

# Views on Israel and Jewish Identity

August 2024



# Research Objectives and Methodology

## Research Objectives:

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

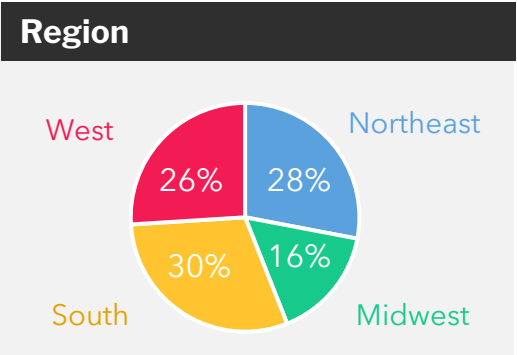
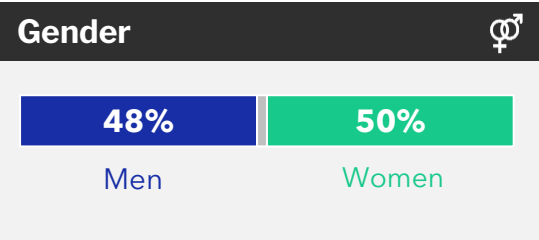
- Views & connection to Israel and Jewish identity (including the impact of October 7)
- How people get information about and engage on topics related to Israel (including impact of October 7)
- Understand how American Jews are affected by antisemitism and anti-Israel sentiment since October 7

## Methodology:

- Conducted by BSG
- n=1,103
- Surveys conducted online from 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.

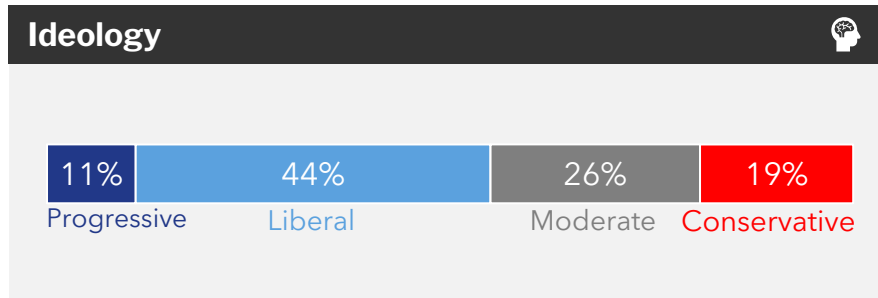
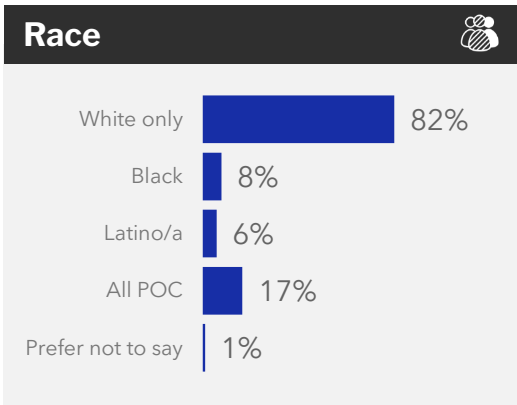
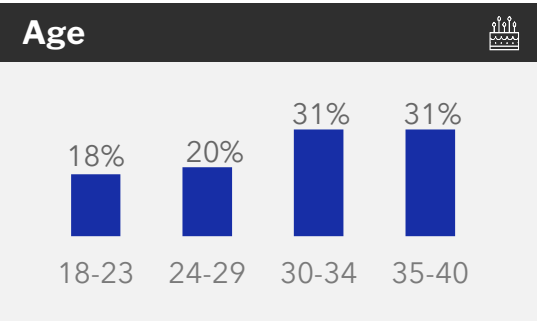
The overall margin of sampling error is  $\pm 2.95\%$ . This is higher among subgroups.

# Demographic Snapshot



### Denomination

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

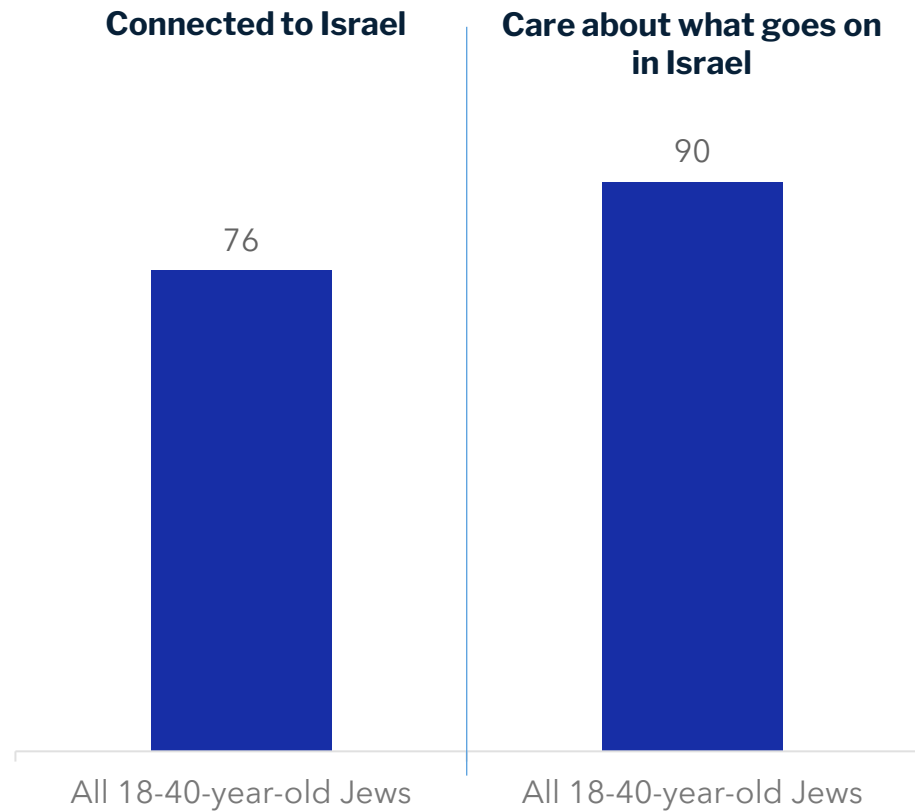


# Israel's Role in Young Jews' Identity

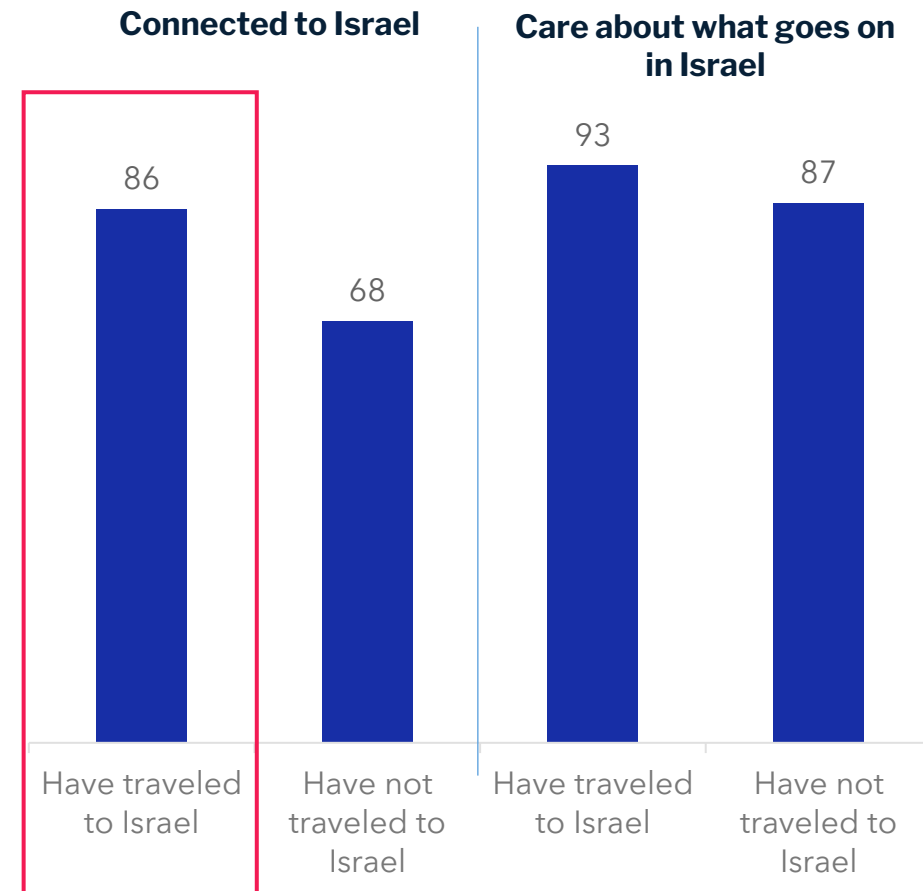
- 1) Young American Jews are connected to (76%) and care about (90%) Israel.
- 2) Those who feel connected (76%) say their connection is driven by culture, Jewish identity, and Israel as a safe haven for Jews. Many of those who feel disconnected (24%) say it's because they disagree with the treatment 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 for Israel among 18-40-year-old Jews

## Connected to & Care about Israel



## Impact of Israel Travel



# Among those who feel connected to Israel (76%), culture, “being Jewish”, and safety were the top reasons cited for their connection

## Reasons why young Jews feel connected to Israel

	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
So many Jewish people live there	9
My heritage is there	8
Israel has values that are similar to those of the United States	7
I have family or friends living in Israel	6
It feels like home, even though I don't live there	6
I am from Israel or have family who is	6
I support it politically	5
I fit in there	4
I have traveled there	2

### Ideological breakdown of the 76% who feel connected to Israel:

- 8% are Progressive
- 43% are Liberal
- 27% are Moderate
- 22% are Conservative

# Among those who don't feel connected (24%), treatment of Palestinians and not having any reason to feel connected were the top reasons cited

## Reasons why young Jews do not feel connected to Israel

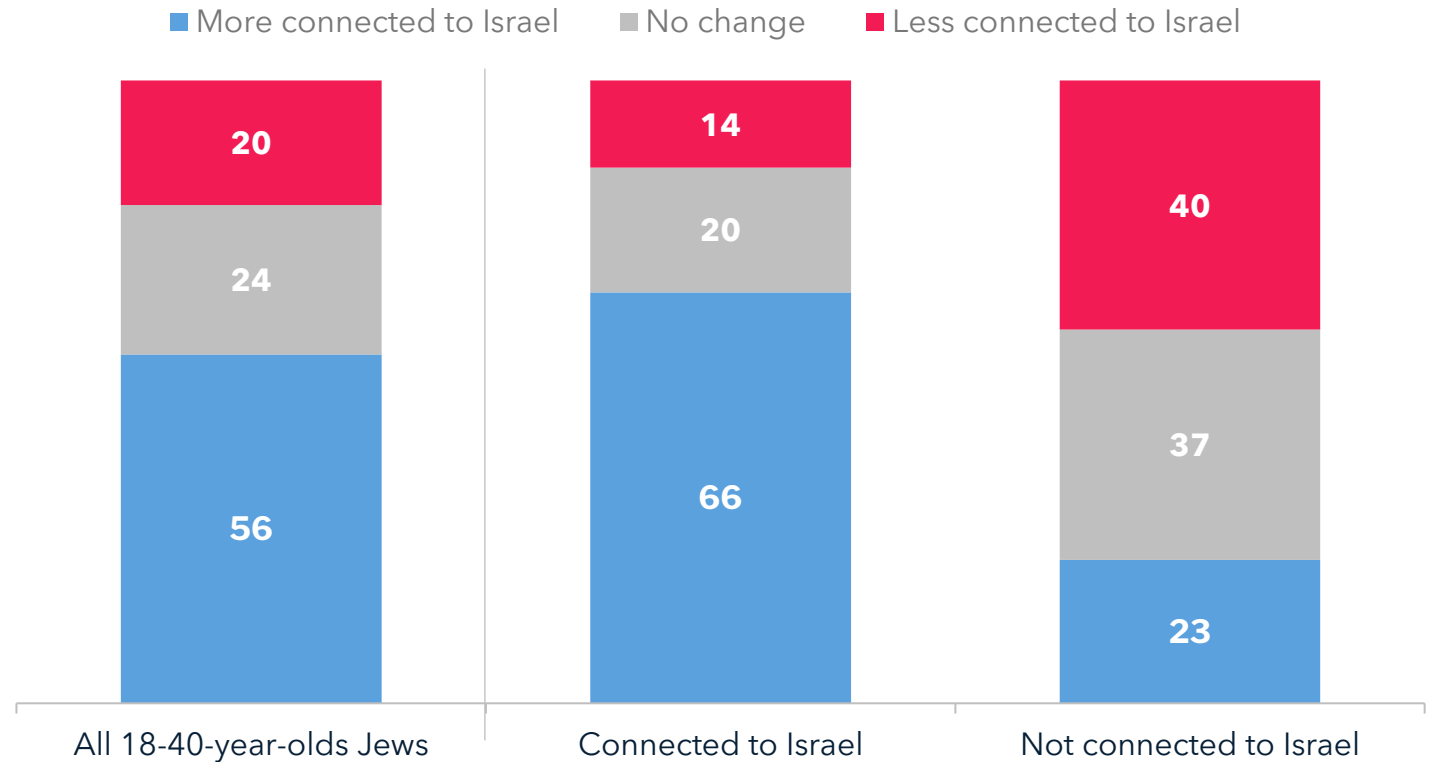
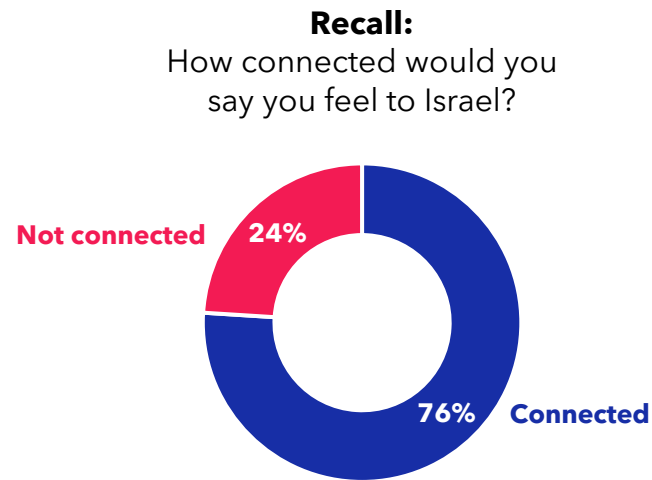
	2024 (Among the 24% who don't feel connected)
I disagree with Israel's treatment of Palestinians	28
I don't have any reason to feel connected to Israel	8
I don't have any friends or family in Israel	8
I have never been to Israel	7
Israel doesn't reflect my moral values	6
It doesn't feel relevant to me or my life	6
I disagree with Israel's military actions	6
I don't like the Israeli government	6
Israel doesn't reflect my political values	5
Israel is too religious for me	5
People in my community or in my life aren't connected to Israel	4
Israel doesn't reflect my Jewish values	3
I don't have anything in common with Israel or Israelis	2

### Ideological breakdown of the 24% who don't feel connected to Israel:

- 20% are Progressive
- 46% are Liberal
- 23% are Moderate
- 11% are Conservative

# Many young Jews feel “more connected” to Israel post 10/7 but it’s driven by those who are already connected

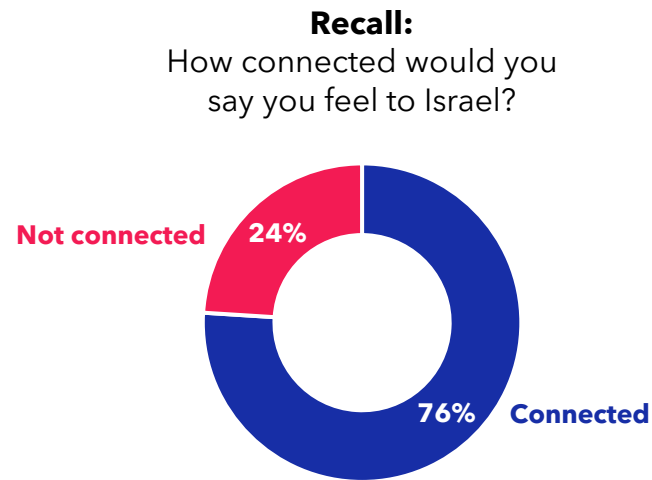
Since Hamas's attack on Israel in October 2023, would you say you feel more or less connected to Israel?



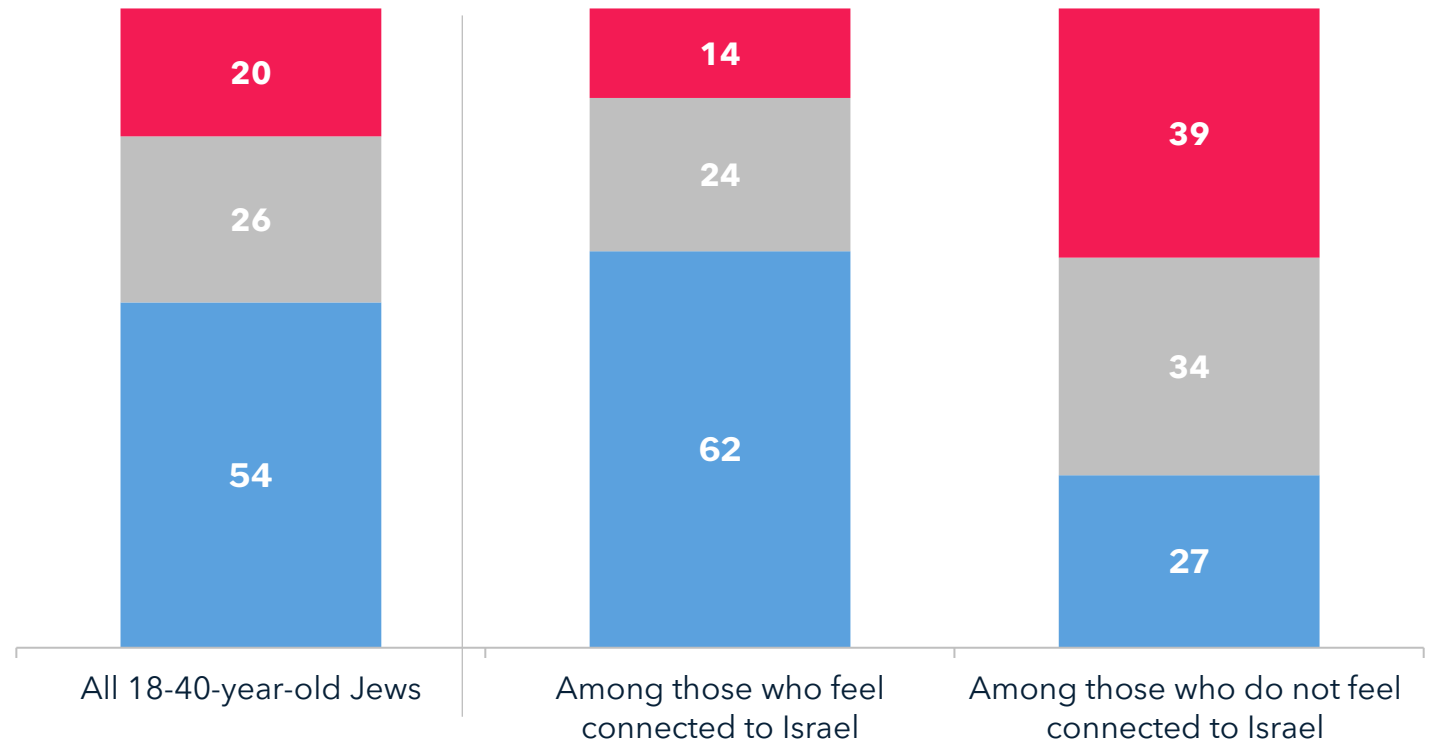


# Most feel “more connected” to their Jewish identity post 10/7. This is driven by young Jews who already felt connected to Israel

Since the war between Israel and Hamas started, do you feel more or less connected to your Jewish identity?



■ More connected to Jewish identity ■ No change ■ Less connected to Jewish identity



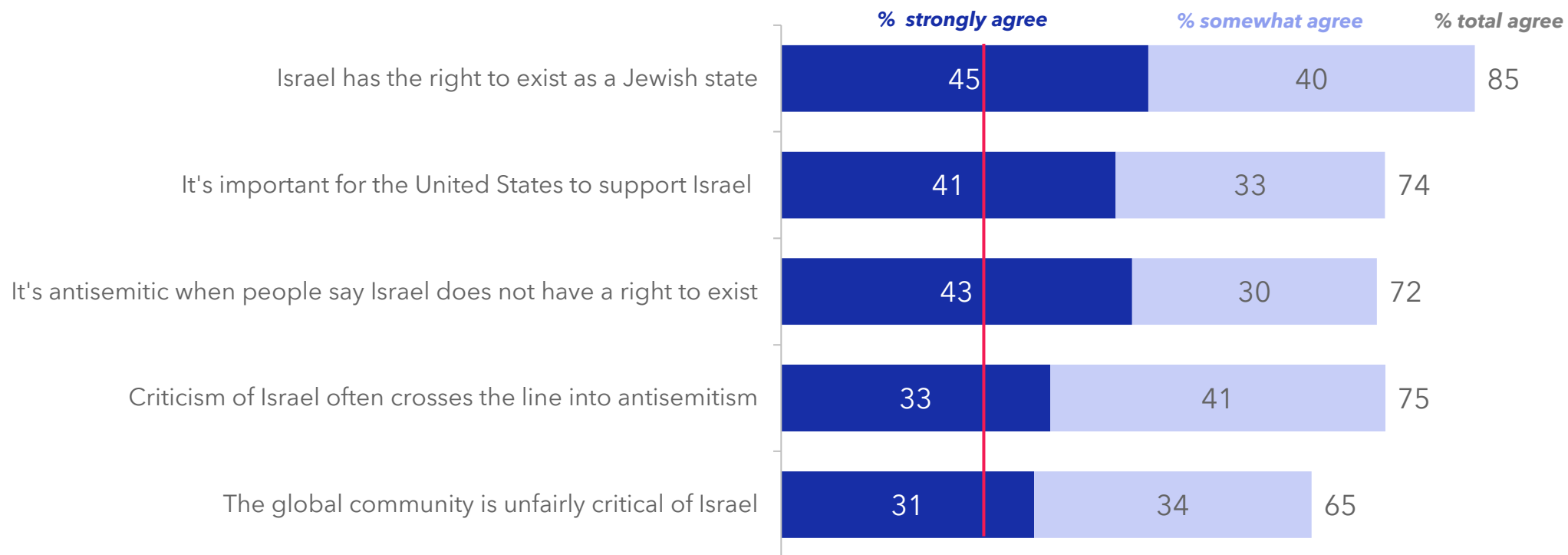
# Attitudes toward Israel & Zionism

- 1) There is strong belief that Israel has a right to exist as a Jewish state (85%).
- 2) At the same time, many young Jews (66%) 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 increased by 22 points (from 31% to 53%).

# Young Jews strongly agree with statements in support of Israel.

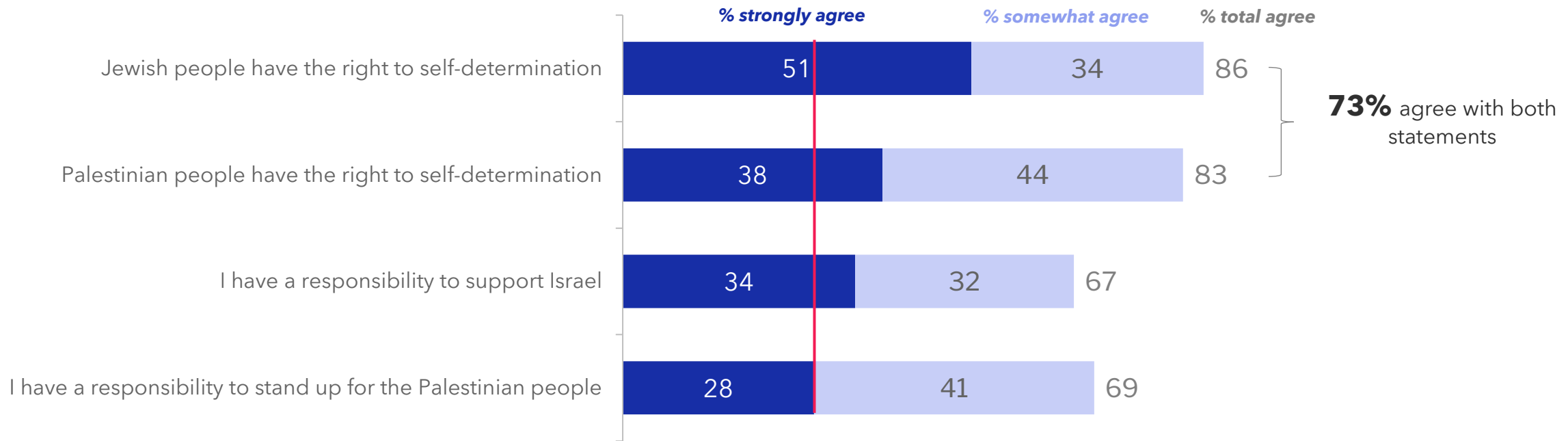
*Note: Sentiments about support for Israel are stronger than anti-Israel sentiments*

## Attitude Statements



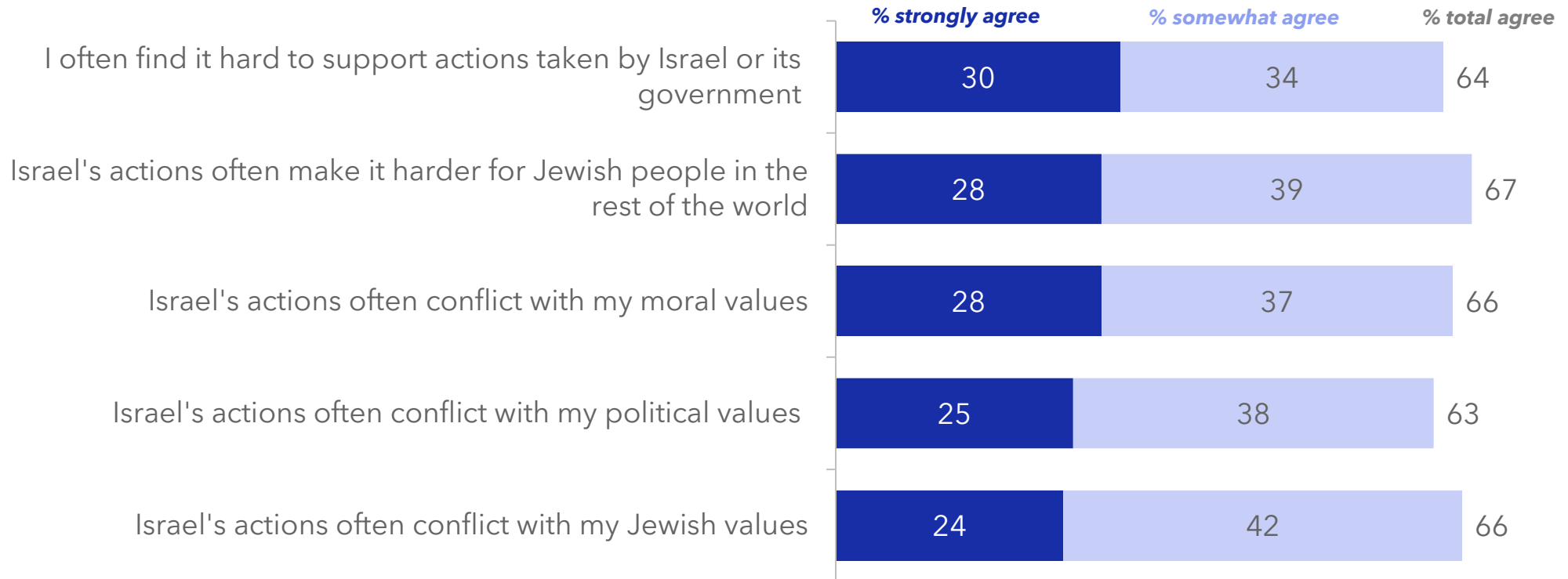
# Most young Jews believe in self-determination for both Jews and Palestinians and feel a responsibility to stand up for both groups

## Attitude Statements



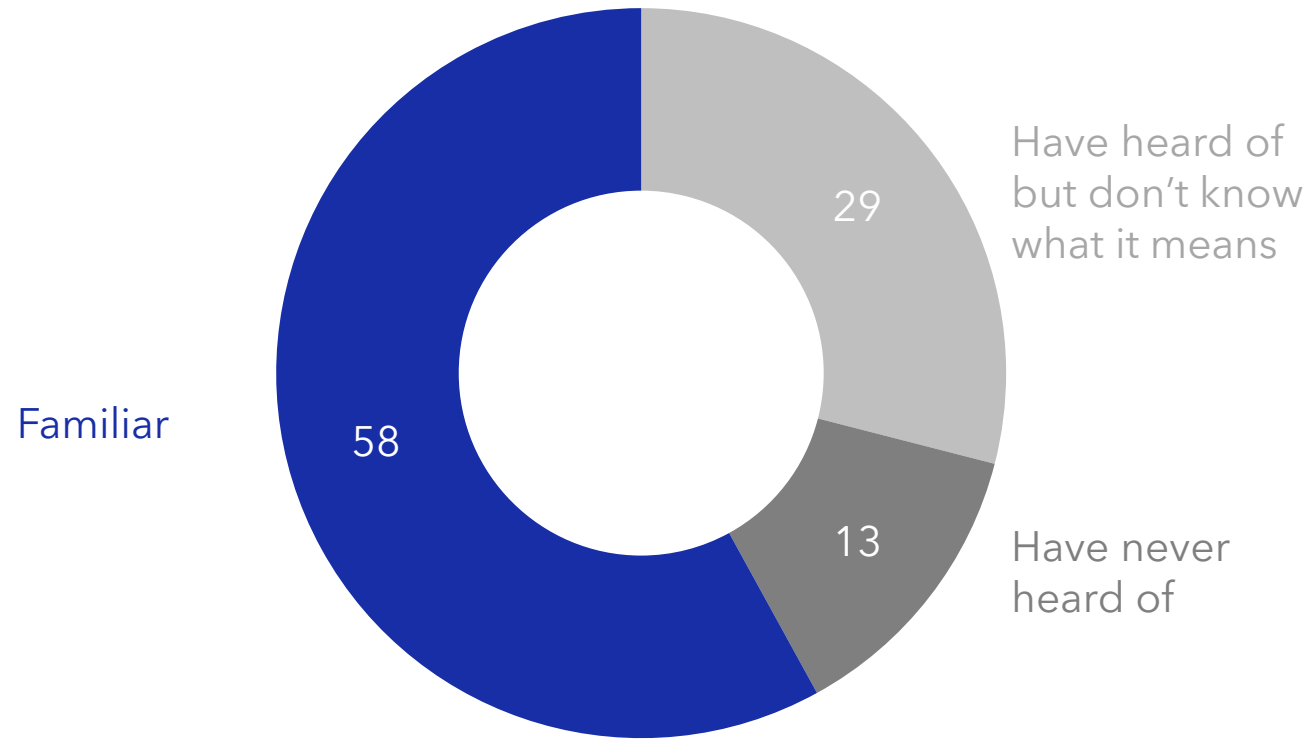
# Young Jews are also feeling challenged by Israel

## Attitude Statements



# 4 in 10 young Jews are not familiar with the term “Zionism”

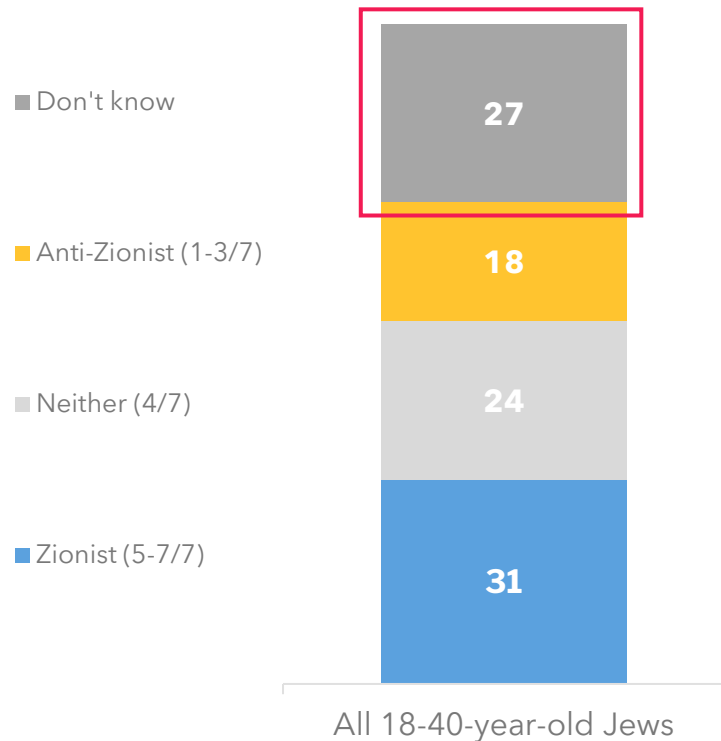
Familiarity with the term “Zionism”



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

## Which best describes you?

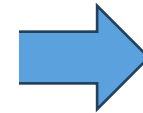
Using a 7-point scale with 1 being Anti-Zionist and 7 being Zionist



## With some information...

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

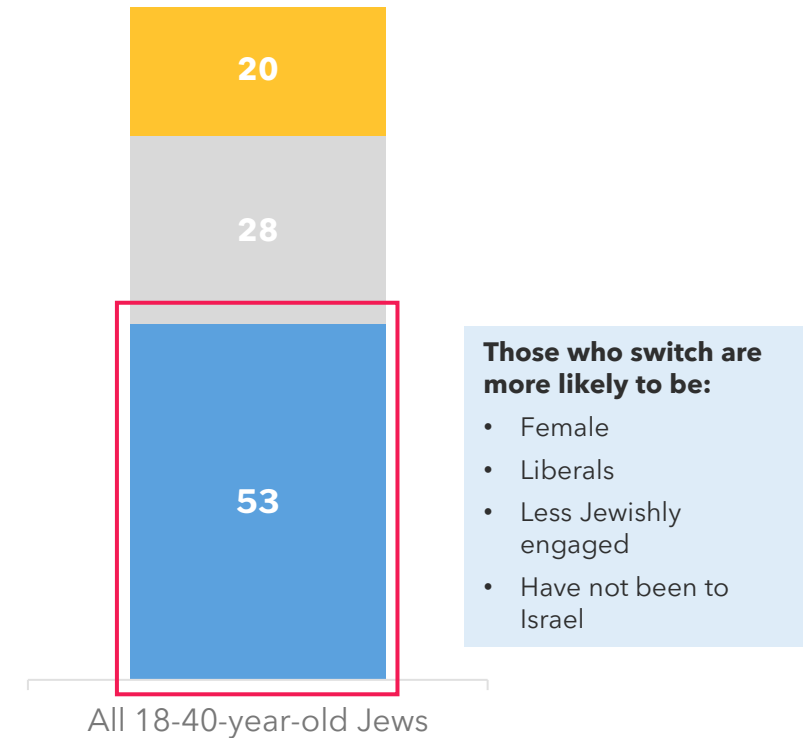
Anti-Zionism is a movement that does not believe the Jewish people should have a state in their ancestral homeland, Israel.



## 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

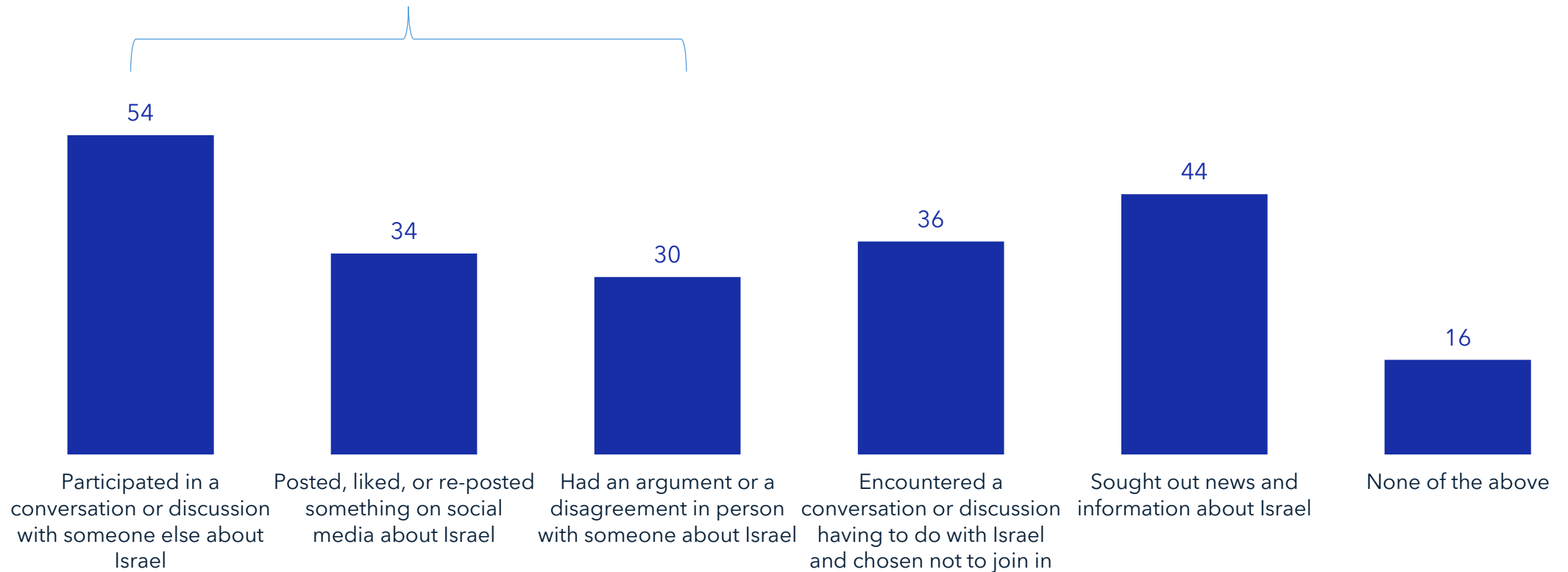
- 1) Most young Jews have actively engaged with Israel since the war started, although one third have avoided an interaction with Israel.
- 2) Since the war started, more than half of young Jews said they have felt unwelcome or excluded because of Israel or their Jewish identity.



# A majority of young Jews have actively engaged in the subject of Israel

Israel engagement since the war started in October 2023 (select all that apply)

“Actively Engaged” in an interaction about Israel: 69%



# 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

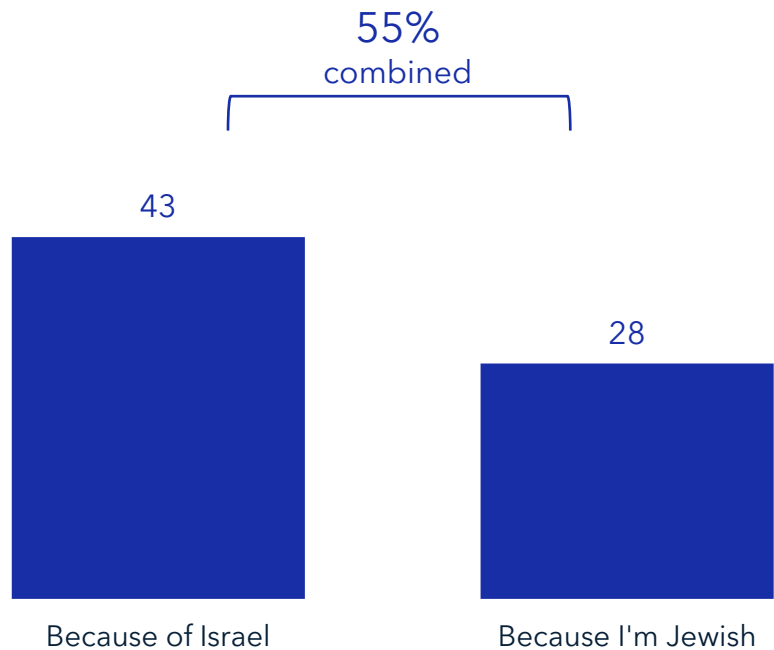
# Reasons why young Jews chose not to speak up

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



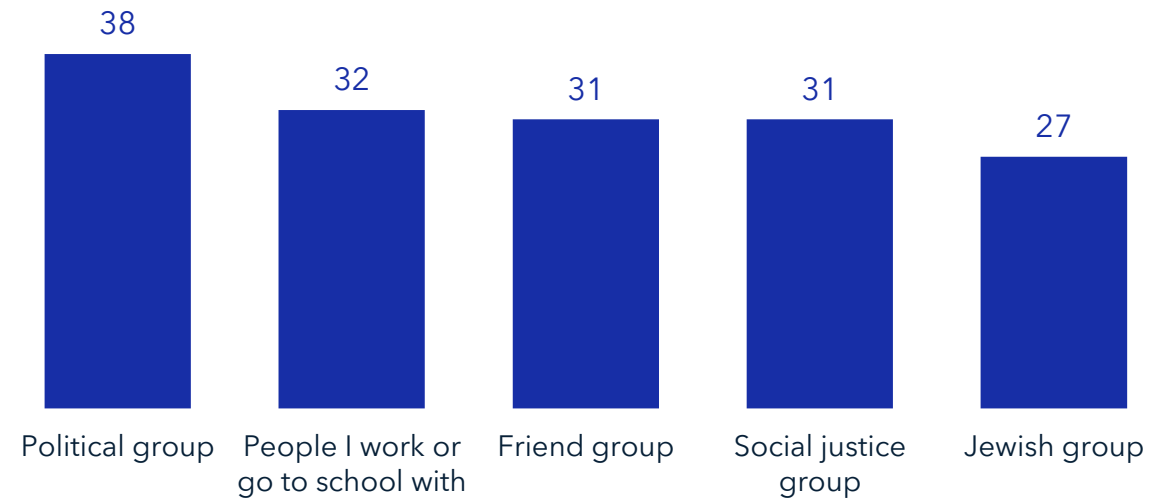
# A majority of young Jews have felt unwelcome or excluded since Oct 7

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 because of Israel or being Jewish

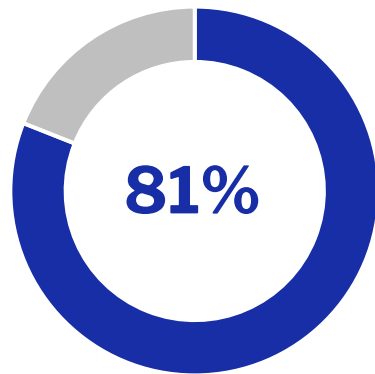


# Sources of Information about Israel

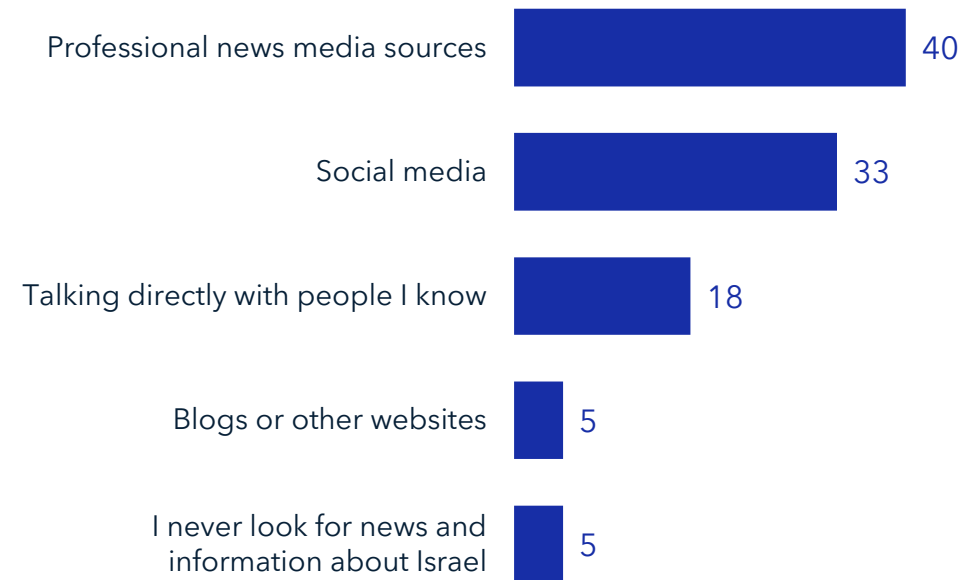
- 1) 81% of young Jews are closely following news about Israel.
- 2) They are most likely to first turn to mainstream news sources and social media for information.
- 3) The most trusted sources of information are direct conversations and mainstream news sources.
- 4) Facts, expertise, and experience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

# Young Jews are following news about Israel closely

**% Following news closely about Israel since the war started**



**When looking for news and information about Israel, which of the following do you turn to first?**



# The most trusted sources of information are family/friends and mainstream sources

## Top sources of information & trustworthiness for Israel news and information

Types of news sources	SOURCES USED: % who say it's their "top choice" or get news "often" from that source	TRUST: % 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 all 18-40-year-old Jews

Types of social media accounts used & trustworthiness	% Trust among all 18-40-year-old Jews
News organizations that post articles or content about Israel on social media	53
People you know in real life who post about Israel	37
Organizations or groups that you follow that post about Israel	34
Influencers, accounts or people you don't know who post about Israel, though not necessarily only about one side	30
Influencers, accounts or people you don't know who post pro-Israel or Jewish things	27
Influencers, accounts or people you don't know who post pro-Palestinian things	24



# Full list of news sources shown to young Jews in the survey

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

% Trust among all  
18-40-year-old  
Jews

News Source	% who get Israel news often/top choice	% Trust among all 18-40-year-old Jews
Television news like CNN, Fox, NBC, CBS or ABC	53	60
Word of mouth from friends and family	53	66
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
Direct conversations with people I know who live in Israel	45	69
Jewish organizations	45	64
News sites specifically focused on Jewish news in the United States, like JTA, the Forward, Kveller or Alma	44	61
Israeli government sources like the IDF or the state of Israel, or Israeli elected officials	44	61
Israeli news sites like the Times of Israel, Haaretz, or Jerusalem Post	43	62
Elected officials in the U.S.	40	51
Online political news sites like the Free Press, Vox, Axios, or Breitbart	39	51
Social media influencers	39	48
Radio	38	53
Podcasts	38	54
Famous people like celebrities, athletes or artists	35	47
Arab-based news sources like Al Jazeera or AJ+	34	46
The Palestinian Authority	31	46

# Social media users mainly get their news from YouTube, Facebook, and Instagram, although TikTok is increasingly popular, particularly among college students

## Which social media websites or apps do you use for news about Israel?

Asked among those who use social media for news about Israel, multiple selections allowed

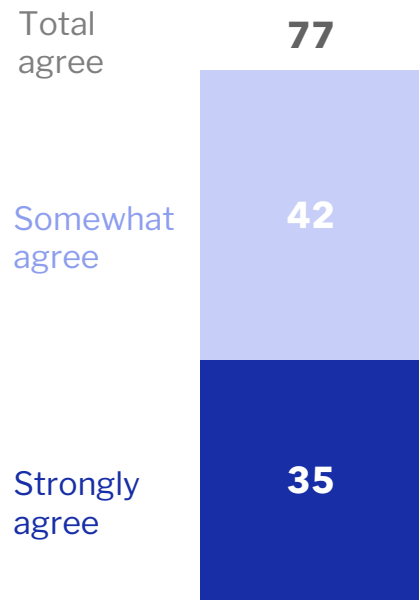
	18-40-year-olds	College Students
YouTube	56	36
Facebook	51	27
Instagram	47	56
TikTok	45	44
Twitter/X	40	43
Snapchat	18	14
Threads	11	9
Other	3	6

# 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...



All 18-40-year-olds

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

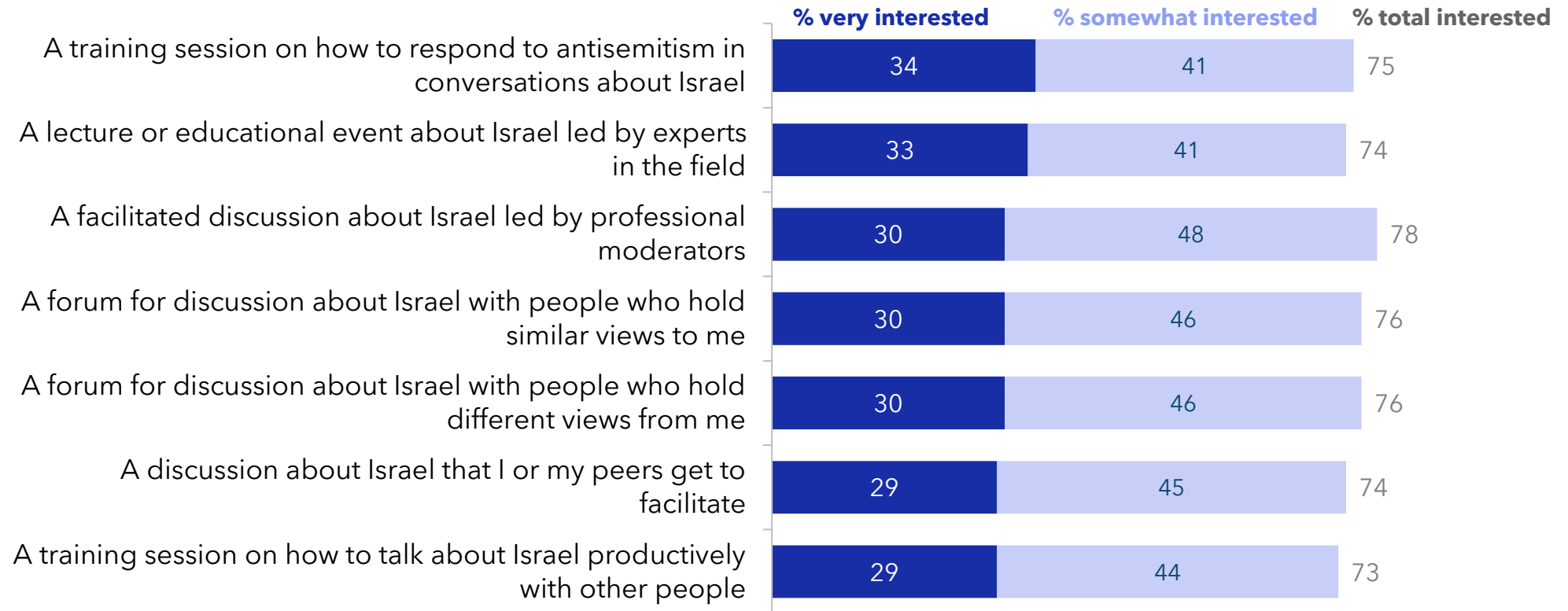
	2024
A <b>smaller group</b> , where participants could have more direct conversation with one another	55%
A <b>larger group</b> , with more interaction and diversity of opinion	45%
	2024
A <b>face-to-face</b> setting, where participants could connect on a more personal level	51%
An <b>online setting</b> , 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

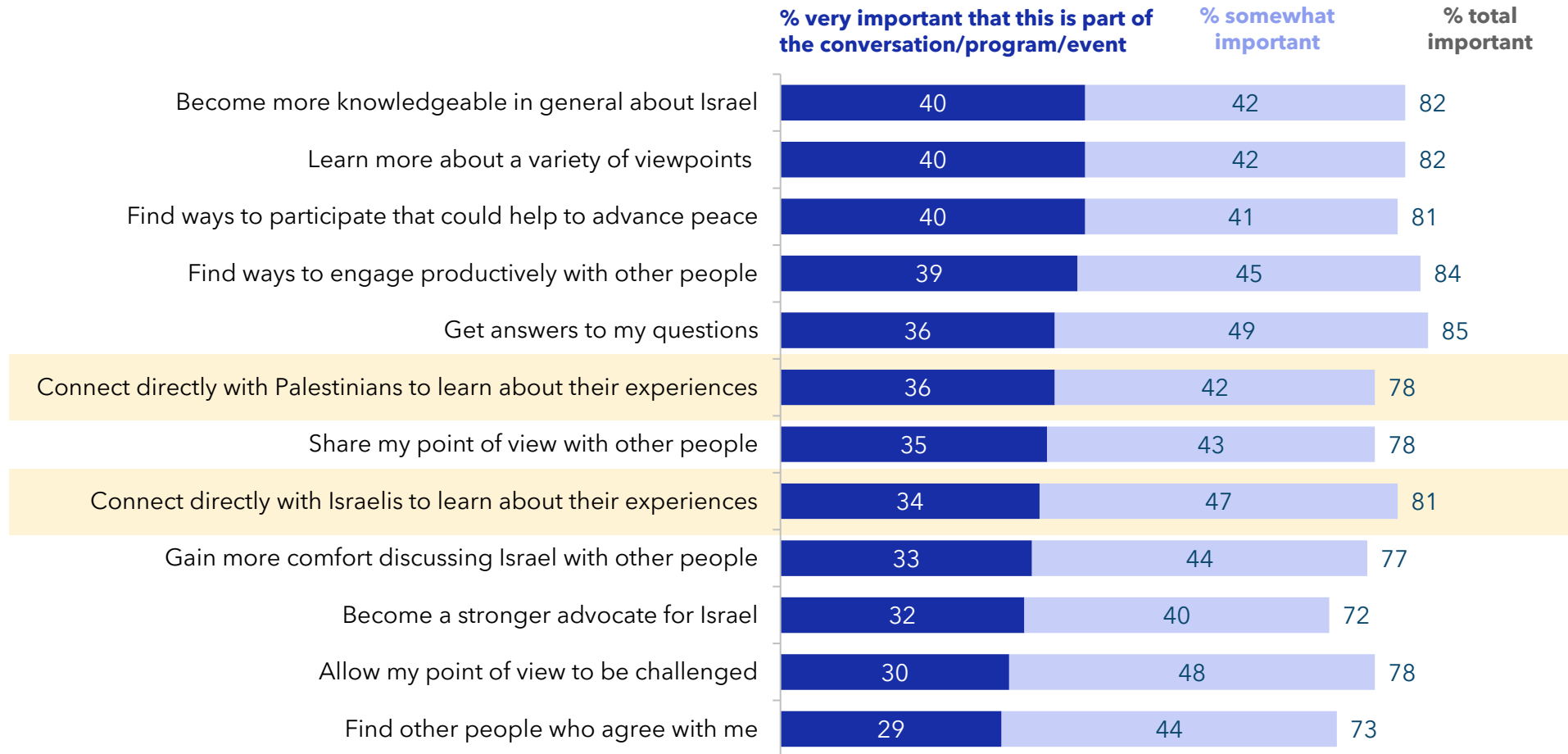
# Young Jews are looking for help having conversations and getting information from credible experts

## Interest in different types of Israel engagement



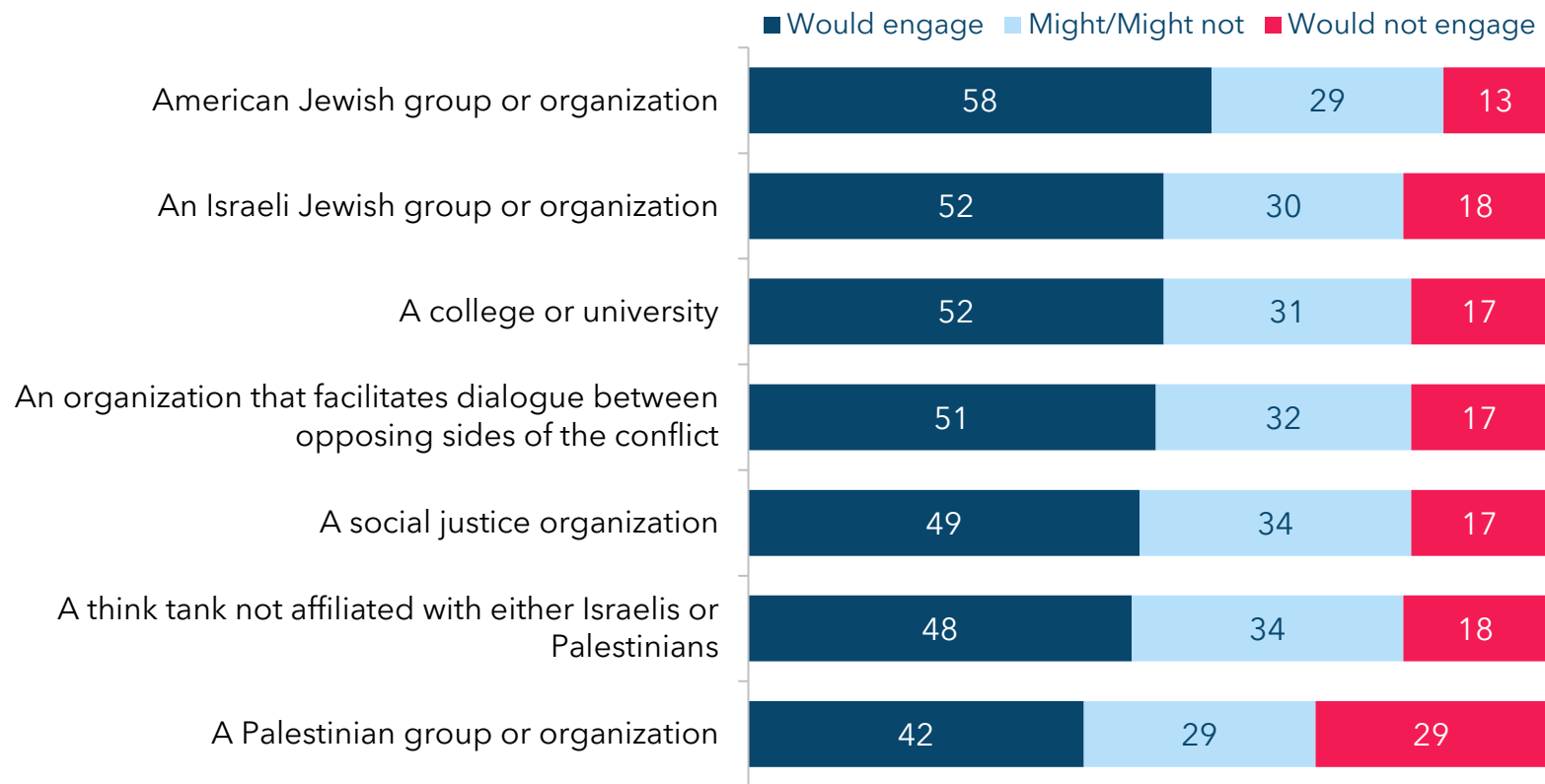
# Young Jews are seeking to become more knowledgeable in general and have exposure to diverse viewpoints

## Characteristics of potential Israel engagement



# Young Jews are interested in engaging with a variety of organizations

**How likely would you be to engage with each of these types of organizations for events, discussions, or information about Israel?**



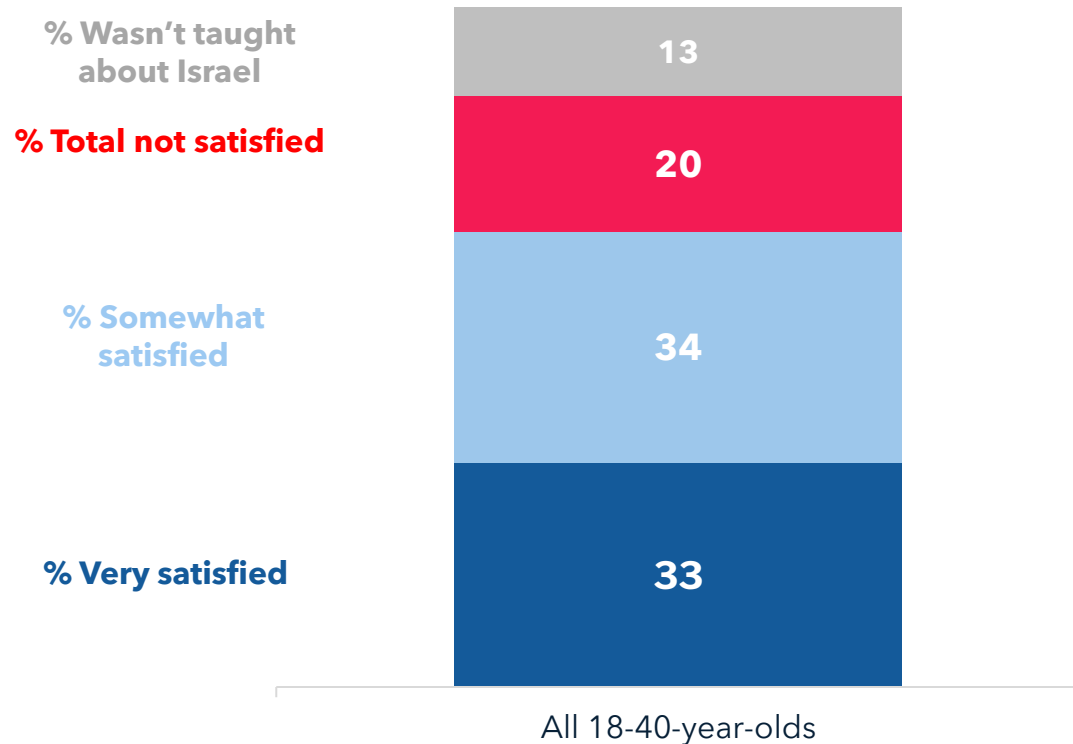
# Reflections on Israel Education

- 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.
- 4) A fair and balanced Israel education leads to stronger connection to Israel.



# 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?



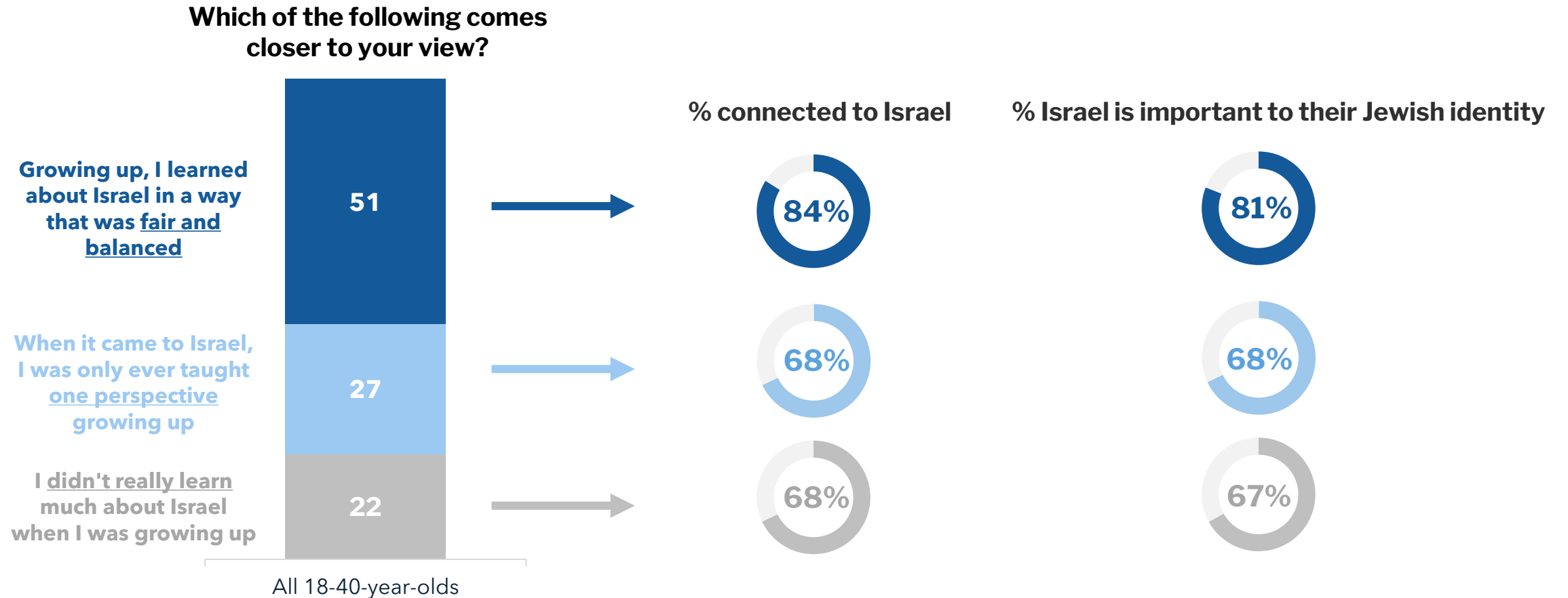
### Top reasons for being somewhat or very satisfied:

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

### Top reasons for not being satisfied:

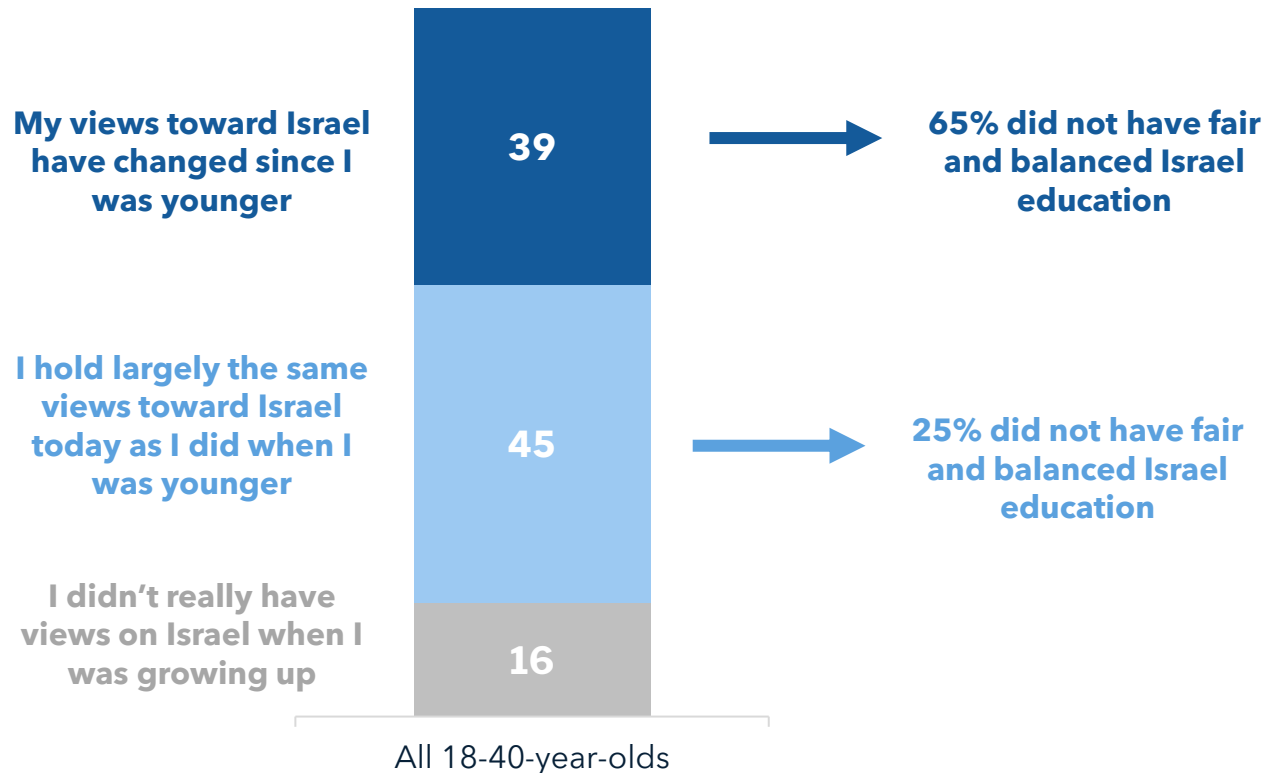
- ✓ Was not taught much/enough
- ✓ Was not told everything / some things were left out
- ✓ Pro-Israel / non-critical
- ✓ Lies / What I was taught isn't true / Propaganda

# A fair and balanced education on Israel creates the strongest connections to Israel and a stronger link between Israel and Jewish identity

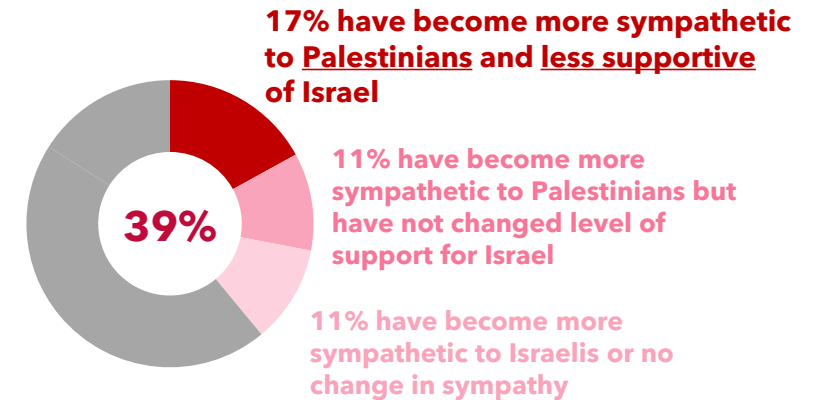


# A fair and balanced education is more enduring, leads to less changes in opinion down the road

Which of the following describes you best?



How your views toward Israel have changed, compared to when you were younger  
*Among the 39% whose views have changed*

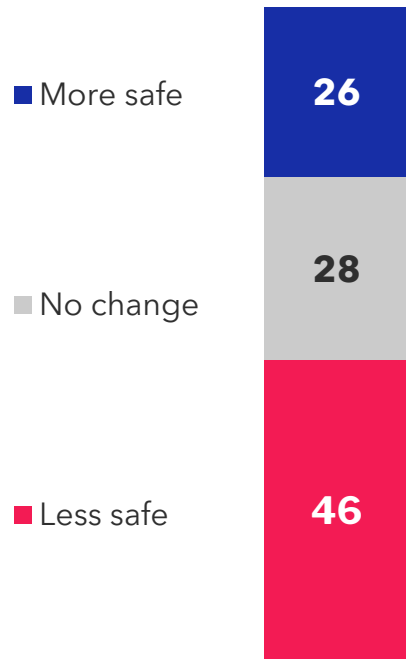


# Antisemitism and Feelings of Safety

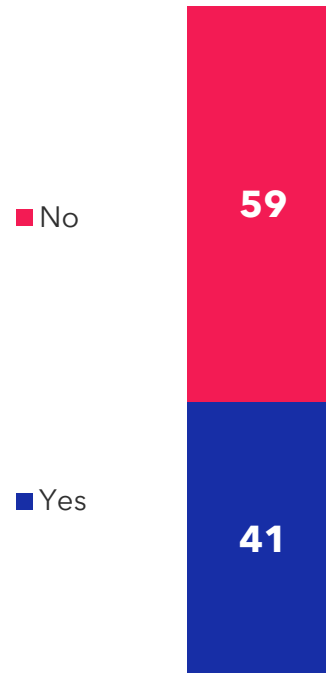
- 1) Almost half of young Jews (46%) feel less safe since October 7.
- 2) A majority are changing their behavior by being more cautious about sharing that they are Jewish and/or by keeping a lower profile.
- 3) Half of young Jews (56%) have seen or experienced antisemitism since October 7. Most reported it when it happened, but 1 in 3 young Jews said they ignored the incident or did nothing when they encountered antisemitism.

# Nearly half of young Jews feel less safe in the U.S. today. A majority are keeping a lower profile since the war started, with many feeling afraid to be in Jewish spaces

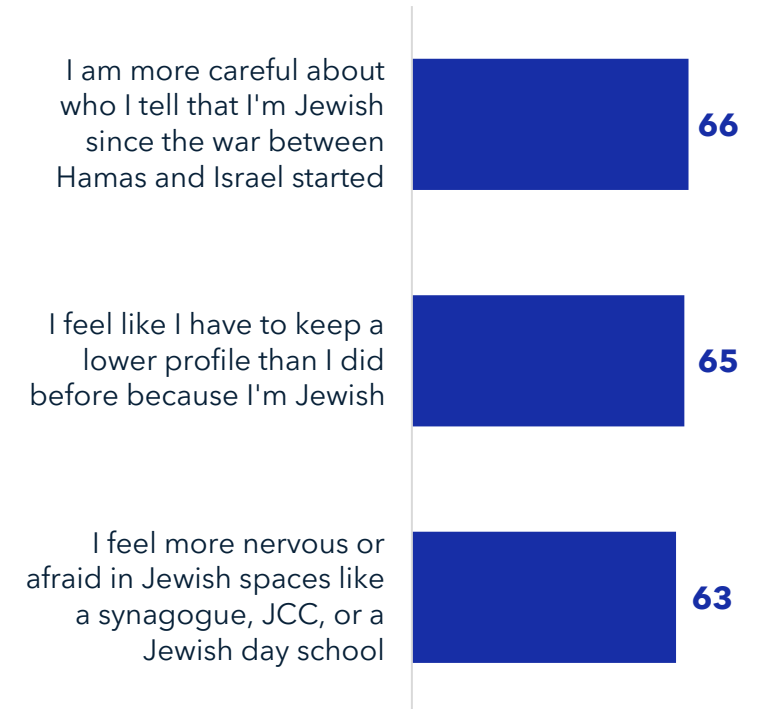
Since the war between Israel and Hamas started in October 2023, how does it feel to be Jewish in the United States today?



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?



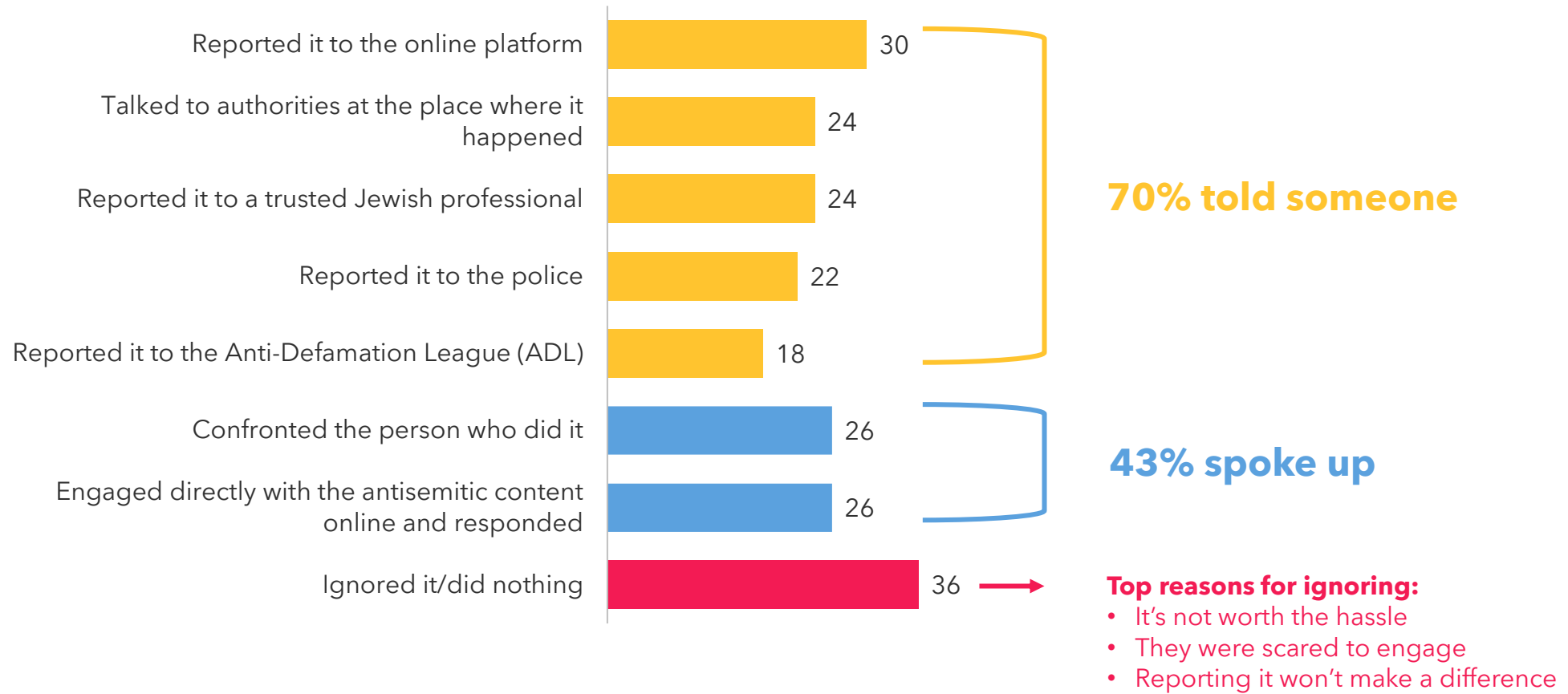
**Attitudes and Behaviors:**  
Showing % of 18-40-year-olds who agree



# Most took action when they encountered antisemitism, 1 in 3 did not

## When you encountered antisemitism, what did you do? (Multiple select)

Asked among the 56% who saw or experienced antisemitism

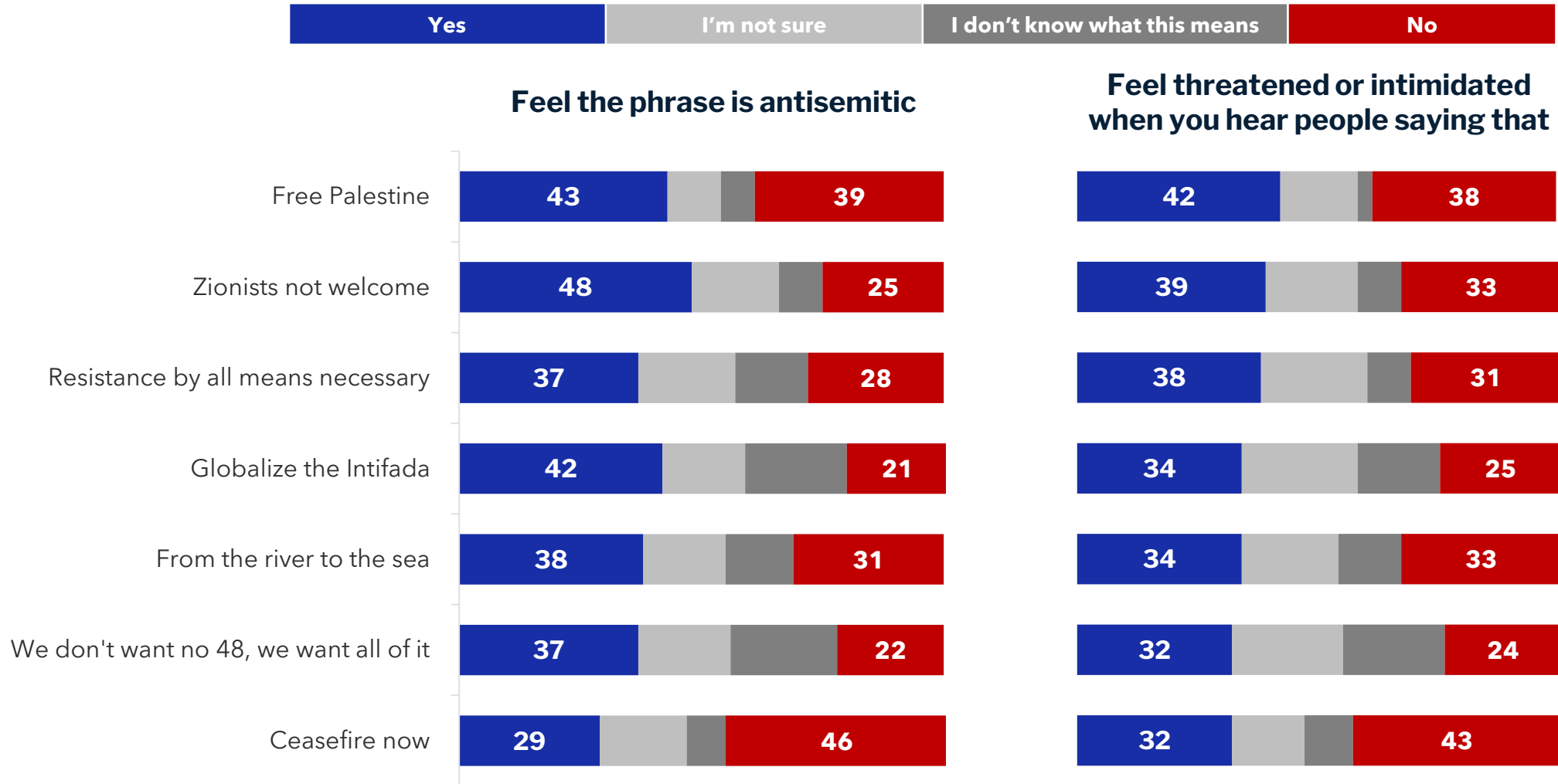


# Young Jews are seeing antisemitism manifest in many ways

## *What forms of antisemitism have there been in your community since the war started?*

	All 18-40-year-olds
Posters or signs that include antisemitic language	15
Anti-Israel protests that included antisemitic rhetoric	14
Calls to boycott Jewish or Israeli-owned businesses	14
Antisemitic graffiti, not on a Jewish institution	13
Slurs or harassment shouted at a Jewish person	13
Vandalism of Jewish or Israeli businesses	12
A Jewish institution was vandalized or graffitied	12
Statements from community leaders that included antisemitic language	11
Jewish celebrations or events in the community were canceled because of the conflict	11
Physical violence against a Jewish person	10

# “Zionists not welcome” is viewed as the most antisemitic phrase and “Free Palestine” is viewed as the most threatening phrase





# Summary of Key Findings

1. Young American Jews feel deeply connected to Israel (76%) and care about what goes on there (90%). 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 simply giving people a definition increased their likelihood to identify as a Zionist by more than 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 (55%) 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

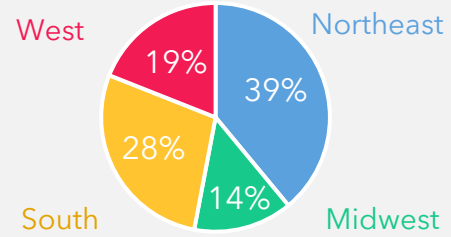
# College Students

# Jewish College Students: Demographics

## Gender



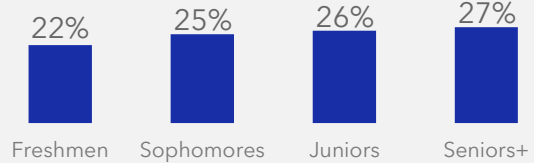
## Region of school



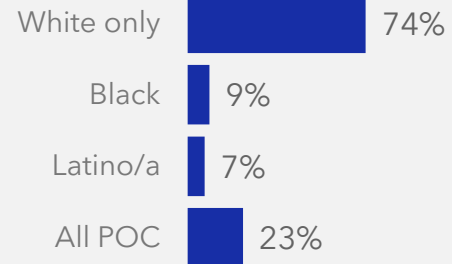
## Denomination

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

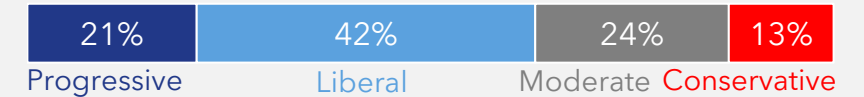
## Class



## 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



**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:**

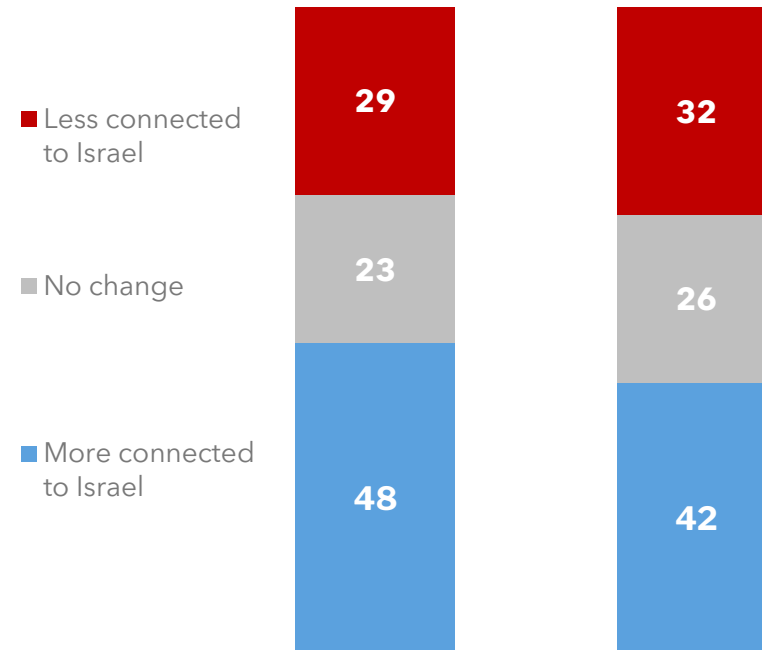
1. Treatment of Palestinians
2. Not reflecting political values
3. Not relevant to me or my life

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?

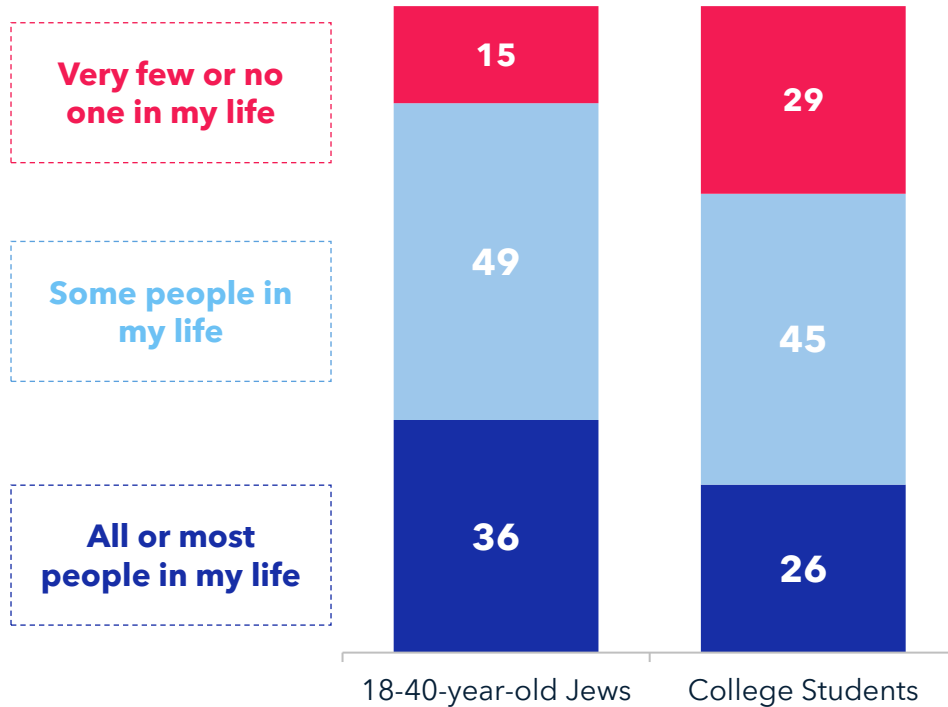


More likely to be:

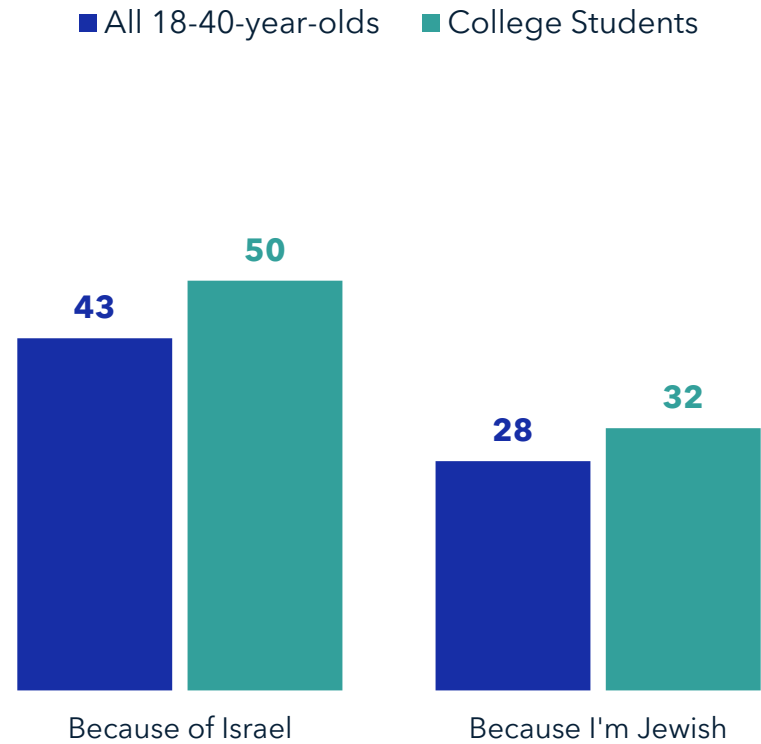
- ✓ Liberal or progressive
- ✓ LGBTQ+
- ✓ Freshmen or sophomores
- ✓ Not feel connected to Israel

# 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...



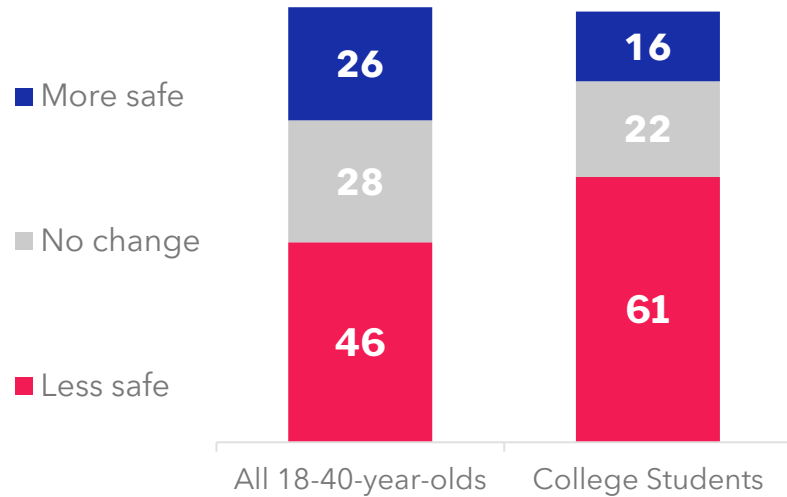
**Types of groups college students are excluded from:**

- 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?

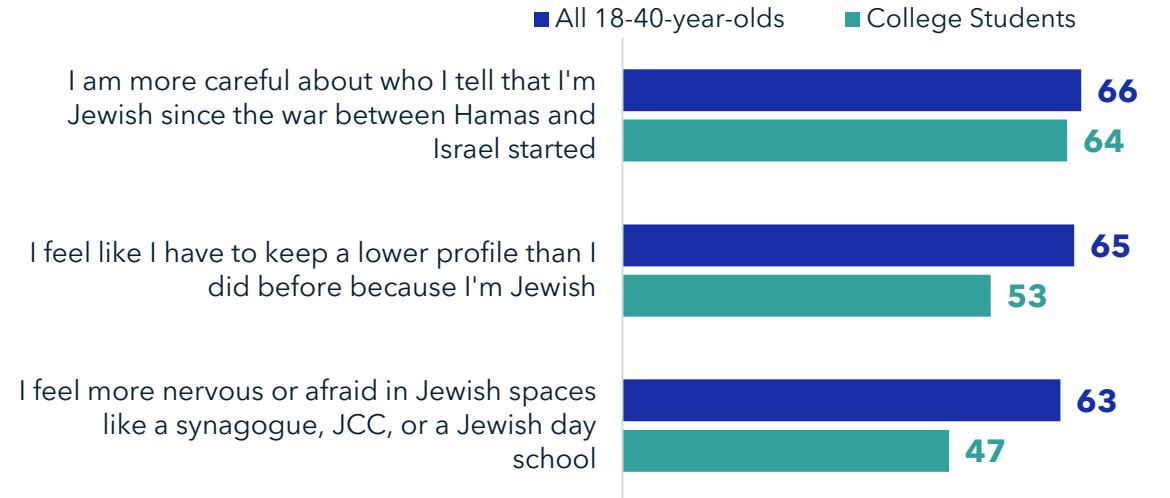


Part of the reason why college students feel less safe is because they're seeing more antisemitism:

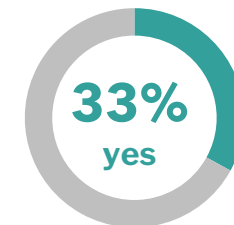
- 45% say there has been antisemitism in their community since the war started vs. 31% among 18-40-year-olds
- **Liberal** students are feeling less safe and seeing more antisemitism than other college students

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

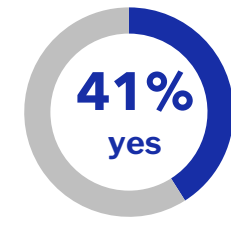
Attitudes & Behaviors: % who agree



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?



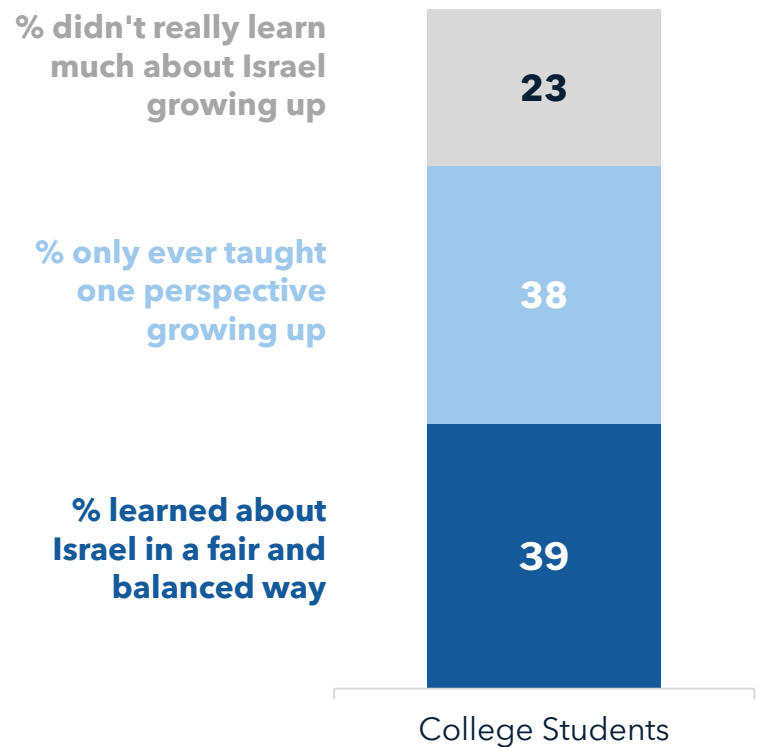
College Students



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.

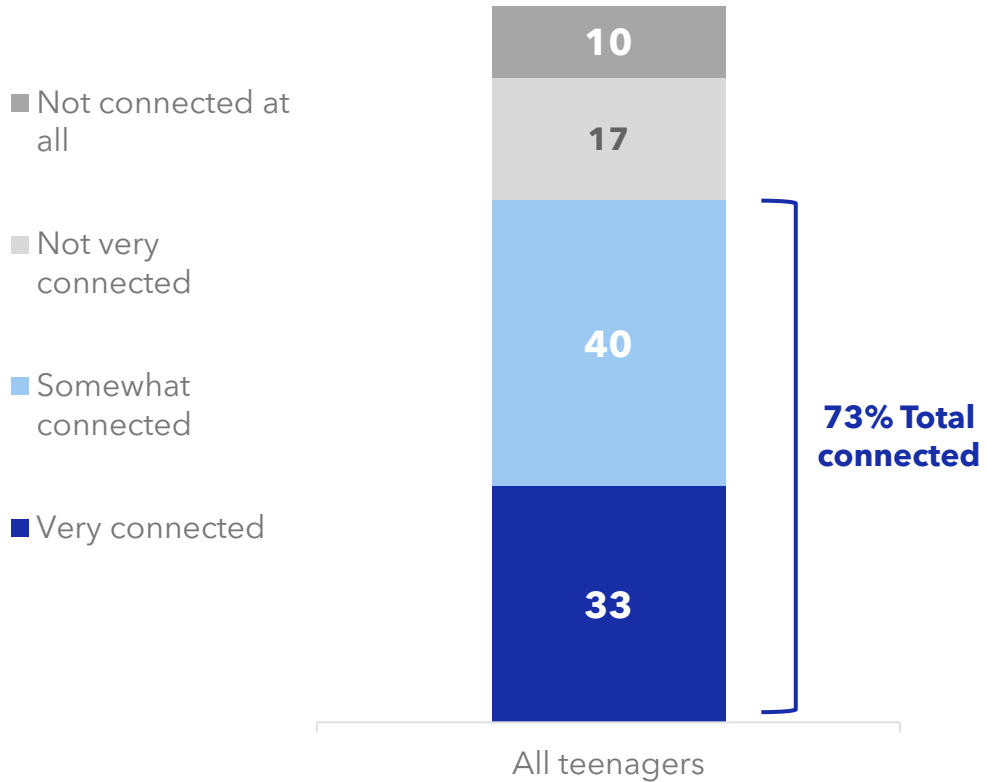
**Methodology:**

- 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.

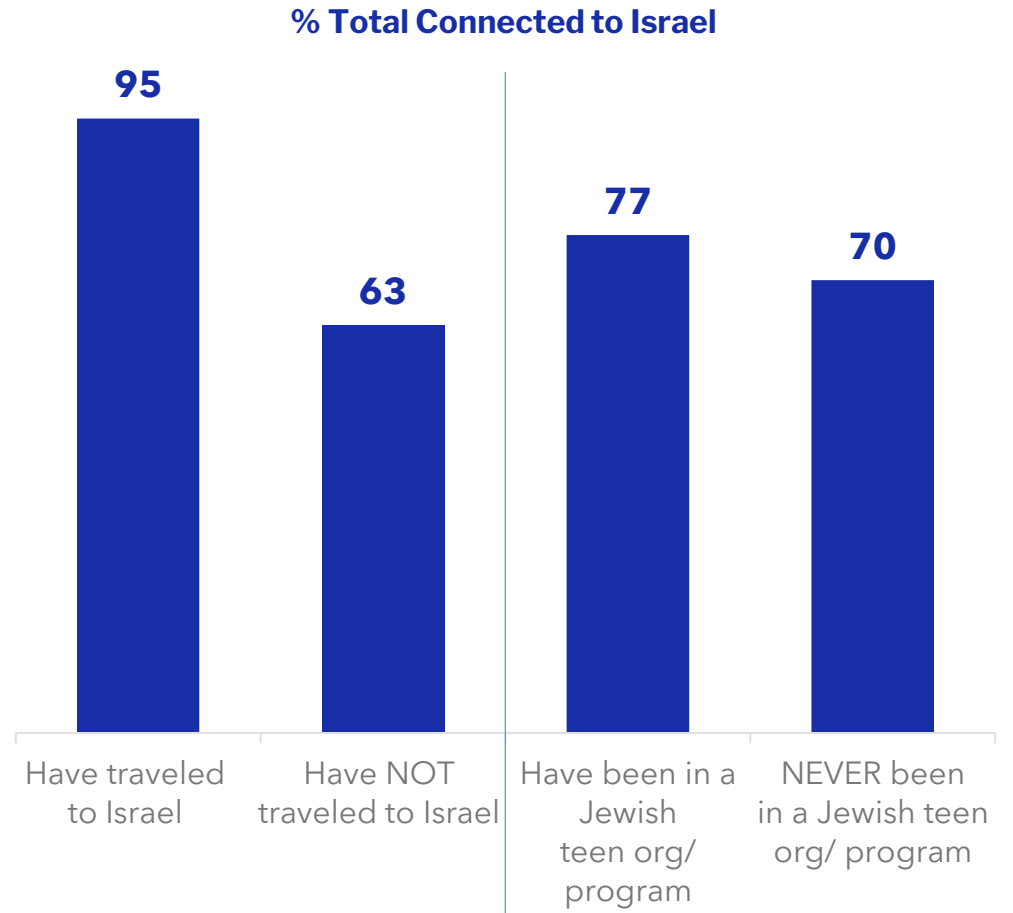
The overall margin of sampling error is  $\pm 5.20\%$ . This is higher among subgroups.

# 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

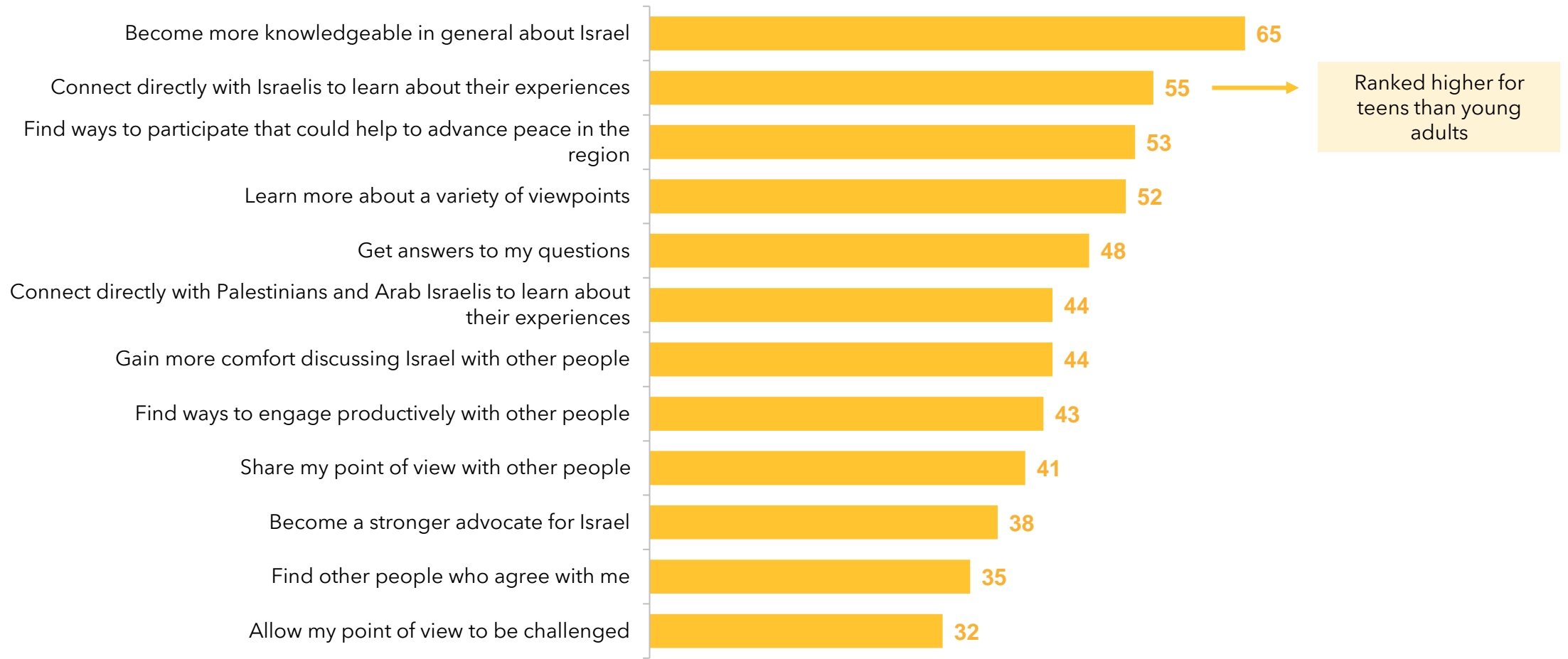


### Social accounts they follow who post about Israel:

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

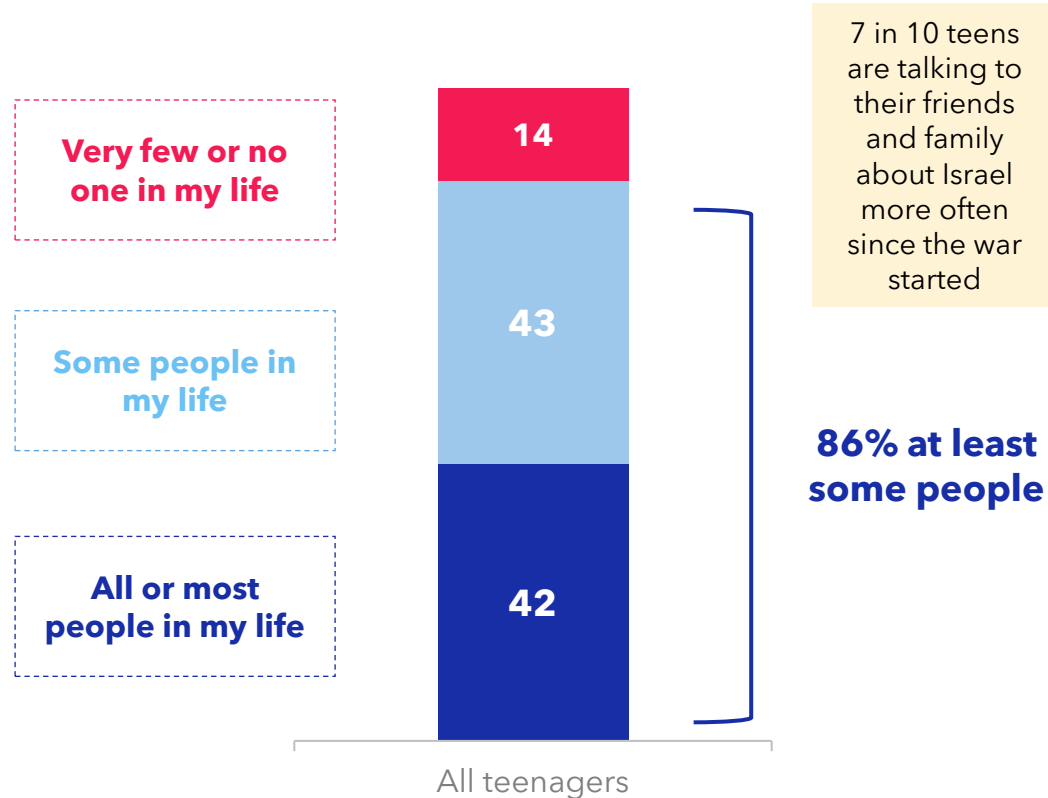
# Jewish teenagers want to learn more about Israel and Israelis in order to find ways to help advance peace

## Importance of characteristics of potential Israel engagement

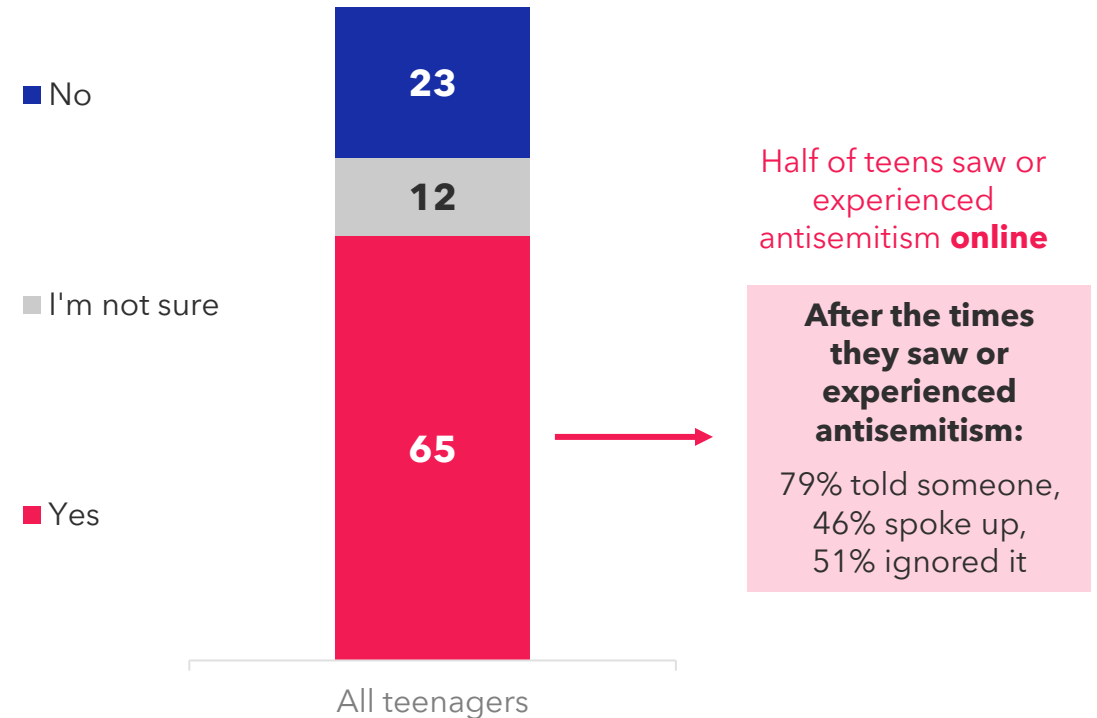


# Most Jewish teenagers have at least a few people to talk to about Israel with; two-thirds have witnessed or been the target of antisemitism

## I am comfortable talking about Israel with...



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





# Qualitative Snapshot

- Prior to the quantitative research, BSG conducted qualitative online journals to hear directly from key audiences about their experiences.
- Participants answered 18 in-depth, open-ended questions over a series of 2 weeks, written in a private, journaling style.
- Journals were conducted in April 2024.
- We interviewed Jewish young adults (18-40 years old), Jewish college students, and Jewish teenagers.

# Key Points from Qualitative Journals: Jewish 18-40-year-olds

## Oct 7 deeply affected young American Jews

"I think my feelings towards the country have deepened because something absolutely terrible happened there that I can relate too - it could have been me or my family or so many people I love."

- 25-29 yrs, female

## Many feel an increased connection to Jewish identity

"I feel more proud and generally AWARE of my Jewishness since Hamas' attack. My wife and I more regularly light the Shabbat candles... This makes us feel more connected to our Jewishness, something that feels meaningful during a time when it feels like fragmented, or even dangerous, to be a Jewish person."

- 35-40 yrs, male

## The war has led to pervasive antisemitism...

"I find myself making sure my Star of David is tucked away when I am outside. If I come out of any Jewish building or store, I am extra aware of my surroundings, just on high alert lately."

- 30-34 yrs, female

"Somebody vandalized a poster that says, 'We Stand with Israel.' This happened at my daughter's preschool. I absolutely cried a little bit. I can't tell you how vulnerable and scared I felt, because my baby is in that school."

- 35-40 yrs, female

## ..and a social cost of being Jewish

"I feel that [being outwardly Jewish] will put a target on my back and bring unwanted and unnecessary attention to myself and my family. I had someone completely ignore me at a communal dinner table once they found out I was Jewish and pro-Israel. The entire dinner became awkward, not only for me, but for the other guests sitting at said table."

- 35-40 yrs, male

## Young American Jews have a diverse set of views when it comes to Israel

"I feel like my Jewish identity has pulled me closer towards it (Israel) as I feel it in need of support. I also think the increase in antisemitism further drives home the need and significance of a Jewish state."

- 25-29 yrs, male

"My feelings toward Israeli leadership have changed over the last few months in a negative way... In his (Netanyahu's) attacks on innocent Palestinian civilians in the name of "wiping out Hamas", he is ruining the idea that Gaza and the surrounding land could be a harmonious place. I just don't see how there could possibly be a 2-state solution at this point. I once did think there would be one."

- 35-40 yrs, female

"My feelings about Israel have definitely become more conflicted. While I want to be unabashedly pro-Jewish and pro-Israel, sometimes I question if they're acting 100% moral all the time, and if it's even possible to do that while protecting Israel and the Jewish people."

- 35-40 yrs, male

# Key Points from Qualitative Journals: Jewish college students

## Campus climate is tense and uncomfortable for many Jewish college students

"I felt stressed trying to avoid SJP events and graffiti related to Israel/Palestine. I was also a little bit stressed around being at Hillel. I didn't know if it was safe to be there, so I had Shabbat off campus."

- College student, female

"Chabad hosted vigils for the lives lost... and violent Palestinian protesters would have a protest across the quad at the same time, screaming that all the dirty Jews should die."

- College student, female

## But that's not necessarily the case on every campus

"My campus is quite small and very nonpolitical so not much has changed."

- College student, male

## Jewish spaces and Jewish connections provide support

"I would not go most places on campus to discuss Israel because no one is really equipped for that. I know I could go to anyone that organizes Hillel or Chabad if I wanted to talk to someone about Israel."

- College student, female

"I don't really seek out to talk about Israel, but if anything were to happen then I would go to my friends on my team that are also Jewish, especially the one from Israel."

- College student, male

## But they can feel alienating to some students

"I was avoiding Hillel also because I felt their views on Israel were more extreme and pro-Israel than mine were."

- College student, female

"Within my fraternity, AEPi, I encounter challenges as many members hold staunch pro-Israel views, leaving little room for compromise."

- College student, male

## Confidence in speaking about Israel comes from knowledge and college students are seeking more

"I feel extremely comfortable [talking about Israel], because of a combination of my own personal experiences and knowledge... I keep up with (it) daily, so I can stay educated and aware in these conversations."

- College student, female

"I do not feel extremely confident in talking about Israel when it comes up. Given that this conflict has gone on for countless of years and is not something that is taught in schooling, there is much more research that I need to complete before I can feel prepared enough to have a conversation."

- College student, female

## Campus rhetoric around "Zionism" has led many Jewish college students to shy away from identifying with the term

"I definitely identify the least with Zionist because I feel like that carries a connotation of standing behind Israel no matter what."

- College student, female

# Key Points from Qualitative Journals: Jewish teenagers

## Jewish teenagers have been affected by the uptick in antisemitism

"A kid was talking to another kid about tattoos they should get. ...They didn't know I was Jewish, one kid drew a swastika and said I'm going to get this... If I tried to correct them, their claim would be it's just a joke. It's hard to explain to someone that a joke can lead to dehumanization."

- High school student, male

"My parents told me to stop wearing my necklaces and to never tell a stranger that I am Jewish. I have also thought about telling strangers a different name, because mine is a Jewish name (Miriam)."

- High school student, female

## Trusted adults are crucial lifelines for teens

"I have been told some stuff about Israel directed at me, like I have been told to Free Palestine, which feels pretty antisemitic, as I am an American Jewish teen, I cannot do anything, and I am not in Israel... I have talked to friends about this and a few adults who work with my youth group (BBYO). I think I feel more comfortable talking to them, because they work with teens so they know how to better handle situations like these than say my parents who would go ballistic."

- High school student, male

"I can talk to my parents about how I'm honestly feeling without being judged. I can talk to them because we have always had open conversations about anything."

- High school student, male

## Many feel proud of their Jewish identity

"For me, being Jewish looks like a label I am proud to wear and represent. Many people don't understand what being Jewish is like, and I always say it is a community with nothing but love for each other... My grandfather, who passed away, would want me to carry his legacy the way I am. And I am so proud to do so."

- High school student, female

## But have similar questions about Israel as Jewish college students and Jewish young adults

"I care deeply about the Israeli people and worry for the current state of Israel and Israel's future. I also care about the people in Gaza and worry for them as well as feel ashamed by the Israeli people's destructive actions towards them. Although I identify with Jewish people, I cannot approve of the actions taken by the Israeli people and wish for as peaceful of a resolution to the situation as possible."

- High school student, male



boundless



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