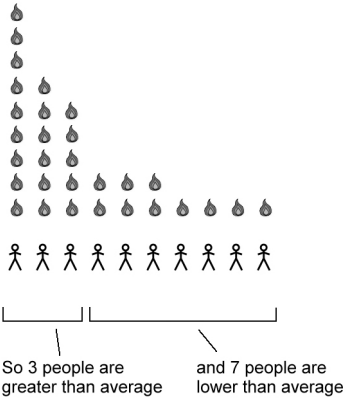
If these 10 people have carbon footprints represented by the flame symbols, then the total carbon footprint is 30, and so the average per person is 3 (30 divided by 10).



Winners and Losers

So there are winners and losers - but there are *many more winners than losers*.

Why? For the same reason that there are more people on below-average incomes than on above-average incomes. A few very rich people 'balance out' a large number of poorer people.

You can see this effect by looking at an imaginary country with a population of only 10 people. If the total carbon footprint for all 10 people is 30 (tonnes per year) then the average is just 3 (30 divided by 10). And look: there are only 3 people with emissions of *more* than this average of 3, but 7 people with emissions *less* than 3. There are more winners than losers.

This effect would make Cap and Share popular with the majority of the population: they are winners, and they would gain more the stricter the cap was. This would help to balance any opposition from vested interests like corporations and energy companies.