REAL CHRISTMAS TREE

TRADITIONS FROM COAST-TO-COAST

9 out of 10 parents believe it is important to create new holiday traditions with their children.

Picking out a Christmas tree was the top holiday activity parents enjoyed when they were growing up.

9 out of 10 parents believe sharing their own childhood traditions with their children is important.

IT'S CHRISTMAS KEEP IT REAL

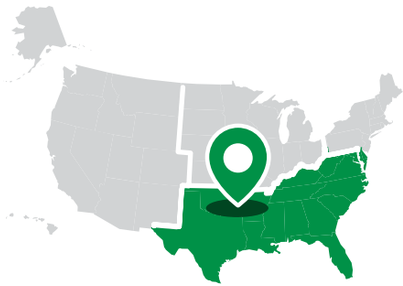
Survey conducted Sept. 17, 2019 - Oct. 1, 2019 by OnePoll for the Christmas Tree Promotion Board with a sample of 2,000 U.S. parents, with children aged 0-17, who celebrate Christmas.



WEST

A PERFECT **TRIANGLE** TREE SHAPE IS THE **WINNING PREFERENCE**

for families in the west.

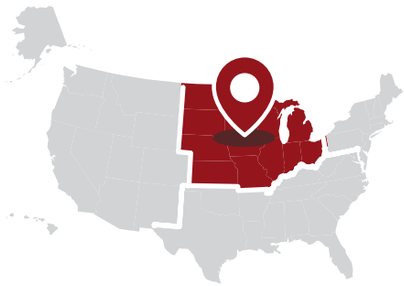


SOUTH

DECORATION APPRECIATION

51% OF PARENTS IN THE SOUTHWEST

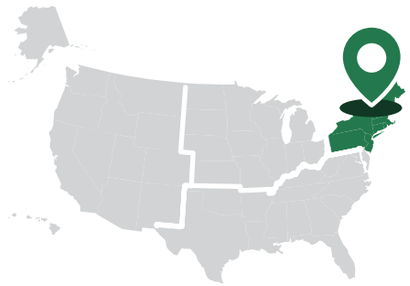
look forward to decorating the tree with their children.



MIDWEST

TOP TWO **FAVORITE** HOLIDAY ACTIVITIES FOR PARENTS IN THE MIDWEST

include shopping for presents and getting a real Christmas tree.



NORTHEAST

FAMILY TRADITIONS

67% OF FAMILIES IN THE NORTHEAST

have family traditions when purchasing their real Christmas tree.

FAMILIES COAST-TO-COAST

PREFER MULTI-COLORED CHRISTMAS TREE LIGHTS THAT CHANGE COLORS!