



# HISPANIC EMERGING LEADERS RESEARCH PROJECT

Prepared for

---

**AJC** American Jewish  
Committee

By:

---

**BENDIXEN  
& AMANDI**  
INTERNATIONAL  
Research | Strategies | Media

**GrassrootsLab**

## HISPANIC EMERGING LEADERS RESEARCH PROJECT EXECUTIVE INTERVIEW METHODOLOGY

---

Bendixen & Amandi International was pleased to provide American Jewish Committee (AJC) with customized qualitative research to unearth attitudes among Latinos ages 18-40 in the United States with regard to the American Jewish community, as well as attitudes vis-à-vis the State of Israel. This report combines that research with input from GrassrootsLab and its founding Principal Mike Madrid, a nationally recognized expert in Latino voting trends.

The project consisted of 125 in-depth executive interviews, with 25 completed interviews taking place in each of 5 selected cities. The process began with the identification of preferred target markets for the interviews to take place in, as well as the profile of the individuals invited to participate. After consultation with AJC leadership the following metropolitan areas were selected for inclusion in the project: Chicago, Houston, Los Angeles, Miami, & New York.

AJC leadership was also instrumental in helping to identify a target profile for inclusion in the project, focusing on Hispanics between the ages of 18 and 40 years of age who have been identified as emerging leaders in each market. Utilizing the metropolitan areas selected and the preferred target profile our team was able to source contact information for individuals qualified to participate.

Our first step was to populate a universe of more than 20,500 names some of which were provided by AJC, with the balance being sourced by B&A. Survey participants were selected from that initial pool of more than 20,500 potential respondents, with between 3,500 to 4,700 Young Hispanic Leaders or Expected Leaders in each of the 5 MSA markets to ultimately achieve 25 completed interviews per market and a total of 125 completes.

Types of Young Hispanics (age 18 to 40) included in the sample were Voting or Outreach Organization Leaders or Senior Officers, Issue Organization Leaders or Senior Officers, Environmental Group Leaders or Senior Officers, Student Elected Leaders, Business Professionals, Leaders or Senior Officers, Faith Leaders or Senior Officers, Health Leaders or Senior Officers, Attorneys, Computer Science and Engineering Leaders or Senior Officers, and Political Positions either elected or working on staff.

A research instrument consisting of a combination of open and closed ended questions was developed in consultation with AJC designed to glean useful information in three broad categories: Discrimination in America, Anti-Semitism in America, and Judaism and Israel.

## THE EXECUTIVE INTERVIEW APPROACH

Executive interviews are an excellent method for capturing both quantitative and qualitative research through a single interaction with the respondent. While focus groups can provide in depth qualitative data and surveys can provide in-depth quantitative data, the executive interview is a hybrid methodology. This methodology is most often utilized for research projects akin to the one recently undertaken on behalf of AJC in which the population being researched is comprised of a specific group of business, political or community leaders and as a result have limited availability for taking part in research projects.

Interviews were conducted by phone by highly trained professional interviewers, data was collected into a central database and checked for logic before analysis by B&A senior staff.

## RESEARCH NOTE

*It should be noted as an additional anecdotal finding of the research, confirmation of the growing body of evidence that younger professionals in the age cohort covered by this study (18-40) are less likely to communicate by speaking on the telephone. We found the only speedbump in conducting the project was in getting potential participants to actually speak on the telephone both to schedule the interview and in some cases to actually conduct the interview on the phone even after it had been scheduled.*

## Memorandum

---

The rapidly changing demography of America is leading to a unique tension in the United States that is challenging our conventional notions of race, ethnicity as well as the fear, anxiety and hate that often accompanies social change. The recent rise in American antisemitism is undeniably exacerbated by these changes – but by how much? Moreover, in the racially and ethnically pluralistic society emerging in the United States how can we best determine the manifestation and mitigation of ancient fears?

The fastest growing ethnic minority in the United States are Latinos. Coming from a variety of distinct backgrounds, races, nationalities and races, Latinos are growing to become the first non-European plurality in the United States. In 2020 the Hispanic or Latino population, which includes people of any race, was 62.1 million. The Hispanic population has grown 23%, while the non-Hispanic population grew 4.3% since 2010.

Clearly, Latino conceptions of race, ethnicity and discrimination will play a significant role in American society going forward. As such, this research was conducted to better understand the opinions of Latino opinion leaders specifically as they relate to the Jewish people, antisemitism and discrimination as well as the Jewish state of Israel.

The findings of this research broadly suggest that there is a great opportunity to define the narrative of the Jewish experience in the United States for the Latino community; the chance to familiarize, explain and connect two ethnicities with diverse populations and set a foundation of understanding that both people have a common legacy in their struggle against discrimination.

It is also clear from the findings of our research that because of low awareness and engagement, it is clear that the Jewish community will have to double down on reaching out to and being proactive with the Hispanic community in educating and building a relationship with the Hispanic community.

Our findings also suggest that the lack of a defining narrative among younger Latinos is a situation of concern. In fact, these findings suggest that the disconnect between younger Latinos and the Jewish community is such that AJC and affiliated entities must come to understand that they are very much swimming against the current and need to take strong proactive steps to reframe perspectives and turn the tide in favor of the Jewish community.

Young Latino leaders share a growing American sensitivity to racial and ethnic discrimination common among younger generations. They also share an antipathy to systems they view as oppressive. It is clear that Latinos as both a younger American generation, as well as one closer to the immigrant experience, lack the defining historical correlation of the Jewish experience in World War II as a formative construct for perceptions on discrimination.

Further, it would appear that an emphasis on this history might not be as impactful as it was for previous generations – and while neither disassociating from nor subduing the experience of the Holocaust – there is ample generational and cultural opportunities with Latinos to make the current challenges of rising antisemitism relatable to the growing community.

It is clear from our findings that a shared and relatable sense of commonality does not currently exist among a sizable segment of Hispanic leaders. Moreover, in a time when American society has a keener sense of injustice and discrimination, many Latino leaders do not identify the Jewish people as those suffering from those recognized injustices. While there is a broad awareness of the Holocaust and the history of genocide and the atrocities afflicted on the Jewish people, that history does not relate to the current Hispanic understanding of the current plight of the Jewish community.

Among the concerning issues that point to the severity of the problem are the following five key topline findings from our research.

## 1) Jews Seen as Experiencing the Least Discrimination Among Five Key Demographics

Among the most significant findings was that young Latinos do not perceive that Jews face a discriminatory threat – at least not in relation to other groups in American society. In fact, Jews were identified as facing the least discrimination of any of the five groups we tested. Muslims actually tested as facing higher levels of discrimination than Jews (Muslims 8%, Jews 6%) with African Americans listed as highest at 62%.

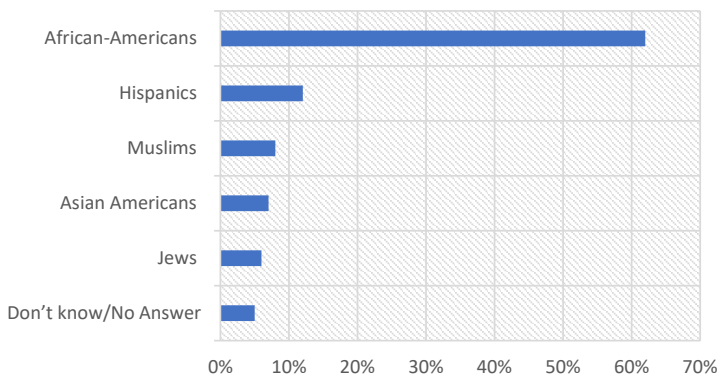
This finding was underscored further when we found that over half of respondents shared that Jews are the group facing the least amount of discrimination (52%) widely outpacing the next largest group, Asian-Americans (16%).

These findings strongly suggest that Latinos do not believe Jews face discriminatory threats comparable to other groups in modern American society.

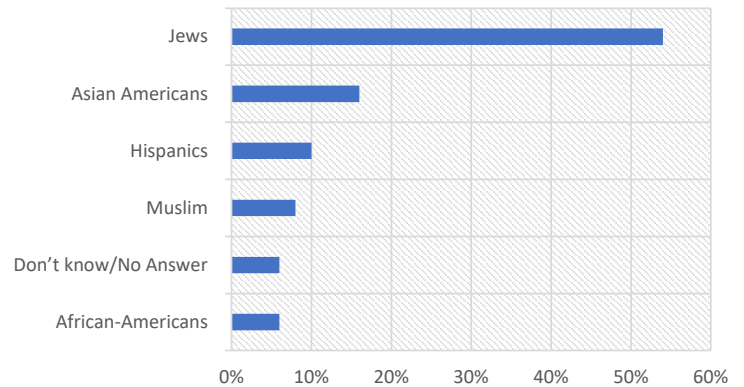
Moreover, we found that most Latinos believe that Jews are more like Whites than other minorities. Half of respondents (50%) made that claim, while only 40% responded that Jews were more like other minorities.

**Question 7. Next I'd like to talk about several groups in the United States that are frequently described as being the subject of discrimination. I'm going to read you a list of 5 different groups, and I would like you to tell me which of these 5 groups do you think is currently experiencing the most serious/most urgent level of discrimination in the United States right now and which of these 5 groups do you think is currently experiencing the least serious/least urgent level of discrimination in the United States right now.**

**Most Serious/Most Urgent Level of Discrimination**



**Least Serious/Least Urgent Level of Discrimination**

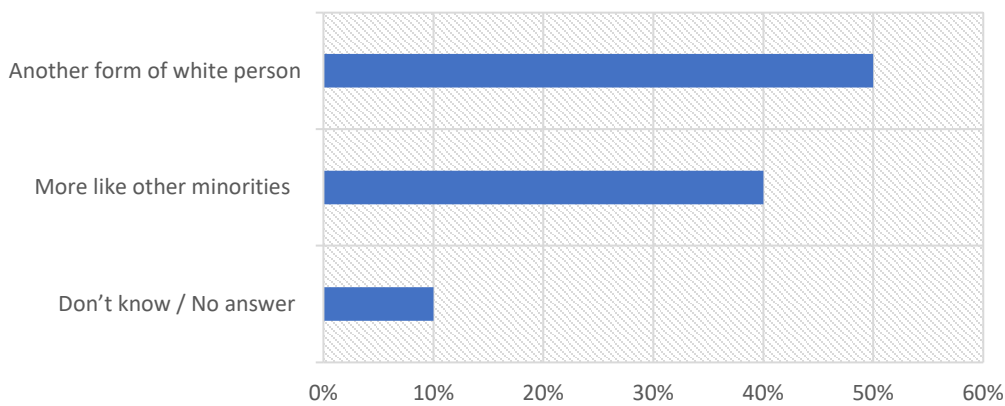


## 2) Hispanics Do Not Understand/Believe that Jews Are Minorities

The findings that half (50%) of Latinos think that Jews are White and 52% (Q-7) believe that Jews face the least amount of discrimination strongly suggest that there is a correlation between Latinos perception of discrimination as a racial issue and not necessarily a religious one.

Further, where Latinos do believe discrimination against Jews exists, more than half do not believe it is being experienced at significant levels.

**Question 11. If you were to try to categorize them, would you say Jews are more like another form of a white person or would you say Jews are more like other minorities?**



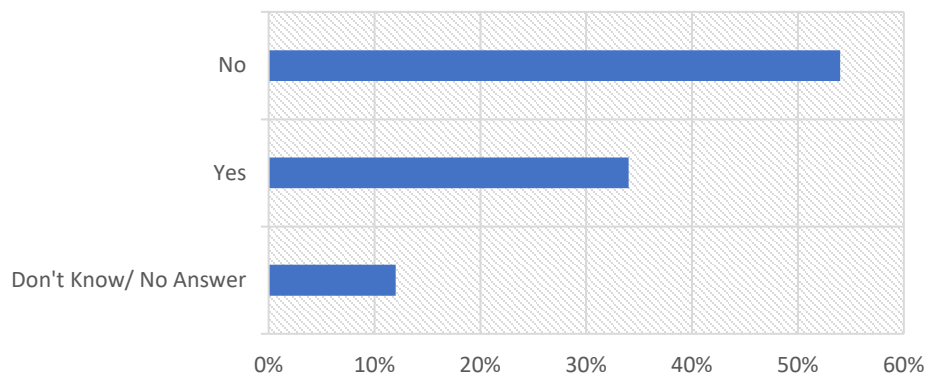
## 3) A majority of respondents (54%) do not think Jews are experiencing significant levels of discrimination

This question was designed to discern intensity levels among respondents. Having ascertained beliefs on the comparability of discrimination between Jews and other groups, as well as how Latinos perceive Jewish minority status, we introduced a question with the terms “currently experiencing significant levels” of discrimination.

This allows us to understand not just whether discrimination exists, but if it is perceived a pervasive problem of concern.

Only 34% of Latinos believe Jews face significant discrimination levels while 54% do not believe that to be the case. Moreover, there is further evidence that Most Latinos feel discrimination against Jews in the United States is getting better.

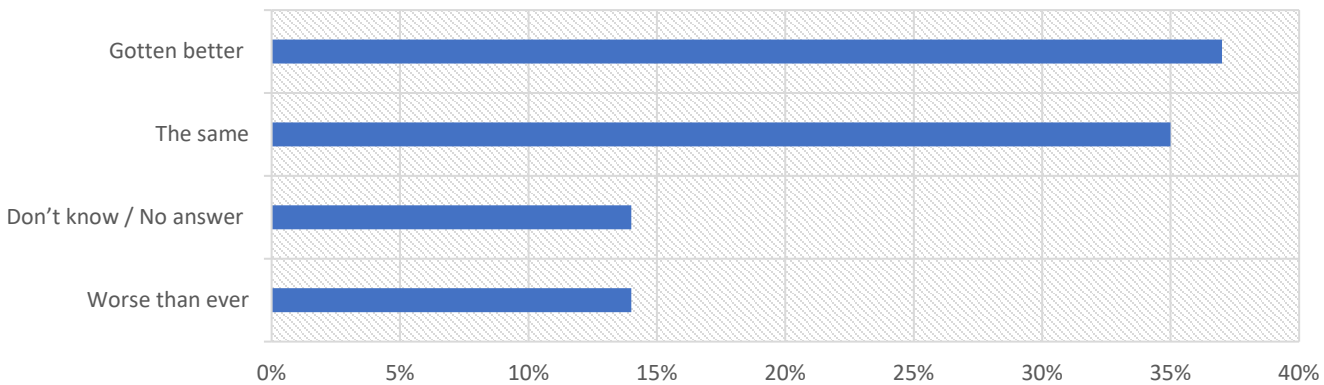
**12. Do you think the Jewish community is currently experiencing significant levels of discrimination in the United States?**



## 4) There is Belief that Discrimination Against Jews is Not as Bad as it Used to Be.

Only 14% of Latinos feel that discrimination against Jews is getting worse in the United States even though we have witnessed a considerable increase in the rise of anti-semitism.

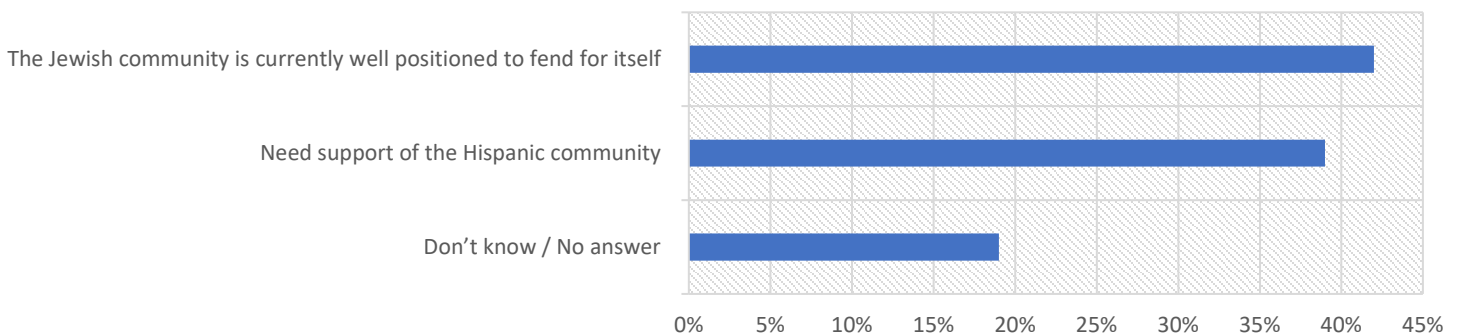
**Question 15. Do you think that discrimination against Jews in the United States is worse than ever, the same as it's always been or has the situation gotten better in your opinion?**



## 5) Hispanics Not Believing That the Jewish Community Needs Help from Hispanics

Given the strong stated preferences throughout the survey the finding that more Latinos do not believe the Jewish people need help from Latinos than do need support is not surprising. Nevertheless, the difference between those saying that Jews do and don't need support from Latinos is close (42% no - 39% yes) suggests that Latino opinion on the Jewish community does not need help currently for reasons of discrimination or resentment currently faced by the community. The near parity of the responses to this question suggests that Latinos are demonstrating some affinity to the Jewish people based on their history - they simply don't see them facing a threat in the United States at this time.

**Question 28. Do leaders in the Jewish community in (YOUR CITY) need the support and collaboration of the Hispanic community or is the Jewish community currently well positioned to fend for itself?**



## Defining Discrimination Among Latinos

One of the most insightful findings in our research was that emerging Latino leaders do not find the Jewish people affected as much by discrimination as other groups in the United States. Much of this may be a result of consistent findings that Latinos tend to view discrimination more of a racial issue than a religious one.

Our research found that Latino awareness and acknowledgment of the charged and often discriminatory racial/ethnic/religious environment in the United States is high:

- 87% say such discrimination is a problem and fully 75% have themselves or know of someone who has been impacted (Question 1).
- However, respondents do not see the Jewish community as a primary target of discriminatory behavior and they are making a significant distinction between the Jewish community and other racial/ethnic/religious groups:
- Only 6% cited Jews as the most impacted groups while 54% cited Jews as the least impacted of the groups offered (Question 6 and 7)

A 2018 Pew Research study on Hispanic perceptions of race, ethnicity and discrimination provides insight into the evidence we found consistent with this report. According to Pew, “Overall, four-in-ten Latinos say they have experienced discrimination in the past year, such as being criticized for speaking Spanish or being told to go back to their home country. These experiences are more likely among those who say others see them as Latino, black or another non-white group than among Latinos who say others see them as white.

At the same time, just as many Latinos say someone in the past year had expressed support for them because they are Latino.”

Interestingly, respondents in our survey were split as to whether or not Jews were even to be considered a minority, as 50% thought of the Jews as merely a subset of the White community.

### A Cultural Divide on Racial and Religious Discrimination?

Our findings suggest that while there is a heightened awareness and sensitivity to discrimination in America, these views are more often associated with racial cues, rather than ethnic or religious ones.

This is not dissimilar to recent academic findings where Latino perceptions of discrimination widely are a function of racial stereotypes.

A November 2021 Pew Hispanic Research study on skin color and discrimination found that “The perceived impact of skin color in the lives of U.S. Latinos is broad. From impacting their ability to get ahead in the country to shaping their daily life experiences to dealing with discrimination, skin color is seen by Latinos as an important factor affecting their lives and life chances...About two-thirds (68%) of Latinos who had a discrimination experience in the past year say skin color shapes their daily life experiences a lot or some.

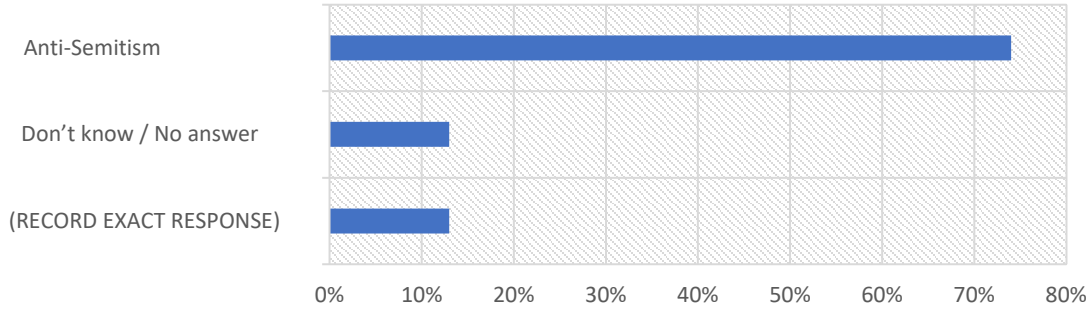
In addition, those who had at least one discrimination experience in the past year were more likely than those who did not have such experiences to say discrimination based on race or skin color is a “very big problem” in the U.S., that discrimination based on skin color comes up often or sometimes in conversations with family and friends and that too little attention is paid to race and racial issues in the U.S. these days.”



**Anti-Semitism**

Awareness and understanding of the term anti-Semitism among emerging Hispanic leaders is very high.

**Question 13. What would you call discrimination against Jews?**



74% of respondents provided the correct response unaided, while an additional 13% of respondents provided a description that showed awareness and understanding of discrimination against Jews, even if the specific term “anti-semitism” eluded them.

While perceptions among emerging Hispanic leaders regarding the extent to which Jews in the United States are presently experiencing discrimination to any significant degree is concerning, it is a positive sign that baseline understanding and recollection of the term “anti-semitism” is very much a part of their vocabulary and consciousness.

This existing awareness strongly points to the imperative for the US Jewish community to tell their story.

**Awareness**

The most often stated unaided responses related to the perception of Jews provides some insight into the dynamics shaping Latino public opinion about the US Jewish community. There is a distinct awareness that when referring to the Jewish people the focus is on a religious community with a shared traumatic history and that a foreign country, Israel, is a Jewish state.

Holocaust, religion, Israel are the top terms that come to mind in open ended questions when asked “What is the first thing that comes to mind when I say the words “JEWS” or the Jewish people?” (Question 8).



Virtually none of the 126 responses offered could be directly interpreted as references to current discriminatory activities in the United States against the Jewish people. Only a handful stated vague references to ‘anti-semitism’ but it is unclear if that was a reference to global dynamics, historical accounts or current events.

**Question 8 example of open ended responses:**

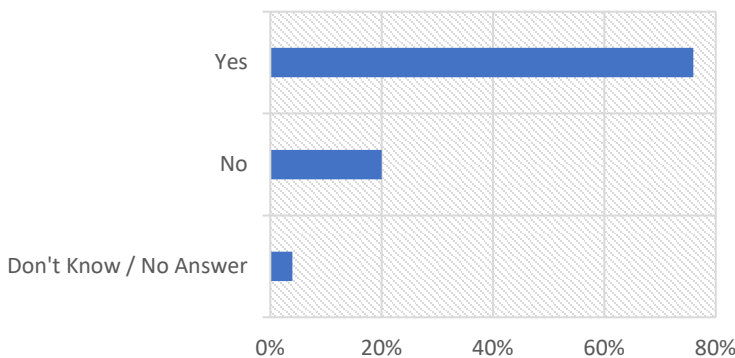
- “I think of the Holocaust.”
- “People from Israel.”
- “The people from Israeli.”
- “Nazi war mistreatment against Jews.”
- “Israelites and Hebrews.”
- “They are from Israel.”
- “Religion. I think the impact more with the Holocaust and how a lot of that has impacted that community.”
- “They’re a religion. They are unbiased to anyone and they are good to deal with.”
- “Religious view are strong.”
- “The Holocaust and their displacement.”
- “Holocaust and suffering.”

- Most respondents have a positive (52%) or neutral (32%) association with Jews, while only 15% have a negative association. (MIA/LA+, NY-) (Female--)

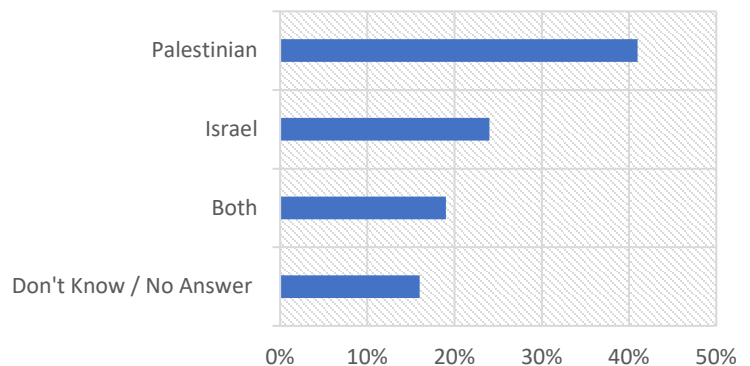
**Views of Israel**

Israeli foreign policy will play an outsized role in the formation of the perceptions Latinos hold of the Jewish people. For the moment, most Latinos view Jews through a personal prism. The majority of respondents in the survey (68%) think of Jews in a US domestic context rather than thinking about the State of Israel, most often through the prism of people they know personally. As such, perceptions of Israel are a separate secondary frame through which Hispanics are developing opinions about the Jewish community, but one that is important and a potential impediment to addressing the primary frame of Hispanic perceptions of the Jewish people in the United States.

**Question 22. Are you at all familiar with the conflict in the middle east between Israel and the Palestinians?**



**Question 23. If yes, which of the two sides would you say that you personally sympathize with more?**



## Views of Israel cont.

While a strong majority of respondents (76%) is at least minimally aware of the ongoing conflict with the Palestinians, it is also clear from our findings that the complexity of the situation makes Latino opinion very fluid with personal sympathies recorded at almost 2-1 in favor of the Palestinian side.

Again, 41% of respondents find the Palestinian story more sympathetic than Israel's. It is entirely conceivable that this number could exceed 50% with an external foreign policy event or a concerted communications program that is anti-Israel. This would mean that most young Latino leaders would find Palestinian efforts sympathetic and while not currently problematic beyond the lack of a narrative on behalf of Israel, the potential for a major shift away from Israel (and as a possible correlation, the Jewish community) is very significant.

This general awareness of the Jewish and Palestinian conflict, combined with personal sympathies for Palestinians, an acknowledged lack of information on the Israeli government creates a potentially negative environment for Jewish perceptions that could create a generational challenge. This challenge is compounded when considering that many Latinos do not view Jews as oppressed domestically but increasingly see Israel as a source of oppression.

### Question 24: Briefly Tell Me Why (you personally sympathize more with Israel/Palestine)

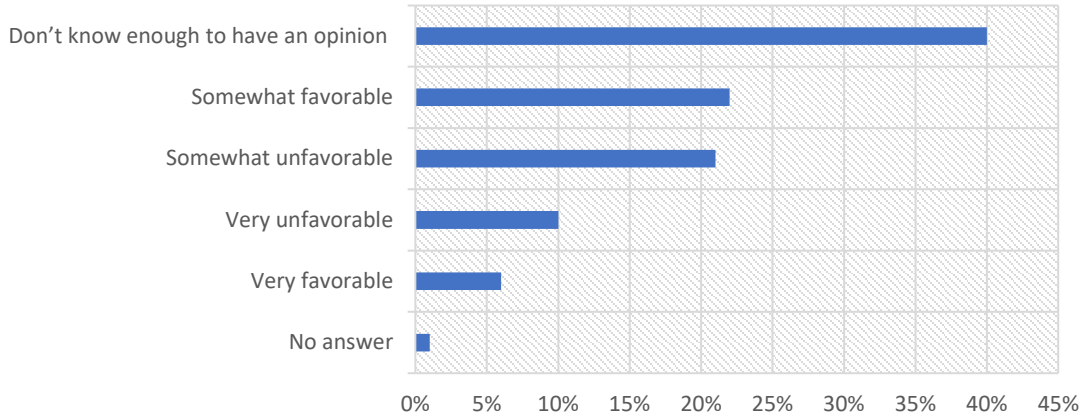
#### Open ended responses:

- "I think that Israel has right to their land and also to defend it from terrorism. But in the same time I don't like the behavior of colonizers."
- "The level of atrocity that occurs against the Palestine people is more severe. Disproportionate weaponry Israel has a huge advantage of what they can use against Palestine people when they want to."
- Israel gets an unjust perspective when it comes to Israel's actions. People forget before the conflict uptake that Israel reacted to Palestine's actions. Every year around May 14th riots start happening in the old city and there was an incident where Israeli citizens were stabbed and the IDF reacted
- and in response the media only focused on the narrative that Israel was the aggressor (sic)."
- "Palestine is on the oppressed side. Maltreatment of them through different actions and killings."
- "The actions Israeli soldiers have had against Palestinians are very egregious and have been criminal (sic)
- Although I understand the religious significance on the Israeli side the current actions that are taking place are unacceptable."
- "I feel like Israel is power hungry and they have no place trying to impose on the Palestinians they should be content with the empire they have already built for themselves. The Palestinians have been there for a long time and the way they have gone about things, things I would call war crimes are unspeakable there is no defending them."
- "Judging from Social Media, news, information from my friends, and research, I can proudly say that I sympathize with Palestine."
- "Palestine is more peaceful."
- "Palestine didn't get the same treatment the USA given priority for Israel."
- "The Jews are forcefully working against a resolution."
- "The Jewish people were placed in Israel after the war despite the fact the Palestine people were already occupying that land and with time the Israelis have moved in and taken everything from them and they have more resources and more power and the Palestine people are in a bad state."
- "Israel is in a much more powerful situation and Palestinians are the underdogs but who knows in 5 years the roles might be reversed."
- "Disproportionate use of weaponry."

Views of Israel cont.

---

**Question 25: When it comes to the current government in Israel would you say that you have a favorable or unfavorable opinion?**



While the respondents were equally split between a favorable vs. unfavorable opinion of the government in Israel (22%-21%) fully 40% offered that they don't have an opinion - nearly the combined numbers of favorable and unfavorable do not know enough to have an opinion.

## Conclusion

---

The Jewish community in the United States needs to take command of its own narrative and tell its story. It's clear from this study that there is a significant generational challenge for the Jewish people and defining their history with the fastest growing group of new Americans. Since the immediate post World War era, the holocaust has served as a deep emotionally impactful reminder of the oppression of Jews throughout the globe. That experience has served as a stark sobering reminder for many generations of the human capacity to discriminate, oppress and kill minorities.

Unfortunately, that story is no longer as impactful as it once was.

The Jewish story of oppression and persecution is facing a branding problem in the Latino community. Latinos lack both the historical and practical experience and understanding of the Jewish experience sufficient enough to consider them a minority that faces discrimination. The Jewish story must be modernized, updated and retold for an audience far removed from the World War II experience.

**1. Broaden the story of discrimination beyond race and ethnicity to include religious discrimination.** There must be a correlation and commonality between persecuted and oppressed peoples beyond skin color. For the millennial and younger generation of Latinos, skin color is the dominant and defining characteristic of oppression. There must be a concerted effort to broaden that understanding to religious persecution.

**2. Focus on the current situation of the Jewish plight in the United States and antisemitism.** There must be a stronger distinction between the US and Israeli Jewish experience. US Jews can no longer allow the frame of the Holocaust to be the defining experience of persecution of the Jewish people. The rise of antisemitism and current stories of the threat to Jews must come to dominate the narrative of Jewish discrimination.

**3. Utilize current organizational and convening capacity to connect both the story of discrimination and the diverse ethnic narrative of the Jewish people to those of Latino communities.** Organizing capacity remains a competitive advantage for Jewish groups in the United States and this should be used to make the case to allied organizations that when one group is suffering discrimination, all groups are suffering. Further, by taking an organizational lead, AJC and aligned groups must use this as an educational opportunity to educate Latino leaders to the current threat facing US Jews.

**4. Develop an Israel-specific media strategy that proactively defines Israel and provides response to conflicts in real time.** Israel must be made a friend and ally again in the minds of those fighting for the oppressed and persecuted. Israel being a fighter on behalf of the oppressed is clearly not the perception for this generation of Latino leaders. The origin story of Israel made perfect sense in the aftermath of the holocaust in the post WWII era. It is difficult to find many Latino leaders who believe that Israel is in the same position as that time at the moment.

**HISPANIC EMERGING LEADER  
EXECUTIVE INTERVIEWS  
TOPLINE RESULTS**



**RESPECTFULLY SUBMITTED BY**

**BENDIXEN  
& AMANDI**  
INTERNATIONAL  
Research | Strategies | Media

## HISPANIC EMERGING LEADER STUDY EXECUTIVE INTERVIEW GUIDE

25 Executive Interviews in each of 5 selected media markets:

Chicago, Houston, Los Angeles, Miami, & New York

*A total of 125 Executive Interviews conducted nationwide.*

S1. To make sure that we have a representative sample, could you please tell me how old you are? ASK OPEN ENDED AND CODE INTO CATEGORIES

- |                      |           |
|----------------------|-----------|
| 1. Under 18          | TERMINATE |
| 2. Between 18 and 24 | 21%       |
| 3. Between 25 and 30 | 22%       |
| 4. Between 30 and 34 | 28%       |
| 5. Between 35 and 40 | 29%       |
| 6. Over 40           | TERMINATE |

S2. The media generally classifies most people as Black, White, Hispanic/Latino, Asian or other, which do you consider yourself to be?

- |                         |           |      |
|-------------------------|-----------|------|
| 1. Black                | TERMINATE |      |
| 2. White                | TERMINATE |      |
| 3. Hispanic/Latino(a)   | CONTINUE  | 100% |
| 4. Asian                | TERMINATE |      |
| 5. Other                | TERMINATE |      |
| 9. Prefer not to answer | TERMINATE |      |

S3. What, if any, is your current religious affiliation?

1. Jewish	TERMINATE	
2. Protestant	CONTINUE	17%
3. Catholic	CONTINUE	50%
4. Mormon	CONTINUE	0%
5. Muslim	CONTINUE	0%
6. Atheist	CONTINUE TO 3X	5%
7. Non-religious	CONTINUE TO 3X	15%
8. Agnostic	CONTINUE TO 3X	2%
9. Other	CONTINUE TO 3X	0%
10. Unaffiliated	CONTINUE TO 3X	11%

S3x. Regardless of your current religious affiliation, were you raised as Jewish, Protestant, Catholic, Mormon or Muslim?

1. Jewish	TERMINATE	
2. Protestant	2%	
3. Catholic	81%	
4. Mormon	0%	
5. Muslim	17%	

S4. What country were you born in?

1. USA	85%
2. Puerto Rico	0%
3. Mexico	6%
4. Dominican Republic	0%
5. Cuba	0%
6. South America	6%
7. Central America	2%
8. Other	1%
9. Refused	0%

S5. What is your current political party affiliation?

1. Democrat	67%
2. Republican	22%
3. Other/Independent/NPA	9%
4. Not registered	0%
5. Refused	2%



A. What is your gender?

- |               |     |
|---------------|-----|
| 1. Male       | 48% |
| 2. Female     | 50% |
| 3. Non-binary | 2%  |

As you may know, we are currently working on a research project about opinions of emerging and important community leaders, like yourself, regarding a few important issues in the United States today.

Today's **confidential** interview will take a maximum of 15-20 minutes. Remember that your responses are completely anonymous so please be as honest, candid and forthright as possible. Your responses will UNDER NO CIRCUMSTANCES be attributed to you in any way.

So, if you're ready let's begin...

You've been specifically identified to us by others as an emerging leader in (INSERT CITY), so we want to begin by discussing your thoughts on the current state of things across the country.

1. Generally speaking, do you think that racial, ethnic or religious discrimination is a significant problem in the United States right now?

- |                           |     |
|---------------------------|-----|
| 1. Yes                    | 87% |
| 2. No                     | 10% |
| 9. Don't know / No answer | 3%  |

2. In just a few words, please tell me Why/Why Not?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
9. Don't know / No answer

### DISCRIMINATION IN AMERICA

3. Have you or someone you know well ever been the subject of racial, ethnic or religious discrimination?

- |                         |     |
|-------------------------|-----|
| 1. Yes                  | 74% |
| 2. No                   | 19% |
| 9. Don't know/No Answer | 7%  |

4. Was it only on one occasion or has it been on more than one occasion?

- |              |     |
|--------------|-----|
| 1. Only once | 13% |
|--------------|-----|

2. More than once 87%

5. Thinking about the variety of different groups in the nation today that are frequently described as being the subject of discrimination, which single group of people do you believe are primarily the subject of most racial, ethnic or religious discrimination?

- 1. Asian-American 4%
- 2. African-American 58%
- 3. Hispanics 14%
- 4. Jews/The Jewish People 5%
- 5. Muslims 7%
- 6. Other 10%
- 9. Don't know / No answer 2%

[If Jews in Q. 5]

5x. Why?

- 1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
- 9. Don't know / No answer

Next I'd like to talk about several groups in the United States that are frequently described as being the subject of discrimination. I'm going to read you a list of 5 different groups, and I would like you to tell me which of these 5 groups do you think is currently experiencing the most serious/most urgent level of discrimination in the United States right now and which of these 5 groups do you think is currently experiencing the least serious/least urgent level of discrimination in the United States right now.

6. MOST

- 1. Asian Americans 7%
- 2. African-Americans 62%
- 3. Hispanics 12%
- 4. Jews 6%
- 5. Muslims 8%
- 9. Don't know/No Answer 5%

7. LEAST

- 1. Asian Americans 16%
- 2. African-Americans 6%
- 3. Hispanics 10%
- 4. Jews 54%
- 5. Muslim 8%
- 9. Don't know/No Answer 6%

## ANTI-SEMITISM IN AMERICA OVERVIEW

We're doing a study of all of these 5 groups we just discussed, in trying to understand the viewpoint of emerging leaders like yourself. For the balance of our interview today we only have time to discuss one of these groups in greater detail. Keep in mind that all of your responses will be kept strictly confidential and not identified with you in any way. For the remainder of our discussion the group that was randomly selected for this interview with you will be Jews.

8. What the first thing that comes to mind when I say the word "JEWS" or the Jewish people?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
9. Don't know / No answer

9. Do you have a positive, negative or neutral association?

- |                           |     |
|---------------------------|-----|
| 1. Positive               | 52% |
| 2. Negative               | 15% |
| 3. Neutral                | 32% |
| 9. Don't know / No answer | 1%  |

10. In a sentence or two please tell me Why?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
9. Don't know / No answer

11. If you were to try to categorize them, would you say Jews are more like another form of a white person or would you say Jews are more like other minorities?

- |                                 |     |
|---------------------------------|-----|
| 1. Another form of white person | 50% |
| 2. More like other minorities   | 40% |
| 9. Don't know / No answer       | 10% |

12. Do you think the Jewish community is currently experiencing significant levels of discrimination in the United States.

- |                           |     |
|---------------------------|-----|
| 1. Yes                    | 34% |
| 2. No                     | 54% |
| 9. Don't know / No answer | 12% |

13. What would you call discrimination against Jews?

- |                  |     |
|------------------|-----|
| 1. Anti-Semitism | 74% |
|------------------|-----|

95. (RECORD EXACT RESPONSE) 13%  
 99. Don't know / No answer 13%

**[If anti-semitism in Q. 13, any other response skip Q.14]**

14. In a few words how you would briefly define anti-Semitism in your own words?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
 9. Don't know / No answer

15. Do you think that discrimination against Jews in the United States is worse than ever, the same as it's always been or has the situation gotten better in your opinion?

1. Worse than ever	14%
2. The same	35%
3. Gotten better	37%
9. Don't know / No answer	14%

16. In the last 5 years, have you known anyone who has expressed negative or discriminatory feelings against the Jewish people?

1. Yes	CONTINUE	30%
2. No	SKIP TO Q17	66%
9. Don't know / No answer	SKIP TO Q17	4%

16x. What did they say?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
 9. Don't know / No answer

17. In the last 5 years, would you say you are seeing more or less incidents of discrimination against Jews in your community?

1. More	18%
2. Less	43%
3. No Change	23%
9. Don't know / No answer	16%

18. As a young emerging leader, do you see this as an issue that you personally have a responsibility to engage on and speak out against or is this something that should be left to others?

1. I have a personal responsibility	CONTINUE TO 18a	66%
2. It should be left to others	CONTINUE TO 18b	17%
9. Don't know / No answer	SKIP TO 19	17%

18a. How would you act on that?

- 1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
- 9. Don't know / No answer

18b. Why do you feel that way?

- 1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
- 9. Don't know / No answer

## JUDAISM AND ISRAEL

We've talked about anti-Semitism against Jews here in the United States, for the last few minutes I'd like to transition to a slightly different focus:

19. When you think about Jews, is your first thought about Jews living here in the United States or is your first thought about Jews living in Israel?

- 1. Jews in the United States 68%
- 2. Jews in Israel 15%
- 3. Other \_\_\_\_\_ 2%
- 9. Don't know / No answer 15%

20. Why?

- 1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
- 9. Don't know / No answer

21. What, if anything, do you know about Israel?

- 1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
- 9. Don't know / No answer

22. Are you at all familiar with the conflict in the middle east between Israel and the Palestinians?

- 1. Yes 76%
- 2. No 20%
- 9. Don't know / No answer 4%

23. If yes, which of the two sides would you say that you personally sympathize with more?

- 1. Israel 24%
- 2. Palestinian 41%
- 3. Both 19%

9. Don't know / No answer 16%

24. Please briefly tell me why?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
9. Don't know / No answer

25. When it comes to the current government in Israel would you say that you have a favorable or unfavorable opinion?

- |                                         |             |     |
|-----------------------------------------|-------------|-----|
| 1. Very favorable                       |             | 6%  |
| 2. Somewhat favorable                   |             | 22% |
| 3. Somewhat unfavorable                 |             | 21% |
| 4. Very unfavorable                     |             | 10% |
| 5. Don't know enough to have an opinion | SKIP TO Q27 | 40% |
| 9. No answer                            |             | 1%  |

26. Why?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
9. Don't know / No answer

27. Which group do you think currently has the more difficult situation in (YOUR CITY), the Jewish community or the Hispanic community?

- |                           |     |
|---------------------------|-----|
| 1. Jewish community       | 19% |
| 2. Hispanic community     | 63% |
| 3. Both                   | 13% |
| 9. Don't know / No answer | 5%  |

28. Do leaders in the Jewish community in (YOUR CITY) need the support and collaboration of the Hispanic community or is the Jewish community currently well positioned to fend for itself?

- |                                                                         |     |
|-------------------------------------------------------------------------|-----|
| 1. Need support of the Hispanic community                               | 39% |
| 2. The Jewish community is currently well positioned to fend for itself | 42% |
| 9. Don't know / No answer                                               | 19% |

29. When you think about the relationship between Jews and Hispanics, would you say there is a natural connection between the two groups or is there no connection between the interests of Jews and that of Hispanics?

- |                                  |     |
|----------------------------------|-----|
| 1. There is a natural connection | 47% |
| 2. There is no connection        | 33% |
| 9. Don't know / No answer        | 20% |

30. Why/Why not?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)  
9. Don't know / No answer

31. Thinking only about Hispanic focused organizations, what in your opinion are the 2 or 3 most influential local Hispanic organizations in (INSERT CITY)?

1. \_\_\_\_\_ (RECORD EXACT RESPONSE)
9. Don't know / No answer

CONFIDENTIAL