Monitor of Engagement with the Natural Environment Survey (2009-2012): Analysis of data related to visits with children









# Foreword

This report is an analysis of the data collected by the *Monitor of Engagement with the Natural Environment* (MENE) survey (2009 - 2012) for information of relevance to advancing policy and practice in children's access to and use of the natural environment.

There is an increasing body of evidence demonstrating the benefits to children of engaging with the natural environment (Dillon and Dickie, 2012). However surveys also indicate the rate at which children are becoming disconnected with the natural environment – particularly amongst those who live in urban areas. This disconnection is likely to be contributing to many of the major issues facing society today including increasing childhood obesity and mental health issues, the struggle to build a sense of place and the need to develop pro-environmental behaviours.

The Natural Environment White Paper *The Natural Choice: securing the value of nature* (Department for Environment, Food and Rural Affairs 2011) sets out the need to strengthen the connection between people and nature; and gives an explicit call for every child in England to be given the opportunity to experience and learn about the natural environment.

Natural England is keen to better understand the research priorities for supporting children's access to the natural environment and in this context Natural England was keen to use the data collected through the *Monitor of Engagement with the Natural Environment* (MENE) survey to add further insight.

The Natural England report, *Monitor of Engagement with the Natural Environment Survey (2009 - 2012): Difference in access to the natural environment between social groups within the adult English population*. (Natural England Data Report DATA003) contains complimentary information on 5 key social groups.

## Monitor of Engagement with the Natural Environment

Natural England, the Forestry Commission and DEFRA commissioned the household survey Monitor of Engagement with the Natural Environment to provide baseline data on how people use the natural environment in England. So far MENE has captured 3 full years of data (2009-12) and the current data collection phase runs until 2015. Full details of the survey are provided on the Natural England Website at <a href="http://www.naturalengland.org.uk/ourwork/research/mene.aspx">http://www.naturalengland.org.uk/ourwork/research/mene.aspx</a>.





The MENE survey collects data on adult visits (16+) taken to natural environments, however data on adult visits taken **with** children is also captured. So Natural England, English Heritage and King's College London commissioned work to analyse the existing 2009-12 MENE data to identify findings of relevance to the development of policy and practice in play and learning in natural environments, and to inform options for the future development of MENE so that it might better capture data relevant to play and learning in natural environments.

The report should be of interest to those planning and supporting children's access to the natural environment by providing evidence on the number of visits by adults accompanied by children, the types of places visited, and the broad motivations for and barriers to these visits.

This report should be cited as:

STEWART, D. & COSTLEY, T. 2013. *Monitor of Engagement with the Natural Environment Survey (2009 - 2012): Analysis of* data related to visits with children. Natural England Data Reports, Number 004.

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Keywords - Social evidence, natural environment, visits, access, learning, play, children

## **Further information**

This report can be downloaded from the Natural England website: <u>www.naturalengland.org.uk</u>. For information on Natural England publications contact the Natural England Enquiry Service on 0845 600 3078 or e-mail <u>enquiries@naturalengland.org.uk</u>.

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# Background and objectives

There is an increasing body of evidence demonstrating the benefits to children that result from engaging with the natural environment. However, surveys also suggest that many children are losing connection with local natural environments, particularly those who live in urban areas (Dillon and Dickie 2012.)

This increasing disconnection with the natural environment could be a contributory factor to many of the challenges facing society today, including increasing childhood obesity and mental health issues, the struggle to build a sense of place and community and the development of pro-environmental behaviours.

Natural England, English Heritage and King's College London see the urgent need for developing a shared understanding of the research needs and priorities to inform policy and practice in play and learning in natural environments. To that end, work was commissioned to undertake an analysis of the 2009 – 2012 MENE data, with the objectives to:

• identify the survey findings of most relevance to the development of policy and practice in learning and play in natural environments

• inform options for the future development of the MENE survey (2012-15) in order that it might better capture additional data required to inform strategic progression in this area, for example by identifying additional areas of questioning.









# Method

Natural England, Defra and the Forestry Commission commissioned MENE to provide baseline and trend data on how people use the natural environment in England.

Fieldwork for MENE commenced in March 2009 and involves over 800 face to face in-home interviews per week, generating a sample of around 45,000 interviews per year, representative of the English adult population. The survey asks respondents to provide general details of their frequency of visits to the natural environment and specific details of any visits they have taken during the last 7 days. Weighting is applied to provide results representative of all visits taken during the survey period and to obtain estimates of the total volume of visits taken each month. Some questions are asked in every week of the survey while others are asked less frequently either once a month or once a guarter.

The analysis contained in this report is based on interviews completed over the first three years from March 2009 to February 2012. During this period, around 142,000 interviews were undertaken including 42,670 with people who had children in their household. These respondents provided information on a range of topics including frequency of visits to the natural environment and the number of visits, if any, taken during the previous 7 days. Those who had taken visits to the natural environment during this period (a sample of around 56,777 respondents overall, 19,456 with children in their household) then provided full details of one of the visits they had taken.

In the analysis of results, weights have been applied so that the findings presented in this and other survey outputs are representative of the adult population and the visits taken by this population during the survey period (ONS mid-year population projections have been used as the basis of weighting targets). Full details of the survey methods, sampling, weighting procedures and provided website other survey outputs are on the Natural England (see http://www.naturalengland.org.uk/ourwork/research/mene.aspx).

## Definitions

In this report results have been analysed in 2 main ways:

• Population based results - these results relate to the adult population (aged 16 and over) with comparisons made between households with resident children (aged 16 or under) and households without children. Some analysis has also been undertaken on the basis of the age of children in the household.

• Visit based results – these results relate to the visits taken to the natural environment by the adult population with comparisons made between visits where a child (aged 16 or under) was present and visits where no children were present.











# Summary of key results

## Levels of visiting the natural environment and the profile of visit takers

Number of visits	<ul> <li>Visits with children : during 2009-12 an average annual figure of <b>586 million visits</b> to the natural environment were taken by <b>adults with children</b>. This represents <b>22%</b> of the total visits taken by the English adult population.</li> <li>Applying data on the average number of children present on these visits provides an estimate of around <b>1.3 billion visits taken by children per year</b>. However this estimate only reflects the visits taken by children when accompanied by an adult, it does not include the visits that children make without adults or as part of school or other group visits.</li> </ul>
Frequency of visits	60% of adults with children in their households visit the natural environment at least once a week compared to 51% for households with no children
Profile of visit takers	Adults taking visits with children were more likely than those visiting without children to be female, aged 35 to 54, from Black, Asian and Minority Ethnic communities (BAME), and either working part time or unemployed but not seeking employment. These findings are thought to reflect the higher percentage of households with children /at the family life-stage within these groupings.
Barriers to visiting	Adults with children in the household were more likely than those without to indicate that a lack of time (due to home commitments and/or having young children) prevented them from visiting the natural environment as much as they would like. Home commitments become less significant as a barrier as children grow older.
Pro-environmental behaviours	Adults with children in the household were marginally less likely to take part in activities such as buying seasonal, locally grown produce, eco-friendly products or to join environmental organisations. However they were more likely to be willing to change their lifestyle to help protect the environment, but report that they were restricted by difficulties such as a lack of information or by cost.
Other forms of engagement	Although adults with children in the household were more likely than those without to visit or walk through local parks, they were less likely than those in the post-family life-stage to take part in a number of other related activities, such as watching wildlife or environmental volunteering. Participation in these activities by adults increased as the age of the children in the household increased.

# Summary of key results

## Details and benefits of visits to the natural environment

Activities	As might be expected, a large proportion of visits taken with children involved play (40%.) Most visits also included walking (59%). Visits taken with children were more likely than those taken without children to
	involve eating and drinking out, picnics or visiting an attraction.
Types of visits and places visited	Two broad 'types' of visits were taken with children – those to local parks and playgrounds and those taken to places further away such as beaches and country parks. The former are destinations which are likely to be close to home and visited regularly, while the latter are more likely to be visited less regularly, during holiday periods.
	Visits taken with children were more likely than those without to involve time spent in places with facilities such as play equipment, catering and toilets. Visits with children (at any distance) were more likely to involve travel by car.
Expenditure	Reflecting the profile of activities undertaken, distances travelled and transport used, the visits taken with children were almost <b>twice as likely</b> as those taken without children to involve some expenditure; this includes spend on food and drink, fuel, car parking and entrance fees. The average spend per visit taken with children was around £11.50, around <b>70% more than the average spend</b> on visits taken without children (c.£6.60).
Motivation for visits	<ul> <li>396 million visits were driven by motivations to 'entertain' or 'play' with the children on the visit. This represents 15% of the total visits taken by the English adult population</li> <li>The proportion of visits taken 'to entertain children' was significantly higher in some population groups: women, 25-44 year olds, members of the BAME population, and residents of urban and deprived areas. Again this is thought to reflect the higher proportion of households with children in these groupings. Entertaining children was also more likely to be a motivation amongst those with the youngest children (half of the visits in this group were taken to entertain children).</li> </ul>
Other motivations	Other motivations for adult visits with children included enjoying fresh air or pleasant weather, health and exercise and relaxing and unwinding. To learn something about the outdoors was a motivation for fewer than 1 in 20 of visits taken with children.

## Results







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# Frequency of visit taking

- Figure 1: 60% of adults with children in their household visit the natural environment at least once a week, a higher proportion significantly than recorded in households with no children (51%).
- In young adults aged 16 to 35, 62% of those with children visit the outdoors at least weekly, compared to 54% of those without children.
- Figure 2: those people with the youngest children in their household tend to visit the outdoors most often. 64% of those with children aged 3 or under visit at least weekly, but this proportion decreases to 58% amongst those with children aged 10 to 15.
- These results suggest that the presence of children in a household, particularly young children, is a driver of visits to the natural environment.

#### Figure 1 – Proportion of adult population visiting the natural environment at least once a week by age group and presence of children in household



Figure 2 – Proportion of adult population visiting the natural environment at least once a week by age of children in household











# Attitudes to the natural environment

- Figure 3 compares the proportions of adults with and without children in their household agreeing strongly with a number of statements relating to the natural environment.
- Notably those people with children in their household are generally a little *less* likely to agree with each of the statements. However this variation is likely to reflect changes in attitudes as people become older, rather than any reflection of the influence of having children in the household. Those typically in the 'post family' age groups were more likely to agree with the statements listed.
- This pattern is illustrated in Figure 4 which shows how levels of concern about damage to the natural environment are highest amongst those in the 55 to 64 age group. Few adults in this age group have children aged under 16 resident in their household.

# Figure 3 – Attitudes to the natural environment. % agreeing strongly with statements by presence of children in household













# Other types of engagement with the natural environment

- Survey respondents recorded their participation in the activities listed in Table 1. It is important to note that this question related to participation by the adult themselves, not necessarily involving children in their household.
- Overall, adults with children in their household were slightly more likely than those without children to choose to walk through local parks or green spaces on their way somewhere; however they were less likely to take part in a number of the other activities such as watching or listening to nature programmes and watching wildlife.
- As with the results related to attitudes shown on the previous slide, participation in most of these activities increases with adult age. For example, 63% of people aged 55 and over watch or listen to nature programmes compared to 51% of those aged 35 to 44.
- Table 1 also illustrates levels of participation amongst adults aged 25 to 44 (the age group most likely to have children). Within this age group, those adults with children were more likely to chose to walk through green places and to relax in their garden or take part in gardening. It is likely that higher participation in these activities is influenced by the presence of children in the home.

			ADULTS AGED 25 TO	
	ALL A	DULTS	44	
	Children	No children	Children	No children
	in	in	in	in
	household	household	household	household
Choosing to walk through				
local parks or green				
spaces on my way to				
other places	74%	70%	60%	54%
Sitting or relaxing in a				
garden	73%	72%	70%	65%
Gardening	60%	63%	63%	56%
Watching/listening to				
nature programmes on TV	56%	66%	54%	57%
Looking at natural				
scenery from indoors or				
whilst on journeys	<b>49%</b>	57%	48%	49%
Watching wildlife				
(including bird watching)	35%	52%	32%	36%
Looking at books, photos				
or websites about the				
natural world	34%	39%	31%	30%
Doing unpaid voluntary				
work out of doors	7%	10%	6%	7%

 Table 1 – Activities normally undertake by presence of children in household







## Pro-environmental behaviours

- Figure 5 shows that adults with children in their household are marginally less likely to take part in a number of pro-environmental behaviours. Most notably they are less likely to usually buy seasonal or locally grown food or to be members of an environmental or conservation organisation.
- However, as shown in Figure 6, when asked about changing their lifestyle to help protect the environment, adults with children in their household were significantly more likely than those without to indicate that they intend to make changes or that they would like to make changes but had not done so due to barriers such as a lack of information.

## Figure 5 – Pro-environmental behaviours by presence of children in household











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# Changing attitudes and behaviours by age of children

- A review of the results shown on the previous pages in terms of the ages of children in the household suggests that some behaviours and attitudes change as children and their parents grow older.
- Overall, the frequency of visits to the outdoors for recreation by adults with children appears to be highest when children are youngest, as is likelihood of walking through local parks or other green spaces en-route to other places.
- As children grow older parents appear to be more likely to take part in voluntary work, to encourage other people to protect the environment or to watch nature (on TV, from indoors, while on journeys.)
- These changes may reflect changing priorities of adults as children grow older. For example, when children are at a pre-school age, priority may be children's entertainment and exercise in local parks; however as children become older and more independent, adults may find more time to take part in activities such as voluntary work.

Table 2 - Variations in activities undertaken by adults byage of children in household

	Age of children in household			
	Under 3	3 to 5	6 to 9	10 to 15
ACTIVITIES DECREASING WITH AGE OF CHILDREN				
Choosing to walk through local parks or green spaces on way to other places	59%	58%	59%	54%
Visiting the natural environment at least once a week	64%	63%	59%	58%
ACTIVITIES INCREASING WITH AGE OF CHILDREN				
Doing unpaid voluntary work out of doors	4%	4%	9%	9%
Looking at natural scenery from indoors or whilst on journeys	45%	49%	51%	53%
Watching/listening to nature programmes on TV	53%	54%	61%	58%
Encouraging other people to protect the environment	20%	21%	26%	28%







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## Barriers to visiting natural environments

- In the MENE survey, those adults who normally visit the outdoors less than once a month are asked to indicate if any particular reasons prevented them from taking more visits.
- As shown in Figure 7, those adults with children in the household are around twice as likely as those without to state that they are too busy at home to take part in outdoor visits. 10% specifically state that having young children is a barrier to such activity.
- Adults with children in the household are more likely than those without to state that being too busy at work is a barrier. However this variation is related to the age of the adults rather than the presence of children (as adults in this group are more likely to be in employment than those in pre and post family age groups.)
- Mentions of each barrier varies with the age of children (see table below). By the time children reach the 10 to 15 age band, it appears that parents are less likely to perceive child care and other duties at home as a barrier to visiting the outdoors.

#### Table 2 – Variations in reasons for visits by age of children

	Aged 0-2	Aged 3-5	Aged 6-9	Aged 10-15
Have young children	19%	14%	10%	7%
Too busy at home	27%	27%	32%	31%
NET – Young children + too				
busy at home	41%	37%	38%	35%

## Figure 7 – Reasons for not visiting the outdoors by presence of children in household





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# Number of visits taken with children 2009 - 2012

- Between March 2009 and February 2012, an average of 2.7 billion visits were taken to the natural environment per year by English adults.
- 22% of all visits, an average of 586 million visits per year, were taken with children (i.e. visits taken by adults with at least one child in their party.)
- 15% of all visits, an average of 396 million visits per year. were taken for the children. (As shown in Figure 8, this is based on all visits where motivations given were to 'entertain children' (308 million visits per year) and/or 'involved playing with children' (average of 231 million visits per year) and/or 'time spent in a children's play park' (average of 79 million visits per year).
- In the following charts the profile of visits taken with and without children are compared.

## Estimating the total number of children visiting the natural environment

- Respondents were asked to record the number of children present in their visits
- An average of **2.23 children** were present on each visit
- Applying this average to the estimated 586 million visits taken with children per year suggests that each year around 1.3 billion visits were taken to the natural environment by children. Please note that this estimate only reflects the visits taken by children with adults for leisure purposes, it does not include visits they may take on their own or taken with school or other groups etc.

Figure 8 – Average annual volume of visits to the natural environment taken 'with' and 'for' children



with children (231 million) and visits taken to play parks 79 million



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# Monthly number of visits taken with children

- Figure 9 illustrates the monthly volumes of visits taken with children from March 2009 to February 2012. The seasonal variation in visits is apparent with significantly more taken during the spring and summer, particularly in periods which coincide with school holidays such as in August and around Easter. This variation is more seasonal than for those visits taken without children.
- During the first year of MENE from March 2009 to February 2010, an estimated 619 million visits were taken to the outdoors by adults with children in the party. In the second year, this volume decreased by around 11% to 548 million visits but in the third year the volume increased again (by 9%) to 596 million visits. These variations reflect broader changes in levels of visit taking recorded for visits taken without children. Potential reasons for these variations include the weather and changing levels of disposable income over the survey period (linked to the macro-economic situation and fuel price changes etc).



## Figure 9 – Monthly number of visits to the natural environment taken with children









# Visitor profiles - gender, age and working status

- Figure 10 compares some demographics of those taking visits to the natural environment with and without children.
- 62% of the visits taken with children are taken by women, with the largest proportion of these being between 25 and 44 years (63%).
- 11% of those taking visits with children were in the oldest age groups - a reflection of, for example, those visits taken together by several generations or when child care is undertaken by grandparents.
- There is no significant difference in the socio-economic profile of those taking visits with or without children (not shown in the chart.)
- However the working status of participants does vary. Those taking visits with children are more likely to work part time or to be unemployed but not seeking employment.













# Visitor profiles - ethnicity

- 9% of visits taken with children in the party were by members of the Black, Asian and Minority Ethnic (BAME) population. This increases to 14% if the analysis is repeated excluding visits taken for dog walking purposes (see table 4.) \*
- This is a much higher representation than might be expected as the BAME group represents only 5% of total visits.
- Whilst this variation is significant, it is likely that the result may reflect the high proportion of households with children/at the family life-stage in the BAME population.

	All visits		Excluding visits with a dog	
	No children in party	Visits with children	No children	Visits with children
White	95.9%	90.9%	89.8%	85.6%
Total BAME	4.1%	9.1%	11.2%	14.4%
Mixed				
background	0.6%	0.8%	1.0%	1.3%
Indian	1.0%	2.2%	2.2%	3.7%
Pakistani	0.5%	1.4%	1.4%	2.2%
Bangladeshi	0.1%	0.5%	0.4%	0.7%
Any other Asian				
background	0.3%	1.0%	1.0%	0.8%
Caribbean	0.5%	1.2%	1.1%	1.5%
African	0.4%	1.2%	1.0%	1.8%
Any other Black				
background	0.1%	0.2%	0.1%	0.4%
Chinese	0.2%	0.2%	0.4%	0.3%
Any other	0.2%	0.3%	0.4%	0.3%

#### Table 4 – Ethnic group of visit takers

\*Dog ownership has a significant influence on frequency of visits to the natural environment. As there is a much lower level of dog ownership amongst the BAME population (4% compared to 24% in the English adult population as a whole) in certain analyses the data has been filtered to remove possible biases resulting from dog ownership.











# Activities undertaken on visits with and without children

- 40% of visits taken by adults with children involved playing with children.
- Around 59% of visits involved walking, either with or without a dog.
- Compared to visits taken with no children, visits taken with children were more likely to include attractions, eating and drinking while on the visit, picnics and/or beach activities.







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## Places visited

- Figure 12 shows visits taken with children were more likely than those taken without children to include time in an urban park, children's playground, country park or a beach, but significantly less likely to include woodland or farmland.
- If this analysis is undertaken excluding visits taken with a dog, the lower proportions of visits taken by parties with children to rivers and places on the coast other than beaches are more notable. These results suggest that a number of factors influence the choice of places to visit and activities undertaken when children are present including the availability of play facilities and other things to do such as activities and eating out. Safety concerns may also influence choices with places such as rivers and the coast (other than beaches) less popular for visits taken with children.
- These results suggest that there are two broad 'types' of visits taken with children those taken to local parks and playgrounds and those taken to places further away from home such as beaches and country parks. The former are destinations which are likely to be close to home and visited regularly while the latter are more likely to be visited less regularly, during holiday periods reflecting the seasonal variation in visits shown previously.

#### Figure 12 – Places visited











## Distance travelled and mode of transport

- Visits taken with children, on average, involved a longer journey than those taken without children (9.2 miles and 6.2 miles respectively). However as shown in Figure 13, the profile of distances is somewhat polarised with 37% of visits taken within 1 mile of home while 25% involved a journey of over 5 miles.
- This variation is likely to reflect the different types of visits taken, as discussed on the previous page, ranging from local, 'routine' visits to urban parks to less frequently taken 'days out' to beaches and country parks.
- A larger proportion of visits taken with children were taken by car and fewer were taken on foot. While this variation is partly a reflection of the longer distances travelled on some of the visits taken with children, it is notable that people with children are more likely to use a car on journeys of any distance. This may be a reflection of the practical difficulties of using public transport when travelling with children and/or the shorter distances that can be walked when accompanied by young children.

## Figure 13 – Distance travelled and transport used on visits to the natural environment









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# Expenditure

- Money was spent on 41% of visits taken with children, a significantly higher proportion than amongst visits taken by adults without children (23%).
- Reflecting the profile of activities more likely to be undertaken with children, around a third of visits (32%) involved expenditure on food and drink. Visits taken with children were also significantly more likely to involve expenditure on car parking, admission fees or gifts and souvenirs.
- The average spend per visit taken with children is around £11.50, around 70% more than the average spend on visits taken without children (c.£6.60).
- Given this higher average value per visit, while visits taken with children represent around 22% of the total volume of visits taken to the natural environment, they represent around 37% of total expenditure.

#### Table 5 – Items of expenditure

	No children in party	Visits with children
Any spend	23%	41%
Food and drink Fuel	16% 4%	<u>32%</u> 8%
Car parking	3%	8%
Admission fees	2%	6%
Gifts/souvenirs	1%	4%
Public transport fares Purchase of	2%	2%
equipment	0%	1%





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## Reasons for visits - 'to entertain children'

- Overall, in 11% of all visits taken by adults to the natural environment with or without children, the reason for taking the trip was 'to entertain children'.
- As shown in Figure 14, percentages were significantly higher in certain demographic groups, most notably:
  - People aged 25 to 34 23% of visits
  - Members of the BAME population 22% of visits
  - Women 14% of visits
  - Residents of urban areas (12%) and residents of the 10% least affluent areas of England (16%, as measured using Index of Multiple Deprivation).
- Adults with younger children were more likely to take visits for this purpose (49% of the visits taken by adults with children aged 3 or under in their household).
- Figure 14 shows the proportion of visits taken for the purpose of entertaining children both with and without a dog. This analysis was undertaken to remove any biases that could exist due to the significantly higher levels of dog ownership amongst the White population in comparison to the BAME population.

### Figure 14 - Proportion of visits taken 'to entertain children' by demographic groups













## Reasons for visits - other

- Figure 15 illustrates the significance of other motivations in decisions to take a visit with or without a child. It should be noted that these responses reflected the adult participant's reasons for taking the visit rather than that of the child.
- As shown in Figure 14 11% of all visits taken with or without children were motivated by the desire 'to entertain children'. Figure 15 illustrates that this proportion increases to 50% when there were children in the party. In 41% of visits taken with children, spending time with family was given as a motivation.
- Other main reasons for taking visits with children included enjoying fresh air or pleasant weather (26%), health and exercise (26%) and relaxing and unwinding (24%).
- In contrast visits taken with no children in the party were significantly more likely than those taken with children to be taken for health or exercise, to exercise a dog or to find peace and quiet.
- To learn something about the outdoors' was given as a reason for taking the visit in just 3% of visits taken with children.

## Figure 15 – Reasons for taking visit













## Positive outcomes of visits

- MENE respondents were asked to indicate how much they agreed with a series of pre-set statements regarding the potential positive outcomes of their visit to the natural environment. It should be noted that these responses relate to the positive outcomes for the adult respondent and not the children in their party.
- Figure 16 illustrates the proportions strongly agreeing with each statement, comparing responses amongst those visits taken with and without children.
- These results show that, from the adult's perspective, some of these outcomes are stronger when visits were taken without children. The largest variation was recorded for the statement 'I felt calm and relaxed' with 27% of those taking a visit with children agreeing strongly compared to 35% of those taking visits without children.
- It should be noted that the current survey is limited in its ability to capture motivations for taking visits with children and the positive outcomes of those visits.













## Further data collection

As a result of this analysis, various quantitative and qualitative survey methods - both as part of MENE and supplementary to it are being investigated to allow the collection of data that will build understanding of the scale and scope of children's visits to the natural environment, what motivates these visits and the outcomes.









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