

People's experiences, attitudes and actions for nature - what's changing & how can we better understand change?

**Dr Rose O'Neill, Principal Specialist – People & Environment
Valuing Nature Conference, 14th November 2018**

A walrus with prominent tusks is resting on a small, white, snow-covered ice floe. The background is a dark, overcast sky with heavy, grey clouds.

BLUE PLANET II

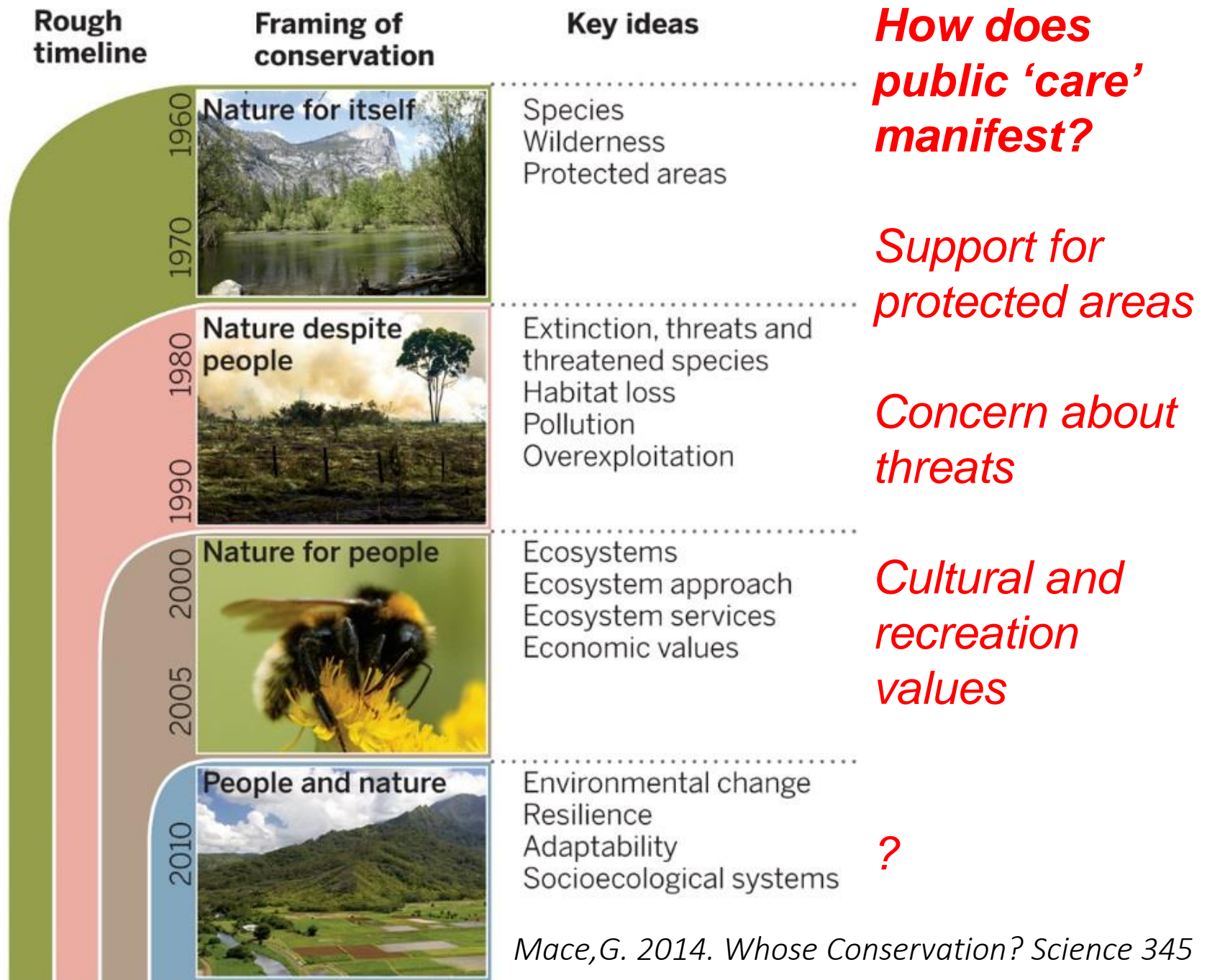
A large seal is swimming in a deep blue kelp forest. The water is filled with various types of kelp, including long, thin blades and thick, woody stipes. Several small fish are swimming around the seal. The scene is illuminated by a bright light source from the right, creating a strong blue glow and highlighting the textures of the kelp and the seal's fur.



A Green Future: Our 25 Year Plan to Improve the Environment



Measuring ‘enjoyment and **care** for the environment’.



Mace, G. 2014. Whose Conservation? Science 345



Monitor of Engagement with the Natural Environment (MENE) 2009 – 2019.

Review - fit for the next ten years.



Captures data on use and enjoyment of the natural environment
by members of the English adult population (aged 16+)



Visit
levels



Visit
takers



Destinations



Activities



Motivations
& barriers



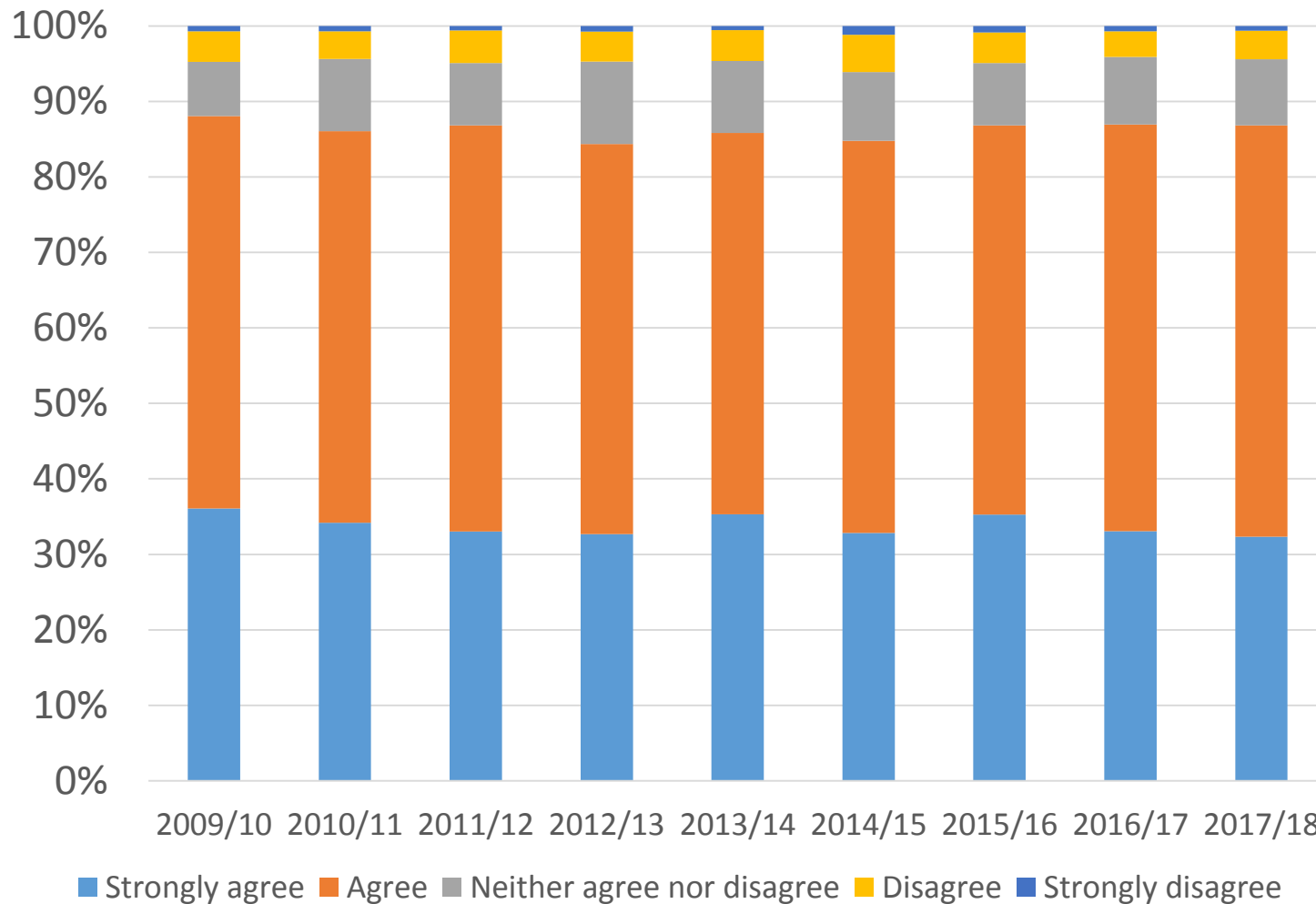
Appreciation
& enjoyment



Other
engagement &
protective actions



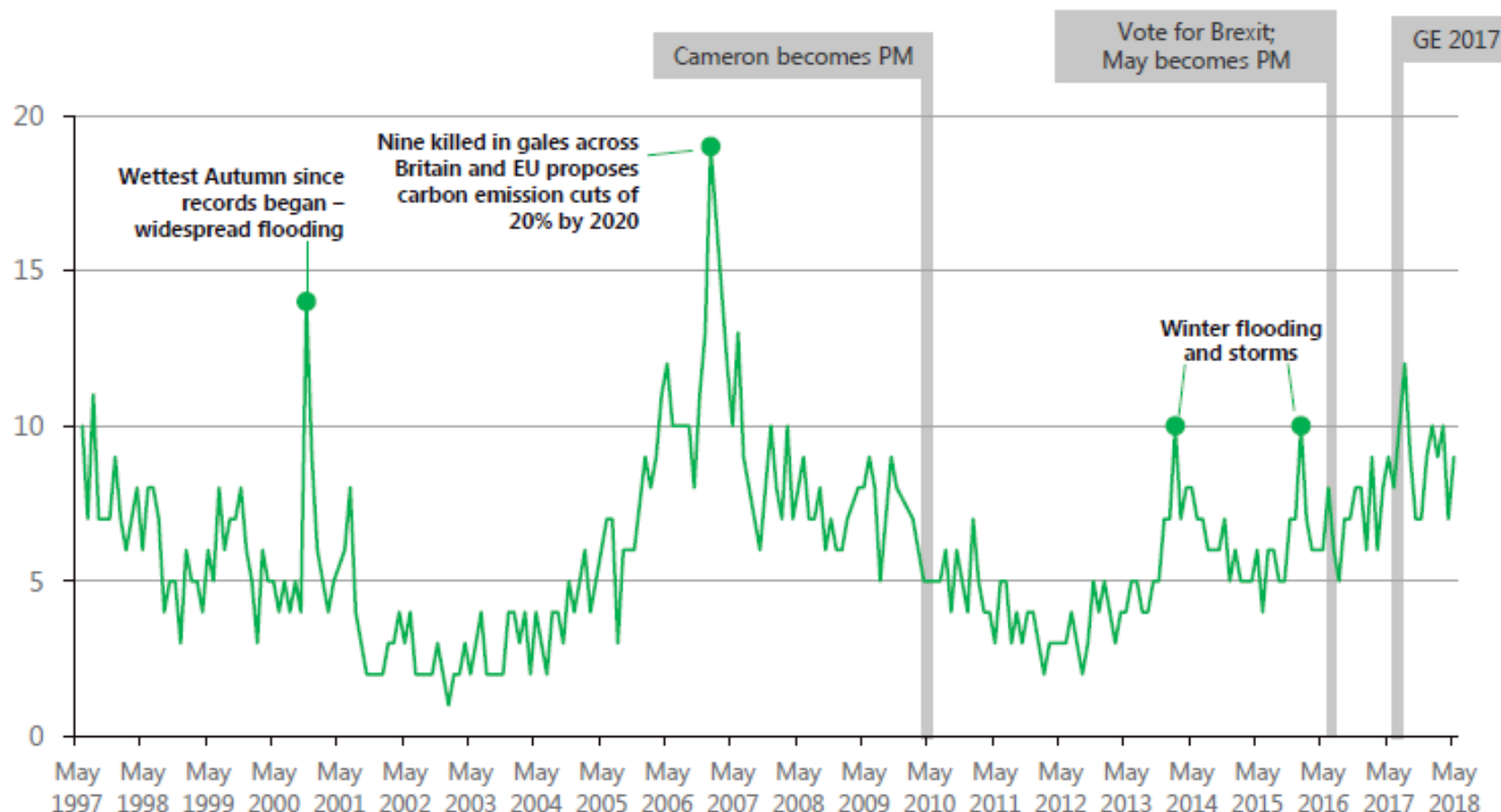
In 2017/18, 86% of people agreed that they were “concerned about damage to the natural environment.”



Issues Facing Britain: Pollution / Environment

What do you see as the most/other important issues facing Britain today?

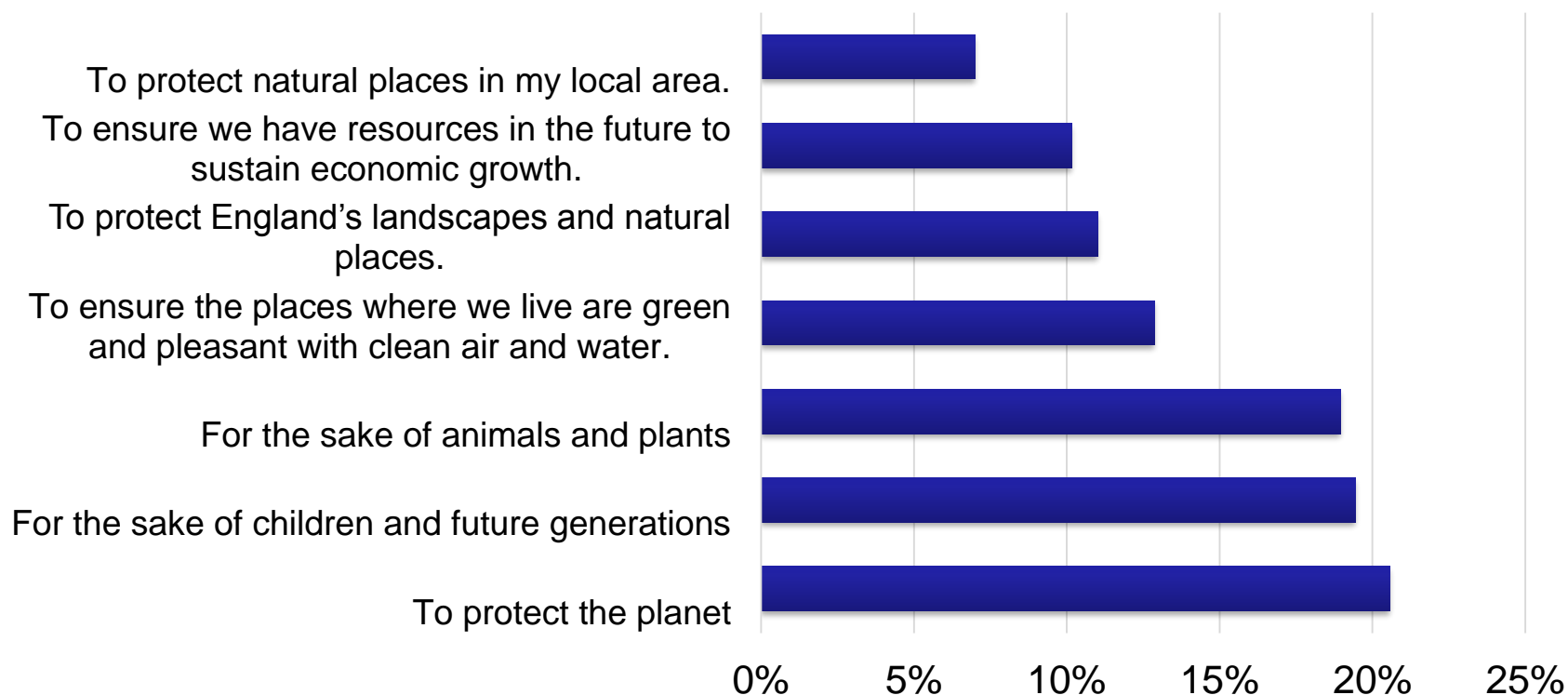
19



Base: representative sample of c.1,000 British adults age 18+ each month, interviewed face-to-face in home

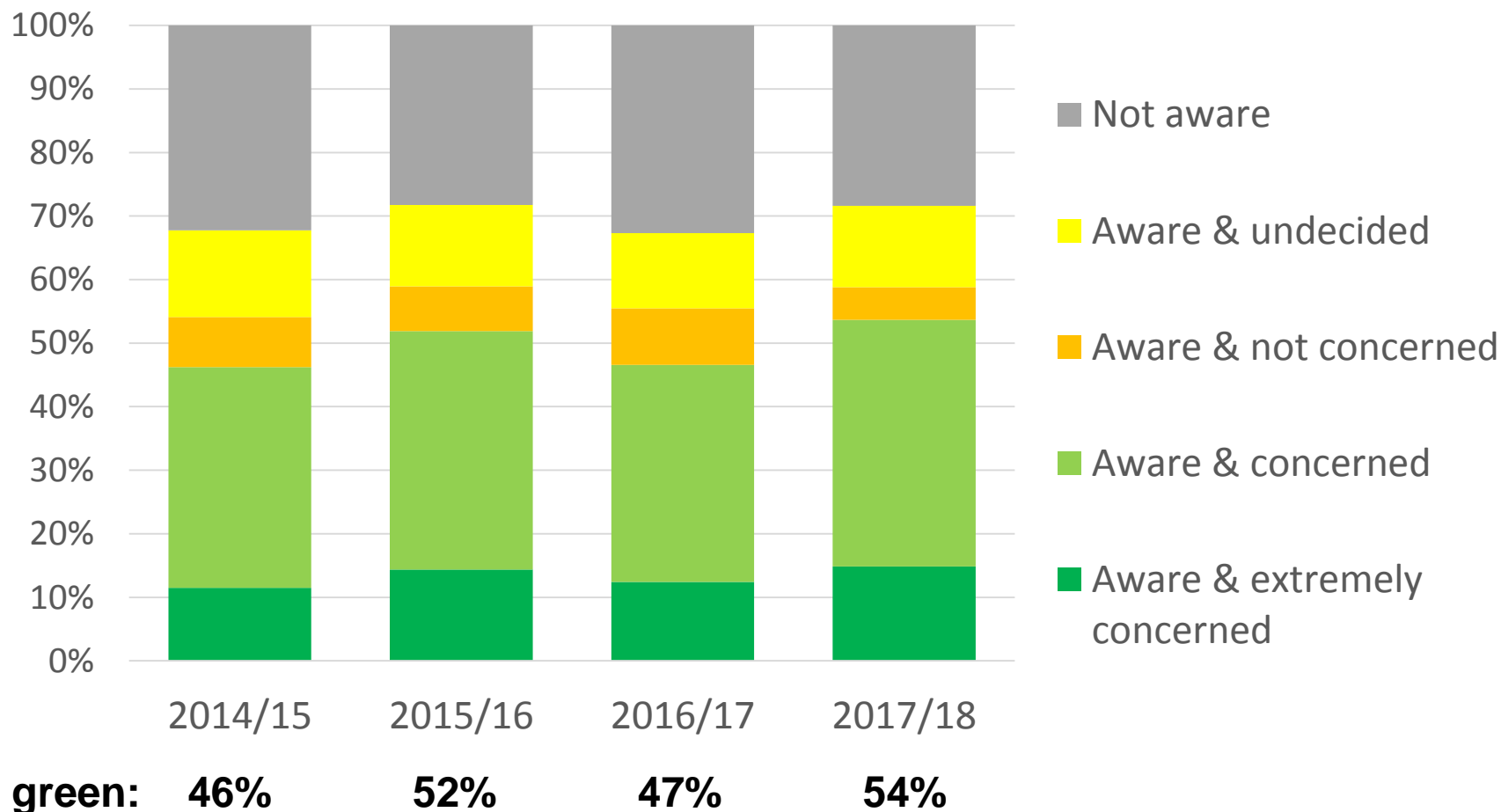
Source: Ipsos MORI Issues Index

Which of the following, if any, do you see as the most important reasons to look after the environment?



Which of the following, if any, do you see as the most important reasons to look after the environment?
Select up to three choices, starting with the most important reason (% all votes cast)

In 2017/18, 54% of people aware and concerned about biodiversity loss.

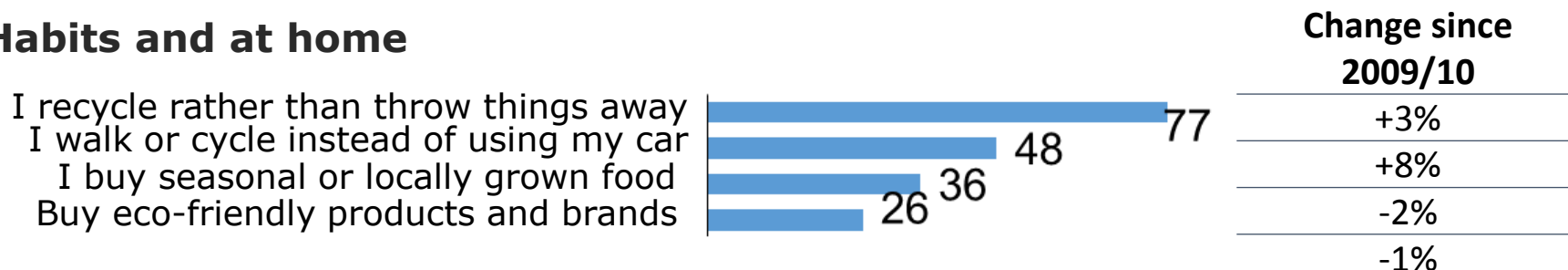




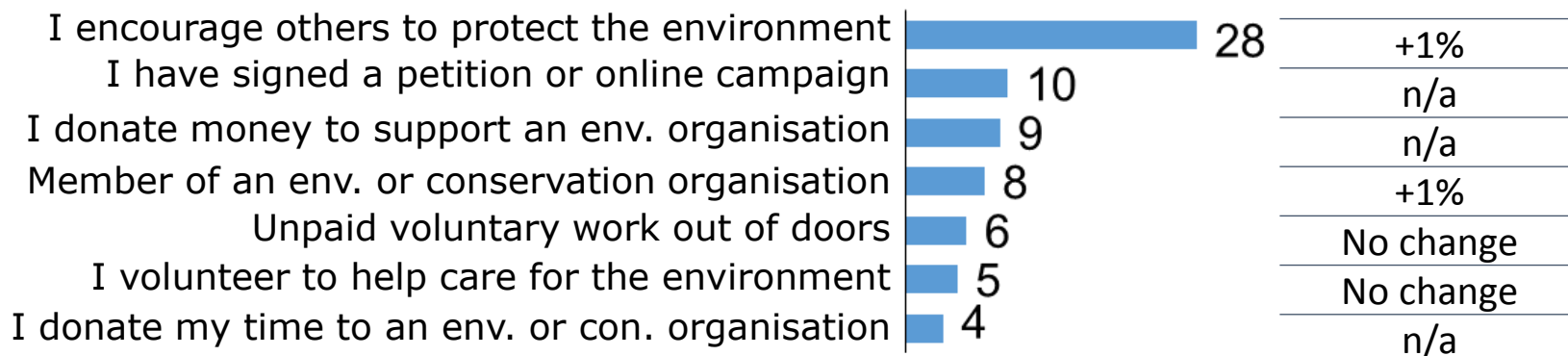
Very little change in self-reported behaviours since 2009.

Behaviours undertaken in last 12 months (% of adults, 2017/18 and 2009/10)

Habits and at home



Social action



*Actions marked n/a added in later years

Measuring 'care for the environment' – MENE Review.

- What might change?
More sensitive and specific measures.
- Qualitative element – meanings of environment, framings?
- Why do we want to measure 'care'?



What do you think? Please feed into the MENE Review.

1. What evidence do you need?
2. How do you use MENE now?
3. How can we improve usability of data?
4. Which questions are important?
5. Could you use and support a future survey?

Tell us what you think:

- Email Mene@naturalengland.org.uk
- Fill in our feedback survey (21 Nov):
https://defragroup.eu.qualtrics.com/jfe/form/SV_6PPcJujBVTaw3hb



Thanks for listening.

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