

Information, Mobilization and Demand for Redistribution: A Survey Experiment from South Africa

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Motivation

- ▶ Inequality and Redistribution
 - ▶ Relevance: Redistribution → Inequality
 - ▶ Inequality → Redistribution?
 - ▶ Relation not as expected
 - ▶ Relevant Internationally + South Africa
- ▶ What determines demand for redistribution?
 - ▶ Role of information → Kuziemko et al. 2013
 - ▶ Puzzle
 - ▶ Information affects concern for inequality but not policy preferences
 - ▶ Missing element?

Contribution

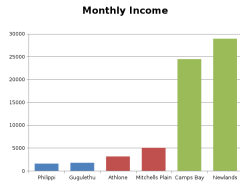
- ▶ Our argument → Missing element is mobilization
- ▶ What we do → Survey experiment
 - ▶ Survey in two Cape Town townships (1,600 obs)
 - ▶ Treatments
 - ▶ Info on local inequality → Replicate Kuziemko et al. 2013
 - ▶ International info + videos (mobilization)
 - ▶ Outcomes
 - ▶ Ask about inequality concern + redistributive policy preferences
 - ▶ Action → send sms to local councillor/ sign petition
- ▶ Second wave to be done

Townships

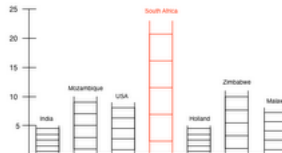
| Control Group | Khayelitsha | Delft |
|--------------------|-------------|-------|
| demographic | | |
| earn | 0.29 | 0.40 |
| matric | 0.27 | 0.23 |
| informal housing | 0.56 | 0.01 |
| outcomes | | |
| inq problem | 0.88 | 0.93 |
| inq inevitable | 0.57 | 0.44 |
| higher top tax | 0.19 | 0.36 |
| big | 0.57 | 0.72 |
| tax whites | 0.43 | 0.16 |

Treatments

Local Information



International



+ Video messages



Results Full Sample

Table 1

| | 1 | 2 | 3 | 4 | 5 |
|----------------------|-------------------|----------------------|------------------------|--------------------|-------------------|
| local info | 0.031 (0.019)* | -0.024 (0.035) | -0.0177 (0.0293) | -0.024 (0.032) | 0.043 (0.032) |
| int info | 0.043 (0.026)* | -0.175 (0.049)*** | 0.1146 (0.0412)*** | 0.100 (0.046)** | 0.036 (0.045) |
| video loc | 0.017 (0.019) | -0.016 (0.036) | -0.0077 (0.0301) | 0.025 (0.034) | 0.007 (0.033) |
| video int | -0.014 (0.032) | 0.126 (0.060)** | -0.1380 (0.0505)*** | -0.083 (0.056) | -0.010 (0.055) |
| outcome | inq problem | inq inevitable | higher top tax | big | tax whites |
| mean _{ctrl} | 0.89 | 0.53 | 0.24 | 0.61 | 0.36 |
| N | 1613 | 1353 | 1412 | 1560 | 1594 |

Results by Township

Table 2

| | Khayelitsha | Khayelitsha | Delft | Delft |
|-----------------------|------------------------|---------------------|--------------------|----------------------|
| local info | -0.0089 (0.0429) | -0.029 (0.032) | -0.051 (0.060) | 0.0048 (0.0641) |
| int info | -0.1871 (0.0616)*** | 0.090 (0.046)** | -0.145 (0.080)* | 0.1677 (0.0879)* |
| video loc | -0.0338 (0.0439) | -0.008 (0.033) | 0.017 (0.065) | 0.0039 (0.0694) |
| video int | 0.1463 (0.0732)** | -0.110 (0.055)** | 0.095 (0.109) | -0.2222 (0.1165)* |
| outcome | inq inevitable | higher top tax | inq inevitable | higher top tax |
| mean _{c trl} | 0.57 | 0.19 | 0.44 | 0.36 |
| N | 940 | 1027 | 413 | 385 |

Concluding Remarks

- ▶ Results
 - ▶ Information on inequality → concern about inequality
 - ▶ Mobilization treatments affect inevitability perceptions and in turn tax preferences
- ▶ Caveat → Video treatment
 - ▶ leaders with no credibility? (Tutu?)
 - ▶ message depressing or angering?
- ▶ Second survey round
 - ▶ Credible leaders (local leaders? sport stars?)