

# The Gender Gap on Climate Change

David Sleeth-Keppler



# Background

- Women's influence in US society is steadily increasing
- Politicians now regularly target women collectively about a range of issues
- What is the potential for social marketers to reach women regarding environmental and climate action?

# Three Ways to Look at Gender and Climate Change

1) Biological Sex

2) Biological Sex X Mindset – Different mindsets = different appeals

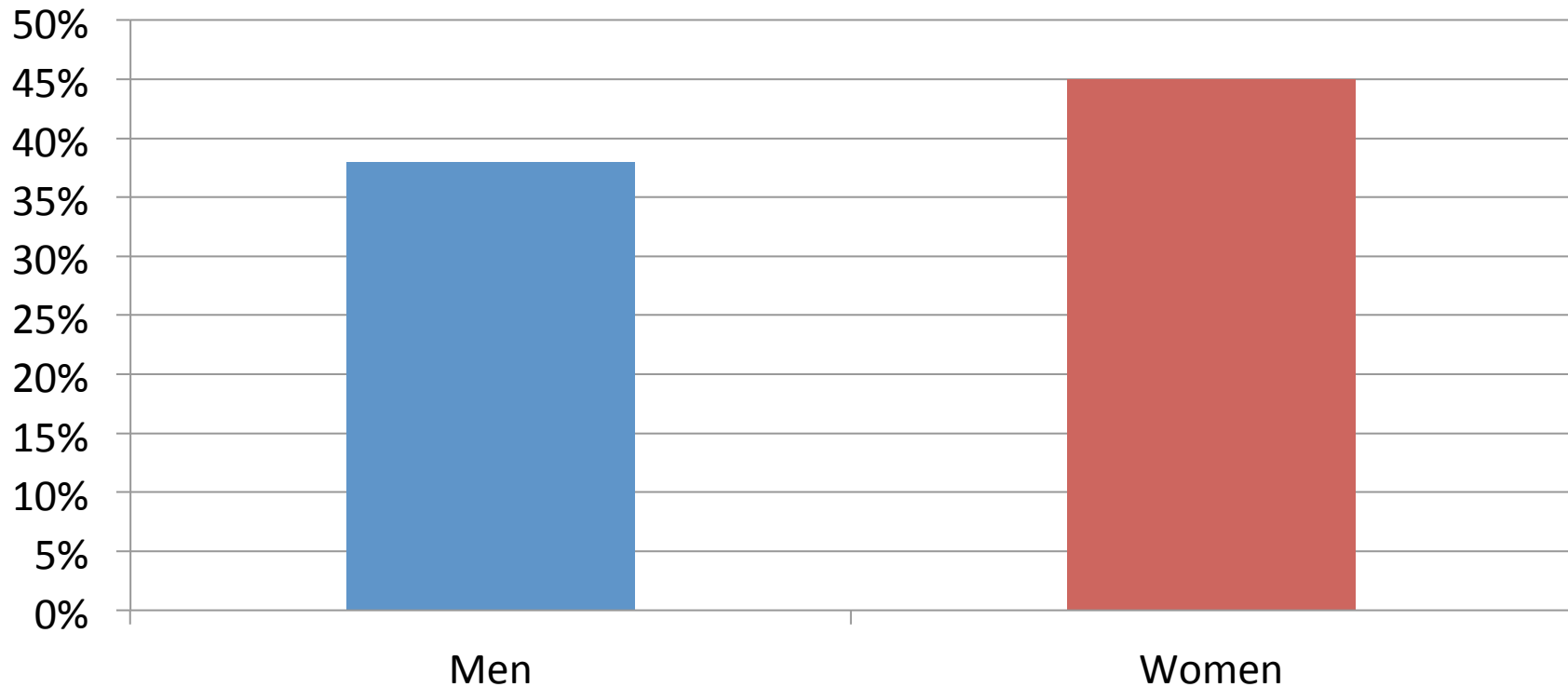
3) Cultural Gender - A powerful culture divide social marketers need to cross to build overall support for climate action

# View 1: Biological Sex



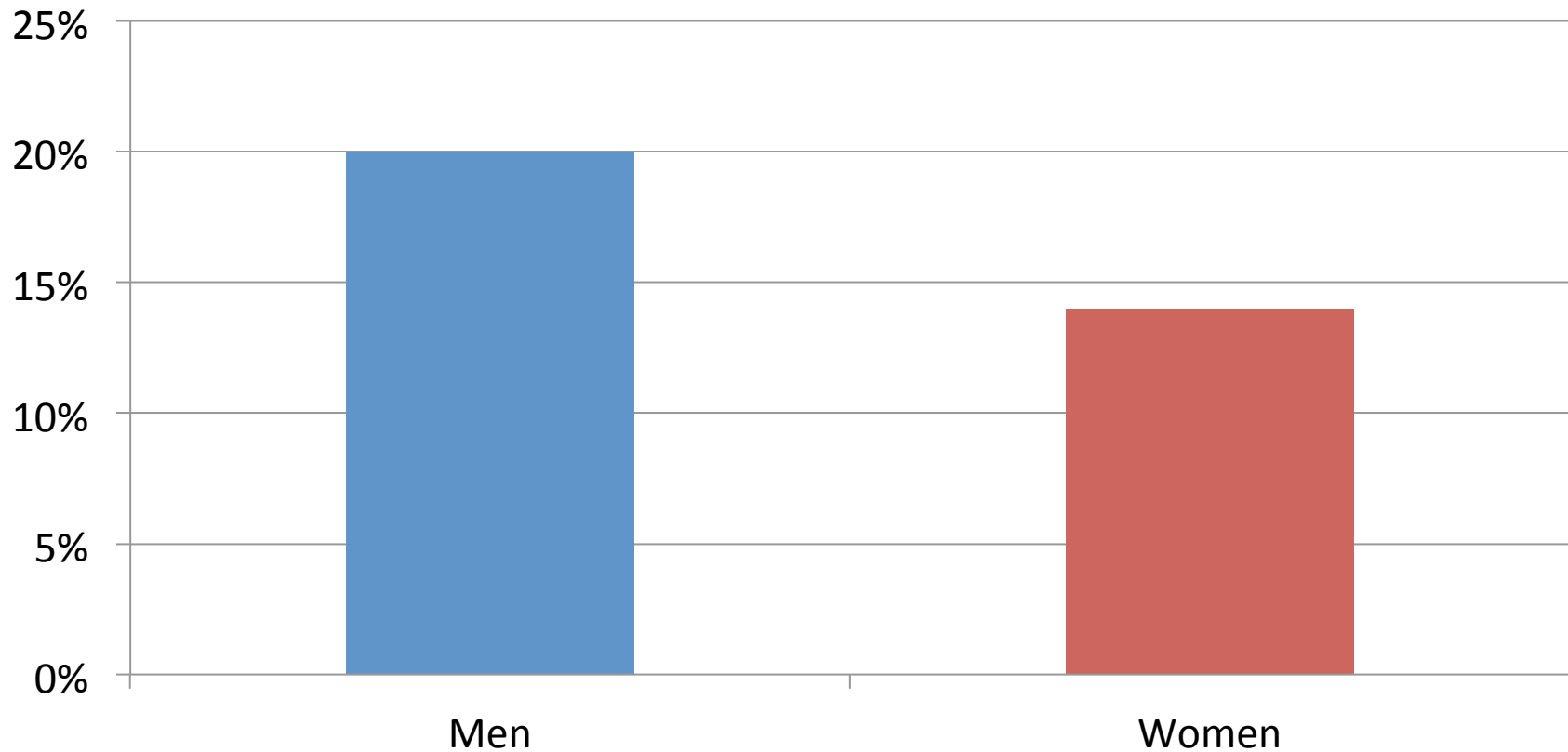
# Women can be strategic allies and agents of change:

**Reminded friends, relatives, co-workers to be environmentally friendly**



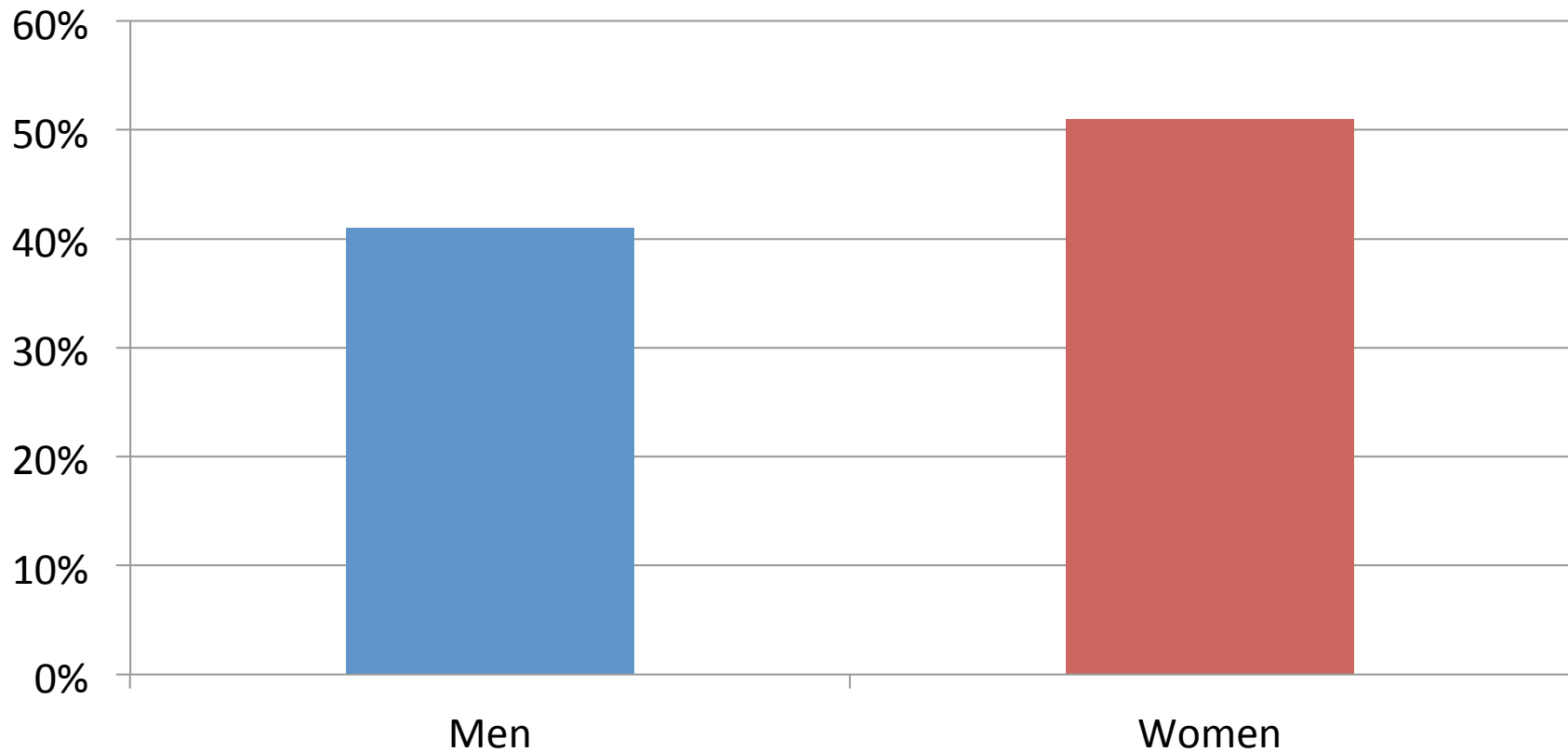
# Women are less likely to agree that...

**Trying to be environmentally friendly is a difficult chore**



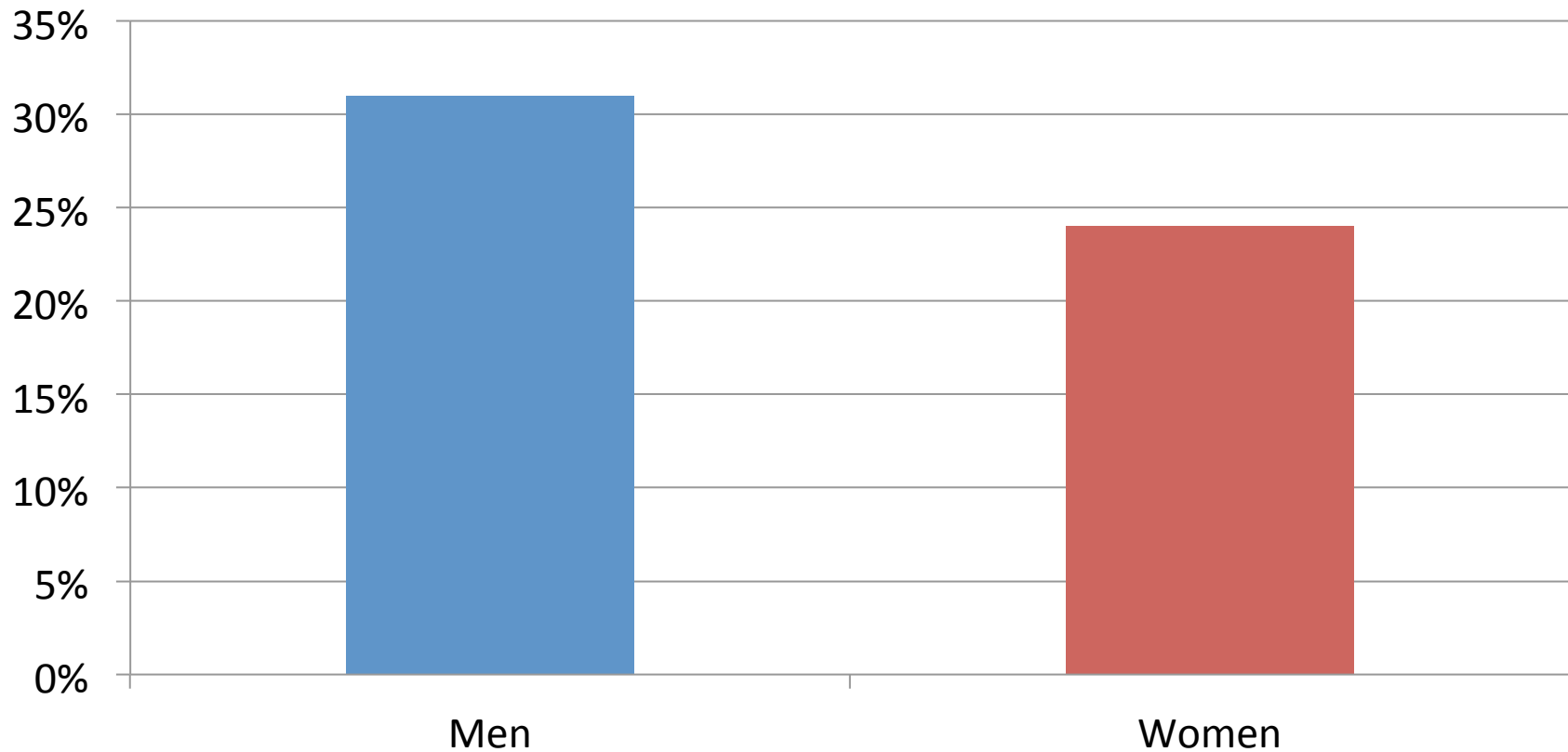
# Women are more likely to agree that...

**The weather is getting more unpredictable**



# Women are less likely to agree that...

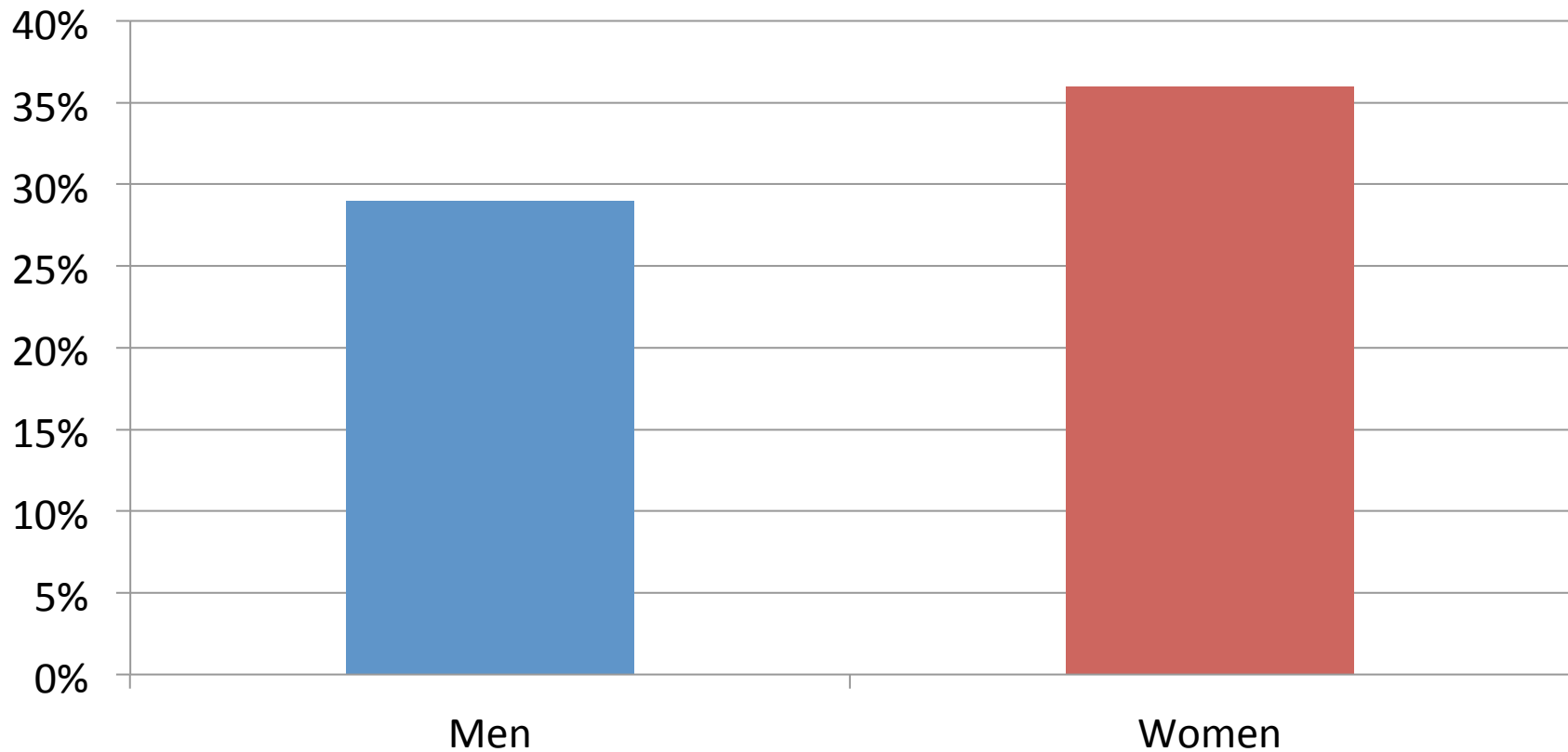
**Climate change is not a problem (net agree)**





# Women are more likely to believe...

**...what scientist have to say about climate change**



# Sex Differences on Climate/Environmental concern:

- Key observations:
  - Differences between men and women in national survey data are relatively static and reflect overall greater baseline relevance of environmental appeals for women vs. men
  - Growing support among women requires a deeper examination of the drivers and barriers of support among women - and by extension, among men

There Are No One-Size-Fits-All  
Answers:

# View 2: Mindset Variation Within Biological Sex

**“Innovators”; Attracted to leadership positions**



- Globally-oriented
- Knowledgeable
- Forward-looking
- Can balance trade-offs (green vs. pocketbook)
- BECC attendees

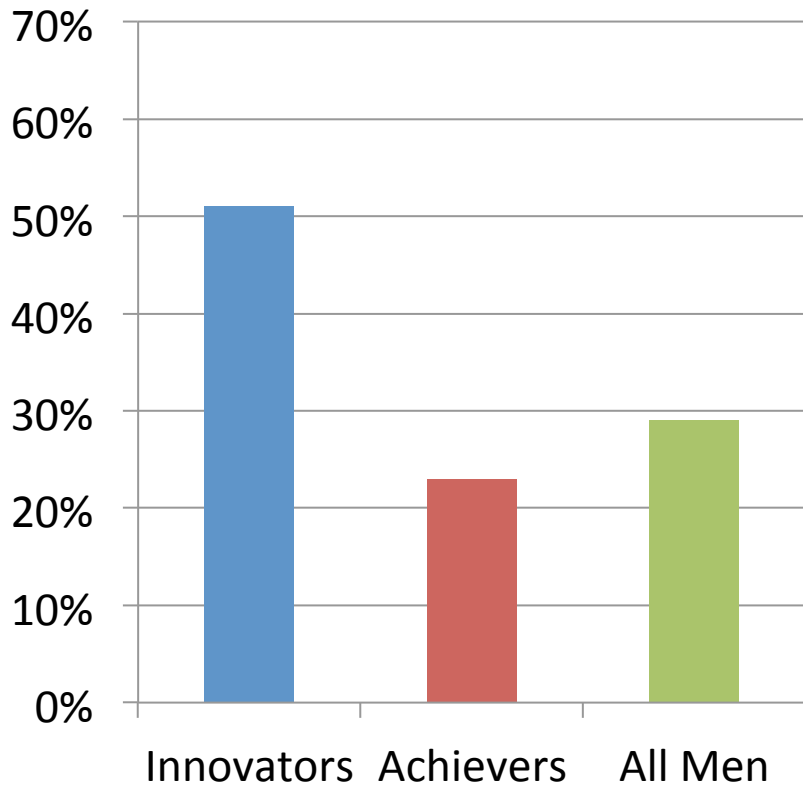
**“Achievers”; Pursue “American Dream”**



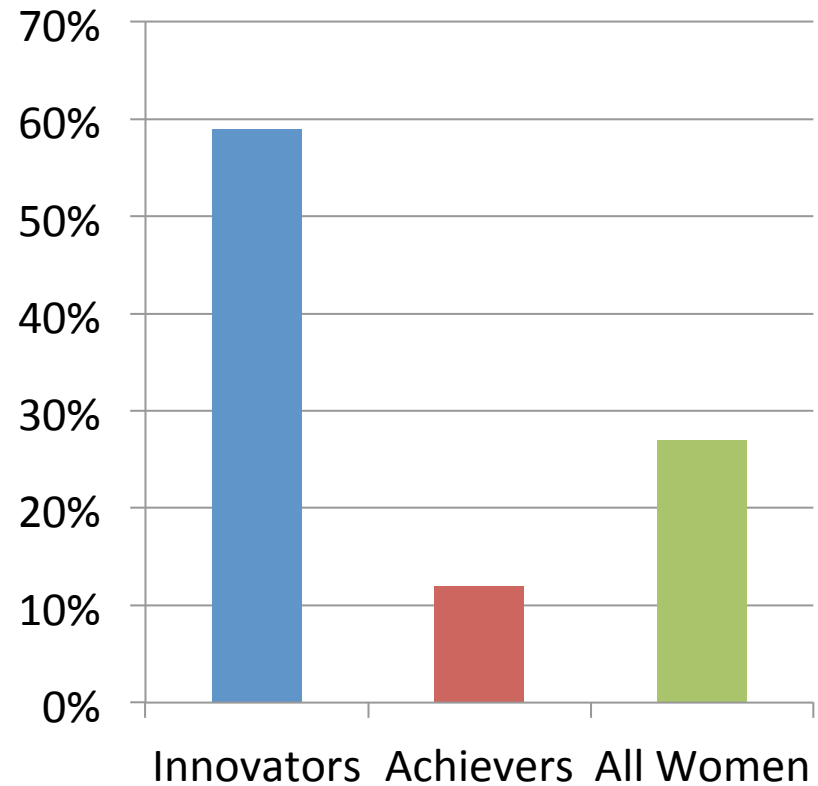
- Moderate (will not advocate)
- Private
- Prioritize work & family
- Busy
- Status-oriented
- Key role-model group for many Americans

“We should do something about climate change, even if what we do isn’t perfect” (Agree)

### Men



### Women



# The Importance of Mindset

- Mindset often overrides gender differences:  
Achievers are a problem regardless of biological sex!
- Growing support among women requires appealing to Achiever psychology:
  - Peer-approved solutions
  - Reducing barriers
  - Increasing relevance



# View 3: Cultural Gender

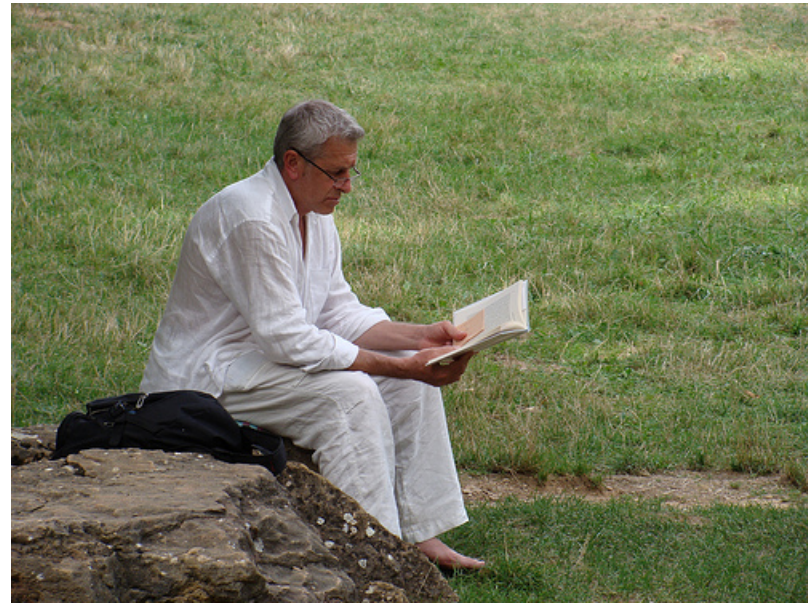
- Cultural Gender and Biological Sex are correlated, but not redundant







# Men engaging in culturally feminine activities



“ruifernandes” -flickr



# Women engaging in culturally masculine activities

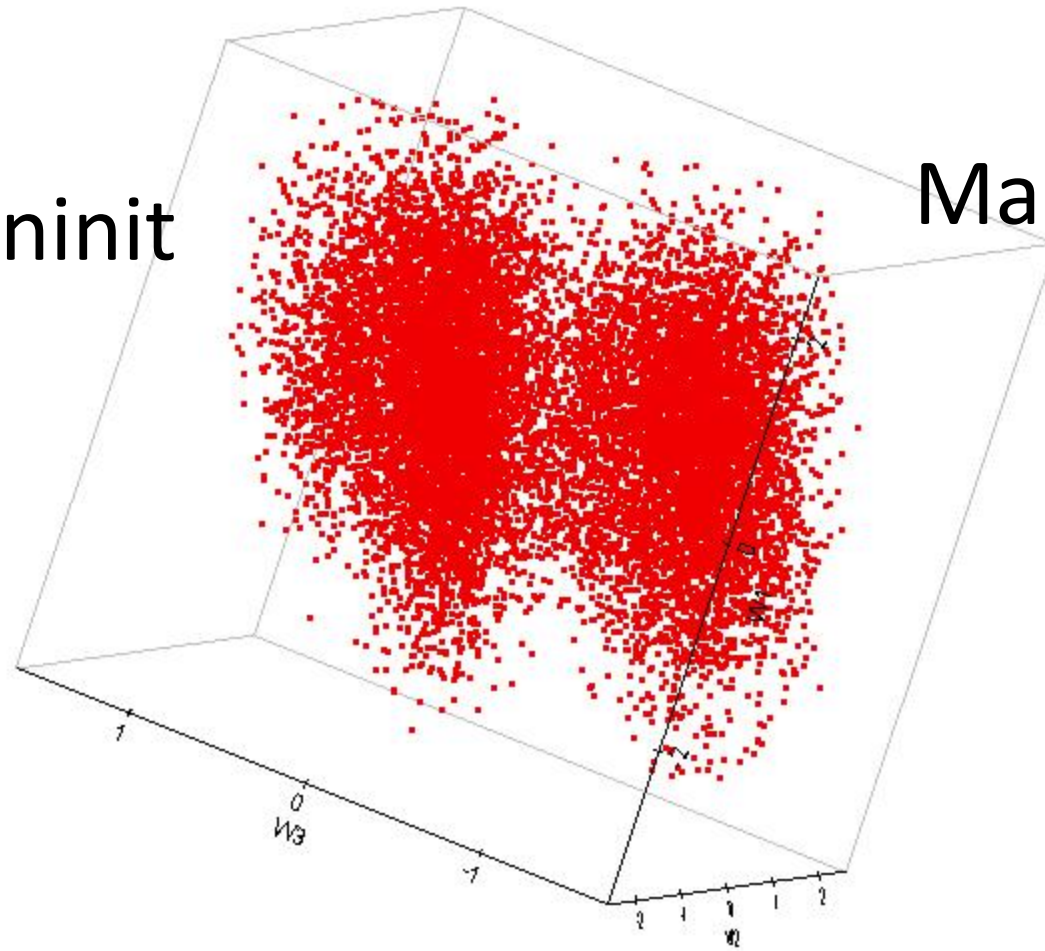




"brightroyalty" - flickr

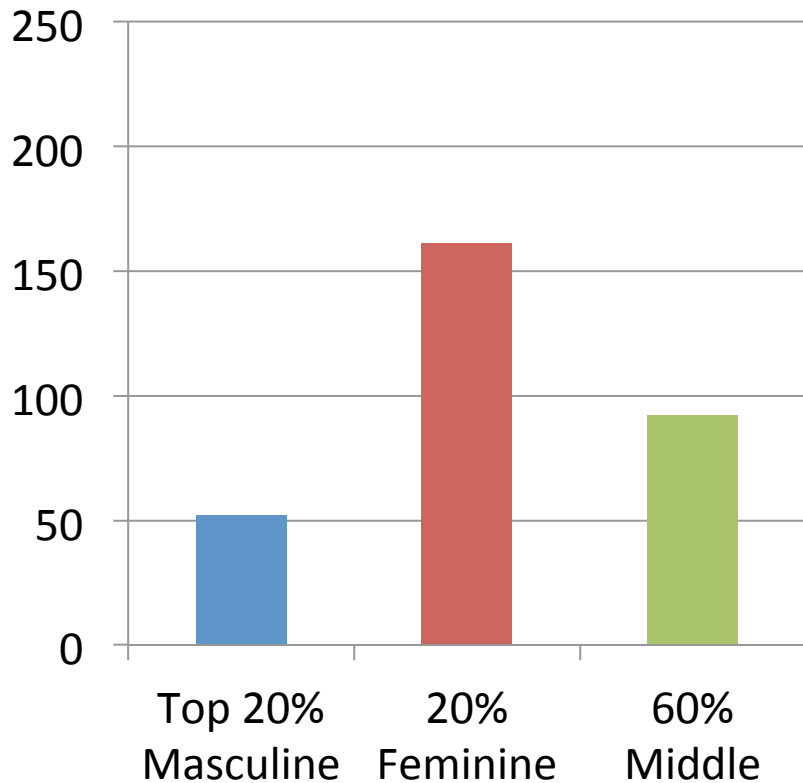
Femininity

Masculinity

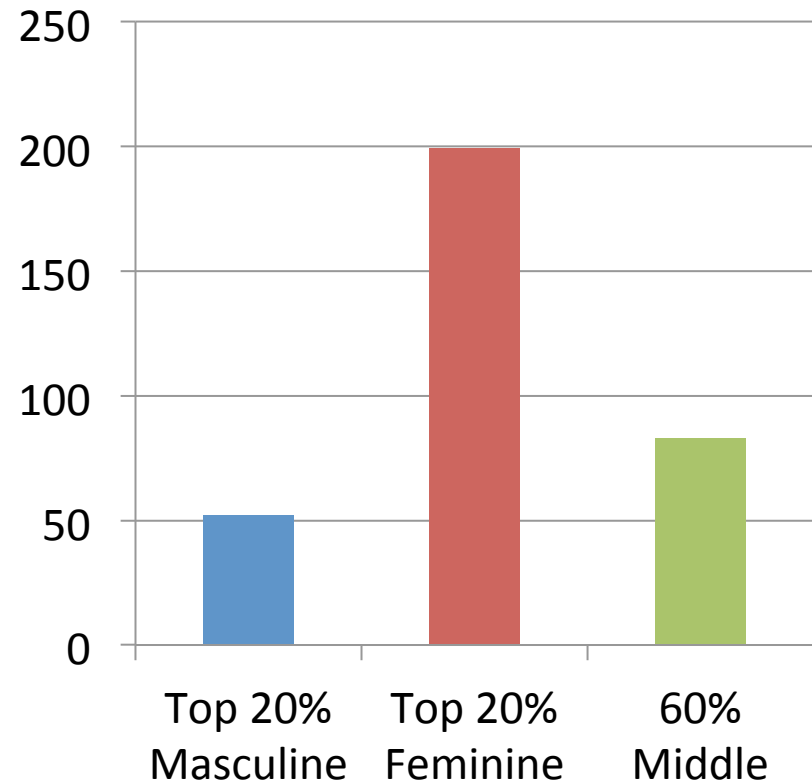


# “We need to stop climate change even if it means raising taxes” (Agree Index)

## Men (14.4% Agree)



## Women (14.6% Agree)





# Cultural Gender is a Powerful Climate Change Divide

- Climate Change concern is distinctly feminine in US culture (also in Japan). “Mother Nature” is a key association
- Environmental orgs. frequently employ feminine imagery, reinforcing the divide
- Crossing the divide is not easy...

# Crossing the Cultural Gender Divide: Climate Ambassadors

- Some options:
  - Feminine women in tough roles
  - Tough women in feminine roles
  - Tough women in tough roles
  - Tough men in tough roles
  - Problem: Tough men in feminine roles are a source of Hollywood humor! Climate change advocacy is a feminine role!



# Masculine Man Pitching Energy-Independence



We still borrow money to buy oil from dictators who don't like us and burn it in ways that kill god's green earth.

Every bit of that's got to change.

[CLICK HERE](#) to learn more.

**Repower America**  
It's time to get real.

[CLICK HERE FOR SOUND](#)

[CLOSE](#) X

PAUSE VOLUME

Paid for by the Alliance for Climate Protection

# Mapping by Status & Gender

	High Status		
Masculine	Arnold Schwarzenegger; Hillary Clinton; Martha Stewart	Leonardo DiCaprio; Al Gore; Angelina Jolie	Feminine
	Construction workers; farmers; hunters;	?	
	Low Status		