

# Taxes

When they evaluate their taxes, people bring a version of consumer fairness with them. Americans do not only want a free lunch. As the saying goes, there no such thing. As consumers, they're willing to pay more when the costs of producing a good are made salient, or when a price increase appears commensurate to perceived costs to the firm. Similarly, when people are led to believe that government costs approximte the value of benefits that government provides, they respond by viewing their taxes more favorably than they would otherwise.

...

Counterintuitive though it may sound, presenting costs and benefits together can have just as powerful effects on attitudes toward taxes as presenting the value of the benefits alone.

**Ethan Porter, Democracy Journal, Winter 2021**