

BRIEF REPORT

The roles of pro-environmental attitudes and behaviour in mate choice

Daniel Farrelly¹  | Manpal Singh Bhogal² ¹Department of Psychology and Mental Health,
University of Worcester, Worcester, UK²Department of Psychology, University of
Wolverhampton, Wolverhampton, UK**Correspondence**Daniel Farrelly, Department of Psychology
and Mental Health, University of Worcester,
Worcester WR2 6AJ, UK.Email: d.farrelly@worc.ac.uk**Abstract**

Introduction: Previous research has shown that pro-environmentalism, as a signal of prosociality, can be a valued trait in mate choice. It is also predicted that perceivers' own pro-environmental traits should influence such preferences, as these influence their perceptions of environmental signals in other domains. This study presents results of two experiments examining whether individuals who engage in pro-environmental behaviours are perceived as more desirable, and how observers' environmental attitudes affect these perceptions.

Methods: In Experiment 1 ($N=140$), participants rated the desirability of targets described as engaging in either high or low pro-environmental behaviours. Experiment 2 ($N=133$) also explored desirability ratings and included the Environmental Attitudes Inventory (EAI-24) to assess observer attitudes.

Results: Experiment 1 found that high pro-environmental targets were rated significantly more desirable. Experiment 2 found that women rated high pro-environmental targets as more desirable than men did, and EAI-24 scores positively predicted desirability ratings for high environmental targets in long-term contexts and negatively predicted ratings of low environmental targets.

Conclusion: These findings support previous research showing that pro-environmental behaviour may function as a signal of prosociality in mate selection and is novel in finding that this is especially the case among individuals with stronger environmental attitudes.

KEYWORDS

altruism, attitudes, desirability, mate choice, pro-environmental behaviour, prosociality, social influence

This is an open access article under the terms of the [Creative Commons Attribution](https://creativecommons.org/licenses/by/4.0/) License, which permits use, distribution and reproduction in any medium, provided the original work is properly cited.

© 2026 The Author(s). *Environmental Psychology Research* published by John Wiley & Sons Ltd on behalf of British Psychological Society.

Statement of Contribution

What is already known on this subject?

- Pro-environmental behaviours have been shown to be valuable in mate choice.
- People who signal environmental traits have been shown to be more desired as potential partners.
- This applies to both genders and is particularly important for long-term relationships.

What does this study add?

- This study replicates and extends previous research to assess its reliability and rigour.
- It also assesses how environmental attitudes can further influence perceptions in mate choice.

INTRODUCTION

To better understand pro-environmental behaviour, defined here as behaviour that minimizes harm and leads to benefits to our environment (Steg & Vlek, 2009), it is important to consider what underlying psychological traits it may signal to others. For example, it has been shown that green consumption can be used to signal social status, due to its higher costs, and these signallers are treated more favourably by others (Berger, 2017, 2019). Similarly, McGuicken & Palomo-Vélez et al. (2021) found that consumers of green foods were perceived more positively by others, regardless of the cost of the products. This research posits that pro-environmental behaviours can signal that the actor is prosocial, and this is what observers believe (Braun Kohlová & Urban, 2020; Puska, 2019; Puska et al., 2016; Vesely et al., 2020). Indeed there is good evidence of links between measures of environmentalism and 'prosocial' personality traits such as conscientiousness and agreeableness (Brick & Lewis, 2016; Hirsh, 2010; Milfont & Sibley, 2012) as well as with other prosocial characteristics including values (Kaiser & Byrka, 2011; Otto et al., 2021).

With this in mind, it can be considered that as an indicator of prosociality, signals of pro-environmental behaviour may have a role in mate choice. This is because prosociality has been shown to be a desirable trait (see Bhogal et al., 2019), particularly for longer-term relationships as it can act as a signal that the actor will make a good partner and potential parent (Farrelly, 2011, 2013). This supports an evolutionary perspective on human mate choice, whereby individuals are expected to make mating decisions that will maximize their inclusive fitness, by ensuring the quality and health of their future offspring (Darwin, 1871). Accordingly, research has shown that consumers of green products are more desirable as romantic partners (Borau et al., 2021; Palomo-Vélez et al., 2021). Farrelly and Bhogal (2021) also investigated the role of pro-environmental behaviours in mate choice. They presented individuals with descriptions of different targets that described them engaging in 'high pro-environmental behaviour' (e.g., always sorting through their household waste to recycle) or 'low pro-environmental behaviour' (e.g., always buying disposable coffee cups and plastic water bottles). They then rated the desirability of each target as both a short-term and long-term partner, and found that individuals engaging in high pro-environmental behaviours were considered more desirable as long-term partners by both men and women.

The effectiveness of such signals of pro-environmental behaviour may also be influenced by the observers' views and characteristics (O'Keefe et al., 2026). This has been shown to be the case elsewhere, with observers' social status (Berger, 2017), biospheric values (McGuicken & Palomo-Vélez, 2021) and ethical and conservative values (Puska, 2019) influencing how they perceive others' pro-environmental

behaviour, and how they subsequently behave towards them. It is therefore of interest in this study to further explore this, by seeing if observer characteristics will specifically influence how desirable they find potential romantic partners, based on the latter's signalling of pro-environmental behaviour. More specifically, it is posited here that a key aspect of finding pro-environmental behaviour as desirable in partners will be that the observers themselves have a positive view of environmentalism. As covered in O'Keefe et al. (2026), the actor-observer effects on signals of environmental behaviour will be affected by their shared identities, so the value of the actors' signals of pro-environmental behaviour (in this case, their perceived desirability) will be greatest when the observer also shares an environmental identity.

As a result, the aim of this study is to further examine the desirability of potential pro-environmental partners, and how this is also influenced by the perceiver's attitudes towards the environment. Here we present the results of two brief experiments: Experiment 1 conceptually and partially replicates the methods of Farrelly and Bhogal (2021), with the addition of a novel example of pro-environmental behaviour to increase the range of domains that are covered and generalizability of potential findings. Experiment 2 directly replicates Farrelly and Bhogal (2021) and furthers this by measuring participants' environmental attitudes, using the Environmental Attitudes Inventory-24 (EAI-24) (Milfont & Duckitt, 2010). Both experiments also explore potential gender effects, as although women tend to find prosocial partners more desirable than men do (Bhogal et al., 2019; Desrochers et al., 2021; Voit et al., 2023), this has not been the case for recent studies that explore pro-environmental behaviours (Farrelly & Bhogal, 2021; Palomo-Vélez et al., 2021). This has been hypothesized to be due to the increased levels of investment fathers make in offspring, which has led to mutual mate choice in humans (Farrelly & King, 2019), thus making prosociality, and in particular here pro-environmentalism, a desired trait for both men and women.

This study therefore tests the following hypotheses:

H1a. Individuals will rate high pro-environmental targets as more desirable than low pro-environmental targets (Experiments 1 and 2).

H1b. This effect will not be significantly different between women and men.

H2a. There will be an interaction between 'Targets' levels of environmental behaviour and relationship length, whereby desirability of high pro-environmental targets will be significantly higher for long term than for short-term relationships (Experiments 1 and 2).

H2b. This effect will not be significantly different between women and men.

H3. Environment attitudes (as measured by the EAI-24) will have a further positive significant effect on the predicted effects outlined in H1 and H2 (Experiment 2).

EXPERIMENT 1

Materials and methods

Participants

The sample consisted of 140 heterosexual participants (70 women, 70 men) aged at least 18 years, recruited via opportunity sampling. Data were collected from 13 further participants; however, due to errors in the recording of their responses, these were removed from the final dataset. The sample consisted of undergraduate students who completed the study in return for credits as part of the psychology course participant scheme, and the general public in the United Kingdom who were recruited via opportunity sampling on social media sites (e.g., Facebook). Participants completed the study online

using Qualtrics. A sensitivity analysis was conducted in GPower 3.1 (Faul et al., 2009) to determine the smallest effect size detectable with 80% power and $\alpha = .05$ for our mixed-design ANOVA. Specifically, we used the *F*-test for a repeated-measures ANOVA with within-between interaction (2 environmental behaviour levels $\times$ 2 gender groups). With $N = 140$, the analysis indicated that the minimum detectable effect size for the critical environmental behaviour $\times$ gender interaction was $f = .16$, which corresponds to a small-to-medium effect (Cohen, 1988). The detectable effect size for the main within-subjects factor (environmental behaviour) was smaller ($f = .12$), as expected for repeated-measures designs. Thus, the study was adequately powered for detecting main within-subject effects but had more limited power for detecting small interaction effects involving gender.

Design

There was a 2 (target environmental behaviour; low, high; within-subjects) $\times$ 2 (participant gender; female, male; between-subjects) $\times$ 2 (relationship length: short, long; within-subjects) mixed design. The dependent variable was the mean desirability rating of targets. All research presented here was approved by institutional ethics, and informed consent was obtained from all participants.

Materials

Eight social scenarios were presented to all participants, including four high and four low pro-environmental behaviours. Three behaviours (recycling, printing documents, electric vehicle use) were used from Farrelly and Bhogal (2021) and one new behaviour (firework use) was designed by the authors. The target described in the scenario made environmentally friendly choices in the first four scenarios (e.g., 'Person A always sorts through their household/everyday waste so that it can be recycled and re-used (metal, plastic, cardboard, etc.). Even though it is time consuming, they believe it is a useful thing to do'.) and unfriendly choices in the other four scenarios (e.g., 'Person B does not want to spend their time sorting through their household/everyday waste so that it can be recycled and re-used (metal, plastic, cardboard, etc.). They do not think it is a useful thing to do'.). Participants were required to rate the corresponding target's desirability for both long- and short-term relationships using a 5-point Likert scale, from 1 = very undesirable to 5 = very desirable. Long-term relationships were defined to participants as a committed long-term romantic relationship, and short-term relationships as a brief affair or one-night stand, and desirability was assessed using a single item ('How desirable is person A for a short[long]-term relationship?') which has been used in previous research (Farrelly & Bhogal, 2021). Cronbach's alpha values were calculated to check the reliability of the individual scenarios and found very good consistency between the low environmental (.84) scenarios. There was a moderate consistency between the high environmental scenarios (.66) which although below the established threshold of .70, Cronbach's alpha values can be quite small with small numbers of items (Pallant, 2010). All data and materials for both experiments are available on the Open Science Framework via [this link](#).

Procedure

Participants were first presented with definitions regarding the different relationship types (short- vs. long-term). They were then asked to read each scenario, in turn, and for each rate the target's desirability for both a short-term and long-term relationship. The entire order of scenarios was randomized and once all had been read and rated, participants were fully debriefed.

Results

All statistical analyses were conducted using JAMOVI. A mixed ANOVA revealed a significant main effect of target environmental behaviour, $F_{(1,138)} = 84.22, p < .001, \eta_p^2 = .38$, with high pro-environmental targets rated more desirable than low pro-environmental targets (H1a). There was also a significant interaction between target environmental behaviour and relationship type, $F_{(1,138)} = 11.71, p < .001, \eta_p^2 = .08$. Holm (1979) pairwise comparisons were subsequently conducted and found that high pro-environmental targets were not rated more desirable for long-term than for short-term relationships ($t = 1.67, p = .34$) (H2a). However, participants rated low pro-environmental targets as more desirable for short-term than long-term relationships ($t = 4.49, p < .001$).

There was no main effect of participant gender, nor significant interactions between participant gender and target environmental behaviour (H1b) and/or relationship length (H2b). See Figure 1.

EXPERIMENT 2

Materials and methods

Participants

This consisted of 133 heterosexual participants (30 men, 103 women), recruited via opportunity sampling ($M_{age} = 25.7, SD = 7.57$). The sample consisted of undergraduate students who completed the study in return for credits as part of the psychology course participant scheme, and members of the general public in the United Kingdom who were recruited via opportunity sampling on social media sites (e.g., Facebook) and specialist research recruitment sites such as www.surveycircle.com. This participant sample from this experiment was entirely independent of the sample achieved in Experiment 1. A sensitivity power analysis found the minimum detectable effect size for main effects was $f = .24$ for this sample size, which corresponds to small-to-medium effects (Cohen, 1988).

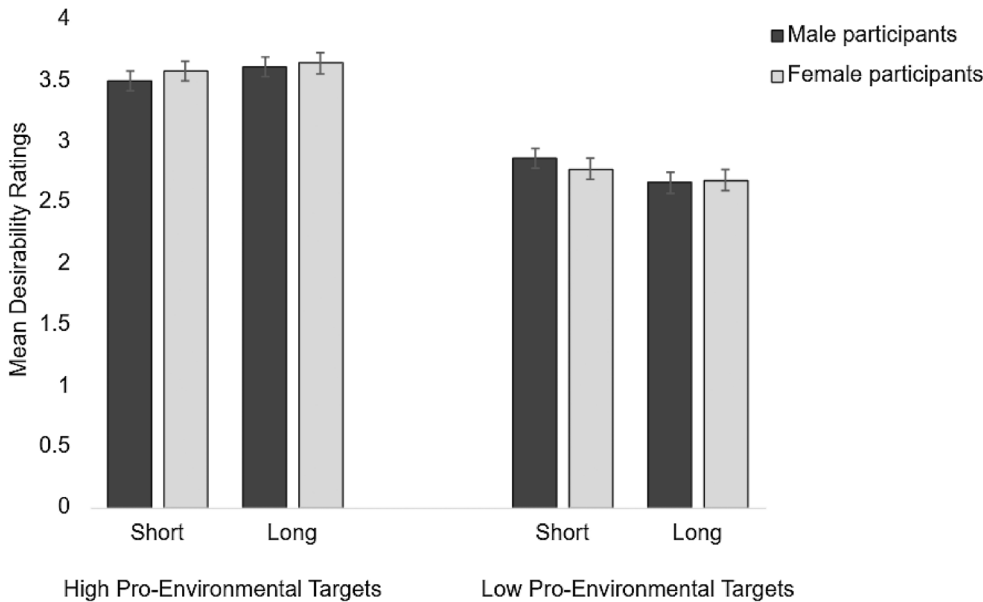


FIGURE 1 Mean desirability ratings for both male and female participants of different targets separated by relationship length (short-term, long-term). Error bars represent standard errors.

Design

This was similar to Experiment 1, a 3 (target environmental behaviour; low, high control; within-subjects) $\times$ 2 (participant gender; female, male; between-subjects) $\times$ 2 (relationship length: short, long; within-subjects) mixed design with the addition of total EAI-24 scores as a covariate in a mixed ANCOVA. The dependent variable was the mean desirability rating of targets (using a 5-point Likert scale, from 1=very undesirable to 5=very desirable). Subsequent significant interactions between EAI-24 scores and other discrete variables were further explored using simple slope analysis.

Materials and procedure

The same 12 scenarios used in Farrelly and Bhogal (2021) were used here. These included four environmental scenarios (recycling, reusing drinks containers, printing documents, electric vehicle use) that described targets as being either high pro-environmental (four) or low pro-environmental (four) and four control scenarios (colour of car, choice in coin toss, office behaviour, lunch choice). Cronbach's alpha values were calculated to check the reliability of the individual scenarios and found good consistency between the high pro-environmental (.82), low pro-environmental (.82) and control (.71) scenarios.

The Environmental Attitudes Inventory (EAI-24) (Milfont & Duckitt, 2010) includes 24 items that allow for the evaluation of twelve identified subscales (with two items for each subscale). These include dimensions such as 'Utilization of nature'. Participants report their agreement to different items on a 9-point Likert scale, and examples of items include 'I really like going on trips into the countryside, for example to forests or fields'. The reported Cronbach's alpha for the EAI-24 from this experiment is .77. This was administered to participants before the scenarios, and total score on this inventory was used in the analysis.

Results

All statistical analyses were conducted using JAMOV. A mixed ANCOVA revealed no significant main effect of target environmental behaviour (H1a); however, there was a significant interaction between environmental behaviour and gender, $F_{(1.5,130)} = 17.1, p < .001, \eta_p^2 = .12$ (H1b). Subsequent Holm (1979) pairwise comparisons revealed that both men ($t = 3.33, p = .006$) and women ($t = 15.88, p < .001$) rated high pro-environmental targets as more desirable than low pro-environmental targets, but only women rated high pro-environmental targets as more desirable than control targets ($t = 8.59, p < .001$) and the low pro-environmental target as less desirable than the control target ($t = 14.11, p < .001$). Finally, women rated high pro-environmental targets as more desirable than men did ($t = 3.4, p = .005$), whereas men rated low pro-environmental targets as more desirable than women did ($t = 4.04, p < .001$), but there was no difference in men and women's desirability ratings of the control targets ($t = 2.17, p = .07$). There was no significant interaction between relationship length and target environmental behaviour (H2a), nor three-way interaction with participant gender (H2b).

Total EAI-24 scores significantly interacted with target environmental behaviour, $F_{(1.5,130)} = 6.69, p = .004, \eta_p^2 = .049$, and with target environmental behaviour and relationship length, $F_{(1.31,130)} = 4.45, p = .026, \eta_p^2 = .033$ (H3). To best interpret this, a simple slopes analysis was conducted on this latter interaction, and it was found that EAI-24 had a positive effect on the desirability ratings of high environmental targets for long-term relationships ($b = .012, p = .017$) but a negative effect on the desirability ratings of low environmental targets for both short-term ($b = -.014, p = .006$) and long-term ($b = -.027, p < .001$) relationships (see Figure 2).

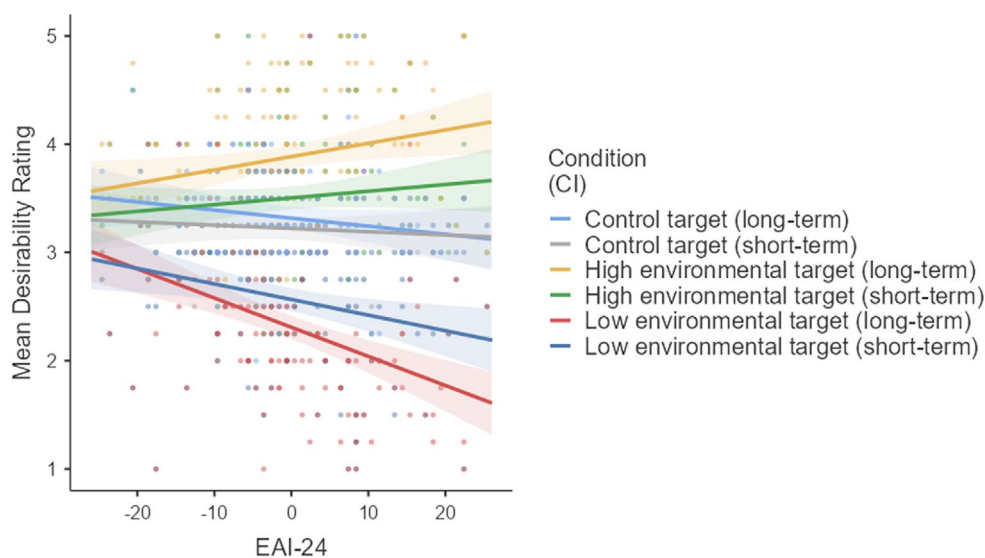


FIGURE 2 Simple slopes of EAI-24 interactions with mean desirability ratings across the different targets and relationship lengths. Shaded areas represent 95% confidence intervals.

DISCUSSION

There is mixed support for our first two hypotheses. High pro-environmental behaviours were rated overall more desirable in Experiment 1 only (H1), whereas this was only found to be higher in women in Experiment 2. The lack of an overall main effect for environmental behaviours in Experiment 2 was unexpected; however, it is important to remember that environmental attitudes were included as a covariate in this analysis.¹ This may indicate that these attitudes explain a considerable portion of the variance in ratings of environmentalism in potential partners, which is further indirect support for H3 (discussed below). Preference for pro-environmental partners for long-term relationships was, surprisingly, not found in either Experiment (H2).

These findings therefore partially support Farrelly and Bhogal (2021) across both experiments. This lack of full support may possibly be due to issues with low power, as sensitivity analyses show that while the study could reliably detect small within-subjects main effects, it was only sufficiently powered to detect interaction effects of approximately $f \geq .16$. As many theoretically relevant interactions in mate-choice research are smaller than this (including those found in Farrelly & Bhogal, 2021), it is possible that some predicted gender-based or three-way interactions were not detected due to insufficient power rather than their theoretical absence. One fairly consistent finding was a relative lack of gender differences, which further supports the view that prosociality, including pro-environmental behaviour, is mutually desired by men and women in potential partners (Farrelly & King, 2019). The only gender difference found was in Experiment 2; however, the sample in Experiment 2 was heavily female-focused, which means that due to the aforementioned issues with reduced power, in particular the gender imbalance and low number of male participants in this experiment, it is important to exercise caution when drawing conclusions about gender effects (or lack of) from the present study, and treat this finding as preliminary.

There was, however, strong support for H3 as environmental attitudes positively influenced desirability ratings of pro-environmental individuals and, in particular, for long-term relationships. What is also interesting in this effect of attitudes is that it also had a negative influence on these

¹Indeed, removing the EAI-24 scores as a covariate in the analysis of Experiment 2 data led to a significant main effect of target environmental behaviour.

ratings of low pro-environmental individuals. These findings therefore add to the body of research that highlights the need to consider an individual's environmental traits when assessing how they perceive and respond to signals of pro-environmental behaviour in others (Berger, 2017; McGuicken & Palomo-Vélez, 2021; Puska, 2019). They also provide further evidence that behaviours that signal a prosocial or altruistic nature are valued in mate choice (Bhokal et al., 2019) and therefore highlight the potential benefit of exploring how this positive perception can affect pro-environmental behaviours. It contributes to an understanding of the role of social influence (O'Keefe et al., 2026) and as such offers an opportunity to examine how this can be utilized to promote and increase pro-environmental behaviours in the future.

How can we best interpret these findings? Firstly, caution should be exercised in drawing strong inferences between measures of environmental traits across different domains (Lange, 2024). An argument can be made, however, that preferences for environmental partners are merely an extension of an environmental attitude into the mate-choice arena in the current research. This would support the more general finding of altruistic personalities being more valued in long-term mate choice, as those that value pro-environmental behaviour as a more positive (and prosocial) trait are then more likely to desire such traits in potential long-term partners. Future research can follow this by seeing if different psychological characteristics of environmentalism (such as biospheric values) also affect the desirability of pro-environmental targets in mate-choice contexts and also explore if different environmental behaviours (such as activism) can also function as successful signals in mate choice.

Although there are strengths to this paper, there are some notable limitations. There are potential demand characteristics, due here to the within-subjects design, which would mean participants viewed all individuals and rated each for desirability as both short- and long-term partners at the same time. This is common, however, in similar research (Farrelly & Bhokal, 2021), and we would argue that comparing potential mates for different types of relationships is a normal facet of real-world mate-choice decision-making. A further potential demand characteristic is the presentation of the EAI-24 before the scenarios which may have had a modest effect, such as increasing polarization (i.e., individuals self-reporting weaker/stronger pro-environmental attitudes then going onto finding pro-environmental behaviour less/more desirable). Future research can therefore explore different orders and presentations of study materials to see if these do indeed affect the results. This study only measured self-reported desirability, rather than actual behaviour in a mating context, as Farrelly and Bhokal (2021) additionally did. Therefore, future research can expand on this by also exploring how mating motivations may affect displays of actual pro-environmental behaviour, using new measures such as the Email Conservation Task (Farrelly et al., 2024). Furthermore, another limitation is that participants were presented with controlled yet artificial scenarios with only a single lifestyle characteristic of a (gender-neutral) potential romantic partner. Future research can increase external validity by also examining how pro-environmental behaviour interacts with other desirable traits such as physical attractiveness (Farrelly et al., 2016) to better mimic real-world mate selection. Finally, our findings also may not be generalizable to the entire population, as both studies included only heterosexual participants. Recent research, however, shows that there is no effect of sexual orientation on preferences for altruism in mate choice (Duxbury & Bhokal, 2024) so it would, therefore, be interesting to explore if this also applies to pro-environmental behaviour. Also of note in terms of generalizability, both studies focused mainly on undergraduate students, with a smaller composition of members of the public. This proportional split, however, was not retained; therefore, in future, it is recommended that further demographic details are recorded so clearer conclusions can be made.

Also worthy of consideration is the content of the different behaviours in the vignettes. For example, the intention of the behaviour may not always be explicitly mentioned or necessarily considered to be pro-environmental or prosocial by the reader, and the behaviours described as pro-environmental or neutral are not always without environmental costs (e.g., downloading large files rather than printing still has an energetic cost). This is, however, true of almost any pro-environmental behaviour though as few, if any, have zero environmental impacts. To counter this, the mean desirability ratings across a number of behaviours in different vignettes have been used here, rather than on individual behaviours.

This is a common approach in mate-choice research to assess the role of a particular characteristic more generally, and prevents any idiosyncrasies of particular single vignettes having an unnecessary effect on the findings. Similarly, it is worth noting the minor differences in the materials used between the two experiments (the novel scenario in Experiment 1, control scenarios only included in Experiment 2) may limit direct comparisons between the two. Despite any potential shortcomings of the methodology, it is, however, hoped that these findings will contribute towards a growing literature that explores how pro-environmental behaviours can be used in romantic decision-making.

To conclude, this study provides further evidence that pro-environmental behaviour can function as a signal in mate choice, while extending previous research by showing that such perceptions are influenced by the environmental attitudes of the observer. Overall, this highlights the importance of considering both the characteristics being signalled and the individual interpreting those signals, suggesting that the interaction between social influence and environmental behaviour is an important area for future investigation. As a result, this study suggests that environmentalism may have broader social and interpersonal implications, which could be considered in future approaches aimed at promoting pro-environmental behaviour.

AUTHOR CONTRIBUTIONS

Daniel Farrelly: Conceptualization; methodology; visualization; writing – original draft; writing – review and editing; project administration; formal analysis; data curation. **Manpal Singh Bhogal:** Conceptualization; methodology; formal analysis; writing – original draft; writing – review and editing; visualization.

ACKNOWLEDGEMENTS

The authors would like to thank Niamh Greenwood and Natasha Sunder for their help with preparing the experimental materials and data collection.

DATA AVAILABILITY STATEMENT

The data that support the findings of this study are openly available in The Open Science Framework at https://osf.io/avbty/overview?view_only=baf542dea61e47d68e07c3e114bf7095.

ORCID

Daniel Farrelly  <https://orcid.org/0000-0003-1505-686X>

Manpal Singh Bhogal  <https://orcid.org/0000-0002-7913-0726>

REFERENCES

- Berger, J. (2017). Are luxury brand labels and “green” labels costly signals of social status? An extended replication. *PLoS One*, 12, e0170216. <https://doi.org/10.1371/journal.pone.0170216>
- Berger, J. (2019). Signaling can increase consumers' willingness to pay for green products. Theoretical model and experimental evidence. *Journal of Consumer Behaviour*, 18, 233–246. <https://doi.org/10.1002/cb.1760>
- Bhogal, M. S., Farrelly, D., & Galbraith, N. (2019). The role of prosocial behaviors in mate choice: A critical review of the literature. *Current Psychology*, 38, 1062–1075. <https://doi.org/10.1007/s12144-019-00308-8>
- Borau, S., Elgaaid-Gambier, L., & Barbarossa, C. (2021). The green mate appeal: Men's pro-environmental consumption is an honest signal of commitment to their partner. *Psychology & Marketing*, 38, 266–285. <https://doi.org/10.1002/mar.21321>
- Braun Kohlová, M., & Urban, J. (2020). Buy green, gain prestige and social status. *Journal of Environmental Psychology*, 69, 101416. <https://doi.org/10.1016/j.jenvp.2020.101416>
- Brick, C., & Lewis, G. J. (2016). Unearthing the “green” personality: Core traits predict environmentally friendly behavior. *Environment and Behavior*, 48, 635–658. <https://doi.org/10.1177/0013916514554695>
- Cohen, J. (1988). *Statistical power analysis for the behavioral sciences* (2nd ed.). Routledge. <https://doi.org/10.4324/9780203771587>
- Darwin, C. (1871). *The descent of man, and selection in relation to sex*. John Murray.
- Desrochers, J., MacKinnon, M., Kelly, B., Masse, B., & Arnocky, S. (2021). Sex differences in response to deception across mate-value traits of attractiveness, job status, and altruism in online dating. *Archives of Sexual Behavior*, 50, 1–11. <https://doi.org/10.1007/s10508-021-01945-6>
- Duxbury, A., & Bhogal, M. S. (2024). The effect of sexual orientation on preferences for altruism in human mate choice. *Evolutionary Psychological Science*, 10, 383–387. <https://doi.org/10.1007/s40806-024-00419-x>

- Farrelly, D. (2011). Cooperation as a signal of genetic or phenotypic quality in female mate choice? Evidence from preferences across the menstrual cycle. *British Journal of Psychology*, 102, 406–430. <https://doi.org/10.1348/000712610X532896>
- Farrelly, D. (2013). Altruism as an indicator of good parenting quality in long term relationships: Further investigations using the mate preferences towards altruistic traits scale. *The Journal of Social Psychology*, 153, 395–398. <https://doi.org/10.1080/00224545.2013.768595>
- Farrelly, D., & Bhogal, M. S. (2021). The value of pro-environmental behaviour in mate choice. *Personality and Individual Differences*, 179, 110964. <https://doi.org/10.1016/j.paid.2021.110964>
- Farrelly, D., Bhogal, M. S., & Badham, L. (2024). The email conservation task: Testing the validity of an online measure of direct pro-environmental behavior. *Journal of Environmental Psychology*, 99, 102442. <https://doi.org/10.1016/j.jenvp.2024.102442>
- Farrelly, D., Clemson, P., & Guthrie, M. (2016). Are women's mate preferences for altruism also influenced by physical attractiveness? *Evolutionary Psychology*, 14(1), 1–6. <https://doi.org/10.1177/1474704915623698>
- Farrelly, D., & King, L. (2019). Mutual mate choice drives the desirability of altruism in relationships. *Current Psychology*, 38, 977–981. <https://doi.org/10.1007/s12144-019-00194-0>
- Faul, F., Erdfelder, E., Buchner, A., & Lang, A.-G. (2009). Statistical power analyses using G*Power 3.1: Tests for correlation and regression analyses. *Behavior Research Methods*, 41, 1149–1160. <https://doi.org/10.3758/BRM.41.4.1149>
- Hirsh, J. B. (2010). Personality and environmental concern. *Journal of Environmental Psychology*, 30, 245–248. <https://doi.org/10.1016/j.jenvp.2010.01.004>
- Holm, S. (1979). A simple sequentially rejective multiple test procedure. *Scandinavian Journal of Statistics*, 6, 65–70.
- Kaiser, F. G., & Byrka, K. (2011). Environmentalism as a trait: Gauging people's prosocial personality in terms of environmental engagement. *International Journal of Psychology*, 46, 71–79. <https://doi.org/10.1080/00207594.2010.516830>
- Lange, F. (2024). What is measured in pro-environmental behavior research? *Journal of Environmental Psychology*, 98, 102381. <https://doi.org/10.1016/j.jenvp.2024.102381>
- McGuicken, T., & Palomo-Vélez, G. (2021). What do carbon labels signal? The role of biospheric values on perceptions of “green” food consumers. *Journal of Food Products Marketing*, 27, 1–25. <https://doi.org/10.1080/10454446.2021.2021119>
- Milfont, T. L., & Duckitt, J. (2010). The environmental attitudes inventory: A valid and reliable measure to assess the structure of environmental attitudes. *Journal of Environmental Psychology*, 30, 80–94. <https://doi.org/10.1016/j.jenvp.2009.09.001>
- Milfont, T. L., & Sibley, C. G. (2012). The big five personality traits and environmental engagement: Associations at the individual and societal level. *Journal of Environmental Psychology*, 32, 187–195. <https://doi.org/10.1016/j.jenvp.2011.12.006>
- O'Keefe, D., Brick, C., & Sherman, D. K. (2026). Seen and not seen: Social visibility, identity signaling, and pro-environmental behavior. *Social and Personality Psychology Compass*, 20(4), e70138. <https://doi.org/10.1111/spc3.70138>
- Otto, S., Pensini, P., Zabel, S., Diaz-Siefer, P., Burnham, E., Navarro-Villarreal, C., & Neaman, A. (2021). The prosocial origin of sustainable behavior: A case study in the ecological domain. *Global Environmental Change*, 69, 102312. <https://doi.org/10.1016/j.gloenvcha.2021.102312>
- Pallant, J. (2010). SPSS survival manual: A step by step guide to data analysis using the SPSS program. 4th Edition, McGraw Hill, New York.
- Palomo-Vélez, G., Tybur, J. M., & Van Vugt, M. (2021). Is green the new sexy? Romantic of conspicuous conservation. *Journal of Environmental Psychology*, 73, 101530. <https://doi.org/10.1016/j.jenvp.2020.101530>
- Puska, P. (2019). Does organic food consumption signal prosociality? An application of Schwartz's value theory. *Journal of Food Products Marketing*, 25, 207–231. <https://doi.org/10.1080/10454446.2018.1522286>
- Puska, P., Kurki, S., Lähdesmäki, M., Siltaoja, M., & Luomala, H. (2016). Male–male status signaling through favoring organic foods: Is the signaler perceived and treated as a friend or a foe? *Psychology & Marketing*, 33, 843–855. <https://doi.org/10.1002/mar.20922>
- Steg, L., & Vlek, C. (2009). Encouraging pro-environmental behaviour: An integrative review and research agenda. *Journal of Environmental Psychology*, 29, 309–317. <https://doi.org/10.1016/j.jenvp.2008.10.004>
- Vesely, S., Klöckner, C. A., & Brick, C. (2020). Pro-environmental behavior as a signal of cooperativeness: Evidence from a social dilemma experiment. *Journal of Environmental Psychology*, 67, 101362. <https://doi.org/10.1016/j.jenvp.2019.101362>
- Voit, M., Weiß, M., & Hewig, J. (2023). The benefits of beauty – Individual differences in the pro-attractiveness bias in social decision making. *Current Psychology*, 42(14), 11388–11402. <https://doi.org/10.1007/s12144-021-02366-3>

How to cite this article: Farrelly, D., & Bhogal, M. S. (2026). The roles of pro-environmental attitudes and behaviour in mate choice. *Environmental Psychology Research*, 1, e70023. <https://doi.org/10.1002/epr2.70023>