

New survey reveals the dangerous effect of climate misinformation on public perception

Climate Leaders and Brands also call on COP27 to take action against disinformation

- Polling conducted in six countries demonstrates a significant gap between public perception and the science on issues as basic as whether climate change exists or whether it is mainly caused by humans.
- Large numbers of respondents believe that fossil gas is a climate-friendly energy source, contrary to what climate science shows us about its damaging impacts on the climate. 34% of Australians, 40% of Brazilians, 25% of Germans, 57 % of Indians, and 39 % of US citizens believe that gas is a climate-friendly energy source. Only 14% of the population in the UK believes in this example of disinformation.
- When the data is combined, between 55% and 85% of the populations surveyed believe at least one of the climate change misinformation statements included in the questionnaire, with the highest share in India and the lowest in the UK¹
- The Study was conducted in Australia, Brazil, Germany, India, The UK and the US and the data was collected by YouGov.

Climate Action Against Disinformation (CAAD) and the Conscious Advertising Network (CAN) have commissioned a unique survey to understand how common false climate beliefs are in different regions of the globe and their relation to media and social media consumption. [Various studies](#) conducted by Climate Action Against Disinformation have addressed the narratives spread, **but this is the first to quantify their global impact and show how widespread climate**

¹ To understand what share of the population believed in each type of disinformation, the share of the population of each country which reported belief in at least one piece of misinformation presented within a given subsection was calculated. The frequency of the number of people who believed in at least one piece of misinformation is presented at the end of each sub-section of the report.

disinformation statements influence public opinion on climate change and the role of fossil fuels in it.

While the world is running out of time to stave off the most devastating consequence of climate change, these deliberate **anti-climate communication attacks** in the public space **weaken public demand for the mitigation and adaptation measures** that would protect the public and the planet from the climate crisis. The survey results show that we need action against climate disinformation to protect climate action at every level of life.

It is clear that climate disinformation is not an isolated issue and the media has a clear role in its spread. As the study revealed, across regions, participants who consumed news five days or more per week were more likely to believe in the misinformation statements compared to those who didn't consume news. This suggests that news outlets' reporting regularly includes misinformation narratives, which are adversely influencing their readers' opinions.

The study was released with the [Open Letter](#) stating that "global action is required now to tackle climate misinformation and disinformation." The letter delegates in COP27 **to develop a clear plan for action against climate misinformation and disinformation based on the [universal definition of climate disinformation](#)**. Prominent climate leaders such as **Christiana Figueres, Laurance Tubiana, Manuel Pulgar-Vidal, and Bill Hare**, and advertising industry leaders & brands such as Sky, Patagonia, The Drum have signed the letter.

Notes for journalists

- You can access the full report [here](#)
- Alex Murray (CAN / Coordinator of CAAD), Jake Dubbins (CAN), Harriet Kingaby (ACT for Climate Truth) and Jennie King (Institute of Strategic Dialogue) are in Sharm el Sheik and available for offline / online media interviews.
- If you have any questions, please contact: devin.bahceci@gscnetwork.org or katherine.grenville@gscnetwork.org

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About Climate Action Against Disinformation

[Climate Action Against Disinformation](#) is a global coalition of 50 organisations across Europe, Australia, Africa, and North America with a goal to minimise climate mis/disinformation in public life and prevent attempts to jeopardise the effective implementation of climate policies at both the national and international level.

About Conscious Advertising Network

The Conscious Advertising Network is an international not-for-profit member organisation focused on breaking the economic link between advertising and harmful content that combines advertising and human rights expertise to help implement industry, platform, and policy interventions – and embed human rights within relevant commercial and political decision-making, globally.