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Protect & Prosper

**Survey of residents on "Wadden Sea Nature:
Positive effects on the well-being of local residents?"**

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Nationalpark
Wattenmeer



Interreg
North Sea Region
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European Regional Development Fund



EUROPEAN UNION

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Investigation design

Population

German-speaking resident population aged 14 and over in the districts of Dithmarschen, Nordfriesland (Schleswig-Holstein) and Leer, Aurich, Wittmund, Friesland, Wesermarsch, Cuxhaven and the independent city of Wilhelmshaven (Lower Saxony)

Target group

Residents who visit the Wadden Sea at least once a year

Selection process

Representative sample of households and individuals based on the ADM fixed network and ADM cellular network master samples (dual-frame approach), plus mobile phone numbers of people who gave their consent to be interviewed again during the course of previous representative surveys

Method

Computer-aided telephone interviews (CATI)

Interview duration: Ø 10 minutes

Sampling approach

In each case n = 600 Wadden Sea visitors in Schleswig-Holstein (disproportionate approach, each n = 300 per district) and Lower Saxony (proportional approach), the statistics were recorded from the people screened out

Weighting

Population-representative weighting of the complete data sets (SH, LS) according to the characteristics of age, gender, household size, education and place of residence

Margin of error

Error margin +/- 4.1 percentage points for 600 respondents (sample proportion 50%, confidence level 95%)

Field time

1st - 12th November 2021

Summary (I)

Visit to the Wadden Sea

- Almost all respondents from the neighbouring regions of Schleswig-Holstein (94%) and the vast majority from the neighbouring regions of Lower Saxony (87%) visit the Wadden Sea at least once a year. The frequency of visits is high: slightly less than half of the respondents in Schleswig-Holstein (44%) and around a third of those in Lower Saxony (35%) stated that they visit the Wadden Sea more than 20 times a year. A disproportionately high number of respondents who visit the Wadden Sea less than once a year is of 60 years of age or above.
- Around six out of ten Wadden Sea visitors from Schleswig-Holstein and Lower Saxony (60% and 57% respectively) visit the Wadden Sea throughout the year. Every third visitor does this preferably during the summer months.



Summary (II)

Activities at the Wadden Sea

- During their stay at the Wadden Sea, respondents focus on experiencing nature: four out of five Wadden Sea visitors ("always"/"often": 81% SH, 84% LS) enjoy nature during their stay, while approximately six out of ten enjoy the observation of nature (58% SH, 64% LS). People from the region prefer to go for a walk (79% SH, 83% LS) and seek relaxation (74% SH, 79% LS). Active activities, such as boating, kayaking, jogging, bathing/swimming and cycling are noticeably less common.
- Wadden Sea visitors from Schleswig-Holstein and Lower Saxony differ significantly when it comes to the frequency of their activities at the Wadden Sea: inhabitants from the administrative districts of Schleswig-Holstein go bathing or swimming more frequently and are more often interested in hiking across the tidal flats. Visitors from Lower Saxony, on the other hand, go cycling more often when they are at the Wadden Sea.



Summary (III-1)

Evaluation of the Wadden Sea

- Identity/emotion/ownership: The Wadden Sea is highly valued by visitors from the surrounding districts and create within them a close identification with their home region (mentions for the following statements "applies completely/applies somewhat": each approximately 90%): The vast majority are proud of the Wadden Sea. Spending time there is associated with memories of pleasant experiences, creates a feeling of being at home and is simply part of a good life. Visitors from the national park region have a great feeling of responsibility: for many visitors, the Wadden Sea triggers the desire to contribute to its preservation. In their opinion, its status as a national park, which protects the beauty and untouched nature of the Wadden Sea, is also helpful for its preservation.
- Experience/inspiration/creativity: Almost all visitors find the Wadden Sea fascinating, and in many it creates a feeling of freedom. For nine out of ten respondents, it is a place where they can learn about nature. Two thirds of those questioned feel inspired by the Wadden Sea.



Summary (III-2)

Evaluation of the Wadden Sea

- Well-being/relaxation/health aspects: For its visitors, the Wadden Sea is primarily a place of relaxation, a place they can unwind ("applies completely/applies somewhat": each just over 90%). Four out of five visitors state that visiting encourages them to slow down; for three out of four visitors, the Wadden Sea is a place where they can forget their worries. The Wadden Sea provides slightly less stimulus for physical well-being than for mental well-being: The Wadden Sea helps two out of three respondents to feel physically fitter. It encourages a healthy lifestyle for almost six out of ten visitors.
- The respondents from Schleswig-Holstein and Lower Saxony largely agree in their assessments and attitudes towards the Wadden Sea.



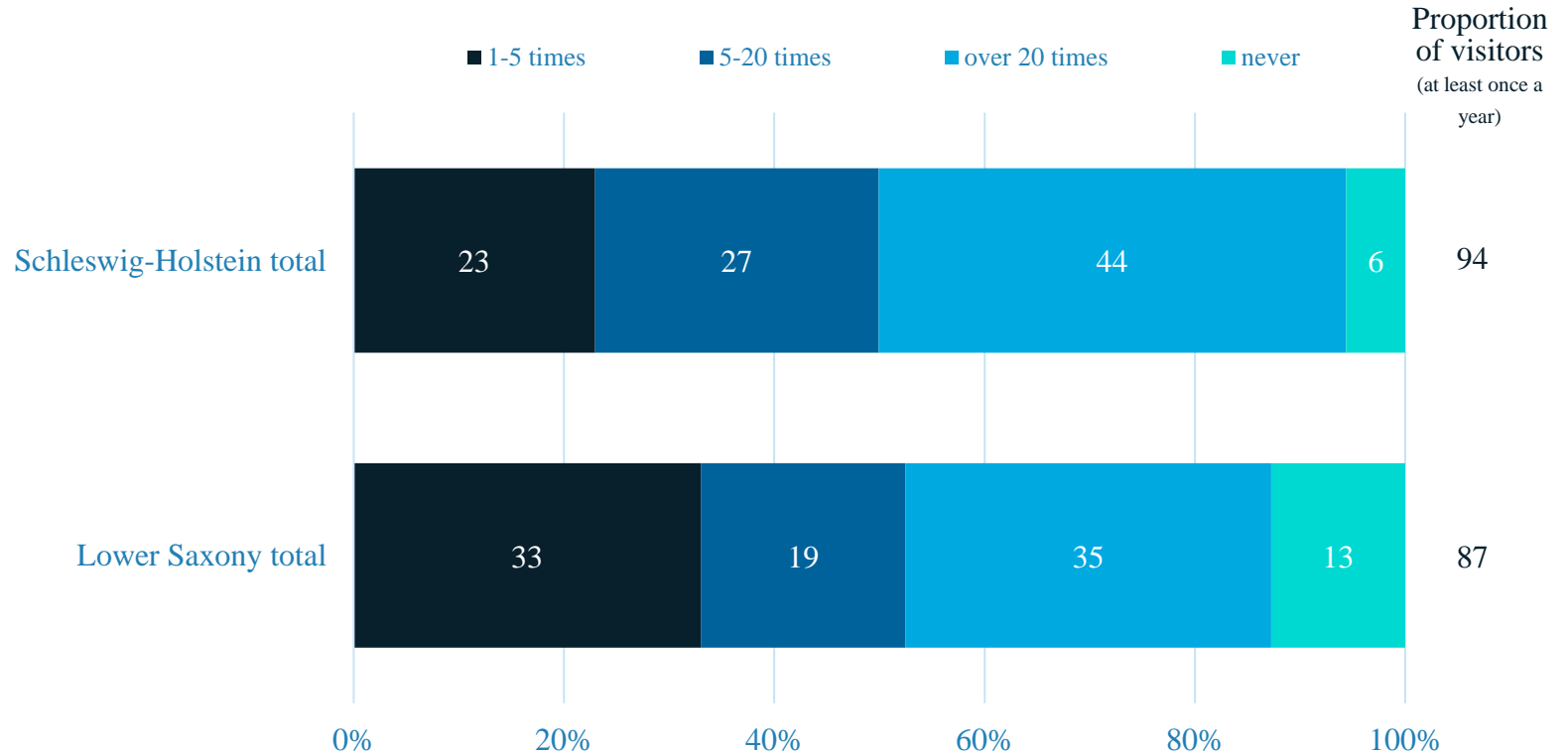
Summary (IV)

Conclusion

- The results of the survey revealed the close relationship between residents from the neighbouring regions of Schleswig-Holstein and Lower Saxony with the Wadden Sea. This is not only supported by the high proportion of visitors and the high frequency of visits. The Wadden Sea contributes to a feeling of close attachment to the residents' home region and, above all, makes local visitors feel proud. Spending time at the Wadden Sea is characterised by a conscious appreciation of nature, with a focus on enjoyment and observation of nature. The effects on subjective well-being are perceived as being very positive. The visitors believe that, above all, it makes them feel more mentally relaxed.



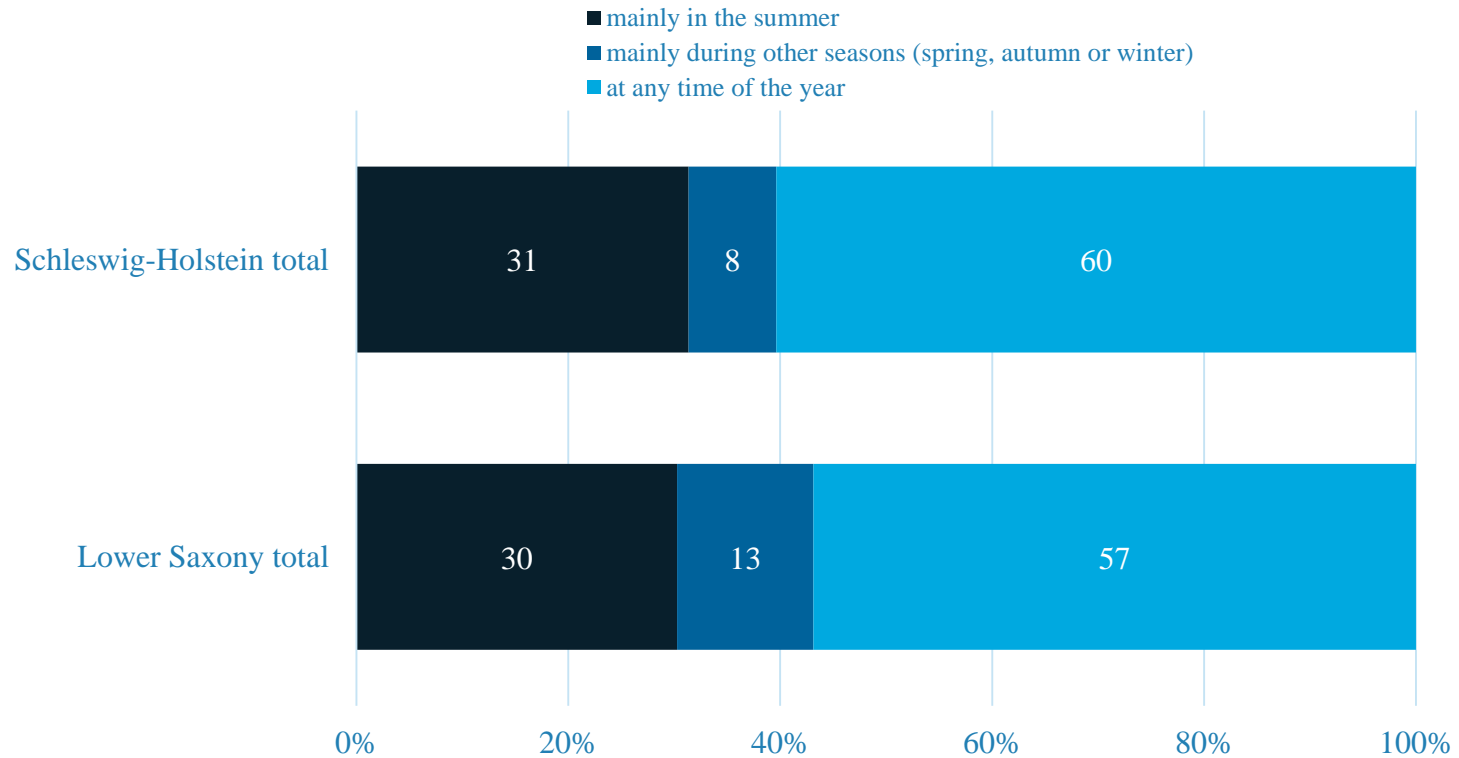
Frequency of visits to the Wadden Sea



Basis: all SH/LS respondents n = 644/669

1. How often do you visit the Wadden Sea each year?

Main visiting time

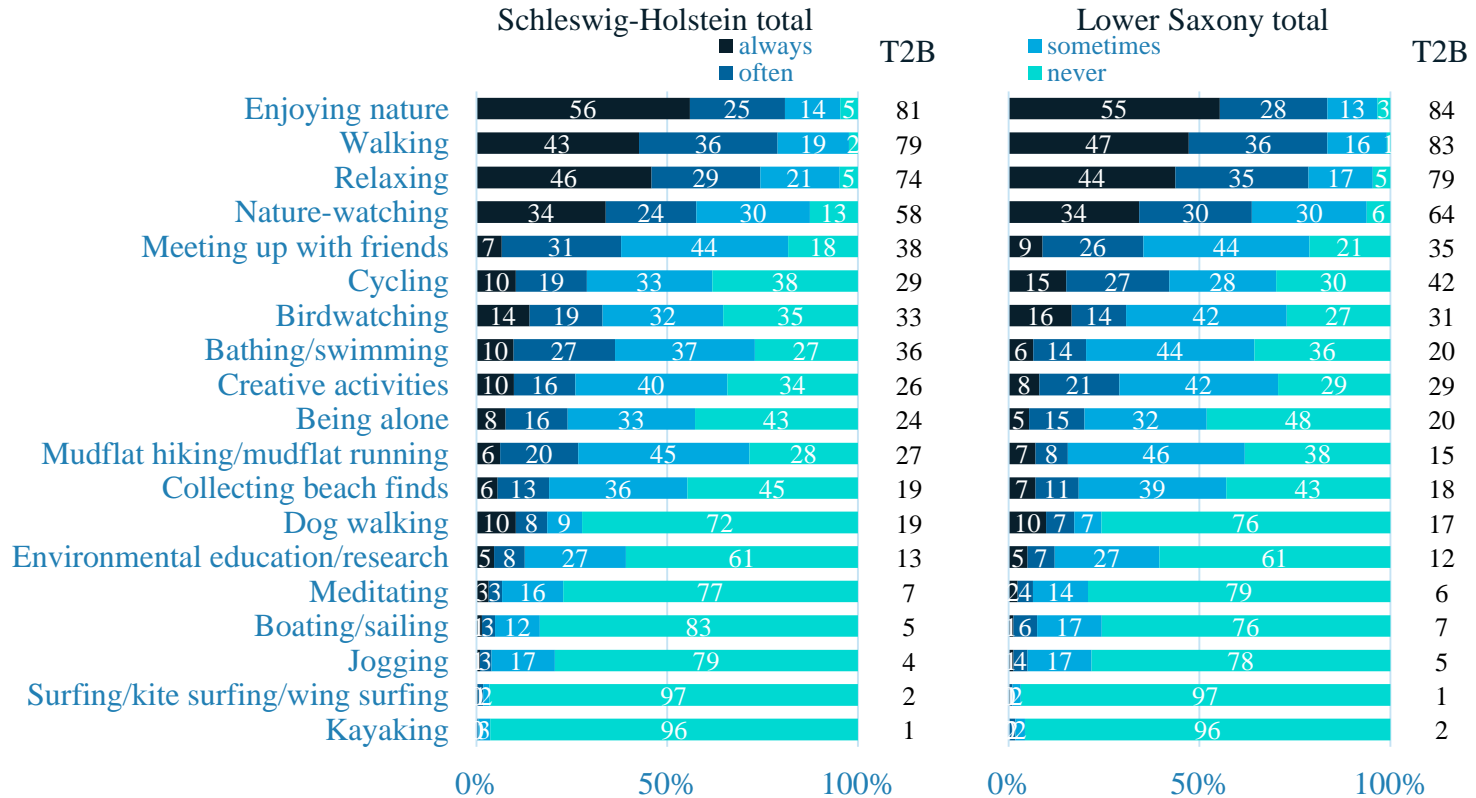


Basis: SH/LS Wadden Sea visitors n = 605/600

2. What time of the year do you mainly visit the Wadden Sea?



Frequency of activities at the Wadden Sea



Basis: SH/LS Wadden Sea visitors n = 605/600

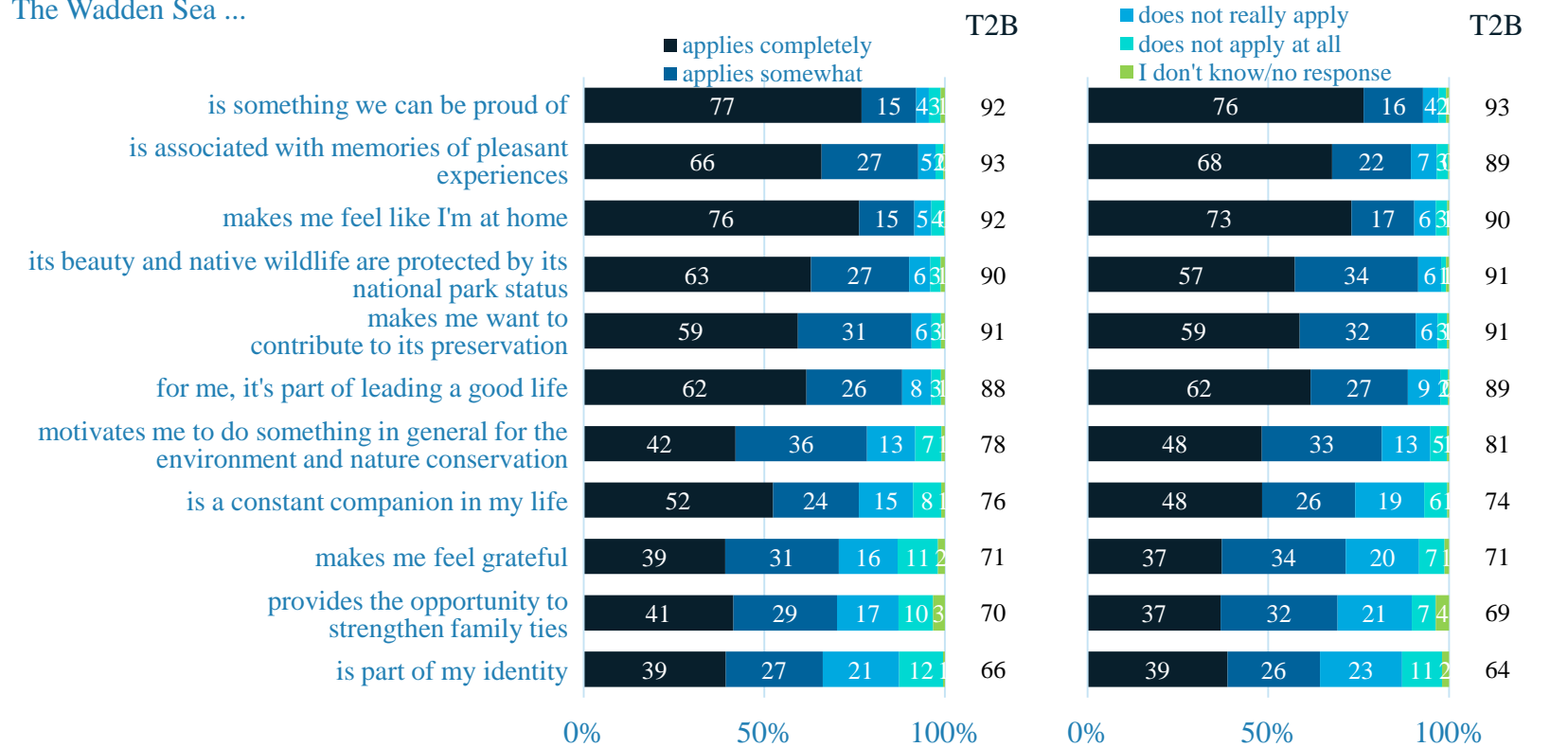
3. How often do you engage in the following activities when visiting the Wadden Sea?

Identity/emotion/ownership

The Wadden Sea ...

Schleswig-Holstein total

Lower Saxony total



Basis: SH/LS Wadden Sea visitors n = 605/600

4. We would now like to ask you for your personal opinions about the Wadden Sea. Please state whether the following statements are completely applicable, somewhat applicable, not particularly applicable or not applicable at all.

Experience/inspiration/creativity

The Wadden Sea ...

Schleswig-Holstein total

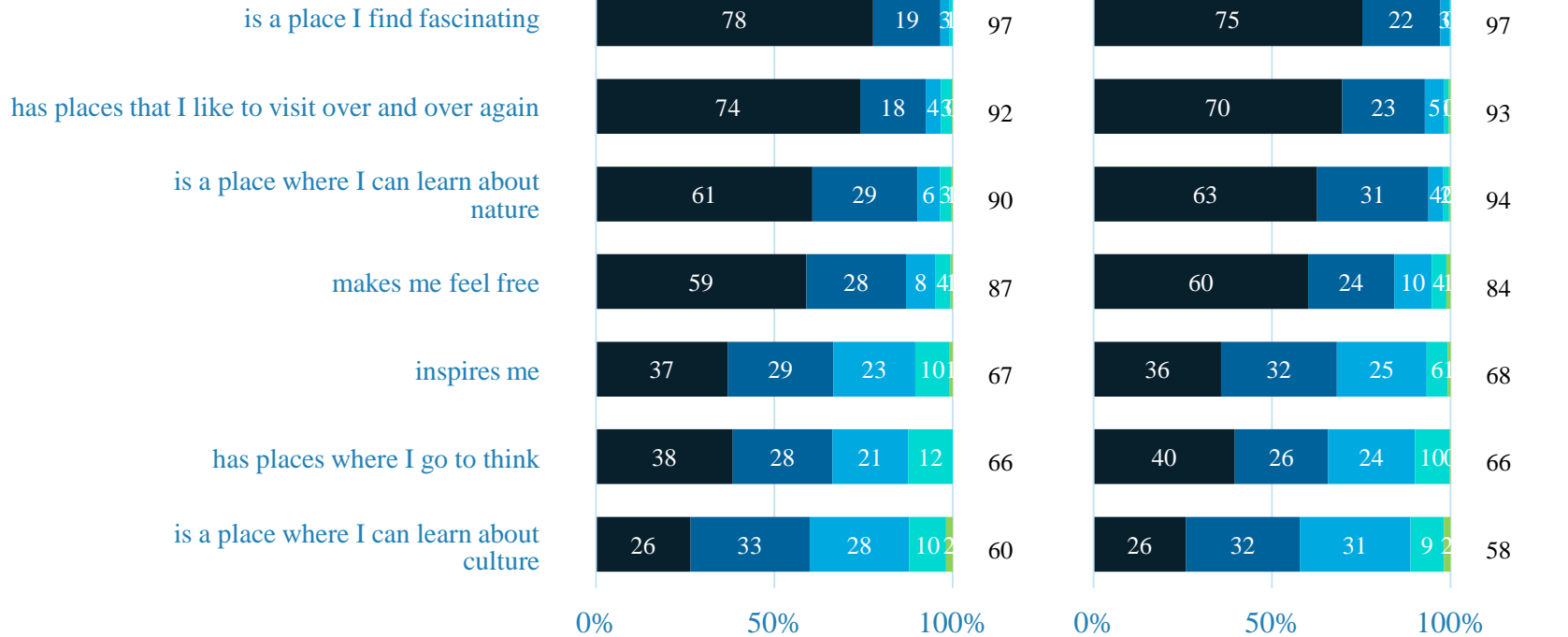
Lower Saxony total

T2B

T2B

■ applies completely
■ applies somewhat

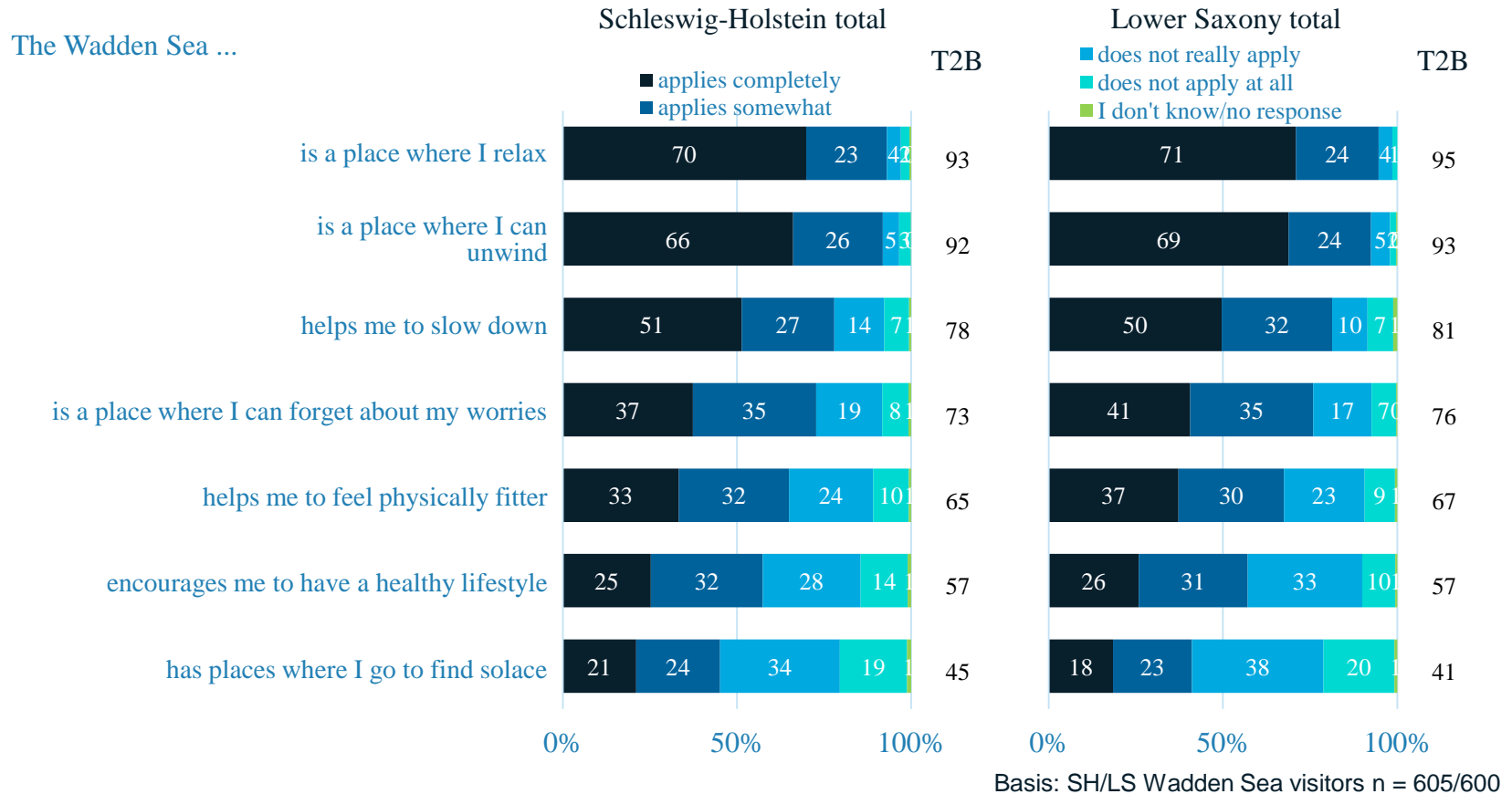
■ does not really apply
■ does not apply at all
■ I don't know/no response



Basis: SH/LS Wadden Sea visitors n = 605/600

5. We would now like to ask you for your personal opinions about the Wadden Sea. Please state whether the following statements are completely applicable, somewhat applicable, not particularly applicable or not applicable at all.

Well-being/relaxation/health aspects



6. We would now like to ask you for your personal opinions about the Wadden Sea. Please state whether the following statements are completely applicable, somewhat applicable, not particularly applicable or not applicable at all.

Sociodemography

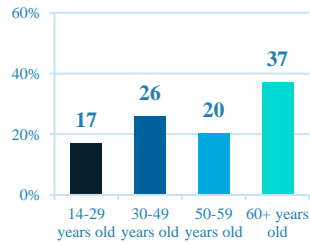
- Schleswig-Holstein

all SH respondents

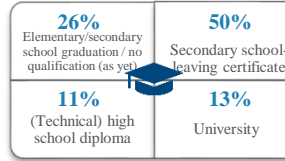
Gender



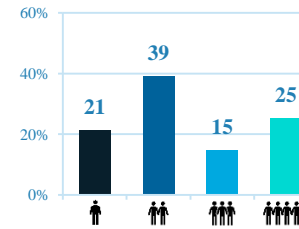
Age



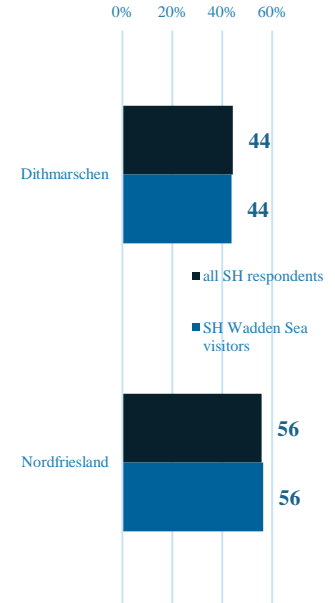
Education



Household size (Ø 2.6 pers.)



Place of residence (district)

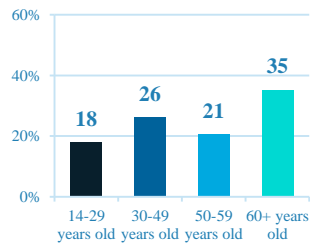


SH Wadden Sea visitors

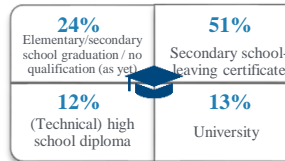
Gender



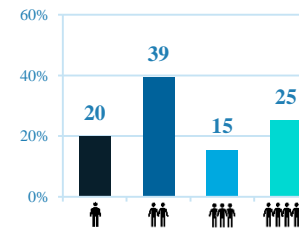
Age



Education



Household size (Ø 2.6 pers.)



Basis: all SH respondents n = 644
 Basis: SH Wadden Sea visitors n = 605

Sociodemography

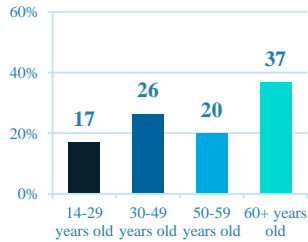
- Lower Saxony

all LS respondents

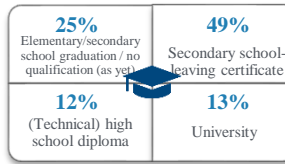
Gender



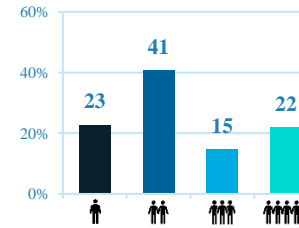
Age



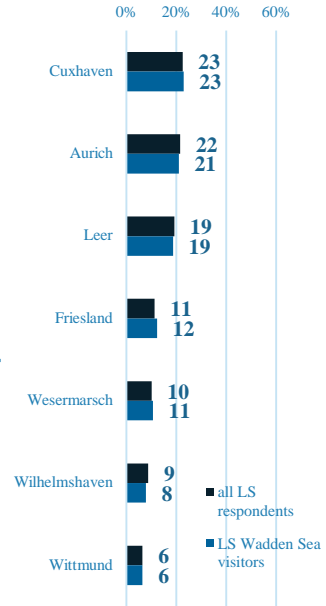
Education



Household size (Ø 2.5 pers.)



Place of residence (district)

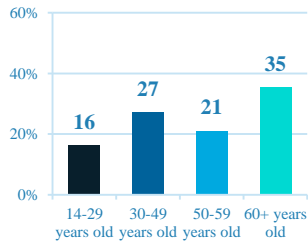


LS Wadden Sea visitors

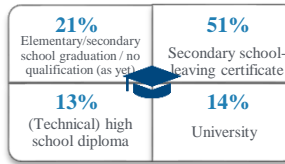
Gender



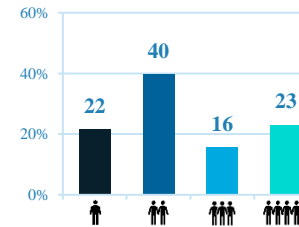
Age



Education



Household size (Ø 2.5 pers.)



Basis: all LS respondents n = 669
Basis: LS Wadden Sea visitors n = 600

THERE IS A PLACE – WHERE HEAVEN
AND EARTH SHARE THE SAME STAGE

Photo: Jeff Wevers/istock



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