



# POMNI Factsheet

## Ards and North Down Borough Council

### Introduction

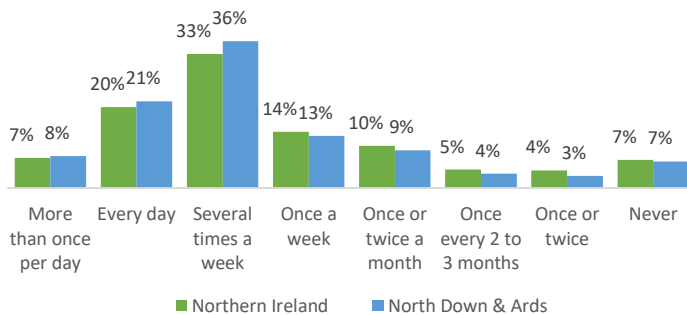
This factsheet provides the key results from research undertaken in the Ards and North Down Borough Council area as part of the [People and the Outdoors Monitor Northern Ireland \(POMNI\)](#) survey which was undertaken between November 2020 and October 2021. The survey used an online approach to obtain responses from a representative sample of the Northern Ireland population. Note that given the sample size (n=1,136) results for the North Down and Ards area are accurate to around +/-3% at the 95% levels of confidence.

### Summary of key findings

On average residents of Ards and North Down take outdoor recreation visits more frequently than the Northern Ireland population average. The highest proportions of visits involve time spent visiting beaches or other coastline. 36% of visits involved a short walk, 22% involved dog walking and 20% involved a longer walk. While exercise is the most common visit motivation for residents of this area, a wide range of benefits are obtained from participation including over a third relaxing and unwinding. Compared to the Northern Ireland averages a higher percentage are estimated to gain physical health and wellbeing benefits from taking part in outdoor recreation.

### Time spent taking part in outdoor recreation

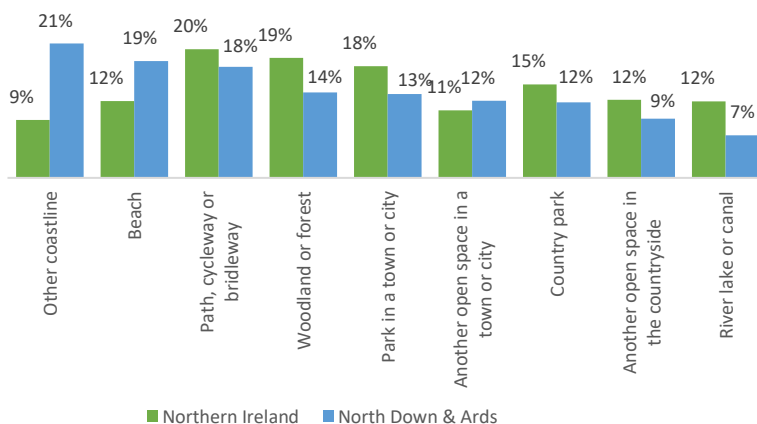
Normal frequency of visits to outdoors for recreation in last 12 months:



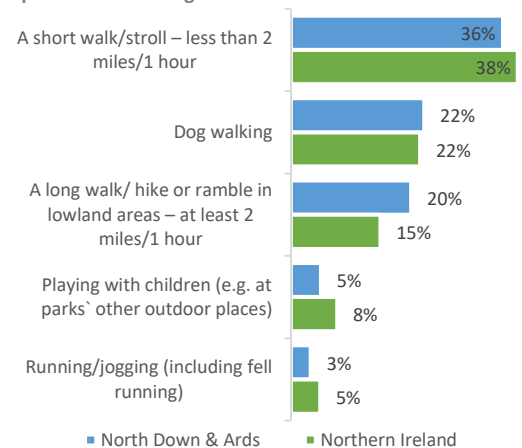
- **78%** of Ards and North Down residents normally visited the outdoors at least once a week, a higher percentage than the 74% average recorded across the whole of Northern Ireland.
- Ards and North Down residents took an average **3.3 visits** to the outdoors per week, 15% more than the Northern Ireland average (2.9).
- Compared to 12 months ago 23% of the area's population had increased the amount of time they were spending outdoors while 31% had decreased time outside. This represents a net change of **-9**. By comparison, the average net change across Northern Ireland was larger at **-13**.

### Profile of participation in outdoor recreation

Places visited during outdoor recreation visits:



Top 5 activities during outdoor recreation visits:



- Ards and North Down residents are more likely than the Northern Ireland average to visit beaches or other coastline. They are also more likely than average to take part in long walks, hikes or rambles of at least 2 miles.
- The average outdoor recreation visit taken by Ards and North Down residents lasted **2 hours and 4 minutes**, similar to the NI average.

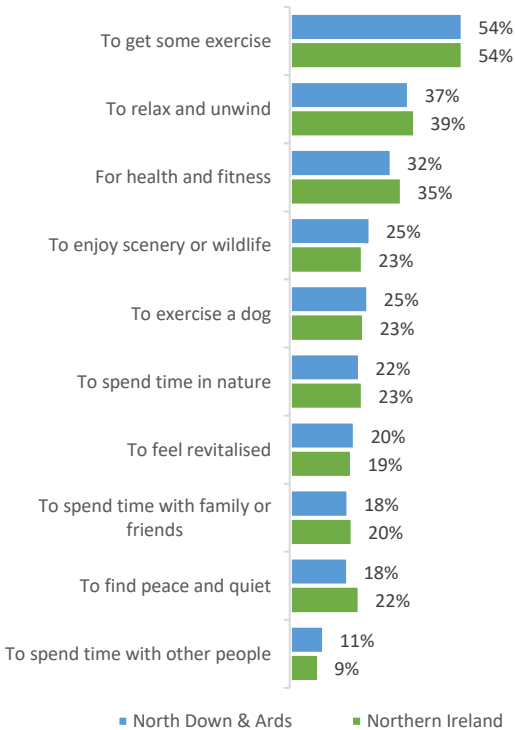


# POMNI Factsheet

## Ards and North Down Borough Council

### Benefits of participation in outdoor recreation

Top 10 reasons for taking outdoor recreation visits:



- Ards and North Down residents most frequently took visits to the outdoors to get some exercise, to relax and unwind or for health and fitness.

#### Physical health:



- 38%** of Ards and North Down residents met the CMO's physical activity guideline through outdoor recreation (at least 150 mins of moderate activity/75 minutes of vigorous activity per week). This is higher than the average across Northern Ireland (33%).

#### Wellbeing:



- 52%** of Ards and North Down residents felt calm and relaxed after their most recent visit to the outdoors (vs 56% Northern Ireland average).

#### Nature connection:



- 27%** of Ards and North Down residents felt closer to nature after their most recent visit to the outdoors (vs 28% Northern Ireland average).

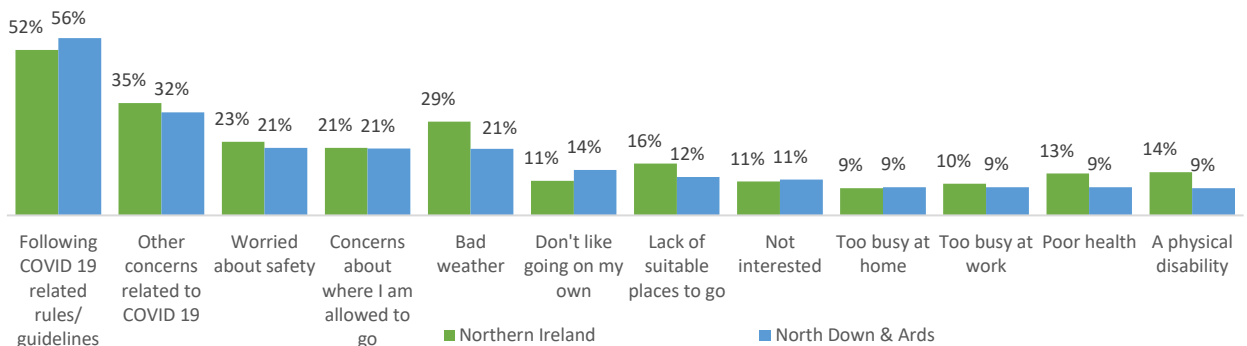
#### Economic:



- On average Ards and North Down residents spent **£4.62** during an outdoor recreation visit – 32% less than the average across all Northern Ireland visits.

### Enabling increased participation in outdoor recreation

Barriers to taking visits to outdoors for recreation amongst infrequent participants



- Unsurprisingly given the fieldwork period, concerns relating to Covid 19 were the most significant barriers to taking more visits to the outdoors. Other issues related to worries about safety and concerns about where to go.

- 30%** of Ards and North Down residents believed that their home was within a 5-minute walk of their nearest green or blue space area – slightly more than the Northern Ireland average (27%).
- Most agreed that places to spend outdoors were within easy walking distance (**68%** paths and trails/ **72%** green spaces). These levels are similar to the Northern Ireland averages (67% and 72% respectively).