

2009 Christmas Tree Intentions Poll - Updated 12/18/2009

And the survey* says ...

Real or Fake?

- 70.0% plan to display a Real Christmas Tree this holiday
- 16.1% plan to display an artificial tree
- 9.5% plan to display both a Real Tree and an artificial tree
- 2.0% plan to display no tree
- 2.4% 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 ...
- 45.8% plan to visit a Choose & Cut farm to purchase their tree
 - 16.7% plan to visit a retail lot
 - 31.5% 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.”
- “Family tradition! They smell heavenly.”
- “A real tree brings the holiday spirit back into our home, and it is a lot of fun going with the family to cut it down and decorate it!”
- “For one long term impact on the environment. Trying to stay natural.”
- “It is a tradition in our home to always have a real tree. An artificial (no matter how expensive) is no substitute.”
- “Love the aroma, like recycling the tree into my yard, use the needles and branches as fragrance sometimes well into May, like the idea of helping the environment and American farmers.”
- “Like most people it is the smell that makes them superior. And fake trees mean fake Christmas, lol.”
- “It is a great thing to do as a family. We have a 3 year old daughter and she is so excited to go out today and cut a tree down. It also a great way to help a Michigan business and keep jobs in the area.”
- “My husband and I always buy a live Christmas tree. The children come with us. Several years ago, I came home and announced that we're going out to buy a Christmas tree. However, we had to wait until her older brother got home. Finally, the bus came to bring William home. Elizabeth raced across the yard to get her brother to share the important announcement. Memories like these can't be bought with artificial plastic from China.”
- “I grew up in Oregon. There is no other kind of tree.”
- “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.”

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 ...

64.5% said a Real Tree

12.1% said a fake tree

6.2% said neither

9.1% said both were the same

8.2% 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. 18 among visitors to the NCTA Web site.*