



Market Research Insight

A Confidential Report

**CITY OF PINEVILLE
URBAN FORESTRY
November 2007**

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Market Research Insight
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Introduction & Methodology

This report represents the results of a scientific survey of public opinion among 300 Pineville residents conducted between the dates of October 30 through November 9, 2007.

The sample population was scientifically selected to meet rigid criteria of random selection and geographical allocation. Survey results for the sample of 300 Pineville residents provides a sampling error factor of plus or minus 5.7% at the .95 level of confidence; however, error factors for various geographical areas and crosstabulations contained in this report may vary widely depending upon the number of respondents in each cell.

Market Research Insight follows established and accepted procedures for sample selection, survey design, and analysis. All survey research, however, is subject to a margin of statistical error.

Crosstabulation tables are included with each question in the Analysis Section. A copy of the full Crosstabs sent earlier is contained on the CD in the back of this report.

Please note that the question and table for each item in the survey instrument will begin on the front page after the Analysis Section. Each question and table will begin on a new page. The information may continue on the back of this page. All crosstabulation tables begin on a new page and may also continue on the reverse side if needed. Therefore, when this document is reproduced, it should be printed using the two sided print feature.

Executive Summary

Market Research Insight completed a survey of 300 City of Pineville residents in early November of 2007. The survey provides a sampling error factor of 5.7%. Dr. Verne Kennedy, MRI President and Senior Analyst, served as Project Director, developed the research instrument, analyzed data, and prepared this report.

The introduction to the questionnaire series 1 and 2 read: "Thinking about the City of Pineville, please rate the **importance** to you of the following items as (ROTATE ORDER) not important, somewhat important, or very important."

Question 1 asked: "Trees in the City and their Establishment, Maintenance, Replacement"

TREES IN THE CITY AND THEIR ESTABLISHMENT, MAINTENANCE, REPLACEMENT	
Very Important	60%
Somewhat Important	33
Not Important	5
Uncertain	2%

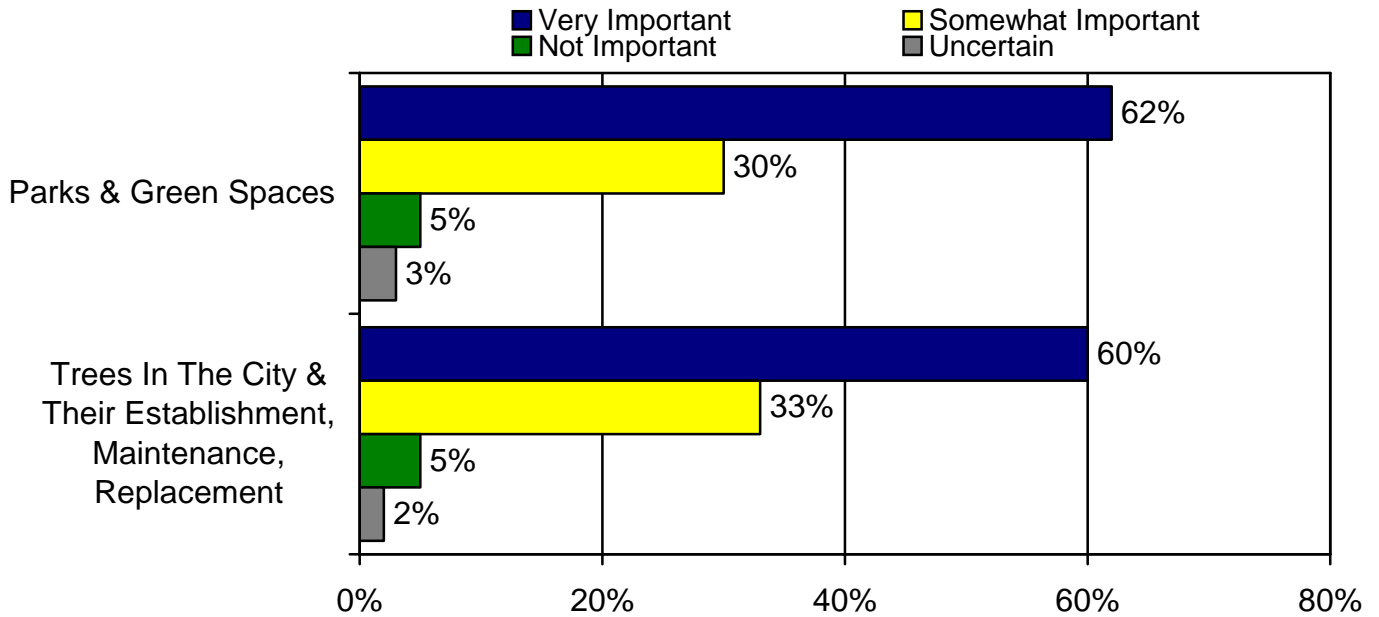
Question 2 asked: "Parks and Green Spaces"

PARKS AND GREEN SPACES	
Very Important	62%
Somewhat Important	30
Not Important	5
Uncertain	3%

(See graph on following page)



IMPORTANCE ISSUES



Both parks and green spaces and trees in the City of Pineville, including their establishment, maintenance, and replacement, are very important to Pineville residents with 62% saying very important for parks and green spaces and 60% for trees. In addition, 33% said that trees were somewhat important and 30% considered parks and green spaces somewhat important. Therefore, 93% of Pineville residents said they considered trees and 92% said they considered parks and green spaces important for their community.

The following questionnaire series rated the City of Pineville on its performance in the area of trees and parks and green spaces. The introduction to the questionnaire series 3 and 4 read: "For the City of Pineville, please rate the **condition** of the following items as either (ROTATE ORDER) poor, fair, good, excellent." In survey research, excellent and good responses are considered positive while fair and poor are considered negative. Obviously, the higher excellence in responses the better job residents believe their community is doing when it comes to specific performance areas such as those examined in this survey.

Question 3 asked: "City Trees and Tree Maintenance"

CITY TREES AND TREE MAINTENANCE	
Excellent	16%
Good	51
Fair	27
Poor	4
Uncertain	3%
Total Excellent/Good	67%
Total Poor/Fair	31

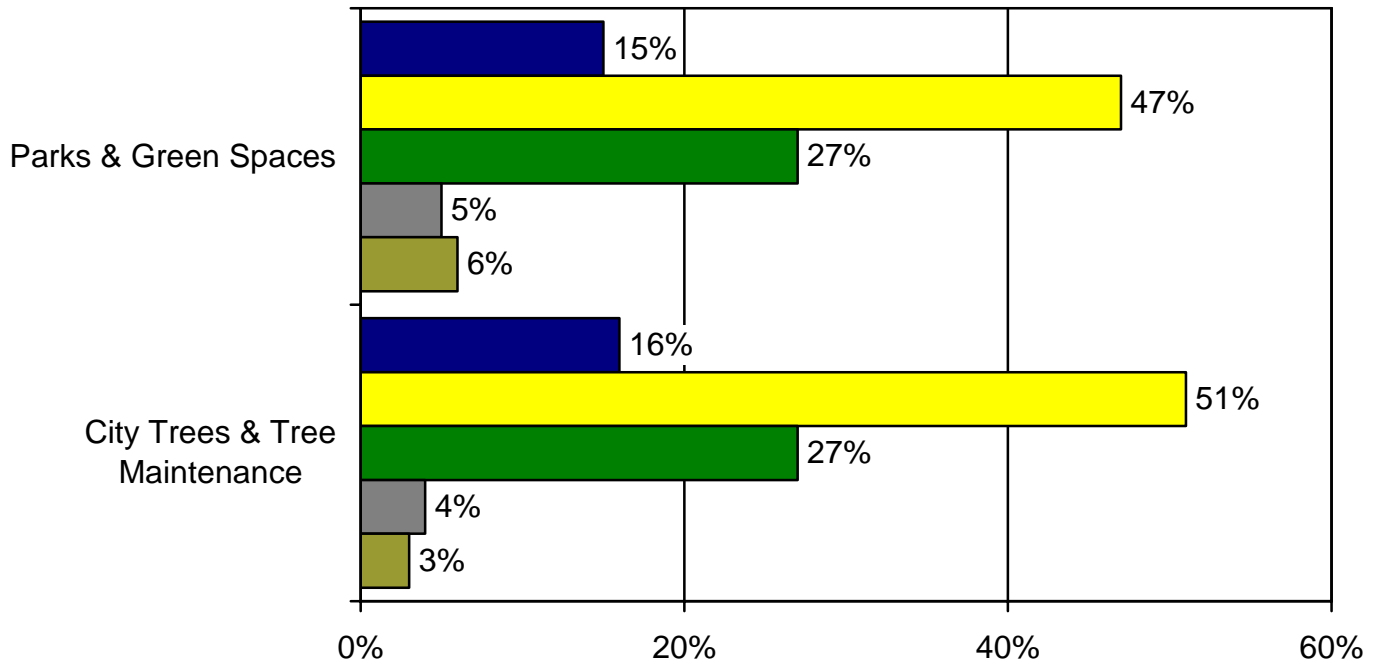
Question 4 asked: "Parks and Green Spaces"

PARKS AND GREEN SPACES	
Excellent	15%
Good	47
Fair	27
Poor	5
Uncertain	6%
Total Excellent/Good	62%
Total Poor/Fair	32



CONDITION ISSUES

■ Excellent ■ Good ■ Fair ■ Poor ■ Uncertain



Although Pineville residents are generally satisfied with the condition of parks and green spaces and trees and tree maintenance, a good deal of room exists for improvement. As indicated above, 15% rated parks and green spaces excellent and 16% rated city trees and tree maintenance excellent. It is recommended that the City work to improve public ratings of these two items by improving conditions so that at least 30% say excellent following a long range improvement plan.

MRI completed a demographic analysis of responses to key questions concerning trees and parks and green spaces. The following conclusions were drawn from that analysis.

- As would be anticipated, individuals who say that trees are very important also consider parks and green spaces very important.
- Although trees and parks are important to all age groups, individuals 45 years or over provide a much higher rating, 65% very important, than those younger, 45% when it comes to trees and tree maintenance.

- Although trees are important to both men and women, women responded 68% very important compared to men 51% very important. Although parks and green spaces were also more important to women than men, the difference was not as significant.
- Whereas individuals over 45 years of age were more likely to rate trees as very important, those under 45 years of age, typically with young children, provided a slightly higher rating for parks and green spaces.

Economic Development

Question 5 asked: “How would you rate the level of economic development in Pineville? Would you say it’s not enough, just the right amount, or too much?”

LEVEL OF ECONOMIC DEVELOPMENT IN PINEVILLE	
Not Enough	42%
Just The Right Amount	51
Too Much	3
Uncertain	4%

Although 51% of residents say that there is just the right amount of economic development in Pineville, 42% say not enough and only 3% too much. However, 54%, as indicated on the following page, say they would oppose increasing land development in Pineville if it meant removing a large portion of the trees. Response was mixed in Question 7 when individuals were asked if they favored or opposed preserving trees in Pineville if it meant suppressing land development. Responses were 46% preserving trees even if it meant suppressing land development with 38% opposed. Question 8 examined public support for city regulated land development which included conserving trees. Responses were 76% favor, 17% opposed, and 8% uncertain. Overwhelmingly, Pineville residents value their trees and want to preserve trees and green spaces.

Question 6 asked: “Would you favor or oppose increasing land development in Pineville if it meant removing a large portion of trees to do it?”

INCREASING LAND DEVELOPMENT IN PINEVILLE

Favor	35%
Oppose	54
Uncertain	11%

Question 7 asked: “Would you favor or oppose preserving trees in Pineville if it meant suppressing land development to do it?”

PRESERVING TREES IN PINEVILLE IF IT MEANT SUPPRESSING LAND DEVELOPMENT

Favor	46%
Oppose	38
Uncertain	16%

Question 8 asked: “Would you favor or oppose city-regulated land development in Pineville while included conserving trees?”

CITY-REGULATED LAND DEVELOPMENT WHICH INCLUDES CONSERVING TREES

Favor	76%
Oppose	17
Uncertain	8%

Specific Opinions Concerning Preserving Trees

The introduction to the questionnaire series 9 through 13 read: “Please rate the **importance** to you of the following items as (ROTATE ORDER) not important, somewhat important, or very important.”

Question 9 asked: “Trees In and Around Parking Lots”

TREES IN AND AROUND PARKING LOTS	
Very Important	33%
Somewhat Important	40
Not Important	25
Uncertain	2%

Question 10 asked: “Landscaping In Parking Lots and On City-Owned Property”

LANDSCAPING IN PARKING LOTS AND ON CITY-OWNED PROPERTY	
Very Important	43%
Somewhat Important	42
Not Important	12
Uncertain	3%



Question 11 asked: "Pine Trees In City-Owned Landscaping"

PINE TREES IN CITY-OWNED LANDSCAPING	
Very Important	31%
Somewhat Important	40
Not Important	26
Uncertain	2%

Question 12 asked: "Large Trees In Or Around Parking Lots and On City-Owned Property"

LARGE TREES IN OR AROUND PARKING LOTS AND ON CITY-OWNED PROPERTY	
Very Important	32%
Somewhat Important	40
Not Important	23
Uncertain	4%

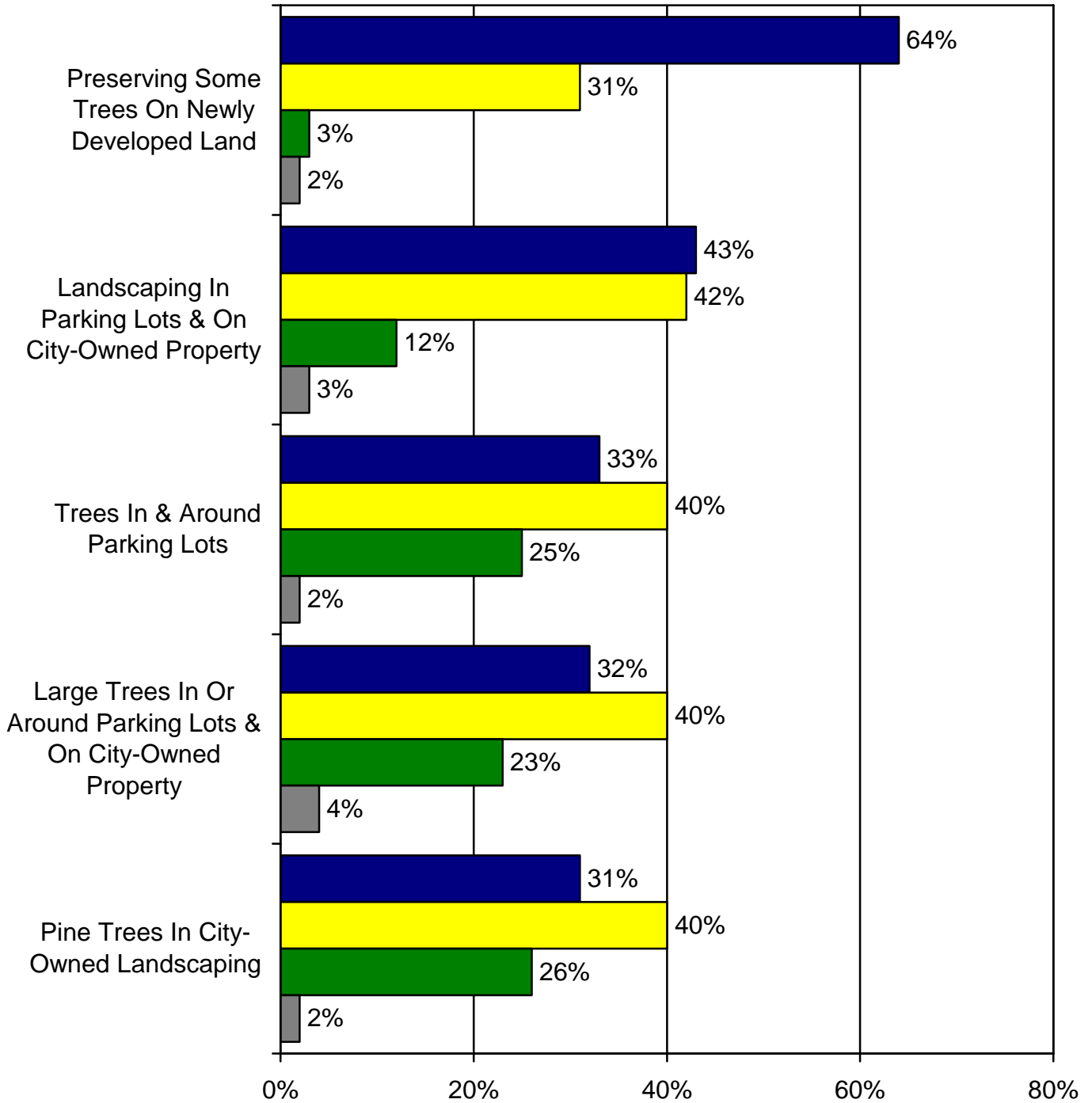
Question 13 asked: "Preserving Some Trees On Newly Developed Land"

PRESERVING SOME TREES ON NEWLY DEVELOPED LAND	
Very Important	64%
Somewhat Important	31
Not Important	3
Uncertain	2%

(See graph on following page)

IMPORTANCE ISSUES

■ Very Important ■ Somewhat Important
■ Not Important ■ Uncertain



Preserving trees on newly developed land was rated as very important by 64% of all respondents. An additional 31% said somewhat important for a total of 95%. A total of 85% said landscaping and parking lots and on city-owned property was important with 43% saying very important. When it comes to trees in and around parking lots, 73% said important with 33% very important. Preserving large trees in or around parking lots and on city-owned property was considered important by 72% of respondents which included 32% saying very important. Including pine trees in city-owned landscaping was considered important by 71% with 31% saying very important.

The introduction to the questionnaire series 14 through 16 read: “Thinking of Pineville, please rate the **condition** of the following items as either poor, fair, good, or excellent.”

Question 14 asked: “The Number of Trees In Parking Lots”

THE NUMBER OF TREES IN PARKING LOTS	
Excellent	6%
Good	20
Fair	36
Poor	29
Uncertain	9%

Question 15 asked: “The Number of Pine Trees In Landscaping”

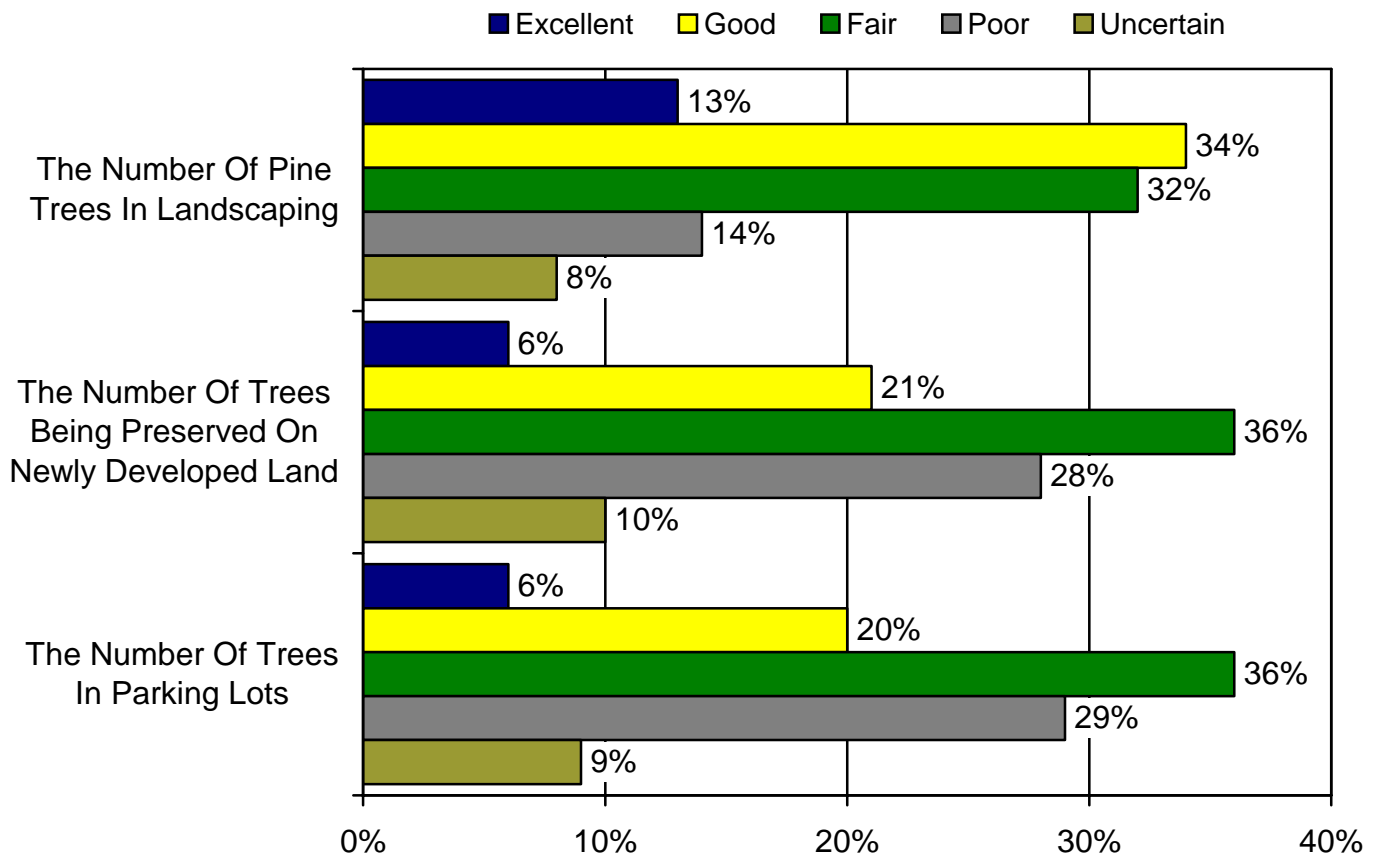
THE NUMBER OF PINE TREES IN LANDSCAPING	
Excellent	13%
Good	34
Fair	32
Poor	14
Uncertain	8%



Question 16 asked: "The Number of Trees Being Preserved On Newly Developed Land"

THE NUMBER OF TREES BEING PRESERVED ON NEWLY DEVELOPED LAND	
Excellent	6%
Good	21
Fair	36
Poor	28
Uncertain	10%

CONDITION ISSUES



Voters are not strongly satisfied with the number of trees in parking lots and on newly developed land.



Benefits Of Trees In Pineville

The introduction to the questionnaire series 17 through 23 read: “In your opinion, how do Pineville’s trees contribute to the following items. Please answer (ROTATE ORDER) not at all, somewhat, or greatly?”

Question 17 asked: “The Aesthetic Beauty Of Pineville”

TREES CONTRIBUTE TO THE AESTHETIC BEAUTY OF PINEVILLE	
Greatly	75%
Somewhat	22
Not At All	2
Not Sure	1%

Question 18 asked: “The Reduction Of Air and Noise Pollution In Pineville”

TREES CONTRIBUTE TO THE REDUCTION OF AIR AND NOISE POLLUTION IN PINEVILLE	
Greatly	49%
Somewhat	36
Not At All	9
Not Sure	5%

Question 19 asked: "The Reduction of Residents' Energy Costs"

TREES CONTRIBUTE TO THE REDUCTION OF RESIDENTS' ENERGY COSTS	
Greatly	42%
Somewhat	42
Not At All	9
Not Sure	7%

Question 20 asked: "The Improvement of Pineville's Image"

TREES CONTRIBUTE TO THE IMPROVEMENT OF PINEVILLE'S IMAGE	
Greatly	61%
Somewhat	32
Not At All	5
Not Sure	3%

Question 21 asked: "The Improvement of Pineville's Economic Development"

TREES CONTRIBUTE TO THE IMPROVEMENT OF PINEVILLE'S ECONOMIC DEVELOPMENT	
Greatly	34%
Somewhat	45
Not At All	15
Not Sure	7%

Question 22 asked: “The Improvement of Resident’s Quality of Life”

TREES CONTRIBUTE TO THE IMPROVEMENT OF RESIDENT'S QUALITY OF LIFE	
Greatly	52%
Somewhat	41
Not At All	5
Not Sure	3%

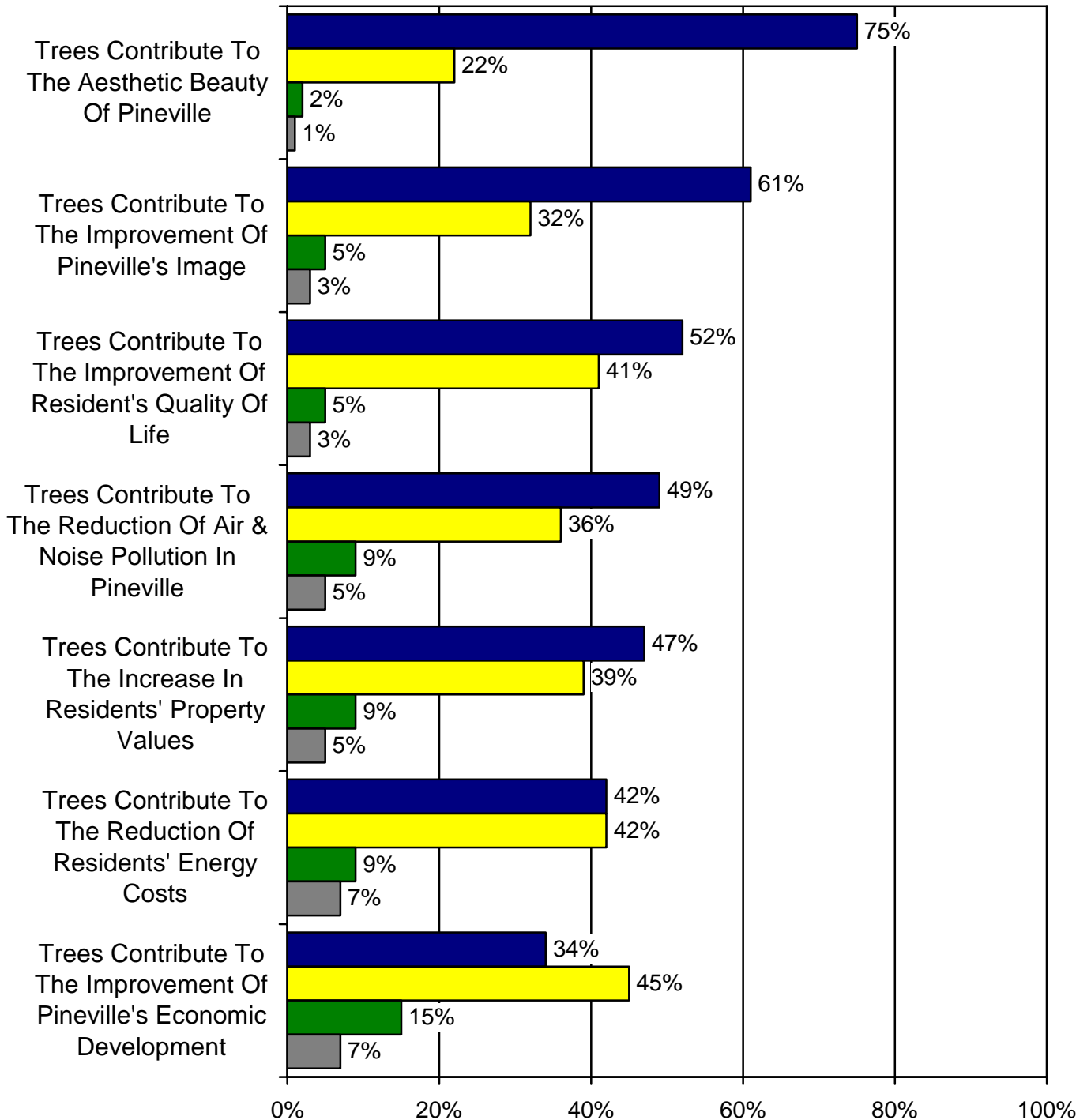
Question 23 asked: “The Increase in Residents’ Property Values”

TREES CONTRIBUTE TO THE INCREASE IN RESIDENTS' PROPERTY VALUES	
Greatly	47%
Somewhat	39
Not At All	9
Not Sure	5%

(See graph on following page)

PINEVILLE'S TREES CONTRIBUTION

■ Greatly
 ■ Somewhat
 ■ Not At All
 ■ Not Sure



Overwhelmingly, Pineville residents say that trees contribute to the aesthetic beauty of their community. This is the best way to promote trees in Pineville. In addition, opinion exists that trees contribute to the importance of Pineville’s image, the quality of life in the City, reduce noise and air pollution, increase residential property values, and contribute to the reduction of residents’ energy costs. Although still very supportive, 79% said that trees contribute to the importance of Pineville’s economic development with 34% saying greatly.

Question 24 asked: “Please tell us which of the following six **sources of information** about trees and tree care is **most important** to you (CHOOSE ONLY ONE).

- Internet
- Talking With Family or Friends
- Local Extension Office
- Local Workshops
- Tree Trimming Company
- Other (PLEASE SPECIFY) _____

MOST IMPORTANT SOURCE OF INFORMATION ABOUT TREES	
Talking With Family or Friends	28%
Internet	20
Local Extension Office	16
Tree Trimming Company	16
Local Workshops	10
Other	2%
None/Uncertain	8

As indicated above, a number of important sources of information about trees exist but more significant than others are talking with friends and family and information on the Internet. As indicated below, Pineville residents would like a combination of written text, video, and hands-on exercises to understand more about trees and tree care. Individuals are motivated to learn more about trees and their care for a variety of reasons including environmental concerns, 28%, desire for prettier space 26%, and desire for shady property 22%.

Question 25 asked: "Please tell us which of the following five items is the most preferred method for you to understand about trees and tree care (CHOOSE ONLY ONE)."

- Written Words (SUCH AS BOOKS, BROCHURES, PERIODICALS)
- Video (SUCH AS VIDEO CASSETTE, TELEVISION PROGRAMS, DVDS, INTERNET)
- Hands-On Exercises (SUCH AS WORKSHOPS OR VOLUNTEER ACTIVITIES)
- A Combination of Written Text, Video, and Hands-On Exercises
- Other (PLEASE SPECIFY) _____

MOST PREFERRED METHOD TO UNDERSTAND ABOUT TREES AND TREE CARE	
A Combination of Written Text, Video, and Hands-On Exercises	30%
Video	27
Written Words	20
Hands-On Exercises	16
Other	1%
None/Uncertain	5

Question 26 asked: “Which of the following is the primary motivational factor for you in obtaining information about trees and tree care (PLEASE CHOOSE ONE).”

- Because You Desire A Prettier Space
- Because You Have Environmental Concerns
- Because You Want To Lower Utility Bills
- Because Your Neighbors Are Planting Trees
- Because You Desire A Shady Property
- Other (PLEASE SPECIFY) _____

PRIMARY MOTIVATIONAL FACTOR IN OBTAINING INFORMATION ABOUT TREES AND TREE CARE	
Have Environmental Concerns	28%
Desire A Prettier Space	26
Desire A Shady Property	22
Want To Lower Utility Bills	14
Neighbors Are Planting Trees	1
Other	2%
None/Uncertain	7



Pineville Tree Board

Question 27 asked: “Before this call, were you aware that Pineville had a tree board that advocates and advises on the management of the city trees?”

AWARE OF PINEVILLE TREE BOARD	
Yes	20%
No	80

Only 20% of residents are currently aware that Pineville has a tree board that advocates and advises on management of city trees. However, 28% say they have noticed tree board projects in Pineville once they started thinking about the issue. These projects were seen on the expressway and at the foot of the Purple Heart Bridge primarily.

Question 28 asked: “Have you noticed any tree board projects in Pineville in the last three years?”

NOTICED TREE BOARD PROJECTS IN PINEVILLE IN THE PAST 3 YEARS	
Yes	28%
No	72



Question 29 asked: “(IF YES, ASK...) Please name where one project was located.”

LOCATION OF TREE PROJECT	
On The Expressway	37%
At The Foot Of Purple Heart Bridge	21
Between Highway 28 And 107	6
Entrance To Pineville	4
Highway 167	2
Other	30%

Demographics

Question 30 asked: "What is your age?"

RESPONDENT AGE	
18-29 Years	13%
30-44 Years	16
45-59 Years	33
60 Years & Over	39

Question 31 asked: "What is the occupation of the head of this household? (IF RETIRED OR DISABLED, ASK...) What did he or she do before that?"

HEAD OF HOUSEHOLD OCCUPATION	
Professional/Administrative	8%
Sales/Clerical/Technical	64
Laborer	28

Question 32 asked: "And, your gender is male or female? (CONTINUE WITH...) Are you employed outside the home?"

GENDER AND EMPLOYMENT STATUS	
Employed Male	33%
Not Employed Male	16
Employed Female	22
Not Employed Female	29



Analysis

Dr. Verne Kennedy, President and Senior Analyst for Market Research Insight, served as Project Director, examined data and prepared the following analysis report. The analytical report is based upon the actual interviews of 300 Pineville residents. Results contained within this report are based upon responses as reflected in the survey at the time actual interviews were completed.