

1. Will you celebrate Christmas or another winter holiday this year?

Yes	89%
No	8%
Not sure	3%

2. Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

Yes	92%
No	6%
Not sure	1%

3. Do you plan to celebrate Christmas primarily as...?

Asked of people who plan to celebrate Christmas

A religious holiday	51%
A non-religious holiday	41%
Not sure	7%

4. Do you plan to have a Christmas tree in your home this year?

Yes	71%
No	23%
Not sure	6%

5. What type of Christmas tree do you plan to have this year? Select all that apply.

Among people who plan to have a Christmas tree this year

A real Christmas tree	20%
An artificial Christmas tree	81%
Not sure	2%

6. How many Christmas trees do you plan to have in your home this year?

Among people who plan to have a Christmas tree this year

1	79%
2	12%
3	5%
More than 3	3%
Not sure	1%

7. When did you or do you plan to put up your Christmas tree this year?

Among people who plan to have a Christmas tree this year

Before Thanksgiving	18%
Between Thanksgiving and December 1	28%
During the first week of December	30%
Between the second week of December and Christmas Eve	19%
On Christmas Eve or Christmas Day	1%
I always have one up	2%
Not sure	2%

8. When do you plan to take down your Christmas tree this year?

Among people who plan to have a Christmas tree this year

On Christmas Day	1%
Between Christmas Day and January 1	20%
During the first week of January	47%
Later in the month of January	24%
In February or later	4%
Never	1%
Not sure	4%

9. Where in your home do you plan to put your Christmas tree this year?

Among people who plan to have a Christmas tree this year

In the living room	90%
In the kitchen or dining area	4%
In a bedroom	1%
Outdoors	2%
Somewhere else	3%
Not sure	1%

10. How tall is the Christmas tree you plan to have this year?

Among people who plan to have a Christmas tree this year

Under 4 feet	13%
4–6 feet	39%
6–8 feet	40%
Over 8 feet	4%
Not sure	4%

11. What do you plan to put on top of your Christmas tree this year?

Among people who plan to have a Christmas tree this year

A star	47%
An angel	18%
Something else	16%
Nothing	9%
Not sure	10%

12. Which type of lights do you plan to have on your Christmas tree this year?

Among people who plan to have a Christmas tree this year

White lights	36%
Colored lights	57%
Something else	2%
No lights	1%
Not sure	4%

13. When it comes to Christmas trees, which do you think...?

	A real Christmas tree	An artificial Christmas tree	Both equally	Not sure
Smells better	79%	7%	5%	9%
Looks better	42%	19%	34%	6%
Is better for the environment	27%	41%	12%	19%
Is easier to set up	15%	59%	19%	7%
Is more affordable	11%	62%	13%	14%
Is safer	8%	57%	21%	14%

Interviewing Dates	December 1 - 3, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.042, with a mean of one and a standard deviation of 0.876.
Number of respondents	1,114
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	76 questions not reported.

YouGov Survey: Christmas Trees

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1. Celebrate Christmas or Winter Holiday

Will you celebrate Christmas or another winter holiday this year?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	89%	86%	92%	92%	90%	85%	91%	91%	78%	94%	*
No	8%	10%	5%	5%	7%	11%	6%	7%	15%	5%	*
Not sure	3%	3%	3%	3%	3%	3%	2%	2%	7%	1%	*
Totals	100%	99%	100%	100%	100%	99%	99%	100%	100%	100%	*
Unweighted N	(1,114)	(521)	(593)	(289)	(294)	(311)	(220)	(725)	(142)	(181)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	89%	91%	84%	94%	89%	94%	86%	93%	89%	91%	88%	90%	88%
No	8%	5%	13%	4%	7%	4%	9%	6%	9%	5%	9%	8%	10%
Not sure	3%	3%	4%	2%	4%	2%	5%	1%	2%	4%	3%	3%	3%
Totals	100%	99%	101%	100%	100%	100%	100%	100%	100%	100%	100%	101%	101%
Unweighted N	(1,114)	(368)	(430)	(316)	(413)	(394)	(432)	(303)	(260)	(192)	(231)	(426)	(265)

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2. Is Christmas Primary Winter Holiday

Is Christmas the primary holiday you will be celebrating this winter?

Asked of people who plan to celebrate the holidays

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	92%	91%	93%	90%	94%	92%	92%	93%	92%	90%	*
No	6%	8%	5%	7%	5%	6%	8%	5%	8%	9%	*
Not sure	1%	1%	2%	4%	0%	2%	0%	2%	0%	0%	*
Totals	99%	100%	100%	101%	99%	100%	100%	100%	100%	99%	*
Unweighted N	(1,009)	(461)	(548)	(266)	(270)	(270)	(203)	(666)	(120)	(165)	(58)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	92%	93%	89%	95%	92%	93%	89%	94%	94%	89%	96%	91%	94%
No	6%	7%	8%	4%	7%	6%	9%	6%	5%	9%	4%	8%	5%
Not sure	1%	0%	3%	1%	0%	1%	2%	1%	1%	3%	0%	1%	1%
Totals	99%	100%	100%	100%	99%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,009)	(338)	(377)	(294)	(377)	(370)	(377)	(285)	(242)	(178)	(213)	(382)	(236)

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3. Religious Christmas

Do you plan to celebrate Christmas primarily as...?

Asked of people who plan to celebrate Christmas

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A religious holiday	51%	56%	48%	46%	49%	55%	55%	53%	54%	49%	*
A non-religious holiday	41%	38%	44%	47%	41%	41%	34%	41%	33%	44%	*
Not sure	7%	7%	8%	7%	10%	3%	11%	6%	12%	7%	*
Totals	99%	101%	100%	100%	100%	99%	100%	100%	99%	100%	*
Unweighted N	(921)	(419)	(502)	(241)	(249)	(245)	(186)	(619)	(103)	(148)	(51)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A religious holiday	51%	38%	47%	68%	40%	73%	48%	53%	55%	54%	51%	55%	45%
A non-religious holiday	41%	55%	45%	25%	53%	24%	43%	43%	39%	39%	41%	37%	49%
Not sure	7%	7%	8%	7%	7%	3%	9%	3%	6%	7%	9%	8%	6%
Totals	99%	100%	100%	100%	100%	100%	100%	99%	100%	100%	101%	100%	100%
Unweighted N	(921)	(311)	(338)	(272)	(342)	(342)	(334)	(264)	(226)	(155)	(201)	(344)	(221)

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4. Has Christmas Tree

Do you plan to have a Christmas tree in your home this year?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Yes	71%	67%	74%	73%	77%	66%	69%	72%	62%	76%	*
No	23%	28%	19%	18%	17%	31%	24%	23%	32%	15%	*
Not sure	6%	5%	6%	9%	5%	3%	6%	5%	5%	9%	*
Totals	100%	100%	99%	100%	99%	100%	99%	100%	99%	100%	*
Unweighted N	(1,113)	(520)	(593)	(289)	(294)	(310)	(220)	(724)	(142)	(181)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Yes	71%	74%	63%	77%	71%	76%	69%	70%	76%	68%	73%	72%	70%
No	23%	21%	30%	19%	24%	19%	27%	21%	21%	26%	23%	23%	23%
Not sure	6%	5%	7%	4%	5%	5%	4%	9%	3%	6%	4%	5%	7%
Totals	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%	100%
Unweighted N	(1,113)	(368)	(430)	(315)	(413)	(393)	(432)	(302)	(260)	(192)	(231)	(425)	(265)

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5. Type of Christmas Tree

What type of Christmas tree do you plan to have this year? Select all that apply.

Among people who plan to have a Christmas tree this year

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	20%	24%	16%	26%	20%	22%	9%	18%	*	22%	*
An artificial Christmas tree	81%	77%	85%	78%	79%	79%	92%	82%	*	83%	*
Not sure	2%	3%	1%	4%	3%	1%	1%	2%	*	1%	*
Unweighted N	(809)	(371)	(438)	(229)	(224)	(208)	(148)	(540)	(92)	(134)	(43)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	20%	16%	25%	17%	19%	21%	20%	13%	27%	24%	15%	18%	24%
An artificial Christmas tree	81%	82%	77%	85%	82%	80%	82%	87%	75%	76%	87%	83%	77%
Not sure	2%	3%	3%	0%	2%	0%	2%	1%	1%	6%	2%	1%	1%
Unweighted N	(809)	(276)	(288)	(245)	(302)	(300)	(288)	(220)	(210)	(128)	(181)	(307)	(193)

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6. Number of Christmas Trees

How many Christmas trees do you plan to have in your home this year?

Among people who plan to have a Christmas tree this year

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
1	79%	79%	79%	75%	83%	81%	76%	78%	*	78%	*
2	12%	12%	12%	13%	13%	9%	13%	12%	*	17%	*
3	5%	5%	5%	5%	3%	6%	5%	6%	*	1%	*
More than 3	3%	2%	4%	4%	2%	2%	5%	3%	*	3%	*
Not sure	1%	1%	1%	3%	0%	1%	0%	1%	*	1%	*
Totals	100%	99%	101%	100%	101%	99%	99%	100%	*	100%	*
Unweighted N	(809)	(371)	(438)	(229)	(224)	(208)	(148)	(540)	(92)	(134)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
1	79%	78%	83%	76%	73%	76%	89%	74%	69%	87%	74%	77%	82%
2	12%	13%	10%	13%	17%	14%	5%	17%	16%	5%	15%	12%	12%
3	5%	4%	5%	6%	5%	6%	3%	4%	9%	7%	5%	6%	2%
More than 3	3%	4%	2%	4%	5%	4%	2%	5%	5%	0%	5%	4%	2%
Not sure	1%	1%	1%	1%	0%	1%	1%	0%	1%	2%	1%	0%	1%
Totals	100%	100%	101%	100%	100%	101%	100%	100%	100%	101%	100%	99%	99%
Unweighted N	(809)	(276)	(288)	(245)	(302)	(300)	(288)	(220)	(210)	(128)	(181)	(307)	(193)

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7. Timing of Putting Up Christmas Tree

When did you or do you plan to put up your Christmas tree this year?

Among people who plan to have a Christmas tree this year

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Before Thanksgiving	18%	16%	19%	20%	18%	19%	12%	18%	*	16%	*
Between Thanksgiving and December 1	28%	26%	30%	22%	28%	33%	28%	30%	*	35%	*
During the first week of December	30%	34%	26%	26%	30%	25%	42%	30%	*	24%	*
Between the second week of December and Christmas Eve	19%	18%	20%	24%	21%	17%	17%	18%	*	19%	*
On Christmas Eve or Christmas Day	1%	2%	1%	5%	1%	0%	0%	1%	*	2%	*
I always have one up	2%	2%	2%	0%	1%	5%	1%	1%	*	3%	*
Not sure	2%	2%	2%	3%	1%	2%	1%	2%	*	1%	*
Totals	100%	100%	100%	100%	100%	101%	101%	100%	*	100%	*
Unweighted N	(809)	(371)	(438)	(229)	(224)	(208)	(148)	(540)	(92)	(134)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Before Thanksgiving	18%	17%	14%	21%	13%	19%	13%	24%	16%	15%	17%	21%	14%
Between Thanksgiving and December 1	28%	25%	27%	33%	22%	31%	29%	25%	31%	27%	32%	28%	27%
During the first week of December	30%	33%	34%	23%	40%	28%	30%	33%	30%	36%	31%	29%	27%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Between the second week of December and Christmas Eve	19%	21%	20%	18%	21%	18%	21%	16%	20%	17%	18%	16%	28%
On Christmas Eve or Christmas Day	1%	2%	1%	1%	1%	1%	1%	1%	2%	2%	1%	1%	2%
I always have one up	2%	2%	3%	1%	1%	0%	3%	0%	1%	0%	0%	4%	2%
Not sure	2%	1%	2%	2%	1%	2%	3%	1%	0%	3%	2%	1%	1%
Totals	100%	101%	101%	99%	99%	99%	100%	100%	100%	100%	101%	100%	101%
Unweighted N	(809)	(276)	(288)	(245)	(302)	(300)	(288)	(220)	(210)	(128)	(181)	(307)	(193)

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8. Timing of Taking Down Christmas Tree

When do you plan to take down your Christmas tree this year?

Among people who plan to have a Christmas tree this year

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
On Christmas Day	1%	2%	1%	1%	3%	1%	0%	1%	*	3%	*
Between Christmas Day and January 1	20%	20%	19%	13%	14%	22%	28%	23%	*	12%	*
During the first week of January	47%	46%	47%	40%	42%	54%	49%	45%	*	58%	*
Later in the month of January	24%	25%	23%	36%	29%	17%	15%	22%	*	22%	*
In February or later	4%	3%	4%	5%	5%	1%	5%	4%	*	3%	*
Never	1%	0%	1%	0%	1%	2%	0%	1%	*	0%	*
Not sure	4%	4%	5%	5%	6%	3%	3%	4%	*	3%	*
Totals	101%	100%	100%	100%	100%	100%	100%	100%	*	101%	*
Unweighted N	(809)	(371)	(438)	(229)	(224)	(208)	(148)	(540)	(92)	(134)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
On Christmas Day	1%	2%	1%	1%	2%	1%	1%	1%	2%	1%	1%	1%	2%
Between Christmas Day and January 1	20%	18%	18%	23%	20%	28%	17%	24%	21%	15%	24%	20%	18%
During the first week of January	47%	45%	51%	44%	46%	41%	51%	46%	42%	42%	47%	47%	51%
Later in the month of January	24%	28%	22%	22%	22%	25%	23%	21%	25%	34%	22%	21%	24%
In February or later	4%	3%	3%	5%	5%	2%	4%	3%	5%	4%	2%	6%	1%
Never	1%	0%	1%	1%	1%	0%	0%	0%	1%	0%	1%	1%	1%

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	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Not sure	4%	4%	4%	4%	5%	3%	4%	5%	4%	4%	4%	5%	3%
Totals	101%	100%	100%	100%	101%	100%	100%	100%	100%	100%	101%	101%	100%
Unweighted N	(809)	(276)	(288)	(245)	(302)	(300)	(288)	(220)	(210)	(128)	(181)	(307)	(193)

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9. Location of Christmas Tree

Where in your home do you plan to put your Christmas tree this year?

Among people who plan to have a Christmas tree this year

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
In the living room	90%	87%	92%	85%	89%	93%	91%	90%	*	86%	*
In the kitchen or dining area	4%	6%	3%	7%	5%	3%	2%	3%	*	6%	*
In a bedroom	1%	0%	1%	1%	1%	1%	0%	1%	*	0%	*
Outdoors	2%	3%	1%	4%	2%	0%	2%	2%	*	2%	*
Somewhere else	3%	4%	2%	1%	3%	3%	4%	4%	*	3%	*
Not sure	1%	0%	1%	1%	1%	0%	1%	0%	*	2%	*
Totals	101%	100%	100%	99%	101%	100%	100%	100%	*	99%	*
Unweighted N	(807)	(371)	(436)	(229)	(223)	(207)	(148)	(539)	(92)	(133)	(43)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
In the living room	90%	93%	87%	89%	90%	89%	89%	91%	90%	89%	93%	88%	91%
In the kitchen or dining area	4%	3%	6%	3%	4%	3%	5%	5%	3%	6%	3%	3%	5%
In a bedroom	1%	0%	1%	1%	0%	0%	0%	0%	0%	0%	0%	1%	1%
Outdoors	2%	1%	1%	3%	3%	2%	2%	0%	3%	3%	1%	3%	0%
Somewhere else	3%	2%	3%	4%	2%	5%	3%	3%	4%	3%	2%	4%	2%
Not sure	1%	1%	1%	0%	0%	0%	2%	0%	0%	0%	1%	1%	0%
Totals	101%	100%	99%	100%	99%	99%	101%	99%	100%	101%	100%	100%	99%
Unweighted N	(807)	(275)	(287)	(245)	(301)	(300)	(286)	(220)	(210)	(128)	(180)	(306)	(193)

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10. Size of Christmas Tree

How tall is the Christmas tree you plan to have this year?

Among people who plan to have a Christmas tree this year

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
Under 4 feet	13%	13%	13%	7%	10%	15%	21%	14%	*	12%	*
4–6 feet	39%	37%	41%	49%	40%	32%	38%	37%	*	38%	*
6–8 feet	40%	40%	40%	31%	43%	46%	37%	41%	*	41%	*
Over 8 feet	4%	5%	3%	1%	3%	6%	3%	5%	*	3%	*
Not sure	4%	6%	2%	12%	4%	1%	1%	3%	*	5%	*
Totals	100%	101%	99%	100%	100%	100%	100%	100%	*	99%	*
Unweighted N	(808)	(370)	(438)	(229)	(224)	(208)	(147)	(539)	(92)	(134)	(43)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
Under 4 feet	13%	12%	15%	13%	16%	12%	16%	15%	7%	16%	11%	11%	19%
4–6 feet	39%	45%	37%	36%	40%	35%	48%	36%	31%	45%	36%	37%	42%
6–8 feet	40%	36%	40%	43%	39%	43%	30%	44%	51%	32%	44%	44%	35%
Over 8 feet	4%	2%	3%	6%	3%	8%	2%	3%	9%	1%	4%	6%	2%
Not sure	4%	5%	5%	2%	3%	3%	3%	2%	2%	6%	5%	3%	2%
Totals	100%	100%	100%	100%	101%	101%	99%	100%	100%	100%	100%	101%	100%
Unweighted N	(808)	(276)	(288)	(244)	(302)	(299)	(288)	(219)	(210)	(128)	(181)	(306)	(193)

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11. Type of Christmas Tree Topper

What do you plan to put on top of your Christmas tree this year?

Among people who plan to have a Christmas tree this year

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A star	47%	53%	42%	62%	54%	45%	28%	44%	*	55%	*
An angel	18%	18%	18%	11%	13%	20%	29%	19%	*	14%	*
Something else	16%	11%	20%	10%	15%	14%	26%	17%	*	10%	*
Nothing	9%	10%	9%	7%	10%	11%	8%	11%	*	10%	*
Not sure	10%	7%	12%	11%	9%	10%	9%	9%	*	11%	*
Totals	100%	99%	101%	101%	101%	100%	100%	100%	*	100%	*
Unweighted N	(808)	(371)	(437)	(229)	(224)	(207)	(148)	(540)	(91)	(134)	(43)

	Party ID				2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A star	47%	51%	44%	47%	50%	49%	43%	52%	52%	49%	42%	47%	52%
An angel	18%	14%	17%	21%	18%	24%	16%	20%	19%	21%	14%	22%	12%
Something else	16%	18%	16%	13%	16%	14%	17%	15%	12%	15%	20%	13%	18%
Nothing	9%	7%	7%	13%	8%	8%	10%	7%	10%	3%	15%	10%	7%
Not sure	10%	9%	15%	5%	8%	5%	13%	7%	6%	12%	9%	9%	11%
Totals	100%	99%	99%	99%	100%	100%	99%	101%	99%	100%	100%	101%	100%
Unweighted N	(808)	(275)	(288)	(245)	(301)	(300)	(287)	(220)	(210)	(128)	(181)	(307)	(192)

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12. Type of Christmas Tree Lights

Which type of lights do you plan to have on your Christmas tree this year?

Among people who plan to have a Christmas tree this year

		Gender		Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
White lights	36%	34%	38%	35%	39%	32%	38%	37%	*	34%	*
Colored lights	57%	61%	53%	56%	51%	61%	58%	56%	*	59%	*
Something else	2%	2%	3%	2%	4%	2%	3%	2%	*	3%	*
No lights	1%	1%	1%	2%	1%	1%	0%	2%	*	1%	*
Not sure	4%	2%	5%	5%	5%	4%	0%	4%	*	4%	*
Totals	100%	100%	100%	100%	100%	100%	99%	101%	*	101%	*
Unweighted N	(805)	(369)	(436)	(229)	(223)	(205)	(148)	(537)	(91)	(134)	(43)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
White lights	36%	31%	34%	42%	29%	42%	26%	39%	44%	42%	42%	38%	24%
Colored lights	57%	65%	55%	51%	67%	52%	65%	55%	51%	52%	54%	56%	64%
Something else	2%	1%	3%	3%	2%	3%	2%	2%	3%	4%	2%	2%	3%
No lights	1%	1%	2%	1%	0%	1%	2%	0%	1%	1%	0%	2%	1%
Not sure	4%	2%	6%	3%	2%	2%	4%	4%	2%	1%	3%	3%	8%
Totals	100%	100%	100%	100%	100%	100%	99%	100%	101%	100%	101%	101%	100%
Unweighted N	(805)	(274)	(287)	(244)	(299)	(299)	(287)	(219)	(208)	(126)	(181)	(306)	(192)

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13A. Christmas Tree Preferences — Smells better

When it comes to Christmas trees, which do you think... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	79%	76%	83%	63%	74%	86%	90%	82%	59%	81%	*
An artificial Christmas tree	7%	6%	7%	11%	10%	3%	6%	6%	12%	7%	*
Both equally	5%	8%	3%	12%	7%	3%	1%	5%	11%	5%	*
Not sure	9%	10%	7%	15%	9%	8%	3%	8%	18%	6%	*
Totals	100%	100%	100%	101%	100%	100%	100%	101%	100%	99%	*
Unweighted N	(1,106)	(519)	(587)	(286)	(292)	(310)	(218)	(721)	(140)	(180)	(65)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	79%	80%	76%	83%	81%	86%	81%	80%	80%	80%	77%	81%	79%
An artificial Christmas tree	7%	9%	6%	5%	7%	6%	7%	7%	6%	6%	7%	6%	8%
Both equally	5%	5%	7%	3%	4%	4%	5%	4%	7%	7%	5%	6%	3%
Not sure	9%	6%	11%	9%	8%	5%	7%	10%	6%	7%	11%	8%	10%
Totals	100%	100%	100%	100%	100%	101%	100%	101%	99%	100%	100%	101%	100%
Unweighted N	(1,106)	(364)	(429)	(313)	(408)	(392)	(428)	(302)	(259)	(191)	(230)	(422)	(263)

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13B. Christmas Tree Preferences — Looks better

When it comes to Christmas trees, which do you think... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	42%	43%	41%	39%	48%	43%	38%	43%	32%	49%	*
An artificial Christmas tree	19%	20%	18%	20%	18%	18%	19%	19%	20%	18%	*
Both equally	34%	29%	38%	33%	31%	33%	39%	33%	37%	30%	*
Not sure	6%	8%	3%	8%	4%	7%	4%	5%	12%	3%	*
Totals	101%	100%	100%	100%	101%	101%	100%	100%	101%	100%	*
Unweighted N	(1,108)	(517)	(591)	(288)	(292)	(309)	(219)	(723)	(139)	(180)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	42%	47%	39%	42%	42%	43%	42%	45%	36%	44%	35%	40%	50%
An artificial Christmas tree	19%	18%	17%	20%	16%	23%	21%	15%	24%	20%	21%	20%	13%
Both equally	34%	29%	36%	35%	35%	33%	32%	34%	33%	29%	38%	35%	31%
Not sure	6%	6%	8%	3%	7%	2%	5%	5%	6%	7%	6%	5%	6%
Totals	101%	100%	100%	100%	100%	101%	100%	99%	99%	100%	100%	100%	100%
Unweighted N	(1,108)	(364)	(430)	(314)	(409)	(392)	(428)	(302)	(260)	(192)	(230)	(424)	(262)

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13C. Christmas Tree Preferences — Is better for the environment

When it comes to Christmas trees, which do you think... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	27%	30%	25%	36%	26%	27%	21%	24%	31%	38%	*
An artificial Christmas tree	41%	39%	44%	32%	36%	46%	49%	44%	40%	38%	*
Both equally	12%	13%	11%	12%	16%	9%	12%	10%	14%	14%	*
Not sure	19%	18%	20%	20%	22%	18%	19%	21%	15%	10%	*
Totals	99%	100%	100%	100%	100%	100%	101%	99%	100%	100%	*
Unweighted N	(1,109)	(519)	(590)	(288)	(293)	(309)	(219)	(724)	(140)	(179)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	27%	27%	30%	24%	29%	29%	27%	27%	28%	29%	23%	29%	26%
An artificial Christmas tree	41%	45%	36%	44%	41%	44%	45%	37%	44%	36%	45%	44%	38%
Both equally	12%	10%	12%	14%	9%	13%	12%	11%	12%	14%	9%	12%	14%
Not sure	19%	18%	22%	18%	21%	14%	16%	26%	16%	21%	22%	15%	22%
Totals	99%	100%	100%	100%	100%	100%	100%	101%	100%	100%	99%	100%	100%
Unweighted N	(1,109)	(364)	(429)	(316)	(409)	(394)	(429)	(303)	(259)	(192)	(231)	(424)	(262)

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13D. Christmas Tree Preferences — Is easier to set up

When it comes to Christmas trees, which do you think... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	15%	14%	16%	13%	20%	14%	14%	15%	10%	17%	*
An artificial Christmas tree	59%	59%	60%	60%	58%	57%	63%	59%	63%	56%	*
Both equally	19%	18%	20%	18%	17%	21%	19%	19%	15%	24%	*
Not sure	7%	10%	4%	9%	5%	9%	4%	6%	12%	3%	*
Totals	100%	101%	100%	100%	100%	101%	100%	99%	100%	100%	*
Unweighted N	(1,110)	(520)	(590)	(288)	(293)	(310)	(219)	(724)	(141)	(179)	(66)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	15%	16%	12%	18%	16%	18%	15%	17%	14%	15%	11%	16%	16%
An artificial Christmas tree	59%	63%	57%	59%	59%	62%	60%	57%	59%	63%	57%	59%	58%
Both equally	19%	17%	20%	19%	16%	18%	18%	19%	20%	15%	24%	18%	19%
Not sure	7%	5%	12%	3%	9%	2%	7%	8%	7%	8%	8%	7%	7%
Totals	100%	101%	101%	99%	100%	100%	100%	101%	100%	101%	100%	100%	100%
Unweighted N	(1,110)	(365)	(429)	(316)	(410)	(394)	(430)	(303)	(259)	(192)	(231)	(425)	(262)

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13E. Christmas Tree Preferences — Is more affordable

When it comes to Christmas trees, which do you think... ?

	Gender			Age (4 category)				Race (4 category)			
	Total	Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	11%	13%	9%	10%	14%	10%	10%	13%	7%	9%	*
An artificial Christmas tree	62%	58%	65%	64%	61%	60%	63%	62%	58%	62%	*
Both equally	13%	13%	13%	9%	14%	17%	10%	12%	13%	19%	*
Not sure	14%	15%	14%	17%	12%	13%	17%	14%	22%	10%	*
Totals	100%	99%	101%	100%	101%	100%	100%	101%	100%	100%	*
Unweighted N	(1,110)	(520)	(590)	(287)	(292)	(311)	(220)	(723)	(142)	(179)	(66)

		Party ID			2024 Vote		Family Income (3 category)			Region			
	Total	Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	11%	9%	10%	14%	10%	18%	11%	11%	13%	13%	10%	10%	12%
An artificial Christmas tree	62%	64%	58%	64%	60%	64%	62%	60%	60%	61%	65%	62%	58%
Both equally	13%	13%	13%	13%	10%	10%	16%	12%	11%	13%	9%	15%	13%
Not sure	14%	13%	20%	9%	19%	8%	11%	16%	15%	13%	16%	13%	16%
Totals	100%	99%	101%	100%	99%	100%	100%	99%	99%	100%	100%	100%	99%
Unweighted N	(1,110)	(366)	(428)	(316)	(411)	(393)	(429)	(303)	(260)	(191)	(231)	(424)	(264)

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13F. Christmas Tree Preferences — Is safer

When it comes to Christmas trees, which do you think... ?

	Total	Gender		Age (4 category)				Race (4 category)			
		Male	Female	18-29	30-44	45-64	65+	White	Black	Hispanic	Other
A real Christmas tree	8%	9%	7%	11%	12%	6%	5%	8%	6%	9%	*
An artificial Christmas tree	57%	52%	61%	43%	57%	56%	71%	59%	54%	55%	*
Both equally	21%	23%	20%	30%	19%	22%	14%	19%	23%	29%	*
Not sure	14%	16%	12%	17%	13%	15%	10%	13%	17%	7%	*
Totals	100%	100%	100%	101%	101%	99%	100%	99%	100%	100%	*
Unweighted N	(1,109)	(519)	(590)	(287)	(293)	(309)	(220)	(723)	(140)	(180)	(66)

	Total	Party ID			2024 Vote		Family Income (3 category)			Region			
		Dem	Ind	Rep	Harris	Trump	< \$50K	\$50-100K	\$100K+	Northeast	Midwest	South	West
A real Christmas tree	8%	10%	7%	8%	10%	11%	6%	8%	12%	6%	8%	8%	10%
An artificial Christmas tree	57%	59%	50%	63%	60%	60%	59%	56%	58%	56%	59%	61%	47%
Both equally	21%	19%	25%	19%	16%	21%	23%	18%	19%	27%	13%	23%	21%
Not sure	14%	12%	18%	11%	14%	8%	11%	18%	10%	11%	20%	8%	21%
Totals	100%	100%	100%	101%	100%	100%	99%	100%	99%	100%	100%	100%	99%
Unweighted N	(1,109)	(363)	(430)	(316)	(409)	(394)	(429)	(302)	(260)	(192)	(231)	(424)	(262)

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Interviewing Dates	December 1 - 3, 2025
Target population	U.S. citizens, aged 18 and over
Sampling method	Respondents were selected from YouGov's opt-in panel to be representative of adult U.S. citizens.
Weighting	The sample was weighted according to gender, age, race, education, U.S. region, 2024 presidential vote, 2020 election turnout and presidential vote, baseline party identification, and current voter registration status. Demographic weighting targets come from the 2019 American Community Survey. 2024 presidential vote, at time of weighting was estimated to be 48% Harris and 50% Trump. Baseline party identification is the respondent's most recent answer given around November 8, 2024, and is weighted to the estimated distribution at that time (31% Democratic, 32% Republican). The weights range from 0.051 to 6.042, with a mean of one and a standard deviation of 0.876.
Number of respondents	1,114
Margin of error	± 3.9 points (adjusted for weighting)
Survey mode	Web-based interviews
Questions not reported	76 questions not reported.