



What does the beach mean to you?

There have been 469 different responses to this question, in more than 650 interviews. Overall, the top five responses are:

- 1 Childhood
- 2 Beauty
- 3 Dog walking
- 4 Family
- 5 Livelihood

The findings break down into six categories, each with its own top five:

Emotional and spiritual

- 1 Everything
- 2 Memories
- 3 I love it
- 4 The pull of all beaches
- 5 Being near the water / the sea

Livelihoods and occupations

- 1 Livelihood
- 2 Routine
- 3 History
- 4 Economic benefit
- 5 Economic pressure

Friends and family

- 1 Childhood
- 2 Family
- 3 All generations
- 4 Holiday
- 5 Visitors / tourists

Sensory

- 1 Beauty
- 2 Peaceful / calm
- 3 Freedom
- 4 Relaxing / chilled out
- 5 Wide open spaces

Nature

- 1 Ever-changing
- 2 The sea
- 3 Wildlife
- 4 Seasonal changes
- 5 Nature

Occupations and activities

- 1 Dog walking
- 2 Fishing
- 3 Surfing
- 4 Swimming
- 5 Walking



a tonic, a pick me up at the end of a working day for some. Thirty per cent of the site's visitors are in London and manonabeach is watched in 114 countries. manonabeach's anonymity means that viewers aren't troubled or distracted by the presence of a personality or celebrity. It's almost as if the beach goer is talking directly to the viewer."

It's clear from the viewing figures that people prefer the unspoilt, undeveloped beaches and there's clearly a link through the generations that's important to people.

"There are regional characteristics that distinguish beaches and may inform the attraction in each place," he continues.

"Long granite headlands feature in Cornwall, with the sea often viewed close up from the side, while Cornwall's surfers and wild swimmers highlight the wide diversity of beach use.

"The beach is a wonderful place for us all to enjoy. Its ever changing nature, whether on a daily or tidal basis or through the seasons, guarantees an element of anticipation and excitement in any beach visit.

"You just don't know what and who you'll meet when you go to the beach, so you'll always have a different answer to the manonabeach question "What does the beach mean to you...?" ■

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