



Views on Israel and Jewish Identity

August 2024



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Research Objectives and Methodology

Research Objectives:

This quantitative research project surveyed 18-40-year-old American Jews to understand:

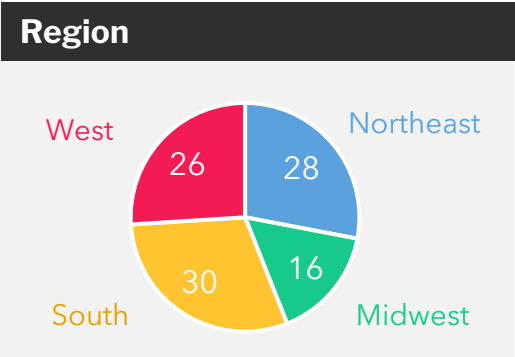
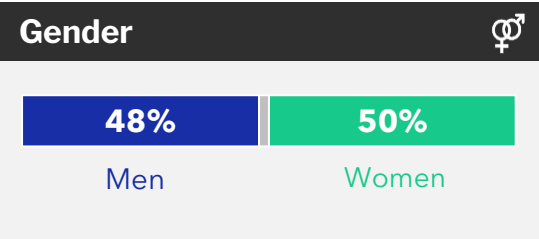
- Views & connection to Israel and Jewish identity (including the impact of October 7)
- How people get information about and engage on topics related to Israel (including impact of October 7)
- Understand how American Jews are affected by antisemitism and anti-Israel sentiment since October 7

Methodology:

- Conducted by BSG
- n=1,103
- Surveys conducted June 5 - June 19, 2024, using market research panels and direct outreach via text message.
- Among people who identified as Jewish and were between the ages of 18 and 40 years old, including an oversample of n=299 Jewish college students.
- The research was informed by a qualitative phase of research, conducted via online journals completed in April 2024.

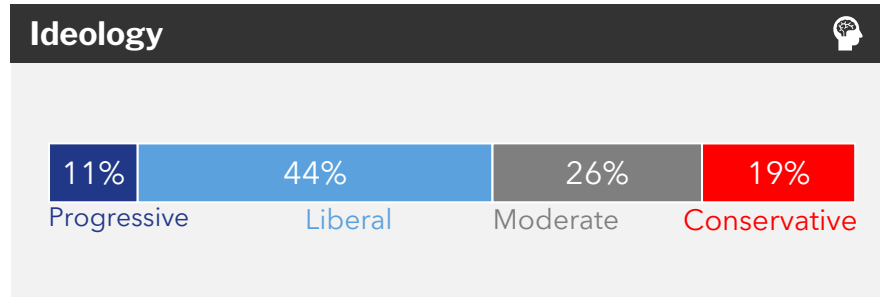
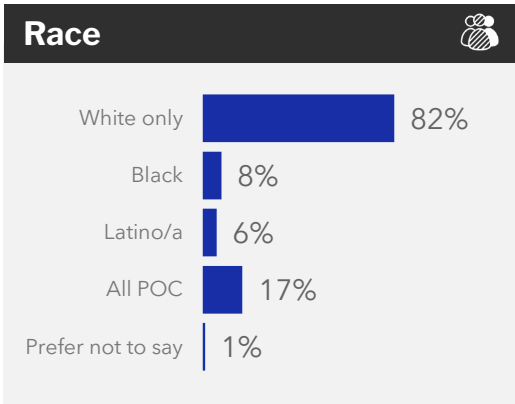
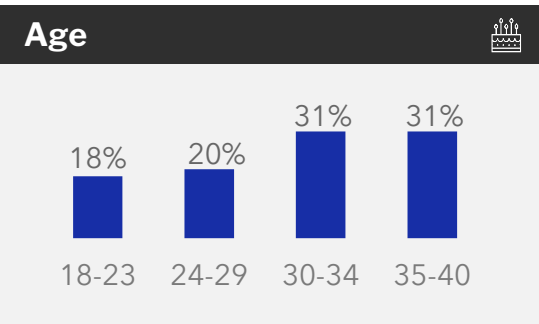
The overall margin of sampling error is $\pm 2.95\%$. This is higher among subgroups.

Demographic Snapshot



Denomination

Just Jewish	53%
Conservative	21%
Reform	19%
Modern Orthodox	10%
Reconstructionist	8%
Traditional Orthodox	5%

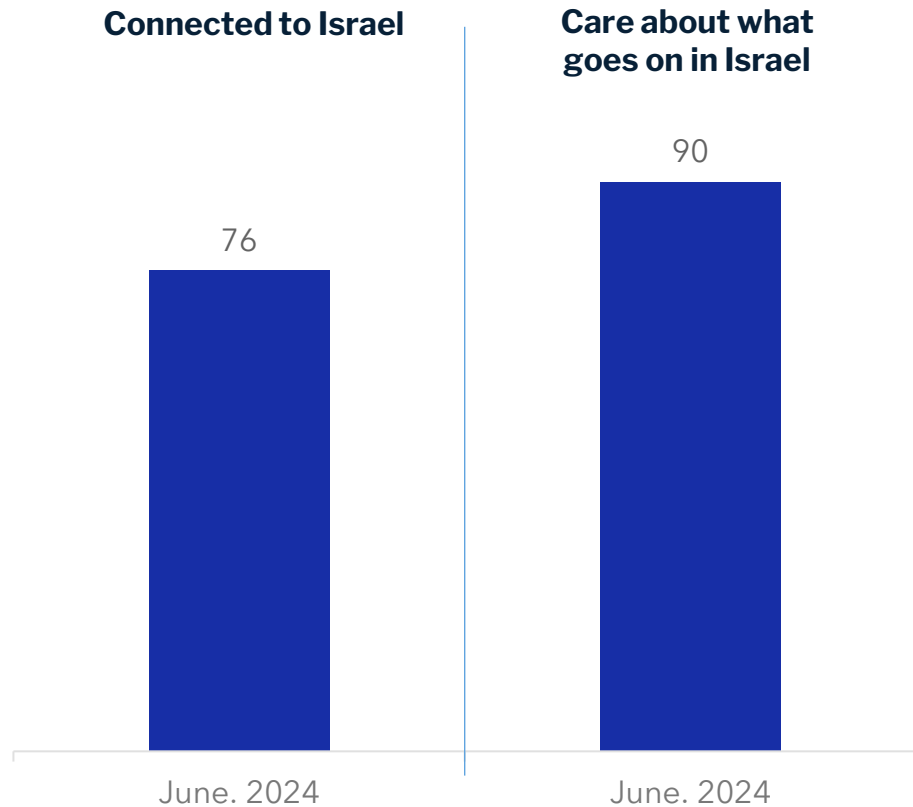


Israel's Role in Young Jews' Identity

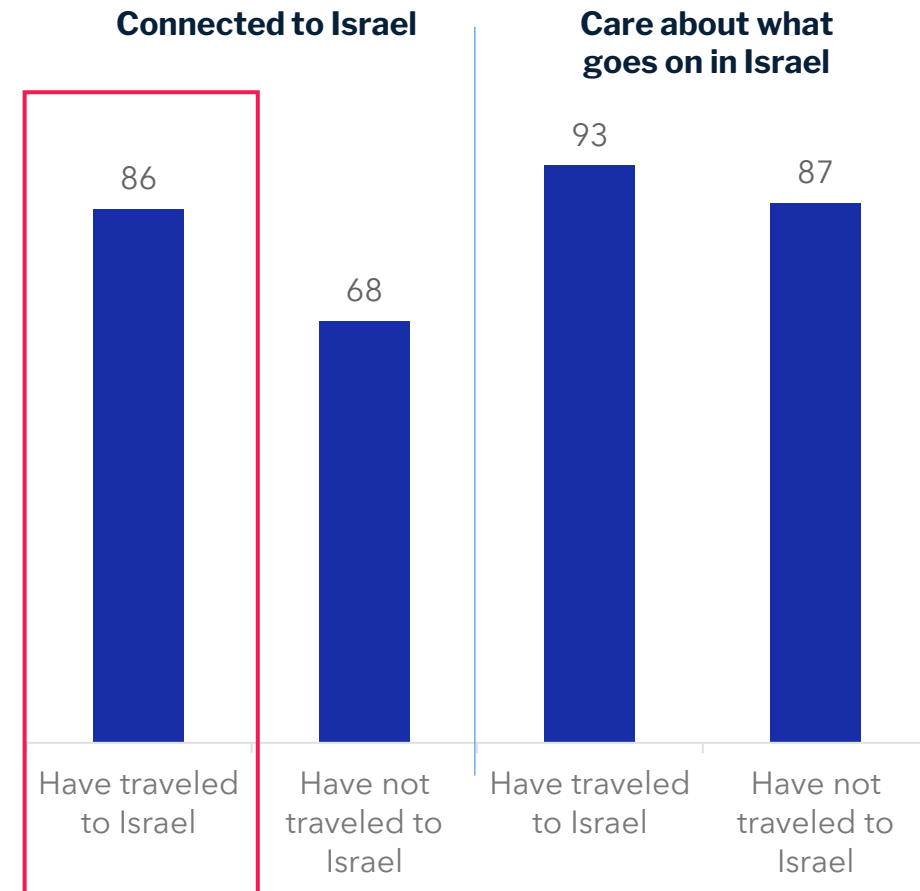
- 1) Young American Jews are connected to (76%) and care about (90%) Israel.
- 2) Those who feel connected (76%) say their connection is driven by culture, Jewish identity, and Israel as a safe haven for Jews. Many of those who feel disconnected (24%) say it's because they disagree with the treatment of Palestinians.
- 3) Those who already feel connected to Israel are much more likely to feel the same or more connected after October 7 than those who had little to no connection.

Overall connection to and care about Israel among 18-40-year-old Jews

Connected to & Care about Israel



Impact of Israel Travel



Top reasons cited for connection & lack of connection to Israel

Reasons why young Jews feel connected to Israel (76%)

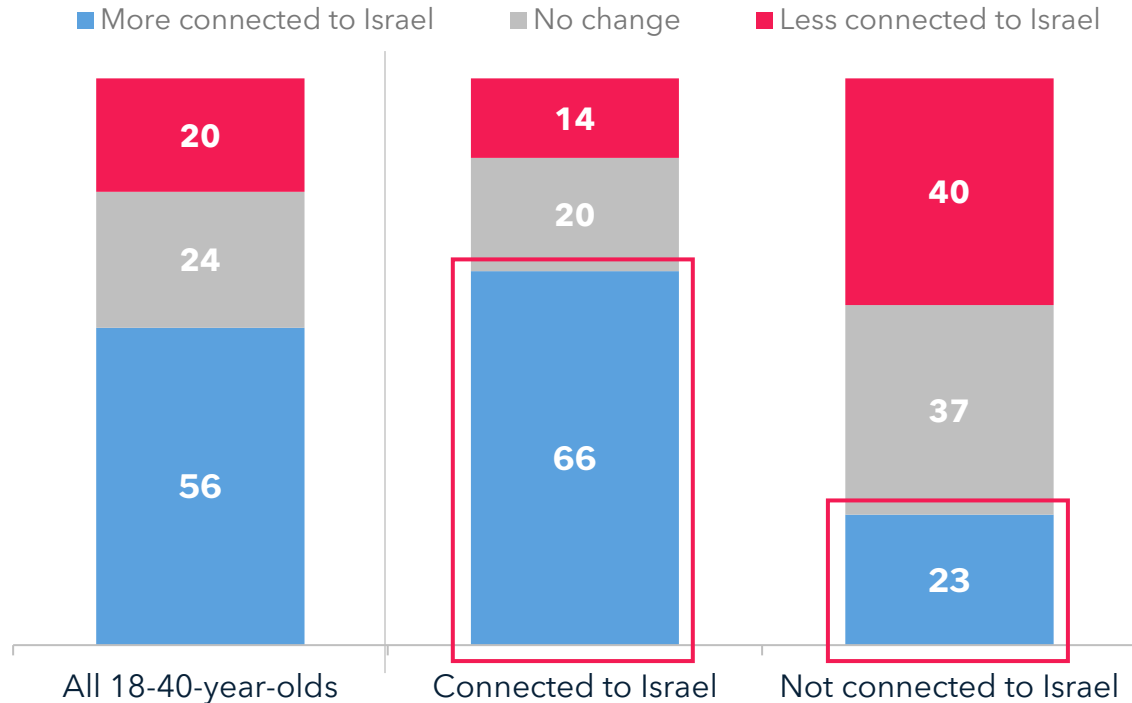
	2024 <i>(Among the 76% who feel connected)</i>
I like the culture there (food, arts, music, etc.)	17
I feel connected because I'm Jewish	14
Israel is a place where Jewish people can feel safe	12

Reasons why young Jews do not feel connected to Israel (24%)

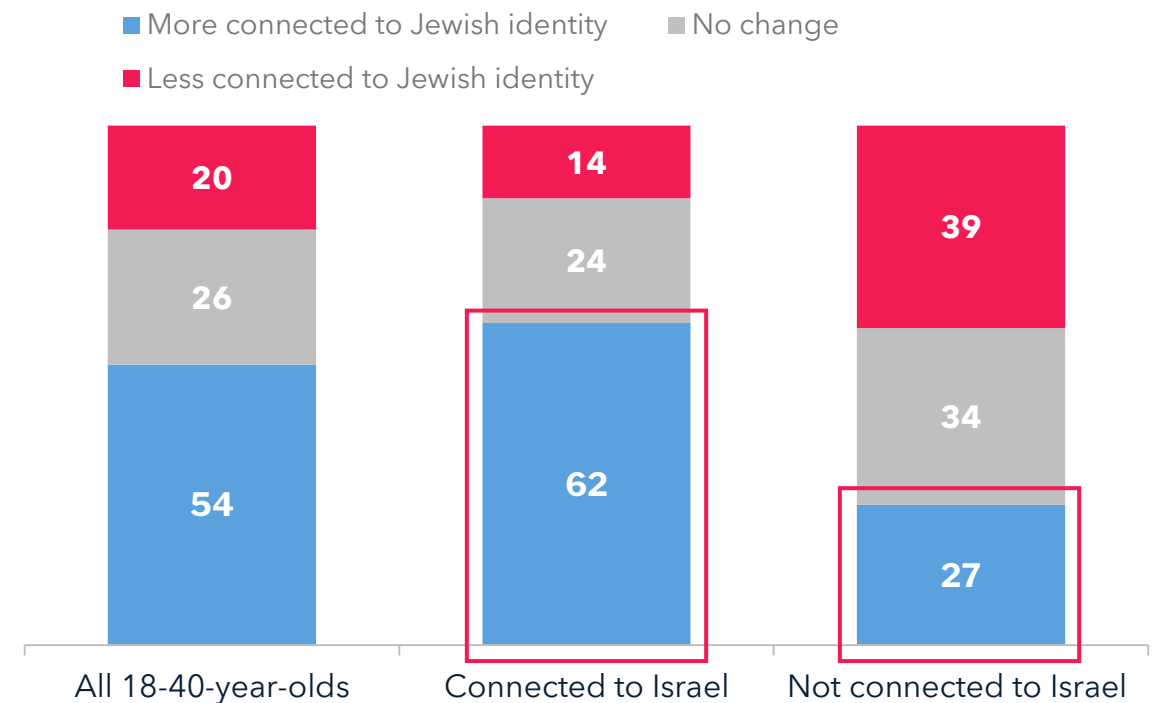
	2024 <i>(Among the 24% who don't feel connected)</i>
I disagree with Israel's treatment of Palestinians	28
I don't have any reason to feel connected to Israel	8
I don't have any friends or family in Israel	8

Many young Jews feel “more connected” to Israel and their Jewish identity post 10/7. This is driven by the 76% who already felt connected to Israel.

Since Oct 7, do you feel more or less connected to Israel?



Since Oct 7, do you feel more or less connected to your Jewish identity?



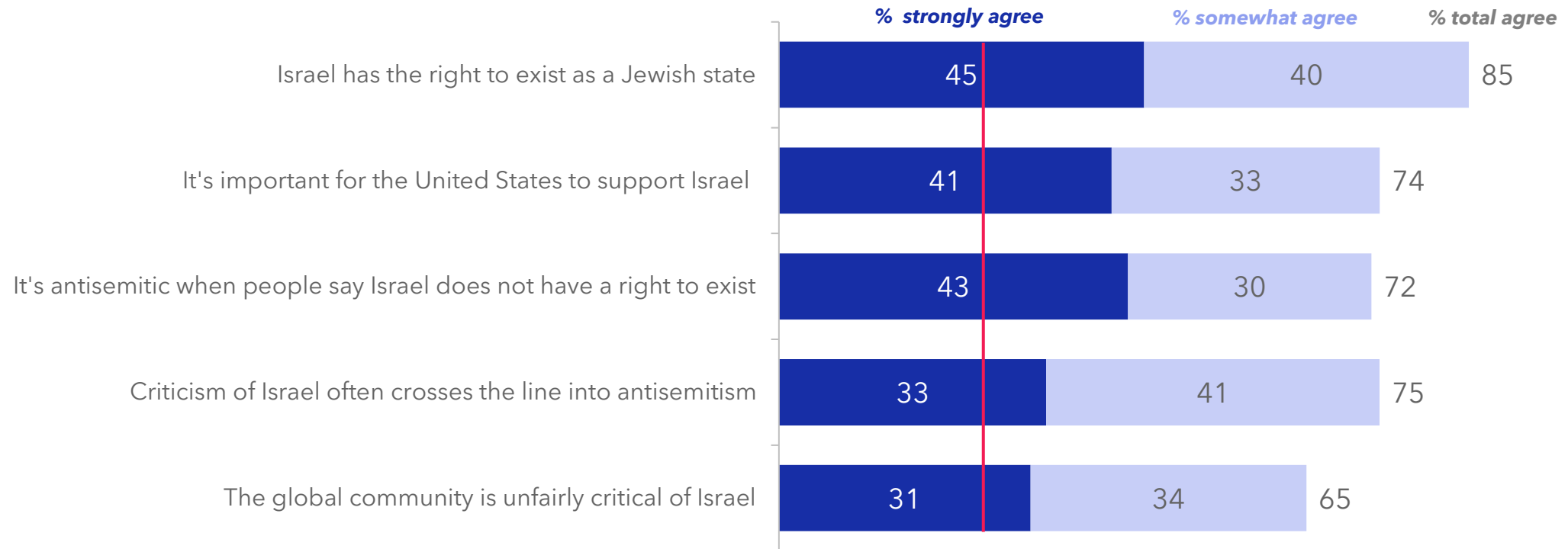
Attitudes toward Israel & Zionism

- 1) There is strong belief that Israel has a right to exist as a Jewish state (85%).
- 2) At the same time, more young Jews (66% in 2024) believe Israel's actions often conflict with their moral values.
- 3) 73% of young Jews agree that both Jews and Palestinians have a right to self-determination.
- 4) 42% of young American Jews said they have never heard of the word "Zionism" or have heard of it but don't know what it means.
- 5) When given the definitions of Zionism and anti-Zionism, the number of young people who identify as Zionist grows by 20 points (from 31% to 53%)

Young Jews strongly agree with statements in support of Israel.

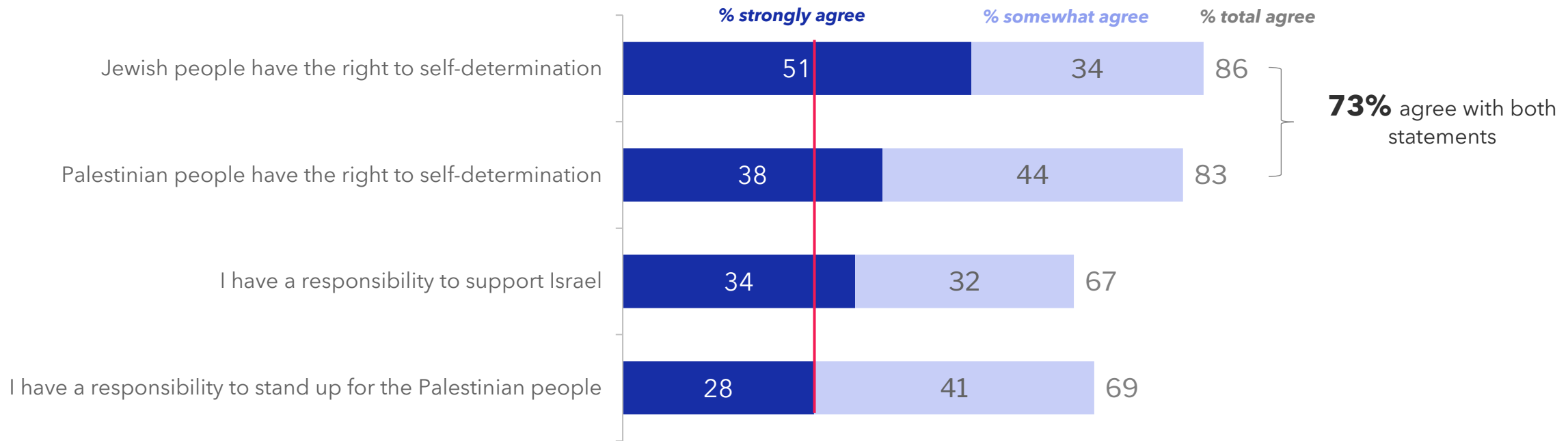
Note: Sentiments about support for Israel are stronger than anti-Israel sentiments

Attitude Statements



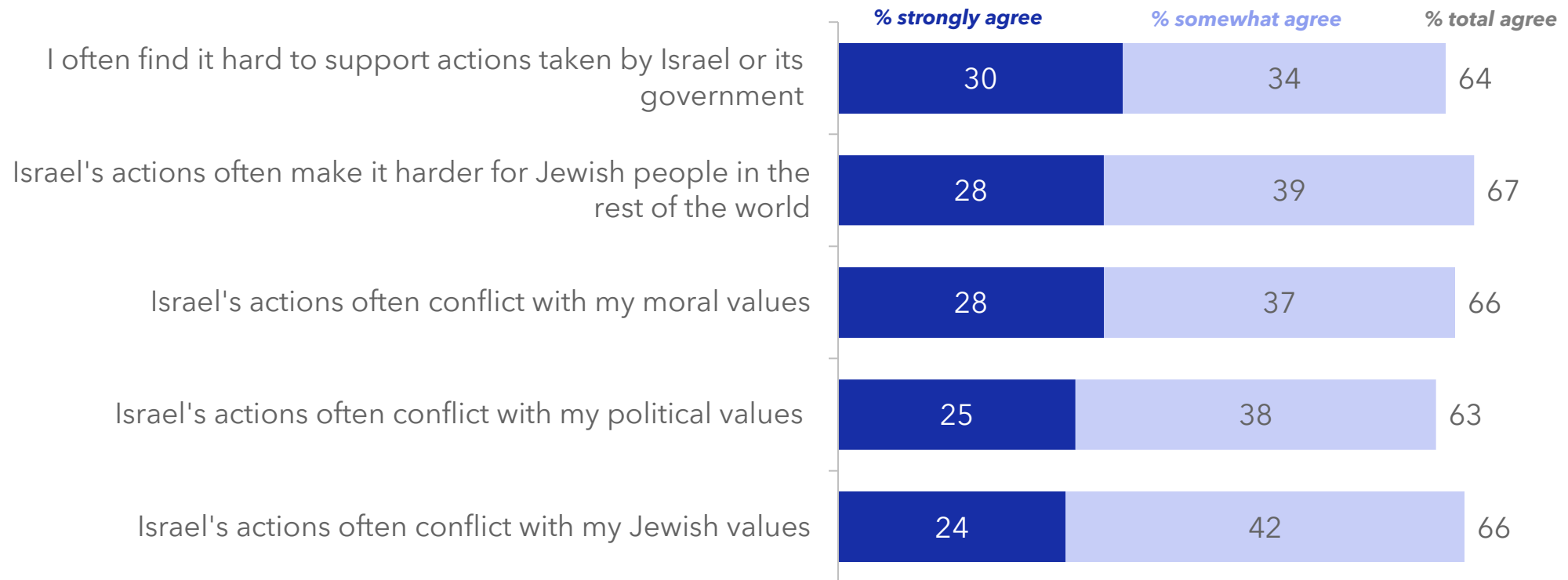
Most young Jews believe in self-determination for both Jews and Palestinians and feel a responsibility to stand up for both peoples

Attitude Statements



Young Jews are also feeling challenged by Israel

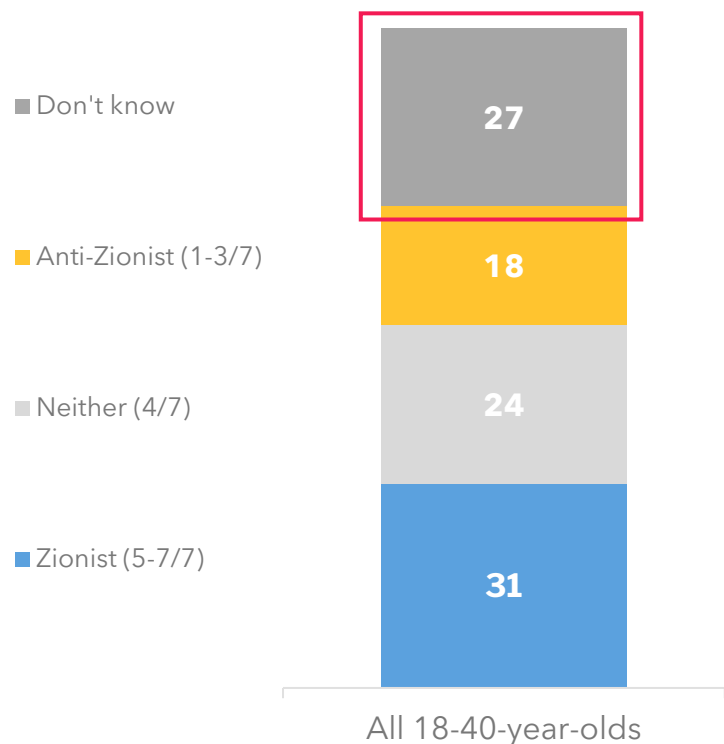
Attitude Statements



A small amount of education impacts whether young Jews identify as a Zionist

Which best describes you?

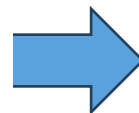
Using a 7-point scale with 1 being Anti-Zionist and 7 being Zionist



With some information...

Zionism is a movement that supports the Jewish people having a state in their ancestral homeland, Israel.

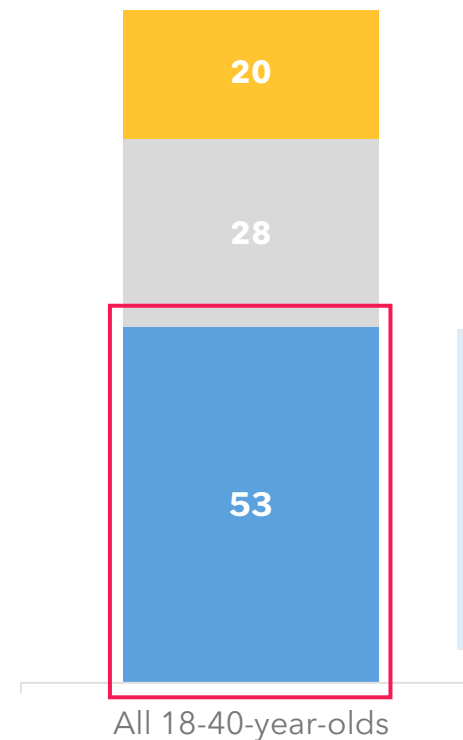
Anti-Zionism is a movement that does not believe the Jewish people should have a state in their ancestral homeland, Israel.



After providing the definition of Zionism & anti-Zionism

Which best describes you?

Using a 7-point scale with 1 being Anti-Zionist and 7 being Zionist



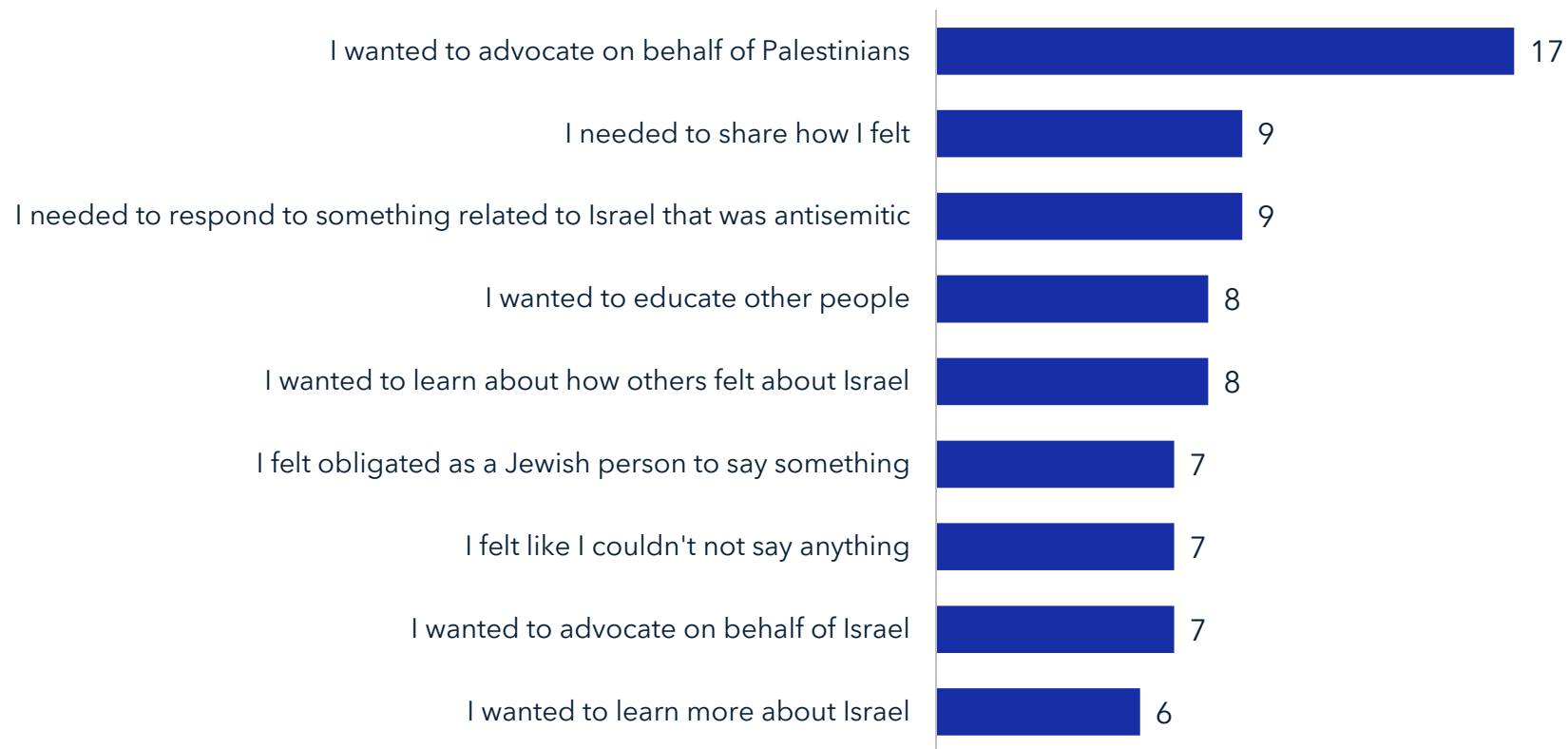
- Those who switch are more likely to be:**
- Female
 - Liberals
 - Less Jewishly engaged
 - Have not been to Israel

Israel Engagement

- 1) Most young Jews have actively engaged with Israel since the war started, although one third have avoided an interaction with Israel.
- 2) Since the war started, more than half of young Jews said they have felt unwelcome or excluded because of Israel or their Jewish identity.

Reasons why Jews chose to speak up

Showing the most important reason, among the 69% who **engaged** in an interaction about Israel



The 69% of “actively engaged” are people who have done at least one of these:

- Participated in a conversation about Israel
- Interacted on social media about Israel
- Had an argument pertaining to Israel

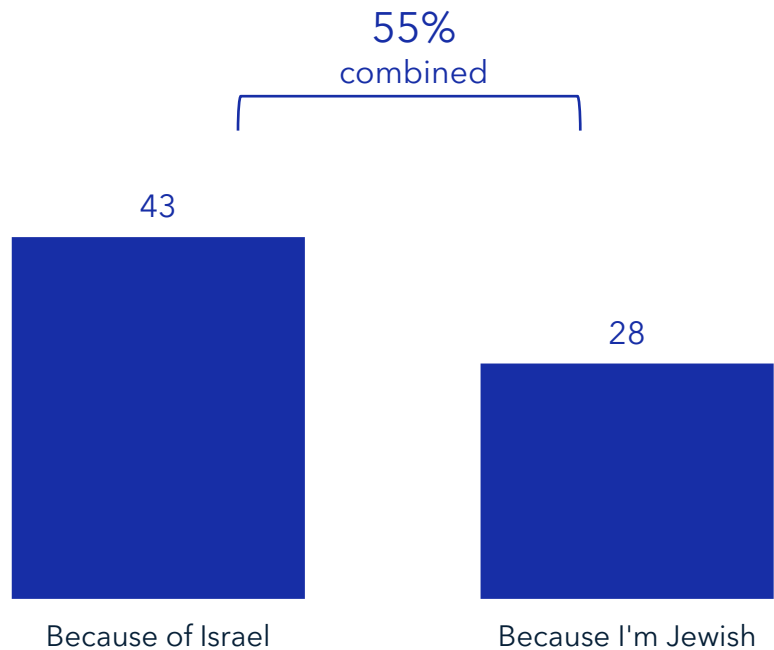
Reasons why young Jews chose not to speak up

Showing the most important reason, among the 36% who **avoided** a conversation about Israel



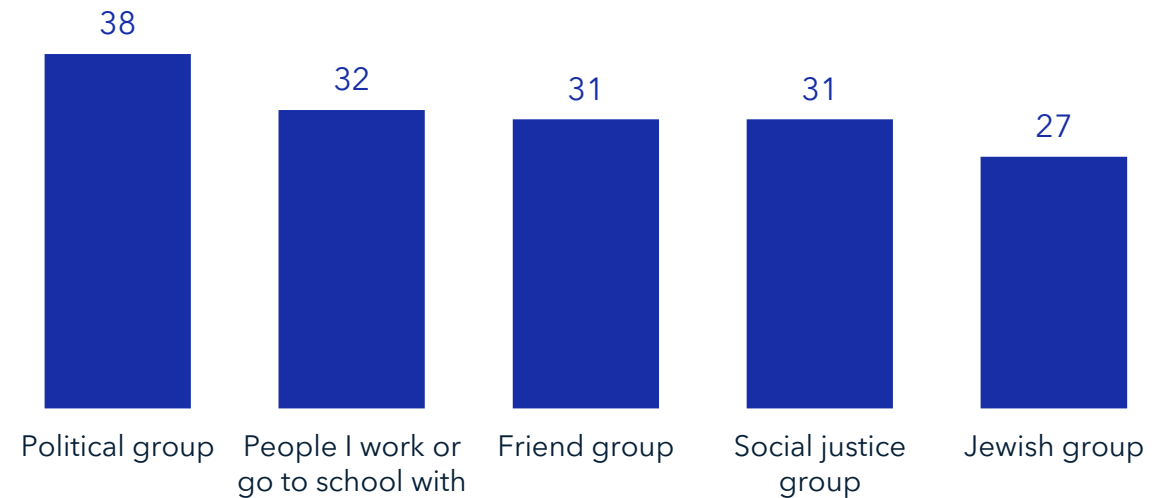
A majority of young Jews have felt unwelcome or excluded since Oct 7

Since the war between Israel and Hamas started, have you felt unwelcome or excluded from a group...



What type of group was it where you felt unwelcome or excluded?

Among those who felt unwelcome b/c of Israel or being Jewish



Sources of Information about Israel

- 1) 81% of young Jews are closely following news about Israel.
- 2) They are most likely to first turn to mainstream news sources and social media for information.
- 3) The most trusted sources of information are direct conversations and newspapers.
- 4) Facts, expertise, and experience lend the most credibility to sources of information.

The most trusted sources of information are newspapers and family/friends

Top sources of information & trustworthiness for Israel news and information

Types of news sources	% who say it's their "top choice" or they get news "often" from that source	% who trust source for news/information about Israel
Word of mouth from friends and family	53	66
Television news like CNN, Fox, NBC, CBS or ABC	53	60
Social media sites, such as Twitter/X, Instagram, Facebook, YouTube, TikTok or Snapchat	52	57
National newspapers like the New York Times or the Wall Street Journal	50	62
Direct conversations with people I know who are very knowledgeable about Israel	50	70
International sources like BBC, the Guardian or Reuters	48	61

- What makes a source credible?**
- ✓ Reporting is centered around facts
 - ✓ Credentials or experience indicating knowledge of history and context
 - ✓ Cite sources
 - ✓ Unbiased and not trying to persuade
 - ✓ Good reputation

85% of young Jews use social media to get news about Israel. They are most likely to get their news from news outlets, but are more likely to trust people they know in real life.

Types of social media accounts used & trustworthiness

% Trust among Total

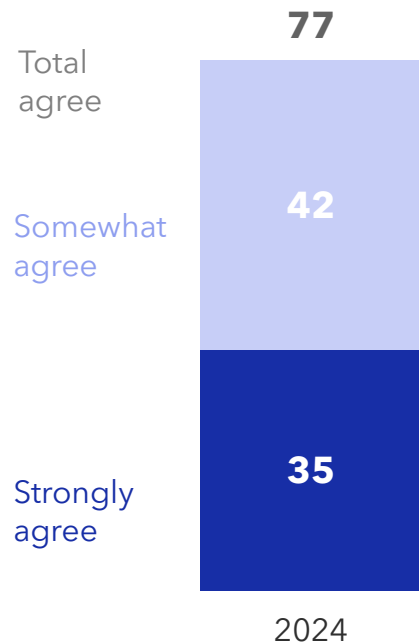
Types of social media accounts used & trustworthiness	% Trust among Total
News organizations that post articles or content about Israel on social media	65
People you know in real life who post about Israel	69
Organizations or groups that you follow that post about Israel	64
Influencers, accounts or people you don't know who post about Israel, though not necessarily only about one side	56
Influencers, accounts or people you don't know who post pro-Israel or Jewish things	57
Influencers, accounts or people you don't know who post pro-Palestinian things	48

How Young Jews Want to Engage

- 1) Young Jews are looking for smaller group conversations or learning opportunities led by experts and professionals.
- 2) They are looking to become more knowledgeable, learn from a variety of viewpoints, and find ways to advance peace.
- 3) Young Jews want to connect directly with both Israelis and Palestinians and hear multiple narratives.

There is a great deal of interest in learning about Israel – but no consensus on how it should be delivered or the type of program

I would like more opportunities to learn about Israel or participate in conversations about Israel...



When talking about Israel with other people, I would rather it be in...

	2024
A smaller group , where participants could have more direct conversation with one another	55%
A larger group , with more interaction and diversity of opinion	45%

	2024
A face-to-face setting, where participants could connect on a more personal level	51%
An online setting , where participants would have more anonymity	49%

People are most interested in these types of programs

- ✓ A training session on how to respond to **antisemitism** in conversations about Israel
- ✓ A lecture or educational event about Israel led by **experts** in the field
- ✓ A facilitated discussion about Israel led by **professional moderators**
- ✓ A forum for discussion about Israel with people who hold **similar views** to me
- ✓ A forum for discussion about Israel with people who hold **different views** from me

Young Jews are seeking to become more knowledgeable in general and have exposure to diverse viewpoints

Characteristics of potential Israel engagement

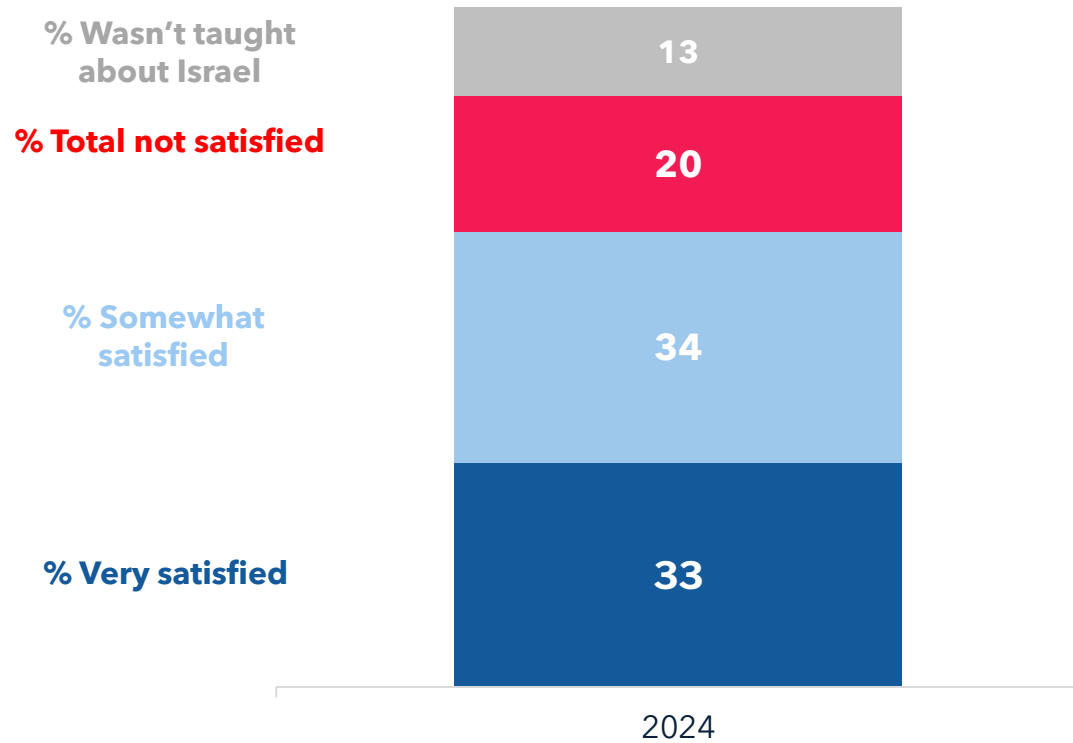


Reflections on Israel Education

- 1) Most young Jews (67%) are satisfied with the Israel education they received.
- 2) The top reasons people reported being satisfied were having had an Israel education that left them feeling well-informed and increased their knowledge of history and culture.
- 3) The top reasons people reported being dissatisfied were not having been given enough information about the complexity of Israel, not being critical enough of Israel, and feeling that they were taught propaganda.

Two thirds of young Jews are satisfied with the Israel education they received

How satisfied are you with the way you were taught about Israel growing up?



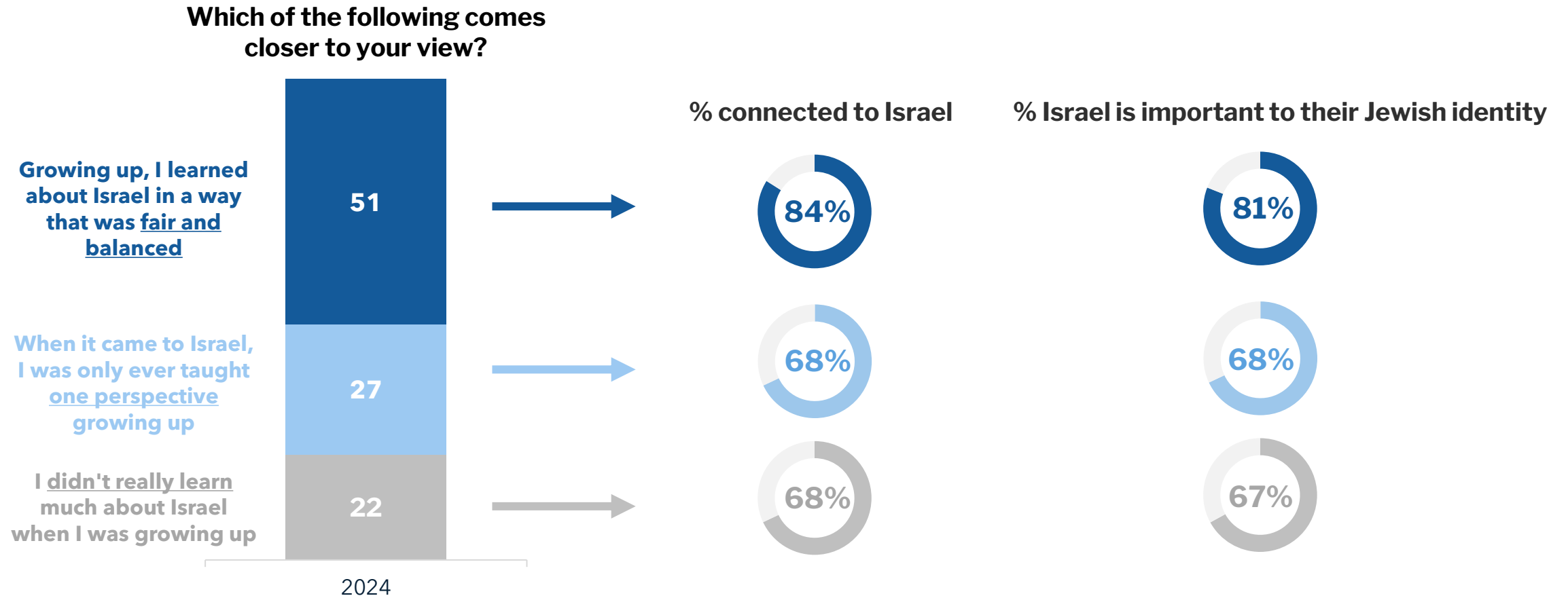
Top reasons for being somewhat or very satisfied:

- ✓ It made me well informed
- ✓ Gained knowledge of the history of Israel
- ✓ Learned about the culture/traditions

Top reasons for not being satisfied:

- ✓ Was not taught much/enough
- ✓ Was not told everything / some things were left out
- ✓ Pro-Israel / non-critical
- ✓ Lies / What I was taught isn't true / Propaganda

A fair and balanced Israel education creates the strongest Israel connection and a stronger link between Israel and Jewish identity



Summary of Key Findings

- 1) As we saw three years ago, young American Jews continue to feel deeply connected to (76%) and care about (90%) Israel. Connection drives connection - young Jews who already felt connected to Israel, are most likely to feel more connected to Israel and their Jewish identity post Oct 7.
- 2) Young Jews overwhelmingly believe that Israel has a right to exist as a Jewish state (85%) and three-quarters believe that both Jews and Palestinians have a right to self-determination.
- 3) Almost half don't know what "Zionism" means - there is a huge opportunity for education as giving people a definition increased their likelihood to identify as a Zionist by 20 points.
- 4) 81% of young Jews are closely following news about Israel - they are most likely to get information from mainstream news outlets and social media.
- 5) Since the war started, more than half of young Jews said they have felt unwelcome or excluded because of Israel or their Jewish identity.
- 6) Young Jews are looking to become more knowledgeable, learn from a variety of viewpoints, hear multiple narratives, and find ways to advance peace.
- 7) Most young Jews (67%) are satisfied with the Israel education they received and that is tied to a feeling that their education left them well-informed and provided knowledge about Israel's history and culture.
- 8) Young Jews who feel they received a fair and balanced Israel education report the strongest connection to Israel and a strong belief that Israel is a core part of their Jewish identity

Snapshot on Ideology and their attitudes & experiences with Israel & antisemitism

Key Metrics	Progressives (11% of Jews 18-40-years-old)	Liberals (44% of Jews 18-40-years-old)	Moderates (26% of Jews 18-40-years-old)	Conservatives (19% of Jews 18-40-years-old)
Feel connected to Israel	57%	75%	79%	86%
Believe Israel has a right to exist as a Jewish state	69%*	83%	91%	90%
Familiar with Zionism	65%	51%	65%	62%
I have a responsibility to support Israel	42%*	65%	73%	78%
I often find it hard to support actions of Israel or its gov't	81%	67%	60%	54%
Have felt unwelcome in spaces because of Israel	41%	46%	41%	37%
Have felt less safe being Jewish in the US since 10/7	34%	52%	42%	44%
Have received a fair and balanced Israel education	44%	41%	61%	62%
Have traveled to Israel	35%	45%	47%	49%

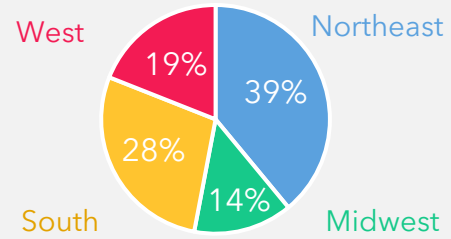
College Students

Jewish College Students: Demographics

Gender



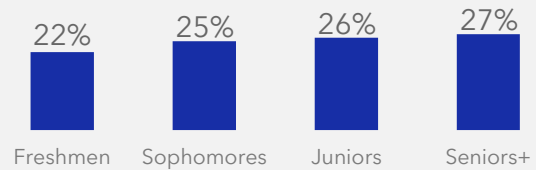
Region of school



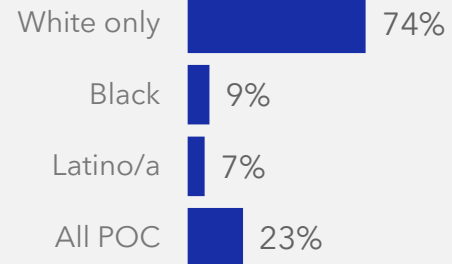
Denomination

Just Jewish	51%
Reform	31%
Conservative	10%
Modern Orthodox	6%
Traditional Orthodox	5%
Reconstructionist	4%

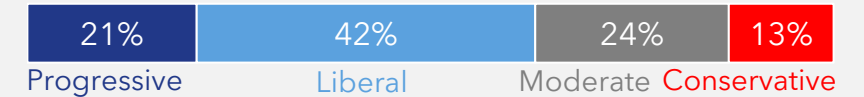
Class



Race



Ideology



Jewish College Students: Snapshot

Israel Engagement

Jewish college students are both more engaged and avoidant since the war started compared to 18-40-year-olds (students could select multiple answers)

Actively Engaged (79%):

- Participated in a conversation
- Interacted on social media
- Had an argument
- Avoided Interaction (57%)

Top 3 types of Israel engagement college students are interested in:

1. Lecture led by experts
2. Discussion led by me or my peers
3. Discussion led by professional moderators

Top 3 interests for type of Israel engagement:

1. Engage productively with others
2. Get answers to questions
3. Learn about different viewpoints

Types of sponsors of events students would engage with:

- College or university
- American Jewish organizations
- Org that facilitates dialogue between opposing sides of the conflict
- Israeli Jewish organizations

Israel News and Information

71% are following news closely about Israel since the war started

Compared to young Jews overall, college students are more likely to check professional news sources first (48%) and less likely to check social media first (25%)

For college students:

Facts and citations are most important when deciding a source is credible

Attitudes and Familiarity with Zionism

77% of Jewish college students agree with both statements – Jews and Palestinians have a right to self-determination, in line with all 18-40-year-old Jews at 73%.

- College students are much more likely to say they are familiar with the term “Zionism” (78%) than 18-40-year-old Jews (58%).
- College students are more likely to identify as “anti-Zionist” initially (33% compared to 18% among 18-40 yr old Jews) but once they hear they definitions, they move to identifying as “Zionist” at similar rates (55% compared to 53% among 18-40-year-olds).
- Freshmen and sophomores are more likely to say they are a “Zionist” after being shown a definition of the term.

Jewish College Students: Connection to Israel

Jewish college students are feeling less connected to Israel than 18-40-year-olds

Connected to Israel

Care about what goes on in Israel

52

82

Top 3 reasons college students feel connected to Israel:

1. A place where Jewish people can feel safe
2. Because I'm Jewish
3. My heritage is there

Top 3 reasons college students do not feel connected to Israel:

1. Treatment of Palestinians
2. Not reflecting political values
3. Not relevant to me or my life

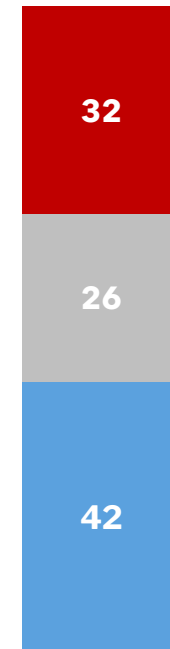
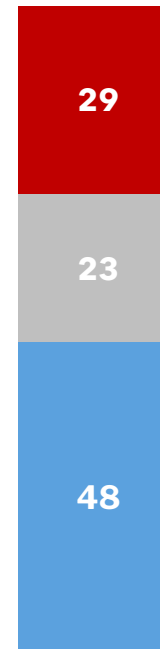
1 in 3 college students feel less connected to both Israel and their Jewish identity since the war started

Since Hamas's attack on Israel in October 2023, would you say you feel more or less connected to...?

...Israel?

...your Jewish identity?

- Less connected to Israel
- No change
- More connected to Israel

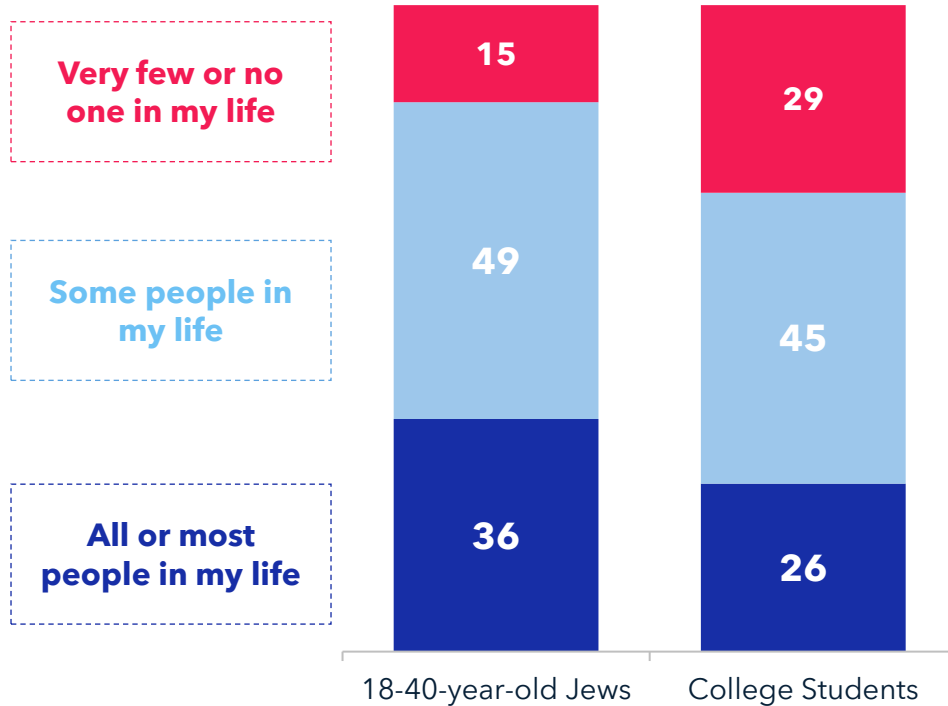


More likely to be:

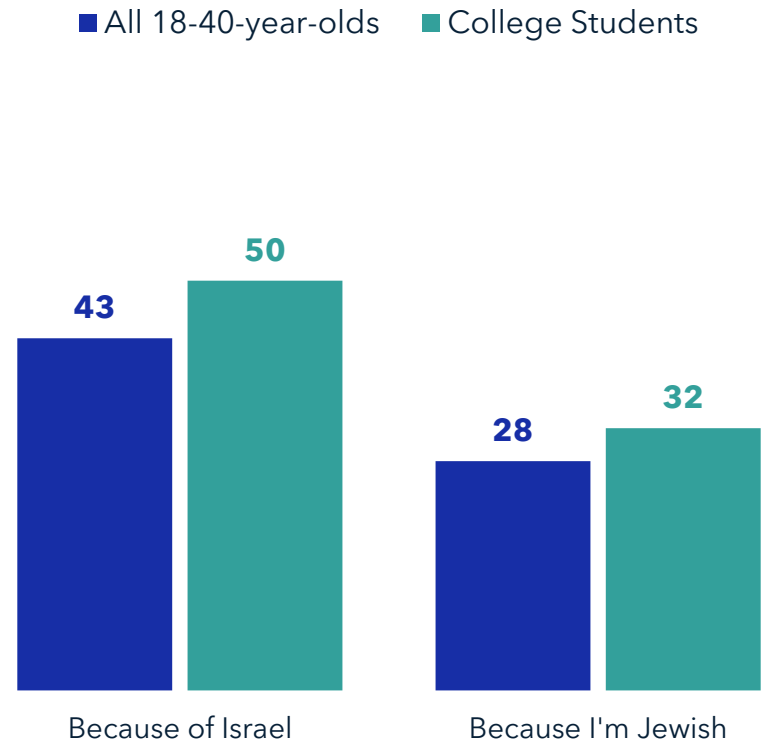
- ✓ Liberal or progressive
- ✓ LGBTQ+
- ✓ Freshmen or sophomores
- ✓ Not feel connected to Israel

College students are more likely to have “very few people or nobody” to talk to about Israel and are more likely to feel excluded than other young Jews

I am comfortable talking about Israel with...



Since the war between Israel and Hamas started, have you felt unwelcome or excluded from a group...



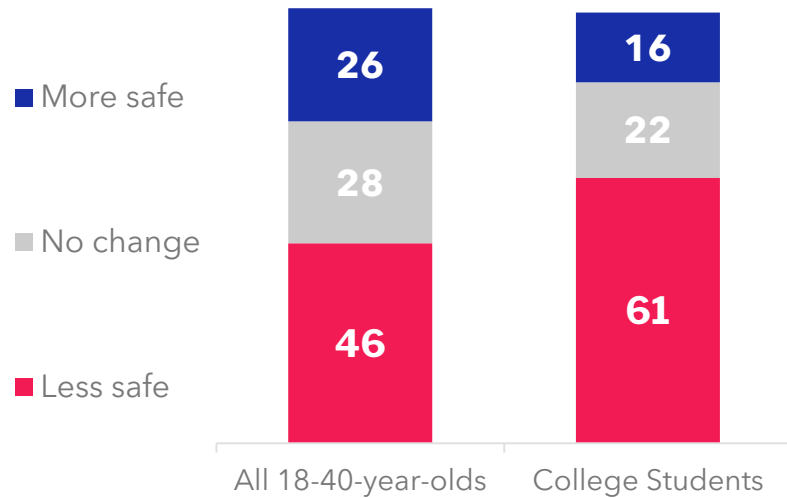
Types of groups college students are excluded from:

- A friend group (45%)
- A group of people they work or go to school with (41%)

Jewish College Students: Antisemitism

6 in 10 Jewish college students feel less safe since the war started

Since the war between Israel and Hamas started in October 2023, how does it feel to be Jewish in the U.S. today?

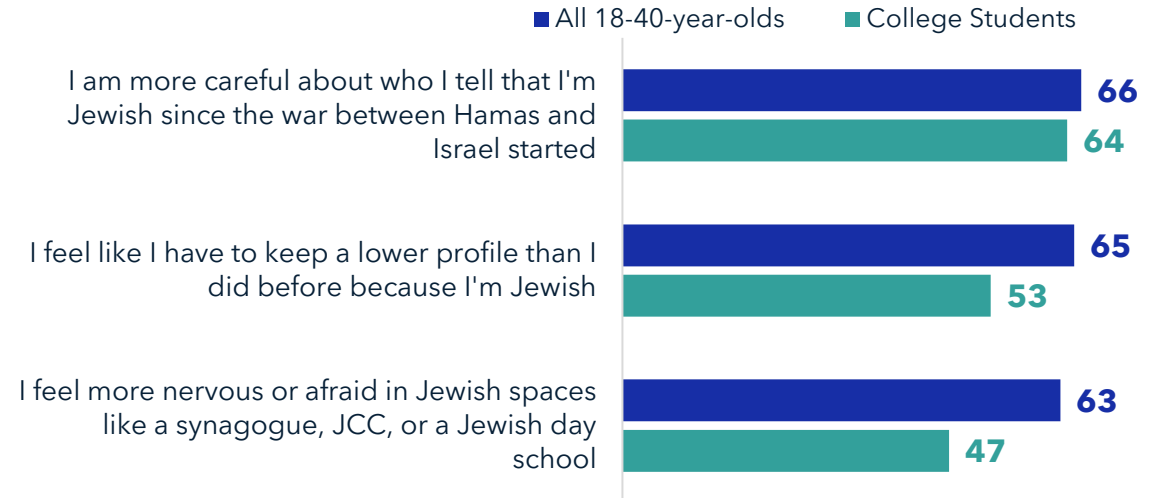


Part of the reason why college students feel less safe is because they're seeing more antisemitism:

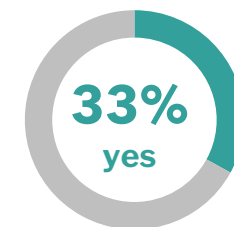
- 45% say there has been antisemitism in their community since the war started vs. 31% among 18-40-year-olds
- **Liberal** students are feeling less safe and seeing more antisemitism than other college students

While college students feel less safe, they are not changing their behavior as much as all 18-40-year-old Jews

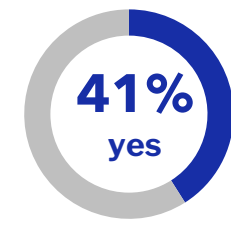
Attitudes & Behaviors: % who agree



Since the war between Israel and Hamas started, was there ever an instance where you wanted to go to a Jewish event but decided not to due to safety or security concerns?



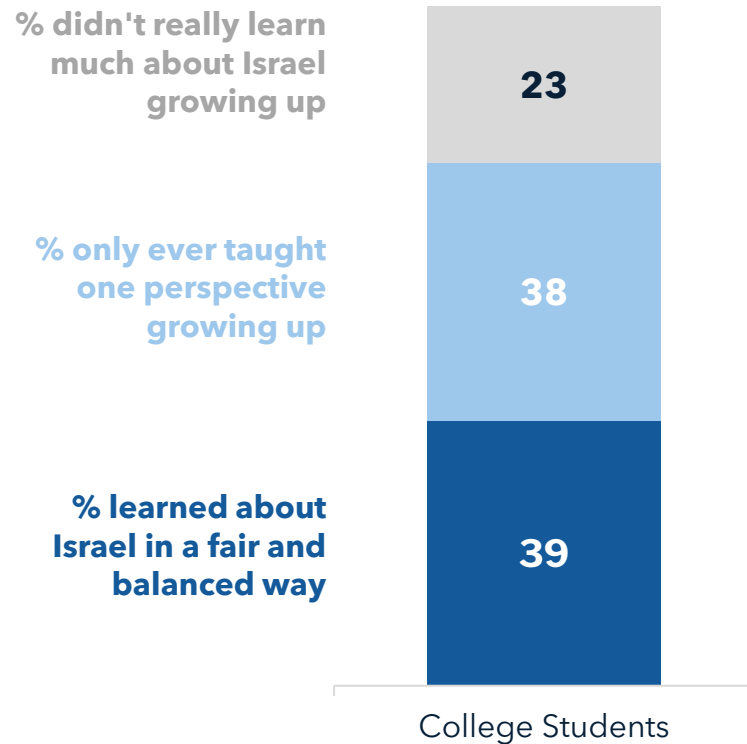
College Students



All 18-40-year-olds

Fewer than half of Jewish college students feel like they learned about Israel in a balanced way. One third are not satisfied with their Israel education.

Which of the following comes closer to your view?



Jewish college students are less satisfied with their Israel education than all 18-40-year-old Jews. Among them:

51%

Satisfied with their Israel education for these top reasons:

- ✓ Knowledge of Israel's history
- ✓ It made me well informed
- ✓ Love/support of Israel
- ✓ Learned about the culture/traditions

37%

Not satisfied with their Israel education for these top reasons:

- ✓ Too pro-Israel/Non-critical
- ✓ Was not taught much/enough
- ✓ Was not told everything/Some things were left out
- ✓ Was not taught about the conflict
- ✓ Lies/What I was taught isn't true/Propaganda

Among all 18-40-year-old Jews: 67% are satisfied; 20% are not satisfied

Full list of news sources shown to Jewish college students in the survey

Showing % who get Israel news often/top choice and % who trust it

		% Trust among College Students
National newspapers like the New York Times or the Wall Street Journal	51	54
Social media sites, such as Twitter/X, Instagram, Facebook, YouTube, TikTok or Snapchat	50	34
Word of mouth from friends and family	48	46
Television news like CNN, Fox, NBC, CBS or ABC	42	36
Direct conversations with people I know who are very knowledgeable about Israel	39	56
Jewish organizations	33	46
Elected officials in the U.S.	32	27
International sources like BBC, the Guardian or Reuters	30	49
Direct conversations with people I know who live in Israel	27	55
Israeli government sources like the IDF or the state of Israel, or Israeli elected officials	26	38
Arab-based news sources like Al Jazeera or AJ+	23	22
News sites specifically focused on Jewish news in the United States, like JTA, the Forward, Kveller or Alma	22	37
Israeli news sites like the Times of Israel, Haaretz, or Jerusalem Post	22	37
Online political news sites like the Free Press, Vox, Axios, or Breitbart	21	28
Podcasts	21	25
Radio	20	26
The Palestinian Authority	18	21
Social media influencers	17	22
Famous people like celebrities, athletes or artists	12	16

Snapshot on Political Ideology

- 1) Respondents self-reported as either: Progressive, Liberal, Moderate, or Conservative
- 2) Liberals make up 44% of 18-40-year-old Jews. They are feeling particularly challenged at this moment in time because:
 - They feel connected to Israel and feel a responsibility to support it.
 - But they often have a hard time supporting the actions of the Israeli government.
 - As a result, they feel out of place in progressive circles, but not completely comfortable in conservative ones either.
 - They are more likely to have felt unwelcome in groups because of Israel or their Jewish identity.
 - Safety concerns due to antisemitism are particularly worrisome for liberals, more so than for those who identify as other ideologies.

Attitudes & experiences with Israel & antisemitism

Key Metrics	Progressives (11% of Jews 18-40-years-old)	Liberals (44% of Jews 18-40-years-old)	Moderates (26% of Jews 18-40-years-old)	Conservatives (19% of Jews 18-40-years-old)
Feel connected to Israel	57%	75%	79%	86%
Believe Israel has a right to exist as a Jewish state	69%*	83%	91%	90%
Familiar with Zionism	65%	51%	65%	62%
I have a responsibility to support Israel	42%*	65%	73%	78%
I often find it hard to support actions of Israel or its gov't	81%	67%	60%	54%
Have felt unwelcome in spaces because of Israel or being Jewish	50%	61%	50%	50%
Have felt less safe being Jewish in the U.S. since 10/7	34%	52%	42%	44%
Have received a fair and balanced Israel education	44%	41%	61%	62%
Have traveled to Israel	35%	45%	47%	49%

Teenagers

- 1) Three-quarters of Jewish teenagers feel connected to Israel.
- 2) Most teens get their information about Israel from their family and friends or social media.
- 3) They'd like to become more knowledgeable about Israel and learn about the experiences of Israelis and how to bring about peace.
- 4) Two in five are involved in at least one Jewish teen organization.

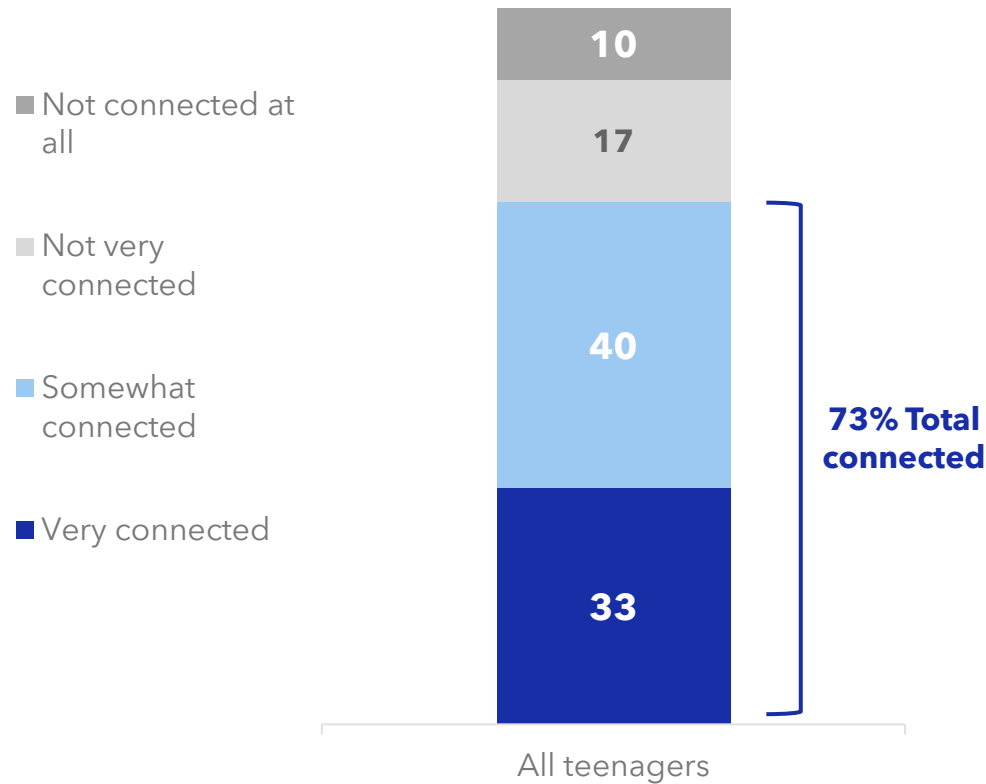
Methodology:

- Survey conducted by BSG online from July 17 - August 5, 2024, using market research panels and outreach conducted via Jewish teen organizations.
- Among n=355 people who identified as Jewish and were between the ages of 13 and 17 years old.

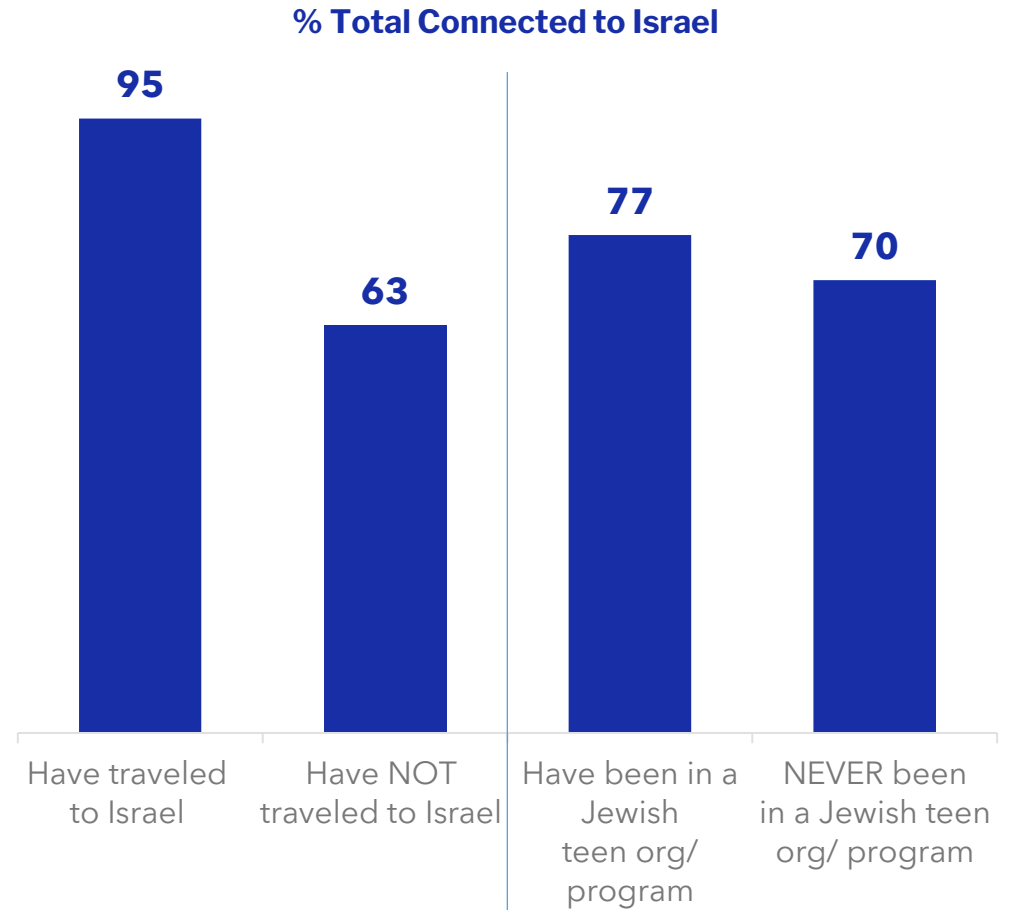
The overall margin of sampling error is $\pm 5.20\%$. This is higher among subgroups.

3 in 4 Jewish teenagers feel connected to Israel, especially those who have visited it

Connection to Israel



Impact of Israel travel and Jewish teen org participation on connection to Israel



Teenagers mostly get their information about Israel from conversations with friends and family or from social media

Where Jewish teens get their news & information about Israel from

Types of news sources	% who use this source
Word of mouth from friends and family	68
Social media sites, such as Twitter/X, Instagram, Facebook, YouTube, TikTok or Snapchat	54
Television news like CNN, Fox, NBC, CBS or ABC	41
Jewish or Israeli news sources	41
National newspapers like the New York Times or the Wall Street Journal	35
School	22
Podcasts	20
Radio	14
I don't really get news and info about Israel	5

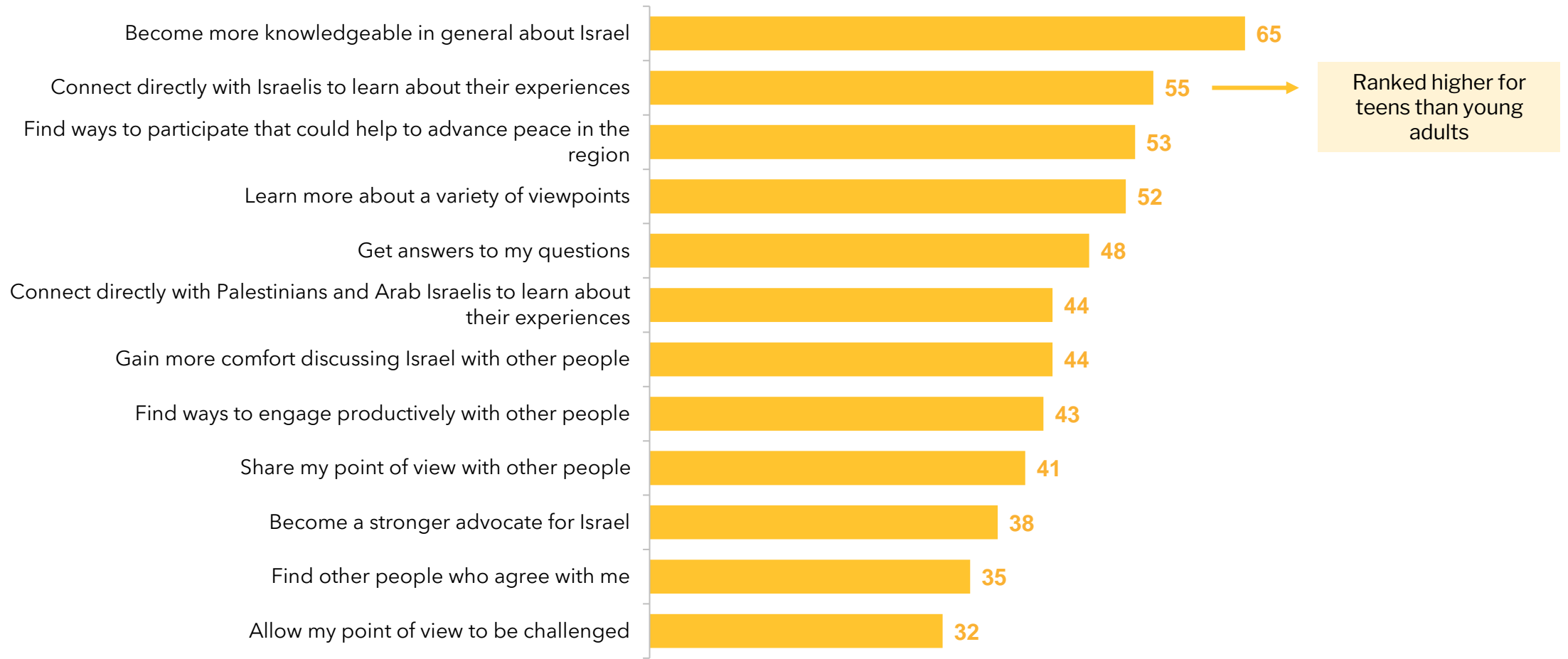


Social accounts they follow who post about Israel:

- ✓ 70% Influencers
- ✓ 66% Organizations
- ✓ 63% News organizations
- ✓ 53% People they know

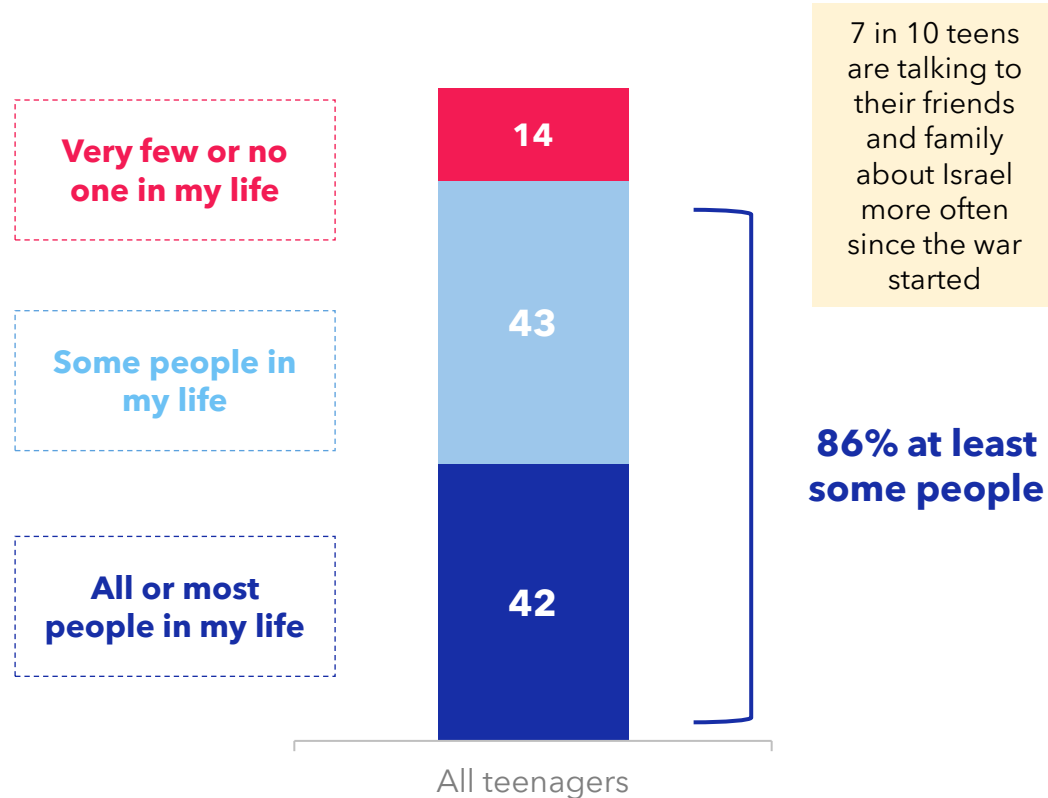
Jewish teenagers want to learn more about Israel and Israelis in order to find ways to help advance peace

Importance of characteristics of potential Israel engagement

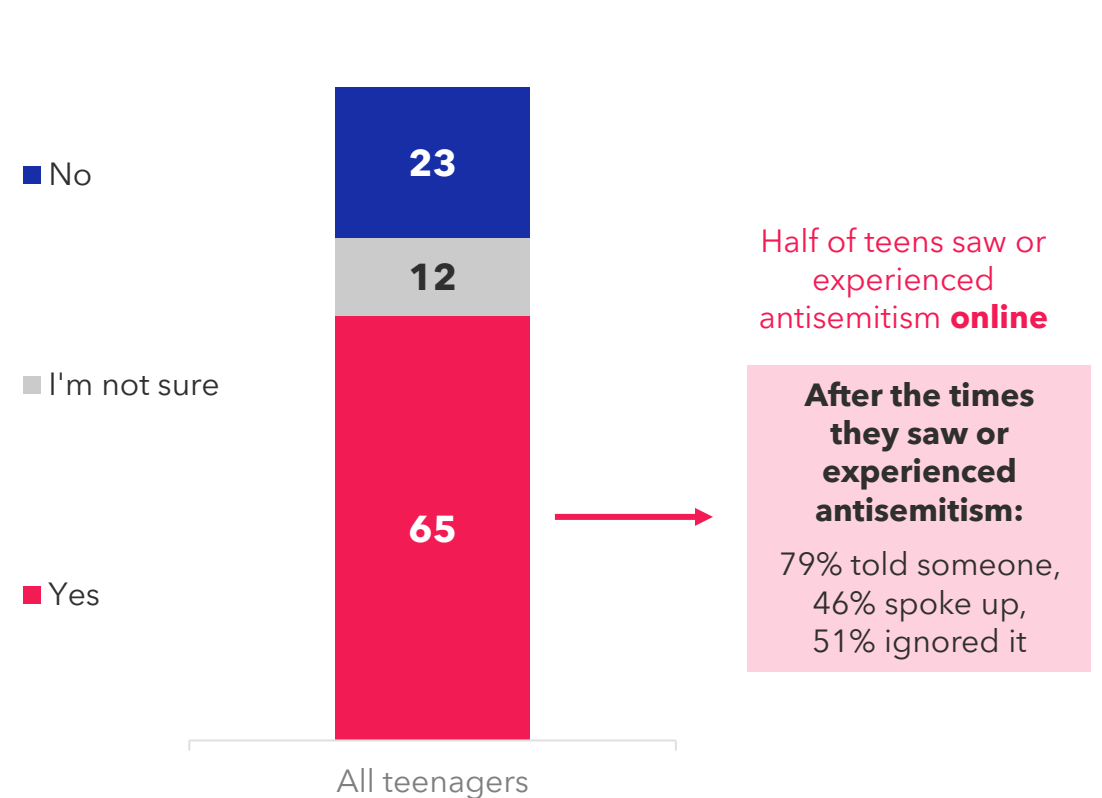


Most Jewish teenagers have at least a few people to talk to about Israel with; two-thirds have witnessed or been the target of antisemitism

I am comfortable talking about Israel with...



Have you personally seen or experienced any antisemitism since the war between Israel and Hamas started?





boundless

 boundless