

# **IMPRESSIONS OF AMERICA** **2004**

## **HOW ARABS VIEW AMERICA HOW ARABS LEARN ABOUT AMERICA**

**A Six-Nation Survey  
Commissioned by  
The Arab American Institute**

**Conducted by  
Zogby International**

**John Zogby, President and CEO  
James Zogby, Senior Political Analyst**

## **EXECUTIVE SUMMARY**

In June 2004, Zogby International surveyed almost 3,300 Arabs living in Morocco, Saudi Arabia, Jordan, Lebanon, the United Arab Emirates and Egypt.

The poll was commissioned by the Arab American Institute as a follow-up to the 2002 “Impressions of America” study.

Questions in this second “Impressions of America” poll focused on how Arabs view America and how Arabs learn about America.

## **PRINCIPLE FINDINGS**

- Overall favorable ratings toward the US have declined in the past two years.
- Attitudes toward American values, people, and products remain mostly favorable, but have also declined in the past two years.
- Attitudes toward US policy in Iraq and Palestine are extremely low, in the single-digit range.
- Attitudes toward US policy on terrorism are somewhat higher, though still quite low. These too, have declined precipitously in the past two years.
- US policy is the major factor that accounts for the low US favorable ratings and the decline in these ratings.
- Most Arabs have only indirect or received knowledge about America. The principle source of that knowledge comes from the Arab media.
- Arabs who have learned about America by visiting the US, knowing Americans or watching American television programs have somewhat more favorable views about US values, people and products.

These factors have no impact on Arab attitudes toward US policy, which remains low and drives overall favorables down.

- Arabs, whose principle source of knowledge about the US, comes from Arab commentary or Arab media have somewhat less favorable attitudes toward American values, people and products, except in Saudi Arabia, where these attitudes actually are somewhat higher among those who watch Arab television.

## **IMPRESSIONS OF AMERICA, 2004**

Analysis by Dr. James Zogby

A little over two years ago, we published the findings of our first “Impressions of America” study. Our survey of Arab public opinion of the United States and of the many ways that America impacts the lives of Arabs concluded that, there were strong anti-American negative currents throughout the region. Arab overall opinion of the US was quite unfavorable.

What became clear from an examination of our data was that these negative attitudes were driven by Arab anger and frustration with American policy, especially toward what was seen as its “unbalanced policy in the Israel-Palestine conflict.”

We found, for example, that in most Arab countries there were favorable opinions about “American services and technology,” “American freedom and democracy,” “American people,” “American education,” “products,” etc. On the other hand, attitude toward American policy toward the Palestinians and Iraq was low (oftentimes in the single digit range).

When we asked our Arab respondents to name the first thought that came to mind when they hear “America,” they told us, “its unfair policies.” And when we asked, “What should the US do to improve its relationship with the Arab world,” responses focused on changing policy to be “more just,” “less biased,” etc. and not on American products or values.

In other words, and quite simply, what we found was that what ultimately determined how Arabs viewed America was how they saw America treating Arab people.

In undertaking our second Arab world study of “Impressions of America” we sought both to measure whatever change in attitudes may have occurred in the past two years and to identify the factors that may have accounted for that change.

At the same time we explored how Arabs learned about America. What are the principle sources of their information and how these varying sources impact overall attitudes.

What follows are our findings.

## A) How Arabs View America

1) *Overall favorable ratings toward the US have declined in the past two years.*

**Table 1. Arab Attitudes Toward the US: June 2004/April 2002**

<u>Country</u>	<u>2004 Favorable/Unfavorable</u>	<u>2002 Favorable/Unfavorable</u>
Morocco	11/88	38/61
Saudi Arabia	4/94	12/87
Jordan	15/78	34/61
Lebanon	20/69	26/70
UAE	14/73	11/87
Egypt	2/98	15/76

In five of the six countries we measured in both 2002 and 2004 (Morocco, Saudi Arabia, United Arab Emirates, Jordan, Lebanon, and Egypt) there was a decline in the US's favorable ratings. This decline was most significant in Morocco, Jordan, and Egypt. Only in the UAE was there a slight increase in the positive rating.

\* \* \*

2a) *Attitudes toward many other manifestations of America remain higher. Attitudes toward US policy are low.*

**Table 2a. Arab Attitudes Toward US Values, Products, and Policies**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>
	<u>Fav/Unfav</u>	<u>Fav/Unfav</u>	<u>Fav/Unfav</u>	<u>Fav/Unfav</u>	<u>Fav/Unfav</u>
Science/Technology	90/8	48/51	83/13	52/46	84/12
Freedom/Democracy	53/41	39/60	57/40	41/56	39/53
People	59/29	28/64	52/39	39/58	46/35
Movies/TV	60/37	35/60	56/41	30/66	54/43
Products	73/24	37/59	61/35	39/57	63/34
Education	61/16	12/74	59/29	38/54	63/23
Policy towards Arabs	4/90	4/85	8/89	5/86	7/87
Policy towards Palestinians	3/93	3/95	7/89	4/90	5/90
Policy on Terrorism	13/82	2/96	21/75	10/84	9/84
Iraq Policy	1/98	1/97	2/78	4/93	4/91

In Morocco, Jordan, UAE, and Egypt majorities have mostly favorable views of American “science and technology,” “freedom and democracy,” “people,” “movies and TV,” “products,” and “education.” Only in Saudi Arabia and Lebanon do majorities have unfavorable views toward these aspects of America.

On the other hand, Arab attitudes toward US policy towards: “Arabs,” “Palestine,” “terrorism,” and “Iraq” are extremely low—in the low single digits in most cases.

**2b. US policy is more important than American values in determining Arab attitudes toward the US.**

**Table 2b. Importance of Values v. Policies in Overall Attitudes toward US**

	<b>Morocco</b>	<b>Saudi Arabia</b>	<b>Jordan</b>	<b>Lebanon</b>	<b>UAE</b>
	<b><u>Values/</u></b>	<b><u>Values/</u></b>	<b><u>Values/</u></b>	<b><u>Values/</u></b>	<b><u>Values/</u></b>
	<b><u>Policy</u></b>	<b><u>Policy</u></b>	<b><u>Policy</u></b>	<b><u>Policy</u></b>	<b><u>Policy</u></b>
	18/79	10/86	16/76	9/89	9/75
	<b><u>Imp/</u></b>	<b><u>Imp/</u></b>	<b><u>Imp/</u></b>	<b><u>Imp/</u></b>	<b><u>Imp/</u></b>
	<b><u>Not Imp</u></b>	<b><u>Not Imp</u></b>	<b><u>Not Imp</u></b>	<b><u>Not Imp</u></b>	<b><u>Not Imp</u></b>
Freedom/Opportunity	32/51	49/39	31/48	75/20	23/50
Science/Technology	47/38	59/35	41/34	75/18	50/27
Iraq Policy	88/7	79/3	68/19	82/6	68/18
Policy Towards Palestinians	89/7	81/3	71/20	89/5	72/16
Treatment of Arabs and Muslims	69/14	82/3	61/23	90/4	73/13

When asked whether their overall attitude toward the US was shaped by their feelings about American values or US policies, in all six countries, an overwhelming percentage of respondents indicated that policy played a more important role.

Similarly, when respondents were asked specifically to evaluate the importance of “freedom/opportunity,” “science/technology,” “Iraq policy,” “Palestine policy,” or the “US’s treatment of Arabs and Muslims” in determining their overall attitudes toward the US, by a margin of almost 2 to 1, in most of the six countries (Lebanon being the notable exception) the policy issues were the more important concerns. Concern with America’s Iraq policy now equals the concern with the US’s policy towards the Palestinians as an issue. In Saudi Arabia, Lebanon, and the UAE, the US’s treatment of Arabs and Muslims now appears as the most important policy concern.

\* \* \*

**2c) Arab attitudes toward other aspects of the US have declined since 2002**

**Table 2c. Arab Attitudes Toward US Values, Products, and Policies, June 2004/ April 2002**

<b><u>Aspect of America</u></b>	<b>Saudi Arabia</b>		<b>Lebanon</b>	<b>UAE</b>		
	<b><u>2004 Fav/</u></b>	<b><u>2002 Fav/</u></b>	<b><u>2004 Fav/</u></b>	<b><u>2002 Fav/</u></b>	<b><u>2004 Fav/</u></b>	
	<b><u>Unfav</u></b>	<b><u>Unfav</u></b>	<b><u>Unfav</u></b>	<b><u>Unfav</u></b>	<b><u>Unfav</u></b>	
Science/Technology	48/51	71/26	52/46	82/16	84/12	81/14
Freedom/Democracy	39/60	52/44	41/56	58/40	39/53	50/44
People	28/64	43/51	39/58	63/33	46/35	43/42
Movies/TV	35/60	54/42	30/66	64/35	54/42	64/32
Policy Towards Arabs	4/85	8/88	5/86	9/86	7/87	15/76
Policy Towards Palestinians	3/95	5/90	4/90	6/89	5/89	10/83
Policy Towards Terrorism	2/96	30/57	10/84	30/65	9/83	37/48

In the countries we surveyed in both 2002 and 2004, in almost every instance, we found that Arab attitudes toward American values, products and policies declined in the past two years. It appears, from the data, that the strong and growing negative attitudes toward US policies have contributed to this decline.

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**3) *The negative impact of US policy on overall attitudes becomes even clearer in evaluating the responses to “open-ended” questions.***

**Table 3a. Grouped Open-Ended Responses to Question:  
“What is First Thought When You Hear America?”**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>	<u>Egypt</u>
Opportunities		4.5	3	12	2	
Personal Freedom	4.5		15	9.5	9.5	17.5
Entertainment	2.5			2.5	1	6.5
Unfair Foreign Policy	12.5	39.5	21.5	20.5	33.5	32
Materialistic	3	13	9.5	2.5	6.5	6
Imperialistic	10	10	26	8.5	4	
Power	18	9.5	5	6.5	13	10
Oil Interest	4.5	18	9	33.5	10.5	24.5
Good Products	2.5	1.5			1.5	
Oppressive	5.5					
Not Sure	2	1.5				
Dictatorship	2					
Terrorism	5					
Grandiosity	2.5					
Science/Technology	5.5					
Colonialism	1.5					
Money/Business	2					
Other	16	2.5	11	6		3.5
Killing Arabs					5	
Bush					12	

When grouped together, the responses in all six countries are overwhelmingly negative. In fact, the ratio of negative to positive responses is 3 to 1 in Lebanon and Egypt, almost 4 to 1 in Morocco, Jordan, and the UAE, and 15 to 1 in Saudi Arabia.

In only a few instances does there appear to be a concern with US values, or the perceived absence of values—as in, “materialism.”

On the other hand, the most frequently cited “first thoughts” focus on policy concerns, or how the US deals with the Arab world and its people. For example, the most commonly noted themes are “the US’s unfair foreign policy,” “the US is only interested in oil,” and “the US is imperialistic.”

The most commonly noted positive attribute of the US (still only 24% of the total responses in Lebanon and Egypt, 18% of the responses in Jordan, 17% in Morocco, 14% in UAE, and just 6% in Saudi Arabia) are “personal freedom,” “opportunity,” and American “entertainment” and “products.”

\* \* \*

**Table 3b. Best Thing About America**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>	<u>Egypt</u>
Just Like Us	6.5	14	26.5	38	14	16
Entertainment	16.5	4	21	24	18	12
Good Products	19.5	11.5	13.5	21	14.5	23
Nothing	18	55.5	19.5	10	26	35
Development	5.5					
Not Sure	5	14.5	15	2	10	5
Personal Freedom	2.5			1.5		
Science/Technology	10.5					
Innovation	2					
Power	2					
International Democracy	3					
Work	2.5					2.5
Other	6.5		5	3.5	17	2
Luxury						4.5

When asked to identify “the best thing that comes to mind when they think about America, in three of the six countries the top answer given was “nothing at all.”

In Jordan and Lebanon the most common response was “they are people just like us.” That answer was also given by a substantial number of respondents in Saudi Arabia, UAE, and Egypt. Other frequently provided responses focused on American entertainment, products, and know-how—these accounted for about ½ of all the responses given in all countries except Saudi Arabia.

“Values” were only rarely noted as the “best thing about American.”

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**Table 3c. Worst Thing About America**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>	<u>Egypt</u>
Foreign Policy	12.5	26	9	8.5	15.5	15
Unfair Middle East Policy	12	8.5	20	39.5	27.5	40
Murder Arabs	31.5	17	26.5	19.5	19	21.5
Godless	3.5	6.5	8		2.5	
All About Oil	10	30	15	19	14	5.5
Materialistic	4.5	8	4.5	8	6	9
Imperialistic	5	2	6		2	
Not Sure	0.5	1			3	4
Domination	4.5					
War	1.5					
Egoism	1.5					
Repression	4.5					
Racism	2.5					
Other	7		11	5	9.5	3
Nothing Bad					1	
Absence of Civilization						2.5

To understand the depth of Arab alienation from America and the reasons for it, one need only look at the responses to the questions “what is the worst thought that comes to mind when you her America?”

The issue of foreign policy in general and policy towards the Arab people in particular are the items most frequently cited here. Across the board in all six countries foreign policy issues are noted in almost 80% of the responses. The most frequently cited are “unfair Middle East policy,” US responsibility for “murdering Arabs” (principally in Iraq, although US culpability for the suffering of Palestinians is also cited), and what is perceived as the US preoccupation with “Arab oil.” That this is an issue across the board, is worth noting. While it is understandable that this might be a perception in Saudi Arabia and UAE, it comes as a surprise that this is a significant “first thought” that comes to mind in Morocco, Jordan, and Lebanon as well.

Overall it is interesting to note again that even in this area, policy issues (or how the US impacts Arab lives) are of far greater concern than US values (or how Americans live their lives). In fact, the ratio of policy concerns to concern that the US is “Godless,” “materialistic,” etc. ranges from 6 to 1 in Saudi Arabia to 10 to 1 in Lebanon.

In any case there appears to be no empirical evidence to support the claim that Arabs have a negative view of the US because “they hate American values.”

\* \* \*



**Table 3d. What Should America do to Improve its Image in the Arab World**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>	<u>Egypt</u>
Out of Iraq	14	21	15	12.5	6.5	24
Stop Supporting Israel	18	22.5	24.5	46	27	34
Help Palestinians	4	4	3.5	3.5	1	1.5
Make Peace	7	5.5	8.5	4.5	5	3
Justice	10.5	9	18.5	5	20.5	9
Respect Arabs	7.5	11	5	7	5	5
Change Middle East Policy	20.5	11	14.5	19	20.5	20.5
Improve Arab Relations	5	9	2.5		4	
Leave Arabs	2					
Not Sure	3	5.5	2		2	3
Respect Human Rights	1.5					
Respect International Law	1.5					
Be Balanced	2.5					
Other	3.5		6	2	9	

The final open-ended question asked respondents “what the US should do to improve its image in the Arab world?” Here again, in the answers given to this question it becomes clear that the central Arab concern is with changing US policy and the way the US deals with Arab people.

The two most frequently provided answers were “stop supporting Israel” and “change your Middle East policy”—these were similar to the most frequently cited responses given in the 2002 “Impressions of America” poll. The very high 46% of Lebanese whose answers to this question can be grouped under “stop support for Israel” can be explained by the fact that Lebanon has its own history with Israel and its own frustration with US support for Israeli policy.

A newer response, that ranks quite high in five of the Arab countries, is “get out of Iraq.” The exception here is the UAE. It is interesting to note that in four of the six countries, over 1/3 of the respondents call on the US to adopt what might be referred to as a more “values driven” policy. There are calls for the US to show more “respect,” “apply justice,” “improve relations,” or “work for peace.”

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4) *Age and Gender as Factors in Attitudes Toward America*

**Table 4a. Difference in Attitudes Toward the US Among Arabs Over and Under 30 Years Old\***

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	<b>Under 30 Fav/ Unfav</b>	<b>Over 30 Fav/ Unfav</b>	<b>Under 30 Fav/ Unfav</b>	<b>Over 30 Fav/ Unfav</b>	<b>Under 30 Fav/ Unfav</b>	<b>Over 30 Fav/ Unfav</b>
To US	11/88	11/88	5/93	3/94	18/75	12/81
Science/Technology	92/5	89/10	57/43	44/55	84/13	81/14
Freedom/Democracy	56/35	51/44	45/53	35/64	61/33	51/49
People	59/24	60/32	31/62	27/45	51/38	53/41
Movies/TV	63/34	58/39	42/54	32/63	57/40	54/45
Products	74/24	73/25	45/49	32/64	65/32	56/41
Education	61/14	61/17	18/69	9/76	61/28	57/30
Policy Towards Arabs	3/91	5/90	5/94	3/95	9/89	7/89
Policy Towards Palestinians	2/92	3/93	4/94	3/96	7/90	7/89
Policy on Terrorism	9/84	15/81	3/96	2/96	25/70	16/80
Iraq	0/99	1/98	2/93	0/98	3/77	1/81

	<u>Lebanon</u>		<u>UAE</u>	
	<b>Under 30 Fav/ Unfav</b>	<b>Over 30 Fav/ Unfav</b>	<b>Under 30 Fav/ Unfav</b>	<b>Over 30 Fav/ Unfav</b>
To US	22/70	18/69	14/73	15/72
Science/Technology	63/36	45/53	81/13	86/10
Freedom/Democracy	44/56	40/57	39/52	38/54
People	48/51	33/63	44/39	48/31
Movies/TV	33/63	27/69	62/35	48/46
Products	48/49	33/62	65/32	62/34
Education	44/49	34/57	64/21	64/25
Policy Towards Arabs	7/89	3/91	5/88	7/87
Policy Towards Palestinians	5/92	3/89	3/93	7/88
Policy on Terrorism	7/89	12/81	6/89	12/79
Iraq	2/95	5/92	3/96	6/86

(\* cross tabs by age are not yet available for Egypt)

It appears from these results that in Saudi Arabia and Lebanon, younger respondents have somewhat more favorable attitudes towards American values and products. To a lesser degree this same phenomenon is apparent in the other countries as well.

In almost no instance does age appear to have a significant impact on attitudes toward American policy and overall attitudes toward the US. All are equally low.

**Table 4b. Differences in Attitudes Toward the US among Arab Men and Women**

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	Male Fav/Unfav	Female Fav/Unfav	Male Fav/Unfav	Female Fav/Unfav	Male Fav/Unfav	Female Fav/Unfav
To US	14/86	8/90	2/97	6/89	19/73	11/82
Science/Technology	90/9	90/7	47/54	51/48	80/16	75/11
Freedom/Democracy	50/46	55/35	39/61	38/60	50/46	64/34
People	65/26	54/31	35/59	19/71	46/43	59/34
Movies/TV	61/37	59/37	36/61	33/59	51/46	61/37
Products	73/25	74/23	33/64	42/53	53/42	70/28
Education	62/16	59/16	10/79	15/67	52/31	65/26
Policy Towards Arabs	5/91	4/90	2/97	6/92	9/87	8/90
Policy Towards Palestinians	2/94	3/92	1/98	6/91	7/88	7/91
Policy on Terrorism	14/81	11/83	1/98	4/94	19/74	23/75
Iraq	1/97	1/99	1/98	2/95	3/72	1/84

	<u>Lebanon</u>		<u>UAE</u>	
	Male Fav/Unfav	Female Fav/Unfav	Male Fav/Unfav	Female Fav/Unfav
To US	24/65	15/74	16/71	10/75
Science/Technology	57/41	47/52	87/10	79/14
Freedom/Democracy	46/50	36/63	40/53	38/51
People	44/53	33/65	51/34	39/36
Movies/TV	35/61	23/72	55/41	54/42
Products	44/52	33/62	63/33	63/35
Education	42/51	34/57	64/26	64/20
Policy Towards Arabs	4/87	5/93	7/88	5/85
Policy Towards Palestinians	4/86	3/95	6/90	5/89
Policy on Terrorism	11/80	9/90	13/81	4/87
Iraq	3/95	5/92	5/88	3/93

(\* cross tabs by gender are not yet available for Egypt)

Gender appears to play a significant role in shaping Arab attitudes toward some aspects of America only in Jordan and Lebanon. But the impact of gender in each case is different. In Jordan, women have more favorable views toward five of the six items measured. In Lebanon, on the other hand, it appears that it is the men who have the more positive attitudes in all six areas.

There is virtually no gender gap on any of the policy issues. Males do have slightly more overall favorable views toward the US, but their views are still quite negative.

**Table 4c. Religion, Muslim and Christian**

	<b>Lebanon</b>	
	<b>Muslim Fav/ Unfav</b>	<b>Christian Fav/ Unfav</b>
To US	17/75	24/69
Science/Technology	55/44	48/50
Freedom/Democracy	40/58	45/54
People	37/62	42/53
Movies/TV	31/65	26/69
Products	39/57	38/56
Education	39/53	37/56
Policy Towards Arabs	4/90	7/89
Policy Towards Palestinians	3/90	5/91
Policy on Terrorism	6/87	17/80
Iraq	2/97	6/86

Lebanon was the only country where we were able, given the sample size, to measure religion as a factor in determining attitudes. But as Table 4c demonstrates, religion appears to play a negligible role in shaping attitudes toward America. Christian attitudes toward the US and the US war on terror are somewhat higher, but still quite low.

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## B) How Do Arabs Know About America?

What are the sources of information from which Arabs derive their attitudes toward America? And how do these various sources of information impact the feelings Arabs have about the US?

We have asked similar questions of Americans when we have polled them to learn about their attitudes toward the Arabs. And so we felt that was useful to learn whether in the case of Arabs, their attitudes toward the US were based on direct experience or received knowledge. If the latter, then we sought to determine the sources of this received knowledge and how the principle source of information impacted favorable/unfavorable view of America, American life, and American policy.

### 1) *Arab Direct Experience with America and Americans*

**Table 5a. How Arabs Experience America**

	Morocco	Saudi Arabia	Jordan	Lebanon	UAE
	Y/N	Y/N	Y/N	Y/N	Y/N
Have you ever been to the US?	9/91	20/79	17/82	11/89	22/77
What was the overall impression of your visit?	*39/10	*7/56	*25/17	*68/9	*34/12
Would you like to visit the US?	62/33	29/65	59/28	62/35	37/50
Have your family or friends ever been to the US?	62/37	34/43	69/25	39/56	69/23
How did they describe the overall impression of their visit?	*41/10	*18/45	*21/19	*34/11	*29/17
Do you personally know any Americans?	28/70	14/83	41/54	29/70	38/58
Would you like to know any Americans?	74/22	49/50	72/24	71/28	56/37
Would you like to meet Americans?	67/28	37/63	67/26	56/43	48/42

\*For these responses “Yes”=Positive/ “No”=Negative

Among our respondents, one in five in Saudi Arabia, Jordan, and the UAE have been to the US. Only one in ten Moroccans and Lebanese have been to the US. At the same time, majorities in Morocco, Jordan and Lebanon have family or friends who have visited America.

Of those who have traveled to the US, impression of the country have been quite positive, with significant numbers of Moroccans, Jordanians, Arabs in the Emirates and Lebanese reporting largely positive experiences.

Only Saudis, who visited the US or who had family or friends who did so, reported negatively on their experiences.

It is also important to note that two-thirds of Moroccans, Jordanians and Lebanese would like to visit the US. Only in the Emirates and Saudi Arabia were only about one-third of the respondents so inclined (This may be the result of the widely reported post-9/11 negative experiences of a number of students and visitors from the Gulf).

About four in ten Jordanians and Arabs in the Emirates know Americans. In Lebanon and Morocco, it is three in ten. Only in Saudi Arabia is the number of those who know an American a low one in seven.

Most of the respondents would like to know or meet Americans. This is especially true in Morocco and Jordan, where the percentages in each category are 70+% and 67% respectively. Even in Saudi Arabia the respondents were split.

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## 2) Principle Sources of Received Information about the US

**Table 5b. Principle Sources of Information about the US**

	<u>Morocco</u>	<u>Saudi Arabia</u>	<u>Jordan</u>	<u>Lebanon</u>	<u>UAE</u>	<u>Egypt</u>
Read books on America	10	1	11	9	9	6
Seen movies	23	6	25	19	26	33
Watched American television	17	6	23	16	23	11
Seen or heard Arab Commentaries in Arab media	29	68	28	34	26	36
Other	21	18	10	19	16	14

We asked those who have not traveled to the US or knew any Americans to identify the principle source of their information about the US. In all of the countries covered in this study, it appears that the principle source is “seeing or hearing Arab commentaries in the Arab media.” The portion of our respondents who indicate this averages between one-fourth to one-third in four of the five countries. In Saudi Arabia, two-thirds say that the Arab media is how they principally learn about the US.

In Morocco, Jordan and the UAE, 50% or more have received their ideas about the US from a combination of books, movies, and watching US television.

Watching US television programs are an especially important source in Jordan and the UAE (23% in each). It is also an important source in Morocco and Lebanon, where one in eight report American television programs as a major source of information about America.

\* \* \*

### 3) *The Role that Various Sources of Information Play in Attitudes Toward America*

**Table 6a. Have you visited the United States?**

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	Yes Fav/Unfav	No Fav/Unfav	Yes Fav/Unfav	No Fav/Unfav	Yes Fav/Unfav	No Fav/Unfav
To US	16/84	11/88	6/92	3/94	23/73	14/78
Science/Technology	95/5	90/8	55/45	47/53	87/11	81/14
Freedom/Democracy	65/33	52/41	45/53	37/62	68/26	54/43
People	77/18	58/29	32/67	27/63	67/27	49/41
Movies/TV	69/30	59/38	43/55	33/61	62/36	54/43
Products	79/18	73/25	48/53	34/61	69/30	60/36
Policy Towards Arabs	8/89	4/91	4/96	4/95	15/82	7/90
Policy Towards Palestinians	5/90	2/93	4/95	3/95	9/82	7/91
Policy on Terrorism	23/75	12/83	1/99	3/96	22/72	21/75
Iraq	0/100	1/98	4/95	0/97	6/75	1/79

	<u>Lebanon</u>		<u>UAE</u>	
	Yes Fav/Unfav	No Fav/Unfav	Yes Fav/Unfav	No Fav/Unfav
To US	42/45	17/72	22/71	12/73
Science/Technology	54/46	52/46	93/5	82/13
Freedom/Democracy	52/45	40/58	45/53	37/53
People	51/49	37/59	70/20	40/39
Movies/TV	27/69	30/66	59/35	52/44
Products	31/58	40/56	77/19	59/38
Policy Towards Arabs	9/90	4/90	4/90	7/86
Policy Towards Palestinians	6/93	4/90	4/92	6/89
Policy on Terrorism	13/86	10/84	8/86	10/83
Iraq	11/84	3/95	6/89	4/91

In most instances, Arabs who have visited the US have more favorable views of the US, American values, people and products.

Differences are most significant with regard to the approval ratings for the American people and American values of freedom and democracy.

In Lebanon, and to a lesser degree in Jordan and the UAE, Arabs who have visited the US give it a higher overall favorable rating.

However, with regard to attitudes toward US policy, there is no appreciable difference between the attitudes of Arabs who have been to the US and those who have not. Both groups give US policy in Iraq, Palestine and towards the Arabs in general, low single-digit ratings.

**Table 6b. Do you know any Americans?**

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	Yes Fav/ Unfav	No Fav/ Unfav	Yes Fav/ Unfav	No Fav/ Unfav	Yes Fav/ Unfav	No Fav/ Unfav
To US	20/80	8/91	4/93	4/94	14/82	17/74
Science/Technology	93/7	89/9	56/44	48/52	84/13	82/14
Freedom/Democracy	60/37	49/43	48/51	38/61	56/41	58/40
People	68/27	55/29	34/59	27/65	56/37	49/41
Movies/TV	68/30	57/39	44/52	34/62	57/42	54/42
Products	78/20	72/26	49/50	35/61	63/35	60/36
Education	74/12	55/17	14/75	13/74	60/29	58/29
Policy Towards Arabs	7/86	3/93	4/96	3/95	10/89	7/88
Policy Towards Palestinians	5/89	2/94	2/97	3/95	7/91	7/88
Policy on Terrorism	20/74	9/86	2/98	2/96	16/82	25/70
Iraq	2/99	0/98	4/94	1/97	2/85	2/74

	<u>Lebanon</u>		<u>UAE</u>	
	Yes Fav/Unfav	No Fav/Unfav	Yes Fav/Unfav	No Fav/Unfav
To US	30/58	15/74	17/76	11/73
Science/Technology	56/43	50/48	91/8	79/14
Freedom/Democracy	49/48	38/59	43/55	38/51
People	45/53	37/60	61/28	37/40
Movies/TV	32/60	28/69	60/37	49/47
Products	37/56	39/58	70/29	57/39
Education	47/47	34/58	76/16	54/29
Policy Towards Arabs	7/89	4/91	6/88	6/87
Policy Towards Palestinians	3/93	4/89	5/91	5/90
Policy on Terrorism	10/85	10/84	10/82	7/85
Iraq	9/88	2/96	7/90	2/92

Arabs who have known Americans also give higher favorable ratings toward the US and the American people, values and products, though to a lesser degree than Arabs who have actually been to America.

While the impact of “knowing Americans” is most notable for the higher approval ratings it creates towards the American people, values, products and education, it also has a somewhat smaller impact on the overall attitudes toward the US. Only in Jordan do we find that knowing American has no significant positive impact on attitudes.

Once again, simply “knowing Americans” produces no net gain in favorable attitudes toward US policies in Iraq, Palestine, and toward the Arab World.



**Table 6c. Do you watch US television?**

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>
To US	11/88	11/88	7/89	4/94	13/80	16/76
Science/Technology	92/7	89/9	61/39	47/52	80/11	84/9
Freedom/Democracy	61/36	48/44	55/45	38/61	54/43	59/38
People	64/27	56/29	39/45	28/65	53/38	52/39
Movies/TV	67/31	55/41	45/48	34/61	58/39	55/43
Products	78/20	70/27	45/50	36/60	59/38	63/34
Education	73/12	52/18	7/73	13/74	56/33	60/26
Policy Towards Arabs	5/91	4/90	7/91	4/95	6/94	10/86
Policy Towards Palestinians	3/93	2/93	5/95	3/95	4/95	9/86
Policy on Terrorism	16/81	10/83	2/98	2/96	20/79	22/72
Iraq	1/98	0/99	0/100	1/96	1/81	3/76

	<u>Lebanon</u>		<u>UAE</u>	
	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>
To US	30/54	16/74	16/71	12/75
Science/Technology	75/25	44/54	89/7	78/16
Freedom/Democracy	67/31	32/65	41/50	37/55
People	51/48	35/62	52/18	41/42
Movies/TV	30/68	29/66	63/33	44/51
Products	50/44	35/61	66/31	60/37
Education	52/39	33/59	64/26	63/21
Policy Towards Arabs	10/86	3/91	4/89	9/84
Policy Towards Palestinians	7/89	3/91	3/91	7/88
Policy on Terrorism	16/81	8/86	8/85	10/82
Iraq	8/86	2/96	2/92	6/89

Among Arabs whose principle source of information about the US is watching American television programs, there is a significant positive impact in most areas in most countries. This is true in all the countries surveyed with the exception of Jordan. In Saudi Arabia the impact of US television on attitudes is even more positive than knowing Americans or having visited America.

There is, however, no gain in favorable attitudes toward US policy resulting from watching US television programs.

**Table 6d. Do you watch Arab commentaries?**

	<u>Morocco</u>		<u>Saudi Arabia</u>		<u>Jordan</u>	
	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>
To US	8/91	17/81	3/94	5/94	11/83	19/73
Science/Technology	90/9	91/6	50/50	44/56	80/16	84/11
Freedom/Democracy	48/46	63/28	40/59	34/63	56/43	58/38
People	56/30	67/24	29/65	26/62	49/42	55/36
Movies/TV	59/38	63/34	38/59	28/63	57/41	56/42
Products	72/26	77/21	39/58	30/63	64/33	59/37
Education	57/17	69/12	15/75	7/70	53/32	64/26
Policy Towards Arabs	1/94	11/83	4/95	3/96	4/92	12/86
Policy Towards Palestinians	0/95	8/88	3/95	3/94	4/92	9/87
Policy on Terrorism	9/86	20/73	2/97	3/95	18/80	24/70
Iraq	1/98	1/98	1/96	1/98	1/82	3/75

	<u>Lebanon</u>		<u>UAE</u>	
	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>	<b>Yes Fav/Unfav</b>	<b>No Fav/Unfav</b>
To US	19/76	21/61	13/78	15/66
Science/Technology	45/53	61/38	83/11	84/12
Freedom/Democracy	28/69	57/41	43/49	34/58
People	32/65	47/50	40/40	54/29
Movies/TV	32/63	26/70	54/42	54/42
Products	37/60	42/53	63/35	63/33
Education	37/54	40/54	58/25	71/22
Policy Towards Arabs	6/90	4/90	7/88	6/85
Policy Towards Palestinians	4/90	3/90	6/90	4/89
Policy on Terrorism	7/87	13/82	8/87	10/79
Iraq	3/96	5/90	4/93	5/87

Among those who have derived their information about America from hearing or seeing Arabic commentaries on Arab television, attitudes are appreciably less favorable toward the US, its policies, people, values and products.

Only Saudi Arabia stands out as a notable exception. In most areas, other than policy and overall attitudes, Saudi favorable attitudes toward aspects of America actually increased. Also, in the UAE, favorable attitudes toward American freedom and democracy actually increased among those who have learned about the US from Arab television.

Overall in Morocco, Jordan, Lebanon and the UAE, the favorable rating given to the US, its policies, people and values dropped in most categories, among those, whose principle information came from Arabic television.

## Demographic Information

	Total Surveyed	< Age 30	> Age 30	Male	Female
<b>Morocco</b>	700	297	403	332	368
<b>Saudi Arabia</b>	700	240	458	407	293
<b>Jordan</b>	400	212	171	201	199
<b>Lebanon</b>	400	162	238	210	190
<b>UAE</b>	386	170	200	234	144
<b>Egypt</b>	700				