

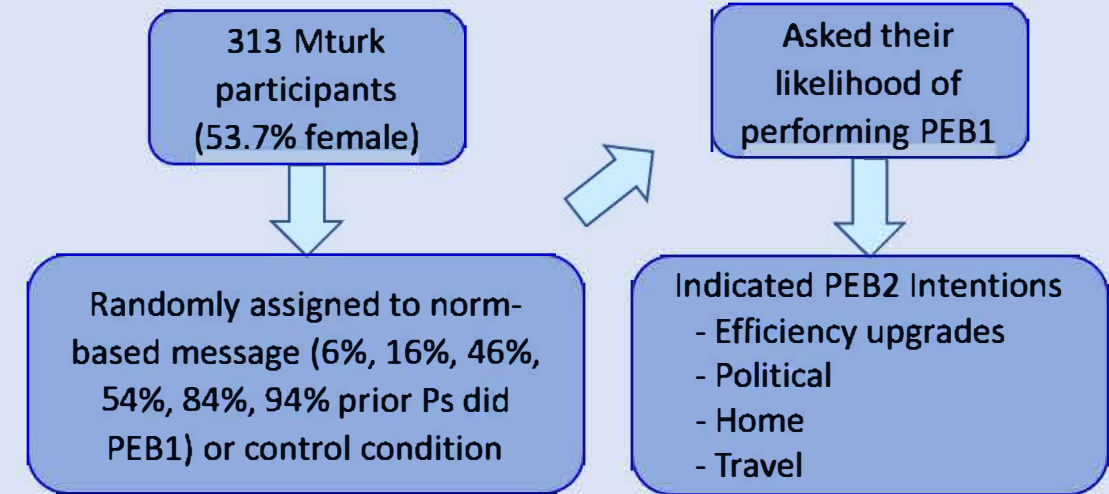
Introduction

- Women typically score higher on environmental concern and show stronger inclination to engage in private or domestic pro-environmental behaviors (PEBs) (Tindall et al., 2003).
- Women are more likely to engage in efficiency upgrade PEBs (Allen et al., 2015).
- Men show higher prevalence towards performing public PEBs such as political activism (Hunter et al., 2004).

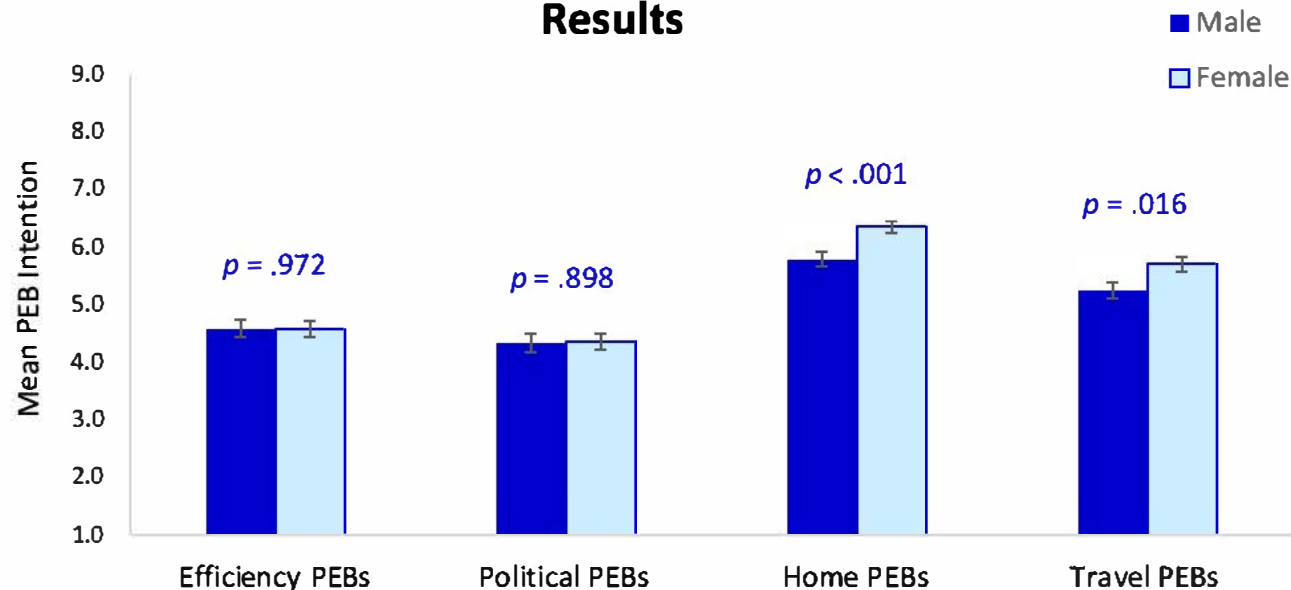
Hypothesis

- Women will be more likely to engage in PEBs relating to home (H1), travel (H2), and efficiency upgrades (H3) when compared to men.
- Men will be more likely to engage in political PEBs (H4).

Methods



Results



Discussion

Understanding how PEB intention and behavior differs amongst genders allows us to intervene through targeted approaches that align with the existing tendencies our research suggests.

- Directing advertisements of home and travel PEBs towards women
 - buy organic groceries
 - bicycling instead of driving to places within a mile
- Directing ads towards both genders of efficiency upgrades and political PEBs
 - promote new energy efficient appliances
 - vote for a pro-environmental policy
- Our findings support H1 and H2
- No support was found for H3 and H4