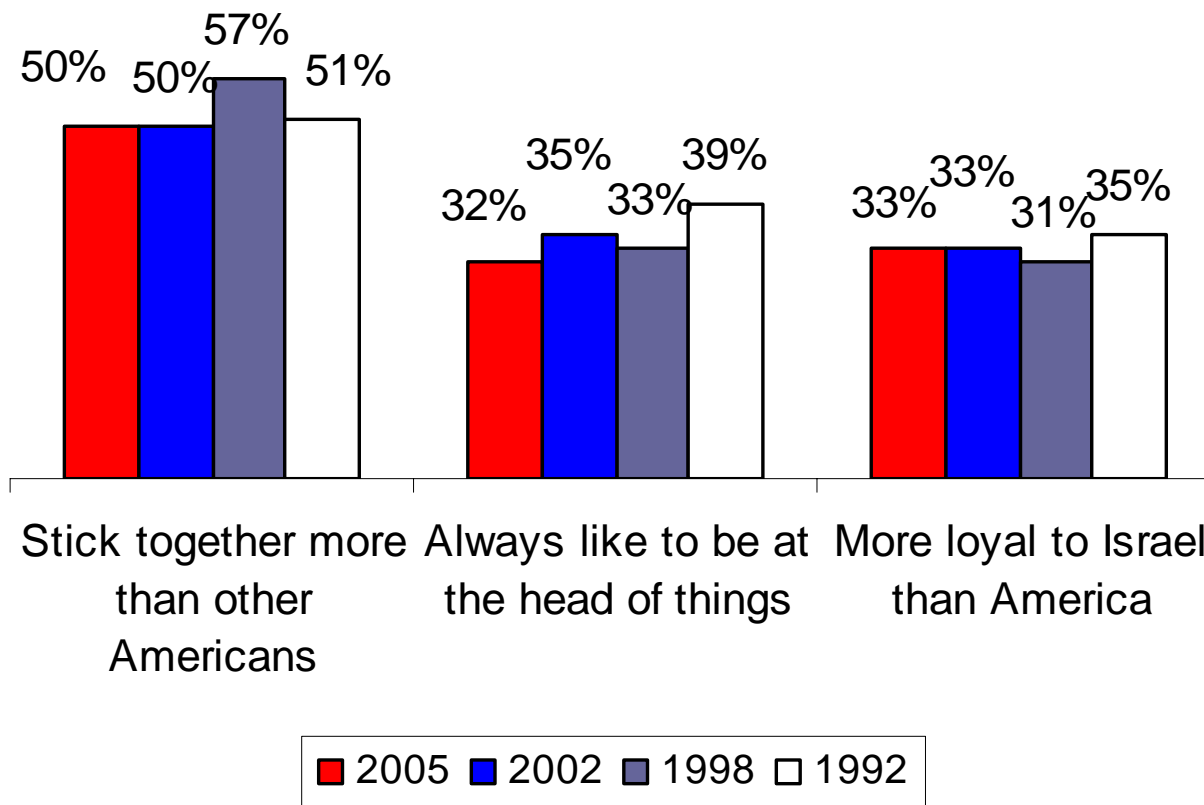
Anti-Semitic Index :

- 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 1992-2005

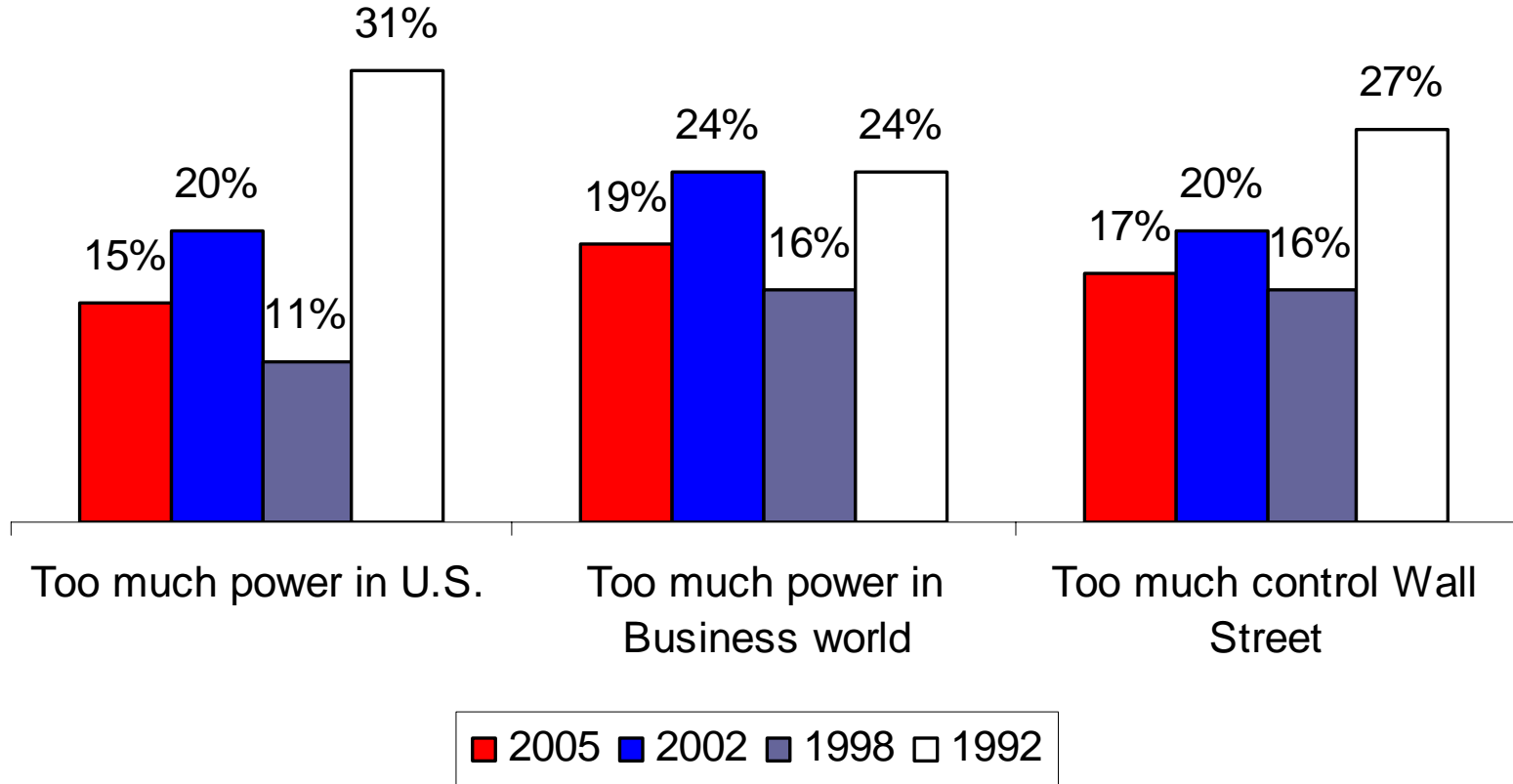
% who say probably true





Responses to the 11 Anti-Semitism Index questions 1992-2005

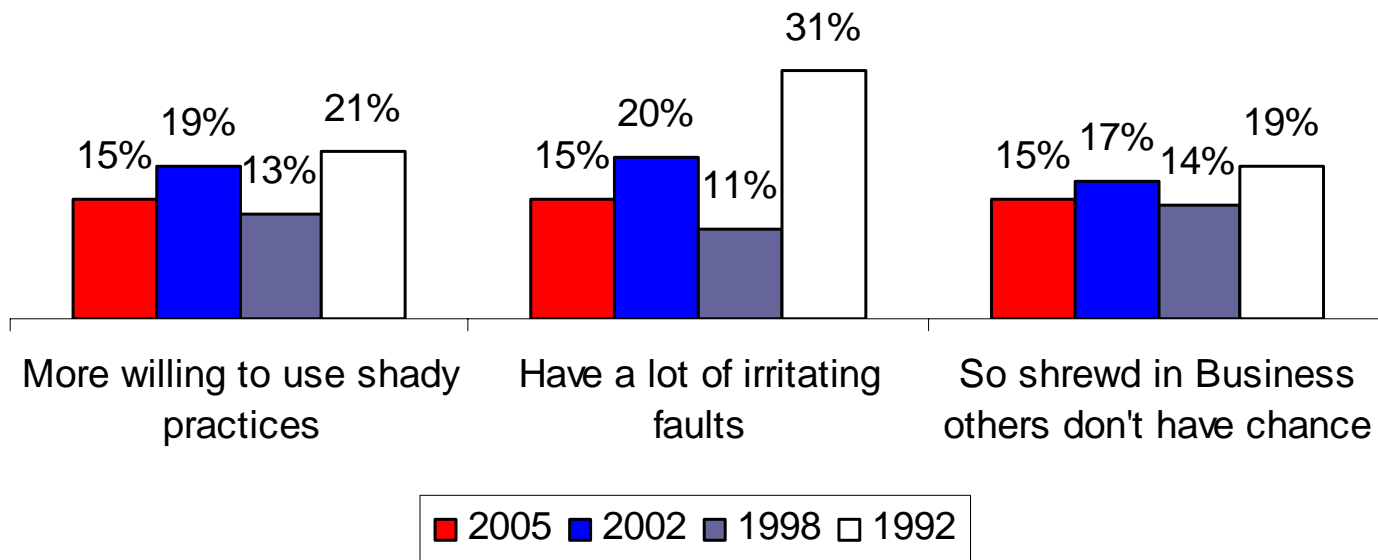
% who say probably true





Responses to the 11 Anti-Semitism Index questions 1992-2005 irritating

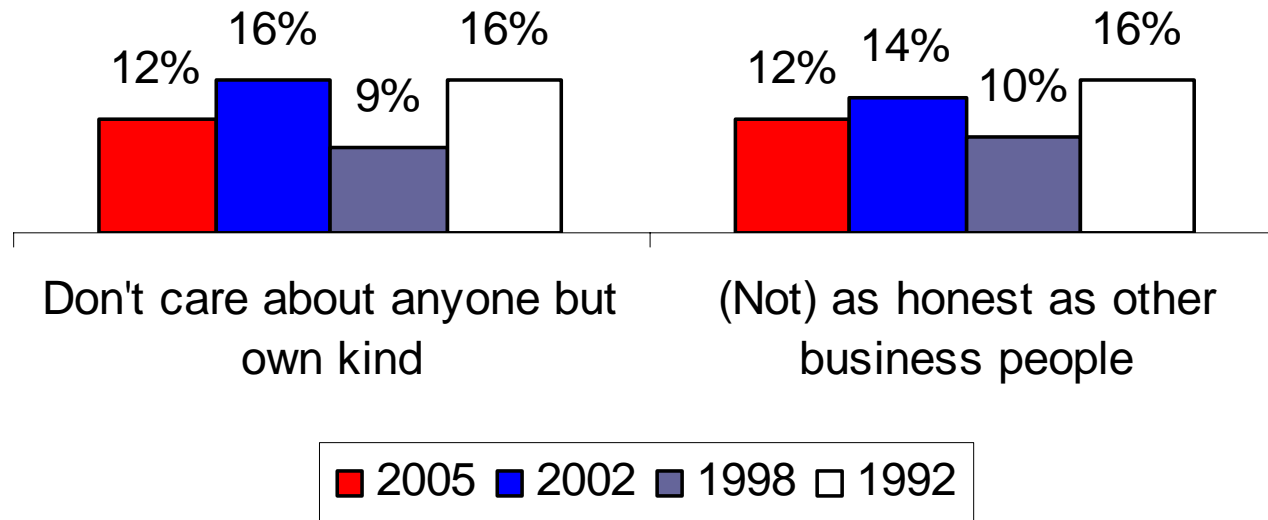
% who say probably true





Responses to the 11 Anti-Semitism Index questions 1992-2005

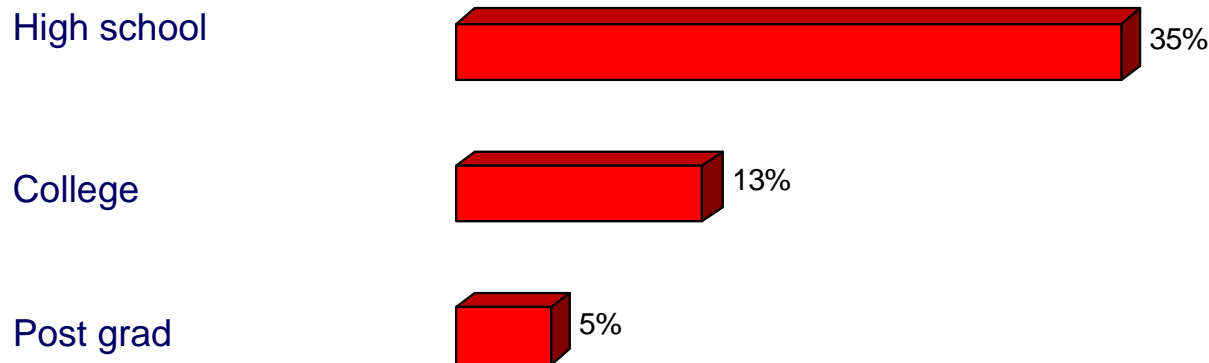
% who say probably true





The level of education remains a strong predictor of anti-Semitic propensities. In essence, the more educated a person is, the less likely he or she is to hold anti-Semitic views.

Only about one-in-ten (13%) of college graduates and five percent of those with post graduate degrees fall into the most anti-Semitic category, while 35% of those with only a high school degree hold anti-Semitic views.

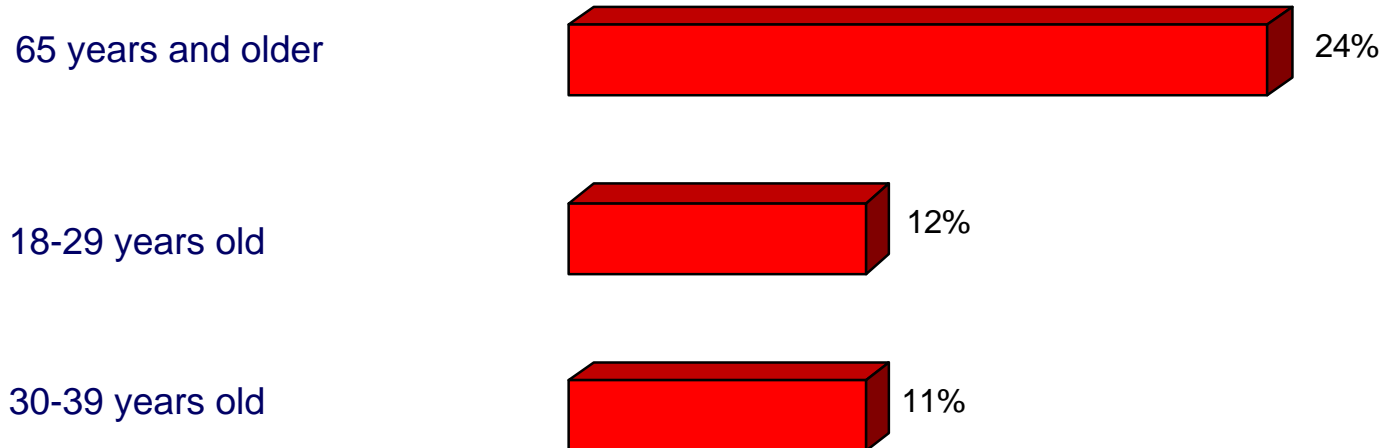


Anti-Semitic Propensities by education



Age continues to be a predictor of anti-Semitic propensities.

Adults over the age of 65 are more likely to hold anti-Semitic views than younger Americans.

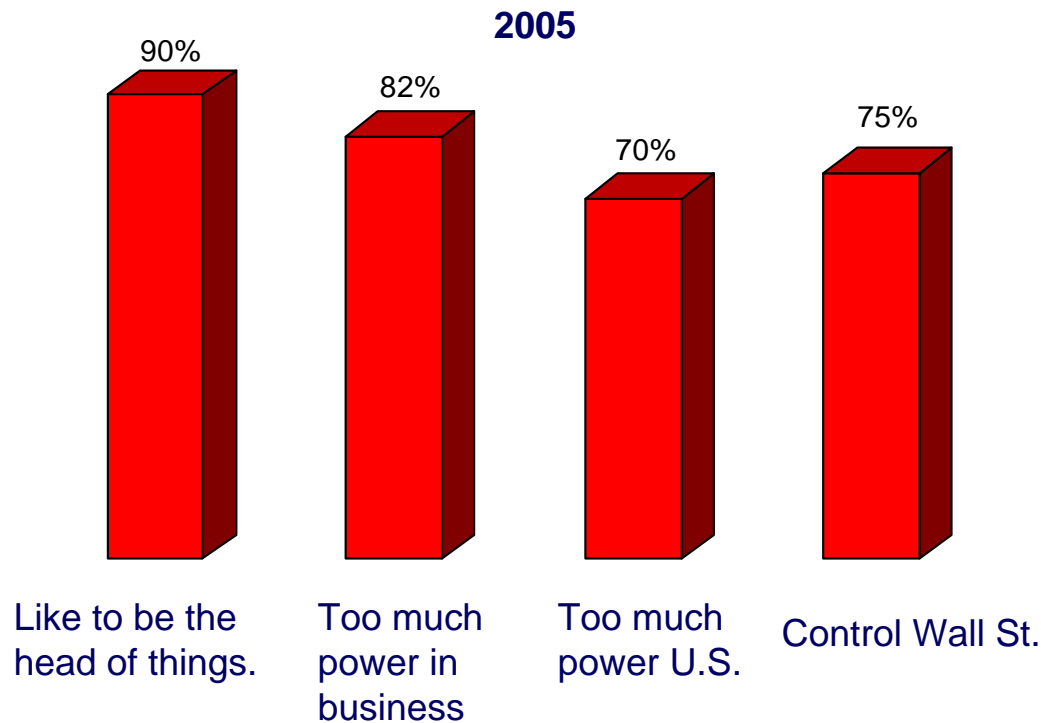


Anti-Semitic propensities by age



Americans with anti-Semitic propensities are preoccupied with perceptions of Jewish power.

When ADL first began polling the American public in 1964, the predominate negative ethnic stereotypes about Jews dealt with issues of honesty and business ethics. Over time these have been rejected and replaced in the minds of anti-Semites by perceptions of Jewish power in the U.S.



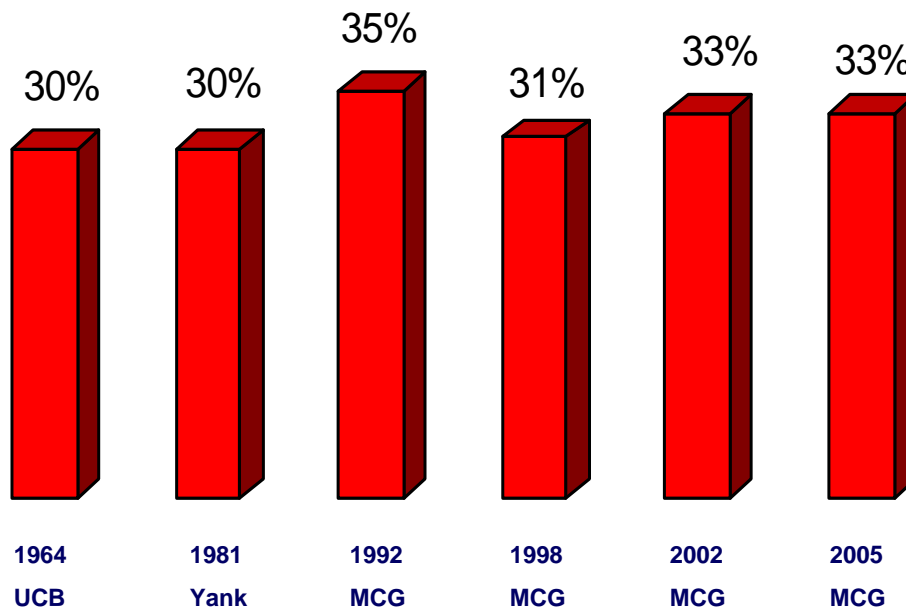
% of anti-Semitic Americans who agree



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

1964-2005



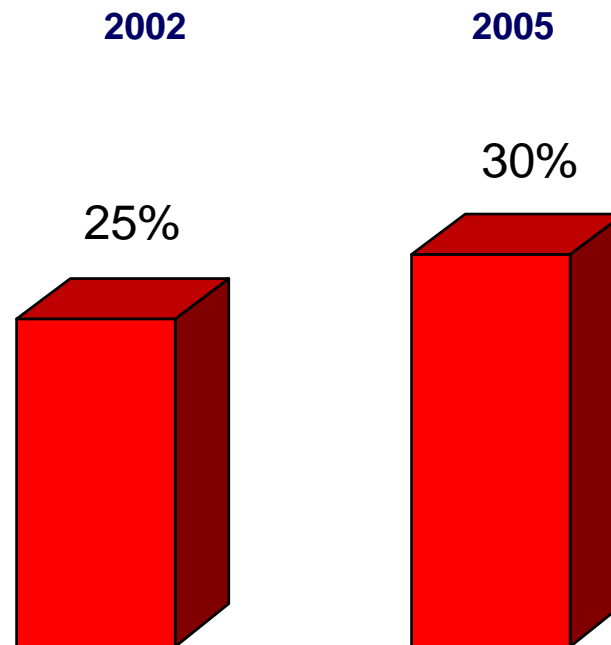
A much larger percentage (79%) of those who fall into the most anti-Semitic category believe Jews are more loyal to Israel. Only 8% of the least anti-Semitic Americans accept this assertion

% 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.



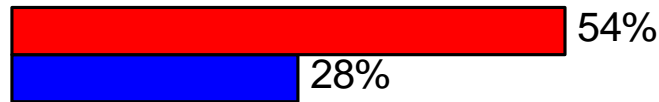
% who say probably true



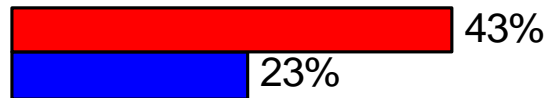
There is a high correlation between anti-Semitic beliefs and intolerance generally

Americans who are most likely to have negative attitudes toward Jews are also much more likely than the rest of the population to hold intolerant beliefs.

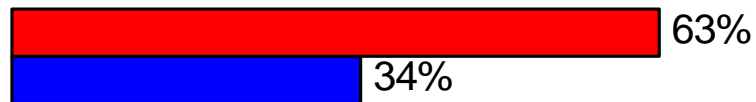
Students do better attending schools with people from similar racial and ethnic backgrounds



AIDS might be God's punishment for inappropriate sexual behavior



It bothers me to see immigrants succeeding more than Americans who were born here



Books that contain dangerous ideas should be banned from public school libraries



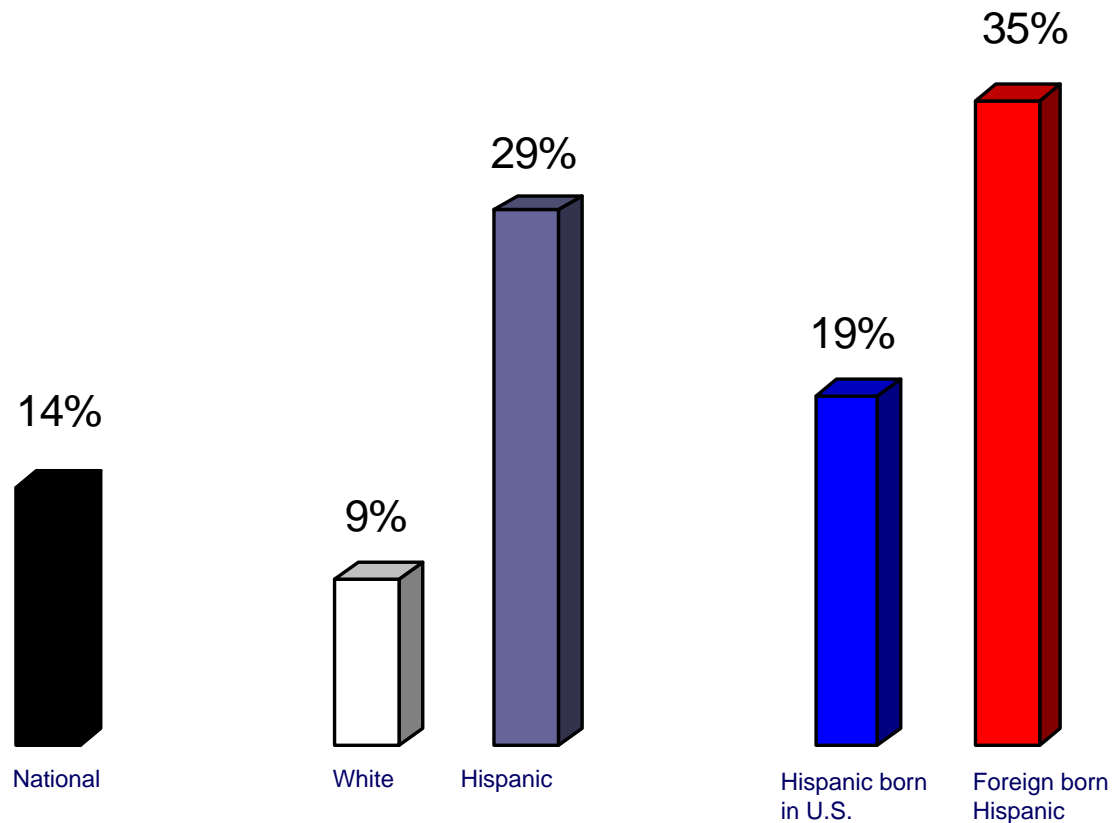
■ Total ■ Anti-Semitic

% 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.

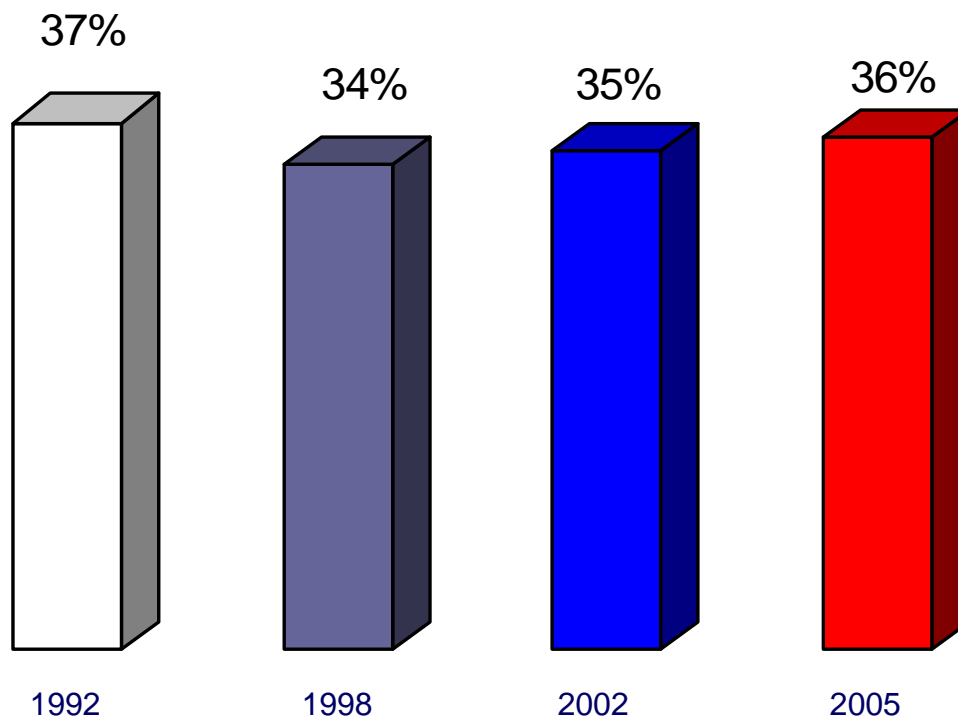


% that fall in Most Anti-Semitic category



Anti-Semitic propensities among African-Americans, while high, have remained stable since 1992.

African Americans remain considerably more likely than whites to hold anti-Semitic beliefs. In 2005, African Americans are four times (36%) more likely than whites (9%) to fall into the most anti-Semitic category.



Anti-Semitic Propensities Among African Americans: 1992-2002



Negative attitudes about Israel and concerns that American Jews have too much influence over U.S. Middle East policy are key areas of concern for those who fall in the most anti-Semitic category

Pro-Israeli Lobbying groups have too much influence over U.S. policy toward Israel and the Middle East

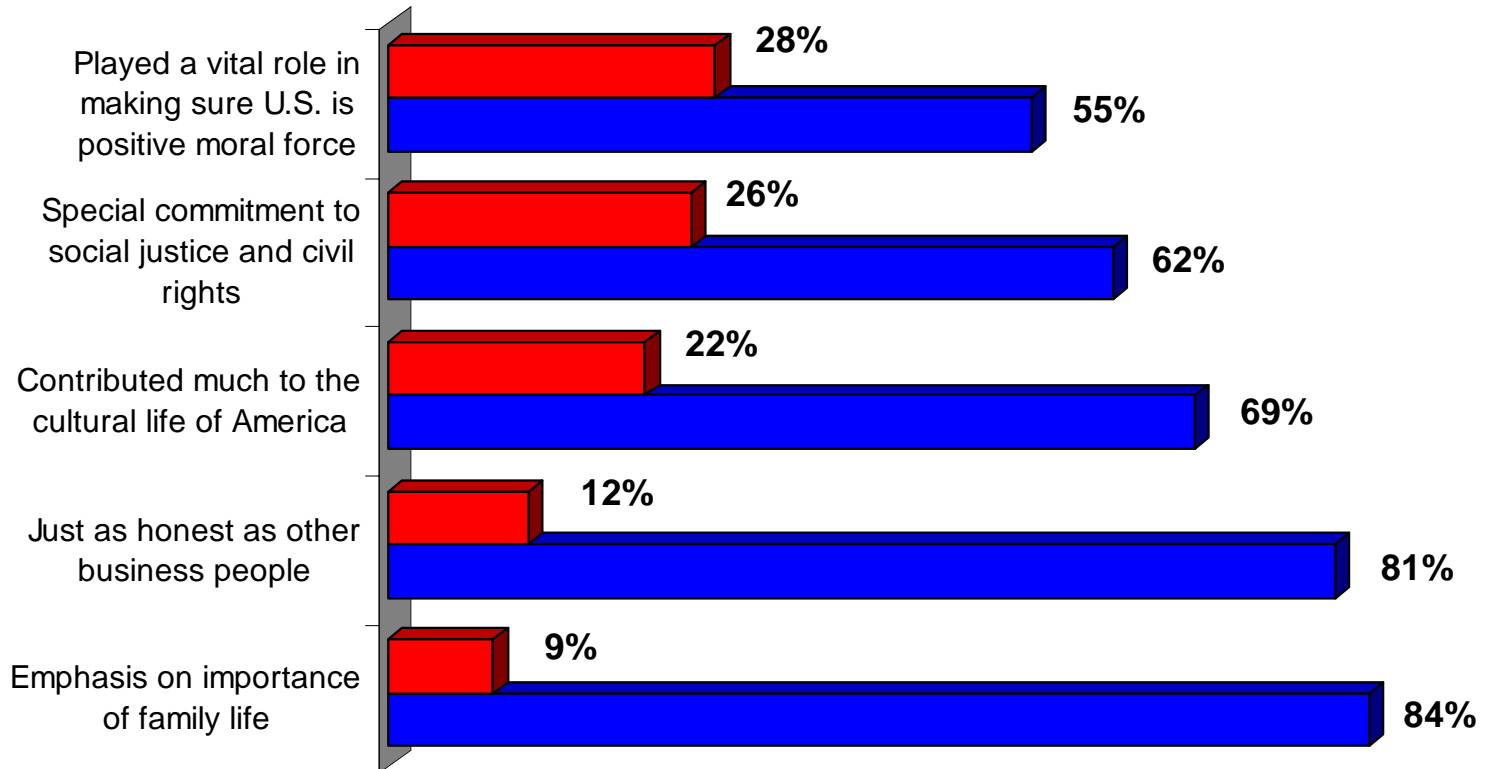


% who agree



Jews are held in high regard on many key issues.

Most positive attributes ascribed to Jews in America relate to family and ethics



Factors not tied to anti-Semitism:

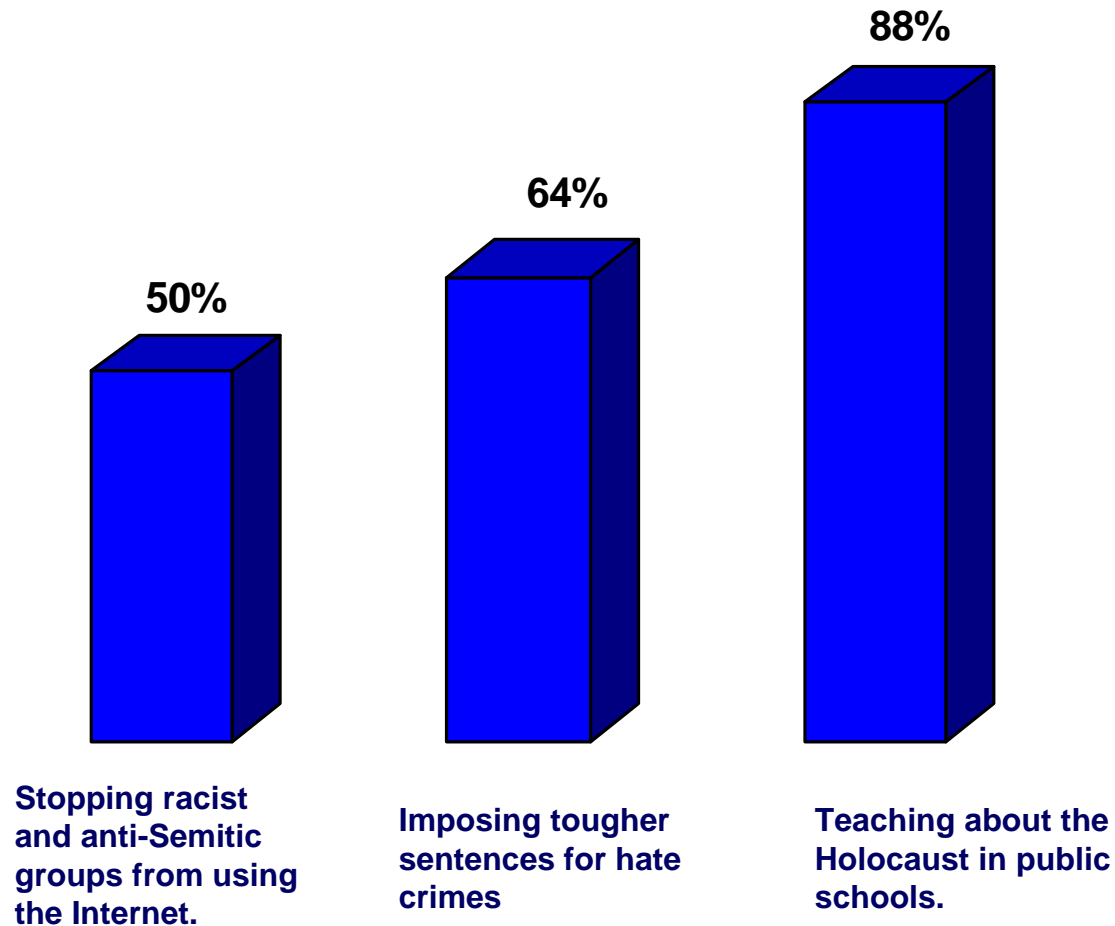
- Religion
- Economic distress
- Party Ideology or affiliation

■ Probably True ■ Probably False



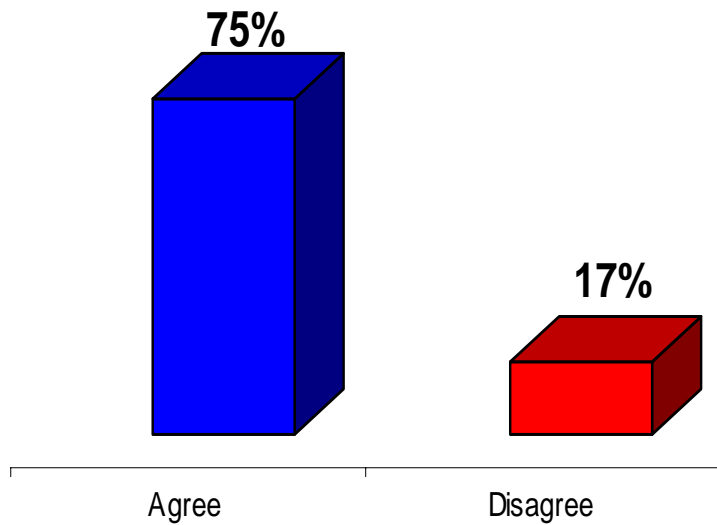
Americans favor measures that would support and teach tolerance

% that agree

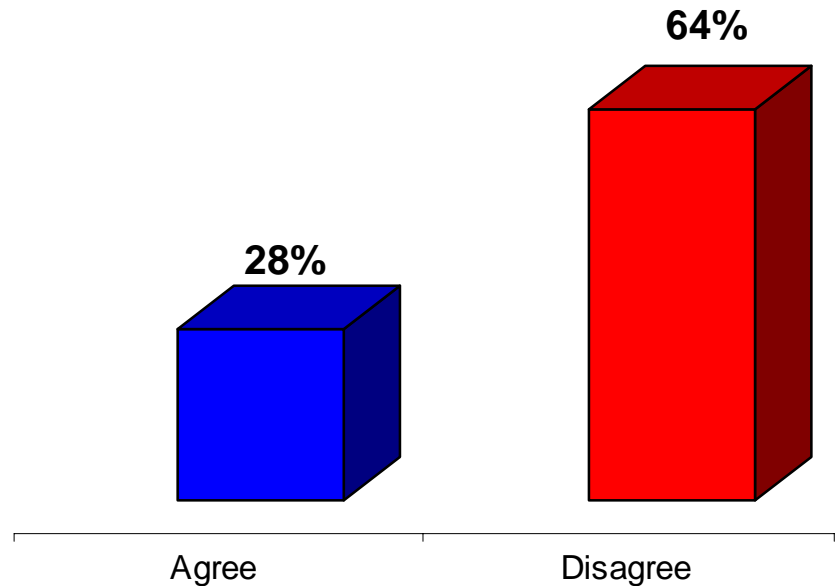




Americans support a diverse student body in schools



Students do better when they attend schools with a racially and ethnically diverse student body



Students do better attending schools with people from similar racial and ethnic backgrounds..