



Understanding Antisemitism in the United States

March 2024



Methodology

Benenson Strategy Group conducted a 15-min survey
January 9 - 15, 2024 among:

Segment	% of US Population	Base Size	Margin of Error
General Population (18 years+)	100%	500	4.40%
OVERSAMPLES:			
White 18-34	19%	520	4.30%
Black 18-34	4%	428	4.74%
Hispanic 18-34	7%	408	4.85%
Asian 18-34	1%	370	5.09%
Evangelical/Fundamentalist 18-34	12%	570	4.10%
Liberals and progressives 18-34	12%	686	3.74%

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

All groups have shown an increase in antisemitic views since last summer

Antisemitic Attitudes: % who agree (NET 5-7)

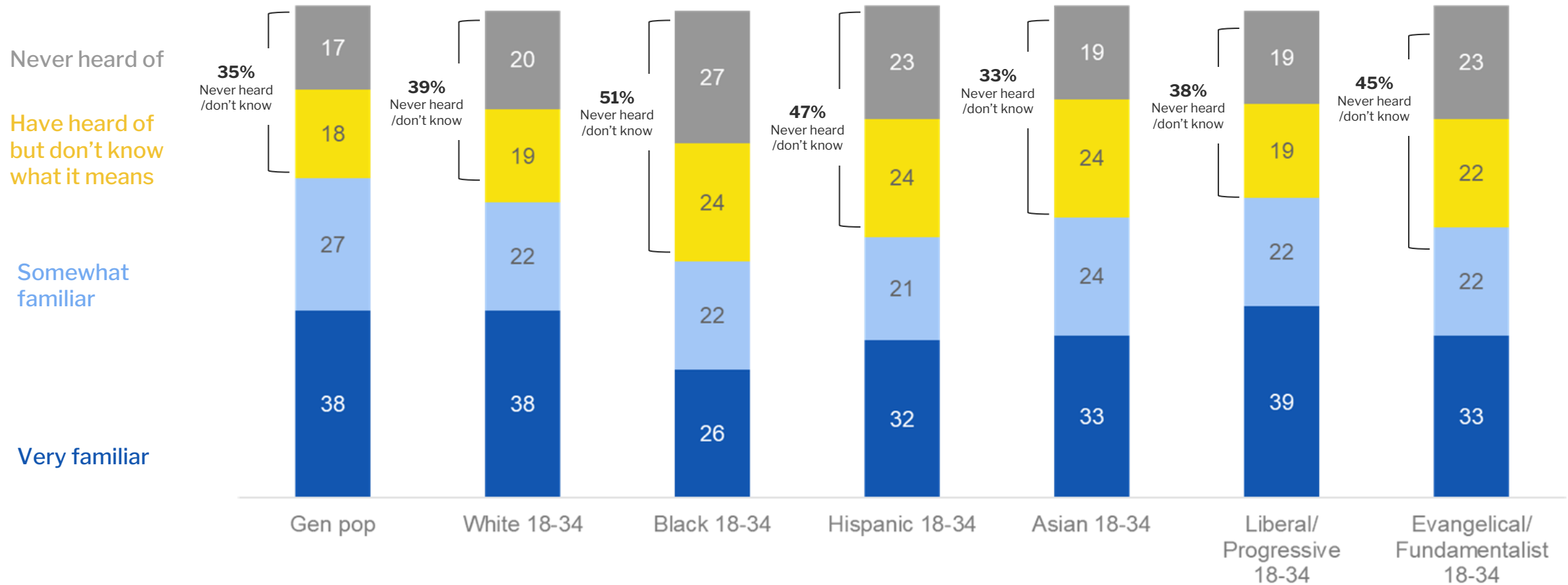
	GEN POP	White 18-34	Black 18-34	Hispanic 18-34	Asian 18-34	Liberal/Progressive 18-34	Evangelical/Fundamentalist 18-34
Jewish people are more loyal to Israel than to the United States.	29	25	40	32	26	31	40
Jewish people do not share my values.	25	24	39	31	22	27	37
Jewish people have too much power in the United States today.	23	20	36	25	23	23	34
Jewish people don't care what happens to anyone but their own kind.	23	20	37	32	22	23	35
Antisemitic Beliefs Index Score (Avg)	25	22	38	30	23	26	37

Change since August: <i>Jewish people are more loyal to Israel than to the United States.</i>	+5	+2	+11	+1	+9	+2	+10
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Question Text: Please indicate whether you agree or disagree with each statement, using a 1 to 7 scale, with 7 meaning you completely agree with the statement and 1 meaning you completely disagree.

We shouldn't assume people know what antisemitism means

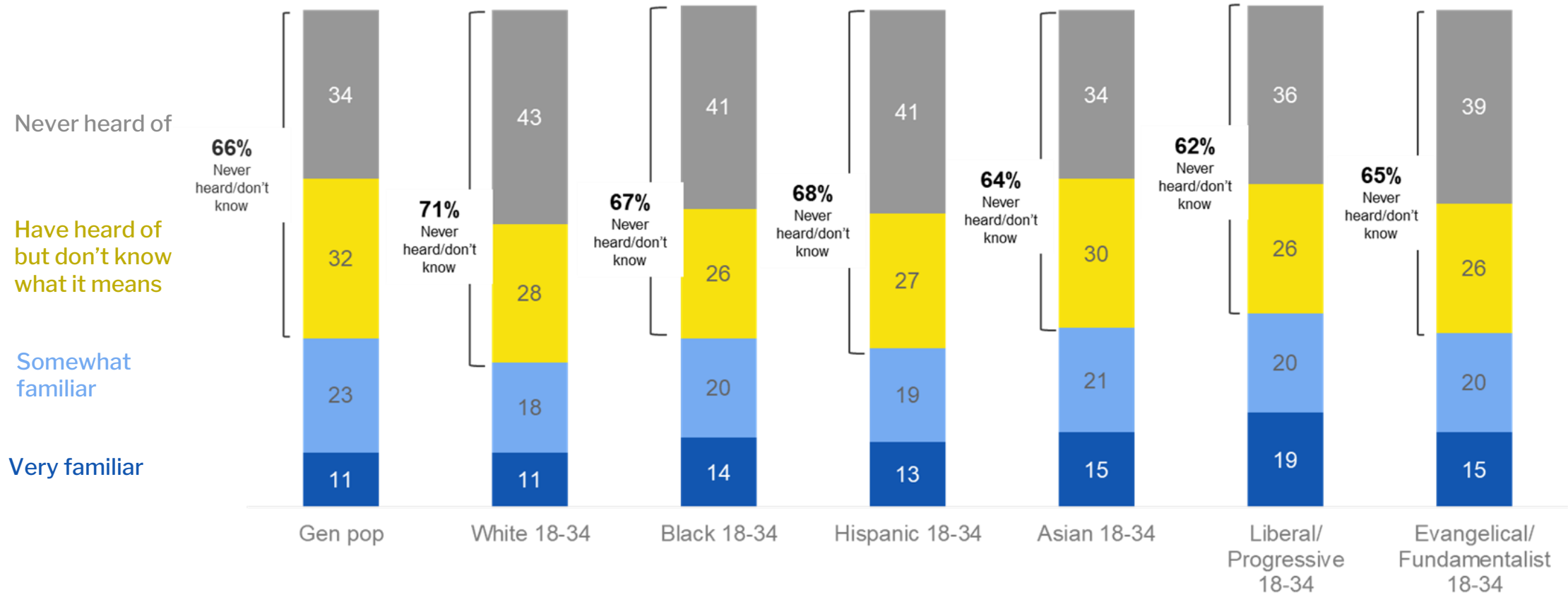
Familiarity with the term "Antisemitism"



Question Text: How familiar are you with the term "antisemitism"?

Familiarity with Zionism is even lower

Familiarity with the term “Zionism”



Question Text: How familiar are you with the term “Zionism”?

In fact, hatred of Jews isn't really seen as a problem for most cohorts - it's ranked near the bottom of the list of types of hate they are concerned about, behind hatred of Muslims

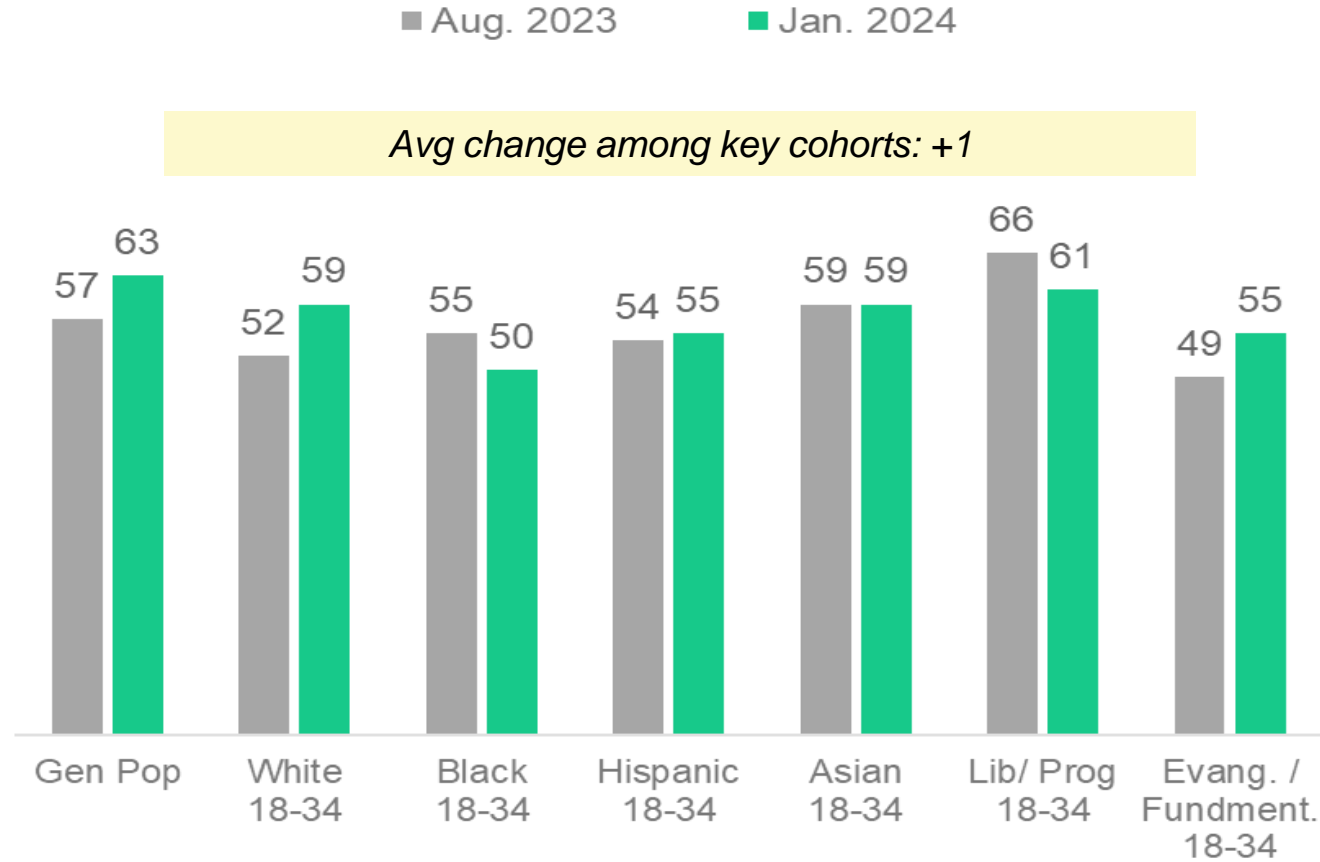
Concerns: % who say it's a problem in the US and are worried about it

	Gen Pop	White 18-34	Black 18-34	Hispanic 18-34	Asian 18-34	Liberal/ Progressive 18-34	Evangelical/ Fundamentalist 18-34
Hate against African Americans	63	68	68	69	72	78	66
Hate against Jewish people	63	59	50	55	59	61	55
Gender inequality	60	61	62	63	68	71	62
Hate against Muslims	59	58	61	68	66	74	61
Hate against Hispanics	59	60	60	71	64	71	61
Hate against LGBTQ+ people	56	58	55	56	61	73	55
Hate against Asians	55	55	55	63	71	69	59
Hate against Evangelicals	40	38	46	39	38	34	54

Question Text: Thinking about the United States specifically, how worried are you about the amount of...

Since the war started, there's almost no change in recognition and concern about hatred of Jews in the US...

Concern about hate against Jewish people
(% who say it's a problem in the US and are worried about it)



Question Text: Thinking about the United States specifically, how worried are you about the amount of...

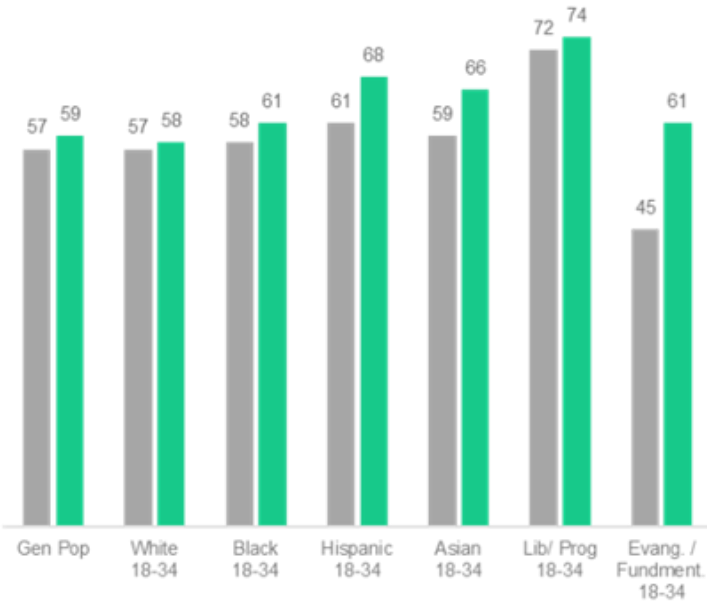
...while there's an uptick in concern about hatred of other groups

Concerns: % who say it's a problem in the US and are worried about it

Concern about hate against Muslims

■ Aug. 2023 ■ Jan. 2024

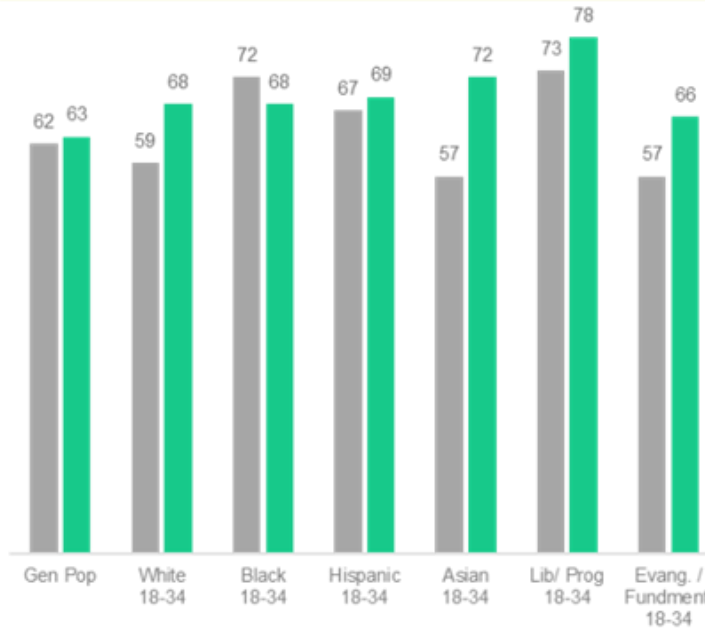
Avg change among key cohorts: +6



Concern about hate against African Americans

■ Aug. 2023 ■ Jan. 2024

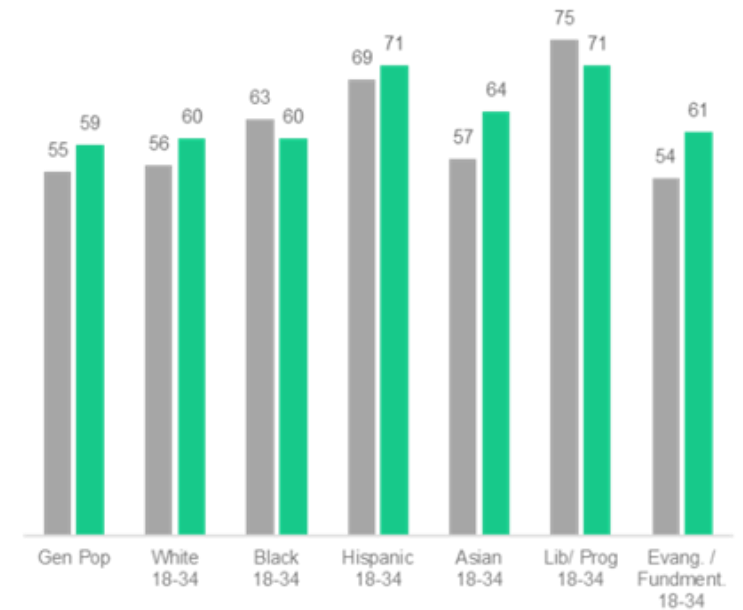
Avg change among key cohorts: +5



Concern about hate against Hispanics

■ Aug. 2023 ■ Jan. 2024

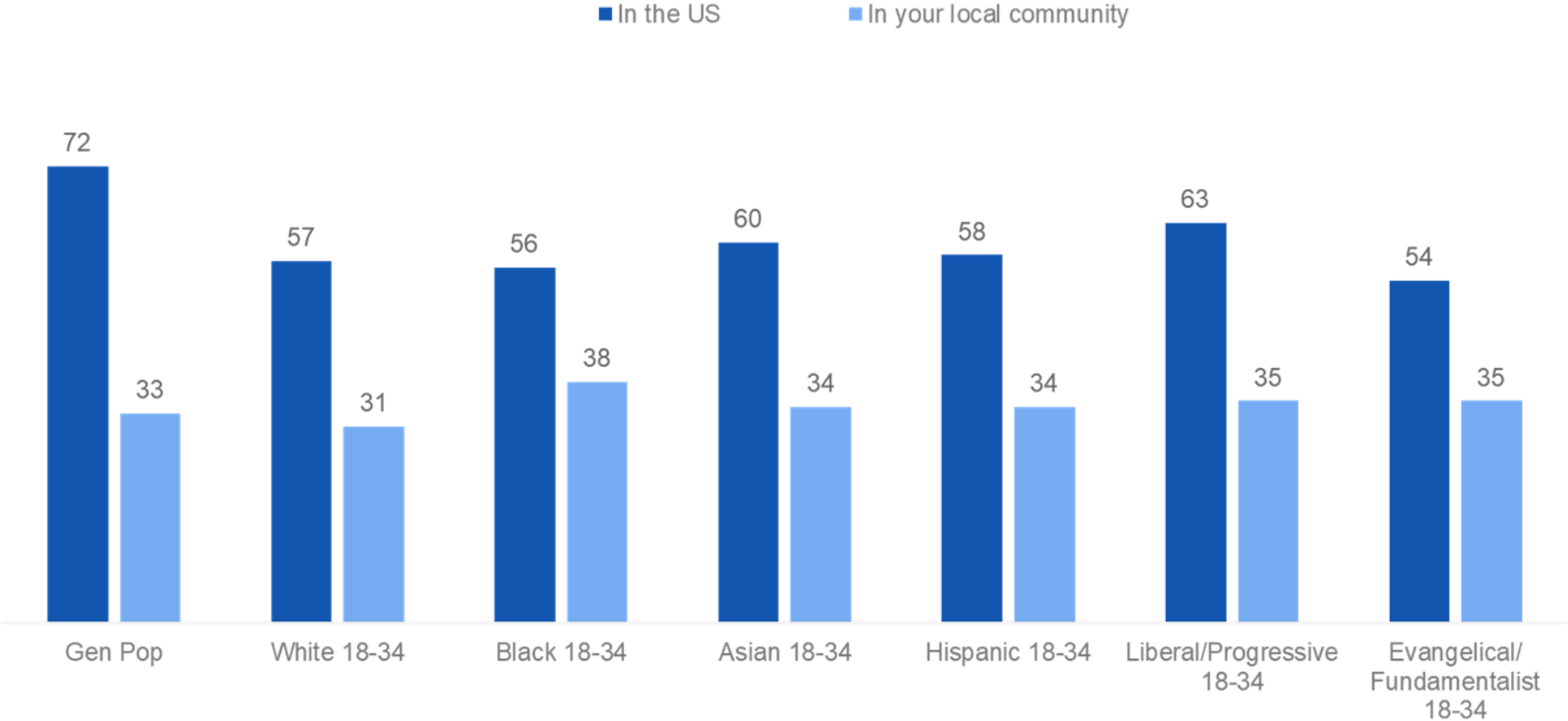
Avg change among key cohorts: +4



Question Text: Thinking about the United States specifically, how worried are you about the amount of...

When asked directly, more than half of the cohorts say antisemitism is increasing but few see it in their own communities

Evaluating Antisemitism: % who say antisemitism has been increasing recently



Compare:

- 86% of Jews say there is more antisemitism in the US today than there was 5 years ago (62% among gen pop);
- 72% of Jews say antisemitism is increasing their local community (32% among gen pop)

Source: JFNA poll Nov 2023

Question Text: To the best of your knowledge, do you think antisemitism in the United States has recently been...
To the best of your knowledge, do you think antisemitism in your local community has recently been...

The cohorts have a relatively clear sense that assault and Holocaust references constitute antisemitism, but they struggle to recognize how actions and speech related to Israel can be antisemitic

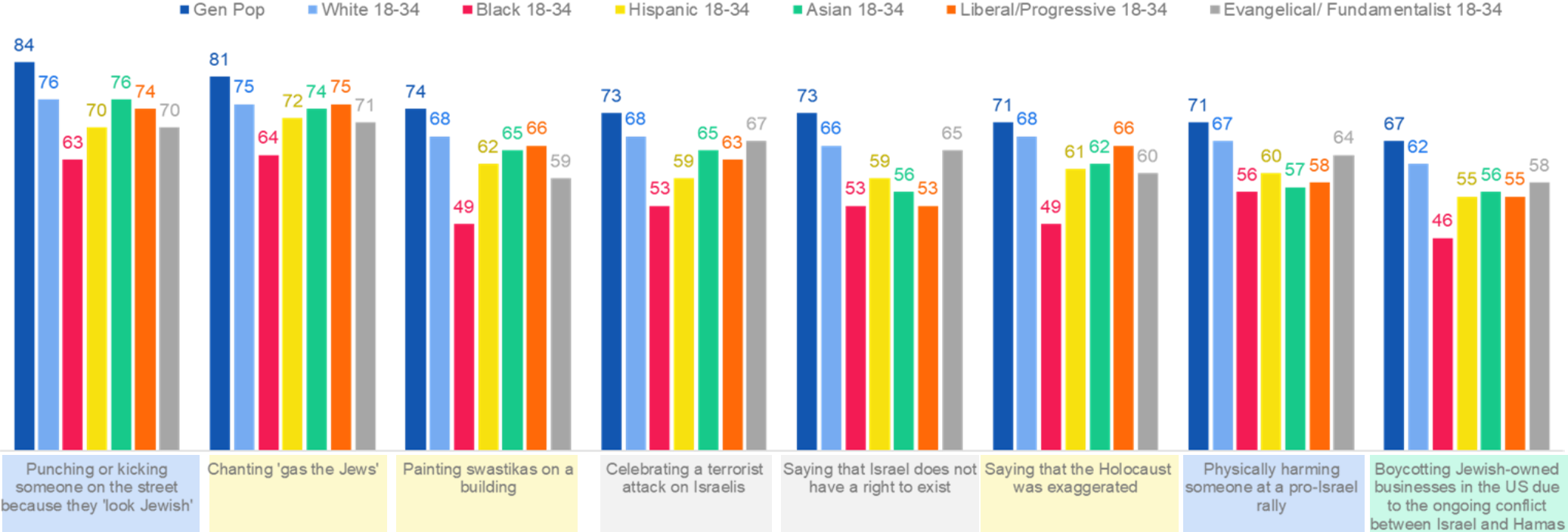
Evaluating Antisemitism: Average Score for Each Category, % Who Believe This is Antisemitism

	GEN POP	WHITE 18-34	BLACK 18-34	HISPANIC 18-34	ASIAN 18-34	LIBERAL/ PROGRESSIVE 18-34	EVANGELICAL/ FUNDAMENTALIST 18-34
Assault	78	72	60	65	67	66	67
Holocaust References	75	70	54	65	67	69	63
Speech-general	59	57	46	50	51	56	53
Discrimination*	54	53	42	44	44	45	53
Israel-related Speech	46	42	36	34	36	34	44

*Note that some of these instances of discrimination are war-related like cancelling a Hanukkah celebration because of the war, or protesting outside of American Jewish institutions

Evaluating antisemitism: Violence and Holocaust references cross the line, but questioning Israel’s right to exist is not a clear violation for key groups.

Evaluating Antisemitism: % who say this is a form of antisemitism – top tier



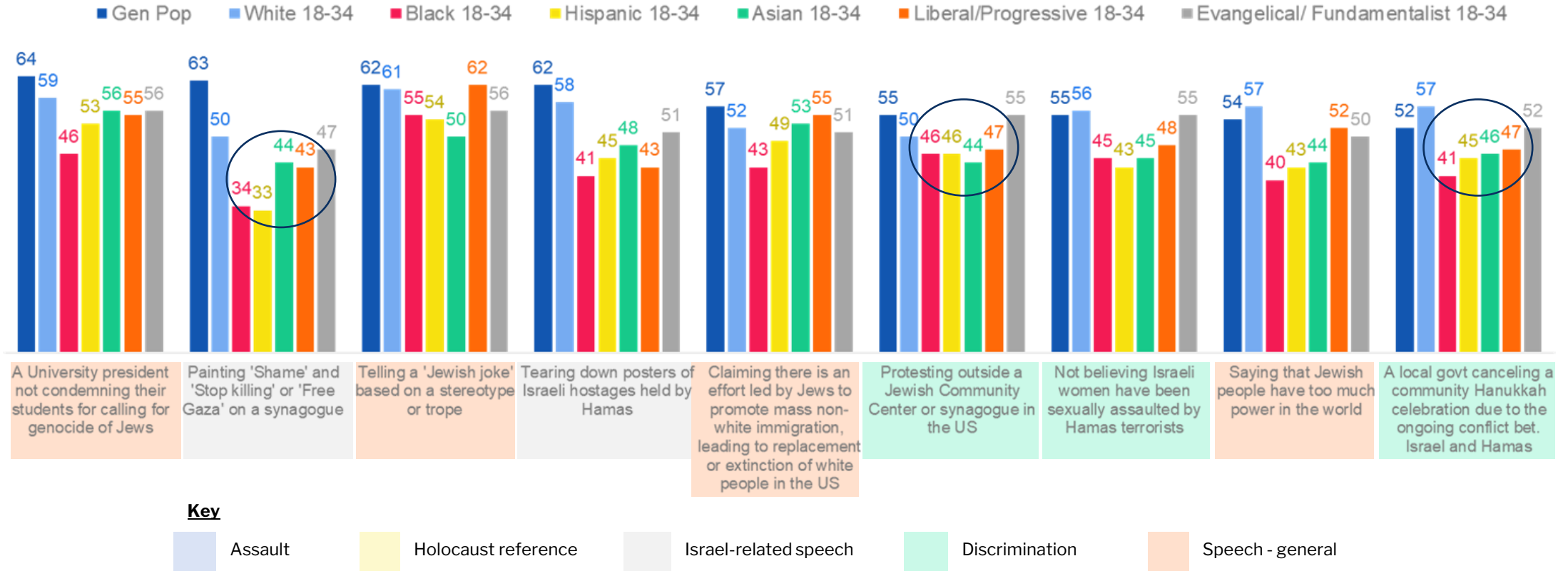
Key

- Assault
- Holocaust reference
- Israel-related speech
- Discrimination
- Speech - general

Question Text: 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 antisemitism.

Most cohorts don't believe targeting Jewish institutions to protest the war is antisemitism

Evaluating Antisemitism: % who say this is a form of antisemitism – 2nd tier

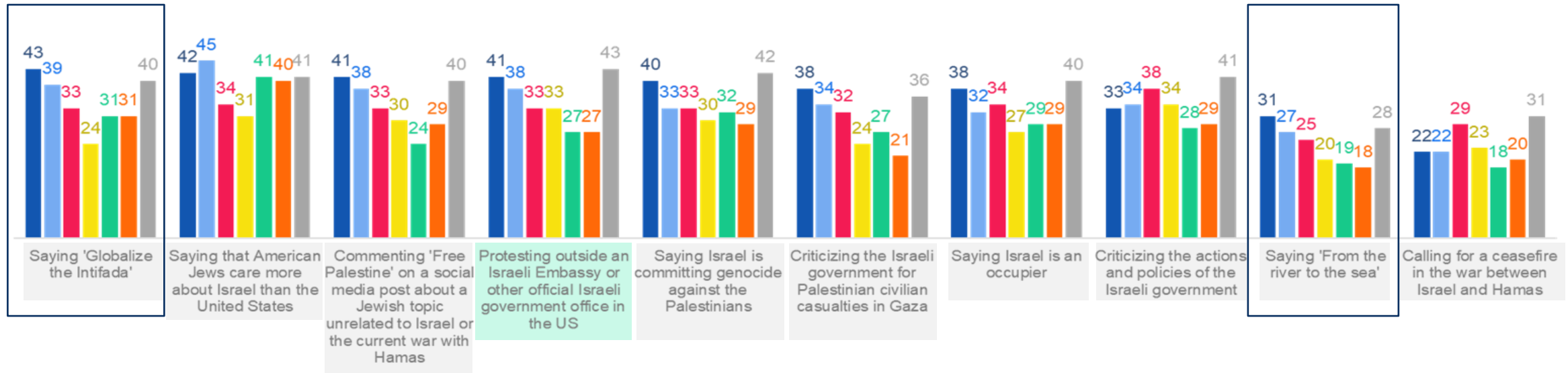


Question Text: The following is a list of things that could be said or done to the Jewish community or about Israel. For each of the following, please indicate whether or not you believe this is a form of antisemitism.

As expected, anti-war slogans are not viewed as antisemitic, emphasizing need for education

Evaluating Antisemitism: % who say this is a form of antisemitism – 3rd tier

■ Gen Pop ■ White 18-34 ■ Black 18-34 ■ Hispanic 18-34 ■ Asian 18-34 ■ Liberal/Progressive 18-34 ■ Evangelicals 18-34



Key

- Assault
- Holocaust reference
- Israel-related speech
- Discrimination
- Speech - general

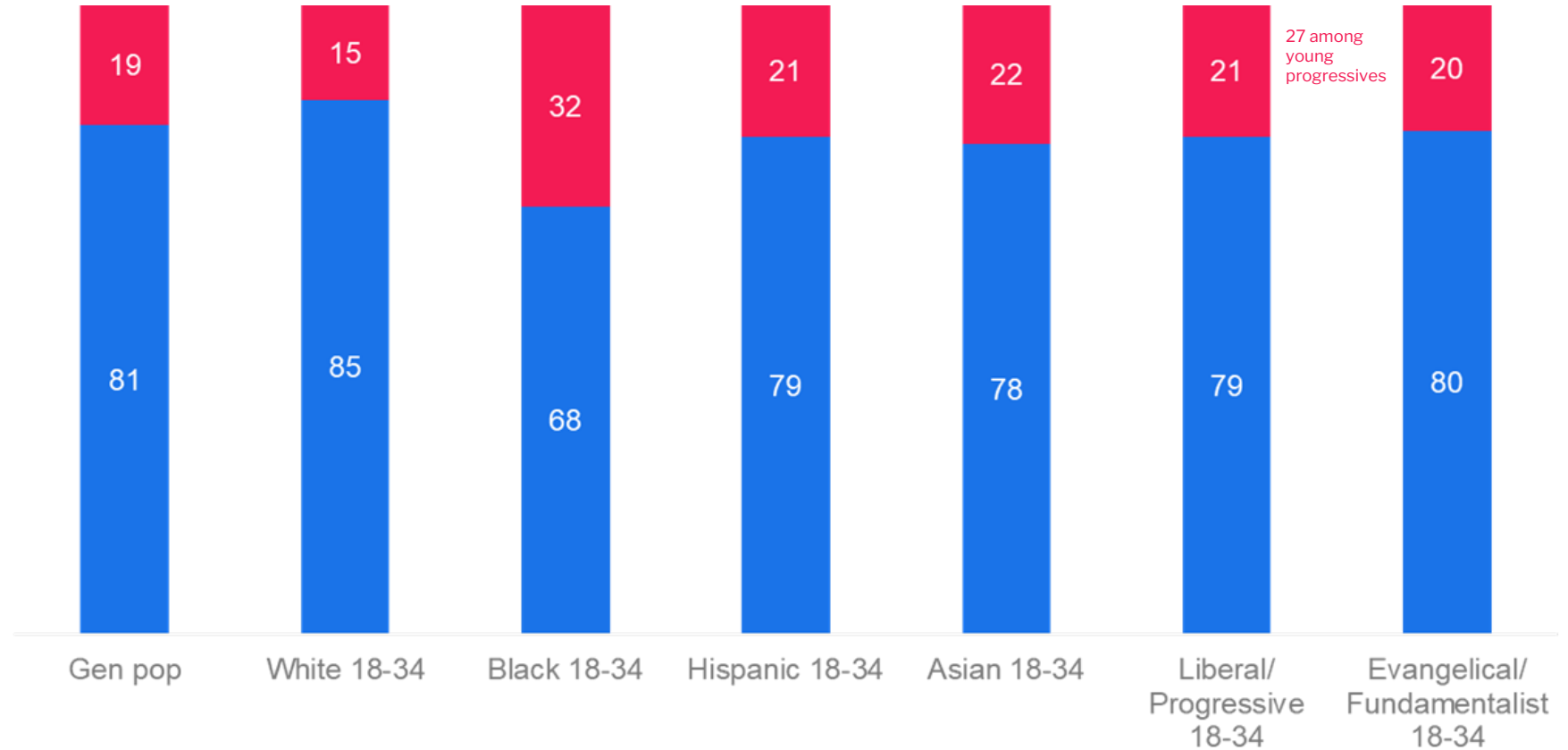
Question Text: The following is a list of things that could be said or done to the Jewish community or about Israel. For each of the following, please indicate whether or not you believe this is a form of antisemitism.

We should trust Jews to define antisemitism, just like we do with other groups

Statement that comes closer to your view

We can't necessarily trust Jewish people when they say something is hate, antisemitism, discrimination or offensive. Jewish people often exaggerate these claims and make things look or feel worse than they really are.

We should trust Jewish people when they say something is hate, antisemitism, discrimination or offensive, just like we trust other groups of people to tell us when they're being offended or discriminated against.



Question Text: Which statement comes closer to your view?

Holocaust survivors, faith leaders, civil rights leaders and personal connections (friends and family) have the most credibility on antisemitism

Influencers: % who say it would be convincing if they spoke out against antisemitism

<i>Top 3 highlighted from the question asking people to select their #1 choice</i>	GEN POP	WHITE 18-34	BLACK 18-34	HISPANIC 18-34	ASIAN 18-34	LIBERAL/ PROGRESSIV E 18-34	EVANGELICAL/ FUNDAMENTALIST 18-34
A Holocaust survivor	48	45	29	46	47	47	40
A faith leader in your community	36	27	28	26	21	25	34
A friend	33	36	26	38	38	37	29
Jewish faith leader (e.g. rabbi)	33	26	20	27	24	26	22
Local religious or faith leader	32	25	24	22	20	21	29
A family member	30	33	35	36	40	33	31
Educator or teacher	29	26	23	30	36	33	23
Democratic elected official	26	22	17	16	23	24	18
Republican elected official	23	20	13	16	20	14	16
Local government official	20	21	18	24	21	23	20
Reporter or broadcaster from a media outlet you follow	19	11	19	18	23	19	19
Veteran	18	22	17	16	17	13	23
African American civil rights leader	17	15	32	20	21	24	22
Famous artist (e.g., musician, actor)	16	23	22	20	22	22	21
Local law enforcement officer	15	19	11	14	20	14	19
Progressive advocate	12	18	17	20	20	23	11
Famous athlete	12	20	19	18	16	17	21
Local business leaders	12	16	18	12	12	14	15

Question Text: Which of the following people would be most convincing to you personally, if you were to see them speak out against antisemitism?

Please select your top 5 and then select your number 1 choice.

Smaller shows of support feel more manageable at the outset; Young Evangelicals and Libs/Progs seem most likely to act while young Blacks, young Hispanics and young Asians are the least likely

Actions against antisemitism: % who say they definitely or probably would consider doing this

	GEN POP	WHITE 18-34	BLACK 18-34	HISPANIC 18-34	ASIAN 18-34	LIBERAL/ PROGRESSIV E 18-34	EVANGELICAL/ FUNDAMENTALIST 18-34
Being more cautious or thoughtful when sharing content on social media that could be considered antisemitic	66	66	56	62	60	67	64
Learning more about the history of antisemitism	61	63	50	58	53	61	60
Speaking up if a family member or friend said something antisemitic	60	59	53	58	58	64	58
Liking content online that pushes back against antisemitism	57	54	47	53	49	60	55
Reporting online content that is antisemitic	52	56	46	49	52	59	52
Sharing content online that pushes back against antisemitism	46	45	45	37	44	48	52
Volunteering with an organization that stands up to antisemitism	37	41	42	33	39	44	47
Calling a member of Congress or other elected official and urging them to stand up to antisemitism	35	33	40	31	31	39	41
Contributing financially to an organization that stands up to antisemitism	32	36	41	30	35	42	46
Attending a protest, rally, or march against antisemitism	31	32	38	28	35	40	40
AVERAGE	48	49	46	44	46	52	52

Question Text: How willing would you be to consider doing each of the following?

Key Findings - Public Opinion and Sentiment

- Despite skyrocketing antisemitism in the United States, hatred of Jewish people, or antisemitism, isn't of great concern to most cohorts. They are more concerned by hate directed at other minority groups.
- Familiarity with the term antisemitism is generally low. We cannot assume people know what the term means.
- Most cohorts are most likely to understand antisemitism as acts of violence or discrimination toward Jews or Holocaust-related references. There is little sense of how anti-Israel rhetoric or actions can be antisemitic.
- Encourage people to take small steps such as pausing before sharing antisemitic content or something that could be antisemitic or liking a post that pushes back on antisemitism.
- Seeing friends, family, Holocaust survivors, faith leaders or civil rights leader doing these things can be very powerful.