



# RCTB 2024 Annual Consumer Survey and General Season Messages

## JOY

**People buy Real Christmas trees because they bring joy to everyone who sees and smells them.**

- That's not just our opinion. **82%** of respondents to this year's survey agreed with that exact statement!
- More than **80%** of respondents also agreed ...
  - the scent of a real Christmas tree makes their home feel festive (**85%**).
  - the scent of a real Christmas tree relaxes them (**83%**).
  - a real Christmas tree enhances their holiday experience (**83%**).
- Respondents ranked "making memories with my family" in the top 3 most appealing reasons to have a real Christmas tree.

## SWITCH

**The joy is worth the switch.**

- *Christmas 2022* – **84%** of people who switched to a real tree in 2022 said they wish they'd done it sooner<sup>2</sup>
- *Christmas 2023* – over **90%** of those who switched to a real Christmas tree last year say they enjoyed having one.
- *Christmas 2024* – looking ahead, **44%** of respondents who had an artificial tree or no tree at all last year but are likely to buy a real one this year report it is because they like the scent of real Christmas trees.
- **97%** of those who went real last year agree that they want their kids to continue to experience the joy of one.
- **78%** of those who switched to a real Christmas tree last year agreed they make the holiday season more special.

## OUTLOOK

**As always, there's a real Christmas tree for everyone who wants one.**

- **90%** of survey respondents say they found the tree they wanted at the first place they went last year.<sup>3</sup>
- Also as always ... real Christmas trees are grown to be harvested. There's no harm in taking them home.
  - They're just like pumpkins for Halloween or vegetables for dinner.
  - 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

**23% of those asked said they're planning to buy a real Christmas tree for the first time this year.**

**We can help!**

- Visit [RealChristmasTrees.com](https://RealChristmasTrees.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.



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**About the Consumer Survey:** TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 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 September 4, 2024 to September 11, 2024. The survey has a margin of error of  $\pm 2.5\%$  and higher for subgroups.

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