

2018 NCTA Consumer Survey Summary

Prepared for

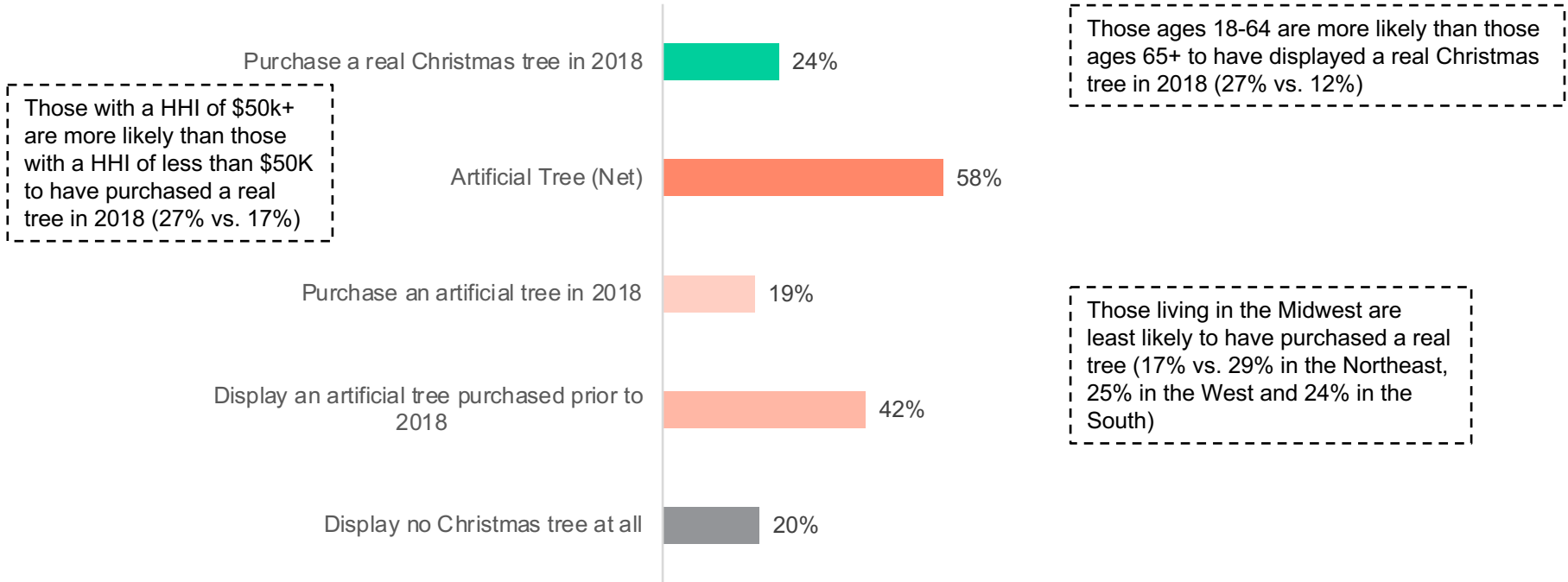


JANUARY 2019



Over 1 in 5 Americans purchased a real Christmas tree in 2018

Type of Christmas Tree Purchased/Displayed in 2018



BASE: ALL RESPONDENTS (n=2,020)

Q1 The next few questions are about Christmas trees. Please think of a "real" Christmas tree as a fresh tree grown in the ground that has been recently harvested for the holiday season and an "artificial" Christmas tree as one made out of synthetic material. This past holiday season did you...? Please select all that apply.



Over 32 million real Christmas trees were purchased in 2018



Among those that purchased a real Christmas tree in 2018, an average of **1.1** real Christmas trees were purchased

- **32,891,760** real Christmas trees purchased in 2018¹



19% of Americans purchased an artificial Christmas tree in 2018

- **= 23,672,100** new artificial Christmas trees purchased in 2018²

¹ Real tree = 24% x 124.59 million households in the U.S. x 1.1 avg. real trees = 32,891,760 Christmas trees in the U.S.

² New artificial trees = 19% x 124.59 million households in the U.S. = 23,672,100 new artificial trees in 2018, assuming 1 new tree purchased per household in 2018

BASE: ALL RESPONDENTS (n=2,020)

Q1 The next few questions are about Christmas trees. Please think of a "real" Christmas tree as a fresh tree grown in the ground that has been recently harvested for the holiday season and an "artificial" Christmas tree as one made out of synthetic material. This past holiday season did you...? Please select all that apply.

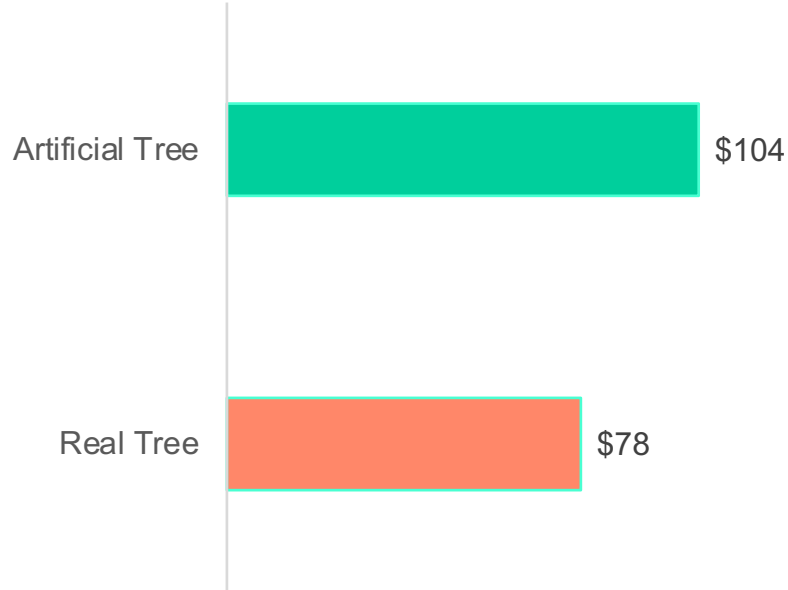
BASE: PURCHASED A REAL CHRISTMAS TREE IN 2018 (n=463)

Q1b You indicated that you purchased a real Christmas tree this past holiday season. How many real Christmas trees did you purchase in 2018?



On average, consumers spent over \$70 on real trees in 2018

Average Spent on Trees Purchased
in 2018



BASE: DISPLAYED AN ARTIFICIAL CHRISTMAS TREE THEY PURCHASED IN 2018 (n=374)

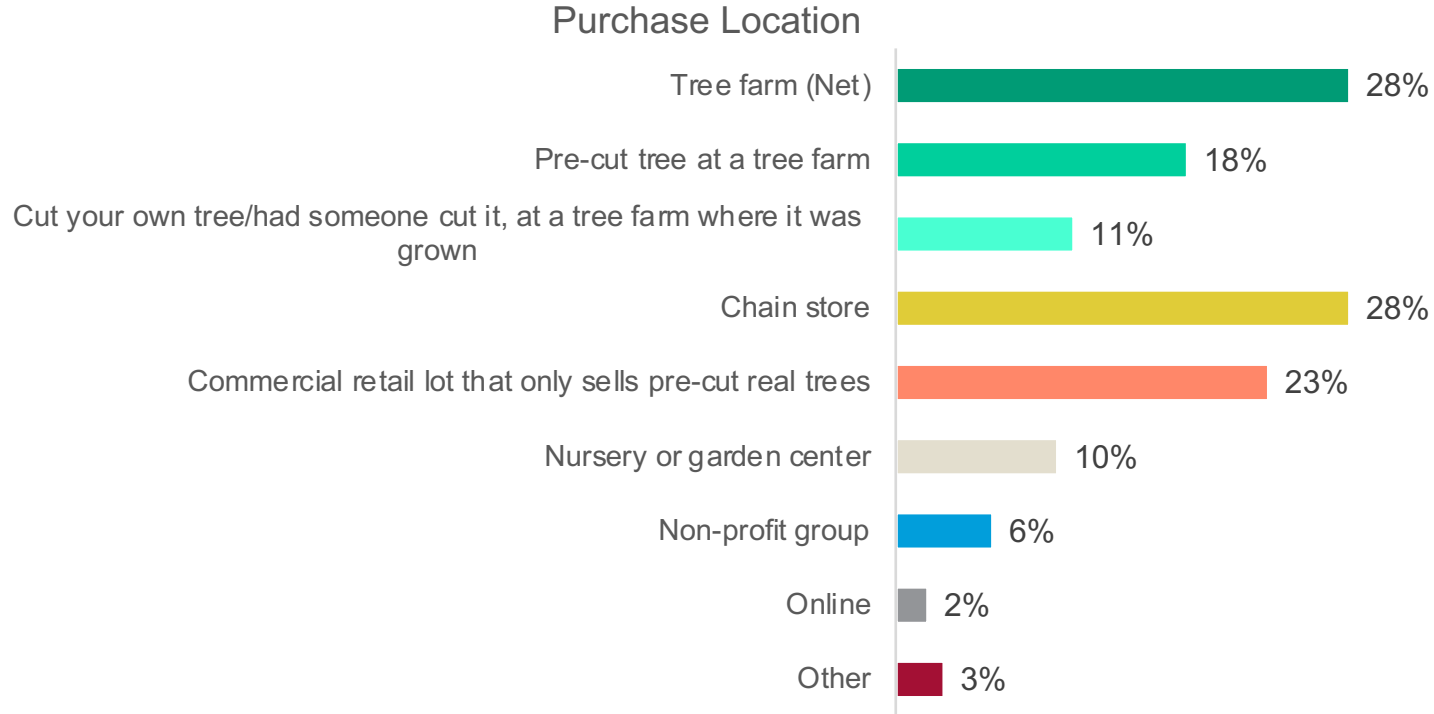
Q2 How much did you pay for your artificial tree purchased in 2018? Please round your answer to the nearest dollar. If you purchased more than 1 artificial Christmas tree in 2018, please think about the primary artificial Christmas tree you purchased.

BASE: PURCHASED A REAL CHRISTMAS TREE IN 2018 (n=463)

Q3 And how much did you pay for your real Christmas tree that you purchased in 2018? Please round your answer to the nearest dollar. If you purchased more than 1 real Christmas tree, please think about the primary real Christmas tree you purchased.



About three in ten purchased real tree from a tree farm



BASE: PAID \$1+ FOR A REAL CHRISTMAS TREE IN 2018 (n=460)

Q5 Which of the following statements most accurately reflects where you purchased your real Christmas tree this past holiday season? If you purchased more than 1 real Christmas tree for your home, please think about the primary real Christmas tree you purchased.