

Attitudinal Difference Toward Green Conservation Activities Based on Population Density At Prefectural Level

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1. Introduction

Green conservation in cities is one of the ways to develop a green city environment. Green conservation activities by citizens have been in action in Japanese cities. In this study, the objective was defined to uncover differences between cities and other areas with respect to situations of green conservation activities.

2. Study Methods

An attitude survey regarding participation in green conservation activities was conducted with citizens as a study subject (n=1,500). This survey was conducted online through a private company specialized in online research. Research contents included: demographics of respondents, participation experience in conservation activities, interest in participation, and attitude toward participation. In this study, for the purpose of comparison, prefectures were divided into three groups based on population density of each regional government, with 3,000 populations per square kilometer and 1,000 populations per square kilometer as cut-off figures. The prefectures with population density of 3,000 populations per square kilometer include Tokyo (6,016/km²), Osaka (4,667/km²), and Kanagawa (3,745/km²); and this group is indicated as *O3000* in the article. Those with population density of below 3,000 but 1,000 or above per square kilometer include Saitama (1,894/km²), Aichi (1,438/km²), Chiba (1,206/km²), and Fukuoka (1,019/km²); and this group is indicated as *U3000*. Lastly, all other regional governments fall under the *U1000* group with population density below 1,000/km². A chi-square test was applied to this analysis.

3. Results And Considerations

3.1 Individual demographics

The respondents consist of 50% each of male and female with 750 respondents each. The distribution of ages was; 250 respondents (16.7%) for each 10-year segment from 10's to 50's, 188 (12.5%) in 60's, and 62 (4.1%) in 70's. As for the employment status, 779 (51.9%) were employed, 439 (29.1%) were unemployed (e.g. homemaker), and 285 (19.0%) were under another status. The respondents are relatively well distributed through different genders and age segments. Next, respondents' residence areas were as following: The number of residents in the area of *O3000* counted 475 (31.7%), that in *U3000*, 328 (21.9%), and that in *U1000*, 697 (46.5%).

3.2 Participation experience and interest

The number of respondents who had had participation experience in green conservation activities counted 92 (19.4%) in *O3000*, 86 (26.2%) in *U3000*, and 190 (27.3%) in *U1000*; and a statistically significant difference was detected ($p < .05$). The number of those who are interested in participation was; 178 (37.5%) in *O3000*, 141 (43.0%) in *U3000*, and 190 (45.3%) in *U1000*; and this result also exhibited a statistically significant difference ($p < .05$). Compared to the respondents from *O3000*, those in *U3000* and *U1000* resulted with a higher rate of participation experience and interest in green conservation activities.

3.3 Attitude towards participation in conservation activities

The number of respondents who answered, *don't know how to collect information* was 216 (45.5%) in *O3000*, 120 (36.6%) in *U3000*, and 307 (44.0%) in *U1000*, with which a statistically significant difference was detected ($p < .05$). There was no significant difference with 14 other question items.

4. Conclusion

In the study of participation experience and interest in green conservation activities, there was a statistically significant difference between regional governments of population density 3000/km² and above and those of below 3000/km². From this result, difference has been identified between cities and other areas with respect to the situations of green conservation activities.

Keywords: Green Conservation Activity, Population Density, Prefectural Level

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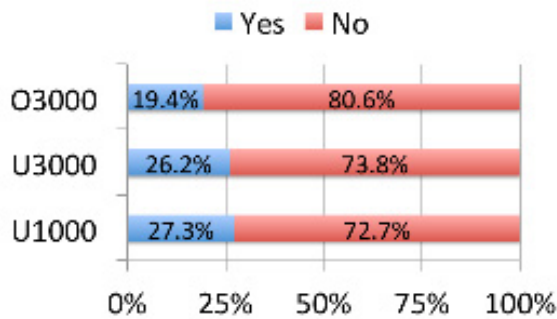


Fig.1 The percentage of participation experience in green conservation activities ($p < .05$)

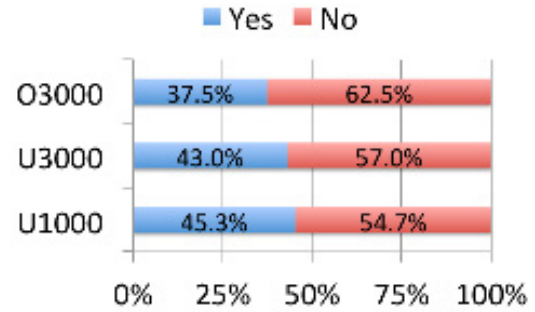


Fig.2 The percentage of those who are interested in participation ($p < .05$)