ৰ্ক্ত

BEHAVIOURAL PUBLIC POLICY

VOLUME 5 • ISSUE 3 • JULY 2021



https://doi.org/10.1017/bpp.2021.21 Published online by Cambridge University Press

BEHAVIOURAL PUBLIC POLICY

Behavioural Public Policy (BPP) is an interdisciplinary and international peer-reviewed journal devoted to behavioural research and its relevance to public policy.

The study of human behaviour is important within many disciplinary specialties and in recent years the findings from this field have begun to be applied to policy concerns in a substantive and sustained way. *BPP* seeks to be multidisciplinary and therefore welcomes articles from economists, psychologists, philosophers, anthropologists, sociologists, political scientists, primatologists, evolutionary biologists, legal scholars and others, so long as their work relates the study of human behaviour directly to a policy concern.

BPP focuses on high-quality research which has international relevance and which is framed such that the arguments are accessible to a multidisciplinary audience of academics and policy makers.

Sign up for content alerts at: www.cambridge.org/gb/academic/journals-content-alerts

EDITORIAL TEAM

Editors

Adam Oliver, London School of Economics and Political Science, UK George A. Akerlof, Georgetown University, USA Cass R. Sunstein, Harvard Law School, USA

Book Review Editor

Joan Costa-Font, London School of Economics and Political Science, UK

New Voices Editor

Matteo Galizzi, London School of Economics, UK

Editorial Board

Abigail Adams-Prassl, University of Oxford, UK Timothy J. Besley, London School of Economics and Political Science, UK Luc Bovens, University of North Carolina, USA Colin Camerer, California Institute of Technology, USA Nicholas Chater, University of Warwick, UK Liam Delaney, London School of Economics and Political Science, UK Daniel Gilbert, Harvard University, USA Michael Hallsworth, Behavioural Insights Team North America, USA Ralph Hertwig, Max Planck Institute for Human Development, Germany Tatiana A Homonoff, New York University, USA Teck-Hua Ho, National University of Singapore, Singapore Peter John, Kings College London Sandra Jovchelovitch. London School of Economics and Political Science, UK Alex Kacelnik, University of Oxford, UK Dan M. Kahan, Yale Law School, USA Howard Kunreuther, University of Pennsylvania, USA

Julian Le Grand, London School of Economics and Political Science, UK John List, University of Chicago, USA George Loewenstein, Carnegie Mellon University, USA Anandi Mani, University of Oxford, UK Rebecca McDonald, University of Birminaham, UK Sendhil Mullainathan, Harvard University, USA Gus O'Donnell, Frontier Economics, UK Lionel Page, Queensland University of Technology, Australia Ellen Peters, University of Oregon, USA Lucia A. Reisch, Copenhagen Business School, Denmark Mario Rizzo, New York University, USA Kai Ruggeri, Columbia Univeristy, USA Sunita Sah, Cornell University, USA Paul Slovic, University of Oregon, USA Chris Starmer, University of Nottingham, UK Alois Stutzer, University of Basel, Switzerland Richard Thaler, University of Chicago, USA Ilja van Beest, Tilburg University, The Netherlands Elke U. Weber, Princeton University, USA

ISSN: 2398-063X E-ISSN: 2398-0648 © Cambridge University Press 2021 Printed in the UK by Bell & Bain Ltd 21 21 Published online by Cambridge University Press

BEHAVIOURAL PUBLIC POLICY

July 2021

CONTENTS

- 279 Public issues or issue publics? The distribution of genuine political attitudes YANNICK DUFRESNE AND CATHERINE OUELLET
- 301 Quaking in their boots? Inaccurate perceptions of seismic hazard and public policy inaction

MATTHEW MOTTA AND ANDREW ROHRMAN

- 318 Improving the National Flood Insurance Program Howard Kunreuther
- 333 Invisible inequality leads to punishing the poor and rewarding the rich Oliver P. Hauser, Gordon T. Kraft-Todd, David G. Rand, Martin A. Nowak and Michael I. Norton
- 354 How much is a calorie worth? A study of willingness to pay for calorie labels in restaurant menus SANA RAFIQ
- 378 Nudging à la carte: a field experiment on climate-friendly food choice CHRISTINA GRAVERT AND VERENA KURZ
- 396 Making medications stick: improving medication adherence by highlighting the personal health costs of non-compliance Jon M. Jachimowicz, Joe J. Gladstone, Dan Berry, Charlotte L. Kirkdale, Tracey Thornley and Adam D. Galinsky
- 417 Lowering the bucks for the bang: viewing pharmaceutical price negotiations through a behavioural lens

ADAM OLIVER