

October 2021 YouGov poll finds that a majority of news consumers want the three major US newspapers to reform their fossil-fuel advertising policies.

Newspaper Readers Reject Fossil Fuel Advertisements

YouGov survey of 1,040 US news consumers, 9-12 October 2021

■ New York Times Readers ■ Washington Post Readers ■ Wall Street Journal Readers

Newspapers should reform their fossil-fuel advertising policies.



Newspapers should not make ads for fossil-fuel companies.



News consumers are less likely to trust climate coverage in a newspaper carrying fossil-fuel ads.



Source: [Infratest dimap](#) • [Get the data](#) • Created with [Datawrapper](#)



Summary

In collaboration with YouGov, End Climate Silence polled *New York Times*, *The Washington Post*, and *Wall Street Journal* readers who have not yet subscribed, asking them about their views on fossil-fuel advertising.

Majorities of such readers say that these newspapers should not be making ads for oil and gas companies (52% *NYT*, 53% *WaPo*, 51% *WSJ*).

Majorities of such readers report that fossil-fuel ads make them trust a paper's environmental journalism less, with *The Wall Street Journal's* readers evenly split (52% *NYT*, 52% *WaPo*, 50% *WSJ*).

Strong majorities say that these newspapers should reform their fossil-fuel advertising policies (*NYT*, 82%, *WaPo*, 83%, *WSJ* 78%).

Data Breakdown

NYT readers but non-subscribers

- 82% of *New York Times* readers who have not yet subscribed say that newspapers should reform their fossil-fuel advertising policies: 52% say that newspapers should not make ads for oil and gas companies, and 30% say they should not accept advertising money of any sort from those companies.
- 52% of such readers would be less likely to trust a paper's climate coverage if that paper took money from oil and gas companies.
- 37% say fossil-fuel advertising would make them less likely to trust a paper's journalism generally.
- 43% say they would be less likely to subscribe to a paper that took fossil-fuel advertising money.

WaPo readers but non-subscribers

- 83% of *Washington Post* readers who have not yet subscribed who have not yet subscribed say that newspapers should reform their fossil-fuel advertising policies: 53% say that newspapers should not make ads for oil and gas companies, and 31% say they should not accept advertising money of any sort from those companies.
- 52% of such readers would be less likely to trust a paper's climate coverage if that paper took money from oil and gas companies.
- 37% say fossil-fuel advertising would make them less likely to trust a paper's journalism generally.
- 41% say they would be less likely to subscribe to a paper that took fossil-fuel advertising money.

WSJ readers but non-subscribers

- 78% of *Wall Street Journal* readers who have not yet subscribed say that newspapers should reform their fossil-fuel advertising policies: 51% say that newspapers should not make ads for oil and gas companies, and 27% say they should not accept advertising money of any sort from those companies.
- 50% of such readers would be less likely to trust a paper's climate coverage if that paper took money from oil and gas companies.
- 35% say fossil-fuel advertising would make them less likely to trust a paper's journalism generally.
- 39% say they would be less likely to subscribe to a paper that took fossil-fuel advertising money.

Methodology

YouvGov surveyed a representative sample of 1,040 US news consumers under the age of 54. News consumer is defined as anyone who says they read the news at least sometimes. Fieldwork took place between 9th and 12th October 2021.