



CITIZEN DATA

# **Climate Change Concern & Impacts on Voters' Economic Decisions**

September, 2024



# CITIZEN DATA

Citizen empowers change-makers with the actionable data and tools to transcend differences, improve lives, and drive real impact for a stronger, more responsive democracy.

We're building a platform for the long-term with partners who benefit from an open ecosystem of best-in-class analytics, strategy, messaging, and organizing support.

# Key Takeaways: July 2024 Poll Insights



## **Voters Consider Climate in Financial Decisions**

*A significant portion of voters are factoring climate change impacts into their major financial decisions.*

## **Concerned Americans Are Planning to Vote**

*The clear link between concerned Americans and those who are planning to vote in the 2024 election.*

## **Opportunity for Education & Mobilization**

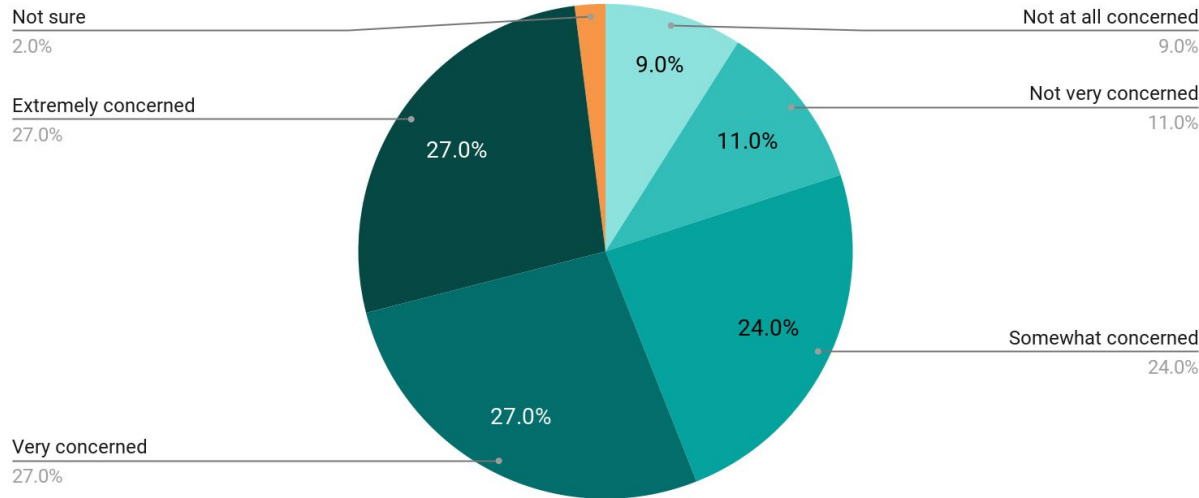
*These insights lay the groundwork for understanding the intersection of climate concern and voter behavior.*

*Further research can 1) explore nuances within voter segments, 2) analyze demographic factors influencing climate attitudes, and 3) test bipartisan messaging strategies to maximize climate-focused voter engagement and policy support.*

# Majority of Americans Are Concerned About Climate Change's Impacts



To what degree, if any, are you concerned about how climate change is impacting weather severity?



**78%**  
*of voters are indicating high levels of concern.*

*Compared to the 20% who are indicating little to no concern.*



# 7 out of 10

*voters are reported concern when asked about  
the **economic consequences** of the impacts of  
climate change*

# A Demographic Snapshot of Who Is Generally and Economically Concerned



**Generally concerned** refers to respondents who are **somewhat to extremely concerned** about climate change's impact.

**Economically concerned** refers to respondents' who indicated **"yes"** when asked about their concern for the **economic consequences** of climate change's impacts.



**Most generally and economically concerned**

**Gender Lean** Male

**Ideological Lean** Democrat

**Typical Education** Less than Bach

**Primary Generation** Boomer

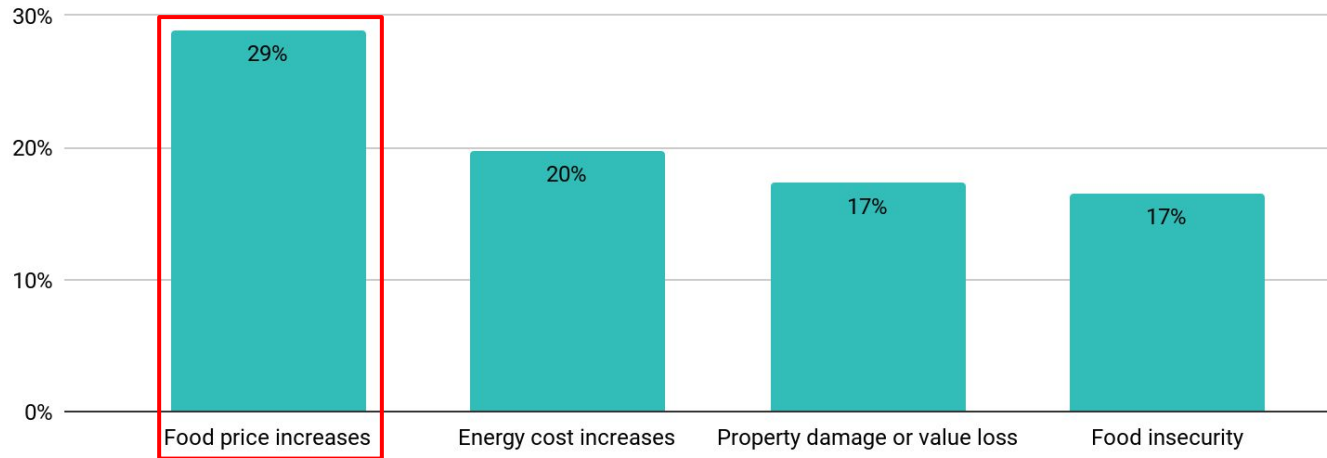
**2024 Planned Vote** Very Likely

# Increasing Food Prices Tops List of Climate-Related Financial Concerns



## Top 4 Climate Change Economic Impact Concerns

Which of the following most concerns you about the economic consequences of climate change and its impact on weather severity?

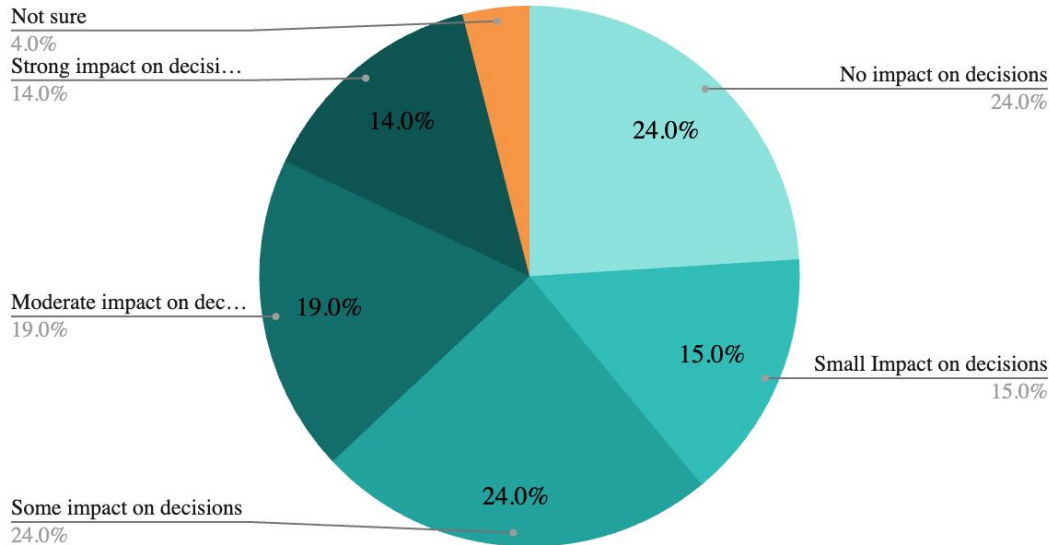


*Rising food prices, part of the broader inflation trend, emerge as the most tangible and widespread climate-related financial concern across demographic groups. This reflects how the everyday impact of climate change intersects with current economic pressures.*

# Majority of Americans Are Considering Climate Change's Impacts When Making Financial Decisions



To what extent, if at all, do the consequences of climate change and its impact on weather severity affect your major financial decisions (e.g., where to live, job choices, large purchases)?



## More than half of voters.

*Indicate that the consequences of weather severity have had some to a strong impact on their financial decisions.*

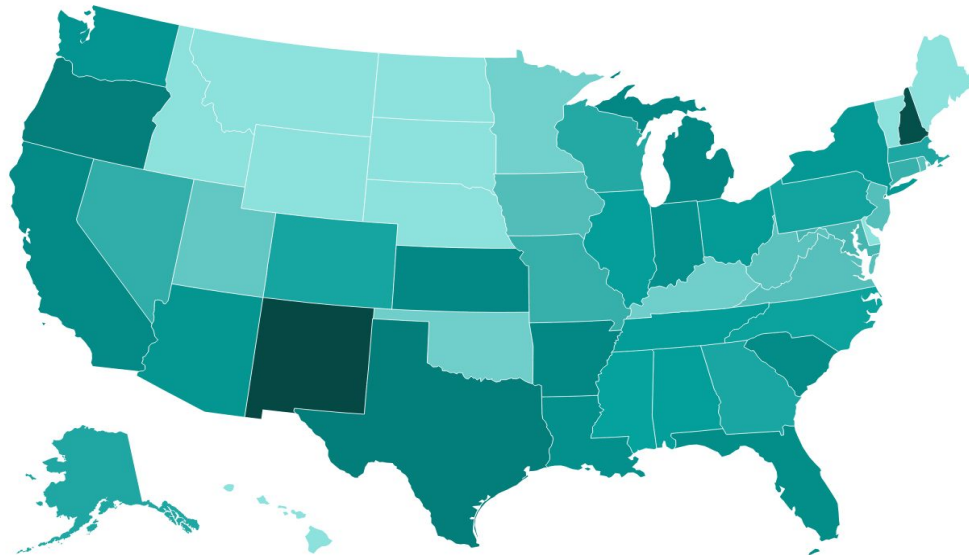


# Where Voters' Are More Likely To Be Influenced by Climate Change Effects



"To what extent, if at all, do the consequences of climate change and its impact on weather severity affect your major financial decisions (e.g., where to live, job choices, large purchases)?"

Percent of Decisions Affected  
by Climate Change



*Unsurprisingly, residents also report climate having an increased impact in Gulf Coast states including Florida, Louisiana, and Texas, which are often affected by extreme weather events.*

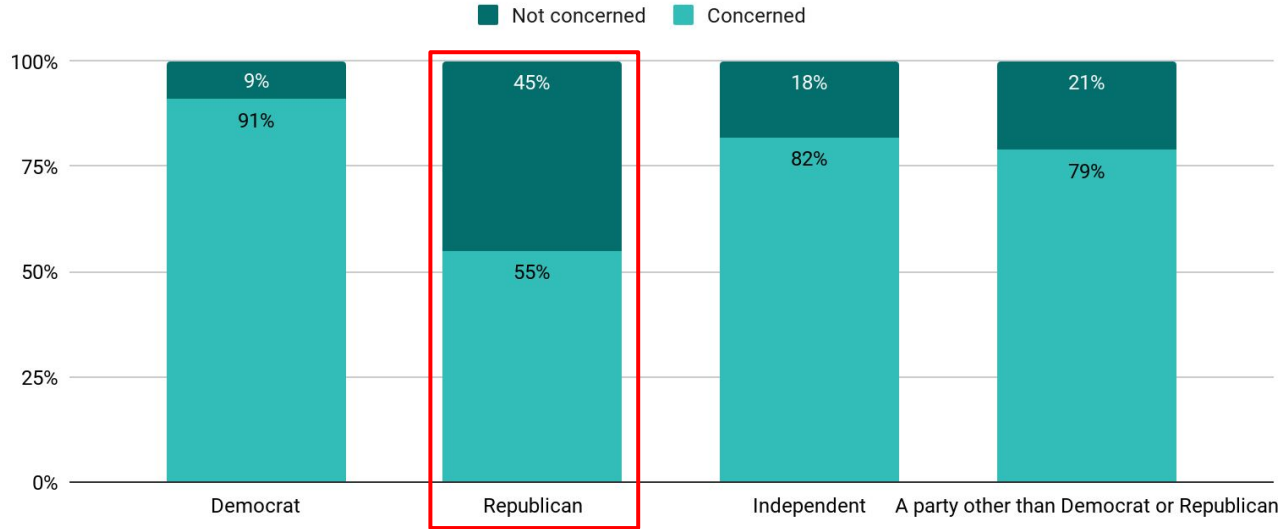
*Emerging patterns of concern in non-coastal states have been observed, though additional research is necessary to validate these trends.*

*Note: Due to smaller sample sizes in less populated states, these are suggestive trends and need to be validated by large-scale findings.  
Source: Citizen Data survey from 7/19/24 - 7/23/24 among a random sample of 1,004 registered voters with a +/- 3% margin of error.*



# Ideological Perspectives on the Economic Impact of Climate Change Consequences

Are you concerned about the economic consequences of climate change and its impact on weather severity?



*Within the Republican party, Hispanic voters and women express higher levels of concern about climate change consequences, presenting a potential opportunity for targeted outreach and mobilization efforts.*

Note: "Not sure" respondents removed from analysis.

Source: Citizen Data survey from 7/19/24 - 7/23/24 among a random sample of 1,004 registered voters with a +/- 3% margin of error.

# Concerned Voters & Political Ideology



	Generally Concerned	Generally Unconcerned	Economically Concerned	Economically Unconcerned
<b>Democrat</b>	93%	7%	84%	16%
<b>Republican</b>	39%	61%	73%	27%
<b>Independent</b>	79%	21%	49%	51%

**Opportunity to Mobilize**  
 61% of generally unconcerned voters are Republican: This significant portion of the electorate can be engaged around key issues, potentially shifting support.

**Opportunity to Educate**  
 73% of economically unconcerned voters are Republican: Targeted campaigns linking climate change to economic impacts could sway these voters.

Note: "Somewhat concerned" and "Not Sure" for general concern not included in analysis, n = 358 for Harris and n = 260 for Trump  
 Source: Citizen Data survey from 7/19/24 - 7/23/24 among a random sample of 1,004 registered voters with a +/- 3% margin of error.



# Top Economic Concerns by Political Ideology

Which of the following most concerns you about the economic consequences of climate change and its impact on weather severity?

Democrat Top 3 Concerns	Republican Top 3 Concerns	Independent Top 3 Concerns	A Party Other than Democrat or Republican Top 3 Concerns
Energy Cost Increases (22%)	Food Price Increases (33%)	Food Price Increases (37%)	Energy Cost Increases (57%)
Food Price Increases (21%)	Energy Cost Increases (23%)	Food Insecurity (18%)	Property Damage or Value Loss (25%)
Property Damage or Value Loss (19%)	Property Damage or Value Loss (13%)	Property Damage or Value Loss (17%)	Food Insecurity (19%)

Source: Citizen Data survey from 7/19/24 - 7/23/24 among a random sample of 1,004 registered voters with a +/- 3% margin of error.



## Concerned vs. Non-Concerned Americans on Key Democracy Indicators

*Compared to their non-concerned counterparts, concerned Americans report:*

- *Willing to reduce division (16 points higher)*
- *Planning to vote in the 2024 general election (17 points higher)*
- *Trusting the 2024 election results (41 points higher)*
- *Feeling confident that their local vote will be counted accurately (44 points higher)*

# Summary



## **MAJORITY OF VOTERS CONCERNED ABOUT THE ECONOMIC IMPACT OF CLIMATE CHANGE**

Americans are showing concern about climate change consequences on the economy, and while the level of concern varies, this issue transcends party lines.

## **OVER HALF OF VOTERS SAY IT AFFECTS THEIR MAJOR FINANCIAL CHOICES**

Americans are considering the consequences of climate change while making major economic decisions, like where to live or what career to pursue.

## **THE MOST PRESSING FINANCIAL CONCERN IS RISING FOOD COSTS**

When considering the potential impacts, increasing food prices emerged as the primary climate-related financial concern for Americans across the political spectrum.

# Thank you!

Founded in 2019, Citizen Data is a nonpartisan public benefit corporation that provides data, insights, and tools to social impact organizations as they advance meaningful change for Americans.



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