



Produce Marketing Association

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NEWSFLASH

October 17, 2004
FOR IMMEDIATE RELEASE

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New PMA Research Highlights “Where, When, and Why” Asian, Hispanic Consumers Buy Floral Products

Anaheim, Calif. -- New research by the Produce Marketing Association (PMA) which focused on the floral buying preferences of Hispanic and Asian consumers has found that supermarkets and home-improvement stores are the primary venues where both demographic segments most often purchase floral products. Research results were released during PMA’s Fresh Summit 2004 International Convention & Exposition, October 15-19, in Anaheim, California.

Supermarkets are the preferred choice for Hispanic shoppers (39%) and home-improvement stores are the top choice among Asian consumers (35%). The survey also uncovered a greater tendency for Asian consumers to buy floral products at wholesale clubs and garden centers.

The survey, conducted by Opinion Dynamics Corporation (ODC) in July 2004, was sponsored by the Produce Marketing Association’s Information Center as part of the association’s ongoing research on consumption and consumer perceptions. Respondents represented Hispanic and Asian households in three high-density areas of Florida, Texas, and California. The results are statistically valid within a 4% margin of error and carry a 95% confidence level.

Both segments agreed that product freshness and quality are the most important attributes in their floral purchase decisions, and 69% of Hispanics and 73% of Asians said they buy flowers more than three times a year. Other highlights from the research include:

- Hispanic consumers are somewhat more likely than Asian consumers to consider fragrance and packaging as key factors in their floral purchases.

- Traditional holidays, such as Mother’s Day and Valentine’s Day, are the top floral purchase holidays for both Hispanic and Asian consumers.
- Among holidays specific to these groups, only the Festival of Virgin Guadalupe saw double-digit purchase levels, with 12% of Hispanic consumers saying they buy floral products “very often” for that holiday.
- For both Hispanic and Asian consumers, non-holiday floral purchases are dominated by birthdays (55% and 52% respectively), followed by anniversaries.
- The top two floral choices for both groups are roses and mixed bouquets. Asian consumers indicated they are more likely to opt for exotic, tropical flowers, while Hispanics more likely to lean toward potted and “spring bulb” flowers.

PMA members interested in conducting consumer surveys through Opinion Dynamics Corporation can do so via the *PMA Advantage: Market Research* program. Members receive substantial discounts on the full range of ODC research services, including omnibus surveys, a bi-weekly nationwide polling of 1,100 primary shoppers, as well as mail, Internet, and telephone surveys and focus groups. PMA members will be able to gauge product performance in the marketplace; test customer satisfaction; and receive actionable data that will accelerate their decision-making processes.

Members who want more details about the *PMA Advantage* program should visit the PMA Web site at <http://www.pma.com/product/Marketresearch> or contact the PMA Information Center at +1 (302) 738-7100, e-mail infoctr@pma.com.

The Produce Marketing Association (PMA), founded in 1949 and based in Newark, Delaware, is a not-for-profit global trade association serving over 2,400 members who market fresh fruits, vegetables, floral, and related products worldwide. Its members are involved in the production, distribution, retail, and foodservice sectors of the industry. PMA's core purpose is to sustain and enhance an environment that advances the marketing of produce and related products and services.

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