

ADL[®] 100

An Anti-Defamation League Survey
1200 Interviews + an Oversample of African-Americans and Hispanics
October 12 – 22, 2013

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 1680 adults between October 12 and October 22, 2013. The base sample is 1,200 plus an oversample of 281 African Americans, and 199 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 1200 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

ANTI-SEMITIC PROPENSITIES: 2013

Anti-Semitic propensities have declined to twelve percent, matching the lowest scores recorded in ADL research on the matter: twelve percent in 1998 and 2009.

- 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.

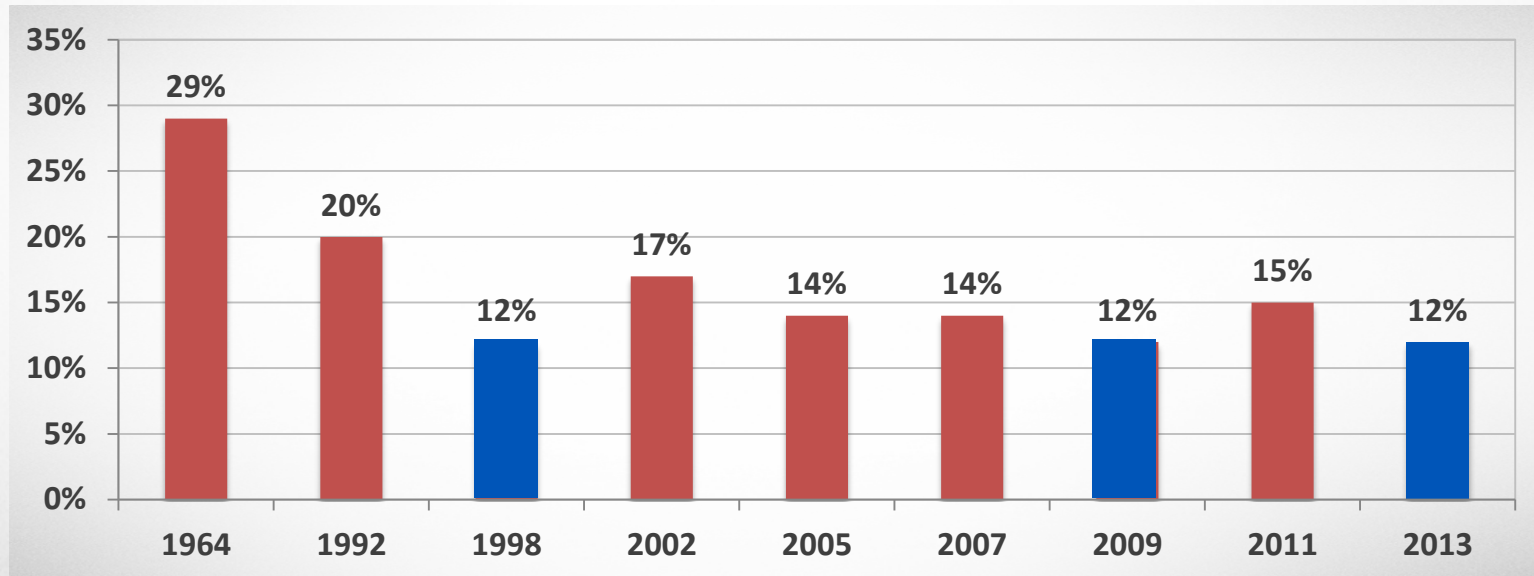


ANTI-SEMITIC PROPENSITIES IN AMERICA 2013



ANTI-SEMITIC PROPENSITIES IN 2013 HAVE DECLINED TO TWELVE PERCENT, MATCHING THE LOWEST SCORES RECORDED BY ADL RESEARCH – IN 1998 AND 2009.

Anti-Semitic Propensities in the United States 1964-2013



ANTI-SEMITIC PROPENSITIES ARE MEASURED BY AN 11-QUESTION INDEX, DEVELOPED BY ADL NEARLY 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 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.

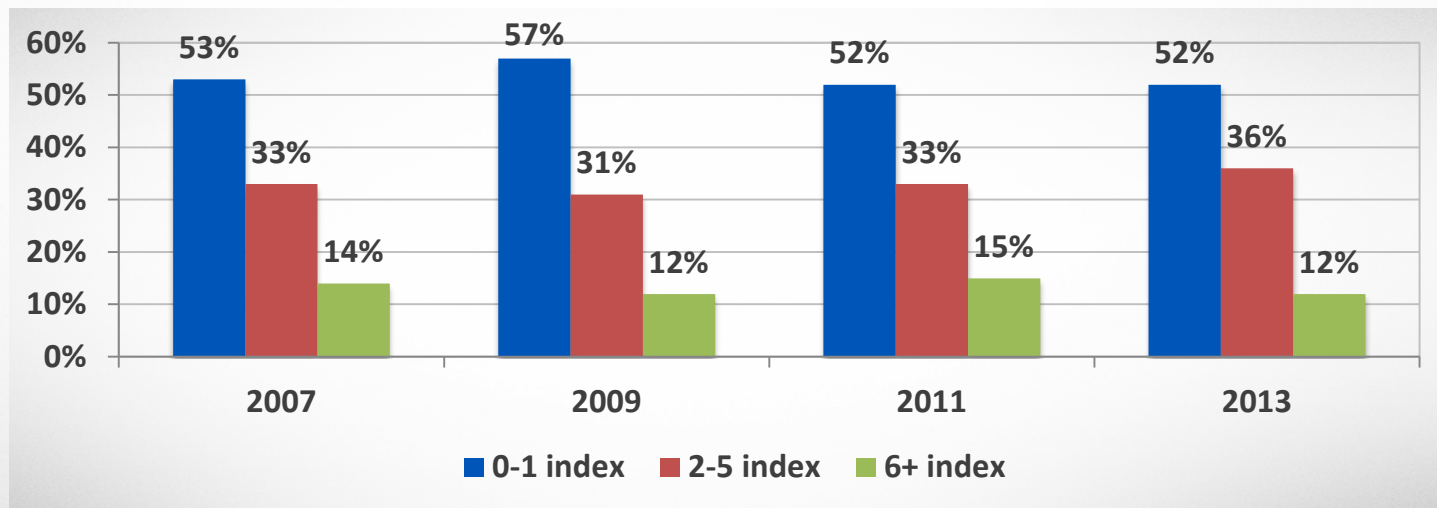


THE ADL INDEX CATEGORIZES AMERICANS BASED ON HOW MANY INDEX QUESTIONS THEY THOUGHT WERE “PROBABLY TRUE.”

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

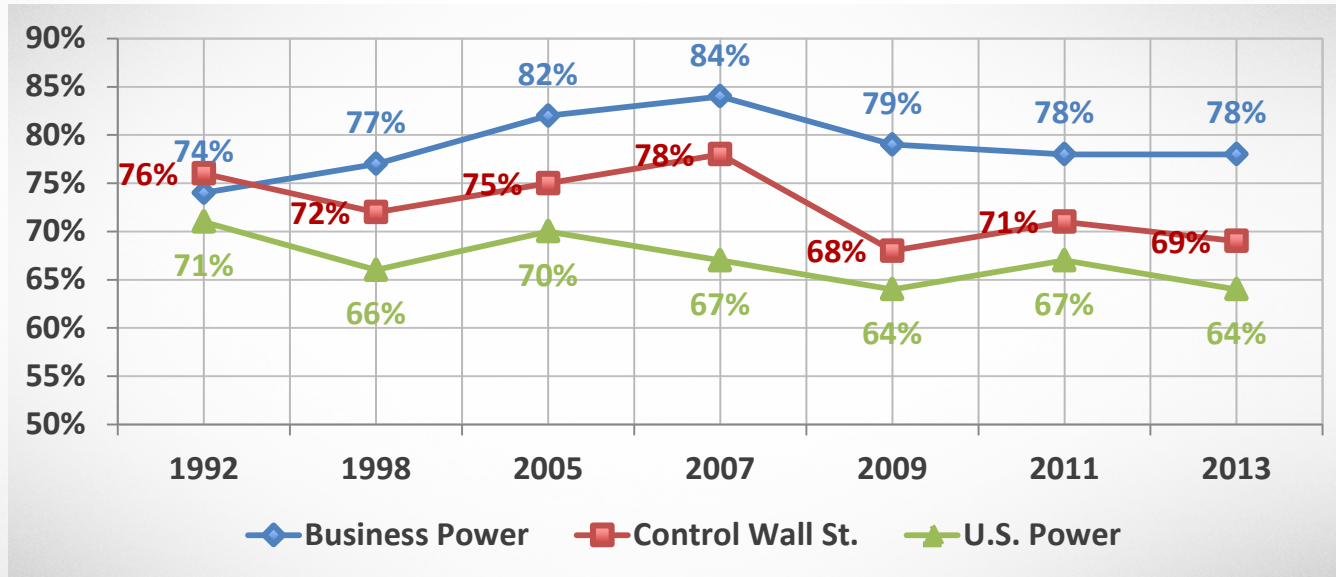
2-5 Range: Those neither prejudiced or unprejudiced

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



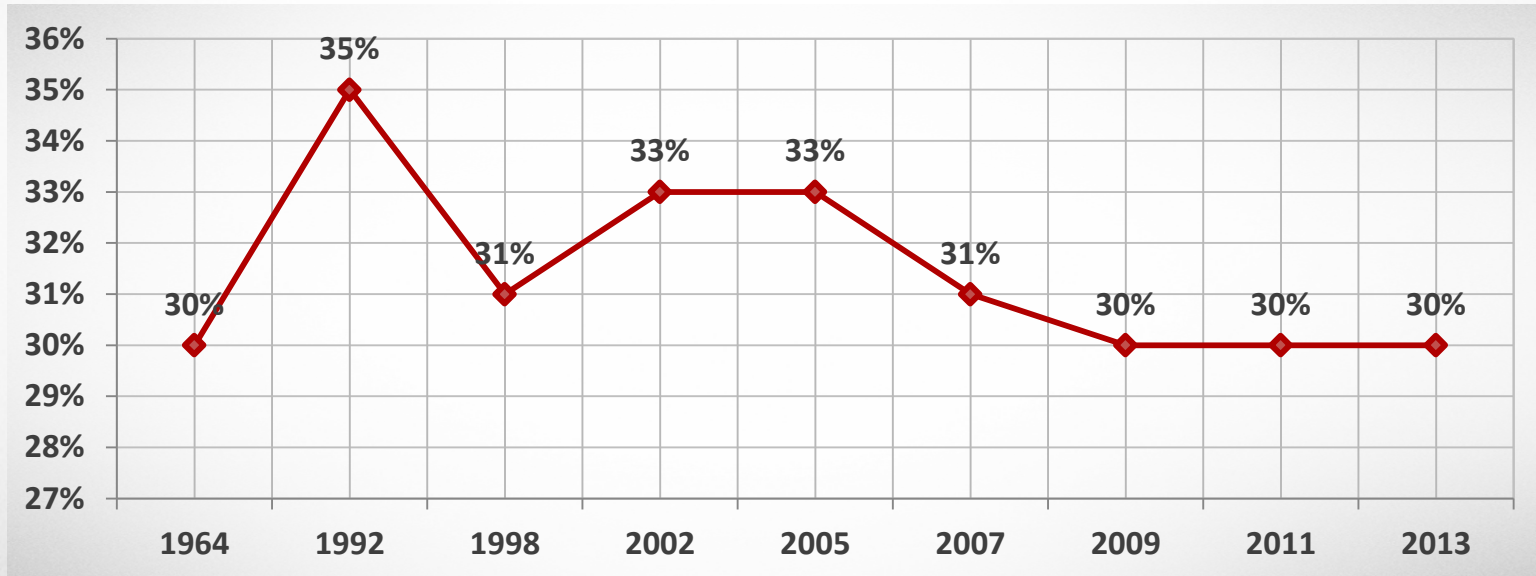
CONCERNS ABOUT JEWISH POWER DRIVE ANTI-SEMITIC PROPENSITIES.

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



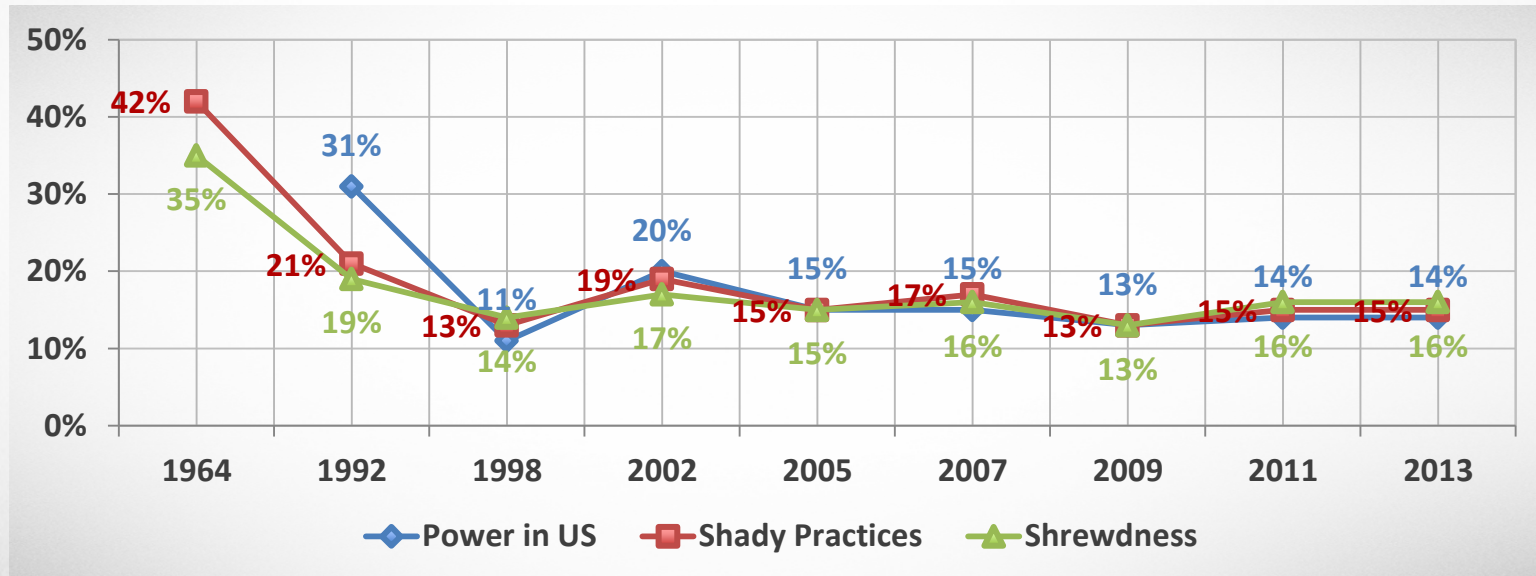
SINCE 1964, 30 PERCENT OF AMERICANS HAVE CONSISTENTLY BELIEVED THAT JEWS ARE MORE LOYAL TO ISRAEL THAN TO AMERICA, DESPITE THE CHANGING MAKEUP OF THE U.S. POPULATION.

Percentage of Americans who believe Jews are more loyal to Israel than to America, 1964 - 2013



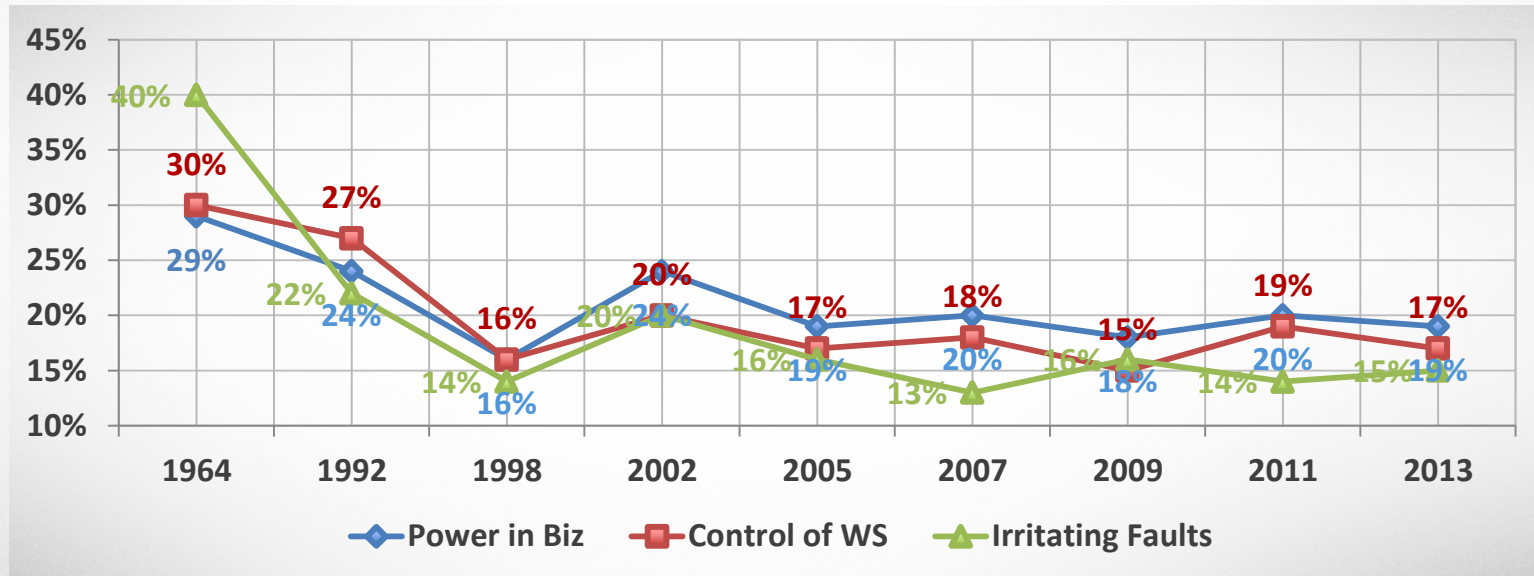
TOTAL NUMBER OF AMERICANS AGREEING WITH KEY INDEX QUESTIONS.

Percent of Americans who answered, "Probably True."



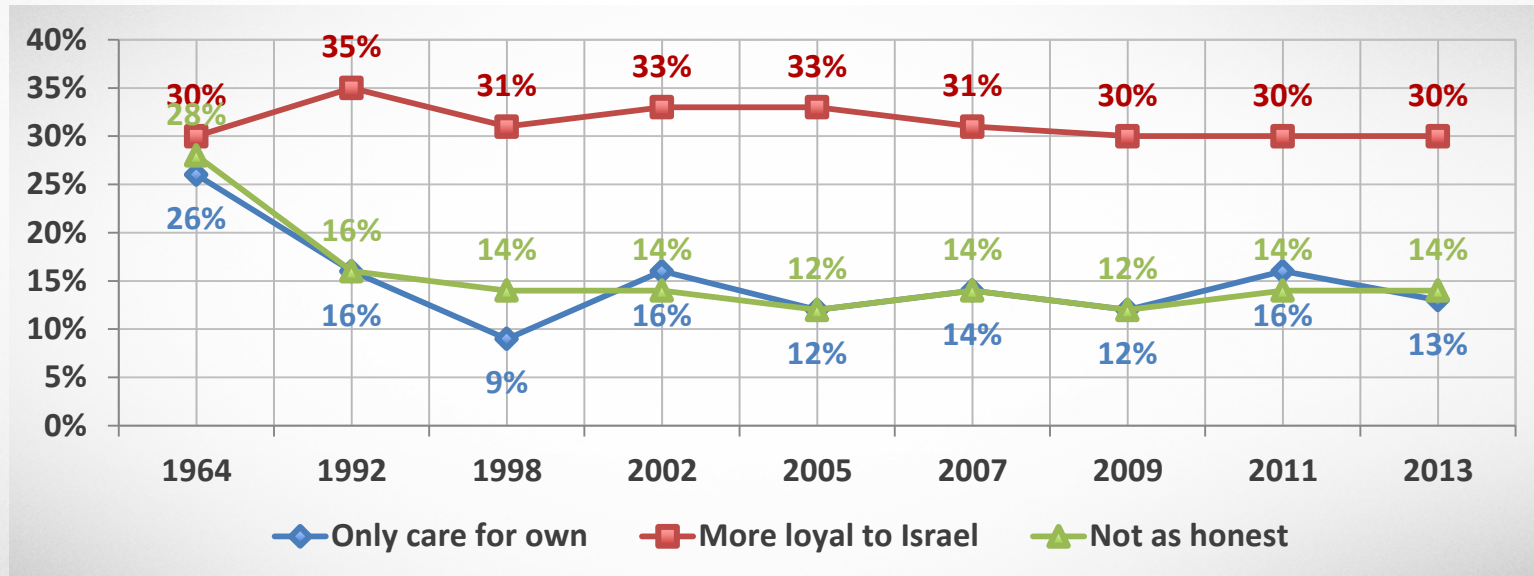
TOTAL NUMBER OF AMERICANS AGREEING WITH KEY INDEX QUESTIONS.

Percent of Americans who answered, "Probably True."



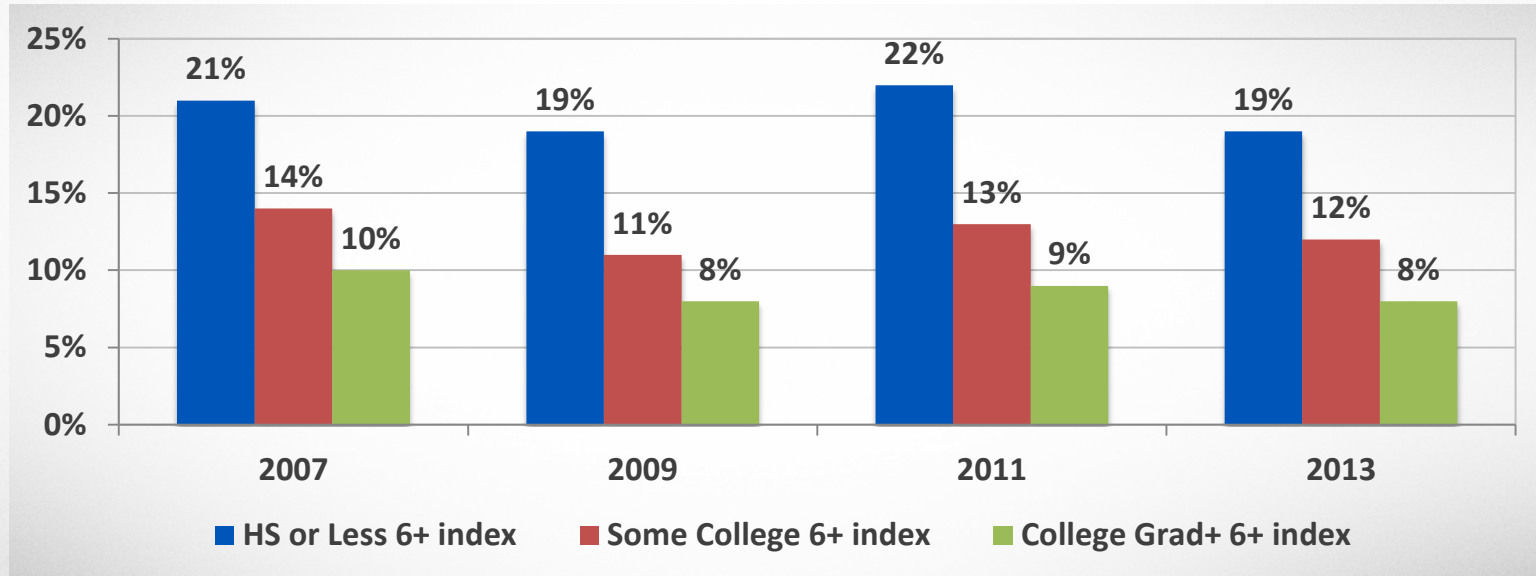
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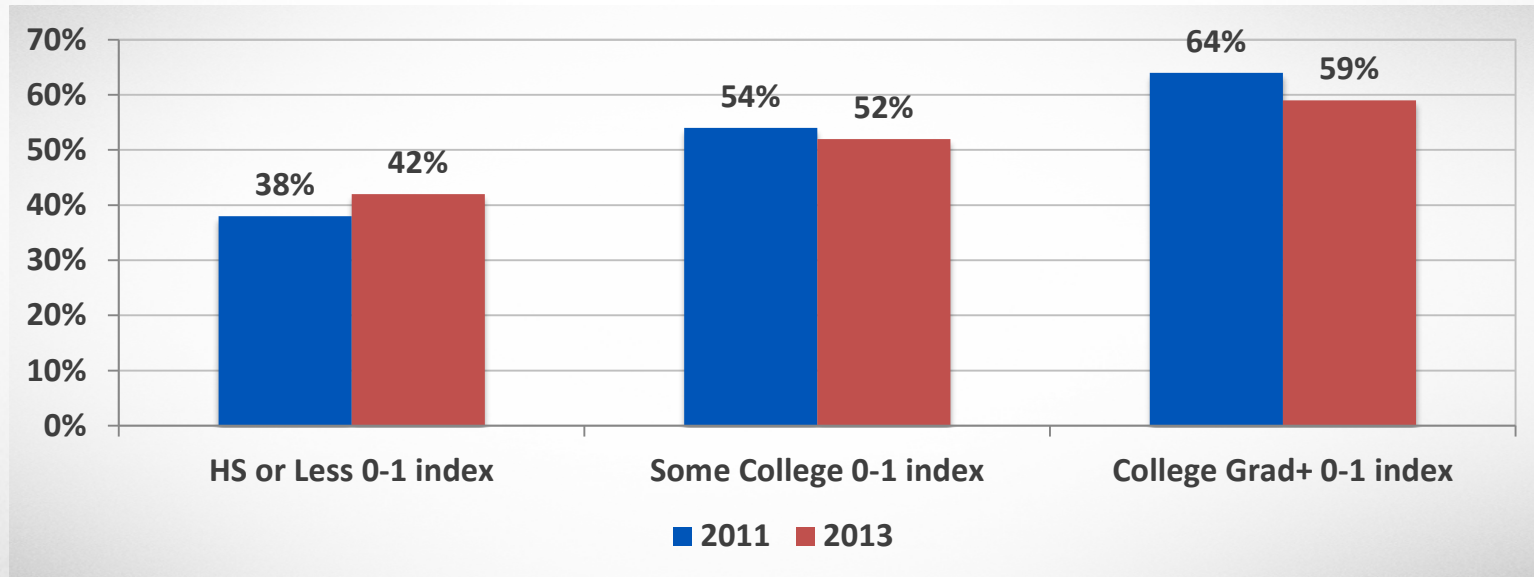
THE MOST EDUCATED AMERICANS ARE MUCH LESS LIKELY TO HOLD ANTI-SEMITIC VIEWS.

Well educated Americans are the most tolerant



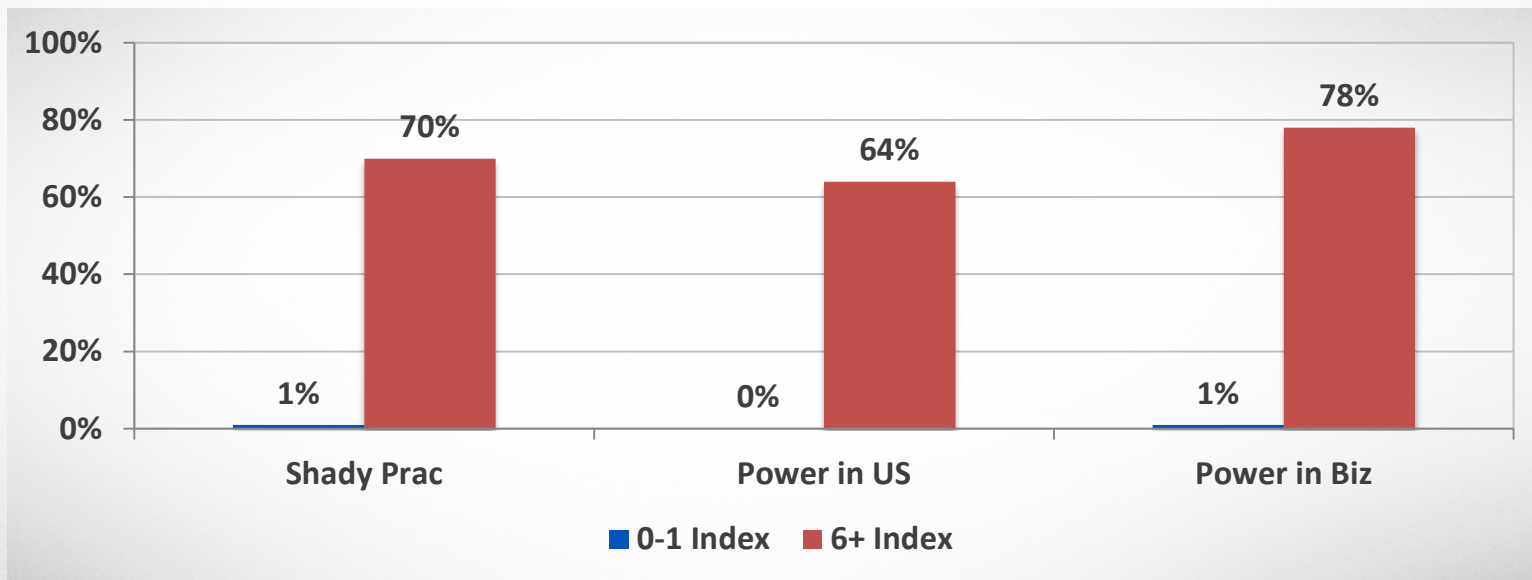
HIGHER LEVELS OF EDUCATION INEVITABLY LEAD TO GREATER TOLERANCE.

Well educated Americans are remarkably free of anti-Semitic attitudes



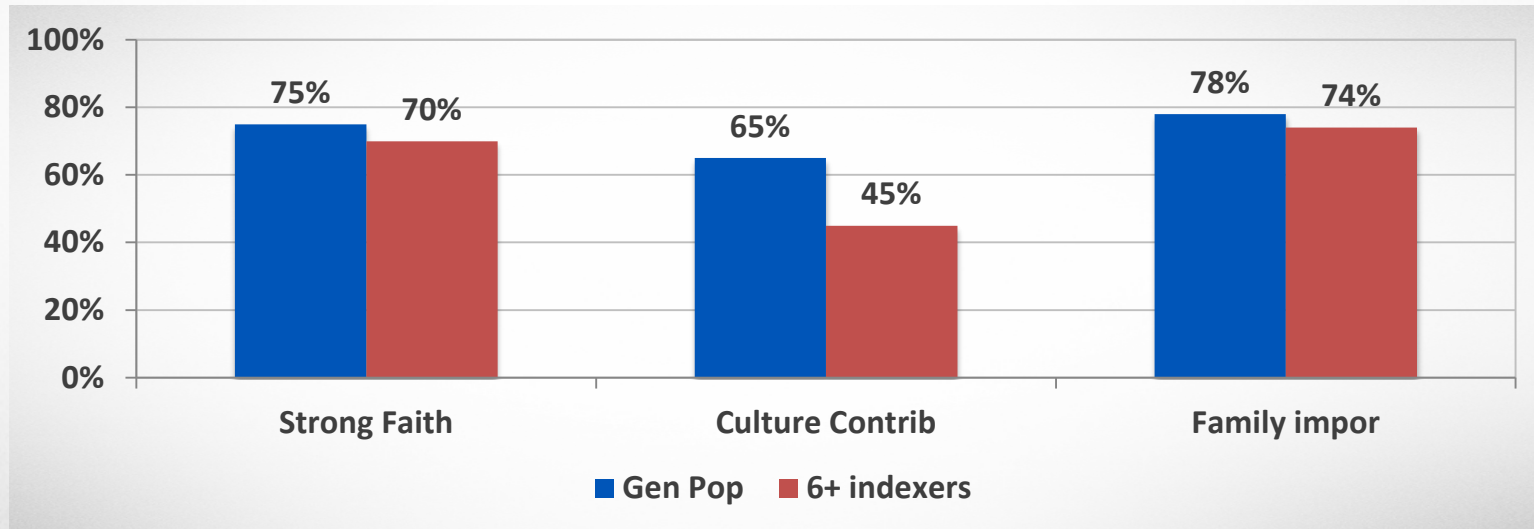
THE 50 PERCENT OF AMERICANS WHO SCORED 0-1 ON THE INDEX ARE REMARKABLY FREE OF ANTI-SEMITIC VIEWS.

Americans in the 0-1 category on key index questions.



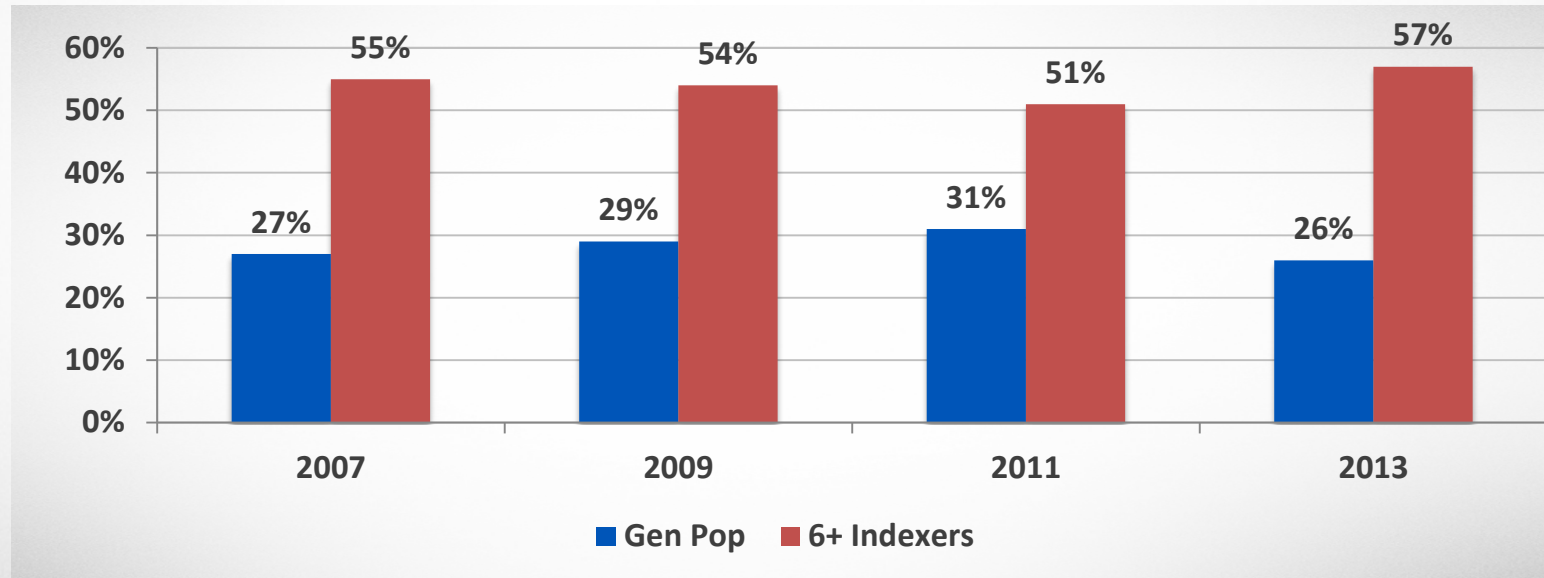
JEWS ARE HELD IN HIGH REGARD ON MANY CORE BELIEFS OF THE AMERICAN PEOPLE.

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



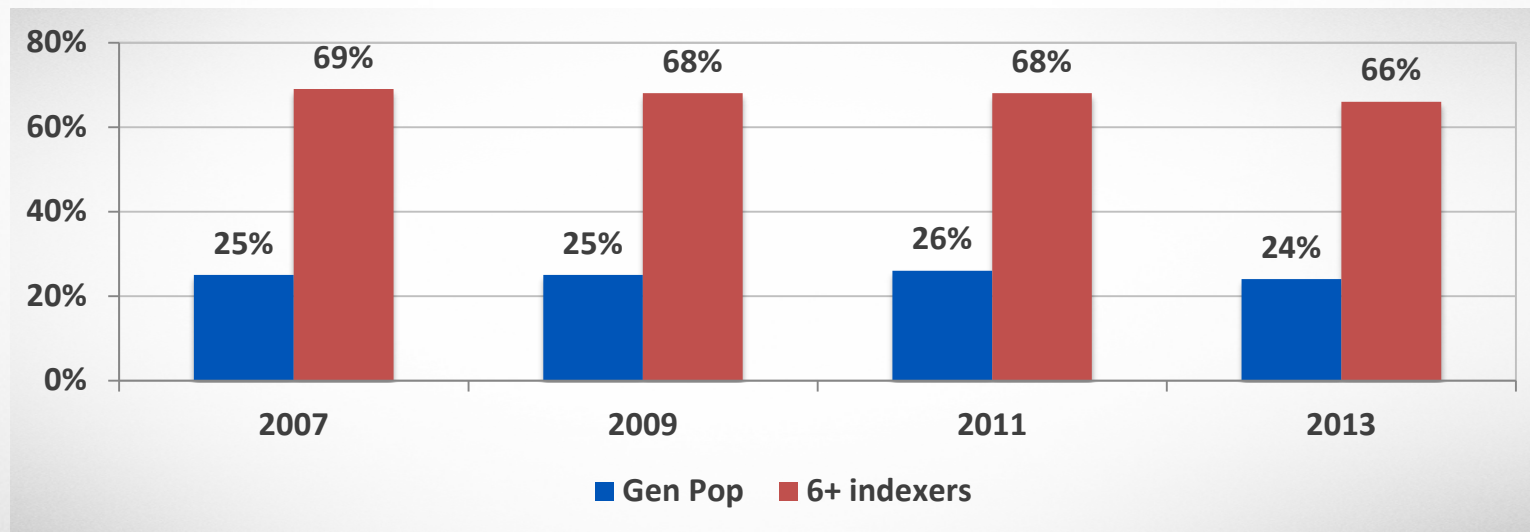
ONE FOURTH OF AMERICANS BELIEVE THAT JEWS WERE RESPONSIBLE FOR THE DEATH OF CHRIST.

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



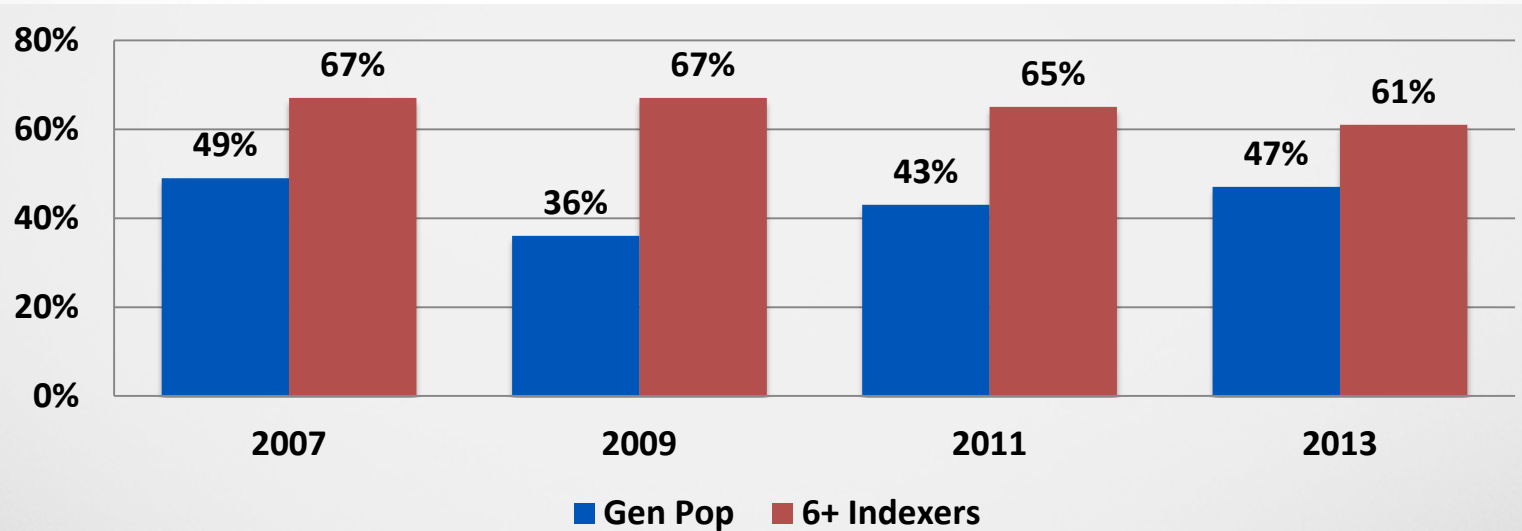
A QUARTER OF AMERICANS CONTINUE TO BELIEVE JEWS STILL TALK TOO MUCH ABOUT WHAT HAPPENED TO THEM IN THE HOLOCAUST.

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



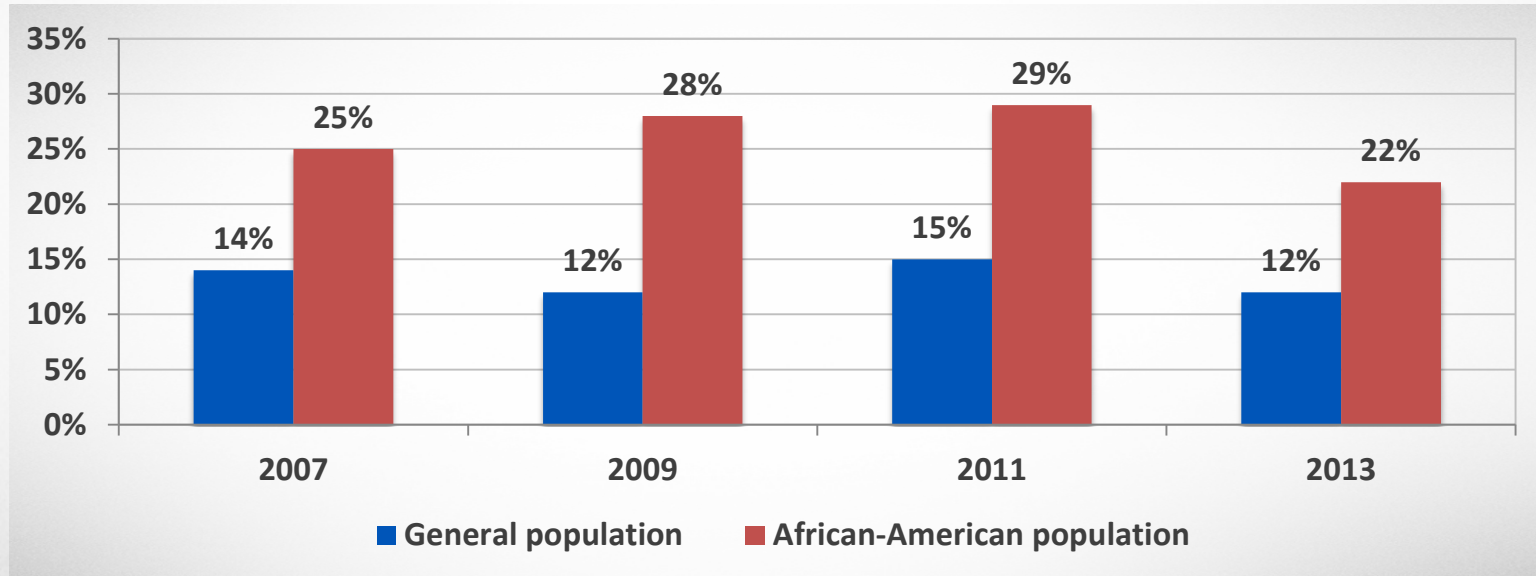
THERE IS A HIGH CORRELATION BETWEEN ANTI-SEMITIC BELIEFS AND BROADER INTOLERANCE.

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



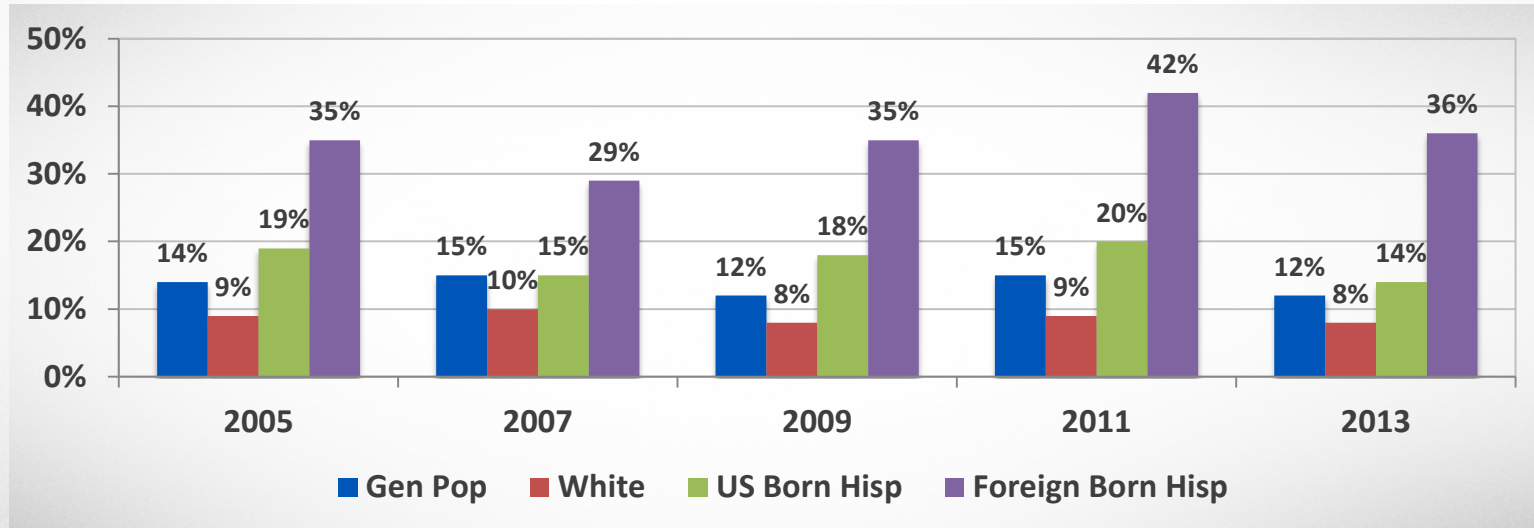
IN THE PAST TWO YEARS, ANTI-SEMITIC VIEWS AMONG THE AFRICAN AMERICAN POPULATION HAVE DECLINED, BUT REMAIN HIGHER THAN THE GENERAL POPULATION.

Anti-Semitic propensities among African-Americans, 1992 - 2013



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.



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?”

