

# Citizens View Survey: Urban Forest

## REPORT: July 2018



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# Methodology

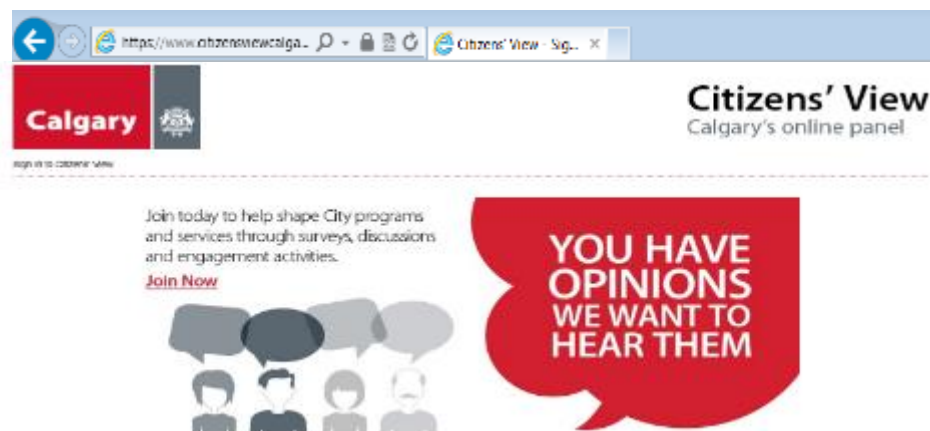
# Methodology

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 4 to 3442 panelists. A total of 1148 came to the survey site, among whom 135 (4% of the total outgo) dropped out and 1013 (29% of the outgo) panelists completed the survey by June 12.

**The following findings may not be statistically representative of all Calgarians. 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 research with a representative sample of citizens.**





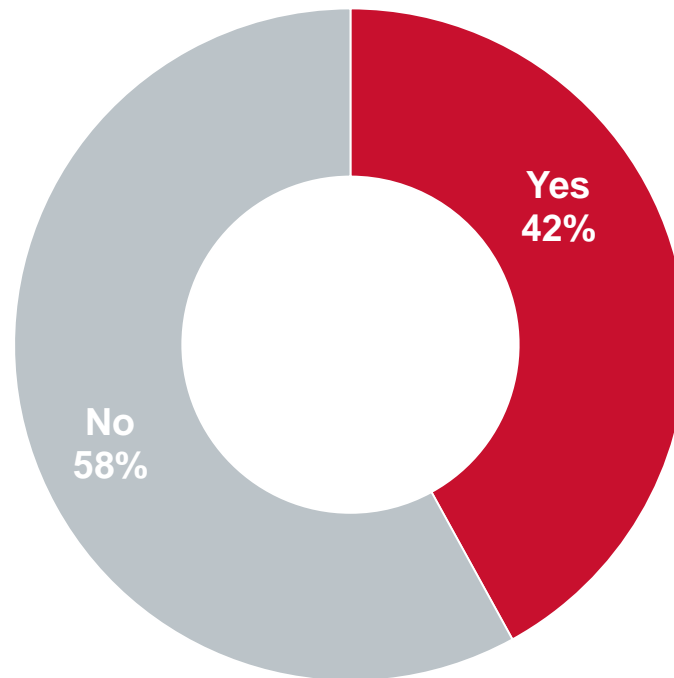
# Summary of Findings

# Overview of Findings

The vast majority of panelists support The City of Calgary's efforts to increase the urban forest canopy. Key findings include:

- Awareness is moderately high. Four-in-ten panelists have seen, read or heard something about The City of Calgary taking steps to protect trees and increase the urban forest canopy, and nearly two-thirds say that they were familiar with the term 'urban forest canopy'.
- Virtually all panelists (97%) support The City's efforts to protect trees and increase the urban forest canopy. Some suggest that the City take a regulatory role, and implement bylaws, fines, or incentives.
- Cost is the most frequently-mentioned reason for opposition to these efforts.
- Over 90% of panelists agree that the City should continue to spend as much, or more on planting and caring for trees in public spaces.
- At 4%, awareness that City Council has an urban canopy target of 16 to 20% by 2067 is very low. However, nine-in-ten panelists support this goal.
- While support is strong, panelists are not as positive in their views of the progress that the City is making toward this target. Only 53% agree that The City is making progress.

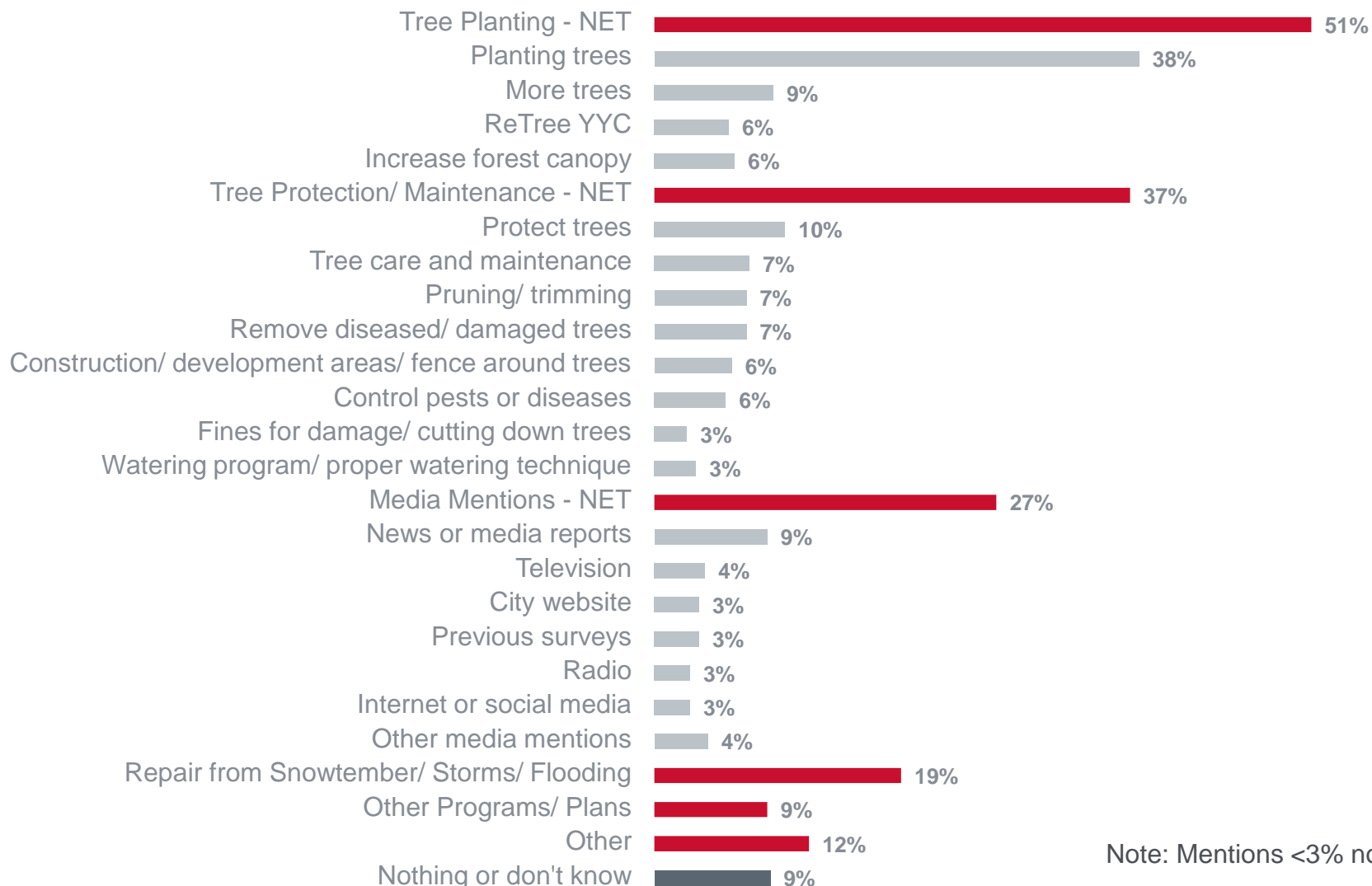
# Awareness of City of Calgary Taking Steps to Increase Our Urban Forest Canopy



Q1a. In the past year or so, have you seen, read, or heard anything about The City of Calgary taking steps to protect trees and increase our urban forest canopy?

Base: Total respondents (n=1013)

# Steps to Protect Trees and Increase Our Urban Forest Canopy



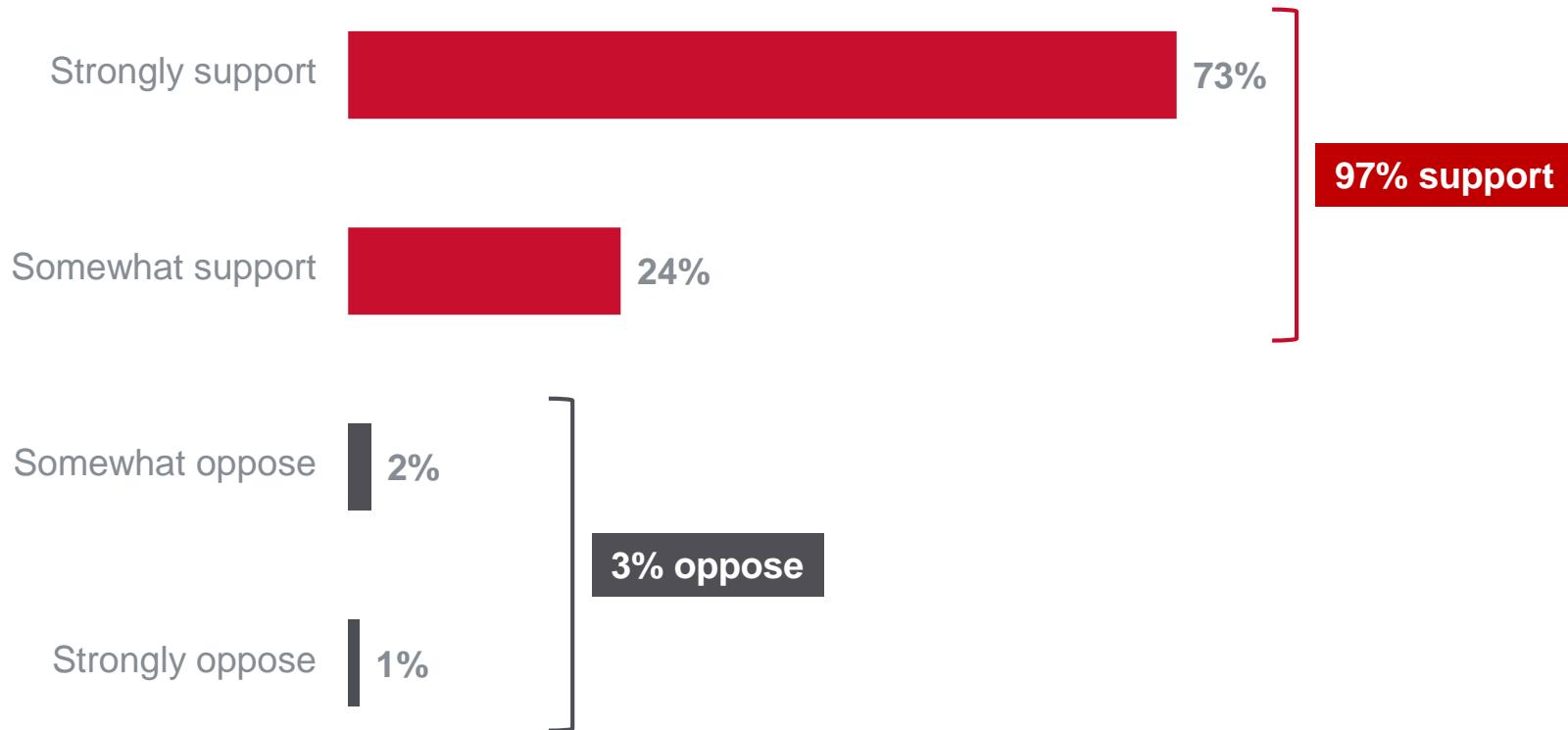
Note: Mentions <3% not shown.

Q1b. What have you seen or heard about steps to protect trees and increase our forest canopy?

Base: Respondents who are aware that the City of Calgary is taking steps to increase our urban forest canopy (n=430)



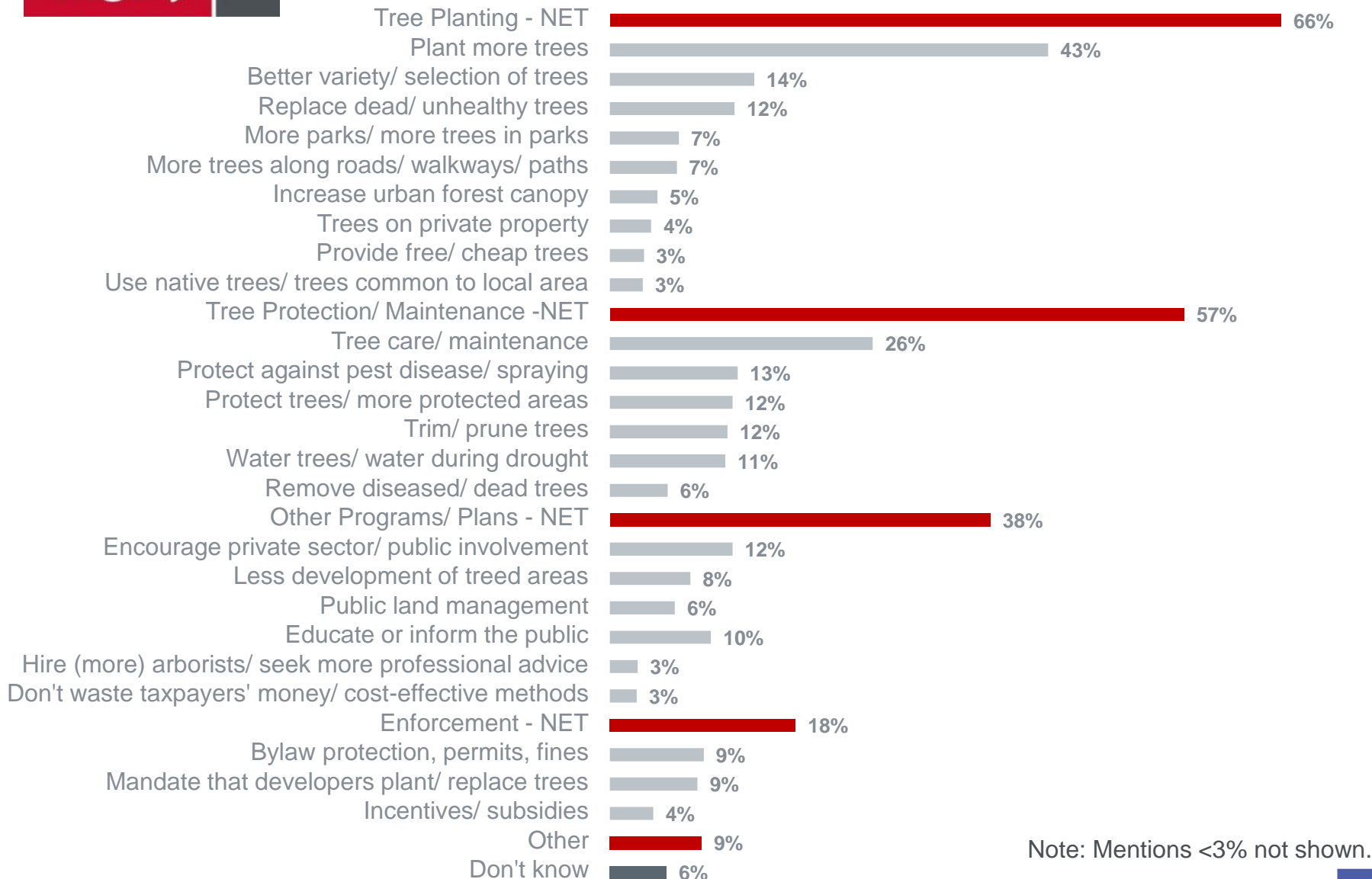
# Agreement That the City Should Protect Trees and Increase Our Urban Forest Canopy



Q2. To what extent do you agree that the City should take steps to protect trees and increase our urban forest canopy?

Base: Total respondents (n=1013)

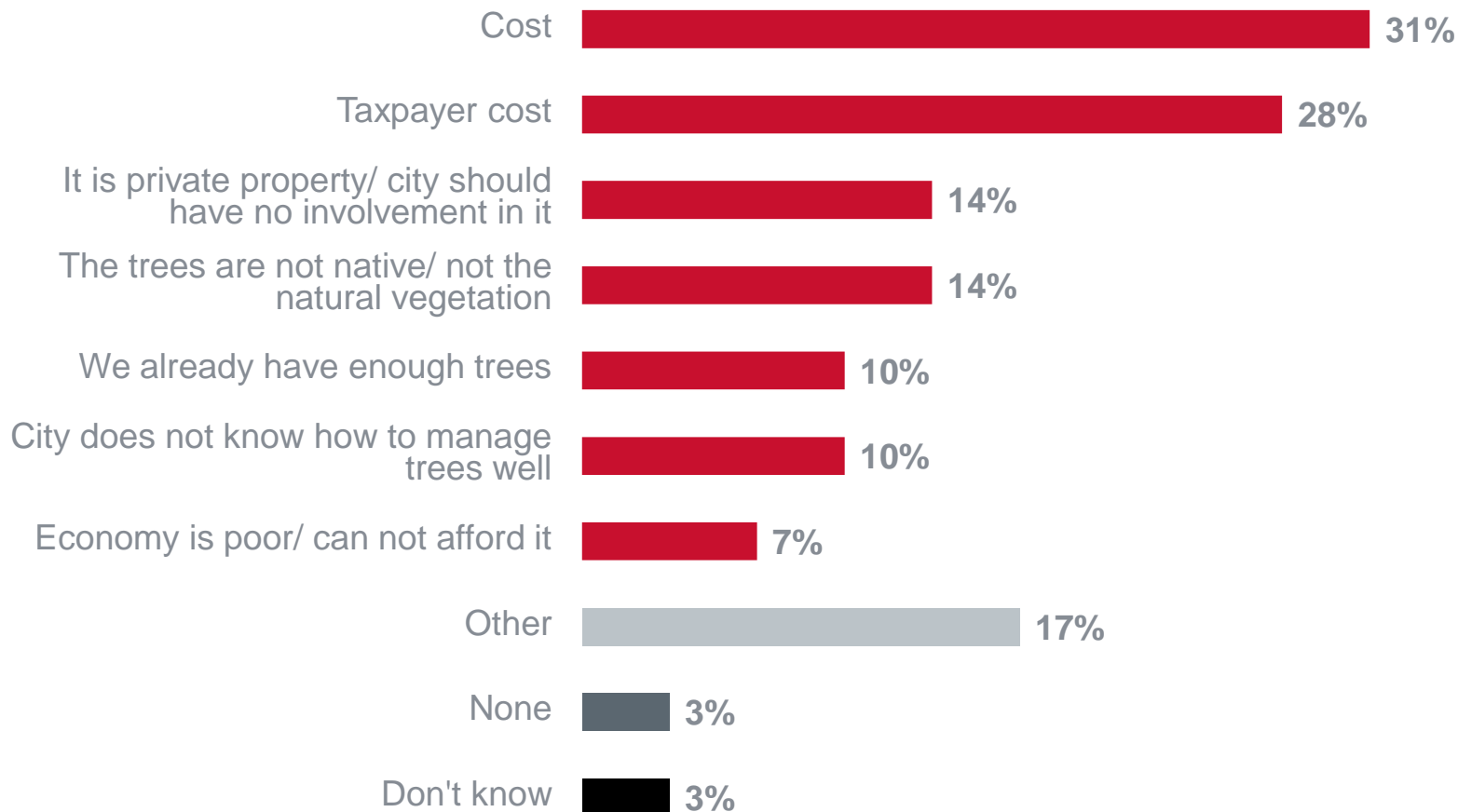
# Steps City Should Take According to Supporters



Q3. What steps do you think the City should take to protect trees and increase our urban forest canopy?

Base: Respondents who support the City in protecting trees and increasing our urban canopy (n=983)

# Main Reasons Do Not Support Steps to Protect Trees and Increase Our Urban Forest Canopy\*



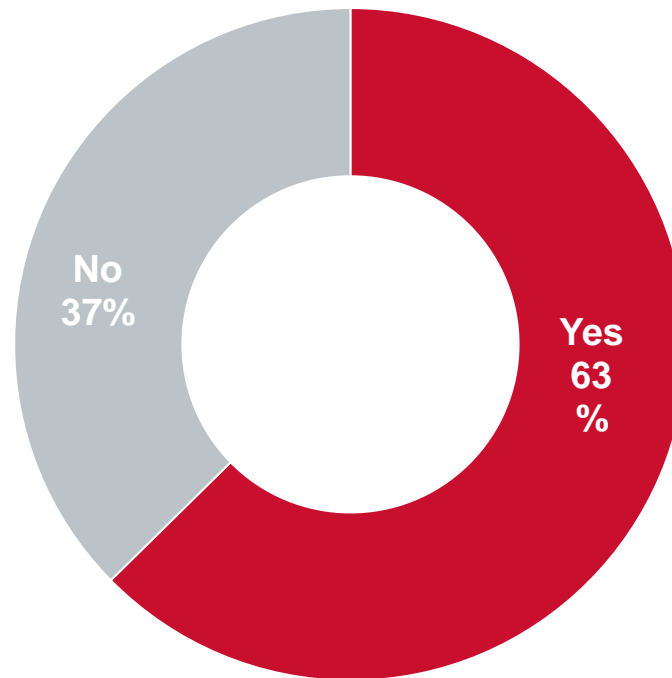
Note: Mentions <3% not shown.

\*Note: results should be viewed with caution due to the small sample size.

Q4. What are the main reasons that you do not support the City taking steps to protect trees and increase our urban forest canopy?

Base: Respondents who oppose the City protecting trees and increasing our urban canopy (n=29)

## Whether Familiar With the Term 'Urban Forest Canopy' Before This Survey



Q5. The urban forest canopy is the layer of leaves, branches and stems that cover the ground when viewed from above. It includes trees on public land, as well as trees on individual homeowners' properties. Were you familiar with this term before taking this survey?

Base: Total respondents (n=1013)

# Agreement with Statements About the Urban Forest Canopy

■ Strongly agree  
 ■ Somewhat agree  
 ■ Somewhat disagree  
 ■ Strongly disagree  
 ■ Prefer not to answer

Other cities in Canada aim for a minimum canopy coverage (such as 20 to 30%) and The City of Calgary should strive to do the same.



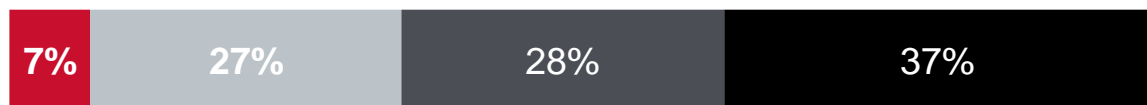
The City of Calgary should not permit recreational activities that harm public trees, such as building tree forts and hanging swings.



The City of Calgary should place restrictions on cutting down trees on private property



Calgary is a prairie city with weather that makes it difficult to grow trees, so it is OK if Calgary has fewer trees than other Canadian cities.



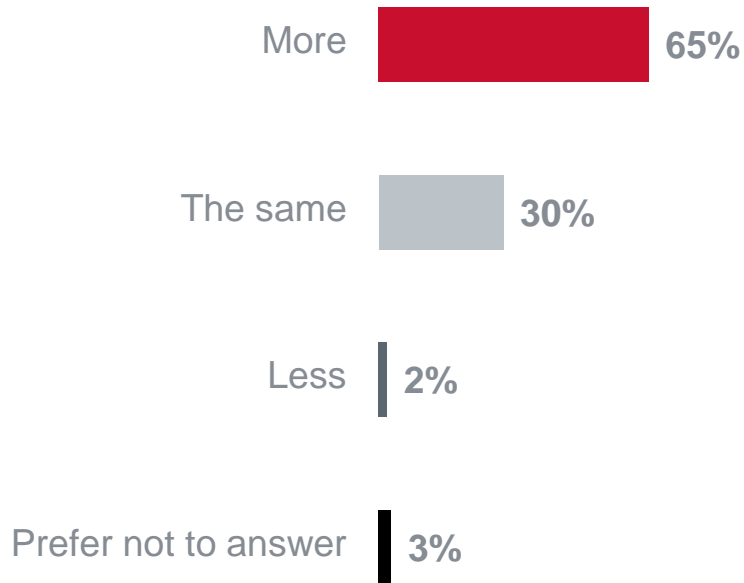
Q6a. To what extent do you agree or disagree with each of the following statements?

Base: Total respondents (n=1013)

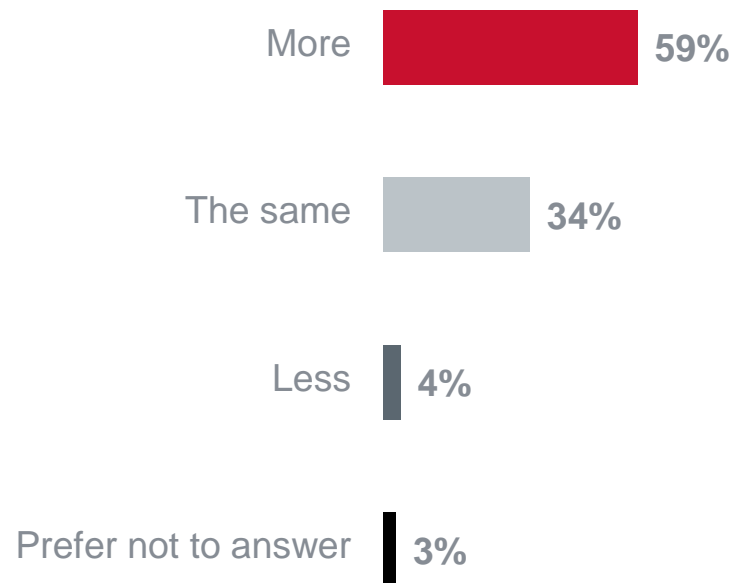


# Whether Think The City of Calgary Should Spend on Planting and Caring for Trees

## Caring for trees in public spaces



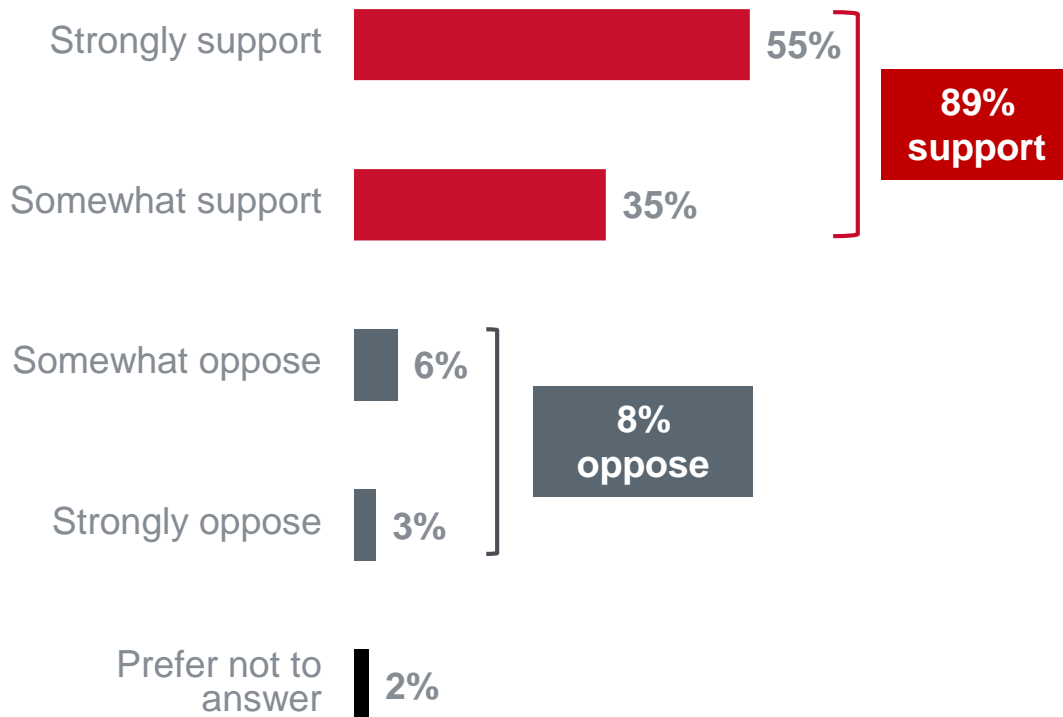
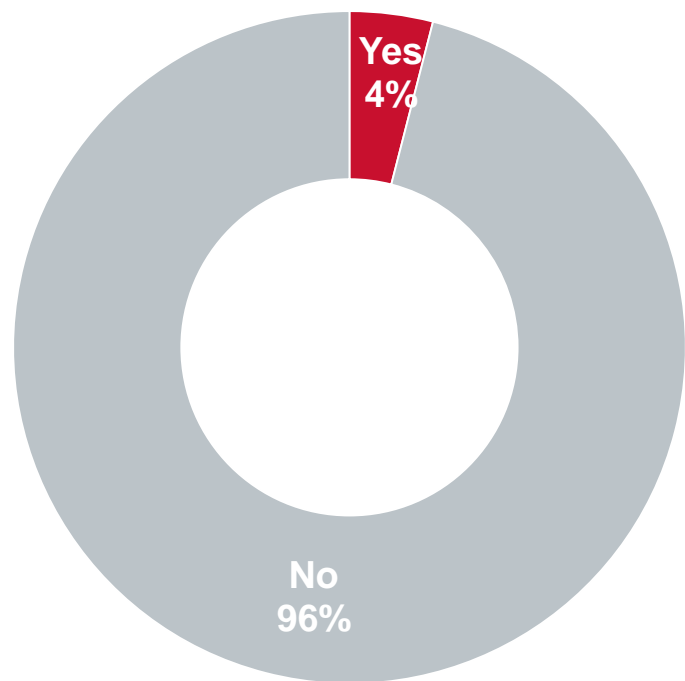
## Planting trees in public spaces



Q6b. Do you think The City of Calgary should spend more, less, or the same amount on the following?

Base: Total respondents (n=1013)

# Awareness That City Council Has an Urban Canopy Target of 16 to 20% by 2067

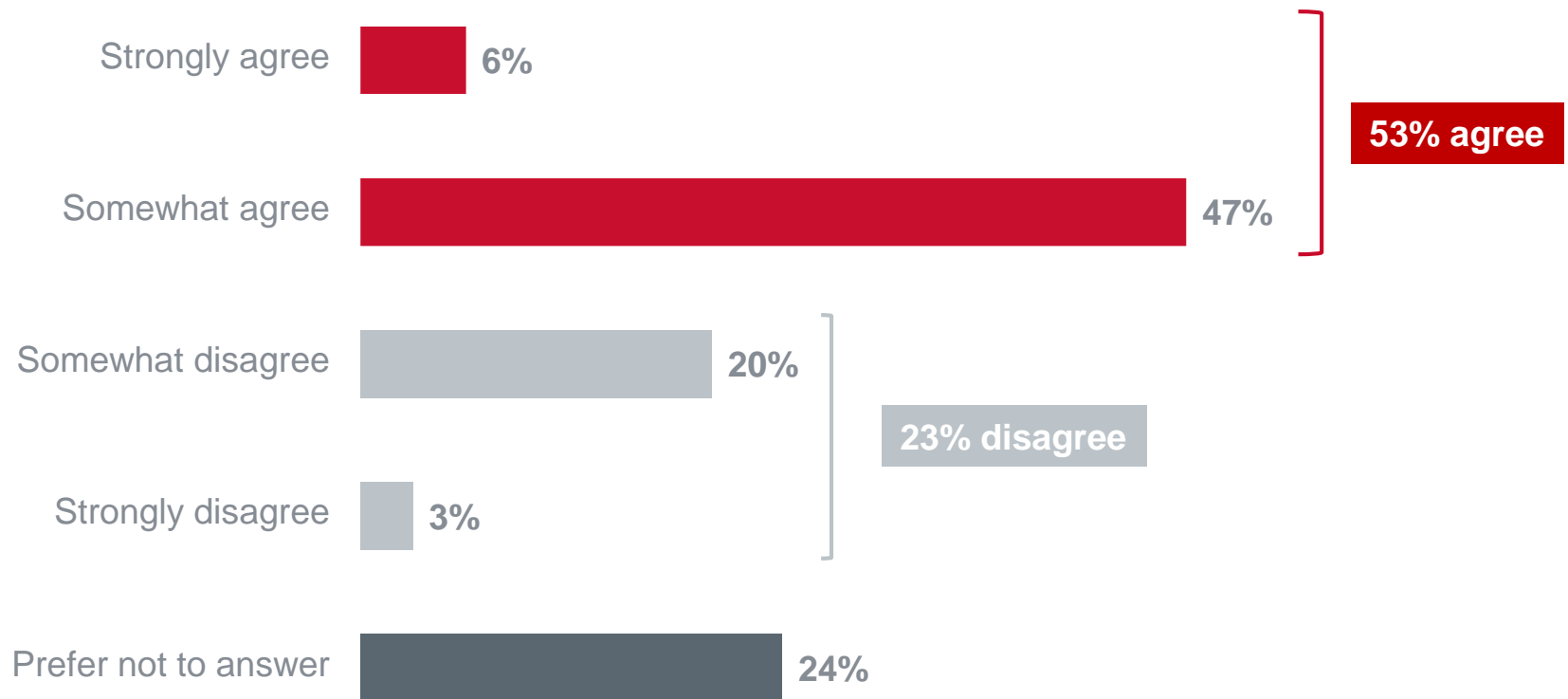


Q7.Had you heard that City Council has set a target to have an urban canopy of 16-20% by 2067?

Q8.To what extent do you support this goal?

Base: Total respondents (n=1013)

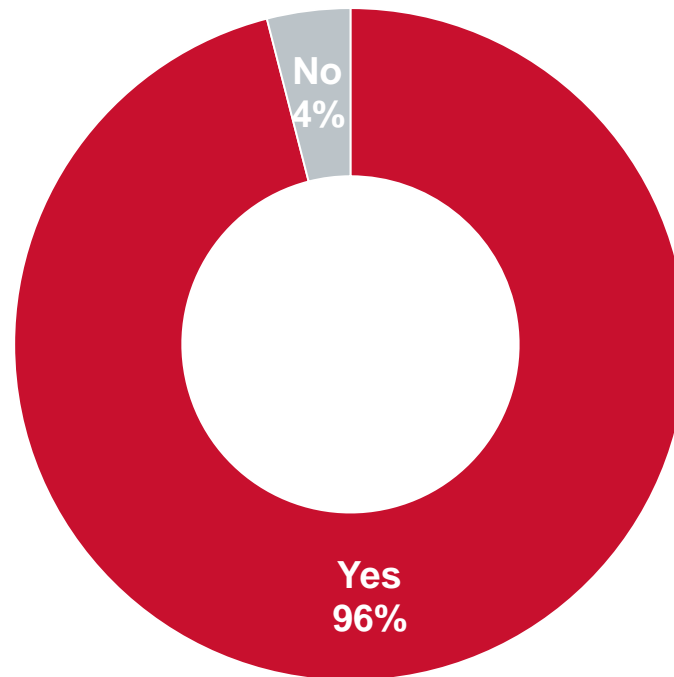
## Agreement that The City is Making Progress Toward the Urban Canopy Target



Q9. Do you agree or disagree that The City is making progress toward the target of having an urban canopy of 16-20% by 2067?

Base: Total respondents (n=1013)

## Whether Have Trees on Your Property or the Boulevard in Front of Your Home



Q10. Do you have any trees on the property where you live, or on the boulevard in front of your home?

Base: Total respondents (n=1013)

# Characteristics and Attitudes Toward the Survey



# Agreement with Statements About the Survey

■ Strongly agree ■ Somewhat agree ■ Somewhat disagree ■ Strongly disagree ■ Prefer not to answer

The time required to complete this survey was acceptable for me.

82%

17%

This survey was easy for me to complete.

77%

20%

The topic of this survey was interesting to me.

72%

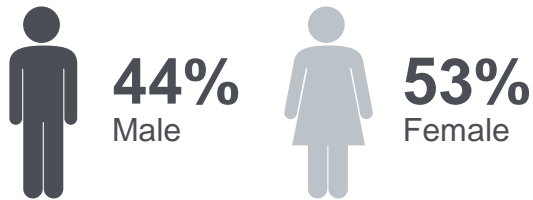
25%

Q22: Please indicate your level of agreement or disagreement with the following statements..

Base: Total respondents (n=1013)

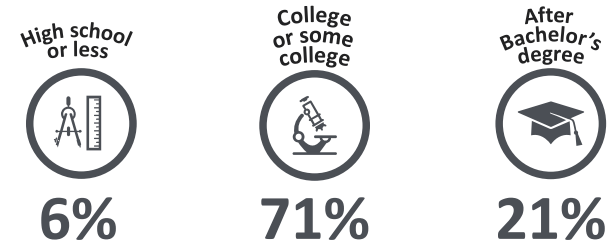
# Demographic Characteristics

## Gender

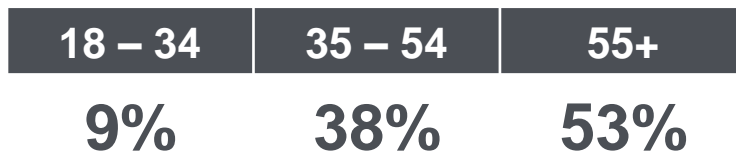


(Prefer not to answer 3%)

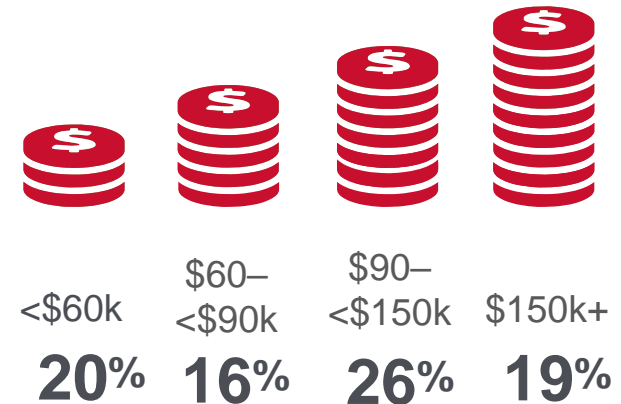
## Education



## Age



## Income

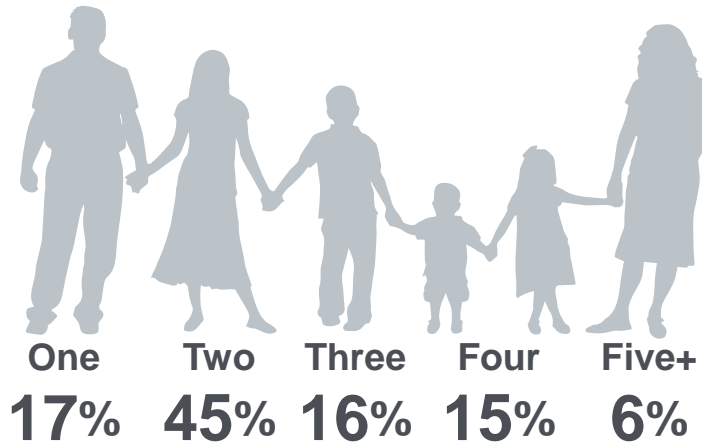


(Prefer not to answer 20%)

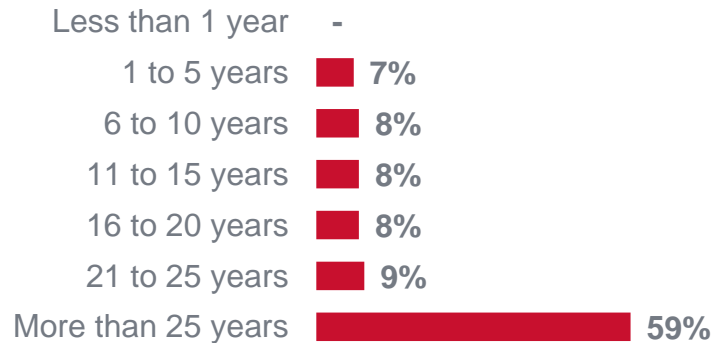
Base: Total respondents (n=1013)

# Family Characteristics

## Household Size



## Lived in The City of Calgary...



Own  
**85%**

Rent  
**11%**

Other  
**2%**

Prefer not  
to answer  
**2%**



Base: Total respondents (n=1013)