

YOUNG PEOPLE FEEL CONNECTED TO NATURE & THE OUTDOORS, AND IT MAKES THEM FEEL HAPPY!



WHAT'S THE #THEBRAWOUTDOORQUESTION?*

***Braw** - ADJECTIVE, SCOTTISH; fine, good, or pleasing

A micro-survey co-designed by young people, for young people, to help voice feelings and connections with the outdoors and nature. Over 400 young people aged 8 - 26 in Scotland shared their positive and negative experiences.

90% OF RESPONDENTS SAID THAT THE OUTDOORS MAKES THEM FEEL VERY HAPPY OR HAPPY



95% OF RESPONDENTS SAID THEY DO FEEL A CONNECTION WITH THE OUTDOORS/NATURE IN SOME WAY



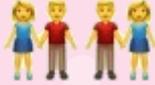


HOW YOUNG PEOPLE CONNECT WITH NATURE/THE OUTDOORS

55% GET SOME AIR & PEACE & QUIET BY MYSELF



52% HANG OUT WITH PALS



51% SPORT/ENGAGE IN FITNESS



49% TIME IN THE WILD, CAMPING & ADVENTURING



43% CHILLING OUT



40% GETTING CREATIVE



34% DOG WALKING



21% VOLUNTEERING/WORKING



5% I DON'T REALLY CONNECT



“ NATURE IS FUN AND ENGAGING. IT'S MAGICAL ”

“ THE FRESH AIR, FREEDOM AND THE ADVENTURE ”

“ FEELING INDEPENDENT AND POWERFUL ”

“ LITTER PUTS ME OFF FROM ENJOYING IT MORE ”

freedom, relax, play, fresh

most commonly used response words

Find out more on how young people engage with nature at:

www.johnmuirtrust.org/youngpeople

