NATIONAL WATERMELON PROMOTION BOARD
Summer 2019 Consumer Research Findings
PURPOSE

To design and implement a consumer tracking survey to enable the National Watermelon Promotion Board to grow demand

RESEARCH OBJECTIVES

1. Measure the attitudes and usage of watermelon
2. Identify perceived benefits of watermelon
3. Uncover consumers’ opinions on the safety of watermelon
4. Identify the drivers of purchasing watermelon
5. Understand the barriers of purchasing and consuming watermelon
6. Provide insights regarding the usage occasions of watermelon
Profile of Respondents
1257 Completes

- **Gender**: 54% Female
- **The primary food shopper**: 100%

### Number of People Living in Household
- 1: 23%
- 2: 31%
- 3: 20%
- 4: 14%
- 5: 8%
- 6: 3%
- 7+: 2%

### Number of Children in Household (among those who have children)
- 1: 45%
- 2: 33%
- 3: 12%
- 4: 6%
- 5: 2%
- 6+: 1%

### Weekly Grocery Spend
- $0 - $50: 18%
- $51 - $100: 43%
- $101 - $150: 26%
- $151 - $200: 8%
- $200+: 6%

### Age
- 18-24: 10%
- 25-34: 19%
- 35-44: 24%
- 45-54: 17%
- 55-64: 17%
- 65+: 13%
Demographics of Respondents

**PHYSICAL ACTIVITY PER WEEK**
- Everyday: 24%
- 4-6 Days: 25%
- 2-4 Days: 25%
- Once a Week: 8%
- Less Than Once a Week or Never: 19%

**HOUSEHOLD INCOME**
- $0 - $49,999: 50%
- $50,000 - $99,999: 33%
- $100,000 - $149,999: 11%
- $150,000 - $199,999: 3%
- $200,000+: 3%

**EDUCATION LEVEL**
- Some High School: 3%
- High School/GED: 24%
- Some College/2 Yr Program: 35%
- Bachelor's Degree: 25%
- Advanced Degree: 12%

**RACE/ETHNICITY**
- Caucasian (Non-Hispanic): 75%
- African-American: 13%
- Hispanic/Latino: 6%
- Asian: 6%
- Other: 2%
Demographics of Respondents

- **California**: 9.8%
- **West**: 14.7%
- **South Central**: 9.0%
- **Plains**: 6.0%
- **Great Lakes**: 16.7%
- **Midsouth**: 11.3%
- **Southeast**: 16.1%
- **Northeast**: 16.8%
Source: What, if any, of the following social networking websites do you belong?
HOW HAVE YOU USED YOUR MOBILE DEVICE TO ASSIST YOU WITH YOUR GROCERY SHOPPING? 2018 vs 2019

To get coupons (digital or traditional) 2018: 1%, 2019: 48%
To keep my grocery list 2018: 1%, 2019: 49%
To find recipes 2018: 1%, 2019: 43%
To compare prices 2018: 1%, 2019: 40%
I don't use my mobile device to assist with grocery shopping 2018: 11%, 2019: 18%
To look up nutritional content 2018: 10%, 2019: 20%
Other 2018: 1%, 2019: 0%

Source: How have you used your mobile device to assist you with your grocery shopping?

The question was altered to allow respondents to select more than one option.
SUMMER 2018

<table>
<thead>
<tr>
<th>Used Grocery Pickup, Delivery, or Meal Kit Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>38%</td>
</tr>
</tbody>
</table>

SUMMER 2019

<table>
<thead>
<tr>
<th>Used Grocery Pickup, Delivery, or Meal Kit Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Yes</td>
</tr>
<tr>
<td>47%</td>
</tr>
</tbody>
</table>

LIKELINESS TO CONTINUE USING

- Very likely
- Likely
- Somewhat likely
- Unlikely
- Very unlikely

Source: Have you ever used a grocery pick-up, grocery delivery, or meal kit delivery service such as PeaPod, ClickList, Hello Fresh, Wal-Mart Pick Up or Amazon Pantry?
How likely are you to continue using one of these services?
FRUIT ATTITUDES & CONSUMPTION
I FEEL BETTER WHEN I PURCHASE FOOD THAT …

<table>
<thead>
<tr>
<th>Option</th>
<th>Summer 2018</th>
<th>Summer 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can be used in multiple recipes/meals</td>
<td>17%</td>
<td>69%</td>
</tr>
<tr>
<td>Are grown locally</td>
<td>12%</td>
<td>52%</td>
</tr>
<tr>
<td>Can be preserved/stored</td>
<td>12%</td>
<td>51%</td>
</tr>
<tr>
<td>Are completely used (zero waste)</td>
<td>10%</td>
<td>40%</td>
</tr>
<tr>
<td>Can be stretched by using the food scraps</td>
<td>8%</td>
<td>31%</td>
</tr>
<tr>
<td>Are organic</td>
<td>9%</td>
<td>35%</td>
</tr>
<tr>
<td>Are sustainably raised/grown</td>
<td>8%</td>
<td>34%</td>
</tr>
<tr>
<td>Have eco-friendly packaging</td>
<td>8%</td>
<td>33%</td>
</tr>
<tr>
<td>Can be composted/recycled</td>
<td>7%</td>
<td>25%</td>
</tr>
<tr>
<td>None of these</td>
<td>3%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: I feel better when I purchase food that is:

The question was altered to allow respondents to select more than one option.
PERCENT OF PEOPLE THAT LIKE THE TASTE OF …

- **GRAPEs**: 85% (2018) / 69% (2019)
- **STRAWBERRIES**: 84% (2018) / 72% (2019)
- **APPLes**: 84% (2018) / 73% (2019)
- **BANAnAs**: 81% (2018) / 71% (2019)
- **ORAngeS**: 80% (2018) / 51% (2019)
- **WATERMelOns**: 79% (2018) / 67% (2019)
- **BLUEBERRIES**: 67% (2018) / 55% (2019)
- **CANTALOUPES**: 60% (2018) / 51% (2019)
- **RASPBERRIES**: 57% (2018) / 48% (2019)
- **BLACKBERRIES**: 54% (2018) / 48% (2019)
- **HONEYDEWS**: 48% (2018) / 40% (2019)
- **POMEGRANATES**: 41% (2018) / 29% (2019)

Source: I enjoy the taste of:
<table>
<thead>
<tr>
<th>Rank</th>
<th>Fruit</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Apples</td>
</tr>
<tr>
<td>2</td>
<td>Oranges</td>
</tr>
<tr>
<td>3</td>
<td>Watermelon</td>
</tr>
<tr>
<td>4</td>
<td>Grapes</td>
</tr>
<tr>
<td>5</td>
<td>Cantaloupe</td>
</tr>
<tr>
<td>6</td>
<td>Pomegranate</td>
</tr>
<tr>
<td>7</td>
<td>Honeydew</td>
</tr>
<tr>
<td>8</td>
<td>Bananas</td>
</tr>
<tr>
<td>9</td>
<td>Blueberries</td>
</tr>
<tr>
<td>10</td>
<td>Strawberries</td>
</tr>
<tr>
<td>11</td>
<td>Blackberries</td>
</tr>
<tr>
<td>12</td>
<td>Raspberries</td>
</tr>
</tbody>
</table>

**Source:** Please rank the following fruits by how long each will stay fresh before you consume them by dragging and dropping them.
How safe do you believe produce sold in the United States is for consumers?

Asked on a scale from 0-10 where 0 is not at all safe and 10 is extremely safe, how safe do you believe produce sold in the United States is for consumers?

Average safety score

SUMMER 2019  8.2
SUMMER 2018  7.1

Source: On a scale of 0-10, where 0 is not at all safe and 10 is extremely safe, how safe do you believe produce sold in the United States is for consumers?

Summer 2018
The question was altered to allow respondents to select more than one option
<table>
<thead>
<tr>
<th>Fruit</th>
<th>Safe (% generally think)</th>
<th>Value (0 – 10)</th>
<th>Healthy (0 – 10)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oranges</td>
<td>94%</td>
<td>8.0</td>
<td>8.3</td>
</tr>
<tr>
<td>Bananas</td>
<td>92%</td>
<td>8.2</td>
<td>8.4</td>
</tr>
<tr>
<td>Watermelon</td>
<td>91%</td>
<td>7.4</td>
<td>7.6</td>
</tr>
<tr>
<td>Apples</td>
<td>89%</td>
<td>8.1</td>
<td>8.4</td>
</tr>
<tr>
<td>Grapes</td>
<td>87%</td>
<td>7.7</td>
<td>7.9</td>
</tr>
<tr>
<td>Blueberries</td>
<td>86%</td>
<td>7.7</td>
<td>8.3</td>
</tr>
<tr>
<td>Raspberries</td>
<td>85%</td>
<td>7.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>89%</td>
<td>6.8</td>
<td>7.6</td>
</tr>
<tr>
<td>Strawberries</td>
<td>83%</td>
<td>7.9</td>
<td>8.2</td>
</tr>
<tr>
<td>Blackberries</td>
<td>85%</td>
<td>7.2</td>
<td>7.8</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>87%</td>
<td>7.1</td>
<td>7.5</td>
</tr>
<tr>
<td>Honeydew</td>
<td>89%</td>
<td>6.7</td>
<td>7.2</td>
</tr>
</tbody>
</table>

Source: Please rate the following in terms of how healthy you consider them to be using a scale from 0-10 where 0 being not healthy at all and 10 being extremely healthy. Please rate the fruits on how safe you consider them to be. Please rate the following fruits in terms of value.
<table>
<thead>
<tr>
<th>Fruit</th>
<th>Grocery Store</th>
<th>Club Store</th>
<th>Farmer’s Market</th>
<th>Roadside Stand</th>
<th>Convenience Store</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apples</td>
<td>74%</td>
<td>6%</td>
<td>13%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Bananas</td>
<td>81%</td>
<td>6%</td>
<td>6%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Blackberries</td>
<td>68%</td>
<td>7%</td>
<td>15%</td>
<td>6%</td>
<td>5%</td>
</tr>
<tr>
<td>Blueberries</td>
<td>68%</td>
<td>9%</td>
<td>14%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>73%</td>
<td>4%</td>
<td>13%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Grapes</td>
<td>82%</td>
<td>5%</td>
<td>7%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Honeydew</td>
<td>73%</td>
<td>6%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Oranges</td>
<td>79%</td>
<td>5%</td>
<td>9%</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>67%</td>
<td>6%</td>
<td>14%</td>
<td>5%</td>
<td>7%</td>
</tr>
<tr>
<td>Raspberries</td>
<td>69%</td>
<td>8%</td>
<td>14%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>72%</td>
<td>7%</td>
<td>11%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Watermelon</td>
<td>71%</td>
<td>5%</td>
<td>12%</td>
<td>7%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Source: For each of the following types of fruit, please indicate where you primarily purchased it in the last 6 months (Without “Have Not Purchased”)

Bolding/red highlighting indicates the location where the fruit is least purchased, bolding/green highlighting indicates the location where the fruit is most purchased
For each of the following, how do you primarily consume it?
Changes In Consumption

- **51%** Eat More Fruit
- **4%** Eat Less Fruit
- **45%** Eat The Same Amount of Fruit

Source: How many days a week do you consume fruit? How many servings of fruit do you consume a day? How do you anticipate your fruit consumption changing in the next year?
WATERMELON ATTITUDES
DESCRIPTION OF WATERMELON USING ONE WORD
(Updated)

Source: Describe watermelon using one word
Source: What reasons do you purchase watermelon? (those who purchased watermelon)
REASONS TO PURCHASE WATERMELON

- It's Cool/Refreshing/Juicy: 66%
- Tastes Good/I Like It: 64%
- It's In Season: 49%
- Good Snack Anytime of Day: 49%
- It's Great for Hydration: 47%
- It's Healthy and Nutritious: 47%
- My Family/Kids Like It: 43%
- It's Good Value: 38%
- It Looked Fresh/Appealing: 37%
- Quenches My Thirst: 36%
- For Picnic, Party, or Camping: 35%
- When There Is an Promotional Price: 15%
- Great Post Workout Recovery: 9%
- I Saw an Eye-Catching Display at Store: 8%
- To Make a Recipe: 6%
- Given Sample In Store: 5%
- Tried It at a Restaurant: 4%
- Other: 1%

Source: What reasons do you purchase watermelon? (those who purchased watermelon)
REASONS TO NOT PURCHASE WATERMELON

Source: What reasons do you not purchase watermelon? (those who have purchased watermelon)
### Respondents Understanding of Benefits of Watermelon

<table>
<thead>
<tr>
<th>Benefit</th>
<th>Summer 2018</th>
<th>Summer 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good for hydration</td>
<td>53%</td>
<td>70%</td>
</tr>
<tr>
<td>Low in calories</td>
<td>39%</td>
<td>48%</td>
</tr>
<tr>
<td>Low in fat</td>
<td>35%</td>
<td>45%</td>
</tr>
<tr>
<td>High in Vitamin C</td>
<td>26%</td>
<td>32%</td>
</tr>
<tr>
<td>Source of Vitamin A</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Good for post-workout</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Source of Potassium</td>
<td>16%</td>
<td>20%</td>
</tr>
<tr>
<td>Source of Vitamin B-6</td>
<td>16%</td>
<td>17%</td>
</tr>
<tr>
<td>Promotes blood flow</td>
<td>13%</td>
<td>17%</td>
</tr>
<tr>
<td>High in calcium</td>
<td>11%</td>
<td>13%</td>
</tr>
<tr>
<td>None of these</td>
<td>8%</td>
<td>7%</td>
</tr>
</tbody>
</table>

Source: Which of the following statements do you know to be true about watermelon?
Would knowing that watermelon is good for hydration make you want to purchase (or purchase more) of it in the future?

Source: Would knowing that watermelon is good for hydration make you want to purchase (or purchase more) of it in the future?
Source: What type of information would you like to see displayed with watermelon at the retail store?
PERCENT SAYING YES TO KNOWING HOW TO PICK A WATERMELON

Source: Do you know how to pick a good watermelon? (Those who purchase watermelon)
What do you do with your watermelon before you consume it? (Those who purchase watermelon)

- Wash it/run it under tap: 62% (Summer 2019) vs. 61% (Summer 2018)
- Nothing: 34% (Summer 2019) vs. 35% (Summer 2018)
- Other: 3% (Summer 2019) vs. 4% (Summer 2018)

Source: What do you do with your watermelon before you consume it? (Those who purchase watermelon)
STORAGE OF WHOLE WATERMELON

Source: How do you store your whole watermelon? (Those who purchase watermelon)
PERCENT INDICATING QUALITY ISSUES WITH WATERMELON PURCHASE

ISSUES WITH WATERMELON QUALITY

Source: Have you ever had a problem with the quality of watermelon that you've purchased? (those who purchase watermelon)
Which of the following describes your watermelon quality issue? (Those who indicated a quality problem)
ENCOURAGE TO EAT MORE WATERMELON

Source: What might encourage you to purchase more watermelon? (Those who purchase watermelon)
SEASONS PURCHASED SUMMER 2019

Source: Please select the seasons in which you purchase each type of watermelon. (Those who purchase watermelon)
LARGE WATERMELON

SEASONS PURCHASED

- Winter: 10%
- Spring: 20%
- Summer: 84%
- Fall: 22%

REASONS FOR NOT PURCHASING ...
(OF THE 6% THAT DO NOT PURCHASE TYPE OF WATERMELON)

- It's too big/inconvenient: 42%
- Too much waste: 28%
- It's too messy: 27%
- It has a poor taste: 22%
- It's too expensive: 14%
- My family and/or I don't like the taste: 14%
- Can't guarantee quality: 10%
- It spoils too quickly: 10%
- I don't know how to select a good one: 9%
- It has a poor texture: 5%
- It's too high in carbs/sugar: 4%
- I don't know how to cut a watermelon: 4%
- It has a poor external appearance: 2%
- It's not available at the store where I shop: 2%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon).
Please explain why you do not purchase whole, large, or regular watermelon? (those who do not purchase whole, large, or regular watermelon)
MINI WATERMELON

SEASONS PURCHASED

Winter 11%  Spring 18%  Summer 52%  Fall 22%

REASONS FOR NOT PURCHASING ...
(OF THE 26% THAT DO NOT PURCHASE TYPE OF WATERMELON)

- It's too expensive: 33%
- It's not available at the store where I shop: 18%
- It has a poor taste: 14%
- It's too messy: 11%
- Can't guarantee quality: 9%
- I don't know how to select a good one: 8%
- My family and/or I don't like the taste: 8%
- Too much waste: 7%
- It has a poor texture: 6%
- It's too big/inconvenient: 5%
- It has a poor external appearance: 4%
- It spoils too quickly: 4%
- It's too high in carbs/sugar: 2%
- I don't know how to cut a watermelon: 1%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon)
Please explain why you do not purchase whole miniature watermelon? (those who do not purchase miniature watermelon)
FRESH CUT WATERMELON

SEASONS PURCHASED

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>19%</td>
</tr>
<tr>
<td>Spring</td>
<td>20%</td>
</tr>
<tr>
<td>Summer</td>
<td>47%</td>
</tr>
<tr>
<td>Fall</td>
<td>23%</td>
</tr>
</tbody>
</table>

REASONS FOR NOT PURCHASING ...
(OF THE 31% THAT DO NOT PURCHASE TYPE OF WATERMELON)

- It's too expensive: 52%
- It spoils too quickly: 21%
- Can't guarantee quality: 15%
- It has a poor taste: 13%
- It has a poor texture: 7%
- My family and/or I don't like the taste: 6%
- It's not available at the store where I shop: 5%
- It's too messy: 5%
- Too much waste: 4%
- It has a poor external appearance: 4%
- It's too high in carbs/sugar: 3%
- It's too big/inconvenient: 2%
- I don't know how to select a good one: 1%
- I don't know how to cut a watermelon: 0%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon)
Please explain why you do not purchase fresh cut watermelon? (those who do not purchase fresh cut watermelon)
WATERMELON JUICE

SEASONS PURCHASED

Winter 12%  Spring 15%  Summer 26%  Fall 15%

REASONS FOR NOT PURCHASING ...
(OF THE 57% THAT DO NOT PURCHASE TYPE OF WATERMELON)

- It's not available at the store where I shop: 23%
- It has a poor taste: 18%
- It's too expensive: 17%
- My family and/or I don't like the taste: 14%
- It's too high in carbs/sugar: 9%
- Can't guarantee quality: 7%
- I don't know how to select a good one: 3%
- It's too messy: 3%
- It has a poor texture: 3%
- Too much waste: 2%
- It spoils too quickly: 2%
- It has a poor external appearance: 2%
- It's too big/inevienient: 1%
- I don't know how to cut a watermelon: 0%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon)
Please explain why you don’t purchase watermelon juice? (those who do not purchase watermelon juice)
WATERMELON CONSUMPTION
<table>
<thead>
<tr>
<th>TIME OF DAY WATERMELON IS EATEN</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Afternoon</td>
<td>78%</td>
</tr>
<tr>
<td>Evening</td>
<td>58%</td>
</tr>
<tr>
<td>Morning</td>
<td>39%</td>
</tr>
<tr>
<td>Midday</td>
<td>33%</td>
</tr>
<tr>
<td>Early morning</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: When during the day do you eat watermelon? (those who purchase watermelon)
When during the day do you eat the majority of Watermelon? (those who purchase watermelon)

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Summer 2019</th>
<th>Summer 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>5%</td>
<td>11%</td>
</tr>
<tr>
<td>Lunch</td>
<td>8%</td>
<td>9%</td>
</tr>
<tr>
<td>Dinner</td>
<td>22%</td>
<td>19%</td>
</tr>
<tr>
<td>Snack</td>
<td>54%</td>
<td>50%</td>
</tr>
<tr>
<td>Dessert</td>
<td>11%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: When during the day do you eat the majority of Watermelon? (those who purchase watermelon)
When purchasing a whole watermelon, how much, if any, goes to waste?

<table>
<thead>
<tr>
<th>PERCENTAGE OF WATERMELON GOING TO WASTE</th>
<th>2017 Summer</th>
<th>2018 Summer</th>
<th>Summer 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>None, we use it all</td>
<td>14%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Just the rind</td>
<td>61%</td>
<td>30%</td>
<td>56%</td>
</tr>
<tr>
<td>Use 25%</td>
<td>2%</td>
<td>16%</td>
<td>13%</td>
</tr>
<tr>
<td>Use 50%</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>75% or more</td>
<td>5%</td>
<td>5%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: When purchasing a whole watermelon, how much, if any, goes to waste? (those who purchase watermelon)

Summer 2018 Had a Programming Glitch That Led to Distorted Data
Percentage of watermelon going to waste (excluding 2018)

Source: When purchasing a whole watermelon, how much, if any, goes to waste? (those who purchase watermelon)
## Consumption by Percentage of Time

<table>
<thead>
<tr>
<th></th>
<th>Summer 2019</th>
<th>Summer 2018</th>
</tr>
</thead>
<tbody>
<tr>
<td>Plain watermelon</td>
<td>90%</td>
<td>88%</td>
</tr>
<tr>
<td>In a recipe</td>
<td>10%</td>
<td>12%</td>
</tr>
</tbody>
</table>

Source: How do you prepare watermelon for consumption as a percentage of time? (those who purchase watermelon)
### Location of Consumption by Percentage of Time

<table>
<thead>
<tr>
<th>Year</th>
<th>In my home</th>
<th>Outside my home</th>
<th>Restaurant or other food service location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2019</td>
<td>79%</td>
<td>15%</td>
<td>5%</td>
</tr>
<tr>
<td>Summer 2018</td>
<td>76%</td>
<td>16%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Where do you consume watermelon as a percentage of time? (those who purchase watermelon)
INFLUENCE CHILDREN HAVE ON WATERMELON PURCHASES SUMMER 2019

- Greatly influence: 38%
- Somewhat influence: 36%
- Do not influence: 25%

INFLUENCE CHILDREN HAVE ON WATERMELON PURCHASES SUMMER 2018

- Greatly influence: 42%
- Somewhat influence: 33%
- Do not influence: 25%

Source: How much influence do your children influence your watermelon purchases? (Among households with kids)
KEY FINDINGS

- Watermelon scores very high relative to other fruits in terms of taste, safety, value, healthiness, and freshness.
- Watermelon attributes (health, taste, safety, value) remained steady.
- Consumers want fruit that provides them with value. They are looking for fruit where they can use all of it and use it in multiple ways.
- Taste and watermelon’s refreshing qualities are the main reasons watermelon is purchased.
- Availability and perceived value are the two main reasons consumers may not purchase watermelon.
- Knowing how to pick a good watermelon is important for consumers. Data suggests that consumers are better able to select a watermelon each year with a sharp increase this summer.
- Both growers and distributors saw increases in blame when food quality issues arise.
- A few more consumers had quality issues this season but still below most others.
- Most consumers are not eating fruit daily nor are they eating more than one or two servings. However half of the consumers indicate they intend to eat more fruit in the next year.
- How to select and health benefits are the key points consumers would like to see displayed with watermelon at retail.