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Attitudes

Climate change is a high-priority issue for young Americans, while the cost of living is their single most pressing concern.

- The majority of young Americans aged 18-34 (53%) choose inflation/the cost of living as one of their top three issue priorities. Climate change (26%) ranks in the next tier of issues for young Americans along with jobs that pay a living wage (28%) and gun violence prevention (26%). [\[CIRCLE, Nov. 2023\]](#)

Young Americans are particularly concerned about climate change and open to bold solutions to the problem.

- The majority of young Americans aged 18-29 (59%) recognize that human activity is contributing “a great deal” to climate change, compared to 46% of all adults. [[Pew](#), Oct. 2023]
- Roughly half of young Americans aged 18-34 (49%) say that they worry “a great deal” about climate change, compared to 39% of all adults. [[Gallup](#), Mar. 2023]
- The majority of young Americans aged 18-29 (56%) support phasing out the production of new gasoline cars and trucks by 2035, compared to 40% of all adults. [[Pew](#), June 2023]
- Nearly half of young Americans aged 18-29 (48%) support phasing out the use of fossil fuels completely, compared to 31% of all adults. [[Pew](#), June 2023]

Young conservatives are much more climate-conscious than their fellow partisans, and support clean energy over fossil fuels.

- Nearly two-thirds of Republicans aged 18-29 (65%) say that they care at least “some” about climate change, compared to around half (52%) of all Republicans. [[Pew](#), Oct. 2023]
- Seven in ten young conservatives aged 18-35 (71%) agree that there is “solid evidence” of climate change, and most (56%) say that human activities are equally or more responsible than natural patterns. [[American Conservation Coalition](#), Jan. 2024]
- Three-quarters of young conservatives aged 18-35 (76%) support the United States shifting to produce more clean energy while reducing its use of fossil fuels. [[American Conservation Coalition](#), Jan. 2024]
 - Young conservative voters are much more likely to say that the United States should increase production of solar power (59%) than any other energy source, and young conservatives also support the expansion of wind power (43%) more than they support expanding natural gas (35%), oil (31%), nuclear power (30%), or coal (20%).

Climate/Environment as a Voting Issue

Young Americans who prioritize climate change are particularly motivated to vote this year.

- Young Americans aged 18-34 who name climate change as a top issue are 15 points more likely to say that they're "extremely likely" to vote in 2024 (72%) than young Americans overall (57%). [[CIRCLE](#), Nov. 2023]

Young Americans are largely in the dark about what President Biden has done on climate and the environment, and assume he's done little.

- Only 36% of young Americans aged 18-34 believe that the Biden administration has done at least "some" to address climate change, and just 8% believe that the administration has done "a lot" on the issue. [[LCV](#), Nov. 2023]
 - Among young Democrats, less than half (47%) say that the Biden administration has done "some" (39%) or "a lot" (8%) to address climate change.
- Young Americans aged 18-34 are twice as likely to say that the Biden administration should be doing more to address climate change (52%) than to say that the administration should be doing less (26%). [[LCV](#), Nov. 2023]
- Just 18% of young Americans aged 18-34 say that they have heard "a lot" about the Biden administration's efforts to address climate change, while half (50%) have heard at least "some." [[LCV](#), Nov. 2023]
- Only 24% of young Americans aged 18-34 say that the Biden administration is doing an "excellent" or "good" job in combating climate change, while most (59%) say that the administration is doing a "not so good" or "poor" job. [[LCV](#), Nov. 2023]

Despite low awareness of Biden's climate record, young voters overwhelmingly prefer his climate change approach to Trump's.

- Young voters aged 18-34 are twice as likely to say that Biden's approach on climate change better represents their preferences (60%) than to say that Trump's approach better represents their preferences (30%). [[Climate Power + Data for Progress](#), Mar. 2024]

Hearing about Biden's climate and environmental accomplishments has a big impact on young Americans' views of him.

- After reading about some of the Biden administration's climate accomplishments, young Americans aged 18-34 shift 22 points in their job rating of him - from 33 points net negative (32% positive / 65% negative) to 12 points net negative (43% positive / 55%). [[LCV](#), Nov. 2023]

- While young voters aged 18-34 are mixed in their approval of President Biden’s handling of climate change and the environment (52% approve / 42% disapprove, +10), they overwhelmingly approve of his handling of these issues (69% approve / 26% disapprove, +43) after reading about his administration’s major climate and environmental actions. [[Climate Power + Data for Progress](#), Mar. 2024]

Young voters respond particularly strongly to hearing that the Biden administration “passed the most ambitious climate plan in history” and reduced water pollution.

- In a poll of persuadable young voters aged 18-39 in battleground states (excluding those who voted for Trump in 2020), young voters selected the following four accomplishments as the Biden administration’s “most important” actions on climate change: [[LCV Victory Fund + Climate Power](#), Oct. 2023]
 - Passed the most ambitious climate plan in history, which will cut approximately 1 billion tons of carbon pollution by 2030
 - Passed the most ambitious climate plan in history, which will cut pollution that causes climate change in half by 2030
 - Passed laws to reduce pollution in our water by replacing lead pipes and removing cancer-causing “forever chemicals” from water
 - Passed a plan to triple the production of clean energy, which will make it more affordable to families and is projected to save \$38 billion in Americans’ electricity
- Young voters aged 18-34 overwhelmingly support a range of actions that the Biden administration has taken to reduce pollution, with particularly strong support for the administration’s actions to clean up drinking water and reduce air pollution from heavy-duty vehicles: [[Climate Power + Data for Progress](#), Mar. 2024]
 - Setting a national drinking water standard to limit the amount of forever chemicals, like PFAS, in the drinking water supply - 76% support, 49% support “strongly”
 - Developing rules to reduce air pollution from new models of heavy-duty vehicles, like delivery trucks, buses, and semi-trucks - 74% support, 50% support “strongly”

Messaging

Climate messaging resonates more with young Americans when it is tied to the cost of living.

- In a national poll of young Americans aged 18-29, a message focused on extreme weather rated as the most convincing rationale for climate action. Messages focused on costs and energy security were also effective. [[Climate Action Campaign](#), Jan. 2024]

[Extreme Weather] *“Climate change is already causing more extreme heat, wildfires, droughts, and flooding. This extreme weather will only grow worse until we treat climate change as the existential crisis that it is and take urgent action.”*

[Costs] *“The rising cost of living is making it harder for people to make ends meet. By switching America to wind and solar power we can address climate change and lower energy costs, which will help with the cost of living.”*

[Energy Security] *“Gas prices spike every time there’s a war where our oil comes from. By using more American-made clean energy, we can combat climate change and reduce our dependence on foreign oil.”*

- In a test of climate-related messages about President Biden with persuadable young voters in battleground states, young voters chose the following cost-focused message as the single most convincing: [[LCV Victory Fund + Climate Power](#), Oct. 2023]

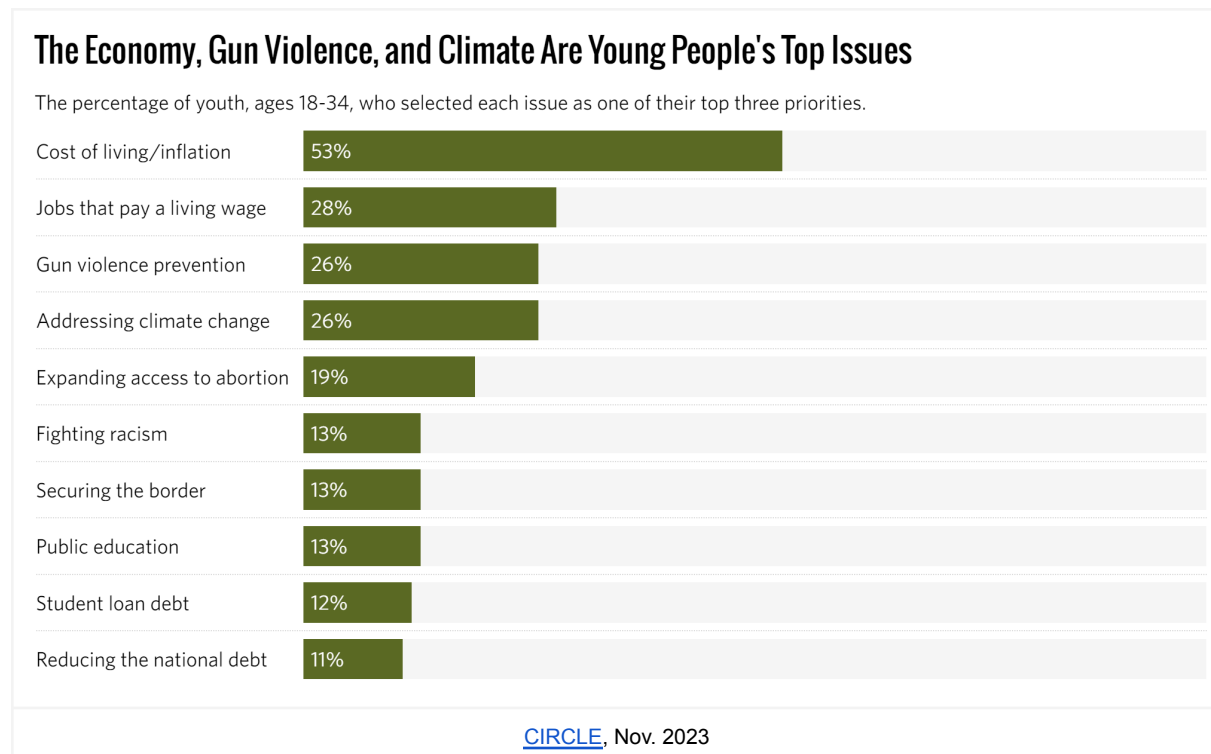
[Costs/Options] *“Joe Biden understands that the rising cost of living is a burden for many young Americans and is taking action to make it easier for them to afford healthcare, a college education, and clean energy. While clean energy is our future, it is not within everyone's reach today. That's why Biden is investing in it--to lower costs so it's truly affordable. He's making sure that switching to clean energy is a real choice for those who want it, and not a luxury only available to the wealthy.”*

Charts

2023 Global Warming Views Among U.S. Subgroups

	Effects have already begun	Due mainly to effects of pollution from human activities	Will pose a serious threat in your lifetime	Worry a great deal
	%	%	%	%
U.S. adults	60	62	46	39
Gender				
Men	54	56	40	33
Women	64	68	52	44
Age				
18 to 34	59	72	59	49
35 to 54	63	65	55	36
55+	58	54	31	36

[Gallup](#), Mar. 2023

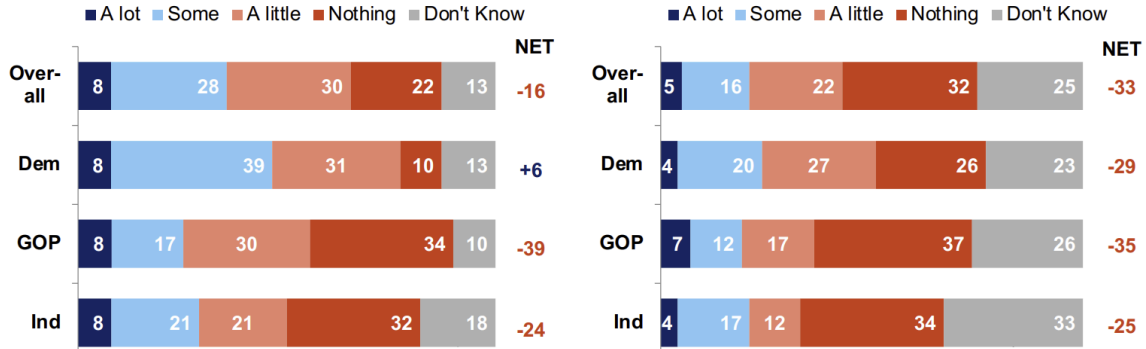


Majorities say Biden has done nothing or only a little to address climate change and hold oil and gas accountable.

Young people are more likely to say Biden has taken action on climate than on oil and gas.

From what you know, how much has the Biden Administration done to **address climate change**?

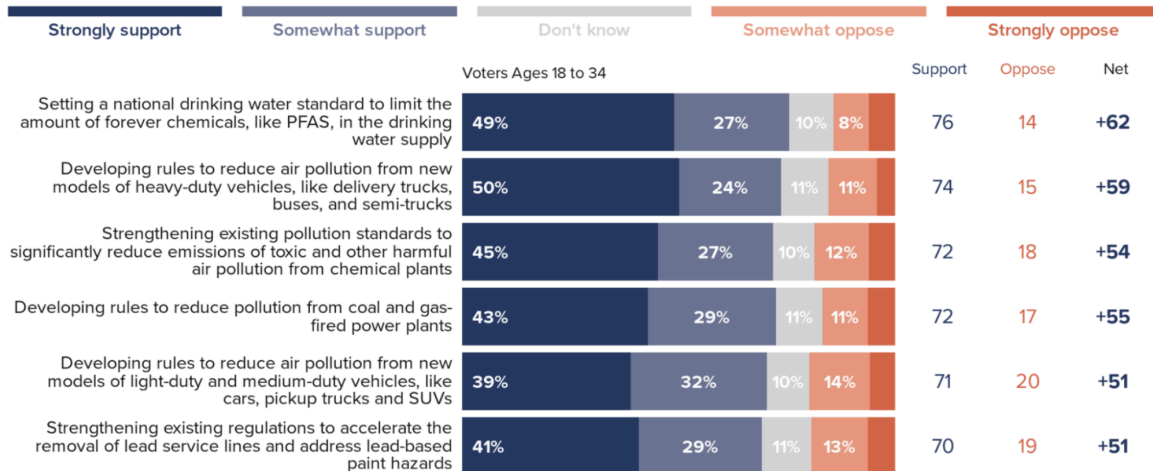
From what you know, how much has the Biden Administration done to **hold oil and gas companies accountable**?



LCV, Oct. 2023

Young Voters Strongly Support Proposed Pollution Reduction Rules Under the Biden Administration

For each of the following actions taken under the Biden administration, please say whether you support or oppose the action:



Climate Power + Data for Progress, Mar. 2024

Additional Resources

[Young Voters View Significant Climate Contrasts Between Biden and Trump](#)

Climate Power + Data for Progress, Mar. 2024

[MEMO: The Climate Contrast Young Voters Need to Hear](#)

Climate Power + Data for Progress, Mar. 2024

[The Most Effective Climate Change Messaging with Americans Under 30](#)

Climate Action Campaign, Feb. 2024

[Survey of Young Conservatives on Climate Change and Clean Energy](#)

American Conservation Coalition, Jan. 2024

[Poll of Youth on Climate](#)

LCV, Nov. 2023

[Youth and the 2024 Election: Likely to Vote and Ready to Drive Action on Key Political Issues](#)

CIRCLE, Nov. 2023

[Young Voters' Attitudes About Climate Change Policy and Biden](#)

LCV Victory Fund + Climate Power, Oct. 2023

[How Americans View Future Harms From Climate Change in Their Community and Around the U.S.](#)

Pew, Oct. 2023

[What the Data Says About Americans' Views of Climate Change](#)

Pew, Aug. 2023

[Majorities of Americans Prioritize Renewable Energy. Back Steps to Address Climate Change](#)

Pew, June 2023

[A Steady Six in 10 Say Global Warming's Effects Have Begun](#)

Gallup, Mar. 2023