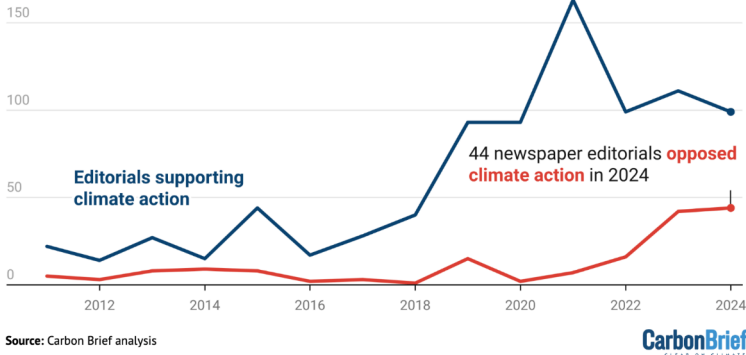


# How & Why does the Daily Mail oppose climate action when that clearly causes harm?

For a third year in a row, a record number of UK newspaper editorials opposed climate action in 2024

Number of editorials that supported more/less climate action



Full Report

## How?

- 1. They NEVER EVER ADMIT** that wildfires, floods, crop failures, extreme weather and air pollution are accelerated by burning oil and gas despite this being proven scientifically beyond all reasonable doubt.
- 2. They BAD-MOUTH policies and people** pushing for environmental protection. It's easy; it works in the playground and it works in the media. Look out for *Eco-zealot/mob/fanatic/extremist* and *Net Zero lunacy/madness*
- 3. They HIGHLIGHT& PLATFORM climate deniers:** Ross Clark; Dominic Lawson; Richard Littlejohn et al., who contradict scientists and ignore world events. **The Daily Mail:**
  - **doesn't challenge** these opinion pieces with any facts
  - **claims that it is justified in the interest of balance**, despite the volume of climate denying pieces overwhelming those telling the truth.
  - **infers that the climate denier's voice is that of the majority** despite survey after survey showing the exact opposite.

## Why?

Could it be that 'business as usual', that relies on polluting industries like oil and gas, has proven too rewarding for the owner of the Daily Mail (non-dom billionaire Lord Rothermere) to give up?

*Stop selling lies!*

# Daily Oil

With floods and fires increasing fast in 2025, how and why does the Daily Mail oppose climate action?



*Please see over...*