

# The impacts of deprivation on outdoor recreation



A deep-dive report providing additional analysis of POMNI data (Nov 2020-Oct 2021)

# Overview of People in the Outdoors Monitor for Northern Ireland

The People in the Outdoors Monitor for Northern Ireland (POMNI) is funded by the Department of Agriculture, Environment and Rural Affairs (DAERA) and Sport Northern Ireland to support the work of the cross-government Strategic Outdoor Recreation Group (SORG). Outdoor Recreation Northern Ireland was commissioned to undertake this survey and partnered with 56 Degree Insight to make it happen.

The evidence and data provided in the report below comes from six waves of surveying the Northern Ireland adult population during the following months:

- November 2020 – 1,001 interviews
- December 2020 – 1,008 interviews
- March 2021 – 1,002 interviews
- April 2021 – 1,030 interviews
- August 2021 – 1,007 interviews
- October 2021 – 1,000 interviews

In total 6,048 interviews were undertaken providing robust data accurate to +/-1% at the 95% levels of confidence. When using the results, it is important to bear in mind that surveying was undertaken during the ongoing Coronavirus pandemic including periods of 'lockdown' when restrictions were in place which impacted upon levels of participation in outdoor recreation.

Information on the survey approach, fieldwork timings and how these related to different levels of Coronavirus related restrictions during each period of fieldwork are provided in the Appendix of the POMNI 2020-2021 Report.

Given the substantive sample size, deep-dive analyses were undertaken by 56 Degree Insight on three topics: the impact of deprivation on outdoor recreation, urban-rural disparity in outdoor recreation provision, and the experiences of outdoor recreation for people with a disability. This report focuses on the impact of deprivation on outdoor recreation experiences.

## The primary focus of this analysis is on social grade

This analysis primarily reports on survey responses on the basis of an individual's social grade with a focus on people in the least affluent DE group's responses compared to the more affluent ABs and C1s.

A summary definition of these groups is provided on the right.

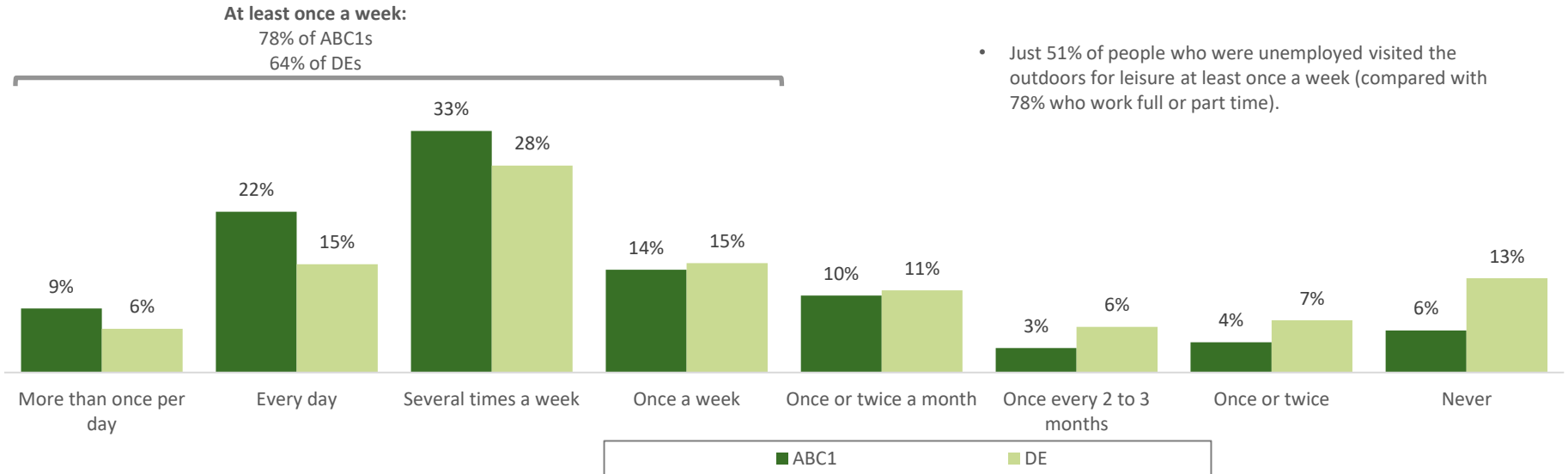
Other related measures used alongside this analysis of social grade were:

- *Northern Ireland Multiple Deprivation Measure* – comparing residents of 10% most and 10% least deprived areas.
- *Working status* – comparing responses provided by people who are unemployed with people with other working statuses.

A	Higher managerial, administrative and professional
B	Intermediate managerial, administrative and professional
C1	Supervisory, clerical and junior managerial, administrative and professional
C2	Skilled manual workers
D	Semi-skilled and unskilled manual workers
E	State pensioners, casual and lowest grade workers, unemployed with state benefits only

# Members of the least affluent socio-economic groups were less likely to visit the outdoors at least once a week while 13% never take visits.

Figure 1 – Frequency of visits to the outdoors in the last 12 months

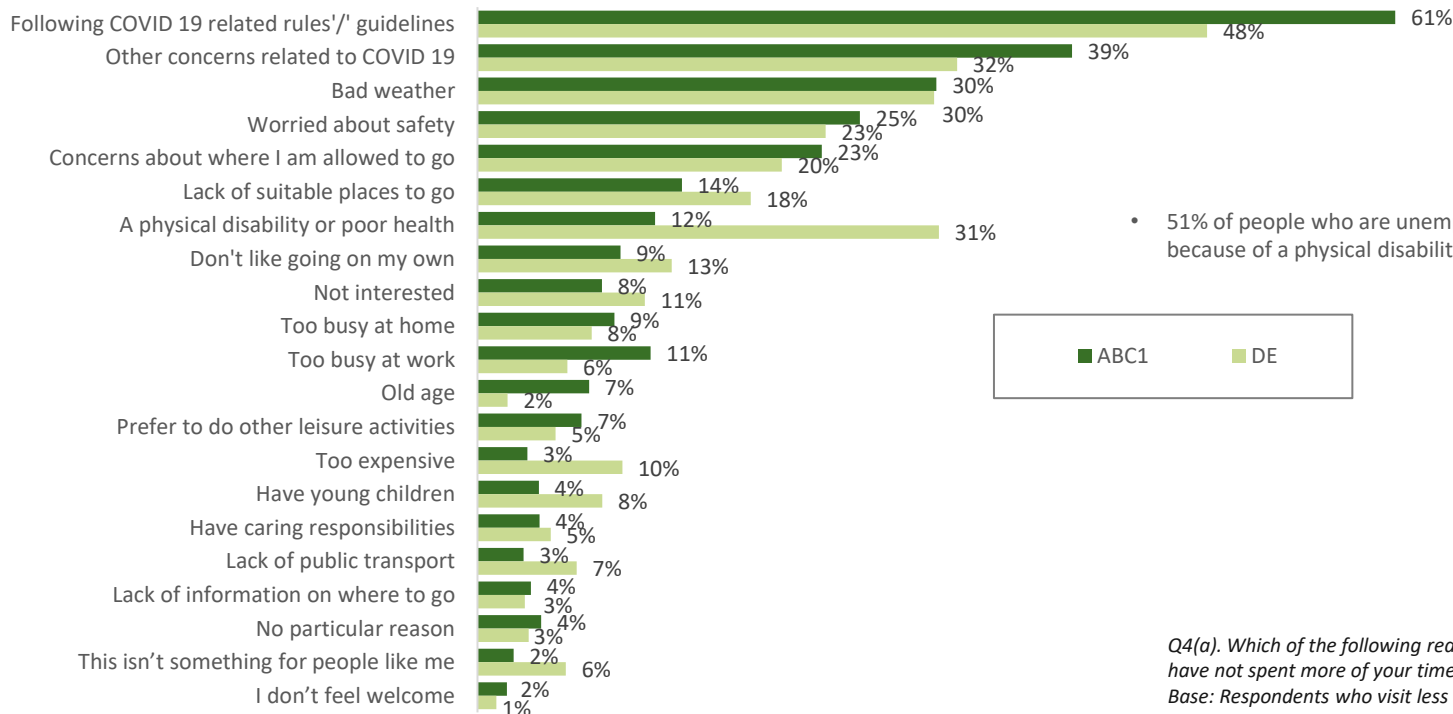


- Just 51% of people who were unemployed visited the outdoors for leisure at least once a week (compared with 78% who work full or part time).

Q1. Thinking about the last 12 months, how often, on average, have you spent your leisure time out of doors, away from your home?  
Base: ABC1 and DE respondents (4,092, 1,115)

Members of the DE classes were more likely than more affluent groups to have not visited the outdoors because of a lack of places to go, not liking going alone, poor health, expense or a lack of interest.

Figure 2 – Reasons for not visiting the outdoors more often during last 12 months (those who visited less than once a month)



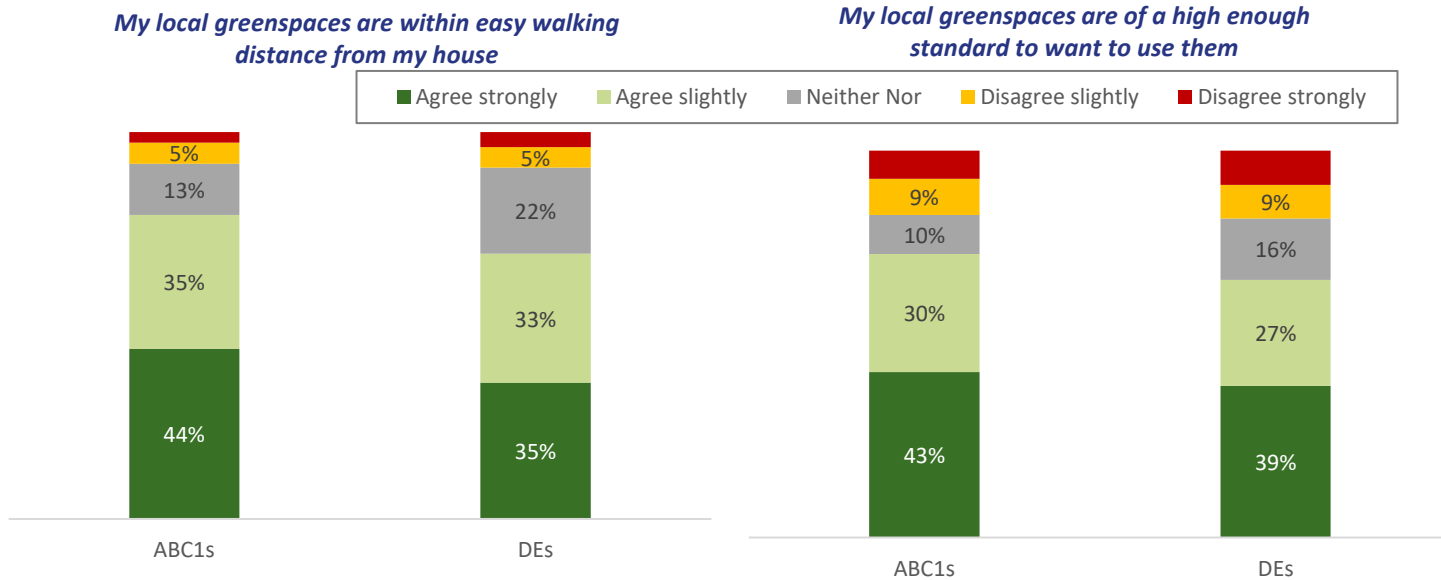
- 51% of people who are unemployed did not take visits because of a physical disability or poor health.



Q4(a). Which of the following reasons, if any, describe why you have not spent more of your time out of doors?  
Base: Respondents who visit less than once a month (712, 289)

On average members of the less affluent DE socio-economic groups rated access to and the standard of their local greenspaces less positively than more affluent groups.

Figure 3 – Rating of local greenspaces



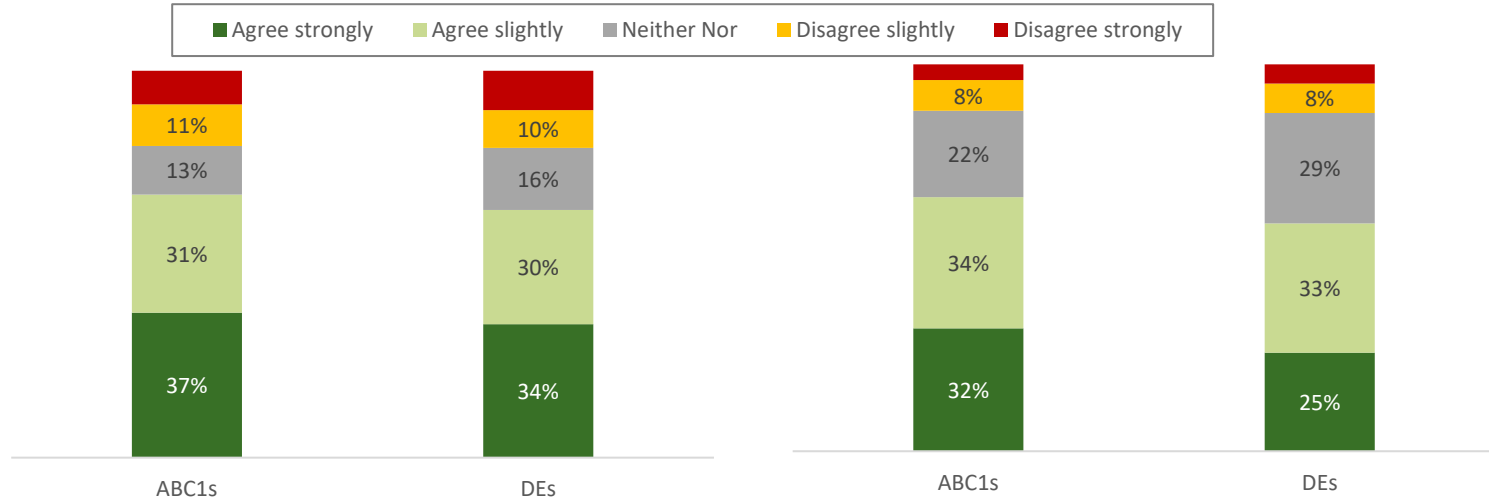
Q16 How much do you agree or disagree with the following statements relating to your nearest greenspace areas and paths and trails? Base: ABC1 and DE respondents (4,092, 1,115)

Similarly, DE socio-economic groups provided less positive ratings for access to and the quality of trails.

Figure 4 – Rating of local greenspaces

*My local paths and trails for walking` running and cycling are within easy walking distance from my house*

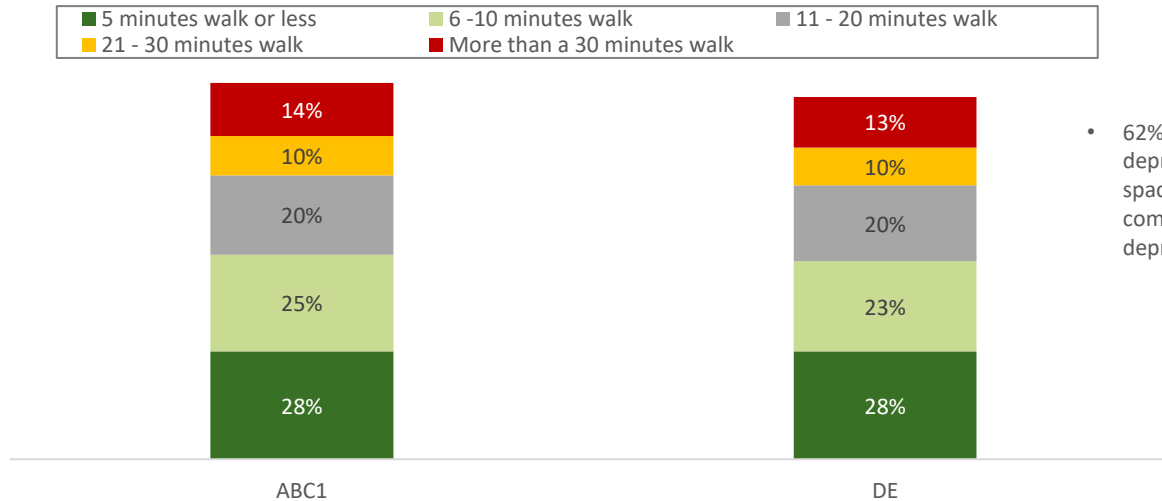
*My local off-road paths and trails are of a high enough standard to want to use them*



Q16 How much do you agree or disagree with the following statements relating to your nearest greenspace areas and paths and trails? Base: ABC1 and DE respondents (4,092, 1,115)

51% of members of the DE socio-economic groups stated that they had open spaces within a 10-minute walk of home, a slightly lower percentage than recorded amongst ABC1s (53%).

Figure 5 – Perceived distance to local green or blue spaces



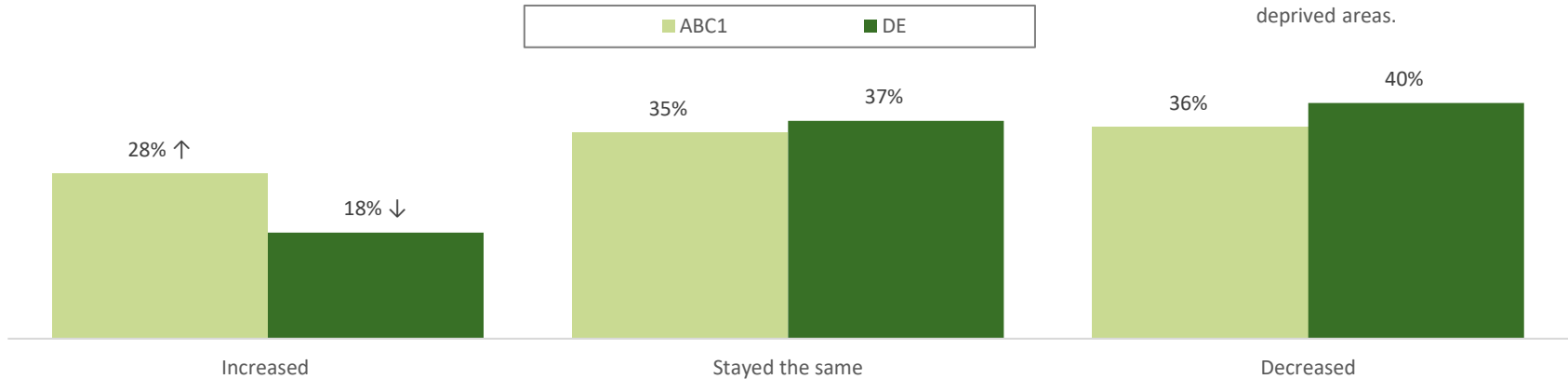
- 62% of people living in the 10% least deprived areas reported a green or blue space within a 10-minute walked compared with 53% living in the most deprived areas.

'Q17. How far away from your home is your nearest green or blue space area? By this we mean any open space areas such as parks` playing fields` woodland` beaches or rivers or other natural places you could spent time in Base: ABC1 and DE respondents (2,741, 748)



Members of the more affluent ABC1 socio-economic groups were more likely than DEs to have increased their frequency of participation in outdoor recreation during the pandemic.

Figure 6 – Frequency of visits to outdoors compared to this time last year – overall and by key demographics

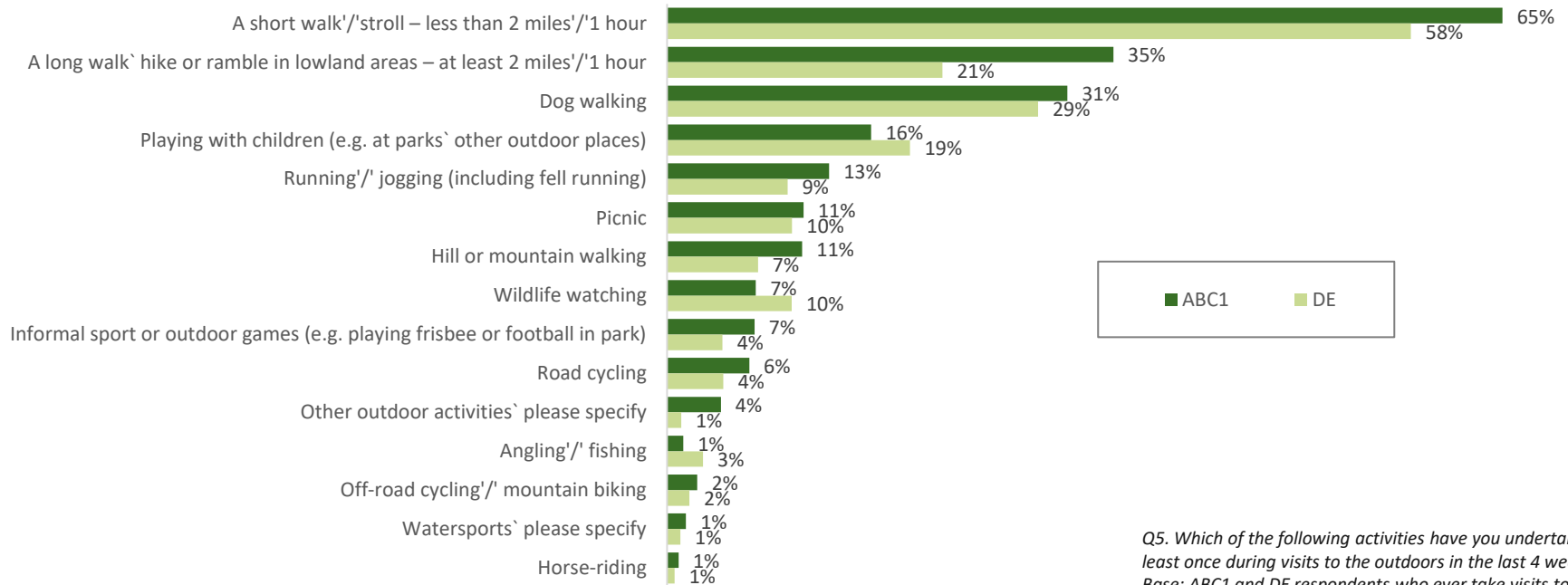


- 14% of residents of the most deprived areas increased their frequency of visits compared with 23% living in the least deprived areas.

Q2. Compared to this time last year, has the frequency that you spend your leisure time out of doors, away from home, increased, decreased or stayed the same? Base: ABC1 and DE respondents (2,733, 742)

# DEs were less likely than more affluent ABC1s to have taken part in walking for recreation but more likely to play with children in parks.

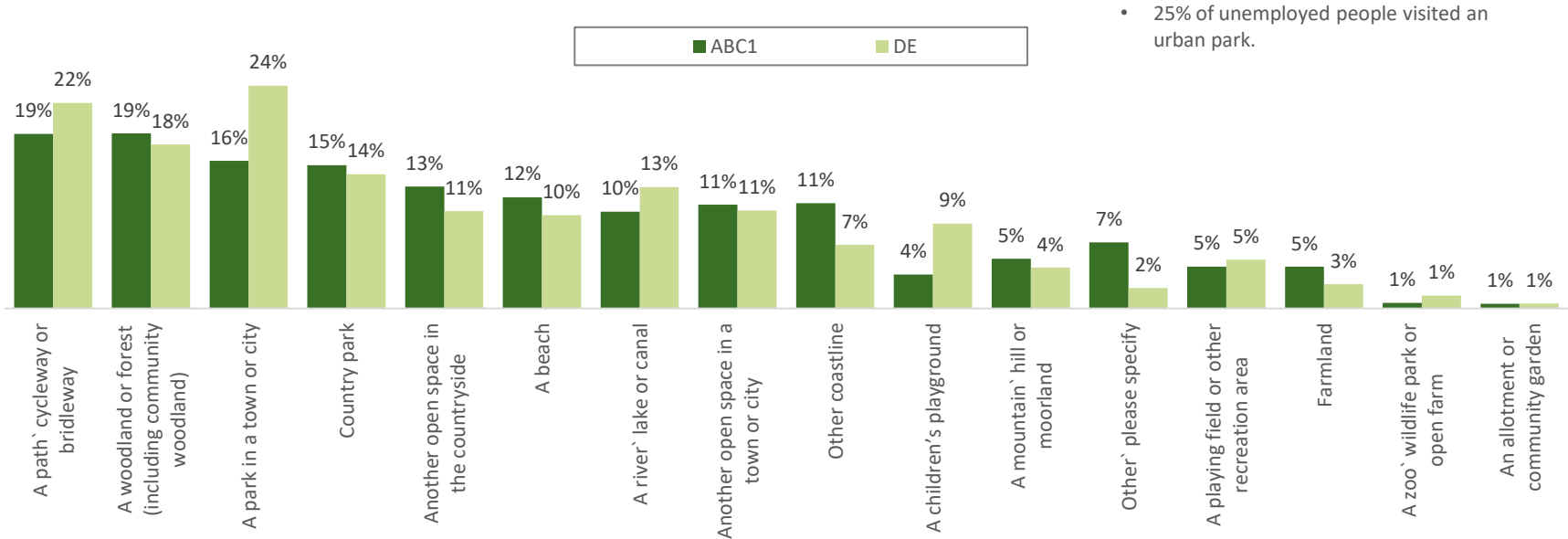
**Figure 7 – Activities undertaken on visits to outdoors taken in the last 4 weeks (amongst those ever visiting outdoors)**



Q5. Which of the following activities have you undertaken at least once during visits to the outdoors in the last 4 weeks?  
Base: ABC1 and DE respondents who ever take visits to outdoors 3,881, 970)

During outdoor recreation visits DEs were more likely than ABC1s to spend time on a trail or cycleway, in an urban park or in a children’s playground.

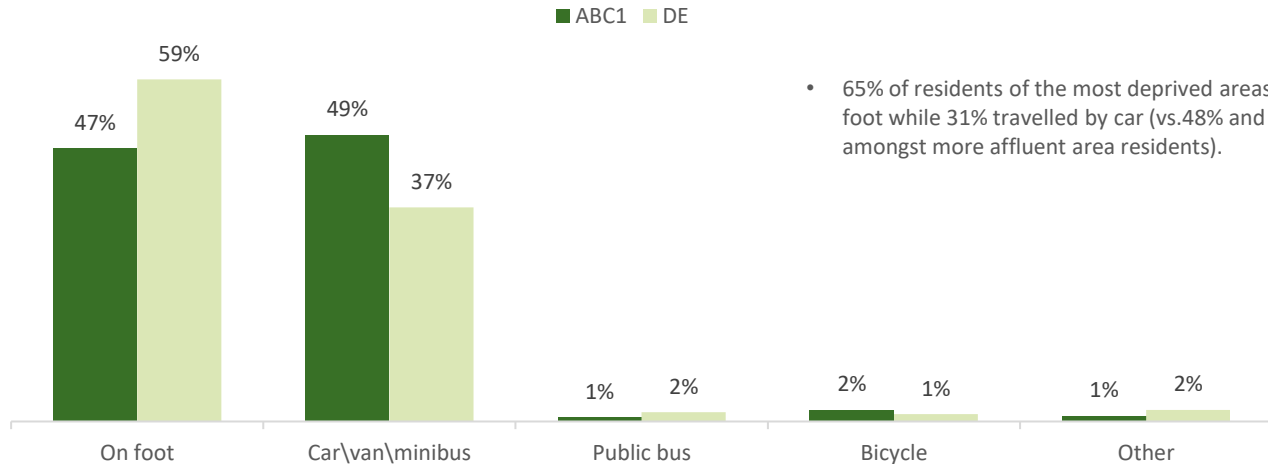
Figure 8 – Places visited during visits taken in November and December 2020



Q9. On this last visit to the outdoors for leisure and recreation, what types of location or destination did you go to? Base: ABC1s and DEs who had taken visits in the last 4 weeks (3,500, 785)

# Two in three outdoor recreation visits taken by DEs were on foot - a much higher percentage than amongst more affluent ABC1s.

Figure 9 – Transport used to reach place visited

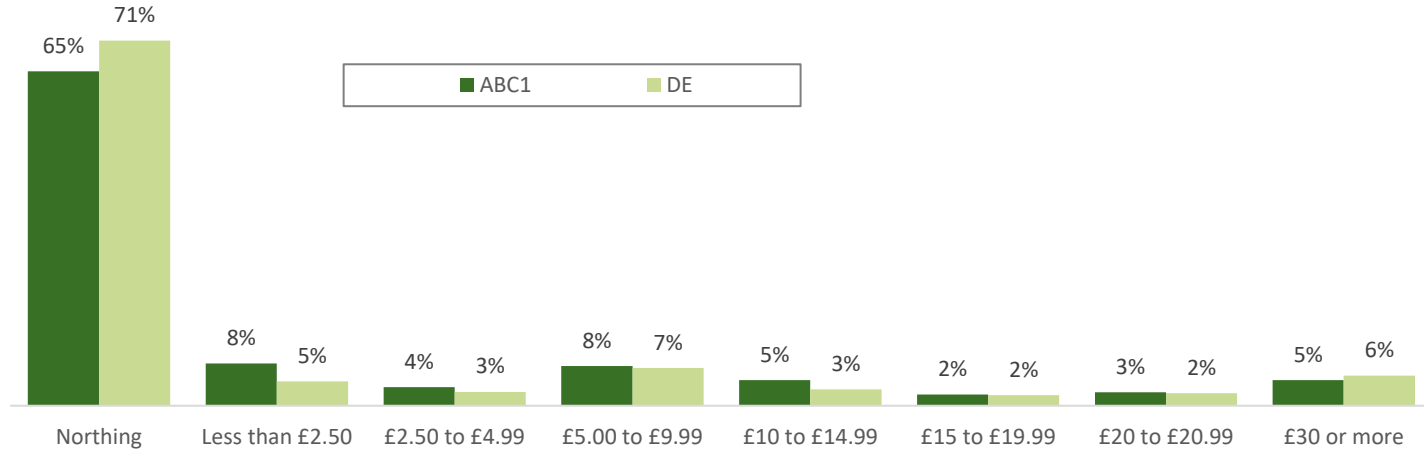


- 65% of residents of the most deprived areas travelled on foot while 31% travelled by car (vs.48% and 49% respectively amongst more affluent area residents).

Q11. What was the main mode of transport you used to reach this place?

35% of ABC1s spent any money during outdoor recreation visits, a higher percentage than amongst C2DEs (29%).

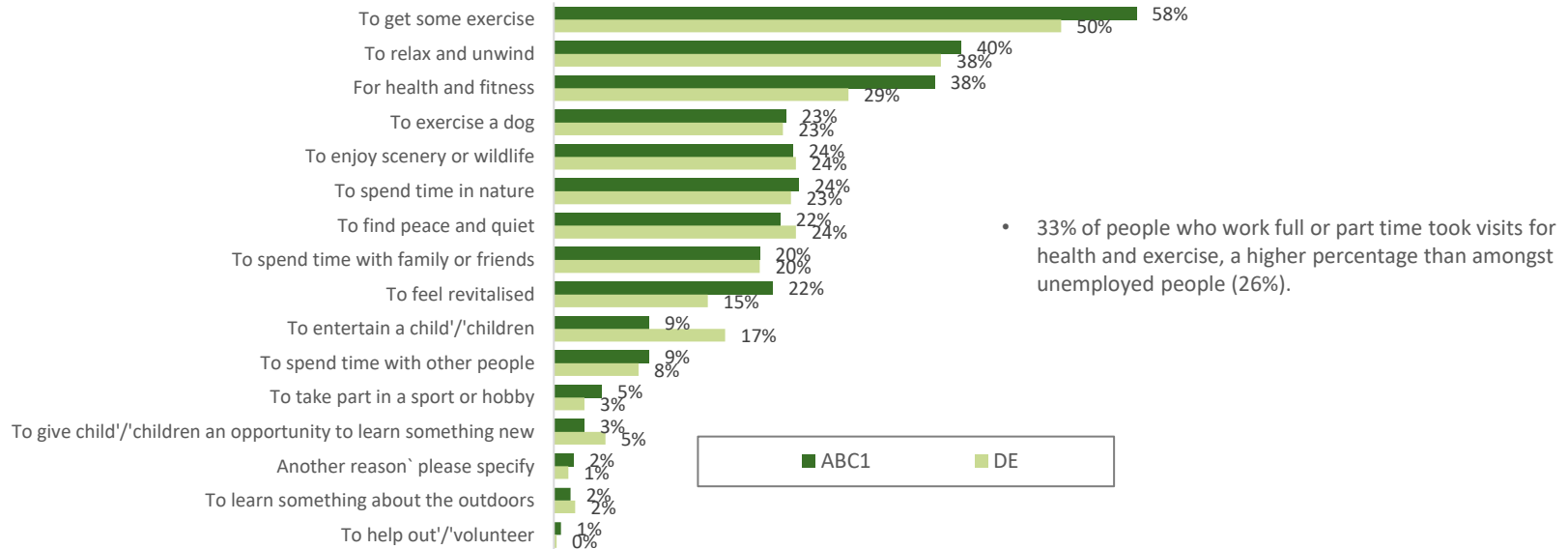
Figure 10– Expenditure during visits taken



Q14 In total how much, if anything did you personally spend during this visit to the outdoors. This would include any money you spent on yourself or others on the following items Base: ABC1s and DEs who had taken visits in the last 4 weeks 4,092, 1,114)

# While ABC1 were more likely than DEs to take outdoor visits to get some exercise or for health and exercise, DEs were more likely to want to seek peace and quiet or entertain children.

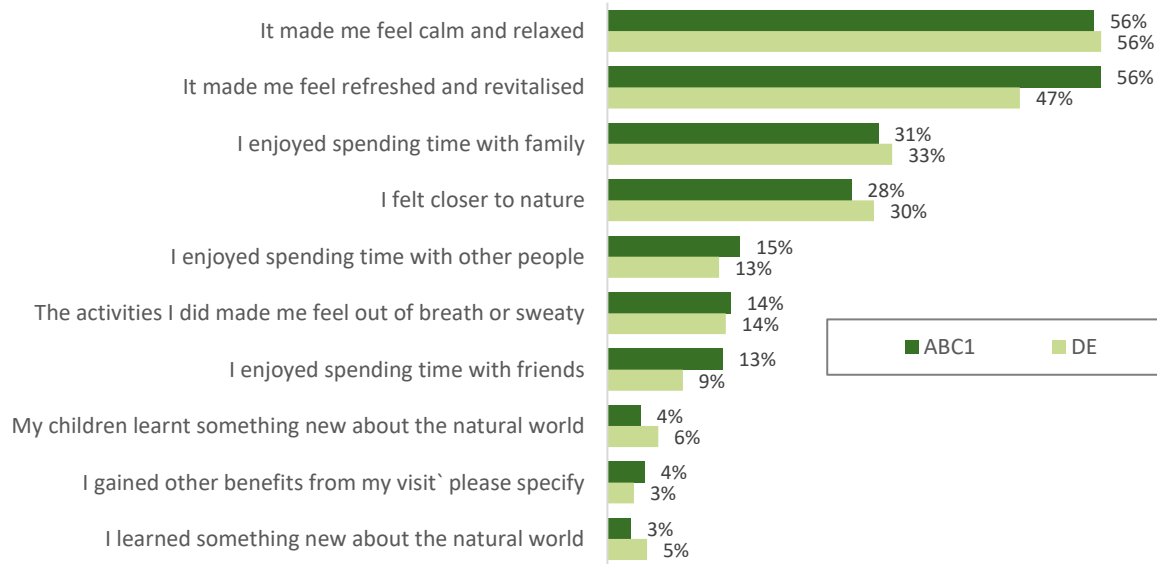
Figure 11 – Reasons for taking most recent visit to the outdoors



Q13(a). Which of the following reasons, if any, best describe why you made your last visit to the outdoors? Base: ABC1s and DEs who had taken visits in the last 4 weeks (n = 100, 705)

ABC1s were more likely than DEs to feel refreshed and revitalised after a visit while DEs were more likely to feel closer to nature.

Figure 12 – Statements which apply to most recent visit to the outdoors



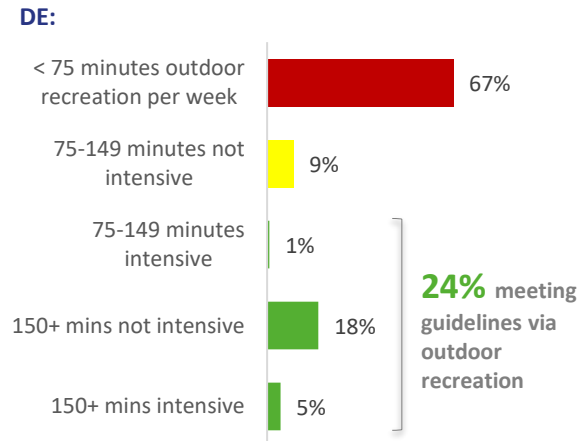
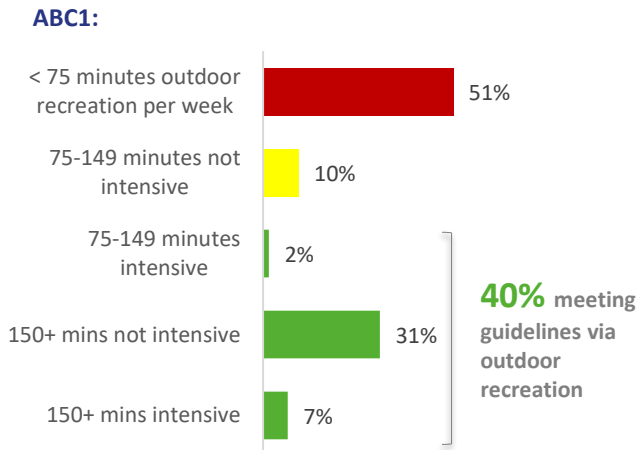
Q15. From the list of statements below select any which applied to your last visit to the outdoors? Base: ABC1s and DEs who had taken visits in the last 4 weeks (3,500, 785)

# A higher percentage of ABC1s than DEs achieve the CMO recommended levels of exercise through outdoor recreation.

## Chief Medical Officer's physical activity guideline for adults:

Adults should aim to be active every day and do at least 150 minutes of moderate intensity activity every week. You can split this into 30 minutes of activity most days each week. If you prefer, you can do 75 minutes of vigorous activity every week

- Just 20% of unemployed people met guidelines through outdoor recreation (compared with 37% working full time, 32% working part time and 39% retired).
- 43% living in the 10% least deprived areas met guidelines compared with 35% in most deprived areas.





People in the Outdoors Monitor for Northern Ireland (POMNI) was undertaken by ORNI and 56 Degree Insight, with support from SORG, DAERA, and Sport NI.

For more information visit: [www.outdoorrecreationni.com/POMNI](http://www.outdoorrecreationni.com/POMNI)