

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q1. Which of the following statements apply to you and your household at Christmas time? - Summary

All people aged 16+ in the UK

	Q1. Which of the following statements apply to you and your household at Christmas time?	
	How often, if at all, do you have a real Christmas tree (A)	How often, if at all, do you have an artificial Christmas tree (B)
Unweighted base	3491	3491
Weighted base	3491	3491
Always	536 15%	1909 55% A
Sometimes	467 13%	639 18% A
Hardly ever	496 14% B	278 8%
Never	1957 56% B	633 18%
Don't know	34 1%	32 1%

NET: Always / Sometimes	1003 29%	2548 73% A
NET: Hardly ever / Never	2453 70% B	911 26%

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

*ColumnProportions (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

*ColumnMeans (5%): A/B Minimum Base: 30(**) Small Base: 100(*)*

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People aged 16+ in UK

Q1. Which of the following statements apply to you and your household at Christmas time? - How often, if at all, do you have a real Christmas tree decorated at home during Christmas...

All people aged 16+ in the UK

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	3491	1700	1775	502	622	573	645	1149	1569	1073	308	541	826	895	789	465	167	256	93	2810	588
Weighted base	3491	1701	1774	471	579	545	576	1319	921	1031	709	830	811	888	771	460	167	291	102	2811	578
Always	536 15%	305 18% C	231 13%	84 18% H	130 22% GH	94 17% H	93 16% H	136 10%	180 20% JL	124 12%	125 18% J	106 13%	127 16%	123 14%	139 18% NR	77 17% R	23 14%	29 10%	19 19% *	425 15%	92 16%
Sometimes	467 13%	255 15% C	209 12%	106 23% FGH	130 23% FGH	81 15% GH	49 8%	100 8%	148 16% J	122 12%	94 13%	103 12%	112 14%	112 13%	84 11%	88 19% MNO	21 12%	40 14%	11 11% *	393 14%	63 11%
Hardly ever	496 14%	248 15%	244 14%	99 21% FGH	93 16% G	68 12%	58 10%	178 13%	129 14%	164 16%	92 13%	111 13%	99 12%	151 17% MO	91 12%	65 14%	33 20% MO	40 14%	17 16% *	396 14%	84 14%
Never	1957 56%	875 51%	1074 61% B	164 35%	223 39%	296 54% DE	373 65% DEF	900 68% DEF	459 50%	612 59% I	386 54%	500 60% I	466 57% P	495 56% P	453 59% P	218 47%	90 54%	181 62% P	54 53% *	1569 56%	335 58%
Don't know	34 1%	19 1%	15 1%	18 4% EFGH	2 * *	5 1%	3 1%	5 * *	6 1%	7 1%	12 2%	9 1%	7 1%	8 1%	4 * *	12 3% MNO	- -	2 1%	2 2% *	28 1%	4 1%

NET: Always / Sometimes	1003 29%	559 33% C	440 25%	190 40% FGH	260 45% FGH	176 32% GH	141 25% H	236 18%	328 36% JL	247 24%	219 31% J	210 25%	239 30%	234 26%	222 29%	165 36% NOR	44 26%	69 24%	30 29% *	818 29%	155 27%
NET: Hardly ever / Never	2453 70%	1123 66%	1319 74% B	263 56%	317 55%	364 67% DE	431 75% DEF	1078 82% DEFG	587 64%	777 75% IK	478 67%	611 74% I	565 70% P	646 73% P	545 71% P	283 61%	123 74% P	221 76% P	70 69% *	1965 70%	418 72%

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Q1. Which of the following statements apply to you and your household at Christmas time? - How often, if at all, do you have a real Christmas tree decorated at home during Christmas...

All people aged 16+ in the UK

	Total (A)	Marital Status			Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
		Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/S eparated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/M asters/Ph D (K)	No formal qualificati ons (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000- £34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	3491	2104	990	397	709	1253	690	839	864	742	1695	190	2278	1213	779	872	884	696	260	1126	2365	1553	2797	822	2421	872	2144
Weighted base	3491	2213	876	402	556	1296	629	1011	1072	726	1430	263	2010	1481	885	913	853	570	270	1162	2329	1499	2826	770	2460	823	2170
Always	536 15%	403 18% CD	109 12% D	24 6%	37 7%	167 13% E	130 21% EF	202 20% EF	114 11%	118 16% I	265 19% I	40 15%	364 18% N	173 12%	91 10%	114 13%	145 17% OP	151 26% OPOS	36 13%	259 22% U	277 12%	536 36% W	318 11%	446 58% Y	265 11%	420 51% a	68 3%
Sometimes	467 13%	281 13%	134 15%	52 13%	51 9%	131 10% EF	96 15% EF	188 19% EF	130 12%	99 14%	216 15% L	22 8%	311 15% N	156 11%	124 14%	103 11%	136 16% PS	80 14%	24 9%	227 20% U	240 10%	467 31% W	442 16% W	231 30% Y	357 15%	233 28% a	87 4%
Hardly ever	496 14%	316 14%	135 15%	46 11%	68 12%	181 14% EF	89 14% EF	157 16% N	155 14%	104 14%	201 14%	36 14%	314 16% N	182 12%	115 13%	137 15%	137 16% R	66 12%	42 15%	169 15%	327 14%	496 33% W	474 17%	86 11%	393 16% X	83 10%	284 13%
Never	1957 56%	1198 54%	480 55%	278 69% BC	394 71% FGH	808 62% GH	309 49% GH	446 44%	651 61% JK	399 55%	744 52%	163 62% K	1005 50%	952 64% M	545 62% QR	554 61% QR	431 50% R	271 48%	157 58% R	498 43% T	1459 63% T	- -	1585 56% V	- -	1427 58% X	86 10%	1723 79% Z
Don't know	34 1%	15 1%	18 2% BD	1 *	5 1%	8 1%	4 1%	17 2%	22 2% K	6 1%	4 *	2 1%	16 1%	18 1%	10 1%	5 1%	4 *	3 *	12 5% OPQR	10 1%	25 1%	- -	8 * V	7 1%	18 1%	3 *	9 *

NET: Always / Sometimes	1003 29%	684 31% D	243 28% D	77 19%	88 16%	298 23% E	227 36% EF	390 39% EF	244 23%	217 30% I	481 34% IL	62 24%	675 34% N	329 22%	215 24%	217 24%	281 33% OPS	231 41% OPOS	59 22%	486 42% U	517 22%	1003 67% W	760 27%	677 88% Y	622 25%	652 79% a	155 7%
NET: Hardly ever / Never	2453 70%	1514 68%	615 70% BC	324 81% BC	462 83% FGH	989 76% GH	398 63% GH	604 60%	806 75% JK	503 69%	945 66% K	199 76% K	1319 66% M	1134 77% M	660 75% QR	691 76% QR	568 67% R	336 59% R	199 73% R	667 57% T	1786 77% T	496 33% V	2058 73% V	86 11% X	1820 74% X	169 20% Z	2007 92% Z

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ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L,M/N,O/P/Q/R/S,T/U,V/W,X/Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

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Q1. Which of the following statements apply to you and your household at Christmas time? - How often, if at all, do you have an artificial Christmas tree decorated at home during Christmas...

All people aged 16+ in the UK

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	3491	1700	1775	502	622	573	645	1149	1569	1073	308	541	826	895	789	465	167	256	93	2810	588
Weighted base	3491	1701	1774	471	579	545	576	1319	921	1031	709	830	811	888	771	460	167	291	102	2811	578
Always	1909 55%	848 50%	1051 59% B	195 41%	315 54% D	302 55% D	342 59% D	756 57% D	484 53%	580 56%	405 57%	440 53%	451 56% P	510 57% P	420 54% P	187 41%	108 64% PR	154 53% P	80 79% MNOPR*	1495 53%	334 58%
Sometimes	639 18%	344 20% C	291 16%	140 30% EFGH	133 23% FGH	87 16%	77 13%	202 15%	186 20%	182 18%	127 18%	145 17%	156 19%	167 19%	124 16%	101 22% O	27 16%	51 18%	12 12% *	541 19% U	86 15%
Hardly ever	278 8%	160 9% C	118 7%	53 11% GH	58 10% H	42 8%	39 7%	86 7%	71 8%	79 8%	48 7%	79 10%	61 7%	57 6%	70 9%	51 11% NQ	8 5%	28 10%	4 4% *	241 9%	33 6%
Never	633 18%	332 20%	300 17%	68 15%	69 12%	107 20% E	115 20% DE	274 21% DE	176 19%	184 18%	120 17%	153 18%	133 16% S	151 17% S	154 20% S	109 24% MNQS	25 15%	56 19% S	6 6% *	505 18%	122 21%
Don't know	32 1%	18 1%	14 1%	16 3% EGH	4 1%	9 2% H	3 * H	1 * H	4 * H	6 1%	9 1%	12 2% I	11 1%	4 * H	4 * H	12 3% NO	- -	2 1%	- -	30 1%	2 * H

NET: Always / Sometimes	2548 73%	1191 70%	1341 76% B	335 71%	448 77% DF	389 71%	419 73%	958 73%	670 73%	762 74%	532 75%	585 70%	607 75% P	677 76% OP	544 71% P	289 63%	135 81% OPR	205 70%	92 90% MNOPR*	2036 72%	420 73%
NET: Hardly ever / Never	911 26%	492 29% C	418 24%	121 26%	127 22%	148 27%	154 27%	360 27% E	248 27%	263 25%	168 24%	232 28%	194 24% S	208 23% S	223 29% NQS	160 35% MNQS	32 19%	85 29% S	10 10% *	745 27%	155 27%

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	Total (A)	Marital Status			Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
		Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/S eparated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/M asters/Ph D (K)	No formal qualificati ons (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000- £34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	3491	2104	990	397	709	1253	690	839	864	742	1695	190	2278	1213	779	872	884	696	260	1126	2365	1553	2797	822	2421	872	2144
Weighted base	3491	2213	876	402	556	1296	629	1011	1072	726	1430	263	2010	1481	885	913	853	570	270	1162	2329	1499	2826	770	2460	823	2170
Always	1909 55%	1374 62% CD	351 40%	185 46%	191 34%	773 60% E	368 58% E	577 57% E	628 59% K	408 56%	735 51%	138 53%	1105 55%	804 54%	424 48%	530 58% O	494 58% O	312 55% O	149 55%	669 58% U	1240 53%	586 39%	1909 68% V	208 27%	1852 75% X	274 33%	1430 66% Z
Sometimes	639 18%	356 16%	205 23% B	78 19%	102 18%	217 17%	104 17%	216 21% FG	179 17%	130 18%	285 20%	45 17%	385 19%	254 17%	180 20% S	158 17%	147 17%	120 21% S	34 13%	231 20%	408 18%	468 31% W	639 23%	223 29% Y	472 19%	248 30% a	242 11%
Hardly ever	278 8%	145 7%	104 12% BD	29 7%	68 12% FH	81 6%	59 9% F	71 7%	81 8%	54 7%	114 8%	29 11%	162 8%	116 8%	84 10% R	84 9% R	58 7%	29 5%	22 8%	95 8%	183 8%	180 12% W	278 10%	104 13% Y	118 5%	81 10% a	122 6%
Never	633 18%	327 15%	197 22% B	109 27% B	189 34% FGH	219 17% H	92 15%	132 13%	162 15%	129 18%	292 20% I	49 19%	344 17%	289 20%	190 21% P	137 15%	147 17%	108 19%	51 19%	156 13%	477 20% T	259 17% W	- -	228 30% Y	- -	218 26% a	371 17%
Don't know	32 1%	11 *	20 2% BD	2 *	6 1%	5 *	6 1%	15 1% F	22 2% JK	4 1%	3 *	2 1%	14 1%	18 1%	7 1%	3 *	6 1%	1 *	14 5% OPQR	12 1%	20 1%	7 * W	- -	7 1%	18 1%	3 *	7 *

NET: Always / Sometimes	2548 73%	1730 78% CD	556 63%	262 65%	293 53%	990 76% E	472 75% E	793 78% E	807 75%	538 74%	1020 71%	183 70%	1490 74%	1058 71%	604 68%	689 75% OS	641 75% OS	432 76% OS	183 68%	900 77% U	1648 71%	1054 70%	2548 90% V	431 56%	2324 94% X	522 63%	1671 77% Z
NET: Hardly ever / Never	911 26%	472 21% B	301 34% B	138 34% B	257 46% FGH	300 23%	151 24%	203 20%	243 23%	184 25%	407 28% I	77 29%	506 25%	405 27%	274 31% PQR	221 24%	206 24%	137 24%	73 27%	251 22%	660 28% T	439 29% W	278 10%	332 43% Y	118 5%	298 36% a	492 23%

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Christmas Trees - BCTGA

People aged 16 + in UK

Q2. How many Christmas trees, if any, did you have in your home last Christmas (Christmas 2021)? - Summary

ALL WHO ALWAYS OR SOMETIMES OR HARDLY EVER HAVE ARTIFICIAL OR REAL CHRISTMAS TREES

	Q2. How many Christmas trees, if any, did you have in	
	Real Christmas (A)	Artificial Christmas (B)
Unweighted base	1584	2826
Weighted base	1534	2858
0	764 50% B	398 14%
1	625 41% A	1864 65% A
2	99 6% A	443 16% A
3	12 1% A	81 3% A
4	1 * A	31 1% A
5	13 1% A	26 1% A
6	5 * A	4 * A
7	1 * A	2 * A
8	5 * A	6 * A
9	4 * B	- - -
10	6 * A	3 * A

NET: No real tree	764 50% B	- - -
NET: One real tree	625 41% B	- - -
NET: One or more real trees	770 50% B	- - -
NET: No artificial tree	- -	398 14% A
NET: One artificial tree	- -	1864 65% A
NET: One or more artificial trees	- -	2460 86% A

Mean	0.71	1.18 A
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People aged 16+ in UK

Q2. How many Christmas trees, if any, did you have in your home last Christmas (Christmas 2021)? - Real Christmas trees

ALL WHO ALWAYS OR SOMETIMES OR HARDLY EVER HAVE ARTIFICIAL OR REAL CHRISTMAS TREES

	Gender			Age					Social grade					Region						Urban / Rural	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	1584	836	740	329	373	280	213	389	781	437	144	222	350	396	352	269	75	101	41	1284	259
Weighted base	1534	827	699	307	356	249	203	419	463	418	323	330	345	393	318	242	77	110	48	1242	243
0	764 50%	393 48%	368 53%	139 45% E	128 36% E	130 52% E	107 53% E	260 62% DEF	197 43%	233 56% I	163 51%	170 52% I	170 49%	218 55% OP	138 43%	108 45%	36 47%	61 55% *	33 69% **	614 49%	116 48%
1	625 41%	334 40%	287 41%	120 39% E	171 48% DH	98 39% E	87 43% E	148 35% E	210 45% JL	157 38% I	136 42% I	122 37% I	141 41% I	148 38% I	154 49% N	98 40% N	27 35% R*	46 42% *	12 25% **	506 41%	108 44%
2	99 6%	62 8%	37 5%	28 9% GH	42 12% FGH	13 5% E	7 3% E	9 2% E	36 8%	20 5%	18 5%	26 8%	24 7% R	20 5% R	18 6% R	25 10% NR	9 12% R*	- - *	3 6% **	80 6%	16 7%
3	12 1%	11 1% C	1 *	5 1% H	4 1% E	2 1% E	2 1% E	- -	7 2% I	2 *	2 1%	1 *	1 *	3 1%	2 1%	5 2%	- -	1 1% **	- -	11 1%	1 *
4	1 *	1 *	- -	1 *	- -	- -	- -	1 *	1 *	- -	- -	- -	* *	* *	1 *	- -	- -	- -	- -	1 *	- -
5	13 1%	10 1%	3 *	5 2% H	2 1% E	6 2% GH	- -	- -	7 2% I	4 1%	1 *	1 *	3 1%	2 *	2 1%	5 2%	1 1% *	1 1% **	- -	13 1%	- -
6	5 *	5 1%	- -	1 *	3 1% E	- -	- -	- -	1 *	1 *	- -	2 1% I	2 1% I	- -	1 *	1 *	- -	- -	- -	4 *	1 *
7	1 *	- -	1 *	1 *	- -	- -	- -	- -	1 *	- -	- -	- -	1 *	- -	- -	- -	- -	- -	- -	1 *	- -
8	5 *	3 *	2 *	2 1% E	3 1% E	- -	- -	- -	* *	- -	2 1% I	3 1% I	2 1% I	- -	- -	- -	3 4% MNOP*	- -	- -	5 *	- -
9	4 *	2 *	* *	4 1% E	- -	- -	- -	- -	1 *	1 *	1 *	- -	- -	1 *	* *	- -	1 1% *	1 1% **	- -	4 *	- -
10	6 *	5 1%	1 *	3 1% E	3 1% E	- -	- -	- -	- -	- -	- -	- -	6 2% U	1 *	2 1% I	1 *	- -	- -	- -	4 *	1 1%
NET: No real tree	764 50%	393 48%	368 53%	139 45% E	128 36% E	130 52% E	107 53% E	260 62% DEF	197 43%	233 56% I	163 51%	170 52% I	170 49%	218 55% OP	138 43%	108 45%	36 47% *	61 55% *	33 69% **	614 49%	116 48%
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NET: One or more real trees	770 50%	434 52%	331 47%	169 55% H	228 64% DFGH	119 48% H	96 47% E	159 38% E	265 57% JL	185 44% I	160 49% I	160 48% I	175 51% I	175 45% I	180 57% N	134 55% N	41 53% *	50 45% **	15 31% **	628 51%	127 52%
NET: No artificial tree	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: One artificial tree	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
NET: One or more artificial trees	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -	- -
Mean	0.71	0.81 C	0.58	1.00 FGH	0.98 FGH	0.64 H	0.52 H	0.41	0.80 J	0.57	0.64	0.83 J	0.72	0.60	0.73	0.84 N	1.06 N*	0.61 *	0.37 **	0.73	0.66

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

PUBLIC
Christmas Trees - BCTGA
People aged 16 + in UK

Q2. How many Christmas trees, if any, did you have in your home last Christmas (Christmas 2021)? - Real Christmas trees
ALL WHO ALWAYS OR SOMETIMES OR HARDLY EVER HAVE ARTIFICIAL OR REAL CHRISTMAS TREES

Table with 26 columns (A-Z) and 11 rows (Unweighted base, Weighted base, 0-10, NET: No real tree, NET: One real tree, NET: One or more real trees, NET: No artificial tree, NET: One artificial tree, NET: One or more artificial trees, Mean). Columns include Marital Status, Household Size, Education, Employment status, Income, Pres of children HH (17 or under), Christmas trees decorated at home during Christmas, Christmas tree owners in 2021, and Likelihood to buy a real Christmas tree next Christmas (2022).

This work was carried out in accordance with the requirements of the international quality standard for market research, ISO 20252 and with the Ipsos UK Terms and Conditions.

Overlap formulae used
ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a
ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U,V,W,X,Y,Z/a
Minimum Base: 30(**) Small Base: 100(**)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16+ in UK

Q2. How many Christmas trees, if any, did you have in your home last Christmas (Christmas 2021)? - Artificial Christmas trees

ALL WHO ALWAYS OR SOMETIMES OR HARDLY EVER HAVE ARTIFICIAL OR REAL CHRISTMAS TREES

	Gender			Age					Social grade					Region							Urban / Rural	
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)	
Unweighted base	2826	1338	1472	434	546	457	504	885	1259	877	249	441	676	746	612	359	140	208	85	2280	461	
Weighted base	2858	1369	1473	403	510	439	461	1045	745	847	589	677	678	738	617	351	142	235	97	2306	456	
0	398 14%	202 15%	192 13%	63 16%	58 11%	51 12%	55 12%	171 E	102 14%	108 13%	88 15%	101 15%	93 14%	88 12%	90 15%	69 20% MNQS	13 9%	39 17%	6 6%	342 15%	51 11%	
1	1864 65%	874 64%	980 67%	241 60%	352 69%	293 67%	312 68%	665 64%	471 63%	569 67%	387 66%	436 64%	414 61%	509 69%	415 67%	216 62%	87 61%	162 69%	61 63%	1503 65%	300 66%	
2	443 16%	217 16%	226 15%	62 15%	73 14%	63 14%	69 15%	176 17%	122 16%	132 16%	87 15%	102 15%	128 19%	97 13%	85 14%	45 13%	38 27% NDR*	29 12%	22 23% N*	343 15%	79 17%	
3	81 3%	37 3%	43 3%	12 3%	14 3%	13 3%	17 4%	24 2%	30 4%	25 3%	6 1%	20 3%	21 3%	28 4%	14 2%	10 3%	2 1%	2 1%	4 4%	64 3%	13 3%	
4	31 1%	17 1%	14 1%	11 3%	4 1%	3 1%	6 1%	6 1%	6 1%	4 1%	12 2%	8 1%	12 2%	10 1%	4 1%	3 1%	1 1%	1 1%	-	27 1%	4 1%	
5	26 1%	14 1%	11 1%	9 2%	3 1%	11 1%	-	3 *	10 1%	7 1%	3 *	6 1%	8 1%	4 1%	5 1%	5 1%	1 1%	1 1%	1 1%	18 1%	7 2%	
6	4 *	1 *	3 *	* 1%	-	3 1%	1 *	-	1 *	-	3 *	-	1 *	-	* *	1 *	-	-	3 3% MNDR*	1 *	1 *	
7	2 *	2 *	-	1 *	1 *	-	-	-	1 *	-	-	1 *	-	-	2 *	-	-	-	-	2 *	-	
8	6 *	4 *	2 *	3 1%	2 *	1 *	-	-	1 *	1 *	4 1%	-	2 *	1 *	1 *	2 1%	-	-	-	6 *	-	
9	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
10	3 *	1 *	2 *	1 *	2 *	-	-	-	1 *	-	-	2 *	* *	2 *	* *	-	-	-	-	2 *	1 *	
NET: No real tree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: One real tree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: One or more real trees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	
NET: No artificial tree	398 14%	202 15%	192 13%	63 16%	58 11%	51 12%	55 12%	171 E	102 14%	108 13%	88 15%	101 15%	93 14%	88 12%	90 15%	69 20% MNQS	13 9%	39 17%	6 6%	342 15%	51 11%	
NET: One artificial tree	1864 65%	874 64%	980 67%	241 60%	352 69%	293 67%	312 68%	665 64%	471 63%	569 67%	387 66%	436 64%	414 61%	509 69%	415 67%	216 62%	87 61%	162 69%	61 63%	1503 65%	300 66%	
NET: One or more artificial trees	2460 86%	1167 85%	1281 87%	340 84%	452 89%	388 88%	406 88%	874 84%	644 86%	739 87%	502 85%	575 85%	585 86%	650 88%	527 85%	282 80%	129 91% P*	196 83%	90 94% P*	1965 85%	405 89%	
Mean	1.18	1.18	1.17	1.31 GH	1.22 H	1.25 H	1.16	1.08	1.22	1.15	1.17	1.17	1.24 R	1.18 R	1.13	1.12	1.26 R*	1.01	1.43 OR*	1.15	1.24	

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Overlap formulae used

ColumnProportions (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC
Christmas Trees - BCTGA
People aged 16 + in UK

Q2. How many Christmas trees, if any, did you have in your home last Christmas (Christmas 2021)? - Artificial Christmas trees
ALL WHO ALWAYS OR SOMETIMES OR HARDLY EVER HAVE ARTIFICIAL OR REAL CHRISTMAS TREES

	Marital Status				Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
	Total	Married/Living as Married	Single	Widowed/Divorced/Separated	1	2	3	4+	GCSE/O Level/NVQ 12	A Level or equivalent	Degree/Masters/PHD	No formal qualifications	Working	Not working	UP TO £19,999	£20,000-£34,999	£35,000-£54,999	£55,000+	Prefer not to say	At least one child present	No children present	I have (always, sometime or hardly ever) real	I have (always, sometime or hardly ever) real	Real	Artificial	Likely	Unlikely
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	(V)	(W)	(X)	(Y)	(Z)	(a)
Unweighted base	2826	1773	760	293	476	1031	592	727	732	611	1333	150	1865	961	608	728	728	556	206	980	1846	1274	2797	577	2421	644	1752
Weighted base	2858	1886	680	293	367	1076	537	878	910	597	1137	214	1666	1192	695	776	706	462	220	1006	1852	1241	2826	541	2460	606	1800
0	398 14%	190 10%	147 22% B	61 21% B	99 27% FGH	144 13%	63 12%	93 11%	123 13%	69 12%	172 15%	35 16%	200 12%	198 17% M	111 16%	100 13%	83 12%	58 13%	46 21% PQR	90 9%	308 17% T	226 18% W	384 14% Y	138 25% Y	- -	110 18% a	200 11%
1	1864 65%	1256 67%	421 62%	186 64%	226 62%	741 69% EH	347 65%	549 63%	600 66%	403 68%	726 64%	135 63%	1119 67% N	745 62%	468 67% S	518 67% S	459 65% S	295 64%	123 56%	650 65%	1214 66%	739 60%	1853 66% V	261 48%	1864 76% X	347 57%	1246 69% Z
2	443 16%	332 18% C	69 10%	42 14%	31 8%	160 15% E	93 17% E	159 18% E	135 15%	97 16%	176 15%	34 16%	255 15%	188 16%	83 12%	122 16%	122 17% O	73 16%	42 19% O	186 18% U	257 14%	203 16%	440 16%	97 18%	443 18%	110 18%	269 15%
3	81 3%	60 3%	18 3%	4 1%	5 2%	25 2%	17 3%	35 4% E	32 4%	13 2%	33 3%	3 1%	47 3%	34 2%	15 2%	17 2%	22 3% OP	23 4%	4 2%	35 3%	46 2%	28 3%	81 2%	11 3%	81 3%	17 3%	55 3%
4	31 1%	21 1%	10 1%	- *	1 *	1 *	11 2% EF	18 2% EF	9 1%	8 1%	12 1%	2 1%	18 1%	13 1%	6 1%	8 2%	12 1%	4 1%	1 *	20 2% U	11 1%	20 2% W	29 1% Y	13 2% Y	31 1%	9 1%	16 1%
5	26 1%	20 1%	6 1%	- *	2 1%	3 *	4 1%	17 2% F	5 1%	3 1%	15 1%	3 1%	16 1%	9 1%	4 1%	8 1%	6 1%	7 1%	1 *	16 2% U	9 *	17 1%	26 1% Y	15 3% a	26 1%	10 2% a	11 1%
6	4 *	4 *	* *	- *	* *	- *	- *	4 *	3 *	* *	1 *	- *	4 *	- *	- *	3 *	- *	1 *	- *	4 *	* *	1 *	4 *	1 *	4 *	1 *	3 *
7	2 *	- *	2 *	- *	1 *	- *	- *	1 *	- *	1 *	- *	1 1% K	1 *	1 *	2 *	- *	- *	- *	- *	1 *	1 *	1 *	2 *	1 *	2 *	- *	1 *
8	6 *	1 *	5 1% B	- *	- *	2 *	1 *	3 *	4 *	- *	2 *	- *	4 *	2 *	1 *	- *	1 *	1 *	2 1% P	3 *	3 *	3 *	4 *	2 *	6 *	1 *	- *
9	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *	- *
10	3 *	1 *	2 *	- *	1 *	1 *	* *	- *	- *	2 *	* *	1 *	2 *	1 *	3 *	- *	- *	* *	- *	1 *	2 *	3 *	3 *	2 *	3 *	1 *	- *
NET: No real tree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: One real tree	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: One or more real trees	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
NET: No artificial tree	398 14%	190 10%	147 22% B	61 21% B	99 27% FGH	144 13%	63 12%	93 11%	123 13%	69 12%	172 15%	35 16%	200 12%	198 17% M	111 16%	100 13%	83 12%	58 13%	46 21% PQR	90 9%	308 17% T	226 18% W	384 14% Y	138 25% Y	- -	110 18% a	200 11%
NET: One artificial tree	1864 65%	1256 67%	421 62%	186 64%	226 62%	741 69% EH	347 65%	549 63%	600 66%	403 68%	726 64%	135 63%	1119 67% N	745 62%	468 67% S	518 67% S	459 65% S	295 64%	123 56%	650 65%	1214 66%	739 60%	1853 66% V	261 48%	1864 76% X	347 57%	1246 69% Z
NET: One or more artificial trees	2460 86%	1695 90% CD	533 78%	232 79%	268 73%	933 87% E	474 88% E	786 89% E	787 87%	527 88%	966 85%	179 84%	1466 88% N	994 83%	584 84%	676 87%	622 88% S	404 87% S	174 79%	916 91% U	1544 83%	1015 82%	2442 86% V	403 75% X	2460 100% x	496 82% z	1600 89% z
Mean	1.18	1.23 CD	1.11	0.96	0.93	1.10 E	1.22 EF	1.35 EF	1.18	1.19	1.17	1.18	1.20	1.14	1.12	1.16	1.21	1.25	1.13	1.35 U	1.08	1.18	1.17	1.24	1.37 X	1.20	1.16

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Overlap formulae used

ColumnProportions (5%): A,B/C,D,E/F/G,H,I/J/K,L,M/N,O/P/Q/R/S,T/U/V/W,X/Y,Z/a Minimum Base: 30(*) Small Base: 100(*)

ColumnMeans (5%): A,B/C,D,E/F/G,H,I/J/K,L,M/N,O/P/Q/R/S,T/U/V/W,X/Y,Z/a Minimum Base: 30(*) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q3a/b. Where did you purchase your real Christmas trees from?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	822	459	358	188	239	140	97	158	452	190	72	108	181	176	206	162	36	45	16	663	143
Weighted base	770	434	331	169	228	119	96	159	265	185	160	160	175	175	180	134	41	50	15	628	127
Garden centre	184 24%	108 25%	76 23%	27 16%	54 24%	30 25%	29 30% D*	45 28% D	70 26% L	58 31% L	31 19% *	25 16% *	39 22%	39 22%	51 28%	27 20%	7 17% **	17 34% *	5 31% **	141 22%	39 31%
Supermarket	141 18%	76 18%	64 19%	38 23%	35 15%	23 20%	18 19% *	26 17%	45 17%	27 15%	36 23% *	33 21% *	37 21%	26 15%	33 18%	35 26% NR	4 9% **	5 9% *	1 8% **	121 19%	19 15%
Growers farm	127 16%	79 18%	47 14%	32 19%	34 15%	25 21%	12 13% *	24 15%	44 16%	32 17%	26 17% *	25 16% *	30 17%	39 22% O	23 13%	18 13%	6 14% **	5 11% *	6 38% **	95 15%	26 21%
Larger retailer (e.g. B&Q, Homebase, etc.)	122 16%	66 15%	55 17%	30 18%	37 16%	18 15%	16 17% *	21 13%	47 18%	21 12%	22 14% *	32 20% *	20 11%	36 20%	23 13%	23 17%	14 34% **	6 11% *	1 6% **	110 17% U	12 9%
Farm shop	93 12%	61 14%	32 10%	22 13%	47 21% FGH	7 6%	6 6% *	11 7%	30 11%	15 8%	20 13% *	28 18% J*	24 14%	16 9%	18 10%	16 12%	12 31% **	5 10% *	- - **	77 12%	16 12%
Online	88 11%	61 14% C	27 8%	26 15% GH	41 18% GH	11 10% H	5 5% *	5 3%	28 11%	21 11%	22 14% *	17 11% *	24 14% O	16 9%	11 6%	28 21% NO	4 9% **	5 9% *	1 4% **	83 13% U	4 3%
Market/pop up site	60 8%	33 8%	26 8%	11 6%	23 10%	10 9%	9 9% *	7 5%	24 9%	14 7%	11 7% *	13 8% *	5 3%	13 7%	15 8%	15 11% M	3 8% **	6 13% M*	3 18% **	47 8%	11 8%
Elsewhere	40 5%	17 4%	23 7%	1 * GH	3 1% GH	7 6% DE	7 7% DE*	23 14% DEF	16 6%	9 5%	9 6% *	6 4% *	11 6%	7 4%	13 7%	4 3%	2 5% **	3 6% *	- - **	29 5%	12 9%
Don't know	11 1%	3 1%	7 2%	5 3%	1 * GH	3 3%	2 2% *	- - *	3 1%	1 1%	2 1% *	5 3% *	2 1%	4 2%	3 2%	1 1%	- - **	- - *	- - **	10 2%	1 1%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q3a/b. Where did you purchase your real Christmas trees from?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Total	Marital Status				Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)												
		(A)	Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/ Separated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/M asters/Ph D (K)	No formal qualificati ons (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000- £34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)											
																													184	24%	141	26%	36	18%	8	21%	11	19%	66
Unweighted base	822	557	223	42	91	231	202	298	156	158	467	41	632	190	134	161	234	249	44	404	418	815	570	822	430	611	99												
Weighted base	770	540	195	36	58	212	173	327	186	152	387	46	545	225	146	159	227	193	46	398	372	763	535	770	403	570	87												
Garden centre	184	141	36	8	11	66	35	73	45	41	94	5	131	54	31	28	66	54	6	90	95	184	117	184	85	147	18												
	24%	26%	18%	21% *	19% *	31% G	20%	22%	24%	27%	24%	11% **	24%	24%	21% *	17%	29% P	28% P	14% *	23%	25%	24%	22%	24%	21%	26%	21% *												
Supermarket	141	100	36	5	9	36	32	65	34	31	69	7	102	40	30	23	39	37	12	80	61	141	112	141	87	97	18												
	18%	19%	19%	14% *	15% *	17%	18%	20%	18%	20%	18%	16% **	19%	18%	21% *	15%	17%	19%	27% *	20%	16%	19%	21% V	18%	22% X	17%	21% *												
Growers farm	127	93	28	6	3	33	35	55	35	20	64	8	100	27	15	38	29	40	6	68	59	126	81	127	68	111	8												
	16%	17%	14%	16% *	5% *	16% E	21% E	17% E	19%	13%	16%	17% **	18%	12%	10% *	24% OQ	13%	21% OQ	13% *	17%	16%	17%	15%	16%	17%	19% a	9% *												
Larger retailer (e.g. B&Q, Homebase, etc.)	122	79	37	6	9	25	30	58	27	21	66	9	88	35	25	23	36	32	6	70	52	121	94	122	65	89	13												
	16%	15%	19%	16% *	16% *	12%	18%	18%	14%	14%	17%	20% **	16%	15%	17% *	14%	16%	16%	14% *	18%	14%	16%	18%	16%	16%	16%	14% *												
Farm shop	93	59	32	1	9	18	20	47	25	19	36	12	66	27	22	17	32	18	4	54	39	92	70	93	57	75	8												
	12%	11%	17%	4% *	15% *	8%	11%	14%	14%	13%	9%	26% **	12%	12%	15% *	11%	14%	10%	8% *	14%	11%	12%	13%	12%	14%	13%	9% *												
Online	88	66	21	1	7	14	18	49	20	13	52	4	72	16	17	20	33	16	2	59	29	87	84	88	78	53	13												
	11%	12%	11%	4% *	12% *	7%	10%	15% F	10%	8%	14%	8% **	13%	7%	12% *	13%	15%	8%	4% *	15% U	8%	11%	16% V	11%	19% X	9%	15% *												
Market/pop up site	60	42	14	4	7	11	17	25	9	9	38	4	45	16	11	17	14	17	1	37	23	60	42	60	34	48	4												
	8%	8%	7%	11% *	12% *	5%	10%	8%	5%	6%	10%	8% **	8%	7%	8% *	11%	6%	9%	3% *	9%	6%	8%	8%	8%	8%	9%	5% *												
Elsewhere	40	34	3	3	4	22	9	5	8	7	25	-	24	17	3	14	9	9	5	7	33	39	17	40	12	23	12												
	5%	6% C	2%	8% C*	8% H*	10% H	5% H	1%	5%	4%	7%	- **	4%	7%	2% *	9% O	4%	5%	12% O*	2%	9% T	5% W	3% Y	5% Y	3% Y	4% Z*	13% Z*												
Don't know	11	2	7	2	2	1	2	6	4	2	3	2	6	5	2	1	2	1	4	5	6	10	6	11	3	8	1												
	1%	* B	3% B	6% B*	4% F*	* H	1% H	2% H	2% H	1% H	1% H	4% **	1% H	2% H	1% H	1% H	1% H	1% H	9% OPQR*	1% H	2% H	1% H	1% H	1% H	1% H	1% H	1% H												

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Overlap formulae used

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J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q4. How likely or unlikely are you (or others in your household) to buy a real Christmas tree next Christmas (Christmas 2022)?

All people aged 16+ in the UK

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	3491	1700	1775	502	622	573	645	1149	1569	1073	308	541	826	895	789	465	167	256	93	2810	588
Weighted base	3491	1701	1774	471	579	545	576	1319	921	1031	709	830	811	888	771	460	167	291	102	2811	578
Very likely (5)	457 13%	254 15% C	203 11%	74 16% H	100 17% H	90 17% H	73 13% H	120 9%	156 17% JL	113 11%	89 13%	99 12%	104 13%	103 12%	119 15%	67 15%	24 14%	29 10%	12 12% *	358 13%	86 15%
Fairly likely (4)	366 10%	179 11%	183 10%	91 19% FGH	134 23% FGH	54 10% H	47 8% H	41 3%	110 12% J	93 9%	73 10%	90 11%	85 10%	90 10%	60 8%	77 17% MNOQR	15 9%	29 10%	9 9% *	310 11%	48 8%
Neither likely nor unlikely (3)	387 11%	209 12%	175 10%	101 21% EFGH	88 15% GH	81 15% GH	34 6%	82 6%	88 10%	99 10%	97 14%	103 12%	80 10%	95 11%	88 11%	46 10%	25 15%	39 13%	12 12% *	320 11%	54 9%
Fairly unlikely (2)	475 14%	220 13%	254 14%	66 14%	84 15%	77 14%	83 14%	165 13%	136 15%	142 14%	94 13%	104 13%	110 14%	126 14%	108 14%	59 13%	20 12%	37 13%	15 14% *	389 14%	72 12%
Very unlikely (1)	1695 49%	791 47%	896 51% B	120 25%	160 28%	223 41% DE	320 55% DEF	872 66% DEFG	407 44%	560 54% IKL	331 47%	397 48%	406 50% P	445 50% P	374 48% P	187 41%	81 48%	151 52% P	52 51% *	1334 47%	309 53% T
Don't know	111 3%	48 3%	63 4%	19 4%	13 2%	21 4%	19 3%	38 3%	23 3%	25 2%	26 4%	37 4% J	27 3%	29 3%	21 3%	22 5%	3 2%	6 2%	2 2% *	99 4% U	9 2%
NET: Likely	823 24%	433 25% C	386 22%	165 35% FGH	233 40% FGH	144 26% H	120 21% H	162 12%	266 29% JKL	206 20%	162 23%	189 23%	188 23%	193 22%	179 23%	145 31% MNOR	39 23%	58 20%	21 21% *	668 24%	134 23%
NET: Unlikely	2170 62%	1011 59%	1149 65% B	186 39%	244 42%	300 55% DE	403 70% DEF	1037 79% DEFG	543 59%	701 68% IKL	425 60%	501 60%	515 64% P	571 64% P	482 63% P	247 54%	101 60%	188 65% P	67 65% *	1723 61%	380 66%
Mean	2.24	2.33 C	2.15	2.85 FGH	2.87 FGH	2.45 GH	2.05 H	1.73	2.41 JL	2.06	2.26	2.23 J	2.20	2.16	2.26	2.49 MNOR	2.27	2.12	2.15 *	2.25	2.18

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Overlap formulae used

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J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC
Christmas Trees - BCTGA
People aged 16 + in UK

Q4. How likely or unlikely are you (or others in your household) to buy a real Christmas tree next Christmas (Christmas 2022)?

All people aged 16+ in the UK

	Total (A)	Marital Status			Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
		Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/Masters/PhD (K)	No formal qualifications (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000-£34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	3491	2104	990	397	709	1253	690	839	864	742	1695	190	2278	1213	779	872	884	696	260	1126	2365	1553	2797	822	2421	872	2144
Weighted base	3491	2213	876	402	556	1296	629	1011	1072	726	1430	263	2010	1481	885	913	853	570	270	1162	2329	1499	2826	770	2460	823	2170
Very likely (5)	457 13%	345 16% CD	82 9%	29 7%	37 7%	147 11% E	103 16% EF	170 17% EF	105 10%	85 12%	241 17% IUL	27 10%	320 16% N	137 9%	67 8%	98 11%	119 14% O	143 25% OPQS	30 11%	234 20% U	223 10%	424 28% W	272 10%	376 49% Y	215 9%	457 55% a	-
Fairly likely (4)	366 10%	238 11% D	107 12% D	21 5%	27 5%	83 6%	87 14% EF	170 17% EF	87 8%	84 12% I	168 12% I	27 10%	276 14% N	90 6%	86 10%	91 10% S	100 12% S	76 13% S	14 5%	195 17% U	172 7%	311 21% W	331 12%	194 25% Y	280 11%	366 45% a	-
Neither likely nor unlikely (3)	387 11%	212 10%	140 16% BD	35 9%	46 8%	120 9%	75 12% E	146 14% EF	164 15% JK	58 8%	132 9%	33 12%	253 13% N	133 9%	113 13% R	101 11% R	115 13% R	33 6%	25 9%	177 15% U	210 9%	272 18% W	348 12%	91 12% Y	296 12%	-	-
Fairly unlikely (2)	475 14%	321 14% D	117 13%	38 9%	70 13%	184 14%	88 14% EF	134 13%	133 12%	120 17% IK	185 13%	38 14%	300 15% N	176 12%	109 12%	131 14% S	124 15% S	90 16% S	22 8%	149 13% U	326 14%	241 16% W	449 16%	48 6% X	410 17% X	-	475 22% Z
Very unlikely (1)	1695 49%	1043 47%	388 44%	264 66% BC	358 64% FGH	733 57% GH	253 40%	350 35%	539 50%	360 50%	669 47%	126 48%	811 40%	884 60% M	481 54% QR	462 51% QR	375 44%	220 39%	156 58% QR	369 32%	1326 57% T	197 13%	1344 48% V	40 5%	1190 48% X	-	1695 78% Z
Don't know	111 3%	54 2%	43 5% B	14 4%	18 3%	30 2%	23 4%	41 4%	44 4% K	20 3%	33 2%	13 5%	49 2% M	62 4% M	29 3%	30 3%	20 2%	8 1%	24 9% OPQR	39 3%	72 3%	54 4%	83 3%	22 3%	68 3%	-	-
NET: Likely	823 24%	584 26% CD	188 22% D	51 13%	64 12%	229 18% E	190 30% EF	340 34% EF	192 18%	168 23% I	409 29% IUL	53 20%	596 30% N	227 15%	153 17%	190 21%	219 26% OPS	218 38% OPQS	44 16%	428 37% U	395 17%	735 49% W	602 21%	570 74% Y	496 20%	823 100% a	-
NET: Unlikely	2170 62%	1363 62%	505 58%	302 75% BC	428 77% FGH	917 71% GH	341 54% H	484 48%	672 63%	480 66% K	854 60%	164 62%	1111 55% M	1059 72% M	590 67% QR	593 65% QR	499 59%	310 54%	178 66% R	519 45%	1652 71% T	438 29%	1793 63% V	87 11%	1600 65% X	-	2170 100% Z
Mean	2.24	2.32 D	2.25 D	1.75	1.73	1.99 E	2.50 EF	2.67 EF	2.11	2.17	2.37 IJ	2.16	2.49 N	1.89	2.00	2.13	2.36 OPS	2.70 OPQS	1.94	2.80 U	1.95	3.36 W	2.18	4.09 Y	2.13	4.55 a	1.22

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Overlap formulae used

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ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L,M/N,O/P/Q/R/S,T/U,V/W,X/Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q5. You mentioned that last Christmas (Christmas 2021) you had a real Christmas tree in your household. What were the main reasons for getting a real tree?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Total	Gender		Age					Social grade				Region						Urban / Rural		
		Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural
	(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)
Unweighted base	822	459	358	188	239	140	97	158	452	190	72	108	181	176	206	162	36	45	16	663	143
Weighted base	770	434	331	169	228	119	96	159	265	185	160	160	175	175	180	134	41	50	15	628	127
Love the smell of a Christmas tree in the house	305 40%	161 37%	140 42%	45 26%	71 31%	54 45% DE	47 49% DE*	88 55% DE	115 44% L	84 45% L	64 40% *	41 26% *	68 39%	76 44%	76 42%	45 33%	14 35% **	21 42% *	5 31% **	241 38%	59 46%
It is a Christmas tradition	288 37%	141 32%	147 45% B	52 31%	63 28%	53 44% DE	33 35% *	87 55% DEG	108 41% L	77 42% L	59 37% *	44 27% *	63 36%	64 37%	72 40%	44 33%	13 33% **	24 48% *	7 44% **	222 35%	59 47% T
Christmas is not the same without a real Christmas tree	251 33%	128 30%	122 37%	53 31%	53 23%	34 28%	30 31% *	82 52% DEFG	88 33%	62 33%	45 28% *	57 36% *	59 34%	48 28%	77 43% NP	38 28%	10 24% **	16 31% *	4 25% **	200 32%	47 37%
Enjoy the experience of picking our Christmas tree	218 28%	120 28%	97 29%	53 31%	58 25%	34 29%	31 32% *	43 27%	82 31%	49 26%	50 32% *	37 23% *	55 32% P	55 31% P	54 30% P	26 19%	10 25% **	14 28% *	3 23% **	177 28%	38 30%
It is a family experience	205 27%	120 28%	85 26%	35 21%	52 23%	38 32%	27 28% *	53 33% D	80 30%	47 26%	43 27% *	34 22% *	42 24%	54 31%	47 26%	31 23%	11 27% **	16 32% *	4 24% **	162 26%	40 31%
Real Christmas trees are better for the environment	167 22%	95 22%	69 21%	37 22%	55 24%	23 19%	15 16% *	37 23%	62 23%	32 17%	34 21% *	39 24% *	40 23%	32 18%	33 18%	33 24%	16 39% **	11 23% *	3 19% **	141 22%	23 18%
Don't like artificial Christmas trees	162 21%	88 20%	74 22%	19 11%	37 16%	31 26% D	24 25% D*	51 32% DE	63 24% L	39 21%	39 24% *	22 13% *	34 20%	41 23%	45 25%	21 16%	7 17% **	9 19% *	4 27% **	120 19%	38 30% T
A real Christmas tree is better value than an artificial tree	125 16%	77 18%	48 15%	38 22% GH	47 21% GH	18 15%	7 8% *	15 9%	49 18%	28 15%	25 16% *	23 15% *	29 17%	21 12%	29 16%	26 19%	12 30% **	5 10% *	3 17% **	110 18%	13 10%
Real Christmas trees provide local employment	113 15%	69 16%	44 13%	28 17% G	47 20% G	16 14% G	3 3% *	19 12% G	37 14%	24 13%	29 18% *	24 15% *	36 20% O	24 14%	19 10%	19 14%	4 9% **	7 13% *	6 37% **	91 15%	16 13%
Lack of space to store an artificial tree	76 10%	49 11%	28 8%	25 15% H	33 15% H	11 9% H	5 6% *	1 1%	23 9%	20 11%	17 10% *	16 10% *	15 8%	18 10%	19 11%	22 16% R	1 3% **	1 2% *	1 4% **	69 11%	7 5%
Other reason	43 6%	21 5%	22 7%	2 1%	2 1%	3 3%	8 8% DE*	28 18% DEF	9 4%	8 4%	14 9% *	11 7% *	12 7%	8 5%	14 8%	6 4%	1 3% **	1 2% *	- - **	30 5%	12 10% T
Don't know	14 2%	11 2%	3 1%	5 3%	4 2%	2 2%	- - *	2 1%	2 1%	3 2%	3 2% *	6 4% *	3 2%	6 3%	2 1%	1 1%	1 3% **	1 2% *	- - **	10 2%	4 3%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

Q5. You mentioned that last Christmas (Christmas 2021) you had a real Christmas tree in your household. What were the main reasons for getting a real tree?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Marital Status				Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NV Q12 (I)	A Level or equivalent (J)	Degree/Masters/PhD (K)	No formal qualifications (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000-£34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	822	557	223	42	91	231	202	298	156	158	467	41	632	190	134	161	234	249	44	404	418	815	570	822	430	611	99
Weighted base	770	540	195	36	58	212	173	327	186	152	387	46	545	225	146	159	227	193	46	398	372	763	535	770	403	570	87
Love the smell of a Christmas tree in the house	305 40%	235 44% C	51 26%	19 52% C*	26 44% *	101 48% GH	57 33%	120 37%	68 36%	55 37%	170 44%	11 25% **	226 41%	79 35%	34 23% *	65 41% O	96 42% O	90 47% O	20 44% O*	141 35%	164 44% T	303 40% W	176 33%	305 40% Y	132 33%	255 45% a	23 27% *
It is a Christmas tradition	288 37%	217 40% C	55 28%	16 46% C*	23 39% *	94 44%	59 34%	112 34%	45 24%	57 37% I	175 45% I	11 24% **	188 34%	100 45% M	47 33% *	62 39%	72 32%	84 44% Q	22 49% *	138 35%	150 40%	288 38% W	166 31%	288 37% Y	133 33%	239 42% a	26 30% *
Christmas is not the same without a real Christmas tree	251 33%	185 34%	51 26%	15 42% *	19 32% *	88 42% GH	44 26%	100 31%	64 34%	49 32%	128 33%	10 23% **	157 29%	94 42% M	41 28% *	62 39%	74 33%	59 31%	15 32% *	119 30%	132 36%	250 33% W	149 28%	251 33% Y	113 28%	207 36% a	14 17% *
Enjoy the experience of picking our Christmas tree	218 28%	156 29%	50 25%	13 36% *	16 28% *	67 32%	48 28%	86 26%	48 26%	43 29%	119 31%	8 17% **	153 28%	65 29%	37 25% *	47 29%	57 25%	64 33%	14 31% *	117 29%	101 27%	216 28% W	130 24%	218 28%	109 27%	183 32% a	17 19% *
It is a family experience	205 27%	148 27%	46 24%	11 29% *	10 17% *	51 24%	51 30% E	93 28%	33 18%	34 22%	118 30% I	20 45% **	141 26%	64 29%	34 23% *	38 24%	42 18%	75 39% OPQ	16 36% Q*	103 26%	102 27%	204 27% W	124 23%	205 27%	97 24%	179 31% a	7 8% *
Real Christmas trees are better for the environment	167 22%	122 23%	41 21%	5 13% *	19 33% F*	38 18%	38 22%	72 22%	32 17%	41 27%	85 22%	8 18% **	128 23%	40 18%	30 20% *	46 29% R	52 23%	32 17%	7 16% *	87 22%	80 21%	164 22%	117 22%	167 22%	92 23%	129 23%	16 18% *
Don't like artificial Christmas trees	162 21%	126 23% C	22 12%	13 38% C*	15 26% H*	64 30% H	36 21%	47 14%	23 12%	32 21%	101 26% I	7 15% **	115 21%	47 21%	19 13% *	37 23%	60 26% O	40 21%	7 15% *	70 18%	92 25% T	162 21% W	63 12%	162 21% Y	41 10%	137 24%	18 20% *
A real Christmas tree is better value than an artificial tree	125 16%	85 16%	35 18%	5 14% *	8 14% *	30 14%	31 18%	56 17%	30 16%	32 21%	56 14%	7 16% **	96 18%	30 13%	20 14% *	25 16%	46 20% S	34 17% S	1 3% *	78 20% U	47 13%	125 16% V	103 19% V	125 16% X	88 22% X	91 16% a	11 13% *
Real Christmas trees provide local employment	113 15%	77 14%	33 17%	3 10% *	8 13% *	29 14%	30 17%	47 14%	25 14%	25 16%	57 15%	6 13% **	85 16%	28 12%	29 20% S*	20 12%	28 12%	34 18%	2 5% *	62 15%	52 14%	113 15% W	88 17%	113 15% X	74 18% X	99 17% a	7 8% *
Lack of space to store an artificial tree	76 10%	53 10%	22 11%	1 3% *	2 4% *	21 10%	18 10%	35 11%	21 11%	14 9%	39 10%	3 7% **	60 11%	16 7%	16 11% *	14 9%	24 10%	22 11%	1 3% *	47 12%	30 8%	76 10% X	60 11%	76 10% X	51 13% X	62 11%	10 11% *
Other reason	43 6%	33 6%	7 3%	3 8% *	1 2% *	24 11% EGH	8 5%	9 3%	20 11% K	10 6%	13 3%	- **	22 4%	20 9% M	4 3% *	9 5%	11 5%	11 6%	7 16% OPQR*	4 1%	38 10% T	41 5% W	34 6%	43 6% X	16 4%	21 4% a	15 17% 2*
Don't know	14 2%	6 1%	7 3%	1 2% *	4 6% FG*	2 1%	2 1%	7 2%	6 3% K	4 2%	2 1%	2 4% **	7 1%	6 3%	5 4% PR*	- *	6 2%	* *	2 5% PR*	7 2%	7 2%	13 2% W	9 2% W	14 2% X	4 1%	6 1% a	1 1% *

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L,M/N,O/P/Q/R/S,T/U,V/W,X/Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L,M/N,O/P/Q/R/S,T/U,V/W,X/Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q6. You mentioned that last Christmas (Christmas 2021) you had an artificial Christmas tree. What are the main reasons why you (or your household) had an artificial tree?

ALL WHO HAD 1 OR MORE ARTIFICIAL CHRISTMAS TREES LAST YEAR

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	2421	1128	1281	374	476	397	440	734	1077	760	210	374	581	657	517	288	126	173	79	1935	407
Weighted base	2460	1167	1281	340	452	388	406	874	644	739	502	575	585	650	527	282	129	196	90	1965	405
Already have an artificial tree	1316 54%	578 50%	734 57% B	89 26%	158 35% D	212 55% DE	227 56% DE	630 72% DEFG	334 52%	432 58% IL	286 57% L	265 46%	304 52%	354 54% P	303 58% P	128 45%	65 50% *	108 55%	54 60% *	1011 51%	251 62% T
Artificial trees are easy to store away	1130 46%	550 47%	576 45%	110 33%	155 34%	162 42% D	185 46% DE	518 59% DEFG	278 43%	354 48%	261 52% IL	238 41%	261 45%	309 48%	251 48%	120 42%	57 44% *	97 50%	35 38% *	892 45%	204 50%
Artificial trees are easier to maintain (e.g. no watering)	1055 43%	480 41%	572 45%	113 33%	165 36%	147 38%	169 42% D	460 53% DEFG	262 41%	316 43% L	269 54% IL	208 36%	268 46%	256 39%	233 44%	116 41%	54 42% *	97 49% N	32 35% *	838 43%	186 46%
Real Christmas trees are too messy (e.g. no need to clean up the fallen needles, etc.)	869 35%	381 33%	484 38% B	93 27%	125 28%	143 37% DE	155 38% DE	351 40% DE	230 36%	259 35%	173 35%	206 36%	221 38%	225 35%	178 34%	87 31%	45 34% *	83 43% P	29 32% *	694 35%	146 36%
Artificial trees are better value for money	746 30%	353 30%	388 30%	85 25%	107 24%	136 35% DE	148 37% DE	269 31% E	198 31%	207 28%	165 33%	176 31%	189 32% S	190 29%	173 33% S	78 28%	35 27% *	65 33% S	15 17% *	597 30%	134 33%
Artificial trees are the more sustainable choice	726 30%	306 26%	420 33% B	85 25% E	80 18%	111 29% E	129 32% E	321 37% DEF	182 28%	236 32%	149 30%	158 28%	159 27%	179 28%	178 MM	94 33%	36 28% *	57 29% *	23 25% *	559 28%	145 36% T
Artificial trees are less expensive than real Christmas trees	512 21%	222 19%	285 22%	78 23%	94 21%	81 21%	74 18%	185 21%	137 21%	161 22%	100 20%	113 20%	112 19%	133 20%	127 24%	63 22%	24 19% *	40 20%	13 14% *	401 20%	98 24%
It is inconvenient to dispose of a real Christmas tree	459 19%	215 18%	242 19%	68 20%	83 18%	81 21%	74 18%	153 17%	130 20% L	146 20% L	105 21% L	79 14%	103 18%	97 15%	103 20%	64 23% N	23 18% *	52 27% MN	18 20% *	362 18%	80 20%
Artificial trees are easier/safer with pets	408 17%	186 16%	220 17%	64 19% F	77 17%	48 12%	84 21% F	135 15%	113 18%	116 16%	89 18%	89 16%	86 15%	123 19%	98 19%	40 14%	22 17% *	29 15% *	10 11% *	331 17%	67 17%
There are more choices of tree (e.g. pre-lit, colour, snowy, etc.)	322 13%	152 13%	166 13%	59 17% EG	50 11%	54 14% G	35 9%	125 14% G	79 12%	96 13%	76 15%	71 12%	88 15%	80 12%	70 13%	26 9%	15 11% *	32 16% *	11 12% *	252 13%	59 15%
Do not have a vehicle to transport a real Christmas tree	228 9%	98 8%	127 10%	46 13% FGH	51 11% G	30 8%	24 6%	77 9%	51 8%	63 9%	39 8%	75 13% U	57 10%	56 9%	43 8%	30 11%	9 7% *	28 14% *	5 6% *	195 10%	28 7%
Do not know how to dispose of a real Christmas tree	127 5%	58 5%	67 5%	38 11% GH	41 9% GH	27 7% GH	8 2%	13 1%	33 5%	34 5%	25 5%	34 6%	19 3%	34 5%	22 4%	31 11% MNOQ	3 2% *	10 5% *	9 10% M*	110 6% U	7 2%
Someone in my household is allergic to a real Christmas tree	113 5%	64 6%	47 4%	31 9% FGH	41 9% FGH	16 4% G	6 1%	19 2%	34 5%	31 4%	17 3%	31 5%	33 6%	36 6%	15 3%	12 4%	4 3% *	6 3% *	7 7% *	92 5%	14 4%
Do not know where to buy a real Christmas tree from	93 4%	61 5% C	31 2%	36 11% FGH	35 8% FGH	14 4% GH	5 1%	4 *	26 4%	20 3%	30 6% J	17 3%	17 3%	28 4%	15 3%	23 8% MNOQ	2 2% *	6 3% *	1 1% *	84 4%	8 2%
Artificial trees are easy to assemble	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	87 4%	33 3%	54 4%	3 1%	10 2%	14 3%	26 6% DE	34 4% D	25 4%	32 4%	13 3%	18 3%	18 3%	30 5%	23 4%	8 3%	5 4% *	3 2% *	-	71 4%	16 4%
Don't know	53 2%	33 3% C	19 1%	13 4% H	9 2%	10 3%	7 2%	14 2%	12 2%	13 2%	7 1%	21 4%	14 2%	14 2%	6 1%	9 3%	3 2% *	5 2% *	2 2% *	45 2%	6 1%

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Overlap formulae used

ColumnProportions (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U Minimum Base: 30(**) Small Base: 100(*)

ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R,S,T,U Minimum Base: 30(**) Small Base: 100(*)

Q6. You mentioned that last Christmas (Christmas 2021) you had an artificial Christmas tree. What are the main reasons why you (or your household) had an artificial tree?

ALL WHO HAD 1 OR MORE ARTIFICIAL CHRISTMAS TREES LAST YEAR

	Marital Status				Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas I have		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
	Total (A)	Married (B)	Single (C)	Widowed/Divorced/Separated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/Masters/PhD (K)	No formal qualifications (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000-£34,999 (P)	£35,000-£54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	(always, sometime or hardly ever) real (V)	(always, sometime or hardly ever) real (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	2421	1589	601	231	349	889	522	661	631	537	1126	127	1624	797	506	623	637	491	164	892	1529	1036	2404	430	2421	522	1554
Weighted base	2460	1695	533	232	268	933	474	786	787	527	966	179	1466	994	584	676	622	404	174	916	1544	1015	2442	403	2460	496	1600
Already have an artificial tree	1316	935	220	161	161	585	231	341	425	287	511	93	689	627	305	371	337	189	114	396	920	404	1314	110	1316	158	1011
Artificial trees are easy to store away	1130	813	204	114	124	505	188	314	369	254	423	86	610	520	273	302	294	172	90	343	787	343	1130	94	1130	148	887
Artificial trees are easier to maintain (e.g. no watering)	1055	743	197	116	114	466	167	309	340	227	419	70	562	493	242	270	292	164	88	337	718	308	1053	95	1055	133	818
Real Christmas trees are too messy (e.g. no need to clean up the fallen needles, etc.)	869	628	162	79	104	362	157	246	251	204	355	59	479	390	200	224	228	141	75	284	585	253	869	68	869	94	696
Artificial trees are better value for money	746	528	153	65	80	286	147	233	230	169	294	53	430	315	180	200	201	113	51	271	475	228	746	66	746	88	602
Artificial trees are the more sustainable choice	726	500	141	85	83	319	138	187	221	143	319	44	395	332	160	202	200	108	57	230	497	210	725	53	726	83	588
Artificial trees are less expensive than real Christmas trees	512	338	128	46	72	173	94	174	169	127	190	26	299	213	117	161	106	90	37	191	321	173	512	53	512	89	365
It is inconvenient to dispose of a real Christmas tree	459	317	97	45	60	171	81	147	130	113	192	25	295	164	103	97	134	85	41	171	289	170	457	64	459	73	335
Artificial trees are easier/safer with pets	408	312	69	27	33	159	80	136	139	88	155	26	249	159	100	111	111	68	18	164	244	138	408	45	408	61	290
There are more choices of tree (e.g. pre-lit, colour, snowy, etc.)	322	221	69	32	40	116	57	109	121	68	103	30	168	154	82	77	92	45	27	122	200	128	322	50	322	57	226
Do not have a vehicle to transport a real Christmas tree	228	126	68	34	48	71	46	63	73	50	83	22	124	104	86	61	42	25	14	80	148	90	228	35	228	45	152
Do not know how to dispose of a real Christmas tree	127	71	50	5	15	34	25	52	36	23	55	12	85	41	36	44	32	10	5	63	64	68	127	42	127	42	55
Someone in my household is allergic to a real Christmas tree	113	78	30	5	5	25	24	59	33	16	53	11	69	44	32	25	30	17	8	67	46	74	113	46	113	55	41
Do not know where to buy a real Christmas tree from	93	60	32	1	7	16	24	46	21	16	46	10	68	26	21	30	21	18	3	55	39	63	93	42	93	33	40
Artificial trees are easy to assemble	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Other	87	64	16	7	10	33	16	28	21	21	43	2	63	24	14	29	17	16	11	29	58	46	85	24	87	30	47
Don't know	53	30	21	2	5	18	10	20	24	10	16	2	28	25	15	9	5	9	15	18	35	29	42	12	53	13	13

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Overlap formulae used

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ColumnMeans (5%): A,B,C,D,E,F,G,H,I,J,K,L,M,N,O,P,Q,R/S,T,U,V,W,X,Y,Z/a Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q7. Which of the following, if any, would encourage you (or others in your household) to consider buying a real Christmas tree?

ASK ALL WHO HAD 1 OR MORE ARTIFICIAL CHRISTMAS TREES, BUT NO REAL CHRISTMAS TREES LAST YEAR

	Gender			Age					Social grade				Region							Urban / Rural	
	Total	Male	Female	16-24	25-34	35-44	45-54	55+	AB	C1	C2	DE	North	Midlands	South	London	Wales	Scotland	Northern Ireland	Urban	Rural
(A)	(B)	(C)	(D)	(E)	(F)	(G)	(H)	(I)	(J)	(K)	(L)	(M)	(N)	(O)	(P)	(Q)	(R)	(S)	(T)	(U)	
Unweighted base	1991	866	1116	250	318	338	399	686	833	670	175	313	474	560	445	184	109	150	69	1570	352
Weighted base	2056	918	1129	229	296	334	368	829	502	651	418	485	479	550	464	203	106	174	81	1619	356
If it could be re-planted afterwards	458 22%	172 19%	285 25% B	50 22%	64 22%	79 24%	81 22%	184 22%	119 24%	128 20%	115 27% J	95 20%	88 18%	124 23%	114 25%	52 26%	24 23% *	39 22%	17 20% *	363 22%	79 22%
Cheaper cost	356 17%	152 17%	203 18%	49 21% H	68 23% GH	74 22% GH	56 15%	109 13%	93 19%	105 16%	65 16%	93 19%	77 16%	109 20%	90 19%	35 17%	15 15% *	21 12%	8 9% *	271 17%	78 22%
If I had more room in the house	272 13%	109 12%	164 15%	30 13%	58 20% GH	53 16% G	32 9%	100 12%	65 13%	83 13%	58 14%	67 14%	55 12%	92 17% M	58 13%	25 13%	11 10% *	24 14%	7 8% *	225 14%	41 11%
Recycling disposal service	271 13%	101 11%	167 15% B	40 17% H	48 16% H	57 17% H	41 11%	85 10%	88 18% JL	76 12%	55 13%	52 11%	59 12%	84 15%	59 13%	33 16%	9 9% *	18 10%	8 10% *	219 14%	44 12%
If I knew more about the environmentally friendly/sustainable benefits	246 12%	100 11%	143 13%	40 17% GH	55 18% GH	48 14% H	37 10%	66 8%	73 14%	75 11%	38 9%	61 13%	58 12%	71 13%	56 12%	27 13%	11 10% *	19 11%	5 7% *	200 12%	40 11%
If my artificial tree broke	245 12%	110 12%	134 12%	30 13%	46 15% GH	52 16% GH	32 9%	85 10%	67 13%	84 13%	47 11%	46 10%	60 13%	73 13% S	48 10%	33 16% S	10 9% *	18 11%	2 3% *	200 12%	42 12%
Delivery service	192 9%	78 8%	111 10%	32 14% GH	38 13% H	48 14% GH	30 8%	43 5%	49 10%	54 8%	49 12%	40 8%	54 11%	48 9%	46 10%	13 6%	10 10% *	18 11%	2 2% *	163 10%	27 8%
If I could see the tree un-netted	133 6%	58 6%	74 7%	22 10% GH	23 8%	28 8%	16 4%	45 5%	32 6%	35 5%	39 9%	27 6%	25 5%	44 8%	40 9%	7 3%	6 6% *	8 5%	2 3% *	107 7%	24 7%
If I had my own home	115 6%	55 6%	60 5%	53 23% EFGH	28 9% GH	21 6% GH	5 1%	8 1%	13 3%	33 5% I	44 10% UL	24 5%	24 5%	32 6%	26 6%	14 7%	5 5% *	11 6%	3 4% *	91 6%	20 6%
A better size selection	113 6%	60 7%	52 5%	29 13% FGH	30 10% FGH	13 4%	13 3%	28 3%	24 5%	37 6%	23 5%	30 6%	15 3%	38 7% M	32 7% M	14 7%	5 5% *	8 4%	1 2% *	92 6%	20 6%
If I had family over for Christmas	107 5%	43 5%	64 6%	23 10% FGH	19 6%	10 3%	17 4%	39 5%	25 5%	37 6%	22 5%	23 5%	28 6%	27 5%	27 6%	8 4%	5 5% *	10 6%	1 1% *	79 5%	28 8%
If there were children in the house	105 5%	52 6%	51 5%	15 7% G	16 5%	11 3%	10 3%	53 6% G	28 6%	29 4%	26 6%	23 5%	26 5%	16 3%	37 8% N	12 6%	6 6% *	5 3%	3 3% *	83 5%	19 5%
If I had somewhere closer to choose one from	81 4%	27 3%	53 5%	18 8% FGH	30 10% FGH	8 2%	6 2%	18 2%	19 4%	26 4%	14 3%	21 4%	14 3%	21 4%	16 3%	8 4%	7 6% *	13 8% M	2 3% *	70 4%	9 2%
If I stayed at home for Christmas	71 3%	31 3%	39 3%	13 6% H	17 6% H	11 3%	10 3%	19 2%	17 3%	20 3%	12 3%	21 4%	15 3%	17 3%	20 4%	11 6%	2 2% *	6 3%	1 1% *	63 4%	7 2%
Nothing would encourage me/us to consider buying a real Christmas tree	802 39%	380 41%	418 37%	30 13% D	67 23% D	97 29% D	172 47% DEF	436 53% DEF	198 39%	285 44% L	147 35%	172 35%	196 41%	202 37% L	186 40%	65 32%	45 42% *	71 41%	37 46% *	608 38%	157 44%
Don't know	135 7%	68 7%	66 6%	18 8%	19 6%	30 9% H	28 8%	39 5%	36 7%	34 5%	16 4%	49 10% JK	36 7%	30 5%	28 6%	16 8%	7 6% *	10 6%	8 10% *	116 7% U	10 3%

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Overlap formulae used

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

Q7. Which of the following, if any, would encourage you (or others in your household) to consider buying a real Christmas tree?

ASK ALL WHO HAD 1 OR MORE ARTIFICIAL CHRISTMAS TREES, BUT NO REAL CHRISTMAS TREES LAST YEAR

	Marital Status				Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
	Total (A)	Married/Living as Married (B)	Single (C)	Widowed/Divorced/Separated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/Masters/PhD (K)	No formal qualifications (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000-£34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) real (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	1991	1296	476	219	308	797	416	470	544	462	883	102	1278	713	424	535	516	367	149	636	1355	611	1978	-	1991	219	1495
Weighted base	2056	1412	424	221	243	848	388	579	679	458	766	153	1159	897	494	586	504	316	156	668	1388	616	2042	-	2056	215	1550
If it could be re-planted afterwards	458 22%	314 22%	80 19%	64 29% c	55 22%	176 21%	88 23%	139 24%	130 19%	107 23%	193 25% i	28 18% *	255 22%	203 23%	105 21%	130 22%	119 23%	69 22%	36 23%	153 23%	305 22%	192 31% w	458 22%	-	458 22%	60 28% a	317 20%
Cheaper cost	356 17%	233 17%	83 20%	39 18%	38 16%	117 14%	70 18%	130 22% f	118 17%	81 18%	131 17%	27 17% *	223 19%	133 15%	91 18%	111 19%	89 18%	42 13%	23 15%	154 23% u	202 15%	145 24% w	354 17%	-	356 17%	56 26% a	230 15%
If I had more room in the house	272 13%	188 13%	56 13%	28 13%	39 16%	96 11%	54 14%	84 15%	82 12%	70 15%	105 14%	16 10% *	176 15%	96 11%	62 13%	91 16%	64 13%	40 13%	16 10%	101 15%	172 12%	126 21% w	272 13%	-	272 13%	36 17%	192 12%
Recycling disposal service	271 13%	174 12%	65 15%	32 14%	35 14%	103 12%	46 12%	87 15%	79 12%	66 14%	116 15% l	10 7% *	159 14%	112 12%	48 10%	76 13%	79 16% o	43 14%	25 16%	100 15%	171 12%	105 17% w	271 13%	-	271 13%	43 20% a	186 12%
If I knew more about the environmentally friendly/sustainable benefits	246 12%	161 11%	65 15%	20 9%	23 10%	92 11%	52 13%	79 14%	68 10%	59 13%	105 14%	13 9% *	164 14% n	82 9%	50 10%	69 12%	71 14%	35 11%	20 13%	94 14%	152 11%	109 18% w	246 12%	-	246 12%	49 23% a	168 11%
If my artificial tree broke	245 12%	169 12%	58 14%	18 8%	22 9%	100 12%	41 10%	83 14%	73 11%	61 13%	98 13%	13 8% *	157 14% n	88 10%	58 12%	79 13% q	42 8%	44 14% q	22 14%	100 15% u	145 10%	106 17% w	245 12%	-	245 12%	35 17% a	168 11%
Delivery service	192 9%	107 8%	58 14% b	27 12% b	25 10%	60 7%	30 8%	77 13% fg	61 9%	50 11%	71 9%	9 6% *	117 10%	75 8%	49 10%	53 9%	53 10%	23 7%	14 9%	85 13% u	107 8%	85 14% w	191 9%	-	192 9%	31 15% a	122 8%
If I could see the tree un-netted	133 6%	95 7%	31 7%	7 3%	11 5%	47 6%	25 7%	50 9%	52 8%	36 8%	38 5%	7 5% *	79 7%	54 6%	30 6%	43 7%	37 7%	13 4%	10 6%	56 8% u	77 6%	68 11% w	133 6%	-	133 6%	32 15% a	69 4%
If I had my own home	115 6%	58 4%	49 12% bd	7 3%	7 3%	27 3%	28 7% ef	53 9% ef	35 5%	28 6%	41 5%	10 7% *	75 6%	40 4%	36 7% s	30 5%	28 6%	19 6% s	2 1%	45 7%	69 5%	56 9% w	115 6%	-	115 6%	42 20% a	53 3%
A better size selection	113 6%	65 5%	42 10% bd	6 3%	13 5%	34 4%	24 6%	42 7% f	39 6%	33 7%	34 4%	7 5% *	69 6%	44 5%	37 8% q	39 7%	18 4%	14 4%	5 3%	51 8% u	62 4%	63 10% w	113 6%	-	113 6%	35 16% a	53 3%
If I had family over for Christmas	107 5%	63 4%	28 7%	16 7%	16 7%	41 5%	27 7%	24 4%	35 5%	27 6%	34 4%	11 7% *	65 6%	42 5%	29 6%	26 4%	26 5%	21 7%	5 3%	40 6%	67 5%	66 11% w	107 5%	-	107 5%	31 14% a	52 3%
If there were children in the house	105 5%	68 5%	26 6%	11 5%	15 6%	48 6%	25 6% h	18 3%	31 5%	24 5%	39 5%	11 7% *	57 5%	48 5%	31 6%	33 6%	25 5%	10 3%	7 4%	29 4%	76 5%	57 9% w	105 5%	-	105 5%	23 11% a	63 4%
If I had somewhere closer to choose one from	81 4%	55 4%	24 6% d	2 1%	4 2%	30 4%	13 3%	34 6% e	20 3%	16 4%	37 5%	8 5% *	47 4%	34 4%	23 5%	25 4%	19 4%	12 4%	2 1%	29 4%	52 4%	46 7% w	81 4%	-	81 4%	20 9% a	39 3%
If I stayed at home for Christmas	71 3%	37 3%	23 5% b	11 5%	12 5%	25 3%	11 3%	23 4%	28 4%	14 3%	25 3%	5 3% *	43 4%	29 3%	27 5% s	20 3%	14 3%	10 3%	-	29 4%	43 3%	41 7% w	71 3%	-	71 3%	28 13% a	27 2%
Nothing would encourage me/us to consider buying a real Christmas tree	802 39%	580 41% c	112 26%	110 50% bc	117 48% gh	382 45% gh	130 34%	172 30%	266 39%	168 37%	297 39%	71 46% *	377 33%	425 47% m	201 41%	205 35%	193 38%	126 40%	77 49% pq	182 27%	620 45% t	68 11% v	800 39% v	-	802 39%	10 5%	773 50% z
Don't know	135 7%	97 7%	36 8% d	2 1%	8 3%	57 7%	31 8% e	39 7%	51 8%	33 7%	38 5%	12 8% *	79 7%	56 6%	23 5%	41 7%	32 6%	21 7%	17 11% o	42 6%	93 7%	42 7% w	124 6%	-	135 7%	11 5%	74 5%

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Overlap formulae used

ColumnProportions (5%): A,B/C/D,E/F/G/H,I/J/K/L,M,N,O/P/Q/R/S,T/U/V/W,X/Y,Z/G Minimum Base: 30(**) Small Base: 100(**)

ColumnMeans (5%): A,B/C/D,E/F/G/H,I/J/K/L,M,N,O/P/Q/R,S,T/U/V/W,X/Y,Z/G Minimum Base: 30(**) Small Base: 100(**)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q8. How did you dispose of your real Christmas tree(s) last Christmas (Christmas 2021)? If you have not yet disposed of the tree(s), how are you planning to dispose of it/them?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Gender			Age					Social grade				Region						Urban / Rural		
	Total (A)	Male (B)	Female (C)	16-24 (D)	25-34 (E)	35-44 (F)	45-54 (G)	55+ (H)	AB (I)	C1 (J)	C2 (K)	DE (L)	North (M)	Midlands (N)	South (O)	London (P)	Wales (Q)	Scotland (R)	Northern Ireland (S)	Urban (T)	Rural (U)
Unweighted base	822	459	358	188	239	140	97	158	452	190	72	108	181	176	206	162	36	45	16	663	143
Weighted base	770	434	331	169	228	119	96	159	265	185	160	160	175	175	180	134	41	50	15	628	127
Council recycle scheme/ Council collect the tree	272 35%	169 39%	103 31%	58 34%	68 30%	39 32%	45 47% EF*	63 40%	95 36%	66 36%	51 32% *	60 37% *	57 33%	49 28%	78 44% N	44 33%	19 46% **	22 44% *	3 18% **	228 36%	41 32%
Compost it	165 21%	99 23%	63 19%	34 20%	58 25%	21 18%	22 23% *	29 18%	48 18%	43 23%	31 19% *	43 27% *	46 26%	38 22%	31 17%	28 21%	9 22% **	9 18% *	3 22% **	129 21%	32 26%
Replant it	150 19%	88 20%	61 18%	33 20%	39 17%	32 27% G	10 10% *	37 23% G	62 23%	39 21%	25 15% *	25 16% *	34 20%	43 24% O	27 15%	27 20%	2 6% **	13 26% *	4 25% **	130 21%	17 13%
Charity recycle scheme	111 14%	61 14%	50 15%	33 19% GH	40 18% H	24 20% GH	8 8% *	6 4%	42 16%	23 13%	26 16% *	19 12% *	31 18% O	27 15%	17 9%	29 21% O	1 4% **	4 8% *	1 10% **	97 15%	12 10%
Put out with rubbish collection	109 14%	73 17% C	36 11%	24 14% H	52 23% FGH	14 11%	10 10% *	9 6%	33 13%	18 10%	43 27% IIL*	15 9% *	23 13%	29 17%	20 11%	26 19%	6 14% **	3 7% *	2 14% **	94 15%	13 10%
Burnt it	69 9%	38 9%	29 9%	14 9%	23 10%	8 7%	8 8% *	16 10%	32 12%	14 8%	12 8% *	11 7% *	15 8%	17 10%	15 8%	10 8%	9 21% **	2 3% *	2 14% **	45 7%	22 18% T
Dispose of it in another way	35 4%	16 4%	18 5%	9 5%	6 2%	7 6%	4 4% *	9 6%	17 6%	10 5%	6 4% *	3 2% *	10 6%	3 2%	11 6%	4 3%	3 7% **	2 4% *	2 14% **	22 3%	11 8% T
Don't know	25 3%	8 2%	16 5% B	9 5% EH	2 1%	10 8% EH	3 3% *	1 *	6 2%	4 2%	3 2% *	11 7% I*	3 1%	7 4%	9 5%	5 3%	1 3% **	1 1% *	- - **	20 3%	5 4%

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ColumnMeans (5%): A,B/C,D/E/F/G/H,I/J/K/L,M/N/O/P/Q/R/S,T/U Minimum Base: 30(**) Small Base: 100(*)

J-21-087515-02 - 14th Jan - 14th March 2022

PUBLIC

Christmas Trees - BCTGA

People aged 16 + in UK

Q8. How did you dispose of your real Christmas tree(s) last Christmas (Christmas 2021)? If you have not yet disposed of the tree(s), how are you planning to dispose of it/them?

ALL WHO HAD 1 OR MORE REAL CHRISTMAS TREES LAST YEAR

	Total (A)	Marital Status			Household Size				Education				Employment status		Income					Pres of children HH (17 or under)		Christmas trees decorated at home during Christmas		Christmas tree owners in 2021		Likelihood to buy a real Christmas tree next Christmas (2022)	
		Married/ Living as Married (B)	Single (C)	Widowed/ Divorced/S eparated (D)	1 (E)	2 (F)	3 (G)	4+ (H)	GCSE/O Level/NVQ 12 (I)	A Level or equivalent (J)	Degree/M asters/Ph D (K)	No formal qualificati ons (L)	Working (M)	Not working (N)	UP TO £19,999 (O)	£20,000- £34,999 (P)	£35,000 - £54,999 (Q)	£55,000+ (R)	Prefer not to say (S)	At least one child present (T)	No children present (U)	I have (always, sometime or hardly ever) real (V)	I have (always, sometime or hardly ever) (W)	Real (X)	Artificial (Y)	Likely (Z)	Unlikely (a)
Unweighted base	822	557	223	42	91	231	202	298	156	158	467	41	632	190	134	161	234	249	44	404	418	815	570	822	430	611	99
Weighted base	770	540	195	36	58	212	173	327	186	152	387	46	545	225	146	159	227	193	46	398	372	763	535	770	403	570	87
Council recycle scheme/ Council collect the tree	272 35%	204 38%	57 29%	11 30% *	22 37% *	86 40%	55 32%	110 34%	47 26%	59 39% I	148 38% I	18 40% **	193 35%	79 35%	49 34% *	46 29%	86 38%	74 38%	17 38% *	131 33%	141 38%	269 35% w	168 31%	272 35% y	125 31%	223 39% a	16 19% *
Compost it	165 21%	122 23%	38 19%	5 13% *	8 14% *	41 19%	35 20%	80 24%	37 20%	39 25%	82 21%	7 16% **	120 22%	45 20%	29 20% *	30 19%	58 26%	38 20%	10 23% *	94 24%	70 19%	165 22%	109 20%	165 21%	90 22%	127 22%	17 19% *
Replant it	150 19%	107 20%	36 19%	7 19% *	12 21% *	43 21%	42 24%	53 16%	31 17%	22 15%	85 22%	12 26% **	104 19%	47 21%	29 20% *	35 22%	41 18%	41 21%	4 8% *	86 22%	64 17%	149 20%	124 23% v	150 19%	102 25% x	97 17%	27 31% z*
Charity recycle scheme	111 14%	80 15%	26 14%	4 12% *	4 7% *	17 8%	25 15%	64 19% EF	30 16%	21 14%	58 15%	2 3% **	93 17% N	17 8%	16 11% *	30 19% s	32 14% s	32 17% s	1 1% *	80 20% u	30 8%	110 14%	100 19% v	111 14%	87 22% x	88 15%	10 11% *
Put out with rubbish collection	109 14%	73 14%	34 17%	2 6% *	6 10% *	22 11%	29 17%	51 16%	33 18%	16 10%	53 14%	7 14% **	87 16%	22 10%	18 12% *	27 17%	33 15%	29 15%	2 5% *	59 15%	50 13%	108 14%	85 16%	109 14%	66 16%	78 14%	13 15% *
Burnt it	69 9%	53 10%	12 6%	4 12% *	4 7% *	15 7%	18 10%	32 10%	21 11%	13 9%	31 8%	3 6% **	56 10%	13 6%	10 7% *	18 12%	19 8%	19 10%	3 6% *	40 10%	29 8%	69 9%	59 11% v	69 9%	45 11%	53 9%	8 9% *
Dispose of it in another way	35 4%	26 5%	6 3%	3 8% *	2 4% *	9 4%	6 4%	18 5%	9 5%	4 3%	21 5%	* 1% **	25 5%	9 4%	3 2% *	5 3%	10 5%	13 7%	3 7% *	18 5%	16 4%	35 5%	22 4%	35 4%	12 3%	24 4%	3 4% *
Don't know	25 3%	8 1%	16 8% B	1 3% *	3 6% *	5 2%	3 2%	14 4%	6 3%	6 4%	9 2%	4 8% **	15 3%	10 4%	9 6% PQ*	1 *	3 1%	5 3%	8 17% PQR*	14 4%	11 3%	23 3%	18 3%	25 3%	14 3%	13 2%	4 4% *

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21-03-2022 14:44:00 - 14:44:00

PUBLIC Christmas Trees, BCTGA People aged 16+ in UK

Sample Profile: All people aged 16+ in the UK

Table with columns for Gender, Age, Social grade, Region, and various demographic variables. Rows include Gender, Age, Social grade, Region, Marital Status, Household Size, Education, Employment Status, and various household characteristics like 'Has children present' and 'Christmas tree owned in 2021'.

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Sample Profile
All people aged 16+ in the UK

Table with 100 columns and 100 rows. Columns include: Market Status, Household Size, Education, Employment status, Income, Post of address, Christmas tree, Christmas tree status, and Likelihood to buy. Rows represent various demographic and geographic segments.

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