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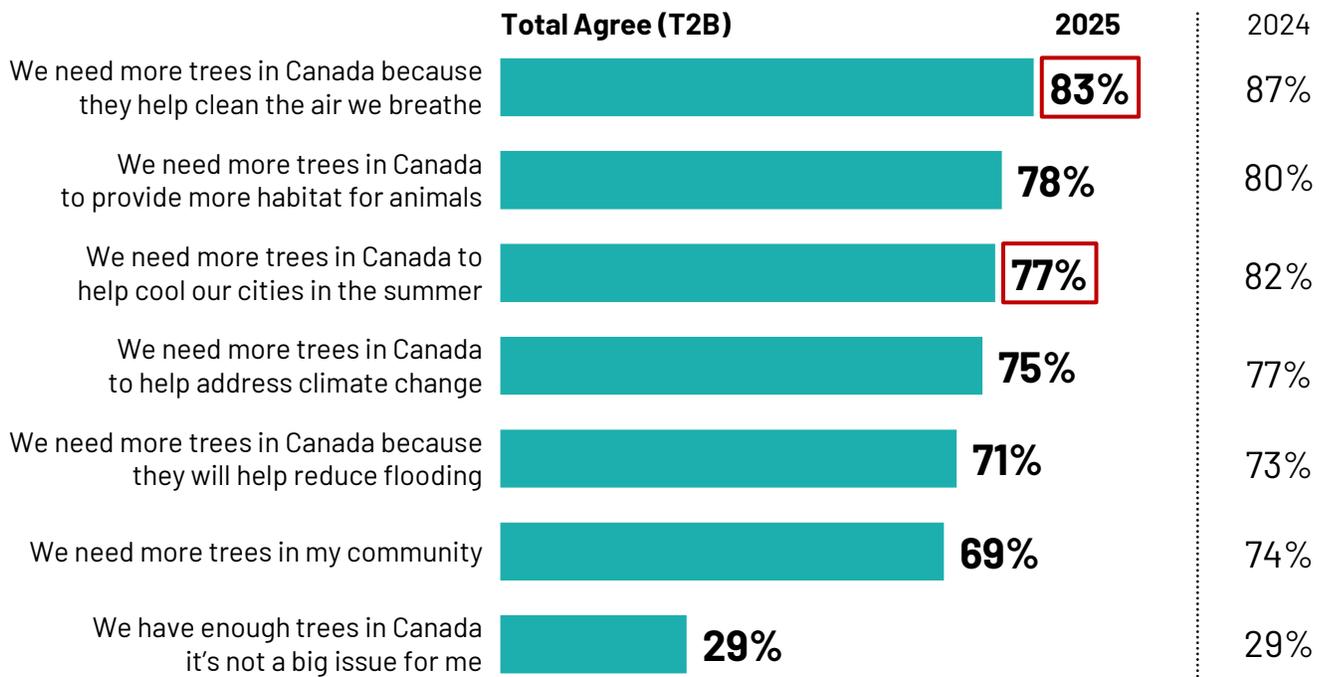
Three quarters of Canadians (76%) agree that recent forest fires have made them think about the need for reforestation and forest management.

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

The value and role of trees is top of mind for Canadians with 83% (vs. 87% in 2024) agreeing Canada needs more trees because they help clean the air Canadians breathe. Canadians also recognize that trees provide habitat for animals (78% vs. 80% in 2024), help cool our cities (77% vs. 82% in 2024), help address climate change (75% vs. 77% in 2024) and help reduce flooding (71% vs. 73% in 2024).

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.



For more details, please see the report below.

About This Study

ABOUT THE STUDY

These are some of the findings of an Ipsos poll conducted between Dec 11th to Dec 18th, 2025, 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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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.

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