Tennessee State University[1]

Consumer Preference Survey

Cultivar[2]	Breeder[3]	2004 Preference[4]	2005 Preference[5]	2005 Price Would Pay[6]
Red Dragon	F	-	4.4	2.6
Christmas Spirit	S	-	4.3	2.5
Freedom Red	E	4.3	4.2	2.3
Cortez Electric Fire	F	4.0	4.2	2.3
Prestige Red	E	3.8	4.1	2.3
Premium Red	D	4.3	4.1	2.3
Novia Red	F	-	4.0	2.2
Candlelight Red	S	-	3.9	2.2
Winter Rose Early Red	E	3.3	3.9	2.1
Nutcracker Pink	O	-	3.8	2.1
Chianti Red	E	3.5	3.8	2.1
Nutcracker White	O	4.2	3.7	2.1
852 White	E	-	3.7	2.1
Mars Pink	F	-	3.6	2.1
Premium Apricot	D	-	3.6	2.1
852 Marble	E	-	3.6	2.1
Visions of Grandeur	E	4.0	3.4	1.9
Holly Berry	F	3.5	3.4	1.9
Cinnamon Star	F	-	3.2	1.8
Avantegarde	D	3.3	3.0	1.7
Sonora Jingle	F	-	3.0	1.7

[1]Respondents were visitors to TSU's Poinsettia Open House on 12.1.05 in Nashville, Tennessee.

[2]Cell color corresponds to cultivar color.

[3]D=Dummen, E=Paul Ecke Ranch, F=Fischer USA, O=Oglevee, S=Selecta First Class.

[4]Likert-type scale of 1 to 5 where 5=strongly like; n=101.

[5]Likert-type scale of 1 to 5 where 5=strongly like; n=292.

[6]Scale 1= <$5; 2=$5-10; 3=$11-15; 4=>$15.

Kansas State University[7] Consumer Preference Survey			On-line Retail Buyers' Preference Survey[9]		
Cultivar	Breeder	Preference[8]	2005 Did sell[10]	2006 Would sell	2005 Price Charged[11]
1090	E	5.7	74%	83%	$13.50
Early Orion	F	5.6			
Gala Red	O	5.5			
Freedom Red	E	5.4	92%	97%	$13.70
852 Red	E	5.4			
Independence Red	E	5.3			
Red Angel	O	5.3			
Novia Red	F	5.1			
Kris Krinkle	E	5.0			
00-0171-022	D	5.0			
Cortez Electric Fire	F	4.9	21%	38%	$13.30
Prestige Maroon	E	4.9	38%	66%	$12.40
Mars Pink	F	4.7	81%	97%	$12.75
Festival Red	O	4.7	89%	97%	$18.60
Winterfest Red	O	4.6			
Visions of Grandeur	E	4.6	32%	52%	$13.70
Sonora Red	F	4.6			
Early Joy Pink	O	4.6	61%	79%	$12.70
Premium Van Gogh	D	4.5	65%	83%	$13.30
Infinity	D	4.5			
Holly Berry	F	4.5			
Silent Night Red	S	4.5			
Silverstar Red	F	4.5	50%	77%	$11.55
Shimmer Surprise	E	4.5			
Merry Christmas	S	4.3			
852 Marble	E	4.3			
Premium Picasso	D	4.3			
Premium Lipstick Pink	D	4.3			
Nutcracker White	O	4.3	82%	90%	$13.05
Christmas Feelings	S	4.3			
Gala White	O	4.2			
Christmas Feelings Pink	S	4.2			
Red Diamond	F	4.2			
Coco 2000 White	D	4.2			
Premium Apricot	D	4.0	50%	67%	$18.25
Festival Pink	O	4.0			
Festival White	O	3.9			
Winter Rose Early Red	E	3.8			
Christmas Time Crazy Marble	S	3.7	41%	66%	$13.10
20-04	E	3.6			
Chianti Red	E	3.5			
Limelight	D	3.4	18%	26%	$12.60

[7]Respondents were visitors to K-State's Poinsettia Open House on 12.8.05 in Manhattan, Kansas; n=96.

[8]Likert-type scale of 1 to 7 where 7=strongly like.

[9]Respondents were readers of Super Floral Retailing and Florists' Review magazines (February 2006 issues) who completed an on-line survey.

[10]Respondents indicated whether they did sell this poinsettia type (based on unlabeled photo) in 2005; n=40.

[11]Respondents indicated what they charged for this poinsettia type (based on unlabeled photo) in 2005.