

2017 Consumer Survey Results

Compiled by: Jason Hanselman, NWPB
Survey Conducted by: MyPoints

Background, Purpose & Methodology

- Use a similar questionnaire year to year for comparison purposes with some tweaks
- Some tweaks make comparisons difficult
- MyPoints administers survey, Decipher houses data
- 3,222/6,334 Respondents in August 2017 & 1,602/2,602 in March 2017 met criteria
 - > 18 years old
 - Primary shopper in household
 - Demographic needs

Demographic Breakdown

Gender	2017S	2017W	2016	2015	2014
Male	50%	50%	50%	49%	25%
Female	50%	50%	50%	51%	75%
Age	2017S	2017W	2016	2015	2014
<39	42%	39%	40%	33%	19%
>39	58%	61%	60%	67%	81%
Education	2017S	2017W	2016	2015	2014
<4Y Degree	50%	51%	45%	47%	52%
>4Y Degree	50%	49%	55%	52%	48%

Ethnicity	2017S	2017W	2016	2015	2014
Caucasian	65%	75%	74%	75%	81%
Asian	10%	10%	10%	9%	6%
African-American	10%	6%	6%	7%	6%
Hispanic/Latino	13%	6%	6%	5%	4%
Other	2%	2%	2%	2%	2%
Income	2017S	2017W	2016	2015	2014
<\$20K	10%	11%	12%	10%	11%
\$20K-50K	31%	32%	27%	26%	29%
\$50K-100K	21%	20%	18%	18%	16%
>100K	21%	20%	18%	18%	16%

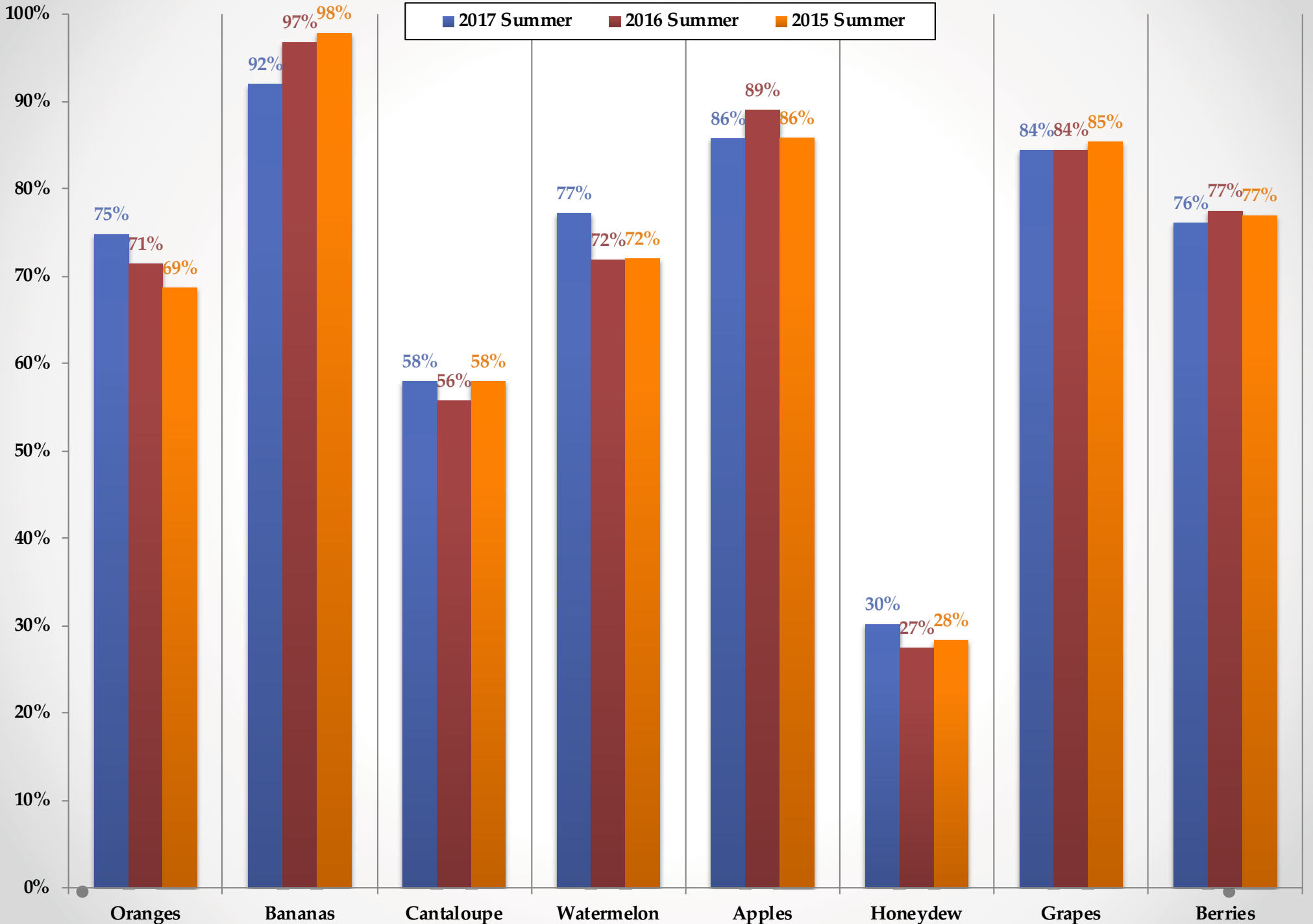
Comparing the Summer Surveys



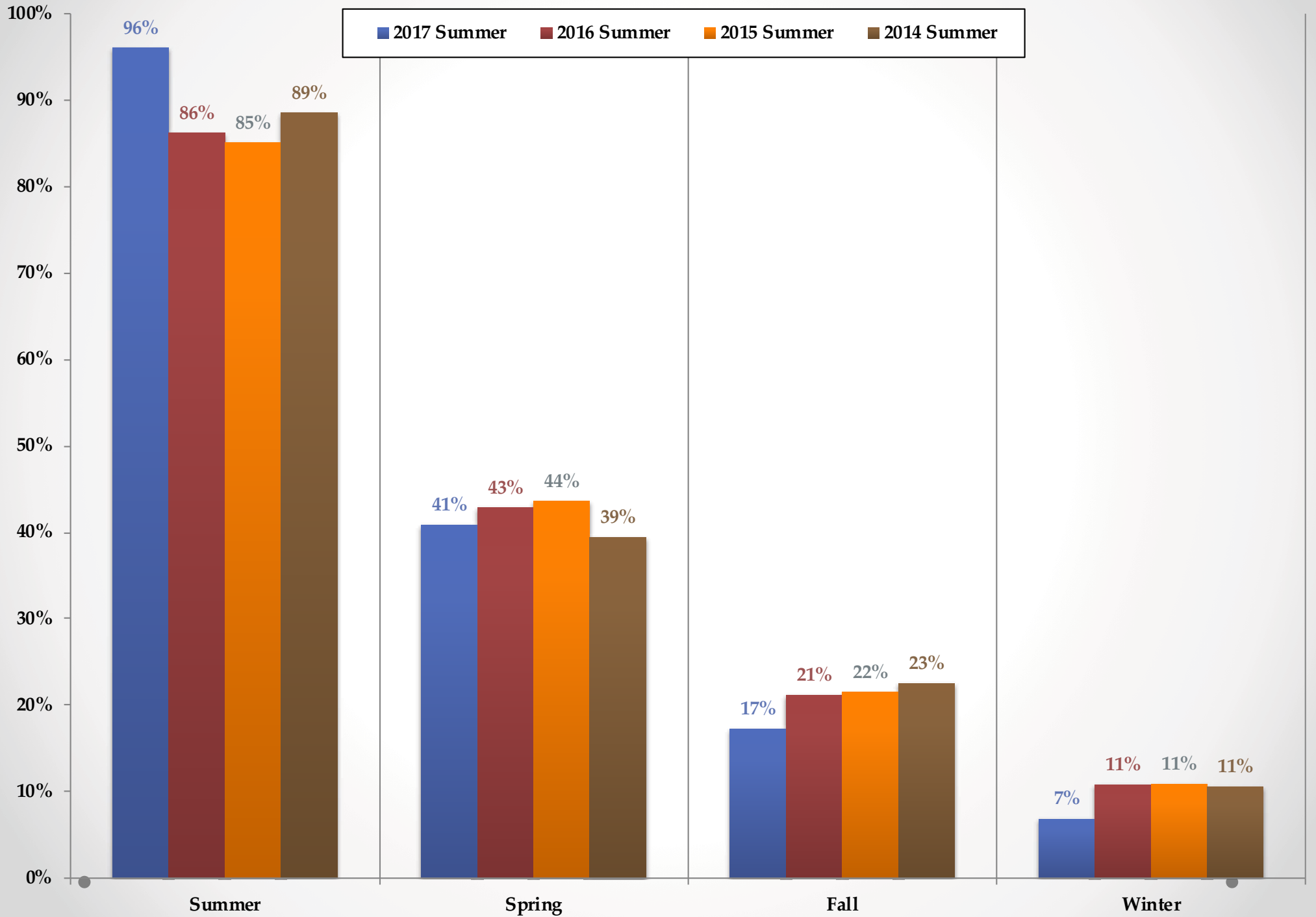
Purchase & Consumer Behavior



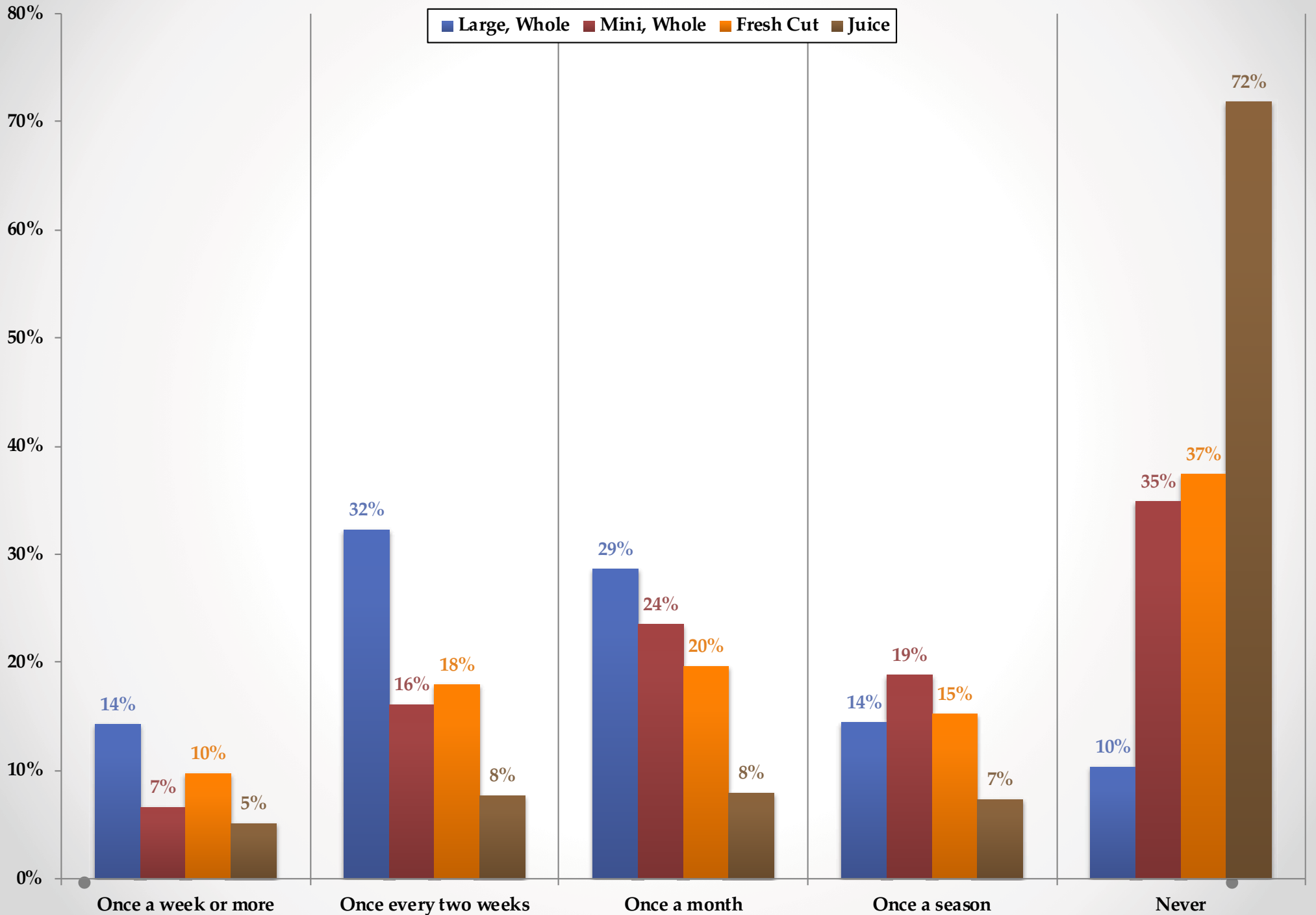
Which of the Following Have You Purchased in the Last 12 Months?



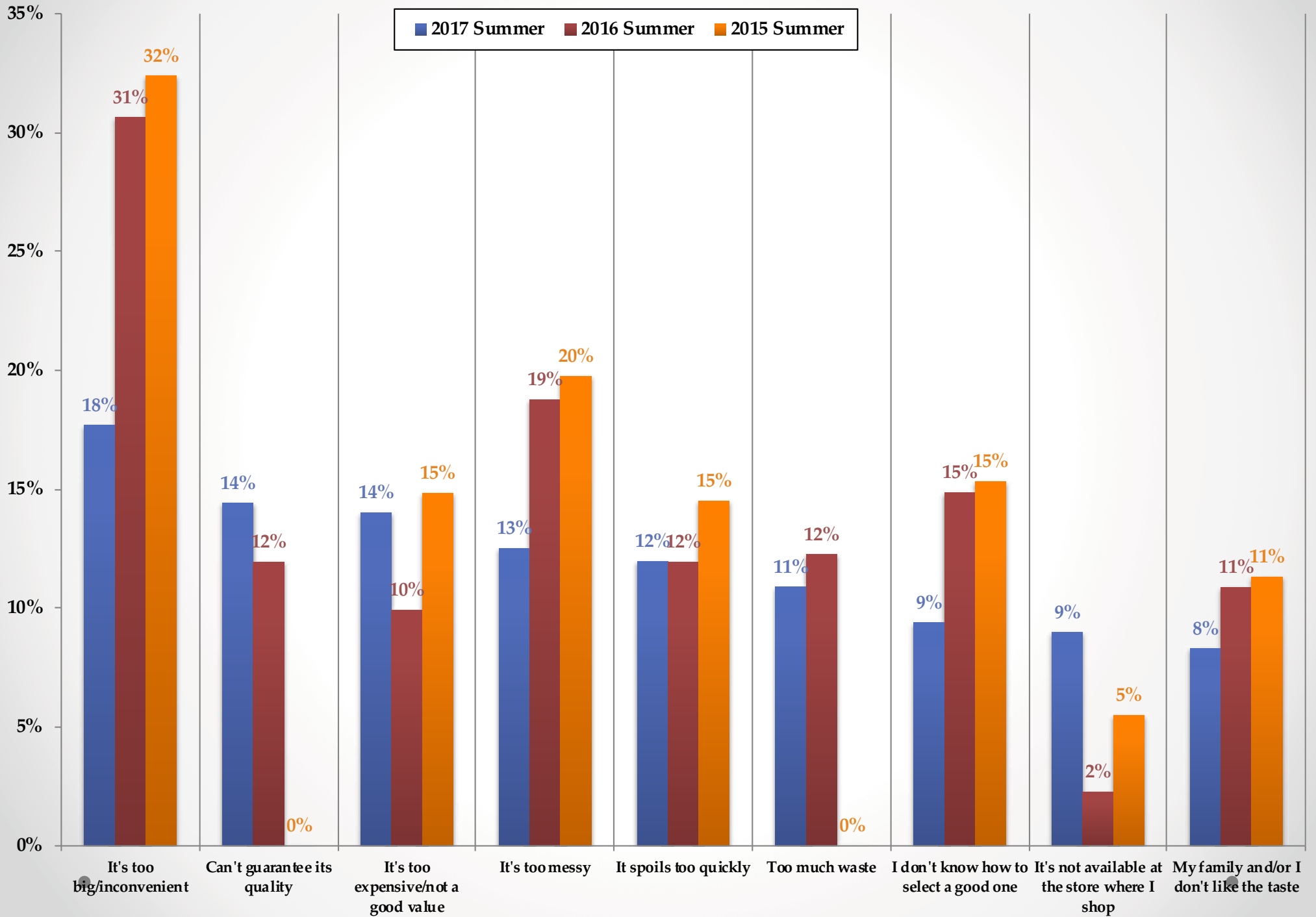
Which Season(s) Have You Purchased Watermelon?



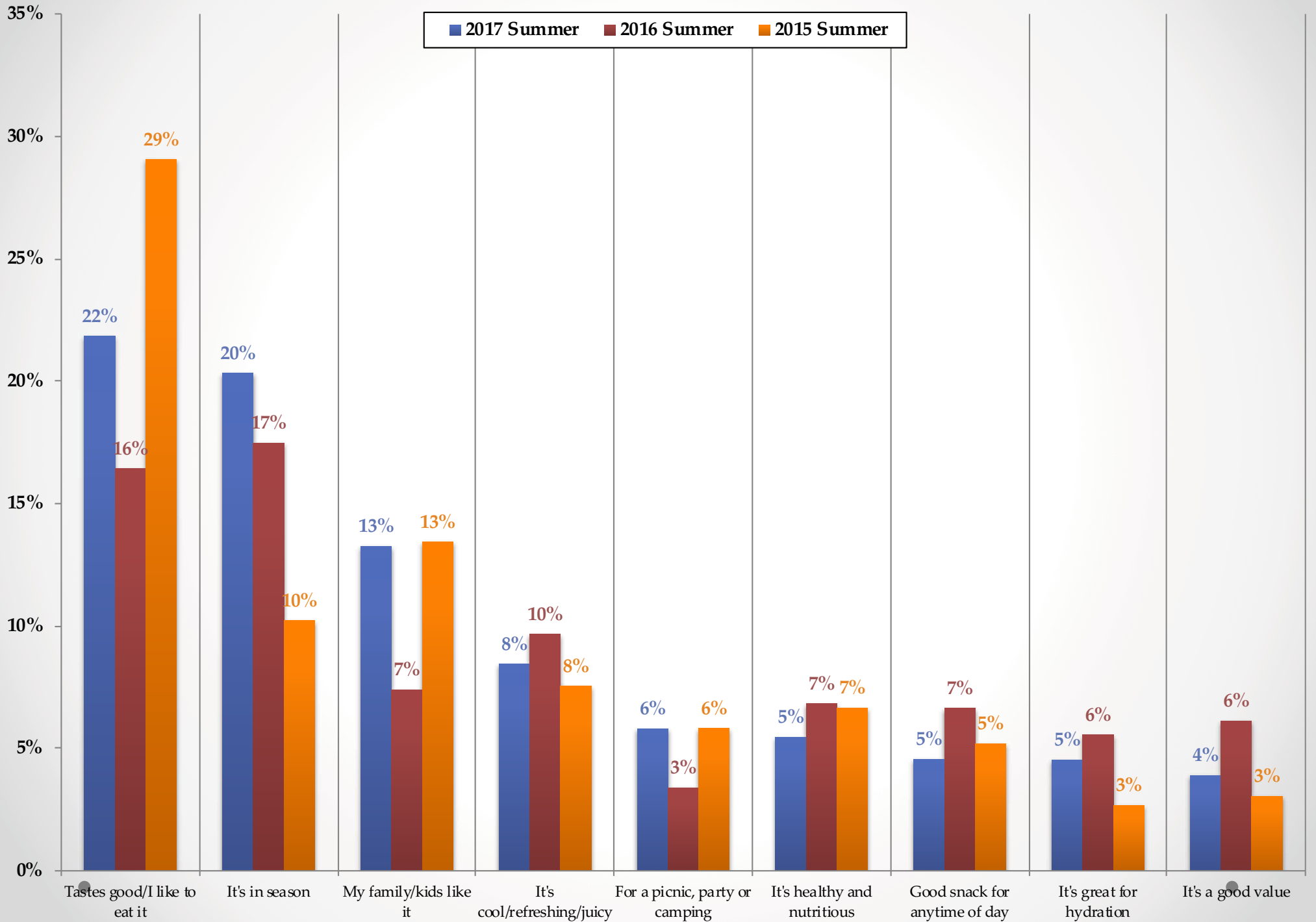
Frequency of Purchase During Spring/Summer, 2017



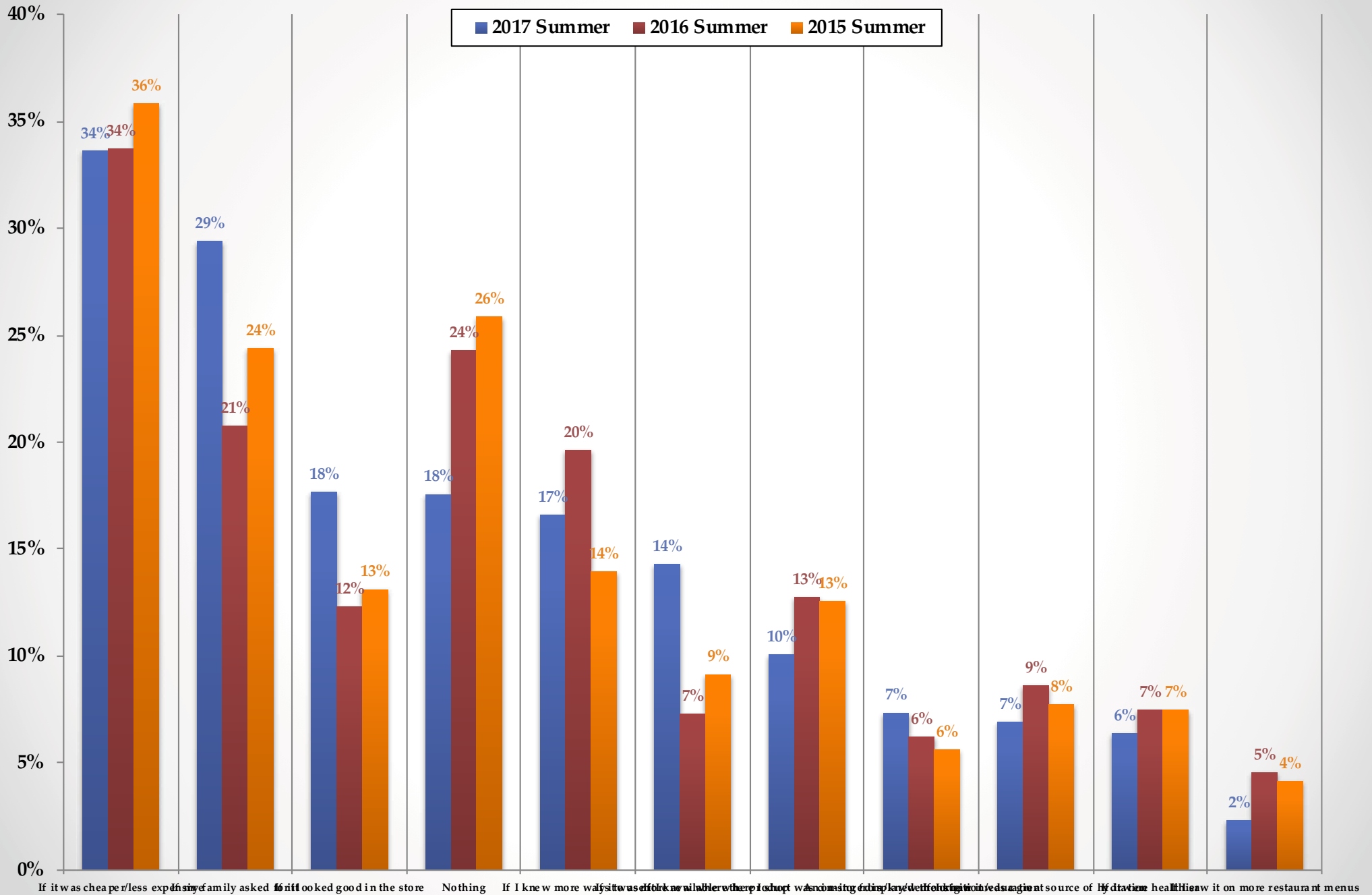
Reasons for Non-Purchase, Top-10 Responses



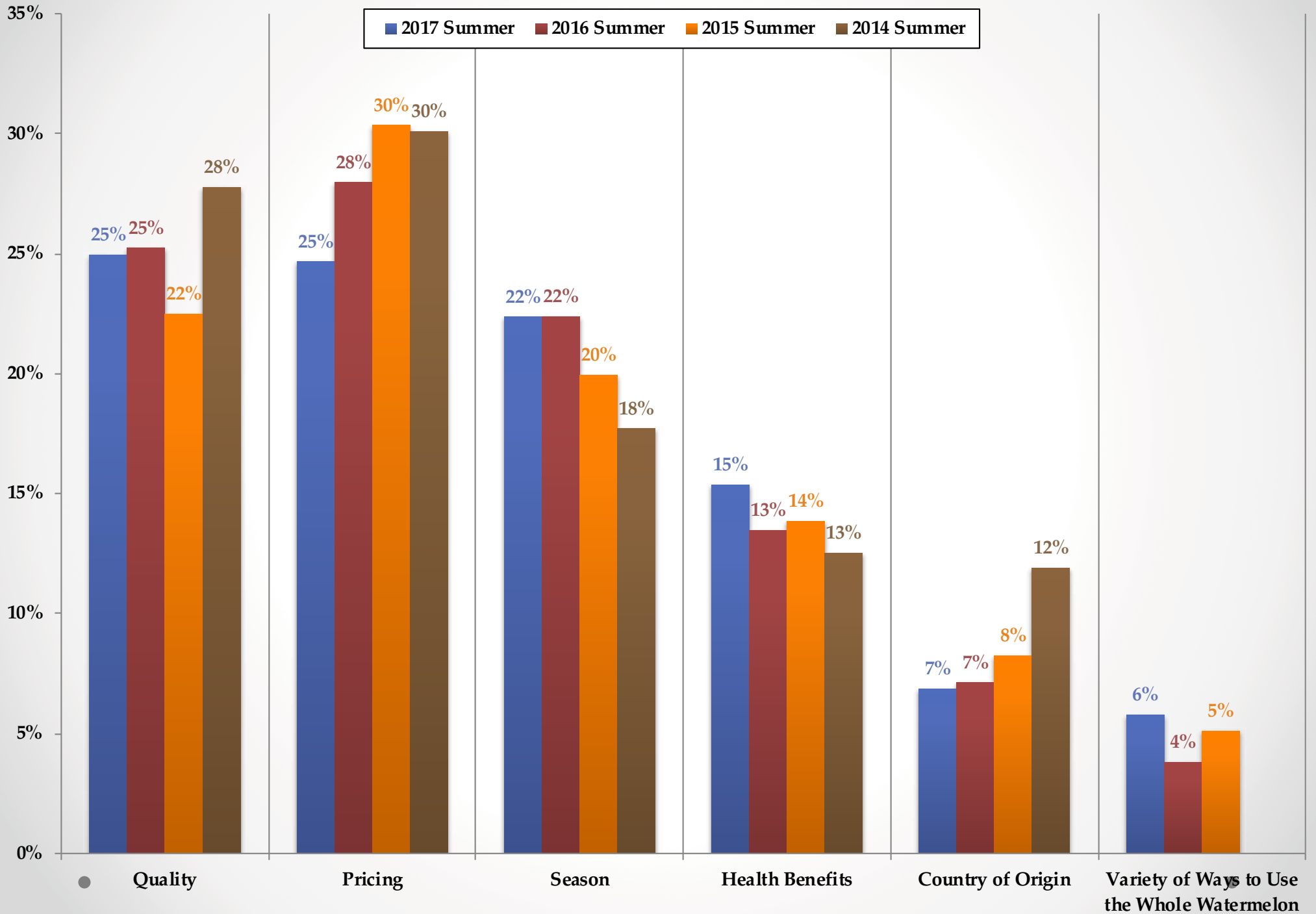
What is the One Reason You Purchase Watermelon? Top-10 Responses



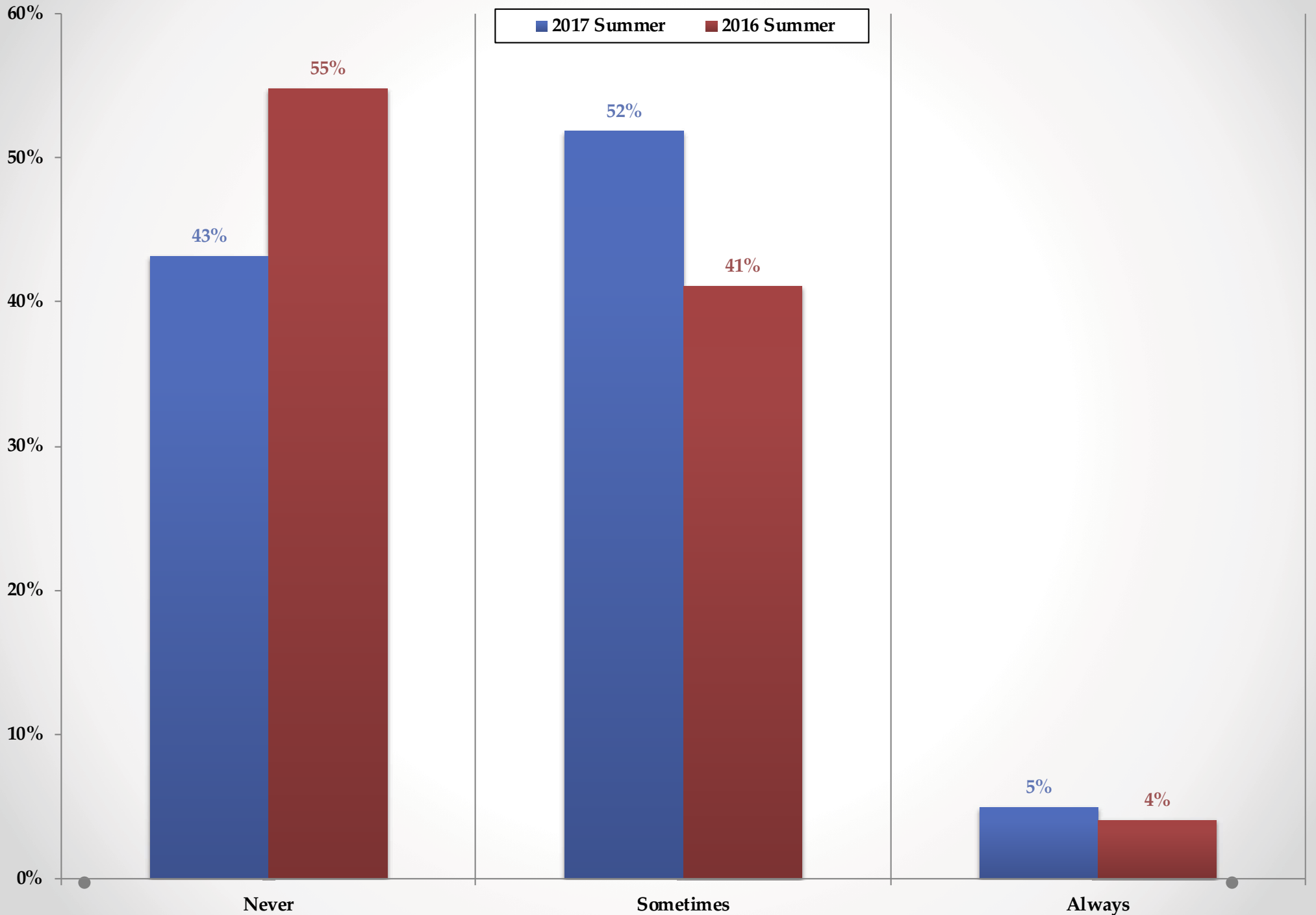
What Would Encourage Future Purchases?



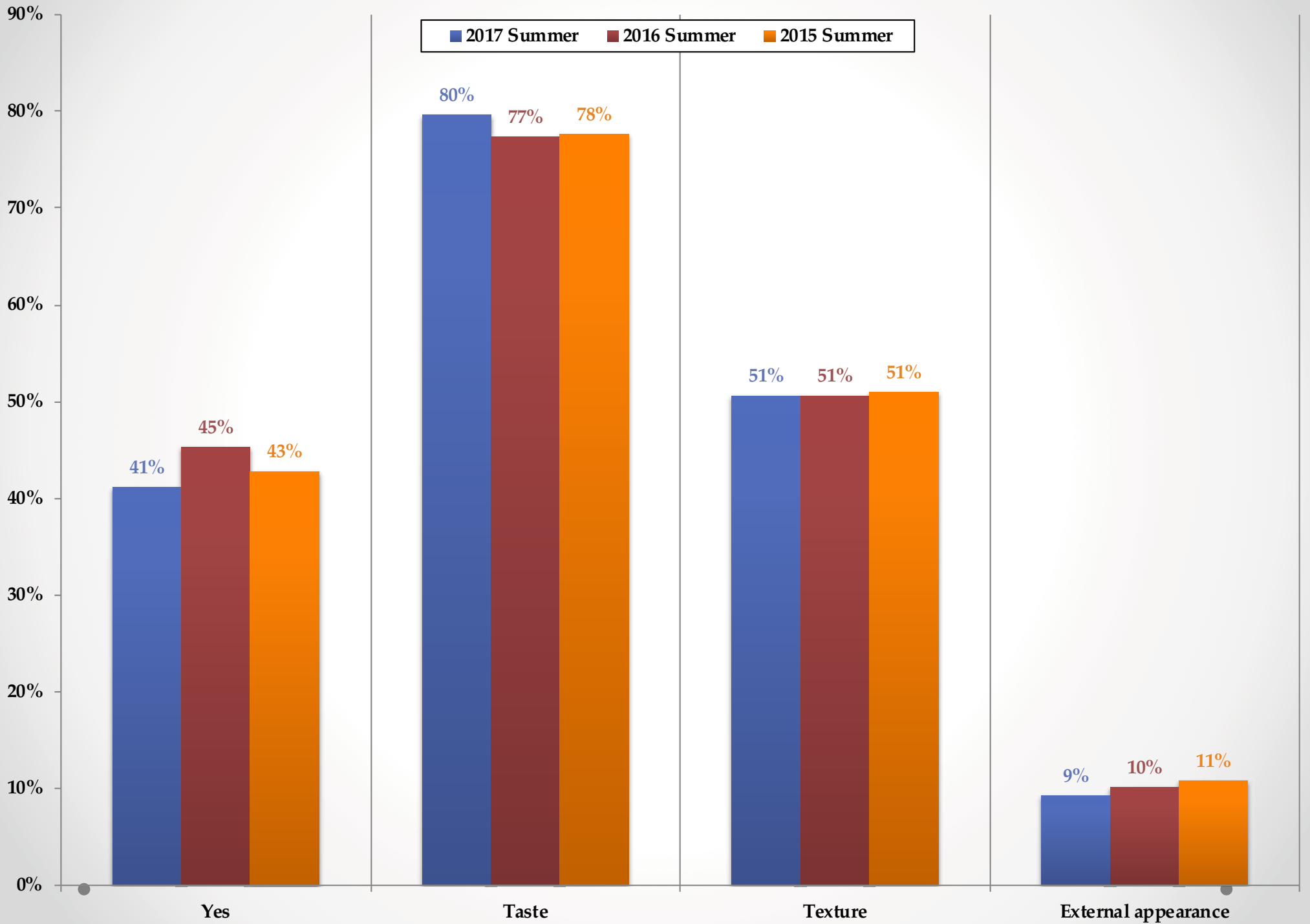
Attribute Importance to Purchase



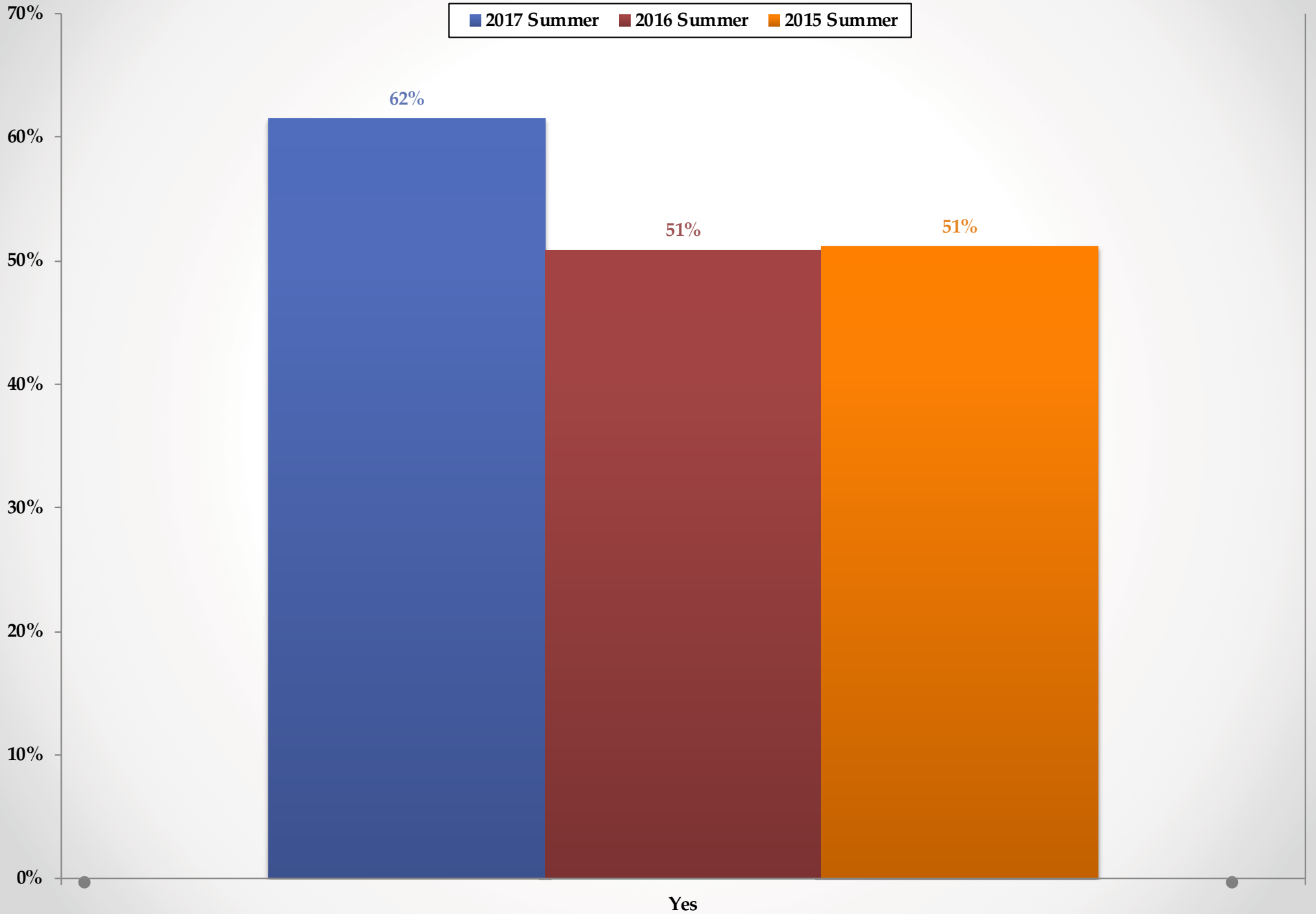
Frequency of Using Watermelon in Multiple Ways



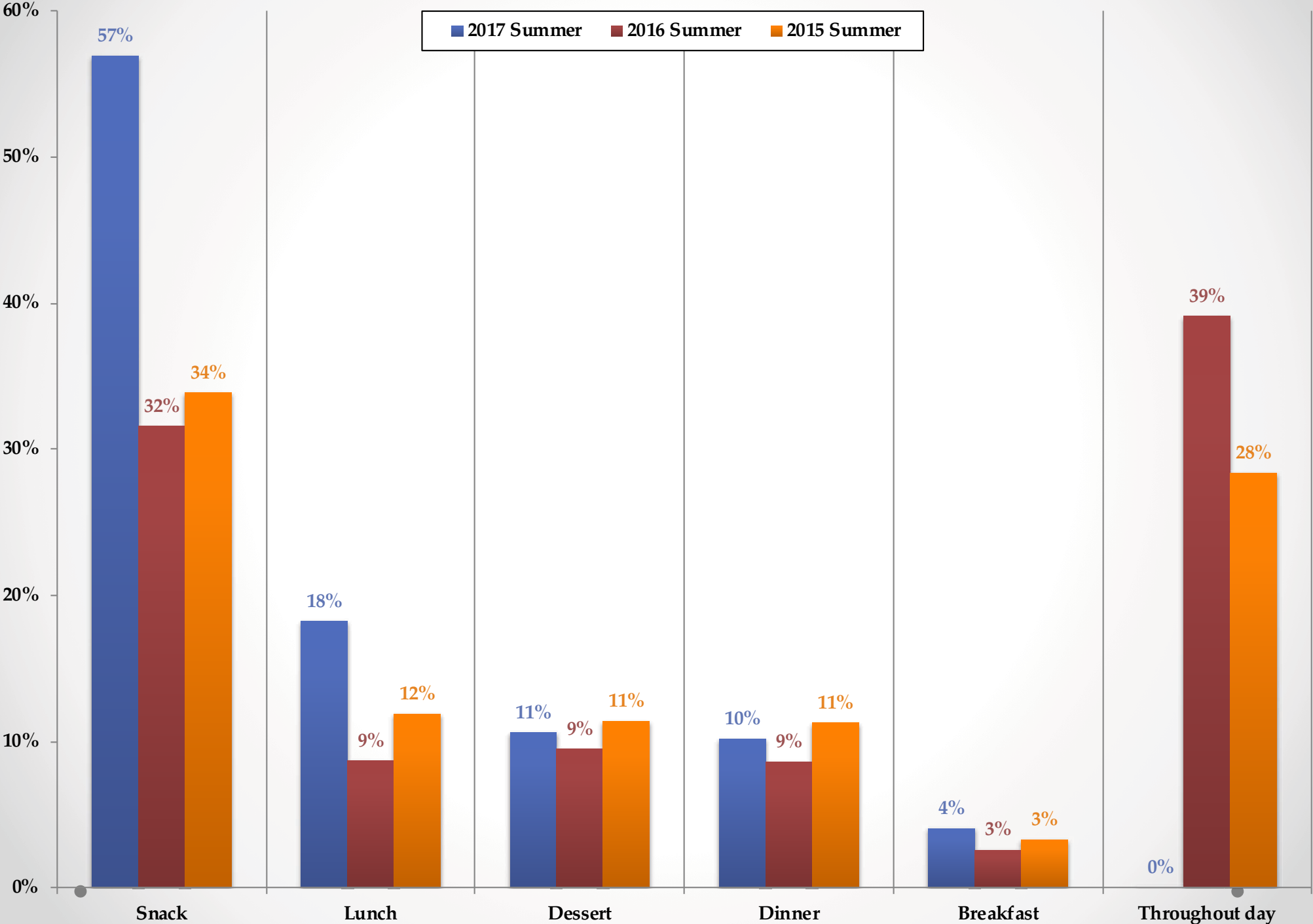
Ever Had a Problem With the Quality of Your Watermelon? What was your Issue?



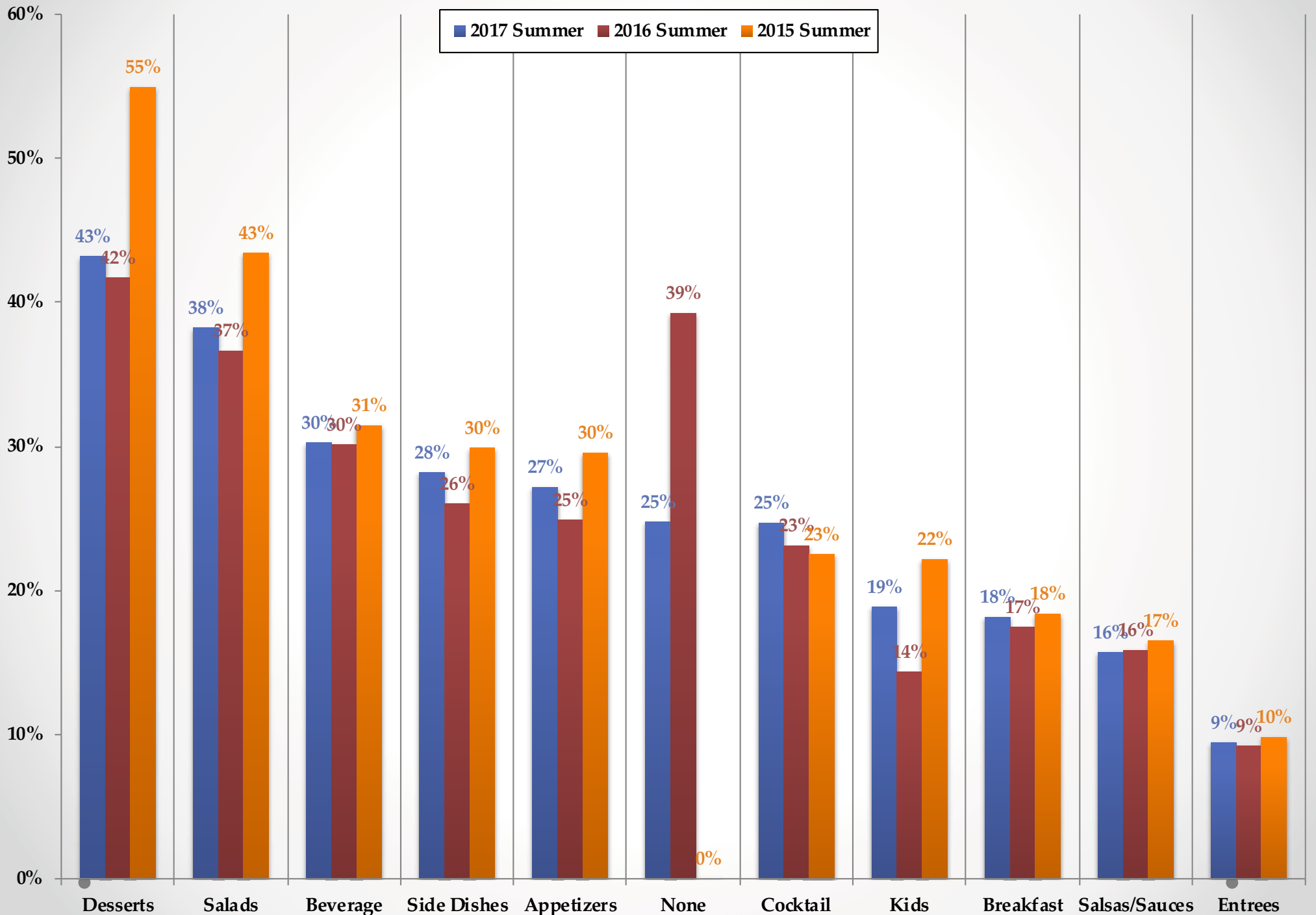
Do You Know How to Pick a Good Watermelon?



When During the Day Do You Eat the Majority of Your Watermelon?

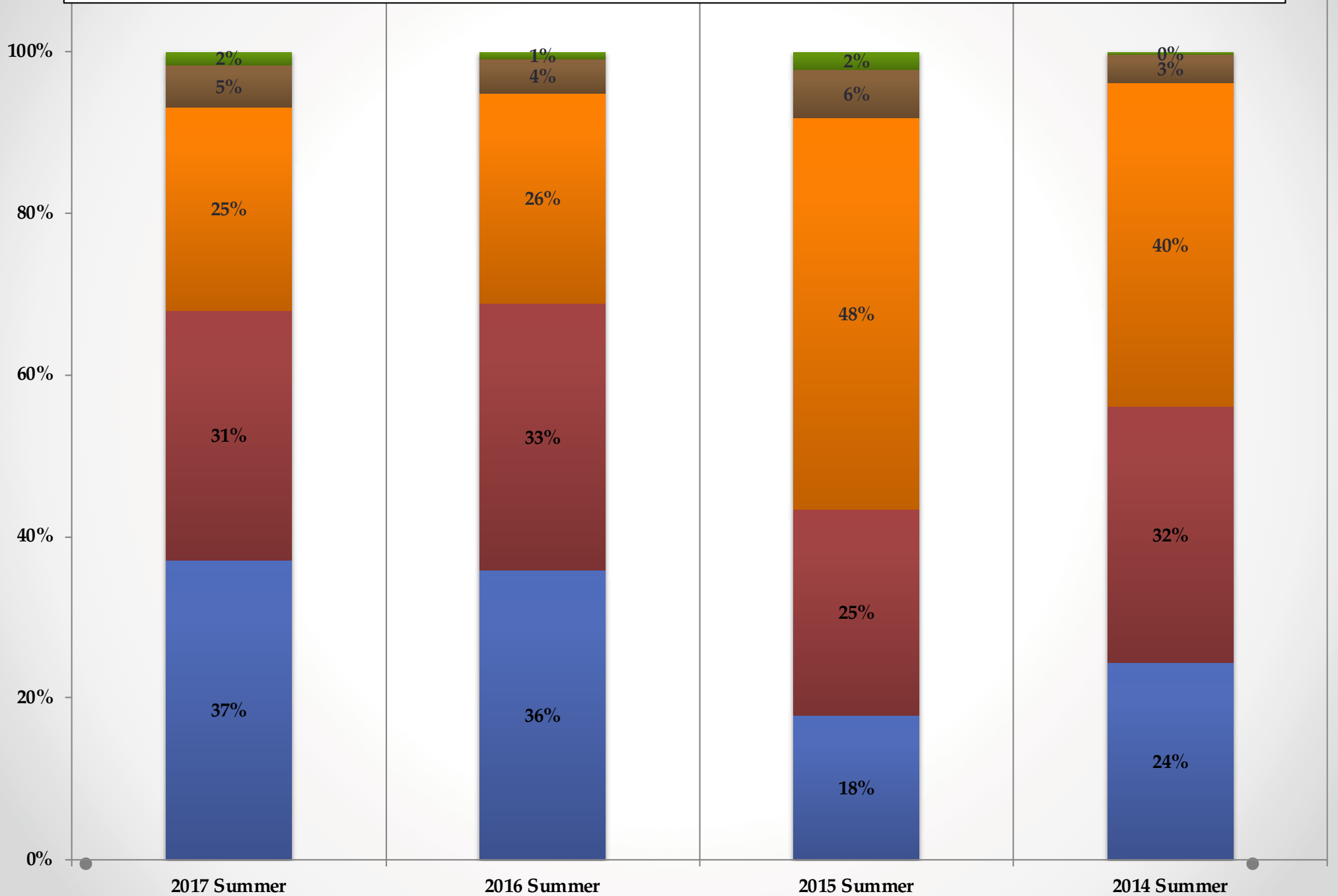


Watermelon Recipes that Lead to Future Purchase

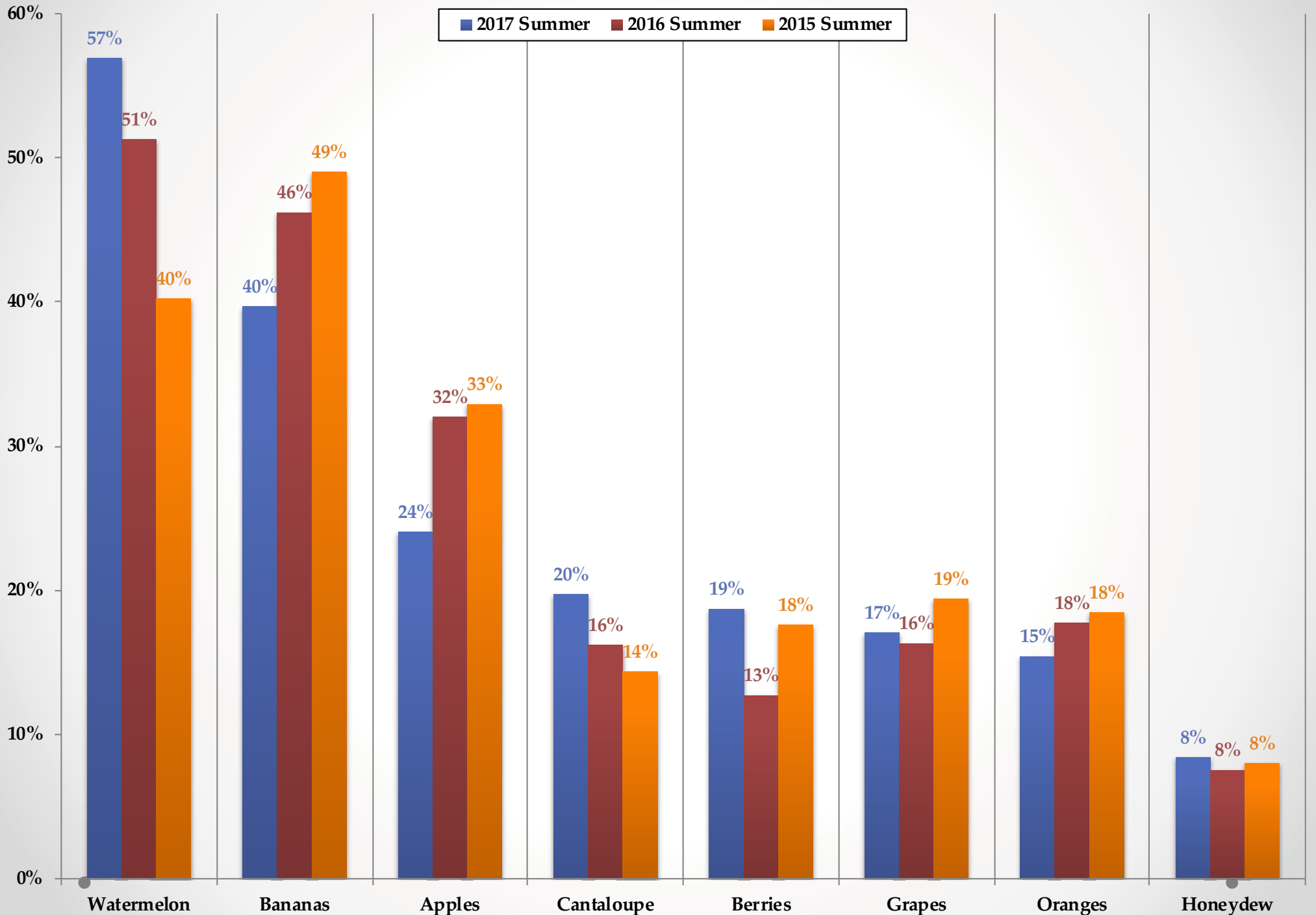


Compared to Other Produce Items do You Think Large, Whole Watermelon is...

- A much better value for the money
- A somewhat better value for the money
- An equal value for the money
- A somewhat worse value for the money
- A much worse value for the money



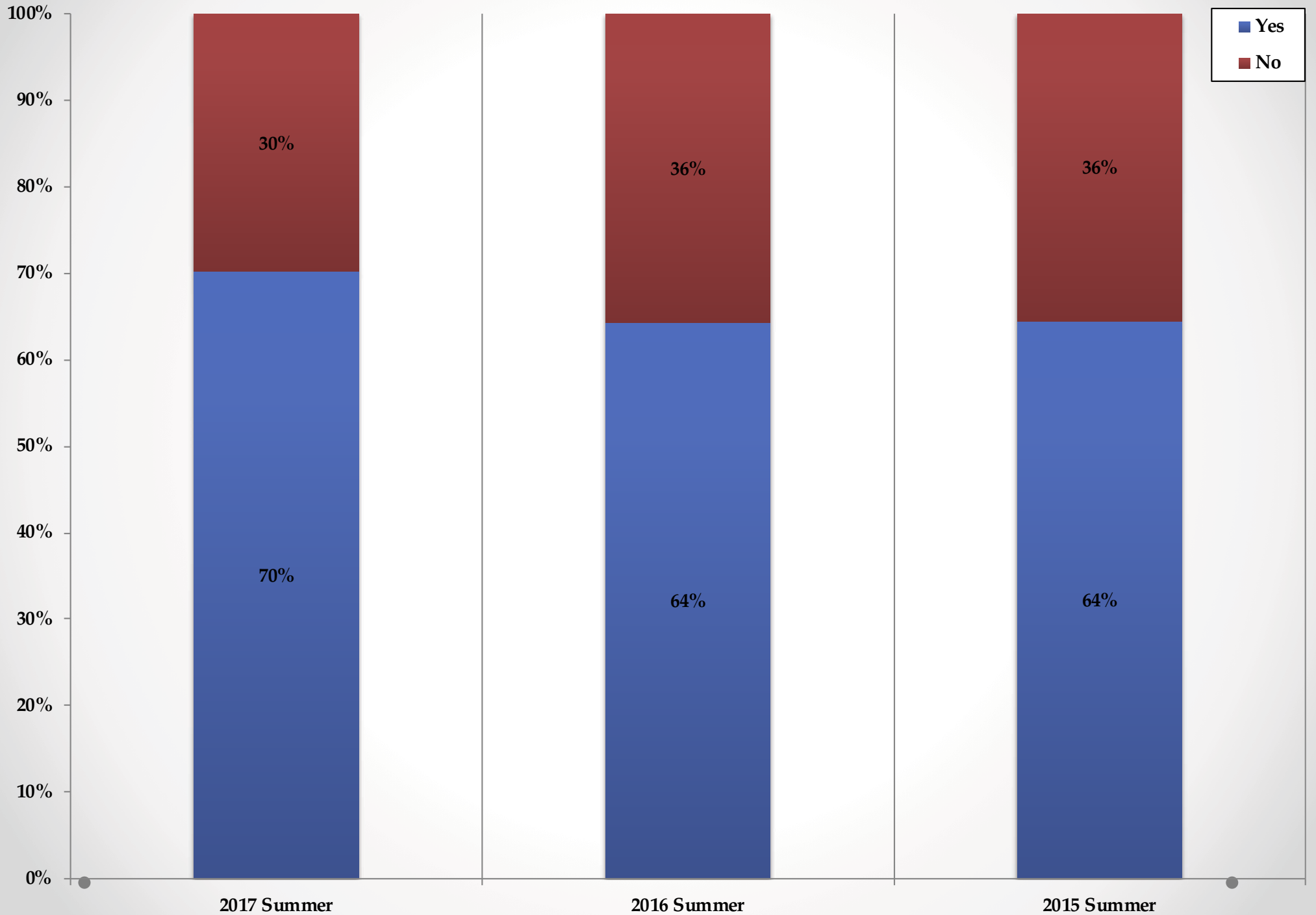
Value Ranks, Top-Two Responses



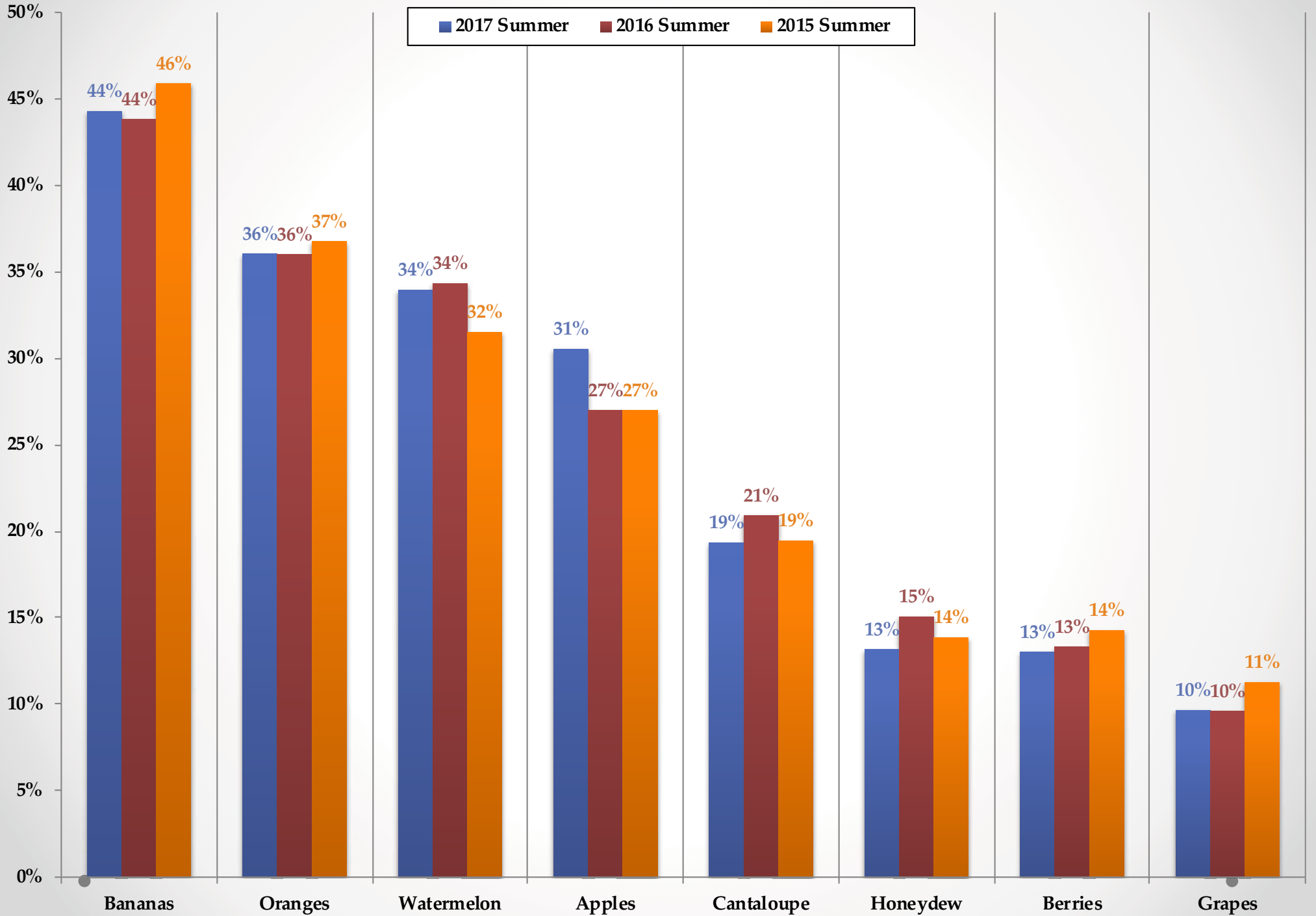
Food Safety



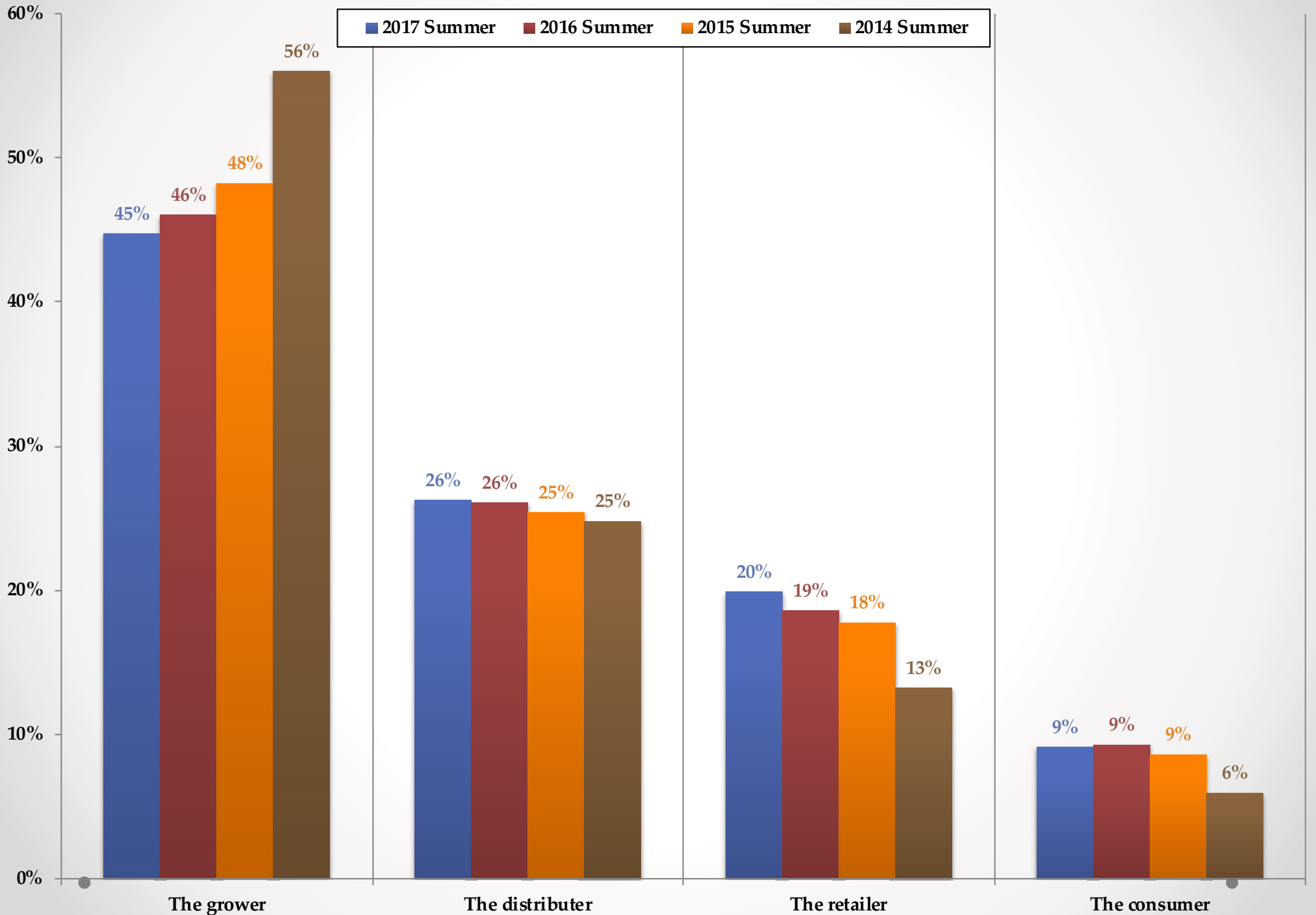
Safety of Fruit More of an Issue than in the Past?



Food Safety Ranks, Top-Two



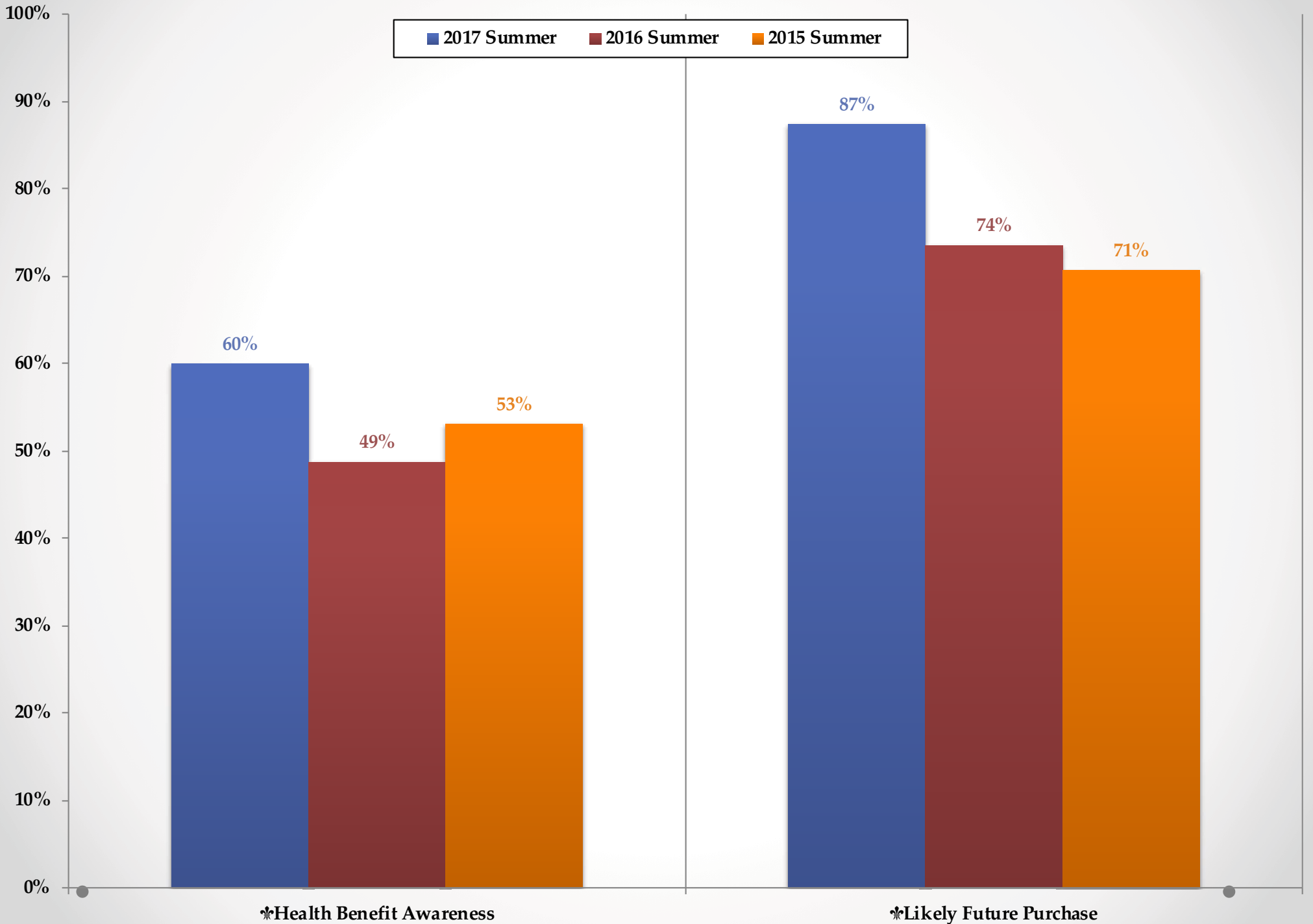
How Would You Assign Blame for a Food Safety Crisis?



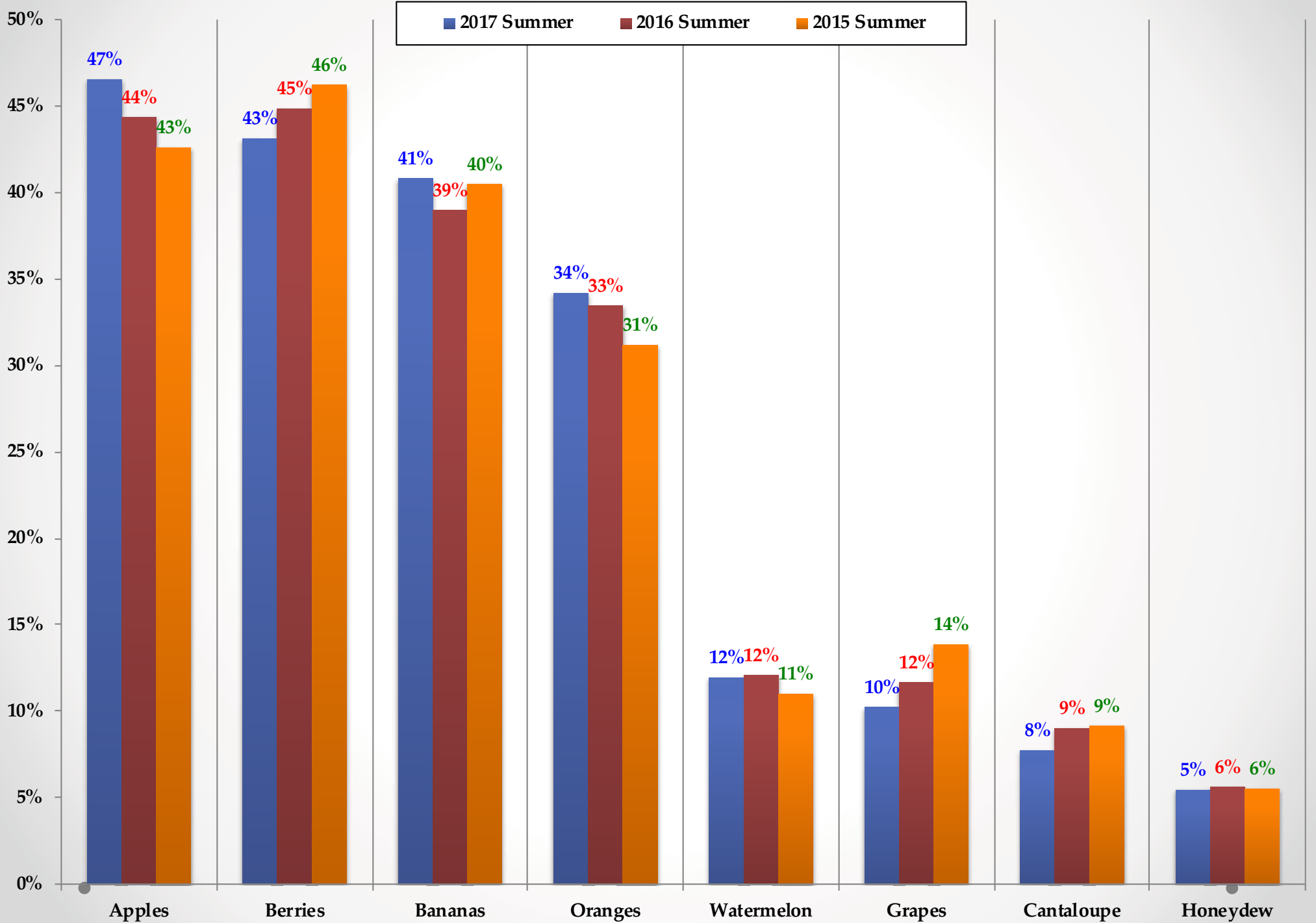
Health & Nutrition



Watermelon Health Benefit Awareness & Would Knowing Lead to Future Purchases?



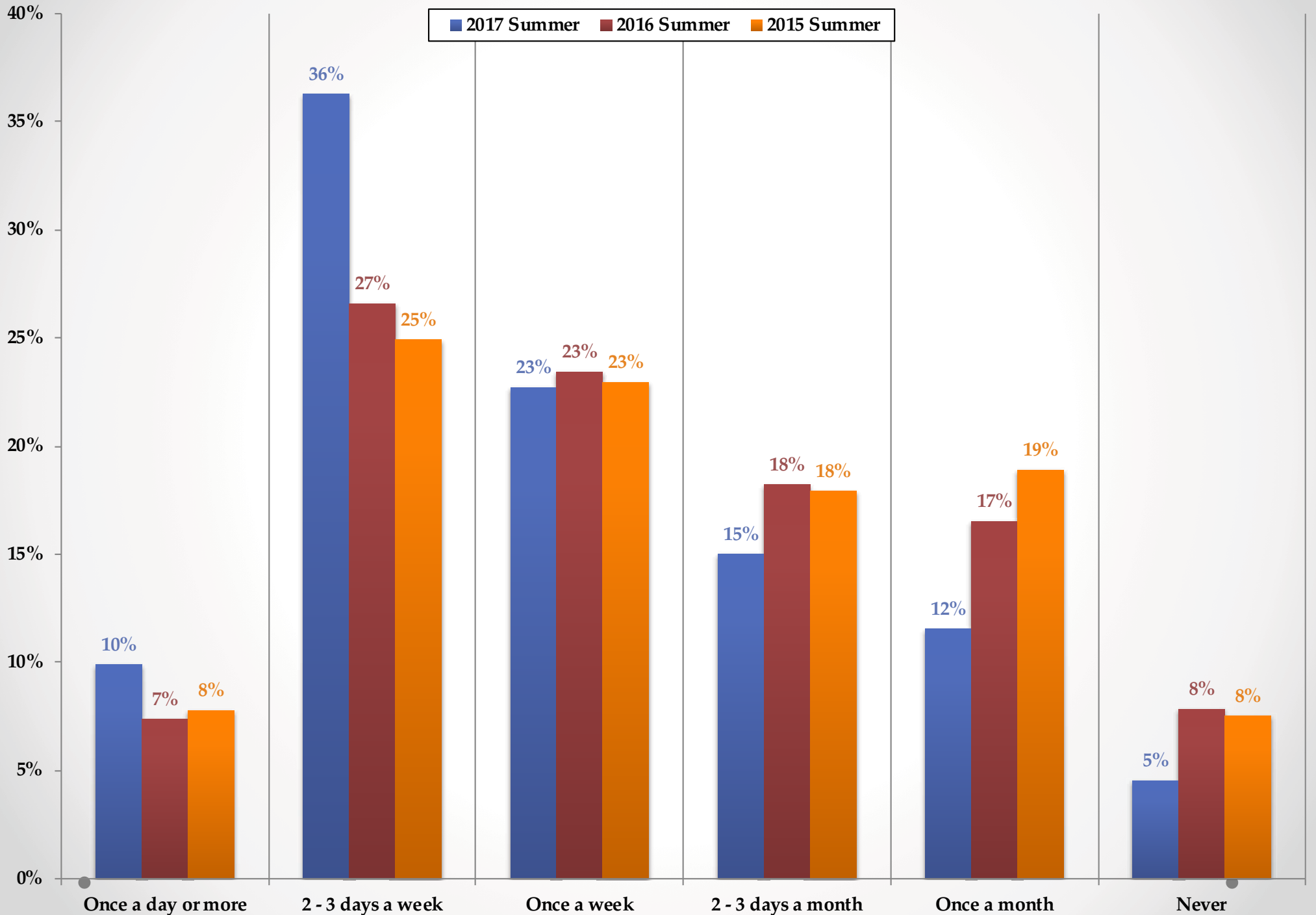
Health & Nutrition Ranks, Top-Two



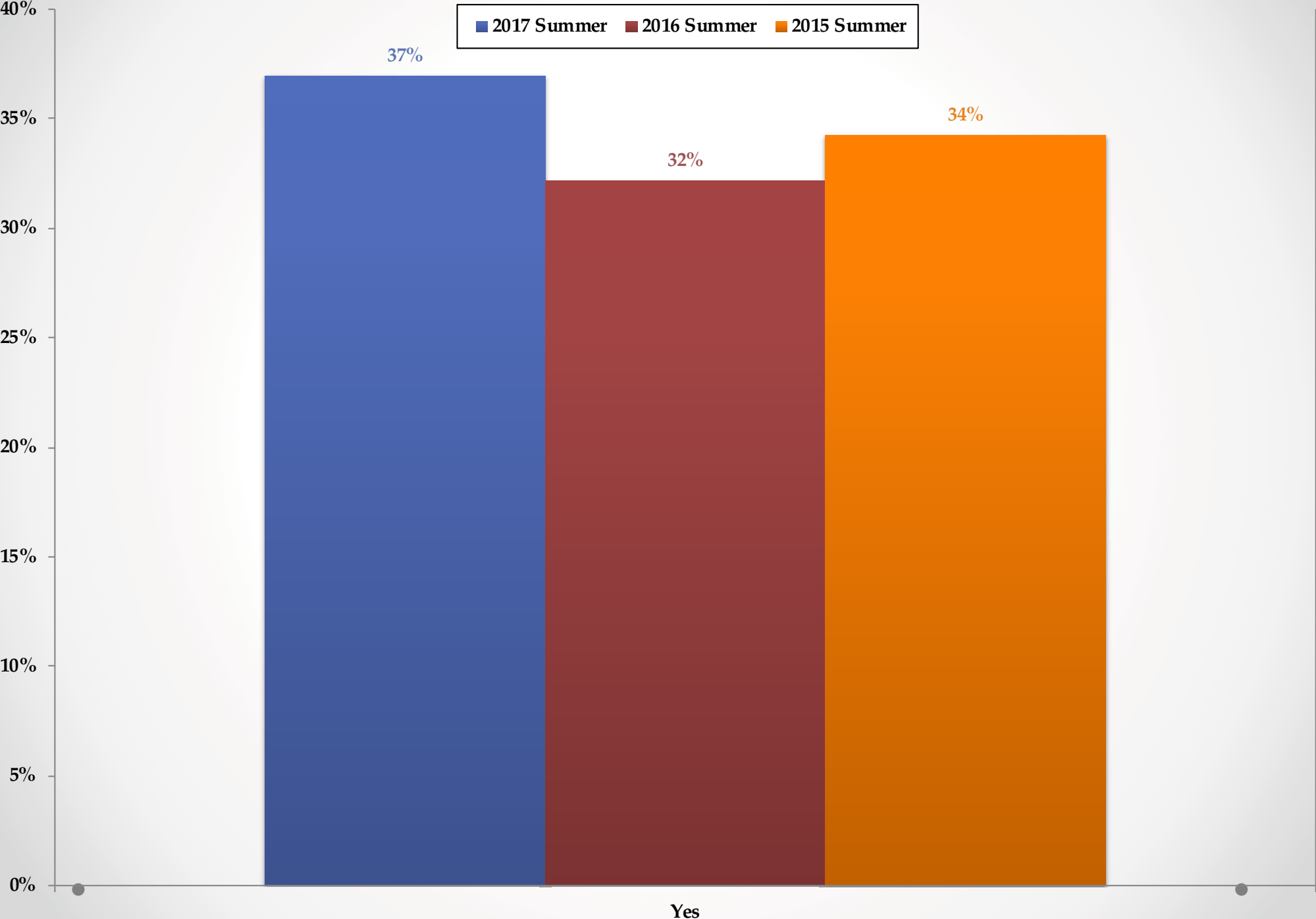
Foodservice



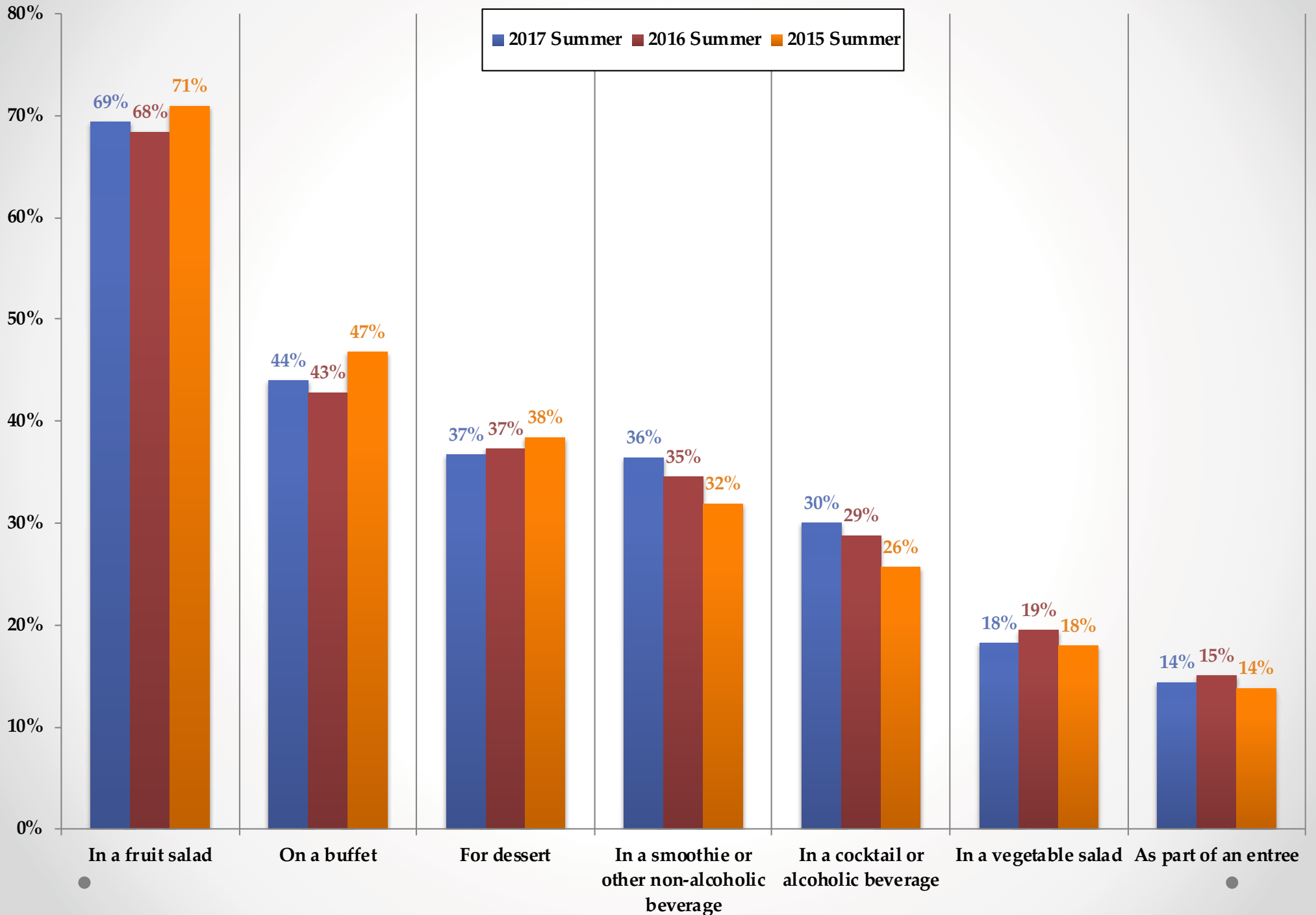
How Often Do You Eat Meals Away From Home?



Have You Ever Eaten Watermelon at a Restaurant?



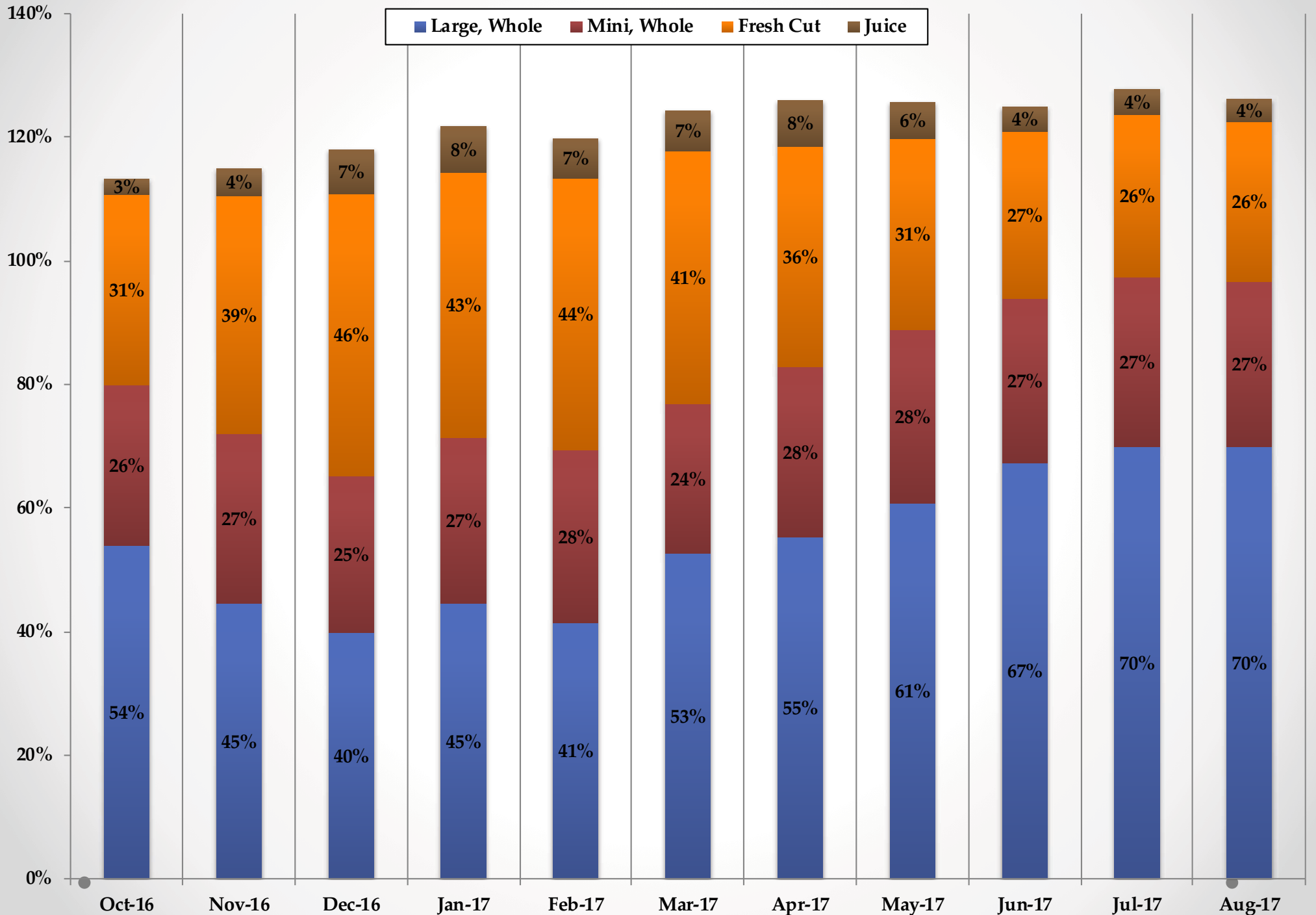
What Would You Consider Ordering?



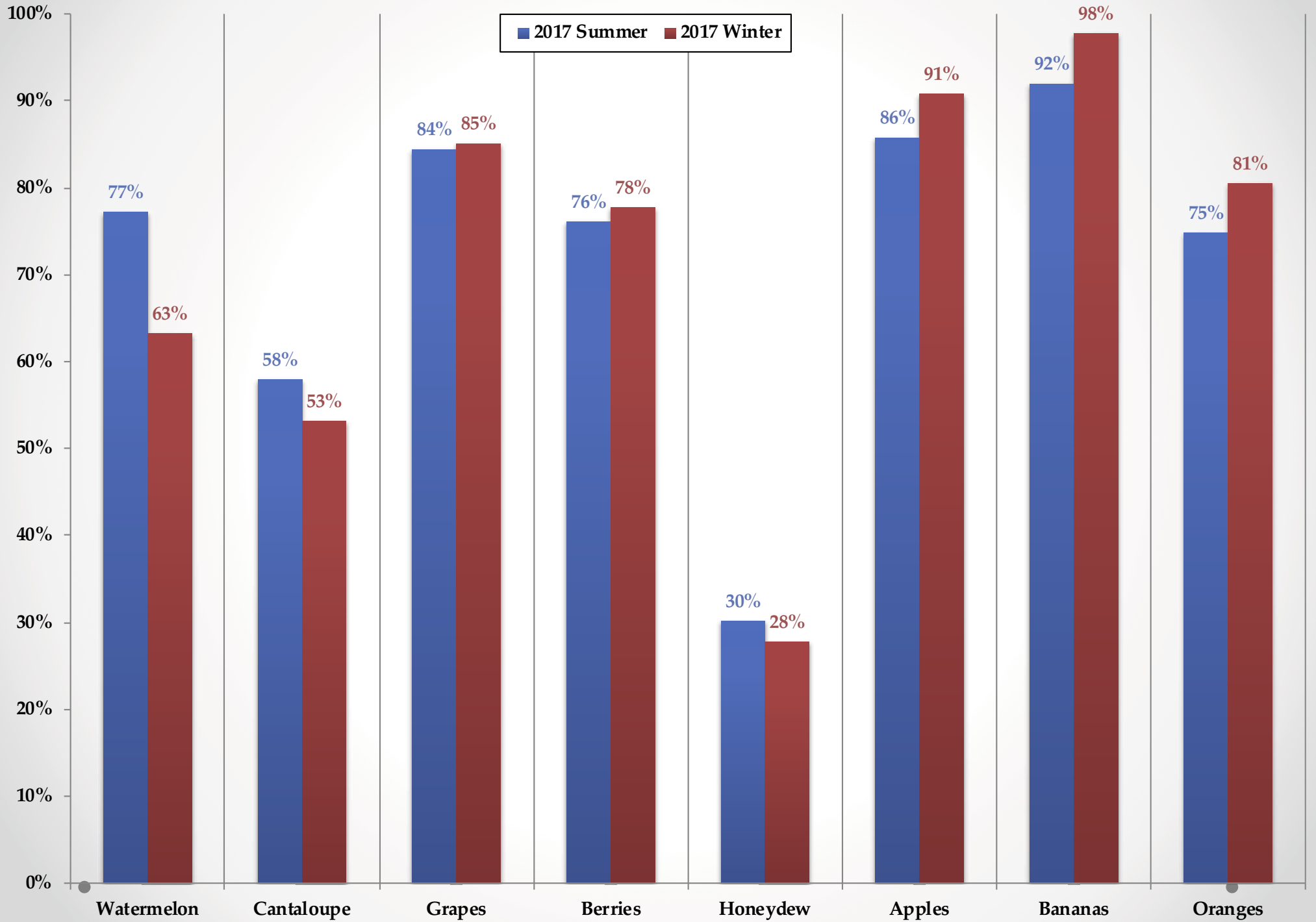
Comparing Fall/Winter to Spring/Summer



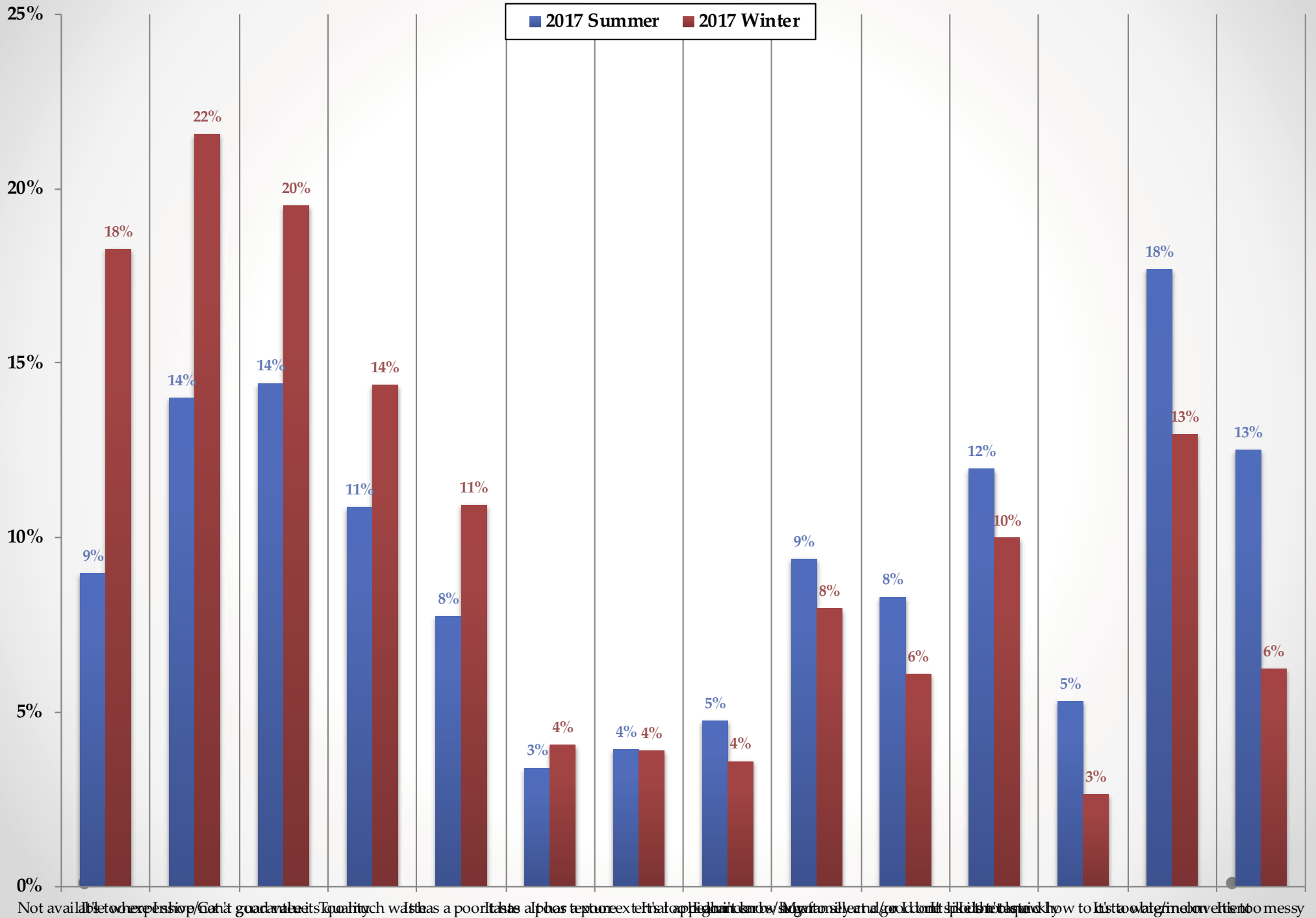
Which Types of Watermelon do You Purchase During Each Month



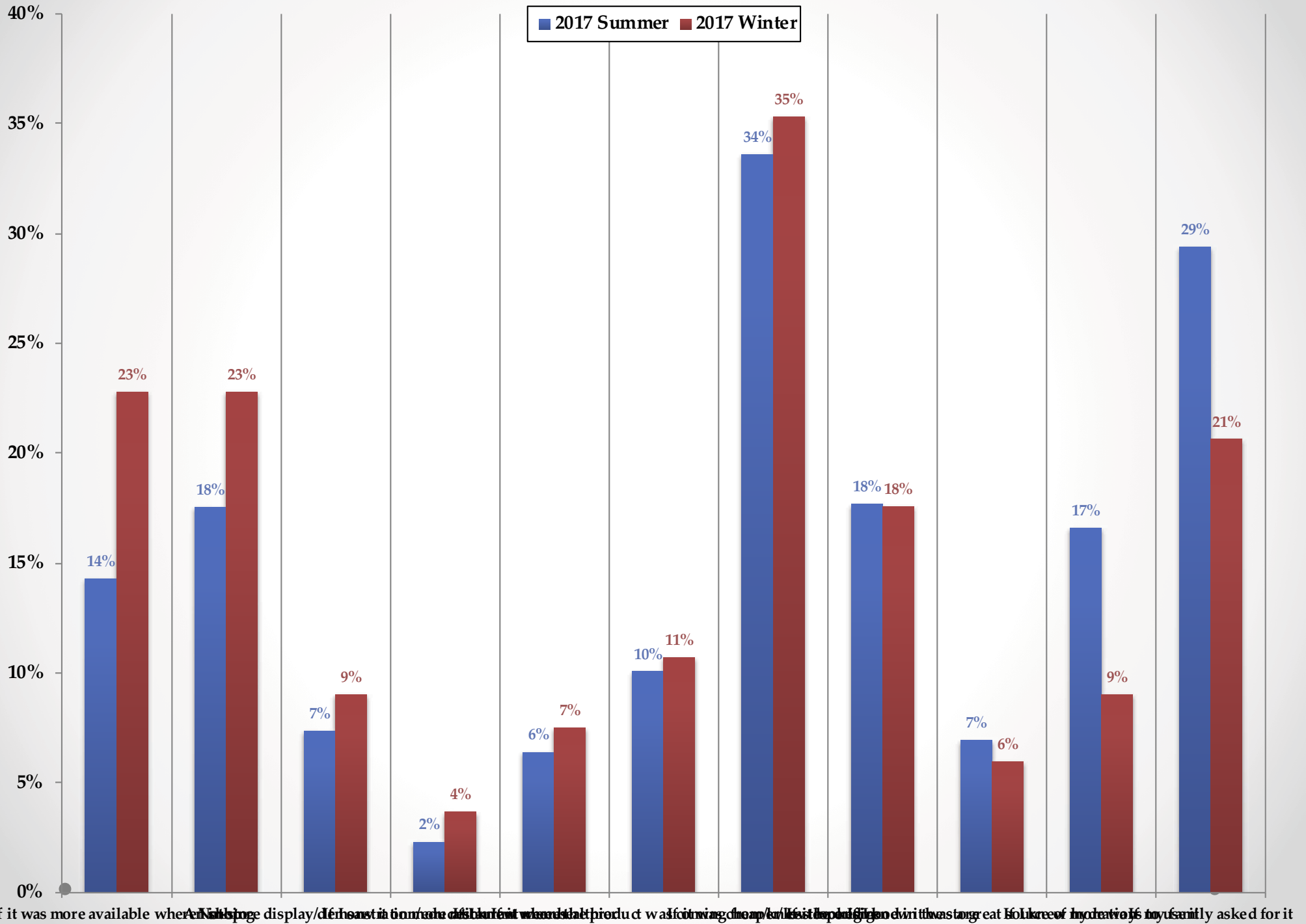
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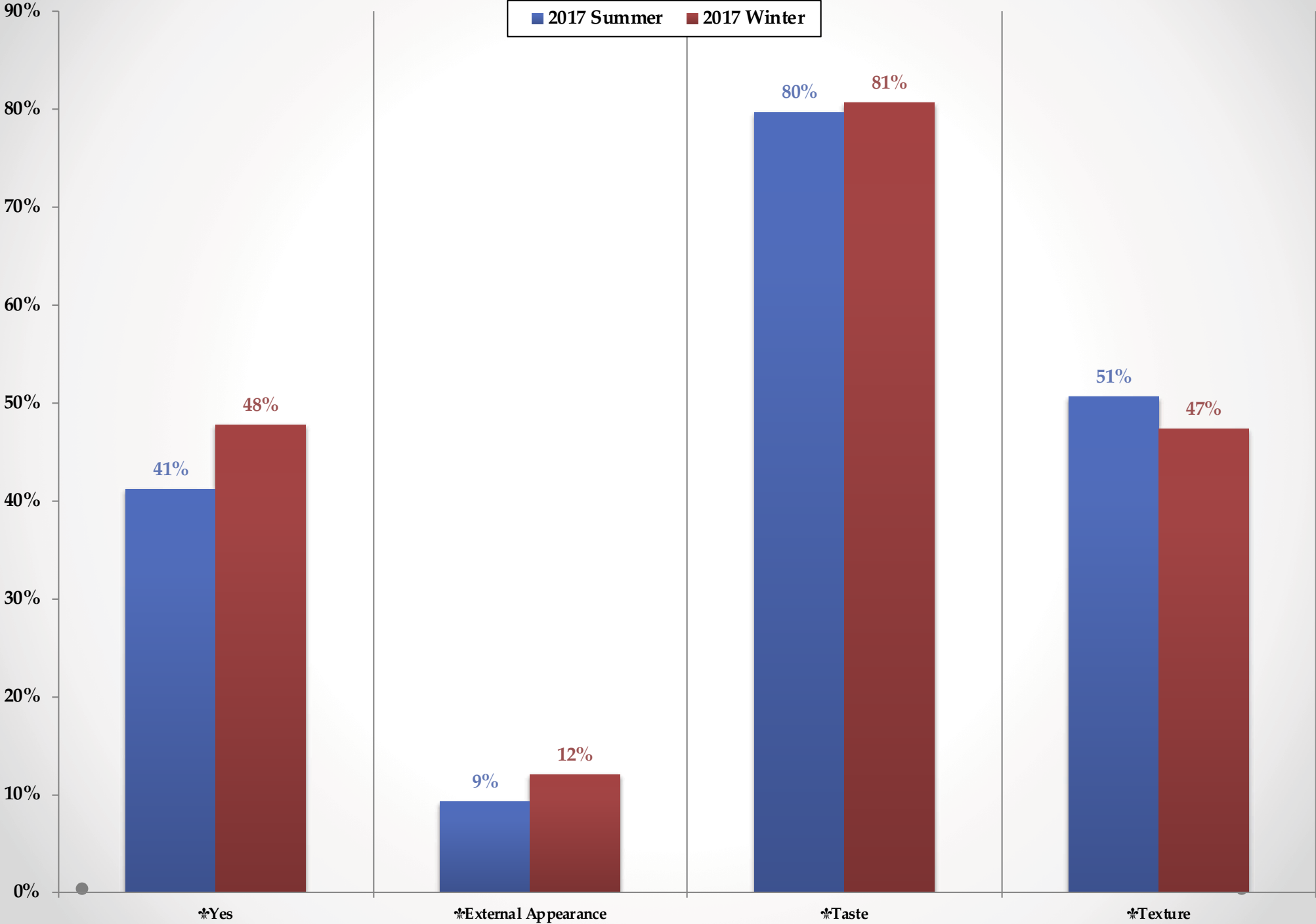
Why Don't You Purchase Watermelon During the...?



What Would Encourage You to Purchase Watermelon During the...?



Ever Had a Quality Issue/What Was the Issue?



Questions
Comments
Clarity

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