

Public Support for Climate Policy

Question:

What makes people support climate policy – especially *Climate Income*?

Short answer:

A 5 minute video!

More detailed answer:

A [very recent working paper](#)¹ discussed research on attitudes towards climate change and solutions, which included Climate Income. This research on citizens' attitudes covered 40,000 respondents, from 20 countries, which account for 72% of global CO2 emissions. The results show climate policy support hinges on three key questions people are asking:

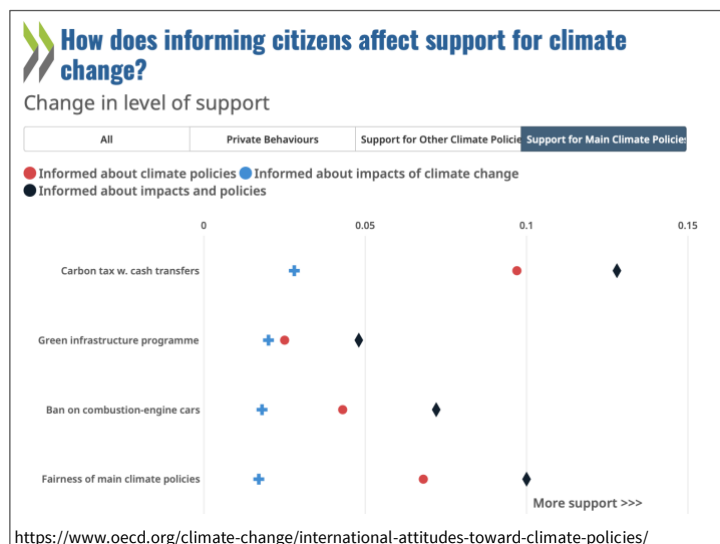
- Does it work? (effectiveness)
- Is it fair? (inequality)
- Will we be better off? (household self-interest)

Good News: Over 80% of people agree that climate change is important and that their country should take measures to fight climate change.

Bad News: Informing people about the impacts of climate change with a 2 minute [climate impact video](#)², translated and tailored to their country, has little effect.

Good News: Addressing the above questions with a 5 minute [climate policy video](#)³, translated and tailored to their country, can significantly increase the support for climate policies.

In particular, for carbon tax with cash transfers (Climate Income), policy support grew more than double than support for any other policy type. Showing just the policy video boosted support by nearly 10 percentage points. Showing both videos raised the support across European countries by between 8 and 19 percentage points. Across all countries, it was enough to bring public support for Climate Income to nearly 78 % of all respondents who saw the videos and expressed an opinion (71 % in high-income countries).



¹ <https://doi.org/10.3386/w30265>, https://adrien-fabre.com/Documents/OECD_Climate_Change.pdf

² <https://www.youtube.com/playlist?list=PLbi57UJkqfufXJpyxz9wM6rlfTLW7jtU0>

³ <https://www.youtube.com/playlist?list=PLbi57UJkqfufBtldpmkea9zeB2GXiRCaI>

Interestingly, there were a range of options regarding which households would be granted a climate income: “poorest”, “constrained”, “progressive”, and “all”. Across high income countries and before exposure to the support videos, when counting only those who expressed an opinion, there was a majority for each of the options with only a small number of exceptions.

Citizens' Climate Europe tested the French *climate policy video* in Brussels (Feb 2023) with a variety of NGOs who tend to be sceptical about cash transfers. One reaction:

"Now I see why the citizen dividend is needed!"

Key points:

- 5 minute videos tailored to their country and translated into their own language can persuade most people to support Climate Income.
- Exposure to information on solutions is persuasive.
- Exposure to information on climate impact helps, but only marginally.
- Breakdown by country and video in appropriate language can be useful in national advocacy.

Key links:

- Research paper ‘Fighting climate change: International attitudes toward climate policies’: <https://doi.org/10.3386/w30265>, for more details: https://adrien-fabre.com/Documents/OECD_Climate_Change.pdf
- Interactive summary charts and data for individual countries: <https://www.oecd.org/climate-change/international-attitudes-toward-climate-policies/>
- Climate policy videos: <https://www.youtube.com/playlist?list=PLbi57UJkqfufBtldpmkea9zeB2GXiRCaI>

Additional resources:

- Research briefing ‘The importance of perceived fairness to public opinion about climate change policies’ and associated research paper: <https://www.nature.com/articles/s41558-022-01299-4>
- Working paper ‘Supporting carbon taxes: The role of fairness’ on 6000 German households: <https://www.econstor.eu/bitstream/10419/227106/1/1742246265.pdf>
- Our World in Data, guest post on success of carbon pricing depending on country: <https://ourworldindata.org/carbon-pricing-popular>