

Research Objectives and Methodology

Research Objectives:

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

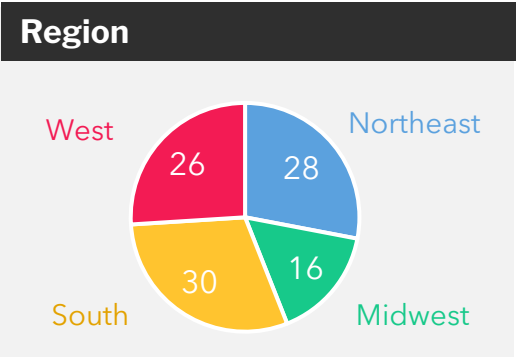
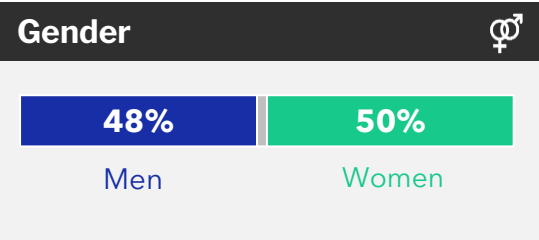
- Views & connection to Israel and Jewish identity (including the impact of October 7)
- How people get information about and engage on topics related to Israel (including impact of October 7)
- Understand how American Jews are affected by antisemitism and anti-Israel sentiment since October 7

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%

