

YouGov / International Flower Bulb Centre Survey Results

Sample Size: 2185

Fieldwork: 29th January - 1st February 2010

	Total	Gender		Age					Social Grade		Region							
	Base	Male	Female	18 to 24	25 to 34	35 to 44	45 to 54	55+	ABC1	C2DE	North	Midlands	East	London	South	Wales	Scotland	Northern Ireland
Unweighted Base	2185	1036	1149	113	297	345	426	1004	1386	799	490	329	216	274	496	121	208	51
Base: ALL UK Adults	2185	1051	1134	262	363	370	412	778	1202	983	522	350	203	271	485	107	186	61

Approximately how often, if at all, do you buy flowers either to give as a gift or for the home?

More than once a week	0%	0%	0%	1%	1%	0%	0%	0%	1%	0%	0%	-	1%	1%	1%	-	0%	-
Once a week	5%	4%	6%	3%	2%	4%	4%	7%	5%	4%	5%	4%	4%	4%	6%	2%	6%	3%
Once a fortnight	7%	5%	8%	3%	3%	4%	9%	10%	8%	6%	5%	9%	9%	9%	6%	5%	6%	7%
Once a month	12%	10%	14%	10%	12%	11%	13%	13%	13%	11%	15%	11%	10%	10%	12%	12%	9%	11%
Once every few months	26%	23%	29%	17%	23%	28%	29%	27%	28%	23%	22%	27%	27%	27%	26%	34%	28%	10%
Once every 6 months	14%	15%	13%	14%	17%	20%	14%	10%	14%	13%	15%	16%	16%	12%	14%	9%	12%	13%
Once a year	11%	13%	9%	18%	9%	10%	10%	10%	10%	12%	9%	10%	14%	8%	12%	9%	11%	27%
Once every other year	2%	3%	2%	5%	3%	3%	1%	1%	2%	2%	2%	3%	2%	3%	2%	1%	1%	10%
Less often than once every other year	7%	8%	6%	4%	9%	7%	8%	7%	7%	7%	9%	6%	3%	9%	8%	7%	5%	1%
Never	14%	17%	12%	22%	19%	12%	11%	12%	11%	19%	16%	11%	13%	16%	12%	18%	19%	16%
Don't know	2%	2%	2%	5%	3%	1%	1%	2%	2%	3%	2%	3%	2%	2%	2%	4%	2%	2%

And which ONE of the following seasons are you MOST likely to buy flowers for the home?

Spring	30%	25%	36%	24%	27%	30%	33%	33%	33%	27%	27%	31%	39%	32%	35%	24%	19%	33%
Summer	17%	17%	17%	18%	24%	21%	18%	11%	17%	17%	18%	16%	14%	21%	14%	17%	19%	17%
Autumn	2%	3%	2%	1%	2%	2%	2%	3%	3%	2%	2%	3%	2%	3%	1%	4%	4%	1%
Winter	12%	11%	13%	6%	4%	11%	10%	20%	14%	10%	12%	13%	11%	10%	12%	12%	14%	17%
Other	5%	6%	4%	1%	2%	4%	7%	7%	5%	5%	3%	5%	7%	3%	7%	5%	5%	5%
Don't know	13%	13%	12%	17%	17%	15%	13%	8%	12%	13%	13%	16%	13%	10%	13%	9%	13%	4%
Not applicable - I never buy flowers for the home	21%	26%	15%	33%	23%	18%	18%	18%	17%	25%	25%	15%	14%	21%	18%	28%	26%	24%

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Which ONE, if any, of the following spring flower are you MOST likely to give? (By spring flowers we mean flowers which typically bloom in spring time)

Tulips	17%	13%	20%	18%	21%	19%	16%	14%	19%	14%	17%	14%	16%	20%	18%	13%	16%	22%
Daffodils	39%	32%	45%	35%	32%	34%	40%	46%	42%	35%	37%	45%	43%	38%	38%	43%	32%	36%
Hyacinths	5%	4%	6%	6%	4%	2%	6%	6%	5%	5%	6%	6%	4%	3%	5%	3%	4%	8%
Iris	5%	4%	6%	5%	2%	4%	5%	6%	6%	3%	6%	5%	3%	6%	5%	4%	5%	1%
Amaryllis	2%	2%	1%	2%	1%	1%	1%	2%	2%	1%	1%	2%	4%	3%	2%	1%	1%	-
Other	5%	5%	5%	1%	5%	7%	5%	6%	4%	6%	5%	4%	7%	4%	6%	5%	7%	5%
Don't know	12%	18%	7%	13%	22%	16%	12%	5%	11%	14%	13%	13%	11%	11%	11%	8%	14%	15%
Not applicable - I am not likely to give any spring flowers	15%	21%	10%	20%	14%	16%	13%	15%	10%	21%	16%	11%	12%	16%	15%	21%	22%	14%

Which ONE, if any, of the following spring flowers are you MOST likely to buy for the home?

Tulips	15%	11%	18%	8%	20%	20%	13%	13%	16%	13%	13%	13%	10%	19%	17%	8%	16%	19%
Daffodils	33%	24%	40%	22%	24%	26%	39%	40%	35%	30%	32%	35%	38%	35%	31%	35%	26%	25%
Hyacinths	7%	7%	7%	8%	3%	4%	8%	10%	8%	6%	5%	9%	9%	5%	8%	4%	7%	4%
Iris	3%	4%	3%	2%	2%	3%	4%	4%	4%	3%	2%	4%	7%	3%	3%	6%	4%	6%
Amaryllis	3%	3%	2%	3%	2%	4%	3%	2%	3%	2%	3%	2%	1%	3%	4%	0%	2%	2%
Other	6%	5%	6%	4%	5%	9%	5%	5%	5%	6%	6%	6%	8%	3%	5%	11%	5%	4%
Don't know	10%	15%	6%	19%	16%	14%	8%	5%	9%	11%	8%	14%	12%	8%	11%	7%	9%	16%
Not applicable, I never buy spring flowers for the home	24%	30%	17%	33%	29%	21%	21%	21%	20%	29%	29%	18%	15%	25%	21%	29%	30%	24%

All figures, unless otherwise stated, are from YouGov Plc.