

Abstract

Mavoko peri-urban settlement is experiencing rapid demographic and socio-economic change as an integral element of the growth and operation of the growing Nairobi city. The transformation has come with environmental challenges related to the emergence and growth of urban activities in rural areas. The objective of this study was to analyse the effect of demographic and socio-economic characteristics on the homeowners' environmental attitude in Mavoko peri-urban settlement. The study targeted heads of household; the general public; officials of government and quasi-government institutions as well as professional and residents associations. The study took a survey design and used multistage random, purposive and quota sampling techniques to identify participants. The study used mixed methods to collect quantitative and qualitative data through questionnaire, interview guide, document analysis, focus group discussions and direct observation. Data were analysed through descriptive analysis, Nomothetic evaluation and Chi-square analysis at $\alpha = 0.05$. The study revealed that demographic and socio-economic characteristics had a significant effect on the homeowners' environmental attitude in Mavoko peri-urban settlement.