

# THE VALUE OF TREES



Tree Canada  
Arbres Canada

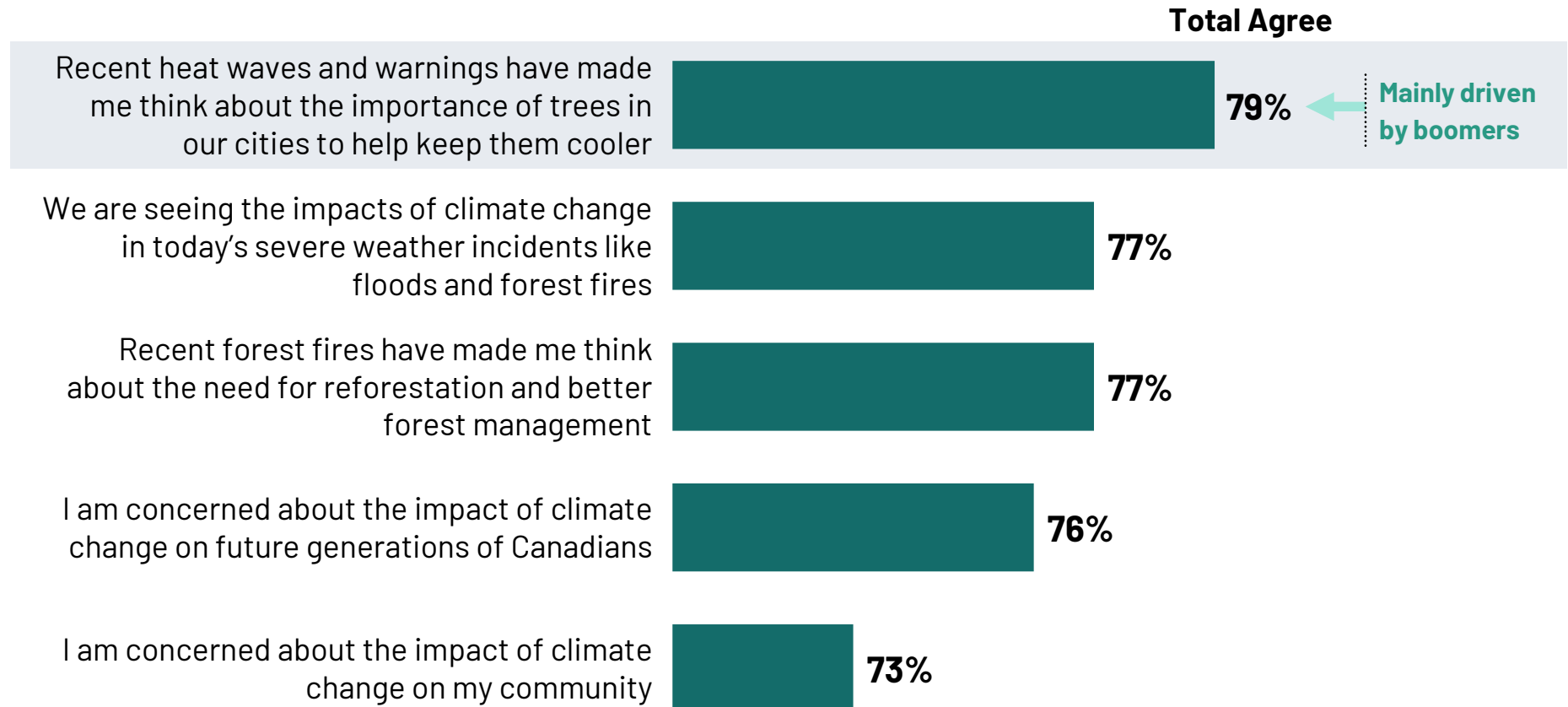


# PERCEPTIONS OF TREES AND TREE PLANTING ON THE ENVIRONMENT



# The Value and Role of Trees is Top of Mind as Canadians Experience Extreme Weather Events

Overall, we are seeing higher concerns amongst those who have higher education across all statements and amongst residents of Quebec and British Columbia

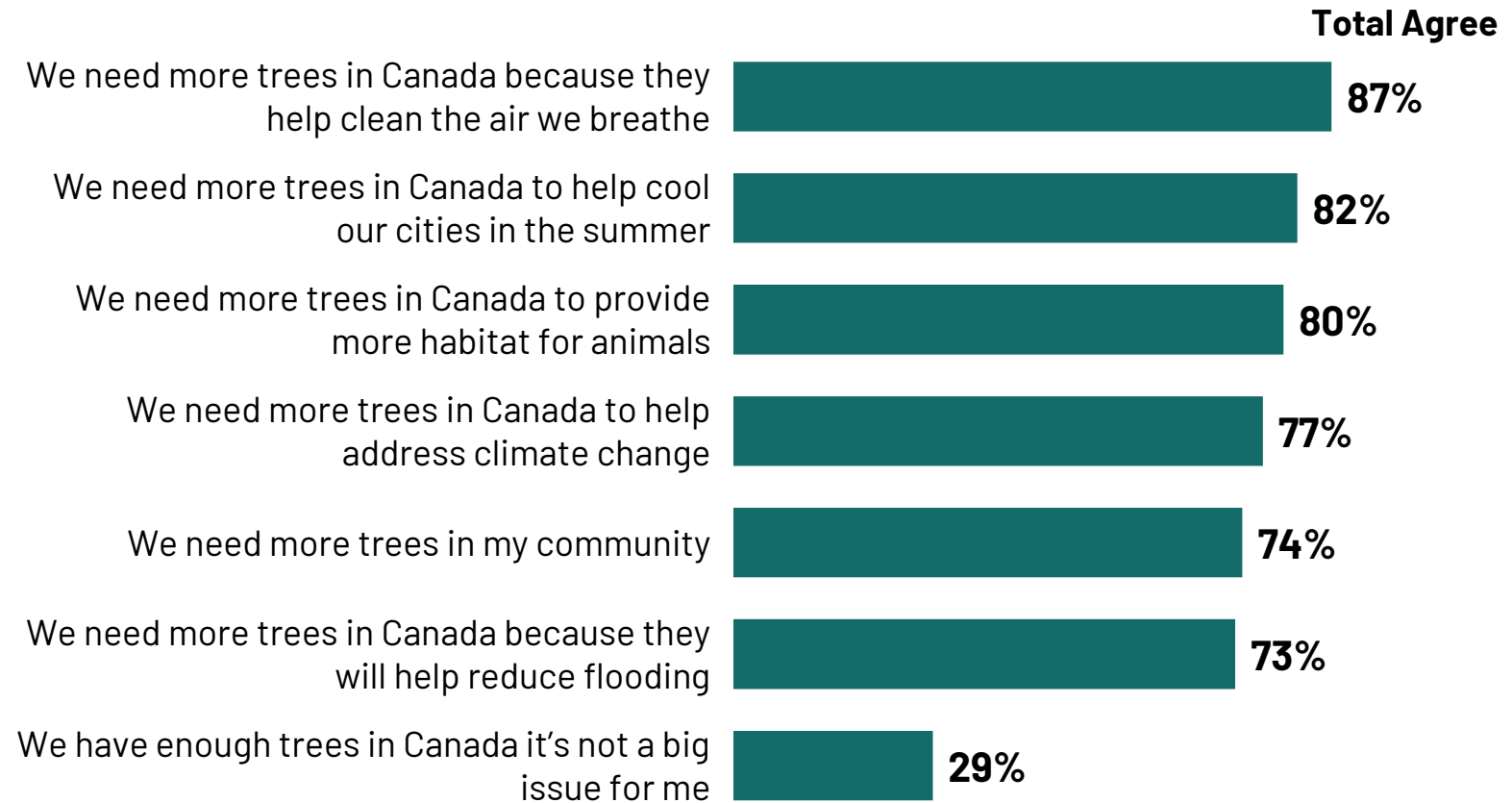


Base: Total Sample (n=1000). All statements reported on Total agree  
 Q1. Please indicate whether you agree or disagree with the following statements. [RANDOMIZE]

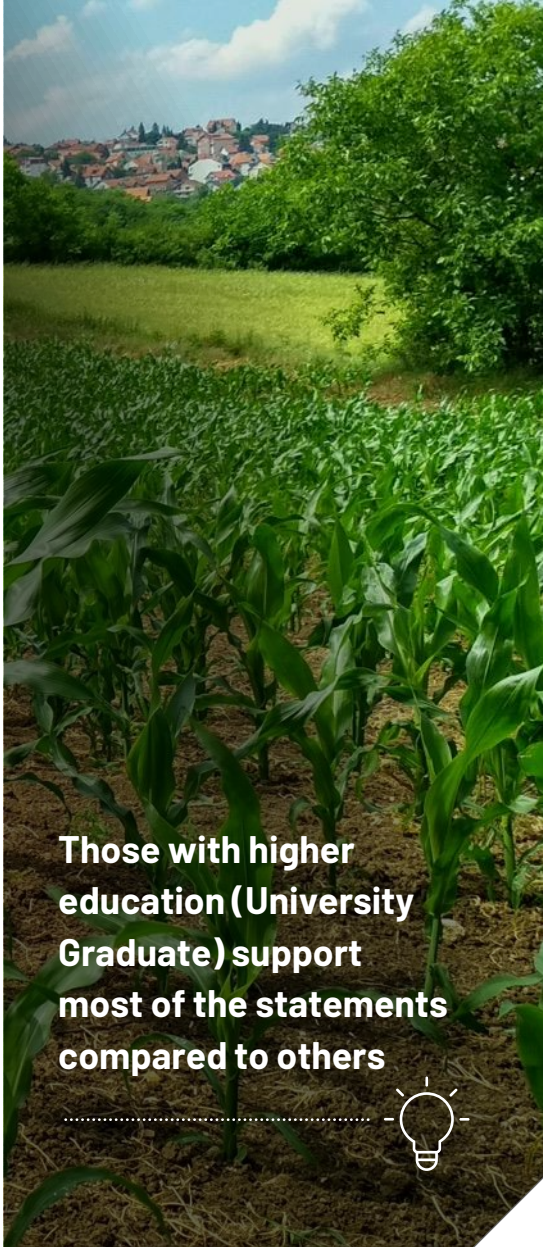
# The Broad, Positive Impact of Trees is Well Understood by Canadians

Boomers and those with higher education support the need for Trees to help clean air and to address climate change while Gen X supports it more to help cool the city and to support more habitat for animals.

Regionally British Columbia and Quebec show higher scores than other regions.



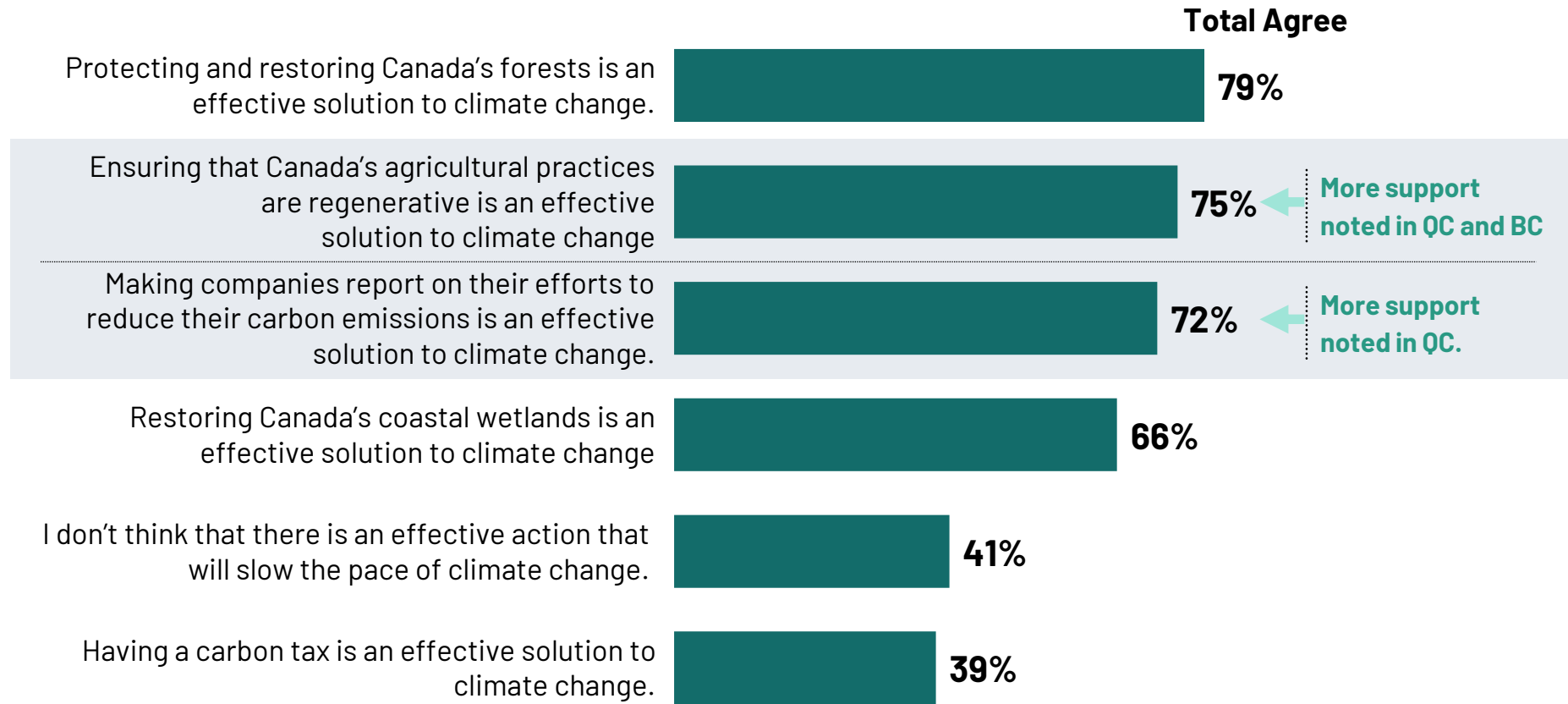
Base: Total Sample (n=1000). All statements reported on Total agree Q2. Please indicate whether you agree or disagree with the following statements. [RANDOMIZE]



**Those with higher education (University Graduate) support most of the statements compared to others**



# Restoring Canada's Forests is Seen By Most as an Effective Solution to Climate Change



Not surprisingly given the recognized positive benefits of trees, many Canadians are interested in volunteering to **plant trees** in their community?

32%

✓ YES

Gen Z and Millennials and residents of ON and QC show higher inclination to **plant trees**

34%

✗ NO

Boomers show less inclination to **plant trees**

34%

MAYBE

# Research Context & Methodology

## CONTEXT/RESEARCH SPECIFICS

Tree Canada and Ipsos have partnered to conduct this survey in support of National Tree Day and Tree Canada activities. The survey examines Canadians' views toward the value of trees, tree planting and other environmental issues.

For more information:

[Mike.Colledge@ipsos.com](mailto:Mike.Colledge@ipsos.com)

ESG Lead Ipsos Canada

## MAIN STUDY SPECIFICS

General Population: Omni study

**1000** interviews/wave  
conducted online



**Field Timing** –

Aug 28<sup>th</sup> to Sept 2, 2024

