



boundless

Antisemitism in America: Two Years Since October 7

October 2025



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Methodology

The study was conducted by Burson Insights, Data and Intelligence (formerly BSG).

Burson conducted a 20-min survey September 19- September 24, 2025 among:
N = 759 General Population (MoE +/- 3.56%).

Including over samples of specific demographic and ideological subgroups, a total of 2655 individuals were surveyed.

The survey was conducted online and sampled and weighed to reflect a representative population of the United States.

Segment	% of US Population	Base Size	Margin of Error
White 18-34	19%	N=369	5.1%
Black 18-34	4%	N=311	5.56%
Hispanic 18-34	7%	N=305	5.61%
Evangelical/ Fundamentalist 18-34	12%	N=366	5.12%
Progressives 18-34*	4%	N=352	5.22%
Liberals 18-34*	6%	N=453	4.6%
Conservatives 18-34*	1%	N=224	6.55%
MAGA 18-34*	8%	N=395	4.93%

**Political ideology cohorts were identified through self reporting*

Top Takeaways

1. Awareness & Concerns

- Two years into the war, Americans are no more concerned about antisemitism now as compared to before the war started.
- One third (36%) of Americans either don't believe antisemitism is a problem or aren't particularly concerned about it.
- Of those who say antisemitism has increased, 39% say it's because Jew-hatred has become socially acceptable.

2. Antisemitism and the Israel-Hamas War

- Nearly 1 in 4 Americans (23%) see antisemitism as a legitimate form of protest in response to the Israel-Hamas war.
- Nearly a third of Americans (31%) admit it's hard to separate how they feel about Jews when they see what's happening in Gaza.
- A quarter of Americans (26%) say their feelings toward Israel have become more negative in the past two years — rising to 59% among young Progressives.
- More than half of Americans (53%) admit that criticism of Israel is often a cover for antisemitic views.

3. Misconceptions and Harmful Beliefs

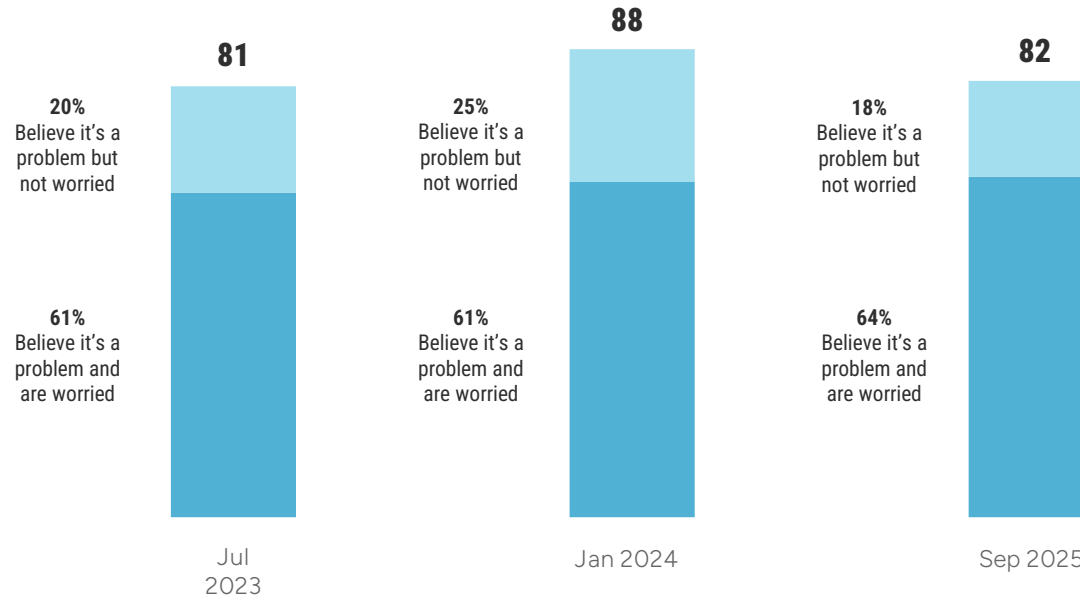
- 42% don't distinguish between the Israeli government and Jewish people.
- 41% of Americans do not consider it antisemitic to claim Jews are more loyal to Israel than the U.S.
- 38% don't believe protesting outside synagogues is antisemitic.
- 20% of Americans say it's acceptable to boycott Jewish-owned business.

What Americans Know – and Don't Know – About Antisemitism

Two years into the war, Americans are no more concerned about antisemitism today as compared to before the October 7 war

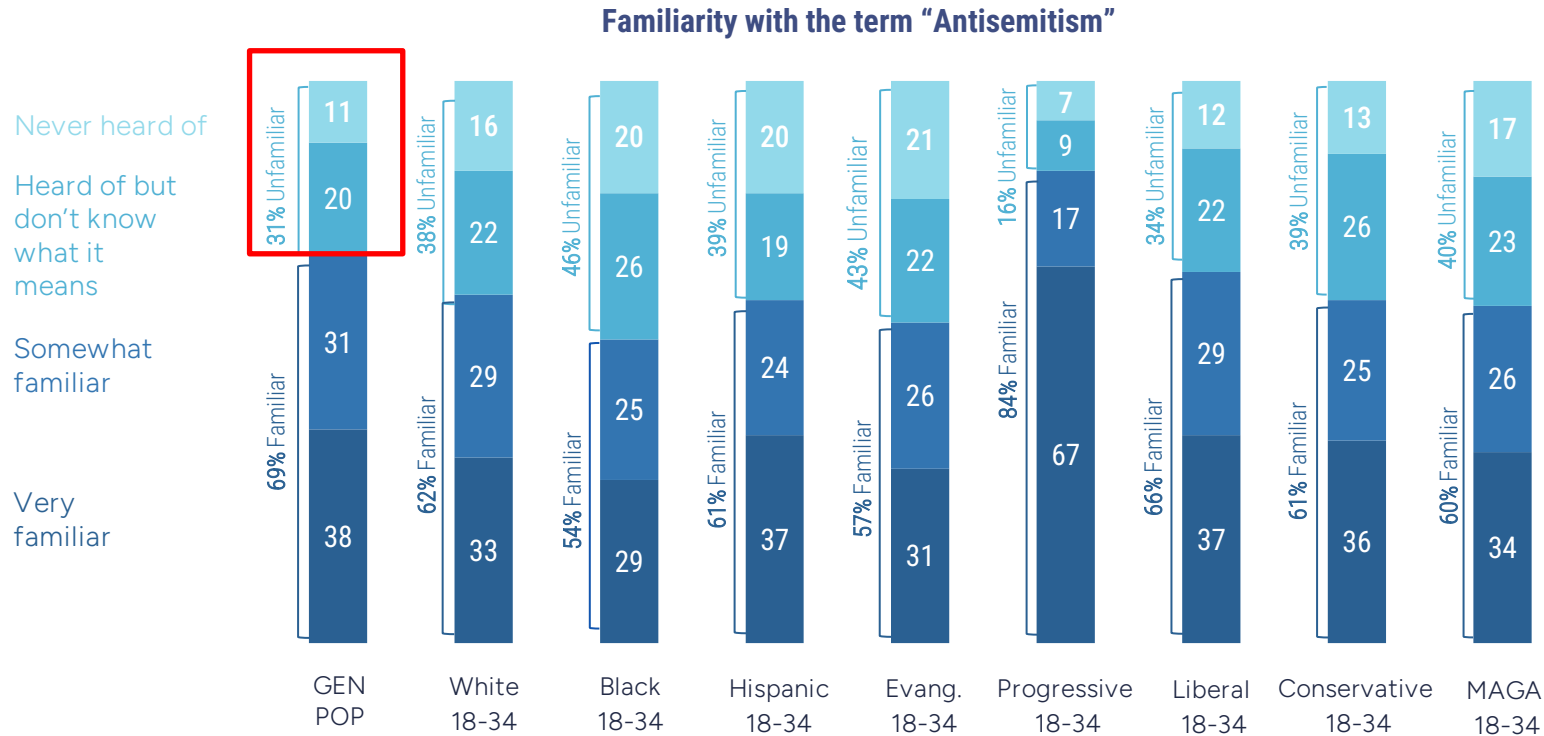
% who believe the amount of hatred towards Jewish people is a problem

Showing NET "Think it's a problem" among GEN POP



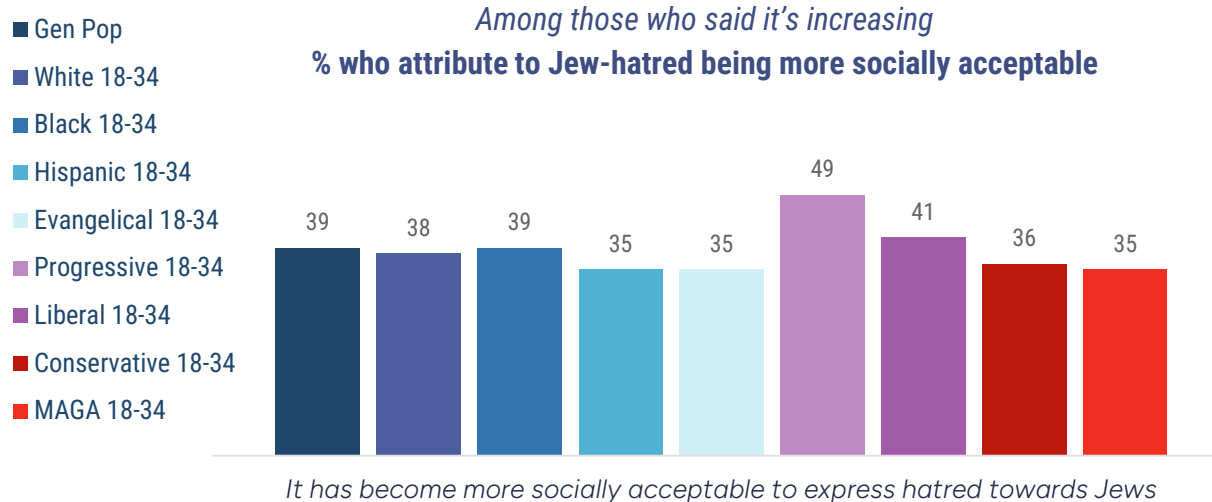
Q2: Thinking about the United States specifically, how worried are you about the amount of hate against Jewish people in our country

One third of Americans say they aren't familiar with the term 'antisemitism'



Q16: How familiar are you with the term "antisemitism"?

Of those who say antisemitism is increasing, 39% say it's become more socially acceptability to express hatred toward Jews



Top 5 reasons Americans believe antisemitism is increasing:

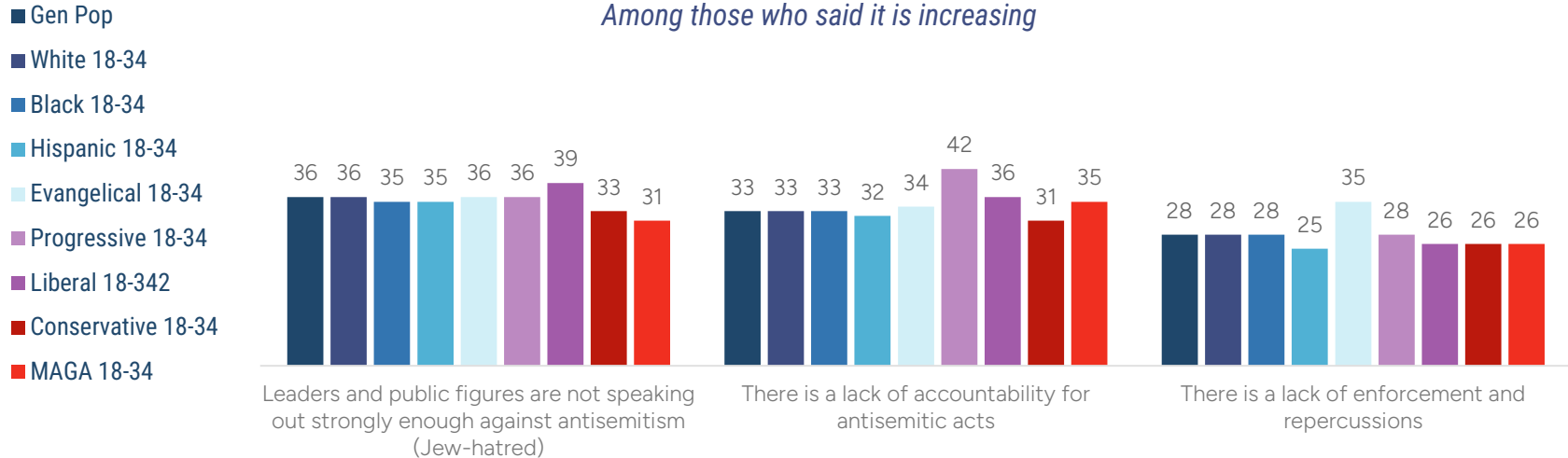
1. Spread of misinformation
2. Protests over Gaza
3. Increased Polarization
4. Jew-hatred is socially acceptable
5. Lack of condemnation

Q19a: Which of the following do you think are the main reasons for this increase? Please select all that apply.

About a third of Americans believe public figures aren't speaking out strongly enough and there's a lack of accountability & enforcement

Additional reasons for increases in antisemitism

Among those who said it is increasing



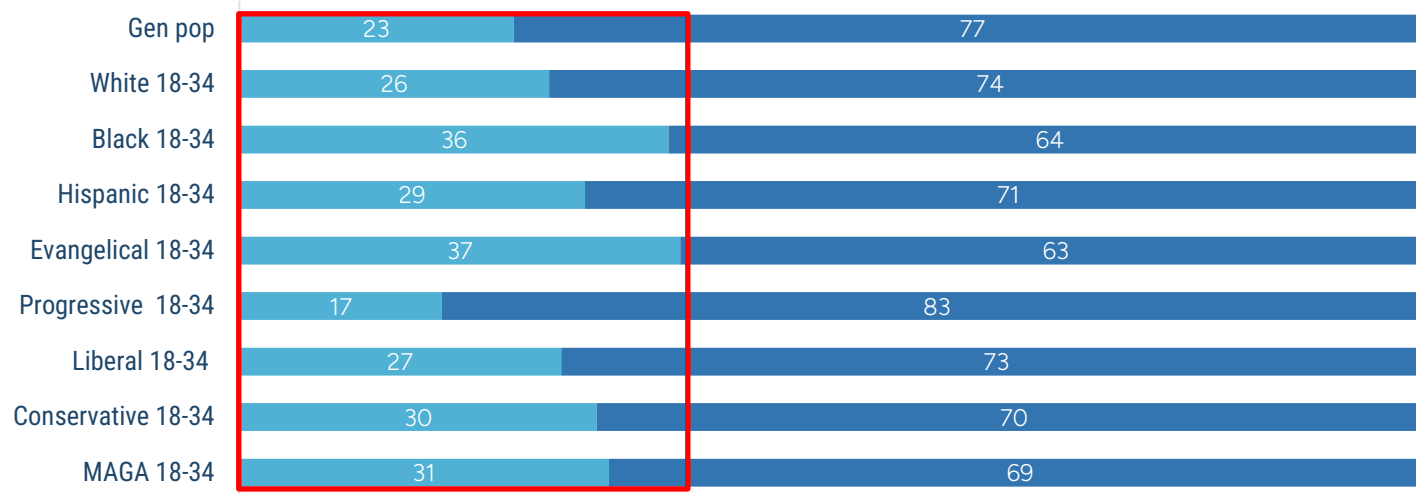
Q19a: Which of the following do you think are the main reasons for this increase? Please select all that apply.

Nearly 1 in 4 Americans see antisemitism as a justified reaction to the Israel-Hamas war

Statement that comes closer to your view

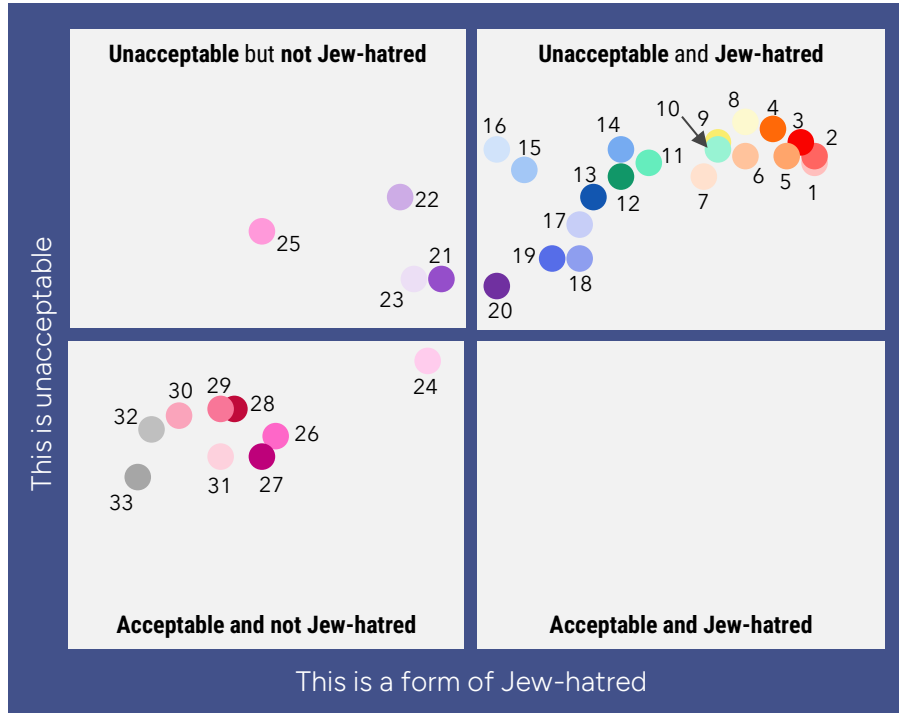
Antisemitic incidents in the United States, or acts of hate against Jews, are **a legitimate form of protest** in response to **Israel's conduct in Gaza**

Antisemitic incidents in the United States, or acts of hate against Jews, **are not justified**, because the decisions Israel makes have **nothing to do with Jews in the United States**



Q20: Which statement comes closer to your view?

Americans have trouble identifying antisemitism



1. Painting swastikas on a building
2. Defacing a Holocaust memorial
3. Chanting 'gas the Jews'
4. Assaulting a Jewish person
5. Smashing windows of a Jewish-owned business
6. Punching or kicking someone on the street because they 'look Jewish'
7. Physically harming someone at a pro-Israel rally
8. Harassing Jewish students on campus
9. Defacing the home of a Jewish person
10. Vandalizing a Jewish community center or synagogue
11. Refusing to hire or promote someone because they are Jewish
12. Preventing Jewish students from walking freely on a college campus
13. Celebrating a terrorist attack against Israelis
14. Pressuring a Jewish student organization to cancel a Jewish cultural or religious event
15. Holding all Jews responsible for Israel's actions
16. Saying that the Holocaust was exaggerated
17. Calling for the elimination of the State of Israel
18. Preventing Jewish students from participating in a college student club due to their views on Israel
19. Boycotting Jewish-owned businesses
20. Comparing Israeli policies to Nazi Germany
21. Protesting outside a restaurant owned by an Israeli or an American Jew
22. Believing that Jews try to promote mass non-white immigration
23. Saying Jewish people have too much power in the world
24. Protesting outside a synagogue
25. A local government canceling a community Hanukkah celebration due to the ongoing conflict between Israel and Hamas
26. Criticizing Israel's war in Gaza
27. Saying Israel is committing genocide against the Palestinians
28. Saying 'Globalize the Intifada'
29. Saying Zionism is racism
30. Accusing Jews of being more loyal to Israel over America
31. Saying Israel is an occupier
32. Saying 'From the river to the sea, Palestine will be free'
33. Criticizing the Israeli government

Q23: For each of the following, please indicate whether or not you believe this is acceptable./

Q23b: For each of the following, please indicate whether or not you believe this is a form of Jew-hatred.

Genocidal rhetoric and protests against Jews aren't easily recognized as Jew-hatred

Closer look at the actions that are not considered to be Jew-hatred:

Israel Speech

- 22. Believing that Jews try to promote mass non-white immigration
- 23. Saying Jewish people have too much power in the world
- 27. Saying Israel is committing genocide against the Palestinians
- 28. Saying 'Globalize the Intifada'
- 29. Saying Zionism is racism
- 30. Accusing Jews of being more loyal to Israel over America
- 32. Saying 'From the river to the sea, Palestine will be free'
- 26. Criticizing Israel's war in Gaza
- 31. Saying Israel is an occupier
- 33. Criticizing the Israeli government

Physical-Related Jew-Hatred

- 21. Protesting outside a restaurant owned by an Israeli or an American Jew
- 24. Protesting outside a synagogue
- 25. A local government canceling a community Hanukkah celebration due to the ongoing conflict between Israel and Hamas

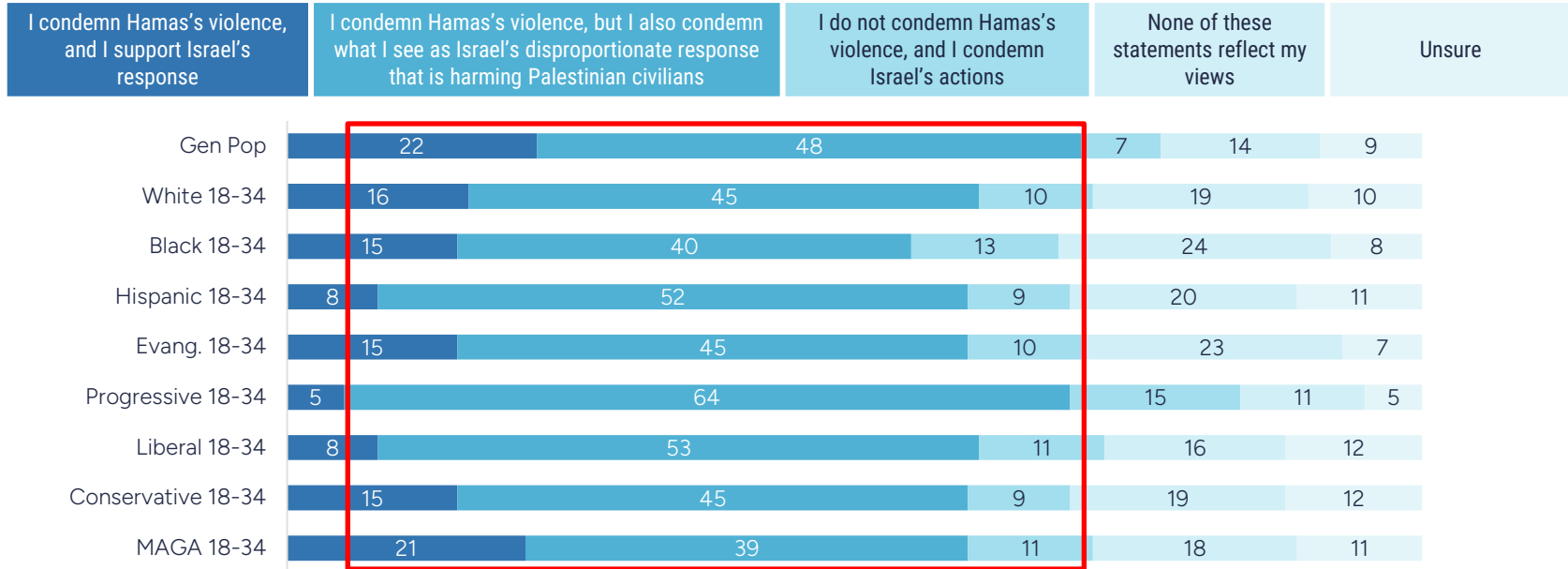
Q23: *The following is a list of things that could be said or done to the Jewish community or about Israel. For each of the following, please indicate whether or not you believe this is acceptable*

Q23b: *The following is a list of things that could be said or done to the Jewish community or about Israel. For each of the following, please indicate whether or not you believe this is a form of Jew-hatred.*

The Blurry Line Between Israel's War in Gaza and Attitudes Towards American Jews

Most Americans condemn both Hamas and what they see as Israel's disproportionate actions in Gaza

Who to condemn in war between Israel and Hamas:

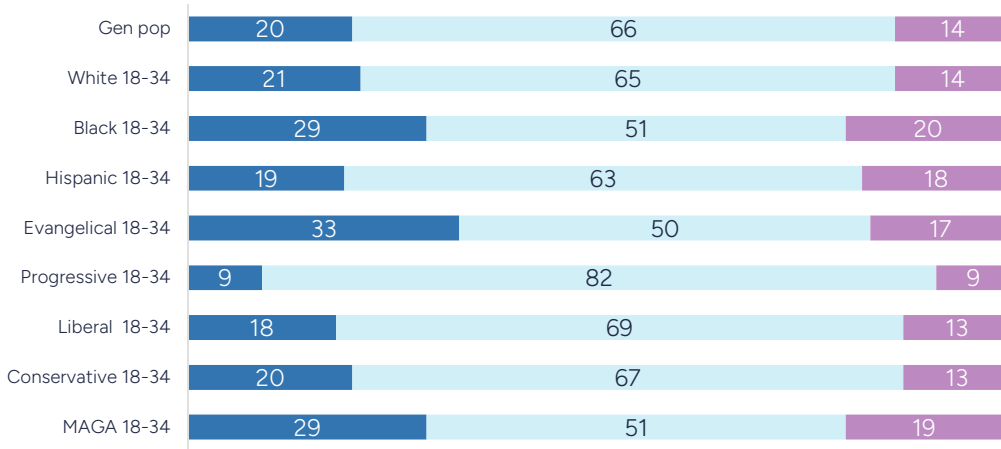


Q29: Which of the following statements best reflects your view?

While Americans report a small change in their feelings towards Jewish people, there is a dramatic shift in their feelings toward Israel

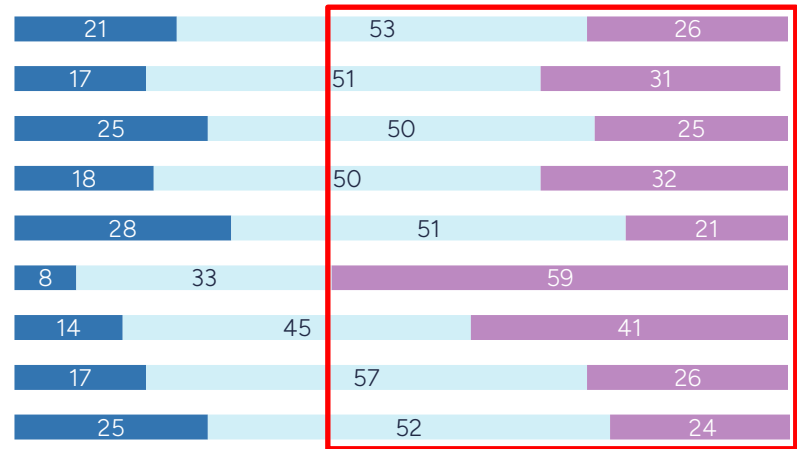
My perception of Jewish Americans has become...

■ More positive ■ Not changed ■ More negative



My feelings towards Israel have become...

■ More positive ■ Not changed ■ More negative



Q32: Has your perception of Jewish Americans changed due to recent events in Israel and Gaza?

Q35: Since the start of the war between Israel and Hamas, have your feelings towards Israel changed?

Growing negative views towards American Jews are due to antisemitic tropes and the belief Jews support the Israel-Hamas war.
Growing negative views of Israel are related to Israel's actions in Gaza

Reasons perceptions of Jewish Americans have become more negative

Among Gen Pop who selected "more negative"



Reasons perceptions of Israel have become more negative

Among Gen Pop who selected "more negative"



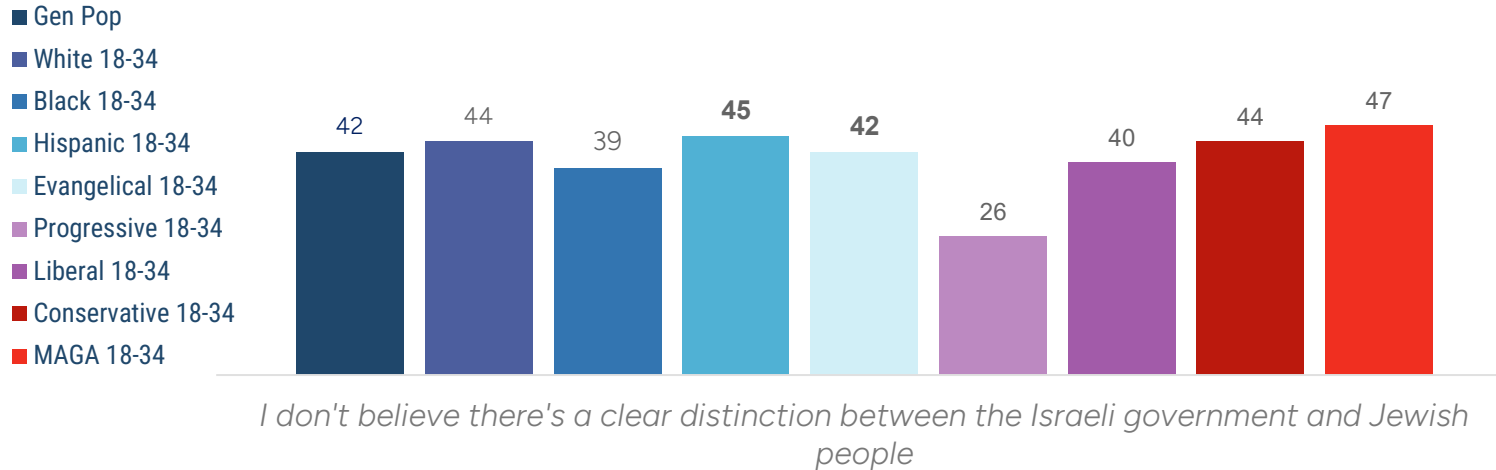
Q33: Please explain why your perception of Jewish Americans has changed. OPEN END

Q36: Please explain why your perception of Israel has changed. OPEN END

42% of Americans don't distinguish between the Israeli government and Jewish people

Conflation of Israel and Jews

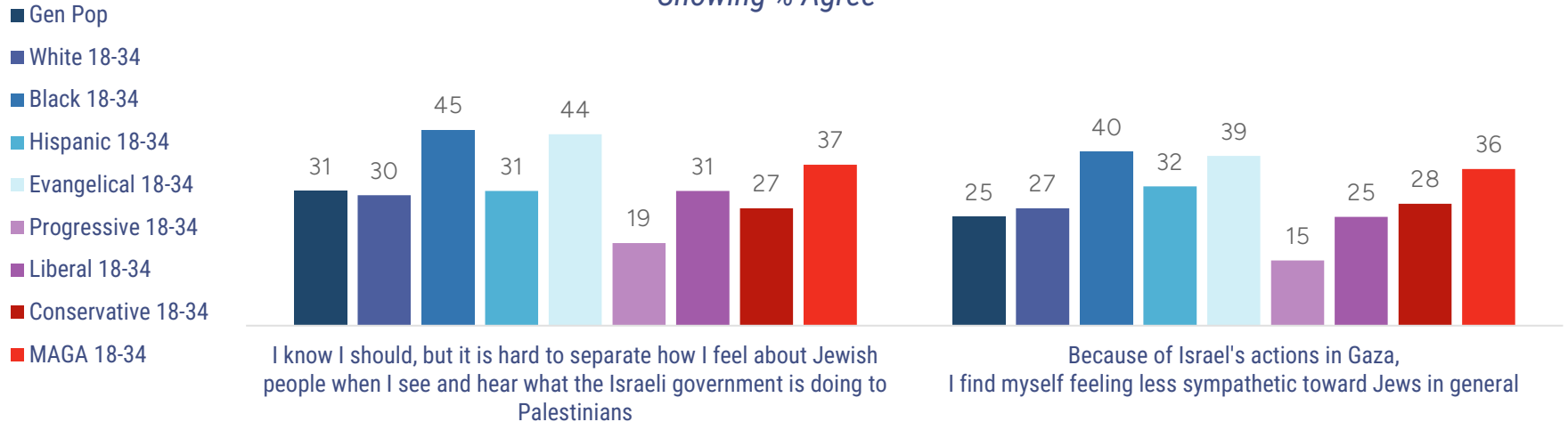
Showing % NET Disagree



Q26: Please indicate whether you agree or disagree with each of the following statements: I believe there is a clear distinction between the Israeli government and Jewish people in general

Many Americans admit it's hard to separate how they feel about Jews in light of the war

Conflation of Israel and Jews Showing % Agree

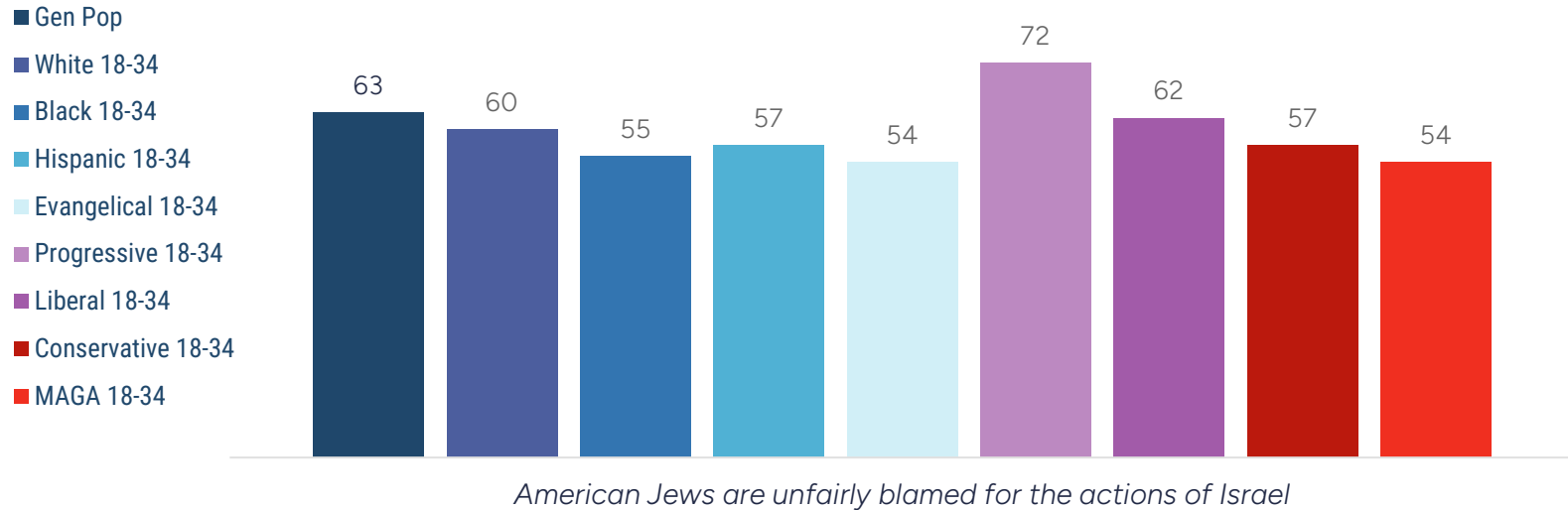


Q26: Please indicate whether you agree or disagree with each of the following statements.

Americans feel Jews are unfairly blamed for Israel's actions

Conflation of Israel and Jews

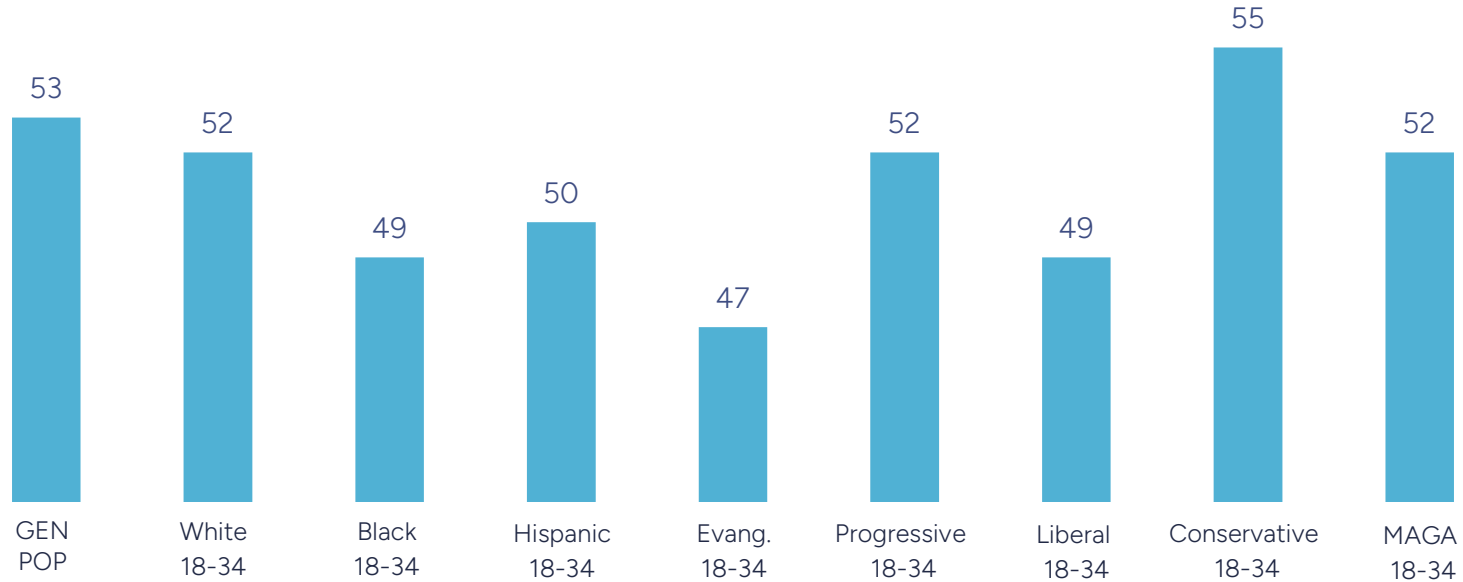
Showing % Agree



Q26: Please indicate whether you agree or disagree with each of the following statements.

More than half of Americans say criticism of Israel is often a cover for anti-Jewish views

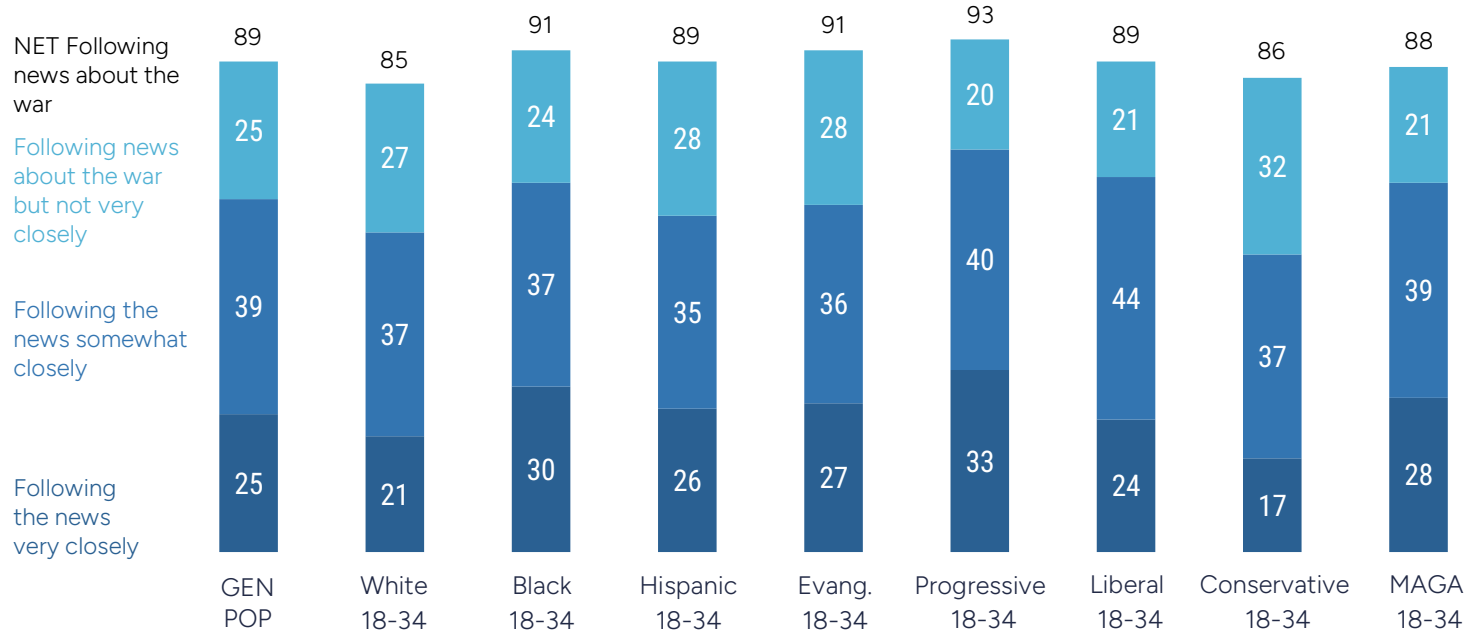
% Agree that criticism of Israel is often used as an excuse to express anti-Jewish views



Q26: Please indicate whether you agree or disagree with each of the following statements.

89% of Americans say they are following news about the Israel-Hamas war

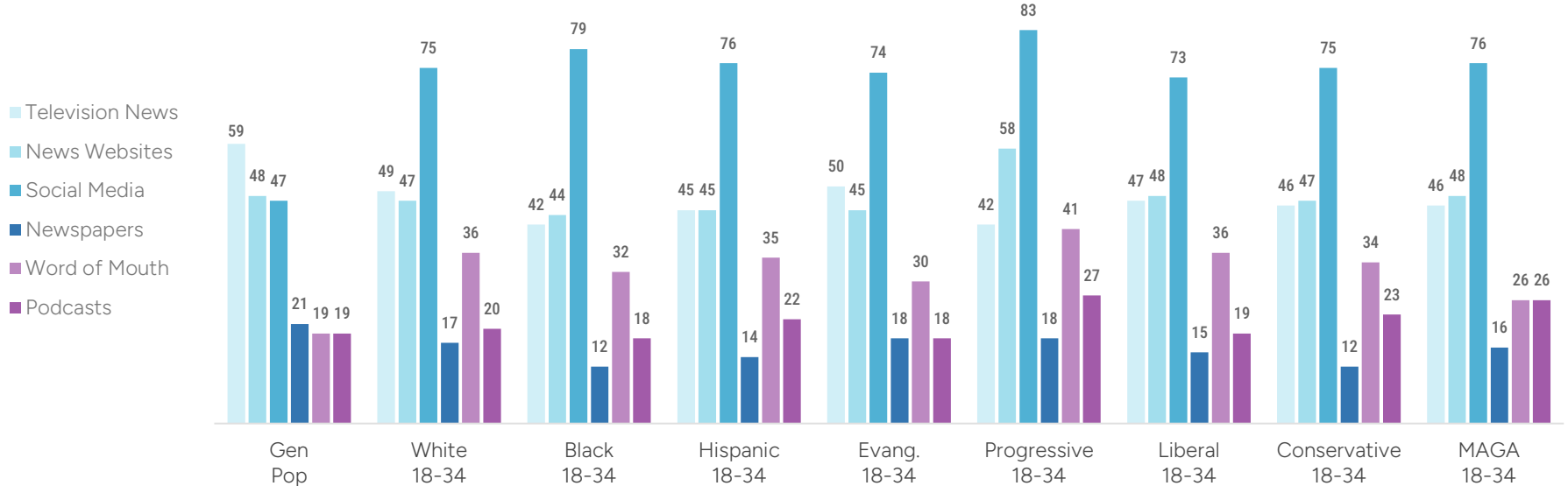
% Following news about the Israel-Hamas war



Q10. How closely are you following news about the war that is going on right now between Israel and Hamas?

Americans get their news from television, while younger audiences use social media

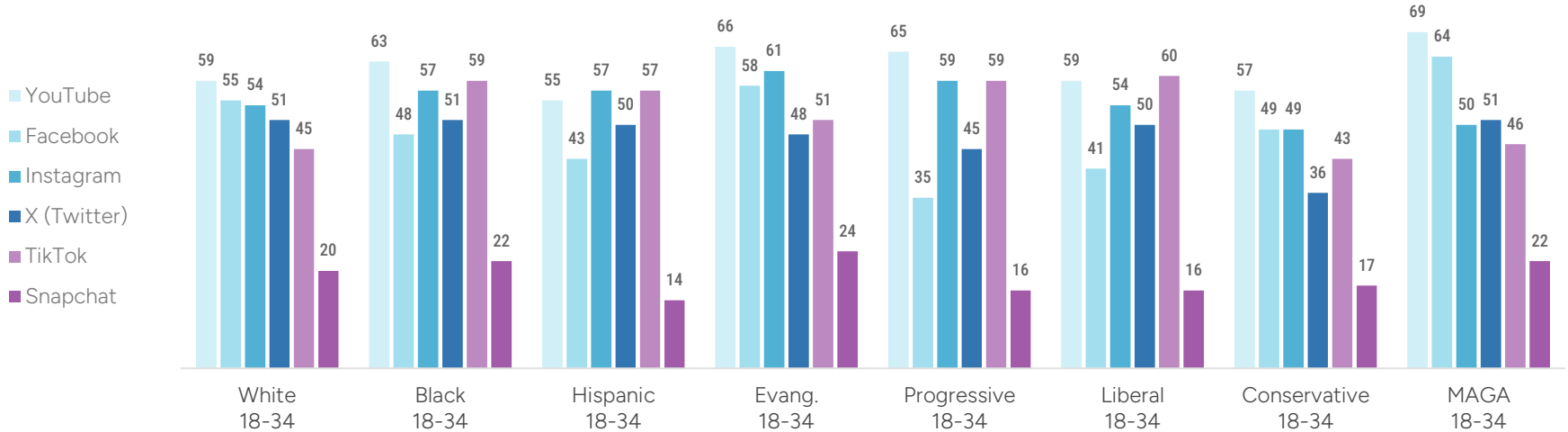
Where people receive news about the war



Q11: Where are you getting your news about the current war that is going on between Israel and Hamas?

Top social platforms for young adults: YouTube, Instagram, and TikTok

Top social media sites by audiences

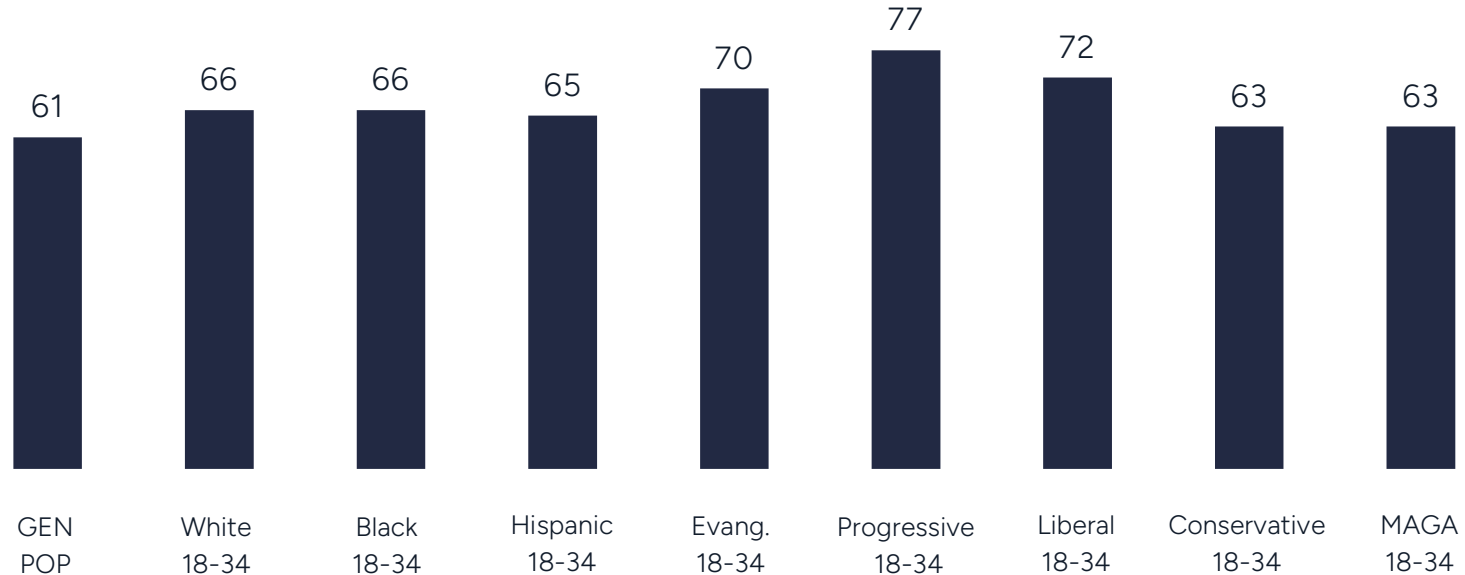


Q12: Which social media sites are you using for news about the war between Israel and Hamas?

Appendix

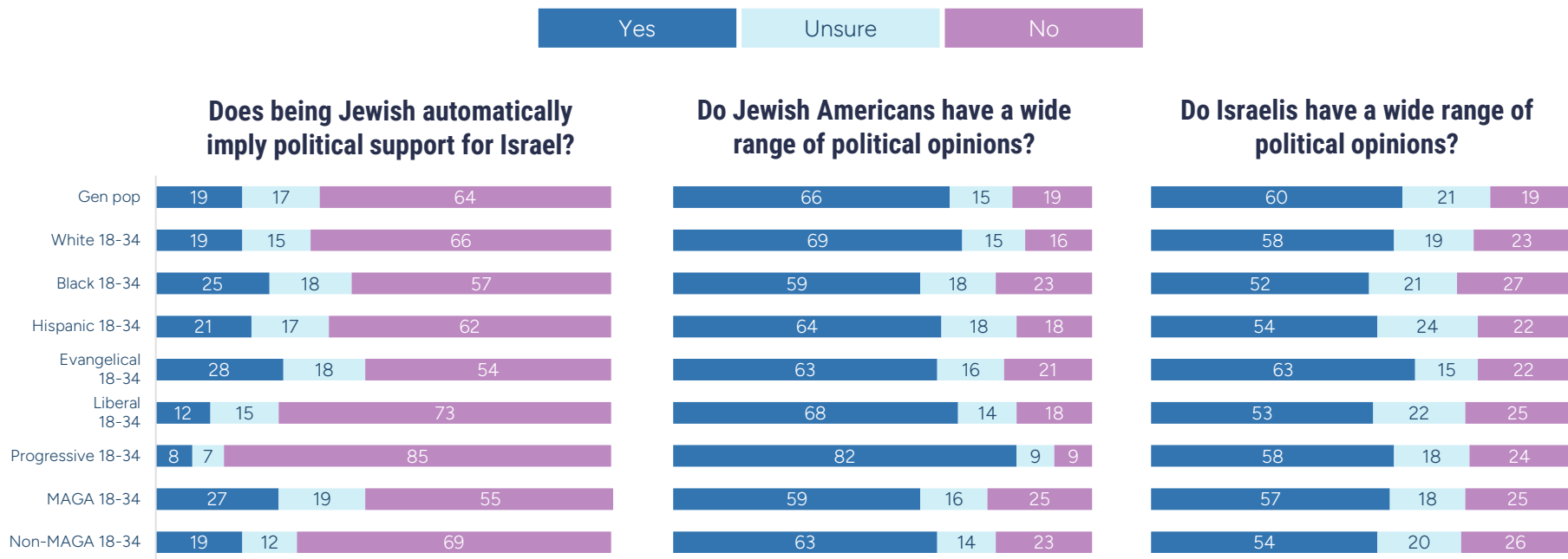
Most people are willing to learn more about antisemitism

% Willing to learn more about the history of antisemitism



Q44: How willing would you be to learn more about the history of antisemitism (Jew-hatred)?

Americans generally understand that Jewish Americans and Israelis have diverse political opinions



Q39: Do you think being Jewish automatically implies political support for Israel? /

Q40: Thinking about Jewish Americans, do you believe they have a wide range of political opinions? /

Q41: Do you think being Jewish automatically implies political support for Israel?