

AJC Survey of Attitudes about Antisemitism: U.S. and Jewish Adults



Findings from the
American Jewish Committee
2024 Survey of Antisemitism in America



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Overview

In the fall of 2024, the American Jewish Committee contracted with SSRS to conduct two surveys of American Attitudes about Antisemitism. The primary survey interviewed Jewish Americans about their attitudes towards and experiences of antisemitism. For the fifth year in a row, a companion survey was conducted asking American adults related questions regarding about their attitudes and knowledge of antisemitism. The surveys were designed to build on existing trends, while also being able to measure how public opinion, attitudes, and behaviors have shifted since the attacks on October 7, 2023, when this survey was previously in the field.

Several questions in the survey of U.S. adults, and some in the survey of U.S. Jews, ask about the Israel-Hamas war. This analysis reports on the questions as they were written, recognizing the war is still ongoing at the time of this publication.

The **Jewish American** study collected data from a nationally representative sample of 1,732 adults (ages 18 or older) of Jewish religion or background. The survey was conducted from October 8-November 29, 2024, online and via phone. The **U.S. adult** study collected data from a nationally representative sample of 2,056 adults ages 18 or older. Data for this companion survey were collected from October 10-November 25, 2024, through the [SSRS Opinion Panel](#).¹ All data are weighted to correct for known biases due to sampling and non-response.

For information about how to understand the trends discussed in this report, please see Appendix A. For more information about the methodology for the 2024 AJC Survey of Attitudes About Antisemitism, please see the Methodology Report for the study.

¹ SSRS Opinion Panel members are recruited randomly based on nationally representative ABS (Address Based Sample) design (including Hawaii and Alaska). Additionally, the SSRS Opinion Panel has recruited hard-to-reach demographic groups via our Omnibus survey platform. Prior to July 2019, the SSRS Opinion Panel was recruited entirely from the SSRS Omnibus. For more information: <https://ssrs.com/opinion-panel/>.

Questionnaire Content

Both surveys asked for opinions on the current state of antisemitism in the United States. Some questions were the same for both sets of respondents, while others were tailored to the specific populations, with the goal of obtaining comparable information. For example, while respondents in the Jewish survey were asked if they had personal experiences being the target of antisemitism, respondents in the general population survey were asked about their awareness of antisemitic incidents.

New topics in the 2024 surveys included questions about Hamas, tent encampments on college campuses, the acceptability of protests and boycotts against the Israeli government, and the importance of teaching students about the Holocaust.

At the same time, the surveys continued to measure trends on views of antisemitism as a problem in the United States, whether the problem is increasing, and whether respondents view certain statements as antisemitic.

Brief Summary

As of 2024, **U.S. adults** continue to view antisemitism as a serious problem in the United States, largely unchanged from 2023. There has, however, been a slight uptick among the share of U.S. adults who say antisemitism has increased over the past five years; nearly six in ten American adults now express this sentiment. This pattern is the same among **U.S. Jews**: large shares continue to see antisemitism as a serious problem, and they are more likely now than in previous years to say antisemitism has increased a lot over the past five years.

About four in ten American adults say they have seen or heard antisemitic incidents in past 12 months in the form of a negative remark in person or online, or physical attacks on Jewish people or their religious facilities. The majority who have witnessed these incidents say they saw them online or on social media, and roughly one in five speak out or report what they witness.

The 2024 survey also repeated a series of questions from 2023, aimed at exploring what it might look like to counter antisemitism. The vast majority of **U.S. adults** and **Jewish adults** alike acknowledge that combating antisemitism is everyone's responsibility, not the responsibility of Jews alone. And nine in ten or more of both groups agree that it is important for Jewish communities and other religious and ethnic communities to increase cooperation with each other.

About six in ten U.S. adults say they personally know someone who is Jewish, and this personal connection seems to increase one's perception of antisemitism as a problem and awareness of antisemitic incidents happening around them.

The 2024 survey also asked a series of knowledge questions related to the Holocaust (last asked in 2022) and finds that a quarter of U.S. adults are able to answer all four questions correctly, and that those who answer more questions correctly are also more likely to see antisemitism as a problem and be attuned to it happening around them.

Analytic Note – Political Party Affiliation

When reporting on Republicans and Democrats throughout this report, both groups include those who initially identify as Independent, and subsequently indicate they lean toward either the Republican or Democratic Party.² Including Independents who lean toward either party allows for stronger analytical power.

² Respondents were first asked, “Generally speaking, do you usually think of yourself as Republican, Democrat, Independent, or other?” Respondents who provided a response other than Republican or Democrat were asked, “As of today, do you lean more to the Democratic Party or the Republican Party?” As stated, the analytical categories include Republicans and those who lean toward the Republican Party as one, and Democrats and those who lean toward the Democratic Party as another.

Detailed Findings

Most U.S. Adults Have Some Knowledge of the Term “Antisemitism”

Roughly seven in ten **U.S. adults** (69%) say they have heard of the term antisemitism and know what it means. One in five (20%) say they have heard the term but are unsure of its meaning, and one in ten (10%) say they have never heard of the term antisemitism.³ These findings are virtually identical to those from 2023 and 2022, at which point there was a modest uptick in awareness of the term antisemitism from 2021.

- Adults who have a college degree are more likely than those with lower levels of education to say they have heard the term antisemitism and know what it means. Among those with a college degree or more education, 86% say they know the term antisemitism, compared with 69% of those with some college education, and 53% of those who have a high school diploma or less education, virtually unchanged from 2023 and in line with findings from 2022 and 2021.
- Among older adults – those age 50 and older – nearly eight in ten (79%) say they know the term antisemitism, compared with 61% of adults under age 50. This is a somewhat wider age gap than in 2023, when three quarters of those age 50 and older (75%) said they know the term antisemitism, compared with two thirds (66%) of adults under age 50 who said the same.
- Similar to 2023, about eight in ten (81%) of those who personally know someone who is Jewish have heard the term antisemitism and know what it means, compared with 52% of those that do not know someone who is Jewish.
- The 2024 survey also asked a series of four knowledge questions about the Holocaust, and finds distinct differences between those who answer most or all questions correctly (that is, three or four questions) and those who answer two or fewer question correctly. Among those who answer more questions correctly, 87% say they know the term antisemitism. By comparison, about half who answer two questions or fewer (including none) correctly say the same.
- And those who typically follow news about Israel at least somewhat closely are more likely than those who say they follow news about Israel not too much or not at all to say they have heard the term antisemitism and know what it means (84% vs. 57%). While this pattern is similar to 2023, the gap has widened significantly: in 2023, 74% of those who said they followed news about Israel at least somewhat closely said they knew the term, compared with 67% who followed the news less closely who said the same.

³ This question was asked only in the U.S. adult survey; it was not asked in the Jewish adult survey. See topline for full question wording.

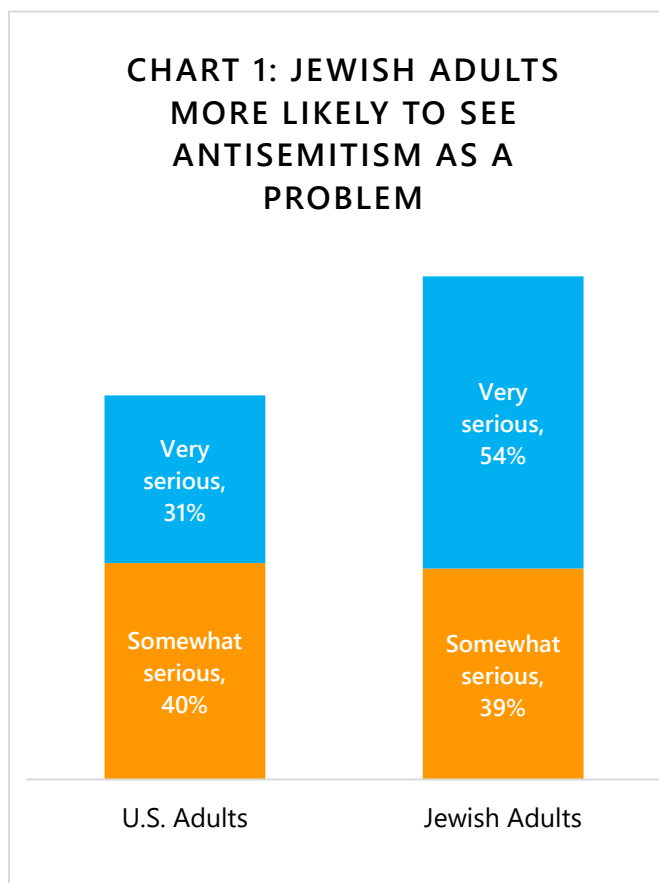
Large Majorities of U.S. Adults and Jewish Adults say that Antisemitism in the U.S. is a Problem

Among **U.S. adults**, 72% say they think antisemitism in the U.S. today is a very serious (31%) or somewhat serious (40%) problem.⁴ While this is largely on par with the overall share in 2023 who said it was a problem (74%), there is evidence that the sentiment has been steadily rising over the past few years (see Table 1), concentrated in the share who deem the problem very serious.

Consistent with patterns from previous years, **U.S. Jewish adults** are far more likely than the general population to see antisemitism as a problem in the United States (93% vs. 72%) (see Table 1) – including 54% of Jewish adults who say the problem is very serious and 39% who say it is somewhat serious (see Chart 1).

Table 1: U.S. adults, U.S. Jews continue to see antisemitism as a problem in the United States today

% of those who say antisemitism is a problem in the U.S. today		U.S. Adults				Jewish Adults			
		2024	2023	2022	2021	2024	2023	2022	2021
NET Problem	72%	74%	68%	60%		93%	93%	89%	90%
Very serious	31%	34%	22%	21%		54%	53%	43%	40%
Somewhat	40%	40%	46%	39%		39%	41%	46%	50%



The strength of opinion varies across some **U.S. adult** subgroups, including by political party affiliation (including those who lean toward either party),⁵ knowing someone who is Jewish,

⁴ Starting in the 2021 U.S. adult survey and continuing in 2022 through 2024 antisemitism was defined in the question wording as ‘hostility or prejudice toward Jewish people.’ This definition did not appear in the Jewish adult survey, and it did not appear in the 2020 version of the question for U.S. adults. See topline for full question wording.

⁵ As noted above, in all discussions of political party affiliation throughout this report, Democrats and Republicans include those who initially identify as Independent, but in a subsequent question say they would lean toward either the Republican or Democratic Party.

understanding of factors leading up to and related to the Holocaust, and how closely respondents follow news about Israel.

- Over the past few years, there has been a narrowing of the partisan gap on this question. As of 2024, Democrats are not significantly more likely than Republicans to describe antisemitism in the United States as a problem (74% vs. 70%). As evidenced by Table 2, this gap was widest in 2022, and has narrowed considerably since then.

Table 2: Gap between Republicans and Democrats has narrowed on viewing antisemitism as a problem in the U.S.

% of those who say antisemitism is a problem in the U.S. today	2024		2023		2022	
	Republican	Democrat	Republican	Democrat	Republican	Democrat
NET Problem	70%	74%	68%	79%	58%	77%
Very serious	31%	33%	28%	40%	13%	30%
Somewhat	39%	41%	40%	39%	44%	47%

- Personal connections also play a critical role: eight in ten **U.S. adults** who know someone who is Jewish (81%) say antisemitism is a problem in the U.S. today, compared with 58% of those that do not know anyone who is Jewish. This particular gap has actually widened since last year: in 2023, eight in ten (79%) of those who know someone who is Jewish said antisemitism is a problem, but 64% of those without that personal connection said the same.
- Among those who answer most or all Holocaust knowledge questions correctly, about eight in ten (81%) say antisemitism is a problem in the U.S. today. By comparison, among those who answered fewer or no questions correctly, a much smaller majority (61%) shares that opinion.
- U.S. adults** who say they *typically* follow news about Israel very or somewhat closely are far more likely than those who follow news about Israel less closely to deem antisemitism a very serious or somewhat of a problem in the United States (85% vs. 60%). In a similar pattern, this gap has increased since 2023, when 82% and 69% of the respective groups said the same.
- U.S. adults** ages 30 and older are more likely than their younger counterparts to consider antisemitism a problem (75% vs. 59%). For adults ages 30 and older, this is identical to 2023, but for younger adults it represents a decline in the share who consider antisemitism a problem (65% in 2023 vs. 59% in 2024).

Most U.S. Adults say Antisemitism has Increased in the Past Five Years

A majority of **U.S. adults** (59%) say antisemitism has increased in the U.S. over the past five years, including 28% who say it has increased a lot and 31% who say it has increased somewhat. By comparison, a much larger majority of **U.S. Jewish adults** says antisemitism has increased over the past five years (91%). Results for both **U.S. adults** and **Jewish Americans** have been steadily increasing over the years, particularly among the share who says antisemitism has increased a lot. (See Table 3.)

Table 3: U.S. adults, U.S. Jews both more likely now to say antisemitism has increased over the past five years

% of those who say antisemitism has increased ____ over the past five years	U.S. Adults				Jewish Adults			
	2024	2023	2022	2021	2024	2023	2022	2021
NET Increased	59%	56%	47%	44%	91%	86%	82%	82%
A lot	28%	22%	16%	13%	60%	50%	43%	37%
Somewhat	31%	33%	31%	31%	32%	37%	39%	45%

Among **U.S. adults**, there are some notable demographic differences.

- The partisan gap has disappeared on the perception of antisemitism increasing in the past five years. As of 2024, nearly equal shares of Republicans (61%) and Democrats (60%) say antisemitism has increased in the past five years. By comparison, in 2023 about six in ten Democrats (62%) said antisemitism had increased, compared with 50% of Republicans, which represented an uptick from the 2022 findings (54% and 40%, respectively).
- Seven in ten U.S. adults (70%) with a college degree say antisemitism has increased over the past five years, compared with 53% of those with less education (i.e., some college but no degree, high school graduate, or less than high school education) who say the same. This is a slight increase from 2023 when the respective shares were 63% and 49%.
- Knowing someone who is Jewish is also correlated with their assessment – 67% of those who personally know someone who is Jewish say antisemitism has increased, compared with 47% of those who do not know anyone who is Jewish. This is similar to 2023 when 62% and 44%, respectively, said the same. And 2023 represented a sharp increase from 2022 when 52% of those who personally know someone who is Jewish said antisemitism had increased compared with 37% who do not know someone who is Jewish.
- Furthermore, U.S. adults who know more about events leading up to and related to the Holocaust are more likely to say antisemitism has increased. Among those who answered at least three questions correctly, 73% say antisemitism has increased in the past five years; among those who answered fewer questions correctly, 44% say the same.

- Nearly eight in ten (78%) of those who typically follow news about Israel say antisemitism has increased in the past five years, compared with 43% of those who do not typically follow news about Israel.
- Adults ages 30 and older also seem more attuned to an increase: just over six in ten of this group (63%) say antisemitism has increased in the past five years, compared with roughly four in ten (43%) adults under age 30.

A new question in 2024 asked U.S. adults who said antisemitism has increased over the past five years how concerned they are, if at all, by that increase. In response, nearly nine in ten (88%) say they are very (44%) or somewhat (44%) concerned. One in ten (9%) say they are not too concerned, and just 3% say they are not concerned at all by the increase in antisemitism.

Many U.S. Adults Noticed Antisemitic Incidents, But Few Reported Them

Similar to 2023, about four in ten **U.S. adults** (39%) say they have personally seen or heard any antisemitic incidents in the past 12 months, including 27% who say they have seen or heard such an incident more than once. Six in ten (61%) say they have not seen or heard any antisemitic incidents in the past 12 months.

There are some distinctions by familiarity with Jews and Judaism that follow the same pattern as 2023.

- More than four in ten (44%) of those who say they know the meaning of the term antisemitism also say they have seen antisemitic incidents during the past year, compared with 36% of those who are unsure what the term antisemitism means and 15% who have not heard of the term.
- In addition, U.S. adults who know someone who is Jewish seem more attuned to antisemitic incidents. Among those who personally know someone who is Jewish, 45% say they have personally heard or seen an antisemitic incident in the past 12 months, compared with 31% of those who do not personally know any Jewish people who say the same.

Among those who have seen or heard an antisemitic incident in the past year, most cite online or social media as a source (70%). About one in five say they heard or saw antisemitism on the street (19%) or from a community or political leader (19%). Fewer cite friends or family (16%), a school or college campus (15%), or in a store or other business (13%) as a source.

Previous surveys asked respondents whether they had reported antisemitic incidents to specific entities – the police, a Jewish organization, or somewhere else. But the 2024 survey asked a broader question: Did you do anything about this incident/these incidents, such as speak out or report it?

Among **U.S. adults** who say they have personally seen or heard any antisemitic incidents in the past 12 months, nearly one in five (17%) say they did something about all incidents, and 5% say

they did something about some incidents, but not all. Just over three quarters (77%) say they did not do anything about the incidents they saw or heard.

For comparison, **Jewish adults** were asked if they had been the *target* of antisemitism in any of five different ways – an antisemitic physical attack, an antisemitic remark in person, antisemitic vandalism to one’s property, including messaging (such as flyers or pamphlets) left on the property, an antisemitic remark or post online or through social media, or any other kind of antisemitism. Among those who had at least one of these antisemitic experiences (33% of U.S. Jews overall), 14% say they reported all incidents and 8% say they reported some incidents, but not all of them, on par with U.S. adults. Just over three-quarters of American Jews (78%) say they did not report any of the antisemitism they experienced.

The 2024 survey also asked **U.S. adults** specifically about reporting the antisemitism they saw or heard online or on social media. Among those who say they saw or heard antisemitism online, nearly a quarter (23%) say they reported all incidents to the social media or online platform in question. Fewer say they reported some incidents, but not all (6%), and 71% say they did not report any of the antisemitism they saw or heard online or on social media.

To dig a little deeper, the survey asked respondents to share the reason(s) they did not report the online antisemitism they witnessed. Over four in ten U.S. adults in the 2024 survey (45%) say they didn’t think anything would be done [as a result of the report] and another 34% say they typically don’t report anything. About three in ten (29%) say they didn’t know how to report it. (See Table 4.)

Table 4: More than four in ten U.S. adults who saw or heard antisemitism online chose not to report it because they did not think anything would be done

	Reasons for not reporting antisemitism (n=452)
I didn’t think anything would be done	45%
I typically don’t report anything	34%
I didn’t know how to report it	29%
I wasn’t sure my report would stay anonymous	11%
It was too hard to report multiple comments	9%
The reporting options were too confusing	7%
I didn’t have time	4%

In addition to asking U.S. adults about their experiences reporting antisemitism, the survey also asked a broader question of everyone: Have you ever spoken out against antisemitism? Similar to 2023, about a third (34%) of the general adult population says they have.

- Similar to 2023, adults with higher levels of education (a college degree or more) are more likely than those who completed some college or less to say they have ever spoken out against antisemitism (39% vs. 32%).
- Politically, 38% of Democrats and 32% of Republicans say they have ever spoken out against antisemitism. This gap has narrowed slightly since 2023, but there is still an ideological gap. Among Democrats who identify as progressive, 49% say they have spoken out against antisemitism, compared with 24% of Democrats who do not adopt this label. This is virtually unchanged from 2023.
- Likewise, adults who know someone who is Jewish are far more likely than those who do not have a personal connection to say they have ever spoken out against antisemitism (43% vs. 21%), in line with results from the 2023 survey.

An ongoing question in the fight against antisemitism is how much influence celebrities, athletes, or other influencers have with messaging on their own platforms. The 2024 survey asked respondents who go online or use social media at all how likely they would be to reshare a celebrity, athlete, or influencer post speaking out against antisemitism on the respondent's own social media channels. Nearly one in five (17%) say they would be at least somewhat likely to reshare a post on their own channel(s). At the other end of the spectrum, almost half (48%) say they would not at all be likely to reshare a post, and 26% say they are not too likely to share.

While the above questions asked respondents about things they may have personally seen or heard, a new question in the 2024 survey asked **U.S. adults** if they had seen or heard *reports* about antisemitism in the news in the past 12 months. Nearly three quarters of U.S. adults (71%) say they have seen or heard reports about antisemitism in the past year, while 29% say they have not. And the source of news seems to play a role in what respondents are seeing and hearing. Those who say they typically get their news from social media (52% of all U.S. adults) are less likely than those who typically get their news from other sources to say they have seen or heard reports about antisemitism in the news in the past 12 months. (See Table 5.) Respondents were asked to select all that apply when selecting the sources where they typically get their news.

Table 5: Sources of news and reports of antisemitism

% of U.S. adults who say they typically get their news from...		Among those who get their news from each source	
		Yes, saw/heard reports of antisemitism	No, did not see/hear reports of antisemitism
Select all that apply.	U.S. Adults		
TV (n=1,114)	55%	78%	22%
Social media (n=1,118)	52%	69%	31%
News websites/apps (n=1,089)	51%	80%	20%
Search engines (n=679)	31%	76%	24%
Radio (n=526)	24%	77%	23%
Podcasts (n=356)	16%	82%	18%
Print publications (n=298)	15%	89%	11%

Jewish Americans More Likely than U.S. Adults Overall to say Antisemitism is Taken Less Seriously than Other Forms of Hate and Bigotry

When asked if antisemitism is taken more seriously, less seriously, or is considered to be the same as other forms of hate and bigotry, nearly one-half of **U.S. adults** (47%) say it is considered to be the same. About a third (34%) say antisemitism is taken less seriously than other forms of hate and bigotry, while 19% say it is taken more seriously. Since the inception of this question in 2021, responses among American adults have been largely consistent, with few fluctuations. A larger share of **Jewish Americans** than **U.S. adults** say antisemitism is taken less seriously than other forms of hate and bigotry (50% vs. 34%).

- Muslim adults are more likely than adults who are Christian or unaffiliated with a religion to say antisemitism is taken more seriously than other forms of hate and bigotry (42% vs. 17% vs. 21%).
- Among Black adults and Asian adults, roughly a third (35% and 33%, respectively) say antisemitism is taken more seriously than other forms of hate and bigotry. By comparison, roughly a quarter of Hispanic adults (24%) say the same, and fewer White adults (13%) share that view. In contrast, White adults are more likely than any other group to say antisemitism is taken *less* seriously than other forms of hate and bigotry (data not shown).
- U.S. adults who answered at least three questions about the Holocaust correctly are more likely than those who answered fewer correctly to say antisemitism is taken less seriously (40% vs. 27%).

Perceptions of Antisemitism and Israel in the post-October 7 Era

Antisemitism in the U.S. Since October 7th

Just over three quarters of U.S. adults (76%) say they have heard at least some about the terrorist attacks in Israel on October 7, 2023, by Hamas, including 49% who say they have heard a lot and 28% who say they have heard some. This is a decrease from last year, when 86% of U.S. adults said they had heard at least some about the then-recent terrorist attacks, including 59% who said they had heard a lot and 27% who said they had heard some.

In the year since the attacks, about six in ten **U.S. adults** (62%) say antisemitism has increased in the United States. As might be expected, a larger portion of **Jewish adults** in the U.S. say antisemitism has increased in the year since the attacks (90% vs. 62%). As in previous years, there are distinctions by age and education regarding who says they have heard a lot about the October 7 attacks.

- U.S. adults age 30 and older are more likely than the youngest cohort to say they have heard a lot about the October 7 attacks on Israel by Hamas (54% vs. 30%).
- Among college graduates, about six in ten (63%) say they have heard a lot about the attacks, compared with 42% of those with some college education or less.
- In addition, U.S. adults who personally know someone who is Jewish are more likely than those without a personal connection to say they have heard a lot about the attacks (59% vs. 34%).

In a shift from 2023, more than four in ten **U.S. adults** (45%) say they typically follow news about Israel very (10%) or somewhat (35%) closely. Just over half (55%) say they typically follow news about Israel not too (40%) or not at all (15%) closely. By comparison, in 2023, the balance weighed more heavily on *not* following news about Israel: in 2023, just about a third of **U.S. adults** (35%) said they typically follow news about Israel very or somewhat closely, and two thirds (65%) said they followed it less closely. Those with more awareness of antisemitism as a problem and with a more personal connection to someone Jewish are more likely to follow news about Israel.

- Among U.S. adults who find antisemitism to be a very serious problem in the U.S., about two thirds (67%) say they follow news about Israel at least somewhat closely, a sharp uptick from the 48% who said the same in 2023. By comparison, 44% of those who say the problem is somewhat serious and 28% who say it is not too or not at all serious also say they follow news about Israel at least somewhat closely.
- Similarly, U.S. adults who know someone who is Jewish are more likely than those without the personal connection to view Hamas as a terrorist organization (83% vs. 75%).

Two new questions in 2024 asked U.S. adults their perceptions on Hamas and on the news coverage of the Israel-Hamas war. Overall, the vast majority (80%) express the opinion that Hamas

is a terrorist organization that works primarily in its own best interest, while one in five (20%) say Hamas is a militant resistance group that works primarily in the best interest of the Palestinian people.

- U.S. adults who answered at least three Holocaust knowledge questions correctly are more likely than those with fewer correct answers to say Hamas is a terrorist organization (87% vs. 72%).
- In addition, four in ten American adults (54%) who know someone who is Jewish say they follow news about Israel, compared with 32% of those who do not have that personal connection. This again is an increase from 2023 when 40% and 27%, respectively, said the same.
- Among White adults, 86% view Hamas as a terrorist organization. By comparison, somewhat fewer – though still a majority – of other racial and ethnic groups feel the same. About three quarters of Asian adults (75%) and Hispanic adults (74%) express this view, as do 69% of Black adults.

On the question of news coverage of the Israel-Hamas war, among U.S. adults, roughly four in ten each say the coverage is biased in support of Israel (38%) or fair (39%). A smaller share (23%) say it is biased in support of Hamas. By comparison, **U.S. Jews** are far more likely than the **general public** to say coverage is biased in support of Hamas (42% vs. 23%) and less likely to say the coverage is fair (28% vs. 39%).

October 7th and Social Media

About two thirds (67%) of U.S. adults say they have seen or heard information on their social media feeds about the Hamas terrorist attacks against Israel on October 7, 2023, and the subsequent Israel-Hamas war. The survey asked this group to characterize the information they had seen or heard in relation to Israel. Overall, U.S. adults are more likely to characterize the information as negative than positive: just over four in ten (43%) say the information was somewhat or mostly negative about Israel, compared with 32% who say the information was somewhat or mostly positive. A quarter (25%) say the information was neutral in regard to Israel.

In addition, the 2024 survey asked those who say they have seen or heard information about the Israel-Hamas war to what extent, if at all, social media informs their views on the war. Nearly four in ten U.S. adults (38%) acknowledge that the information they see on social media informs their views a lot (9%) or some (29%). Another four in ten (40%) say that information informs their views a little, and nearly a quarter (23%) say that what they see or hear on social media does not at all inform their views on the war.

Protests and Boycotts

As in the survey of U.S. Jews, the 2024 survey of U.S. adults asked a number of questions about protests and where they may or may not be acceptable. The survey also revisited some questions asked in past surveys about the BDS (Boycotting, Divesting, and Sanctioning) Movement in the new geopolitical context.

Overall, just 33% of **U.S. adults** say they are at least slightly familiar with the BDS movement, the movement that advocates for boycotting, divesting, and sanctioning Israel. This includes 4% who say they are very familiar, 12% who say they are somewhat familiar, and 17% who say they are slightly familiar. By comparison, **U.S. Jews** are nearly twice as likely to say they are familiar with the movement (62% vs. 33%), and they are far more likely to say they are very familiar (18% vs. 4%). Roughly two thirds of **U.S. adults** (67%) say they are not at all familiar with the BDS movement, as do 38% of **U.S. Jews**.

Among **U.S. adults** who are at least slightly familiar, about a third (34%) say the BDS movement is mostly antisemitic, based on what they know. Nearly four in ten (39%) say it is not mostly antisemitic, but there are some antisemitic supporters, and 27% say it is not antisemitic.

Since these questions were last asked of U.S. adults, there has been virtually no change in awareness of the movement. In 2022, roughly a third of U.S. adults (35%) said they were at least slightly familiar with BDS. There has, however, been a shift in how the BDS movement is perceived: among U.S. adults today who are aware of BDS, 27% say the movement is not antisemitic, up from 12% who said the same in 2022. See Table 6 for more information on the trend.

Table 6: Among U.S. adults who are familiar with the BDS movement, more now say it is not antisemitic than in 2022

<i>% of those who say antisemitism has increased ____ over the past five years</i>	U.S. Adults	
	2024	2022
NET Familiar with BDS	33%	35%
<i>Among those familiar with BDS, % who see the movement as...</i>		
Mostly antisemitic	34%	38%
Not mostly antisemitic, but some antisemitic supporters	39%	50%
Not antisemitic	27%	12%

Thinking about boycotts more broadly, the 2024 survey asked **U.S. adults** to what extent, if at all, it is acceptable to protest against Israel by boycotting American Jewish individuals, such as authors, actors, or artists, or Jewish events such as concerts or speaking engagements. Roughly

half of **U.S. adults** (52%) say it is completely unacceptable to protest against Israel by boycotting American Jewish individuals or Jewish events, and another 25% say it is somewhat unacceptable. Nearly a quarter of **U.S. adults** (23%) say it is completely (8%) or somewhat (15%) acceptable. By comparison, **U.S. Jews** are more likely than **U.S. adults** overall to find these protests unacceptable (84% vs. 77%), though large majorities of each group share this opinion.

In the wake of news stories about anti-Israel protests at businesses or restaurants, among other places, the survey asked **U.S. adults** where in the United States it would be acceptable to conduct protests against the Israeli government. Of the options given – from which respondents could select multiple places if they deemed them an acceptable location to protest – a substantial minority say one could conduct protests against the Israeli government at a government office (46%) or at the Israeli embassy or consulate (42%). Fewer than one in ten say it is acceptable to conduct protests at an Israeli business or restaurant (6%), a Jewish business or restaurant (5%), a synagogue (5%), or a Jewish day school (4%). And 36% say it is never acceptable to conduct protests against the Israeli government in the United States. There is a similar pattern among **U.S. Jews**, although American Jews are more likely than adults overall to say it is acceptable to conduct protests at a government office (59% vs. 46%) or at the Israeli embassy or consulate (57% vs. 42%).

Another new question in the 2024 survey, asked only of the general public, attempted to gauge opinion on the college campus protests and ensuing tent encampments in the past 12 months. Overall, a third of U.S. adults (33%) say the tent encampments should not be allowed because some of them fostered antisemitism, blocked students from getting to and from class, or broke campus rules. A similar share (30%) say the tent encampments needed stricter regulation from universities, and one in ten (11%) say the tent encampments on campus were an acceptable way for students to protest and should be allowed, even if some of them fostered antisemitism, blocked students from getting to and from class, or broke campus rules. Roughly a quarter (26%) express that they do not know enough to answer this question.

Perceptions: What Qualifies as Antisemitic?

Respondents from both surveys were asked to indicate if four statements were antisemitic or not. One statement was a repeated question from the previous two years regarding Israel's right to exist; the others were statements related to Jewish stereotypes and October 7.

One statement, 'Israel has no right to exist' is rated as antisemitic by equal shares across both surveys – 85% of **U.S. adults** and 85% of **U.S. Jews** – in line with the findings from 2023. One of the new items in 2024 asked about the statement 'Jews control the media.' Seven in ten U.S. adults (70%) find the statement to be antisemitic, while far more Jewish adults (92%) view the statement as such. Another new statement, 'The October 7, 2023 terrorist attacks on Israel by Hamas have been exaggerated,' is perceived as antisemitic by 51% of **U.S. adults** and 73% of **U.S. Jews**. The

fourth new item asked about a statement used in many pro-Palestinian demonstrations: 'From the river to the sea, Palestine will be free.' Far fewer U.S. adults deem this statement antisemitic (38%) than say the same about the other statements. And there is a wide gap between **U.S. Jews** and **U.S. adults** overall on this item, too: 64% of U.S. Jews say the statement is antisemitic, compared with 38% of U.S. adults who say the same.

'Israel has no right to exist'

- U.S. adults ages 30 and older are more likely than their younger counterparts to say 'Israel has no right to exist' is an antisemitic statement (87% vs. 77%).
- Christian adults also are more likely than Muslim adults or those unaffiliated with a religion or Muslim adults to say the statement 'Israel has no right to exist' is antisemitic (90% vs. 60% vs. 78%).

'Jews control the media'

- Adults with a college degree are more likely than those with less education to say 'Jews control the media' is an antisemitic statement (77% vs. 67%).
- Religiously unaffiliated adults and Christian adults also are more likely than Muslim adults to say the statement 'Jews control the media' is antisemitic (73% and 69% vs. 36%).

'The October 7, 2023 terrorist attacks on Israel by Hamas have been exaggerated'

- U.S. adults ages 30 and older are more likely than their younger counterparts to say the statement about the terrorist attacks being exaggerated is an antisemitic statement (54% vs. 37%).
- Christian adults are more likely than Muslim adults or those unaffiliated with a religion to say the statement 'The October 7, 2023 terrorist attacks on Israel by Hamas have been exaggerated' is antisemitic (54% vs. 35% vs. 45%).

'From the river to the sea, Palestine will be free'

- U.S. adults ages 30 and older are more likely than their younger counterparts to say 'From the river to the sea, Palestine will be free' is an antisemitic statement (42% vs. 22%).
- In addition, those with a college degree are more likely than those with less education to say this statement is antisemitic (43% vs. 35%).
- Among Christian adults, roughly four in ten (43%) say the statement, 'From the river to the sea, Palestine will be free' is antisemitic, compared with 17% of Muslim adults and 28% of those who are not affiliated with a religion. By contrast, roughly eight in ten Muslim adults (83%) say the statement is *not* antisemitic, and nearly three-quarters of religiously unaffiliated adults (72%) share that view.
- Black adults and Hispanic adults are more likely than White adults to say 'From the river to the sea, Palestine will be free' is not an antisemitic statement (77% and 71% vs. 56%).

Knowledge of Jews, Judaism, and the Holocaust

As evidenced throughout the report, often times personally knowing someone who is Jewish, knowing a lot about Judaism, or having a good understanding of the events leading up and related to the Holocaust can affect other attitudes and opinions toward antisemitism.

In the 2024 survey, U.S. adults were asked if they personally know someone who is Jewish, how much they know about Judaism or the Jewish religion, and a series of knowledge questions about Jews in the United States and different aspects of the Holocaust.

Overall, six in ten (60%) U.S. adults say they personally know someone who is Jewish, while 40% say they do not.

- U.S. adults who have a college degree are far more likely than those with lower levels of education to say they personally know someone who is Jewish (77% vs. 50%).
- Similarly, adults ages 30 and older are more likely than their younger counterparts to say they have this kind of personal connection (64% vs. 43%).
- There are also some geographic distinctions: among adults in the Northeast, 77% say they know someone who is Jewish, compared with 63% of those in the West, 59% of those in the Midwest, and 50% of those in the South.
- Among White adults, nearly seven in ten (68%) say they know someone who is Jewish. By comparison, roughly half or fewer of Asian adults (49%), Black adults (47%), and Hispanic adults (42%) say the same.
- Perhaps unsurprisingly, knowledge about Jewish history and personally knowing someone who is Jewish are connected. Adults who answered at least three knowledge questions correctly are far more likely than those who answered fewer correctly to say they know someone who is Jewish (72% vs. 47%).

Roughly half of all **U.S. adults** (50%) say they know a lot (8%) or some (43%) about Judaism or the Jewish religion. Just over a third (36%) report not knowing much, and 13% say they know nothing at all. In a similar pattern to personally knowing someone who is Jewish, some subgroups of U.S. adults stand out as especially likely to know about Judaism or the Jewish religion overall:

- U.S. adults who have a college degree are far more likely than those with lower levels of education to say they know at least some about Judaism or the Jewish religion overall (65% vs. 42%).
- We also see similar geographic distinctions: among adults in the Northeast, 63% say they know at least some about Judaism or the Jewish religion, compared with 51% of those in the Midwest, 47% of those in the South, and 46% of those in the West.

- Self-assessed knowledge about the Jewish religion is also related to knowledge about Jewish history. Adults who answered at least three knowledge questions correctly are far more likely than those who answered fewer correctly to say they know at least some about Judaism or the Jewish religion overall (65% vs. 35%).

When asked about how many Jews they think live in the United States – and shown four options – about half of U.S. adults (51%) say they are not sure. Just 13% arrived at the correct answer (about 6 million), while others selected 12 million (17%), 20 million (14%), or 50 million (6%).

The 2024 survey of **U.S. adults** revisited questions from the 2022 survey and asked four questions about specific aspects related to the Holocaust: when did it happen, about how many Jews were killed, what was Auschwitz, and how Adolf Hitler became chancellor of Germany.⁶

Broadly, a quarter of U.S. adults (25%) got all four questions correct, while another 28% answered three out of four correctly. Nearly a quarter (22%) got two questions right, while fewer answered one question (12%) or zero questions (13%) correctly. These findings are largely aligned with the results from 2022. Unsurprisingly, Holocaust knowledge seems tied to overall educational attainment, as well as personally knowing someone who is Jewish.

- U.S. adults who have a college degree are far more likely than those with lower levels of education to answer all four questions correctly (37% vs. 18%).
- And those who personally know someone who is Jewish are twice as likely as those without that connection to answer all questions correctly (31% vs. 15%).

Most adults (80%) know that Auschwitz was a concentration and death camp for Jews, and know that the Holocaust happened between 1930 and 1950 (72%). Fewer are aware that approximately six million Jews were killed during the Holocaust (48%) or that Hitler came to power through a democratic political process (39%). Roughly a quarter (23%) say they are not sure how Hitler came to power and the same share (23%) are not sure how many Jews were killed in the Holocaust. Roughly one in six (16%) indicate they are not sure on each of the other two questions. On most of these questions, there seems to be a slight downtick in correct answers from 2022. (See Table 7.)

⁶ These questions were asked only in the U.S. adult survey; they were not asked in the Jewish adult survey. See topline for full question wording.

Table 7: Slight downtick from 2022 in those answering Holocaust knowledge questions correctly

% who answered correctly that...	U.S. Adults	
	2024	2022
Auschwitz was a concentration and death camp for Jews	80%	85%
The Holocaust happened between 1930 and 1950	72%	76%
Approximately 6 million Jews were killed in the Holocaust	48%	53%
Hitler became chancellor of Germany by a democratic political process	39%	39%

How Do Holocaust Knowledge and Knowing Someone Who is Jewish Impact Recognition and Understanding of Antisemitism?

Roughly half of U.S. adults (53%) adults answered three or more questions about the Holocaust correctly, and those who did are more likely to know what antisemitism is, see it as a serious problem, and recognize antisemitism in their surroundings. U.S. adults who answer at least 3 Holocaust knowledge questions correctly are more likely than those who answer fewer questions correctly to say:

- They have heard the term antisemitism and know what it means (87% vs. 50%)
- Antisemitism is a very or somewhat serious problem in the United States today (81% vs. 61%)
- Antisemitism has increased in the past five years (73% vs. 44%)
- They have seen or heard an antisemitic incident in the past 12 months (43% vs. 35%)
- The statement 'Jews control the media' is antisemitic (78% vs. 61%)

There is a similar pattern and impact with a personal connection to Jews. Six in ten U.S. adults (60%) say they know someone who is Jewish, and those who do are more likely than those who do not know someone who is Jewish to say:

- They have heard the term antisemitism and know what it means (81% vs. 52%)
- Antisemitism is a very or somewhat serious problem in the United States today (81% vs. 58%)
- Antisemitism has increased in the past five years (67% vs. 47%)
- They have seen or heard an antisemitic incident in the past 12 months (45% vs. 31%)
- The statement 'Jews control the media' is antisemitic (76% vs. 62%)

Young Adults: Comparing U.S. Jews and U.S. Adults Under Age 30

As shown throughout the report, Jewish adults are more likely than U.S. adults overall to see antisemitism as a problem in the United States, and to recognize the way that manifests. And this pattern is similar when analyzing young adults (those ages 18 to 29). (See Table 8.)

Young Jewish adults are far more likely than young adults overall to say:

- Antisemitism is a problem in the U.S. today (96% vs. 59%)
- Antisemitism in the U.S. has increased in the past five years (93% vs. 43%)
- Antisemitism in the U.S. has increased since October 7, 2023 (89% vs. 53%)
- Antisemitism is taken less seriously than other forms of hate and bigotry (66% vs. 38%)

Even on questions where large majorities of both groups give the same response – such as, antisemitism affects society as a whole; everyone is responsible for combating it – younger Jewish adults are still more likely than their peers to hold this view (94% vs. 86%).

There is also a clear divide in perception regarding antisemitism and Israel in the news. Among younger Jewish adults, 85% say they have seen reports of antisemitism in the news in the past year; by comparison, 64% of U.S. adults under age 30 say the same. And the perception of bias in the coverage of the Israel-Hamas war are highly divergent. Among young adults, U.S. Jews are more likely to say the coverage is biased in support of Hamas rather than Israel (45% vs. 33%), while the general public is more likely to say the coverage is biased in support of Israel rather than Hamas (45% vs. 17%). (See Table 8.)

Finally, Jewish adults under age 30 are largely more likely to perceive certain statements as antisemitic, as compared with U.S. adults under age 30. At least half or more of younger Jewish adults view each of the presented statements as antisemitic. Among U.S. adults under age 30, majorities say ‘Israel has no right to exist’ and ‘Jews control the media’ are antisemitic statements (77% and 69%, respectively), but far fewer say the same about the statements related to Palestine and the October 7, 2023 attacks. (See Table 8.)

Table 8: Young Jewish Adults Compared with Young Adults Overall

	Jewish Adults 18-29 (n=288)	U.S. Adults 18-29 (n=543)
<i>Antisemitism in the United States</i>		
Antisemitism is a problem in the U.S.	96%	59%
Antisemitism in the U.S. has increased in the past five years	93%	43%
Antisemitism in the U.S. has increased since October 7, 2023	89%	53%
Antisemitism is taken less seriously than other forms of hate and bigotry	66%	38%
<i>Society and Societal Responsibility</i>		
Antisemitism affects society as a whole; everyone is responsible for combating it	94%	86%
Students need to learn about more than just the Holocaust to better understand antisemitism and Jewish people	92%	81%
Less trust in the way democracy is functioning as compared with five years ago	72%	62%
<i>Antisemitism and Israel in the News</i>		
Seen or heard at least one report of antisemitism on the news in the last 12 months	85%	64%
News coverage of the Israel-Hamas war is biased in support of Hamas	45%	17%
News coverage of the Israel-Hamas war is biased in support of Israel	33%	45%
<i>Perceptions of Statements Being Antisemitic</i>		
'Jews control the media' is an antisemitic statement	93%	69%
'Israel has no right to exist' is an antisemitic statement	72%	77%
'The October 7, 2023 terrorist attacks on Israel by Hamas have been exaggerated' is an antisemitic statement	64%	37%
'From the river to the sea, Palestine will be free' is an antisemitic statement	54%	22%

Countering Antisemitism: A Path Forward

Vast Majority Say Hate Crime Reporting is Very Important

The 2024 surveys repeated a new question from 2023 that asked how important it is that law enforcement be required to report hate crimes to a federal government database.⁷ The vast majority of U.S. adults (89%) say it is very (61%) or somewhat (27%) important that law enforcement be required to do this, while just 11% say it is not too (6%) or not at all (5%) important. **Jewish adults** are slightly more likely than **U.S. adults** overall to say this reporting requirement is important (93% vs. 89%), but the difference is more pronounced in the share who say this requirement is very important: 72% among **U.S. Jews** vs. 61% among **U.S. adults** overall.

- U.S. adults ages 30 and older are more likely than their younger counterparts to say this initiative is very important (63% vs. 53%).
- Similar to 2023, Democrats are more likely than Republicans to say this requirement is very important (72% vs. 52%).

Trust in How Democracy is Functioning Compared with Five Years Ago

Overall, roughly two thirds of U.S. adults (66%) say they have less trust in the way democracy is functioning in the United States now as compared with five years ago. About a quarter (24%) say they have the same amount of trust, while one in ten (10%) say they have more trust than five years ago. The pattern is similar among U.S. Jews, although **Jewish adults** are somewhat more likely than the **general public** to say they currently have less trust in the system (72% vs. 66%).

- U.S. adults who have completed at least some college education – regardless of whether they received their degree – are more likely than those with a high school education or less to say they have less trust in the way democracy is function in the U.S. (69% vs. 60%).
- Among Republicans, eight in ten (80%) say they have less trust in the way democracy is functioning as compared with five years ago. By comparison, far fewer Democrats (51%) say the same.⁸

⁷ Before asking about importance, survey respondents were given a definition and some background information, as follows: “The next question asks about hate crimes. A hate crime is a crime of prejudice or bigotry that occurs when an offender targets someone because of one or more of their characteristics or religious beliefs. Currently, law enforcement agencies are not required to report hate crimes to the federal government’s crime reporting database, which tracks detailed information about crimes in the U.S. How important is it, if at all, that law enforcement be required to report hate crimes to a federal government database?”

⁸ It is important to note that the field period for this survey spanned the 2024 presidential election, which was held on November 5, 2024. About two-thirds of respondents in the survey of U.S. adults started the survey before the election results were in (on or before Election Day), and a third started the survey after President Trump had already been declared the winner. Prior research shows that people who voted for a party or candidate that won the election are

A Path Forward

In a world that has changed since October 7, 2023 – particularly for the Jewish community – what is the path forward? And what role does the broader American public have in that process?

Consistent with 2023, the vast majority of **U.S. adults** (90%) say antisemitism affects society as a whole and everyone is responsible for combating it, while just 10% maintain that it does not affect society overall and combating it is Jews' responsibility alone. This is largely aligned with the views of **U.S. Jewish adults**, among whom 95% say it is everyone's responsibility to combat antisemitism and just 5% say the responsibility lies with Jews alone. Among both the general population and Jewish adults, this balance is largely consistent across major demographic groups.

In addition, in a new question this year, both U.S. Jews and the general public were asked whether teaching students about the Holocaust is enough to help them understand antisemitism and Jewish people. A large majority of **U.S. adults** (84%) say students need to learn about more than just the Holocaust to better understand antisemitism and Jewish people, while 16% say teaching students about the Holocaust is enough. While the overall patterns are similar, **U.S. Jews** are more likely than the **general public** to say that students need to learn about more than the Holocaust (94% vs. 84%).

Furthermore, **U.S. adults** overall and **U.S. Jewish adults** specifically continue to say it is important for increased cooperation between Jewish and other religious and ethnic communities. Most **U.S. adults** (92%) say it is very (63%) or somewhat (29%) important for Jewish communities and other religious and ethnic communities to increase cooperation with each other. Overall, **U.S. adults** are similar to **Jewish adults** in this regard, among whom 95% say increased cooperation is at least somewhat important. As in 2023, the level of importance differs: 77% of Jewish adults deem increased cooperation very important as compared with 63% of the general population.

U.S. adults who personally know someone who is Jewish are more likely than those without a personal connection to say increased cooperation is very important (69% vs. 54%), virtually unchanged from 2023. This is also consistent with other findings from the survey, suggesting that personal connection may be an integral step on the path forward.

more satisfied with the way democracy works in their country than those who voted for the losing side. See: Nadeau, R., Daoust, J.-F., & Dassonneville, R. (2023). Winning, Losing, and the Quality of Democracy. *Political Studies*, 71(2), 483-500. <https://doi.org/10.1177/00323217211026189> Moehler DC (2009) Critical Citizens and Submissive Subjects: Election Losers and Winner in Africa. *British Journal of Political Science* 39 (2): 345–366.

Our data suggest movement along these same lines, with a larger share of Republicans after Election Day saying they had the same amount of trust as five years ago, and a smaller portion of Democrats saying they had more trust.

Appendix A: Understanding Trends

This report compares the results of the 2024 Jewish survey with the 2024 companion study of U.S. adults, and also references data from the 2023, 2022, and 2021 comparison studies. For the fourth year in a row, the survey of U.S. Jews shifted was conducted as a mixed-mode survey instead of as a fully interviewer-conducted telephone survey; most respondents (n=1,468) participated via a self-administered web survey, and a n=264 were interviewed on the phone. The phone interviews included n=95 who were reached on a landline and n=169 who were reached on a cell phone.

The survey of U.S. adults shifted from an interviewer-conducted telephone survey in 2020⁹ to a fully self-administered web survey in 2021. Given the shift in mode, we have not included comparisons with 2020 in this report, and we recommend caution in directly comparing data from 2020 to 2021 through 2024 for all U.S. adults.¹⁰

Trend Information by Year

2024 U.S. adult interviews were conducted from October 10 – November 25, 2024, among a nationally representative sample of 2,056 respondents age 18 or older via SSRS's online probability panel. The margin of error for total respondents is +/-3.0 percentage points at the 95% confidence level.

2024 U.S. Jewish adult interviews were conducted by telephone and online from October 8 – November 29, 2024, among a nationally representative sample of 1,732 respondents age 18 or older of Jewish religion or background. The margin of error for total respondents is +/-3.3 percentage points at the 95% confidence level.

For both surveys, the margin of error is the largest 95% confidence interval for any estimated proportion based on the total sample — the one around 50%. This means that in 95 out of every 100 samples drawn using the same methodology, estimated proportions based on the entire U.S. adult sample will be no more than 3.0 percentage points away from their true values in the population and estimated proportions based on the entire Jewish adult sample will be no more than 3.3 percentage points away from their true values in the population. For estimates smaller or larger than 50%, the margin of sampling error will be smaller. Margins of error for subgroups will be larger. See Table 9 for dates, sample sizes, and margins of error for previous years.

⁹ The 2020 telephone study of U.S. adults was conducted using the SSRS Omnibus, which was a national, weekly dual-frame bilingual telephone survey designed to meet standards of quality associated with custom research studies.

¹⁰ For more information regarding transitions from telephone to self-administered web surveys, including possible mode effects to consider when analyzing data, please see [here](#).

Table 9: 2021-2024 – Dates, Sample Sizes, and Margins of Error

Year	Dates in Field	Overall N	Web	Phone	Margin of Error
U.S. Jewish Adult Surveys					
2024	10/8/2024-11/29/2024	1,732	1,468	264	+/- 3.3 percentage points
2023	10/5/2023-11/21/2023	1,528	1,274	254	+/- 3.2 percentage points
2022	9/28/2022-11/3/2022	1,507	1,020	487	+/- 3.4 percentage points
2021	9/1/2021-10/3/2021	1,433	673	760	+/- 3.9 percentage points
U.S. Adult Surveys					
2024	10/10/2024-11/25/2024	2,056	2,056	--	+/- 3.0 percentage points
2023	10/17/2023-10/24/2023	1,233	1,233	--	+/- 3.9 percentage points
2022	10/10/2022-10/28/2022	1,004	1,004	--	+/- 3.8 percentage points
2021	9/9/2021-9/22/2021	1,214	1,214	--	+/- 3.9 percentage points

Appendix B: About SSRS

SSRS is a division of AUS, a Mt. Laurel, New Jersey-based global market research and consulting firm. Through its affiliation with AUS, SSRS shares resources and experience with Marketing Systems Group (MSG).

SSRS is a full-service social science and market research firm managed by a core of dedicated professionals with advanced degrees in the social sciences. SSRS designs and implements solutions to complex strategic, tactical, public opinion, and policy issues in the U.S. and worldwide. We partner with clients interested in conducting high-quality research. In the industry, SSRS is renowned for its sophisticated sample designs and its experience with all facets of data collection, including qualitative research, mixed methods, and multimodal formats.

The SSRS team specializes in creative problem solving and informed analysis to meet its clients' research goals. SSRS provides the complete set of analytical, administrative and management capabilities needed for successful project execution.

SSRS is proud to be a Charter Member of the American Association of Public Opinion Research (AAPOR) Transparency Initiative (www.aapor.org). The Transparency Initiative's goal is to encourage broader and more effective disclosure of research methods through proactively and routinely disclosing the critical research methods associated with publicly-released studies.

SSRS is also a member of the Insights Association. Officially launched in January 2017, the Insights Association was formed through the merger of two organizations with long, respected histories of servicing the market research industry: CASRO and MRA. The result is a new, larger and more connected association with a unified, coordinated and higher profile voice, aligned in mission and message, and ultimately more effective at advancing the industry and profession in which we all share an abiding passion. The Insights Association strives to effectively represent, advance, and grow the research profession and industry.