



# Gender Differences in Pro-Environmental Behavior Intentions



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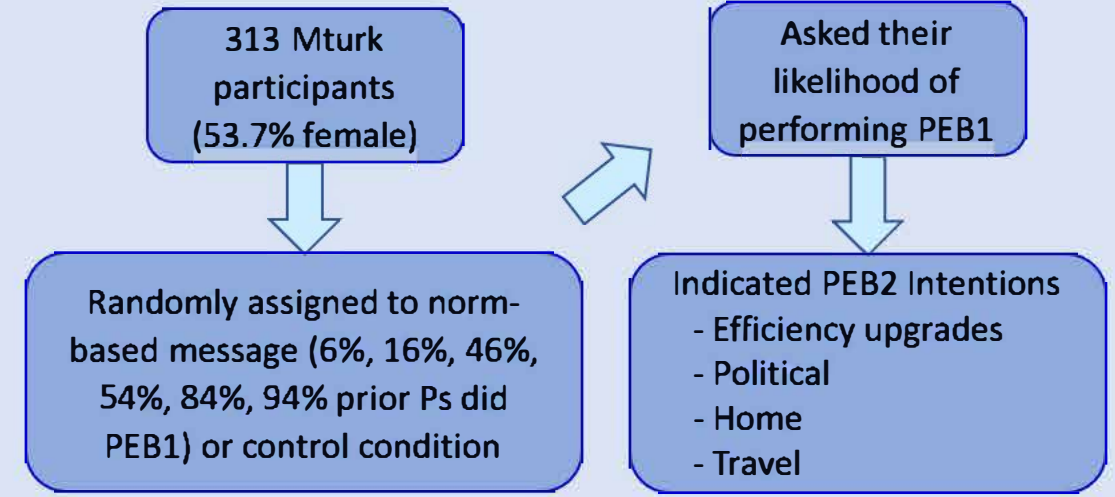
## Introduction

- 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).

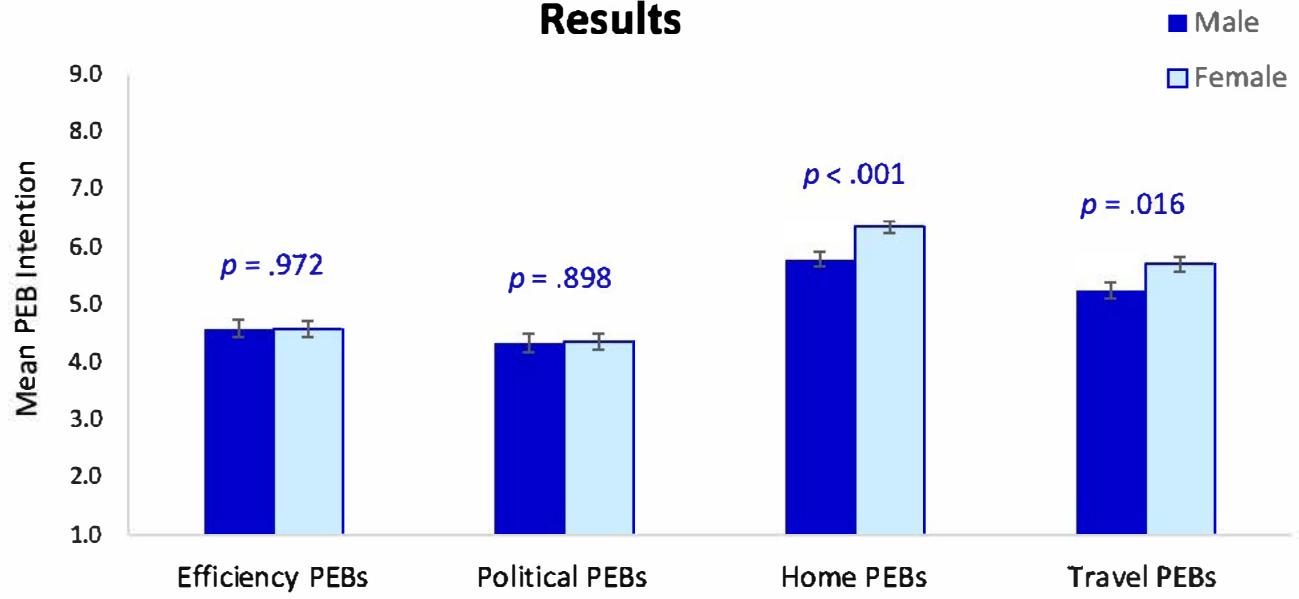
## Hypothesis

- 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