GLOBAL SURVEY FINDS WE’RE LACKING FRESH AIR AND NATURAL LIGHT, AS WE SPEND LESS TIME IN NATURE

Conducted by YouGov on behalf of The VELUX Group

Fieldwork Dates: 15th April - 1st May 2019
Method: Online survey
Sample size: Total sample size was 16853 adults
Countries: The survey was carried out online across Europe and Northern America (Austria, Belgium, Canada, Czech Republic, Denmark, France, Germany, Italy, Netherlands, Poland, Slovakia, Spain, Switzerland, UK and US).
For the following question, by ‘in nature’, we mean spending time outside in natural light (e.g. on a beach, in a forest, in a garden, in a park, in a playground, on a roof terrace, walking outside etc.). Thinking about the last month (i.e. since mid-March 2019). On average, how much time, if any, did you spend in nature each week? (If you are unsure, please give your best estimate)

52% of total respondents estimate spending 0-7 hours in nature per week, in the last month

Divided into a week, this is on average one hour or less a day.

Unweighted base (16853)
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HAV_Q2_1. As a reminder, by 'in nature', we mean spending time outside in natural light (e.g. on a beach, in a forest, in a garden, in a park, in a playground, on a roof terrace, walking outside etc.). To what extent do you agree or disagree with the following statement? - I would enjoy spending more time in nature

90% of respondents state that they would enjoy spending more time in nature

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HAV_Q2_3. As a reminder, by 'in nature', we mean spending time outside in natural light (e.g. on a beach, in a forest, in a garden, in a park, in a playground, on a roof terrace, walking outside etc.). To what extent do you agree or disagree with the following statement? - I believe that I typically spent more time in nature as a child (i.e. up to the age of 18) than children do today.

85% believed that they typically spent more time in nature as a child than children do today.

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HAV_Q2_2. As a reminder, by ‘in nature’, we mean spending time outside in natural light (e.g. on a beach, in a forest, in a garden, in a park, in a playground, on a roof terrace, walking outside etc.). To what extent do you agree or disagree with the following statement? - I think I should make changes to my daily routine and lifestyle (e.g. how I travel, doing more activities/ exercise outside etc.) that would mean I can spend more time in nature

77% believe they should change daily routines to reconnect with nature

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