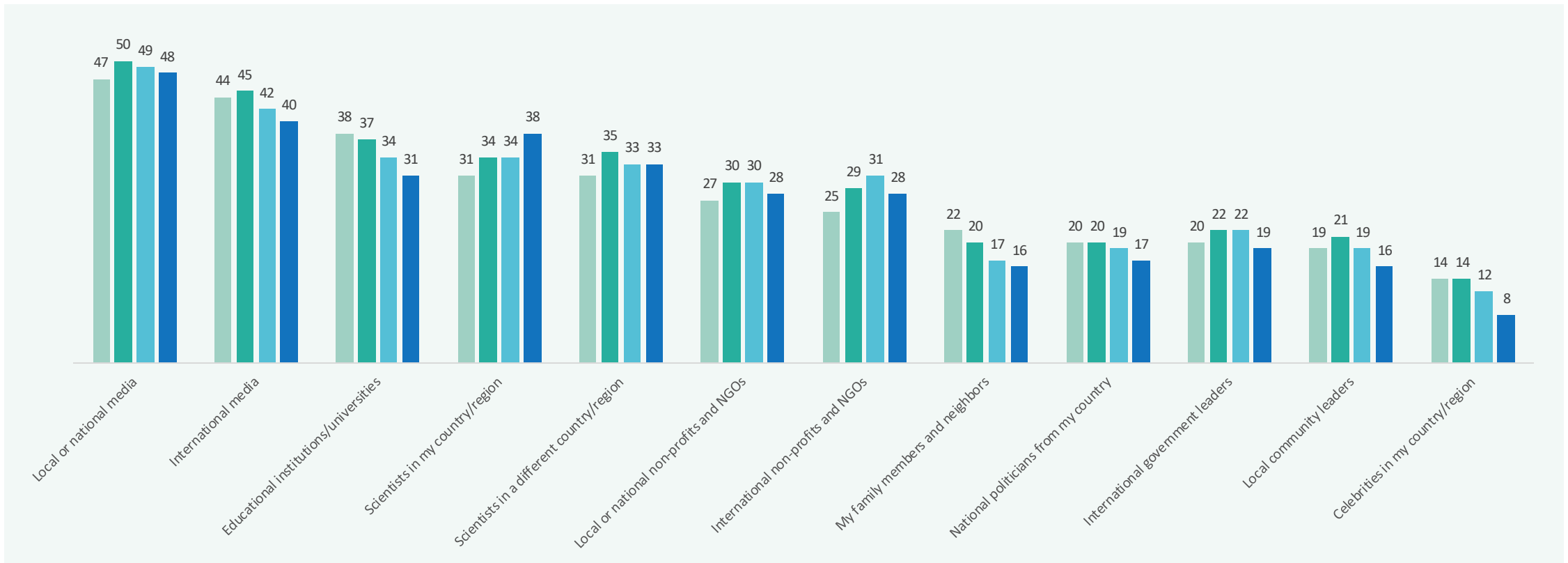


Climate Sources: Younger people are more likely to trust educational institutions while older people lean more on domestic scientists

Which of the following sources, if any, do you use to get information about climate change?

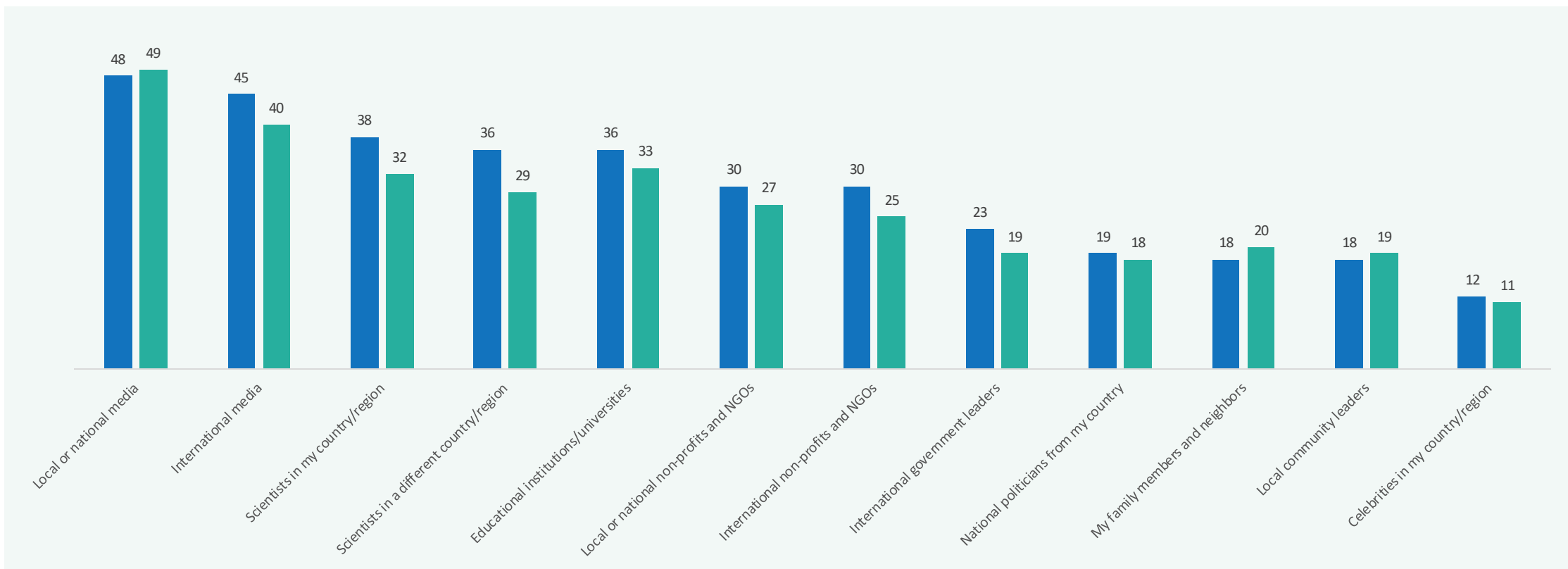
18-29 30-39 40-49 50+



Climate Sources: Men are generally more likely than women to use international media and to turn to scientists for their climate news

Which of the following sources, if any, do you use to get information about climate change?

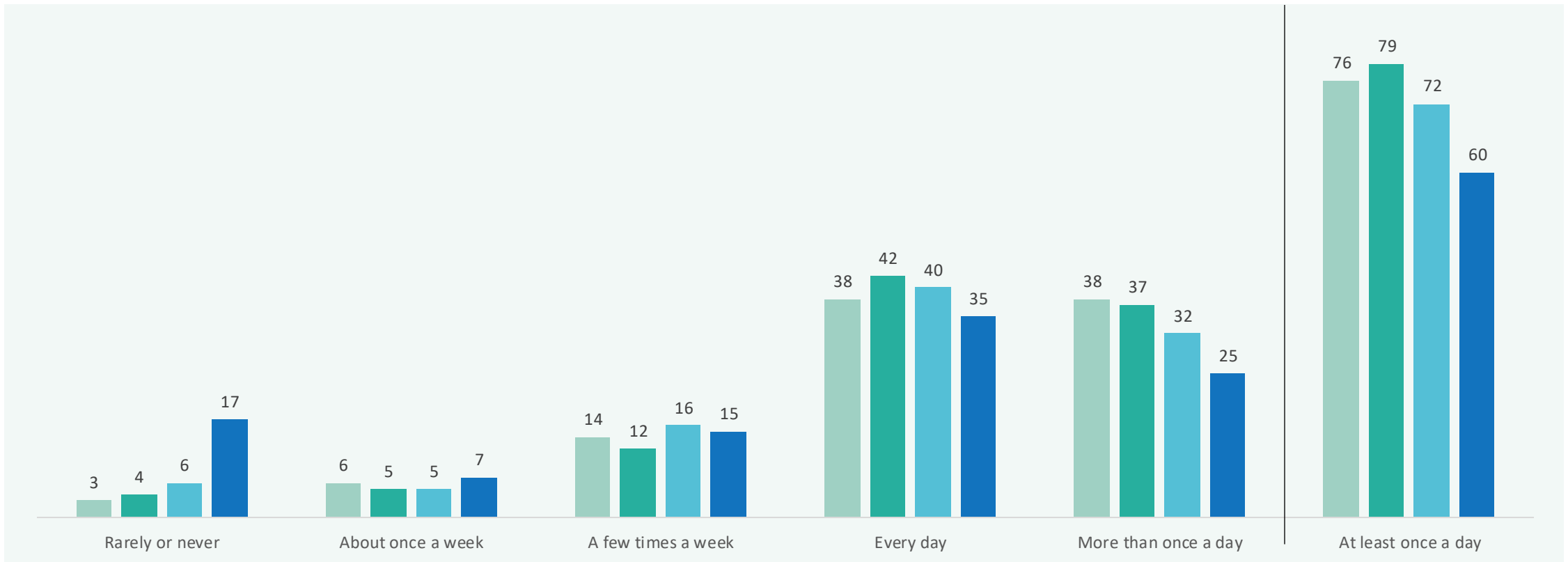
● Men ● Women



News on Social Media: People over 50 are significantly less likely to get news from social media, though 60% still do so at least once a day

How often do you use social media to get your news?

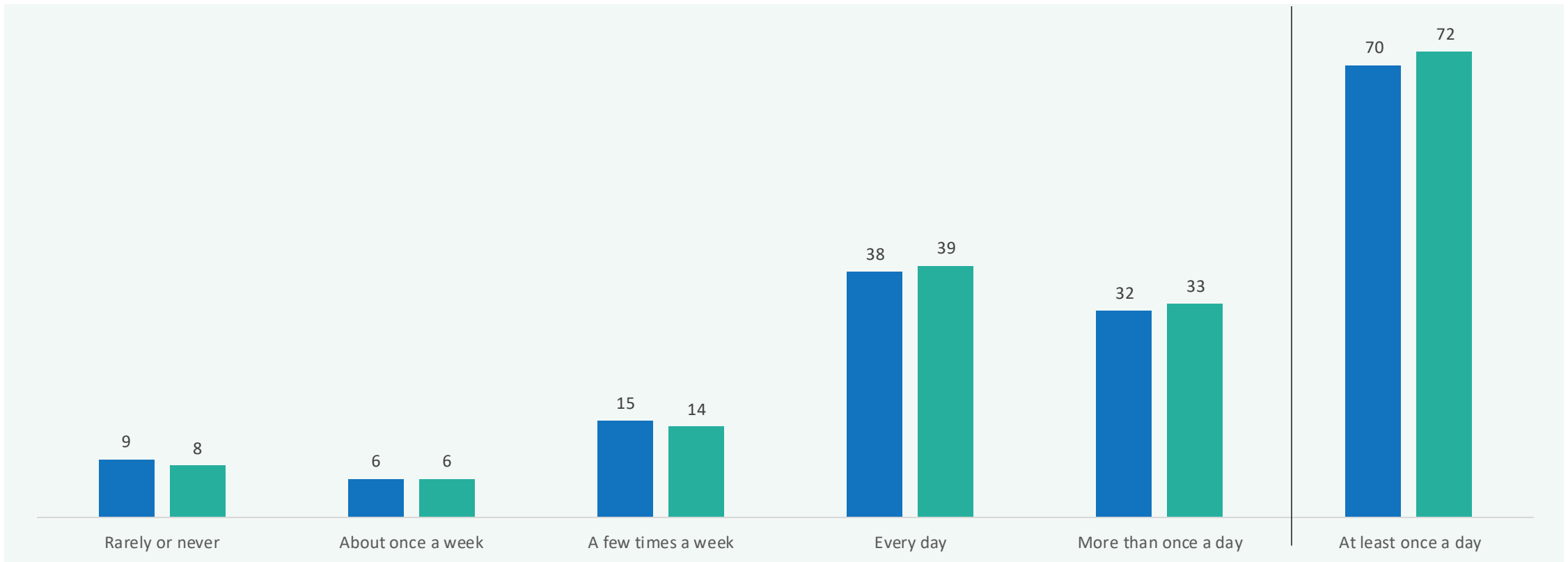
18-29 30-39 40-49 50+



News on Social Media: Women are slightly more likely to get news from social media than men

How often do you use social media to get your news?

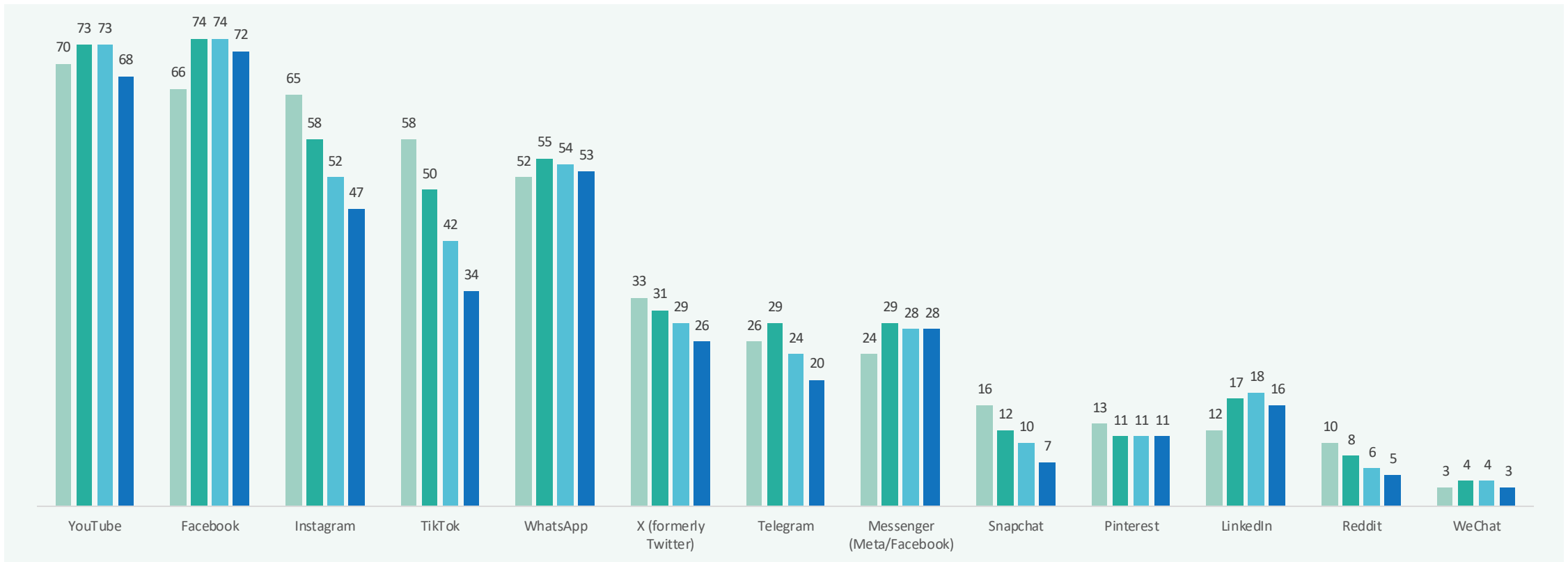
● Men ● Women



Social Media: Younger people are much more likely to get news from Instagram, TikTok and X; the youngest cohort is using Facebook less than others

Which social media platforms do you use to find news?

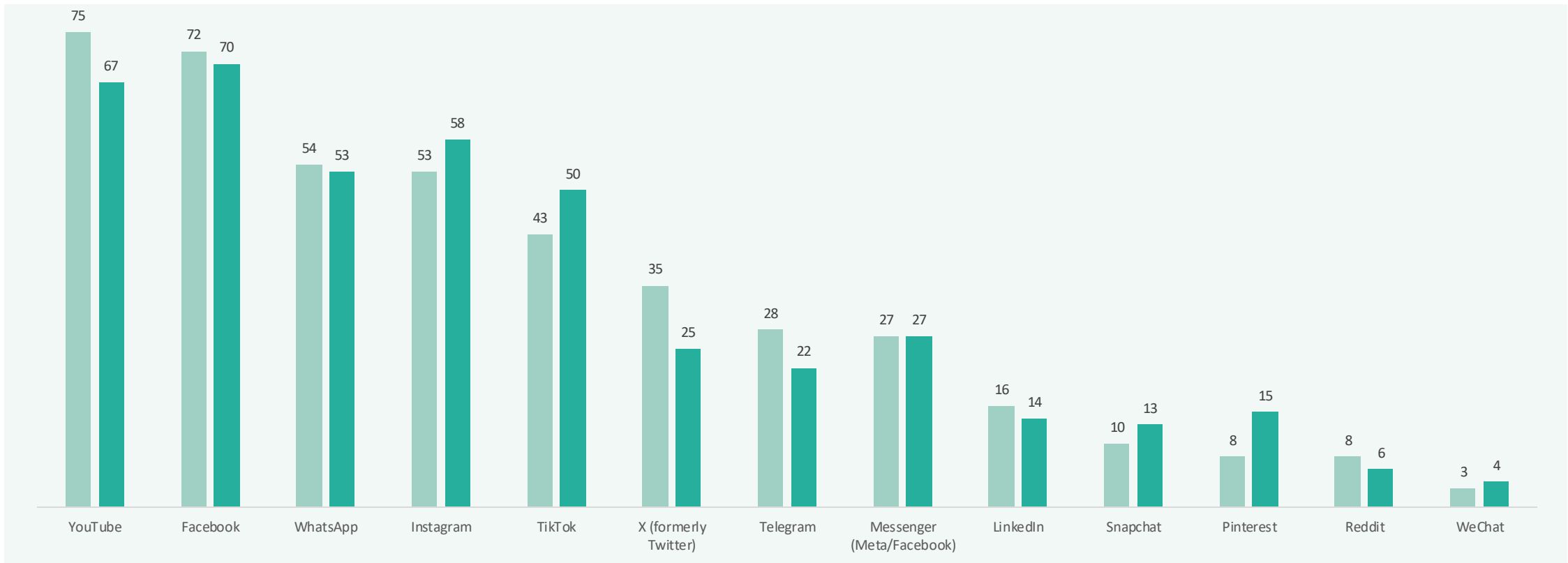
18-29 30-39 40-49 50+



Social Media: Women are more likely to get news on TikTok, Instagram and Pinterest while men are more likely to use YouTube, X and Telegram

Which social media platforms do you use to find news?

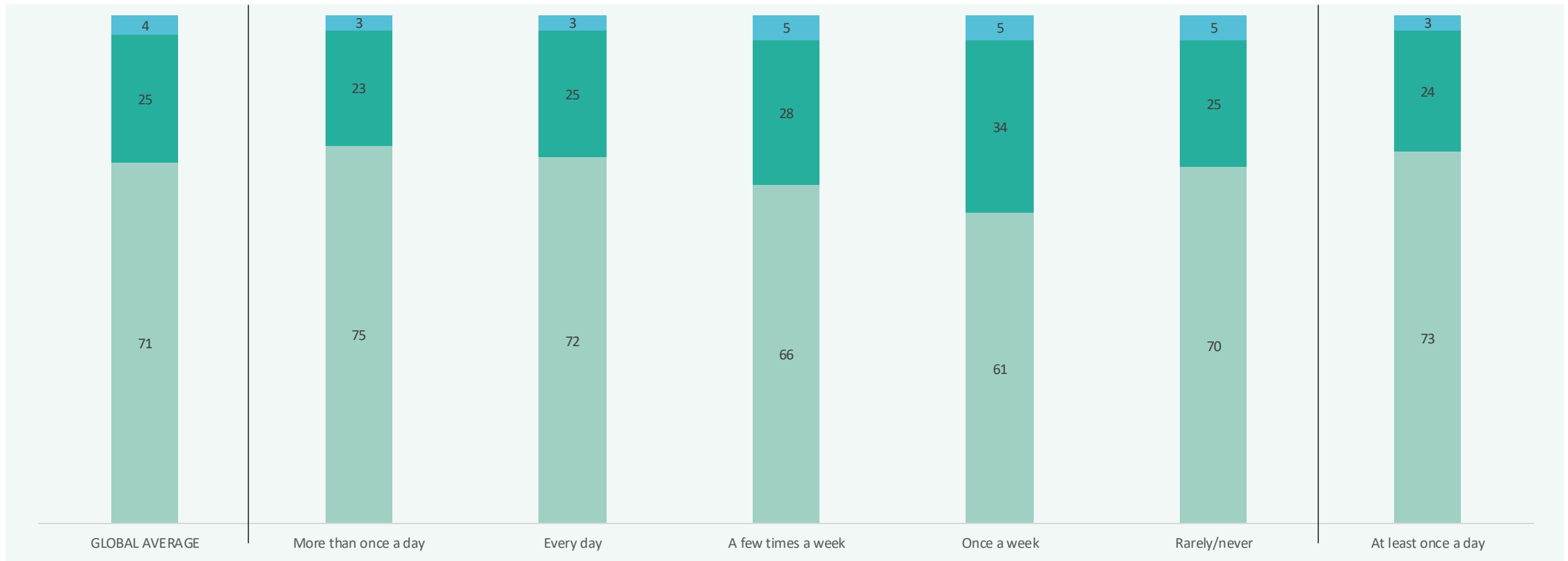
● Men ● Women



Belief in CC: More frequent users of social media are more likely to believe in climate changed caused by human activity; sporadic users have a lower belief in climate change than complete abstainers

How often do you use social media to get your news?

● Man-made climate change ● Non man-made climate change ● Climate not changing



Methane Familiarity: Regular users of social media report a higher level of familiarity with methane, with those who get news from social media multiple times a day especially likely to be familiar

How often do you use social media to get your news?

● Very familiar ● Somewhat familiar ● Heard of ● Never heard of

