



American Climate Metrics Survey 2024

Guidance for the Climate Movement

Acknowledgments

This research and report are brought to you by ecoAmerica. ecoAmerica is moving society toward climate solutions by empowering trusted national health, faith, and civic institutions and their millions of stakeholders across America to visibly act and advocate.

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Methodology

ecoAmerica designed and administered this survey, which was conducted online on June 3 – June 11, 2024, using Survey Monkey Enterprise. The survey yielded a total of 1,078 complete adult responses and used the Census Bureau’s American Community Survey to weigh the national general population and reflect the demographic composition of the US. The sample was drawn from an online panel, and the respondents were screened to ensure that they were over the age of 18. The margin of error for the sample is +/-3%. In interpreting the survey results, it is important to note that all sample surveys are subject to possible sampling errors. Thus, the results of a survey may differ from the results that would be obtained if the entire population were 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 1,078 respondents answered “Yes” to a particular question, we can be 95% confident that the true percentage would fall within 3 points or range from 47% to 53%.

Full data is available in the accompanying [toplines](#).

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Climate Concern Declines Amid Record-Breaking Climate Disasters

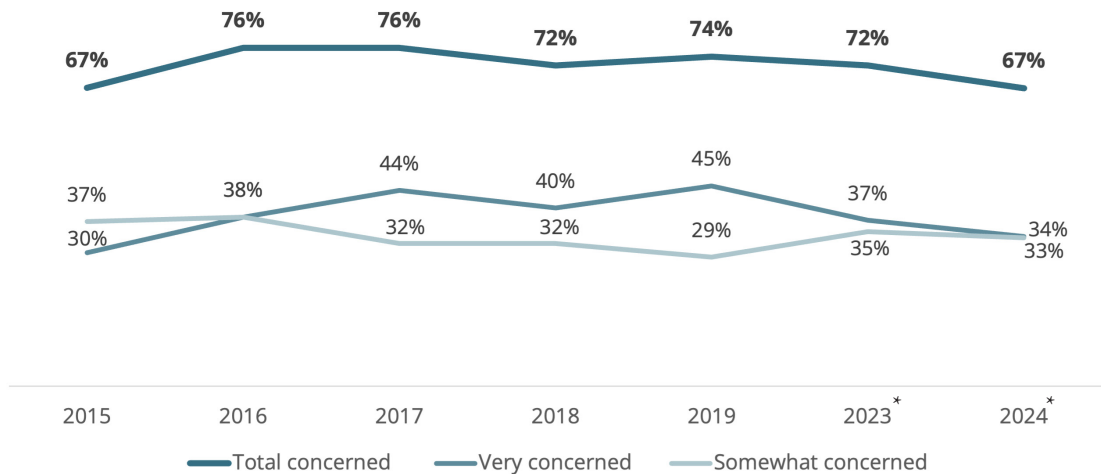
The world recorded its [hottest day ever on July 21, 2024](#). Scorching temperatures, relentless wildfires, and massive floods and storms in America and around the globe are glaring reminders of our rapidly changing climate, demanding swift attention and action to protect lives and livelihoods. Despite [rising climate disasters](#), ecoAmerica’s 2024 American Climate Metrics Survey (ACMS) records a dip in climate concern across American demographics. However, Americans aged 25-34 and Republicans stand out, reporting a greater concern than in 2023.

The survey underscores that most Americans feel morally responsible for creating a safe and healthy climate for themselves and their children and believe in the critical rights to clean air, water, and energy for all. With the 2024 elections approaching, the survey also reveals a larger proportion of Americans saying they will vote for leaders that support action on climate. Despite declining concern, Americans have a strong sense of agency in solutions, and ecoAmerica’s latest findings present an opportunity to invite *all* into empowering climate action.

Climate Concern Decline: A Closer Look

Despite overwhelming evidence of climate disasters, climate concern in America has reached its lowest since ecoAmerica began measuring it in 2015. 67% of Americans report being concerned about climate change in 2024, with 34% very concerned and 33% somewhat concerned. Compared to 2023, there has been a 5-point drop in total climate concern.

Americans are less concerned about climate change in 2024. Survey question: How personally concerned are you about climate change? 1,078 national respondents. +/- 3% margin of error.




*ecoAmerica did not field American Climate Metric Survey in the years 2020, 2021, & 2022.

The greatest dip is seen in Americans who prefer not to identify with any political affiliation (-16%), followed by Americans who identify as Independents or Something else and lean more Republican (-13%). Americans aged 25-34 and Republicans stand out as encouraging exceptions, reporting higher concern by 4% and 3%, respectively, with now more Republicans being concerned than not.

While climate concern declines for most, Republicans and Americans aged 25-34 are more concerned than last year. Survey question: How personally concerned are you about climate change? 1,078 national respondents.

+/- 3% margin of error.

	2023	2024	
NATIONAL	72%	67%	-5%
PARTY			
Democrats	91%	88%	-3%
Republicans	49%	52%	3%
Independents	71%	60%	-11%
Something else	62%	55%	-7%
Prefer not to answer	73%	57%	-16%
<i>Lean Republican*</i>	60%	47%	-13%
<i>Lean Democrat*</i>	78%	73%	-5%
AGE			
18-24	82%	73%	-9%
25-34	77%	81%	4%
35-44	73%	67%	-6%
45-54	66%	63%	-3%
55-64	67%	58%	-9%
65+	69%	62%	-7%
RACE/ETHNICITY			
White/ Caucasian	68%	63%	-5%
Black or African American	80%	78%	-2%
Hispanic/ Latino	82%	74%	-8%

* Shows total concern (%)

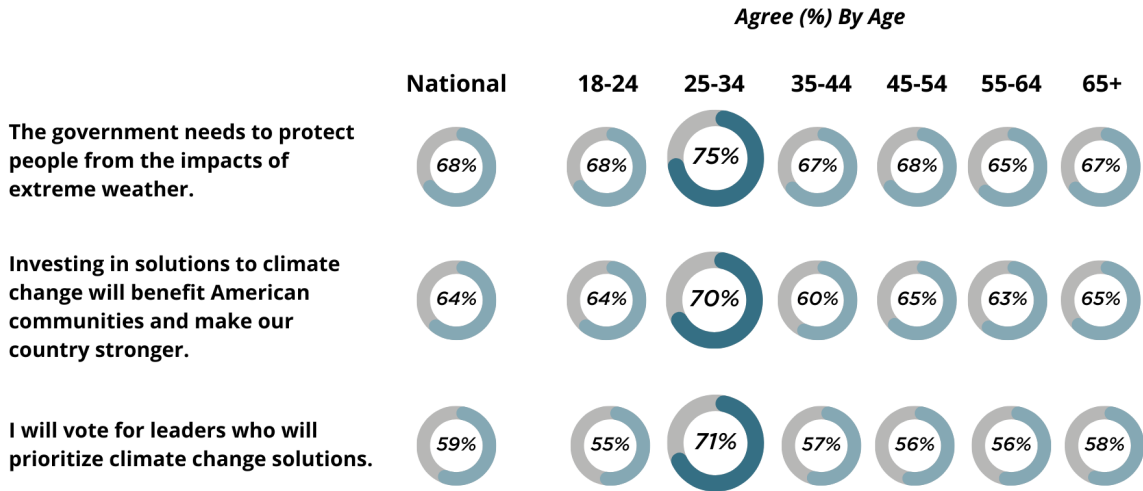
*Lean Republican/Democrat: Americans who identify as Independents or Something else and lean more Republican or Democrat

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Americans Aged 25-34 Hold Strongest Climate Values

Americans aged 25-34, who report a greater concern than last year, show stronger consensus on notable climate issues than other age groups. A significant majority of Americans aged 25-34 (75%) agree that the government needs to protect people from the impacts of extreme weather. Similarly, 70% of Americans aged 25-34 agree that investing in solutions to climate change will benefit American communities and make our country stronger. Most notably, Americans in this age bracket stand out in their voting preferences. **71% say they will vote for leaders who prioritize climate change solutions**, compared to less than 60% of Americans in other age groups and nationally who say the same.

Americans aged 25-34 lead in climate consensus across multiple issues. Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing total agree, 1,078 national respondents. +/- 3% margin of error.

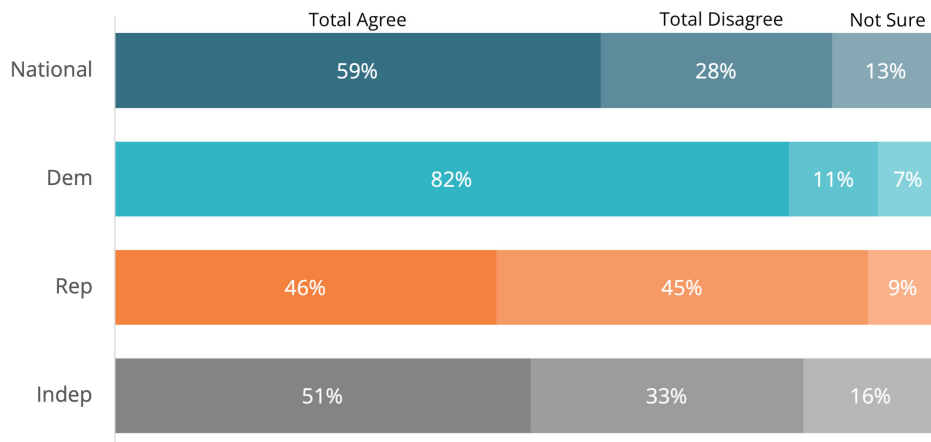


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Republicans Are Divided on Climate Change Priorities

Most Americans (59%) say they will vote for leaders who prioritize climate change solutions. Across party lines, a strong majority of Democrats (82%) and just over half of Independents (51%) report that they will vote for leaders who prioritize climate change solutions. Not far behind the Independents, 46% of Republicans report they will vote for leaders who prioritize climate, while 45% will not, and 9% are unsure, reflecting internal tensions within the party.

Republicans are divided on voting for leaders who will prioritize climate change solutions. Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing responses for "I will vote for leaders who will prioritize climate change solutions." 1,078 national respondents. +/- 3% margin of error.

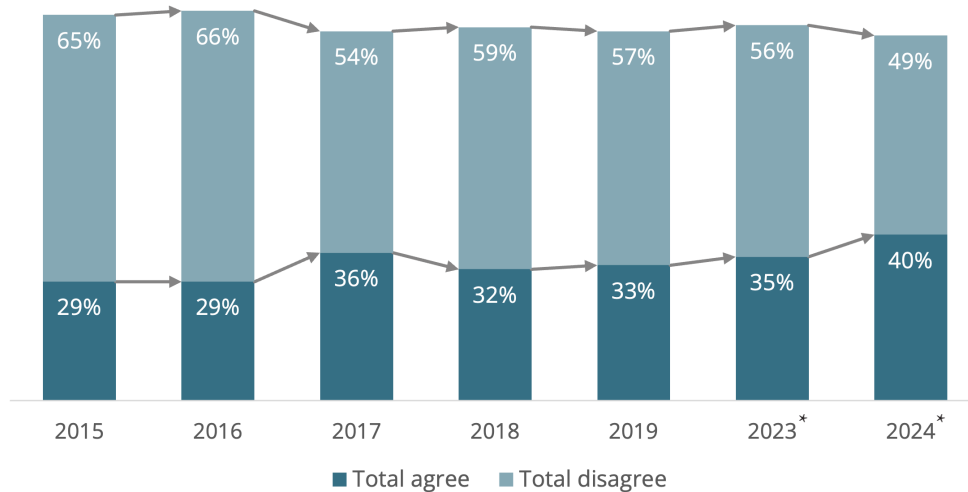


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Growing Fatalism Might Account For A Decline In Climate Concern In Americans

ecoAmerica finds more Americans (40%, a 5-point increase from last year and a record high since 2015) hold the fatalistic notion that nothing can be done to stop climate change, and fewer Americans disagree with this sentiment, dropping from 56% last year to 49% this year, a record low nationally since 2015.

More Americans are saying nothing we can do will stop climate change. Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing responses for “Nothing we can do will stop climate change.” 1,078 national respondents. +/- 3% margin of error.



*ecoAmerica did not field American Climate Metric Survey in the years 2020, 2021, & 2022.

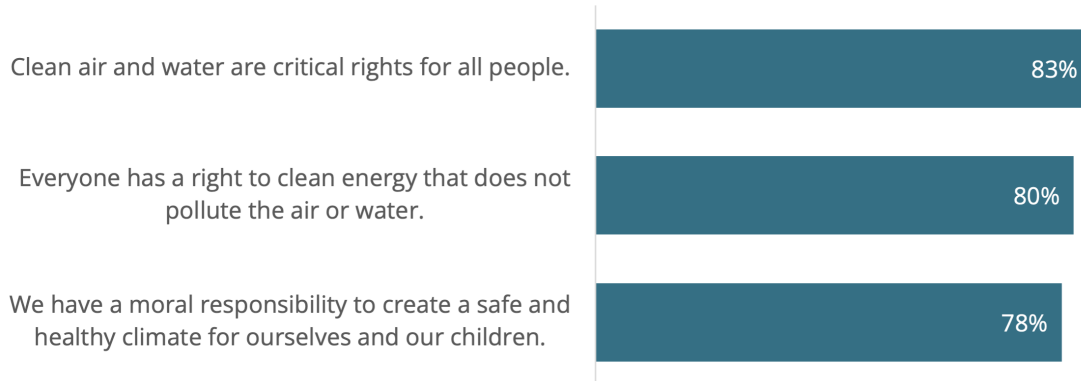
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This rising fatalism among Americans may explain the lower sense of urgency and declining concern about climate change. In addition to ecoAmerica’s findings, a recent poll shows that Americans believe that the [federal government’s actions on climate change are substantial](#). This tug-of-war between fatalism and optimism – between feeling there is nothing they can do and that the federal government is taking care of things – may be driving lower climate concern.

Americans Acknowledge Their Moral Responsibility To Children And Believe In Personal Rights For All

The good news is that ecoAmerica’s 2024 ACMS results show that most Americans (78%) consider it their moral responsibility to create a safe and healthy climate for themselves and their children. Moreover, a large majority of Americans believe that clean air and water are critical rights for all people and that everyone has a right to clean energy (83% and 80%, respectively). The phrases “*their children*,” “*for all*,” and “*everyone*” in these findings suggest promising pathways to involve a broader diversity of people in climate justice action. A strong consensus on shared values of personal rights and moral responsibility spans demographics (see accompanying [toplines](#) for full data).

Strong majorities of Americans agree on rights to clean air, water, and energy and a moral responsibility for a safe and healthy environment for all. Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing total agree. 1,078 national respondents. +/- 3% margin of error.

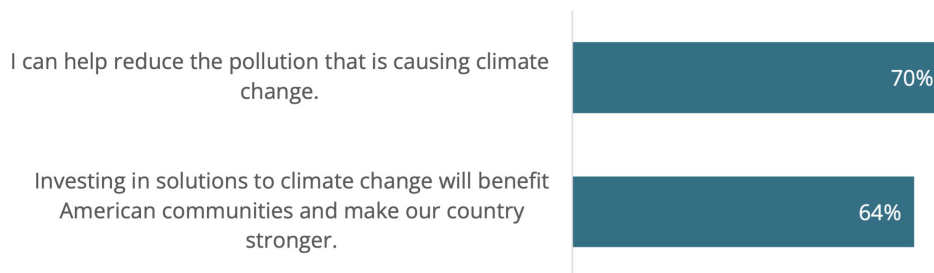


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American Agency Can Dampen Fatalism and Drive Climate Solutions

In additional good news, the latest ACMS findings reveal Americans’ sense of agency, which can be leveraged to overcome fatalistic notions. 70% of Americans believe they can personally help reduce the pollution causing climate change. Additionally, most Americans (64%) agree that investing in climate change solutions will benefit American communities and make our country stronger.

Americans believe in personal and national agency to address climate change Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing total agree. 1,078 national respondents. +/- 3% margin of error.



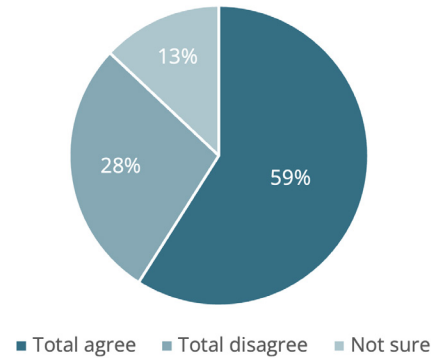
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A Climate Voting Majority

A greater share of Americans (59% agree vs. 28% disagree) say they will vote for leaders who prioritize climate change solutions. The consensus is strongest for Democrats (82% agree), followed by Independents (51% agree), while Republicans are equally divided on the issue (see p.5). All in all, there is a climate voting majority. The opportunity lies in ensuring these Americans exercise their voting power to bring climate solutions forward.

A greater share of Americans will vote for leaders who prioritize climate change solutions.

Survey question: Please indicate if you agree or disagree with each one of the following statements. Showing responses for "I will vote for leaders who will prioritize climate change solutions." 1,078 national respondents. +/- 3% margin of error.



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Our Way Forward

Now more than ever, it's crucial to support leaders who prioritize climate action. Ongoing and record-breaking climate-related events are continuous reminders that it's *not* the time to give up. Americans must act on their agency, overcome fatalism, and exercise their right to vote to drive climate solutions. Leveraging shared values of personal rights and moral responsibility, the people of America can pave the way for a brighter tomorrow that upholds the needs of *all*.

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everyone, every day

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