



PRESS RELEASE

The value and role of trees is top of mind as Canadians experience extreme weather events

In advance of National Tree Day, the Tree Canada and Ipsos survey examines Canadians' views toward the value of trees.

Tree Canada and Ipsos have partnered to conduct a survey in support of National Tree Day. Communities across Canada will be hosting events and tree planting activities over two days on September 25 and September 28, 2024.

The survey examines Canadians' views toward the value of trees. The value and role of trees is top of mind as Canadians experience extreme weather events with 79% of Canada agreeing that recent heat waves and warnings have made them think about the importance of trees in our cities to help keep them cooler. In addition, Canadian recognize the important contribution trees make to addressing climate change, keeping Canada's air and water clean and providing habitat for animals.

For more details, please see the report below.

These are some of the findings of an Ipsos poll conducted between Aug 28th to Sept 2, 2024, on behalf of Tree Canada. For this survey, a sample of 1,001 Canadians aged 18+ was interviewed. Quotas and weighting were employed to ensure that the sample's composition reflects that of the Canadian population according to census parameters. The precision of Ipsos online polls is measured using a credibility interval. In this case, the poll is accurate to within ± 3.8 percentage points, 19 times out of 20, had all Canadians aged 18+ been polled. The credibility interval will be wider among subsets of the population. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, STOXX Europe 600 and is eligible for the Deferred Settlement Service (SRD).

ISIN code FR0000073298, Reuters ISOS.PA, Bloomberg IPS:FP

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