

2009 Christmas Tree Intentions Poll - Updated 12/11/2009

And the survey* says ...

Real or Fake?

- 69.6% plan to display a Real Christmas Tree this holiday
- 15.9% plan to display an artificial tree
- 10.7% plan to display both a Real Tree and an artificial tree
- 1.4% plan to display no tree
- 2.2% haven't decided yet

Time's a ticking, but it's not too late to purchase your Real Tree this holiday season. Just type in your ZIP code at www.christmastree.org and find a farm or lot near you. And if you need help deciding ... well, you know what we prefer!

How do you like to shop?

- Of those planning to display a Real Tree ...
- 45.3% plan to visit a Choose & Cut farm to purchase their tree
 - 15.6% plan to visit a retail lot
 - 33.8% plan to purchase their tree from a garden center, nursery or chain store
 - 1.1% plan to purchase their tree over the Internet

There are plenty of options available – whether you choose to spend a day at the farm with the family or just a trip to the store around the corner. And these days, you can even purchase your tree without leaving home, by ordering over the Internet and having it delivered!

Why a Real Tree?

Well, we'll just let them tell you in their own words ...

- “I love the smell and the look of real trees. Plus, with having pets, I am worried about them trying to eat the artificial tree parts and the chemicals that the artificial trees give off.”
- “It is a new tradition since I met my husband. He grew up getting real Christmas trees, where as my parents always had an artificial one. I love the smell of the tree throughout the season and enjoy taking care of it. It also pleases me to know that it is recyclable and eco-friendly.”
- “Nothing better than the smell of a real tree, plus it's so much fun to go out in the cold and cut one down yourself! It really puts you in the Christmas spirit!”
- “I love the smell, I love the uniqueness, I love the family time to go cut one down. We have a tradition that includes a huge thermos of hot cocoa.”
- “I like the fun of choosing our own tree and they smell and look good last for a month or more and I hated the artificial ones I had one of those once and hated assembling and disassembling it and storage and gave it away. I always like the real ones and choosing and looking through the farm lots to find the best one for our home.”
- “Is there any other kind of Christmas tree?”
- “Growing up, we always had real trees. To me, it just isn't Christmas without a real tree. I love the way the smell and the way they look.”
- “We have always had a real tree as long as I can remember and I'm now 43. They are more beautiful, fragrant and easy to set up and take down. Thanks for growing!”

As you can see, there are as many reasons as there are Real Tree owners. Whether it's the tradition, the fragrance, the beauty, the environmental benefits, supporting local agriculture or the family experience – nothing says Christmas like a Real Tree!

How Do You 'Go Green'?

When we asked survey takers which they thought was better for the environment ...

64.1% said a Real Tree

12.5% said a fake tree

5.2% said neither

9.7% said both were the same

8.5% didn't know

Confused? You have 2 choices: First, you can use a renewable, recyclable natural product grown on farms throughout North America; or, you can use a non-renewable, non-biodegradable, plastic and metal product made in a Chinese factory. You pick. We think we know the better answer – for more info, visit www.christmastree.org/debate.cfm.

So, what will you be displaying this holiday season? If you haven't already, [take the survey and pass it along to family and friends](#). Results will be updated weekly throughout the season!

Survey URL: <http://www.surveymonkey.com/s/3DSNFMP>

Go to survey:

**This survey was conducted online during Nov. 30 – Dec. 11 among visitors to the NCTA Web site.*