



THE IMPACTS OF CLIMATE DISINFORMATION ON PUBLIC PERCEPTION



Climate Action
Against Disinformation



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Young girls are caught by a sandstorm on their way to school. Bamiyan, Afghanistan.
Credit: Solmaz Daryani / Climate Visuals Countdown

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Executive Summary

Despite the global concern over climate misinformation and the very real impacts it can have on climate action, research on the prevalence of belief in climate misinformation is limited. Various international organisations and nonprofit organisations have conducted research on public opinion on climate change and the impacts of climate communications. Although these studies well-documented differences and variations in public opinion about climate change, the impact of climate misinformation on public perception needed to be analysed in more detail to better understand the scale of the problem.

Climate Action Against Disinformation and Conscious Advertising Network have commissioned a unique survey, to produce this report, on the origin and impact of climate misinformation on public perception in different regions of the globe. The study was conducted online with respondents recruited through YouGov's online panel in Australia, Brazil, India, Germany, the UK and the USA. Non-probability, quota sampling was used to draw representative samples, and the data was then weighted by the variables listed below using the Random Iterative Method (RIM).

The results of the survey are stark and reflect how prevalent climate disinformation beliefs and narratives are around the world. There is a big gap in public perception and the science on issues as basic as whether climate change exists or whether it is mainly caused by humans. This perception gap weakens the public mandate for climate action and undermines the negotiations to achieve the goals of the Paris Climate Agreement.

Key findings include:

- Overall, between 6 and 23% of the populations of the countries covered within this report do not believe in climate change or are uncertain about whether climate change is happening. A further 22 to 38% believe that humans are only partly responsible for the change in climate. In this regard, people in the United States are most likely to hold this belief.
- The results show beliefs about the role of fossil gas are contrary to what climate science shows are rampant methane leaks and emissions the carbon budget can not afford. 34% of Australians, 40% of Brazilians, 1/4 of Germans, 57 % of Indians and 39 % of US citizens believe that gas is a climate friendly energy source. Only 14% of population in the UK believes this 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 UK.
- 20% or more of people surveyed in each country believe that 'the climate has always changed, global warming is a natural phenomenon and is not a direct result of human activity.' Populations in the US and Australia are most likely to hold this belief with 33% in each country believing this statement.
- One quarter or more people surveyed in each of the six countries believe that their country 'cannot afford to reach the target of net zero emissions by 2050.'
- News consumption is not an indicator of whether people are better informed on climate science.

Background

Climate misinformation is a threat to climate action. As the IPCC Report on Climate Change 2022: Impacts, Adaptation, and Vulnerability indicated this year, vested interests have been organising and financing fake and unsubstantiated narratives and anti-climate communication activities to influence public opinion on climate change and hinder progress on climate action.

Various studies conducted by Climate Action Against Disinformation members show that climate misinformation runs rampant all over the world and hinders climate action by influencing public opinion and shaping governments' actions and their inaction on the issue of climate change. 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.

Climate disinformation no longer simply refers to outright climate denialism. In recent years as public support for climate action has risen along with the toll of extreme weather, professional climate disinformation producers continue to do their job to delay climate action by presenting more reasonable-seeming arguments, using "common sense" appeals, concerns about "free speech" or "free market" pretences for not regulating polluters. The playbook of those who oppose climate action because of vested interests or financial incentives for maintaining reliance on fossil fuels has been updated. Its expansion includes new talking points for those who want to appear more reasonable than the deniers saying 'climate change is a hoax.' But they're still utilising tactics such as cherry-picking information to present false accounts, or even fraudulently claiming polluting technologies as supportive of climate goals despite clear guidance from the International Energy Agency that we can't build any new fossil fuel infrastructure if we want to hit 1.5 degrees warming.

CAAD's universal definition of climate disinformation and misinformation

Recognising the shift in messaging, tactics, and the overall ecosystem, the CAAD coalition defines climate disinformation as content that:

- Undermines the existence or impacts of climate change, the unequivocal human influence on climate change, and the need for corresponding urgent action according to the IPCC scientific consensus and in line with the goals of the Paris Climate Agreement;
- Misrepresents scientific data, including by omission or cherry-picking, in order to erode trust in climate science, climate-focused institutions, experts, and solutions; or
- Falsely publicises efforts as supportive of climate goals that in fact contribute to climate warming or contravene the scientific consensus on mitigation or adaptation.

Key Finding

Prevalence of climate misinformation across the globe

The first part of the report looks at the prevalence of climate misinformation across different countries, including Australia, Brazil, Germany, India, UK and US. The areas of climate misinformation are categorised into six sections, including beliefs contrary to scientific consensus about climate change, fossil fuel and energy consumption, renewables, energy prices and crisis, net-zero transition, climate action and climate policy (like electric vehicles and heat pumps).

Beliefs contrary to scientific consensus about climate change:

- Overall, between 28% and 53% of the populations of the countries covered within this report do not believe in climate change, think that climate change is not primarily caused by human activity, or are uncertain about whether climate change is happening, with populations in the US most likely to hold this belief.
- 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 UK.

Australia:

- In Australia, only 44% believe that climate change is caused mainly by human activity.
- 37% of the population believes that “A significant number of scientists disagree on the cause of climate change, 33% believe that climate change is a natural phenomenon and 31% says that “ climate change mitigation efforts punish citizens (e.g. through lifestyle changes, rising prices, livelihoods etc.)

Brazil:

- In Brazil, 30% believe that climate change is not caused mainly by human activity.
- 29% of the population also believes that “A significant number of scientists disagree on the cause of climate change” and 24% believe that “The temperature record is unreliable or rigged”.

Germany

- In Germany, only 49% believe that climate change is mainly caused by human activity.
- 36% of the population believes that “A significant number of scientists disagree on the cause of climate change, 28% say that “Climate models are not accurate” and again 28% believe that “ climate change mitigation efforts punish citizens (e.g. through lifestyle changes, rising prices, livelihoods etc.)

India

- In India, nearly half the population (49%) believe that India is leading the world on climate action, having signed international climate agreements and put plans into place to address climate change. A similar share reported that (47%) we should focus our efforts on technologies such as carbon capture and storage rather than trying to cut carbon emissions.

The UK

- In the United Kingdom, the belief that a significant number of scientists disagree on the cause of climate change was the most commonly held misinformation belief (29%).
- Only 54% believe that climate change is mainly caused by human activity.

The USA

- In the United States, the belief that a significant number of scientists disagree on the cause of climate change was the most commonly believed narrative (35%)
- 46% believe that climate change is not caused mainly by human activity.
- 23% of population believe that climate change is a hoax made up by elite organisations, such as the World Economic Forum (WEF)
-

Fossil fuel and energy consumption:

Australia:

- The data indicates that in Australia, two in five people believe that oil and gas are essential components of our national economy, and it would be impossible for us to do without them (43%) and that natural gas is an essential and important fuel needed to be utilised for the low-carbon energy transition (42%).

Brazil:

- In Brazil, roughly half the public (49%) believes that oil and gas are essential components of their national economy, and it would be impossible for us to do without them.
- 47% of Brazilians also believe that “Natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition”

Germany

- In Germany, the belief that actions to help the climate will generate high costs which will be paid by the middle class (45%), and natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition (44%) were the most common misinformation narratives the public believes around fossil fuels.

India

- In India, a majority of the public (57%) believe that natural gas is a climate-friendly energy source and that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition

The UK:

- In the United Kingdom, the belief that oil and gas are essential components of our national economy and it would be impossible for us to do without them is the most commonly held misinformation belief, with one third of the public (32%) believing this.

The US:

- In the United States, the statement oil and gas are essential components of our national economy and it would be impossible for us to do without them was the most common misinformation belief (40%).

Renewable energy

Australia:

- In Australia, renewable energy is more expensive than energy from fossil fuels is the most commonly held misinformation belief, with 37% of the public reporting it is true.
- One in four (23%) report that renewable energy is not projected to reduce energy bills in the medium term, the least commonly held piece of misinformation around climate in Australia.

Brazil

- In Brazil, the belief that renewable energy is more expensive than energy from fossil fuels was believed by one in three respondents in Brazil (33%).

Germany

- In Germany, one-third of the respondents (33%) believe that fossil fuels are the only way to stabilise and back up variable wind and solar power.
- A third also believes that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round.

India

- In India, the belief that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round was believed by roughly half the public (47%).
- Again 43% of the public believes that renewable energy is more expensive than energy from fossil fuels.

The UK

- In the United Kingdom, the most commonly reported misinformation narrative was that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round, with 27% reporting a belief in this narrative.

The US

- In the United States, one in three Americans (34%) believe that renewable energy is more expensive than energy from fossil fuels.
- Also, 32% says that “because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year round”

Net-zero transition

Australia

- In Australia 29% of society believes that “Australia cannot afford to reach the target of net zero emissions by 2050” and 28% of them say that “the main reason our bills are increasing is due to climate and net-zero policies”.

Brazil

- In Brazil 25% of society believes that “Brazil cannot afford to reach the target of net zero emissions by 2050” and 21% of them say that “the main reason our bills are increasing is due to climate and net-zero policies”.

Germany

- In Germany 26% of society believes that “Germany cannot afford to reach the target of net zero emissions by 2050” and again 26% of them say that “the main reason our bills are increasing is due to climate and net-zero policies”.

India

- In India 33% of society believes that “India cannot afford to reach the target of net zero emissions by 2050” and again 33% of them say that “the main reason our bills are increasing is due to climate and net-zero policies”.

The UK

- In the UK 25% of society believes that “the UK cannot afford to reach the target of net zero emissions by 2050”.

The US

- In the United States, the two most common net zero misinformation narratives were that the US cannot afford to reach the target of net zero emissions by 2050 and that the world does not need to rapidly de-carbonise and achieve net-zero by 2050 to ensure the prosperity and welfare of humans across the world. Approximately one in four Americans (26%) believe each of these narratives.

Misinformation about electric vehicles

Australia and Brazil

- In Australia and Brazil, the belief that the batteries from electric vehicles cannot be reused or recycled, and will pollute the environment was most common, with 37% and 26% of the public in the respective countries reporting a belief in this narrative.

Germany

- In Germany, 43% of the population believes that it would not be possible to produce enough lithium to supply the world with electric vehicles, and 45% think that the electricity grid would never be able to handle the increase in electric vehicles.

India

- In India, roughly equal shares believed that it would not be possible to produce enough lithium to supply the world with electric vehicles (43%) as believed that the battery from electric vehicles cannot be reused or recycled (41%).

The UK

- In the UK, 34% of the population believes that it would not be possible to produce enough lithium to supply the world with electric vehicles, and 35% think that the electricity grid would never be able to handle the increase in electric vehicles.

The US

- In the USA, 31% of the population believes that it would not be possible to produce enough lithium to supply the world with electric vehicles, and 36% think that the electricity grid would never be able to handle the increase in electric vehicles.

Climate misinformation and news consumption

Numerous studies have documented public opinion of climate change among audiences of different news sources. To understand if there is a correlation between the prevalence of beliefs (identified and studied in section one of the report) and media consumption, the survey also included questions about news consumption in the questionnaire. This includes sources of news (TV news, online news outside of social media and social media platforms) and media outlets - these vary according to news sources available within the regions.

Across regions, participants who consumed news five days or more per week were more likely to believe in 41% or more of the misinformation statements compared to those who do not consume news. This suggests that news outlet's reporting regularly includes misinformation narratives, which are negatively influencing their readers' opinions.

Respondents were asked about how frequently they consumed a number of different outlets as a part of the survey. Their responses are also crossed with their beliefs about climate misinformation narratives.

Key findings include:

- In the United Kingdom, belief in the top misinformation narratives was consistently highest among regular consumers of the Daily Mail.
- In the United States, misinformation belief was consistently highest among regular Fox News consumers.
- In Brazil, users of Joven Pam, GloboNews, CNN, BandNews, Folha de São Paulo, Folha de São Paulo, and Twitter were more likely to believe a variety of the top pieces of misinformation than the general public.
- In Germany, misinformation belief was more heavily concentrated among regular Die Welt and Focus consumers than among other outlets.
- In India, regular consumers of the Hindustan Times, the Times of India, the Indian Express, India Today, and Wion reported relatively high levels of belief in a number of top misinformation narratives compared with the general public.

Climate disinformation monitored at COP27 climate summit in Egypt

Throughout the duration of the COP27 climate summit, the Climate Action Against Disinformation (CAAD) coalition's Intelligence Unit, has been monitoring misinformation trends threatening domestic climate action and wider negotiations at the summit. The Unit has witnessed no shortage of disinformation activities, from associations and front groups falsifying broad support for highly unpopular fossil fuel policies, to bad faith actors attempting to make 'climate reparations' a toxic wedge issue. Opposition actors are seeking to muddy the water on informed discussions around climate action, and reduce the public mandate for climate action CAAD has found.

SECTION 1

Impacts of Climate Misinformation

Climate misinformation is a threat to climate action, undermining efforts at moving politics and policy towards a net zero future. This section of the report provides an overview of the prevalence of misinformation belief in Australia, Germany, India, Brazil, the United Kingdom, and the United States as relates to climate change. Our findings indicate that most people believe at least some form of misinformation, with a significant proportion of the population holding conspiratorial views.

Misbeliefs about climate change

Overall, between 6 and 23% of the populations of the countries covered within this report do not believe in climate change or are uncertain about whether climate change is happening. A further 22 to 38% believe that humans are only partly responsible for the change in climate. In this regard, people in the United States are most likely to hold this belief, while the population of Brazil is most likely to believe that climate change is caused by human activity. The populations of Australia, Germany, India, and the UK fall somewhere between these countries. [Figure 1](#)

- All non-state actors must reduce emissions as fast
A significant number of scientists disagree on the cause of climate change (F)
- The climate has always changed, global warming is a natural phenomenon and is not a direct result of human activity. (F)
- The temperature record is unreliable or rigged. (F)

- Climate models are not accurate. (F)
- Climate change is a hoax made up by elite organisations, such as the World Economic Forum (WEF), seeking to advance its interests and curtail individual freedoms. (F)
- Our carbon emissions are much smaller than China's. Therefore, it makes no sense for us to take action until China does so. (F)
- Climate scientists are in the pocket of elites and only produce studies favourable to them as a result. (F)
- Climate organisations are financed by foreigners trying to prevent [COUNTRY] from becoming stronger. (F)
- Reducing domestic emissions is a form of 'self-inflicted harm' that punishes citizens (e.g. through lifestyle changes, rising prices, livelihoods etc). (F)
- We have already passed a threshold where climate change is irreversible, and therefore there is no point in taking action. (F)
- Any measures that would reduce emissions effectively would run against current ways of life or human nature and therefore would be impossible to implement in a democratic society. (F)
- [My country] is leading the world on climate action, having signed international climate agreements and put plans into place to address climate change. (F)
- We should focus our efforts on technologies such as carbon capture and storage rather than trying to cut carbon emissions. (F)

When the data is combined, between 55% and 85% of the populations surveyed believe at least one piece of the above misinformation statements, with the highest share in India and the lowest in the UK. [Figure 2](#)

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.

Figure 1

- The climate is changing, mainly caused by human actions
- The climate is changing, partly caused by human actions
- The climate is changing, but not caused by human actions
- The climate is not changing
- Don't know

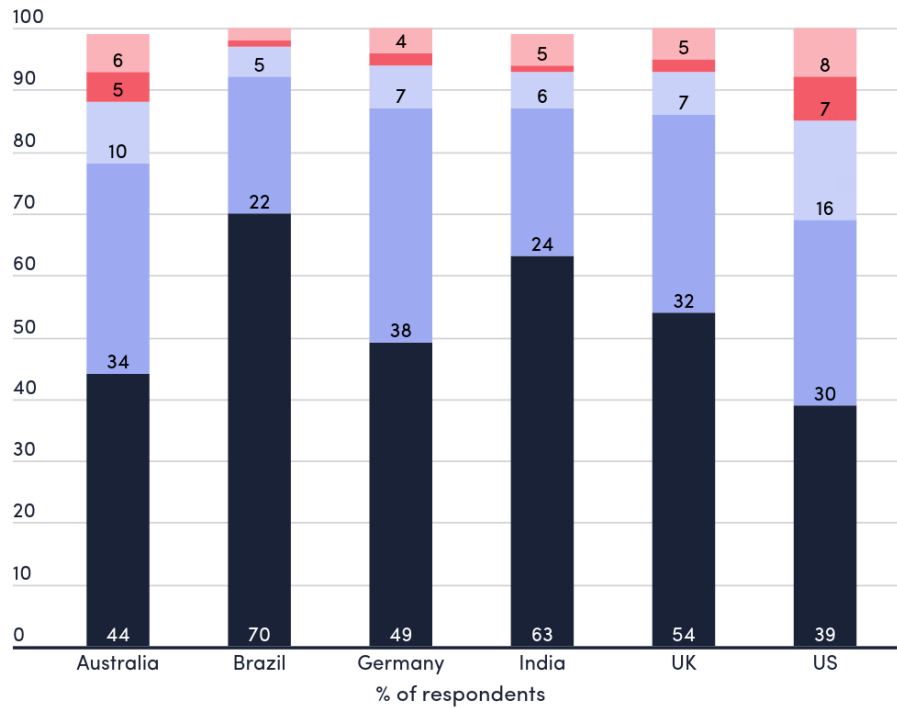
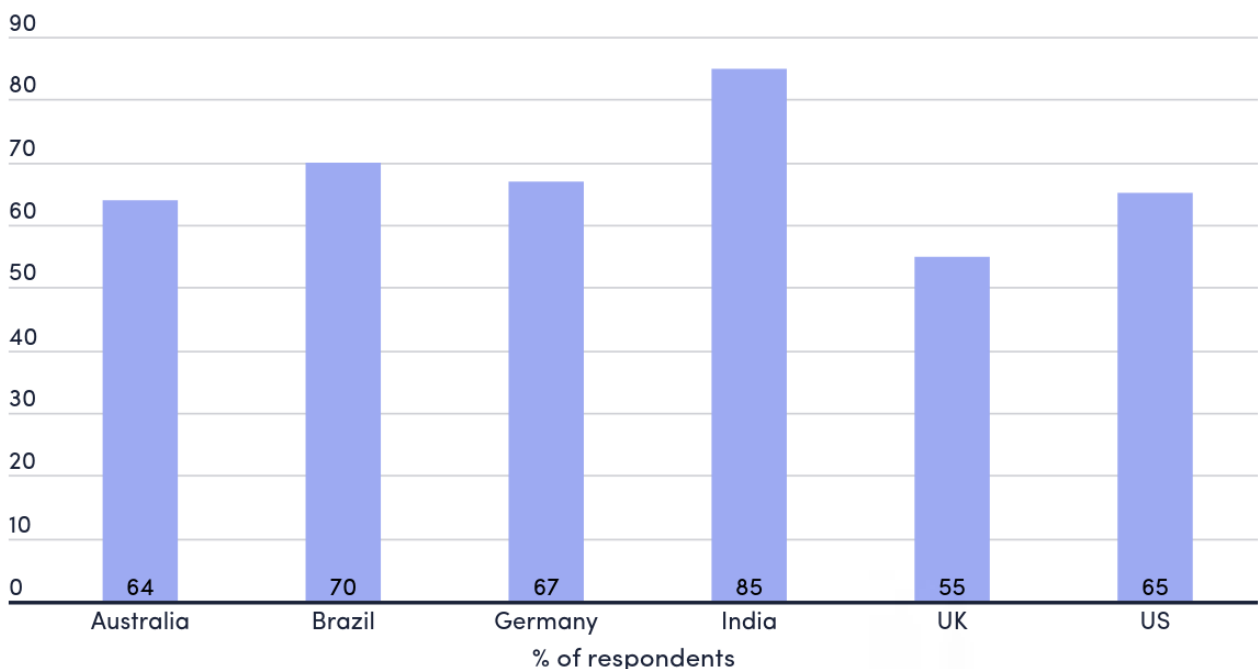


Figure 2



Australia

In Australia, the most commonly believed misinformation narrative was that “A significant number of scientists disagree on the cause of climate change”, at 37% of the population reporting this was true. Roughly a third of the population of Australia also reported belief in the following false narratives:

- “We should focus our efforts on technologies such as carbon capture and storage rather than trying to cut carbon emissions”;
- “Reducing domestic emissions is a form of ‘self-inflicted harm’ that punishes citizens (e.g. through lifestyle changes, rising prices, livelihoods etc)”;
- “The climate has always changed, global warming is a natural phenomenon and is not a direct result of human activity”.

In contrast, relatively few (14%) believe that, “We have already passed a threshold where climate change is irreversible, and therefore there is no point in taking action.” [Figure 3](#)

Brazil

In Brazil, the belief that Brazil is leading the world on climate action, having signed international climate agreements and put plans into place to address climate change was the most common misinformation belief, with nearly a third of the public believing this, followed by the narrative that a significant number of scientists disagree on the cause of climate change (29%). By

comparison, relatively few people believe that we have already passed a threshold where climate change is irreversible, and therefore there is no point in taking action (16%). [Figure 4](#)

Germany

In Germany, the idea that a significant number of scientists disagree on the cause of climate change was the most commonly believed misinformation narrative (36%). The beliefs that the temperature record is unreliable or rigged and that climate organisations are financed by foreigners trying to prevent Germany

from becoming stronger were believed by relatively few people (12%). A similar share believe that Climate change is a hoax made up by elite organisations, such as the World Economic Forum (WEF), seeking to advance its interests and curtail individual freedoms (13%). [Figure 5](#)

India

In India, nearly half the population (49%) believe that India is leading the world on climate action, having signed international climate agreements and put plans into place to address climate change. A similar share reported that (47%) we should focus our efforts on technologies such as carbon capture and storage rather than trying to cut carbon emissions. All other statements were believed by at least 1 in 3 people in India (33%-40%). [Figure 6](#)

United Kingdom

In the United Kingdom, the belief that a significant number of scientists disagree on the cause of climate change was the most commonly held misinformation belief (29%). By comparison, relatively few people believed that: [Figure 7](#)

- The temperature record is unreliable or rigged (7%)
- Climate change is a hoax made up by elite organisations, such as the World Economic Forum (WEF), seeking to advance its interests and curtail individual freedoms (7%)
- Climate organisations are financed by foreigners trying to prevent the United Kingdom from becoming stronger (6%)
- We have already passed a threshold where climate change is irreversible, and therefore there is no point in taking action (6%).

United States

In the United States, the belief that a significant number of scientists disagree on the cause of climate change was the most commonly believed narrative (35%). The least commonly believed narrative was that we have already passed a threshold where climate change is irreversible, and therefore there is no point in taking action (11%). [Figure 8](#)

Figure 3

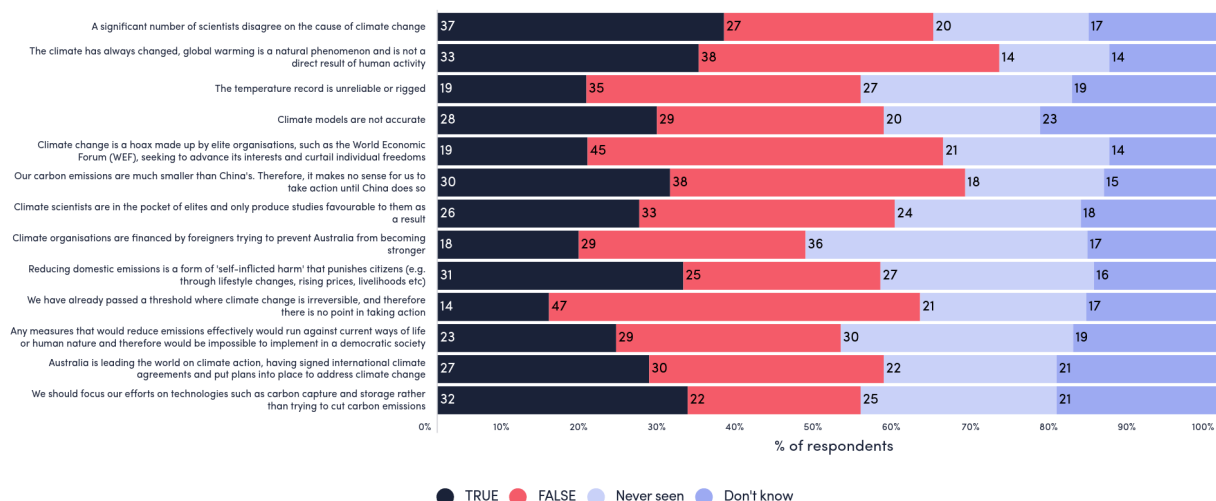


Figure 4

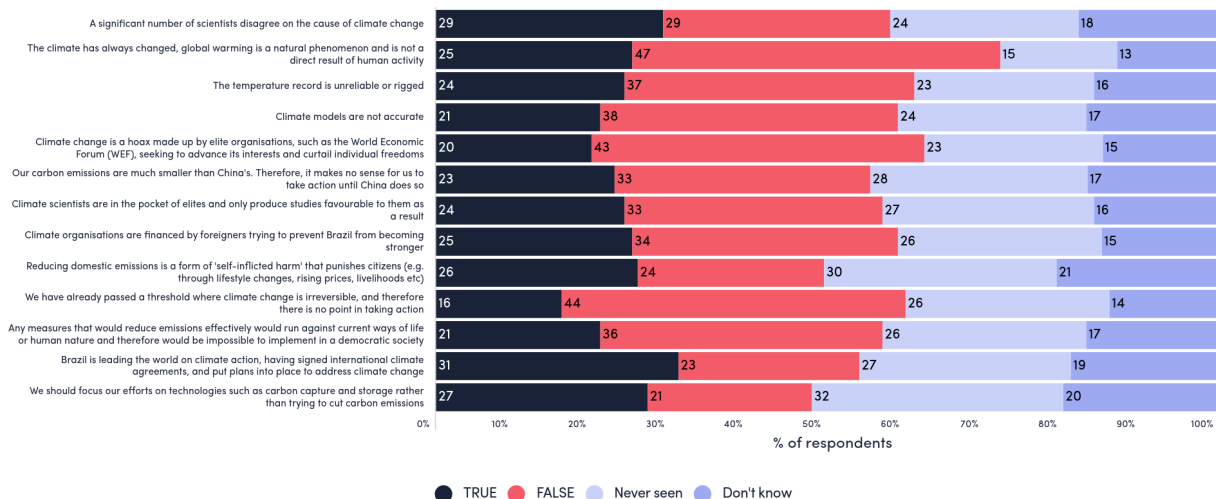


Figure 5

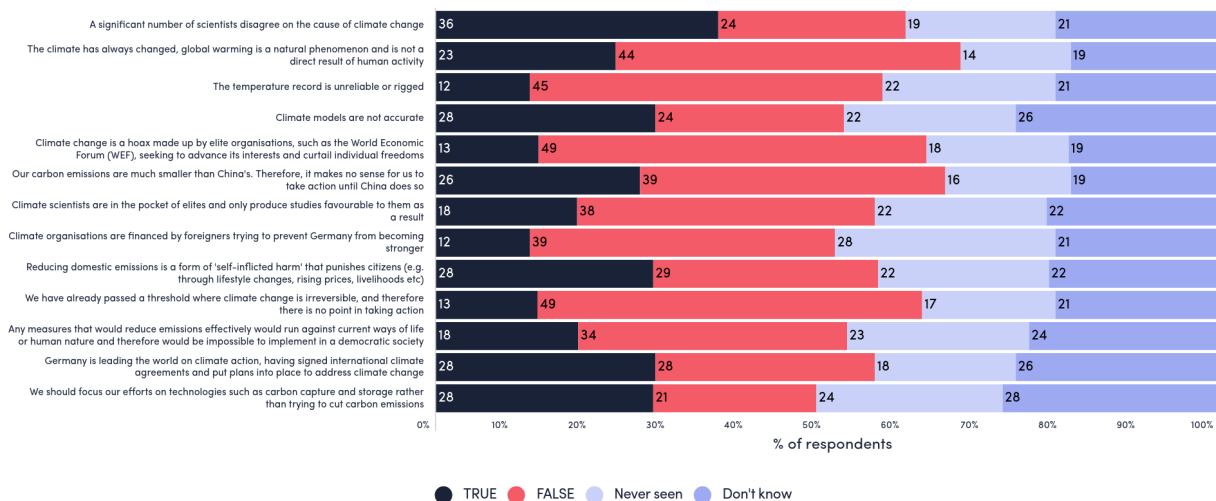


Figure 6

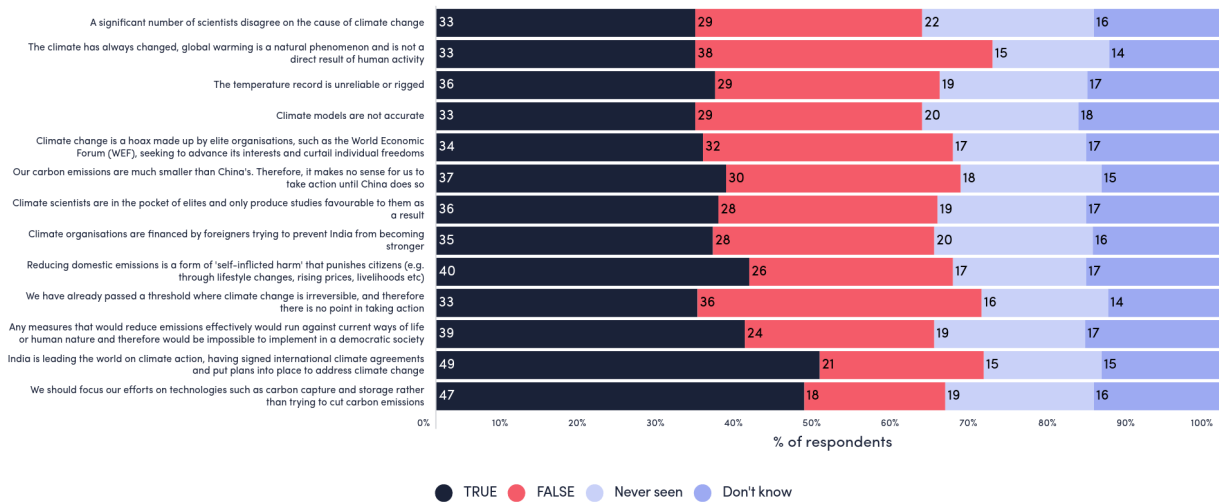


Figure 7

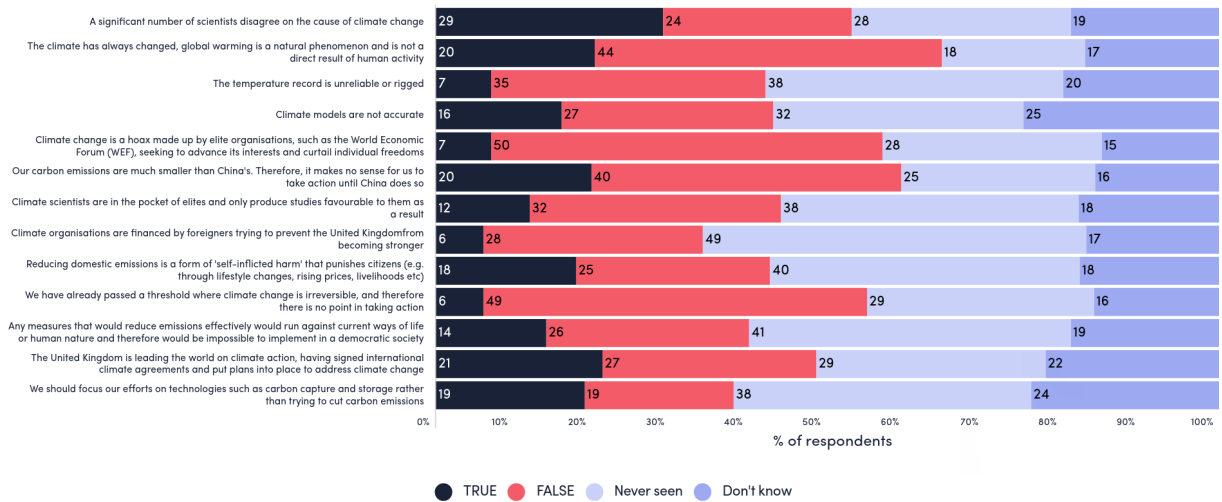
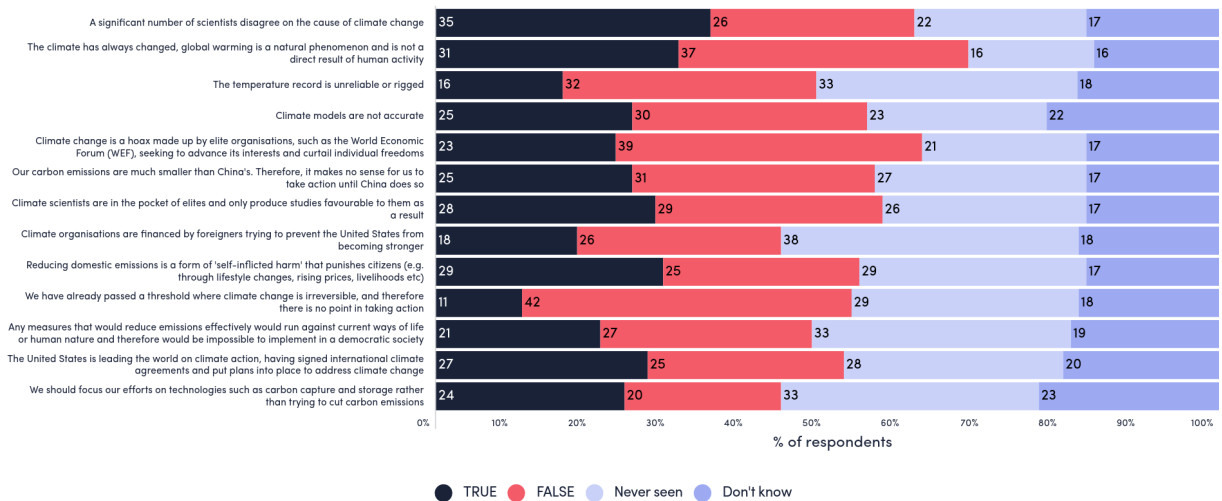


Figure 8



Fossil fuel and energy consumption

As with climate change, there is a wide range of misinformation which circulates about fossil fuels, renewable energy, and energy prices. This section of the report provides an overview of how misinformation beliefs around each of these topics varies across the six countries.

Fossil fuels

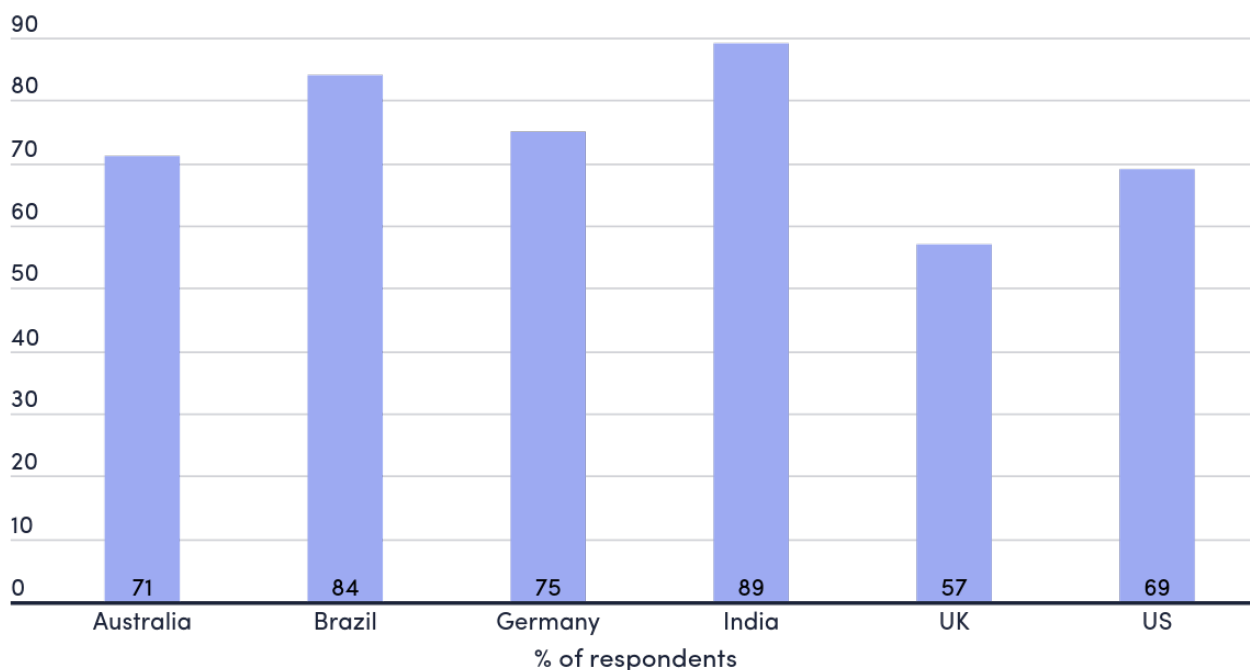
To understand the prevalence of misinformation around fossil fuels, respondents were asked whether the following statements were true or false:

- We can produce fossil fuels in a safe way that doesn't damage the planet (F)
- Fossil fuel production can cause medical problems for the people living near extraction sites. (T)

- Oil and gas are essential components of our national economy and it would be impossible for us to do without them. (F)
- Natural gas is a climate-friendly energy resource. (F)
- The methane gas produced from natural gas production has worse climate impacts than the CO2 associated with burning oil and gas. (T)
- Natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition. (F)
- Oil and gas are resources which occur naturally, so they cannot be bad for the environment. (F)
- Abandoning oil and gas would condemn poor people to hardship and block their right to modern livelihoods. (F)
- Actions to help the climate will generate high costs which will be paid by the middle class. (F)
- Fossil fuels are part of the solution. They are becoming more efficient and are bridge towards to low carbon economy (F)

When the data was combined, between 57% and 89% of the publics of the countries noted above believe in at least one piece of misinformation, with the largest share in India and the lowest in the UK. [Figure 9](#)

Figure 9



Australia

The data indicates that in Australia, two in five people believe that oil and gas are essential components of our national economy, and it would be impossible for us to do without them (43%) and that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition (42%). Relatively few (14%) do not believe that fossil fuel production can cause medical problems for the people living near extraction sites. [Figure 10](#)

Brazil

In Brazil, roughly half the public (49%) believes that oil and gas are essential components of our national economy, and it would be impossible for us to do without them. By comparison, relatively few people (15%) do not believe that fossil fuel production can cause medical problems for the people living near extraction sites. [Figure 11](#)

Figure 10

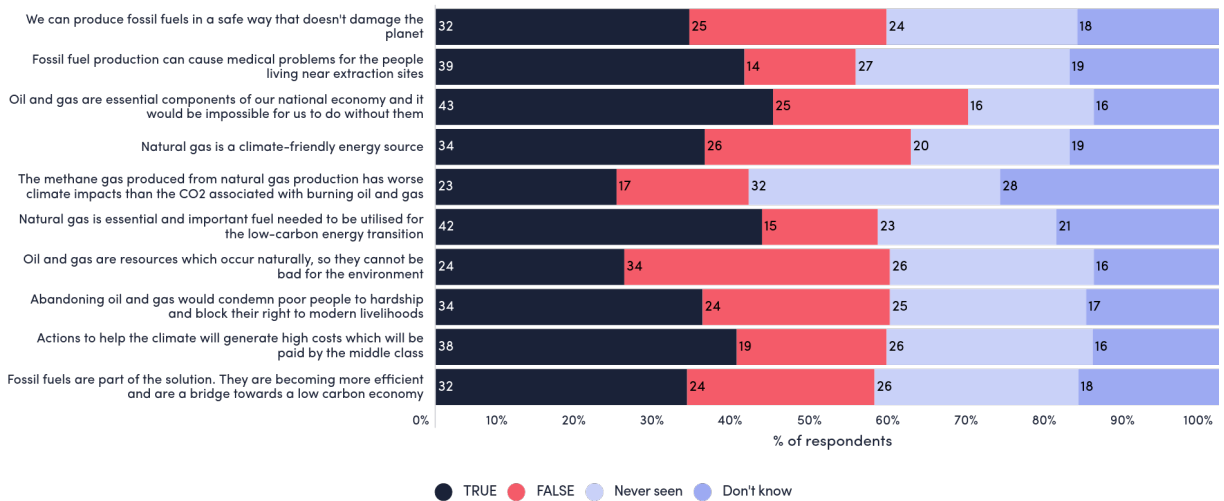
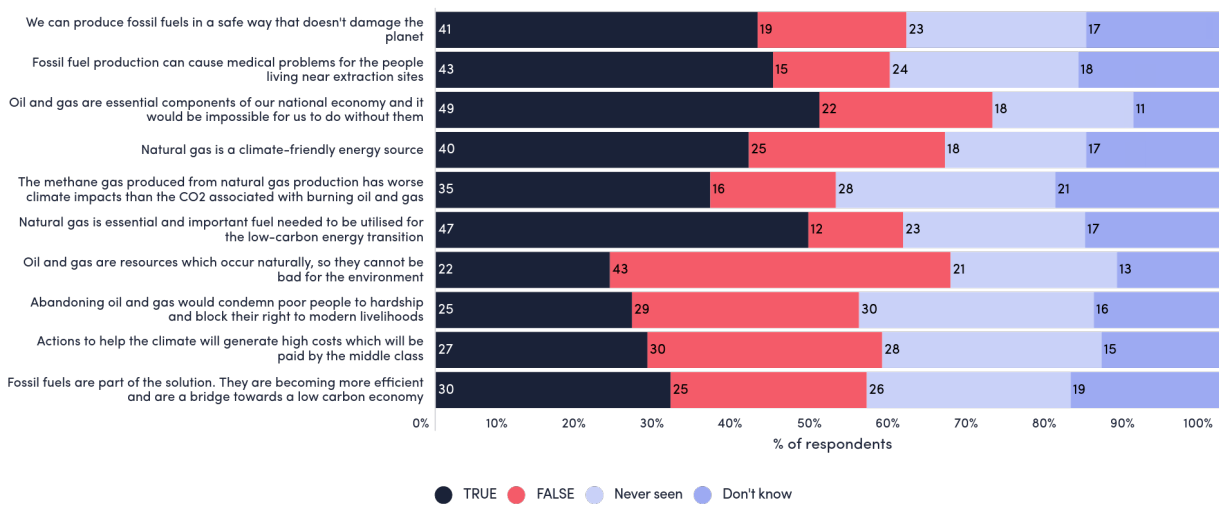


Figure 11



Germany

In Germany, the beliefs that actions to help the climate will generate high costs which will be paid by the middle class (45%), and natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition (44%) were the most common misinformation narratives the public believes around fossil fuels. By comparison, 15% do not believe that fossil fuel production can cause medical problems for the people living near extraction sites. [Figure 12](#)

India

In India, a majority of the public (57%) believe that natural gas is a climate-friendly energy source and that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition. By comparison, relatively few people (20%) do not believe that fossil fuel production can cause medical problems for the people living near extraction sites. [Figure 13](#)

Figure 12

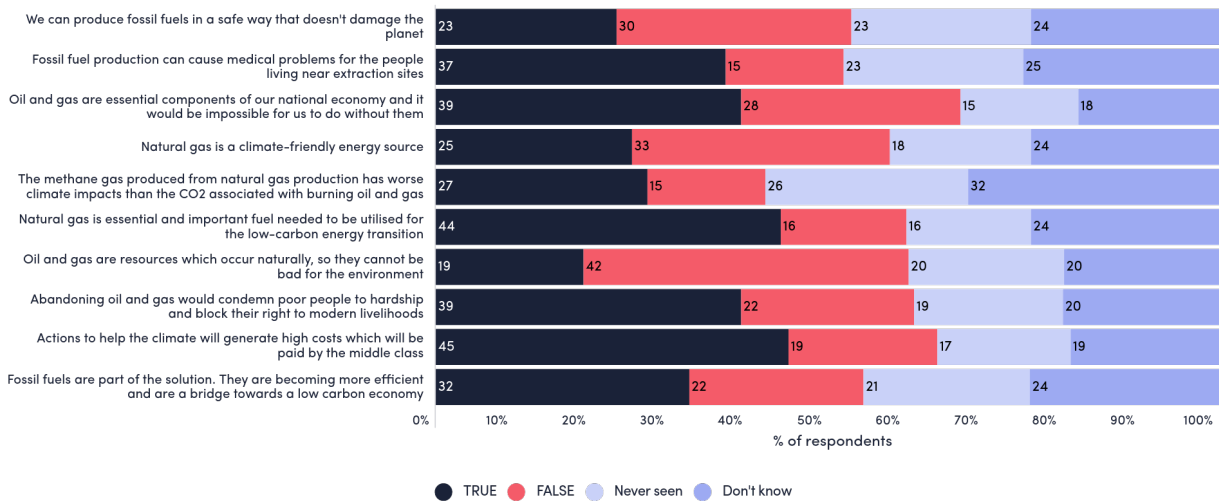
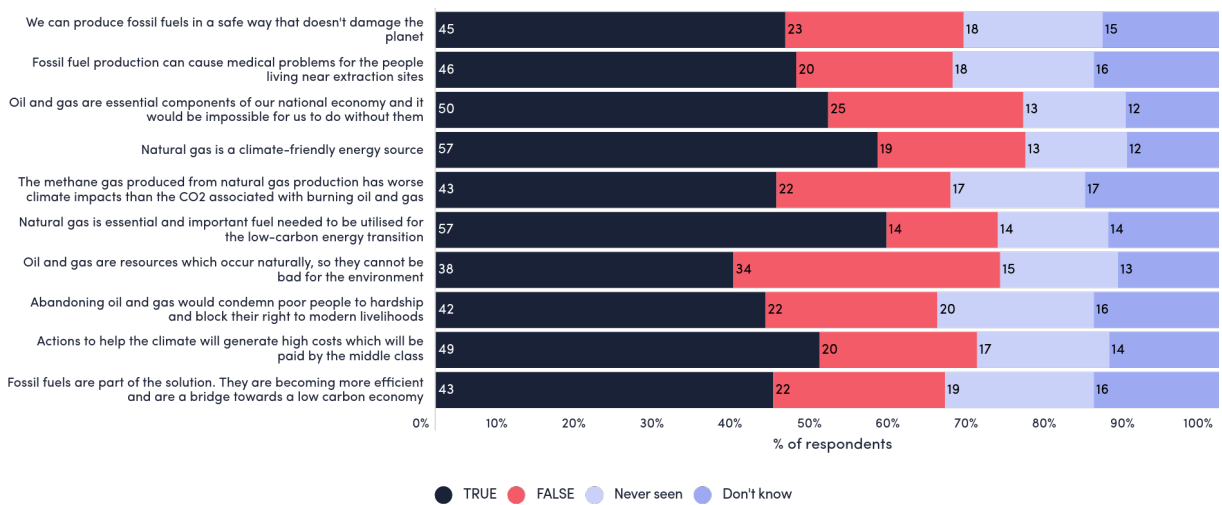


Figure 13



United Kingdom

In the United Kingdom, the belief that oil and gas are essential components of our national economy and it would be impossible for us to do without them is the most commonly held misinformation belief, with one third of the public (32%) believing this. By comparison, relatively few people (9%) believe that oil and gas are resources which occur naturally, so they cannot be bad for the environment. **Figure 14**

United States

In the United States, the statement oil and gas are essential components of our national economy and it would be impossible for us to do without them was the most common misinformation belief (40%). By comparison, relatively few people believed that oil and gas are resources which occur naturally, so they cannot be bad for the environment (19%) or that fossil fuel production cannot cause medical problems for the people living near extraction sites (18%). **Figure 15**

Figure 14

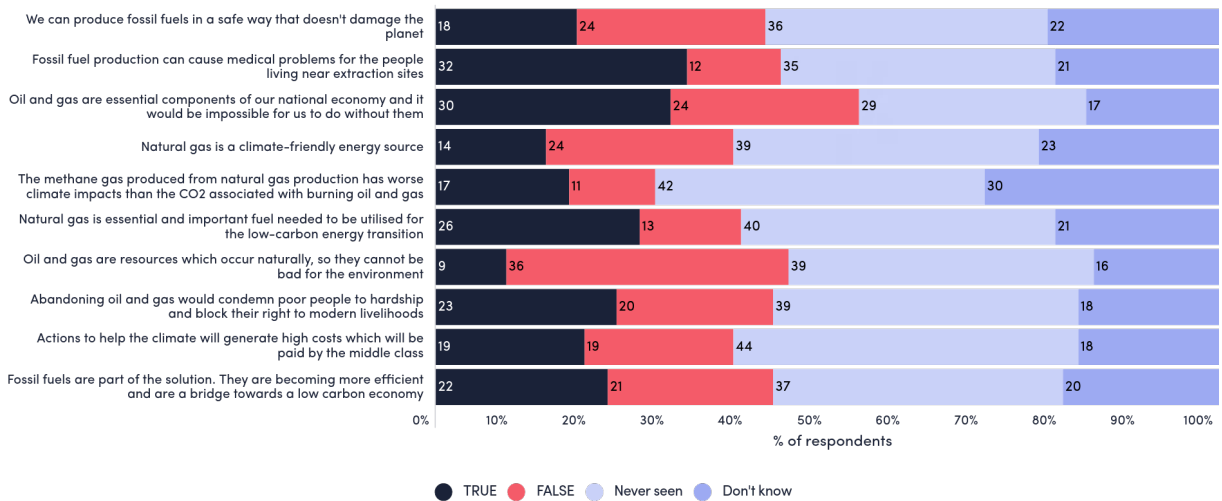
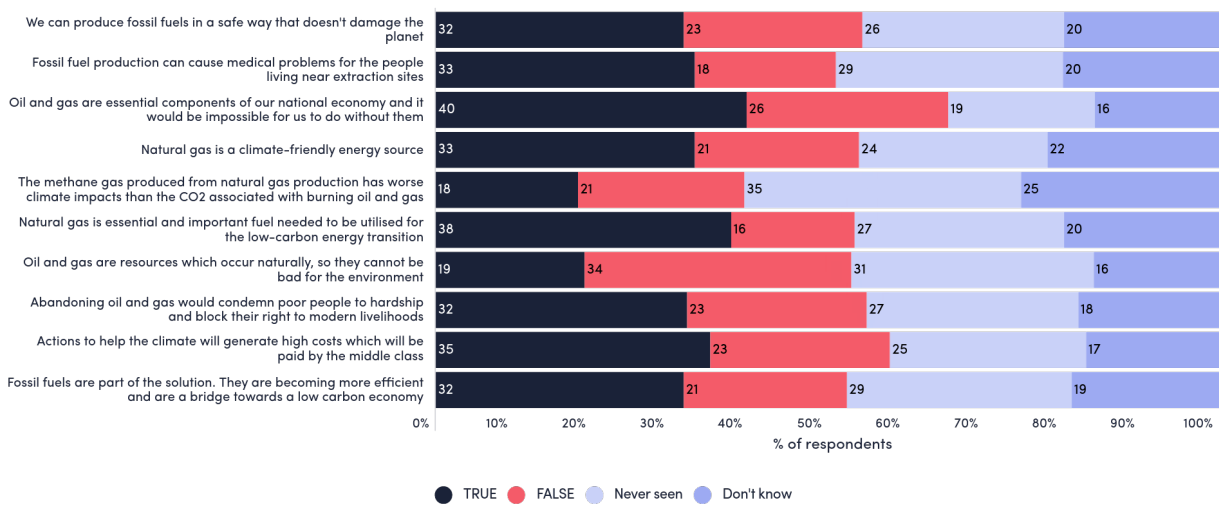


Figure 15



Renewables

To understand the prevalence of misinformation belief on climate change, respondents were asked whether or not they believed the following statements were true or false:

- Renewable energy is more expensive than energy from fossil fuels. **(F)**
- An electricity grid that relies on renewable energy will always be too unreliable. **(F)**
- Renewable energy is projected to reduce energy bills in the medium term. **(T)**
- Fossil fuels are the only way to stabilise and back up variable wind and solar power. **(F)**
- Transitioning to renewable energy will create a significant number of jobs. **(T)**
- Wind and solar electricity do not reduce emissions, because the wind turbines and solar panels require the burning of fossil fuels to produce them. **(F)**
- Because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round. **(F)**
- Transitioning toward wind and solar energy will be damaging to the economy. **(F)**

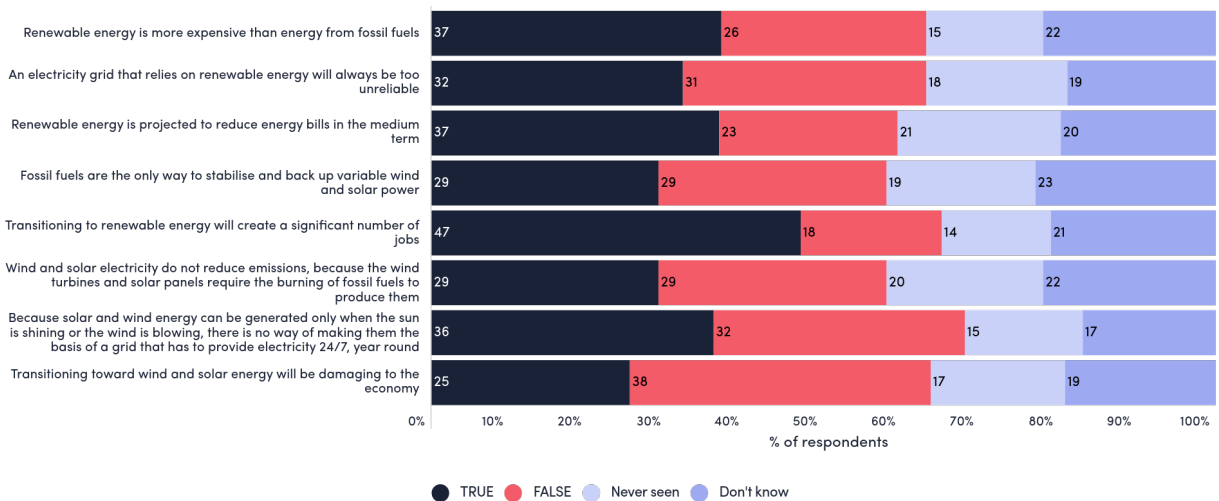
Australia

The data indicates that in Australia, renewable energy is more expensive than energy from fossil fuels is the most commonly held misinformation belief, with 37% of the public reporting it is true. By comparison, one in four (23%) report that renewable energy is not projected to reduce energy bills in the medium term, the least commonly held piece of misinformation around climate in Australia. [Figure 16](#)

Brazil

In Brazil, the belief that renewable energy is more expensive than energy from fossil fuels was believed by one in three respondents in Brazil (33%). In contrast, 11% believe that transitioning to renewable energy will not create a significant number of jobs. [Figure 17](#)

Figure 16



Germany

In Germany, one third of the respondents (33%) believe that fossil fuels are the only way to stabilise and back up variable wind and solar power. A third also believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round. By comparison, relatively few people believed that transitioning toward wind and solar energy will be damaging to the economy (21%) or that wind and solar electricity do not reduce emissions, because the wind turbines and solar panels require the burning of fossil fuels to produce them (23%). **Figure 18**

India

In India, the belief that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round was believed by roughly half the public (47%). By comparison, relatively few people believed that renewable energy is not projected to reduce energy bills in the medium term (14%). **Figure 19**

United Kingdom

In the United Kingdom, the most commonly reported misinformation narrative was that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round, with 27% reporting a belief in this narrative. By comparison, only 15% believed that renewable energy is not projected to reduce energy bills in the medium term. **Figure 20**

United States

In the United States, one in three Americans (34%) believe that renewable energy is more expensive than energy from fossil fuels. The least common misinformation beliefs were that renewable energy is not projected to reduce energy bills in the medium term and that transitioning toward wind and solar energy will be damaging to the economy (26%). **Figure 21**

When the data from the above is taken together, between 50% and 81% of the publics of the countries within the study believe in at least one piece of misinformation, with the highest share being in India and the lowest in the UK. **Figure 22**

Figure 17

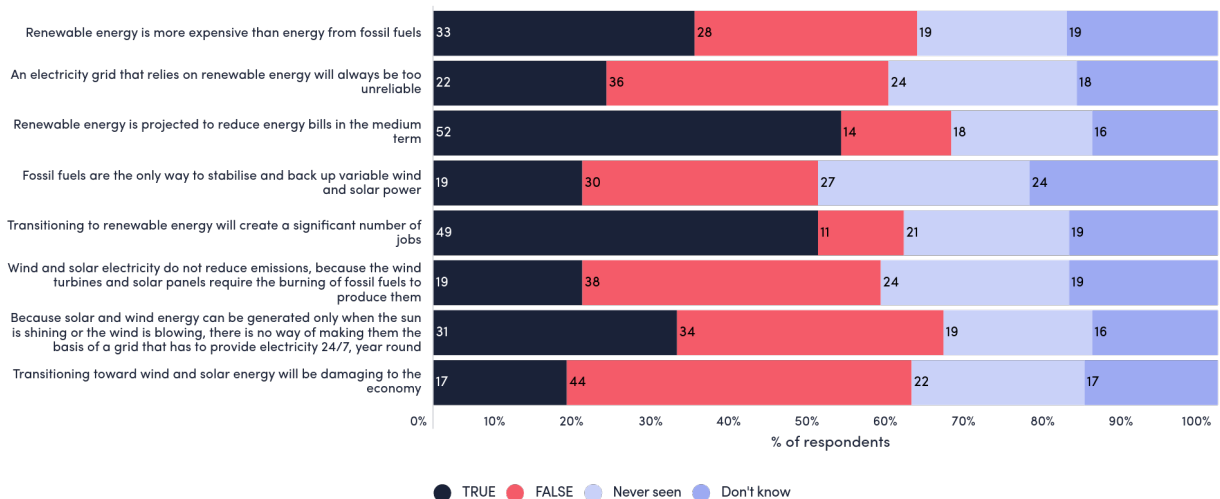


Figure 18

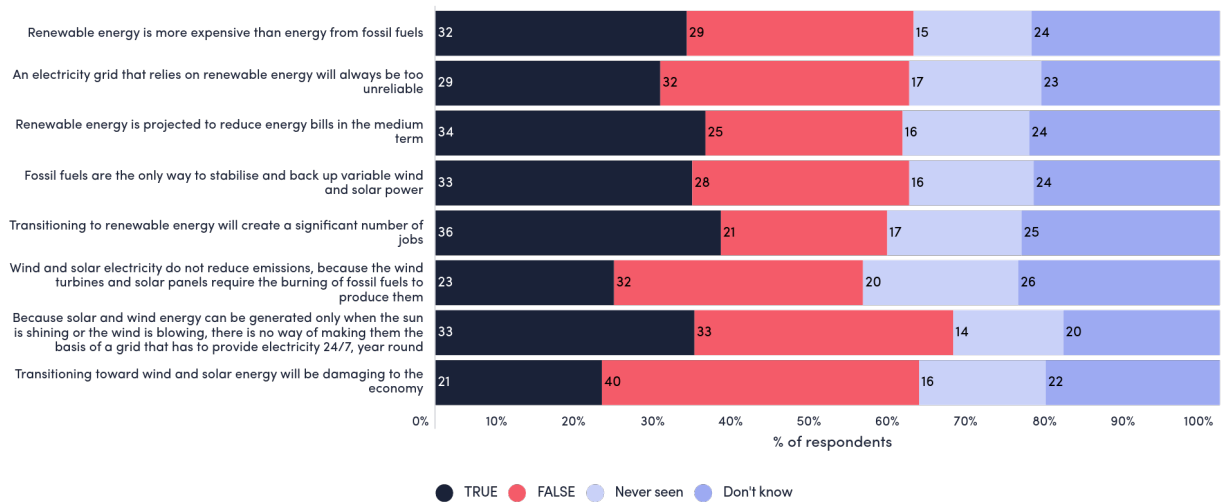


Figure 19

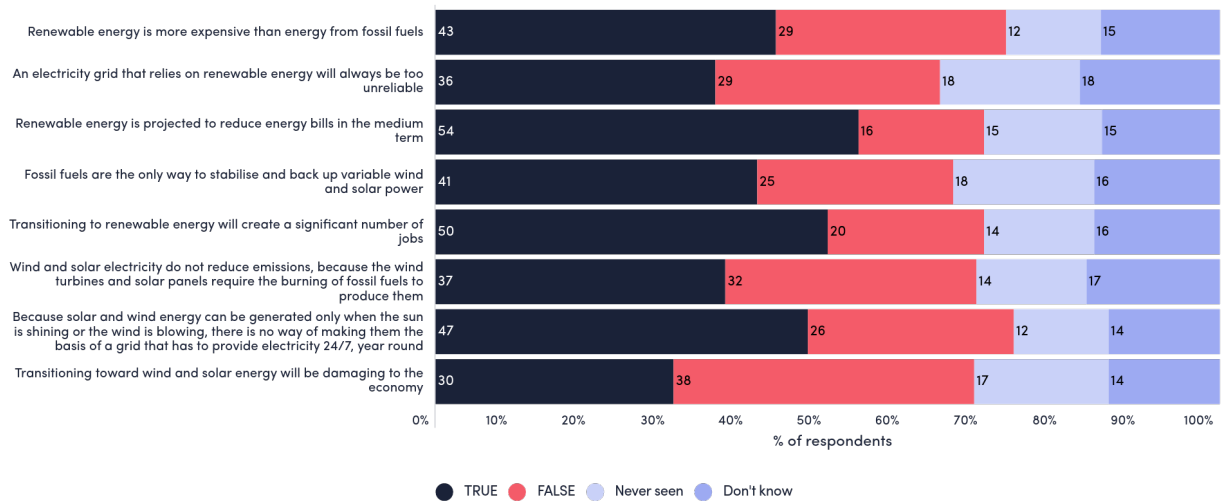


Figure 20

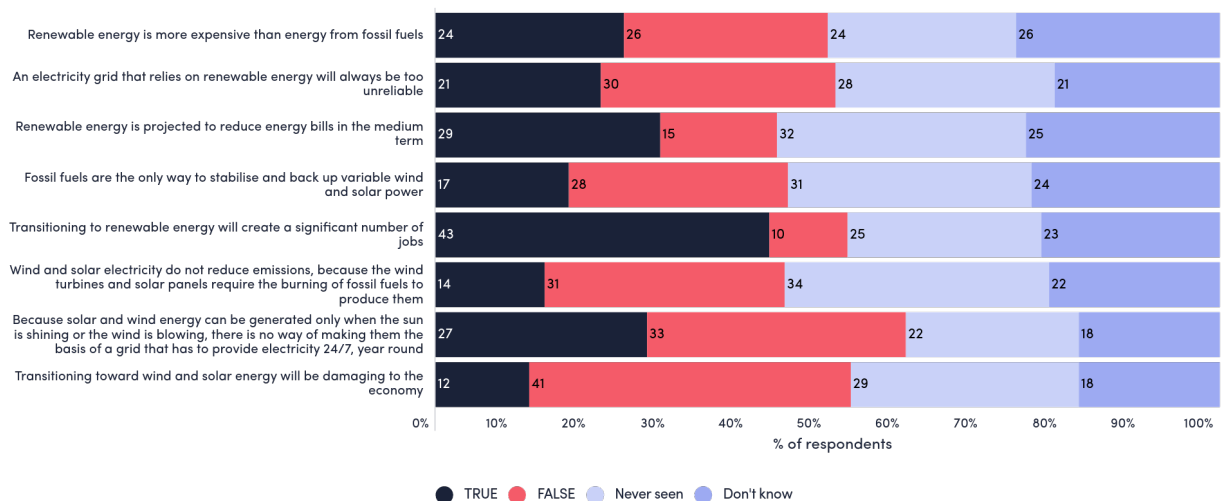


Figure 21

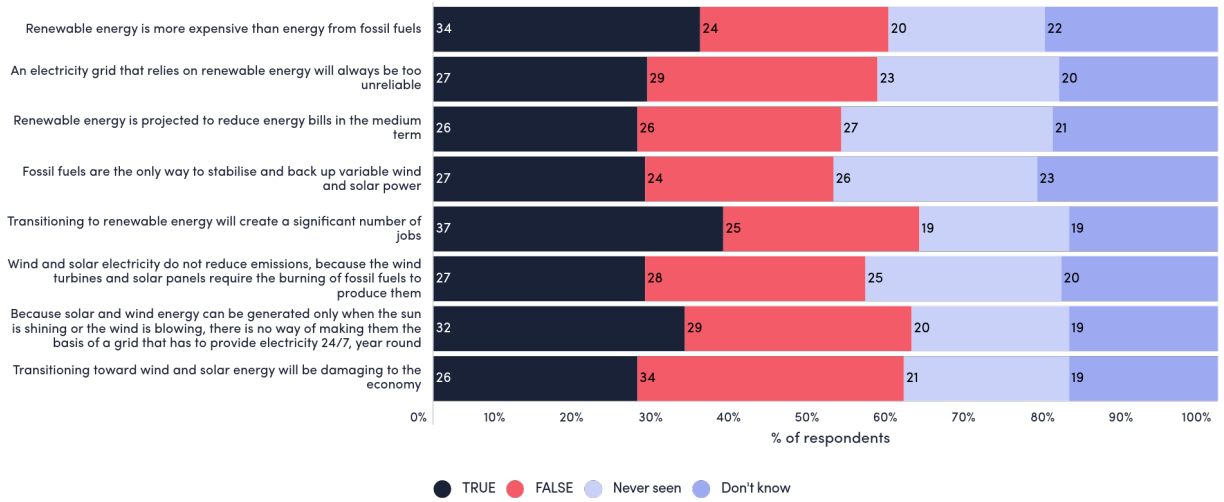
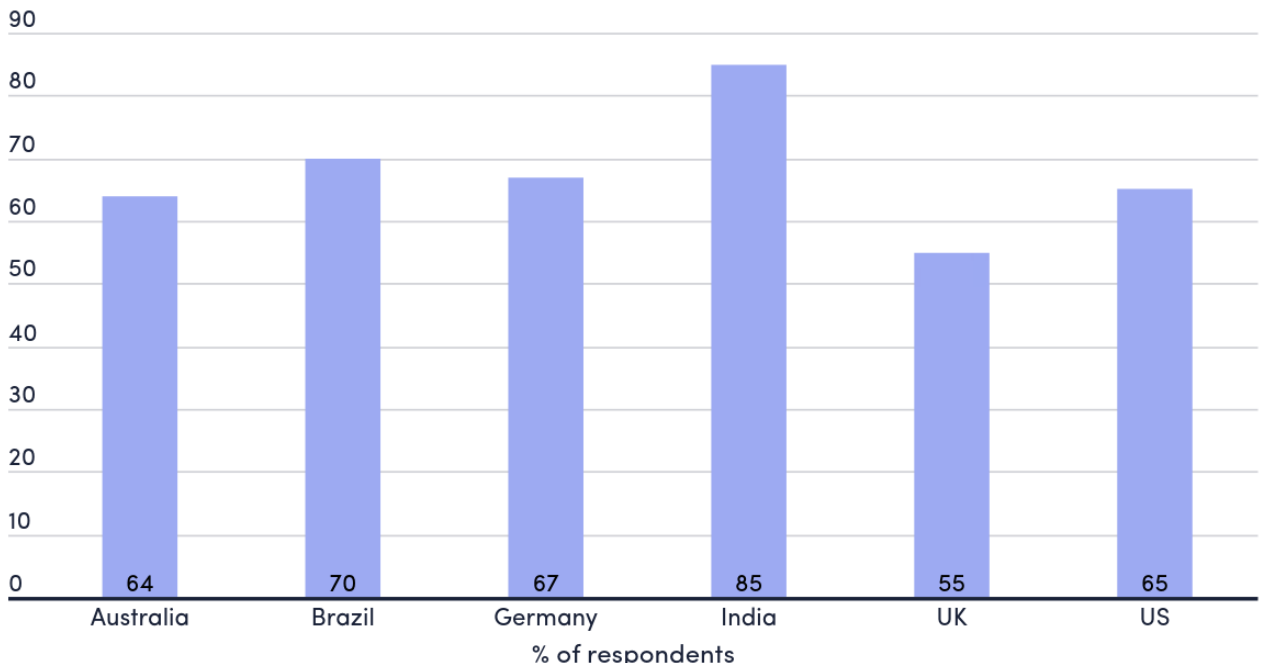


Figure 22



Energy prices and crisis

With winter approaching, there has been high levels of concern in Europe over rising energy prices. This study explored this challenge through asking respondents for their view of whether the following statements were true or false:

- The energy crisis in Europe stems from gas dependence. **(T)**
- The energy crisis experienced in Europe is due to net zero and climate policies. **(F)**
- The energy crisis in Europe stems from dependence on Russian energy sources. **(T)**
- Fracking is a new clean solution that would have lowered energy bills. **(F)**

Australia

The data indicates that in Australia, the belief that the energy crisis experienced in Europe is due to net zero and climate policies was reported by one in five respondents (20%). In contrast, the belief that the energy crisis does not stem from dependence on Russian energy sources was only reported by one in eleven (9%). **Figure 23**

Brazil

In Brazil, the most commonly believed misinformation narrative was that the energy crisis in Europe is due to net zero and climate policies, which nearly a quarter of respondents reported (23%). By comparison, relatively few believed that the energy crisis in Europe did not stem from gas dependence or that fracking was a new clean solution that will lower energy bills (12%). **Figure 24**

Figure 23

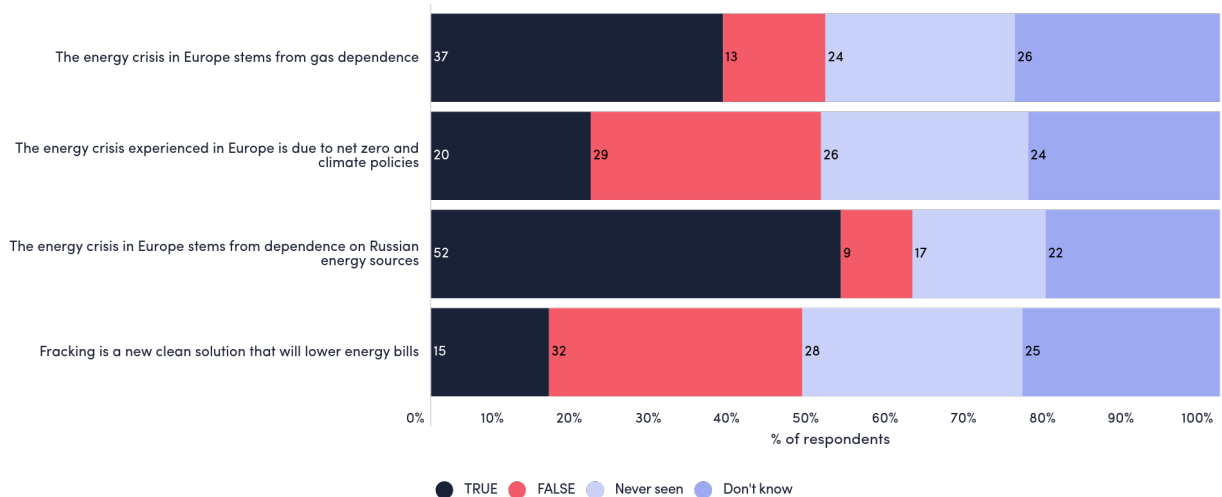


Figure 24

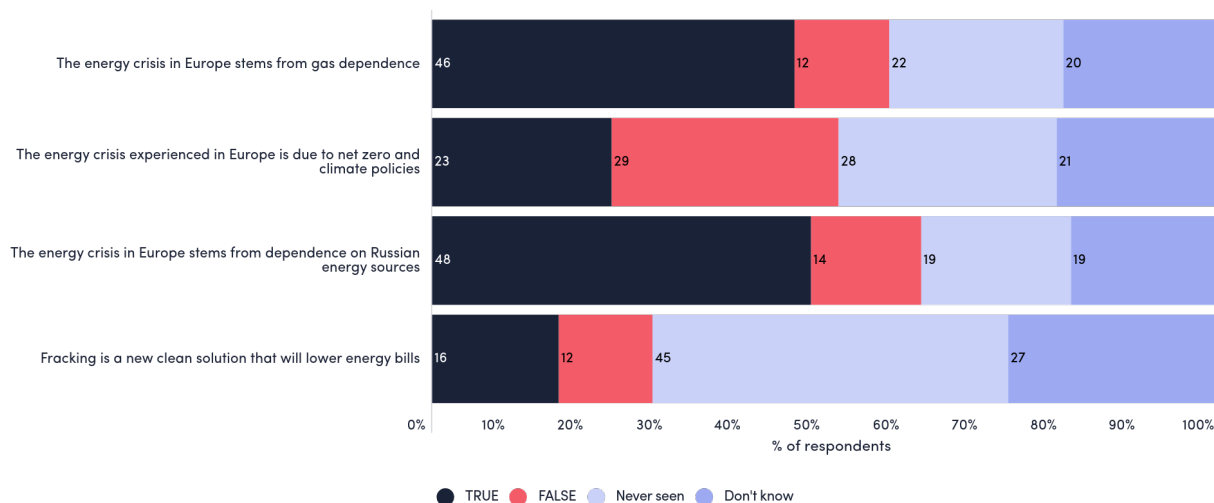
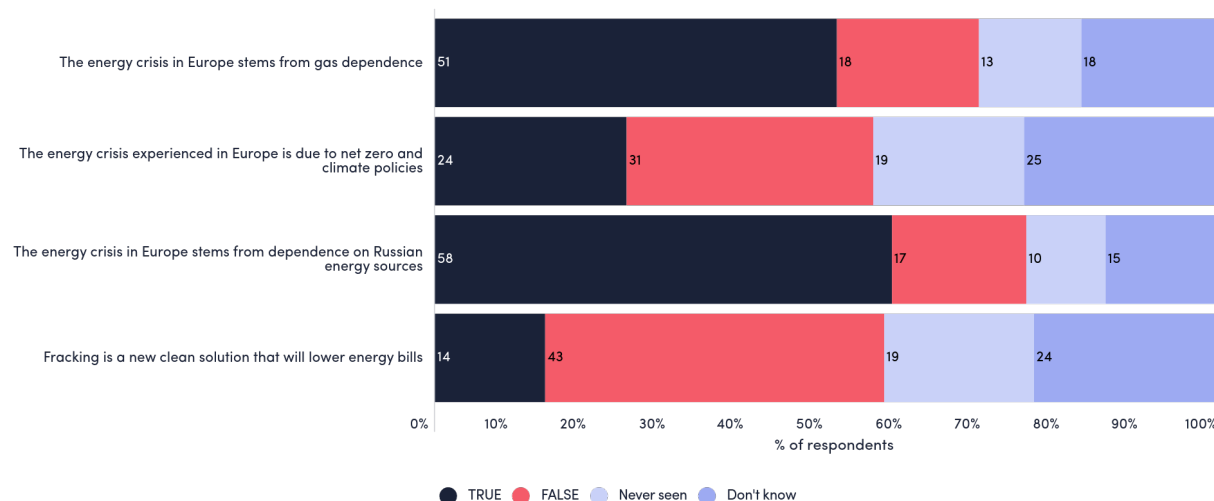


Figure 25



Germany

In Germany, the most commonly believed misinformation narrative was that the energy crisis in Europe stems from net zero and climate policies, with one quarter of the public reporting this was the case (24%). In contrast, few believed that fracking is a new clean solution that will lower energy bills (14%). [Figure 25](#)

India

In India, similar shares reported that fracking is a new and clean solution that will lower energy bills (35%) and that the energy crisis experienced in Europe is due to net zero and climate policies (34%). In contrast, relatively few people believed that the energy crisis in Europe does not stem from gas dependence or dependence on Russian energy sources (19%). [Figure 26](#)

Figure 26

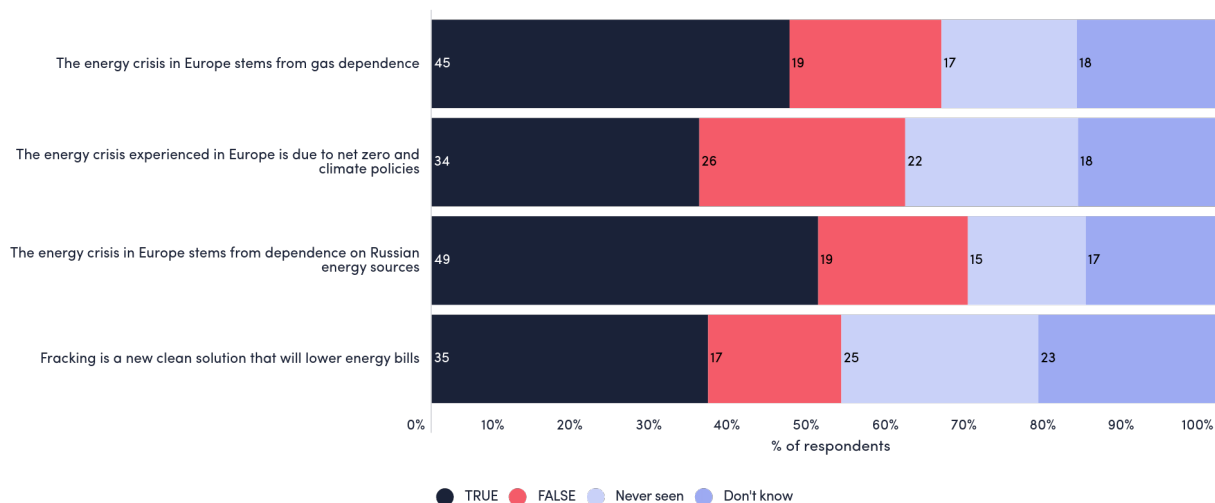
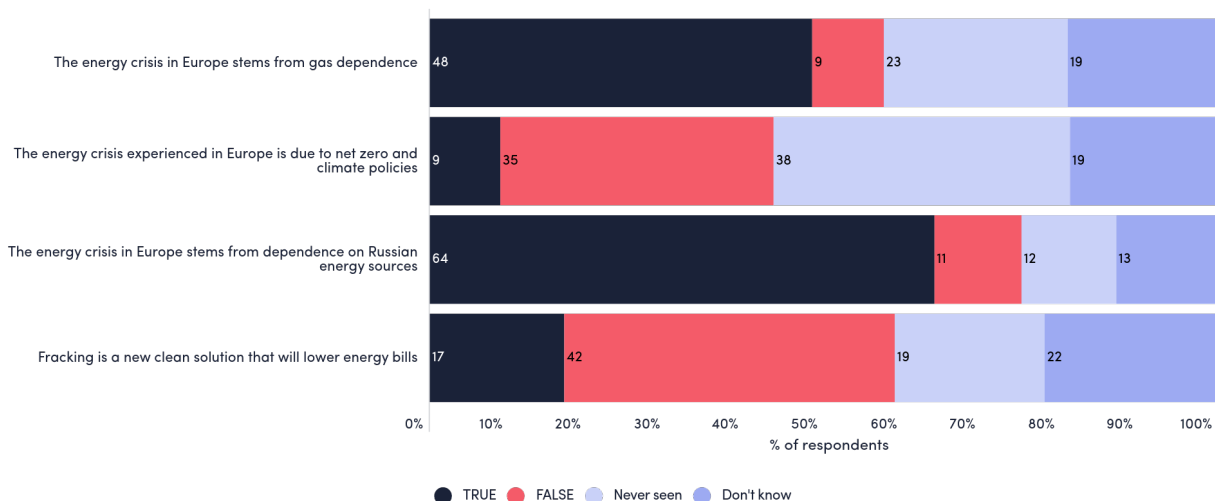


Figure 27



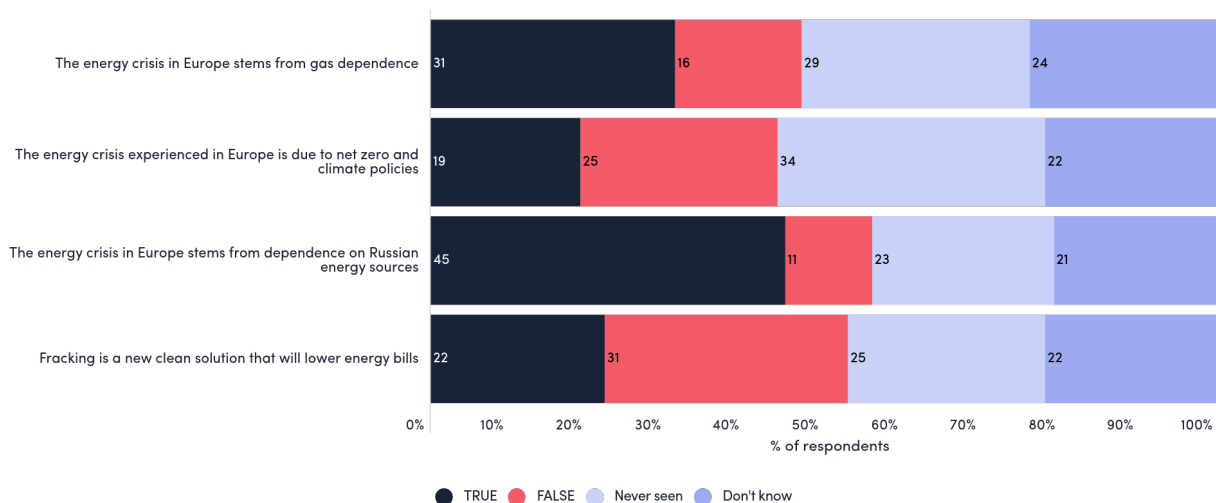
United Kingdom

In the United Kingdom, the most commonly believed misinformation narrative was that Fracking is a new clean solution that will lower energy bills, with one in six believing in this narrative (17%). By contrast, few people believed that the energy crisis in Europe does not stem from gas dependence or that the energy crisis is caused by net zero or climate policies (9%). [Figure 27](#)

United States

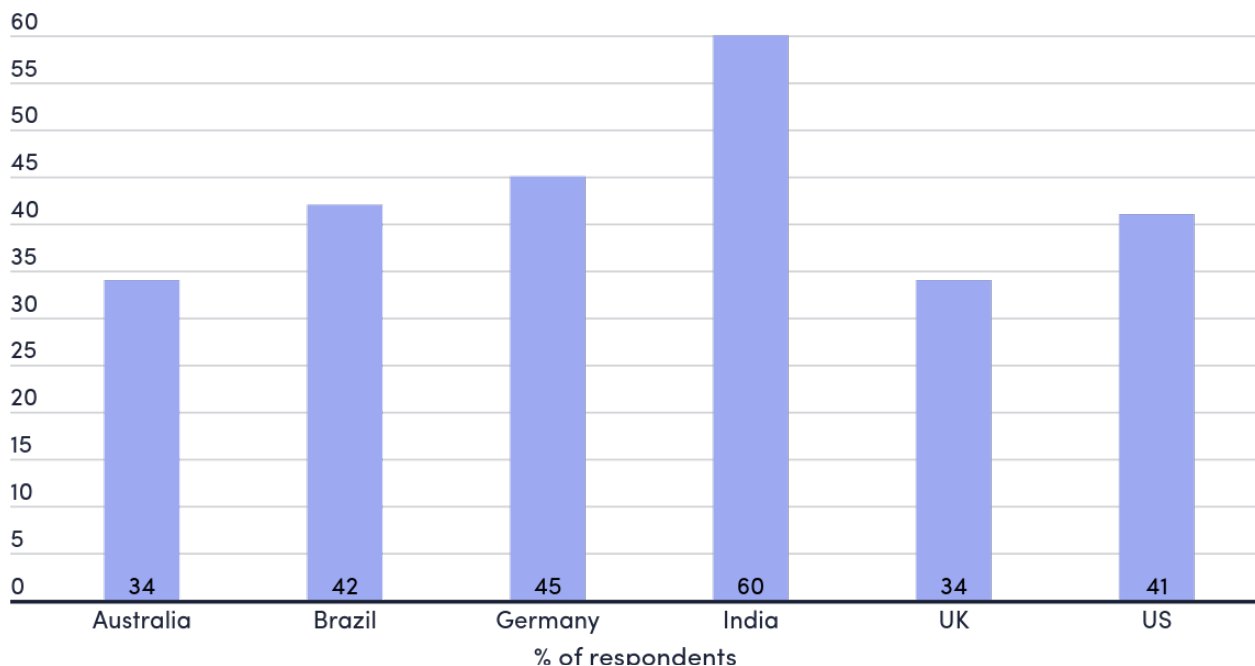
In the United States, the belief that fracking is a new clean solution that will lower energy bills was the most common misinformation belief (22%). In contrast, the least common misinformation belief was that Europe's dependence on Russian energy did not lead to the energy crisis. [Figure 28](#)

Figure 28



When the data from the above is taken together, between 34% and 60% of the publics of the countries noted above believe in at least one piece of misinformation. In Australia and the UK, the share is the lowest, while the share is again highest in India. [Figure 29](#)

Figure 29



Net-zero misinformation belief

The goal of meeting net-zero has been met with a wide range of misinformation narratives globally. This study explored the prevalence of the following beliefs specifically:

- [My country] cannot afford to reach the target of net zero emissions by 2050. **(F)**
- The main reason our bills are increasing is due to climate and net-zero policies. **(F)**
- Net-zero policies are a globalist conspiracy to destabilize [my country]. **(F)**
- Net-zero and climate policies will decrease our energy independence. **(F)**
- Net-zero and climate policies will increase poverty and unemployment. **(F)**
- The world needs to rapidly de-carbonise and achieve net-zero by 2050 to ensure the prosperity and welfare of humans across the world. **(T)**

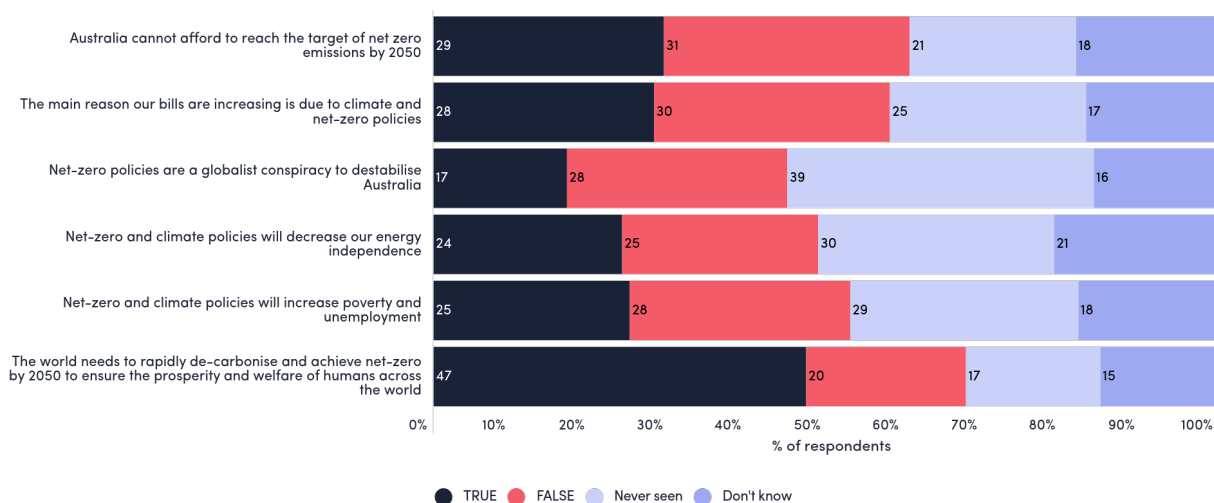
Australia

The data indicates that in Australia, the belief that Australia cannot afford to reach the target of net zero emissions by 2050 was the most common piece of misinformation around net zero, with 29% reporting this statement was true. In contrast, relatively few (17%) believed that net-zero policies are a globalist conspiracy to destabilise Australia. **Figure 30**

Brazil

In Brazil, the beliefs that Brazil cannot afford to reach the target of net zero emissions by 2050 and net-zero and climate policies will decrease our energy independence were the most common misinformation beliefs, held by 25% of Brazilians. By comparison, relatively few people believed that the world does not need to rapidly de-carbonize and achieve net-zero by 2050 to ensure the prosperity and welfare of humans across the world (12%). **Figure 31**

Figure 30



Germany

In Germany, the most common misinformation narrative around net zero was that net-zero and climate policies will increase poverty and unemployment, which was believed by 30% of Germans. In contrast, the least commonly held belief was that net-zero policies are a globalist conspiracy to destabilise Germany, which 12% of the German public believe to be true. [Figure 32](#)

India

In India, the most commonly held belief was that net-zero policies will decrease the country's energy independence, a view held by 35% of the public. In contrast, relatively few people (17%) did not recognize the need to rapidly de-carbonise and achieve net-zero by 2050 to ensure the prosperity and welfare of humans across the world. [Figure 33](#)

United Kingdom

In the United Kingdom, the most commonly believed misinformation narrative was that the UK cannot afford to reach the target of net zero emissions by 2050, with one in four (25%) of the public believing this narrative. In contrast, the least believed misinformation narrative was that net-zero policies are a globalist conspiracy to destabilise the UK. [Figure 34](#)

United States

In the United States, the two most common net zero misinformation narratives were that the US cannot afford to reach the target of net zero emissions by 2050 and that the world does not need to rapidly de-carbonize and achieve net-zero by 2050 to ensure the prosperity and welfare of humans across the world. Approximately one in four Americans (26%) believes each of these narratives. By contrast, the least believed misinformation narrative in the US was that net-zero policies are a globalist conspiracy to destabilize the US, with one in five (19%) believing this to be true. [Figure 35](#)

When the data from the above is taken together, between 45% and 72% of the publics of the countries noted above believe in at least one piece of the above misinformation statements, with the highest share in India and the lowest in the UK. [Figure 36](#)

Figure 31

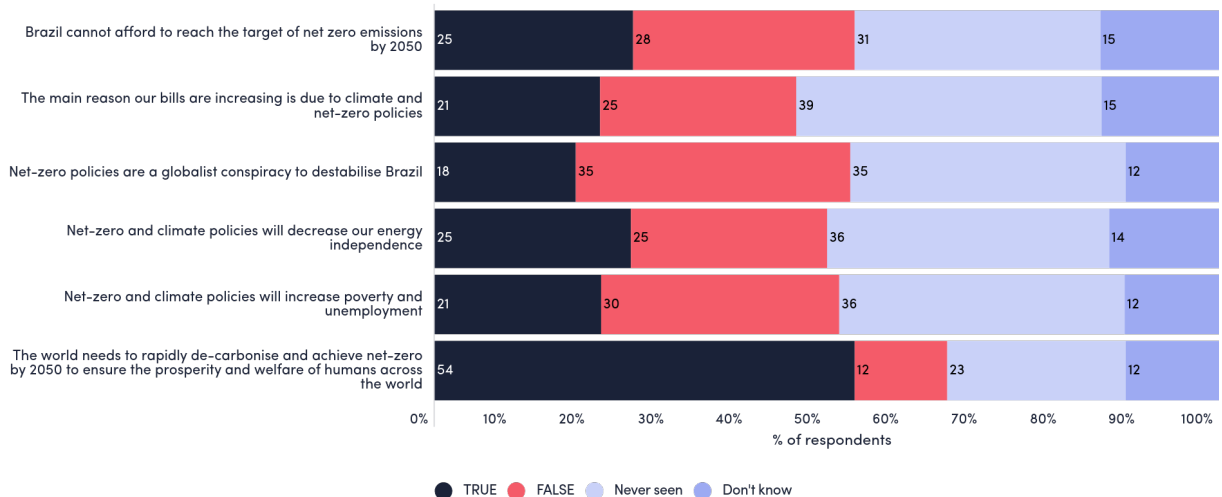


Figure 32

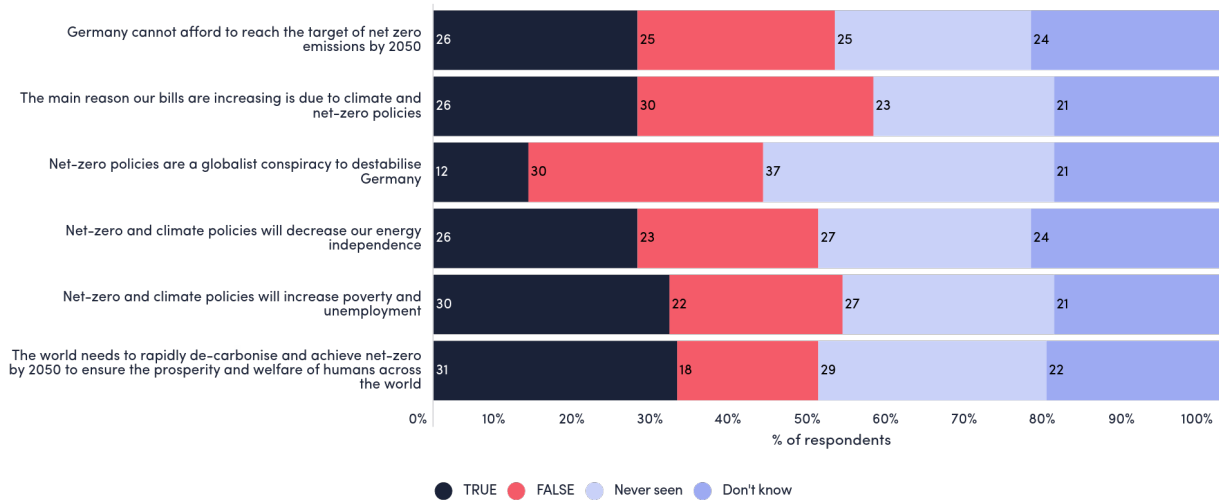


Figure 33

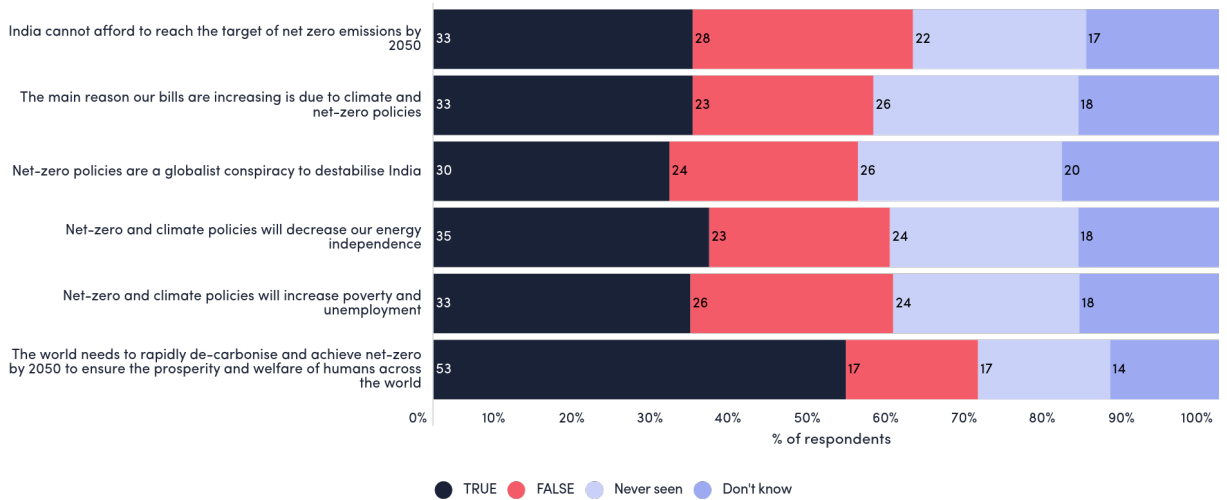


Figure 34

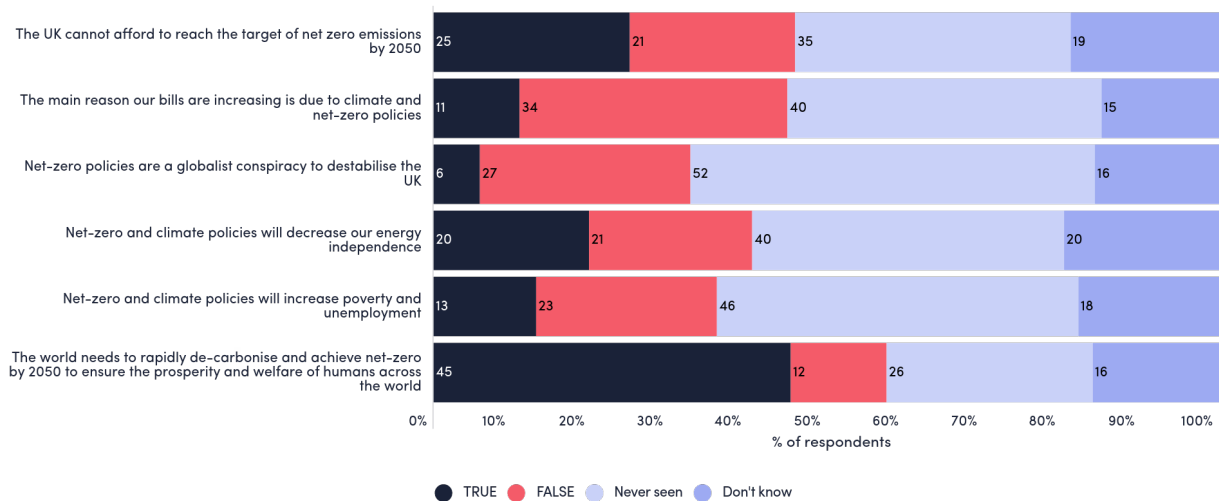


Figure 35

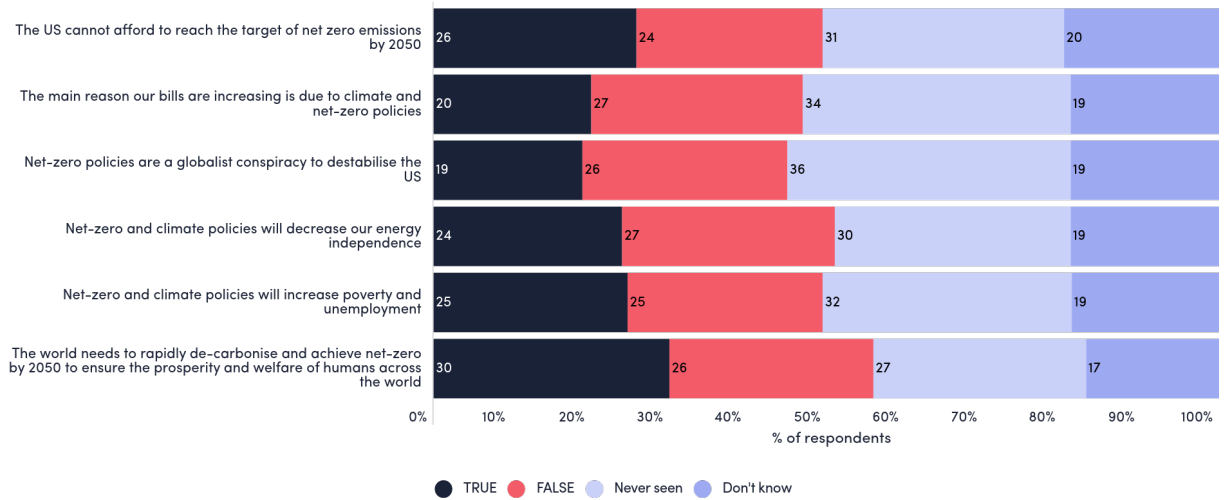
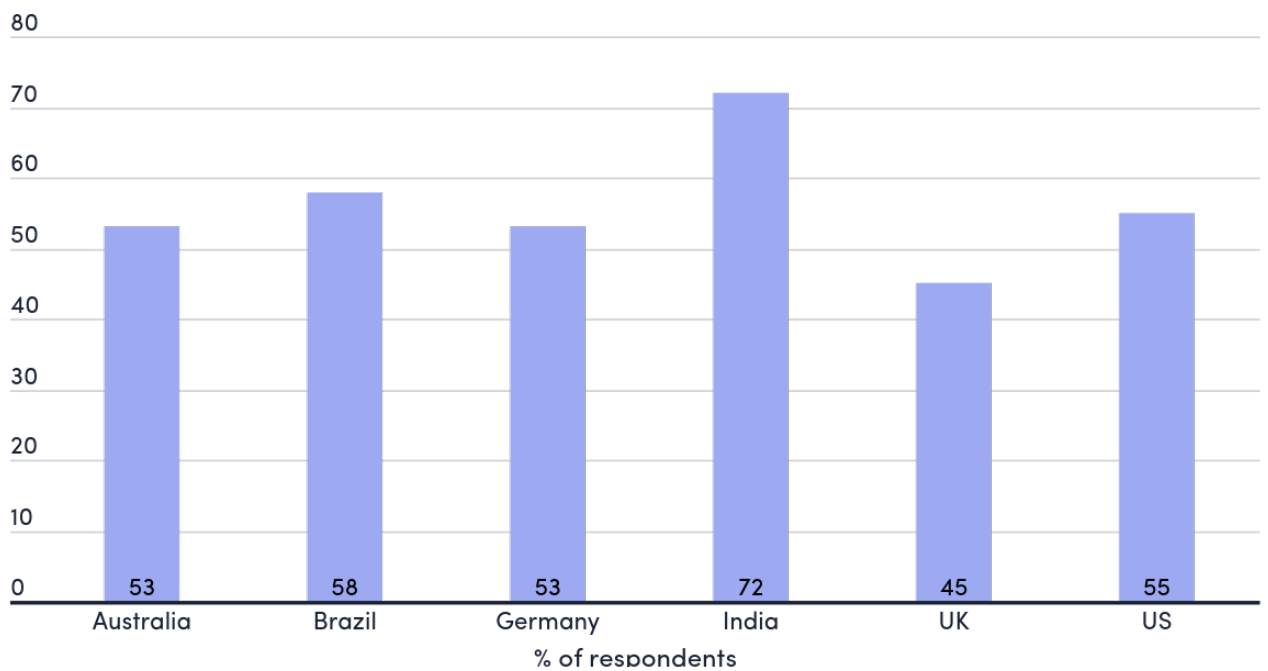


Figure 36



Climate action and climate policy misinformation belief

When it comes to climate action and climate policy misinformation, a number of narratives have developed around heat pumps and electric vehicles across the world. The data indicates that the public of each country is largely unaware of heat pumps.

Misinformation belief about heat pumps

To understand the prevalence of misinformation about heat pumps, participants were asked whether they believed the following statements were true or false:

- Heat pumps cost more to run than a gas boiler. (F)
- Heat pumps don't work in a cold climate. (F)
- Heat pumps are not reliable solutions for heating. (F)

Australia

The data indicates that in Australia relatively similar shares of the public believe in the different misinformation beliefs, varying from 12-15% belief that each statement is true. [Figure 37](#)

Brazil

In Brazil, the picture is quite similar, with between 15% and 20% of the public believing each of the misinformation narratives about heat pumps. [Figure 38](#)

Germany

In Germany, between 11% and 17% of the public believed in the misinformation narratives around heat pumps. [Figure 39](#)

India

In India, relatively larger shares of the public expressed belief in misinformation narratives around heat pumps, with between 30% and 35% of the public believing each narrative. [Figure 40](#)

United Kingdom

In the United Kingdom, the belief that heat pumps cost more to run than a gas boiler was the most common, with roughly one in five believing this misinformation narrative (22%). By comparison, only 11% of the public believed that heat pumps don't work in a cold climate. [Figure 41](#)

United States

In the United States, between 14% and 15% of the public believed in each piece of misinformation. [Figure 42](#)

When the data from the above is taken together, between 22% and 52% of the publics of the countries noted above believe in at least one piece of misinformation, with the lowest share in Australia and the highest in India. [Figure 43](#)

Figure 37

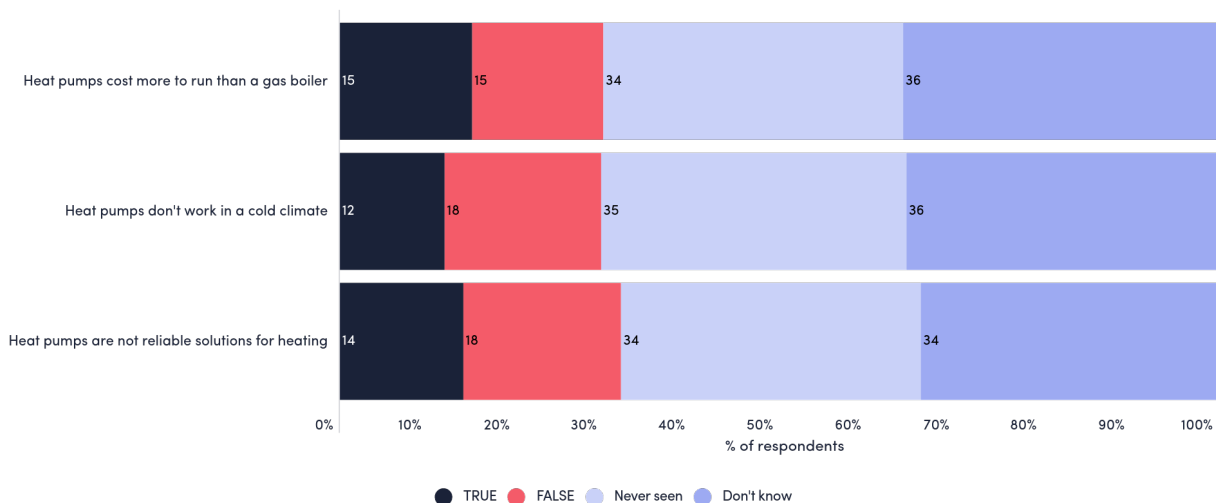


Figure 38

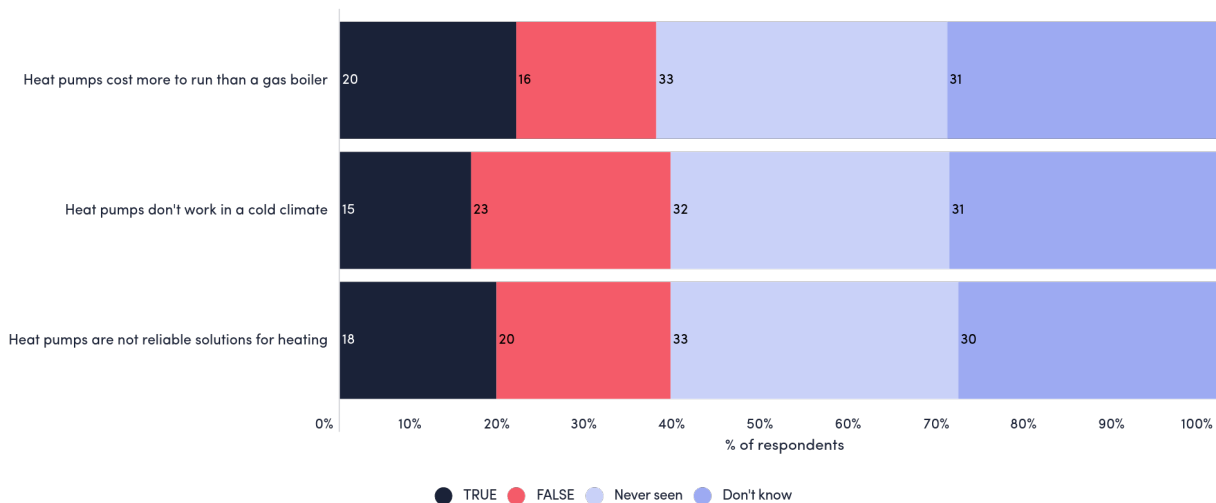


Figure 39

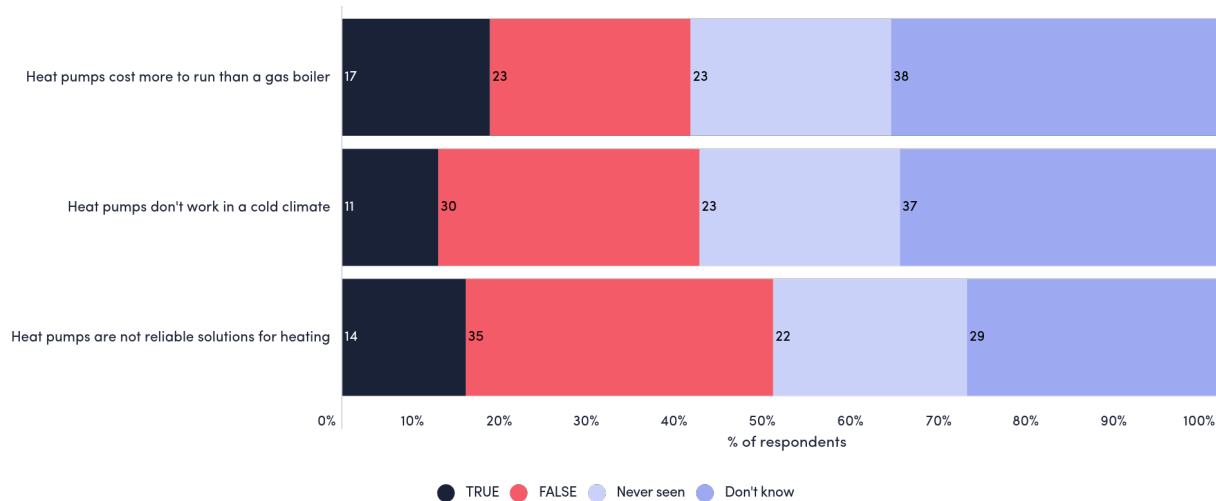


Figure 40

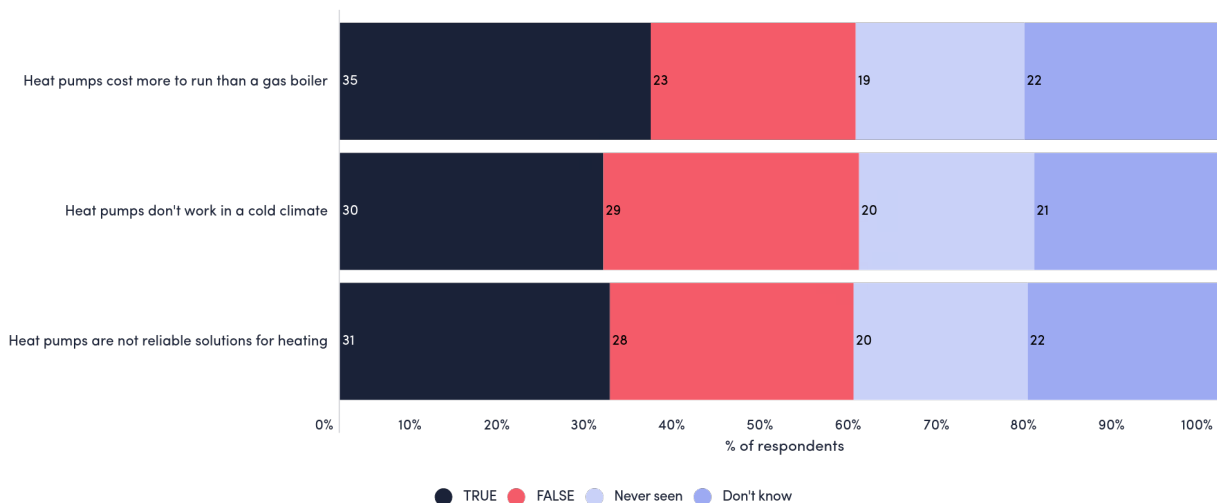


Figure 41

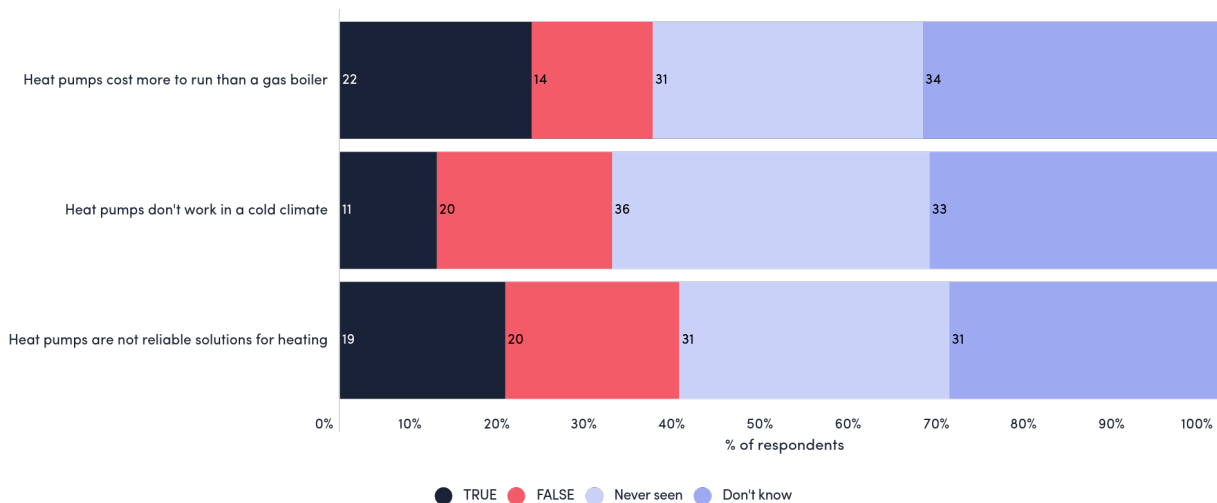


Figure 42

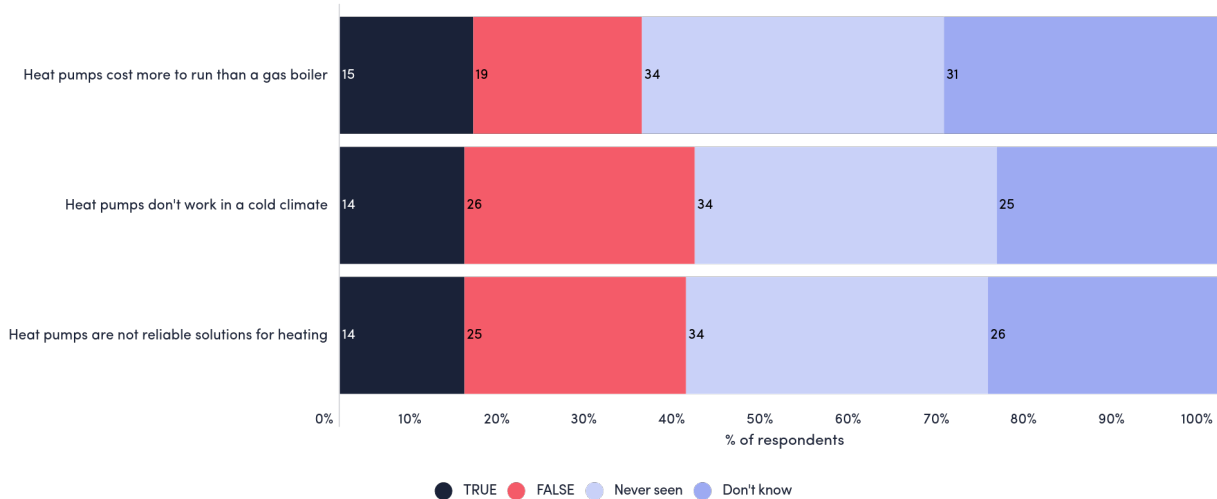
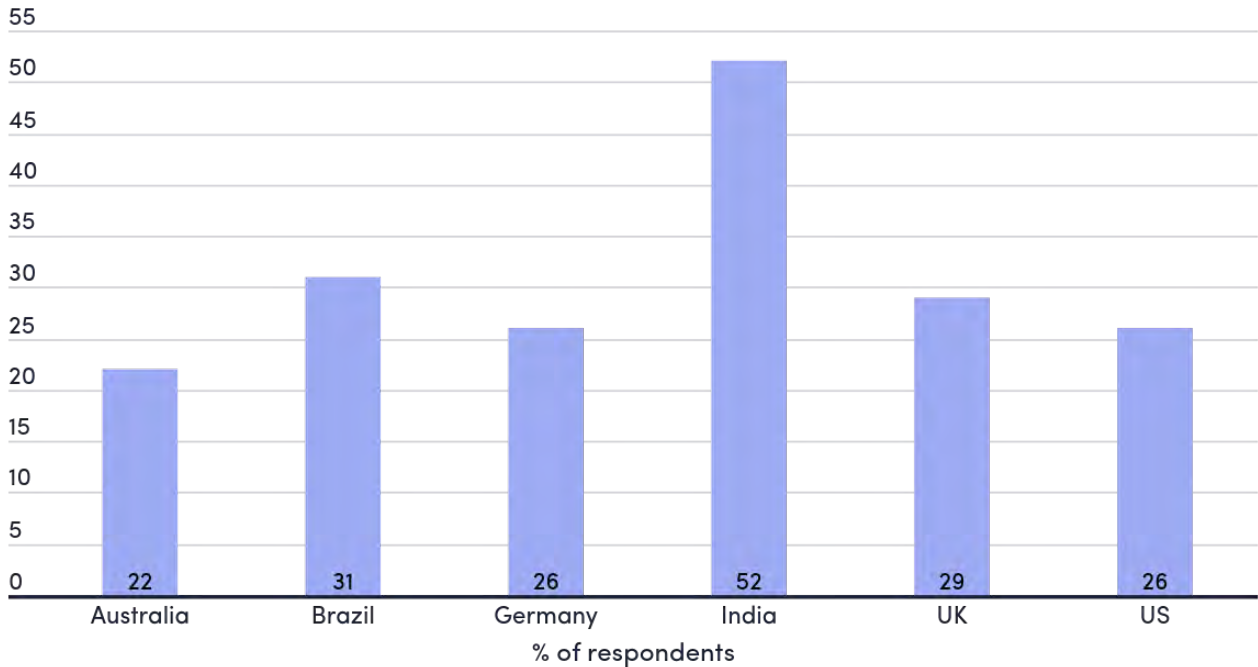


Figure 43



Misinformation about electric vehicles

To understand views of electric vehicles, a range of statements were asked to respondents, including:

- It would not be possible to produce enough lithium to supply the world with electric vehicles.
- Electric vehicles are worse for the environment than regular cars, producing the same, or even more, carbon dioxide emissions in my country.
- The batteries from electric vehicles cannot be reused or recycled, so will pollute the environment.
- The electricity grid would never be able to handle the increase in electric vehicles.

Australia

The data indicates that in Australia, the belief that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment was most common, with 37% of the public reporting a belief in this narrative. In contrast, relatively few, but still one in five (22%) believe that electric vehicles are worse for the environment than regular cars. [Figure 44](#)

Brazil

In Brazil, the most common misinformation belief was that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment (26%). In contrast, relatively few believed that electric vehicles are worse for the environment than regular cars (17%). [Figure 45](#)

Figure 44

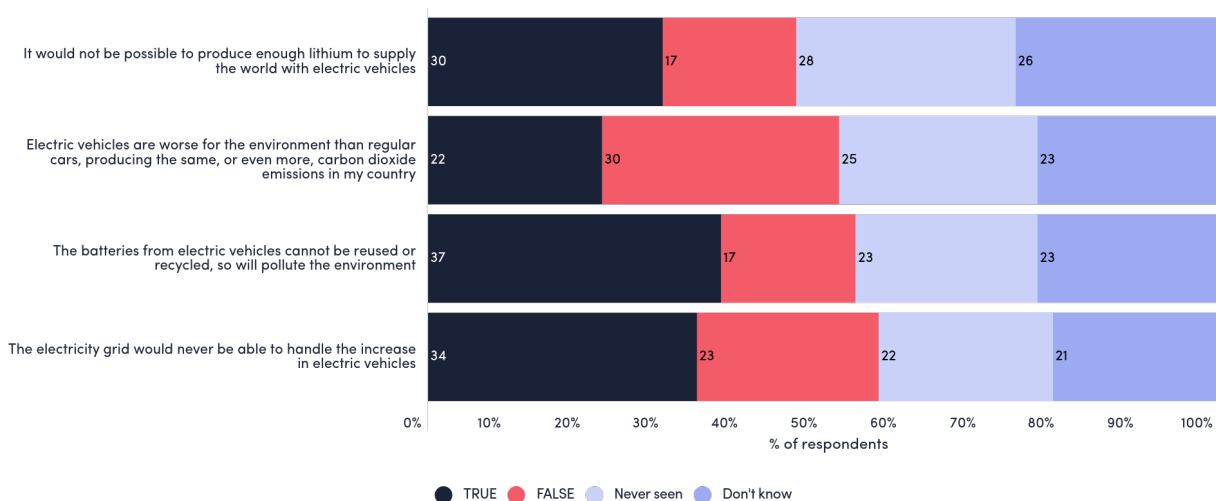


Figure 45

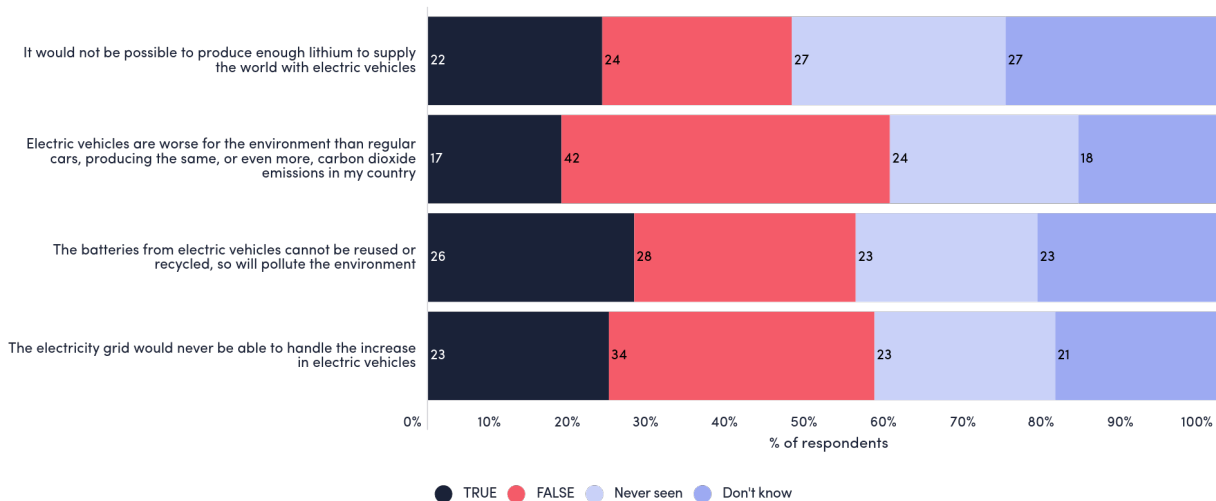


Figure 46

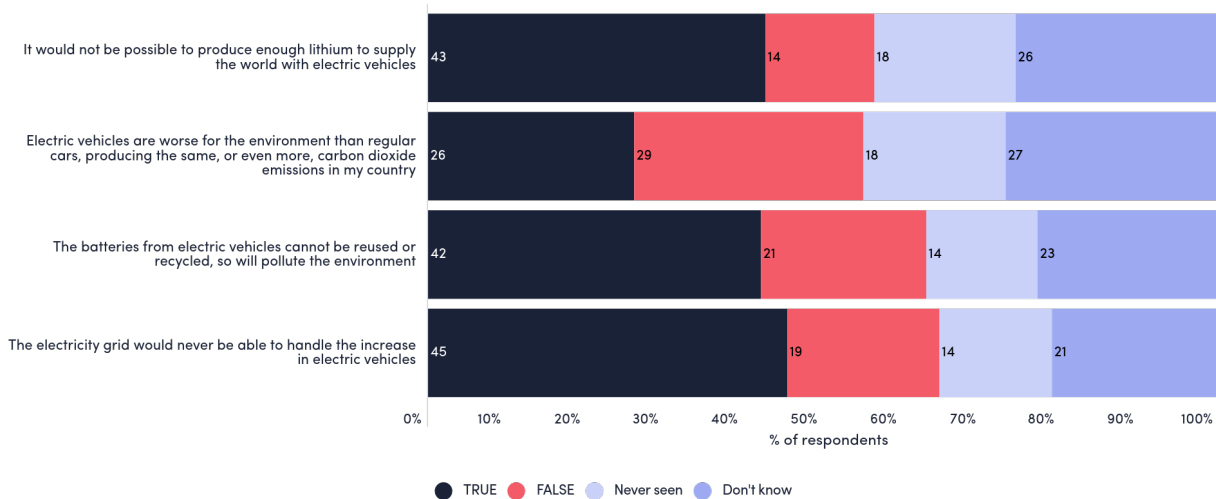


Figure 47

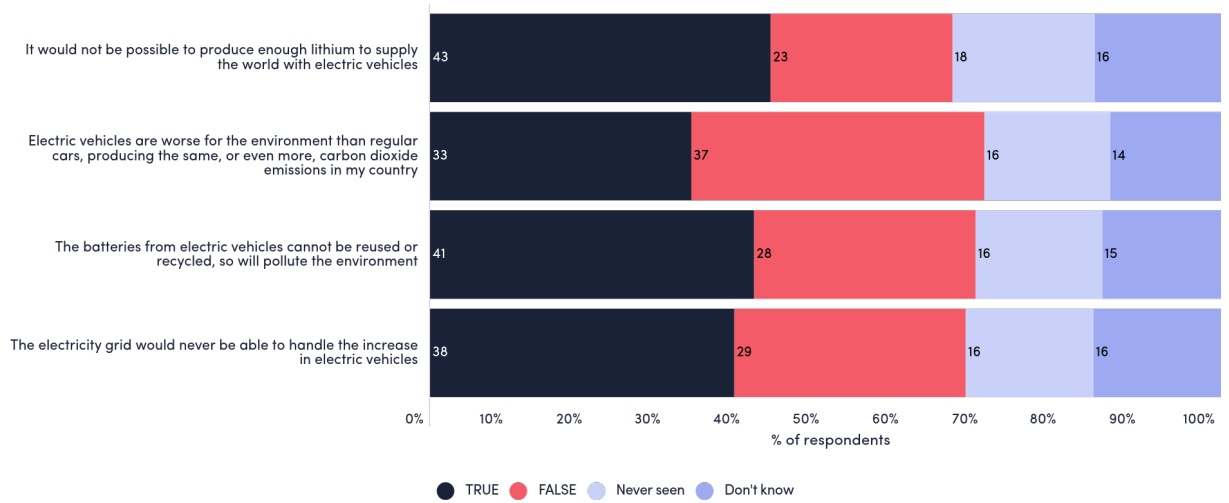


Figure 48

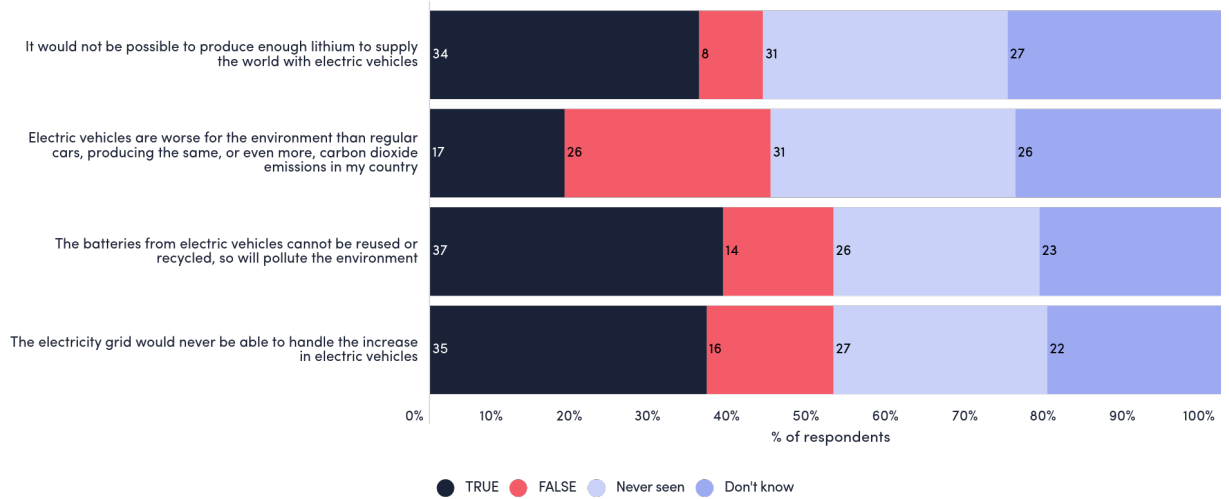
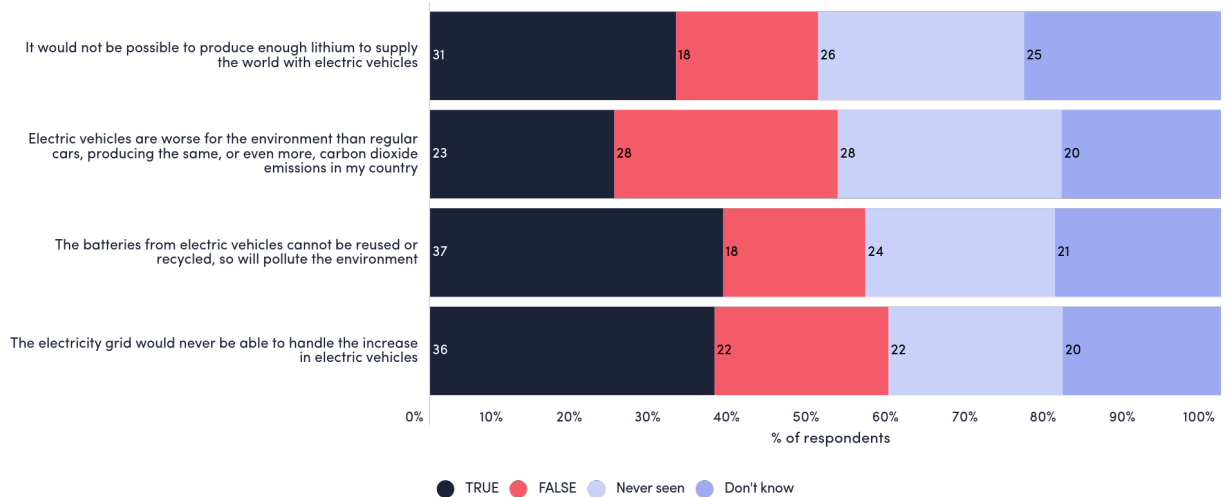


Figure 49



Germany

In Germany, three of the four misinformation beliefs were held by over 40% of the public. The only belief that was held by fewer people was that electric cars are worse for the environment than regular cars. Still, a quarter of the public reported that this misinformation belief was true. [Figure 46](#)

India

In India, roughly equal shares believed that it would not be possible to produce enough lithium to supply the world with electric vehicles (43%) as believed that the battery from electric vehicles cannot be reused or recycled (41%). In contrast, relatively few people, though still one in three respondents (33%), reported that electric vehicles are worse for the environment than regular cars. [Figure 47](#)

United Kingdom

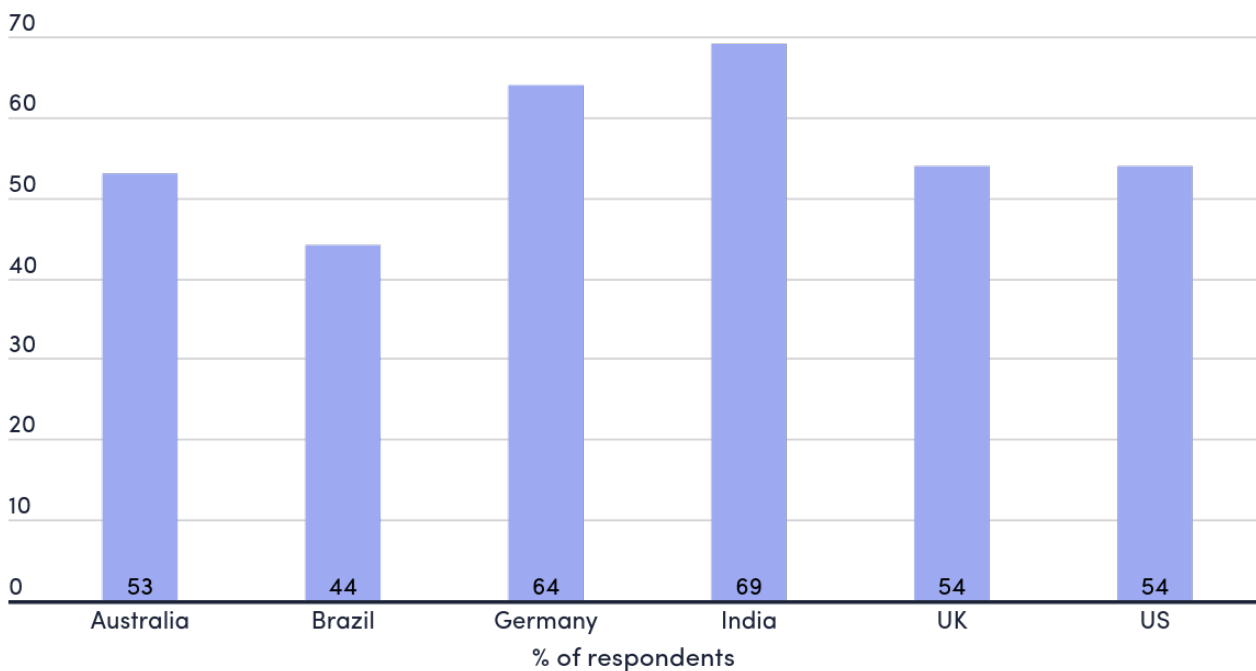
In the United Kingdom, similar shares (34–37%) reported misinformation belief in three of the four narratives asked about. In contrast, relatively few (17%) believed the narrative that electric vehicles are worse for the environment than regular cars. [Figure 48](#)

United States

In the United States, between 31% and 37% of the public reported a belief in three of the four misinformation narratives. The least believed misinformation narrative was that electric vehicles are worse for the environment than regular cars, with 23% of the public holding this belief. [Figure 49](#)

When the data from the above is taken together, between 44% and 69% of the publics of the countries noted above believe in at least one piece of misinformation. Misinformation belief around EVs was highest in India and lowest in the UK. [Figure 50](#)

Figure 50



Country score cards

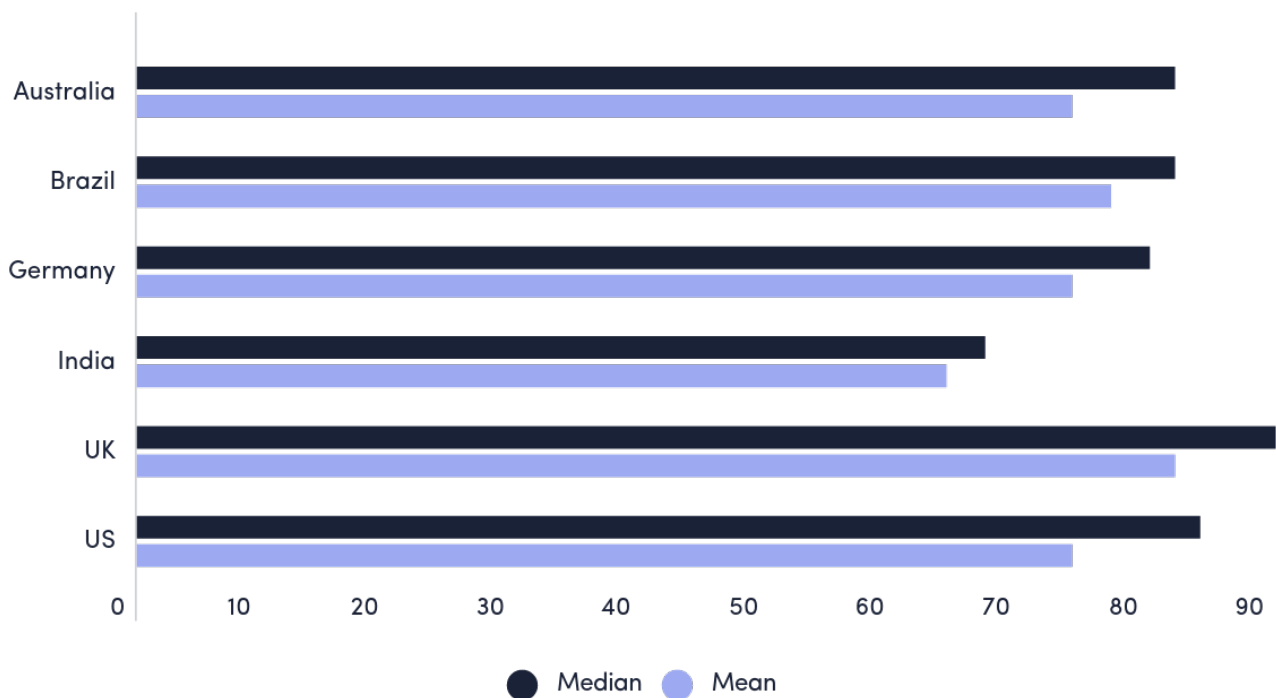
To summarise the overall prevalence of misinformation on the above subjects, the number of times a respondent reported belief in misinformation was counted. Next, this was standardised into a score on a 0–100 point scale, with 0 meaning full belief in misinformation and 100 meaning no belief in misinformation. The data was then broken into grades, to provide a simple heuristic to understand how each country’s population is doing with regard to climate misinformation¹.

The table below provides the mean and median scores per country. It suggests that people in the UK have the highest mean and median scores, while people in India have the lowest. Australia, Brazil, and Germany, and the US all have median scores in the 80s and mean scores in the 70s. [Figure 51](#)

When the scores are translated into letter grades, the data indicates that between 14% and 40% of the populations of the India, Australia, and the US fail the misinformation test, with the highest share in India and the lowest in the UK. [Figure 52](#)

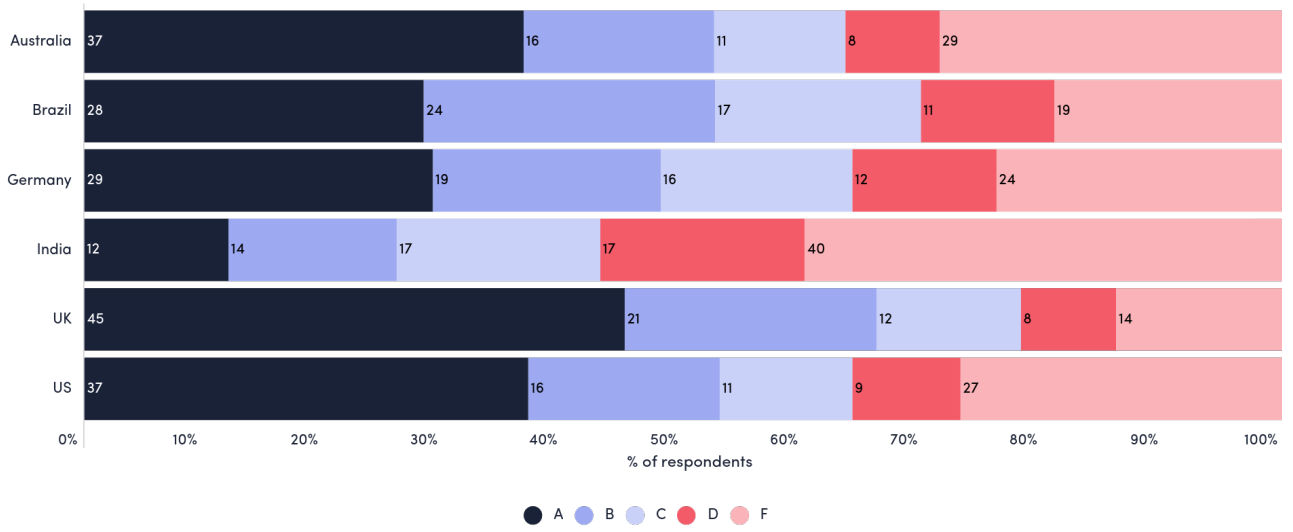
Throughout the remainder of the report, data is presented broken down by the above letter grades for ease of interpretation. In interpreting the above misinformation grades, it is important to remember that **the scoring system penalizes belief in misinformation, but does not penalize a lack of information**. As a result, individuals with little to no information about the issues asked about in this survey can receive a high score.

Figure 51



¹ Grades of A are given to respondents with scores of 90–100, B to respondents with scores of 80–89, C to respondents with scores of 70–79, D to respondents with scores of 60–69, and F to respondents with scores of 59 or lower.

Figure 52



SECTION 2

Media consumption and Climate Misinformation

Numerous studies have linked the consumption of different types of media to mis- and dis-information. To understand the correlation between the prevalence of such beliefs and media consumption, this study asked respondents to report which types of legacy and social media they consume, as well as how frequently they consume them. This section of the report first provides an overview of media consumption in each country, and then describes the correlation between media consumption and mis/misinformation beliefs.

Data in the remainder of the report is broken down by letter grades A-F according to the answers provided to the misinformation statements within the previous section. The grading system is ranked according to the following:

- **A** - belief in 10% or less of the misinformation statements
- **B** - belief in 11-20% of the of misinformation statements
- **C** - belief in 21-30% of the misinformation statements
- **D** - belief in 30-40% of the misinformation statements
- **F** - belief in 41% or more of the misinformation statements

In interpreting the misinformation grades, it is important to state that if a person answered that they **did not know** if they believed the statement, this is recorded as **not believing** in the misinformation statement. A lack of understanding does not contribute towards a misinformation score.

Main source of information

In each country, respondents were asked for their main source of information. The data indicates that TV news and reading news online, outside of social media are the most common across countries, except in Brazil where using social media and reading online news are tied in terms of consumption. Social media is the third most commonly reported main news source within the survey. Relatively few use radio or read print media (3-10% of each public). [Figure 53](#)

Misinformation grades by main source of information

Australia

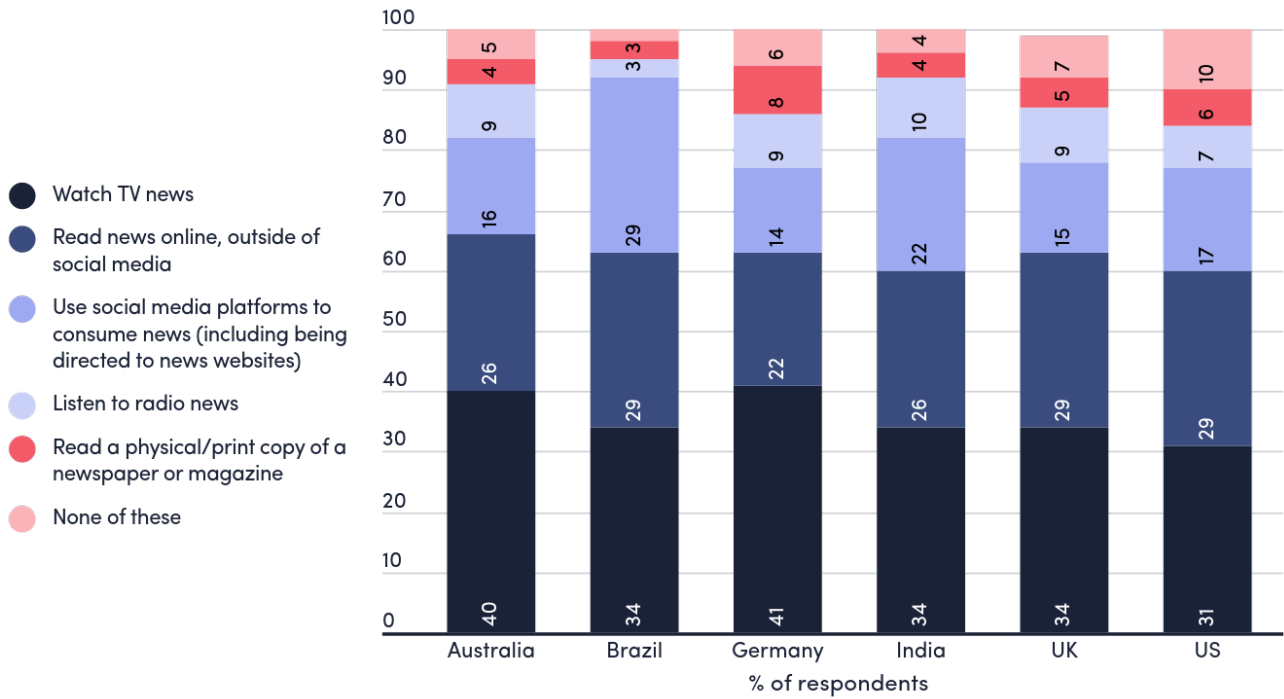
In Australia, among those that use the main three forms of media listed as primary above (TV news, online news, and social media platforms), individuals that use TV news are the most likely to receive a failing grade. In contrast, people who read news online, outside social media score highest. [Figure 54](#)

Brazil

In Brazil, users of the three mediums are equally likely to have scores of A on the misinformation index. However, those who use TV as their primary source of information are most likely to score F on the misinformation index.

[Figure 55](#)

Figure 53



Germany

In Germany, the picture is somewhat similar, with a similar share receiving scores of A on the misinformation index. Yet, in contrast to Australia and Brazil, the data indicates that people who use social media as their primary source of information are most likely to receive an F on the index. [Figure 56](#)

India

In India, the data indicates that people who use the three main mediums of information are roughly equally likely to score high on the index. However, people who watch TV news are most likely to receive a failing score on the index. [Figure 57](#)

United Kingdom

In the UK, individuals who use social media platforms as their main source of information are most likely to receive an A on the misinformation index, while TV users are least likely to. Similar shares of people who use each medium as a primary information source receive a failing grade on the index. [Figure 58](#)

United States

In the US, people who use social media platforms and read news online are most likely to receive a top grade in terms of their misinformation beliefs. In contrast, people who watch TV are less likely to. [Figure 59](#)

Figure 54

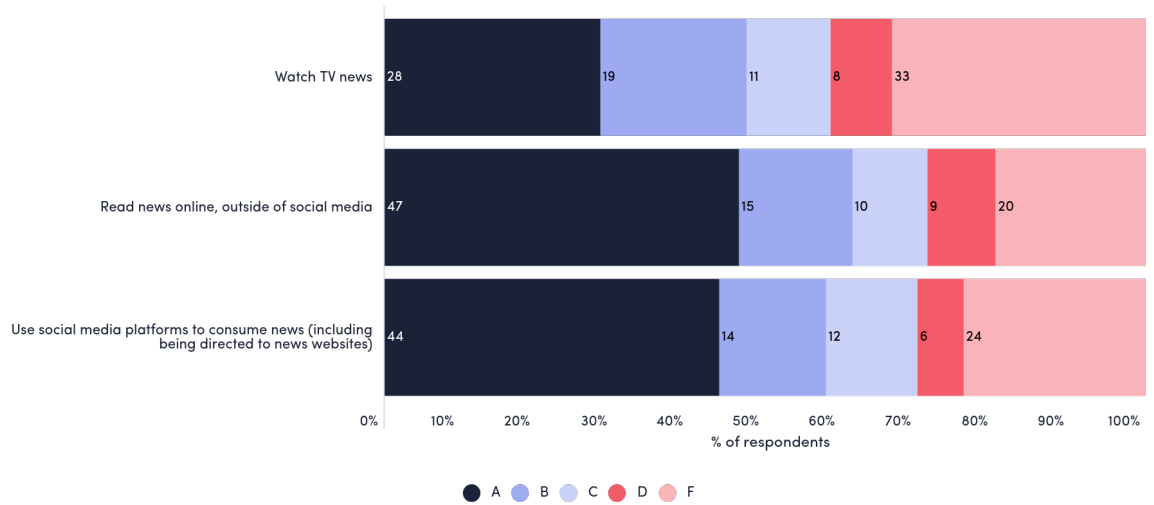


Figure 55

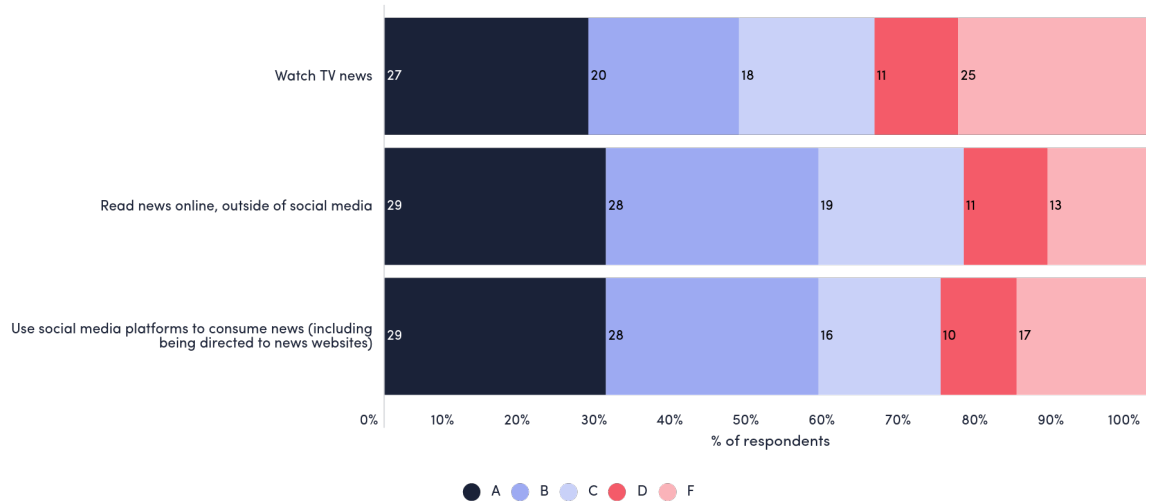


Figure 56

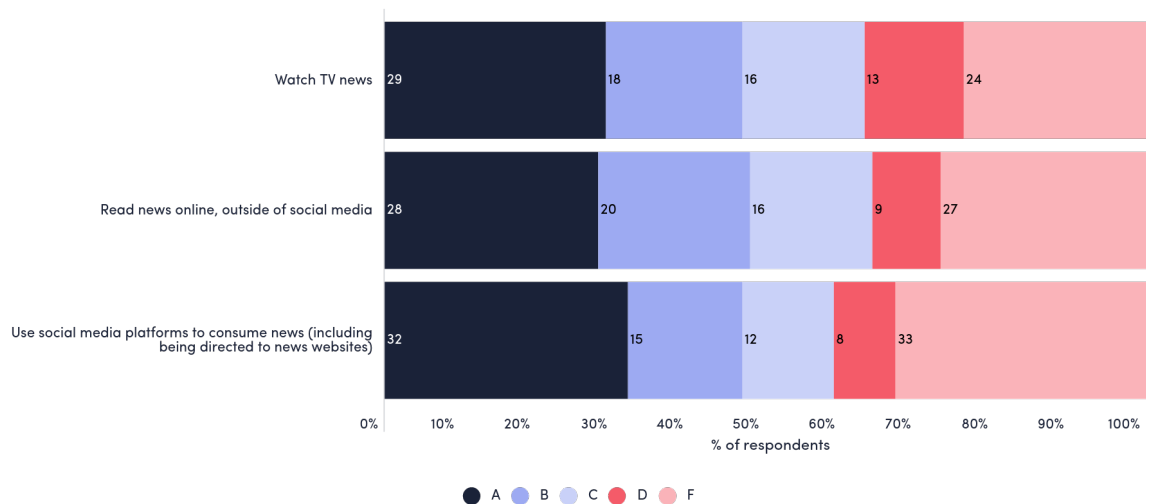


Figure 57

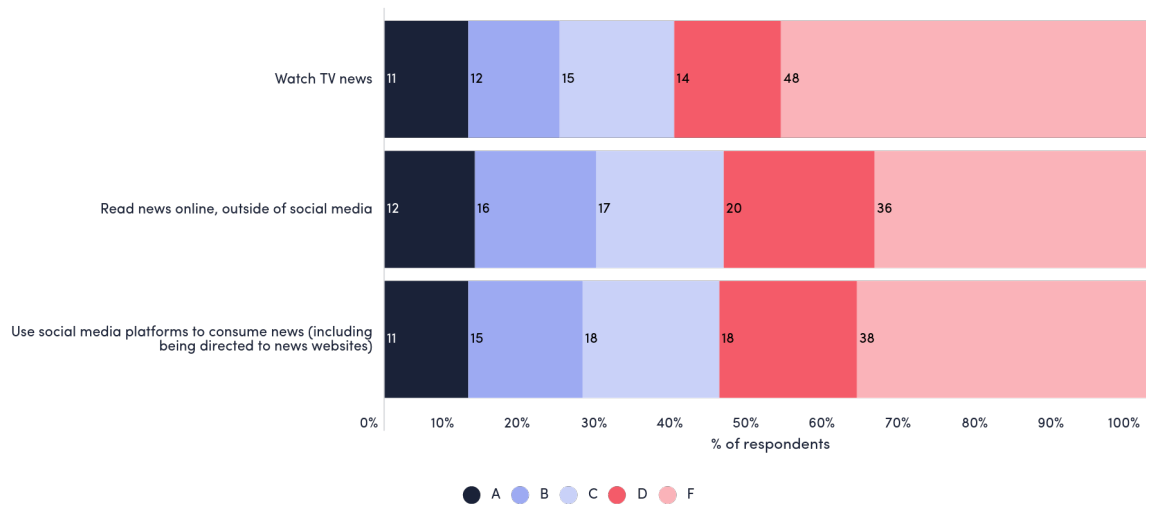


Figure 58

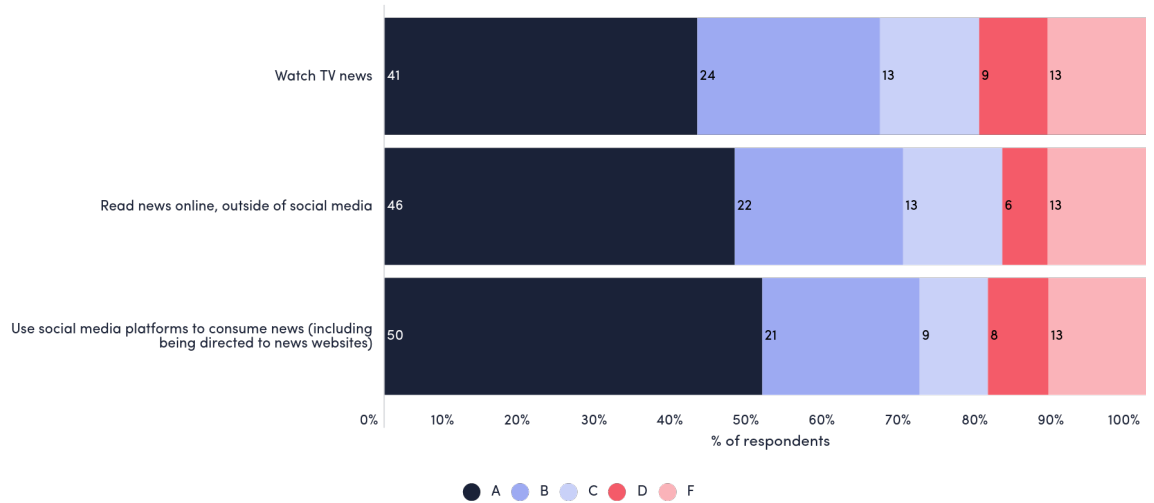
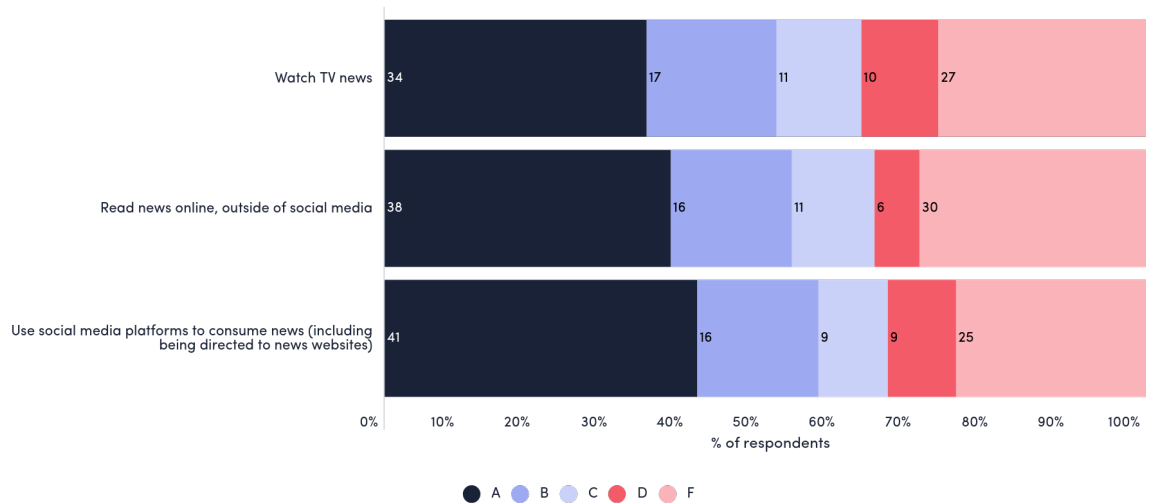


Figure 59



Misinformation belief and consumption of specific brands

In each country, the study asked about the consumption of a number of traditional media brands. The data show that individuals that consume most of these brands tend to be less likely to believe in misinformation.

Australia

In Australia, respondents were asked about how frequently they consumed a number of different outlets. Overall, those that are heavy consumers of any outlet tend to have lower scores than people who do not consume media intensively. This likely stems from the fact that the misinformation scores are based on individuals either not being aware of a misinformation narrative or having accurate information about an issue. As a result, high information individuals may be more likely to hold inaccurate information. Between 12% and 22% of heavy consumers of other outlets score an A on average by comparison. [Figure 60](#)

Figure 60. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
The Sydney Morning Herald	A	39	39	16
	B	19	12	4
	C	11	10	11
	D	7	10	7
	F	25	29	62
Herald Sun	A	42	28	15
	B	18	17	5
	C	11	12	8
	D	7	11	2
	F	23	32	70
The Australian	A	42	28	17
	B	18	15	6
	C	11	13	2
	D	7	11	6
	F	23	33	70

Figure 60. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
The Daily Telegraph	A	40	31	17
	B	18	13	3
	C	11	12	0
	D	7	9	8
	F	23	35	73
The Courier-Mail	A	42	23	12
	B	17	18	8
	C	11	11	6
	D	7	14	3
	F	23	34	71
Nine News Australia	A	49	37	20
	B	16	15	18
	C	9	14	9
	D	5	11	6
	F	21	23	47
7News	A	50	36	22
	B	16	17	15
	C	7	12	14
	D	7	9	6
	F	22	26	43
SBS	A	39	38	22
	B	17	16	12
	C	10	12	8
	D	7	10	4
	F	27	24	55

Brazil

In Brazil, the pattern described in Australia wherein heavy consumers of news media are more likely to fail and less likely to score high on the misinformation index is also present. The one exception to this pattern is TV Globo, whose consumers and non-consumers are more or less equally likely to score high or fail on misinformation index. [Figure 61](#)

Figure 61. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
TV Globo	A	30	28	28
	B	21	26	25
	C	17	16	19
	D	12	13	9
	F	19	17	20
GloboNews	A	38	25	19
	B	21	28	22
	C	16	16	23
	D	10	13	11
	F	15	18	26
Band	A	39	26	21
	B	25	25	21
	C	12	19	18
	D	8	12	14
	F	16	17	26
BandNews	A	43	24	14
	B	22	26	24
	C	13	20	19
	D	8	12	16
	F	14	19	27
SBT	A	46	26	16
	B	24	28	15
	C	13	17	22
	D	7	11	16
	F	10	17	31
Record	A	45	25	18
	B	24	25	23
	C	13	18	21
	D	7	13	13
	F	10	19	25

Figure 61. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
CNN	A	37	25	16
	B	21	26	26
	C	17	17	19
	D	10	13	9
	F	15	19	30
Jovem Pan	A	40	22	14
	B	24	26	21
	C	16	17	21
	D	8	14	15
	F	12	21	30
Folha de São Paulo	A	34	24	18
	B	23	24	32
	C	17	18	18
	D	11	13	7
	F	15	22	26
Estado de São Paulo	A	34	23	16
	B	24	23	29
	C	18	18	15
	D	10	14	5
	F	14	22	34
Globo	A	31	30	25
	B	21	26	25
	C	19	15	19
	D	12	13	9
	F	17	17	22
UOL	A	35	26	20
	B	22	25	26
	C	15	19	18
	D	11	11	12
	F	16	18	24
Metrópolis	A	35	21	12
	B	26	21	28
	C	17	19	14
	D	10	13	13
	F	13	25	35

Germany

In Germany, people who heavily consume the news from all of the outlets asked about were less likely overall to receive an A on the misinformation index. At the same time, the pattern of heavy news consumers also being more likely to fail is present, yet less pronounced than in either Australia or Brazil. [Figure 62](#)

Figure 62. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
Der Spiegel	A	34	21	21
	B	18	21	23
	C	13	21	11
	D	11	14	12
	F	24	23	32
Focus	A	36	19	12
	B	19	19	21
	C	14	20	13
	D	10	16	12
	F	22	26	43
Zeit	A	32	23	13
	B	19	19	23
	C	14	21	13
	D	11	14	13
	F	24	23	38
Bild	A	34	15	27
	B	21	15	15
	C	14	21	18
	D	10	18	12
	F	21	31	28
Die Welt	A	36	19	15
	B	20	19	14
	C	12	22	19
	D	10	16	11
	F	22	24	41

Figure 62. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
Das Erste	A	37	28	24
	B	16	19	22
	C	10	17	19
	D	8	14	13
	F	29	22	23
ZDF	A	37	26	24
	B	16	21	20
	C	10	19	17
	D	8	14	14
	F	29	20	26
PRO7	A	33	26	15
	B	21	17	20
	C	15	18	11
	D	10	15	14
	F	21	26	39
RTL	A	34	25	23
	B	21	17	19
	C	14	18	17
	D	9	15	13
	F	23	25	28
SAT1	A	35	23	22
	B	21	17	19
	C	13	20	13
	D	10	15	13
	F	22	26	33

India

In India, the same pattern noted above recurs, with heavy news consumers being particularly likely to receive poor scores on the misinformation index, while also being highly unlikely to score high. [Figure 63](#)

Figure 63. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
Times of India	A	28	10	6
	B	16	15	9
	C	11	19	18
	D	14	19	17
	F	31	37	51
Hindustan Times	A	24	9	5
	B	16	14	10
	C	17	19	13
	D	13	21	15
	F	31	38	57
Business Standard	A	20	7	8
	B	17	13	6
	C	16	18	15
	D	16	18	19
	F	32	44	53
Indian Express	A	24	6	8
	B	17	14	7
	C	16	19	13
	D	16	19	15
	F	28	42	58
The Hindu	A	23	7	6
	B	16	13	13
	C	17	18	14
	D	17	19	15
	F	27	44	53
NDTV	A	23	9	8
	B	15	15	10
	C	17	19	13
	D	17	19	15
	F	30	38	54

Figure 63. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
Times Now	A	26	6	8
	B	16	15	8
	C	16	20	12
	D	14	19	17
	F	29	40	54
Zee News	A	23	9	10
	B	16	15	8
	C	16	19	13
	D	18	18	15
	F	26	39	54
India Today	A	24	8	7
	B	17	14	10
	C	17	18	16
	D	15	20	14
	F	27	41	54
ABP	A	17	10	10
	B	18	12	9
	C	16	19	15
	D	17	19	14
	F	32	40	51
Wion	A	16	7	9
	B	14	13	10
	C	18	18	14
	D	16	21	14
	F	36	42	53
Aaj Tak	A	19	9	10
	B	18	15	7
	C	18	18	15
	D	15	21	15
	F	30	38	53
CNN News 18	A	22	7	9
	B	18	12	10
	C	18	18	12
	D	14	20	15
	F	27	44	54

United Kingdom

In the UK, heavy news consumers are also less likely to score highly on the misinformation index. However, for many outlets, they are also not significantly more likely to receive a failing grade on the index.

Daily Mail, Telegraph and Times readers are much more likely to fail if they consume 5 days a week vs those who don't consume. [Figure 64](#)

Figure 64. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
The Sun	A	47	39	39
	B	21	21	17
	C	12	15	16
	D	7	9	9
	F	13	16	20
Daily mail	A	53	34	20
	B	21	22	19
	C	11	15	17
	D	7	11	7
	F	9	18	37
Daily Mirror	A	47	41	28
	B	21	24	25
	C	12	15	19
	D	8	9	0
	F	14	12	28
Telegraph	A	48	39	16
	B	21	22	11
	C	11	16	21
	D	8	8	11
	F	12	15	41

Figure 64. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
The Times	A	47	41	24
	B	20	24	20
	C	12	14	15
	D	8	6	11
	F	13	15	31
BBC	A	51	47	41
	B	14	23	23
	C	8	12	14
	D	6	7	9
	F	21	11	13
Sky news	A	49	42	37
	B	20	23	22
	C	11	13	16
	D	7	8	10
	F	13	15	14
Channel 4	A	47	44	36
	B	19	24	24
	C	10	15	16
	D	8	6	13
	F	16	11	11
ITV	A	52	42	37
	B	19	24	19
	C	9	15	14
	D	7	8	10
	F	14	11	21

United States

In the US, a similar pattern is present as in other countries wherein high frequency consumers of many outlets are more likely to receive failing marks on the misinformation index. The New York Times is one exception to the general pattern in that its readers are not more or less likely to do well or fail on the misinformation index. [Figure 65](#)

Figure 65. 1

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
USA Today	A	42	34	11
	B	13	21	19
	C	9	14	18
	D	6	11	14
	F	30	20	39
NY Times	A	38	35	36
	B	13	21	21
	C	9	13	14
	D	8	10	7
	F	32	21	22
Washington Post	A	40	34	31
	B	13	21	17
	C	9	14	11
	D	7	11	12
	F	30	21	30
AP News	A	43	29	30
	B	15	19	16
	C	9	14	17
	D	7	13	8
	F	27	26	30
Los Angeles Times	A	40	35	12
	B	15	21	13
	C	10	14	14
	D	7	12	14
	F	29	19	46

Figure 65. 2

Outlet	Grade	Does not watch/read	Consumes sometimes	Consumes 5 days or more per week
FOX	A	56	25	12
	B	18	17	11
	C	9	14	11
	D	4	15	9
	F	13	29	58
CNN	A	39	37	31
	B	11	21	22
	C	9	12	16
	D	7	11	8
	F	35	19	23
NBC	A	42	34	32
	B	11	21	18
	C	8	12	15
	D	5	12	9
	F	33	21	26
CBS	A	43	33	31
	B	11	21	18
	C	7	13	16
	D	6	11	10
	F	33	22	25
ABC	A	43	34	28
	B	11	21	18
	C	8	12	17
	D	6	11	9
	F	31	22	27

Social media and misinformation

The spread of misinformation on social media has been well documented. To understand how misinformation belief varies with social media use, the survey asked respondents to identify what social media platforms they use and how intensively they use them.

The data indicates that Facebook, WhatsApp, and Youtube tend to be the most commonly used social media platforms across countries. Instagram is particularly popular in Brazil and India. [Figure 66](#)

Facebook and climate misinformation

The data indicates that among Facebook users, climate misinformation belief tends to be quite similar as among non-users. The data show that in Australia, Brazil, Germany, and the US scores between non-users and users are nearly identical. In the UK and India, non-users are more likely to score higher on the misinformation index. In India, users are also more likely to receive failing marks on the index. [Figure 67](#)

YouTube and climate misinformation

The data indicates that among Youtube users, levels of success on the misinformation index are relatively similar, with the exception of in India, wherein A marks are significantly less common among regular users. In contrast, in the US and UK Youtube users are slightly more likely to score high on the misinformation index. In Brazil, failure rates are slightly higher among non-users. In India, failure rates are twice as high among regular users. [Figure 68](#)

Twitter and climate misinformation

The data indicates that among Twitter users, climate misinformation levels are generally similar to the levels of non-users, with a number of exceptions. In Australia, users are slightly more likely to receive failing marks. In Brazil, users score lower on average and are also slightly more likely to receive failing marks. In India, twitter users are significantly more likely to receive failing marks. In the UK, Twitter users are slightly more likely to receive high marks (A-B). [Figure 69](#)

2. Among the users of other platforms that the survey asked about, users of Reddit, Telegram, and Snapchat had relatively few users in most countries. As a result, data is not presented for these platforms.

Figure 66

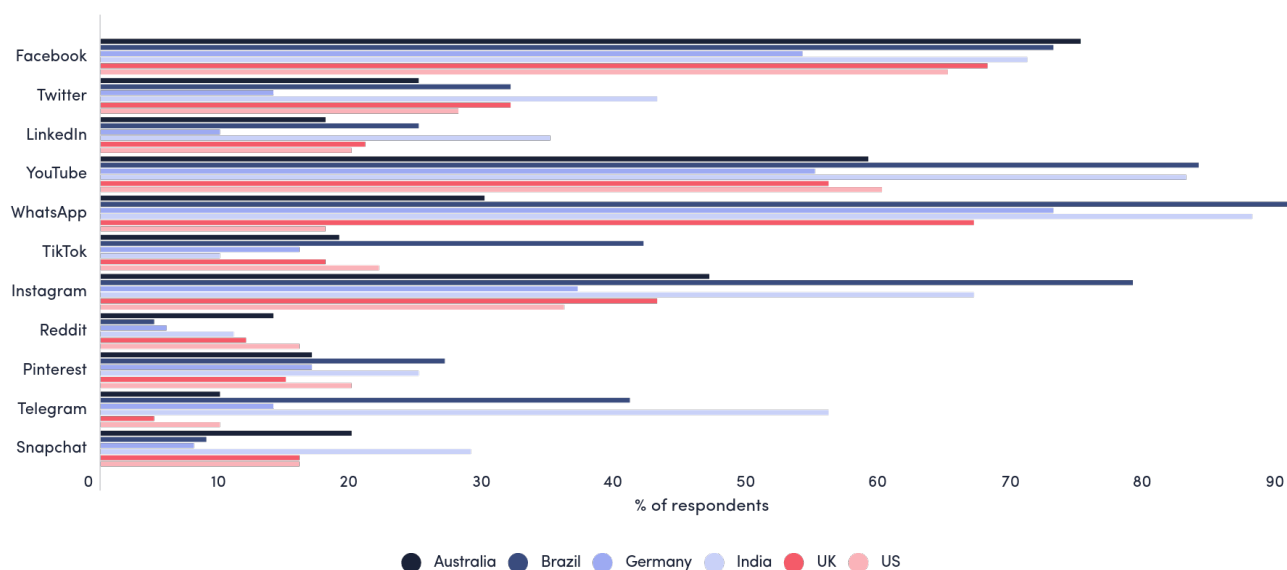


Figure 67

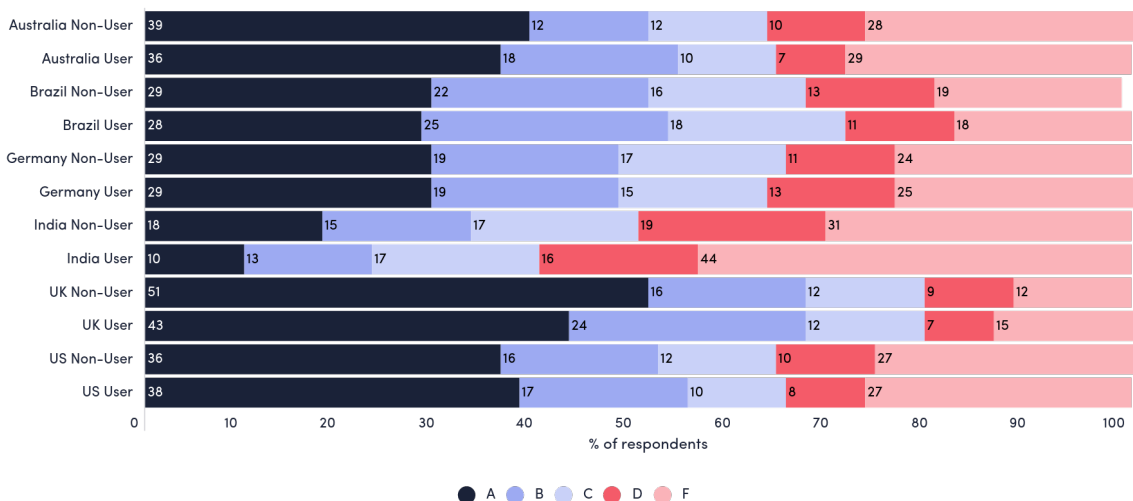


Figure 68

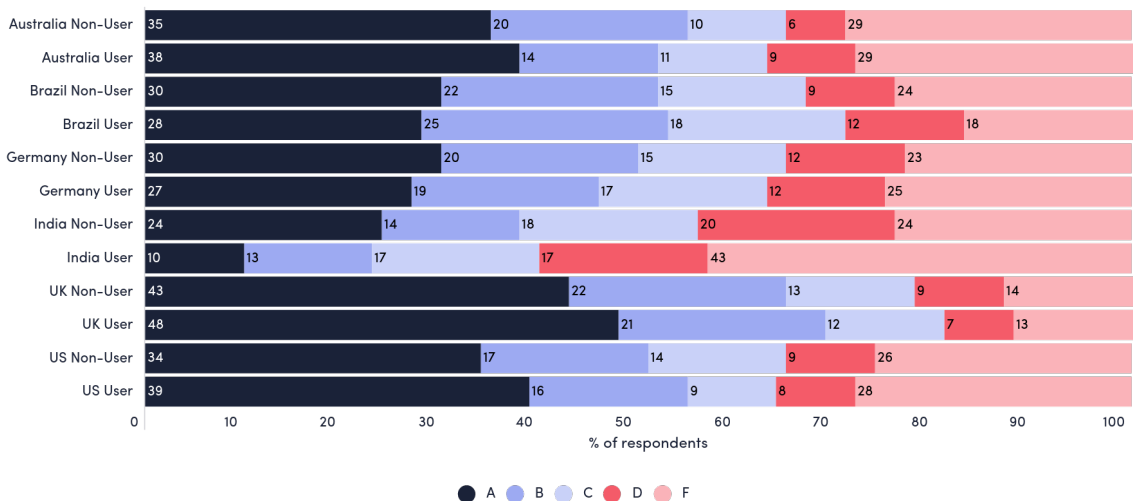
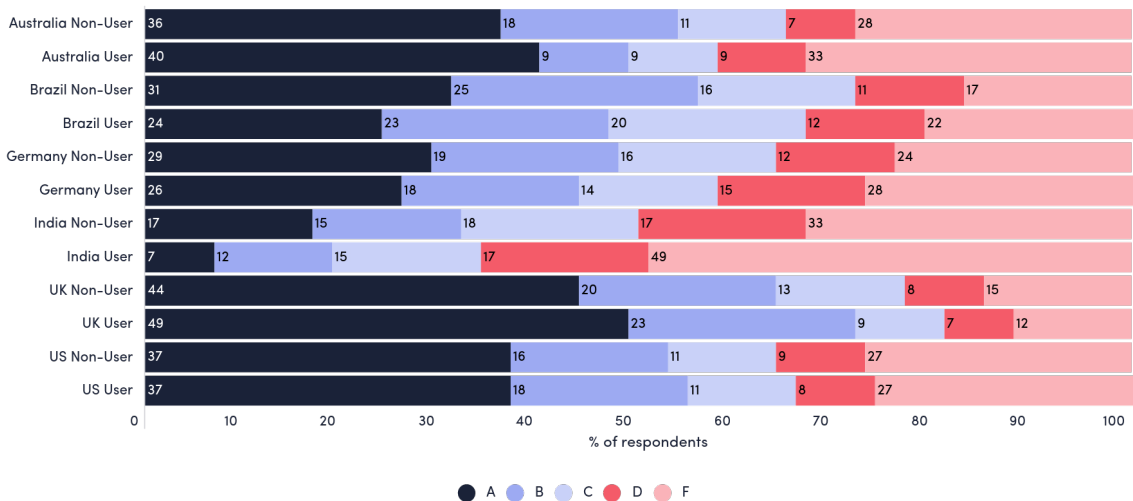


Figure 69



Other social media platforms and climate misinformation: LinkedIn, Whatsapp, Tiktok, Instagram, Pinterest ²

As a result of having fewer respondents choosing these platforms, the data in this section is less reliable in terms of understanding the cross section between climate misinformation and platform usage. Therefore, the data within this section should be taken as indicative rather than definitive.

With regard to LinkedIn, the data suggest users and non-users are relatively similar in the degree of misinformation they believe in, outside the United States and India. In the US, users do slightly worse than non-users, while in India users are substantially more likely to score poorly than non-users. **Figure 70**

With regard to Whatsapp, the data suggest users and non-users, outside the United States and India have relatively similar misinformation index scores. In the US and India, WhatsApp users are 10 percentage points less likely to be in the top range of misinformation index scores. **Figure 71**

Figure 70

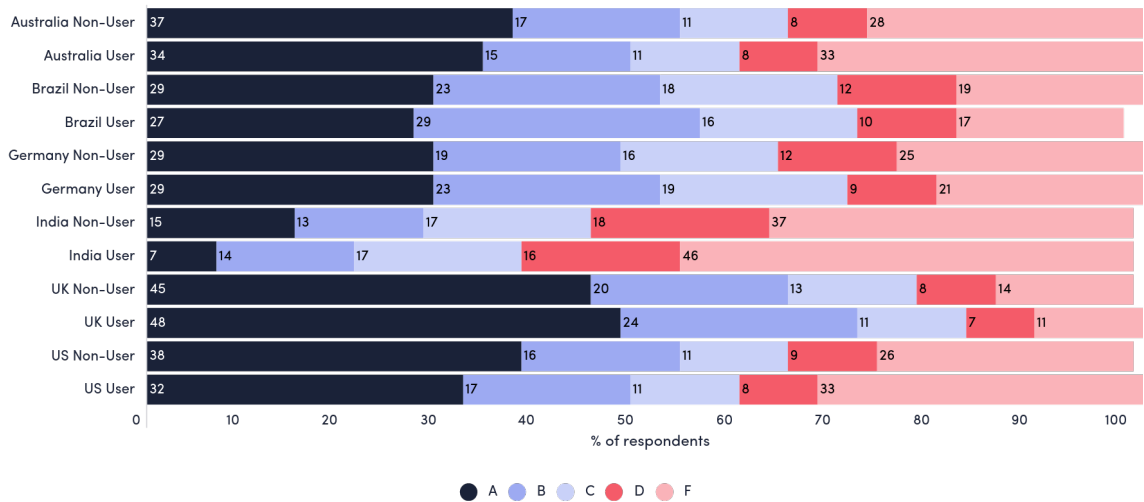
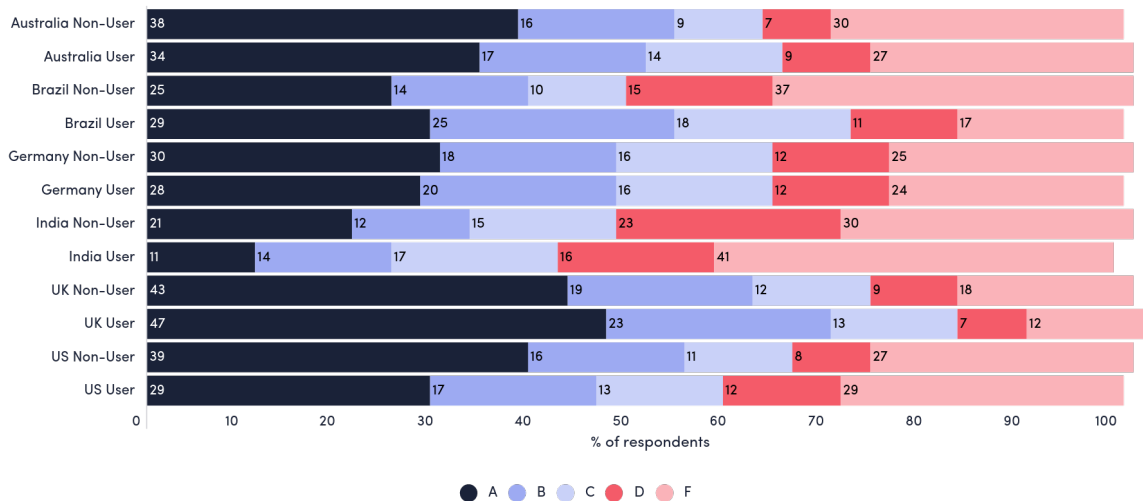


Figure 71



With regard to TikTok, the data suggest that outside of India and the UK users and non-users are roughly equally likely to do well on the misinformation index. In India, users are less likely to receive high scores on the misinformation index, while in the UK, users are more likely to receive high scores on the misinformation index. In Australia, Germany, and India, users are also substantially more likely to receive failing scores on the misinformation index. **Figure 72**

Figure 72

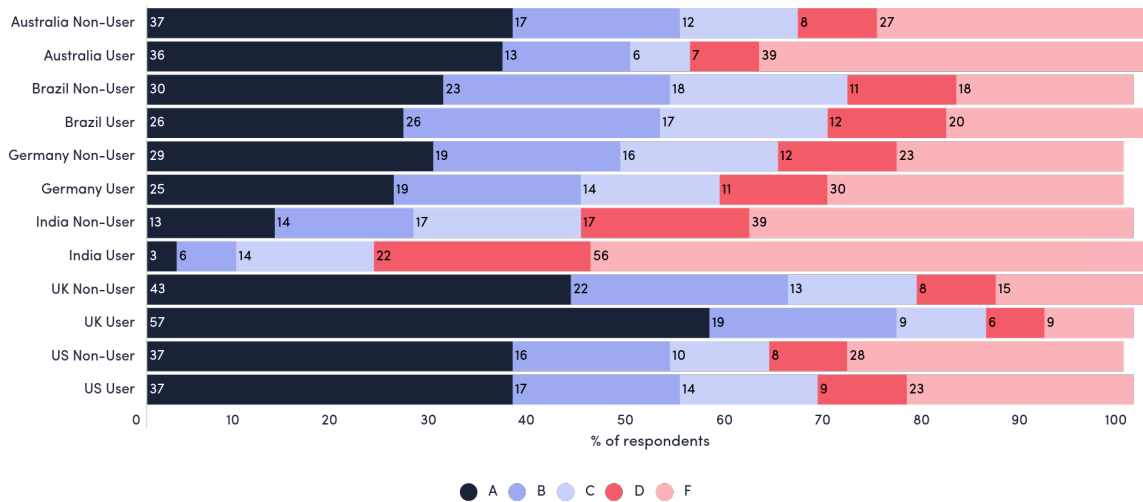
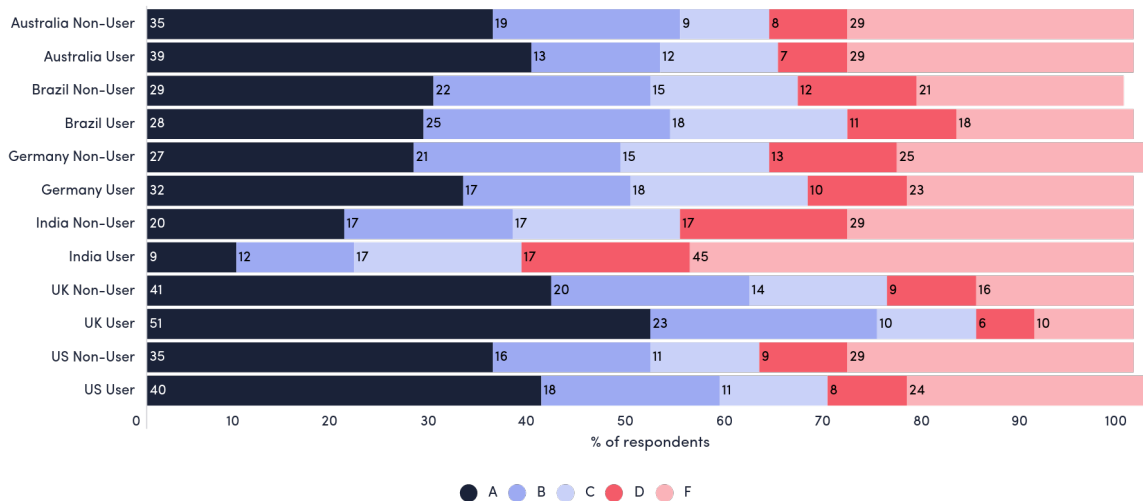


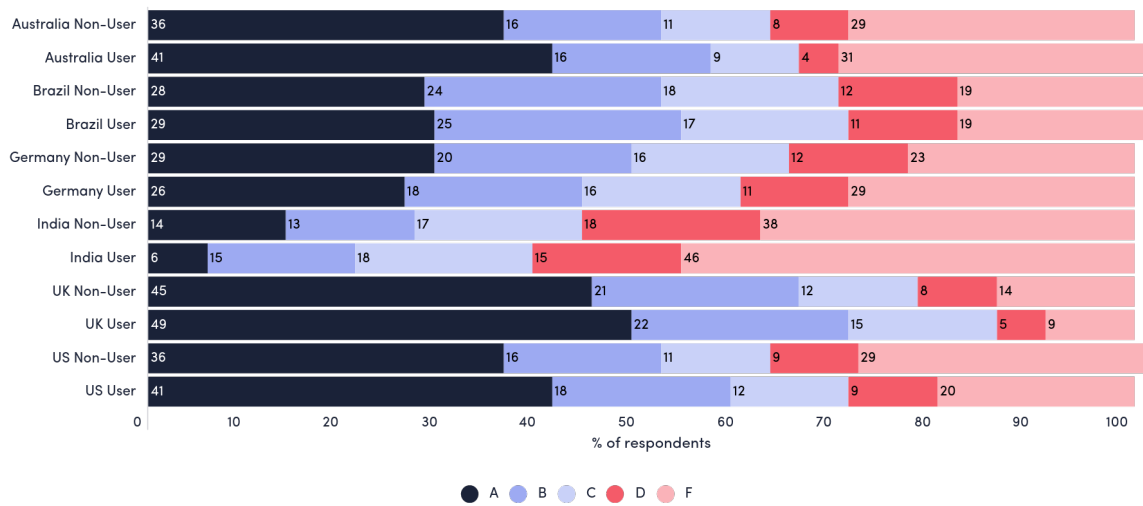
Figure 73



With regard to Instagram, the data suggest that users and non-users tend to believe in misinformation at similar rates except for in India, the UK, and the US. In the US, users do slightly better on the misinformation index. In the UK, users do 10 percentage points better. In India, users perform substantially worse, believing in substantially more misinformation if they use Instagram. **Figure 73**

With regard to Pinterest, the data suggest users are largely equal in levels of misinformation belief. However, in Australia and the United States, users score slightly better than non-users. In India, users again score worse than non-users in terms of misinformation belief. **Figure 74**

Figure 74



SECTION 3

Illustrative examples of misinformation belief and media consumption

While the previous section of this report provided an overall grading of misinformation belief among consumers of different types of media, this section provides a number of illustrative examples of how misinformation belief varies, comparing regular consumers of an outlet (i.e. they consume information from the outlet five days per week or more) to the general public in each country. The statements that are used are in most cases the most widely believed pieces of misinformation in each country within a given issue area. In some cases, multiple statements are chosen as there are statistically indistinguishable levels of misinformation belief. As the data above demonstrates, there tends to be little difference between social media users and non-users overall. As a result, this section provides a limited number of examples of where this is not the case. Additionally, the section provides the data for specific media outlets. The media outlets were selected based on a review of the gap between regular consumers of all outlets asked about on the survey and the general public, with the outlet that is performing the worst and also has enough regular consumers (100 or more) to make a reliable statistical statement selected for presentation in this section.

Australia

In Australia, regular consumers of News7, SBS, Nine News Australia, Herald Sun users, Twitter users, and TikTok users all had relatively high levels of disinformation belief on at least one of the top statements analysed within the scope of this report. For example:

- While 37% of the Australian public believe that, a significant number of scientists disagree on the cause of climate change, 46% of regular consumers of News7 do.
- While 42% of the Australian public believe that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition, 62% of SBS viewers do.
- Among viewers of Nine News Australia, 60% believe that oil and gas are essential components of our national economy and it would be impossible for us to do without, compared to 32% of the general public.
- While 37% of the general public believe that fossil fuels are more expensive than renewables, 44% of Twitter users do.
- While 37% of the general public believe that fossil fuels are more expensive than renewables, 53% of regular SBS viewers do.

- Among the general public, 36% believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year round. In contrast, 50% of regular Nine News Australia viewers report the same view.
- While 20% of Australians believe that the energy crisis experienced in Europe is due to net zero and climate policies, 30% of TikTok users do.
- While 29% of Australians believe the country cannot afford to reach the target of net zero emissions by 2050, 50% of regular Herald Sun readers do.
- A third of Australians (34%) believe that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment. In contrast, 53% of regular SBS consumers do.
- A third of Australians (34%) believe that the electricity grid would never be able to handle the increase in electric vehicles, yet 47% of regular 7News consumers do.
- Half of (52%) Joven Pam consumers believe that natural gas is a climate friendly energy source, compared with 40% of the Brazilian public.
- While 47% of the Brazilian public believe that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition, 56% of Twitter users report the same.
- With 47% of Brazilians believing that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition, 62% of regular BandNews consumers report the same.
- While 45% of regular Folha de São Paulo consumers think renewable energy is more expensive than energy from fossil fuels, 33% of the Brazilian public do.
- While a quarter of the Brazilian public believe that net-zero and climate policies will decrease our energy independence, 38% of regular Folha de São Paulo consumers do.
- While 23% of the Brazilian public believe that the electricity grid would never be able to handle the increase in electric vehicles, 36% of regular BandNews consumers do.

Brazil

In Brazil, users of Joven Pam, GloboNews, CNN, BandNews, Folha de São Paulo, Folha de São Paulo, and Twitter were more likely to believe a variety of the top pieces of misinformation than the general public. For example:

- While 29% of the Brazilian public believe that significant numbers of scientists disagree about climate change, 37% of Twitter users do.
- While roughly one in three (29%) Brazilians believe that significant numbers of scientists disagree about climate change, 46% Jovem Pam users do.
- If 41% of Brazilians feel that we can produce fossil fuels in a safe way which does not destroy the planet, 50% of Twitter users in Brazil report the same
- While 41% of Brazilians feel that we can produce fossil fuels in a way which does not destroy the planet, 58% of regular GloboNews consumers report the same.
- While 49% of Brazilians believe that oil and gas are essential components of the national economy and it would be impossible for Brazil to do without them 61% of regular CNN consumers do.

Germany

In Germany, in contrast to Australia and Brazil, misinformation belief was more heavily concentrated among regular Die Welt and Focus consumers than among other outlets. For example:

- While 50% of regular Die Welt consumers believe that significant numbers of scientists disagree about climate change, only 36% of the German public do.
- While 45% of Germans believe that actions to help the climate will generate high costs which will be paid by the middle class, 55% of regular Die Welt consumers do.
- In total, 39% of Germans believe that oil and gas are essential components of our national economy and it would be impossible for us to do without them compared with 57% of regular focus readers.
- Overall, 44% of Germans believe that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition compared with 62% of regular consumers of Die Welt.

- In total, 32% of Germans believe that renewable energy is more expensive than energy from fossil fuels, compared with 44% of regular Focus consumers.
- While a third of Germans believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year round nearly half of regular (49%) Die Welt consumers do.
- With around one third (30%) of Germans believing that net-zero and climate policies will increase poverty and unemployment, a total of 43% of regular Focus consumers do.
- While 43% of regular Focus readers believe that the energy crisis experienced in Europe is due to net zero and climate policies, the same figure among the German public is roughly half as many (24%).
- While 56% of regular Focus consumers 56% report that the electricity grid would never be able to handle the increase in electric vehicles, 45% of the Germany public report the same.
- While 43% of Indians believe that renewable energy is more expensive than energy from fossil fuels, 55% of regular Indian Express consumers report the same.
- Overall, 47% of India believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year round. By comparison, 58% of regular consumers of India Today report the same.
- While 35% of India believe that net-zero and climate policies will decrease the country's energy independence, 58% of regular consumers of India Today report the same.
- While 43% of India reports that it would not be possible to produce enough lithium to supply the world with electric vehicles, 55% of regular Wion consumers believe the same.
- Overall, 41% of India believe that the batteries from electric vehicles cannot be reused or recycled, and as a result will pollute the environment. By comparison, half of regular Wion consumers (52%) report the same.

India

In India, regular consumers of the Hindustan Times, the Times of India, the Indian Express, India Today, and Wion reported relatively high levels of belief in a number of top misinformation narratives compared with the general public. For example:

- While half of India (49%) believe that the country is leading the world on climate action, having signed international climate agreements and put plans into place to address climate change compared with 62% of regular Hindustan Times consumers.
- While roughly half of India (47%) believe we should focus our efforts on technologies such as carbon capture and storage rather than trying to cut carbon emissions, 61% of regular consumers of Times of India report the same.
- While 57% of India believe that natural gas is a climate-friendly energy source, 71% of the regular users of Times of India report the same.
- In total, 57% of Indians believe that natural gas is an essential and important fuel needed to be utilised for the low-carbon energy transition. By comparison, 71% of the regular consumers of the Times of India report a similar view.

United Kingdom

In the United Kingdom, belief in the top misinformation narratives was consistently highest among regular consumers of the Daily Mail. For example:

- While 29% of Britons believe that a significant number of scientists disagree on the cause of climate, nearly half (48%) of regular Daily Mail consumers do.
- While 30% of Britons believe that oil and gas are essential components of our national economy and it would be impossible for us to do without them 53% of regular Daily Mail readers do.
- Overall, one in four Britons (24%) believe that renewable energy is more expensive than energy from fossil fuels, compared with 41% of regular Daily Mail consumers.
- A quarter (27%) of Britons believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year round. By comparison, 51% of regular Daily Mail consumers do.

- While half of (48%) regular Daily Mail consumers believe that Britain cannot afford to reach the target of net zero emissions by 2050, roughly half as many Britons do overall (25%).
- While a third of Britons (34%) believe it would not be possible to produce enough lithium to supply the world with electric vehicles, half of regular Daily Mail consumers (51%) do.
- Overall, 37% of the British public believe that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment, compared with 52% of regular Daily Mail readers.
- Overall, close to a third (35%) of the British public believe that the electricity grid would never be able to handle the increase in electric vehicles. By comparison, regular Daily Mail readers are 20 percentage points (55% overall) more likely to report the same.
- by 2050, 45% of regular Fox News Consumers report the same.
- Overall, a quarter of Americans (26%) believe the US cannot afford to reach the target of net zero emissions by 2050. By comparison, 45% of regular Fox News consumers report the same.
- While a quarter of Americans (25%) believe that net-zero and climate policies will increase poverty and unemployment, 45% of regular Fox News consumers report the same.
- Overall, 37% of Americans believe that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment. In contrast, 57% of regular Fox News consumers report the same.
- While 36% of Americans believe that the batteries from electric vehicles cannot be reused or recycled, so will pollute the environment, 57% of regular Fox News consumers believe the same.

United States

In the United States, misinformation belief was consistently highest among regular Fox News consumers. For example:

- While around a third of Americans (36%) believe that a significant number of scientists disagree on the cause of climate change, 59% of regular Fox News consumers report the same.
- Nearly two in five Americans (38%) believe that natural gas is essential and important fuel needed to be utilised for the low-carbon energy transition. By comparison, 57% of regular Fox News consumers report the same.
- While roughly a third of Americans (35%) think actions to help the climate will generate high costs which will be paid by the middle class, 54% of regular Fox News consumers report the same.
- About a third of Americans (34%) think that renewable energy is more expensive than energy from fossil fuels. Among regular Fox News consumers, 56% reported the same.
- Roughly twice as many regular Fox News consumers (60%) compared to the general public (32%) believe that because solar and wind energy can be generated only when the sun is shining or the wind is blowing, there is no way of making them the basis of a grid that has to provide electricity 24/7, year-round.
- While 26% of Americans believe that the US cannot afford to reach the target of net zero emissions

SECTION 4

Methodology

The above study was conducted online with respondents recruited through YouGov's online panel. Non-probability, quota sampling was used to draw representative samples, and the data was then weighted by the variables listed below using the Random Iterative Method (RIM).

Australia

Fieldwork was conducted between the 18th – 31st October 2022, and the total sample size is 1,203 adults aged 18+. The data has been weighted to be representative of all adults in Australia. The data is nationally representative, RIM weighted by the following demographics: age, gender, region, education, and past vote. The margin of error associated with the total figures in these results is approximately +/- 2.8%.

Brazil

Fieldwork was conducted between the 18th – 21st October 2022, and the total sample size is 1,117 adults aged 18+. The data has been weighted to be representative of adults in Brazil. The data is nationally representative, RIM weighted by the following demographics: age, gender, region, and education. The margin of error associated with the total figures in these results is approximately +/- 2.9%.

Germany

Fieldwork was conducted between the 18th – 27th October 2022, the total sample size is 2,115 adults aged 18+, and the data has been weighted to be representative of adults in Germany. The data is nationally and politically representative, RIM weighted by the following demographics: age, gender, region, education, EP past vote, GE past vote, and political attention. The margin of error associated with the total figures in these results is approximately +/- 2.1%.

India

Fieldwork was conducted between the 20th – 24th October 2022, and the total sample size is 1,026 adults aged 18+. The data is nationally representative, with a skew towards the urban population and those with higher education. It is RIM weighted by the following demographics: age, gender, region, and education. The margin of error associated with the total figures in these results is approximately +/- 3.1%.

United Kingdom

Fieldwork was conducted between the 18th – 21st October 2022, and the total sample size is 2,029 adults aged 18+. The data has been weighted to be representative of UK adults. The data is nationally and politically representative, RIM weighted by the following demographics: age, gender, region, education, GE past vote, EU ref past vote, and political interest. The margin of error associated with the total figures in these results is approximately +/- 2.2%.

United States

Fieldwork was conducted between the 20th – 26th October 2022. The total sample size is 2,396 adults aged 18+. The data has been weighted to be representative of all adults in the US. The data is nationally and politically representative, RIM weighted by the following demographics: age, gender, region, education, race, and past vote. The margin of error associated with the total figures in these results is approximately +/- 2%.

Note on Margin of Error: The figures quoted for each country represents what the margin of error would be for a random probability sample of this size, unadjusted for weighting. However, given that a non-probably method was used for sampling, this is an indicative estimate, which does not capture other biases within the study's data collection methodology.

About Climate Action Against Disinformation

Climate Action Against Disinformation is a global coalition of 50 organisations across Europe, Australia, Africa, and North America. The main goal of the coalition is 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.

Civil society organisations such as the Conscious Advertising Network, Center for Countering Digital Hate, Institute of Strategic Dialogue, Friends of Earth US, Climate Nexus, Stop Funding Heat, Avaaz and Influence Map meet regularly to share information and work together to prevent climate disinformation. Climate Action Against Disinformation aims to ensure that the decision-makers at national and international levels recognise the threat of climate disinformation and work together with media companies and platforms to take action against it.

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.

We combine our 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.

