

Spouses' Time Allocation to Pro-environmental Activities: Who is saving the environment at home?*

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Paper Abstract

Family members often perform pro-environmental activities in a cooperative manner. This paper assumes that there are two decision makers in a household and develops an economic model of pro-environmental activities based on the household production framework. Our theoretical analysis shows how opportunity cost of time, family structure, and environmental concerns affect an individual's participation in pro-environmental activities. Using data from the Japanese General Social Survey 2002, we conducted an empirical analysis and found that a less busy spouse allocates more time to pro-environmental activities. It was further revealed that the number of family members and the presence of children determined participation in pro-environmental activities.

Key words: Japanese General Social Survey; Opportunity Cost of Time; Pro-environmental Activities; Time Allocation

JEL Classification: D13, J22, Q53

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