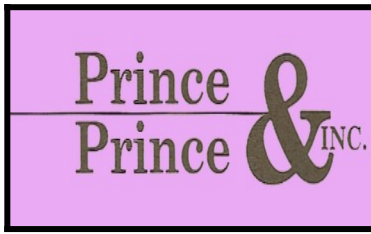


A CALL FOR RESEARCH SPONSORS



UPDATED CONSUMER FLORAL RESEARCH FROM P&P

The 2023 Prince & Prince U.S. Consumer Floral Tracking Survey

- ◆ A large, comprehensive tracking survey of floral-buying households that are randomly-selected throughout the U.S. (*over 1,000 floral-buying households participate for each study year*).
- ◆ Reveals the types of consumers who buy floral products. . . what they buy, where they buy, when they buy, why they buy, and how much they spend on fresh cut flowers and indoor potted plants.
- ◆ All survey findings (*over 100 floral metrics*) tracked from 2007, to 2013, to 2019, and to 2023, with noted survey comparisons between pre-Covid-19 pandemic (2019) and post-pandemic (2023).
- ◆ Identifies household purchasing of fresh floral arrangements, bouquets, bunches, cut roses, corsages, and “stems to arrange”, as well as over twenty indoor potted flowering and foliage plants, including potted hydrangeas, poinsettias, hibiscus, potted foliage, succulents, Peace lily, orchids, bromeliads, potted chrysanthemums, anthuriums, azaleas, cacti, Easter lilies, dish garden/ planters, and Spring-flowering bulbs.
- ◆ Tracks consumer floral purchasing for Valentine’s Day, Easter, Mother’s Day, Thanksgiving, Christmas, Birthdays, Anniversaries, Parties/ Weddings, Get-Well Gifting, Thank-You Gifting, Romantic Gifting, Co-Worker Gifting, Funeral Tributes, Proms/ Dances, Halloween, Grandparent’s Day, Religious Events, Home and Office Decoration, and for no occasion at all (self-usage).
- ◆ Identifies cut-flower and potted plant purchasing shares for Florist Shops, Supermarkets, Super-Discount Stores, Internet/ 800-Numbers, Garden Centers, Home/ Hardware Centers, Wholesale Clubs, and Farmer’s Markets, and identifies the **change** in purchasing shares over the years.
- ◆ Shows how consumers perceive the floral offerings, quality, selection, services, value, and image of the major floral channels (*over 30 evaluative measures across 8 channel classes*), and reveals how that consumer perception toward each floral channel has **changed** over time, and how that perception drives customer satisfaction, floral-purchasing loyalty, and floral channel share.
- ◆ Reveals the floral channels that most satisfy consumers, and identifies those that are retaining customers with repeat purchasing, and those that are predicted to lose customers.
- ◆ All survey findings segmented by five U.S. regions, urbanization level, household income, age, education, floral budget, and household composition (adults, children, teenagers, retirees).
- ◆ Surveys fielded in late Fall/ Winter of 2023 using both mailed questionnaires and Internet-based surveys to obtain the best representative sample. Reporting of findings in Spring/Summer of 2024.
- ◆ Each research sponsor receives a one-day, on-site presentation of the consumer tracking research with Q&A, as well as the complete research (over 800 slides) on flash drive for future reference.
- ◆ Research sponsors receive exclusivity of the survey research findings for a period of one year.
- ◆ Research sponsorship fees are \$10,000 for a company co-sponsorship. Fees include P&P travel/ lodging expenses for the on-site presentation made to a company’s management team. Floral associations/ groups can also sponsor the P&P research. Contact P&P for sponsorship details.
- ◆ To move this project forward, P&P requires at least \$60,000 in collective support for the research.
- ◆ Please contact Prince & Prince for more survey details. Email: 2640939@gmail.com