

CONSUMER TRENDS

Americans, Britons and Canadians Prefer Artificial Christmas Trees

Nearly one third of respondents in each country will not have a Christmas tree at home at all this year.

[NEW YORK – Dec. 24, 2010] – People in three countries are united in their choice to rely on artificial Christmas trees in 2010, a new Angus Reid Public Opinion poll has found.

The online survey of representative national samples shows that three-in-five Britons (62%) prefer an artificial Christmas tree while 58 per cent of Canadians and 53 per cent of Americans share this sentiment.

Consistently, more than a quarter respondents in each country do not have a Christmas tree at home (26% in Canada, 24% in Britain and 31% in the U.S.).

Respondents who have or planned to purchase a real Christmas tree this year were asked why they were doing so. Across the three countries, tradition is the main motivator for purchasing a fresh tree. Convenience was the main reason why the majority of people in all three countries opt for artificial trees.

In Canada, 37 per cent of those who have or plan to buy a real tree believe it is more environmentally friendly than an artificial one. In Britain and the United States, the proportions are 25 per cent and 24 per cent respectively.

One third of artificial tree owners (33%) in Britain believe that it is the more ecologically friendly option, along with 33 per cent of synthetic tree owners in the U.S. and 39 per cent in Canada.

KEY FINDINGS

- **62% of Britons will have an artificial tree this year along with 58% of Canadians and 53% of Americans.**
- **16% in the US, 16% in Canada and 14% in the UK will opt for a real Christmas tree.**

Full topline results are at the end of this release.

From December 14 to December 17, 2010, Angus Reid Public Opinion conducted an online survey among 1,000 Canadian adults who are Angus Reid Forum panellists, 1,005 American adults who are Springboard America panellists, and 2,003 British adults who are Springboard UK panellists. The margin of error—which measures sampling variability—is +/- 3.1% for Canada and the United States and 2.2% for Great Britain. The results have been statistically weighted according to the most current education, age, gender and region Census data to ensure samples representative of the entire adult population of Canada, the US and Great Britain. Discrepancies in or between totals are due to rounding.

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Political preferences are a telling indicator as to whether a respondent prefers a real or artificial tree. In Canada, almost a quarter of respondents who voted for the Green Party in the last federal election choose a real tree, while 63 per cent of Conservative Party voters go for the imitation tree. This is paralleled in Great Britain where Labour Party supporters are the biggest fans of fake trees (64%) while 18 per cent of Conservatives and 15 per cent of Liberal Democrats prefer a real Christmas tree. In the United States, 20 per cent of Republicans favour an authentic tree, while only 15 per cent of Democrats make the same decision.




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2010 Christmas Tree Buying – Comparison

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or an artificial Christmas tree?

	Canada 	Great Britain 	United States 
I have / I plan to purchase a real Christmas tree	16%	14%	16%
I have / I plan to purchase an artificial Christmas tree	58%	62%	53%
I don't have a Christmas tree at home / I don't celebrate Christmas	26%	24%	31%

2010 Christmas Tree Buying – By Canadian Province

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	Canada	BC	AB	MB/SK	ON	PQ	ATL
I have / I plan to purchase a real Christmas tree	16%	14%	11%	6%	19%	15%	19%
I have / I plan to purchase an artificial Christmas tree	58%	63%	71%	67%	59%	44%	68%
I don't have a Christmas tree at home / I don't celebrate Christmas	26%	24%	18%	27%	21%	41%	13%

2010 Christmas Tree Buying – By UK Region

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	Great Britain	London	South of England	Midlands and Wales	North	Scotland
I have / I plan to purchase a real Christmas tree	14%	19%	17%	13%	11%	8%
I have / I plan to purchase an artificial Christmas tree	62%	44%	60%	66%	67%	68%
I don't have a Christmas tree at home / I don't celebrate Christmas	24%	37%	23%	21%	21%	24%

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2010 Christmas Tree Buying – By US Region

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	US	Northeast	Midwest	South	West
I have / I plan to purchase a real Christmas tree	16%	20%	15%	13%	20%
I have / I plan to purchase an artificial Christmas tree	53%	53%	59%	56%	42%
I don't have a Christmas tree at home / I don't celebrate Christmas	31%	27%	26%	31%	38%




2010 Christmas Tree Buying - Comparison

To respondents who have or plan to purchase a real tree: Why do you prefer a real Christmas tree?

	Canada 	Great Britain 	United States 
Tradition—it has always been that way at my home	69%	55%	64%
I think a real tree is more environmentally friendly than an artificial tree	37%	25%	24%
Freshness—I like to have a different tree every year	47%	40%	57%
None of these	7%	13%	3%

2010 Christmas Tree Buying - Comparison

To respondents who have or plan to purchase an artificial tree: Why do you prefer an artificial Christmas tree?

	Canada 	Great Britain 	United States 
Tradition—it has always been that way at my home	12%	13%	16%
I think an artificial tree is more environmentally friendly than a real tree	39%	33%	33%
Convenience—I get to use the same tree for several years	67%	68%	70%
None of these	10%	8%	12%

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2010 Christmas Tree Buying – By Canadian Political Preference

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	Canada	Con	Lib	NDP	BQ	Grn
I have / I plan to purchase a real Christmas tree	16%	16%	15%	20%	17%	24%
I have / I plan to purchase an artificial Christmas tree	58%	63%	56%	56%	52%	54%
I don't have a Christmas tree at home / I don't celebrate Christmas	26%	22%	29%	24%	31%	22%

2010 Christmas Tree Buying – By GB Political Preference

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	Great Britain	Lab.	Con.	Lib-Dem
I have / I plan to purchase a real Christmas tree	14%	11%	18%	15%
I have / I plan to purchase an artificial Christmas tree	62%	64%	60%	63%
I don't have a Christmas tree at home / I don't celebrate Christmas	24%	25%	22%	22%

2010 Christmas Tree Buying – By US Political Preference

We'd like to ask you some questions about Christmas. This year, do you currently have, or plan to purchase, a real Christmas tree or a fake Christmas tree?

	US	Dem.	Rep.	Ind.
I have / I plan to purchase a real Christmas tree	16%	15%	20%	20%
I have / I plan to purchase an artificial Christmas tree	58%	54%	57%	49%
I don't have a Christmas tree at home / I don't celebrate Christmas	26%	31%	23%	32%

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Angus Reid Public Opinion is a practice of Vision Critical—a global research and technology company specialising in custom online panels, private communities, and innovative online methods. Vision Critical is a leader in the use of the Internet and rich media technology to collect high-quality, in-depth insights for a wide array of clients. Dr. Angus Reid and the Angus Reid Public Opinion team are pioneers in online research methodologies, and have been conducting online surveys since 1995.

Vision Critical is now one of the largest market research enterprises in the world. In addition to its five offices in Canada—located in Vancouver, Calgary, Regina, Toronto, and Montreal—the firm also has offices in San Francisco, Chicago, New York, London, Paris and Sydney. Its team of specialists provides solutions across every type and sector of research, and currently serves over 200 international clients.

Angus Reid Public Opinion polls are conducted using the Angus Reid Forum (www.angusreidforum.com), Springboard America (www.springboardamerica.com) and Springboard UK (www.springboarduk.com) online panels, which are carefully recruited to ensure representation across all demographic and psychographic segments of these populations. Panel members pass through rigorous screening and a double opt-in process ensuring highly motivated and responsive members. These premier online survey platforms present respondents with highly visual, interactive, and engaging surveys, ensuring that panel members provide thoughtful and reliable responses. Each survey is actively sampled and weighted to model that characteristics of the universe required and employs the latest in quality control techniques to ensure data validity.

Since 2006, Angus Reid has covered eight provincial elections in Canada—more than any other pollster in the country—and the results have accurately predicted the outcome of each of these democratic processes.

Angus Reid, the only public opinion firm to exclusively use online methods to follow the views of the electorate during the 2008 federal campaign, offered the most accurate prediction of the results of Canada's 40th election. More information on our electoral record in Canada and the United States can be found at:

<http://www.angus-reid.com/services/record-of-accuracy/>

More information on the way Angus Reid conducts public opinion research can be found at <http://www.visioncritical.com/what-we-do/practices/angus-reid-public-opinion/>

- 30 -

**For more information, please contact
our spokesperson listed in the footnote.**

**Copies of this poll are available on our website:
<http://www.visioncritical.com/>**

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