

Arbor Day Foundation™

The Harris Poll
Harris Insights & Analytics LLC, A Stagwell Company

# The Canopy Report

## HOW AMERICA SEES TREES

2025 Annual Report

ARBORDAY.ORG

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# SUMMARY, METHODOLOGY & KEY THEMES



THE CANOPY REPORT

# Executive Summary

For more than five decades at the Arbor Day Foundation, we've seen trees uplift communities, strengthen ecosystems, and make our planet a healthier and more livable home for us all. Last year in our first edition of the Canopy Report, we found most Americans shared our profound affinity for trees. This year's follow up report revealed that appreciation runs deeper in many ways. Here are our major takeaways.

**Life is better with trees.**
Americans look to trees to help them feel good, with 87% of people agreeing trees and green spaces have a noticeable, positive impact on their mental well-being. They recognize their role in improving physical health as well — nine in 10 Americans believe trees are a public health tool. An astonishing 95% of people said they see the value of trees in their communities for their ability to clean air, provide shade, and provide privacy.

**Americans crave more access to trees.**
Consistent from our 2024 report, half of Americans still need to get in a car and drive in order to access their nearest park or green space. Many Americans (73%) are left wishing they had more trees where they live. In fact, nine in 10 Americans agreed that cities and urban areas should be built with trees and green spaces in mind. When asked why they want to be around trees, many people circled back to how green space makes them feel. Eighty-four percent said spending time in nature brings them hope and optimism about the future.

**Know-how is a barrier to planting.**
While most Americans know that trees make neighborhoods more livable, few have taken the steps to lay roots of their own. Just 19% of people said they have planted a tree in the last year. Interestingly, the results discovered it isn't a lack of desire holding people back — it's a lack of knowledge. 85% percent of people who haven't planted a tree said they'd be more likely to do so if they knew what kind of tree to plant, how to plant it, or had access to free tree planting resources. Americans care about planting the right trees the right way, but they just aren't confident in their own abilities. Even accounting for the potential challenges of a tree like damage or mess, 88% of people still think the benefits of trees outweigh the drawbacks.

**Trees are on the frontlines of natural disasters.**
People are feeling the effects of severe weather, and they're looking to trees to help. Six in 10 people said they have personally experienced a natural disaster where they live, ranging from extreme heat and wildfires to hurricanes and tornadoes. A similar percentage of the public said they've seen those natural disasters cause significant impacts to their local tree canopy. Americans also recognized trees are part of making communities stronger after natural disasters, with nine in 10 people agreeing replanting trees after a natural disaster is an important part of recovery.

**Americans want businesses to make a difference, too.**
While most Americans (89%) feel intrinsically motivated to make sustainable, eco-conscious choices, it's clear they don't want to go at it alone. The data shows they're willing to back businesses that step up to drive impactful environmental change, with half of Americans saying they actively seek out information about a company's environmental commitments before making a purchase. Additionally, 85% of people said businesses should be planting trees or engaging in reforestation.

This entire report is affirming for the future focused work of the Arbor Day Foundation. We encourage you to dig into these results and reflect on how you can engage with trees to make a difference in your world.



Dan Lambe
*CEO, Arbor Day Foundation*

# Methodology

This research was conducted online by The Harris Poll on behalf of The Arbor Day Foundation from March 4 - March 21, 2025, among 2,025 U.S. adults ages 18 and older.

Generations mentioned in the report are as defined as Gen Z (Ages 18-28), Millennials (Ages 29-44), Gen X (Ages 45-60) and Boomers (Ages 61-79).

It also references findings from the first year of The Canopy Report, conducted from March 8 - March 14, 2024, among 2,006 U.S. adults ages 18 and older.

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 2.8 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.





# THEMES ON HOW WE SEE TREES

There's a lot to explore in the 2025 Canopy Report, but one thing remains clear, American's agree on the value of trees. The following pages outline major themes we saw in people's feelings about trees and how they intertwine with their lives.

Americans who spend more time outside around trees report greater mental and physical benefits



TREES AND HEALTH

# Life is better with trees

Americans say that spending time around trees makes them feel happier and healthier.

**95%**
of Americans find value in trees

**95%**
Engage in outdoor activities around trees

**87%**
of Americans say trees and green spaces have a noticeable impact on their mental well-being

**79%**
of Americans say, “being among trees is my happy place”

**50%**

of Americans need to drive to the nearest park or natural green area

**73%**

wish their neighborhood had more trees

GREEN ACCESS

# Americans crave more access to trees

Americans agree that life is better with trees. But easy access to trees and green space remains a challenge for some.





Americans feel confident about maintenance, with 72% saying they know how to take care of the trees in their yard



TREES AT HOME

# Know-how is a barrier to planting

Americans feel confident about caring for and maintaining their landscapes, but planting trees is a different story.

FEWER THAN

**1 in 5**

Americans report having planted a tree last year

**40%**

said they would plant if they knew more about planting

**61%**

of Americans have experienced a natural disaster in the past 12 months (with excessive heat leading the way)

**62%**

have noticed significant changes to tree coverage where they live

**86%**

say right now is a critical time to be replanting our forests

TREES RECOVER

# Trees are on the front lines of natural disasters

More Americans are feeling extremes at their doorsteps, and it's impacting our trees, too. People understand that trees are important tools on the front lines of a changing world.





Half say they actively seek out information about a company's environmental commitments before buying



GREEN LEADERSHIP

# Americans want businesses to make a difference, too

While 88% of Americans feel their individual eco-conscious decisions can make a difference, it's clear they don't want to go at it alone. People recognize and support companies doing right by the planet.

**85%**

of Americans think businesses should actively plant trees or support reforestation

**62%**

believe businesses should be key players in shaping a greener future

**77%**

say they'd be more likely to support a business that is reducing or offsetting its carbon footprint, which can be done through reforestation efforts

# LIFE IS BETTER WITH TREES



# Trees and nature are restorative for Americans

**85%**

of Americans

"Spending time in nature, surrounded by trees, is like hitting the reset button for my mind and soul."



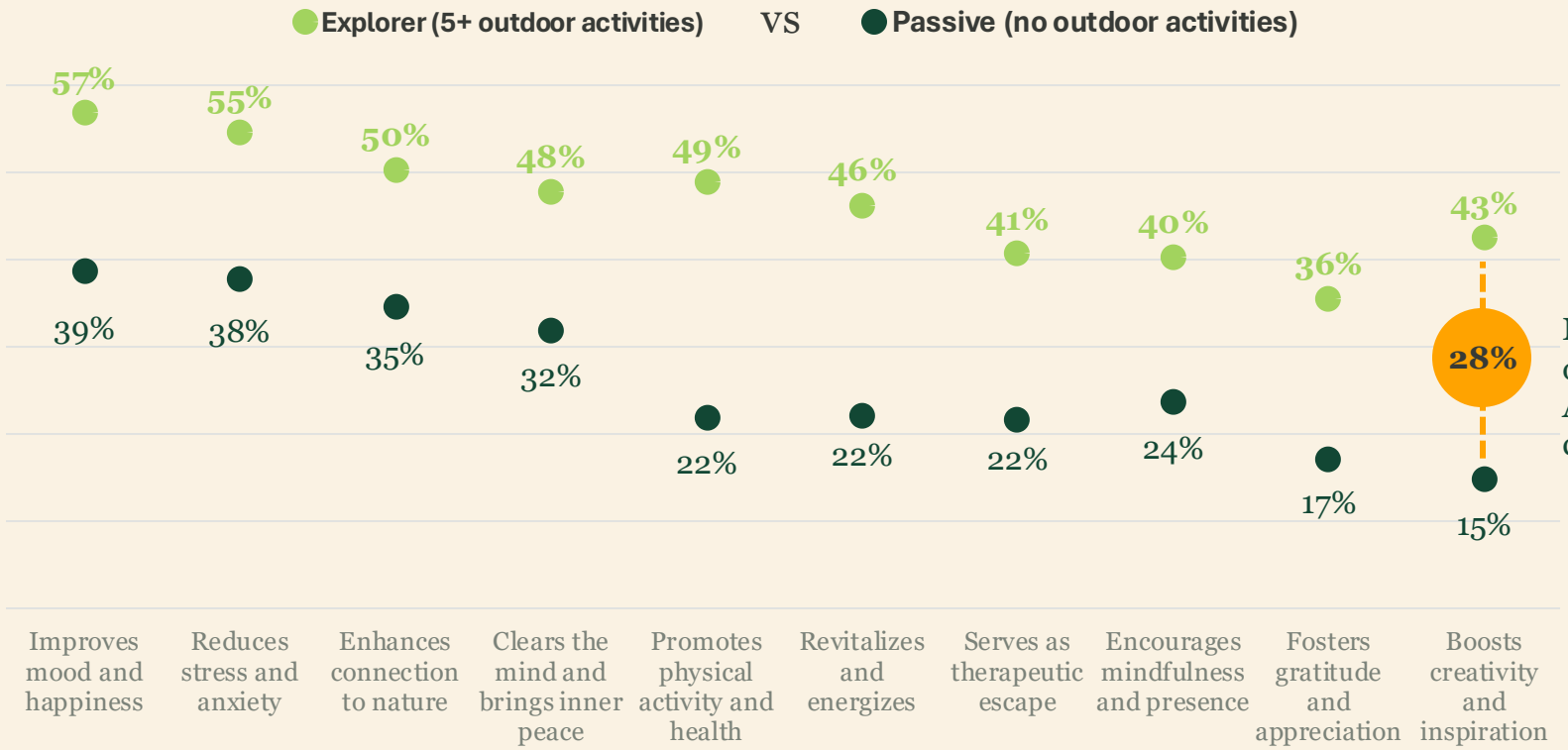
**79%**

of Americans

"Being among trees is my happy place."

# The more time Americans spend in nature, the more they feel its benefits

How does engaging with trees and green spaces contribute to your mental well-being?



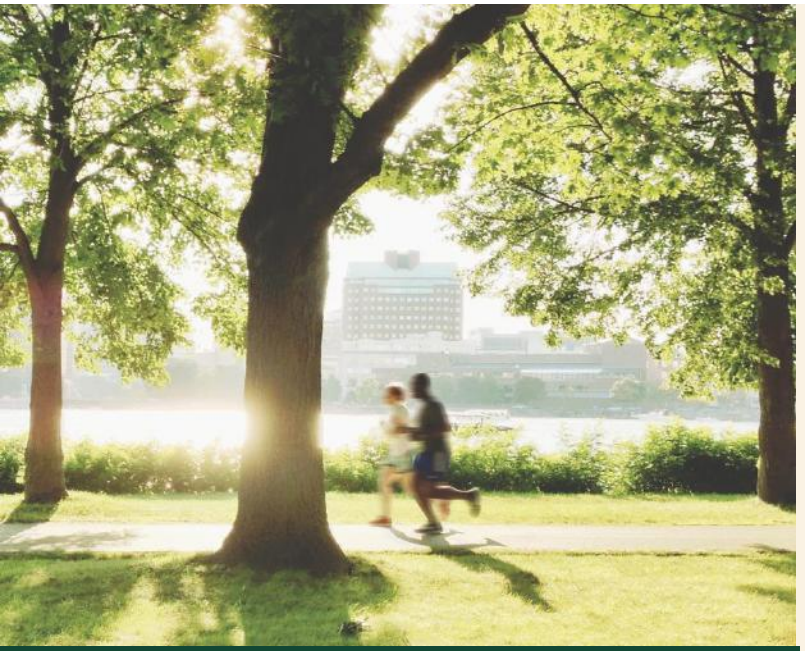

More time outdoors gives Americans a creative boost

**87%**

of Americans

Say that trees and green spaces have a noticeable impact on their mental well-being



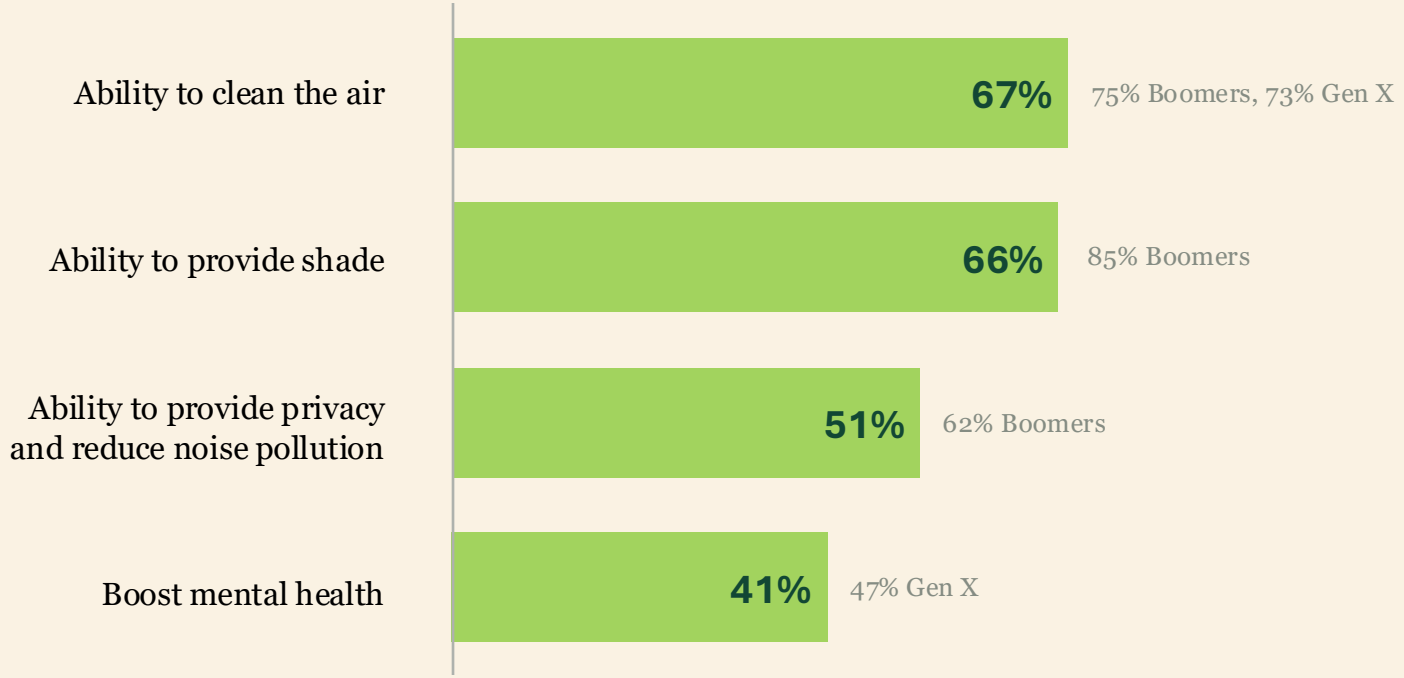


**89%**
of Americans

"Trees are a public health tool."

# The prescription for a healthier world? Trees.

Which, if any, of the following attributes are among the things you value about trees?



# Life is better under the canopy

**95%**
of Americans find value in trees

**90%**
of Americans

"I believe that trees are important to the health and well-being of communities."

**88%**
of Americans

"Trees in my community provide more benefits than drawbacks."



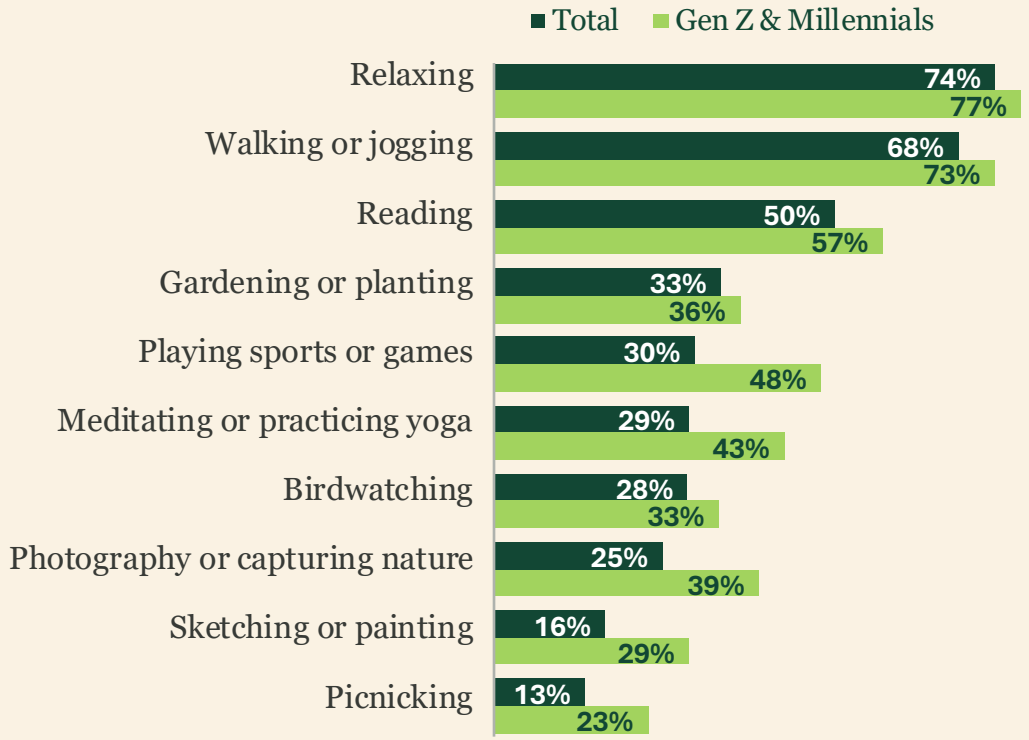
# AMERICANS SEEK TREES



# Nearly all Americans get outside regularly, especially younger generations

How often do you engage in each of the following activities, when spending time around trees or green spaces?

***(Top 4 Box, Weekly or more)***






↑ 6% from 2024

In 2025, more Americans are birdwatching



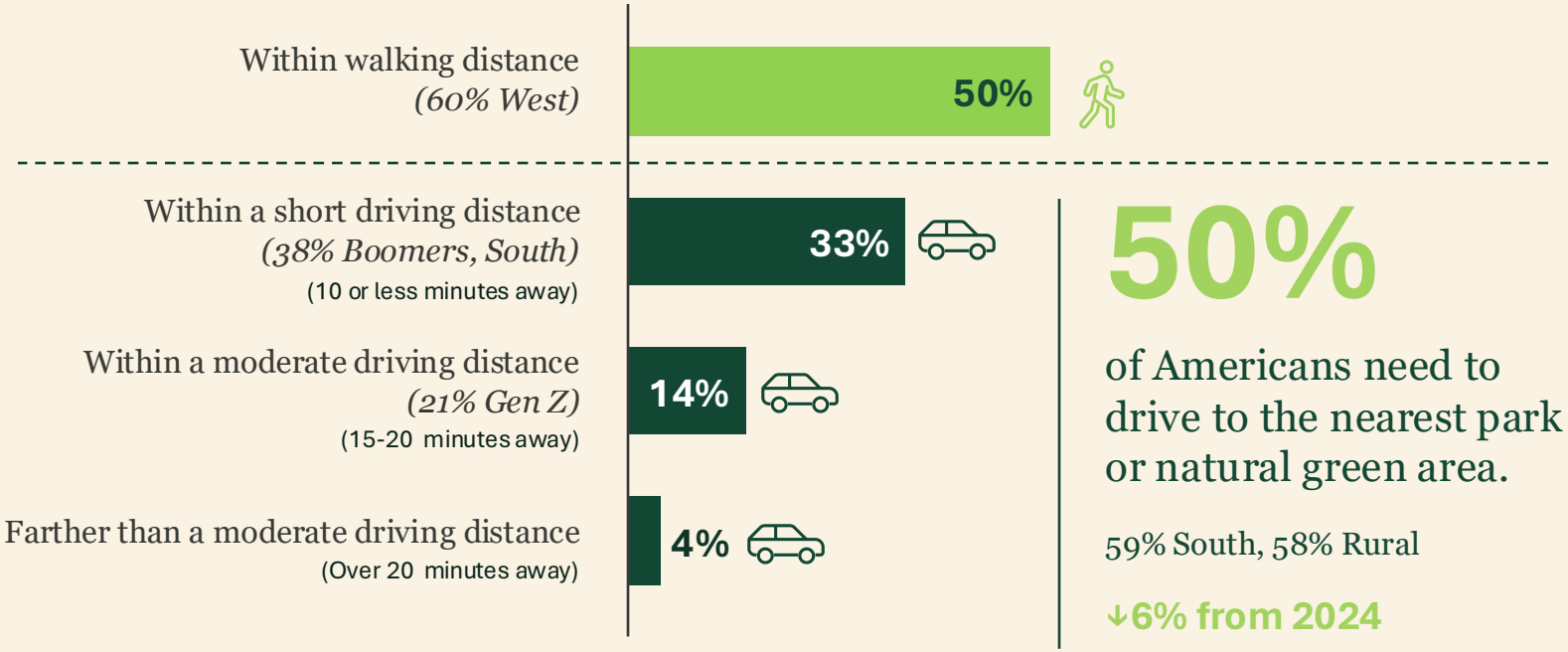
**84%**

of Americans

"Spending time in nature (trees, green spaces, hiking, parks) brings me a lot of hope and optimism about the future"

# Half of Americans must get behind the wheel to get into nature

How close is the nearest park or natural green area to your residence?




**50%**

of Americans need to drive to the nearest park or natural green area.

59% South, 58% Rural

↓6% from 2024



**91%**

of Americans

"I believe cities/urban areas should be built with trees and green spaces in mind."



# 84%

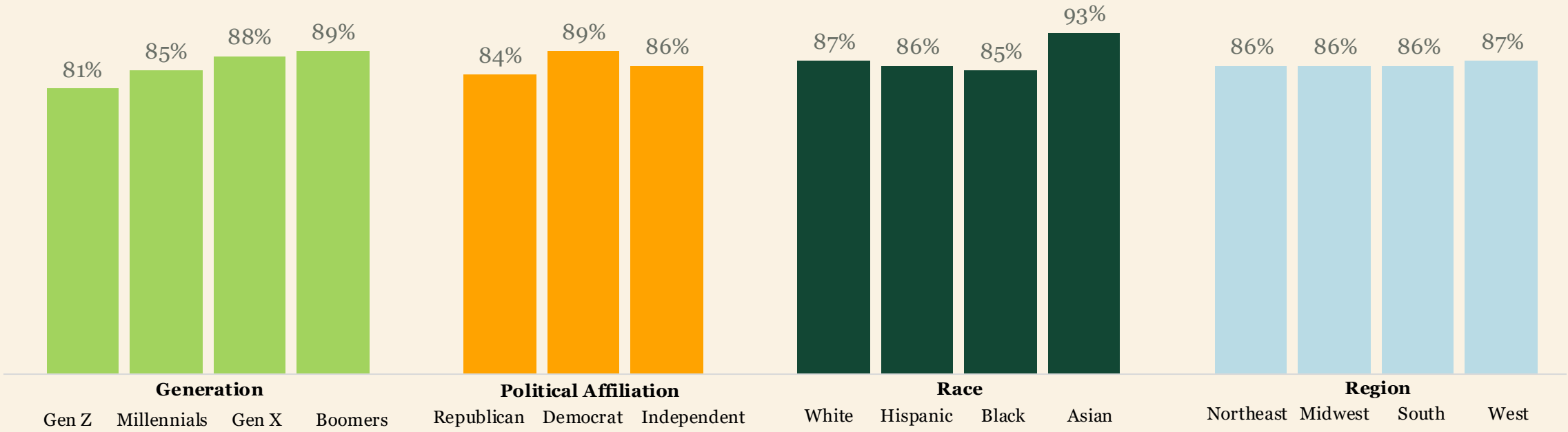
of Americans

"Our forest and communities need more trees."



# One thing we all agree on:
# Now is the time for trees

"Right now, is a critical time to be replanting our nation's forests."



# KNOW-HOW IS A BARRIER TO PLANTING





**63%**
of Americans

"I feel a deep sense of responsibility to care for the trees in my community"

72% Millennials

# Trees help neighborhoods feel like home

**83%**
of Americans

"I would prefer to live in a home around mature trees."

**90%**
of Americans

"Trees help make neighborhoods more livable."

**80%**
of Americans

If a tree is removed in my neighborhood, I believe it should always be replaced.

**72%**
of Americans

"I know how to take care of trees around my home and in my neighborhood."



# 73%

of Americans

"I wish my neighborhood had more trees and green spaces"



# Despite wanting more trees, less than 1 in 5 have planted a tree in the last year

Reasons preventing homeowners from planting trees on their property

| | | |
|---|---|---|
| #1 | The roots could damage my home, sidewalk, or driveway 35% Boomers | 30% |
| #2 | I'm worried about storms knocking them over 32% Boomers | 26% |
| #3 | Trees make a mess 25% West | 20% |
| #4 | I don't have the space | 19% |
| #5 | Trees can be expensive to plant and maintain 25% West, 23% Millennials | 16% |
| #6 | My HOA / local regulations make it hard to plant | 14% |
| #7 | I'd rather have a garden, pool, or open yard 24% Gen Z | 12% |
| #8 | Trees attract too many birds and bugs 19% Gen Z, 18% Millennials | 11% |
| #9 | I don't know how to take care of a tree 21% Gen Z | 9% |
| NONE | I don't have any objections regarding tree planting | 32% |



ONLY **19%** of Americans have planted a tree in the last year

**40%** of Americans would if they knew more about planting



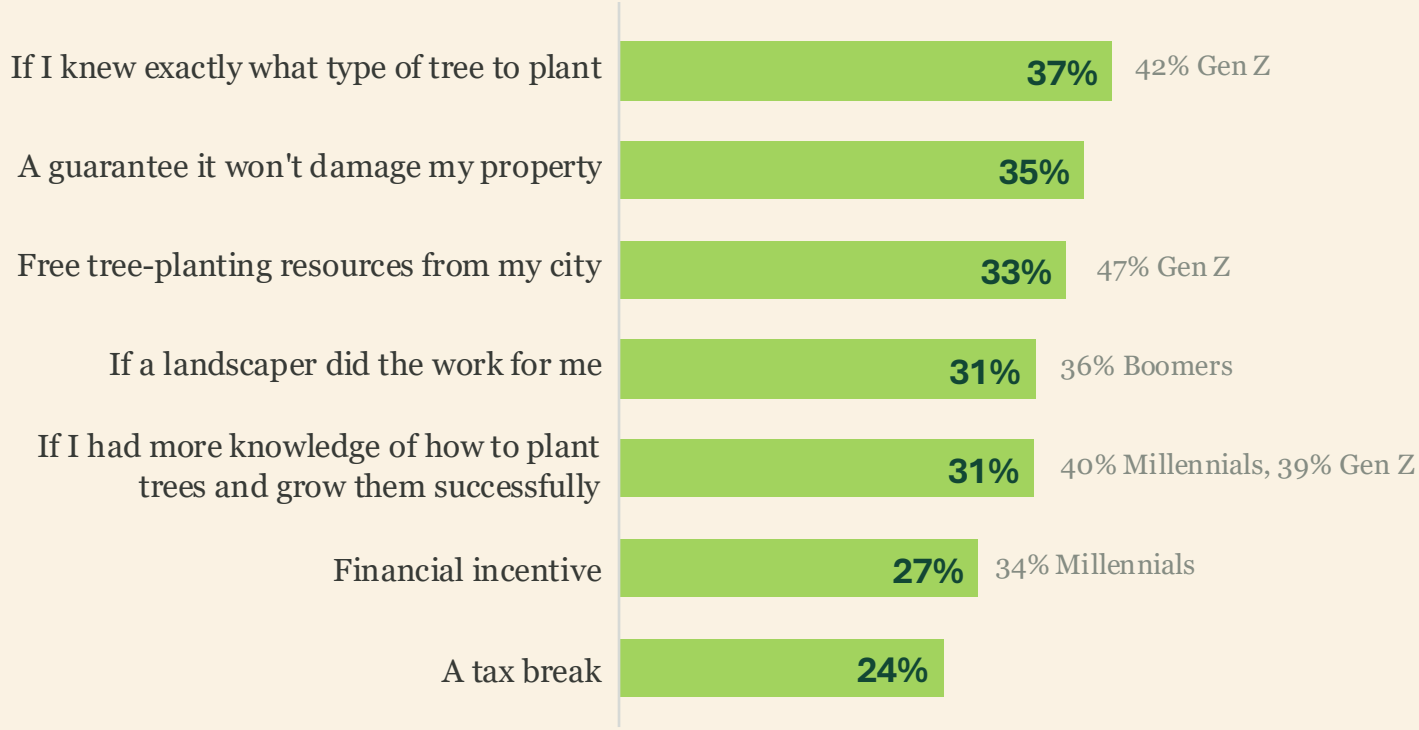
**TREE PLANTING IS NOT OFF THE TABLE**

**85%**

of Americans who haven't planted a tree say there's at least one factor that would make them more likely to do so.

# Knowledge is power when it comes to planting

Which of the following would make you more likely to plant a tree?

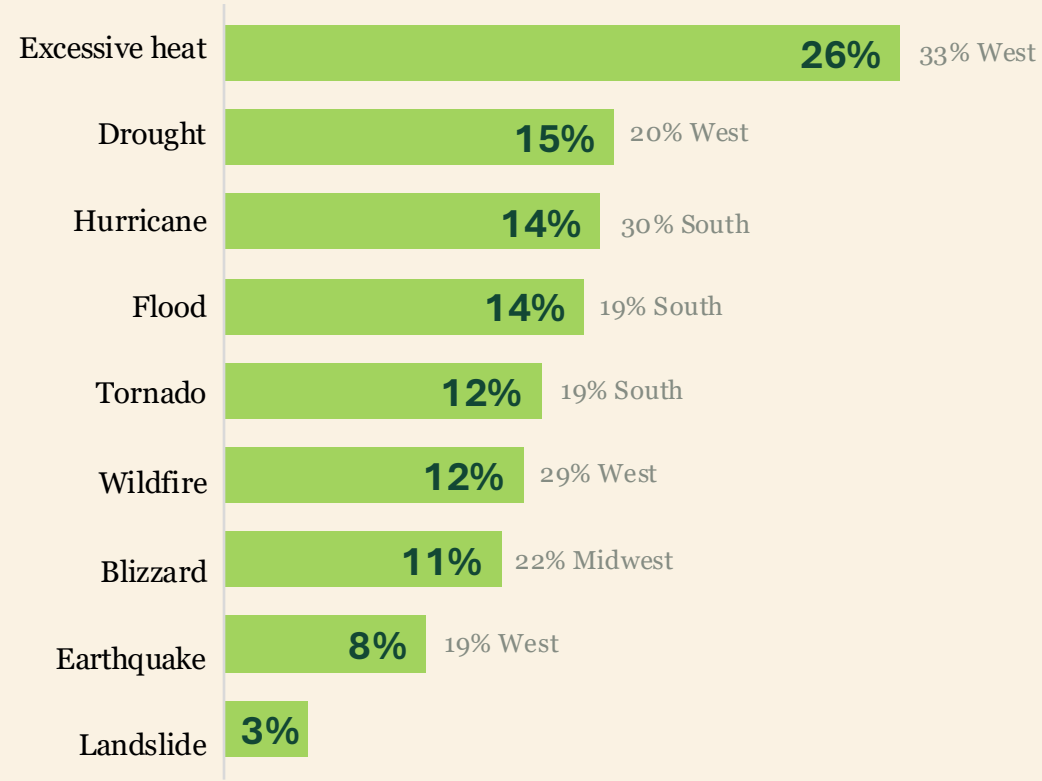


# TREES ARE ON THE FRONT LINES OF NATURAL DISASTERS



# The majority of Americans have experienced natural disasters where they live

Which, if any, of the following natural disasters or events did you experience in your area in the last 12 months?




**61%**

of Americans have experienced a natural disaster or event in the past 12 months



# Americans are seeing weather extremes affect trees

**62%**
of Americans

Have noticed significant changes to tree coverage where they live.



**29%**
of Americans

"Trees in my area have been damaged or lost due to hurricanes/storms."

28% South



**21%**
of Americans

"Trees are dying due to drought or extreme heat."

32% West



**16%**
of Americans

"Wildfires have destroyed trees in my region."

34% West



# 86%

of Americans

"Right now, it is a critical time to be replanting our nation's forests"





# 90%

of Americans

"Tree replanting for communities affected by wildfires, hurricanes, or other disasters is an important part of recovery efforts."



## How Americans think trees can protect against storms, flooding, and heatwaves

**90%** "Increasing tree coverage in cities would provide shade and contribute to lower urban temperatures."

**86%** "Stronger trees in high-wind areas can help mitigate storm damage and erosion."

**83%** "Planting trees in coastal areas can help absorb storm surges and reduce flooding risks."

# Trees are seen as tools to build resilience to storms, heat, and natural disasters



**90%**

of Americans

"Expanding tree coverage can absorb carbon emissions and improve air quality in polluted areas."

**86%**

of Americans

"Fire-resistant trees can serve as natural firebreaks and help slow wildfire spread."

92% West

**85%**

of Americans

"Trees planted on steep slopes would contribute to soil stabilization and help reduce the likelihood of landslides."

# AMERICANS WANT BUSINESSES TO MAKE A DIFFERENCE, TOO





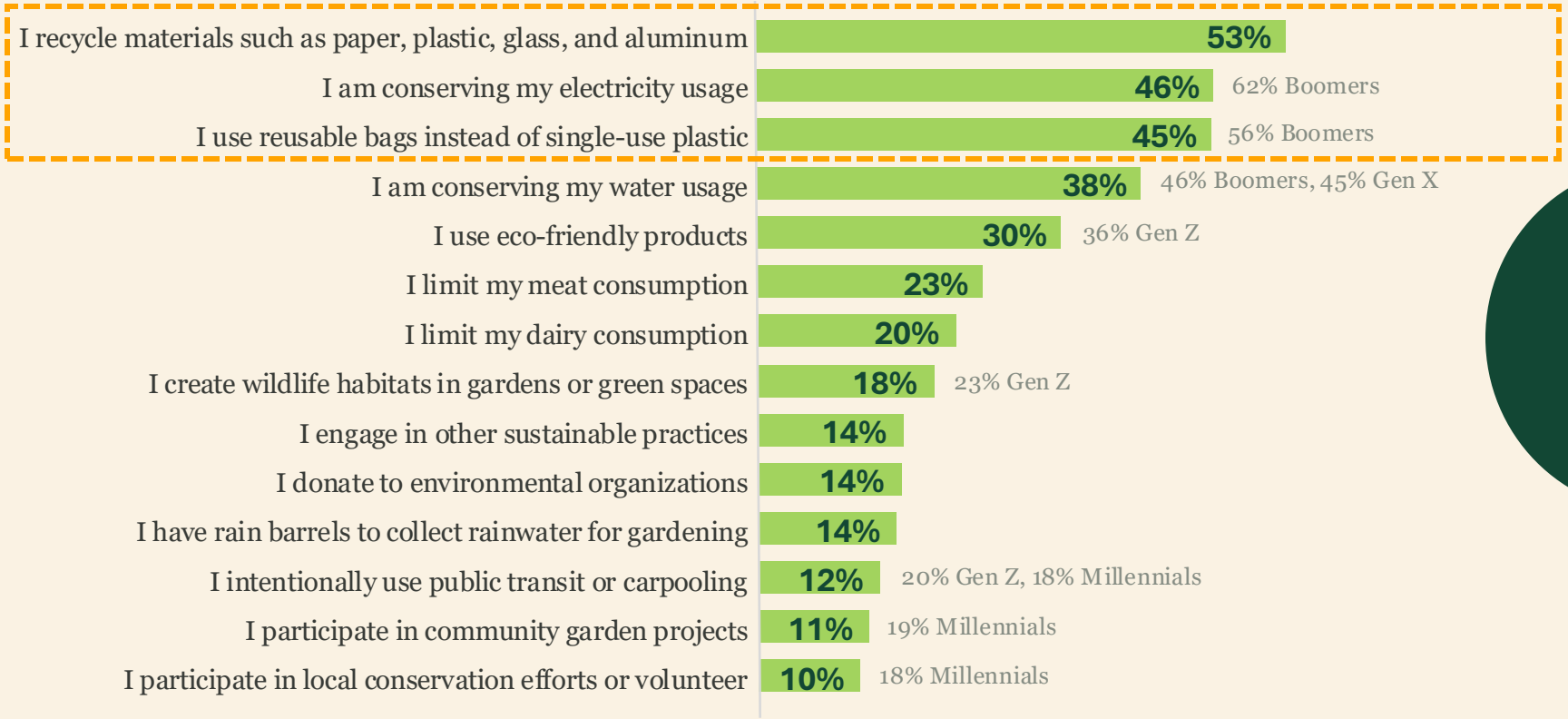
# 89%

of Americans engage in sustainable practices



# Most Americans are making sustainable choices in their daily lives

Which, if any, of the following actions apply to you?




**89%** of Americans engage in at least one sustainable practice.

**77%** engage in 2+ practices

**60%** engage in 3+ practices



# Americans want businesses to step up. But are receptive to joining a movement.

**89%**

of Americans

"I feel like there is too much responsibility put on everyday consumers and not enough on corporations."

**54%**

of Americans

"I need to be part of a green group or movement to feel like I can make a difference."

73% Gen Z, 66% Millennials

↑ 11% from 2024

# Americans reward businesses doing right by the planet

**85%**

of Americans

"Businesses should actively plant trees or support reforestation."

94% Republicans, 93% Democrats

**77%**

of Americans

"I would be more likely to support a business that is reducing or offsetting its carbon footprint."

84% Urban, 82% Millennials, 82% Gen Z
90% Democrats (82% Republicans)

**71%**

of Americans

"I would be more likely to work for a company that has strong environmental sustainability commitments."

80% Millennials, 79% Urban
77% Democrats (66% Republicans)

**50%**

of Americans

"I actively seek out information about companies' environmental commitments before making a purchase."

67% Millennials, 63% Gen Z



Arbor Day Foundation™

We are a global nonprofit inspiring people to plant, nurture, and celebrate trees.

See more of our work at arborday.org

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