

Behavioural Responses to Neighbourhood Reputations

“The effect on moving intentions of neighbourhood reputation as perceived by residents”



Universiteit Utrecht

Matthieu Permentier

Advisors: Gideon Bolt, Maarten van Ham, Ronald van Kempen

M.Permentier@geo.uu.nl

Research Questions and Aim of Research of Ph.D.-project

Research questions:

1. To what extent are neighbourhood reputations related to objective neighbourhood characteristics?
2. To what extent does perceived neighbourhood reputation impact the intention of residents to leave the neighbourhood?
3. To what extent does neighbourhood reputation influence the neighbourhood participation of residents?

Aim of research project:

- To understand what neighbourhood characteristics are related to neighbourhood reputations
- To gain more insight on the effect of (perceived) neighbourhood reputation on behaviour of neighbourhood residents, with special focus on residential mobility intentions and neighbourhood participation.

Project phase: Halfway Year 4

YEAR 1

- Reading articles
- Preparation of survey
- Writing Article 1

YEAR 2

- Fieldwork and data-entry
- Analysing data for Article 2
- Writing Article 2

YEAR 3

- Analysing data for Article 3
- Writing Article 3
- Analysing data for Article 4
- Writing Article 4

YEAR 4

- Analysing data for Article 5
- Writing Article 5
- Writing Introduction, Conclusion, Summary

Article 1 published (07/07): “Behavioural Responses to Neighbourhood Reputations”.

Article 2 submitted (04/07): “Comparing Residents’ and Non-residents’ assessments of Neighbourhood Reputations”

Article 3 submitted (01/08): “Determinants of Neighbourhood Satisfaction and Perceived Neighbourhood Reputation”

Article 4 submitted (02/08): “The effect on Moving Intentions of Neighbourhood Reputation as Perceived by Residents”

Current work: “The Impact of (Perceived) Neighbourhood Reputation on Neighbourhood Participation”

Theory

Residential mobility

- Recent literature has re-emphasised the importance of the neighbourhood in understanding both moving intentions and moving behaviour (Parkes et al., 2002; Kearns and Parkes, 2003; Clark and Ledwith, 2006, Van Ham and Feijten, 2008).

Impact of reputation on moving intentions

- Moving intentions may not only be affected by the assessment of the neighbourhood by the resident him/her-self (neighbourhood satisfaction), but also by how the resident think that other city residents in general assess the neighbourhood: the perceived reputation of the neighbourhood
- The self-image of people is affected by the way they believe others see and think of them and the groups they belong to (Mead, 1934). The impact of the neighbourhood’s reputation on the self has to be placed in a context in which neighbourhoods function increasingly as status symbols.
- When people believe their status suffers from a certain group membership, they will try to disassociate themselves from that group. Those living in neighbourhoods with a poor (perceived) reputation may develop plans to leave the neighbourhood, even though the people themselves are perfectly satisfied with their neighbourhood

Research strategy

Survey carried out in 24 selected Utrecht neighbourhoods among the heads of households. In total 1,339 usable surveys were received (response rate of 42.5%). These surveys specifically aimed to measure the (perception of) reputation of neighbourhoods and different attitudes and behaviour of residents. With logistic regression the research question will be answered.

Results

Logistic regression on the intention to leave the neighbourhood (N=1,339)a

	Model 1		Model 2		Model 3		Model 4	
	Direction	Sign.	Direction	Sign.	Direction	Sign.	Direction	Sign.
Kanaleneiland dummy	N.S.		N.S.		N.S.		N.S.	
Perc. Neighb. rep. very neg. (ref=very pos)	+	***	+	***	+	***	+	**
Perc. Neighb. rep. neg. (ref=very pos)	+	***	+	***	+	***	+	*
Perc. Neighb. rep. neutral (ref=very pos)	+	**	+	**	N.S.		N.S.	
Dwelling first choice (ref=not first)			–	**	–	**	N.S.	
Neighbourhood first choice (ref=not first)			–	***	–	***	–	*
Sensitivity to social neighb. status			+	***	+	**	+	***
Sensitivity to social status in general			N.S.		N.S.		N.S.	
Neighbourhood satisfaction					–	***	N.S.	
Neighbourhood attachment							–	***
Family in neighbourhood (ref=not)							N.S.	
Most friends in neighbourhood (ref=not)							N.S.	
Contact with neighbour(s) (ref=not)							–	*
Member of neighb. committee (ref=no)							N.S.	
Attending neighb. meeting(s) (ref=no)							N.S.	
Model -2 Log Likelihood (initial 1,486.40)	1,299.41		1,271.60		1,263.49		1,223.90	
Improvement (change, p-level)	30.70; p=0.000		27.81; p=0.000		8.10; p=0.000		39.57; p=0.000	
Nagelkerke R Square	0.195		0.221		0.229		0.265	

*= $p<0.10$, **= $p<0.05$, ***= $p<0.01$

a) The model does control for socio-demographic variables (age; household composition; ethnicity; level of education; employment status; household income; tenure) and dwelling variables (dwelling satisfaction; roomstress; dwelling type). However these variables have been omitted from this table.

- Perceived neighbourhood reputation is a significant predictor of mobility intentions
- This effect of perceived neighbourhood reputation exists only for residents who hold a very negative or negative view on the neighbourhood’s reputation.
- Though a resident might be satisfied with the neighbourhood, or even attached to it, a perceived poor neighbourhood reputation can still induce the intention to move out of the neighbourhood.
- Moving intentions are strongly influenced by the degree of psychological attachment residents have to their neighbourhood

Future research

- Investigate the influence of (perception of) neighbourhood reputation on neighbourhood attachment. Does reputation have the same influence for all neighbourhood residents, or are there differences between groups?

Question

- My model assumes unidirectional relationships. To what extent is such an assumption problematic?

