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WHAT AFFECTS THE PUBLIC'S ACCEPTANCE OF CO₂-TAXES (AND OTHER PRO-ENVIRONMENTAL POLICY INSTRUMENTS)

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Own research and a comprehensive literature review



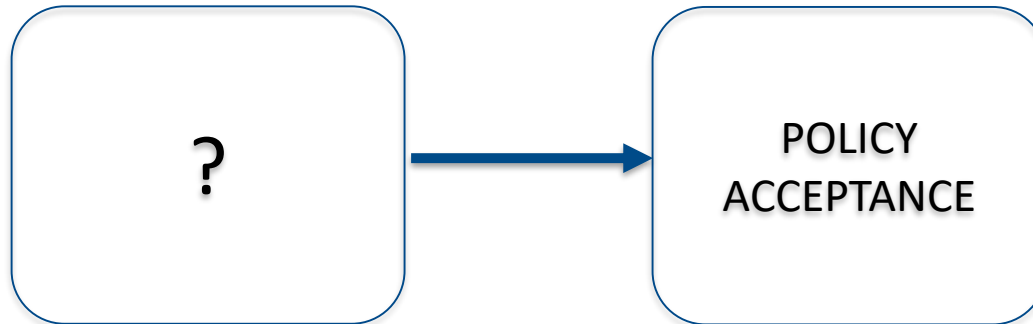
Acceptance and acceptability not active support (but often a rather good proxy)

- In theory: Public acceptance should matter
- In practice: Public acceptance matters



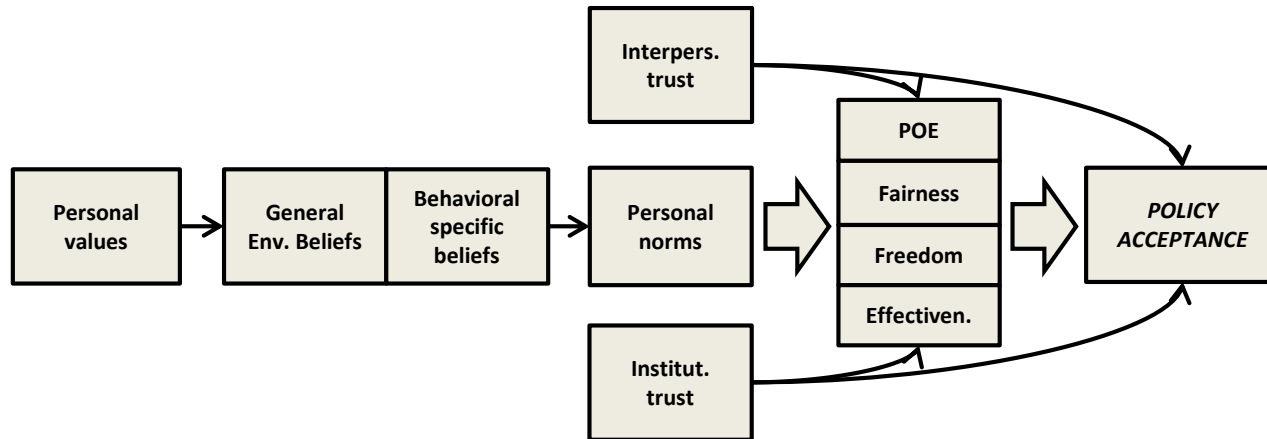
Multiple methods

- Large-N surveys
- Choice experiments
- Survey experiments
- Lab-experiments



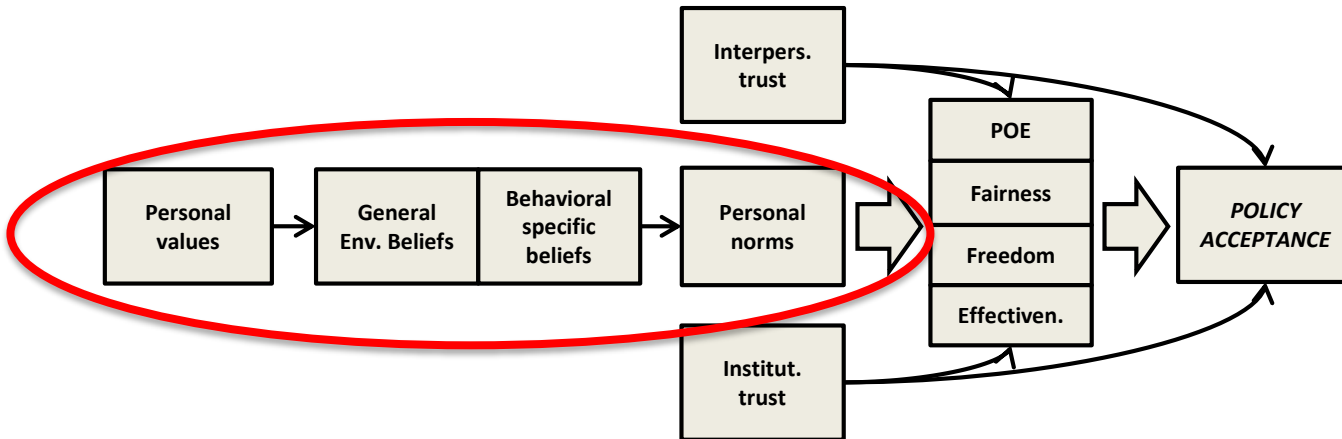


Individual-level factors affecting policy acceptance



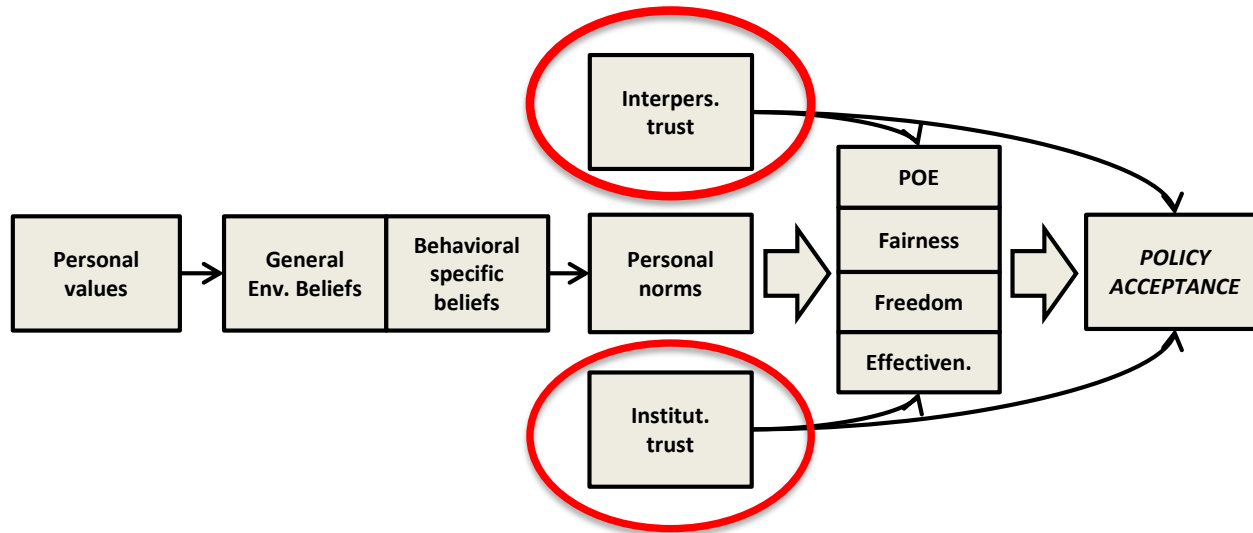


Individual-level factors affecting policy support



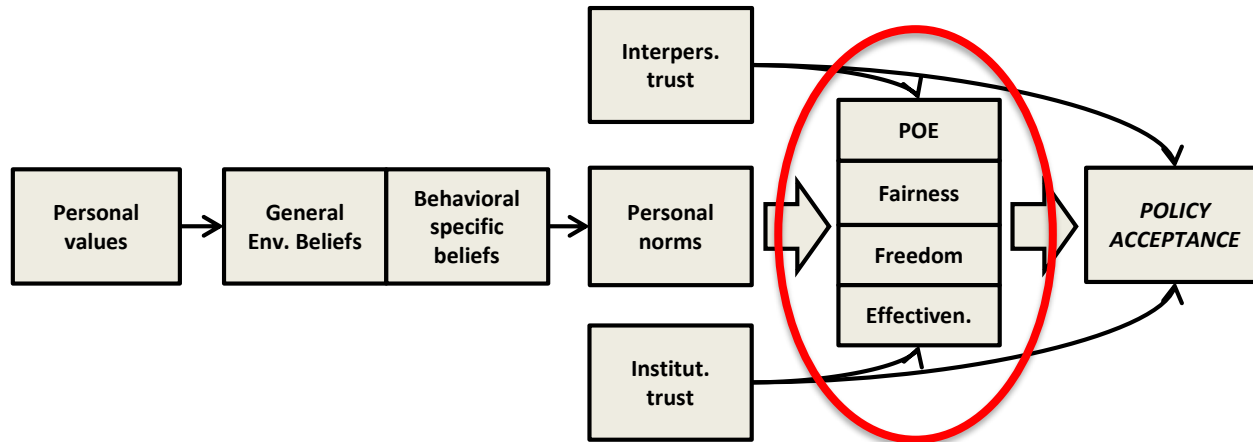


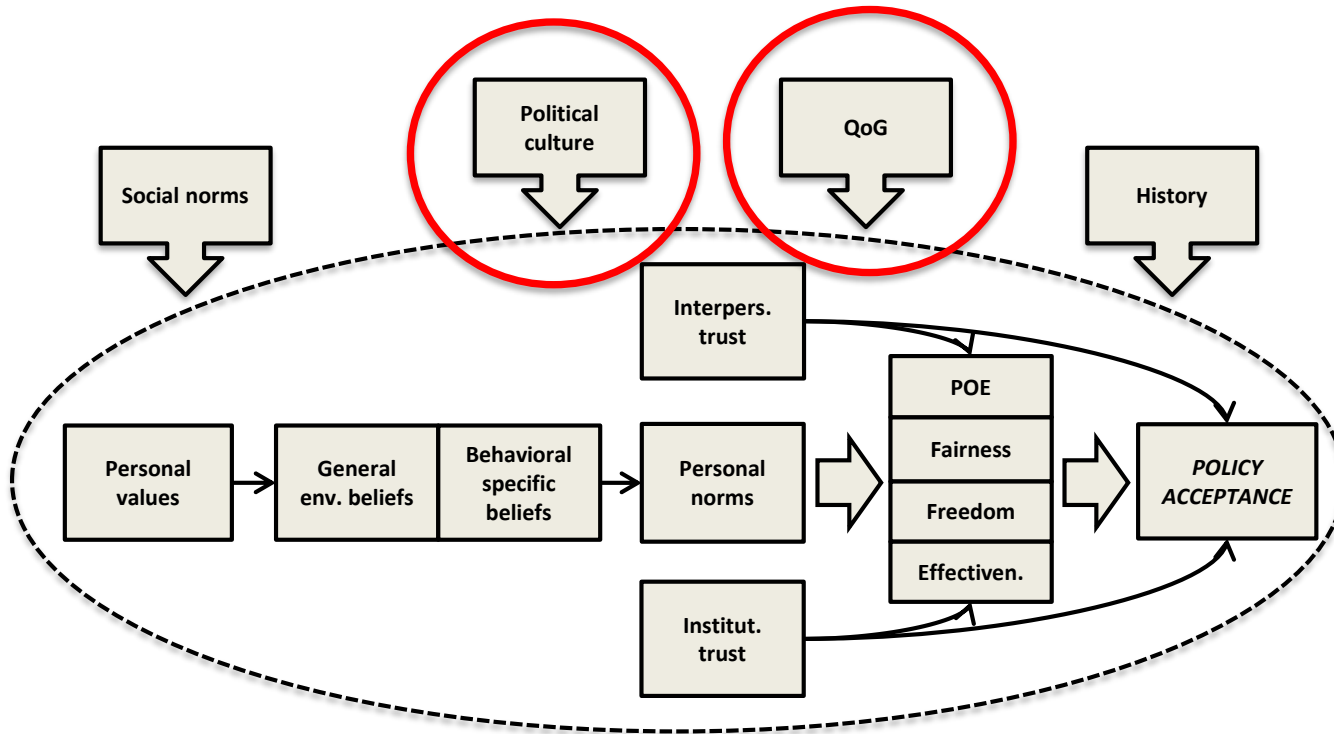
Individual-level factors affecting policy support





Individual-level factors affecting policy support







My take home messages

- Think: Designing CO₂-taxes that are sensitive to the public opinion
- 1) Focus on policy-specific beliefs
 - Consider policy combinations/mixes
 - Fairness -> tax + compensation/dividend
 - Freedom -> tax + investment in alternatives
 - Effectiveness -> tax + information/proofs
 - Personal Outcome Expectancy -> tax + compensation/dividend
- 2) Contextual factors
 - Political culture -> consider alternative terminology/ emission trading system
 - Low Quality of Government -> A transparent and neutral audit-system
- 3) Seriously consider surveying the public opinion properly before designing the policy-instrument/policy mix



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Thank you for listening!