

FOR IMMEDIATE RELEASE

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Most Americans Care About Climate Change, But Think Others Don't
ecoAmerica report finds trust and misperceptions shape climate understanding

Washington, DC: Most Americans are concerned about climate change, but many believe they are in the minority and underestimate how widely that concern is shared. According to ecoAmerica's latest national report, [Trust, Media Habits, and Misperceptions Shape Public Understanding of Climate Change](#), this gap between personal concern and perceived public concern may be one of the biggest barriers to climate action in the United States.

The findings reveal a striking paradox. Americans generally trust the information they encounter and express personal concern about climate change. At the same time, they are far less confident in others' ability to do the same or to recognize accurate information.

Where Trust in Information Is Higher, Climate Concern Is Too

68% of Americans are concerned about climate change. Among those who trust information about national issues, concern rises to nearly 80%. Trust and concern reinforce each other, with 73% of climate-concerned Americans also reporting trust in the information they encounter.

Mainstream Media Remains Most Relied On

Half of Americans rely most on mainstream national media, followed by local news (43%), Facebook or Instagram (34%), and YouTube and other video platforms (32%). Media habits vary by age and political identity.

Media Sources Shape Views on Energy and Climate

Where Americans get their news heavily influences what they believe about climate and energy, with audiences of partisan outlets more likely to hold opposing views. Overall, half of Americans believe statements about the benefits of clean energy are accurate.

Most Americans Are Concerned, But Many Don't Realize It

Nearly 7 in 10 Americans are concerned about climate change, yet only half believe others share that concern. Among those who are very concerned, the gap is 36% versus 13%. Americans cite apathy, misinformation, competing priorities, and political identity as reasons others appear less concerned.

Closing Gaps To Unlock Momentum

The challenge is not a lack of concern, but a gap in perception and trust. Making climate concern more visible and reinforcing credible information can help unlock broader public engagement.

Resources

Access the [full report](#), along with downloadable images and data visuals:

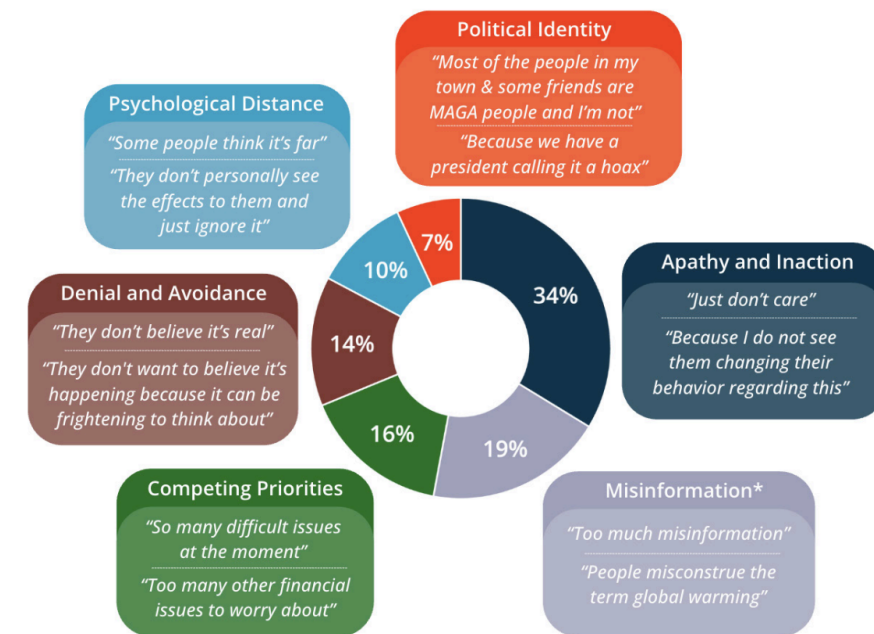
https://docs.google.com/document/d/1PASrU_am2N9v3lfiWQVwNUIqpx-GmdP2Y3UXIKtaAKE/edit?tab=t.0

The ecoAmerica team behind the survey is available for interviews to share insights and answer questions. Contact: Research@ecoAmerica.org

Americans explain why they see others as less concerned about climate change.

Q: In your own words, why do you think other people around you may be more or less concerned about climate change than you are?

Showing open-ended responses for those who think others are less concerned than they are. 445 respondents. +/- 3% margin of error.



*Misinformation and Understanding Gaps

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