



Wisconsin's Urban Landowner Survey

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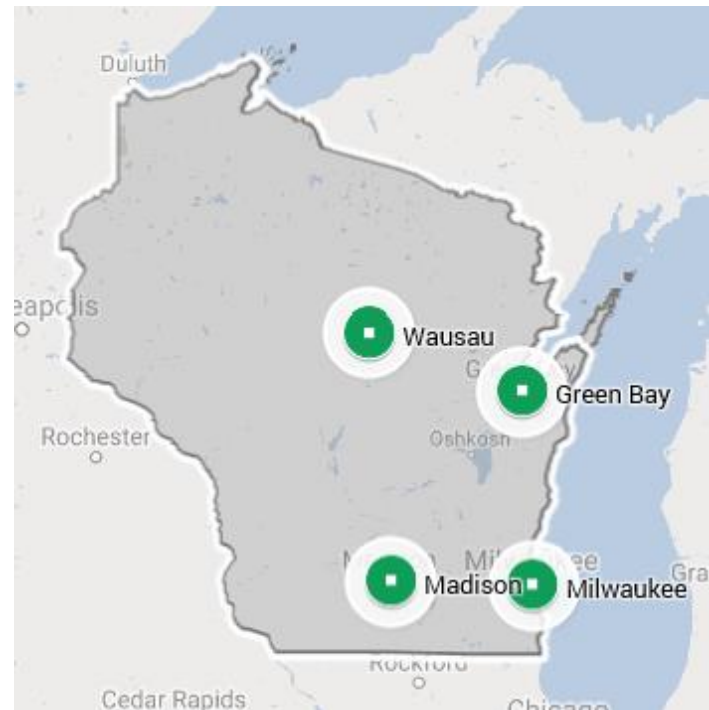


Our survey goals

- What are urban landowners' **perceived benefits and concerns** about the trees on their properties?
- Who do landowners **prefer and trust for information** about tree care?
- **Who intends to do** desirable urban forestry behaviors in the future, and what factors best predict their action?

Who did we survey?

- **Four urban areas:**
Green Bay, Madison,
Milwaukee, Wausau
- 6,000 urban **residential**
landowners
- Samples pulled for the
city limits and
suburban areas (U.S.
Census Bureau defined
urban boundaries)

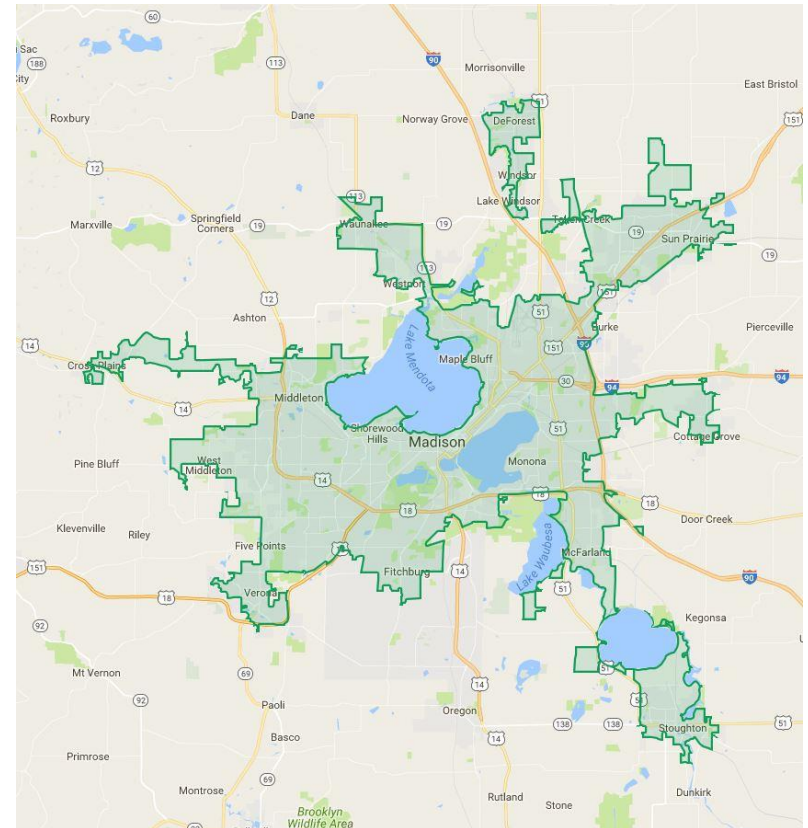


Who responded?

524 respondents in Madison urban area

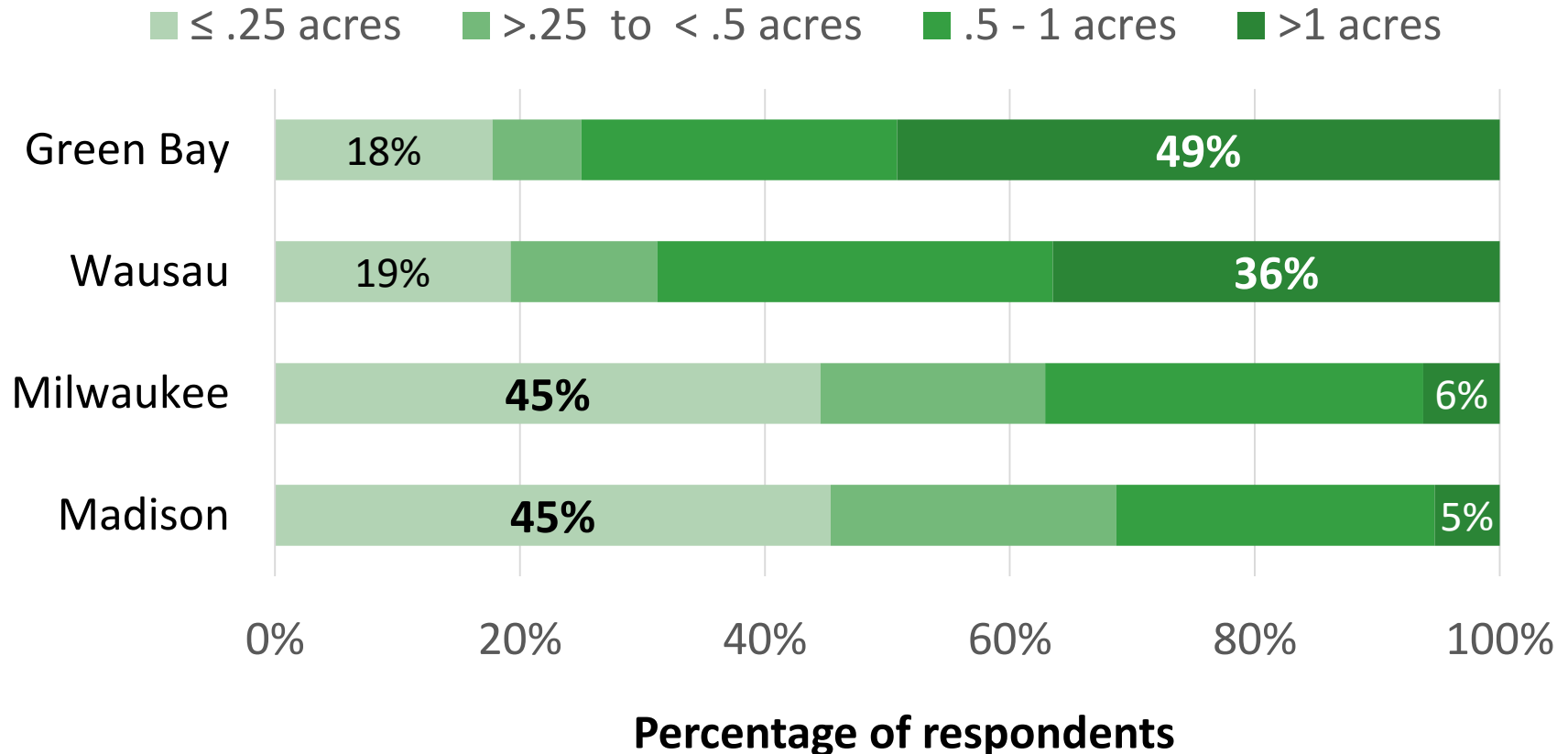
Our results focus on:

- **411 single family homeowners**
(78% of the Madison respondents)
- who live in their home full-time or seasonally
- **who do not rent** their property



Property size

The property size of urban homeowners varies by region:

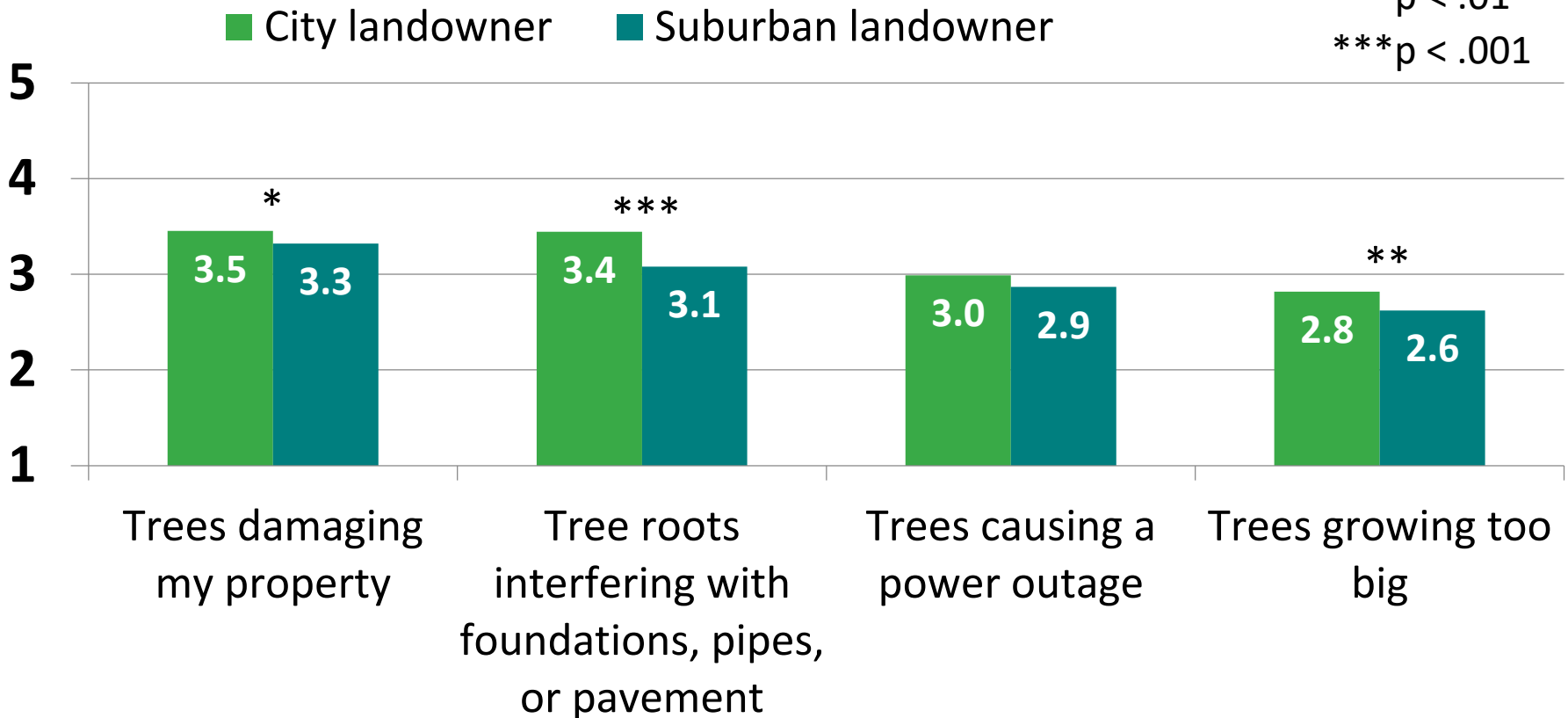


Landowners' top 5 benefits from the trees on their property:

Top Five Benefits	% Important to Very Important
1. Improve the look of my property	86%
2. Provide shade and cooling	85%
3. Improve air quality	82%
4. Make my neighborhood a better place to live	80%
5. Privacy	77%

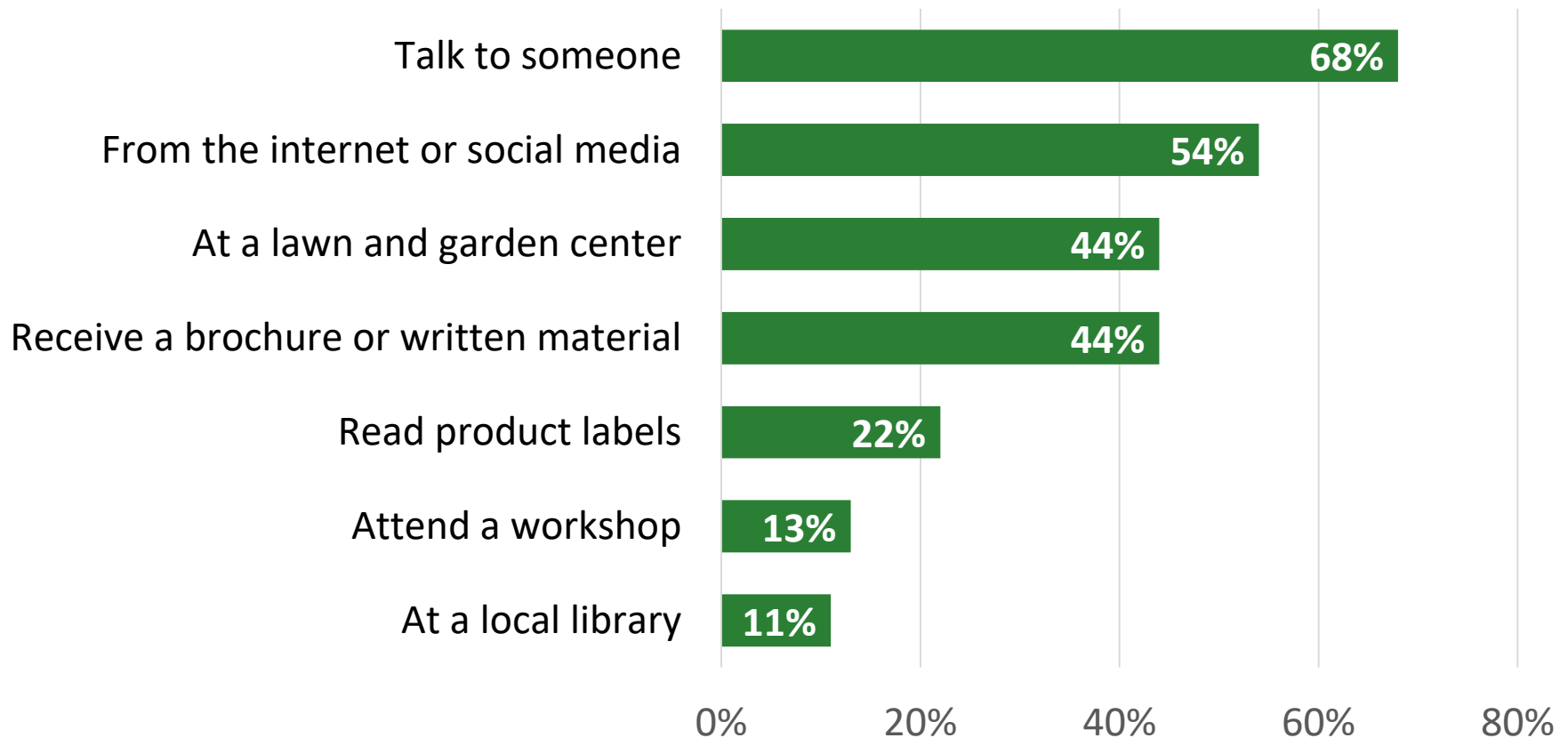
Tree concerns

Landowners' top 4 concerns about trees on their property: (1= no concern, 5 = great concern)



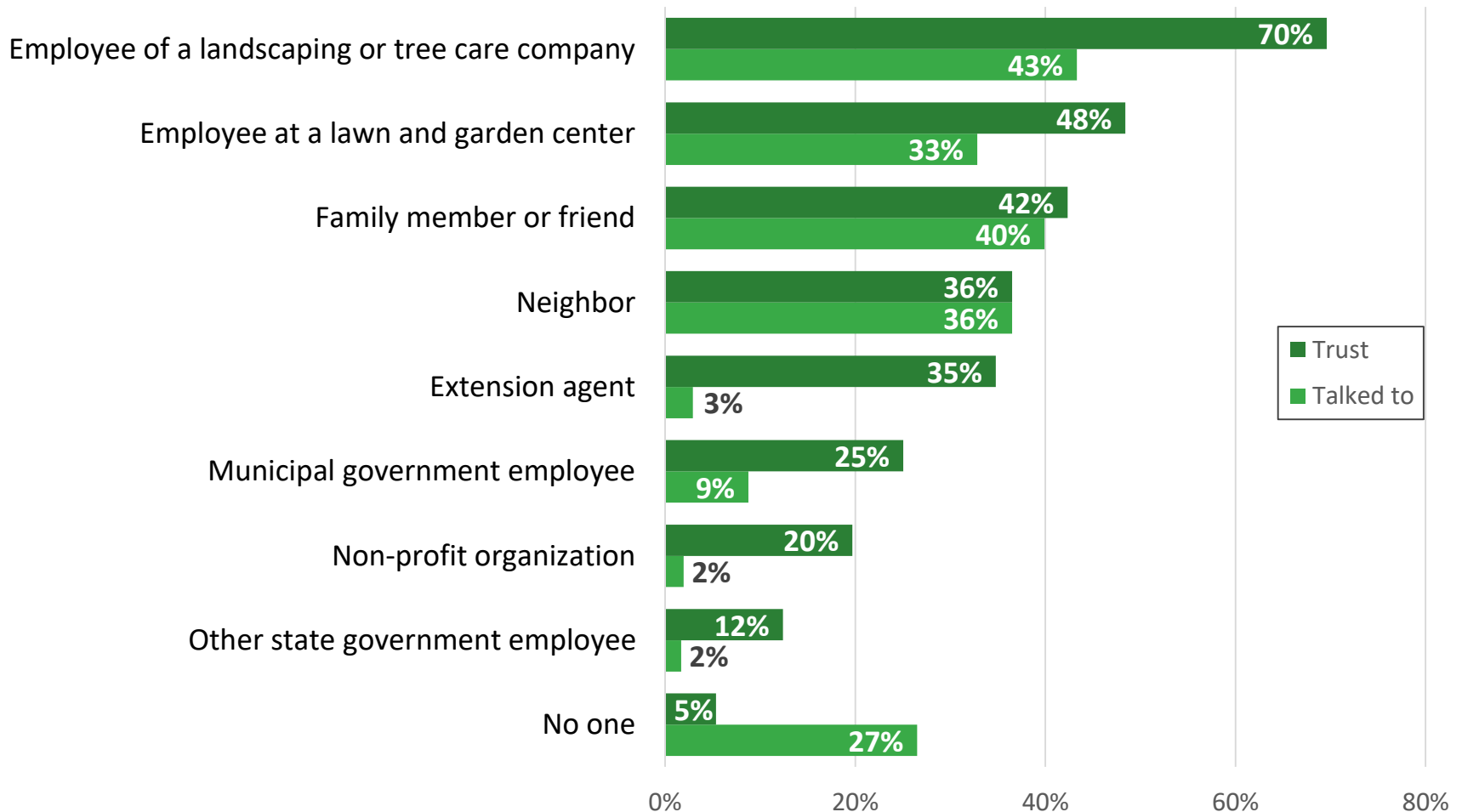
Sources of information

How do you prefer to receive information about the care of your trees/grass/shrubs?



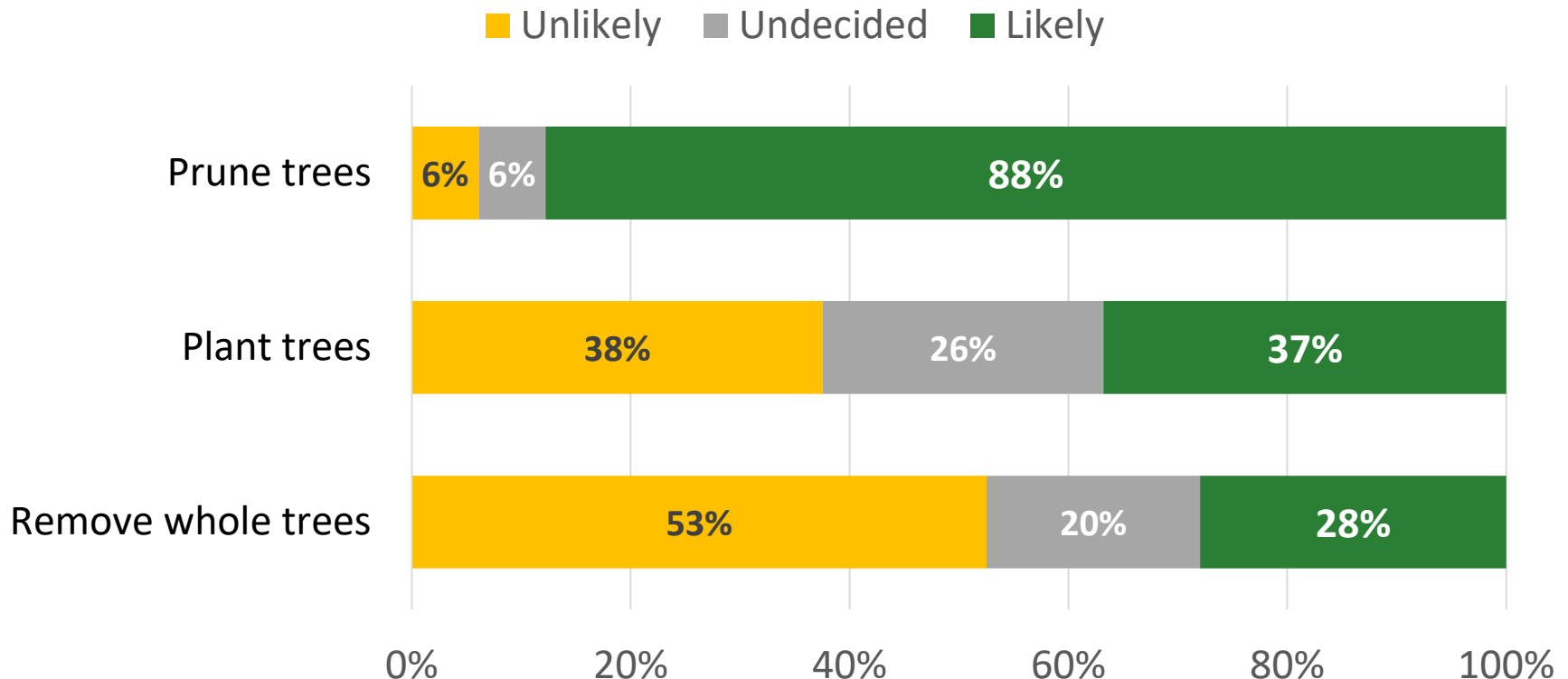
Sources of information

Who do you trust and who have you talked with in the past year for information or advice about caring for your trees and green space?



Tree care behavior

Which practices are homeowners likely to complete on their property in the next 5 years? (Madison)

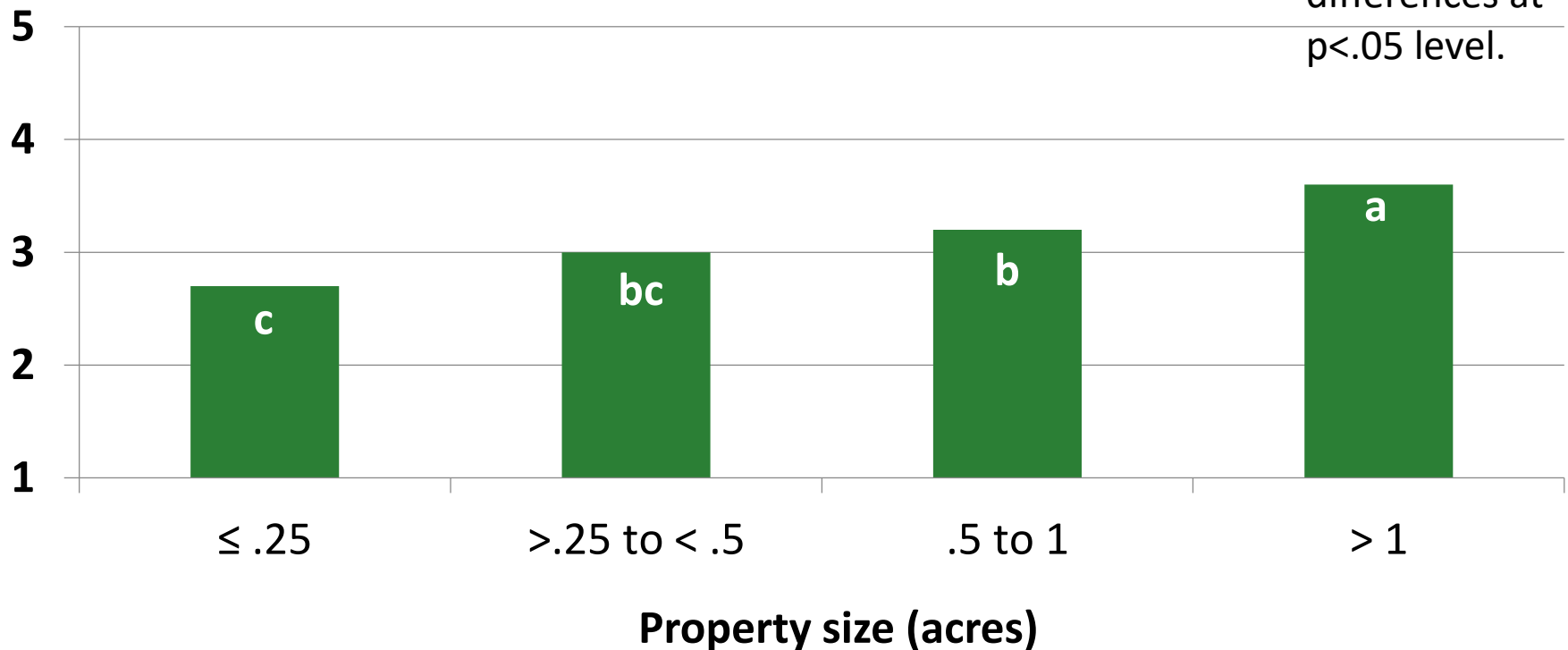


Tree care behavior

People with **larger properties** report a greater
intention to **plant trees**

(1= Extremely unlikely, 5 = Extremely likely)

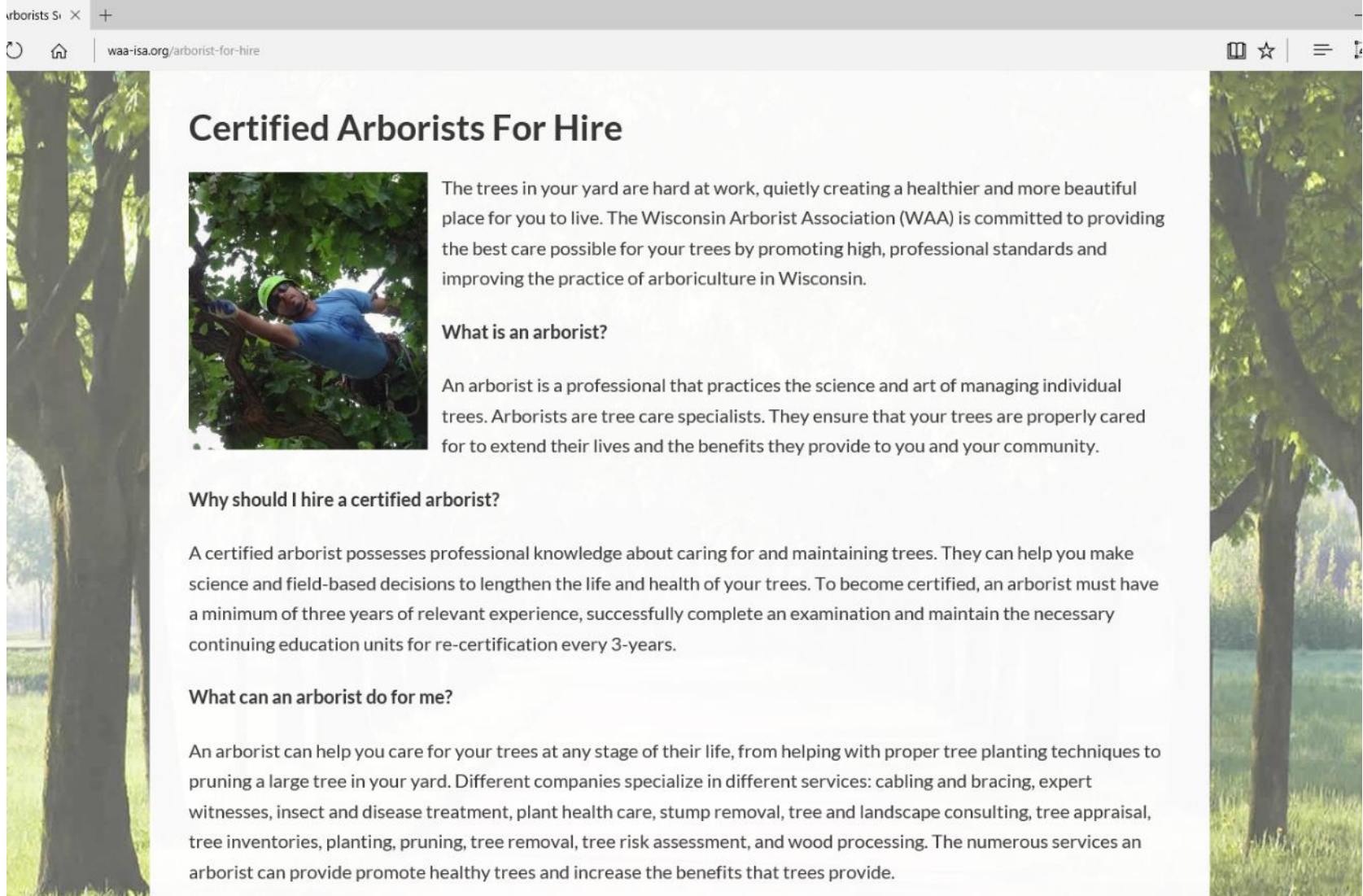
Letters denote
significant
differences at
 $p < .05$ level.



Next step? Testing tree care outreach strategies.

Read more about Wisconsin's survey methods, results and social marketing insights at:
www.forestryinsights.org/urban-forestry


Action: Call an arborist

A screenshot of a web browser displaying the website waa-isa.org/arborist-for-hire. The browser's address bar shows the URL. The page has a light green background with vertical tree images on the left and right sides. The main content area includes a title, a photo of an arborist, and several paragraphs of text.

arborists Sr × +

waa-isa.org/arborist-for-hire

Certified Arborists For Hire

A photograph of a man wearing a blue shirt, a green safety helmet, and a harness, working high up in a tree. He is reaching out with his right arm towards a branch.

The trees in your yard are hard at work, quietly creating a healthier and more beautiful place for you to live. The Wisconsin Arborist Association (WAA) is committed to providing the best care possible for your trees by promoting high, professional standards and improving the practice of arboriculture in Wisconsin.

What is an arborist?

An arborist is a professional that practices the science and art of managing individual trees. Arborists are tree care specialists. They ensure that your trees are properly cared for to extend their lives and the benefits they provide to you and your community.

Why should I hire a certified arborist?

A certified arborist possesses professional knowledge about caring for and maintaining trees. They can help you make science and field-based decisions to lengthen the life and health of your trees. To become certified, an arborist must have a minimum of three years of relevant experience, successfully complete an examination and maintain the necessary continuing education units for re-certification every 3-years.

What can an arborist do for me?

An arborist can help you care for your trees at any stage of their life, from helping with proper tree planting techniques to pruning a large tree in your yard. Different companies specialize in different services: cabling and bracing, expert witnesses, insect and disease treatment, plant health care, stump removal, tree and landscape consulting, tree appraisal, tree inventories, planting, pruning, tree removal, tree risk assessment, and wood processing. The numerous services an arborist can provide promote healthy trees and increase the benefits that trees provide.

Method: 4 Facebook ads

Pruning: Gain and loss frames



Wisconsin Arborist Association ...
Sponsored · 

Care for your trees now to enjoy their beauty for generations. A local ISA Certified Arborist® can help keep your trees healthy and protect your property.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

LEARN MORE



Wisconsin Arborist Association ...
Sponsored · 

Ignoring problems with your trees now will only lead to bigger problems later. A local ISA Certified Arborist® can prevent you from losing your trees and reduce risk to your property.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

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Method: 4 Facebook ads

Planting – Gain and Loss Frames



Wisconsin Arborist Association ...
Sponsored · 

Thinking about planting a new tree in your yard?
A local ISA Certified Arborist® can help you pick
the right tree for the right location, to keep your
tree healthy for generations.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

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Wisconsin Arborist Association ...
Sponsored · 

Thinking about planting a new tree in your yard?
A local ISA Certified Arborist® can help you
avoid planting the wrong tree in the wrong
place, preventing future problems.



waa-isa.org

Contact an Arborist to Help

The WAA provides a list of certifi...

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Results:

- **In total, 2,791 people statewide clicked on an ad link at a cost of \$1.62 per click.**
- **Women and older people (55+)** were the most likely to click on the ads.
- **Loss frames** related to preventing or avoiding problems were the best performing ads, both in terms of total link clicks and cost per click through
- **3 of the 4 communities tested** (Green Bay, Madison, Wausau) showed messages related to **pruning with a loss frame** (property damage) were the most compelling.

Results:

 **Split Test: WAA Homeowner Outreach: Madison** | ● Recently Completed

View By **Cost per Result** ▼



Outreach Recommendations:

- **Interpersonal communication** most preferred way to learn about urban tree care
- **Private companies and personal networks** are generally most trusted than government for information about urban tree care. Empower private sector and community opinion leaders to share your message.
- **Social media and Internet** also ranked high. Build online community and use targeted messaging
- **Lead with messages most likely to resonate**, such as beautification, shade/cooling, air quality and neighborhood improvement
- **Address landowners concerns** about property damage

