



RCTB 2022 General Season Messages

Joy

Having a real Christmas tree in your home brings joy to everyone who sees it -- and smells it.

- When asked to choose how they feel when they smell a real Christmas tree, respondents to a nationwide survey earlier this year chose “Joyful” 42% of time -- *more than any other emotion*.¹
- In the same survey, nearly all (91%) agreed that “real Christmas trees smell like Christmas” itself.¹
- 48% of those who bought a real tree last year said their top reason for doing so is they love the scent.¹
- When asked to rank various scents associated with Christmas, respondents said a real Christmas tree is their favorite smell of the season (56%) -- putting it ahead of cookies (50%), hot cocoa (45%), or gingerbread (43%).¹

Journey

The journey makes the joy -- and its worth it.

- It’s about the experience
 - ✓ In a previous nationwide survey, 76% of respondents said they think of real Christmas trees as an *experience*, not just a product.²
 - ✓ That experience comes from the entire journey: shopping for the tree, getting it in or on the car, setting it up, decorating it, watering it, and even recycling it when you’re done.
 - ✓ Experiences create joy in the moment, traditions over the years, and memories that last a lifetime.
- Even when the economy is tight
 - ✓ Consumers are expecting to pay more for a real Christmas tree this year compared to last year.¹
 - ✓ But real Christmas tree buyers say they are willing to pay more this year if necessary to get one.
 - 85% of those surveyed agreed with the statement, “*The price of a real Christmas tree is worth it.*”¹
 - In fact, 79% agreed, “*If the cost of a real Christmas tree goes up this year in light of the rising costs of many consumer goods, I will still buy a real Christmas tree.*”¹
 - 73% went further, agreeing, “*If my personal holiday budget is tight this year, I will prioritize buying a real Christmas tree.*”¹
- Converts agree
 - ✓ 75% of those who previously bought an artificial tree, but tried a real one instead in 2021, say they wish they had started buying real sooner.¹
- Each real tree’s *own* journey takes seven to 12 years because they’re grown -- not manufactured.
 - ✓ Each tree is unique. Part of the joy of each Christmas is finding your special tree and knowing that it will be perfect -- and perfectly different -- every time.
 - What makes a perfect tree for one person may be different for another person. The 2022 survey showed that people consider a lot of factors: height, fullness, overall shape, scent, color, species, width, even trunk diameter!¹
 - ✓ Like other crops, real Christmas trees are grown to be harvested, just like pumpkins for Halloween or salad ingredients for dinner. There’s no harm in taking them home.
 - ✓ Real Christmas trees can return to the earth as naturally as they came from it.

- They are biodegradable, so they can be recycled or reused for mulch.
- For every real Christmas tree farmers harvest, they plant at least one new tree.

Call to Action

There's a real Christmas tree for everyone who wants one and we can help you find it.

- Visit RealChristmasTreeBoard.com for a special retail locator, a guide to the different kinds of real Christmas trees, care tips, and more.
- Plan your Christmas tree shopping trip in advance and consider trying a different species this year. Trends are changing and sizes and species vary by region and retailer.
 - ✓ For the greatest selection and availability, shop the first two weeks of the season, starting the day after Thanksgiving. As Christmas gets closer, some retailers may close early or have a reduced selection while others may have just what you're looking for.

¹**ABOUT THE 2022 SURVEY:** TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 Americans adults ages 21 to 49 years. All survey respondents celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from May 26 to June 13, 2022. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.

²**ABOUT THE 2020 SURVEY:** TRUE Global Intelligence, the in-house research practice of FleishmanHillard, fielded a survey of 2,019 Americans adults ages 21 to 49 years from July 6th to July 10th, 2020. All respondents to the survey celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey has a margin of error of $\pm 2.2\%$ and higher for subgroups.