

## Millennial Climate Concern Spikes, And They're Acting On It

Soon to be the [largest living generation](#) in the United States, numbering 71 million (over 22% of the total population) and rising, Millennials are an influential demographic for the climate movement. Not only will our changing climate increasingly impact them, but also, by sheer numbers alone, they are critical to engage in efforts to bring about climate solutions. **ecoAmerica** and **Lake Research Partners** uncovered Millennials' climate awareness, attitudes, and behaviors in their 2017 **American Climate Metrics Survey**, with promising results.

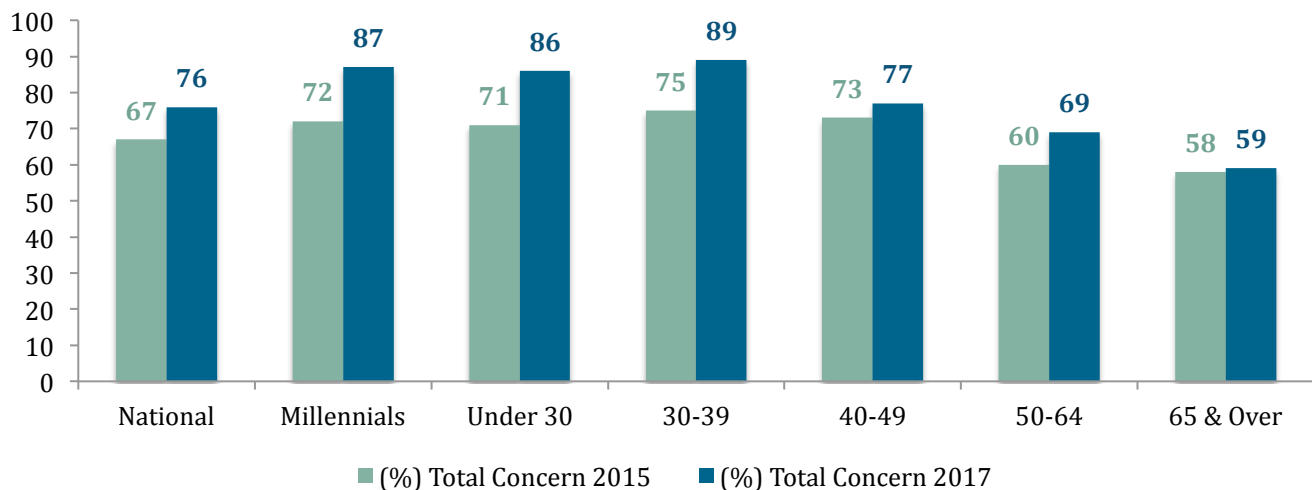
Findings reveal hopeful trends in Millennials' climate attitudes and behaviors. With increases in personal concern and action, Millennials are both advancing the conversation on climate and leading by example through their actions.

### In the past two years, Millennial climate concern has increased 15 points

A strong majority (87%) of Millennials are personally concerned about climate change, a rate significantly higher than the national average of 76%. The rise in Millennial climate concern by 15 points since 2015 was the largest increase in concern across all age groups. In 2017, only those aged 30-39 outranked Millennials in concern (however it is worth noting that Millennials were as old as 35 at the time of survey fielding). A majority of Americans 65 years old and over reported concern, but 28 points *lower* than Millennials.

#### How personally concerned are you about climate change?

802 respondent(s) total nationally, % total concern by age group



### Millennials are the most engaged U.S. age group on climate

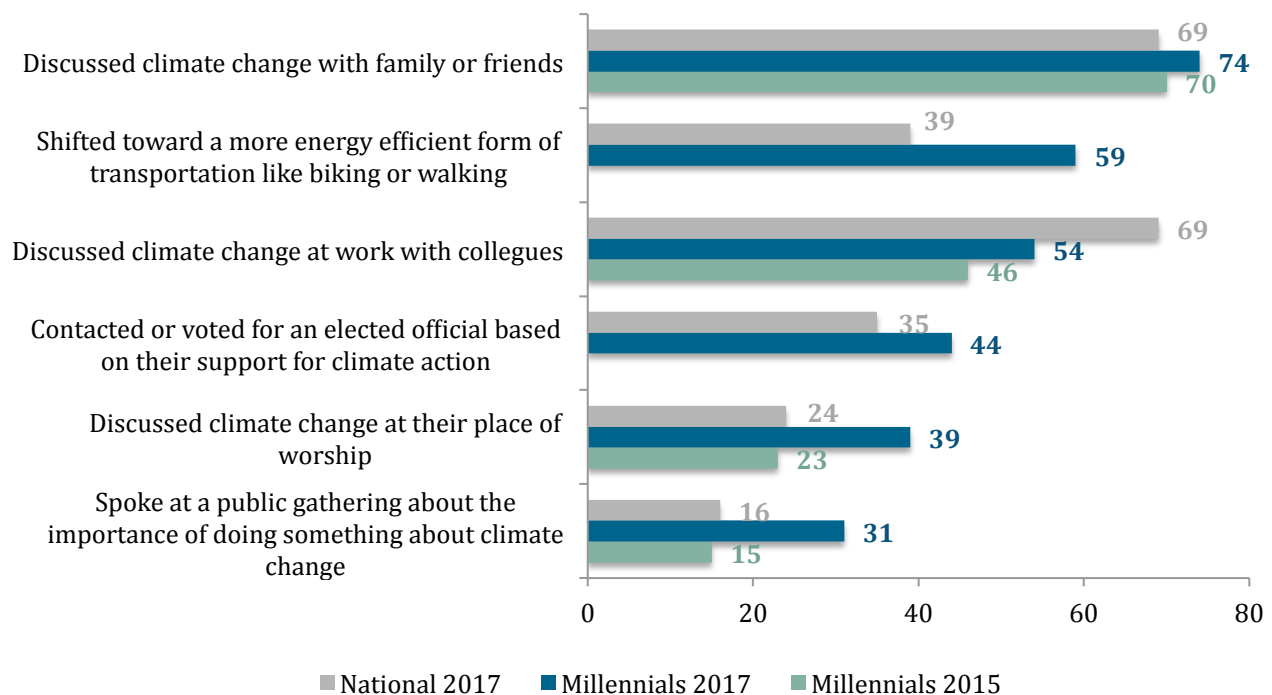
Across the spectrum of action on climate, Millennials are either clearly leading or gaining rapidly. In particular, Millennials say they are discussing climate change with friends and family, and at their place of worship (up 4 and 16 points from 2015, respectively), at rates higher or much higher than national averages. Over 30% of Millennials are speaking out in public about the importance of acting on climate (up 16 points from 2015, and nearly double the national average). Millennials far surpass the national average in terms of shifting toward more energy efficient forms of transportation (59% vs. 39%). However perhaps the most interesting finding is

on their political actions – 44% of Millennials have contacted or voted for an elected official based on his or her support for taking action on climate change, *a rate higher than any other age group.*

This political proclivity, matched with dramatic increases in climate-friendly behaviors, position Millennials as one of the most important demographics to engage in solutions. As the 2018-2020 election seasons unfold and advocates advance climate solutions and defend progress already made, the climate movement would be wise to engage Millennials not only in climate advocacy, but also in get out the vote efforts (Lake Research Partners [issued this report predicting millennial drop-off](#) in 2018).

### Please indicate which of the following actions you have done personally:

802 respondent(s) total nationally, showing results for “Yes I have” in 2017. Note: “Contacted or voted for an elected official...” and “Shifted toward a more energy efficient form of transportation” was first asked in 2017, so there is no data available for 2015



### Methodology

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, which was conducted online September 25–27, 2017. The survey yielded a total of 802 adult responses. The sample was drawn from an online panel and the respondents were screened to ensure that they were over the age of 18. The national sample was weighted slightly by gender, region, age, and race.

The margin of error for the sample is +/-3.5%. In interpreting the survey results, it is important to note that all sample surveys are subject to possible sampling error. Thus, the results of a survey may differ from the results that would be obtained if the entire population was interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of the responses to a particular question. For example, if 50% of the respondents in a sample of 802 respondents answered, “Yes” to a particular question, we can be 95% confident that the true percentage would fall within 3.5 points, or range from 46.5% to 53.5%.

### Special Thanks

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### Suggested Citation

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