

ADL[®]

2016

An Anti-Defamation League Survey
1,000 U.S. Adults + an Oversample of African Americans and Hispanics
October 18 - October 29, 2016

MARTTILA
STRATEGIES

A SURVEY ABOUT ATTITUDES TOWARDS JEWS IN AMERICA

METHODOLOGY

On behalf of the Anti-Defamation League, Marttila Strategies conducted a national telephone survey of 1,532 adults between October 18 and October 29, 2016. The base sample is 1,000 plus an oversample of 280 African Americans, and 252 Hispanics, bringing the oversample for both communities to 400 each.

For those questions answered by all 1,000 respondents, the survey results have a margin of error of +/- 3.0 percent. For many questions, the survey used the technique of “split sampling,” a process in which the 1,000 person sample was split into two demographically representative samples of 500 respondents each. For those questions that were answered by 500 respondents, the survey has a margin of error of +/- 4 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

ANTI-SEMITIC PROPENSITIES: 2016

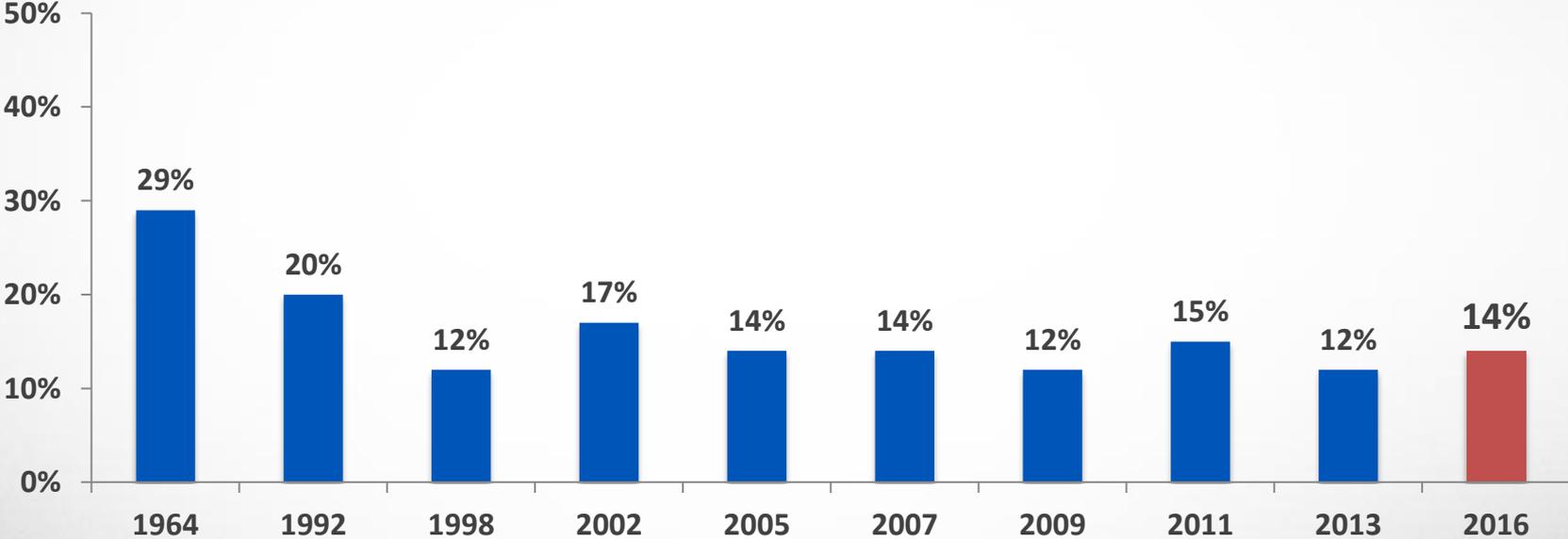
The number of Americans who hold the most anti-Semitic propensities stands at 14%.

- 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.
- Age is also a strong predictor of anti-Semitic propensities. Younger Americans – under 39 – are also remarkably free of prejudicial views.
- Perceptions of disproportionate Jewish power in the U.S. continue to dominate the views of the most anti-Semitic.
- 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 during these years.
- 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, but are in decline.
- 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 an ongoing challenge to reduce overall anti-Semitic propensities.

ANTI-SEMITIC PROPENSITIES IN AMERICA 2016

ANTI-SEMITIC PROPENSITIES IN 2016 HAVE INCREASED

Anti-Semitic Propensities in the United States 1964-2016



ANTI-SEMITIC PROPENSITIES ARE MEASURED BY AN 11-QUESTION INDEX, DEVELOPED BY ADL MORE THAN 50 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.

THE ELEVEN-QUESTION INDEX USED TO MEASURE ANTI-SEMITIC PROPENSITIES.

OVERVIEW OF ADL'S ANTI-SEMITIC INDEX:

Index statements are included randomly within a longer list of Respondents who agreed with 0-1 of the Index statements are considered to be essentially free of prejudicial attitudes toward Jews positive and negative statements about Jews. These statements are introduced to respondents as follows:

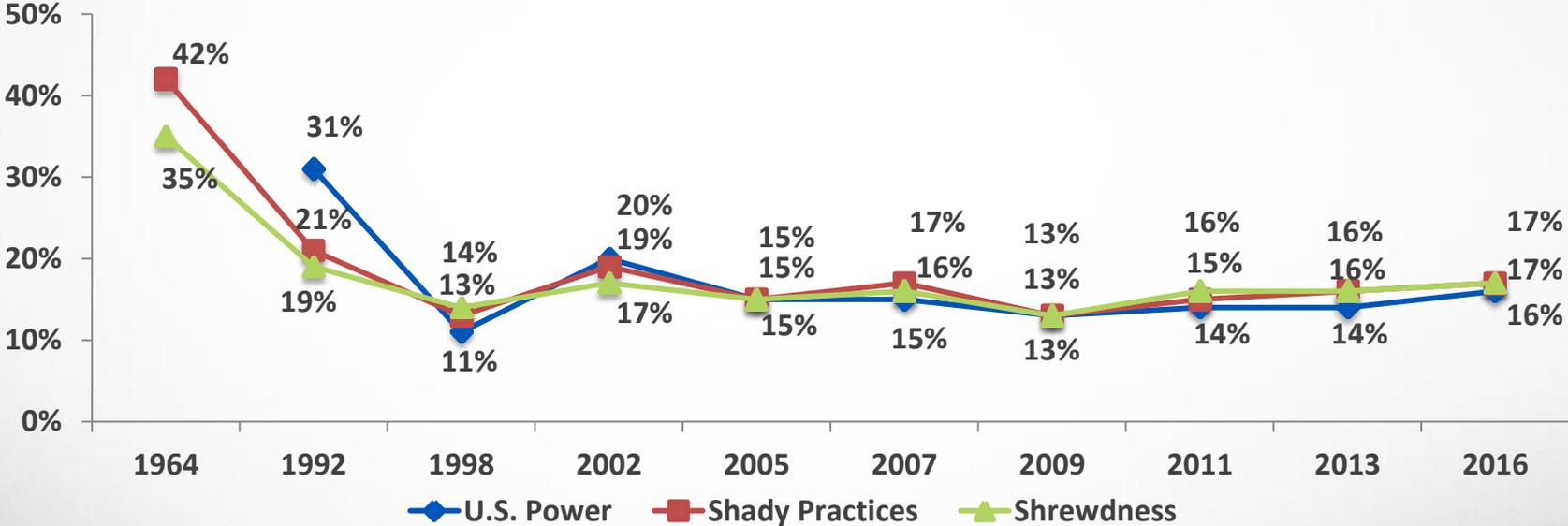
“Now, I am going to read you a list of statements about Jews, including several that were made many years ago. For each one, please tell me whether you think that statement is probably true or probably false.”

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.

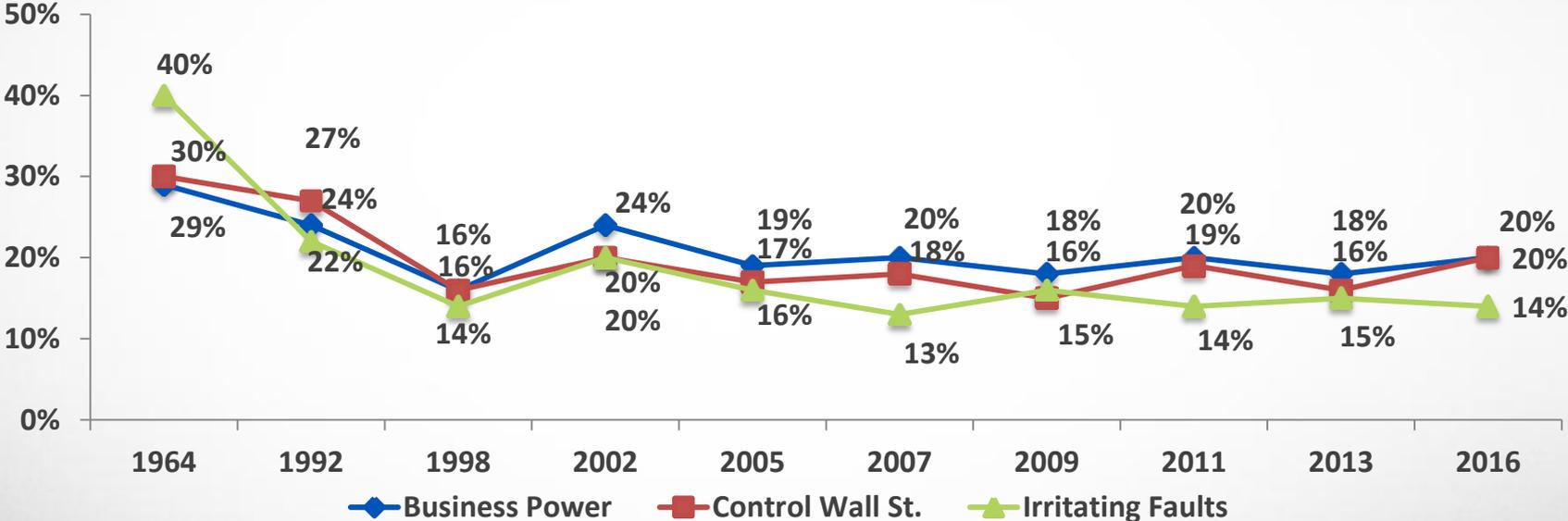
TOTAL NUMBER OF AMERICANS AGREEING WITH KEY INDEX QUESTIONS.

Percent of Americans who answered, "Probably True."



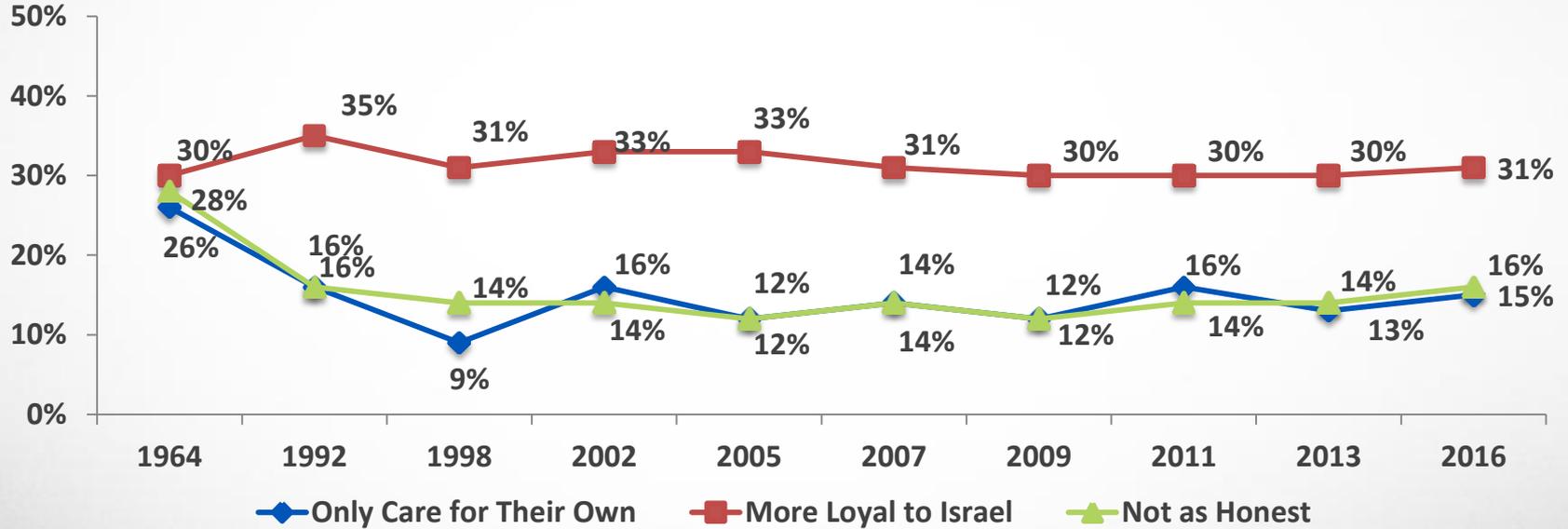
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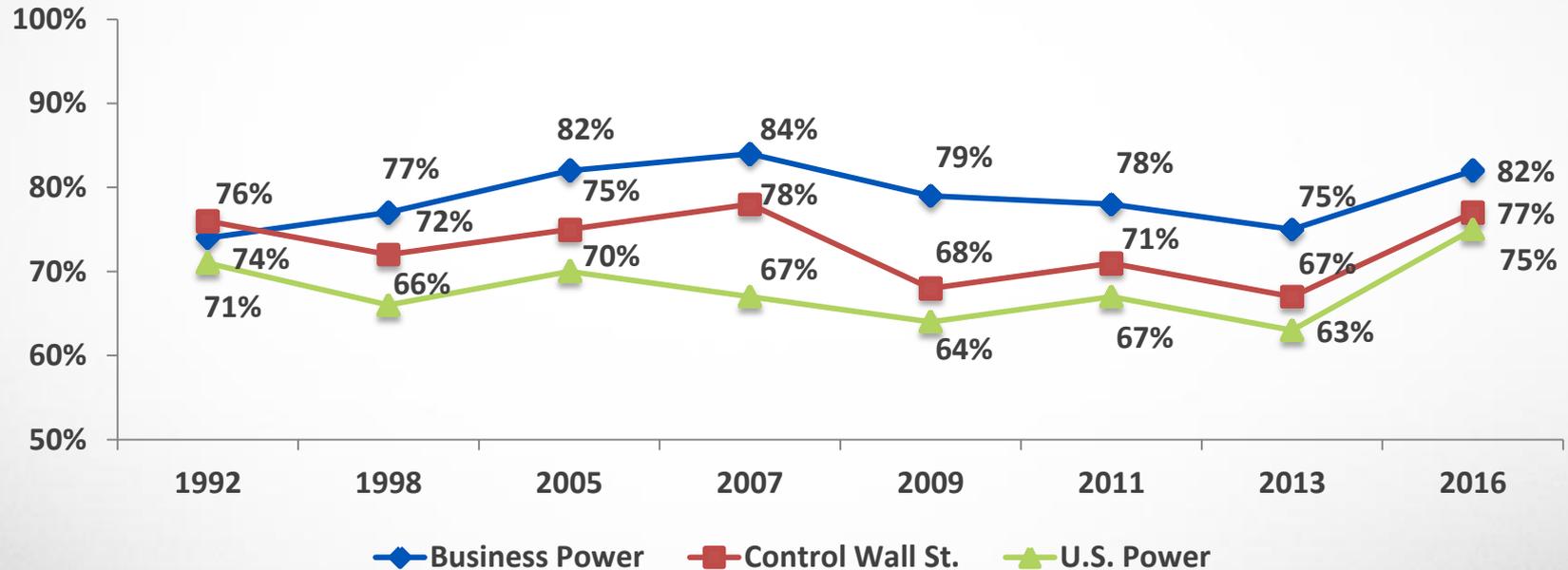
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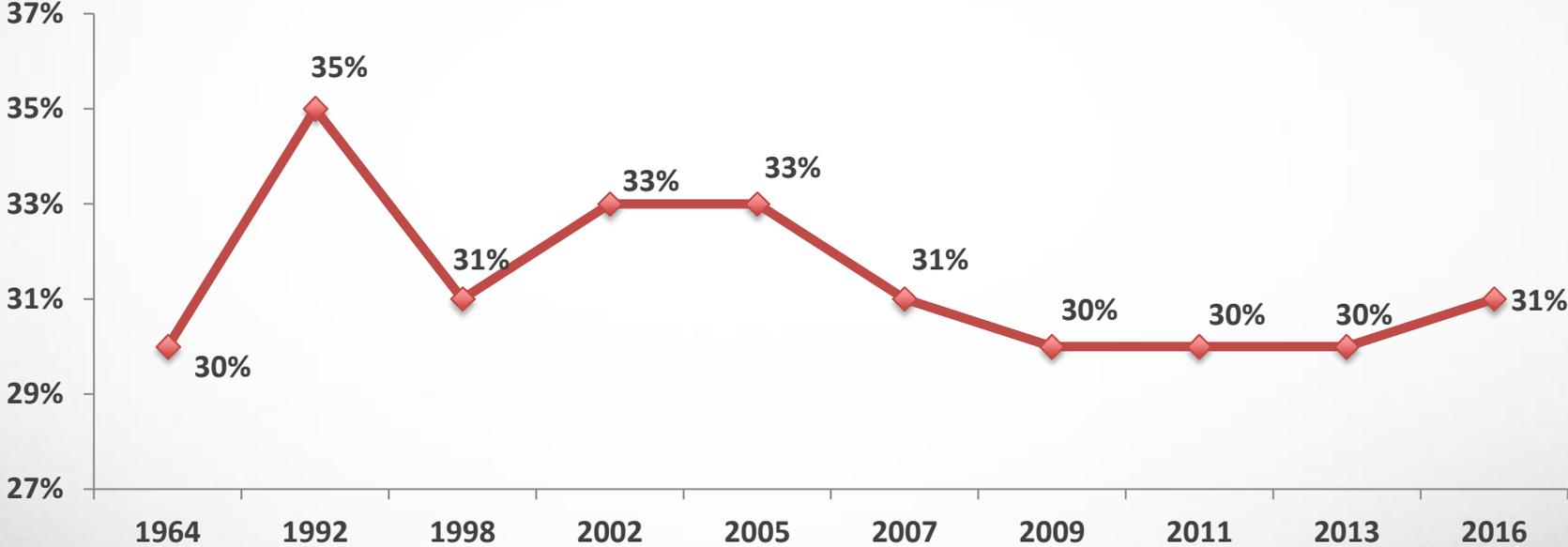
CONCERNS ABOUT JEWISH POWER DRIVE THE VIEWS OF THE MOST ANTI-SEMITIC.

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



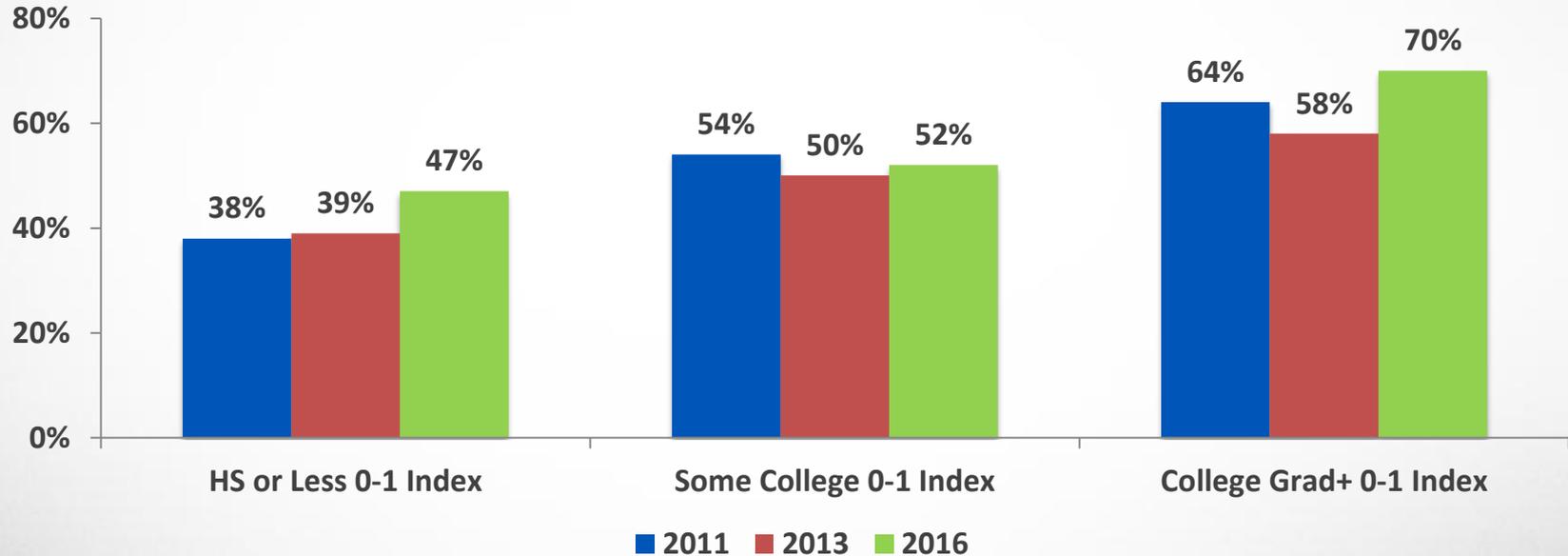
SINCE 1964, 30 PERCENT OF AMERICANS HAVE BELIEVED THAT JEWS ARE MORE LOYAL TO ISRAEL THAN TO AMERICA, DESPITE THE CHANGING MAKEUP OF THE U.S. POPULATION.

Percentage of Americans who believe Jews are more loyal to Israel than to America, 1964 - 2016



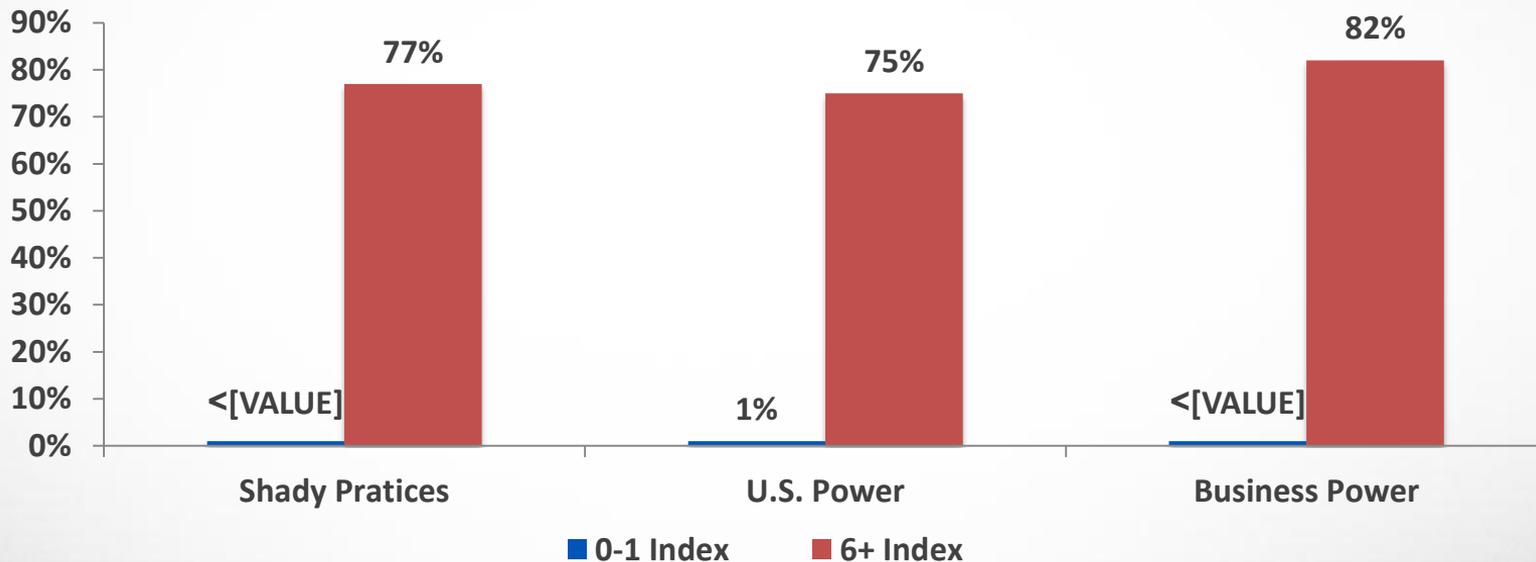
HIGHER LEVELS OF EDUCATION LEAD TO GREATER TOLERANCE.

Well educated Americans are remarkably free of anti-Semitic attitudes



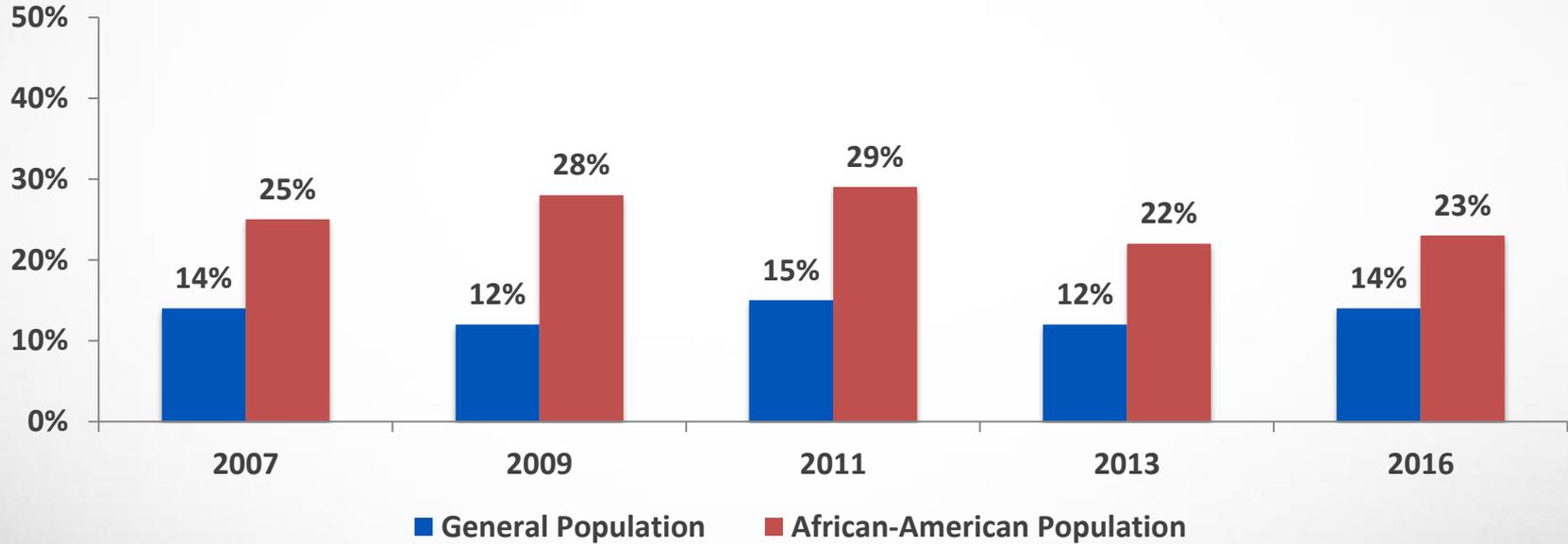
THE FIFTY-EIGHT PERCENT OF AMERICANS WHO SCORED 0-1 ON THE INDEX ARE REMARKABLY FREE OF ANTI-SEMITIC VIEWS.

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



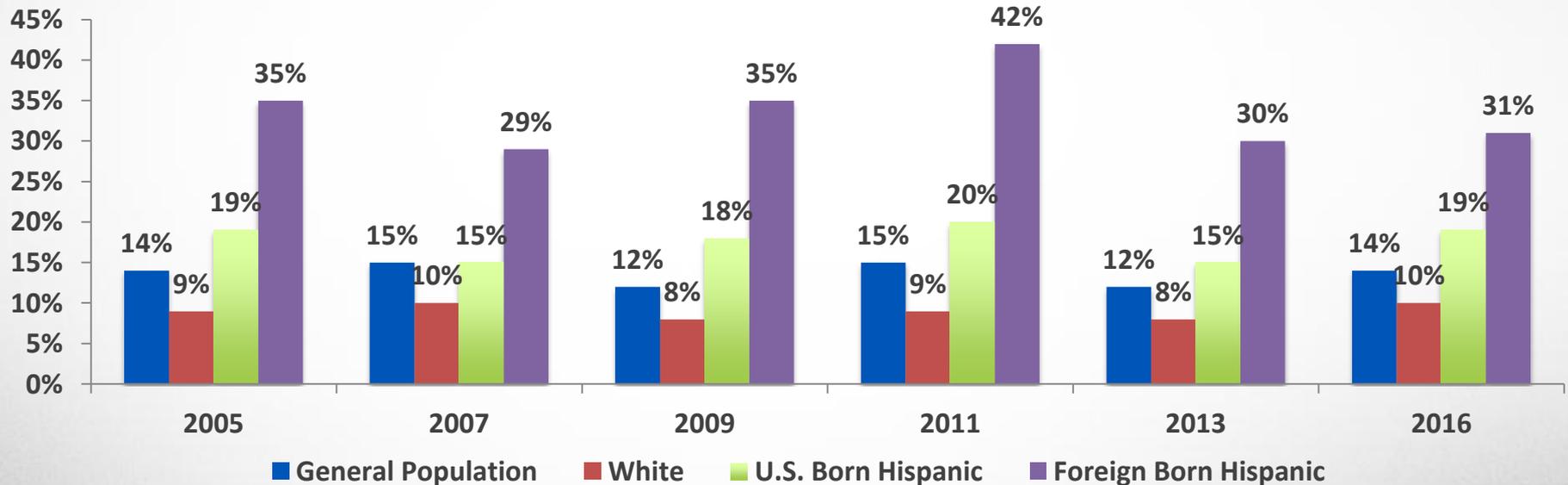
IN THE PAST FOUR YEARS, ANTI-SEMITIC VIEWS AMONG THE AFRICAN AMERICAN POPULATION HAVE REMAINED STEADY AND ARE HIGHER THAN THE GENERAL POPULATION.

Anti-Semitic propensities among African-Americans, 1992 - 2016



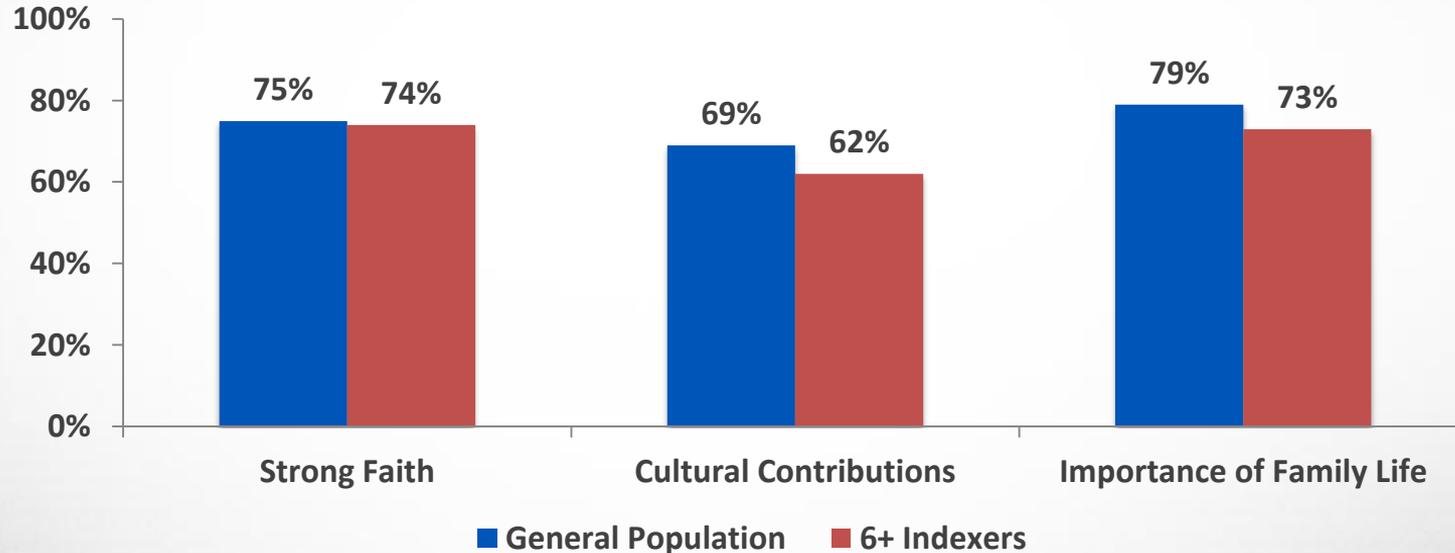
ANTI-SEMITIC PROPENSITIES AMONG HISPANICS DIFFER ACCORDING TO BIRTHPLACE. HISPANICS BORN OUTSIDE THE U.S. CONTINUE TO BE THE MOST ANTI-SEMITIC COHORT.

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



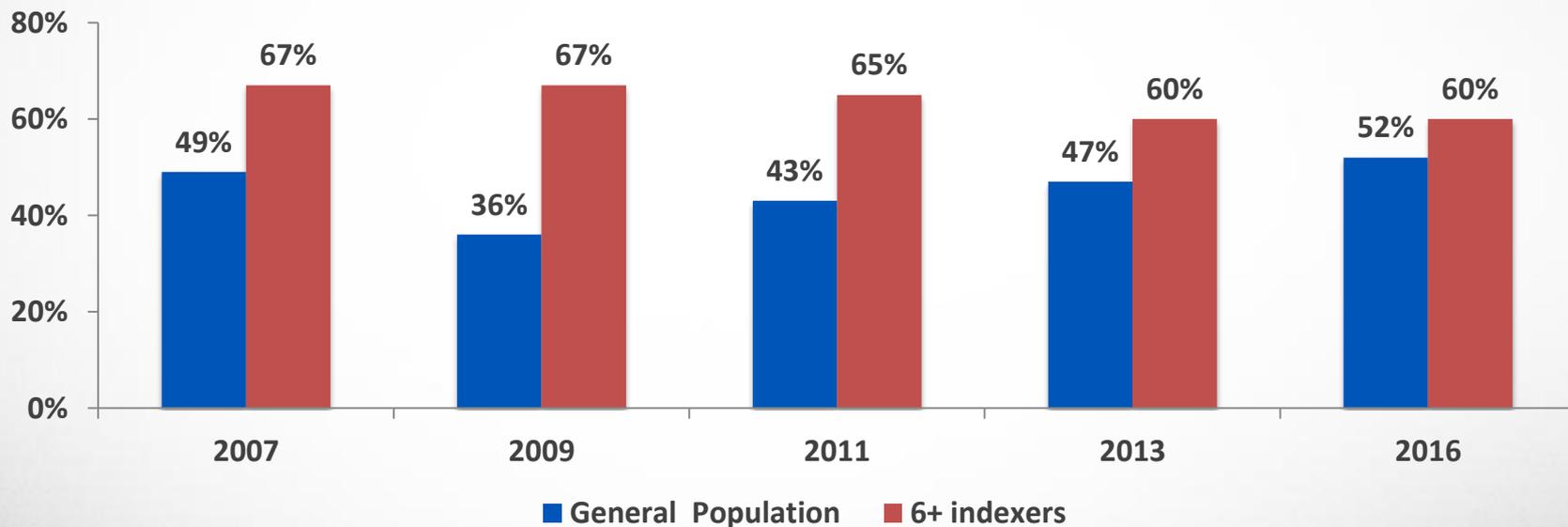
JEWS ARE HELD IN HIGH REGARD ON MANY CORE BELIEFS – EVEN AMONG THE MOST ANTI-SEMITIC.

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



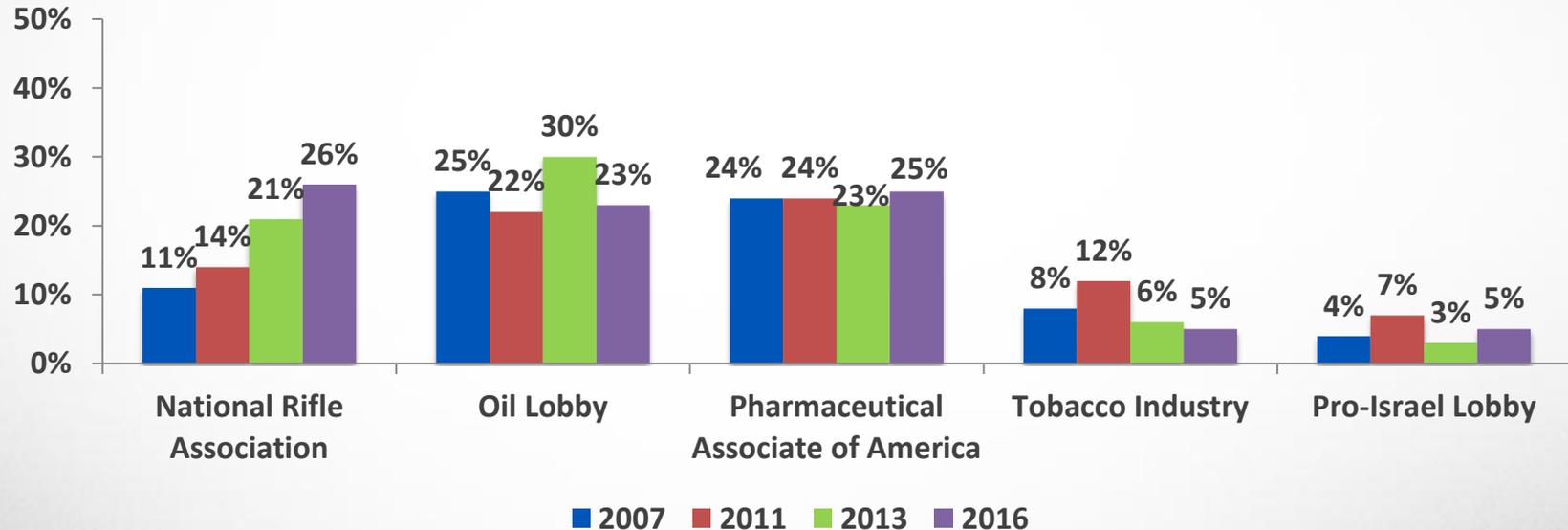
THERE HAS BEEN A HIGH CORRELATION BETWEEN ANTI-SEMITIC BELIEFS AND BROADER INTOLERANCE. BUT INTOLERANCE MAY BE GROWING MORE GENERALLY.

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



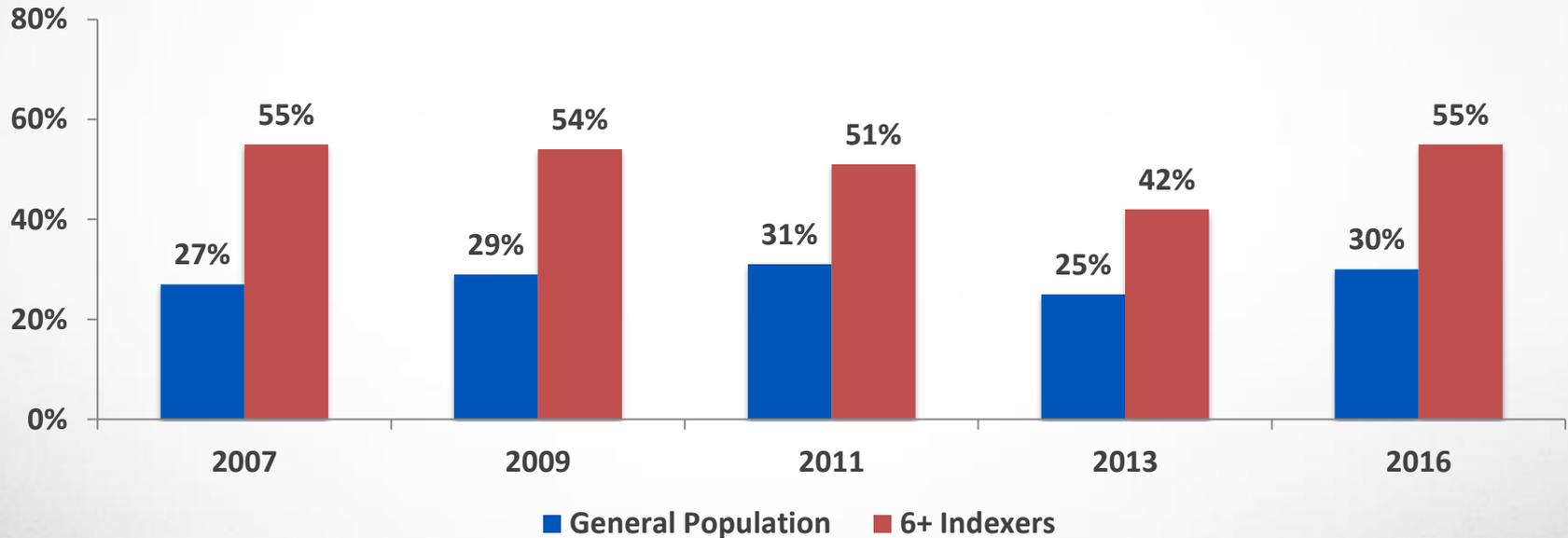
THE “PRO-ISRAEL LOBBY” IS SEEN AS MUCH LESS INFLUENTIAL THAN OTHER WELL-KNOWN POLITICAL POWERS.

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



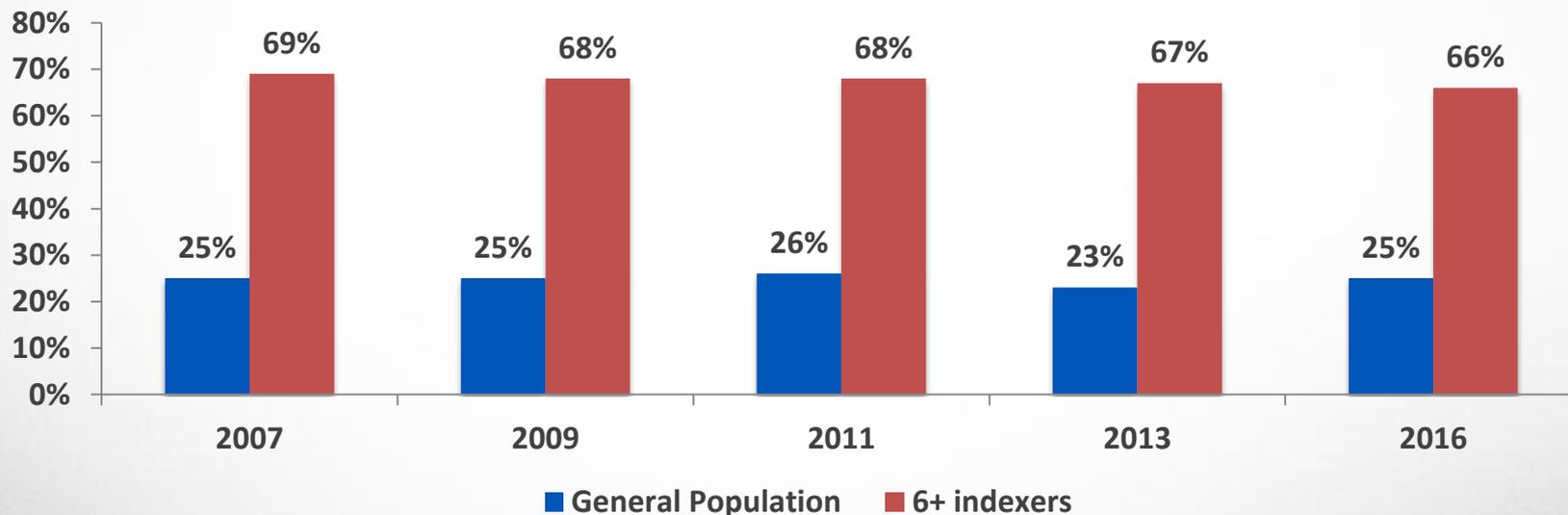
THIRTY PERCENT OF AMERICANS BELIEVE THAT JEWS WERE RESPONSIBLE FOR THE DEATH OF CHRIST.

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



A QUARTER OF AMERICANS CONTINUES 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.”



MORE THAN TWO-THIRDS OF AMERICANS BELIEVE THE RHETORIC OF THE U.S. PRESIDENTIAL CAMPAIGN HAS DECREASED TOLERANCE AND RESPECT FOR PEOPLE OF ALL RACES AND RELIGIONS.

“Do you believe the rhetoric of the US 2016 presidential campaign has INCREASED TOLERANCE and a respect for people of all races and religions?”

-OR-

Do you believe the rhetoric of the US 2016 presidential campaign has DECREASED TOLERANCE and a respect for

