

# 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%

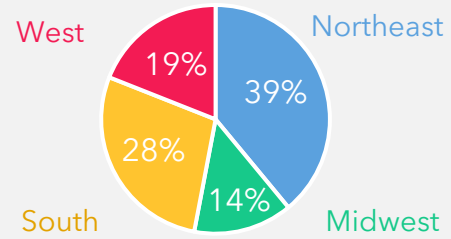
# College Students

# Jewish College Students: Demographics

## Gender



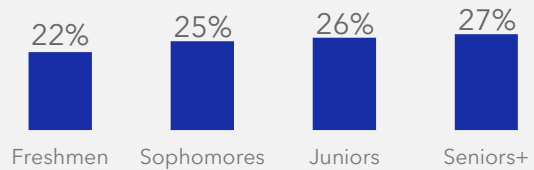
## Region of school



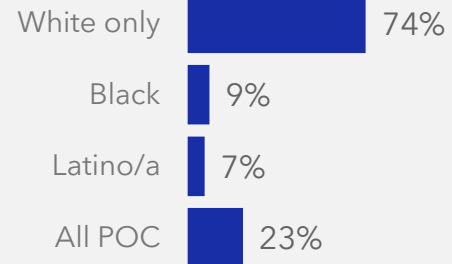
## Denomination

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

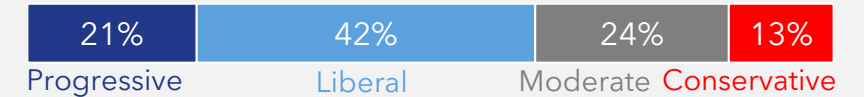
## Class



## 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

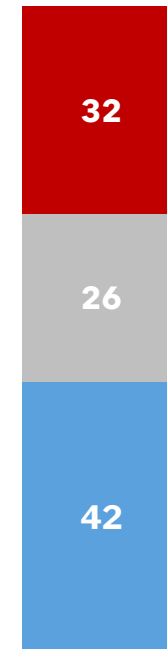
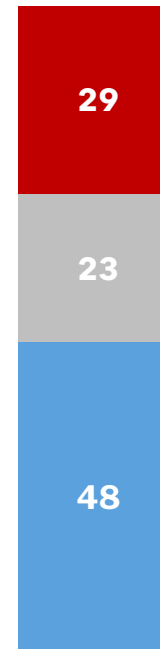
1 in 3 college students feel less connected to both Israel and their Jewish identity since the war started

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

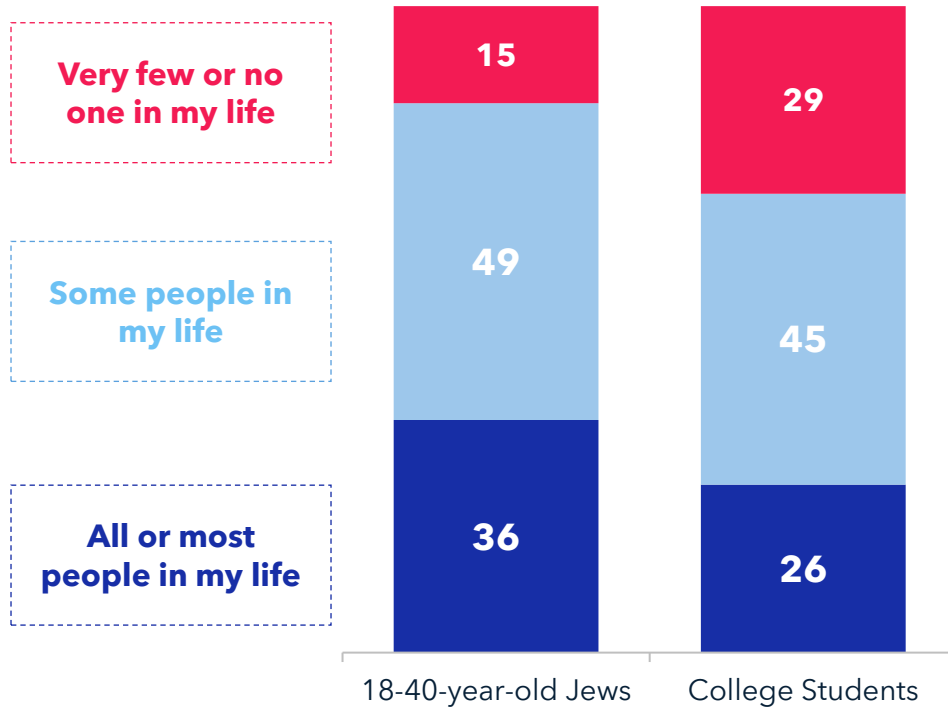


More likely to be:

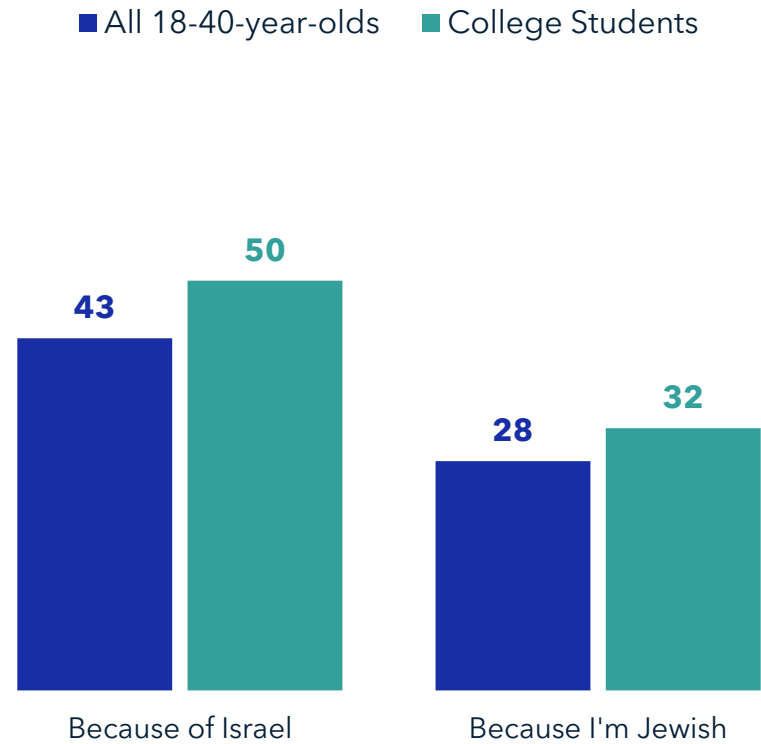
- ✓ Liberal or progressive
- ✓ LGBTQ+
- ✓ Freshmen or sophomores
- ✓ Not feel connected to Israel

# 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...



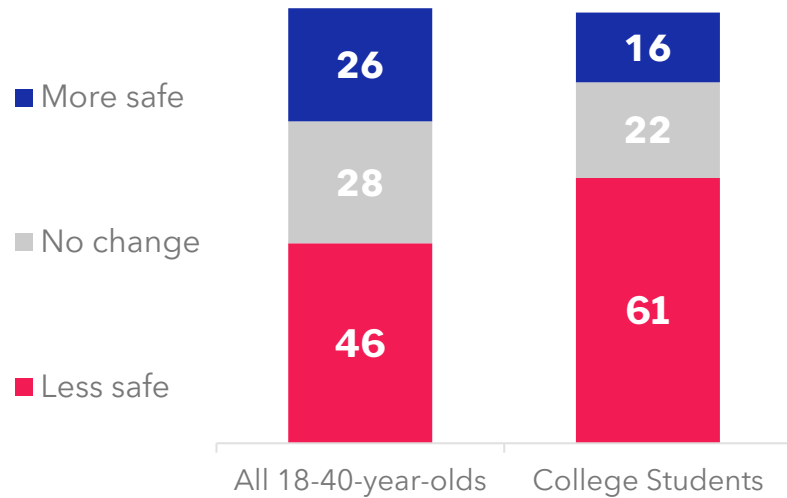
**Types of groups college students are excluded from:**

- 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?

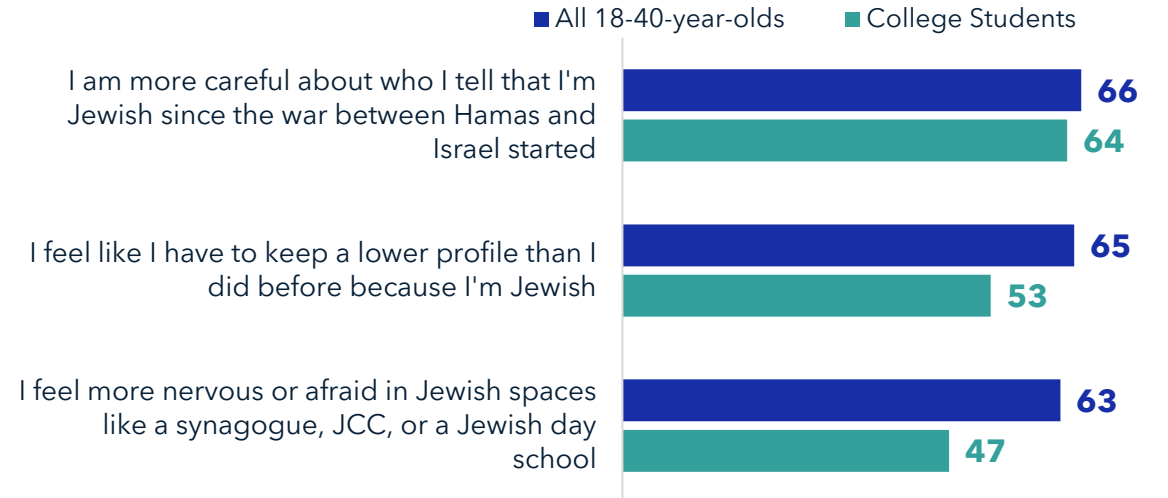


Part of the reason why college students feel less safe is because they're seeing more antisemitism:

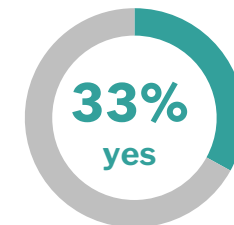
- 45% say there has been antisemitism in their community since the war started vs. 31% among 18-40-year-olds
- **Liberal** students are feeling less safe and seeing more antisemitism than other college students

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

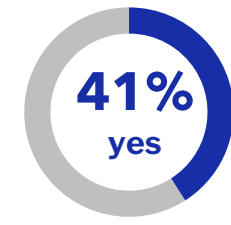
Attitudes & Behaviors: % who agree



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?



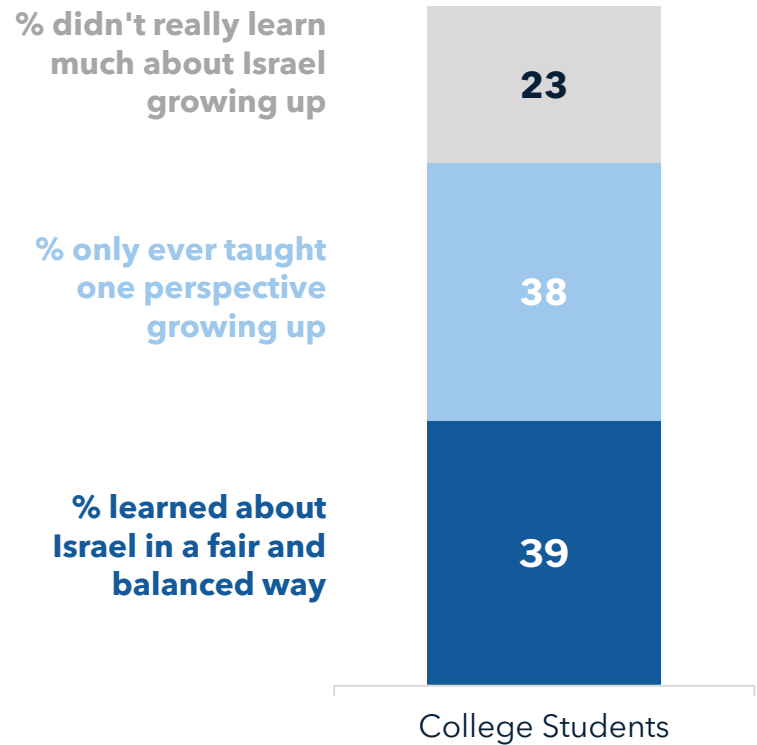
College Students



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.

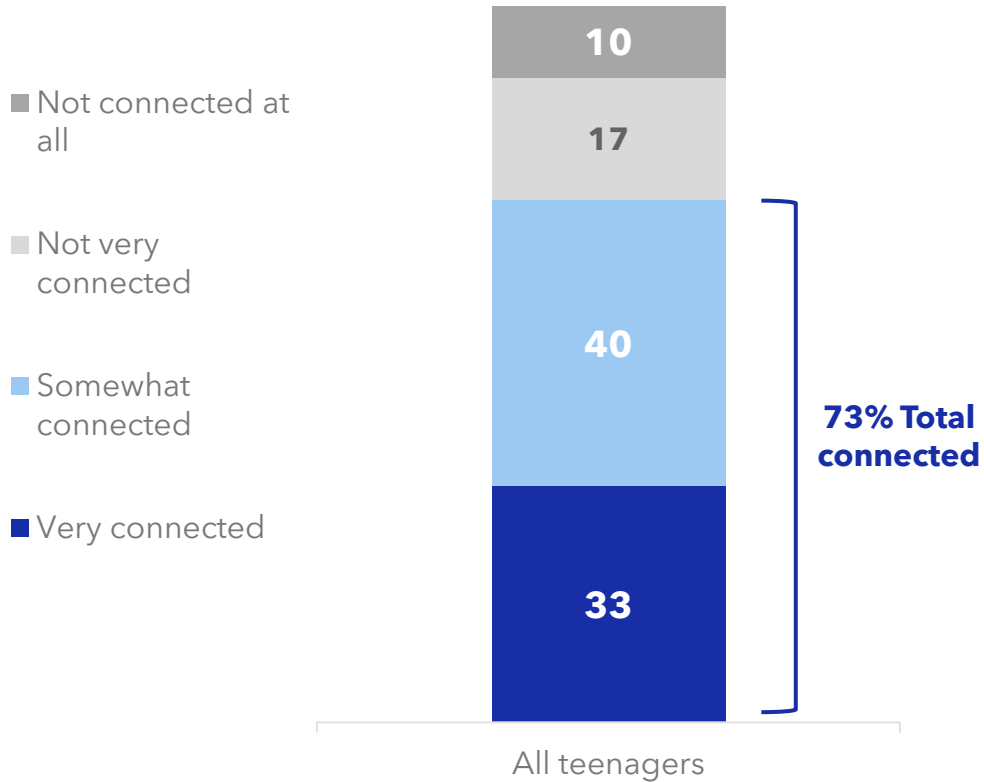
**Methodology:**

- 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.

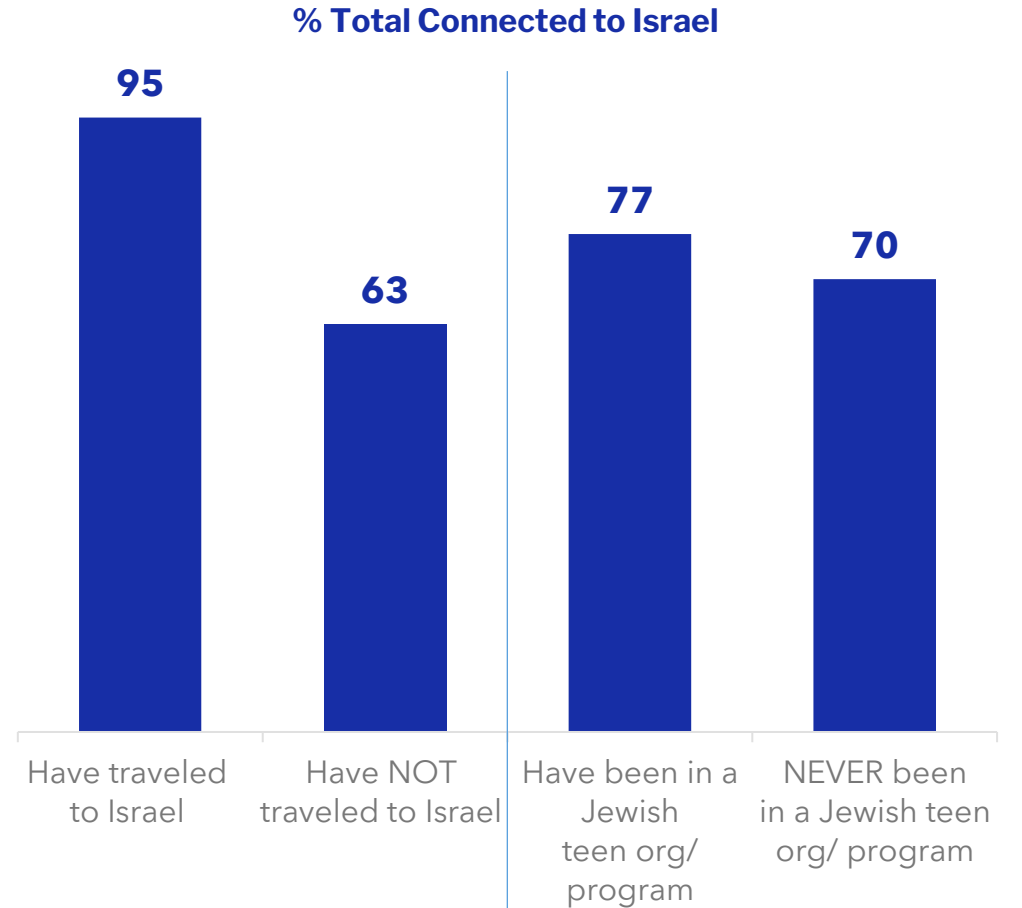
The overall margin of sampling error is  $\pm 5.20\%$ . This is higher among subgroups.

# 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

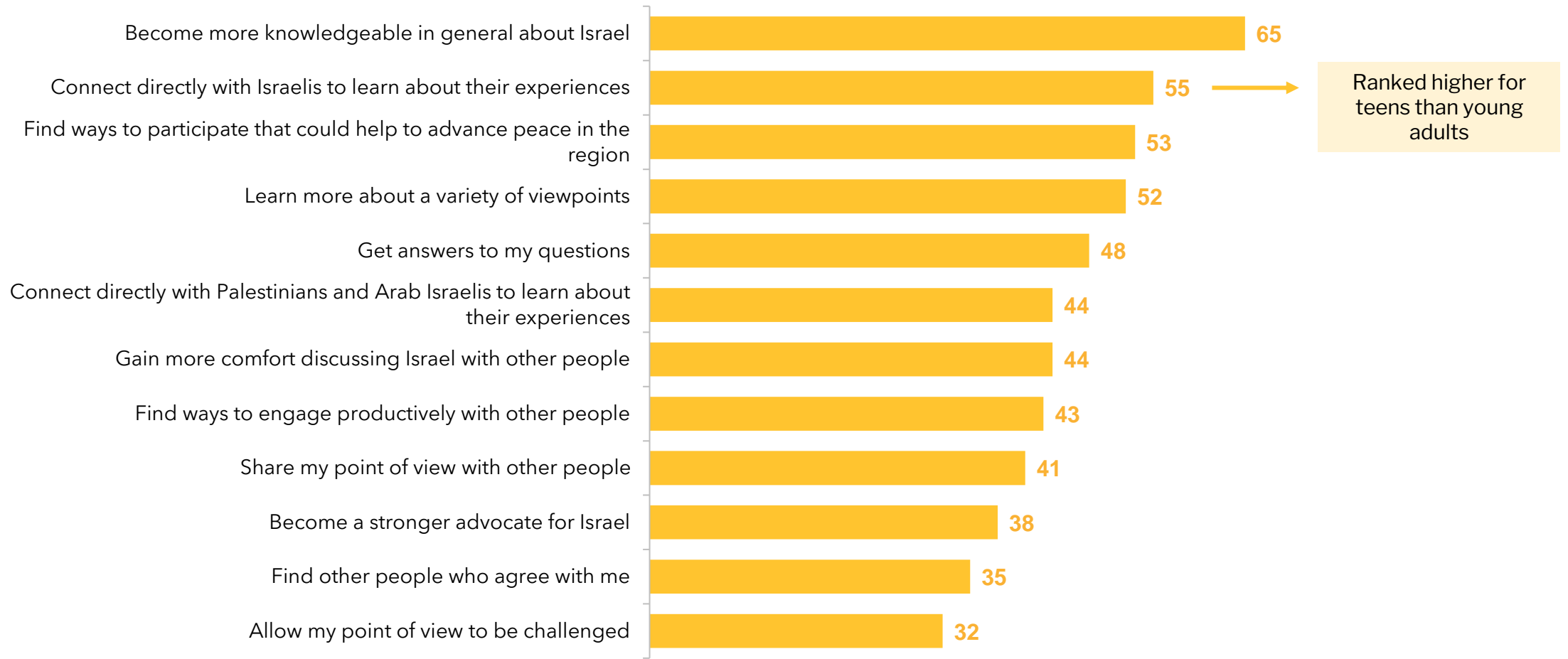


### Social accounts they follow who post about Israel:

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

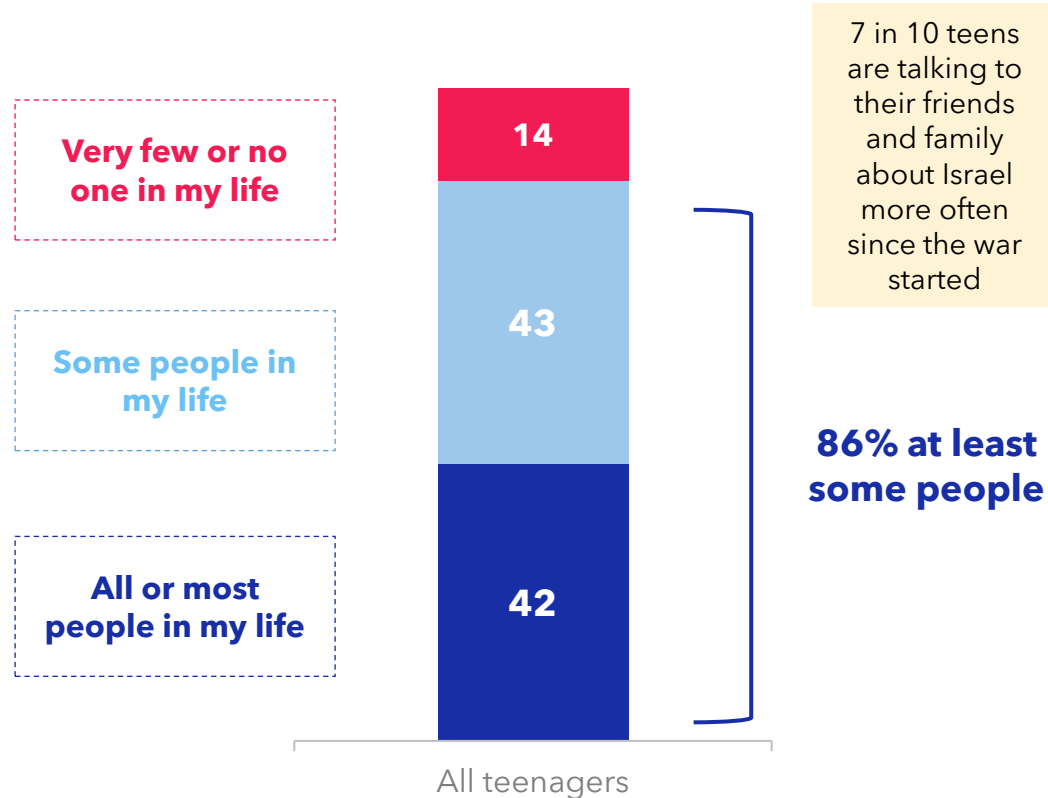
# Jewish teenagers want to learn more about Israel and Israelis in order to find ways to help advance peace

## 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?

