

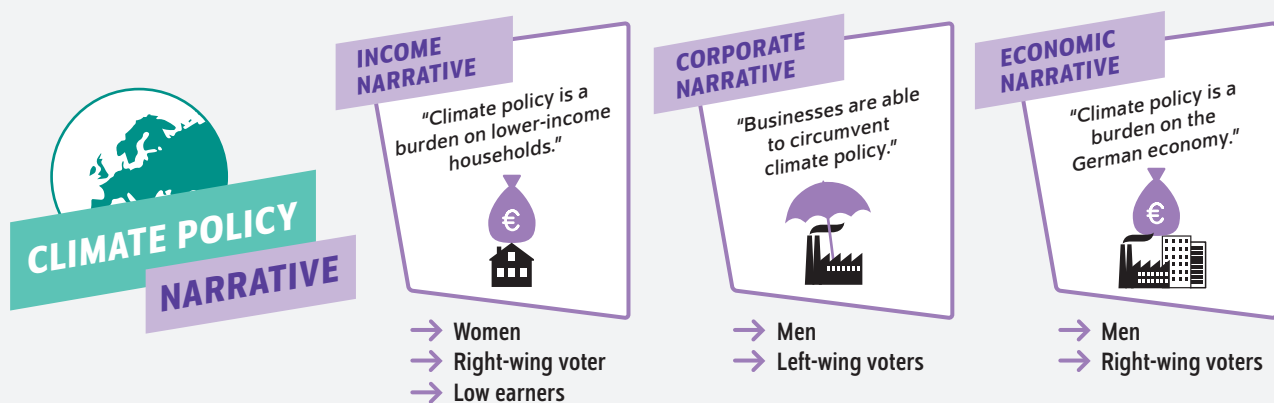
AT A GLANCE

Narratives on the Distributional Impact of Climate Policy Can Fuel Populism

By Matilda Gettins and Lorenz Meister

- Populist parties deliberately use narratives about the distributional effects of climate policy
- A survey experiment explores how such narratives shape populist attitudes
- Climate populism is reinforced among right-leaning voters by narratives highlighting the burden on poorer households and the adverse impact on the economy
- Conversely, narratives highlighting businesses' lack of accountability resonate more with left-leaning voters
- Fair and transparently communicated climate policy remains the most effective safeguard against populist exploitation

Survey experiment: Different narratives on the effects of climate policy have a measurable impact on populist attitudes across various population groups



Source: Authors' illustration.

Notes: In a survey experiment with about 1,600 participants, each person was randomly given one of the narratives to read. Afterwards, they were asked about their political views.

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FROM THE AUTHORS

"Populist parties deliberately exploit narratives about social injustice to portray climate policy as driven by the elites at the expense of ordinary people."

— Lorenz Meister —

MEDIA



Audio Interview with Lorenz Meister (in German)
www.diw.de/mediathek