BLUE SQUARE ALLIANCE AGAINST HATE

Worse Than Before: Antisemitic Attitudes Reach New Levels Across the U.S.

Blue Square Alliance Against Hate

Two years ago, Blue Square Alliance research revealed that antisemitic attitudes had increased across the United States, driven by the October 7, 2023 Hamas attacks and the war that followed. By mid-2024, that increase had plateaued. Our hope was that the plateau marked a turning point.

It did not.

The March 2026 US Antisemitism Landscape Survey, the largest ongoing tracking study of American attitudes on antisemitism, found that antisemitic attitudes rose again, reaching their worst levels since we began this research in June 2023. Conducted in the days immediately following the launch of the joint U.S.-Israel military operation against Iran, the survey captured a country in which antisemitic beliefs are spreading amid a deepening entanglement of Jewish identity with Middle East conflict.

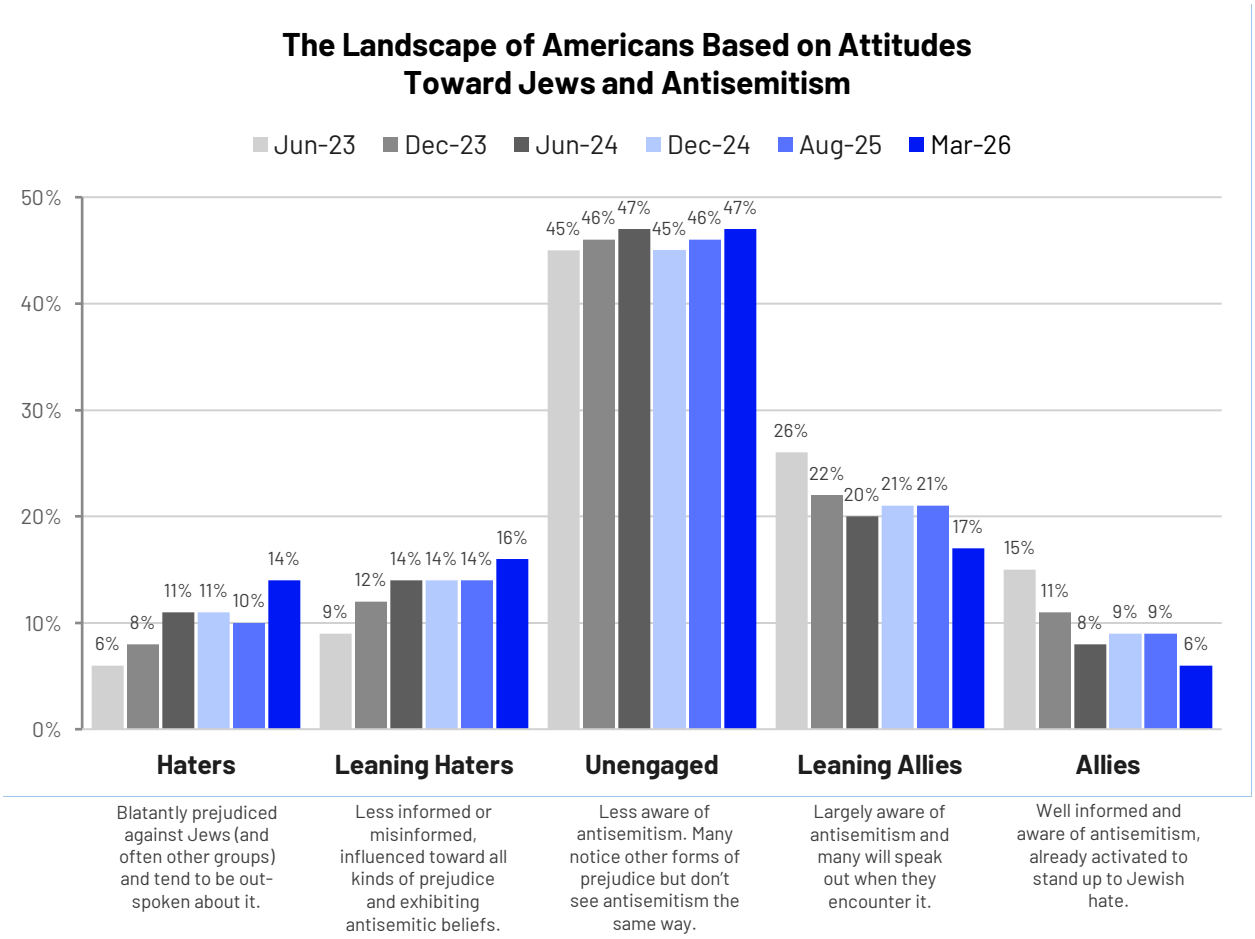
The issue our research reveals is not simply one of more hate. It is one of more entrenched confusion and openness to believing harmful tropes, which in turn creates barriers to allyship.

ACCORDING TO OUR TRACKING RESEARCH,

Americans are simultaneously growing more likely to call antisemitism a serious problem yet becoming less likely to take action against it.

The Plateau Is Over: Antisemitism Is Rising Again

Americans' antisemitic attitudes have noticeably worsened since our last survey in August 2025. Using our segmentation model, which classifies Americans into five groups based on their attitudes toward Jewish people, belief in antisemitic tropes, and perceived seriousness of antisemitism as a social issue, we now find fewer Allies and more Haters compared to just seven months ago.



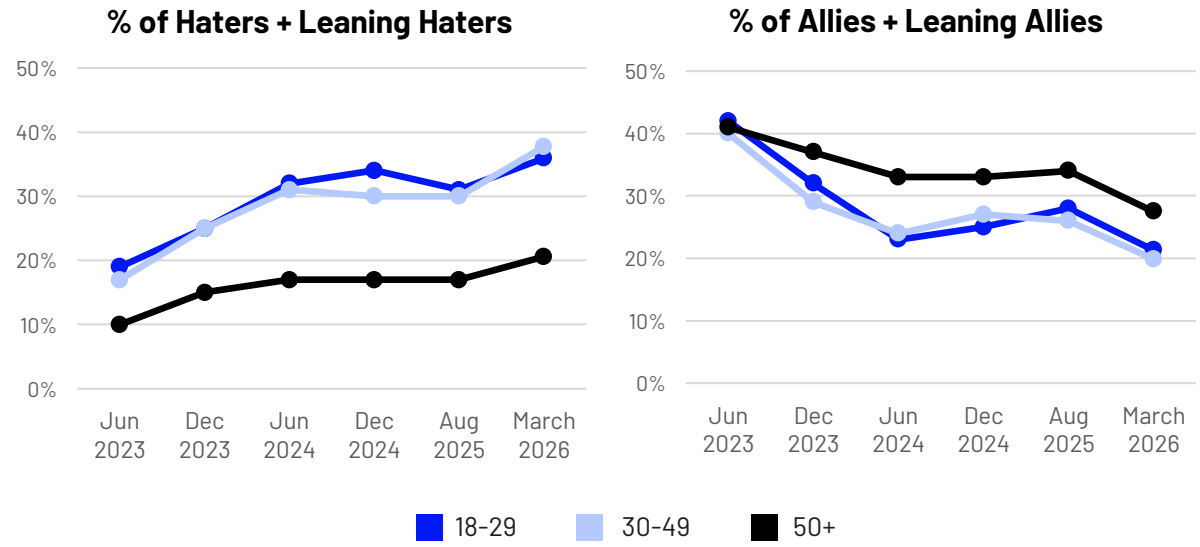
The drivers of this shift in attitudes were concentrated and identifiable. Analysis of scoring changes across our survey's battery of attitudinal questions revealed four key beliefs for which respondents' attitudes changed substantially:

- The belief that Jews can handle antisemitism on their own
- The belief that Jewish people cause problems in the world
- The view that Holocaust denial is not antisemitic
- The belief that Jews have too much influence in the media

Major Drivers of the Shift: Aug 2025 to Mar 2026

#1 DRIVER	#2 DRIVER	#3 DRIVER	#4 DRIVER
Jews can handle antisemitism on their own	**Jewish people cause problems in the world**	**Holocaust denial is not antisemitic**	**Jews have too much influence in the media**

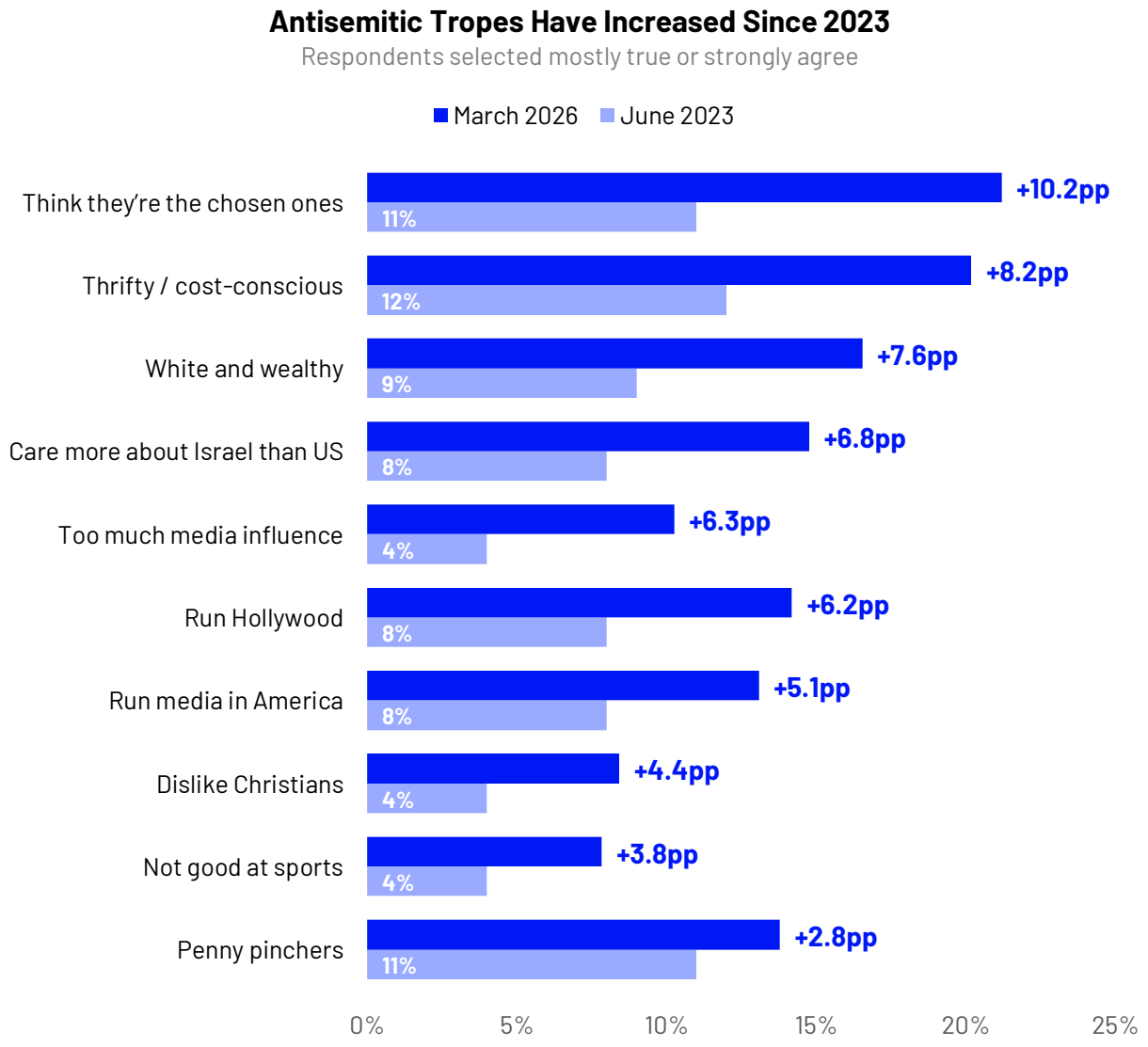
The shift was not uniform across age groups, but the difference lies less in how much support eroded rather than where it went. The erosion of support was broadly even: combined Allies and Leaning Allies fell by roughly six to seven points among adults under age 50, and by a similar margin among those over 50. What set younger Americans apart was where those losses went. Among adults under 50, the decline in Allies was matched by an almost equal increase in combined Haters and Leaning Haters, rising roughly six points, with the largest increase among those ages 30 to 49. Among Americans over 50, by contrast, the Hater segments grew far less, by under four points, with the rest of the decline absorbed by the Unengaged middle. In short, every age group moved in the same direction, away from allyship and toward hate; the difference was how far. Among the under-50s the shift carried all the way into the Hater segments, while among older Americans it largely stopped one rung short.



Belief in Antisemitic Tropes is Increasing

Every one of the 10 antisemitic tropes and beliefs we track increased since the summer of 2025, with gains ranging from 12 to 38 percent. More striking is the longer arc: belief in most of the 10 tropes has nearly doubled from single digit to double digit agreement, since we began tracking in June 2023, representing a consistent shift.

The increases are not confined to fringe beliefs. Among the most significant: the share of Americans agreeing that Jews have too much influence in the media has grown six percentage points since June 2023. Belief that Jewish people think of themselves as the "chosen ones" has grown by 10 percentage points. The view that most Jewish people are white and wealthy has grown by 7.6 percentage points. And the belief that Jewish people care more about the future of Israel than about the future of the United States has grown by 85 percent since we began tracking.



These data points show the architecture of prejudice: stereotypes that make it easier to dismiss Jewish suffering and discount Jewish concerns. The timing of this rise in antisemitic belief, coinciding with the launch of intense media coverage of U.S. and Israeli military action in Iran, is difficult to ignore. When beliefs like these become more common, the distance between prejudice and harm narrows.

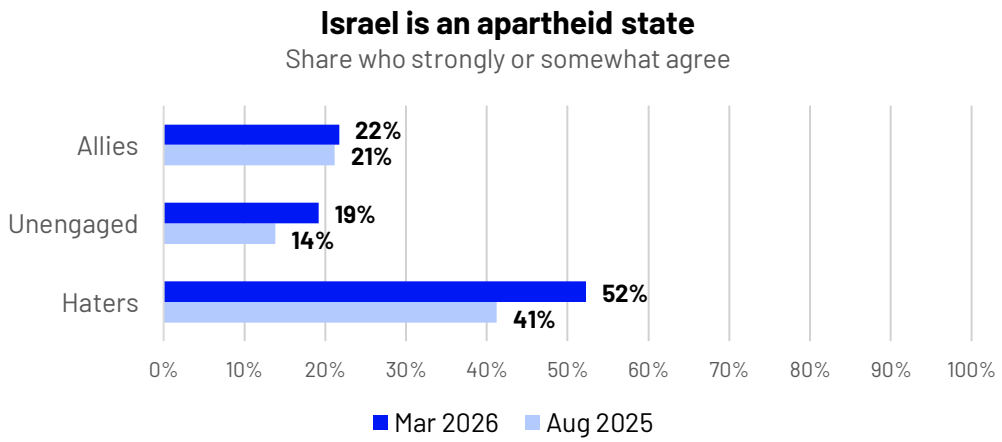
One recent cultural data point underscores how these beliefs may be becoming normalized rather than merely reactive. After our survey was fielded in May 2026, a popular YouTube streamer named Sneako made public comments to his audience which echoed the belief that Jewish people are not athletic, a trope that showed some of the sharpest increases in our survey data among younger respondents. While a single incident does not drive survey results, the overlap between what circulates in online culture and what shows up in our data often move in tandem.

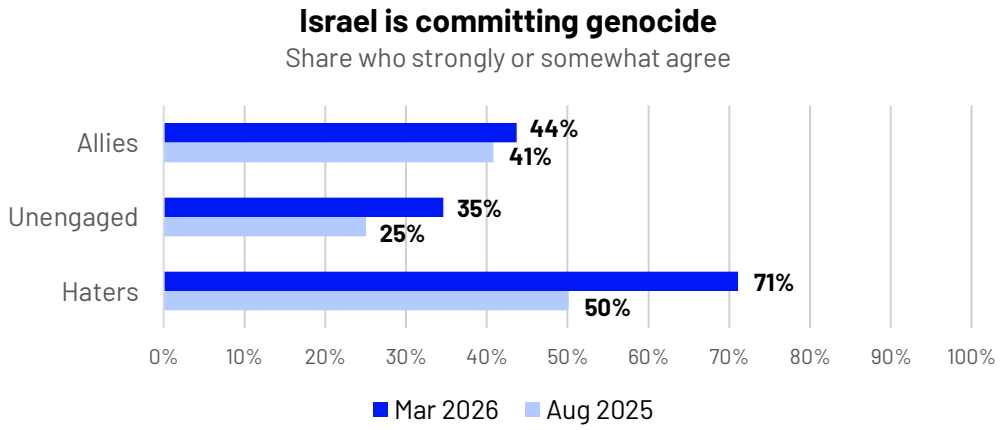
The Shadow of the 2026 U.S.-Israel Operation in Iran

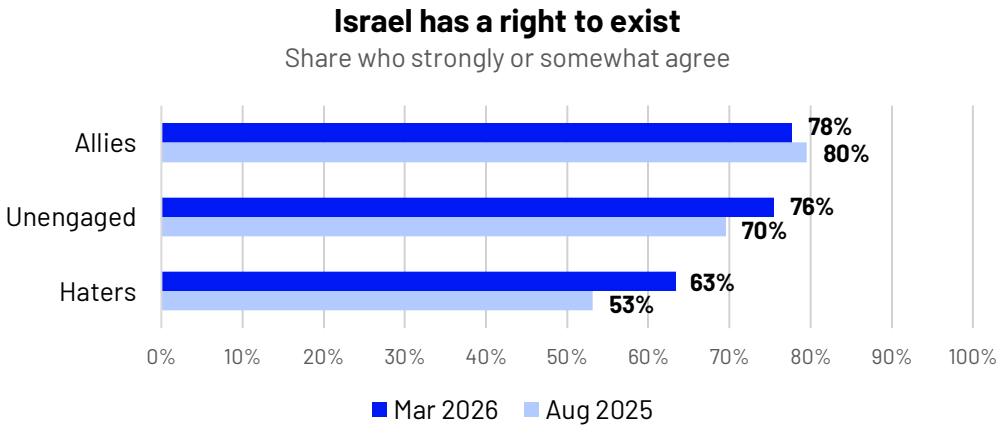
The survey was fielded just days after the military action in Iran commenced, and that context shaped how we interpreted our survey data. Between August 2025 and March 2026, negative attitudes toward Israel rose sharply among Haters and the Unengaged, though they shifted little among Allies. That movement coincided with intense media coverage of U.S. and Israeli military action. The picture our data paints is more complicated than a simple story of rising hostility.

For the Unengaged, the share agreeing that Israel is an apartheid state rose from 14 to 19 percent. Agreement that Israel is committing genocide rose from 25 to 35 percent among the Unengaged and from 50 to 71 percent among Haters. These are large movements in a short period, coinciding with intense media coverage of the conflict.

At the same time, agreement that Israel has a right to exist also increased: up from 53 to 63 percent among Haters and from 70 to 76 percent among the Unengaged. That finding may seem counterintuitive but is consistent with a pattern we observed across our data: the conflict is making Americans more opinionated about Israel's actions, but not necessarily more hostile toward its existence.







The war and antisemitism are not unrelated: the conflict clearly shifted attitudes. But for most Americans, that shift did not take the form of blaming Jewish people for the Israeli government's actions. When asked how harmful it may be to blame Jewish people for the actions of the Israeli government, 52 percent of Americans said it was very harmful towards the Jewish people. Among the Unengaged, that number rose 8 points since August 2025, from 47 to 55 percent. Allies held steady at 91 percent. Haters were essentially unchanged at 25 percent.

52%

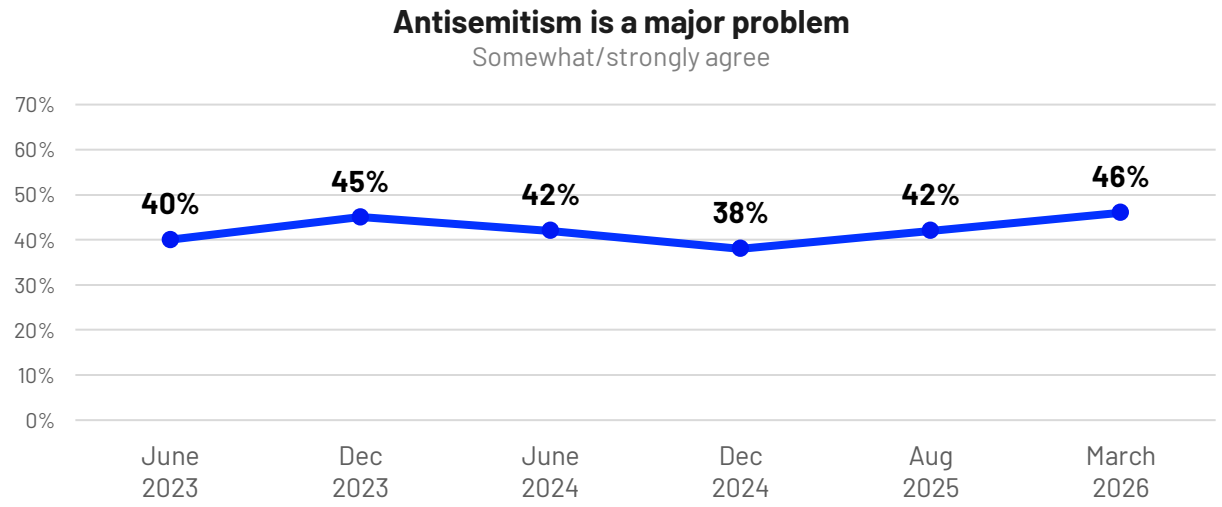
of Americans say blaming Jewish people for the actions of the Israeli government is very harmful

55 percent among the Unengaged up 8 percentage points since August 2025

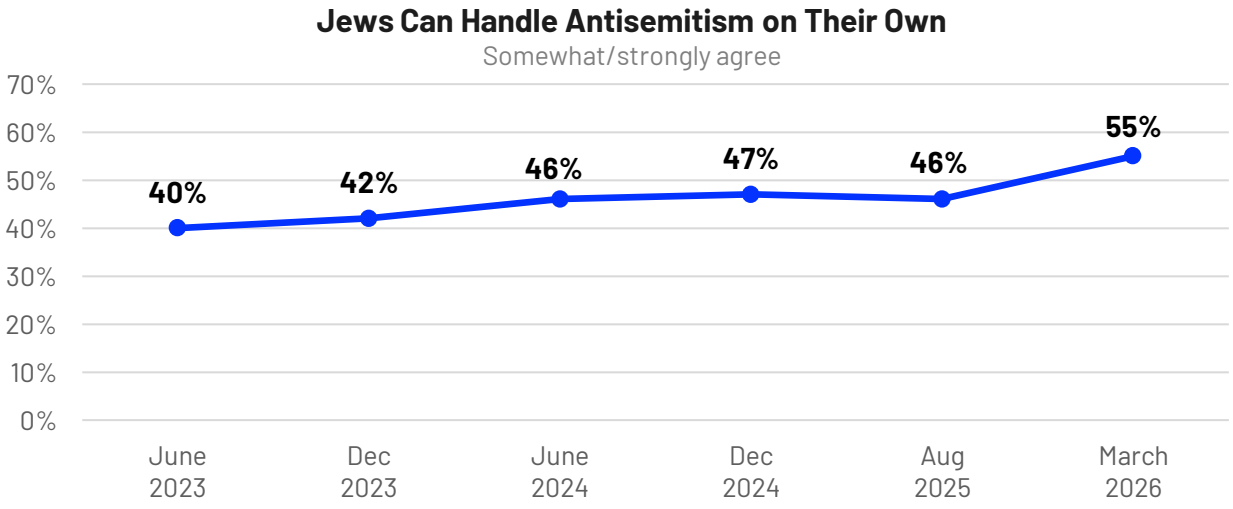
Where Americans still separate criticism of Israel from prejudice against Jewish people, and where that separation has broken down, becomes clear only by looking directly at what they believe about Jewish people, not about foreign policy.

Conflicting Signals: Rising Awareness, Retreating Responsibility

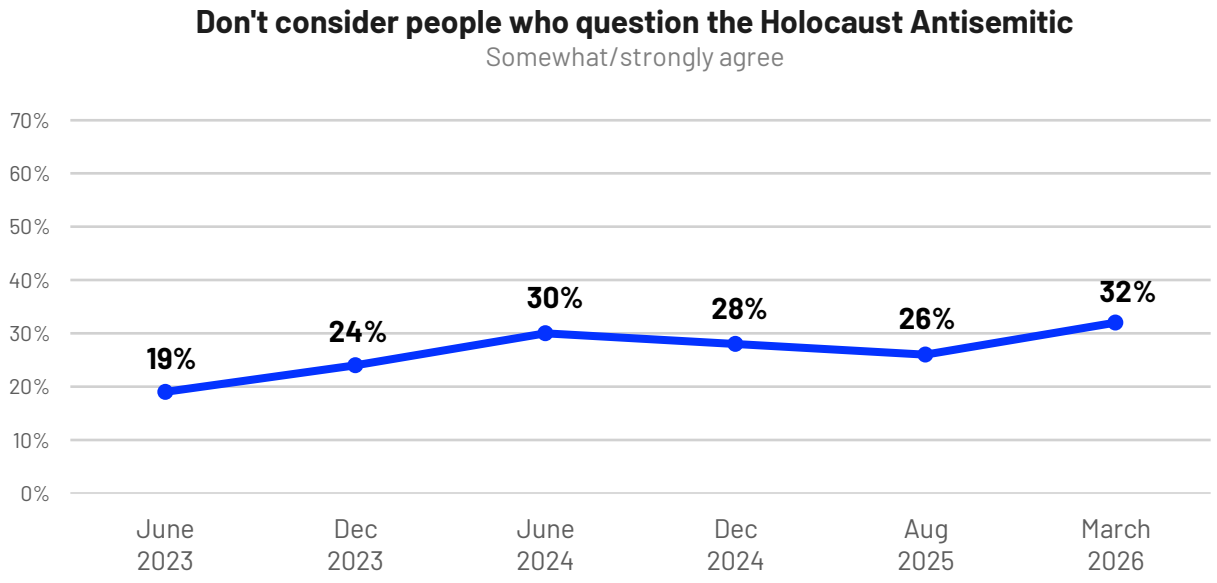
The March 2026 survey contained a finding that, at first, appeared contradictory. More Americans recognized antisemitism as a major problem yet also believed Jewish people can handle antisemitism on their own.



The share of Americans who consider antisemitism a major problem rose to 46 percent in March 2026, up from 40 percent in June 2023 and a low of 38 percent in December 2024. While there have been some shifts in recognition of the problem, a clear majority of Americans still do not view antisemitism as a serious issue, even as antisemitic attitudes and incidents have risen sharply over the same period. The improvement is undercut by an equally noteworthy shift in the other direction: 55 percent of Americans now believe Jewish people can handle antisemitism on their own, up from 46 percent in August 2025. Recognition of the problem is growing, but so is the impulse to step back from it.



That dynamic is reinforced by one particularly troubling finding. Nearly one-third (32 percent) of Americans did not consider Holocaust questioning to be antisemitic, up from 19 percent in June 2023. This suggests that for a growing share of the public, even documented historical atrocities are becoming contested terrain.



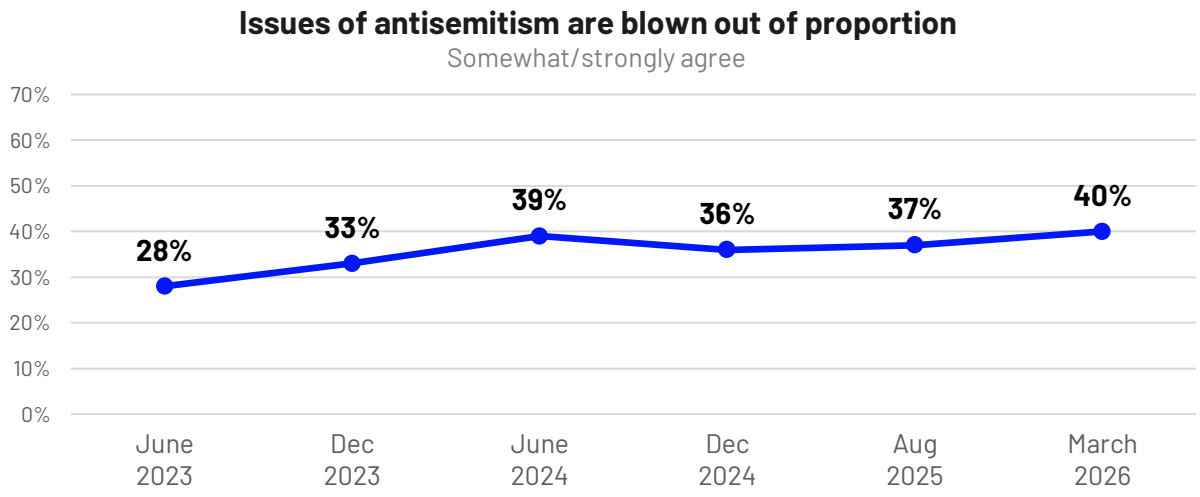
There is a broader concern about hate that complicates this picture further. Half (50 percent) of Americans strongly agreed that prejudice and hate in America have been on the rise over the past year, which represented a five point increase from our last survey.

50%
strongly agree hate is rising

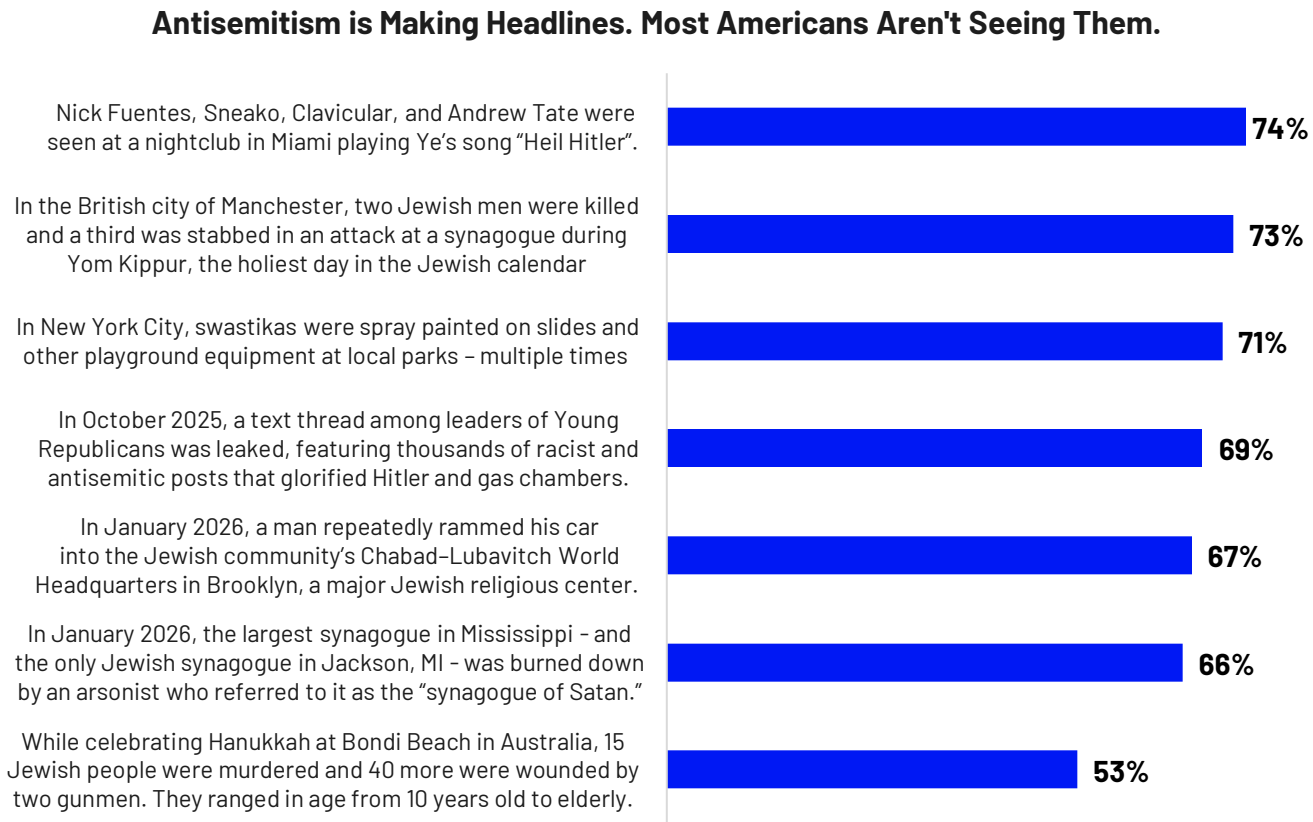
42%
strongly agree we must stand up or Holocaust lessons ignored

40%
Somewhat or strongly agree antisemitism is blown out of proportion

In addition, 42 percent strongly agreed that "we must stand up against Jewish hate or the lessons of the Holocaust will be ignored". These are meaningful signals of moral concern. Yet 40 percent believe antisemitism is blown out of proportion. Outright dismissal remains a minority position, but disengagement is growing.



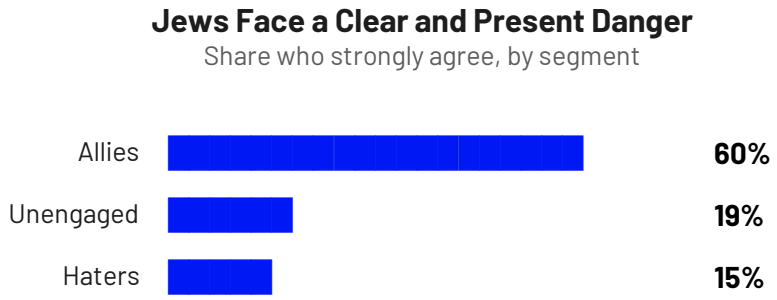
That impulse to step back is also visible in how Americans engage with specific antisemitic incidents. Consistently, across every wave of our research, the majority of Americans report being not very familiar or not at all familiar with major antisemitic attacks that received widespread news coverage. In our most recent survey, 53 percent lacked familiarity with the December 2025 attack in Bondi Beach, Australia, in which 15 Jewish people were killed. Sixty-six (66) percent lacked familiarity with the arson of the largest synagogue in Jackson, Mississippi.



Question: "Above are some hate crimes and hate speech that took place against members of the Jewish community across the world in the six months. How familiar are you with each of these stories?" (Not very familiar/Not at all familiar)

Awareness of antisemitism as an abstract problem is growing. But awareness of antisemitism as a concrete recurring reality in American life remains much lower.

The data reveals a proximity paradox. When our survey asked Unengaged Americans whether Jews face a clear and present danger, only 19 percent strongly agreed, compared to 60 percent of Allies and 15 percent of Haters. For a large segment of the American public, threats to Jewish safety and security remain abstract. Ask a different question and the picture changes. Close to two-thirds (62 percent) of Americans say they would be very or extremely concerned if a Jewish person, family, or business in their local area were harassed. The concern is there. The connection between that concern and the daily reality of Jewish Americans is not.



That gap between concern and action is not hypothetical. When asked how they felt after reading about recent antisemitic hate crimes, respondents felt sad (63 percent), angry (48 percent), and hopeless (22 percent). Only 16 percent said they were motivated to take action against antisemitism in the future. Americans can be emotionally moved by the reality of antisemitic violence. What the data consistently shows is that being moved and being mobilized are not the same thing.

Taken together, our findings suggest an American public that is simultaneously more aware of the dangers of antisemitism and less willing to confront it. Awareness without empathy or action does not produce allyship. It produces a larger audience of bystanders.

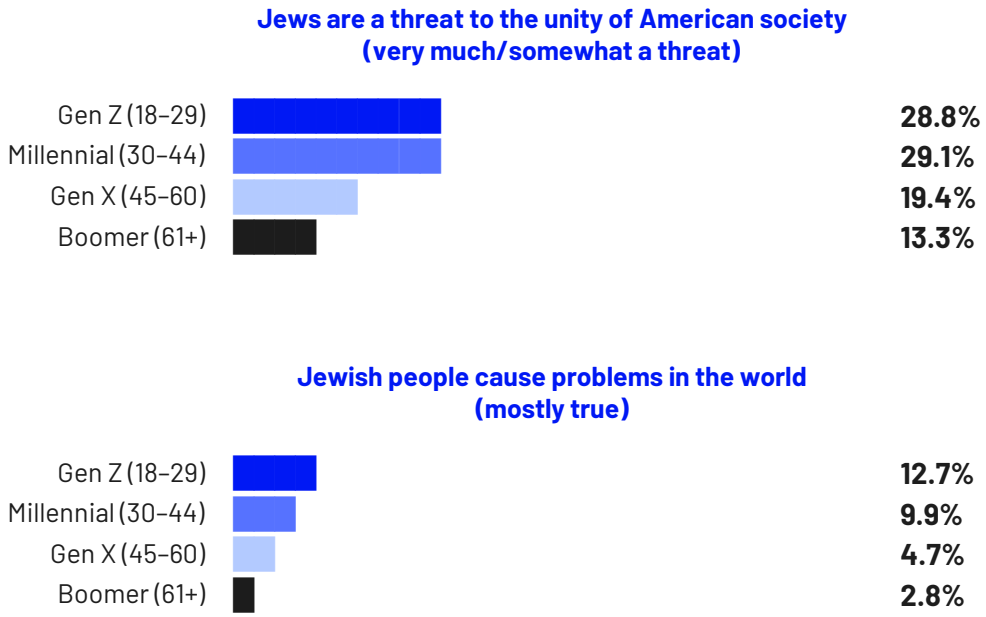
Young Americans: A Generation Moving in the Wrong Direction

Across nearly every measure in our survey, Gen Z and Millennials hold more antisemitic attitudes than older Americans. This is not a marginal difference. It is consistent, broad, and visible across beliefs about Jewish people, antisemitic tropes, and willingness to recognize and confront prejudice. This is not background noise in the data. It is the signal.

The pattern begins with threat perception. 21 percent of all Americans believe Jews are very much or somewhat a threat to the unity of American society. Among Gen Z and Millennials that number rises to 29 percent, compared to 19 percent among Gen X and 13 percent among Baby Boomers. Young Americans are more than twice as likely as the oldest cohort to view Jewish people as a societal threat. That view is reinforced by a related finding: Gen Z is over four times and Millennials over three times more likely than Baby Boomers to say it is mostly true that Jewish people cause problems in the world[1]. And Gen Z and Millennials are nearly twice as likely as Baby Boomers to strongly agree that Jews are capable of handling antisemitism on their own, 16 and 18 percent respectively versus 9 percent among the oldest cohort. Taken together, young Americans are more likely to see Jews as a problem and less likely to see them as deserving of support.

A Generation Apart: How Young Americans View Jewish People Differently

Attitudes toward Jewish people across four generations, March 2026



[1] Respondents were asked: 'In your opinion, are each of the following statements true or not? Jewish people cause problems in the world.' Figures reflect somewhat or mostly true responses.

Jews are capable of handling antisemitism on their own (strongly agree)

That gap extends across nearly every dimension of antisemitic belief we track. Gen Z and Millennials are more likely than older Americans to say antisemitism is not a major problem (56 and 58 percent respectively, compared to 48 percent among Baby Boomers), more likely to say antisemitism is blown out of proportion (46 and 48 percent, compared to 29 percent among Baby Boomers), and more likely to say they do not consider Holocaust questioning to be antisemitic (36 and 38 percent, compared to 23 percent among Baby Boomers).

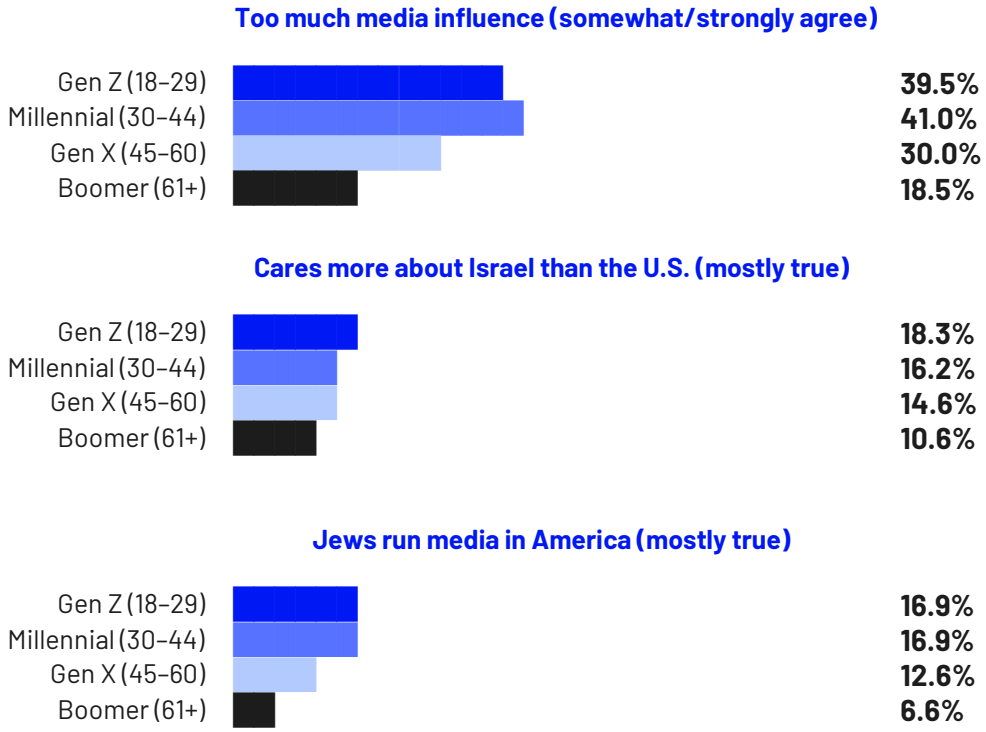
The trope data tells the same story. 40 percent of Gen Z and 41 percent of Millennials believe Jews have too much influence in the media, compared to 30 percent of Gen X and 18 percent of Baby Boomers. Nearly one in six Gen Z respondents believes "Jewish people run media in America ", more than double the rate among Baby Boomers. And roughly one in six young Americans believe Jews care more about the future of Israel than the future of the United States.

Perhaps most striking is what the data shows about the recognition of basic forms of antisemitism. 20 percent of Gen Z and 18 percent of Millennials consider name-calling or slurs against Jews to be not very or at all harmful towards Jewish people, compared to 12 percent of Gen X and 7 percent of Baby Boomers. For a meaningful share of young Americans, overt verbal hatred directed at Jewish people does not register as prejudice.

Only 62 percent of Gen Z agrees that stereotyping Jews is as wrong as stereotyping any other group, compared to 86 percent of Baby Boomers. That 24-point gap is not a minor generational difference. It reflects a fundamental divergence in how generations are calibrated on the most basic norms around prejudice.

Gen Z and Millennials Lead Belief in Key Antisemitic Tropes

Share who agree, by trope and generation



One finding cuts across generational lines in a way that is both surprising and sobering. Only 47 percent of all Americans consider it very important or essential to advocate on behalf of Jewish People, and that number is virtually identical across every age cohort: 45 percent among Gen Z, 46 percent among Millennials, 48 percent among Gen X, and 47 percent among Baby Boomers. Put another way, a majority of Americans, 53 percent, do not consider it very important or essential to advocate on behalf of Jewish People, and that reluctance holds steady across every generation. This is not a generational problem. It is an American problem.

The same generational divide extends to views of Israel itself. Among Gen Z, only 52 percent believe Israel has a right to exist, and only 3 in 5 believe it has a right to defend itself. These numbers reflect the degree to which conflict in the Middle East has reshaped how young American adults think about Jewish statehood and Jewish security. When nearly half of Gen Z does not affirm Israel's right to exist, opposition to Israeli policy versus denial of Jewish peoplehood become increasingly difficult to separate.

The Sticky Note Campaign

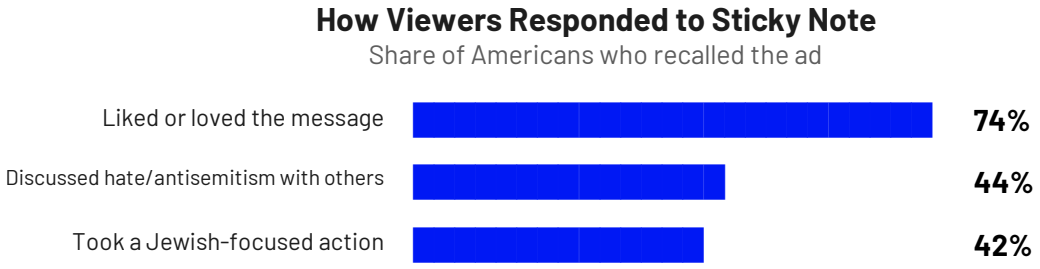
The data in this report paints a deeply concerning picture of where American attitudes stand today. Our response is to meet Americans where they are with messages that build awareness, create empathy, and motivate action. This past February, we brought that work to the largest audience in American television.

Our "Sticky Note " ad aired during the Super Bowl, where a HarrisX poll ranked it among the top five most popular ads of the night, and where, as of February 2026, it placed in the top five of the hundreds of messages the ADL Center for Antisemitism Research has ever tested. The combination of Super Bowl and Winter Olympics placement proved particularly effective: respondents who watched most or all of the Winter Olympics and Super Bowl were 37 percent more likely to recall our ad than respondents who only watched most or all of the Super Bowl.

The results confirmed what our longitudinal data has shown repeatedly: repeated exposure helps important messages break through in a crowded media environment and connect with audiences at scale.

The message itself resonated strongly and broadly. Nearly three-quarters of Americans who recalled the ad said they liked or loved its message, and roughly one-third said they loved it. Positive reactions were remarkably consistent across generations, from Gen Z through Baby Boomers, suggesting the campaign's core message transcended the demographic divisions that define so much of the attitudinal data in this report.

Most importantly, Sticky Note inspired action. Nearly half of those who recalled watching the ad reported discussing hate or antisemitism with friends and family, extending the conversation beyond the screen and into personal networks. More than four in 10 took a Jewish-focused action, including learning more about antisemitism or reaching out to Jewish friends about their experiences.



Looking Ahead

The broader findings of this report make the case for urgency. Antisemitism has risen to its worst levels since we began tracking perspectives in 2023. Belief in antisemitic tropes has nearly doubled. Young Americans are moving in the wrong direction. And yet the Unengaged, the largest segment of the American public, remain responsive to the right messages delivered consistently. Of course, this messaging cannot reverse cultural trends overnight. But this data shows it works, especially with repeat reinforcement, even as the environment grows more challenging.

Appendix

Methodology

This report presents findings from the second wave of the BSA Antisemitism Tracker, a national survey conducted on behalf of the Blue Square Alliance. The survey examined how Americans feel about Jewish people and antisemitism.

Who We Surveyed

We surveyed 7,053 U.S. adults between the ages of 18 and 79. Respondents completed the survey online between March 4 and April 3, 2026, and took an average of 23 minutes to complete it. The survey was conducted online and in English only, which means individuals without internet access or with limited English proficiency may be underrepresented.

To ensure we could draw meaningful conclusions about different communities from our non-random sample, we intentionally recruited more Black, Hispanic, and Asian respondents than their share of the U.S. population would typically produce. We then applied a statistical adjustment method called weighting. The characteristics we adjusted for included:

- Age, sex, education, race/ethnicity, and geographic region
- Whether respondents own or rent their home
- Religious affiliation and how often they use the internet
- Civic engagement (e.g., volunteering or regular interaction with neighbors)

After weighting, the survey closely reflects the demographic profile of U.S. adults, making the findings broadly applicable to the general population.