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Factors Affecting Environmental Concern in Bloomington-Normal Residents

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Poster Presentation P66

FACTORS AFFECTING ENVIRONMENTAL CONCERN IN BLOOMINGTON-NORMAL RESIDENTS

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This study focused on environmental concern exhibited through behavior, not attitudes. We interviewed by telephone 415 Bloomington-Normal residents to obtain data that would enable us to examine the relationship between political orientation, education level, religiosity, household income, and gender and environmental concern. We created an index to measure environmental action. Bivariate results suggest that being liberal, very religious, and living in a low-income household are important factors in increasing an individual's environmental concern. While education level does not have a statistically significant relationship with environmental concern, percentages indicate a positive relationship between the two: the more education a person has, the more environmentally concerned s/he is. Using gender as a control variable, gender explains away the relationship between religiosity and environmental concern; the relationship between household income and environmental concern, as well as political orientation and environmental concern, is significant for women but not for men. For household income, the control variable reverses the bivariate result. With these results, we hope to provide information to local environmental organizations so that they can improve services offered to the community that strengthen the community's eco-friendly actions.