



Funeral Directors *and* **Flowers** Report

Results and insights from a survey of nearly 200 members of the National Funeral Directors Association!

A must-read for all floral industry members to increase sympathy sales.

Comprehensive report includes:

- * Top 10 key insights
- * Funeral rituals and flowers
- * Floral retailers – funeral directors relationships
- * Floral memorials versus donations
- * Actionable checklist and downloadable resources
- * Much more!

Create an account and download the free report at FloralMarketingResearchFund.org



A guide to floral tributes in funeral services, consumers' reactions, and feedback to improve relationships with floral retailers.

2014

68%

of funeral directors surveyed are unaware of any studies showing the benefits of flowers at service.

89%

of those surveyed think the cards attached to flowers need improvement.