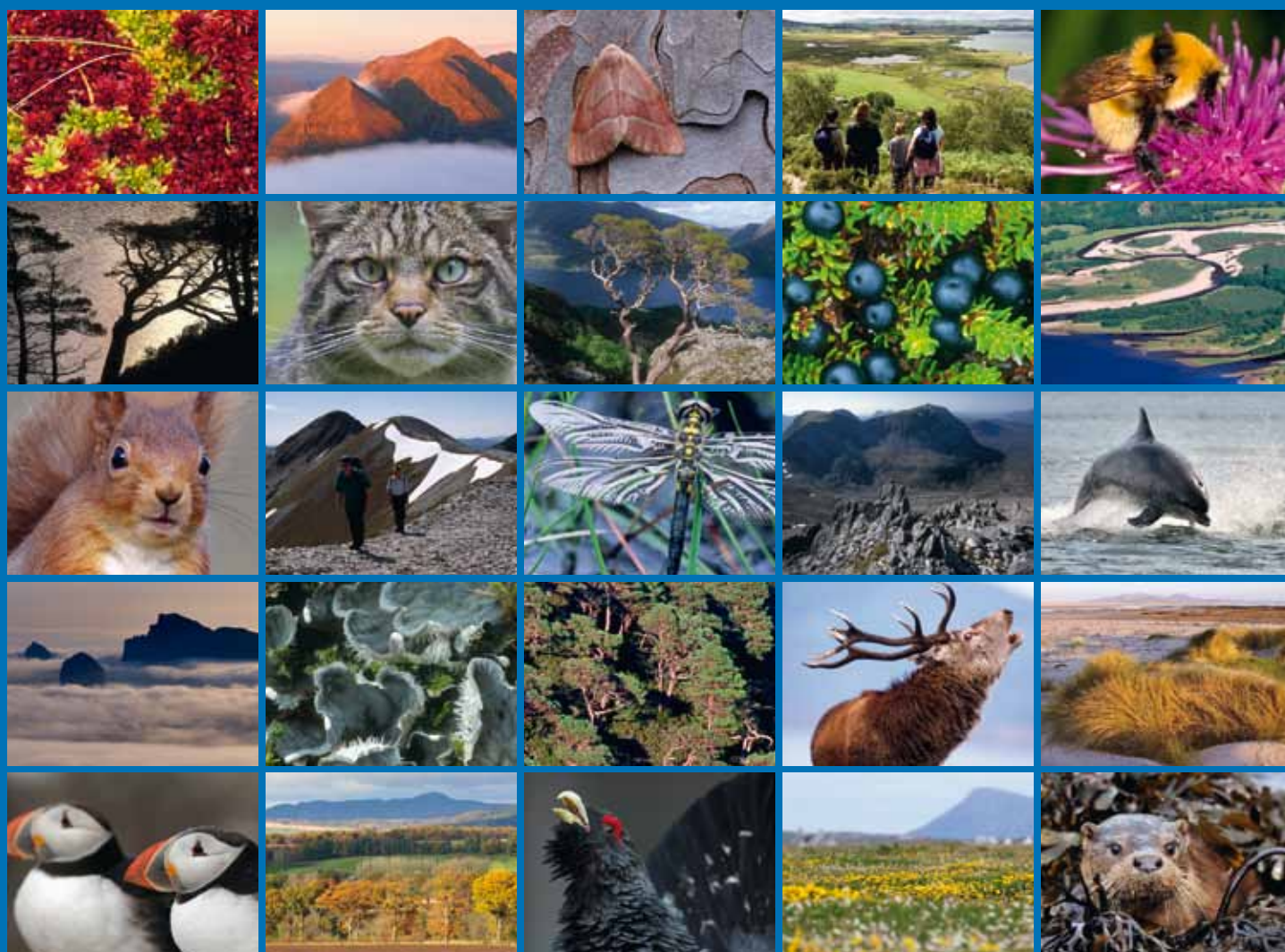


# Enjoying the outdoors – attitudes and behaviour of young people in Scotland





**Scottish Natural Heritage**  
**Dualchas Nàdair na h-Alba**

All of nature for all of Scotland  
Nàdar air fad airson Alba air fad

# COMMISSIONED REPORT

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**Commissioned Report No. 470**

## **Enjoying the outdoors – attitudes and behaviour of young people in Scotland**

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# COMMISSIONED REPORT

# Summary

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## Enjoying the outdoors – attitudes and behaviour of young people in Scotland

**Commissioned Report No. 470 (iBids no. 9982)**

**Contractor: Scott Porter Research & Marketing**

**Year of publication: 2011**

### Background

This report presents the findings of research conducted to establish current attitudes and behaviour among young people in Scotland towards enjoying the outdoors and participation in outdoor recreational activities, outside of the school setting. The findings will be used by Scottish Natural Heritage and its partners to help inform the development of a programme of work designed to promote wider participation among this audience.

The research was undertaken in two stages: an initial qualitative stage was conducted in October 2010 with 10-17 year olds to ascertain views on 'the outdoors' and participation in outdoor activities, with the feedback used to develop a quantitative survey questionnaire. A large scale survey was then conducted with 11-17 year olds between March and April 2011 to quantify opinions identified during the qualitative stage and to measure current levels of participation in outdoor recreational activity.

All survey respondents were aged 11-17 years and were representative of this sub-set of the Scottish population in terms of age, gender and the Scottish Executive six-fold urban-rural classification. School pupils aged 11-17 years were surveyed by means of a self-completion questionnaire administered by teachers in a classroom setting (with a small number administered by research interviewers). A separate in-street survey was conducted to reach 16-17 year olds no longer at school (i.e. in further education, working or unemployed).

### Main findings

- There is a high level of interest in spending free time outdoors amongst 11-17 year olds in Scotland. More than nine in ten (93%) enjoy spending free time outdoors, over four fifths (84%) like to spend some free time each week outdoors and seven in ten (69%) would like to spend more free time in the outdoors.
- The majority (98%) of 11-17 year olds in Scotland reported at least one visit to the outdoors in the previous 12 months, with seven in ten (69%) having visited at least once or twice a week.
- A wide range of outdoor locations have been experienced over the last 12 months, with 4.6 locations visited on average. The most popular locations, each visited by at least half of those who had spent free time outdoors, were woods/ forest, playing field/ pitch, beach/ seashore/ coastline or a park/ other green space in a city/ town.
- Walking was the main activity undertaken outdoors in the last 12 months: 68% of young people had taken a dog for a walk and 55% had been for a walk without a dog. Playing

casual sports or games was the next most frequently mentioned activity (55%). Girls were more likely to visit the outdoors for the former activity and boys the latter.

- Around three fifths (55%) of recent visits to the outdoors were made with a friend or group of friends, with one fifth participating with family members (22%) and the same proportion participating alone (21%).
- Seven in ten (72%) are interested in trying new outdoor activities, with over half interested in trying camping (58%), water sports (56%), visiting a beach/ seashore/ coastline (54%), adventure-type activities (53%), skiing/ snowboarding (52%) or sledging (51%).
- The qualitative research identified quality personal space and time to themselves, without adults (ideally with friends) as the main motivators to spending (increased) time in the outdoors. Spending time with friends (57%) and getting out of the house (53%) were the main reasons cited in the quantitative survey for visiting the outdoors.
- Time restraints associated with school, home and other commitments were the main barrier to participation in outdoor activities identified from the qualitative research. The quantitative survey indicated that more information about where to go to enjoy outdoor activities and more activities being on offer locally are key to increased involvement.

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# 1 INTRODUCTION

Enjoying the outdoors is important in its own right and it can also help deliver many social, economic and environmental benefits. Scottish Natural Heritage's (SNH) 2007 policy statement, *'Enjoying the Outdoors - supporting participation and sharing the benefits'*, sets out a vision in which everyone in Scotland is able to enjoy the outdoors as part of their daily life, with improved opportunities for participation in outdoor recreation, education and volunteering.

Young people have been identified as a key audience within this vision. Capturing the interest of young people in the outdoors as a focus for social and physical activity has the potential to generate a lasting interest or commitment into adult life. Outdoor activity also has an established role in improving physical and mental well-being and developing new skills and confidence, and can be particularly important for improving the life chances for young people who are socially excluded.

SNH's main priorities among this audience are:

- to promote wider participation in outdoor pursuits
- to increase opportunities for young people to be active in the outdoors
- to increase recognition among this group of the benefits that can be derived from engaging in outdoor activities.

Taking forward these priorities will involve a programme of work both *within* and *outwith* school and youth work settings. SNH has already made a significant contribution to outdoor learning, the development of school grounds and environmental education in Scotland, much of which has been achieved within a school setting. SNH's priority for new activity among young people is likely to be outwith the school setting and focused on encouraging participation and volunteering in the teenage years. A better evidence base on the attitudes and behaviour of young people, aged 11-17, towards enjoying the outdoors and participation in outdoor recreational activities outside of the school setting was required to help direct this effort. In September 2010, SNH commissioned Scott Porter Research to undertake a programme of research among this audience. This report provides a summary of the findings.

## 1.1 Research objectives

As described in the research brief, the specific objectives of this study were:

- to provide information on young people's current attitudes and behaviours regarding enjoying the outdoors and participation in outdoor recreational activities which will help inform the development of a programme of work;
- to quantify current behaviour in terms of participation in outdoor recreational activity outside of the school setting;
- to identify the differences in attitudes and behaviours which exist among different sub-sets of young people and the factors which influence these differences;
- to identify the types of broad messages and motivators which could be used to engage and inspire this audience or sub-sets of this audience to enjoy the outdoors in future.



## **2 METHODS**

To achieve the research objectives outlined on the previous page, a two-stage approach to the study was adopted, consisting of both qualitative and quantitative research. The methodology for each stage is detailed in the following sections.

### **2.1 Qualitative stage**

An initial qualitative phase was conducted between 7<sup>th</sup> and 15<sup>th</sup> October 2010. The purpose of this exercise was to examine in depth young people's attitudes and views towards taking part in outdoor activities (outside of the school environment), as well as the motivations and barriers to participation. The exploratory format adopted also permitted a thorough examination of the types of messages which could be used to inspire and motivate young audiences.

A series of friendship paired depth and triad interviews were undertaken with young people. These involved either two or three friends of the same age, demographic and outdoor behavioural profile, participating in the interview together. The friendship approach helped to remove any potential barriers to respondents 'opening up' in an unfamiliar group and allowed them a greater sense of openness with their responses and views, in addition to offering the reassurance of having a couple of friends close to hand (particularly for the youngest end of the age spectrum).

A total of 10 friendship triads (each lasting 75 minutes) were conducted with 10-13 year olds and 10 friendship pairs (each lasting 60 minutes) with 14-17 year olds (including two with 16-17 year olds at college). In addition to age, gender, socio-economic group and location, respondents were recruited based on how often they made visits to the outdoors. Levels of frequency were defined as follows:

- Frequent: visiting the outdoors once or twice a week
- Occasional: visiting the outdoors once or twice a month
- Infrequent: visiting the outdoors less often than once a month or never

Prior to the interviews taking place, each participant was provided with a diary and asked to record all activities undertaken in the outdoors in the preceding seven days, as well as the reason for doing the activity and how it made them feel. If no outdoor activity had been undertaken on a particular day, the reason for this was recorded in the diary. The diaries were used as a basis for discussion during the interviews.

The sample profile achieved for the qualitative stage is detailed on the next page.

*Table 1 – Qualitative sample profile*

Age	SEG	Gender	Frequency of outdoor visits	Location
12-13	C1C2	Female	Infrequent	Urban (Edinburgh, Paisley)
14-15	C1C2		Occasional	
16-17	C1C2		Frequent	
12-13	DE		Frequent	
16-17*	DE		Infrequent	
10-11	AB	Male	Frequent	
10-11	AB		Infrequent	
14-15	DE		Frequent	
10-11	DE	Female	Occasional	Accessible small town (Bridge of Weir/ Houston)
12-13	DE		Occasional	
16-17	DE		Infrequent	
14-15	AB		Infrequent	
12-13	C1C2	Male	Occasional	
14-15	C1C2		Frequent	
16-17	AB		Occasional	
10-11	C1C2	Female	Infrequent	Remote small town/ Accessible rural (Kirkconnell/ Strathmiglo)
16-17*	C1C2		Occasional	
10-11	C1C2	Male	Frequent	
12-13	AB		Infrequent	
14-15	DE		Occasional	

\* 16-17 year olds at college/ university

The qualitative findings were used to aid the development of the survey questionnaire and are used within the main findings section of this report to aid the interpretation of some of the answers given by young people in the survey.

## 2.2 Quantitative stage

This stage of the research was used to provide a quantitative measure of opinions identified during the qualitative exercise and to gauge young people's current behaviour with regards to outdoor recreational activity.

The target population for the survey was young people between the ages of 11 and 17 inclusive. While young people aged 11 to 15 years are still at school, those aged 16 or 17 could either be at school, in further education, working or unemployed. To accommodate all segments, a two pronged approach to distributing the questionnaires was adopted:

- A survey conducted through schools with 11 to 17 year olds (i.e. Primary 7 to Sixth Year)
- A survey conducted in street locations with 16 to 17 year olds no longer at school (including those in further education, working or unemployed)

To achieve a survey sample that was representative of young people aged 11-17 years across Scotland and allow for robust sub group analysis (e.g. by age, gender, frequency of

outdoor visits), a minimum of 1,200 responses was proposed (with 1,000 completed within the school setting and the remainder via the in-street method).

To ensure as open a response as possible was captured from young people in the sample, the survey was conducted using a self-completion questionnaire. All the individual answers given were confidential and respondents were not required to write their name on the questionnaire. Copies of the survey questionnaires can be found in the appendices.

### *2.2.1 Schools sample*

To achieve the required volume of completed questionnaires within schools (i.e. 1,000 minimum), permission to approach head teachers was first required from Local Authorities in Scotland. The following steps were followed in sequence by Scott Porter Research in order to fulfil the schools sample:

- A letter introducing the survey and explaining its purpose was sent on SNH headed paper (and signed by the Director of Policy and Advice at SNH) to each Director of Education. This was followed up with a phone call to establish permission, which was granted by 24 out of 32 local authorities.
- A sample of primary and secondary schools was identified from a Scottish schools database, selected to reflect general Scottish urban and rural split and also levels of deprivation
- Head teachers were contacted by letter (to ascertain willingness to take part in the research), followed up with a phone call to establish interest and make arrangements for completing the survey.
- An interviewing pack containing copies of the questionnaire and detailed instructions for administering the survey was sent to each school, with the exception of three schools who requested an interviewer to visit the school to administer the survey (an option which was offered to all schools).

A total of 1,010 questionnaires were completed across 10 primary schools and 11 secondary schools between 1<sup>st</sup> March and 6<sup>th</sup> April 2011.

### *2.2.2 In street sample*

To achieve the required number of responses from 16-17 year olds no longer at school (i.e. 200 minimum), in street areas in the following five locations were selected:

- Aberdeen
- Arbroath
- Edinburgh
- Galashiels
- Paisley

Respondents were approached by market research interviewers and screened to establish their age and current employment status. Eligible respondents were then handed a copy of the questionnaire and asked to complete it there and then.

Quotas were set to achieve a minimum of 100 responses with respondents in each age category, of which 50 were in further education and 50 were working or unemployed. A total of 210 responses were achieved between 8<sup>th</sup> and 18<sup>th</sup> March 2011, split as follows:

- 97 interviews with 16 year olds: 46 in further education, 51 working/ unemployed
- 113 interviews with 17 year olds: 60 in further education, 53 working/ unemployed

Please note that the questionnaire utilised for the in-street method was the same as that used for the schools sample (with references to school removed).

### 2.2.3 Quantitative sample profile

The responses for the school and in-street samples were combined and then weighted to reflect the profile of Scottish young people aged 11-17 years, according to the 2001 Census. Details of the combined sample and the weighting are detailed in Table 2 below.

Table 2 – Quantitative sample profile

	Unweighted TOTAL	Weighted TOTAL	Weighted %
<b>TOTAL</b>	1,220	1,220	100
<b>Gender</b>			
Male	595	608	51
Female	594	581	49
<b>Age</b>			
11	137	168	14
12	158	169	14
13	145	174	15
14	165	172	14
15	146	173	15
16	200	172	14
17	242	164	14
<b>Location</b>			
Urban	950	983	81
Rural	270	237	19

Base: All respondents (n=1,220)

In addition to location, respondents were asked in the questionnaire to specify the type of area in which they lived. Three fifths (60%) indicated that they lived in a city/ town and two fifths (40%) in a village/ the countryside.

To determine the relative deprivation level<sup>1</sup> of the area in which respondents lived, the school postcode (and the home postcode for in-street respondents) was used. Just over one in ten (12%) respondents were categorised as living or going to a school in an area in the 15% most deprived areas, with the same proportion located in an area in the 15% least deprived areas. Thus, the majority of respondents (77%) were located in areas in between these two extremes.

### 2.2.4 Confidence levels

In terms of confidence levels, all data have been tested at the 95% confidence level. The accuracy levels for some of the key sub-sample groups are detailed below.

<sup>1</sup> The Scottish Index of Multiple **Deprivation** identifies small areas of concentrated deprivation across Scotland and gives an overall measure of how deprived an area is in relation to other areas in Scotland. <http://www.scotland.gov.uk/Topics/Statistics/SIMD>

- The total base of 1,220 provides data with an accuracy of +/- 0.79% to +/- 2.83%.
- The accuracy levels for boys (51% of total sample = 608) are +/- 1.11% to +/- 3.97% and for girls (49% of total sample = 581) are between +/- 1.14% and +/- 4.07%.
- In terms of location, urban accuracy levels (81% of total sample = 933) are +/- 0.89% to +/- 3.13% and rural accuracy levels (19% of total sample = 237) are +/- 1.78% to +/- 6.37%.

### 3 MAIN FINDINGS

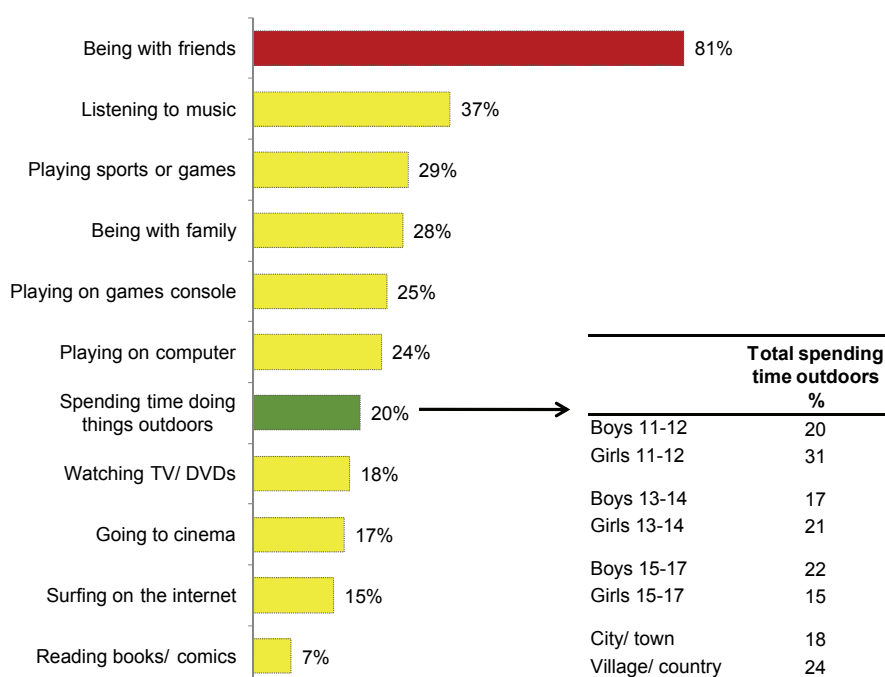
In this section of the report, the main findings to emerge from the study are presented under a series of headings. While the quantitative survey data forms the main basis of the report, the results are interspersed with key findings from the qualitative exercise. The survey results for questionnaires completed in schools and those completed in the street with 16-17 year olds no longer at school have been combined and presented at an overall level.

#### 3.1 Free time activities and youth club membership

##### 3.1.1 Type of free time activities most enjoyed

All respondents were given a list of 11 free time activities and asked to tick the three they enjoyed doing most in their free time (outside of school). As shown in Figure 1 below, 'being with friends' received by far the highest proportion of nominations with four-fifths (81%) including this free time activity in their top three. Given the dominance of this activity on the list it is highly likely that the other activities selected will involve some level of participation from friends. This confirms feedback from the qualitative exercise where friends were described by respondents as being central to the free time activities they tended to do and take pleasure in.

*Figure 1 – Top 3 activities young people enjoy doing most in their free time*



Source: Q16

Base: All respondents (n=1,220)

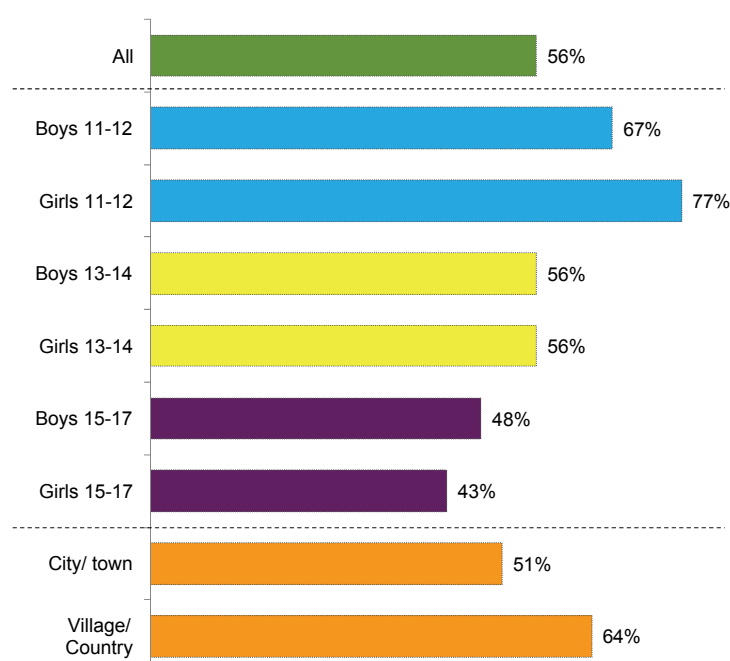
In terms of the 'outdoors', Figure 1 (above) shows that one in five (20%) of all respondents nominated 'spending time doing things outdoors' among their top three most enjoyed activities. While there was no significant difference in this finding between boys and girls overall (20% and 21% respectively), younger girls aged 11-12 years were significantly more likely than their male counterparts to include the 'outdoors' in their top three free time activities (31% compared to 20%). The opposite was true for older girls aged 15-17 years who were significantly less likely to select this activity compared to boys in the same age group (15% compared to 22%).

### 3.1.2 Membership of youth clubs and organisations

All respondents were asked to indicate from a list, the youth clubs or organisations which they were a member of, if at all. Figure 2 below illustrates that structured activity features largely in the lives of these young people, with around three fifths (56%) of all respondents reporting membership of a youth club or organisation.

Across the sample as a whole, there was no difference between boys and girls in relation to youth club membership (both 56%). However, on further analysis it was clear that the role of clubs diminishes significantly with age, falling from 74% membership among 11 year olds to 34% membership among 17 year olds. As shown in Figure 2, the decline by age is most stark for girls. Overall, club membership was lowest among 16-17 years who were no longer at school (at 23%).

Figure 2 – Membership of youth clubs or organisations



Source: Q17

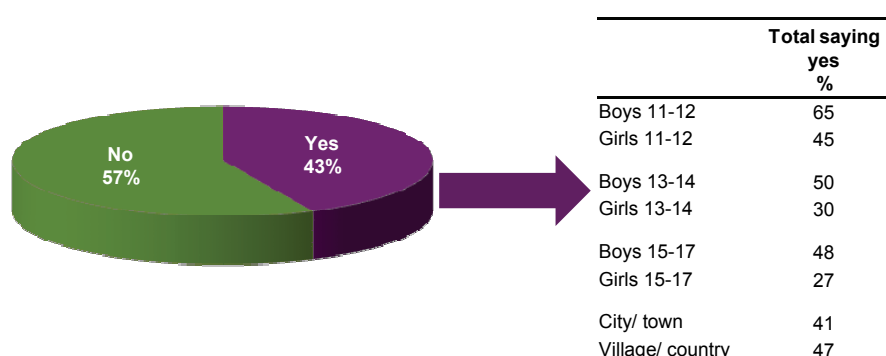
Base: All respondents (n=1,220)

Of those who were a member of a youth club or organisation (n=657), over one quarter (29%) reported membership of a uniformed organisation (e.g. Scouts, Guides, Cadets) or a local or community youth club/ group (27%). A similar proportion (24%) reported Young Scot memberships, with one fifth (20%) being in a sports club/ team. Other clubs mentioned included theatre/ drama (10%), dance/ cheerleaders (7%), Duke of Edinburgh Award Scheme (2%), horse riding (2%), music/ bands/ orchestras (2%) and martial arts/ self defence (2%).

### 3.1.3 Attending outdoor sport or activity clubs/ classes

All respondents were asked about their attendance at clubs or classes (outside of school or college/ university) where they take part in an **outdoor** sport or activity. More than two-fifths (43%) responded positively (as shown in Figure 3 on the next page), with boys significantly more likely than girls to report participation in this type of club (53% compared to 32%) – the same being true across all age groups.

Figure 3 – Proportion who attend an outdoor sport or activity club/ class



Source: Q18

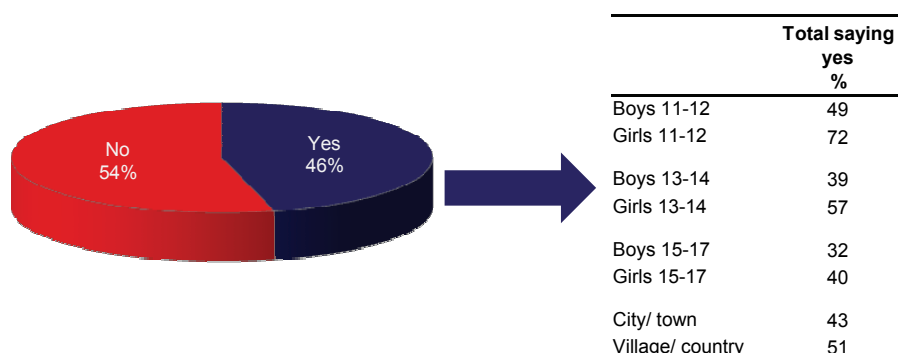
Base: All respondents (n=1,220)

In addition to boys, going to an outdoor sport or activity club/ class was also more common among those who enjoy spending free time outdoors a lot (55%), members of youth clubs/ organisations (54%) and those who attend an indoor sport or activity club/ class (51%). Those no longer at school were the least likely to be attending this type of club/ class (26%).

#### 3.1.4 Attending indoor sport or activity clubs/ classes

All respondents were then asked about attendance at clubs/ classes involving an **indoor** sport or activity, with around half (46%) saying 'yes' (see Figure 4 below).

Figure 4 – Proportion who attend an indoor sport or activity club/ class



Source: Q19

Base: All respondents (n=1,220)

While boys were significantly more likely than girls to attend outdoor sport or activity clubs/ classes, the opposite is true when it comes to indoor sport or activity clubs/ classes; over half (54%) of girls attend this type of club/ class compared to two fifths (39%) of boys.

The above average attendance at indoor sport/ activity clubs/ classes among girls is primarily driven by 11-12 year olds (at 72%) and, to a lesser extent, 13-14 year old girls (at 57%). While participation drops below average for 15-17 year old girls (to 40%), it does remain higher than found for their male peers (at 32%). This finding confirms criticisms made by girls during the qualitative stage that fewer opportunities existed for girls in relation to outdoor sports/ activities than for boys (e.g. football, rugby etc.). Consequently, the types of clubs/ classes they attended were more likely to be undertaken in an indoor setting.



In addition to girls, going to an indoor sport/ activity clubs/ classes was also more common among those living in village/ countryside locations (51% compared to 43% living in a city/ town) and those living in the most deprived areas (50% compared to 39% of those living in least deprived areas). As before, those respondents no longer at school were the least likely to be attending this type of indoor club/ class (at 20%).

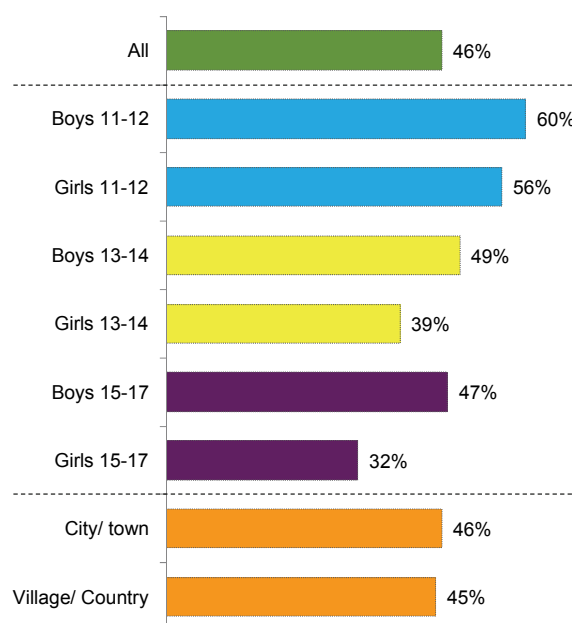
Overall, for youth club membership and attendance at sport/ activity clubs, it is evident that participation diminishes considerably with age. These findings suggest, as did the qualitative, that the need for organised activity becomes less essential as young people become more independent and are given more control over decisions regarding how they spend their free time, especially once they have left the school environment.

### 3.2 Current attitudes towards the outdoors and outdoor activity

#### 3.2.1 Extent to which young people enjoy spending free time outdoors

The young people taking part in the survey were asked to rate the extent to which they enjoy spending free time outdoors. The overall response was positive, with close to half saying they 'enjoy it a lot' (46%) and a similar proportion saying they just 'enjoy it' (47%); this equates to 93% of all respondents claiming to enjoy spending free time outdoors. A small proportion of respondents indicated that they 'don't enjoy it very much' (5%) or 'don't enjoy it at all' (2%), predominantly those who went on to report making infrequent visits to the outdoors in the 12 months prior to the survey (i.e. less than once a month or never).

Figure 5 – Profile of respondents who enjoy spending free time outdoors a lot



Source: Q1

Base: All respondents (n=1,220)

Figure 5 (above) shows the profile for respondents who reported that they enjoy spending free time outdoors 'a lot', with clear (and significant) differences by age and gender. Across all age groups, boys were more likely than girls to report enjoying the outdoors a lot (51% compared to 40%), with significantly higher levels of enjoyment among 13-14 year old boys (49% compared to 39% of 13-14 year old girls) and 15-17 year old boys (47% compared to 32% of 15-17 year old girls).

Regardless of gender, it is apparent that enjoying the outdoors a lot drops off with age (although the decline is more marked for girls). Once outside of the school environment, the proportion of 16-17 year olds reporting that they enjoy it a lot declines significantly, falling from 44% among 16-17 year olds at school to 36% among 16-17 year olds no longer at school.

Further analysis also revealed some differences by outdoor sport/ activity club attendance. Three fifths (58%) of those who attend an outdoor sport/ activity club mentioned that they enjoy spending free time outdoors a lot compared to below two fifths (36%) of those who don't attend this type of club. Despite greater participation in outdoor sport/ activity clubs among those living in the least deprived areas, they were significantly less likely than those living in the most deprived areas to report enjoying the outdoors a lot (37% compared to 56%).

The key gender differences emerging from the qualitative stage tended to involve the types of activities undertaken and the amount of barriers (or opportunities) to spend (more) time outdoors with others or by themselves - rather than the level of enjoyment of outdoor leisure activities:

- Boys were more prone to be interested in more physical activities alongside the accompanying benefits and release needs (sense of achievement, challenge or thrill, enjoyment, camaraderie, independence) and/or potentially due to a masculine identity inclination for the more physical and competitive activities.
- Boys seemed to have a higher level of independence (at an individual and social level) compared with some of their female counterparts (especially apparent amongst 'the teens' i.e. 13-16 years). This can result in greater opportunities for boys to have unsupervised time outdoors to themselves (and with friends) or with fewer constraints (i.e. more likely to be able to go out/cycle alone).
- Some girls expressed a genuine lack of confidence or had self-esteem issues when (considering) participating in outdoor activities that were physically active or required a fairly basic skill set, especially when it involves a similar peer group (of girls or boys). Although this lack of confidence was also cited by some of the boys, it was most prevalent amongst girls.
- Some older girls (especially those aged 13 years+) had genuine concerns with the (lack of) social kudos and image of certain outdoor activities (e.g. cycling) and the risk of being teased by their peer group (and by other girls in particular).
- Some girls (especially those aged 13 years+) claimed they were less inclined or able to participate in more spontaneous outdoor activities for fear of ruining their appearance and look (hair, make-up, clothes, shoes) and consequently looking silly amongst their peer group.
- Whilst boys and girls across all ages (especially older) both claimed the increasing role of peer group conformity as a potential barrier to taking part in more outdoor activities or doing so more regularly, this was more prevalent amongst older girls. There was a sense that differences in interests, ability or availability tend to increase as they all get older and attain a greater level of independence or choice with regard to their free time. This inevitably makes it more difficult to please everyone in the social group, especially in relation to outdoor leisure activities. This highlights the need for outdoor leisure activity to feel or appear fairly inclusive and socially acceptable to ensure wider group participation, especially amongst older girls.

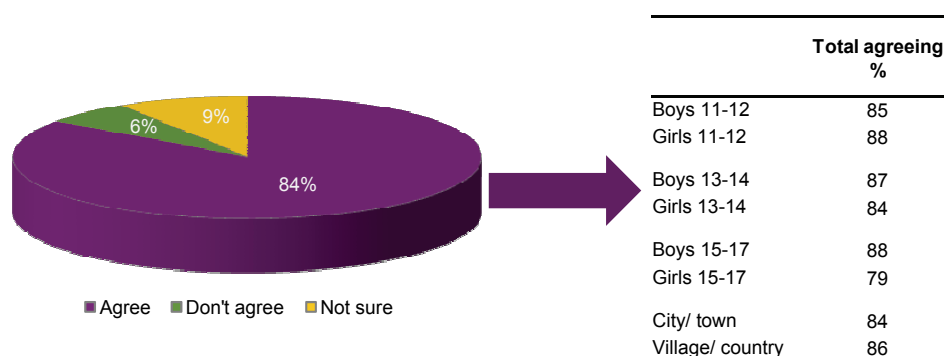
- Girls were more likely to express some level of concern with their personal security when unaccompanied outdoors in certain areas (e.g. cycle/canal path, local woodland etc.) or times of day and had a greater level of restrictions on exactly where and when they were allowed to be outside unaccompanied. Parents were also noted as being stricter or less flexible with some of the girls compared with their male counterparts with regard to being unaccompanied in an outdoor setting (beyond the neighbourhood or agreed zones).

### 3.2.2 Whether young people like to spend some free time each week outdoors

Figure 6 (below) illustrates that a high percentage (84%) of respondents were in agreement with a statement in the survey asking if they like to spend some of their free time each week outdoors. While four fifths (79%) of 15-17 year old girls were also in agreement, boys in the same age group were significantly more likely to respond positively (88%). No significant variations were noted between boys and girls in the other age groups, or by location.

Perhaps not surprisingly, there appears to be a correlation between enjoyment of the outdoors and agreement with this statement. Over nine in ten (94%) of those who enjoy spending free time outdoors **a lot** agreed that they like to spend some free time each week outdoors compared to one third (32%) of those who don't enjoy spending free time outdoors. Going to an outdoor sport/ activity club also influenced levels of agreement, with 93% of those who attend an outdoor sport/ activity club agreeing compared to 78% of those who don't attend.

Figure 6 – Whether like to spend some free time each week outdoors



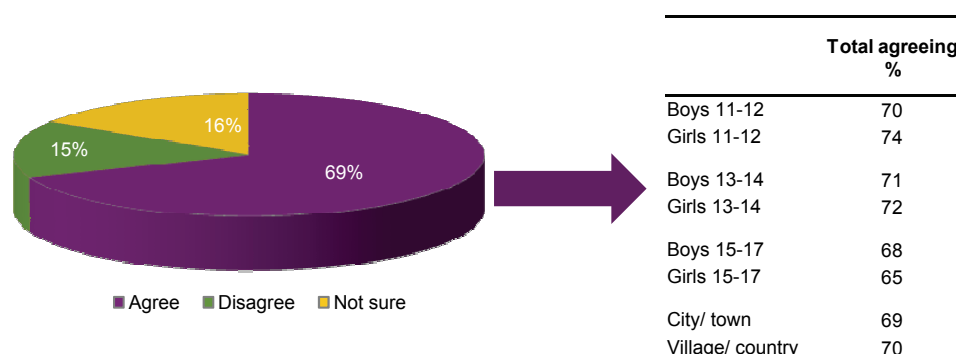
Source: Q11a

Base: All respondents (n=1,220)

### 3.2.3 Whether young people would like to spend more free time outdoors

When asked if they would like to spend more free time outdoors, seven in ten (69%) of all respondents agreed with this statement (see Figure 7 on the next page). Boys and girls were equally positive, with no significant differences by age group. As found in section 3.2.2 (above), those who enjoy spending free time outdoors a lot were more likely to agree with this statement than those who don't enjoy the outdoors (81% compared to 27%).

Figure 7 – Whether would like to spend more free time in the outdoors



Source: Q12a

Base: All respondents (n=1,220)

It is evident from the findings detailed in this section (3.2) that a lack of interest does not appear to be a key barrier to participation in the outdoors among this sample of 11-17 year olds. Overall, these young people (across both age and gender) have a strong positive attitude towards spending time in the outdoors.

### 3.3 Outdoor leisure activity behaviour

#### 3.3.1 Spontaneous perceptions of the outdoors and outdoor activities

Beyond evoking a general sense of '*open space*', the outdoors, as a concept or setting, is perceived as very broad in terms of what it constitutes and is associated with (i.e. imagery, types of green space, related activities). Young people tended to associate the outdoors initially with settings they knew or were exposed to as part of everyday life (beyond the school gate).

Consequently, 'the outdoors' can initially be interpreted quite literally as '*local green space*' and is not necessarily as easily associated with the countryside and more rustic values, especially amongst those residing in built-up, urban areas or with limited opportunity to visit a less-urbanised outdoor setting. Others tended to envisage more rustic, pastoral scenery and natural habitats, especially those living in semi-rural areas or those with greater exposure to visit or engage with more natural or different outdoor settings.

As a result, when young people visualise the outdoors as an identity or setting at a top of mind level, it can result in extremes between '*local green space, on their doorstep*' to rural countryside and remote, wilder settings (mountains). These sharp variances between highly-urbanised green space and less urbanised and more natural settings can impact on how young people relate to and feel about the outdoors and associated outdoor (leisure) activities. The young people who were most able to associate and visualise the outdoors with more natural settings (and positive experiences) were likely to be those with greater frequency in engaging in outdoor settings beyond their local green space.

This suggests that young people need more opportunities to experience the more rustic or natural environments to help them identity and connect with the outdoors beyond what they know and are used to in terms of their local area. It also highlights the importance of communicating that outdoor leisure activities can be 'beyond what's on their doorstep' on the basis that some young persons (across ages) can be fairly dismissive or disinterested as 'local' can feel too familiar and everyday as opposed to a change of scene and experience.

### 3.3.2 *Defining the outdoors and outdoor recreational activity*

A key challenge identified at the qualitative stage was in the definition of outdoor activity (i.e. 'what constitutes outdoor leisure activity and what doesn't?') amongst young people. There was clearly some uncertainty due to the broadness of the outdoor setting definition (i.e. anything outdoors involving some level of physical activity) and the exclusivity of what was eligible or not (i.e. exclude school/team organised activity, garden / street play).

Many of the qualitative respondents (across gender and ages) tended to see outdoor leisure activity as fairly physical and active activities (cycling, skate-boarding, jogging) rather than more passive or casual activities (dog-walking, mucking around, kick about). In addition, a number tended to work exclusively or largely around what they typically or currently were doing outdoors (on a fairly regular basis) and some struggled to differentiate semi-structured school or club activities from personal leisure time outdoors on the basis that it was 'physically active and outdoors'. This highlights that the term 'outdoor activity' (or 'leisure activity outdoors') can lack a clear identity beyond what young persons were already participating in or doing at a more physically active (rather than casual) basis. Many struggled to simplify 'outdoor activity' as 'being and doing something outdoors'.

In the absence of more everyday and casual outdoor activities, outdoor leisure activities were identified and associated with more extreme outdoor activities and pursuits (e.g. mountain-bike trailing, kayaking, water sports, climbing, winter sports), particularly by younger and older boys. These activities tended to be more structured (or adult-supervised) and typically required specialist equipment or facilities (e.g. specialist outdoor venue or activity centre). In addition, given the more specialist and technical element, these activities were associated with significant planning (and cost) as they tended to be less accessible or situated in more remote areas.

There was evidence of spontaneous associations with more casual outdoor leisure activities amongst some of the younger respondents (11-12 years) who were more frequent engagers of casual outdoor activity either socially or with their family. Some younger respondents could relate aspects of casual or creative play (e.g. playing tag, climbing trees) as another form of outdoor activity on the basis that it was quite physical and active. A few of the younger girls also extended outdoor activity to include quality quiet time with nature and wildlife; however, this was not cited by boys the same age in the absence of any physically active element or competitive edge.

Some older respondents (15-17 years) that actively participated in more rustic outdoor settings and activities (hiking, camping, beach trips) with their friends immediately perceived outdoor activities in a more casual setting and simple pleasures context in terms of being outdoors with nature and getting away from it all (with friends).

To address the above uncertainties and variations in young people's interpretation of the outdoors and outdoor activities, the survey questionnaire incorporated comprehensive lists of outdoor locations and activities for respondents to select as opposed to asking them to write in their responses. In addition, the introduction to the survey provided the following definitions:

- When we say '**outdoors**' we mean open spaces in and around towns and cities, including parks, playing fields, woods, canals and nature areas; we also mean the coast, beaches and seaside; and the countryside including farmland, woodland, hills and rivers. These places might be quite close to your home – or they might be further away.

- When we say '**outdoor activities**' we mean casual activities you might do outdoors with your friends or family (like walks, outdoor games or just hanging out) and also other types of outdoor activities, e.g. like water sports, horse riding, hiking trips etc.
- Please **do not** include activities where you are taught by a teacher or do as part of a school or sports team. Playing in your garden or street or getting to and from school does not count.

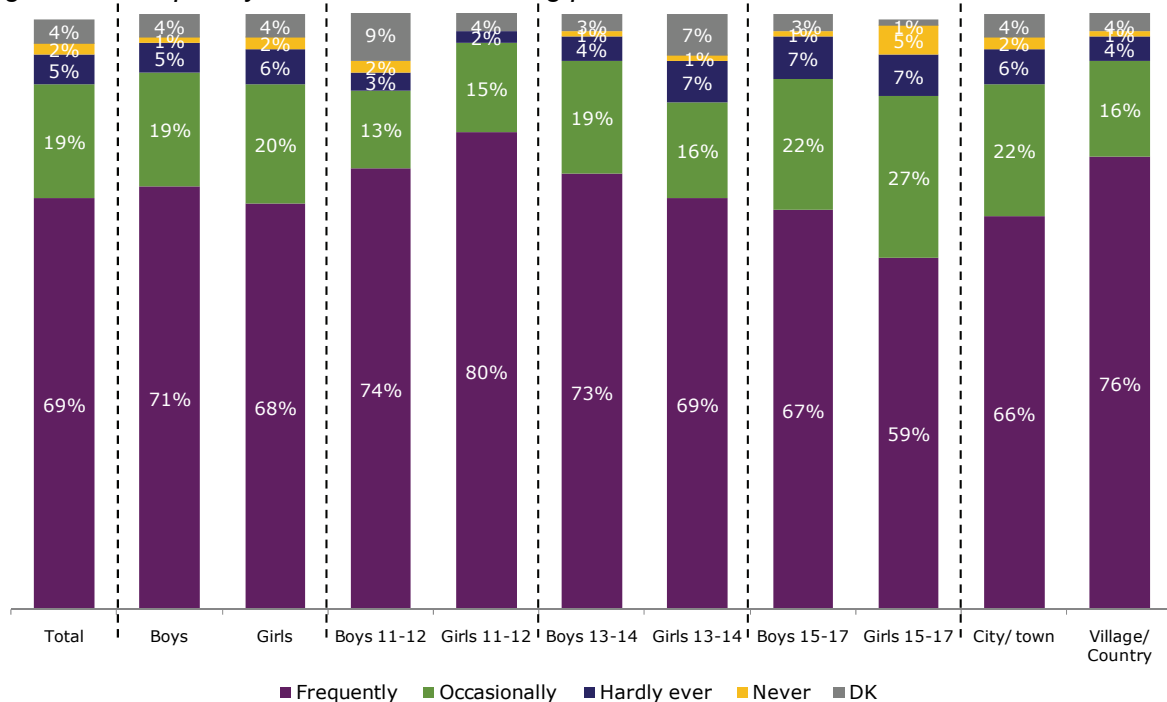
Respondents were also reminded that we were interested in the outdoors things they do when not in school (or college/ work).

The survey instructions were read out to school pupils to ensure respondents were clear on how to answer the questions in the survey.

### 3.3.3 Frequency of outdoor visits in last 12 months

All respondents were asked to indicate how often they had visited the outdoors in their free time during the previous 12 months.

Figure 8 – Frequency of outdoor visits during previous 12 months



Source: Q2

Base: All respondents (n=1,220)

As Figure 8 illustrates, virtually all (98%) respondents had taken visits to the outdoors in the 12 months prior to the survey. Seven in ten (69%) had taken at least one visit per week (i.e. frequently) and one fifth (19%) had taken at least one or two visits per month (i.e. occasionally). A small proportion (5%) had visited less often than once a month (i.e. hardly ever) or had not taken any visits to the outdoors at all (2%). A significant minority (4%) were unable to state how often they had taken visits to the outdoors – this figure increased to 9% among primary school respondents, highlighting the possible uncertainties identified during the qualitative stage about what the outdoors constitutes (as discussed in Section 3.3.2).

The above illustration shows no significant variation between boys and girls (across all age groups) in frequent outdoor visits (71% compared to 68%). However, among girls the

proportion who had made frequent outdoor visits decreased with age; falling significantly from 80% among 11-12 year olds to 69% among 13-14 years to 59% among 15-17 year olds. Older girls were more likely than average to report occasional outdoor visits (27% compared to 19% overall). The proportion of boys who had taken frequent visits to the outdoors remained broadly similar across all age groups.

Further analysis found that frequent outdoor visits were more common among respondents living in a village/ the countryside (76%), 11-12 year old girls (80%), those who attend outdoor sport/ activity clubs (83%) and those who enjoy spending free time outdoors a lot (87%). It should be noted that younger respondents (i.e. 11-12 year olds) were the most likely to fall into the latter two categories.

Those who indicated that they had made no outdoor visits in the last 12 months (2% of all) were most likely to be 16-17 year olds no longer at school (10%) and those who do not enjoy spending time outdoors (22%).

### 3.3.4 Outdoor locations visited in the last 12 months

Those who had made a visit to the outdoors in the last 12 months were asked to indicate the specific locations of their outdoor visits from a list of ten options (with space provided to write in locations not shown on the list). Table 3, below, details the proportion who visited each specific location. Please note that respondents were able to tick more than one answer so percentages add to more than 100.

*Table 3 – Outdoor locations visited in the last 12 months (Source: Q4)*

	Total %
Woods or forest	57
Playing field or pitch	57
Beach, seashore or coastline	54
Park or other green space in a town/ city	50
Paths or tracks for walking, cycling etc.	47
Open countryside	42
River, loch, lake or canal	40
Playground/ play area (for young people)	38
Mountain or hill	37
Another kind of open space in a town/ city	30
Other	4
<b>Base</b>	<b>1,198</b>

It would appear that respondents have been given the opportunity to experience a broad range of outdoor locations in the last 12 months. Around three fifths of respondents had visited a wood/ forest or playing field/ pitch (both 57%), and over half (54%) had visited a beach/ shore/ coastline location. Visits were made to a park or other green space in a town/ city by half of respondents (50%), with a similar proportion (47%) having made use of paths or tracks specifically for walking/ cycling/ riding a horse. Two in five respondents had visited open countryside (42%), a river/ loch/ canal (40%), a playground/ play area specifically for young people (38%) or a mountain/ hill (37%). One third (30%) had visited another kind of open space in a town/ city.

The close proximity to open countryside, hills and coastlines for respondents living in more rural settings appears to have resulted in greater opportunities to experience a wider variety of outdoor locations. As shown in Table 4 (on the next page), a higher proportion of respondents living in a village/ countryside location had made visits to most of the locations

listed compared to those living in a city/ town, the only exceptions being for visits made to playgrounds, playing fields and parks in town/ cities. The same was true when comparing the findings by deprivation level, with those living in the least deprived areas more likely to have made visits to the locations listed than those living in the most deprived areas.

*Table 4 – Outdoor locations visited in the last 12 months by location and deprivation level (Source: Q4)*

	Location		Deprivation level	
	City/ town %	Village/ countryside %	Most deprived %	Least deprived %
Woods or forest	52	66	46	58
Playfield or pitch	57	57	51	53
Beach, seashore or coastline	50	60	49	60
Park or other green space in a town/ city	56	43	49	64
Paths or tracks for walking, cycling etc.	41	57	42	48
Open countryside	33	56	33	41
River, loch, lake or canal	36	46	32	47
Playground/ play area (for young people)	38	38	36	41
Mountain or hill	32	46	22	56
Another kind of open space in a town/ city	32	28	37	29
<b>Base</b>	<b>699</b>	<b>481</b>	<b>133</b>	<b>140</b>

The mean number of locations visited in the last 12 months was 4.6. The mean was highest among the youngest respondents (5.3 locations), as well as those who attend an outdoor sport/ activity club (5.2 locations), those who enjoy spending free time outdoors a lot (5.1 locations), those living in a village/ the countryside (5.0 locations) and those living in the least deprived areas (5.0 locations). The lowest mean was recorded for those who had made visits to the outdoors less often than once a month (2.9 locations), those who do not enjoy spending free time outdoors (2.9 locations) and 16-17 year olds no longer at school (3.0 locations).

### *3.3.5 Outdoor activities undertaken in the last 12 months*

Those who had made a visit to the outdoors in the last 12 months were asked to indicate from a list ALL the outdoor activities which they had participated in during this time period (as well as any other activities not shown on the list). Table 5 details the proportion who had undertaken each of the activities listed in the 12 months prior to the research.

To aid the analysis, the activities were categorised into two segments: ‘simple pleasures’ (highlighted in green and in bold) and ‘activity based’ (highlighted in blue and not in bold). ‘Simple pleasures’ forms the basis of SNH’s communications campaign to support their ‘Enjoying the Outdoors’ policy and aims to inspire people in Scotland to enjoy nature and visit the outdoors, with a focus on simple pursuits such as taking a walk in a local park or green space. The ‘activity based’ pursuits refer to those which are more physical in nature and may require equipment or have a cost attached.



Table 5 – Outdoor activities undertaken in the last 12 months (Source: Q5)

	Total %
<b>Going for a walk (no dog)</b>	<b>68</b>
<b>Taking dog for a walk</b>	<b>55</b>
Playing casual sports or games (not in a team)	55
Jogging or running	54
Cycling or mountain biking	53
Sledging	51
<b>Visiting a beach/ paddling in the water</b>	<b>44</b>
Camping	41
<b>Playing/ hanging out in the woods</b>	<b>41</b>
<b>Playing/ hanging out in a playground/ play area</b>	<b>40</b>
<b>Swimming outside in the sea/ rivers/ lochs</b>	<b>36</b>
Hill walking	31
<b>Going for a picnic</b>	<b>30</b>
Water sports (e.g. canoeing, sailing)	25
Adventure type activities (e.g. high ropes)	24
Skiing/ snowboarding	20
Fishing	20
<b>Visiting a nature reserve</b>	<b>18</b>
Horse riding	16
<b>Collecting conkers/ leaves/ shells/ pebbles</b>	<b>17</b>
Skateboarding/ rollerblading	17
<b>Looking after wildlife/ environment</b>	<b>8</b>
<b>Bird/ wildlife watching</b>	<b>8</b>
Other	5
<b>ANY SIMPLE PLEASURES</b>	<b>93</b>
<b>ANY ACTIVITY-BASED</b>	<b>93</b>
<i>Base</i>	<i>1,198</i>

Table 5 (above) shows that a range of outdoor activities had been undertaken in the previous 12 months. The most frequently undertaken activity was walking, either without a dog (68%) or with a dog (55%). Playing casual sports or games was the next most frequently cited activity (55%), followed closely by jogging/ running (54%), cycling/ mountain biking (53%) and sledging (51%). Visits which would facilitate respondents' connection with nature and the environment were less commonly mentioned. Around one fifth had made a visit to a nature reserve (18%) or collected conkers/ leaves/ shells/ pebbles (17%) in the last 12 months, while below one in ten had made a visit to help look after wildlife/ environment or tried bird/ wildlife watching (both mentioned by 8%).

Outdoor visits where walking was the activity were more likely to have been made by girls (79% without a dog and 60% with a dog) and those living in a village/ the countryside (75% without a dog and 61% with a dog). Playing casual sports/ games during outdoor visits was more common among boys (67%), with the same being true for cycling/ mountain biking (60%). Respondents in Primary 7 (in particular girls) were more likely than average to have mentioned collecting conkers/ shells etc. (43%), visiting a nature reserve (35%), bird/ wildlife watching (22%) and activities to help look after wildlife/ environment (20%).

Overall, outdoor activities that involved participating in a 'simple pleasure' were mentioned to the same extent as 'activity-based' pursuits (both 93%). While there was no significant variation in the proportion of boys and girls who mentioned an 'activity based' pursuit (95% compared to 91% respectively), girls were significantly more likely to have undertaken an outdoor activity involving a 'simple pleasure' (98% compared to 88% of boys).

The mean number of outdoor activities undertaken in the last 12 months was 7.8. The highest number of activities was mentioned by respondents in Primary 7 (10.5 activities). This finding is supported by observations during the qualitative stage where younger respondents, particularly those in primary school, were more likely to have specified a wider range of outdoor activities in their pre-task diary as well as during the research discussion itself. It was evident that parents were fundamental to this level of participation, either organising activities and days out or enrolling their children in clubs/ classes (e.g. Cubs/ Brownies).

Table 6 features the outdoor activities undertaken most recently by respondents. Activities undertaken by 1% or more of all respondents are detailed. In some cases the respondent had participated in more than one activity so percentages add to more than 100.

*Table 6 – Outdoor activity undertaken most recently (Source: Q7)*

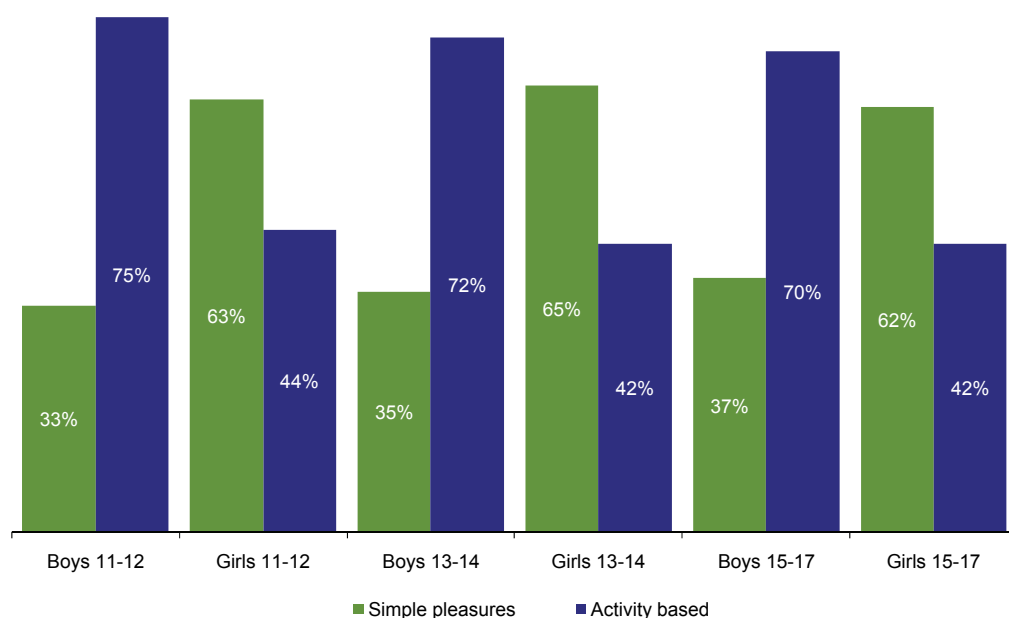
	Total %
<b>Taking dog for a walk</b>	<b>21</b>
<b>Going for a walk (no dog)</b>	<b>17</b>
Playing casual sports or games (not in a team)	17
Jogging or running	13
Cycling or mountain biking	11
<b>Playing/ hanging out in a playground/ play area</b>	<b>8</b>
<b>Playing/ hanging out in the woods</b>	<b>5</b>
Horse riding	4
Sledging	3
Hill walking	3
Skiing/ snowboarding	3
Camping	2
Fishing	2
Skateboarding/ rollerblading	2
<b>Visiting a beach/ paddling in the water</b>	<b>1</b>
<b>Swimming outside in the sea/ rivers/ lochs</b>	<b>1</b>
<b>Going for a picnic</b>	<b>1</b>
Water sports (e.g. canoeing, sailing)	1
Adventure type activities (e.g. high ropes)	1
<b>Visiting a nature reserve</b>	<b>1</b>
Other	1
<b>Collecting conkers/ leaves/ shells/ pebbles</b>	<b>-</b>
<b>Looking after wildlife/ environment</b>	<b>-</b>
<b>Bird/ wildlife watching</b>	<b>-</b>
<b>ANY SIMPLE PLEASURES</b>	<b>49</b>
<b>ANY ACTIVITY-BASED</b>	<b>58</b>
<i>Base</i>	<i>1,198</i>

Table 6 shows a clear seasonal focus to the activities participated in most recently, with those associated with the autumn/ winter months (e.g. sledging, collecting conkers etc.) and summer months (e.g. swimming outside, visiting a beach) less commonly mentioned. It is not too surprising that respondents' most recent visits to the outdoors involved more everyday pursuits (e.g. walking the dog) given that the survey was completed on a week day during school/ college term time.

There appears to be a strong correlation between the activities they tried in the last year and those done most recently, with visits involving walking the most frequently mentioned recent activities (21% with a dog and 17% without a dog) followed by playing casual sports/ games

(17%). Overall, 'activity based' pursuits were more likely to be mentioned than 'simple pleasures' (58% compared to 49%). As found for all activities, girls were more likely to mention doing a 'simple pleasure' most recently (63% compared to 35% of boys) whereas boys were more likely to mention an 'activity-based' pursuit (73% compared to 43% of girls). Figure 9 below illustrates that this was the case for boys and girls across all age groups.

*Figure 9 – Most recent outdoor activity by age and gender*



Source: Q7

Base: Those made outdoor visits in the last 12 months (n=1,198)

### 3.3.6 Outdoor activities enjoyed most in the last 12 months

Respondents were asked to indicate, from all the outdoor activities undertaken in the last 12 months, which **three** they had enjoyed doing the most – the findings are shown in Table 7 below.

Table 7 – Outdoor activities enjoyed most in the last 12 months (Source: Q6)

	Total %
Playing casual sports or games (not in a team)	26
<b>Taking dog for a walk</b>	<b>25</b>
Cycling or mountain biking	25
Sledging	23
Jogging or running	22
<b>Going for a walk (no dog)</b>	<b>21</b>
Camping	20
<b>Playing/ hanging out in the woods</b>	<b>16</b>
<b>Playing/ hanging out in a playground/ play area</b>	<b>13</b>
<b>Swimming outside in the sea/ rivers/ lochs</b>	<b>13</b>
Skiing/ snowboarding	11
<b>Visiting a beach/ paddling in the water</b>	<b>10</b>
Water sports (e.g. canoeing, sailing)	10
Horse riding	10
Hill walking	9
Adventure type activities (e.g. high ropes)	8
Fishing	8
<b>Going for a picnic</b>	<b>6</b>
Skateboarding/ rollerblading	5
<b>Visiting a nature reserve</b>	<b>2</b>
<b>Collecting conkers/ leaves/ shells/ pebbles</b>	<b>2</b>
<b>Bird/ wildlife watching</b>	<b>1</b>
<b>Looking after wildlife/ environment</b>	<b>-</b>
Other	1
<b>ANY SIMPLE PLEASURES</b>	<b>70</b>
<b>ANY ACTIVITY-BASED</b>	<b>90</b>
<i>Base</i>	<i>1,198</i>

It can be seen from Table 7 that respondents were more likely to nominate an ‘activity-based’ pursuit in their top three (90%), with playing casual sports/ games (26%), cycling/ mountain biking (25%), sledging (23%) and jogging/ running (22%) among the top five most frequently mentioned activities. Virtually all (95%) boys and around nine in ten (85%) girls specified an ‘activity-based’ pursuit in their top three most enjoyed outdoor activities from the last 12 months.

Activities categorised as a ‘simple pleasure’ also received mentions from seven in ten (70%) respondents, in particular walking the dog (25%) and going for a walk without a dog (21%). The overall total for simple pleasures has been reduced by the limited number of respondents nominating activities related to nature, wildlife and the environment in their top three.

As before, girls were more likely to mention a ‘simple pleasure’ (82% compared to 59% of boys), particularly girls aged 13-17 years (84% compared to 77% of girls aged 11-12 years). ‘Simple pleasures’ were also more likely to have been enjoyed by those who had hardly ever

visited the outdoors in the last 12 months (84%), 16-17 year olds no longer at school (80%) and those living in the most deprived areas (80%).

### 3.3.7 *People who participated in most recent activity*

As discussed in Section 3.1.1, friends have a central role in young people's free time activities. It can be seen from Table 8 below that friends also appear to have a high degree of involvement in their visits to the outdoors and their participation in outdoor activities. Around three fifths (55%) of respondents visited the outdoors most recently with friends, while one in five went with their parents/ other family members (22%) or on their own (21%). There was limited involvement on recent visits from more structured environments, such as youth clubs (4%) and uniformed organisations (2%).

*Table 8 – People who participated in most recent activity (Source: Q8)*

	Total %
Friend/ group of friends	55
Parents/ other family members	22
On my own	21
With a sports/ youth club	4
With a group from school	2
With a uniformed organisation (e.g. Scouts)	1
<i>Base</i>	<i>1,198</i>

While friends were a main participant across all age groups for boys and girls, visits were more likely to be taken with friends among 16-17 year olds no longer at school (73%) and those living in the most deprived areas (63%). The opportunity to make visits to the outdoors without adults was more common (as might be expected) among older respondents; 29% of 15-17 year olds visited alone compared to 18% of 13-14 year olds and 13% of 11-12 year olds. In addition, only 15% of 15-17 year olds took their most recent visit with parents/ other family members compared to 19% of 13-14 year olds and 35% of 11-12 year olds.

Minor gripes from older girls during the qualitative stage about having more restrictions than their male peers on spending free time outdoors with friends was also evident from the quantitative survey. Three fifths (59%) of 15-17 year old boys had participated with friends most recently compared to half (51%) of 15-17 year old girls. While one in five (19%) 15-17 year old girls had participated with parents/ other family members, this fell to one in ten (11%) among boys in the same age group.

In terms of the activity undertaken most recently, visits most likely to have been taken with friends were typically more interactive pursuits including playing/ hanging out in a playground (88%), playing/ hanging out in the woods (86%) and playing casual sports/ games (83%). Visits most likely to have been taken alone were more solitary in nature including walking the dog (42%) and jogging/ running (37%).

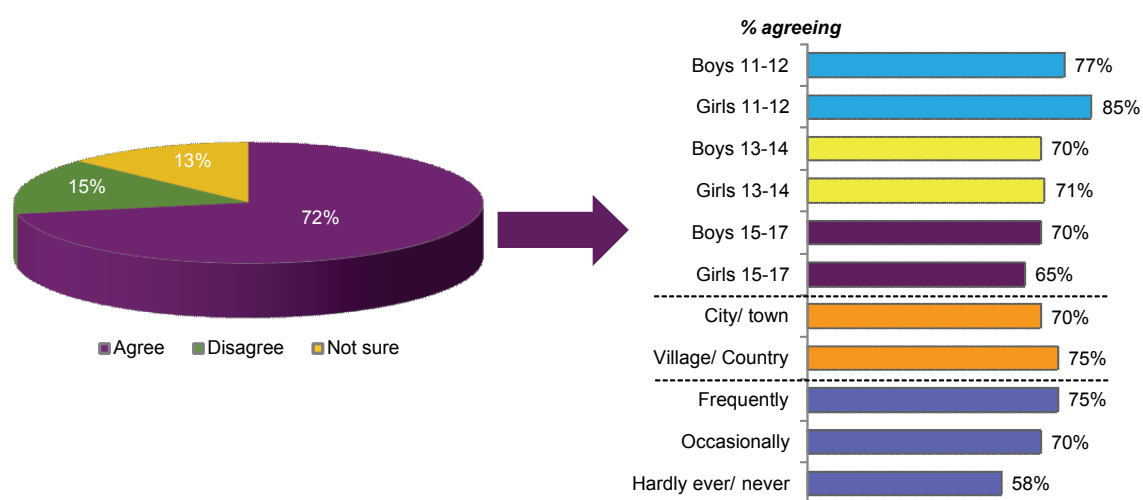
The above findings are supported by the qualitative results where the benefits and rewards of camaraderie and socialising were identified as a key driver to participation in outdoor (as well as indoor) activities. Increasingly as they get older, young people associate outdoor activities in their free time as '*time with friends*'. Friends are felt to make the outdoors fun and more motivating, providing the opportunity to challenge each other and be more adventurous in the types of activities they are willing to try. More importantly, the involvement of friends provides a permission pathway to go outside (i.e. safety in numbers) and offers a means of escaping the confines of home/ school life and rules.

It will be important for SNH to highlight and reinforce the positive values and reward of shared experiences with friends in outdoor activity campaigns and messages as this is something which young people find motivating, regardless of age and gender.

### 3.3.8 Interest in trying new activities (or doing them again)

As can be seen from Figure 10, there does not appear to be a lack of interest in spending time outdoors with over seven in ten (72%) of all respondents in agreement that they would like to try new outdoor activities.

*Figure 10 – Level of interest in trying new outdoor activities*



Source: Q12

Base: All respondents (n=1,220)

While high levels of interest were reported across all age groups for boys and girls, 11-12 year old girls were the most interested in trying new outdoor activities (85%). Those least interested included 15-17 year old girls (65%), those living in the most deprived areas (64%), those no longer at school (61%), those who had hardly ever or never visited the outdoors in the last 12 months (58%) and those who do not enjoy spending free time outdoors (41%).

Table 9 overleaf shows the proportion of all respondents interested in trying each of the listed outdoor activities (either for the first time or again). Overall, there was little variation in the proportion nominating 'simple pleasures' and 'activity-based pursuits (96% and 97%, respectively). This suggests that there is a desire among these young people to experience activities which are more easily accessible as well as those available further afield (or possibly requiring equipment).

Table 9 – All outdoor activities interested in trying (or doing again) (Source: Q10)

	Total %
Sledging	71
Camping	71
Visiting a beach/ paddling in the water	68
Playing casual sports or games (not in a team)	66
Water sports (e.g. canoeing, sailing)	65
Adventure type activities (e.g. high ropes)	63
Going for a walk (no dog)	59
Skiing/ snowboarding	59
Cycling or mountain biking	58
Jogging or running	58
Taking dog for a walk	56
Swimming outside in the sea/ rivers/ lochs	55
Going for a picnic	52
Playing/ hanging out in the woods	51
Playing/ hanging out in a playground/ play area	45
Hill walking	42
Skateboarding/ rollerblading	39
Fishing	38
Horse riding	34
Collecting conkers/ leaves/ shells/ pebbles	20
Looking after wildlife/ environment	20
Visiting a nature reserve	19
Bird/ wildlife watching	12
Base	1,220

The outdoor activities most likely to have been undertaken in the last 12 months featured prominently among the nominations, including sledging, playing casual sports/ games, going for a walk, cycling/ mountain biking and jogging/ running (mentioned by 71%, 66%, 59%, 58% and 58%, respectively). However, some of the activities less commonly undertaken in the previous 12 months also featured high on the list, in particular, camping, water sports and adventure-type activities (mentioned by 71%, 65% and 63% respectively).

As found for activities undertaken and most enjoyed, those associated with nature, the environment and conservation were bottom of the list. However, a significant minority of Primary 7 respondents expressed an interest in collecting conkers/ shells etc. (45%), activities to help look after wildlife or the environment (34%), visiting a nature reserve (26%) and bird/ wildlife watching (20%).

At the qualitative stage, all respondents were asked to design their ideal outdoor leisure activity to help gain a better understanding of the types of settings, activities and the role of simple pleasures within this scenario.

By default, their ideal tended to involve a new or wild experience, which was typically thrill-seeking (white-water rafting, sledging) and highly social. The camaraderie factor was critical, (especially amongst those aged 13 years+) as it provided an ideal opportunity and environment to share, to spend quality time together, to be themselves and to let loose.

Across their ideal outdoor activity scenario, and particularly amongst older respondents (13 years+), there was a strong element of simple pleasures: the joy and fun of being outside in the real outdoors with friends, enjoying themselves, escaping the routine, everyday

familiarity and conformity they are used to (i.e. locally at school/college and home) and achieving some positive personal space.

The above sentiments were also observed in the quantitative stage by further examination of the findings. Those respondents who had tried each activity were excluded from the base to determine which **new** outdoor activities these young people were most interested in experiencing. Table 10 below illustrates greater levels of interest in more adventurous pursuits, with camping (58%), water sports (56%), adventure-type activities (53%) and skiing/ snowboarding (52%) featuring in the top five.

However, respondents also appear to be seeking inspiration from 'simple pleasures', including visiting a beach/ coastline (54%), swimming outside (39%) and going for a picnic (38%) - all featured in the top ten new activities respondents were interested in trying.

*Table 10 – New outdoor activities interested in trying (Source: Q10)*

	Total %
Camping	58
Water sports (e.g. canoeing, sailing)	56
<b>Visiting a beach/ paddling in the water</b>	<b>54</b>
Adventure type activities (e.g. high ropes)	53
Skiing/ snowboarding	52
Sledging	51
Playing casual sports or games (not in a team)	41
<b>Swimming outside in the sea/ rivers/ lochs</b>	<b>39</b>
<b>Going for a picnic</b>	<b>38</b>
Jogging or running	36
<b>Taking dog for a walk</b>	<b>33</b>
<b>Playing/ hanging out in the woods</b>	<b>32</b>
Cycling or mountain biking	31
Skateboarding/ rollerblading	29
<b>Going for a walk (no dog)</b>	<b>28</b>
Fishing	27
Hill walking	26
Horse riding	24
<b>Playing/ hanging out in a playground/ play area</b>	<b>23</b>
<b>Looking after wildlife/ environment</b>	<b>17</b>
<b>Visiting a nature reserve</b>	<b>13</b>
<b>Collecting conkers/ leaves/ shells/ pebbles</b>	<b>12</b>
<b>Bird/ wildlife watching</b>	<b>8</b>
<i>Base: Those not tried each activity</i>	

### 3.4 Motivations and barriers

#### 3.4.1 Motivations

At the qualitative stage, respondents were asked to state their reasons for participating in the outdoor activities they did (or, in the case of infrequent respondents, to explain why they would like to try a particular activity) and how they benefit from spending (more) time in the outdoors.

All respondents highly valued and desired quality personal time and space to themselves (although ideally with friends) as they don't feel that they get enough of this due to time pressures from school/ college work, home life and other commitments (e.g. after school



clubs). They felt that unstructured (active or passive) outdoor activities represented a physical and emotive release from their schedule-heavy lives and the opportunity to just let their hair down. In addition, it evoked a powerful sense of being liberated from rules, responsibilities and rituals and provided a sense of personal empowerment.

*“It’s all about freedom and independence”*

*“I really like the idea of going out and doing an activity, it’s like a release and you forget about everything else.”*

*“Teachers are always telling you to play by the rules, play the right way and you can’t play it the fun way... it means you don’t go by the rules.”*

*“It feels like you have power to do anything, you’re in control of yourself of what to do. It’s just so amazing to have the power to do whatever you want.”*

Integral to this sense of personal space and release, there emerged a series of interconnected or exclusive values from outdoor activities, including:

- Sense of achievement (from a challenge/ thrill)
- Sense of adventure and inspiration
- Fun and enjoyment
- Social bonding
- Recuperation

An overwhelming sense of achievement was a powerful value and benefit for young people, motivating them to participate in outdoor activities and benefiting them in terms of both the physical reward (e.g. climbing a hill or cycling down a steep hill) and mental reward (i.e. sense of pride and satisfaction). Achievement also carried social kudos and bragging rights amongst their peers, particularly in terms of more physical and/ or skilled activities.

*“It’s the satisfaction and sense of achievement of coming back and saying I’ve done the West Highland Way – and knowing I’ve done that and people get impressed by it and it makes you feel good that you’ve done it.”*

*“You feel like you’ve done something worthwhile instead of just wasting a day.”*

Outdoor activities were also felt to carry a highly appealing sense of adventure and inspiration depending on the type of place and opportunity. The wilder the adventure space (typically more rural and natural settings), the more freedom you have with the activities you do and the experience you have. An environment that supports and encourages (complete) freedom of expression and variety was highly motivating for young people, enabling them to tap into more adventurous activities (e.g. hiking, camping, den-building, trail walks) as well as those which take them closer to nature (e.g. wildlife watching, collecting leaves and shells).

The opportunity for recuperation (emotionally and physically) was seen as a key driver to participation by respondents, and strongly associated with the need for personal space. The outdoors provides them with scope to wind down, relax and clear their head, either by taking part in an activity or by simply being somewhere you can stretch your legs and get fresh air. Outdoor activities provide positive wellbeing and therapeutic potential whether you’ve had a stressful/ bad day, have homework claustrophobia or just need to recharge your batteries.

At the quantitative stage, respondents who had made a visit to the outdoors in the 12 months prior were asked to state their reasons for spending time outdoors and doing the activity undertaken most recently. Responses to this question are detailed in Table 11 below.

*Table 11 – Reasons for visiting the outdoors most recently (prompted) (Source: Q9)*

	Total %
Spend time with friends	57
Get out of the house	53
Have fun/ enjoy myself	46
Get out in the fresh air/ nice weather	38
Exercise/ keep fit	38
Time away from school work/ studies	28
Spend time with my family	23
Spend time without adults around	20
Time to myself to do what I want	20
Have an adventure	17
Exercise the dog	17
Challenge myself/ achieve something	16
Peace, quiet or relaxation	15
Learn a new skill/ sport	14
Enjoy the scenery/ wildlife	11
All my friends are doing it	7
I'm made to do it	5
Learn about the outdoors	3
Other	3
<b>Base</b>	<b>1,198</b>

As found in the qualitative stage, spending time with friends and getting out of the house were motivating for respondents, nominated by 57% and 53% respectively. Just below half (46%) wanted to have fun and enjoy themselves, while two fifths wanted to get out in the fresh air/ nice weather or to exercise/ keep fit (both 38%).

To spend time with friends was mentioned most frequently by those no longer at school (68%), 13-14 year old girls (65%) and those living in the most deprived areas (also 65%). The latter two segments were also the most likely to mention that they wanted to get out of the house (67% and 64% respectively).

To have fun/ enjoy myself was most frequently mentioned by 11-12 year olds (59%), particularly by girls in this age group (63%). This reason was also more commonly cited by those who attend an outdoor sport/ activity club (58%), those who enjoy spending free time outdoors a lot (55%) and those who visited the outdoors frequently in the last 12 months (51%).

### **3.4.2 Barriers**

In Section 3.2, the majority (84%) of respondents indicated that they like to spend some free time each week outdoors and most (69%) would like to spend more of their free time in the outdoors suggesting that a lack of interest is not a key barrier to participation. The same was true at the qualitative stage, with lack of interest seldom mentioned by respondents as a reason for infrequent outdoor visits.

The key barrier cited by qualitative respondents was lack of time, with outdoor activity competing directly with a plethora of other commitments ranging from indoor leisure activity

clubs/ classes to home commitments/ chores to school/ college work to part-time/ evening jobs. Respondents appeared to be fatigued by the pressures on their time and relished the opportunity for 'down time', either by watching TV, playing on the Wii/ X-box, surfing online, reading or sleeping in.

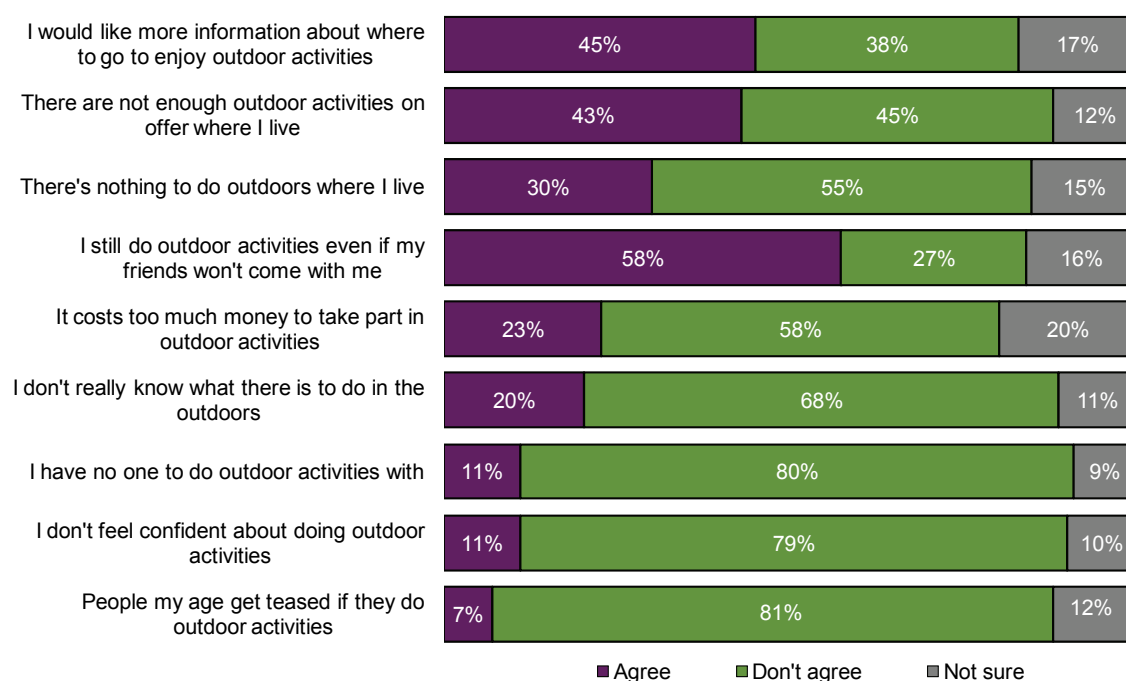
For some, there was a prevailing sense of 'nothing to do' given their over familiarity or lack of resources when they viewed the outdoors at a local level - seen it, done it or I'm too old for that now. Respondents with fewer opportunities to travel beyond their area (accompanied or adult free) saw this as a key barrier, especially those living in semi-rural or more remote areas, those with more sedentary lives, and particularly acute amongst some teenage girls.

Poor accessibility was a key gripe and turn off for not trialling new activities or getting away more as young people typically lack control of transport, time or funds (or all three). This was particularly prohibitive for younger respondents who were unable to travel unsupervised or far from home. Accessibility was also a key issue for those living in semi-rural areas on the basis that there is 'nothing to do' locally and travel is required to experience new activities.

Cost was often cited as activities of high interest tended to be big ticket thrills or specialist pursuits requiring equipment or an additional entry fee (e.g. snowboarding, kayaking, quad-biking, climbing, paint balling, trail biking). Prohibitive costs are likely to prevent engagement, especially as it ideally involves doing it with others in their peer group and if one person couldn't afford it then the group doesn't do that activity. Group consensus was important in the case of older teenagers, although changing interests, ability and availability meant finding an activity to suit everyone was becoming harder.

To quantify the key barriers to (increased) participation in outdoor recreational activity, the qualitative findings were used to develop a series of statements regarding the outdoors and outdoor activities. The extent to which respondents agreed or disagreed with each statement is illustrated below in Figure 11.

*Figure 11 – Potential barriers to making outdoor visits*



Source: Q11-Q12

Base: All respondents (n=1,220)

As Figure 11 illustrates, wanting more information about where to go to enjoy outdoor activities and there not being enough outdoor activities on offer where they live were the main barriers highlighted.

A need for more information on where to enjoy outdoor activities (agreed with by 45%) was the barrier most frequently mentioned by 11 year olds (55%). Limited access to outdoor activities in the local area (agreed with by 43%) was most frequently identified as a barrier by 17 year olds (56%), those who had never or hardly ever visited the outdoors in the last 12 months (54%) and those who do not enjoy spending free time outdoors (53%).

In terms of the other potential barriers, one third (30%) specified there being nothing to do outdoors where they live; this proportion rose significantly to 48% of those no longer at school and 54% of those who had spent hardly any or no free time outdoors in the last 12 months. More than one in four (27%) of all respondents indicated that they would be less likely to visit the outdoors if friends were not coming with them, once again highlighting the influence of peers on the free time activities undertaken by young people.

Respondents who claimed that they had spent hardly any (i.e. less than once a month) or none of their free time outdoors in the least 12 months were asked to state their main reasons from a list generated from the qualitative research exercise. The main reasons specified by the 93 respondents who answered this question are shown in Table 12 below.

*Table 12 – Reasons for not visiting the outdoors more often in the last 12 months (prompted)*  
(Source: Q3)

	Total %
Prefer to do other things with my time	37
Just not interested	35
Too busy with school work / studies	34
Nothing to do/ nowhere to go where I live	26
Too busy with clubs/ activities	18
Too busy with work/ part time job	13
No one to go with	11
Costs too much	9
Don't feel confident about doing outdoor activities	8
Don't feel safe outdoors where I live	7
Don't like getting dirty or sweaty	6
No local clubs/ organisations to join	4
Not allowed to go on my own	3
No transport/ difficult to get there	2
Health problems/ disability	1
No one to take me	1
Others	7
<b>Base</b>	<b>93</b>

Note: More than one answer was possible so the sum of percentages may be over 100%

As shown in Table 12, preferring to do other things (37%), a lack of interest (35%) and being too busy with school work/ studying (34%) were the reasons most frequently nominated. It should be noted that the latter reason (i.e. lack of interest) was not exclusively given as a main reason for lack of participation in the last 12 months. This suggests that competition from other commitments (e.g. from school or other interests/ hobbies) are the more likely barriers to young people's frequency of visits to the outdoors and participating in outdoor activities.

### 3.4.3 Encouraging greater participation

Respondents were asked to specify the **one** thing that would encourage them to spend more free time outdoors. The verbatim responses from this question were collated and then coded to determine the themes most frequently mentioned – as detailed in Table 13 below.

*Table 13 – One thing to encourage young people to spend more free time outdoors (unprompted) (Source: Q14)*

	Total %
Better weather	19
More things to do/ places to go (in my area)	18
Friends doing it with me/ making new friends	17
More facilities/ equipment	11
Cheaper/ I had more money	9
Chance to do more [name of specific activity]	8
Wanting to get fit, stay healthy etc.	5
If things were interesting/ exciting/ enjoyable	3
More information/ publicity	3
More organised events/ clubs to join	2
If things were closer to home	2
More free time/ being less busy with homework etc.	2
<i>Base</i>	<i>1,220</i>

As might be expected (in Scotland), better weather was the factor most commonly cited (19%) closely followed by better access to outdoor activities and places (18%) and participation from friends or the opportunity to make friends (17%). Just over one in ten (11%) would be encouraged by access to more outdoor facilities or equipment.

### 3.5 Communication

As detailed earlier in Section 3.4.2, half (46%) of all respondents would like more information about where to go to enjoy outdoor activities and over one fifth (22%) don't really know what there is to do in the outdoors. When respondents were asked about how they like to find out about places to visit and things to do outdoors, fewer than one in five (17%) reported already knowing about all the places to visit and things to do.

Table 14 indicates how the remaining respondents like to find out information about places to visit and things to do outdoors.

*Table 14 – Channels used to find out about places to visit and things to do outdoors (Source: Q13)*

	Total %
Talking to friends	79
Television	57
School/ college/ work	56
Social networking sites	51
Talking to parents/ other family members	50
Websites/ podcasts	41
Newspapers/ magazines	39
Text messages/ text alerts	31
Youth clubs/ associations	26
Radio	23
Email/ e-newsletters	20
Scouts/ Guides/ Boys Brigade etc.	12
Leaflets/ flyers/ posters	1
<i>Base</i>	<i>1,200</i>

While 'talking to friends' is clearly an important source of information (nominated by 79% of all respondents), there also appears to be a role and demand for technology and social media in providing and sourcing information about the outdoors. Half (51%) of all respondents use social networking sites, two fifths (41%) use websites/podcasts and one third (31%) text messages/ alerts.

The greater presence of 'controlled' environment experiences among 11-12 year olds resulted in school and parents being indicated as key sources of information for this age group (64% and 61% respectively). The reliance on educational establishments for information declines with age for boys and girls, with 66% of 11 year olds specifying school as a main source compared to 40% of 17 year olds (including those at college). The same is true for parents, with the proportion indicating this source falling from 68% at 11 years old to 39% at 17 years old (declining further to 28% among those no longer at school).

Girls appear to be more demanding on technology for sourcing information about the outdoors, in particular 13-14 year olds. Around three fifths (57%) of girls like to use social networking sites (versus 46% of boys), rising to just below two thirds (64%) for 13-14 year old girls. More than one third (35%) of girls like to use text messages or alerts (versus 27% of boys), increasing to over two fifths (43%) for 13-14 year old girls.

Printed media was also more frequently mentioned by girls – 44% of all girls like to use newspapers/ magazines compared to one third of boys (34%). Younger girls in particular were more likely to report using this channel (mentioned by 59% of 11-12 year old girls).

Among boys, only websites/ podcasts appeared to have greater appeal, although primarily for 11-12 year old boys (50% compared to 41% of boys overall).

The above findings suggest that SNH need to consider selective targeting of communication channels depending on the age and gender of young people, adapting to their changing needs as they get older and responding to the greater influence of new media and technology in their lives.

## 4 CONCLUSIONS

The overall picture with regard to the outdoors and outdoor activity is positive among young people. A high proportion (69%) had made weekly visits to the outdoors in the 12 months prior to the research, the vast majority (93%) enjoy spending free time outdoors and most (84%) like to spend time each week outdoors.

If one of the objectives for SNH is to encourage young people to experience the outdoors more regularly, then it's more about 'being outdoors' and the activities will follow (where the opportunities exist). The consensus of opinion (across age and gender) in their genuine enjoyment and appreciation of spending free time outdoors suggests that it's not just about promoting the benefits, it's also about tackling the barriers; 69% want to spend more free time outdoors (including 51% of those who have visited infrequently in the last 12 months) but a lack of knowledge about where to go (45%) and what there is to do (43%) may prevent them from engaging with the outdoors more often in their free time.

The majority (93%) of those who had made visits outdoors in the last 12 months had undertaken an activity categorised as a 'simple pleasure', with 70% including this type of activity among the top three activities they had enjoyed most in the 12 months prior. This suggests that as an outdoor activity 'simple pleasures' is an appealing concept for young people, and doesn't need to be structured or specialist to engage with them – reinforcing that it is more about 'being outdoors' in a pleasant and natural environment.

While a high proportion of boys and girls are participating in 'simple pleasures' (88% and 98% respectively), girls across all ages get more enjoyment from it. The opportunity to be more targeted with communication messages surrounding 'simple pleasures' could potentially address the drop off in more frequent outdoor visits by girls (from age 13+), helping to overcome their associations between the outdoors and physical activity (as opposed to spending time or hanging out with friends in a green space).

A significant majority (72% of girls and boys) are interested in trying new outdoor activities, particularly those offering more of a challenge (e.g. water sports, adventure-type activities). It will be important to ensure young people get the opportunity or are made aware about new experiences and activities (via the outdoors), connecting them with wilder adventure space and something different – including and beyond 'simple pleasures'.

It will be important to promote the wide range of benefits and values which talk to and motivate young people to spend (more) free time outdoors, highlighting that outdoor activity represents the means to achieve this (i.e. time spent with friends, getting out the house, enjoying yourself and time to recuperate).

We would recommend a *suite of messages* promoting the merits of outdoor leisure activities, given the breadth, rather than one generic positive message.

- Key messages should revolve around selling the experience and sense of personal space, and physical and emotive release. Ideally it's interpreted as a shared/ social experience to inject positive traits and rewards (fun, banter, risk, competition, creative play), with health and wellbeing benefits following as natural by-products.
- Avoid the mimicry of youth language 'fun', 'enjoyable', 'cool'; it lacks credibility and young people find it patronising.
- There is no need to say 'everyone's doing it' as it detracts, becomes communal, organised (and sounds a bit desperate).



There is a major role and demand for technology and social media in providing and sourcing information on outdoor activities. If that's where young people increasingly are then that's where SNH (and the information) need to be. Using a range of channels and formats to engage with young people from different perspectives will be essential to support targeting and message impact; girls are more responsive to social networking sites and text messaging (and to a lesser extent, printed media), while boys are more prone to using websites or podcasts.

The role of school plays a bigger part and influence at a younger age, and wanes from around the age of 13 as young people become far more discerning about what they like to do and have greater independence. SNH need to think carefully about how and when to use schools and/ or colleges for channelling information on outdoor activity (including via educational establishment websites).

## **Appendix 1: School Questionnaire**



**Scottish Natural Heritage**  
**Dualchas Nàdair na h-Alba**

All of nature for all of Scotland  
Nàdar air fad airson Alba air fad

**SCOTT PORTER**  
Research & Marketing

# YOUNG PEOPLE & OUTDOOR ACTIVITY

## 2011



## **What it's about**

This is a survey to find out how much of your free time - when you're not in school - you like to spend out of doors - and also what types of outdoor activities you do outside of school time.

There are no right or wrong answers – this isn't a test!

To help you understand what we mean by the 'outdoors' and 'outdoor activities', here's a short description:

- When we say '**outdoors**' we mean open spaces in and around towns and cities, including parks, playing fields, woods, canals and nature areas; we also mean the coast, beaches and seaside; and the countryside including farmland, woodland, hills and rivers. These places might be quite close to your home – or they might be further away.
- When we say '**outdoor activities**' we mean casual activities you might do outdoors with your friends or family (like walks, outdoor games or just hanging out) and also other types of outdoor activities, e.g. like water sports, horse riding, hiking trips etc.
- Please **do not** include activities where you are taught by a teacher or do as part of a school or sports team. Playing in your garden or street or getting to and from school does not count.

And remember, we're interested in the outdoor things you do when you're not in school – so you need to think about what you do outdoors in your free time in the evenings, on weekends and in the school holidays.

All the answers that you give are private and confidential. There's no need to write your name on the questionnaire. Your parents and teachers **won't** see your answers.

## **How to answer**

Please read the instructions for each question carefully. If there's a question you don't understand or aren't sure about then please ask.

In most questions just put a tick in the box opposite your answer like this ✓ or, in some cases, write out your answer.

Please answer the questions as honestly and accurately as you can as all your answers are important.

- Q1. How much do you enjoy spending free time outdoors?  
(Please tick **ONE** box)

1.	I enjoy it a lot	
2.	I enjoy it	
3.	I don't enjoy it very much	
4.	I don't enjoy it at all	

- Q2. Thinking about the last 12 months, how often have you spent free time outdoors? By the last 12 months we mean since March last year, so including your Easter, summer and Christmas holidays.  
(Please tick **ONE** box)

1.	Frequently ( <i>at least once a week</i> )		Go to Q4
2.	Occasionally ( <i>once or twice a month</i> )		Go to Q4
3.	Hardly ever ( <i>less than once a month</i> )		Answer Q3
4.	Never		Answer Q3
5.	Don't know		Go to Q4

- Q3. Why haven't you spent more of your time outdoors in the last 12 months?  
(Please read through the list first, and then tick **ALL** the boxes which apply to you)

1.	Too busy with school work / studying	
2.	Too busy with other clubs and activities	
3.	Too busy with evening or weekend job	
4.	Prefer to do other things with my time	
5.	No local clubs or organisations to join	
6.	No one to go with	
7.	No one to take me	
8.	Not allowed to go on my own	
9.	Don't feel safe in the outdoors where I live	
10.	Nothing to do outdoors/ nowhere to go outdoors where I live	
11.	No transport / difficult to get there	
12.	Costs too much	
13.	Don't have the right equipment	
14.	Don't feel confident about doing outdoor activities	
15.	Don't like getting dirty or sweaty	
16.	Don't take part for religious reasons	
17.	I have a health problem or disability	
18.	Just not interested	
19.	Other reason not mentioned above (WRITE YOUR ANSWER HERE)	

**IF YOU ANSWERED THAT YOU 'NEVER' SPEND FREE TIME OUTDOORS AT Q2 PLEASE GO STRAIGHT TO Q10  
EVERYONE ELSE, PLEASE CONTINUE TO Q4**

- Q4. Thinking about the last 12 months, which of the following outdoor places have you visited or spent time in?

**(You can tick more than one box)**

1.	Beach, seashore or coastline	
2.	Woods or forest	
3.	Open countryside	
4.	Mountain or hill	
5.	River, loch, lake or canal	
6.	Paths or tracks especially for walking hiking, cycling, mountain biking or riding a horse	
7.	A playground or play area especially for young people	
8.	A playing field or pitch	
9.	A park or other green space in a town or city	
10.	Another kind of open space in a town or city	
11.	Another kind of outdoor place not mentioned above (WRITE YOUR ANSWER HERE)	

- Q5. Thinking about the last 12 months, which of the following outdoor activities have you done (even if only once)?

**(You can tick more than one box)**

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games (so not as part of a club or team)	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports (e.g. canoeing, rafting, sailing etc.)	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities (e.g. outdoor climbing, high wire ropes course)	
24.	Any other types of outdoor activities not mentioned above (WRITE YOUR ANSWER HERE)	

- Q6. Out of all the outdoor activities you have done in the last 12 months, please tick the **three activities** you enjoyed doing the most?  
(Please tick three boxes)

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )	
24.	Any other types of outdoor activities not mentioned above (WRITE YOUR ANSWER HERE)	

- Q7. Out of all the outdoor activities you have done in the last 12 months, which activity have you done **most recently**?

**(Please tick ONE box)**

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )	
24.	Any other types of outdoor activities not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )	

- Q8. Who were you with when you did this activity?

**(Please tick ONE box)**

1.	On my own	
2.	With a friend or group of friends	
3.	With parents or family (including brothers/ sisters or other adult family members)	
4.	With a sports club or youth club	
5.	With a uniformed organisation like Guides, Scouts, Boys/ Girls Brigade	
6.	With a group from school	
7.	Someone else not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )	



Q9. And what were your reasons for spending time outdoors and doing this activity?  
**(You can tick more than one box)**

1.	To spend time with my family	
2.	To spend time with my friends	
3.	To spend time without any adults around	
4.	To have time to myself to do what I want	
5.	To spend time away from school work/ studies	
6.	To get out of the house	
7.	To learn something about the outdoors	
8.	To enjoy the scenery and wildlife	
9.	To learn a new skill or sport	
10.	To challenge myself or achieve something	
11.	To get out in the fresh air / nice weather	
12.	To have fun / enjoy myself	
13.	To have an adventure / just for the buzz	
14.	To get exercise or keep fit	
15.	For peace, quiet or relaxation	
16.	To exercise the dog	
17.	I'm made to do it (by parents, family members or other people)	
18.	Because all my friends are doing it	
19.	Other reason not mentioned above (WRITE YOUR ANSWER HERE)	

Q10. For each activity on the list, please tick one box to show how interested you would be in trying this activity – or in doing it again?

**(Please tick one box on each line)**

		Interested 😊	Not interested 😞	Not sure 😐
a)	Cycling or mountain biking			
b)	Taking the dog for a walk			
c)	Going for a walk (without a dog)			
d)	Hill walking			
e)	Jogging or running			
f)	Playing or hanging out in the woods			
g)	Playing or hanging out in a playground or play area especially for young people			
h)	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )			
i)	Horse riding			
j)	Visiting a nature reserve (to see plants, trees, wildlife etc.)			
k)	Bird or wildlife watching			
l)	Activities to help look after wildlife or the environment			
m)	Collecting conkers, leaves, shells or pebbles			
n)	Swimming outside in the sea, rivers or lochs			
o)	Fishing			
p)	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )			
q)	Visiting a beach or paddling in the water			
r)	Skateboarding or rollerblading			
s)	Skiing or snowboarding			
t)	Sledging			
u)	Camping			
v)	Going for a picnic			
w)	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )			
x)	Any other types of outdoor activities not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )			

Q11. Here are some comments that other young people have made about spending free time outdoors and about outdoor activities.

Please show us if you **agree** or **don't agree** with each comment by ticking one box for each comment.

**(Please tick ONE box on EACH line)**

	Agree	Don't agree	Not sure
a) I like to spend some of my free time each week out of doors			
b) There's nothing to do outdoors near where I live			
c) I spend time outdoors or take part in outdoor activities because I want to			
d) I feel good after I have spent time outdoors or taken part in an outdoor activity			
e) I don't have anyone to do outdoor activities with			
f) People at school get teased if they do outdoor activities			
g) I don't feel confident about doing outdoor activities			
h) I still do outdoor activities even if my friends won't come with me			
i) My parents are happy to take me to places where I can enjoy outdoor activities			

Q12. And please say if you **agree** or **don't agree** with each of the following comments:

**(Please tick ONE box on EACH line)**

	Agree	Don't agree	Not sure
a) I would like to spend more of my free time in the outdoors			
b) I don't really know what there is to do in the outdoors			
c) There are not enough outdoor activities on offer where I live			
d) I would like more information about where to go to enjoy outdoor activities			
e) It costs too much money to take part in outdoor activities			
f) I would like to try new outdoor activities			

- Q13. How do you like to find out about places to visits and things to do outdoors?  
(**You can tick more than one box**)

1.	Television	
2.	Radio	
3.	Talking to friends	
4.	Talking to parents/other family members	
5.	From school	
6.	Websites / podcasts	
7.	Social networking sites (e.g. Bebo, Facebook, Twitter)	
8.	Text messages (e.g. by signing up for text alerts)	
9.	Newspapers/magazines	
10.	Email/mailed newsletters	
11.	Youth clubs/associations	
12.	Scouts/ Guides/ Boys Brigade/ Girls Brigade	
13.	Already know about all the places to visit and things to do	
14.	Some other way not mentioned above (WRITE YOUR ANSWER HERE)	

- Q14. What **one** thing would encourage you to spend more of your free time outdoors in future?  
(**Please write your answer here**)

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**The final few questions are about you**

Q15. Please write in your school name

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Q16. Please tick the **top 3** activities you enjoy doing in your free time, outside of school?  
(**Please tick THREE boxes**)

1.	Being with friends	
2.	Being with family	
3.	Playing on my computer	
4.	Playing on my games console	
5.	Spending time doing things outdoors	
6.	Playing sports or games	
7.	Surfing on the internet	
8.	Watching TV or DVDs	
9.	Reading books or comics	
10.	Going to the cinema	
11.	Listening to music	
12.	None of these	

Q17. Are you a member of any youth clubs or organisations?  
(**You can tick more than one box**)

1.	Cubs / Brownies	
2.	Scouts / Guides / Boys Brigade/ Girls Brigade	
3.	Sea/ Army/ Air Cadets	
4.	Theatre / drama groups (e.g. PACE)	
5.	Local or community youth club/ group	
6.	Young Scot	
7.	Another youth club or organisation not mentioned above (WRITE YOUR ANSWER HERE)	

Q18. Do you attend any activity clubs or classes after school where you take part in an outdoor sport or activity (e.g. football, hockey, running, athletics)  
(**Please tick ONE box**)

1.	Yes	
2.	No	

Q19. Do you attend any activity clubs or classes after school where you take part in an indoor sport or activity (e.g. music, drama, swimming, gymnastics, dance)  
(**Please tick ONE box**)

1.	Yes	
2.	No	

Q20. How old are you?  
(**Please tick ONE box**)

1.	11 years old	
2.	12 years old	
3.	13 years old	
4.	14 years old	
5.	15 years old	
6.	16 years old	
7.	17 years old	
8.	18 years old	

Q21. What school year are you in?  
(**Please tick ONE box**)

1.	Primary 7	
2.	First year	
3.	Second year	
4.	Third year	
5.	Fourth year	
6.	Fifth year	
7.	Sixth year	

Q22. Are you a....?  
**Please tick ONE box**

1.	Boy	
2.	Girl	

Q23. Would you say you live....?  
**Please tick ONE box**

1.	In a city / town	
2.	In a village/ in the countryside	

Q24. If you know your home postcode, please could you write this below – this information will not be used to identify you in any way.

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**That's it, thank you very much for your help. Please hand your completed questionnaire to your teacher.**

## **Appendix 2: Street Questionnaire**



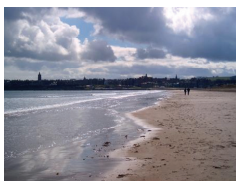
**Scottish Natural Heritage**  
**Dualchas Nàdair na h-Alba**

All of nature for all of Scotland  
Nàdar air fad airson Alba air fad

**SCOTT PORTER**  
Research & Marketing

# YOUNG PEOPLE & OUTDOOR ACTIVITY

## 2011





## **What it's about**

This is a survey to find out how much of your free time - when you're not in college or at work - you like to spend out of doors - and also what types of outdoor activities you do outside of college or work.

There are no right or wrong answers – this isn't a test!

To help you understand what we mean by the 'outdoors' and 'outdoor activities', here's a short description:

- When we say '**outdoors**' we mean open spaces in and around towns and cities, including parks, playing fields, woods, canals and nature areas; we also mean the coast, beaches and seaside; and the countryside including farmland, woodland, hills and rivers. These places might be quite close to your home – or they might be further away.
- When we say '**outdoor activities**' we mean casual activities you might do outdoors with your friends or family (like walks, outdoor games or just hanging out) and also other types of outdoor activities, e.g. like water sports, horse riding, hiking trips etc.
- Please **do not** include activities where you are taught by a coach or do as part of a sports team. Being outside in your garden or street or getting to and from college or work does not count.

And remember, we're interested in the outdoor things you do when you're not in college or work – so you need to think about what you do outdoors in your free time in the evenings, on weekends and when you're on holiday.

All the answers that you give are private and confidential. There's no need to write your name on the questionnaire.

## **How to answer**

Please read the instructions for each question carefully. If there's a question you don't understand or aren't sure about then please ask.

In most questions just put a tick in the box opposite your answer like this ✓ or, in some cases, write out your answer.

Please answer the questions as honestly and accurately as you can as all your answers are important.

- Q1. How much do you enjoy spending free time outdoors?  
(Please tick **ONE** box)

1.	I enjoy it a lot	
2.	I enjoy it	
3.	I don't enjoy it very much	
4.	I don't enjoy it at all	

- Q2. Thinking about the last 12 months, how often have you spent free time outdoors? By the last 12 months we mean since March last year.  
(Please tick **ONE** box)

1.	Frequently ( <i>at least once a week</i> )		Go to Q4
2.	Occasionally ( <i>once or twice a month</i> )		Go to Q4
3.	Hardly ever ( <i>less than once a month</i> )		Answer Q3
4.	Never		Answer Q3
5.	Don't know		Go to Q4

- Q3. Why haven't you spent more of your time outdoors in the last 12 months?  
(Please read through the list first, and then tick **ALL** the boxes which apply to you)

1.	Too busy with college work / studying	
2.	Too busy with other clubs and activities	
3.	Too busy with work / evening or weekend job	
4.	Prefer to do other things with my time	
5.	No local clubs or organisations to join	
6.	No one to go with	
7.	No one to take me	
8.	Not allowed to go on my own	
9.	Don't feel safe in the outdoors where I live	
10.	Nothing to do outdoors/ nowhere to go outdoors where I live	
11.	No transport / difficult to get there	
12.	Costs too much	
13.	Don't have the right equipment	
14.	Don't feel confident about doing outdoor activities	
15.	Don't like getting dirty or sweaty	
16.	Don't take part for religious reasons	
17.	I have a health problem or disability	
18.	Just not interested	
19.	Other reason not mentioned above (WRITE YOUR ANSWER HERE)	

**IF YOU ANSWERED THAT YOU 'NEVER' SPEND FREE TIME OUTDOORS AT Q2 PLEASE GO STRAIGHT TO Q10  
EVERYONE ELSE, PLEASE CONTINUE TO Q4**

- Q4. Thinking about the last 12 months, which of the following outdoor places have you visited or spent time in?

**(You can tick more than one box)**

1.	Beach, seashore or coastline	
2.	Woods or forest	
3.	Open countryside	
4.	Mountain or hill	
5.	River, loch, lake or canal	
6.	Paths or tracks especially for walking hiking, cycling, mountain biking or riding a horse	
7.	A playground or play area especially for young people	
8.	A playing field or pitch	
9.	A park or other green space in a town or city	
10.	Another kind of open space in a town or city	
11.	Another kind of outdoor place not mentioned above (WRITE YOUR ANSWER HERE)	

- Q5. Thinking about the last 12 months, which of the following outdoor activities have you done (even if only once)?

**(You can tick more than one box)**

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games (so not as part of a club or team)	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports (e.g. canoeing, rafting, sailing etc.)	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities (e.g. outdoor climbing, high wire ropes course)	
24.	Any other types of outdoor activities not mentioned above (WRITE YOUR ANSWER HERE)	

- Q6. Out of all the outdoor activities you have done in the last 12 months, please tick the **three activities** you enjoyed doing the most?  
(Please tick three boxes)

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )	
24.	Any other types of outdoor activities not mentioned above (WRITE YOUR ANSWER HERE)	

- Q7. Out of all the outdoor activities you have done in the last 12 months, which activity have you done **most recently**?

**(Please tick ONE box)**

1.	Cycling or mountain biking	
2.	Taking the dog for a walk	
3.	Going for a walk (without a dog)	
4.	Hill walking	
5.	Jogging or running	
6.	Playing or hanging out in the woods	
7.	Playing or hanging out in a playground or play area especially for young people	
8.	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )	
9.	Horse riding	
10.	Visiting a nature reserve (to see plants, trees, wildlife etc.)	
11.	Bird or wildlife watching	
12.	Activities to help look after wildlife or the environment	
13.	Collecting conkers, leaves, shells or pebbles	
14.	Swimming outside in the sea, rivers or lochs	
15.	Fishing	
16.	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )	
17.	Visiting a beach or paddling in the water	
18.	Skateboarding or rollerblading	
19.	Skiing or snowboarding	
20.	Sledging	
21.	Camping	
22.	Going for a picnic	
23.	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )	
24.	Any other types of outdoor activities not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )	

- Q8. Who were you with when you did this activity?

**(Please tick ONE box)**

1.	On my own	
2.	With a friend or group of friends	
3.	With parents or family (including brothers/ sisters or other adult family members)	
4.	With a sports club or youth club	
5.	With a uniformed organisation like Guides, Scouts, Boys/ Girls Brigade	
6.	With a group from college / work	
7.	Someone else not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )	

Q9. And what were your reasons for spending time outdoors and doing this activity?  
**(You can tick more than one box)**

1.	To spend time with my family	
2.	To spend time with my friends	
3.	To spend time without any adults around	
4.	To have time to myself to do what I want	
5.	To spend time away from college work/ studies	
6.	To get out of the house	
7.	To learn something about the outdoors	
8.	To enjoy the scenery and wildlife	
9.	To learn a new skill or sport	
10.	To challenge myself or achieve something	
11.	To get out in the fresh air / nice weather	
12.	To have fun / enjoy myself	
13.	To have an adventure / just for the buzz	
14.	To get exercise or keep fit	
15.	For peace, quiet or relaxation	
16.	To exercise the dog	
17.	I'm made to do it (by parents, family members or other people)	
18.	Because all my friends are doing it	
19.	Other reason not mentioned above (WRITE YOUR ANSWER HERE)	

Q10. For each activity on the list, please tick one box to show how interested you would be in trying this activity – or in doing it again?

**(Please tick one box on each line)**

		Interested 😊	Not interested 😞	Not sure 😐
a)	Cycling or mountain biking			
b)	Taking the dog for a walk			
c)	Going for a walk (without a dog)			
d)	Hill walking			
e)	Jogging or running			
f)	Playing or hanging out in the woods			
g)	Playing or hanging out in a playground or play area especially for young people			
h)	Playing casual outdoor sports or games ( <i>so not as part of a club or team</i> )			
i)	Horse riding			
j)	Visiting a nature reserve (to see plants, trees, wildlife etc.)			
k)	Bird or wildlife watching			
l)	Activities to help look after wildlife or the environment			
m)	Collecting conkers, leaves, shells or pebbles			
n)	Swimming outside in the sea, rivers or lochs			
o)	Fishing			
p)	Watersports ( <i>e.g. canoeing, rafting, sailing etc.</i> )			
q)	Visiting a beach or paddling in the water			
r)	Skateboarding or rollerblading			
s)	Skiing or snowboarding			
t)	Sledging			
u)	Camping			
v)	Going for a picnic			
w)	Adventure-type activities ( <i>e.g. outdoor climbing, high wire ropes course</i> )			
x)	Any other types of outdoor activities not mentioned above ( <i>WRITE YOUR ANSWER HERE</i> )			

Q11. Here are some comments that other young people have made about spending free time outdoors and about outdoor activities.

Please show us if you **agree** or **don't agree** with each comment by ticking one box for each comment.

**(Please tick ONE box on EACH line)**

	Agree	Don't agree	Not sure
a) I like to spend some of my free time each week out of doors			
b) There's nothing to do outdoors near where I live			
c) I spend time outdoors or take part in outdoor activities because I want to			
d) I feel good after I have spent time outdoors or taken part in an outdoor activity			
e) I don't have anyone to do outdoor activities with			
f) People my age get teased if they do outdoor activities			
g) I don't feel confident about doing outdoor activities			
h) I still do outdoor activities even if my friends won't come with me			
i) My parents are happy to take me to places where I can enjoy outdoor activities			

Q12. And please say if you **agree** or **don't agree** with each of the following comments:

**(Please tick ONE box on EACH line)**

	Agree	Don't agree	Not sure
a) I would like to spend more of my free time in the outdoors			
b) I don't really know what there is to do in the outdoors			
c) There are not enough outdoor activities on offer where I live			
d) I would like more information about where to go to enjoy outdoor activities			
e) It costs too much money to take part in outdoor activities			
f) I would like to try new outdoor activities			



- Q13. How do you like to find out about places to visits and things to do outdoors?  
(**You can tick more than one box**)

1.	Television	
2.	Radio	
3.	Talking to friends	
4.	Talking to parents/other family members	
5.	From college / work	
6.	Websites / podcasts	
7.	Social networking sites (e.g. Bebo, Facebook, Twitter)	
8.	Text messages (e.g. by signing up for text alerts)	
9.	Newspapers/magazines	
10.	Email/mailed newsletters	
11.	Youth clubs/associations	
12.	Scouts/ Guides/ Boys Brigade/ Girls Brigade	
13.	Already know about all the places to visit and things to do	
14.	Some other way not mentioned above (WRITE YOUR ANSWER HERE)	

- Q14. What **one** thing would encourage you to spend more of your free time outdoors in future?  
(**Please write your answer here**)

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**The final few questions are about you**

Q15. There is no Q15, please continue to Q16

Q16. Please tick the **top 3** activities you enjoy doing in your free time?  
(Please tick **THREE** boxes)

1.	Being with friends	
2.	Being with family	
3.	Playing on my computer	
4.	Playing on my games console	
5.	Spending time doing things outdoors	
6.	Playing sports or games	
7.	Surfing on the internet	
8.	Watching TV or DVDs	
9.	Reading books or comics	
10.	Going to the cinema	
11.	Listening to music	
12.	None of these	

Q17. Are you a member of any youth clubs or organisations?  
(You can tick more than one box)

1.	Cubs / Brownies	
2.	Scouts / Guides / Boys Brigade/ Girls Brigade	
3.	Sea/ Army/ Air Cadets	
4.	Theatre / drama groups (e.g. PACE)	
5.	Local or community youth club/ group	
6.	Young Scot	
7.	Another youth club or organisation not mentioned above (WRITE YOUR ANSWER HERE)	

Q18. Do you attend any activity clubs or classes where you take part in an outdoor sport or activity (e.g. football, hockey, running, athletics)  
(Please tick **ONE** box)

1.	Yes	
2.	No	

Q19. Do you attend any activity clubs or classes where you take part in an indoor sport or activity (e.g. music, drama, swimming, gymnastics, dance)  
(Please tick **ONE** box)

1.	Yes	
2.	No	

Q20. How old are you?  
(Please tick **ONE** box)

1.	11 years old	
2.	12 years old	
3.	13 years old	
4.	14 years old	
5.	15 years old	
6.	16 years old	
7.	17 years old	
8.	18 years old	

Q21. There is **no** Q21, please continue to Q22

Q22. Are you a....?  
Please tick **ONE** box

1.	Boy	
2.	Girl	

Q23. Would you say you live....?  
Please tick **ONE** box

1.	In a city / town	
2.	In a village/ in the countryside	

Q24. If you know your home postcode, please could you write this below – this information will not be used to identify you in any way.

---

Q25. Which of the following best describes you at present?  
(Please tick **ONE** box)

1.	At college/ university full time	
2.	At college/ university part time	
3.	Working full-time	
4.	Working part-time	
5.	Self employed	
6.	Not working – unemployed/ looking for work	
7.	Other not mentioned above (WRITE YOUR ANSWER HERE)	

That's it, thank you very much for your help. Please hand your completed questionnaire to the research interviewer.

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**Dualchas Nàdair na h-Alba**

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