



# Nature forgotten?

## A brief survey of the "Jugendreport Natur 2010"

(Youth report nature 2010)

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## "Jugendreport Natur 2010"

February – May 2010 in 6 German Federal States

More than 3.000 students  
aged 12 to 15 in 45 schools of all kinds

The sixth report since 1997 totalling 15.000 interviews

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## Sky forgotten? (1)

Open question

In which direction does the sun rise?

correct: in the east 59%

in the north	11%
in the south	10%
in the west	9%

Rate of guessing 10% ?

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## Sky forgotten? (2)

Open question

How many weeks lie  
between two nights of full moon?

Correct: Four 40%

Up to two: 16%

More than six: 12%

No answer: 25%

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## Countryside forgotten? (1)

Open question

How many eggs  
does a hen lay per day?

**Correct: One 32%**

Two to three 30%

More than three 23%

No answer 15%

Mean 3,1

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## Countryside forgotten? (2)

Open question

**Which breed of cows only gives  
long-life milk?**

**Correct: None 21%**

All 10%

No Answer: 50%

Mentioned also: Oxen, bulls, calves, bio-cows,  
city cows, farm cows, small cows, ...

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## Forest forgotten? (1)

What kind of wood is used  
for making the roof truss?

**Correct: spruce / fir 8 %**

**No Answer: 44 %**

oak 24 %, beech 10 %, pine 4 %, birch 3 %, ...

**Spruce: Most common kind of wood  
and most important building timber in Germany**

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## Forest forgotten? (2)

Which Colour have spruce blossoms?

**Correct: yellow to red 20%**

white 14 %, green 12 %, brown 7 %, purple 3 %, blue 1 %

**No answer: 42 %**

**Most creative:**

**„spruce trees don't blossom“ 1 %**

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## Contact with nature (1)

### Last summer in the forest:

several times per week	28 %
several times per month	32 %

**Still no lack of nature contact!**

### But it is gradually declining

	2010	2006
I often stayed overnight in nature	28 %	39 %
I often walked across the forest	52 %	63 %

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## Contact with nature (2)

### Where do you most like spending your free time?

Out in the landscape	47 %
In town	35 %
In my own room	28%

**Nature still keeps the first position!**

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## Contact with nature (3)

### I like doing that:

Discovering unknown landscape 74 %  
Going across the forest 56 % (I have often done that 53%)

### Nevertheless

I never got lost in the forest 64 %

### Adventure is still tempting

„Everyone has the right to free access to nature“: Yes 85%



## Nature ist not enough

### I like doing that:

	2010	2003
Listening to music while walking around	54 %	36 %
Riding my mountainbike in the forest:	53 %	
Going to an open-air festival	48 %	
Having an outdoor birthday party	35 %	

### Nature merely a facade ?



## Nature on a moral level (1)

### Attention „Green Glasses“:

When generally addressing the topic of nature contemporaries tend to:


- ecological correctness
- a transfiguring view

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## Nature on a moral level (2)

### How young people behave in the forest

2006 what they are told to do:		2010: what they intend to do:	
Don't throw away litter	85%	72 %	
don't catch animals	79%	84 %	
don't pluck plants	47%	54 %	
be quiet	52%	39 %	
keep to the pathes	49%	40 %	

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## Nature on a moral level (3)

### Conservative image of nature: Cleanness, quiet and tidiness

I love silence in the forest	70 %
Forest animals need quiet	67 %
The forest must be neat and tidy	61 %



#### That is useful for nature

keeping nature clean	94 %
collecting litter in the forest	85 %
removing dead trees and branches	61 %

#### That is damaging

throwing away litter in the forest	97 %
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No 1 in the ranking of moral behaviour in nature:

## The rubbish phobia

Jugendreport Natur 1997 – 2006:

Moral behaviour in the forest?	Rank 1	Not throwing away anything
Good deed for nature?	Rank 1	Collecting litter
Bad deed against nature?	Rank 1	Throwing away litter
Feature of sustainability?	Rank 1	Not throwing away litter

German holiday survey  
Perceived environmental damages  
Rank 1 litter

Symbolic for:  
Sinful man  
contra innocent nature?

EMNID:

Which environmentally damaging behaviour is especially disturbing?

Rank 1	dumping rubbish in the fields or forests	92 %
Rang 2	leaving rubbish behind after Picknick	91 %

Great Britain:

Negative reaction to finding litter: virtually by everyone

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## Conservative ideal of nature

Jugendreport Natur 2010

### That is useful for nature:



Letting nature untouched	yes 59 %	
Setting up nature reserves	yes 87 %	
Letting landscape become overgrown	yes 28 %	no 43 %
Preventing the extension of non-indigenous flora and fauna	ja 34 %	no 25 %

**Everything natural is good**      yes 67 %

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### The image of the forester:



## Good guardian of the forest

Foresters are necessary to keep the forest intact	yes 71 %
Foresters treat the forest carefully	yes 78 %

Foresters only think of producing wood      yes 15 %      no 52 %

I like wooden furniture      yes 24 %      no 40 %

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## The slaughterhouse paradox (Forst variation)

### That is useful for nature

Planting trees in the forest    yes    85 %

### That is damaging for nature

Felling trees in the forest    yes    70 %



### The nature paradox

Nature should stay as untouched as possible    yes 59 %

Man should make use of nature    yes 37 %

**No correlation!**

Yes for both    20 %



### I would like doing this

helping the forestry workers    yes 28%    no 44%

### I have already done this

helped the forestry workers    yes 17%    no 42%

### Reason?

Work too strenuous/ slaughterhouse syndrome?

## The forestry work paradox (1997)

### I like doing this

Taking part in planting trees    yes 48 %    no 27 %

Helping felling trees    yes 16 %    no 73 %



## What do hunters do? (1)

(free ideas in % of all entries)

<b>Hunting</b> (without specification)	<b>16 %</b>
<b>Killing, shooting</b> (not commented)	<b>24 %</b>
<b>Culling for a good purpose</b> regulate the population 7%, relieve ill animals 6 %, have meat for (one's own) consumption 5%	<b>19 %</b>
<b>Tending</b> care for 5%, protect 1%	<b>6 %</b>
<b>Being active in the forest</b> e.g doing forestry work 4%	<b>10 %</b>

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## What do hunters do? (2)

(free ideas in % of all entries)

<b>Killing by mean intentions</b>	<b>11 %</b>
Criticism: Against killing 1%, murder 2%, fun/sport 1%, trophies 1%, extermination 1% wicked, evil, mean, cruel, cold blooded, brutal, horrible, senseless, unnecessary, crooked 3%	
<b>Equipment</b>	<b>10 %</b>
Weapons 6%, hide 2%, hunting dog 1%, hunting attire 1%	

**Are hunters a necessary evil?**

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## Favorable image of hunters



Above all, hunters care about the wellbeing of wild animals	yes 36 %	no 26 %
Hunters treat the forest with respect	yes 35 %	no 18 %
In the end, hunters only want to kill animals	yes 22 %	no 49 %

## The slaughterhouse paradox (hunting variation)

### This is useful for nature

preventing of the damage by wild animals	yes 53 %	no 12 %
hunting roe deer and wild boar	yes 16 %	no 67 %

**Animals have a soul  
yes 76 %**

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## Better not too close

### I like doing this

watching roe deer	yes 49 %	no 38 %
stalking with a hunter	yes 27 %	no 52 %
eating venison meat	yes 19 %	no 64 %

### I have already done this

watched roe deer	yes 43 %	never 16 %
stalked with a hunter	yes 5 %	never 16 %

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## The sustainability trap

2003 open question

What strikes your mind about the topic of sustainability?

54 % no answer      35 % incorrect answer  
11% only a faint idea of what is meant

2006

Find three correct examples for sustainability  
out of 5 correct and 10 incorrect statements

general result: fluke

Most frequent answers:

don't throw away litter in the forest  
be careful with nature

leave animals alone  
keep nature tidy



Bambi-Syndrom prevents a deep understanding of sustainability

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2010 open question  
about characteristics of sustainability

## No clue at all 49%

after more than ten years  
of different educational programs  
about sustainable development

Have you ever taken part  
in an educational program  
about sustainable development?

yes 4%    not sure 25%    no 71%

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2010

10 additional statements about sustainability  
to find out whether they are right or wrong

## High consent for right as well as for wrong ones

eg correct:

harvesting only as much wood as grows back 65 %  
hunting deer without extinguishing the species 50 %

But again most consent for

## Bambi statements

don't throw away litter	86 %
don't disturb animals	77 %
don't pluck or damage plants	71 %

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BMU-Survey of adults

## Sustainability?

„Have you ever heard the term „sustainability“ ?

2000: yes 13%

Replenished with the request for any explanation:

„The core meaning of the term was known to considerably fewer people“

2002: yes 28%

Without request for explanation

Result „not very meaningful“

Since then no further requests of this sort in the regular BMU-Survey!

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## Glimmer of hope?

### Forest experience - a key to nature?

Comparison of students who stay in the forest often vs. seldom:

#### Frequent visitors have

- + a stronger commitment to adventure and exercise
- + more sympathy for and experience of nature
  
- + more love to and experience of working in nature
- + learnt more about nature in school
  
- considerably less use of the media and a lower habit of consumption

Most of them are frequent forest visitors simply because they live nearby



## Forest experience makes sensitive for nature

Frequent forest visitors:

- + confirm their love to nature above average
- + concede that woods need quiet behaviour
  
- + care more respectfully for nature
- + do more about nature protection