THE CANOPY REPORT
HOW AMERICA SEES TREES
APRIL 2024
A COMPREHENSIVE LOOK INTO HOW AMERICANS THINK ABOUT AND INTERACT WITH TREES AND THE GREEN SPACES AROUND US

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EXECUTIVE SUMMARY

That’s why for more than 50 years at the Arbor Day Foundation, we’ve committed to planting trees in the neighborhoods, cities, and forests where they can have the greatest impact.

But we wondered — do our fellow Americans share our understanding of trees as a natural good? Has the enormity of a tree’s power gone unnoticed by the public?

The 2024 Canopy Report sought to understand the value Americans placed on trees and what role they play in our lives. What we uncovered was a profound affinity among Americans for trees enriching our lives, our communities, and the planet in so many ways.

Much of the report was encouraging for the work we do at the Arbor Day Foundation — we are, after all, the largest membership nonprofit organization dedicated to tree planting. However, there were signs that our mission to “inspire people to plant, nurture, and celebrate trees” is more needed today than ever as challenges to people and the planet still exist that can be improved through the simple act of planting a tree.

People are happier around trees, yet many crave more time and access to nature.

Americans love trees and understand the positive role they play in our lives. Eighty-eight percent of people regularly engage in activities around trees and green spaces. Those who engage on a daily basis are happier and score higher in their mental and physical health scores than those spending time in nature less often, according to the report.

And yet, we want more access. Seventy-seven percent of people said they wished their neighborhood had more trees and green spaces while more than half of Americans say they need to drive to their nearest green space.

Many Americans have been personally impacted by climate change and feelings of ‘climate dread’ is prevalent.

According to Americans, climate change is at our doorstep and it’s not a good feeling. Almost two-thirds say they’ve personally felt the effects of climate change and more than half report experiencing feelings of ‘climate dread.’

Almost half of the country said they need to be part of a green group or movement to feel like they, personally, can make a difference.

Most Americans understand the positive impact trees have in addressing climate change.

Fortunately, Americans know that trees can be there to answer the call. The findings reveal that 90% of people understand trees are key to helping address climate change. Additionally, nine in 10 people agree that “trees are not a nice-to-have, they’re a necessity” as we seek to solve the problems climate change creates.

It’s no surprise, that Americans say addressing deforestation is one of the easiest climate-related challenges we can fix if we work together.

At the Arbor Day Foundation, we interpret the Canopy Report and its findings as a recognition of how deeply intertwined American life is with nature. We welcome you to dig into the report and uncover the ways Americans see trees.

Dan Lambe, CEO, The Arbor Day Foundation
Across generations, one thing is clear — Americans recognize that trees are critical. Many crave more access to the natural world, and it’s not just because they know trees are good for the planet. Increasingly, people love trees for the way they make them feel: happier, healthier, and more ready to take on the challenges of a changing climate.
While the majority (87%) of Americans engage in green activities each year, less than half (44%) do so weekly or more.

Though 88% regularly engage in activities around trees or green spaces, Americans are looking to boost their time outdoors by nearly 90 minutes a day.

Accessibility is a challenge, as over half of Americans need to drive to the nearest park or green space.
KEY THEME:

TREES ARE A BRIGHT SPOT OF FUN THAT AMERICANS ARE EXCITED TO CELEBRATE

• The majority of Americans have climbed a tree (67%), half (51%) have gone leaf-peeping, and just over a third (36%) have hugged a tree.

• America’s favorite tree is the maple tree and, if trees could talk, Americans would want them to sound like Morgan Freeman.

• 62% of Americans would hang out in a tree with a talk show host for a day, especially Kelly Clarkson and Drew Barrymore.

• 59% of Americans celebrate Arbor Day by spending time in nature and planting trees, among other activities.
Key Theme:
Time in Nature Turbocharges Mental Health and Happiness

- 90% of Americans say trees and green spaces contribute to their mental well-being, with top impacts being reducing stress, improving mood, and clearing the mind.

- The most popular outdoor pastimes – relaxing, walking/jogging, and reading – are well-being-centric and those who engage with trees/green spaces daily are happier and score higher in their mental and physical health.

- 85% of Americans say that “spending time in nature, surrounded by trees, is like a reset button for my mind and soul,” while 77% say “being among trees is my happy place.”
KEY THEME:

TREES ARE A BACKBONE OF AMERICAN COMMUNITIES

• Nine in 10 Americans (91%) believe that trees help make neighborhoods more livable, and nearly four in 10 (38%) say they chose their home location based on access to green spaces.

• 91% of Americans believe that trees are important to the health and well-being of communities.

• Just under two-thirds of Americans (63%) feel a deep sense of responsibility to care for the trees in their community.
KEY THEME:

AMERICANS SEE TREES AS MAJOR PLAYERS AGAINST CLIMATE CONCERNS

• 64% of Americans are experiencing effects of climate change where they live, with more over half (55%) experiencing feelings of “climate dread” (distress from the effects of climate change.)

• 88% of Americans are aware of how trees can have a global impact for their role in slowing climate change, and 89% of Americans agree that “trees are not just a nice-to-have, they’re a necessity.”

• Deforestation is one of the easiest climate-related challenge Americans believe humans can fix.

• 93% of Americans agree, “trees that are planted today have benefits that span generations.”
THE GREEN LIFE:

01

SPENDING TIME AROUND TREES IS SECOND NATURE
TREE ENGAGEMENT

On average, how often do you engage in activities involving trees or green spaces?

- Yearly: 18.2%
- Monthly: 24.0%
- Weekly: 30.2%
- Daily: 14.3%
- Never: 13.4%

51% Millennials, 48% Gen Z, 45% Gen X, 39% Boomers, spend time in greenspaces weekly or more.
TIME OUTDOORS IS A STAPLE OF AMERICAN LIFE

Which, if any, of the following activities have you done in the last 12 months?

- I participated in outdoor activities: 54% Men, 52% Suburban
- I visited a park, botanical garden, or arboretum: 48% West, 48% Northeast
- I maintained or increased the use of eco-friendly products: 49% Gen Z
- I consumed news about events on trees and natural habitats: 48% Gen Z
- I planted a tree: 22% Rural
- I traveled to experience leaf-peeping: 25% Northeast, 21% Millennials
- I supported tree conservation initiatives: 27% Urban, 24% Millennials
- I attended tree-related workshops, seminars, or educational events: 17% Urban, 15% Gen Z, 15% Millennials

83% of Americans have done a green activity in the last year

93% Gen Z, 88% Employed
GREEN SPACES ARE A HAVEN FOR RELAXATION AND EXERCISE

Activities Around Trees/Green Spaces

- **Relaxing**: 73%
- **Walking or jogging**: 65%
- **Reading**: 54%
- **Gardening or planting**: 29%
- **Playing sports or games**: 28%
- **Meditating or practicing yoga**: 25%
- **Photography or capturing nature**: 23%
- **Birdwatching**: 22%
- **Sketching or painting**: 16%
- **Picnicking**: 9%

**Top 4 Box (Weekly or more)**

- **Urban, Millennials**: 73%
- **Urban, Northeast, Gen Z**: 61%
- **Millennials, Gen Z, Urban, Men**: 46%
- **Gen Z, Urban, Millennials**: 39%
- **Gen Z, Urban**: 36%
- **Rural, Millennials, West**: 28%
- **Urban, Millennials**: 18%

**88% of Americans** regularly engage in activities around trees or green spaces.

99% Daily Enthusiasts, 96% Weekly Enthusiasts
AMERICANS CRAVE MORE REGULAR ACCESS TO GREEN SPACES

On average, how often do you engage in activities involving trees or green spaces?

- 5% A few times a day
- 10% Daily
- 22% A few times a week
- 8% Once a week
- 17% A few times a month
- 7% Once a month
- 18% A few times a year or less often
- 13% Never

44% While most Americans engage in green activities each year, less than half do so weekly or more

87% Net engagement

2.22 hours actual time spent outside per day

1.49 hrs Difference
time desired outside per day

3.71 hours
SCHEDULES AND WEATHER KEEP PEOPLE FROM GETTING OUTSIDE

Reasons Preventing Americans from Spending More Time Outdoors

- **Busy schedule and/or lack of time**: 50%
  - 59% Millennials | 58% Gen Z

- **Technological distractions competing for leisure time**: 17%
  - 27% Gen Z | 22% Millennials

- **Failure to properly plan outdoor activities**: 13%
  - 23% Gen Z | 18% Millennials

- **Inclement weather discouraging excursions**: 37%
  - 45% Boomers

- **Limited access to parks or natural areas**: 16%
  - 22% Millennials

- **Personal health or mobility challenges**: 18%
  - 23% Boomers

- **Fear of insects or animals**: 16%
  - 27% Gen Z

- **Financial constraints on outdoor activities**: 11%
  - 16% Millennials

- **Don’t value time spent outside**: 6%
  - 16% Millennials

85% of Americans
“My time spent outdoors greatly varies by season.”

Gen Z have the greatest fear of insects/animals (27%) and are the most distracted by technology (27%)

77% of Americans
“I wish my neighborhood had more trees and green spaces.”

83% Urban, 82% Millennials, 82% Gen X
MOST AMERICANS MUST GET BEHIND THE WHEEL TO GET INTO NATURE

How close is the nearest park or natural green area to your residence?

- Within walking distance (49% West): 44%
- Within a short driving distance (41% Northeast): 36%
- Within a moderate driving distance (19% Rural): 15%
- Farther than a moderate driving distance: 6%

56% of Americans need to drive to the nearest park or natural green area.
02 TREES IN CULTURE:
CELEBRATING THE ROLE OF TREES IN SOCIETY
THE MAPLE TREE IS AMERICA’S FAVORITE TREE. OAK IS A CLOSE RUNNER-UP.

What is your favorite type of tree?

1. Maple 25%
2. Oak 23%
3. Redwood 11%
4. Sequoia 6%
5. Birch 6%
6. Douglas fir 5%
7. Aspen 4%
8. Elm 3%

Men prefer Oak (26%) more than Maple (22%), while Women are vice versa (28% Maple, 21% Oak).

55% of Americans

“I consider myself a tree hugger (i.e., concerned about protecting trees, environment etc.).”

78% Daily Enthusiasts, 68% Democrats, 65% Urban, 63% Millennials

Nine in 10 (91%) Americans have a favorite tree.
THE MAJORITY OF AMERICANS HAVE PLANTED A TREE, WHILE MOST HAVE PLANTED FLOWERS AND VEGGIES

Which of the following types of vegetation or produce have you planted?

- **Flowers**
  - Never: 23%
  - Over 12 months ago: 30%
  - In the last 12 months: 41%

- **Vegetables**
  - Never: 34%
  - Over 12 months ago: 41%
  - In the last 12 months: 26%

- **Herbs**
  - Never: 33%
  - Over 12 months ago: 43%
  - In the last 12 months: 21%

- **Shrubs**
  - Never: 21%
  - Over 12 months ago: 45%
  - In the last 12 months: 57%

- **Trees**
  - Never: 19%
  - Over 12 months ago: 36%
  - In the last 12 months: 55%

- **Fruits**
  - Never: 22%
  - Over 12 months ago: 33%
  - In the last 12 months: 45%

60% of Americans who live in an urban/metro area particularly plant fruits (60%) and herbs (63%).

vs. Fruits: Rural/Non-metro (56%), Suburban (51%)
vs. Herbs: Rural/Non-metro (57%), Suburban (57%)
THE EXPONENTIAL GREEN EFFECT: PEOPLE WHO ENGAGE WITH TREES MORE, TEND TO VALUE THEM MORE

Which, if any, of the following attributes are among the things you value about trees?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Daily</th>
<th>Weekly</th>
<th>Monthly</th>
<th>Yearly/Never</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to clean the air</td>
<td>73%</td>
<td>72%</td>
<td>64%</td>
<td>62%</td>
</tr>
<tr>
<td>Ability to provide shade</td>
<td>79%</td>
<td>68%</td>
<td>67%</td>
<td>59%</td>
</tr>
<tr>
<td>Beauty</td>
<td>63%</td>
<td>65%</td>
<td>57%</td>
<td>52%</td>
</tr>
<tr>
<td>Offer wildlife natural habitat</td>
<td>62%</td>
<td>60%</td>
<td>58%</td>
<td>55%</td>
</tr>
<tr>
<td>Ability to provide privacy / reduce noise</td>
<td>60%</td>
<td>54%</td>
<td>42%</td>
<td>48%</td>
</tr>
<tr>
<td>Improve biodiversity</td>
<td>59%</td>
<td>49%</td>
<td>48%</td>
<td>45%</td>
</tr>
<tr>
<td>Enhance property value and aesthetics in neighborhoods</td>
<td>55%</td>
<td>49%</td>
<td>38%</td>
<td>34%</td>
</tr>
<tr>
<td>Boost mental health</td>
<td>53%</td>
<td>48%</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Helps fight climate change</td>
<td>52%</td>
<td>48%</td>
<td>46%</td>
<td>37%</td>
</tr>
</tbody>
</table>

96% of Americans find value in trees.
CLIMBING AND TIRE SWINGS ARE POPULAR WAYS TO PLAY AMONG THE TREES, WHILE CARVING INITIALS INTO THEM IS TABOO

Which of the following things have you done, and if not done, would you be open to doing?

- Climbing a tree
- Using a rope or tire to swing from a tree
- Nature photography
- Birdwatching
- Leaf-peeping
- Forest bathing
- Choosing where to live based on greenery / trees on the property or nearby
- Hugging a tree
- Building or visiting a treehouse
- Using an app to identify a tree/plant
- Carving my initials into a tree

28% of Americans

“I have named tree(s) in my neighborhood.”

40% Millennials, 39% Gen Z, 39% Urban, 34% Northeast, 33% West
### MOST AMERICANS CELEBRATE ARBOR DAY, ESPECIALLY GEN Z AND MILLENNIALS

Which, if any, of the following activities have you done to celebrate Arbor Day?

<table>
<thead>
<tr>
<th>Activity</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Spent time in nature</td>
<td>43%</td>
</tr>
<tr>
<td>Planted a tree</td>
<td>28%</td>
</tr>
<tr>
<td>Planted a garden / added native plants to support local ecosystems</td>
<td>21%</td>
</tr>
<tr>
<td>Donated to a tree planting organization</td>
<td>18%</td>
</tr>
<tr>
<td>Shared a message / engaged with Arbor Day holiday content on social media</td>
<td>14%</td>
</tr>
<tr>
<td>Attended an Arbor Day holiday event</td>
<td>13%</td>
</tr>
<tr>
<td>Volunteered at a tree planting event</td>
<td>11%</td>
</tr>
<tr>
<td>N/A - I have never celebrated Arbor Day</td>
<td>41%</td>
</tr>
</tbody>
</table>

#### Most Americans Celebrate Arbor Day, Especially Gen Z and Millennials

- 59% of Americans
- 78% Daily Enthusiasts, 72% Weekly Enthusiasts, 65% Monthly Enthusiasts

#### Arbor Day Holiday Trends

- 43% of Americans
- 57% Urban, 56% Millennials, 54% Gen Z, 48% Men

“I need to be part of a green group or movement to feel like I can make a difference.”

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The Canopy Report: How America Sees Trees 22
SOCIALIZING, READING, AND BAKING ARE AMERICA’S FAVORITE PASTIMES

What are some of your favorite hobbies or interests?

Daily enthusiasts tend to have more robust lifestyles with varied interests / hobbies.

Outdoor activities: 62% (+18% gap)
Cooking / baking: 59% (+12% gap)
Arts and Crafts: 38% (+10%)
Writing: 31% (+13%)
Volunteering / community service: 25% (+10%)

*Gap = % Daily Enthusiasts - % All
### MORGAN FREEMAN SPEAKS FOR THE TREES

*If a tree could talk, what celebrity’s voice would you want it to speak with?*

<table>
<thead>
<tr>
<th>Celebrity</th>
<th>% of Respondents</th>
</tr>
</thead>
<tbody>
<tr>
<td>Morgan Freeman</td>
<td>47%</td>
</tr>
<tr>
<td>Sir David Attenborough</td>
<td>14%</td>
</tr>
<tr>
<td>Hugh Jackman</td>
<td>13%</td>
</tr>
<tr>
<td>Leonardo DiCaprio</td>
<td>13%</td>
</tr>
<tr>
<td>Ed Sheeran</td>
<td>10%</td>
</tr>
<tr>
<td>Jane Fonda</td>
<td>8%</td>
</tr>
<tr>
<td>Gwyneth Paltrow</td>
<td>8%</td>
</tr>
<tr>
<td>None of the above</td>
<td>22%</td>
</tr>
</tbody>
</table>

Nearly 1 in 3 Gen Z want trees to speak with Leonardo DiCaprio’s voice.
## A Quarter of Americans Would Share a Treehouse with Taylor Swift

Which of the following people would you enjoy sharing a treehouse with?

<table>
<thead>
<tr>
<th>Person</th>
<th>Share</th>
<th>Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taylor Swift</td>
<td>25%</td>
<td>34% Millennials</td>
</tr>
<tr>
<td>Beyoncé</td>
<td>18%</td>
<td>37% Gen Z</td>
</tr>
<tr>
<td>Elon Musk</td>
<td>17%</td>
<td>26% Millennials, 24% Men</td>
</tr>
<tr>
<td>Donald Trump</td>
<td>17%</td>
<td>22% Men</td>
</tr>
<tr>
<td>Kim Kardashian</td>
<td>14%</td>
<td>20% Men</td>
</tr>
<tr>
<td>Travis Kelce</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>None of the above</td>
<td>42%</td>
<td>59% Boomers, 49% Women</td>
</tr>
</tbody>
</table>

- Millennials favor Taylor Swift while Gen Z prefer Beyoncé.
- They would also rather share it with Donald Trump than Kim Kardashian.
AMERICANS WOULD CAMP OUT WITH KELLY CLARKSON & DREW BARRYMORE

Which of the following talk show hosts would you want to be stuck in a tree with for a day?

62% of Americans would hang out in a tree with a talk show host for a day.
HEALTH AND WELLNESS:

03 TREES BOOST WELL-BEING INDIVIDUALLY AND COLLECTIVELY
CONSUMER VIEWS ON TREE IMPACTS AND BENEFITS

82% OF AMERICANS CONSIDER SPENDING TIME AROUND TREES AND GREEN SPACES IMPORTANT FOR THEIR OVERALL WELL-BEING

95% Daily Enthusiasts / 93% Weekly Enthusiasts / 88% Monthly Enthusiasts
MORE TREES, MORE MENTAL HEALTH BENEFITS

How does engaging with trees and green spaces contribute to your mental well-being?

Those 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

90% of Americans say trees and green spaces contribute to their mental well-being.

- 98% Daily Enthusiasts
- 96% Weekly Enthusiasts
- 96% Monthly Enthusiasts

Reduces stress and anxiety
Improves mood and happiness
Cleans the mind and brings inner peace
Enhances connection to nature
Promotes physical activity and health
Serves as therapeutic escape
Encourages mindfulness and presence
Revitalizes and energizes
Fosters gratitude and appreciation
Boosts creativity and inspiration

90% of Americans say trees and green spaces contribute to their mental well-being.
WOMEN REPORT MORE MENTAL HEALTH BENEFITS FROM SPENDING TIME IN NATURE COMPARED TO MEN

How does engaging with trees and green spaces contribute to your mental well-being?

- Reduces stress and anxiety
- Improves mood and happiness
- Clears the mind and brings inner peace
- Enhances connection to nature
- Promotes physical activity and health
- Serves as therapeutic escape
- Encourages mindfulness and presence
- Revitalizes and energizes
- Fosters gratitude and appreciation
- Boosts creativity and inspiration

Women report more mental health benefits compared to men.
85% OF AMERICANS SAY

“Spending time in nature, surrounded by trees, is like a reset button for my mind and soul.”

92% Daily Enthusiasts | 91% Weekly Enthusiasts

77% OF AMERICANS SAY

“Being among trees is my happy place.”

88% Daily Enthusiasts | 85% Weekly Enthusiasts | 83% Monthly Enthusiasts
GREEN SPACES HEAL, ESPECIALLY FOR GEN Z

How would you rate ...

Happiness 54%
Mental Health 52%
Physical Health 42%
Stress 30%

Gen Z particularly struggle with their mental and physical well-being.

Happiness: 36% (-18% gap)
Mental Health: 24% (-28% gap)
Physical Health: 29% (-13% gap)
Stress: 51% (+21% gap)

*Gap = % Gen Z - % All

Scores by Gender
(Top 3)

<table>
<thead>
<tr>
<th></th>
<th>Men</th>
<th>Women</th>
</tr>
</thead>
<tbody>
<tr>
<td>Happiness</td>
<td>44%</td>
<td>60%</td>
</tr>
<tr>
<td>Mental Health</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Physical Health</td>
<td>32%</td>
<td>52%</td>
</tr>
<tr>
<td>Stress</td>
<td>28%</td>
<td>32%</td>
</tr>
</tbody>
</table>

Gap = % Gen Z - % All

The Canopy Report: How America Sees Trees
TREES ARE A PUBLIC HEALTH TOOL, PROVIDING FRESH AIR, SHADE, AND BEAUTY

Which, if any, of the following attributes are among the things you value about trees?

<table>
<thead>
<tr>
<th>Attribute</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ability to clean the air</td>
<td>70%</td>
</tr>
<tr>
<td>Ability to provide shade</td>
<td>68%</td>
</tr>
<tr>
<td>Beauty</td>
<td>62%</td>
</tr>
<tr>
<td>Offer wildlife natural habitat</td>
<td>56%</td>
</tr>
<tr>
<td>Ability to provide privacy / reduce noise</td>
<td>49%</td>
</tr>
<tr>
<td>Improve biodiversity</td>
<td>47%</td>
</tr>
<tr>
<td>Helps fight climate change</td>
<td>45%</td>
</tr>
<tr>
<td>Boost mental health</td>
<td>44%</td>
</tr>
<tr>
<td>Enhance property value and aesthetics in neighborhoods</td>
<td>44%</td>
</tr>
</tbody>
</table>

91% of Americans believe that trees help make neighborhoods more livable
96% Boomers

89% of Americans
“Trees are a public health tool.”
93% Monthly Enthusiasts

88% of Americans
“Our forests and communities need more trees.”
94% Daily Enthusiasts

Arbor Day Foundation
AMERICANS UNDERSTAND THE FAR-REACHING IMPORTANCE OF TREES FOR SOCIETY

93% of Americans

“Trees that are planted today have benefits that span generations.”

98% Boomers

91% of Americans

“I believe that trees are important to the health and well-being of communities.”

96% Boomers

91% of Americans

“We need to replant the trees that get deforested each year.”

96% Boomers
CLIMATE CONCERNS:

PATHWAYS TO PRESERVING GREEN SPACES
64% of Americans are experiencing the effects of climate change where they live.

74% Gen Z | 74% Urban | 71% Millennials
The need for trees can be felt by excessive heat, flooding, and drought

### Natural Disasters Experienced in the Past 12 Months

<table>
<thead>
<tr>
<th>#</th>
<th>Disaster</th>
<th>Region</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Excessive heat</td>
<td>36% South, 34% West</td>
<td>29%</td>
</tr>
<tr>
<td>2</td>
<td>Flood</td>
<td>22% South</td>
<td>18%</td>
</tr>
<tr>
<td>3</td>
<td>Drought</td>
<td>18% Midwest</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>Tornado</td>
<td>19% South</td>
<td>13%</td>
</tr>
<tr>
<td>5</td>
<td>Hurricane</td>
<td>19% Northeast, 17% Midwest</td>
<td>11%</td>
</tr>
<tr>
<td>6</td>
<td>Blizzard</td>
<td>21% West</td>
<td>10%</td>
</tr>
<tr>
<td>7</td>
<td>Wildfire</td>
<td>18% West</td>
<td>10%</td>
</tr>
<tr>
<td>8</td>
<td>Earthquake</td>
<td>8%</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Landslide</td>
<td>4%</td>
<td></td>
</tr>
</tbody>
</table>
PEOPLE OF COLOR DISPROPORTIONATELY FEEL THE EFFECTS OF CLIMATE CHANGE

Those who identify as people of color, Hispanic, or Black all experience the effects of climate change much higher than those who are white. People of color and Hispanics tend to have stronger feelings of climate dread.

- 65% of People of Color experience feelings of "climate dread" (distress from the effects of climate change).
- 64% of Hispanic respondents report experiencing the effects of climate change where they live.
- 73% of Black respondents indicate feeling the effects of climate change.

All
White
People of Color
Hispanic
Black

55%
64%
48%
58%
65%
73%
70%
75%
59%
71%

Arbor Day Foundation
CONSUMERS’ EXPERIENCE OF CLIMATE CHANGE

88% OF AMERICANS KNOW THAT TREES CAN SLOW CLIMATE CHANGE

94% Experienced excessive heat
TREES ARE VIEWED AS A NECESSITY AS NATURAL DISASTERS LOOM

89% of Americans

“Trees are not just a nice-to-have, they’re a necessity.”

94% Boomers

87% of Americans

“Planting trees helps fight climate change.”

93% Those who participated in tree activism in the past 12 months

86% of Americans

“Right now, it is a critical time to be replanting our nation’s forests.”

91% Daily Enthusiasts
AMERICANS SEE THE GOVERNMENT AS MOST RESPONSIBLE FOR ADDRESSING CLIMATE ISSUES

Who do you think is the most responsible for solving climate-related challenges?

- **Government**: 45% (51% Millennials, 50% Gen Z)
- **Corporations**: 38%
- **Consumers**: 37% (43% Boomers)
- **Climate scientists/specialists**: 24% (31% Millennials)
- **Celebrities**: 8% (23% Gen Z, 14% Millennials)
- **Other**: 4%
- **None of the above**: 10%

47% of Americans say, "I feel like I can’t do much to help the environment.

61% Gen Z, 52% Daily Enthusiasts, 52% Urban

71% of Americans say, "I feel like there is too much responsibility put on everyday consumers and not enough on corporations."

43% of Americans say, "I don’t think my efforts to be sustainable make an impact."

48% Gen Z, 48% Daily Enthusiasts

76% Women

"I feel like there is too much responsibility put on everyday consumers and not enough on corporations."

"I don’t think my efforts to be sustainable make an impact."

76% Women

48% Gen Z, 48% Daily Enthusiasts
CELEBRITIES ALSO HAVE A ROLE TO PLAY IN GALVANIZING CHANGE

68% of Americans

“It’s inspiring to see celebrities actively engage in environmental activism.”
74% Urban, 73% Gen Z, 73% Millennials

57% of Americans

“Celebrities have a responsibility to address environmental issues.”
68% Millennials, 68% Urban

50% of Americans

“I am concerned about certain celebrities’ environmental footprint.”
68% Gen Z, 61% Millennials, 59% Urban
## The Majority of Americans Recycle, Reuse, and Conserve

Which, if any, of the following actions apply to you?

<table>
<thead>
<tr>
<th>Action</th>
<th>Percentage</th>
<th>Group(s)</th>
</tr>
</thead>
<tbody>
<tr>
<td>I recycle materials from my household</td>
<td>60%</td>
<td>73% Boomers</td>
</tr>
<tr>
<td>I use reusable bags instead of single-use plastic</td>
<td>49%</td>
<td>58% Boomers, 54% Women</td>
</tr>
<tr>
<td>I am conserving my electricity usage</td>
<td>47%</td>
<td>57% Boomers</td>
</tr>
<tr>
<td>I am conserving my water usage</td>
<td>39%</td>
<td>47% Boomers, 45% West</td>
</tr>
<tr>
<td>I use eco-friendly products</td>
<td>34%</td>
<td>39% West</td>
</tr>
<tr>
<td>I limit my meat consumption</td>
<td>24%</td>
<td>29% Boomers</td>
</tr>
<tr>
<td>I limit my dairy consumption</td>
<td>23%</td>
<td></td>
</tr>
<tr>
<td>I engage in other sustainable practices</td>
<td>16%</td>
<td>22% Northeast</td>
</tr>
<tr>
<td>I donate to environmental organizations</td>
<td>15%</td>
<td>21% Northeast, 21% Northeast</td>
</tr>
<tr>
<td>I create wildlife habitats in gardens / green spaces</td>
<td>15%</td>
<td>21% Northeast</td>
</tr>
<tr>
<td>I have rain barrels to collect rainwater</td>
<td>12%</td>
<td></td>
</tr>
<tr>
<td>I intentionally use public transit / carpooling</td>
<td>12%</td>
<td>21% Gen Z, 18% Millennials, 18% Urban, 18% Northeast</td>
</tr>
<tr>
<td>I participate in local conservation efforts / volunteer</td>
<td>9%</td>
<td>15% Millennials, 15% Urban</td>
</tr>
<tr>
<td>I participate in community garden projects</td>
<td>8%</td>
<td>15% Urban, 14% Gen Z &amp; Northeast, 13% Millennials</td>
</tr>
<tr>
<td>None of the above</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>
DEMOCRATS BELIEVE THE GOVERNMENT AND CORPORATIONS HAVE A MUCH GREATER RESPONSIBILITY FOR CLIMATE CHALLENGES THAN REPUBLICANS

Who do you think is the most responsible for solving climate-related challenges?
AMERICANS BELIEVE WASTE MANAGEMENT AND DEFORESTATION ARE THE MOST APPROACHABLE CLIMATE CHALLENGES

What climate-related challenges do you think are the easiest for humans to fix?

<table>
<thead>
<tr>
<th>Challenge</th>
<th>Percentage</th>
<th>Demographic</th>
</tr>
</thead>
<tbody>
<tr>
<td>Waste mismanagement</td>
<td>51%</td>
<td></td>
</tr>
<tr>
<td>Deforestation rates</td>
<td>38%</td>
<td></td>
</tr>
<tr>
<td>Overfishing</td>
<td>35%</td>
<td>40% Gen Z</td>
</tr>
<tr>
<td>Urbanization / landscaping</td>
<td>34%</td>
<td>40% Boomers</td>
</tr>
<tr>
<td>Fossil fuel consumption</td>
<td>26%</td>
<td></td>
</tr>
<tr>
<td>Greenhouse gas emissions</td>
<td>22%</td>
<td></td>
</tr>
<tr>
<td>Rising global temperatures</td>
<td>11%</td>
<td>22% Gen Z</td>
</tr>
<tr>
<td>Rising ocean temperatures</td>
<td>8%</td>
<td>13% Millennials</td>
</tr>
</tbody>
</table>

Location impacts perception of addressable climate-related challenges

Urban dwellers tend to be more optimistic when it comes to fixing greenhouse gases and rising temperatures.

Rural residents believe deforestation is much easier to fix.
AMERICANS ARE ADJUSTING THEIR DAILY HABITS TO DECELERATE CLIMATE CHANGE

What is the fastest way you, as an individual, can help slow down climate change today?

- Recycling more: 51% (57% Boomers, 56% Suburban)
- Conserving my use of water & electricity: 41% (50% Boomers)
- Switching to reusable / biodegradable items: 40% (45% Women)
- Support tree planting & reforestation: 34%

- Growing my own produce at home: 23% (39% Gen Z)
- Prioritize driving / traveling in electric cars: 17% (25% Urban, 24% Millennials, 23% Gen Z)
- Buying less from fast-fashion brands: 15% (27% Gen Z)
- Changing to a plant-based diet: 10%

91% of Americans believe there is action they can take today to slow down climate change.

63% of Americans

“I feel a deep sense of responsibility to care for the trees in my community.”

69% Urban, 68% Men
AMERICANS WANT TO LEARN HOW TO CREATE CHANGE, ESPECIALLY GEN Z

Which of the following environmental topics do you want to learn more about?

- Renewable energy: 35% Gen Z
- Air quality: 34% Gen Z
- Climate change: 31% Gen Z
- Trees / Rainforests: 31% Gen Z
- Water management: 28% Gen Z
- Green technology: 27% Millennials
- Sustainable agriculture: 27%
- Conservation biology: 26% Millennials
- Natural disasters / Weather-related events: 24% Gen Z
- Biodiversity: 21% Gen Z
- Environmental justice: 19% Millennials, 26% Gen Z

60% of Americans

"I want to do more for the environment but I’m not sure where to start."

69% Gen Z, 69% Millennials, 68% Urban
METHODOLOGY

This survey was conducted online by The Harris Poll on behalf of The Arbor Day Foundation from March 8 - March 14, 2024, among 2,006 U.S. adults ages 18 and older.

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

Respondents for this survey were selected from among those who have agreed to participate in our surveys. The sampling precision of Harris online polls is measured by using a Bayesian credible interval. For this study, the sample data is accurate to within +/- 3.0 percentage points using a 95% confidence level. This credible interval will be wider among subsets of the surveyed population of interest.
SEE HOW WE WORK IN COMMUNITIES AND FORESTS AT ARBORDAY.ORG

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