

2018 Tree Survey Results with Ward Level Analysis



Background and Methodology

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

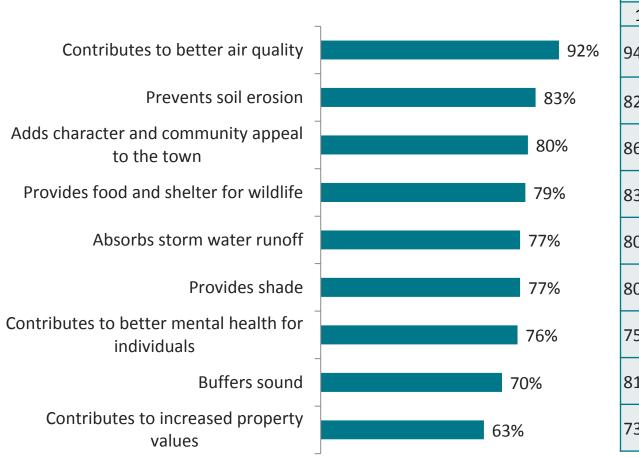
The research was conducted via live agent Computer-Assisted-Telephone-Interviewing (CATI) from October 30th to November 8th, 2018.

- 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



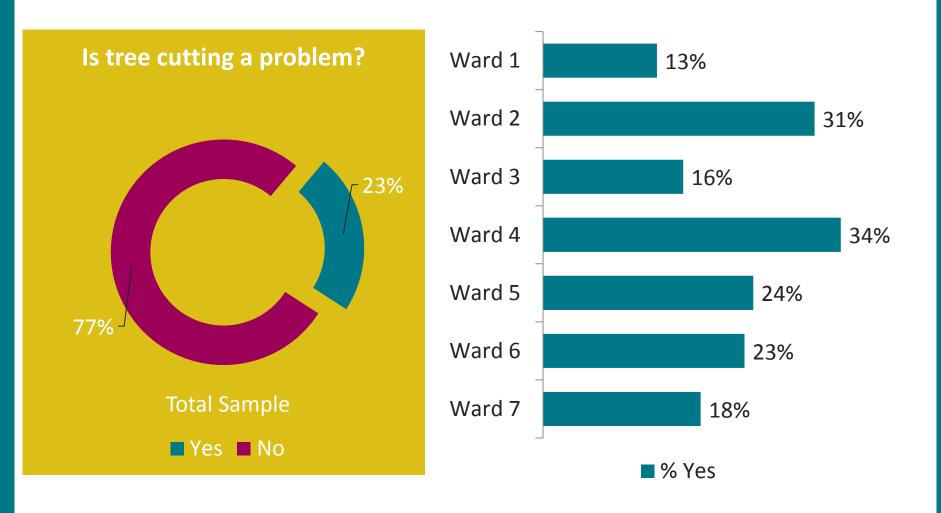
Ward							
1	2	3	4	5	6	7	
94%	97%	95%	98%	89%	92%	83%	
82%	92%	85%	76%	91%	67%	87%	
86%	92%	76%	81%	70%	88%	70%	
83%	76%	73%	79%	83%	80%	74%	
80%	70%	69%	80%	83%	68%	85%	
80%	69%	68%	78%	82%	69%	86%	
75%	86%	62%	79%	85%	65%	72%	
81%	70%	63%	85%	74%	61%	59%	
73%	80%	39%	56%	63%	70%	53%	

Total Sample

3 MDB Insight

How important are each of the following for having trees in your neighbourhood...

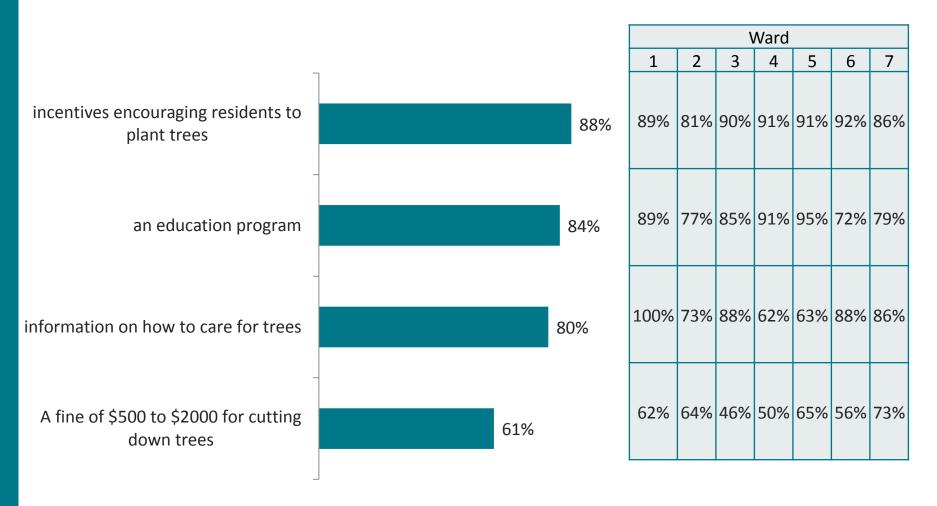
Tree cutting on private property is a problem for 1 out of 4 residents.



4 MDB Insight

Do you feel tree cutting on private property is a problem in Newmarket?





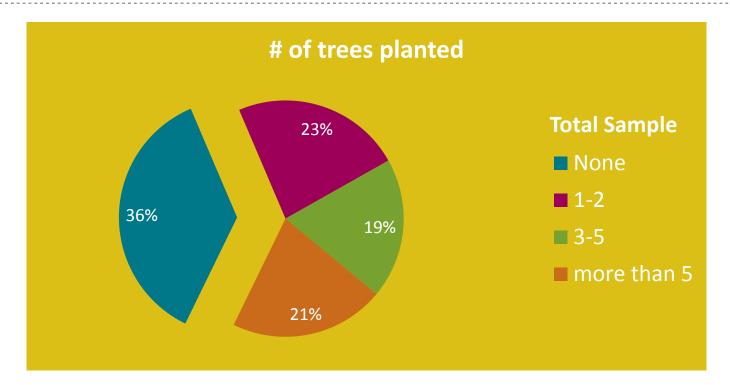
Total Sample

5 MDB Insight

Would you say an education program that informs people about the benefits of trees on their property would HELP preserve trees on private property. Would you say a by-law which includes a fine between \$500 and \$2000 for people who cut down trees without permission would HELP preserve trees on private property. Would you say information for residents on how to care for trees on their own property would HELP preserve trees on private property.

Would you say incentives encouraging residents to plant trees on their own property would HELP preserve trees on private property.

Nearly 2 out 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%

How many trees, if any, have you planted on your property?

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

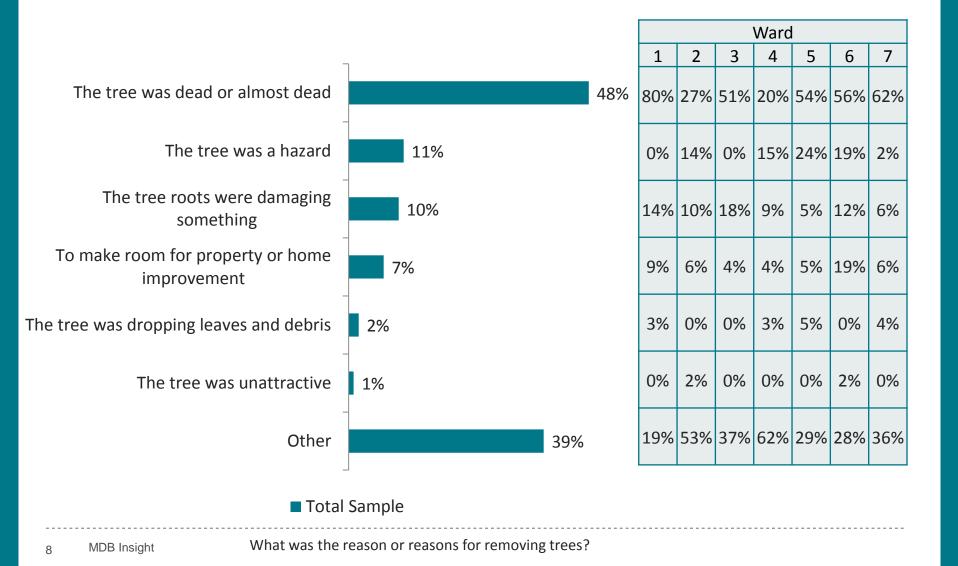


	Ward 1	Ward 2	Ward 3	Ward 4	Ward 5	Ward 6	Ward 7
None	70%	58%	54%	44%	54%	61%	56%
1-2	28%	37%	34%	37%	30%	29%	32%
3-5		5%	7%	2%	12%	2%	6%
More than 5	2%		5%	17%	5%	8%	6%

How many trees, if any, have you removed from your property?

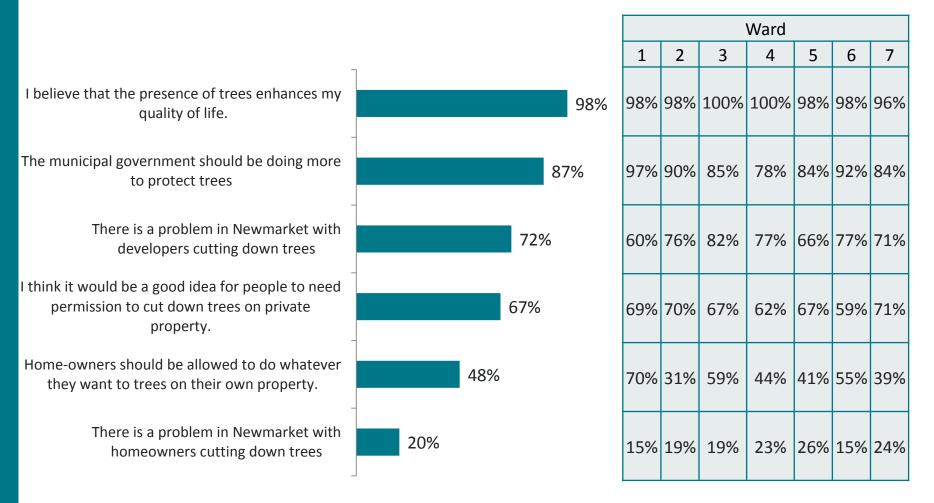


Dead / dying trees is the primary reason provided for removal of trees.





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



Total Sample

Please indicated how much you agree or disagree with the following statements...