

Appendix U - Survey Tools Comparison¹

Survey Tool	Statistical Rank	Cost	Time	Cons	Pros
Telephone survey by survey firm	1	\$1995, n=200, 5 questions	1 month	Expensive	Statistically strong, impressive to stakeholders
Staff door to door survey	2	Total \$1582	16 days to do 10 hours analysis	Selectivity bias, human error	Less expensive for same robustness
Survey Monkey (on-line survey)	3	Subscription \$19.95/month. Analysis \$150. Total \$200	Set-up, run, analysis – 1.5 months	Selectivity bias towards people with computers and time; may have small sample	2 nd cheapest. Could be on Golden's website. Environmentally friendly
Paper survey en route (for whole city?)	4	Printing \$31 Stamps \$160 Analysis \$150 Total \$341	1 day distribution, 1 month response time	Selectivity bias towards people with time; may result in small sample; moderately expensive	Could target low-income areas
Paper survey during data collection	5	Printing \$10 Staff time \$15 Analysis \$150 Total \$175	Constrained to 3 days and analysis	May not be home; too small of a sample size	Cheapest
Limited paper survey in Golden Informer	6	Analysis \$150 Stamps \$6,970 Total \$7,120	One time only	Need City Manager's approval; low response rate likely; logistics difficult (stamps, etc.)	Most expensive

Institute for Environmental Solutions
761 Newport Street
Denver, CO 80220-5554
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¹ All numbers are based on a 95% confidence interval with a sample of 382 residents with the exception of the first.

Appendix V. Pilot Survey

Knowledge, Attitudes, Practices and Beliefs – Trees and People Survey

The Institute for Environmental Solutions (IES) is a Denver-based nonprofit organization dedicated to addressing complex environmental challenges. We advance objective, integrated solutions to our region's most pressing environmental concerns, such as air and water quality and pollution control. This survey hopes to uncover people’s attitudes and practices towards their property, community, environment and trees.

Directions: Please circle the appropriate answer OR write a brief response accordingly.

1. Are you ... **Male** **Female**

2. Are you... **Single** **Married** **Roommate** **Head of Household**

3. If you chose married or head of household, how many dependents do you have?
 1 **2** **3** **4** **5** **6** **7+**

4. Please circle what your current income bracket is.
 Less than \$9,000 **\$24,000-\$29,000** **\$44,000-\$49,000**
 \$9,000-\$14,000 **\$29,000-\$34,000** **\$49,000-\$54,000**
 \$14,000-\$19,000 **\$34,000-\$39,000** **\$54,000-\$59,000**
 \$19,000-\$24,000 **\$39,000-\$44,000** **over \$59,000**

5. How old are you? _____

6. What is the highest level of education you have completed?
 Middle School **High School** **Vocational** **2-year Certificate**
 College **MA** **PhD**

7. How do you pay for your home or apartment?
 Rent **Rent-to-own** **Lease** **Own**

8. How would you rate of the quality of the environment (i.e. air quality) you live in now?
 Excellent **Good** **Fair** **Poor**

9. Are you responsible for the yard work? **Yes** **No**

10. How many trees do you have in your yard? _____

11. How many more trees would you like to plant if money and time were not obstacles?

12. What obstacles prevent you from maintaining your existing trees? _____

13. Would you plant another tree if you knew the costs of maintaining it would be negligible? **Yes** **No**

14. How much would you be willing to spend on a new tree? _____

15. If you have some extra money, what would you typically spend it on first?

16. What are the main reasons why you *do not* plant another tree? _____

Please rank the issues below in the order of importance for you, 1 being the most important issue to you and 10 being the least important.

Number	Issue	Rank (1=very important to 10=least important)
1	Lower crime rates	
2	Saving money (for family or self)	
3	Global warming	
4	Beauty or appearances of community	
5	Community involvement	
6	Low noise pollution	
7	Higher property value	
8	Cleaner air	
9	Water conservation, improved water quality	
10	Lower energy bills	

Thank You!

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Appendix W – Final Survey

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Surveyor Name _____

Date/Time _____

Golden Resident	Yes <input type="checkbox"/>	No <input type="checkbox"/>				
Zip Code	_____					
Gender	Female <input type="checkbox"/>	Male <input type="checkbox"/>	Other <input type="checkbox"/>	_____		
Status	Single <input type="checkbox"/>	Married <input type="checkbox"/>	# in House <input type="checkbox"/>	Other <input type="checkbox"/>	_____	
Income less than	\$10,000 <input type="checkbox"/>	\$15,000 <input type="checkbox"/>	\$20,000 <input type="checkbox"/>	\$25,000 <input type="checkbox"/>	\$35,000 <input type="checkbox"/>	\$50,000+ <input type="checkbox"/>
Age	Less than 18 <input type="checkbox"/>	18-24 <input type="checkbox"/>	25-39 <input type="checkbox"/>	40-49 <input type="checkbox"/>	50-64 <input type="checkbox"/>	65+ <input type="checkbox"/>
Education	No HS Grad. <input type="checkbox"/>	HS or Equiv. <input type="checkbox"/>	Assoc. Deg. <input type="checkbox"/>	BS/BA <input type="checkbox"/>	MS/MA <input type="checkbox"/>	PhD/Prof. <input type="checkbox"/>
Rent/Own	Rent <input type="checkbox"/>	Rent-to-own <input type="checkbox"/>	Own <input type="checkbox"/>	Other <input type="checkbox"/>	_____	
Yard work	Done by you <input type="checkbox"/>	Done by management <input type="checkbox"/>	Other <input type="checkbox"/>	_____		
Have you planted a tree in the last 5 years?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Explain <input type="checkbox"/>	_____		
If yes, why? (check all that apply)	Shade <input type="checkbox"/>	Earth day <input type="checkbox"/>	Property value <input type="checkbox"/>			
	Landscaping <input type="checkbox"/>	For kids <input type="checkbox"/>	City or school program <input type="checkbox"/>			
	Energy saver <input type="checkbox"/>	It was free <input type="checkbox"/>	Explain <input type="checkbox"/>			
If no, why not? (check all that apply)	Having to water <input type="checkbox"/>	No room <input type="checkbox"/>	Don't know what tree to buy <input type="checkbox"/>	No yard <input type="checkbox"/>		
	Raking leaves <input type="checkbox"/>	No money <input type="checkbox"/>	Don't want to care for it <input type="checkbox"/>	Don't like trees <input type="checkbox"/>		
	Trimming <input type="checkbox"/>	No time <input type="checkbox"/>	Physically unable <input type="checkbox"/>	Explain <input type="checkbox"/>		
Would you plant a tree if it were free?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Explain <input type="checkbox"/>	_____		
Would you plant a tree if someone else maintained it?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Explain <input type="checkbox"/>	_____		
How much would you spend on a tree?	Less than \$10 <input type="checkbox"/>	\$50 <input type="checkbox"/>	\$100 <input type="checkbox"/>	\$150 <input type="checkbox"/>	Other <input type="checkbox"/>	_____
Would you prefer to plant a fruit tree?	Yes <input type="checkbox"/>	No <input type="checkbox"/>	Other <input type="checkbox"/>	_____		
Trees can (check all that you think apply):	Save energy <input type="checkbox"/>	Lower crime <input type="checkbox"/>	Slow climate change <input type="checkbox"/>	Improve health <input type="checkbox"/>		
	Raise property values <input type="checkbox"/>	Lower noise <input type="checkbox"/>	Reduce air pollution <input type="checkbox"/>	Reduce runoff <input type="checkbox"/>		
	Improve wildlife habitat <input type="checkbox"/>	Save water <input type="checkbox"/>	Increase air pollution <input type="checkbox"/>	Increase jobs <input type="checkbox"/>		
Thank You!	Desirée Thorp	Research Associate	Institute for Environmental Solutions	www.I4ES.org		

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