

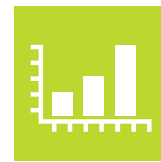
Monitor of Engagement with the Natural Environment

KEY FINDINGS FROM THE SURVEY



OVERVIEW: YEARS 1 TO 4

MENE is a weekly survey of the English adult population that captures data on use and enjoyment of the outdoors. The survey is now in its fourth year since it started in March 2009.



Visit levels



Visit takers



Destinations



Activities



Motivations & barriers



Appreciation & enjoyment

Visit levels are not static:



Yearly differences

-13%

Y2

Y3 +10%

Y4 +4%

Overall (over 4 years) less than 1%.

Years 1 to 4

5.5 bn
countryside visits



4.3 bn
visits to urban parks
/ greenspaces



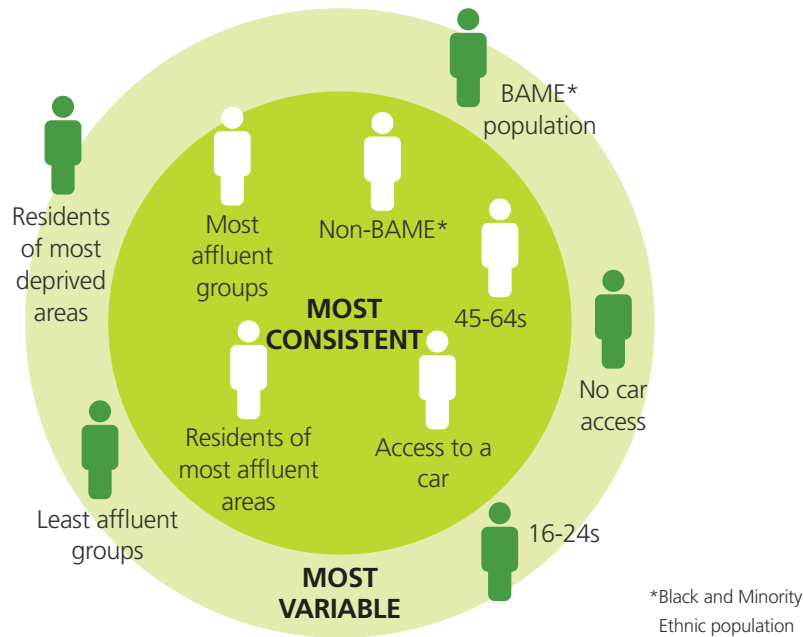
5.4 bn
visits involving
walking a dog



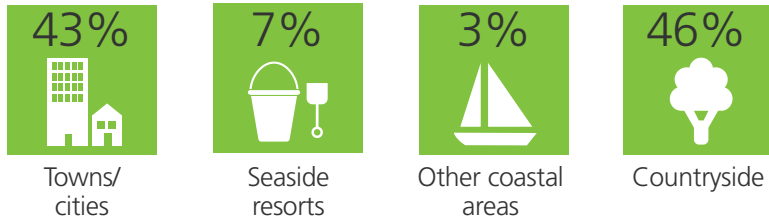
For more information and survey results, go to www.naturalengland.org.uk/ourwork/research/mene.aspx#results

VISITS: WHO, WHAT, WHERE?

Visit levels (last 4 years)



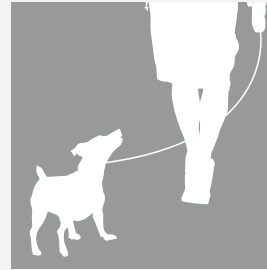
Places visited (year 4)



Top 3 specific destinations visited

Parks in towns / cities **25%** of all visits
 Paths/ cycleways / bridleways **16%** of all visits
 Woodlands / forests **13%** of all visits

Top activities undertaken (year 4)



1.4 bn visits

Walking with a dog



769m visits

Walking without a dog



235m visits

Playing with children



173m visits

Eating/ drinking out

Any type of walking undertaken on 76% of visits.

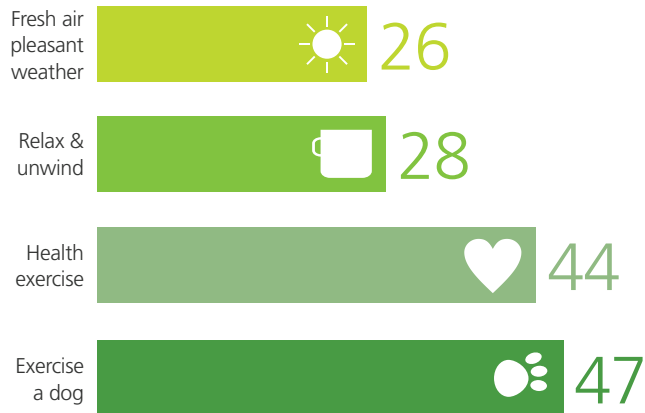
Year 4

Countryside: walking a dog **58%**

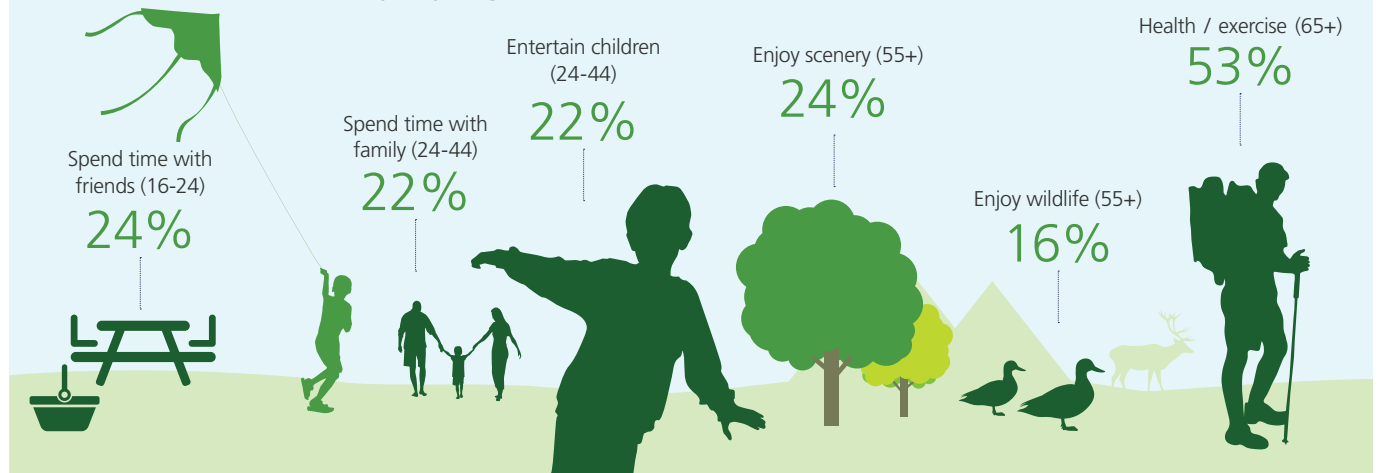
Coastal destinations: walking with a dog **45%**

MOTIVATIONS & BARRIERS (YEAR 4)

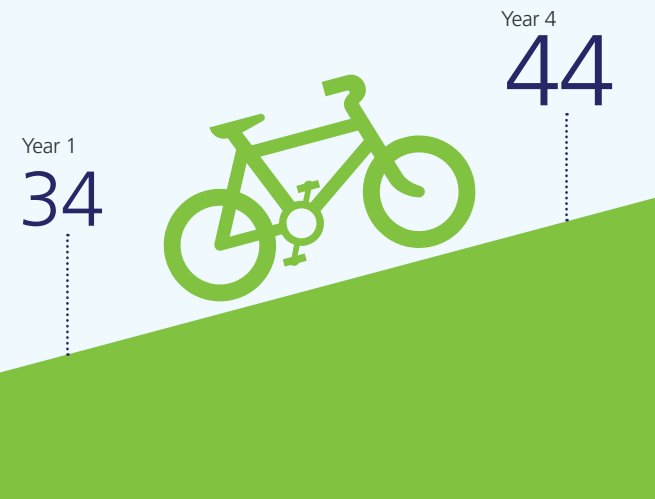
Top visit motivations (%)



Visit motivations vary by age...



Health / exercise overall increase (%)



The greatest reported barrier to visiting the outdoors is time:



Cost and weather

Although affecting small proportions, cost and poor weather have significantly increased in importance as barriers to outdoor visits since 2009:

Cost: **4%** to **7%**
 Poor weather: **8%** to **11%**



Other barriers

Illness / disability / old age: DE **51%**; Women **43%**; Non-BAME **42%**
 Busy at home: BAME **24%**
 Busy at work: Men **30%**; 25 to 44 **39%**
 Lack of interest / no reason: 16-24 **40%**

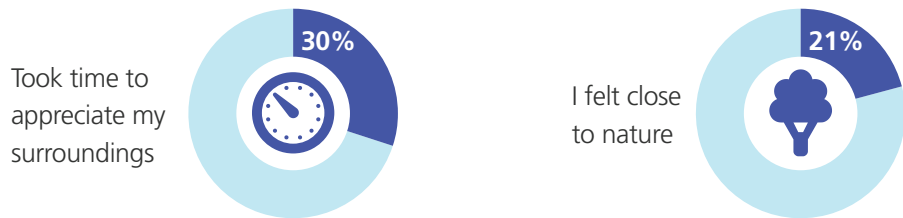


BENEFITS OF VISITING THE OUTDOORS (YEAR 4)


Enjoyment, relaxation, refreshment and appreciation of the natural environment are consistently reported benefits of visiting the outdoors.

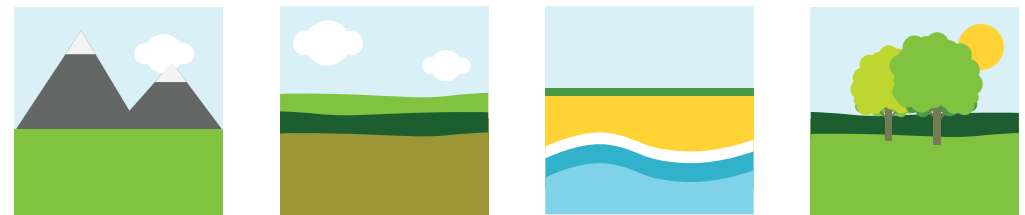


55+ more likely to agree with receiving positive outcomes from visits than younger people, especially:

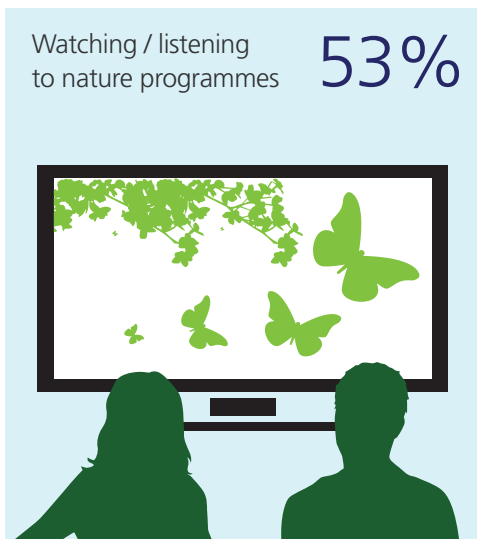
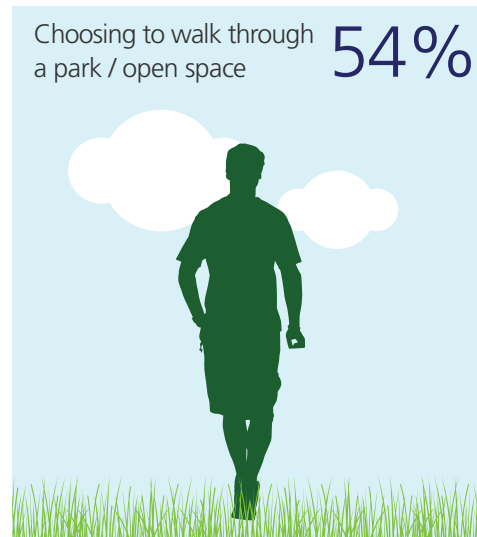
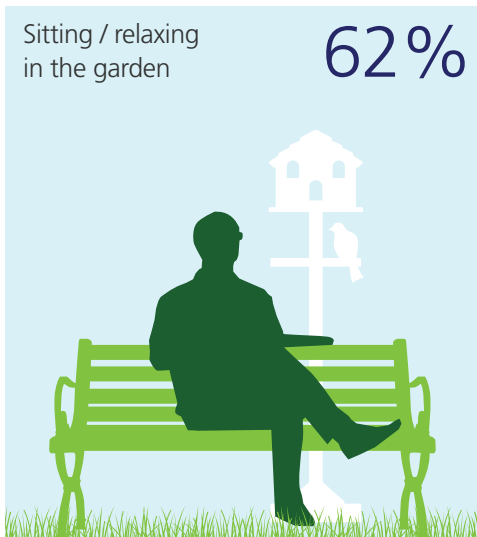


Most positive outcomes recorded for

 Mountain and moorland or coastal environment / Visits taken to enjoy scenery



OTHER FORMS OF ENGAGEMENT WITH THE OUTDOORS (YEAR 4)



Participation in any other outdoor related activities (e.g. gardening or watching nature programmes)

Most likely

Most affluent groups **97%**

55+ **95%**

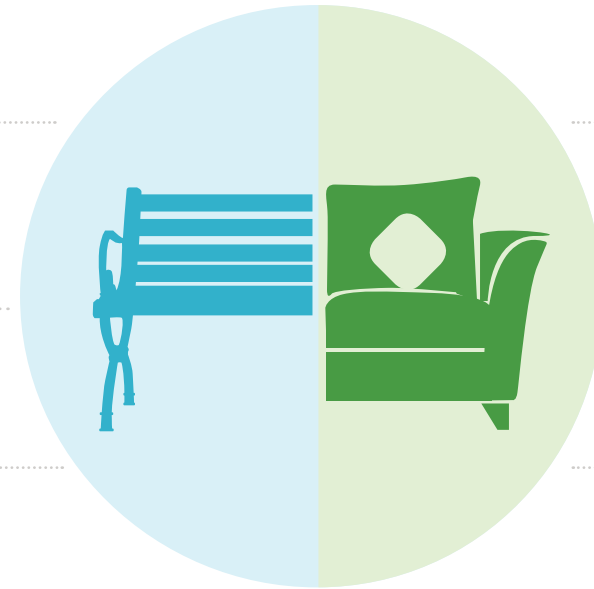
Non-BAME **95%**

Least likely

Least affluent groups **90%**

16-24 **89%**

BAME **87%**



The value of greenspaces



Over 9 in 10 are glad of natural places including those they may never visit

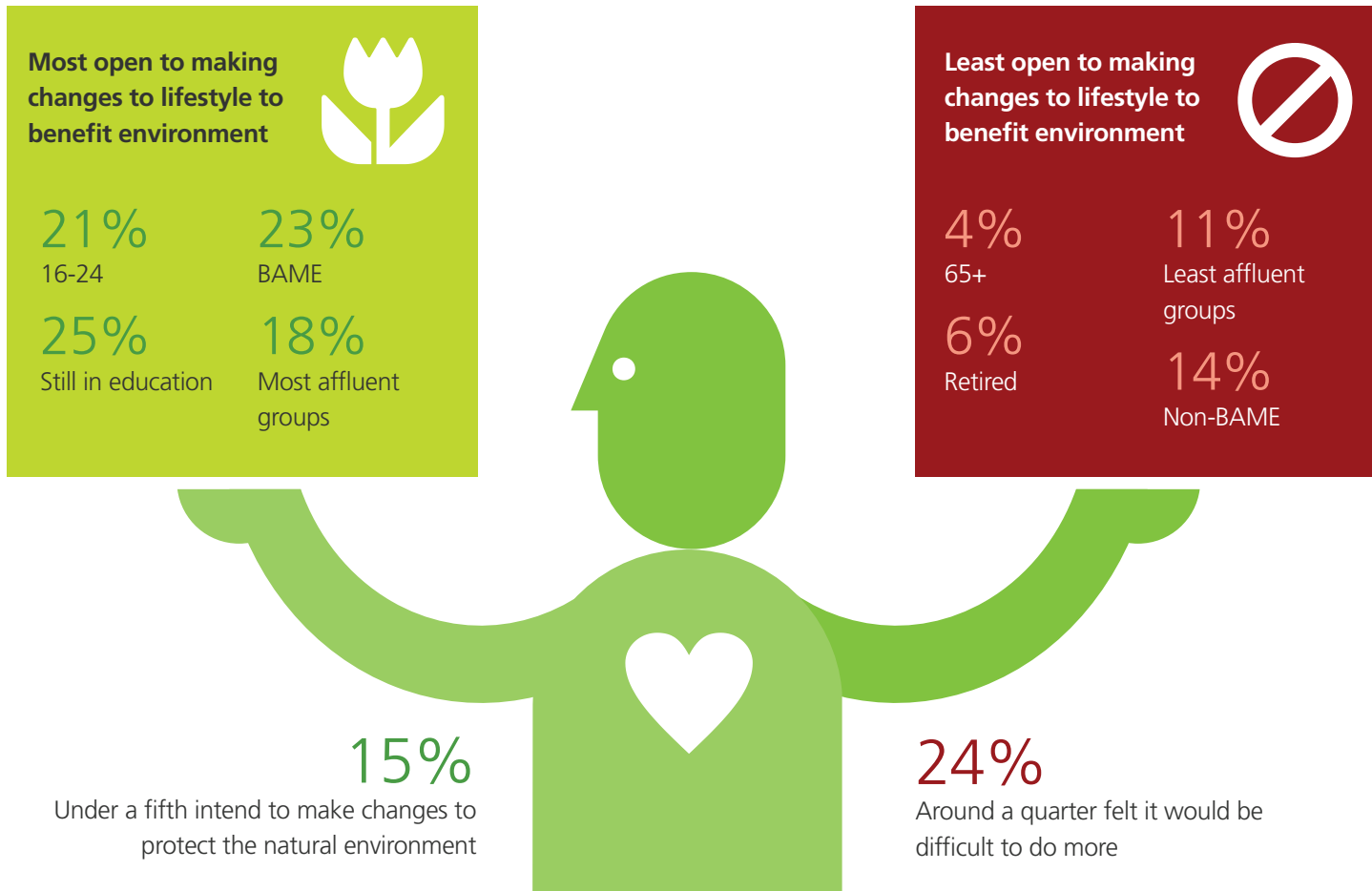


Local greenspaces are also valued by the majority

LIFESTYLES AND THE ENVIRONMENT (YEAR 4)

There is increasing resistance to protecting the environment through lifestyle changes

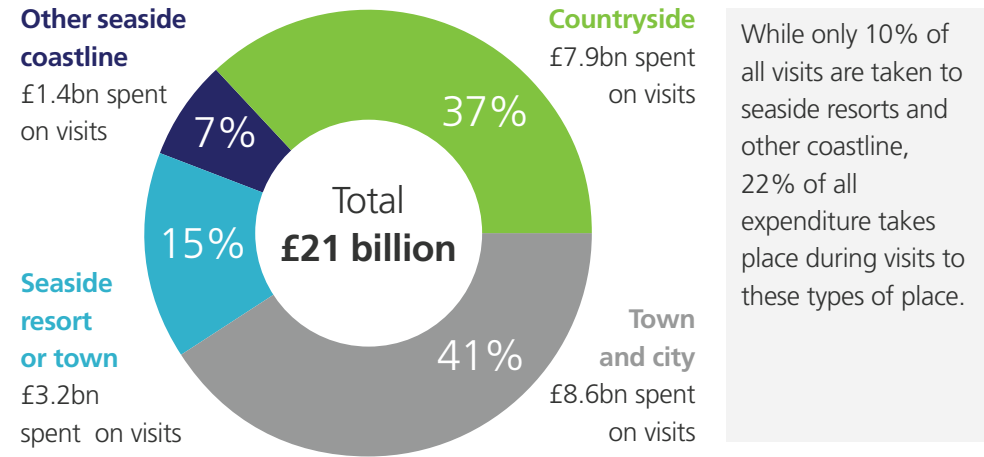
Unwilling to change  **26%**  **32%**



VISIT SPEND (YEAR 4)

27% of visits involved any expenditure ... An average of £27 was spent during these visits ... This equates to around £21 billion spend in total visits

No significant variations over last four years of MENE



Breakdown of how every £1 is spent on visits to the outdoors...

