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.