

# Strategic Memorandum

From: Adam Probolsky  
Probolsky Research

To: Scott Simpson  
Muslim Advocates

Date: May 23, 2018

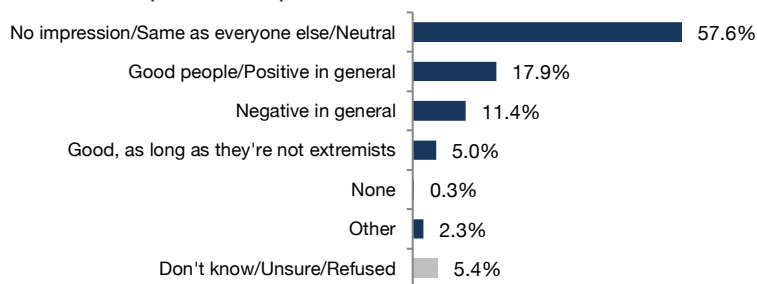
Subject: Public Opinion Does Not Align with Anti-Muslim Rhetoric

Despite a sustained stream of anti-Muslim campaign rhetoric since the 2016 presidential race, the American public has not adopted any significant anti-Muslim tendencies, nor is there a broad-based anger toward people of the Islamic faith. In our recent national poll, we found that the vast majority of voters in the U.S. have positive or neutral views of Muslims and a sober understanding that Muslims are increasingly likely to be victims of violence. Voters with negative associations toward Muslims are an isolated and small minority.

Findings:

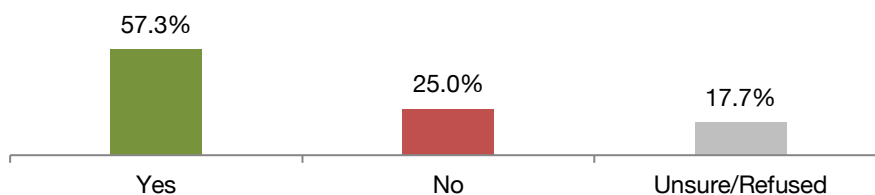
## Just 11% of Americans have a negative impression of Muslims<sup>1</sup>

- 57.6% have no impression or a neutral impression or say they are like everyone else
- 17.9% have a positive impression of Muslims



## Majority of Americans say hate speech and violent crimes against Muslims in America have been on the rise<sup>2</sup>

- 57.3% believe hate speech and violence against Muslims in America are increasing

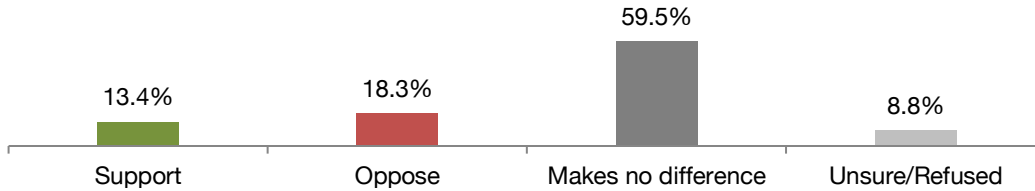


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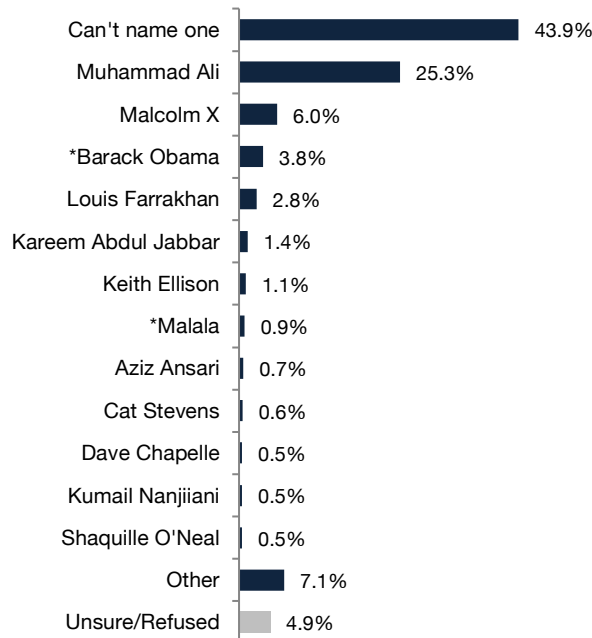
## The vast majority of voters say they would either support or have no opinion about a proposal to build a mosque in their neighborhood<sup>3</sup>

- 59.5% are indifferent to building a mosque in their neighborhood and 13.4% would outright support it
- Just 18.3% say they would oppose this



## Most Americans cannot name a well-known American Muslim<sup>4</sup>

- 43.9% say they cannot name a well-known American Muslim
- With 25.3% of respondents naming him, Muhammad Ali is by far the most well-known American Muslim
- The top five named American Muslims are African-Americans: Muhammad Ali, Malcolm X, Louis Farrakhan, Kareem Abdul-Jabbar, and Congressman Keith Ellison
- Voters cannot name one well-known American Muslim woman
- Despite not being a Muslim, former President Barack Obama is the third most-named in the survey



\*Barack Obama is not Muslim  
\*Malala is not American



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## Conclusions:

Despite some media accounts of Americans harboring hate for their fellow American Muslims, there is not a large foundation for these assertions. Those espousing anti-Muslim rhetoric or committing violent acts against Muslim-Americans in the U.S. are an isolated minority.

Probolsky Research conducted a nationwide multi-mode survey of 1,000 (520 by telephone and 480 online) voters from March 29 – April 10, 2018, yielding a margin of error of +/-3.2%.

Interviews were conducted with respondents on both landline and mobile phones (21.3%) and were offered in English and Spanish (1.5%) languages. Online respondents were able to use their computer, tablet or smart phone to participate.

*Probolsky Research specializes in opinion research on behalf of corporate, election, government, non-profit, and special interest clients.*

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<sup>1</sup> Question: What is your impression of Muslims?

<sup>2</sup> Question: Do you think that hate speech and violent crimes against Muslims in America have been on the rise in the last couple of years?

<sup>3</sup> Question: Would you support or oppose a proposal to build a mosque in your neighborhood, or does it make no difference to you?

<sup>4</sup> Question: Can you name a well-known American Muslim?



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