

## Genders Differ on Climate Attitudes, Impacts and Behaviors

There is a rise in women’s leadership and activism spanning a variety of social and political issues in America today. Last month over one million Americans marched for women’s rights, demanding progress on issues like immigration, healthcare, equity, and climate change.

But do women have stronger climate values, and will they rise for solutions? ecoAmerica and Lake Research Partners set out to find these answers in their **Annual American Climate Perspectives Survey**. The survey shows mixed results. It found that over the past three years women and men have become more aligned on climate awareness, attitudes, and behaviors, with a narrowing gap between their attitudes. The good news is that men’s attitudes and motivations are waxing on climate. The bad news: women’s have waned somewhat. Women of color, however, have stronger climate attitudes and behaviors than both men and white women.

The **largest variances between genders had been on attitudes toward solutions—on the urgency for solutions and personal agency** in bringing solutions forward. Just two years ago, women were more likely to feel personal and collective urgency to reduce the pollution that causes climate change, and a higher sense of agency in their role in doing so, by margins of 12-13 points. In 2017, however, these variances vanished.

### Narrowing gap on attitudes regarding climate urgency and agency

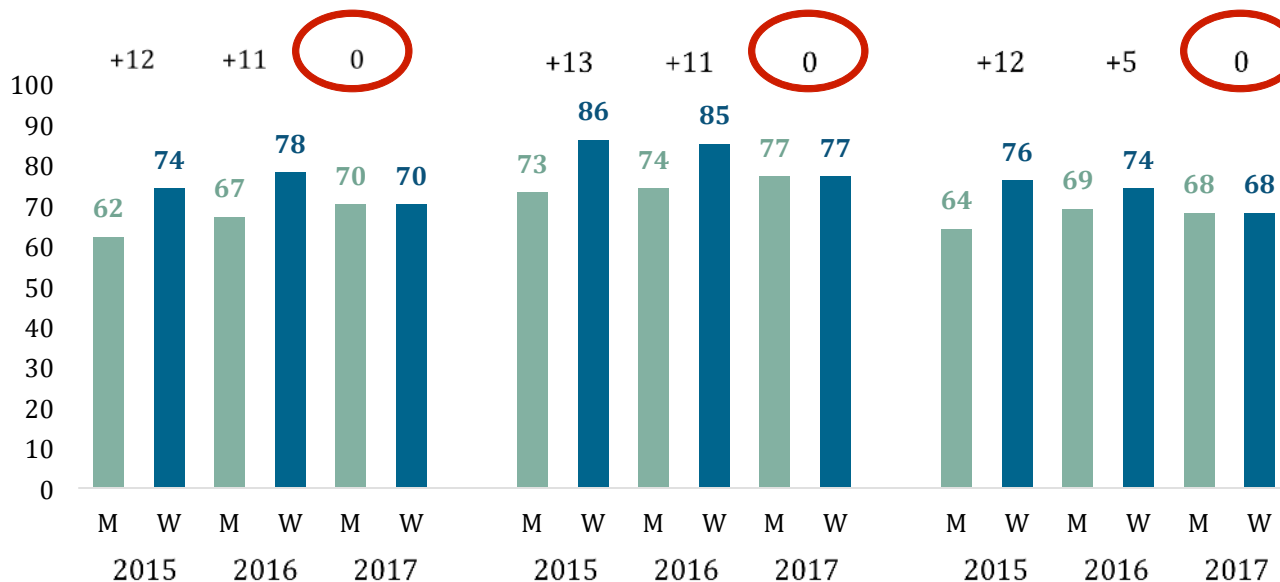
**Please indicate if you agree or disagree with each statement:**

802 respondent(s), % Total “Strongly Agree/Not So Strongly Agree” by men and women respondents

I need to take action now to reduce the pollution that causes climate change

We need to take action now to reduce the pollution that causes climate change

I can help reduce the pollution that is causing climate change



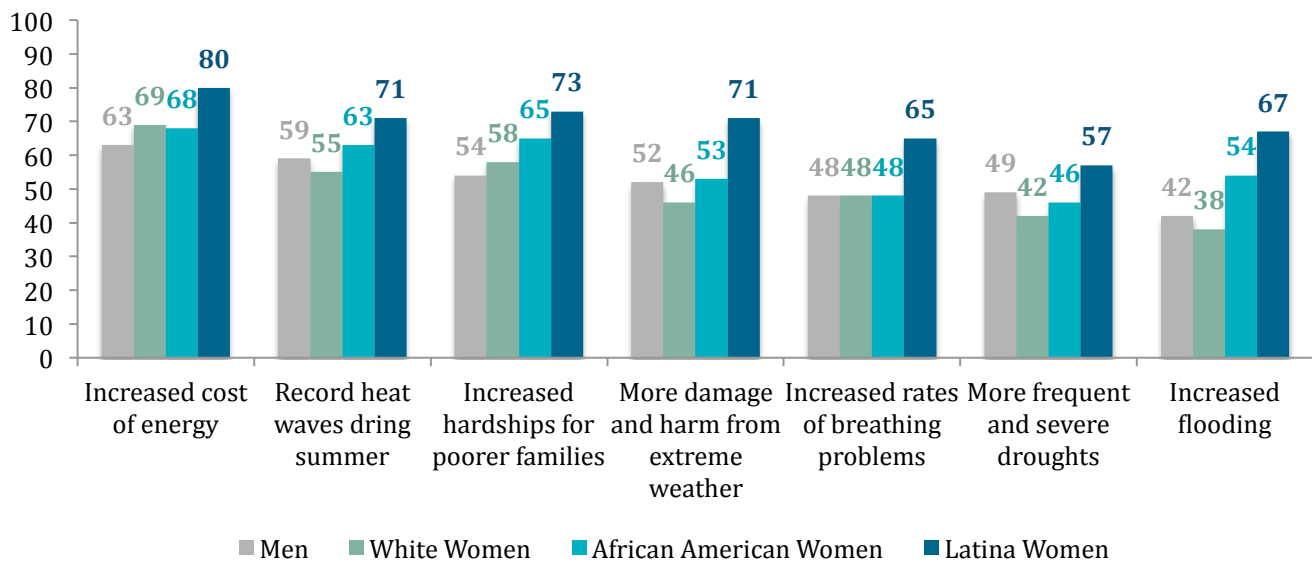
## Women of color express the highest urgency, agency, and affects

A deeper analysis of women’s findings unveiled notable variances by age and race/ethnicity. These include:

- **In the past year alone, women over 50 years of age report waning urgency for climate solutions (declining 17 points since 2016), and feelings of efficacy (declining 15 points since 2016) that we can reduce the pollution that is causing climate change.** These declines are largely driven by women 50 and over, that identify as Republican and are White.
- **Latina women express the highest sense of urgency for reducing the pollution that is causing climate change (86% total agree), higher than the 69% of African American women and 67% of White women who report this.**
- **Latina women likewise express higher agency in their ability to reduce the pollution that is causing climate change (77% total agree), higher than 70% of African American woman and 65% of White women who report this.**

There are notable variances in the intensity of how women of color are experiencing climate impacts. The most affected cohort are **Latina women, who report being affected by climate change at significantly higher rates than men or other women.**

**For each of the following issues, please indicate how much they are personally affecting you:** 802 respondent(s), showing results for “% Total Affected” in 2017

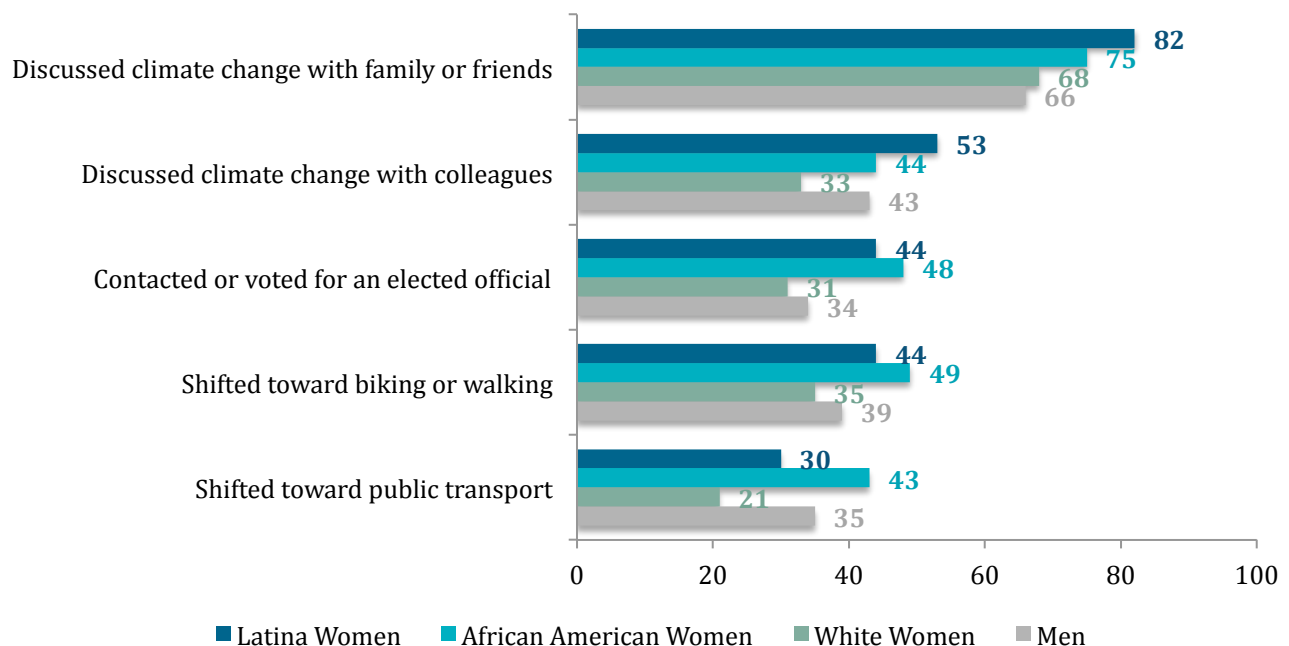


**Latina women report experiencing increased flooding at nearly double the rate of White women** and 23 points higher than national rates. These same women report experiencing more damage and harm from extreme weather at a rate 20 points higher than other Americans. Impacts they report affect them most are **increased cost of energy (80%)** and **increased hardships for poorer families (73%)**, both at rates double digits higher than white women or the national average.

When it comes to climate-friendly behavior, women, on average, report engaging at higher rates than men. Looking more closely at these results, however, it becomes clear that both Latina women and African American women report the highest levels of behavior, far exceeding those of men. White women, on average, report the lowest levels of climate-friendly behaviors. **Latina women lead the pack in discussing climate change with family and friends (82%) and with colleagues (53%). African American women lead on contacting or voting for elected officials (48%) and shifting toward biking or walking (49%) and public transport (43%).**

**Please indicate which of the following actions you have done personally:**

802 respondent(s), showing results for “Yes I have” in 2017



**Methodology**

ecoAmerica and Lake Research Partners (LRP) designed and LRP administered this survey, which was conducted online September 25–27, 2017. The survey yielded a total of 802 adult responses. The sample was drawn from an online panel and the respondents were screened to ensure that they were over the age of 18. The national sample was weighted slightly by gender, region, age, and race.

The margin of error for the sample is +/-3.5%. In interpreting the survey results, it is important to note that all sample surveys are subject to possible sampling error. Thus, the results of a survey may differ from the results that would be obtained if the entire population was interviewed. The size of the sampling error depends upon both the total number of respondents in the survey and the percentage distribution of the responses to a particular question. For example, if 50% of the respondents in a sample of 802 respondents answered, “Yes” to a particular question, we can be 95% confident that the true percentage would fall within 3.5 points, or range from 46.5% to 53.5%.

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**Suggested Citation**

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