There are many benefits to spending time in forests, parks and gardens, but we can’t always get outside as much as we would like. That’s why we are bringing Green to you. As an inspiration to reconnect with the outdoors, we invite you to enter a Green Space by listening to the soundtrack as you read. And as our report shows, even just listening to nature has a positive effect on wellbeing.

The soundtrack is produced by Mattias Eklund, one of Sweden’s most renowned sound designers. He works with feature films and commercials. His clients are, among others, award-winning directors such as Guy Ritchie, Jake Scott, Jonas Åkerlund, Mårlind & Stein, Jesper Kouthoofd & Kathrine Windfeldt.

Visit husqvarngroup.com/media for more information.
Global Green Space Report 2013
by Husqvarna Group

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Green Spaces are fundamental to our business
Green Spaces - gardens, parks, and forests. If we are fortunate, these areas of trees, grass, shrubs, flowers and other vegetation are all around us. When asked, most of us recognise the environmental, health and aesthetic benefits of Green Spaces; we see parks, gardens and forests as places to relax and get respite from busy modern life. But to what extent are we actively paying attention to our Green Spaces and integrating them into our daily lives? What is the nature of our relationship with green and what is the outlook for the future?

For us at Husqvarna Group, these questions represent more than an interest. An abundance of Green Spaces around the world is fundamental to our business.

Founded in 1689, Husqvarna is one of Sweden’s oldest brands. Now we’ve evolved to become the Husqvarna Group, a global company managing several brands, among them Husqvarna, Gardena and McCulloch. The majority of our business involves providing products and solutions that help both private consumers and professionals take care of gardens, forests and parks.

In fact, we are the world’s largest manufacturer of outdoor power equipment. We work to help enable people to enjoy the various Green Spaces around them. Indeed, our business model depends on it.

The future of Green Spaces is intertwined with our future.

Since 2010 the Husqvarna Group has been producing a report annually looking at trends and topics related to gardens. In previous years we have called this the ‘Global Garden Report’, as the focus was primarily on the green in our private spheres. In 2012 we expanded the scope to include parks and other Green Spaces within urban environments. In 2013, because a core element of our business also supports professional forestry, we are expanding our focus further to include forests.

To more accurately reflect our full scope, we have therefore renamed this publication the ‘Global Green Space Report’.

This year, we turn our attention to people’s relationship with various types of Green Spaces. How much time do we spend in green? How do we value these spaces? How much knowledge do we possess? What are our views about their importance? What is the outlook for the coming generations?

We’ve surveyed over 4500 people across nine countries and interviewed several experts and innovators. The results show both areas for concern and hope for the future. We can see a potential growing disconnect with Green Spaces, but also many indications of renewed interest and creative solutions for integrating more green into our futures.

Our aim with this report is to contribute to the discussion about how we use Green Spaces, what can be done to help us enjoy them more and towards encouraging an abundance of Green Spaces accessible to all. We are inspired by the findings in this year’s Global Green Space Report and hope that you will be, too.

Hans Linnarson
President & CEO of Husqvarna Group
Green is Good
Now that we have entered the urban era of humanity, with the majority people living in cities, our contact with Green Spaces is decreasing to the point that for many people connecting with forests, parks and gardens is more of a luxury than a necessity. There is an increasing body of research and evidence, however, suggesting that both physically and psychologically, we need more, not less Green in our lives. Green is good for us.

**WE HUMANS ARE AN ASTONISHING ANIMAL**

The sophistication and inventiveness of our species is only matched by the breathtaking speed of our development. We have stood on our own moon, defied almost every limitation that nature has placed on us and can communicate with each other from opposite sides of our planet in seconds. As far as we know, we are the only animal in the universe capable of that.

But we’re still an animal, all the same, and until very recently, not just in evolutionary terms, but even in our own history, we lived a lot closer to nature than most of us do today. And perhaps there’s a danger, somewhere in amongst the marvellous sophistication of the modern world, that we are losing our connection with one of our most fundamental needs of all, the need to interact with Green.

There is an awareness, reflected in the surveys you will find in this report, that contact with Green Spaces is important, and that people who live and work in natural environments are lucky, content, deserving of respect. Over two thirds of the people we surveyed believe that visiting and interacting with Green contributes to a person’s quality of life. 82% see parks, gardens and forests as an effective or very effective remedy for stress and anxiety. Of 17 suggested professions, only four - pilots, doctors, lawyers and engineers - are thought to yield more status than being a landscape architect/designer.

But at the same time, our survey shows that many people have considerably less contact with Green Spaces than they would like. 29% admit to spending less time in parks than they did five years ago, and 57% think that children spend less time in parks than they did when they were children. Almost six in ten believe that children do not get out into the back yard or garden as much as when they themselves were kids.

One only has to glance through some of the numerous surveys conducted over the past decade or so into the beneficial effects of Green to see that this is a problem we should all be concerned about. Psychologists Francis Kuo and Richard Louv have both shown how contact with the natural world reduces the symptoms of ADHD in children. Dr. Roger Ulrich has extensively researched the benefits of being able to see Green from hospital beds, showing that a view of Green Spaces facilitates recovery from surgery, reduces use of healthcare
Think that politicians should prioritize Green Spaces. Among others, has shown how contact with natural environments relieves mental fatigue, restores concentration and increases a sense of wellbeing. The mere fact that a whole new branch of psychology – ecopsychology – has grown from this profusion of research testifies to the growing understanding that connecting with nature is a fundamental psychological need. And if all of this seems almost too obvious to mention, then the physical benefits of regular contact with Green are even more apparent.

The trouble is, there’s a difference between what people know to be true and what they actually get around to doing. People value ‘Green’, think that it improves their quality of life, enjoy it when they have contact with it, but even so, they don’t get out there nearly as much as they would like, or they did a few years ago, and neither do their kids. For most people, having the time and space to slow down and maybe go for a walk in the woods is a luxury. And it may be just as easy for tired and stressed parents to acquiesce to their children’s demands for technological leisure time, instead of going out and kicking a ball in the park with them, as it is for their kids to make the same choice. But as we showed in last year’s report, two thirds of the respondents in the 2012 Global Garden Report said that they go to parks or Green Spaces to unwind and relax and over half believe that communities, and by extension personal relationships, are enhanced by proximity to Green Spaces because it is something everyone, regardless of background, can enjoy.

There is evidently a growing disconnect between what people want, regarding Green Spaces, and what they actually do, which deserves to be discussed, and where possible bridged more than we presently manage to do.

“We know the benefits of Green Spaces only too well. We just seem to be losing the energy to get to them.”
The wonderful thing about nature is that it is, well, natural. Whether we are wandering in a park, running through a forest, or pushing the kids out the back door to tumble on the lawn, climb trees and find new and inventive things to do with mud. Or tending our vegetable patch. Or barbecuing a few sausages on a summer evening. Or walking the dog. In fact, whatever we do when we’re outside, it is good and life-enhancing and natural. Enjoying Green Spaces shouldn’t be a noble but rarely realised ideal, it should be something we don’t have to think twice about, something we love to do, and love to do with our children, because it makes us happy, it’s healthy and it’s free. And how many things can we say that about?

So why do 89% of us consider having access to Green Spaces as a human right, but only one third of us visit a park more often than once a month, as our survey shows? It’s one thing to want to have your cake and eat it too, but this is more a matter of having a very fine cake waiting for you and just leaving it there, untouched. And maybe, just maybe, one day when you finally get around to reaching out for it, you’ll be surprised to find how much of it has been eaten away while you weren’t really looking.

The goal of this year’s report is therefore to build on the themes we have touched on in previous years, namely where and what Green Spaces are, how we can protect, preserve and where possible enhance them, and expand that to take in the question of Reconnecting with Green. How can we integrate Green into our hectic modern lives more than we do? How can we reconcile and bridge the disconnect between something we say we want, need, value and enjoy, and the day-to-day realities of our lives? How can we make Green Spaces more accessible, more exciting, more involving, so that they regain their rightful place as an assumed priority for us?

Because the bottom line is that Green is not just a human right, it is where we have belonged until very recently in our evolution, and as such, it is something we cannot afford to let slip away into the margins of our existence, or consign to our past.
ARE THERE HEALTH RISKS IN NOT BEING EXPOSED TO GREEN?
Yes, and the health risks can be considered as indirect or direct. Indirect health risks are for example less motivation for physical activity (which in turn has well known deleterious effects on human health), and less social cohesion (social connections being among the more important factors for human beings to maintain health in all its aspects). Another risk is increased health inequalities due to socioeconomic differences. Health inequalities are main targets for public health work, and equal health is considered among the most important health indicators. Green areas buffer the effects of socioeconomic differences on health and decreased green may be deleterious for this health indicator. We also know that the risk for chronic stress increases if you don’t see nature in daily life, something that will doubtlessly worsen the epidemic of non-communicable diseases. Recent research also suggests a relationship between urban green and less use of anti-depressants.

“What was maybe a bit surprising was the active effect by nature and nature sounds.”

ARE THERE ANY OTHER RISKS FOR PEOPLE NOT BEING IN NATURE OR IN GREEN SPACES REGULARLY?
We are still uncertain about the biological mechanisms explaining the associations between green and health. However, a few studies show for example higher cortisol levels in areas of less green, cortisol being a biomarker for stress. There are also studies demonstrating reduced risks for cancer and stroke by regular visits to green spaces. Epidemiological studies also show that mental disorders such as schizophrenia and bipolar diseases are more common in urban areas compared to countryside. This has been investigated by functional brain imaging techniques demonstrating a significant relationship between urban living and functional brain changes in amygdala, a part of the brain’s limbic system, something that decreases their capacity for coping with stress and making people more vulnerable to stress related disorders. Of course we don’t know whether this is an effect of lack of green, but it is a sign that life environments have a significant effect on public health.

COULD YOU GIVE A SHORT DESCRIPTION OF YOUR OWN RESEARCH?
My research considers the effects of nature contact from a public health perspective, based on my medical background. We have for example studied the effect of different landscape types on stress and mental health. We also studied physiological recovery reactions to a standardised nature setting in, experimental, randomised studies conducted in a virtual reality laboratory.

WHAT WERE YOUR MAIN CONCLUSIONS?
A systematic review demonstrated that there is evidence for nature assisted therapy being efficient in treating or rehabilitating patients with schizophrenia or depression,
INTERVIEW:

Matilda Annerstedt

SWEDISH UNIVERSITY OF AGRICULTURAL SCIENCES

obesity, or attention and behavioural disturbances. Regarding the landscape types and stress or mental disorders, we have demonstrated an association between broad leaved forests and lower levels of stress, as well as a lower risk for developing mental disease by having access to serene nature, especially in combination with physical activity.

And one experimental study in the virtual setting has proven a significantly higher activity in the parasympathetic nerve system, which makes us recover from stress and returns the body to a normal, harmonious state, by exposure to virtual nature and nature sounds as compared to an ordinary indoor setting.

WERE YOU SURPRISED BY YOUR RESULTS?

What was maybe a bit surprising was the active effect by nature and nature sounds. The important effect of sounds particularly is interesting; it shows exactly that we need to consider many aspects in the associations between human health and environment. Not so much research has been done in the field of sounds, but more on visual impact, and I would be much interested in exploring it further, especially since I hope it will help in understanding and explaining the bio-physiological mechanisms behind health and nature.

WHAT ARE THE CHALLENGES FACING PEOPLE AND THEIR RELATIONSHIPS TO GREEN SPACES IN THE FUTURE?

A self-evident risk is the ever-increasing speed of urbanisation, where less and less space is available for green areas in dense urban areas. This may potentially endanger the otherwise natural and inherent relationship that kids have with nature, and the free places for creative play it contains. One Richard Louv is even talking about “nature-deficit-disorder” as an upcoming disorder among kids and adolescents. This means that nature becomes something abstract for new generations, something that will harm their development and creativeness. The risk for increased sedentary behavior also becomes bigger. Not to mention the quality of life factors they will miss out from by losing this contact.

IN OUR RESEARCH, MOST RESPONDENTS GLOBALLY THINK NATURE CONtributes A LOT TO THE OVERALL QUALITY OF LIFE. WHAT DO YOU MAKE OF THIS?

This makes me happy of course and it is also in line with other research showing for example that people often prefer green spaces above other alternatives in times of stress or other needs for recovery. It has also been shown that people in severe life crises tend to turn towards nature and the kind of non-demanding experiences there.

“How do you see the future for green spaces like parks, forests and gardens?

I perceive a slight increase in political interest for these questions, which is promising. However, I think we need to fight hard to keep these questions in focus, considering all challenges that we face in today’s society. I can only hope there will be enough knowledge to argue for preserving forests, woodlands, parks, and other green spaces.

“A self-evident risk is the ever-increasing speed of urbanisation, where less and less space is available for green areas in dense urban areas.”
Nine in ten people believe that having access to Green Spaces is a human right, but our survey also shows that Green Time – the time people spend in Green Spaces – is in long-term decline.

Studies and research show that Green is good for us, and evidence, both in this report and anecdotally, suggests that people who make Green Time for themselves tend to do so more and more. So how do we reverse the decline in Green Time? Because if Green Spaces are a human right, Green Time is a human need, and neither rights nor needs should be ignored.
These are not statistics from the surveys in this report, nor are they intended to make any particular cultural points, they are merely an indication of what people mean when they talk about leisure time. Around 30% of the respondents in our survey are unsatisfied with the amount of time they spend in parks and forests, and around 75% of parents think that children should spend more time in Green Spaces. But almost two thirds of the people in our survey visit parks once a month or less often, and 57% think that children spend less time in parks than they did when they were children. Where Green Time is concerned, we often seem to be saying one thing, but doing something else.

We all know that spending time in Green Spaces is good for us, and there are numerous scientific and psychological studies to confirm that. A series of studies published in the Journal of Environmental Psychology in 2010 found that as little as 20 minutes a day of time interacting with nature has a measurable positive effect on feeling energised, vital, alert and positive, and in addition makes us more resilient to physical illnesses.

for a stimulant such as coffee for a boost, which in fact has a debilitating effect overall, when the benefits of a short walk out in nature are greater, longer lasting and have no negative effects at all.

So maybe in addition to investing in that shiny new espresso machine, employers should be encouraging their workers to leave their desks and get outside every once in a while.

It need hardly be said that the benefits of Green Time for children are as obvious, if not more so. In our survey there is a strong feeling that children do not spend as much time out in either gardens, parks or forests as their parents did; over the three questions an average of 61% of respondents answered negatively. We live in a world where the distractions that compete for our kids’ attention are numerous and highly effective. Children may love being outside, but actually getting them to leave the house is often easier said than done. As our interviewee Dawn Coe remarks about her own son, ‘it’s usually a fight to get him out there, but once he is out, he goes forever.’
And parents relaxing after a long day or a long week at work may be tempted to leave their kids with the Xbox or the Wii, or just the TV, rather than go out with them on a grey afternoon to play or go for a quick adventure in the forest. Around one third of our respondents worldwide cited the time they spend at work as the main reason why they do not visit either parks or forests.

Kevin Gaston, interviewed on page 22, talks about ‘the extinction of experience’, a term first coined by the author Robert Michael Pyle to describe a state of alienation from the natural world as cities lose their local biodiversity. Pyle elaborates that the danger is particularly acute for the very old, very young, disabled and poor, for whom it is hardest to travel any distance to experience the natural stimuli they lack in their daily life. Our survey shows that the distance to the forest is the primary reason why people do not visit that sort of Green Space, more so for people who live in the centres of cities. It also shows that less than half of our respondents visit either a park or a forest more frequently than once a month.

Thus the increasing disconnect in terms of how much leisure time is spent in Green

### How often do you take your children to visit Green Spaces of the following types?

- **Parks**
  - Several times a week: 15%
  - Once a week: 23%
  - Once a month: 23%
  - Once during the last quarter or more seldom: 26%
  - Never: 9%
  - Don’t know: 4%

- **Forests**
  - Several times a week: 7%
  - Once a week: 14%
  - Once a month: 23%
  - Once during the last quarter or more seldom: 36%
  - Never: 16%
  - Don’t know: 4%
Spaces could draw people into a negative spiral of ever-diminishing contact with Green.

Conversely, there is a clear link between having small children and a higher frequency of visits to both forests and parks, as well as what could perhaps be described as a socio-economic link, in that people with higher education tend to value Green Time for their children the most. There is also evidence, confirmed in our survey, that if you have Green in your life, you are more inclined to look for more. The mere fact of having your own garden makes it more likely that you will visit a forest on a fairly regular basis than if you don’t, suggesting that if that initial enthusiasm for getting outside can be found, people will very readily make a habit of it.

The question is not, therefore, about where that enthusiasm for Green Spaces has gone, but about what can be done to rekindle it; to make going out into Green Spaces an easy choice. Because we don’t need an academic study to tell us about the stresses and pressures of modern life. Anyone who has kids knows the feeling of powerlessness in the face of all the distractions on offer for our children today, and that left to their own devices, children rarely make the healthiest available choices. So how do we make the option of spending time in Green Spaces more attractive and immediate than merely a vaguely positive feeling that ‘it’s good for you’?

Perhaps there are some positive cultural lessons to be learned from our survey. Chinese people are twice as likely to have taken their children to a park at least once a week, and three times more likely to have taken their children to a forest, than Americans, despite having to travel about twice as long to get to either. Northern Europeans such as Germans, Swedes and especially Poles spend more time in forests than other nationalities in our survey, and are appreciably more keen on the idea of their children having scheduled Green Time at school than are the French, Americans, Canadians and Australians. Is it worth asking, therefore, why some nationalities with very different cultures, such as, for instance, people from Poland and from China, are much better than others at translating aspiration to action – wanting to doing - where Green Time is concerned?
Would it be valid, and indeed helpful, to examine what it is about Northern European cultures that makes them particularly inclined to treat the wilder bits of nature around their cities as free adventure playgrounds?

On the whole, given the choice, people will go to the forest instead of the park, and given that the distance from cities to the forests outside them necessarily prevents many people from doing so as often as they would want, there is perhaps a case for making urban parks less formal, less ordered, more organic, more ‘forest-like’. The trunk of a fallen tree, properly tended, may provide just as much entertainment for children as a carefully designed and expensive climbing frame. Dawn Coe’s experiment with natural playscapes proves how easy it is to create just that sort of organic playing environment for children, and how successful such an environment is for the children’s levels of activity, enthusiasm and imagination.

It is also worth noting that both culturally and in terms of age groups, Green Spaces mean different things, and serve different purposes, to different people. For most people parks and forests offer peace, relaxation, fresh air, a nice place to go for a walk. But for 41% of respondents aged 18 to 25 see parks as places to meet friends. 27% of Chinese and 22% of Russians play with their children in the forest, against only 10% of Americans and Germans, and 15% overall. For some, notably in Australia, the concept of the wilder Green Spaces characterised in our report as ‘forests’ may carry a much more immediate possibility of being inherently dangerous than, for instance, in Western Europe, making parks a more attractive option.

But in the end the simplest answer is probably the best; everyone would benefit by giving themselves and their children more Green Time; by finding the space in their busy days and their hectic lives to get outside more often than they do. Twenty minutes less online every day, one fewer episode of Scooby Doo or the Simpsons, a pleasant wander through the park, rather than the short bus ride around it. Not too much of a sacrifice, if you think about it, to feel healthier, happier, more energised, more positive.

All you have to do is convince people to make that time.
Around half of Canadians, Americans, Australians and Chinese see parks as a place to exercise, compared with an overall average of 36%.

What would you say are the main reasons why you visit Green Spaces?

**Parks**
1. Take walks 72%
2. Get fresh air 63%
3. Relax 60%
4. Enjoy the beauty of nature 44%
5. Exercise 36%

**Forests**
1. Enjoy the beauty of nature 65%
2. Get fresh air 63%
3. Take walks 57%
4. Relax 55%
5. Pick berries & mushrooms 38%
How often do you visit Green Spaces?

- **Forests**
  - Several times a week: 13%
  - Once a week: 5%
  - Once a month: 26%
  - Once during the last quarter of less: 12%
  - Never: 9%
  - Don't know: 5%

- **Parks**
  - Several times a week: 8%
  - Once a week: 14%
  - Once a month: 25%
  - Once during the last quarter of less: 12%
  - Never: 11%
  - Don't know: 9%

37% are not satisfied with the amount of time they spend in forests.

25% are not satisfied with the amount of time they spend in parks.

53% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Are you satisfied with the amount of time you spend in forests or parks?

- **Forests**
  - Satisfied: 28%
  - Dissatisfied: 37%
  - Somewhat satisfied: 35%

- **Parks**
  - Satisfied: 27%
  - Dissatisfied: 25%
  - Somewhat satisfied: 48%

59% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Average time to Green Spaces:

- **Forests**
  - Average time: 23 minutes

- **Parks**
  - Average time: 11 minutes

72% think that visiting green spaces contributes a lot to a person’s overall quality of life.
Average time to Green Spaces

- **Forests**
  - 13 min
- **Parks**
  - 13 min

**How often do you visit Green Spaces?**

- Several times a week: 34%
- Once a week: 14%
- Once a month: 22%
- Once during the last quarter of less: 19%
- Never: 10%
- Don’t know: 4%

- 34% are not satisfied with the amount of time they spend in forests.

- 30% are not satisfied with the amount of time they spend in parks.

- 64% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Average time to Green Spaces

- **Forests**
  - 24 min
- **Parks**
  - 17 min

**How often do you visit Green Spaces?**

- Several times a week: 19%
- Once a week: 14%
- Once a month: 22%
- Once during the last quarter of less: 19%
- Never: 8%
- Don’t know: 2%

- 26% are not satisfied with the amount of time they spend in forests.

- 26% are not satisfied with the amount of time they spend in parks.

- 85% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Average time to Green Spaces

- **Forests**
  - 39 min
- **Parks**
  - 19 min

**How often do you visit Green Spaces?**

- Several times a week: 8%
- Once a week: 11%
- Once a month: 12%
- Once during the last quarter of less: 29%
- Never: 8%
- Don’t know: 3%

- 56% are not satisfied with the amount of time they spend in forests.

- 42% are not satisfied with the amount of time they spend in parks.

- 71% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Average time to Green Spaces

- **Forests**
  - 56 min
- **Parks**
  - 22 min

**How often do you visit Green Spaces?**

- Several times a week: 14%
- Once a week: 25%
- Once a month: 13%
- Once during the last quarter of less: 31%
- Never: 2%
- Don’t know: 4%

- 33% are not satisfied with the amount of time they spend in forests.

- 17% are not satisfied with the amount of time they spend in parks.

- 66% think that visiting green spaces contributes a lot to a person’s overall quality of life.

Average time to Green Spaces

- **Forests**
  - 33 min
- **Parks**
  - 9 min

**How often do you visit Green Spaces?**

- Several times a week: 12%
- Once a week: 15%
- Once a month: 14%
- Once during the last quarter of less: 24%
- Never: 9%
- Don’t know: 2%

- 47% are not satisfied with the amount of time they spend in forests.

- 27% are not satisfied with the amount of time they spend in parks.

- 54% think that visiting green spaces contributes a lot to a person’s overall quality of life.
DO YOU THINK THAT PEOPLE ARE SPENDING ENOUGH TIME IN NATURE AND IN GREEN SPACES TODAY?
I don’t think so. I think especially with kids, with all the video games and computers, they’re tending to spend more time indoors. Generally, just from my observation, there aren’t a lot of people doing things in nature, and it’s sad.

WHAT BENEFITS DO PEOPLE AND KIDS GET FROM SPENDING TIME IN NATURE?
People of all different ages and all different abilities and fitness levels are able to do different things in nature. And I think having that connection and being able to do something from a young age and carry that on through one’s life is really important. We know that physical activity tracks from childhood, adolescence to adulthood. So if we can get our kids interested in doing

something fun like being in nature and being active, they may continue that activity throughout their lives.

HOW DOES THIS CORRELATE WITH YOUR OWN RESEARCH WITH CHILDREN?
WHAT WAS YOUR STUDY ABOUT?
What we did was to have a laboratory child development school on campus here. They had a traditional playground, then we decided to renovate that space to a natural playground. So, piece by piece, they pulled out the big, plastic, colorful pieces of equipment and replaced it with natural elements such as big logs, tree stumps, a wooden gazebo with slides built into the hill and a riverbed, so they can collect the rainwater runoff which makes it run down like a little creek. We monitored the places that the children used. At the beginning of the study there was a porch that had tables and chairs. A lot of kids would use that area. And then, when the playground was renovated, we saw a shift from the porch onto the actual play area, and the place where we saw the biggest increase in activity or usage was the places that featured lots of natural elements. And we found that there was a small decrease in the amount of time that kids spent in sedentary activity and a significant increase in the amount of time that a large proportion of children were moderately to vigorously active.

“\n
We know that physical activity tracks from childhood, adolescence to adulthood. So if we can get our kids interested in doing something fun like being in nature and being active, they may continue that activity through their lives.”

WERE YOU SURPRISED BY ANY OF YOUR RESULTS?
No, we were hoping that the kids would be more active, and I suspect one of the elements that helped increase their activity was being able to play more creatively.
INTERVIEW: Dawn Coe
UNIVERSITY OF TENNESSEE

WHAT TYPES OF CHALLENGES DO YOU SEE PEOPLe FACING IN TERMS OF THEIR RELATIONSHIP TO GREEN SPACES?

I think a lot of people don’t know enough about what is available to them. So I think that’s part of the issue. Raising awareness of what’s available would help. People tend to not be as physically active as they should so that will affect their weight status, which makes it harder to be active, or more uncomfortable to be active, and then starts this downward spiral.

I think educating them on how to use nature and opportunities that are available to be active would help a lot, but also make people know how very little they actually need to do! The organisation that I’m a part of, the American College of Sports Medicine, has a whole program or initiative called ‘exercise is medicine.’ It has a presence in clinical populations in doctor’s offices, on campus, in work places. Their whole push is if you exercise, you reduce your risk of all these different diseases, which helps keep costs down, as well as helps improve your quality of life. And we’re now seeing articles, like a recent article in ‘The Lancet’ that showed being inactive was just as bad as smoking, in terms of mortality rates.

SO HOW DO YOU SEE THE FUTURE FOR INCREASING GREEN AND NATURAL SPACES? IS IT POSITIVE, ARE YOU DOUBTFUL?

I think it’s positive. It seems like we’re starting to move in that direction. There’s now more research focusing on natural environments and being active outdoors. Things are starting to focus on the benefits of nature; it’s relatively inexpensive, or pretty much free to go out for a hike, or go for a walk on a greenway. Just increasing those kinds of opportunities would have a positive effect on our societies.

*Interviewee’s disclaimer: Study not yet peer-reviewed
WHat do you think would be the best solution to the need for green spaces, given the problems between using spaces in the cities versus encroaching on the areas outside?

Well, I’ve been working in this field for a very long time and so the answer to that question is a rather long one, and comes on a number of levels. In essence there’s the broad question of how much space do you allow an urban development to occupy. And that’s essentially about the trade-offs between urban living and the rural landscape. And you’ve got two extreme models, for want of another description.

First, you have a sprawl-type model, which provides lots of relatively low-density living with more direct interaction with green space. Second, you’ve got more of a densification option, where you maximise the rural green space but you minimise the urban green space. And depending upon what you are trying to achieve, you might end up on different parts of that continuum, and I think one of the big challenges at the moment is to understand the optimal point on that trade-off.

WHAT ELSE?

Then you have the question of what you do about green spaces when you’ve decided how you’re going to build your development. How then do you distribute green space to the residents, and do you focus that green space as public or as private green space, and how substitutable are those two things? To what extent does having access to private gardens offset having access to shared public space. Or actually, more commonly it’s framed the other way around. So if you’re a planner, to what extent does providing public green spaces offset people having smaller domestic spaces. And the evidence suggests that those things are far from entirely substitutable.

WHAT ARE THEY PROS AND CONS OF THOSE TRADE-OFFS?

The more you densify, the more you reduce some of the wider environmental impacts of urban living, because we know that cities are much more efficient in terms of transport networks, in terms of energy, in terms of resourcing people. So that’s the global good. On the other hand the local good in terms of the individual’s exposure to the benefits of green spaces declines with densification. And hence you get what’s been termed the extinction of experience. In other words, people become more and more disconnected from the natural world. And we know that there’s rapidly accruing evidence that such a disconnection has substantial consequences in terms of health and well-being. So there’s a general planning issue of sprawl versus concentration.

“And hence you get what’s been termed the extinction of experience. In other words, people become more and more disconnected from the natural world.”
Those people who spend a lot of time in their own private green spaces also very often are heavy users of public green spaces. So overall you posed a simple question but actually it’s quite nuanced. There’s a lot of complexity in there.

“Those people who spend a lot of time in their own private green spaces also very often are heavy users of public green spaces.”

DO YOU THINK PEOPLE ARE SPENDING ENOUGH TIME IN GREEN SPACES TODAY?
No they’re not.

WE FOUND THAT OVER 90% THINK THAT NATURE CONTRIBUTES TO QUALITY OF LIFE. WHAT DO YOU MAKE OF THIS, GIVEN THAT THEY DON’T HAVE ENOUGH INTERACTION?
As soon as you start thinking in broad global international terms then I think you also have to think much more widely about green spaces themselves, and the roles that green spaces and nature play. In much of the world, they are also places where things that can harm you can hide. So there are parts of the world where, being simplistic, letting the grass grow long in your backyard is a really bad plan, because you know that can encourage, say, venomous snakes and other potentially hazardous organisms. So in that sense I think it’s very easy to give a strongly Westernised spin or focus to these kinds of discussions. And so there’s the whole realm of what people have termed ungardening for example. In other words, you have an awareness, in terms of looking after your children and family, that you have to be quite circumspect about the sort of places you give them to play in. In Western societies that sort of thing tends to be seen in a much more positive light.

HOW DO YOU THINK PEOPLE CAN BE MOTIVATED TO SPEND MORE TIME IN PUBLIC AND DOMESTIC GREEN SPACES?
Ok, in terms of public green spaces, one of the big issues is actually making them high quality spaces. In much of the discussion about green spaces, people don’t really discriminate between some scrappy piece of grass that’s going to get mown to death and not much more than that, and more aesthetically pleasing and complicated green spaces. And people are very discriminating; one of those might be ok for kicking a ball around, but actually that’s relevant to a very small proportion of the population and how they want to interact with green space. So the goal should be to have high quality green spaces, which is a kind of win-win situation. But it’s not simply about giving people green space, it’s giving them access to green space which has a degree of complexity and aesthetic appeal and interest about it. So I think that, in the public realm it’s about getting much better quality provision of green spaces.

AND DOMESTIC?
In the domestic realm, it’s very much about recapturing people’s interest and understanding of their personal green spaces. We’ve done a lot of work with people in their private gardens. And they’re always very enthusiastic for us to go and work with them, and the fascinating thing that happens is that because we are interested in their gardens, they often become far more interested in their own gardens. They find out a lot more things about them. They start noticing things and they value them a lot more than they otherwise would have done. I think that’s a reflection of how stimulating that interest, and that attention to what’s actually going on in people’s own spaces, encourages them to use and explore those spaces and thus benefit more from them.

HOW DO YOU SEE THE FUTURE FOR GREEN SPACES LIKE PARKS, FORESTS AND GARDENS?
I think on the one hand they will continue to be under huge pressure, because space is a precious commodity. Arguments for more construction and more development and more densification will carry on inevitably with global patterns of population growth. That pressure’s not going to go away. On the other hand, the body of evidence is now firmly on the agenda that those spaces fulfill more than just a sort of notional function, that they are genuinely contributing to health and well-being. And I think that if we can convey that evidence to the right people in the right way, and they frame their policies accordingly, that’s a really important contribution to preventative medicine, as opposed to palliative and curative medicine. Anticipating rather than reacting. The more that we understand the huge value to society of preventative medicine, the more that we’ll worry about our green spaces and our outdoor spaces and the more we’ll invest in them. And the payoff in the long term is that you reduce your expenditure on more reactive medicine.
have no knowledge of forests whatsoever.
The literal meaning of ‘capital’ is an accumulation of wealth or assets, like money one has in the bank. When we talk about Green Capital, therefore, we mean both the accumulation of Green Spaces we have at our disposal, and the knowledge, interest and time we devote to them. It is evident from the statistics, and indeed from casual observation, that we are gradually allowing that capital to fade away, and that there is a danger we will eventually lose it altogether if we do not reverse that decline.

Not, admittedly, if you are one of our respondents from Northern Europe or Canada, in which case, for several months a year, white is all around you, and the returning profusion of every conceivable shade of green in springtime is like a joyous fanfare of new life. But that apart, Green is relatively easily accessible for most people. As we have seen earlier, most of the respondents in our survey, of whom 83% live in or around cities, are no more than 15 minutes from the nearest park.

But for the most part, we still don’t have to go far to enjoy nature. As we have also seen, however, the amount of time we spend in Green Spaces is in decline. And corresponding to that, our knowledge of what to do in and with Green Spaces is diminishing. 17% of people in our survey admit to having no knowledge of forests whatsoever, and another 35% only have a basic knowledge. Only in three countries, Poland, Sweden and Russia, is there a clear majority who are sufficiently confident to recognise an edible mushroom in its natural habitat. Perhaps that can be partly explained by the fact that for northern Europeans the nature that is often just outside their cities, and even amongst their suburbs, can be ‘forest’ in a much more literal sense than in, say, France or America. And perhaps it is not particularly surprising that city dwellers are unconfident outside their natural environment, in this day and age; when knowing about nature is more of a hobby than a necessity, and a child can grow to adulthood without ever being aware of what the food they see in supermarkets looked like before it got there.

But on the other hand, there is a clear majority of people, regardless of culture, age or gender, who believe that contact with Green Spaces contributes to their quality of life, and would like to be able to get out into their parks and forests more often.
Almost 4 in 10 of our respondents believe that it should be possible for private people to contribute more to the maintenance of Green Spaces, and almost half think that public Green Spaces should be better maintained.

Surely, therefore, there is room for more imaginative connections to be made between the people who look after our parks and forests and the people who would like to be more informed about them and involved in their upkeep. People are willing to get their hands dirty, they would like to have a stake in their local Green Space, private individuals, families, communities would be prepared to contribute to their maintenance. A flower border planted and tended by a school will have a hundred willing hands to look after it. Some trees proudly planted by a local community will still be there long after the people who planted them have gone. The private, communal gardens one often finds between adjacent streets in London are some of the prettiest and best maintained Green Spaces in the city. Of course they are; the people who tend them are the same people who use them.

What our survey shows is that many people feel they don’t do as much as they would like, or know as much as they want to. So why not find ways of involving them and they will learn, and the Green Spaces will belong to them in a much more immediate sense than if they are just maintained by a city council on behalf of the public.

Even in their own gardens, or the communal Green Spaces they share with others, most people have no real confidence beyond the basic necessity of mowing the grass. More than 1 in 10 have no knowledge at all about gardening, almost 2 in 10 admit to having very little confidence or no confidence at all about growing flowers and nearly a quarter of our respondents feel less than somewhat confident about how to grow vegetables.

And yet people evidently admire the ability to cultivate and tend a garden when someone else is doing it. Over half are impressed by someone who can grow flowers, 4 in 10 by the ability to cultivate herbs or to grow vegetables, or nurture exotic plants and trees, 52% by gardens with fruit trees. Barely half of the respondents in either France or China are impressed by any of a range of 21

People who see themselves as “Advanced/Expert” at gardening work and in knowledge of forests.

- Sweden: 18% / 20%
- Germany: 24% / 11%
- China: 16% / 14%
- United States: 26% / 13%
- France: 20% / 6%
- Canada: 25% / 8%
- Australia: 32% / 7%
- Russia: 34% / 27%
features of other people’s gardens, although over half of French respondents like waterfalls and surprisingly, almost 1 in 5 Chinese are impressed by garden gnomes.

Cultural differences and tastes aside, however, the underlying message behind our survey would appear to be that although quite a lot of people have gardens, and they are impressed by other people who seem to have the gift of ‘green fingers’, they are less confident than they would like to be about what to do with their own gardens. Only in Russia is cultivating plants and vegetables seen as a bigger reason to be in your garden than relaxing.

Many people feel they don’t do as much as they would like, or know as much as they want to.

THE PICTURE IS COMPLICATED FURTHER BY GENERATIONAL DIFFERENCES

Although over a quarter of the people we surveyed over retirement age consider their knowledge of gardening to be advanced or even expert, broadly speaking, the two age groups from 26-45 and 46-65 are the most convinced that Green is beneficial for their happiness and wellbeing. 26-45 year olds have a noticeable faith in the power of Green to solve problems in society, whereas the next generation up, 46-65s, tend to see it in terms of individual benefit. As that age span from 26-65 covers most workers and a large proportion of parents bringing up children from infancy to adulthood, it is perhaps not so surprising that they are the most passionate about getting out into Green.

They are also, one might say, the first ‘green generations’. Joni Mitchell sang about paving paradise and putting up a parking lot in 1970 and Greenpeace was founded a year later. That heightened consciousness about environmental issues has therefore largely happened since the ’60s, when the older of those two age groups were in their teens. On that basis, we would now be moving into the third green generation. It’s always dangerous to make broad generalisations, but it wouldn’t be too controversial to say that enthusiasm and interest about nature has been steadily growing over the past five decades, even if contact with it and knowledge of it has decreased in the same period.
Which of the following regarding someone’s garden/yard impresses you?

1. Grow flowers 52%
2. Fruit trees 52%
3. A well-trimmed lawn 46%
4. Waterfall 42%
5. Cultivate vegetables 41%
6. A fishpond 40%
7. Exotic flowers/plants 40%
8. Cultivate plants 40%
9. A fountain 39%
10. Cultivating herbs 35%
11. A good looking fence 31%
12. Swimming pool 27%
13. Animal/pets 25%
14. Bush sculptures 23%
15. Sculptures 16%

47% think that public Green Spaces should be better maintained.

39% think that it should be possible for private persons to contribute to Green Spaces.

think that it should be possible for private persons to contribute to Green Spaces.
Younger people, in the 18-25 age group, are more idealistic about what they would be prepared to do to have a closer relationship with Green in their lives, but they are not so convinced as their elders of the benefits of nature for happiness and wellbeing. Younger people are, on the other hand, more idealistic about most things than their elders, and conversely, they are more easily lured by all the other attractions cities have to offer them. And critically, the gap between their growing idealism and their declining knowledge seems to be widening. Perhaps, then, the goal should be to channel and direct that idealism and enthusiasm while it is still undiminished.

People want to get out into Green Spaces more than they do, they want to be involved, to help maintain parks and forests and to learn more about them. For the ones who have gardens, they appear to admire other gardeners who can grow flowers and fruit trees and vegetables, even if they lack the knowhow and the confidence to do so themselves. If they have children, they want to encourage them to spend more time outside, and steadily, as those children reach adulthood and pass into their twenties, thirties, forties and beyond, they believe more and more in the beneficial effects of nature.

The generation just starting school now is not only the first generation to be born into a world where the majority of people live in cities, where there is an increasing risk of disconnection from Green Spaces, but paradoxically, they are also probably the first to have environmental consciousness as an assumption, not a cause. The potential is therefore great to build on the capital that is still there, and as we can see throughout this report, to look at new ways of connecting positive attitudes with positive actions.

“The age groups from 26-45 and 46-65 are the most convinced that Green is beneficial for their happiness and wellbeing.”

“Younger people are more idealistic about what they would be prepared to do to have a closer relationship with Green in their lives.”
WHAT ARE THE MOST IMPORTANT ISSUES YOU ARE ADDRESSING AT THE EDEN PROJECT AND WHAT IS YOUR PHILOSOPHY BEHIND ADDRESSING THOSE ISSUES?
There are thousands of organisations around the world trying to make a contribution in “righting” the wrongs of the world. According to the US Writer Paul Hawken, globally there are more than a million organisations of this kind. This is a good thing. Eden does work with regeneration, sustainable management of waste and energy, renewable energy and so on. We also have programmes for schools such as “gardens for life”, linking countries in Africa with India and the UK, and many other initiatives in the social and environmental field. However, if you were to ask me what Eden is about, it is about reimagining new beginnings. People are so busy that they often don’t spend time imagining how you might start to change things from the very beginning. Most people start by trying to mend something that is broken or malfunctioning rather than scrapping it altogether. This is why we built Eden in a mine, hidden from view. This is why we don’t allow advertising on site and why we experiment with construction types and energy solutions, but mostly, what we are best at is in convening people and taking them to a place where they feel confident to re-imagine the future. This is what Eden’s core purpose is. It is a theatre of people and plants in which the play is new beginnings!

WHAT WOULD YOU SAY IS THE MOST IMPORTANT ASPECT OF YOUR WORK?
The most important aspect of our work strangely is to be successful. I say this because as an environmental body people would assume we are against business and would prefer to knit with muesli. The truth is we love business – in the form of social enterprise – and also love doing big projects to demonstrate that ethical beliefs and ambitions to not have to mean that you are incompetent, un-commercial and unprofessional. This is hugely important if we are to attract the brightest and best to work in the areas of our interest.

“The people involved tell me that it transforms their lives and gives them hope… is there anything more important?”

IN WHICH WAYS DO YOU THINK THAT GREEN AND GREEN SPACES CAN HELP SOCIETIES AND INDIVIDUALS?
Green is totally important. Many surveys and some academic research clearly demonstrates that access to green spaces, even a view of green, even plants in a room, aid recuperation from illness and increase a sense of well-being. On a large scale, whole communities have been transformed by access to green space. Violence diminishes, social ills are ameliorated and children have a natural world in which to build their imagination and connection. It is totally important. That is why I agreed to be Patron of Green Space, the Urban Parks organisation in the UK. This is also why Eden runs a project helping homeless people rebuild their lives and find careers in horticulture. The Garden on the roof of the Festival Hall and Hayward Gallery on the South Bank in London is the most visible example of this.
The people involved tell me that it transforms their lives and gives them hope... is there anything more important?

**WOULD YOU SAY THAT THERE IS A GROWING OR DECLINING INTEREST IN GREEN?**

It is gaining all the time. Movements across the developed world are starting up to champion children going outside and getting dirty, urban horticulture as a movement is growing everywhere and town planners are seeing the benefits not only in terms of social space, but also as a remediation for some of the environmental challenges they face such as water management and waste management. I think we are culturally waking up to the fact that green is a cultural representation of who we are and an absence of green makes us culturally arid.

**WE ASKED PEOPLE IN OUR SURVEY WHAT PROFESSION THEY WOULD TAKE IF THEY COULD START OVER, AND GARDENER CAME IN 5th PLACE. WHY DO YOU THINK THAT IS?**

I am surprised it is so high as hobby gardening is huge, but the profession of gardening has almost been destroyed by community budget cuts and management regimes that demand amenity horticulture. It is a profession that requires great skill and provides massive pleasure to others as well as all the other things I mention above, yet the establishment sees little value in the profession and most of the champions for the profession are inarticulate and uncharismatic. The wages are scandalously low and all this needs to change if the profession is actually going to attract new entrants rather than receive answers that we would all love to be one, but actually hardly any one does it! Many people say they would like to climb Everest or play the piano. In truth they all lie to themselves. If that is actually what they wanted they would do it. There are no excuses.

**WHAT WOULD BE THE BEST SOLUTION TO INCREASE THE TIME PEOPLE SPEND IN GREEN SPACES AND/OR NATURE?**

1. Hide treasure in green spaces.
2. Blow up the TV broadcast facilities.
3. Make a law that lovers must walk in the park.
4. Rip up the roads.
5. Tell people they will die younger if they don’t spend lots of time outside.
6. Tell people that only very uncool people spend their time inside and besides buildings give you cancer and make you commit suicide.
7. Great poets, lovers and thinkers all spend a lot of time in the natural world, but if you don’t then you are none of these things.
When someone in their 40s gives up a well-paid job as a stockbroker and decides instead to pursue a long-held dream, then starts again as a landscape architect, they may in the past have been considered slightly eccentric. Now that choice is seen as a considerable step up in terms of status. Or when you envy the one house in the street with apple trees in the garden, that is status.

Green Status is about valuing the amount and quality of ‘Green’ that people are lucky enough to have in their lives, and in our increasingly urbanised world, that status is on the rise.
21% Landscape architect/designer
17% Doctor
16% Lawyer
14% Gardener

Desired profession if people could start over.
Perhaps the most unexpected and remarkable results in the survey we conducted for this year’s Green Space Report were when we asked people about the status of ‘green’ professions relative to a range of other jobs. One could speculate as to whether growing acceptance of environmentalism not merely as a cause or an issue, but as a mainstream conviction, has resulted in a greater respect for people who actually work in Green Spaces. And perhaps also one of the side effects of the global recession in recent years has been an increased yearning for a simpler existence, closer to nature, than the professions that have traditionally been more financially rewarding.

But the fact is, when people are asked which professions yield the most status and what they would do if they could start over, it is unlikely that the prominence they give to ‘green’ jobs would have been as great at any previous moment in recent history.

It would never come as any great surprise that in terms of status, doctors, engineers, pilots and lawyers would be expected to be at the top of the list. Each one is a highly trained profession with direct responsibility for the lives of others.

But then our respondents placed a career as a landscape architect/designer in 5th

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**If you could start over, which of the following professions would you consider choosing?**

1. Landscape architect/designer 21%
2. Medical doctor 17%
3. Lawyer 16%
4. Engineer 14%
5. Gardener 14%
6. Teacher 13%
7. Business person 12%
8. Chef 11%
9. Journalist 11%
10. Park ranger 10%
11. Pilot 10%
12. Police 8%
13. Accountant 8%
14. Park maintenance 7%
15. Stock broker 6%
16. Firefighter 4%
17. Lumberjack 2%
place, ahead of business people, stockbrokers, accountants, the police and teachers. And although gardeners rank well down the list in terms of status in relation to other professions, at 14th, that is not reflected in the careers people would choose if they could start over. 14% would like to be gardeners, equal 4th on the list with engineers. Third on the list, at 16%, is a career as a lawyer, second, at 17% is a career as a doctor. But then clearly in first place as the preferred career if people were to start over, is landscape architect/designer at 21%.

That figure deserves to be repeated. Over 1 in 5 people, given the choice, would like to be a landscape architect/designer more than whatever their present profession may be.

Which of the following professions do you consider yields status?

1. Medical doctor 58%
2. Lawyer 49%
3. Pilot 42%
4. Engineer 38%
5. Landscape architect/designer 31%
6. Firefighter 28%
7. Business person 27%
8. Police 24%
9. Chef 23%
10. Teacher 23%
11. Stock broker 22%
12. Journalist 20%
13. Park ranger 20%
14. Gardener 19%
15. Accountant 18%
16. Park maintenance 15%
17. Lumberjack 7%

Two of the top five careers people would choose if they could start over would be out in nature, getting their hands dirty, rather than in an office or a service profession.

Even if one takes into account the obvious qualification that for most people, starting over is not an option, and that people are generally inclined to accept, albeit with regret, that it’s a lot easier to have dreams than to live them, it’s surely worth noting that so many of us yearn to be closer to Green than we are now.
Taking a step back from the radical decision of changing one's career, it is instructive to look at what people would be prepared to sacrifice in order to live closer to Green. Almost half of our respondents would forego the entertainment options that are easily available in cities for the quality of life they would find in a more rural environment. Certainly, anecdotal evidence would seem to suggest that this is particularly true for parents with young children, for whom entertainment options are rather less of a priority than their children's wellbeing. And as our survey shows, the peak moment for accepting almost any of a range of sacrifices is in the 25-46 age group. After that, the older we get, the less likely it is that we would be prepared to compromise on our present existence to live closer to Green Spaces.

Similarly, one in three people would put up with the increased commute time to their work, if the home they return to every evening and weekend offers them a closer relationship with Green. Again, that would seem to be the sort of sacrifice parents are prepared to accept on behalf of their own and their children's quality of life, which is confirmed in our survey; 2 in 5 families with children would travel further to work from a home in a less urban environment.

Sacrificing career opportunities, however, is something only 16% of our respondents would be prepared to accept; which perhaps takes us back to the pragmatic decision people have to make between having dreams and living them. They could do without having a cinema around the corner and a short bus ride to a theatre, nightclub, music venue, and they could live with spending a few more hours a week getting to work, but they're a lot less inclined to climb off their career ladders for a less urban existence. Uniquely, amongst the options our survey offered, the 46-65 age group was least concerned about career opportunities.

The decision to live further away from friends and family would also be a difficult one for most people. Only 2 in 10 would live further from their friends, and barely 1 in 10 would choose to move away from their families. Younger people would be more likely to move away from their friends and families than older people, but are a lot more concerned about their careers than 46-65 year-olds; as you would expect, with most of their career ladder still to climb.

Least of all, only 9% would be content to pay higher taxes to live closer to Green.

The balance that people are weighing up is therefore, in effect, about how they define quality of life. Living closer to nature has a definitive attraction and status attached to it, and would be worth the sacrifice of fewer entertainment options, and to a lesser extent, longer commutes. But job satisfaction, career, family, friends and income all fall into the quality of life bracket as well, and people would be a lot less happy about waving goodbye to all of those for a more immediate relationship with nature.
Finally, regarding status, there is undoubted status in personal, private Green Spaces – gardens, yards, even the strip of flowerbed along the street side of a house. As we saw in the 2010 Global Garden Report, if two identical properties are for sale in the same street and the first has a bigger garden than the second, the former would be more desirable and expensive. Indeed, if both gardens are the same size, but one is just grass while the other has well-tended flower beds and a few full-grown fruit trees in it, it wouldn’t be at all surprising if buyers are prepared to pay more for the property. And that added value for a few extra square metres of garden, or some apple trees and flowers, is Green Status in action.

In the previous chapter we touched on different cultural habits and attitudes to gardens and gardening, in relation to declining Green Capital. But equally, different cultures see status in different things, in relation to private Green Spaces. Russians, for instance, like to grow vegetables in their gardens more than any other nationality in our survey, and are impressed by fishponds. Waterfalls are a sought-after garden feature in France. Whether by coincidence or a residual cultural influence, wherever the British Empire used to be – Canada, America, Australia – people prefer their gardens to be well-kept and neat, with well-trimmed lawns and good flowerbeds. Germans like herb gardens.

Younger people tend to be more impressed by gardens with interesting features than older people, who admire skill more.

When asked their preferences in types of gardens – wild, well trimmed, natural or romantic – a substantial majority, particularly in Europe, prefer natural gardens. In America, Canada and China well-trimmed gardens are more sought after than elsewhere.

“Basically, people are most impressed by people who have put time and effort and imagination into their gardens.”

whereas Australians see their dream gardens as romantic.

Green Status therefore presents us with a complex picture, with different cultures, age groups and demographics defining status in different ways. But common threads run through all the statistics, and through attitudes behind them. Green status is a reality, it comes from understanding that we need more, not less nature in our lives, and although it’s hard to put a price on it, it’s not hard to see how much people value it.
WHAT WAS THE INSPIRATION FOR STARTING BROOKLYN GRANGE FARM?
Well the inspiration was a combination of many things, working in tandem. At the core of it is that we all have a serious love of farming and fresh vegetables, and all the things that come with that. And then in tandem with that, we were noticing all these empty, flat, huge, open roof tops, that are abundant across New York City and the boroughs, and constitute really valuable space, especially as the city starts to get filled up, and it becomes really difficult to find and to preserve green space. So it was an idea that maybe new spaces could be invented on top of these buildings. And it’s also important to set examples and to create positive momentum for both small farmers, organic farmers. So, we’ll go in tandem with all those things together.

WHAT DO YOU THINK ARE THE GREATEST BENEFITS FOR PEOPLE WORKING IN GARDENS?
Well, it’s extremely therapeutic, and it really can’t be replicated. That feeling of having your hands in the soil, of taking care of the plants, of treating them, of trimming them and then harvesting them. Tasting the wonderful plants that you grow. And also, particularly in our situation, it’s sort of a unique oasis of greenery and healthy food production in the middle of New York City. It’s kind of an oasis and also even more of a unique opportunity for people because lot’s of folks don’t have a lot of green space available to them, or proper soil or proper water available and things like that for growing vegetables. So people come up to us and it’s almost become a bit of an education hub too.

“And so I think maybe that there’s an imbalance that needs to swing back so that people get a little bit more involved with nature.”

WHAT ARE THE GOALS FOR BROOKLYN GRANGE FARM?
Our goals are to continue what we’re doing, to continue to grow more and better fresh healthy vegetables for the community, to continue to expand to more roofs, to green more of New York City, and to continue to tweak our model that can be replicated and used for an example and an inspiration across the whole world.

Where people come up, they meet each other, they relax, they hang out, they get some work done, they enjoy the fresh air and the sun, and they also have live plants around them.

DO YOU THINK IT IS IMPORTANT FOR PEOPLE TO SPEND TIME IN GREEN SPACES?
Definitely. Throughout the course of history it’s been part of essentially every person’s life until just the last generation or two, since the migration to dense urban cities.
INTERVIEW: ben flanner
BROOKLYN GRANGE FARM

So it’s something that has been historically part of our lives, and you can tell that lacking it has created a sort of a void or perhaps a void of opportunity for people that don’t grow up around plants. So it’s definitely important.

DO YOU THINK PEOPLE ARE SPENDING ENOUGH TIME IN GREEN SPACES?
Some yes, but I think many no.

WHY NOT, IN YOUR OPINION?
I think with the density of populations in cities such as New York City it just becomes nearly impossible. People get caught up in their work, their lives and their careers. So it’s not easy for people to take a step back and enjoy it. We’re hoping to create a sort of a stepping-stone for people to do that.

IN OUR GLOBAL SURVEY WE ASKED PEOPLE ABOUT WHAT PROFESSION THEY WOULD TAKE IF THEY COULD START OVER, AND GARDENER CAME IN FIFTH PLACE AFTER ENGINEER, LAWYER AND MEDICAL DOCTOR. WHY DO YOU THINK THAT IS?
I studied engineering so I kind of have two of the five. Why do I think gardener came in the top five? I think it’s down to the same things we were just saying; that people realise that being around plants is very therapeutic, it’s good for their bodies, it’s good for their souls and it also encourages them to eat better. And, and when people aren’t living in that type of way, they’re going to realise that a lot of life has passed them by and they haven’t really enjoyed the touch and smells of nature and so forth. And so I think maybe that there’s an imbalance that needs to swing back so that people get a little bit more involved with nature.

HOW DO YOU SEE THE FUTURE FOR GREEN SPACES?
Green spaces are particularly important for urban centres like New York City for many different reasons. For air quality, for social and lifestyle quality, etc. And green spaces will continue to adapt to the changing urban population. Right now, it makes sense to incorporate food-production into many of them. But they’re also very important because they absorb water from rain runoff. Storm water capture is an important component. Social interaction is also key, as well as plant canopies to reduce the urban heat island effect. All these factors will act in tandem, to make green spaces as beneficial as possible for the entire urban ecosystem.

WHAT SHOULD BE DONE TO GET PEOPLE MORE INTERESTED IN GARDENING?
I see lots of positive momentum in terms of interest in gardening, specifically vegetable and fruit gardening, I think tasting delicious harvests is really important. If you harvest a sugar snap pea, and eat it immediately, you taste the flavour and notice a difference due its freshness. The food is also healthier when it’s so recently harvested. People taste the myriad of different flavours available in the plant world, and start to get more excited about eating more of it. In addition, they experiment with cooking in different ways with healthy food, and this continues the momentum, even for foods that they don’t have the capacity to grow themselves. Diet and nutrition decisions made in urban, suburban, and rural areas of this country have billions of dollars of ramifications to the future of the efficiency of our healthcare system.
**INTERVIEW:**

**Peter Menke**

**STIFTUNG DIE GRÜNE STADT**

**WHY IS THERE A NEED FOR ORGANISATIONS LIKE DIE GRÜNE STADT?**

Before we started in 2003 we realized a lack of strategic networking for green cities. The green sector – landscapers, nurseries, landscape architects - longed for a neutral voice to support the green structures in the cities. And the cities had to cope with growing economic problems: budgets for green were decreasing, in some cities public green management was even closed! We saw that need for a new way to discuss and to interest and encourage citizens in green issues. Until now this is our main task: Informing people, pinpointing alternative ways to support their city and/or to play an active role for more and better public greens.

**WHAT YOU FEEL IS THE MOST IMPORTANT ASPECT OF YOUR WORK?**

It is not just one single aspect; green is multifunctional and a necessity in cities. Just to give you some headlines: green & health, green & social aspects, green & climate-change, green and economics. If you ask someone about his idea of the urban quality of life in the future, you can be sure that you will get an answer with a green dimension. And I am not talking about other so-called green-issues as saving energy, alternative transportation systems etc., but about the genuine green aspects of living plants. The green city is of high interest today – not only in Germany but also in all European countries and in cities everywhere in the world. More and more people live in cities. Therefore we need new concepts for a really sustainable, healthy and good life in urban communities. The importance of living plants and green spaces in cities is increasing.

**HOW CAN SOCIETIES, GOVERNMENTS AND ORGANISATIONS LIKE YOUR OWN BEST WORK FOR PEOPLE HAVING MORE GREEN IN THEIR LIVES?**

We have learnt from the past ten years after establishing “DIE GRÜNE STADT” in Germany, that it is most important to inform people about the benefits they get from living plants. People do not know much about these welfare aspects! However, if you can make them open minded towards a vital green environment, they become careful and attentive regarding the situation of plants and trees in their surrounding... they get involved and they involve others! The question is who is responsible for a green city? In the past the answer was easy: public authority. Today well-informed citizens have to claim their right for a good green infrastructure.

“"The question is who is responsible for a green city?""

**WHAT IS YOUR VIEW ON HOW GREEN CREATES VALUE FOR SOCIETY?**

Well, first of all, the societal value of green is more than the total amount of all individual benefits. On the contrary, the bigger the individual benefits, the better for the social quality. However, we know now with Münich that the green spaces in cities are not equally distributed. This is a political question and a great task for the future. Above all, in disadvantaged areas where private gardens are scarcely to be found, good public green spaces are essential - to meet, to relax, even...
to barbecue, to exercise and to play. The better these areas, the less vandalism, crime and drug abuse...

HALF OF THE RESPONDENTS IN OUR SURVEY SAY THAT THEY WOULD LIKE TO SEE CHILDREN HAVE SCHEDULED VISITS TO GREEN SPACES. WHAT DO YOU MAKE OF THIS?
I think this is one good chance to let children get in contact with free green space and nature. It is hard to believe that children nowadays on the one hand are able to recognise 20 brands easily just by the claims, but on the other hand they cannot even identify five trees! Of course, it is in the first place the responsibility and the task of parents to get their kids in contact with nature… but if this would be supported by nursery schools, sport-clubs etc. – a good idea. Physical education goes along with nature experience, the earlier the better.

DO YOU FEEL THAT THE DEBATE REGARDING GREEN HAS CHANGED IN THE PAST YEARS?
Yes, the debate has changed! It is no longer only a debate amongst professionals. People are getting more aware and they want to be active themselves to promote the idea. If you look at initiatives like the Prinzessinnengarten in Berlin or “Die essbare Stadt” (the Edible City) in Andernach, or the Wanderbaumallee in Münich and in many other cities you will see that there is a new approach - an innovative kind of citizen movement towards public green. Waste lands, developed lands, roof-tops, … especially the younger generation develops a lot of fantasy and expertise to grow their own vegetables and flowers. The financial insecurity of the world leads literally back to the roots. Nevertheless these gardening activities of individuals or groups can not substitute a good accessible green infrastructure close to living habitats in the responsibility of the municipality!

HOW DO YOU SEE THE FUTURE FOR PEOPLE’S RELATIONSHIP WITH GREEN?
The future will be green. Green will conquer new dimensions, on roofs and walls, inside and outside.

“IT IS HARD TO BELIEVE THAT CHILDREN NOWADAYS ON THE ONE HAND ARE ABLE TO RECOGNISE 20 BRANDS EASILY JUST BY THE CLAIMS, BUT ON THE OTHER HAND THEY CANNOT EVEN IDENTIFY FIVE TREES!”

People will get more conscious of health and nature aspects. Clean air, peace, privacy, water, grass, seasons and physical education outside will make the game.

Yes, I am very optimistic.
Reconnecting with Green
When we look for defining themes in this year’s Global Green Space Report, we see both positive and negative aspects recurring throughout and converging to a single, simple statement: Green Spaces are good for us, we would benefit from visiting them more often than we do, and so would our children. But the unavoidable fact is, the time we spend in Green Spaces is in fact steadily declining and so is our knowledge of them. So the question is, how do we reverse that decline?

In our Report we have spoken to several people who have translated aspiration to action, imagination to reality with innovative and exciting Green Space projects – Ben Flanner of Brooklyn Grange Farm, Peter Menke of ‘Die Grüne Stadt’, Tim Smith of The Eden Project, Dawn Coe and her experiments with more organic, natural playparks for children. Their vision of a better, Greener future is one we can all share, and this Report is proud to endorse.

In short, our survey this year identifies areas of concern in our relationship with Green Spaces today, but seeks to address those concerns with the help of people who are already working to alleviate them.
INSIGHT 1: THE GREEN DISCONNECT

An overwhelming majority of people consider access to Green Spaces to be a human right. Two thirds think that visiting Green Spaces contributes a lot to a person’s overall quality of life, and that it contributes a lot to happiness and wellbeing. Most of our respondents also believe that gardens, parks and forests are an effective remedy for stress and anxiety. In addition, one in three in our survey are positive about the beneficial effects that Green Spaces have on social segregation.

On the other hand, we have seen that almost four in ten people visit parks only once a quarter or less often, and that number increases to over half in relation to forests. We have seen that a substantial minority of the people we surveyed are unsatisfied with the amount of time they spend in parks, even more so when the same question is asked about forests. Around six in ten think that their children spend less time in forests, parks or in the garden or yard than the respondents did when they were kids.

As we have seen, there is a strong feeling that children do not spend enough time in Green Spaces. The modern world provides kids with a myriad of technological distractions which, when coupled with the pressure of work on parents, combine to make it all too easy for children to spend too little time outside. We have also seen that a strong majority of parents would like their children to spend more time in Green Spaces. Half of all the parents in our survey would like their children to have scheduled time in Green Spaces during school hours.

So, there’s a strong sense in the surveys we conducted that there is a widening gap between what people want regarding Green Spaces, and how they behave.
INSIGHT 2: GREEN TIME IS SELF-MULTIPLYING

Whether we look at our surveys, or at a growing body of research, the evidence suggests strongly that Green Time – the time people spend in Green Spaces – is self-multiplying. The more contact people have with Green Spaces, the more they seek.

We can see that people who have gardens are more likely to visit other Green Spaces, and take their children to them, than people who do not have gardens, and that people who visit Green Spaces regularly tend to do so more and more often. Children who have spent a lot of time outside tend to grow into adults who value Green Spaces, and visit them often.

However, the spiral could also be said to work in the opposite direction. Gradual decline from visiting Green Spaces may well spiral into complete alienation from them. The danger of all of this is that we begin to suffer what the author Robert Michael Pyle described as ‘the extinction of experience’; a growing alienation from the natural world as humanity becomes predominantly urban, technological and sedentary.

INSIGHT 3: PEOPLE WANT TO GET THEIR HANDS INTO THE SOIL

One of the most important challenges we have identified in this year’s Green Space Report is therefore to find new and imaginative ways to enthuse the young and involve them in Green Spaces.

We know that the young of today have green aspirations. To the question concerning what profession they would choose if they could start over, almost three in ten of the 18-25 age group chose landscape architect/designer, by some margin their first choice, and gardener was their third choice. When asked what should be done to increase time spent in Green Spaces they gave the highest positive responses of any age group to three different assertions: that private people should be able to contribute more to Green Spaces, that employers should facilitate time in Green Spaces during working hours and that Green Spaces should be better maintained.

As we have seen, however, there is a knowledge gap, where Green Spaces are concerned, and it is particularly marked in the youngest age group in our survey, the 18-25 year-olds. They want to contribute, they would love to get their hands dirty, they have great respect for those who work in Green Spaces, but they have little knowledge of nature and there is a very real danger of that knowledge gap increasing in future generations.

Interactivity is one of the watchwords of our time. And a clear majority in this age group would be prepared to contribute time to ensure better-maintained Green Spaces. Not just the young, but all generations we surveyed, would like to be more involved in public Green Spaces, more a part of how they are maintained and how they look.
INVOLVE
People love to participate, get involved and get their hands dirty. The Eden Project in England owes a large part of its remarkable success not just to the fact that it provides a natural experience for millions of visitors, but also to the fact that much of that experience is interactive. As Peter Menke of Die Grüne Stadt also remarks, once people get involved, they involve others. So the sense of Green Time being self-multiplying is not simply in terms of time, but also in terms of the number of people who take that time.

INTEGRATE
Furthermore, when we talk about having contact with Green Spaces, we are also talking about having more natural, organic perspectives in our everyday lives, and in a broader sense in our urban planning.

We have seen from Peter Menke that cities can be made greener, that the enthusiasm is there to do so, and that modern cities have all too many areas of unused and unloved wasteland that could be turned into Green Space. Buildings could be designed to incorporate an element of Green Space, recognising the growing acceptance that people are less prone to stress and more productive when they can see growing, natural elements.

It wouldn’t necessarily have to be as revolutionary as the ‘office in the woods’ outside Madrid, designed for the architectural practice Selgascano, although that is a vision of a future worth aspiring to. But it would be quite possible to transform empty roof spaces into rooftop gardens, or to create the sort of vertical gardens we saw in last year’s Report and bring Green Spaces closer to where the majority of people are.

In our interview with Ben Flanner we saw how the unused rooftops of New York City can be turned into places where Green flourishes, and with it all sorts of connected benefits in terms of social cohesion, community spirit, as well as healthier dietary habits and more time spent outdoors, amongst Green.

EDUCATE
But first of all, people have to be reminded of all the benefits of Green Spaces, and of all the potential dangers of letting Green Time steadily dwindle as well as show new, exciting, innovative ways of getting out there, getting their hands dirty, of reconnecting with Green.

Even in peoples’ own gardens, their engagement with green could be brought closer to them. Our survey also shows that many people who have gardens of their own often don’t really know what to do with them. They admire other gardens with beautiful flowers and fruit trees and vegetable patches, and respect the gardeners who can achieve all that, but they have little confidence or knowledge to do it themselves. And as Kevin Gaston remarked in his interview, when he goes into peoples’ gardens and shows an interest in what is there, those people become much more interested and engaged themselves. All they needed was a gentle nudge in the right direction.
So, perhaps the time is right for us all to instigate a quiet, gentle Green revolution, to ensure ourselves and generations to come a Greener, healthier future. Because what we do now, and encourage our children to do, will determine how that future develops. We need to pay more attention to the Green Spaces around us, and to our relationship with them. It won’t cost much; in fact, the benefits to health and general wellbeing, both individual and on a societal level, would very quickly far outweigh any expenditure. And it’s something that concerns us all, regardless of culture, background, politics, socio-economic status, age or gender.

It’s the best kind of revolution, with nothing to oppose but apathy and victory measured in health and happiness.
SURVEY RESULTS
The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Australia had 526 respondents.

WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?
44%  
That children have scheduled time in Green Spaces during school hours
39%  
Politicians should to a larger extent prioritize public Green Spaces
34%  
Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc

WHAT WOULD BOOST YOUR WORK PERFORMANCE

WHAT WOULD BOOST YOUR WORK PERFORMANCE

GREEN SpACES IMPACT ON QUALITY OF Life
54%  
CONTRIBUTES A LOT
28%  
CONTRIBUTES SOMEWHAT
12%  
CONTRIBUTES A LITTLE
6%  
NO CONTRIBUTION/ DON'T KNOW

SACRIFICES PEOPLE WILL MAKE TO LIVE CLOSER TO NATURE
Live further away from entertainment
Increased commute time
Live further away from friends
Sacrifice career opportunities
Live further away from my family
Pay higher taxes

ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST

GARDEN  FOREST
ALMOST NO KNOWLEDGE
BEGINNER
INTERMEDIATE
ADVANCED/ EXPERT

GREEN AS A REMEDY FOR SOCIETY
How effective do you think Green Spaces (i.e. gardens, parks and forests) are at remedying the following:

CONCENTRATION PROBLEMS
SOCIAL SEGREGATION
POLLUTION
CRIME
STRESS AND/OR ANXIETY

Sacrifices people will make to live closer to nature

Maybe work conditions that allow for a 20% or 30% reduction in commuting time and a 10% or 15% reduction in energy consumption.

Politics and people's willingness to invest in green spaces

POLITICS AND PEOPLE'S WILINESS TO INVEST IN GREEN SPACES

People's willingness to contribute to public green spaces

Willingness to contribute to Public Green Spaces

TIME
KNOW-HOW
MONEY
48%  
22%
16%

88%  
OF RESPONDENTS
CONSIDER ACCESS TO GREEN SPACES A HUMAN RIGHT

49%

89%

48%

22%

16%
WHICH OF THE FOLLOWING ASPECTS OF LIFE DO YOU THINK CONtribute TO A PERSON’S HAPPINESS AND WELLBEING?

Which of the following professions would you consider choosing if you could start over?

How often do you take your children to visit Green Spaces?

How many minutes does it take you to get to the closest accessible Green Space of the following types?

Which of the following professions do you consider yield status?

Which of the following regarding someone’s garden/yard impresses you?

How much time should children spend in Green Spaces compared to five years ago?

If you could start over, which of the following professions would you consider choosing?

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?
Canada

SURVEY RESULTS

The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Canada had 500 respondents.

WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?

- 42% That children have scheduled time in Green Spaces during school hours
- 34% Politicians should to a larger extent prioritize public Green Spaces
- 29% Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.

WHAT WOULD BOOST YOUR WORK PERFORMANCE %

- Getting some fresh air 77(75)
- Relaxing 55(53)
- A cup of coffee 27(36)
- Taking a stroll 52(56)
- A nearby park 39(46)
- A pet at work 18(18)
- Don’t know 5(4)

ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST

- GARDEN
  - ALMOST NO KNOWLEDGE: 8%(12)
  - BEGINNER: 24%(26)
  - INTERMEDIATE: 43%(39)
  - ADVANCED/ EXPERT: 25%(24)

- FOREST
  - ALMOST NO KNOWLEDGE: 22%(17)
  - BEGINNER: 50%(35)
  - INTERMEDIATE: 20%(35)
  - ADVANCED/ EXPERT: 8%(14)

GREEN AS A REMEDY FOR SOCIETY %

- CONCENTRATION PROBLEMS: 31(28)
- SOCIAL SEGREGATION: 31(28)
- POLLUTION: 43(43)
- CRIME: 30(25)
- STRESS AND/OR ANXIETY: 34(36)

HOW EFFECTIVE DO YOU THINK Green Spaces (i.e. gardens, parks and forests) are at remedying the following:

- Very effective
- Effective
- Somewhat effective
- Not so effective
- Not effective at all
- Don’t know

Sacrifices people will make to live closer to nature %

- Live further away from entertainment: 29(49)
- Increased commute time: 22(33)
- Live further away from friends: 18(21)
- Sacrifice career opportunities: 11(16)
- Live further away from my family: 13(13)
- Pay higher taxes: 9(6)

WILLINGNESS TO CONTRIBUTE TO PUBLIC GREEN SPACES

- 45% TIME
- 22% KNOW-HOW
- 19% MONEY

GREEN SPACES IMPACT ON QUALITY OF LIFE

56% CONTRIBUTES A LOT

29% CONTRIBUTES SOMEWHAT

10% CONTRIBUTES A LITTLE

5% NO CONTRIBUTION/ DON’T KNOW

POLITICIANS SHOULD TO A LARGER EXTENT PRIORITIZE PUBLIC GREEN SPACES

- 29%

MAKE IT POSSIBLE FOR PRIVATE PERSONS TO CONTRIBUTE TO THE GREEN SPACES I.E. MAINTENANCE, SET PLANTS ETC

- 29%

THAT CHILDREN HAVE SCHEDULED TIME IN GREEN SPACES DURING SCHOOL HOURS

- 42%

THE GLOBAL SURVEY WAS CONDUCTED BY MARKET RESEARCH CONSULTANCY UNITED MINDS DURING NOVEMBER 2012 AND DISTRIBUTED TO 9 MARKETS TO A GENERAL PUBLIC OVER 18 AND INVOLVED THE PARTICIPATION OF 4676 RESPONDENTS (AROUND 500 RESPONDENTS PER MARKET).
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>82</td>
</tr>
<tr>
<td>Nature</td>
<td>51</td>
</tr>
<tr>
<td>Plants and green</td>
<td>33</td>
</tr>
<tr>
<td>Sex</td>
<td>32</td>
</tr>
<tr>
<td>Money</td>
<td>32</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow flowers</td>
<td>64</td>
</tr>
<tr>
<td>A well-trimmed lawn</td>
<td>57</td>
</tr>
<tr>
<td>Fruit trees</td>
<td>52</td>
</tr>
<tr>
<td>Waterfall</td>
<td>49</td>
</tr>
<tr>
<td>A fountain</td>
<td>42</td>
</tr>
</tbody>
</table>

Which of the following regarding someone's garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical doctor</td>
<td>62</td>
</tr>
<tr>
<td>Lawyer</td>
<td>50</td>
</tr>
<tr>
<td>Engineer</td>
<td>46</td>
</tr>
<tr>
<td>Pilot</td>
<td>43</td>
</tr>
<tr>
<td>Firefighter</td>
<td>39</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yield status?

IMPRESSIONS OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td>25(22)</td>
</tr>
<tr>
<td>Forests</td>
<td>37(36)</td>
</tr>
</tbody>
</table>

How much time would you like your children to spend in Green Spaces?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more time</td>
<td>25%</td>
</tr>
<tr>
<td>More time</td>
<td>37%</td>
</tr>
<tr>
<td>The same amount of time</td>
<td>27%</td>
</tr>
<tr>
<td>Less time</td>
<td>16%</td>
</tr>
<tr>
<td>Much less time</td>
<td>10%</td>
</tr>
<tr>
<td>Don’t know</td>
<td>10%</td>
</tr>
</tbody>
</table>

How often do you take your children to visit Green Spaces?

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td>10(14)</td>
</tr>
<tr>
<td>Forests</td>
<td>20(23)</td>
</tr>
</tbody>
</table>

AVERAGE TIME TO GREEN SPACES

- Parks: 10 minutes in Canada, 15 minutes globally.
- Forests: 25 minutes in Canada, 23 minutes globally.

How many minutes does it take you to get to the closest accessible Green Space of the following types?

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

- Compared with today, how much time would you like your children to spend in Green Spaces?

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
</table>
| Much more time       | 25%
| More time            | 37% |
| The same amount of time | 27%
| Less time            | 16% |
| Much less time       | 10% |
| Don’t know           | 10% |

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much less time</td>
<td>39%</td>
</tr>
<tr>
<td>A little less time</td>
<td>39%</td>
</tr>
</tbody>
</table>
| The same amount of time | 39%
| A little more time   | 37% |
| Much more time       | 37% |

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?
SURVEY RESULTS
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WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?

53% That children have scheduled time in Green Spaces during school hours
70% Politicians should to a larger extent prioritize public Green Spaces
62% Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.

WHAT WOULD BOOST YOUR WORK PERFORMANCE

Getting some fresh air 84 (75)
Taking a stroll 62 (56)
Relaxing 78 (53)
A cup of coffee 34 (36)

HOW OFTEN DO PEOPLE VISIT PARKS/FORESTS?

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Global %</th>
<th>China %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a week</td>
<td>26(15)</td>
<td>29(20)</td>
</tr>
<tr>
<td>Once a week</td>
<td>14(12)</td>
<td>10(13)</td>
</tr>
<tr>
<td>Once a month</td>
<td>20(25)</td>
<td>19(25)</td>
</tr>
<tr>
<td>Once during the last quarter or less</td>
<td>19(31)</td>
<td>17(14)</td>
</tr>
<tr>
<td>Never</td>
<td>46(40)</td>
<td>43(34)</td>
</tr>
</tbody>
</table>

ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST

<table>
<thead>
<tr>
<th>Knowledge Level</th>
<th>Garden %</th>
<th>Forest %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost no knowledge</td>
<td>29% (12)</td>
<td>24% (17)</td>
</tr>
<tr>
<td>Beginner</td>
<td>34% (26)</td>
<td>36% (35)</td>
</tr>
<tr>
<td>Intermediate</td>
<td>22% (29)</td>
<td>26% (35)</td>
</tr>
<tr>
<td>Advanced/Expert</td>
<td>16% (24)</td>
<td>14% (14)</td>
</tr>
</tbody>
</table>

WILLINGNESS TO CONTRIBUTE TO PUBLIC GREEN SPACES

<table>
<thead>
<tr>
<th>Resource</th>
<th>Time %</th>
<th>Know-How %</th>
<th>Money %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td>73(65)</td>
<td>62(32)</td>
<td>54(22)</td>
</tr>
<tr>
<td>Forests</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

GREEN AS A REMEDY FOR SOCIETY

<table>
<thead>
<tr>
<th>Problem</th>
<th>Global %</th>
<th>China %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Concentration problems</td>
<td>69(30)</td>
<td>68(31)</td>
</tr>
<tr>
<td>Social segregation</td>
<td>50(20)</td>
<td>46(20)</td>
</tr>
<tr>
<td>Pollution</td>
<td>33(15)</td>
<td>33(15)</td>
</tr>
<tr>
<td>Crime</td>
<td>26(11)</td>
<td>27(11)</td>
</tr>
<tr>
<td>Stress/Or Anxiety</td>
<td>52(23)</td>
<td>52(23)</td>
</tr>
</tbody>
</table>

SACRIFICES PEOPLE WILL MAKE TO LIVE CLOSER TO NATURE

<table>
<thead>
<tr>
<th>Sacrifice</th>
<th>Global %</th>
<th>China %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live further away from entertainment</td>
<td>30(12)</td>
<td>30(12)</td>
</tr>
<tr>
<td>Increased commute time</td>
<td>27(12)</td>
<td>28(12)</td>
</tr>
<tr>
<td>Live further away from friends</td>
<td>17(8)</td>
<td>19(9)</td>
</tr>
<tr>
<td>Sacrifice career opportunities</td>
<td>16(7)</td>
<td>11(5)</td>
</tr>
<tr>
<td>Live further away from my family</td>
<td>13(6)</td>
<td>18(9)</td>
</tr>
<tr>
<td>Pay higher taxes</td>
<td>25(11)</td>
<td>9(5)</td>
</tr>
</tbody>
</table>

POLITICIANS SHOULD

42% make it possible for private persons to contribute to Green Spaces i.e. maintenance, set plants etc.
53% children have scheduled time in Green Spaces during school hours
62% politicians should to a larger extent prioritize public Green Spaces
66% that children have scheduled time in Green Spaces during school hours
70% politicians should to a larger extent prioritize public Green Spaces
62% make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.
52% children have scheduled time in Green Spaces during school hours
62% politicians should to a larger extent prioritize public Green Spaces
62% make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.
52% children have scheduled time in Green Spaces during school hours
62% politicians should to a larger extent prioritize public Green Spaces
62% make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.
WHAT MAKES US HAPPY – TOP 5

1. Family
2. Nature
3. Plants and green
4. Sex
5. Work

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

PROFESSIONS THAT YIELD STATUS – TOP 5

1. Landscape architect
2. Gardener
3. Engineer
4. Park Maintenance
5. Teacher

Which of the following professions do you consider yield status?

IMPRESSIVE GARDENS – TOP 5

1. Cultivate plants
2. Grow flowers
3. A well-trimmed lawn
4. A good looking fence
5. Exotic flowers/trees

Which of the following regarding someone’s garden/yard impresses you?

TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

- 17% ARE NOT SATISFIED WITH THE AMOUNT OF TIME IN PARKS
- 33% ARE NOT SATISFIED WITH THE AMOUNT OF TIME IN FORESTS

AVERAGE TIME TO GREEN SPACES

How many minutes does it take you to get to the closest accessible Green Space of the following types?

<table>
<thead>
<tr>
<th>Green Space</th>
<th>China</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park</td>
<td>22 min</td>
<td>15 min</td>
</tr>
<tr>
<td>Forest</td>
<td>56 min</td>
<td>23 min</td>
</tr>
</tbody>
</table>

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

Compared with today, how much time would you like your children to spend in Green Spaces?

- GARDENS
- PARKS
- FORESTS

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

- GARDENS
- PARKS
- FORESTS

HOW OFTEN PARENTS TAKE THEIR CHILDREN TO GREEN SPACES

How often do you take your children to visit Green Spaces?

- PARKS
- FORESTS

AVERAGE TIME TO GREEN SPACES

How many minutes does it take you to get to the closest accessible Green Space of the following types?

<table>
<thead>
<tr>
<th>Green Space</th>
<th>China</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park</td>
<td>22 min</td>
<td>15 min</td>
</tr>
<tr>
<td>Forest</td>
<td>56 min</td>
<td>23 min</td>
</tr>
</tbody>
</table>

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

Compared with today, how much time would you like your children to spend in Green Spaces?

- GARDENS
- PARKS
- FORESTS

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

- GARDENS
- PARKS
- FORESTS

HOW OFTEN PARENTS TAKE THEIR CHILDREN TO GREEN SPACES

How often do you take your children to visit Green Spaces?

- PARKS
- FORESTS
**French Text**

**Survey Results**

The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. France had 531 respondents.

**What Should Be Done to Increase the Amount of Time People Spend in Green Spaces?**

- **38%** That children have scheduled time in Green Spaces during school hours
- **40%** Politicians should to a larger extent prioritize public Green Spaces
- **36%** Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.

**What Would Boost Your Work Performance?**

<table>
<thead>
<tr>
<th>%</th>
<th>(X) = Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Getting some fresh air 63(75)</td>
<td>26(30)</td>
</tr>
<tr>
<td>Taking a stroll 44(56)</td>
<td>30(35)</td>
</tr>
<tr>
<td>Relaxing 59(73)</td>
<td>26(30)</td>
</tr>
<tr>
<td>A cup of coffee 35(43)</td>
<td>19(23)</td>
</tr>
<tr>
<td>A nearby park 50(62)</td>
<td>24(29)</td>
</tr>
</tbody>
</table>

**Williness to Contribute to Public Green Spaces**

- **54%** Time
- **21%** Know-How
- **13%** Money

**Estimate Your Own Knowledge of Gardening/Interacting with the Forest**

- **Garden**
  - **Almost No Knowledge**: 9% (12)
  - **Beginner**: 32% (26)
  - **Intermediate**: 39% (39)
  - **Advanced/Expert**: 20% (24)

- **Forest**
  - **Almost No Knowledge**: 24% (17)
  - **Beginner**: 38% (35)
  - **Intermediate**: 32% (35)
  - **Advanced/Expert**: 6% (14)

**Green Spaces Impact on Quality of Life**

- **59%** Contributes a lot
- **28%** Contributes somewhat
- **12%** Contributes a little
- **1%** No contribution/don’t know

**Sacrifices People Will Make to Live Closer to Nature**

- Live further away from entertainment: 41%
- Increased commute time: 34%
- Live further away from friends: 21%
- Sacrifice career opportunities: 16%
- Live further away from my family: 15%
- Pay higher taxes: 13%
- Live further away from the city: 9%

**Green as a Remedy for Society**

- **93%** of Respondents consider access to Green spaces a human right

- How effective do you think Green Spaces (i.e. gardens, parks and forests) are at remedying the following:
  - **Concentration Problems**: 70%
  - **Social Segregation**: 60%
  - **Pollution**: 50%
  - **Crime**: 40%
  - **Stress and/or Anxiety**: 30%
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>81 (84)</td>
</tr>
<tr>
<td>Nature</td>
<td>61 (61)</td>
</tr>
<tr>
<td>Plants and green</td>
<td>38 (44)</td>
</tr>
<tr>
<td>Work</td>
<td>37 (30)</td>
</tr>
<tr>
<td>Money</td>
<td>34 (33)</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Feature</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Waterfall</td>
<td>52 (42)</td>
</tr>
<tr>
<td>2 Fruit trees</td>
<td>46 (52)</td>
</tr>
<tr>
<td>3 A well-trimmed lawn</td>
<td>45 (46)</td>
</tr>
<tr>
<td>4 Exotic flowers/trees</td>
<td>44 (40)</td>
</tr>
<tr>
<td>5 A fountain</td>
<td>41 (39)</td>
</tr>
</tbody>
</table>

Which of the following regarding someone’s garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Landscape architect</td>
<td>22 (21)</td>
</tr>
<tr>
<td>2 Lawyer</td>
<td>16 (16)</td>
</tr>
<tr>
<td>3 Engineer</td>
<td>16 (14)</td>
</tr>
<tr>
<td>4 Medical doctor</td>
<td>14 (17)</td>
</tr>
<tr>
<td>5 Chef</td>
<td>14 (11)</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yield status?

TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

How much time would you like your children to spend in Green Spaces?

AVERAGE TIME TO GREEN SPACES

How many minutes does it take you to get to the closest accessible Green Space of the following types?

<table>
<thead>
<tr>
<th>Type</th>
<th>How often do you take your children to visit Green Spaces?</th>
<th>%</th>
<th>How much time should children spend in Green Spaces</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td>Don’t know</td>
<td>5(5)</td>
<td>13 min</td>
<td>FRANCE</td>
</tr>
<tr>
<td></td>
<td>Several times a week</td>
<td>7(15)</td>
<td>15 min</td>
<td>GLOBAL</td>
</tr>
<tr>
<td></td>
<td>Once a week</td>
<td>16(23)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Once a month</td>
<td>25(23)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Once during the last quarter or more seldom</td>
<td>31(26)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Never</td>
<td>16(9)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Forest</td>
<td>Don’t know</td>
<td>5(5)</td>
<td>21 min</td>
<td>FRANCE</td>
</tr>
<tr>
<td></td>
<td>Several times a week</td>
<td>7(15)</td>
<td>23 min</td>
<td>GLOBAL</td>
</tr>
<tr>
<td></td>
<td>Once a week</td>
<td>16(23)</td>
<td></td>
<td></td>
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<tr>
<td></td>
<td>Once a month</td>
<td>25(23)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Once during the last quarter or more seldom</td>
<td>31(26)</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Never</td>
<td>16(9)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

How often parents take their children to Green Spaces?

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

<table>
<thead>
<tr>
<th>Park</th>
<th>%</th>
<th>Forest</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more time</td>
<td>25%</td>
<td>28%</td>
<td></td>
</tr>
<tr>
<td>More time</td>
<td>27%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>The same amount of time</td>
<td>27%</td>
<td>36%</td>
<td></td>
</tr>
<tr>
<td>Less time</td>
<td>11%</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>Much less time</td>
<td>18%</td>
<td>13%</td>
<td></td>
</tr>
</tbody>
</table>

Don’t know

<table>
<thead>
<tr>
<th>Park</th>
<th>%</th>
<th>Forest</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more time</td>
<td>4(2)</td>
<td>35(31)</td>
<td></td>
</tr>
<tr>
<td>More time</td>
<td>6(11)</td>
<td>12(15)</td>
<td></td>
</tr>
<tr>
<td>The same amount of time</td>
<td>7(9)</td>
<td>17(16)</td>
<td></td>
</tr>
<tr>
<td>Less time</td>
<td>4(3)</td>
<td>3(2)</td>
<td></td>
</tr>
<tr>
<td>Much less time</td>
<td>1(1)</td>
<td>11(10)</td>
<td></td>
</tr>
</tbody>
</table>

Are not satisfied with the amount of time in Parks

Are not satisfied with the amount of time in Forests
The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Germany had 530 respondents.

**SURVEY RESULTS**

**WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?**

- 54% That children have scheduled time in Green Spaces during school hours
- 35% Politicians should to a larger extent prioritize public Green Spaces
- 32% Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.

**WHAT WOULD BOOST YOUR WORK PERFORMANCE?**

- 9% Getting some fresh air
- 29% Taking a stroll
- 38% Relaxing
- 25% A cup of coffee

**ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST**

<table>
<thead>
<tr>
<th>Garden</th>
<th>Forest</th>
</tr>
</thead>
<tbody>
<tr>
<td>Almost no knowledge</td>
<td>9% (17)</td>
</tr>
<tr>
<td>Beginner</td>
<td>29% (33)</td>
</tr>
<tr>
<td>Intermediate</td>
<td>38% (35)</td>
</tr>
<tr>
<td>Advanced/Expert</td>
<td>24% (24)</td>
</tr>
</tbody>
</table>

**GREEN SPACES IMPACT ON QUALITY OF LIFE**

- 72% CONtributes a lot
- 21% CONtributes somewhat
- 5% CONtributes a little
- 2% NO CONTRIBUTION/DO NOT KNOW

**SACRIFICES PEOPLE WILL MAKE TO LIVE CLOSER TO NATURE**

- Live further away from entertainment: 49%, Global: 41%
- Increased commute time: 33%, Global: 28%
- Live further away from friends: 21%, Global: 15%
- Sacrifice career opportunities: 16%, Global: 15%
- Live further away from my family: 13%, Global: 9%
- Pay higher taxes: 9%, Global: 5%

**GREEN AS A REMEDY FOR SOCIETY**

- How effective do you think Green Spaces (i.e. gardens, parks and forests) are at remedying the following:
  - Concentration problems: Very effective 42%, Effective 42%, Somewhat effective 33%, Not so effective 13%
  - Social segregation: Very effective 12%, Effective 45%, Somewhat effective 43%, Not so effective 12%
  - Pollution: Very effective 40%, Effective 39%, Somewhat effective 28%, Not so effective 13%
  - Crime: Very effective 33%, Effective 36%, Somewhat effective 25%, Not so effective 12%
  - Stress and/or anxiety: Very effective 33%, Effective 29%, Somewhat effective 29%, Not so effective 12%

**WILLINGNESS TO CONTRIBUTE TO PUBLIC GREEN SPACES**

- 49% TIME
- 19% KNOW-HOW
- 15% MONEY

**CONSIDER ACCESS TO GREEN SPACES A HUMAN RIGHT**

- 83% of respondents

**HOW OFTEN DO PEOPLE VISIT PARKS/FORESTS?**

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Several times a week</td>
<td>11% (15)</td>
<td>15% (10)</td>
</tr>
<tr>
<td>Once a week</td>
<td>19% (12)</td>
<td>18% (20)</td>
</tr>
<tr>
<td>Once a month</td>
<td>26% (25)</td>
<td>26% (22)</td>
</tr>
<tr>
<td>Once during the last quarter or less</td>
<td>9% (13)</td>
<td>8% (7)</td>
</tr>
<tr>
<td>Never</td>
<td>5% (4)</td>
<td>7% (8)</td>
</tr>
</tbody>
</table>
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>81</td>
</tr>
<tr>
<td>Nature</td>
<td>69</td>
</tr>
<tr>
<td>Plants and green</td>
<td>35</td>
</tr>
<tr>
<td>Sex</td>
<td>33</td>
</tr>
<tr>
<td>Money</td>
<td>29</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

IMPRESSIONS OF GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Impression</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit trees</td>
<td>56</td>
</tr>
<tr>
<td>Cultivating herbs</td>
<td>49</td>
</tr>
<tr>
<td>Cultivate plants</td>
<td>45</td>
</tr>
<tr>
<td>Cultivate vegetables</td>
<td>45</td>
</tr>
<tr>
<td>Grow flowers</td>
<td>41</td>
</tr>
</tbody>
</table>

Which of the following regarding someone’s garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical doctor</td>
<td>12</td>
</tr>
<tr>
<td>Engineer</td>
<td>11</td>
</tr>
<tr>
<td>Lawyer</td>
<td>10</td>
</tr>
<tr>
<td>Journalist</td>
<td>10</td>
</tr>
<tr>
<td>Chef</td>
<td>10</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yielding status?

TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

- **Parks**
  - Much more time: 19(22)
  - More time: 32(39)
  - The same amount of time: 16(19)
  - Less time: 8(10)
  - Much less time: 6(7)
  - Don’t know: 4(5)

- **Forests**
  - Much more time: 20(21)
  - More time: 25(30)
  - The same amount of time: 19(16)
  - Less time: 14(17)
  - Much less time: 8(10)
  - Don’t know: 5(6)

AVERAGE TIME TO GREEN SPACES

- **Parks**
  - Germany: 16min
  - Global: 15min

- **Forests**
  - Germany: 17min
  - Global: 23min

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardens</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Forests</td>
<td></td>
</tr>
</tbody>
</table>

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

- **Gardens**
  - Don’t know: 15(16)
  - Much less time: 17(18)
  - Less time: 20(22)
  - The same amount of time: 25(29)
  - More time: 33(37)
  - Much more time: 30(34)

- **Parks**
  - Don’t know: 5(6)
  - Much less time: 2(3)
  - Less time: 10(11)
  - The same amount of time: 25(30)
  - More time: 33(38)
  - Much more time: 30(34)

- **Forests**
  - Don’t know: 9(10)
  - Much less time: 5(6)
  - Less time: 12(13)
  - The same amount of time: 23(27)
  - More time: 35(40)
  - Much more time: 31(36)

HOW OFTEN PARENTS TAKE THEIR CHILDREN TO GREEN SPACES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Forests</td>
<td></td>
</tr>
</tbody>
</table>

24% are not satisfied with the amount of time in parks

27% are not satisfied with the amount of time in forests

People and their impression of changes in time children spend in Green Spaces

- Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?
  - **Gardens**
    - Don’t know: 3(3)
    - Much less time: 2(2)
    - A little less time: 2(2)
    - The same amount of time: 5(6)
    - A little more time: 2(2)
    - Much more time: 4(5)
  - **Parks**
    - Don’t know: 2(3)
    - Much less time: 2(3)
    - A little less time: 3(3)
    - The same amount of time: 3(3)
    - A little more time: 3(3)
    - Much more time: 5(6)
  - **Forests**
    - Don’t know: 6(7)
    - Much less time: 6(7)
    - A little less time: 15(16)
    - The same amount of time: 22(23)
    - A little more time: 23(24)
    - Much more time: 23(24)
The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Poland had 515 respondents.

**CONSIDER ACCESS TO GREEN SPACES A HUMAN RIGHT**

98% of respondents consider access to green spaces a human right.

**WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?**

- 68% (GLOBAL 50%)那 children have scheduled time in Green Spaces during school hours.
- 43% (GLOBAL 42%) Politicians should to a larger extent prioritize public Green Spaces.
- 39% (GLOBAL 35%) Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc.

**WILLINGNESS TO CONTRIBUTE TO PUBLIC GREEN SPACES**

- 70% (GLOBAL 65%) TIME
- 46% (GLOBAL 32%) KNOW-HOW
- 20% (GLOBAL 22%) MONEY

**ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST**

- Almost no knowledge: 10% (GLOBAL 12%)
- Beginner: 30% (GLOBAL 26%)
- Intermediate: 38% (GLOBAL 39%)
- Advanced/expert: 21% (GLOBAL 24%)

**WHAT WOULD BOOST YOUR WORK PERFORMANCE**

- Getting some fresh air 72% (GLOBAL 75%)
- Taking a stroll 53% (GLOBAL 56%)
- Relaxing 56% (GLOBAL 53%)
- A cup of coffee 42% (GLOBAL 36%)
- A nearby park 41% (GLOBAL 46%)
- A pet at work 11% (GLOBAL 18%)
- Don’t know 2% (GLOBAL 4%)

**GREEN SPACES IMPACT ON QUALITY OF LIFE**

- 85% (GLOBAL 65%) CONTRIBUTES A LOT
- 14% (GLOBAL 11%) CONTRIBUTES SOMEWHAT
- 1% (GLOBAL 1%) CONTRIBUTES A LITTLE
- 0% (GLOBAL 0%) NO CONTRIBUTION/ DON’T KNOW

**GREEN AS A REMEDY FOR SOCIETY**

- How effective do you think Green Spaces (i.e. gardens, parks and forests) are at remedying the following:
  - Concentration problems: 49% (GLOBAL 49%
  - Social segregation: 25% (GLOBAL 21%
  - Pollution: 13% (GLOBAL 17%
  - Crime: 9% (GLOBAL 13%
  - Stress and/or anxiety: 4% (GLOBAL 9%

**POLAND VS GLOBAL**

- Very effective
- Effective
- Somewhat effective
- Not so effective
- Not effective at all
- Don’t know
TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

<table>
<thead>
<tr>
<th>Time Spent</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Much more time</td>
<td>22(22)</td>
<td>21(21)</td>
</tr>
<tr>
<td>More time</td>
<td>23(19)</td>
<td>20(16)</td>
</tr>
<tr>
<td>The same amount of time</td>
<td>33(40)</td>
<td>26(36)</td>
</tr>
<tr>
<td>Less time</td>
<td>10(7)</td>
<td>1(3)</td>
</tr>
<tr>
<td>Much less time</td>
<td>1(2)</td>
<td>1(3)</td>
</tr>
</tbody>
</table>

WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>91 (84)</td>
</tr>
<tr>
<td>Nature</td>
<td>71 (61)</td>
</tr>
<tr>
<td>Plants and green</td>
<td>59 (44)</td>
</tr>
<tr>
<td>Work</td>
<td>51 (33)</td>
</tr>
<tr>
<td>Sex</td>
<td>36 (32)</td>
</tr>
</tbody>
</table>

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A well-trimmed lawn</td>
<td>54 (46)</td>
</tr>
<tr>
<td>Grow flowers</td>
<td>52 (52)</td>
</tr>
<tr>
<td>A fishpond</td>
<td>51 (40)</td>
</tr>
<tr>
<td>Fruit trees</td>
<td>48 (52)</td>
</tr>
<tr>
<td>Exotic flowers/trees</td>
<td>44 (40)</td>
</tr>
</tbody>
</table>

PROFESSIONS PEOPLE WOULD CHOOSE IF THEY COULD START OVER – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawyer</td>
<td>29 (16)</td>
</tr>
<tr>
<td>Medical doctor</td>
<td>26 (17)</td>
</tr>
<tr>
<td>Landscape architect</td>
<td>21 (21)</td>
</tr>
<tr>
<td>Business person</td>
<td>16 (12)</td>
</tr>
<tr>
<td>Engineer</td>
<td>14 (14)</td>
</tr>
</tbody>
</table>

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawyer</td>
<td>86 (49)</td>
</tr>
<tr>
<td>Medical doctor</td>
<td>79 (58)</td>
</tr>
<tr>
<td>Business person</td>
<td>67 (27)</td>
</tr>
<tr>
<td>Pilot</td>
<td>55 (42)</td>
</tr>
<tr>
<td>Stock broker</td>
<td>55 (22)</td>
</tr>
</tbody>
</table>

ARE NOT SATISFIED WITH THE AMOUNT OF TIME IN PARKS

26%

ARE NOT SATISFIED WITH THE AMOUNT OF TIME IN FORESTS

26%

TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

<table>
<thead>
<tr>
<th>Time Spent</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know</td>
<td>1(3)</td>
<td>0(3)</td>
</tr>
<tr>
<td>Much less time</td>
<td>1(1)</td>
<td>0(2)</td>
</tr>
<tr>
<td>Less time</td>
<td>2(2)</td>
<td>2(3)</td>
</tr>
<tr>
<td>The same amount of time</td>
<td>13(18)</td>
<td>10(18)</td>
</tr>
<tr>
<td>More time</td>
<td>27(32)</td>
<td>31(34)</td>
</tr>
<tr>
<td>Much more time</td>
<td>48(42)</td>
<td>45(39)</td>
</tr>
</tbody>
</table>

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Time Spent</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know</td>
<td>1(3)</td>
<td>0(3)</td>
</tr>
<tr>
<td>Much less time</td>
<td>1(1)</td>
<td>0(2)</td>
</tr>
<tr>
<td>Less time</td>
<td>2(2)</td>
<td>2(3)</td>
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</tr>
<tr>
<td>Much more time</td>
<td>48(42)</td>
<td>45(39)</td>
</tr>
</tbody>
</table>

HOW OFTEN PARENTS TAKE THEIR CHILDREN TO GREEN SPACES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Never</td>
<td>8(9)</td>
<td>0(16)</td>
</tr>
<tr>
<td>Once during the last quarter or more seldom</td>
<td>28(26)</td>
<td>32(36)</td>
</tr>
<tr>
<td>Once a month</td>
<td>23(23)</td>
<td>25(23)</td>
</tr>
<tr>
<td>Once a week</td>
<td>24(23)</td>
<td>21(14)</td>
</tr>
<tr>
<td>Several times a week</td>
<td>14(15)</td>
<td>10(7)</td>
</tr>
<tr>
<td>Don’t know</td>
<td>4(4)</td>
<td>4(5)</td>
</tr>
</tbody>
</table>

AVERAGE TIME TO GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>Poland</th>
<th>Global</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park</td>
<td>17 min</td>
<td>15 min</td>
</tr>
<tr>
<td>Forest</td>
<td>24 min</td>
<td>23 min</td>
</tr>
</tbody>
</table>

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Time Spent</th>
<th>Parks</th>
<th>Forests</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know</td>
<td>10(12)</td>
<td>12(16)</td>
</tr>
<tr>
<td>Much less time</td>
<td>21(28)</td>
<td>22(22)</td>
</tr>
<tr>
<td>A little less time</td>
<td>15(22)</td>
<td>12(16)</td>
</tr>
<tr>
<td>The same amount of time</td>
<td>10(14)</td>
<td>9(17)</td>
</tr>
<tr>
<td>A little more time</td>
<td>14(13)</td>
<td>13(15)</td>
</tr>
<tr>
<td>More time</td>
<td>10(10)</td>
<td>10(15)</td>
</tr>
<tr>
<td>Much more time</td>
<td>8(11)</td>
<td>6(7)</td>
</tr>
</tbody>
</table>

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

- Gardens
- Parks
- Forests

(X) = GLOBAL
SURVEY RESULTS

The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Russia had 511 respondents.

WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?

- 62%: That children have scheduled time in Green Spaces during school hours
- 44%: Politicians should to a larger extent prioritize public Green Spaces
- 49%: Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc

WILLINGNESS TO CONTRIBUTE TO PUBLIC GREEN SPACES

- 66%: TIME
- 39%: KNOW-HOW
- 21%: MONEY

ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST

- ALMOST NO KNOWLEDGE: 13% (Garden), 13% (Forest)
- BEGINNER: 18% (Garden), 15% (Forest)
- INTERMEDIATE: 35% (Garden), 45% (Forest)
- ADVANCED/EXPERT: 34% (Garden), 27% (Forest)

GREEN SPACES IMPACT ON QUALITY OF LIFE

- 71%: CONtributes A LOT
- 25%: CONtributes SOMEWHAT
- 3%: CONtributes A LITTLE
- 1%: NO CONTRIBUTION/DON’T KNOW

SACRIFICES PEOPLE WILL MAKE TO LIVE CLOSER TO NATURE

- Live further away from entertainment
- Increased commute time
- Live further away from friends
- Sacrifice career opportunities
- Live further away from my family
- Pay higher taxes

GREEN AS A REMEDY FOR SOCIETY

- How effective do you think Green Spaces (e.g. gardens, parks and forests) are at remedying the following:
  - CONCENTRATION PROBLEMS
  - SOCIAL SEGREGATION
  - POLLUTION
  - CRIME
  - STRESS AND/OR ANXIETY

- Very effective
- Effective
- Somewhat effective
- Not so effective
- Not effective at all
- Don’t know

WHAT WOULD BOOST YOUR WORK PERFORMANCE

- Getting some fresh air: 86%
- Taking a stroll: 54%
- Relaxing: 37%
- A cup of coffee: 37%
- A nearby park: 50%
- A pet at work: 21%
- More plants at work: 41%
- Don’t know: 1%

WHAT WOULD BOOST YOUR WORK PERFORMANCE (X) = GLOBAL

HOW OFTEN DO PEOPLE VISIT PARKS/FORESTS?

- Several times a week: 19%
- Once a week: 16%
- Once a month: 21%
- Once during the last quarter or less: 29%
- Never: 8%
- Don’t know: 12%

HOW OFTEN DO PEOPLE VISIT PARKS/FORESTS (X) = GLOBAL%
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>90</td>
</tr>
<tr>
<td>Nature</td>
<td>65</td>
</tr>
<tr>
<td>Work</td>
<td>46</td>
</tr>
<tr>
<td>Plants and green</td>
<td>45</td>
</tr>
<tr>
<td>Sex</td>
<td>34</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and well-being?

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>A fishpond</td>
<td>63</td>
</tr>
<tr>
<td>Fruit trees</td>
<td>60</td>
</tr>
<tr>
<td>Waterfall</td>
<td>58</td>
</tr>
<tr>
<td>Grow flowers</td>
<td>52</td>
</tr>
<tr>
<td>Exotic flowers/trees</td>
<td>52</td>
</tr>
</tbody>
</table>

Which of the following regarding someone’s garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Lawyer</td>
<td>49</td>
</tr>
<tr>
<td>Medical doctor</td>
<td>47</td>
</tr>
<tr>
<td>Lawyer</td>
<td>44</td>
</tr>
<tr>
<td>Engineer</td>
<td>38</td>
</tr>
<tr>
<td>Business person</td>
<td>34</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yielding status?

PROFESSIONS PEOPLE WOULD CHOOSE IF THEY COULD START OVER – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Landscape architect</td>
<td>33</td>
</tr>
<tr>
<td>Medical doctor</td>
<td>26</td>
</tr>
<tr>
<td>Lawyer</td>
<td>24</td>
</tr>
<tr>
<td>Engineer</td>
<td>21</td>
</tr>
<tr>
<td>Business person</td>
<td>19</td>
</tr>
</tbody>
</table>

If you could start over, which of the following professions would you consider choosing?

AVERAGE TIME TO GREEN SPACES

How many minutes does it take you to get to the closest accessible Green Space of the following types?

- Park: 19 min (Russia) 15 min (Global)
- Forest: 39 min (Russia) 23 min (Global)

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

Compared with today, how much time would you like your children to spend in Green Spaces?

- Gardens
- Parks
- Forests

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

- Gardens
- Parks
- Forests
## Sweden

### Survey Results

The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. Sweden had 518 respondents.

### What Should Be Done to Increase the Amount of Time People Spend in Green Spaces?

- 49% of respondents believe that children should have scheduled time in Green Spaces during school hours.
- 45% think that politicians should prioritize public Green Spaces to a larger extent.
- 29% believe it should make it possible for private persons to contribute to Green Spaces i.e. maintenance, set plants etc.

### Willingness to Contribute to Public Green Spaces

- 34% are willing to contribute their time.
- 26% are willing to contribute their know-how.
- 15% are willing to contribute their money.

### Green Spaces Impact on Quality of Life

**64% Contributes a Lot**

- 26% contributes somewhat to public green spaces.
- 9% contributes a little.
- 1% makes no contribution or don’t know.

### Estimate Your Own Knowledge of Gardening/Interacting with the Forest

- 9% have almost no knowledge.
- 29% are beginners.
- 44% are intermediates.
- 18% are advanced/expert.

### What Boosts Your Work Performance

- 49% suggest getting some fresh air.
- 45% suggest relaxing.
- 26% indicate taking a stroll.
- 9% mention a cup of coffee.

### How Often Do People Visit Parks/Forests?

- 89% visit parks/forests once a week.
- 84% visit forests once a week.
- 7% visit parks several times a week.
- 3% visit forests several times a week.

### Sacrifices People Will Make to Live Closer to Nature

- 44% willing to give up entertainment.
- 31% willing to increase commute time.
- 18% willing to give up friends.
- 16% willing to give up career opportunities.
- 13% willing to give up family.
- 8% willing to pay higher taxes.

### Green as a Remedy for Society

- 93% of respondents consider access to Green Spaces a human right.

### What Is the Effectiveness of Green Spaces at Remedying Social Problems?

- Very effective
- Effective
- Somewhat effective
- Not so effective
- Not effective at all
- Don’t know
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>84 (84)</td>
</tr>
<tr>
<td>Nature</td>
<td>58 (61)</td>
</tr>
<tr>
<td>Plants and green</td>
<td>39 (44)</td>
</tr>
<tr>
<td>Work</td>
<td>35 (33)</td>
</tr>
<tr>
<td>Sex</td>
<td>32 (32)</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Impressive Attribute</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fruit trees</td>
<td>56 (52)</td>
</tr>
<tr>
<td>Grow flowers</td>
<td>43 (52)</td>
</tr>
<tr>
<td>A well-trimmed lawn</td>
<td>32 (46)</td>
</tr>
<tr>
<td>Waterfall</td>
<td>32 (42)</td>
</tr>
<tr>
<td>Cultivate vegetables</td>
<td>49 (41)</td>
</tr>
</tbody>
</table>

Which of the following regarding someone’s garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical doctor</td>
<td>20 (17)</td>
</tr>
<tr>
<td>Gardener</td>
<td>17 (14)</td>
</tr>
<tr>
<td>Landscape architect</td>
<td>16 (21)</td>
</tr>
<tr>
<td>Engineer</td>
<td>15 (14)</td>
</tr>
<tr>
<td>Lawyer</td>
<td>15 (16)</td>
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</tbody>
</table>

If you could start over, which of the following professions would you consider choosing?

PROFESSIONS PEOPLE WOULD CHOOSE IF THEY COULD START OVER – TOP 5

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<tr>
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</tr>
<tr>
<td>Lawyer</td>
<td>15 (16)</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yielding status?

AVERAGE TIME TO GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>Average Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park</td>
<td>13 min</td>
</tr>
<tr>
<td>Forest</td>
<td>15 min</td>
</tr>
</tbody>
</table>

How many minutes does it take you to get to the closest accessible Green Space of the following types?

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardens</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Forests</td>
<td></td>
</tr>
</tbody>
</table>

Compared with today, how much time would you like your children to spend in Green Spaces?

PEOPLE AND THEIR IMPRESSION OF CHANGES IN TIME CHILDREN SPEND IN GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gardens</td>
<td></td>
</tr>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Forests</td>
<td></td>
</tr>
</tbody>
</table>

Is it your impression that children spend more or less time in Green Spaces today than you did when you were a child?

HOW OFTEN PARENTS TAKE THEIR CHILDREN TO GREEN SPACES

<table>
<thead>
<tr>
<th>Frequency</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Don’t know</td>
<td></td>
</tr>
<tr>
<td>Several times a week</td>
<td></td>
</tr>
<tr>
<td>Once a week</td>
<td></td>
</tr>
<tr>
<td>Once a month</td>
<td></td>
</tr>
<tr>
<td>Once during the last quarter or more seldom</td>
<td></td>
</tr>
<tr>
<td>Never</td>
<td></td>
</tr>
</tbody>
</table>

How often do you take your children to visit Green Spaces?

TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

<table>
<thead>
<tr>
<th>Type</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Parks</td>
<td></td>
</tr>
<tr>
<td>Forests</td>
<td></td>
</tr>
</tbody>
</table>

Are you not satisfied with the amount of time in parks over the last five years compared to five years ago?

Are you not satisfied with the amount of time in forests over the last five years compared to five years ago?
SURVEY RESULTS
The global survey was conducted by market research consultancy United Minds during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market).

The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market. USA had 519 respondents.

WHAT SHOULD BE DONE TO INCREASE THE AMOUNT OF TIME PEOPLE SPEND IN GREEN SPACES?
- 39% That children have scheduled time in Green Spaces during school hours
- 31% Politicians should to a larger extent prioritize public Green Spaces
- 39% Make it possible for private persons to contribute to the Green Spaces i.e. maintenance, set plants etc

WHAT WOULD BOOST YOUR WORK PERFORMANCE

[Graph showing various options and percentages]

ESTIMATE YOUR OWN KNOWLEDGE OF GARDENING/INTERACTING WITH THE FOREST

[Table showing percentages for different levels of knowledge]

SACRIFICES PEOPLE WILL MAKE TO LIVE CLOSER TO NATURE

[Table showing various sacrifices and percentages]

GREEN AS A REMEDY FOR SOCIETY

[Graph showing various problems and percentages]

How effective do you think Green Spaces (e.g. gardens, parks and forests) are at remedying the following:

- CONCENTRATION PROBLEMS
- SOCIAL SEGREGATION
- POLLUTION
- CRIME
- STRESS AND/OR ANXIETY

USA

MONEY

TIME

KNOW-HOW

55%55

28%32

26%32

GARDEN

FOREST

ALMOST NO KNOWLEDGE

BEGINNER

INTERMEDIATE

ADVANCED/ EXPERT

5%13% (14)

26%26% (26)

47%47% (29)

19%21% (26)

8%8% (12)

21%21% (17)

19%19% (26)

45%45% (35)

47%47% (29)

21%21% (35)

26%26% (24)

13%13% (14)

8%8% (9)

21%21% (22)

8%8% (7)

11%11% (12)

4%4% (5)

8%8% (7)

15%15% (18)

28%28% (23)

4%4% (3)

28%28% (28)

16%16% (15)

24%24% (23)

30%30% (32)

30%30% (33)

32%32% (28)

42%42% (43)

42%42% (43)

8%8% (7)

18%18% (13)

8%8% (7)

25%25% (26)

28%28% (25)

14%14% (15)

45%45% (46)

45%45% (46)

35%35% (36)

42%42% (43)

42%42% (43)

5%5% (2)

15%15% (18)

15%15% (18)

24%24% (23)

24%24% (23)

28%28% (28)

28%28% (28)

30%30% (32)

30%30% (32)

39%39% (35)

32%32% (28)

32%32% (28)

49%49% (49)

49%49% (49)

55%55% (55)

55%55% (55)

65%65% (65)

65%65% (65)

66%66% (66)

66%66% (66)

83%83% (83)

83%83% (83)

89%89% (89)

89%89% (89)
WHAT MAKES US HAPPY – TOP 5

<table>
<thead>
<tr>
<th>Aspect</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Family</td>
<td>87 (84)</td>
</tr>
<tr>
<td>Nature</td>
<td>54 (61)</td>
</tr>
<tr>
<td>Plants and green</td>
<td>42 (44)</td>
</tr>
<tr>
<td>Religion</td>
<td>41 (17)</td>
</tr>
<tr>
<td>Sex</td>
<td>34 (32)</td>
</tr>
</tbody>
</table>

Which of the following aspects of life do you think contribute to a person’s happiness and wellbeing?

IMPRESSIVE GARDENS – TOP 5

<table>
<thead>
<tr>
<th>Element</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Grow flowers</td>
<td>70 (52)</td>
</tr>
<tr>
<td>A well-trimmed lawn</td>
<td>61 (46)</td>
</tr>
<tr>
<td>Waterfall</td>
<td>54 (42)</td>
</tr>
<tr>
<td>Fruit trees</td>
<td>53 (52)</td>
</tr>
<tr>
<td>A fountain</td>
<td>49 (39)</td>
</tr>
</tbody>
</table>

Which of the following regarding someone’s garden/yard impresses you?

PROFESSIONS THAT YIELD STATUS – TOP 5

<table>
<thead>
<tr>
<th>Profession</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>Medical doctor</td>
<td>66 (58)</td>
</tr>
<tr>
<td>Lawyer</td>
<td>49 (49)</td>
</tr>
<tr>
<td>Engineer</td>
<td>45 (38)</td>
</tr>
<tr>
<td>Pilot</td>
<td>44 (42)</td>
</tr>
<tr>
<td>Firefighter</td>
<td>41 (28)</td>
</tr>
</tbody>
</table>

Which of the following professions do you consider yield status?

AVERAGE TIME TO GREEN SPACES

<table>
<thead>
<tr>
<th>Type</th>
<th>Time</th>
</tr>
</thead>
<tbody>
<tr>
<td>Park</td>
<td>11 min (USA)</td>
</tr>
<tr>
<td>Forest</td>
<td>33 min (USA)</td>
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</tbody>
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How many minutes does it take you to get to the closest accessible Green Space of the following types?

HOW MUCH TIME SHOULD CHILDREN SPEND IN GREEN SPACES

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TIME SPENT IN PARKS AND FORESTS COMPARED TO FIVE YEARS AGO

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<tbody>
<tr>
<td>PARKS</td>
<td>Much more time (27%)</td>
</tr>
<tr>
<td>FORESTS</td>
<td>Much less time (42%)</td>
</tr>
</tbody>
</table>
ABOUT THE SURVEY
The conclusions in this report are based on a survey conducted by United Minds and commissioned by Husqvarna Group. The survey was conducted during November 2012 and distributed to 9 markets to a general public over 18 and involved the participation of 4676 respondents (around 500 respondents per market). The responses were collected by digital questionnaires and the sample was stratified according to gender, age and geography in each market.

ABOUT UNITED MINDS
United Minds is a research and strategy consultancy specialized in global consumer insight and trend analysis. From Stockholm, Mumbai, Shanghai and San Francisco, United Minds help companies and organizations develop strategies, communications and business.

WWW.UNITEDMINDS.SE
ABOUT HUSQVARNA GROUP

Husqvarna Group is the world’s largest producer of outdoor power products including robotic lawn mowers, garden tractors, chainsaws and trimmers. The Group is also the European leader in consumer watering products and one of the world leaders in cutting equipment and diamond tools for the construction and stone industries. The Group’s products and solutions are sold via dealers and retailers to both consumers and professional users in more than 100 countries.

WWW.HUSQVARNAGROUP.COM

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