

**Research question:** Do the shared life experiences of different generations influence the support and or performance of pro-environmental behaviors (PEBs) amongst different generational cohorts?

# OK, Boomers: Generational Differences in Pro-Environmental Behavior

Sarah Cline, Heather B. Truelove, Ph.D., & Jody S. Nicholson, Ph.D.

**Implications:** Generational effects play a role in PEB support and performance. Generational influence is crucial to understanding;

- Why generations display different PEB
- How to encourage PEB amongst different generational cohorts

## Introduction

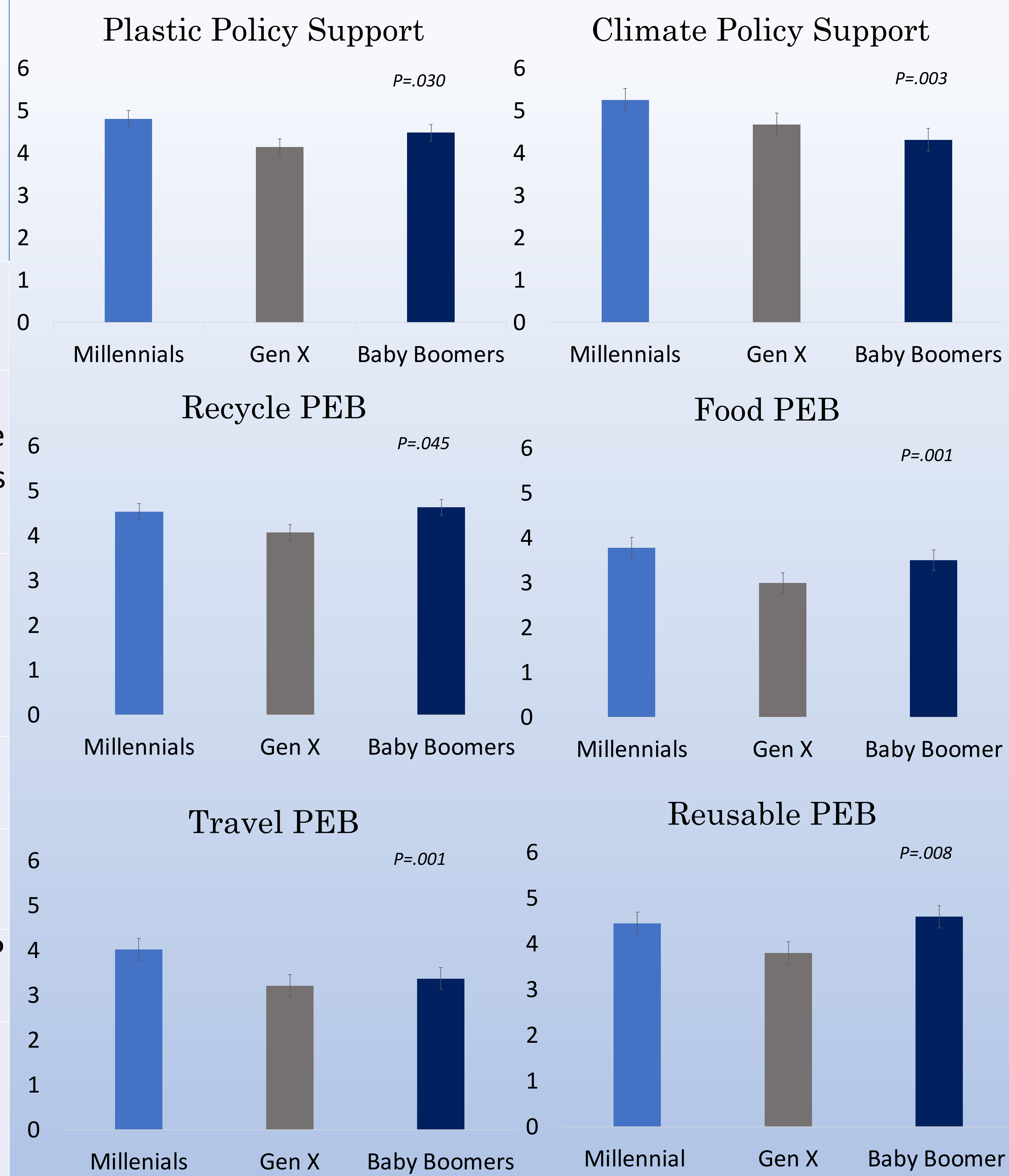
- Meta-analysis has shown positive correlations between age and sustainability efforts (Wiernik, Ones, & Dilchert, 2013).
- Other research has established generational differences in shared values, such as, life goals, concern for others, & civic orientation (Twenge, Campbell, & Freeman, 2012).
- Research has yet to investigate the impact of generational differences on pro-environmental behavior (PEB).

## Method

• A series of analysis of variance (ANOVA) was conducted examining the mean differences in PEB between different generational cohorts.

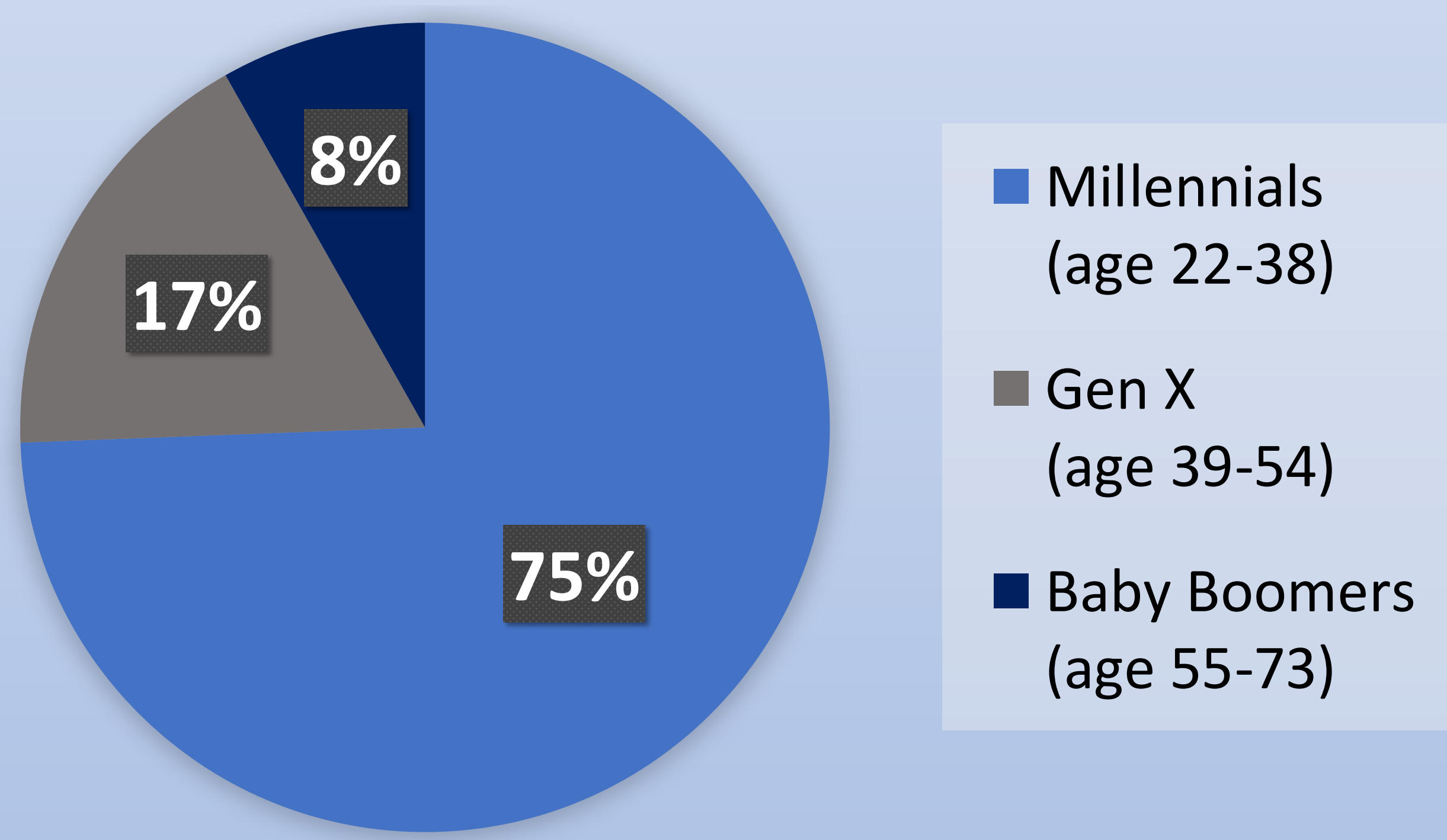
6 types of PEB:	Example questions:
Plastic Policy Support	How much do you support or oppose banning the sale of single-use, plastic straws in the US?
Climate Policy Support	How much do you support or oppose regulating carbon dioxide as a pollutant?
Recycle PEB	How often do you recycle glass?
Food PEB	How often do you choose cage-free eggs?
Travel PEB	How often do you carpool?
Reusable PEB	How often do you use a reusable shopping bag?

## Results



## Participants

• 244 participants (64% men, 69% White) from Amazon's Mechanical Turk (MTurk).



## Generational Effects on Pro-environmental Behavior

