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2015 ReTree YYC Survey

Final Report

Prepared for The City of Calgary by:

GAME CHANGERS



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Methodology

- ◆ Ipsos Reid conducted an online survey with The City of Calgary's 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 4, 2015 to all 956 panelists and was open until June 16, 2015.
 - ❖ 378 panelists completed the 12 minute survey and an additional 67 panelists started the survey but did not complete it.
 - ❖ Results in this report are based on all valid respondents at any given question, not only those who fully completed the survey.
 - ❖ 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

82% of respondents believe the September snow storm had a significant impact on Calgary's urban forest.

- ❖ Although 87% of respondents are very or somewhat satisfied with The City's overall response to the snow storm, 41% don't know enough to say how satisfied they are with The City's longer term plans to restore Calgary's urban forest.
- ❖ The majority of respondents (54%) experienced damage to trees on their property.

Awareness of The City's Neighbourwoods and ReTree YYC programs is low among respondents.

- ❖ 35% of respondents had heard of the Neighbourwoods program by name
- ❖ 27% of respondents had heard of the ReTree YYC program by name
- ❖ The majority of respondents would like to learn tips for identifying potential issues/concerns with trees (56%). Respondents would also like to learn more information related to how to prune a tree (68%) and about pest control (67%).

Key Findings *(continued)*

Preferences Surrounding Tree Selection

- ❖ 65% of respondents want to see more trees in their communities, but 57% of them want to be allowed to plant a tree of their choosing.
- ❖ Respondents trust The City to make the best proposal about the types of new trees that would be planted in a community (65%).

Credible and Most Trusted Sources of Information

- ❖ Respondents consider several sources of information to be credible: horticultural or other not for profit organizations (98%), local nursery staff or website (98%), training institutions such as Olds College or the Zoo (97%), and The City (95%).
- ❖ Among the sources considered credible by respondents, training institutions and horticultural or other not for profit organizations are the most trusted (by 24% and 23%, respectively).
- ❖ A slight majority of respondents are interested in learning about tree care and maintenance via online websites (66%) and online tutorials (57%).



Detailed Findings

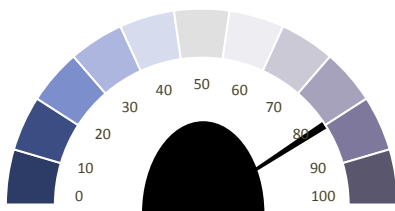


Storm Recovery Satisfaction and Actions

Perceived Impact of September Storm to Calgary's Urban Forest

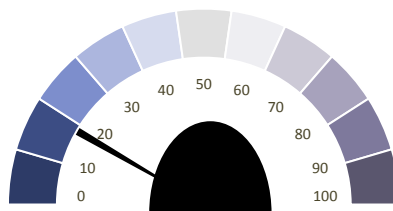
A Significant Impact

82%



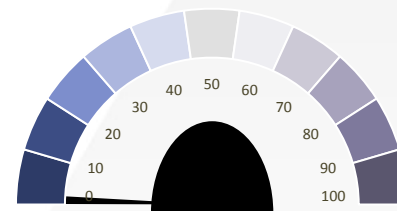
Some Impact

17%



No Impact At All

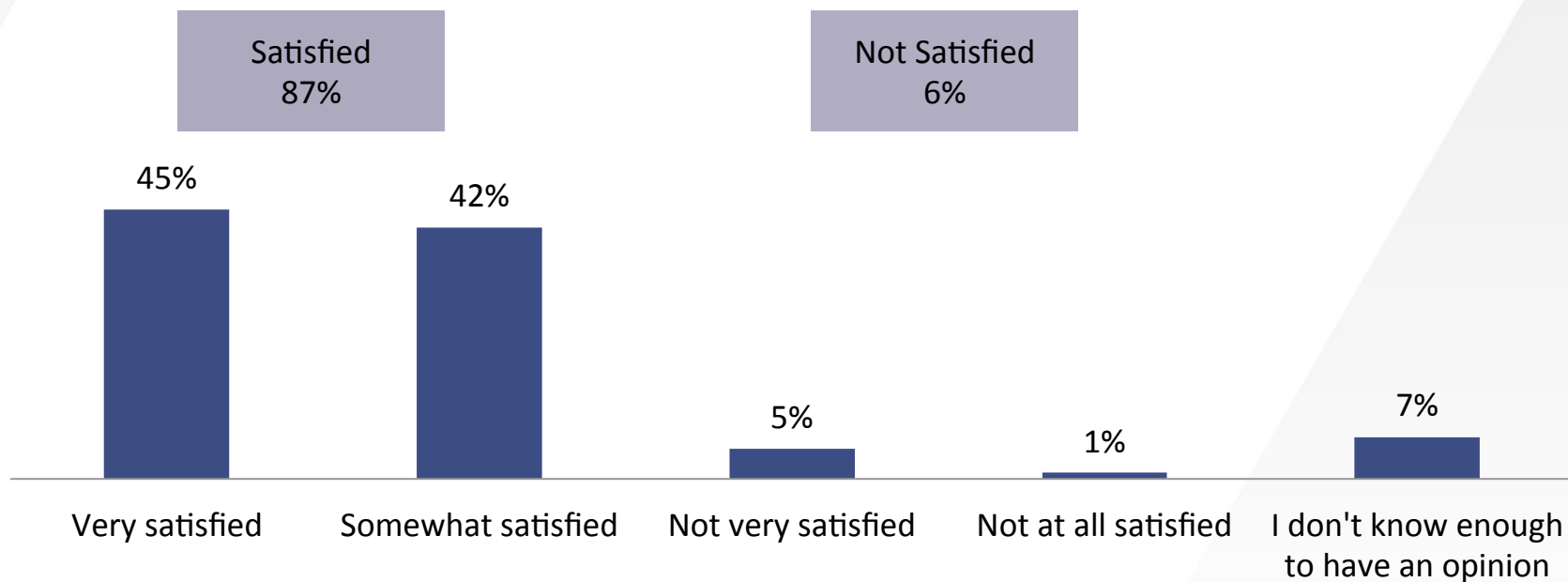
1%



Last September, Calgary received a record amount of snow, in total 28.2 cms between September 8th and 10th. To the best of your knowledge, how big of an impact did this snowstorm have on Calgary's urban forest (tree canopy)?

Base: Valid respondents (n=378)

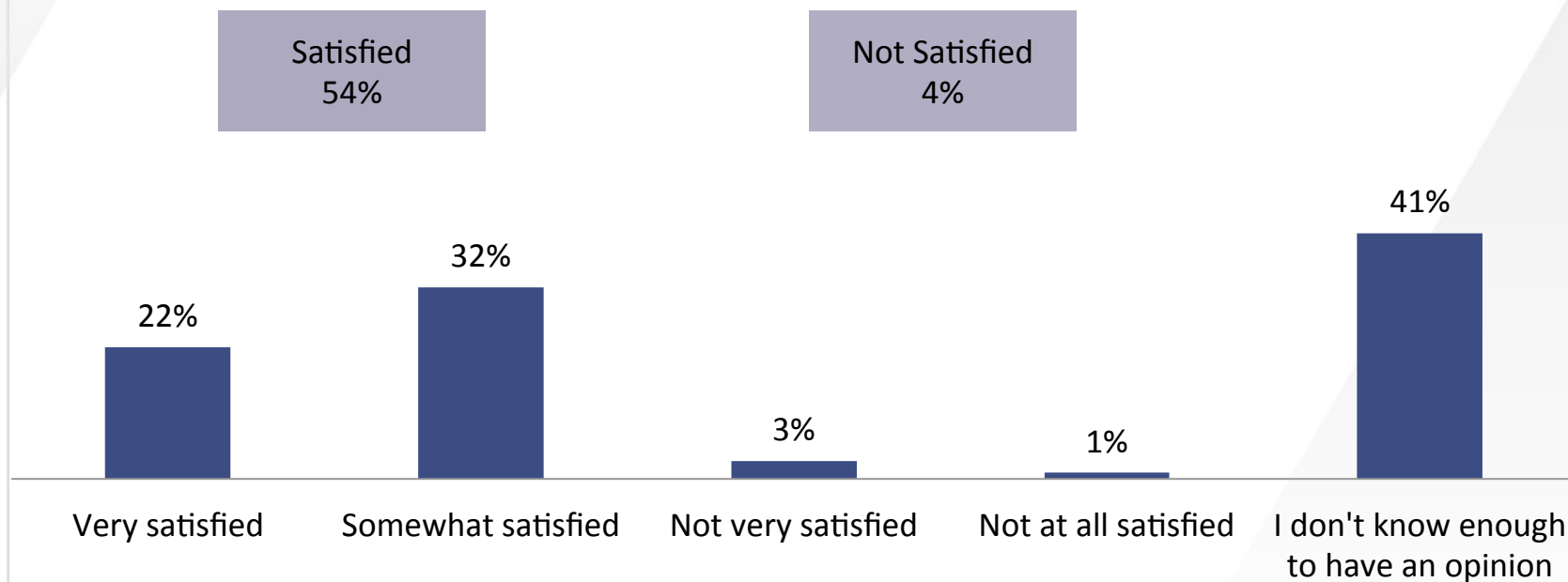
Satisfaction with City's Overall Response to September Storm



Based on what you know and what you may have read, seen, or heard, how satisfied are you with [The City of Calgary's overall response to the September snowstorm?]

Base: Valid respondents (n=378)

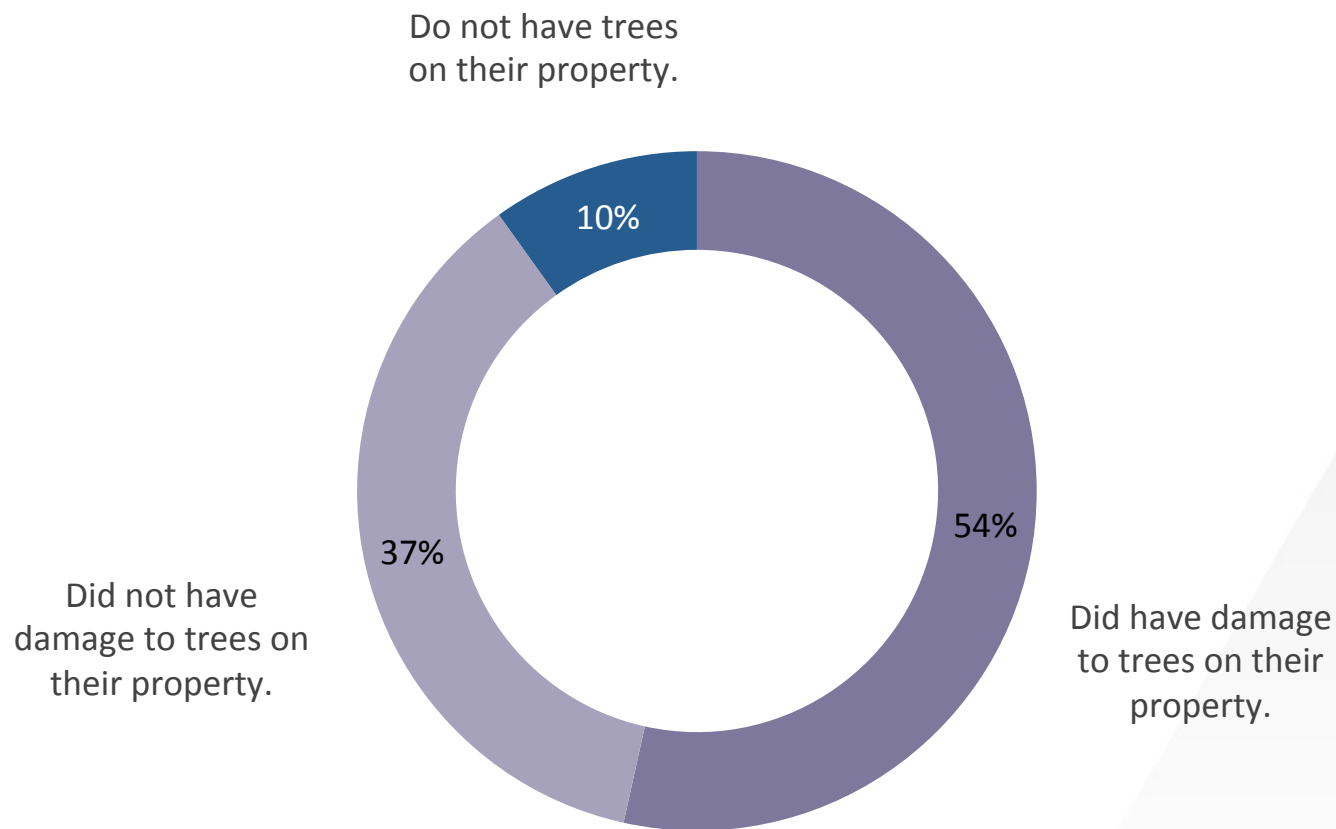
Satisfaction with City's Long Term Plans for Urban Forest Restoration



Based on what you know and what you may have read, seen, or heard, how satisfied are you with [The City of Calgary's longer term plans to restore Calgary's urban forest]?

Base: Valid respondents (n=378)

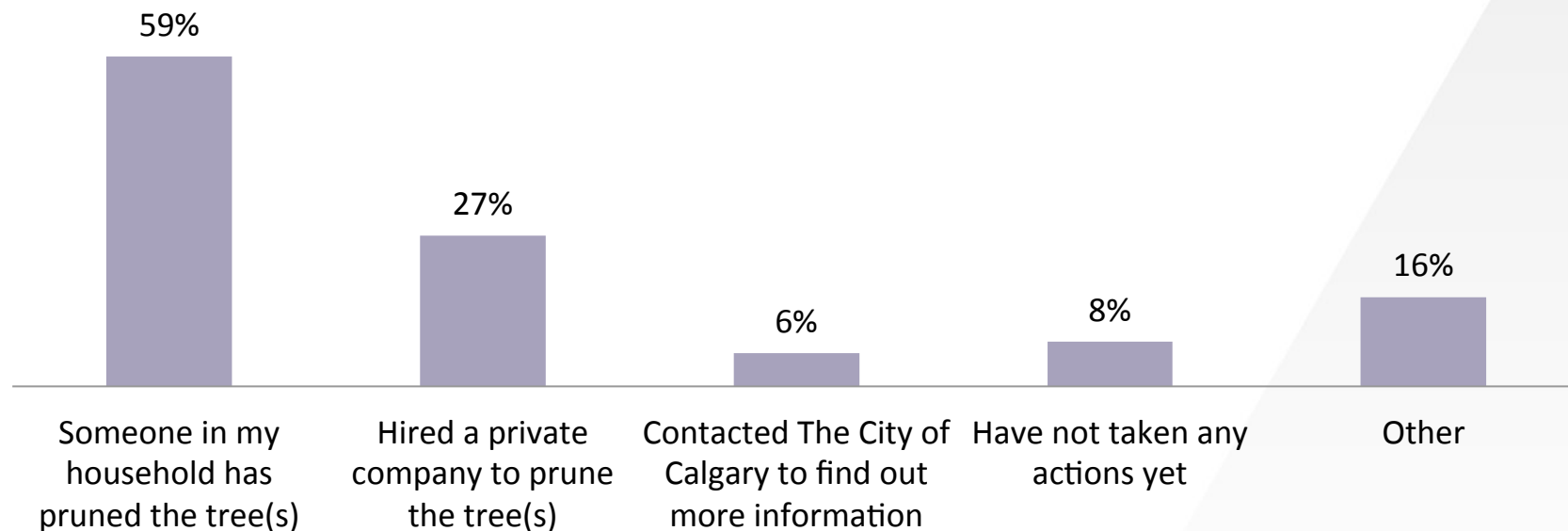
Incidence of Tree Damage



Did the snowstorm damage trees on your property?

Base: Valid respondents (n=378)

Actions Taken to Address Damaged Trees



Which actions have you taken to address the issue of your damaged tree(s)? (select all that apply)

Base: Respondents who had trees on their property damaged by the storm (n=378)



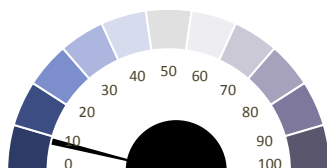
Tree Knowledge and Views on Community Trees

Tree Care and Maintenance Knowledge

Knowledgeable
56%

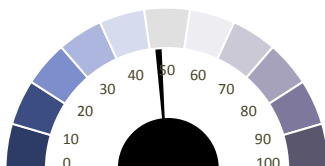
Not Knowledgeable
43%

8%



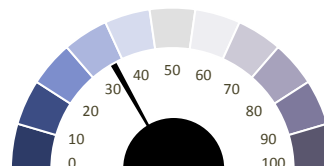
Very
Knowledgeable

48%



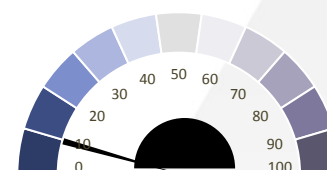
Somewhat
Knowledgeable

34%



Not Very
Knowledgeable

9%

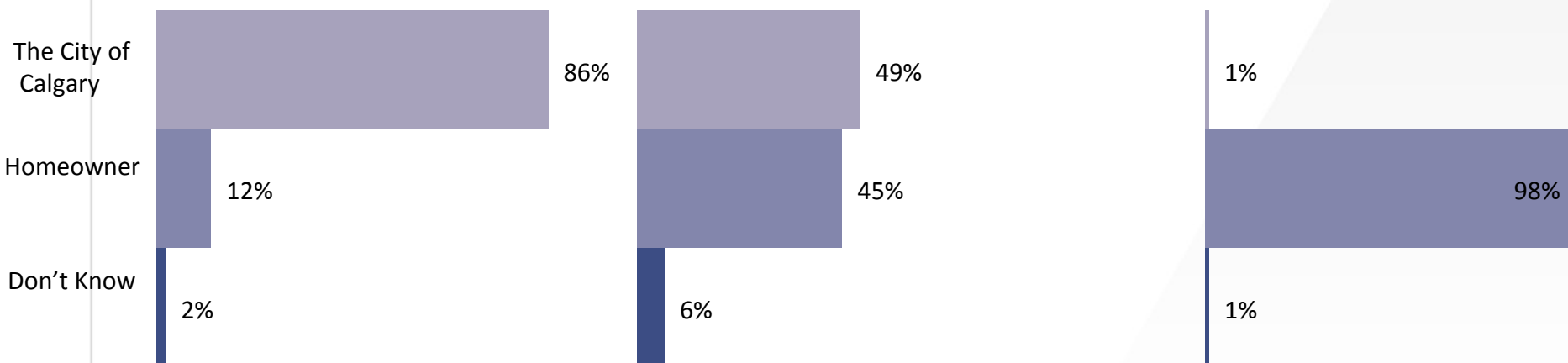
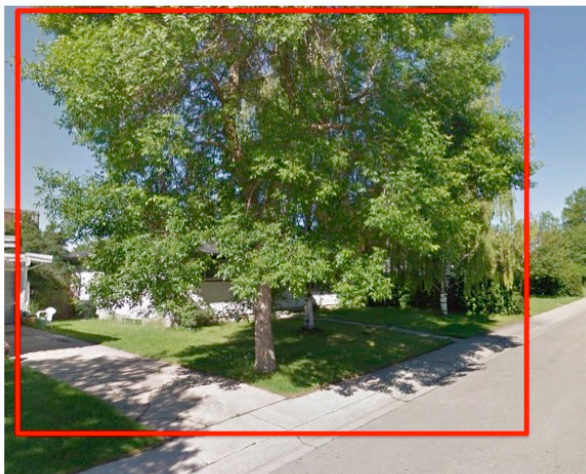
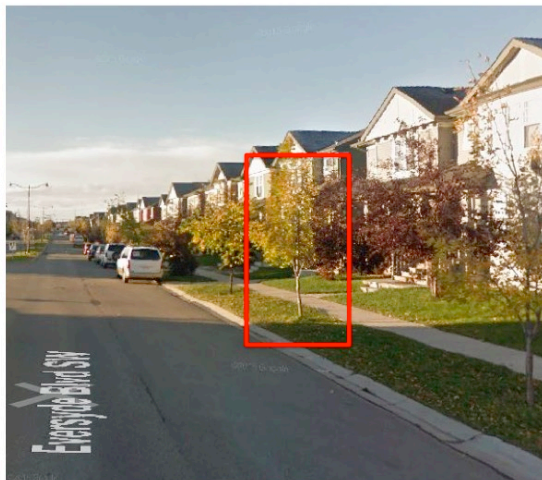


Not at all
Knowledgeable

Overall, how would you describe your own level of knowledge about how to properly care for trees?

Base: Valid respondents (n=378)

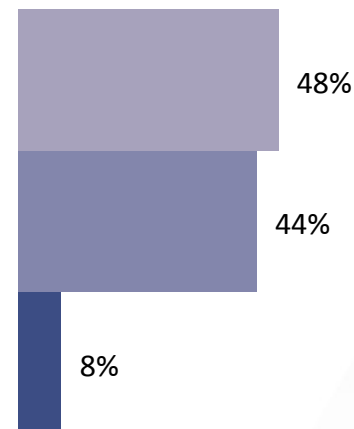
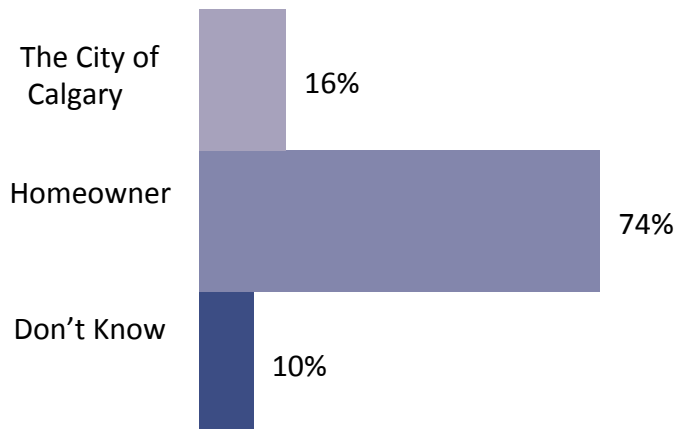
Assigning Responsibility for Trees Based on Placement Location



For each picture, please tell us who you believe is responsible for maintaining and caring for the tree?

Base: Valid Respondents (n=378)

Assigning Responsibility for Trees Based on Placement Location (*continued*)



For each picture, please tell us who you believe is responsible for maintaining and caring for the tree?

Base: Valid Respondents (n=378)

NeighbourWoods Program Awareness



35% said yes

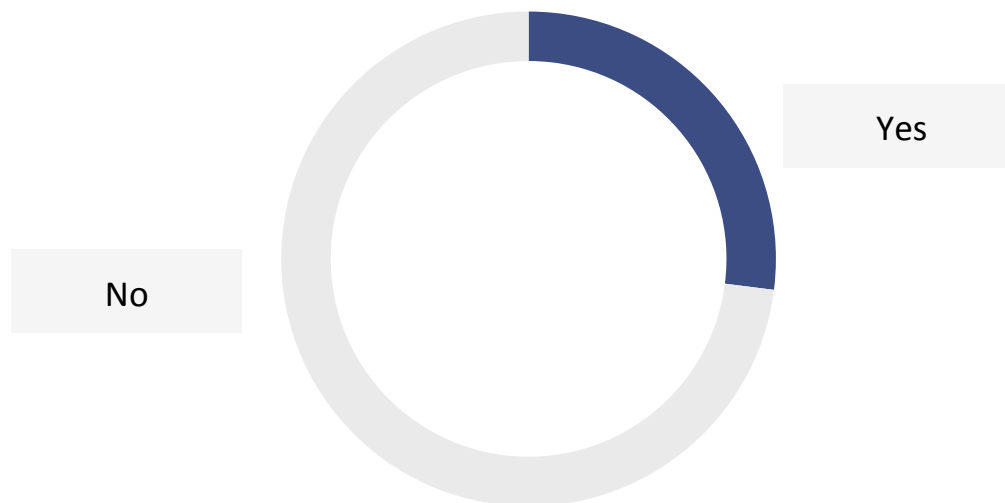
Percentage of people who had heard of the NeighbourWoods program.



The NeighbourWoods program is a tree planting initiative developed to replenish, grow and preserve our urban forest. Before today, had you heard of this program by name?

Base: Valid Respondents (n=378)

ReTree YYC Program Awareness



27% said yes

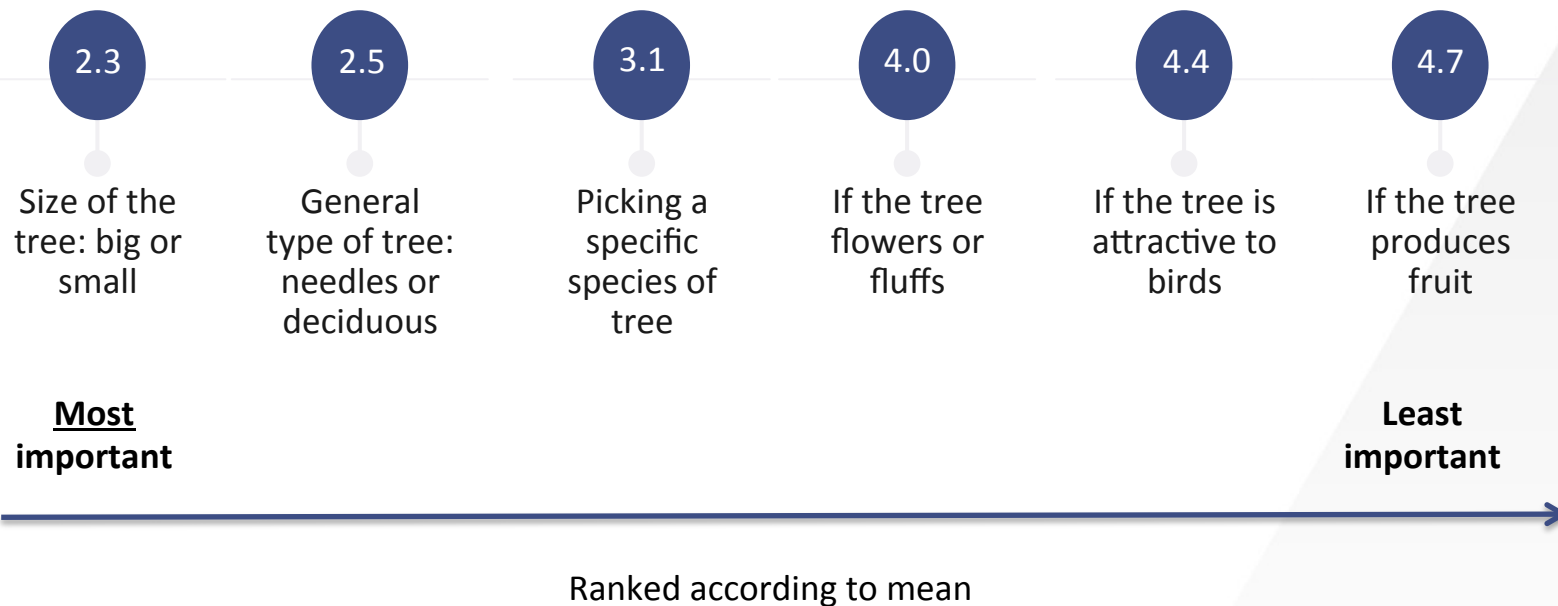
Before today, had you heard of the ReTree YYC program by name?



The ReTree YYC program is a recovery and restoration initiative to help Calgary recover from last years' September snow storm. Before today, had you heard of this program by name?

Base: Valid Respondents (n=378)

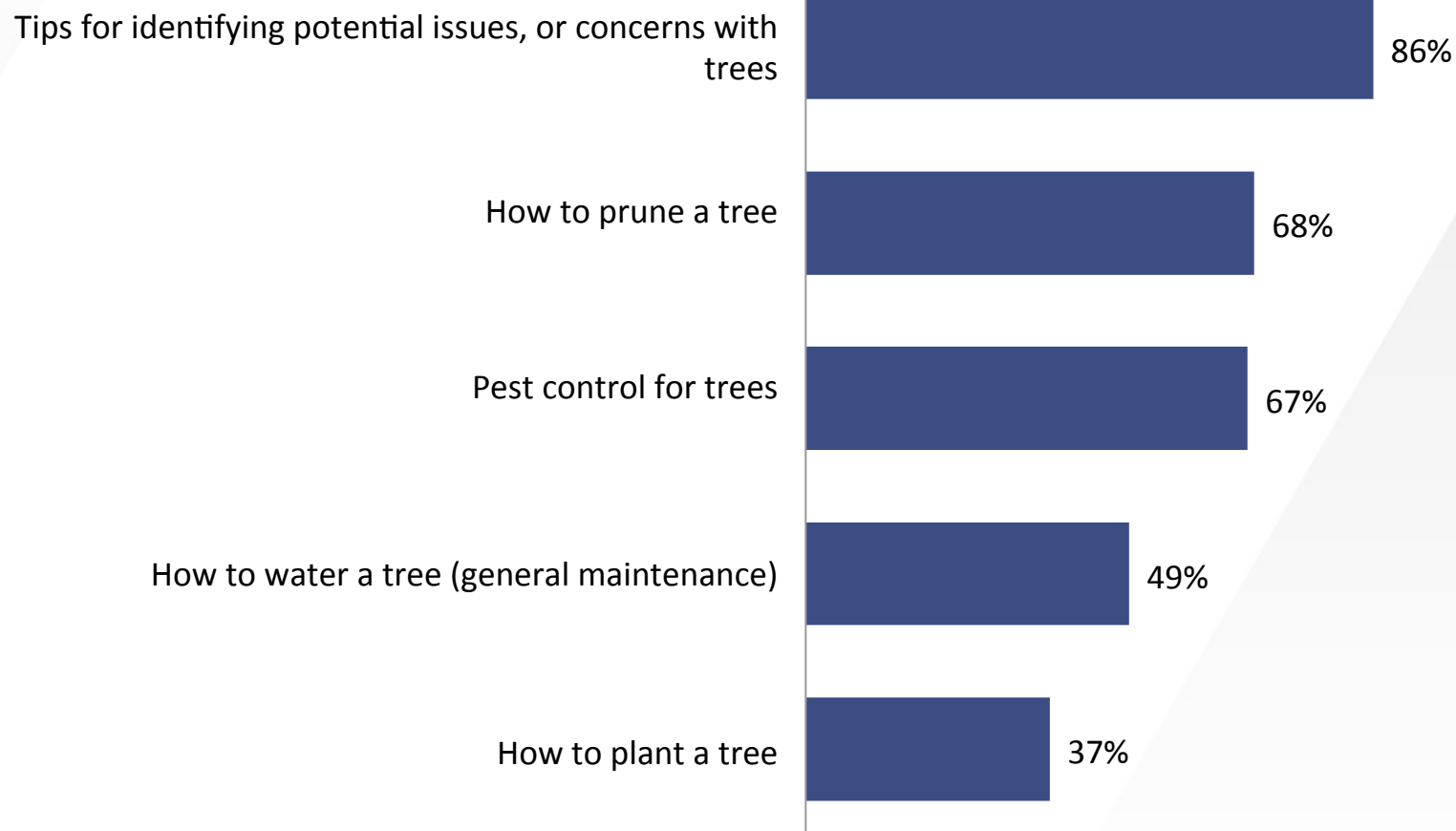
Important Characteristics When Selecting a Tree



There are a number of different things that people may or may not consider when selecting a tree for their property. Please rank the following items from "least important" to "most important to you personally, when selecting a tree for your property."

Base: Valid Respondents (n=378)

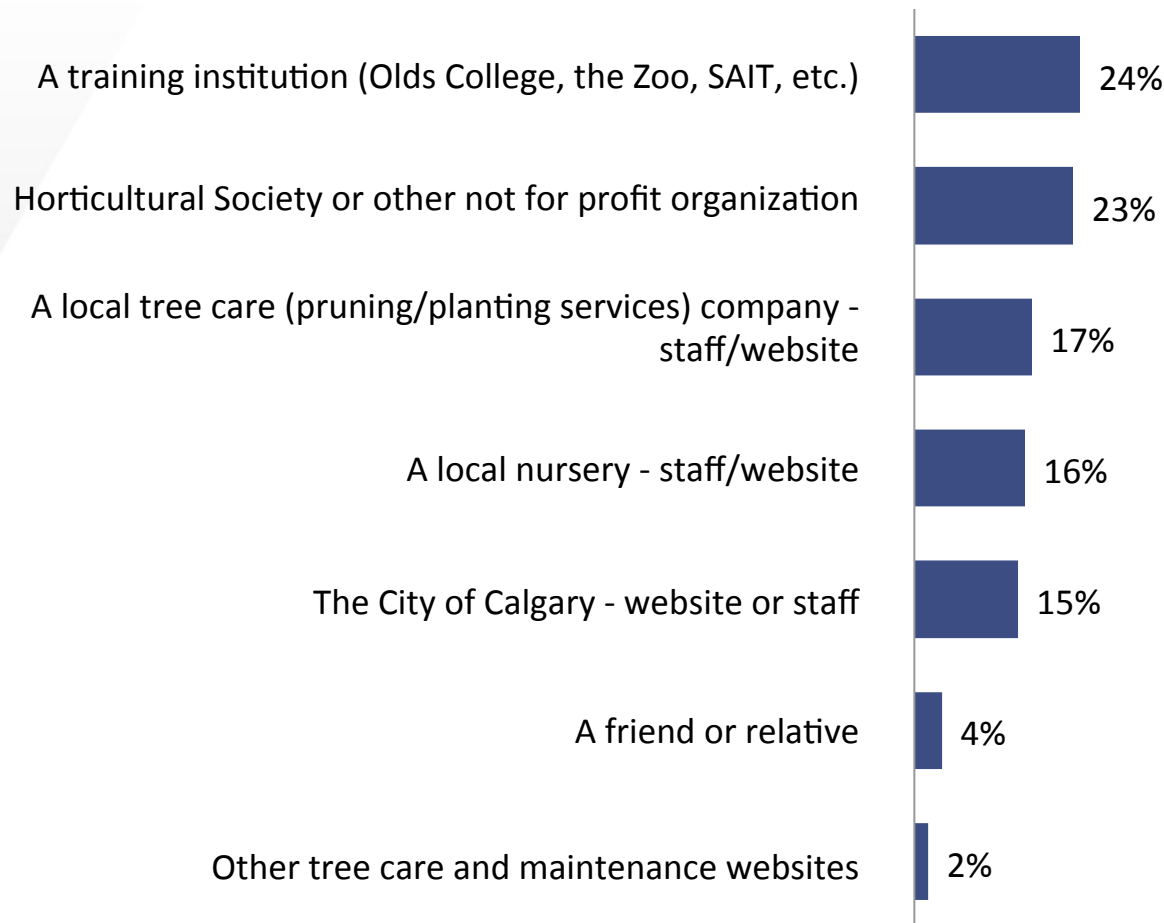
Useful Information Related to Tree Care and Maintenance



*Please select the type of information related to tree care and maintenance that would be useful to you and your household.
(Please select all that apply)*

Base: Valid Respondents (n=378)

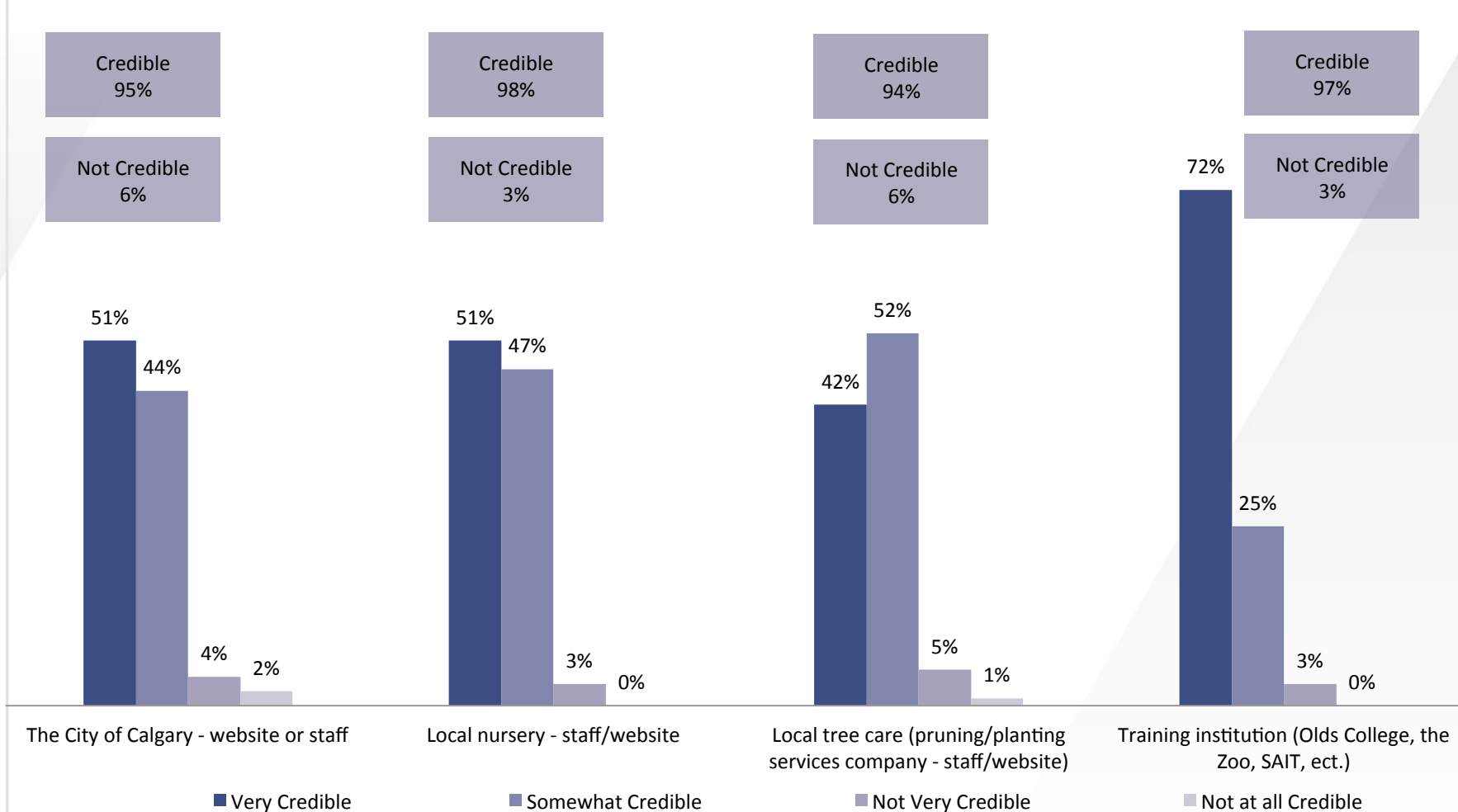
Trusted Sources of Information on Tree Care and Knowledge



For each, please select the source source you would trust most for information related to tree care and maintenance.

Base: Valid Respondents (n=378)

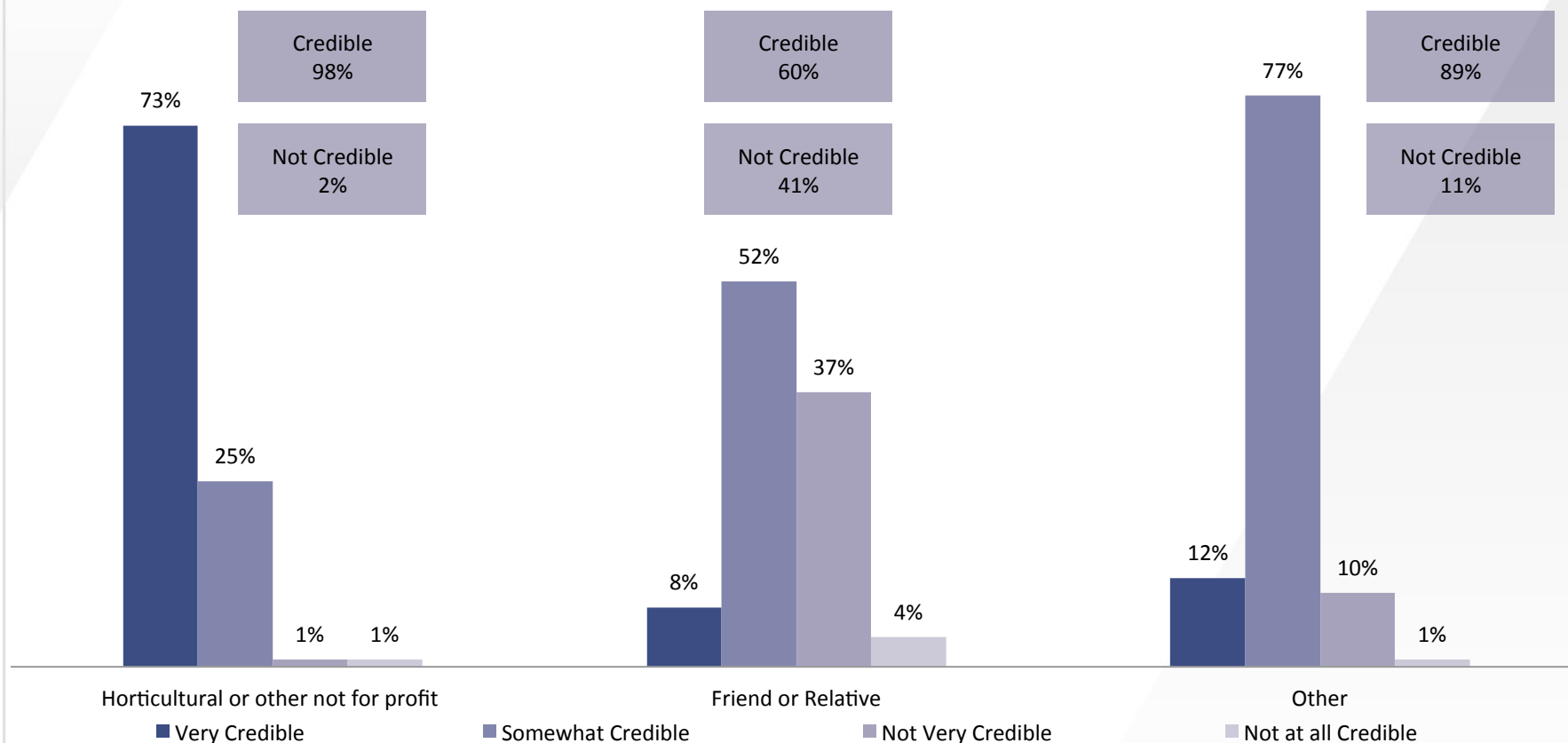
Credible Sources of Information on Tree Care and Maintenance



For each, please rate the overall credibility of each source when looking for information related to tree care and maintenance.

Base: Valid Respondents (n=378)

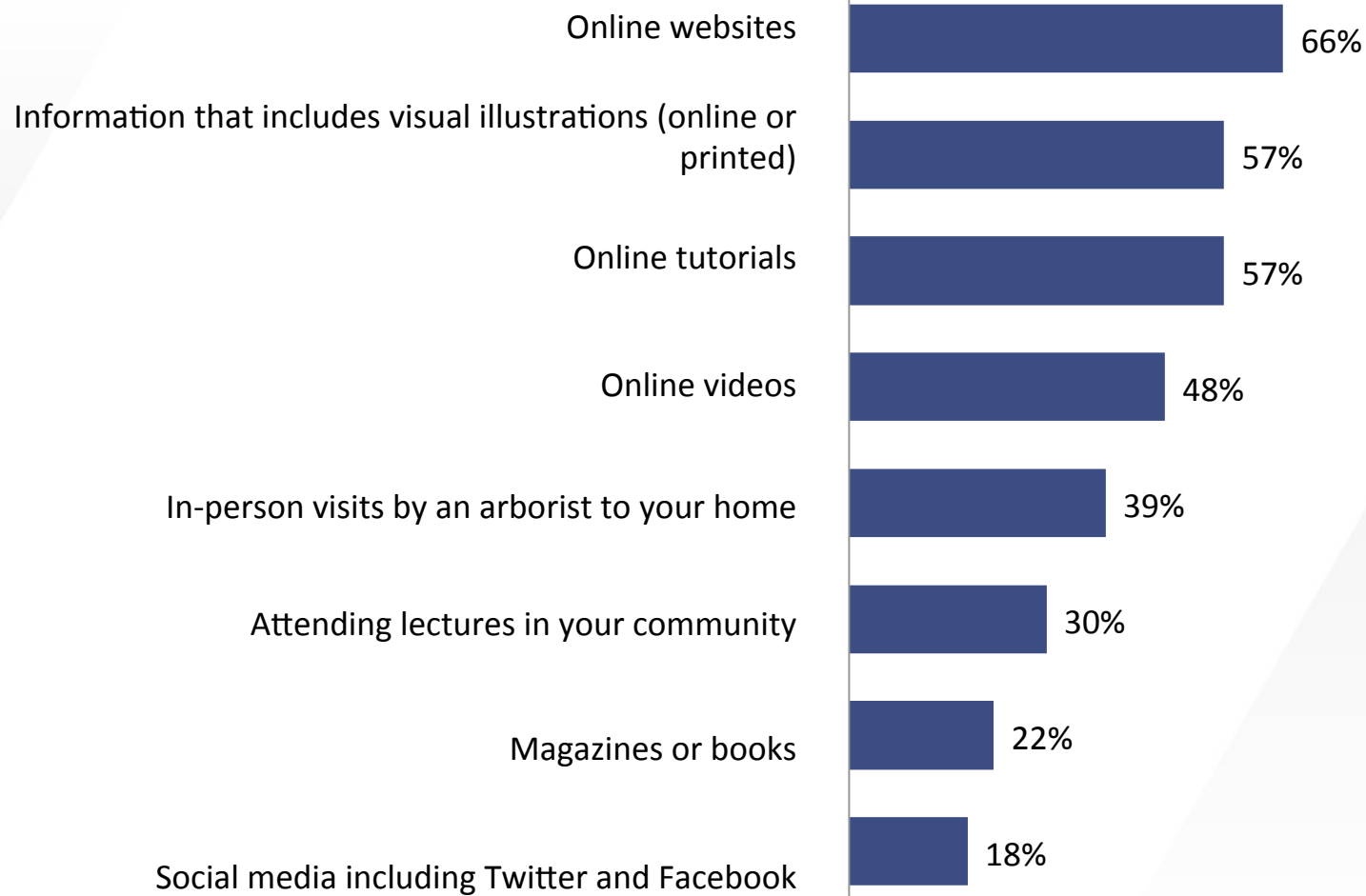
Credible Sources of Information on Tree Care and Maintenance



For each, please rate the overall credibility of each source when looking for information related to tree care and maintenance.

Base: Valid Respondents (n=378)

Popular Methods of Gaining Tree Information and Knowledge



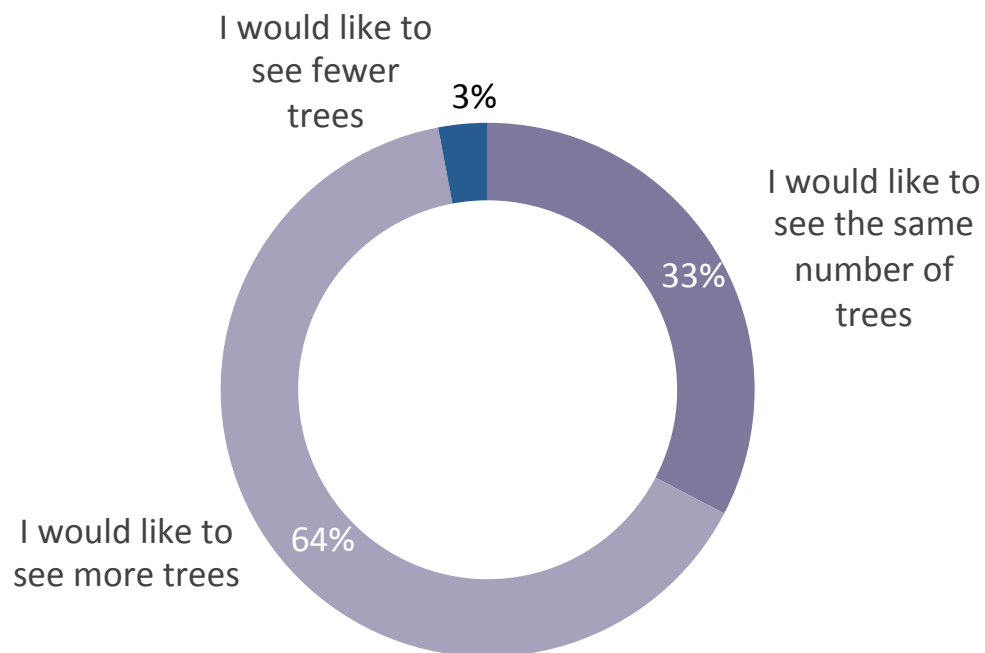
Please select all of the different ways you would be interested in learning more about tree care and maintenance (select all that apply)

Base: Valid respondents (n=378)



Program Alignment: Respondent Opinions on Tree Planning

My Community Should Have...



In general, do you want to see more, less, or the same number of trees in your community?

Base: Valid Respondents (n=378)

Views About Tree Choices in Communities

Communities should have a predetermined plan for the type of trees that will be planted that includes a set of criteria that should be followed

43%

Residents should be allowed to plant the tree of their own choosing

57%

Please select the option that is closest to your own opinion.

Base: Valid Respondents (n=378)

Choice: Self Selection or City Selection for Community Trees

Prefer to decide which new trees should be planted in your community

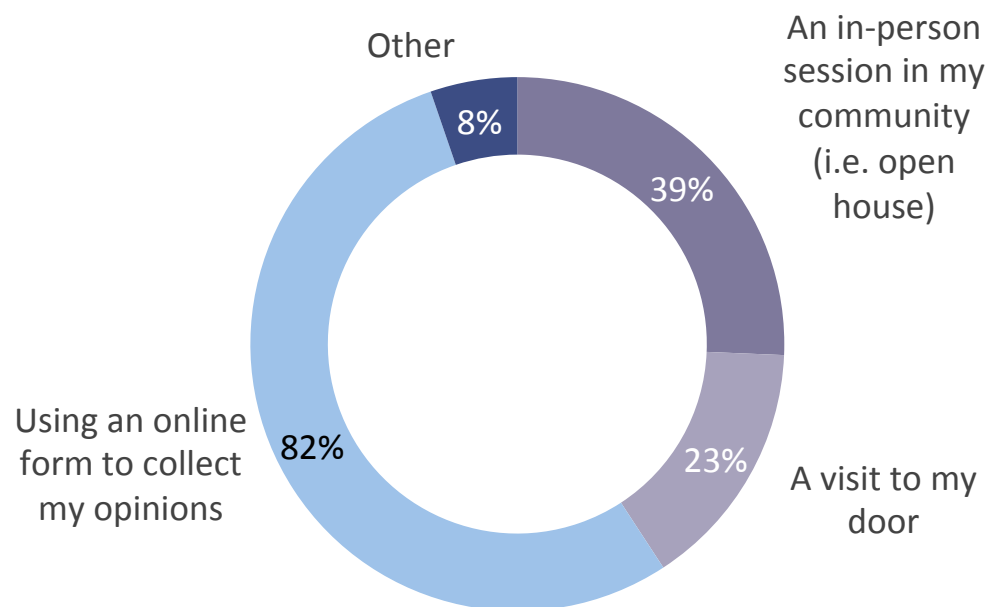
35%

Trust The City to make the best proposal about the types of new trees that would be planted in your community

65%

Thinking specifically about your own community, would you...?
Base: Valid Respondents (n= 378)

Preferred Methods for Consulting About Tree Types in Communities



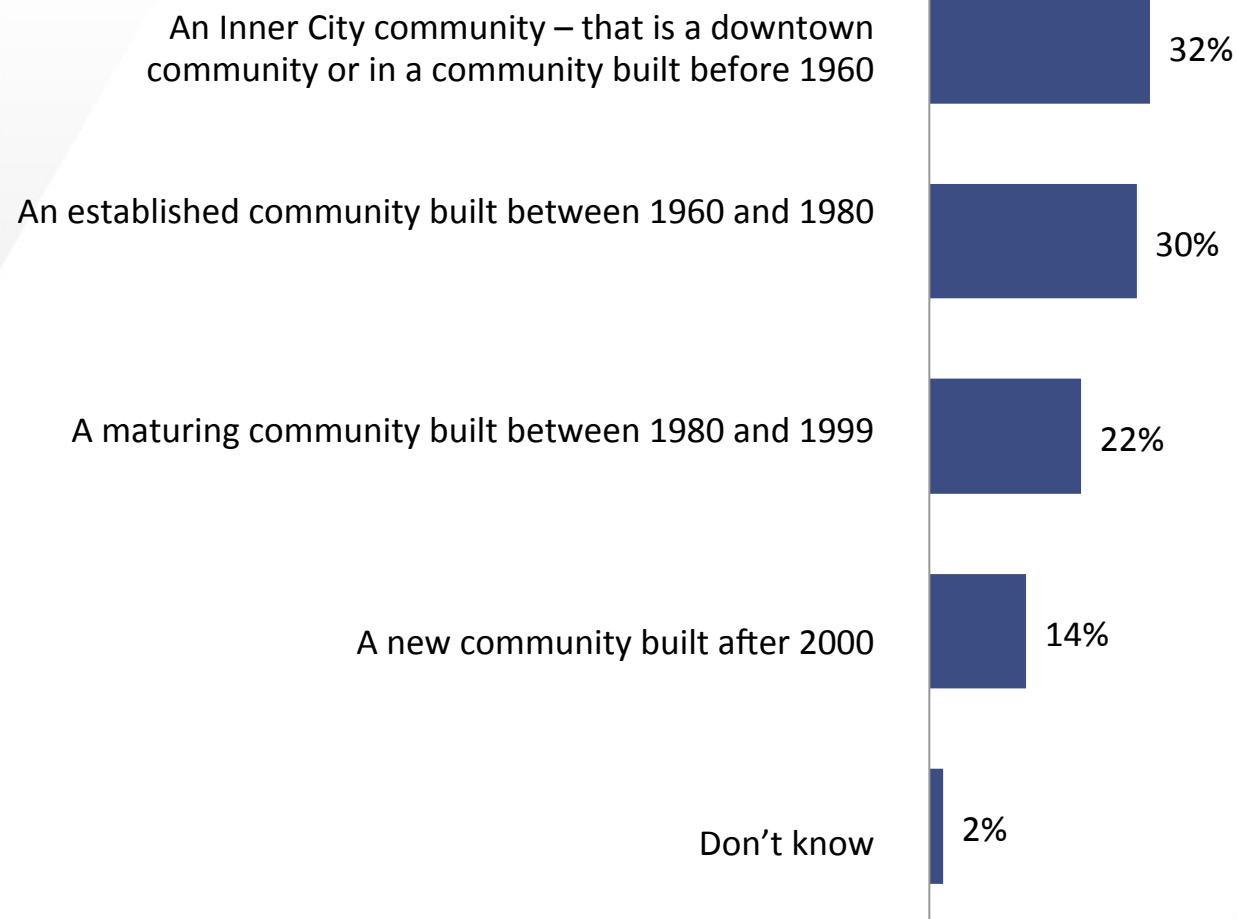
How would you like to be consulted about the type of new tree that could be planted in your community (select all that apply)

Base: Respondents who prefer to decide which new trees should be planted in their community (n=378)



Respondent Neighborhood Demographics

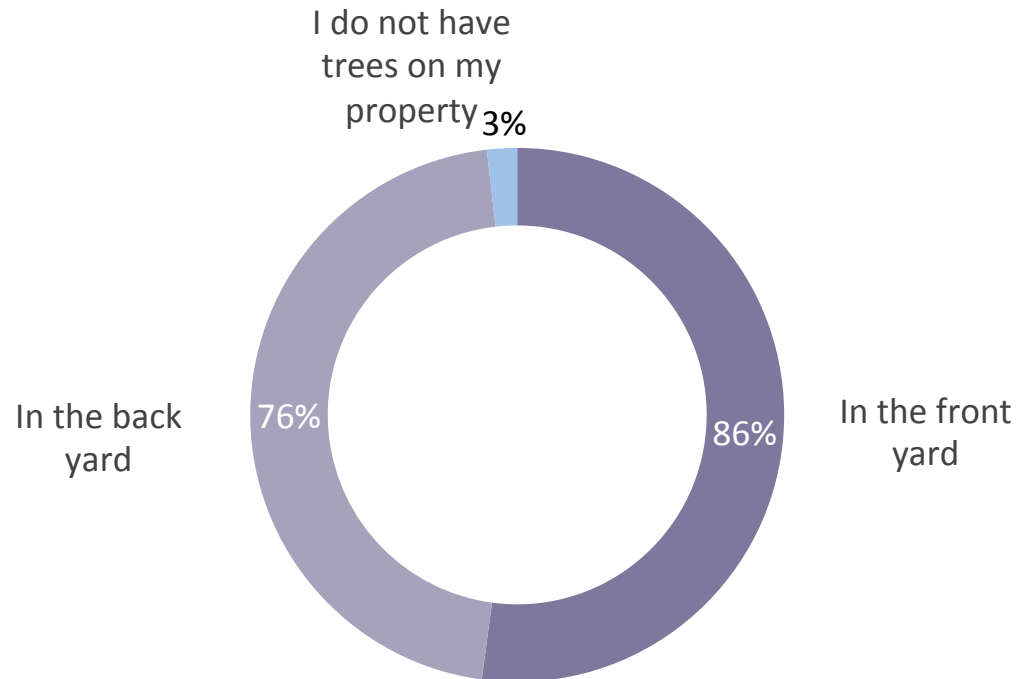
Neighborhood Profiling



How would you describe your community (select one response)

Base: Valid Respondents (n=378)

Neighborhood Profiling



Where do you have trees on your property? (select all that apply)

Base: Valid respondents (n=378)

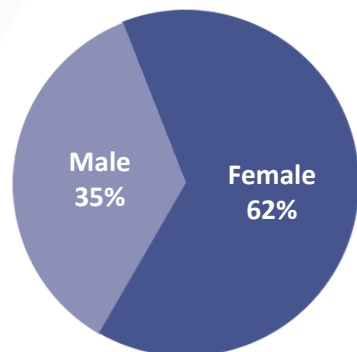


Demographics

Demographics

Important Note: This sample is not representative in nature.

Gender



Age

18 to 24	3%
25 to 34	21%
35 to 44	24%
45 to 54	23%
55 to 64	20%
65 or more	10%
Note: Rounding	

Education

Completed high school or less	7%
Some college or university	16%
Completed university undergraduate or post-graduate degree	43%
No response	1%

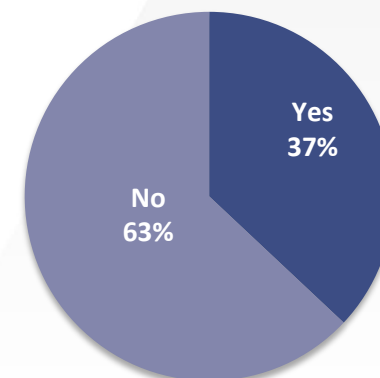
Income

<\$30,000	5%
\$30,000 to <\$45,000	5%
\$45,000 to <\$60,000	9%
\$60,000 to <\$75,000	9%
\$75,000 to <\$90,000	9%
\$90,000 to <\$105,000	6%
\$105,000 to <\$120,000	8%
\$120,000 or more	31%
No response	18%
Note: Rounding	

People in Household

1	21%
2	41%
3	16%
4	18%
5	3%
6	1%
Note: Rounding	

Children in Household



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