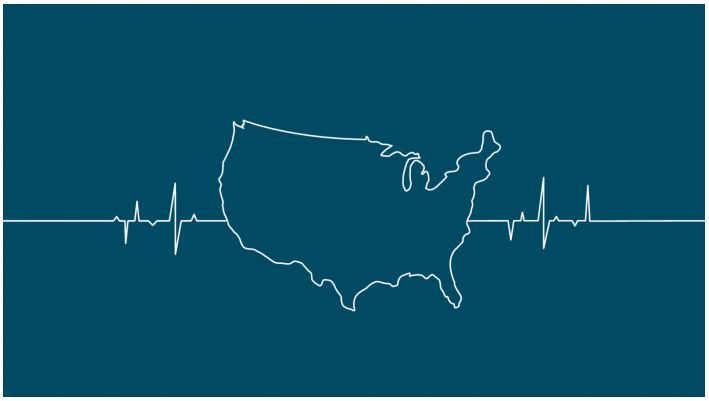
American Climate Metrics Survey 2024: *Guidance for the Climate Movement*

Climate Concern Declines Amid Record-Breaking Climate Disasters

Social Toolkit

Helpful Links

Social Cards (Alt Text)
Full Report
Handles:
@ecoAmerica (Twitter/X) | @ecoAmerica (Facebook) | ecoAmerica (LinkedIn) | @eco_America (Instagram)



Newsletter Blurbs

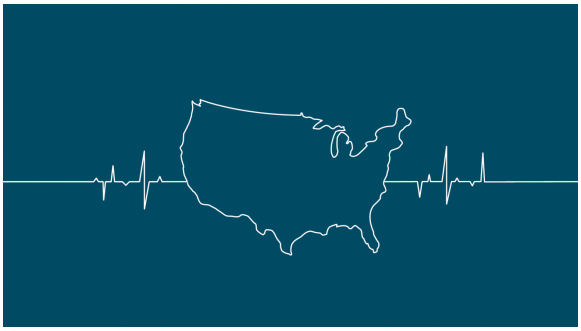
With the 2024 elections approaching, ecoAmerica's latest polling report, American Climate Metrics Survey reveals a larger proportion of Americans saying they will vote for leaders that support action on climate. Most Americans acknowledge their moral responsibility to children, believe in personal rights for *all*, and have a strong sense of agency in solutions. Yet, overall climate concern declines. Want to know why? Dive into our latest findings and discover how we can all take action — read the full report, available now!

ecoAmerica's 2024 American Climate Metrics Survey reveals a dip in climate concern. While overall concern declines, Americans aged 25-34 and Republicans buck the trend, reporting a greater concern from 2023. And, with elections on the horizon, the survey also reveals a larger proportion of Americans saying they will vote for leaders that support climate action. Despite declining concern, most Americans acknowledge their moral responsibility to children, believe in personal rights for *all*, and have a strong sense of agency in solutions. Dive into our latest findings and discover how we can all take action—read the full report now!

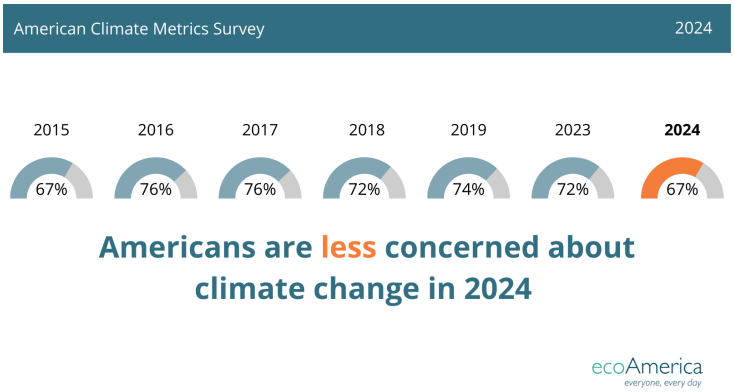
Social Media Posts (Twitter | Facebook | LinkedIn | Instagram)

Tweets and Facebook

- ANNOUNCING: @ecoAmerica's latest polling report reveals a dip in climate concern. Read about the findings and what they mean for the climate movement here: https://ecoamerica.org/american-climate-metrics-survey-2024/



- NEW RESEARCH: Why is climate concern declining? Read @ecoAmerica's latest American Climate Metrics Survey to find out:
  https://ecoamerica.org/american-climate-metrics-survey-2024/



- Despite finding a decline in concern, @ecoAmerica's latest report offers a clear call for action on #climate, revealing Americans' strong sense of agency in solutions. More on these latest findings here!
  https://ecoamerica.org/american-climate-metrics-survey-2024/



- NEW RESEARCH: A report by @ecoAmerica finds a greater share of Americans saying they will vote for leaders who prioritize action on #climate. To learn more, check out the full report here:
  https://ecoamerica.org/american-climate-metrics-survey-2024/



- CONSENSUS: 75% of Americans aged 25-34 agree that the government needs to protect people from the impacts of extreme weather. Find out more in @ecoAmerica's latest report: https://ecoamerica.org/american-climate-metrics-survey-2024/



- 71% of Americans aged 25-34 say "I will vote for leaders who prioritize climate change solutions." Find out more in @ecoAmerica's latest American Climate Metrics Survey: https://ecoamerica.org/american-climate-metrics-survey-2024/



- NEW RESEARCH: @ecoAmerica's latest polling survey finds that Republicans are equally divided on voting for leaders who prioritize #ClimateChange solutions. Find out more on these findings here: https://ecoamerica.org/american-climate-metrics-survey-2024/



- CONSENSUS: 83% of Americans agree that clean air and water are critical rights for all people. Check out @ecoAmerica's American Climate Metrics Survey for more: https://ecoamerica.org/american-climate-metrics-survey-2024/



- CONSENSUS: 80% of Americans agree that everyone has a right to clean energy that does not pollute the air or water. Check out @ecoAmerica's American Climate Metrics Survey for more: https://ecoamerica.org/american-climate-metrics-survey-2024/

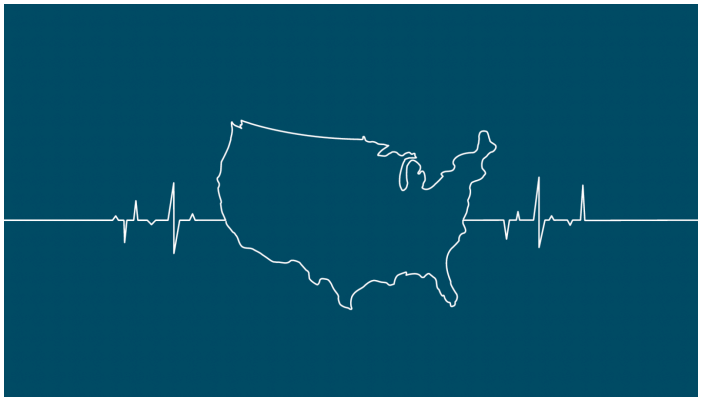


- Can Americans make a difference on #ClimateChange? We can! 70% say that they can help reduce pollution that's causing climate change. More on these latest @ecoAmerica findings here: https://ecoamerica.org/american-climate-metrics-survey-2024/



LinkedIn Posts

- New survey findings are available for @ecoAmerica's network! The latest polling report reveals a larger proportion of Americans saying they will vote for leaders that support action on climate. Most Americans acknowledge their moral responsibility to children, believe in personal rights for *all*, and have a strong sense of agency in solutions. Yet, overall climate concern declines. Want to know why? Dive into our latest findings and discover how we can all take action!
  https://ecoamerica.org/american-climate-metrics-survey-2024/



- @ecoAmerica is proud to release the latest American Climate Metrics Survey. Despite finding a decline in concern, the new poll offers a clear call for action on #climate. Americans have agency to drive #solutions, with 70% saying they can help reduce pollution that is causing climate change. Explore the full report to learn more about the findings here:
  https://ecoamerica.org/american-climate-metrics-survey-2024/





Instagram Posts

- NEW RESEARCH: ecoAmerica's latest report finds that Americans aged 25-34 lead in #climateconsensus across multiple issues. The full report is available now in @eco_america's bio!

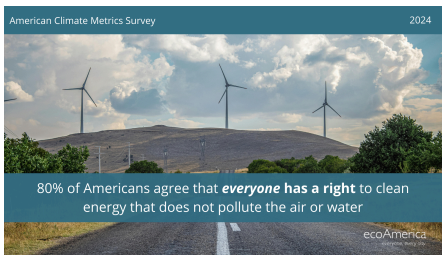


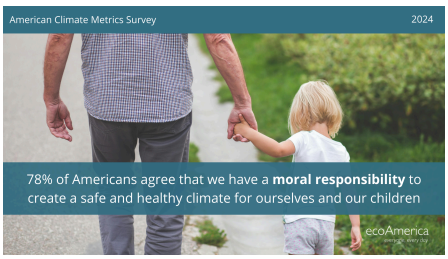




- CLIMATE CONSENSUS: A report by @eco_america finds that Americans do agree on many climate change issues. Read about the findings and what they mean for the climate movement. Full report available now in @eco_america's bio!











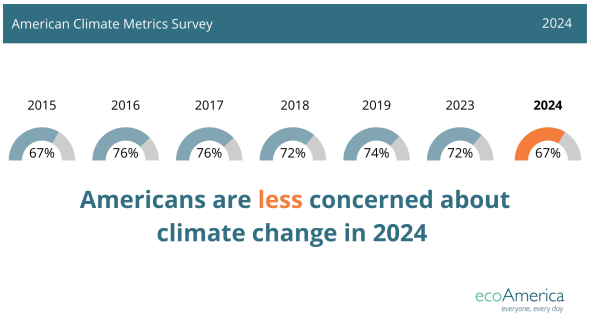
- NEW RESEARCH: @ecoAmerica's latest polling survey finds that Republicans are equally divided on voting for leaders who prioritize #ClimateChange solutions. Available now in @eco_america's bio!



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Alt Text



A social media card that says "Americans are less concerned about climate change in 2024" in dark blue text with a white background. "Less" is in bold orange. There are 7 semi-circle infographics for each year from 2015-2024. The first 6 are light blue and grey, and the 2024 infographic is orange and grey showing a dip in concern. The top of the social media card says "American Climate Metrics Survey," and 2024 in the upper right corner. The ecoAmerica logo sits at the bottom of the right corner.



A social media card that says "75% of Americans aged 25-34 agree that the government needs to protect people from the impacts of extreme weather" in white text with a dark blue background. Behind the text are two young men of color facing each other. The top of the social media card says "American Climate Metrics Survey" and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card that says "71% of Americans aged 25-34 say I will vote for leaders who prioritize climate change solutions" in white text with a dark blue background. Behind the text is an image of two young men and a woman smiling and talking. The top of the social media card says "American Climate Metrics Survey" and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card that says, "70% of Americans aged 25-34 agree that investing in solutions to climate change will benefit American communities and make our country stronger" in white text with a dark blue background. Behind the text is an image of 5 people standing on white sand facing the water and one person taking their picture. The top of the social media card says "American Climate Metrics Survey" and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card with the headline: "Republicans are equally divided on voting for leaders who prioritize climate change solution" in white text with a dark blue background. "Republicans" is in bold orange. On the left side, there is an image of people sitting and holding the American flags. Their faces are not visible. The top of the social media card says "American Climate Metrics Survey" and 2024 in the upper right corner. The ecoAmerica logo sits in blue-green at the bottom of the right corner.



A social media card that says: "78% of Americans agree that we have a moral responsibility to create a safe and healthy climate for ourselves and our children" in white text with a dark blue background. Behind the text is an image of the man walking with a young child with their backs visible. The top of the social media card says "American Climate Metrics Survey" and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card that says, “83% of Americans agree that clean air and water are critical rights for all people” in white text with a dark blue background. Behind the text is an image of three men and a woman laughing and talking to each other, with the sun shining on them from one side. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card that says, “80% of Americans agree that everyone has a right to clean energy that does not pollute the air or water” in white text with a dark blue background. Behind the text is an image of a road showing a front view of wind turbines. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo sits in white at the bottom of the right corner.



A social media card that says “70% of Americans say ‘I can help reduce the pollution that is causing climate change’” in white text with a dark blue background. Behind the text is an image of a Black man and a White woman walking their bikes side by side and chatting on a suburban sidewalk. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo in white sits at the bottom of the right corner.



A social media card that says “64% of Americans agree that investing in solutions to climate change will benefit American communities and make our country stronger” in white text with a dark blue background. Behind the text is an image of a person’s hands covered in yellow work gloves and holding a solar panel. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo in white sits at the bottom of the right corner.



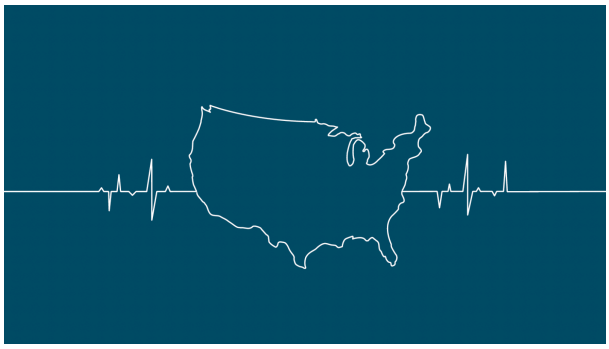
A social media card that says “Growing fatalism might account for a decline in climate concern in Americans” in white text with a dark blue background. “Decline” is in bold orange. Behind the text is an image of a person’s back, wearing a waterproof jacket, facing the sea, and holding an umbrella to their right. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo in white sits at the bottom right corner.



A social media card headlined “A Climate Voting Majority” in dark bold blue. Below the headline, the text in blue says: “ecoAmerica finds a greater share of Americans saying “I will vote for leaders who will prioritize climate change solutions.” “Greater share” is in orange and italics. On the left side is an image of a woman holding an American flag and wearing a “vote” pin. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo in white sits at the bottom right corner.



A social media card headlined “Americans Have Agency To Drive Climate Solutions” in dark bold blue. Below the headline, the text in blue says: 70% of Americans say “I can help reduce pollution that is causing climate change.” 64% of Americans agree that investing in solutions to climate change will benefit American communities and make our country stronger. 70% and 64% are in orange. On the left side is an image of a woman’s back, wearing an orange backpack and walking on a bridge. The top of the social media card says “American Climate Metrics Survey” and 2024 in the upper right corner. The ecoAmerica logo in white sits at the bottom right corner.



A dark blue social media card with a graphic in white in the shape of the US map.