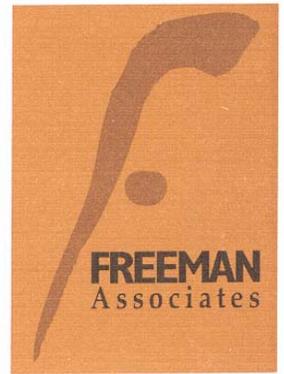


DRAFT FOR REVIEW



**MARKET RESEARCH AND MARKETING STRATEGY:
Lot-level Stormwater Control in the Residential Sector**

City of Mississauga

July 10, 2008

Submitted to: Aquafor Beech Inc.

Submitted by: Freeman Associates

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1.0 EXECUTIVE SUMMARY

TBA – FINAL REPORT

2.0 PROJECT BACKGROUND AND RATIONALE

The *Mississauga Stormwater Quality Control Study* (1995) informed a long-term strategy for implementing stormwater quality controls for developing sites. The study was initiated to address a number of concerns pertaining to cost, liability, impact on property owners and conflicts with flood plain and greenbelt land objectives. The study and resulting strategy provided a framework for addressing changing policies and agency requirements related to stormwater quality control and set the foundation for the development of the *Storm Drainage Component of the Development Charges By-law*.

Since the completion of the Stormwater Quality Control Study, the City of Mississauga has been primarily “built-out” while the field of stormwater quality control has advanced and the knowledge base expanded. New approaches involving the technical, policy, facility management, finance, and marketplace components of stormwater quality control have evolved over the past decade. This evolution in know-how speaks to a need to re-visit the strategy and address any weaknesses, as well as update policies, standards and processes to ensure the effective application of Best Management Practices (BMPs).

This study explores new options and processes for enhanced stormwater control, including lot-level measures which address stormwater at the beginning of a drainage system. Lot-level or at-source measures can be installed within a variety of land uses, including institutional, industrial, commercial, municipal and residential properties. Such measures may be applied to areas of new and existing development and re-development. A key objective of this study is to develop a realistic, “Made in Mississauga” set of lot-level BMPs for different development scenarios.

The success of lot-level stormwater control measures is dependent upon uptake by property owners and managers. To this end, the study examines the opportunities and constraints to residents’ implementing at-source stormwater management measures. Uptake of lot-level BMPs in the residential sector is an important element of a comprehensive approach to effective, municipal-wide stormwater quality control. Before it is possible to evaluate preferred approaches to lot-level control measures on residential properties, and the right-of-way and other municipal properties, an understanding of the attitudes, opinions and practices of residents regarding such measures is required.

3.0 PROJECT PURPOSE

Field reconnaissance has been undertaken in order to determine and refine the appropriate type of lot-level BMPs that could be implemented on residential and municipal properties. Field forms, developed from previous studies were used to address opportunities and constraints for lot-level BMPs. An abbreviated version of the field reconnaissance form for medium density residential land use (Table 1.0) provides a summary of potential BMPs for lot-level stormwater control in the residential sector. In-field market research involving owner-occupants of single-family residential dwellings was undertaken to identify opportunities and constraints for lot-level BMPs specific to Mississauga residents.

Table 1: Field Reconnaissance Form - Summary

Land Use Type	Site Characteristics	Potential BMP	Opportunity / Constraints
Medium Density Residential	<ul style="list-style-type: none"> • grading type • soils • lot size • driveway type, size • age of development • curb/gutter/ditch • existing landscape characteristics 	<ul style="list-style-type: none"> • downspout disconnection 	<ul style="list-style-type: none"> • grading (good, poor) • already disconnected?
		<ul style="list-style-type: none"> • rain barrel 	<ul style="list-style-type: none"> • availability of space • suitable discharge location • plumbing constraints
		<ul style="list-style-type: none"> • soak-away pit 	<ul style="list-style-type: none"> • soils type • availability of space • suitable discharge location
		<ul style="list-style-type: none"> • pervious driveway 	<ul style="list-style-type: none"> • character of neighbourhood • drainage characteristics • Soil type
		<ul style="list-style-type: none"> • enhanced yard vegetation and rain/storm garden 	<ul style="list-style-type: none"> • Character of neighbourhood • Existing landscaping • Drainage considerations
		<ul style="list-style-type: none"> • reduce lot grading 	<ul style="list-style-type: none"> • grading (good, poor) • soils type • suitable discharge location
		<ul style="list-style-type: none"> • water conservation 	<ul style="list-style-type: none"> • character of neighbourhood • availability of space

3.1 Research goal and objectives

The overall goal of the research was to provide a City-specific profile of the single-family residential market, enabling the development of a “Made in Mississauga” marketing strategy for lot-level stormwater control in residential areas and for municipal properties and right-of-ways.

The key objectives of the market research and the marketing strategy are as follows:

- Recruit sixty residents who own single-family residences in the City of Mississauga.
- Uncover homeowners' fundamental motivations (what drives their decisions and why) regarding their home and property.
- Identify and evaluate residents' responses and perceptions to lot-level BMPS for stormwater control.
- Identify and evaluate of residents' responses to, and perceptions of, BMPs for municipal properties and the municipal right-of-way.
- Identify images and messages pertaining to stormwater control (both lot-level and for municipal properties) that resonate with residents.
- Identify key stakeholders that directly influence the practices and attitudes of homeowners.
- Identify potential constraints and opportunities for the application of lot-level BMPs in the residential sector and for municipal properties and the municipal right-of-way.
- Determine the preferred options for lot-level control in the residential sector based on residents' perceptions and responses to BMPs.
- Develop a marketing strategy to drive residential uptake of lot-level stormwater control measures and secure residents' acceptance of stormwater control measures for right-of-ways and other municipal properties.

The study goal and objectives guided the project approach (methodology) and the resulting marketing strategy.

4.0 PROJECT DESCRIPTION AND METHODOLOGY

The first step in the market research was a review of pertinent market studies examining residents' attitudes and perceptions vis-à-vis their home and landscape, and options for lot-level stormwater control and other on-site sustainability measures and practices.

Primary market research with single family homeowners in Mississauga residents was undertaken to identify opportunities and constraints for lot-level, and municipal property and right-of-way BMPs. This sub-sector of the residential market was selected for the following reasons:

- In the residential sector, single-family dwellings have the largest impact on stormwater runoff on a per unit basis.
- Owner-occupants are responsible for decisions about the design and maintenance of their home and landscape.
- Private contractors are often responsible for the design and maintenance of multi-unit complexes.
- Residents who rent the home or town-home they occupy may or may not pay the water utility bill, which includes stormwater management charges.
- Residents who rent do not have the authority to modify the landscape or renovate the home.

Using Statistics Canada population data (2006 Census), a demographic profile of single-family homeowners in the City of Mississauga was developed. The profile was used to create a recruitment screener – a series of questions asked of potential resident recruits to ensure the total research sample matches as closely as possible the demographic profile for Mississauga (Refer to Appendix I for a copy of the Recruitment Screener). Residences were randomly selected using postal codes and contact with potential research participants was done via telephone.

4.1 Research sample

The total research sample size was sixty-eight (n=68) owner-occupants of single-family residential dwellings. Table 2.0 provides a summary description of the demographic variables for the primary research sample. The first column under “City of Mississauga” shows the percentage screening quota targets for recruiting the selective sample. These targets were based on Statistics Canada 2006 Census¹ information for the City of Mississauga. The second column shows the actual study sample percentages and the third column provides the sample size within each demographic variable.

Table 2: Sample Description

Demographic Variable	City of Mississauga		
	Screening Quota Range	Study Sample Percentages	Study Sample
Population	n=60	n=68	n=68
Gender: Female	50%	53%	36
Male	50%	47%	32
Marital Status:			
Married/Cohabitation	80%	93%	63
Single	10%	1%	1
Divorced/Separated/Widowed	10%	6%	4
Children at home: Yes	80%	78%	53
Single-Detached Owner-Occupied Dwelling	100%	100%	68
Primary Responsibility for care of home's landscape:			
Yes	60%+	60%	41
Spouse (or child)	30%	34%	23
Landscape contractor	<10%	6%	4
Household Income:	Mix		
\$40,000 to \$59,999		15%	10
\$60,000 to \$99,999		44%	30
\$100,000 or more		40%	27
Education:			
Less than High School	<5%	4%	3
High School Graduate	25%	22%	15
College or Trade Certificate	32%	37%	25
University Graduate	40%	37%	25
Age: 25 to 44	40%	32%	22
45 to 64	50%	60%	41
65 +	10%	7%	5
Place of Birth: Canada	50%	44%	30
Asia and Middle East	25%	18%	12
Europe	15%	25%	17
Other	10%	13%	9
Sub-total Immigrants	50%	56%	38

The recruiting target for gender was split fifty-fifty for women and men; reflecting Mississauga’s population of fifty-one (51) percent female and forty-nine (49) percent male. There were a slightly higher percentage of females (53%) versus males (47%) in the study

¹ Statistics Canada. 2007. 2006 Community Profiles. 2006 Census. Statistics Canada Catalogue no. 92-591-XWE. Ottawa. Released March 13 2007. <http://www12.statcan.ca/english/census06/data/profiles/community/index.cfm?Lang=E>

sample. Because the sample size is higher than thirty (30) for each gender (a total of 36 females and 32 males), it allows for a high level of confidence in comparing the perceptual and motivational similarities and differences between male and female homeowners in Mississauga. A difference of 10 percent or greater is considered significant. For example, women rated the importance of their home's landscape very highly at an average of 8.5 out of a possible 10, whereas men in the sample provided a much lower rating of 6.9 out of ten – a twenty-three percent (23%) difference.

The sample target for married or common-law couples was eighty percent, and this was exceeded. The sample targets were also met for the other demographic variables, thereby providing a good representation of age, income, education and ethnic origin consistent with the demographic profile for the City of Mississauga. The percentage of "single" individuals in the sample was below the screening quota range because most owners of single-family dwellings are married, divorced or co-habiting.

The age groups for residents represent both the stage of life at which people generally own homes (the majority are couples raising children), and the demographic influence of the baby boom generation (born between 1946 and 1961) on Ontario's population. This demographic is confirmed in the research sample, with ninety-three percent (93%) of respondents being married (or common-law), and seventy-eight percent (78%) of respondents with children at home.

The education and income levels in the research sample are consistent with expected levels for owners of single-family detached homes. Thirty-seven percent (37%) of respondents are university graduates and an equal percentage has a college degree or trade certificate. Forty-four (44%) percent of respondents have household incomes of \$60K to \$99,999K and forty percent (40%) have household incomes greater than \$100K.

To accurately reflect Mississauga's cultural diversity, great care was taken to recruit a research sample that was representative of the City's overall population. Forty-four percent (44%) of the sample was born in Canada, while the remaining respondents immigrated from seventeen different countries (For more detail, refer to the responses to question 10 in the Verbatim Report, Appendix II)

4.2 Methodology

Three market research sessions were held at the following locations in Mississauga:

Location 1 (May 13, 6:30 to 9:30 PM)

Meadowvale Branch Library
Meadowvale Town Centre Circle

Location 2 (May 14th, 6.30 - 9.30 PM)

Lakeview Branch Library
Atwater Avenue

Location 3 (May 14th, 6.30 - 9.30 PM)

Clarkson Branch Library
Truscott Drive

At the research sessions, resident participants completed a questionnaire with both closed- and open-ended questions using a facilitated inquiry method (refer to Appendix III for the facilitator's copy of the questionnaire). Participants provided written answers to verbally asked questions within a limited timeframe. This research method ensures participants' provide top-of-mind (non-rationalized), unbiased responses reflecting participants' intrinsically held beliefs. Participants were also asked to make two drawings – one of their "ideal" landscape for their home and one of a "sustainable" landscape for their home. The differences in respondents' perceptions of their ideal home landscape and a sustainable landscape are important in understanding motivations and potential obstacles to change.

5.0 RESEARCH FINDINGS

Upon completion of the research session, the participants' verbatim (word-for-word) responses to the questionnaire were entered into a database, compiled and grouped (refer to Appendix II for a copy of the Verbatim Report). Responses were then quantified (percentage frequency distribution) and qualified (idea, subject, theme, meaning, etc.) allowing for an unbiased analysis of the results.

It is important to note that the total percentage distribution of responses to any one question may add up to more than 100%; because many of the questions were open-ended respondents may have provided more than one answer to any given question.

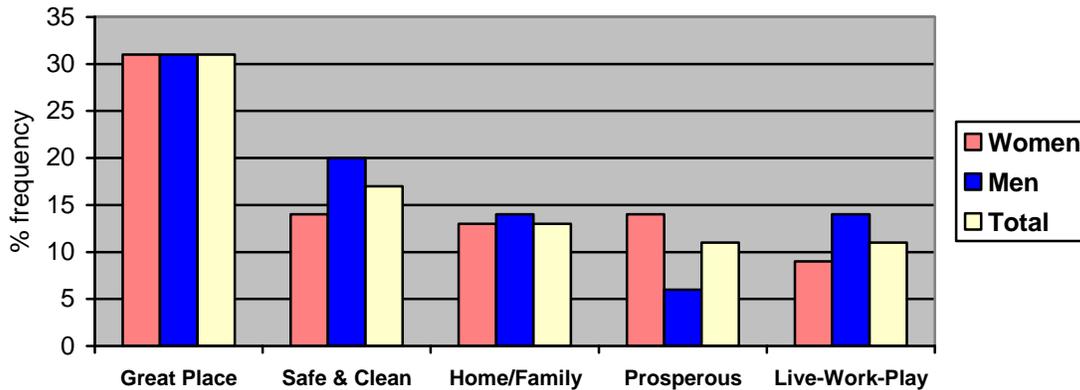
5.1 Community

Respondents were asked what *community* means to them and what the *City of Mississauga* means to them. For most participants, community holds a positive meaning as indicated by the following primary responses:

- 44% A neighbourhood represented by "friends and neighbours"
- 27% A safe place
- 10% A feeling of belonging and co-operation

Participants used very positive terminology to describe what the City of Mississauga means to them. Chart 1 below provides a summary of the responses given by participants.

Chart 1: What does the City of Mississauga mean to you?

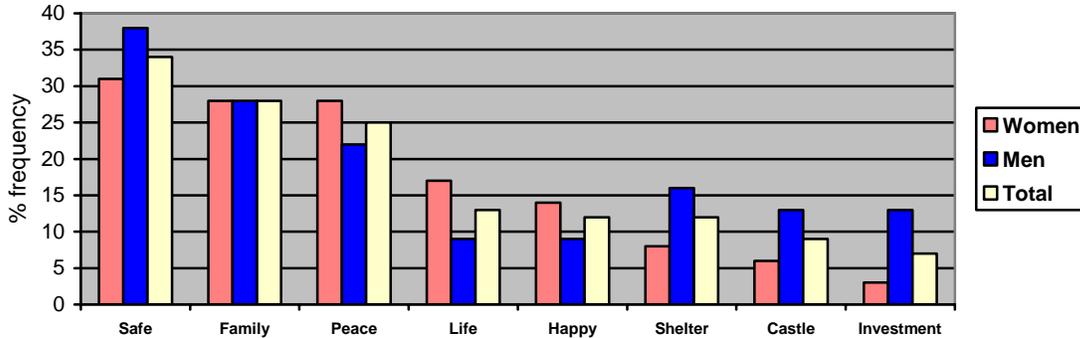


Respondents used affirmative statements to express what the City means to them. They are **proud to live in such a great place**. The City is their **home**; it's **safe** and **clean**, and **prosperous** and **growing**.

5.2 Home and landscape

Participants were queried about their feeling, attitudes, beliefs and values regarding their home and their home’s landscape in order to determine what motivates their choices and actions in these areas. Respondents were asked what their homes mean to them, and as Chart 2 below illustrates, they hold very strong feelings about their homes.

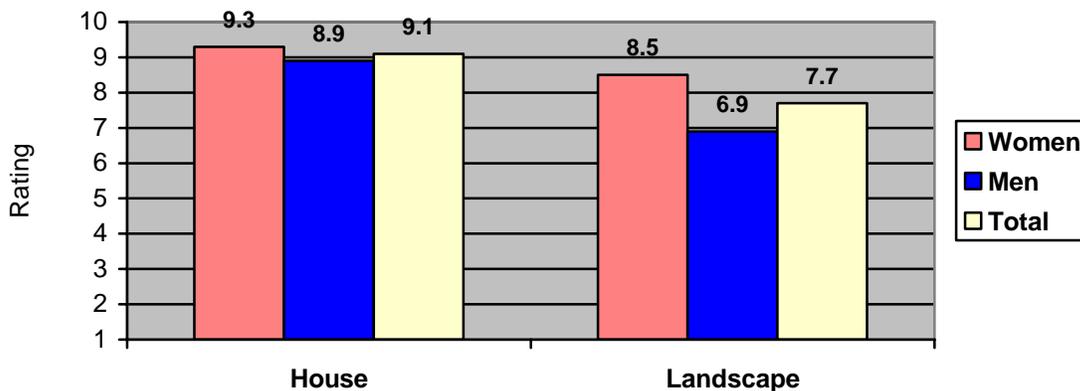
Chart 2: What does your home mean to you?



The meaning of their home is similar for both men and women. For eighty-seven percent (87%) of respondents, home is a **safe, secure peaceful place in which to raise a family**. Women used terms such as **love, life, happiness** and/or **everything** more frequently, at thirty-one percent (31%) than men, at only eighteen percent (18%). For forty-two percent (42%) of male respondents home has a more practical or material meaning, identifying it as a **shelter, castle** and/or **investment** while only seventeen percent (17%) of female respondents expressed a similar meaning.

Participants were asked to rate the “importance of your house” and the importance of “your home’s landscape”. Chart 3 shows a comparison of the rating provided by both male and female respondents.

Chart 3: Average Ratings for "House" and "Landscape"



Respondents' houses are more important to them than the house's landscape. Participants were asked why they gave the rating for the importance of their house with the following principal responses provided:

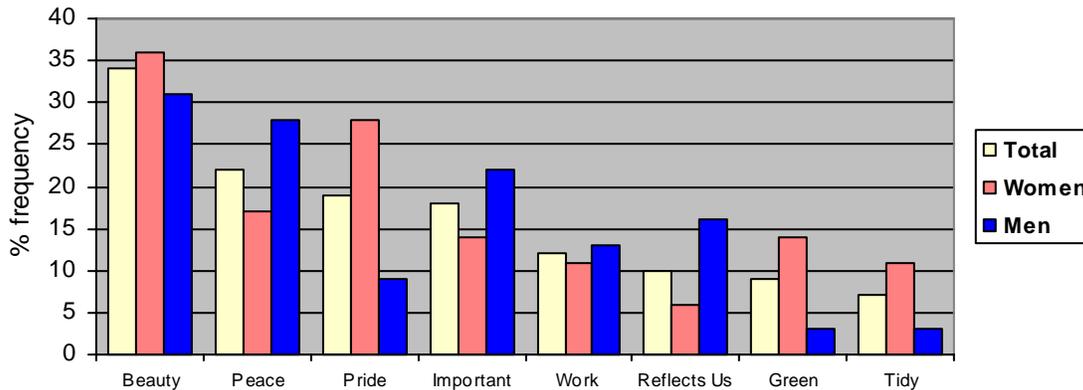
- Forty-two percent (42%) of respondents – 53% of female and 31% of male respondents – said it was a place for their family.
- Thirty-one percent (31%) of respondents – 44% of male and 19% of female respondents – said the house is an important investment.

When asked why they assigned the rating they did for their home's landscape, respondents provided the following responses:

- Thirty-five percent (35%) of respondents – 50% of female and 19% of male respondents – said the curb appeal of the home's landscape is important.
- Sixteen percent (16%) of respondents – 22% of male and 11% of female respondents – indicated they enjoy gardening (although a similar percentage feel that it's a lot of work).

Participants were asked what their home's landscape means to them. Chart 4 below provides a summary of their responses.

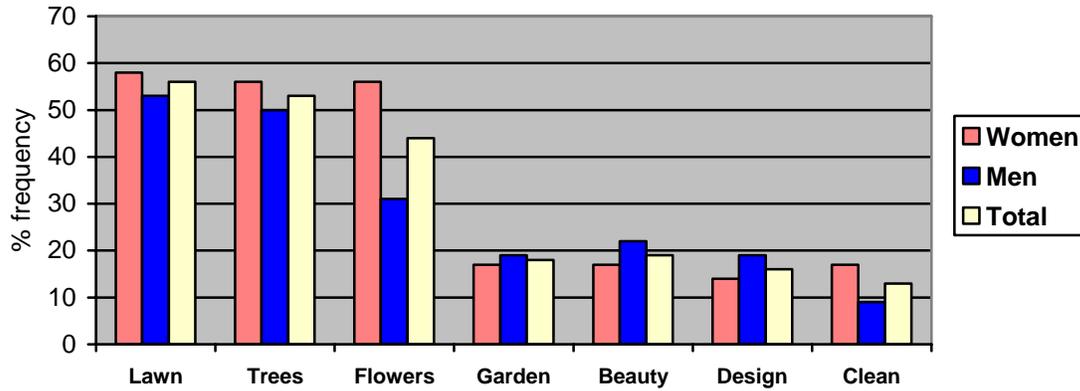
Chart 4: What does your home's landscape mean to you?



Both female and male respondents identified used the term beauty most frequently to describe what their home's landscape means to them. Combined, thirty-four percent (34%) of respondents identified **beauty** as the most important quality of their home's landscape. Twenty-one percent (21%) of respondents are **proud** of the landscape around their home and twenty-two percent (22%) find it a **peaceful sanctuary**.

Summarized in Chart 5 below are the participants' responses to the question, "what are the three most important aspects of your home's landscape?"

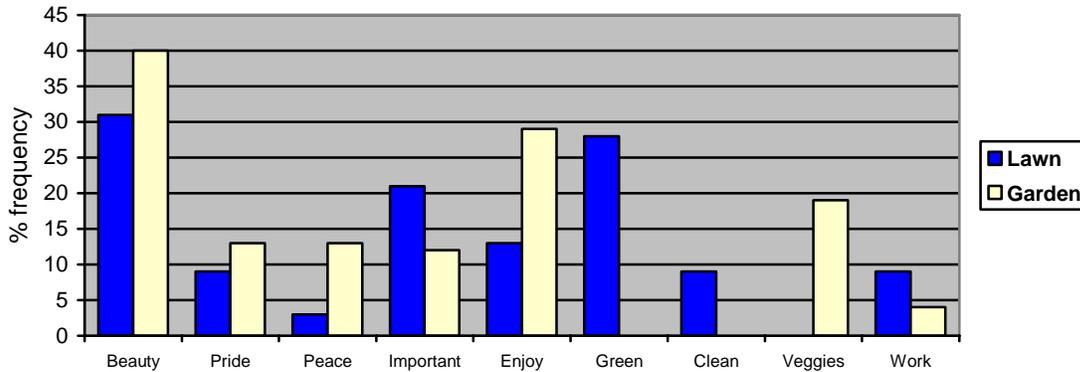
Chart 5: Most Important Aspects of Your Home's Landscape



Lawn, trees and **flowers**, at thirty-eight (38), thirty-six (36), and thirty (30) respondents respectively, were identified as the three most important aspects of the home's landscape. Overall, women and men agree on these aspects, with one major exception – 56% of women versus 30% of men view flowers as important.

Chart 6 provides a summary of the meaning of lawn and gardens to respondents (questions 28 and 39, respectively).

Chart 6: What does your home's lawn and garden mean to you?

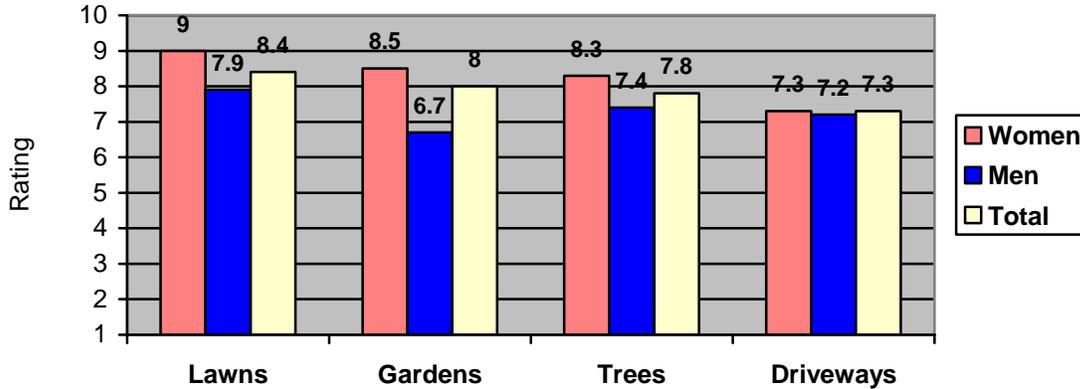


Beauty is the most important quality for respondents' lawns (31%) and gardens (40%). The lawn's aesthetic is tied to being **green, lush** (28%), and **weed-free** (13%). These aspects are particularly important for women (61% of responses) compared to men (29% of responses). Twenty-one percent (21%) of respondents say their lawn is **important** (again, women score higher than men at 25% versus 13%).

Homeowners derive **enjoyment** (29%) and **peace** (13%) from their gardens and nineteen percent (19%) indicate their gardens are a source of fresh produce

Respondents were asked to rate the importance of lawns, gardens, trees and driveways; questions 29, 40, 22 and 29 respectively, to their home's landscape. Chart 7 provides a summary of the responses provided by participants.

Chart 7: Importance of Lawns, Gardens, Trees, and Driveways



In terms of importance, the lawn scored the highest average rating. Gardens, while given a high rating by women, were assigned a lower rating by men, lower in fact than the rating men gave to the driveway. Overall women rate the importance of the four aspects of the home's landscape higher than men.

The reasons given by respondents for the ratings they provided are summarized below.

Lawn:

72% - identify green, healthy, lush lawns as being important for the appearance of the home and landscape.

Garden:

54% - cited beauty as the principal reason for the importance of gardens
18% - cited satisfaction and enjoyment of their gardens

Trees:

43% - cited beauty as the principal reason for the importance of trees
43% - identified the shade provided by trees as important
21% - identified the improvement in air quality provided by trees as important
13% - cited the privacy offered by trees as a reason for their importance.

Driveways:

38% - indicated that their driveway is important for its appearance
12% - identified the driveway as important because of the first impression it can create
12% - identified a clean, tidy appearance of the driveway as reasons for its importance

5.3 Lawn

For fifty-two percent (52%) of respondents, the lawn represents more than one-half of their home's landscape. Participants were asked to rate the importance of watering their lawn on a scale of 1 to 10, and to provide a reason or reasons for the rating they gave. Their responses can be summarized as follows:

- 7.3/10 average rating given by participants for the importance of watering the lawn
- 60% respondents who identified watering as important for keeping the lawn green and healthy
- 19% respondents who expressed interest/concern about conserving water
- 13% respondents who rely mostly on rainwater with little or no additional irrigation
- 72% respondents who water their lawns manually with a hose and sprinkler
- 56% respondents who water their lawns two to four times each week
- 56% respondents who water their lawn for one to two hours each time they irrigate

Respondents correlate a green lawn with a healthy lawn. There was little recognition amongst respondents that grass enters a dormant period, turning brown and re-emerging when there is sufficient rainfall. Only thirteen percent (13%) of respondents recognised this fact while fully two-thirds of respondents believe their lawn requires supplemental irrigation to stay healthy.

5.4 Garden

Ninety-eight percent (98%) of respondents say they have gardens (questions 38); with fifty percent (50%) having both flower and vegetable gardens, forty-four percent (44%) having flower gardens only and three percent (3%) having only vegetable gardens. Participants' average rating for the importance of watering their gardens indicates that they feel it is more important to water gardens than the lawn. Their answers to questions concerning garden irrigation are as follows:

- 8.3/10 average rating given for the importance of watering gardens
- 9.0/10 average rating given by female respondents for the importance of watering gardens
- 7.7/10 average rating given by male respondents for the importance of watering gardens
- 50% percentage of respondents who water their gardens with a hose and sprinkler
- 41% percentage of respondents who water their gardens using a hand-held hose
- 69% percentage of respondents who water their gardens two to four times per week
- 10% percentage of respondents who water their gardens every day
- 41% percentage of respondents who water their gardens for twenty to forty-five minutes each time they water
- 44% percentage of respondents who water their gardens for one to two hours each time they water

Consistent with previous homeowner market studies², respondents believe supplemental watering is required to keep lawns and gardens healthy and beautiful.

² Toronto Region Conservation Authority *Action Plan for Sustainable Practices* (2006) involving market research with 121 residents of single-family dwellings across the GTA and the Halton *Region Summer Peak Demand Reduction Marketing Strategy* (2005) involving market research with 61 residents single-family dwellings in 3 local municipalities.

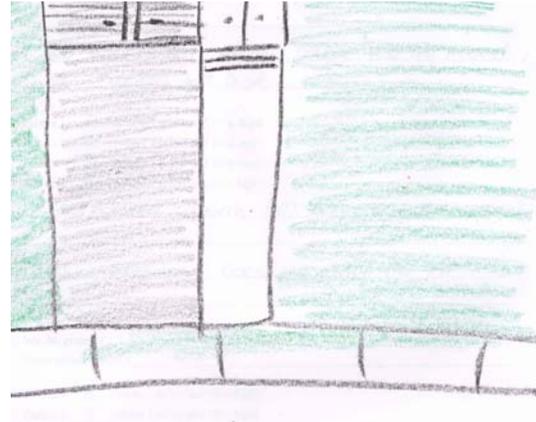
5.5 Ideal and Sustainable Landscape

Respondents were asked to draw two pictures; one of their “ideal” landscape for their homes and one of a “sustainable” landscape for their home. Below is a representative sample of the drawings completed by respondents.

1. Ideal Landscape



1. Sustainable Landscape



2. Ideal Landscape



2. Sustainable Landscape



3. Ideal Landscape



3. Sustainable Landscape



The drawn pictures above reflect the respondents' perceptions of their ideal home landscape as compared with a sustainable home landscape. The drawings were grouped and analysed³ and have been categorized into the following three groups:

1. Less colour and features (31/68 or 46% of respondents)

In this category there is a significant difference between respondents' drawings of an ideal landscape for their home and a sustainable one. The ideal landscapes are more colourful, designed and varied with greater detail and landscape features. Their sustainable landscape drawings depict a minimalist image which is plain and contains fewer gardens and/or ornamental flowers and trees, but more grass.

2. No Change (28/68 or 41% of respondents)

Respondents whose drawings fall into this category believe their ideal landscape is already sustainable. Many drew the same picture for their ideal landscape as they did for a sustainable landscape, while others referred to their first picture (ideal landscape) instead of drawing a second (sustainable landscape) because they believed no change was required. In most instances, respondents are referring to their current landscape as ideal and are of the belief that it is also sustainable.

3. More natural (9/68 or 13% of respondents)

Respondents draw less controlled and more varied landscapes in the sustainable picture – with more trees, gardens and diversity – than in their picture of an ideal landscape. Both drawings are “colourful and beautiful” with trees, flowers and grass, but the ideal landscape is more structured and organized in its design. Some design features or elements are gone from the drawing of a sustainable landscape, but there are more trees, plants and variety giving to an overall positive image of a sustainable landscape.

Respondents were subsequently asked to identify the most important elements or aspects in each of their drawings. Table 3 below provides a comparison of the responses of participants for both an ideal and a sustainable landscape for their home. A weighted average frequency was calculated from the percentage frequencies to provide a more meaningful comparison between ideal and sustainable landscape elements. The “weighted %+/-“ column indicates the difference between the weighed percentages for the ideal landscape versus the sustainable landscape.

³ The drawings were grouped based on their visual elements – objects, themes, colours, and words. Each participant drawing was placed in a group, resulting in a total number of responses of 68 – note that five respondents did not draw a picture for a sustainable landscape, instead they referred to their first picture (Ideal Landscape). The open-ended verbal questions that followed the drawings allow multiple answers, resulting in total percentage frequencies greater than 100% for a single question.

Table 3: Main Elements or Aspects of Ideal Versus Sustainable Landscapes

Elements or Aspects	49. Ideal Landscape		58. Sustainable Landscape		Weighted % +/-
	% Frequency	Weighted %	% Frequency	Weighted %	
Trees (& Shrubs)	46%	22%	38%	24%	2%
Flowers	34%	16%	12%	8%	-9%
Grass/Lawn	27%	13%	31%	20%	7%
Beauty & colour	27%	13%	12%	8%	-5%
Water, pond, pool	16%	8%	7%	4%	-3%
Gardens	13%	6%	4%	3%	-4%
Driveway (Interlock or asphalt)	13%	6%	4%	3%	-4%
Walkway (Interlock)	12%	6%	6%	4%	-2%
Place to sit (patio, deck)	10%	5%	2%	1%	-4%
Variety	6%	3%			-3%
Design			9%	6%	6%
Mulch (wood chips)			6%	4%	4%
Perennials			6%	4%	4%
Easy to maintain	4%	2%	19%	12%	10%
Total Percentage	208%	100%	156%	100%	

Shared elements of the ideal and sustainable landscapes drawn by respondents include trees and shrubs – the principal shared element – and grass or lawn. Grass or lawn played a bigger role in respondents' sustainable landscapes; with thirty-eight percent (38%) of men and twenty-five percent (25%) of women allocating more grass in their drawing of a sustainable landscape than their ideal one. Driveways, walkways, patios, flowers and gardens, ponds and other landscape features appear more frequently in ideal landscapes, which are elements that respondents see as adding beauty to their landscape. In their drawings of a sustainable landscape, respondents included mulch (wood chips) and perennial plants (as opposed to annuals), thereby creating a landscape requiring less maintenance.

Respondents were also asked to describe the feelings and emotions evoked by their drawing of an ideal landscape for their home and subsequently, for their drawing of a sustainable landscape. Table 4 below compares the participants' responses.

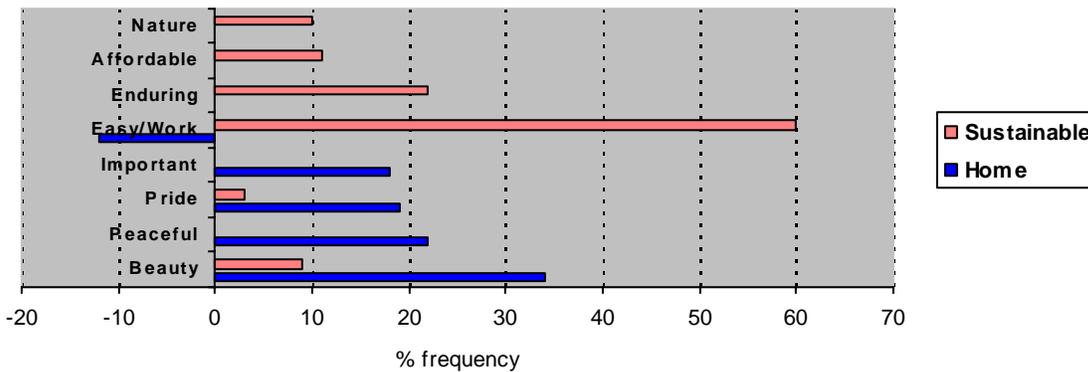
Table 4: Feelings and Emotions Evoked by Ideal Versus Sustainable Landscapes

Feelings and Emotions	50. Ideal Landscape		59. Sustainable Landscape		Weighted % +/-
	% Frequency	Weighted %	% Frequency	Weighted %	
Peaceful, Relaxing, Tranquil	47%	25%	29%	16%	-8%
Beautiful, Colourful	40%	21%	19%	11%	-10%
Happy, Content, Satisfied	34%	18%	28%	16%	-2%
Neat, Clean, Simple, Tasteful	22%	12%	18%	10%	-1%
Pride, Passion	16%	8%	15%	9%	0%
Comfort, Warmth, Welcoming	13%	7%	15%	9%	2%
Enjoyment, Family & Friends	10%	5%	4%	2%	-3%
Easy & low cost maintenance			16%	9%	9%
Natural, Healthy, Responsible	4%	2%	16%	9%	7%
Total Positive Emotions	186%	98%	160%	91%	-7%
Total Negative Emotions	4%	2%	16%	9%	7%
Total Percentages	190%	100%	176%	100%	

It is important to note that forty-one percent (41%) of respondents see their ideal landscape (in many cases their existing home landscape) as sustainable and therefore, show no difference in their drawings. Despite this fact, most respondents feel a sustainable landscape is less peaceful, relaxing and beautiful/colourful. On the other hand, respondents see sustainable landscapes as requiring less maintenance and being more natural, healthy and responsible.

Chart 8 compares the responses to question 18; “What does your home’s landscape mean to you?” and question 56; “What does a sustainable landscape meant to you?”

Chart 8: What does your home's/a sustainable landscape mean to you?



The differences in meaning between these homeowners’ current landscapes and their perception of sustainable landscapes are striking. Beauty and curb appeal rate four times higher for their current home’s landscape versus a sustainable landscape. Sustainable landscapes are perceived as plain and basic and having limited aesthetic value. Their current home landscapes evoke feelings of peace and pride and are perceived to be “important”.

The main advantage of sustainable landscapes, as perceived by respondents, is that they are easy to maintain (60%), whereas their current landscapes are viewed as being more “work”. Sustainable landscapes are also seen as being more enduring (22%), affordable (10%) and natural (10%). However, respondents’ positive feelings toward a sustainable landscape are tempered by the perception that it is minimalist (plain, basic and boring), having less colour and with few “built” features such as gardens, walkways, patios, etc.

When asked whether or not they think their home’s current landscape is sustainable, seventy-one percent (71%) of respondents said yes. When asked to explain their answer, respondents provided the following reasons for why they think their current landscape is sustainable:

- 42% Easy to maintain
- 27% Established with perennials, shrubs and mature trees (Natural? – I see only one reference to natural everything else refers to established landscape)
- 15% Consistent with their plan

For the twenty-nine percent (29%) of respondents who indicated that their home’s landscape is not sustainable, they provided the following reasons:

- 70% Constant care/maintenance is required
- 25% Redesign of the landscape is needed

Whether or not respondents view their home’s current landscape as sustainable relates more to their perception of the care required to maintain the landscape, how established it is, and how consistent it is (or content they are) with the existing layout. To most respondents, environmental sustainability has little to do with their concept of a sustainable landscape.

In previous studies⁴, “naturalized” and “water efficient” landscapes have been tested with owner-occupants of single-family residential dwellings. Participants in these previous research sessions had similar perceptions regarding *naturalized* and *water efficient* landscapes as residents of Mississauga had to the concept of a *sustainable landscape*.

5.6 Responses to photos

At this point in the research sessions, respondents were provided with handouts of full colour photos depicting landscapes and streetscapes employing lot-level BMPs and comparative, typical residential landscapes and streetscapes. The photo handouts were organized in such a way as to allow the facilitator to take session participants through one handout at a time. Each handout dealt with a different BMP, such as an interlocking driveway, and the more traditional practice, such as an asphalt driveway.

Respondents were given time to review the pictures in each handout; subsequently they were asked to rate, on a scale of 1 to 10, the appeal of each picture and to provide a reason for the lowest and highest ratings they gave to the pictures in the individual handouts. Table 5 provides a rating scale interpretation.

Table 5: One (1) to ten (10) Rating Scale Interpretation

Ratings	Interpretation
9+	Outstanding (exceptionally high)
8.1 to 9	Excellent (very high)
7.5 to 8	Very Good (above average)
7 to 7.4	Good (average)
6 to 6.9	Satisfactory (below average)
< 6	Unsatisfactory (very low)

⁴ The drawings were grouped based on their visual elements – objects, themes, colours, and words. Each participant drawing was placed in a group, resulting in a total number of responses of 68 – note that five respondents did not draw a picture for a sustainable landscape, instead they referred to their first picture (Ideal Landscape). The open-ended verbal questions that followed the drawings allow multiple answers, resulting in total percentage frequencies greater than 100% for a single question.

Front yard – Handout 1

Respondents were provided with pictures of two front yards: a traditional one with an expanse of green lawn and some foundation plantings and the other; an example the BMP of a rain garden extending across the lower portion of the front yard. It is important to note, that Picture 2 shows a rain garden in an otherwise traditional front yard landscape, including a well groomed lawn and neatly organized foundation plantings.

Picture 1 – Overall rating = 6.5 out of 10



Picture 2 – Overall rating = 7.2/10



Respondents prefer the front yard landscape in Picture 2

Respondents gave Picture 1 an average rating of 6.5 out of 10 (satisfactory) and Picture 2, an average of 7.2 out of 10 (good). Twenty-five (25) participants or thirty-seven percent (37%) preferred Picture 1, while forty (40) participants or fifty-nine percent (59%) preferred Picture 2. There was no significant difference between the ratings provided by male and female respondents.

When asked the reason for the ratings they gave for Picture 1 and 2, respondents provided the following answers:

Picture 1 – Positives

- 32% Clean, tidy, neat and well kept
- 12% Beautiful, green and healthy
- 6% Easy to maintain

Picture 1 – Negatives

- 47% Plain, boring

Picture 2 – Positives

- 43% Variety, colour, interesting design
- 21% Beauty, appearance
- 18% Natural look

Picture 2 – Negatives

- 32% Too busy, cluttered, messy
- 12% High maintenance

Driveways – Handout 2

Respondents were provided with four pictures of different styles of driveways and asked to rate the driveways and to provide a reason or reasons for the lowest and highest rated driveway. The driveway in Picture 1 is asphalt; in Picture 2, a combination of asphalt and interlocking stone (along the border and at the foot of the driveway); in Picture 3, an interlocking brick driveway; and Picture 4, a flagstone driveway.

Picture 1 – Overall rating = 5.7/10



Picture 2 – Overall rating = 5.5/10



Picture 3 – Overall rating = 7.7/10



Picture 4 – Overall rating = 4.7/10



Picture 3 was the preferred driveway.

The average rating given by respondents for the driveway depicted in Picture 3 was 7.7 out of 10 (very good). The driveways in Picture 1 and Picture 2 rated very low at 5.7/10 and 5.5/10, respectively. Picture 4 of the flagstone driveway had the lowest overall rating at 4.7/10. Respondents provided the following reasons for their ratings.

Picture 1 – Positives

10% Clean, elegant

Picture 2 – Positives

3% Clean

Picture 3 – Positives

52% Looks good, curb appeal

35% Clean and tidy

Picture 4 – Positives

16% unique, interesting, natural

Picture 1 – Negatives

24% Plain, boring

Picture 2 – Negatives

13% Unkempt, messy

7% Boring, cheap

Picture 3 – Negatives

4% Cheap, too much work

Picture 4 – Negatives

52% Messy, unkempt

Downspouts and drainage – Handout 3

Respondents were asked to review four pictures of drainage options for downspouts. Picture 1 shows a dry river bed sloping away from the downspout; Picture 2 depicts a downspout discharging into a rain barrel; Picture 3 is of a camouflaged soak-away pit with the downspout buried in the ground; and Picture 4 shows a downspout with an extension into a grassy swale.

Picture 1 – Overall rating = 5.7/10



Picture 2 – Overall rating = 6.4/10



Picture 3 – Overall rating = 7.3/10



Picture 4 – Overall rating = 5.3/10



Picture 3 was the preferred drainage option for downspouts

Respondents provided an average rating of 7.3/10 for Picture 3 primarily because “it’s discrete and well hidden...”, but three (3) respondents had a negative view because they perceived the water as going into the sewer. Picture 1 received an overall average rating of 5.7/10 because most respondents feel it looks “messy” while Picture 2 was given a rating of 6.4/10 because it is an “eyesore” and requires “maintenance”. Picture 4 had the lowest overall rating at 5.3/10. Respondents provided the following reasons for their ratings.

Picture 1 – Positives
13% Natural, appealing

Picture 2 – Positives
31% Usable water & hidden

Picture 3 – Positives
50% Discrete & good drainage

Picture 4 – Positives
9% Simple, waters lawn

Picture 1 – Negatives
40% Messy & Wastes water

Picture 2 – Negatives
24% Eyesore, unattractive

Picture 3 – Negatives
4% Water goes to sewer

Picture 4 – Negatives
48% Water in 1 spot, ugly, hazard

Half of the respondents have downspouts that “go into the ground” (“sewer”) while the downspouts of the other half drain onto the ground. Two respondents have rain barrels.

Streetscapes and Sidewalks – Handout 4

Two pictures of different streetscapes were provided to respondents to review. Picture 1 depicts a standard streetscape and Picture 2 shows the BMP streetscape with infiltration catchments planted with vegetation.

Picture 1 – Overall rating = 6.8/10



Picture 2 – Overall rating = 6.5/10



Picture 2 was the preferred streetscape

Although only twenty-eight (28) respondents preferred the streetscape in Picture 1, overall they assigned higher ratings than the thirty-eight (38) respondents who preferred Picture 2. Consequently, Picture 1 had a higher overall rating, but Picture 2 was preferred by the majority of respondents. Two respondents gave both streetscapes the same rating. Respondents provided the following reasons for the ratings they gave to both streetscapes:

Picture 1 – Positives

- 21% Neat and clean
- 18% Wider road
- 13% Green, well kept lawns, mature trees

Picture 1 – Negatives

- 21% Plain, boring
- 13% No sidewalk
- 10% Messy, boring

Picture 2 – Positives

- 24% Mature trees
- 21% Attractive
- 18% Sidewalks on both sides

Picture 2 – Negatives

- 21% Messy
- 13% Road too narrow for traffic

Sidewalks – Handout 4 (cont'd)

Session participants were provided with two pictures of sidewalks to review. Picture 3 shows a typical sidewalk flanked on either side by turf grass and Picture 4 depicts a sidewalk where the municipal right-of-way (between the sidewalk and the street) is planted with a variety of vegetation to encourage infiltration of stormwater runoff. Picture 4 reflects the BMP for the municipal right-of-way.

Picture 3 – Overall rating = 6.7/10



Picture 4 – Overall rating = 7/10



Picture 4 was the preferred sidewalk space

The sidewalk depicted in Picture 4 was preferred by fifty percent (50%) or 34 respondents. However, the sidewalk shown in Picture 3 was preferred by forty-six percent (46%) or 31 respondents. Three (3) respondents gave both sidewalk pictures the same rating. The reasons provided by respondents for the ratings given are summarized below.

Picture 3 – Positives

32% Neat and clean
9% Wide sidewalk

Picture 4 – Positives

25% Beautiful, attractive
24% Interesting, has character
9% Looks more natural (Russ, see Verbatim)

Picture 3 – Negatives

50% Plain, boring

Picture 4– Negatives

21% Messy
12% Sidewalk too narrow

Front Yards, Back Yards and Gardens – Handout 5

The first set of pictures in Handout 5, showed two front yard landscapes. Participants were directed to look at the front yards only and ignore the houses (which had been cropped from the photos as much as possible without impacting the landscape). Picture 1 shows a traditional front yard with a large expanse of lawn and some foundation plantings. Picture 2 depicts a front yard with a rain garden and several large trees. Rain gardens and canopy cover provided by trees and shrubs are both considered BMPs.

Picture 1 – overall rating = 6.9/10



Picture 2 – overall rating – 8.0/10



Picture 2 was the preferred front yard.

The front yard landscape in Picture 2 received the highest overall rating of all the pictures shown. Forty-seven (47) respondents provided eighty-four reasons for the high rating they gave to Picture 2. Nineteen (19) respondents preferred Picture 1. To follow are the primary reasons given by respondents for their ratings of the two pictures.

Picture 1 – Positives

21% Neat, clean, simple & well maintained

Picture 1 – Negatives

58% Plain, drab

Picture 2 – Positives

41% Beautiful perennial garden

27% Colourful

27% Good design, imaginative

12% Trees

Picture 2 – Negatives

9% Messy, busy

Back Yards – Handout 5 (cont'd)

Two pictures of back yards were provided to respondents to review. Picture 3 shows a back yard representing several BMPs – gardens with water efficient and native plants, porous hardscape surfaces and good use of trees and shrubs. Picture 4 depicts a back yard with non-porous hardscaped areas, limited use of plants and with no trees or shrubs visible.

Picture 3 – Overall rating = 7.3/10



Picture 4 – Overall rating = 7.0/10



Picture 3 was the preferred back yard.

Thirty-six (36) respondents rated the back yard shown in Picture 3 higher than the one in Picture 4. Twenty-nine (29) respondents preferred the backyard in Picture 4. The following reasons were given by respondents for the ratings they provided:

Picture 3 – Positives

- 27% Beautiful, colourful, attractive
- 25% Good plan, design

Picture 3 – Negatives

- 25% Busy, cluttered
- 22% Less space, too much work

Picture 4 – Positives

- 22% Clean, neat
- 22% Open, organized, good for entertaining

Picture 4 – Negatives

- 34% Plain, little colour/plants
- 16% Cold, too much stone/concrete

Gardens – Handout 5 (Cont'd)

Session participants were provided with a final set of two pictures to review. Picture 5 reflects what is considered a BMP for gardens – abundant use of native plants and shrubs, and canopy cover from large trees. Picture 6 shows a more traditional garden.

Picture 5 – Overall rating = 7.2/10



Picture 6 – Overall rating = 7.9/10



Picture 6 was the preferred garden.

Thirty-eight (38) respondents preferred the garden depicted in Picture 6 over the one shown in Picture 5. Twenty-six respondents gave a higher rating to the more naturalized garden in Picture 5, while 4 respondents gave the gardens in both pictures the same rating. The reasons given by respondents for the ratings they provided are summarized below.

Picture 5 – Positives

- 18% Beautiful, attractive
- 16% Colourful
- 15% Natural, wild
- 12% Variety of plants

Picture 6 – Positives

- 35% Balanced, neat, clean
- 16% Colourful
- 13% Beautiful, pretty, appealing

Picture 5 – Negatives

- 43% Too busy, wild, messy, cluttered
- 9% Hard to maintain

Picture 6 – Negatives

- 30% Clean, nice, simple
- 10% Boring

Table 6 below provides a summary of respondents' ratings of the pictures of landscaping options and their reasons, positive and negative, for the ratings given.

Table 6 – Landscape Options – Rating Summary

Landscape Option	Rating	Positives	Negatives
Front Yards - Handout 1			
1 - Manicured Lawn	6.5	neat & clean	plain, boring, sterile
2 – Rain Garden	7.2*	colour, beauty, natural	cluttered, messy, unkempt
Driveways - Handout 2			
1 – Asphalt	5.7	clean, elegant	plain, boring, old
2 – Asphalt with interlocking trim	5.5	clean	dirty, unkempt, cheap
3 - Interlocking Brick	7.7*	curb appeal, attractive, neat & clean	cracks, cheap, too neat
4 - Flagstone/Natural	4.7	natural, unique	messy, unkempt, impractical
Downspouts - Handout 3			
1 – Dry river bed (soak-away)	5.7	natural, appealing, practical	messy, wastes water
2 - Rain Barrel	6.4	conserves water, hidden	ugly, eyesore, bugs, work
3 - Soak-away pit	7.3*	hidden, good drainage	water into sewer
4 - Downspout to grass swale	5.3	water the lawn	water in 1 spot, ugly, hazard
Streetscapes - Handout 4			
1 - Traditional Street	6.8	neat & clean, wider road	plain, messy, unkempt, 1 sidewalk
2 - Planted curbside catchment	6.5*	more trees, appealing, sidewalks	messy, dirty, too narrow
Sidewalks - Handout 4			
3 - Concrete & Grass	6.7	neat & clean, wide	plain, boring, flat
4 - Planted right-of-way	7.0*	beautiful, interesting, natural	busy, messy, narrow, unfinished
Front Yard - Handout 5			
1 - Grass, trees & shrubs	6.9	neat & clean, simple, well kept	plain, boring, too much grass
2 - Rain garden, trees & shrubs	8.0*	beautiful, colourful, design, trees	too much work, messy
Back Yard - Handout 5			
3 - Porous surface, native, canopy	7.3*	beautiful, good design, trees	too busy, clutter, too much work
4 – Non-porous hardscape	7.0	neat & clean, design, seating	plain, boring, cold
Garden - Handout 5			
5 - Sustainable Garden	7.2	beautiful, colour, natural, variety	too busy, wild, work
6 - Grass & Fence Garden	7.9*	neat & clean, beautiful, well kept	simple, ordinary, boring

Option preferred by respondents

The primary driver for respondents' preferences for specific landscaping design options is aesthetics. A review of the summary of positive statements proffered by respondents clearly indicates that landscapes need to meet an aesthetic that is:

- beautiful (colourful, flowers, trees, curb appeal);
- neat and clean;
- well, designed

As the summary of respondents' preferences shows, landscaping options utilizing BMPs can fulfill homeowner's aesthetic requirements, however, the population is split between those who prefer very controlled landscapes versus those who prefer more relaxed landscapes. It is important to note that all the home landscaping options, including those depicting BMPs, reviewed by participants reflected a standard design aesthetic. In other words, participants viewed transitional landscapes – those that applied a specific BMP to an otherwise traditional home landscape – and not fully naturalised or totally altered landscapes.

5.7 Willingness to Undertake BMPs

Participants were given time to review Handout 5 and asked if they “would you consider undertaking any of the landscape designed ideas” depicted in;

- Picture 2 (front yard – rain garden and canopy cover);
- Picture 3 (back yard – porous surfaces, native plants, canopy cover); and,
- Picture 5 (garden – native plant, shrubs and canopy cover).

Sixty-eight percent (68%) or forty-six out of sixty-eight (46 out of 68) respondents said “yes” they would be willing to undertake the design ideas shown in the three pictures. Generally speaking, respondents liked many of the concepts and elements shown in the pictures. They responded to the appealing design aesthetic and, consistent with many of their answers throughout this study, they found the flowers and trees – and the colour they provided – “beautiful”.

5.8 Lawn and Garden Advice and Services

Session participants were asked where or to whom they go to for advice they trust about landscape design and maintenance and about plants, trees and shrubs. Table 7 below provides a summary of respondents’ answers.

Table 7: Who participants trust for advice?

Source	106. Landscape Design & Maintenance	107. Plants, Trees & Shrubs	% +/-
Garden Centre/Nursery	40%	74%	34%
Professional	27%	6%	-21%
Large Box Store	7%	12%	5%
Family	24%	25%	1%
Friend or Neighbour	21%	7%	-14%
Myself	7%	3%	-4%
Books, Magazines	22%	18%	-4%
Internet	10%	12%	2%
HGTV	3%		-3%

Garden centres and nurseries are the most trusted source of advice on landscape design and maintenance and plants, trees and shrubs. At twenty-seven percent (27%) of respondents, professionals rank second as trusted advisors on landscape design and maintenance followed closely by family at twenty-four percent (24%). However, the second ranked source of advice on plants, trees and shrubs was family, at twenty-five (25%) of respondents – placing it well ahead of professionals, which were identified by only six (6%) of respondents as trusted advisors.

Books and magazines at twenty-two percent (22%) and eighteen percent (18%) respectively, ranked third as trusted sources of advice on landscape design and maintenance, and plants, trees and shrubs.

The Internet and large box stores were cited by ten percent (10%) and seven percent (7%) of respondents respectively, as trusted sources of advice on landscape design and maintenance. Only slightly more respondents, at twelve percent (12%), identified the Internet and large box stores as trusted sources for advice on plants, trees and shrubs. HGTV has not attracted a loyal audience from this sample population.

Participants were then asked from where they purchase lawn care products and plants, trees and shrubs. Table 8 below provides a summary of respondents' answers.

Table 8 – From where participants purchase lawn care products/plants, trees & shrubs

Retailers	108. Lawn Care Products	109. Plants, Trees & Shrubs	% +/-
Home Depot	50%	31%	-19%
Canadian Tire	40%	13%	-27%
Rona	18%	9%	-9%
Costco	10%	13%	3%
Wal-Mart	9%	6%	-3%
Total Big Box Stores	127%	72%	-55%
Various Retail	12%	17%	5%
Garden Centre/Nursery	30%	50%	20%
Sheridan Nurseries	7%	16%	9%
Terra Garden Centre	2%	9%	8%
Total Independents	51%	92%	42%

Large box stores are the most popular destination for purchasing lawn care products, while nurseries and garden centres are the preferred destination for purchasing plants, trees and shrubs. Home Depot and Canadian Tire are the favoured large box retailers, particularly for lawn care products, with Rona, Costco and Wal-Mart identified less frequently by respondents.

Respondents were asked if they had ever hired a landscape designer or architect. Twenty-one percent (21%) of respondents had hired a landscape designer or architect in the past; while fifty-three percent (53%) of respondents indicated they felt it would be too expensive and they enjoy doing the design work themselves (question 111)

When respondents were asked if they would use a landscape advisory service if it was available at no charge from the City of Mississauga, ninety-three percent (93%) said they would, for the following reasons:

- 56% Receive professional advice (and new ideas) one could trust
- 42% No cost
- 10% Beautify one's landscape
- 9% Conserve water and help the environment

5.9 Understanding – Stormwater and Watersheds

Participants were asked a number of questions regarding rain gardens, watersheds and stormwater.

When asked, "what is a rain garden?", respondents provided the following responses:

- 38% Don't know
- 13% A garden or pond that stores water
- 7% A garden with lots of wild flowers and plants.

Respondents were asked "what is a watershed?" The top four answers given by respondents are as follows:

- 44% Don't know
- 22% Man-made collection or storage of water
- 13% A natural geographic area through which water moves
- 6% A shed for garden tools and watering supplies

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When asked to name the watershed in which they live, only ten or sixteen percent (16%) of respondents could do so – Credit Valley (River).

Respondents were asked “what is stormwater runoff”. To follow is a summary of their answers:

- 31% Rainwater overflow that runs off roads, sidewalks and buildings
- 18% Rainwater that goes down the sewers
- 16% Rainwater that runs off the roof & eaves troughs to downspouts
- 13% No answer
- 10% Built channel or collection for water

When asked “should you be concerned about stormwater runoff, eighty percent (80%) of respondents checked “yes”. The reasons they gave for their response are summarized below:

- 42% Flooding and property damage
- 28% Water pollution from lawn chemicals, sewers, and dirt/oil on roads
- 12% Don't know

Ninety-three percent (93%) of respondents do not have a rain barrel. The reasons given by those respondents who do not have a rain barrel are as follows:

- 22% Never considered
- 15% Don't need one
- 12% Do not want to breed mosquitoes
- 8% Ugly

6.0 ANALYSIS – OPPORTUNITIES AND CONSTRAINTS

An analysis of the market research identified opportunities for, and constraints to, the adoption of lot-level stormwater control BMPs by owner-occupants of single-family residential dwellings in the City of Mississauga. The opportunities and constraints are analysed below, leading to the recommendations set out in this report.

6.1 Opportunities

As indicated by respondents in the research sample, single-family homeowners in Mississauga have a strong emotional connection to their home, and by extension, the landscape that surrounds it. The lawn, gardens, trees and other features of their landscape are a reflection of their home and themselves.

The homeowners who participated in this study are a good representation of the population of Mississauga single-family home owners, and they are a somewhat divided group. One half of the research sample have a more relaxed landscape aesthetic; and are therefore more open to new “creative [and] imaginative” landscape designs. The other half of respondents are more traditional in their attitudes and perspectives. They prefer landscapes that are controlled, and neat and tidy – more diverse landscapes are considered “messy and/or wild” looking.

The **beauty** of their home’s landscape is of paramount **importance** to homeowners – it is something of which they are **proud**. Their lawns and gardens are a **peaceful sanctuary**, a **hobby** and a **tranquil place** to **relax** and **enjoy** with family and friends.

Tapping into homeowners’ intrinsic emotional connection to their home’s landscape will be crucial to the success of any initiative targeting lot-level modification of residents’ properties.

The City of Mississauga holds a very positive meaning for the residents in this research sample (an exceptionally low 4 out of 101 total responses were negative). Two-thirds of responses (68 out of 101) describe the City as a great, safe and clean place to live and raise a family. Homeowners are connected to their community by friends and neighbours, which provide them with a feeling of safety in their neighbourhoods.

Given the positive view residents have of Mississauga, a marketing program delivered under the banner of the City would be well received. The marketing program should also take advantage of the strong connection homeowners have with their neighbourhoods. Mississauga-led initiatives implemented on a community basis would have greater impact than generic outreach programs and would encourage uptake of lot-level measures by homeowners.

Ninety-eight percent (98%) of homeowners in the research sample have gardens; either ornamental flower gardens or a combination of flower and vegetable gardens. Gardens – rain gardens, native plants, water efficient plants, flowering shrubs (canopy cover), dry beds (for swales) – if designed properly, function as lot-level BMPs by slowing the rate at which water reaches the ground (canopy cover from shrubs), increasing infiltration (rain gardens and dry beds), reducing or eliminating the need for irrigation (native and water efficient plants).

To be successful, the marketing program must plug into the emotional connections residents have to their gardens – sources of beauty, pleasure, peace and pride – and the integral role they serve in residents’ perceptions of their home’s overall landscape.

The most common quality cited by respondents concerning their current home and “ideal” home landscape was **beauty**. For those landscape images that respondents gave higher ratings, **beauty** again was consistently identified as the primary or secondary reason for the rating given.

Beauty, the word and the associated images should be an integral part of any marketing initiative. Homeowners want their landscapes to be beautiful, period. Employing a marketing campaign that capitalizes on this desire for a beautiful landscape, common amongst most residents, will generate demand for lot-level BMPs of the types depicted in the photos used for this research.

Beauty is an aesthetic perception; an image, real or imagined. Homeowners do not associate beauty with *sustainable* landscapes or with *water efficient* or *naturalized* landscapes as evidence by other market research undertaken in other GTA municipalities⁵.

Trees are important to homeowner respondents. Forty-three percent (43%) of homeowners in the research sample identified trees as important for their beauty. Forty-six percent (46%) and (38%) of respondents identified them as main elements or aspects of their “*ideal*” and “*sustainable*” landscape, respectively. Canopy cover (and in addition, carbon sequestration) provided by trees slows the rate at which water reaches the ground, thereby reducing overland flows. Increasing canopy cover is considered a critical aspect of stormwater control amongst industry experts. The report, *Our Future Mississauga* recommends the city “expand [the] tree canopy” and that “greening Mississauga through tree planting is a key action toward achieving the health and environment objectives of Pillar 1.”⁶

Again, it is an emotional connection residents have to the trees in their home’s landscape. The marketing program must mine this connection, encouraging homeowners to plant trees and part of their overall landscape design. (Refer to Section 7.0 for a detailed discussion of recommendations).

Stakeholders, retail (nurseries, garden centres and box stores), and landscape professionals are trusted sources of advice on landscape design and plants, trees and shrubs, and/or for lawn and garden products.

Retail and professional stakeholders identified by respondents should be a key component of any marketing initiative targeting homeowners.

The role of family and friends, and neighbours as trusted sources of advice on landscape design and maintenance, and plants, trees and shrubs should not be underestimated. Combined, the three groups of individuals were identified by forty-five percent (45%) of respondents as trusted advisors.

Consideration should be given to the employment of marketing initiatives that take advantage of peer and family networks to stimulate interest and create a trend within the complex of single-family homeowners. (Not to be confused with community-based social marketing, see Section 7.0 for a discussion of the approach)

⁵ Toronto Region Conservation Authority (TRCA); *Action Plan for Sustainable Practices* (2006) involving market research with 121 residents of single-family dwellings across the GTA and the Halton *Region Summer Peak Demand Reduction Marketing Strategy* (2005) involving market research with 61 residents single-family dwellings in 3 local municipalities

⁶ *Our Future Mississauga: Community Engagement and Directions Report*, June 2008, pg. 106

Ninety-three percent of respondents would use a free landscape advisory service from the City of Mississauga primarily because they would receive professional advice that “[one] could trust” and it would be available to them at no-charge.

A landscape advisory service should be given consideration as a tool to assist homeowners move from a more traditional landscape to a transitional landscape incorporating lot-level BMPs. (See Section XX for a discussion of marketing tools)

6.2 Constraints

Homeowners have a strong emotional connection to their home and its landscape. Educational and informational initiatives on lot-level stormwater control and naturalisation practices don’t work and won’t work with upwards of ninety percent of homeowners in Mississauga. Education and information provides a rational “how-to” presentation of ideas and measures. Homeowners must first be inspired to want to implement lot-level BMPs on an emotional level. Once they are “turned on and tuned in” they will then seek the educational and informational “tools” they need to begin the move to a transitional landscape

The marketing approach for lot-level BMPs must be to first connect with homeowners on an intrinsic, emotional level. “Beautiful, WOW – I want this garden”: this response from a session participant upon viewing an image of a mostly naturalised garden with mature trees, reflects the type of emotional response the marketing program must elicit amongst homeowners. The first step is to get homeowners excited and inspired about transitional landscapes and once this is accomplished, they will seek out and effectively utilize the educational and informational tools available to them.

The most important and deeply held motivation that influences homeowners’ decisions regarding their home’s landscape design and their lawn and garden care practices, is an aesthetic that defines beauty as follows:

1. A lush, green manicured lawn
2. Lots of colour from flowers
3. Neat, tidy and clean
4. An organized design

This fundamental aesthetic motivation leads homeowners to use unsustainable practices and to reject ideas that are perceived by them to fall outside of the aesthetic norm. Homeowners feel they will achieve this perceived “standard of beauty” by:

- allocating the majority the non-hardscaped areas of their property to lawn;
- over-watering lawns and gardens;
- growing too many water dependent, non-native plants (mostly annuals);
- using synthetic fertilizers on the lawn (many containing herbicides);
- cutting the grass too frequently and too short;
- using impermeable hardscape surfaces such as asphalt, concrete, and board-on-board decking;
- using smaller, decorative, non-native trees and shrubs which provide little canopy cover and have high water demands; and,
- using water to rinse debris from driveways and walkways.

Lot-level BMP measures should be marketed as a collective vision – a new landscape paradigm. Instead of marketing individual lot-level measures such as rain gardens, water efficient or native plant species, soak-away pits, etc; the focus should be on a complete landscape aesthetic. In this case, the whole is greater than the sum of its parts: a landscape design that *fuses* traditional landscape elements with BMP measures for a new transitional landscape aesthetic.

Seventy-one percent (71%) of homeowners consider their current home landscape as “sustainable”. Homeowners associate their ability to maintain the landscape, the fact that it is established (with mature trees, perennials and shrubs), and consistent with their plan with the landscape itself being sustainable. Homeowners did not associate a sustainable landscape with ecological sustainability. Other studies have demonstrated that residents of single-family homes across the GTA have negative or false perceptions of naturalised and water efficient landscapes.⁷ Over seventy percent (70%) of respondents don’t know or have an incorrect understanding of what a watershed is, and about fifty percent (50%) have little or an incomplete understanding of stormwater.

Marketing messages must resonate with homeowners. Terms such as “sustainable”, “naturalised”, and “water efficient”, hold a negative meaning. The terms “native plants”, “watershed”, “stormwater” are not well understood by homeowners, and in the case of native plants, have a negative connotation.⁸ Many municipal and conservation authority outreach programs and resources use such terms to communicate BMP measures to residents. It is important that the language used to communicate taps the emotional connection homeowners have with their landscape.

Ninety-three percent (93%) of respondents do not have a rain barrel because they have never considered one (22%), they don’t need one, they are concerned about mosquitoes (12%) or they find them unattractive (8%). Respondents also gave the photo of a well concealed rain barrel a low or *satisfactory* average rating of 6.4 out of 10. The photo depicting a soak-away pit under a landscaped garden received the highest overall rating of 7.7 out of 10 (very good, or above average).

Given homeowners aversion to rain barrels, they should not be part of any marketing initiative at this point in time.

Homeowners are split on their preferences for the municipal right-of-way and by extension, for municipal parks, facility properties and other municipal lands. About half of homeowners in Mississauga prefer the use of plants, trees and shrubs on the municipal right-of-way, while the other half of homeowners prefer turf grass and trees (provided they are neatly aligned and create an unencumbered vista).

Thirty-eight (38) or fifty-six percent (56%) of respondents preferred the streetscape that utilised vegetative covered catchments between the sidewalk and street; however, to forty-one percent (41%) of respondents it was messy, and the road was too narrow for traffic (Picture 1 & 2, Handout 4). The sidewalk with the municipal right-of-way planted with vegetation to encourage infiltration was preferred by fifty percent (50%) of respondents, while forty-six percent (46%) preferred the sidewalk flanked on both sides by turf grass (Picture 2 & 3, Handout 4).

Given the split in the opinion of homeowners on measures for the municipal right-of-way, any initiatives in this regard should be done on a community basis with the advance involvement of residents in the design and implementation process. This approach is also recommended for parks, facilities and other municipal properties.

⁷ Toronto Region Conservation Authority (TRCA); *Action Plan for Sustainable Practices* (2006) involving market research with 121 residents of single-family dwellings across the GTA and the Halton *Region Summer Peak Demand Reduction Marketing Strategy* (2005) involving market research with 61 residents single-family dwellings in 3 local municipalities.

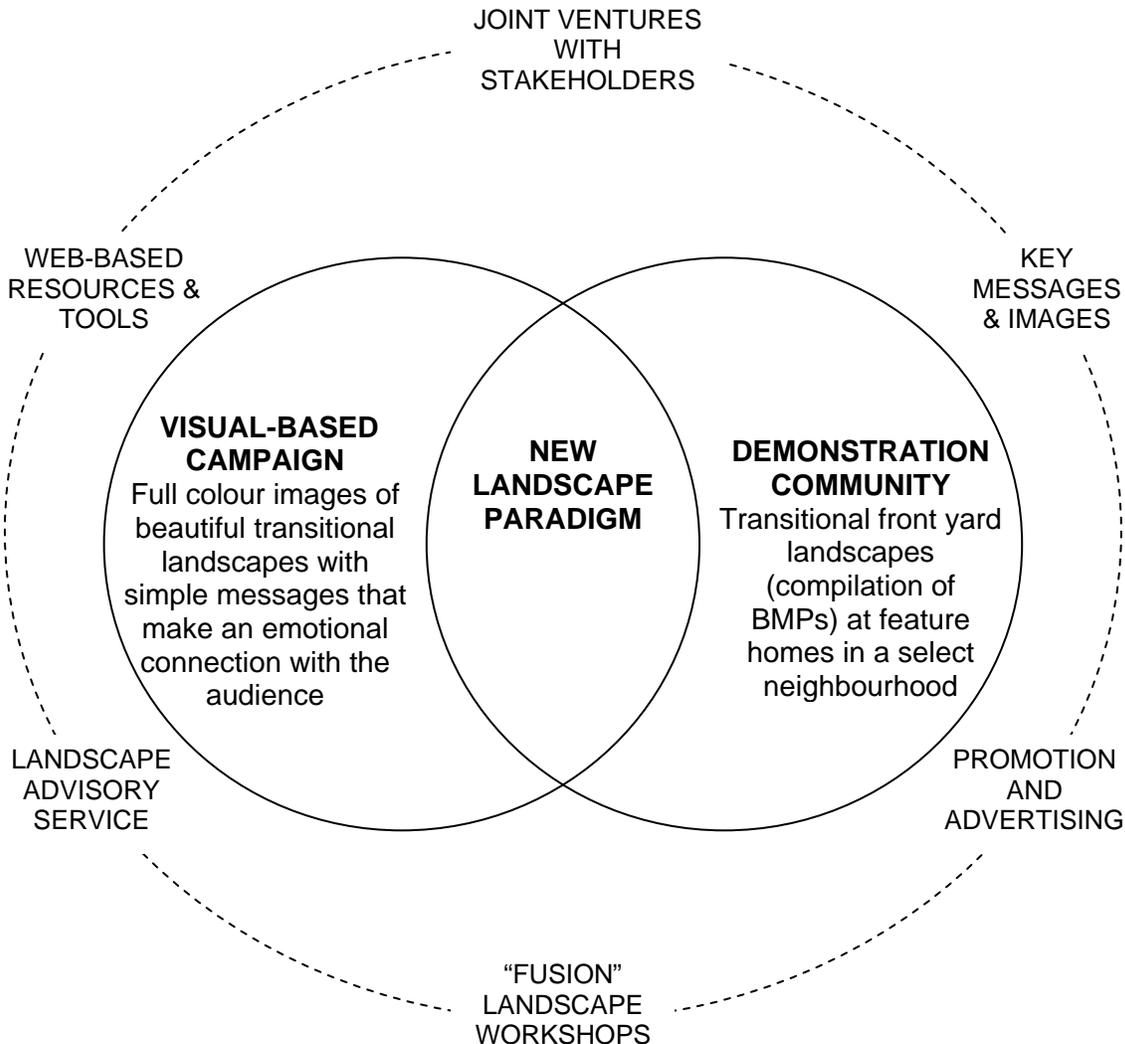
⁸ When asked to name three native plants: TRCA study participants gave the following responses: Trilliums (31%), Dandelions (26%) and no answer (21%).

7.0 MARKETING STRATEGY – RECOMMENDATIONS

The goal for this research study was to develop a “Made in Mississauga” marketing strategy for lot-level stormwater control in the residential sector and for the municipal right-of-way and other municipal properties. The recommendations that are the basis for this strategy have been informed by a review of relevant marketing reports and studies and by primary research conducted with a representative sample of owner-occupants of single-family residential dwellings in the City of Mississauga.

It is recommended that a bilateral marketing strategy employing a visually-based outreach campaign together with a demonstration community be implemented. The combined marketing initiatives form the foundation for the entire marketing strategy. This two-pronged approach will focus on a transitional landscape aesthetic for single-family residential properties, municipal properties and eventually, by extension, multi-unit residential, commercial and industrial properties throughout Mississauga.

As the “Our Future Mississauga” (June 2008) report stated, “the City of Mississauga is on the cusp of significant change” and “there is broad recognition that approaches that worked so well in the past will not be sustainable into the future.”⁹ The creation of a new landscape paradigm based on a composite of lot-level BMPs is the goal of the marketing strategy – a new approach for a sustainable future.



⁹ Our Future Mississauga: Community Engagement and Directions Report, June 2008., pg. i

7.1 Visual-based Campaign

When homeowner respondents viewed full colour pictures of landscapes utilizing BMPs, they found many of them beautiful. When asked if they would consider undertaking some of the ideas shown in the pictures of backyards, front yards and gardens employing BMPs, sixty-eight percent (68%) said they would. The respondents found the design aesthetic in these pictures appealing, colourful, beautiful, lush, etc. – all the terms they had previously used to describe their ideal landscape. The only means to overcome homeowners negative perceptions of *sustainable*, *naturalised* or *water efficient* landscapes is to provide them with visual images that counter this perception.

Before educating or informing homeowners “how to”, it is imperative to give them a vision of what their landscape could look like. Residents have to want a transitional landscape before they will seek information on how to achieve one. A visual-based campaign creates desire: the *want* that must come before the how and the why.

The campaign would include outdoor signage at key locations throughout the City of Mississauga, ads in local papers and municipal newsletters, inserts in utility bills, standing and table-top displays in high traffic municipal locations (libraries, tax offices, recreational facilities, etc) and point-of-purchase (POP) displays at participating retailers.

Simple messages should accompany the visual images – words and phrases that reflect the emotional connection residents have with their home and its landscape (Refer to section XX for a discussion of key messages).

7.2 Demonstration Community

There are many neighbourhoods throughout Mississauga with a strong sense of community. Respondents have positive feelings toward the city and their own community. Building on this sense of community and the common intrinsically held landscape aesthetic amongst residents, it is recommended that the city undertake a demonstration initiative in a high profile, leading residential community.

By creating transitional front yard landscapes at feature homes in a select community, the initiative capitalizes on three strong motivators for change – a beautiful landscape aesthetic, peer association, and being “on-trend”. The feature homes will provide real examples of the new landscape aesthetic and will inspire neighbours, friends and other family members to seek information on how to go about achieving the ideas demonstrated in these landscapes. It is suggested that this approach will create a domino affect, with more and more homes in the community and surrounding communities adopting the new transitional landscape aesthetic.

The community level demonstration initiative using feature homes to generate change in the neighbourhood and surrounding community is another first of its kind in North America, but yet a proven approach. How is it proven if it has never been done before? In communities everywhere, residents are inspired by what they see in other homes and home landscapes and before long they adopt similar design ideas and elements. An example is “model homes” in new developments. The homes provide the potential buyer with a vision of what the new home could be. Top interior designers are now engaged to create inspirational interiors that will leave prospective buyers wanting what they have seen. These designer interiors are featured in magazines and news papers, picked up by retailers, and copied by

people in their homes. Another example; downtown residents in the City of Toronto are replacing their front yard with gardens, walkways, water features, etc. The combination of the pesticide ban and small front yard areas started this trend which continues. Lawns are becoming less and less common at downtown residential properties in the City of Toronto, unfortunately the Toronto has not capitalised on this opportunity to encourage the use of lot-level BMPs.

The provincial ban on cosmetic pesticides will result lawns that contain “weeds”, undermining the lush and uniform look of the lawn that residents so greatly value. Transitional landscapes will reduce the area dedicated to lawn and provide residents with an alternative design that meets their aesthetic and emotional needs; specifically beauty, pride, enjoyment, and tranquility.

Once possible demonstration communities have been identified, homeowners in target neighbourhoods should be invited to a visioning session. These sessions will serve the following purpose:

- Provide a collective vision for new front yard landscapes that homeowners can embrace.
- Have experts (landscape architects, engineers, designers, horticulturalists, etc) on hand to address any concerns or questions homeowners may have.
- Provide homeowners with the opportunity to sign-up to possibly receive a front yard makeover.
- Generate excitement and support for the undertaking, the first of its kind in North America.
- Discuss the monitoring and evaluation of the program and the mechanisms to be established to allow for open communications and feedback throughout the process.

7.3 Messages and Positioning

The new landscape paradigm should not be marketed as *sustainable*, *naturalised* or *water efficient* because, as previously discussed, these terms have a negative connotation to homeowners – a new term for the transitional landscapes is required. When examining marketing trends in interior design, fashion and food; *fusion* concepts represent the new approach. Fusion in this sense refers to a mixing or combining of styles; for example, traditional furniture mixed with contemporary and merging fashions from other countries with North American designs. ***Fusion landscapes*** meld the deeply held traditional landscape aesthetic with a new BMP-integrated aesthetic. New fusion landscapes will be transitional ones that meet all the aesthetic and emotional needs of homeowners.

For the visual campaign, and to promote the new Fusion landscape, simple phrases comprised of homeowner respondents’ own words – beautiful (beauty), colourful, vibrant, lush, WOW, tranquil, curb appeal, proud (pride), clean and crisp, refreshing, enjoyment, etc. – should be used. It is these words and phrases that resonate with homeowners and reflect their own ideas of what their homes’ landscapes should mean.

Any terms, messages and images should be focus-tested with a representative sample of homeowners prior to finalizing promotional materials and launching the initiatives

7.4 Strategic partnerships

It is recommended that strategic partnerships and joint initiatives with key stakeholders in the City of Mississauga be pursued. Stakeholders – retailers (box and nurseries), lawn care professionals, landscape designers and architects – are in the best position to communicate directly, face-to-face with homeowners. These stakeholders were identified as trusted sources of advice and products for the design and maintenance of residents' landscapes. Strategic partnerships would enable the city to capitalize on the trust homeowners have in these stakeholders; expand the penetration in the marketplace; more effectively utilise resources; deliver cross-promotional initiatives (e.g., discounts on native plants, trees and shrubs); build excitement and momentum; and more widely and effectively market the new fusion landscape.

Demonstration sites for fusion landscapes at highly visible locations at garden centres/nurseries, key municipal facilities, etc., would build on the community demonstration initiative and provide additional exposure and create excitement about the new landscape paradigm.

Environmental organizations, gardening clubs and other non-government organizations should also be involved in the delivery of the program. Their participation adds greater legitimacy, expands the program's reach, and provides an opportunity to utilise the expertise and know-how of the individuals in these organizations.

7.5 Products and Resources

It is recommended that informational "how-to" resources be developed to support the bilateral marketing strategy. Print and web-based information on creating fusion landscapes or elements of fusion landscapes should be developed in parallel with the roll-out of the marketing program.

Information materials should also be made available to homeowners through retail program partners, key NGO stakeholders, such as garden clubs and environmental organisations, and at strategic municipal locations (i.e., libraries, customer areas and in building permitting and property tax offices).

As the marketing program expands and participation of homeowners, and eventually, multi-unit residential buildings and industrial and commercial facilities grows, so too will the need for new informational resources. The growth and success of the program will have a direct benefit for strategic partners (landscape design and maintenance professionals and retailers such as garden centres/nurseries and box stores), in turn, they can support the development of informational and educational resources for the expanded market.

7.6 Marketing vehicles

Program stakeholders – retailers and landscape professionals – would be key delivery agents for outreach initiatives to homeowners. These stakeholders are trusted advisors and have face-to-face contact with homeowners (who are approaching them specifically seeking information, services or products directly related to landscape design or maintenance).

Ninety-three percent (93%) of homeowners would utilize a landscape advisory service if it was made available to them at no-charge. As the marketing program progresses, it is recommended that the city establish a landscape advisory service to assist homeowners with making the move to fusion landscapes. Advisors would have a minimum of two-years of post-secondary education through a recognized horticultural program and would receive training in fusion landscapes and their components.

The landscape advisory service should operate on an appointment basis, ensuring the free service is provided to homeowners committed to modifying their landscapes. Retail partners would directly link with the advisory service; providing a source for landscaping products, services and materials. It may be worth investigating a joint delivery of the landscaping advisory service through landscaping professionals and area garden centres. In either case, cross-promotional initiatives with retail and professional program partners would provide added value to the resident, market exposure for stakeholders, and expanded promotion for the program as a whole.

7.7 Right-of-Way and Other Municipal Properties

About half of homeowner respondents gave a higher rating to the pictures of streetscapes and the municipal right-of-way employing BMPs, while the remaining half gave higher ratings for pictures of typical streetscapes and sidewalk areas. This split in the population speaks to a need to meet with homeowners and other members of a community to secure their input to the process, upfront, prior to undertaking any BMP measure that significantly alters the aesthetic of the area. Residents should be presented with images and options utilized by other municipalities, such as Seattle, Portland, Chicago, etc. and asked for their feedback.

Given that all homeowner respondents defined beauty as *colourful* and *lush*, finding a compromise for the municipal right-of-way and sidewalk and curb areas is doable. The split in the population pertains to differing opinions about neatness and organization – half the homeowners prefer a more relaxed aesthetic while the other half prefers a more controlled one. By meeting with members of communities/neighbourhoods where new BMPs are to be employed, it is possible to find a solution that strikes a favourable balance between the two view-points.

8.0 SUMMARY

A successful launch and implementation of the marketing strategy for fusion landscapes in the residential sector, and eventually, all other sectors in Mississauga, will have multiple benefits for the city, including the following:

- Reduced stormwater flows.
- Reduced stormwater loadings at sewage treatment plants and reduced treatment costs.
- Improved health of Mississauga and area watersheds.
- Reduced long-term maintenance costs for homeowners, municipal properties and participants in other sectors.
- Improved air quality and carbon sequestration (and possibly offset credits).
- Vibrant landscapes and more aesthetically pleasing communities.
- Improved habitat for birds, butterflies, bees and wildlife.

The “Our Future Mississauga” initiative speaks to a new direction for the city. Inspiring and creating fusion landscapes could be an exciting and ground breaking step forward in this new direction for Mississauga. The recommended new landscape aesthetic - a renaissance if you will – is a first in North America, and Mississauga can lead the way.

City of Mississauga – Market Research

Recruiting Screener – City of Mississauga

Hello, my name is _____, I'm calling from Signature Research, we are a marketing research company and we are conducting a research study amongst consumers. Would you be interested in participating in a focus group discussion? For your participation you will receive \$100.

A. Gender: Obtain a 50/50 mix

Males [] Females []

1a. Have you ever attended a focus group discussion or interview which was arranged in advance and for which you received a sum of money?

Yes [] - Max 1/2 of total recruits No [] - Min 1/2 of total recruits

1b. How many groups or interviews have you attended? _____.

1c. When did you last attend a focus group or interview? _____ Terminate if in the past 6 months

1d. What topics have you discussed? _____ Terminate if lawn & garden mentioned or attended more than 5 groups

1e. Have you been invited to attend a focus group or interview in the near future?

Yes [] - Terminate No []

2. What is your marital status? Married/cohab [] 80% Single [] 10% Divorced/Separated/Widowed [] 10%

3a. Do you have any children living at home with you? 70%+

Yes [] No []

3b. If yes, what are the age(s) of your child(ren) _____

4a. What is your current occupation? Full-time.....[] Part-time.....[]

Job Title

Type of Company

9. In which country were you born? _____

- Canada [] 50%
- Asia and Middle East [] 25%
- Europe (East & West) [] 15%
- Other [] 10%

10. What was the last year of education you completed?

- Less than High School [] <5%
- High School graduate [] 20-25%
- College or Trade Certificate [] 25-30%
- University [] >40%

11. You may be asked to write out your answers to a questionnaire or watch a commercial.

Is there any reason why you could not participate in this activity?

- Yes [] – **Terminate** No []

Terminate if respondent offers any reason such as sight or a hearing problem, a written or verbal language problem or a concern with being able to communicated effectively.

12. What is your favourite movie, and why do you like it so much?

NOTE: ALL PARTICIPANTS MUST BE VERY ARTICULATE, AND MUST BE CREATIVE AND WILLING TO EXPRESS THEIR THOUGHTS EASILY AND OPENLY.

We would like to invite you to participate in a research session that will be facilitated by an experienced professional moderator and will last approximately - 1 ½ to 2 hours.

Please grab a pen and paper to take down the following details:

Refer to each City location and date.

We will call to remind you one day in advance. It is important that you arrive at least 15 minutes prior to the session. Please note, upon arrival you may be required to show photo identification in the form of a provincial driver's license or provincial health card. **Should you require glasses, please do not forget to bring them to the session.** If for any reason you have to cancel, please let us know **[GIVE PHONE NUMBER]** so we may invite somebody else to fill your spot. If I could just take down your details.

Thank you very much and we look forward to seeing you on **[Date and Time]**

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Demographics

1. In which city do you live?

Mississauga 100% (68/68)

Total: 100.0% (68/68)

2. Are you....

Female 52.9% (36/68)

Male 47.1% (32/68)

Total: 100.0% (68/68)

3. Do you live in a single-family detached home that you own?

Yes 100.0% (68/68)

Total: 100.0% (68/68)

4. What is the age of your home?

16-30 years 38.2% (26/68)

31 or more years 26.5% (18/68)

5-15 years 27.9% (19/68)

Under 5 years 7.4% (5/68)

Under 5 years. Under 5 years. Under 5 years. Under 5 years. Under 5 years.

Total: 100.0% (68/68)

5. What is your age?

25-44 32.4% (22/68)

45-64 60.3% (41/68)

65-74 7.4% (5/68)

Total: 100.0% (68/68)

6. What was the last year of education you completed?

less than high school 4.4% (3/68)

University 36.8% (25/68)

college or trade certificate 36.8% (25/68)

high school graduate 22.1% (15/68)

Total: 100.0% (68/68)

7. What is your marital status?

divorced/separated/widowed 5.9% (4/68)

married/cohabitation 92.6% (63/68)

single 1.5% (1/68)

Total: 100.0% (68/68)

8. How many children live in your home?

0 22.1% (15/68)

0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0. 0.

1 10.3% (7/68)

1. 1. 1. 1. 1. 1. 1.

2 38.2% (26/68)

2. 2.

3 22.1% (15/68)

3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3.

4 7.4% (5/68)

4. 4. 4. 4. 4.

Total: 100.0% (68/68)

9. Which of the following best represents your total household income?

1.5% (1/68)

\$100,000 or more 39.7% (27/68)

\$40,000-\$59,999 14.7% (10/68)

\$60,000-\$99,000 44.1% (30/68)

Total: 100.0% (68/68)

10. In which country were you born?

Canada 44.1% (30/68)

Egypt 1.5% (1/68)

Egypt.

Germany 2.9% (2/68)

Germany. Germany.

Grenada 1.5% (1/68)

Grenada, West Indies.

Guyana 1.5% (1/68)

Guyana.

Holland 1.5% (1/68)

Holland.

India 7.4% (5/68)

India. India. India. India. India.

Italy 4.4% (3/68)

Italy. Italy. Italy.

Jamaica 8.8% (6/68)

Jamaica. Jamaica. Jamaica. Jamaica. Jamaica. Jamaica.

Malta 1.5% (1/68)

Malta.

Pakistan 1.5% (1/68)

Pakistan.

Philippines 1.5% (1/68)

Philippines.

Poland 4.4% (3/68)

Poland. Poland. Poland.

Portugal 4.4% (3/68)

Portugal. Portugal. Portugal.

Trinidad 2.9% (2/68)

Trinidad & Tobago. Trinidad.

UK 5.9% (4/68)

Wales, UK. UK. England. England.

Ukraine 1.5% (1/68)

Ukraine.

Vietnam 2.9% (2/68)

Vietnam. Vietnam.

Total: 100.0% (68/68)

11. What is your ethnic origin?**10.3%** (7/68)

. Filipino. Egyptian. European. Maltese. Dutch. mixed.

Asian 4.4% (3/68)

Asian. Asian. East Asian.

Black 8.8% (6/68)

Black. Black. Black. Black/African/Canadian. African. Black.

Canadian 7.4% (5/68)

Canadian. Canadian. Canadian. Black/African/Canadian. Canadian.

Chinese 1.5% (1/68)

Chinese/Vietnamese.

English 19.1% (13/68)

Anglo Saxon. British. French/English/Chez Mix. AngloSaxon. English/Irish.
British/English. Caucasian. English. English. British (English). White/Caucasian. White
Anglo Saxon. Caucasian.

French 2.9% (2/68)

French/English/Chez Mix. French.

German 1.5% (1/68)

German.

Indian 7.4% (5/68)

East Indian. Indian Goan. Indian. Goan (Indian). Indian.

Irish 5.9% (4/68)

Irish/Italian. English/Irish. Irish. Irish.

Italian 16.2% (11/68)

Polish-Italian. Italian. Italian. Irish/Italian. Italian. Italian. Italian. Italian. Italian. Italian. Italian/Scottish.

Jamaican 2.9% (2/68)

Jamaican. Jamaican.

Jewish 1.5% (1/68)

Jewish.

Polish 7.4% (5/68)

Polish-Italian. Polish. Ukranian/Polish. Polish. Polish.

Portugese 5.9% (4/68)

Portugese. Portugese/Western European. Portugese. Portugese.

Scottish 4.4% (3/68)

Scottish. England/Scottish. Italian/Scottish.

Vietnamese 1.5% (1/68)

Chinese/Vietnamese.

Welsh 1.5% (1/68)

Caucasian (Welsh).

Total: 110.3% (75/68)

Home and Landscape

12. What does your home mean to you?

4.4% (3/68)

memories. freedom. care.

castle 8.8% (6/68)

my castle. place as a temple. my castle. my domain. a temple to celebrate our lives in. heaven. my castle.

comfort, warm 16.2% (11/68)

comfort. comfort zone. comfort. comfortable place for me and my family. comfortable. comfort. a place where my family lives comfortably. warm. comfortable. comfort. comfort. comfort zone.

everything 13.2% (9/68)

Everything. good living. a lifetime commitment. life. much meaning and value to me. everything. everything. everything. everything.

family 27.9% (19/68)

A place where family can share and laugh. family to come home to. family dwelling. family. family. family. family. safe. resting place of peaceful surrounding for my family. a place to gather with family and friends. a place where my family lives comfortably. family. a place for my family to grow. relax with my family. enjoy with family/friends. family. family. family memories. kids brought up there.

happiness, joy 5.9% (4/68)

my pride and joy. home sweet home. a happy place. happiness.

investment 7.4% (5/68)

investment. investment. investment. investment, nest egg. investment.

love 5.9% (4/68)

love. love. love. love.

peaceful, serenity 25.0% (17/68)

serenity. relaxation. peaceful. sanctuary. retreat. peace. resting place of peaceful surrounding for my family. place of rest. peace and quiet. peace. tranquility. sanctuary. a retreat from all of the outside problems. sanctuary. peaceful place. place to retreat. sanctuary. refuge. resting place. rest.

pride 2.9% (2/68)

my pride and joy. pride of ownership.

private 5.9% (4/68)

private. solitude. my privacy. privacy.

security, safe 33.8% (23/68)

security. a safe haven for us. security. safe haven. safe place. family security. security. security. security. security. security. safe comfortable place for me and my family. security. security. a safe place. good safe place to be. safety. security. safe haven. security. safe haven. security. security. safety. security.

shelter 11.8% (8/68)

shelter. family dwelling. a place to live. where I live. shelter. place to live. family dwelling. place to live.

Total: 169.1% (115/68)

13. What does your community mean to you?

5.9% (4/68)

nothing. OK for some things. nice. work.

a lot 7.4% (5/68)

means a lot. life. a lot. good place to live. home.

church 2.9% (2/68)

church. church.

clean 2.9% (2/68)

clean area where I live. cleanliness.

comfort 5.9% (4/68)

a place of comfort. warm. comfort of living. warmth.

everything I need 5.9% (4/68)

convenience. where I can find everything I need. everything I need. place to access resources.

facilities 4.4% (3/68)

facilities. good schools, parks etc. school.

family 7.4% (5/68)

family. family. extended family. a good place to raise a family. family.

friends 26.5% (18/68)

social interaction and friendships. friendship. friendship. friendly. support. friends. friends. friendship. friends. friendly. friends. building friendships. friendship. friendship. supportive friends. friendly. friends. friends.

fun, activities, excitement 5.9% (4/68)

sports, activities. fun, excitement. lots to do. things to do.

neighbours 17.6% (12/68)

belonging to a neighbourhood. neighbourhood, 'medium' value. people, interaction. great people living around and are helpful. I love my neighbours and neighbourhood. strong commitment to our neighbourhood. the folks my kids will grow up with, very

important. my neighbourhood. a group of neighbours that know my family. only interested in immediate neighbours. the people whom I associate with daily. getting to know the people who live there.

peaceful, quiet 5.9% (4/68)

As long as its quiet and peaceful. quiet, peaceful. where there is love and peace. sanctuary.

safe 26.5% (18/68)

a safe haven to grow. safety. secure. safe. security. security, protection. safety. safety. safe. a place that is safe. security. security. safety. safety. that it is safe. place to be safe in. safe place. safety.

teamwork 10.3% (7/68)

unity. sense of belonging. a place where we can share common dreams. a place to be a part of, sense of belonging. teamwork. cooperation. people working together for the best. great melting pot.

Total: 135.3% (92/68)

14. What does the City of Mississauga mean to you?

7.4% (5/68)

stability. spacious. well being of people. downtown core. part of Ontario/Canada.

clean 8.8% (6/68)

clean. clean. clean. cleanliness. clean. clean.

family, community 10.3% (7/68)

friendly. family-oriented. community. family. a nice place to raise kids. place where family lives, studied. my community.

home, raised here 14.7% (10/68)

very important, I was raised here. home. where I grew up. home to my family. home. home. my stomping grounds. the place where I was raised and have lived for 37 yr. my home. lived all my life.

live, work, play 16.2% (11/68)

a great place to live. live work play. a great place to live and work. a place to retire and enjoy the amenities. where I live. a place where I live. place to live. place to live. place to live. the best place to live, work and enjoy. place to live and work.

multicultural 5.9% (4/68)

unity/equality. multicultural. multi cultural place. multiracial.

negatives 5.9% (4/68)

not a lot, I could move. just a big city, I don't get involved. remote. not friendly, distant. screwed up suburb.

no answer 4.4% (3/68)

...

pride, great place 32.4% (22/68)

a great place to live. proud to live here. pride. proud. means a lot. a city to be proud of. good city to live. nice place to live. beautiful. pride. I love Mississauga. popularity. it is great. a great place to live and work. great place to live. I love Mississauga and its multicultural identity. good place to live. great place to live. best city in the GTA to live in. city to be proud of. loving it. a great city.

prosperous 5.9% (4/68)

prosperous. prosperous location. financially secure city. city of opportunity.

safe 17.6% (12/68)

safe. a safe. safe. safe environment. security. safe. safe. no crime. safety. a community of safety. safe. low crime.

vibrant, growing, changing 10.3% (7/68)

it's a vibrant city. it is growing. lots to do. modern. provides opportunities. a busy city. developing very quickly. forever growing and changing. growing.

well run, Hazel 8.8% (6/68)

well run corporation by Hazel(?). taxes and services. controls my services. no debt. Hazel McCallion. great facilities and services. amenities.

Total: 148.5% (101/68)

15. What does your house mean to you?

8.8% (6/68)

not as much as my home. clean. privacy. sacred place. I want it to be tidy, clean and presentable. great neighbourhood.

achievement 10.3% (7/68)

it means a lot, its what I have been working for. pride. achievement. pride. achievement. success. status symbol. one of life accomplishments. a sense of accomplishment. achievement.

bills, responsibility 7.4% (5/68)

bills. on going projects. responsibility. a place to maintain. a lot of ongoing work, renovations.

enjoy 4.4% (3/68)

a house is a place to enjoy life. place to invite friends to visit. entertainment for family and friends.

everything 8.8% (6/68)

everything. means a lot. everything. everything. means the world to me. a lot.

family 8.8% (6/68)

family. create memories, raise children. where I live with my family. place for family gatherings. where my children were born. place my friends and family are welcome.

home 10.3% (7/68)

home. sweet home. a place to call home. house is home. home sweet home. home. home.

investment 27.9% (19/68)

investment. investment appreciated. financial stability. investment. investment. investment. investment. asset, sell for profit. an investment. a good investment. investment. investment. investment. an asset. having own my house is very important, we own it. investment for family and future. investment for future. an investment into the future for my family. equity.

it is mine 4.4% (3/68)

it is mine. I love it. an expression of myself. something that identifies me.

relax, comfort 10.3% (7/68)

comfort. comfort. a place of relaxation. place of contentment. warmth. a place to relax from everyday life. place to relax.

security 22.1% (15/68)

It's where I have started my family. kids grew up there. for family. your house is a place for you and your family. family and health would get higher rating. having a home is important for the well being of my children. it's a place to enjoy and raise the family. it's the place where my children were born. needs to meet my families need. my house is where my family and I are safe and together. its a place where family gets together. family. raise children. it will bring closeness of family and celebration. security for family. its a loving place where I can spend time with my family and friends. because a family built on love lives there. it is a reflection of myself and my family. a place where my kids can play. house is a home, family to fill it is only more important. it represents a family bond, everyone working together. where I provide comfort for my children. raise my kids. raise kids. a place where we are a family, memories. my family is most important to me, not my house. as a homemaker, my whole life revolves around my home/house/family. it helps me to make a good life for my family. lived 26 yrs in this house, kids grew up here.

ownership, investment 30.9% (21/68)

it is my goal to own my own home. it has appreciated in overall value, enabling me in my credit line. because it's what I can call my own. money and time invested increase in equity (investment). it's my main investment, represents my retirement income. investment. we own, and old age security. represents a major investment. my own place. home has become a very good investment over the years. I have invested a lot in my house. paid for and not owing on. an attractive building which I can improve. investment. it is a place to show what I have done in life. it's a valuable asset, should be cared for, important. a place of my own. investment. It's fro the future, retirement. we own it, very important for the future. important to believe in house value. I now own my second home in an age less than 30 yrs old. just another asset, with no meaning.

safe haven 8.8% (6/68)

a safe haven from the rest of the world.. my house is security. my house is where my family and I are safe and together. it is my secure place. safety is important. it's the means of security for now and the future.

Total: 119.1% (81/68)

18. What does your home's landscape mean to you?

7.4% (5/68)

breath of fresh air. size of living space. flat, hilly etc. my backyard and front yard. nurture.

adds value 4.4% (3/68)

adds value to the home. impressive. it makes your home nicer.

greenery 8.8% (6/68)

green space. freshness. greenery. trees. my landscape is just big enough for my garden. a few shrubs and trees.

important 17.6% (12/68)

landsape is very important. important. important. very important. important, but only if have time to look after it. a great deal. quite a lot. very important. very important. it's important. means a lot. more and more each day.

neat & tidy, clean 7.4% (5/68)

want it neat and clean. clean environment. I like it to be tidy. very important to keep a clean and tidy appearance. means a lot as I like things neat and presentable.

no answer 4.4% (3/68)

not much. . not too much.

peaceful 16.2% (11/68)

peaceful. feeling of peace. peaceful. comfort. serenity. tranquility. sanctuary. shelter. garden of peace. place of refuge. peace. creating a peaceful environment.

pleasing to look at 33.8% (23/68)

pleasant to look at. appearance. attractive. beauty. welcoming. beautifies. beauty. first impression to many. nice curb appeal. beauty. make my house look nice, pretty etc. pleasing to look at. adds beauty and pleasure to me. the nicer the landscape the better my home will look. outside appearance. makes the home look good from the outside. I like it to look good. landscape very important to look good/lush etc. welcoming. beautiful, great curb appeal. I want it to be presentable so that people will admire it as much as I do. flowers. sets off the beauty of the house and property. good looks.

pride & joy 10.3% (7/68)

a sense of extreme pride and joy. pride, from the outside. pride of ownership. shows how proud we are of our house. ownership pride. pride. it is nice to be proud of the landscaping.

refelction of myself/ourselves 10.3% (7/68)

my personal touch. reflection of my own appearance. it projects an image of who we are. my identity. gives a clue of what it may look like on inside. reflection of ourselves. a chance to express myself.

relaxing 5.9% (4/68)

relaxation. relaxing. relaxing. relaxation.

satisfaction 8.8% (6/68)

fulfilling. I love to see a well taken care of garden and grass. adds beauty and pleasure to me. happiness. personal satisfaction. means a form of recreation/hobby. fun.

work, it needs help 11.8% (8/68)

something to work on. keep me busy. important, but only if have time to look after it. I am doing up the landscape a little every year. work. it needs help. care. work at times.

Total: 147.1% (100/68)

19. On a scale from 1 to 10, rate the importance of your home's landscape. (where 1 is low and 10 is high)

1 2.9% (2/68)

1. 1.

10 25.0% (17/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

4 1.5% (1/68)

4.

5 11.8% (8/68)

5. 5. 5. 5. 5. 5. 5. 5.

6 8.8% (6/68)

6. 6. 6. 6. 6. 6.

7 13.2% (9/68)

7. 7. 7. 7. 7. 7. 7. 7. 7.

8 20.6% (14/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 16.2% (11/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.7 (526/68), Mode: 10

20. Why did you give this rating?

5.9% (4/68)

small front and backyard, cannot do much. because it is a place where I can hide from the everyday hustle and bustle. cleans air. I am new in this house.

adds value 8.8% (6/68)

increase value of home, cosmetic purposes. landscaping adds \$ value to home. future security. it gives the house its value, help in resale. improves value of home. a good landscape dresses the home, makes it look better.

important 2.9% (2/68)

we spend a fair amount of time at home, sorta important. very important.

inside is more important 14.7% (10/68)

inside is more important. I am more concerned with functionality/interior. not very important to spend money for, not a priority. I would be happier with spending money in the home instead of outside. it's not that important to me. I don't put too much attention to landscaping. not as high as the inside, winters are long. I think the inside means more to me. I like the inside more than the outside. the interior is almost where I'd like it to be, so I'm looking outside.

looks good, curb appeal 35.3% (24/68)

is very important to have your home look good on the outside.. does not have to look manicured but needs to be green and comfortable. should be pleasant and maintained. my yard is huge and my garden looks like a park. beautifies the community. this signified beauty. having a well landscaped home is bragging rights to neighbours and friends. must be pleasing to look at by us and neighbours. because it complements the beauty of my house. greenery and beauty are important and healthy,. want the landscape to make my house outstanding etc. landscaping sets the home apart from other homes similar in the neighbourhood. determines look of property. landscape increases beauty of home. it reflects on the whole neighbourhood. to look nice and be of interest. nice appearance. looks good, street appeal. I want the house to look good and welcoming to people on the outside. important for landscaping and to be good for the overall appearance of house. people first set eyes on the landscape. important in regards to curb appeal. the look of the outside give me personal comfort. nice pool, interlocking, trees, gardens.

love gardening 16.2% (11/68)

gardener is a hobby I can enjoy with my wife. it could be fun to work on it. pleasure. I love gardening and read a lot before I take on anything. personal pleasure. love gardening. I like to spend my time quietly. hobby that I enjoy. I like to feel that my landscaping gives me pleasure. I love the grass, both front and back. I enjoy making it look nice for others, but not an obsession.

no answer 2.9% (2/68)

..

pride, satisfaction 8.8% (6/68)

Pride. it shows the pride of cleanliness. we enjoy private spaces. self satisfaction. I am proud of my house. everyone enjoys it. makes me feel good.

reflection of myself 7.4% (5/68)

shows your personality/reflection of who you are. everything that is growing there has meaning to us, planted by our kids. landscape reflects your personality. it speaks to the type of person I am. reflection of my life.

reflects inside 5.9% (4/68)

outdoors is an extension of living space. if the outside is beautiful then the inside is also. my home. it represents how the inside looks.

work 14.7% (10/68)

we still have lots to do in regards to landscaping. sometimes pain in the butt. investment of time and effort. work. my garden is just big enough for me to work with. I do my best to keep up with the maintenance. that the landscape of my home need a lot of work for me to rate it better. I have less time for this. seasonal work. hard to upkeep. I really don't like doing it.

Total: 123.5% (84/68)

21. What are the three most important aspects of your home's landscape?

11.8% (8/68)

rocks. feel good. peace, outdoor sanctuary. it is not too big. foundation. sewers. elect. in front of the house. gating (fences). fun. useable.

backyard 2.9% (2/68)

private backyard. the backyard.

beauty 19.1% (13/68)

overall appearance. enhancement of the home. looks. colour. beauty. beauty. landscaping sets home apart from others. some appeal to potential future buyers. appearance overall. look good. colour. colourful. looks.

clean & tidy 13.2% (9/68)

clean and tidy. clean. overall cleanliness. tidy. clean and tidy. not too cluttered. neat and tidy. well maintained. maintenance. repair. clean.

design 16.2% (11/68)

decor. decorate. the view. the entrance from the front door. design. looks like something I want. access/approach. simple. view/how the trees grow. grade. has two ways out. architectural design.

driveway 2.9% (2/68)

driveway. nice driveway.

flowers 44.1% (30/68)

flowers. plants/flowers. flowers. flowers. flower gardens. flowers. beautiful flowers. flowers. flower. flowers. flowers. flowers. flowers. flower gardens. flowers. flowers. flowers. flowers. flowers. flowers. flowers. flowers. flowers for colour. flowers. the garden (flowers). flowers. flowers. flowers. flowers. flowers.

garden 17.6% (12/68)

garden. garden. gardens. beds. space to grow a garden. garden beds in back. beds (flowers, vegs, rocks). gardening. garden. veg garden. garden. gardens. gardens.

grass 55.9% (38/68)

grass. grass. grass. green lawn. good grass frontage. lawn. green grass. grass. lawn. lawn. manicured lawn. green grass. grass. grass. lawn (front). grass. grass. grass. lawn. the lawn. nice green grass. lawn. lawn upkeep. lawn. lawn. nice lawn. lawn. type of grass. well maintained grass/no weeds. lawn care. grass. lawn/border. grass cut/green weed free. grass. lawn. grass. grass. lawn.

lighting 2.9% (2/68)

lighting. lights.

low maintenance 4.4% (3/68)

upkeep (not too much work). does not consume countless maintenance hours. low maintenance.

nature 2.9% (2/68)

place to be one and work with nature. natural.

no answer 2.9% (2/68)

..

plants 10.3% (7/68)

plants. vegetation. plants. greenery. plants. plants. containers.

pool 4.4% (3/68)

the pool (inground). swimming pool. pool.

space, size 7.4% (5/68)

topography. space. space. the size. space to relax. space to entertain.

trees, shrubs 52.9% (36/68)

trees. groomed trees. trees. trees. bushes. trees. shrubs. trees. healthy trees/shrubs. trees. a lot of trees. trees. trees. trees. trees/plants. plants/trees. trees. trees. trees. shrubs. 2 big trees in front. lots of trees. trees/bushes. trees. old mature trees. trees. shrubs and trees. trees. bushes and trees for protection. has 2 big trees. tree. trees/shrubs. the trees. trees/shrubs. trees/evergreens. trees. trees. trees.

walkway, deck, patio 8.8% (6/68)

walkways/patio decks. deck. entrance to home (walkway). patio/walkway. pathways. walkways.

Total: 280.9% (191/68)

22. On a scale from 1 to 10, rate the importance of trees to your landscape. (1 is low, 10 is high)

1 4.4% (3/68)

1. 1. 0.

10 36.8% (25/68)

10. 10.

3 1.5% (1/68)

3.

4 5.9% (4/68)

4. 4. 4. 4.

5 8.8% (6/68)

5. 5. 5. 5. 5. 5.

7 11.8% (8/68)

7. 7. 7. 7. 7. 7. 7. 7.

8 22.1% (15/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 8.8% (6/68)

9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.8 (532/68), Mode: 10

23. Why did you give this rating?**4.4%** (3/68)

. a place for my daughter to play. character.

beauty 42.6% (29/68)

mature trees, flowering blossoms add beauty and maturity to my lot. make house look nicer. a few trees makes the landscape complete. it shows beauty. provides decor. trees can break up the landscape. beauty. trees give the beauty to landscape. trees add value to the appearance of the home. it brings the nature of life and colour in the fall. love to enjoy the natural growth. I love the 2 trees, Manitoba and silver maple. beauty of trees. it is important to have older/established trees as it really adds to landscape levels. give a good overall appearance. looks good and completes the entire picture. add beauty. it brings out the beauty of the landscape. adds height to garden box, green/red trees look good. I bought this house just for those two trees. year long life of evergreens. looking for mature area. appearance. we love looking out the window and seeing the trees in the wind. its got a big backyard and looks so nice when grass is cut. it makes your home mature, gives it a nice look. trees add beauty and character. the look of them. colour.

birds, wildlife 8.8% (6/68)

attract many birds. a place for wildlife to raise their siblings. wildlife retreat. birds. the animals in my area. attract birds.

environment, air quality 20.6% (14/68)

trees make landscape look more natural. adds to environment. oxygen. cleans air. we love trees and green environment. my trees clean the air. trees are major contributor to the air quality. our environment. trees provide oxygen which also give fresh air. environmental benefits. importance for soil. help clean air. oxygen. the air I breathe.

negatives 16.2% (11/68)

I like trees but not when its overdone, especially in front of a home. do not like obstacles. too many trees drowns the home. don't have any trees on my land. too many leaves to rake up. attracts too many birds. messy. I don't care too much for trees as I prefer flowers. I feel that too many trees will hide the beauty of the home. I don't really care about trees. create too much shadow. I don't like too many trees. mature trees cause havoc to the landscaping but I love them.

privacy 13.2% (9/68)

want shade and privacy esp in backyard. privacy. privacy. privacy. privacy. trees create privacy. I like the privacy. trees give privacy to house. they add privacy.

property too small 4.4% (3/68)

size of property does not allow for trees. I like trees, property not big enough. we have little space, so low importance.

protection 2.9% (2/68)

protect my property. safety, protection from elements.

provide shade 42.6% (29/68)

provide shade. trees help with shade and cools the air. trees are nice for shading. our trees provide needed shade. also function/shade. trees offer shade. provide shade. provide shade in the summer. want shade and privacy esp in backyard. trees provide shade. shade. trees would make my house cooler. shade-provision. provide shade. trees are great for shade. shade. shade. create shading. shade. shade. trees provide shade. I like the shade. shade. shade. to provide shade when needed as well as a nice breeze in

appearance 38.2% (26/68)

it's frontage makes the house more desirable. it's important to the overall appearance and general maintenance of property. is a part of the overall look of the house. it is part of the enhancement of the home. the driveway is part of the landscaping look of the home. because if the driveway is not proper then the landscape does not look good. it forms the decor and architecture. a nice driveway can really finish off the look of the house, but most people look at lawn, trees. need to be pave driveway as too many weeds grow through gravel. it is apart of the beauty of my home. to enhance the look of the property. adds to the house appearance. a poor looking driveway and clean crisp gardens clash. a nice looking driveway will add to the look of the home. appearance. it represent how I maintain my home. look of driveway. makes the house complete. it has two side good garden. a good driveway makes home look good. I want it to look good from the outside. it is double driveway, looks great with the house. need good driveway appearance to fit with landscaping. looks. a weathered driveway makes my whole property look weathered. the look of my property.

clean & tidy 11.8% (8/68)

needs to look neat and tidy. must be clean. must be clean and in good shape. paved front drive for my wife, gravel drive for me. needs to be in good shape. asphalt is fine if tarred every couple of years. it needs to look neat. as long as it is clean it doesn't matter what it is.

place for kids to play 2.9% (2/68)

kids play on it. place for kids to play.

low maintenance 5.9% (4/68)

asphalt, done properly will outlast the others. durability. maintenance low. generally requires less maintenance. utility and easy snow removal.

not a priority 16.2% (11/68)

not much use of the driveway. is not critical to overall appearance of home. indifferent. it is fairly neutral. not a priority. not overly important. it is not so important as it is always covered with cars. for me it is not as important. as long as is level, it's good for me. not as important as walkway. I wouldn't spend a lot of money there first.

park cars 8.8% (6/68)

A driveway is where you park your cars.. need to have parking. place to park car. its just a place to park car. people can park in our driveway, not on road. the car.

prefer interlocking brick 8.8% (6/68)

looks presentable, would prefer interlocking. I think a driveway should co-ordinate with our entrance which is interlocked and its paved. not happy with paved, wanted to go with interlock. I wish it was interlock, paved driveway cracks. interlock makes it look fancier. it is paved, nothing incredible like interlocking or patterned concrete.

prominent, first impression 11.8% (8/68)

because it is one of the first things you see when you look at home. it takes up a lot of the space when looking at the home from the street. It is the entrance to the house. driveway is very predominant whn approaching, 1st impression. first impressions. I have a prominent drive, 2 car, no sidewalk. it's the first thing someone sees when they come to my house. driveway is the first thing people see before entering the house.

property value 4.4% (3/68)

property value issue. expensive. it affects the value of the house and resale.

Total: 119.1% (81/68)

reflects home 4.4% (3/68)

means how my home is taken care of. reflects my home. reflection of out pride in ownership.

work 8.8% (6/68)

work. work. more work. work. needs to be cut, manicured. means that it needs to be well taken care of.

Total: 136.8% (93/68)

29. On a scale from 1 to 10, rate the importance of your lawn to your home's landscape. (1 is low, 10 is high)

10 33.8% (23/68)

10. 10.

2 1.5% (1/68)

2.

5 4.4% (3/68)

5. 5. 5.

6 5.9% (4/68)

6. 6. 6. 6.

7 8.8% (6/68)

7. 7. 7. 7. 7. 7.

8 26.5% (18/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 7.5. 8. 8. 8. 8.

9 19.1% (13/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 8.4 (574/68), Mode: 10

30. Why did you give this rating?

1.5% (1/68)

barrier from road.

adds value to house 4.4% (3/68)

it bring the value of the house. resale value. the lawn up as home tends to make the home add value.

enjoy, relax, play 5.9% (4/68)

it is calming to the eyes after a long days work. good for health. I love to sit out on lawn and watch kids play. we enjoy the outside a lot.

environment 4.4% (3/68)

I don't like to water -conservation. we only use organic fertilizers, not weed free. provides cooling effect and gives oxygen.

green, healthy 10.3% (7/68)

free of weeds. green not burnt. green is my favourite colour. its green. green space. if the lawn is healthy and green, it makes the house more outstanding. I want my grass to look green and fresh to let people and myself know I take care of my lawn. more green, less brown/black (pavement).

important 7.4% (5/68)

very important as it's a court and the lawn is the first thing you see. it's important to the overall look of my property. biggest part of my landscape. important to fit in with balance of the neighbourhood. it is a big front and backyard.

indifferent, less concerned now 4.4% (3/68)

because most of my yard is interlock with a bit of lawn. I'm less concerned than I used to be. its important but not as important as previous aspects.

looks good 48.5% (33/68)

a green and well maintained lawn makes the whole landscaping a better look. should not look patchy with bare spots, but not a golf green either. with a green lawn it makes the neighbourhood look good. you want your lawn to be just as nice as your flowers. lots of work to get it back looking attractive. green healthy lawn adds value to the landscaping look. if your lawn is not in good condition then it makes the rest of the landscape look bad. adds beauty to the landscape. a well manicured lawn looks awesome. great landscaping with poor grass doesn't look good. a rich green lawn will enhance the beauty of your landscape. beauty. look nice. unkept lawn detracts from the overall appearance of the property. I like my lawn to be well manicured. it improves the way the lawn looks. surrounded by a large lawn which influences appearance. it is seen by neighbours and others as people drive by. overall appearance with other things. completes the entire picture so everything looks complete. creates a seamless backdrop that helps tie everything together. important for appearance. adds beauty to the garden/flower box, nice street appeal. it's the first thing you notice. nice green, weed free grass looks nice, sets off the home. looks for area. it should all look well put together like a picture. it is the first thing you see. looks great. if the lawn is ugly everything else will look ugly as well. it makes your lawn look nicer. if it is poor, the house looks neglected. lawn and landscape totally integrated and in synch with each other.

no answer 7.4% (5/68)

. . . don't know. just indifferent.

reflects owners 5.9% (4/68)

grass reflects the type of owners. relects who you are. it represents how well you maintain your home's appearance. reflects pride of ownership.

work 5.9% (4/68)

it is good but still need fixing. I like grass but its high maintenance. invest in a company to keep it up for me. it has been deteriorating for several years, and is in serious need of attention now.

Total: 105.9% (72/68)

31. Please indicate below what portion of your home's landscape is comprised of lawn (grass area)?

1/2 to 2/3 32.4% (22/68)

3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3. 3.

1/4 or less 10.3% (7/68)

1. 1. 1. 1. 1. 1. 1.

1/4 to 1/2 36.8% (25/68)

2. 2.

greater than 2/3 19.1% (13/68)

4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4.

no answer 1.5% (1/68)

.

Total: 100.0% (68/68)

36. If you water your lawn manually or by automatic in-ground sprinkler system, how many times each week do you water your lawn?

1/week 20.6% (14/68)

1/week.
1/week. 1/week. 1/week. 1/week.

1 per 2 weeks 1.5% (1/68)

.5/week.

1 per 3 weeks 2.9% (2/68)

.25/week, (every 3-4 weeks). 1 every 3 weeks.

2/wweek 27.9% (19/68)

2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 1-2/week. 2/week.
1-2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 1-2/week. 1-2/week. 2/week.

3/week 19.1% (13/68)

3/week. 3/week. 3/week. 3/week. 3/week. 3/week. 3/week. 2-3 week. 3/week. 3/week.
3/week. 3/week. 3/week.

4/week 8.8% (6/68)

4/week. 4/week. 4/week. 3-4/week. 4/week. 3-4/week.

5/week 2.9% (2/68)

5/week. 5/week.

7/week 2.9% (2/68)

7/week. 7/week.

no answer 13.2% (9/68)

.....

Total: 100.0% (68/68)

37. How long do you water your lawn each time?

1-1.5 hours 48.5% (33/68)

1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1.5 hr. 1.5 hr. 1 hr. 1 hr. 1 hr. up to 1 hr. 1.33 hr. 1 hr. 1 hr. 1
hr. 1 hr. 1.75 hr. 1.5 hr. 1.5 hr. 1 hr. 1.5 hr. 1.5 hr. 1.5 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr.
1 hr. 1 hr. 1 hr. 1 hr.

2-3 hours 17.6% (12/68)

2 hrs. 2 hr. 2 hr. 2 hr. 2.5 hr. 2.5 hr. until it receives 3-6 inches. 2 hrs. 2 hr. 2.25 hr. 2 hr.
2 hr.

20-45 minutes 17.6% (12/68)

.5 hr. .33 hrs. .5 hr. .66 hr (40 min). .666 hr. .5 hr. .5 hr. .5 hr. .5-.75 hr. .5 hr. .5 hr. .75
hr.

3 hours + 2.9% (2/68)

3.5 hrs. 4 hrs.

no answer 13.2% (9/68)

.....

Total: 100.0% (68/68)

Your Gardens

38. Do you have flower or vegetable gardens?

none 1.5% (1/68)

1.

flower & vegetable gardens 50.0% (34/68)

4. 4.

flower gardens only 44.1% (30/68)

2. 2.

no answer 1.5% (1/68)

.

vegetable gardens only 2.9% (2/68)

3. 3.

Total: 100.0% (68/68)

39. What do your gardens mean to you?

2.9% (2/68)

to be of interest. .

beauty 39.7% (27/68)

aesthetically pleasing. to see beauty. beauty. they mean beauty. colour. pretty. adds to appearance of property. beauty. having some colourful look. beautiful flowers make you feel good. beauty. beauty. gardens add colour and texture. they provide pleasing visual stimuli. like them to look nice. the shows the beauty of hard work. colour, beauty, brightness to the garden. looks good. joy to look at. makes property look tidy and attractive. flowers -beauty. looks. I want my gardens to have colour. want them to be pleasing to the eye, look fresh and vibrant. it's so nice when flowers blooming. flowers add beauty to home. it makes your house look pretty. good looks.

feels good 29.4% (20/68)

love. enjoyment. happy. sense of joy and peace. good therapy. enjoyment. good feeling that I'm able to grow stuff. beautiful flowers make you feel good. I love having gardens with flowers. enjoy gardening. pleasure. summer fun. gardens very important for pleasure. enjoyment in growing and seeing results. give me refreshing when I look. an enjoyable hobby. love to look out and see flowers, birds, butterflies. gives me pleasure. I love them but they aren't huge. place of intense feelings.

fresh veggies 19.1% (13/68)

fresh vegetables. own grown vegetables (hobby). some fresh vegs. food. my supply (for vegetables). food. fresh tomatoes and raspberries. fresh veggies. a place to grow tomatoes, peppers, basil, lettuce. food. veggies -food. food. I have raspberries.

life 4.4% (3/68)

life. my gardens meet a healthy environment. they mean that my property has life and likes nature.

negatives 5.9% (4/68)

a bunch of weeds, nothing. not a huge amount. it could mean more if I knew what to do with it. failure.

peaceful 5.9% (4/68)

peacefulness. peace and serenity. tranquility. my garden is my refuge.

pride, accomplishment 13.2% (9/68)

APPENDIX II

pride. a sense of accomplishment and pride. garden means/reflects personality. value to our property. accomplishment with a hobby. my pride. self satisfaction. shows pride and caring. satisfaction.

relaxing 7.4% (5/68)

relaxation. relaxing. allows me to relax. relaxation. a getaway from work, relax.

very important 11.8% (8/68)

gardens are very important to me, share with wife. very important. everything. a lot. very important. they mean a lot. a lot, like my lawn and landscape. important.

work 4.4% (3/68)

hard work. I spend a lot of time to ensure they are kept up. I like to develop them to be a little more self sustaining.

Total: 144.1% (98/68)

40. If you have flower and/or vegetable gardens, on a scale from 1 to 10, rate the importance of your gardens to your home's landscape (1 is low, 10 is high)

10 25.0% (17/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10+. 10. 10.

2 1.5% (1/68)

2.

3 1.5% (1/68)

3.

4 2.9% (2/68)

4. 4.

5 10.3% (7/68)

5. 5. 5. 5. 5. 5. 5.

7 7.4% (5/68)

7. 7. 7. 7. 7.

8 27.9% (19/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 19.1% (13/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

no answer 4.4% (3/68)

...

Total: 100.0% (68/68), Mean: 8.0 (522/65), Mode: 8

41. Why did you give this rating?

7.4% (5/68)

the perennials are so colorful they attract wildlife. healthy environment. flowers are my wife's department. just winter pass. house value.

appearance, beauty 54.4% (37/68)

gardens on our property make the house look better. colour and variety makes a garden very eye catching. flowerbeds adds to overall appearance and warmth of the property, veg gardens detract. adds colour and life to lawn. flowers and plants are beautiful to look at and smell. cosmetically appeasing. the colours in front of the house make it look great. colour adds beauty and celebrates spring and summer. a healthy looking and beautiful flowers add value to the home. flowers make home much prettier and attractive. because it adds beauty, flowers. to beautify the surroundings. beauty, aesthetically pleasing. flowers increase the beauty of your house. it breaks out the

monotony of having only grass. my wife's flowers make our home beautiful. the importance of having a flower and vegetable because I enjoy beauty surrounds. flower gardens are custom designed by us, without flowers would appear awkward. adds to the appeal of the home, I love flowers. garden and landscape must be at the same level to provide equal image. flowers, plants, provide appeal and beauty. it is a focus of the landscape. has to look OK. with flower on the landscape it make the house look better. the flowers bring out the beauty of the house. looks good for the home. depending on time of year, adds colour to the exterior of home. just enjoy summer growth and beauty of nature at home. I like to see colour in summer for the beauty. I would like it all to look like a picture, well put together. the flowers are all blooming now, it's beautiful. need flowers to give colour and warmth to house. looks. flowers are important to a properties curb appeal, its inviting. I can't imagine my home landscape without the garden. they add character and beauty and life to the landscaping. focus of garden and the flowers.

enjoy, satisfaction 17.6% (12/68)

provide enjoyment. it shows what comes from your hard work. enjoy fruits of this work. enjoy seeing them growing. I like my flower and veggies to be fine. love to eat from the garden, and enjoy to see the flowers grow. I love my garden, it is where I entertain. I like them to fill out a little every year. self satisfaction. self satisfaction. love to look at the colours and the food it provides. I like to have a nice garden, make me feel good.

no answer 7.4% (5/68)

.....

not so important 7.4% (5/68)

small flower and vegetable garden. I think the lawn is more important, and trees because they are year round. in back where not too functional. garden is set off to the side, not too visible. utility.

reflects pride 4.4% (3/68)

the look of your garden reflect on you. reflects pride in ownership. my gardens are also in bad shape, and it makes my property look unloved.

relaxation 2.9% (2/68)

it's good therapy. something to do to relax.

veggies 2.9% (2/68)

it provides me with vegetables. addition to daily menu.

work, maintenance 7.4% (5/68)

requires ongoing maintenance. it shows what comes from your hard work. only to give me things to do. keep me busy. too much maintenance and work.

Total: 111.8% (76/68)

42. Who does most of the work in your garden?

a professional contractor 1.5% (1/68)

5.

your son and/or daughter 1.5% (1/68)

3.

your spouse 45.6% (31/68)

2. 2. 1,2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 2. 1,2. 2. 1,2. 1,2. 1,2. 2. 1,2. 1,2. 2. 1,2. 1,2.

yourself 64.7% (44/68)

very important for veg gardens. it is necessary to see they get right amount of water. flowers must have water. it helps when there is no rainfall.

keep alive, healthy 48.5% (33/68)

flowers need a lot of water, especially on hot days. plants need water to survive. you want your flowers/plants to grow healthy and look nice. annuals will die without enough water. because it will die or not do as well without water. to keep it alive. to maintain healthy growth. maintain plant health and beauty. without water they dry and die. garden has to be clean and healthy all the time. healthy plants. gardens need watering to keep them alive and healthy. flowers will not recover like a lawn if allowed to go without water for too long. without the water, nothing will grow. proper watering gives plants, grass deeper roots. to maintain healthy and edible plants. keep things growing. I like them to flourish. if you don't water nothing will grow. need water to grow and stay green. adds nourishment, helps growth. healthy vegetables and colours. to keep the flowers alive. just to not let it die. if the weather is dry and hot I water for growth. do not want the flowers to dry out. I don't want my plants to die. flowers without water wilt and die usually. if you don't keep up your plants will die. keeps them healthy. its important because if they are not watered they die and that shows you don't care. I don't want it to die off, but it seem it too much work. without water they will die, but I don't over water.

maintain investment of money & time 8.8% (6/68)

we have expensive trees and shrubs and flowers. lots of time and energy is placed in enhancing my home. watering your garden will result in good return. why plant and go to all that work and expense if you don't look after things?. after planting all the flowers and veg I want to make sure they stay as long as possible. gardens need water to produce vegetables.

rain is enough 7.4% (5/68)

needs water to grow, but I tend to let the rain do its job. rain is sufficient. I have a low need perennial flower garden let rain water lawn. same as before, and plants I have need little water. do not need that much water, rain makes up for shortage.

Total: 107.4% (73/68)

45. Please indicate how you water your gardens.

automatic in-ground sprinkler syst. 4.4% (3/68)

4. 4. 4.

manual with hand held hose 41.2% (28/68)

2. 2,3. 2. 2. 2. 2.

manually with a hose & sprinkler 50.0% (34/68)

3. 2,3. 3. 3. 3. 3. 3.

I let the rain water my lawn 5.9% (4/68)

1. 1. 1. 1.

Total: 101.5% (69/68)

46. If you water your gardens manually or by automatic systems, how many times each week do you water your garden?

1/week 7.4% (5/68)

1/week. 1/week. 1/week. 1/week. 1/week.

2/week 27.9% (19/68)

APPENDIX II

2/week.
1-2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week. 2/week.

3/week 19.1% (13/68)

3/week.
3/week. 3/week. 3/week.

4/week 22.1% (15/68)

4/week. 4/week. 4/week. 3-4/week. 4/week. 4/week. 4/week. 4/week. 4/week. 4/week.
4/week. 4/week. 4/week. 4/week. 3-4/week.

5/week 7.4% (5/68)

5/week. 5/week. 5/week. 5/week. 5/week.

6/week 1.5% (1/68)

6/week.

7/week 10.3% (7/68)

7/week. 7/week. 7. 7/week. 7/week. 7/week. 7/week.

no answer 4.4% (3/68)

...

Total: 100.0% (68/68)

47. For how long do you water your gardens each time?

1-1.5 hours 35.3% (24/68)

1 hr. 1 hr. 1 hr. 1.5 hr. 1.5 hr. 1 hr. 1.25 hr. 1.5 hr. up to 1 hr. 1.5 hr. 1 hr. 1.75 hr. 1 hr.
1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr. 1 hr.

2+ hours 8.8% (6/68)

2 hr. 3-6 inches water/early morning. 2 hr. 2 hr. 2 hr. 2 hr.

20-45 minutes 41.2% (28/68)

.5 hr. .25 hrs. .33 hrs. .33 hr. .5 hr.
.333 hr. .33 hr. .5 hr. .333 hr. .5 hr. .75 hr. .5 hr. .33 hr. .5 hr. .33 hr. .5 hr. .5 hr. .5 hr.
.75 hr.

< 20 minutes 10.3% (7/68)

.25 hr. .166 hr (10 min). .25 hr. .25 hr. .25 hr. .25 hr. .25 hr.

no answer 4.4% (3/68)

...

Total: 100.0% (68/68)

Ideal Landscape

48. Describe the picture you drew.

2.9% (2/68)

soil. animals. family enjoyment.

backyard 8.8% (6/68)

this is my backyard. that's the backyard (lawn) of my home. backyard with trees. simple backyard. low maintenance backyard. backyard with deck, fountain, trees, flowers.

decks, patios, sitting area 25.0% (17/68)

sitting area with plants, mulberry tree and grass. deck at back. my backyard, interlock floor, 4 corners grass & flowers. gazebo. patio. a place to sit, relax, enjoy the flowers. a patio to sit on. deck. deck from back of house, flowers on each side. bench in the garden. patio. patio. useful BBQ. deck. backyard with deck. house with built in pool, flagstone around pool,. home with wrap around porch, chairs to look at beautiful landscape. big patio.

driveway, house 27.9% (19/68)

(driveway) 3 trees on the side of driveway. stone walkway from driveway to front door. big U driveway leading to the house. interlocking driveway. garage wooden insulated garage doors. large green evergreens bordering driveway. interlock driveway and walkway. large bungalow set way to the back with a long driveway. patterned concrete driveway, lights along the side,. upon entrance an interlock driveway. grass/flowers on each side of driveway. house surrounded by interlocking brick driveway and pathway. front of house with a tree, driveway. flagstone drive. driveway, house. driveway, with the entrance step. pattern concrete drive. interlock driveway with steps to door. small home, 4 car parking. front of house, dbl driveway with garage attached. bigger drive than I presently have.

flower garden 54.4% (37/68)

flowerbed. small flower gardens. flowers that I like. garden with flowers. flowers on sides. lots of lawn and flowers. flower beds. flowers. flower garden. beautiful garden. lawn with flowerbeds. garden in front of house filled with flowers, bushes,. garden with boxwoods flowers. flowers. flowers. house bordered with flowers. nice little bushes or flowers. flowers. flowerbed. plenty of colorful vibrant plant material in pots, planters and containers. garden bed. lawn with sculpted gardens on opposite sides. lots of flowers. flowers. front garden beside door/ under living room window. garden. flower garden. deck from back of house, flowers on each side. flowers. I like the flowers symmetrical and from high to low. flower gardens. my house and garden. flowers. flowerbed. flowers. front path leading up to the house with flowers at both sides welcoming you into my home. flower garden. flowers. roses.

garden design 13.2% (9/68)

my home and how the gardens are placed. a garden of peace. clean look with curb appeal. well manicured. lots of colour. garden along a fence with some bushes. my house plan, with landscaping and gardens. my home surrounded by nature. property, 3' border surround.

lawn 35.3% (24/68)

green lawn that is well maintained. green lawn. grass. lawn and trees surrounding it. lots of lawn and flowers. grass/flowers on each side of driveway. grass. lawn with flowerbeds. my backyard, interlock floor, 4 corners grass. front lawn with tree. grass. grass all over the middle. lawn. grass. lawn with sculpted gardens on opposite sides.

APPENDIX II

grass. grass. both side grass. lawn. grass. little grass. house surrounded by beautiful lawn. garden along a fence with some bushes and grass surrounding a large tree. lush healthy green grass.

rocks 7.4% (5/68)

my home with landscaping of rocks in brown and interlocking. tiered retaining wall. rock garden. stone gardens 2 corners. landscape stones.

trees, shrubs 52.9% (36/68)

(driveway) 3 trees on the side of driveway. this is what my front lawn looks like, with red bushes and flowers that I like. 2 maple trees. mulberry tree. shrubs near entrance. large green evergreens bordering driveway. apple tree. lawn and trees surrounding it. tall trees. decorative shrubs. trees. tree on side-back. front of house with a tree, driveway. 3 large trees. lush trees. bushes. tree-lined drive. surrounding trees for privacy. shrubs. backyard with trees. front lawn with tree. trees. pool is overshadowed by several deciduous trees. 2 pine trees. trees to back fence. 2 trees on each side. small tree center. full grown trees. trees. a blue spruce on the left, and a flowering almond in the center and a pom pom to the right. trees and a gate in front. fruit tree. red japanese maple, spiral. trees. it is an actual pic of my home landscaping, with trees, flower gardens and lawn. trees. ornamental trees. hedge dividing the property. trees along front for privacy. lots of trees. a large tree. 1 big tree. trees. 2 big evergreens, holly, eunomys. trees.

vegetable garden 4.4% (3/68)

veg gardens to side. vegetables. small herb and veg garden.

walkway 19.1% (13/68)

walkway to front of house. stone walkway from driveway to front door. walkway and front of house. beautiful flagstone walkway. interlock driveway and walkway. house surrounded by interlocking brick driveway and pathway. stone walkway. winding walkway to house. a house with beautiful interlock, pathway to backyard,. interlock from the sidewalk all the way to the front porch. cobblestone walkways with boxwood on each side. walkway at the back. front path leading up to the house with flowers at both sides welcoming you into my home. new walkway (concrete).

water, pool, fountain 29.4% (20/68)

a fountain in the front lawn. waterfall with stream running into a pond. little pond. pool, pond. fountain. pool etc. pool is overshadowed by several deciduous trees. a fountain in the middle. house on hill with waterfront. pool. pool. the pond with Koi fish and a bridge going over. pool. carpet and pool in back. pool in backyard. nice pool. fountain. house with built in pool, flagstone around pool,. a kidney shaped pool with bar. water. it is the back behind our pool.

Total: 280.9% (191/68)

49. What are the two most important elements or aspects of your ideal landscape?

13.2% (9/68)

function. pride and joy. BBQ. privacy. lighting. lots of lighting. tranquility/peace. large property. fence.

beauty 7.4% (5/68)

beauty. has to look good. beauty. appeal. looks.

colour 19.1% (13/68)

APPENDIX II

use of multi plants and flowers. bright colours. colour with flowers. shrubs add colour. colour/texture of live growth. to have lots of flowers of different colours. lots of colour. colour. different coloured flowers. flowers/plants for colour. colours. colour. colours.

driveway 13.2% (9/68)

neat driveway. a concrete driveway. stone driveway. interlock driveway. interlock way. driveways for multiple cars. interlock driveway. driveway with. paving (interlocking).

easy to maintain 4.4% (3/68)

relatively easy to maintain. easy to maintain. easy maintenance.

flowers 33.8% (23/68)

flower beds. flowers. flower beds that are not too busy. a variety of flowers. flower gardens. has to have flowers. flowers. flowers. colour with flowers. flowers/plants. flowers. flowers. to have lots of flowers of different colours. flower. flower garden. different coloured flowers. tidy gardens with flowers. flowers. pretty flowers. flowers. flowers/plants for colour. flowers. flowers.

gardens 13.2% (9/68)

well kept gardening. gardens. tiered garden with armer stones. the garden. garden beds. full gardens. vegetables. create a secret garden. tidy gardens with flowers.

grass 26.5% (18/68)

smoothness and shade of green of lawn. green grass -well maintained. lawn. beautiful lawn. grass. lawn. beautiful manicured lawn. healthy grass/lawn. grass. trees break up monotony of grass. the grass. lawn. grasses. lawn. green grass, as above. weedless lawn. grass. grass.

green 2.9% (2/68)

green. greenery.

neat & tidy 4.4% (3/68)

well maintain. very well kept and clean. neatness.

place to sit 10.3% (7/68)

to have a sitting area out front. seating area. gazebo. deck. patio. front porch. place to sit in backyard.

plan, layout 4.4% (3/68)

well plan. layout. focussed space useage.

rocks 4.4% (3/68)

rocks. rocks. blocks.

trees & bushes 45.6% (31/68)

tree/bushes. shrubs. trees. trees and bushes. trees. lot of decorative trees. trees. trees. some heights with trees/shrubs. trees. trees. trees. trees break up monotony of grass. to have a tree. trees. trees. trees. trees. large trees. trees. trees. two big tree. trees. trees. tree lined privacy. trees. trees. hedges. trees for privacy. trees. trees. trees. trees. shrubs.

variety 5.9% (4/68)

variety. less usual plant material. textures. lush surroundings. plants. animals.

walkway, driveway 11.8% (8/68)

walkway. a walkway. pathway. interlocking. pathways. steps to front door. cobblestone interlocking. walkway.

water 16.2% (11/68)

fountain with bird bath. waterfall and stream/pond. waterfall, pond..., a fountain. pool. swimming pool. pool. swimming pool. water feature. pool. pool.

Total: 236.8% (161/68)

50. Use up to three words to describe the feelings and emotions evoked by your drawing.

26.5% (18/68)

bad drawing, not to scale. investment. fresh. space. achievable. unattainable. care. aromas. yoga. lush. I don't have any emotions about my drawing. private. practical. easy. not bad look. . work. low maintenance. massive.

beauty 27.9% (19/68)

beauty. beauty. beauty. attractive. beauty. beauty. appeal to the eye. beautiful. beauty. beautiful. beautiful to the eye. beautiful. pretty. alluring. beauty. pleasing to the eye. beautiful. beautiful. beautiful. pretty.

colourful 11.8% (8/68)

colour. flowers. colourful. colourful. colours. colourful. colours. colourful. colourful.

comfort, warmth 10.3% (7/68)

a place to relax. warm. comfort. warmth. comfort. homey. comfortable.

dream house 4.4% (3/68)

my dream house. anticipating. envious.

enjoyment 5.9% (4/68)

enjoyment. a place to enjoy. enjoyment. enjoyment.

family & friends 4.4% (3/68)

friends. family. family times.

good 2.9% (2/68)

good. good.

happy, satisfied, content 30.9% (21/68)

content. happiness. happy. satisfaction. pleasing. content. happiness. pleasing. happiness. happy. pleasure. fulfillment. gay. happy. contentment. happy. contentment. satisfied. happy. satisfaction. laughter. satisfaction. happiness. fun.

nature 4.4% (3/68)

natural. green. nature. natural.

neat & clean 11.8% (8/68)

tidyness. clean. cleanliness. orderly. neat. cleanliness. clean. well maintained. neat.

passion, excitement 8.8% (6/68)

exciting. awesome. vibrant. outstanding. wonderful. great. passion.

pride 7.4% (5/68)

pride. pride. proud. pride. pride.

peaceful, relaxing, tranquil 47.1% (32/68)

peacefulness. tranquility. relaxation. serenity. serenity. relaxing. peace. peace. soothing. serenity. peace. tranquility. peace. peace. relax. peaceful. peace. peaceful. peace. tranquility. peaceful. calming. peaceful. peaceful. tranquil. peace. sanctuary. relaxing. I can walk by my garden and refresh. tranquility. relaxing. lazy. peaceful. peace. oasis. serenity. relaxed. worry free. relaxing. peaceful. serenity. peaceful. relaxing. peace. tranquility. relax.

simple, plain 4.4% (3/68)

simplicity. simple. simple. plain. structured.

tasteful, style 5.9% (4/68)

luxury. style. tasteful. symmetrical.

welcoming 2.9% (2/68)

inviting. welcome.

Total: 217.6% (148/68)

51. What constraints or reasons might prevent you from achieving your ideal landscape?

2.9% (2/68)

neighbour issues. irrigation.

knowledge 7.4% (5/68)

knowledge for care of trees and grass. knowledge or ability to do it myself. knowledge, skills. experience. know how.

labour/physical 4.4% (3/68)

heavy weight of containers. my back. may be make me lazy so stay in garden.

money, finance 76.5% (52/68)

money. costly to have it done professionally. cost. high property prices and taxes. the cost of some of the trees that I like. money. cost. money, money, money. costs to implement. costly if hiring professional. finances. finance. finance. money. other financial costs at present time. money. money. money. budget. money. money. cost of installing the full grown trees. not enough money. cost to purchase plant stock. financial cost at present. cost of materials. finance. money and cost. cost. finances to do everything at once. finance, not enough. Money. the main reason would be the cost. cost of maintaining. cost. money. costs involved. expense. money. money. money. money. money. money. cost. lack of time and resources for upkeep. lack of time and resources for upkeep. money. budget. money. money. money, a lack thereof. money.

nothing 5.9% (4/68)

nothing, we have it. nothing. nothing. no reasons.

space available 11.8% (8/68)

our big trees at home. grass shared w neighbours. topography of lot. tough soil. space available. size of rear garden. not enough property where I live to add this. space. space.

time for upkeep 42.6% (29/68)

time to maintain. only have limited time for maintenance. maintenance/time issue. time to look after it. one would be time to do it all. labour and love. time. time to do it myself/friends. time. time. time. stress. not enough time. time. the upkeep. labour. maintenance. time. time. time, time, time. time. upkeep. keeping up maintenance. lack of time and resources for upkeep. time. time. time. time. time.

Total: 151.5% (103/68)

Sustainable Landscape

56. What does a sustainable landscape mean to you?

11.8% (8/68)

veggie gardens. means a lot. a driveway with interlocking. mixture of grass, trees, flowers and concrete. well planned. unique. a comfort place to enjoy and entertain. splitting. aeration.

affordable 10.3% (7/68)

to be able to meet our requirements and needs within a certain price range. affordable. affordable. a affordable project. affordability. doesn't require an enormous amount money. one that needs little investment of time or money.

beautiful 8.8% (6/68)

continuance of beauty of gardens. pleasing to the eyes. gorgeous lawn. beautiful trees/flowers. flowers. a perfect landscape that looks like its out of a magazine. looking good.

enduring 22.1% (15/68)

renewable (perennials). stays constant all season. something that comes back year after year. enduring. long lasting appeal. that it can go on from year to year by being sturdy and healthy. long life. durable. one that can be kept up year round with an average amount of work and expense. one that will live onward without artificial help. looks good season after season. long flowering season for flowers. one that has permanent structures. perennial growth. perennials. annual plants and flowering bushes that come back every year. perennial.

green 4.4% (3/68)

green. green. growth.

lawn, grass 5.9% (4/68)

thick green lawn. mixture of grass, trees, flowers and concrete. just grass and a picnic table. grass seed.

low maintenance 60.3% (41/68)

ease of care. low maintenance. low maintenance. some easy to take care of, flowers and plants that are not too picky with sunlight. low maintenance. a landscape that is easy to maintain. little maintenance. low maintenance. minimum upkeep. less maintenance. self-sufficient. sustains itself. low maintenance. perhaps wood chips to cut down on weeds. allows for planting and maintaining plantings. maintenance free, other than raking leaves. easy to maintain, least amount of work, low maintenance. requires little maintenance. easy to care for and maintain. low maintenance. easy to keep up. perennials. a landscape that can be well kept at all times. easy to maintain. easy to maintain. easy to take care of. don't know, maybe easy. low maintenance hedges. low maintenance from season to season. doesn't require an enormous amount of work. not as much work. easy upkeep in summer months. ability to keep it up. one that can be upkeep without a lot of trouble. small garden and grass with little maintenance. it would be great but not home much in summer. landscape that doesn't require a huge amount of upkeep. taking care of your landscape (maintenance). one that does not need much work. that it can take care of itself and bloom on its own with out me there. outside of seasonal prep and tidy up, very little maintenance. low maintenance. self sufficient.

minimal 7.4% (5/68)

no gardens or special walkways. just grass and a picnic table. not too many trees or plants surround the garden. basic landscape with grasses only. small garden and grass with little maintenance.

natural, low environmental impact 10.3% (7/68)

low impact on local environment. one with nature. can work with soil. topsoil. no need for pesticides etc. natural flora. it mean the nature is good, life is good.

no answer, nothing 4.4% (3/68)

nothing. . no meaning.

satisfaction 2.9% (2/68)

pride and satisfaction. satisfaction.

trees 4.4% (3/68)

lots of fruit trees. mixture of grass, trees, flowers and concrete. shrubbery.

well kept 5.9% (4/68)

clean. well groomed. well kept. well maintained. clean.

Total: 158.8% (108/68)

57. Describe the picture you drew.

7.4% (5/68)

economical. cosy(?). soil. underground lighting. backyard of a house.

colour 4.4% (3/68)

lots of colour. both sides of the driveway has to be colourful flowers to make house stand out. lot of trees and colour.

driveway 11.8% (8/68)

driveway. driveway. a long driveway. asphalt driveway. driveway with lot of interlocking stone. asphalt driveway. driveway. driveway.

environmentally friendly 10.3% (7/68)

environmentally friendly. no electricity required. environmentally friendly. green. wild flowers in random gardens. landscape that can take care of itself and look presentable. all trees, plants, can survive on rainfall.

flower gardens 20.6% (14/68)

flower gardens at each corner. flower garden. flower around tree. lots of flowers as a hedge and on the lawn. some flowers. flowerbeds. flowerbed. flower bed. ornamentals. day lillies. annual flowers. flowers. garden on the sides. flowers. garden. flowerbeds. flowers. flowers surrounded by stone blocks and lighting.

fruit & vegetable gardens 2.9% (2/68)

my house with fruit and vegetable patches on the sides of the house. veg garden.

grass 41.2% (28/68)

grass. green lawn. lawn at front. thick green well kept grass. lots of grass. grass. lawn. a well manicured lawn. grass. grass. grass. grass. grass. green grass. it has grass. plain grass with a picnic table. grass. grass. green lawn. grass in the middle. grass on both side of the walkway. grass. lawn. all grass. mainly grass and a few shrubs. grass. house surrounded by lawn. mostly grass.

low maintenance 14.7% (10/68)

it contains flowers and plants that don't require too much attention. a landscape requiring low maintenance. easy to maintain. low maintenance. lots of vegetation that doesn't need much care,. so much less lawn. a simple easy care landscape. easy to maintain. easy to maintain. landscape that can take care of itself and look presentable.

mulch 5.9% (4/68)

wood chips in beds. mulch. mulch. my home, more wood chips instead of grass.

patio, deck, sitting area 4.4% (3/68)

deck. patio. a big patio. has front veranda with shrubs around it.

perennials 5.9% (4/68)

perennials. perennial flowers and the center is the seating area. perennials. 2 gardens with mainly perennials and flowering bushes.

plain, simple, boring 5.9% (4/68)

relatively boring. muted landscape. flat. plain. simple. small garden.

pomd, fountain 10.3% (7/68)

large pond. pond. has waterfalls at rear of property. hot tub. water fountain. pool. a rock garden with three water features. only thing I'd change is pond and fountain.

rocks 11.8% (8/68)

rocks. rock for filler. country like cobblestone. low stone wall surrounding rock garden. rocks along side. rocks. enormous stone. a rock garden with three water features. a rock garden with three water features. gravel covered yard, surrounded by evergreens.

same as ideal landscape 19.1% (13/68)

picture is the same as previous picture. essentially the same as ideal landscape. same picture as previous. this is the picture of the landscape which I love to have it. something I have now. ideal landscape for my home. green grass, same as previous picture. this is supposed to be my existing home. my house as it is right now. very much same as we have now. see my last picture. same as previous picture #48. same as previous drawing, line of shrubs, trees, flowers in between.

trees, shrubs 38.2% (26/68)

3 beautiful maple trees. trees. shrubs. tree. one tree. a few trees. trees. couple of trees. fruit trees. trees. two trees. low hedge. trees. trees. evergreen/maple. trees with low shrubs. trees to the back. 2 trees. trees. a japanese maple on the left and a pom pom to the right. shrubs. fruit trees. japanese maples. mainly grass and a few shrubs. gravel covered yard, surrounded by evergreens. has front veranda with shrubs around it. trees at front. hedge to divide property. lot of trees and colour. open space with plenty of trees.

walkway 8.8% (6/68)

paved walkway. high end finish interlock. pathway. concrete slabs in pathway. walkway just concrete slabs. interlocking walkway.

watering 2.9% (2/68)

in ground sprinklers for lawn. soaker hoses for beds. my garden has all the way water sprinklers.

Total: 226.5% (154/68)

58. What are the two most important elements or aspects of your sustainable landscape?

4.4% (3/68)

interlocking. cleaning the pool. .

constraints 4.4% (3/68)

availability of time. tools and materials. constraints. affordable. attainable.

design, plan 8.8% (6/68)

well plan. layout of flowers. what flowers to use. small lawn. walls. slope of land, drainage. good for the environment.

driveway 4.4% (3/68)

interlocking driveway. asphalt driveway (straight). driveway is regular concrete/asphalt.

durable 4.4% (3/68)

renewable. durable. excellent potential to survive one season after next.

flowers, colour 11.8% (8/68)

colourful plants. flowers. pond. flowers. garden/flowers. colour. flowers. flowers.

garden 4.4% (3/68)

garden. vegetable garden. garden all around the house.

grass 30.9% (21/68)

green grass. grass. green grass. lawn. lawn. grass. lawn. green grass. grass. grass. grass
-ensure proper watering. green grass. green lawn. grass. grasses. full green lawn. lawn.
easy to mow/all grass. grass. grass, as above. lawn.

lighting 2.9% (2/68)

lighting. lighting.

looks good 11.8% (8/68)

to feel you are surround by beauty. maintaining the look. clean, tidy. looks good for what property we have. keeping the plants and flowers alive. colourful right now, to us it look great. natural looking. healthy. flowering bushes.

low maintenance 14.7% (10/68)

low maintenance. low maintenance. does not require too much maintenance, or replanting. easy to maintain. one planted/established minimal yearly work needed. to be easy to maintain. low maintenance. water only gardens. minimal maintenance. easy access for watering. easy to cut grass. easy to maintain.

mulch 5.9% (4/68)

wood chips in beds. mulched beds. mulch. wood chips.

patio, deck 1.5% (1/68)

deck. patio.

perennials 5.9% (4/68)

perennials. perennials. perennials. perennials.

pond 4.4% (3/68)

pond. pond. water features.

rocks 4.4% (3/68)

rocks. stone wall. rocks. flower/rock garden.

sprinkler system 2.9% (2/68)

sprinkler system. sprinkler system/soaker hoses.

trees 38.2% (26/68)

trees. trees. trees. trees/shrubs. trees. tree. trees. trees. trees. good trees. trees. trees.
more trees (maples,oaks), more evergreens. trees. water only trees. trees. japanese maple. fruit trees. two big fruit trees. evergreens. trees. adding more trees and plants.
adding fruit trees. trees/bushes. hedge. trees/shrubs. trees (fruit), ? each other, no ?.

walkways 5.9% (4/68)

walkway. accessible walkway. pathways. walkway.

waterfall 2.9% (2/68)

I have introduced a waterfall and hot tub. water fountain.

Total: 175.0% (119/68)

59. Use up to three words to describe the feelings and emotions evoked by your drawing.

14.7% (10/68)

investment. vibrant. closeness. subtle. delicate. nice. laziness. interesting. . outdoor time.

beauty 16.2% (11/68)

beauty. paradise. beautiful. beauty. beauty. pretty. beautiful. oasis. beautiful lawn and flowers. beauty. beautiful.

clean & tidy 5.9% (4/68)

clean. tidy. clean. neat organized. organized.

colourful 2.9% (2/68)

colourful. colourful.

comfort, warm 10.3% (7/68)

comfortable. comfortable. comfort. warm. comfortable. comfort. comforting. comfortable.

easy maintenance 13.2% (9/68)

easy maintenance. easy. less hard work, more time for other things. low maintenance is good. less work. low maintenance. less work. little work. easy clean up. low maintenance.

enjoy 4.4% (3/68)

enjoyable. entertain. enjoyment.

good 5.9% (4/68)

good. feeling great. good, makes me feel good. good, not bad.

green 4.4% (3/68)

lush. green. healthy. green.

love it 4.4% (3/68)

passion. I love this. we love it.

low cost 2.9% (2/68)

cost effective. low cost maintenance.

natural 4.4% (3/68)

natural. natural. more nature friendly.

negatives 16.2% (11/68)

unattractive looking. too simple. poor drawing. cosmetically appeasing. boring. not so pretty. sad. colourless. sadness. cold. anger. boring. blah. slightly depressing. average. lacking. less colour. depression. anxiety.

peaceful, relaxing, tranquil 29.4% (20/68)

peace. calm. tranquility. relaxing. peacefulness. peace. soothing. peaceful. peaceful. peaceful. peace of mind. peace. relax. peaceful. peace. peaceful. calm. a place to relax. peace. solitude. tranquility. tranquility. relaxing. peaceful. relaxing. peace. tranquility.

pride, success 10.3% (7/68)

pride. success. accomplishment. pride. pride. proud. rewarding. proud. pride.

responsible, practical 7.4% (5/68)

responsible. practical. low carbon footprint. attainable. should work. that we care about our property.

happy, satisfied, content 22.1% (15/68)

content. happiness. bliss. joy. satisfaction. content. pleasing. happiness. happy. happy. pleasing. contentment. satisfaction. happy. satisfaction. joy. satisfying. fulfillment. satisfaction. happiness.

APPENDIX II

interlock bricks and stone, gardens and garden walls. Y, easy maintenance. Y, maintenance. Y, easy maintenance. Y, needs very little work to keep it looking good. Y, I am working on it so I can make it easy. Y, it seems pretty good except for a few weeds. Y, not too many trees and plants to take care of. Y, most plants and flowers are annuals that can require little or maintenance. Y, I enjoy taking care of it.

Y-fits our plan 10.3% (7/68)

Y, we have achieved pretty much what we intended aside from the lawn work. Y, just need constant care but have enough items I like. well plan. Y, mostly sustainable, some tough soil, old plants. Y, we have built it up over the years and now we are in maintenance mode. Y, mostly have made it according to what I want. Y, it is the same as the picture, it was done professionally.

Y-grass 4.4% (3/68)

Y, grass is thick. Y, green grass relax. Y, grass keeps on growing.

Y-established 11.8% (8/68)

Y, mature lot with established healthy lawn, trees and bushes. green. Y, mostly sustainable, some tough soil, old plants. Y, it is very natural right now, old large lot. Y, a sufficient amount of evergreen and deciduous trees as well as shrubs. Y, it is full of perennials, shrubs, mature trees. Y, I think it will easily be there 20-30 years from now. Y, very little grass and flowers to maintain.

Y-perennials 7.4% (5/68)

Y, all plants are perennials. Y, because it is mostly interlock surrounded by perennials and corners of potted flowers. Y, I try and plant a variety of flowers that come up at all times, cut grass regularly. Y, it is full of perennials, shrubs, mature trees. Y, we have been planting more perennials over the past few years.

Y-simple 5.9% (4/68)

Y, simple. Y, it is simple but at the same time will last me quite a few years. Y, very basic, but looked after. Y, I have little landscaping.

Y-sprinkler system 2.9% (2/68)

Y, but could be better with sprinkler system (low maintenance). Y, we could put in an in ground system.

Y-time available 2.9% (2/68)

Y, we're retired and need things to do. Y, if time and care is taken it is sustainable.

Y-well kept 7.4% (5/68)

Y, well maintained. Y, presentable. Y, well kept. Y, it is well kept, tidy. Y, it is maintained professionally. Y, I try and plant a variety of flowers that come up at all times, cut grass regularly.

Total: 123.5% (84/68)

Opportunities/Constraints

66. On a scale of 1 to 10 rate the appeal of the landscape in picture 1

1 1.5% (1/68)

0.

10 11.8% (8/68)

10. 10. 10. 10. 10. 10. 10. 10.

2 5.9% (4/68)

2. 2. 2. 2.

3 5.9% (4/68)

3. 3. 3. 3.

4 7.4% (5/68)

4. 4. 4. 4. 4.

5 13.2% (9/68)

5. 5. 5. 5. 5. 5. 5. 5. 5.

6 7.4% (5/68)

6. 6. 6. 6. 6.

7 19.1% (13/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 20.6% (14/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 7.4% (5/68)

9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 6.5 (444/68), Mode: 8

67. rate picture 2

1 1.5% (1/68)

1.

10 17.6% (12/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

2 1.5% (1/68)

2.

3 1.5% (1/68)

3.

4 4.4% (3/68)

4. 4. 4.

5 10.3% (7/68)

5. 5. 5. 5. 5. 5. 5.

6 17.6% (12/68)

6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6.

7 11.8% (8/68)

7. 7. 7. 7. 7. 7. 7. 7.

8 23.5% (16/68)

8. 8. 8. 8. 8. 7.5. 8. 8. 8. 8. 8. 8. 8. 8. 8. 9.

9 10.3% (7/68)

9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.2 (492/68), Mode: 8

68. For the picture of the landscape you gave the higher rating, briefly explain why.

1.5% (1/68)

#2, there is maintenance to do and that what I enjoy.

1-appearance 7.4% (5/68)

#1, looks neat, luxurious, well kept and spacious. #1, the lawn is beautiful, green and healthy, bushes neat and tidy. #1, look clean and well kept, nice to look at. #1, neat, nice street appeal, low maintenance. #1, the grass is beautiful and the shrubs are a nice size and trimmed.

1-clean & neat 32.4% (22/68)

#1, simple, neat. #1, clean, simple, not busy. #1, it is not too cluttered like #2, clean and appealing. #1, it's very tidy and well maintained, organized. #1, very neat, organized tidy and green. #1, well manicured lawn neatly presented and not a busy outlook. #1, looks neat, luxurious, well kept and spacious. #1, neat, green healthy. #1, the lawn is beautiful, green and healthy, bushes neat and tidy. #1, looks clean and neat, well kept. #1, neat, tidy, clean appearance. #1, neat and clean, well cared for property. #1, look clean and well kept, nice to look at. #1, neat and well kept, very tidy and appealing. #1, neat, nice street appeal, low maintenance. #1, looks clean. #1, really tidy looking house/garden. #1, clean, basic. #1, it has a cleaner look and more manicured. #1, looks well kept and clean. #1, I like simplicity and clean lines. #1, neat, calm, organized, not too busy.

1-green healthy lawn 4.4% (3/68)

#1, I like it more, prefer more grass than rocks. #1, neat, green healthy. #1, love the space to move about.

1-less maintenance 5.9% (4/68)

#1, simple, easy to maintain. #1, neat, nice street appeal, low maintenance. #1, not as much work. #1, less maintenance.

2-beautiful 4.4% (3/68)

adds beauty. #2, beautiful. #2, beautiful.

2-looks good 16.2% (11/68)

more appeal. #2, I like the overall look/appearance. #2, looks good. #2, visual appeal, stimulating. #2, looks richer adds to curb appeal. #2, more appealing for shrubs and flowers. #2, neat, clean, arranged. #2, love the rock garden and the evergreens. #2, plants give warm feeling, attractive within rock garden setting. #2, lots of green it makes your home excited, gives nice appeal. #2, looks, house value, appealing.

2-natural, sustainable 17.6% (12/68)

#2, use of rocks and natural look. #2, looks more natural, less manicured. #2, it has a reflection of nature untouched. #2, look sustainable. natural. nature. #2, I love the natural appearance. #2, it looks more natural and that is what I enjoy about the outdoors,nature. #2, far more interesting, will attract wildlife. natural grasses, rock formations. natural. #2, shows vigour and life.

2-variety, colour 33.8% (23/68)

#2, detailed, more than just lawn and a path. #2, textures are varied, rocks/flowers/shrubs. #2, looks more creative/took more effort. #2 because it has more colour and character. #2, more interest, rocks, more color, variety. #2, it is alive with flowers, trees and grass. colour. colourful, variety. combination of rock, flower, plant. #2, many flowers. #2, the rocks and shrubbery break up the barrenness of the

landscaping. #2, it has colour and it doesn't look plain. #2, shows a bit of colour. #2, contrast, multidimensional. colour. #2, I like the foundation planting around the house, perennials in front. #2, landscape has rocks, more flowers, trees. #2, interesting, at the back of the house this can be done. colourful rocks, tall shrubs and lighting. #2, looks richer adds to curb appeal. #2, far more interesting, will attract wildlife. #2, more variety. #2, looks more colourful. colourful.

both are appealing 4.4% (3/68)

#1, less lawn and lot more trees for fruit and veg/shrub gardening. same rating, both are good and appealing. #2, pic#1 is beautiful, also #2 is quite different.

Total: 127.9% (87/68)

69. For the landscape picture of the landscape you gave the lower rating, briefly explain why.

5.9% (4/68)

#1, very simple approach, nice and clean. same rating, both good and appealing. #1, it is a substantial landscape, basic grasses and trees. #1, it planted and your done. not much more work to do.

high maintenance, too much time 19.1% (13/68)

#2, too much lawn, too much grass to cut. #2, requires more time. #1, beautiful and neat but needs much maintenance. #2, take a lot of time to take care. #1, its plain and grass is high maintenance. #1, more suitable for offices, more manicured look. #2, more work, more risk of weeds. #2, too much maintenance, too many rocks. #1, I see lots of on going work, looks too contrived. #2, not my taste, too fancy, too much work. #2, too much work. #2, requires a lot of maintenance. #2, too much maintenance.

not visually appealing 5.9% (4/68)

#2, not enough colour. #1, too neat and tidy, does not look natural. #2, depending on the home and area, this look is not suitable for all city type homes. #2, too much rocks.

plain, boring, sterile 47.1% (32/68) I get 31/68 or 46%

#1, not much colour or variety. #1, not as much detail. #1, very neat but boring. #1 because it is very simple and plain, no character. #1, looks like 70% of homes out there, beautiful lawn, but plain. #1, very nice too, needs more colour. #1, it is very plain and has no appeal. #1, boring. #1, neat, green, but plainer. #1, its just the grass. #1, sterile, no character. #1, no flowers. #1, the landscaping is stark and doesn't have any special appeal. #1, it doesn't have colour only green. #1, boring and uninspiring. #1, looks like my neighbours, flat monochromatic, boring. #1, its plain and grass is high maintenance. #1, plainer appearance, still OK. #1, too simple, lots of green grass. #1, looks clean, uncluttered but a little too simple. #1, looks bland, no colour. #2, too crowded and messy. #1, it need some white border with brick or stone. #1, too much grass. #1, bland and boring, but very neat. #1, almost like a golf course, boring. #1, a little plain but I like it too. #1, very bare, no colour, lacks warmth. #1, too plain, no colour. #1, looks a bit too manicured. #1, plain, not attractive. #1, looks boring and too neat.

too busy, cluttered 32.4% (22/68)

#2, too busy. #2, too busy. #2, too cluttered, don't know where to look first. #2, looks a bit messy and overgrown. #2, too cluttered. #2 looks a bit busy and unkept. #2, bit clumsy and lot stone. #2, too much plants, looks messy. #2, looks too wild, not well kept, messy. #2, not much space to move around. #2, garden looks messy, too many bushes. #2, it has too much going on, I'm not big on rock gardens. #2, look too messy and harder to maintain. #2, too busy. #2, too much clutter. #2, quite messy looking. #2,

APPENDIX II

looks a little too wild and messy for me. #2, looks a little messy. #2, too much clutter.
#2, too much things are going on, it looks messy. #2, too busy and wild for me, but still
pretty. #2, too much activity.

Total: 110.3% (75/68)

70. On a scale from 1 to 10, rate the appeal of the driveways in picture 1.

1 4.4% (3/68)

1. 1. 1.

10 4.4% (3/68)

10. 10. 10.

2 5.9% (4/68)

2. 2. 2. 2.

3 7.4% (5/68)

3. 3. 3. 3. 3.

4 11.8% (8/68)

4. 4. 4. 4. 4. 4. 4. 4.

5 14.7% (10/68)

5. 5. 5. 5. 5. 5. 5. 5. 5. 5.

6 14.7% (10/68)

6. 6. 6. 6. 6. 6. 6. 6. 6. 6.

7 25.0% (17/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 5.9% (4/68)

8. 8. 8. 8.

9 5.9% (4/68)

9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 5.7 (385/68), Mode: 7

71. Rate driveway picture 2

1 1.5% (1/68)

1.

10 1.5% (1/68)

10.

2 4.4% (3/68)

2. 2. 2.

3 7.4% (5/68)

3. 3. 3. 3. 3.

4 14.7% (10/68)

4. 4. 4. 4. 4. 4. 4. 4. 4. 4.

5 29.4% (20/68)

5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.

6 11.8% (8/68)

6. 6. 6. 6. 6. 6. 6. 6.

7 14.7% (10/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 13.2% (9/68)

8. 8. 8. 8. 8. 7.5. 8. 8. 8.

9 1.5% (1/68)

9.

Total: 100.0% (68/68), Mean: 5.5 (371/68), Mode: 5

72. Rate driveway picture 3

1 1.5% (1/68)

1.

10 11.8% (8/68)

10. 10. 10. 10. 10. 10. 10. 10.

2 1.5% (1/68)

2.

4 4.4% (3/68)

4. 4. 4.

5 7.4% (5/68)

5. 5. 5. 5. 5.

6 2.9% (2/68)

6. 6.

7 14.7% (10/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 32.4% (22/68)

8. 8.

9 23.5% (16/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.7 (522/68), Mode: 8

73. Rate driveway picture 4

1 13.2% (9/68)

1. 1. 0. 1. 1. 1. 1. 1. 1.

10 2.9% (2/68)

10. 10.

2 8.8% (6/68)

2. 2. 2. 2. 2. 2.

3 13.2% (9/68)

3. 3. 3. 3. 3. 3. 3. 3. 3.

4 19.1% (13/68)

4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4. 4.

5 8.8% (6/68)

5. 5. 5. 5. 5. 5.

6 10.3% (7/68)

6. 6. 6. 6. 6. 6. 6.

7 8.8% (6/68)

7. 7. 7. 7. 7. 7.

8 8.8% (6/68)

8. 8. 8. 8. 8. 8.

9 5.9% (4/68)

9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 4.7 (318/68), Mode: 4

74. For the driveway you gave the highest rating, briefly explain why.

5.9% (4/68)

#4, affordable. #2, black asphalt with cobblestone at the edges, very appealing. #3, it is functional. .

1-boring 2.9% (2/68)

#1, subdued, does not stand out. #1, boring but simple.

1-clean, elegant 10.3% (7/68)

#1, it is long and the sides/lawn is not cluttered. #1, clean concrete, understated elegance. #1, it's outstanding. #1, appears to be even. #1,2 clean look. #1, looks clean. #1, its like my home, it looks elegant.

2-clean 2.9% (2/68)

#1,2 both look very maintainable, clean and basic. #1,2 clean look.

3-clean, neat & tidy 35.3% (24/68)

#3, clean look. #3, very clean looking and complete. #3, looks clean and neat. #3, clean cut. #3, it's clean looking, well maintained. #3, interlocking, well kept. #3, interlocking, well kept. #3, it's a very clean look, very even. #3, good condition. #3, clean and tidy, well kept. #3, neat, clean. #3, neat, clean, very level. #3, clean. #3, it looks clean. #3, the interlock is well kept. #3, more neatly appearing. #3, look well kept and clean. #3, very clean lines, tidy. #3, neat. #3, looks neat and my kid can play sports still. #3, extremely tidy. #3, it is the neatest. #3, looks well kept and clean. #3, it looks neat and no moss is growing in between the cracks. #3, clean lines and clean looking.

3-looks good, curb appeal 51.5% (35/68)

#3, makes the front look bigger. #3, eye catching. #3, the texture makes it more appealing to look at. #3, look very presentable. #3, looks nice. #3, decorative. #3, nice colour and design. #3, adds contrast and color to the white house. #3, like the look of it better. #3, very eye catching, different/distinctive. #3, looks expensive. #3, look more complex. #3, attractive. #3, character. #3, colour, texture is attractive and appealing. #3, it adds to the house appearance. #3, looks nice, increases face value of house. #3, interlock enhance properties value and imagine. #3, more attractive. #3, different. #3, interlock looks good. #3, nice to look at. #3, nice street appeal. #3, looks fresh, new. #3, look good and straight level. #3, has appeal to the eye. #3, attractive. #3, good look, good craftsmanship. #3, the most attractive. #3, classiest looking. #3, compliments the house. #3, unique design, original, creative. #3, looks. #3, it look nicer, more welcoming. #3, it is beautiful, has patterns but is still plain.

4-natural look, beauty 16.2% (11/68)

#4, has a nature look and unique. #4, good plan, natural look and green. #4, this is a lot like any ultimate driveway, very nice and unique. #4, the flagstones come alive with the grass in between, flowers add beauty. #4, unique, colourful, variety, country look. #4, the way it look. #4, looks fantastic and natural, good taste. #4, I like the colour and multidimensional aspects of flagstone. #4, included more interest, grasses etc. #4, looks more natural and organic. #4, looks natural and part of scenery.

durable 4.4% (3/68)

#2, long lasting, durable, handles adverse weather better than others. #4, durable. #1, I believe it would last longer than the others.

easy maintenance 8.8% (6/68)

#3, easy maintenance. #3, easy to keep clean. #1, easy to maintain. #1,2 low maintenance. #1,2 low maintenance. #1, little maintenance. #3, utility, low maintenance.

Total: 138.2% (94/68)

75. For the driveway you gave the lowest rating, briefly explain why.

8.8% (6/68)

#2, confused and no trees. #3, too many bloody weeds will take over all those cracks. #2,4 pic#2 patchy and poor workmanship, incomplete. #3, interlock looks cheap and doesn't match house. . #3, too neat, unimaginative.

1-plain, boring, old 23.5% (16/68)

#1, very dull and boring. #1, dull, cracked, does not catch eye. #1 and #4, needs redoing, plain. #1, hasn't ever been maintained, it looks like th builder's concrete. #1, bad elevation, looks washed out, unkept. #1, asphalt ruined along sides, needs new sealing. #1, it is very plain. #1, plain, boring, functional but not attractive. #1,2 old, cracked. #1, looks bad, not kept well. #1, plain. #1, it looks bland (ugly). #1, seems just functional as most in neighbourhoods. #1, it looks older and that the owners do not really take care of. #1, looks too boring. #1, faded, old, tired looking.

2-boring, cheap, plain 7.4% (5/68)

#2, looks like a cheap parking lot, boring. #2, just the typical driveway with asphalt coating. #2,4 not appealing. #2, lower properties value. #2,4 pic#2 patchy and poor workmanship, incomplete.

2-dirty, unkept, old 13.2% (9/68)

#2, looks shabby, because of gravel strip near road. #2 and #4, both look unkept. #2, look dirty. #1,2 old, cracked. #2, the colour turns gray and doesn't make the house look nice. #2,4, pic#2 really stands out and looks rough. #2,4 looks unkept, growth between stones. #2, looks like it can get quite messy and require a lot of maintenance. #2, too busy to look at, work to upkeep.

4-impractical 8.8% (6/68)

#4, no access to the garage. #4, it is narrow. #4, doesn't look like a driveway. #4, it does not appear I could park my car in driveway. #4, nice but totally impractical, esp if you own a car. #4, cannot park the car.

4-messy, unkept 51.5% (35/68)

#4, too busy, looks untidy. #4, badly maintained. #2 and #4, both look unkept. #1 and #4, needs redoing, plain. #4, too wild looking, too natural. #4, looks unkept. #4, looks badly maintained. #4, the sides are too busy, cluttered. #4, looks messy and hard to maintain. #4, it could use a makeover, old/outdated. #4, looks damaged and unkept. #4, messy, no curb appeal, overgrown. #4, looks ugly, grass growing up in between. #4, too much character. #4, grass looks like its overgrown and need of repair. #4, not well maintained. #2,4 not appealing. #4, looks shabby and unkept. #2,4, pic#2 really stands out and looks rough. #4, messy. #4, not impressive, grass growing between slabs. #4, does not look good, seems poorly kept. #2,4 looks unkept, growth between stones. #4, very messy and not attractive. #4, messy looking, not neat at all. #4, looks bumpy, old. #4, not maintained and not clean. #4m really messy, weeds between the stones. #4, looks quite abandoned. #4, to many weeds will grow between stock. #4, I can just imagine the weeds you have to pull out. #2,3,4 same rating, pic#4 looks like weeds growing in it. #4, too cluttered, looks more like a path. #4, most is growing in between the cracks. #4, the grass is showing through, poorly maintained.

Total: 113.2% (77/68)

**76. Where do the downspouts from your home's eaves troughs go to?
into the ground 51.5% (35/68)**

1. 1. 1. 1. 1. 1,2. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1. 1, 3 -rain barrel. 1,2. 1. 1. 1. 1. 1,2. 1. 1. 1.
1. 1. 1,2. 1. 1. 1. 1. 1.

onto my property 47.1% (32/68)

2. 2. 2. 2. 1,2. 2. 2. 2. 2. 2. 2. 2. 2. 2,3 -rain barrel. 2. 2. 1,2. 2. 2. 2. 1,2. 2,3 -onto lawn. 2.
2. 2. 2. 1,2. 2. 2. 2. 2. 2.

other (please specify) 10.3% (7/68)

3, they are underground and come up out of the lawn. 2,3 -rain barrel. 3, concrete catchment. 1, 3 -rain barrel. 3, mixed. 3, garden. 3, to drain system.

Total: 108.8% (74/68)

**77. On a scale of 1 to 10, rate the appeal of picture 1 for drainage from your downspouts.
(1 is low, 10 is high)**

2.9% (2/68)

..

1 4.4% (3/68)

1. 1. 1.

10 4.4% (3/68)

10. 10. 10.

2 7.4% (5/68)

2. 2. 2. 2. 2.

3 8.8% (6/68)

3. 3. 3. 3. 3. 3.

4 8.8% (6/68)

4. 4. 4. 4. 4. 4.

5 16.2% (11/68)

5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.

6 11.8% (8/68)

6. 6. 6. 6. 6. 6. 6. 6.

7 13.2% (9/68)

7. 7. 7. 7. 7. 7. 7. 7. 7.

8 16.2% (11/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 5.9% (4/68)

9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 5.7 (375/66), Mode: 5, 8

78. Rate the appeal of picture 2 (downspouts)

2.9% (2/68)

..

1 2.9% (2/68)

1. 1.

10 14.7% (10/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

2 4.4% (3/68)
2. 2. 2.

3 8.8% (6/68)
3. 3. 3. 3. 3. 3.

4 2.9% (2/68)
4. 4.

5 14.7% (10/68)
5. 5. 5. 5. 5. 5. 5. 5. 5. 5.

6 14.7% (10/68)
6. 6. 6. 6. 6. 6. 6. 6. 6. 6.

7 13.2% (9/68)
7. 7. 7. 7. 7. 7. 7. 7. 7.

8 13.2% (9/68)
8. 8. 8. 8. 8. 8. 8. 8. 8.

9 7.4% (5/68)
9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 6.4 (424/66), Mode: 10, 5, 6

79. Rate appeal of picture 3 (downspouts)

1.5% (1/68)
.

10 14.7% (10/68)
10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

2 1.5% (1/68)
2.

3 4.4% (3/68)
3. 3. 3.

4 4.4% (3/68)
4. 4(?) . 4.

5 8.8% (6/68)
5. 5. 5. 5. 5. 5.

6 10.3% (7/68)
6. 6. 6. 6. 6. 6. 6.

7 19.1% (13/68)
7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 23.5% (16/68)
8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 11.8% (8/68)
9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.3 (486/67), Mode: 8

80. Rate appeal of picture 4 (downspouts)

2.9% (2/68)
..

1 2.9% (2/68)

- 1. 1.
 - 10 2.9% (2/68)**
10. 10.
 - 2 7.4% (5/68)**
2. 2. 2. 2. 2.
 - 3 8.8% (6/68)**
3. 3. 3. 3. 3. 3.
 - 4 13.2% (9/68)**
4. 4. 4. 4. 4. 4. 4. 4. 4.
 - 5 20.6% (14/68)**
5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.
 - 6 14.7% (10/68)**
6. 6. 6. 6. 6. 6. 6. 6. 6. 6.
 - 7 17.6% (12/68)**
7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.
 - 8 7.4% (5/68)**
8. 8. 8. 8. 8.
 - 9 1.5% (1/68)**
9.
- Total: 100.0% (68/68), Mean: 5.3 (349/66), Mode: 5

81. For the drainage option or options you gave the highest rating, briefly explain why.

- 2.9% (2/68)**
..
- 1-natural look 13.2% (9/68)**
#1, stones meld with downspout, looks connected and part of natural landscape. #1, has nature appeal, filters water back to ground. #1,3 not very noticeable, #3 hidden by tree, colour blends in. #1, visually appealing. #1, excellent and creative, gets water away from building and replenishes gardens. #1, it would not be as noticeable. #1, I love the river rock and it drain into the garden. #1,3 #1 is decorative, #3 is transparent to the house. #1, look more natural and utilizes water better in the landscaping.
- 1-practical, good water drainage 8.8% (6/68)**
#1 and #3, the water gets soaked up in the gravel and causes no overwatering to plants and grass. #1, has nature appeal, filters water back to ground. #1, excellent and creative, gets water away from building and replenishes gardens. #1, I love the river rock and it drain into the garden. #1, look more natural and utilizes water better in the landscaping. #1, very ? to guide water away from house.
- 2-attractive, hidden 7.4% (5/68)**
#2, the drainage is hidden, not an eyesore. #2, it hide the drains. #2, most attractive and eco friendly. #2,3 look water is not wasting. #2, it is neat and tidy, water is contained.
- 2-eco-friendly, conserving 23.5% (16/68)**
#2, water can be reused from tank for gardening. #2, love the idea of sving the water for use later. #2, this method capture rainwater which can be used to water flower etc/environmentally friendly. #2, conserves water for other uses, enviro friendly and practical. #2, good use of water management, less erosion. #2, most attractive and eco friendly. #2, I can use this water to water my flowers and lawn. #2, good way to conserve and use appropriately. #2, rain barrels allow me to water my gardens. #2,

collecting rainwater to water your garden saves money and no chemicals in water. #2, re use of water. #2, I love the `green' value of the rain barrel. #2, to keep rainwater for watering. #2, you can use the water for your garden, more practical. #2,3 look water is not wasting. #2, I can reuse the water the way I choose.

3-easy to maintain 4.4% (3/68)

#3,4 it drain on the grass you don't need to worry its going to wreck anything. #3, it is the easiest to take care. #3, easy to maintain, its what I am used to.

3-good water drainage 22.1% (15/68)

#3, will not erode land. #1 and #3, the water gets soaked up in the gravel and causes no overwatering to plants and grass. #3, the water will naturally irrigate the garden. #3, no further maintenance/action is required, water returned to environment. #3, no maintenance required, a heavy rainfall will not disturb landscaping. #3 because the grass looks healthier. #3, environmental and looks. #2,3 look water is not wasting. #2,3 look water is not wasting. #3, it looks like water is put to use without effort. #3, the runoff from rain and snow etc will enhance landscaping. #3, water is going directly into soil. #3, use water for garden without effort. #3, it seems eco friendly for the water to go in the garden. #3, easily utilizing rain water to water my lawn and garden. #3, recycling water into the garden.

3-hidden, discrete, neat & tidy 27.9% (19/68)

#3, neat look, downspout hardly can be seen. #3, drainage is blended into the landscaping, well hidden. #3, looks very tidy. #3, hidden behind a well manicured garden. #3, it's not obvious, hidden, discreet. #3, incorporated with landscape, almost hidden. #3, it does not stand out, part of the landscape. #3, looks interesting, never seen it before. #3, looks clean and unobtrusive. #1,3 not very noticeable, #3 hidden by tree, colour blends in. #3, it looks neat and is not bulky. #3, tidier. #3, clean, out of the way, unnoticeable. #3, no mess, out of the way. #3, hidden in ground. #1,3 #1 is decorative, #3 is transparent to the house. #3, looks the best. #3, you cannot see the downspout and it looks great. #3, blends in with surroundings, doesn't stand out.

4-simple, waters lawn 8.8% (6/68)

#4, drainage goes to grass/lawn which is good. #3,4 it drain on the grass you don't need to worry its going to wreck anything. #4, moisture for lawn/garden minimizes water through system. #4, water the lawn, use the rain for the lawn. #4, simple. #4, it's what our drains are at home.

Total: 119.1% (81/68)

82. For the drainage option or options you gave the lowest rating, briefly explain why.

1.5% (1/68)

#3,4 pic#3 water goes to sewer, pic#4 causes soil erosion.

1-messy 30.9% (21/68)

#1, looks messy. #1,4, too visible, takes away from beauty of house. #1,4, rainfall may cause landscaping to move or shift, soak grass so can't walk on. #1 because the plants and grass look as if they were dying. #1, form fungus, muddy and smell. #1, grotesque, not easy on the eyes. #1,2 it will wreck your landscape. #1, it accentuates the run off. #1, it will make it look messy. #1, hazardous. #1 messy. #1, looks unfinished. #1, too messy in a rock bed. #1, messy. #1,4, water is going out of control, could make mess. #1, quite messy. #1, slope of property forced owner to take it and landscape it. #1, too difficult to keep tidy and maintain. #1, it looks messy. #1, don't like those stones. #1, didn't like the look of the box and couldn't quite picture the first pic.

1-wastes water 8.8% (6/68)

#1,2 drainage goes to sewage, waste of water. #1, wasted water. #1, doesn't allow use of the rainwater. #1, water is draining into the rocks which don't need water. #1, water is pretty much wasted. #1, it serves no real purpose besides for looks.

2-good idea 4.4% (3/68)

#2, ugly bin/attachment, saves water, but so what!!. #2, good idea. #2, even though it's a good idea, the barrel is not nice looking.

2-negatives 11.8% (8/68)

#1,2 drainage goes to sewage, waste of water. #1,2 it will wreck your landscape. #2, bugs hazardous, storage water not good. #2, it need the most care as the barrel would need to be cleaned. #2, have to empty barrel. #2,4 can flood basement, Ok for grass. #2, I don't understand having water collected when it could help the environment. #2, I don't know where the water is going to.

2-ugly, eyesore 11.8% (8/68)

#2, it's an eyesore, in the middle of a nice garden theres this big black thing. #2, ugly bin/attachment, saves water, but so what!!. #2, ugly bin/attachment, saves water, but so what!!. #2, don't like the looks of. #2, appearance of rain barrel. #2, makes it too obvious, large bucket. #2, even though it's a good idea, the barrel is not nice looking. #2, even though it's a good idea, the barrel is not nice looking. #2 don't like the rain barrel. #2, look ugly and get in the way.

3-water into sewer 4.4% (3/68)

#3, water does land no good whatsoever. #3, water goes into sewer system instead of being recycled. #3,4 pic#3 water goes to sewer, pic#4 causes soil erosion.

4-sticks out 10.3% (7/68)

#4, sticks out of the home, in the way of grass cutting. #4, potential hazard of tripping. #4, downspout too long and in the way. #4, the spout sticks out onto the grass. #4 can trip over pipe. #4, tripping hazard. #4, could trip over it.

4-too much water in one place 23.5% (16/68)

#4, looks untidy and will erode land. #4, can create too much water in one area. #4 grass gets overwatered and damaged and will stay wet for longer periods of time. #4, too much water on one section of grass makes ground spongy and wet, invites insects. #4, water will just accumulate on property. #1,4, rainfall may cause landscaping to move or shift, soak grass so can't walk on. #4, will create muddy ground, uneven growth of grass. #4, waste of water. #4, impractical, floods yard, can run back to house. #4, will result in erosion of soil. #3,4 pic#3 water goes to sewer, pic#4 causes soil erosion. #4, not impressive, may leave a leaking basement. #1,4, water is going out of control, could make mess. #4, it is a waste of water and potential could damage foundation of home. #2,4 can flood basement, Ok for grass. #4, terrible way to use water, can hurt foundation.

4-ugly 14.7% (10/68)

#4, very unappealing, sparce. #4, looks too artificial, doesn't fit landscape. #4, looks untidy and will erode land. #4, looks ugly. #1,4, too visible, takes away from beauty of house. #4, too visible. #4, is very visible. #4, not very attractive. #4, seems too messy, maintenance required. #4, it looks ugly.

no answer 5.9% (4/68)

....

Total: 127.9% (87/68)

83. On a scale of 1 to 10, rate the appeal of the streetscape in picture 1.

- 1 1.5%** (1/68)
1.
 - 10 4.4%** (3/68)
10. 10. 10.
 - 2 2.9%** (2/68)
2. 2.
 - 3 1.5%** (1/68)
3.
 - 4 1.5%** (1/68)
4.
 - 5 16.2%** (11/68)
5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.
 - 6 16.2%** (11/68)
6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6.
 - 7 19.1%** (13/68)
7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.
 - 8 26.5%** (18/68)
8. 8.
 - 9 10.3%** (7/68)
9. 9. 9. 9. 9. 9. 9.
- Total: 100.0% (68/68), Mean: 6.8 (461/68), Mode: 8

84. Rate the appeal of streetscape in picture 2.

- 1 2.9%** (2/68)
1. 1.
 - 10 10.3%** (7/68)
10. 10. 10. 10. 10. 10. 10.
 - 2 2.9%** (2/68)
2. 2.
 - 3 4.4%** (3/68)
3. 3. 3.
 - 4 13.2%** (9/68)
4. 4. 4. 4. 4. 4. 4. 4. 4.
 - 5 8.8%** (6/68)
5. 5. 5. 5. 5. 5.
 - 6 13.2%** (9/68)
6. 6. 6. 6. 6. 6. 6. 6. 6.
 - 7 7.4%** (5/68)
7. 7. 7. 7. 7.
 - 8 29.4%** (20/68)
8. 8.
 - 9 7.4%** (5/68)
9. 9. 9. 9. 9.
- Total: 100.0% (68/68), Mean: 6.5 (445/68), Mode: 8

85. For the streetscape you gave the higher rating, briefly explain why.

5.9% (4/68)

#1, looks old city, blocked sunshine. #2, allows better parking space. #2, Don't like the 'elephant ears'.

1-lots of green 8.8% (6/68)

#1, green and natural. #1, lawns coming down to the street. #1, nice lawn with small perennial landscaping. #1, lots of green. #1, I like the greenery. #1, kept lawns.

1-mature trees 4.4% (3/68)

#1, an older more mature area, I like the way the trees are, not all in a straight line. #1, mature trees. #1, lots of aged trees, a mature look.

1-neat & clean 20.6% (14/68)

#1, looks more open and airy. #1, neat, orderly, shows pride. #1 because everything looks much better and healthier, clean. #1, it looks clean and open. #1, it looks neat and clean. #1, clean. #1, nicely manicured. #1, practical, low cost to maintain street. #1, cleaner looking. #1, leaves cleared away. #1, seems it is cleaned regularly. #1, clean street, clean and neat grass and trees. #1, neat, no fencing coming out onto the sidewalk. #1, it is neat.

1-wider road 17.6% (12/68)

#1, wider street. #1, wider streets for cars, more lights because not much trees, so safer. #1, nice well kept wide open, cars pass with good view. #1, safer for traffic. #1, looks like road wider. #1, makes more sense for traffic. #1, 2 way street. #1, it looks more real. #1, regular road, wide. #1, good for traffic. #1, I like how its open and not crowded. #1, wider street.

2-attractive 20.6% (14/68)

#2, plants instead of grass looks good. #2, looks welcoming, well maintained, cozy. #2, more detail. #2, curve in sidewalk is unique. #2, better planned, attractive. #2, attractive, looks established, good coverage. #2, easy to look at, calming. #2, very nice. #1, landscape is out of the road. #2 warmer than #1, more inviting to me. #2, it looks a little more interesting. #2, the scenery is beautiful. #2, makes the street look more like an individual driveway. #2, it is organized.

2-sidewalks on both sides 17.6% (12/68)

#2, sidewalk on both sides. #2, sidewalks on both sides. #2, sidewalks on both sides of street. #2, street has sidewalks making easier for pedestrians. #2, you could walk either side. #2, two sides of the street with sidewalks. #2, 2 sidewalk. #2, appealing walkways. #2, sidewalks on both sides of road, good for kids playing. #2, wider sidewalk. #2, trees create a nice canopy over the road. #2, sidewalk on both sides.

2-traffic calming 4.4% (3/68)

#2, the road becomes narrow providing safety, vehicles forced to slow down. #2, it has a calming zone, to slow traffic. #2, the speed measures too slow cars down.

2-trees 23.5% (16/68)

#2, more full, trees more mature. #2, more trees. #2, lots of trees. #2, the trees are not bushy and are smaller, neatly presented. #2, lots of trees. #2, I love the trees running between sidewalk and road. #2, like trees, regular intervals along blvd. #2, it is well treed, appealing. #2, trees overshadow the road and make it more attractive. #2, looks colourful with the trees. #2, more trees. #2, I like the tree lined street. #2, nice trees/roads. #2, trees are pleasing to the eye. #2, I like the canopy of trees. #2, the trees look like an umbrella, all the same.

same rating for both 2.9% (2/68)

same rating, indifferent. both same rating, both need more attention, trim, repair.

Total: 126.5% (86/68)

86. For the streetscape you gave the lower rating, briefly explain why.

10.3% (7/68)

#1, parking is right on the street. #1, looks like a nice mature neighbourhood, don't like slope on left of street. #1, looks nice, looks older but more natural. #2, Pic#2 is not representative, nice tree lined. . #1, it is a mix-match. #2, looks too symmetrical, neat.

1-1 sidewalk 13.2% (9/68)

#1, no sidewalk on one side, hydro wires detract. #1, no sidewalk on one side, both sides do not look even. #1, you could only walk one side. #1, one sidewalk. #1, one sidewalk. #1, only one walkway. #1, no sidewalk on one side. #1, it still nice but no sidewalk on the left. #1, sidewalks look narrow.

1-hydro wires 7.4% (5/68)

#1, no sidewalk on one side, hydro wires detract. #1, looks like older area with hydro lines above sidewalk. #1, wires are not appealing. #1, hydro poles/lines visible. #1, don't like seeing lamp posts and especially wires.

1-messy, unkempt+ 10.3% (7/68)

#1, the trees are too big, looks eerie. #1, too bushy, the trees take away the beauty and make street appear cluttered. #1, too bushy and scattered. #1, trees are scattered, grass next to walk is not trimmed. #1, messy. #1, looks too piled up. #1, looks unkept.

1-plain, boring 20.6% (14/68)

#1, more open. #1, very plain/boring. #1, very plain, just grass. #1, not as much detail. #1, nothing special to look at, not planned looking. #1, no appeal, very plain. #1, nothing there. #1, very ordinary, not much curb appeal. #1, very little trees. #1, it isn't as drawing or enticing but I like the single sidewalk and wide street. #1, not great,. #1, no character. #1, OK, clean. #1, sterile. #1, also beautiful, but not so picturesque. #1, just a normal street, nothing different.

2-dangerous for traffic 8.8% (6/68)

#2, streets too narrow, too dangerous, dark. #2, emergency vehicles, restricted access. #2, dangerous to traffic. #2, growth too close to road. #2, not safe at all. #2, driving will be a problem.

2-messy, dirty 20.6% (14/68)

#2, untidy. #2, no bliss or harmony in the picture. #2, not as picturesque, trees not as mature, but sidewalks nicer. #2, looks neglected, no pride. #2 because the dry leaves on the street, overgrown. #2, looks bad/dirty. #2, dirty. #2, the street is unkept. #2, too much maintenance. #2, messy. #2, do not like plants extended on road, leaves not cleared away. #2, messy, leaves on street. #2, seems that no one comes by to clean the street. #2, weeds and leaves, debris.

2-too narrow, congested 13.2% (9/68)

#2, I like the tall bush in foreground, but overall look is too close and congested. #2, it looks somewhat claustrophobic. #2, occupies half the road, unattractive. #2, only one car passes at a time. #2, don't like the fence onto the sidewalk. #2, landscape is coming to the road. #2, I don't really like the bushes on the road. #2, trees are too close together, too much shade. #2, too narrow and bushy, overgrown.

same rating 2.9% (2/68)

same rating, indifferent. both same rating, need more attention, trim, repair.

Total: 107.4% (73/68)

87. On a scale of 1 to 10, rate the appeal of the sidewalk landscape in picture 3.

10 10.3% (7/68)

10. 10. 10. 10. 10. 10. 10.

2 4.4% (3/68)

2. 2. 2.

3 2.9% (2/68)

3. 3.

4 8.8% (6/68)

4. 4. 4. 4. 4. 4.

5 16.2% (11/68)

5. 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.

6 11.8% (8/68)

6. 6. 6. 6. 6. 6. 6. 6.

7 13.2% (9/68)

7. 7. 7. 7. 7. 7. 7. 7. 7.

8 22.1% (15/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 10.3% (7/68)

9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 6.7 (455/68), Mode: 8

88. Rate the appeal of sidewalk landscape in picture 4.

1 1.5% (1/68)

1.

10 11.8% (8/68)

10. 10. 10. 10. 10. 10. 10. 10.

2 1.5% (1/68)

2.

3 2.9% (2/68)

3. 3.

4 4.4% (3/68)

4. 4. 4.

5 11.8% (8/68)

5. 5. 5. 5. 5. 5. 5. 5.

6 16.2% (11/68)

10. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6.

7 14.7% (10/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 20.6% (14/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 14.7% (10/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.0 (479/68), Mode: 8

89. For the sidewalk landscape you gave the higher rating, briefly explain why.

3-clean & neat 32.4% (22/68)

#3, simple and clean, new city look. #3, it was a cleaner look, much wider. #3, neat, orderly, clean. #3, looks neater. #3, the lawn is neatly presented and no shrubs/trees near walkway. #3 because it is cleaner and neater. #3, clean, continues, well maintained. #3, nice and clean, plain, easy access. #3, clean and open, neat and tidy. #3, it is nicely cut and clean. #3, clean, simple, easy to maintain. #3, the appearance is neat, less congested. #3, clean, crisp. #3, neat and wide sidewalk. #3, simple, no clutter. #3, neat, clean. #3, clean, wide. #3, simple, clean, easy to maintain. #3, this one is free of weeds, looks clean, no bugs/animals can hide. #3, it is well kept, grass trimmed and very green. #3, easy maintenance. #3, clear and less congested, looks safer.

3-nice looking 4.4% (3/68)

#3, more durable and nicer style. #3, look perfectly normal. #3, nice looking.

3-wide sidewalk 8.8% (6/68)

#3, sidewalk is wide and easy to walk/ride bike/stroller. #3, lots of room to walk. #3, possible for pedestrians to pass or walk side by side. #3, broad. #3, it is functional, path is clear. #3, easy to plow in winter.

4-beautiful, attractive 25.0% (17/68)

#4, beautiful. #4, well kept. #4, love the way the sidewalk runs through a garden on both sides. #4, it is appealing and alive with planted vegetation, rocks. #4, I like the various greenery and rock landscape. #4, beautiful, eye-catching. #4, appealing. #4, green plants. #4, has good curb appeal. #4, looks beautiful. #4, lots of green plants/trees adds to location. #4, more pleasant. #4, I like the greenery around the sidewalks. #4, less concrete, more greenery, bushes. #4, so attractive, like walking through a garden. #4, lots of green, this sidewalk landscape looks nicer. #4, look very appealing. #4, very scenic.

4-interesting, character 23.5% (16/68)

#4, lots of imagination, makes area bigger. #4, like the two tone and curves and narrow. #4, trouble take to landscape the garden. #4, nicely landscaped, welcoming. #4, very detailed landscape. #4, much more detail. #4, creativity. #4, good gardening and sidewalk pictures. #4, beds, wonderful interest. #4, interesting, variety. #4, nicely landscaped. #4, variety of plants, stones, warm, inviting. #4, being close to the plants as you walk by, fantastic. #4, really interest, looks like a lot of work though. #4, depth, artistic, thought and work went into it. #4, interesting. #4, it looks professionally done, has character.

4-natural 10.2% (6/68)

#4, looks more natural. #4, lots of nature aspect. #4, country feel. #4, natural. #4, #4, looks more natural with shrubs and plants around. #4, more like a hiking trail than a city sidewalk. #4, restful.

4-low maintenance 2.9% (1/68)

#4, low maintenance.. #4low maintenance.?

same rating 4.4% (3/68)

Same rating, both are nice, neat and manicured. same rating, neither appeals to me. same rating, both appealing as sidewalk is clean and clear.

Total: 110.3% (75/68)

90. For the sidewalk landscape you gave the lower rating, briefly explain why.

3-plain, boring 50.0% (34/68)

APPENDIX II

#3, very unappealing, plain, concrete. #3, too simple, boring. #3, too drab and flat. #3, pathway with grass on both sides, regular look. #3, too neat, needs colour/bushes. #3, no detail, plain. #3, very simple approach. #3, though clean, it looks so bare. #3, very flat. #3, looks plain. #3, no gardens, nothing to look at. #3, too plain. #3, plain, clean but very plain. #3, boring, plain, functional only. #3, there is no landscape, just the walkway. #3, plain and simple. #3, boring. #3, very ordinary, no curb appeal. #3, plain and boring. #3, boring. #3, nothing distracts from sidewalk. #3, plain. #3, too boring, not enough trees. #3, boring with a capital B, no character. #3, just plain concrete, clinical. #3, boring and bland, but neat. #3, can be anywhere, no interest. #3, boring, just a sidewalk. #3, too plain. #3, too sterile and plain looking. #3, very plain and unattractive. #3, liked it pretty well too, just more traditional/typical/common. #3, it is really boring, not much work went into it. #3, looks too conservative, not lifelike.

4-leads no where, unfinished 8.8% (6/68)

#4, it looks unfinished and harder to walk on, country feel. #4, it lead to nowhere. #4, poor job and incomplete. #4, looks OK but sidewalk ends onto adjoining road. #4, might mean extra walking to get where I need to go. #4, I don't know where it leads, is indirect.

4-narrow 11.8% (8/68)

#4, walkways are narrow and less accessible. #4, I like the landscape but the sidewalks are too narrow. #4, too narrow. #4, where would you put snow?. #4, narrow walkway, don't like shrubs. #4, narrow. #4, narrow. #4, not so easy to plow in winter.

4-too busy, messy 20.6% (14/68)

#4, too busy. #4, looks weedy, too busy. #4, looks too messy. #4, too busy. #4 because it is very cluster and unkept. #4, looks too messy, seems like over done with bushes and trees. #4, it looks messy and took much of it. #4, too congested looking. #4, cluttered. #4, same nice, but looks a little messy. #4, too busy. #4, too busy. #4, too much foliage around. #4, there is too much going on, looks messy.

4-too much work 5.9% (4/68)

#4, too much maintenance. #4, much more maintenance. #4, too much work. #4, too much work.

4-unsafe 2.9% (2/68)

#4, a good place to get mugged. #4, safety of children to use it.

same rating 4.4% (3/68)

same rating, natural but unique. same rating, neither appeals to me. both same rating, appealing, sidewalk clean and clear.

Total: 104.4% (71/68)

91. On a scale from 1 to 10, rate the appeal of the landscape in picture 1.

10 7.4% (5/68)

10. 10. 10. 10. 10.

2 2.9% (2/68)

2. 2.

3 2.9% (2/68)

3. 3.

4 5.9% (4/68)

4. 4. 4. 4.

5 5.9% (4/68)

5. 5. 5. 5.

6 27.9% (19/68)

6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6.

7 11.8% (8/68)

7. 7. 7. 7. 7. 7. 7. 7.

8 20.6% (14/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 14.7% (10/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 6.9 (468/68), Mode: 6

92. Rate the appeal of the landscape in picture 2.

1 1.5% (1/68)

1.

10 22.1% (15/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

4 1.5% (1/68)

4.

5 7.4% (5/68)

5. 5. 5. 5. 5.

6 5.9% (4/68)

6. 6. 6. 6.

7 16.2% (11/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 19.1% (13/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 7.5. 8. 8.

9 26.5% (18/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 8.0 (547/68), Mode: 9

93. For the landscape you gave the higher rating, briefly explain why.

1-clean, neat 5.9% (4/68)

#1, clean, neat. #1, small but neat and clean. #1, clean. #1, nice and clean.

1-design 2.9% (2/68)

#1, it matches with the design of house. #1, more open concept.

1-easy to maintain 4.4% (3/68)

#1, easy to mow. #1, easy to maintain. #1, not as much work.

1-simple, plain 4.4% (3/68)

#1, plain, nice layout. #1, simple. #1, simple.

1-very green 2.9% (2/68)

#1, very green. #1, grass is very green.

1-well maintained 7.4% (5/68)

#1, well manicured lawn. #1, good lawn. #1, well maintained. #1, well manicured. #1, bushes trimmed nicely.

2-beautiful 41.2% (28/68)

APPENDIX II

#2, love the flower beds. #2, the colour and beauty of flowers with the trees. #2, nice to look at. #2, beautiful perennial garden, nice shape and attractive. #2, like the flower garden. #2, much more appealing to the eye, greater detail. #2, wild flowers and bushes has nature appeal. #2, love the garden in front, breaks up lawn. #2, very pretty. #2, is alive with flowers, appealing. #2, beautiful, looks established. #2, looks attractive, beautiful, appealing. #2, creative and appealing, soothing. #2, elevation difference adds to the attractiveness of the property. #2, beautiful perennial garden. #2, a pleasure to look at. #2, looks beautiful. #2, the flower seems to add to the look. #2, I love the small garden, very appealing. #2, nice street appeal. #2, curb appeal. #2, it looks beautiful. #2, so pretty and unstructured, friendly look. #2, looks beautiful. #2, natural looking. #2, good looks. #2, it has curb appeal and has some life with the flowers. #2, pretty.

2-clean, neat, well kept 8.8% (6/68)

#2, neat. #1, clean, simple. #1, well maintained. #2, nicely kept. #1, looks neat and tidy. #2, nicely kept. #2, neat.

2-colourful 26.5% (18/68)

#2, the colour. #2, the colours catch your eye and design is nice. #2, sense of color. #2 because more character and color. #2, very colourful. #2, colourful. #2, the flowers. #2, like the colour. #2, the added colour of the flowers. #2, variety of flowers add to landscape with colour. #2, very colourful. #2, nice colour, flowers. #2, the colours of the plants and rocks. #2, more colour. #2, colour. #2, more colourful. #2, colourful. #2, it has colour.

2-easy to maintain 2.9% (2/68)

#1, easier to maintain. #2, less maintenance.

2-good design 26.5% (18/68)

#2, landscaping very well structured. #2, I like the flowerbeds and the wall, looks friendlier. #2, a little more detail, with flowers and rocks. #2, variety. #1, landscape not cluttered. #2, good design. #2, variety. #2, looks professional and well planned. #2, visual variation of plant material. #2, nice design. #2, interesting. #2, I love the garden features. #2, natural look, adds elements of colour/textures. #2, more colour and dimension to the garden. #2, nice semi wild plants, more interesting to look at. #2, variety, contrast. #2, flowers/stones in a circular pattern. #2, very imaginative, something to look at.

2-grass, lawn 1.5% (1/68)

#2, love the green grass around.

2-plants 4.4% (3/68)

#2, green plants. #2, plants. #2, more plants.

2-time & effort 4.4% (3/68)

#2, too much work. #2, obvious effort, not totally flowing ideas through. #2, it tell me someone care and take time to.

2-trees 11.8% (8/68)

#2, the trees. #2, I like the tree, for it is width. #2, lots of trees. #2, mature trees. #2, trees. #1, trees placed well for house. #2, mature tree. #2, love the big trees.

same rating 2.9% (2/68)

same rating, both are great looking, different facets. same rating, it looks just like my house, with colonial railing.

Total: 158.8% (108/68)

94. For the landscape you gave the lower rating, briefly explain why.

1.5% (1/68)

#1, low maintenance.

1-cheaper 2.9% (2/68)

#1, no elevations nor stone work. #1, cheaper design. #1, cheaper trees.

1-clean, simple 7.4% (5/68)

#1, very simple approach, clean and simple. #1, look common though neat and clean. #1, neat. #1, simple. #1, clean and neat, conservative.

1-nice, looks good 5.9% (4/68)

#1, nice, but a little plain. #1 very nice, but plain. #1, just looks good. #1, good, but not creative, fine though.

1-plain, drab, no colour 57.4% (39/68)

#1, very plain. #1, drab, no colour. #1, too green, not enough colour. #1, too green, needs colour. #1, not as much detail incorporated. #1, no colour. #1, nice, but a little plain. #1, boring, not enough variety. #1, looks a little plain. #1 very nice, but plain. #1, boring, not good choice of plants. #1, it is too plain. #1, plain, no colour. #1, minimal variety and colour. #1, boring. #1, very ordinary landscaping. #1, uninspiring. #1, boring, no pleasure looking at this. #1, plain, not enough colour. #1, nothing exciting about this one. #1, very plain. #1, plainer but still OK. #1, too simple. #1, very plain. #1, too bland, needs flower garden. #1, a bit boring, not enough colour. #1, little boring, stale looking. #1, no colour. #1, monotone, little colour, no variation. #1, lacks colour. #1, neat etc, but seen on every subdivision. #1, it doesn't look as beautiful. #1, very plain, not creatively set out, rigid. #1, not enough colour. #1, looks a bit boring. #1, very plain and green only. #1, it's boring, no flowers. #1, a bit too plain, could use some colour. #1, too bland, no colour. #1, it has little colour and looks boring.

1-too manicured 4.4% (3/68)

#1, too manicured. #1, too tidy and rigid. #1, too clean and manicured.

1-too much lawn 7.4% (5/68)

#1, Too much open lawn. #1, too much grass. #1, grass high maintenance. #1, too much lawn. #1, too much green colour and too much open space. #1, too much grass.

2-design issues 5.9% (4/68)

#2, the landscape is OK, but the flowers don't stand out. #2, limited space. #2, flower garden, bushes not well placed. #2, front garden seems random.

2-messy, busy 8.8% (6/68)

#2, too busy and large trees in too small an area. #2, front flowerbed kind of messy. #2, too much unwanted growth. #2, too many wildflowers, a little messy looking. #2, not crazy about how the mulch looks, middle looks messy.

2-too much work 7.3% (5/68)

#2, too busy. #2, harder upkeep. #2, more work to maintain flower bed. #2, too much work to maintain. #2, to much work. #2, too much work.

same rating 2.9% (2/68)

same rating, both are great looking, different facets. same rating, don't like the house.

Total: 111.8% (76/68)

95. On a scale from 1 to 10, rate the appeal of the backyard landscape in picture 3.

10 19.1% (13/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

2 4.4% (3/68)

2. 2. 2.
3 4.4% (3/68)
 3. 3. 3.
5 14.7% (10/68)
 5. 5. 5. 5. 5. 5. 5. 5. 5. 5.
6 8.8% (6/68)
 6. 6. 6. 6. 6. 6.
7 14.7% (10/68)
 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.
8 22.1% (15/68)
 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.
9 11.8% (8/68)
 9. 9. 9. 9. 9. 9. 9. 9.
 Total: 100.0% (68/68), Mean: 7.3 (493/68), Mode: 8

96. Rate the backyard landscape in picture 4.

10 13.2% (9/68)
 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.
3 5.9% (4/68)
 3. 3. 3. 3.
4 5.9% (4/68)
 4. 4. 4. 4.
5 10.3% (7/68)
 5. 5. 5. 5. 5. 5. 5.
6 16.2% (11/68)
 6. 6. 6. 6. 6. 6. 6. 6. 6. 6. 6.
7 17.6% (12/68)
 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7. 7.
8 20.6% (14/68)
 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.
9 10.3% (7/68)
 9. 9. 9. 9. 9. 9. 9.
 Total: 100.0% (68/68), Mean: 7.0 (478/68), Mode: 8

97. For the backyard landscape you gave the higher rating, briefly explain why.

7.4% (5/68)
 #4, it seems harder to maintain. #3, high maintenance. #4, less bugs. #3, private. #3, a bit too busy.
3-beautiful, colourful, attractive 26.5% (18/68)
 #3, looks natural, like living in the country. #3, beautiful, rocks, large trees, shrubs, wooden deck. #3, looks appealing. #3, gives you feeling you're in the midst of nature. #3, lots of colour, lots of vegetation, eye appealing. #3, very pretty and colorful. #3, beautiful, nice coverage, privacy, comfortable. #3, appealing and natural. #3, colours. #3, colour varies, textures vary, pleasing to look at. #3, feels like you are in a forest with a lots of wildflowers. #3, flowers. #3, beautiful. #3, it is colourful. #3, colourful.

#3, attractive to nature birds etc. #3, love the green and colours. #3, looks more colourful.

3-good plan, design 25.0% (17/68)

#3, well developed. #3, rocks, large trees, shrubs, wooden deck. #3, eye moves from one zone to another, colorful & interesting. #3 because its the ideal landscape with flowers/trees and character. #3, good plan. #3, lots of interest. #3, I like the path that leads you to different floral arrangements. #3, beautiful, nice coverage, privacy, comfortable. #3, looks like it has been professionally done, very welcoming. #3, no grass to cut, repeating flowers joins theme together. #3, very inviting, private, english. #3, different colours and textures very inviting. #3, lots of elements, water, stone colour, height. #3, great make maximum use of small yard, very nice. #3, variety, contrast. #3, like the layout. #3, it has coloured stones, flowers, different heights.

2.9% (2/68)

#3, a relaxing cozy area. #3, they both appeal to me, cosy and colour for tea party for 4.

3-trees, shrubs 5.9% (4/68)

#3, lots of trees, lot of shade. #3, large trees, shrubs. #3, lots of trees. #3, trees.

4-clean & neat 22.1% (15/68)

#3, very natural. #4, clean. #4, neat and manicured. #4, simple clean approach with some creative features. #4, neatly presented, no clutter. #4, it looks clean and architecturally elegant. #4, it is plain but has quality of neatness. #4, very clean looking. #4, very clean lines. #4, modern, clean. #4, clean look. #4, I prefer this because it is clean. #4, it's clean and neat. #4, clean. #4, very clean and neat.

4-easy to maintain 5.9% (4/68)

#4, do not require too much maintenance. #4, not as much work. #4, easier to maintain. #4, I could maintain this.

4-good for entertaining 10.3% (7/68)

#4, great for entertaining. #4, more area to sit. #4, nice seating/entertainment elements. #4, good seating. #4, nice cushions for a get together. #4, a family type backyard, great for BBQs. #4, very good use of space for recreation.

4-looks good 4.4% (3/68)

#4, modern and attractive. #4, looks good. #4, look good.

4-nice design, all the elements 7.4% (5/68)

#4, like patio, grass, and garden. #4, beautifully designed, has everything. #4, more continuity. #4, organized, flowing. #4, incorporate everything one can enjoy.

4-open & organized 11.8% (8/68)

#4, not busy, open concept. #4, very open and organized. #4, organized. #4, space. #4, give you more room to enjoy your day to day activity. #4, open space to move around. #4, lots of room to move. #4, space to walk.

4-plain, simple 4.4% (3/68)

#4, simple. #4, just needs more colour. #4, a little plain.

green, plants 4.4% (3/68)

#4, like grass, and garden. #4, like garden. #3, very green. #3, green plants.

relaxing, cozy, comfortable 8.8% (6/68)

#4, this is cozy, simple to relax. #3, serenity and calmness. #4, nice, comfortable. #3, peaceful. #3, warm. #3, looks more comfortable.

same rating 4.4% (3/68)

Both same rating, too much, overpowering. same rating, too busy, too much going on. same rating, they both look great, homey and comfortable but different.

Total: 151.5% (103/68)

98. For the backyard landscape you gave the lower rating, briefly explain why.

8.8% (6/68)

#4, its is more open space for a party. #4, the grass would be a pain to cut. #3, older appearance but still nice. #3, looks nice and very easy to upkeep. #4, easy maintenance.

3-less space 8.8% (6/68)

#3, blocked sunshine, no grass. #3, there's no BBQ or eating area. #3, no space at all to enjoy. #3, less space to move around. #3, no room to move. #3, too much landscape, no grass area.

3-not practical 4.4% (3/68)

#3, really not practical for children. #3, it is colourful but less practical. #3, still a beautiful setup, but more pretty than functional.

3-too busy, cluttered 25.0% (17/68)

#3, too busy. #3, too busy. #3, too busy. #3, nice, but a little messy and cluttered. #3, looks too busy. #3, too cluttered/busy. #3, too busy for a small area, very bushy. #3, too crowded. #3, everything appears crowded, too much of everything. #3, do not like added colour on walk, too many plants. #3, way too busy, looks crowded. #3, too cluttered. #3, too crowded. #3, a little too much going on, less may have been nicer. #3, too much flowers does not look like a place people can relax. #3, very pretty, but too busy and cluttered. #3, too cluttered, mish mash of plants.

3-too much work 13.2% (9/68)

#3, looks like a bit of maintenance. #3, would be too much work. #3, lots of maintenance, watering, trimming, cleaning. #3, too much work and bees. #3, too much work. #3, too much upkeep. #3, needs a lot of upkeep to keep it not looking overgrown. #3, it looks great but too much maintenance. #3, colourful, but looks like a lot of work.

4-cold, too much stone & concrete 16.2% (11/68)

#4, very cold. #4, too much concrete and stone. #4, too much stone, cold, non inviting. #4, not much landscaping, too much cement. #4, more concrete, less green. #4, too cold and monolithic in appearance. #4, poor grass, too much concrete, not appealing. #4, cold, loud, modern, minimalist. #4, cold, clinical. #4, too much wall, fence and concrete. #4, looks too harsh and hard with all the stone surfaces.

4-plain 33.8% (23/68)

#4, OK, a lot less greenery. #4, looks relaxing and comfortable but not as natural. #4, not as much detail. #4 very nice neat clean but plain. #4 soo plain. #4, this is practical, just not eye appealing. #4, plants, too few and too small. #4, not as colourful but do-able. #4, functional but plain, too bare of shrubbery. #4, clean but plain. #4, boring. #4, just average appeal, doesn't take your breath. #4, plain and predictable. #4, just see your neighbours fences. #4, looks boring. #4, stale, boring. #4, look to me more sitting room than backyard. #4, too much grass and too open. #4, bare, no colour, stone walls divide garden. #4, boring. #4, OK, very functional. #4, not much trees, again, too simple for me. #4, little colour and sterile looking.

same rating 2.9% (2/68)

Both same rating, too much stone/brick, needs colour. same rating, too sterile.

Total: 113.2% (77/68)

99. On a scale of 1 to 10, rate the appeal of the gardens in picture 5.

1 1.5% (1/68)

1.

10 22.1% (15/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

2 4.4% (3/68)

2. 2. 2.

3 2.9% (2/68)

3. 3.

4 5.9% (4/68)

4. 4. 4. 4.

5 8.8% (6/68)

5. 5. 5. 5. 5. 5.

6 5.9% (4/68)

6. 6. 6. 6.

7 14.7% (10/68)

7. 7. 7. 7. 7. 7. 7. 7. 7. 7.

8 26.5% (18/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 7.4% (5/68)

9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.2 (492/68), Mode: 8

100. Rate the gardens in picture 6.

10 14.7% (10/68)

10. 10. 10. 10. 10. 10. 10. 10. 10. 10.

5 10.3% (7/68)

5. 5. 5. 5. 5. 5. 5.

6 11.8% (8/68)

6. 6. 6. 6. 6. 6. 6. 6.

7 13.2% (9/68)

7. 7. 7. 7. 7. 7. 7. 7. 7.

8 26.5% (18/68)

8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8. 8.

9 23.5% (16/68)

9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9. 9.

Total: 100.0% (68/68), Mean: 7.9 (534/68), Mode: 8

101. For the garden you gave the higher rating, briefly explain why.

10.3% (7/68)

#5, expensive. #5, well maintained. #6, mature, established. #6, some grass left. #5, hard to upkeep. #5, it looks so peaceful, I'd love to be there. #6, I could maintain it. #6, it is pretty but also sustainable. #5, crowded.

5- beautiful, attractive 17.6% (12/68)

APPENDIX II

#5, very attractive. #5, beautiful flower bed with green background. #5, WOW, I want this garden! Privacy, colour, variety. #5, mind blowing. #5, attractive, beautiful. #5, beautiful and artistic. #5, very pleasing to look at due to colour and multi textures. #5, so full and vibrant. #5, perfect garden, very nice. #5, totally great. #5, well worth the work. #5, very lush. #5, very beautiful to look at. #5, looks beautiful to look at.

5-colour 16.2% (11/68)

#5, lots of colour. #5, very nice display of colours. #5, lovely colour. #5, colour. #5, colourful. #5, color. #5, colourful. #5, colourful. #5, I love all the colour, flowers. #5, more colourful. #5, very colourful.

5-natural 14.7% (10/68)

#5, looks much more organic, natural and rugged. #5, all perennials. #5, looks like it is a nature garden. #5, a place of nature's wild in the backyard. #5, natural appeal. #5, feels like looking at nature. #5, wild look. #5, wild but pretty. #5, natural looking. #5, will attract more birds, butterflies. #5, look natural.

5-private 2.9% (2/68)

#5, Privacy. #5, creates private space.

5-variety 11.8% (8/68)

#5, variety of flowers. #5, flowers and shrubs. #5, variety. #5, variety. #5, I like how there is a lot of flowers together. #5, sove the bamboo grass and long flowering perennials. #5, tall plants. #5, lots of variety.

6-appealing, beautiful, pretty 13.2% (9/68)

#6, appealing to look at. #6, if you want the garden look with grass, this is beautiful. #6 full of character. #6, love wild flowers. #6, natural beauty. #6, it has appeal. #6, very impressive. #6, nice to look at. #6, pretty. #6, it is pretty but also sustainable.

6-clean, neat& balanced 35.3% (24/68)

#6, simplicity. #6, clean, simple green lawn, not too busy. #6, clean. #6, neat. #6, orderly, neat. #6, neat presented. #6, more controlled growth. #6 because it ideal clean/tidy and full of character. #6 clean/tidy. #6, clean, clean and very clean. #6, neat, not crowded. #6, not crowded. #6, clean. #6, nicely layout to the sides only give you space to do your day to day activity. #6, looks clean, you can live with this. #6, neat, plants easity displayed and seen. #6, tidier appearance. #6, tidy. #6, very clean. #6, looks neat. #6, I love the neatness and balance. #6, simple. #6, neat. #6, looks cleaner. #6, clean look. #6, organized.

6-colour 16.2% (11/68)

#6, the colours. #6, colorful. #6, colourful. #6, lots of color. #6, colourful. #6, colourful. #6, colourful. #6, it is very colourful. #6, good colour. #6, the garden is colourful. #6, colourful.

6-easy to maintain 8.8% (6/68)

#6, easy to manage. #6, easy to maintain look. #6, easy to maintain. #6, easy to maintain. #6, not as much work. #6, good maintenance factor.

6-space 2.9% (2/68)

#6, space to move around. #6, spacious.

6-variety 4.4% (3/68)

#6, assorted plants. #6, lots of variety. #6, height.

6-well kept 7.4% (5/68)

#6, well-maintained. #6, looks well kept. #6, nice grass. #6, well manicured. #6, grass is well maintained.

same rating 5.9% (4/68)

Same rating on both, lots of colour in the flowers. same rating, in terms of eye appeal #5 is nicer. same rating, looks great beautiful. both same rating, both look nice, as long as there is a place to walk and lounge.

Total: 167.6% (114/68)

102. For the garden you gave the lower rating, briefly explain why.

11.8% (8/68)

#5, I love this look depending on where it is in your garden, nice in a back garden. #6, colourful. #6, no privacy. . #6, don't prefer grass. . #5, new, the first picture eight years earlier. #5, it is colourful and arranged. #6, just looks a bit immature.

5-too busy, wild 42.6% (29/68)

#5, beautiful colours and assortment but too busy. #5, too busy, no lawn, too colourful. #5, looks too much like a jungle, too many plants/flowers. #5, beautiful, but too messy and a little too wild. #5, nice but a bit too wild, no grass. #5, looks like a jungle. #5, too bushy. #5, too busy, wildflowers out of control. #5 very cluttered. #5, beautiful, colorful, but visual diarrhea. #5, too crowded. #5, messy, no order. #5, way over done, no space left, too crowded. #5, who's jungle is this?. #5, no space to move around. #5, too wild and cluttered. #5, cluttered but still nice. #5, too busy. #5, looks like a jungle. #5, too busy, no lawn. #5, too crowded and messy. #5, too cluttered. #5, too busy, too big. #5, looks wild. #5, no backyard left. #5, too overgrown and messy. #5, looks very messy and crowded. #5, looks like a jungle. #5, very nice, for someone else's garden, too overgrown.

5-too much work 8.8% (6/68)

#5, harder to maintain. #5 hard to keep. #5, too much maintenance. #5, too much work. #5, too much work. #5, too much work, but pretty.

6-boring 10.3% (7/68)

#6, though beautiful too, look plain. #6, needs more tall plants against fence, boring. #6, boring. #6, not enough height, all low growing. #6, looking at your neighbour fences. #6, boring garden, too much visible fence. #6, plants are all the same age, and bare.

6-clean, nice, simple 27.9% (19/68)

#6, also nice. #6, more controlled. #6, too neat and organized, no aesthetic appeal. #6, looks good, not as much detail. #6, simple approach, clean, nice and simple. #6, fence wide open and bed is good. #6, nice neat. #6, just OK. #6, too clean and simple for me. #6, looks ordinary, no special appeal. #6, the plants and flowers are planned apart from each other. #6, colour and textures are there but not enough. #6, too much grass, too open. #6, seems amateurish compared to pic#5, not bad on its own. #6, again, nice, but any subdivision has one. #6, more like my home, simple, easy to upkeep. #6, it is your typical garden. #6, functional, pretty but not as creative. #6, nice but I like a lot of flowers and trees. #6, too manicured.

same rating 5.9% (4/68)

same rating on both, not much garden, good shrubs in background. same rating, I prefer #6, grass for my kids to play. same rating, I like the fence in background, flowers are like mine. same rating, both look nice, as long as there is somewhere to walk and lounge.

Total: 107.4% (73/68)

103. Would you consider undertaking any of the landscape design ideas depicted in these photos at your home?

105. If no, please explain why you would not be interested or willing to try any of the design ideas depicted in pictures 2, 3 and 5.

67.6% (46/68)

..... N, would use perennial garden but not in same location as pic#2.

need more open space 5.9% (4/68)

N, I do not like a landscape where I cannot maneuver easily. N, I like landscape but I also want space (big family). N, no space to move around (ie kids to play). N, my backyard is too small, swimming pool takes up most of yard.

no appeal 2.9% (2/68)

N, not attractive. N, doesn't appeal to me.

too busy, overgrown 10.3% (7/68)

N, too busy, too colourful, looks bushy
. not pic #5 or 3, looks too disorganized and overgrown. N, looks too busy. N, I do not like the wild yards, too much. N, too messy. N, looks wild, not keep clean. N, just too busy, overwhelming and wild.

too much work 14.7% (10/68)

N, not my first choice, looks rather complicated to set up and maintain. N, it seems a lot to maintain. N, lots of maintenance. N, too much work, maintenance, headache. N, too much work/maintenance, time. N, lot of work, do not have time. N, too much work and maintenance. N, too much work for me. N, it looks like it would be too much work to keep up. N, seems like a lot of work, will have to become a landscaper.

Total: 101.5% (69/68)

Lawn and Garden Advice and Services

106. To where or to whom do you go for advice you trust about landscape design and maintenance?

5.9% (4/68)

Rona. . don't know anyone, yellow page maybe. CDs.

HGTV 2.9% (2/68)

HGTV. HGTV.

Home Depot 5.9% (4/68)

Home Depot. Home Depot. Home Depot. Home Depot.

Internet 10.3% (7/68)

Internet sites. online. internet. internet. internet. internet.

Sheridan Nurseries 13.2% (9/68)

Sheridan Nurseries. friends. usually Sheridan Gardens. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan nurseries. Sheridan Nurseries.

Terra Gardens 4.4% (3/68)

Terra Gardens. Terra's Garden Center. Terra greenhouses.

books 17.6% (12/68)

gardening books. books. books etc.. books. books. books that we own. books from library. books. books etc. library. books. reference books.

family 19.1% (13/68)

family. parents. family. brother. my mother in law. family. Aunt Sue. Aunt Nak. mother >experienced. brother in law. mother. stepfather. family. grandmother. my mum.

friends 11.8% (8/68)

friends. friends. friends. friends. gardener friend. I discuss with friends. friend. friends.

garden centre 16.2% (11/68)

garden centre. my local garden center. garden store. garden center. garden shows. garden center. garden center. garden center. the garden centers. plant place. greenhouse. gardening centers. a garden center.

magazines 4.4% (3/68)

lawn and garden magazines. magazines. magazine articles.

myself 7.4% (5/68)

nowhere, its about the eye and coordination. no one. myself. do not go to anybody. my sense.

neighbour 8.8% (6/68)

neighbours. neighbour. neighbours. neighbours. neighbours. neighbour with nice property.

nurseries 5.9% (4/68)

local nursery. nursery. nursery. nurseries.

professional 26.5% (18/68)

professionals. Dr Green Lawncare. my lawn man. a professional who specializes in landscaping. landscape company. lands maintenance and designer. tree company. landsape design co.. Green Lawn. neighbour who is a professional. my son is in the business. landscape expert. landscape gardeners. friend landscaper. to a gardener. landscape designers. landscaping companies. landscaping company. landscape architects.

spouse 4.4% (3/68)

my wife. my spouse. wife.

Total: 164.7% (112/68)

107. To where or to whom do you go for advice you trust about plants, trees and shrubs?

7.4% (5/68)

a tree farm. . Cnd Tire. Veseys mail order. WalMart.

Home Depot 7.4% (5/68)

Home Depot. Home Depot. Home Depot. Home Depot. Home Depot.

Internet 11.8% (8/68)

internet sites. internet. online. internet. online. internet. internet. internet.

Rona 1.5% (1/68)

where purchase of plants (ie Rona).

Sheridan 14.7% (10/68)

Sheridan Nurseries. Sheridan. Sheridan. Sheridan Gardens. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan.

Terra 7.4% (5/68)

Terra Gardens. Terra's Garden Center. Terra etc.. Terra greenhouses. Terra.

books 14.7% (10/68)

Gardening books. books. books. library. books. books etc. books. books. books. book.

family 20.6% (14/68)

mother in law. relatives. family. my mom. brother. my son. sister. Aunt Sue. Aunt Nak. mother >experienced. brother in law. mother. stepfather. sister in law. grandmother. my mum.

friends 4.4% (3/68)

friends. friends. friends.

garden centres 22.1% (15/68)

garden centres. garden store. garden center. Garden center. people sell plants. garden center. garden centers. garden centers. garden center. garden centers. plant place. store that sells plants etc. gardening centers. garden center. garden center.

greenhouse 5.9% (4/68)

a greenhouse. green house stores. green house. greenhouses.

magazines 2.9% (2/68)

magazines. magazines.

myself 2.9% (2/68)

myself. do not go to anybody.

neighbour 2.9% (2/68)

neighbour. neighbours.

nursery 22.1% (15/68)

nursery. nursery. nursery. nursery. nursery. nurseries. any nursery. nursery. local nursery. the nursery. nursery staff. nursery. nurseries. nursery. nurseries.

professional 5.9% (4/68)

developer. landscape developer. landscape gardeners. landscaping company.

spouse 4.4% (3/68)

spouse. my spouse. wife.

garden centres. at the greenhouse. Garden Center. garden near my house. garden center.
garden centers. Garden Centers. garden centers. at garden centers. garden center.
garden center. garden center. Garden center. garden center. Van Beaks garden center.
garden centers like Agrams. private garden center. Garden centers.

Home Depot 30.9% (21/68)

Home Depot. Home Depot. Home Depot. Home Depot. Home Depot. Home Depot.
Home Depot. Home Depot. Home Depot. Home Depot. Home Depot. Home Depot.
Home Depot. Home Depot. Home Depot. Home Depot. Home Depot. Home Depot.
Home Depot. Home Depot. Home Depot.

Loblaws 2.9% (2/68)

Superstore. Loblaws.

Nursery 23.5% (16/68)

Mississauga Greenhouse. nursery gardens. local nursery. Nursery. various nurseries.
nurseries. any nursery. nursery. nurseries. nursery. nursery. nurseries. nurseries.
Greenhouses. nursery. nurseries.

Rona 8.8% (6/68)

Rona. Rona. Rona Home and Garden. Rona. Rona. Rona,.

Sheridan 16.2% (11/68)

Sheridan Nurseries or other. Sheridan Nurseries. nursery (ie Sheridan). Sheridan
Gardens. Sheridan Nurseries. Sheridan Nurseries. Sheridan Nurseries. Sheridan
Nurseries. Sheridan. Sheridan. Sheridan nurseries.

Terra Garden Centre 8.8% (6/68)

Terra Gardens. Terra's Garden Center. Terra. Terra Garden Center. Terra. Terra
gardening centers.

WalMart 5.9% (4/68)

WalMart. WalMart. WalMart. WalMart.

do not purchase 4.4% (3/68)

do not purchase. cut from friends. neighbours.

Total: 169.1% (115/68)

110. Have you ever hired a landscape designer or landscape architect?

No 79.4% (54/68)

N.
. N. N. N. N, not yet. N.
. N. N.

Yes 20.6% (14/68)

Y. Y.

Total: 100.0% (68/68)

111. Why or why not?

1.5% (1/68)

Y, I did not want to do the work at that time.

design, plan 5.9% (4/68)

Y, to have the front walkway and plants designed. Y, knew they would put together a
better plan than we could. Y, I need to create a pattern or style. Y, to finish the
walkway and front bed.

N-too expensive 52.9% (36/68)

APPENDIX II

N, too expensive. N, too expensive, might not be able to afford. N, the cost and I want something that expresses me.. N, expensive. N, price. N, primarily costs associated with those services. N, too expensive. N, because of finances. N, expensive. N, too costly at this stage in our lives. N, because I find them too expensive. N, money. N, money involved. N, would be too expensive. N, cost. N, money. N, I thought it would be too expensive. N, no budget. N, can't afford it right now. N, I don't think I'd be able to afford one. N, cost factor. N, too expensive. N, the cost. N, too expensive. N, too expensive. N, too expensive. N, cost is too great. N, may be expensive. N, money. N, Cost I think. N, finances. N, probably costs too much. N, budget and cost. N, seemingly too expensive. N, could afford one. N, cost.

N-Do it myself 27.9% (19/68)

N, we are fully capable to handle it. N, the cost and I want something that expresses me.. N, property too small, do it yourself. N, enjoy doing it myself. N, I enjoy my own designs. N, I can make my own plan. N, my family has many architects/engineers. N, prefer to do work ourselves over time. N, try to do it all myself. N, wife is good at design etc. N, we did not because we designed ourselves and then bid out the job. N, my son gives me advice. N, get help from family who are knowledgeable. N, capable ourselves. N, I like to do it myself, thats half the fun. N, my spouse does a really good job. N, we worked over the years, now we think its lovely. N, usually do it ourself. N, we did it ourselves because we really didn't have much to work with.

N-never thought of it 7.4% (5/68)

N, never really thought of it. N, never thought of it really. N, never thought about it. N, I don't know. N, it has never crossed my mind.

N-no need 8.8% (6/68)

N, my land space is not large enough. N, not planning to have landscape done. N, no need. N, do not need one. N, never needed to till now. N, I didn't see the need.

Professional advice 13.2% (9/68)

looking for ideas that best serve my home. Y, was a new house, blank canvas, needed help. Y, to start off with experts. Y, to get an idea, second opinion. Y, to get professional ideals and advice. Y, to get a professional opinion, it was the best spent money. Y, to give the best advice for the layout of trees and shrubs for soil type. Y, wanted to have an idea what to plant where and how to do it. Y, I had no experience , there was bad soil ?.

Total: 117.6% (80/68)

Understanding

112. What is a rain garden?

7.4% (5/68)

consists of tropical plants. A garden with the hose with holes. a perennial garden with small shrubs. large area covered with myriad trees/plants and running water. inner courtyard of japanese home.

constant watering 2.9% (2/68)

plants that live on constant watering. where you have garden always watering.

don't know 38.2% (26/68)

?. no idea. ? natural growth. don't know. do not know. no idea. never heard of it. have no idea. don't know. don't know, garden watered by rain. no idea. don't know. not a clue. garden that?. no idea. . I don't know. no clue. not sure. water is ? in barrels?.

store water 13.2% (9/68)

pond with waterfall. when you save the rainwater to use on plants. you store water. little pond with fountain. a garden that you collect rain water to water your lawn. rain garden traps the run off from the house and uses it. somewhere that the spouts run into. fountain in a garden. a pond.

garden watered by rain 30.9% (21/68)

perennials that do not require a lot of watering other than the rain. a garden that gets watered by rain water. a garden that is sustained by natural rainfall. a garden watered by nature, low maintenance. garden maintained naturally. water from rain only. a garden that derives all its moisture from rain. not sure, maybe plants that do not require to be watered, depend on rain. one just watered by rain. a garden that gets its water only by the rain. a garden sustained by the rain. natural rain water to water plants. fed by rain water. a garden you do not need to water, wait for the rain. a sustainable garden that solely relies on rain water. one that is watered using runoff water. sustainable by rain alone. a garden which is watered by rain. garden that relies on water. maintained by rainwater. a garden that the rain is collected and water the garden.

wild flowers 7.4% (5/68)

a garden with plenty of different flowers. a garden with lots, lots of flowers. a garden with a lots of wild plants and flowers. is natural >wild flowers. wilder type flowers, plants?.

Total: 100.0% (68/68)

113. What is a watershed?

8.8% (6/68)

geographic area?

a fountain. sewer. course for water to flow a path. an area with water close by. a place where you can get your water supply from. able to provide proper drainage.

Man-made collection 22.0% (15/68) (Russ, I think most of these answers refer to a “built” or “man-made” system but 4 answers refer to a natural system or a place (see below).

water from the rain collected through the downspout. water that you store from the rain. a place where rainwater is kept and collected. it contain water. collects rain water for use later. something like a water pond. a place where rain water is collected. an area where water is collected. resevoir for storing water. collection of water. a place to keep water. natural water collection system. stores water. where water collects. a place where rain water collects. below ground container to collect rainwater. assuming it collects water. a place to keep water. collects water to reuse.

don't know 44.1% (30/68)

don't know. don't know. ?. ? protected area of moisture in ground. a water container?.
do not know. pond?. don't know. don't know. . . no idea. holder for water?. . .
don't know. not a clue. no idea. water shed. ?. . not sure. I don't know. no clue.

geographic area 13.2% (9/68)

area where rain runs through the land on way to. how water leaves your area (creek, river, pond). slope of land, water table. a series of waterways throughout the province/country leading to lakes/oceans. where water goes to. a natural geographic area that through which water moves. water source/provider. a large geographical area sustained by a source of water. area of land that filtrates rainwater.

hut, shed 5.9% (4/68)

shed that protects against the elements. where you keep your garden tools. little hut and shade. a shed for all watering supplies.

A place where water collects 4.41% (3/68)

an area where water is collected where water collects. a place where rain water collects

A natural collection system 1.47% (1/68)

natural water collection system.

Total: 100.0% (68/68)

114. Please name the watershed in which you live.

10.3% (7/68)

central escarpment. daisy. Ratray. Peel water and sewage. Peel. Clarkson watershed. Lake Aquataine?.

Credit Valley 14.7% (10/68)

Credit River Valley. the Credit Valley. Credit River. Mimico/Credit/Humber rivers. Credit River. Credit Valley, Lake Ontario, Credit River. Credit Valley. Credit Valley. Credit Valley. Creditview River.

Mississauga 2.9% (2/68)

Miss.. Mississauga watershed.

Ontario 4.4% (3/68)

ontario. Lake Ontario. Great Lakes.

don't know 60.3% (41/68)

don't know. . ?. no idea. don't know. doesn't exist. . . no idea. don't know. no idea. don't know. don't know. no idea. . . not a clue. no idea. . . . ?. . . . don't know. .

house, shed 7.4% (5/68)

tool shed. my house. deck and entrance. in front of house. a water closet is a bathroom.

Total: 100.0% (68/68)

115. What is storm water runoff?

8.8% (6/68)

drainage and irrigation, manholes. extra ice build up or rain drained away from the house. drain ducts. water from overflowing riverbanks during spring thaw and storms. excess water. can erode land. excess water.

no answer 13.2% (9/68)

Don't know, maybe an object to catch the water on top of your roof. . . don't know. . not a clue. . . .

N, there is good drainage. N. N, Mississauga is able to handle it 99% of the time. N, presumably someone from the city deals with it?. N, it's rain water. N, I do not know. N, it's a natural cleanser, if managed correctly. N, I have no idea what you are talking about.

No answer 11.8% (8/68)

. . Y, I don't know about that. . . . I don't know enough about it.

flooding 29.4% (20/68)

Y, flooding. Y, if not properly drained, this could lead to flooding around home. Y, should not be blocked to prevent flooding. Y, could flood basement. Y, sewer can overflow and cause flooding. Y, fear of flooding. Y, no flooding or pool of water. Y, want built up water routed from your home so no flooding or foundation damage occurs. Y, too much can cause flooding in your home. Y, must be careful of flooding, need good drainage. Y, so it wouldn't flood the house. Y, prevents flooding. Y, to prevent any flooding on property. Y, if there isn't one, you may get flood, water in house. Y, can cause flooding and damage. Y, flooding. Y, because of flooding my garden away. Y, can cause floods if not drained properly. Y, if our drains are not properly looked after we could flood. Y, don't want a flood.

handle properly 7.4% (5/68)

Y, to make sure all the water is drained from your roof properly. Y, new subdivisions, developers are concerned. Y, must have capacity to handle during storms. Y, for water to run off street. Y, because it sweeps up everything else in its path.

mosquitos 2.9% (2/68)

Y, mosquitos. Y, not to have water standing and breeding mosquitos.

property damage 13.2% (9/68)

Y, if the water collects near the house, the basement may leak. Y, too much water in one spot can damage lawn. Y, as it can overwater the same area and cause damage. Y, could damage landscape. Y, don't want on path where people walk, drain away from home so doesn't go in basement. Y, it can ruin your foundation. Y, it could damage your property. Y, shifting the landscape. Y, you need proper drainage so water doesn't go indoors.

sewer backup 4.4% (3/68)

Y, it can plug sewers and cause pollution. Y, it may cause sewage problem. Y, sewers can overflow.

save it & use it 4.4% (3/68)

Y, this water should be saved, channelled and used. Y, use it, instead of wasting asset. Y, it's wasted and could be used for gardens.

water pollution 13.2% (9/68)

Y, acid rain, pollution. Y, pollution, smells. Y, because it flows into Lake Ontario from which our water is drawn. Y, the chemicals and dirt from roadways. Y, keeping rain water out of sewers prevents too much water treated at a plant. Y, all the chemicals from lawn products going into the sewers back to the lake. Y, increase in runoff affects drinking water quality. Y, products used in lawns could run into lake water, negative effect. Y, picks up contaminants and pollution from our gardens into the rivers and streams.

Total: 101.5% (69/68)

APPENDIX II

affordable alternatives. Y, because its free, learn for free. Y, I could afford freeby. Y, for free, I would take my chance on them doing a good job. cost. Y, it's free. Y, because it is free. Y, free advice is always good. Y, its free. why not? If it can help and it's free, sure. Y, free advice is great, excellent way to get informed. Y, because its free. Y, its free so I would use it. Y, the price is right. Y, free is a good plan, everyone can use help with landscaping. Y, it's free. Y, save money. Y, because its free. Y, it would help avoid costly mistakes in purchasing and care. Y, I know there is more I could do, but don't want to pay.

professional advice 55.9% (38/68)

Y, I would know what to plant and what not to plant. Y, I can use the professional guidance. Y, so I can get ideas to beautify my front entrance. Y, get professional advice at no charge. Y, always open to new ideas to improve the value of my home. Y, because it's someone you could trust. new ideas are always helpful. Y, to get my question answered. Y, get advice before going out to spend unnecessary monies. Y, because it would probably give me good advice, help me improve my lawn care. Y, just to compare notes and maybe to learn something new. dependable. get ideas. Y, they would be more informed re. water than us. Y, I can use the advice. Y, to receive information in regards to my property. Y, good advice, helpful practical tips. Y, so I know more and be consider doing it to my house. Y, it would help us all. Y, to assist in having the best. they may have new or different ideas. Y, learn from the experts, they know what suits your area best. Y, would appreciate acumen and creative of professional people. Y, it would be very helpful to get useful information. Y, could come up with new ideas. Y, would use it to help plan my landscape. Y, professional advice. Y, expert advice is a beneficial thing. Y, I trust the city of Mississauga to provide good quality services. Y, there are lots to learn and lots of options I'm sure I'm not aware of. Y, they may have ideas. qualified personnel. Y, to answer questions about grubs, pesticides etc. Y, to get ideas on how to improve what we're doing and how to save. we need all the free help we can get. they can give us good advice. Y, I would love it. It is like haveing a designer come into your home. Y, always need advice of how to make land more self sufficient.

value of home 2.9% (2/68)

Y, always open to new ideas to improve the value of my home. value of my property.

Total: 132.4% (90/68)

APPENDIX II

because there were a few terms I have never heard about before. some hard questions to describe/answer. a little boring. not enough refreshments. could have been more interactive.

nice pace 19.1% (13/68)

nice pace. easy going, simple, fast, not complicated. ran quickly (not boring), repetitious. flowed quickly. it went smoothly. quick and easy to take. it moved quickly, no chatter. short and to the point. short, fast, right to the point. Tracy was to the point and short. it was quick. moved along well. it started on time, ended early.

paid well 2.9% (2/68)

paid well. money good.

well presented 22.1% (15/68)

personable person running it. it went smoothly. well presented. you presented great. it was well presented. excellent modulator, great speaker. Tracy was great. Tracy was excellent in giving the questions. Tracy was lovely. pleasant. was done efficiently and without waste of time. leader was good, considerate, friendly. very well done. facilitator was clear and concise and always asked if we were OK. good mediator. Tracy was efficient.

will be informative 5.9% (4/68)

will be very informative for the parties concerned.. it maybe valuable to the city planners. important for awareness. great idea to gather opinions for future bylaws.

Total: 123.5% (84/68)

APPENDIX III

Facilitator: (read each statement aloud)

- X All answers made during this workshop will be kept confidential; *please do not put your name on the form.*
- X **Every answer is correct, this is not a test!** Your honest feelings, perceptions, needs and opinions are important to us.
- X Keep your answers as short as possible, just a few words or a short phrase on the line provided.
- X ***Please write or print legibly. We have to be able to read your answers.***
- X If no answer comes to mind, place a line in the space provided. This is also a correct answer.
- X Please keep your answers to yourself. Do not speak them out loud.
- X Please shut off your cell phone if you have one.
- X At the end of the session, we will provide your \$100 payment.

DEMOGRAPHICS

1. In which city do you live?
Mississauga []
Other _____
2. Are you. . . Female [] Male []
3. Do you live in a single-family detached home that you own?
Yes [] No []
4. What is the age of your home?
Under 5 years [] 16 to 30 years []
5 to 15 years [] 31 or more years []
5. What is your age?
20 to 24 [] 25 to 44 [] 45 to 64 [] 65 to 74 [] 75 or
over []
6. What was the last year of education you completed?
Less than High School []
High School graduate []
College or Trade Certificate []
University []
7. What is your marital status?
Married/cohabitation [] Single [] Divorced/Separated/Widowed []
8. How many children live in your home? _____
9. Which of the following best represents your total household income?
\$40,000 to \$59,999 []
\$60,000 to \$99,999 []
\$100,000 or more []
10. In which country were you born? _____
11. What is your ethnic origin? _____

HOME AND LANDSCAPE

12. What does your home mean to you?

13. What does your community mean to you?

14. What does the City of Mississauga mean to you?

15. What does your house mean to you?

16. On a scale from 1 to 10, rate the importance of your house.

_____ (where 1 is low and 10 is high)

17. Why did you give this rating?

18. What does your home's landscape mean to you?

19. On a scale from 1 to 10, rate the importance of your home's landscape.

_____ (where 1 is low and 10 is high)

20. Why did you give this rating?

21. What are the three most important aspects of your home's landscape?

(1) _____

(2) _____

(3) _____

22. On a scale from 1 to 10, rate the importance of trees to your landscape. _____ (where 1 is low and 10 is high)

23. Why did you give this rating?

PAVED SURFACES

24. What type of driveway do you have?

Paved (Asphalt)

Gravel

Interlocking

Other _____

25. On a scale from 1 to 10, rate the importance of your driveway to your home's landscape.

_____ (where 1 is low and 10 is high)

26. Why did you give this rating?

27. What style is your driveway

Single lane

Double lane

Triple lane

Other _____

YOUR LAWN

28. What does your lawn mean to you?

29. On a scale from 1 to 10, rate the importance of your lawn to your home's landscape.
 _____(where 1 is low and 10 is high).

30. Why did you give this rating?

31. Please indicate below what portion of your home's landscape is comprised of lawn (grass area)?

- 1/4 or less 1/2 to 2/3
 1/4 to 1/2 greater than 2/3

32. Who maintains your lawn, for the most part?

- Yourself
 Your spouse
 Your son and/or daughter
 A neighbour
 A professional contractor

33. On a scale from 1 to 10, rate the importance of watering your lawn.
 _____ (where 1 is low and 10 is high)

34. Why did you give this rating?

35. Please indicate how you water your lawn (please check **one only**)

- I let the rain water my lawn Manually with a hose & sprinkler
 Manually with a hand-held hose Automatic in-ground sprinkler system

36. If you water your lawn manually or by automatic in-ground sprinkler system, **how many times each week** do you water your lawn? _____/week

37. How long do you water your lawn each time? _____hours _____minutes

YOUR GARDENS

38. Do you have flower or vegetable gardens?

- none flower garden(s) only vegetable garden(s) only
 flower & vegetable gardens

39. What do your gardens mean to you?

40. If you have flower and/or vegetable gardens, on a scale from 1 to 10, rate the importance of your gardens to your home's landscape _____ (where 1 is low and 10 is high).

41. Why did you give this rating?

APPENDIX III

42. Who does most of the work in your gardens?

Yourself []

Your spouse []

Your son and/or daughter []

A neighbour []

A professional contractor []

43. On a scale from 1 to 10, rate the importance of watering your gardens. _____ (where 1 is low and 10 is high)

44. Why did you give this rating? _____

45. Please indicate how you water your gardens (please check **one only**)

[] I let the rain water my lawn [] Manually with a hose & sprinkler

[] Manually with a hand-held hose [] Automatic in-ground sprinkler system

46. If you water your gardens manually or by automatic systems, **how many times each week** do you water your gardens? _____/week

47. For how long do you water your gardens each time? _____hours _____minutes

IDEAL LANDSCAPE

Please use all the crayon colours you consider to be appropriate.

Take a few moments to think about the various landscapes (lawns, gardens, walkways and driveways) you have seen, including your own. Please draw a picture of your ideal landscape for your home.



48. Describe the picture you drew. _____

49. What are the two most important elements or aspects of your ideal landscape?

(1) _____

(2) _____

50. Use up to three words to describe the feelings and emotions evoked by your drawing

51. What constraints or reasons might prevent you from achieving your ideal landscape? _____

(52) Theme

(53) Words

(54) Objects

(55) Colours

SUSTAINABLE LANDSCAPE

56. What does a sustainable landscape mean to you?

Please use all the crayon colours you consider to be appropriate.

Please draw a picture of a sustainable landscape for your home?



57. Describe the picture you drew.

58. What are the two most important elements or aspects of your sustainable landscape?

- (1) _____
- (2) _____

59. Use up to three words to describe the feelings and emotions evoked by your drawing

60. Do you think your current home's landscape is sustainable?

Yes [] No []

61. Briefly explain why or why not?

- (62) Theme
- (63) Words
- (64) Objects
- (65) Colours

OPPORTUNITIES/CONSTRAINTS

Facilitator: Please turn over the top sheet of the handouts. Turn over only the top sheet. It should read “HANDOUT 1” in the upper left corner. Please raise your hand if you don’t have handout 1.

Please take a moment to look at the home landscapes, numbered Picture 1 and 2.

On a scale of 1 to 10 rate the appeal of the landscapes in Pictures 1 and 2 (where 1 is low and 10 is high).

66. Picture 1 _____

67. Picture 2 _____

68. For the picture of the landscape you gave the higher rating, briefly explain why?

69. For the landscape picture of the landscape you gave the lower rating, briefly explain why?

Facilitator: Please turn over the next sheet – the top sheet only – of the handout. It should read “HANDOUT 2” in the upper left corner. Please raise your hand if you do not have handout 2.

Please take a look at the driveways in the four pictures – focus solely on the driveways.

On a scale of 1 to 10, rate the appeal of the driveways in the 4 pictures (where 1 is low and 10 is high).

70. Picture 1 _____

71. Picture 2 _____

72. Picture 3 _____

73. Picture 4 _____

74. For the driveway you gave the highest rating, briefly explain why?

75. For the driveway you gave the lowest rating, briefly explain why?

76. Where do the downspouts from your home’s eaves troughs go to?

Into the ground [] Onto my property [] Other (please specify) _____

Facilitator: Please turn over the next sheet – the top sheet only – of the handout. It should read “HANDOUT 3” in the upper left corner. Please raise your hand if you do not have handout 3.

Facilitator: Please take a moment to look at the four photos. These pictures are of different options for the discharge from your downspouts).

On a scale of 1 to 10, please rate the appeal of the options shown to deal with the drainage from you downspouts (where 1 is low and 10 is high).

77. Picture 1 _____

78. Picture 2 _____

79. Picture 3 _____

80. Picture 4 _____

81. For the drainage option or options you gave the highest rating, briefly explain why?

82. For the drainage option or options you gave the lowest rating, briefly explain why?

APPENDIX III

Facilitator: Please turn over the next handout. There should be two pages stapled together and it should read HANDOUT 4 in the upper left hand corner of both pages. Please raise your hand if you do not have handout 4

Please look at the first page, Picture 1 and Picture 2. Take a moment to review these streetscapes, focusing on the areas around the road and sidewalks.

On a scale of 1 to 10, rate the appeal of the streetscapes in the pictures (where 1 is low and 10 is high).

83. Picture 1 _____

84. Picture 2 _____

85. For the streetscape you gave the higher rating, briefly explain why?

86. For the streetscape you gave the lower rating, briefly explain why?

Please look at the second page, Picture 3 and Picture 4. Take a moment to review these pictures on sidewalk areas.

On a scale of 1 to 10, rate the appeal of the sidewalk landscapes in picture 3 and 4 (where 1 is low and 10 is high).

87. Picture 3 _____

88. Picture 4 _____

89. For the sidewalk landscape you gave the higher rating, briefly explain why?

90. For the sidewalk landscape you gave the lower rating, briefly explain why?.

Facilitator: Please turn over the last handout. There should be three pages and it should read HANDOUT 5 in the upper left hand corner of each page.

Please look at page one, Picture 1 and Picture 2. Focus your attention on the landscape of these homes (not on the homes).

On a scale of 1 to 10, rate the appeal of the landscape in the pictures 1 and 2 (where 1 is low and 10 is high).

91. Picture 1 _____

92. Picture 2 _____

93. For the landscape you gave the higher rating, briefly explain why?

94. For the landscape you gave the lower rating, briefly explain why?

Facilitator: Please look at page two, Picture 3 and Picture 4. These are pictures of backyard landscapes.

On a scale of 1 to 10, rate the appeal of the backyard landscape in pictures 3 and 4 (where 1 is low and 10 is high).

95. Picture 3 _____

96. Picture 4 _____

97. For the backyard landscape you gave the higher rating, briefly explain why?

98. For the backyard landscape you gave the lower rating, briefly explain why?

APPENDIX III

Facilitator: Please look at Picture 5 and Picture 6 on the last page of the handout. These are two pictures of gardens.

On a scale of 1 to 10, rate the appeal of the gardens in picture 5 and 6 (where 1 is low and 10 is high).

99. Picture 5 _____

100. Picture 6 _____

101. For the garden you gave the higher rating, briefly explain why?

102. For the garden you gave the lower rating, briefly explain why?

Facilitator: Please take a look at Picture 2, Picture 3 and Picture 5 on Handout 5.

103. Would you consider undertaking any of the landscape design ideas depicted in these photos at your home?

Yes [] No []

104. If yes, please specify what ideas depicted in pictures 2, 3 and 5 you would be interested or willing to try.

105. If no, please explain why you would not be interested or willing to try any of the design ideas depicted in pictures 2, 3 and 5.

LAWN AND GARDEN ADVICE AND SERVICES

106. To where or to whom do you go for advice you trust about landscape design and maintenance?

107. To where or to whom do you go for advice you trust about plants, trees and shrubs?

108. Where do you purchase lawn care products?

109. Where do you purchase plants, trees, and shrubs?

110. Have you ever hired a landscape designer or landscape architect?

Yes [] No []

111. Why or why not?

UNDERSTANDING

112. What is a rain garden?

113. What is a watershed?

114. Please name the watershed in which you live.

115. What is storm water runoff?

116. Should you be concerned about storm water runoff?

Yes [] No []

117. Why or why not?

RAIN WATER COLLECTION

118. Do you have a rain barrel?
Yes [] No []

119. Briefly explain why or why not.

120. Would you use a landscape advisory service if it was available free-of-charge from the City of Mississauga
Yes [] No []

121. Why or why not?

EVALUATION

122. On a scale from 1 to 10, rate your level of satisfaction with this session?
_____ (where 1 is low and 10 is high)

123. Why did you give this rating?

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