

21.8 million*

UK adults were misinformed about the climate crisis on social media in a single month

UK adults

41%
misinformed about the climate crisis on social media (21.8 million* UK adults)

47%
(social media users) consumed social media news content about the climate crisis that was either made up or exaggerated

Comms professionals

80%
already playing an active role in advising the organisations they work for on how to navigate the climate crisis debate

75%
feel that more needs to be done by the PR industry to tackle misinformation around the climate crisis

71%
agree they are giving advice on the climate crisis more frequently than five years ago

60%
believe that the organisations they represent are too eager to jump on a bandwagon talking about the climate crisis, but often don't act (meaningful)

39%
think the organisations they work for need to be an 'expert' before being able

18%
are nervous about the organisations they work for entering the climate crisis debate

Notes

*21.8 million UK adults calculations. In the survey 828 participants have been misinformed on the climate crisis on social media in the past month, this is 41% of the UK population. (828/2000)

* 52,673,000 = 21,806,622

Survey details

1. Online survey of 180 members of the PR and Comms industry, conducted by Opinium between 17th February and 15th March 2021 for the PRCA.

2. Online survey of 2000 nationally representative UK adults, conducted by Opinium between 17th February and 19th February 2021 for the PRCA.