



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).



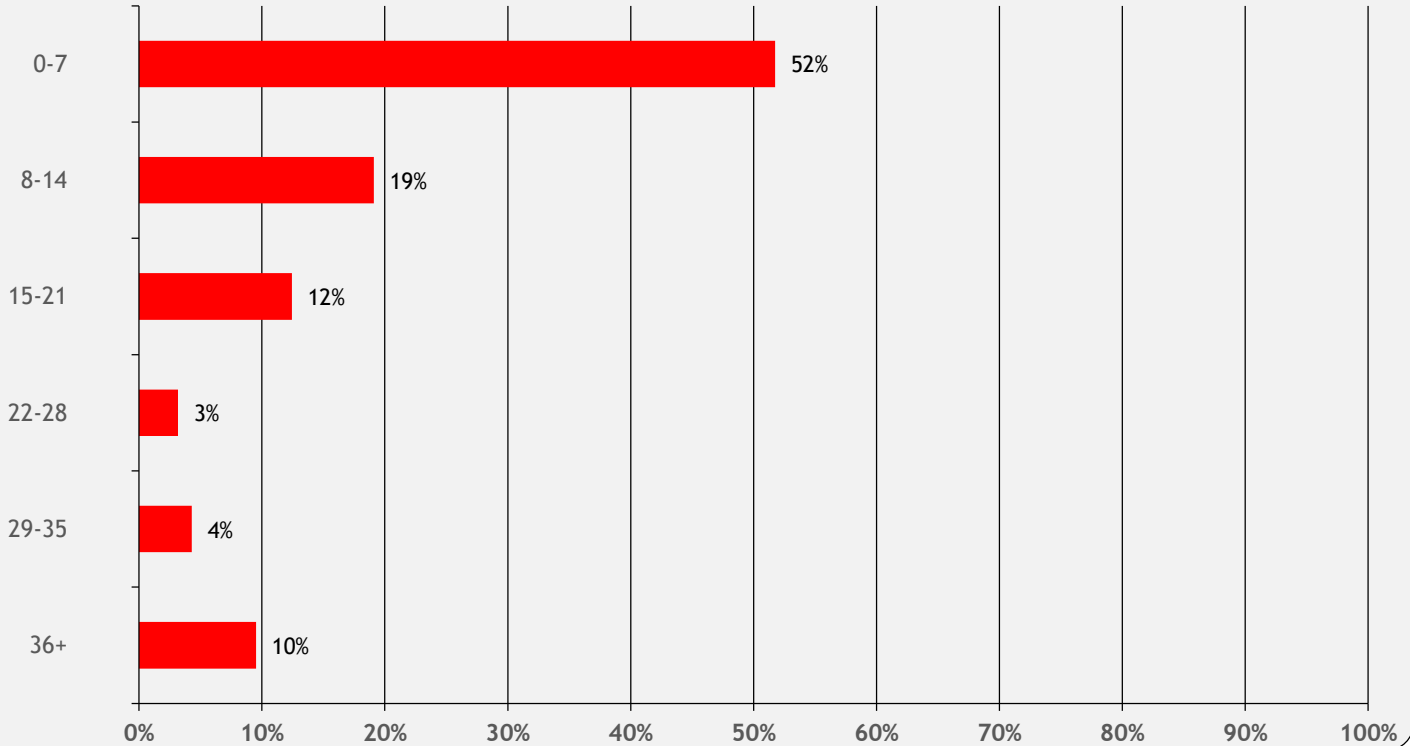
YOUNGOV – Q1 RESULTS, TIME IN NATURE

HAV_1x. HAV1a

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.

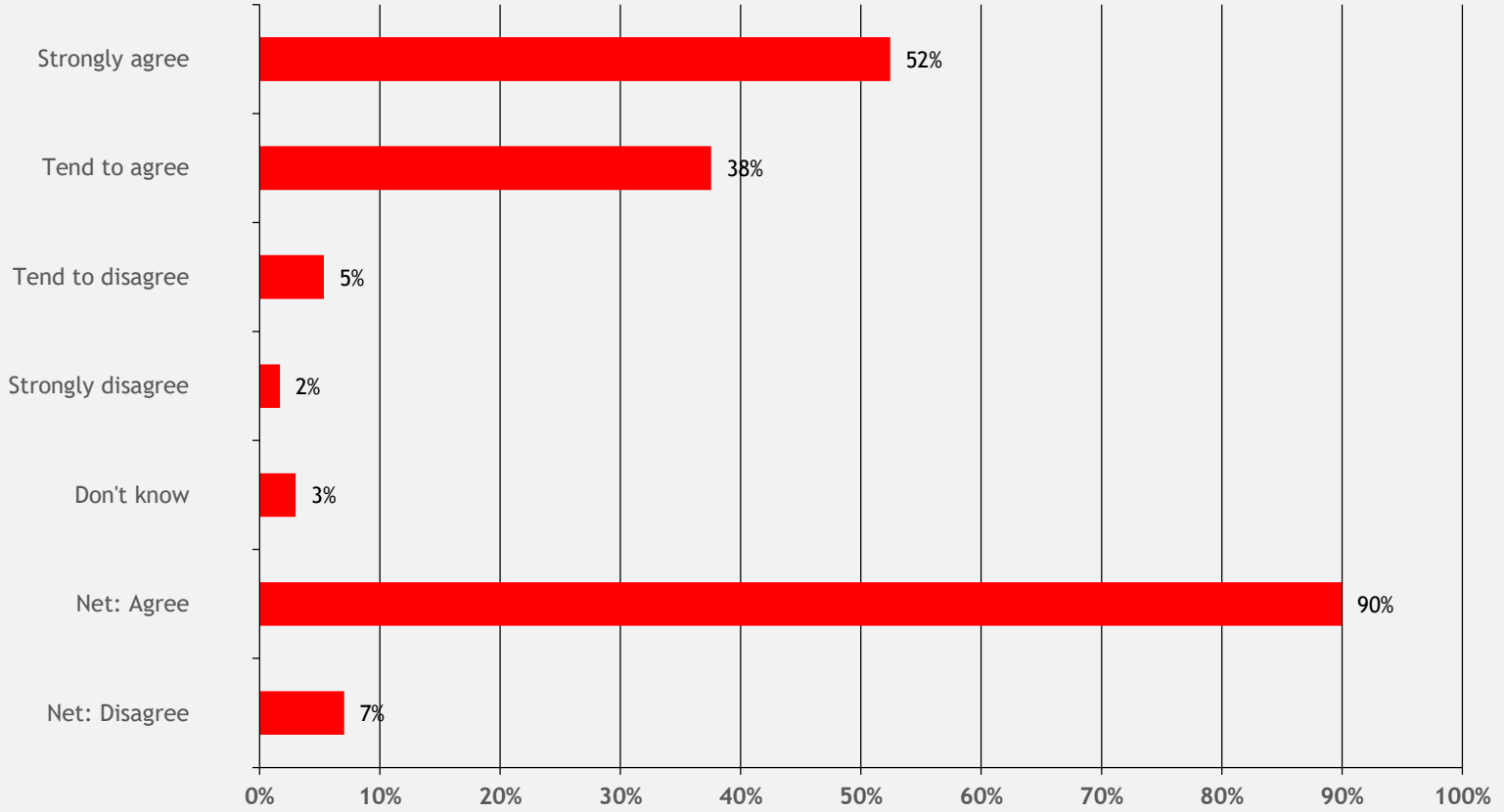


Unweighted base (16853)
 Total sample size was 16853 adults. Fieldwork was undertaken between 15th April - 1st May 2019. The survey was carried out online across Europe and Northern America (Austria, Belgium, Canada, Czech Republic, Denmark, France, Germany, Italy, Netherlands, Poland, Slovakia, Spain, Switzerland, UK and US).

YOUNGOV – Q2.1 RESULTS, WISH TO SPEND MORE TIME

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

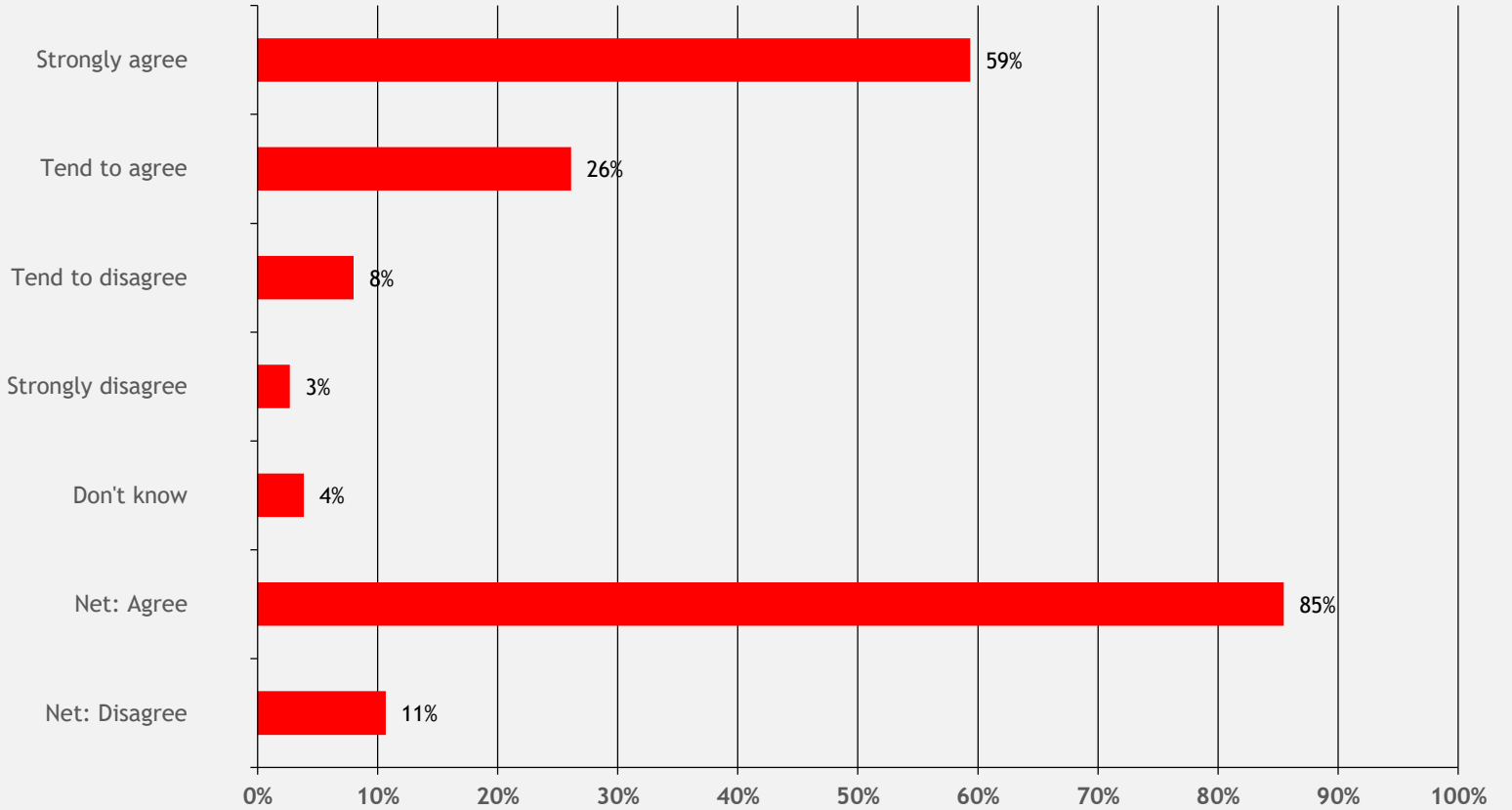


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YOUNGOV – Q2 RESULT, ADULT VS. YOUNG GENERATION

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

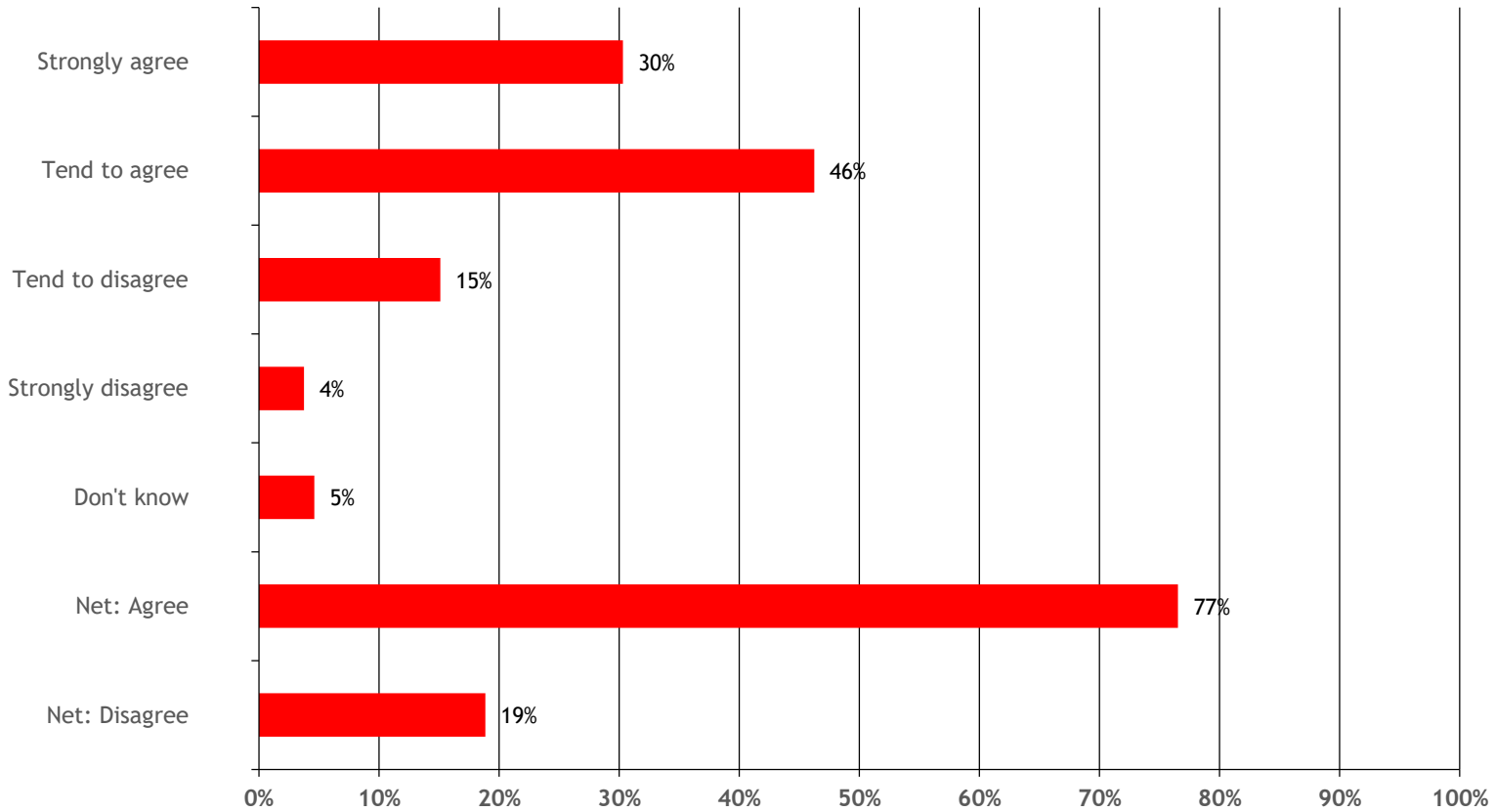


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YOUNG- Q 2.2 RESULTS, SHOULD CHANGE DAILY ROUTINES

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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