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
1249 Completes

- 52% FEMALE
- 100% FOOD SHOPPER

Gender

The primary food shopper

Number of People Living in Household

1 24%
2 32%
3 20%
4 14%
5 6%
6 3%
7+ 2%

Weekly Grocery Spend

- $0 - $50: 20%
- $51 - $100: 40%
- $101 - $150: 26%
- $151 - $200: 9%
- $200+: 6%

Age

- 18-24: 11%
- 25-34: 21%
- 35-44: 22%
- 45-54: 16%
- 55-64: 13%
- 65+: 16%

Number of Children in Household (among those who have children)

1 46%
2 29%
3 16%
4 7%
5 1%
6+ 1%
Demographics of Respondents

Physical Activity Per Week
- Everyday: 25%
- 4-6 Days: 26%
- 2-4 Days: 25%
- Once a Week: 8%
- Less Than Once a Week or Never: 16%

Household Income
- $0 - $49,999: 48%
- $50,000 - $99,999: 31%
- $100,000 - $149,999: 12%
- $150,000 - $199,999: 4%
- $200,000+: 2%

Education Level
- Some High School: 2%
- High School/GED: 22%
- Some College/2 Year Program: 36%
- Bachelor’s Degree: 25%
- Advanced Degree: 14%

Race/Ethnicity
- Caucasian (Non-Hispanic): 72%
- African-American: 14%
- Hispanic/Latino: 10%
- Asian: 7%
- Other: 2%
Demographics of Respondents

- California 10.0%
- West 11.4%
- South Central 8.8%
- Plains 6.5%
- Great Lakes 16.0%
- Midsouth 12.2%
- Southeast 14.9%
- Northeast 20.2%
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?

2019 vs 2020

- To get coupons (digital or traditional): Winter 2020 45%, Summer 2019 48%
- To keep my grocery list: Winter 2020 50%, Summer 2019 49%
- To find recipes: Winter 2020 41%, Summer 2019 43%
- To compare prices: Winter 2020 39%, Summer 2019 40%
- I don't use my mobile device to assist with grocery shopping: Winter 2020 20%, Summer 2019 18%
- To look up nutritional content: Winter 2020 22%, Summer 2019 20%
- Other: Winter 2020 4%

Source: Please indicate below how have you used your mobile device to assist you with your grocery shopping? (Check all that apply)
Have you ever used a grocery pick-up, grocery delivery, or meal kit delivery service such as Instacart, PeaPod, ClickList, Wal-Mart Pick Up, or Amazon Pantry?

How likely are you to continue using one of these services?

<table>
<thead>
<tr>
<th>Likelihood to Continue Using (Among Those Currently Using)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
</tr>
<tr>
<td>Summer 2019</td>
</tr>
<tr>
<td>53%</td>
</tr>
<tr>
<td>27%</td>
</tr>
<tr>
<td>15%</td>
</tr>
</tbody>
</table>

Source: Have you ever used a grocery pick-up, grocery delivery, or meal kit delivery service such as Instacart, PeaPod, ClickList, Wal-Mart Pick Up, or Amazon Pantry? How likely are you to continue using one of these services?
I Feel Better When I Purchase Food That …

- Can be used in multiple recipes/meals: 69% in Winter 2020, 69% in Summer 2019
- Can be preserved/stored: 55% in Winter 2020, 51% in Summer 2019
- Are grown locally: 47% in Winter 2020, 52% in Summer 2019
- Are completely used (zero waste): 38% in Winter 2020, 40% in Summer 2019
- Are sustainably raised/grown: 38% in Winter 2020, 34% in Summer 2019
- Are organic: 36% in Winter 2020, 35% in Summer 2019
- Can be stretched by using the food scraps: 34% in Winter 2020, 31% in Summer 2019
- Have eco-friendly packaging: 33% in Winter 2020, 33% in Summer 2019
- Can be composted/recycled: 27% in Winter 2020, 25% in Summer 2019
- None of these: 3% in Winter 2020, 5% in Summer 2019

Source: I feel better when I purchase food that:
Source: Please select all the fruits that you like the taste of. (select all that apply)
Freshness Rankings
Summer 2019
1. Apples
2. Oranges
3. Watermelon
4. Grapes
5. Cantaloupe
6. Pomegranate
7. Honeydew
8. Bananas
9. Blueberries
10. Strawberries
11. Blackberries
12. Raspberries

Freshness Rankings
Winter 2020
1. Apples
2. Oranges
3. Watermelon
4. Grapes
5. Cantaloupe
6. Honeydew
7. Pomegranate
8. Bananas
9. Blueberries
10. Strawberries
11. Blackberries
12. Raspberries

Source: Please rank the following fruits by how long each will stay fresh before you consume them:
(1) freshest (12) least fresh
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, the average safety score is 8.2 for both Summer 2019 and Winter 2020.

If a Food Safety Issue Were to Occur, Which of The Following Groups are to Blame?

- Grower: 60% (W2019), 63% (S2019), 61% (W2020)
- Retailer: 55% (W2019), 58% (S2019), 54% (W2020)
- Distributor: 41% (W2019), 40% (S2019), 45% (W2020)
- Consumer: 12% (W2019), 12% (S2019), 17% (W2020)
- Government: "=" (W2019), "=" (S2019), "=" (W2020)

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? If a FOOD SAFETY ISSUE were to occur, which of the following groups are to blame? (select up to 3)
### Aggregated Ratings of Fruits

<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>95%</td>
<td>8.1</td>
<td>8.4</td>
</tr>
<tr>
<td>Bananas</td>
<td>94%</td>
<td>8.1</td>
<td>8.3</td>
</tr>
<tr>
<td>Watermelon</td>
<td>93%</td>
<td>7.5</td>
<td>7.6</td>
</tr>
<tr>
<td>Apples</td>
<td>91%</td>
<td>8.1</td>
<td>8.5</td>
</tr>
<tr>
<td>Honeydew</td>
<td>91%</td>
<td>6.8</td>
<td>7.2</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>90%</td>
<td>7.1</td>
<td>7.4</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>89%</td>
<td>7.0</td>
<td>7.6</td>
</tr>
<tr>
<td>Blueberries</td>
<td>88%</td>
<td>7.8</td>
<td>8.3</td>
</tr>
<tr>
<td>Grapes</td>
<td>88%</td>
<td>7.7</td>
<td>7.8</td>
</tr>
<tr>
<td>Strawberries</td>
<td>87%</td>
<td>7.9</td>
<td>8.1</td>
</tr>
<tr>
<td>Raspberries</td>
<td>87%</td>
<td>7.4</td>
<td>7.8</td>
</tr>
<tr>
<td>Blackberries</td>
<td>86%</td>
<td>7.3</td>
<td>7.8</td>
</tr>
</tbody>
</table>

Source: Please rate the following fruits in terms of HOW SAFE you consider them to be. Please rate the following fruits in terms of VALUE with 0 being "no value at all" and 10 being "extremely valuable." 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.
### Primary Place Fruit is Purchased

<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>75%</td>
<td>6%</td>
<td>12%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Bananas</td>
<td>81%</td>
<td>6%</td>
<td>6%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Blackberries</td>
<td>71%</td>
<td>5%</td>
<td>13%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Blueberries</td>
<td>72%</td>
<td>6%</td>
<td>12%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>74%</td>
<td>5%</td>
<td>11%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Grapes</td>
<td>80%</td>
<td>4%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Honeydew</td>
<td>72%</td>
<td>6%</td>
<td>13%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Oranges</td>
<td>78%</td>
<td>5%</td>
<td>9%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Pomegranate</td>
<td>72%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>7%</td>
</tr>
<tr>
<td>Raspberries</td>
<td>72%</td>
<td>6%</td>
<td>12%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>74%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Watermelon</td>
<td>74%</td>
<td>4%</td>
<td>12%</td>
<td>6%</td>
<td>5%</td>
</tr>
</tbody>
</table>

Source: For each of the following types of fruit, please indicate where you primarily purchased it in the Fall and Winter (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.
Consumption of Fruit

Source: For each of the following types of fruit, how do you primarily prepare and consume it?
**Fruit Consumption**

**Number of Days a Week Fruit is Consumed**

<table>
<thead>
<tr>
<th>Days per Week</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>0</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>1</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>2</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>3</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>4</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>5</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>6</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>7</td>
<td>27%</td>
<td>27%</td>
</tr>
</tbody>
</table>

**Servings of Fruit per Day**

(among those consuming fruit)

<table>
<thead>
<tr>
<th>Servings per Day</th>
<th>2019</th>
<th>2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>2</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>3</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>4</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>5</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>6</td>
<td>3%</td>
<td>4%</td>
</tr>
<tr>
<td>7+</td>
<td>3%</td>
<td>3%</td>
</tr>
</tbody>
</table>

**Changes In Consumption**

- **2019**
  - 51% Eat More Fruit
  - 42% Eat Less Fruit
  - 45% Eat The Same Amount of Fruit

- **2020**
  - 52% Eat More Fruit
  - 6% Eat Less Fruit
  - 42% Eat The Same Amount of Fruit

Source: How many day 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

Juicy

Delicious
Sweet
Water

Good
Tasty
Refreshing

Source: Describe watermelon using one word (Only include items mentioned by 5 or more respondents.)
Reasons to Purchase Watermelon

Source: What reasons do you purchase watermelon? (those who purchased watermelon) (Only include items mentioned by 5 or more respondents.)
Reasons to Purchase Watermelon

- It's Cool/Refreshing/Juicy
- Tastes Good/I Like It
- Good Snack Anytime of Day
- It's Great for Hydration
- It's Healthy and Nutritious
- It's In Season
- My Family/Kids Like It
- It Looked Fresh/Appealing
- For Picnic, Party, or Camping
- It's Good Value
- Quenches My Thirst
- When There Is a Promotional Price
- Great Post Workout Recovery
- I Saw an Eye-Catching Display at Store
- To Make a Recipe
- Given Sample In Store
- Tried It at a Restaurant
- Other

Source: What reasons do you purchase watermelon? (those who purchased watermelon)
Reasons to NOT Purchase Watermelon

- Only purchase in season
- Do not like taste
- Prefer other fruit
- Generally dislike
- Hard to cut
- Too much to eat
- Too big
- Cost
- Too messy
- Allergy
- Dislike texture
- Seasonal fruit
- Seeds
- Poor quality
Reasons to Not Purchase Watermelon

- It's Too Big/Inconvenient: 31% Winter 2020, 33% Summer 2019
- It's Too Messy: 23% Winter 2020, 26% Summer 2019
- Too Much Waste: 20% Winter 2020, 19% Summer 2019
- My Family and/Or I Don't Like the Taste: 19% Winter 2020, 18% Summer 2019
- It Has Poor Taste: 16% Winter 2020, 18% Summer 2019
- Other: 11% Winter 2020, 9% Summer 2019
- Can't Guarantee Quality: 10% Winter 2020, 13% Summer 2019
- I Don't Know How to Select a Good One: 9% Winter 2020, 8% Summer 2019
- It Spoils Too Quickly: 8% Winter 2020, 9% Summer 2019
- It's Too Expensive/Not a Good Value: 7% Winter 2020, 8% Summer 2019
- It's Too High In Carbs and Sugar: 7% Winter 2020, 8% Summer 2019
- It Has Poor Texture: 6% Winter 2020, 8% Summer 2019
- It's Not Available at the Store Where I shop: 3% Winter 2020, 1% Summer 2019
- It Has Poor External Appearance: 2% Winter 2020, 2% Summer 2019
- I Don't Know How to Cut a Watermelon: 2% Winter 2020, 2% Summer 2019

Source: What reasons do you not purchase watermelon? (those who have not purchased watermelon)
Knowing that Watermelon is Good for Hydration Leading to Purchasing More

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?

Type of Information Respondents Would Like to See

- How to select a good one
- Health benefits
- Recipe ideas
- FDA nutrition labels
- How to cut
- Pretty pictures/beauty shots
- Other

Summer 2019
- How to select a good one: 56%
- Health benefits: 52%
- Recipe ideas: 25%
- FDA nutrition labels: 31%
- How to cut: 27%
- Pretty pictures/beauty shots: 9%

Winter 2020
- How to select a good one: 55%
- Health benefits: 54%
- Recipe ideas: 25%
- FDA nutrition labels: 32%
- How to cut: 31%
- Pretty pictures/beauty shots: 10%
- Other: 5%
Percent Saying Yes to Knowing How to Pick a Good Watermelon

Source: Do you know how to pick a good watermelon? (Those who purchase watermelon)
How Watermelon is Being Handled Before Consumption

- **Wash it/run it under tap**: 62% (Summer 2019), 72% (Winter 2020)
- **Nothing**: 34% (Summer 2019), 26% (Winter 2020)
- **Other**: 3% (Summer 2019), 2% (Winter 2020)

Source: What do you do with your whole watermelon before you consume it? (Those who purchase watermelon)
Storage of Whole Watermelon

**Summer 2019**
- In the fridge: 73%
- In the freezer: 21%
- On the counter: 5%
- Other: 1%

**Winter 2020**
- In the fridge: 71%
- In the freezer: 24%
- On the counter: 4%
- Other: 1%

Source: How do you store your whole watermelon? (Those who purchase Whole Large Watermelon)
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 Purchase More Watermelon

<table>
<thead>
<tr>
<th>Reason</th>
<th>Summer 2019</th>
<th>Winter 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Price</td>
<td>53%</td>
<td>53%</td>
</tr>
<tr>
<td>In Season</td>
<td>43%</td>
<td>48%</td>
</tr>
<tr>
<td>Availability</td>
<td>38%</td>
<td>43%</td>
</tr>
<tr>
<td>Locally Grown</td>
<td>30%</td>
<td>34%</td>
</tr>
<tr>
<td>Requested by Family</td>
<td>29%</td>
<td>29%</td>
</tr>
<tr>
<td>Healthier</td>
<td>23%</td>
<td>25%</td>
</tr>
<tr>
<td>Organic</td>
<td>18%</td>
<td>20%</td>
</tr>
<tr>
<td>Retail Promotion/Featured Display</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Presented Well</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Nothing</td>
<td>8%</td>
<td>6%</td>
</tr>
<tr>
<td>Recipes</td>
<td>6%</td>
<td>9%</td>
</tr>
<tr>
<td>Special Occasion</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Restaurant Menu Presence</td>
<td>6%</td>
<td>7%</td>
</tr>
<tr>
<td>Other</td>
<td>2%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Source: What might encourage you to purchase more watermelon? (Those who purchase watermelon)
Source: Please select the seasons in which you purchase each type of watermelon. (Those who purchase watermelon)
Large Watermelon

Seasons Purchased

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>13%</td>
</tr>
<tr>
<td>Spring</td>
<td>24%</td>
</tr>
<tr>
<td>Summer</td>
<td>83%</td>
</tr>
<tr>
<td>Fall</td>
<td>25%</td>
</tr>
</tbody>
</table>

Reasons for Not Purchasing

(Of the 6% That Do Not Purchase Type of Watermelon)

- It's too big/inconvenient: 68%
- It spoils too quickly: 26%
- Too much waste: 21%
- It's too messy: 14%
- Other: 12%
- I don't know how to select a good one: 11%
- Can't guarantee quality: 9%
- It has a poor taste: 7%
- It's too expensive: 7%
- I don't know how to cut a watermelon: 7%
- It has a poor texture: 5%
- It's too high in carbs/sugar: 4%
- It has a poor external appearance: 4%
- My family and/or I don't like the taste: 0%
- It's not available at the store where I shop: 0%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon)
Why you don’t purchase whole, large or regular size watermelon. (Select all that apply) (those who do not purchase whole, large, or regular watermelon)
Mini Watermelon

Seasons Purchased

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>15%</td>
</tr>
<tr>
<td>Spring</td>
<td>22%</td>
</tr>
<tr>
<td>Summer</td>
<td>52%</td>
</tr>
<tr>
<td>Fall</td>
<td>27%</td>
</tr>
</tbody>
</table>

Reasons for Not Purchasing
(Of the 20% That Do Not Purchase Type of Watermelon)

- It's too expensive: 36%
- It's not available at the store where I shop: 16%
- It has a poor taste: 12%
- Can't guarantee quality: 12%
- Too much waste: 10%
- I don't know how to select a good one: 9%
- It spoils too quickly: 7%
- It has a poor texture: 6%
- Other: 6%
- It has a poor external appearance: 6%
- It's too big/不便: 6%
- It's too messy: 5%
- My family and/or I don't like the taste: 5%
- I don't know how to cut a watermelon: 2%
- It's too high in carbs/sugar: 1%

Source: Please select the seasons in which you purchase each type of watermelon (those who purchase watermelon)
Why you don’t purchase whole miniature watermelon. (Select all that apply) (those who do not purchase miniature watermelon)
Fresh Cut Watermelon

Seasons Purchased

- Winter: 22%
- Spring: 21%
- Summer: 48%
- Fall: 25%

Reasons for Not Purchasing
(Of the 24% That Do Not Purchase Type of Watermelon)

- It's too expensive: 58%
- It spoils too quickly: 27%
- Can't guarantee quality: 26%
- It has a poor taste: 9%
- Other: 8%
- Too much waste: 7%
- It has a poor texture: 6%
- It has a poor external appearance: 6%
- It's too messy: 5%
- I don't know how to select a good one: 3%
- My family and/or I don't like the taste: 3%
- It's too big/convenient: 2%
- It's not available at the store where I shop: 1%
- I don't know how to cut a watermelon: 1%
- It's too high in carbs/sugar: 0%
Watermelon Juice

Seasons Purchased

- Winter: 15%
- Spring: 18%
- Summer: 30%
- Fall: 16%

Reasons for Not Purchasing
(Of the 52% That Do Not Purchase Type of Watermelon)

- It's not available at the store where I shop: 27%
- It's too expensive: 16%
- It has a poor taste: 15%
- My family and/or I don't like the taste: 12%
- Can't guarantee quality: 10%
- It's too high in carbs/sugar: 9%
- I don't know how to cut a watermelon: 5%
- It has a poor texture: 4%
- It's too messy: 4%
- It spoils too quickly: 3%
- It has a poor external appearance: 3%
- Too much waste: 2%
- I don't know how to select a good one: 1%
- It's too big/inconvenient: 1%
- Other: 14%
Time of Day Watermelon is Eaten

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Winter 2020</th>
<th>Summer 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>Snack</td>
<td>77%</td>
<td>78%</td>
</tr>
<tr>
<td>Lunch</td>
<td>58%</td>
<td>60%</td>
</tr>
<tr>
<td>Dinner</td>
<td>38%</td>
<td>39%</td>
</tr>
<tr>
<td>Dessert</td>
<td>33%</td>
<td>33%</td>
</tr>
<tr>
<td>Breakfast</td>
<td>26%</td>
<td>29%</td>
</tr>
</tbody>
</table>

Source: When during the day do you eat watermelon? (those who purchase watermelon)
Time of Day When Majority of Watermelon is Eaten

<table>
<thead>
<tr>
<th>Time of Day</th>
<th>Summer 2019</th>
<th>Winter 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Breakfast</td>
<td>54%</td>
<td>6%</td>
</tr>
<tr>
<td>Lunch</td>
<td>8%</td>
<td>7%</td>
</tr>
<tr>
<td>Dinner</td>
<td>11%</td>
<td>52%</td>
</tr>
<tr>
<td>Snack</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Dessert</td>
<td>22%</td>
<td>25%</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? (those who purchase watermelon)

### Percentage of Watermelon Going to Waste

- None, we use it all
- Just the rind
- Use 25%
- Use 50%
- 75% or more

<table>
<thead>
<tr>
<th>Year</th>
<th>None, we use it all</th>
<th>Just the rind</th>
<th>Use 25%</th>
<th>Use 50%</th>
<th>75% or more</th>
</tr>
</thead>
<tbody>
<tr>
<td>2019</td>
<td>18%</td>
<td>12%</td>
<td>5%</td>
<td>3%</td>
<td>6%</td>
</tr>
<tr>
<td>2019</td>
<td>13%</td>
<td>14%</td>
<td>5%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>2020</td>
<td>14%</td>
<td>5%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
</tbody>
</table>

Source: When purchasing a whole watermelon, how much, if any, goes to waste? (those who purchase watermelon)
<table>
<thead>
<tr>
<th>Season</th>
<th>Plain Watermelon</th>
<th>Watermelon in a Recipe</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2019</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>Winter 2020</td>
<td>90%</td>
<td>10%</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></th>
<th>Summer 2019</th>
<th>Winter 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>In my home</td>
<td>79%</td>
<td>79%</td>
</tr>
<tr>
<td>Outside my home</td>
<td>15%</td>
<td>15%</td>
</tr>
<tr>
<td>Restaurant or other food service location</td>
<td>5%</td>
<td>6%</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: 37%
- Somewhat influence: 50%
- Do not influence: 13%

Influence Children Have on Watermelon Purchases Winter 2020

- Greatly influence: 48%
- Somewhat influence: 38%
- Do not influence: 13%

Source: How much influence do your children influence your watermelon purchases? (Among households with kids)
Ways Watermelon is Consumed in a Restaurant

<table>
<thead>
<tr>
<th>Way</th>
<th>Summer 2019</th>
<th>Winter 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a fruit salad</td>
<td>17%</td>
<td>14%</td>
</tr>
<tr>
<td>On a buffet</td>
<td>13%</td>
<td>11%</td>
</tr>
<tr>
<td>For dessert</td>
<td>11%</td>
<td>10%</td>
</tr>
<tr>
<td>In a smoothie or other</td>
<td>9%</td>
<td>9%</td>
</tr>
<tr>
<td>non-alcoholic beverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In a vegetable salad</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>In a cocktail or alcoholic</td>
<td>6%</td>
<td>8%</td>
</tr>
<tr>
<td>beverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>As part of an entrée</td>
<td>6%</td>
<td>8%</td>
</tr>
</tbody>
</table>

Source: Typically, in what way(s) do you consume watermelon at a restaurant? (Among those who purchase watermelon)
Ways Watermelon is Considered in a Restaurant

<table>
<thead>
<tr>
<th>Way</th>
<th>Summer 2019</th>
<th>Winter 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a fruit salad</td>
<td>70%</td>
<td>73%</td>
</tr>
<tr>
<td>On a buffet</td>
<td>42%</td>
<td>40%</td>
</tr>
<tr>
<td>For dessert</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>In a smoothie or other</td>
<td>32%</td>
<td>35%</td>
</tr>
<tr>
<td>non-alcoholic beverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In a cocktail or</td>
<td>24%</td>
<td>27%</td>
</tr>
<tr>
<td>alcoholic beverage</td>
<td></td>
<td></td>
</tr>
<tr>
<td>In a vegetable salad</td>
<td>15%</td>
<td>16%</td>
</tr>
<tr>
<td>As part of an entrée</td>
<td>14%</td>
<td>16%</td>
</tr>
</tbody>
</table>

Source: Typically, in what way(s) would you consider ordering watermelon at a restaurant? (Among those who purchase watermelon)
Key Findings

- COVID-19 has not had an impact on perceptions of watermelon and other fruit.
- 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.
- Growers saw decrease in blame when food quality issues arise.
- Watermelon quality issues remained steady from Summer to Winter.
- 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.