



AMERICAN ATTITUDES TOWARD JEWS IN AMERICA

1200 Interviews
+ An oversampling of
African Americans
and Hispanics

October 2009



Marttila Communications

Methodology

On behalf of the Anti-Defamation League, Marttila Communications conducted a national telephone survey between September 26 - October 4, 2009 of 1,747 adults. The base sample is 1,200 plus an oversample of 256 African Americans, and 250 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%. 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 %. For those questions that were answered by 400 respondents, the margin of error is +/- 4.9%.

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 are at a historic low since 1964, matching the previous all time low point in 1998.

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 to hold anti-Semitic views than women.

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

29 percent of all Americans believe that Jews are responsible for the death of Christ.

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.

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

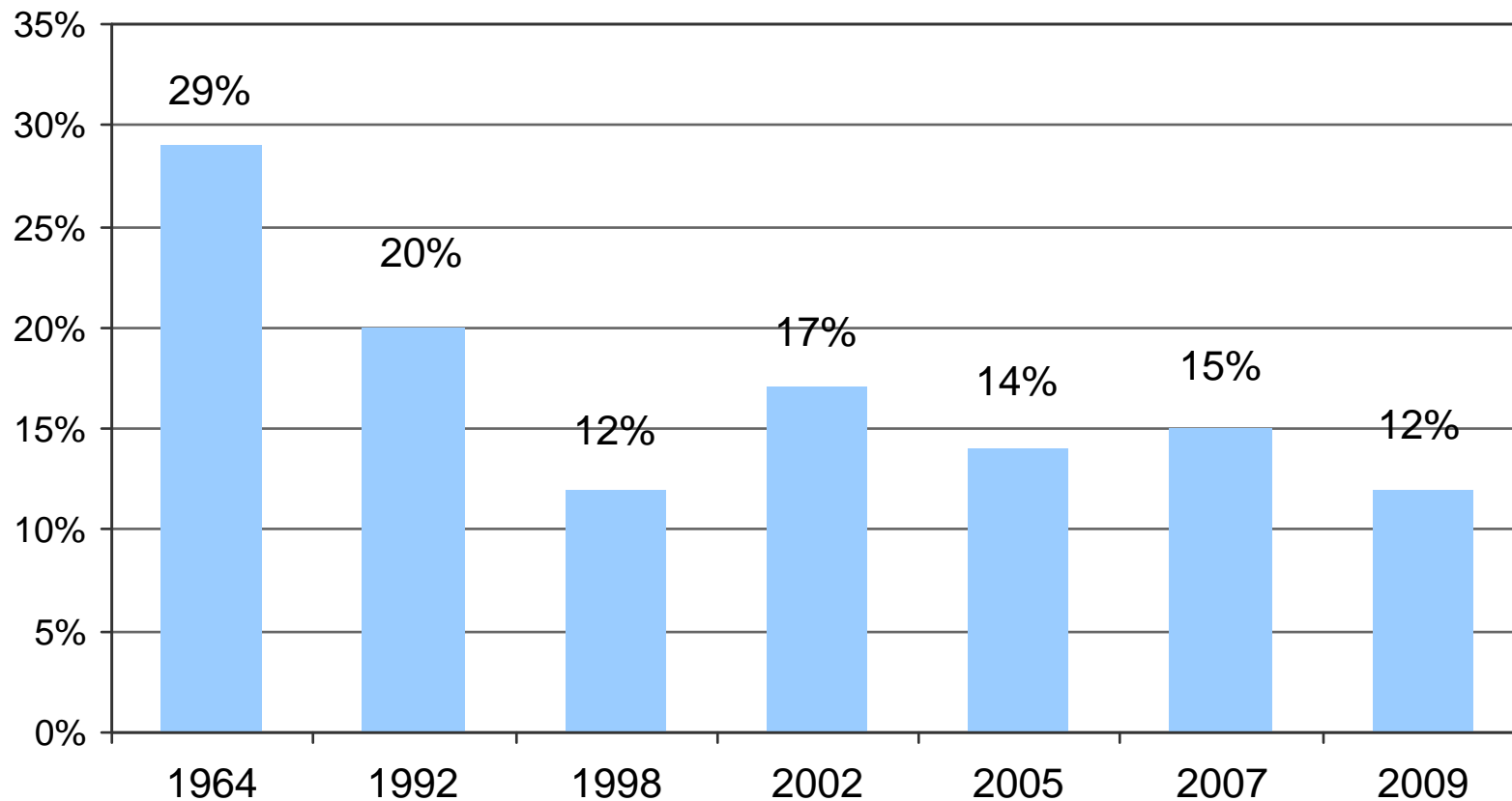
Hispanics born outside of the U.S. are more likely than Hispanics born in the U.S. to hold anti-Semitic views.

Anti-Semitic propensities within the African American population continue to be higher than within the general population, but they are declining.

*ANTI-SEMITIC PROPENSITIES
IN AMERICA 2009*

Anti-Semitic propensities are at a historic low since 1964, matching the previous all time low point in 1998.

Anti-Semitic propensities in the U.S. 1964-2009



All ADL-Marttila Communications surveys over the past 15 years have relied upon an Anti-Semitic Index developed by ADL over 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.

Those respondents who agree with 0-1 of the Index statements are considered to be essentially free of prejudicial attitudes toward Jews.

Those respondents who agree with 2-5 of the Index statements are considered to be neither prejudiced nor unprejudiced.

And those respondents who agree 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.

Index Statements

The index statements, which are included randomly within a longer list of positive and negative statements about Jews, are introduced to respondents as follows:

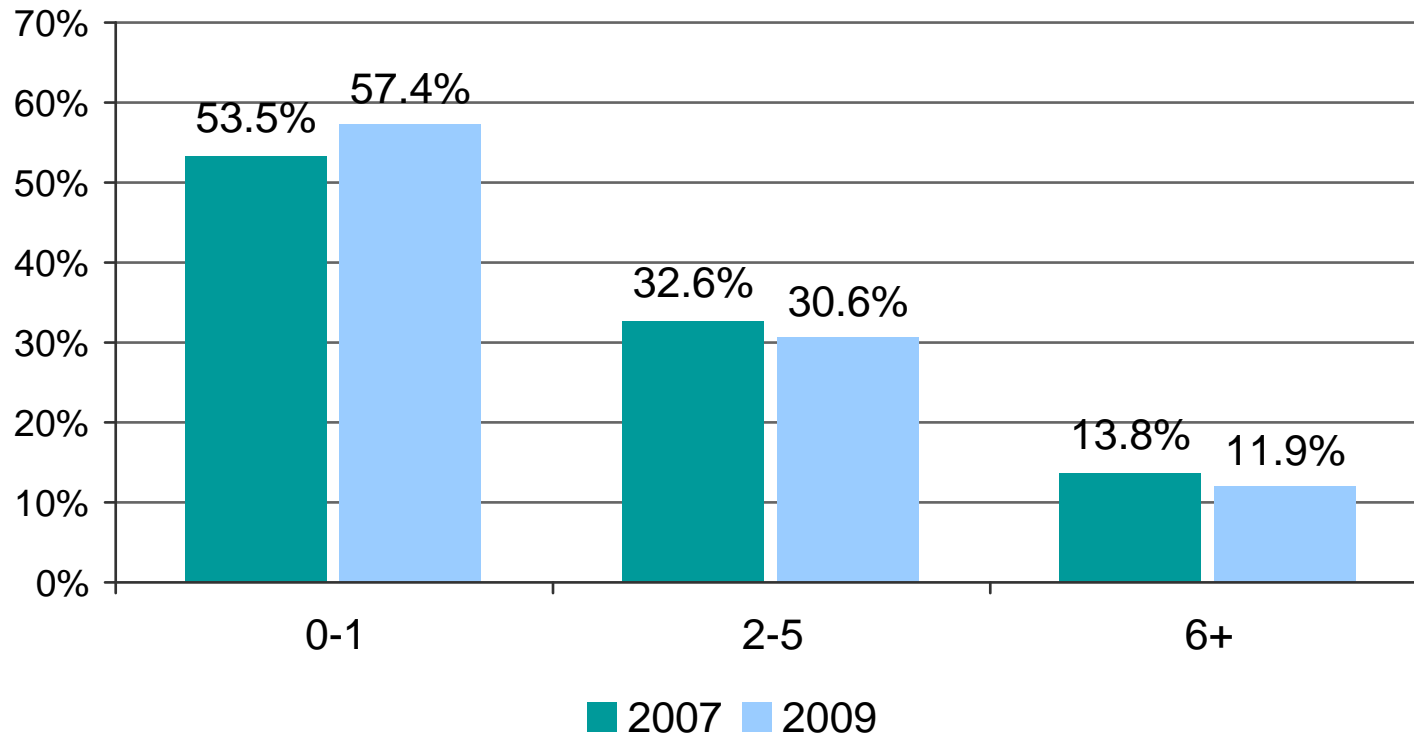
“Now, I am going to read you a list of statements about Jews, including several that were made many years ago. For each one, please tell me whether you think that statement is probably true or probably false.”

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 businesspeople.

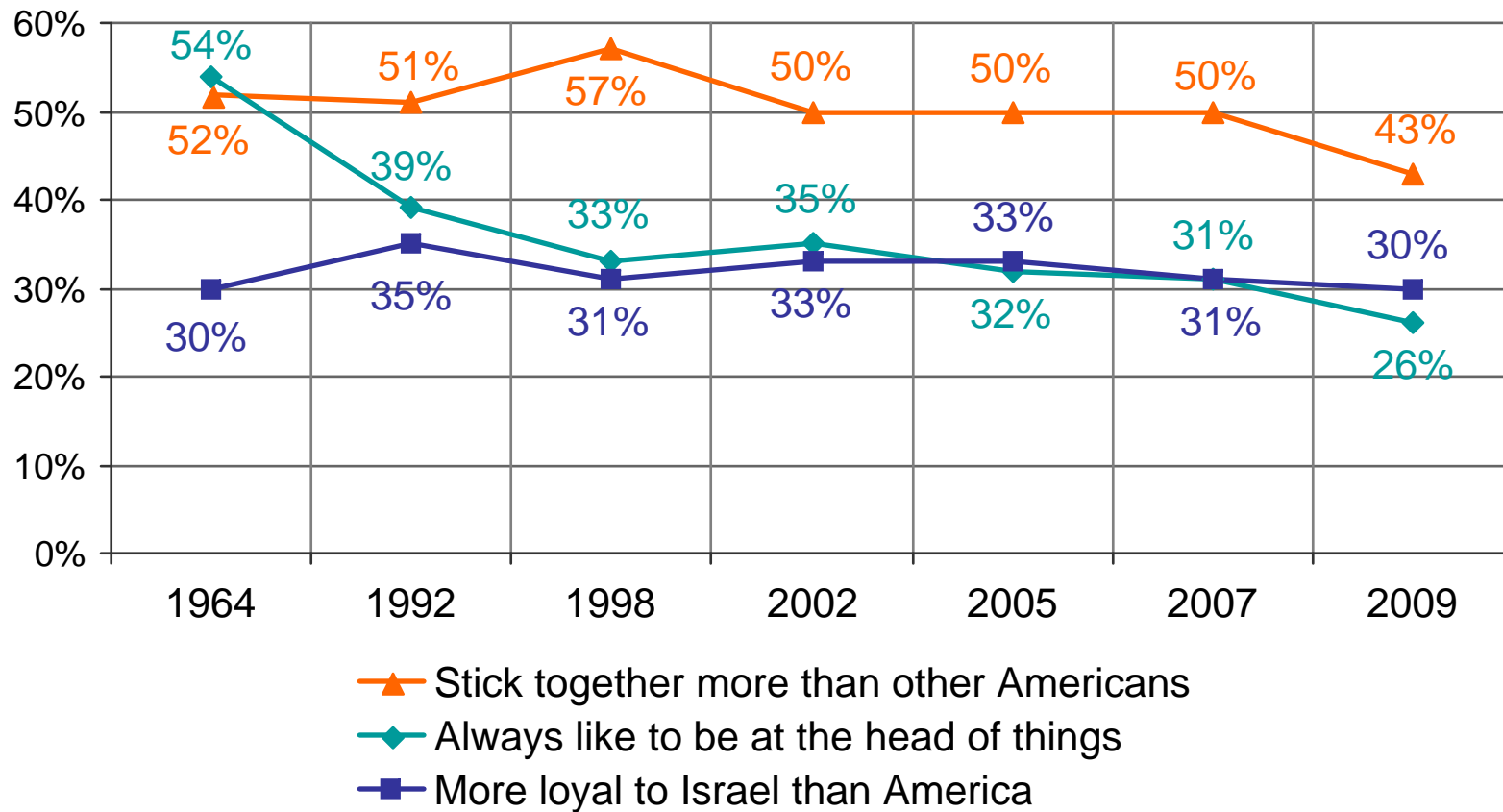
Anti-Semitism within all three Index categories declined.

The ADL Index categorizes Americans based on how many of the Index questions they thought were “probably true.” All three categories saw a decline in anti-Semitic propensities.



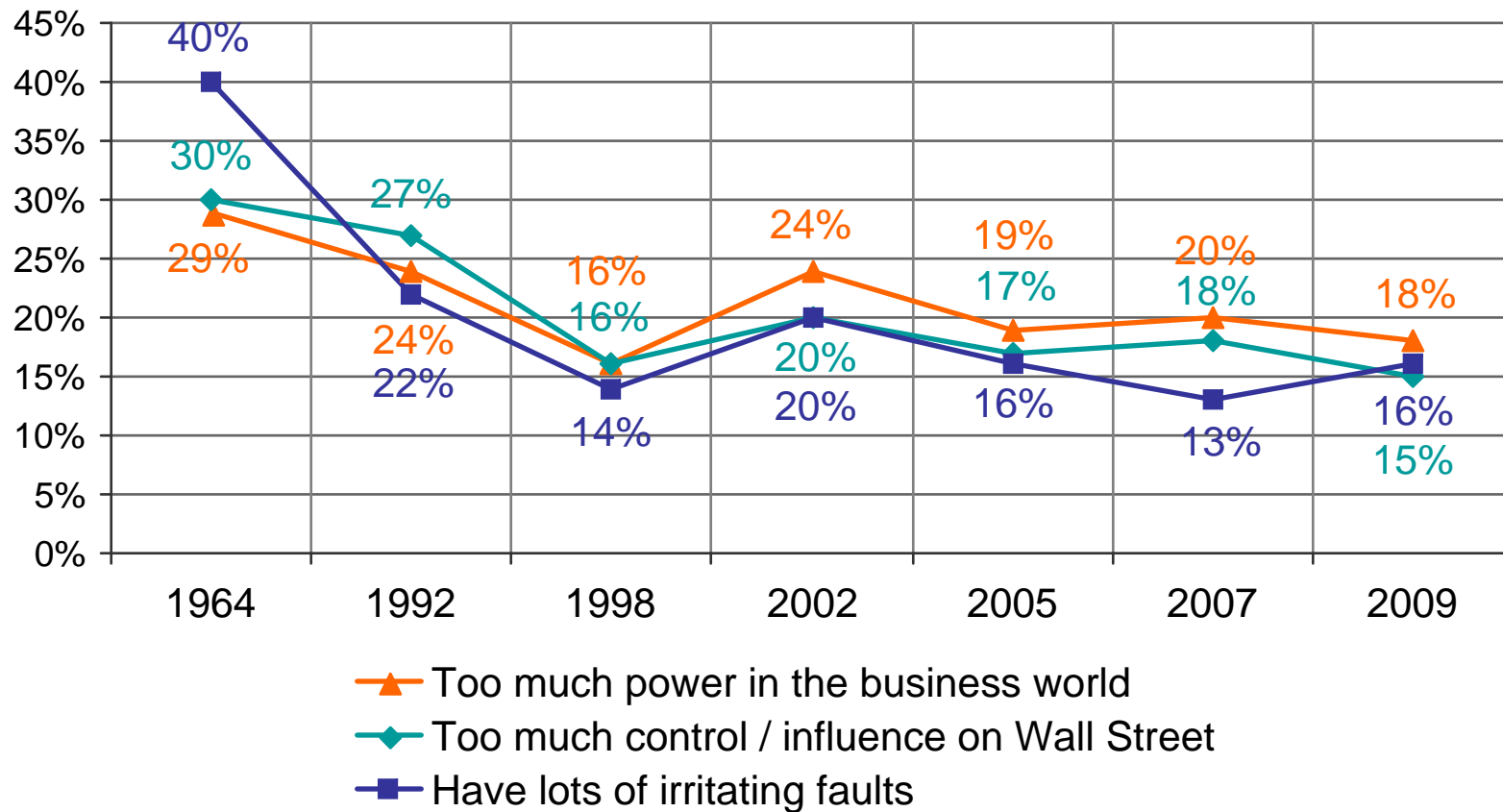
Responses to the 11 ADL Index Questions 1964-2009

Percent who say probably true



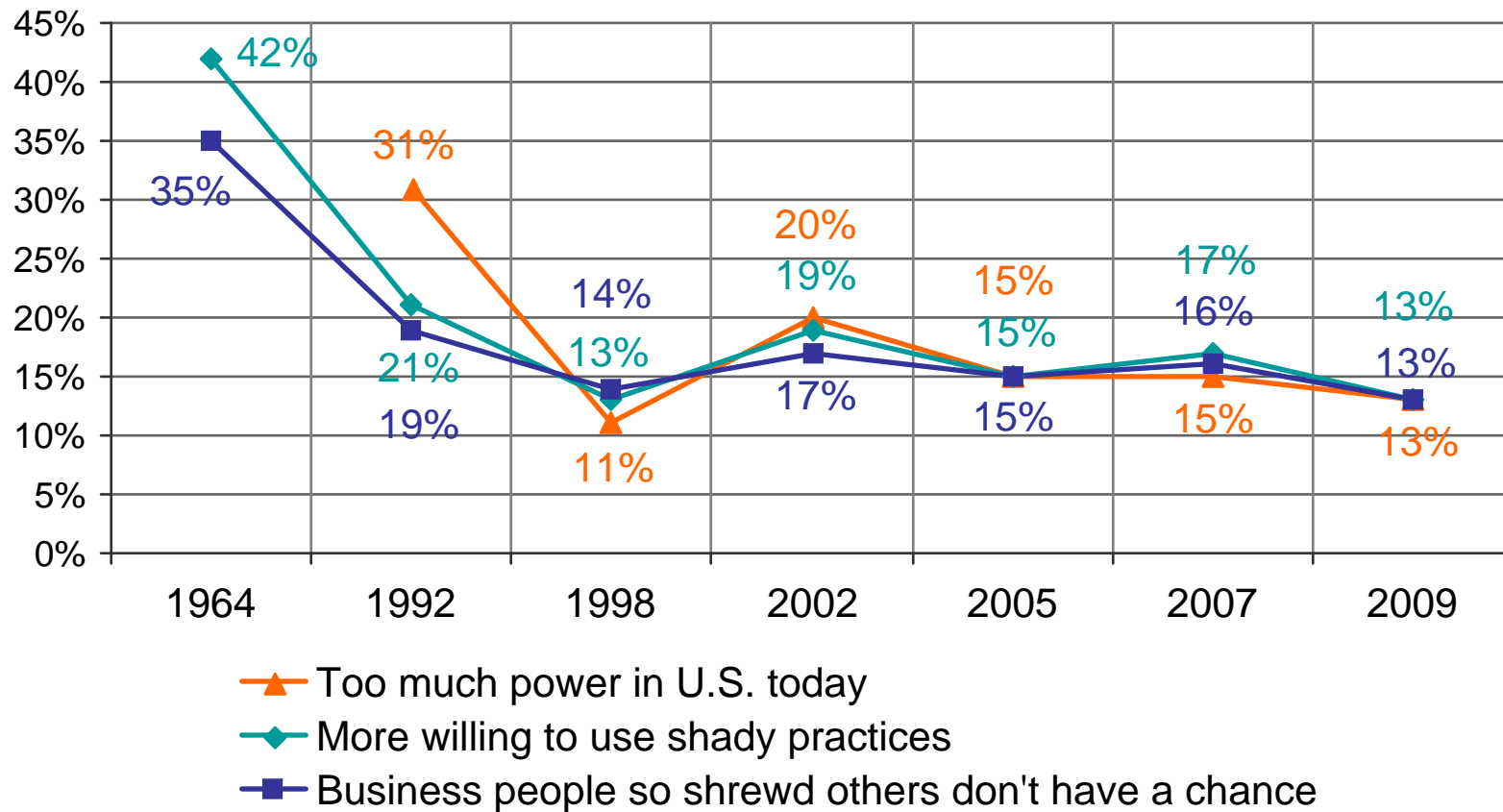
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Percent who say probably true



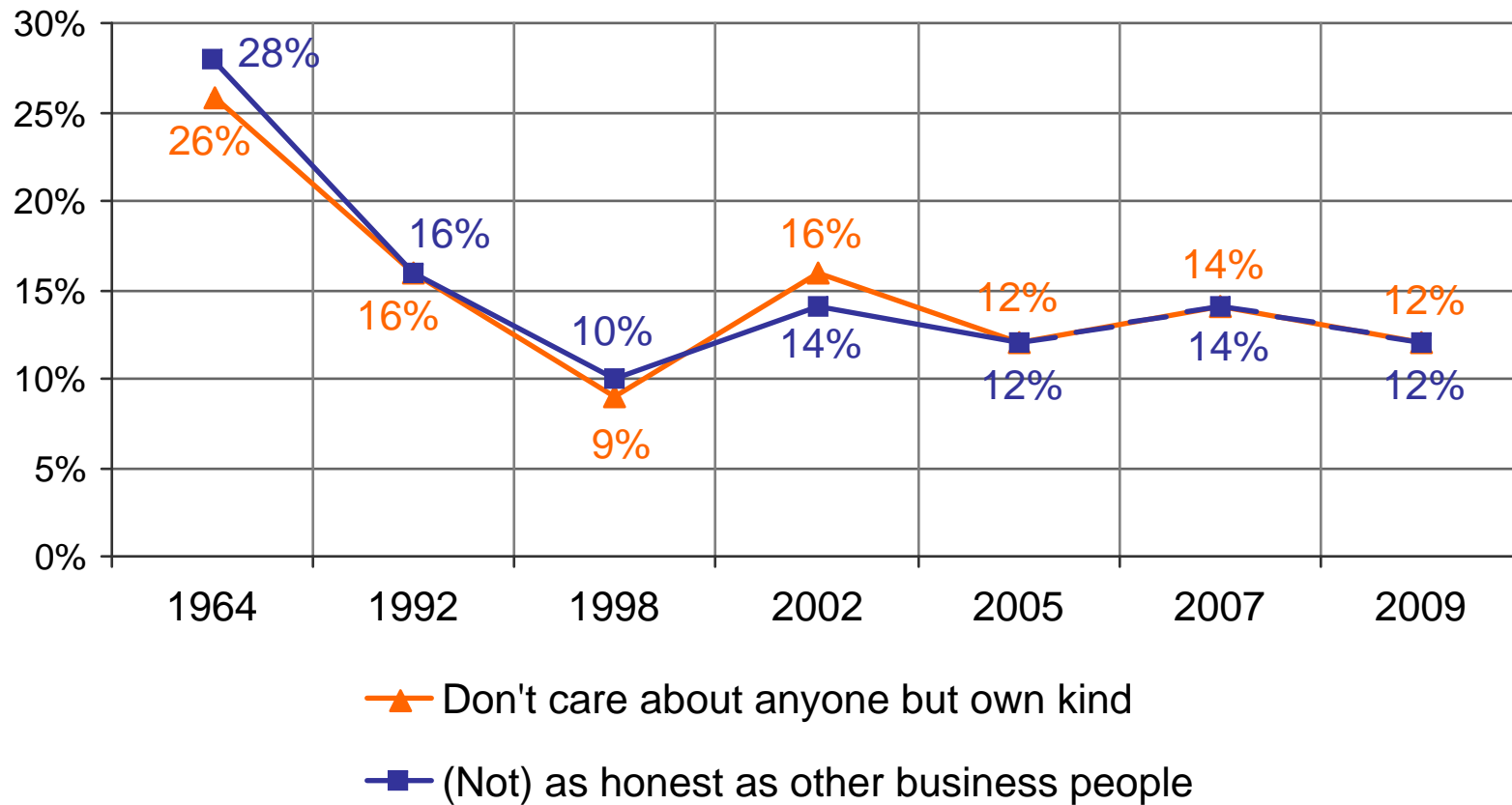
Responses to the 11 ADL Index Questions 1964-2009

Percent who say probably true



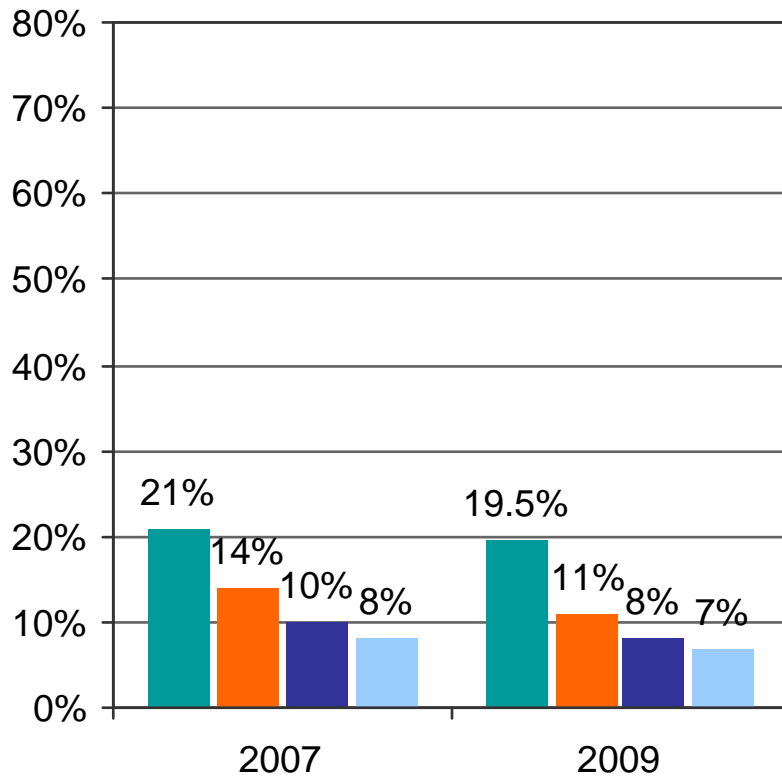
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Percent who say probably true

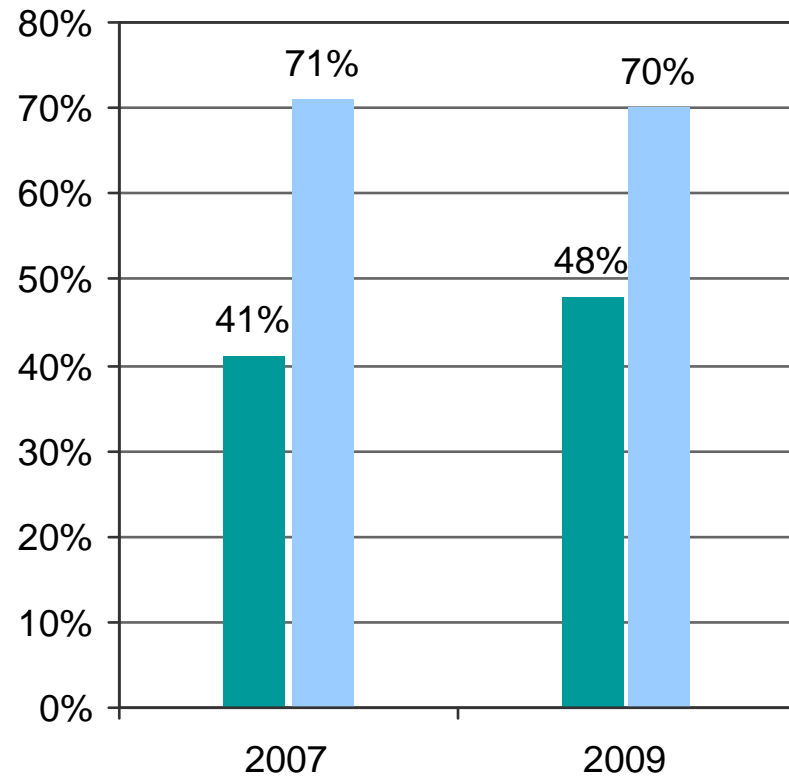


Education remains a strong predictor of anti-Semitic propensities, with the most well educated Americans being remarkably free of prejudicial views while less educated Americans are more likely to hold anti-Semitic views.

People by education who answered 6+ of the Index questions

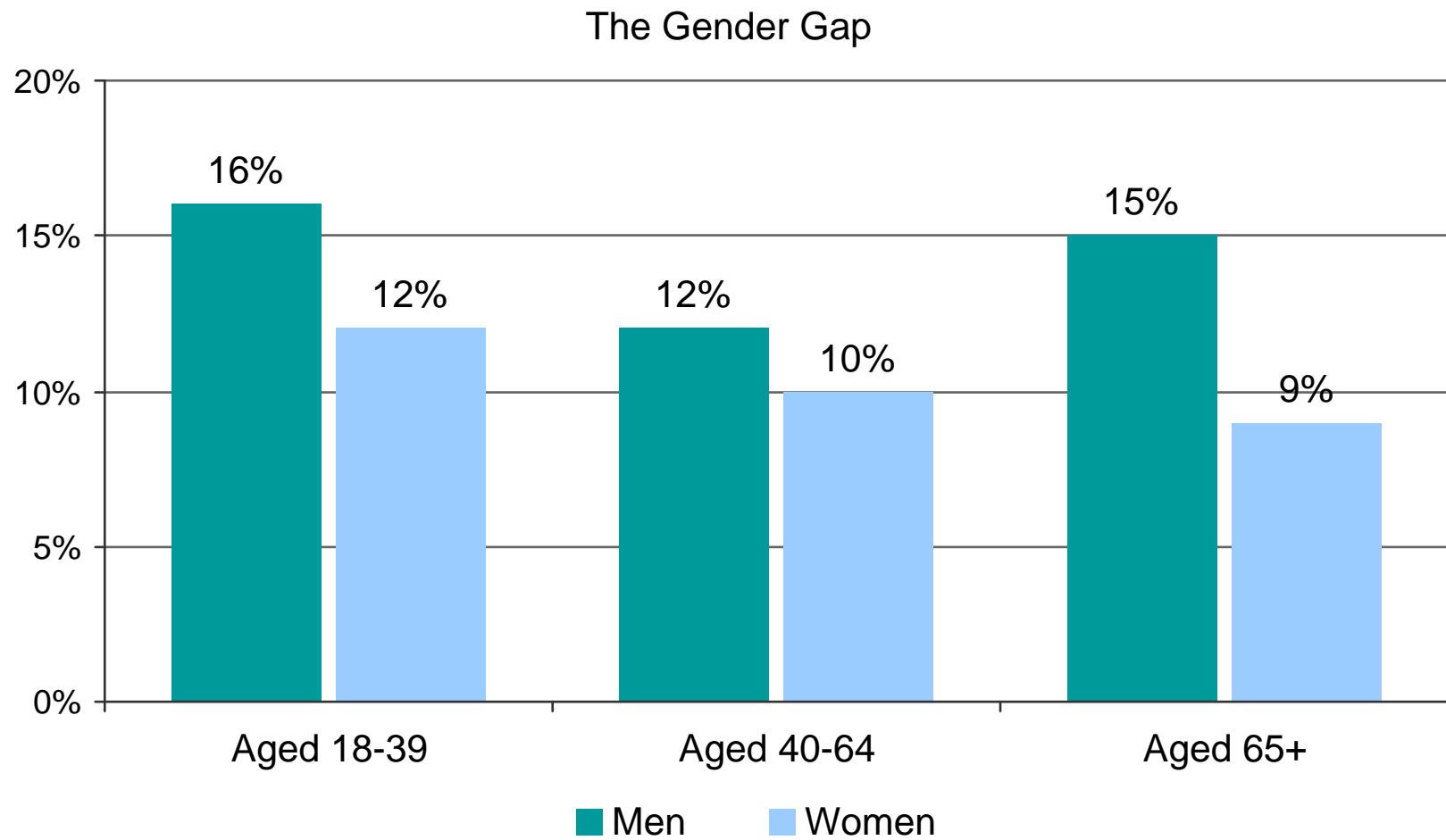


People by education who answered 0-1 of the Index questions

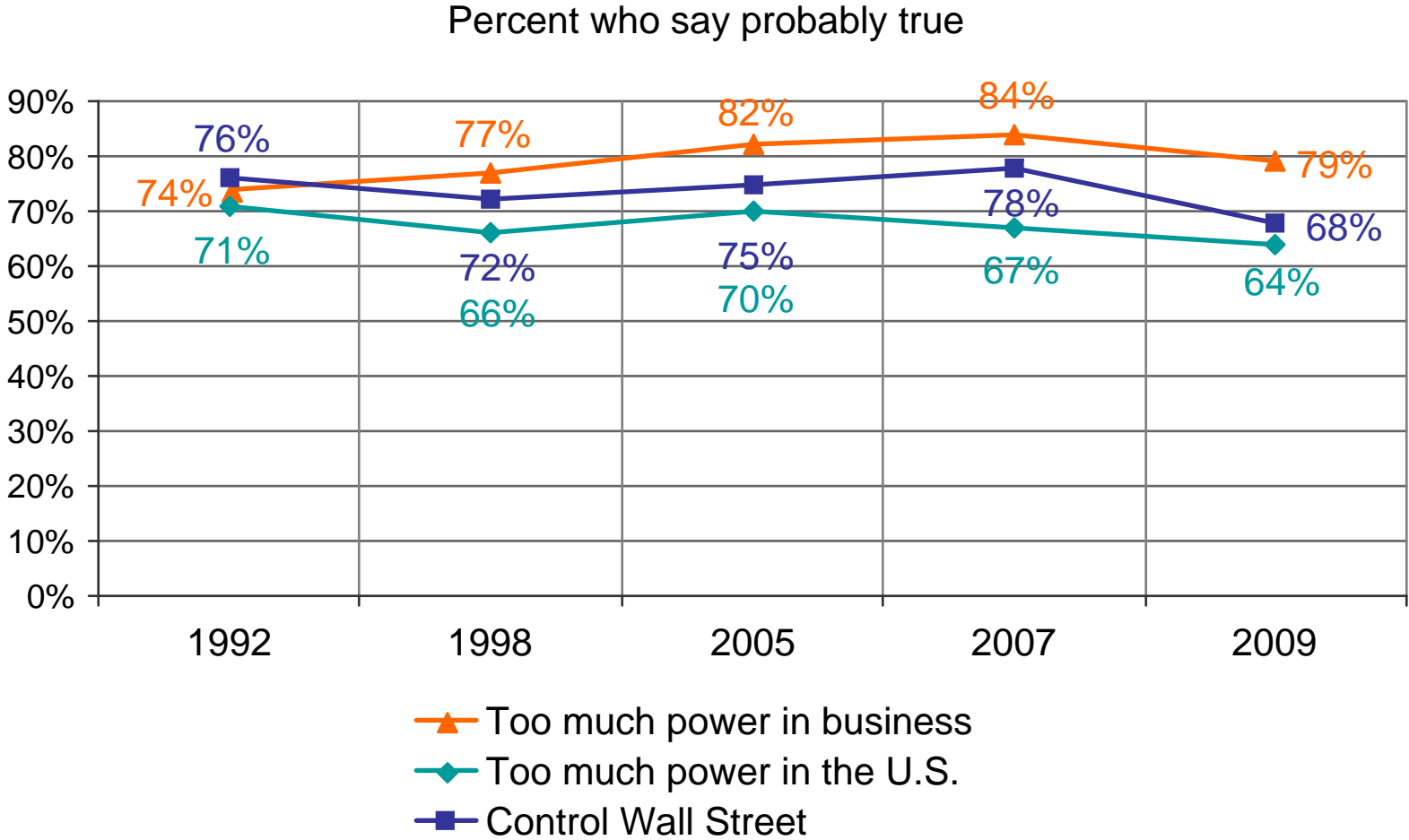


■ High School or Less
 ■ Some College
 ■ College Graduate
 ■ Post Graduate Degree

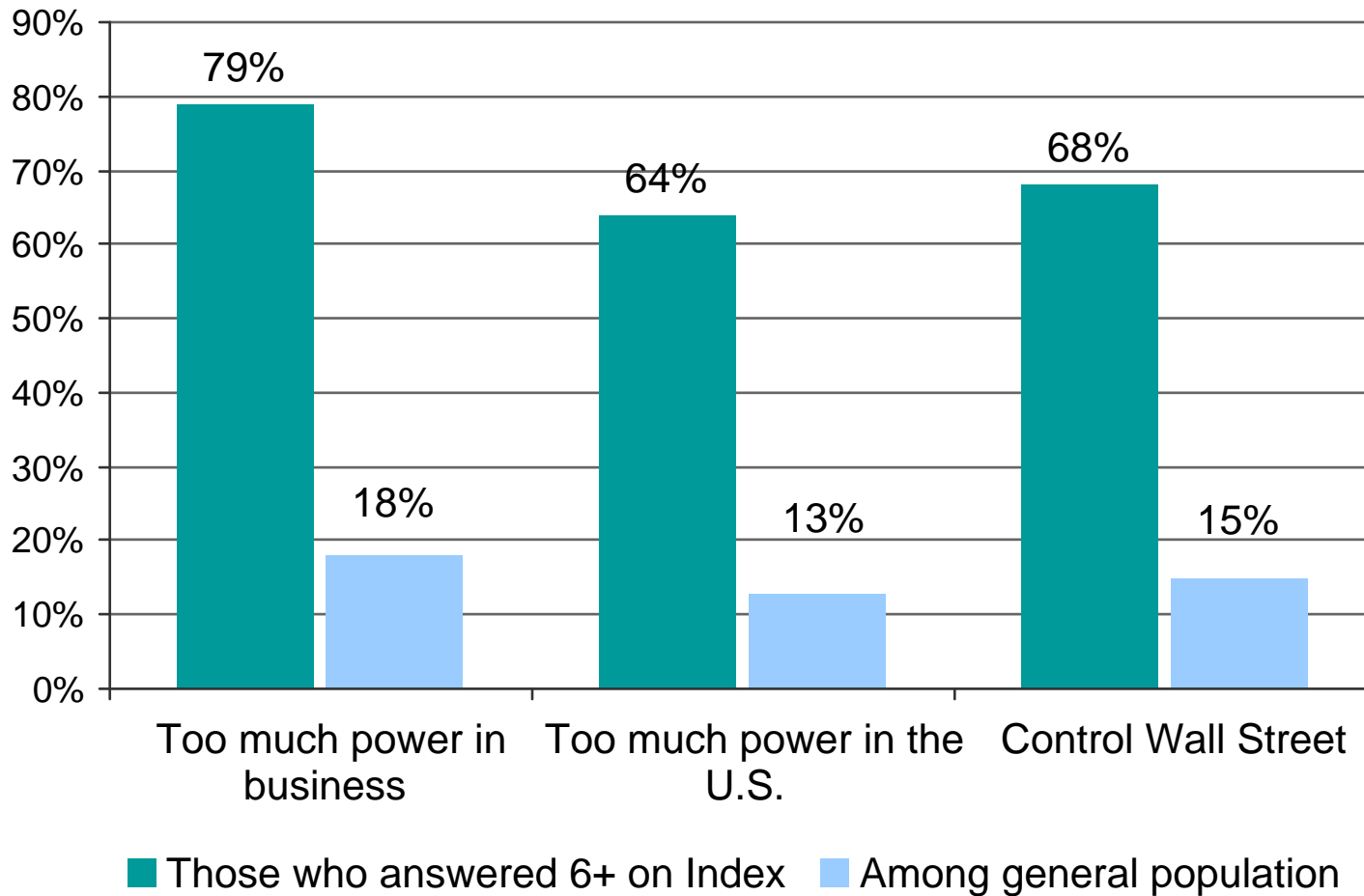
Men are more likely than women to hold anti-Semitic views.



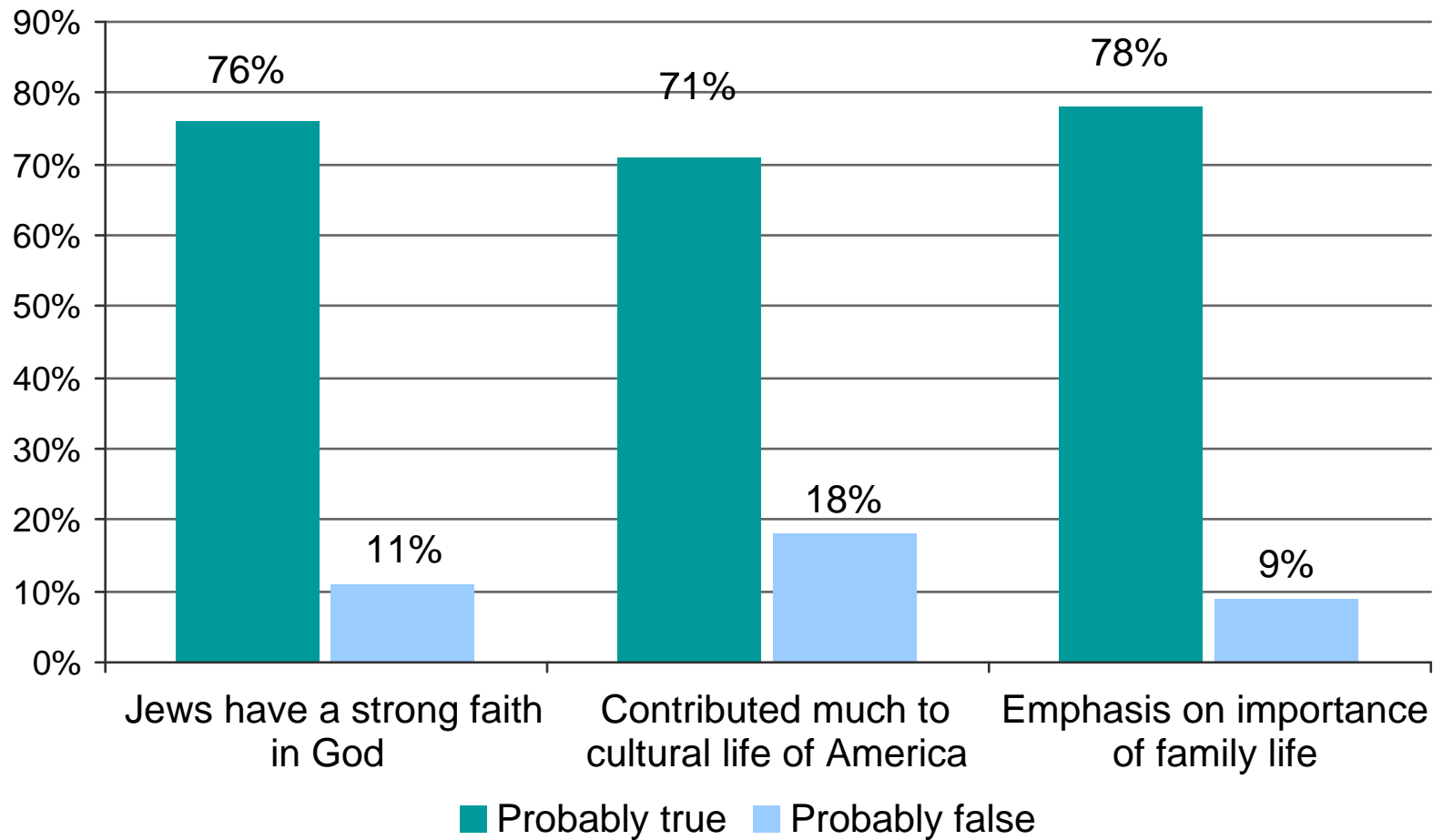
Concerns about Jewish power dominate among the most anti-Semitic.



Concerns about Jewish power dominate among the most anti-Semitic –especially when compared to the views of the general population.

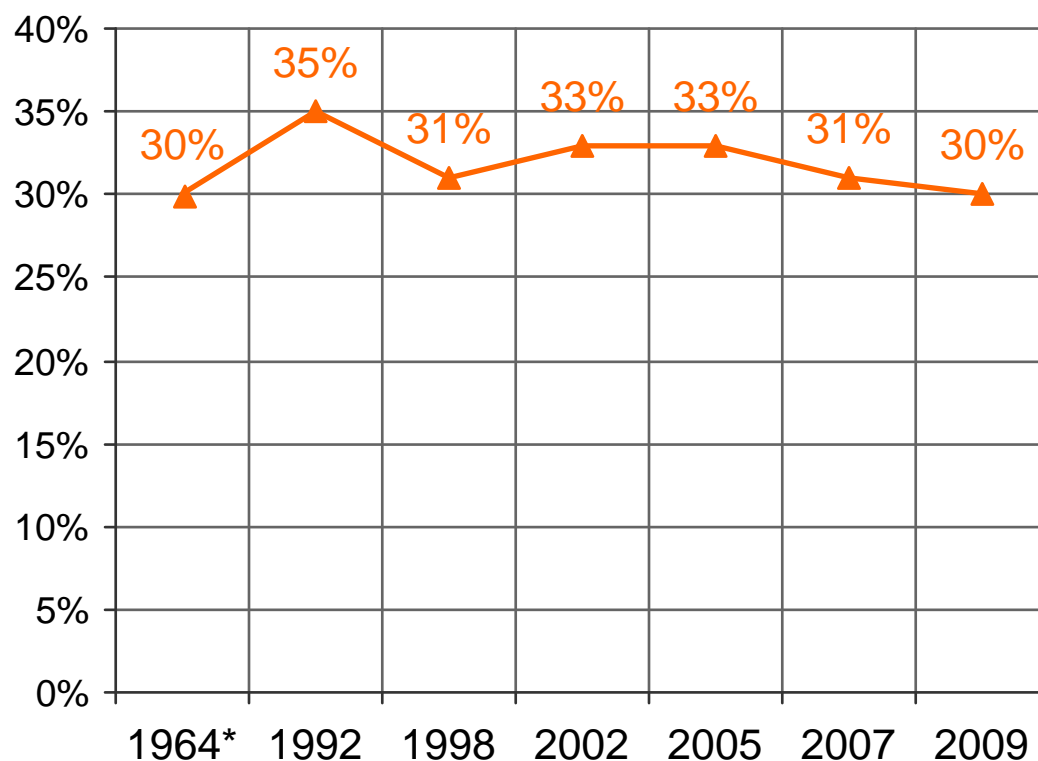


Jews are held in high regard on many key measurements.



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.

Jews are more loyal to Israel than to America
1964-2009

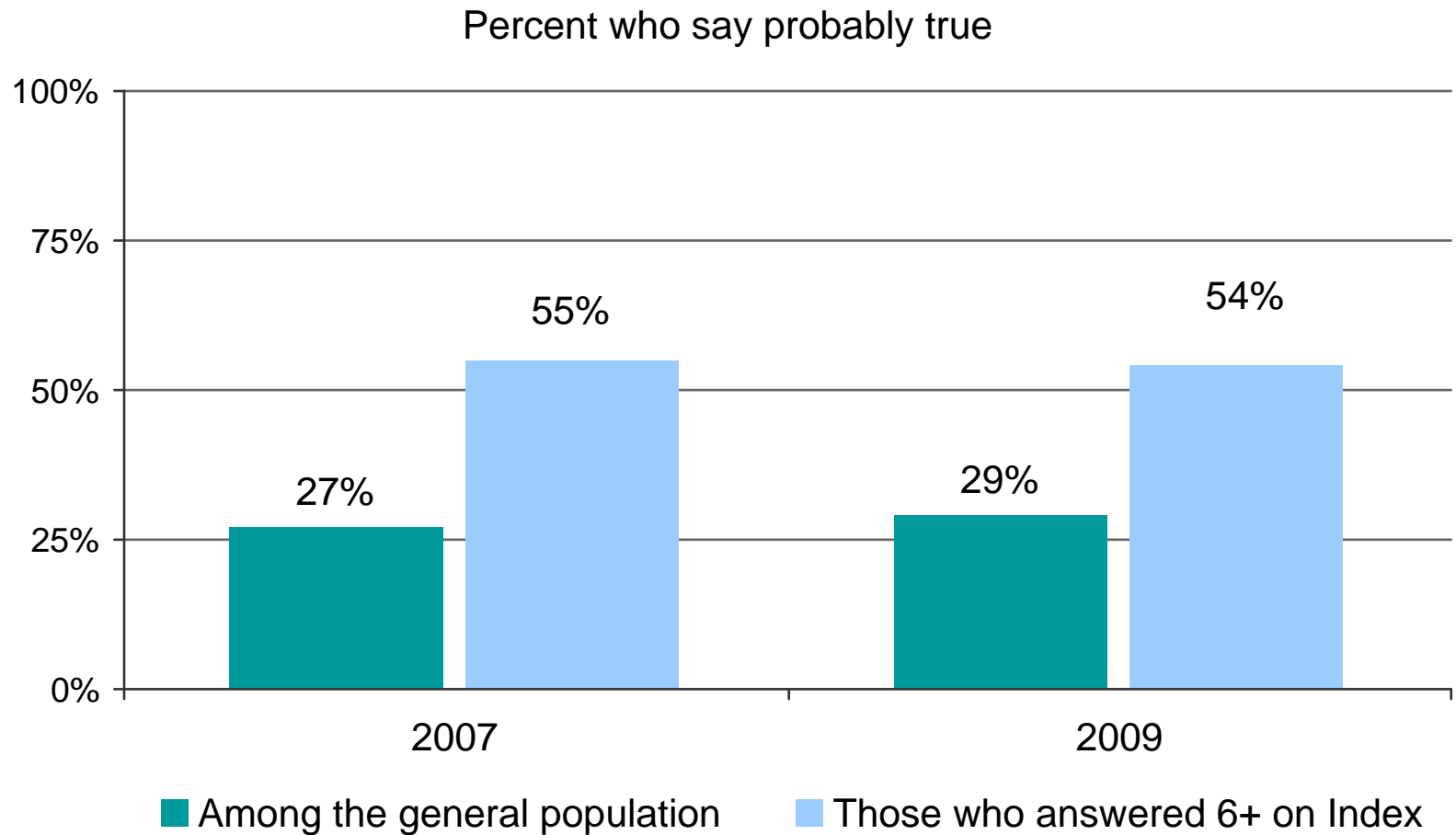


A much larger percentage (84%) of those who fall into the most anti-Semitic category believe Jews are more loyal to Israel. Only 7% of the least anti-Semitic Americans accept this assertion.

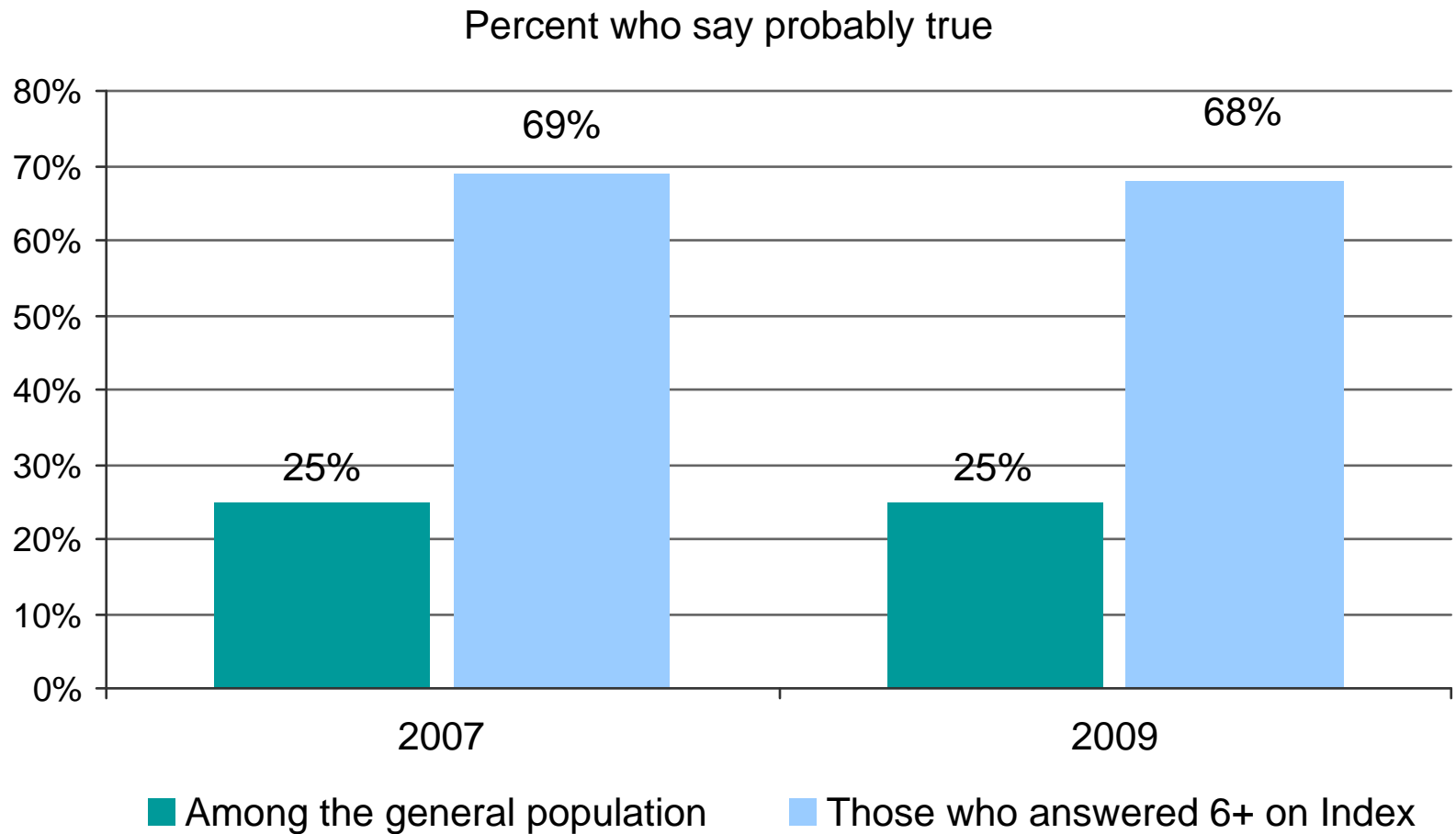
▲ Percent who say probably true

*UCB

A surprisingly large number of Americans believe that Jews were responsible for the death of Christ.

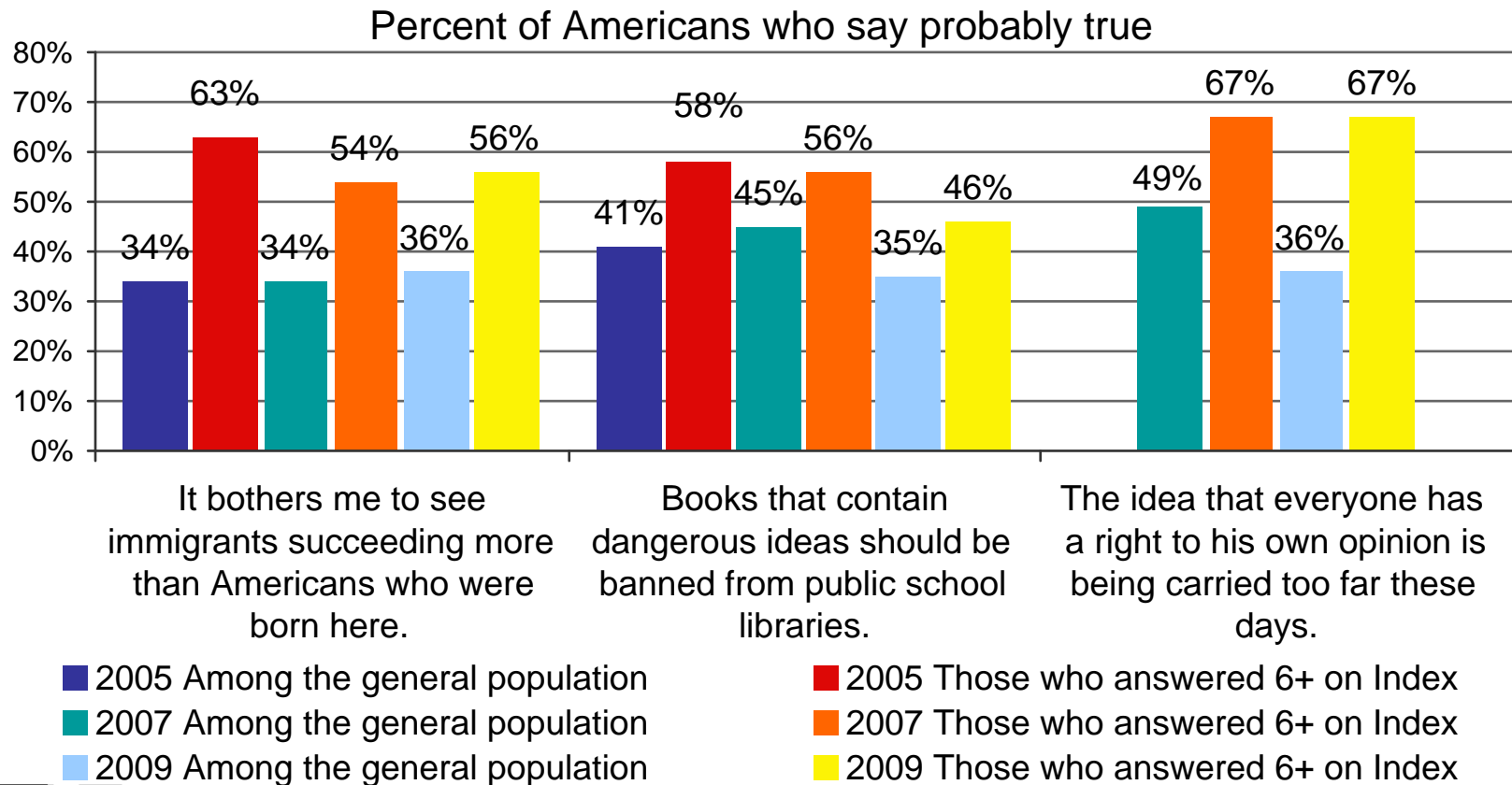


A quarter of Americans believe that Jews still talk too much about what happened to them in the Holocaust.



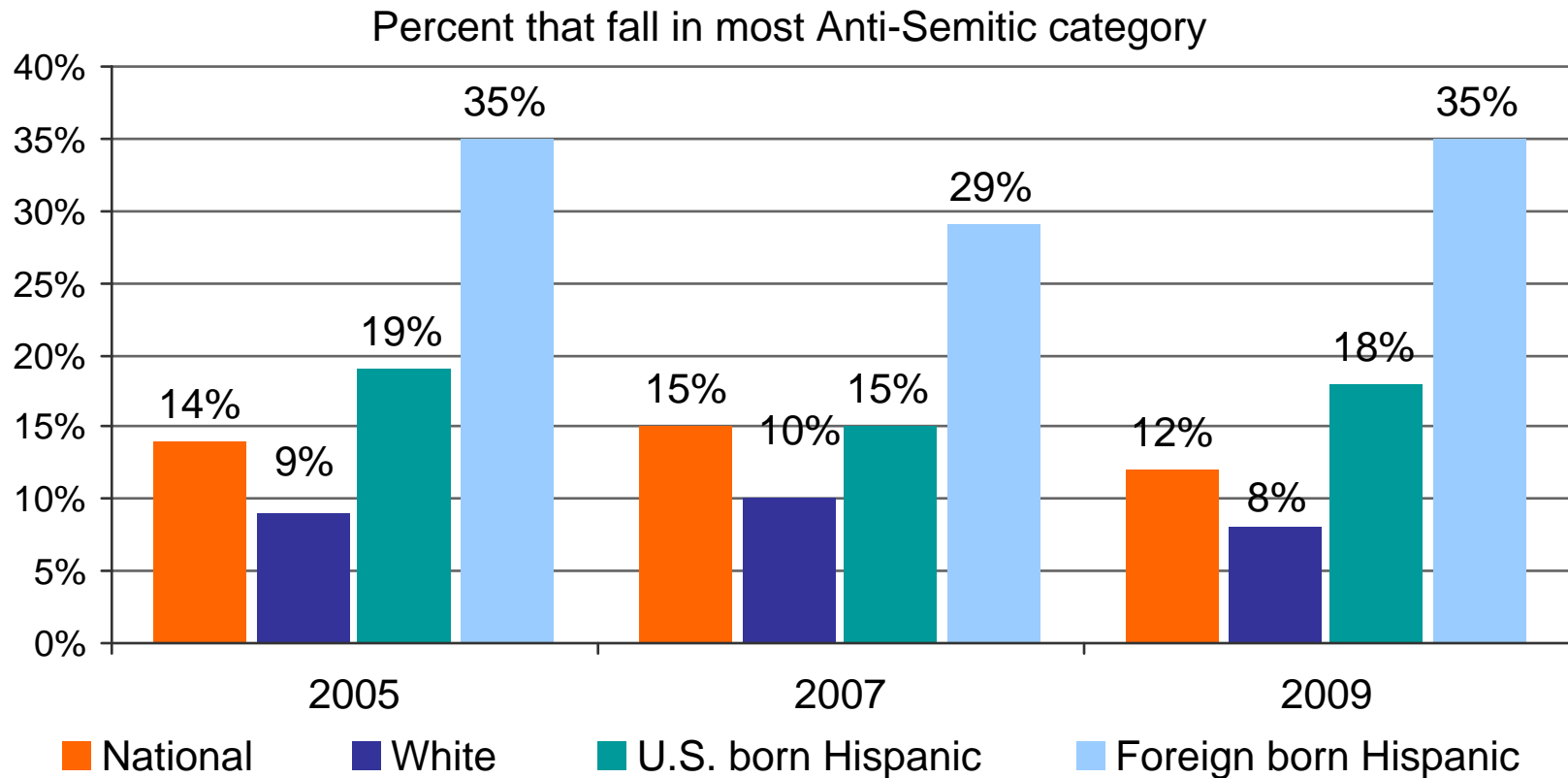
There is a high correlation between anti-Semitic beliefs and broader intolerance.

Americans who maintain negative attitudes toward Jews are more likely to hold intolerant beliefs generally.



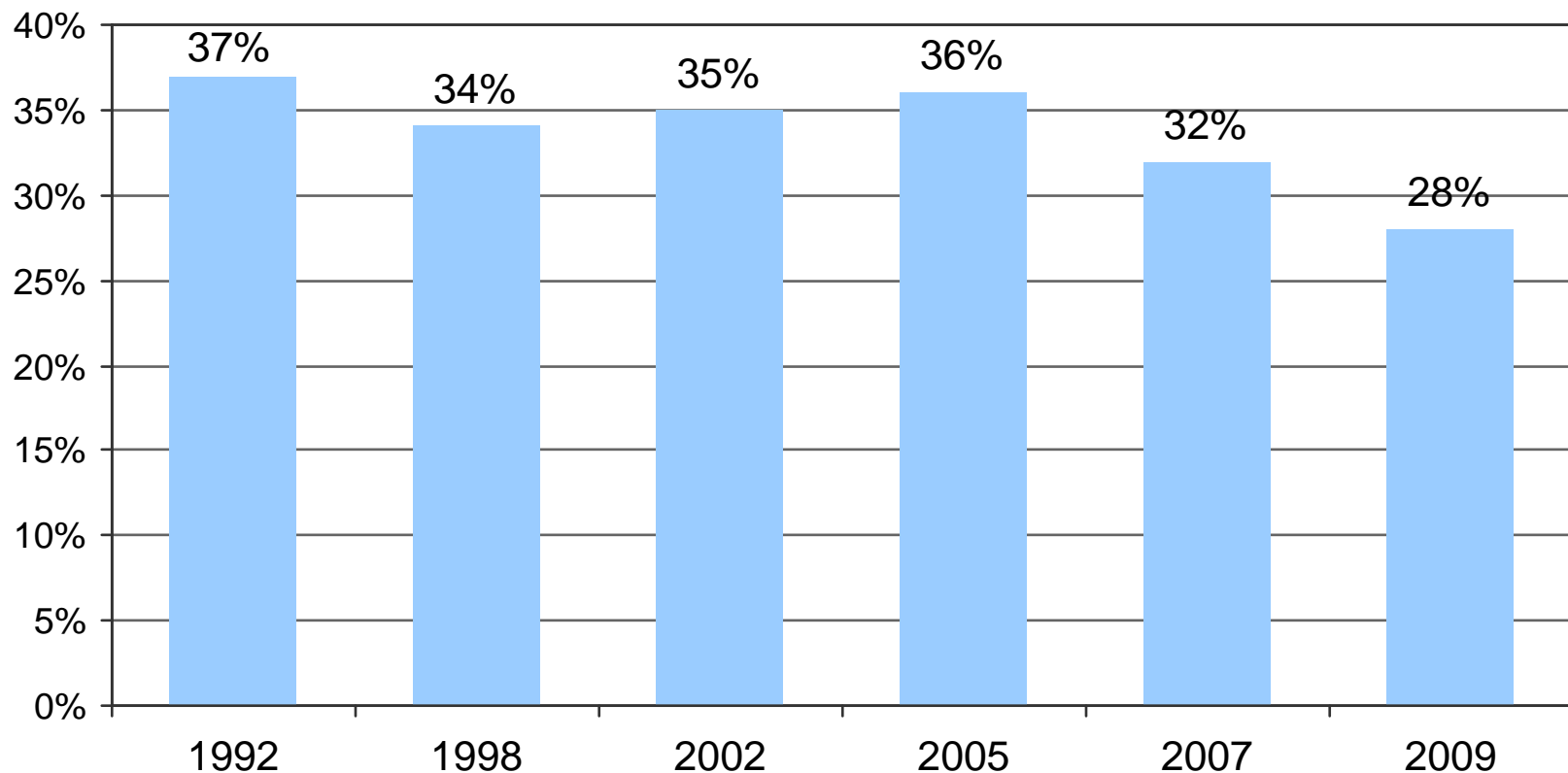
Anti-Semitic propensities among Hispanics differ according to birthplace.

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

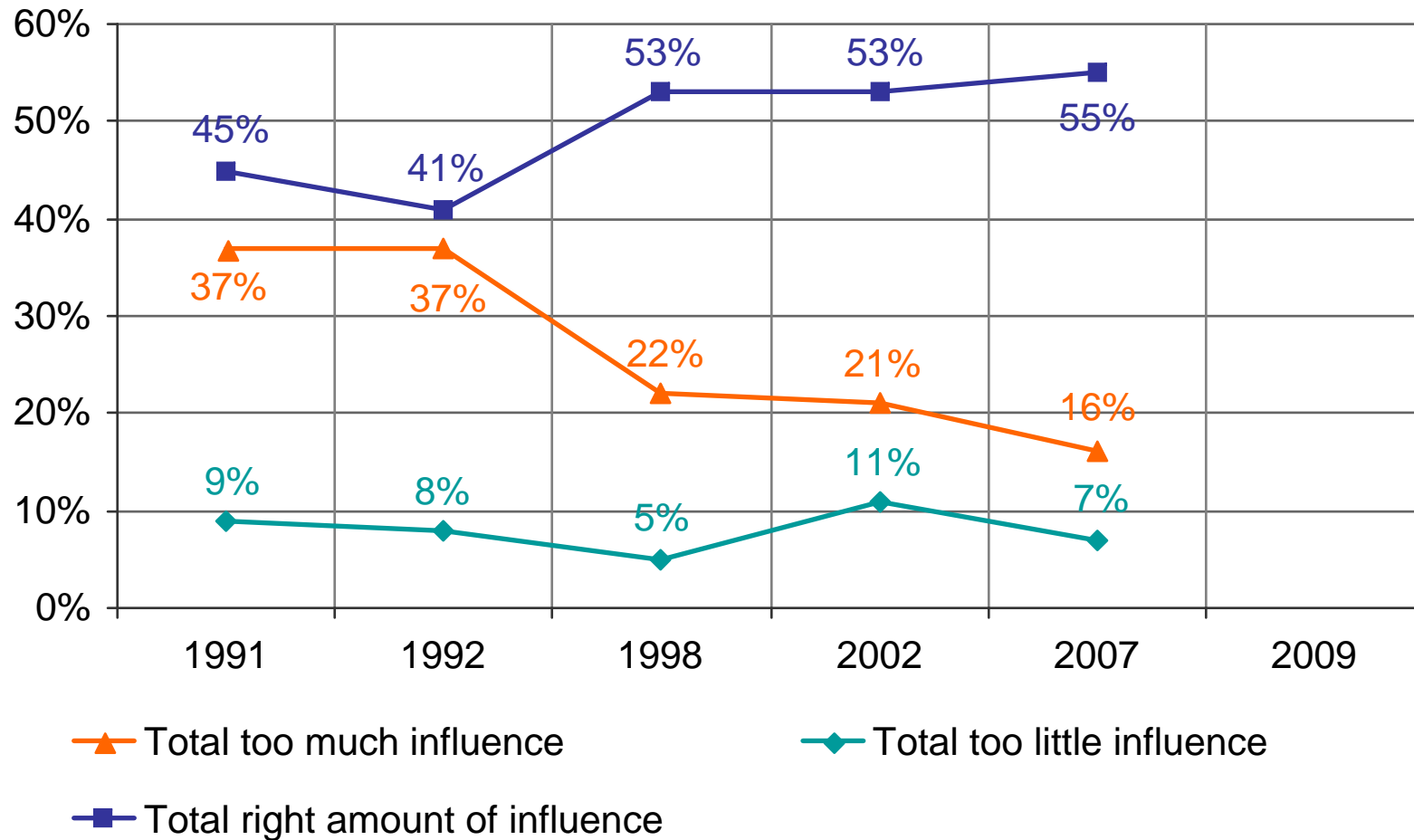


Anti-Semitic propensities among African Americans are higher than within the general population, but they are declining.

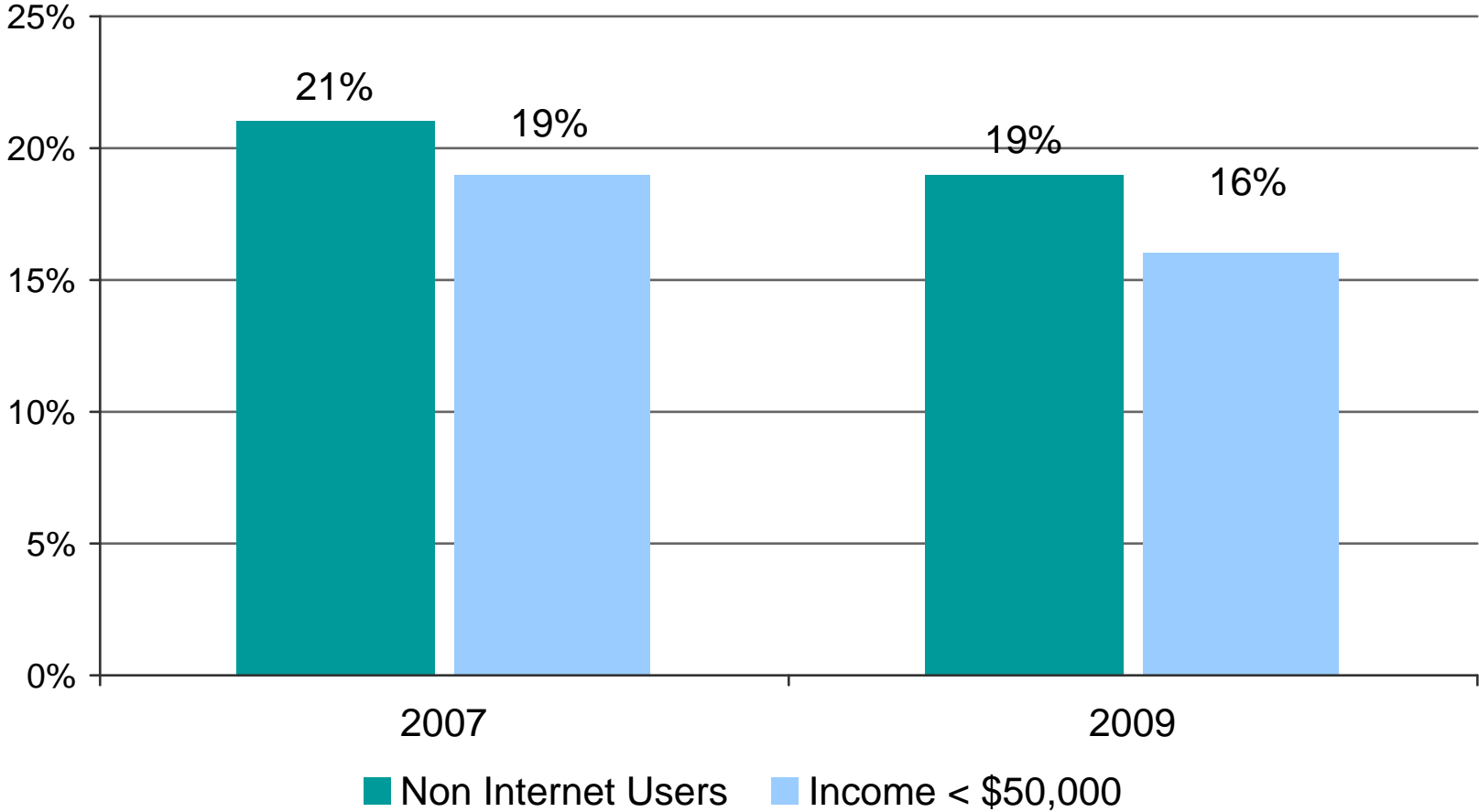
Anti-Semitic propensities among African Americans 1992-2009



The trend is very clear: American “concern” about the influence of Pro-Israel lobbying groups has declined steadily since 1991.

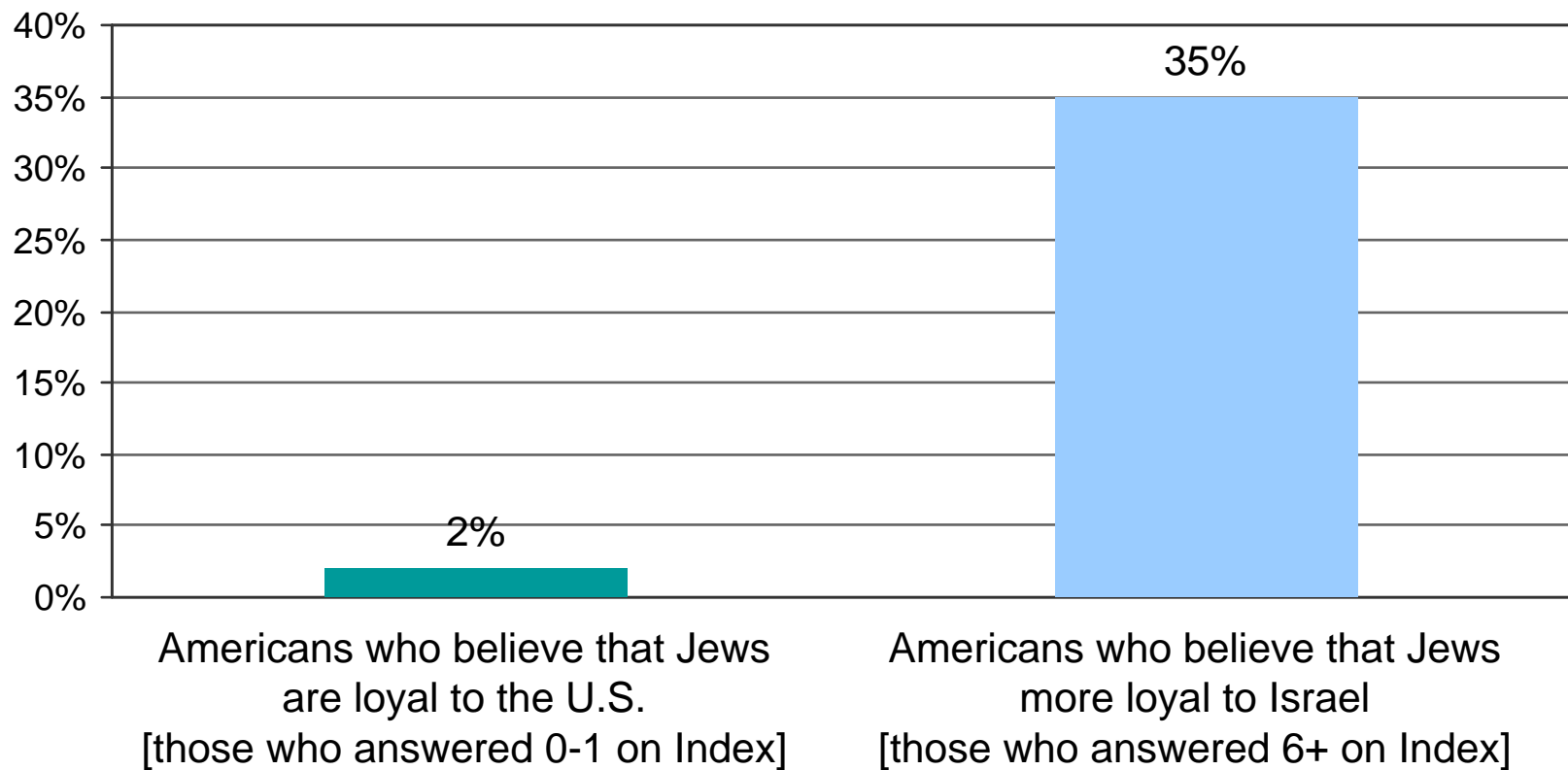


Other demographic cohorts with high levels of anti-Semitic propensities.



Assumptions about Jewish loyalty to the U.S. drive anti-Semitic propensities.

Jews are more loyal to Israel than to America?



Marttila Communications

Washington, DC · Boston, MA

johnmarttila@gmail.com

DC: (202) 249-1466

Boston: (617) 725-1085