

# CONSUMER INSIGHT BITES

## TOPIC

Rose Preferences  
Across Climates

## RESEARCH PROGRAM

The Canadian  
Hardy Rose  
Breeding Program

## METHOD

**1,541** consumers  
from across the U.S. and Canada  
were presented with  
hypothetical **rose** products and  
asked to indicate their interest

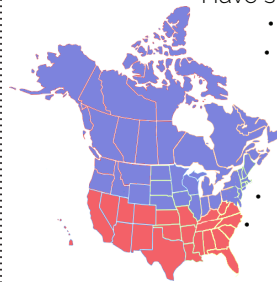
## KEY FINDINGS

### Comparing

Canada and Northern U.S. VS. Southern U.S.

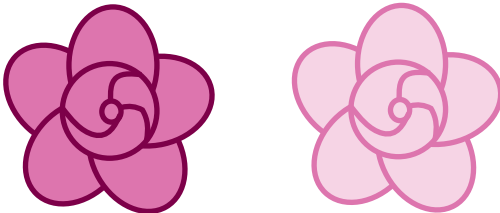
Consumers living in cooler climates  
(Canada and Northern U.S.)  
Have stronger preference for:

- Cold-tolerant roses
- More fragrant roses



Consumers living in  
warmer climates  
(Southern U.S.) are:

- More price-sensitive
- More concerned with  
disease resistance



## TAKEAWAY

When roses are bred for cold-hardiness, selections have to be made based on their ability to survive cold winters while reflecting the appearance, performance and fragrance preferences of consumers in colder climates. These preferences can differ from consumers in warmer climates.