

OH THAT?

THAT'S THE SMELL OF JOY.

SURVEY¹ SAYS IT'S ALL ABOUT THE REAL-TREE SCENT.

THE NO. 1 REASON TO GO REAL? THE SCENT!

"I like the scent" is the No. 1 reason respondents identified for why they chose a real Christmas tree in 2021, pulling ahead of other fine reasons such as "tradition," "it's fun going to get the tree," and "my kids like it."



SMELLS LIKE ...? 81% SAID, "CHRISTMAS ITSELF"



4 out of 5 respondents said it was the unmistakable smell of Christmas itself that rose to the top and 80% described the smell of a real Christmas tree as "soothing."

BUT OF ALL THE GREAT CHRISTMAS SMELLS — YEAH, IT'S REAL TREE AGAIN.

Survey-takers were asked to rank a list of scents strongly associated with Christmas and promptly picked the scent of a real Christmas tree as their favorite. "Cookies" came in second, followed by "cinnamon," "hot cocoa," and "gingerbread" (in that order). "Peppermint" ranked 6th but beat out further-down finishers "open fire," and "roasted chestnuts."



HOW DOES THAT MAKE YOU FEEL?

Respondents were asked to pick a word to finish the sentence "When I smell a real Christmas tree, I feel" "Joyful" was the word picked more often than any other emotion. Other good feelings followed. Namely (in order): "Merry," "nostalgic," "calm," and "thankful."



Visit RealChristmasTreeBoard.com for a special retail locator, a guide to the different kinds of real Christmas trees, tree care tips, and more.

JOY
TO THE
REAL

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¹ ABOUT THE 2022 SURVEY: TRUE Global Intelligence (TGI), the in-house research practice of FleishmanHillard, fielded a survey of 1,500 American adults ages 21 to 49 years. All survey respondents celebrate or observe Christmas and either decide or share in the decision of whether and what kind of Christmas tree to put up in their home each year or influence their home's decisionmaker. The survey was fielded from May 26 to June 13, 2022. The survey has a margin of error of ±2.5% and higher for subgroups.