



# 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.



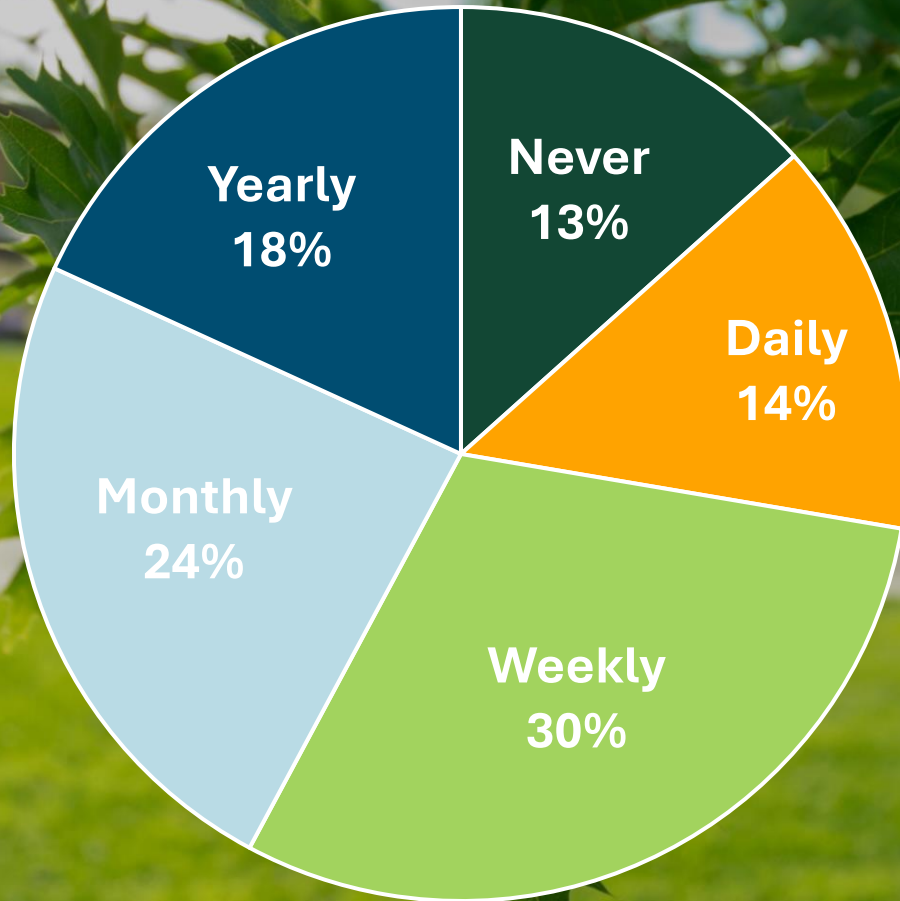
Arbor Day  
Foundation™



The Harris Poll

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

(n=2,006)



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

## CANOPY REPORT METHODOLOGY + DEMOGRAPHICS

This survey was conducted online from March 8–14, 2024, among 2,006 U.S. adults ages 18 and older. Age, gender, geographics, education, income and political leanings were recorded.

Generations mentioned in the report are as defined as: Gen Z (Ages 18-26), Millennials (Ages 27-42), Gen X (Ages 43-58) Boomers (Ages 59-77)

Sample data is accurate to within +/- 3.0 percentage points using a 95% confidence level.

KEY THEME

# 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

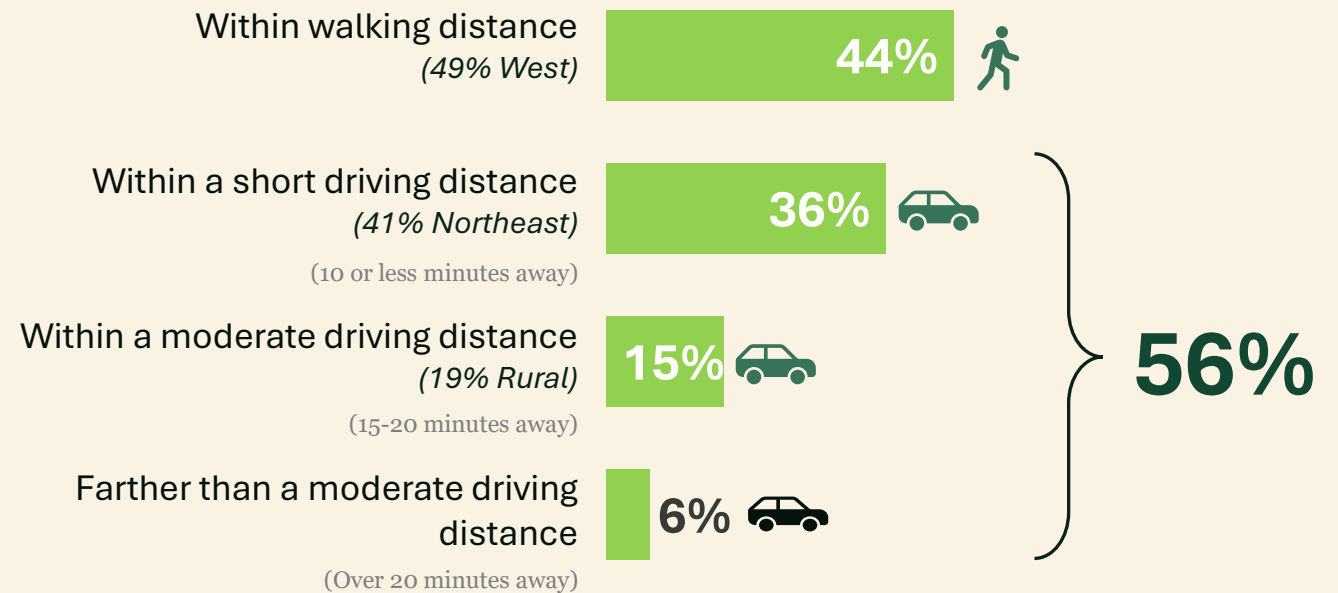
“I wish my neighborhood had more trees and green spaces.”

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

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

KEY THEME

**Americans value trees. And want more of them.**



# 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

KEY THEME

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

**82%**

of Americans

“Trees and greenspaces are important to my overall well-being.”

*88% of monthly outdoor enthusiasts*

“Trees contribute to my mental-well being.”

*96% of monthly outdoor enthusiasts*


**90%**


of Americans


KEY THEME

**Trees are a public health 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*



TREES ARE A PUBLIC HEALTH TOOL

## 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

KEY THEME

**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

TREES ARE A BACKBONE OF COMMUNITIES

## 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

KEY THEME

**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

KEY THEME

**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.**

TREES ARE PART OF THE SOLUTION

## 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](https://arborday.org/CanopyReport)  
*Second annual report, coming Spring 2025*



[ARBORDAY.ORG](https://ARBORDAY.ORG)





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Sign-in sheets for Society of American Foresters (SAF) CFE credits are available at the registration desk post conference.

## The Canopy Report How America Sees Trees

Speakers:

Mike Kuhl and Jeff Salem



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