invest from the ground up!
Trees Mean Business!

Trees Forever
Annual Celebration

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June 2013

the image of the city

doom & gloom
the image of the city

vibrant & sustainability
Trees & Retail Environments Research

social science of consumer behavior

‘atmospherics’
1. Place Perceptions
   • Place Character
   • Interaction with Merchants
   • Quality of Products

2. Patronage Behavior
   • travel time, travel distance
   • duration & frequency of visits
   • willingness to pay for parking

3. Product Pricing
   • higher willingness to pay for all types of goods
   • higher in districts with trees – 9-12%

Trees & Shopper Environments Research

• Research Questions •
  trees and visual quality?
  trees and consumer behavior?
  trees and product pricing?

• Methods: 
  mail out/in surveys
  national or local sample
  residents/nearby city residents

partners: U of Washington, NGOs, business organizations
funded by USDA Forest Service
Image Categories (sorted by ratings)

Pocket Parks mean 3.72 (highest)

Scale: 1 = not at all, 5 = like very much, 26 images

Full Canopy mean 3.63

Enclosed Sidewalk 3.32

Intermittent Trees 2.78
No Trees  
mean 1.65  
(lowest)  
(high - 3.72)

freeway roadside
freeway roadside

freeway roadside
Companies stage an experience when they engage customers in a memorable way.

*The Experience Economy*

B. Joseph Pine II
James H. Gilmore

Strip malls

Vegetation edited in shopper survey

Retail & Place Marketing
Ingersoll St.

digging deeper

• attribution theory
• neatness counts
• trees, accessory vegetation, sidewalk care = curb appeal
• tree planting or maintenance upgrade = signal of change
• use landscape character to identify the district
Nature and Consumer Environments

Shoppers are increasingly interested in the experience of shopping, as well as the goods and services they expect to purchase. A series of studies has investigated associations between urban forest and people’s response to shopping settings.

These studies show that providing for trees in the streetscape is an important investment for a business community. The presence of a quality urban forest positively influences shoppers’ perceptions, and probably, their behavior. Information below includes research studies, tools, and resources to help create and sustain beautiful streets.

Studies

Trees and Business - Growing Together
A National Research Program

Trees provide environmental benefits in cities, but also contribute to the aesthetic appeal of streets. A series of studies has shown that shoppers respond positively to trees. These findings have been consistent across large, smalld, and medium cities. The most positive consumer response is associated with urban forest where overhang is minimal. Haywood (2010) created a tool that identifies the results across several research studies. Details of research found in sections below.

www.naturewithin.info