

Natural England

Monitor of Engagement
with the Natural
Environment

2012-13 Annual results
presentation - Highlights

NE Access and Engagement



MENE 2012-13 Annual Results
Presentation

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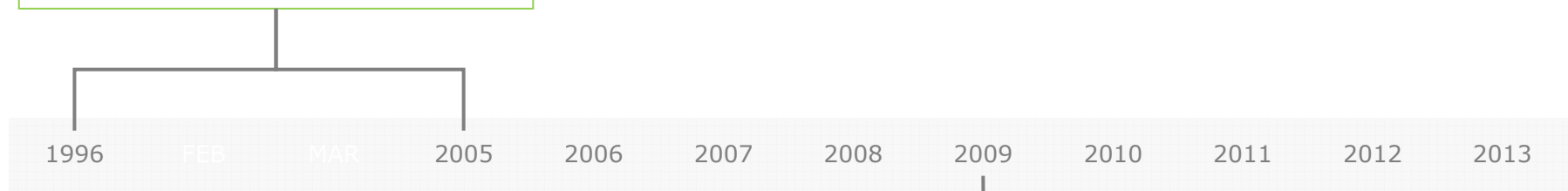
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Survey background

MENE has unique value in that it collects continuous data on engagement with the natural environment. It provides measurement of the volume of visits taken to the natural environment each month over an extended period, which has never been available before.

Series of surveys tracking participation in leisure day visits.
No detail on day-to-day use and enjoyment of the natural environment.

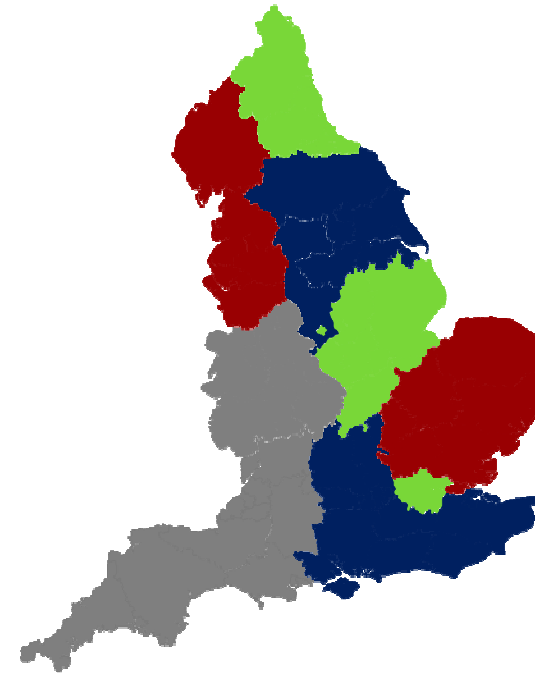


Natural England, Defra and the Forestry Commission commissioned TNS to undertake the Monitor of Engagement with the Natural Environment (MENE).



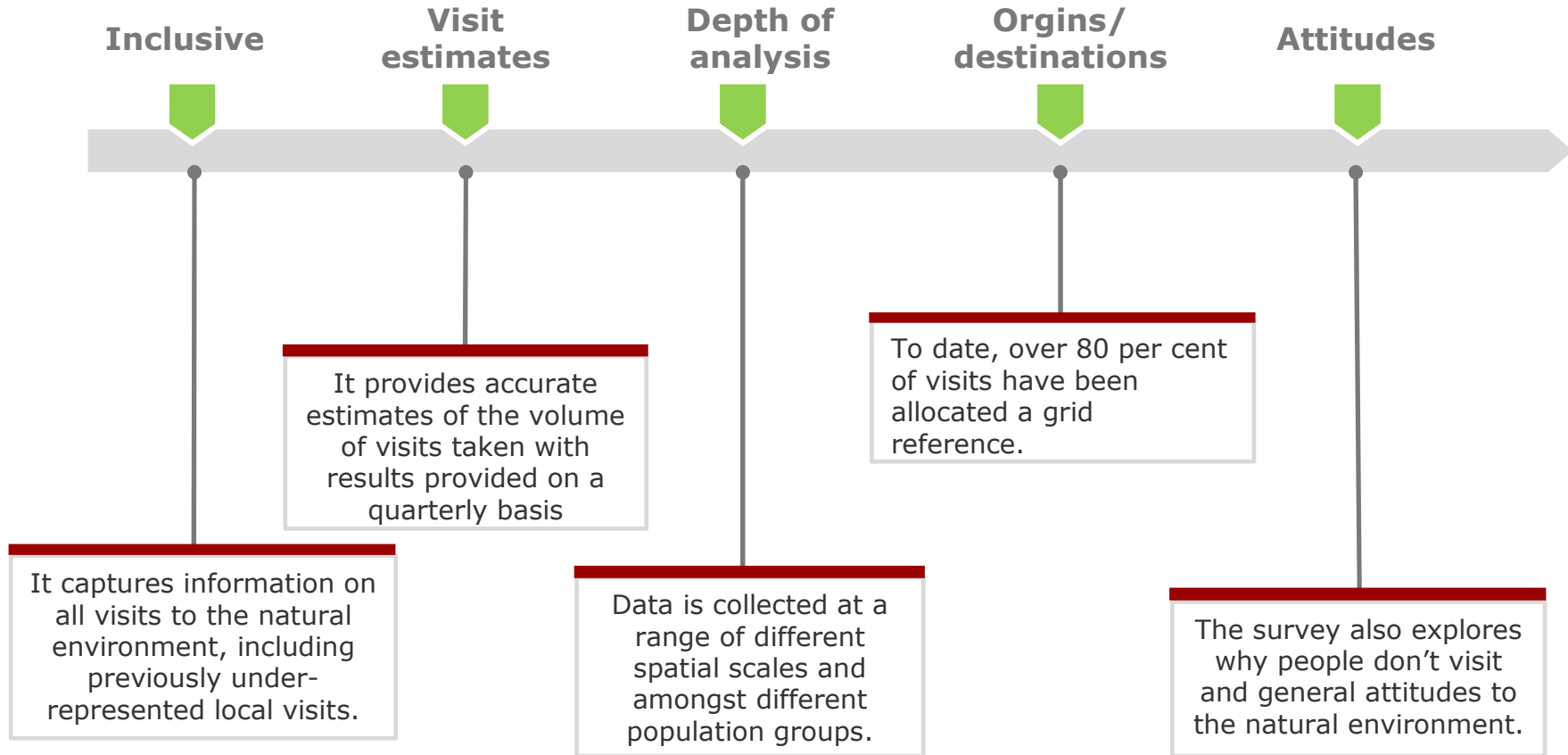
Survey purpose

- MENE provides the most comprehensive dataset available on people's use and enjoyment of the natural environment.
- It includes information on visits to the natural environment as well as other ways of enjoying the outdoors such as gardening, watching wildlife and volunteering.
- The growing database provides insight into trends in visit taking over time and allows analysis for smaller geographic areas and population groups.

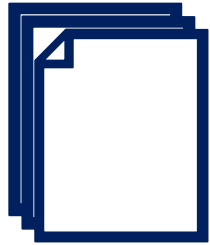


MENE is designated as Official Statistics and is subject to the Statistics & Registration Services Act 2007. The statistics are collated, analysed and disseminated according to the Code of Practice for Official Statistics and the Pre-release Order 2008.

What makes MENE different?



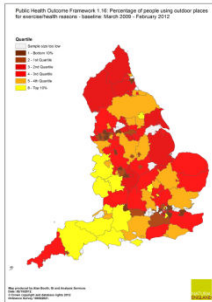
How is MENE being used?



As a data source in the Natural Environment White Paper section on reconnecting people and nature, highlighting the importance of the availability and quality of local green space.



As indicator 13 in Public enjoyment of the natural environment for Biodiversity 2020.



As one of the datasets for the Public Health Outcomes Framework including local authority level weights that make the data more robust at local level.

Plus:



As support data for the ONS Wellbeing analysis



By other organisations e.g. the University of Brighton and Nottingham National Ecosystem Assessment work

Survey method

In-home face to face interviews

- Weekly interviews on TNS omnibus survey
- Representative of the English adult population

Cumulative sample sizes

- Interviews – Years 1 to 4 – 188,780
- Main visit details collected – 160,376 visits
- Full visit details – 56,777 visits

Survey topics:



Volume of visits



Places visited



Activities



Duration



Distance



Transport



Reasons



Expenditure



Other engagement



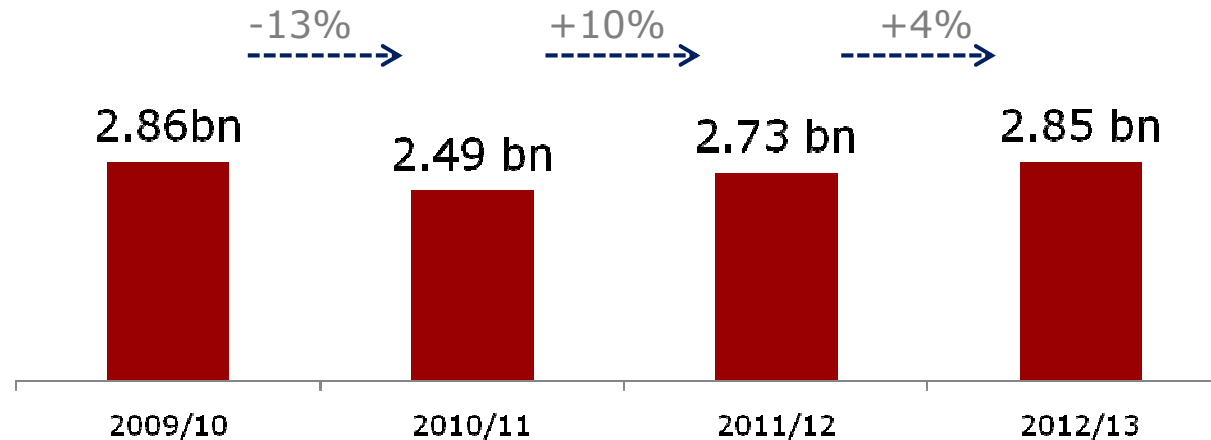
Barriers

Annual volume of visits

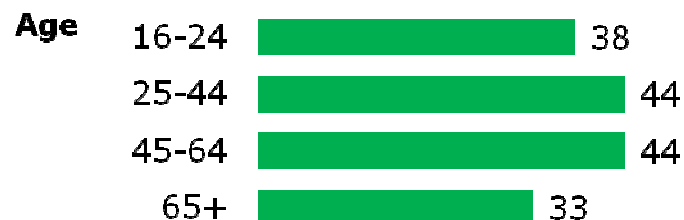
March 2012 to February 2013



Overall difference of less than 1% between years 1 and 4



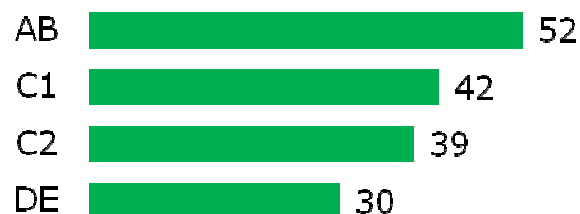
Participation in the last 7 days



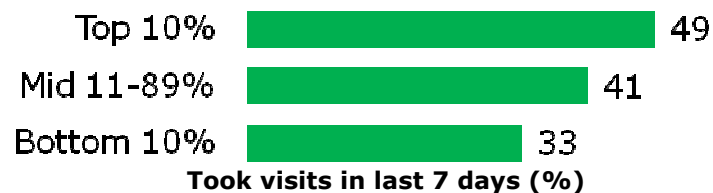
Long term illness or disability



Socio-economic status

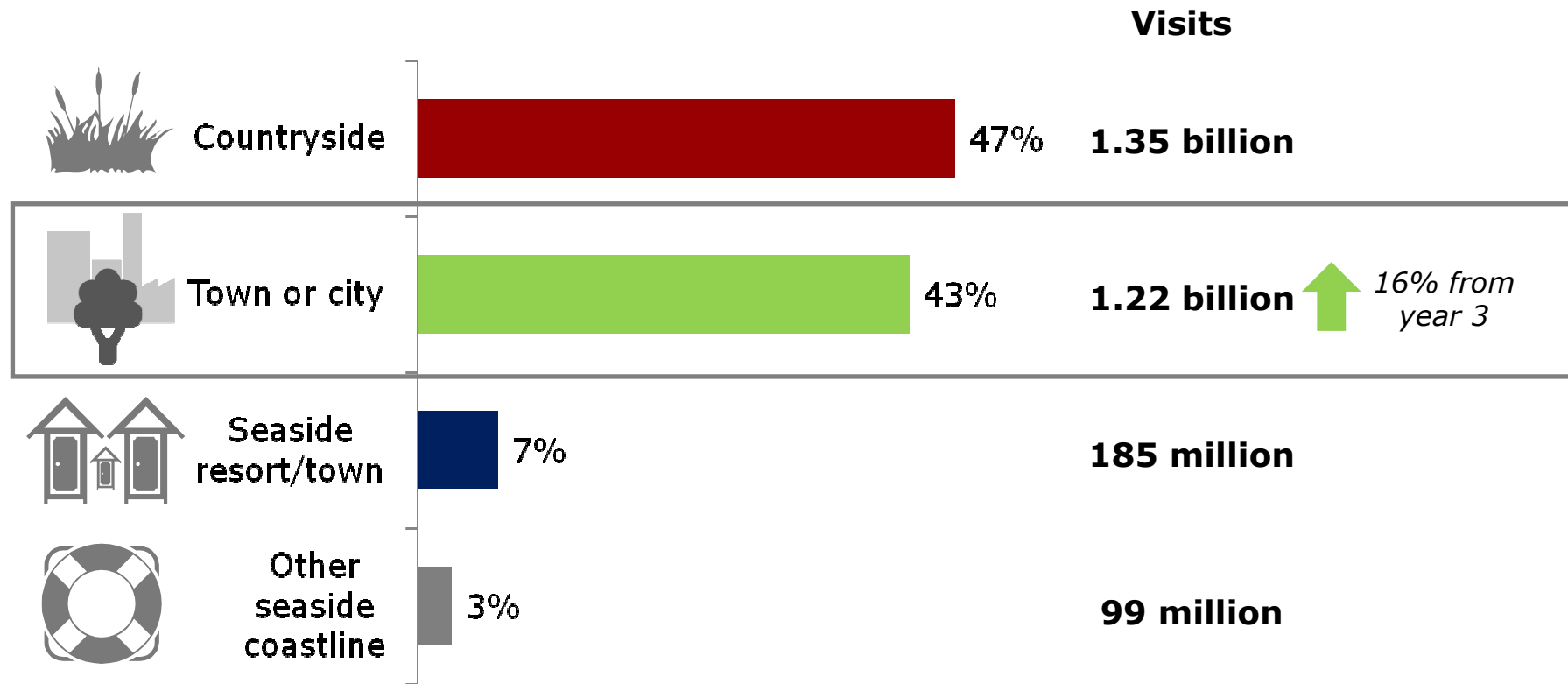


Index of Multiple Deprivation

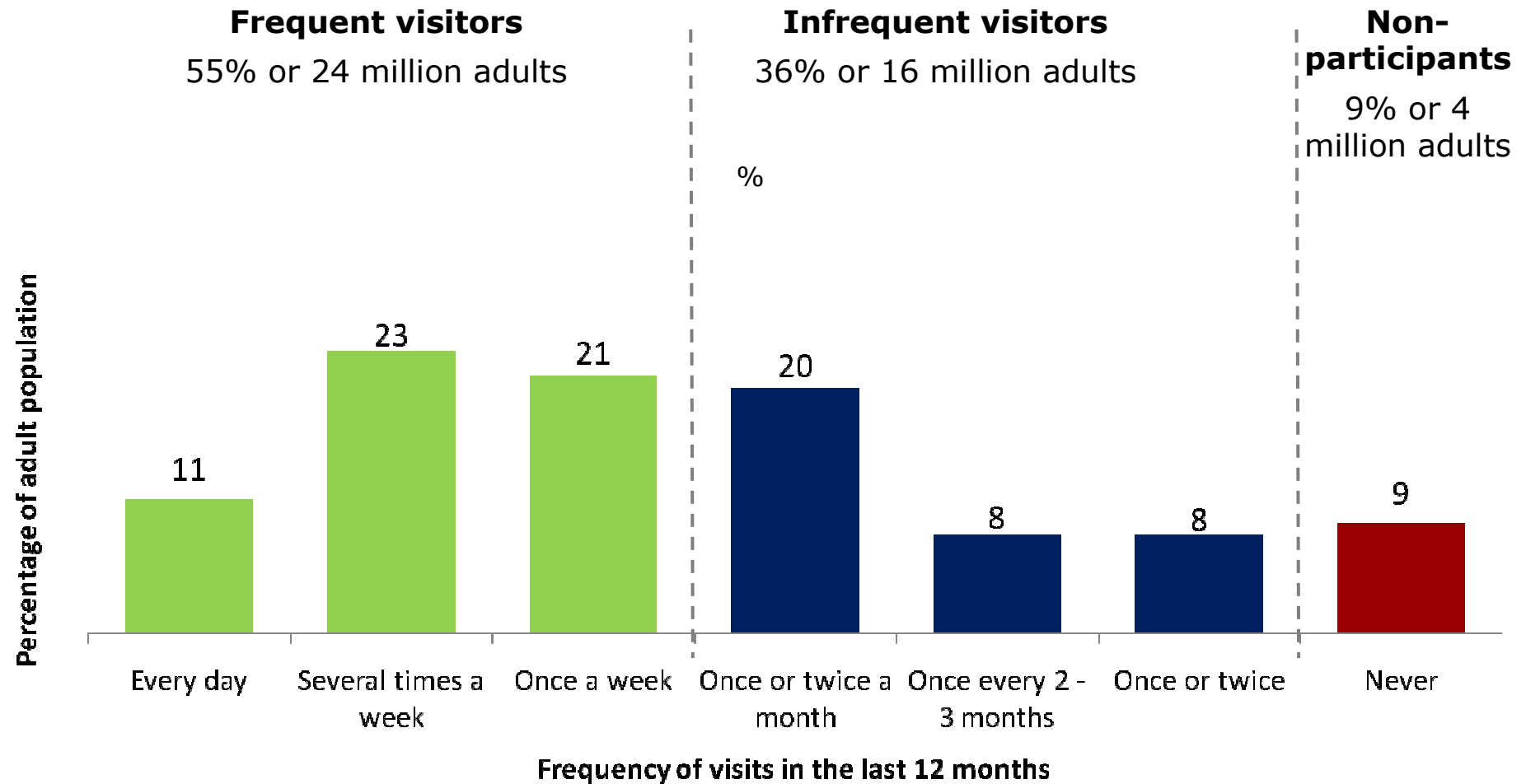


41%
of the population had taken one or more visit to the natural environment in the 7 days prior to interview

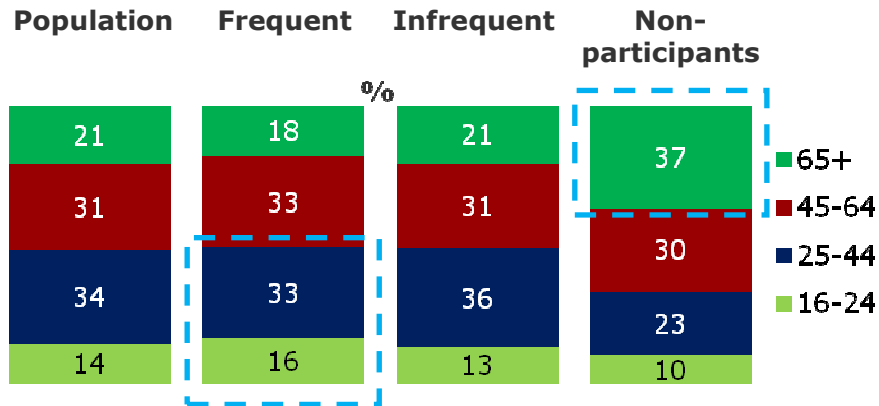
Types of place visited



General levels of engagement



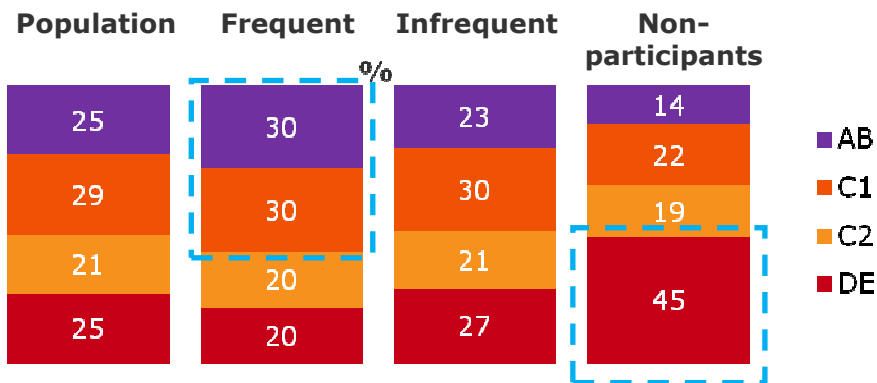
Age and socio-economic profile by frequency of visits



More likely to be...



Frequent visitor
 White ethnic origin (89%)
 16-44 (49%)
 AB (30%)

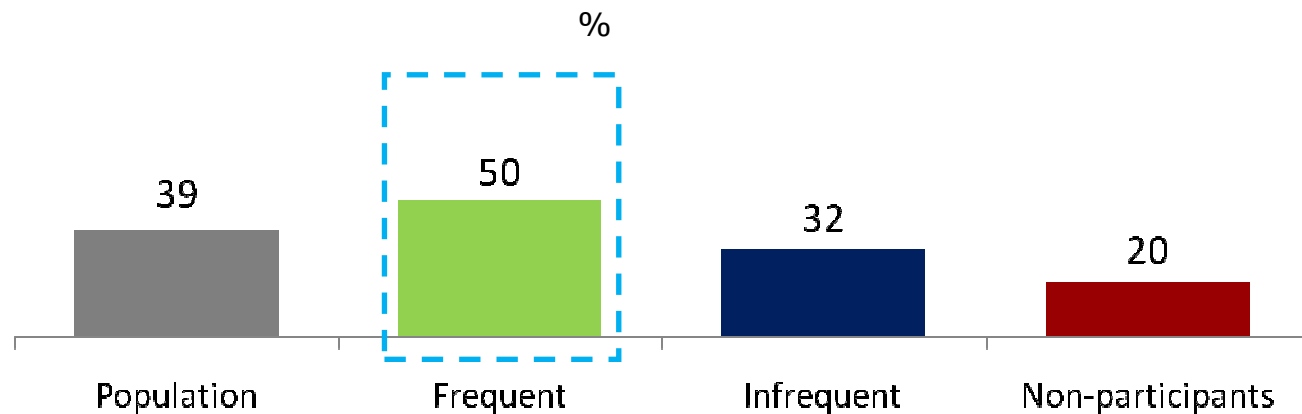
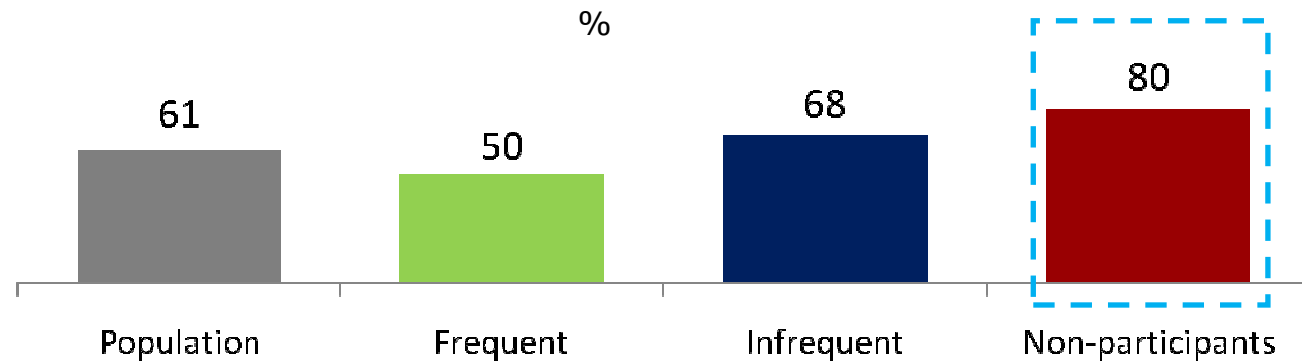


Non participant
 DE (45%)
 Retired (39%)
 With long-term illness/ disability (39%)
 BAME (20%)
 Resident of 10% most deprived areas (15%)

Frequent visitor – at least once a week (55% of population)
 Infrequent visitor – twice a month or less often (37% of population)
 Non-participants – not visited in the last 12 months (9% of population)

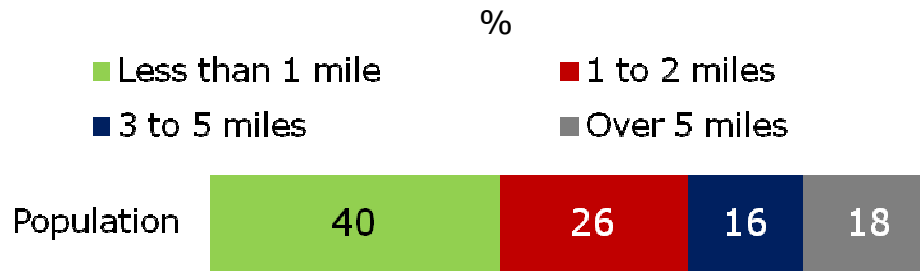
Levels of physical activity by frequency of visits

There is a clear relationship between visits to the natural environment and levels of physical activity.



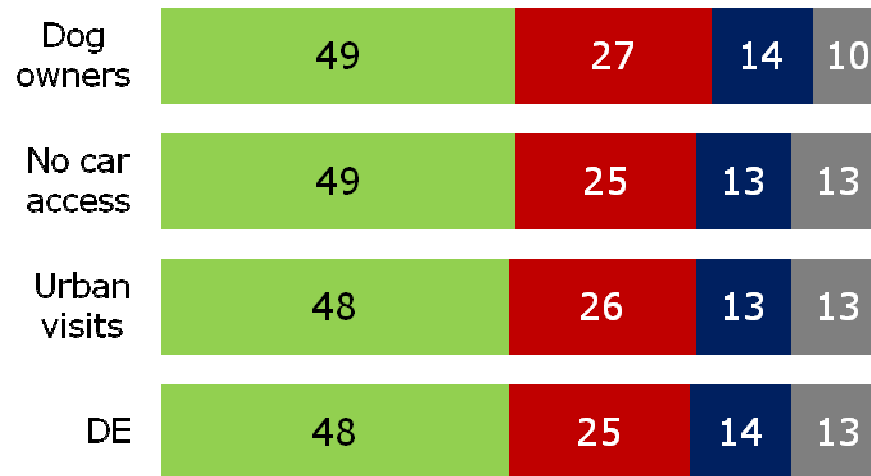
Distances travelled

Most visits are close to home and taken on foot



63%
of visits taken on
foot

Most likely to travel a shorter distance...



29%
of visits taken in a
car/ van



3%
of visits taken using
public transport

Types of place visited – volume of visits



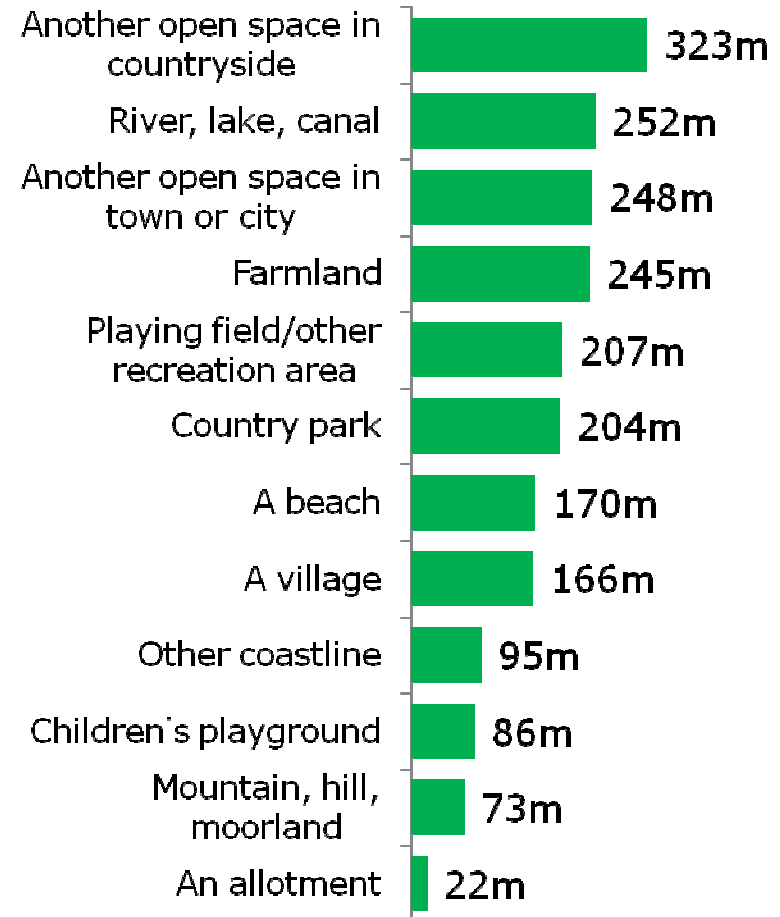
710 million
visits taken to parks in
towns/ cities



448 million
visits taken to paths/
cycleways/ bridleways



357 million
visits taken to
woodlands/ forests



Activities during visits to the natural environment - volume of visits



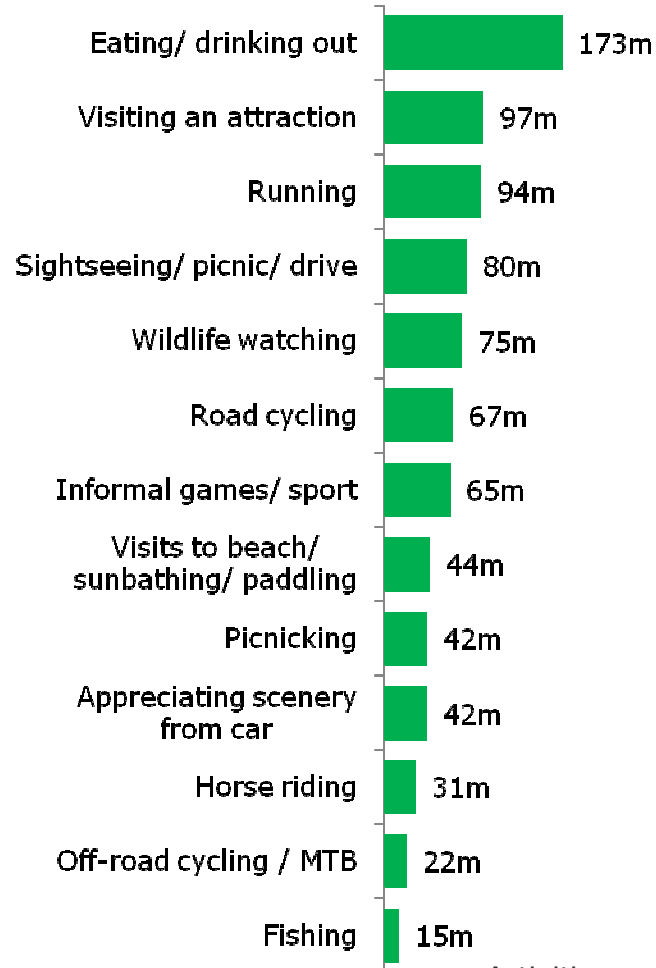
1.4 billion
visits where dog
walking undertaken



769 million
visits where walking
without a dog
undertaken



235 million
visits where playing
with children
undertaken



Activities undertaken by 1% or more shown in chart.

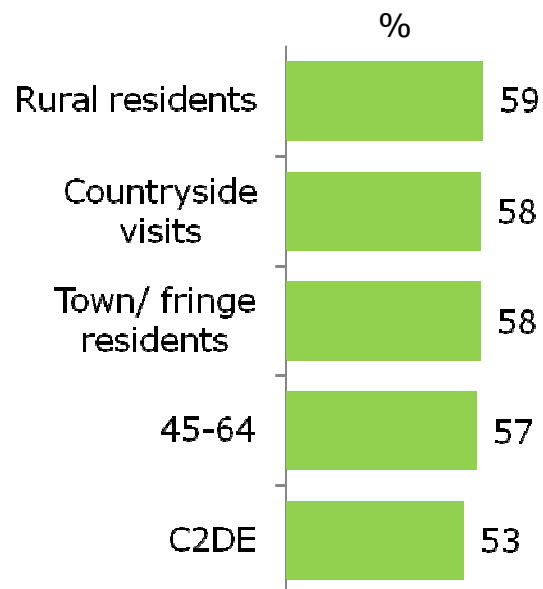
Activities during visits to the natural environment

Participant profiles



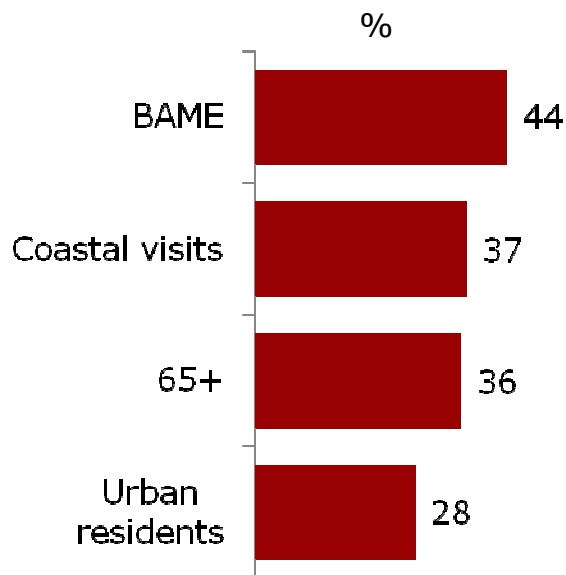
49%

of visits involved walking a dog



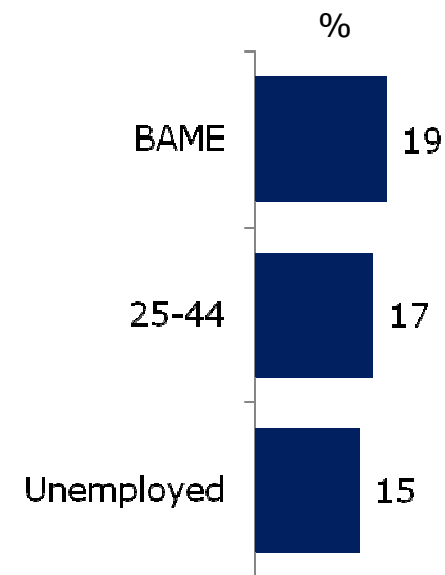
27%

of visits involved walking without a dog

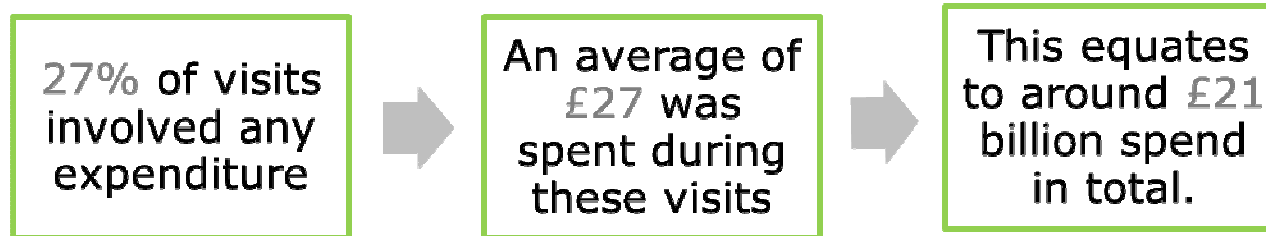


6%

of visits involved playing with children

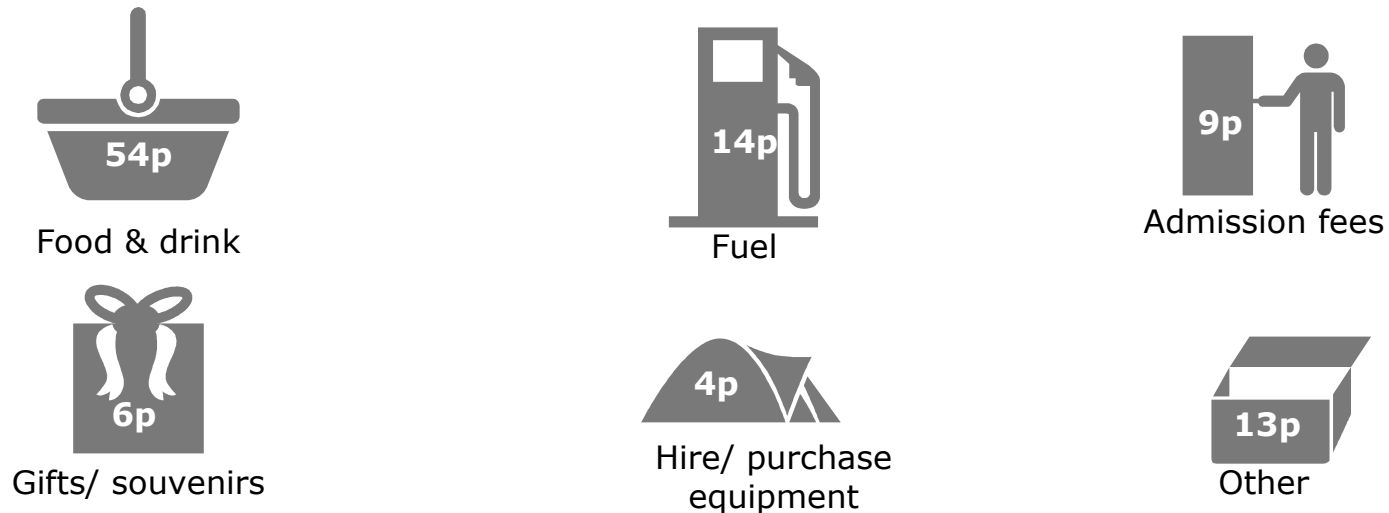


Expenditure during visits to the natural environment



No significant variations over last four years of MENE.

For every £1 spent...



Reasons for taking visits



47%
of visits had walking a dog as a motivation



44%
of visits were motivated by health/exercise

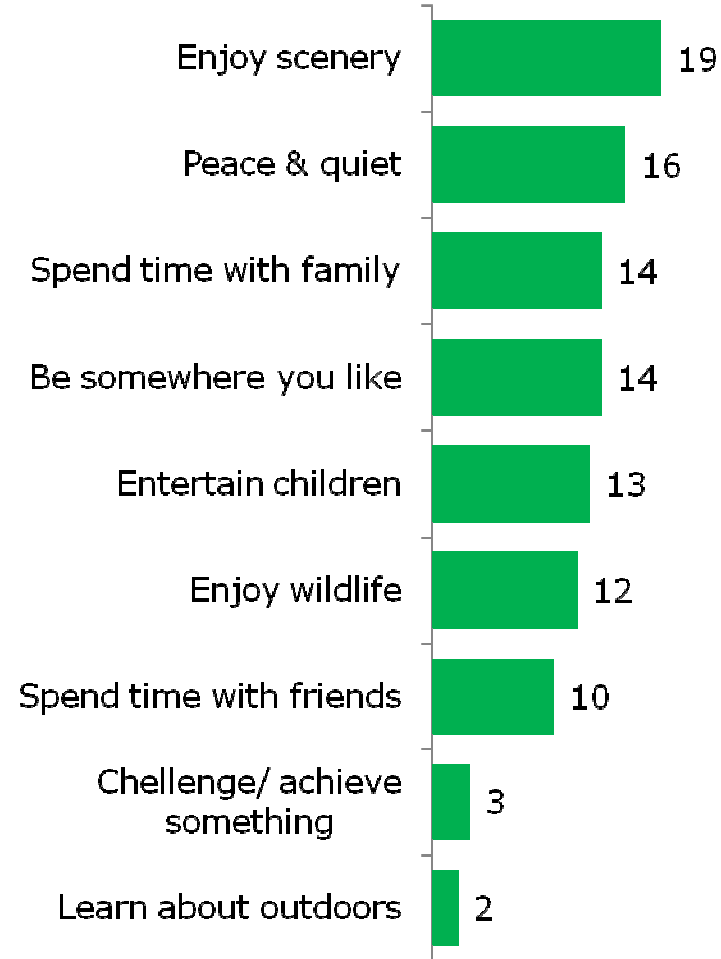


28%
of visits were taken to relax/unwind



26%
of visits were taken for fresh air/pleasant weather

Percentage of visits (%)



Variations in motivations for visiting outdoors among population groups



Gender

Men: health/ exercise (46%)
Women: entertain children (16%)



Age

16-24: time with friends (24%)
25-44: entertain children (22%)
spending time with family (22%)
55+: enjoy scenery (24%)
enjoy wildlife (16%)
65+: health/ exercise (53%)

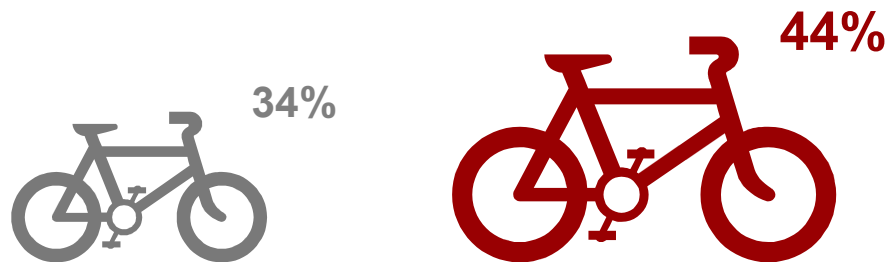


Socio-economic grouping

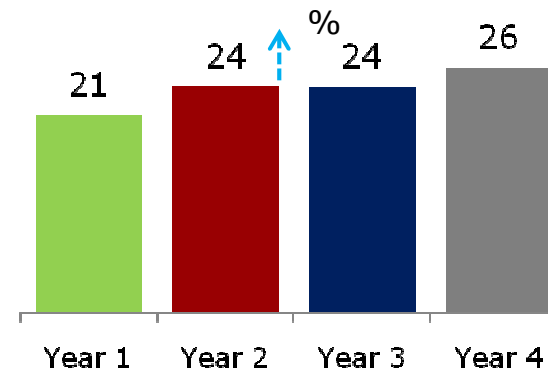
ABC1: health/ exercise (47%)
relax/ unwind (30%)
fresh air/ pleasant weather (30%)
C2DE: exercise a dog (51%)

Variations in motivations for visiting outdoors over time

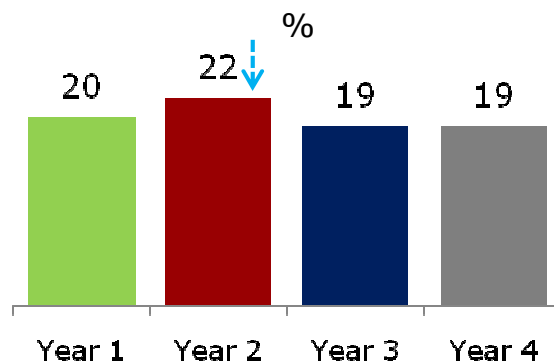
Overall health/ exercise increase (years 1-4)



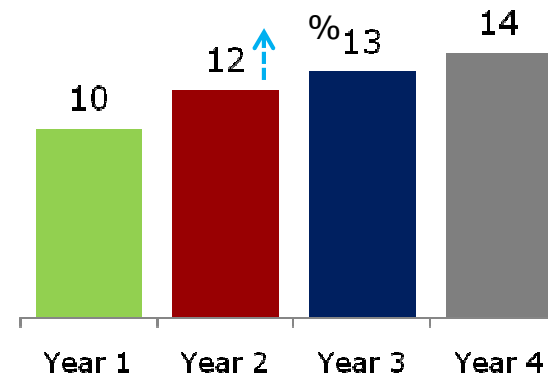
Fresh air/ pleasant weather



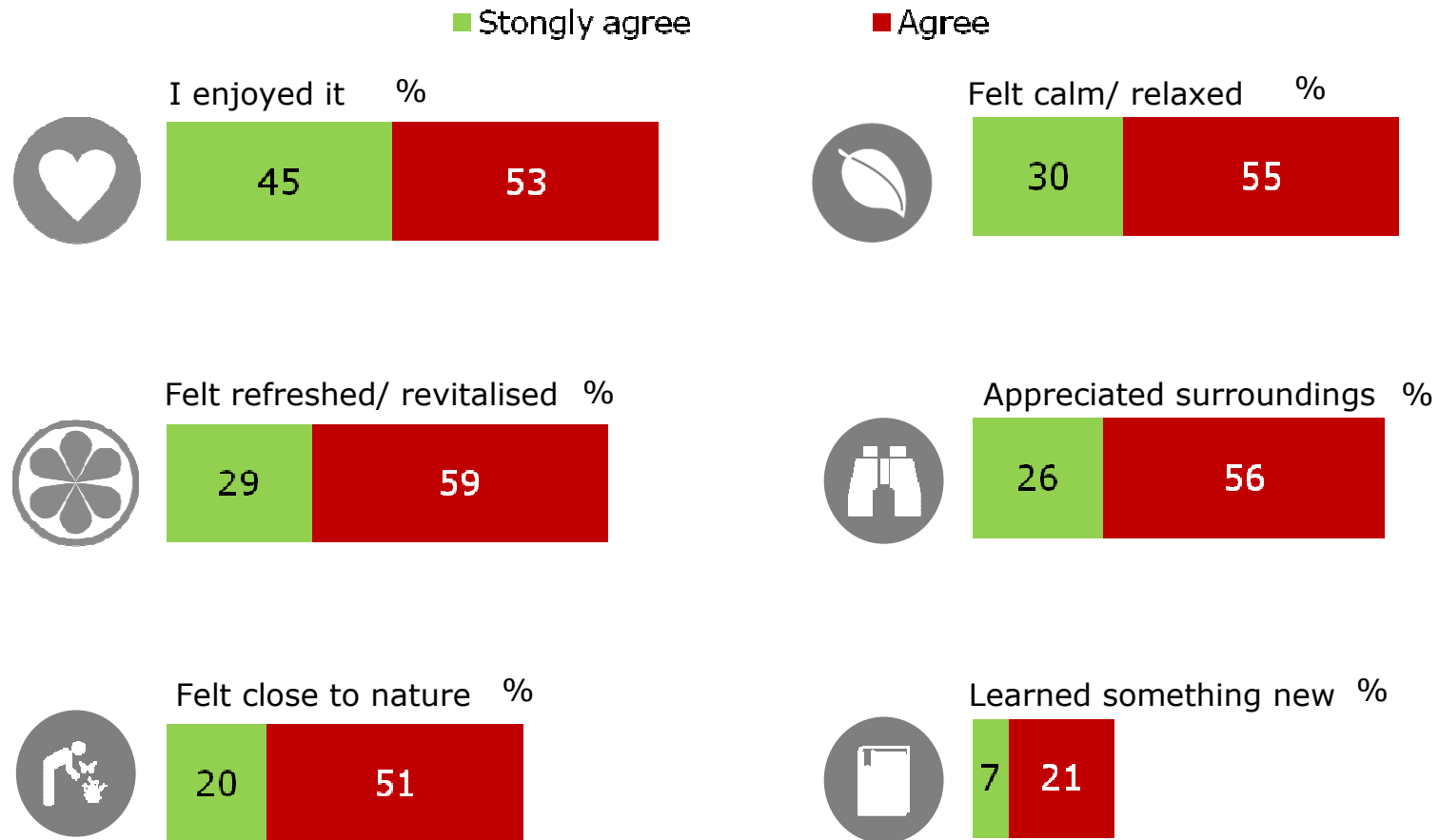
Enjoy scenery



Be somewhere you like



Outcomes of visits to the natural environment*



*Percentage of visits

Reasons for not participating more often



35%
**Health/ old age/
disability**



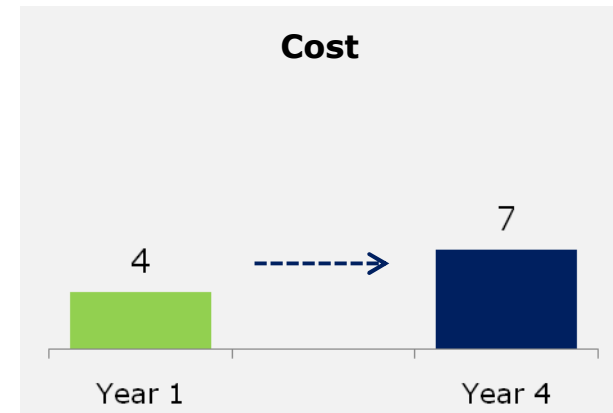
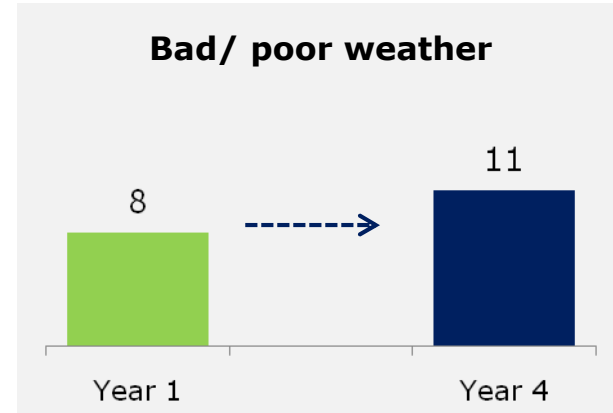
24%
Too busy at work



15%
Too busy at home



22%
**Not interested/ not
reason**



Other activities involving the natural environment



Sit/ relax in garden
(62%)



Walk through parks/
green spaces en route
elsewhere (54%)



Watch/ listen to nature
programmes (53%)



Gardening
(52%)



Looking at scenery
from car (43%)



Watch wildlife
(35%)



Look at books/
photos/ websites
(30%)



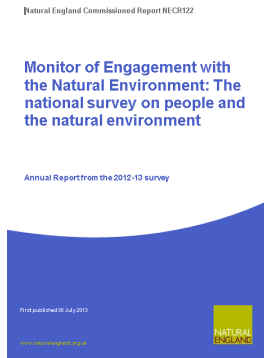
Unpaid voluntary
work (7%)

More likely:
55+
AB socio-economic group
Residents of least deprived
areas
In paid employment

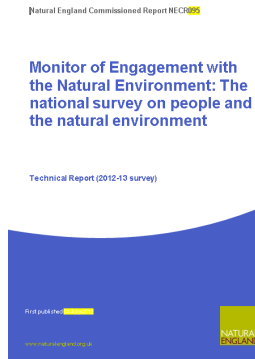
Less likely
BAME population
DE socio-economic group
Residents of most deprived
areas
16 to 24

Survey outputs

2012/13 Annual Report



Technical Report



Quarterly updates On-line data viewer



SPSS & Excel datasets

Infographics summary

Natural England MENE infographics report



Video podcast

Section 2
Who engages most
and why



Special analyses & reports



For further information relating to official statistics contact

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For all other questions contact Erica Wayman, MENE Project Manager

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MENE 2012-13 Annual Results Presentation

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Where to find the outputs

Access the outputs by going to:

www.naturalengland.org.uk/ourwork/research/mene.aspx

Or go direct to the online viewer at:

<http://naturalengland.tns-global.com/>

The screenshot shows the Natural England website interface. At the top, there is a navigation bar with links for 'Skip to content', 'Skip to section navigation', 'Home', and 'Contact us'. A search bar is located on the right. Below the navigation bar, the 'Our work' section is highlighted in a green banner. The main content area is divided into two columns. The left column contains a list of categories: Conservation, Farming and land stewardship, Enjoying the natural environment, Access: our legal role, Regulation and licensing, Landscape, Marine, Planning and development, Climate change and energy, Secure environmental future, Research and evidence (highlighted), Evidence register, Uplands, Water, and Consultations. Below this list is a 'Select a region' dropdown menu. The right column displays the 'Monitor of Engagement with the Natural Environment' page. The page title is 'Monitor of Engagement with the Natural Environment'. The main text describes the survey and provides links for 'Survey content', 'Survey method', 'How Natural England and its partners use the findings', 'Results, publications and data', 'Pre-release access list', 'Previous surveys', and 'Further information'. The 'Survey content' section explains that MENE collects information about visits to the natural environment. The 'Survey method' section states that fieldwork started in March 2009 with around 800 respondents interviewed every week across England using an in-home interview format.