

Re: **Summary Report – Attitudes Toward Various Issues
In Relation to Israel, Among the American & British Public**

Methodology

- The survey was commissioned by the WJC and conducted by **Ipsos** via an online omnibus survey in the United Kingdom and the United States.
- The sample in each country consisted of about 1,100 adult respondents, representative of the population.
- Fieldwork duration: 13-16.5.2016
- Credibility interval: The precision of Ipsos online polls is measured using a credibility interval. In this case, both polls have a credibility interval of plus or minus 3.4 percentage points for all respondents.
- The data were weighted to the current population data by gender, age, region and household income based on Census data. Statistical margins of error are not applicable to online polls. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error and measurement error. Where figures do not sum to 100, this is due to the effects of rounding.

Main Findings

- **The general mindset of the American public towards Israel is more positive than the mindset of the British public.**
- **Opposing the boycott movement, regarding it as forms of anti-Semitism, alongside a self-definition of being "pro-Israel", is more pronounced among the American adult population than the British one.**
- **Nevertheless, even amongst the American public there is a core sub-group, consisting of 20-30%, who holds negative views of Israel. Demographically, this group tends to be: men, younger age groups (18-34 years old), married, high level of education.**
- **In the UK the corresponding sub-group consists of 30-40% of the adult population. Demographically, this group is: low socio-economic class (in-terms of education and income levels), 35-54 years old.**



Detailed Findings

<i>Do you agree or disagree with the following statement: "Boycotting Israel is justified"?</i>	US Total sample		UK Total Sample
Agree	33%	<	40%
Disagree	67%	>	60%
Base	1,092		1,099

Would you support or oppose actions that lead to the boycotting of Israel?	US Total sample		UK Total Sample
Support	24%	<	33%
Oppose	76%	>	67%
Base	1,092		1,099

Some people claim that: "The movement to boycott Israel is a modern form of antisemitism because it seeks to harm the national homeland of the Jewish people.". Do you agree or disagree with that claim?	US Total sample		UK Total Sample
- Agree	62%	>	49%
- Disagree	38%	<	51%
Base	1,092		1,099

Would you define yourself as pro-Israel or anti-Israel?	US Total sample		UK Total Sample
Pro-Israel	81%	>	67%
Anti-Israel	19%	<	33%
Base	1,092		1,099

The publication of the study findings must be approved by Ipsos in writing and in advance