# Floral Purchase Tracking Study 2016
## Conducted in partnership with:

American
Floral
Endowment

Funding Generations of Progress
Through Research and Scholarships

SAF
SOCIETY of AMERICAN FLORISTS

## Funding provided by:

Floral Marketing
Research Fund

July 2017

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# Disclosure

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# Methodology

- Interviews were conducted online via the Ipsos online omnibus, using a blended sample approach with Ipsos iSay panel sample and non-panel sample via Ampario.

- Each wave of the omnibus interviewed 1,000 US adults.  Questions remained on the omnibus until a total of 1,000 responses were received from adults who made a floral purchase in the past month. Throughout 2016, a total of 43,145 interviews were conducted, yielding 14,692 interviews with adults making one or more floral purchases.

- Interviewing began on the first business day of each month.

- Data were weighted to represent the US total population.

- Other than the initial question about the incidence of floral purchases (calculated on the total number of adults asked the question), all results displayed in this report are based on the total number of purchase occasions.

- Due to large sample sizes, nearly all comparisons can be statistically significant; only those showing a 2% or more difference are noted in the data tables in this report.

- Percentages are shown as rounded, so some displayed percentages may not add up to exactly 100%.

# Methodology

- The following response options were provided to survey participants:

  Outlets: For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made.

  LOCAL FLORIST, BY TELEPHONE

  LOCAL FLORIST, IN PERSON

  LOCAL FLORIST WEBSITE

  NATIONAL INTERNET FLORAL SERVICE

  SUPERMARKET/GROCERY STORE

  NURSERY/GARDEN CENTER

  HOME IMPROVEMENT STORE

  DISCOUNT OR CHAIN STORE

  FARMER'S MARKET

  SIDEWALK OR STREET FLOWER VENDOR

  CIVIC/NON-PROFIT ORGANIZATION

  INDEPENDENT PARTY OR WEDDING PLANNER

  OTHER

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# Methodology

- The following response options were provided to survey participants:

   **Kind of product:**  For each floral purchase you made, please indicate what kind of floral products you purchased.

   SINGLE FLOWER STEM

   LOOSE/BOXED FLOWERS

   BUNCHED FLOWERS/FLOWER BOUQUET

   FLOWER ARRANGEMENT

   CORSAGE/BOUTONNIERE

   DISH/BOWL GARDEN

   POTTED GREEN PLANT FOR INDOOR USE

   POTTED FLOWERING PLANT FOR INDOOR USE

   FLOWERING OR GREEN PLANT FOR OUTDOOR USE (BEDDING PLANT/HANGING BASKET/CONTAINER GARDEN)

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# Methodology

- The following response options were provided to survey participants:

**Reason/Occasion for purchase:** For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for?

| | |
|---|---|
| JUST BECAUSE/NO SPECIAL OCCASION | FUNERAL/MEMORIAL SERVICE |
| ANNIVERSARY | GET WELL/ILLNESS |
| APOLOGY | GRADUATION |
| APPRECIATION/THANK YOU | HOME DECORATION |
| BIRTHDAY | HOST/HOSTESS GIFT |
| BUSINESS OCCASION/EVENT/RECOGNITION | LOVE/ROMANCE |
| CHRISTMAS/CHANUKAH | MOTHER'S DAY |
| CONGRATULATIONS | NEW BABY |
| EASTER/PASSOVER | PARTY OR EVENT DECORATION |
| FATHER'S DAY | SYMPATHY |
| | THANKSGIVING |
| | VALENTINE'S DAY |
| | WEDDING |
| | OTHER |

Floral Purchase Tracking Study 2016

# EXECUTIVE SUMMARY

**GAME CHANGERS**

# Executive Summary
# Floral Purchase Tracking Study 2016

- In terms of identifying the key target audience for floral purchasers, the study shows:

  - Men are slightly more likely than women are to be floral purchasers. Floral purchasers are also younger than the overall population, as 41% of those who bought one or more floral products are age 18-34. (Page 15)

  - Just over half of floral purchasers (52%) have household incomes of $75,000 or more, and nearly two-thirds (65%) are married. (Page 15)

- Floral purchases are relatively consistent across the year, though there are clear increases in the percentage of adults buying floral products in May (46%, boosted by Mother's Day), February (38%, with Valentine's Day sparking purchases), and April (also 38%). (Page 16)

  - April (tied with January) has the highest percentage of purchases made "just because/no special occasion" at 31% of floral purchases. (Page 16)

# Executive Summary
# Floral Purchase Tracking Study 2016

- The most commonly purchased type of floral products are roses (30% of purchases) and mixed flowers (30%). (Page 18) Nearly three-quarters of rose purchases (74%) are made by men, while mixed flower purchases are more evenly split between men and women (55% vs. 45%).

- The most frequently purchased colors of floral products are red (23%) and mixed colors (23%). Other popular floral product colors are white (12%), yellow (10%), and pink (9%). (Page 20)

  – There is also a significant gender difference among the color of floral products purchased. (Page 21) Red flowers are purchased overwhelmingly by men (72%), while most mixed color floral products (57%) are bought by women.

- Just over one-third of floral purchases are of bunched flowers/bouquets (36% of purchases). Other kinds of floral products most frequently cited are flower arrangements (29%) and single flower stems (24%). (Page 22)

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# Executive Summary
# Floral Purchase Tracking Study 2016

- About three-quarters of floral products (74%) are bought with a particular occasion/reason in mind, though none of these occasions individually exceeds the purchase reason "just because" (26%). Occasions driving the most purchases include birthdays (11%) and anniversaries (10%), for decorating the home (8%), and as a thank you (5%). Holidays (Christmas/Chanukah, Mother's Day, and Valentine's Day) are also key occasions for buying flowers. (Page 23)

- Most floral purchases are for the purchaser himself/herself (28%) or for a spouse (25%). Other top recipients of floral purchases are mothers (13%), significant others (7%) and friends (7%). (Page 29)

- The median floral purchase is $30. Over two-in-five purchases (44%) are less than $25, while 20% are $100 or more. (Page 31)
  - Local florist purchases have a significantly higher price point ($50 median) than supermarket/grocery store purchases do ($20). (Page 36)

# Executive Summary
# Floral Purchase Tracking Study 2016

- Floral purchases are made overwhelmingly at local florists (32%) and supermarkets/grocery stores (26%), representing nearly six-in-10 floral purchases. (Page 32)

  - Of all local florist purchases reported, 56% are made in-person, while the remaining purchases from local florists are split about evenly between telephone (23%) and internet orders (21%).

- While price is an important consideration for floral purchases (15% selected this as the reason why they chose the location for buying their floral products), it ranks behind both convenience (27%) and product quality (19%) as the primary reason for selecting an outlet. (Page 38)

- Product quality is the top driver for purchase consideration for cut flowers from local florists. Other key purchase factors include convenience, reputation, selection, delivery, and service. (Page 41)

# Executive Summary
# Floral Purchase Tracking Study 2016

- The most common recipient of cut flowers is a spouse (29%), followed by the purchaser himself/herself (20%). (Page 48)

- Cut flower purchases for a spouse are made primarily at a local florist (35%), while primary purchase locations for cut flowers for one's self are supermarkets (31%) and nurseries (27%). (Page 49)

- Holiday floral purchasers have generally the same demographic profile as other floral purchasers with one exception – holiday purchasers are a bit older than the average purchaser. (Page 51)

- 30% of holiday purchases are made for Valentine's Day, making it the top holiday for floral purchases, followed by Mother's Day and Christmas/Chanukah (26% each). (Page 52)

- Mothers are about twice as likely to be a holiday floral gift recipient (25% of holiday floral purchases) than they are during the rest of the year (13% of all floral purchases). (Page 55)

# Executive Summary
# Floral Purchase Tracking Study 2016

- Convenience, the top-rated purchase factor for floral products overall, becomes even more important for holiday floral purchases, as 35% say this is the most important factor for selecting a vendor for holiday floral purchases.  (Page 57)

- Significant age and gender differences exist when looking at indoor and outdoor plant purchasers.  Indoor plant purchasers tend to be more male and younger, while outdoor plant purchasers are more likely to be women and those age 50+. (Page 64)

- Most outdoor plant purchases are for the purchaser himself/herself, while indoor plant purchases are often split between the purchaser (33%) and a spouse (22%). (Page 67)

- Those purchasing floral products via the Internet are overwhelmingly male and most are under age 35. (Page 72)

- Nearly half of online purchases are floral arrangements (Page 73), and the most common recipients are spouses and mothers.  (Page 75)

- Internet floral purchases show a median price more than twice the overall floral purchase price. (Page 76)

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2016 Floral Purchase Tracking Study

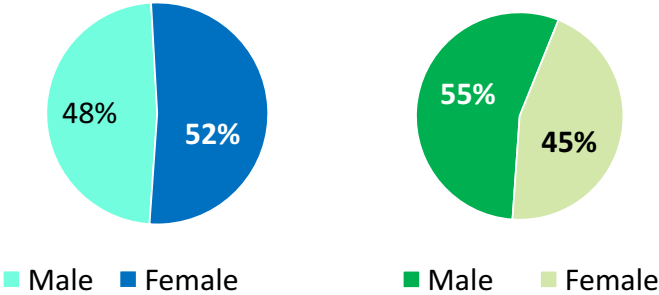# DETAILED RESULTS

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# Demographic Profile: Population vs. Floral Purchasers: All Floral Products

- Floral purchasers are younger, more male, and have higher incomes, compared to the general population. In addition, married people are more likely to purchase floral products than unmarried people are.
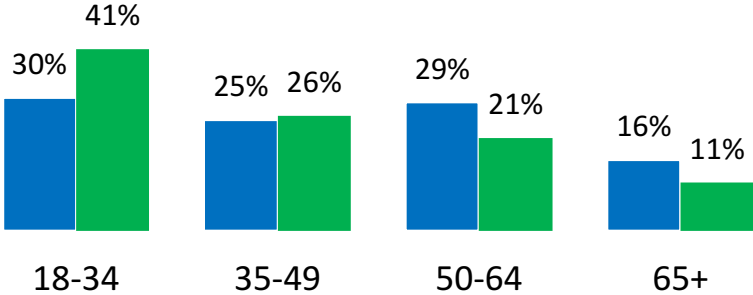
## Gender

**Population**

- Male: 48%
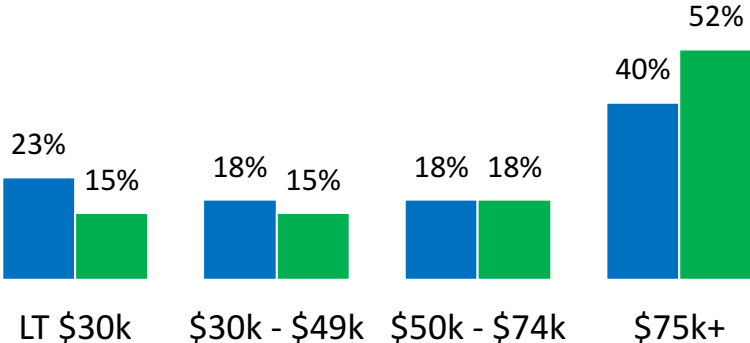- Female: 52%

**Floral Purchasers**

- Male: 55%
- Female: 45%

## Age

■ Population    ■ Floral purchasers

| Age | Population | Floral purchasers |
|-----|-----------|-------------------|
| 18-34 | 30% | 41% |
| 35-49 | 25% | 26% |
| 50-64 | 29% | 21% |
| 65+ | 16% | 11% |

## Household Income

■ Population    ■ Floral purchasers

| Income | Population | Floral purchasers |
|--------|-----------|-------------------|
| LT $30k | 23% | 15% |
| $30k - $49k | 18% | 15% |
| $50k - $74k | 18% | 18% |
| $75k+ | 40% | 52% |

## Marital Status

**Population**

- Married: 55%
- Not married: 45%

**Floral Purchasers**

- Married: 65%
- Not married: 35%

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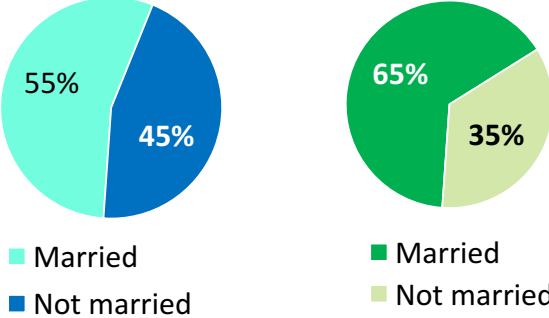
# Floral Purchase Rates by Month: All Floral Products

- 2016 shows a relatively steady incidence of floral purchases (the percentage of people who made one or more floral purchases), although May has the highest rate of purchase, with 46% saying they made at least one floral purchase during the month.
- Holidays play a large role in the higher rates of purchase in May (Mother's Day) and February (Valentine's Day).
- April also has a relatively high rate of purchase (38%), with birthdays (11%) and home decoration (10%) being the leading occasions/reasons for floral purchases in April, along with 31% of purchasers saying they bought floral products in April "just because."
- January has the lowest floral product sales for the year. Along with April, this is the highest month for "just because" purchases (31%).
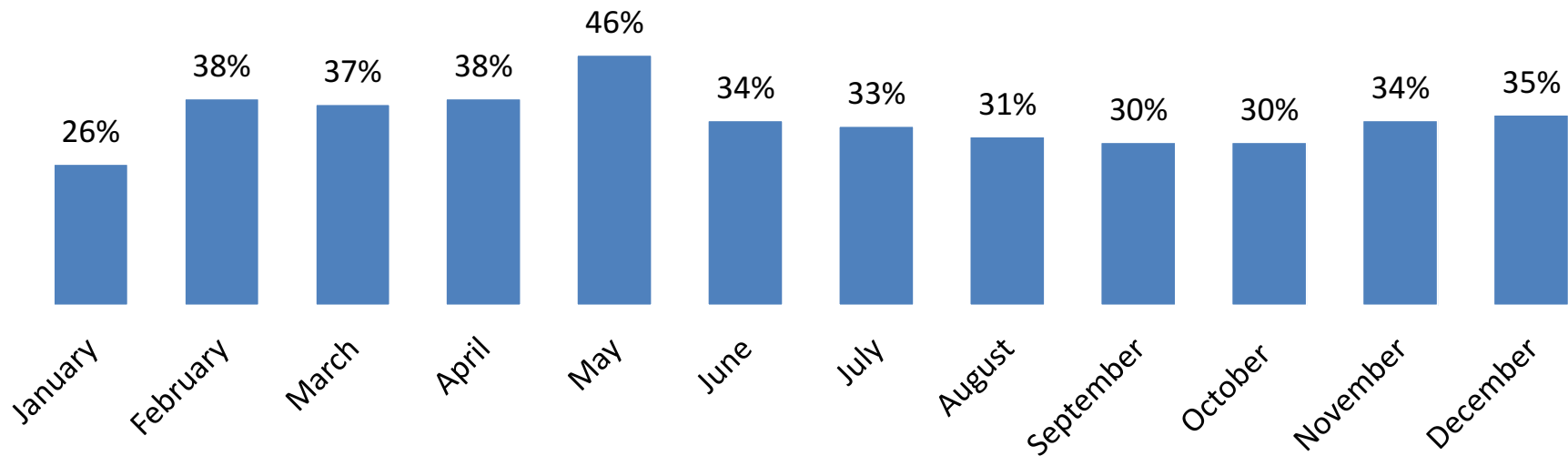


Q1. How many floral purchases did you make in [MONTH]? (One response per person)

# Monthly Summary: All Floral Products

- Looking at individual months, bunched flowers/bouquets are involved in the most transactions in each month.
- As is the case for the year as a whole, roses and mixed flowers are the most commonly purchased flower type in each month.
- Holidays, birthdays, and anniversaries are each primary purchase occasions.

| Month | Incidence | Most purchased kind | Most purchased type | Most mentioned reason/occasion |
|---|---|---|---|---|
| January | 26% | Bunched flowers/bouquets | Mixed flowers | Birthday |
| February | 38% | Bunched flowers/bouquets | Roses | Valentine's Day |
| March | 37% | Bunched flowers/bouquets | Mixed flowers | Birthday |
| April | 38% | Bunched flowers/bouquets | Mixed flowers | Birthday |
| May | 46% | Bunched flowers/bouquets | Mixed flowers | Mother's Day |
| June | 34% | Bunched flowers/bouquets | Roses | Anniversary |
| July | 33% | Bunched flowers/bouquets | Roses | Birthday |
| August | 31% | Bunched flowers/bouquets | Roses | Birthday/Anniversary |
| September | 30% | Bunched flowers/bouquets | Roses | Birthday |
| October | 30% | Bunched flowers/bouquets | Mixed flowers | Birthday |
| November | 34% | Bunched flowers/bouquets | Roses | Anniversary |
| December | 35% | Bunched flowers/bouquets | Mixed flowers | Christmas/Chanukah |

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# Most Purchased Floral Product Types: All Floral Products

- Roses and mixed flowers are the most purchased floral types for 2016 (30% each).
- Tulips (16%), carnations (13%), and lilies (13%) make up a secondary tier, with more than one in ten saying they purchased this type of floral product in 2016.

| Product | Percentage |
|---|---|
| Roses only | 30% |
| Mixed flowers | 30% |
| Tulips only | 16% |
| Carnations only | 13% |
| Lilies only | 13% |
| Gerbera/daisies only | 10% |
| Azaleas | 10% |
| Petunias | 10% |
| Succulents | 9% |
| Green plant | 9% |

- Purchasers age 55 and over are significantly more likely to purchase mixed flowers (33%) than they are roses (14%).
- Mixed flowers are the most commonly purchased floral item from supermarkets/grocery stores.
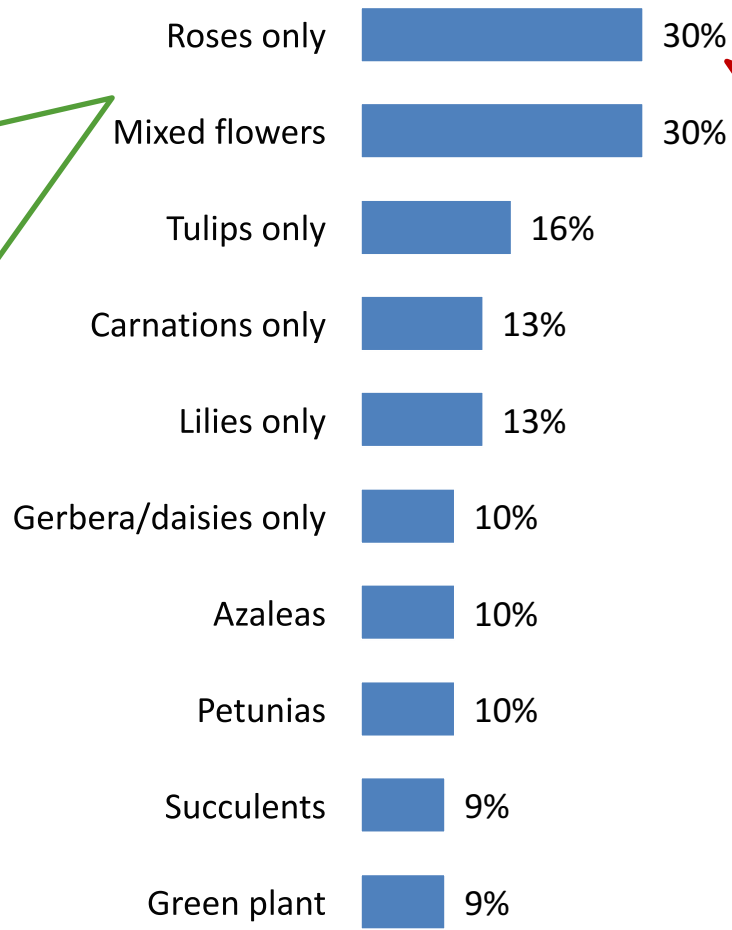
- Roses are particularly popular among young men. Roses are more likely purchased from local florists (43% of all roses purchases are made at a local florist) than they are from supermarkets/grocery stores (24%).

Q3. What type of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%)
*Responses 8% or less not shown here*

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# Type of Purchase by Outlet: All Floral Products

- Consumers typically turn to their local florists when purchasing specific types of floral products, while supermarkets/grocery stores are commonly associated with mixed flower purchases.

| | Local Florist | Supermarket | Nursery |
|---|---|---|---|
| | (A) | (B) | (C) |
| Roses only | 43% (BC) | 24% (C) | 15% |
| Mixed flowers | 31% (C) | 38% (AC) | 19% |
| Tulips only | 22% (BC) | 10% | 10% |
| Carnations only | 16% (BC) | 10% | 8% |
| Lilies only | 16% (BC) | 9% | 10% |
| Gerbera/daisies only | 12% (BC) | 7% | 9% (B) |
| Azaleas | 13% (BC) | 5% | 8% (B) |
| Petunias | 12% (B) | 5% | 11% (B) |
| Succulents | 10% (B) | 5% | 10% (B) |
| Green plant | 7% | 7% | 15% (AB) |
| Geraniums | 9% (B) | 4% | 10% (B) |
| Chrysanthemums | 8% (B) | 5% | 7% (B) |
| Impatiens | 8% (B) | 4% | 8% (B) |
| Poinsettias | 7% (BC) | 4% | 5% |
| Other kinds of single-variety flowers | 12% | 12% | 12% |
| Other flowering plant/mixed plant | 6% | 8% (A) | 19% (AB) |
| Other bedding/garden plant | 3% | 4% | 19% (AB) |

Q3. What type of flower did you purchase?  (Multiple responses allowed per purchase occasion, so totals may exceed 100%)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Preferred Colors: All Floral Products

- Red and mixed color floral products (each 23% of purchases) are the top colors purchased in 2016, followed by white (12%), yellow (10%), and pink (9%).
- Men are more likely than women are to purchase red floral products, while women prefer mixed color products more than men do.

- Most mixed color floral products are bought by women (57%).
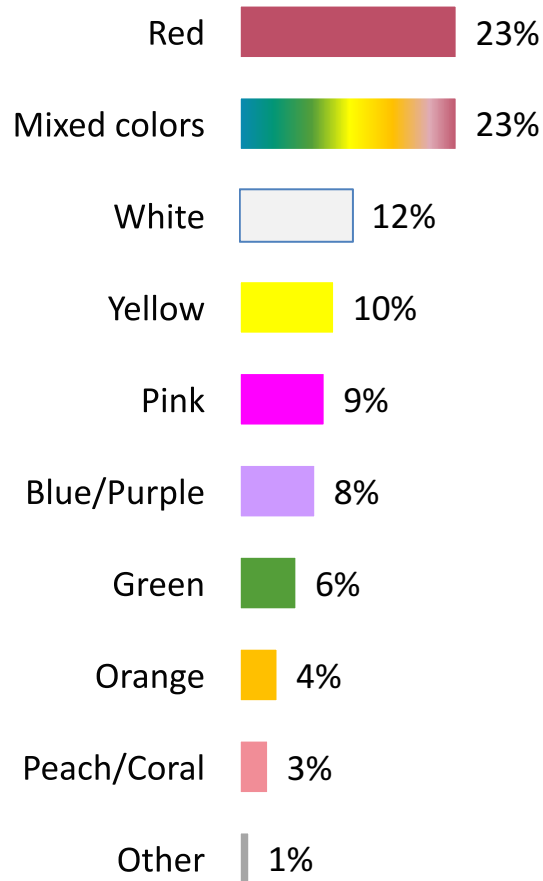
- Overall, 72% of red floral products are purchased by men.

| Color | Percentage |
|---|---|
| Red | 23% |
| Mixed colors | 23% |
| White | 12% |
| Yellow | 10% |
| Pink | 9% |
| Blue/Purple | 8% |
| Green | 6% |
| Orange | 4% |
| Peach/Coral | 3% |
| Other | 1% |

Q4. For each floral purchase you made in (PREVIOUS MONTH), what color did you buy? (One response per purchase)

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# Color Purchased by Demographics: All Floral Products

- Men and those under the age of 55 are much more likely to report having bought red floral products compared to their demographic counterparts. On the other hand, women and older adults (55+) stand out as being especially likely to have bought mixed colored flowers.
- There is also an interesting distinction between colors purchased between local florists (more red and white products sold) and supermarkets/grocery stores (more mixed colors sold). Nurseries/garden centers show more sales of blue/purple and green flowers than florists and supermarkets do.

| | Male | Female | 18-34 | 35-54 | 55+ | Local Florist | Supermarket | Nursery |
|---|---|---|---|---|---|---|---|---|
| | A | B | C | D | E | F | G | (H) |
| Red | 28%(B) | 15% | 26%(DE) | 23%(E) | 16% | 31% (GH) | 18% | 15% |
| Mixed colors | 17% | 30%(A) | 15% | 24%(C) | 37%(CD) | 18% | 33% (FH) | 21% (F) |
| White | 14%(B) | 9% | 15% (DE) | 12%(E) | 6% | 14% (GH) | 9% | 11% |
| Yellow | 11% | 9% | 11%(E) | 10% | 8% | 11% | 10% | 10% |
| Pink | 9% | 10% | 10%(E) | 9% | 8% | 9% | 9% | 9% |
| Blue/Purple | 7% | 9% | 8% | 8% | 8% | 7% | 8% | 10% (FG) |
| Green | 5% | 8%(A) | 6% | 6% | 7% | 4% | 6% | 13% (FG) |
| Orange | 4% | 4% | 5% | 4% | 3% | 3% | 4% | 5% |
| Peach/Coral | 3% | 4% | 3% | 3% | 4% | 3% | 4% | 4% |
| Other | 1% | 1% | 1% | 1% | 2% | 0% | 1% | 2% |

Q4. For each floral purchase you made in (PREVIOUS MONTH), what color did you buy? (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

For example, the finding for red florals for males in column A – 28% (B) – is significantly higher than red floral purchases by females (column B).

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# Kind of Floral Product Purchased: All Floral Products

• Bunched flowers/bouquets (36% of purchases) take the lead when it comes to the kind of floral products purchased in 2016. Flower arrangements (29%) and single flower stems (24%) make up a secondary tier.



Bunched flowers/bouquets — 36%
Flower arrangement — 29%
Single flower stem — 24%
Loose/boxed flowers — 17%
Potted green plant (indoor) — 16%
Flowering/ green plant (outdoor) — 16%
Corsage/boutonniere — 12%
Potted flowering plant (indoor) — 12%
Dish/bowl garden — 12%
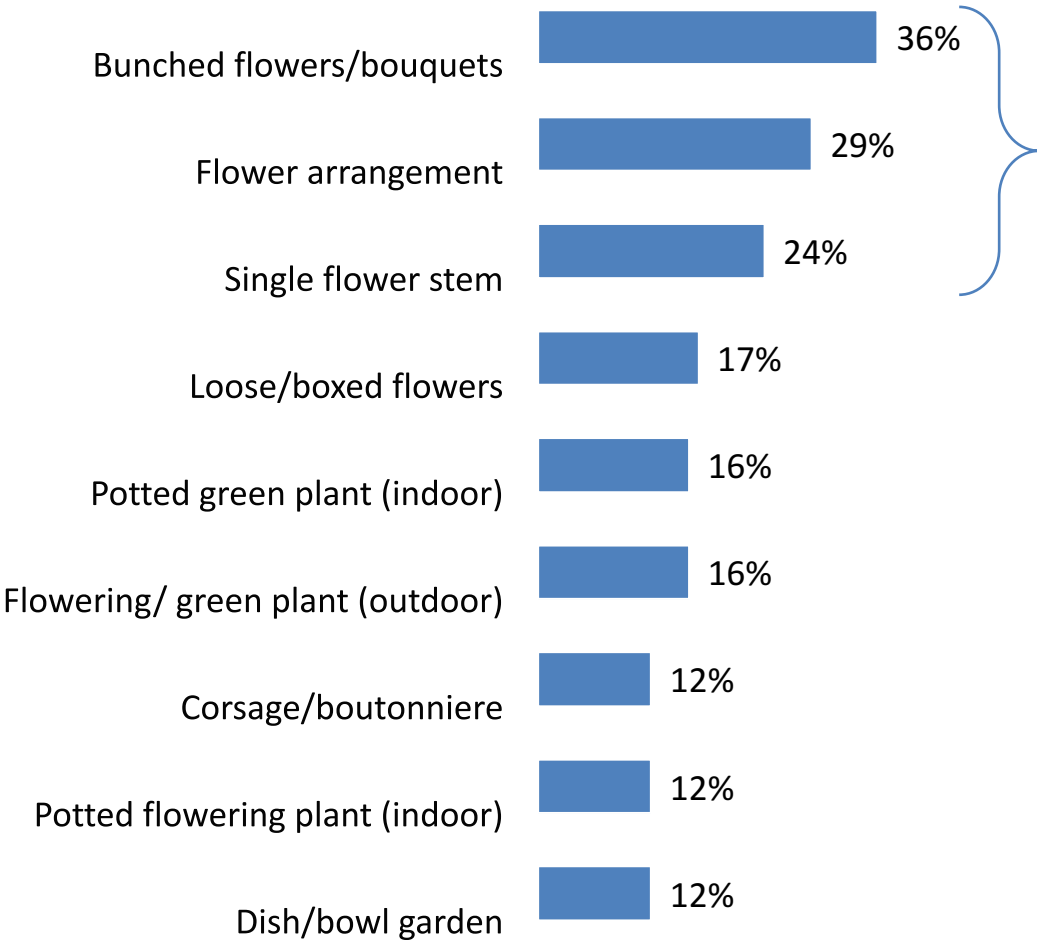
• While men and women are equally likely to purchase bunched flowers/bouquets, men are significantly more likely than women are to purchase both flower arrangements and single flower stems.

Q2. What kind of flowers did you purchase? (Multiple answers allowed per purchase occasion)

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# Occasions/Reasons: All Floral Products

- The biggest single reason for making a floral purchase is "just because/no occasion", with 26% of floral product purchases made with no particular occasion in mind.
- Over 7-in-10 floral purchases (74%) are made with a special occasion in mind. Topping the list are birthdays (11%), anniversaries (10%), and home decoration (8%).
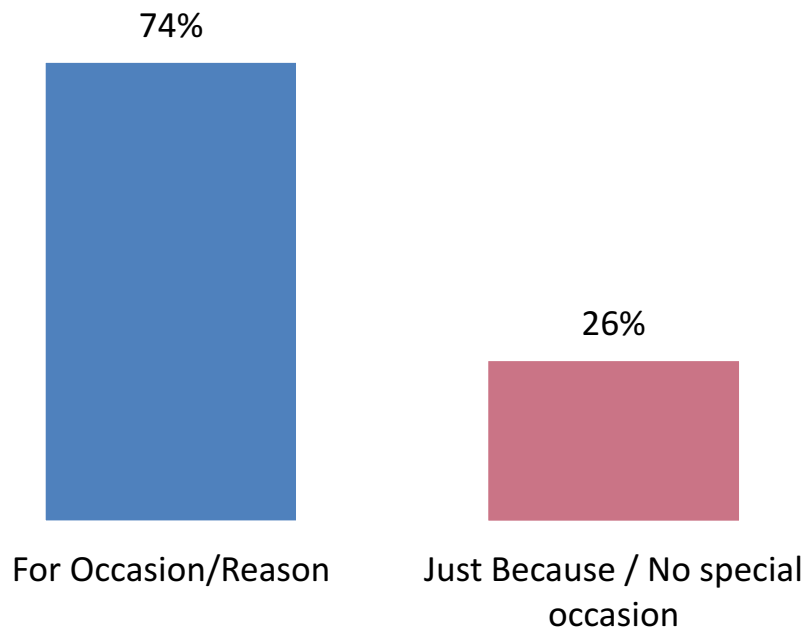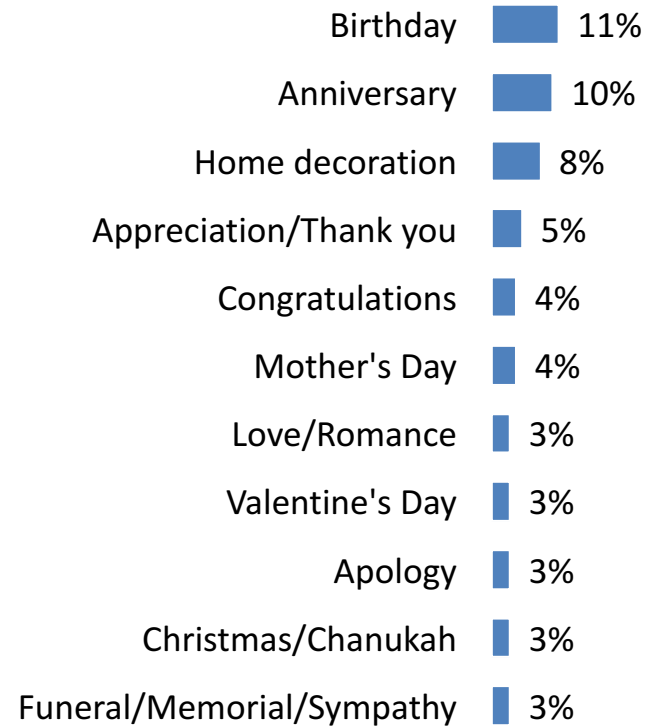
74%

26%

For Occasion/Reason

Just Because / No special occasion

## Top Occasions/Reasons

| | |
|---|---|
| Birthday | 11% |
| Anniversary | 10% |
| Home decoration | 8% |
| Appreciation/Thank you | 5% |
| Congratulations | 4% |
| Mother's Day | 4% |
| Love/Romance | 3% |
| Valentine's Day | 3% |
| Apology | 3% |
| Christmas/Chanukah | 3% |
| Funeral/Memorial/Sympathy | 3% |

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
*Top 10 reasons shown*

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# Occasions/Reasons: Cut Flowers

- As is the case with floral products overall, about three-quarters of purchases (77%) involving cut flowers are made with a reason/occasion in mind, and 23% say they bought the flowers "just because."
- Similarly, top occasions for buying cut flowers are birthdays (12%) and anniversaries (12%).

**Top Occasions/Reasons**

| Occasion/Reason | % |
|---|---|
| Birthday | 12% |
| Anniversary | 12% |
| Appreciation/Thank you | 6% |
| Home decoration | 5% |
| Congratulations | 5% |
| Love/Romance | 4% |
| Mother's Day | 4% |
| Valentine's Day | 4% |
| Apology | 3% |
| Funeral/Memorial/Sympathy | 3% |
| Christmas/Chanukah | 3% |

77% — For Occasion/Reason

23% — Just Because / No special occasion

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
*Top 10 occasions/reasons shown*

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# Occasions/Reasons from Local Florists: Cut Flowers

- When buying from a local florist, purchases of cut flowers are significantly more likely to have an occasion or specific reason in mind than they are when bought from other locations. Among local florist purchases, 84% of flower purchases are bought for a particular reason/occasion.
- In contrast, 63% of supermarket purchases are made with a specific reason or occasion in mind.
- Anniversaries (16%) and birthdays (14%) are the top occasions for fresh flower purchases from local florists.



**Top Occasions/Reasons**

| | |
|---|---|
| Anniversary | 16% |
| Birthday | 14% |
| Appreciation/thank you | 6% |
| Congratulations | 6% |
| Love/Romance | 5% |
| Funeral/Memorial/Sympathy | 5% |
| Mother's Day | 4% |
| Valentine's Day | 4% |
| Home decoration | 3% |
| Christmas/Chanukah | 3% |
| Apology | 3% |

84% — For Occasion/Reason
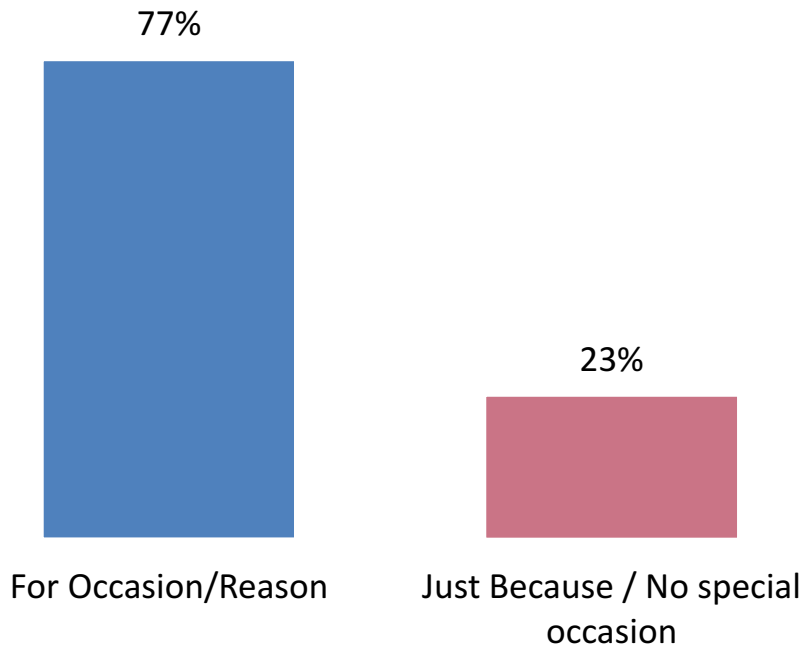
16% — Just Because / No special occasion

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
*Top 10 occasions/reasons shown*

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# Top Occasions by Outlet: All Floral Products

- Floral purchases are more likely to be made from local florists for important occasions such as birthdays and anniversaries than they are to be made at supermarkets or nurseries/garden centers.
- Conversely, floral product purchases from a supermarket or nursery/garden center are more likely to be bought without a specific occasion or reason in mind.

| All Floral Purchases – Transactions | | | |
|---|---|---|---|
| | Local Florist | Supermarket | Nursery |
| | (A) | (B) | (C) |
| Just because/no special occasion | 17% | 38% (A) | 33% (A) |
| Birthday | 14% (BC) | 10% (B) | 5% |
| Anniversary | 15% (BC) | 5% | 6% |
| Home decoration | 4% | 8% (A) | 18% (AB) |
| Appreciation/Thank you | 6% (C) | 5% | 4% |
| Congratulations | 6% (BC) | 3% | 3% |
| Mother's Day | 4% | 3% | 3% |
| Love/Romance | 5% (C) | 4% (C) | 2% |
| Valentine's Day | 4% (C) | 4% (C) | 1% |
| Funeral/Memorial/Sympathy | 5% (BC) | 2% | 3% |
| Christmas/Chanukah | 3% | 3% | 3% |

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
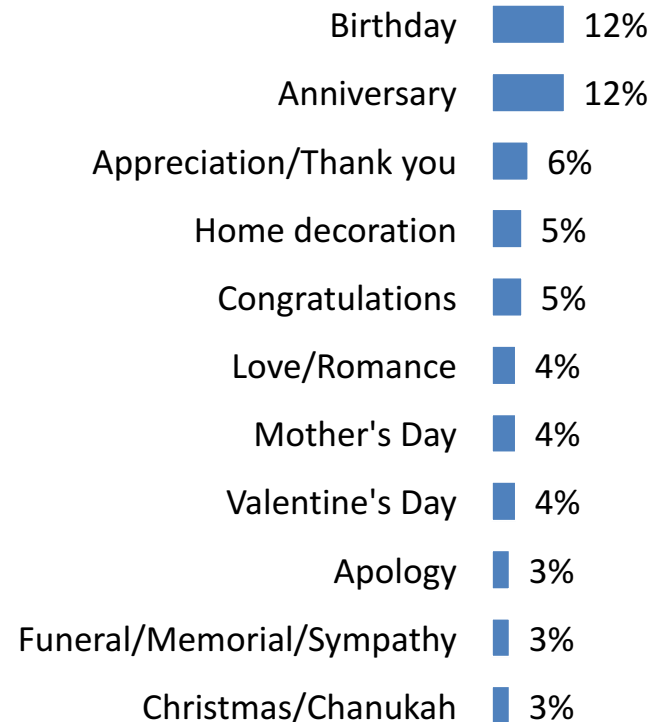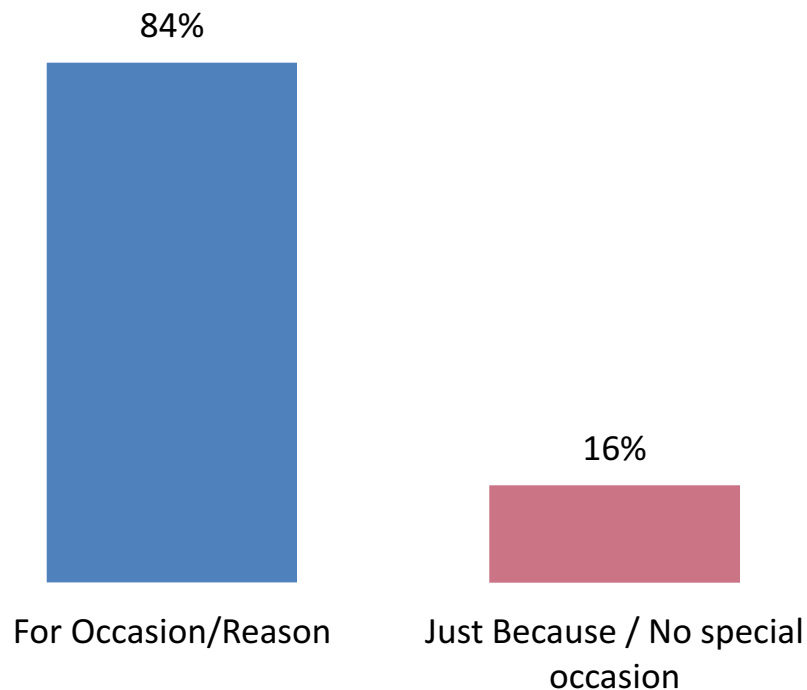
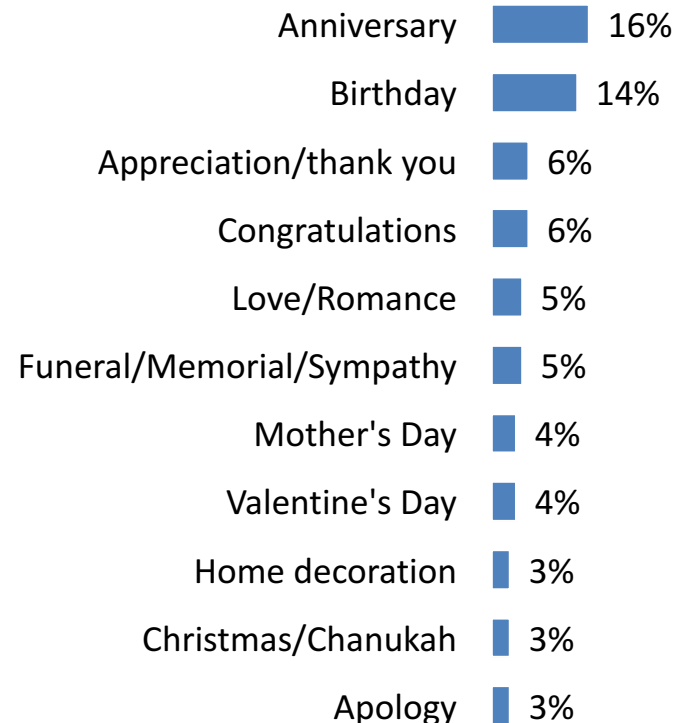Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Top Occasions by Outlet: Cut Flowers

- Among local florists, the top transactions are nearly equally split between anniversaries (16%), "just because" purchases (16%), and birthdays (14%). Purchases at supermarkets, however, show a significant number of transactions for cut flower purchases that are "just because"/ for no special occasion (37%).
- The top reason for cut flower purchases at a nursery/garden center is "just because" (22%).

| Cut Flowers – Transactions | | | |
|---|---|---|---|
| | Local Florist (A) | Supermarket (B) | Nursery (C) |
| Just because/no special occasion | 16% | 37% (AC) | 22% (A) |
| Birthday | 14% (BC) | 10% | 9% |
| Anniversary | 16% (BC) | 6% | 12% (B) |
| Appreciation/Thank you | 6% | 5% | 7% (B) |
| Home decoration | 3% | 7% (A) | 9% (AB) |
| Congratulations | 6% (B) | 3% | 5% (B) |
| Love/Romance | 5% (C) | 4% | 3% |
| Mother's Day | 4% | 3% | 4% |
| Valentine's Day | 4% | 4% | 3% |
| Funeral/Memorial/Sympathy | 5% (B) | 2% | 4% |
| Christmas/Chanukah | 3% | 3% | 3% |

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
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# Dollars Spent on Top Occasions by Outlet: Cut Flowers

- Overall, those purchasing cut flowers are more likely to spend on anniversaries than on any other occasion. This is specifically the case when looking at purchases from local florists and nurseries, where nearly one fifth of all dollars spent goes towards anniversary flowers.
- Of all money spent on flowers from a supermarket, 18% of this amount is spent for "just because" purchases.

| | Cut Flowers – Dollars Spent | | |
|---|---|---|---|
| | Local Florist | Supermarket | Nursery |
| | (A) | (B) | (C) |
| Anniversary | 19% (B) | 15% | 18% |
| Just because/No Special Occasion | 13% (C) | 18% (AC) | 9% |
| Birthday | 14% (C) | 14% (C) | 10% |
| Appreciation/Thank You | 6% | 6% | 8% (AB) |
| Congratulations | 6% | 5% | 7% (B) |
| Apology | 5% | 4% | 6% (B) |
| Funeral/Memorial/Sympathy | 5% (B) | 3% | 5% (B) |
| Love/Romance | 4% | 4% | 3% |
| Christmas/Chanukah | 3% | 4% | 4% |
| Mother's Day | 4% | 3% | 4% |

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).

Note: Capital letters indicate a statistically significant difference at the 95% confidence level
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# Top Recipients: All Floral Products

- In 2016, the most common recipients of floral products are the purchaser herself/himself (28%) and spouses (25%), followed by those who say they bought floral products for their mother (13%).

| Recipient | % |
|---|---|
| Self | 28% |
| Spouse | 25% |
| Mother | 13% |
| Significant other | 7% |
| Friend/Personal acquaintance | 7% |
| Son or daughter | 4% |
| Father | 3% |
| Grandparent | 2% |
| Sibling | 2% |
| Business associate/Acquaintance | 2% |
| Other relative | 4% |
| Other | 2% |
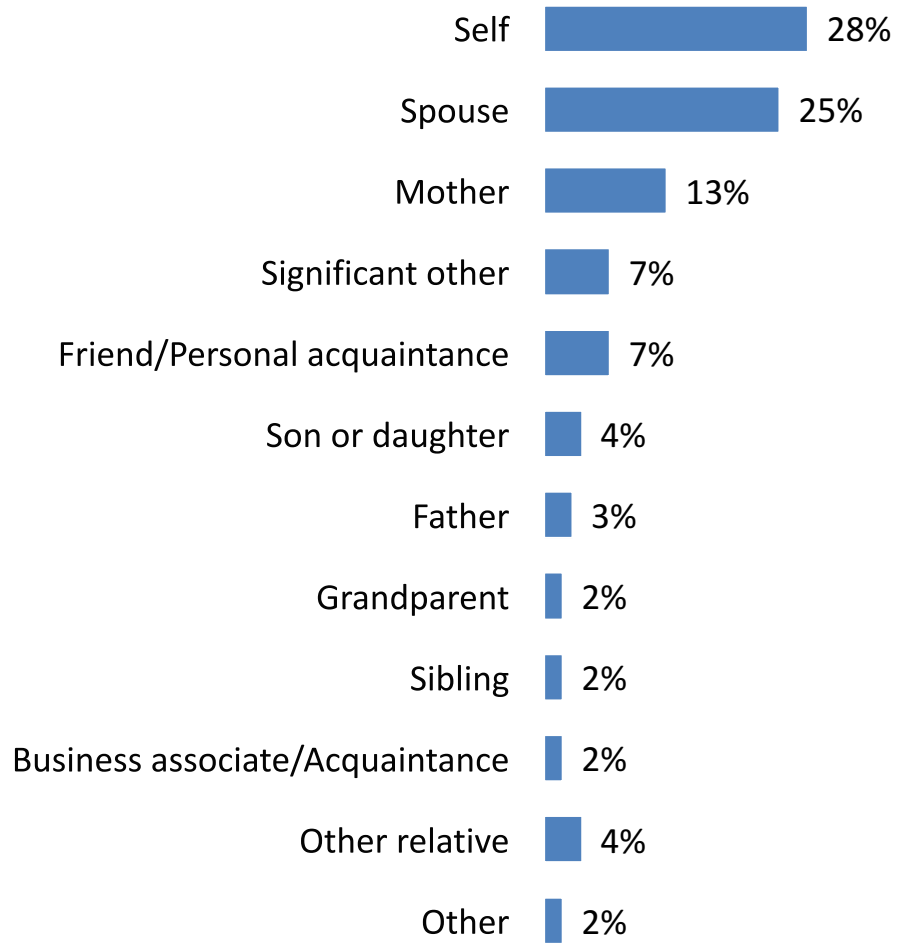
- Looking at differences that occur throughout the year, floral purchases for one's **self** are most prominent in **June** (35% of June purchases are for one's self) and **April** (34%).

- Not surprisingly, **mothers** are especially likely to receive a floral gift in the month of **May** (Mother's Day).

- Spouses are most likely to receive a floral gift in **August** (30%), a month with relatively higher anniversary and birthday purchases. Significant others are most likely to be gifted floral products in **February** (11%), associated with Valentine's Day.

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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# Top Recipients by Outlet: All Floral Products

- Local florists are the go-to location for floral gifts to spouses (34% of purchases from local florists were for spouses) and parents (17% for mothers/3% for fathers).
- Half of purchases from a nursery/garden center and one-third of floral product purchases from supermarkets are made for the purchaser himself/herself.  Conversely, just 14% of floral purchases from a local florist are for the purchaser.  This coincides with the finding that nursery and supermarket purchases are often made "just because," without a specific occasion in mind.

|  | Local Florist | Supermarket | Nursery |
|---|:---:|:---:|:---:|
|  | (A) | (B) | (C) |
| Self | 14% | 35% (A) | 50% (AB) |
| Spouse | 34% (BC) | 23% (C) | 16% |
| Mother | 17% (BC) | 11% | 10% |
| Significant other | 8% (C) | 8% (C) | 4% |
| Friend/Personal acquaintance | 8% (C) | 8% (C) | 5% |
| Son or daughter | 4% | 5% | 4% |
| Father | 3% (B) | 1% | 2% |
| Grandparent | 3% | 2% | 2% |
| Sibling | 2% | 2% | 2% |
| Business associate/Acquaintance | 2% | 1% | 2% |
| Other relative | 4% (C) | 3% | 2% |
| Other | 1% | 2% | 3% (A) |

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Average Purchase Amount: All Floral Products

• The average floral purchase is about $30 (median). In addition to the 44% who say they spend less than $25, sizeable proportions say that their floral purchase was between $25 - $49, $50 - $99, or over $100 (roughly one in five each).
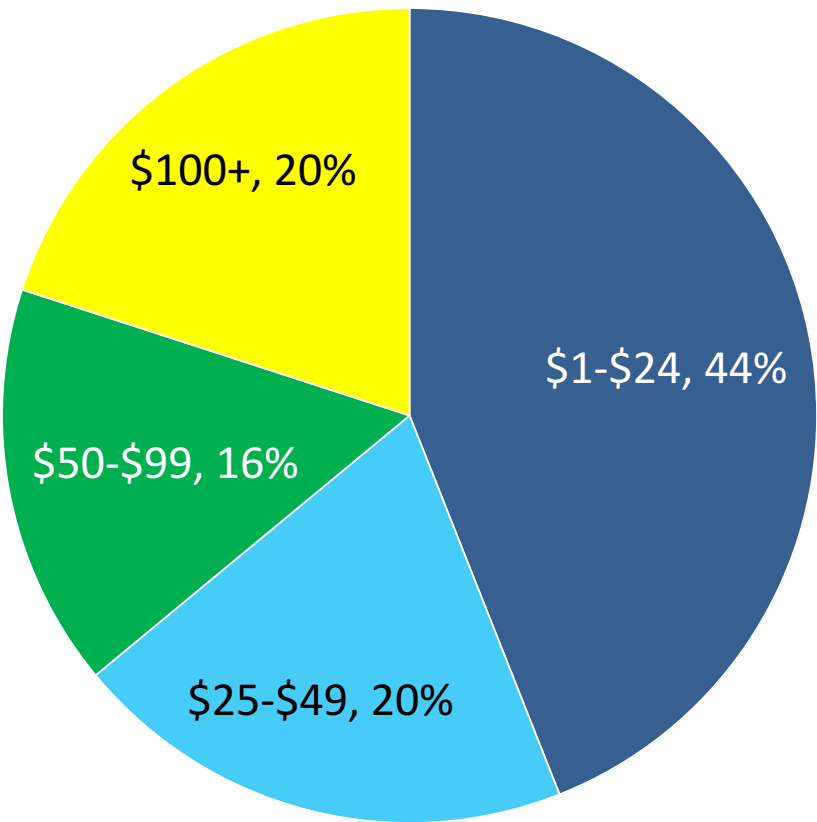
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# Most Common Outlets: All Floral Products

- Local florists (32% of all purchases) and supermarkets (26%) account for nearly 6-in-10 floral product purchases.
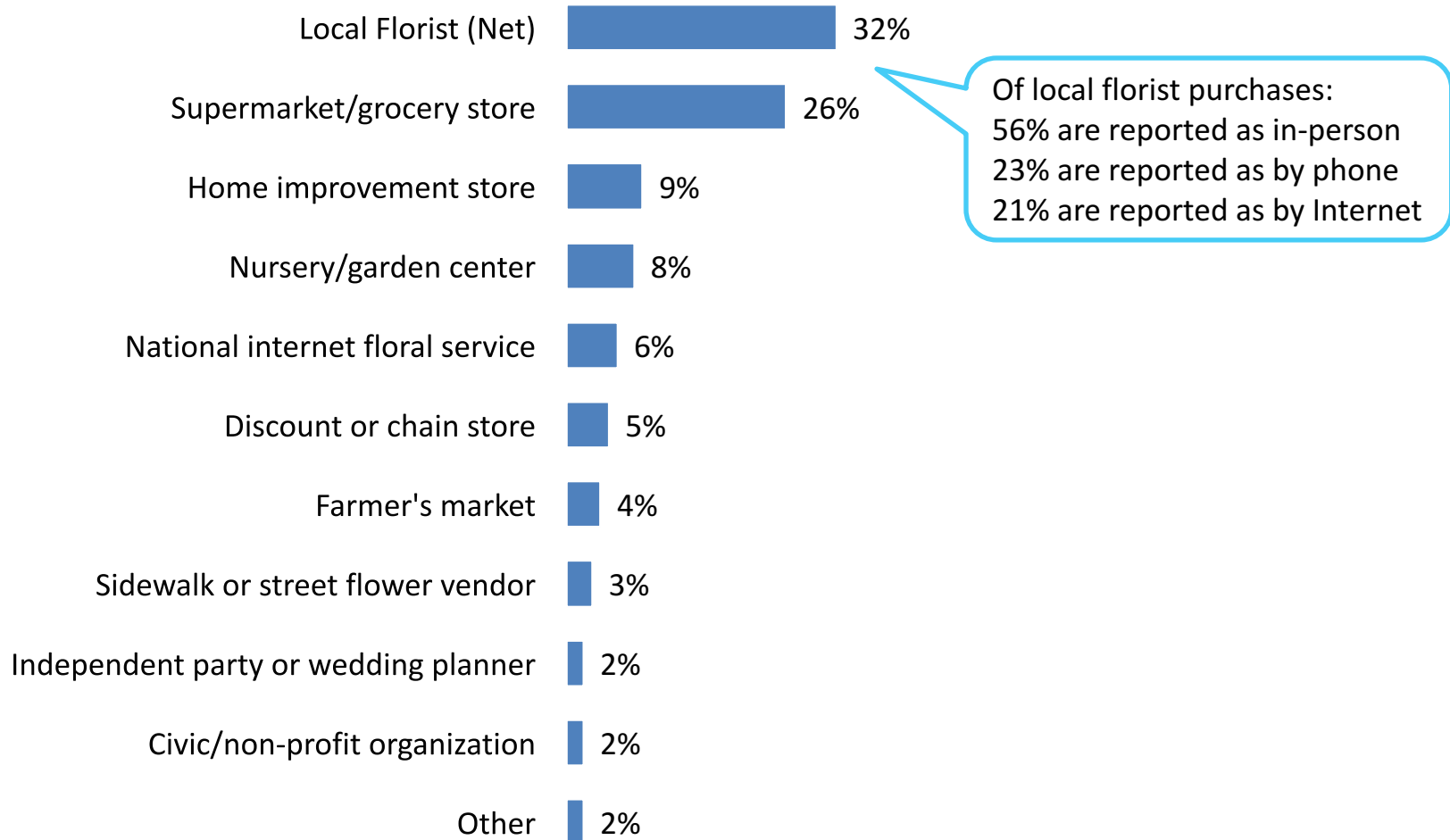
| Outlet | % |
|---|---|
| Local Florist (Net) | 32% |
| Supermarket/grocery store | 26% |
| Home improvement store | 9% |
| Nursery/garden center | 8% |
| National internet floral service | 6% |
| Discount or chain store | 5% |
| Farmer's market | 4% |
| Sidewalk or street flower vendor | 3% |
| Independent party or wedding planner | 2% |
| Civic/non-profit organization | 2% |
| Other | 2% |

Of local florist purchases:
56% are reported as in-person
23% are reported as by phone
21% are reported as by Internet

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

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# Most Common Outlets by Age and Gender: All Floral Products

- Men (40%) are most likely to make purchases from a local florist, while the most common purchase location among women is a supermarket (35%).
- Local florists are common purchase locations for young (39%) and middle age (33%) floral purchasers, while older consumers show higher purchase levels at a supermarket (36%).

| | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|
| | (A) | (B) | (C) | (D) | (E) |
| Local florist | 40% (B) | 22% | 39% (DE) | 33% (E) | 17% |
| Supermarket/Grocery store | 20% | 35% (A) | 22% | 27% (C) | 36% (CD) |
| Home improvement store | 7% | 11% ( A) | 7% | 9% (C) | 13% (CD) |
| Nursery/Garden center | 6% | 11% (A) | 6% | 7% | 13% (CD) |
| National internet floral service | 7% (B) | 5% | 6% | 7% (E) | 5% |
| Discount or chain store | 5% | 6% | 4% | 6% (C) | 7% (C) |
| Farmer's market | 5% | 4% | 5% (E) | 4% | 3% |
| Sidewalk/Street flower vendor | 3% | 2% | 4% (E) | 3% (E) | 1% |
| Independent party/Wedding planner | 3% (B) | 1% | 3% (E) | 2%(E) | LT1% |
| Civic/Non-profit organization | 2% | 1% | 2% | 1% | 1% |
| Other | 2% | 3% | 2% | 2% | 5% (CD) |

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Most Common Outlets: Cut Flowers

- Cut flowers are purchased largely from local florists (38%) and supermarkets (28%).
- This is a slight increase in share for florists and supermarkets compared to floral products overall (32% florists/26% supermarkets).



| Outlet | % |
|---|---|
| Local Florist (Net) | 38% |
| Supermarket/grocery store | 28% |
| National internet floral service | 7% |
| Home improvement store | 5% |
| Nursery/garden center | 5% |
| Farmer's market | 5% |
| Discount or chain store | 4% |
| Sidewalk or street flower vendor | 3% |
| Independent party or wedding planner | 2% |
| Civic/non-profit organization | 2% |
| Other | 2% |
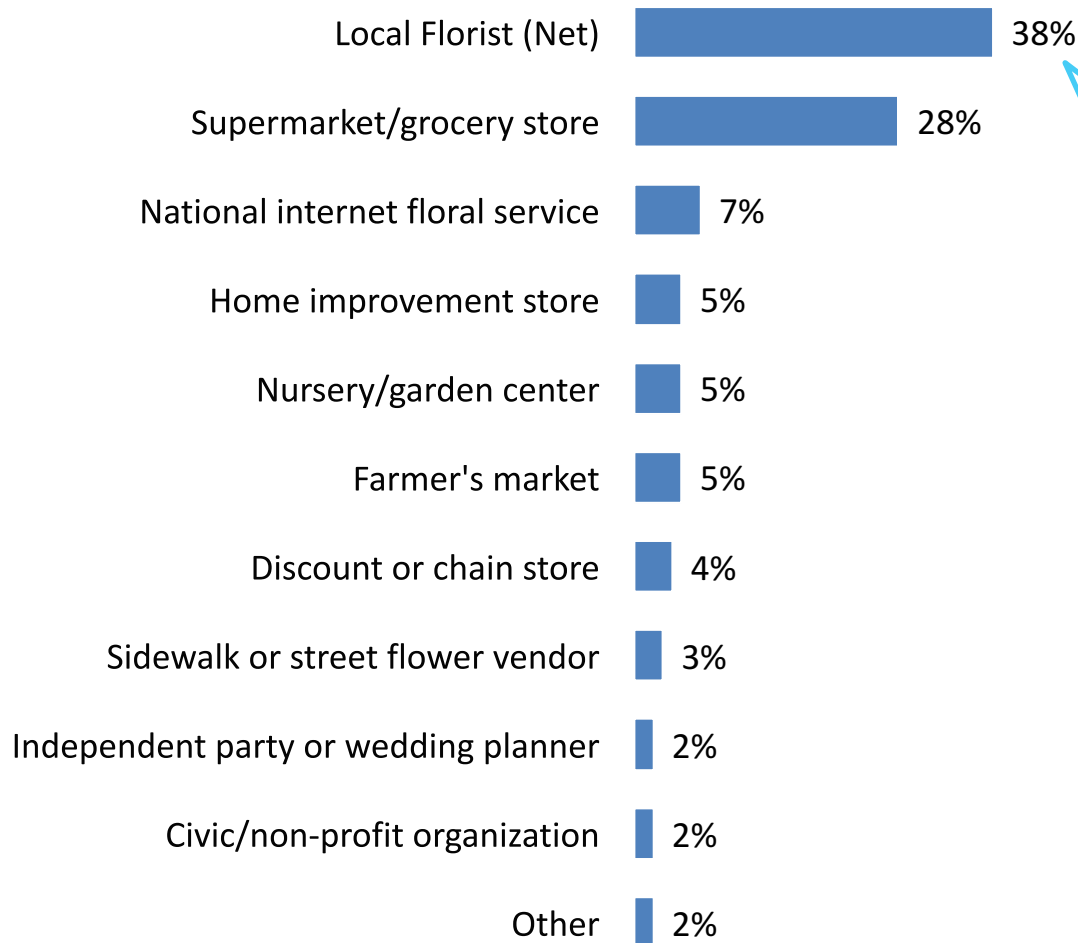
> Of local florist purchases of cut flowers:
> 55% are reported as in person
> 24% are reported as by telephone
> 21% are reported as by Internet

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

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# Most Common Outlets by Age and Gender: Cut Flowers

• When it comes to cut flower purchases, men (43%) and young adults (42%) are most commonly making their purchases at a local florist, while women (41%) and those 55+ (47%) are more likely to buy their flowers from a supermarket.

| | Male | Female | 18-34 | 35-54 | 55+ |
|---|---|---|---|---|---|
| | (A) | (B) | (C) | (D) | (E) |
| Local florist | 43% (B) | 29% | 42% (DE) | 38% (E) | 25% |
| Supermarket/Grocery store | 21% | 41% (A) | 22% | 28% (C) | 47% (CD) |
| National internet floral service | 8% (B) | 6% | 7% | 8% | 7% |
| Home improvement store | 5% | 4% | 5% (E) | 4% | 3% |
| Nursery/Garden center | 5% | 5% | 5% | 4% | 4% |
| Farmer's market | 5% | 4% | 5% (E) | 4% | 3% |
| Discount or chain store | 4% | 5% | 4% | 5% | 5% |
| Sidewalk/Street flower vendor | 4% (B) | 2% | 4% (E) | 3% | 2% |
| Independent party/Wedding planner | 3% (B) | 1% | 3% (E) | 2% (E) | LT1% |
| Civic/Non-profit organization | 2% | 1% | 2% (E) | 2% (E) | LT1% |
| Other | 2% | 2% | 1% | 2% | 4% (CD) |

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Average Amount of Purchase by Outlet: All Floral Products

- Local florist purchases range in average price paid, while supermarket purchases are significantly more likely to be under $25.
- Most nursery/garden center purchases are under $50 (70%), though the average price point is higher for nursery/garden centers than it is for supermarkets.



Legend: ■ Local Florist  ■ Supermarket  ■ Nursery

| | $1-$24 | $25-$49 | $50-$99 | $100+ |
|---|---|---|---|---|
| Local Florist | 23% | 25% | 25% | 28% |
| Supermarket | 70% | 15% | 6% | 10% |
| Nursery | 47% | 23% | 14% | 15% |

Q7. For each floral purchase you made, please indicate how much you spent on each purchase. Please include the full price you paid, including any tax, service, and delivery charges. (One response per purchase)

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# Market Share by Outlet: All Floral Products

- Local florists account for nearly one-third of floral product transactions, and take in 41% of the total spending on floral products.
- Supermarkets have a higher share of floral product transactions (26%) than they do of the total spend (15%), indicating a significantly lower price point for floral products sold in supermarkets relative to other outlets.
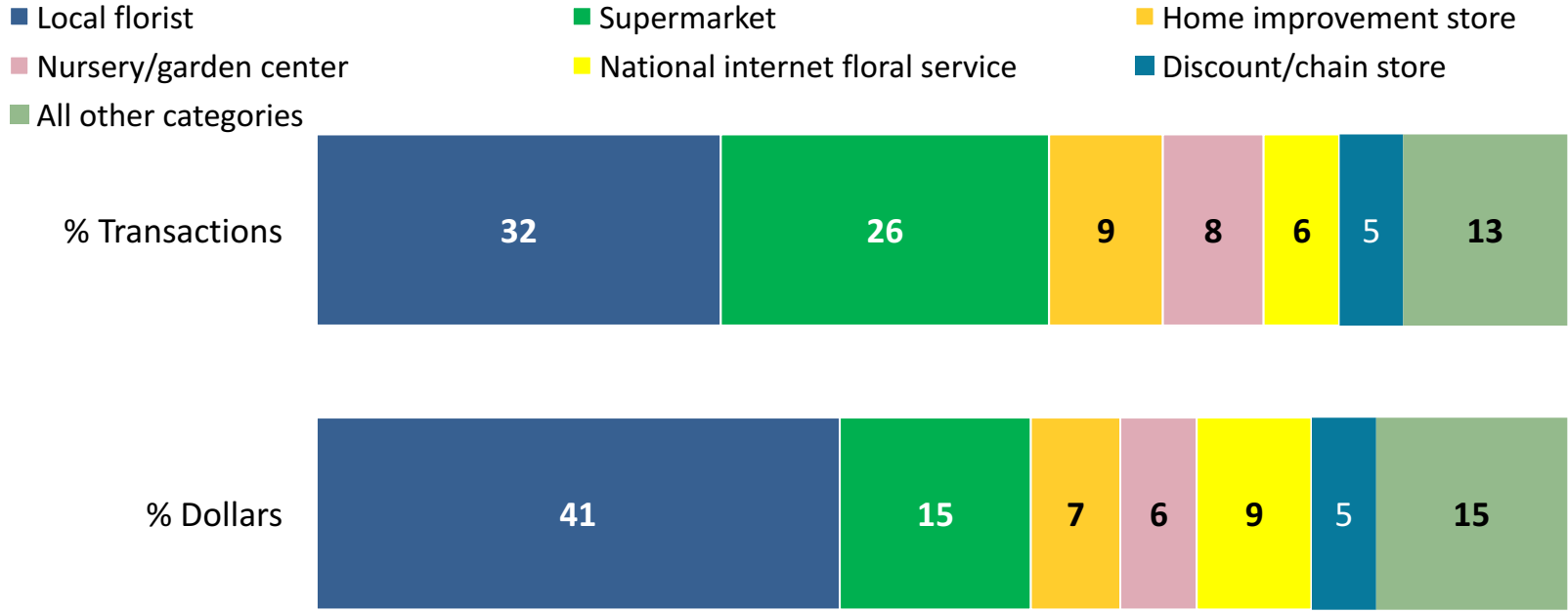
**Legend:**
- ■ Local florist
- ■ Supermarket
- ■ Home improvement store
- ■ Nursery/garden center
- ■ National internet floral service
- ■ Discount/chain store
- ■ All other categories

**% Transactions:** 32 | 26 | 9 | 8 | 6 | 5 | 13

**% Dollars:** 41 | 15 | 7 | 6 | 9 | 5 | 15

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

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# Primary Purchase Factors: All Floral Products

- The primary consideration when selecting a location to purchase floral products is convenience (27%). Quality (19%) and price (15%) are the next most important vendor selection factors.
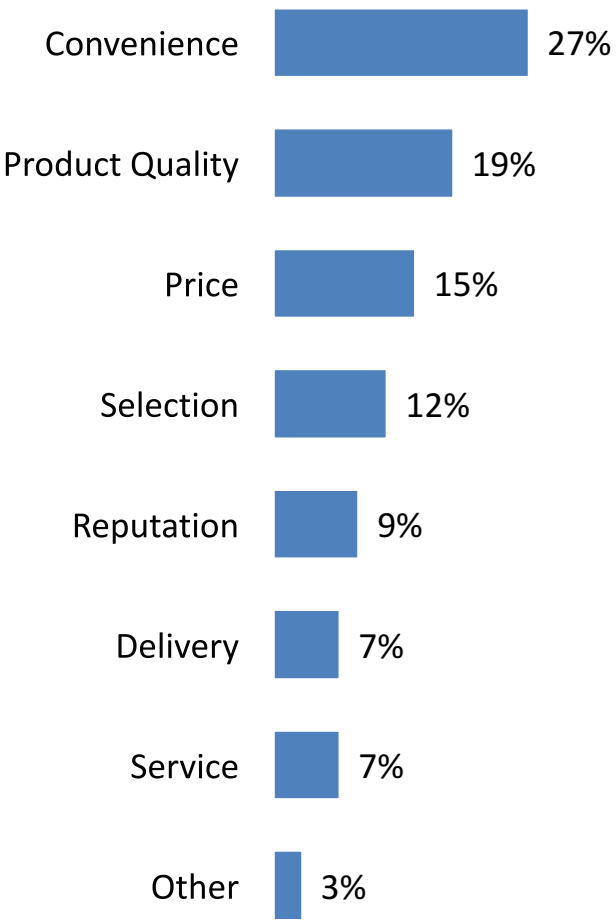
| Factor | Percentage |
|---|---|
| Convenience | 27% |
| Product Quality | 19% |
| Price | 15% |
| Selection | 12% |
| Reputation | 9% |
| Delivery | 7% |
| Service | 7% |
| Other | 3% |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

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# Primary Purchase Factors by Gender, Age: All Floral Products

- Women and older adults (ages 55+) are especially likely to stress the importance of convenience when choosing an outlet to purchase floral products.
- Other factors such as quality, reputation, delivery and service are more likely to be mentioned by men as reasons for choosing the outlet where they purchased a floral product. Younger adults (34 years old or under) are also more likely to consider these other factors as important when selecting a floral vendor.

|  | **Male** | **Female** | **18-34** | **35-54** | **55+** |
|---|---|---|---|---|---|
|  | (A) | (B) | (C) | (D) | (E) |
| Convenience | 22% | 34% (A) | 22% | 28% (C) | 36% (CD) |
| Product Quality | 21% (B) | 16% | 21% (DE) | 18% | 17% |
| Price | 13% | 18% (A) | 13% | 15% (C) | 19% (C) |
| Selection | 12% | 13% | 12% | 12% | 15% (CD) |
| Reputation | 12% (B) | 6% | 11% (E) | 10% (E) | 5% |
| Delivery | 9% (B) | 5% | 9% (E) | 8% (E) | 3% |
| Service | 9% (B) | 4% | 10% (DE) | 7% (E) | 2% |
| Other | 2% | 3% | 2% | 3% | 4% (C) |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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# Primary Purchase Factors by Outlet: All Floral Products

- Quality (24%) is the main reason for selecting a vendor among those buying floral products from local florists, while convenience (48%) is the primary purchase factor for those purchasing from supermarkets.
- Reputation (14%), delivery (11%), and service (11%) are more important for florist purchases than they are for supermarket or nursery purchases.
- Primary factors for nursery purchases are quality (27%), convenience (20%), and selection (20%).

|  | Local Florist | Supermarket | Nursery |
|---|---|---|---|
|  | (A) | (B) | (C) |
| Convenience | 17% | 48% (AC) | 20% (A) |
| Product Quality | 24% (B) | 13% | 27% (AB) |
| Price | 10% | 18% (AC) | 12% (A) |
| Selection | 11% | 10% | 20% (AB) |
| Reputation | 14% (BC) | 4% | 9% (B) |
| Delivery | 11% (BC) | 3% | 4% |
| Service | 11% (BC) | 3% | 5% |
| Other | 1% | 2% | 2% |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

Note: Capital letters indicate a statistically significant difference at the 95% confidence level

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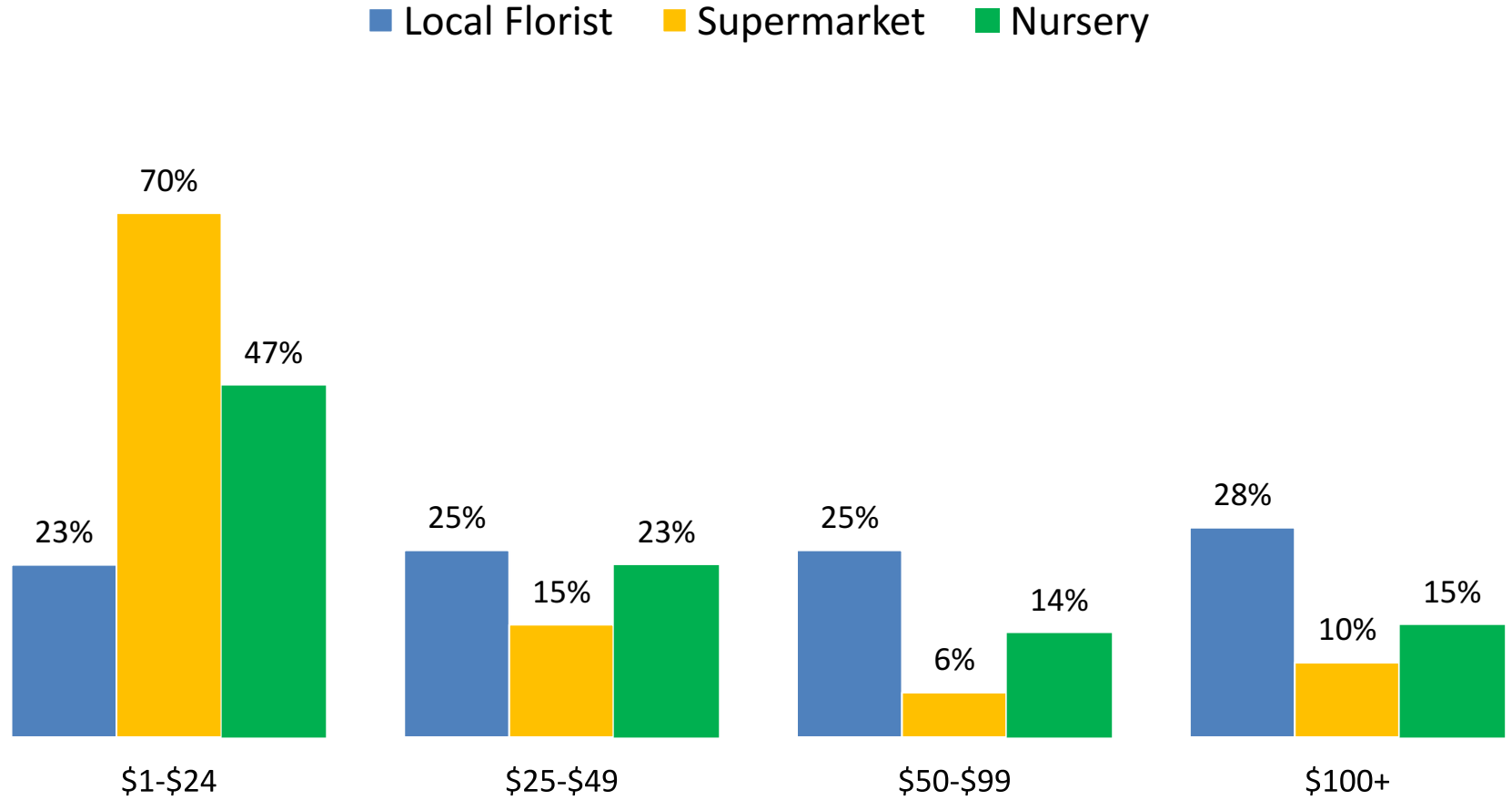
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# Primary Purchase Factors by Outlet: Cut Flowers

- Local florists and nurseries/garden centers are chosen largely for their product quality.
- Convenience is overwhelmingly the most important factor for supermarket purchases, and price is a more important consideration when making a supermarket purchase than it is when making a purchase from a florist or from a nursery.
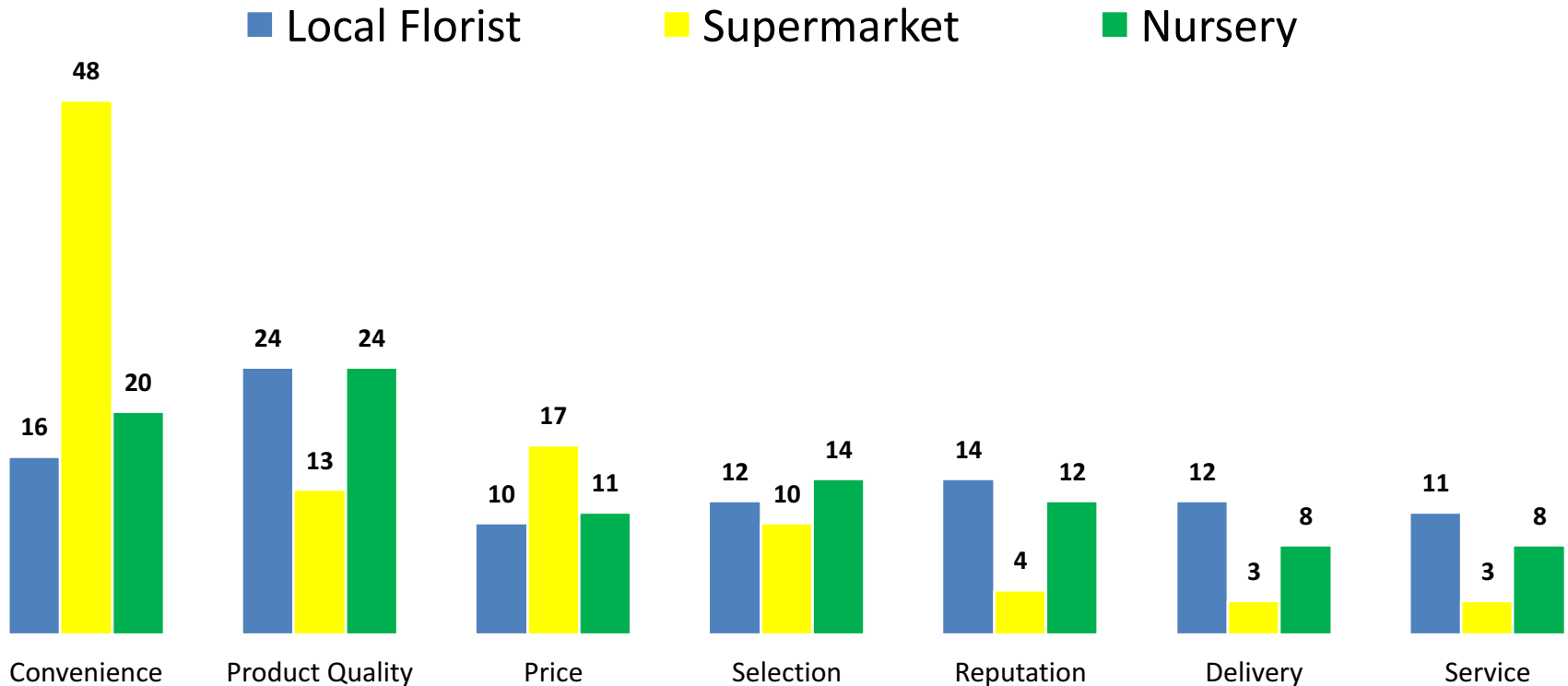


Legend: ■ Local Florist  ■ Supermarket  ■ Nursery

| Factor | Local Florist | Supermarket | Nursery |
|---|---|---|---|
| Convenience | 16 | 48 | 20 |
| Product Quality | 24 | 13 | 24 |
| Price | 10 | 17 | 11 |
| Selection | 12 | 10 | 14 |
| Reputation | 14 | 4 | 12 |
| Delivery | 12 | 3 | 8 |
| Service | 11 | 3 | 8 |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

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# Purchase Satisfaction: All Floral Products

- Overwhelmingly, purchasers are satisfied with the floral products they bought during 2016. Purchasers report being "very" satisfied with 77% of their floral purchases, and another 19% say they are "somewhat" satisfied.
- Satisfaction levels are consistent throughout the year/ across demographics.
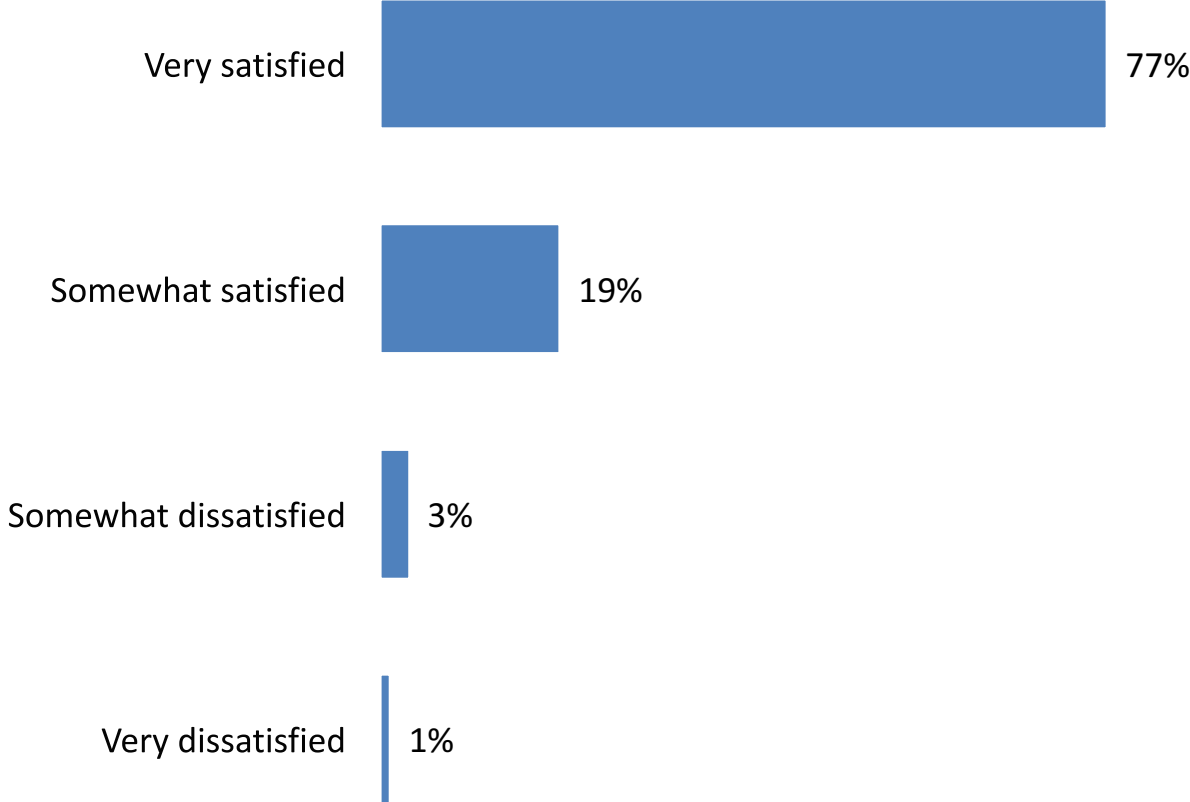


Very satisfied — 77%
Somewhat satisfied — 19%
Somewhat dissatisfied — 3%
Very dissatisfied — 1%

Q10. For each floral purchase you made in (PREVIOUS MONTH), how satisfied were you with your purchase? (One response per purchase)

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# Purchase Satisfaction: Cut Flowers

• Purchases of cut flowers result in very strong levels of satisfaction, as 77% of purchases are given a "very satisfied" rating.
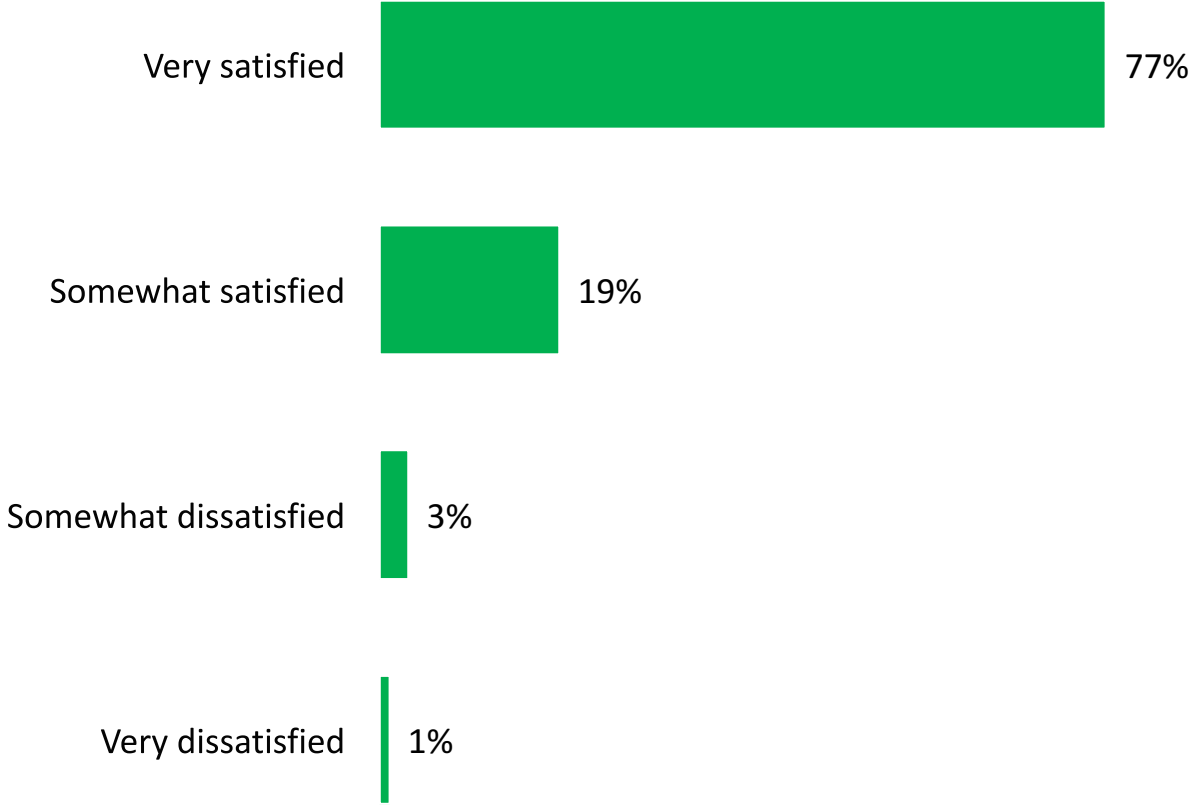


| Category | Percentage |
|---|---|
| Very satisfied | 77% |
| Somewhat satisfied | 19% |
| Somewhat dissatisfied | 3% |
| Very dissatisfied | 1% |

Q10. For each floral purchase you made in (PREVIOUS MONTH), how satisfied were you with your purchase? (One response per purchase)

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2016 FLORAL PURCHASE TRACKING STUDY
# Cut Flowers: Additional Details

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# Demographic Profile: Population vs. Cut Flower Purchasers

- As was the case with all floral purchasers, cut flower purchasers are younger, more male, and have higher incomes compared to the general population.

## Gender

**Population**
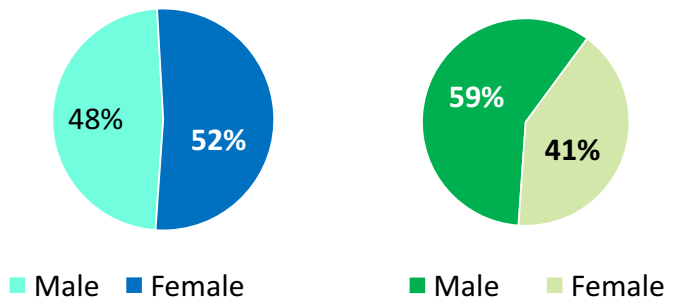
- Male: 48%
- Female: 52%

**Cut Flower Purchasers**

- Male: 59%
- Female: 41%

## Age

Population | Cut flower purchasers

| Age | Population | Cut flower purchasers |
|-----|-----------|----------------------|
| 18-34 | 30% | 45% |
| 35-49 | 25% | 28% |
| 50-64 | 29% | 19% |
| 65+ | 16% | 8% |
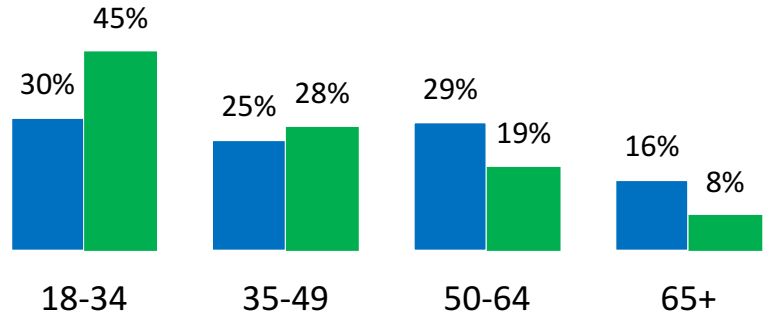
## Household Income

Population | Cut flower purchasers

| Income | Population | Cut flower purchasers |
|--------|-----------|----------------------|
| LT $30k | 23% | 14% |
| $30k - $49k | 18% | 14% |
| $50k - $74k | 18% | 18% |
| $75k+ | 40% | 54% |

## Marital Status

**Population**

- Married: 55%
- Not married: 45%

**Cut Flower Purchasers**

- Married: 66%
- Not married: 34%
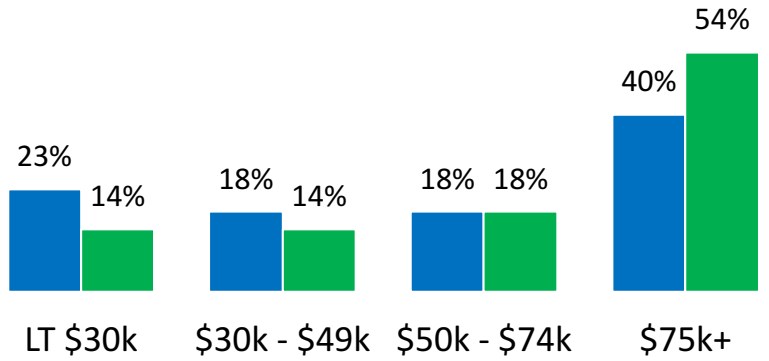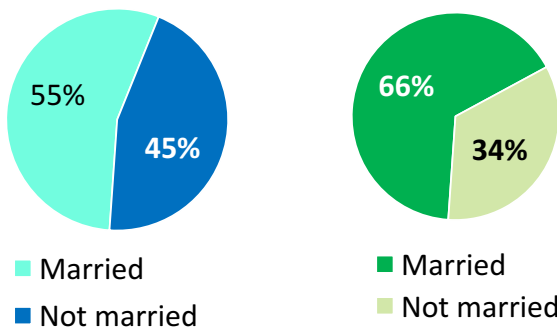
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# Top Occasions by Transactions and Dollars Spent: Cut Flowers

- While the highest percentage of transactions are for no special occasion, the highest percentage of dollars are spent on anniversary flowers, indicating a higher price point paid for flowers bought for anniversaries than for those purchased without an occasion in mind.

## % Transactions
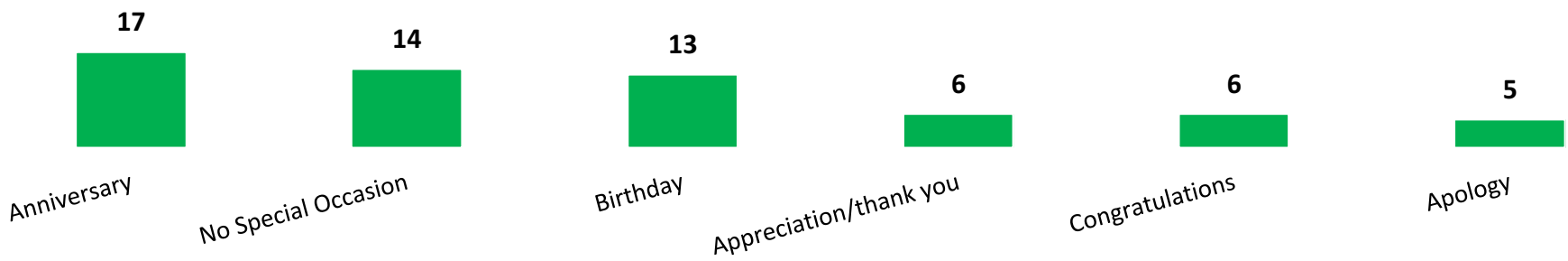
| Occasion | % |
|---|---|
| No Special Occasion | 23 |
| Birthday | 12 |
| Anniversary | 12 |
| Appreciation/Thank you | 6 |
| Home Decoration | 5 |
| Congratulations | 5 |

## % Dollars

| Occasion | % |
|---|---|
| Anniversary | 17 |
| No Special Occasion | 14 |
| Birthday | 13 |
| Appreciation/thank you | 6 |
| Congratulations | 6 |
| Apology | 5 |

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# How Ordered (All Outlets): Cut Flowers

- Nearly three-quarters of flower purchases (74%) are made in-person, followed by online transactions (15%), and telephone purchases (9%).
- Similarly, most money spent on cut flowers is spent on in-person purchases (67%). However, internet and phone purchases appear to have a higher price point than in-person purchases do, as the share of money spent on internet flower purchases increases to 21% and the share of phone purchases increases to 11%.

Legend: ■ In-person  ■ Online/Internet  ■ Telephone  ■ Other

**% Transactions**
- In-person: 74
- Online/Internet: 15
- Telephone: 9
- Other: 2

**% Dollars**
- In-person: 67
- Online/Internet: 21
- Telephone: 11
- Other: 1

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

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# Recipients by Transactions and Dollars Spent: Cut Flowers

- Cut flowers are most often purchased for a spouse (29%) or for the purchaser himself/herself (20%).
- Purchasers appear to be willing to spend higher amounts for their spouse (35% of dollars spent) and for their mothers (16%), while purchases for themselves represent a lower share of dollars spent.

**■ % Transactions    ■ % Dollars**

| Recipient | % Transactions | % Dollars |
|---|---|---|
| Spouse | 29 | 35 |
| Self | 20 | 15 |
| Mother | 15 | 16 |
| Significant other | 8 | 6 |
| Friend | 7 | 5 |
| Child | 5 | 5 |
| Other | 17 | 18 |
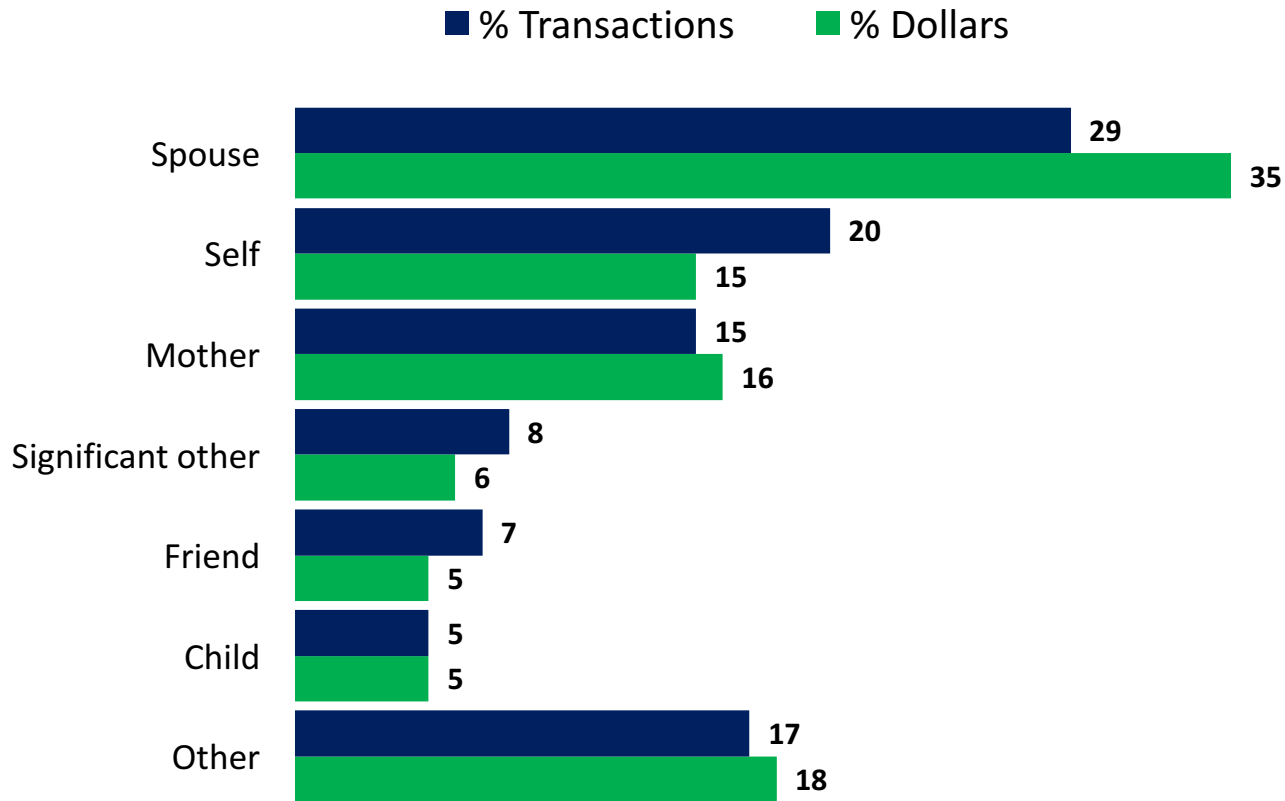
Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

# Recipients by Outlet: Cut Flowers

- When purchasing flowers for a spouse, purchases are made more often from a florist (35%) than they are from a supermarket (25%) or nursery (22%).
- On the other hand, purchases made for one's self are much more likely to be made at a supermarket (31%) or nursery (27%) than they are to be made from a local florist (13%).
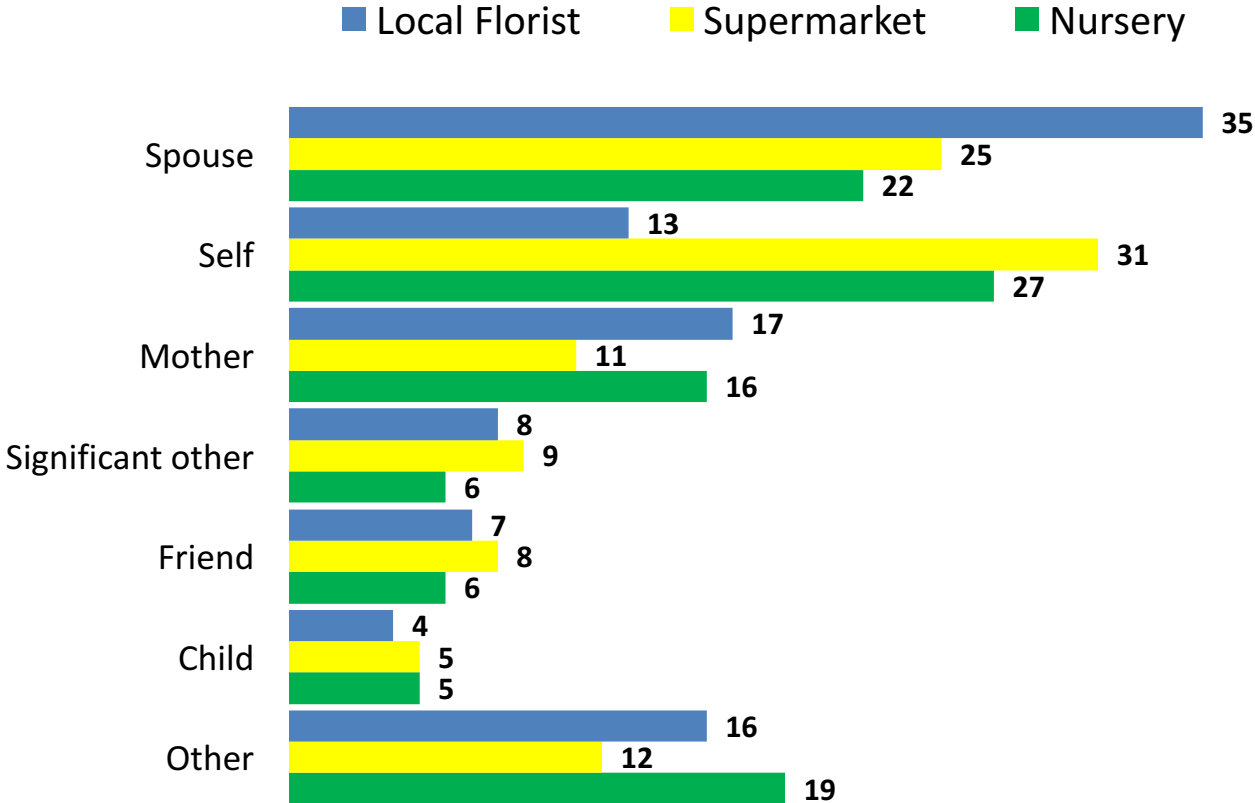


Legend: ■ Local Florist ■ Supermarket ■ Nursery

| Recipient | Local Florist | Supermarket | Nursery |
|---|---|---|---|
| Spouse | 35 | 25 | 22 |
| Self | 13 | 31 | 27 |
| Mother | 17 | 11 | 16 |
| Significant other | 8 | 9 | 6 |
| Friend | 7 | 8 | 6 |
| Child | 4 | 5 | 5 |
| Other | 16 | 12 | 19 |

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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2016 FLORAL PURCHASE TRACKING STUDY
# Holiday Purchases: Additional Details

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# Demographic Profile: Holiday Purchasers vs. All Floral Purchasers

- People purchasing floral products for the holidays generally have the same profile as the typical floral purchaser, with one exception – holiday purchasers tend to be older than the average floral purchaser.

## Gender

**Holiday Purchasers**

56% Male, 44% Female

- Male
- Female

**All Floral Purchasers**

55% Male, 45% Female

- Male
- Female

## Age

- Holiday
- All Floral purchasers

| Age | Holiday | All Floral purchasers |
|-----|---------|----------------------|
| 18-34 | 33% | 41% |
| 35-49 | 27% | 26% |
| 50-64 | 26% | 21% |
| 65+ | 14% | 11% |

## Household Income

- Holiday
- All Floral purchasers

| Income | Holiday | All Floral purchasers |
|--------|---------|----------------------|
| LT $30k | 15% | 15% |
| $30k - $49k | 16% | 15% |
| $50k - $74k | 19% | 18% |
| $75k+ | 50% | 52% |

## Marital Status

63% Married, 37% Not married

- Married
- Not married

65% Married, 35% Not married

- Married
- Not married

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# Holiday Ranking: All Floral Products

- Among holiday purchases, Valentine's Day is the leading holiday for purchasing floral products (30% of holiday purchases are for Valentine's Day), followed by Mother's Day and Christmas/Chanukah (26% each).
- Similarly, Christmas, Valentine's Day, and Mother's Day lead holiday spending.

## Transactions
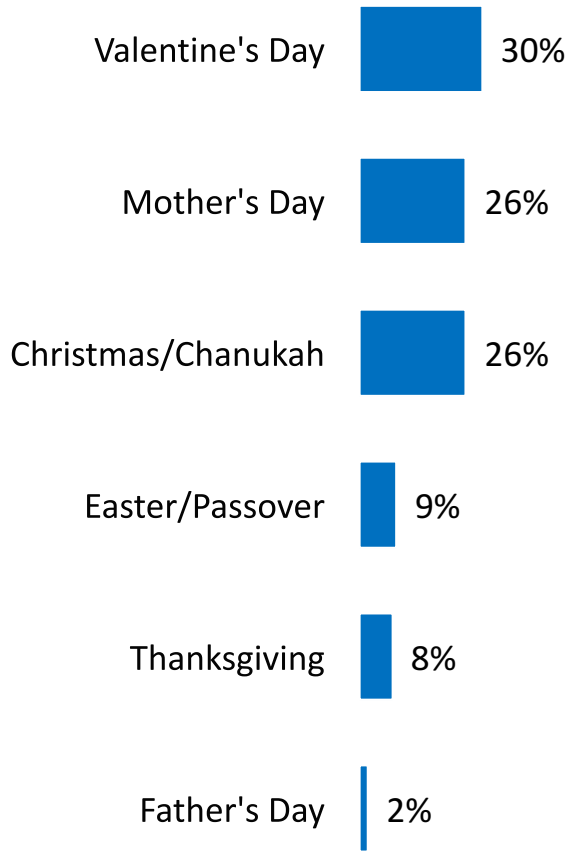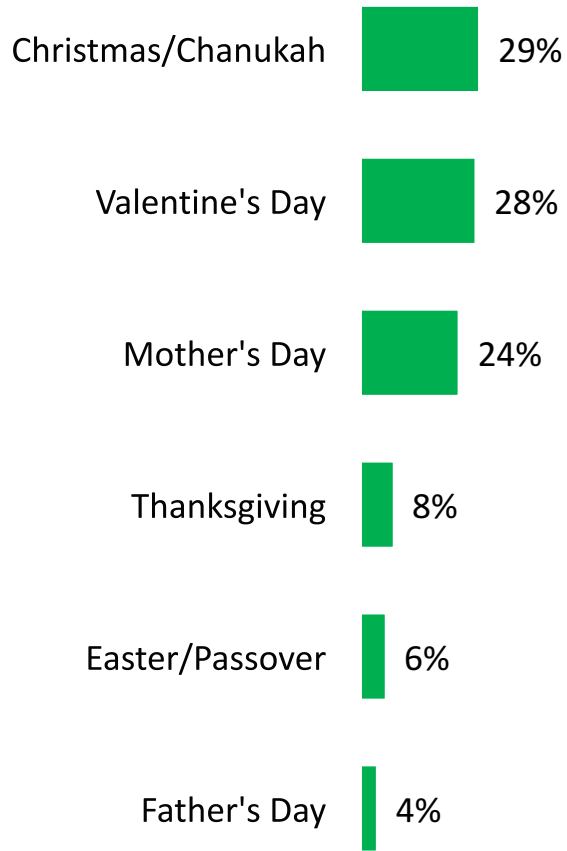
| | |
|---|---|
| Valentine's Day | 30% |
| Mother's Day | 26% |
| Christmas/Chanukah | 26% |
| Easter/Passover | 9% |
| Thanksgiving | 8% |
| Father's Day | 2% |

## Dollars Spent

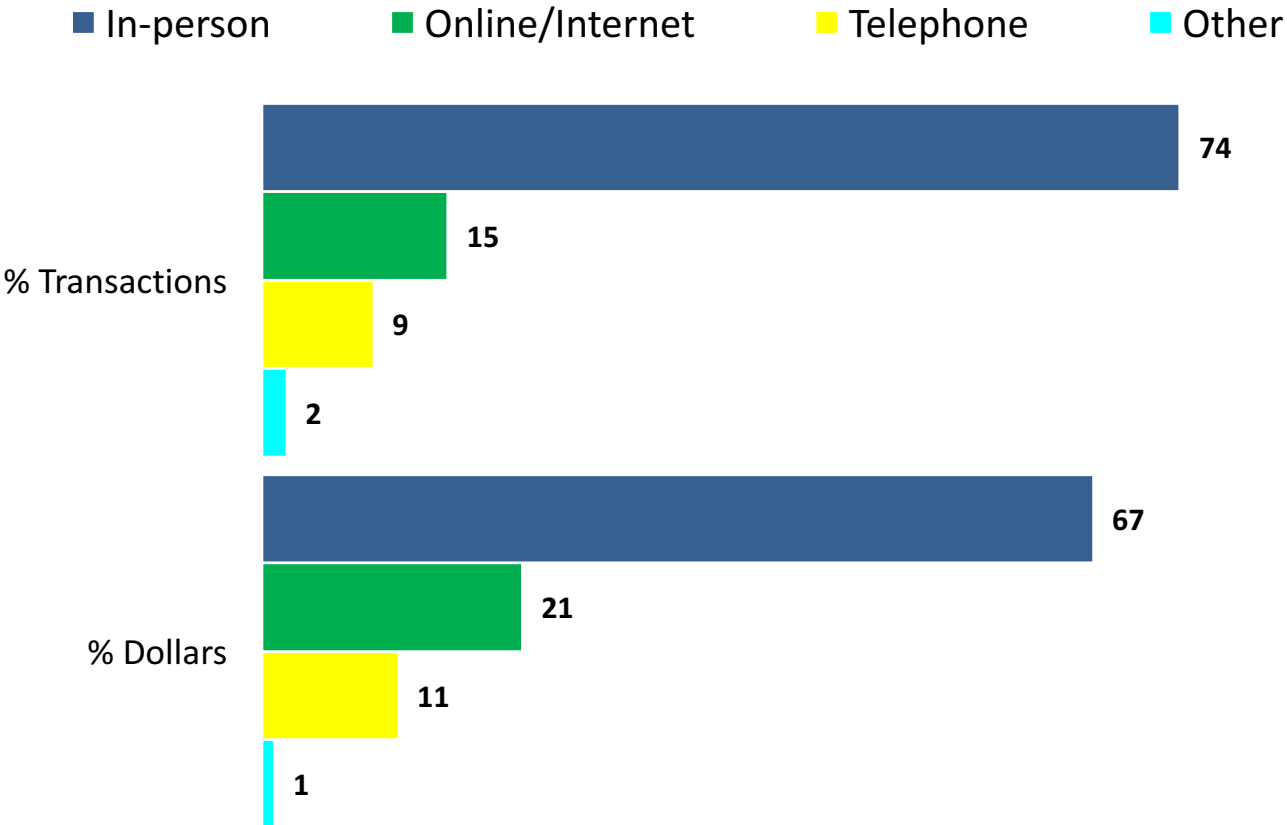| | |
|---|---|
| Christmas/Chanukah | 29% |
| Valentine's Day | 28% |
| Mother's Day | 24% |
| Thanksgiving | 8% |
| Easter/Passover | 6% |
| Father's Day | 4% |

Q5. For each floral purchase you made in (PREVIOUS MONTH), what was the reason or occasion you purchased them for? (One response per purchase).
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# Most Purchased Floral Product Types: All Floral Products: Holiday Purchases

- Among holiday purchases, bouquets/bunches are the most commonly purchased kind of floral product (38% of all holiday purchases). Mixed flowers (35%) and roses (29%) are the most popular type of floral products purchased for holidays.

## Kind Purchased
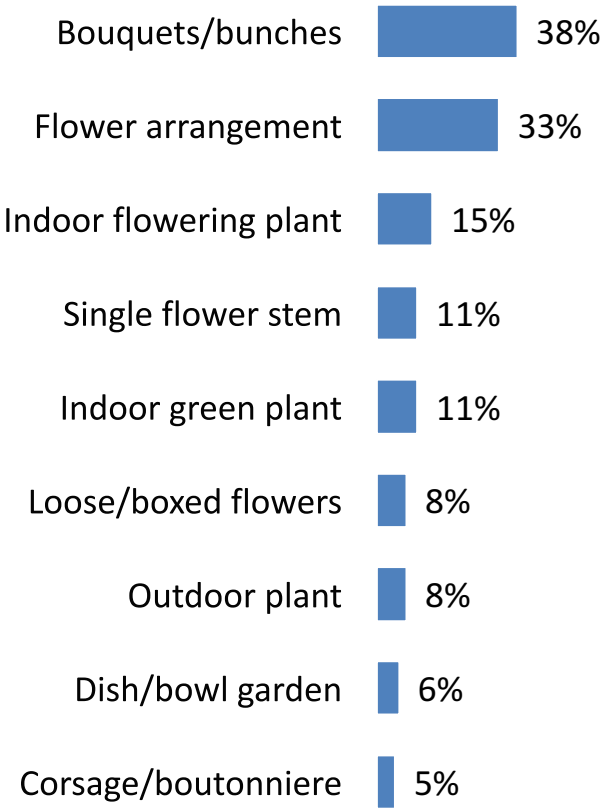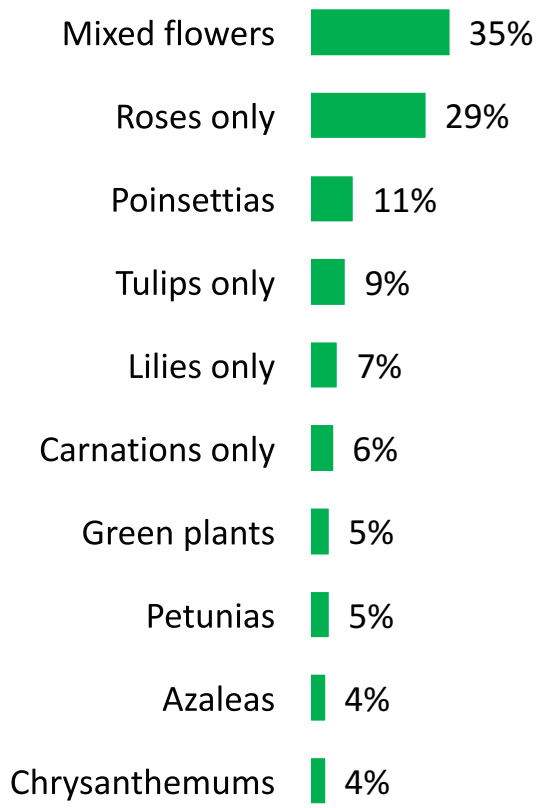
| | |
|---|---|
| Bouquets/bunches | 38% |
| Flower arrangement | 33% |
| Indoor flowering plant | 15% |
| Single flower stem | 11% |
| Indoor green plant | 11% |
| Loose/boxed flowers | 8% |
| Outdoor plant | 8% |
| Dish/bowl garden | 6% |
| Corsage/boutonniere | 5% |

## Type Purchased

| | |
|---|---|
| Mixed flowers | 35% |
| Roses only | 29% |
| Poinsettias | 11% |
| Tulips only | 9% |
| Lilies only | 7% |
| Carnations only | 6% |
| Green plants | 5% |
| Petunias | 5% |
| Azaleas | 4% |
| Chrysanthemums | 4% |

Q2. What kind of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%)

Q3. What type of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%) *Top 10 displayed*

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# Most Common Outlets for Holiday Purchases: All Floral Products

Most holiday purchases are made from either a supermarket (34%) or local florist (31%).
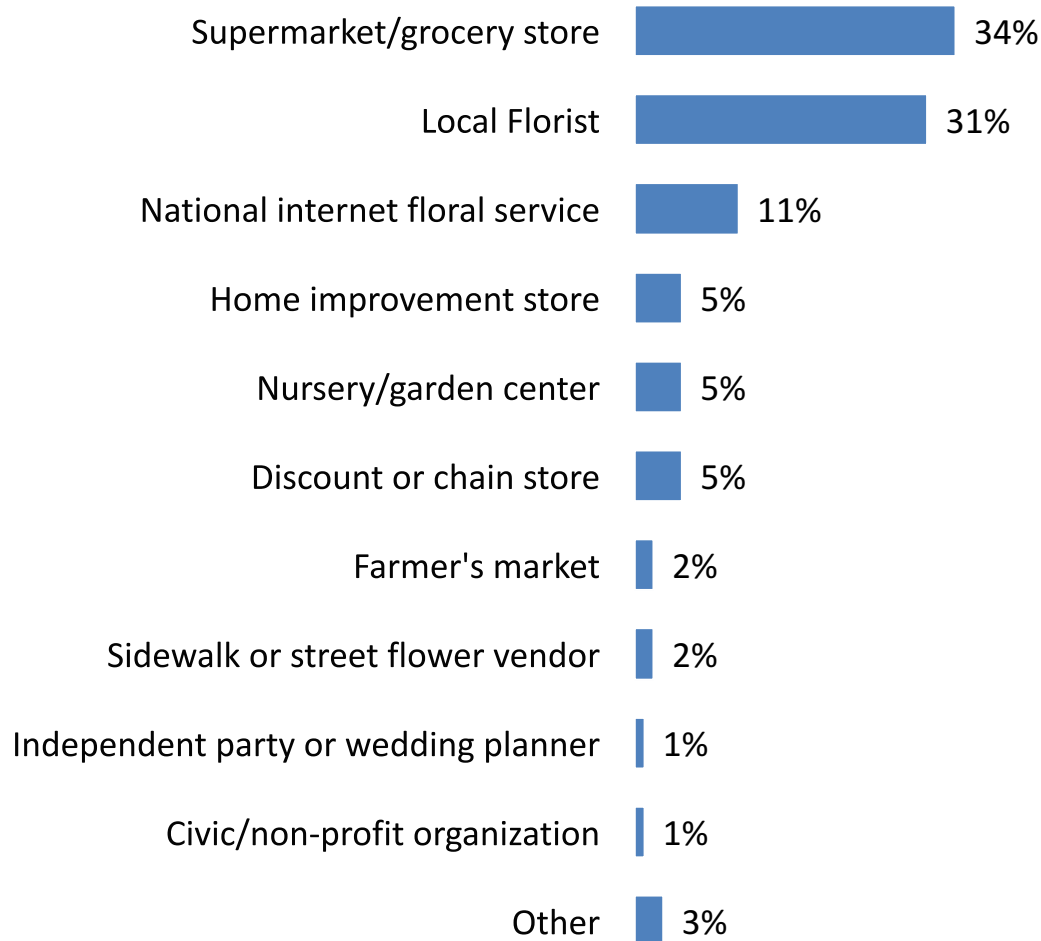
| Outlet | Percentage |
|---|---|
| Supermarket/grocery store | 34% |
| Local Florist | 31% |
| National internet floral service | 11% |
| Home improvement store | 5% |
| Nursery/garden center | 5% |
| Discount or chain store | 5% |
| Farmer's market | 2% |
| Sidewalk or street flower vendor | 2% |
| Independent party or wedding planner | 1% |
| Civic/non-profit organization | 1% |
| Other | 3% |

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

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# Top Recipients: Holiday Purchases vs. All Floral Products

- Holiday purchases are less likely to be for one's self than purchases for other reasons/occasions are. Overall, 28% of floral products are kept by the purchaser himself/herself, but on holidays, just 16% of purchases are kept by the person buying them.

**Legend:** ■ Total ■ Holiday

| Recipient | Total | Holiday |
|---|---|---|
| Self | 28% | 16% |
| Spouse | 25% | 25% |
| Mother | 13% | 25% |
| Significant other | 7% | 9% |
| Friend/Personal acquaintance | 7% | 6% |
| Son or daughter | 4% | 5% |
| Father | 3% | 1% |
| Grandparent | 2% | 3% |
| Sibling | 2% | 2% |
| Business associate/Acquaintance | 2% | 1% |
| Other relative | 4% | 5% |
| Other | 2% | 2% |
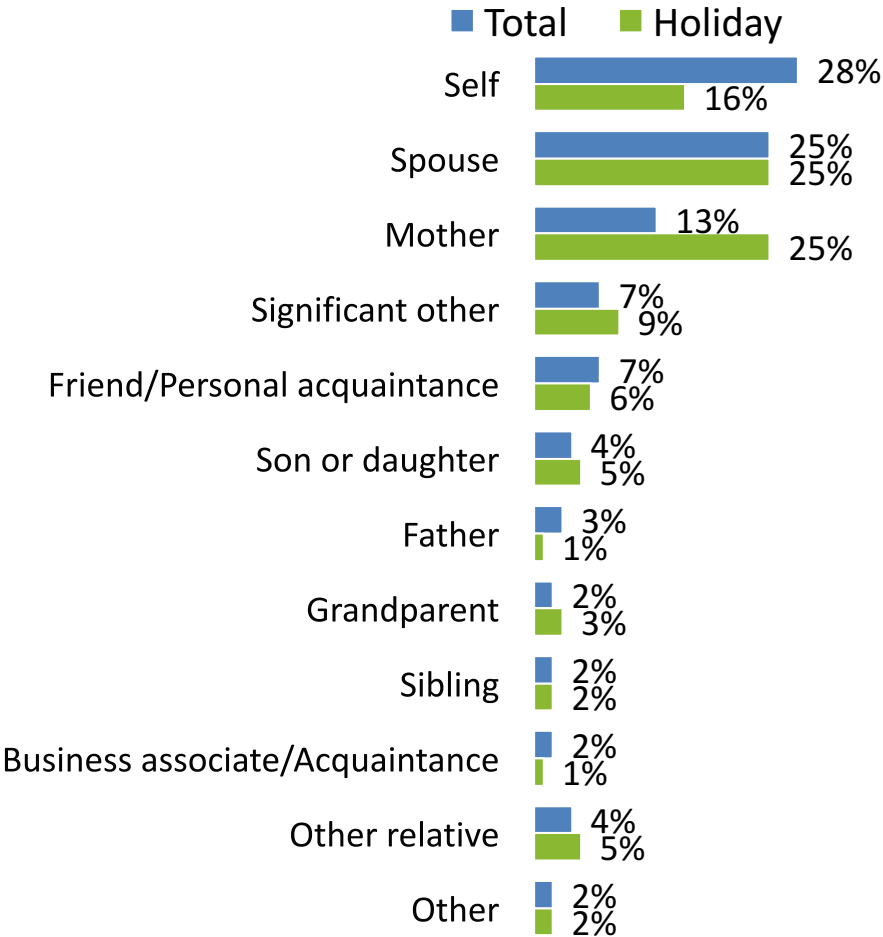
- Mothers are frequent recipients of holiday floral purchases – nearly twice as likely to be the recipient of holiday purchases as they are for other reasons/occasions.

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

# Average Purchase Amount: All Floral Products:
# All Purchases vs. Holiday Purchases

- The average floral purchase is about $30 (median) for both all purchases and holiday purchases, though there are fewer holiday purchases of over $100 for holidays (9%) than there are overall (20%).

## All Purchases
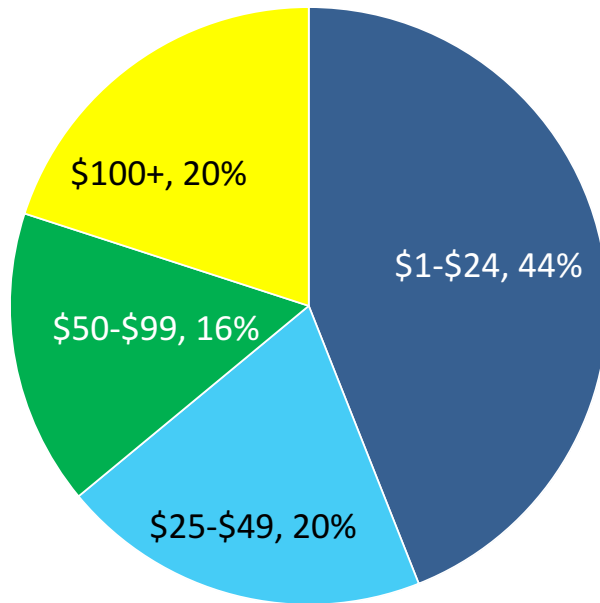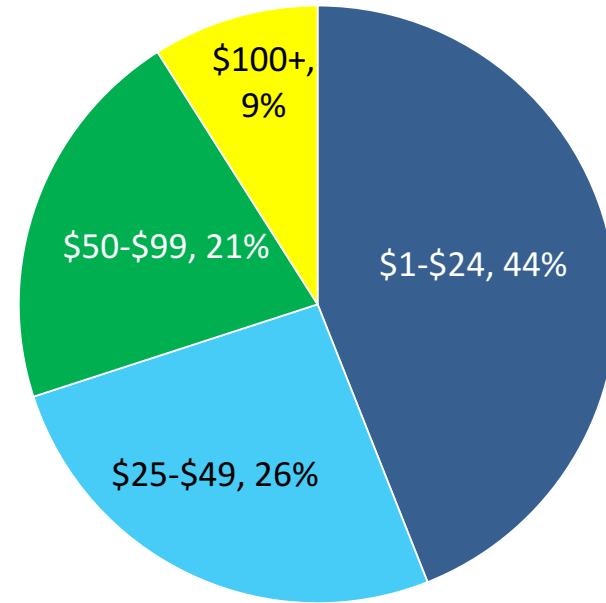


$100+, 20%
$50-$99, 16%
$1-$24, 44%
$25-$49, 20%

## Holiday Purchases



$100+, 9%
$50-$99, 21%
$1-$24, 44%
$25-$49, 26%

Q7. For each floral purchase you made, please indicate how much you spent on each purchase.  Please include the full price you paid, including any tax, service, and delivery charges. (One response per purchase)

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# Primary Purchase Factors: All Floral Products: Holiday Purchases vs. All Purchases

- When it comes to holiday purchases, convenience becomes a more important factor during the holidays than it is for other purchase occasions.
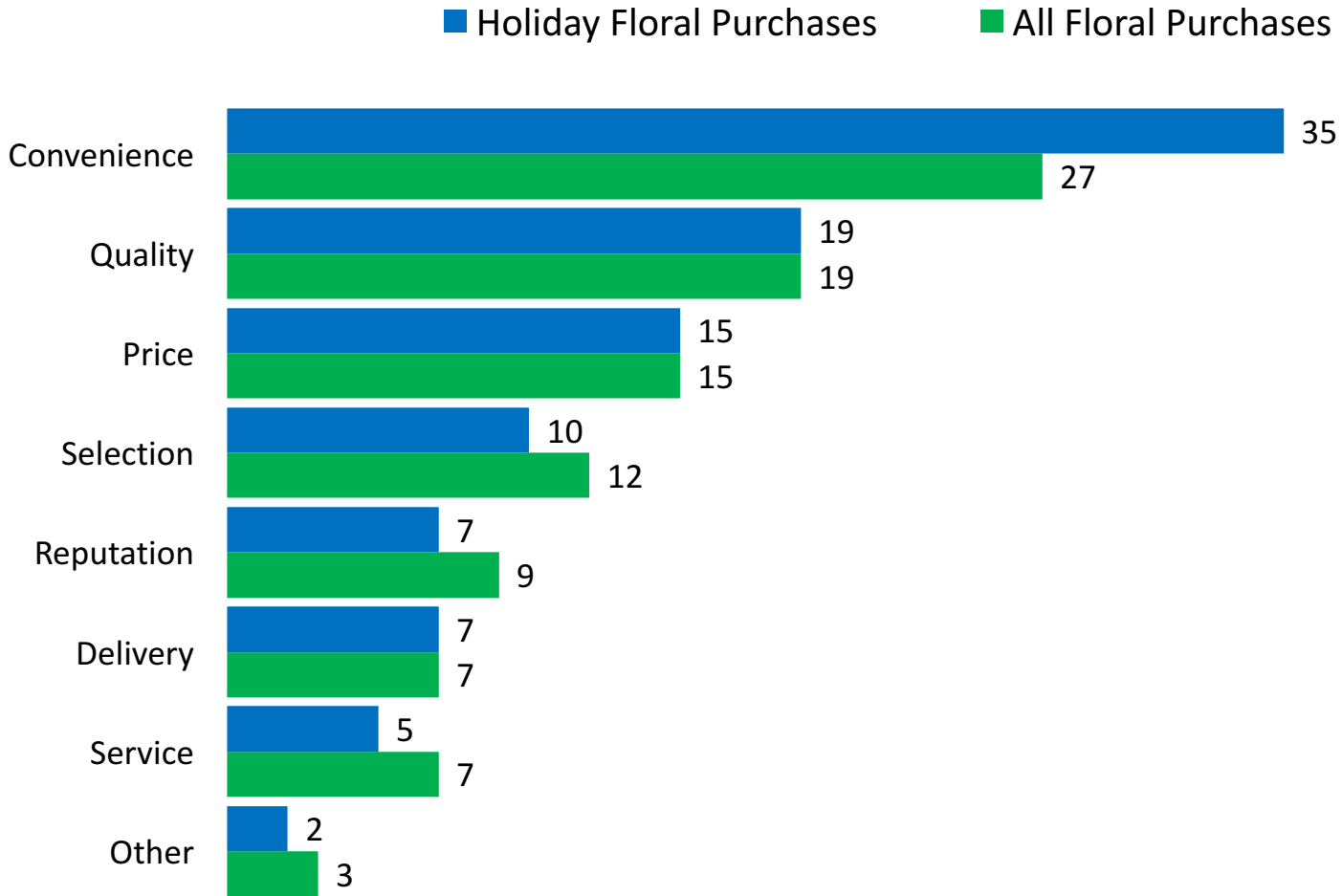


**Legend:** ■ Holiday Floral Purchases  ■ All Floral Purchases

| Factor | Holiday Floral Purchases | All Floral Purchases |
|---|---|---|
| Convenience | 35 | 27 |
| Quality | 19 | 19 |
| Price | 15 | 15 |
| Selection | 10 | 12 |
| Reputation | 7 | 9 |
| Delivery | 7 | 7 |
| Service | 5 | 7 |
| Other | 2 | 3 |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

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# Preferred Colors: All Floral Products: Holiday Purchases

- Red and mixed color floral products stand out as the primary colors for holiday floral products, as more than 6-in-10 purchases are either red (32%) or mixed color (31%).
- Red flowers are particularly popular for Valentine's Day purchases.

**Top bar:** All floral purchases
**Bottom bar:** Holiday floral purchases
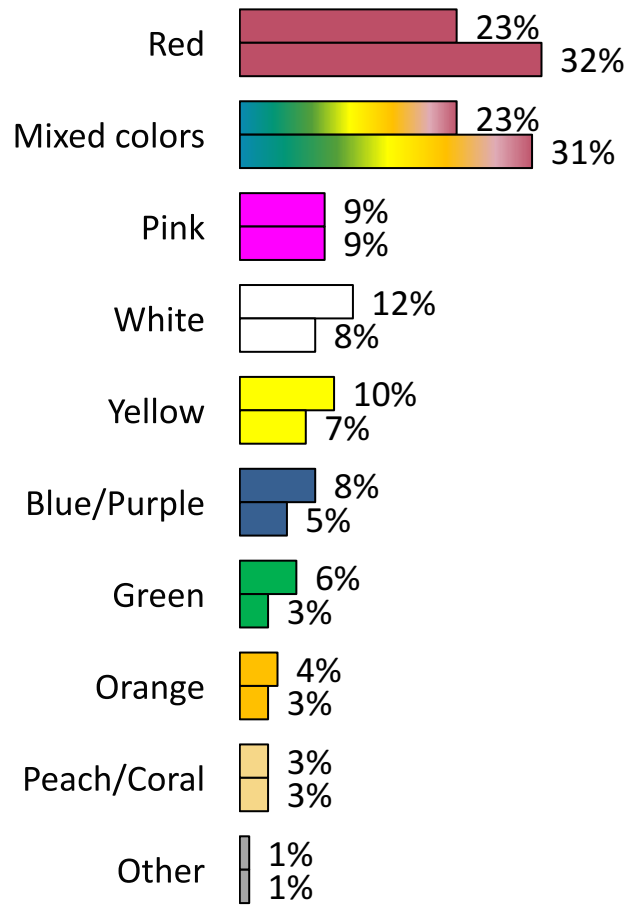
| Color | All floral purchases | Holiday floral purchases |
|-------|------|------|
| Red | 23% | 32% |
| Mixed colors | 23% | 31% |
| Pink | 9% | 9% |
| White | 12% | 8% |
| Yellow | 10% | 7% |
| Blue/Purple | 8% | 5% |
| Green | 6% | 3% |
| Orange | 4% | 3% |
| Peach/Coral | 3% | 3% |
| Other | 1% | 1% |

Q4. For each floral purchase you made in (PREVIOUS MONTH), what color did you buy? (One response per purchase)

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# Valentine's Day Purchases: All Floral Products

- Among Valentine's Day purchases, spouses are the most frequent recipient (39%), and bouquets/bunches are the most common product purchased. Three-quarters of Valentine's Day purchases are made at a supermarket or florist.

## Outlet
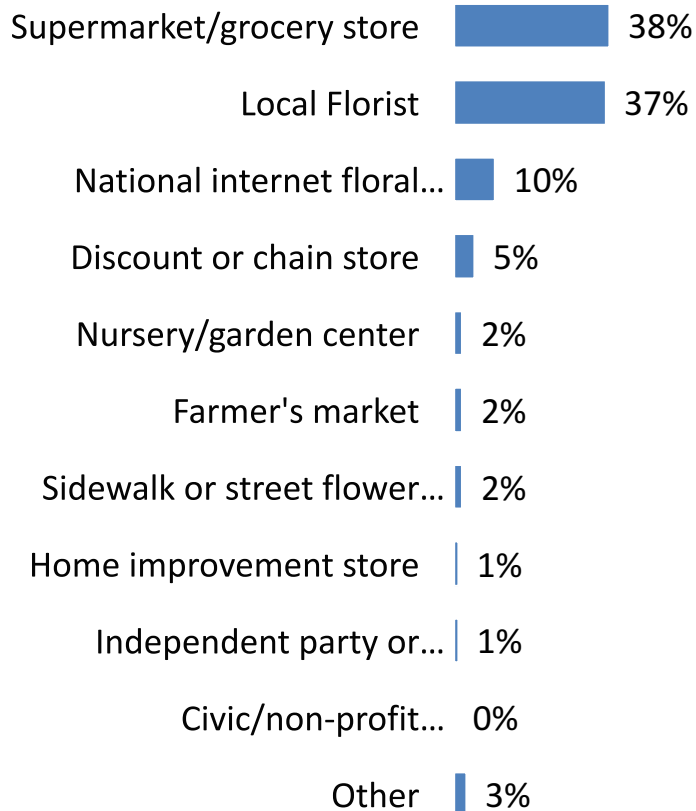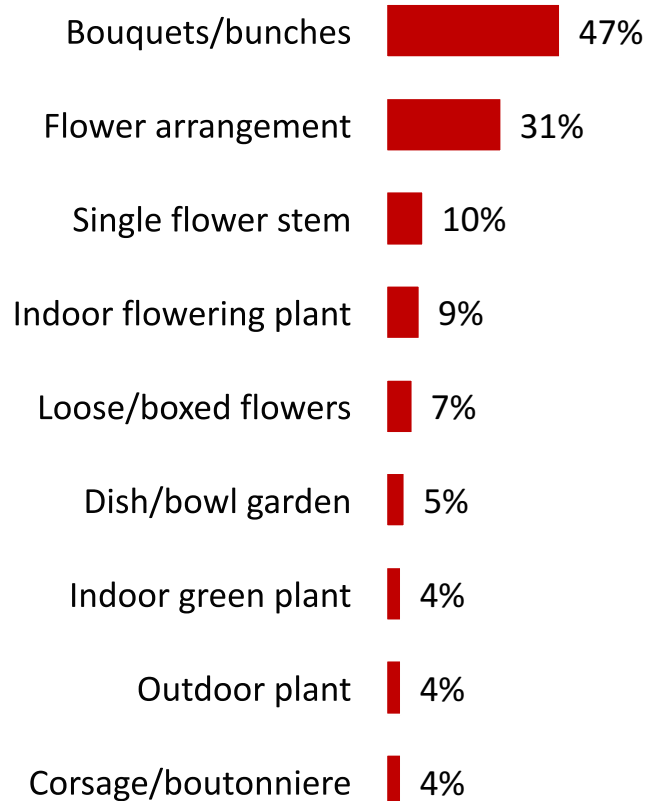
| | |
|---|---|
| Supermarket/grocery store | 38% |
| Local Florist | 37% |
| National internet floral... | 10% |
| Discount or chain store | 5% |
| Nursery/garden center | 2% |
| Farmer's market | 2% |
| Sidewalk or street flower... | 2% |
| Home improvement store | 1% |
| Independent party or... | 1% |
| Civic/non-profit... | 0% |
| Other | 3% |

## Kind

| | |
|---|---|
| Bouquets/bunches | 47% |
| Flower arrangement | 31% |
| Single flower stem | 10% |
| Indoor flowering plant | 9% |
| Loose/boxed flowers | 7% |
| Dish/bowl garden | 5% |
| Indoor green plant | 4% |
| Outdoor plant | 4% |
| Corsage/boutonniere | 4% |

## Recipient

| | |
|---|---|
| Spouse | 39% |
| Significant other | 19% |
| Mother | 14% |
| Self | 7% |
| Friend/Personal... | 6% |
| Son or daughter | 6% |
| Sibling | 2% |
| Other relative | 2% |
| Father | 1% |
| Grandparent | 1% |
| Business... | 1% |
| Other | 1% |

Q2. What kind of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%)

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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# Mother's Day Purchases: All Floral Products

• For Mother's Day, the primary kind of floral products purchased are bouquets/bunches (38%) and arrangements (35%). Purchases for Mother's Day are mostly made at local florists (33%) and supermarkets (30%).

## Outlet

| | |
|---|---|
| Local Florist | 33% |
| Supermarket/grocery store | 30% |
| National internet floral... | 16% |
| Nursery/garden center | 6% |
| Home improvement store | 5% |
| Discount or chain store | 4% |
| Sidewalk or street flower... | 2% |
| Farmer's market | 1% |
| Civic/non-profit... | 1% |
| Independent party or... | 0% |
| Other | 2% |

## Kind

| | |
|---|---|
| Bouquets/bunches | 38% |
| Flower arrangement | 35% |
| Outdoor plant | 15% |
| Single flower stem | 11% |
| Indoor flowering plant | 9% |
| Indoor green plant | 8% |
| Loose/boxed flowers | 7% |
| Dish/bowl garden | 4% |
| Corsage/boutonniere | 4% |

## Recipient

| | |
|---|---|
| Mother | 49% |
| Spouse | 22% |
| Self | 7% |
| Significant other | 4% |
| Son or daughter | 4% |
| Other relative | 4% |
| Grandparent | 4% |
| Friend/Personal... | 3% |
| Sibling | 1% |
| Father | 0% |
| Business... | 0% |
| Other | 1% |

Q2. What kind of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%)

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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# Christmas/Chanukah Purchases: All Floral Products

- Christmas/Chanukah purchases are often for one's self (31%). Common kinds of floral products purchased for Christmas/Chanukah are floral arrangements (38%) and bouquets/bunches (31%).

## Outlet
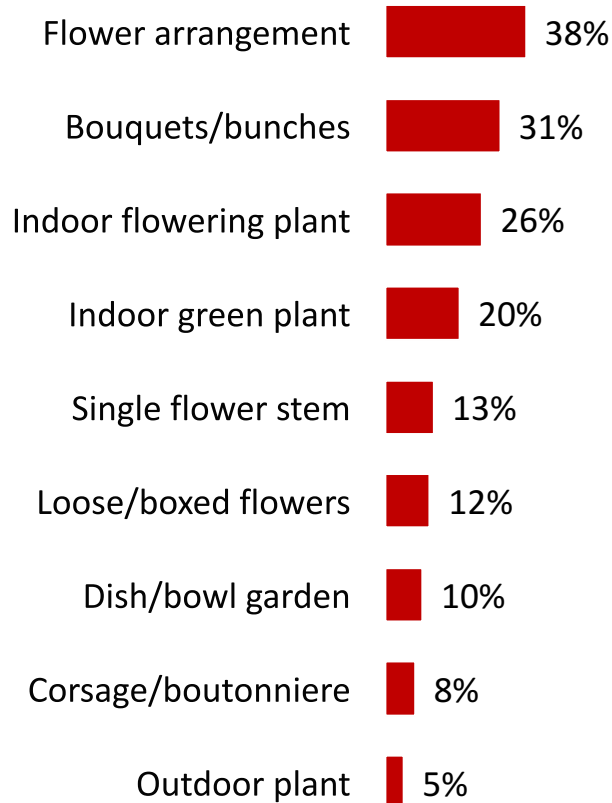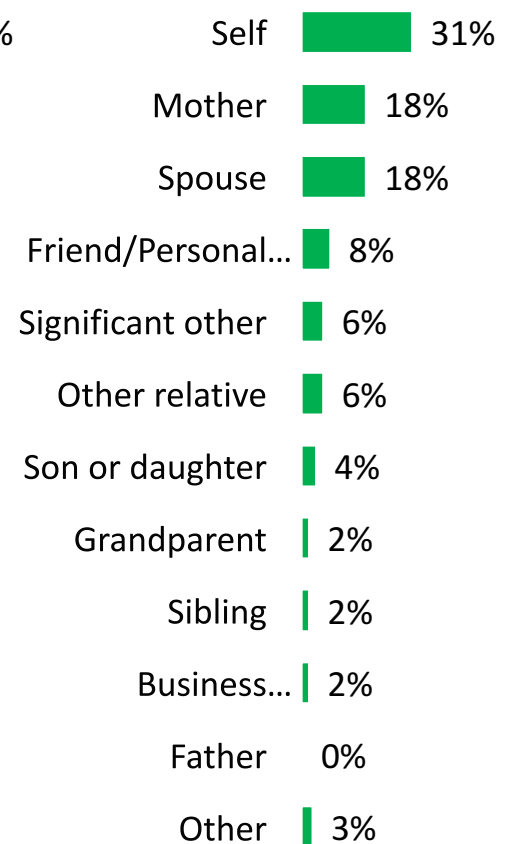
| | |
|---|---|
| Local Florist | 30% |
| Supermarket/grocery store | 28% |
| National internet floral... | 10% |
| Home improvement store | 9% |
| Discount or chain store | 7% |
| Nursery/garden center | 5% |
| Farmer's market | 3% |
| Sidewalk or street flower... | 2% |
| Independent party or... | 2% |
| Civic/non-profit... | 1% |
| Other | 3% |

## Kind

| | |
|---|---|
| Flower arrangement | 38% |
| Bouquets/bunches | 31% |
| Indoor flowering plant | 26% |
| Indoor green plant | 20% |
| Single flower stem | 13% |
| Loose/boxed flowers | 12% |
| Dish/bowl garden | 10% |
| Corsage/boutonniere | 8% |
| Outdoor plant | 5% |

## Recipient

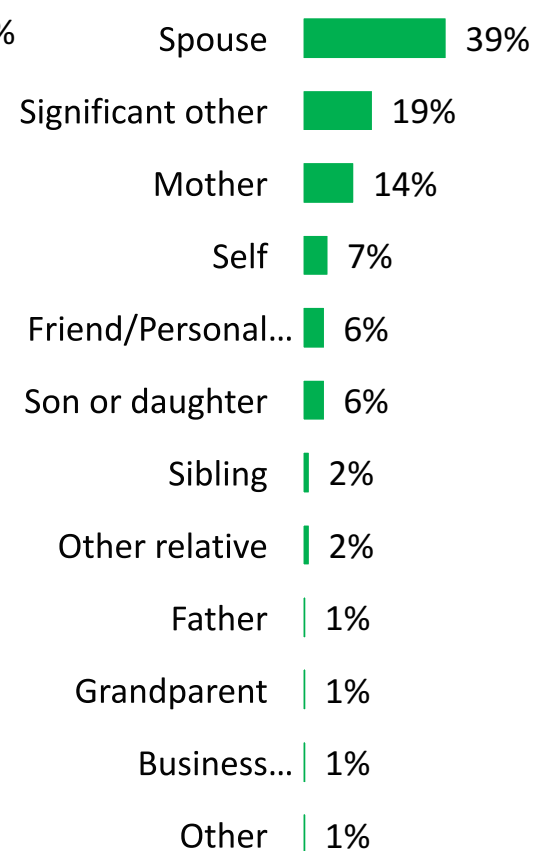| | |
|---|---|
| Self | 31% |
| Mother | 18% |
| Spouse | 18% |
| Friend/Personal... | 8% |
| Significant other | 6% |
| Other relative | 6% |
| Son or daughter | 4% |
| Grandparent | 2% |
| Sibling | 2% |
| Business... | 2% |
| Father | 0% |
| Other | 3% |

Q2. What kind of flower did you purchase? (Multiple responses allowed per purchase occasion, so totals may exceed 100%)
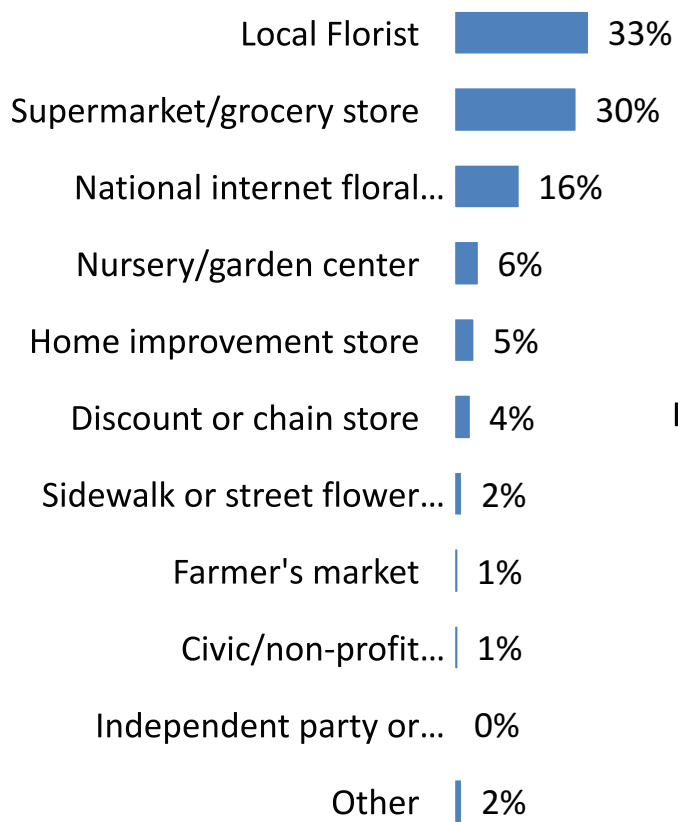
Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)
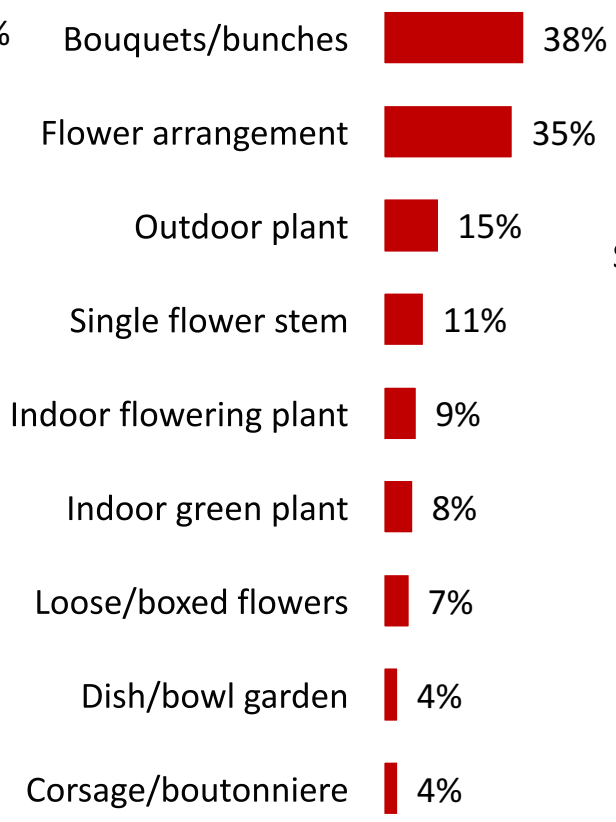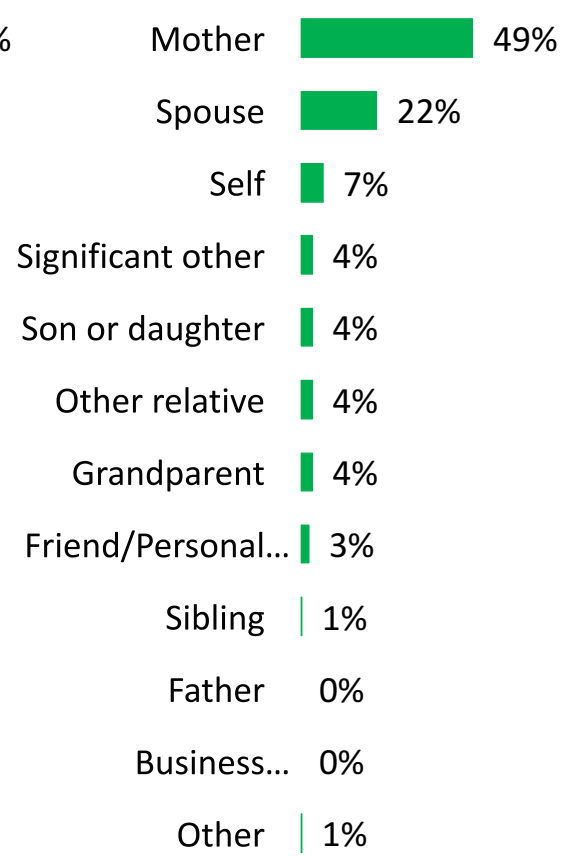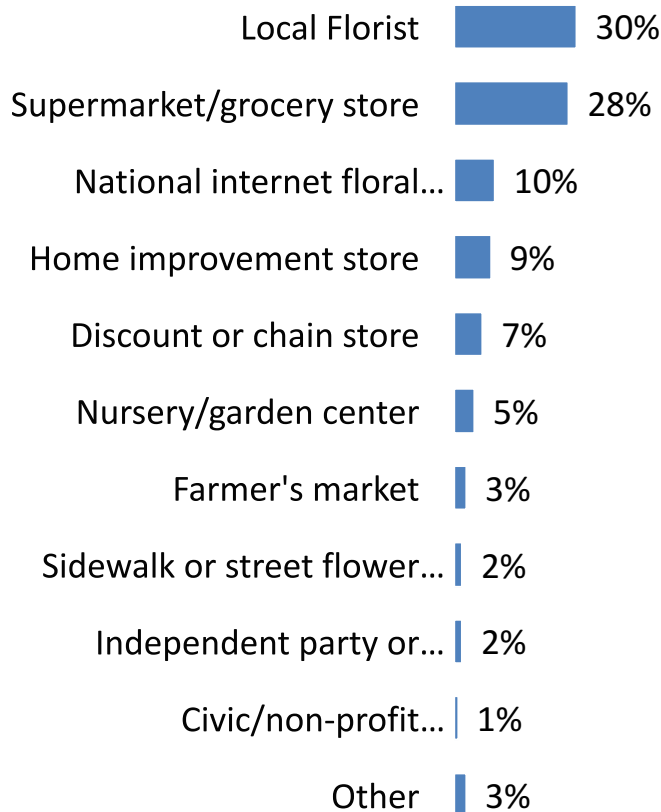
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# Purchase Satisfaction: Holiday Purchases

• Over 8-in-10 purchases result in the buyer being "very satisfied" with floral products purchased for holidays.
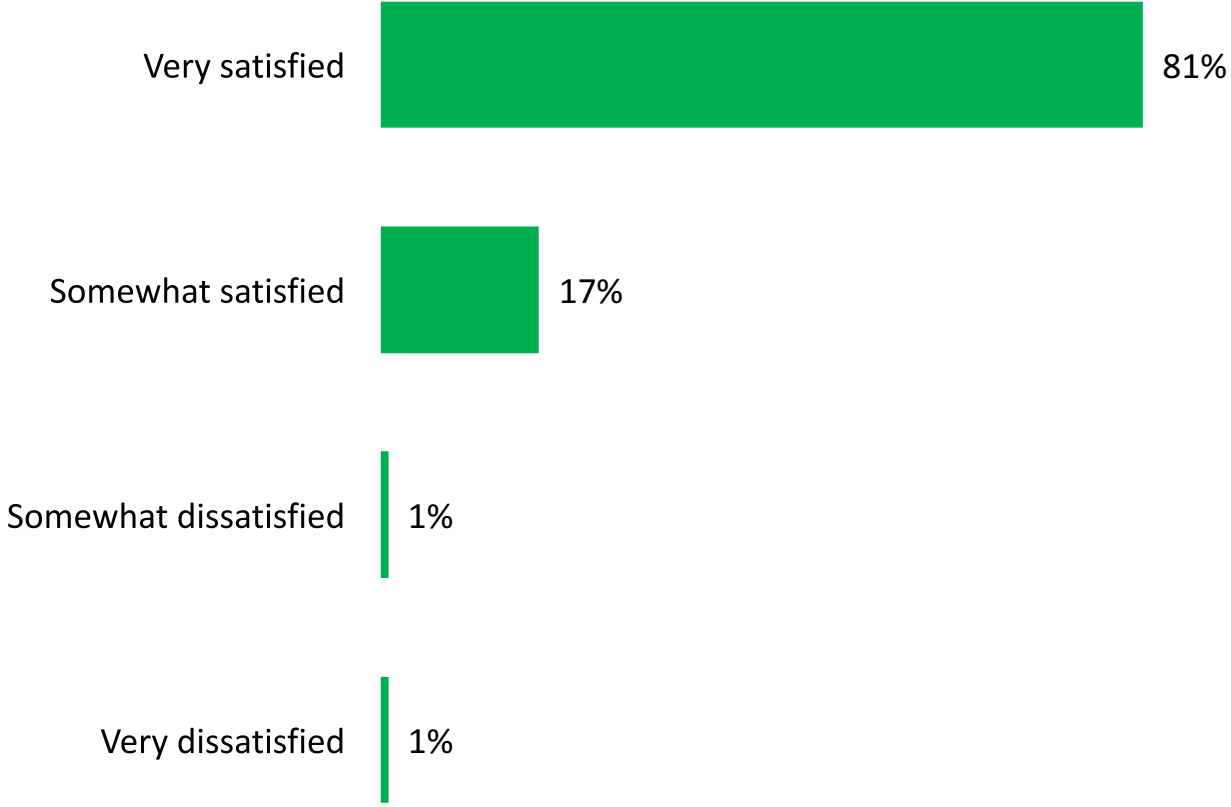


| | |
|---|---|
| Very satisfied | 81% |
| Somewhat satisfied | 17% |
| Somewhat dissatisfied | 1% |
| Very dissatisfied | 1% |

Q10. For each floral purchase you made in (PREVIOUS MONTH), how satisfied were you with your purchase? (One response per purchase)

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2016 FLORAL PURCHASE TRACKING STUDY
# Indoor and Outdoor Plants: Additional Details

**GAME CHANGERS**

# Demographic Profile: Indoor vs. Outdoor Plant Purchasers

- A significant age split appears regarding indoor/outdoor plant purchases, as young consumers are more likely to purchase indoor plants, while those 50+ are more likely to purchase outdoor plants.

## Gender

**Indoor Plant Purchasers**

- Male: 53%
- Female: 47%

**Outdoor Plant Purchasers**

- Male: 42%
- Female: 58%

Legend: ■ Male ■ Female (Indoor) / ■ Male ■ Female (Outdoor)

## Age

■ Indoor Plant Purchasers
■ Outdoor Plant Purchasers

| Age | Indoor | Outdoor |
|-----|--------|---------|
| 18-34 | 46% | 34% |
| 35-49 | 25% | 23% |
| 50-64 | 19% | 28% |
| 65+ | 10% | 16% |

## Household Income

■ Indoor Plant Purchasers
■ Outdoor Plant Purchasers

| Income | Indoor | Outdoor |
|--------|--------|---------|
| LT $30k | 16% | 17% |
| $30k - $49k | 13% | 17% |
| $50k - $74k | 18% | 19% |
| $75k+ | 53% | 47% |

## Marital Status

**Indoor Plant Purchasers**

- Married: 66%
- Not married: 34%

**Outdoor Plant Purchasers**

- Married: 65%
- Not married: 35%

Legend: ■ Married ■ Not married

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# Purchase Rates by Month: Indoor and Outdoor Plants

- Purchase rates for indoor plants is relatively consistent across the year.
- Outdoor plant purchases peak from the start of the Spring season through June.
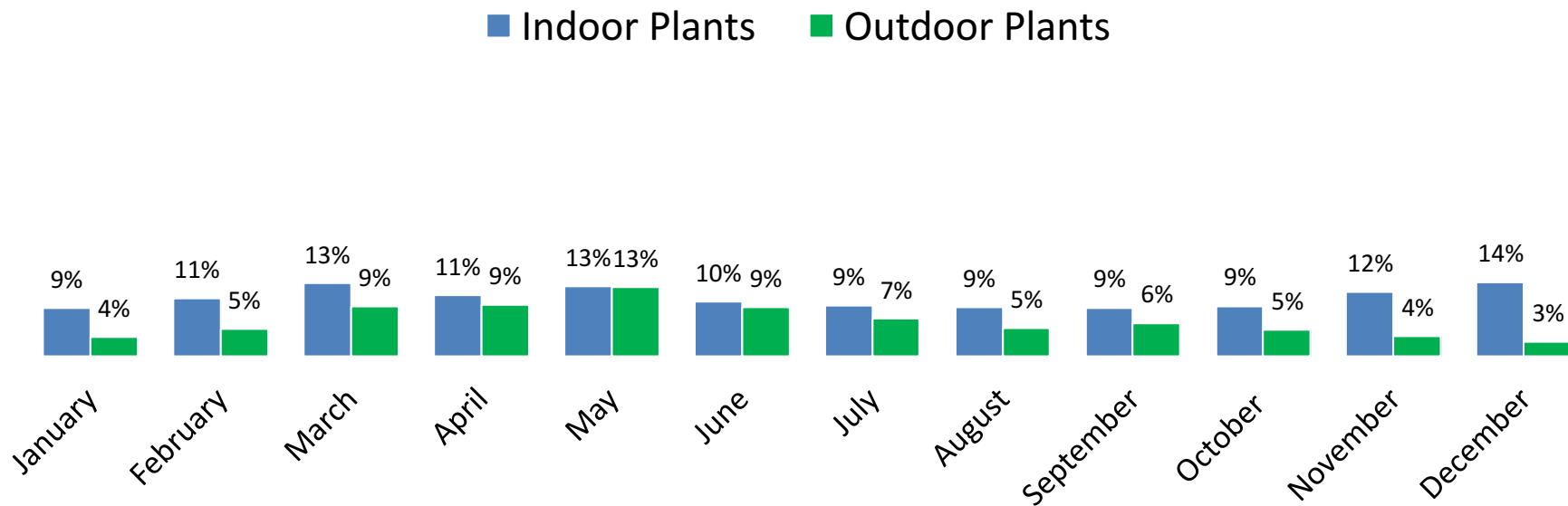


■ Indoor Plants    ■ Outdoor Plants

| Month | Indoor Plants | Outdoor Plants |
|---|---|---|
| January | 9% | 4% |
| February | 11% | 5% |
| March | 13% | 9% |
| April | 11% | 9% |
| May | 13% | 13% |
| June | 10% | 9% |
| July | 9% | 7% |
| August | 9% | 5% |
| September | 9% | 6% |
| October | 9% | 5% |
| November | 12% | 4% |
| December | 14% | 3% |

Q1. How many floral purchases did you make in [MONTH]? (One response per person)

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# Most Common Outlets for Purchases: Indoor and Outdoor Plants

- For indoor plants, florists (29% of all indoor plant purchases) and supermarkets (23%) remain the most common purchase locations, though at lower values as those seen for all floral purchases.
- Outdoor plants are largely purchased from home improvement stores (25%) and nurseries/garden centers (23%).
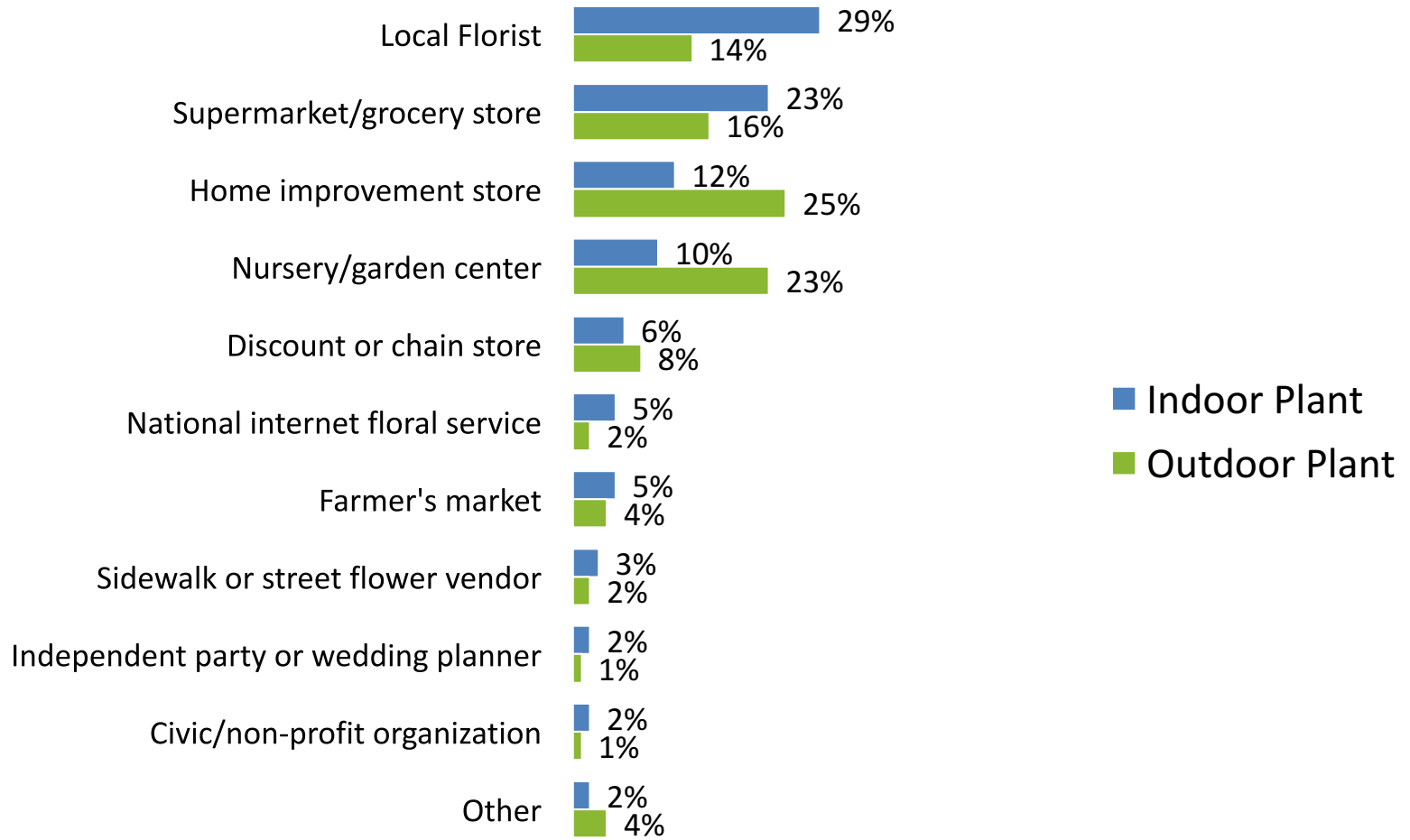


| Outlet | Indoor Plant | Outdoor Plant |
|---|---|---|
| Local Florist | 29% | 14% |
| Supermarket/grocery store | 23% | 16% |
| Home improvement store | 12% | 25% |
| Nursery/garden center | 10% | 23% |
| Discount or chain store | 6% | 8% |
| National internet floral service | 5% | 2% |
| Farmer's market | 5% | 4% |
| Sidewalk or street flower vendor | 3% | 2% |
| Independent party or wedding planner | 2% | 1% |
| Civic/non-profit organization | 2% | 1% |
| Other | 2% | 4% |

Q8. For each floral purchase you made in (PREVIOUS MONTH), please indicate where each purchase was made. (One response per purchase)

# Top Recipients: Indoor Plant vs. Outdoor Plant Purchases

- Outdoor plants are primarily (55%) for one's self, while indoor plants are more often given to others (22% to a spouse, 13% to mothers).
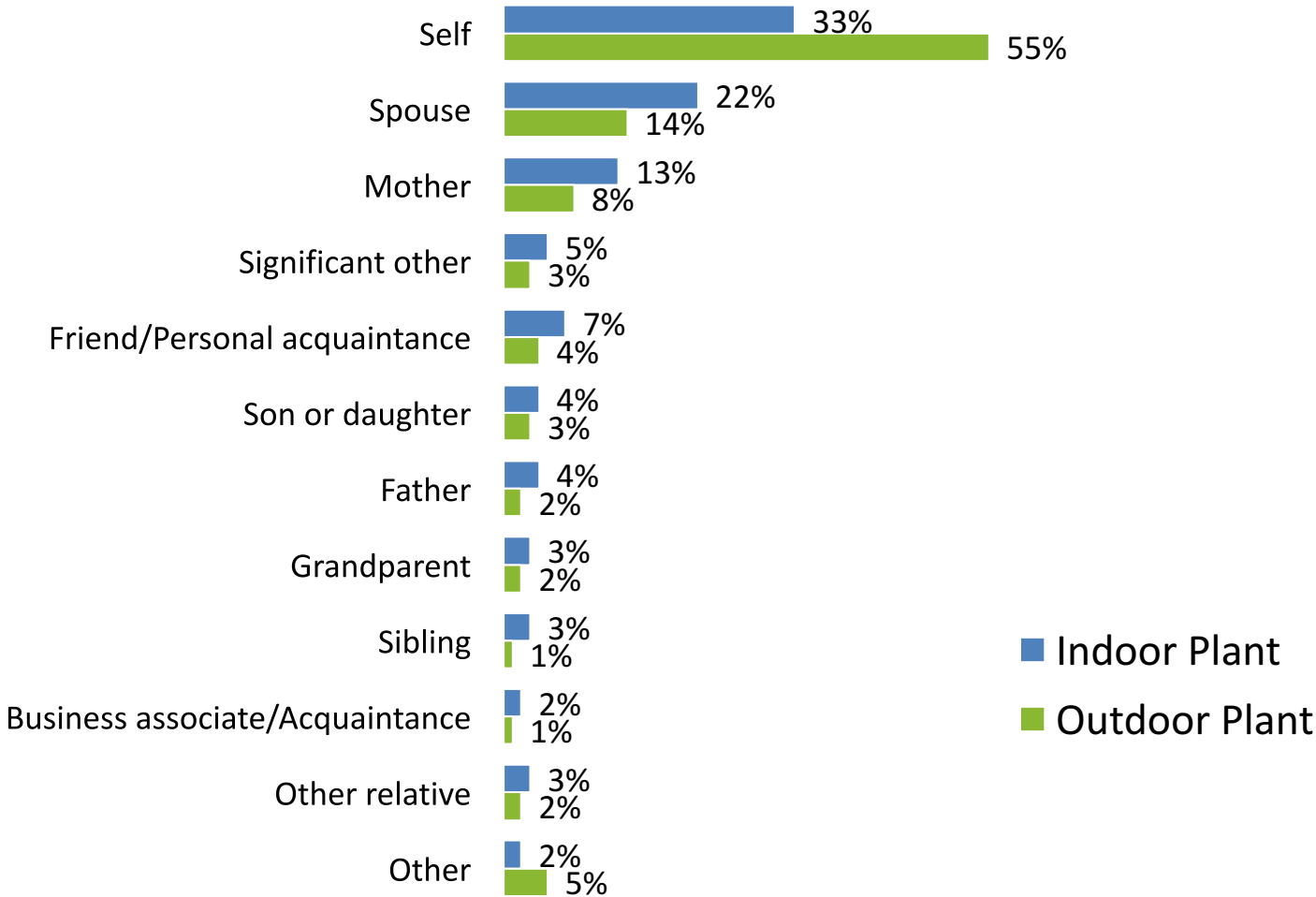


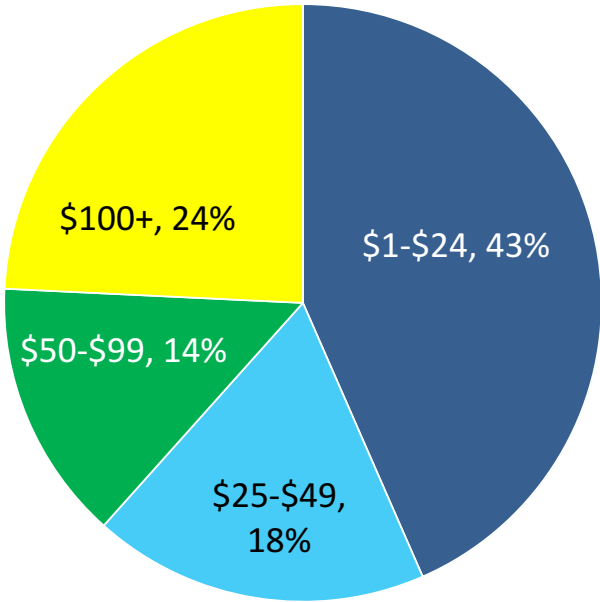| Recipient | Indoor Plant | Outdoor Plant |
|---|---|---|
| Self | 33% | 55% |
| Spouse | 22% | 14% |
| Mother | 13% | 8% |
| Significant other | 5% | 3% |
| Friend/Personal acquaintance | 7% | 4% |
| Son or daughter | 4% | 3% |
| Father | 4% | 2% |
| Grandparent | 3% | 2% |
| Sibling | 3% | 1% |
| Business associate/Acquaintance | 2% | 1% |
| Other relative | 3% | 2% |
| Other | 2% | 5% |

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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# Average Purchase Amount: Indoor Plant Purchases vs. Outdoor Plant Purchases

• The amount spent on indoor plants (median purchase amount: $32) is reported to be a bit higher than the amount spent on outdoor plants (median purchase amount: $21).

## Indoor Plant Purchases



$1-$24, 43%
$25-$49, 18%
$50-$99, 14%
$100+, 24%

## Outdoor Plant Purchases



$1-$24, 56%
$25-$49, 19%
$50-$99, 12%
$100+, 12%

Q7. For each floral purchase you made, please indicate how much you spent on each purchase.  Please include the full price you paid, including any tax, service, and delivery charges. (One response per purchase)

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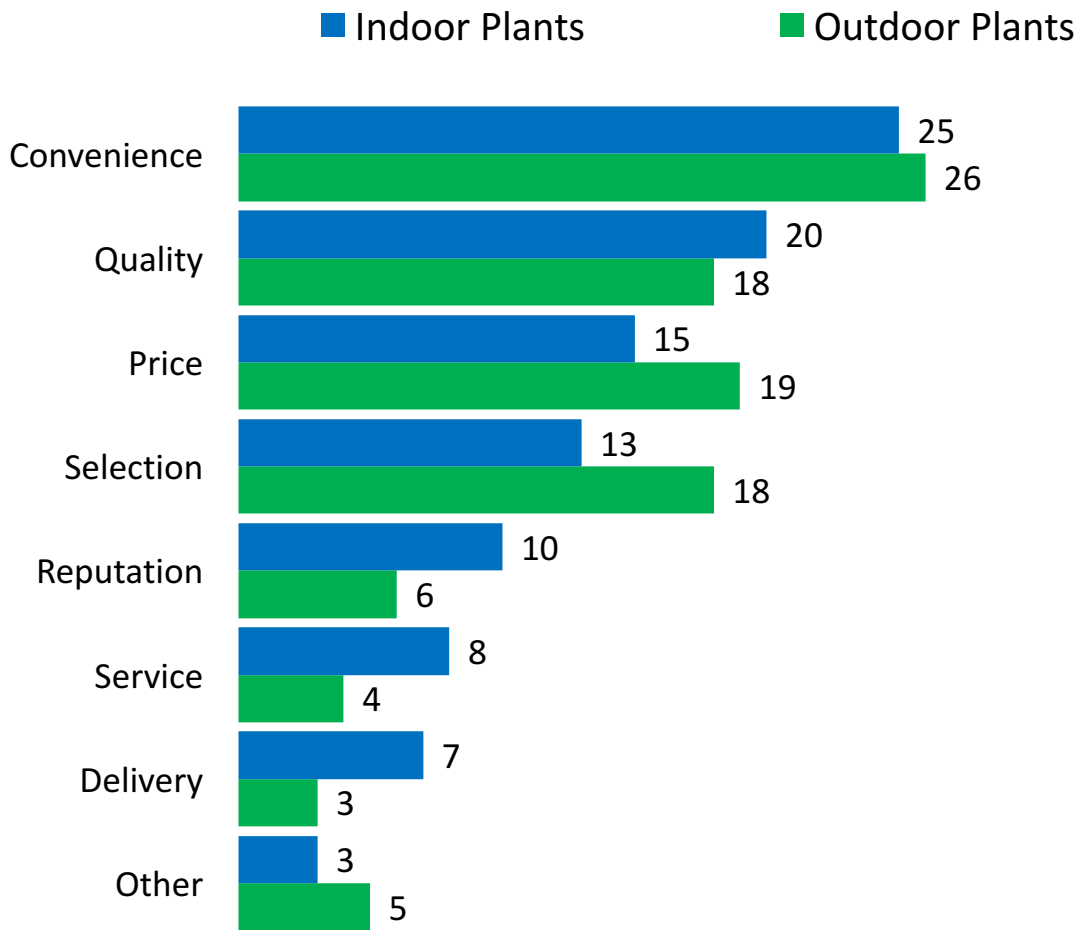# Primary Purchase Factors: Indoor Plant Purchases vs. Outdoor Plant Purchases

- Convenience is the primary purchase consideration for both indoor and outdoor plant purchases.
- Price and selection are slightly higher considerations for outdoor plant purchases than they are for indoor plant purchases.



■ Indoor Plants    ■ Outdoor Plants

| Factor | Indoor Plants | Outdoor Plants |
|---|---|---|
| Convenience | 25 | 26 |
| Quality | 20 | 18 |
| Price | 15 | 19 |
| Selection | 13 | 18 |
| Reputation | 10 | 6 |
| Service | 8 | 4 |
| Delivery | 7 | 3 |
| Other | 3 | 5 |

Q9. What is the main reason you chose the outlet where you purchased the floral product? (One response per purchase)

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# Purchase Satisfaction: Indoor Plant vs. Outdoor Plant Purchases

- High levels of satisfaction are seen with both indoor and outdoor plant purchases.
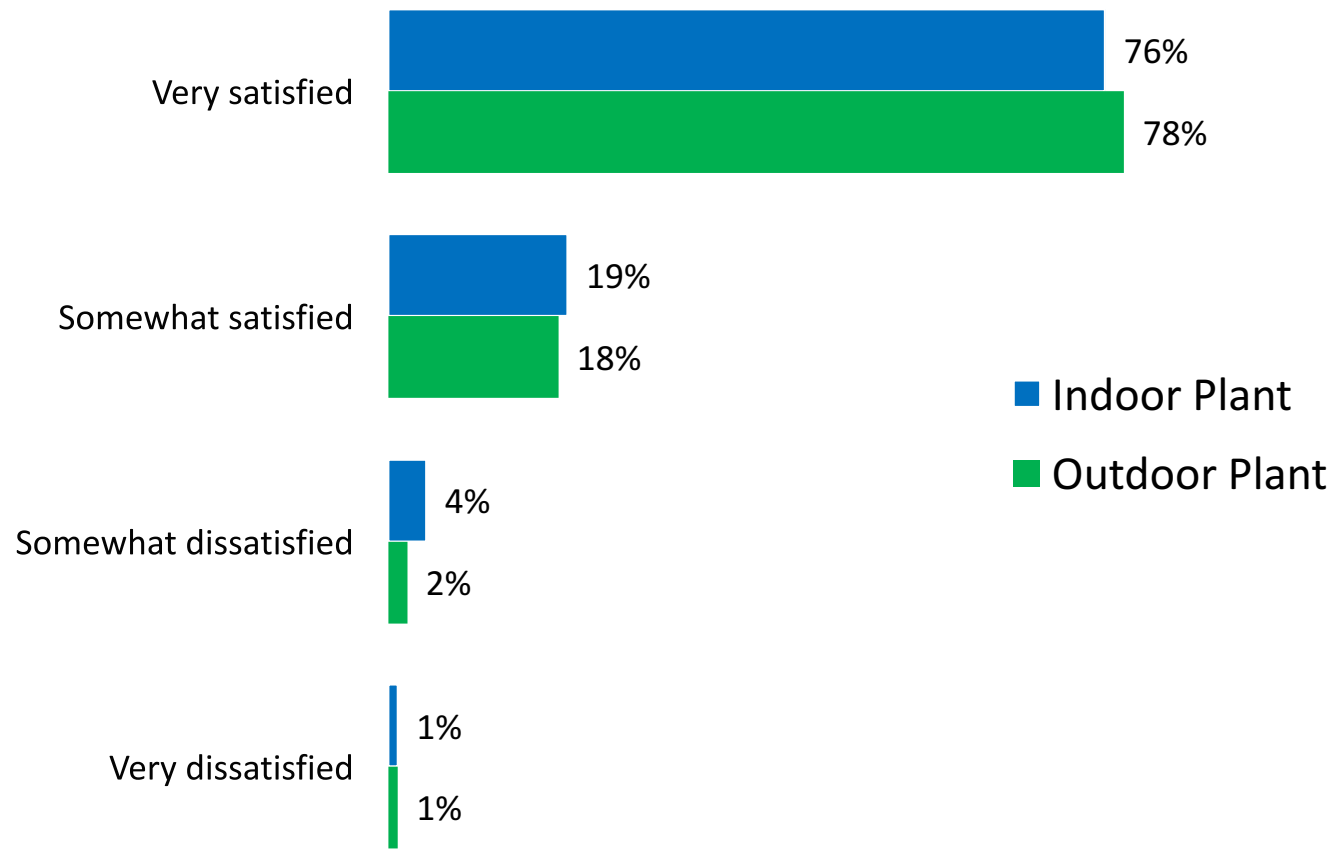


Very satisfied — 76% (Indoor Plant), 78% (Outdoor Plant)

Somewhat satisfied — 19% (Indoor Plant), 18% (Outdoor Plant)

Somewhat dissatisfied — 4% (Indoor Plant), 2% (Outdoor Plant)

Very dissatisfied — 1% (Indoor Plant), 1% (Outdoor Plant)

■ Indoor Plant
■ Outdoor Plant

Q10. For each floral purchase you made in (PREVIOUS MONTH), how satisfied were you with your purchase? (One response per purchase)

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2016 FLORAL PURCHASE TRACKING STUDY
# Internet Floral Purchasers Additional  Details
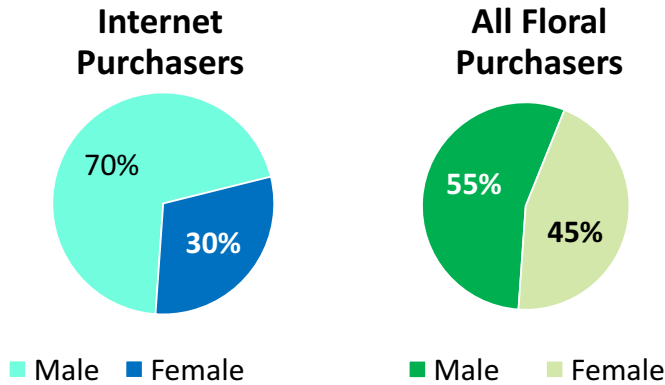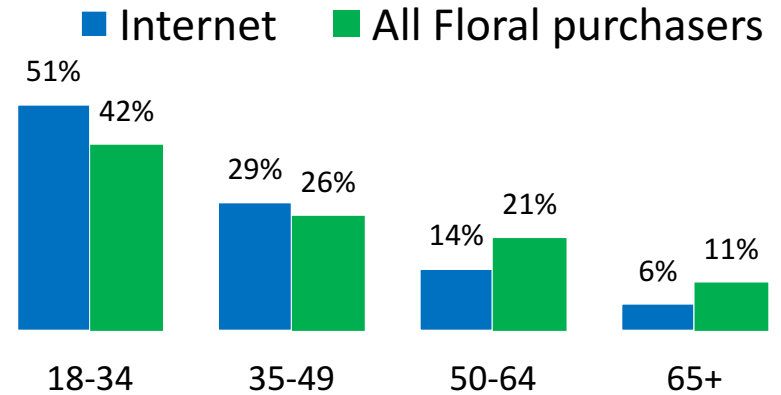
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# Demographic Profile: Internet Purchasers vs. All Floral Purchasers

- Those using the internet to make floral purchases are overwhelmingly male, and are also younger than the average purchaser of floral products.
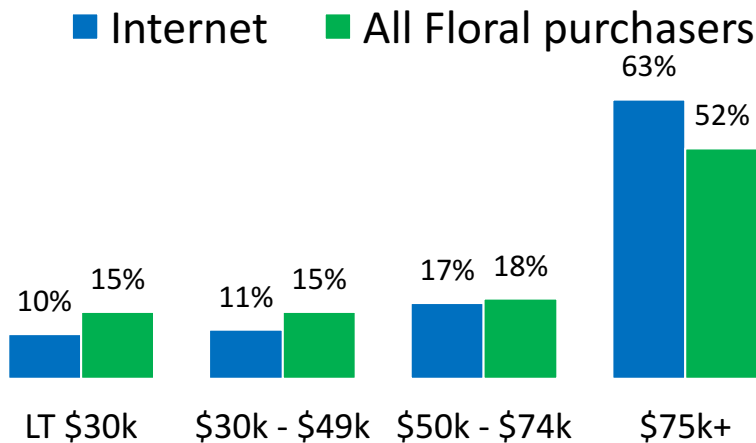
## Gender

**Internet Purchasers**
- Male: 70%
- Female: 30%

**All Floral Purchasers**
- Male: 55%
- Female: 45%

Legend: ■ Male ■ Female

## Age

■ Internet  ■ All Floral purchasers

| Age | Internet | All Floral purchasers |
|-----|----------|----------------------|
| 18-34 | 51% | 42% |
| 35-49 | 29% | 26% |
| 50-64 | 14% | 21% |
| 65+ | 6% | 11% |

## Household Income

■ Internet  ■ All Floral purchasers

| Income | Internet | All Floral purchasers |
|--------|----------|----------------------|
| LT $30k | 10% | 15% |
| $30k - $49k | 11% | 15% |
| $50k - $74k | 17% | 18% |
| $75k+ | 63% | 52% |

## Marital Status

**Internet Purchasers**
- Married: 73%
- Not married: 27%

**All Floral Purchasers**
- Married: 65%
- Not married: 35%

Legend: ■ Married ■ Not married

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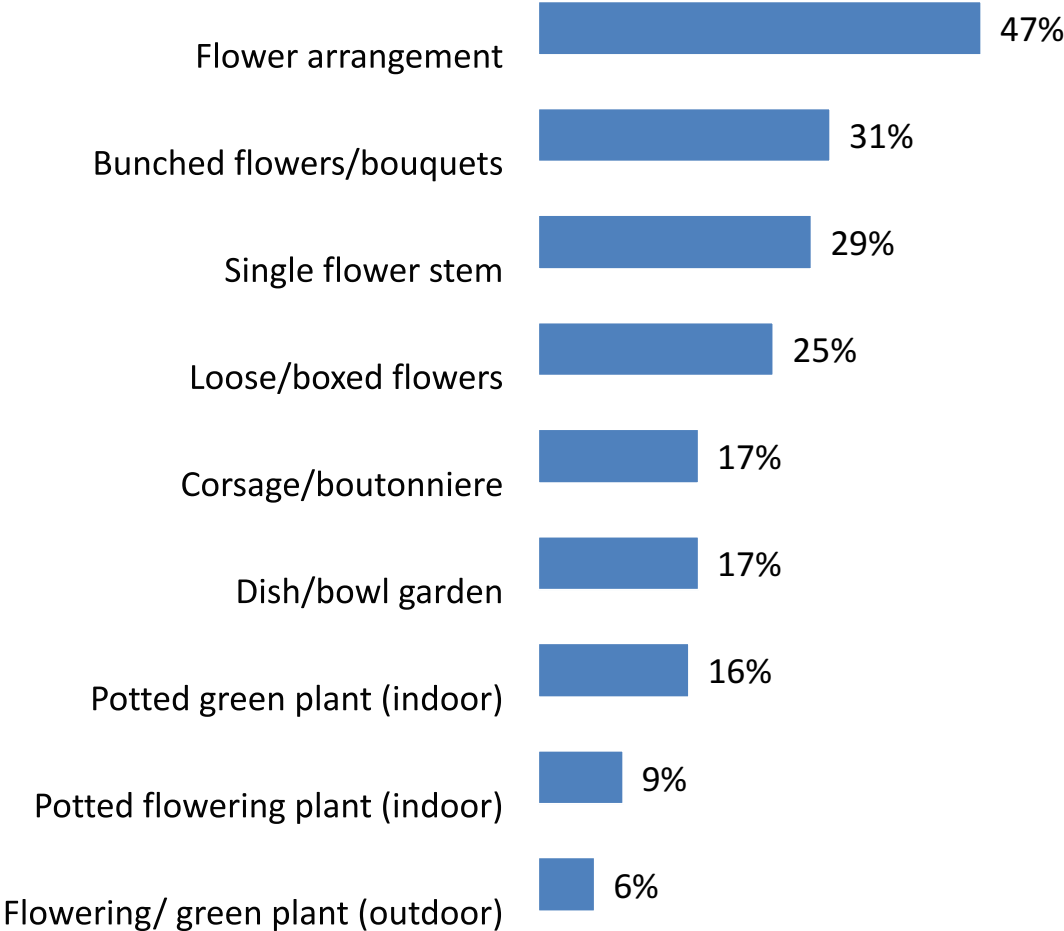
Ipsos

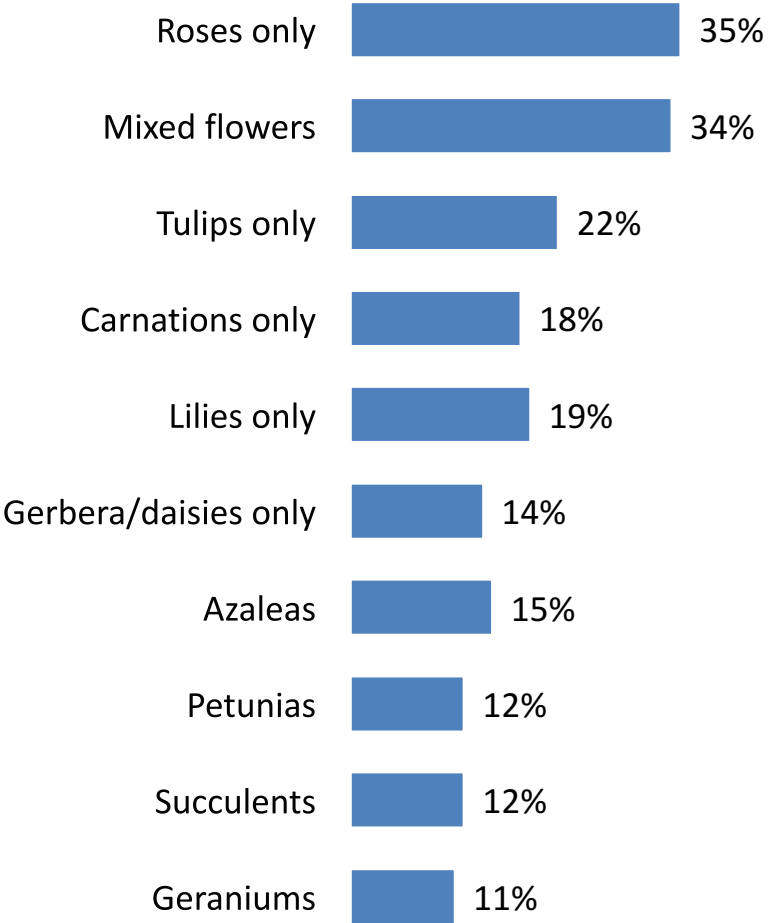# Kind of Floral Product Purchased: Internet Purchases: All Floral Products

- Floral arrangements are purchased by Internet more than any other kind of floral product (47% of Internet purchases include a flower arrangement), followed by bunched flowers/bouquets (31%) and single flower stems (29%).

| Product | Percentage |
|---|---|
| Flower arrangement | 47% |
| Bunched flowers/bouquets | 31% |
| Single flower stem | 29% |
| Loose/boxed flowers | 25% |
| Corsage/boutonniere | 17% |
| Dish/bowl garden | 17% |
| Potted green plant (indoor) | 16% |
| Potted flowering plant (indoor) | 9% |
| Flowering/ green plant (outdoor) | 6% |

Q2. What kind of flowers did you purchase? (Multiple answers allowed per purchase occasion)

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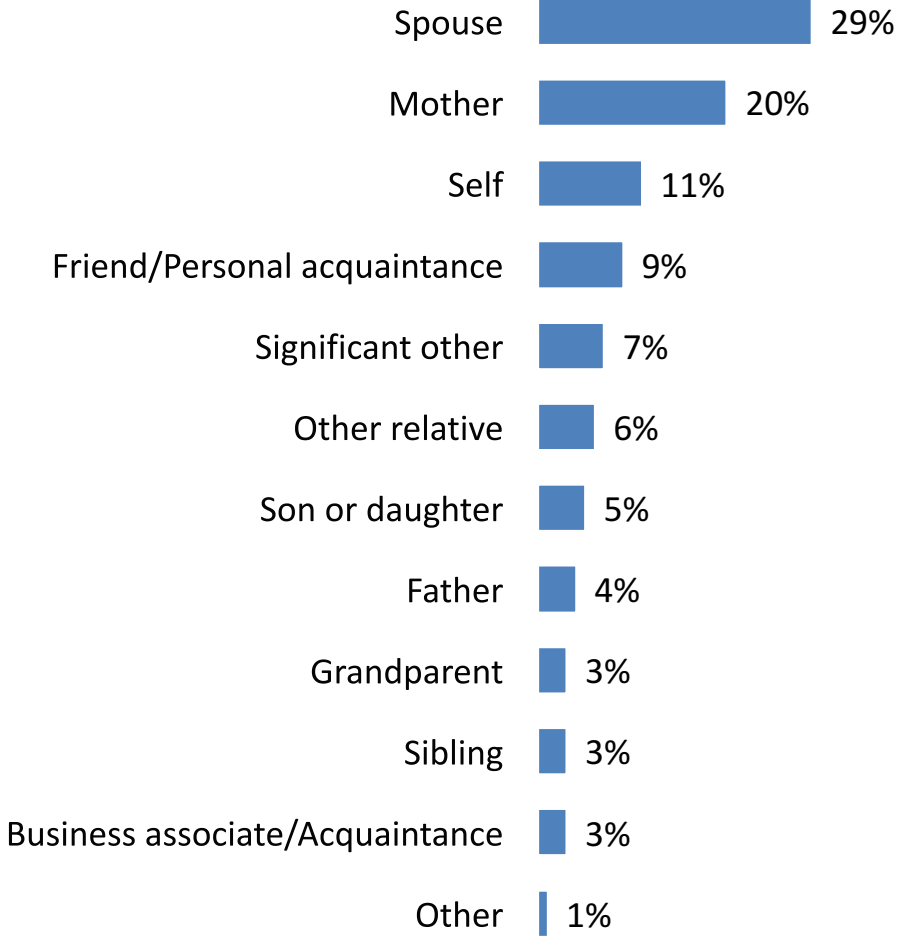# Most Purchased Floral Product Types: Internet Purchases: All Floral Products

- As is the case with floral purchases in general, roses (35%) and mixed flowers (34%) are the most commonly purchased type of floral products over the Internet.

| Floral Product | Percentage |
|---|---|
| Roses only | 35% |
| Mixed flowers | 34% |
| Tulips only | 22% |
| Carnations only | 18% |
| Lilies only | 19% |
| Gerbera/daisies only | 14% |
| Azaleas | 15% |
| Petunias | 12% |
| Succulents | 12% |
| Geraniums | 11% |

Q3. What type of flower did you purchase?  (Multiple responses allowed per purchase occasion, so totals may exceed 100%)
*Responses 8% or less not shown here*

2016 Floral Purchase Tracking Study

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# Top Recipients: Internet Purchases: All Floral Products

- Floral purchases made over the Internet tend to be for others more often than for one's self. Nearly 3-in-10 floral purchases made by Internet (29%) are for the buyer's spouse, and 20% are for the buyer's mother.

| Recipient | Percentage |
|---|---|
| Spouse | 29% |
| Mother | 20% |
| Self | 11% |
| Friend/Personal acquaintance | 9% |
| Significant other | 7% |
| Other relative | 6% |
| Son or daughter | 5% |
| Father | 4% |
| Grandparent | 3% |
| Sibling | 3% |
| Business associate/Acquaintance | 3% |
| Other | 1% |

Q6. For each floral purchase, for whom did you make the purchase? (One response per purchase)

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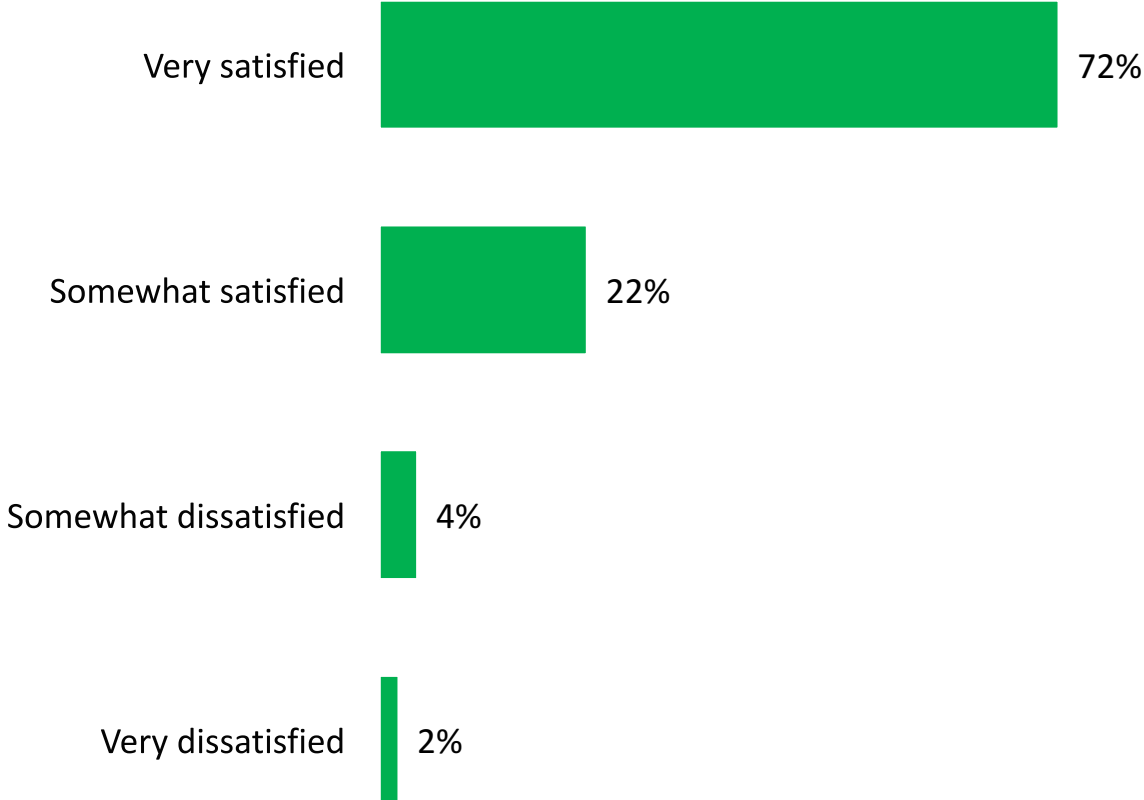# Average Purchase Amount: Internet Purchases: All Floral Products

• Nearly one-third of floral purchases made by Internet (31%) are $100 or over.  Among floral purchases at all outlets combined, 19% are $100 or more, so Internet purchases show a much higher price point than average ($63 median via Internet vs. $30 for all outlets combined).
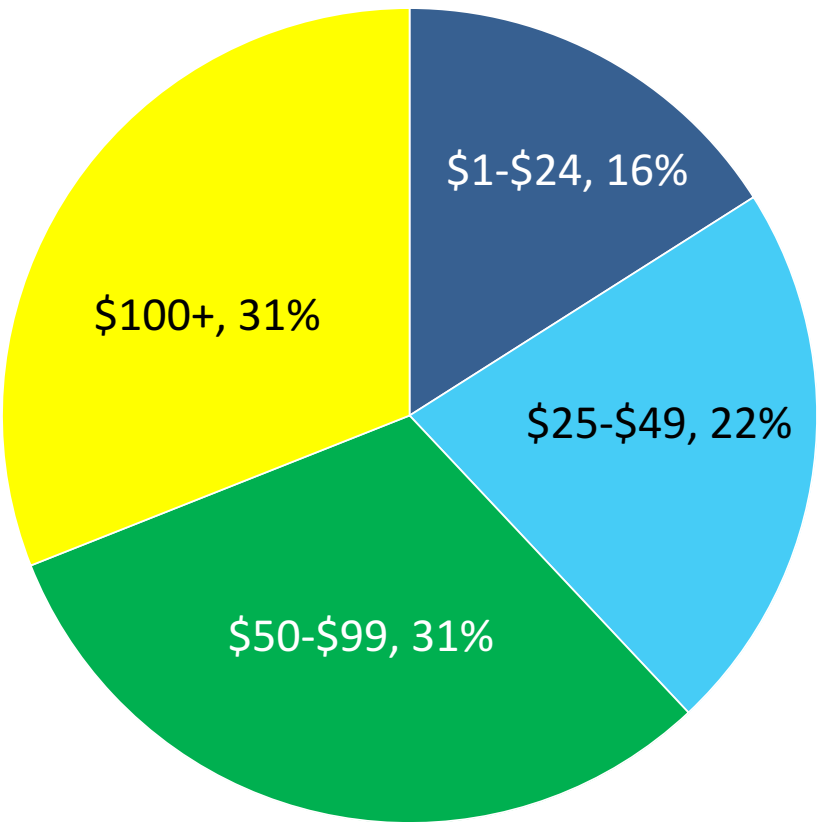


Pie chart:
- $1-$24, 16%
- $25-$49, 22%
- $50-$99, 31%
- $100+, 31%

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# Purchase Satisfaction: Internet Purchases: All Floral Products

- While still strong (72% "very satisfied"), satisfaction with floral purchases made via the Internet is a bit lower than overall purchase satisfaction (77% "very satisfied") among all floral purchases.



Very satisfied — 72%

Somewhat satisfied — 22%

Somewhat dissatisfied — 4%

Very dissatisfied — 2%

Q10. For each floral purchase you made in (PREVIOUS MONTH), how satisfied were you with your purchase? (One response per purchase)

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