

# THE MARTTILA COMMUNICATIONS GROUP



## American Attitudes on Immigration and Diversity

### 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.

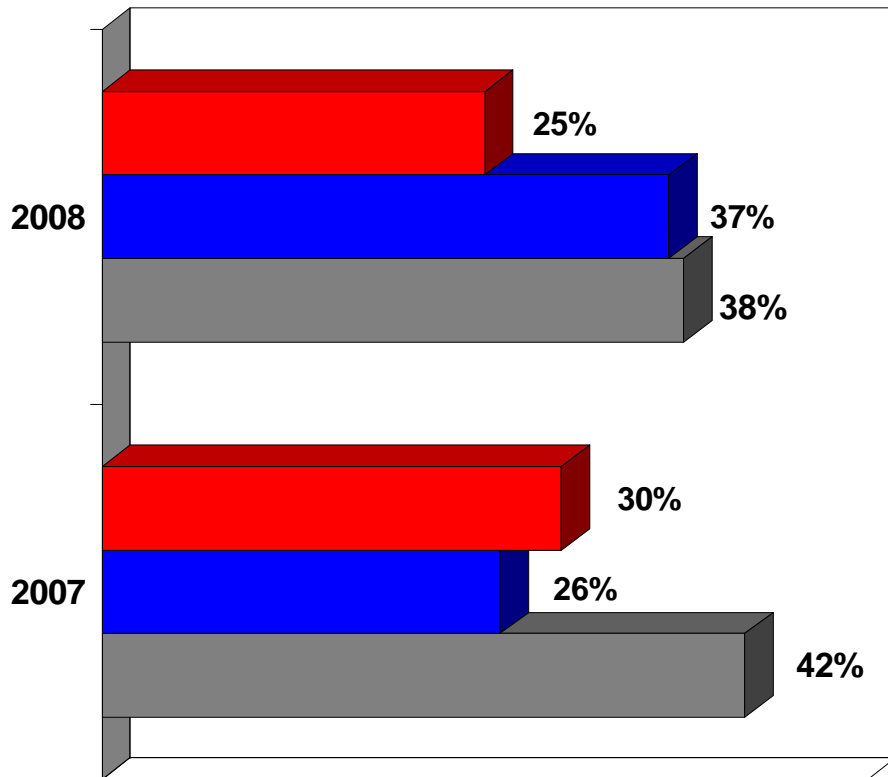
For many questions, the survey used the technique of “split sampling,” a process in which the 1,000 person sample was split into two demographically representative national samples of 500 respondents each. The margin of error for questions answered by 500 respondents is +/- 4.38 percent.

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.

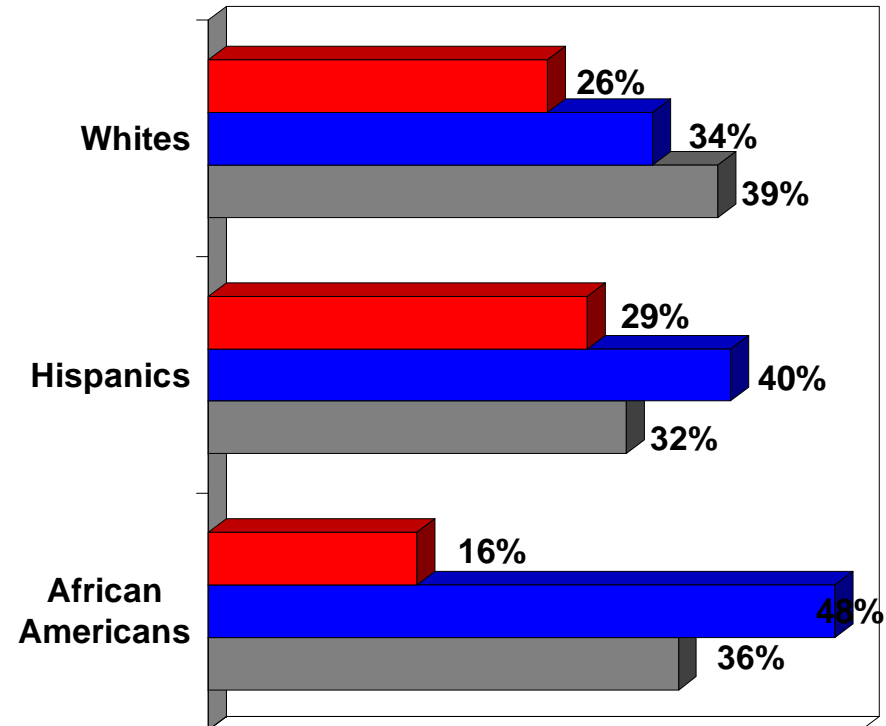


# Profound economic concern, especially among Hispanics and African Americans.

Compared to five years ago, would you say you are better off financially, worse off financially or about the same?



■ About the Same ■ Worse off ■ Better off

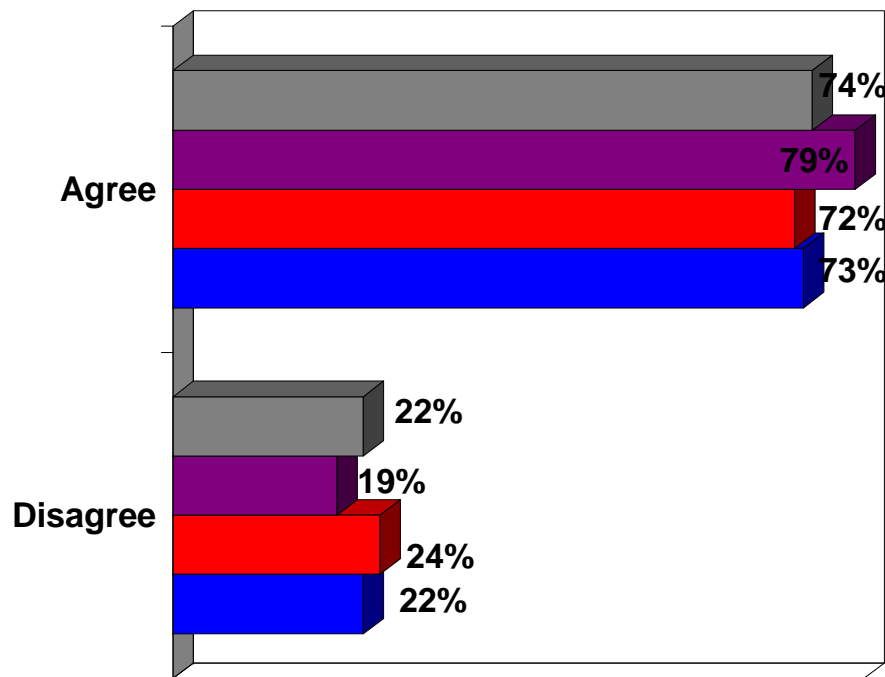


■ About the Same ■ Worse off ■ Better off



# Wall Street Leaders not trusted.

Wall Street financial leaders do not care  
about the economic well being of average  
Americans.

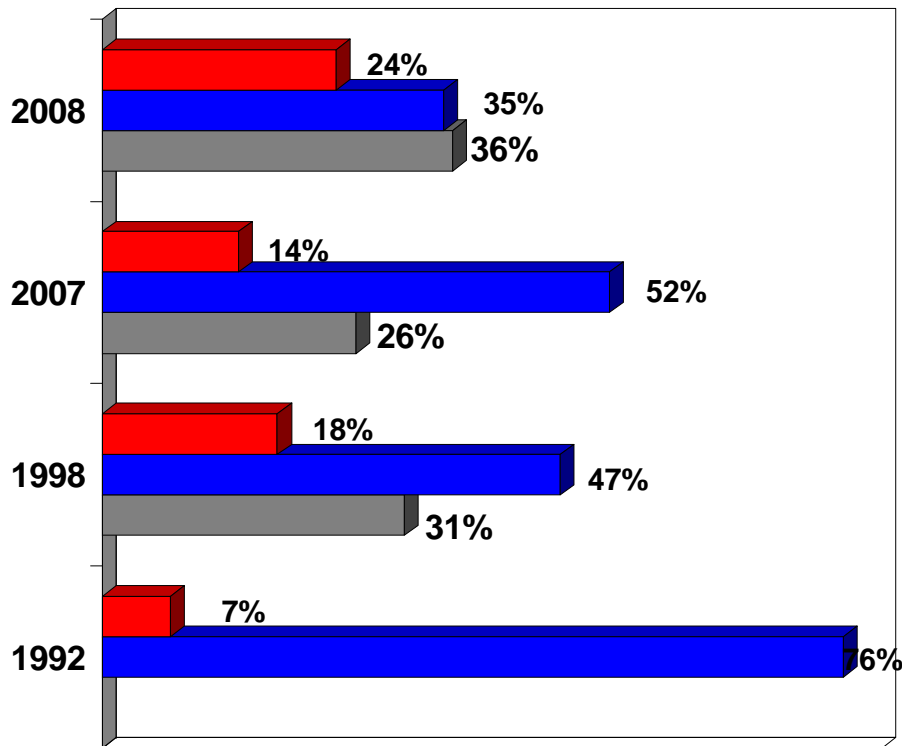


■ Democrats ■ Republicans ■ Independents ■ All



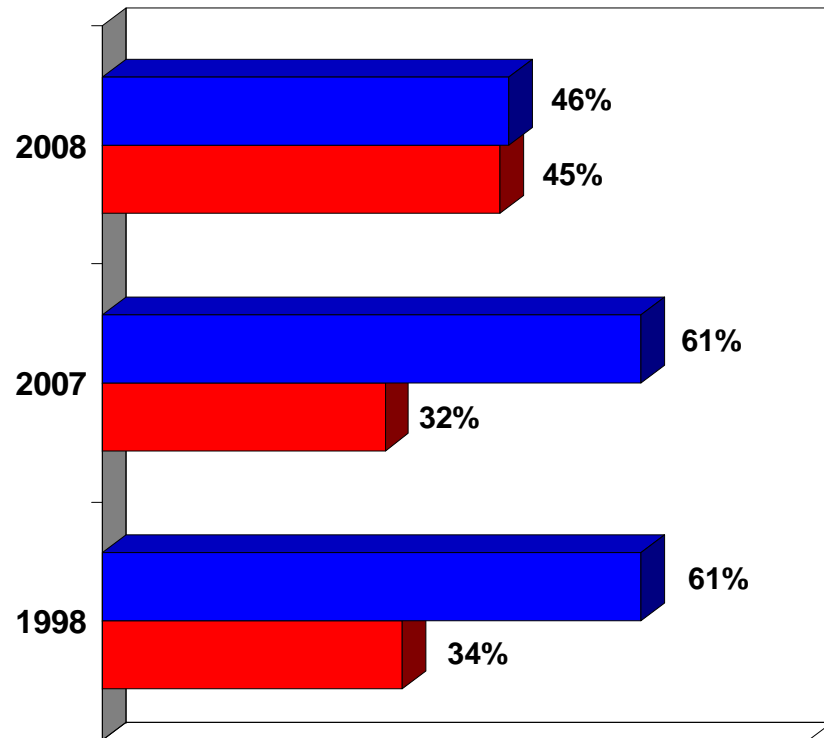
# Steep decline in concern about racial tensions.

Over the past several years, do you feel there has been an increase, a decrease, or no change in the level of tension between different racial and ethnic groups in American society?



■ No Change ■ Increase ■ Decrease

Do you believe this is a temporary increase in racial and ethnic tension, or is the U.S. heading into a long-term period of increasing racial and ethnic tension?

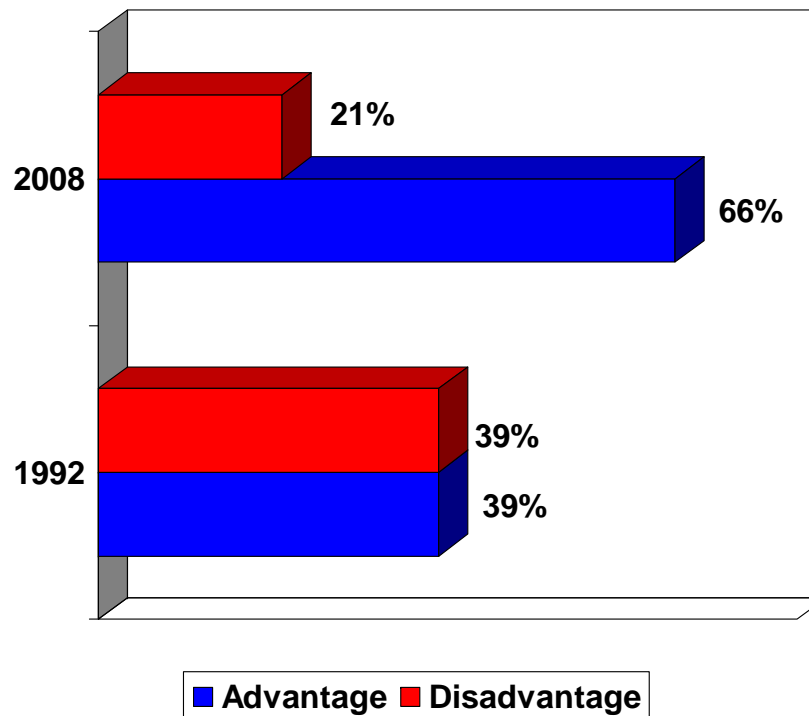


■ Temporary ■ Long Term



# Americans now believe U.S. minority population an economic advantage.

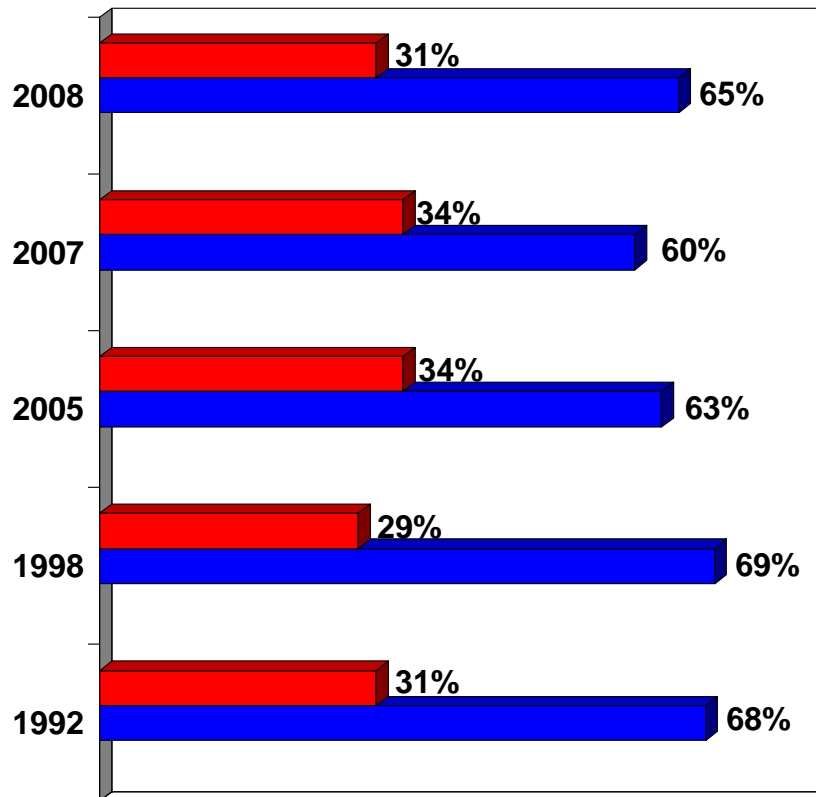
African Americans, Hispanics and other minorities in the U.S. now make up MORE than one-fourth of the entire U.S. population. In terms of building a strong economy that can compete against the rest of the world do you think this growth in the minority population will be an **ADVANTAGE** for America or a **DISADVANTAGE**?





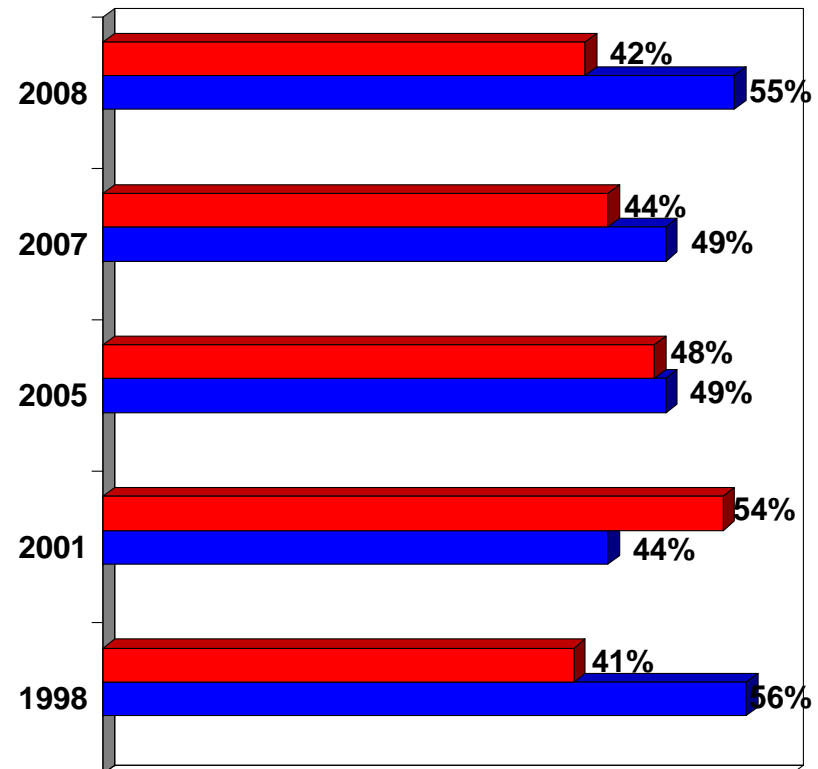
# Americans do not begrudge immigrant success stories, but many worry about the practical impact.

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



■ Agree ■ Disagree

Immigrants today are a burden on our economy because they take our jobs, housing and healthcare.

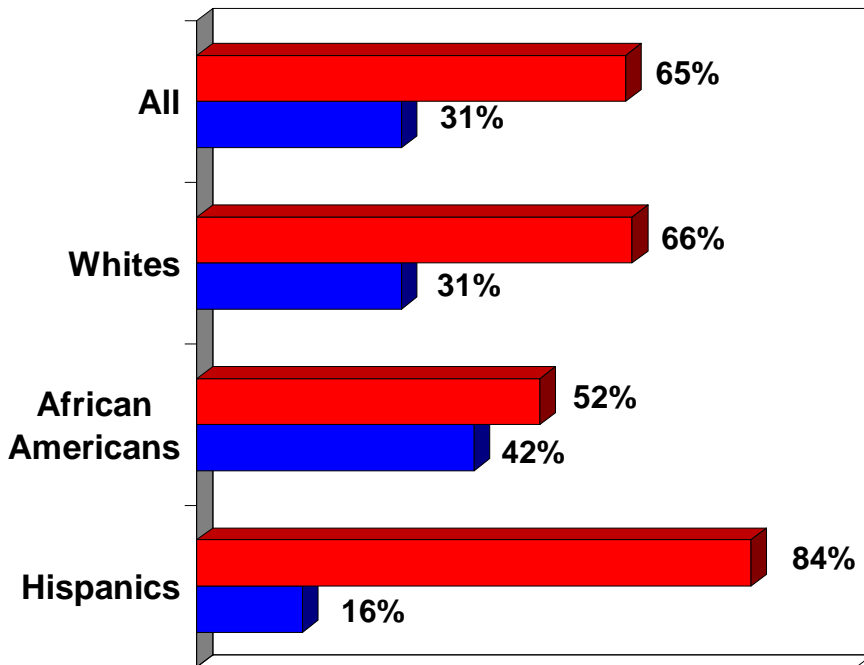


■ Agree ■ Disagree



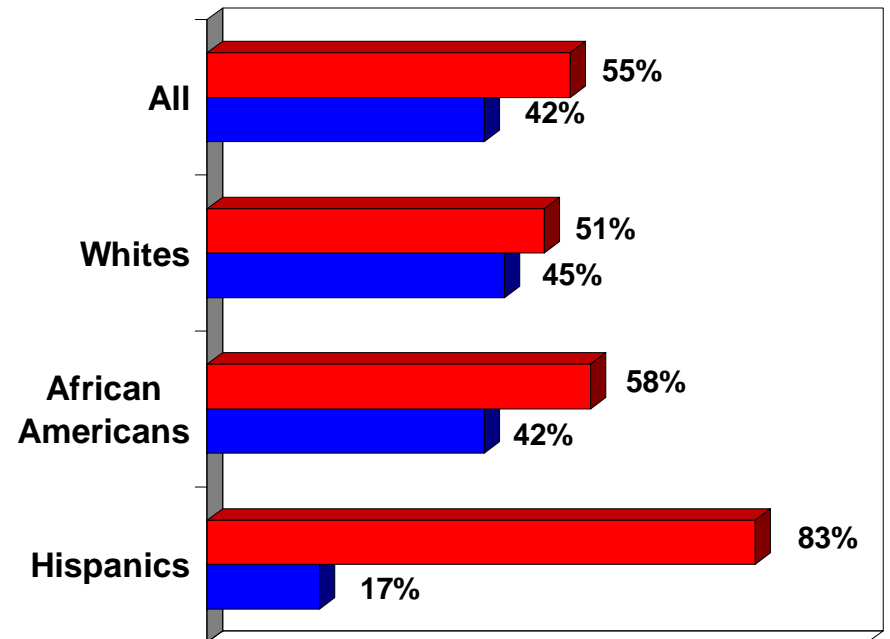
# Not surprisingly, Hispanics have different views on immigration.

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



■ Agree ■ Disagree

Immigrants today are a burden on our economy because they take our jobs, housing and healthcare.

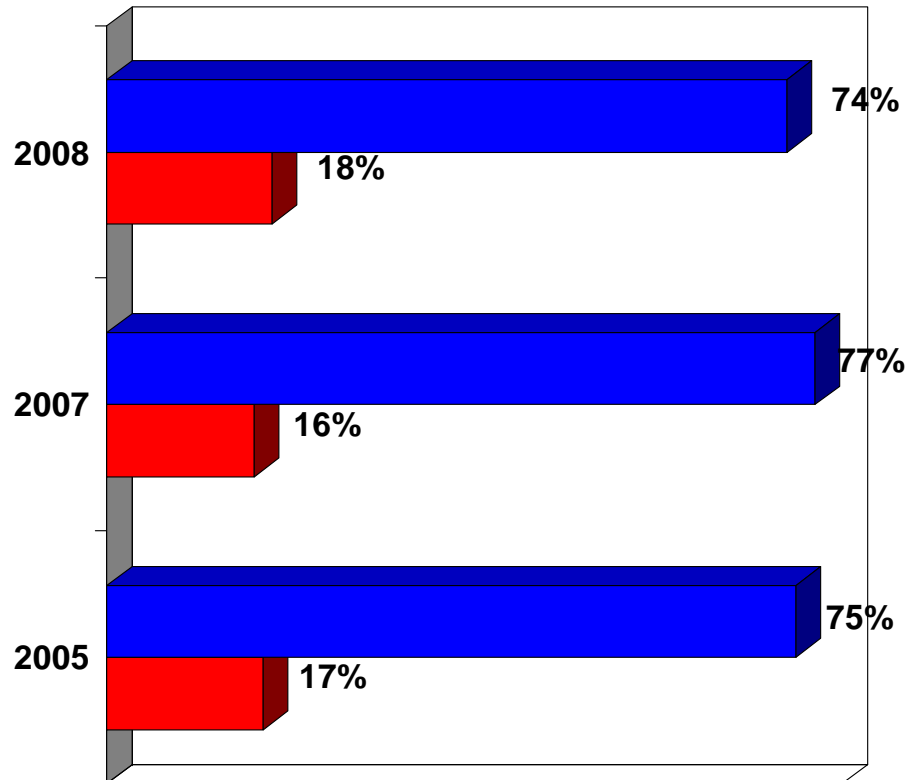


■ Agree ■ Disagree



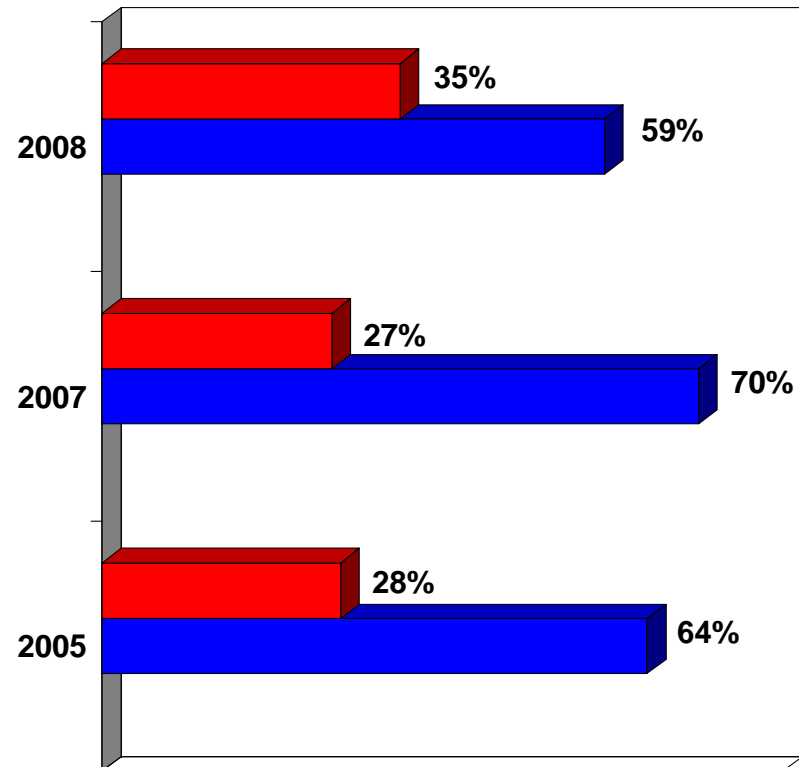
# Americans believe students do better in diverse environments.

Students do better attending schools with a racially and ethnically diverse student body.



■ Disagree ■ Agree

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



■ Agree ■ Disagree