

NATIONAL TREE DAY 2011

Summary of Volunteer Survey

412 responses – 22% return rate

1. Who were the volunteers this year?

- 74% of respondents are female
- Nearly 40% of respondents are aged between 20 and 35, and another 32% are aged between 35 and 50.
- 61% of respondents live in a capital city and 27% live in a regional city
- 24% attended a Tree Day event on their own, 29% participated with their children, 28% attended with their spouse/partner, and 20% participated with friends.
- Just over 60% of respondents had never participated in National Tree Day before
- 97% of respondents said they plan to participate again in 2012 – this clearly indicates that their experience of National Tree Day this year was very positive.

2. Why do people participate in National Tree Day?

Respondents could select from a number of answers (they could select more than one if they wished) OR they could write their own response.

The most common responses were:

- To do something good for the environment (90% of respondents)
- To make a contribution to my community (67% of respondents)
- To beautify/improve my local environment (53% of respondents)
- To have a fun day out with my family/friends (39% of respondents).

Among the free text answers, a number of people mentioned that they participated because their children or partners wanted to, or because their employer, scout group, church group or school had made a commitment to participate. Some people also indicated that they participated to offset the carbon emissions they had generated during the year or because they wanted to do something about climate change.

3. How did volunteers hear about NTD?

1. Word of mouth	15.7%
2. Environment/community group newsletter or email	13.0%
3. Planet Ark website	10.3%
4. Internet search	9.3%
5. Newspaper/magazine story	8.8%
6. TV advertisement or story	8.6%
7. Local council newsletter or email	7.6%
8. Other website	6.9%
9. Other *	6.4%
10. Planet Ark newsletter	6.1%
11. Radio advertisement or story	3.2%
12. Poster in local library, nursery, council office etc	1.2%
13. Social media eg. Facebook, Twitter etc	1.2%
14. Just passing by	1.0%
15. NRL/AFL game – broadcast or live	0.7%

* Among those who selected “Other”, a significant proportion indicated that they found out about National Tree Day through their workplace.

79% of respondents indicated that they found a local site to go through Planet Ark’s National Tree Day website – treeday.planetark.org. There were a total of 15,469 site searches undertaken on the site.