

**THE NATIONAL WATERMELON PROMOTION  
BOARD CONSUMER REPORT  
(DOMESTIC)**

**PREPARED FOR:**

**THE NATIONAL WATERMELON  
PROMOTION BOARD**

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## **BACKGROUND & PURPOSE/METHODOLOGY**

## **BACKGROUND & PURPOSE**

The primary objective of this study is to measure changes that have taken place in the watermelon category in the United States over the past year (which is when the last wave of interviewing was fielded). Accordingly, this research project will update consumer demand data for watermelon (among the various forms – seeded, seedless, mini, fresh cut, etc.), reasons for purchasing each type, as well as its future growth potential and marketplace opportunities. In addition, the NWPB would also like to continue to monitor summer and winter purchasing behavior among domestic consumers, and as a result, we have conducted two waves of interviewing – one during June, July and August and the other in March/April of 2010. Areas of investigation include – watermelon cut preferred and why, the extent to which pricing plays a factor in purchasing one form of watermelon versus another, the affect promotional tactics have on sales of watermelon, as well as a number of other watermelon topics (i.e. interest in connecting with the NWPB through social media) and its impact on consumer opinions.

## **METHODOLOGY**

A quantitative project was conducted online among a total of 3,504 consumers, with 300 surveys conducted in March/April and 3,204 in June, July and August, 2010. Qualified respondents were men and women, 18 years of age or older, who are the primary grocery shoppers of their household.

In addition, where applicable, findings from the 2010 study are compared to previously conducted domestic studies.

## **MANAGEMENT OVERVIEW**

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Positively, watermelon perceptions continue to be strong, as it generates high marks for being “refreshing”, “satisfying”, “liked by my family”, “a safe food to eat”, “good for picnics”, “low in fat” and “healthy and nutritious”.

**Watermelon Purchase Motivators (Top 2-Box Scores)**

|                             | <u>2010</u><br><u>Summer</u><br>% | <u>2009</u><br><u>Summer</u><br>% |
|-----------------------------|-----------------------------------|-----------------------------------|
| It’s refreshing/cool/juicy  | 90                                | 87                                |
| It’s satisfying             | 85                                | 89                                |
| My family likes it          | 84                                | 74                                |
| It’s a safe food to eat     | 82                                | 82                                |
| It’s good for picnics       | 80                                | 61                                |
| It’s low in fat             | 81                                | 84                                |
| It’s healthy and nutritious | 80                                | 74                                |

Also noteworthy, while not as high as apples, bananas and oranges (94%, 92% and 90%, respectively), 8 in 10 of the respondents (80%) consider watermelon to be “healthy for the heart” – a favorable rating, however, room for growth.

Another sign of an effective NWPB “heart healthy” marketing campaign, awareness that watermelon “is good for cardiovascular function” (2010 – 45% vs. 34% - 2009) and that “amino acids in watermelon help maintain arteries and blood flow promoting heart health” (2010 – 36% vs. 2009 – 29%) has increased significantly compared to last year. Most important, a healthy image can significantly impact watermelon purchasing, as about three-quarters of the shoppers reported that they would buy more in the future if they knew it was “good for your heart” (2010 – 74% vs. 2009 – 76%), while about 7 in 10 indicated that awareness of it being “healthy” and “nutritious” also drives sales.

Moreover, and another example of the power of having a healthy image – all of the watermelon health claims exposed to the consumers are impactful – as about 6 in 10 agreed that they would make them want to buy it.

|                                                                                                                | <u>INFLUENCE OF HEALTH CLAIMS</u>  |                                    |
|----------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------|
|                                                                                                                | <u>2010<br/>Summer</u><br>%<br>(a) | <u>2010<br/>Winter</u><br>%<br>(b) |
| Eating watermelon can help maintain cardiovascular health                                                      | 65                                 | 65                                 |
| Watermelon amino acids citrulline and arginine can help maintain blood flow and heart health                   | 62                                 | 62                                 |
| Watermelon has amino acids such as citrulline and arginine that help maintain arteries                         | 61                                 | 60                                 |
| Watermelon consumption increases free arginine and citrulline, which can help maintain cardiovascular function | 60                                 | 59                                 |

On the other hand, awareness that watermelon contains the antioxidant lycopene is not as prevalent, as only about half of the consumers in the summertime know about it (53% vs. 71% in the winter), while other health attributes watermelon is credited for include – being “low in calories” (76%), followed by better than 6 in 10 who played back that “it has vitamins” (67%). One way to generate higher awareness for these attributes is to promote the healthy benefits of watermelon via social networking, as about one-quarter of the sample indicated that they are interested in communicating with the National Watermelon Promotion Board on the networking sites they belong to (i.e. Facebook). In addition, about three quarters of those on social networking sites also played back that they’d like to receive updates/alerts through e-mails (72%).

Along these lines, shoppers learn about watermelon health attributes primarily from – the Internet, magazines/newspapers and friend/family (27%, 27% and 25%, respectively), with television (15%), books (13%), nutrition labeling (12%) and the supermarket/grocery store (11%) somewhat lower.

Overall, the most recent waves of interviewing continue to illustrate the importance of watermelon “having a healthy image” (especially “heart healthy”) and reinforces the NWPB’s strategy of highlighting healthy benefits associated with watermelon that are driving sales higher and should continue to do so in the future.

## **DETAILED FINDINGS**

## TYPES OF FRUIT PURCHASED IN THE PAST 12 MONTHS

- In line with past years' findings, incidence of purchasing watermelon is significantly higher in the summer compared to the winter months (65% vs. 57%, respectively).

| <u>TYPE OF FRUIT PURCHASED IN THE PAST 12 MONTHS</u> |                                                        |                                                        |                                                        |                                                        |                                                        |                                                        |                                                          |                                                          |                                                          |
|------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
|                                                      | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> | <u>2006</u><br><u>Domestic</u><br><u>%</u><br><u>(g)</u> | <u>2004</u><br><u>Domestic</u><br><u>%</u><br><u>(h)</u> | <u>2002</u><br><u>Domestic</u><br><u>%</u><br><u>(i)</u> |
| Watermelon                                           | 65 b                                                   | 57                                                     | 69 adi                                                 | 60                                                     | 70 adfi                                                | 58                                                     | 77 hi                                                    | 74 i                                                     | 66                                                       |
| Bananas                                              | 89                                                     | 89                                                     | 91 a                                                   | 92                                                     | 92 a                                                   | 93                                                     | 96 h                                                     | 92                                                       | 95 h                                                     |
| Apples                                               | 83                                                     | 86                                                     | 85                                                     | 90 c                                                   | 87 ac                                                  | 89                                                     | 92 hi                                                    | 87                                                       | 90 h                                                     |
| Oranges                                              | 70                                                     | 77 a                                                   | 72 a                                                   | 78 c                                                   | 74 a                                                   | 77                                                     | 80 hi                                                    | 72                                                       | 77 h                                                     |
| Cantaloupe                                           | 57                                                     | 56                                                     | 62 a                                                   | 58                                                     | 65 cf                                                  | 55                                                     | 77 hi                                                    | 72                                                       | 70                                                       |
| Honeydew                                             | 29                                                     | 28                                                     | 32 a                                                   | 29                                                     | 32 a                                                   | 35 b                                                   | 37 i                                                     | 36 i                                                     | 33                                                       |
| BASE                                                 | (3204)                                                 | (300)                                                  | (3210)                                                 | (302)                                                  | (2802)                                                 | (402)                                                  | (3128)                                                   | (3230)                                                   | (2296)                                                   |

Base: Total respondents

a-i-Significantly different at the 95% confidence level

Q.1. Which of the following fruits have you purchased in the last 12 months?



- The following subgroups are all more likely to have bought watermelon in the past 12 months vis-à-vis their counterparts:
  - Those aware of watermelon’s health benefits
  - Households earning in excess of \$50,000
  - Respondents with children under the age of 18 living at home
  - College graduates

| <u>TYPE OF FRUIT PURCHASED IN THE PAST 12 MONTH</u> |                                            |                           |                                  |                                   |                               |                                              |                           |
|-----------------------------------------------------|--------------------------------------------|---------------------------|----------------------------------|-----------------------------------|-------------------------------|----------------------------------------------|---------------------------|
|                                                     | <u>Aware of Watermelon Health Benefits</u> |                           | <u>Income</u>                    |                                   |                               | <u>Presence of Children Under 18 at Home</u> |                           |
|                                                     | <u>Yes %</u><br><u>(a)</u>                 | <u>No %</u><br><u>(b)</u> | <u>&lt;\$50K %</u><br><u>(c)</u> | <u>\$50-\$75K %</u><br><u>(d)</u> | <u>\$75K+ %</u><br><u>(e)</u> | <u>Yes %</u><br><u>(f)</u>                   | <u>No %</u><br><u>(g)</u> |
| Watermelon                                          | 77 b                                       | 56                        | 58                               | 67 c                              | 72 cd                         | 73 g                                         | 64                        |
| BASE                                                | (1271)                                     | (2233)                    | (1562)                           | (850)                             | (964)                         | (1337)                                       | (1508)                    |

Base: Total respondents

a-g-Significantly different at the 95% confidence level

| <u>TYPE OF FRUIT PURCHASED IN THE PAST 12 MONTH</u> |                                             |                                          |
|-----------------------------------------------------|---------------------------------------------|------------------------------------------|
| <u>Education</u>                                    |                                             |                                          |
|                                                     | <u>&lt;College Graduate %</u><br><u>(a)</u> | <u>College Graduate+ %</u><br><u>(b)</u> |
| Watermelon                                          | 62                                          | 67 a                                     |
| BASE                                                | (1897)                                      | (1606)                                   |

Base: Total respondents

a-b-Significantly different at the 95% confidence level

## FOODS CONSIDERED TO BE HEALTHY FOR THE HEART

- Apples, bananas and oranges are the three foods considered to be most healthy for the heart (94%, 92% and 90%, respectively), followed by cantaloupe (84%), honeydew (80%) and watermelon (80%).

|            | <u>HEALTHY FOR THE HEART –<br/>SUMMER</u> |
|------------|-------------------------------------------|
|            | <u>2010<br/>Summer<br/>%</u>              |
| Apples     | 94                                        |
| Bananas    | 92                                        |
| Oranges    | 90                                        |
| Cantaloupe | 84                                        |
| Honeydew   | 80                                        |
| Watermelon | 80                                        |
| BASE       | (3204)                                    |

Base: Summer respondents

Q.1B. Which of the following foods do you consider to be healthy for your heart?

## **WATERMELON PURCHASE MOTIVATORS – TOP-2 BOX SUMMARY**

- Primary watermelon motivators revolve around being “refreshing/cool/juicy” (summer – 90% & winter – 87%), “satisfying” (summer – 85% & winter – 89%), “my family likes it” (summer – 84% & winter – 74%), “it is a safe food to eat” (summer – 82% vs. winter – 82%) and “it is low in fat” (summer – 81% & winter – 84%).
- Other key purchase drivers include – “it is healthy and nutritious” (summer – 80% & winter – 74%), and “it is good for picnics” (summer – 80% & winter – 61%), with at least 6 in 10 who also agree that watermelon – “is a good value” (summer – 76% & winter – 68%), “it contains lots of vitamins” (summer – 67% & winter – 74%), “can be used in a variety of ways” (summer – 60% & winter – 66%), “filling” (summer – 64% & winter – 68%) and “it is good for my heart” (summer – 63% & winter – 66%).
- At somewhat lower levels, additional reasons for buying watermelon include – “it contains the antioxidant lycopene” (summer – 53% & winter – 71%), “it has no residue or pathogens” (summer – 48% & winter – 50%), “it is the 2<sup>nd</sup> lowest fresh produce item in terms of containing pesticides and herbicides” (summer – 45% & winter – 42%) and “it is part of my diet to help me lose weight” (summer – 41% & winter – 61%).

WATERMELON PURCHASE MOTIVATORS – TOP-2 BOX

|                                                                                                      | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> |
|------------------------------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
| It is refreshing/cool/juicy                                                                          | 90                                                     | 87                                                     | 92                                                     | 88                                                     | 93 a                                                   | 95                                                     |
| It is satisfying                                                                                     | 85                                                     | 89                                                     | 87                                                     | 85                                                     | 88 a                                                   | 90                                                     |
| My family likes it                                                                                   | 84                                                     | 74                                                     | 86 a                                                   | 79                                                     | 89 ac                                                  | 88                                                     |
| It is a safe food to eat                                                                             | 82                                                     | 82                                                     | 83                                                     | 76                                                     | 81                                                     | 81                                                     |
| It is good for picnics                                                                               | 80 b                                                   | 61                                                     | 82 d                                                   | 56                                                     | 84 af                                                  | 60                                                     |
| It is low in fat                                                                                     | 81                                                     | 84                                                     | 81                                                     | 82                                                     | 84 ac                                                  | 79                                                     |
| It is healthy and nutritious                                                                         | 80                                                     | 74                                                     | 80                                                     | 74                                                     | 84 ac                                                  | 83                                                     |
| It is a good value                                                                                   | 76                                                     | 68                                                     | 77                                                     | 76                                                     | 76 f                                                   | 62                                                     |
| It contains lots of vitamins                                                                         | 67                                                     | 74                                                     | 66                                                     | 71                                                     | 70 ac                                                  | 71                                                     |
| It can be used in a variety of ways                                                                  | 60                                                     | 66 f                                                   | 63 ae                                                  | 68 f                                                   | 59 f                                                   | 40                                                     |
| It is filling                                                                                        | 64                                                     | 68                                                     | 62                                                     | 59                                                     | 62                                                     | 71                                                     |
| It is good for my heart                                                                              | 63 c                                                   | 66                                                     | 59                                                     | 59                                                     | 63 c                                                   | 50                                                     |
| It contains the antioxidant lycopene                                                                 | 53                                                     | 71 af                                                  | 53                                                     | 59                                                     | 53                                                     | 50                                                     |
| It has no residue or pathogens                                                                       | 48                                                     | 50                                                     | 45                                                     | 50                                                     | 48 c                                                   | 43                                                     |
| It is the 2 <sup>nd</sup> lowest fresh produce item in terms of containing pesticides and herbicides | 45                                                     | 42                                                     | 44                                                     | 50                                                     | 46                                                     | 40                                                     |
| It is part of my diet to help me lose weight                                                         | 41 e                                                   | 61 adf                                                 | 38                                                     | 38                                                     | 37                                                     | 36                                                     |
| BASE                                                                                                 | (1995)                                                 | (38)*                                                  | (2147)                                                 | (34)*                                                  | (1913)                                                 | (42)*                                                  |

Base: Those who have purchased watermelon

a-f-Significantly different at the 95% confidence level

\*Caution – small base size

Q.7A. Thinking about the many reasons you purchased watermelon during the summer/winter, how strongly do you agree or disagree with the following statements? Using a 5 point scale, where a “1” means you “agree completely” and a “5” means you “disagree completely”, how much do you agree or disagree that you purchase watermelon during the summer/winter because...?

## ENTICEMENTS TO PURCHASE WATERMELON MORE OFTEN

- Not surprising (and similar to previous years), having a “lower/cheaper price” would go a long way toward driving sales higher, as about half of the respondents reported that a “lower price” would stimulate them to purchase watermelon more often, particularly in the winter (summer – 50% & winter –53%).
- Other key purchase motivators played back include – “if my family asked for it” (summer – 25% & winter – 16%), “if it looked good in the store” (summer – 21% & winter – 26%) and “if it would help me lose weight” (summer – 20% & winter – 16%). In addition, 3 in 10 of the winter respondents would also be more apt to buy watermelon “if it was more available where I shop” (summer – 11% & winter – 30%).

|                                                             | <u>ENTICEMENTS TO PURCHASE WATERMELON MORE OFTEN</u> |                              |                              |                              |                              |                              |
|-------------------------------------------------------------|------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                             | <u>2009</u><br><u>Summer</u>                         | <u>2009</u><br><u>Winter</u> | <u>2009</u><br><u>Summer</u> | <u>2009</u><br><u>Winter</u> | <u>2008</u><br><u>Summer</u> | <u>2008</u><br><u>Winter</u> |
|                                                             | <u>%</u><br><u>(a)</u>                               | <u>%</u><br><u>(b)</u>       | <u>%</u><br><u>(c)</u>       | <u>%</u><br><u>(d)</u>       | <u>%</u><br><u>(e)</u>       | <u>%</u><br><u>(f)</u>       |
| If it was cheaper/less expensive                            | 50                                                   | 53                           | 49                           | 56 c                         | 56 ac                        | 61 e                         |
| If my family asked for it                                   | 25 b                                                 | 16                           | 24 d                         | 14                           | 31 acf                       | 16                           |
| If it looked good in the store                              | 21                                                   | 26 a                         | 20                           | 32 c                         | 22                           | 32 e                         |
| If it would help me lose weight                             | 20                                                   | 16                           | 19                           | 18                           | 21 f                         | 16                           |
| If I knew more ways to use it                               | 18 b                                                 | 9                            | 19 d                         | 9                            | 19 f                         | 11                           |
| If it were good for my heart                                | 16 b                                                 | 11                           | 15                           | 13                           | 20 ac                        | 16                           |
| If I knew where the product was coming from/knew the origin | 11                                                   | 18 a                         | 12                           | 16                           | 15 ac                        | 19 e                         |
| If it was more available where I shop                       | 11                                                   | 30 a                         | 11                           | 36 c                         | 11                           | 36 e                         |
| If it were healthier                                        | 10                                                   | 8                            | 9                            | 10                           | 10                           | 8                            |
| Don't know                                                  | 5 e                                                  | 6 d                          | 4 de                         | 2                            | 3                            | 3                            |
| Nothing                                                     | 13 e                                                 | 10                           | 12 de                        | 8                            | 9                            | 8                            |
| BASE                                                        | (3204)                                               | (300)                        | (3210)                       | (302)                        | (2802)                       | (402)                        |

Base: Total respondents

a-f-Significantly different at the 95% confidence level

Q.10. What, if anything, would encourage you to purchase watermelon/more watermelon during the summer/winter?

## REASONS FOR NOT PURCHASING WATERMELON / MORE WATERMELON

- On the other hand, the two main reasons for not buying watermelon more often include – “it’s too big/not convenient” (summer – 34% & winter – 30%) and “it’s too expensive/not a good value” (summer – 28% & winter – 29%). Other reasons for not buying watermelon or purchasing it less frequently are – “it spoils too quickly” (summer – 21% & winter – 19%), “my family doesn’t like it” (summer – 16% & winter – 12%), “I don’t like the taste” (summer – 14% & winter – 19%), and “it’s too hard to cut” (summer – 16% & winter – 14%).

|                                              | REASONS FOR NOT PURCHASING WATERMELON / MORE WATERMELON |               |               |               |               |               |
|----------------------------------------------|---------------------------------------------------------|---------------|---------------|---------------|---------------|---------------|
|                                              | <u>2010</u>                                             | <u>2010</u>   | <u>2009</u>   | <u>2009</u>   | <u>2008</u>   | <u>2008</u>   |
|                                              | <u>Summer</u>                                           | <u>Winter</u> | <u>Summer</u> | <u>Winter</u> | <u>Summer</u> | <u>Winter</u> |
|                                              | <u>%</u>                                                | <u>%</u>      | <u>%</u>      | <u>%</u>      | <u>%</u>      | <u>%</u>      |
|                                              | <u>(a)</u>                                              | <u>(b)</u>    | <u>(c)</u>    | <u>(d)</u>    | <u>(e)</u>    | <u>(f)</u>    |
| It’s too big/not convenient                  | 34                                                      | 30            | 32            | 33            | 33            | 37            |
| It is too expensive/not a good value         | 28                                                      | 29            | 24            | 33 c          | 29 c          | 31            |
| Spoils too quickly                           | 21                                                      | 19            | 19            | 23            | 23 c          | 23            |
| My family doesn’t like it                    | 16 e                                                    | 12            | 15 c          | 11            | 11            | 9             |
| It’s too hard to cut                         | 16 e                                                    | 14            | 14            | 10            | 11            | 14            |
| I don’t like the taste                       | 14                                                      | 19            | 14            | 14            | 13            | 11            |
| Too high in carbs/sugar                      | 6                                                       | 6             | 6 c           | 6             | 4             | 4             |
| It is poor quality                           | 4                                                       | 6             | 4             | 6             | 5             | 7             |
| It’s not available at the store where I shop | 3                                                       | 9 a           | 4             | 16 c          | 4             | 12 e          |
| It has a poor external appearance            | 3                                                       | 3             | 2             | 2             | 3             | 4             |
| It has too many calories                     | 2                                                       | 2             | 1             | -             | 1             | 2 d           |
| It’s not healthy                             | 1                                                       | 1             | na            | na            | na            | na            |
| BASE                                         | (1130)                                                  | (129)         | (987)         | (120)         | (837)         | (169)         |

Base: Those who have not purchased watermelon

a-f-Significantly different at the 95% confidence level

Q.11. Why don’t you purchase watermelon/purchase it more often?

## AGREEMENT WITH STATEMENTS – TOP-2 BOX

- Moreover, due to the current economic situation, about three-quarters of the respondents indicated that they “pay attention to prices when shopping more than I used to” (summer – 78% & winter – 75%) and are “more concerned about the prices of food products than ever before” (summer – 75% & winter – 73%), while at least three-fifths also are “cutting back on expenditures due to the current economic environment” (summer – 68% & winter – 66%) and are “sacrificing luxury items and only buying the things they need” (summer – 66% and winter – 60%).

|                                                                              | <u>AGREEMENT WITH STATEMENTS</u><br><u>TOP-2 BOX</u>   |                                                        |
|------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                                                              | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> |
| I pay attention to prices when I’m shopping more than I used to              | 78                                                     | 75                                                     |
| I am more concerned about the prices of food products than ever before       | 75                                                     | 73                                                     |
| I am cutting back on my expenditures due to the current economic environment | 68                                                     | 66                                                     |
| I am sacrificing luxury items and only buying the things I need              | 66 b                                                   | 60                                                     |
| BASE                                                                         | (3204)                                                 | (300)                                                  |

Base: Total respondents

a-b-Significantly different at the 95% confidence level

Q.12c. Using the same scale from 1 to 5 where a 1 means you “agree completely” and a 5 means you “disagree completely”, how much do you agree with the following statements.

## **SEASONAL DATA**



## PURCHASE PENETRATION BY SEASON

- As expected, summer continues to be the season when the majority of watermelon purchasing takes place, as nearly all of the summer and winter respondents bought it during this time of the year (summer – 96% & winter – 95%), while at much lower levels, about half bought it in the spring (summer – 55% & winter – 56%), followed by the fall (summer – 26% & winter – 47%) and winter (summer – 11% & winter – 22%).

| PURCHASE PENETRATION BY SEASON |                                          |                                          |                                          |                                          |                                          |                                          |                                            |                                            |
|--------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|--------------------------------------------|--------------------------------------------|
|                                | <u>2010</u><br><u>Summer</u><br>%<br>(a) | <u>2010</u><br><u>Winter</u><br>%<br>(b) | <u>2009</u><br><u>Summer</u><br>%<br>(c) | <u>2009</u><br><u>Winter</u><br>%<br>(d) | <u>2008</u><br><u>Summer</u><br>%<br>(e) | <u>2008</u><br><u>Winter</u><br>%<br>(f) | <u>2006</u><br><u>Domestic</u><br>%<br>(g) | <u>2004</u><br><u>Domestic</u><br>%<br>(h) |
| Summer                         | 96                                       | 95                                       | 97                                       | 96                                       | 97 f                                     | 94                                       | 99                                         | 99                                         |
| Spring                         | 55                                       | 56 d                                     | 53 d                                     | 45                                       | 52                                       | 53                                       | 61                                         | 59                                         |
| Fall                           | 26                                       | 47 a                                     | 25                                       | 41 c                                     | 25                                       | 40 e                                     | 39                                         | 43                                         |
| Winter                         | 11 e                                     | 22 a                                     | 11 e                                     | 19 c                                     | 9                                        | 18 e                                     | 19                                         | 19                                         |
| BASE                           | (2074)                                   | (171)                                    | (2223)                                   | (182)                                    | (1965)                                   | (233)                                    | (2400)                                     | (2400)                                     |

Base: Those who purchased watermelon within the past 12 months

a-h-Significantly different at the 95% confidence level

Q.5A During which season(s) have you purchased watermelon in the past 12 months?

- Shoppers who are aware of watermelon’s health benefits and those with children under the age of 18 are more apt to purchase it throughout the year (regardless of season) versus their counterparts.

|        | <u>PURCHASE PENETRATION BY SEASON</u> |                                     |                                      |                                     |
|--------|---------------------------------------|-------------------------------------|--------------------------------------|-------------------------------------|
|        | <u>Aware of Health Benefits</u>       |                                     | <u>Children Under 18</u>             |                                     |
|        | <u>Yes</u><br><u>%</u><br><u>(a)</u>  | <u>No</u><br><u>%</u><br><u>(b)</u> | <u>Yes</u><br><u>%</u><br><u>(c)</u> | <u>No</u><br><u>%</u><br><u>(d)</u> |
| Summer | 96                                    | 96                                  | 96                                   | 96                                  |
| Spring | 63 b                                  | 50                                  | 59 d                                 | 53                                  |
| Fall   | 35 b                                  | 21                                  | 31 d                                 | 24                                  |
| Winter | 17 b                                  | 8                                   | 14 d                                 | 10                                  |
| BASE   | (984)                                 | (1261)                              | (975)                                | (960)                               |

Base: Those who purchased watermelon within the past 12 months  
a-d-Significantly different at the 95% confidence level

## SEASON WHEN WATERMELON IS PURCHASED THE MOST

- Accordingly, when asked which season watermelon is purchased most often, summer is mentioned by the majority of the shoppers – (summer – 93% & winter – 88%), with the others played back at much lower levels.

|        | <u>SEASON WHEN WATERMELON PURCHASED THE MOST</u>       |                                                        |                                                        |                                                        |                                                        |                                                        |
|--------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|        | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> |
| Summer | 93 b                                                   | 88                                                     | 93                                                     | 93                                                     | 93                                                     | 91                                                     |
| Spring | 5                                                      | 6                                                      | 5                                                      | 4                                                      | 5                                                      | 6                                                      |
| Fall   | 1                                                      | 4 a                                                    | 1                                                      | 2                                                      | 1                                                      | 2                                                      |
| Winter | 1                                                      | 2 a                                                    | 1                                                      | 1                                                      | *                                                      | *                                                      |
| BASE   | (2074)                                                 | (171)                                                  | (2223)                                                 | (182)                                                  | (1965)                                                 | (233)                                                  |

Base: Those who purchased watermelon within the past 12 months

\* = Less than 0.5%

Q.5B And, which one season do you purchase watermelon the most?

## PURCHASING OF WATERMELON CUT BY SEASON

- The majority of consumers usually purchase whole watermelon, followed by sections/slices.

| 2010 – PURCHASING OF WATERMELON CUT BY SEASON |                    |                    |                  |                    |                    |                    |                  |                    |
|-----------------------------------------------|--------------------|--------------------|------------------|--------------------|--------------------|--------------------|------------------|--------------------|
|                                               | Summer             |                    |                  |                    | Winter             |                    |                  |                    |
|                                               | Spring<br>%<br>(a) | Summer<br>%<br>(b) | Fall<br>%<br>(c) | Winter<br>%<br>(d) | Spring<br>%<br>(e) | Summer<br>%<br>(f) | Fall<br>%<br>(g) | Winter<br>%<br>(h) |
| Whole                                         | 56                 | 75                 | 57               | 42                 | 56                 | 77                 | 56               | 32                 |
| Sections/<br>slices                           | 20                 | 12                 | 19               | 24                 | 19                 | 10                 | 19               | 26                 |
| Mini                                          | 19                 | 11                 | 15               | 17                 | 17                 | 11                 | 16               | 21                 |
| Cubes                                         | 6                  | 3                  | 9                | 18                 | 8                  | 2                  | 9                | 21                 |
| BASE                                          | (1151)             | (1995)             | (539)            | (234)              | (95)               | (162)              | (80)             | (38)*              |

| 2009 – PURCHASING OF WATERMELON CUT BY SEASON |                    |                    |                  |                    |                    |                    |                  |                    |
|-----------------------------------------------|--------------------|--------------------|------------------|--------------------|--------------------|--------------------|------------------|--------------------|
|                                               | Summer             |                    |                  |                    | Winter             |                    |                  |                    |
|                                               | Spring<br>%<br>(a) | Summer<br>%<br>(b) | Fall<br>%<br>(c) | Winter<br>%<br>(d) | Spring<br>%<br>(e) | Summer<br>%<br>(f) | Fall<br>%<br>(g) | Winter<br>%<br>(h) |
| Whole                                         | 58 e               | 75                 | 55 g             | 42 h               | 43                 | 74                 | 43               | 12                 |
| Sections/<br>slices                           | 17                 | 11                 | 21               | 25                 | 23                 | 13                 | 28               | 29                 |
| Mini                                          | 19                 | 11                 | 17               | 19                 | 26                 | 10                 | 16               | 35 d               |
| Cubes                                         | 7                  | 3                  | 7                | 15                 | 7                  | 3                  | 13               | 24                 |
| BASE                                          | (1179)             | (2147)             | (564)            | (248)              | (81)               | (175)              | (75)             | (34)*              |

Base: Those who purchased watermelon in the summer, spring, fall or winter

a-h-Significantly different at the 95% confidence level

\*Caution – small base size

\*Significance testing conducted within specific years.

Q.5C And, which of the following types of watermelon do you purchase most often during each season?

## **REASONS PURCHASE WATERMELON IN THE SUMMER/ WINTER**

- In line with last year, significantly more consumers buy watermelon during the summer months (and not winter) due to the fact that it's – “in season” (summer – 73% vs. winter – 5%), “cool/refreshing/juicy” (summer – 78% vs. winter – 55%), “liked by the family/kids like it” (summer – 53% vs. winter – 34%), “a good value” (summer – 43% vs. winter – 16%) and “for a picnic, party or special occasion” (summer – 40% vs. winter – 5%).
- In addition, watermelon usage for health purposes are reportedly more important in the winter, as the following were played back at higher levels (compared to the summer) – “it is healthy and nutritious” (summer – 55% vs. winter – 61%), “it has a lot of vitamins” (summer – 34% vs. winter – 27%) and “it's part of my diet to help me lose weight” (summer – 24% vs. winter – 12%).

|                                                  | <u>REASONS PURCHASE WATERMELON IN THE SUMMER/WINTER</u> |                              |                              |                              |                              |                              |
|--------------------------------------------------|---------------------------------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|------------------------------|
|                                                  | <u>2010</u><br><u>Summer</u>                            | <u>2010</u><br><u>Winter</u> | <u>2009</u><br><u>Summer</u> | <u>2009</u><br><u>Winter</u> | <u>2008</u><br><u>Summer</u> | <u>2008</u><br><u>Winter</u> |
|                                                  | <u>%</u><br><u>(a)</u>                                  | <u>%</u><br><u>(b)</u>       | <u>%</u><br><u>(c)</u>       | <u>%</u><br><u>(d)</u>       | <u>%</u><br><u>(e)</u>       | <u>%</u><br><u>(f)</u>       |
| Tastes good/I like to eat it                     | 79                                                      | 71                           | 81                           | 74                           | 85 acf                       | 69                           |
| It's cool/refreshing/juicy                       | 78 b                                                    | 55                           | 78                           | 68                           | 83 acf                       | 57                           |
| It's in season                                   | 73 b                                                    | 5                            | 69 d                         | 3                            | 74 cf                        | 5                            |
| It's a good snack                                | 64                                                      | 68                           | 64                           | 65                           | 72 ac                        | 67                           |
| My family/kids like it                           | 53 b                                                    | 34                           | 53                           | 50                           | 62 ac                        | 55                           |
| It looked fresh/appealing                        | 52                                                      | 45                           | 52                           | 53                           | 59 ac                        | 57                           |
| It's healthy and nutritious                      | 55 c                                                    | 61                           | 50                           | 65 f                         | 56 cf                        | 36 b                         |
| It's fun to eat                                  | 50                                                      | 42                           | 50                           | 41                           | 55 ac                        | 45                           |
| It's a good value                                | 43 b                                                    | 16                           | 41 d                         | 12                           | 40 f                         | 12                           |
| For a picnic, party or special occasion          | 40 b                                                    | 5                            | 40 d                         | 9                            | 48 acf                       | 7                            |
| It is a safe food to eat                         | 35                                                      | 50                           | 34                           | 35                           | 40 ac                        | 26 b                         |
| When there is an advertised or promotional price | 29                                                      | 18                           | 28                           | 15                           | 28                           | 21                           |
| It has a lot of vitamins                         | 27 c                                                    | 34                           | 23                           | 38 c                         | 29 c                         | 21                           |
| It's good for my heart                           | 21 c                                                    | 16                           | 17                           | 35 cf                        | 22 c                         | 14                           |
| I saw a large display at the store               | 15                                                      | 8                            | 14                           | 15                           | 19 ac                        | 17                           |
| It's part of my diet to help me lose weight      | 12 c                                                    | 24 a                         | 9                            | 21 c                         | 14 c                         | 10                           |
| To make a carving                                | 6                                                       | 8                            | 6                            | 12                           | 6                            | 2                            |
| To use as an ingredient in a recipe              | 5                                                       | 3                            | 6                            | 6                            | 6                            | -                            |
| Given a sample in store                          | 3                                                       | -                            | 2                            | -                            | 3 c                          | 7                            |
| BASE                                             | (1995)                                                  | (38)*                        | (2147)                       | (34)*                        | (1913)                       | (42)*                        |

Base: Those who purchased watermelon in the summer/winter

a-f-Significantly different at the 95% confidence level

\*Caution – small base size

Q.6A. For which of the following reasons do you buy watermelon during the summer/winter months?

## ONE MOST IMPORTANT REASON PURCHASE WATERMELON IN THE SUMMER/ WINTER MOST OFTEN

- “Taste” continues to be the primary reason watermelon is purchased in either the summer or the winter (summer – 30% & winter – 26%), followed at lower levels by – “its cool/refreshing/juicy” (summer – 22% & winter – 5%), “my family/kids like it” (summer – 12% & winter – 13%), “it’s in season” (summer – 10% vs. winter – 0%) and “it’s healthy and nutritious” (summer – 6% vs. winter – 11%).

|                                                  | <u>ONE MOST IMPORTANT REASON PURCHASE WATERMELON IN THE<br/>SUMMER/WINTER MOST OFTEN</u> |                             |                             |                             |                             |                             |
|--------------------------------------------------|------------------------------------------------------------------------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|-----------------------------|
|                                                  | <u>2010<br/>Summer</u><br>%                                                              | <u>2010<br/>Winter</u><br>% | <u>2009<br/>Summer</u><br>% | <u>2009<br/>Winter</u><br>% | <u>2008<br/>Summer</u><br>% | <u>2008<br/>Winter</u><br>% |
|                                                  | (a)                                                                                      | (b)                         | (c)                         | (d)                         | (e)                         | (f)                         |
| Tastes good/I like to eat it                     | 30                                                                                       | 26                          | 30                          | 26                          | 40 c                        | 38                          |
| It’s cool/refreshing/juicy                       | 22 b                                                                                     | 5                           | 20 de                       | 6                           | 16 f                        | 5                           |
| My family/kids like it                           | 12                                                                                       | 13                          | 14 a                        | 24                          | 17 c                        | 26                          |
| It’s in season                                   | 10 b                                                                                     | -                           | 10 e                        | -                           | 6                           | -                           |
| It’s healthy and nutritious                      | 6                                                                                        | 11                          | 6 e                         | 9                           | 4                           | 10                          |
| For a picnic, party or special occasion          | 4                                                                                        | 3                           | 3                           | -                           | 4                           | 2                           |
| It’s a good snack                                | 3                                                                                        | 5                           | 3                           | 9 c                         | 3                           | 5                           |
| When there is an advertised or promotional price | 2                                                                                        | -                           | 3 a                         | 6                           | 3                           | 2                           |
| It looked fresh/appealing                        | 3                                                                                        | 8                           | 3 e                         | 6                           | 1                           | 5                           |
| It’s good for my heart                           | 1                                                                                        | 8 a                         | 1                           | 3                           | **                          | -                           |
| It’s part of my diet to lose weight              | 1                                                                                        | 5 a                         | 1                           | 6 c                         | 1                           | 2                           |
| BASE                                             | (1995)                                                                                   | (38)*                       | (2147)                      | (34)*                       | (1913)                      | (42)*                       |

Base: Those who purchased watermelon in the summer/winter

a-f-Significantly different at the 95% confidence level

\*Caution – small base size

\*\* = Less than 0.5%

Q.6B. And, thinking about all the reasons you buy watermelon during the summer/winter months, what is the ONE reason you purchase it most often?

## PURCHASE FREQUENCY IN THE SUMMER (BY WATERMELON CUT)

- Additionally, and similar to past years findings, “whole watermelon”, “sections or slices” and “cubes” are all purchased more often during the summer months compared to mini’s.

| 2010 - PURCHASE FREQUENCY IN THE SUMMER BY WATERMELON CUT |                                     |                                                  |                                     |                                    |
|-----------------------------------------------------------|-------------------------------------|--------------------------------------------------|-------------------------------------|------------------------------------|
|                                                           | Watermelon Cut                      |                                                  |                                     |                                    |
|                                                           | <u>Whole Watermelon</u><br>%<br>(a) | <u>Watermelon Sections or Slices</u><br>%<br>(b) | <u>Watermelon Cubes</u><br>%<br>(c) | <u>Mini Watermelon</u><br>%<br>(d) |
| Once a week or more                                       | 21                                  | 18                                               | 26                                  | 11                                 |
| 2-3 times a month                                         | 47                                  | 50                                               | 42                                  | 44                                 |
| Once a month                                              | 28                                  | 29                                               | 28                                  | 40                                 |
| Once a season                                             | 4                                   | 3                                                | 4                                   | 6                                  |
| Never/Don't know                                          | *                                   | -                                                | -                                   | -                                  |
| BASE                                                      | (1495)                              | (240)                                            | (50)**                              | (210)                              |

| 2009 - PURCHASE FREQUENCY IN THE SUMMER BY WATERMELON CUT |                                     |                                                  |                                     |                                    |
|-----------------------------------------------------------|-------------------------------------|--------------------------------------------------|-------------------------------------|------------------------------------|
|                                                           | Watermelon Cut                      |                                                  |                                     |                                    |
|                                                           | <u>Whole Watermelon</u><br>%<br>(a) | <u>Watermelon Sections or Slices</u><br>%<br>(b) | <u>Watermelon Cubes</u><br>%<br>(c) | <u>Mini Watermelon</u><br>%<br>(d) |
| Once a week or more                                       | 20                                  | 21                                               | 32                                  | 9                                  |
| 2-3 times a month                                         | 47                                  | 46                                               | 34                                  | 48                                 |
| Once a month                                              | 29                                  | 29                                               | 31                                  | 37                                 |
| Once a season                                             | 4                                   | 4                                                | 3                                   | 6                                  |
| Never/Don't know                                          | *                                   | -                                                | -                                   | -                                  |
| BASE                                                      | (1614)                              | (238)                                            | (59)**                              | (236)                              |



| 2008 - PURCHASE FREQUENCY IN THE SUMMER BY WATERMELON CUT |                         |                                      |                         |                        |
|-----------------------------------------------------------|-------------------------|--------------------------------------|-------------------------|------------------------|
|                                                           | Watermelon Cut          |                                      |                         |                        |
|                                                           | <u>Whole Watermelon</u> | <u>Watermelon Sections or Slices</u> | <u>Watermelon Cubes</u> | <u>Mini Watermelon</u> |
|                                                           | <u>%</u><br>(a)         | <u>%</u><br>(b)                      | <u>%</u><br>(c)         | <u>%</u><br>(d)        |
| Once a week or more                                       | 21                      | 20                                   | 25                      | 15                     |
| 2-3 times a month                                         | 46                      | 49                                   | 45                      | 38                     |
| Once a month                                              | 29                      | 26                                   | 24                      | 38                     |
| Once a season                                             | 4                       | 4                                    | 6                       | 7                      |
| Never/Don't know                                          | -                       | -                                    | -                       | 1                      |
| BASE                                                      | (1439)                  | (249)                                | (51)**                  | (182)                  |

| 2006 - PURCHASE FREQUENCY IN THE SUMMER BY WATERMELON CUT |                         |                                      |                         |                        |
|-----------------------------------------------------------|-------------------------|--------------------------------------|-------------------------|------------------------|
|                                                           | Watermelon Cut          |                                      |                         |                        |
|                                                           | <u>Whole Watermelon</u> | <u>Watermelon Sections or Slices</u> | <u>Watermelon Cubes</u> | <u>Mini Watermelon</u> |
|                                                           | <u>%</u><br>(a)         | <u>%</u><br>(b)                      | <u>%</u><br>(c)         | <u>%</u><br>(d)        |
| Once a week or more                                       | 19 d                    | 20 d                                 | 20 d                    | 11                     |
| 2-3 times a month                                         | 43 cd                   | 41 d                                 | 34                      | 29                     |
| Once a month                                              | 30                      | 31                                   | 34                      | 40 ab                  |
| Once a season                                             | 8                       | 7                                    | 12                      | 18 abc                 |
| Never/Don't know                                          | -                       | *                                    | 1                       | 1                      |
| BASE                                                      | (1875)                  | (612)                                | (197)                   | (387)                  |

Base: Those who have purchased specific type of watermelon cut in the summer

a-d-Significantly different at the 95% confidence level

\* = Less than 0.5%

\*\*Caution – small base size

\*Significance testing conducted within specific years.

Q.8a/b/c/d. How often do you buy (whole watermelon/watermelon in sections or slices/watermelon cubes/mini watermelon) during the summer?

## PERCEIVED VALUE FOR THE MONEY - SUMMER

- Notably, while as noted earlier, watermelon pricing is somewhat of a sales deterrent, more than half of the summer watermelon purchasers agreed that watermelon is “a much better” or “somewhat better” value for the money compared to other produce (top-2 box – summer – 57%), with 4 in 10 playing back it’s “an equal value for the money” (summer – 39%) and only 3% who believe that it’s worse.

|                                       | <u>PERCEIVED VALUE FOR THE MONEY – SUMMER</u>          |                                                        |                                                        |
|---------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                       | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(b)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> |
| <u>Top-2 Box</u>                      | <u>57</u>                                              | <u>57</u>                                              | <u>62 ab</u>                                           |
| A much better value for the money     | 20                                                     | 22                                                     | 26 ab                                                  |
| A somewhat better value for the money | 37                                                     | 35                                                     | 36                                                     |
| An equal value for the money          | 39 c                                                   | 39 c                                                   | 33                                                     |
| <u>Bottom-2 Box</u>                   | <u>3</u>                                               | <u>4</u>                                               | <u>5</u>                                               |
| A somewhat worse value for the money  | 3                                                      | 3                                                      | 5 ab                                                   |
| A much worse value for the money      | 1                                                      | *                                                      | -                                                      |
| BASE                                  | (1995)                                                 | (2147)                                                 | (1913)                                                 |

Base: Those who have purchased watermelon

a-c-Significantly different at the 95% confidence level

\* = Less than 0.5%

Q.7B. Compared to other produce items you’ve purchased this summer, do you think watermelon is...?

## REASONS FOR NOT PURCHASING WATERMELON – DURING THE SUMMER/WINTER

- Specifically, the “price/expense” of watermelon is a major purchase deterrent when buying watermelon in the winter (summer – 21% & winter – 41%), with a handful of the winter consumers also mentioning the following as reasons for non-purchase – “it’s a summer fruit” (37%), “not available where I shop” (25%), “has a poor taste” (26%) and “poor quality” (21%).

|                                              | <u>REASONS FOR NOT PURCHASING WATERMELON – DURING THE SUMMER/WINTER</u> |                                                        |                                                        |                                                        |                                                        |                                                        |
|----------------------------------------------|-------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                              | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u>                  | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> |
| It's too expensive/not a good value          | 21                                                                      | 41 a                                                   | 20                                                     | 37 c                                                   | 27 ac                                                  | 42 e                                                   |
| My family doesn't like it                    | 17 be                                                                   | 5                                                      | 16 d                                                   | 6                                                      | 13 f                                                   | 5                                                      |
| It has a poor taste                          | 10                                                                      | 26 a                                                   | 8                                                      | 20 c                                                   | 8                                                      | 21 e                                                   |
| It has a poor texture                        | 6 e                                                                     | 9 a                                                    | 5 d                                                    | 9 c                                                    | 3                                                      | 11 e                                                   |
| It's too high in carbs/sugar                 | 6 be                                                                    | 3                                                      | 6                                                      | 3                                                      | -                                                      | -                                                      |
| It's not available at the store where I shop | 4                                                                       | 25 a                                                   | 4                                                      | 24 c                                                   | 3                                                      | 27 e                                                   |
| It's poor quality                            | 3                                                                       | 21 a                                                   | 3                                                      | 18 c                                                   | 5 ac                                                   | 23 e                                                   |
| It has a poor external appearance            | 2                                                                       | 6 a                                                    | 1                                                      | 7 c                                                    | NA                                                     | NA                                                     |
| It's too cold outside                        | -                                                                       | 10 a                                                   | -                                                      | 11 c                                                   | -                                                      | 14 e                                                   |
| It's a summer fruit                          | -                                                                       | 37 a                                                   | -                                                      | 42 c                                                   | -                                                      | 36 e                                                   |
| BASE                                         | (1209)                                                                  | (262)                                                  | (1063)                                                 | (268)                                                  | (889)                                                  | (360)                                                  |

Base: Those who have not purchased watermelon

a-f-Significantly different at the 95% confidence level

Q.9. Why don't you purchase watermelon during the summer/winter? Are there any other reasons?

## **AWARENESS OF WATERMELON HEALTH BENEFITS**

## AWARENESS OF WATERMELON HEALTH BENEFITS

- Interestingly, awareness of watermelon health benefits is more top-of-mind in the “winter” than the “summer” (summer – 36% & winter – 44%).

| <u>AWARENESS OF WATERMELON HEALTH BENEFITS</u> |                                    |                                    |                                    |                                    |                                    |                                    |                                      |                                      |
|------------------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|------------------------------------|--------------------------------------|--------------------------------------|
|                                                | <u>2010<br/>Summer</u><br>%<br>(a) | <u>2010<br/>Winter</u><br>%<br>(b) | <u>2009<br/>Summer</u><br>%<br>(c) | <u>2009<br/>Winter</u><br>%<br>(d) | <u>2008<br/>Summer</u><br>%<br>(e) | <u>2008<br/>Winter</u><br>%<br>(f) | <u>2006<br/>Domestic</u><br>%<br>(g) | <u>2004<br/>Domestic</u><br>%<br>(h) |
| Yes                                            | 36                                 | 44 a                               | 44 a                               | 47                                 | 50 cf                              | 44                                 | 35                                   | 38 g                                 |
| No                                             | 64 bce                             | 56                                 | 56 e                               | 53                                 | 50                                 | 56 e                               | 65 h                                 | 62                                   |
| BASE                                           | (3204)                             | (300)                              | (3210)                             | (302)                              | (2802)                             | (402)                              | (3128)                               | (3230)                               |

Base: Total respondents

a-h-Significantly different at the 95% confidence level

Q.2a. Are you aware of any health benefits that watermelons provide?

- In addition, wealthier households, older respondents, as well as those with a higher level of education are all more apt to be aware of (any) health benefits attributable to watermelon compared to their respective counterparts.

| <u>AWARENESS OF WATERMELON HEALTH BENEFITS</u> |                              |                               |                           |                           |                        |                                         |                                       |
|------------------------------------------------|------------------------------|-------------------------------|---------------------------|---------------------------|------------------------|-----------------------------------------|---------------------------------------|
|                                                | <u>Income</u>                |                               |                           | <u>Age</u>                |                        | <u>Education</u>                        |                                       |
|                                                | <u>&lt;\$50K</u><br>%<br>(a) | <u>\$50-\$75K</u><br>%<br>(b) | <u>\$75K+</u><br>%<br>(c) | <u>&lt;46</u><br>%<br>(d) | <u>46+</u><br>%<br>(e) | <u>&lt;College<br/>Grad</u><br>%<br>(f) | <u>College<br/>Grad +</u><br>%<br>(g) |
| Yes – aware of health benefits                 | 32                           | 38 a                          | 41 a                      | 34                        | 40 d                   | 31                                      | 42 f                                  |
| BASE                                           | (1562)                       | (850)                         | (964)                     | (2282)                    | (1222)                 | (1897)                                  | (1606)                                |

Base: Total respondents

a-g-Significantly different at the 95% confidence level

## AWARENESS OF WATERMELON HEALTH BENEFITS AND PURCHASE INTENT

- Encouragingly, the perception that watermelon is “healthy” and “nutritious” moves the sales needle, as about 7 in 10 of the consumers agreed that knowing that watermelon is “healthy” and “nutritious” would make them more likely to purchase it in the future (summer – 71% & winter – 67%).

| <u>AWARENESS OF WATERMELON HEALTH BENEFITS AND PURCHASE INTENT</u> |                                                        |                                                        |                                                        |                                                        |                                                        |                                                        |                                                          |                                                          |
|--------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
|                                                                    | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> | <u>2006</u><br><u>Domestic</u><br><u>%</u><br><u>(g)</u> | <u>2004</u><br><u>Domestic</u><br><u>%</u><br><u>(h)</u> |
| Yes                                                                | 71                                                     | 67                                                     | 72                                                     | 72                                                     | 74 a                                                   | 74                                                     | 77                                                       | 78                                                       |
| No                                                                 | 20 e                                                   | 20                                                     | 20 e                                                   | 18                                                     | 18                                                     | 17                                                     | 21                                                       | 21                                                       |
| Don't know                                                         | 9                                                      | 13 a                                                   | 8                                                      | 10                                                     | 8                                                      | 8                                                      | 2 h                                                      | -                                                        |
| BASE                                                               | (3204)                                                 | (300)                                                  | (3210)                                                 | (302)                                                  | (2802)                                                 | (402)                                                  | (1102)                                                   | (1220)                                                   |

Base: Total respondents

a-h-Significantly different at the 95% confidence level

Q.2b. Does knowing that watermelon is healthy and nutritious make you more likely to purchase watermelon in the future?

- Health and nutritional information is skewed toward wealthier consumers, those with children living at home, those aware of health attributes, younger consumers and those who are better educated.

| <u>AWARENESS OF WATERMELON HEALTH BENEFITS AND PURCHASE INTENT</u> |                              |                               |                           |                                              |                       |
|--------------------------------------------------------------------|------------------------------|-------------------------------|---------------------------|----------------------------------------------|-----------------------|
|                                                                    | <u>Income</u>                |                               |                           | <u>Presence of Children Under 18 at Home</u> |                       |
|                                                                    | <u>&lt;\$50K</u><br>%<br>(a) | <u>\$50-\$75K</u><br>%<br>(b) | <u>\$75K+</u><br>%<br>(c) | <u>Yes</u><br>%<br>(d)                       | <u>No</u><br>%<br>(e) |
| Yes                                                                | 66                           | 71 a                          | 77 ab                     | 76 e                                         | 68                    |
| No                                                                 | 23 bc                        | 20                            | 17                        | 16                                           | 22 d                  |
| Don't know                                                         | 11 c                         | 9 c                           | 7                         | 8                                            | 10 d                  |
| BASE                                                               | (1562)                       | (850)                         | (964)                     | (1337)                                       | (1508)                |

Base: Total respondents

a-e-Significantly different at the 95% confidence level

| <u>AWARENESS OF WATERMELON HEALTH BENEFITS AND PURCHASE INTENT</u> |                                   |                       |                           |                        |                                     |                                  |
|--------------------------------------------------------------------|-----------------------------------|-----------------------|---------------------------|------------------------|-------------------------------------|----------------------------------|
|                                                                    | <u>Aware of Health Attributes</u> |                       | <u>Age</u>                |                        | <u>Education</u>                    |                                  |
|                                                                    | <u>Yes</u><br>%<br>(a)            | <u>No</u><br>%<br>(b) | <u>&lt;46</u><br>%<br>(c) | <u>46+</u><br>%<br>(d) | <u>&lt;College Grad</u><br>%<br>(e) | <u>College Grad+</u><br>%<br>(f) |
| Yes                                                                | 83 b                              | 63                    | 72 d                      | 68                     | 67                                  | 74 e                             |
| No                                                                 | 13                                | 24 a                  | 19                        | 23 c                   | 23 f                                | 18                               |
| Don't know                                                         | 4                                 | 13 a                  | 9                         | 9                      | 10                                  | 8                                |
| BASE                                                               | (1271)                            | (2233)                | (2282)                    | (1222)                 | (1897)                              | (1606)                           |

Base: Total respondents

a-f-Significantly different at the 95% confidence level

## **AWARENESS OF SPECIFIC HEALTH BENEFITS**

- When asked what specific health benefits watermelon provides, four-fifths of the respondents (who are aware that watermelon provides health benefits) credited it for being “low in fat” (82%), with three-quarters mentioning it’s also “low in calories” (76%), followed by more than half who played back it “has vitamins” (67%) and “contains the antioxidant lycopene” (55%).
- Positively, and a sign of an effective “heart healthy” marketing campaign, awareness that watermelon “is good for cardiovascular function” (2010 – 45% vs. 34% - 2009) and that “amino acids in watermelon help maintain arteries and blood flow promoting heart health” (2010 – 36% vs. 2009 – 29%) has increased significantly compared to last year.



|                                                                                            | <u>AWARENESS OF SPECIFIC HEALTH BENEFITS</u>           |                                                        |                                                        |                                                        |                                                        |                                                        |
|--------------------------------------------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                                                                            | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> |
| Watermelon is low in fat                                                                   | 82                                                     | 81                                                     | 82                                                     | 79                                                     | 84                                                     | 85                                                     |
| Watermelon is low in calories                                                              | 76                                                     | 71                                                     | 76                                                     | 70                                                     | 80 ac                                                  | 82 d                                                   |
| Watermelon has vitamins                                                                    | 67 c                                                   | 65                                                     | 61                                                     | 64                                                     | 68 c                                                   | 69                                                     |
| Red Watermelon contains the antioxidant lycopene                                           | 55 e                                                   | 56                                                     | 55 e                                                   | 50                                                     | 49                                                     | 43                                                     |
| Watermelon is high in Vitamin C                                                            | 48                                                     | 49                                                     | 45                                                     | 43                                                     | 52 a                                                   | 56 d                                                   |
| Watermelon consumption is good for cardiovascular function                                 | 45 ce                                                  | 37                                                     | 34                                                     | 27                                                     | 35                                                     | 31                                                     |
| The amino acids in watermelon help maintain arteries and blood flow promoting heart health | 36 ce                                                  | 33                                                     | 29                                                     | 24                                                     | 32 f                                                   | 25                                                     |
| Watermelon is high in Vitamin A                                                            | 31 c                                                   | 30                                                     | 27                                                     | 27                                                     | 29                                                     | 27                                                     |
| Watermelon is high in Vitamin B-6                                                          | 23                                                     | 28                                                     | 20                                                     | 16                                                     | 25 c                                                   | 21                                                     |
| BASE                                                                                       | (1140)                                                 | (131)                                                  | (1408)                                                 | (143)                                                  | (1389)                                                 | (175)                                                  |

Base: Those who are aware of health benefits of watermelon  
a-h-Significantly different at the 95% confidence level

Q.2C. What health benefits are you aware of that watermelon provide?

- Older respondents are more apt to be aware of many of watermelon’s health benefits vis-à-vis their younger counterparts.

| <u>AWARENESS OF SPECIFIC HEALTH BENEFITS</u>                                               |                                         |                                      |
|--------------------------------------------------------------------------------------------|-----------------------------------------|--------------------------------------|
|                                                                                            | <u>Age</u>                              |                                      |
|                                                                                            | <u>&lt;46</u><br><u>%</u><br><u>(a)</u> | <u>46+</u><br><u>%</u><br><u>(b)</u> |
| Watermelon is low in fat                                                                   | 79                                      | 86 a                                 |
| Watermelon is low in calories                                                              | 73                                      | 80 a                                 |
| Watermelon has vitamins                                                                    | 67                                      | 67                                   |
| Red Watermelon contains the antioxidant lycopene                                           | 52                                      | 60 a                                 |
| Watermelon is high in Vitamin C                                                            | 45                                      | 53 a                                 |
| Watermelon consumption is good for cardiovascular function                                 | 41                                      | 49 a                                 |
| Watermelon is high in Vitamin A                                                            | 31                                      | 31                                   |
| The amino acids in watermelon help maintain arteries and blood flow promoting heart health | 31                                      | 44 a                                 |
| Watermelon is high in Vitamin B-6                                                          | 23                                      | 24                                   |
| BASE                                                                                       | (782)                                   | (489)                                |

Base: Those who are aware of health benefits of watermelon

a-b-Significantly different at the 95% confidence level

## WATERMELON AND LYCOPENE CONTENT

- Positively, and higher than last year, about two-fifths of the respondents (who are aware that watermelon contains lycopene) are aware that watermelon contains more lycopene than any other fresh fruit (summer – 2010 – 42% vs. 2009 – 38% and winter – 2010 – 38% vs. 2009 – 32%).

| <u>WATERMELON AND LYCOPENE CONTENT</u> |                                                        |                                                        |                                                        |                                                        |                                                        |                                                        |                                                          |                                                          |
|----------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
|                                        | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2010</u><br><u>Winter</u><br><u>%</u><br><u>(b)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2009</u><br><u>Winter</u><br><u>%</u><br><u>(d)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(e)</u> | <u>2008</u><br><u>Winter</u><br><u>%</u><br><u>(f)</u> | <u>2006</u><br><u>Domestic</u><br><u>%</u><br><u>(g)</u> | <u>2004</u><br><u>Domestic</u><br><u>%</u><br><u>(h)</u> |
| Yes                                    | 42                                                     | 38                                                     | 38                                                     | 32                                                     | 41                                                     | 39                                                     | 24                                                       | 26                                                       |
| No/Don't know                          | 58                                                     | 62                                                     | 62                                                     | 68                                                     | 59                                                     | 61                                                     | 76                                                       | 74                                                       |
| BASE                                   | (628)                                                  | (73)                                                   | (768)                                                  | (72)                                                   | (680)                                                  | (75)                                                   | (629)                                                    | (567)                                                    |

Base: Those aware that red watermelon contains lycopene  
a-h-Significantly different at the 95% confidence level

Q.2D. Are you aware that watermelon contains more lycopene than any other fresh produce item?

## AWARENESS OF THE HEART-HEALTHY BENEFITS OF WATERMELON AND PURCHASE INTENT

- Also encouraging, and a sign of the importance of its health benefits, about three-quarters of the shoppers indicated that if they knew watermelon was good for the heart it would make them want to purchase more of it in the future (2010 – 74% vs. 2009 – 76%), however somewhat fewer summer respondents feel this way (2010 – 69% vs. 2009 – 76%) – which is probably due to higher consumption during this time of the year.

| <u>AWARENESS OF THE HEART-HEALTHY BENEFITS OF WATERMELON AND PURCHASE INTENT</u> |                                          |                                          |                                          |                                          |                                          |                                          |
|----------------------------------------------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|------------------------------------------|
|                                                                                  | <u>2010</u><br><u>Summer</u><br>%<br>(a) | <u>2010</u><br><u>Winter</u><br>%<br>(b) | <u>2009</u><br><u>Summer</u><br>%<br>(c) | <u>2009</u><br><u>Winter</u><br>%<br>(d) | <u>2008</u><br><u>Summer</u><br>%<br>(e) | <u>2008</u><br><u>Winter</u><br>%<br>(f) |
| Yes                                                                              | 74                                       | 69                                       | 76 a                                     | 77 b                                     | 82 ca                                    | 81 b                                     |
| No                                                                               | 18 ce                                    | 22 df                                    | 16 e                                     | 14                                       | 13                                       | 14                                       |
| Don't know                                                                       | 8 e                                      | 9 f                                      | 7 e                                      | 9 f                                      | 5                                        | 5                                        |
| BASE                                                                             | (3204)                                   | (300)                                    | (3210)                                   | (302)                                    | (2802)                                   | (402)                                    |

Base: Total respondents

a-h-Significantly different at the 95% confidence level

Q.4. And, would knowing watermelon is good for your heart make you want to purchase more of it in the future?

## SOURCE OF NUTRITIONAL INFORMATION

- The “Internet” and “magazines and newspapers” continue to be the primary sources for watermelon nutritional information (27% and 27%, respectively), followed by “friends/family” (25%), “television” (15%), “books” (13%), “nutrition labeling” (12%) and “supermarket/grocery store” (11%), with all other venues played back at lower levels.

|                                       | <u>SOURCE OF NUTRITIONAL INFORMATION</u>               |                                                        |                                                        |                                                          |                                                          |
|---------------------------------------|--------------------------------------------------------|--------------------------------------------------------|--------------------------------------------------------|----------------------------------------------------------|----------------------------------------------------------|
|                                       | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(b)</u> | <u>2008</u><br><u>Summer</u><br><u>%</u><br><u>(c)</u> | <u>2006</u><br><u>Domestic</u><br><u>%</u><br><u>(d)</u> | <u>2004</u><br><u>Domestic</u><br><u>%</u><br><u>(e)</u> |
| Internet (not via social networking)* | 27                                                     | NA                                                     | NA                                                     | NA                                                       | NA                                                       |
| Magazines and newspapers              | 27                                                     | 25                                                     | 27                                                     | 36 e                                                     | 29                                                       |
| Friends/family                        | 25                                                     | 22                                                     | 27 b                                                   | 9                                                        | 9                                                        |
| Television                            | 15                                                     | 14                                                     | 21 ab                                                  | 4                                                        | 6                                                        |
| Books                                 | 13                                                     | 11                                                     | 11                                                     | 9                                                        | 10                                                       |
| Nutrition labeling                    | 12 bc                                                  | 9                                                      | 9                                                      | 5                                                        | 3                                                        |
| Supermarket/ grocery store            | 11                                                     | 9                                                      | 11                                                     | 2                                                        | 3                                                        |
| School/classes                        | 9                                                      | 9                                                      | 12 ab                                                  | 9                                                        | 10                                                       |
| Doctor/healthcare provider            | 8 b                                                    | 5                                                      | 6                                                      | 3                                                        | 3                                                        |
| Internet (via social networking)*     | 6                                                      | NA                                                     | NA                                                     | NA                                                       | NA                                                       |
| On the actual watermelon              | 4 c                                                    | 4 c                                                    | 2                                                      | -                                                        | -                                                        |
| Radio                                 | 4 b                                                    | 2                                                      | 3                                                      | 1                                                        | *                                                        |
| Weight Watchers                       | 3                                                      | 4                                                      | 6 ab                                                   | -                                                        | -                                                        |
| On the watermelon bin                 | 3                                                      | 4                                                      | 4                                                      | -                                                        | -                                                        |
| Don't know                            | 18 c                                                   | 20 c                                                   | 15                                                     | 28                                                       | 33                                                       |
| BASE                                  | (1140)                                                 | (1408)                                                 | (1389)                                                 | (1220)                                                   | (2296)                                                   |

Base: Those aware of watermelon health benefits

a-h-Significantly different at the 95% confidence level

\*Added in 2010 survey

Q.3. And, do you remember where you learned or read about watermelon health attributes?

## INFLUENCE OF HEALTH CLAIMS IN TERMS OF PURCHASING WATERMELON

- Positively, all of the health claims exposed to the consumer can have an impact on watermelon purchasing, as at least 6 in 10 agreed that the following would make them want to buy watermelon during the summer season – “eating watermelon can help maintain cardiovascular health” (summer – 65% vs. winter – 65%), “watermelon amino acids citrulline and arginine can help maintain blood flow and heart health” (summer – 62% vs. winter – 62%), “watermelon has amino acids such as citrulline and arginine that help maintain arteries” (summer – 61% vs. winter – 60%) and “watermelon consumption increased free arginine and citrulline, which can help maintain cardiovascular function” (summer – 60% vs. winter – 59%).

|                                                                                                                | <u>INFLUENCE OF HEALTH CLAIMS</u>  |                                    |
|----------------------------------------------------------------------------------------------------------------|------------------------------------|------------------------------------|
|                                                                                                                | <u>2010<br/>Summer</u><br>%<br>(a) | <u>2010<br/>Winter</u><br>%<br>(b) |
| Eating watermelon can help maintain cardiovascular health                                                      | 65                                 | 65                                 |
| Watermelon amino acids citrulline and arginine can help maintain blood flow and heart health                   | 62                                 | 62                                 |
| Watermelon has amino acids such as citrulline and arginine that help maintain arteries                         | 61                                 | 60                                 |
| Watermelon consumption increases free arginine and citrulline, which can help maintain cardiovascular function | 60                                 | 59                                 |
| BASE                                                                                                           | (3204)                             | (300)                              |

Base: Total respondents

a-b-Significantly different at the 95% confidence level

Q.13. Using a 5 point scale, where a 5 means that it would be “extremely influential” and a 1 means it would “not be influential”, how would you rate the following health claims in terms of making you want to buy watermelon during the summer season? You can use any number in between 1 and 5.

## **SOCIAL NETWORKING & NWPB**

## SOCIAL NETWORKING WEBSITES BELONG TO

- Seven in 10 of the respondents are members of facebook.com (70% - significantly higher than last year – 57%), with one-quarter belonging to myspace.com (25%) and 15% using classmates.com and 15% twitter.com as a social networking website, followed by 14% who belong to linkedin.com.

| SOCIAL NETWORKING WEBSITES BELONG TO |                                                        |                                                        |
|--------------------------------------|--------------------------------------------------------|--------------------------------------------------------|
|                                      | <u>2010</u><br><u>Summer</u><br><u>%</u><br><u>(a)</u> | <u>2009</u><br><u>Summer</u><br><u>%</u><br><u>(b)</u> |
| Facebook.com                         | 70 b                                                   | 57                                                     |
| Myspace.com                          | 25                                                     | 33 a                                                   |
| Classmates.com                       | 15                                                     | 21 a                                                   |
| Twitter.com                          | 15                                                     | 15                                                     |
| Linkedin.com                         | 14 b                                                   | 11                                                     |
| Reunion.com                          | 3                                                      | 5 a                                                    |
| Livejournal.com                      | 3                                                      | 3                                                      |
| None of the above                    | 22                                                     | 28 a                                                   |
| BASE                                 | (3204)                                                 | (3210)                                                 |

Base: Summer respondents

Q.21b. Which, if any, of the following social networking websites do you belong to?



## PLAY FARMVILLE ON FACEBOOK

- One-quarter of those on facebook.com play Farmville (24%).

| PLAY FARMVILLE ON FACEBOOK |                         |
|----------------------------|-------------------------|
|                            | <u>2010</u><br><u>%</u> |
| Yes                        | 24                      |
| No                         | 76                      |
| BASE                       | (2254)                  |

Base: Summer respondents who are on Facebook

Q.21b. Which, if any, of the following social networking websites do you belong to?

## INTEREST IN CONNECTING WITH THE NWPB ON SOCIAL NETWORKING SITES

- About one-quarter of the respondents indicated that they are interested in connecting with the National Watermelon Promotion Board on the social networking sites they belong to (24%) – an increase compared to 21% in 2009.

| <u>INTEREST IN CONNECTING WITH THE NWPB ON<br/>SOCIAL NETWORKING SITES</u> |                                      |                                      |
|----------------------------------------------------------------------------|--------------------------------------|--------------------------------------|
|                                                                            | <u>2010<br/>Summer<br/>%<br/>(a)</u> | <u>2009<br/>Summer<br/>%<br/>(b)</u> |
| <u>Top-2 Box (Net)</u>                                                     | <u>24 b</u>                          | <u>21</u>                            |
| Extremely interested                                                       | 10                                   | 10                                   |
| Very interested                                                            | 13 b                                 | 11                                   |
| Somewhat interested                                                        | 30                                   | 28                                   |
| <u>Bottom-2 Box (Net)</u>                                                  | <u>47</u>                            | <u>51 a</u>                          |
| Not very interested                                                        | 25                                   | 29 a                                 |
| Not at all interested                                                      | 21                                   | 22                                   |
| BASE                                                                       | (2490)                               | (2303)                               |

Base: Summer respondents who belong to social networking websites

Q.21c. How interested would you be to connect with the National Watermelon Promotion Board on the social networking sites that you belong to in order to receive new recipes, health information, etc.?

## INTEREST IN RECEIVING UPDATES/ALERTS VIA SOURCES FROM THE NWPB

- About three-quarters of those on social networking sites indicated that they'd be interested in receiving updates/alerts through email (72%), followed at much lower levels by a social networking site (31%) and text messages (7%).

| INTEREST IN RECEIVING UPDATES/<br>ALERTS FROM THE NWPB VIA SOURCES |                                          |
|--------------------------------------------------------------------|------------------------------------------|
|                                                                    | <u>2010</u><br><u>Summer</u><br><u>%</u> |
| Email                                                              | 72                                       |
| Through the social networking site<br>you belong to                | 31                                       |
| Text message                                                       | 7                                        |
| I don't want to receive updates/alerts                             | 10                                       |
| BASE                                                               | (1329)                                   |

Base: Summer respondents who are at least somewhat interested in receiving updates from the NWPB

Q.21d. How would you be interested in receiving updates/alerts from the National Watermelon Promotion Board?

## **DEMOGRAPHIC DATA**

- About three-quarters of the respondents are women (73%) and one-quarter are men (27%).

| GENDER |                  |
|--------|------------------|
|        | <u>2010</u><br>% |
| Male   | 27               |
| Female | 73               |
| BASE   | (3504)           |

Base: Total respondents

Q. Gender

- Their average age is 40 (40.5 - mean).

| AGE           |                  |
|---------------|------------------|
|               | <u>2010</u><br>% |
| 24 or younger | 8                |
| 25-29         | 19               |
| 30-35         | 14               |
| 36-39         | 9                |
| 40-45         | 16               |
| 46-49         | 6                |
| 50-55         | 11               |
| 56 and older  | 17               |
| MEAN          | 40.5             |
| BASE          | (3504)           |

Base: Total respondents

Q.15. Which of the following categories include your age?

- In terms of education, nearly half of the respondents are college graduates or better (46%).

| EDUCATION                                     |                         |
|-----------------------------------------------|-------------------------|
|                                               | <u>2010</u><br><u>%</u> |
| Some high school or less                      | 1                       |
| High school graduate                          | 16                      |
| Some college/AA degree/Trade/Technical school | 37                      |
| College graduate (4-year degree)              | 32                      |
| Post graduate degree (masters or doctorate)   | 14                      |
| BASE                                          | (3504)                  |

Base: Total respondents

Q.16. What is the highest level of education you have completed?

- On average, respondents have about 3 people living in their household (2.9 mean)

| NUMBER OF PEOPLE LIVING IN HOUSEHOLD |                         |
|--------------------------------------|-------------------------|
|                                      | <u>2010</u><br><u>%</u> |
| 1                                    | 19                      |
| 2-3                                  | 55                      |
| 4 or more                            | 26                      |
| MEAN                                 | 2.9                     |
| BASE                                 | (3504)                  |

Base: Total respondents

Q.17. Including yourself, how many people live in your household?

- More than half of the consumers reported that they, themselves, eat watermelon (55%), while their “children” (19%) and “spouse/significant other” (19%) were mentioned at lower levels.

| CONSUMPTION OF WATERMELON BY FAMILY MEMBER |                  |
|--------------------------------------------|------------------|
|                                            | <u>2010</u><br>% |
| You                                        | 55               |
| Spouse/significant other                   | 19               |
| Child                                      | 19               |
| Other                                      | 4                |
| Don't know                                 | 2                |
| BASE                                       | (1935)           |

Base: Those who purchased watermelon in past 12 months and have more than one person in household.

Q.18. And, who consumes the most watermelon in your family?

- Households of 2 or more people have about 2 children (under 18) living at home (mean – 1.9).

| NUMBER OF CHILDREN (UNDER 18) IN HOUSEHOLD |                  |
|--------------------------------------------|------------------|
|                                            | <u>2010</u><br>% |
| None                                       | 53               |
| 1                                          | 21               |
| 2-3                                        | 24               |
| 4 or more                                  | 2                |
| MEAN                                       | 1.9              |
| BASE                                       | (2845)           |

Base: Those who have at least 2 people living in their household

Q.19. How many children under 18 do you have in your household?

- In addition, about 9 in 10 of the respondents reported that their children have at least somewhat of an influence on their watermelon purchases (86%).

| INFLUENCE CHILDREN HAVE ON WATERMELON PURCHASES |                  |
|-------------------------------------------------|------------------|
|                                                 | <u>2010</u><br>% |
| Greatly influence your purchases                | 40               |
| Somewhat influence your purchases               | 46               |
| Do not influence your purchases                 | 14               |
| BASE                                            | (1337)           |

Base: Those with at least 1 child under 18 living at home

Q.20. How much do your children influence watermelon purchases?

- On average, there are between 2 – 3 watermelon eaters in each household (with more than 1 person) – 2.6 mean.

| NUMBER OF PEOPLE IN HOUSEHOLD WHO EAT WATERMELON |                            |
|--------------------------------------------------|----------------------------|
|                                                  | <u>2010</u><br><u>Mean</u> |
| MEAN                                             | 2.6                        |
| BASE                                             | (2845)                     |

Base: Those with more than 1 person living in their household

Q.21. Of those living in your household, how many people eat watermelon?



- Over 8 in 10 of the respondents are Caucasian (84%), with 6% Asian, 5% African-American and 5% Hispanic/Latino.

| RACE                     |                  |
|--------------------------|------------------|
|                          | <u>2010</u><br>% |
| Caucasian (Non-Hispanic) | 84               |
| Asian                    | 6                |
| African-American         | 5                |
| Hispanic/Latino          | 5                |
| Other                    | 1                |
| Refused                  | -                |
| BASE                     | (3504)           |

Base: Total respondents

Q.22. What is your ethnic background?

- The average household income is \$62,340.

| INCOME                          |                  |
|---------------------------------|------------------|
|                                 | <u>2010</u><br>% |
| Less than \$20,000              | 10               |
| \$20,000 - less than \$30,000   | 11               |
| \$30,000 - less than \$40,000   | 13               |
| \$40,000 - less than \$50,000   | 11               |
| \$50,000 - less than \$75,000   | 24               |
| \$75,000 – less than \$100,000  | 14               |
| \$100,000 – less than \$150,000 | 10               |
| \$150,000+                      | 4                |
| Refused                         | 4                |
| MEAN                            | 62.34            |
| BASE                            | (3504)           |

Base: Total respondents

Q.23. Finally, into which of the following categories does your total household income fall before taxes?