Economic Prosperity and Individuals' Policy Preference over Economic Growth versus Environmental
Protection
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ABSTRACT

This study aims to analyse the association between economic prosperity and individuals' policy preference over economic growth versus environmental protection. The data used in this study are mainly from the fifth, sixth and seventh wave of the World Values Survey which cover the year 2000 until 2020. Logistic regression is chosen as the research methodology considering the outcome variable used is in the form of binary. The results show that economic prosperity, which is approximated using GDP per capita, has a positive and significant association with individuals' policy preference over environmental protection. Hence, the findings of this study implicitly gives confidence that the hypothesis from the Environmental Kuznets Curve is likely to happen in reality. Moreover, the findings correspond with the Inglehart's theory which states that (1) people with post-materialist values tend to prefer environmental protection policy since they see environmental quality as a superior good (2) individuals' in low income groups tend to be more environmentally aware compared to higher income groups due to their experience from environmental degradation exposure.

Keywords: policy preference, environmental policy, economic prosperity, economic growth, logistic regression.