2008 KSU Consumer Preferences Survey Results (179 respondents)

RED CULTIVARS
Advent Red and *Orion Red* tied for first, each with 17% of the vote for favorite red

WHITE CULTIVARS
Whitestar White blew away the competition with 41% of the vote for favorite white

NOVELTY CULTIVARS
Carousel Dark Red received 27% of the vote for favorite novelty, followed by *Premium Picasso* with 17%

Red			**White**			**Novelty, incl. pink**		
Cultivar Name	**%[1]**	**/ 7[2]**	**Cultivar Name**	**%**	**/ 7**	**Cultivar Name**	**%**	**/ 7**
Advent Red	17	5.7	Arctic	6	4.3	Carousel Dk Red	27	5.5
Classic Red	11	5.3	Freedom E. White	2	4.0	Cinnamon Star	6	4.7
Cortez Early Red	7	5.4	Infinity Whtie	2	4.4	Classic Pink	1	4.6
EarlyGlory Red	1	5.0	Mars White	2	3.9	DaVinci	3	4.8
EuroGlory Red	2	4.0	PreIntro E. White 16407	7	4.9	Enduring Pink	3	5.4
Freedom E. Red	1	4.5	PreIntro PX14001	15	5.2	Flame	5	5.2
Infinity Red	3	5.2	Premium Polar	8	5.2	Freedom Peppermint	1	4.6
Mars Red '09	3	5.1	Premium White	13	5.1	Infinity Marble	2	4.6
Novia Red	1	3.8	Sonora White	4	4.2	Marco Polo	1	4.7
Olympus Red	1	3.7	Whitestar White	41	5.9	Mars Marble	2	4.7
Orion E. Red	1	4.8				Mars Pink	2	5.0
Orion Red	17	5.9				Orange Spice	2	4.3
PreIntro 0016	1	4.0				Peppermint Twist	4	4.6
Premium Red	8	5.7				Pink Cadillac	2	4.6
Prestige E. Red	1	4.9				Polly's Pink	2	4.8
Prestige Red	2	5.0				PreIntro 1052 Marble	2	5.1
Dummen Exp. 13248 (Late Red)	11	5.9				PreIntro 5406	7	5.4
Sonora Red	10	4.6				Premium Lipstick Pink	1	5.2
Viking	3	5.2				Premium Picasso	17	5.8
						Premium Picasso Punch	2	5.3
						Sonora White Glitter	8	5.2

[1]% column indicates the percent of respondents who chose this cultivar as their favorite in the respective category.
[2]/7 column indicates the average of the score on a scale of 1 to 7, with 7 indicating 'Strongly Like this Variety'