



RCTB 2023 Annual Consumer Survey & General Season Messages

Joy

People switch to real Christmas trees because they are a joy to see and smell.

- The percentage of people who say they wish they'd switched to real trees *sooner* is up 8% (to 84% in 2023 from 78% in 2022).^{1,2}
- 95% of those who plan on getting a real tree this year say that they believe the scent of a real Christmas tree brings joy to others.¹
- 77% of ALL respondents say nothing can replicate the smell of a real Christmas tree in their home.¹

Journey

Real Christmas trees are available, responsible, and worth it.

- Supply remains steady. There's a real Christmas tree for everyone who wants one.
 - ✓ 85% of survey respondents say they found the tree they wanted at the first place they went last year.¹
- Real Christmas trees are grown to be harvested, just like pumpkins for Halloween or vegetables for dinner. There's no harm in taking them home.
 - ✓ 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.
- For the second year in a row, more than 80% of real tree purchasers surveyed agreed with the statement, "*The price of a real Christmas tree is worth it.*"^{1,2}

Call to Action

20% of those surveyed are planning to buy a real Christmas tree for the first time this year. We can help!

- Visit RealChristmasTreeBoard.com for a special retail locator, a guide to the different kinds of real Christmas trees, care tips, and more.
- Consider trying a unique species, size, or shape unique to your region and retailer.
- For the greatest selection and availability, plan ahead and shop early – especially 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 2023 SURVEY:** TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,499 Americans adults ages 21 to 54 years. All survey respondents either celebrate/observe Christmas or display a Christmas tree. Respondents were required to 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 August 21 to September 6, 2023. The survey has a margin of error of $\pm 2.5\%$ and higher for subgroups.

² **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.