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
Demographics of Respondents
1124 Completes

Gender
- 53% Female

The Primary Food Shopper
- 100%

Number of People Living in Household
- 1: 23%
- 2: 33%
- 3: 21%
- 4: 14%
- 5: 5%
- 6: 2%
- 7+ 2%

Age
- 18-24: 11%
- 25-34: 22%
- 35-44: 20%
- 45-54: 16%
- 55-64: 13%
- 65+: 19%

Number of Children (among those with children)
- 1: 50%
- 2: 33%
- 3+: 17%

33% Children
Demographics of Respondents (n=1124)

**Weekly Grocery Spend**
- $0-$50: 17%
- $51-$100: 38%
- $101-$150: 28%
- $151-$200: 10%
- $200+: 7%

**Education Level**
- Some High School: 3%
- High School/GED: 23%
- Some College/2 Yr Program: 34%
- Bachelor’s Degree: 26%
- Advanced Degree: 14%

**Household Income**
- $0-49,999: 50%
- $50,000-99,999: 30%
- $100,000-149,999: 11%
- $150,000-199,999: 4%
- $200,000+: 3%

**Race/Ethnicity**
- Caucasian (Non-Hispanic): 71%
- African-American: 13%
- Hispanic/Latino: 10%
- Asian: 8%
- Other: 1%
Demographics of Respondents (n=1124)

- West 11%
- California 10%
- Plains 5%
- Great Lakes 16%
- Northeast 20%
- Midsouth 13%
- Southeast 15%
- South Central 10%
Which if any, of the following social media sites do you belong? (select all that apply)

- Facebook: 76%
- YouTube: 61%
- Instagram: 46%
- Twitter: 35%
- Pinterest: 31%
- TikTok: 17%

Source: Total Respondents (n=1124)
Which if any, of the following social media sites do you belong? (select all that apply)
Ways Used Mobile Device to Assist With Your Grocery Shopping

- To get coupons (digital or traditional)
  - Summer 2020 (n=1124)
  - Winter 2020 (n=1249)
  - Summer 2019 (n=1257)

- To keep my grocery list
  - 48% Summer 2020
  - 50% Winter 2020
  - 49% Summer 2019

- To find recipes
  - 43% Summer 2020
  - 41% Winter 2020
  - 39% Summer 2019

- To compare prices
  - 40% Summer 2020
  - 41% Winter 2020
  - 41% Summer 2019

- To look up nutritional content
  - 26% Summer 2020

- I don’t use my mobile device to assist with grocery shopping
  - 23% Summer 2020

- Other
  - 3% Summer 2020

Source: Total Respondents
Please indicate below how you have used your mobile device to assist you with your grocery shopping? (Select all that apply)
Ever Used Grocery Pick-up, Delivery, or Meal Kit Delivery

- **Summer 2019** (n=1257): 47% Yes
- **Winter 2020** (n=1249): 49% Yes
- **Summer 2020** (n=1124): 54% Yes

Source: Total Respondents

Have you ever used a grocery pick-up or grocery delivery service? Examples include Amazon Fresh, Wal-Mart Grocery Pickup, and Instacart.
Services used in past 12 months
- Delivery from retail location (63%)
- Curbside pick-up (55%)
- Third party delivery (44%)
- Other (2%)

Source: Total Respondents Ever Using Grocery Pick-up or Delivery
Which of the following grocery pick-up or grocery delivery services have you used in the past 12 months? (Select all that apply)
How much do you trust the person who is selecting your produce for your grocery pick-up/delivery order to select quality produce?
How likely are you to continue using grocery pick-up or grocery delivery service in the next 12 months?
**I Feel Better When I Purchase Food That …**

<table>
<thead>
<tr>
<th>Feature</th>
<th>Summer 2019 (n=1257)</th>
<th>Winter 2020 (n=1249)</th>
<th>Summer 2020 (n=1124)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Can be used in multiple recipes/meal</td>
<td>33%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Can be preserved/stored</td>
<td>33%</td>
<td>34%</td>
<td>35%</td>
</tr>
<tr>
<td>Are grown locally</td>
<td>49%</td>
<td>47%</td>
<td>49%</td>
</tr>
<tr>
<td>Are completely used (zero waste)</td>
<td>38%</td>
<td>40%</td>
<td>38%</td>
</tr>
<tr>
<td>Are sustainably raised/grown</td>
<td>34%</td>
<td>33%</td>
<td>35%</td>
</tr>
<tr>
<td>Are organic</td>
<td>36%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>Can be stretched by using the food scraps</td>
<td>32%</td>
<td>31%</td>
<td>29%</td>
</tr>
<tr>
<td>Have eco-friendly packaging</td>
<td>33%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Can be composted/recycled</td>
<td>27%</td>
<td>25%</td>
<td>29%</td>
</tr>
<tr>
<td>None of these</td>
<td>5%</td>
<td>5%</td>
<td>7%</td>
</tr>
</tbody>
</table>

**Source:** Total Respondents

I feel better when I make food purchases that: (Select all that apply)
For each of the following types of fruit, please indicate where you have primarily purchased it in the Spring and Summer?

- Apples: 92%
- Bananas: 95%
- Blueberries: 86%
- Cantaloupe: 78%
- Grapes: 91%
- Honeydew: 66%
- Oranges: 88%
- Peaches: 85%
- Strawberries: 93%
- Watermelon: 89%

Source: Total Respondents (n=1124)
For each of the following types of fruit, please indicate where you have primarily purchased it in the Spring and Summer?
Percent of People That Like the Taste of …

- **Strawberries**: Summer 2019 (n=1257) - 84%, Winter 2020 (n=1249) - 81%
- **Grapes**: Summer 2019 (n=1257) - 85%, Winter 2020 (n=1249) - 82%
- **Apples**: Summer 2019 (n=1257) - 84%, Winter 2020 (n=1249) - 82%
- **Bananas**: Summer 2019 (n=1257) - 81%, Winter 2020 (n=1249) - 79%
- **Oranges**: Summer 2020 (n=1124) - 80%, Winter 2020 (n=1249) - 79%
- **Watermelon**: Summer 2019 (n=1257) - 79%, Winter 2020 (n=1249) - 77%
- **Peaches**: Summer 2019 (n=1257) - 73%
- **Blueberries**: Summer 2019 (n=1257) - 67%, Winter 2020 (n=1249) - 66%
- **Cantaloupes**: Summer 2019 (n=1257) - 60%, Winter 2020 (n=1249) - 59%
- **Honeydews**: Winter 2020 (n=1249) - 48%

Source: Total Respondents
Please select the fruits you like the taste of? (select all that apply)
Freshness Rankings - Summer 2020

1. Apples
2. Oranges
3. Watermelon
4. Cantaloupe
5. Grapes
6. Honeydew
7. Peaches
8. Blueberries
9. Strawberries
10. Bananas

Source: Total Respondents (n=1124)
Please rank the following fruits by how long each will stay fresh before you consume them (1) freshest to least fresh (10).
Average Safety Score

Summer 2019  7.2
Winter 2020  7.2
Summer 2020  7.3

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

<table>
<thead>
<tr>
<th></th>
<th>Grower</th>
<th>Retailer</th>
<th>Distributor</th>
<th>Consumer</th>
<th>Government</th>
</tr>
</thead>
<tbody>
<tr>
<td>W2019 (n=1283)</td>
<td>12%</td>
<td>14%</td>
<td>17%</td>
<td>19%</td>
<td>61%</td>
</tr>
<tr>
<td>S2019 (n=1257)</td>
<td>41%</td>
<td>40%</td>
<td>58%</td>
<td>55%</td>
<td>63%</td>
</tr>
<tr>
<td>W2020 (n=1249)</td>
<td>31%</td>
<td>29%</td>
<td>54%</td>
<td>45%</td>
<td>61%</td>
</tr>
<tr>
<td>S2020 (n=1124)</td>
<td>61%</td>
<td>50%</td>
<td>50%</td>
<td>65%</td>
<td>55%</td>
</tr>
</tbody>
</table>

Source: Total Respondents
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?
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>Bananas</td>
<td>95%</td>
<td>8.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Oranges</td>
<td>95%</td>
<td>8.0</td>
<td>8.4</td>
</tr>
<tr>
<td>Apples</td>
<td>94%</td>
<td>8.0</td>
<td>8.3</td>
</tr>
<tr>
<td><strong>Watermelon</strong></td>
<td>94%</td>
<td><strong>7.5</strong></td>
<td><strong>7.8</strong></td>
</tr>
<tr>
<td>Blueberries</td>
<td>93%</td>
<td>7.8</td>
<td>8.2</td>
</tr>
<tr>
<td>Peaches</td>
<td>93%</td>
<td>7.6</td>
<td>7.8</td>
</tr>
<tr>
<td>Grapes</td>
<td>92%</td>
<td>7.6</td>
<td>7.8</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>92%</td>
<td>7.2</td>
<td>7.7</td>
</tr>
<tr>
<td>Honeydew</td>
<td>92%</td>
<td>6.9</td>
<td>7.4</td>
</tr>
<tr>
<td>Strawberries</td>
<td>91%</td>
<td>7.9</td>
<td>8.0</td>
</tr>
</tbody>
</table>

Source: Total Respondents (n=1124)

Please rate the following fruits in terms of HOW SAFE you consider them to be. (Generally Safe, Generally Unsafe)

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 fruits in terms of HOW HEALTHY you consider them to be on a scale from 0-10 with 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>67%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Bananas</td>
<td>73%</td>
<td>6%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Blueberries</td>
<td>57%</td>
<td>6%</td>
<td>12%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>53%</td>
<td>6%</td>
<td>11%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Grapes</td>
<td>69%</td>
<td>5%</td>
<td>9%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Honeydew</td>
<td>42%</td>
<td>5%</td>
<td>9%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Oranges</td>
<td>65%</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>6%</td>
</tr>
<tr>
<td>Peaches</td>
<td>56%</td>
<td>6%</td>
<td>13%</td>
<td>6%</td>
<td>4%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>62%</td>
<td>7%</td>
<td>14%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>Watermelon</td>
<td>58%</td>
<td>6%</td>
<td>13%</td>
<td>7%</td>
<td>5%</td>
</tr>
</tbody>
</table>

*Bold/red highlighting indicates the location where the fruit is least purchased, bolding/green highlighting indicates the location where the fruit is most purchased.*

*Source: Total Respondents (n=1124)*

*For each of the following types of fruit, please indicate where you have primarily purchased it in the Spring and Summer?*
WATERMELON ATTITUDES
Description Using One Word

- Juicy: 26%
- Sweet: 11%
- Watery/water/wet/moist/liquid: 9%
- Refreshing: 9%
- Good/great: 9%
- Delicious: 8%
- Tasty: 3%
- Yummy: 3%
- Negative: 3%

Mentioned by 1-2% of respondents:
- Red/pink/green
- Big/large/huge/heavy/massive
- Fresh
- Summer
- Fun
- Healthy
- Cool/cooling/cold
- Fruit
- Hydrating

messy, nasty, gross, seedy, disgusting, overrated, tasteless, allergic, bad, don't like, hate, sticky, ugh, yuck

Source: Total Respondents (n=1124)
Describe watermelon using only one word.
What is the main reason you purchase watermelon?

- Taste/Flavor: 33%
- Occasion: 16%
- Good/Like: 12%
- Refreshing: 9%
- Healthy: 6%
- Juicy/watery: 6%
- Sweet: 6%
- Delicious/yummy: 5%
- Family: 5%
- Hydrating/thirst quenching: 4%
- Specific health benefits: 3%
- Cold/cooling: 2%
- Fun: 1%
- Fresh: 1%
- Good value: 1%
- Favorite: 1%
- Tradition: 1%
- Texture/consistency: 1%

Occasions:
- Summer (8%)
- Treat (3%)
- Snack (3%)
- Hot day (3%)
- Cook out/picnic (2%)
- Party (1%)
- Dessert (1%)
- Specific use (1%)

Source: Total Respondents Purchasing Watermelon (n=997)
What reasons do you purchase watermelon? (select all that apply)

- It's Cool/Refreshing/Juicy: 60% (Summer 2020), 66% (Winter 2020), 66% (Summer 2019)
- Tastes Good/I Like It: 63% (Summer 2020), 65% (Winter 2020), 64% (Summer 2019)
- Good Snack Anytime of Day: 50% (Summer 2020), 53% (Winter 2020), 51% (Summer 2019)
- It's Great for Hydration: 47% (Summer 2020), 47% (Winter 2020), 48% (Summer 2019)
- It's Healthy and Nutritious: 46% (Summer 2020), 44% (Winter 2020), 50% (Summer 2019)
- It's In Season: 46% (Summer 2020), 44% (Winter 2020), 49% (Summer 2019)
- My Family/Kids Like It: 38% (Summer 2020), 40% (Winter 2020), 43% (Summer 2019)
- It Looked Fresh/Appealing: 38% (Summer 2020), 39% (Winter 2020), 37% (Summer 2019)
- For Picnic, Party, or Camping: 32% (Summer 2020), 39% (Winter 2020), 39% (Summer 2019)
- It's Good Value: 37% (Summer 2020), 38% (Winter 2020), 38% (Summer 2019)
- Quenches My Thirst: 38% (Summer 2020), 38% (Winter 2020), 35% (Summer 2019)
- When There Is a Promotional Price: 15% (Summer 2020), 16% (Winter 2020), 15% (Summer 2019)
- Great Post Workout Recovery: 12% (Summer 2020), 9% (Winter 2020), 10% (Summer 2019)
- I Saw an Eye-Catching Display at Store: 3% (Summer 2020), 3% (Winter 2020), 3% (Summer 2019)
- To Make a Recipe: 5% (Summer 2020), 6% (Winter 2020), 6% (Summer 2019)
- Given Sample In Store: 8% (Summer 2020), 8% (Winter 2020), 8% (Summer 2019)
- Tried It at a Restaurant: 5% (Summer 2020), 6% (Winter 2020), 4% (Summer 2019)
- Other: 1% (Summer 2020), 1% (Winter 2020), 1% (Summer 2019)

Source: Total Respondents Purchasing Watermelon
What reasons do you purchase watermelon? (select all that apply)
### Reasons Not Purchase Watermelon

<table>
<thead>
<tr>
<th>Reason</th>
<th>Summer 2019 (n=212)</th>
<th>Winter 2020 (n=250)</th>
<th>Summer 2020 (n=127)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's Too Big/Inconvenient</td>
<td>12%</td>
<td>19%</td>
<td>33%</td>
</tr>
<tr>
<td>It's Too Messy</td>
<td>16%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>Too Much Waste</td>
<td>16%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>My Family and/or I Don't Like the Taste</td>
<td>18%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>It Has Poor Taste</td>
<td>16%</td>
<td>19%</td>
<td>21%</td>
</tr>
<tr>
<td>Can't Guarantee Quality</td>
<td>13%</td>
<td>19%</td>
<td>26%</td>
</tr>
<tr>
<td>I Don't Know How to Select a Good One</td>
<td>9%</td>
<td>10%</td>
<td>17%</td>
</tr>
<tr>
<td>It Spoils Too Quickly</td>
<td>7%</td>
<td>8%</td>
<td>8%</td>
</tr>
<tr>
<td>It's Too Expensive/Not a Good Value</td>
<td>8%</td>
<td>12%</td>
<td>33%</td>
</tr>
<tr>
<td>It's Too High In Carbs and Sugar</td>
<td>6%</td>
<td>7%</td>
<td>11%</td>
</tr>
<tr>
<td>It Has Poor Texture</td>
<td>6%</td>
<td>6%</td>
<td>6%</td>
</tr>
<tr>
<td>It's Not Available at the Store Where I shop</td>
<td>3%</td>
<td>1%</td>
<td>1%</td>
</tr>
<tr>
<td>It Has Poor External Appearance</td>
<td>2%</td>
<td>2%</td>
<td>2%</td>
</tr>
<tr>
<td>I Don't Know How to Cut a Watermelon</td>
<td>1%</td>
<td>2%</td>
<td>4%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
<td>9%</td>
<td></td>
</tr>
</tbody>
</table>

Source: Total Respondents NOT Purchasing Watermelon
What reasons do you NOT purchase watermelon? (select all that apply)
You mentioned you don’t buy watermelon because it is messy and/or too big/inconvenient. Would you be willing to spend a bit more for fresh cut, ready to serve watermelon?

Reasons won’t buy fresh cut watermelon:
- Cost (9)
- Taste (7)
- Cleanliness/safety (5)
- Dislike watermelon/eat other fruits (5)
- Freshness/Consistency (3)
- Doesn’t keep (2)

Source: Total Respondents NOT Purchasing Watermelon because Messy and/or Too Big/Inconvenient

Why won’t you buy fresh cut, ready to serve watermelon?
Source: Total Respondents

How safe do you feel fresh cut, ready-to-eat fruit is?

Source: Total Respondents

Safety of Fresh Cut Fruits

- Extremely safe: 18%
- Very safe: 37%
- Somewhat safe: 37%
- Not very safe: 7%
- Not at all safe: 0%

Summer 2020 (n=1124)

Willing to Buy Fresh Cut Watermelon

Summer 2020 (n=57)

56% No
Which of the following statements do you know to be true about watermelon?

- **Good for hydration**: 66% (Summer 2020), 70% (Winter 2020), 66% (Summer 2019)
- **Low in calories**: 47% (Summer 2020), 46% (Winter 2020), 47% (Summer 2019)
- **Low in fat**: 41% (Summer 2020), 43% (Winter 2020), 41% (Summer 2019)
- **High in Vitamin C**: 34% (Summer 2020), 32% (Winter 2020), 34% (Summer 2019)
- **Good for post-workout**: 23% (Summer 2020), 27% (Winter 2020), 23% (Summer 2019)
- **Source of Vitamin A**: 22% (Summer 2020), 25% (Winter 2020), 22% (Summer 2019)
- **High in sugar**: 20% (Summer 2020), 22% (Winter 2020), 20% (Summer 2019)
- **Source of Vitamin B-6**: 19% (Summer 2020), 20% (Winter 2020), 19% (Summer 2019)
- **Source of Potassium**: 21% (Summer 2020), 20% (Winter 2020), 21% (Summer 2019)
- **Promotes blood flow**: 18% (Summer 2020), 19% (Winter 2020), 18% (Summer 2019)
- **High in calcium**: 17% (Summer 2020), 15% (Winter 2020), 17% (Summer 2019)
- **None of these**: 7% (Summer 2020), 6% (Winter 2020), 7% (Summer 2019)

Source: Total Respondents
Which of the following statements do you know to be true about watermelon?
Knowing that Watermelon is Good for Hydration Leads to Purchasing More

Source: Total Respondents
Would knowing that watermelon is good for hydration make you want to purchase (or purchase more) of it in the future?
Percent Saying Yes to Knowing How to Pick a Good Watermelon

Source: Total Respondents Purchasing Whole/Mini Watermelon
Do you know how to pick out a good watermelon?
Type of Information Respondents Would Like to See at Retail

Source: Total Respondents
What type of information would you like to see displayed with watermelon at the retail store?
**Percent Indicating Quality Issues with Watermelon Purchase**

- **W 2019** (n=953) 38%
- **S 2019** (n=1045) 36%
- **W 2020** (n=999) 36%
- **S 2020** (n=997) 37%

**Issues with Watermelon Quality**

- **Taste**
  - 70% (Summer 2020, n=371)
  - 69% (Winter 2020, n=362)
  - 73% (Summer 2019, n=372)

- **Texture**
  - 44% (Summer 2020, n=371)
  - 52% (Winter 2020, n=362)
  - 51% (Summer 2019, n=372)

- **Internal appearance**
  - 30% (Summer 2020, n=371)

- **External Appearance**
  - 17% (Summer 2020, n=371)
  - 15% (Winter 2020, n=362)
  - 17% (Summer 2019, n=372)

Source: Total Respondents Purchasing Watermelon
Have you ever had a problem with the quality of the watermelon you purchased?
Source: Total Respondents Reporting a Quality Issue
Which of the following describes the watermelon quality issue?
What do you do with your whole watermelon before you consume it?

- **Wash it/run it under tap**: 63% (Summer 2019), 72% (Winter 2020), 68% (Summer 2020)
- **Nothing**: 34% (Summer 2019), 26% (Winter 2020), 28% (Summer 2020)
- **Other**: 3% (Summer 2019), 2% (Winter 2020), 4% (Summer 2020)

Source: Total Respondents Purchasing Whole/Mini Watermelon

What do you do with your whole watermelon before you consume it?
How do you store your whole watermelon?

- In the fridge
- In the freezer
- On the counter
- Other

**Storage of Whole Watermelon**

**Summer 2019** (n=1010)
- In the fridge: 73%
- In the freezer: 5%
- On the counter: 21%
- Other: 1%

**Winter 2020** (n=970)
- In the fridge: 71%
- In the freezer: 5%
- On the counter: 23%
- Other: 1%

**Summer 2020** (n=950)
- In the fridge: 69%
- In the freezer: 6%
- On the counter: 23%
- Other: 1%

Source: Total Respondents Purchasing Whole/Mini Watermelon

How do you store your whole watermelon?
What might encourage you to purchase (or purchase more) watermelon?

- **Price**: 50% Summer 2019, 50% Winter 2020, 48% Summer 2020
- **In Season**: 48% Summer 2019, 44% Winter 2020, 39% Summer 2020
- **Availability**: 42% Summer 2019, 38% Winter 2020, 35% Summer 2020
- **Locally Grown**: 44% Summer 2019, 36% Winter 2020, 36% Summer 2020
- **Requested by Family**: 27% Summer 2019, 32% Winter 2020, 27% Summer 2020
- **Healthier**: 32% Summer 2019, 31% Winter 2020, 28% Summer 2020
- **Organic**: 24% Summer 2019, 18% Winter 2020, 16% Summer 2020
- **Retail Promotion/Featured Display**: 16% Summer 2019, 18% Winter 2020, 15% Summer 2020
- **Presented Well**: 16% Summer 2019, 16% Winter 2020, 15% Summer 2020
- **Recipes**: 10% Summer 2019, 11% Winter 2020, 12% Summer 2020
- **Special Occasion**: 6% Summer 2019, 4% Winter 2020, 5% Summer 2020
- **Restaurant Menu Presence**: 6% Summer 2019, 5% Winter 2020, 5% Summer 2020
- **Other**: 2% Summer 2019, 2% Winter 2020, 2% Summer 2020
- **Nothing**: 11% Summer 2019, 12% Winter 2020, 13% Summer 2020

Source: Total Respondents
What might encourage you to purchase (or purchase more) watermelon?
Source: Total Respondents Purchasing Watermelon
Please select the seasons you purchase each type of watermelon (Summer (June-August), Fall (September-November), Winter (December-February), Spring (March-May) or I do not purchase.
Large Watermelon

**Seasons Purchased**

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>11%</td>
</tr>
<tr>
<td>Spring</td>
<td>20%</td>
</tr>
<tr>
<td>Summer</td>
<td>80%</td>
</tr>
<tr>
<td>Fall</td>
<td>21%</td>
</tr>
</tbody>
</table>

**Reasons for Not Purchasing**

Of the 8% (n=83) That Do Not Purchase Type of Watermelon

- It's too big/inconvenient: 72%
- Too much waste: 30%
- It's too messy: 27%
- It spoils too quickly: 18%
- Can't guarantee its quality: 13%
- I don't know how to select a good one: 8%
- It's too expensive/not a good value: 8%
- I don't know how to cut a watermelon: 8%
- It's too high in carbs/sugar: 5%
- It has a poor taste: 4%
- My family and/or I don't like the taste: 2%
- It has a poor external appearance: 1%
- It's not available at the store where I shop: 1%
- It has a poor texture: 0%
- Other: 7%

Source: Total Respondents Purchasing Watermelon (n=997)
Please select the seasons you purchase each type of watermelon.
Why don't you purchase whole, large watermelon? (select all that apply)
Reasons for Not Purchasing
Of the 23% (n=229) That Do Not Purchase Type of Watermelon

- It's too expensive/not a good value: 35%
- It's not available at the store where I shop: 21%
- Can't guarantee its quality: 11%
- It's too big/inconvenient: 8%
- It has a poor taste: 7%
- Too much waste: 7%
- I don't know how to select a good one: 7%
- It's too messy: 7%
- It spoils too quickly: 5%
- It has a poor texture: 4%
- It has a poor external appearance: 4%
- My family and/or I don't like the taste: 3%
- I don't know how to cut a watermelon: 2%
- It's too high in carbs/sugar: 0%
- Other: 8%

Seasons Purchased

- Winter: 15%
- Spring: 20%
- Summer: 49%
- Fall: 26%

Source: Total Respondents Purchasing Watermelon (=997)
Please select the seasons you purchase each type of watermelon.
Why don't you purchase whole, mini watermelon? (select all that apply)
Fresh Cut Watermelon

**Reasons for Not Purchasing**

*Of the 27% (n=269) That Do Not Purchase Type of Watermelon*

- It's too expensive/Not a good value: 52%
- Can't guarantee its quality: 26%
- It spoils too quickly: 24%
- Too much waste: 7%
- It has a poor external appearance: 7%
- It has a poor taste: 6%
- It has a poor texture: 5%
- It's not available at the store where I shop: 5%
- It's too messy: 4%
- I don't know how to select a good one: 4%
- My family and/or I don't like the taste: 3%
- It's too big/inconvenient: 3%
- I don't know how to cut a watermelon: 1%
- It's too high in carbs/sugar: 1%
- Other: 9%

---

Source: Total Respondents Purchasing Watermelon (=997)
*Please select the seasons you purchase each type of watermelon. Why don't you purchase fresh cut watermelon? (select all that apply)*
Watermelon Juice

Reasons for Not Purchasing
Of the 50% (n=497) That Do Not Purchase Type of Watermelon

- 25%: It's not available at the store where I shop
- 16%: It's too expensive/Not a good value
- 13%: It has a poor taste
- 10%: My family and/or I don't like the taste
- 8%: Can't guarantee its quality
- 6%: It's too high in carbs/sugar
- 4%: I don't know how to select a good one
- 4%: It has a poor texture
- 3%: It spoils too quickly
- 2%: It's too messy
- 2%: It has a poor external appearance
- 2%: Too much waste
- 1%: It's too big/Inconvenient
- 0%: I don't know how to cut a watermelon
- 20%: Other

Seasons Purchased

Winter: 16%
Spring: 18%
Summer: 29%
Fall: 18%

Source: Total Respondents Purchasing Watermelon (=997)
Please select the seasons you purchase each type of watermelon.
Why don't you purchase watermelon juice? (select all that apply)
How Often Purchase Specific Kinds of Watermelon by Season

Large Watermelon
- Winter (n=114): 32% once a week, 26% once every two weeks, 31% once a month, 26% once a season
- Spring (n=203): 33% once a week, 34% once every two weeks, 32% once a month, 45% once a season
- Summer (n=797): 30% once a week, 31% once every two weeks, 27% once a month, 22% once a season
- Fall (n=208): 5% once a week, 10% once every two weeks, 8% once a month, 22% once a season

Mini Watermelon
- Winter (n=154): 28% once a week, 29% once every two weeks, 25% once a month, 10% once a season
- Spring (n=197): 28% once a week, 29% once every two weeks, 19% once a month, 10% once a season
- Summer (n=488): 28% once a week, 29% once every two weeks, 19% once a month, 10% once a season
- Fall (n=256): 28% once a week, 29% once every two weeks, 19% once a month, 10% once a season

Fresh Cut Watermelon
- Winter (n=191): 30% once a week, 31% once every two weeks, 27% once a month, 15% once a season
- Spring (n=206): 14% once a week, 19% once every two weeks, 7% once a month, 9% once a season
- Summer (n=486): 27% once a week, 27% once every two weeks, 27% once a month, 11% once a season
- Fall (n=234): 15% once a week, 11% once every two weeks, 11% once a month, 14% once a season

Watermelon Juice
- Winter (n=162): 28% once a week, 32% once every two weeks, 34% once a month, 28% once a season
- Spring (n=178): 34% once a week, 32% once every two weeks, 29% once a month, 22% once a season
- Summer (n=288): 34% once a week, 32% once every two weeks, 28% once a month, 22% once a season
- Fall (n=183): 22% once a week, 22% once every two weeks, 22% once a month, 22% once a season

Source: Total Respondents Purchasing Each Type of Watermelon During a Particular Season
How often do you purchase ______ watermelon during each of the following seasons? (Once a week, once every two weeks, once a month, once a season)
WATERMELON CONSUMPTION
Time of Day Watermelon is Eaten

Source: Total Respondents Purchasing Watermelon
When during the day do you eat watermelon? (select all that apply)
When purchasing a whole watermelon, how much, if any, goes to waste?

Do you know how to cut a whole watermelon?

### Percentage of Watermelon Going to Waste

<table>
<thead>
<tr>
<th></th>
<th>S2019 (n=1010)</th>
<th>W2020 (n=970)</th>
<th>S2020 (n=950)</th>
</tr>
</thead>
<tbody>
<tr>
<td>None, we use it all</td>
<td>13%</td>
<td>14%</td>
<td>17%</td>
</tr>
<tr>
<td>Just the rind</td>
<td>21%</td>
<td>19%</td>
<td>17%</td>
</tr>
<tr>
<td>Use 25%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Use 50%</td>
<td>5%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>75% or more</td>
<td>63%</td>
<td>58%</td>
<td>57%</td>
</tr>
</tbody>
</table>

### Know How to Cut a Whole Watermelon

- Yes: 93%

- Summer 2020 (n=950)

Source: Total Respondents Purchasing Whole/Mini Watermelon
When purchasing a whole watermelon, how much, if any, goes to waste?
Do you know how to cut a whole watermelon?
### Consumption by Percentage of Time

<table>
<thead>
<tr>
<th>Season</th>
<th>Plain Watermelon %</th>
<th>In a Recipe %</th>
</tr>
</thead>
<tbody>
<tr>
<td>Summer 2019</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>(n=1045)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter 2020</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td>(n=999)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer 2020</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td>(n=997)</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Source: Total Respondents Purchasing Watermelon
How do you prepare watermelon for consumption as a percentage of time? (Percentages must add up to 100%)
### Location of Consumption by Percentage of Time

<table>
<thead>
<tr>
<th>Date</th>
<th>In my home</th>
<th>Outside my home</th>
<th>Restaurant or other food service location</th>
</tr>
</thead>
</table>
| Summer 2019  
(n=1045) | 79%        | 15%             | 5%                                       |
| Winter 2020  
(n=999)   | 79%        | 15%             | 6%                                       |
| Summer 2020  
(n=997)   | 77%        | 15%             | 8%                                       |

Source: Total Respondents Purchasing Watermelon  
Where do you consume watermelon as a percentage of time? (Percentages must add up to 100%)
Ways Watermelon is Consumed in a Restaurant

Source: Total Respondents Consuming Watermelon in a Restaurant
Typically in what way(s) do you consume watermelon at a restaurant? (select all that apply)
In a fruit salad
On a buffet
For dessert
In a smoothie or other non-alcoholic beverage
In a cocktail or alcoholic beverage
In a vegetable salad
As part of an entrée

Source: Total Respondents Consuming Watermelon in a Restaurant
Which ways would you consider ordering watermelon at a restaurant? (select all that apply)
**Influence Children Have on Watermelon Purchases**

- **Summer 2019 (n=460)**
  - Greatly influence: 50%
  - Somewhat influence: 37%
  - Do not influence: 13%

- **Winter 2020 (n=411)**
  - Greatly influence: 48%
  - Somewhat influence: 38%
  - Do not influence: 13%

- **Summer 2020 (n=374)**
  - Greatly influence: 49%
  - Somewhat influence: 39%
  - Do not influence: 12%

Source: Total Respondents with Children

*How much do your children influence your watermelon purchases?*
Key Findings

- Taste and watermelon’s refreshing quality are the main reasons watermelon is purchased.
  - Watermelon is on par with other non-melon fruits in terms of taste and freshness while outperforming other melons (cantaloupes and honeydews).

- Bananas, oranges, apples, and blueberries are viewed as better values and healthier than watermelon.
  - Lower value ratings may be driven by the perceived waste with watermelon. Perhaps providing more advice on cutting to maximize usage will reduce perceived waste.
  - Being good for hydration is the key health benefit of watermelon. There is an opportunity to expand knowledge of other health benefits. In fact, consumers would like to see health benefits displayed at the point of sale.

- Key barriers of watermelon purchase include being too big/inconvenient and messy.
  - Fresh cut watermelon is one potential way to overcome these barriers. However, consumers also perceive fresh cut as costing more, not tasting as good, not being safe, and not being truly fresh.
Key Findings
- Although many claim they know how to pick a watermelon, other data suggests a need and desire for assistance.
  - A third have experienced a quality issue and just over half want information on picking at the point of sale.
  - There may also be an opportunity to provide guidance to pick-up and delivery shoppers on how to pick a good watermelon.

- COVID-19 is likely impacting a few measures versus Summer 2019
  - More washing of watermelon before consumption.
  - More pick-up/delivery grocery shopping.
  - Differences in how might consider consuming watermelon in restaurants.