

2018 Tree Survey Results with Ward Level Analysis



Background

The broad purpose of the survey is to measure attitudes toward trees, the value or importance of trees, and any issues or problems with tree removal in the town of Newmarket.

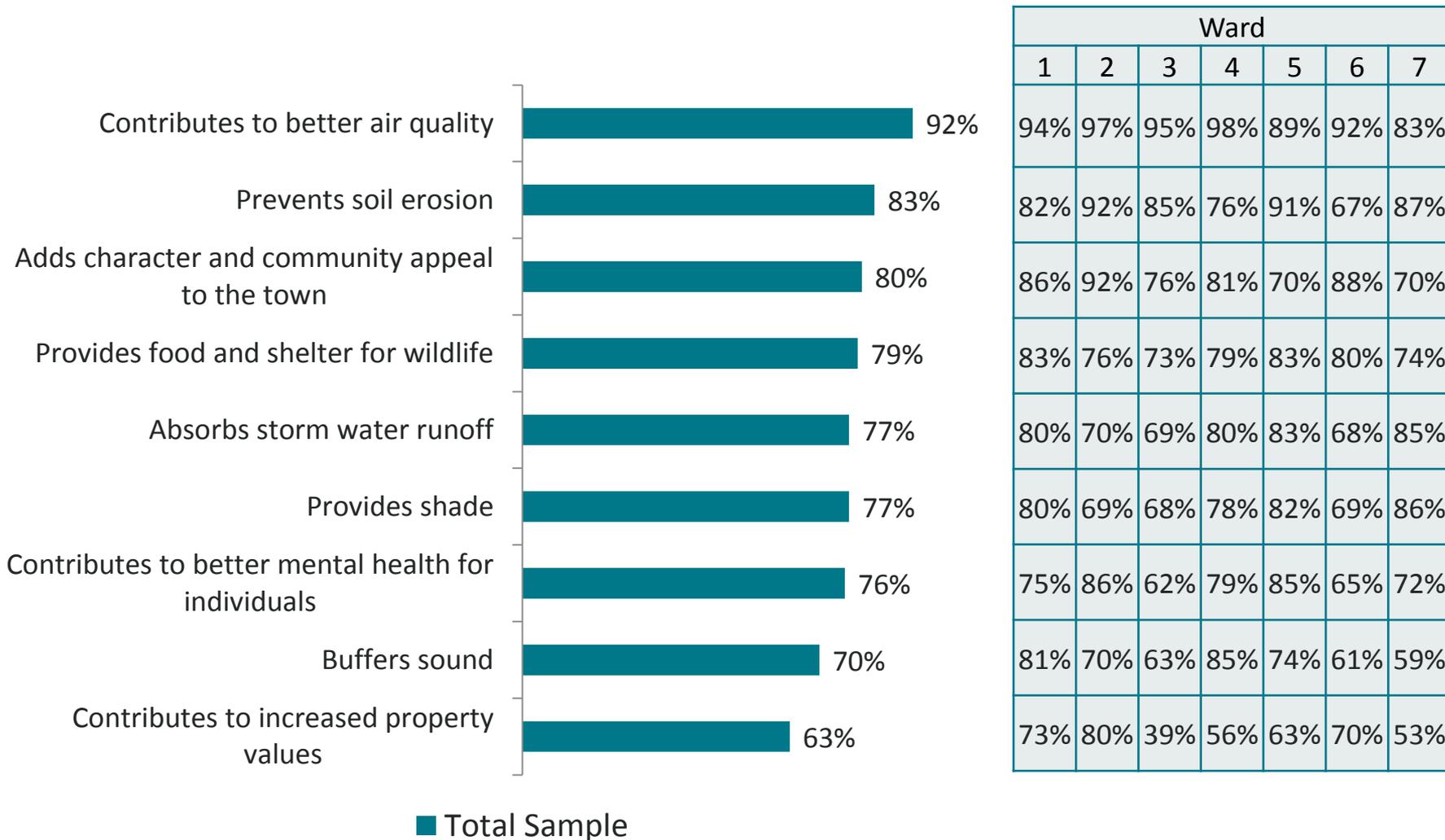
Methodology

The research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) from October 30th to November 8th, 2018.

- In total, 401 surveys were completed with residents of the Town of Newmarket 18 years of age or older.
- Sample was collected evenly from each of Newmarket's seven wards (57 per ward)
- Final data used in the analysis were weighted by age and ward to represent the population of Newmarket.
- Results are considered accurate to within +/- 4.9%, 19 times out of 20.

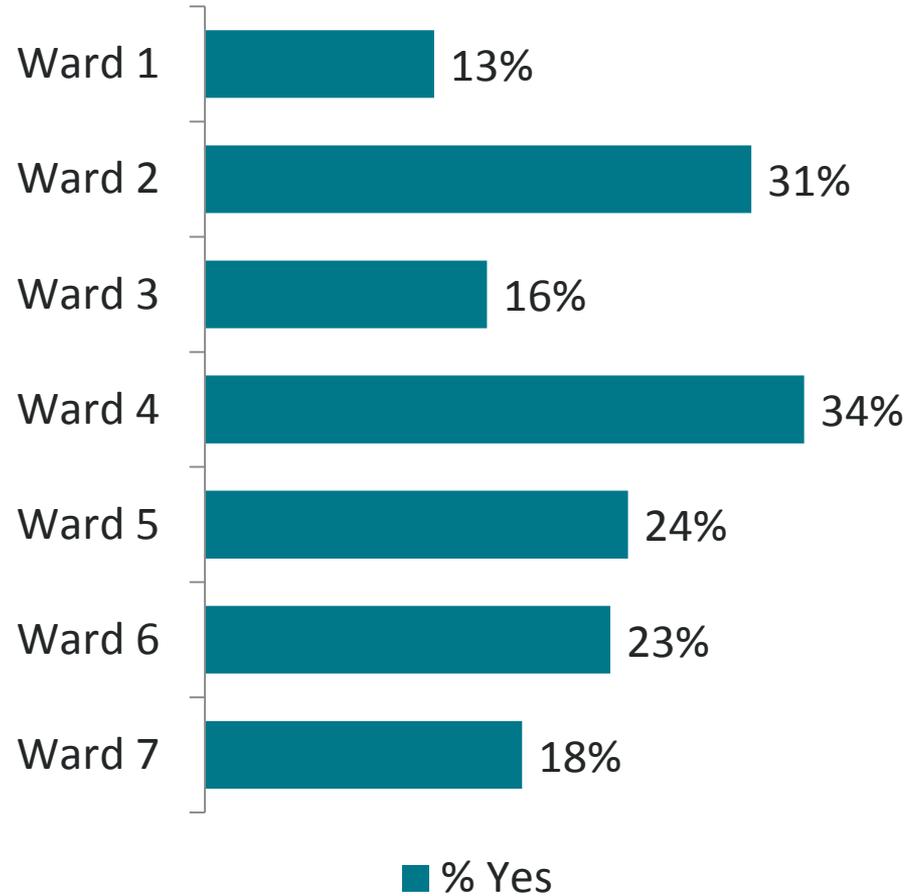
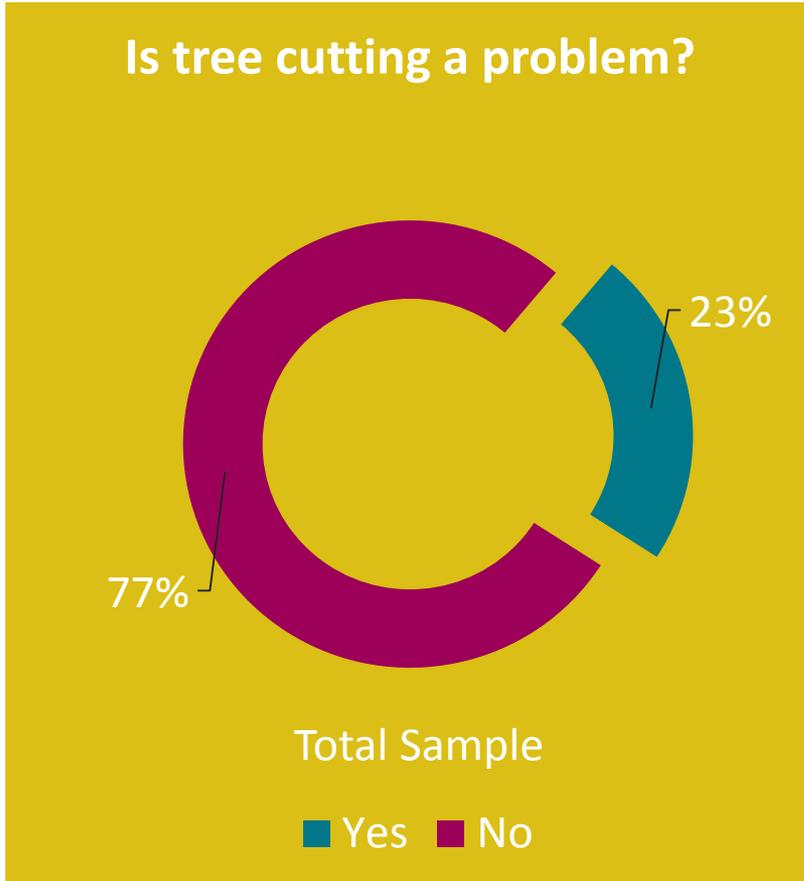


Better air quality, erosion prevention, and increased community appeal are top three reasons for considering trees important



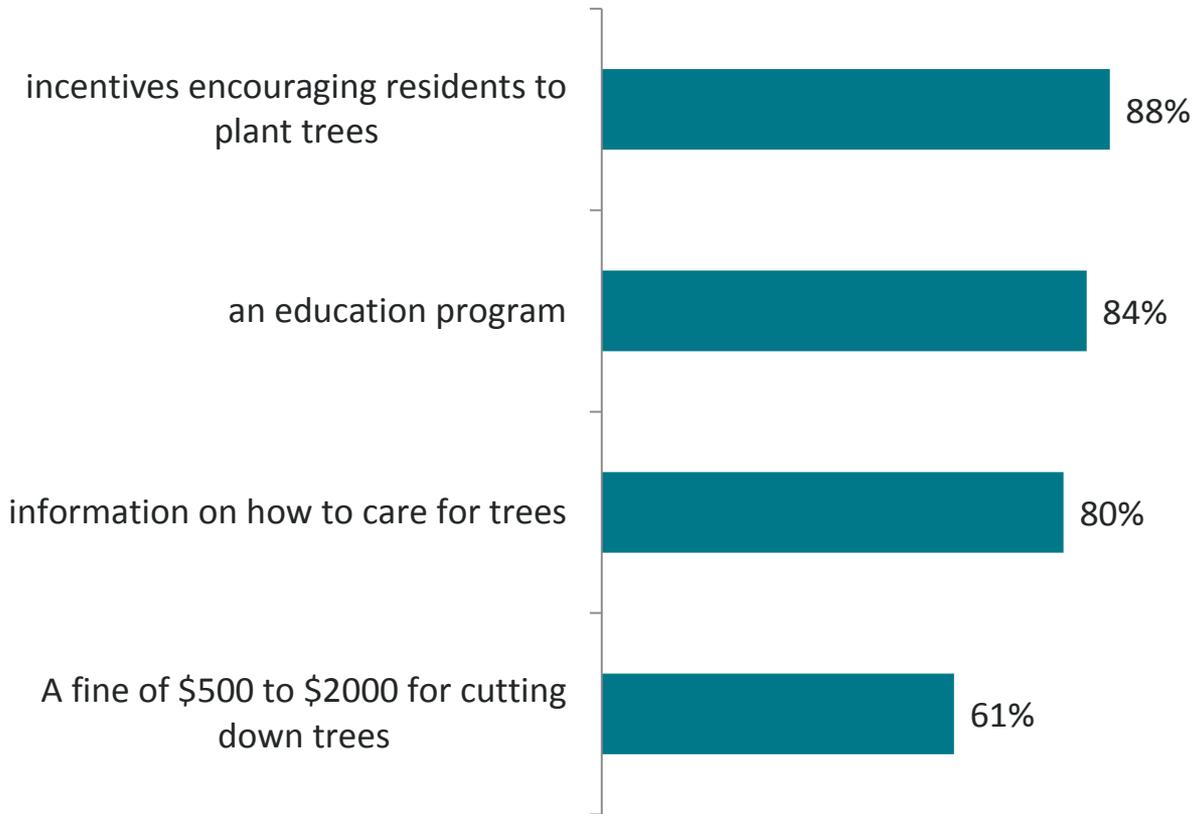


Tree cutting on private property is a problem for 1 out of 4 residents.





Incentives and education programs are more preferred than bylaws with fines, but all would be welcome

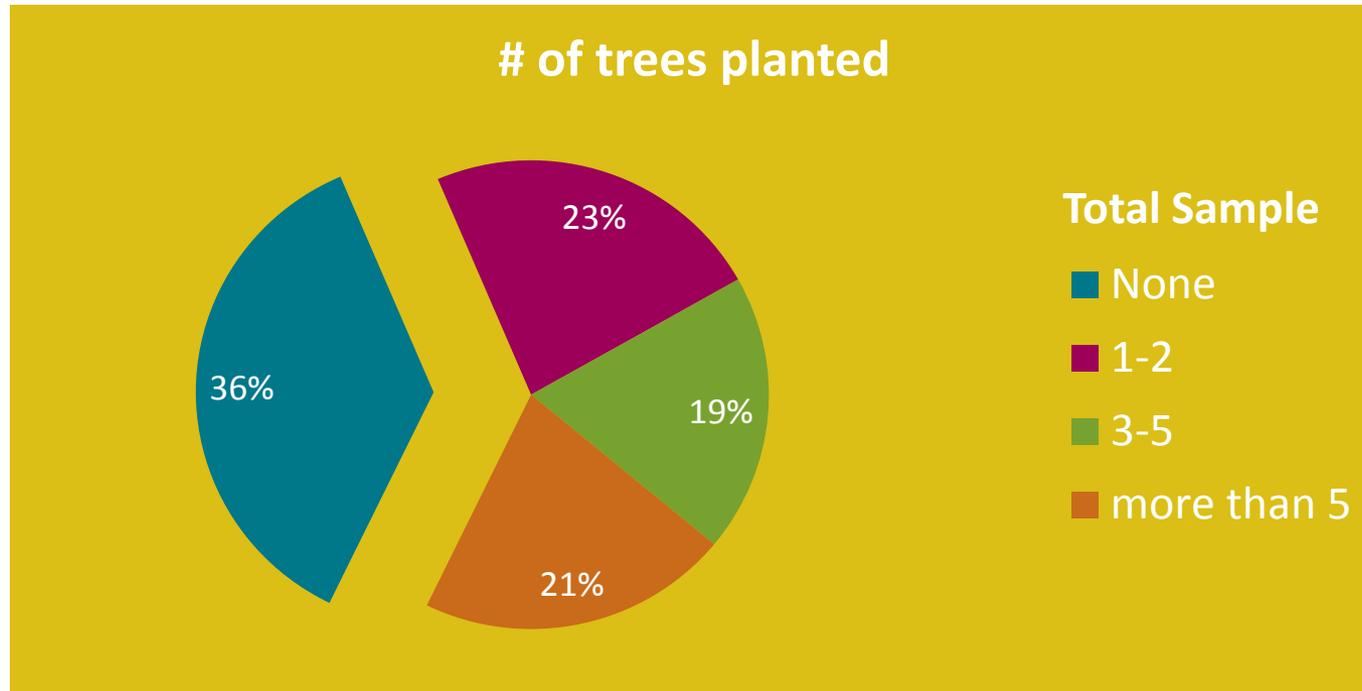


| Ward | | | | | | |
|------|-----|-----|-----|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 89% | 81% | 90% | 91% | 91% | 92% | 86% |
| 89% | 77% | 85% | 91% | 95% | 72% | 79% |
| 100% | 73% | 88% | 62% | 63% | 88% | 86% |
| 62% | 64% | 46% | 50% | 65% | 56% | 73% |

■ Total Sample



Nearly 2 out of 3 residents have planted trees



| | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Ward 5 | Ward 6 | Ward 7 |
|-------------|--------|--------|--------|--------|--------|--------|--------|
| None | 46% | 32% | 46% | 26% | 57% | 28% | 20% |
| 1-2 | 19% | 23% | 17% | 28% | 8% | 37% | 31% |
| 3-5 | 14% | 25% | 12% | 32% | 8% | 14% | 28% |
| More than 5 | 22% | 20% | 24% | 15% | 27% | 22% | 21% |



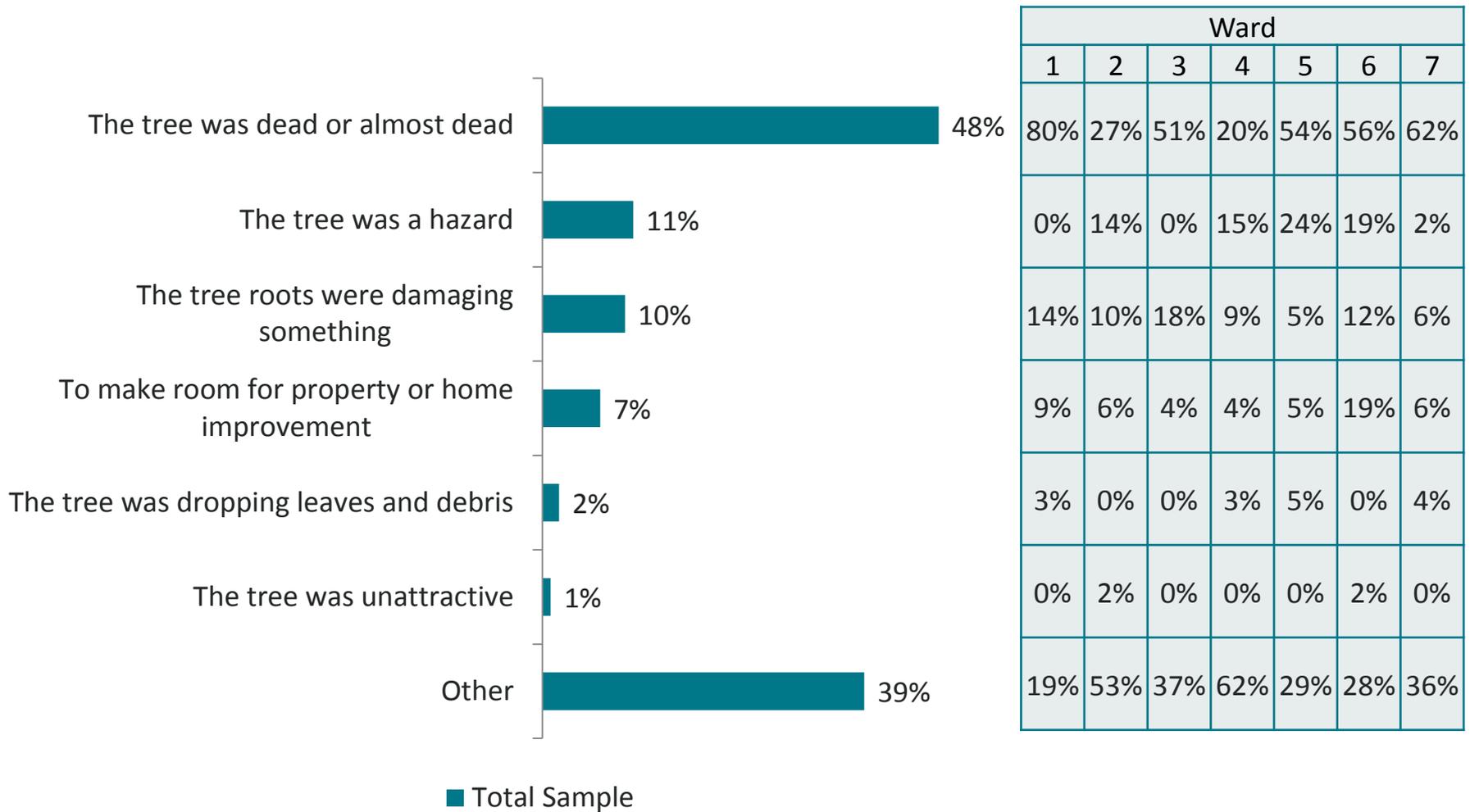
The majority of residents (three out of five) have not removed any trees



| | Ward 1 | Ward 2 | Ward 3 | Ward 4 | Ward 5 | Ward 6 | Ward 7 |
|-------------|--------|--------|--------|--------|--------|--------|--------|
| None | 70% | 58% | 54% | 44% | 54% | 61% | 56% |
| 1-2 | 28% | 37% | 34% | 37% | 30% | 29% | 32% |
| 3-5 | | 5% | 7% | 2% | 12% | 2% | 6% |
| More than 5 | 2% | | 5% | 17% | 5% | 8% | 6% |

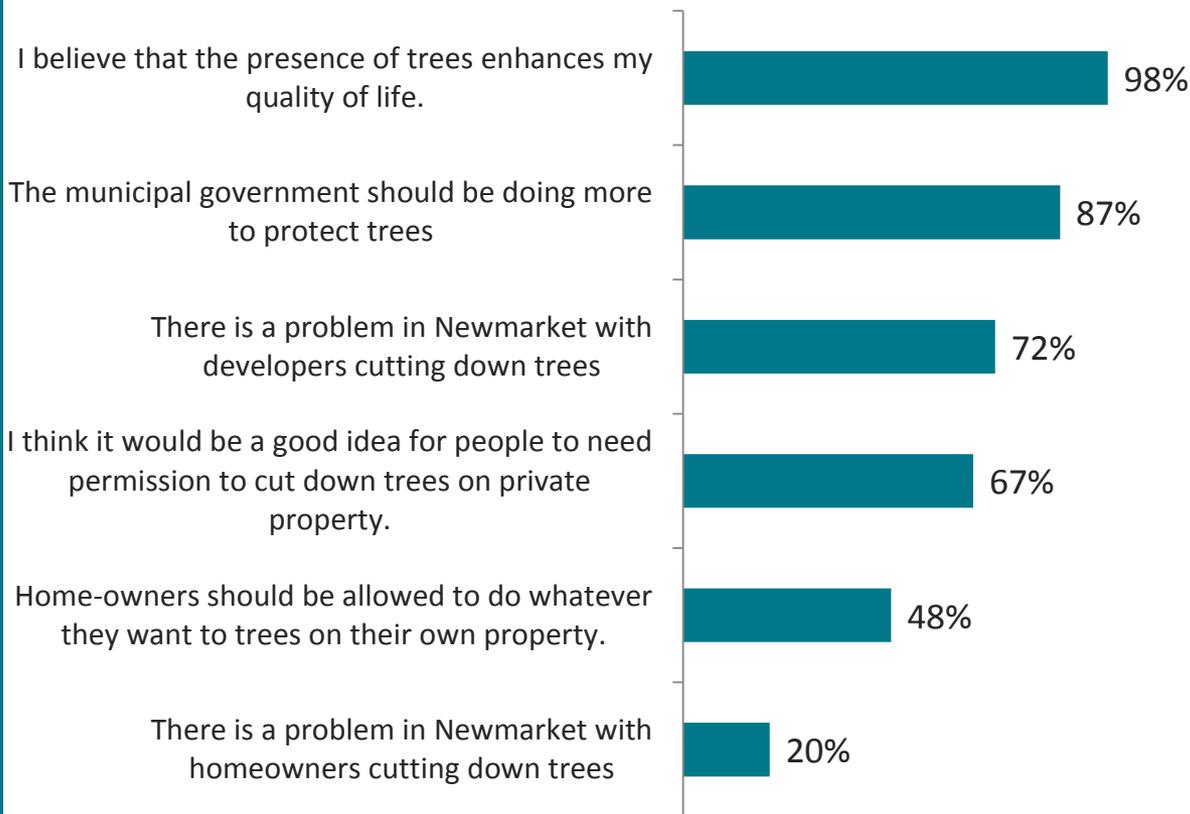


Dead / dying trees is the primary reason provided for removal of trees.





Problem with tree removal associated with developers rather than individual home owners



| Ward | | | | | | |
|------|-----|------|------|-----|-----|-----|
| 1 | 2 | 3 | 4 | 5 | 6 | 7 |
| 98% | 98% | 100% | 100% | 98% | 98% | 96% |
| 97% | 90% | 85% | 78% | 84% | 92% | 84% |
| 60% | 76% | 82% | 77% | 66% | 77% | 71% |
| 69% | 70% | 67% | 62% | 67% | 59% | 71% |
| 70% | 31% | 59% | 44% | 41% | 55% | 39% |
| 15% | 19% | 19% | 23% | 26% | 15% | 24% |

■ Total Sample