



# Youth Views On Climate And The Environment

National Survey of N=1200 adults 18-30, plus  
oversampling to achieve N=1000 In 15 Key  
Congressional Districts (January 5 - 11, 2022)



# Methodology

- A survey of N=1,200 adults 18-30 nationally, plus oversampling to achieve N=1,000 in 15 key congressional districts\* was conducted January 5-11, 2022 and was weighted to nationally representative demographics for age, gender, race, educational attainment, and region. The margin of error is +/- 2.1% for this survey.

\*The 2013-2023: FL-16, FL-27, LA-06, PA-01, SC-01, WA-05, and WA-08;  
The 2023-2033: AZ-04, CA-40, CO-08, IA-03, MI-03, NE-02, TX-15, and UT-04



# Key Findings

- **Young people are not happy with the current state of the country.** 53% say it is on the wrong track, more disapprove than approve of Joe Biden's job performance and handling of the economy, and nearly all politicians we tested have negative net favorables.
- **Majority disapprove of how Republicans are handling climate change, but there is room for growth!** 4 in 10 adults, and 1 in 4 Republicans say the GOP prioritizes climate change “too little”, while under 1 in 10 say “too much”.
- **While only 39% agree with the statement that Republicans do care about climate change, 73% agree that Republicans should care.**



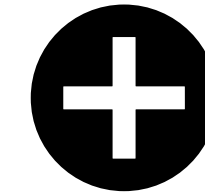
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# Key Findings, cont.

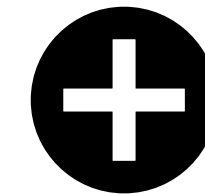
- **Nearly 8 in 10 say planting more trees and restoring natural ecosystems would be effective at combating climate change.** Half of Republicans say planting trees would be very effective.
- **Solar and wind are viewed favorably by 18-30-year olds, with 75% saying investing in and building more solar and wind plants would be an effective way to combat climate change.**
- **Growing the economy and protecting the environment at the same time is a winning message.** Over half of both Republicans and Democrats agree that a balance can be struck between the two.
- **Planting more trees (57%), empowering local resilience (53%), and saying humans have caused climate change (51%) are the top messages for getting 18-30-year-olds to consider voting GOP.**
- **Mention innovation, commitment, and global-impact when talking about a common-sense, Republican plan to combat climate change.**

# Building Support For Common Sense Climate Solutions

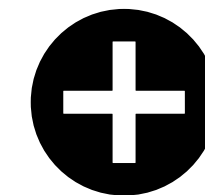
Reject Pessimism, Embrace Optimism



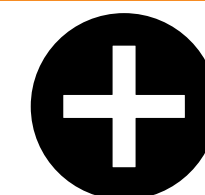
Yes And, Not Rather Than



Focus On Visible Goals



Talk About Human-Caused Climate Change



Take Politics Out Of The Equation



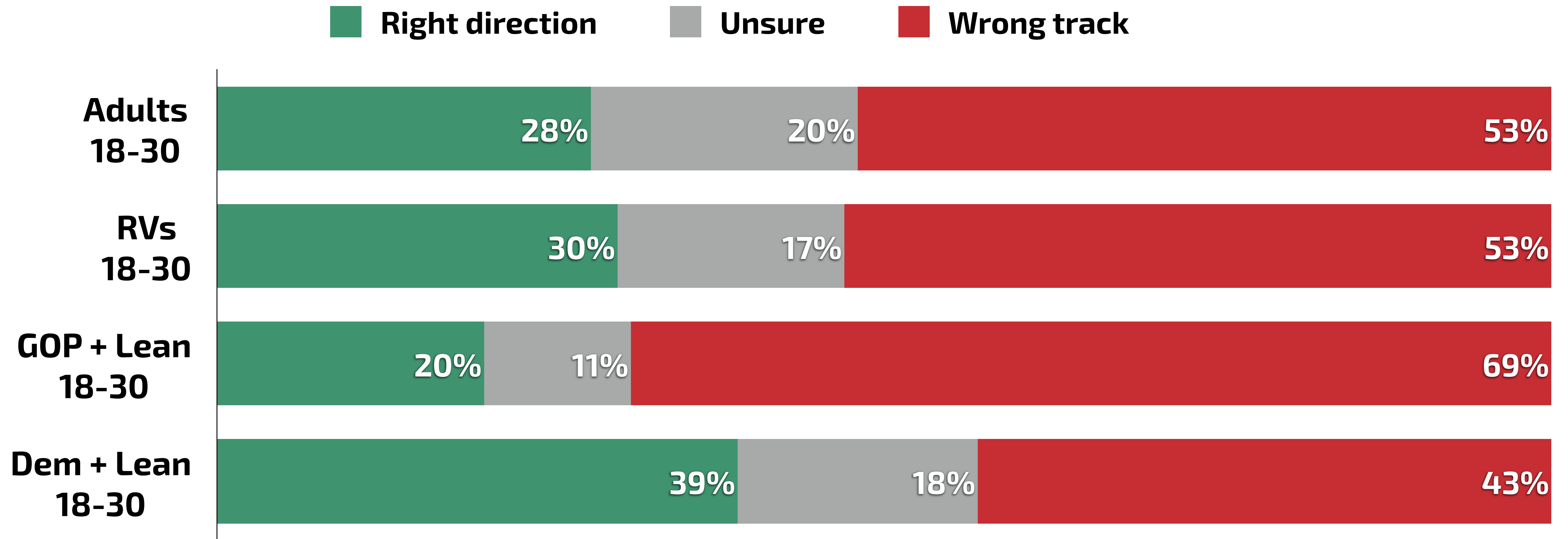
COMMON SENSE CLIMATE SOLUTIONS

# Political Landscape



# Majority Of Adults Under 30 Say Country On Wrong Track

Q. Would you say things in the United States are headed in the right direction, or is the country off on the wrong track?

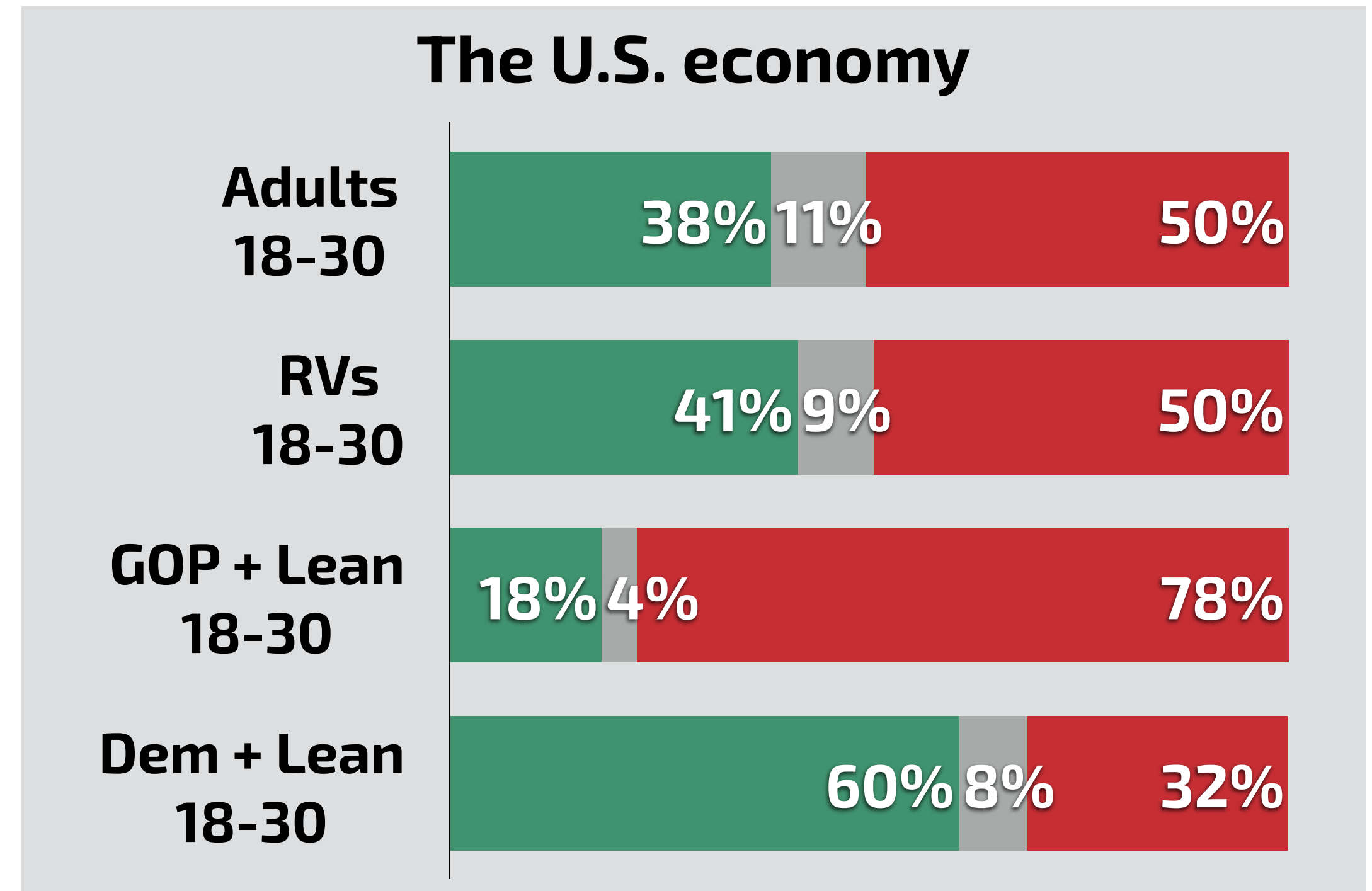
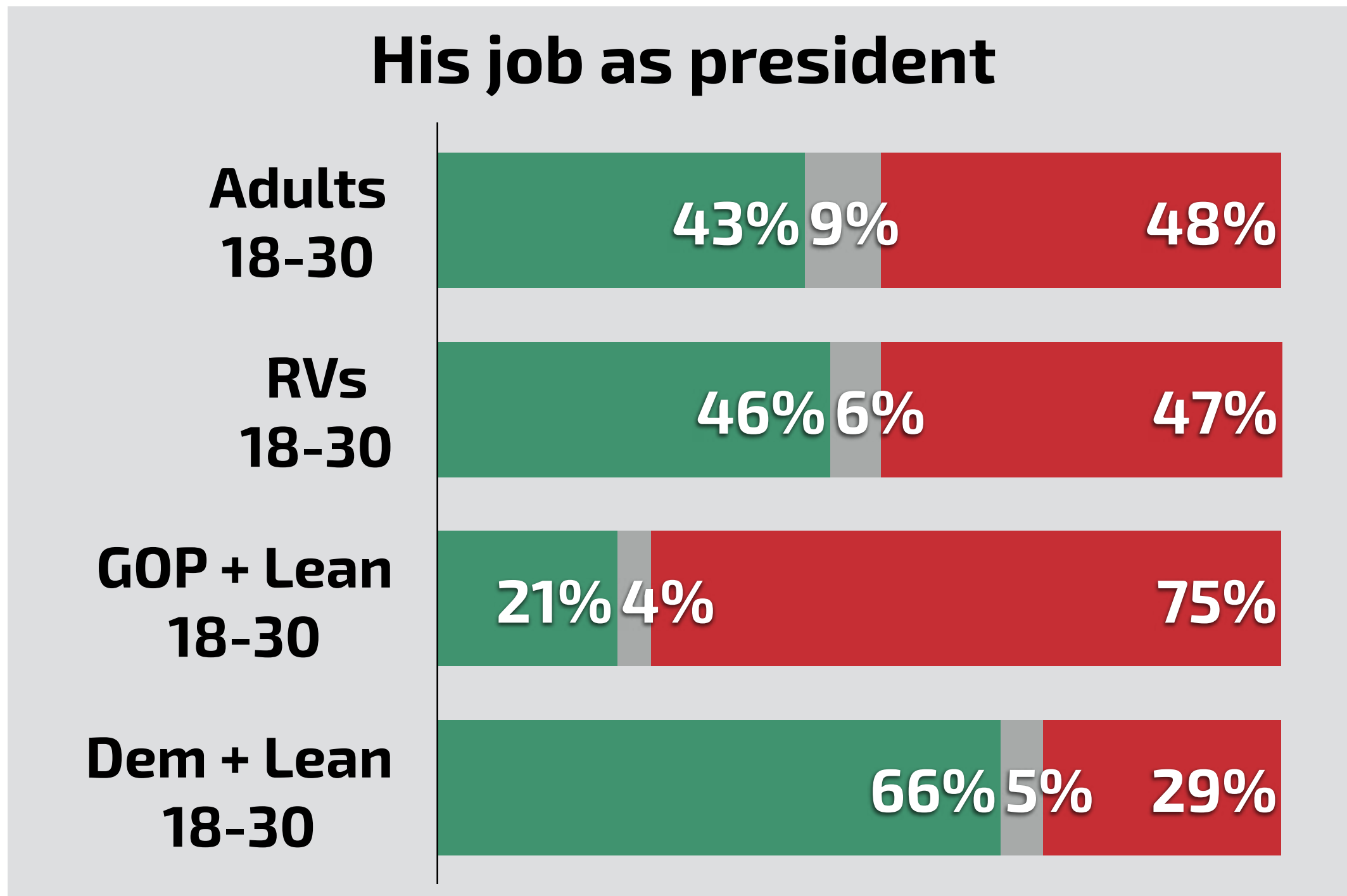


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# Biden Approval Underwater Among Adults Under 30

Q. Do you approve or disapprove of the way Joe Biden is handling...?

■ Strongly / Somewhat Approve   
 ■ Unsure   
 ■ Strongly / Somewhat Disapprove

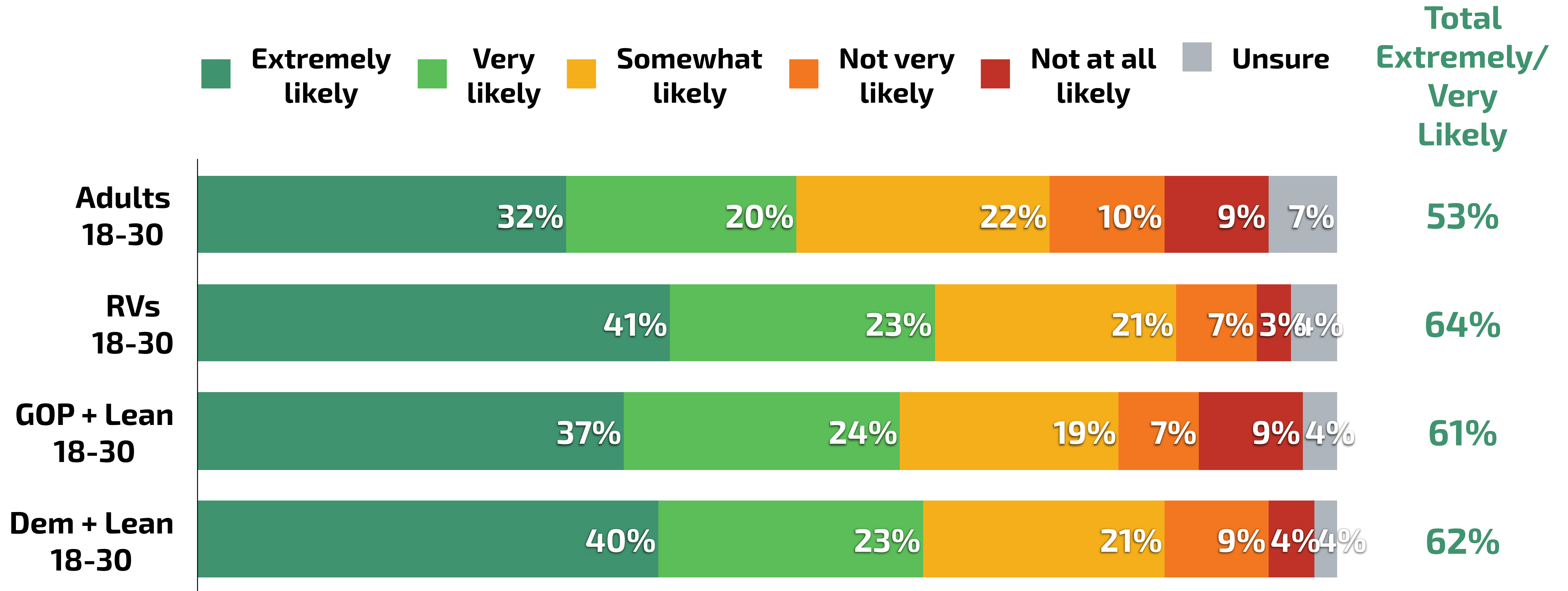


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# Majority Of Young Adults At Least Very Likely To Vote In '22

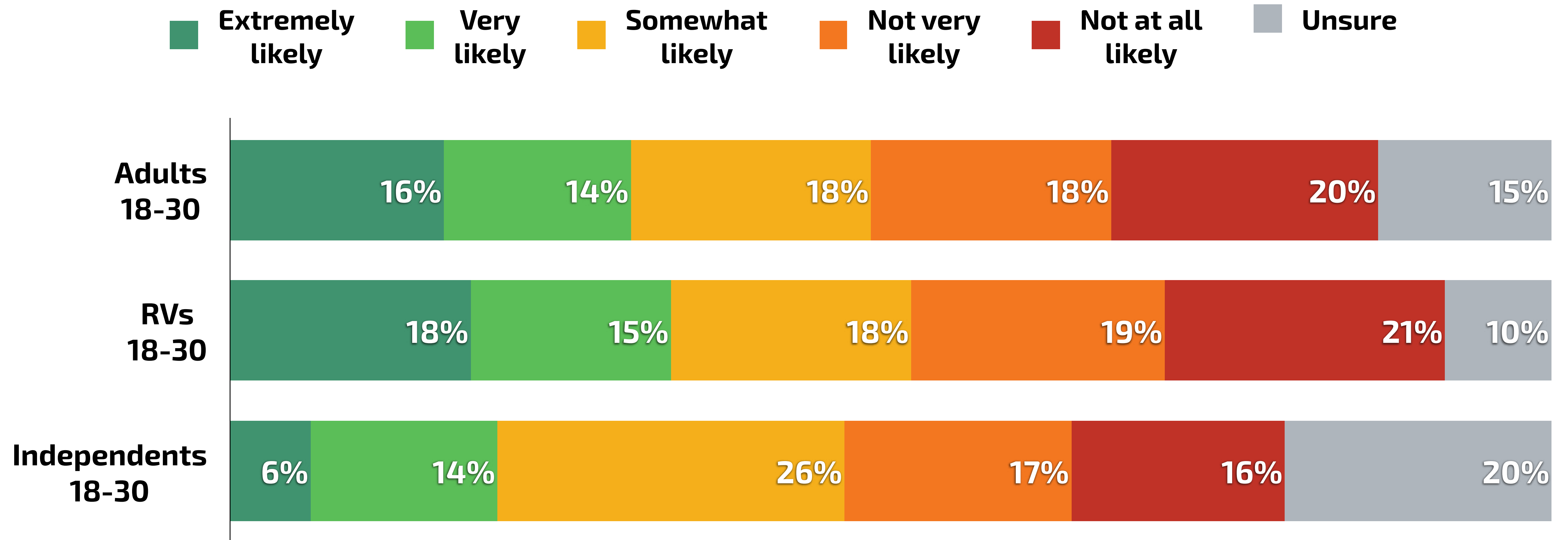
Q. How likely are you to vote in the upcoming 2022 midterm elections?



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# Over Half Of Young Voters Open To Voting GOP

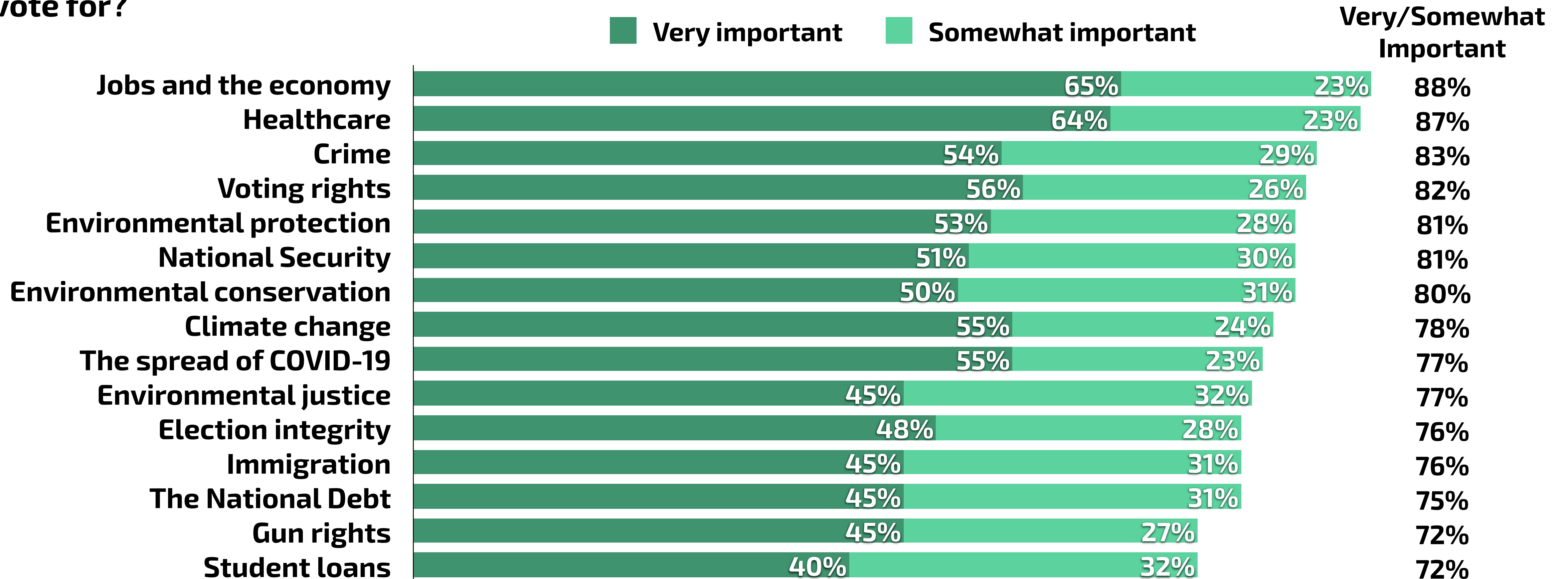
Q. In general, how likely are you to consider voting for a Republican candidate for office?



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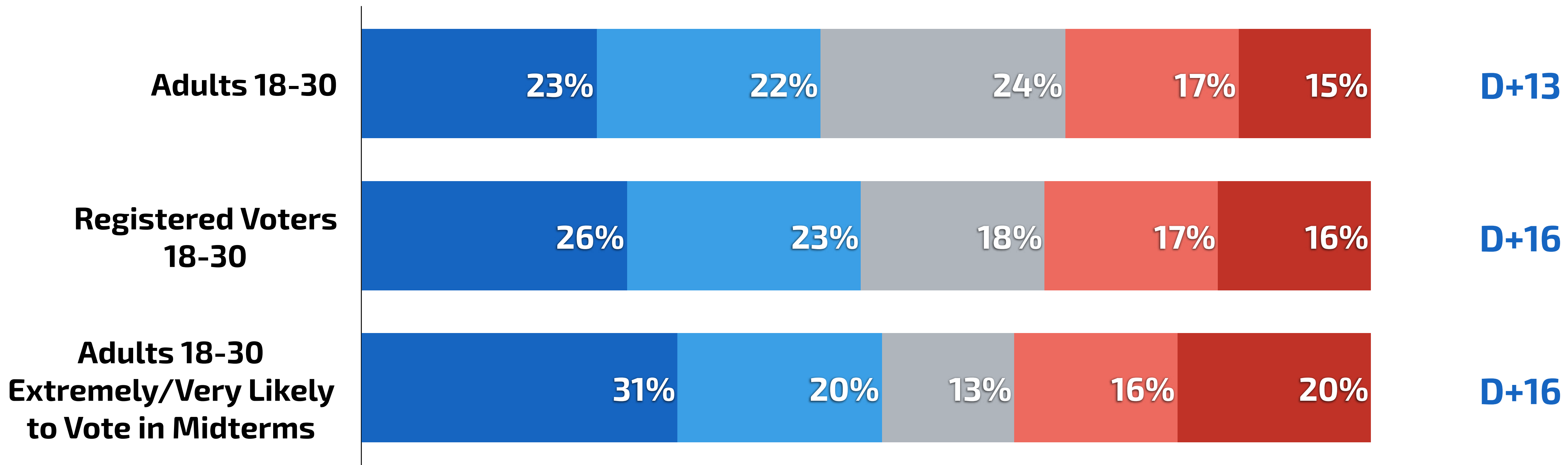
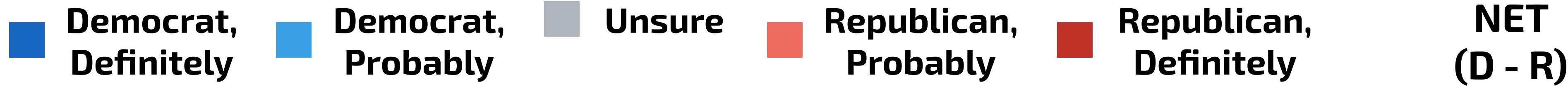
# Jobs, Healthcare Seen As Most Important Issues

Q. How important to you, if at all, are each of the following issues when you are considering who to vote for?



# 1 In 4 Adults Under 30 Unsure Who They Will Vote For In '22

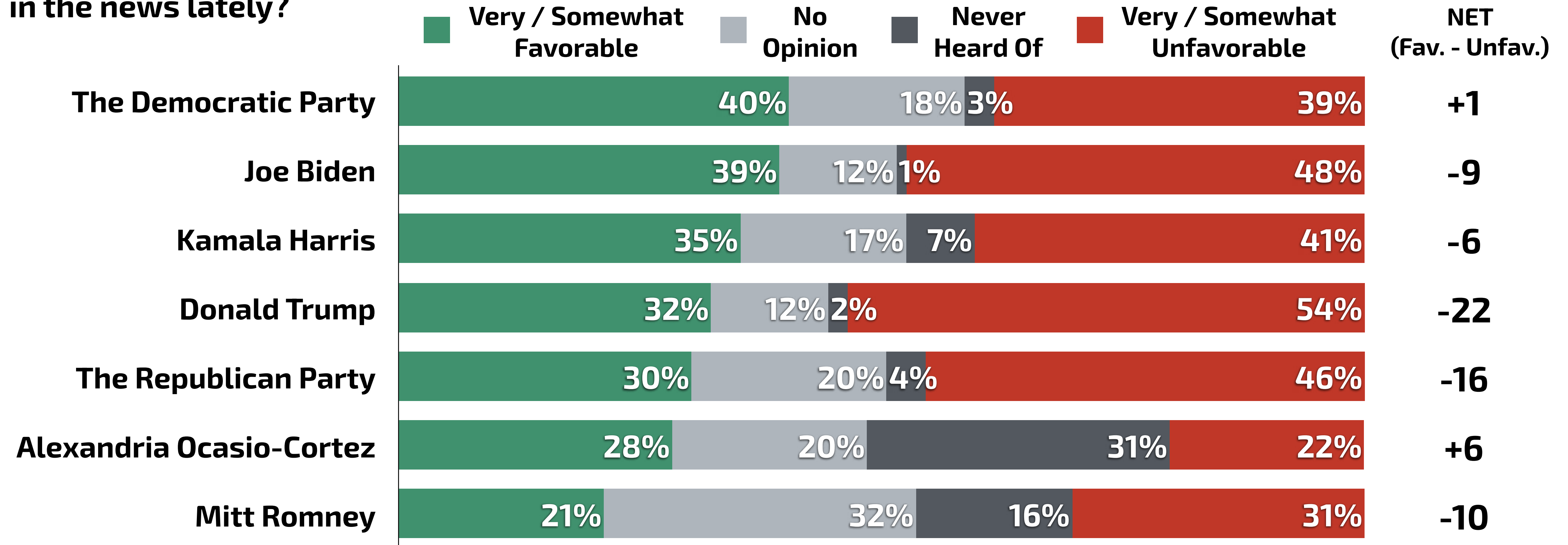
Q. If the election for Congress were held today and you had to make a choice, for whom would you vote?



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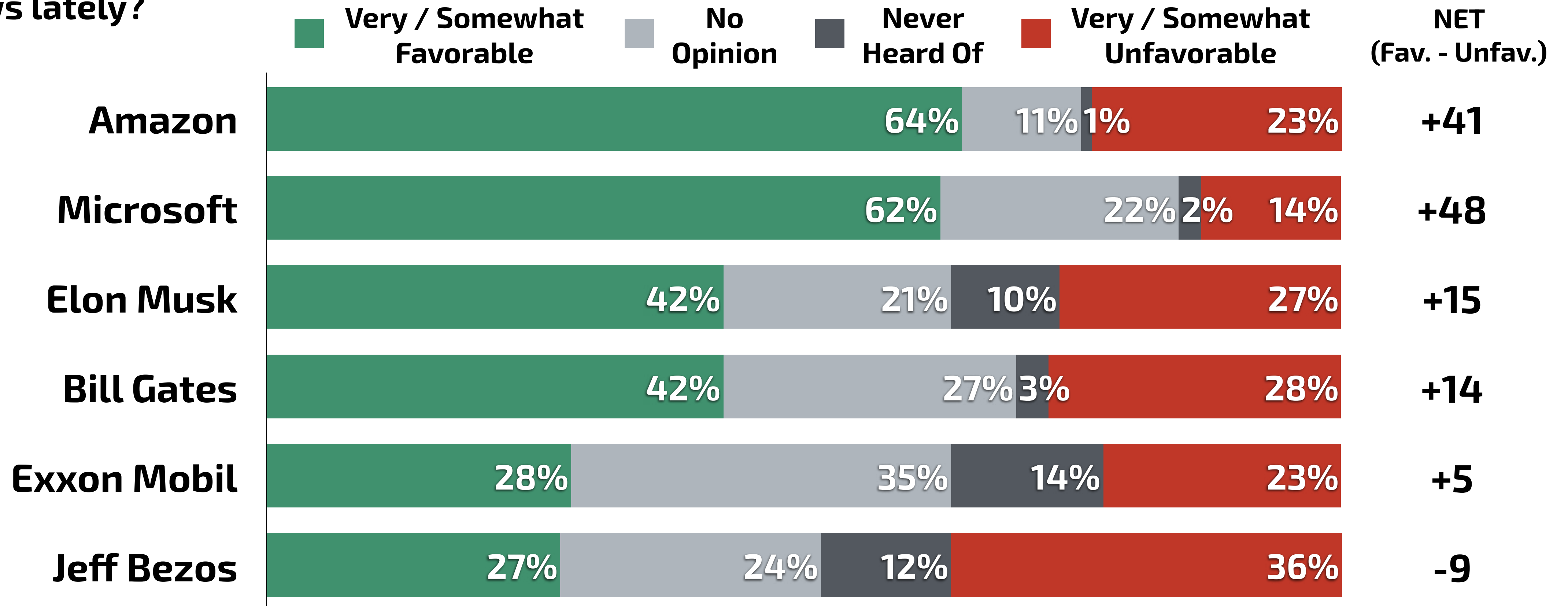
# Political Figures Largely Viewed Unfavorably By Adults Under 30

Q. Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?



# Corporations Viewed More Favorably Than Political Figures

Q. Do you have a favorable or unfavorable view of the following groups or individuals who have been in the news lately?



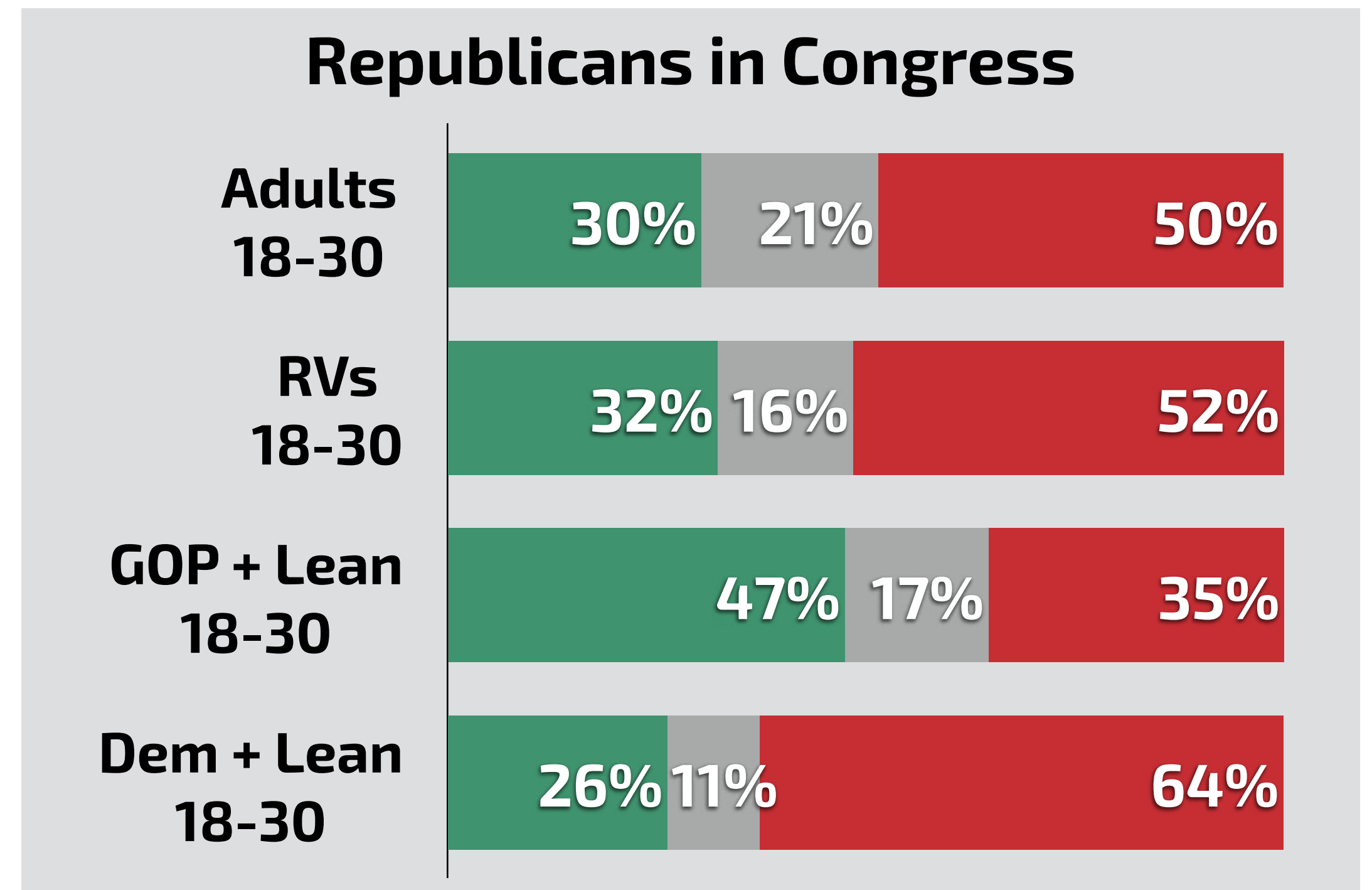
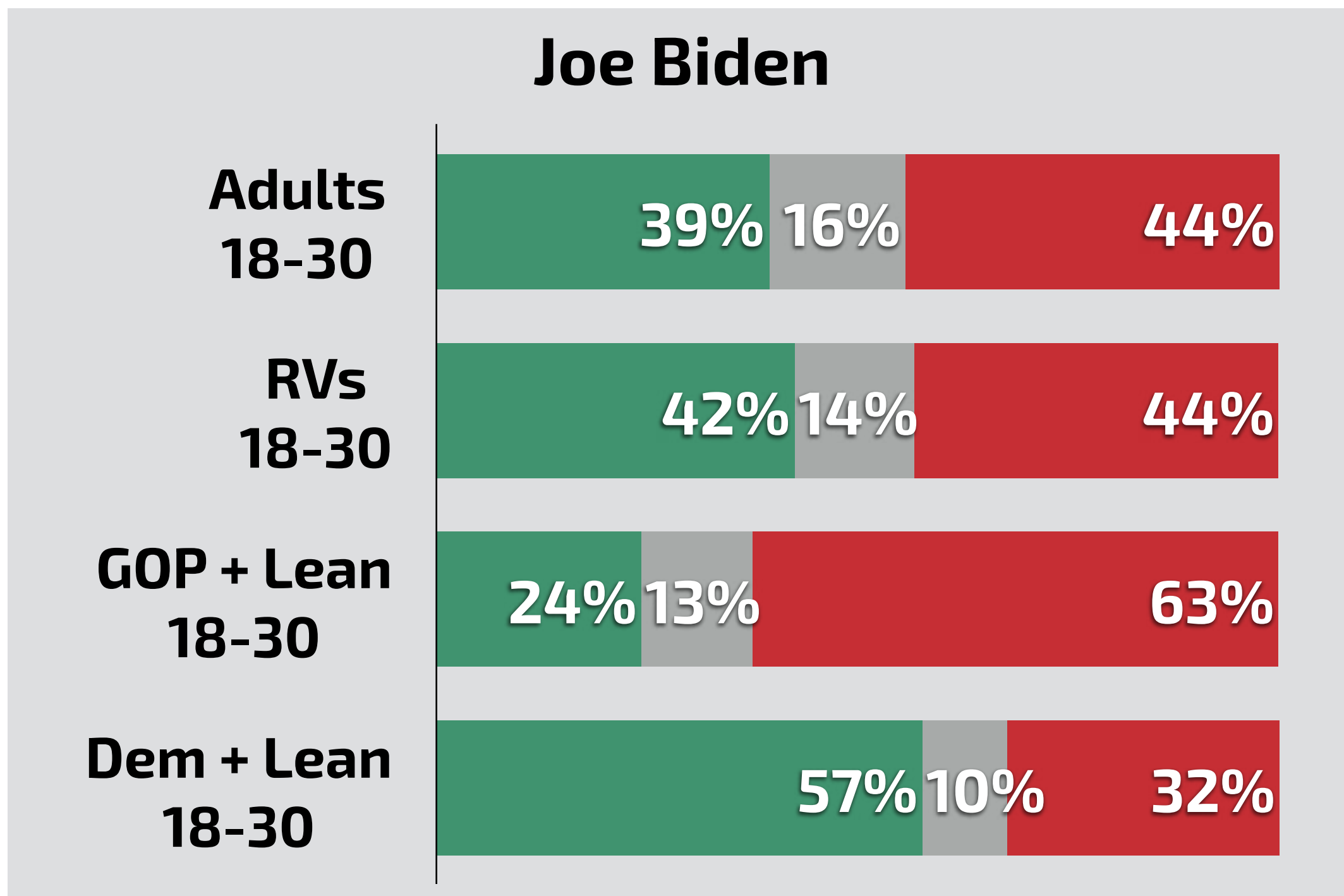
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# Basic Views Of The Environment And Climate Change

# Biden, GOP Underwater Among Adults Under 30 On Climate

Q. Do you approve or disapprove of the way [Joe Biden is/Republicans in Congress are] handling climate change?

■ Strongly / Somewhat Approve   
 ■ Unsure   
 ■ Strongly / Somewhat Disapprove

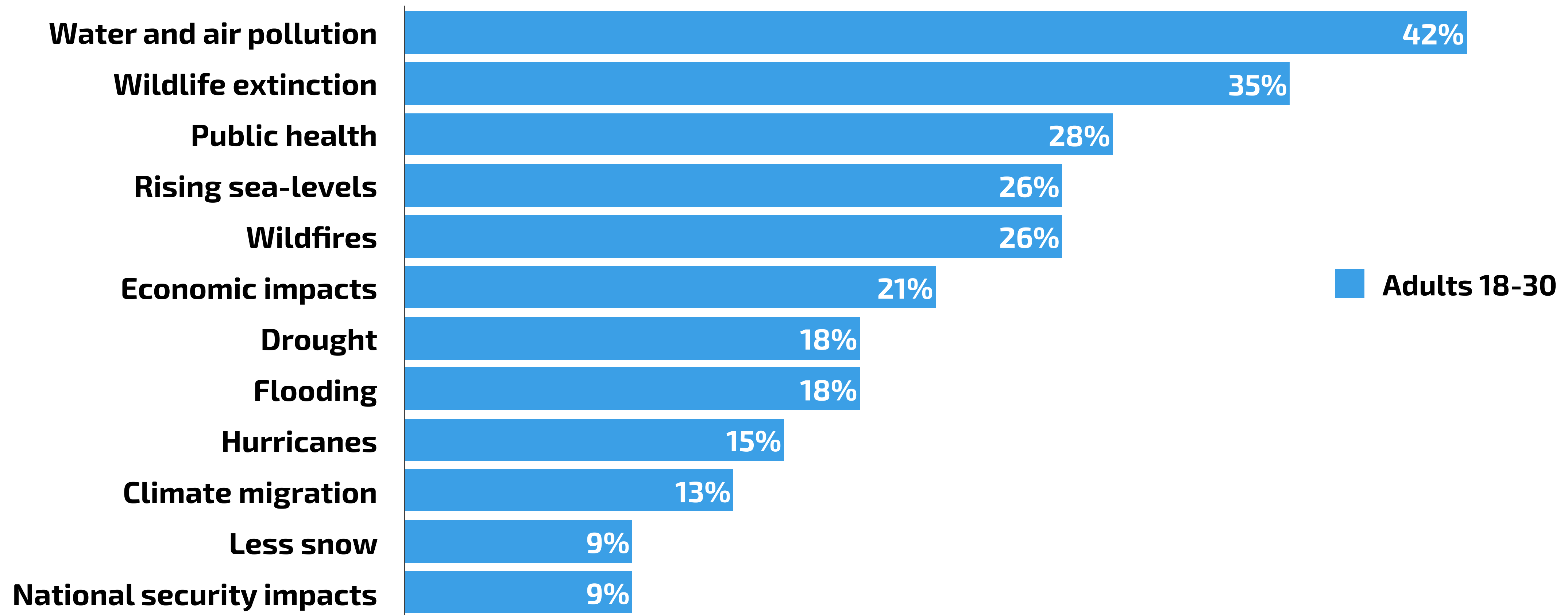


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# Young Adults Most Concerned About Pollution, Wildlife Extinction; National Security Impacts Are Of Low Concern

Q. What effects of climate change are you personally most concerned about? Select up to three.



Note: 1% of Adults 18-30 said Something else;  
6% of Adults 18-30 said None of these.

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# Approaches To Climate Change

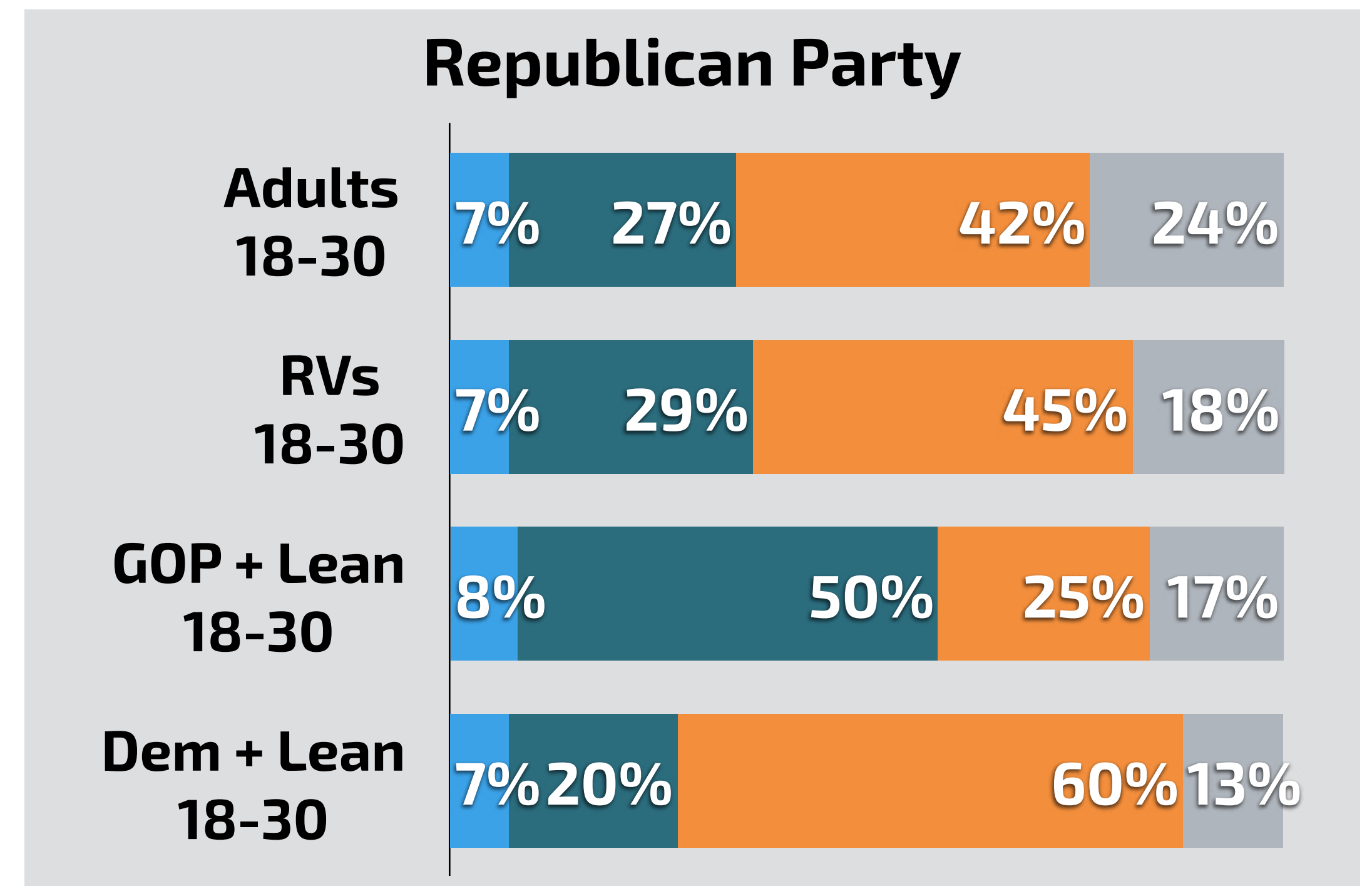
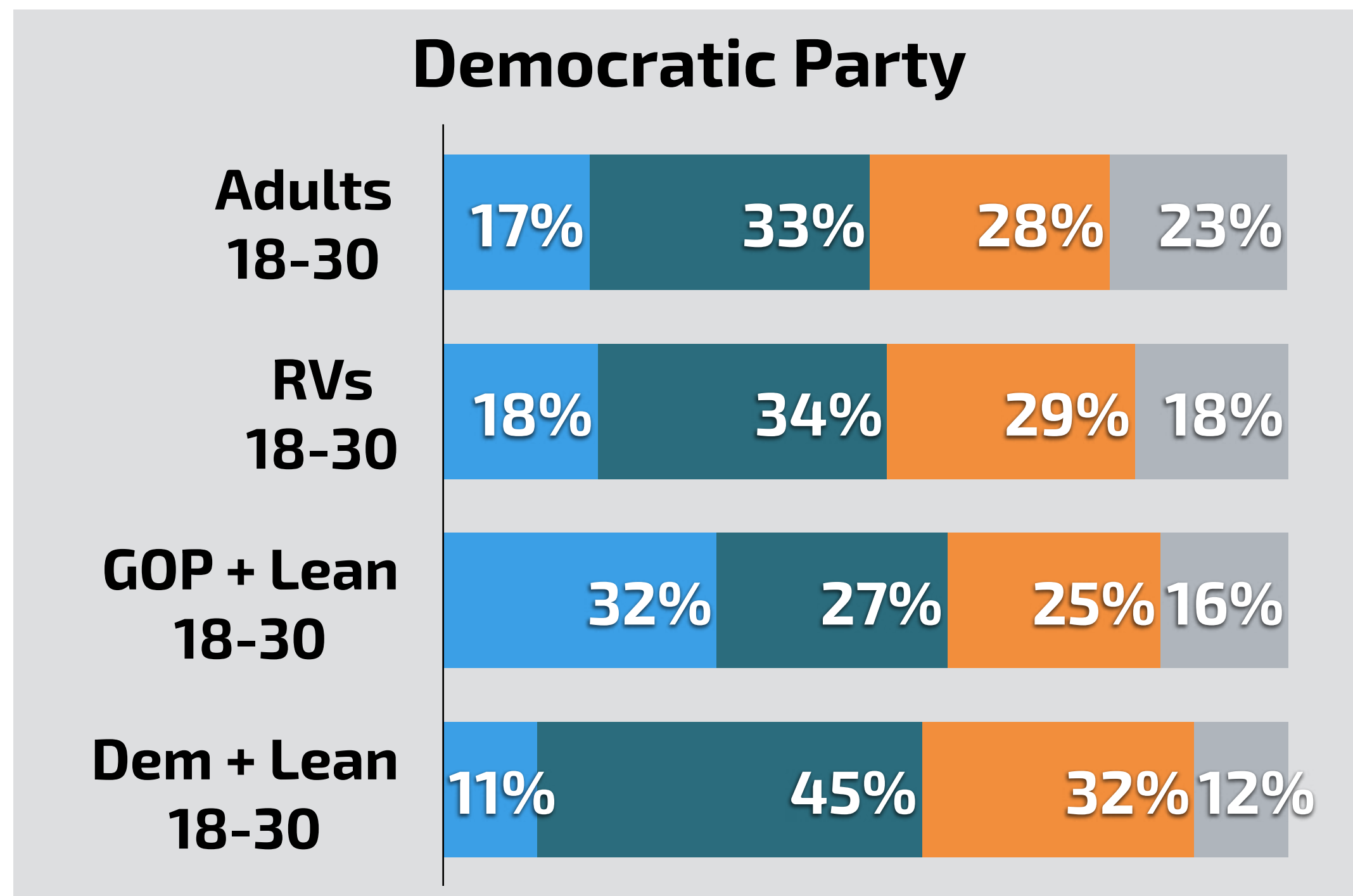


American  
Conservation  
Coalition

# 4 In 10 Overall, 1 In 4 Republicans Say Republican Party Does Not Prioritize Climate Change Enough

Q. In your opinion, does the [Democratic/Republican] Party prioritize climate change...?

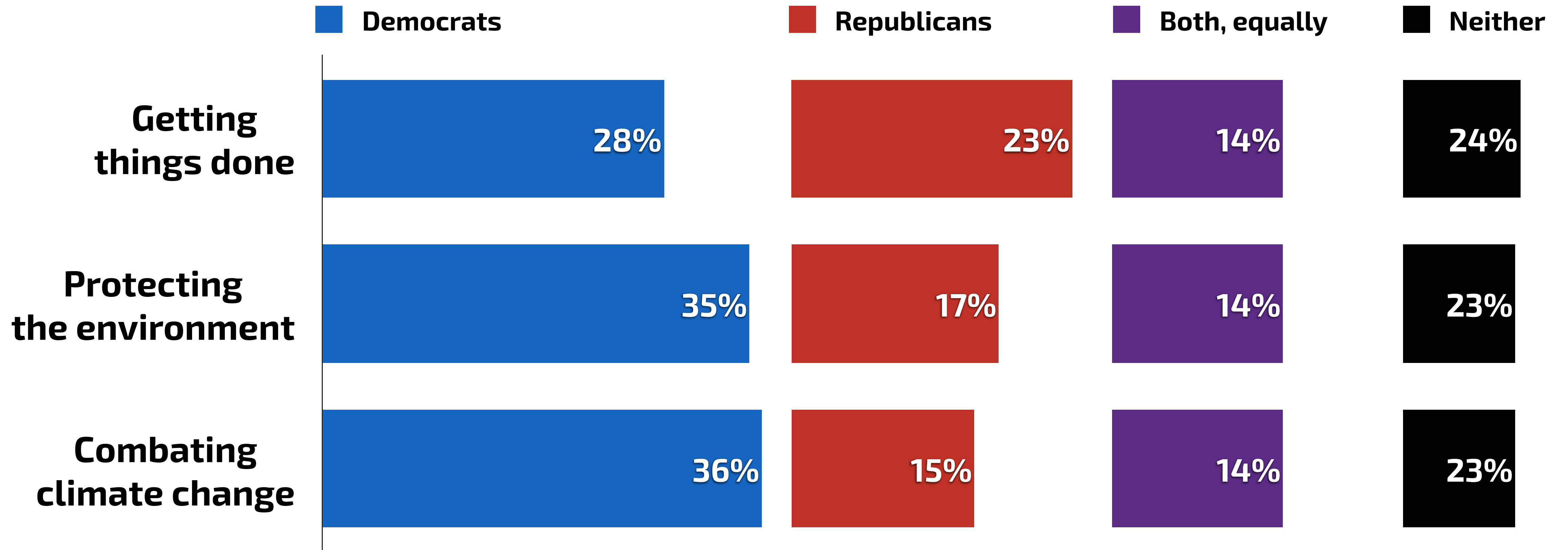
■ Too much    
 ■ Just enough    
 ■ Too little    
 ■ Unsure



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# More Trust Democrats When It Comes To Protecting Environment, Combating Climate Change

Q. Which political party do you trust more when it comes to...?

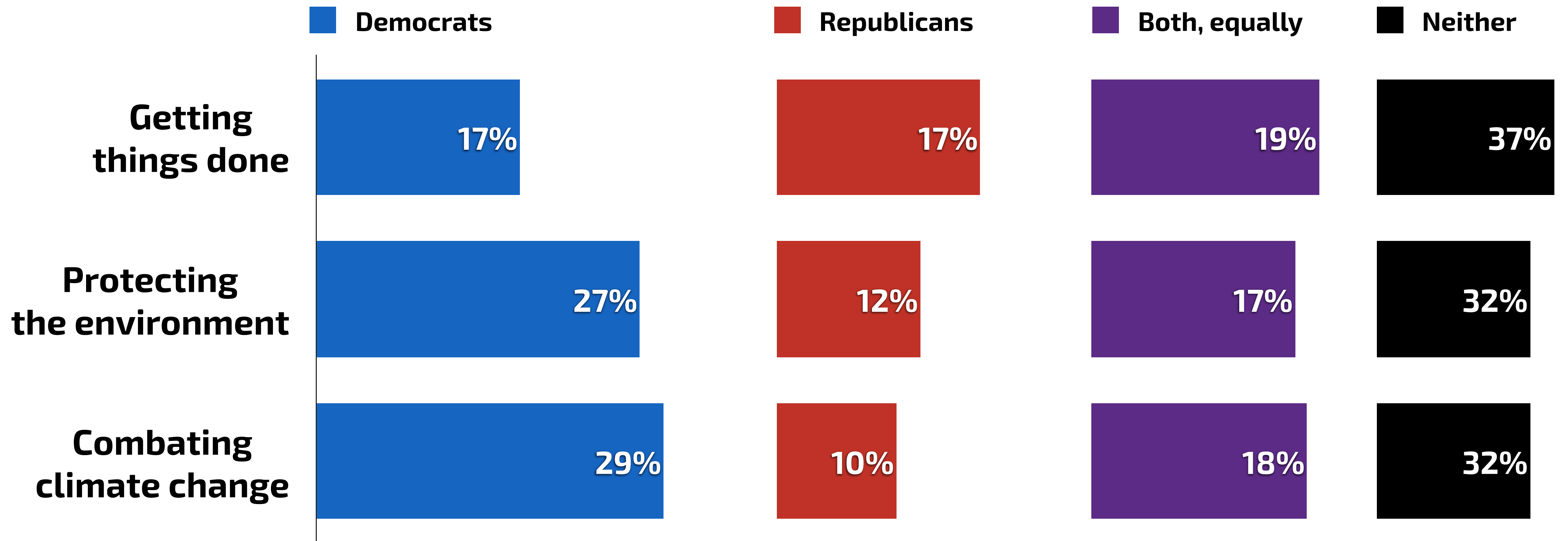


Note: Unsure not shown

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# One Third Of Independents Trust Neither Party On Protecting Environment, Combating Climate Change

Q. Which political party do you trust more when it comes to...? [% Among Independents]



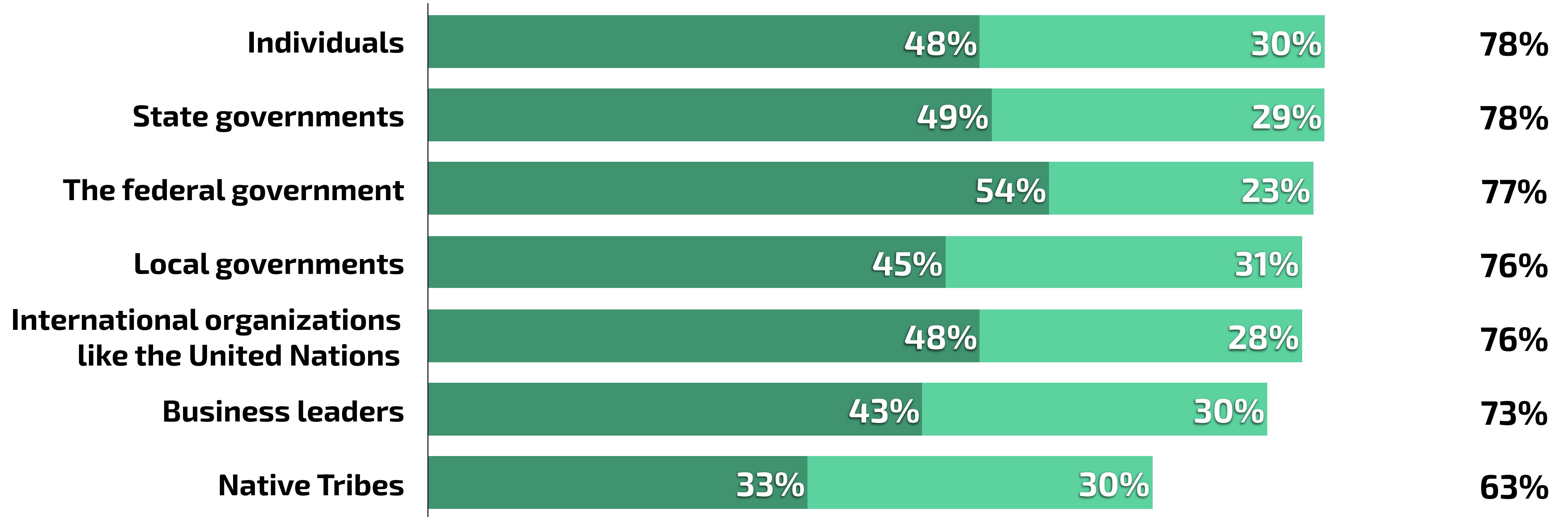
Note: Unsure not shown

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# 8 In 10 Say Individuals Should Play Important Role In Combating Climate Change, Protecting Environment

Q. How important of a role, if at all, should each of the following play in combating climate change and protecting the environment?

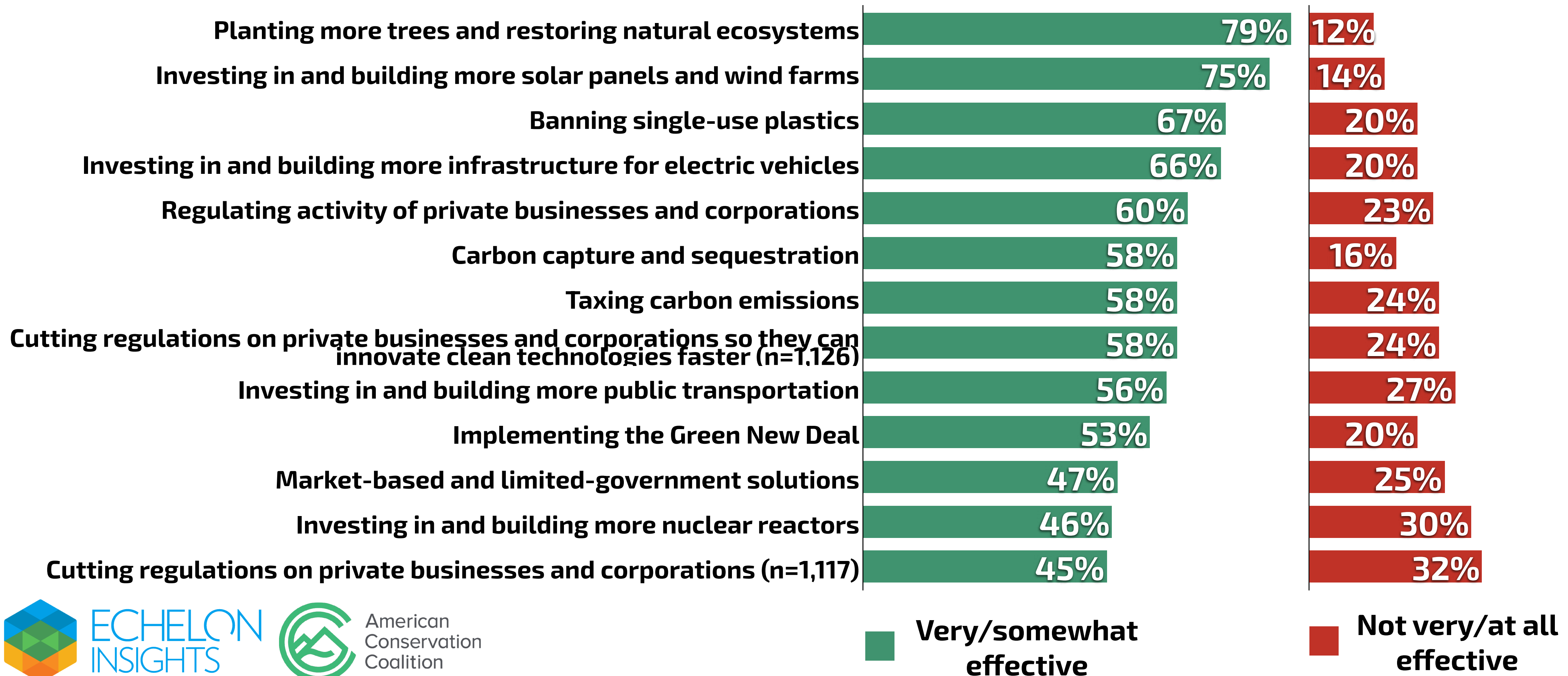
■ Very important role    
 ■ Somewhat important role    
 Very/Somewhat Important Role



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# Planting Trees, Investing In Wind And Solar Seen As Most Effective Climate Policies

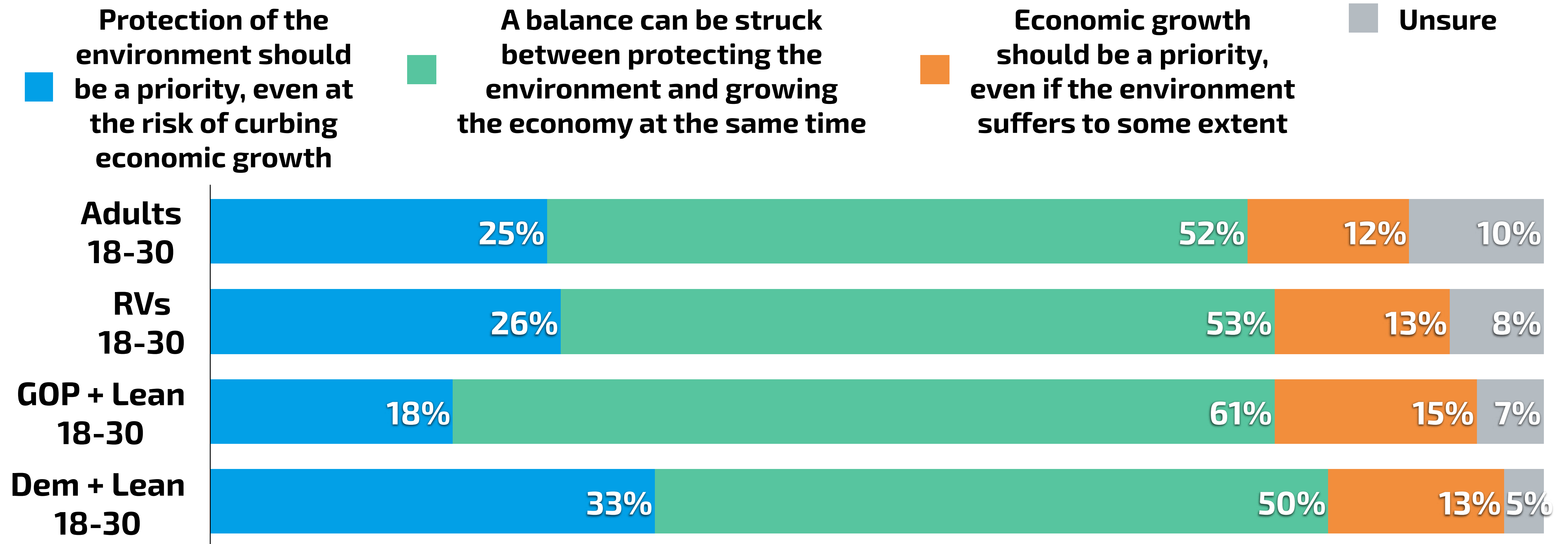
Q. How effective, if at all, do you think each of the following are at combating climate change?



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# Bipartisan Majority Says A Balance Can Be Struck Between Protecting Environment And Growing The Economy

Q. Which of the following comes closest to your view, even if none are exactly right?



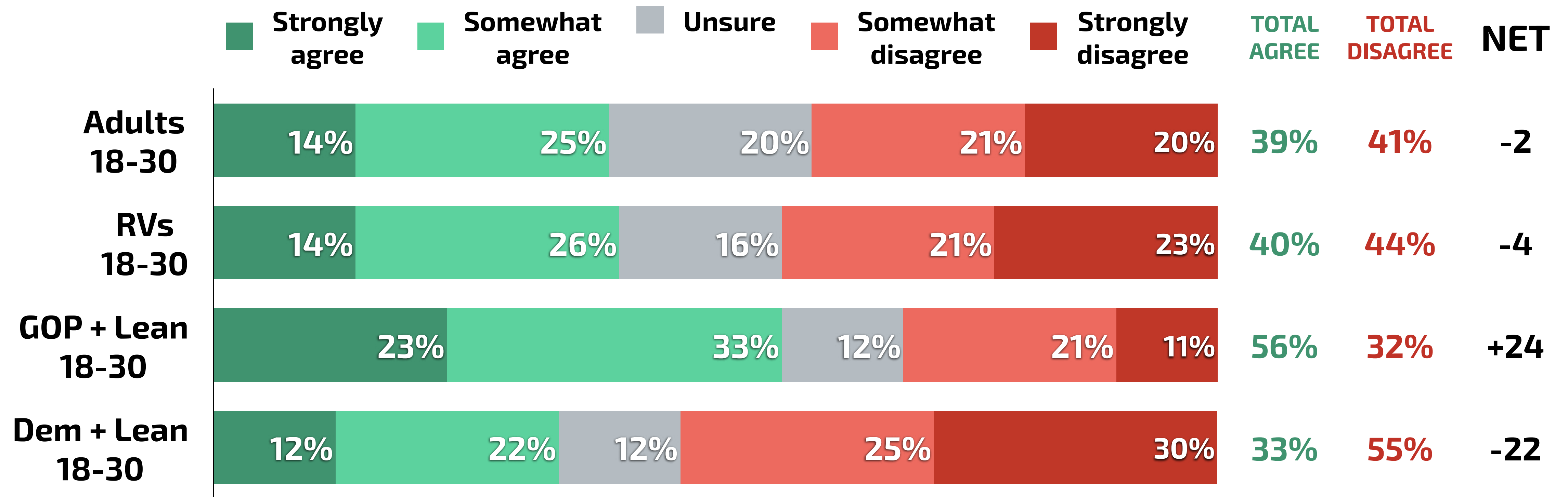
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# Young Adults Split On If GOP Cares About Climate Change...

Q. Do you agree or disagree with the following statement?

Climate change is an issue that Republicans in Congress do care about.

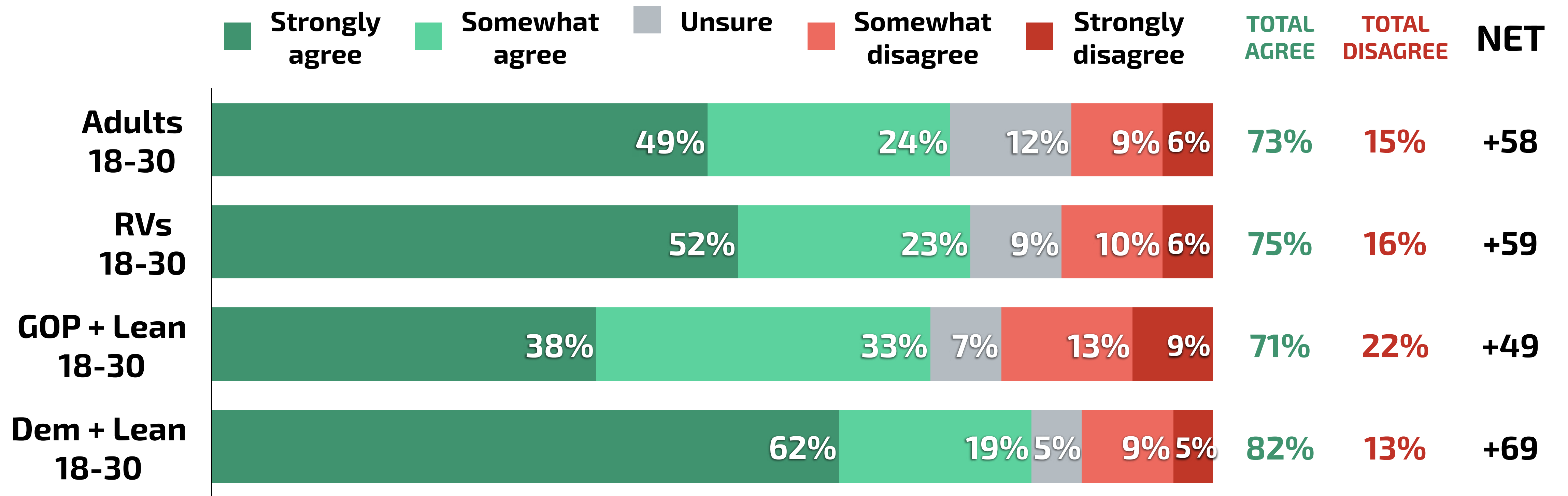


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# ...But Are In Strong Agreement That They Should

Q. Do you agree or disagree with the following statement?

Climate change is an issue that Republicans in Congress should care about.



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# Message Testing: What Should GOP Candidates Say?

In the survey, we asked 18-30 year old adults whether they would be more or less likely to support a Republican candidate for Congress if they said each of the following statements.

**Plant More Trees, Restore Ecosystems**

The United States should plant more trees and restore ecosystems like reefs and wetlands to absorb carbon pollution.

**Empower Local Resilience**

We need to protect American communities from wildfires and sea-level rise. Empowering local communities is the key to creating greater climate resilience.

**Humans Are Causing Climate Change**

Climate change is happening and is caused primarily by human activity.

**Clean Energy For Energy Independence**

Innovating and exporting clean energy technologies is the best way to achieve energy independence, reduce emissions, and keep energy prices affordable.

**Unlock American Resources**

America can't rely on other countries for our energy, natural resources, and technology needs. We need to unlock American resources.

**Cut Regulations To Build Clean Energy**

America's clean energy industry is ready to build. The United States should cut red tape and unnecessary regulations in order to build clean energy infrastructure more quickly.

**The Cleanest Products Are Built In America**

American workers build the best products in the world, under the highest environmental standards, using the most efficient methods. It's time to return manufacturing jobs to the

**Tax Carbon Emissions**

The United States should tax and regulate carbon pollution in order to reduce carbon pollution quicker.



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## Carbon Neutral By 2050

The United States should be carbon neutral by 2050.

## Climate Change Threatens National Security

Climate change is a threat to American national security.

## We Are Stewards Of God's Creations

It is our duty to address climate change as stewards of God's creation.

## Hold China Accountable

China is the #1 polluter in the world. We need to hold the Chinese Communist Party accountable and beat China in the clean energy race.

## Stand With Hunters And Farmers, Return To GOP Roots

Hunters, anglers, farmers, and ranchers are natural conservationists and the conservation of natural resources has historically been a key priority for Republicans.

## America Is Leading In Cutting Emissions

The United States is leading the world in reducing greenhouse gas emissions.

## Climate Change Is Naturally Occurring

Climate change is happening and is caused primarily by natural cycles in the Earth's environment.

## Nuclear Is Safest, Most Reliable Clean Energy

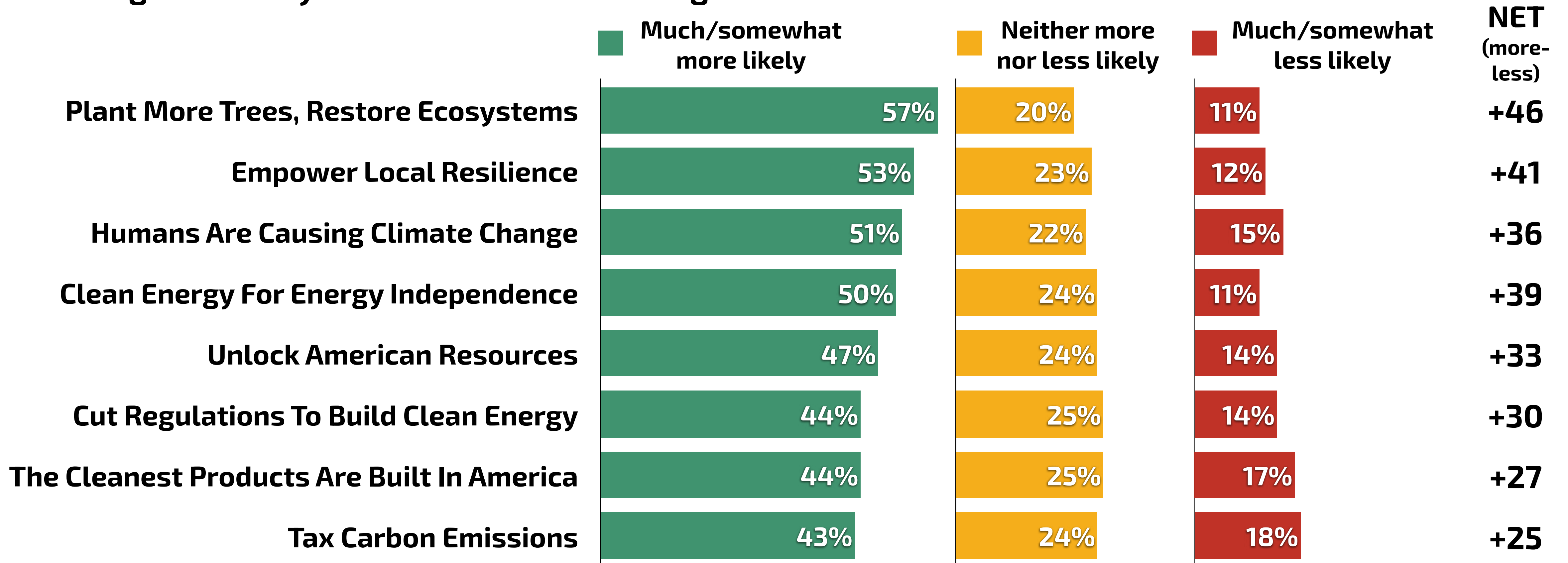
Nuclear energy is the safest and most reliable form of clean energy.



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# Natural, Local, Clean Solutions Move More Adults Toward GOP

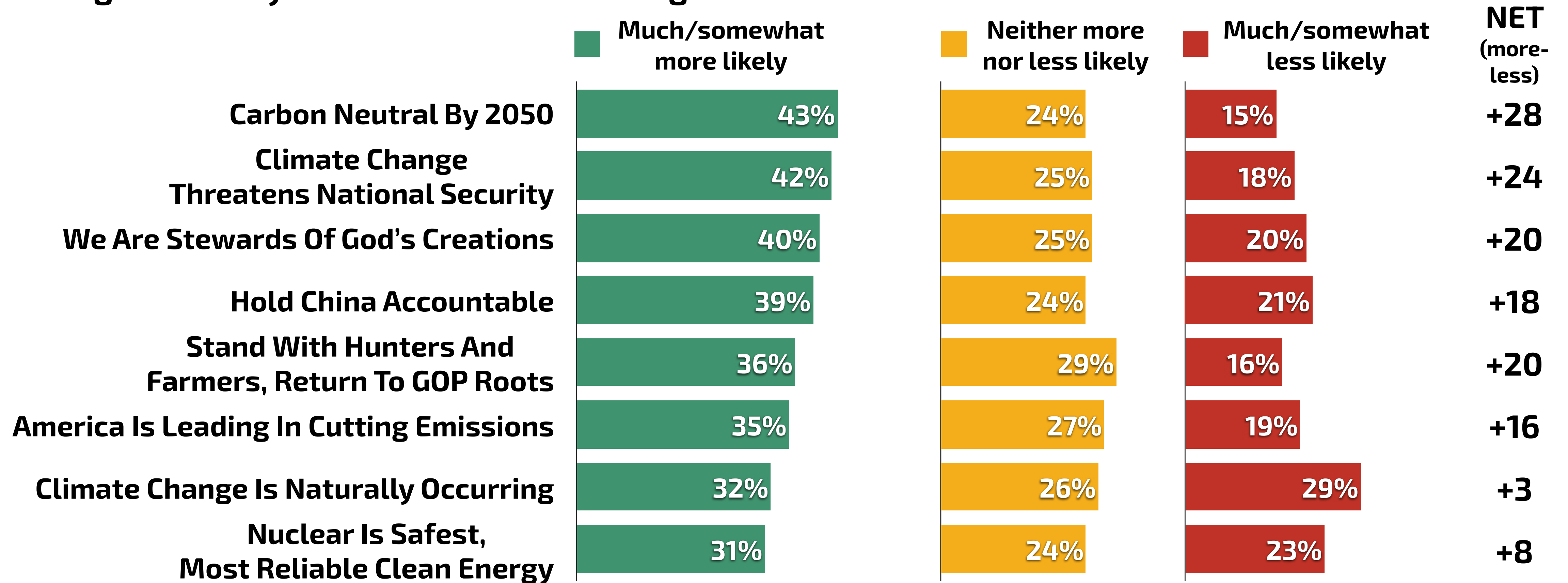
**Q. Please indicate whether you would be more likely or less likely to vote for a Republican candidate for Congress if they said each of the following.**



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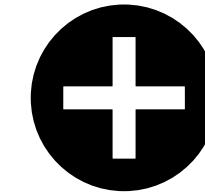
# “Climate Change Is Naturally Occurring” Not A Winning Message

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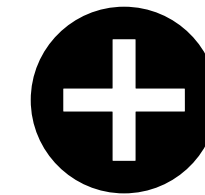


# Building Support For Common Sense Climate Solutions

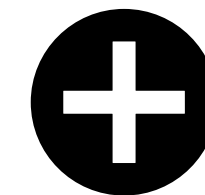
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