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

- Personal values
- General Env. Beliefs
- Behavioral specific beliefs
- Personal norms
- Interpers. trust
- POE
- Fairness
- Freedom
- Effectiven.
- Institut. trust
- 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
Thank you for listening!