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The Canopy Report

HOW AMERICA SEES TREES

Mike Kuhl & Jeff Salem from the Arbor Day Foundation

The *Canopy Report* is the first of its kind consumer perception study exploring the relationship Americans have with trees.
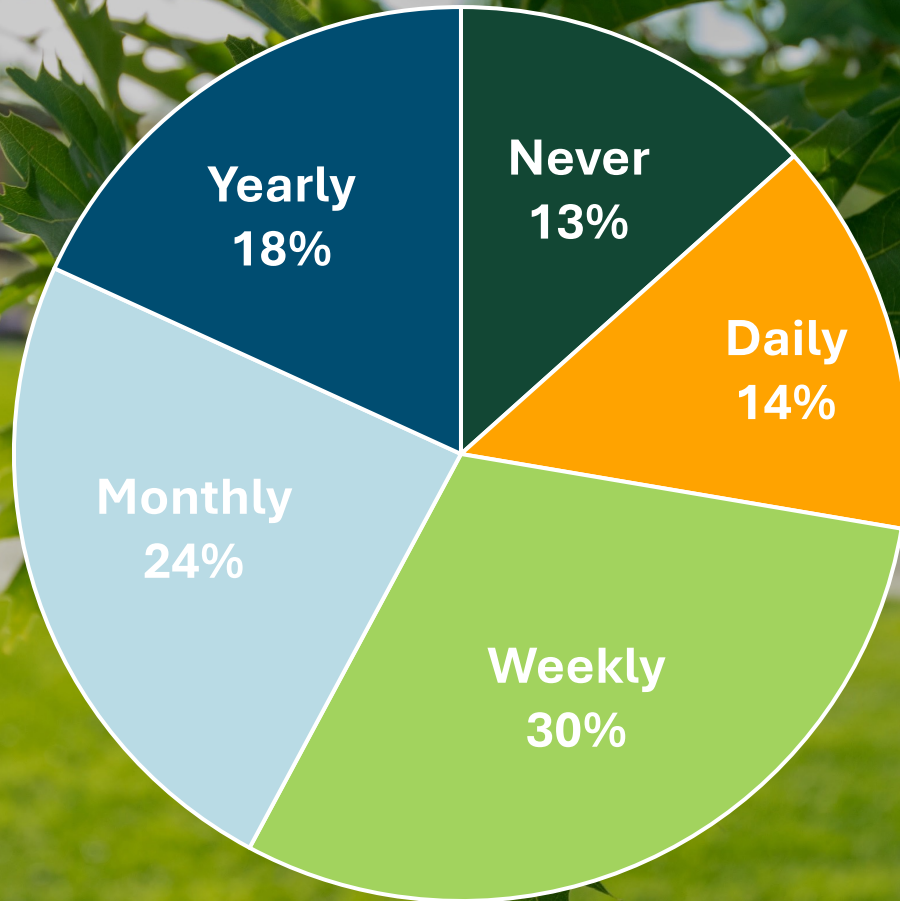
Arbor Day Foundation™ + The Harris Poll

On Average, How Often Do You Engage In Activities Involving Trees Or Green Spaces?

(n=2,006)

Never 13%

Daily 14%

Weekly 30%

Monthly 24%

Yearly 18%

51% Millennials,
48% Gen Z,
45% Gen X,
39% Boomers,
Spend time in greenspaces weekly or more.

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Americans value trees. And want more of them.

96%
of Americans find value in trees

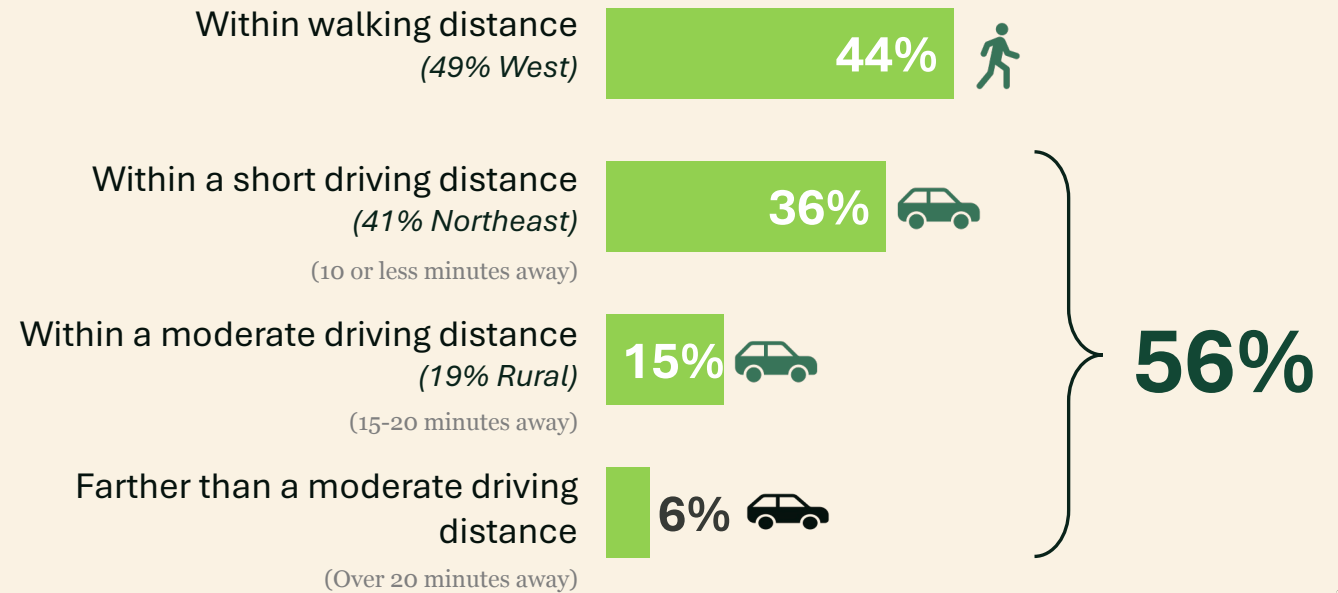Regularly engage in activities around trees or green spaces.

88%
of Americans

77%
of Americans

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

83% Urban, 82% Millennials, 82% Gen X

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Americans value trees. And want more of them.

Over half of Americans must drive to their nearest park or natural green area.

Within walking distance
(49% West)
44%

Within a short driving distance
(41% Northeast)
36%
(10 or less minutes away)

Within a moderate driving distance
(19% Rural)
15%
(15-20 minutes away)

Farther than a moderate driving distance
6%
(Over 20 minutes away)

56%

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Connecting to Your Work

- Entice support and sponsorships of your work

- Use in grant applications to show that your work connects with what the public wants

- Garner support for work in low-canopy neighborhoods

- Rally public support or lobby government resources

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Trees are a public heath tool that promotes mental and physical wellness.

People who engage with trees/green spaces daily are happier and score higher in their mental and physical health.

🙂 *Happiness:* **64%** *(+11%)*

🧠 *Mental Health:* **62%** *(+10%)*

🏋 *Physical Health:* **56%** *(+14%)*

(% Gap) = % Daily Tree Enthusiasts - % All

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Connecting to Your Work

- Extend partnerships to organizations that have alignment in health and wellness spaces to raise the visibility of your own organization

- Find new supporters and donors who may care about mental health, human health to learn about your work.

- Connect a tree's impact to people through storytelling

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Trees are a backbone of American communities.

9/10
Americans

Believe that trees make neighborhoods more livable. *(Nearly four in 10 chose their home location based on access to green spaces.)*

Feel a deep sense of responsibility to care for the trees in their community.

63%
of Americans

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Connecting to Your Work

- Rally your employees and team members

- This work is hard. It's important to know that people care and what we do matters

Climate change has reached our doorsteps. And trees are viewed as a solution.

64%
of Americans

are experiencing effects of climate change where they live.

74% Gen Z, 74% Urban, 71% Millennials

"I experience feelings of 'climate dread' (distress from the effects of climate change)."

75% Gen Z, 69% Urban, 65% Millennials

55%
of Americans

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Climate change has reached our doorsteps. And trees are viewed as a solution.

87%

"Planting trees helps fight climate change."

91%

Americans believe there is action they can take today to slow down climate change

Deforestation is seen as one of the easiest climate-related challenges Americans believe humans can fix.

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Connecting to Your Work

- Very newsworthy soundbites will resonate with local media

- Connects your work to ongoing national & global narrative that isn't going away

- Create more urgency in our work. People know that climate change is at our doorstep and they know trees can help.

Connect with us, download your copy

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Arborday.org/CanopyReport

Second annual report, coming Spring 2025

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