

## **Environmental attitudes on Setiu Wetlands, Malaysia**

### **ABSTRACT**

This study addresses the attitudes of the urban and rural dwellers towards Setiu Wetlands conservation. The New Ecological Paradigm (NEP) scale is adopted to measure the degree of environmental concern. A series of factor analysis and regression is applied to analyze the urban-rural attitudes and to suggest three factors structure of attitudes to wetland conservation. The urban-rural residential variable is able to predict in part the overall NEP scores and element of anti-anthropocentrism which suggesting the urban communities are more positive towards wetland conservation. Hence, further outreach efforts in rural population are worthwhile to raise conservation awareness.

**Keyword:** Setiu Wetlands conservation; Urban-rural attitudes; New Ecological Paradigm