



Youth Battleground State Poll: Political Priorities & Opinions on Climate Change

Key findings from a July 25 – August 9, 2024 survey of registered voters (age 18–34) in Arizona, Georgia, Nevada, North Carolina, and Pennsylvania



1. Executive Summary

This report highlights key findings from a survey of 2,615 registered voters aged 18–34 in the battleground states of Arizona, Georgia, Nevada, North Carolina, and Pennsylvania.¹ The survey was conducted via online panel July 25 – August 9, 2024 by [Beacon Research](#) on behalf of the [Environmental Voter Project](#). Large samples of both likely and unlikely registered voters were surveyed in each state to discern differences between low-propensity and high-propensity young voters.

- **Kamala Harris has turned Joe Biden’s weakness with Young Voters into a significant advantage.** On average, across these five battleground states, Joe Biden currently has a –13 net favorability rating among young voters. Donald Trump’s net –9 rating is actually better than Biden’s. The story is completely different with Kamala Harris, who holds a +16 net favorability across the five states, highlighted by a +21 in Nevada and +20 in Georgia.
- **Kamala Harris has a higher favorability rating among Young Voters than even Taylor Swift.** Among registered voters (age 18-34) in the five battleground states polled, Kamala Harris currently has much higher favorability ratings than Donald Trump (57%–45%), and Harris even bests iconic pop star Taylor Swift (57%–51%).
- **40% of Young Voters say they will only support candidates who prioritize climate change – it’s a “deal breaker.”** 40% of young voters say that a candidate must prioritize “addressing climate change” or else it is a “deal breaker.” An additional 40% of young voters say they would “prefer” candidates who prioritize addressing climate change.
- **Kamala Harris leads Donald Trump among Young Voters in these 5 battleground states, with a wider margin among the Most Likely Voters.** Among registered voters (age 18-34) in the five battleground states polled, Kamala Harris is ahead of Donald Trump by 12 points (49%–37%) with Robert Kennedy, Jr. receiving 7% support. Among Likely Voters (age 18–34), Harris opens up to a 16-point lead over

¹ The Environmental Voter Project (EVP) polled Arizona, Georgia, Nevada, North Carolina, and Pennsylvania — but not Michigan and Wisconsin — because EVP mobilizes voters in the five states studied in this poll, but we do not work in Michigan or Wisconsin.

Trump (53%–37%), with a larger margin among young Likely Voters in Nevada (56%–34%), North Carolina (57%–38%), and Georgia (55%–37%).

- **Young Voters (even young Republicans) would prefer to vote for candidates who prioritize addressing climate change.** In hypothetical primary elections, young Democrats overwhelmingly prefer Democratic candidates who prioritize addressing climate change over Democrats who prioritize fossil fuel expansion (82%–13%). Although the spread is much smaller among young Republicans (46%–43%), even young Republican primary voters would prefer Republican candidates who prioritize climate change over those who want to expand fossil fuel production.
- **Abortion ballot measures in Arizona and Nevada could supercharge youth voter turnout.** Among Unlikely Voters (age 18-34) in Arizona and Nevada, huge numbers reported they were more likely to vote after learning they could vote on a state constitutional amendment that would establish the right to an abortion up to fetal viability or when necessary to protect the patient’s health. In Arizona, 31% of Unlikely Voters said they were now “much more likely” to vote in November, and 45% reported they were “somewhat more likely to vote.” In Nevada, 32% said they were now “much more likely” to vote, with 42% “somewhat more likely.”
- **Kamala Harris’s widest leads are among Young Black Voters and Young Women.** Young Black voters currently support Kamala Harris over Donald Trump by an almost 3-to-1 margin (65%–23%). Harris currently leads Trump by 20 points among young women (52%–32%), whereas she holds only a 4-point lead over Trump among young men (47%–43%).
- **Third-party supporters (age 18-34) are largely holding firm, but if they switch allegiance, they are slightly more likely to support Kamala Harris than Donald Trump.** Although most young voters who support third-party candidates report that they will not change their minds, 28% are open to supporting Kamala Harris to keep her from losing their state, whereas only 21% are open to supporting Donald Trump to keep him from losing their state.

- **“Inflation and cost of living” and “Economy & jobs” are the top concerns of Young Voters, followed by “Protecting abortion rights and reproductive rights.”** Young voters’ top concerns are not very different from older voters’ concerns, with 31% of registered voters (age 18–34) listing “Inflation and cost of living” as their top concern, followed by 14% listing “Economy & jobs.” “Protecting abortion rights & reproductive rights” is the second-highest priority of 18–34 year-olds in the two states with abortion-related ballot initiatives: Arizona (13%, tied with “Economy & jobs”), Nevada (12%, surpassing “Economy & jobs”), as well as in Pennsylvania (14%, tied with “Economy & jobs”).
- **“Climate change and the environment” is a big concern when young voters consider their top priority “10 years from now.”** When young voters were asked what their top priority would be “10 years from now,” “Climate change & the environment” was the most important non-economic issue, ranking third overall at 11% (behind “Inflation and the cost of living” and “Economy and jobs”).

Topline survey data can be found [here](#). Crosstabs can be found [here](#).

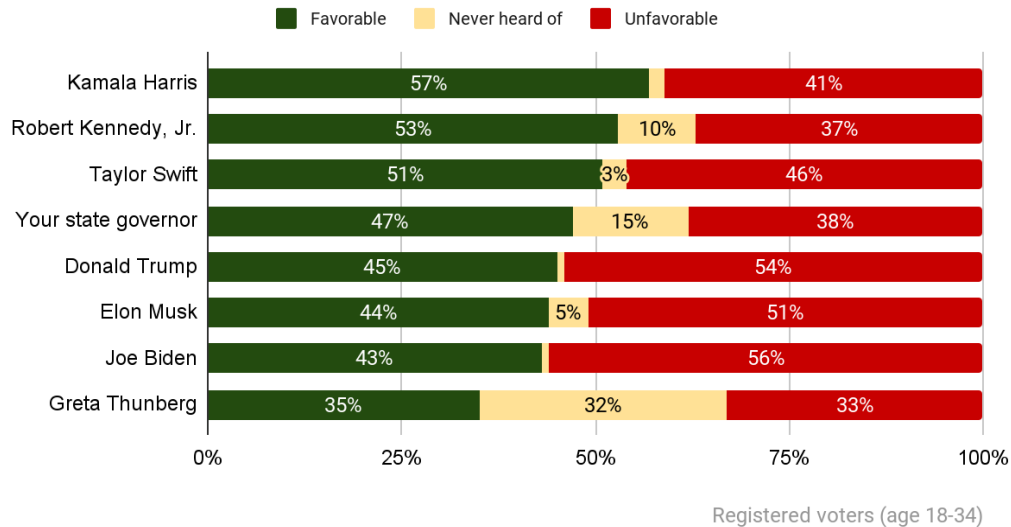
Some percentages may not add to 100% due to rounding.

2. Electoral Landscape

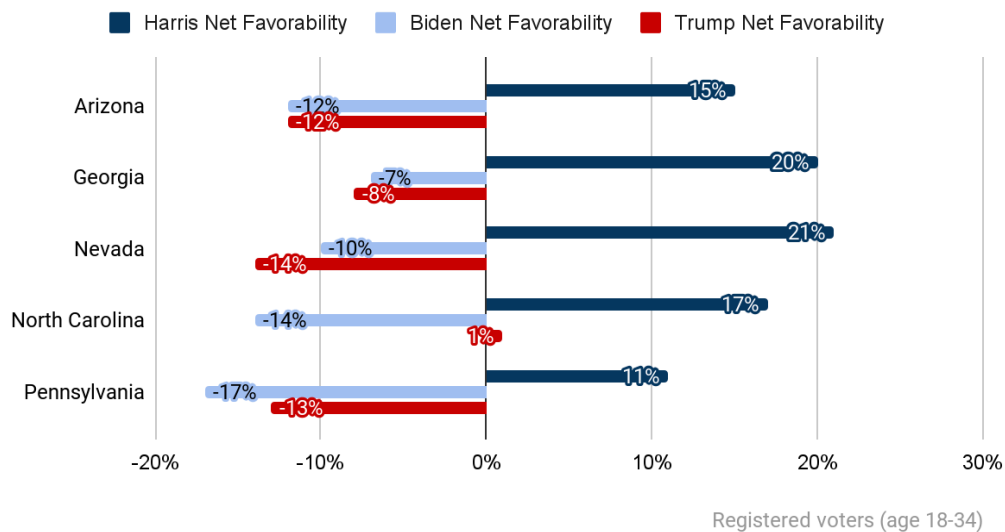
A. Presidential Race Favorability.

In the battleground states surveyed, Kamala Harris has a very high favorability rating among young voters (57%), surpassing even pop icon Taylor Swift (51%). Harris's net favorability (favorability minus unfavorability) is almost 30 points better than both Biden and Trump in most of the states surveyed.

Favorability of Presidential Candidates and Public Figures

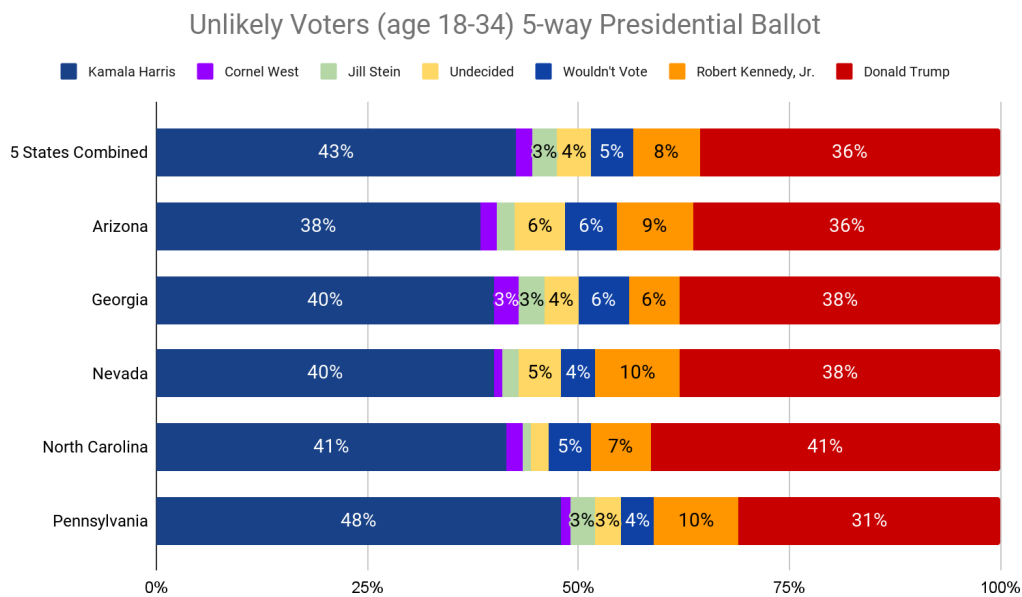
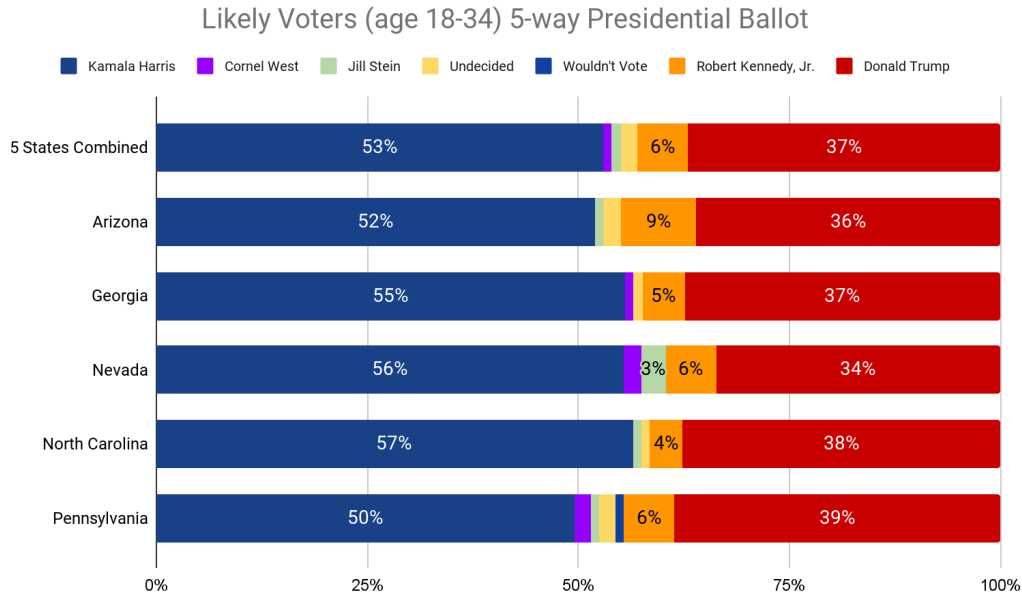


Net Favorability: Harris vs. Biden vs. Trump



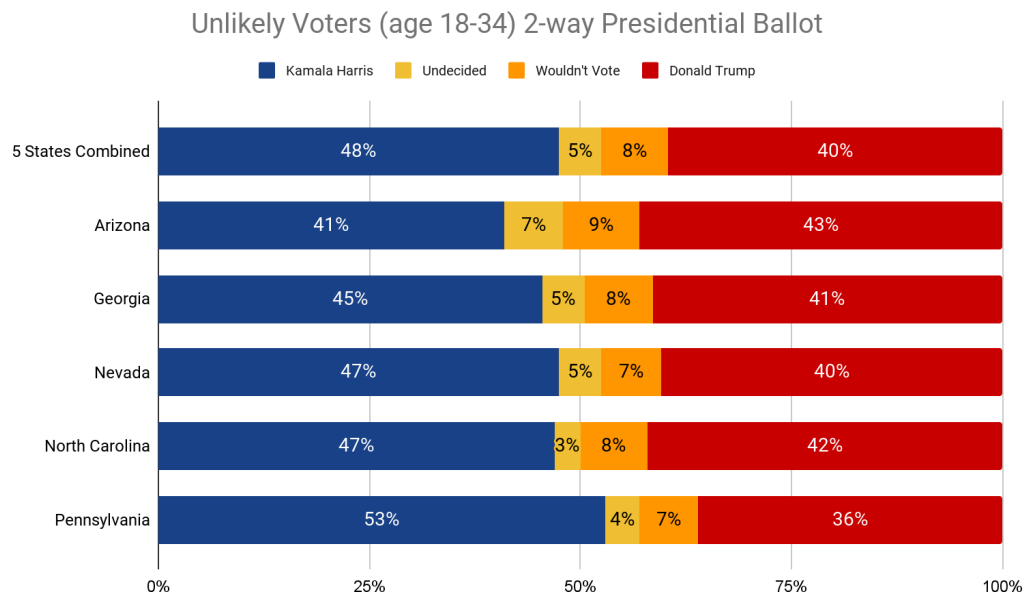
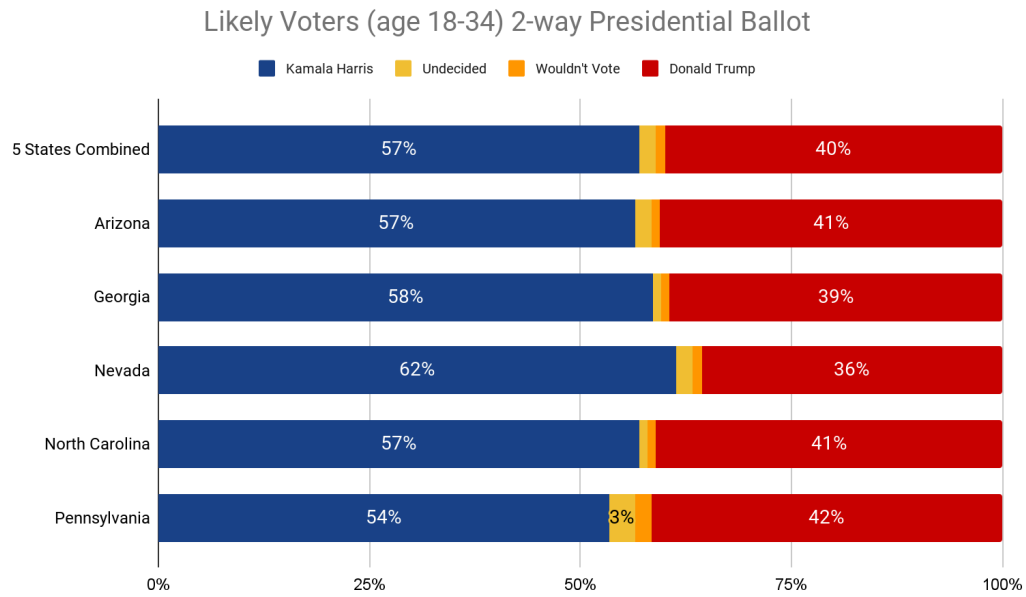
B. Presidential Election 5-Way Race.

In a 5-way race — including third-party candidates — Kamala Harris leads Donald Trump among young Likely Voters by a 16-point margin (53%–37%) with her lead expanding to 22 points in Nevada. Among Unlikely Voters, Trump narrows Harris's lead to 2 points or less in all states except in Pennsylvania.



C. Presidential Election 2-Way Race.

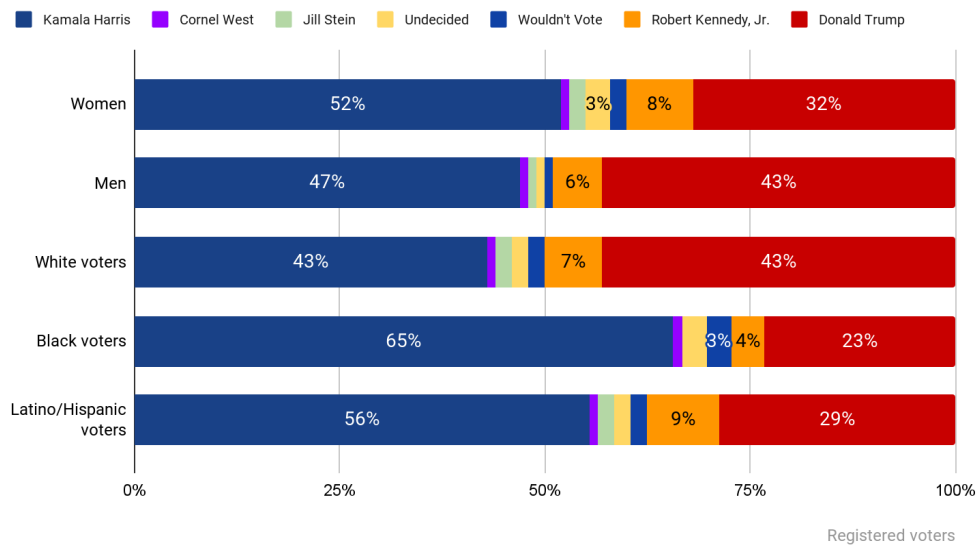
In a 2-way race, young Likely Voters give Kamala Harris roughly the same lead over Donald Trump as she holds in a 5-way race, although Harris expands her lead a bit in Nevada.



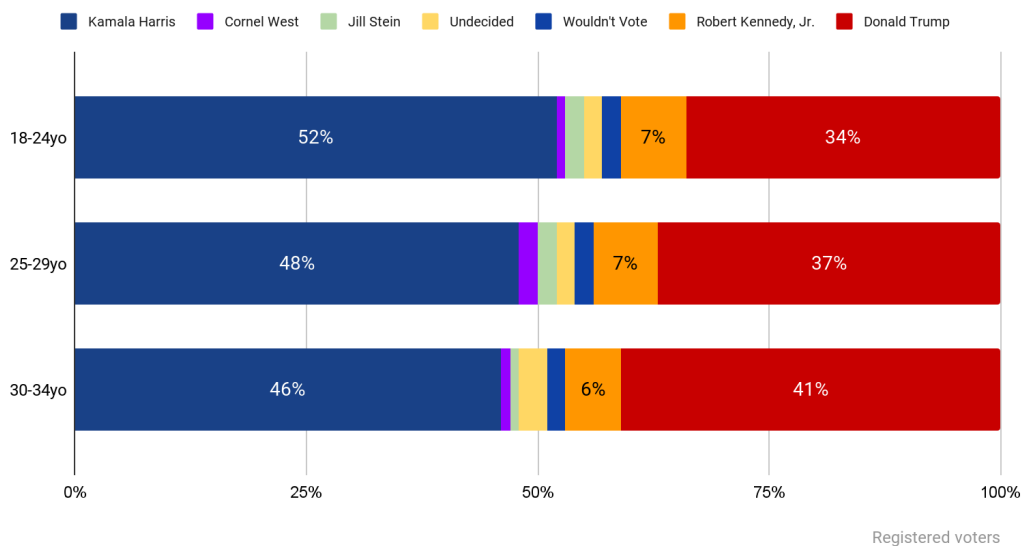
D. Demographic Differences in Youth Support for Presidential Candidates.

Kamala Harris performs particularly well against Donald Trump among young women (52%–32%), young Black voters (65%–23%), young Hispanic voters (56%–29%), and 18–24 year-olds (52%–34%). Trump only narrowly trails Harris among young men (43%–47%) and 30–34 year-olds (41%–46%), and Trump is tied with Harris among young white voters (43%–43%). Robert Kennedy, Jr. finds his strongest support among young Hispanic voters (9%) and young women (8%).

5-way Presidential Ballot (age 18-34) by Gender and Race



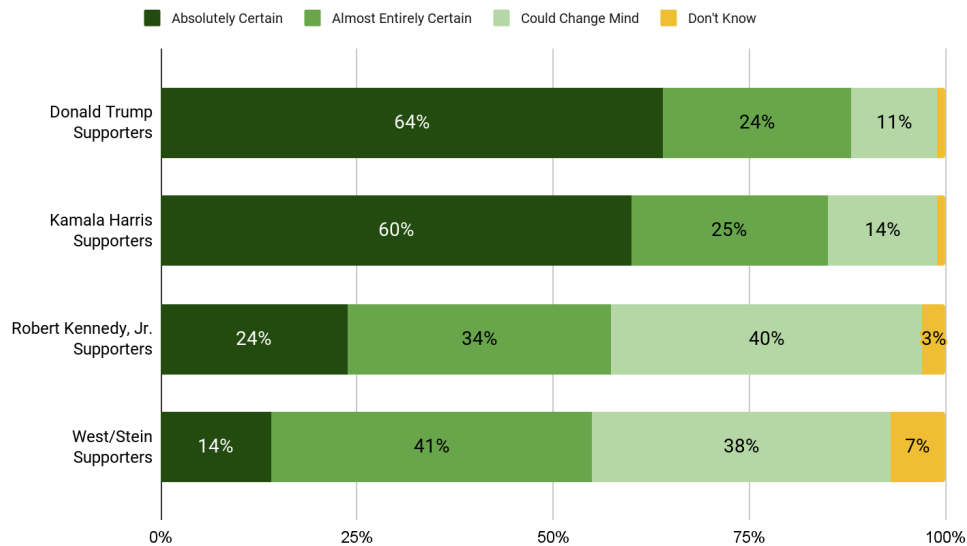
5-way Presidential Ballot by Youth Age Groups



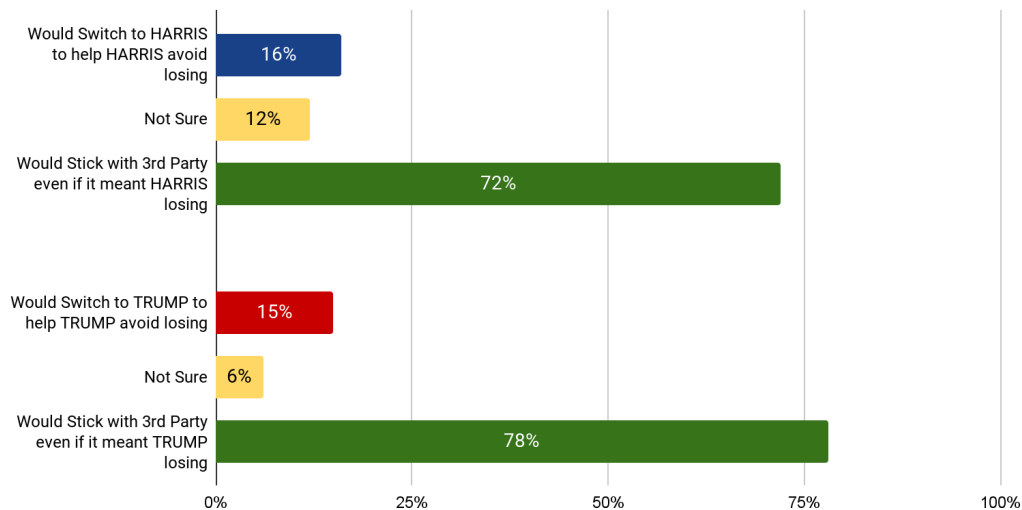
E. Certainty of Current Presidential Choice.

Most young supporters of Donald Trump (88%) and Kamala Harris (85%) are “absolutely certain” or “almost entirely certain” of their vote choice, whereas smaller percentages of Robert Kennedy, Jr. supporters (58%) and Cornel West or Jill Stein supporters (55%) are certain of their choice. When pushed, 28% of young third-party supporters would be open to supporting Harris and 21% would be open to supporting Trump.

Registered Voters (age 18-34) Presidential Choice Certainty



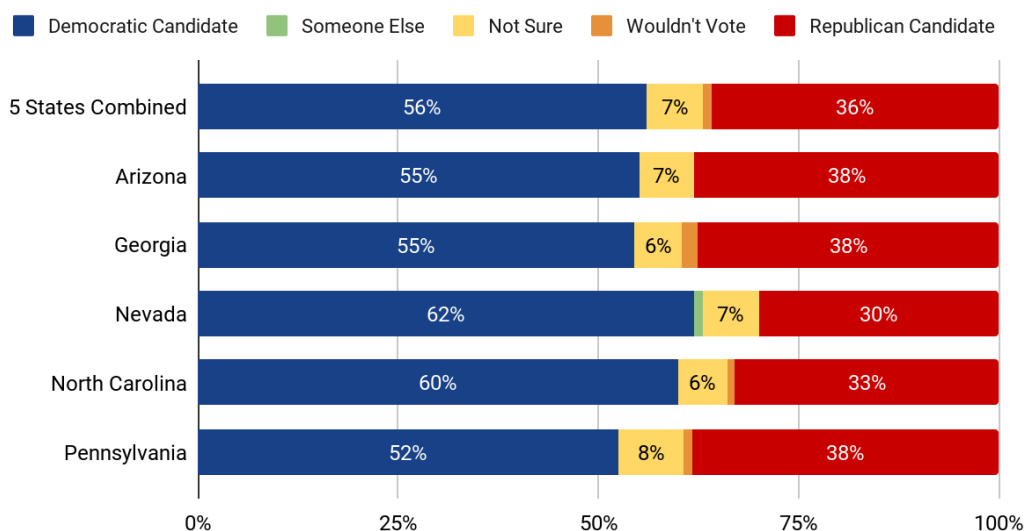
3rd Party Supporting Registered Voters (age 18-34) Switching to Harris or Trump to help them Avoid Losing



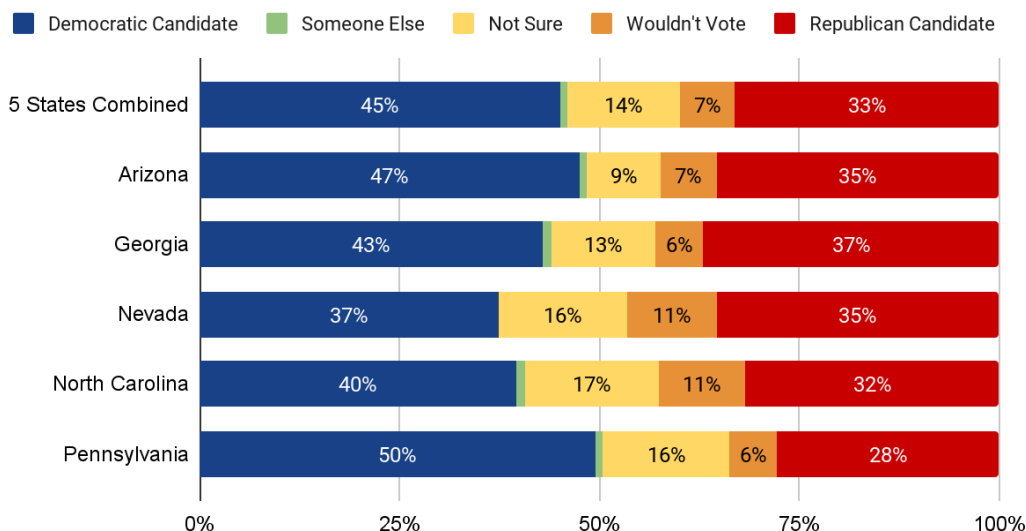
F. Generic Congressional Ballot Test.

Young Likely Voters prefer Democratic candidates for Congress by a 20-point margin in the battleground states polled, with the margin growing to as large as 32 points in Nevada. Among Unlikely Voters, the Democratic margin shrinks to just 12 points across all five states, and down to only 2 points in Nevada.

Likely Voters (age 18-34) Congressional Ballot Test



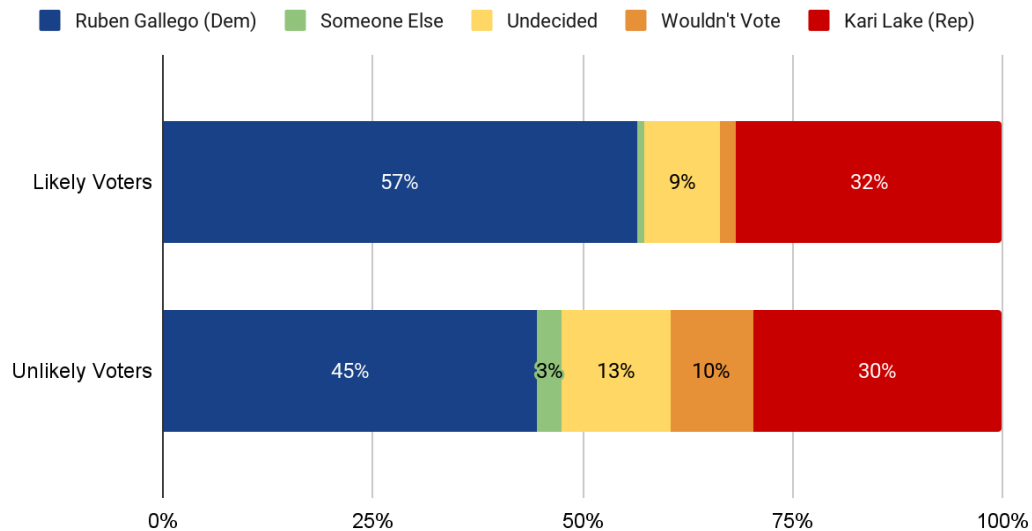
Unlikely Voters (age 18-34) Congressional Ballot Test



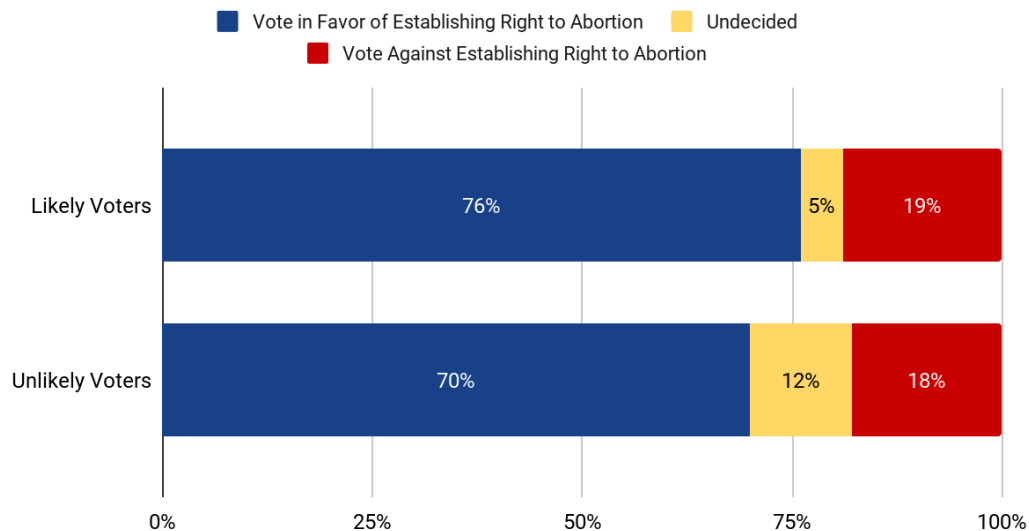
G. Arizona US Senate Race and Abortion Ballot Question.

Democratic US Senate candidate Ruben Gallego holds a 25-point lead over Republican Kari Lake among young Likely Voters in Arizona, and Gallego's lead remains strong (15 points) among young Unlikely Voters. Three out of four young voters would vote in favor of Arizona's constitutional amendment to establish the right to an abortion up to fetal viability or when necessary to protect the patient's health, and 76% of Unlikely Voters report being more likely to vote after learning that the abortion measure would be on their ballot.

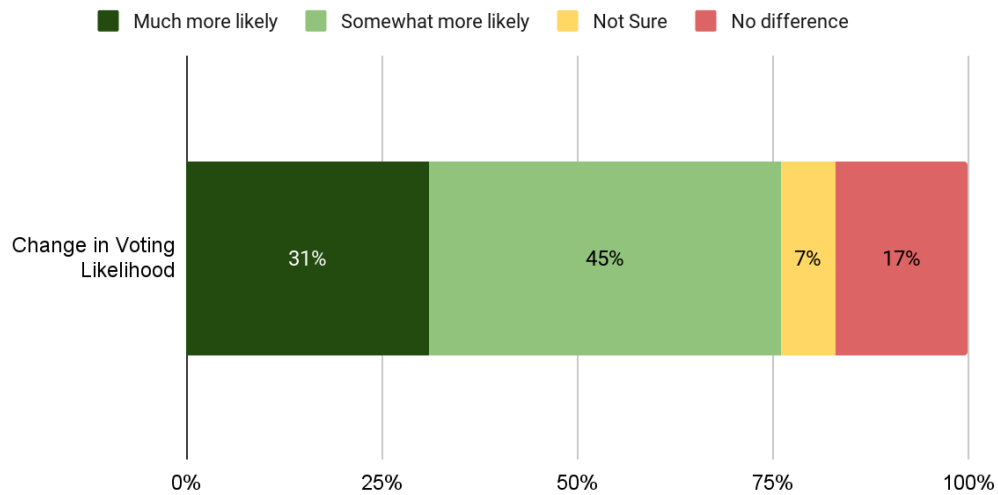
Arizona Voters (age 18-34) US Senate: Gallego vs. Lake



Arizona Voters (age 18-34) Abortion Ballot Measure



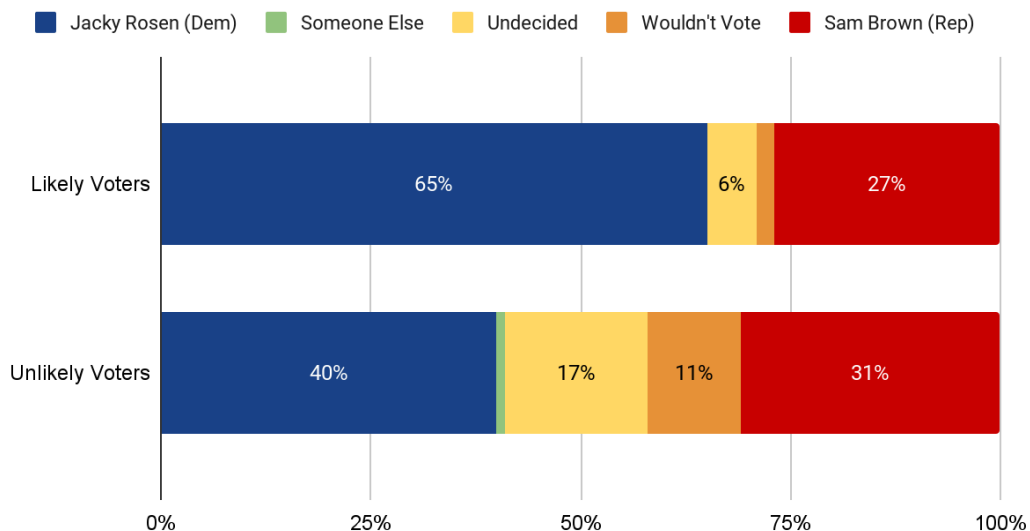
Arizona Unlikely Voters (age 18-34) More Likely to Vote After Learning about Abortion Ballot Measure



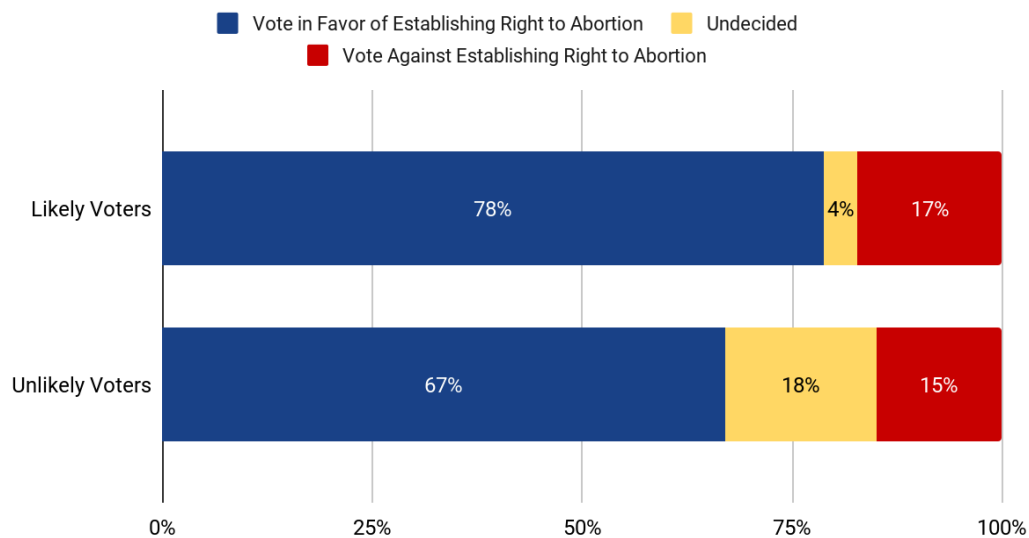
H. Nevada US Senate Race and Abortion Ballot Question.

In Nevada's US Senate race, Jacky Rosen (Dem) holds a 38-point lead over Sam Brown (Rep) among young Likely Voters, but Rosen's lead shrinks to just 9 points among young Unlikely Voters. As in Arizona, Nevada's abortion ballot measure could significantly increase turnout among young voters, with 74% of young Unlikely Voters reporting they are more likely to vote upon learning that the abortion measure will be on their ballot.

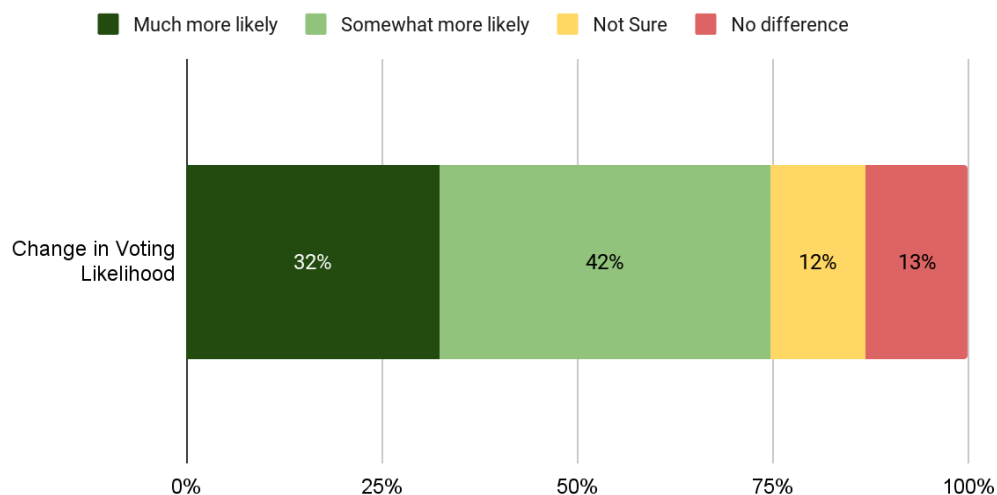
Nevada Voters (age 18-34) US Senate: Rosen vs. Brown



Nevada Voters (age 18-34) Abortion Ballot Measure



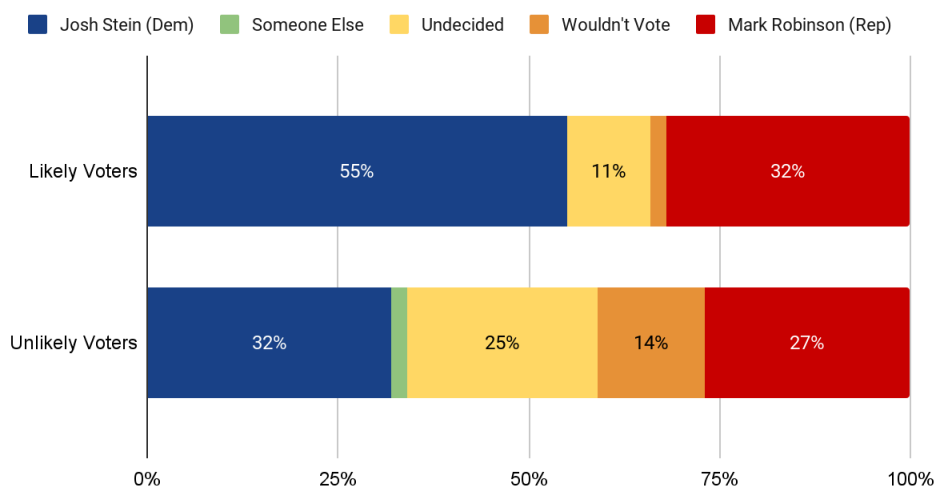
Nevada Unlikely Voters (age 18-34) More Likely to Vote Knowing about Abortion Ballot Measure



I. North Carolina Governor Race.

Democratic gubernatorial candidate Josh Stein is leading Republican Mark Robinson by 23 points among young Likely Voters, outperforming Kamala Harris's 19-point lead over Donald Trump among the same voters. 11% of young Likely Voters are currently undecided, and 25% of young Unlikely Voters are undecided.

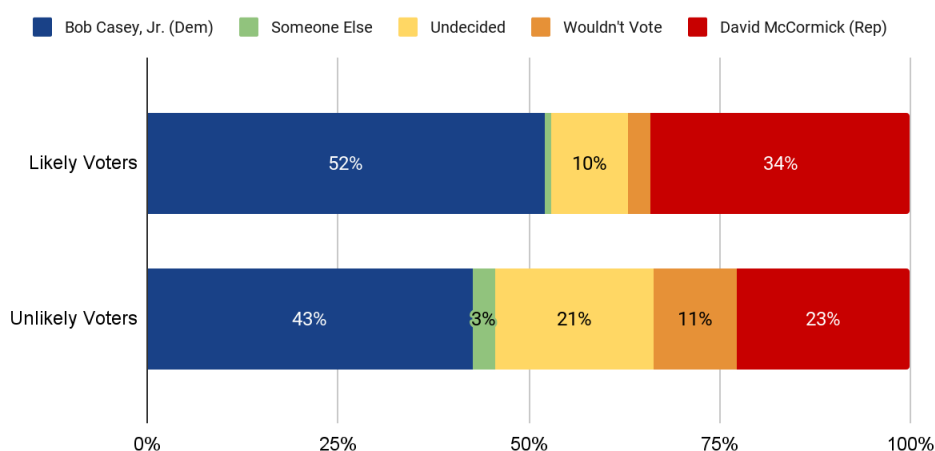
North Carolina Voters (age 18-34) Governor: Stein vs. Robinson



J. Pennsylvania US Senate Race

Democratic US Senator Bob Casey, Jr. maintains an 18-point lead over Republican challenger David McCormick among young Likely Voters, and a 20-point lead among young Unlikely Voters.

Pennsylvania Voters (age 18-34) US Senate: Casey vs. McCormick



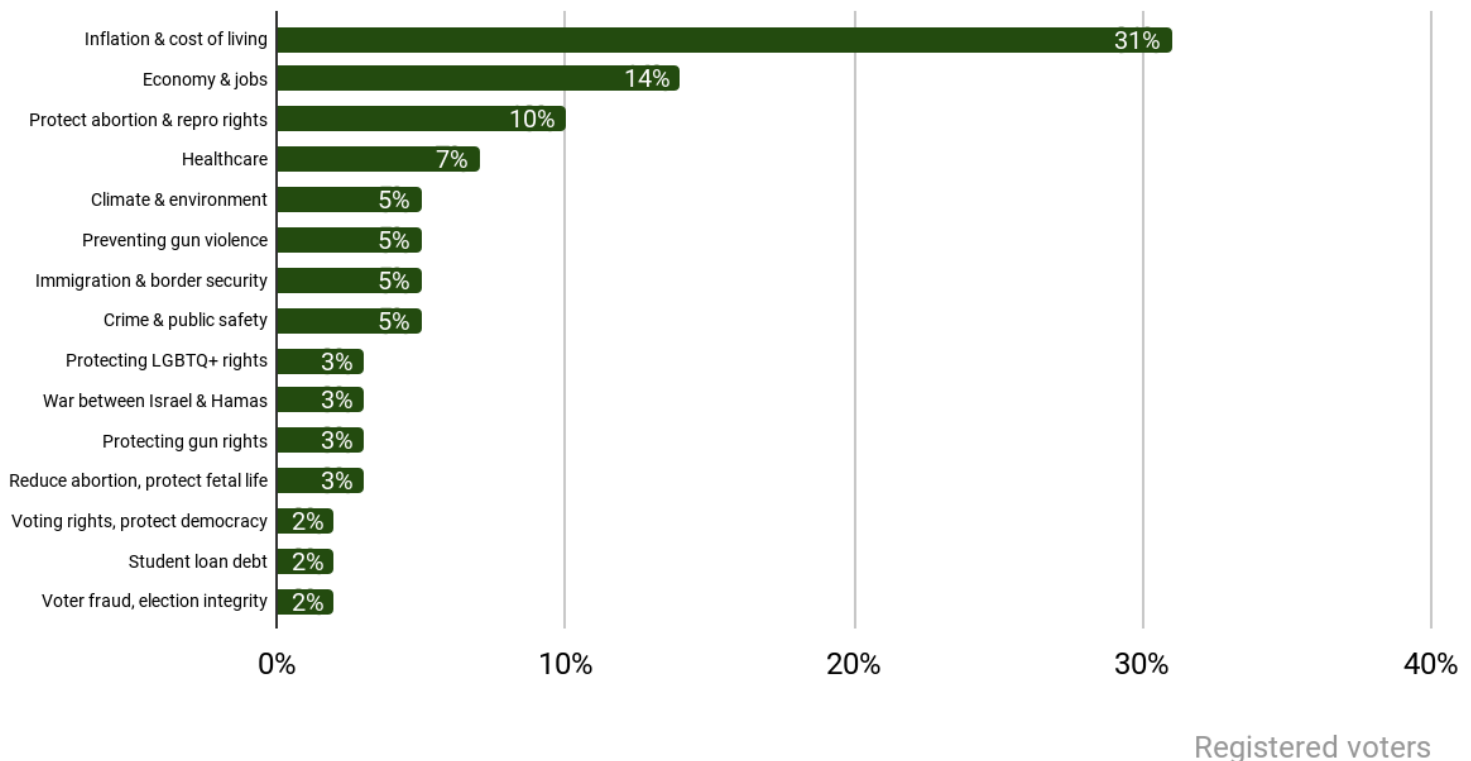
3. Top Issue Priorities and Voter Motivation

A. Top Issue Priorities for Young Voters.

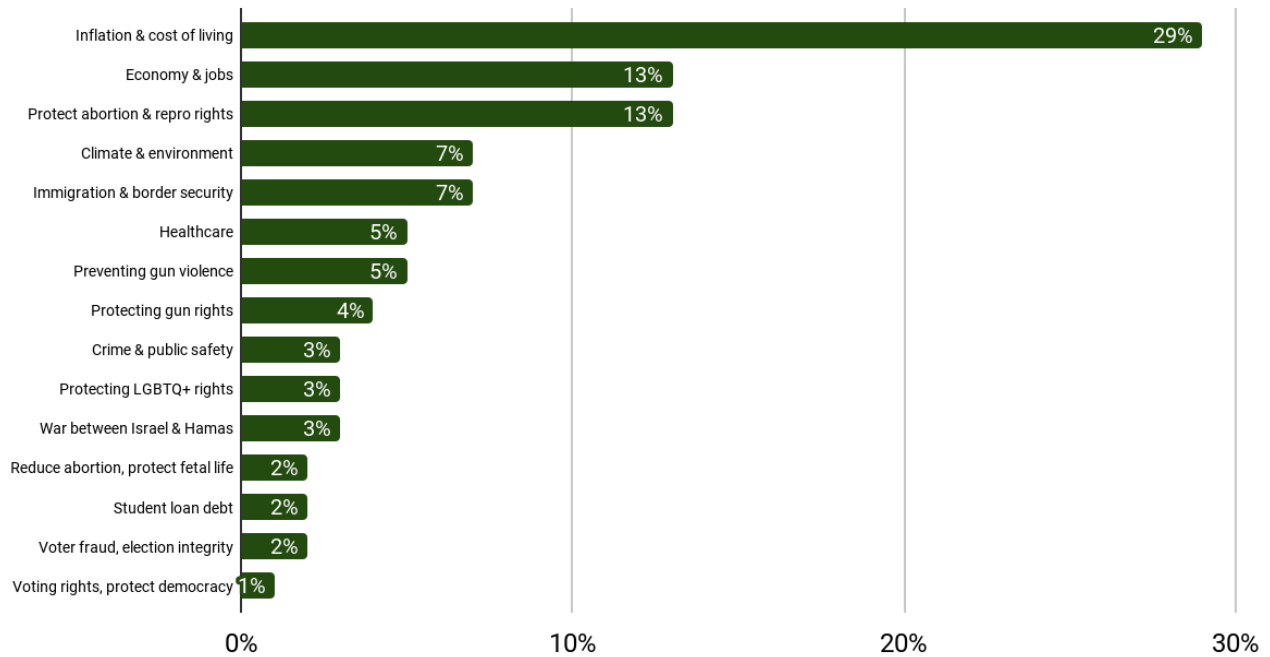
Young voters' top concerns are not very different from older voters' concerns, with 31% of registered voters (age 18–34) listing “Inflation and cost of living” as their top concern, followed by 14% listing “Economy & jobs.” “Protecting abortion rights & reproductive rights” is the second-highest priority of 18–34 year-olds in the two states with abortion-related ballot initiatives: Arizona (13%, tied with “Economy & jobs”), Nevada (12%, surpassing “Economy & jobs”), as well as in Pennsylvania (14%, tied with “Economy & jobs”). Only 3% of young voters currently list “War between Israel & Hamas” as their top priority.

When young voters were asked what their top priority would be “10 years from now,” “Climate change & the environment” was the most important non-economic issue, ranking third overall at 11% (behind “Inflation and the cost of living” and “Economy and jobs”).

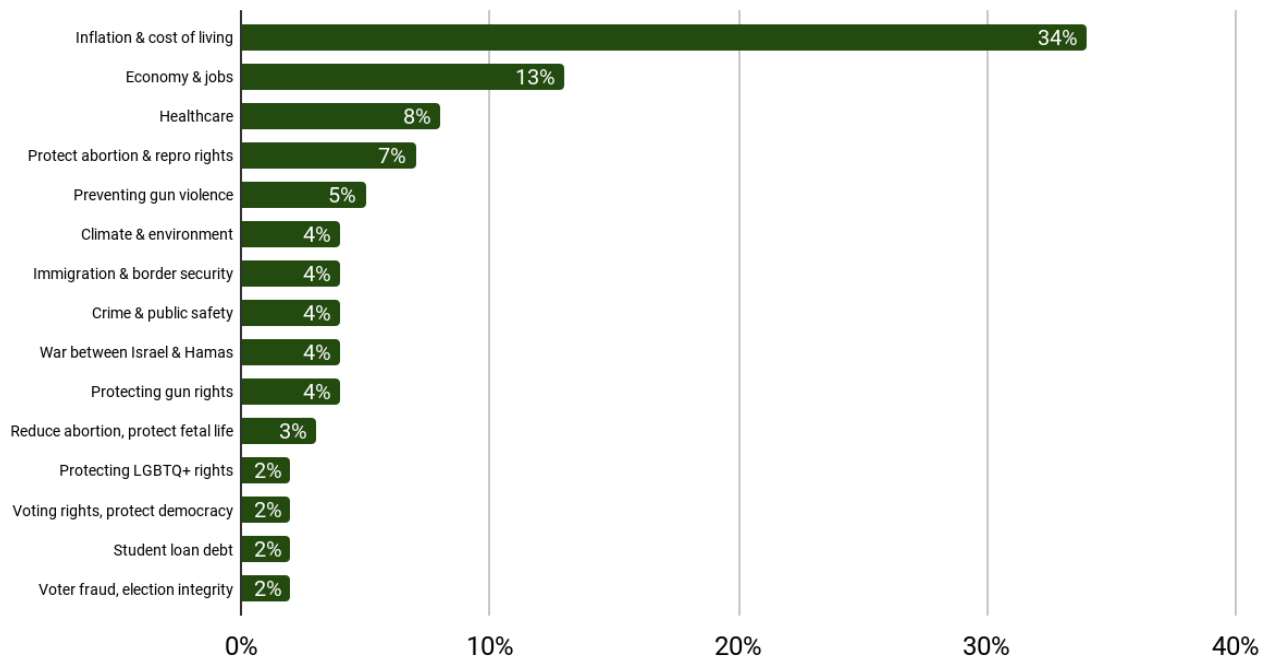
5 States Combined (age 18-34) Top Issue Priority



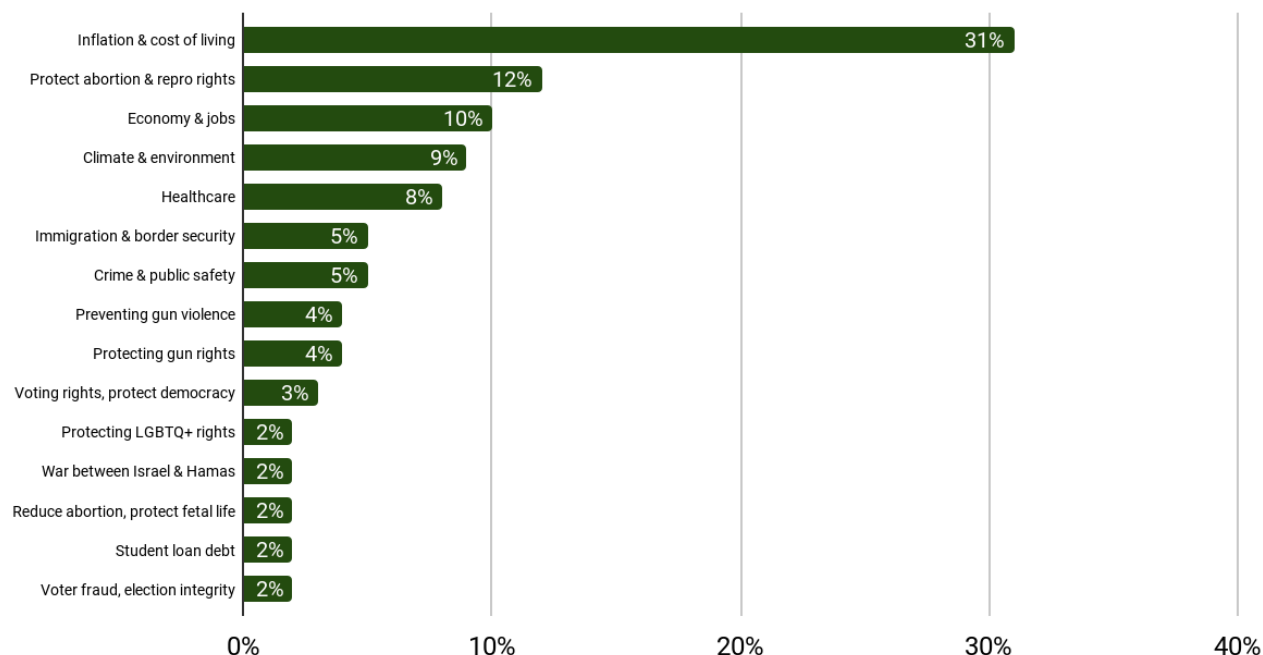
Arizona Registered Voters (age 18-34) Top Issue Priority



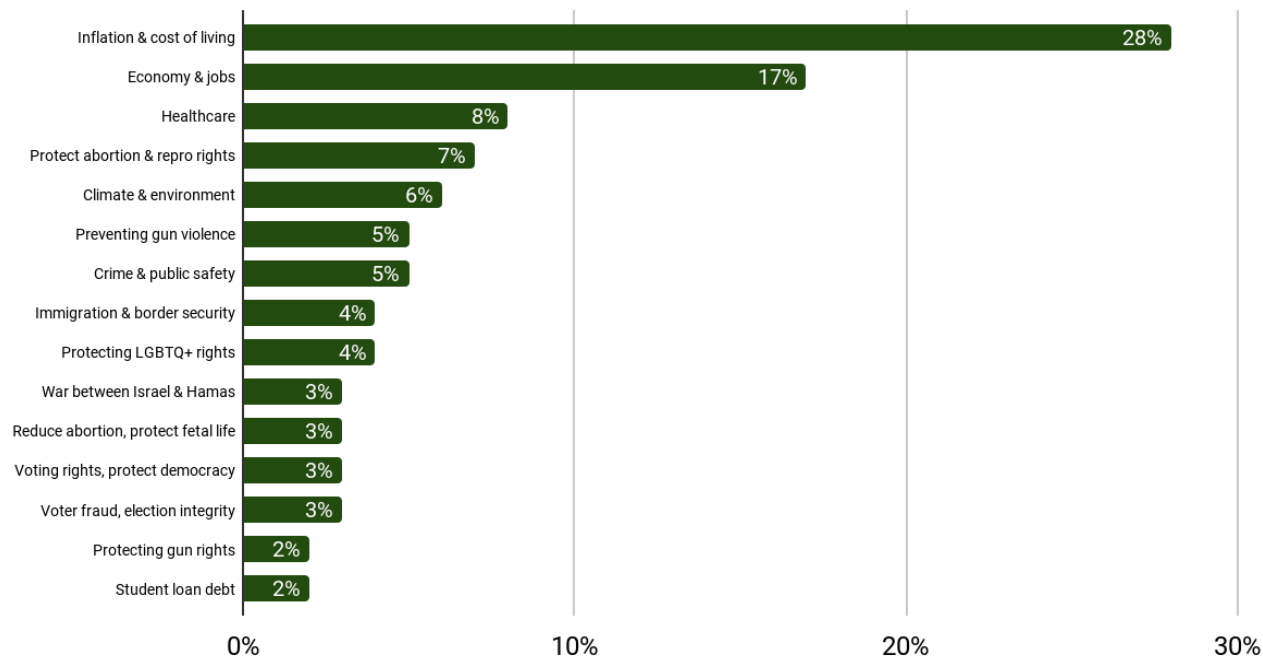
Georgia Registered Voters (age 18-34) Top Issue Priority



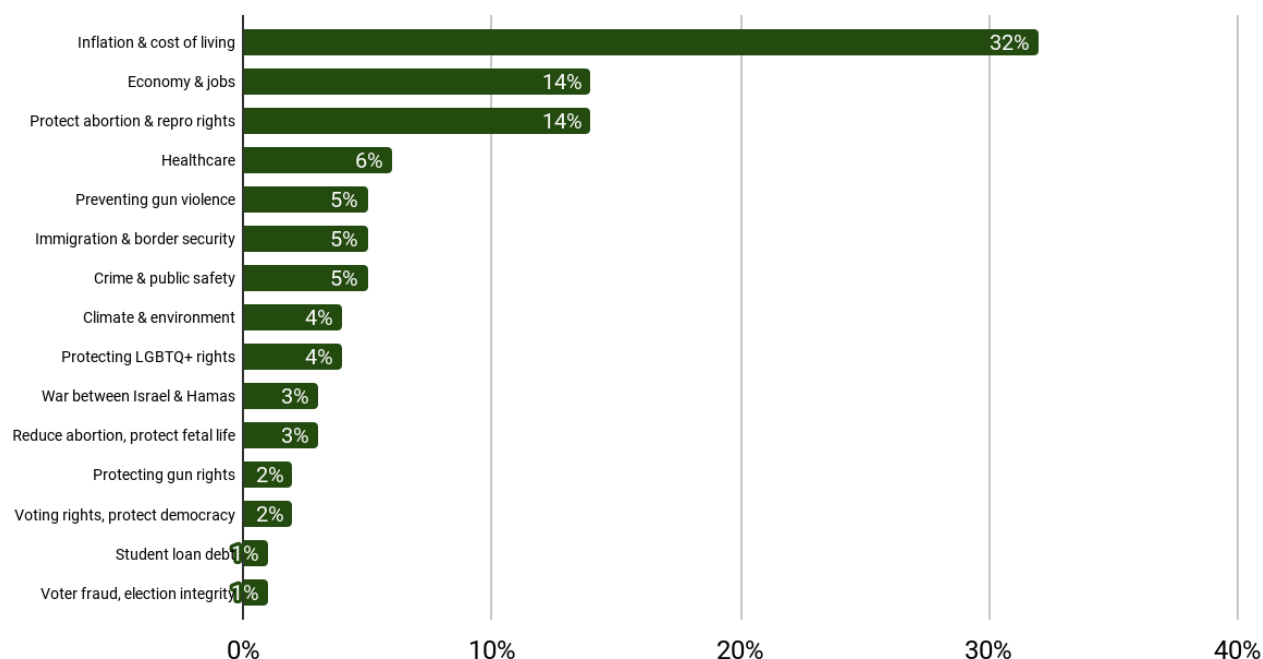
Nevada Registered Voters (age 18-34) Top Issue Priority



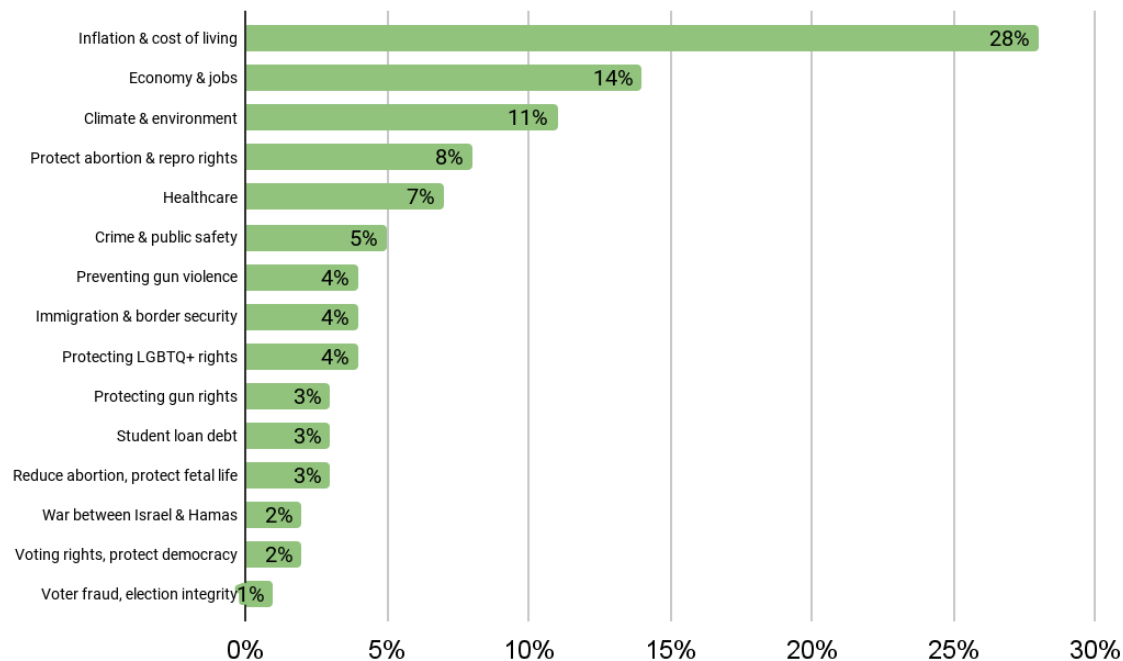
North Carolina Registered Voters (age 18-34) Top Issue Priority



Pennsylvania Registered Voters (age 18-34) Top Issue Priority



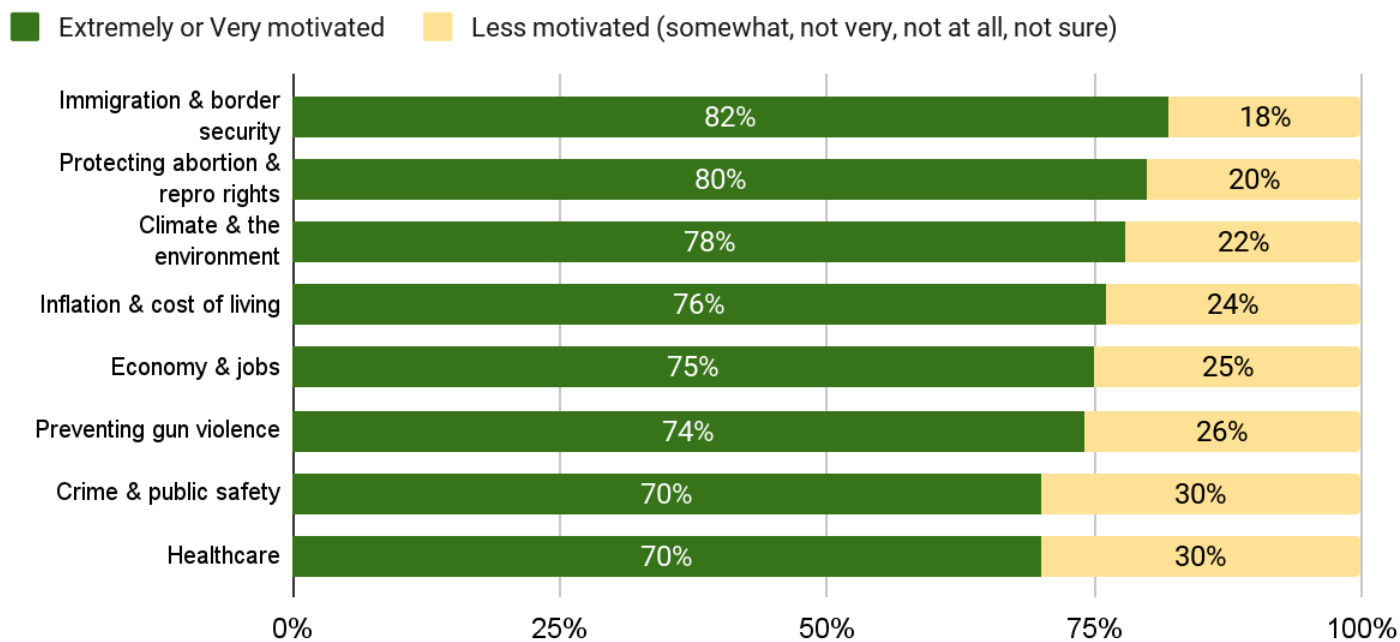
5 States Combined (age 18-34) Top Issue in 10 Years



B. Voter Motivation by Issue Constituency Group.

Young voters who prioritize “Immigration & border security” are currently the most motivated to vote — with 82% saying they are “extremely” or “very” motivated to vote — followed by young voters concerned about “Protecting abortion rights and reproductive rights” (80%) and those who prioritize “Climate change and the environment” (78%).

Motivation to Vote by Voters' Top Issue Priority

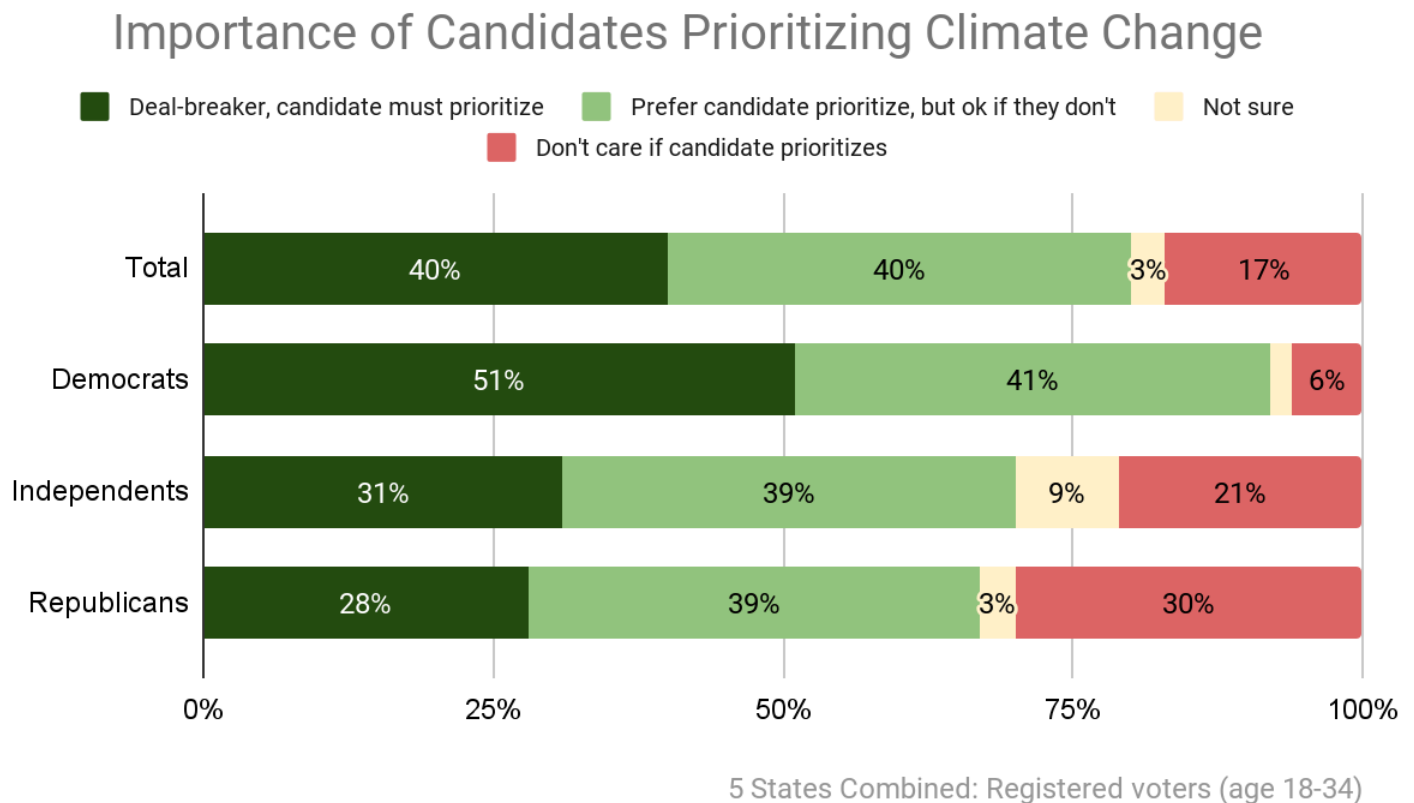


Registered voters (age 18-34) — 5 states combined

4. Young Voters' Opinions on Climate Change

A. Importance of a Candidate Prioritizing Climate Change.

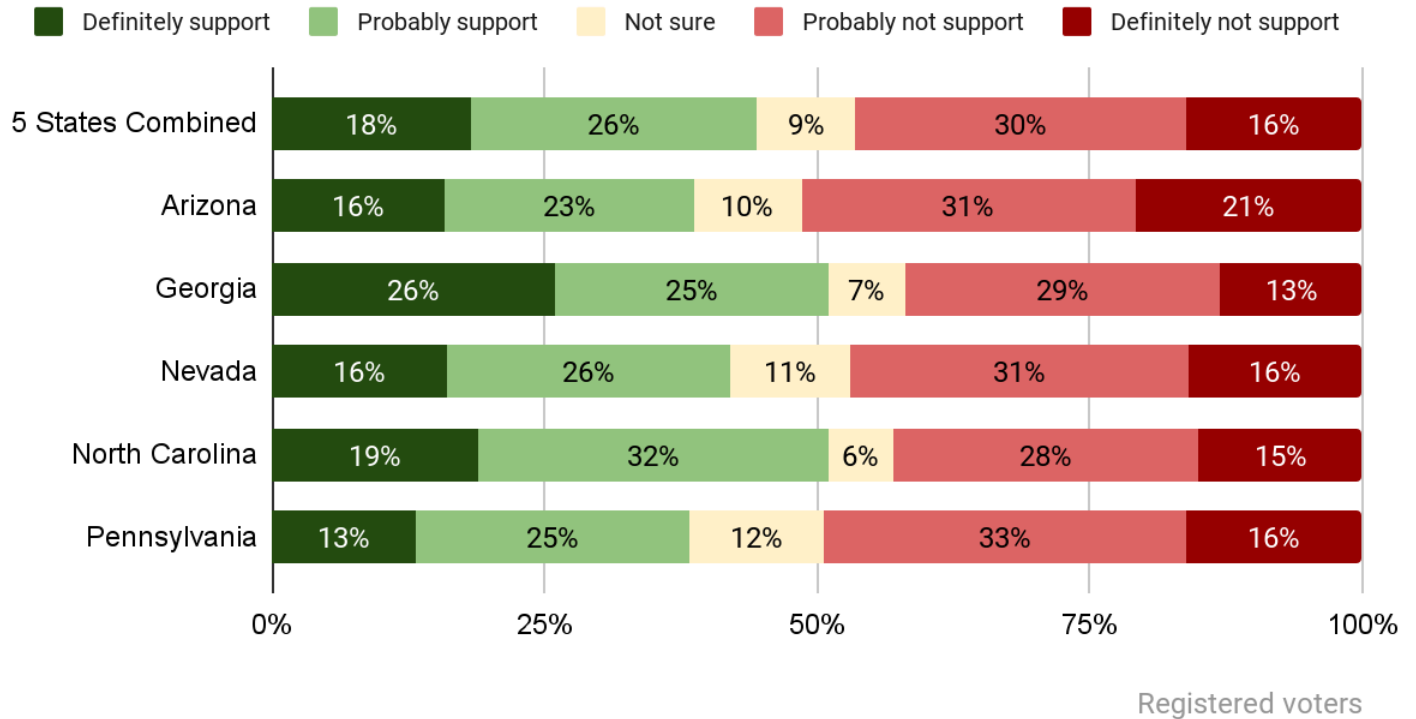
40% of young voters — including a majority of young Democrats — say that a candidate must prioritize “addressing climate change” or else it is a “deal breaker.” An additional 40% of young voters say they would “prefer” candidates who prioritize addressing climate change, but it isn’t necessary.



B. Young Democrats' Opinions of Fossil Fuel Supporting Democrats.

16% of young Democrats say they would “definitely not support” a Democratic candidate who supports “increasing U.S. use of fossil fuels like oil, gas, and coal.” In Arizona, the number grows to 21% who would refuse to vote for a fossil-fuel-expansion Democrat.

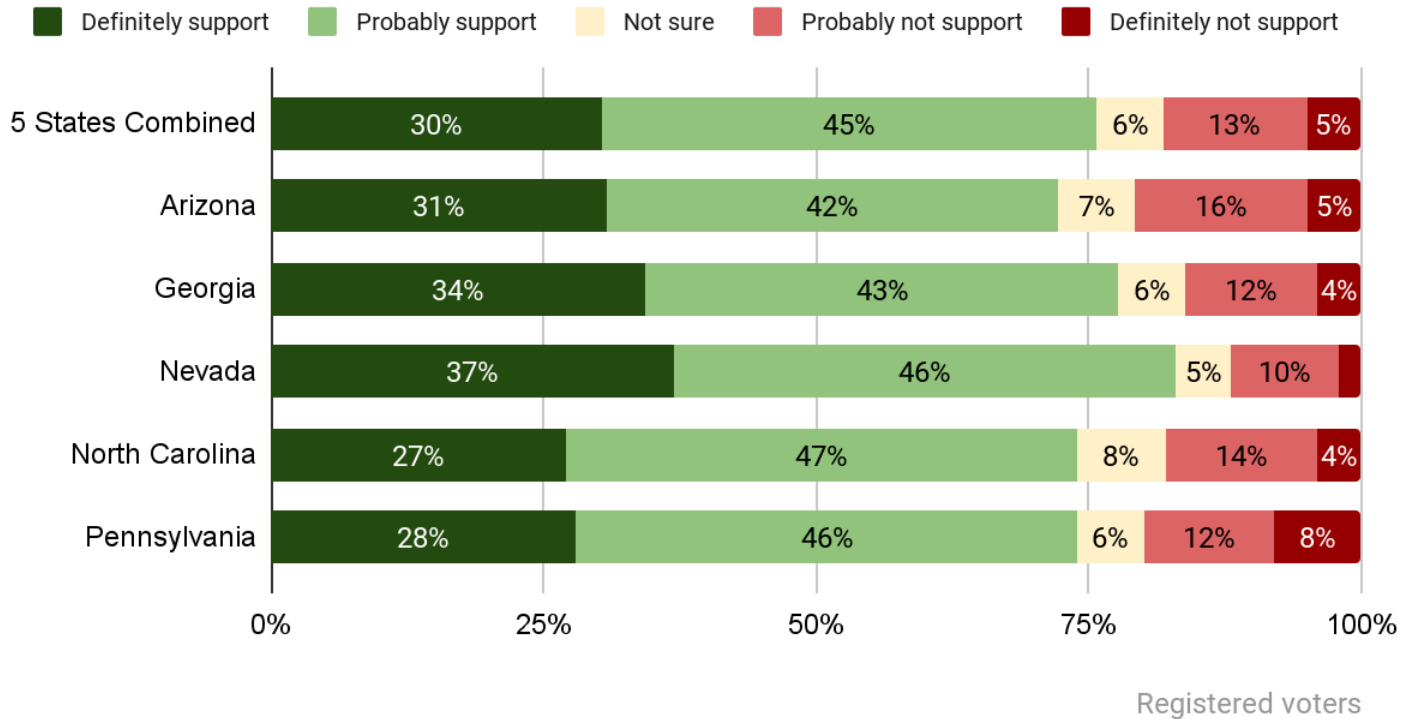
Democrats (age 18-34) on Fossil Fuel Friendly Democrats



C. Young Republicans' Opinions of Clean Energy Supporting Republicans.

75% of young Republicans would either “definitely support” or “probably support” a Republican candidate who “supported increasing U.S. use of green energy like wind and solar power.” Only 5% of young Republicans would “definitely not support” a clean energy Republican candidate.

Republicans (age 18-34) on Clean Energy Republicans

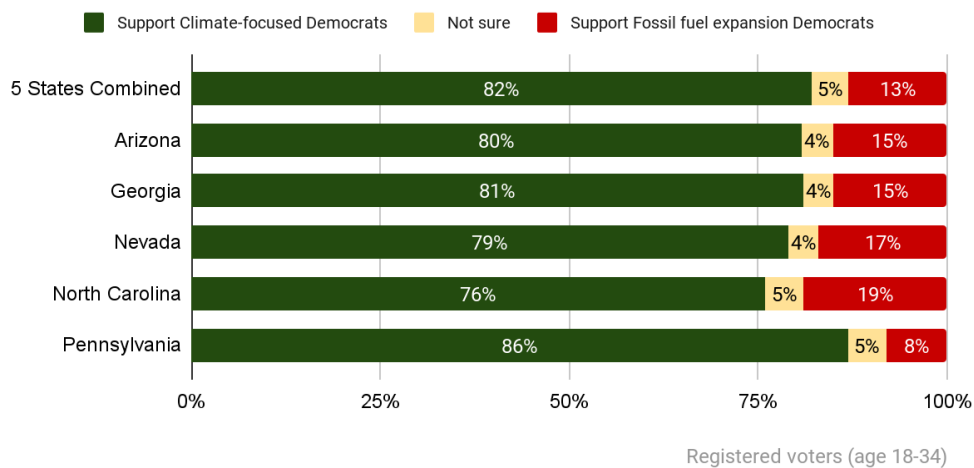


D. Primary Voters' Preferences: Prioritize Climate Change vs. Fossil Fuel Expansion.

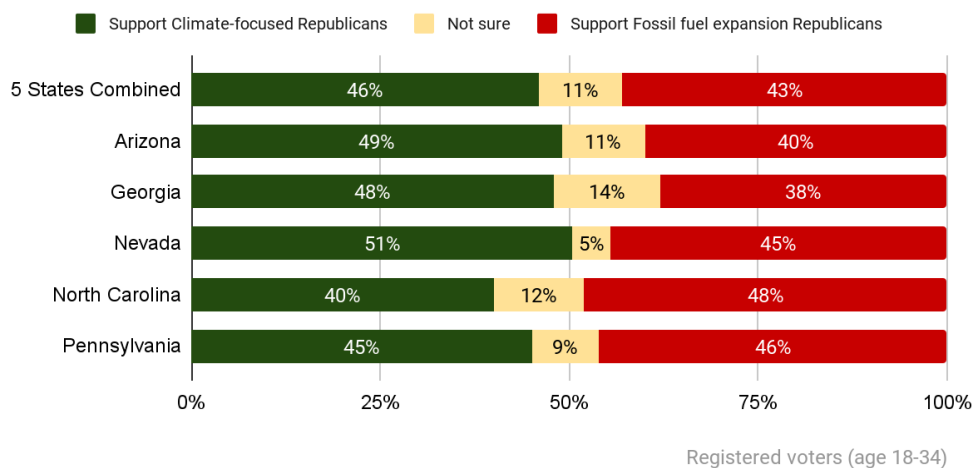
Survey Question: *If there were a primary election between two politicians in your preferred political party, and the candidates had the same policies on every issue except that one promised to focus on climate change and the other promised to focus on expanding oil and gas production, who would you vote for?*

All else being equal, young Democrats prefer climate-friendly Democrats to fossil fuel-friendly Democrats by an 82%–13% margin, whereas young Republicans are evenly split with a slight 46%–43% preference for climate-friendly Republicans.

Young Democrats on Voting for Climate Democrats vs Fossil Fuel Democrats in Primaries

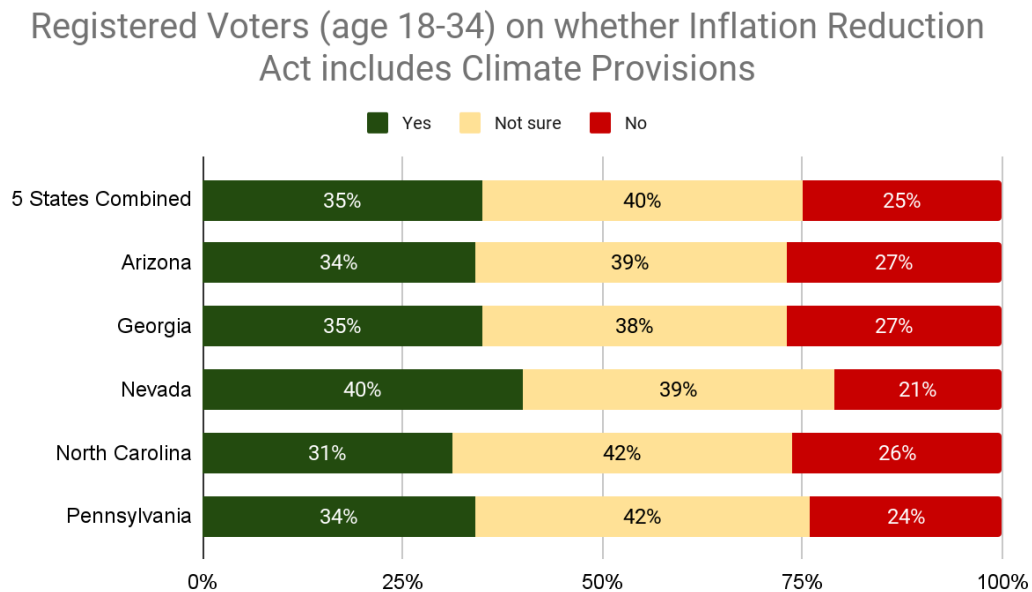
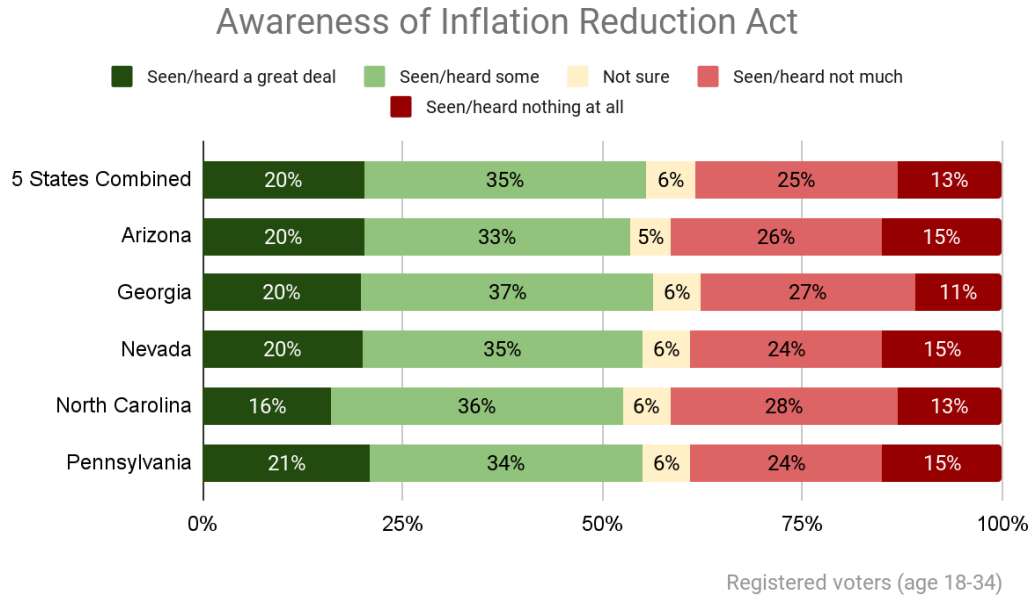


Young Republicans on Climate Republicans vs Fossil Fuel Republicans in Primaries



E. Knowledge of the Inflation Reduction Act.

The Inflation Reduction Act is barely on the radar of most young voters, with 38% reporting they had heard “not much” or “nothing at all” about the law. Moreover, only 35% of young voters surveyed knew that the Inflation Reduction Act included provisions to address climate change.

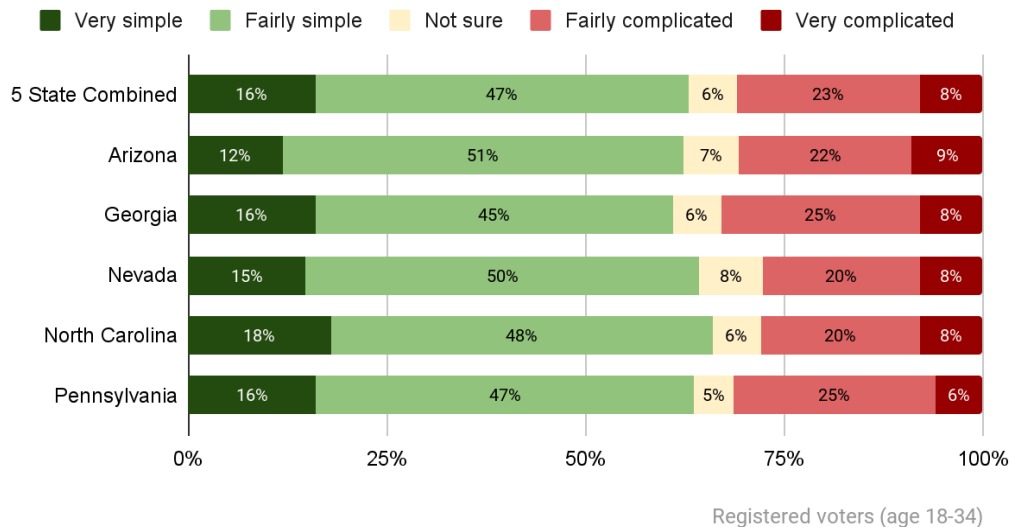


5. Knowledge and Perception of Voting Logistics

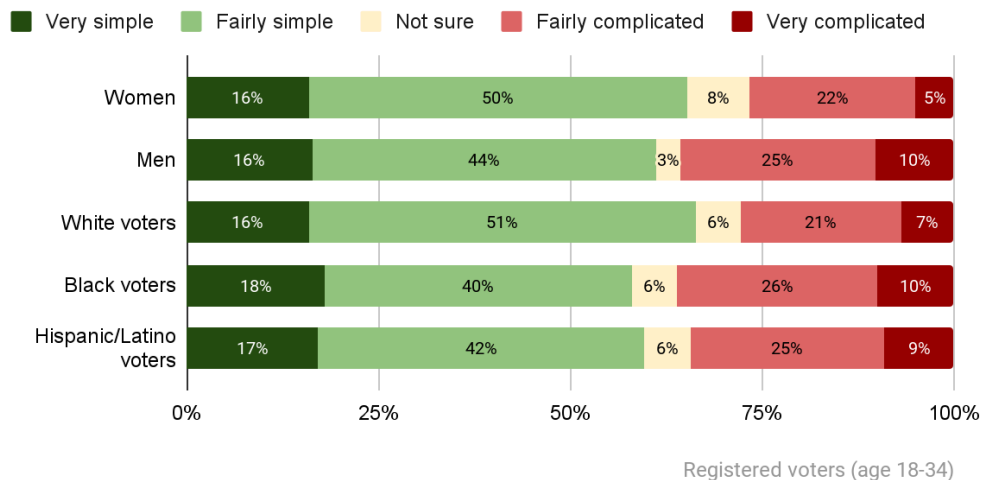
A. Perceived Difficulty of Voting.

31% of already-registered young voters describe voting laws in their state as either “fairly complicated” or “very complicated.” Young Black voters are the most likely to express frustration about the difficulty of voting, with 36% of Black youth stating that voting laws are fairly or very complicated.

Perception of How Complicated Voting Laws Are (by state)

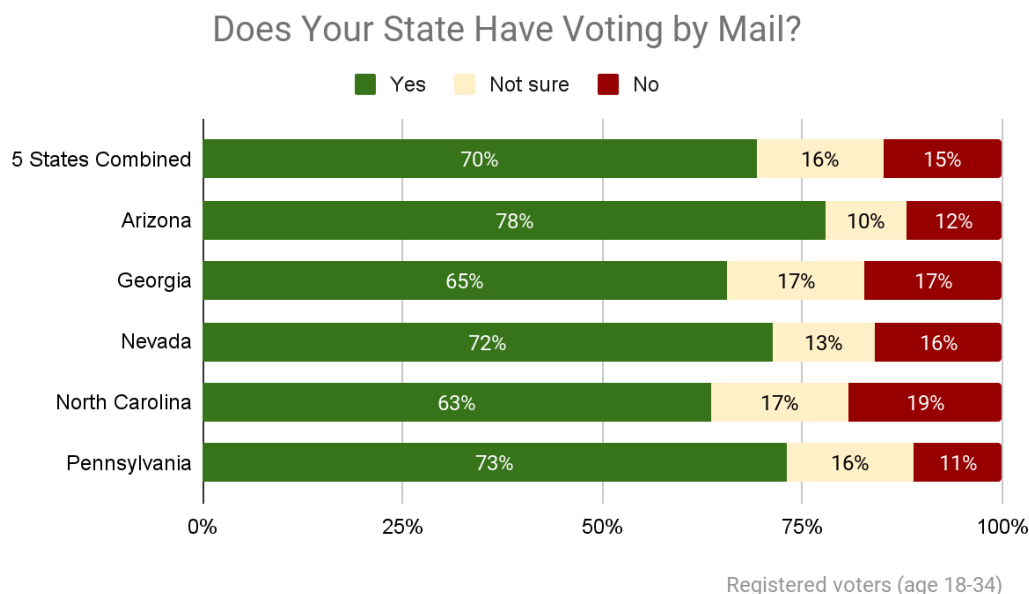
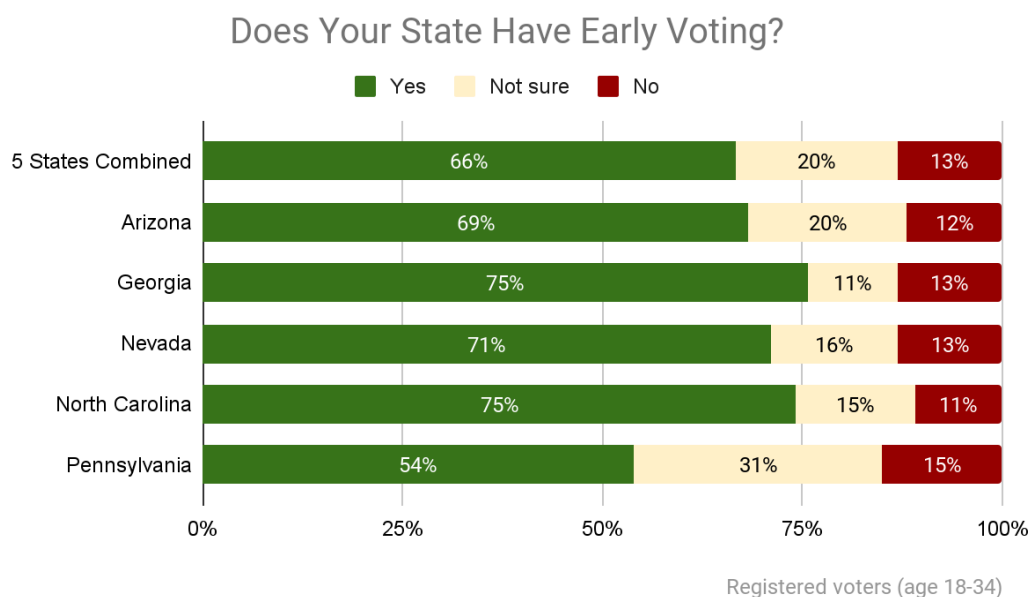


Perception of How Complicated Voting Laws Are (by gender/race)

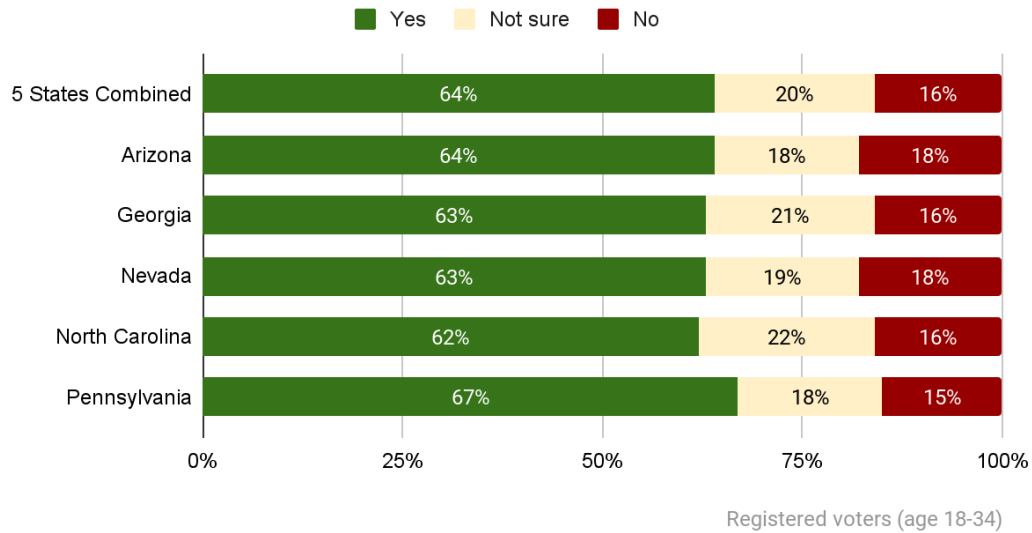


B. Awareness of Early Voting, Vote-by-Mail, and Absentee Voting.

All five battleground states surveyed provide early in-person voting, no-excuse voting-by-mail, and absentee ballot voting. However, only 66% of young voters are aware that early voting is available in their state, just 70% are aware they can vote by mail, and only 64% know they can request an absentee ballot.



Does Your State Have Absentee Voting?



6. Environmental Voter Project

The Environmental Voter Project (EVP) is a non-partisan nonprofit that uses data analytics to identify environmentalists who don't vote and then applies cutting-edge behavioral science messaging to nudge them into being more consistent voters. Working in 19 states with over 6,000 volunteers, EVP will canvass, call, mail, and send digital ads to almost 5 million low propensity environmental voters in hundreds of local, state, and federal elections in 2024.

7. Methodology

This poll of young voters in Arizona, Georgia, Nevada, North Carolina, and Pennsylvania was conducted between July 25th and August 9th, 2024 by Beacon Research. The poll consists of a total of 2,615 interviews (approximately 500 per state). Respondents were sourced from a marketplace of online panels, and quotas based on age, gender, and ethnicity were used to recruit a representative sample of registered voters under age 35 across each state.

To ensure data quality, the survey included attention checks and trap questions to screen out respondents who were not sufficiently focused on the questions. Voters who completed the survey unrealistically quickly were also removed during data cleaning.

Weights were applied after fielding to ensure the results accurately reflected the demographic profile of voters under 35 in each state. Weight targets were developed from the L2 voter file and American Community Survey estimates. In the overall results, each state was then weighted to a representative proportion of its share of voters under 35 in the 5-state universe.

Respondents were also categorized as likely or unlikely to vote based on their responses to vote likelihood questions within the survey. Sample sizes for the overall dataset, likely voters, and unlikely voters — as well as the same information broken out by state — are presented below, along with associated margins of error (in parentheses). Subgroup results carry larger margins of error.

	All respondents	Likely voters	Unlikely voters
All five states	2,615 (± 2)	1,631 (± 2.5)	984 (± 3)
Arizona	506 (± 4)	320 (± 5.5)	186 (± 7)
Georgia	507 (± 4)	295 (± 5.5)	212 (± 6.5)
Nevada	555 (± 4)	314 (± 5.5)	241 (± 6)
North Carolina	523 (± 4)	342 (± 5)	181 (± 7)
Pennsylvania	524 (± 4)	337 (± 5)	187 (± 7)