

**To:** Interested Parties  
**From:** Global Strategy Group  
**Date:** October 25<sup>th</sup>, 2022  
**Re:** NEW Green 2.0 Nationwide Younger Voter Climate Survey Results

## KEY SURVEY FINDINGS

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- **Younger midterm voters (ages 18-35) are just as hopeful and motivated to get involved with the progress the U.S. is making on climate change as they are anxious and frustrated, though overall midterm voters feel more frustrated by the progress being made. A clear majority of voters believe it is important that the groups and organizations working to address climate change are racially and ethnically diverse – shares are stronger among younger voters.**
- **Outside of inflation, climate change has broken through as a top priority among younger voters; It is now just as important to them as jobs and economic growth and health care – while also nearly as important as abortion.**
- **Younger voters are overwhelmingly concerned by the perceived worsening impacts of climate change – more than four in five are worried about climate change. Younger voters’ sense of urgency to address the issue is even stronger.**
- **Our research finds that climate change alone can decisively influence voters’ choice of candidates at the ballot box this November. Younger voters especially are far more likely to support a candidate for Congress who has “addressing climate change” as one of their top three priorities. Among overall voters, messaging only improves support for such candidates.**

## FOR YOUNGER VOTERS, ADDRESSING CLIMATE CHANGE REQUIRES INCLUSIVENESS AND TRUSTED MESSENGERS

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Younger voters currently feel *hopeful* (27%) and are *motivated to get more involved* (28%) when it comes to the progress the U.S. is making on climate change. They also feel *anxious* (28%) and *frustrated* (29%), though far fewer younger voters express frustration compared to overall likely midterm voters (39%).

Overwhelming majorities of voters believe the groups and organizations working to address climate change should be racially and ethnically diverse, with 68% of voters saying this is important and 35% saying this is *very important*. **Among younger voters, racial and ethnic diversity of these groups is even more important (77% important, 37% very important).**

Younger voters trust the opinions of scientists and those closest to them when it comes to climate change and actions that can be taken to protect the country from its impacts. *Family* (75% trust, 25% distrust) and *Scientists* (73% trust, 27% distrust) are seen as the most trustworthy, while *CEOs and business leaders* (30% trust, 70% distrust) and *celebrities and public figures* (31% trust, 69% distrust) are at a net some of the least trustworthy.

When it comes to climate change, *environmental advocates and organizations* are trusted by almost two-thirds of younger voters (64%). **Moreover, environmental advocates and organizations are the only group tested in our battery of climate entities that a strong majority of younger voters believe are taking their opinions and concerns on climate change into account (68%).** For comparison, by 17% more, younger voters say this of *environmental advocates and organizations* than the next highest-testing group. The following is detailed below:

- Environmental advocates and organizations (68% yes, 23% no)
- Community leaders and organizers (51% yes, 36% no)
- Local politicians (42% yes, 47% no)
- State politicians (40% yes, 44% no)
- Federal politicians (35% yes, 53% no)



a third (36%) of younger voters saying they would be *much more* likely to support such a candidate (net+63, 75% more likely, 12% less likely).

Messaging focused on the impacts of climate change are widely appealing to younger voters. Specifically, messages focused on health and improved air quality through reduced emissions (44% very convincing) and the economic benefits and job growth from transitioning to a low-carbon path (43% very convincing) are the most convincing to younger voters.

Potential negative impacts of not addressing climate change are also very convincing to younger voters, including messages focused on the worsening climate globally and its relation to climate refugees (48% very convincing), the health consequences of climate seen here in the U.S. (45% very convincing), and food supply disruptions (45% very convincing) – which are the most convincing reasons among younger voters to vote for a candidate that supports addressing climate change.

After messaging, while share of younger voters who say they are more likely to support a candidate for Congress who has “addressing climate change” as one of their top three priorities to address once remains steady (74%), those saying they are *much* more likely elected grows marginally (from 36% to 37%). **Among overall voters though, the share who say they are *much* more likely to support such candidates grows by 5% (from 31% to 36%) – making over a third of all voters *much* more likely to support a candidate that prioritizes climate change (36% *much* more likely, 64% more likely).**

All of which demonstrates that candidates who prioritize addressing climate change and make it a top three platform position, stand to benefit from the overwhelming majority of younger voters who find climate-focused agendas very appealing.

#### **ABOUT THE POLL**

*Global Strategy Group conducted a nationwide online survey of 1,000 likely general election voters with oversamples of 100 Black, 100 Hispanic/Latino/Latinx, and 100 Asian and Pacific Islander voters between September 29 and October 4, 2022. The margin of error at the 95% confidence level is +/-3.1%. The margin of error on sub-samples is greater. The survey includes an n172 sample size of voters ages 18 to 35 with a margin of error of +/- 6.6%.*

*\*IRA description: “As you may or may not know, Congress recently passed the Inflation Reduction Act or the IRA. This legislation will expand domestic production of wind, solar, and fossil fuel energy sources, so the U.S. is less dependent on foreign oil, it will also reduce carbon emissions while funding environmental justice related projects. This plan will be paid for by closing unfair tax loopholes and raising taxes on companies that ship jobs overseas. Based on what you know, would you support or oppose a candidate for Congress who voted YES on the Inflation Reduction Act or the IRA bill?”*