

THE VALUE OF TREES

FEBRUARY 23, 2026

Tree Canada and Ipsos have partnered to conduct this survey examining Canadians' views toward the value of trees, tree planting and other environmental issues.



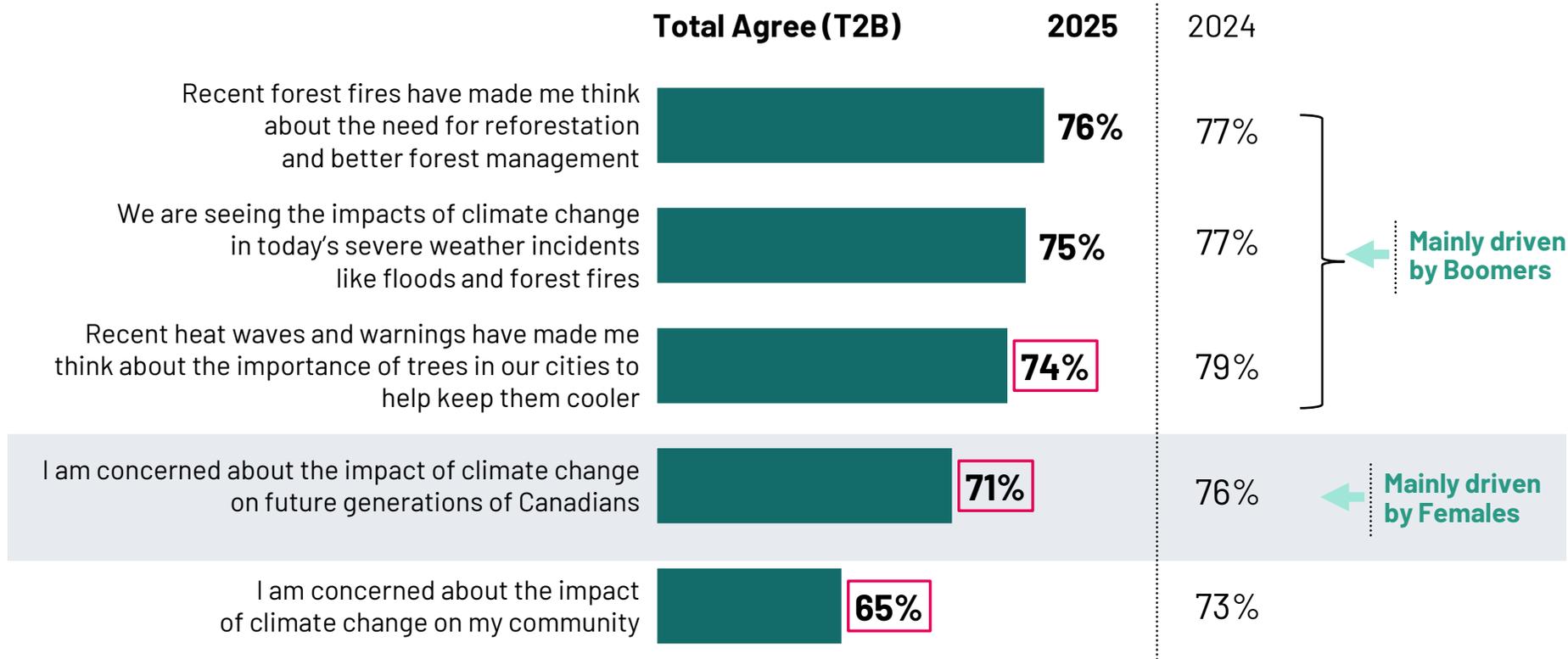
Tree Canada
Arbres Canada



PERCEPTIONS OF TREES AND TREE PLANTING ON THE ENVIRONMENT

The Value and Role of Trees continues to be linked to awareness of forest fires and heat waves.

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

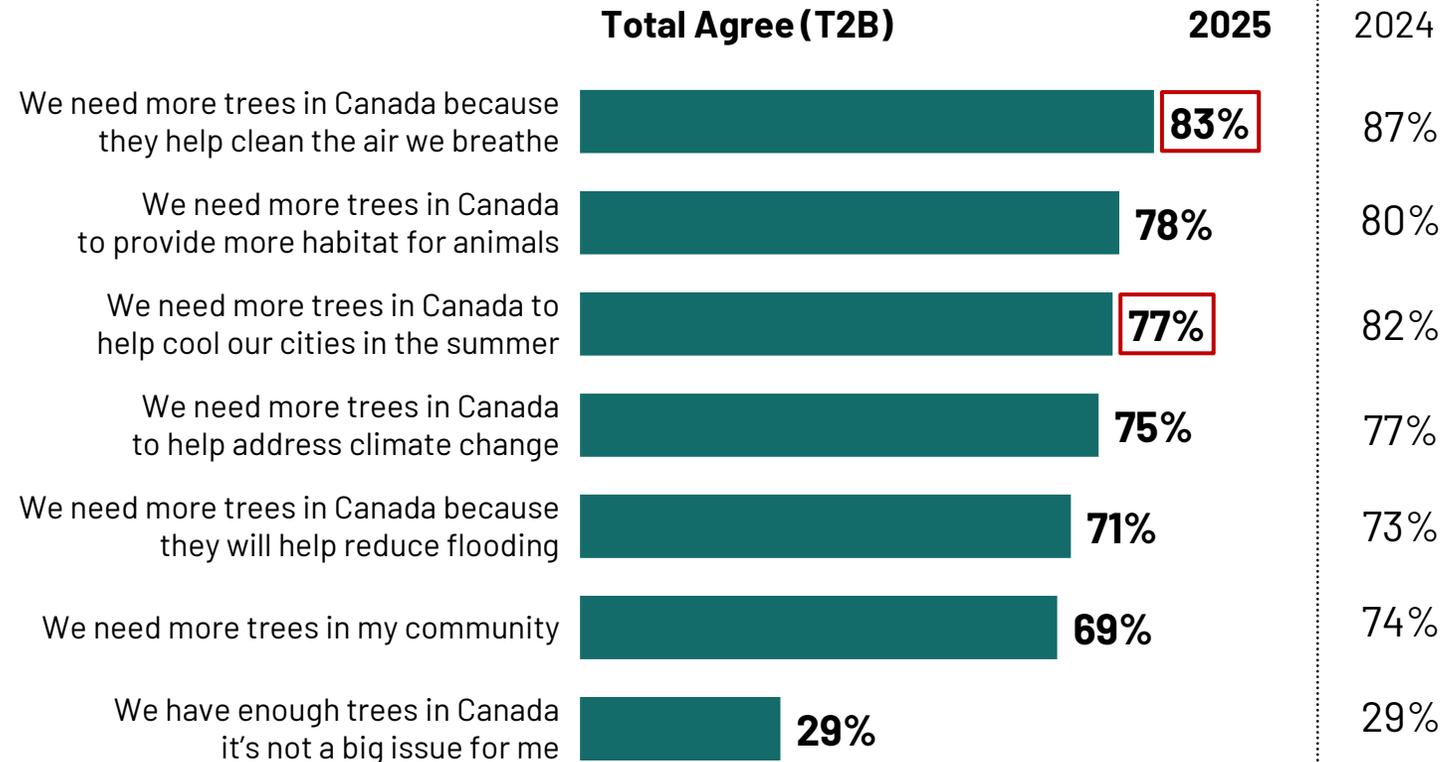


Note: The year over year declines are similar to other recent Canadian and global studies as citizens have become more preoccupied by affordability related concerns that they see as more urgent.

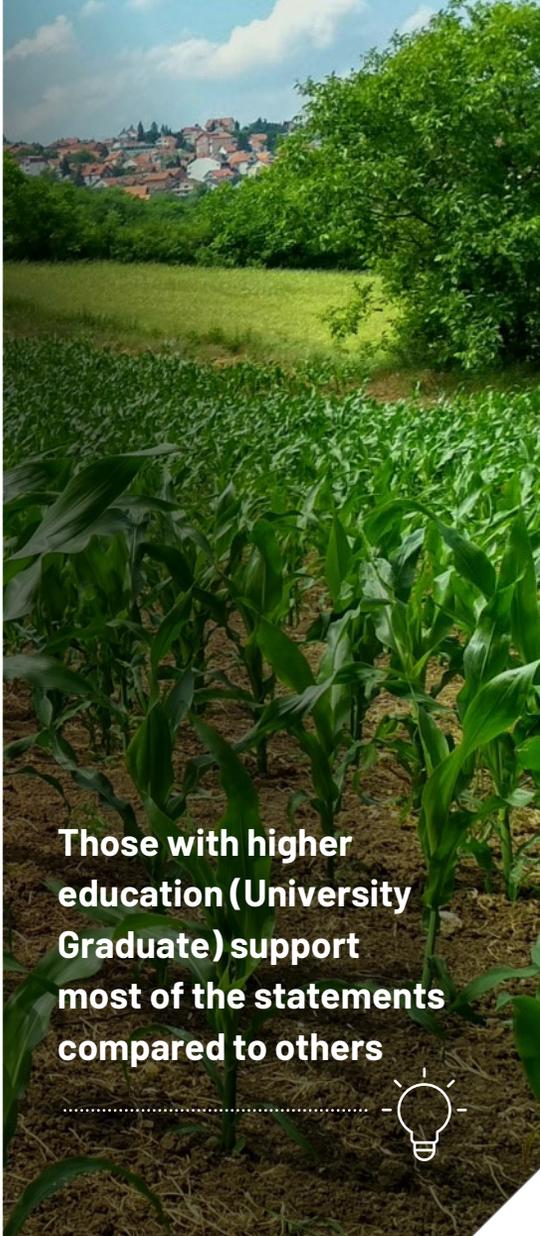
Canadians know trees help with clean air, habitat for animals and cooler summers.

Boomers and those with higher education are the main drivers of all statements.

Regionally British Columbia shows significantly higher scores than other regions.



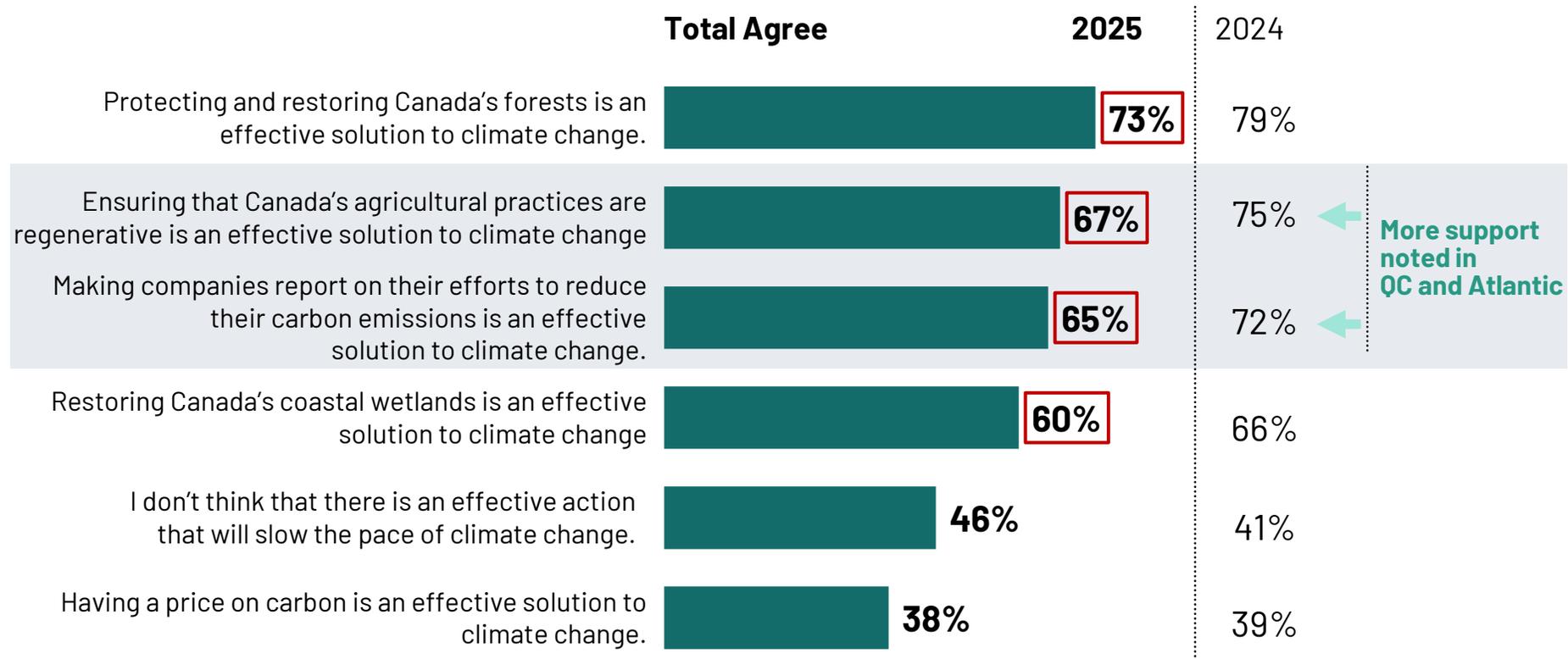
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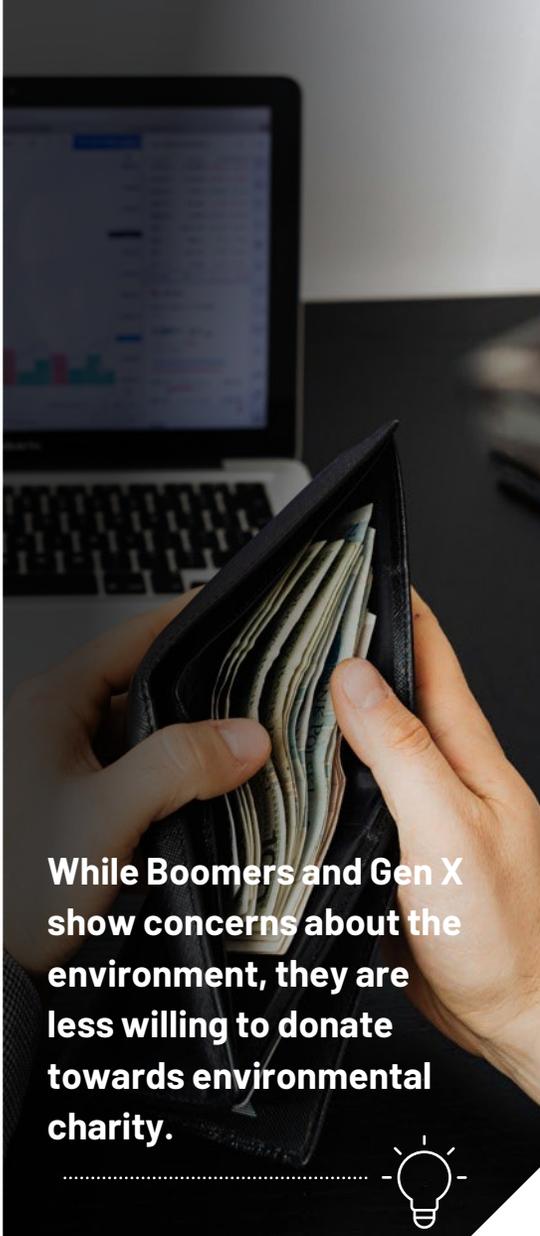
Those with higher education (University Graduate) support most of the statements compared to others



Forest restoration tops the list of trusted solutions albeit a decline is noted vs last year.



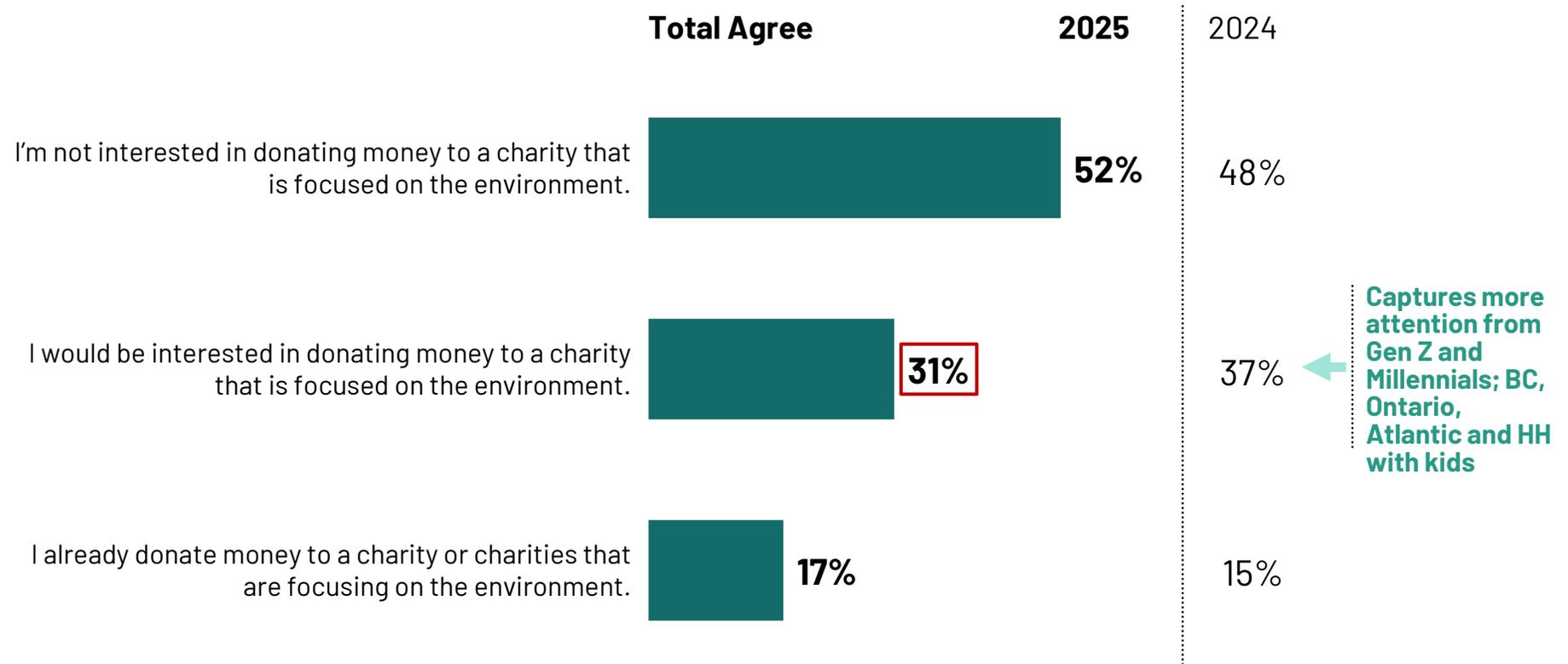
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While Boomers and Gen X show concerns about the environment, they are less willing to donate towards environmental charity.

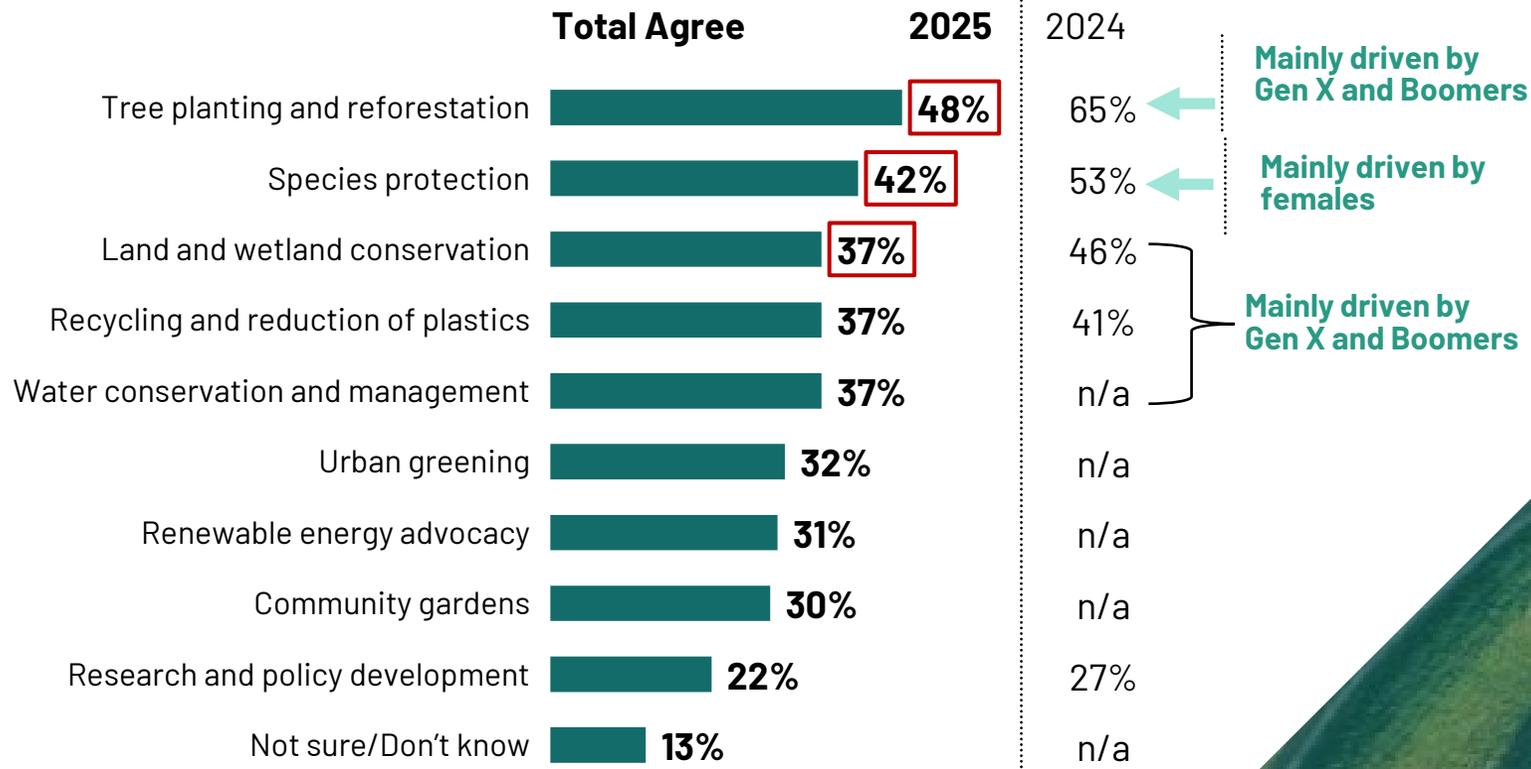


Three in ten Canadian are interested in donating money towards an environmental charity and close to two in ten say they have already donated to one.



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Canadians show higher inclination in supporting tree planting and reforestation organisations along with species protection (same as last year).



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Base: Total Sample (n=1000)

QBX5. What type of environmental organization would you be more inclined to support?

Research Context & Methodology

CONTEXT/RESEARCH SPECIFICS

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

For more information:

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MAIN STUDY SPECIFICS

General Population: Omni study

1000 interviews/wave conducted online



Desktop/Laptop



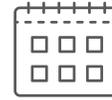
Mobile



Females
50%



Males
45%



Age 18-55+

Field Timing –

Aug 28th to Sept 2, 2024

Dec 11th to Dec 18th, 2025

Region:

