



Differences in urban and rural  
environmental values and  
behaviour

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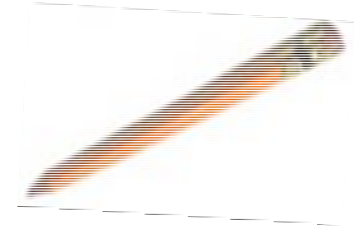
# Origins

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- Related to the urban/rural theme of NRE<sup>2</sup>
- Interested in place of residence, place of socialization with respect to values and behaviour
- Follows fairly lengthy tradition of environmental attitudes and values research.
- NEP of Dunlap and van Liere, Schwartz, Dietz, Stern's environmental values scale



# Key Questions



- Are there real differences between urban and rural environmental values and attitudes?
- Are there real differences between urban and rural environmental behaviours?
- Does place of socialization matter more than place of current residence for values, attitudes and behaviours?



# Methodological innovation #1



- Past research of this sort has chosen behaviours that have an urban bias
  - Do you recycle?
  - Do you use public transportation?
  - Are you a member of an environmental organization?
    - Hunting or fishing clubs may not be conceived this way.
  - Findings are generally that male, white, highly educated and urban respondents exhibit more pro-environmental behaviour
- Our survey instrument attempts to “level the playing field”.
  - I interviewed site people at St. Damase
  - “What pro-environment or conservation activities do you or your neighbours engage in?”
  - Do you have a garden?
  - Do you compost?
  - Do you plant trees?
  - Conserve water?
  - Habitat restoration?



# Methodological Innovation #2



- We are asking people where they grew up, where they spent most of their adult life, and where they currently reside.
- Categories are
  - Remote
  - Rural
  - Metro Adjacent
  - Urban
- Place of socialization matters
- It is all about identity and perception of rural.
  - For current residences, we can check against census categories and respondents' reporting.



# Hypothesis



- Even with a level playing field, rural people will express a higher level of pro-environmental attitudes and behaviours
- Place of socialization will have a greater impact on attitudes and behaviour than place of current residence.



# Methodology

## ...sampling design

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- Sample size (683):

$$n = \frac{(N)(p)(1-p)}{(N-1)(e/Z)^2 + (p)(1-p)}$$

n=sample size needed  
N=Canada's population  
p=proportion of urban  
e=sampling error (3%)  
Z=Z-stat with 95% CI

- Response rate at 30%
- 2277 surveys sent to Urban and Rural
- Stratified random sample
- SM Research Inc.



# Methodology

## ...the survey

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- Bilingual, 19 questions, 4 sections:
  - PEB:
    - 5 types -energy use, consumer activities, reuse and recycle, restoration, and activism
    - Available infrastructure
  - Values and Attitudes
  - Personal Evaluation and Comparison: personal priority, restrictions, Canadian comparison
  - Demographics: age, gender, education, residence (past and present), and income





# Analysis #1

## ...gamma test diagram

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Current Residence

Rural

Urban

Past Residence

	Low PEB	High PEB
Rural		
Urban		

	Low PEB	High PEB
Rural		
Urban		



# ...statistical analysis #1

## Hypotheses

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- Significant, positive relationships will exist for
  - $\text{Urban}_{\text{past}}/\text{Urban}_{\text{current}}$  and PEB\*
  - $\text{Urban}_{\text{past}}/\text{Rural}_{\text{current}}$  and PEB
- Significant, negative relationships will exist for
  - $\text{Rural}_{\text{past}}/\text{Rural}_{\text{current}}$  and PEB
  - $\text{Rural}_{\text{past}}/\text{Urban}_{\text{current}}$  and PEB



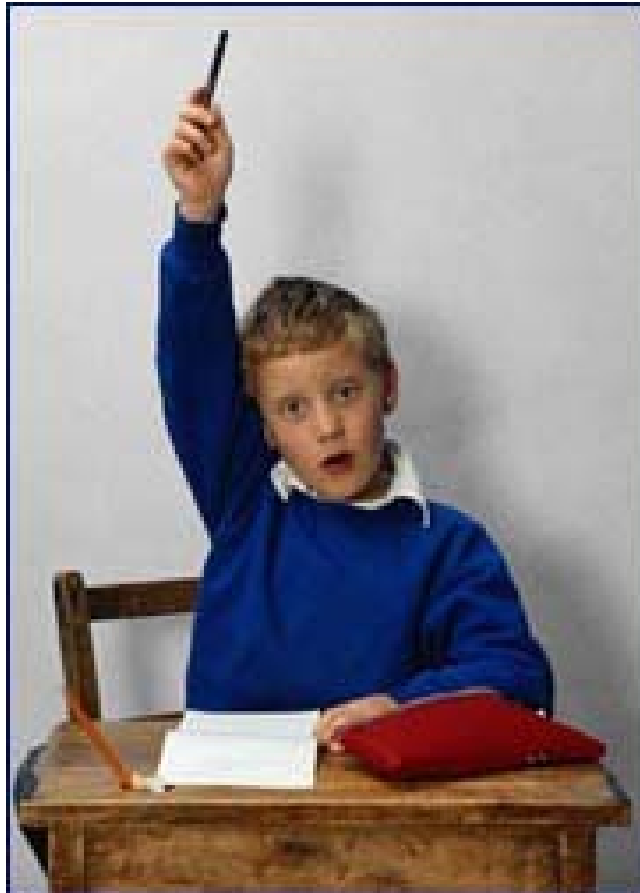
# Resulting publications

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1. The impact of socialization and current residence on Canadian pro-environmental behaviour
2. The structure of Canadian pro-environmental behaviour: testing a cognitive hierarchy model
3. Non-technical submission to Canadian Press and/or Canadian weekly magazine



# Questions...



<http://www.goletawater.com/graphics/images/>

