

## YouGov - Christmas trees

Sample Size: 1647 adults in GB

Fieldwork: 1st - 2nd December 2022

	Gender		Age				Social Grade		Region					
	Total	Male	Female	18-24	25-49	50-64	65+	ABC1	C2DE	London	Rest of South	Midlands / Wales	North	Scotland
<b>Weighted Sample</b>	<b>1647</b>	797	850	173	680	407	387	939	708	199	552	356	397	143
<b>Unweighted Sample</b>	<b>1647</b>	704	943	133	679	423	412	1004	643	181	575	365	399	127
	%	%	%	%	%	%	%	%	%	%	%	%	%	%

### Do you celebrate, or have you ever celebrated, Christmas?

I currently celebrate Christmas	83	77	88	65	84	86	86	85	79	69	88	81	82	84
I previously celebrated Christmas but no longer do	11	14	8	17	8	11	12	9	13	18	7	12	10	11
I have never celebrated Christmas	3	3	3	4	4	2	1	3	4	9	2	2	4	0
Don't know	4	5	2	14	4	2	0	3	4	4	2	4	3	5

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

[Asked to those who currently celebrate Christmas; n=1404]

Yes, I will buy a real one	15	16	15	25	17	17	9	19	10	21	18	14	11	18
Yes, I will buy an artificial one	7	8	6	8	8	6	5	6	7	7	7	6	7	7
Yes, I will use an artificial one I already own	60	56	63	48	57	62	66	58	62	43	58	66	65	57
No, I won't have a Christmas tree	15	16	14	13	14	13	17	12	18	23	15	11	14	16
Other	2	2	1	2	2	1	2	2	1	2	2	2	2	0
Don't know	2	2	2	5	2	1	2	2	1	4	1	1	2	3

### As far as you are aware, which option is more environmentally friendly?

Having a real Christmas tree each year	16	17	15	15	17	18	13	17	15	19	16	19	11	20
Having an artificial tree	54	51	58	47	53	53	61	52	57	52	56	51	58	48
Don't know	29	32	27	38	30	29	26	31	27	29	28	30	30	32

### What do you plan to do with your tree after Christmas?

[Asked to those who will buy a real Christmas tree this year; n=217]

Use a council's special collection service	33	33	33	20	35	42	20	35	29	42	36	25	31	27
Take it to a recycling centre	25	27	23	47	17	23	34	26	21	38	27	23	11	28
Re-plant it	16	15	17	10	13	14	34	16	17	11	16	17	26	6
Shred it and use on the garden	11	14	9	4	15	9	10	13	8	0	7	21	16	16
Burn it	5	4	7	0	6	8	2	2	14	0	7	5	2	10
Throw it away	3	3	4	6	4	4	0	4	1	9	1	4	7	0
Other	4	2	5	13	4	0	0	2	7	0	1	4	7	14
Don't know	2	3	2	0	5	0	0	2	4	0	6	0	0	0