TOPLINE & METHODOLOGY

Annual Christmas Tree Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: October 23-25, 2026
Number of interviews: 1,017

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire

BXE4. When do you plan to set up your primary Christmas tree this year?

	Total (N=1,017)
I already set up a Christmas tree	2%
October/before Halloween (October 31)	1%
November 1-26 (before Thanksgiving)	11%
Thanksgiving weekend (November 27-30)	28%
December 1-15	23%
December 16-24	5%
Other	2%
I don't plan to display a Christmas tree this year	28%
Skipped	1%

BXE1. Which of the following types of Christmas trees do you plan to display this year during the Christmas holiday season?

	Total (N=737)
Artificial tree(s)	78%
Real tree(s)	14%
Both artificial and real trees	5%
Other	2%
None	1%
Skipped	-

Subsequent questions held for future release.

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About the Study

This poll was conducted by Ipsos from October 23-25, 2026, using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,017 adults age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice, and political party identification. Political party identification benchmarks are from the 2026 NPORS annual survey. The demographic benchmarks came from the 2026 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.09. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

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About Ipsos

Ipsos is one of the largest market research and polling companies globally, operating in 90 markets and employing nearly 20,000 people.

Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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