



Survey of Bay Area Jewish Residents 18+
9-County Bay Area
Multimodal Survey (Email-/Text-to-Web; Phone; Web Panel)
Conducted November 26 – December 9, 2024
n=800; Margin of Error ± 3.46 percentage points
EMC Research #24-9541

*All numbers in this document represent percentage (%) values, unless otherwise noted.
 Please note that due to rounding, percentages may not add up to exactly 100%.*

Where applicable, results are compared with:
Survey of Bay Area Jewish Residents 18+ Survey of Bay Area Jewish Residents 18+
November 21-December 6, 2023 September 13-27, 2022
n=859; MoE: ± 3.3 percentage points n=828; MoE: ± 3.4 percentage points
EMC #23-9147 EMC #22-8592

PHONE: GREETING: Hello, my name is _____, may I speak with **(NAME ON LIST)**?

INTERVIEWER: NOL ONLY

INTRO: Hello, my name is _____, and I'm conducting a survey for _____ to find out how people feel about local issues and opinions. We are not trying to sell anything and are collecting this information on a scientific and completely confidential basis.

	2022	2023	2024
1. What county do you live in?			
Alameda	21	24	21
Contra Costa	14	14	14
Marin	9	11	8
Napa	2	1	2
San Francisco	15	17	18
San Mateo	13	9	9
Santa Clara	16	15	17
Solano	2	2	2
Sonoma	8	6	8
Other/(Refused) → TERMINATE	-	-	-
2. In what year were you born? (YEARS CODED INTO CATEGORIES)			
18-29	8	9	12
30-39	10	11	14
40-49	11	13	14
50-64	27	25	23
65 or over	43	41	36
Prefer not to respond	1	0	0

	2022	2023	2024
3. What is your present religion, if any?			
Jewish	68	64	59
Protestant/Christian	3	3	5
Buddhist	1	1	1
Catholic	1	2	5
Mormon	0	0	0
Muslim	0	0	1
Other	5	3	4
Not religious/None	18	22	21
Prefer not to respond	3	4	3

4. (ASK IF Q3 DOES NOT EQUAL JEWISH, n=328) Aside from religion, do you identify as Jewish in any way, either ethnically, culturally, or because of your family's background?			
Yes	100	100	100
No/Prefer not to respond → TERMINATE	-	-	-

(RESUME ASKING EVERYONE)

5. What do you think are the 3 most important challenges in the Bay Area that need to be addressed? (OPEN END CODED INTO CATEGORIES, UP TO THREE RESPONSES ACCEPTED)			
Affordable housing	42	42	49
Homelessness	54	54	46
Crime/Drugs/Guns	28	39	32
Cost of living/Inflation	15	19	24
Traffic/Congestion	11	14	13
Public Transit/Transportation	11	14	12
Climate/Environment	18	14	11
Jobs/Economy	6	5	10
Economic inequality	9	10	7
Education	9	9	7
Government/Politicians	6	7	7
Healthcare/Mental health/Pandemic	6	5	5
Social justice issues/Discrimination	8	4	4
Infrastructure	7	8	4
Antisemitism/Other - Jewish	4	7	3
Taxes	2	4	3
Law enforcement/Policing	-	-	2
Energy Providers/Power/Fuel Prices	-	-	2
Water/Drought	-	-	2
Other	27	7	5
Don't know/Nothing/No opinion	2	2	2

	2022	2023	2024
6. What do you think is the most important problem facing Bay Area Jews today? (OPEN END CODED INTO CATEGORIES, ONE RESPONSE ACCEPTED)			
Antisemitism/Discrimination	37	51	52
Israel/Palestine	3	10	12
Misinformation/Education	-	-	7
Housing/Homeless	6	3	6
Same issues as everyone else	4	7	4
Lack of community/spaces	7	3	3
Political extremism	4	3	4
Other	19	7	13
Don't know/Nothing/No opinion	17	12	12

7INT. Please indicate whether you agree or disagree with the following statements.

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't Know)	Total Agree	Total Disagree
(RANDOMIZE)							
7. Being Jewish is important to me.							
2024	52	31	12	5	0	82	17
2023	53	30	10	5	1	84	15
2022	54	32	9	5	0	86	13
8. I publicly identify as being Jewish.							
2024	41	35	14	9	1	76	23
2023	43	33	14	8	1	76	22
2022	49	34	12	5	0	83	17
9. I am comfortable publicly identifying as Jewish.							
2024	45	35	15	5	0	80	20
2023	49	30	13	6	1	80	19
2022	56	33	7	3	1	89	10
10. People make certain assumptions about me because I'm Jewish.							
2024	23	44	22	11	1	66	33
2023	20	43	20	15	2	63	35
2022	20	44	24	11	1	64	34
11. People assume I am Jewish or identify as Jewish.							
2024	18	37	27	16	1	55	44
2023	16	35	31	16	2	51	47
2022	20	36	28	15	1	56	43

(END RANDOMIZE)



SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't Know)	Total Agree	Total Disagree
(RANDOMIZE)							
12.	I have felt excluded at times because I am Jewish.						
2024	14	26	21	38	0	40	59
13.	I have lost friends because I am Jewish.						
2024	7	12	18	63	0	19	81
14.	I have recently made changes in my life due to antisemitism, like changing jobs, homes or schools.						
2024	7	10	15	68	0	17	83
15.	A candidate's positions and actions addressing antisemitism are very important to me when I vote.						
2024	50	35	9	5	0	85	14

(END RANDOMIZE)

16INT. Now, please indicate how comfortable you feel expressing your Jewish identity in the following situations.

	Not at all comfortable				Extremely comfortable				(Don't Know) ⁱ	Mean
SCALE:	1	2	3	4	5	6	7			
16.	In environments with few or no others who identify as Jewish									
2024	5	7	8	13	19	17	30	1	5.11	
2023	5	7	9	12	19	19	27	1	5.00	
2022	3	5	7	12	17	21	32	3	5.34	
17.	In environments with others who identify as Jewish									
2024	2	1	2	8	11	18	58	1	6.14	
2023	1	0	3	7	12	17	58	1	6.14	
2022	1	1	3	6	12	14	60	2	6.16	
(RANDOMIZE)										
18.	In public places									
2024	7	6	10	18	18	15	25	1	4.82	
2023	8	8	11	15	21	15	20	1	4.59	
2022	6	6	9	16	18	15	26	4	4.92	
19.	In social justice spaces									
2024	13	5	7	14	15	15	29	2	4.75	
2023	13	7	8	15	14	13	27	3	4.63	
2022	6	5	5	10	13	16	31	13	5.21	
20.	At schools, colleges, or other educational settings									
2024	9	6	8	14	14	17	31	1	4.95	
2023	10	7	8	17	15	15	25	3	4.70	
2022	4	4	5	9	16	16	34	12	5.41	
21.	At work or a professional setting									
2024	4	4	8	13	16	18	36	1	5.31	
2023	4	7	7	15	20	16	30	2	5.10	
2022	3	5	5	12	16	17	32	10	5.34	
22.	On social media									
2024	16	8	10	15	13	12	23	4	4.34	
2023	20	9	8	15	12	11	20	4	4.10	
2022	11	8	7	13	10	9	20	22	4.42	
23.	In healthcare settings									
2024	4	3	5	10	13	20	45	0	5.68	
(END RANDOMIZE)										

ⁱIn the online portion of the 2022 survey 'don't know' was offered as a visual option. In the online portion of the 2023 and 2024 surveys 'don't know' was not offered as a visual option, and only skips were coded as 'don't know.'

2022 2023 2024

24INT. The following questions will ask about what, if any, personal experience you have with antisemitism or discrimination in the Bay Area because of your Jewish identity. Antisemitism could include anything from a violent act to a subtle comment that could be perceived as offensive. As a reminder, this survey is being conducted on a scientific and confidential basis. Your individual responses and other personal information will not be shared with anyone.

24.	In the past 3 years or so, have you personally experienced or directly witnessed antisemitism?			
	Yes	32	39	42
	No	67	59	57
	Prefer not to respond	2	3	1

(IF Q24 = 1, YES, ASK Q25-27; n=335)

25.	In which of the following locations did this occur? (MULTIPLE RESPONSES ACCEPTED)			
	In a public place	52	59	61
	At school, including virtual classroom	13	29	22
	At work, including virtual workplace	25	26	20
	With family	8	6	10
	With friends	27	23	25
	On social media/online	49	61	59
	Somewhere else	11	10	10
	(No response)	0	1	-

26.	In a few words, what did you experience? (OPEN END CODED INTO CATEGORIES, ONE RESPONSE ACCEPTED)		
	Antisemitic comments	52	57
	In person encounters	14	20
	Comments about ongoing Israel-Hamas war	28	13
	Something else	4	8
	Don't know/Nothing/No opinion	1	3

27.	Did you report the antisemitism to anyone?		
	Yes		30
	No		66
	Prefer not to respond		4

(RESUME ASKING EVERYONE)

	2022	2023	2024
28. Since the Hamas terrorist attack on Israel on October 7, 2023, have you personally experienced antisemitism?			
Yes		18	26
No		79	71
Prefer not to respond		3	3
29. In your day-to-day life since October 7 th , 2023, would you say you feel...			
Much more safe		0	4
Somewhat more safe		1	4
Somewhat less safe		39	37
Much less safe		22	18
No difference		36	37
(Don't know/Refused)		1	-
30. And since October 7, 2023, would you say you personally feel more or less connected to the Jewish community?			
Much more connected			17
Somewhat more connected			30
Somewhat less connected			14
Much less connected			6
No difference			31
(Don't know/Refused)			0

31INT. And thinking about how antisemitism is being addressed, please indicate if you are satisfied or dissatisfied with how antisemitism is being addressed in each of the following environments.

SCALE:	Very Satisfied	Somewhat Satisfied	Somewhat Dissatisfied	Very Dissatisfied	(Don't Know)	Total Satisfied	Total Dissat.
(RANDOMIZE)							
31.	In local government						
2024	16	35	29	16	3	52	45
2023	10	29	30	23	8	39	53
32.	In social justice spaces						
2024	11	25	27	32	5	36	59
2023	8	22	28	34	8	30	62
33.	In colleges and universities						
2024	9	23	27	39	2	32	66
2023	5	14	27	48	7	19	74
34.	In K-12 education						
2024	12	28	30	22	8	41	52
2023	7	21	30	26	16	28	56
35.	At work or professional settings						
2024	24	43	19	7	6	67	27
2023	19	37	24	8	13	55	32
36.	On social media						
2024	7	14	31	43	5	21	74
2023	4	10	29	51	7	13	80
37.	In healthcare						
2024	26	44	16	5	8	71	21
38.	In law enforcement						
2024	14	40	28	11	7	54	39
39.	In the Democratic party						
2024	14	32	27	26	2	45	53
40.	In the Republican party						
2024	15	17	21	43	3	32	65
(END RANDOMIZE)							

	2022	2023	2024
41. Switching gears, what are the first three words that come to mind when you think about Israel? (OPEN END CODED INTO CATEGORIES, UP TO THREE RESPONSES ACCEPTED)			
Jewish state and homeland	37	35	26
Conflict and war	17	19	24
Family, food and culture	12	8	12
Oppression/Occupation	12	12	10
Safety	10	12	9
Israeli government	8	14	8
Negative emotions	2	9	7
Religion	10	8	7
Complicated/Controversial	7	8	6
Positive emotions	8	8	6
General positive	21	13	6
Free and democratic country	4	9	5
Mistreatment of Palestinians	4	4	5
Independent	2	1	4
Technologically advanced	6	3	3
General negative	9	8	3
Beautiful country	9	5	3
Threatened by terrorism	6	9	2
Misunderstood	1	2	2
Other	12	14	7
Don't know/Nothing/No opinion	2	2	2

42INT. Please indicate whether you agree or disagree with each of the following statements.

SCALE:	Strongly Agree	Somewhat Agree	Somewhat Disagree	Strongly Disagree	(Don't Know)	Total Agree	Total Disagree	
(RANDOMIZE)								
42.	I have a personal connection with Israel.							
2024	36	29	17	18	0	65	34	
2023	40	26	17	17	1	66	34	
2022	30	29	17	24	1	58	41	
43.	Israel has the right to exist as a Jewish and democratic state.							
2024	75	13	6	5	0	89	11	
2023	76	12	6	4	1	89	10	
2022	75	14	6	4	1	89	10	
44.	I am comfortable expressing my views about Israel publicly.							
2024	33	37	18	12	-	70	30	
2023	32	34	22	12	1	66	33	
2022	39	37	16	7	1	76	24	
45.	I've experienced discrimination or hate related to Israel.							
2024	20	25	20	35	0	45	55	
2023	17	22	22	37	1	40	59	
2022	15	25	21	38	1	40	59	
46.	I am satisfied with the job that the current Israeli administration is doing.							
2024	13	12	15	59	1	25	74	
47.	A candidate's positions and actions addressing Israel are very important to me when I vote.							
2024	47	37	11	5	0	84	16	

(END RANDOMIZE)

	2022	2023	2024
48. What, if anything, makes you proud about being Jewish? (OPEN END CODED INTO CATEGORIES, ONE RESPONSE ACCEPTED)			
History/Heritage/Tradition			27
Survival/Resilience/Strength			19
Achievements/Contributions to society			17
Values/Ethics			15
Culture/Music/Food			13
Community/The people			10
Diversity/Inclusion/Social justice			9
Religion/Judaism/Torah			7
Relatives/Family			6
Sense of identity			5
No pride/Dislike being a Jew			2
Anti-Israel/Dislike Zionism			2
Other			5
Don't know/Nothing/Refused			8

Demos. These last few questions are for statistical purposes only.

49. With regard to your Jewish religious practices, if any, which best describes you?			
Reform	33	31	26
Conservative	13	12	16
Orthodox	1	1	4
Reconstructionist	3	2	4
Non-denominational	7	7	6
Secular	23	29	28
Other (Please specify)	7	8	5
None of the above	10	8	9
Prefer not to respond	2	3	2
50. Typically, about how often do you attend or participate in any Jewish services, events, activities, or programming, either in-person or online?			
Once a week or more	7	8	11
A few times a month	11	12	13
A few times a year	29	29	23
Rarely	38	35	36
Varied or inconsistent	12	13	12
Prefer not to respond	4	4	5

	2022	2023	2024
51. Are you part of an interfaith family?			
Yes	42	44	47
No	55	53	51
Prefer not to respond	3	3	3
52. Do you consider yourself or anyone in your household to be a person of color? ⁱⁱ			
Yes, myself	6	6	7
Yes, someone else in household	-	-	9
Yes, both myself and someone else	-	-	3
No	93	92	79
Prefer not to respond	1	2	2
53. For this question, select all responses that apply to you. Do you consider yourself to be... (MULTIPLE RESPONSES ACCEPTED)			
Hispanic/Latino	1	3	5
White/Caucasian	82	88	86
African American/Black	0	1	2
Asian/Pacific Islander	0	2	2
Native American	0	1	2
Israeli/Middle Eastern	2	8	8
Something else	11	6	6
Prefer not to respond	2	2	1
54. Do you consider yourself to be... (MULTIPLE RESPONSES ACCEPTED)			
Ashkenazi	75	73	70
Sephardi	5	7	7
Mizrahi	1	1	3
Something else	5	5	5
None of these	9	11	13
Don't know	6	6	5
Prefer not to respond	3	2	2
55. Do you consider yourself to be...			
Male	57	56	53
Female	40	42	46
Non-binary	1	2	1
Another gender identity	0	0	0
Prefer not to respond	1	0	0

ⁱⁱ Question phrased as "Do you consider yourself to be a person of color?" prior to 2024

	2022	2023	2024
56. Do you identify as a member of the LGBTQ+ community?			
Yes	12	14	12
No	86	85	85
Unsure	1	1	1
Prefer not to respond	1	1	2
57. Are you...			
Married	57	57	56
Single	23	23	26
Divorced	13	14	10
Widowed	4	4	6
Prefer not to respond	3	2	2
58. Do you have any children under the age of 18 living in your home?			
Yes	26	21	23
No	74	79	77
Prefer not to respond	0	0	0
59. What is the last grade you completed in school?			
Some grade school	0	-	0
Some high school	0	1	1
Graduated high school	2	2	3
Technical or Vocational school	1	1	1
Some college/Less than 4-year degree	13	12	12
Graduated college/4-year degree	32	32	30
Graduate/Professional degree	51	51	52
Prefer not to respond	1	1	0
60. Thinking about local Bay Area politics, do you generally consider yourself to be...			
Progressive	33	25	25
Liberal	31	40	36
Moderate	24	23	25
Conservative	10	10	11
Prefer not to respond	2	3	2

THANK YOU!