

THE MARTTILA COMMUNICATIONS GROUP



American Attitudes on Religion, Moral Values and Hollywood

AN ANTI-DEFAMATION LEAGUE SURVEY

1,000 INTERVIEWS – OCTOBER, 2008

Two demographically representative split samples of 500 interviews



Methodology

On behalf of the Anti-Defamation League, Marttila Communications conducted a national telephone survey on October 26, 2008. For those questions that were answered by all 1,000 respondents, the survey has a margin of error of +/- 3.09 percent.

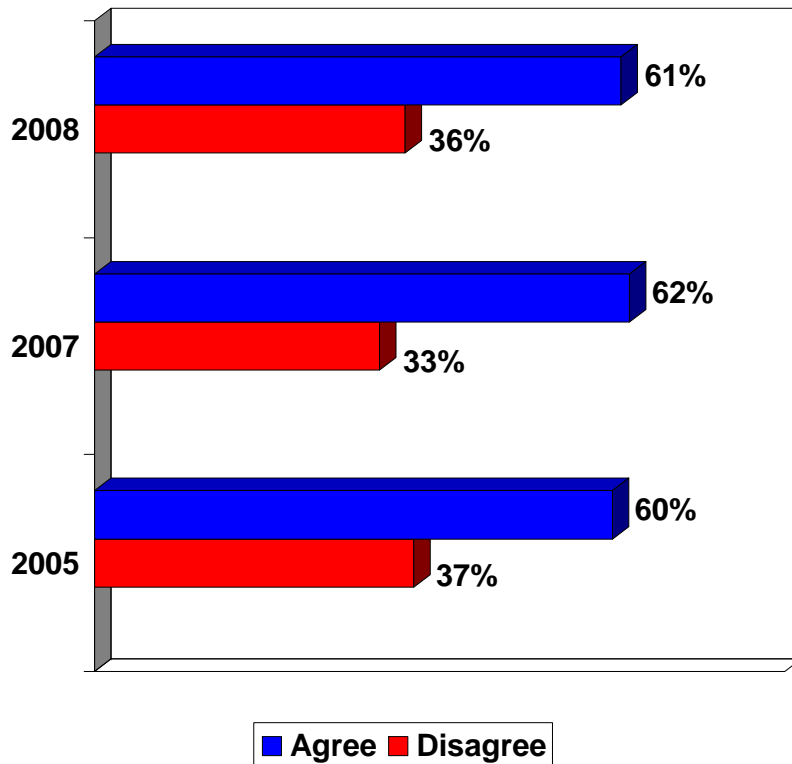
For many questions, the survey used the technique of “split sampling,” a process in which the 1,000 person sample was split into two demographically representative national samples of 500 respondents each. The margin of error for questions answered by 500 respondents is +/- 4.38 percent.

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.

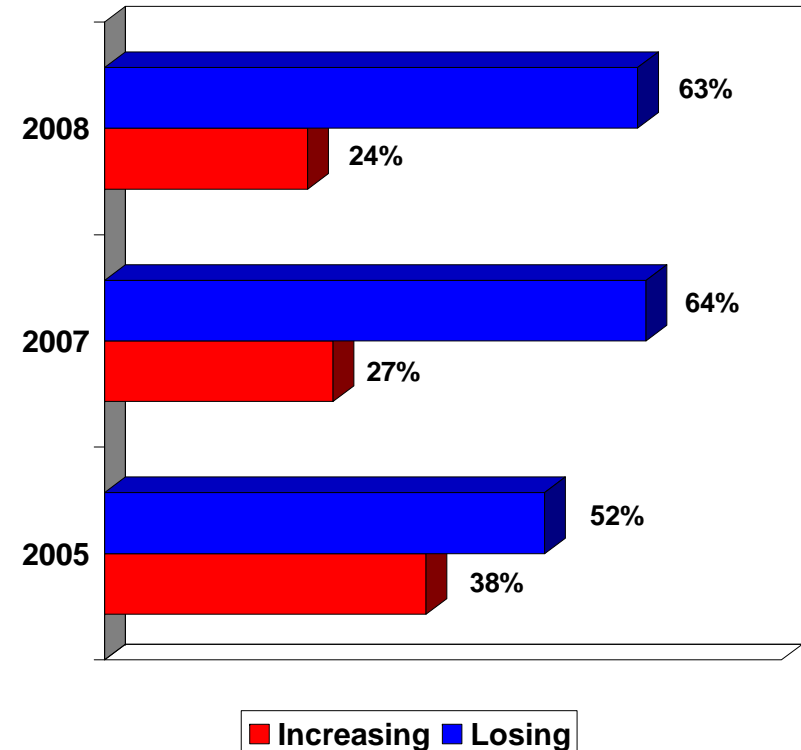


Religion under attack? Losing its influence?

Religious values are under attack in this country.



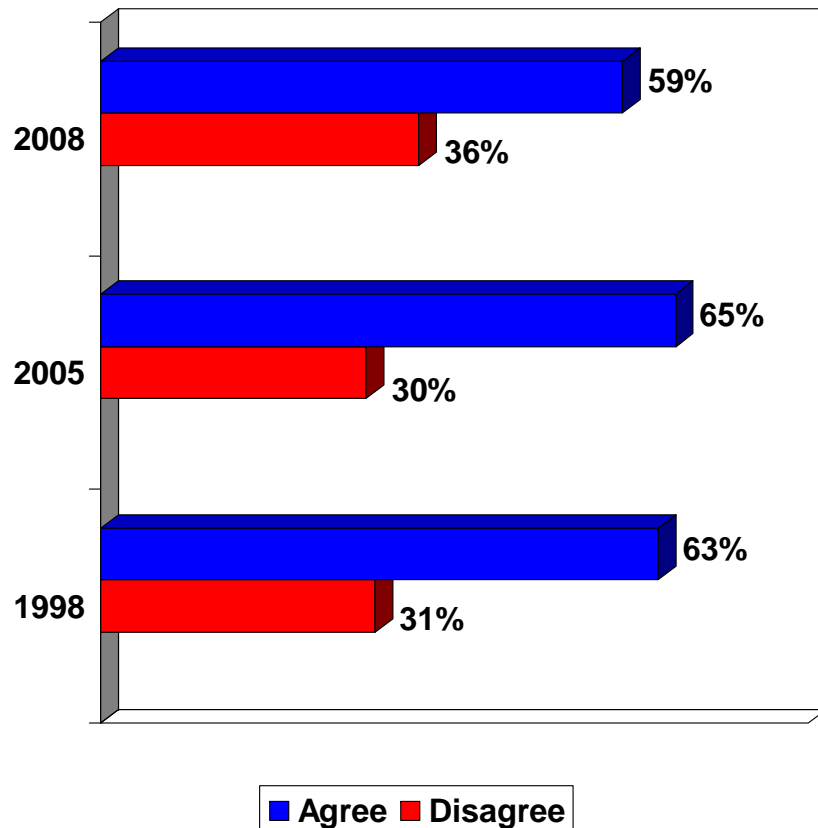
At the present time, do you think religion as a whole is increasing its influence on American life or losing its influence?



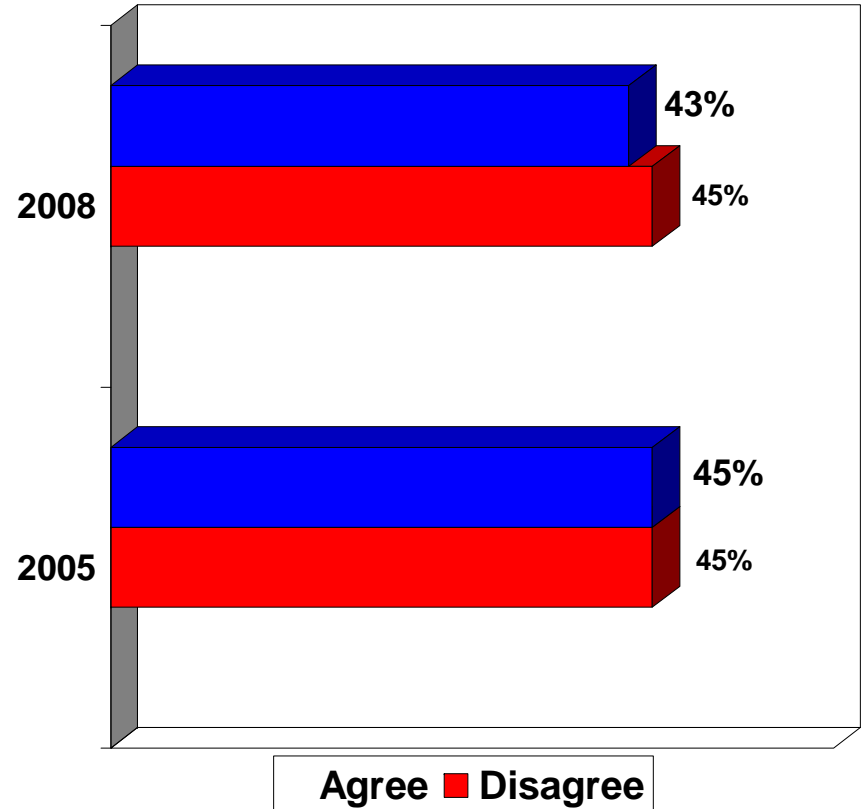


People who run TV networks and major movie studios at odds with American moral values.

The people who run the TV networks and the major movie studios do not share the RELIGIOUS and MORAL values of most Americans.



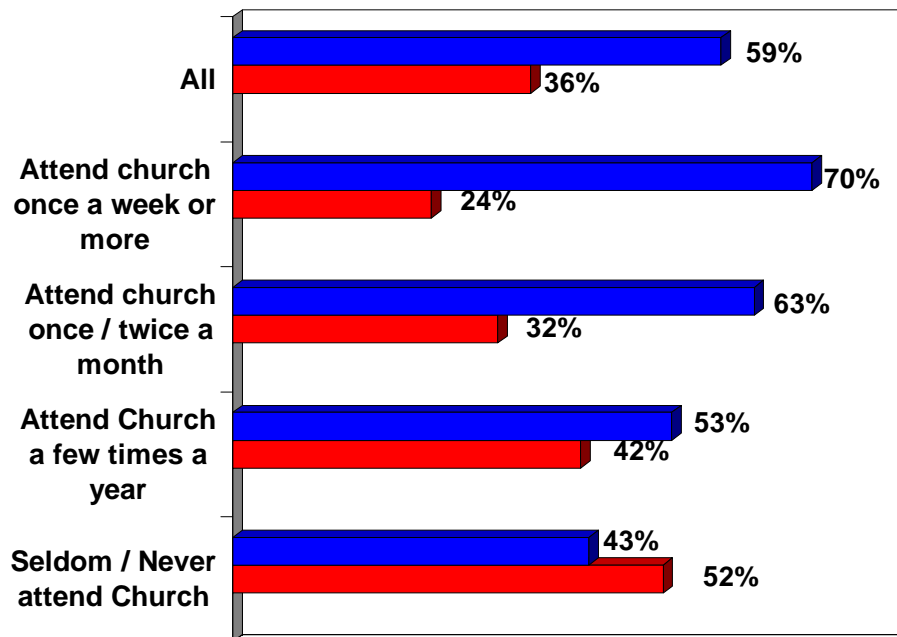
There is an organized campaign by Hollywood and the national media to weaken the influence of religious values in this country.



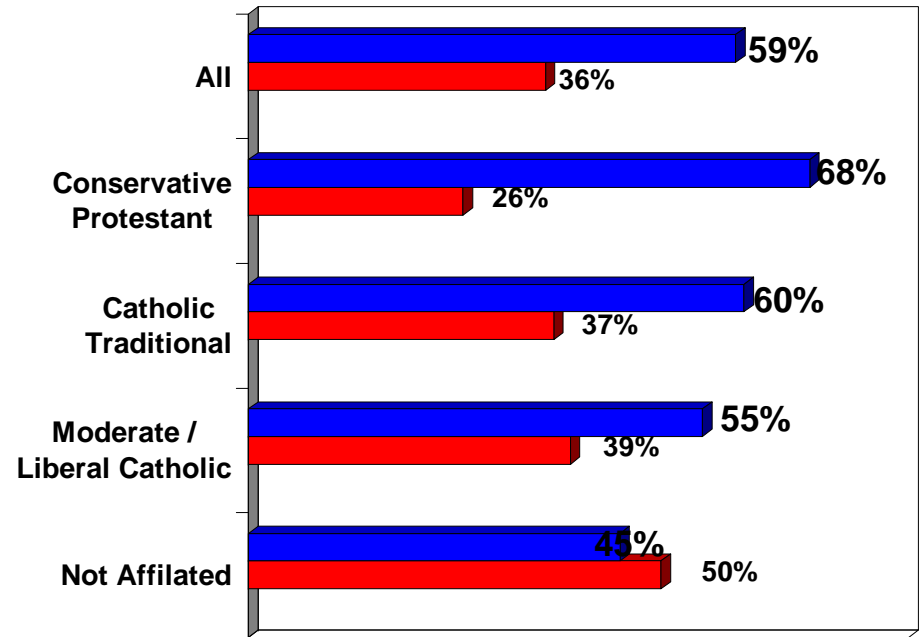


The impact of religious practice and affiliation on views towards Hollywood.

The people who run the TV networks and the major movie studios do not share the religious and moral values of most Americans.



■ Agree ■ Disagree

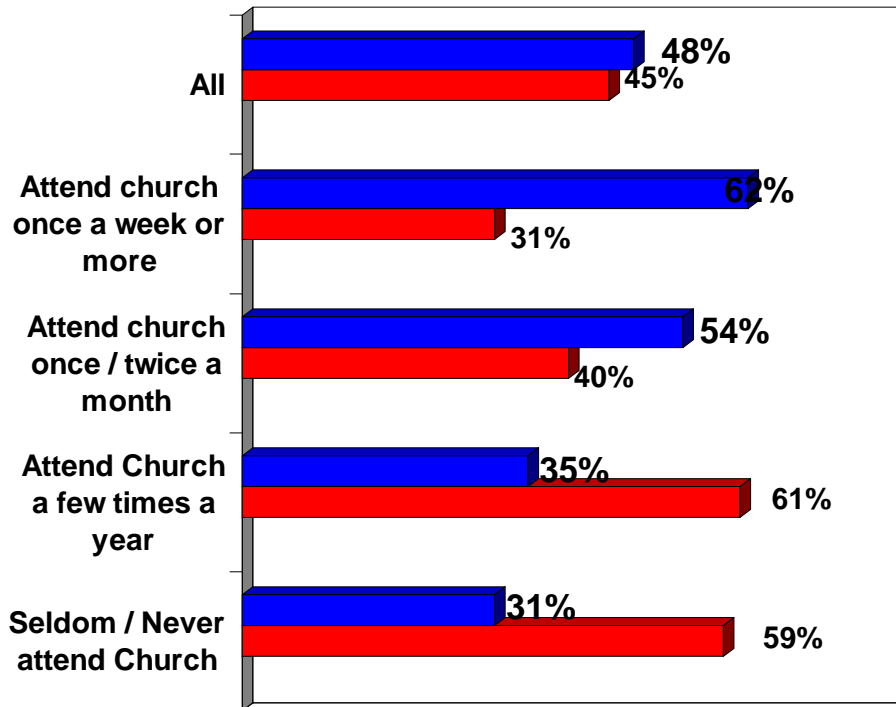


■ Agree ■ Disagree

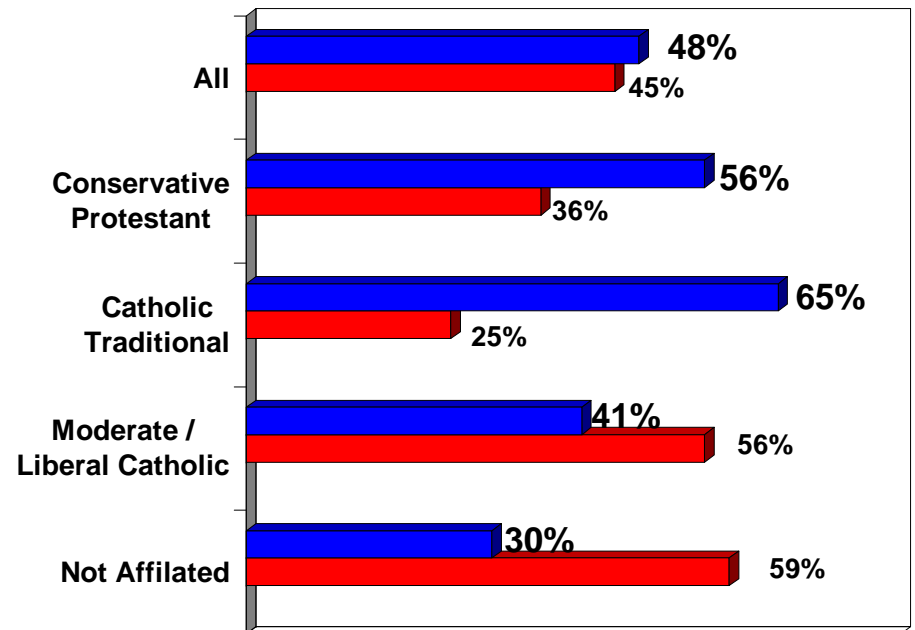


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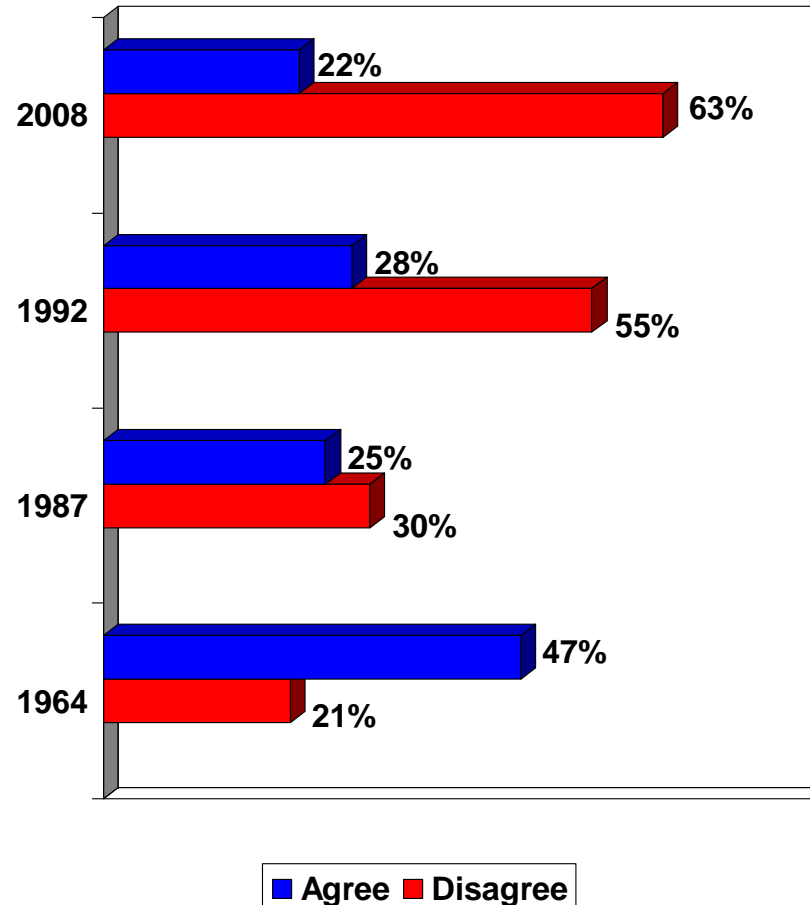


■ Agree ■ Disagree



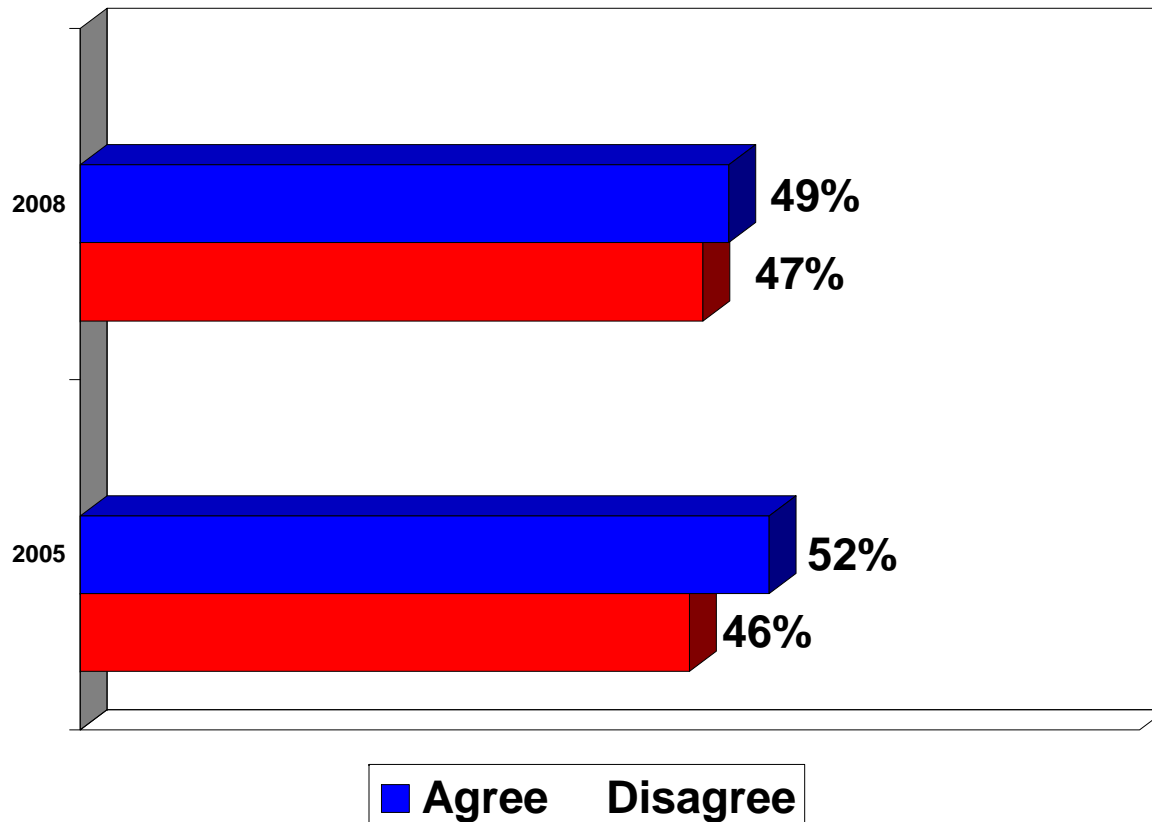
Negative attitudes toward media leaders not an expression of anti-Jewish sentiment.

The movie and television industries are pretty much run by Jews.





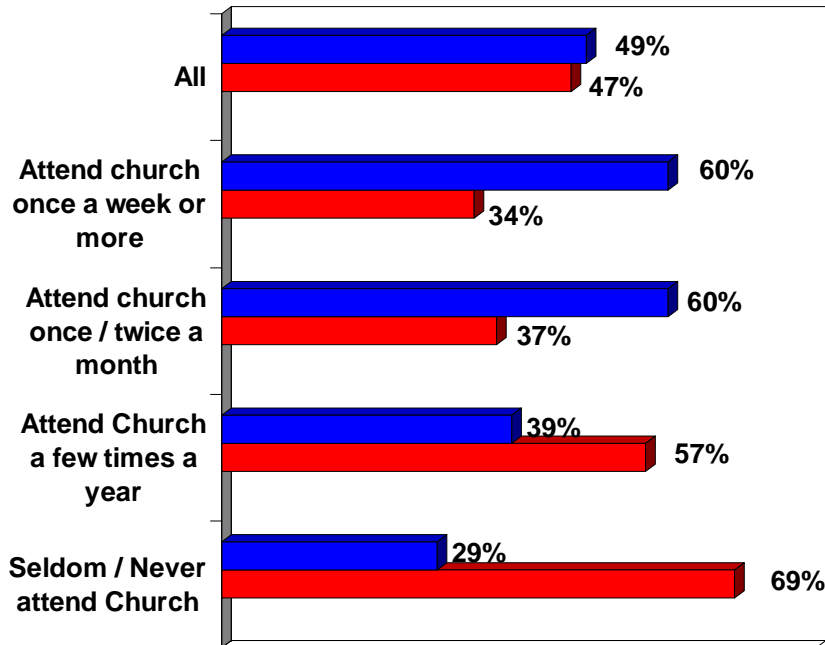
The United States is becoming TOO tolerant in its acceptance of different ideas and lifestyles.



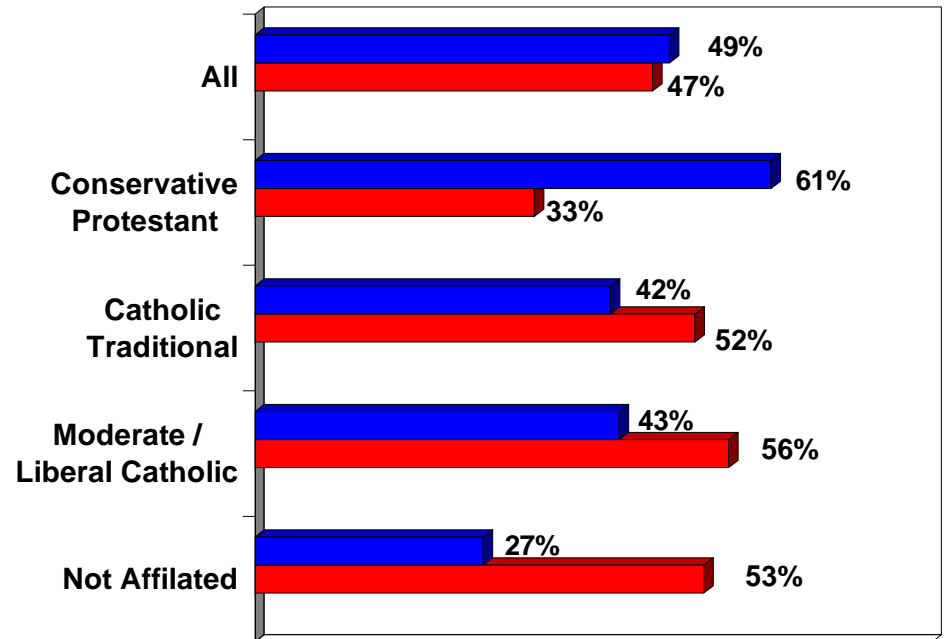


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■ Agree ■ Disagree

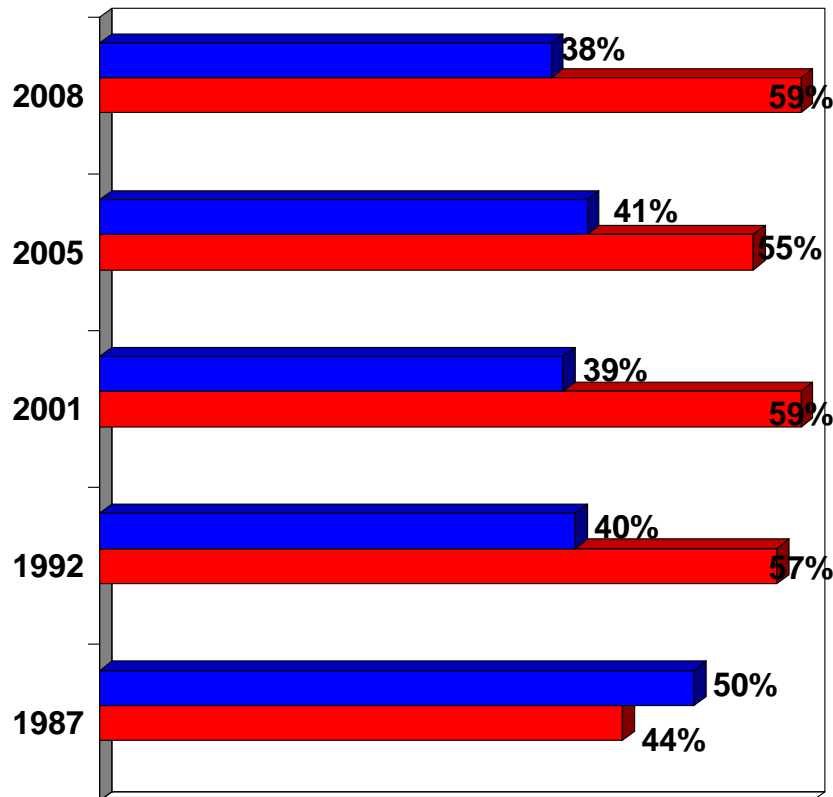


■ Agree ■ Disagree



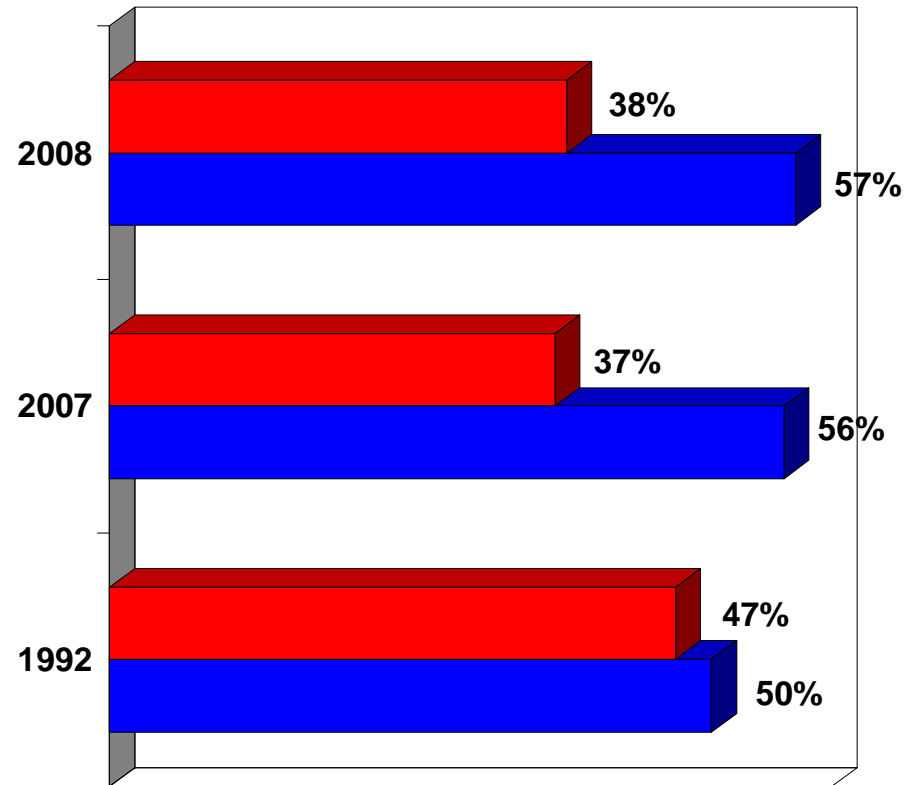
Surprising support for censorship.

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



■ Agree ■ Disagree

Censoring books is an old-fashioned idea.

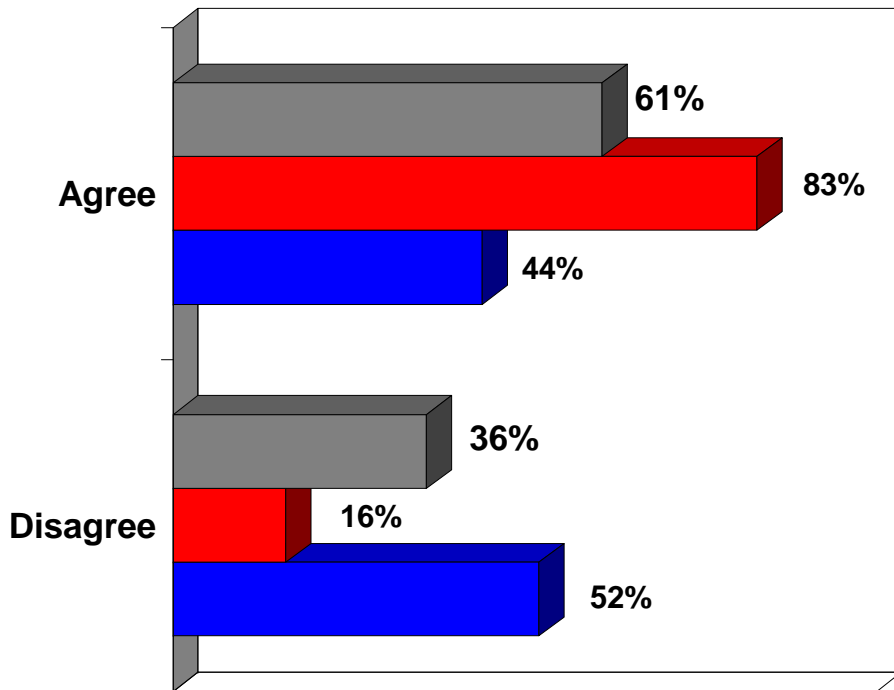


■ Agree ■ Disagree



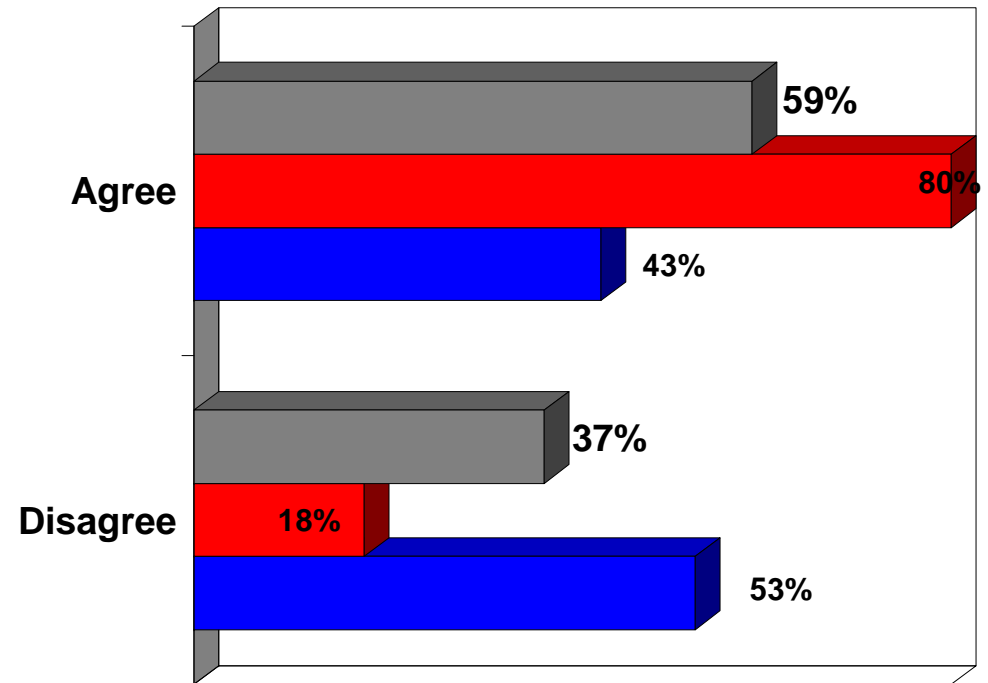
Religion under attack? The views of McCain and Obama voters.

Religious values are under attack in this country.



■ Obama Voters ■ McCain Voters ■ All

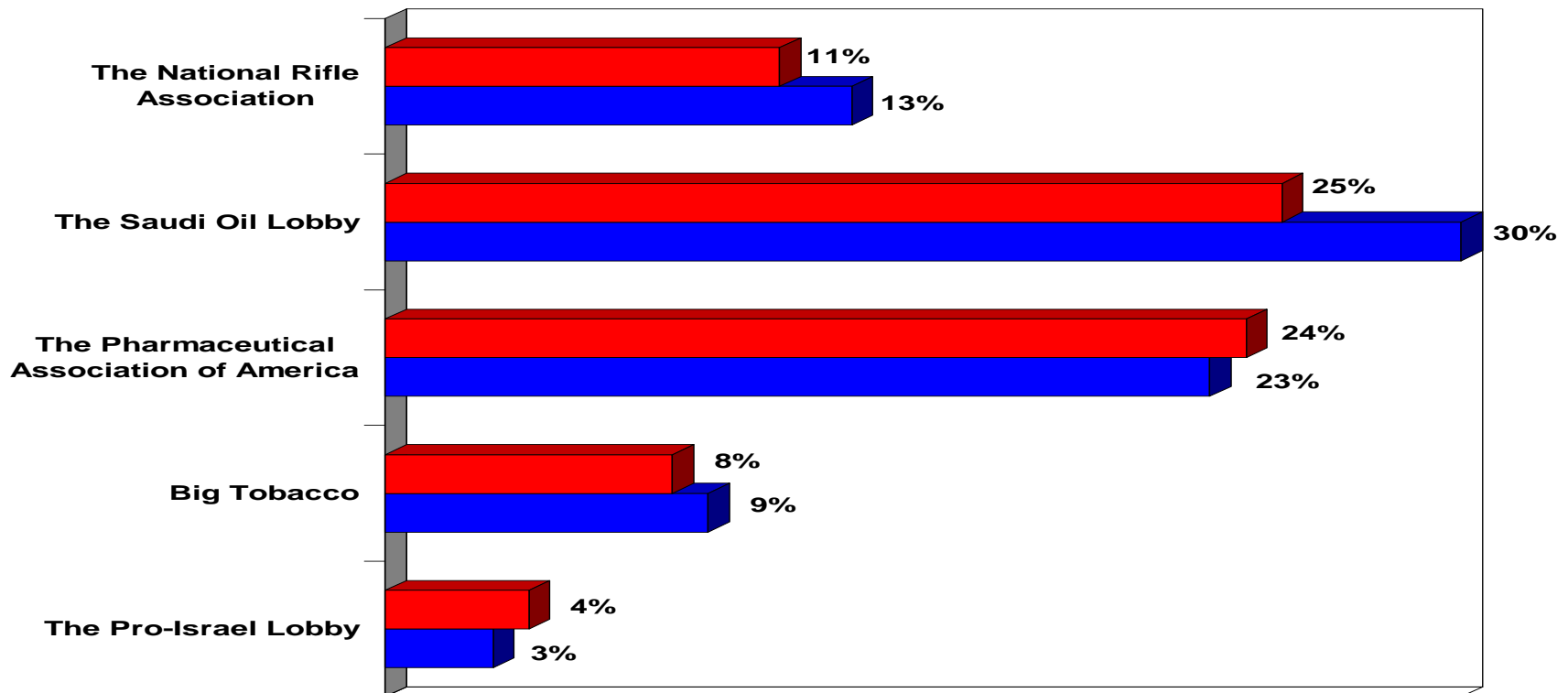
Christian values are under attack in this country.



■ Obama Voters ■ McCain Voters ■ All



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



■ 2007 ■ 2008