

# Developing a new integrated National Survey for Wales

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# National Survey for Wales

## Overview

- Previous Welsh Outdoor Recreation Survey
- Drivers for Change
- Developing a new integrated National Survey
- National Survey for Wales: methods and content
- Measuring Outdoor Recreation
- Benefits of an integrated survey
- Challenges of an integrated survey
- Future Plans

# National Survey for Wales

## Previous Welsh Outdoor Recreation Survey

- Piloted in 2007, partnership between CCW and FCW
- 3 year fieldwork cycle: 2008; 2011; 2014
- Sample size 6000 – representative of the adult population in Wales
- Telephone survey – approx. 15 minutes
- Range of dedicated recreation questions: participation, activities, visit locations, health benefits, expenditure, future demand.
- Full geo-demographic profile questions
- Comprehensive analysis and reporting

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## Previous Welsh Outdoor Recreation Survey

### Strengths:

- Dedicated, comprehensive outdoor recreation survey
- ‘Owned’ by CCW / FCW (and then NRW)
- Informed and provided data for organisational and national indicators
- Method and content continuity - evidence of changes to participation every 3 years
- Telephone survey was a relatively ‘cheap’ method for a national population-level survey compared to face-to-face

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## Previous Welsh Outdoor Recreation Survey

### Challenges:

- Telephone survey method was perceived as 'cold calling' leading to a few public complaints
- Response rates declining due to changes in phone usage and public attitudes to survey participation
- 3 year cycle was not suitable to provide regular data points to ascertain trends (9 years to obtain 3 data points)
- Questions focused only on outdoor recreation, insufficient scope to include wider questions eg well-being

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## Drivers of Change

- Establishment of NRW – wider remit and need for greater range of topics: climate change, flood risk, biodiversity
- New policies and legislation: additional evidence on benefits of recreation for well-being, connection with nature and pro-environmental behaviours
- Method change to increase response rates and reduce complaints
- Cost implications and reducing budgets
- Opportunity to be part of a new integrated survey in Wales, supported by the Welsh Government

# National Survey for Wales

## Developing a new National Survey

2015: Agreement to integrate 5 previously independent national surveys:

- NRW's Outdoor Recreation Survey
- Sport Wales Adult Participation Survey
- Arts Council for Wales Survey
- Wales Health Survey
- Welsh Government National Survey

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# National Survey for Wales

## Developing a new National Survey for Wales

### Opportunities:

- Unified legislative objective: Well-being of Future Generations Act
- Shared 'standard' geo-demographic questions
- Potential to compare results across different topic areas (eg health)
- Shared survey management, expertise and costs, enabling NRW to move to a more expensive, but robust, face-to-face approach
- NRW: extension of topics as a new 'People and the Environment' survey
- Flexibility to add or compare with new questions to meet evidence needs



# National Survey for Wales

## Developing a new National Survey for Wales

### Challenges:

- Duration: (a) every survey had a proportional cut;  
(b) complex allocation of time per survey over each year
- Changes in methods = discontinuities meant unable to compare new results with previous WORS data
- Overlap between surveys with some topic areas: eg physical activity, with different Indicators and Reporting
- New 'ways of working': allocating responsibility for joint and separate aspects of the survey

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## Integrating outdoor recreation into the new survey

Identification of ‘core tracker questions’ – every 2 years to build up better trend data:

- Full range of outdoor activities (last 12 months; 4 weeks; main activity)
- Number, frequency and duration of visits
- Types of places visited, and distance travelled
- Physical activity levels (WHO guidance)
- Expenditure per visit
- Motivations and Barriers to participation

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## Integrating outdoor recreation into the new survey

Development of additional one-off 'insight' questions in 2018/19, based on review of evidence and other surveys, plus cognitive testing:

- Children's use of the outdoors
- Connection with nature
- Local greenspace
- Local environmental quality
- Access to private garden for leisure and recreation

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## Future NSW Questions (2018/19)

Children's use of the outdoors:

- How often spending time outdoors in greenspace or garden
- Where? (garden, parks, woodlands, beach etc)
- Who with? (adults, children, alone)
- Activities? (playing, cycling, etc)
- Weekday or weekend

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## Future NSW Questions (2018/19)

Connection with nature scale:

- Find beauty in nature
- Treat nature with respect
- Makes me happy
- Is important to me

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## Future NSW Questions (2018/19)

### Local Greenspace

- perceived ease of access and safety
- satisfaction with quality and well maintained
- Suitable for preferred activities
- Suitable for children's activities
- Range of wildlife
- Peaceful
- Change in last 3 years (improve or decline)

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## Future NSW Questions (2018/19)

Local Environmental Quality (satisfaction / dissatisfaction)

- Litter
- Traffic Noise
- Air pollution
- Dog fouling

Access to a garden (personal, communal, yard / patio)

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## Integrating outdoor recreation into the new survey

Linking outdoor recreation questions with other topics:

- Subjective well-being – the standard “ONS 4” questions
  - Satisfied; Worthwhile; Happiness; Anxious
- Wider demographic and geographic attributes -
  - standard measures (eg age; gender etc)
  - complex measures (eg material deprivation for different ages)
- Mental health using the standard health sector scale (WEMWBS) and physical health measures



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## Next Steps: Additional Analysis

- Natural Resources and Wellbeing ESRC Intern: partnership between NRW and WG
- Commissioned research on health and recreation, especially physical activity
- National Institute of Health Research (NIHR) funded research on greenspace, recreation, and mental health
- MSc research on visits to the coast and wellbeing

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# National Survey for Wales

## Resources and Publications

National Survey for Wales on NRW website:

<http://naturalresources.wales/evidence-and-data/research-and-reports/national-survey-for-wales/?lang=en>

Welsh Government National Survey website:

<http://gov.wales/statistics-and-research/national-survey/?tab=current&lang=en>