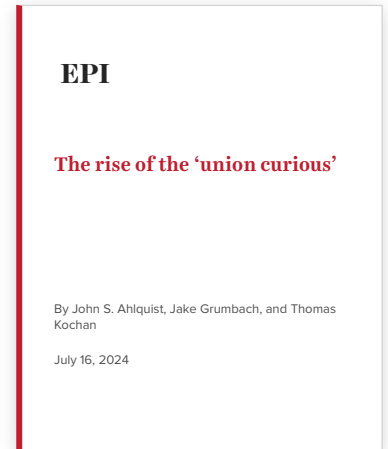


## The rise of the ‘union curious’

Support for unionization among America’s frontline workers

**Summary:** Two major shifts are occurring in U.S. workers’ attitudes toward labor unions: the rise of workers who are interested in, but unsure about, unions and an emerging generation gap between younger and older workers.



**Read the full report**  
[epi.org/282870](https://epi.org/282870)

### Key findings

- Americans’ approval of unions and willingness to vote for them at their workplaces have increased although union membership has continued to drop in recent years.
- Even more remarkable than the growth of union support has been the decline of outright opposition to unions and the rise of the “union curious.”
- A large generational divide that was not apparent even a few years ago is emerging. Workers 30 and under are far more likely than older workers to report both support for *and* uncertainty about unionization.

### Why this matters

The ranks of the “union curious” are large and growing. They are a pivotal group that will help determine whether the current increase in union interest will lead to sustained gains for working people.

