2016 ReTree YYC Survey

Detailed Report: June 2016

Prepared for The City of Calgary by:

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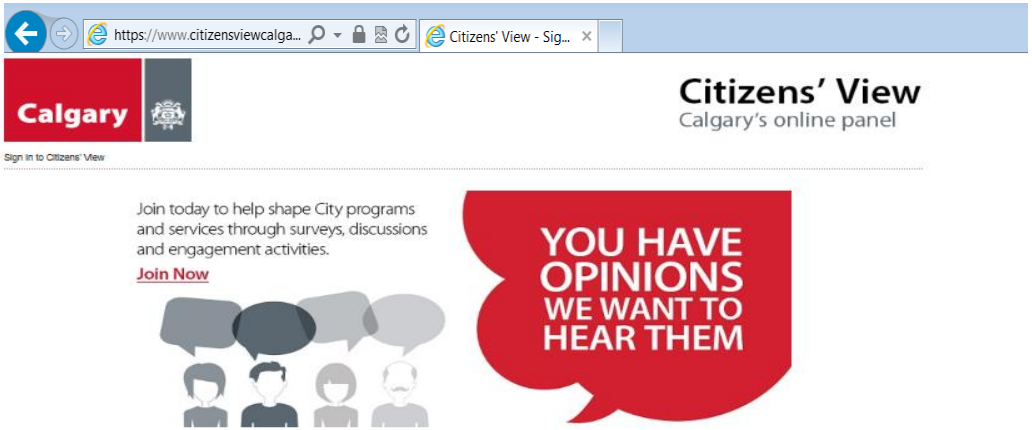
Methodology

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 June 13th to 2322 panelists and closed on June 21st, 2016.
- 759 panelists completed the survey and an additional 145 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 2015 ReTree YYC Survey is included where applicable. Please use caution when interpreting results, as the base sizes between the two waves have changed.
- **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

The 2016 ReTree YYC survey contains questions that were asked in the 2015 ReTree YYC survey.

It should be noted that although some questions were asked in both surveys, the *base sizes vary significantly between the two surveys, and making comparisons between the results should be done with extreme caution.*

- 2015 ReTree YYC Survey: n=378 respondents
- 2016 ReTree YYC Survey: n=759 respondents

It should also be noted that 162 members of the Citizens' View panel completed both the 2015 and 2016 surveys.

Of the respondents who completed both survey's, responses remained consistent overall, with the exception of recall about the impact of the 2014 snowstorm.

2014 Snowstorm Recall

2015 – Q3. Did the snowstorm damage trees on your property? 2016 – Q2. To the best of your recollection, did the snowstorm damage trees on your property?	2016 Base: respondents who answered the survey in both 2015 & 2016, n=162	2015 Base: respondents who answered the survey in both 2015 & 2016, n=162
Yes	44%	52%
No	49%	40%
I do not have trees on my property	7%	9%*

***Rounding**

Key Findings

Actions Taken To Address Damaged Trees

- The majority of respondents, in both 2015 and 2016 selected “someone in my household pruned the tree(s)” as the most popular action taken to address the issue of damaged tree(s) on their property.

- The second most popular action is “hired a private company to prune the tree(s).”

2015(Q4), 2016(Q3) – Which actions have you taken to address the issue of your damaged tree(s)? *Multiple responses.*	2016 Base: All 2016 respondents who reported having “damaged trees on property” n=387	2016 *Repeat Respondents* Base: respondents who answered “damaged trees on property” in the survey in both 2015 & 2016, n=71	2015 Base: respondents who answered “damaged trees on property” in the survey in both 2015 & 2016, n=84
Someone in my household pruned the tree(s)	57%	61%	58%
Hired a private company to prune the tree(s)	24%	17%	30%
The trees have recovered without any intervention	14%	14%	*Not asked in 2015*
Contacted The City of Calgary to find out more information	5%	7%	4%
Have not taken any actions yet	4%	4%	8%

Key Findings

Knowledgeability

Of the respondents who completed the 2016 ReTree YYC survey, in addition to the 2015 ReTree YYC survey, the level of knowledge about how to properly care for trees remained steady.

❖ Of the 162 respondents who completed both surveys:

- In the 2015 survey 62% report feeling knowledgeable about how to properly care for trees.
- In the 2016 survey 60% report feeling knowledgeable about how to properly care for trees.

❖ In the 2016 ReTree YYC survey **66% of all respondents report feeling knowledgeable about how to properly care for trees.**

ReTree YYC Program Awareness

Of the respondents who completed the 2016 ReTree YYC survey, in addition to the 2015 ReTree YYC survey, the level of awareness about the ReTree YYC program increased.

❖ Of the 162 respondents who completed both surveys:

- In the 2015 survey 30% had heard of the ReTree YYC program by name.
- In the 2016 survey 52% had heard of the ReTree YYC program by name.

❖ In the 2016 ReTree YYC survey, **less than half (38%) of all respondents recall hearing of the program by name.**

- *When removing the respondents who previously completed this survey question in 2015 and report remembering the program name (84 respondents),* ***awareness of the program name for respondents who have not previously seen this survey is closer to one-quarter of respondents (27%).***

Key Findings

Types of Information

When selecting the type of information related to tree care and maintenance that would be most useful, respondents top choices are:

- (80%) Types of trees to plant/ that do well in Calgary
- (80%) Tips for identifying potential issues/ concerns with trees
- (68%) How to choose the right tree and right location on your property

Credible and Trusted Sources of Information About Tree Care and Maintenance

Respondents reported the Horticultural Society or other not for profit organization (99%) as the **most credible** source of information about tree care and maintenance, closely followed by a training institute (97%) and local nursery (97%).

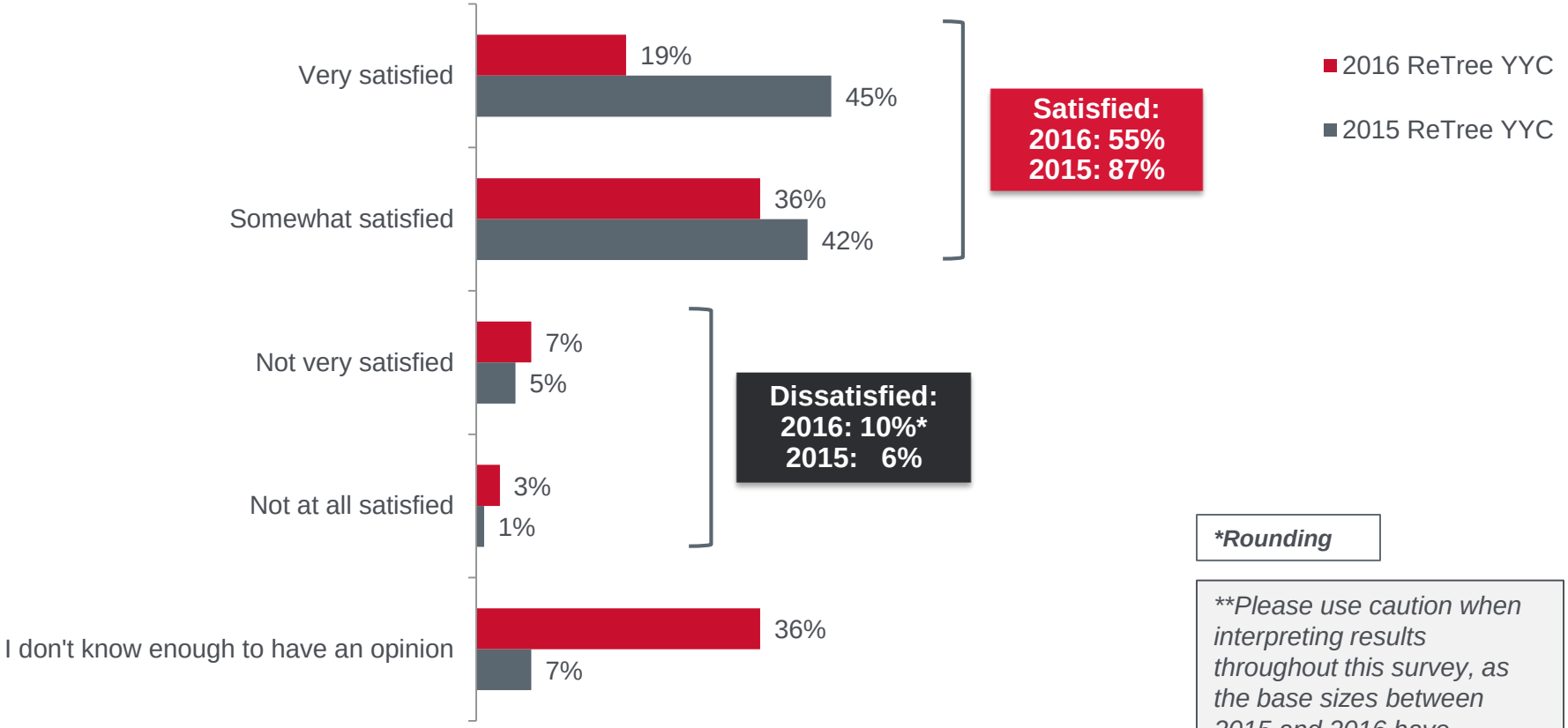
When asked what respondents consider to be the **most trusted** source of information the results remained very closely tied to credibility:

Most trusted: Horticultural Society or other not for profit organization ranked first (25%)
Second most trusted: A local tree (pruning/planting services) company, staff/website and a training institute (22%)
Third most trusted: A training institute (Olds Colledge, the Zoo, SAIT, etc.) (20%)

2016 ReTree YYC Survey Results

Storm Recovery Satisfaction and Actions

Satisfaction with City's Overall Response to September Storm

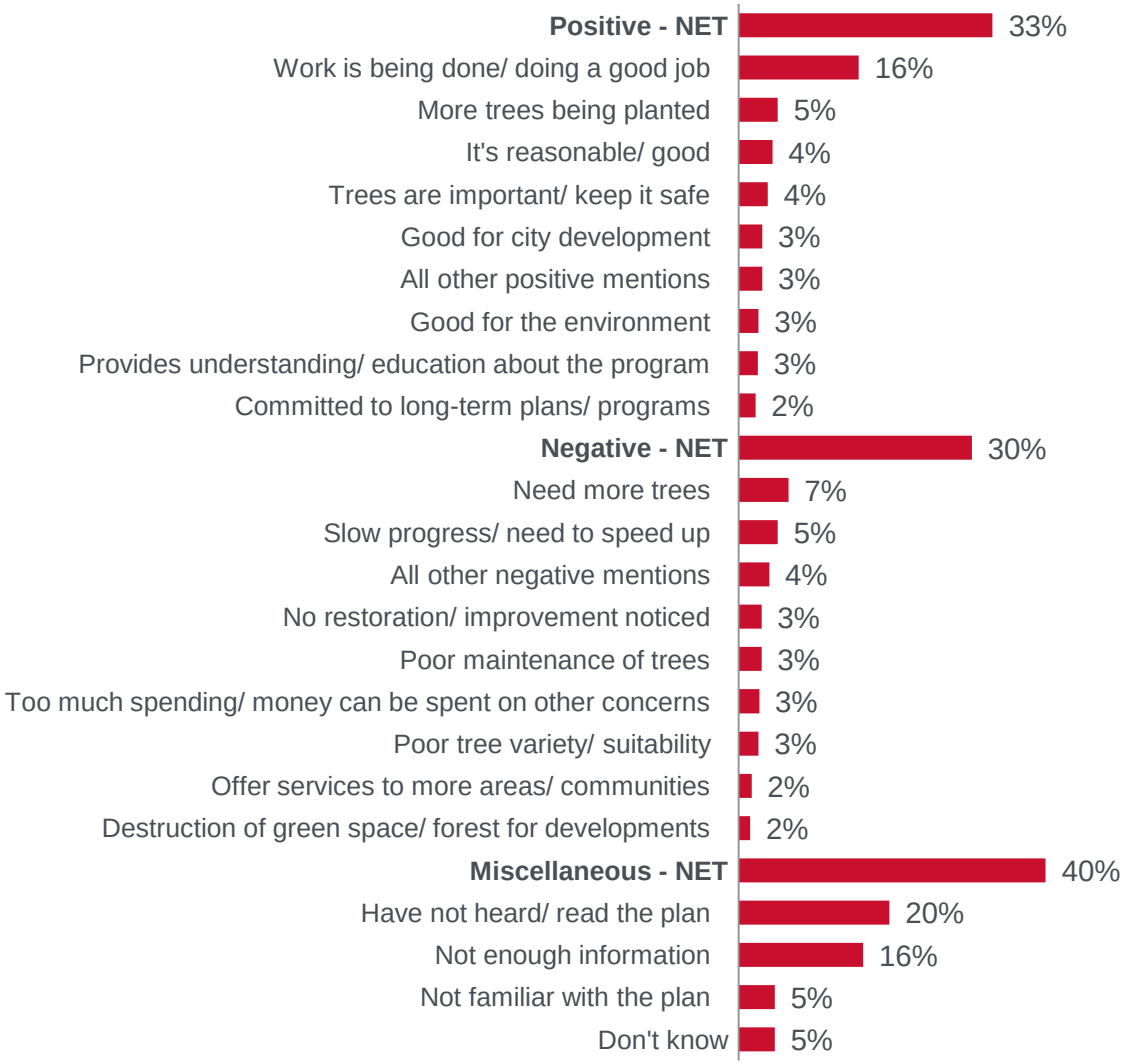


***Rounding**

***Please use caution when interpreting results throughout this survey, as the base sizes between 2015 and 2016 have changed.*

Q1. In September 2014, Calgary received a record amount of snow, in total 28.2 cms between September 8th and 10th, causing extensive damage to over 1.5 million trees. Based on what you know and what you may have read, seen, or heard, how satisfied are you with…?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Reasons Why Satisfied or Not Satisfied With City Response

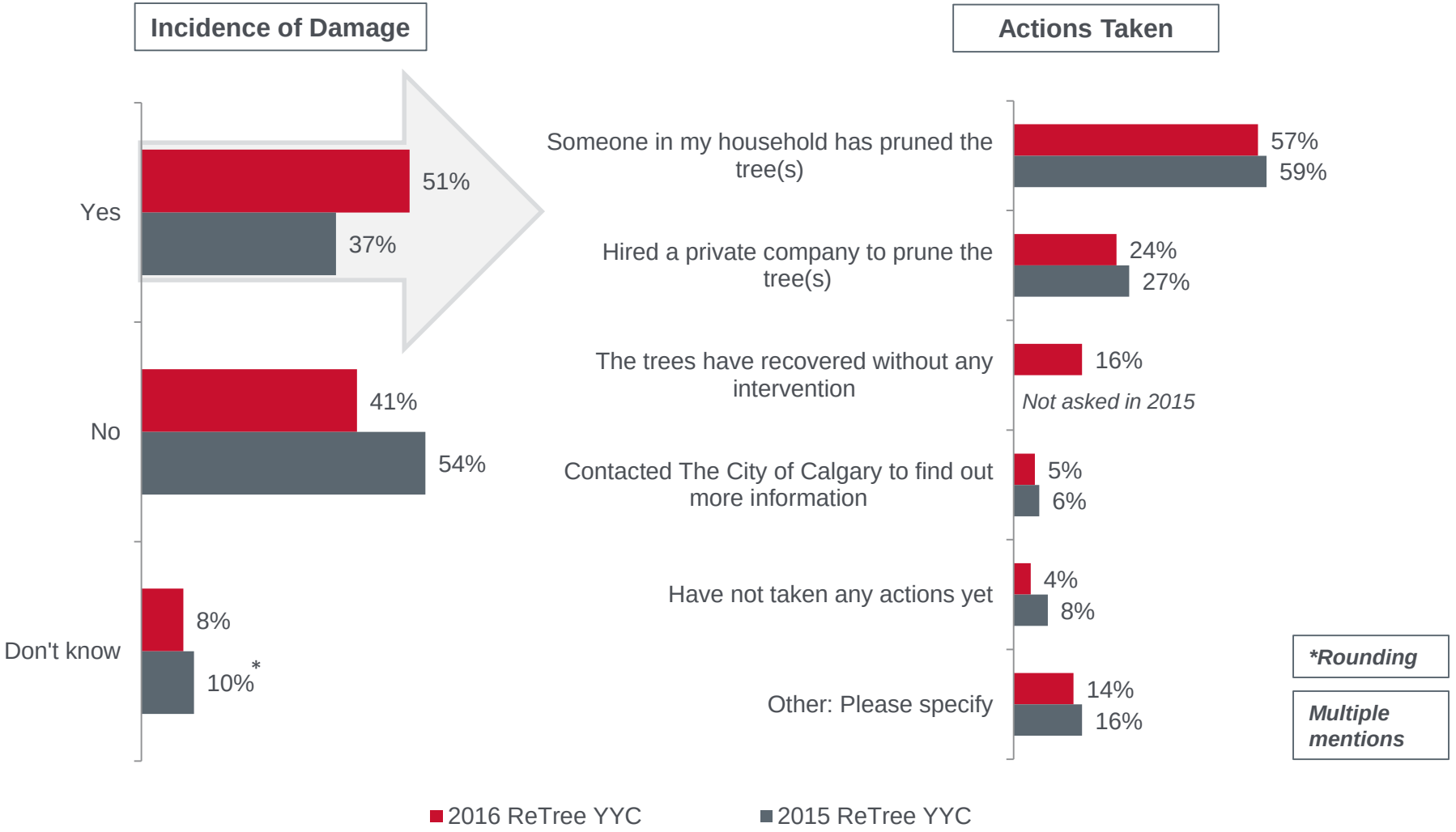


Open ended question: multiple responses.

Mentions <2% not shown.

Q1b. Please tell us the reasons for your response to Q1: (Base: All respondents, n=759)

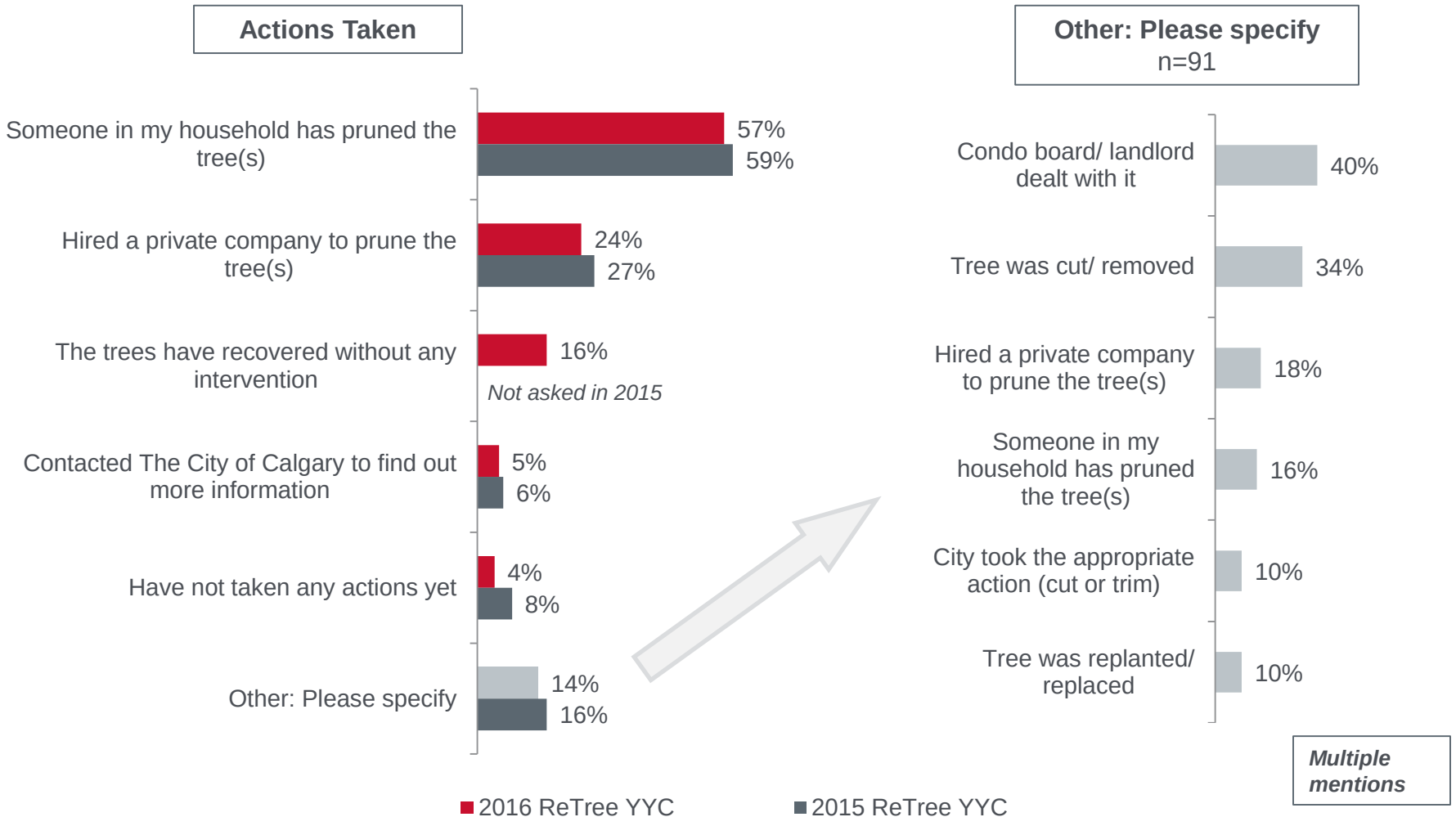
Incidence of Damage and Actions Taken



Q2. To the best of your recollection, did the snowstorm damage trees on your property?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Q3. Which actions have you taken to address the issue of your damaged tree(s)?: (Base: Damaged trees on property, 2016 n=387; Valid respondents, 2015 n=378)

Actions Taken



Q3. Which actions have you taken to address the issue of your damaged tree(s)?: (Base: Damaged trees on property, 2016 n=387; Valid respondents, 2015 n=378)

Actions Taken in the Past Two Years

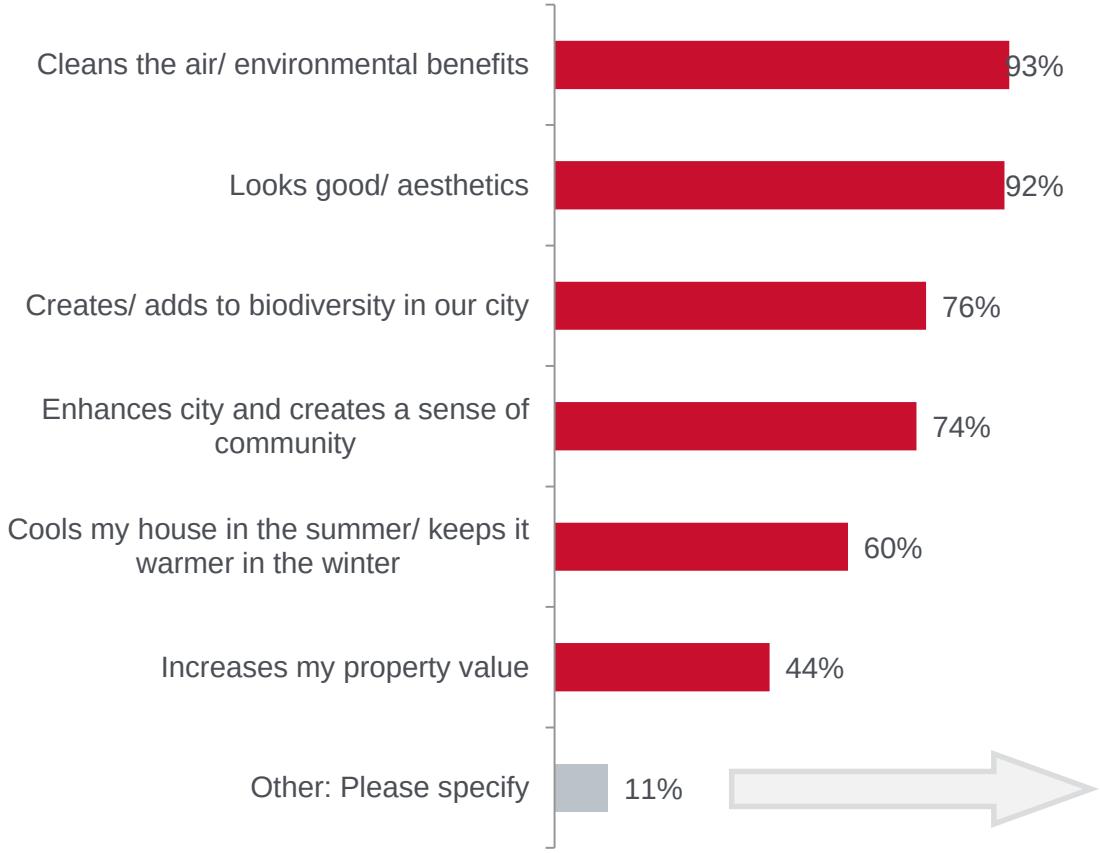
Multiple mentions

Please note: ***"Preserved trees on your property"*** *was added after 359 respondents already completed this question.* ***Presented are the total final results.***

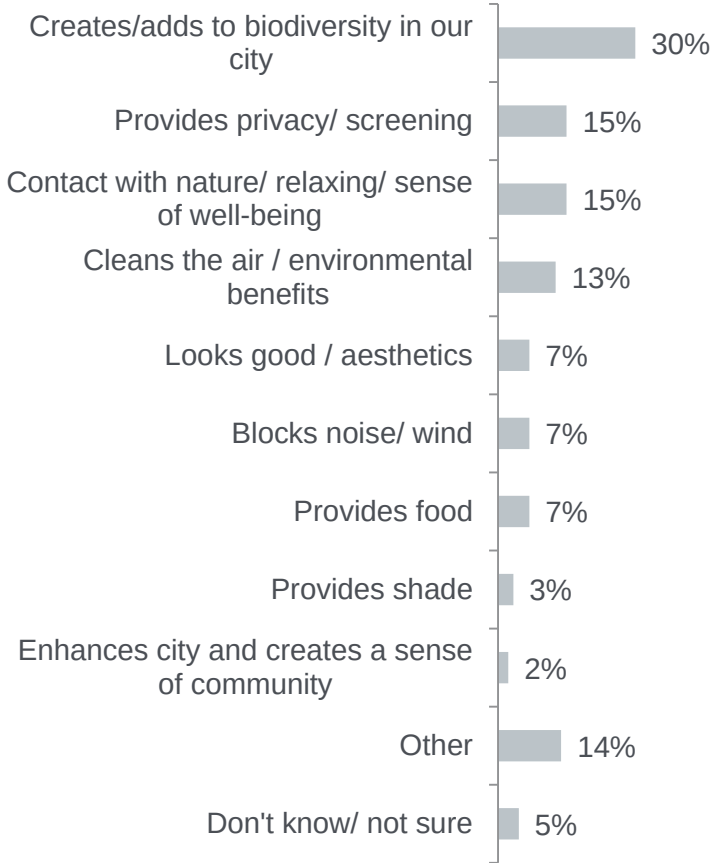
Q4. In the past two years, have you…?: (Base: Total asked, n=759)

Importance of Trees in Calgary

Importance of Trees



Other: Please specify
n=103

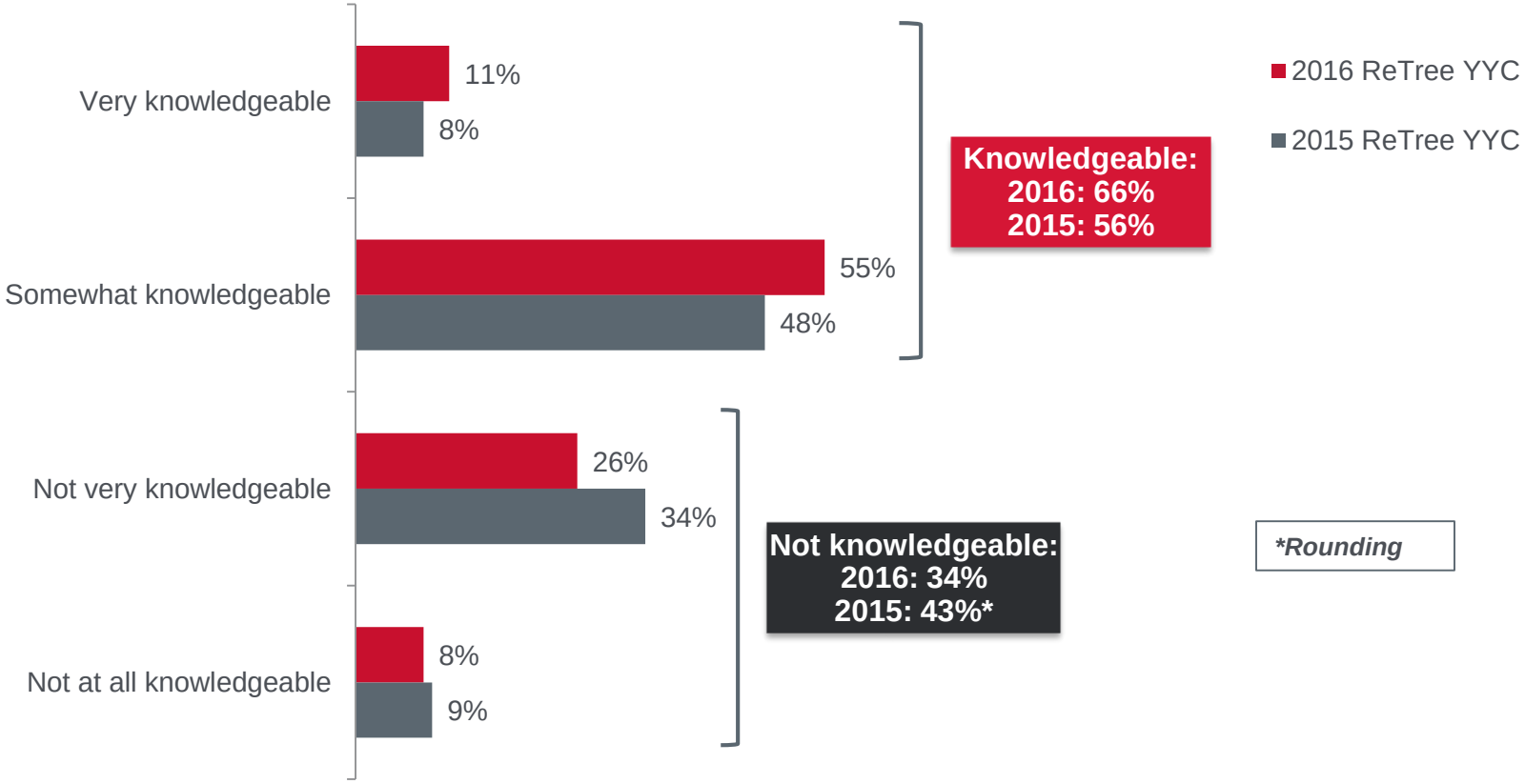


Multiple mentions

Q4b. In your view, why is it important to have trees in Calgary?: (Base: All respondents, n=759)

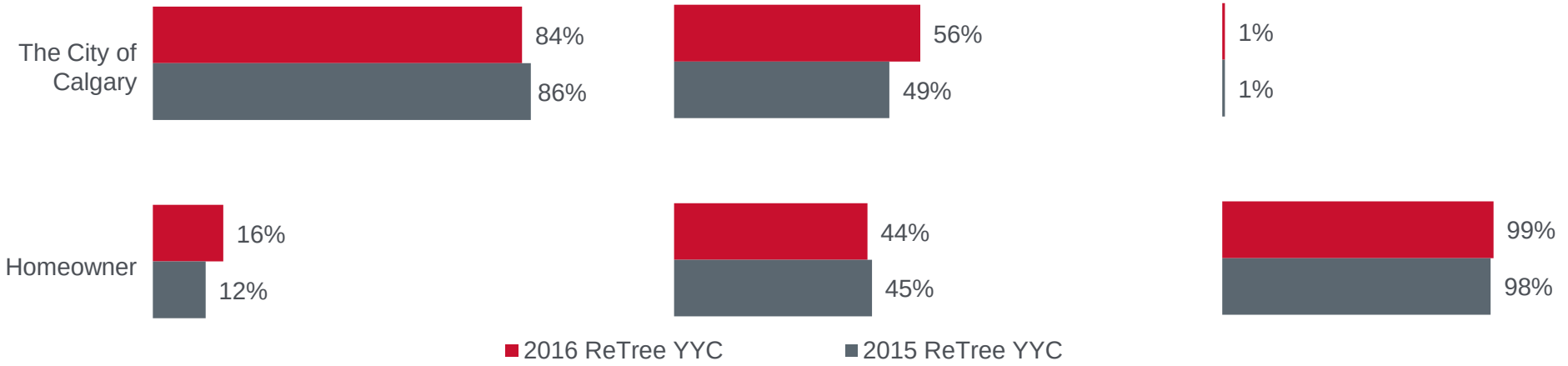
Tree Knowledge and Views on Community Trees

Tree Care and Maintenance Knowledge



Q5. Overall, how would you describe your own level of knowledge about how to property care for trees?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

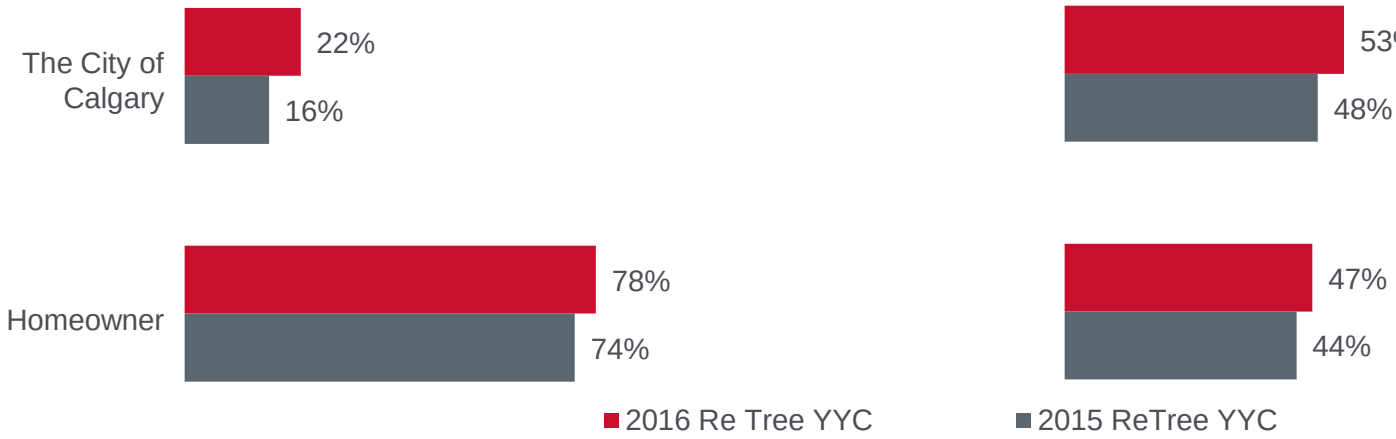
Assigning Responsibility for Trees Based on Placement



Q6. For each picture, please tell us who you believe is responsible for maintaining and caring for the tree.: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

"Other" was provided as an option in wave 1.

Assigning Responsibility for Trees Based on Placement (continued)

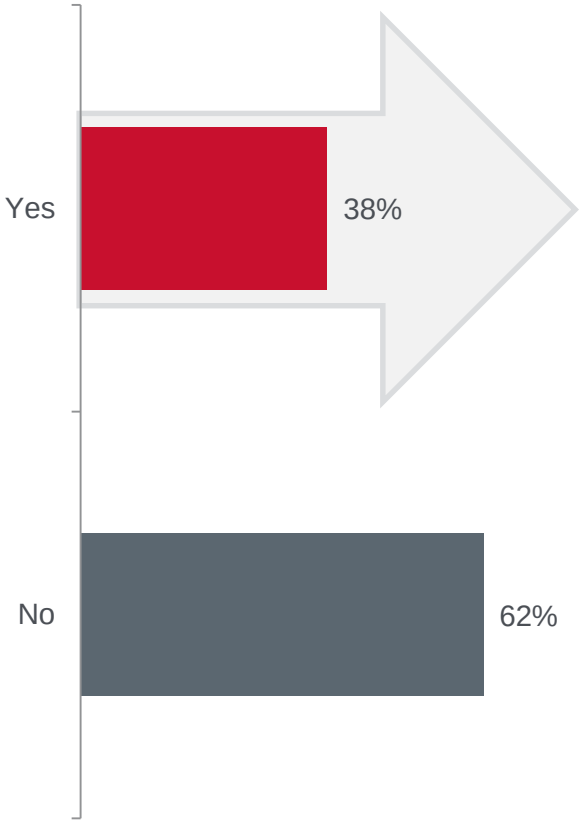


Q6. For each picture, please tell us who you believe is responsible for maintaining and caring for the tree.: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

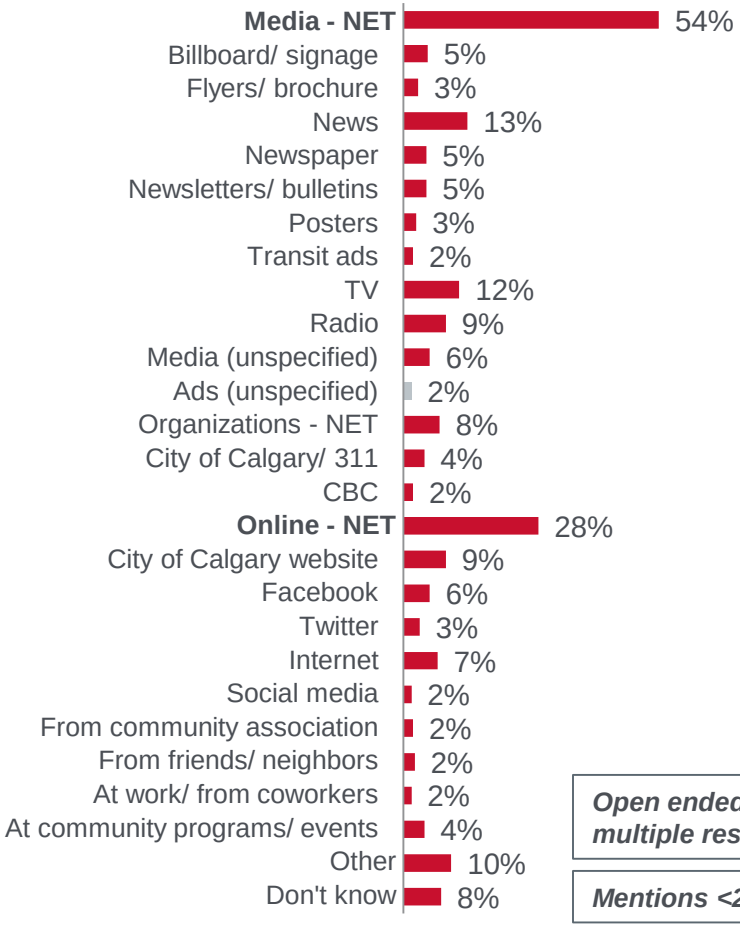
"Other" was provided as an option in wave 1.

ReTree YYC Program Awareness

Awareness of ReTree YYC



Where you heard about ReTree YYC



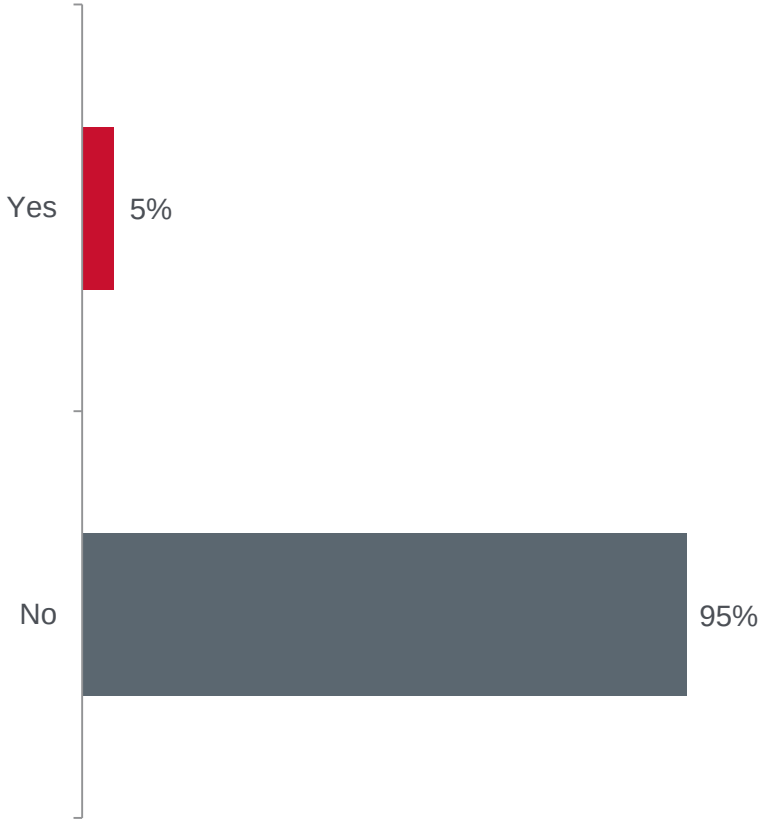
Open ended question: multiple responses.

Mentions <2% not shown.

Q7. 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)

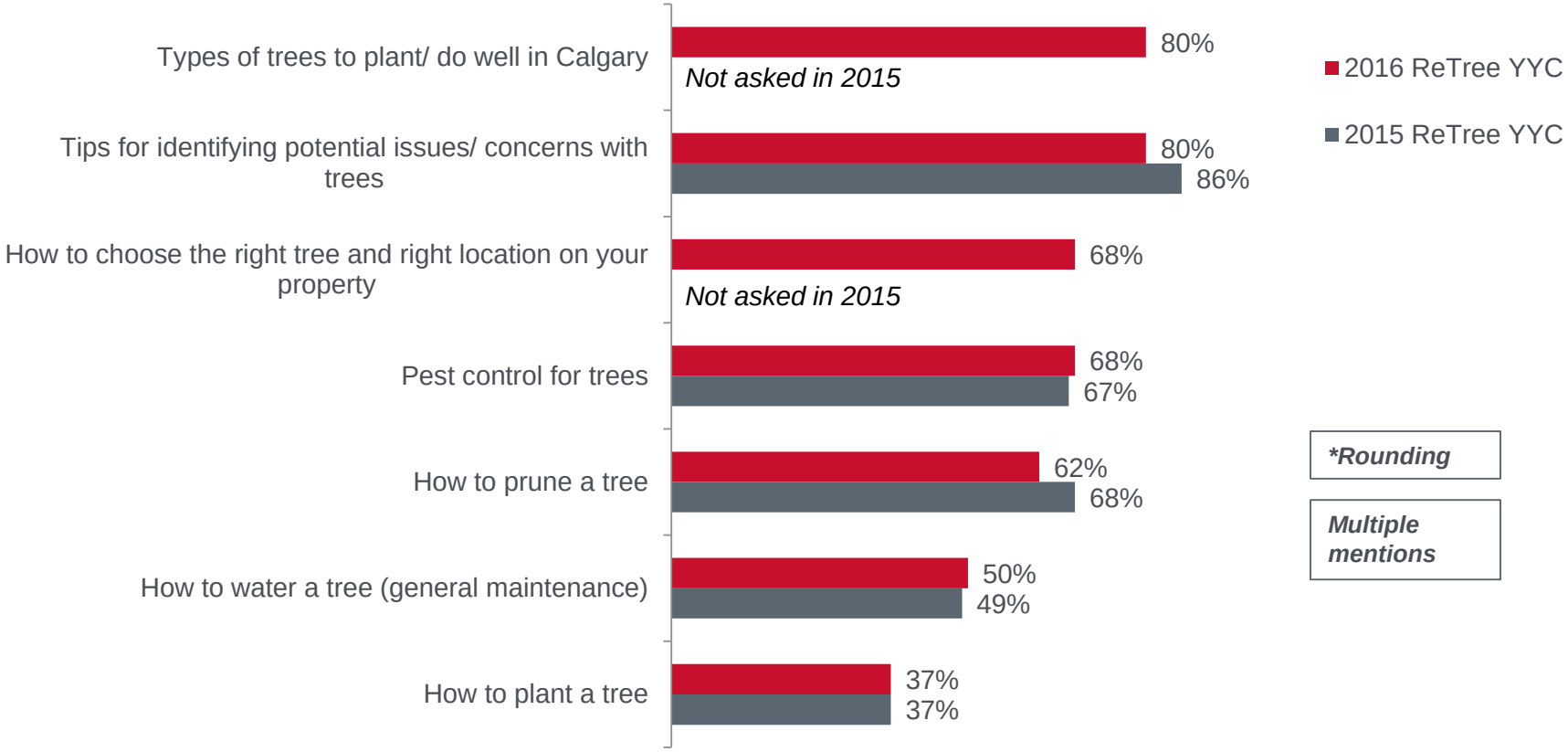
Q7b. Where did you hear about ReTree YYC?: (Base: Heard of ReTree YYC Program, n=288)

ReTree YYC Event Attendance



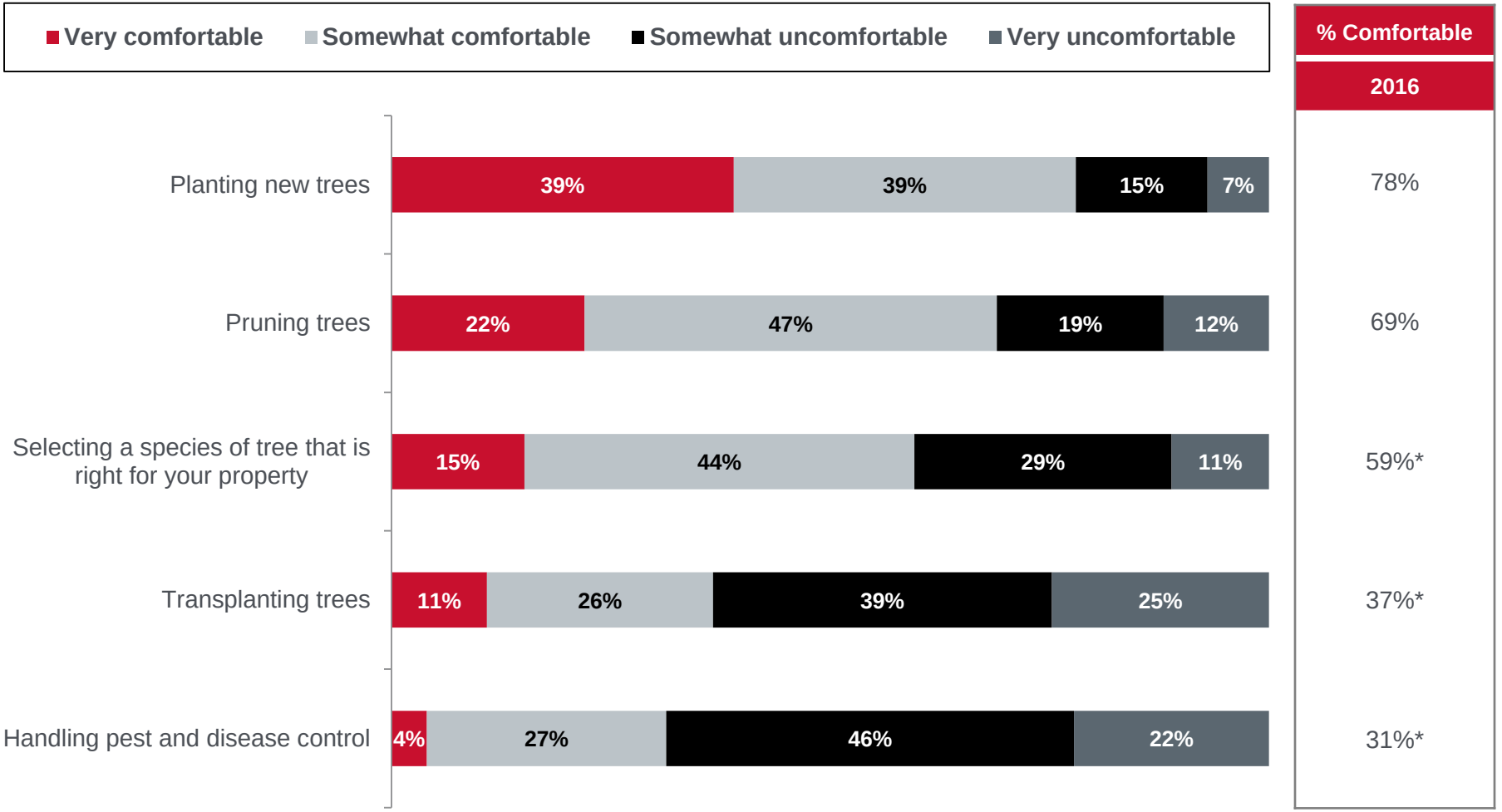
Q8. Have you ever attended a ReTree YYC event in Calgary, such as the ReTree Fair, ReTree Booth at community events including Lilac Fest, Heritage Park, ect. or ReTree Community Education Nights?: (Base: All respondents, n=759)

Useful Information Related to Tree Care and Maintenance



Q9. 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)

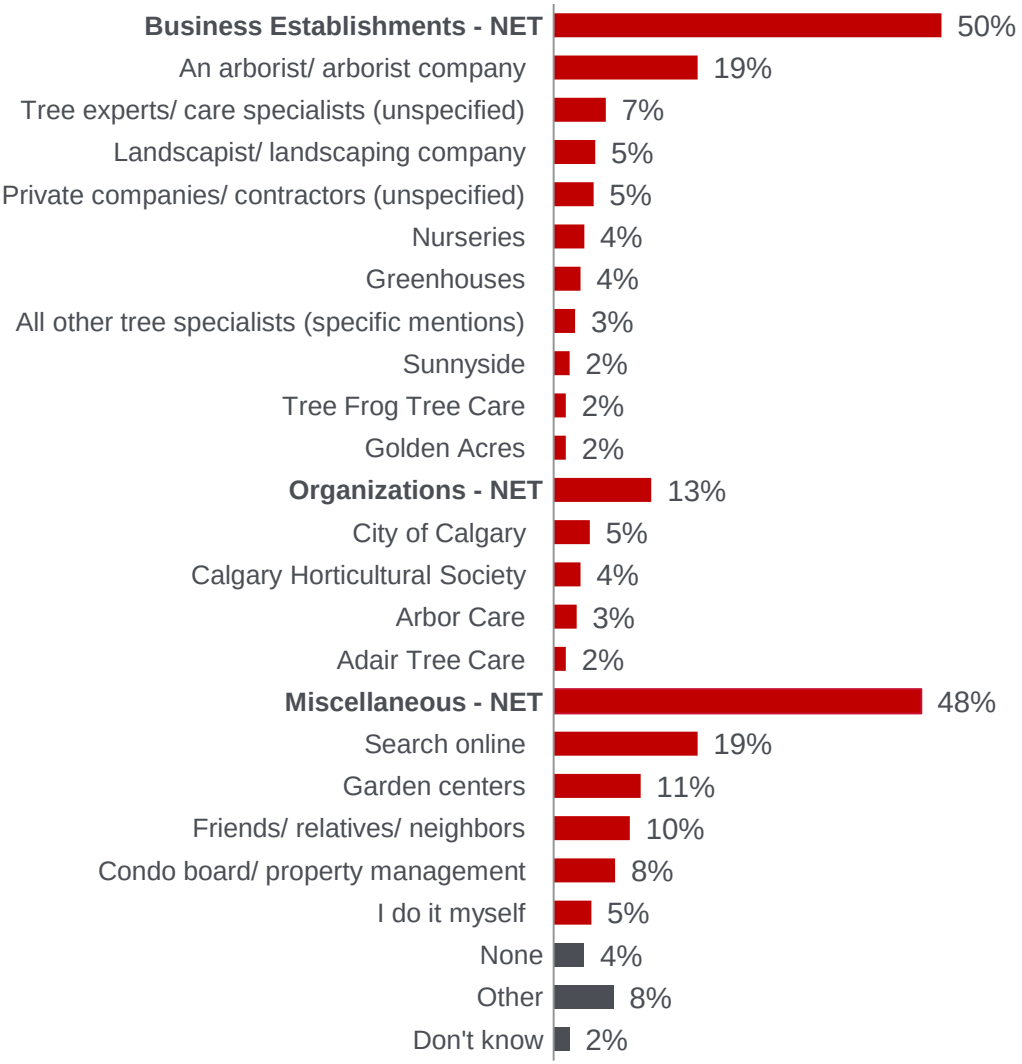
Comfort Level With Tree Maintenance and Care



Q10. When caring and maintaining trees on your property, how comfortable are you, or is someone in your household with the following tasks?: (Base: Total asked, n=759)

*Rounding

Sources of Assistance



19% of respondents who are "somewhat or very uncomfortable" caring for and maintaining trees on their property, report:

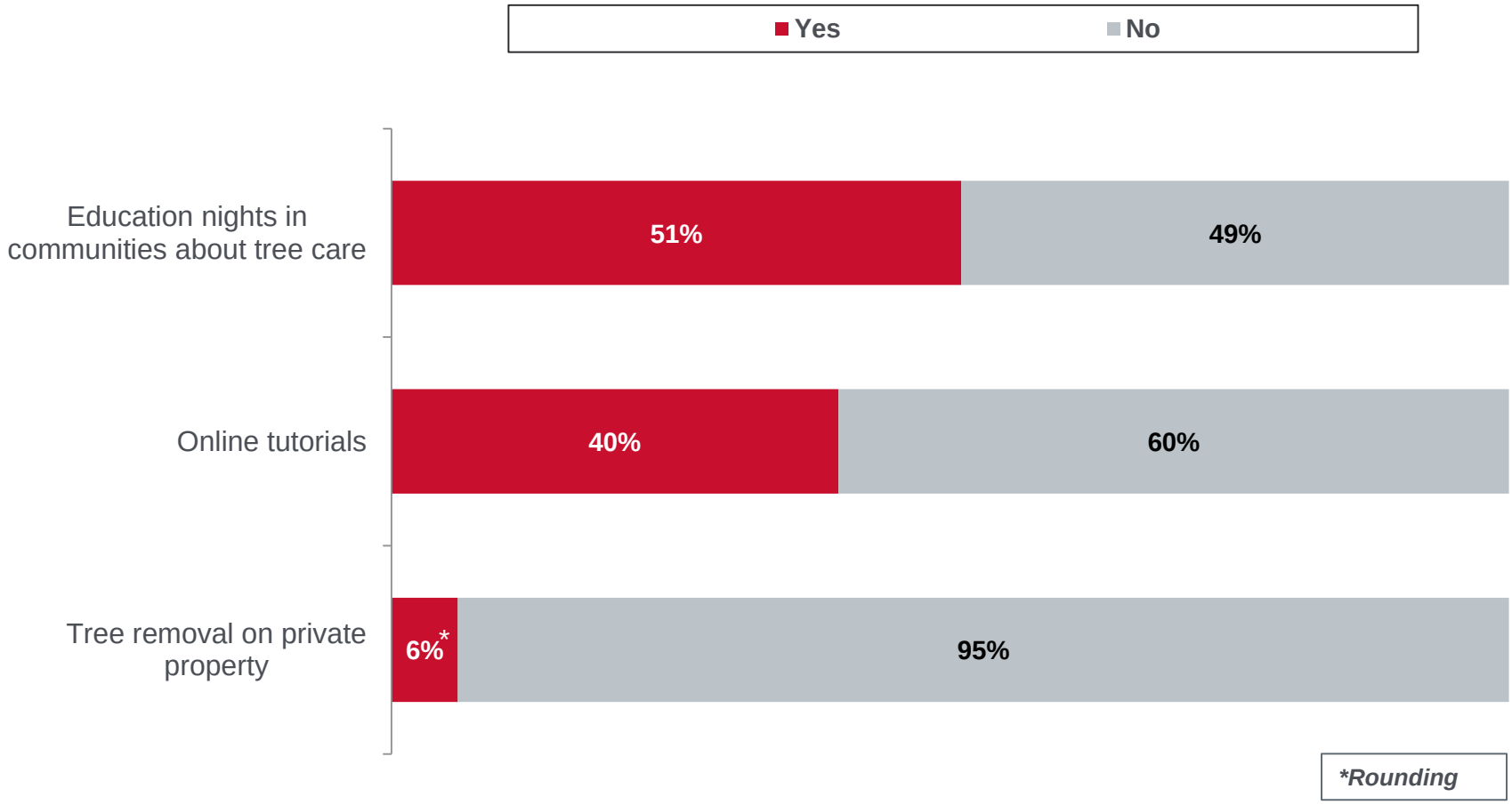
"I have never had issues with trees on my property."

Open ended question: multiple responses.

Mentions <2% not shown.

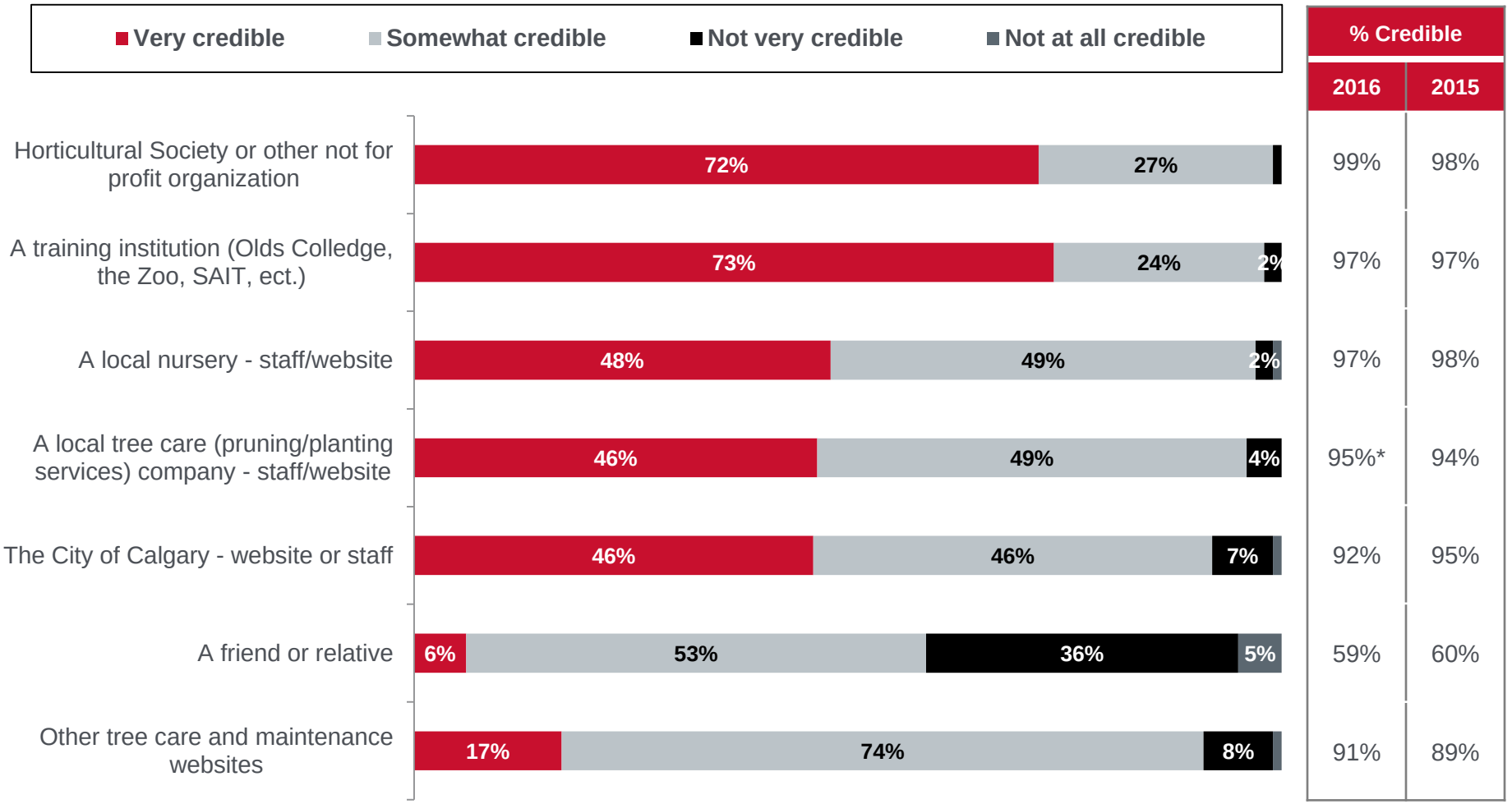
Q11. Who, or what organizations do you turn to for assistance with trees on your property?: (Base: "Somewhat or very uncomfortable" at Q10, n=528)

Awareness of City Provided Services



Q11b. To the best of your knowledge, does The City of Calgary provide…?: (Base: All respondents, n=759)

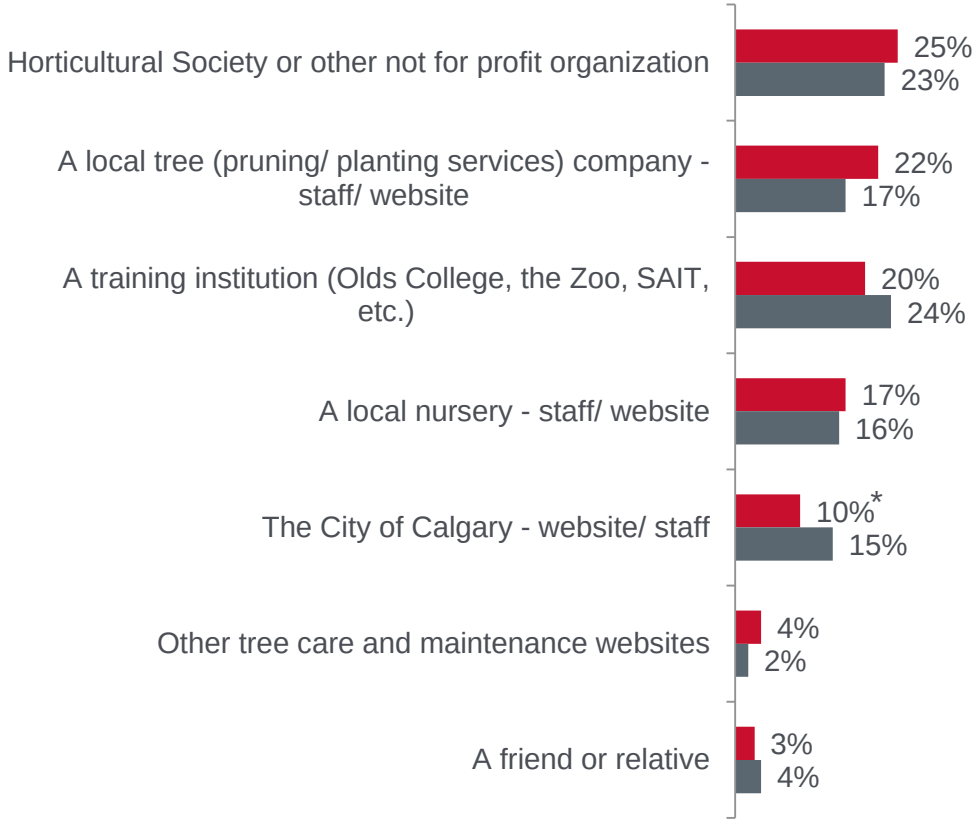
Credible Sources of Information on Tree Care and Maintenance



Q12. Using the scale provided, please rate the overall credibility of each source of information about tree care and maintenance.:
(Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

***Rounding**

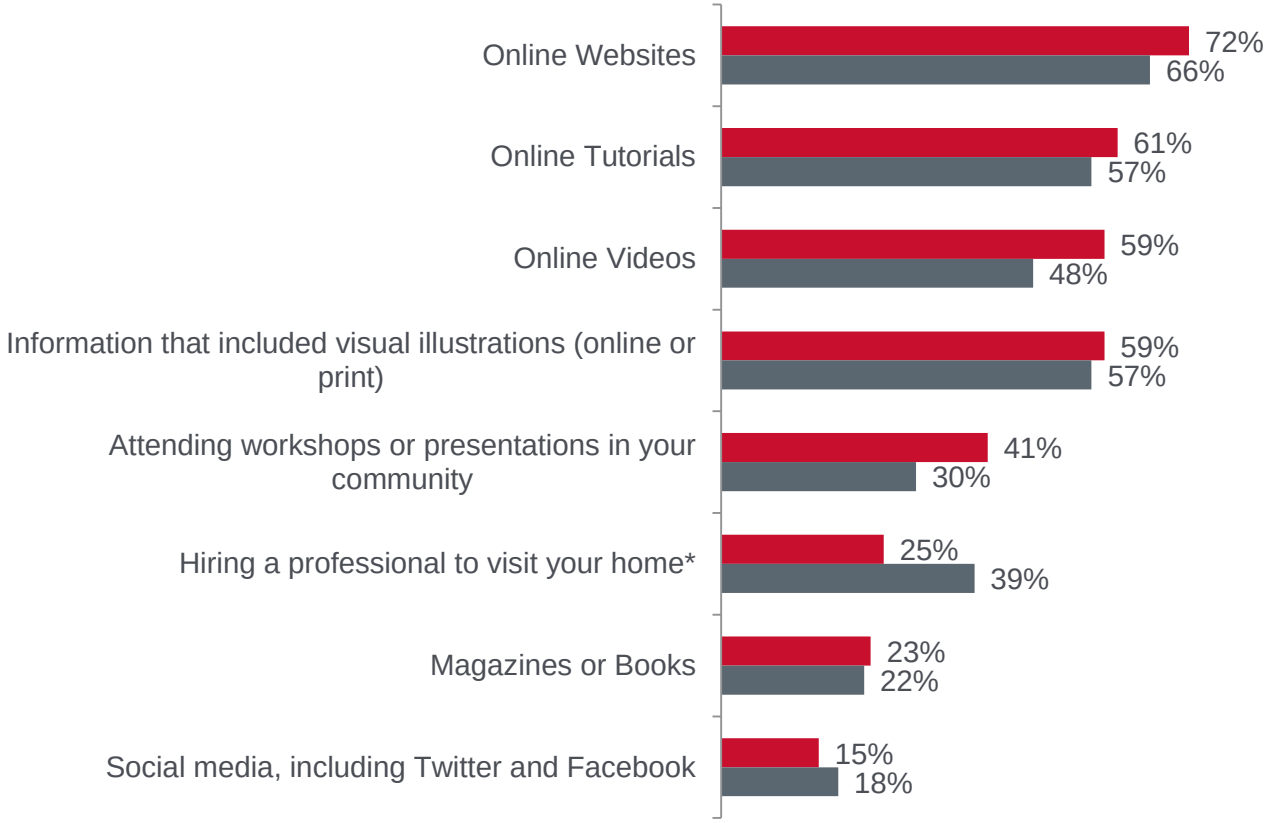
Trusted Sources of Information on Tree Care and Knowledge



***Rounding**

Q13. Of the following, please select the one source that you trust most for information about tree care and maintenance.: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Popular Methods of Gaining Tree Information and Knowledge

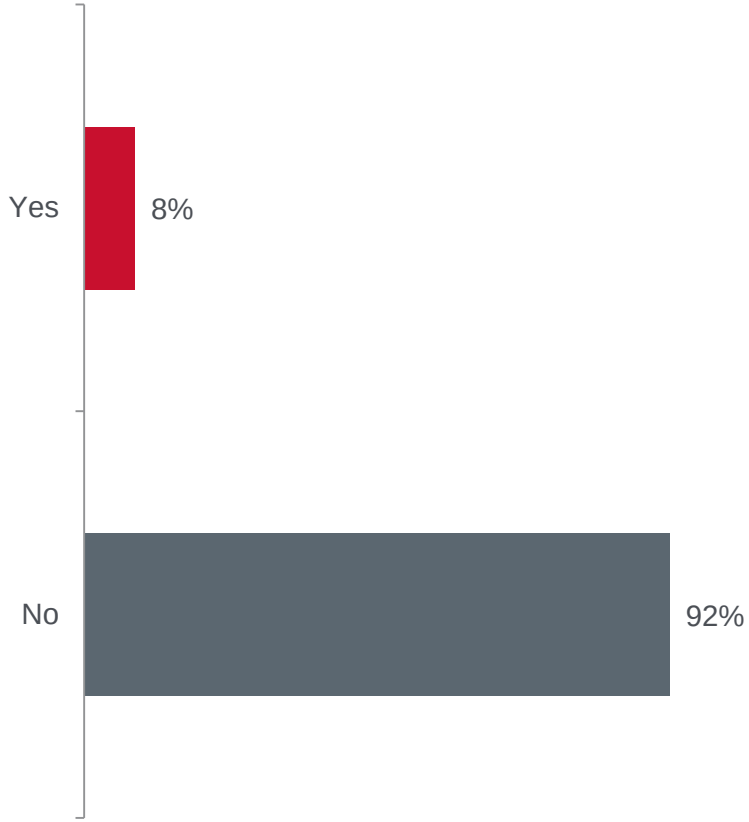


***Note: Wording changed in 2016. Old wording: "In-person visits by an arborist to your home"**

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)

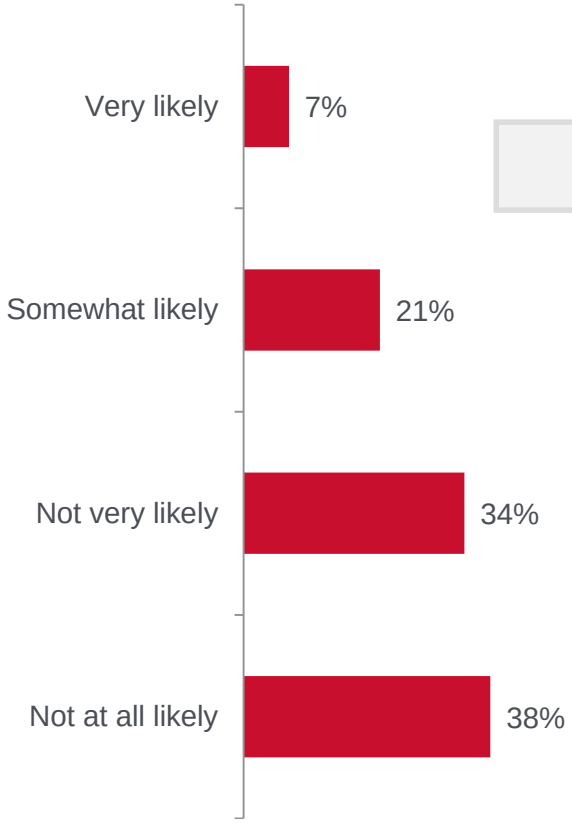
Tree Discount Code Promotion Awareness



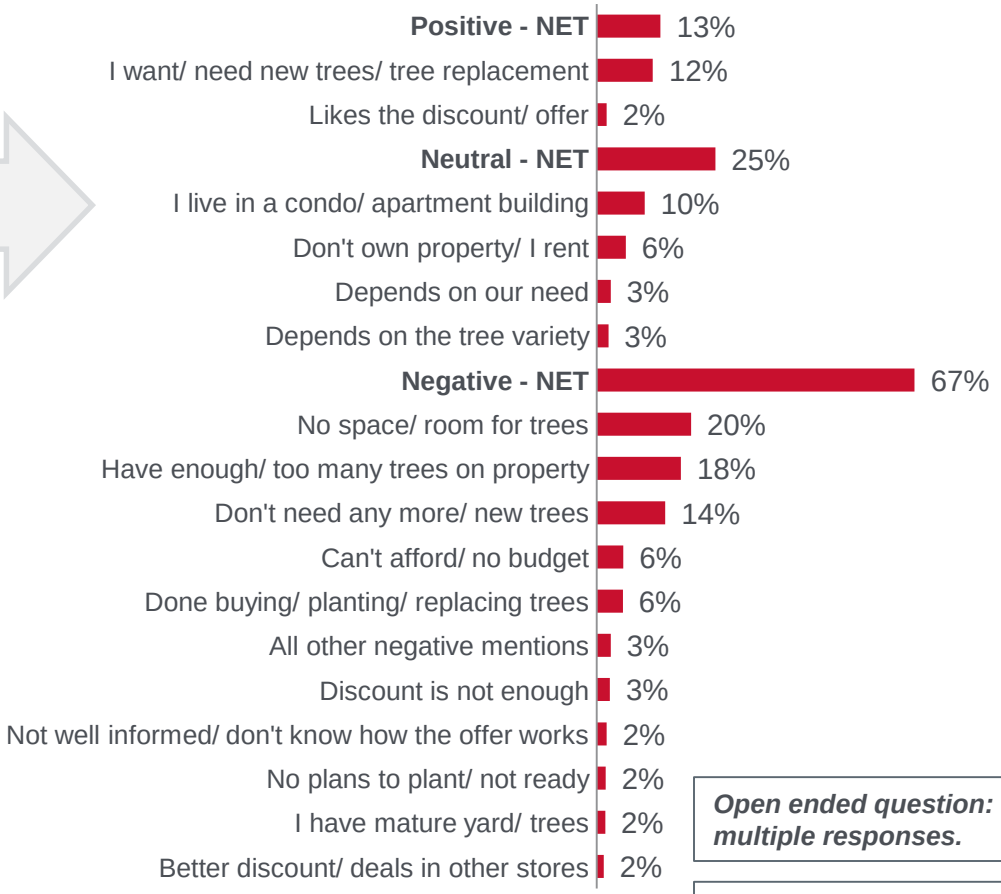
Q15b. The City of Calgary is currently promoting a 10% discount on new trees from partner nurseries throughout Calgary. Before today, had you read, seen, or heard about this promotion?: (Base: All respondents, n=759)

Likelihood of Using Discount

Likelihood of Using Discount



Reason Why



Open ended question: multiple responses.

Mentions <2% not shown.

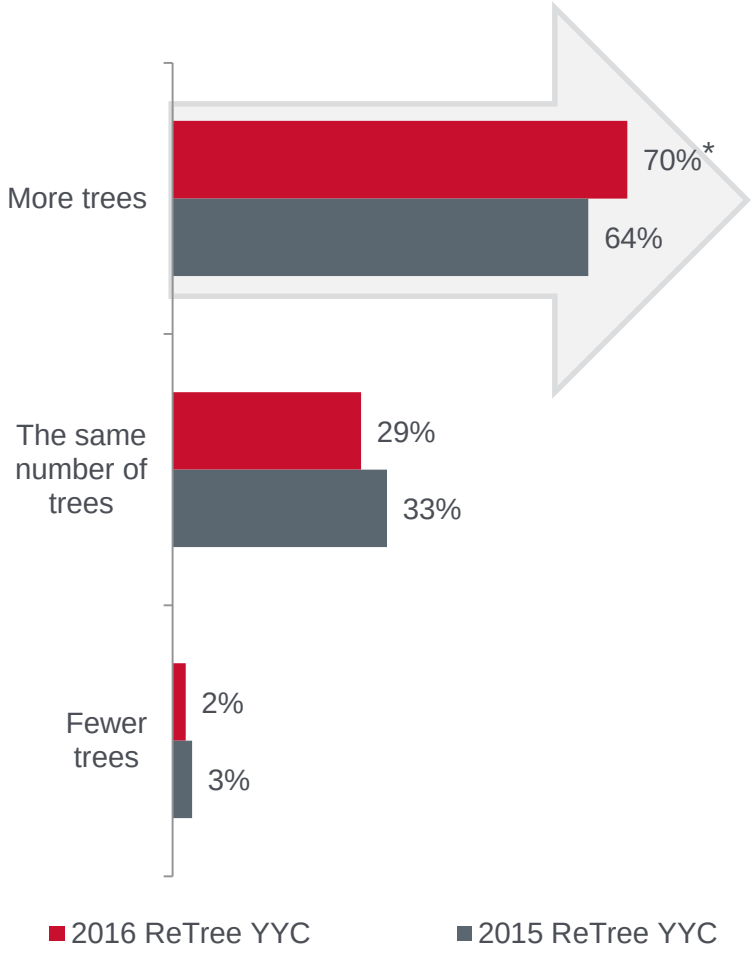
Q15c. How likely are you to take advantage of the 10% discount on new trees during this planting season? (Coupon ends September 1, 2016).: (Base: All respondents, n=759)

Q15d. What are the main reasons that you are [unlikely or unlikely] to take advantage of the 10% discount on new trees during this planting season?: (Base: All respondents, n=759)

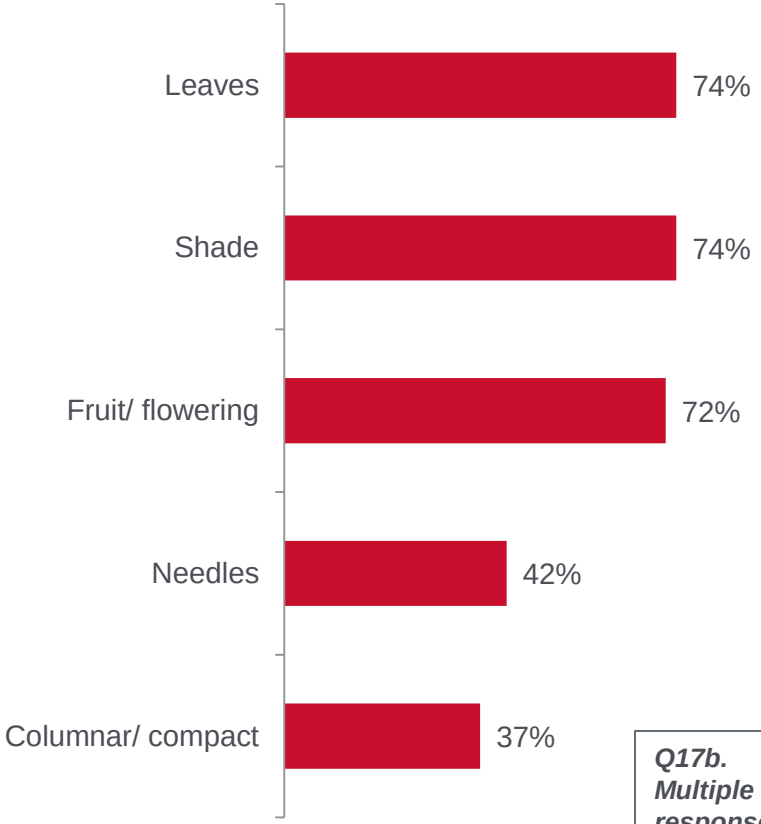
Program Alignment: Respondent Opinions on Tree Planting

Tree Preferences

Desired Number of Trees



Preferred Types of Trees



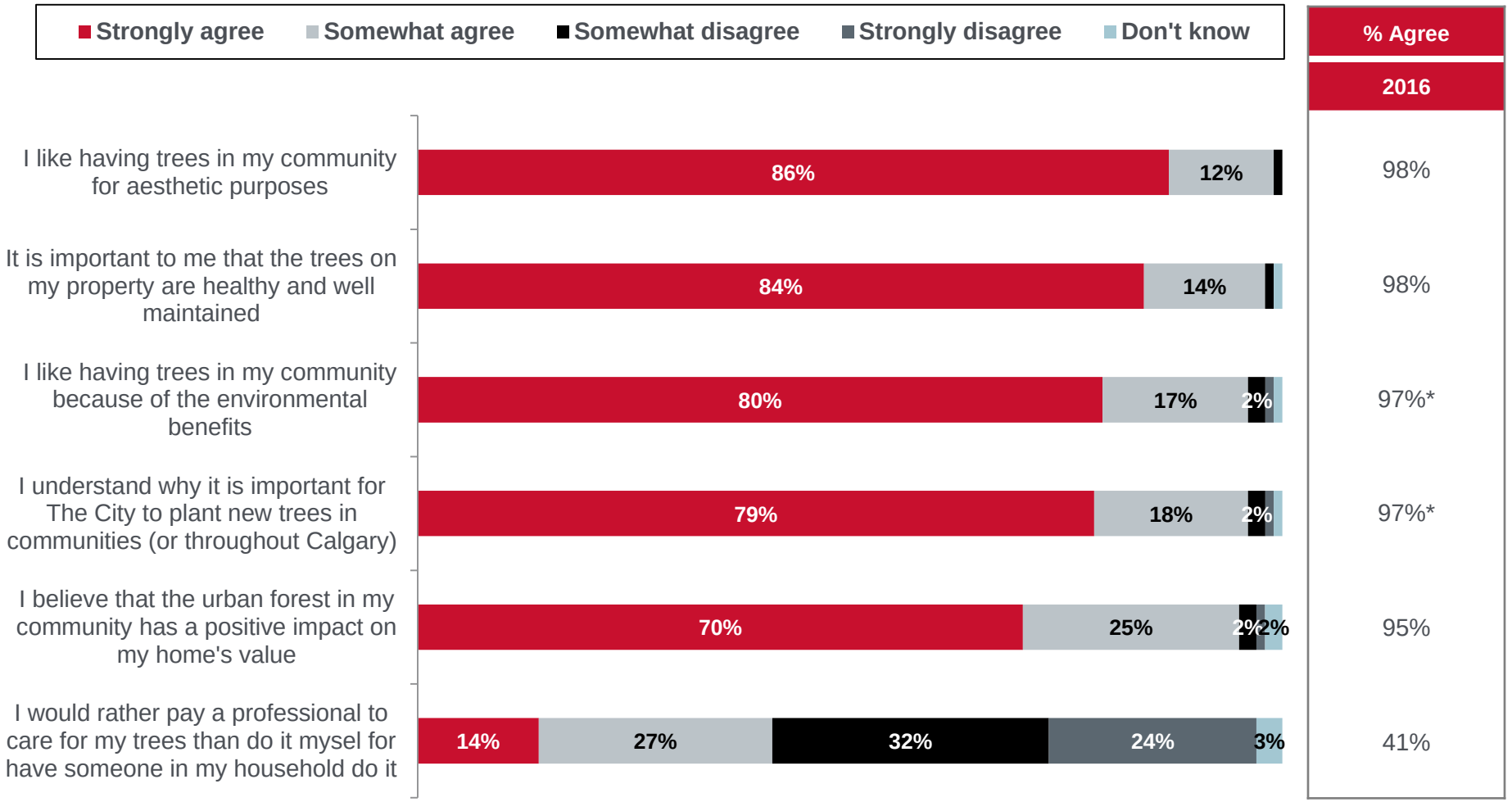
Q17b. Multiple responses

***Rounding**

Q16. In general, do you want to see more, less or the same number of trees in your community?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Q17b. What types of additional trees would you like to see planted in your community?: (Base: More trees, n=530)

Level of Agreement

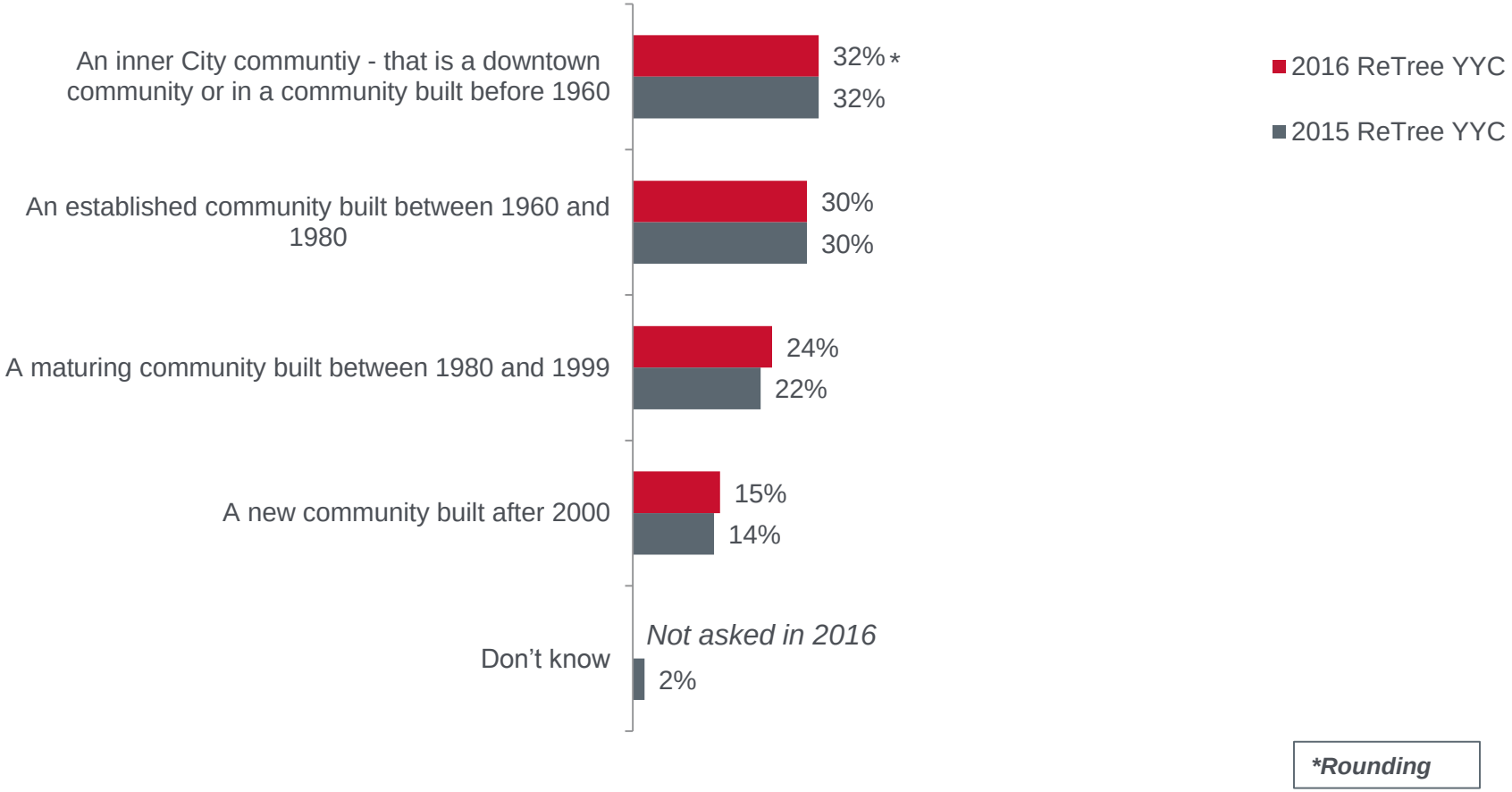


Q19. Based on your personal views about Calgary's urban forest, do you agree or disagree with each of the following statements.: (Base: All respondents, n=759)

*Rounding

Respondent Neighborhood Demographics

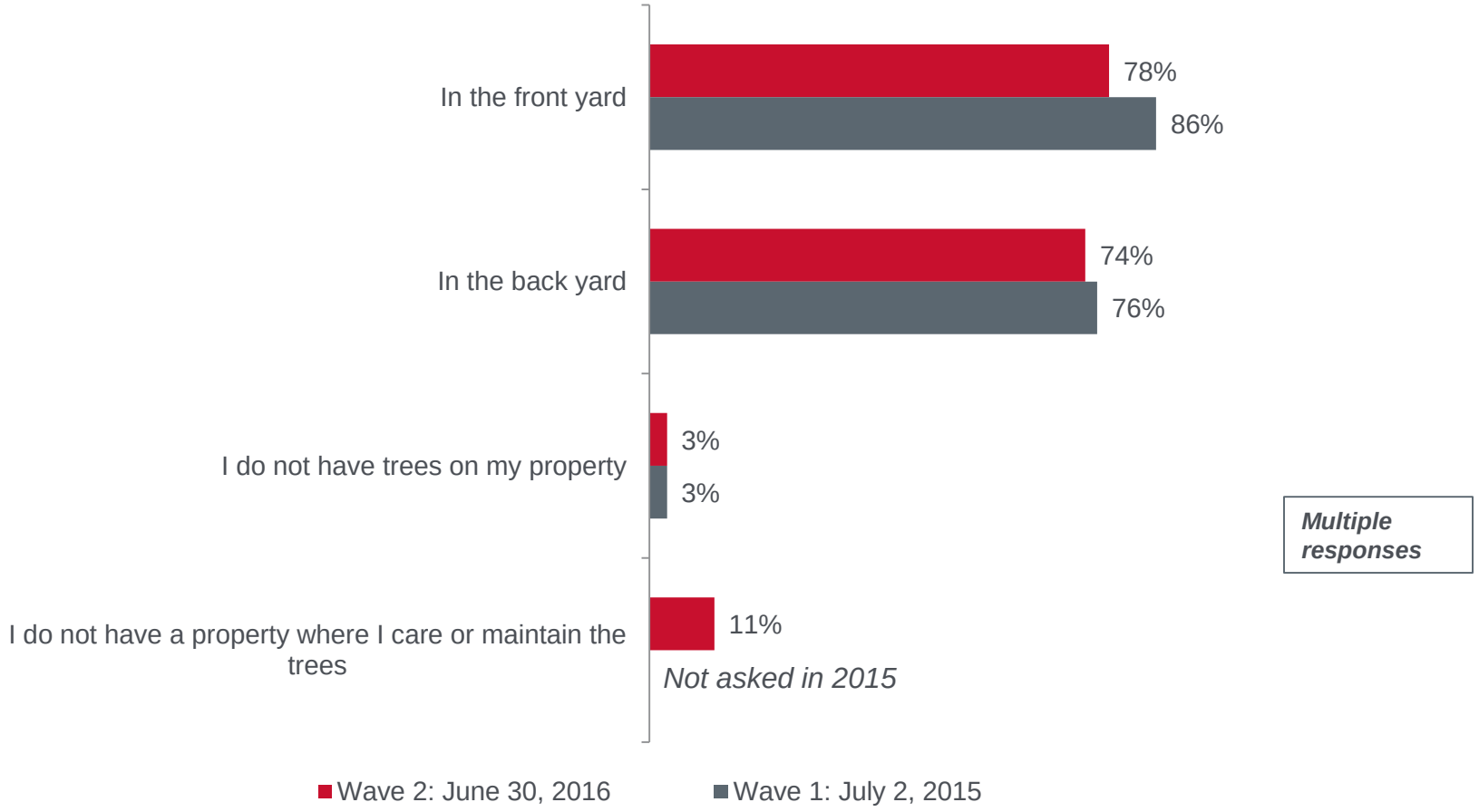
Neighborhood Profiling



***Rounding**

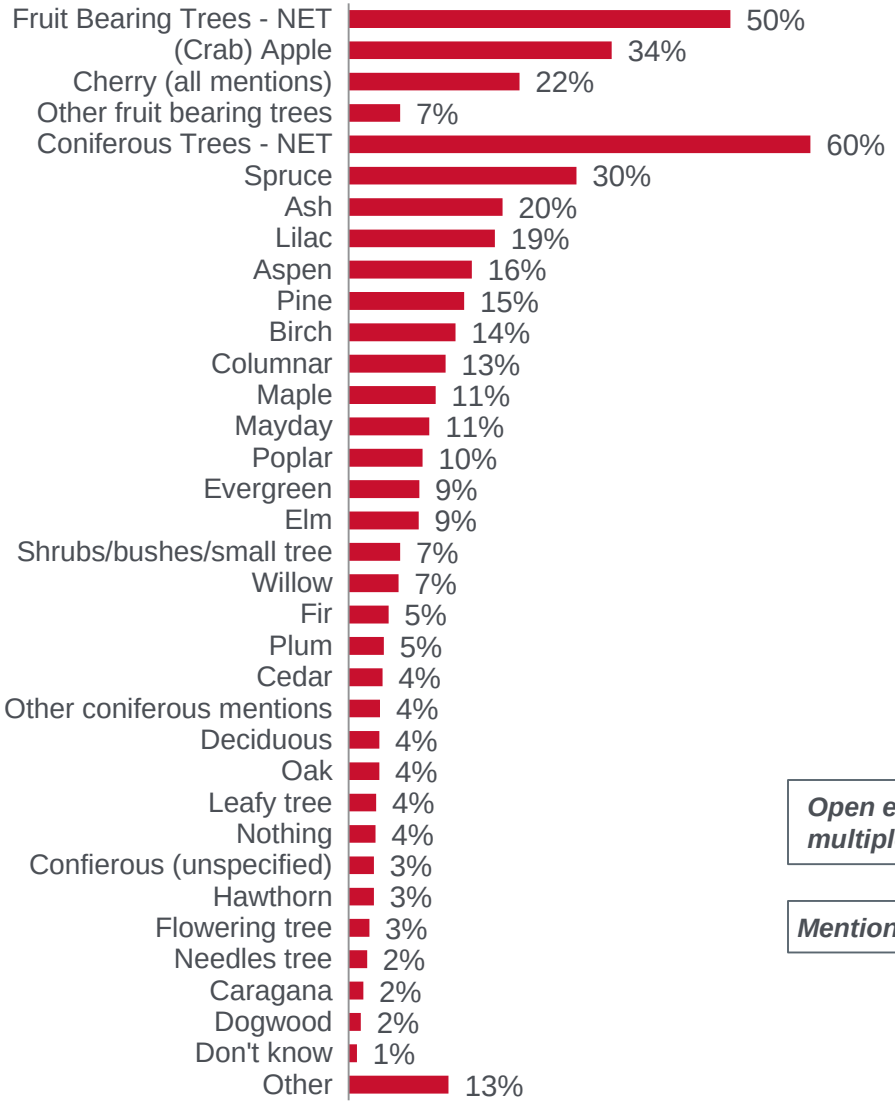
Q22. How would you describe your community?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Neighborhood Profiling



Q23. Where do you have trees on your property?: (Base: All respondents, 2016 n=759; Valid respondents, 2015 n=378)

Types of Trees on Property



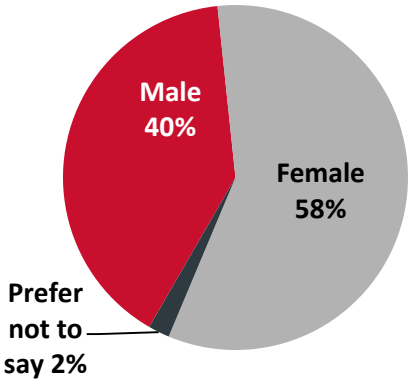
Open ended question: multiple responses.

Mentions <2% not shown.

Q24. What type of tree(s) are on your property?: (Base: All respondents, n=759)

Demographics

Gender



Age

18 to 24	3%
25 to 34	9%
35 to 44	22%
45 to 54	27%
55 to 64	25%
65 or more	13%

Education

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

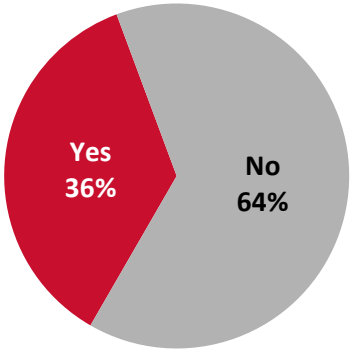
Income

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

People in Household *Including Respondent*

1	17%
2	41%
3	17%
4	18%
5	6%
6 or more	2%

Children in Household



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

Contact

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