

# Monitor of Engagement with the Natural Environment: exploring the relationship between visit frequency and attitudes towards the natural environment

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# Foreword

Natural England commission a range of reports from external contractors to provide evidence and advice to assist us in delivering our duties.

## Background

The relationship between people's experiences in nature and their attitudes and behaviours is complex. This report was commissioned to explore some of these relationships by analysing data from the Monitor of Engagement with the Natural Environment survey (MENE).

Natural England commissioned MENE to monitor changes in use of the natural environment over time, at a range of different spatial scales and for key groups within the population. The results of the MENE survey and associated analysis of MENE data, including the findings of this study are used by Natural England, its partners and data users to:

- Inform on-the-ground initiatives to help them link more closely to people's needs.
- Evaluate the impact and effectiveness of related policy and initiatives.
- Measure the impact of and inform policy relating to the natural environment.
- Identify requirements for further research and analysis.

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### Further information

This report can be downloaded from the Natural England Access to Evidence Catalogue:

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# Summary

We know that the relationship between people's experiences in nature and their attitudes and behaviours is complex. This report explores some of these relationships by analysing data from the Monitor of Engagement with the Natural Environment survey (MENE).

The analysis focuses on the relationship between how frequently people visit the natural environment and attitudes towards the natural environment. It should be noted that analysis of cross-sectional survey data can only provide an indication of association between variables and cannot help us to understand causality or the direction of relationships.

The findings confirm that a relatively large proportion of visits to the natural environment are undertaken by a small proportion of the population. We estimate that just 11% of adults in England take more than half (53%) of all visits to the natural environment. In contrast, almost a half of adults in England (46%) take only 6% of all visits.

It highlights the complex range of factors that influence how frequently people undertake visits to the natural environment, and that interpreting changes in visit frequency over time should consider these factors.

Analysis of the relationship between visit taking and attitudes towards the natural environment reveals a complex and nuanced relationship. The analysis found a relatively weak correlation between people's visit frequency and their broader concerns for the natural environment. It found a relatively stronger (though still relatively weak) correlation between visit frequency and personal relevance of natural environments to people's everyday lives, including the personal benefits reported from visits (such as enjoyment and relaxation) and the importance of the natural environment to people's everyday life. "*Spending time out of doors is an important part of my life*" was the environmental concern question with the strongest association with visit frequency, and the relationships between this statement and personal outcomes reported from visits were stronger than with visit frequency.

The report identifies the need for further research and analysis in this area.

# 1 Background

## 1.1 Introduction

Natural England is the Government's adviser on the natural environment. The organisation's purpose is to conserve, enhance and manage the natural environment for the benefit of present and future generations, thereby contributing to sustainable development (Natural Environment and Rural Communities Act, 2006). Within this general purpose the Act sets out three duties that relate to the public. These are:

- securing the provision and improvement of facilities for the study, understanding and enjoyment of the natural environment,
- promoting access to the countryside and open spaces and encouraging open-air recreation, and
- contributing in other ways to social and economic well-being through management of the natural environment.

In order to deliver this remit, a better understanding of the relationship between people's experiences in the natural environment and their attitudes and behaviours is an area of key interest. More specifically there is interest in how, where and when people visit the natural environment, the benefits they enjoy as a result of visiting, the mechanisms through which these benefits are realised, as well as the role of values and wider attitudes towards the environment and the role they may play in engendering different behaviours.

We know, however, that the relationship between people's experiences in nature and attitudes and behaviours is complex. This report explores some of these relationships by analysing data from the Monitor of Engagement with the Natural Environment survey (MENE).

The analysis in this report focuses on the relationship between how frequently people visit the natural environment and attitudes towards the natural environment. It should be noted however that analysis of cross-sectional survey data can only provide an indication of association between variables and cannot help us to understand causality or the direction of relationships.

Nevertheless insights about the nature of these relationships can help us to start to understand some of the factors that influence attitudes and identify areas for further research and analysis.

### **The Monitor of Engagement with the Natural Environment (MENE) survey**

The Monitor of Engagement with the Natural Environment (MENE) survey was commissioned by Natural England, Defra and the Forestry Commission. It provides the most comprehensive dataset available on people's use and enjoyment of the natural environment. Although the main focus of the survey is on visits to the natural environment, MENE also captures other relevant information, including people's attitudes towards the natural environment and participation in pro-environmental behaviours.

The survey has run continuously since March 2009 with at least 800 interviews conducted every week with a representative sample of adults (aged 16+) living in England. Over a 12 month period, 40,000 interviews are completed and information is collected on over 20,000 visits to the natural environment. This provides a large dataset about the population's behaviours and attitudes which can be analysed at a range of spatial scales and for particular subsets of the population.

## 1.2 Methodology

This report uses MENE data from the period March 2009 to February 2012. The total cumulative base for this period was 142,031 interviews although some questions are based on lower sample sizes, as not all questions are asked continuously.

Key questions from MENE included in this analysis are listed below:

Question	Question number	Question Type
<b>How many visits taken in last 7 days:</b> Firstly I would like to record details of occasions when you made out of door visits during each of the last 7 days. How many times, if at all, did you make this type of visit yesterday/on <DAY>?	Q1	Numeric
<b>General frequency of visits to natural environment:</b> Now thinking about the last 12 months, how often, on average, have you spent your leisure time out of doors, away from your home?	Q17	8 pre-coded bands
<b>Car ownership:</b> Do you own or have access to a car?	Q19	Yes / No
<b>Dog ownership:</b> Do you have a dog?	Q20	Yes / No
<b>Regular exercise:</b> In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?	Q21	Yes / No
<b>Illness / disability:</b> Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?	Q22	Yes / No
<b>Visit outcomes:</b> And still thinking of this visit, how much do you agree or disagree with the following statements? ...I enjoyed it ...It made me feel calm and relaxed ...It made me feel refreshed and revitalised ...I took time to appreciate my surroundings ...I learned something new about the natural world ...I felt close to nature	E1_1 to E1_6	6 x Yes / No
<b>Attitudes to the natural environment:</b> How much do you agree or disagree with the following statements? ...Spending time out of doors is an important part of my life ... I am concerned about damage to the natural environment ... There are many natural places I may never visit but I am glad they exist ... Having open green spaces close to where I live is important.	E2_1 to E2_4	5 point Likert
<b>Activities undertaken in the natural environment:</b> Which of the following activities involving the natural environment do you take part in? Please choose everything you do, both regularly and occasionally.	E3	8 x Yes / No
<b>Pro-environmental activities:</b> Which of the following environment-related activities do you do?	E4	7 x Yes / No

The full questionnaire and related survey details are available online at the following:  
<https://www.gov.uk/government/collections/monitor-of-engagement-with-the-natural-environment-survey-purpose-and-results>

Analysis undertaken for this report explores what MENE can tell us about the relationship between people's attitudes towards the natural environment and their frequency of visits to the natural environment.



This analysis has primarily focused on understanding associations between the measures included in the survey which relate to frequency of visits to the natural environment and attitudes to the natural environment. The analysis is conducted in a cross-sectional manner, with the three years of survey responses handled as one data set. No time series analysis has been undertaken as part of this report.

A range of analytical techniques have been used to explore and understand relationships in the data including Spearman Rank correlations and Associative Network Mapping.

Note that this analysis cannot provide information on the nature of these relationships or the direction of causality<sup>1</sup> and it is clear that further research is required to understand the relationship between visit behaviours, attitudes towards the natural environment and measures of pro-environmental behaviours.

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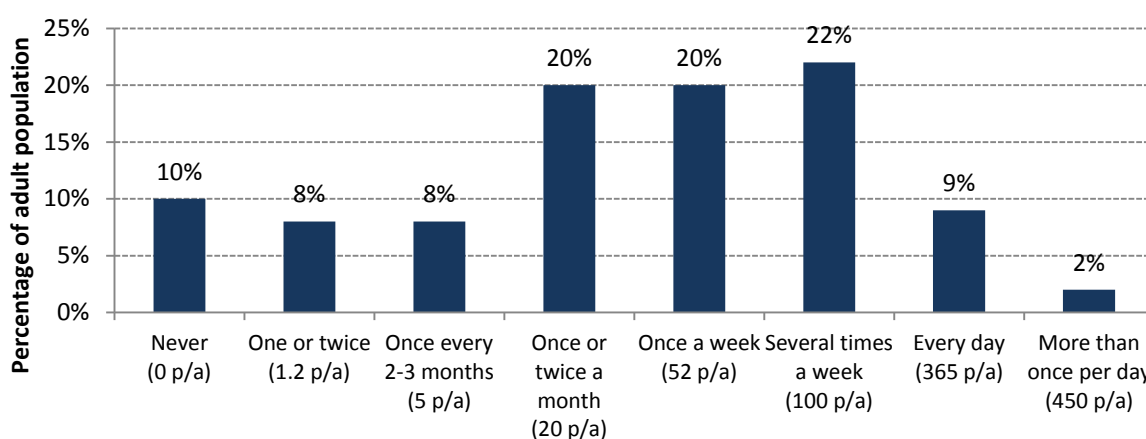
<sup>1</sup> Please note that this analysis was not explicitly set-up to assess the causal nature of this relationship. Data relationships have been inferred from correlation analysis and we are not strictly able to test or verify the causal precursors of attitudinal or behaviour change.

## 2 Results

### 2.1 Frequency of visits to the natural environment

The MENE question “*Now thinking about the last 12 months, how often, on average, have you spent your leisure time out of doors, away from your home*” (Q17) provides a measure of an individual’s general frequency of visits to the natural environment. This question has been used in this analysis in preference to other measures of visit frequency (for example the question “*How many visits made in last 7 days*”(Q1)) as it is not prone to seasonal fluctuations or spurious influences on people’s recent behaviour (i.e. activities which could have been unusual or exceptional in any recent time period before the survey). It is therefore considered to be a more reliable measure of general frequency of visits to the natural environment.

As shown in Figure 1 below, people’s general visit frequency varies substantially from “Never” taking any visits to the natural environment to taking them more than once a day.



**Figure 1: Breakdown of responses to Question 17, Frequency of visits to the natural environment (estimated annual visit frequency for each response option shown in brackets)**

It is apparent from this distribution that the majority of people undertake visits to the natural environment between “once or twice a month” to “once a week” (40% of people.) Only 33% take visits very frequently (several times a week or more). 26% of people visit infrequently no more than once every 2-3 months or never.

To facilitate a different type of analysis and interpretation of the results of this question, responses were converted into estimates of the annual number of visits taken to the natural environment – for example, we can estimate that someone who reports taking visits every day has taken 365 visits in a year, while someone who takes visits once a week had taken 52 visits in a year.

Estimates of annual visit numbers (shown in brackets in Figure 1 above) have been applied to all survey respondents, making it possible to estimate the total annual volume of visits taken by people in each of the visit frequency bands<sup>2</sup>.

As shown in Table 1 below, this total volume of visits has then been used to establish the number of visits taken per year by each of the visit frequency bands, and nested into five groups (see column furthest to the right).

<sup>2</sup> While some of these annual visit numbers are based directly on the frequency band description (e.g. ‘every day’ = 365 visits per year, ‘once a week’ = 52 visits per year), others are broader estimates agreed by the study team (e.g. ‘one or twice’ = 1.2 visits per year, ‘more than once per day’ = 450 visits per year).

Q17 Typical visit frequency bands	Estimated number of visits per person per year	Percentage of people in this visit frequency band	Percent of total visit number taken by people in this visit frequency band	Nested groups
More than once per day	450	2%	12%	<b>53%</b> At least once a day
Every day	365	9%	41%	
Several times a week	100	22%	28%	28% Several times a week
Once a week	52	20%	13%	13% Once a week
Once or twice a month	20	20%	5%	6% Less than once a week
Once every 2-3 months	5	8%	1%	
Once or twice	1.2	8%	0%	
Never	0	10%	0%	0% Never
<b>Total</b>		<b>100%</b>	<b>100%</b>	

**Table 1: Distribution of annual visits taken by typical visit frequency**

This new analysis shows that a large proportion of visits taken to the natural environment in a year are undertaken by a relatively small proportion of the overall population. The analysis indicates that 11% of people undertake more than half (53%) of all visits to the natural environment, whereas almost a half of people (46%) only take 6% of all visits.

This finding supports other analyses that have shown that there is still a large proportion of the population who visit the natural environment very infrequently or not at all, and are therefore less likely to experience benefits from visiting.

## 2.2 Attitudes to the natural environment

As well as measuring visit behaviour, MENE includes a number of asks 4 questions to capture data on people's attitudes towards the natural environment. Two concern the importance of natural environments in everyday life (*'spending time outdoors in important part of my life'* and *'having open green spaces close to where I live in important'*) and two reflect concern for wider environmental issues (*'there are many natural places I may never visit but I am glad they exist'* and *'I am concerned about damage to the natural environment'*). Headline responses to these statements are summarised in Figure 2 below.

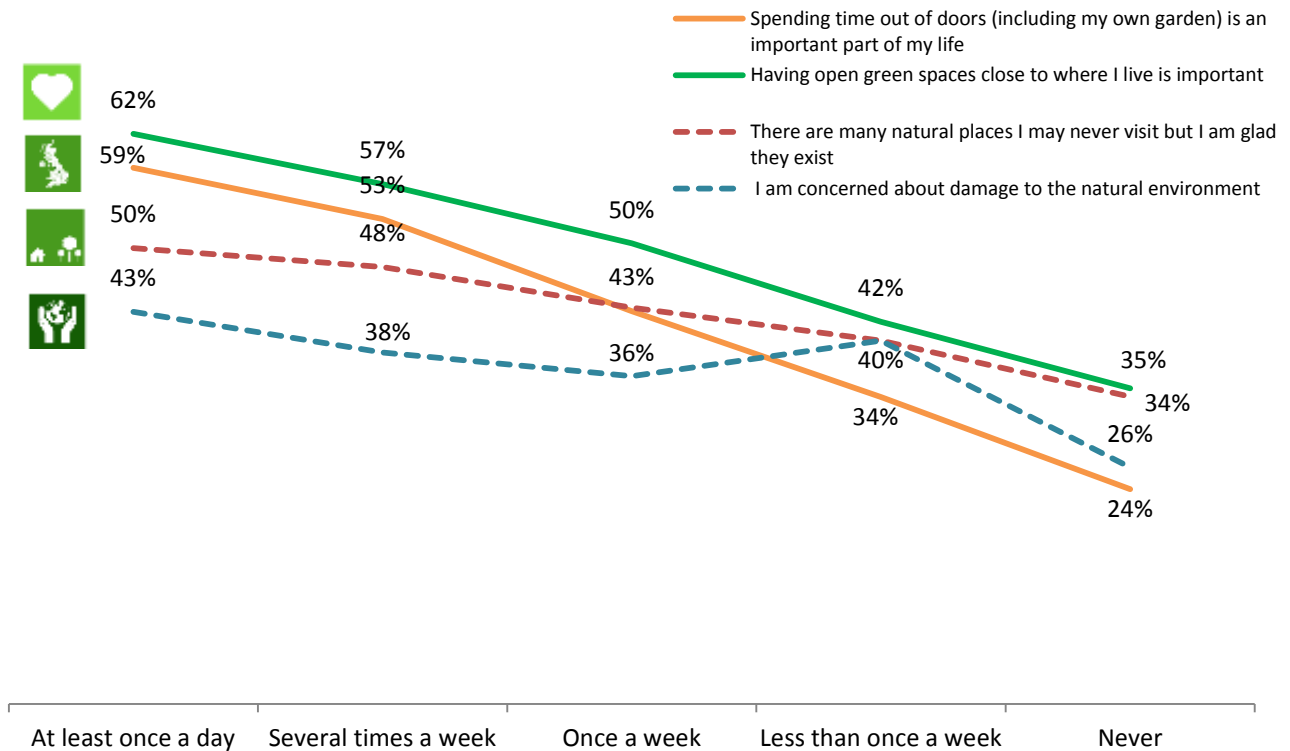
**Figure 2: Attitudes to the natural environment**



While the majority of survey respondents 'agree' or 'strongly agree' to all of the statements, it is notable that levels of strong agreement are highest for the personally orientated question regarding the importance of green spaces close to home. This compares with the relatively lower levels of strong agreement for the wider concern statement regarding damage to the natural environment.

### 2.3 Associations between visit frequency and environmental attitudes

Initial analysis focused on the association between frequency of visits to the natural environment and attitudes to the natural environment, illustrated in Figure 3 below. For clarity, the two statements relating to the importance of natural environments in everyday life (personal involvement) are shown as a solid line while the two reflecting concern for wider environmental issues are shown as dashed lines.



**Figure 3 Levels of strong agreement with attitude statements by frequency of visits to the natural environment (Q17)**

In general, those people who took visits to the natural environment most often were more likely to strongly agree with the attitude statements. However, comparing levels of agreement amongst those who took visits most frequently and those who rarely or never took visits, the variations in levels of agreement are most notable in relation to the statements concerning personal involvement and the local environment.

While 59% of those who took visits at least once a day strongly agreed that *'having open green spaces close to where I live is important'* this proportion decreased to 24% amongst those who never took visits – a 35 percentage point difference.

In contrast there is less variation in relation to the statements regarding broader environmental concern. 43% of those who took visits at least once a day strongly agreed with the statement *'I am concerned about damage to the natural environment'* compared to 26% of those who never took visits – a difference of 17 percentage points.

In order to help quantify the strength of association, a set of Spearman Rank correlations were undertaken between the frequency of visits (based on banded responses to Q17) and the four environmental statements. The results are as follows:

- Spending time out of doors is an important part of my life - 28%
- Having open green spaces close to where I live is important - 19%
- I am concerned about damage to the natural environment - 12%

There are natural places which I may never visit but I am glad they exist - 12%

Correlation coefficients can vary from 0% to 100%, where 0% denotes no linear association, and 100% a perfect linear association. These results denote a range level of associations varying from 12% to 28% between visit frequency and environmental attitude. These results indicate a weak correlation or very limited association between visit frequency and environmental attitudes when looking at the whole population.

However, relative strengths of correlations between visit frequency and each of the four attitude statements suggests useful insight. For example the personal-orientated questions (*'Spending time out of doors is an important part of my life'* and *'Having open green spaces close to where I live is important'*) show a relatively stronger association with visit frequency than either of the broader attitudes to the natural environment questions (*'I am concerned about damage to the natural environment'* and *'There are natural places which I may never visit but I am glad they exist'*).

## 2.4 Full exploration of associations

In order to further understand the relationship between frequency of visits to the natural environment and attitudes towards the natural environment a full correlation matrix between all key variables in the study was undertaken (see Appendix A). A summary of correlations between frequency of visit to the natural environment and the other variables is provided in Table 2.

	Spearman Rank Correlation to Q17 – Frequency of visits in last 12 months
<b>Car ownership (Q19):</b> Do you own or have access to a car?	17%
<b>Dog ownership (Q20):</b> Do you have a dog?	24%
<b>Regular exercise (Q21):</b> In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?	31%
<b>Illness / disability (Q22):</b> Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?	16%
<b>Visit outcomes (E1_1 to E1_6): (ranked from highest to lowest)</b>	
I felt close to nature	10%
It made me feel calm and relaxed	6%
It made me feel refreshed and revitalised	5%
I took time to appreciate my surroundings	4%
I enjoyed it	3%
I learned something new about the natural world	3%
<b>Attitudes to the natural environment (E2_1 to E2_4): (ranked from highest to lowest)</b>	
Spending time out of doors is an important part of my life	28%
Having open green spaces close to where I live is important.	19%
I am concerned about damage to the natural environment	12%
There are many natural places I may never visit but I am glad they exist	12%
<b>Activities undertaken in the natural environment (E3): (ranked from highest to lowest)</b>	
Walking through open spaces	33%
Looking at scenery	16%
Looking at books, photos, websites about natural world	14%
Sitting or relaxing in garden	13%
Gardening	13%
Watching wildlife	13%
Voluntary work out of doors	10%
Watching nature programmes	9%
<b>Pro-environmental activities (E4): (ranked from highest to lowest)</b>	
Choose to walk or cycle when possible	26%
Buy seasonal or locally grown food	15%
Recycle	14%
Buy eco-friendly products	13%
Encourage other people to protect the environment	13%
Member of an environmental or conservation organisation	12%
Volunteer to help care for the environment	9%

**Table 2: Levels of correlation with Q17 Frequency of visits in last 12 months**

As might be expected, visit frequency is moderately positively correlated with dog ownership (24%) and how active a person's lifestyle is (31%). Looking in more detail at the correlation matrix, we can see that whilst ownership of a dog is correlated to frequency of visit taking, it is unrelated to concerns for the natural environment, reflecting the need to consider possible confounding factors in future analysis of the factors related to environmental concern.

As in 2.3, visit frequency was moderately positively correlated with attitudes around the personal importance of spending time outdoors ("*Spending time out of doors is an important part of my life*" - 28%). However, associations with other attitudinal statements around the natural environmental and pro-environmental behaviours, though positive, were somewhat weaker (for example '*I am concerned about damage to the natural environment*' – 12%; '*There are many natural places I may never visit but I am glad they exist*' – 12%).

The full correlation matrix shows that whilst there are weak associations between visit frequency and many of the attitudinal statements, there are relatively stronger associations between ‘*Spending time out of doors is an important part of my life*’ and some of the measures around personal outcomes from visits taken (e.g. ‘*I enjoyed it*’ – 39%). This indicates that perceived benefits from visiting are more strongly associated with measures of personal importance of the natural environment than visit frequency. Or in other words if people place importance on visiting the natural environment they are more likely to feel that they benefit from visiting it. What we are not able to understand from this analysis is the direction of this association.

Whilst this analysis is exploratory in nature, and further research is needed to fully understand the nature, direction and strength of these associations, it raises interesting questions around how people perceive benefits from visiting and how this perception relates to factors such as visit frequency, attitudes towards the natural environment and the quality of the experience. Disaggregation of visitor social profiles, such as ethnicity, education, and income level, also need to be explored as potential confounding factors.

	<b>Correlation to E2_1 – Spending time out of doors is an important part of life</b>
<b>Frequency of visits in the last 12 months (Q17)</b>	28%
<b>Car ownership (Q19):</b> Do you own or have access to a car?	17%
<b>Dog ownership (Q20):</b> Do you have a dog?	5%
<b>Regular exercise (Q21):</b> In the past week, on how many days have you done a total of 30 minutes or more of physical activity, which was enough to raise your breathing rate?	17%
<b>Illness / disability (Q22):</b> Do you have any long standing illness, health problem or disability that limits your daily activities or the kind of work you can do?	2%
<b>Visit outcomes (E1_1 to E1_6): (ranked from highest to lowest)</b>	
I enjoyed it	39%
I took time to appreciate my surroundings	37%
I felt close to nature	33%
It made me feel refreshed and revitalised	33%
It made me feel calm and relaxed	32%
I learned something new about the natural world	8%
<b>Attitudes to the natural environment (E2_1 to E2_4): (ranked from highest to lowest)</b>	
Having open green spaces close to where I live is important.	58%
There are many natural places I may never visit but I am glad they exist	50%
I am concerned about damage to the natural environment	47%
<b>Activities undertaken in the natural environment (E3): (ranked from highest to lowest)</b>	
Gardening	29%
Walking through open spaces	27%
Looking at scenery	26%
Sitting or relaxing in garden	25%
Watching wildlife	25%
Looking at books, photos, websites about natural world	22%
Watching nature programmes	21%
Voluntary work out of doors	9%
<b>Pro-environmental activities (E4): (ranked from highest to lowest)</b>	
Buy seasonal or locally grown food	26%
Buy eco-friendly products	21%
Encourage other people to protect the environment	21%
Choose to walk or cycle when possible	20%
Recycle	20%
Member of an environmental or conservation organisation	15%
Volunteer to help care for the environment	9%

**Table 3: Levels of correlation with E2\_1 – Spending time out of doors is an important part of life**



## 3 Conclusions

The analysis presented here, whilst exploratory in nature, has contributed to our understanding of the relationship between visit taking behaviour, attitudes and the benefits from visiting. This analysis, however, does not provide evidence on the nature of these relationships or the direction of causality<sup>3</sup> and further research is required to understand the relationship between them.

The findings confirm that a relatively large proportion of visits to the natural environment are undertaken by a small proportion of the population. We estimate that just 11% of adults in England take more than half (53%) of all visits to the natural environment. In contrast, almost a half of adults in England (46%) take only 6% of all visits.

It also highlights the complex range of factors that influence how frequently people undertake visits to the natural environment and that interpreting changes in visit frequency over time should give appropriate consideration to these.

Analysis of the relationship between visit taking behaviours and attitudes towards the natural environment reveals a complex and nuanced relationship. The analysis found a weak correlation between people's visit frequency and their broader concerns for the natural environment. It found a relatively stronger (though still weak) correlation between visit frequency and personal relevance of natural environments to people's everyday lives, including the personal benefits reported from visits (such as enjoyment and relaxation) and the importance of the natural environment to people's everyday life. "*Spending time out of doors is an important part of my life*" was the environmental concern question with the strongest association with visit frequency, and the relationships between this statement and personal outcomes reported from visits were stronger than with visit frequency.

The findings suggest the need for further analysis in three areas, which would be helpful in order to develop strategies to optimise within rational limits the benefits to people from visiting the natural environment. Firstly we need to better understand the relationships between people's visit taking behaviour (frequency, quality, duration), their attitudes towards the natural environment and the perceived benefits from visiting. Further analysis needs to take into account the range of confounding factors (as far as this is possible) and consider patterns within different population groups. Secondly we need to understand the pathways through which benefits from visiting are realised. Finally a more nuanced understanding of the *perceived* and *actual* benefits to people from visiting the natural environment would be helpful.

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<sup>3</sup> Please note that this analysis was not explicitly set-up to assess the causal nature of this relationship. Data relationships have been inferred from correlation analysis and we are not strictly able to test or verify the causal precursors of behaviour change.

# Appendix A: Correlation analysis

Spearman rank (ABS)	Q17	Q19	Q20	Q21	Q22	E1_1	E1_2	E1_3	E1_4	E1_5	E1_6	E2_1	E2_2	E2_3	E2_4	E3_01	E3_02	E3_03	E3_04	E3_05	E3_06	E3_07	E3_08	E4_1	E4_2	E4_3	E4_4	E4_5	E4_6	E4_7
Q17 Visits 12months		17%	24%	31%	16%	3%	6%	5%	4%	3%	10%	28%	12%	12%	19%	9%	14%	16%	13%	13%	13%	33%	10%	14%	13%	15%	26%	13%	12%	9%
Q19 Car	17%		8%	8%	12%	8%	5%	7%	8%	2%	10%	17%	11%	13%	14%	13%	12%	16%	18%	20%	13%	14%	4%	19%	12%	16%	8%	10%	9%	3%
Q20 Dog	24%	8%		14%	1%	5%	0%	3%	3%	3%	4%	5%	3%	1%	4%	2%	1%	0%	4%	3%	5%	5%	0%	3%	1%	4%	3%	2%	0%	0%
Q21 Exercise	31%	8%	14%		18%	8%	6%	7%	8%	2%	8%	17%	11%	9%	13%	5%	12%	10%	6%	9%	8%	23%	10%	9%	10%	10%	25%	9%	8%	9%
Q22 Illness/Disability	16%	12%	1%	18%		1%	1%	4%	5%	0%	2%	2%	3%	3%	2%	8%	2%	2%	1%	1%	8%	11%	2%	3%	1%	4%	12%	3%	1%	2%
E1_1 I enjoyed it	3%	8%	5%	8%	1%		52%	52%	49%	13%	40%	39%	30%	39%	38%	14%	12%	16%	10%	9%	12%	10%	5%	12%	10%	12%	8%	13%	9%	5%
E1_2 Calm and relaxed	6%	5%	0%	6%	1%	52%		61%	52%	24%	49%	32%	29%	31%	30%	12%	9%	10%	8%	8%	11%	7%	4%	6%	8%	10%	7%	11%	5%	5%
E1_3 Refreshed and revitalised	5%	7%	3%	7%	4%	52%	61%		50%	24%	47%	33%	29%	32%	30%	10%	9%	11%	8%	8%	11%	9%	3%	6%	10%	11%	8%	12%	8%	7%
E1_4 Appreciated surroundings	4%	8%	3%	8%	5%	49%	52%	50%		31%	57%	37%	31%	34%	33%	14%	16%	20%	12%	14%	20%	10%	6%	10%	13%	18%	9%	16%	12%	7%
E1_5 Learned something new	3%	2%	3%	2%	0%	13%	24%	24%	31%		38%	8%	8%	5%	5%	3%	5%	3%	0%	5%	11%	1%	3%	9%	6%	4%	1%	5%	7%	7%
E1_6 I felt close to nature	10%	10%	4%	8%	2%	40%	49%	47%	57%	38%		33%	28%	28%	28%	13%	14%	17%	12%	13%	22%	11%	5%	8%	13%	16%	9%	15%	12%	6%
E2_1 Time out of doors is important	28%	17%	5%	17%	2%	39%	32%	33%	37%	8%	33%		47%	50%	58%	21%	22%	26%	25%	29%	25%	27%	9%	20%	21%	26%	20%	21%	15%	9%
E2_2 Concerned about natural environment	12%	11%	3%	11%	3%	30%	29%	29%	31%	8%	28%	47%		52%	52%	21%	22%	22%	16%	17%	21%	20%	10%	19%	23%	22%	16%	27%	15%	10%
E2_3 Glad natural places exist	12%	13%	1%	9%	3%	39%	31%	32%	34%	5%	28%	50%	52%		60%	22%	20%	26%	18%	17%	21%	20%	7%	20%	19%	22%	15%	22%	14%	6%
E2_4 Important to have open green spaces close	19%	14%	4%	13%	2%	38%	30%	30%	33%	5%	28%	58%	52%	60%		22%	21%	25%	19%	20%	22%	25%	8%	21%	20%	25%	18%	21%	14%	7%
E3_01 Nature programmes	9%	13%	2%	5%	8%	14%	12%	10%	14%	3%	13%	21%	21%	22%	22%		33%	35%	21%	19%	34%	20%	7%	26%	18%	26%	16%	23%	13%	5%
E3_02 Books, photos or websites about the natural world	14%	12%	1%	12%	2%	12%	9%	9%	16%	5%	14%	22%	22%	20%	21%	33%		37%	18%	18%	34%	27%	15%	20%	26%	26%	20%	29%	20%	11%
E3_03 Looking at natural scenery	16%	16%	0%	10%	2%	16%	10%	11%	20%	3%	17%	26%	22%	26%	25%	35%	37%		27%	22%	36%	33%	11%	27%	25%	31%	23%	30%	19%	9%
E3_04 Sitting or relaxing in a garden	13%	18%	4%	6%	1%	10%	8%	8%	12%	0%	12%	25%	16%	18%	19%	21%	18%	27%		34%	23%	21%	2%	28%	16%	23%	16%	15%	7%	3%
E3_05 Gardening	13%	20%	3%	9%	1%	9%	8%	8%	14%	5%	13%	29%	17%	17%	20%	19%	18%	22%	34%		26%	16%	6%	23%	18%	25%	16%	17%	12%	7%
E3_06 Watching wildlife	13%	13%	5%	8%	8%	12%	11%	11%	20%	11%	22%	25%	21%	21%	22%	34%	34%	36%	23%	26%		22%	11%	21%	22%	29%	17%	27%	20%	10%
E3_07 Walk through green spaces	33%	14%	5%	23%	11%	10%	7%	9%	10%	1%	11%	27%	20%	20%	25%	20%	27%	33%	21%	16%	22%		10%	26%	21%	23%	36%	22%	14%	8%
E3_08 Voluntary work out of doors	10%	4%	0%	10%	2%	5%	4%	3%	6%	3%	5%	9%	10%	7%	8%	7%	15%	11%	2%	6%	11%	10%		6%	11%	9%	9%	16%	17%	37%
E4_1 Recycle	14%	19%	3%	9%	3%	12%	6%	6%	10%	9%	8%	20%	19%	20%	21%	26%	20%	27%	28%	23%	21%	26%	6%		17%	23%	17%	17%	8%	3%
E4_2 Buy eco-friendly products	13%	12%	1%	10%	1%	10%	8%	10%	13%	6%	13%	21%	23%	19%	20%	18%	26%	25%	16%	18%	22%	21%	11%	17%		33%	20%	31%	20%	14%
E4_3 Seasonal or locally grown food	15%	16%	4%	10%	4%	12%	10%	11%	18%	4%	16%	26%	22%	22%	25%	26%	26%	31%	23%	25%	29%	23%	9%	23%	33%		20%	27%	18%	10%
E4_4 Choose to walk or cycle	26%	8%	3%	25%	12%	8%	7%	8%	9%	1%	9%	20%	16%	15%	18%	16%	20%	23%	16%	16%	17%	36%	9%	17%	20%	20%		19%	11%	9%
E4_5 Encourage other people to protect environment	13%	10%	2%	9%	3%	13%	11%	12%	16%	5%	15%	21%	27%	22%	21%	23%	29%	30%	15%	17%	27%	22%	16%	17%	31%	27%	19%		20%	17%
E4_6 Member of an environmental or conservation organisation	12%	9%	0%	8%	1%	9%	5%	8%	12%	7%	12%	15%	15%	14%	14%	13%	20%	19%	7%	12%	20%	14%	17%	8%	20%	18%	11%	20%		21%
E4_7 Volunteer to help care for the environment	9%	3%	0%	9%	2%	5%	5%	7%	7%	7%	6%	9%	10%	6%	7%	5%	11%	9%	3%	7%	10%	8%	37%	3%	14%	10%	9%	17%	21%	
Gender	1%	6%	4%	7%	2%	2%	1%	3%	4%	2%	6%	3%	3%	2%	2%	3%	4%	5%	9%	4%	3%	5%	0%	7%	6%	10%	1%	4%	1%	1%
Age	10%	8%	6%	16%	35%	9%	8%	8%	21%	9%	18%	13%	10%	15%	14%	20%	10%	15%	12%	26%	26%	6%	1%	12%	6%	20%	5%	11%	10%	3%
Social Grade	17%	33%	2%	13%	18%	6%	2%	5%	6%	4%	7%	16%	14%	15%	13%	10%	15%	20%	14%	15%	9%	20%	9%	17%	18%	17%	13%	14%	15%	5%
HH size	9%	14%	12%	10%	26%	6%	5%	4%	12%	2%	7%	2%	3%	6%	3%	9%	3%	7%	0%	5%	12%	7%	0%	2%	1%	8%	6%	2%	5%	0%
Urban/Rural	10%	14%	8%	1%	1%	7%	4%	4%	4%	2%	8%	13%	7%	10%	12%	8%	8%	9%	8%	11%	12%	4%	5%	8%	3%	15%	3%	4%	8%	4%