



# 2017 ReTree YYC Survey

**FINAL REPORT:** August 2017

**Prepared for The City of Calgary by:**

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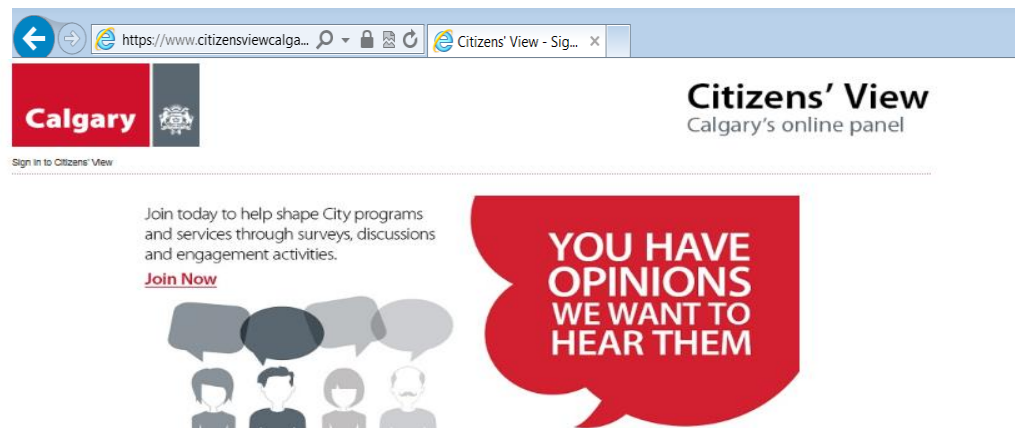
## Methodology



# Overview Methodology

Ipsos conducted an online survey with Citizens' View panelists.

- [Citizens' View](#) is an online panel that encourages citizens to participate in shaping City of Calgary programs and services through surveys, discussions and engagement activities.
- The survey was launched on July 26th to 2531 panelists and closed on August 7th, 2017.
- 833 panelists completed the survey and an additional 95 panelists started the survey but did not complete it.
- Results in this report are based on all valid respondents of participants who completed the entire survey. Tracking from the 2016 and 2015 ReTree YYC Surveys is included where applicable.
- **The following findings are qualitative in nature. The work is exploratory as a result of the make up of panelists currently on the Citizens' View panel. The results should be regarded as directional and should not be projected to the larger population without further quantitative research.**





## Key Findings

## Key Findings

In many respects, the views of respondents have remained consistent with that measured in previous waves. When it comes to the ReTree YYC program:

- ❖ Awareness of the ReTree YYC program appears to have edged up to 43% of respondents.
- ❖ Media advertising and online sources continue to drive this awareness.
- ❖ Six percent (6%) of respondents have attended ReTree YYC event, comparable to the five percent (5%) in the 2016 measure.

Regarding program alignment, the majority of respondents (63%) want to see more trees. Most prefer that The City of Calgary employ its planting efforts on a mix of locations. The more popular varieties of trees they would like to see planted in their communities continue to be shade, leaves and fruit/flowering trees.

When it comes to attitudes regarding care of trees:

- ❖ Most respondents (60%) consider themselves to be very or somewhat knowledgeable when it comes to knowing how to properly care for trees. This leaves a large segment of respondents who admit that they are not very knowledgeable (31%) or not at all knowledgeable (9%).
- ❖ While many respondents are comfortable with planting new trees and pruning trees, the majority are not comfortable when it comes to selecting an appropriate species, transplanting trees or handling pest and disease control.

Respondents prefer to gain tree information and knowledge using online resources, including websites, online tutorials and online videos.

## Key Findings

There is interest in a City of Calgary program where residents could learn from professionals about tree care:

- ❖ Just over one-half agree that they would be interested in this program, while 16% strongly agree.
- ❖ When respondents considered what an acceptable fee for this program, most thought a fee in the range of \$10 to \$50 would be an acceptable fee. The average fee among participants who stated an amount of \$1 or more was \$28.
- ❖ Seven-in-ten preferred that the program offer a variety of education levels, while only 29% thought it should offer content and information that is applicable to everyone.





## 2017 ReTree YYC Survey Results





## Tree Knowledge and Views on Community Trees

## Actions Taken in the Past Two Years

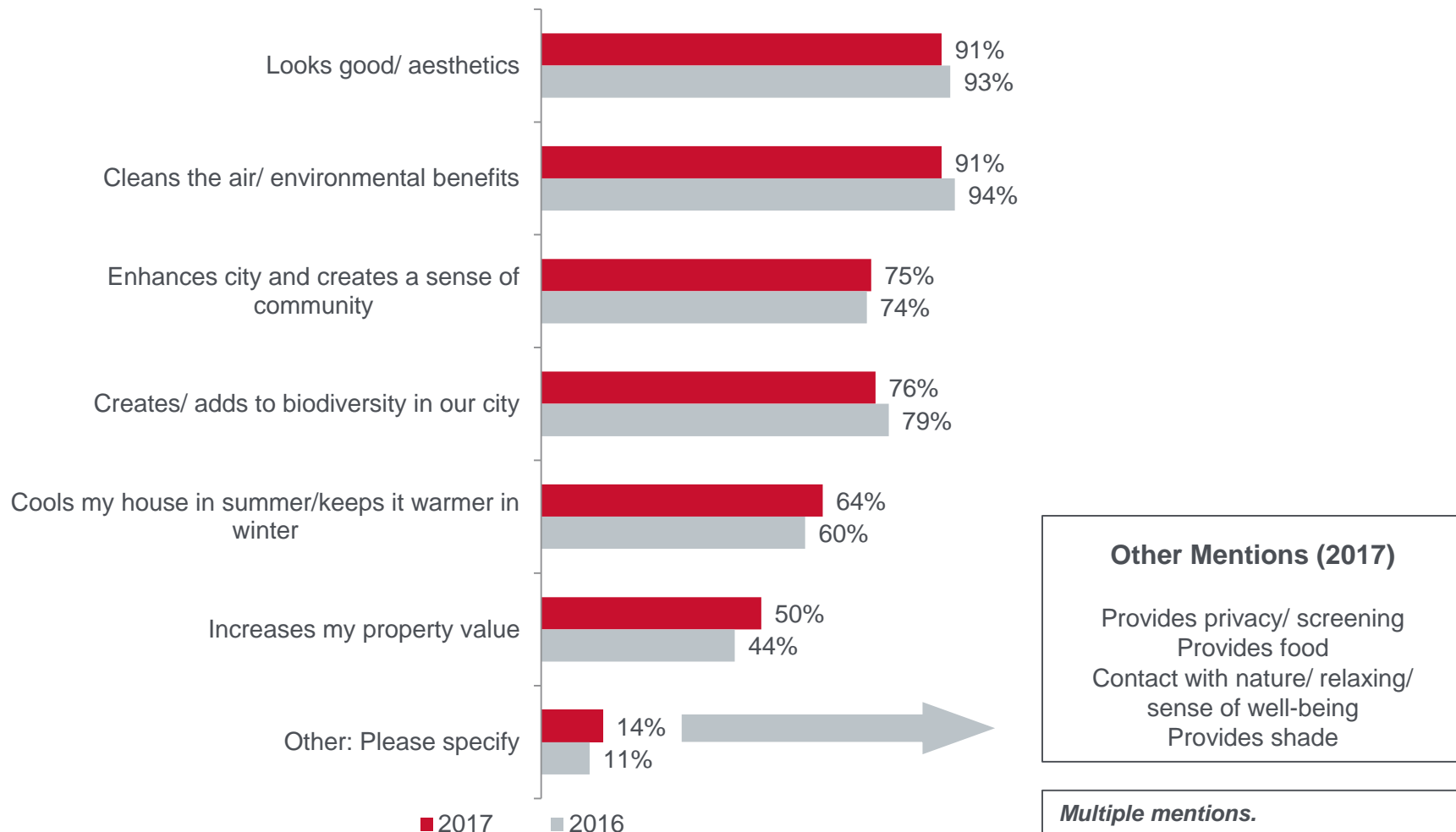


**Multiple mentions.**

***Please note: "I own a property with trees, but I have not planted or removed trees in the last two years" was added after 592 respondents already completed this question. Presented are the total final results.***

Q1. In the past two years, have you...?: (Base: All respondents n=833)

# Importance of Trees in Calgary



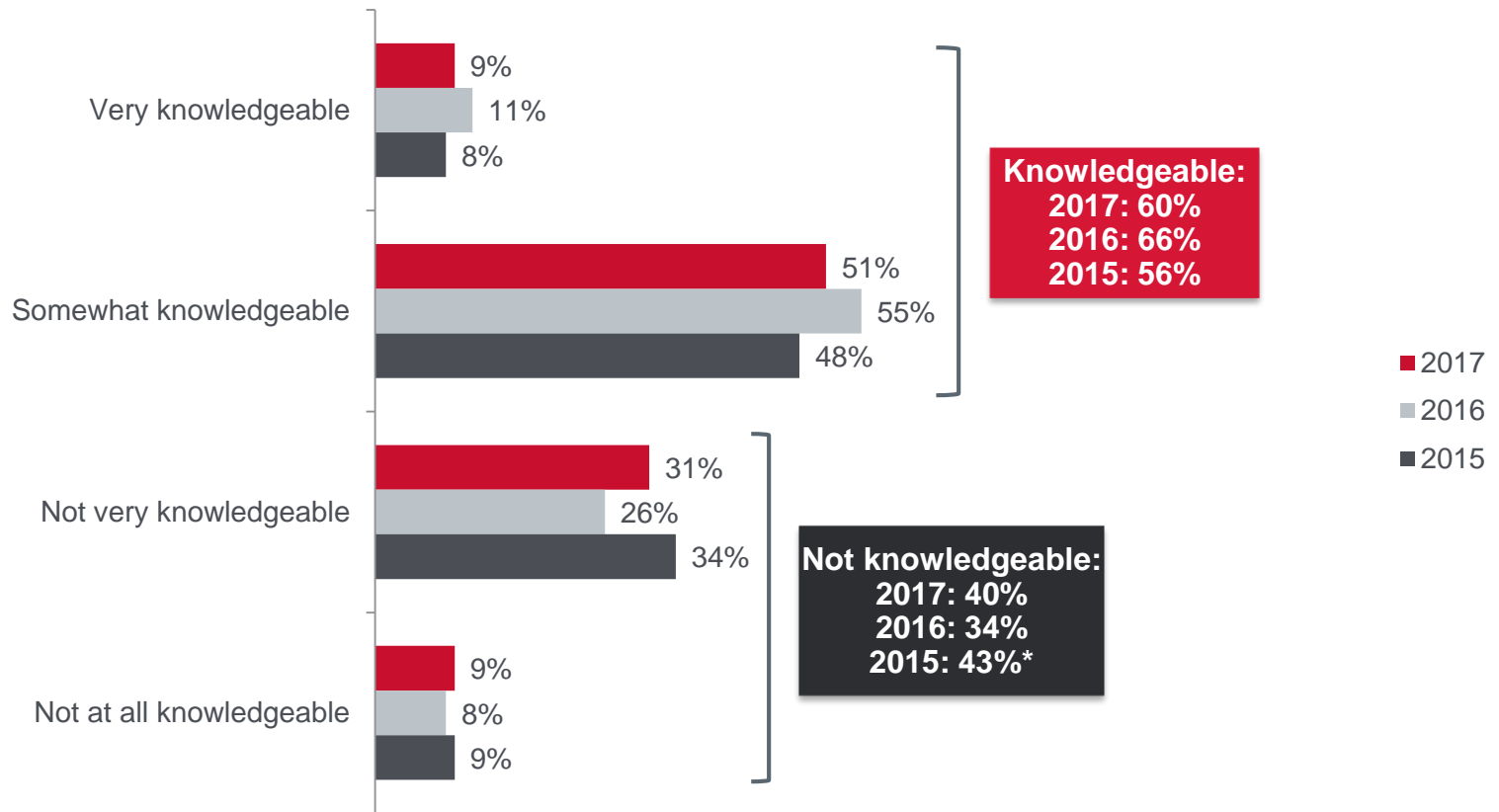
Q2. In your view, why is it important to have trees in Calgary?: (Base: All respondents, n=759 / 833)

Note: 2016 data adjusted to include coded responses from 'other-specify' answers.

Note: Question numbers reference 2017 questionnaire, bases for percentages are shown as 2015 / 2016 / 2017 where applicable.



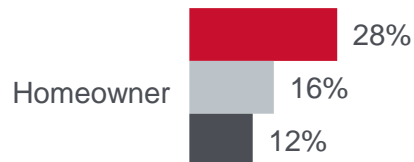
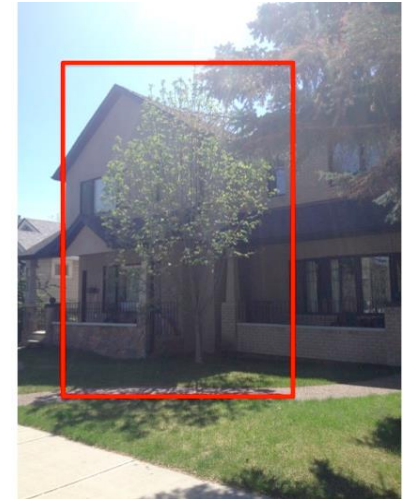
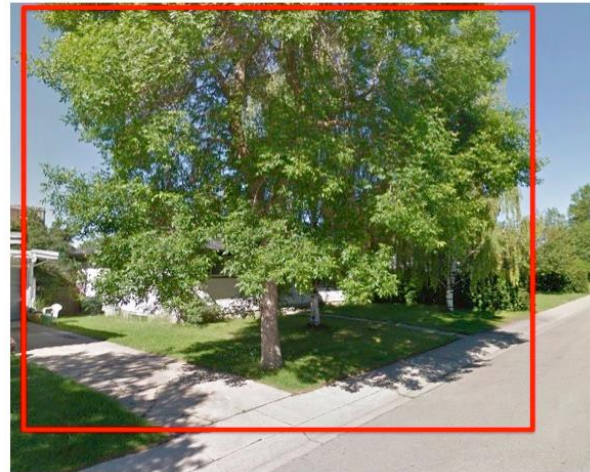
# Tree Care and Maintenance Knowledge



*\*Rounding*

Q3. Overall, how would you describe your own level of knowledge about how to properly care for trees?: (Base: All respondents n=378 / 759 / 833)

# Assigning Responsibility for Trees Based on Placement

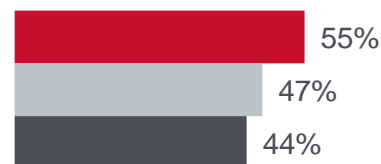


■ 2017    ■ 2016    ■ 2015

Q4. For each picture, please tell us who you believe is responsible for maintaining and caring for the tree.: (Base: All respondents, n=378 / 759 / 833)

"Other" was provided as an option in 2015.

# Assigning Responsibility for Trees Based on Placement (continued)



■ 2017 ■ 2016 ■ 2015

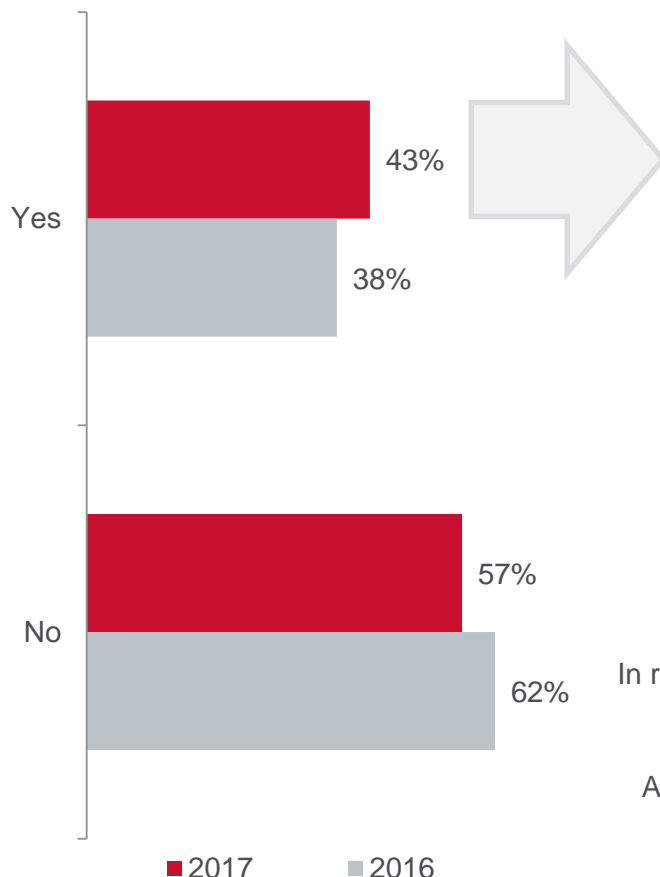
Q4. For each picture, please tell us who you believe is responsible for maintaining and caring for the tree.: (Base: All respondents, n=378 / 759 / 833)

*"Other" was provided as an option in 2015.*

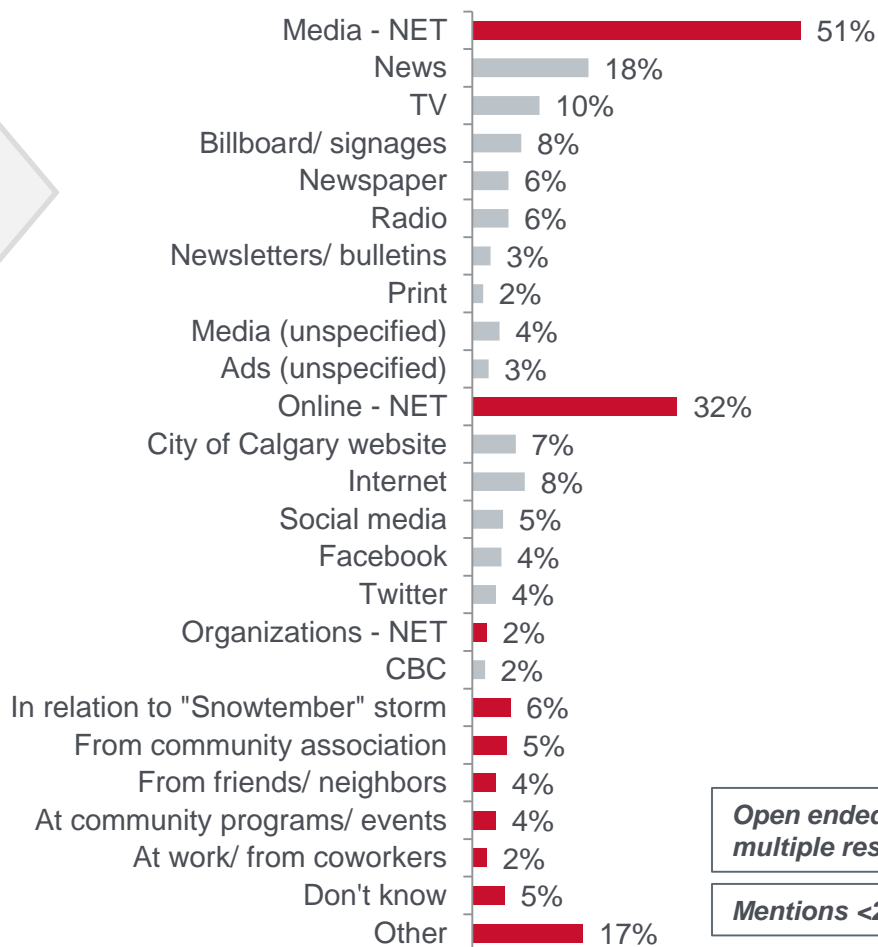


# ReTree YYC Program Awareness

Awareness of ReTree YYC



Where you heard about ReTree YYC (2017)



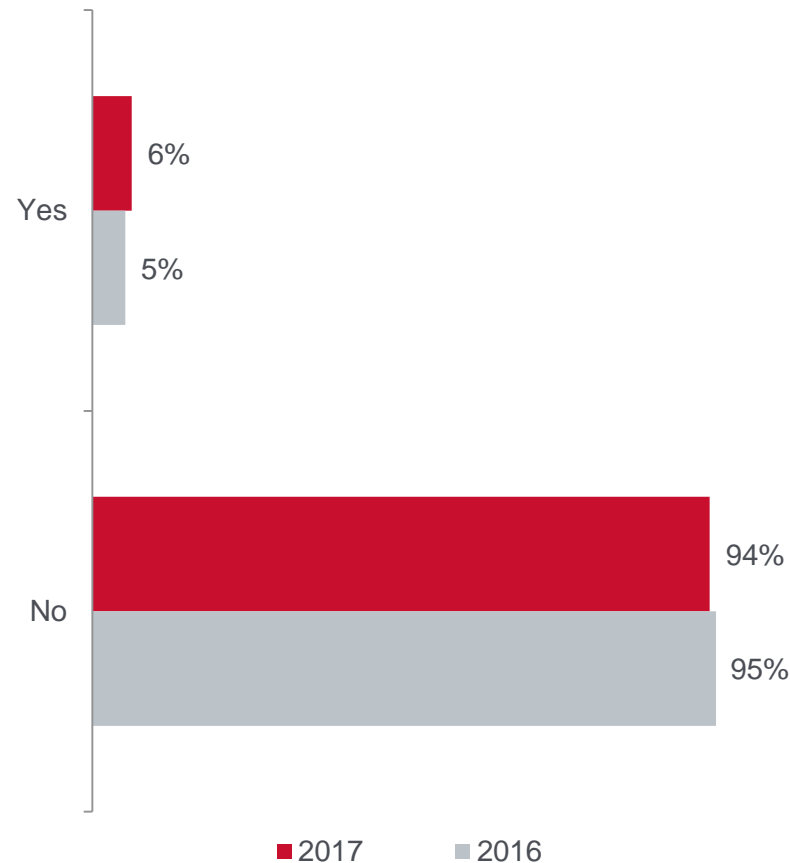
*Open ended question:  
multiple responses.*

*Mentions <2% not shown.*

Q5. The ReTree YYC program is a recovery and restoration initiative to help Calgary's trees and urban forest flourish. Before today, had you heard of this program by name?: (Base: All respondents, n=759 / 833)

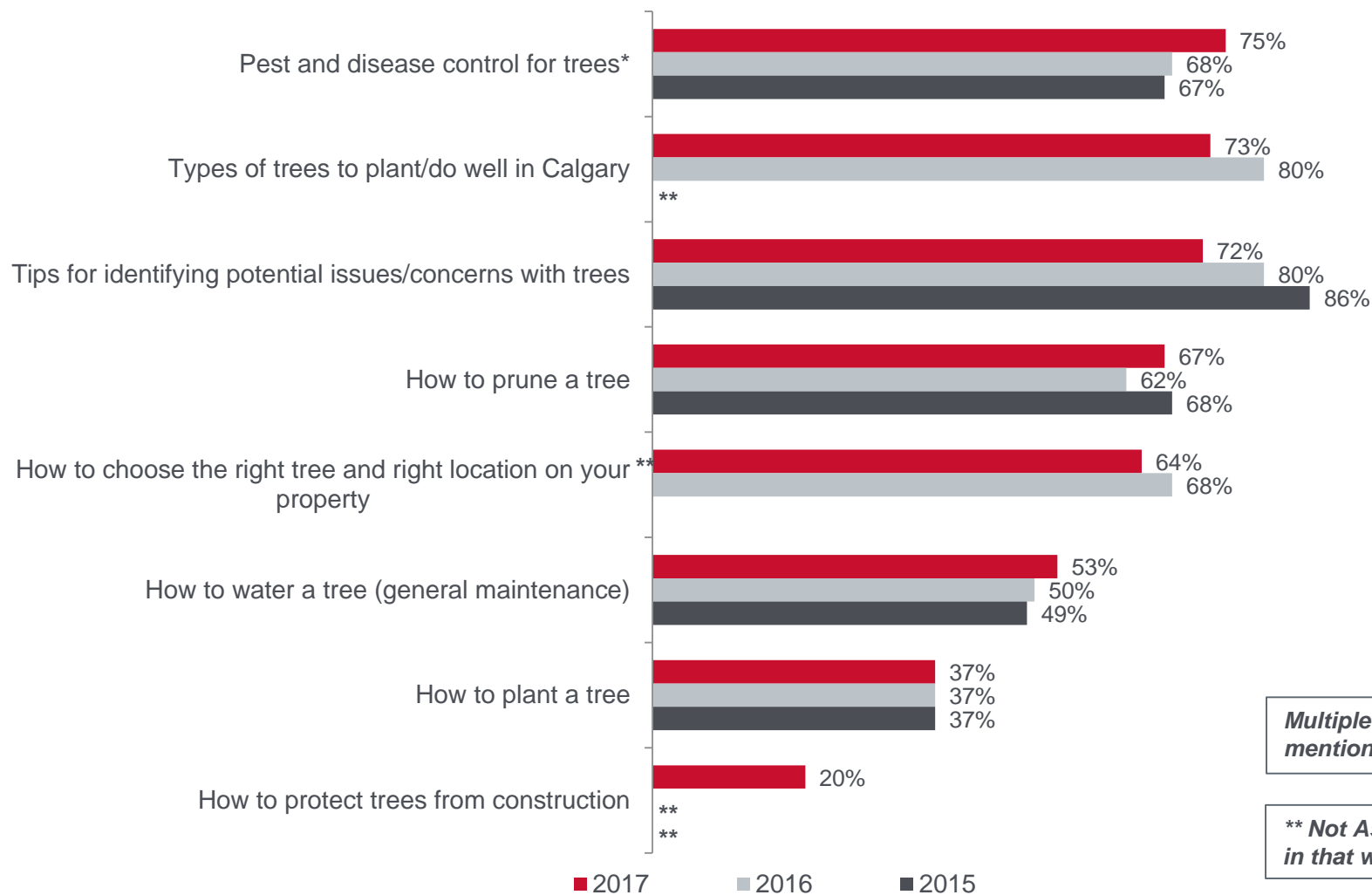
Q6. Where did you hear about ReTree YYC?: (Base: Heard of ReTree YYC Program, n=358)

## ReTree YYC Event Attendance



Q7. Have you ever attended a ReTree YYC event in Calgary, such as the ReTree Fair, ReTree Booth at community events including Lilac Fest, Heritage Park, etc.. or ReTree Community Education Nights?: (Base: All respondents, n=759 / 833)

# Useful Information Related to Tree Care and Maintenance



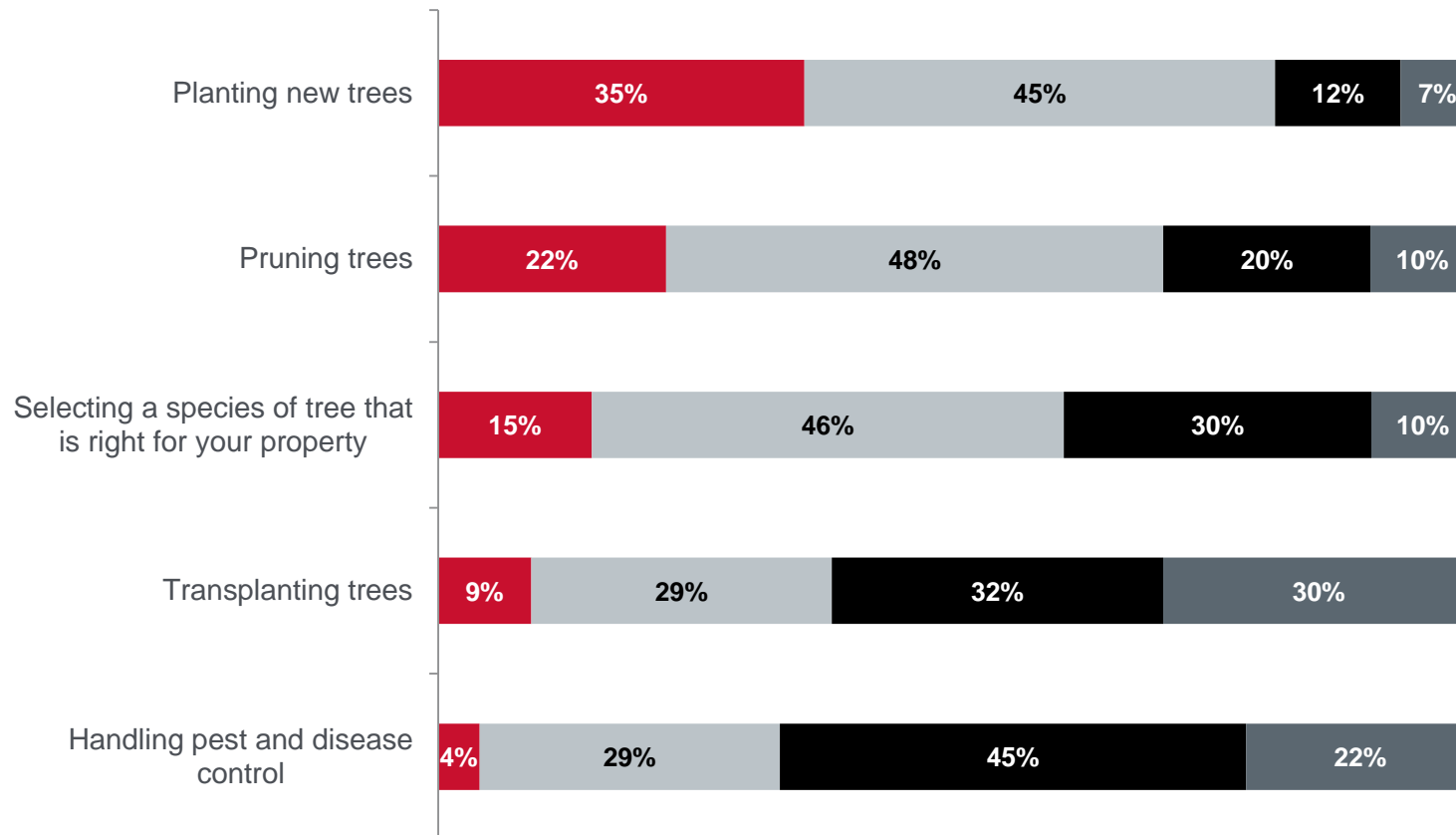
\* Note that question wording changed in 2017 to include 'disease control'.

Q. Please select the type of information related to tree care and maintenance that would be useful to you and your household?:  
(Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)



# Comfort Level With Tree Maintenance and Care

■ Very comfortable ■ Somewhat comfortable ■ Somewhat uncomfortable ■ Very uncomfortable

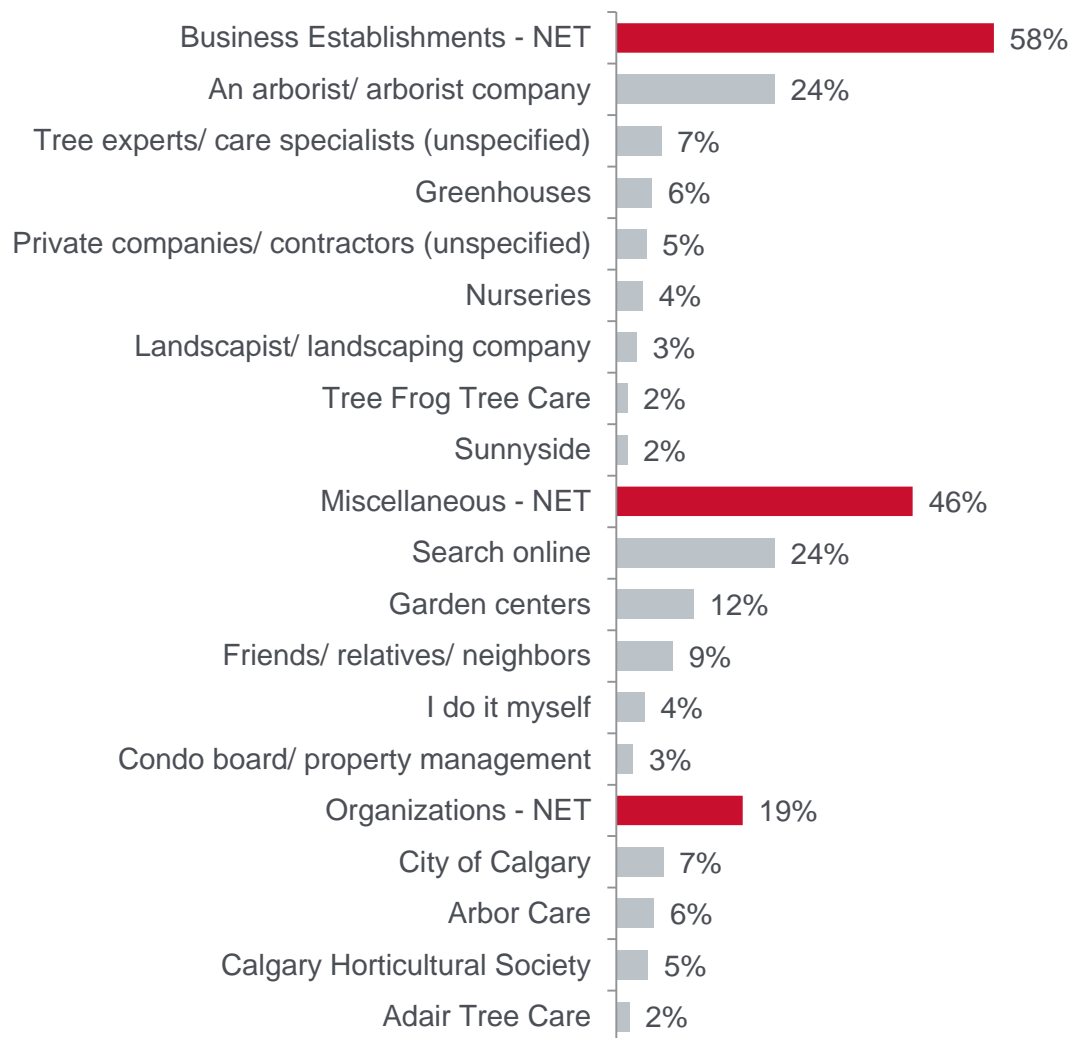


% Comfortable	
2017	2016
80%	78%
70%	69%
60%*	59%
38%	37%
34%*	31%

Q9. When caring and maintaining trees on your property, how comfortable are you, or is someone in your household with the following tasks?: (Base: Respondents who maintain trees, n=759 / 548)

*\*Rounding*

## Sources of Assistance



21% of respondents who are “somewhat or very uncomfortable” caring for and maintaining trees on their property, report:

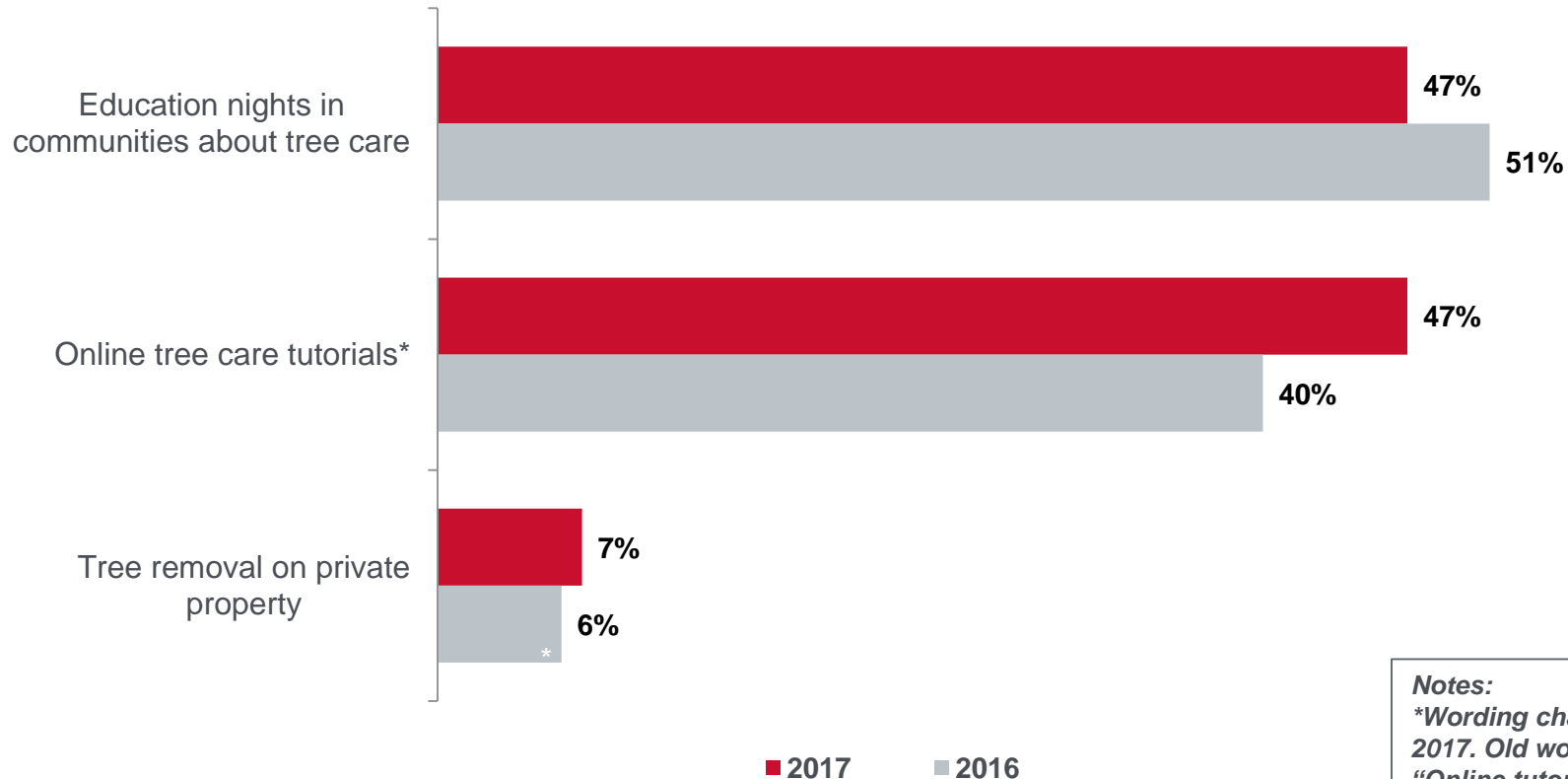
“I have never had issues with trees on my property.”

*Open ended question:  
multiple responses.*

*Mentions <2% not shown.*

Q10. Who, or what organizations do you turn to for assistance with trees on your property?: (Base: “Somewhat or very uncomfortable” who did not say ‘I have never had issues with trees on my property’ at Q9, n=344)

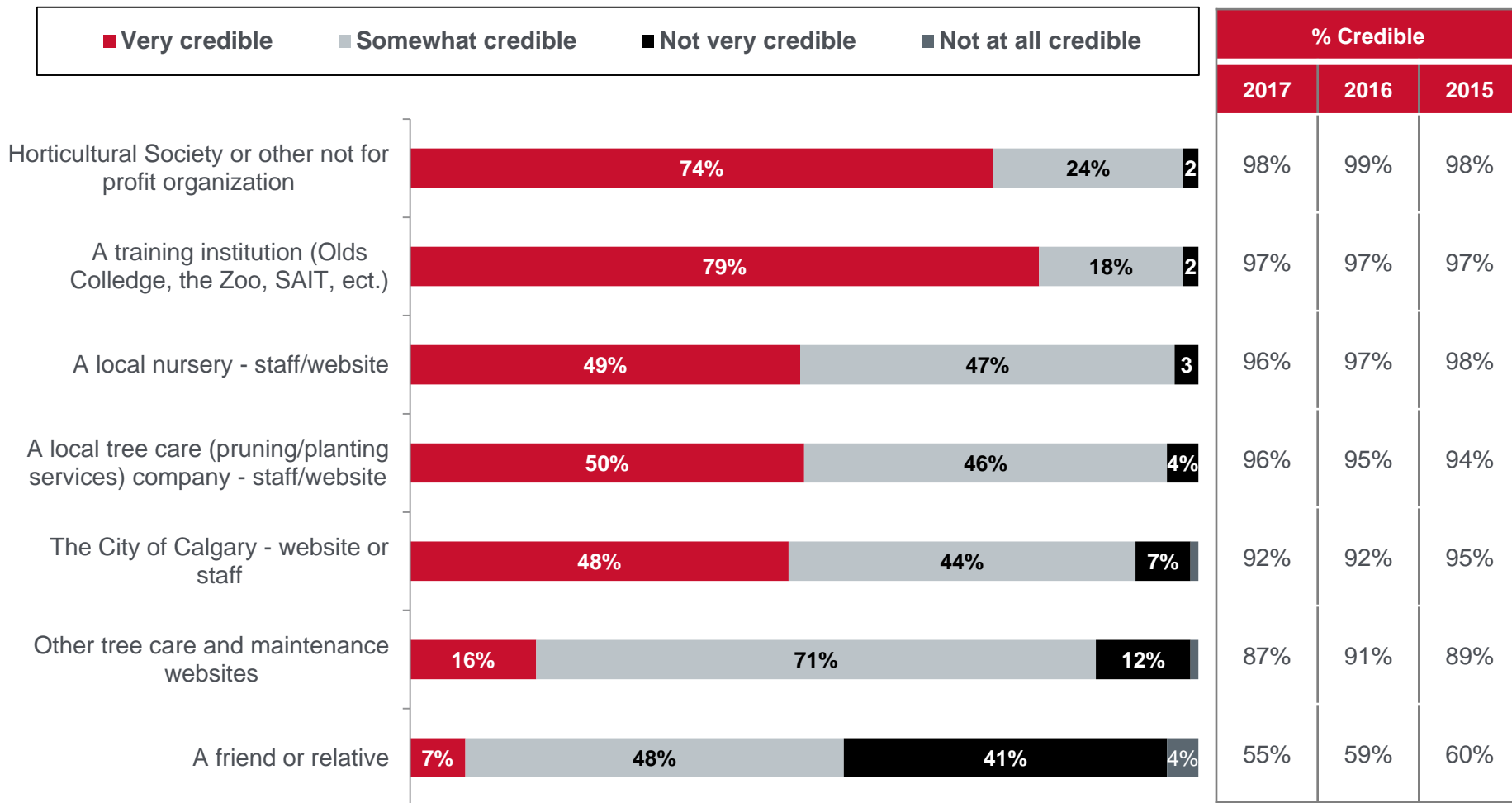
# Awareness of City Provided Services



**Notes:**  
*\*Wording changed in 2017. Old wording: "Online tutorials".*

Q11. To the best of your knowledge, does The City of Calgary provide...?: (Base: All respondents, n=759 / 833)

# Credible Sources of Information on Tree Care and Maintenance

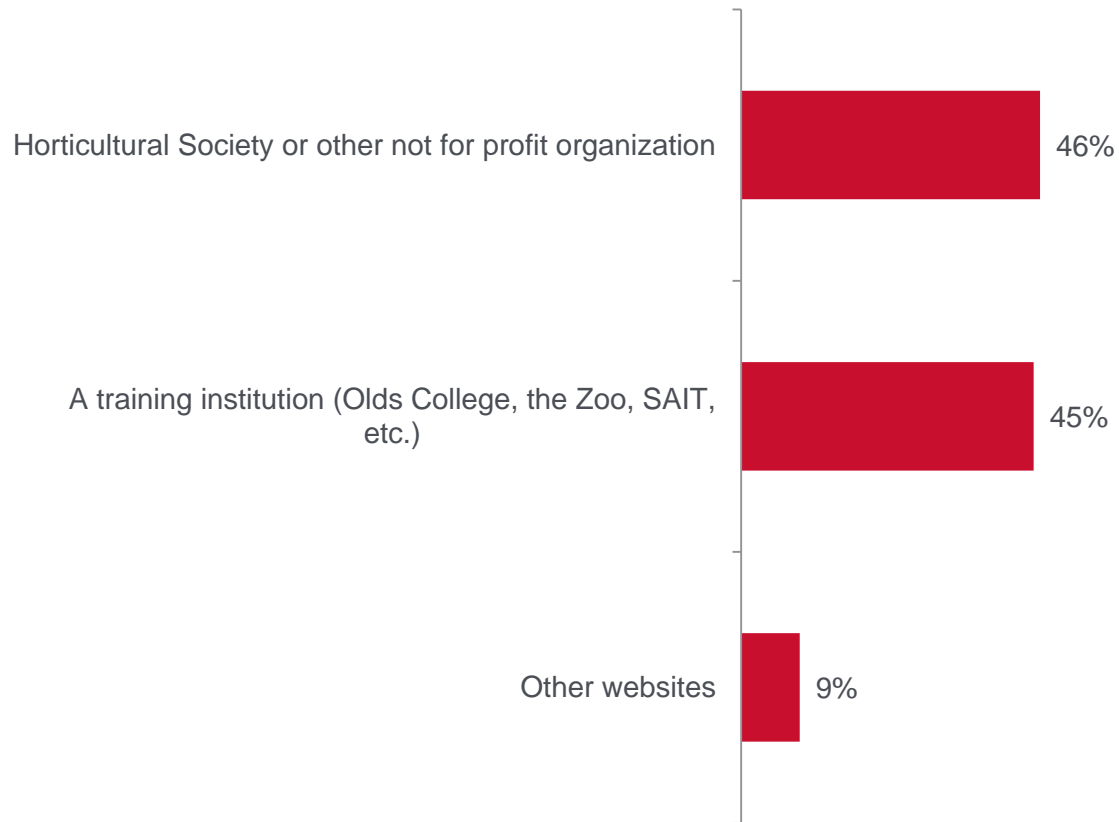


Q12. Using the scale provided, please rate the overall credibility of each source of information about tree care and maintenance.:  
(Base: All respondents, n=378 / 759 / 833)

*\*Rounding*

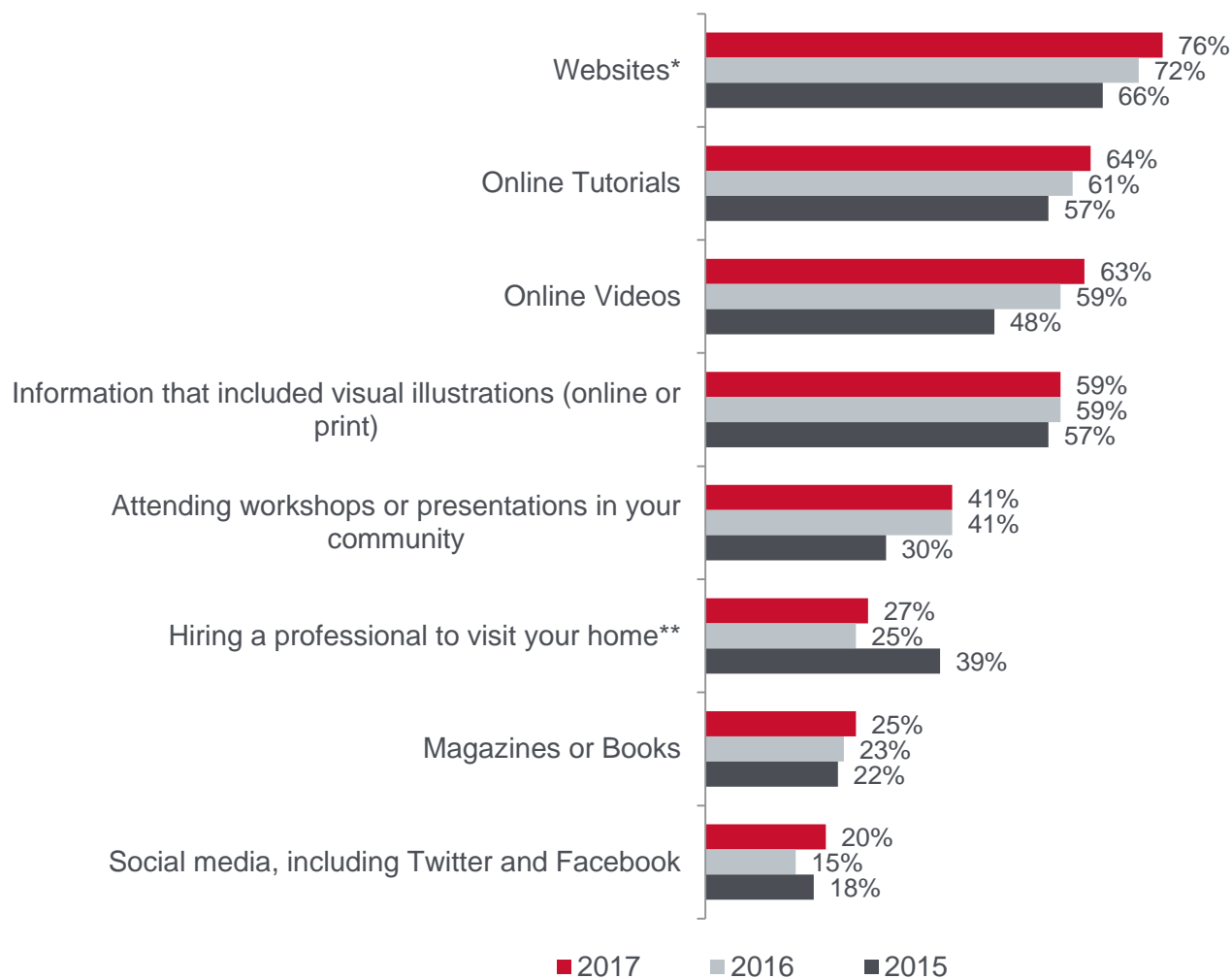


# Trusted Sources of Information on Tree Care and Knowledge



Q13. Of the following, please select the one source that you trust most for information about tree care and maintenance.: (Base: Respondents who rated as credible a training institution, a not for profit association or other websites, n=829)

# Popular Methods of Gaining Tree Information and Knowledge



**Notes:**

*\*Wording changed in 2017. Old wording: "Online websites".*

*\*\* Wording changed in 2016. Old wording: "In-person visits by an arborist to your home"*

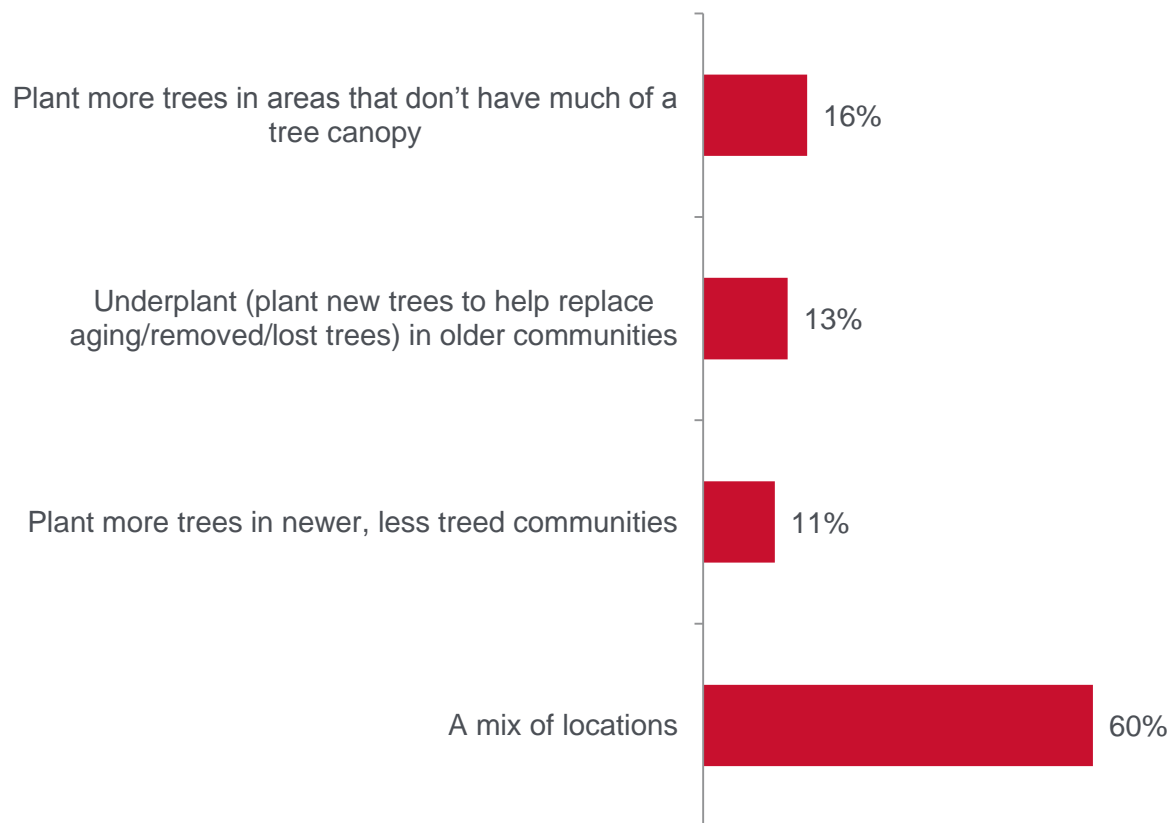
*Multiple mentions.*

Q14. Please select all of the different ways that you would be interested in learning more about tree care and maintenance.: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)



## **Program Alignment: Respondent Opinions on Tree Planting**

# Top Priority for The City of Calgary's Planting Efforts

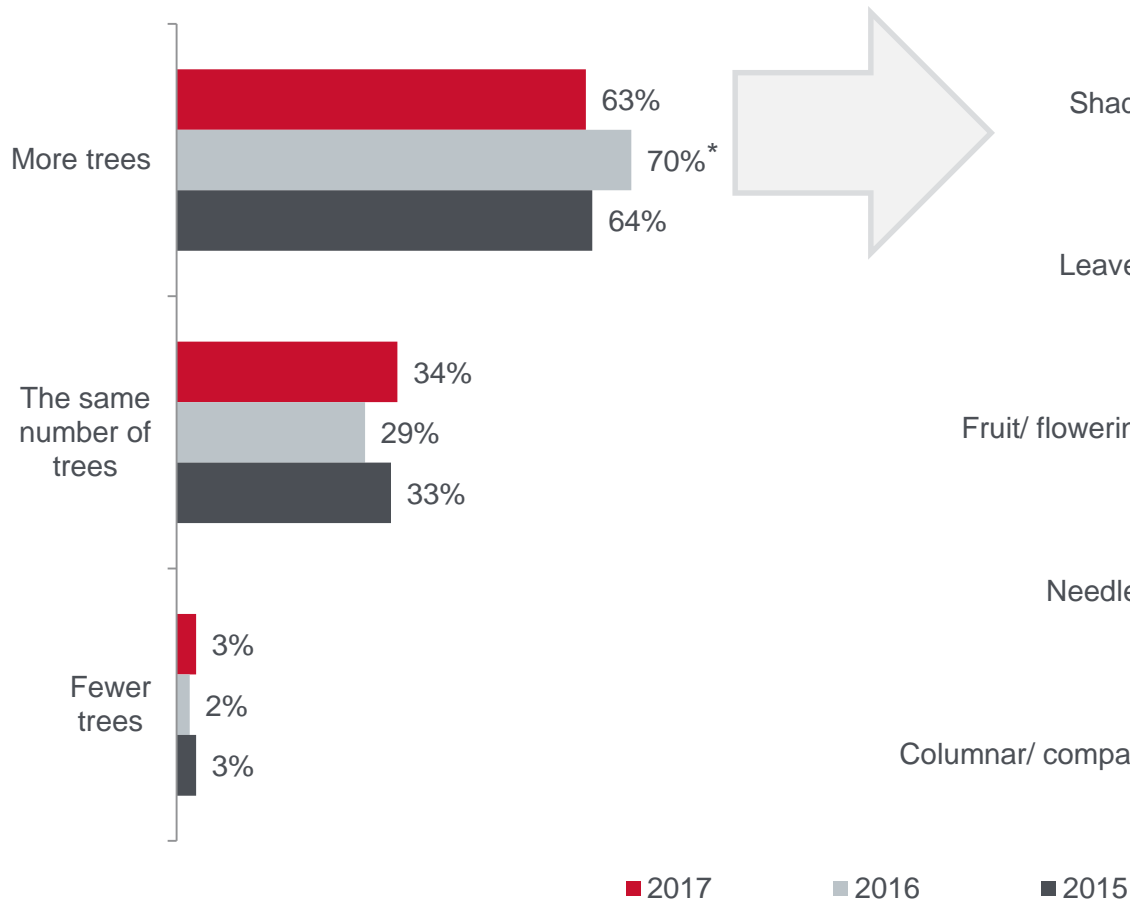


Q15. In your view, which of the following do you see as the top priority for The City of Calgary when it comes to its planting efforts moving forward?(Base: All respondents n=833)

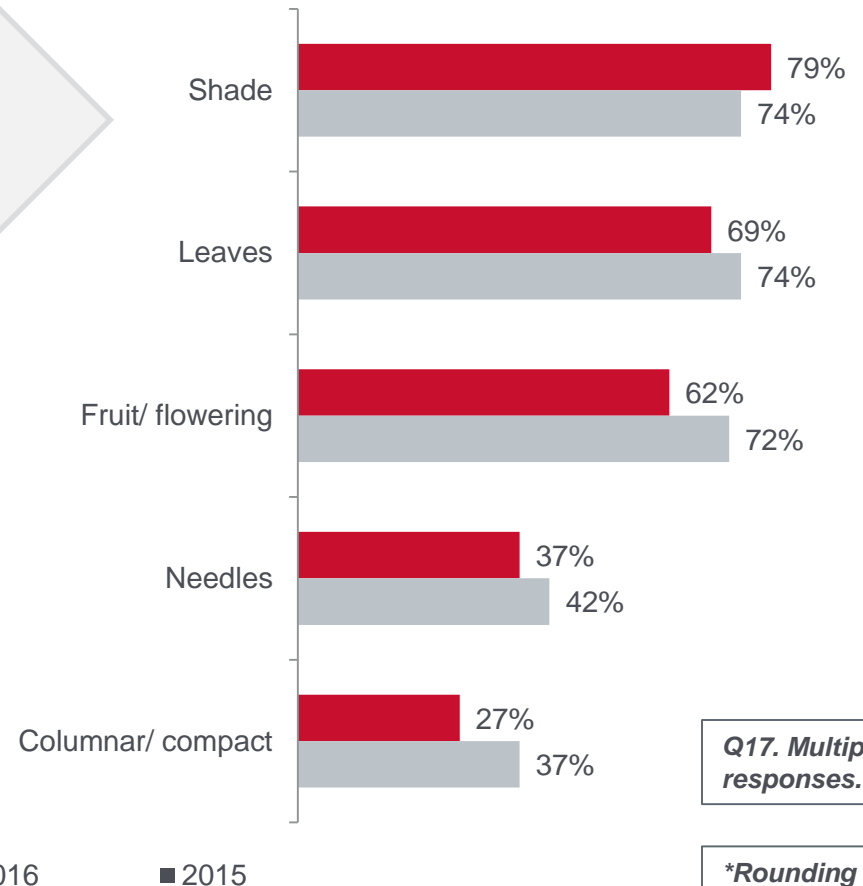


# Tree Preferences

Desired Number of Trees



Preferred Types of Trees



**Q17. Multiple responses.**

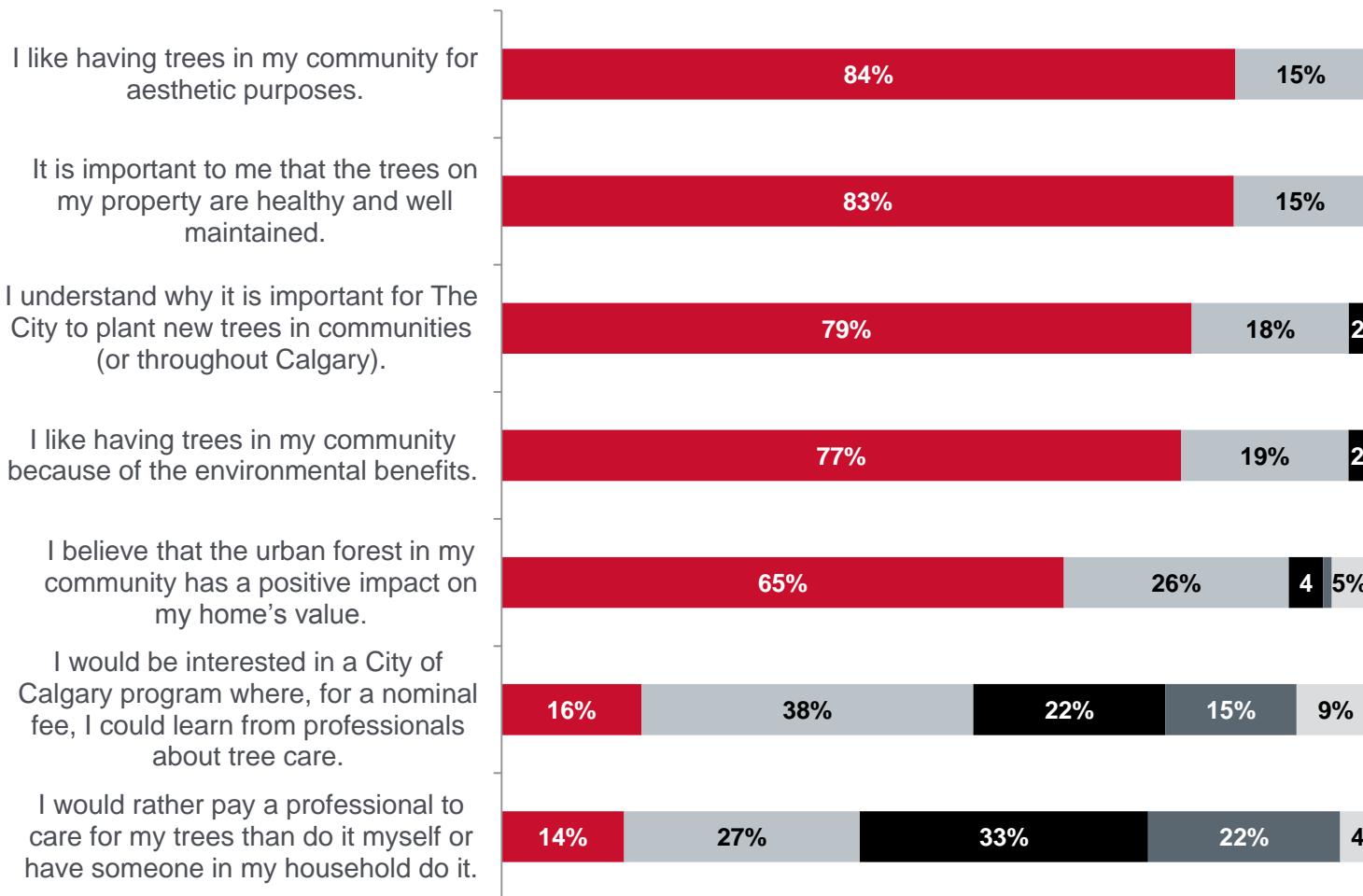
**\*Rounding**

Q16. In general, do you want to see more, less or the same number of trees in your community?: (Base: All respondents, n=378 / 759 / 833)

Q17. What types of additional trees would you like to see planted in your community?: (Base: More trees, n=530 / 528)

# Level of Agreement

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Don't know



% Agree	
2017	2016
99%	98%
98%	98%
97%	97%
97%*	97%
91%	95%
54%	Not asked in 2016
41%	41%

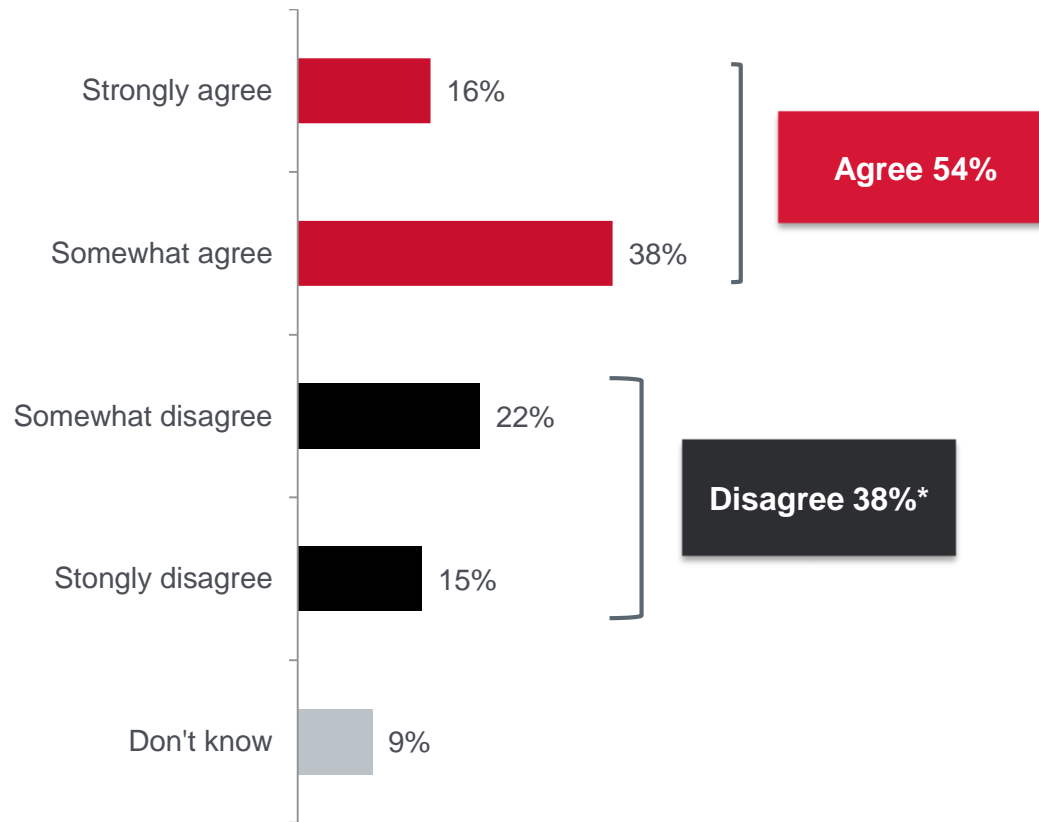
Q18. Based on your personal views about Calgary's urban forest, do you agree or disagree with each of the following statements.:  
(Base: All respondents, n=759 / 833)

\*Rounding



## Interest in City of Calgary Program on Tree Care

## Interest in a City of Calgary Program on Tree Care

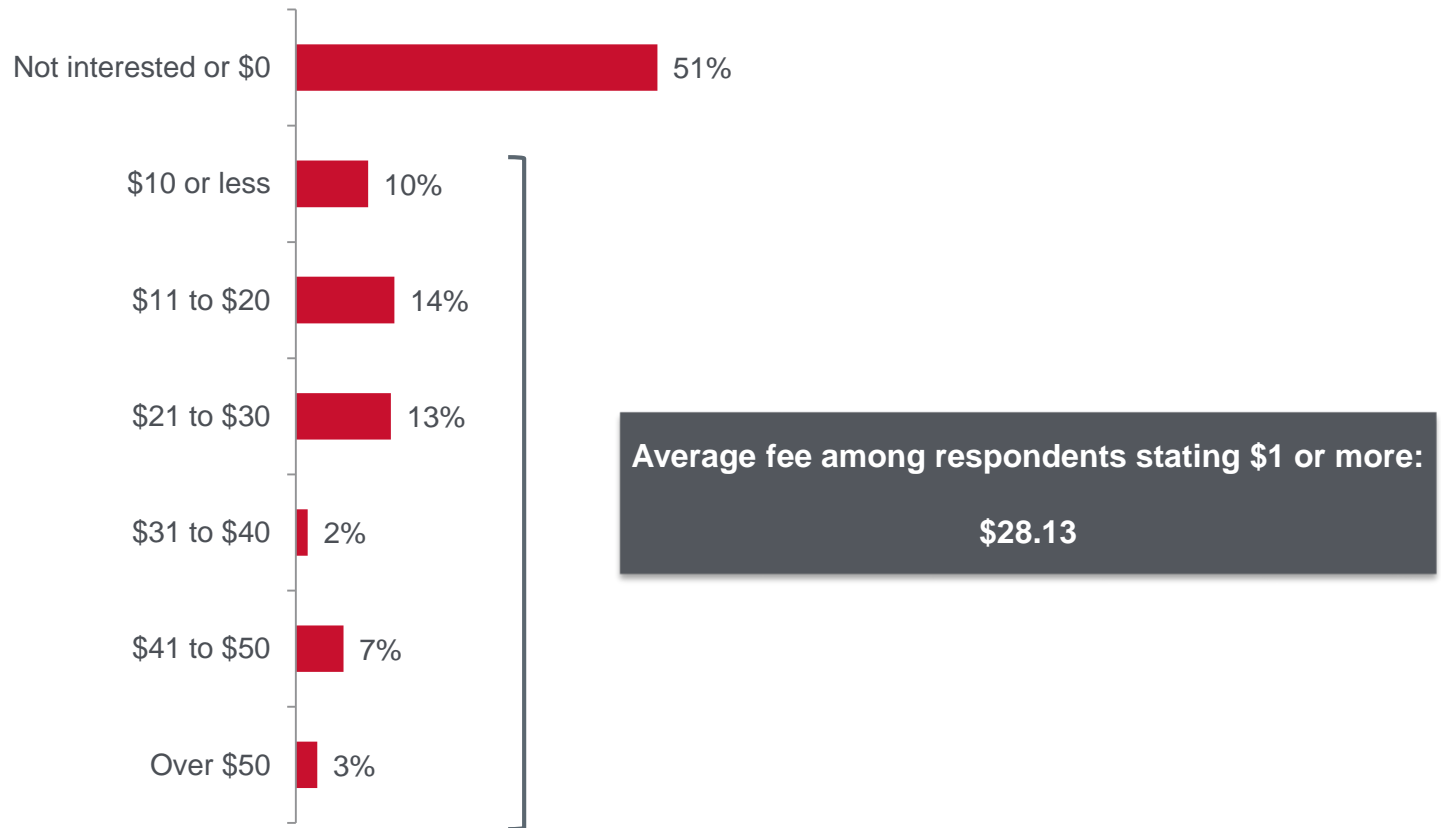


*\*Rounding*

Q18. Based on your personal views about Calgary's urban forest, do you agree or disagree with each of the following statements... I would be interested in a City of Calgary program where, for a nominal fee, I could learn from professionals about tree care.: (Base: All respondents n=833)

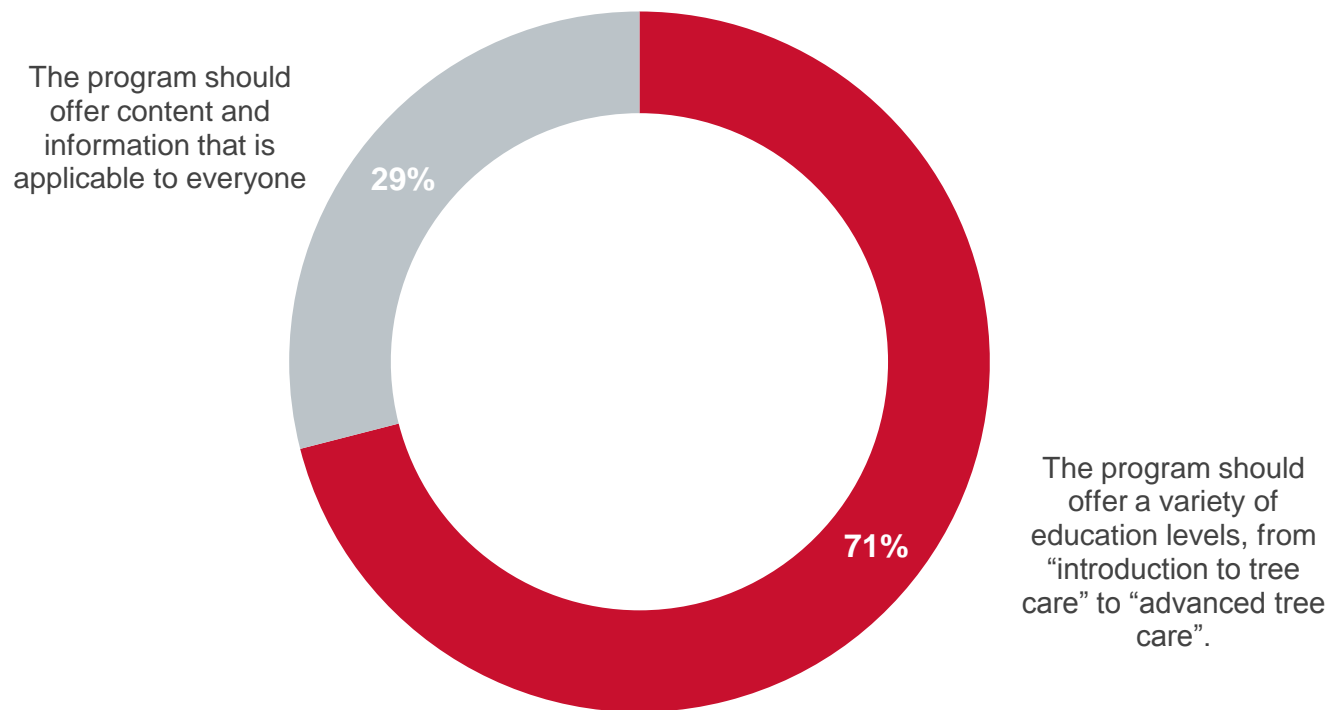


## Acceptable Fee for City of Calgary Program



19. What do you think is an acceptable fee for a City of Calgary program where you could learn about tree care from professionals?:  
(Base: All respondents n=833)

## Types of Education Opportunities Program Should Offer

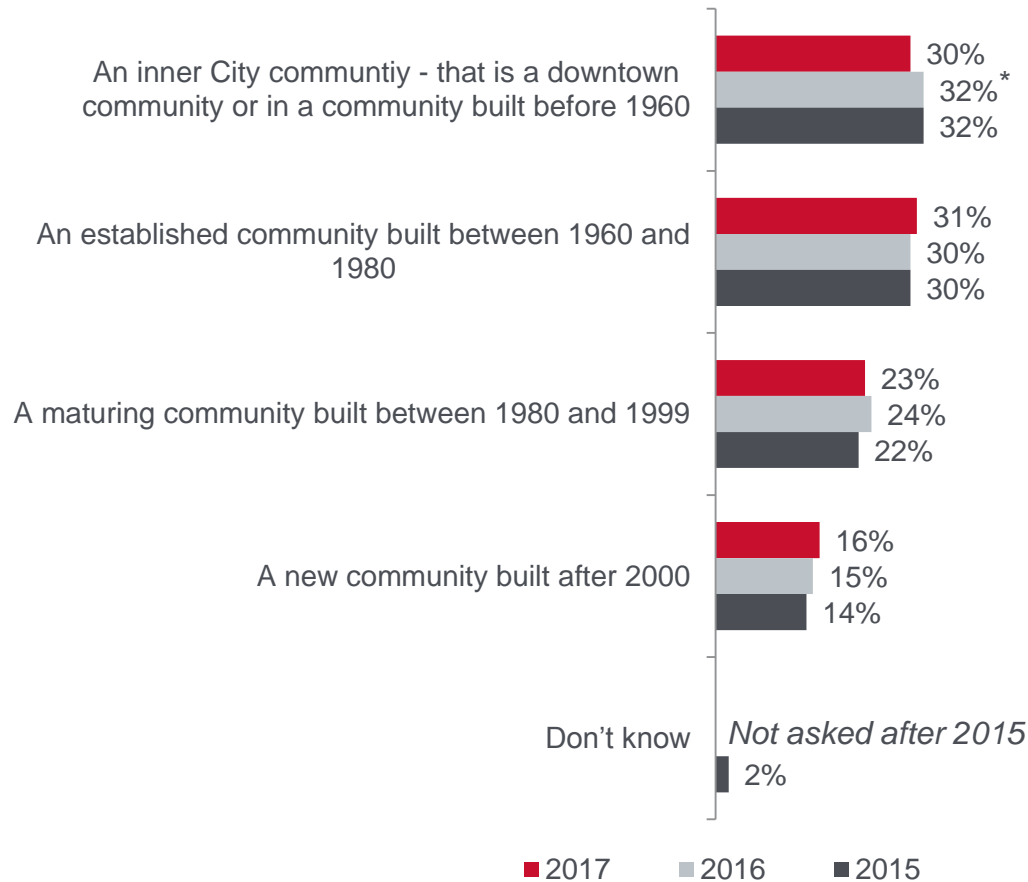


Q20. Which of the following best describes your view about the types of education opportunities that might be part of a City of Calgary tree care program? (Please select one response): (Base: Respondents who think \$1 or more is an acceptable fee for the program n=407)



## Respondent Neighborhood Demographics

# Community Type

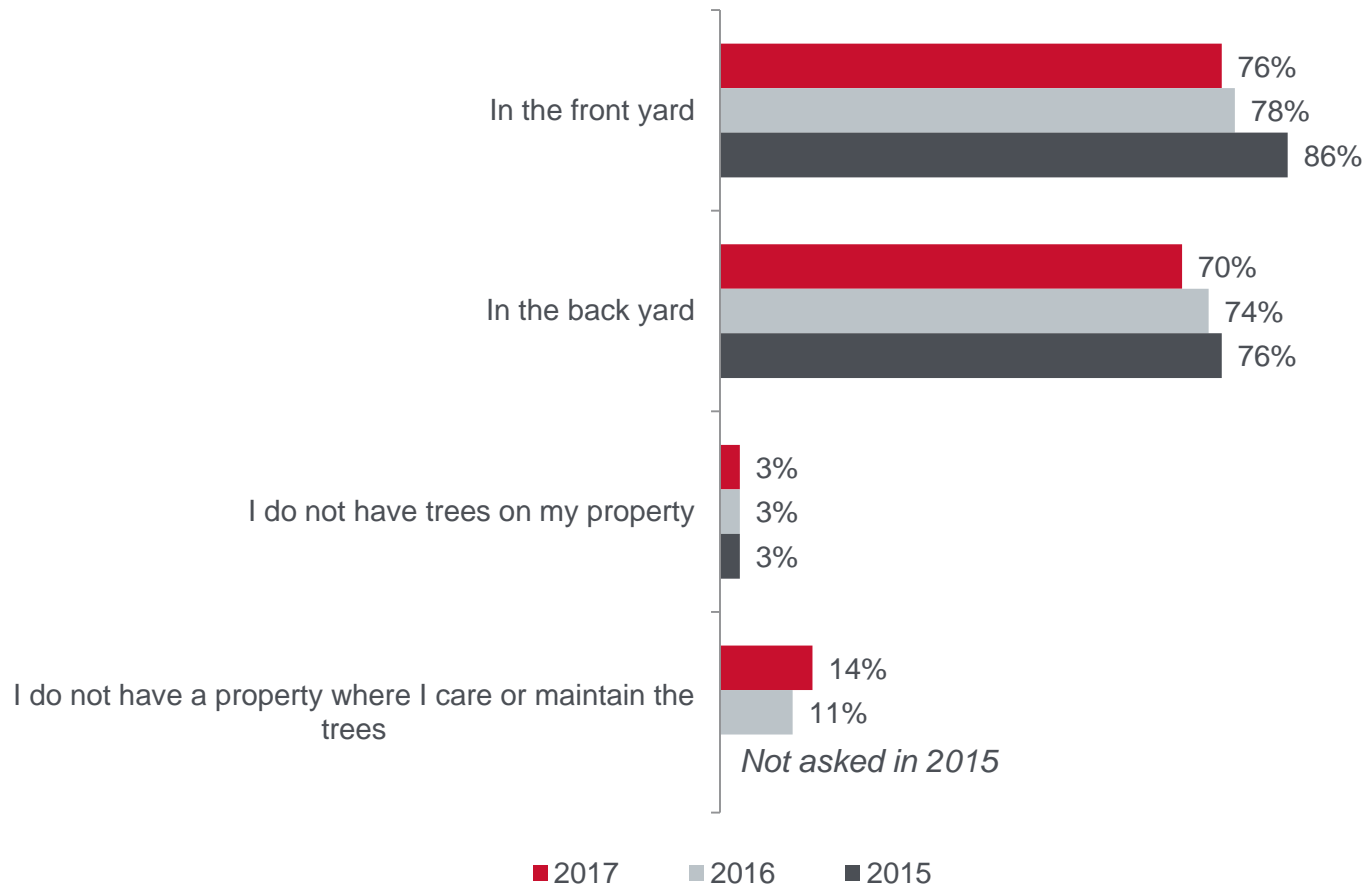


*\*Rounding*

Q22. How would you describe your community?: (Base: All respondents, n=378 / 759 / 833)



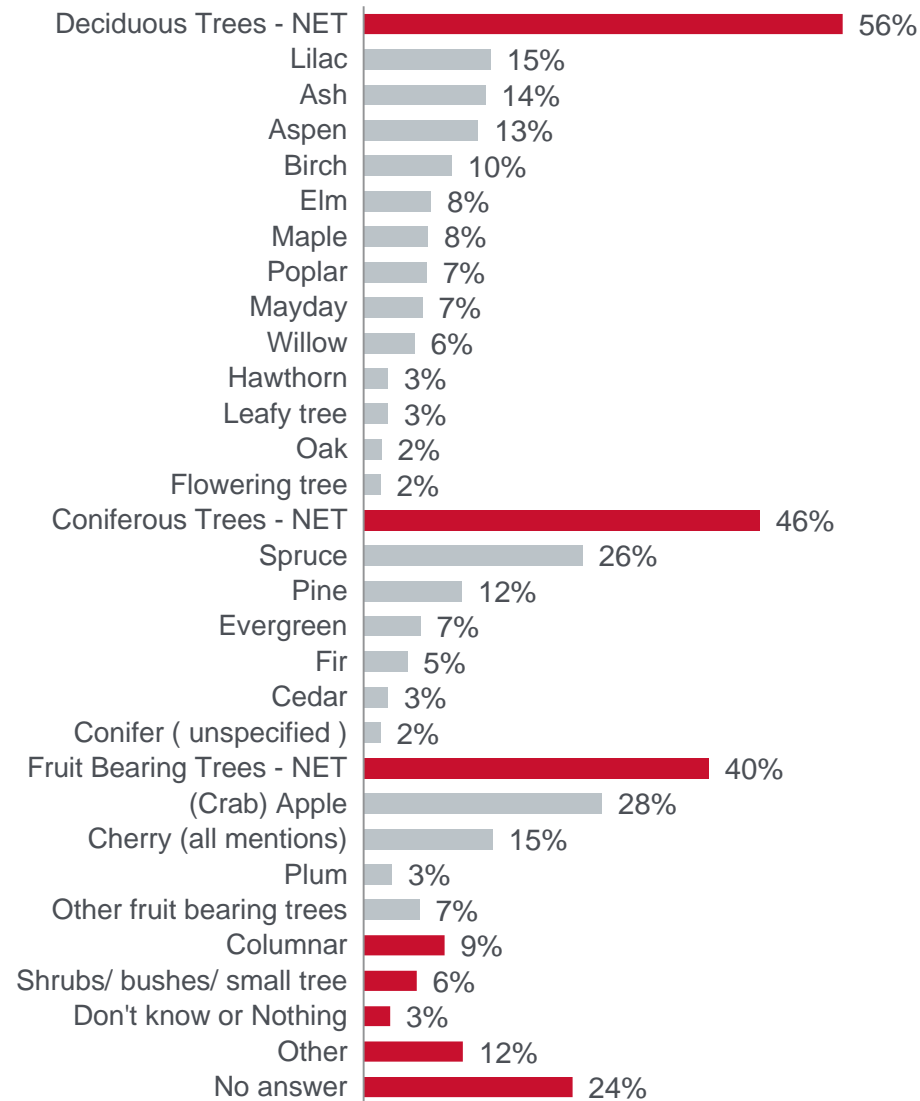
# Location of Trees on Property



**Multiple responses.**

Q23. Where do you have trees on your property?: (Base: All respondents, n= 378 / 759 / 833)

# Types of Trees on Property



*Open ended question:  
multiple responses.*

*Mentions <2% not shown.*

Q24. What type of tree(s) are on your property?: (Base: All respondents, n=833)



## Demographics



## Gender

	2017	2016
Male	42%	40%
Female	56%	58%
Prefer not to answer	2%	2%

## Age

	2017	2016
18 to 24	1%	3%
25 to 34	8%	9%
35 to 44	17%	22%
45 to 54	23%	27%
55 to 64	29%	25%
65 or more	22%	13%

## Education

	2017	2016
Completed high school or less	6%	6%
Some post secondary or college diploma	30%	28%
Completed university undergraduate or post-graduate degree	63%	64%
No response	2%	1%

## People in Household Including Respondent

	2017	2016
1	18%	17%
2	42%	41%
3	15%	17%
4	18%	18%
5	5%	6%
6 or more	1%	2%

## Income

	2017	2016
<\$30,000	6%	6%
\$30,000 to <\$45,000	5%	5%
\$45,000 to <\$60,000	9%	6%
\$60,000 to <\$75,000	6%	6%
\$75,000 to <\$90,000	9%	9%
\$90,000 to <\$105,000	7%	9%
\$105,000 to <\$120,000	6%	9%
\$120,000 or more	31%	31%
No response	20%	20%

*Note: Total may not sum to 100% due to rounding.*



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