Taylor Swift broke voter registration records with a simple social media post telling her fans, “I’ve heard you raise your voices, and I know how powerful they are.” But how powerful can they be? Can concert-goers and music fans become a force for positive social change?

Every year in the United States, over 250 million people attend concerts, providing a rare opportunity to bring communities together and remind them of their collective ability to produce change. By turning backstage concern into mainstage advocacy, music artists can serve as much-needed climate messengers who amplify the climate movement by mobilizing fans to take action.

To unlock this climate solution, Planet Reimagined partnered with Ticketmaster, Live Nation’s Green Nation, iHeartRadio, REVERB, and Climate Outreach to design a digital and in-person study that surveyed thousands of live music fans across the U.S. The findings include:

— Live music fans care about climate change and are ready to act
  - Nearly 3 out of 4 live music fans (72%) said climate change is an important issue, and 78% are already taking some form of climate action.

— Most fans support artists taking action on climate change
  - 70% of survey respondents do not oppose artists using their platforms to speak out about climate change, and 53% agreed that they should.

— Many fans are likely to take climate action when their favorite artist asks
  - Fans who are concerned about climate change are likely to sign petitions (68%), vote based on climate issues (60%), and contact government officials (42%).

**Artists : Let’s Make It Happen!**

— Engage Fans Through Mainstage Advocacy
  - Use the stage to speak directly to fans through pre-show videos or brief conversations between the songs.
  - Use positive language to highlight climate solutions.

— Promote Climate Action
  - Encourage fans to participate in social and civic efforts instead of focusing on personal lifestyle changes.
  - Highlight opportunities for fans to join local climate organizations in their communities.
  - Team up with other artists and venues to maximize the impact.

— Lead by Example
  - Show fans how you are taking climate action in your own life to make your advocacy more credible and compelling.
  - Make action more accessible by showing fans the “how-to.”

“Music artists have the power and influence to encourage fans to take action. They can make a difference and have an impact on social issues by speaking up, leading by example, and showing their support. I believe that more music artists need to take part in this.”

- Fan of Taylor Swift

Read the full report at planetreimagined.com/amplify