

Monitoring the impact of Coronavirus and social distancing

Duncan Stewart
56 Degree Insight



Survey objectives

A survey of the population to provide an accurate measure of how things have changed during lockdown and what we may expect in the future...

How did behaviour change during lockdown?

- How often were visits taken to the outdoors?
- Who were visit takers?
- What were the details of visits? (places, activities, distance travelled).

How did attitudes to the outdoors change during lockdown?

- What motivated people to spend time outdoors?
- What benefits did people feel that they are obtaining?
- What are perceptions/experiences of local areas?
- Does having access to a garden change attitudes?

How did engagement with nature change during lockdown?

- To what extent did people notice everyday nature?
- In what situations did they notice nature (e.g. through a window, in garden or in a local greenspace).
- Who was noticing nature most?
- How did engagement with nature benefit people?

What longer term changes might we see as we move from lockdown?

- Do people expect to continue to use their local greenspaces in a different way when lockdown rules are eased?
- Do people expect to continue to engage differently with nature when lockdown rules are eased?
- How can SNH and partners help people to change their behaviours in the ways they want to?

Survey approach

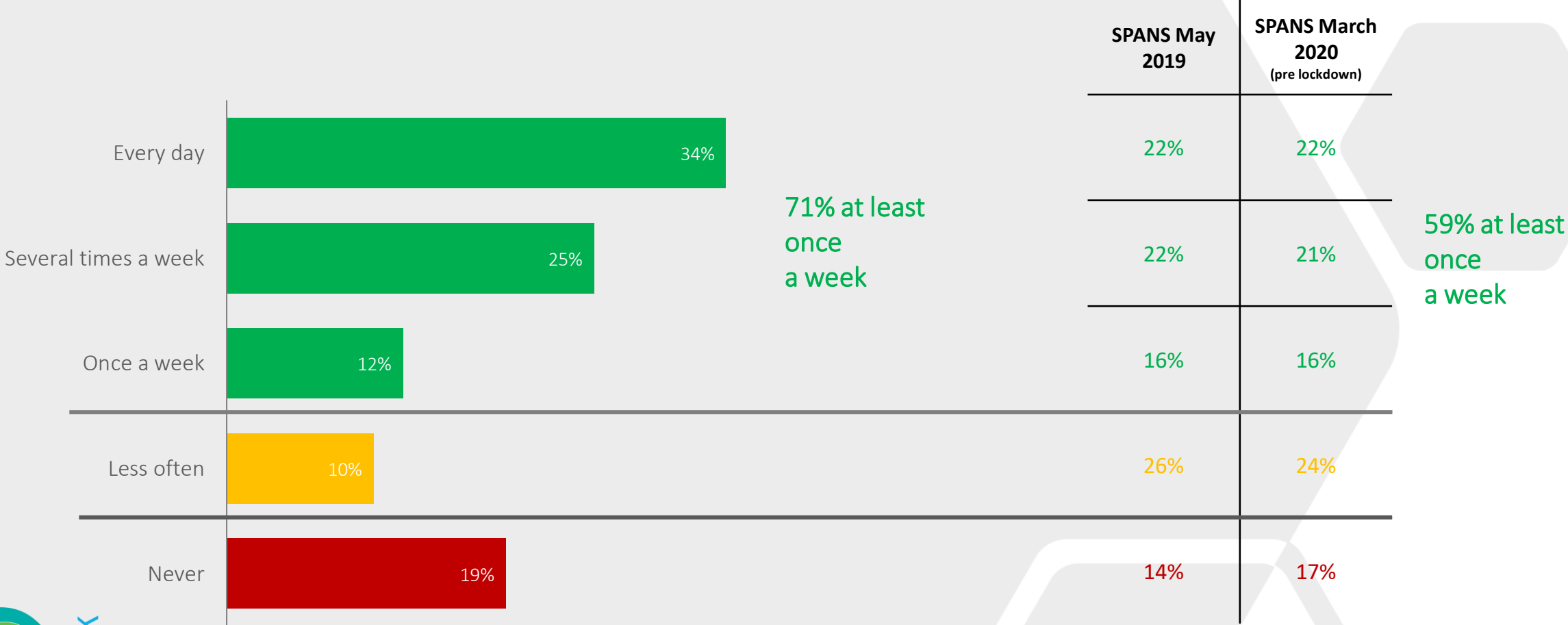
- **1,008 online interviews** were conducted between Friday 29th May and Friday 5th June.
- Demographic quotas based on gender, age, social class and region of residence to provide a nationally representative sample (aged 16+).
- Data collection delivered in partnership with consumer panel provider **Dynata**.
- Data weighted to further improve representativity.





Participation in outdoor recreation during lockdown

Levels of participation were polarised with a third of the population visiting the outdoors daily while a fifth avoided taking any visits



Frequency of visits to the outdoors for leisure, recreation or exercise during lockdown (23rd March to 28th May 2020)



Most people changed the amount of time they spent outdoors during lockdown



Overall 43% decreased time outside but greater decreases amongst:

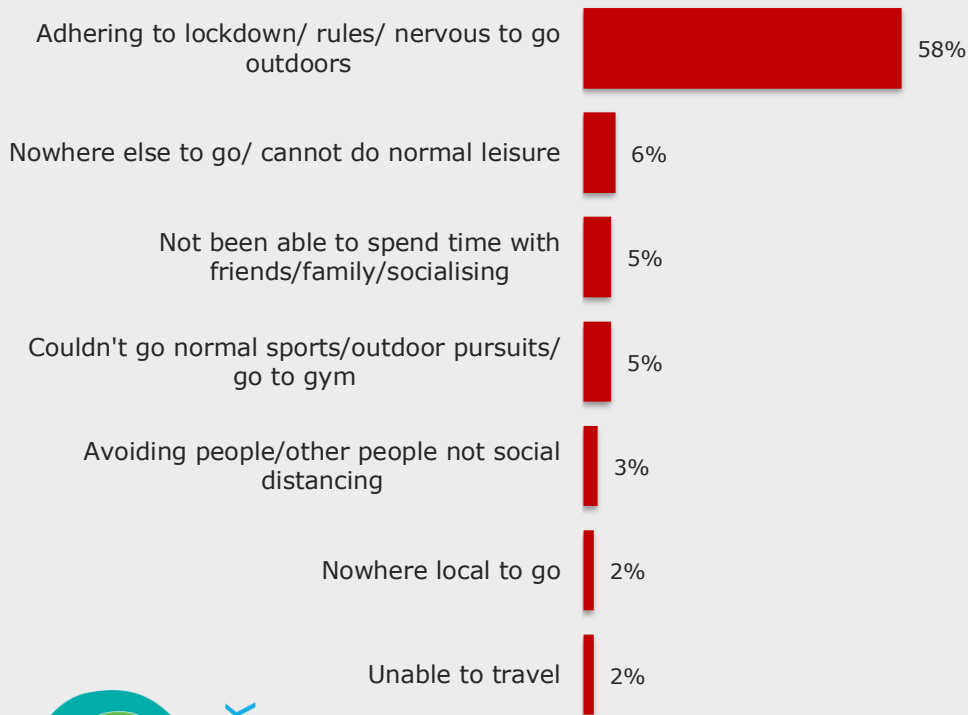
- People with poor or very poor health (52%)
- People aged 70+ (46%)

Overall 36% increased time outside but greater increases amongst:

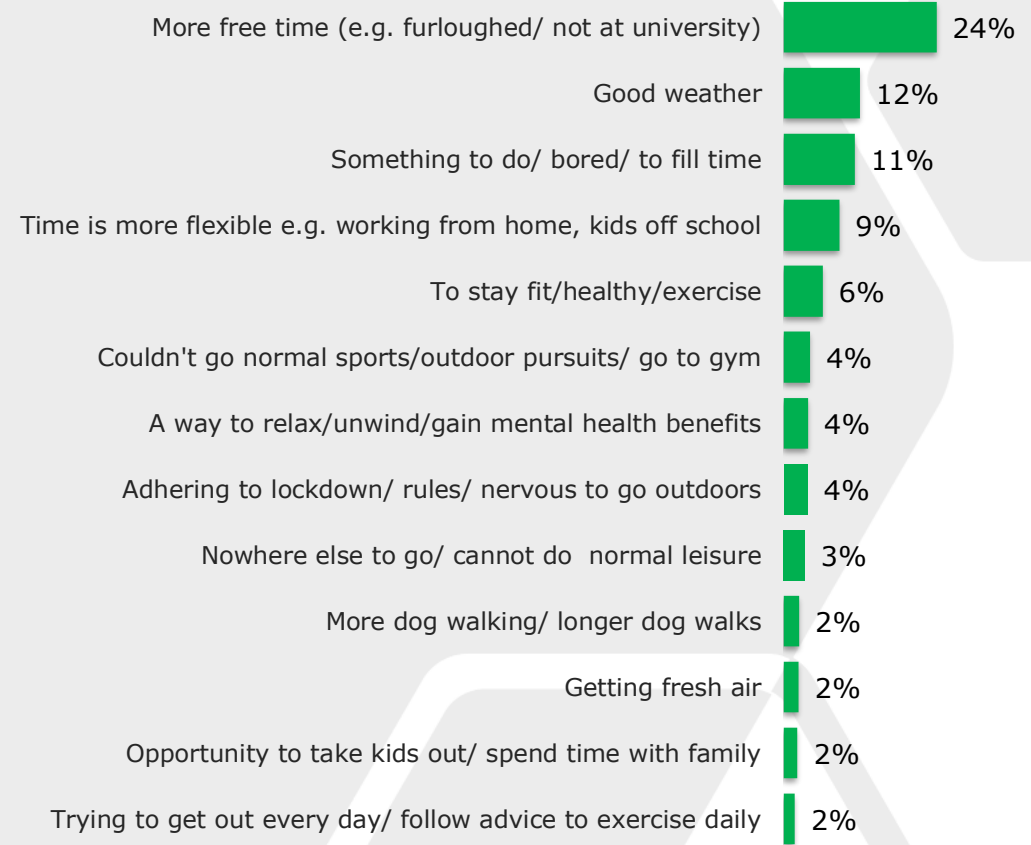
- People with very good health (51%)
- People aged 16 to 34 (42%)
- Women (40%)

While adhering to lockdown was the main reason for decreasing time outside, for others increased free time allowed more time outside

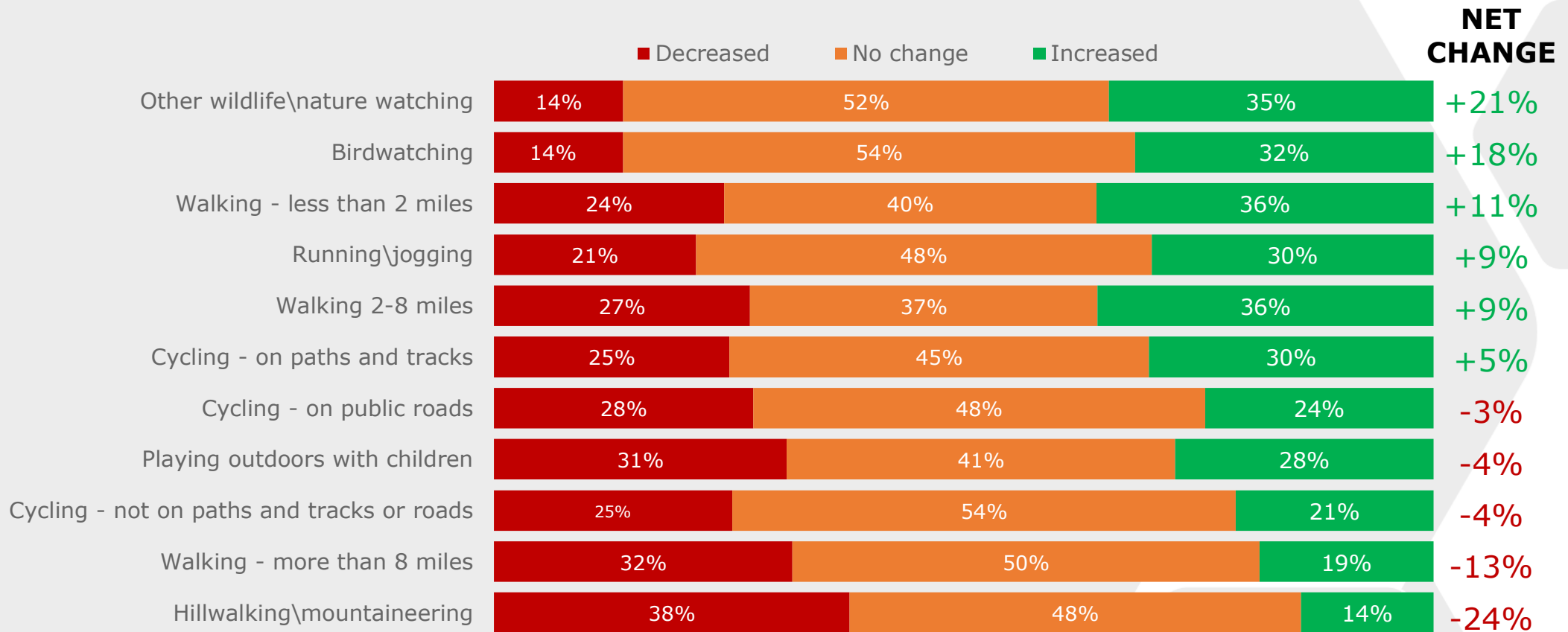
REASONS FOR DECREASING TIME OUTDOORS DURING LOCKDOWN



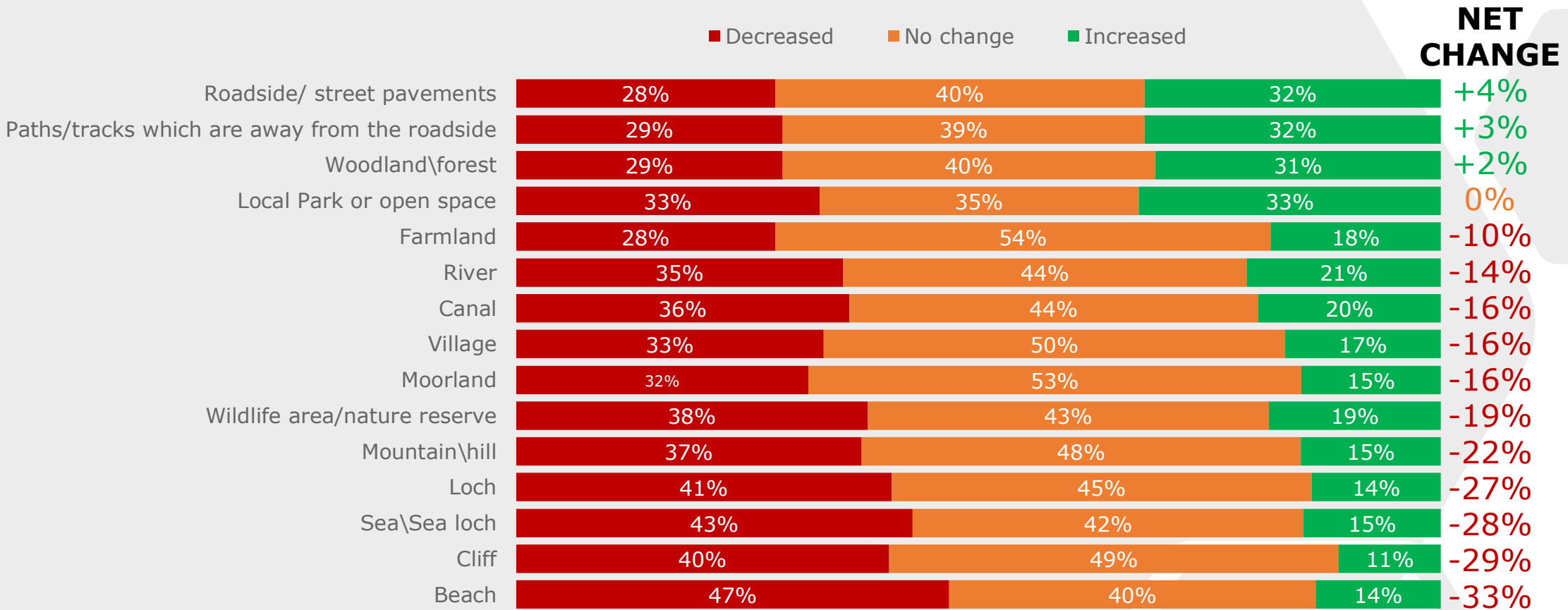
REASONS FOR INCREASING TIME OUTDOORS DURING LOCKDOWN



Compared to a year ago, participation in wildlife watching, short walks, running and cycling on paths increased most



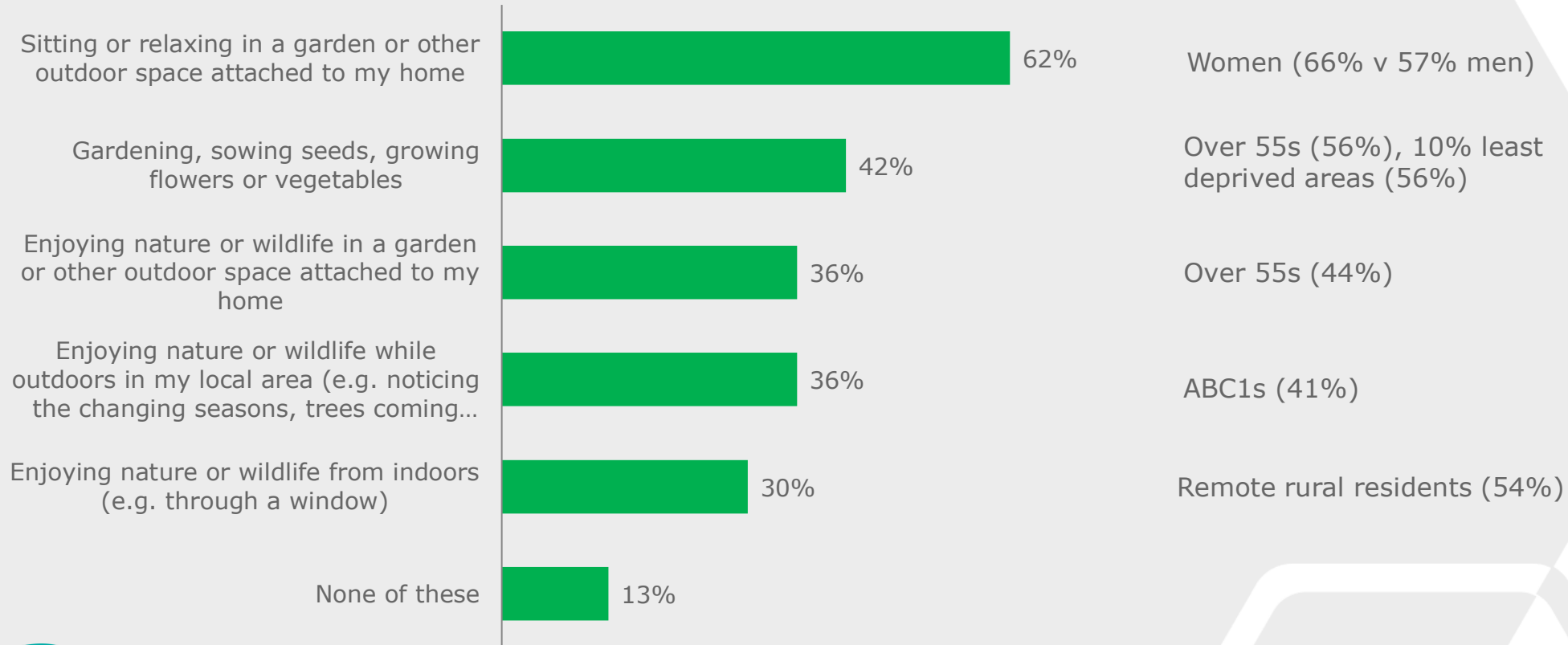
Compared to a year ago, visits to roadside pavements, paths and tracks and woodland increased overall



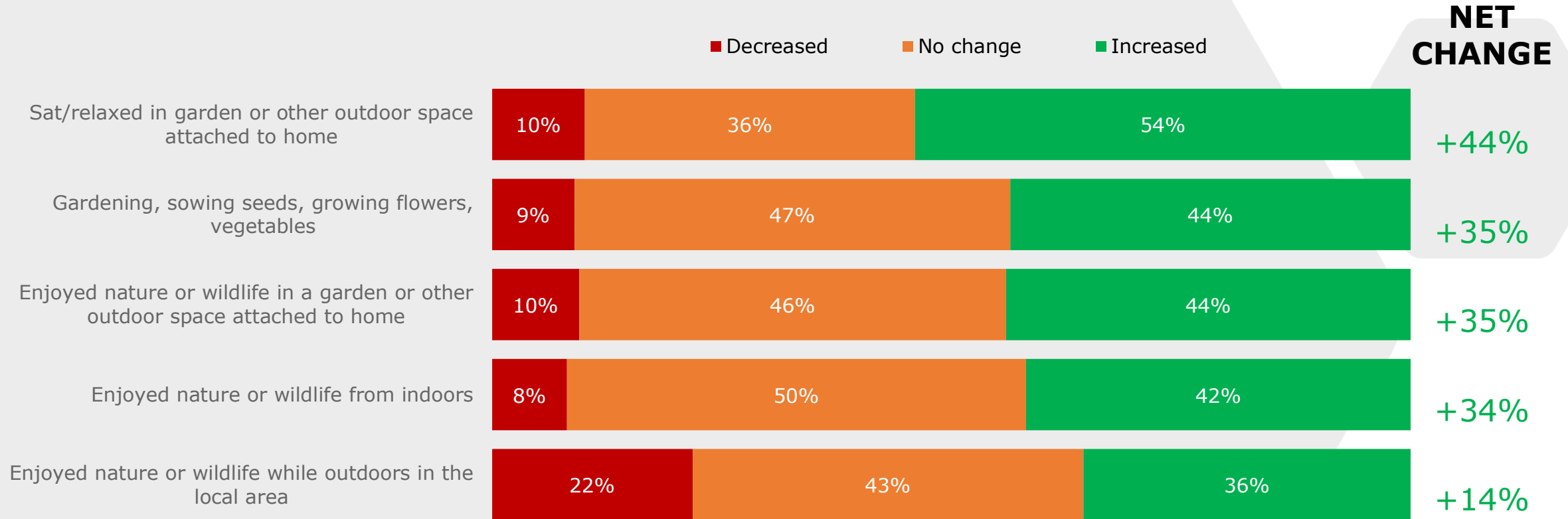
Other engagement with nature during lockdown



During lockdown, the majority of the population engaged with nature while at home in their garden or from indoors



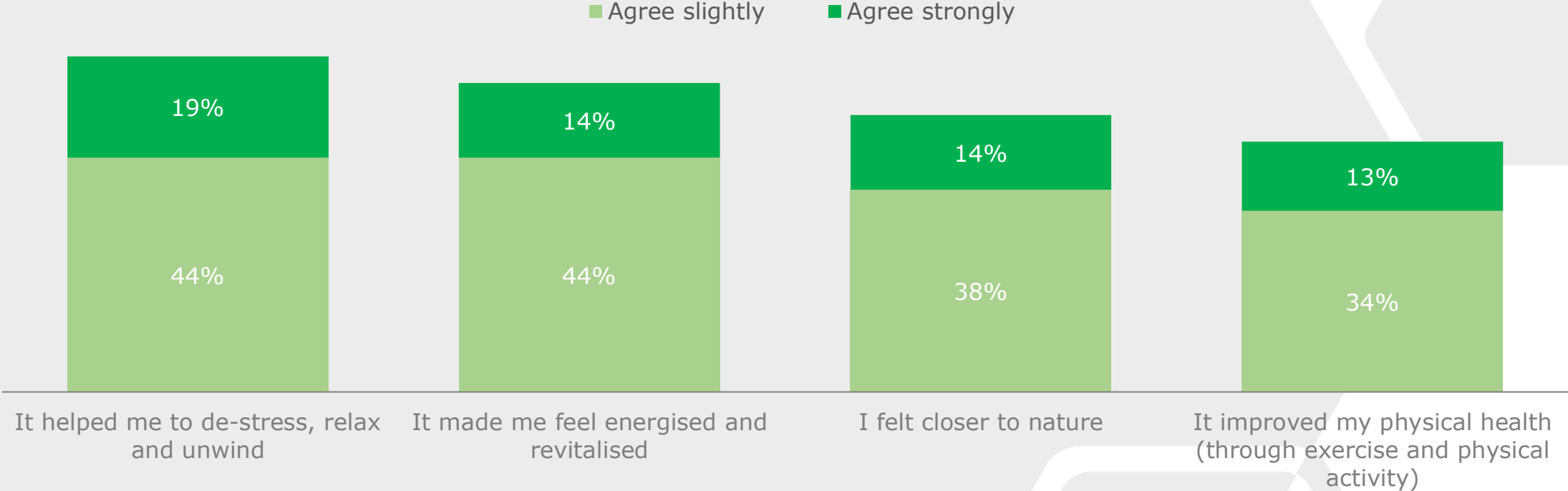
Participation in all of the activities included increased overall, especially time at home in the garden



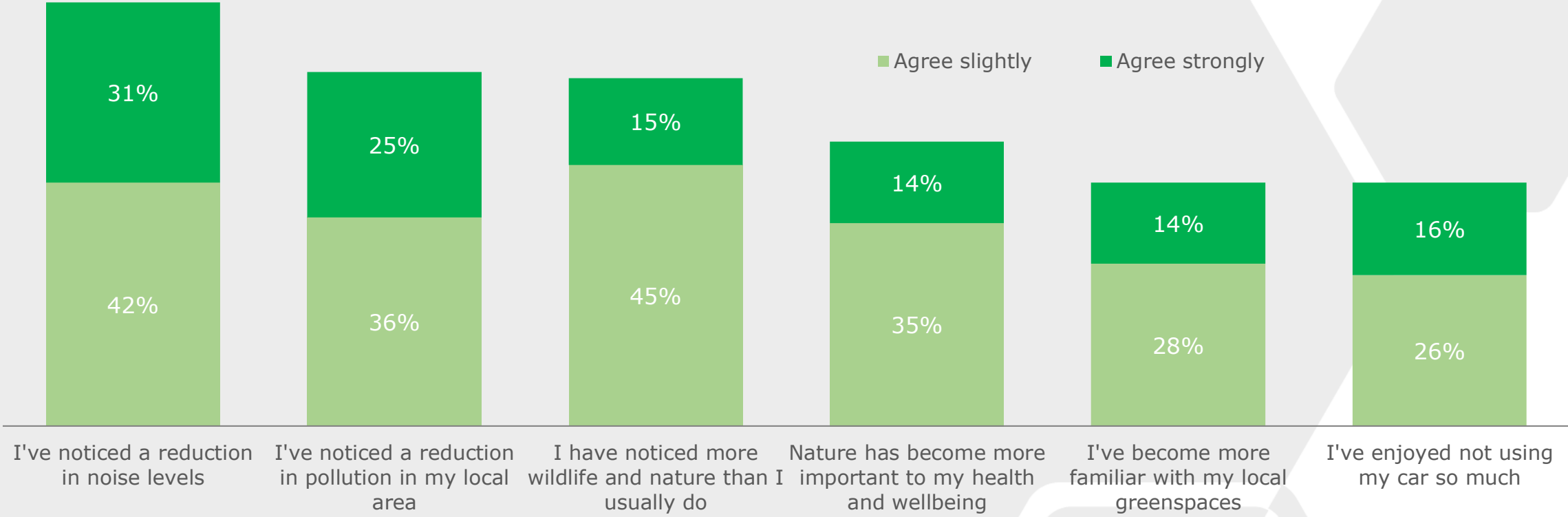
A person with long hair, wearing a dark puffer jacket, dark leggings, and sneakers, is walking away from the camera on a dirt path covered in fallen leaves. The background shows a line of trees and a body of water under a grey, overcast sky. The overall mood is calm and serene.

Benefits of outdoor recreation and nature during lockdown

The majority of people who took outdoor visits or engaged with nature in other ways gained health and wellbeing benefits and felt closer to nature



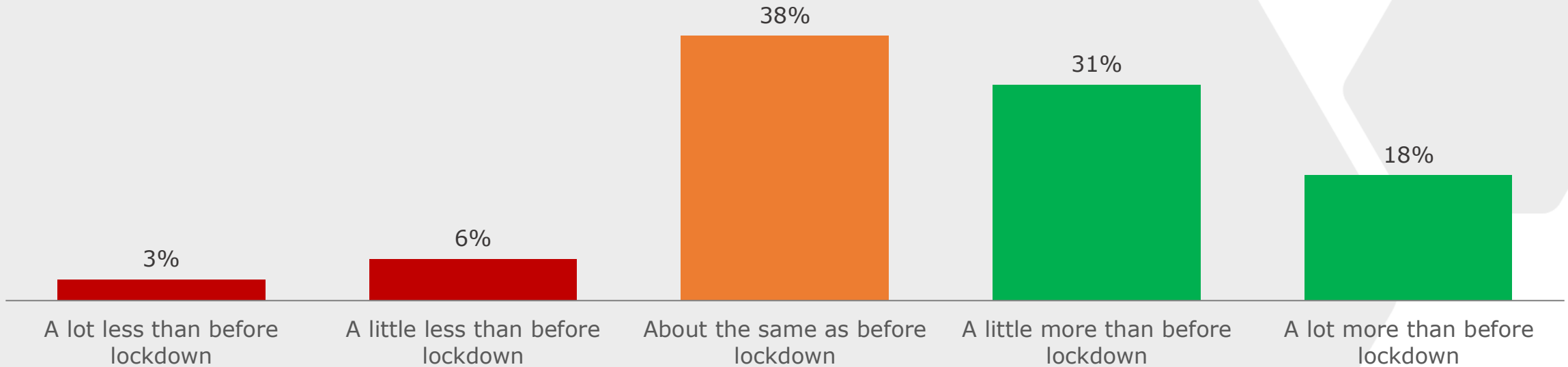
Most of the population noticed reduced noise and pollution and more wildlife during lockdown



Looking to the future



Around half of the population expect to take more visits to the outdoors after lockdown than before the crisis



Higher amongst:

- Residents of 10% most deprived areas (13%)

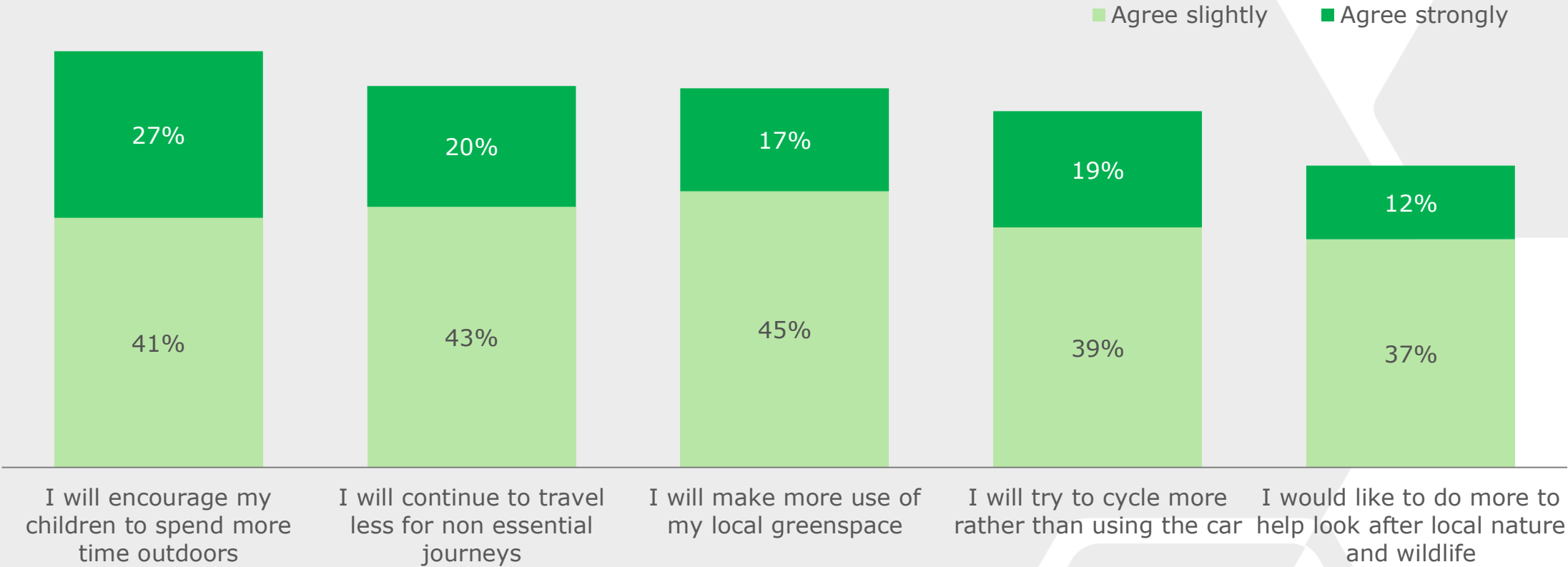
Higher amongst:

- Men (44%)
- Aged 70 and over (54%)

Higher amongst:

- Those aged under 35 (57%)
- People with children (54%)
- Dog in home (53%)
- Women (52%)

There is interest in continuing behaviours which started during lockdown – spending time outdoors, reducing non essential journeys and making more of local greenspaces



A woman with curly red hair, wearing a black vest over a patterned top and a grey skirt, is walking away from the camera on a gravel path. She is holding a blue leash attached to a brown and white dog. The path is surrounded by green grass and tall purple flowers on the right. In the background, there are dark evergreen trees. The scene is dimly lit, suggesting dusk or dawn.

Next steps

Thank you!