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
1182 Completes

- **Gender**: 52% FEMALE
- **The primary food shopper**: 100% FOOD SHOPPER

**Number of People Living in Household**

<table>
<thead>
<tr>
<th>Number of People</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>22%</td>
</tr>
<tr>
<td>2</td>
<td>33%</td>
</tr>
<tr>
<td>3</td>
<td>19%</td>
</tr>
<tr>
<td>4</td>
<td>16%</td>
</tr>
<tr>
<td>5</td>
<td>6%</td>
</tr>
<tr>
<td>6</td>
<td>2%</td>
</tr>
<tr>
<td>7+</td>
<td>2%</td>
</tr>
</tbody>
</table>

**Age**

- 18-24: 12%
- 25-34: 18%
- 35-44: 20%
- 45-54: 19%
- 55-64: 11%
- 65+: 20%

**Number of Children** (among those with children)

<table>
<thead>
<tr>
<th>Number of Children</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>44%</td>
</tr>
<tr>
<td>2</td>
<td>33%</td>
</tr>
<tr>
<td>3+</td>
<td>23%</td>
</tr>
</tbody>
</table>

**Children**: 36%
Demographics of Respondents (n=1182)

**Weekly Grocery Spend**
- $0-$50: 15%
- $51-$100: 40%
- $101-$150: 28%
- $151-$200: 10%
- $200+: 8%

**Household Income**
- $0-$49,999: 46%
- $50,000-$99,999: 35%
- $100,000-$149,999: 10%
- $150,000-$199,999: 4%
- $200,000+: 3%

**Education Level**
- Some High School: 3%
- High School/GED: 23%
- Some College/2 Yr Program: 32%
- Bachelor's Degree: 29%
- Advanced Degree: 13%

**Race/Ethnicity**
- Caucasian (Non-Hispanic): 74%
- African-American: 11%
- Hispanic/Latino: 9%
- Asian: 7%
- Other: 2%
Demographics of Respondents (n=1182)

- West: 12%
- Northeast: 19%
- Southeast: 15%
- Midsouth: 11%
- South Central: 11%
- Great Lakes: 16%
- California: 9%
- Plains: 7%

Northeast: 19%
Midsouth: 11%
Southeast: 15%
South Central: 11%
Great Lakes: 16%
California: 9%
Plains: 7%
West: 12%
Which if any, of the following social media sites do you belong? (select all that apply)

- Facebook: 70%
- YouTube: 57%
- Instagram: 43%
- Pinterest: 31%
- Twitter: 29%
- TikTok: 22%

Source: Total Respondents (n=1182)
Which if any, of the following social media sites do you belong? (select all that apply)
Please indicate below how you have used your mobile device to assist you with your grocery shopping? (Select all that apply)

- I don't use my mobile device to assist with grocery shopping
- To get coupons (digital or traditional)
- To keep my grocery list
- To find recipes
- To compare prices
- To look up nutritional content
- Other

Source: Total Respondents

Winter 2020
(n=1249)

Winter 2021
(n=1182)

Summer 2020
(n=1124)
Ever Used Grocery Pick-up, Delivery, or Meal Kit Delivery

Winter 2020 (n=1249)

49% Yes

Summer 2020 (n=1124)

54% Yes

Winter 2021 (n=1182)

56% Yes

Usage decreases with age:
- 18-24 (72%)
- 25-34 (73%)
- 35-44 (58%)
- 45-54 (53%)
- 55-64 (48%)
- 65+ (35%)

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 (55%)
- Curbside pick-up (54%)
- Third party delivery (42%)
- Other (3%)

Those age 18-44 are more likely to say they trust a lot compared to those age 45+ (49% vs. 37%)

Likelihood to Continue Using

<table>
<thead>
<tr>
<th></th>
<th>Winter 2020 (n=618)</th>
<th>Summer 2020 (n=608)</th>
<th>Winter 2021 (n=659)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Very likely</td>
<td>62%</td>
<td>58%</td>
<td>50%</td>
</tr>
<tr>
<td>Likely</td>
<td>24%</td>
<td>25%</td>
<td>28%</td>
</tr>
<tr>
<td>Somewhat likely</td>
<td>11%</td>
<td>12%</td>
<td>15%</td>
</tr>
<tr>
<td>Unlikely</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Very unlikely</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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?
FRUIT ATTITUDES & CONSUMPTION
I Feel Better When I Purchase Food That …

- Can be used in multiple recipes/meals: 64% (Winter 2021), 65% (Summer 2020), 69% (Winter 2020)
- Can be preserved/stored: 50% (Winter 2021), 51% (Summer 2020), 55% (Winter 2020)
- Are grown locally: 46% (Winter 2021), 49% (Summer 2020), 47% (Winter 2020)
- Are completely used (zero waste): 38% (Winter 2021), 38% (Summer 2020), 47% (Winter 2020)
- Are sustainably raised/grown: 34% (Winter 2021), 35% (Summer 2020), 38% (Winter 2020)
- Are organic: 34% (Winter 2021), 38% (Summer 2020), 36% (Winter 2020)
- Can be stretched by using the food scraps: 30% (Winter 2021), 29% (Summer 2020), 34% (Winter 2020)
- Have eco-friendly packaging: 35% (Winter 2021), 35% (Summer 2020), 33% (Winter 2020)
- Can be composted/recycled: 28% (Winter 2021), 29% (Summer 2020), 27% (Winter 2020)
- None of these: 8% (Winter 2021), 7% (Summer 2020), 3% (Winter 2020)

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 Fall and Winter.

**Fruits purchased in Fall/Winter 2021**

- **Apples**: 93%
- **Bananas**: 95%
- **Blueberries**: 81%
- **Cantaloupe**: 71%
- **Grapes**: 91%
- **Honeydew**: 61%
- **Oranges**: 89%
- **Peaches**: 76%
- **Strawberries**: 89%
- **Watermelon**: 77%

Source: Total Respondents (n=1182)
Percent Of People That Like The Taste Of …

Strawberries 84% 81% 82%  
Grapes 82% 79% 80%  
Apples 82% 78% 78%  
Bananas 82% 79% 77%  
Oranges 79% 76% 75%  
Watermelon 77% 77% 74%  
Peaches 73% 67%  
Blueberries 66% 64% 65%  
Cantaloupes 59% 59% 58%  
Honeydews 48% 46% 44%  

Winter 2020 (n=1249)  
Summer 2020 (n=1124)  
Winter 2021 (n=1182)  

Source: Total Respondents  
Please select the fruits you like the taste of? (select all that apply)
Freshness Rankings - Winter 2021

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

Source: Total Respondents (n=1182)
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

Winter 2020: 7.2
Summer 2020: 7.2
Winter 2021: 7.3

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

- Grower
- Retailer
- Distributor
- Consumer
- Government

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)
<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>96%</td>
<td>8.1</td>
<td>8.2</td>
</tr>
<tr>
<td>Apples</td>
<td>94%</td>
<td>8.0</td>
<td>8.4</td>
</tr>
<tr>
<td>Oranges</td>
<td>94%</td>
<td>8.0</td>
<td>8.3</td>
</tr>
<tr>
<td>Watermelon</td>
<td>94%</td>
<td>7.4</td>
<td>7.7</td>
</tr>
<tr>
<td>Peaches</td>
<td>93%</td>
<td>7.5</td>
<td>7.7</td>
</tr>
<tr>
<td>Grapes</td>
<td>92%</td>
<td>7.7</td>
<td>7.8</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>92%</td>
<td>7.1</td>
<td>7.6</td>
</tr>
<tr>
<td>Strawberries</td>
<td>91%</td>
<td>7.9</td>
<td>8.1</td>
</tr>
<tr>
<td>Blueberries</td>
<td>91%</td>
<td>7.8</td>
<td>8.3</td>
</tr>
<tr>
<td>Honeydew</td>
<td>91%</td>
<td>6.9</td>
<td>7.3</td>
</tr>
</tbody>
</table>

Source: Total Respondents (n=1182)

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>7%</td>
<td>11%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Bananas</td>
<td>73%</td>
<td>6%</td>
<td>7%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Blueberries</td>
<td>57%</td>
<td>7%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Cantaloupe</td>
<td>48%</td>
<td>6%</td>
<td>8%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Grapes</td>
<td>69%</td>
<td>6%</td>
<td>8%</td>
<td>3%</td>
<td>5%</td>
</tr>
<tr>
<td>Honeydew</td>
<td>40%</td>
<td>5%</td>
<td>7%</td>
<td>5%</td>
<td>5%</td>
</tr>
<tr>
<td>Oranges</td>
<td>68%</td>
<td>6%</td>
<td>6%</td>
<td>4%</td>
<td>5%</td>
</tr>
<tr>
<td>Peaches</td>
<td>53%</td>
<td>6%</td>
<td>9%</td>
<td>5%</td>
<td>4%</td>
</tr>
<tr>
<td>Strawberries</td>
<td>63%</td>
<td>6%</td>
<td>11%</td>
<td>4%</td>
<td>4%</td>
</tr>
<tr>
<td>Watermelon</td>
<td>53%</td>
<td>6%</td>
<td>9%</td>
<td>6%</td>
<td>4%</td>
</tr>
</tbody>
</table>

Bolding/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=1182)

For each of the following types of fruit, please indicate where you have primarily purchased it in the Fall and Winter?
WATERMELON
ATTITUDES
Mentioned by 1-2% of respondents:
- Red/pink/green
- Big/large/huge/heavy/massive
- Fresh
- Summer
- Fun
- Healthy
- Cool/cooling/cold
- Fruit
- Hydrating

Description Using One Word

- Juicy: 29%
- Watery/Water/Wet/Moist: 8%
- Delicious/Delish: 7%
- Good/Great/Amazing: 7%
- Sweet: 7%
- Tasty/Flavorful: 4%
- Refreshing: 3%
- Negative: 3%

messy, nasty, gross, seedy, disgusting, overrated, tasteless, allergic, yuck

Source: Total Respondents (n=1182)
Describe watermelon using only one word
What is the main reason you purchase watermelon?

**Reasons Purchase Watermelon**

- **Taste**: 39%
- **Like/Love/Favorite**: 8%
- **Refreshing**: 8%
- **Occasion**: 7%
- **Good/Great**: 7%
- **Healthy**: 6%
- **Family/Kids**: 5%
- **Hydration**: 5%
- **Eat**: 3%
- **Snack**: 2%
- **Other**: 1%
- **None**: 1%
- **Recipe**: 1%
- **Fun**: 1%
- **Dessert**: 1%

**Occasions:**
- Summer
- Treat
- Hot day
- Cook out/picnic
- Party
- Specific use

Source: Total Respondents Purchasing Watermelon (n=911)

What is the main reason you purchase watermelon?
Reasons to Purchase Watermelon

<table>
<thead>
<tr>
<th>Reason</th>
<th>Winter 2020 (n=999)</th>
<th>Winter 2021 (n=911)</th>
<th>Summer 2020 (n=997)</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's Cool/Refreshing/Juicy</td>
<td>39%</td>
<td>32%</td>
<td>36%</td>
</tr>
<tr>
<td>Tastes Good/I Like It</td>
<td>40%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Good Snack Anytime of Day</td>
<td>44%</td>
<td>46%</td>
<td>46%</td>
</tr>
<tr>
<td>It's Great for Hydration</td>
<td>36%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>It's Healthy and Nutritious</td>
<td>44%</td>
<td>44%</td>
<td>44%</td>
</tr>
<tr>
<td>It's In Season</td>
<td>36%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>My Family/Kids Like It</td>
<td>36%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>It Looked Fresh/Appealing</td>
<td>39%</td>
<td>36%</td>
<td>36%</td>
</tr>
<tr>
<td>For Picnic, Party, or Camping</td>
<td>39%</td>
<td>39%</td>
<td>39%</td>
</tr>
<tr>
<td>It's Good Value</td>
<td>63%</td>
<td>66%</td>
<td>66%</td>
</tr>
<tr>
<td>Quenches My Thirst</td>
<td>60%</td>
<td>66%</td>
<td>66%</td>
</tr>
<tr>
<td>When There Is a Promotional Price</td>
<td>40%</td>
<td>44%</td>
<td>48%</td>
</tr>
<tr>
<td>Great Post Workout Recovery</td>
<td>38%</td>
<td>37%</td>
<td>35%</td>
</tr>
<tr>
<td>I Saw an Eye-Catching Display at Store</td>
<td>38%</td>
<td>39%</td>
<td>38%</td>
</tr>
<tr>
<td>To Make a Recipe</td>
<td>38%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Given Sample In Store</td>
<td>35%</td>
<td>38%</td>
<td>38%</td>
</tr>
<tr>
<td>Tried It at a Restaurant</td>
<td>34%</td>
<td>35%</td>
<td>35%</td>
</tr>
<tr>
<td>Other</td>
<td>1%</td>
<td>1%</td>
<td>1%</td>
</tr>
</tbody>
</table>

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

- It's Too Big/Inconvenient: 24% Winter 2021, 35% Summer 2020, 31% Winter 2020
- It's Too Messy: 20% Winter 2021, 22% Summer 2020, 23% Winter 2020
- Too Much Waste: 14% Winter 2021, 17% Summer 2020, 20% Winter 2020
- My Family and/Or I Don't Like the Taste: 16% Winter 2021, 21% Summer 2020, 18% Winter 2020
- It Has Poor Taste: 13% Winter 2021, 12% Summer 2020, 16% Winter 2020
- Can't Guarantee Quality: 6% Winter 2021, 10% Summer 2020, 16% Winter 2020
- I Don't Know How to Select a Good One: 12% Winter 2021, 15% Summer 2020, 8% Winter 2020
- It Spoils Too Quickly: 9% Winter 2021, 5% Summer 2020, 8% Winter 2020
- It's Too Expensive/Not a Good Value: 10% Winter 2021, 8% Summer 2020, 4% Winter 2020
- It's Too High In Carbs and Sugar: 6% Winter 2021, 8% Summer 2020, 4% Winter 2020
- It Has Poor Texture: 6% Winter 2021, 6% Summer 2020, 6% Winter 2020
- It's Not Available at the Store Where I shop: 7% Winter 2021, 3% Summer 2020, 2% Winter 2020
- It Has Poor External Appearance: 3% Winter 2021, 1% Summer 2020, 2% Winter 2020
- I Don't Know How to Cut a Watermelon: 4% Winter 2021, 5% Summer 2020, 1% Winter 2020
- Other: 9% Winter 2021, 14% Summer 2020, 11% Winter 2020

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?

Why won’t you buy fresh cut, ready to serve watermelon:
- Dislike watermelon/eat other fruits (23)
- Cost (14)
- Doesn’t keep (6)
- Cleanliness/safety (3)
- Taste (2)

Willing to Buy Fresh Cut Watermelon

Winter 2021 (n=90)

Reasons won’t buy fresh cut watermelon:
- Dislike watermelon/eat other fruits (23)
- Cost (14)
- Doesn’t keep (6)
- Cleanliness/safety (3)
- Taste (2)

Safety of Fresh Cut Fruits

Winter 2021 (n=1182)

Extremely + very safe decreases with age from 60% for 18-34 to 48% for 65+

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

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?
Which of the following statements do you know to be true about watermelon?

<table>
<thead>
<tr>
<th>Statement</th>
<th>Winter 2021 (n=1182)</th>
<th>Summer 2020 (n=1124)</th>
<th>Winter 2020 (n=1249)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Good for hydration</td>
<td>64%</td>
<td>66%</td>
<td>66%</td>
</tr>
<tr>
<td>Low in calories</td>
<td>44%</td>
<td>47%</td>
<td>46%</td>
</tr>
<tr>
<td>Low in fat</td>
<td>41%</td>
<td>41%</td>
<td>43%</td>
</tr>
<tr>
<td>High in Vitamin C</td>
<td>35%</td>
<td>34%</td>
<td>32%</td>
</tr>
<tr>
<td>Good for post-workout</td>
<td>23%</td>
<td>25%</td>
<td>27%</td>
</tr>
<tr>
<td>Source of Vitamin A</td>
<td>26%</td>
<td>25%</td>
<td>22%</td>
</tr>
<tr>
<td>High in sugar</td>
<td>22%</td>
<td>22%</td>
<td>22%</td>
</tr>
<tr>
<td>Source of Vitamin B-6</td>
<td>19%</td>
<td>19%</td>
<td>20%</td>
</tr>
<tr>
<td>Source of Potassium</td>
<td>21%</td>
<td>21%</td>
<td>19%</td>
</tr>
<tr>
<td>Promotes blood flow</td>
<td>17%</td>
<td>18%</td>
<td>19%</td>
</tr>
<tr>
<td>High in calcium</td>
<td>14%</td>
<td>13%</td>
<td>15%</td>
</tr>
<tr>
<td>None of these</td>
<td>7%</td>
<td>7%</td>
<td>6%</td>
</tr>
</tbody>
</table>
Knowing that Watermelon is Good for Hydration Leads to Purchasing More

Decreases with age
- 18-24 (81%)
- 25-34 (80%)
- 35-44 (79%)
- 45-54 (76%)
- 55-64 (73%)
- 65+ (64%)

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

- How to select a good one: Winter 2020 (55%), Summer 2020 (56%), Winter 2021 (55%)
- Health benefits: Winter 2020 (54%), Summer 2020 (57%), Winter 2021 (53%)
- Recipe ideas: Winter 2020 (25%), Summer 2020 (29%), Winter 2021 (29%)
- FDA nutrition labels: Winter 2020 (32%), Summer 2020 (30%), Winter 2021 (31%)
- How to cut: Winter 2020 (31%), Summer 2020 (31%), Winter 2021 (28%)
- Pretty pictures/beauty shots: Winter 2020 (10%), Summer 2020 (14%), Winter 2021 (13%)
- Other: Winter 2020 (4%), Summer 2020 (4%), Winter 2021 (4%)

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

<table>
<thead>
<tr>
<th></th>
<th>Winter 2021 (n=346)</th>
<th>Summer 2020 (n=371)</th>
<th>Winter 2020 (n=362)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Taste</td>
<td>65%</td>
<td>70%</td>
<td>69%</td>
</tr>
<tr>
<td>Texture</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Internal appearance</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>External Appearance</td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Those age 18-34 have more external appearance quality issues (36%) while those age 45+ have more internal appearance issues (45%)

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**: 72% (Winter 2020), 68% (Summer 2020), 70% (Winter 2021)
- **Nothing**: 26% (Winter 2020), 28% (Summer 2020), 26% (Winter 2021)
- **Other**: 2% (Winter 2020), 4% (Summer 2020), 4% (Winter 2021)

**How Watermelon is Being Handled Before Consumption**

Washing/running under tap decreases with age from 82% for 18-24 to 61% for 55+

Source: Total Respondents Purchasing Whole/Mini Watermelon

What do you do with your whole watermelon before you consume it?
Storage of Whole Watermelon

<table>
<thead>
<tr>
<th>Season</th>
<th>In the fridge</th>
<th>In the freezer</th>
<th>On the counter</th>
<th>Other</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020</td>
<td>73%</td>
<td>21%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Summer 2020</td>
<td>71%</td>
<td>23%</td>
<td>5%</td>
<td>1%</td>
</tr>
<tr>
<td>Winter 2021</td>
<td>68%</td>
<td>24%</td>
<td>7%</td>
<td>1%</td>
</tr>
</tbody>
</table>

Storage in freezer is double for age 18-34 (14%)
What might encourage you to purchase (or purchase more) watermelon?

**Encourage to Purchase More Watermelon**

- **Price:** 48% Winter 2020 (n=1249), 42% Summer 2020 (n=1124), 50% Winter 2021 (n=1182)
- **In Season:** 42% Winter 2020, 50% Summer 2020, 44% Winter 2021
- **Availability:** 36% Winter 2020, 36% Summer 2020, 36% Winter 2021
- **Locally Grown:** 32% Winter 2020, 31% Summer 2020, 32% Winter 2021
- **Requested by Family:** 28% Winter 2020, 27% Summer 2020, 28% Winter 2021
- **Healthier:** 22% Winter 2020, 23% Summer 2020, 23% Winter 2021
- **Organic:** 18% Winter 2020, 17% Summer 2020, 18% Winter 2021
- **Presented Well:** 16% Winter 2020, 15% Summer 2020, 15% Winter 2021
- **Retail Promotion/Featured Display:** 15% Winter 2020, 15% Summer 2020, 16% Winter 2021
- **Recipes:** 10% Winter 2020, 11% Summer 2020, 11% Winter 2021
- **Special Occasion:** 4% Winter 2020, 4% Summer 2020, 4% Winter 2021
- **Restaurant Menu Presence:** 6% Winter 2020, 6% Summer 2020, 7% Winter 2021
- **Other:** 2% Winter 2020, 2% Summer 2020, 2% Winter 2021
- **Nothing:** 11% Winter 2020, 12% Summer 2020, 10% Winter 2021

Source: Total Respondents

What might encourage you to purchase (or purchase more) watermelon?
### Seasons Purchased

**Winter 2020 (n=999)**

<table>
<thead>
<tr>
<th>Season</th>
<th>Juice</th>
<th>Whole</th>
<th>Fresh-cut</th>
<th>Mini</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>15%</td>
<td>13%</td>
<td>16%</td>
<td>18%</td>
</tr>
<tr>
<td>Spring</td>
<td>15%</td>
<td>18%</td>
<td>22%</td>
<td>24%</td>
</tr>
<tr>
<td>Summer</td>
<td>22%</td>
<td>30%</td>
<td>27%</td>
<td>48%</td>
</tr>
<tr>
<td>Fall</td>
<td>24%</td>
<td>22%</td>
<td>22%</td>
<td>52%</td>
</tr>
</tbody>
</table>

**Summer 2020 (n=997)**

<table>
<thead>
<tr>
<th>Season</th>
<th>Juice</th>
<th>Whole</th>
<th>Fresh-cut</th>
<th>Mini</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>16%</td>
<td>11%</td>
<td>18%</td>
<td>21%</td>
</tr>
<tr>
<td>Spring</td>
<td>16%</td>
<td>21%</td>
<td>30%</td>
<td>22%</td>
</tr>
<tr>
<td>Summer</td>
<td>22%</td>
<td>18%</td>
<td>24%</td>
<td>49%</td>
</tr>
<tr>
<td>Fall</td>
<td>25%</td>
<td>26%</td>
<td>21%</td>
<td>49%</td>
</tr>
</tbody>
</table>

**Winter 2021 (n=911)**

<table>
<thead>
<tr>
<th>Season</th>
<th>Juice</th>
<th>Whole</th>
<th>Fresh-cut</th>
<th>Mini</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>18%</td>
<td>16%</td>
<td>17%</td>
<td>24%</td>
</tr>
<tr>
<td>Spring</td>
<td>19%</td>
<td>19%</td>
<td>24%</td>
<td>26%</td>
</tr>
<tr>
<td>Summer</td>
<td>22%</td>
<td>28%</td>
<td>22%</td>
<td>47%</td>
</tr>
<tr>
<td>Fall</td>
<td>18%</td>
<td>21%</td>
<td>17%</td>
<td>26%</td>
</tr>
</tbody>
</table>

**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**

- Winter: 16%
- Spring: 24%
- Summer: 79%
- Fall: 26%

---

**Reasons for Not Purchasing**

Of the 4% (n=36) That Do Not Purchase Type of Watermelon

- It's not available at the store where I shop: 67%
- Too much waste: 33%
- It's too messy: 25%
- Can't guarantee its quality: 14%
- I don't know how to cut a watermelon: 14%
- It's too expensive/not a good value: 11%
- It spoils too quickly: 8%
- It has a poor external appearance: 8%
- I don't know how to select a good one: 6%
- It has a poor texture: 3%
- It's too high in carbs/sugar: 0%
- It has a poor taste: 0%
- My family and/or I don't like the taste: 0%
- It's not available at the store where I shop: 0%
- Other: 3%

---

Source: Total Respondents Purchasing Watermelon (=911)

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 20% (n=179) That Do Not Purchase Type of Watermelon**

<table>
<thead>
<tr>
<th>Reason</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>It's too expensive/not a good value</td>
<td>34%</td>
</tr>
<tr>
<td>It's not available at the store where I shop</td>
<td>19%</td>
</tr>
<tr>
<td>Can't guarantee its quality</td>
<td>14%</td>
</tr>
<tr>
<td>I don't know how to select a good one</td>
<td>13%</td>
</tr>
<tr>
<td>It has a poor taste</td>
<td>12%</td>
</tr>
<tr>
<td>Too much waste</td>
<td>10%</td>
</tr>
<tr>
<td>It's too big/inconvenient</td>
<td>7%</td>
</tr>
<tr>
<td>My family and/or I don't like the taste</td>
<td>6%</td>
</tr>
<tr>
<td>It has a poor texture</td>
<td>5%</td>
</tr>
<tr>
<td>It's too messy</td>
<td>5%</td>
</tr>
<tr>
<td>It spoils too quickly</td>
<td>4%</td>
</tr>
<tr>
<td>It has a poor external appearance</td>
<td>3%</td>
</tr>
<tr>
<td>I don't know how to cut a watermelon</td>
<td>2%</td>
</tr>
<tr>
<td>It's too high in carbs/sugar</td>
<td>1%</td>
</tr>
<tr>
<td>Other</td>
<td>11%</td>
</tr>
</tbody>
</table>

### Seasons Purchased

<table>
<thead>
<tr>
<th>Season</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td>17%</td>
</tr>
<tr>
<td>Spring</td>
<td>22%</td>
</tr>
<tr>
<td>Summer</td>
<td>49%</td>
</tr>
<tr>
<td>Fall</td>
<td>28%</td>
</tr>
</tbody>
</table>

Source: Total Respondents Purchasing Watermelon (n=911)

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

Seasons Purchased

- Winter: 25%
- Spring: 26%
- Summer: 47%
- Fall: 26%

Reasons for Not Purchasing

Of the 23% (n=206) That Do Not Purchase Type of Watermelon

- It's too expensive/Not a good value: 56%
- Can't guarantee its quality: 28%
- It spoils too quickly: 28%
- It has a poor taste: 12%
- It has a poor external appearance: 8%
- It has a poor texture: 7%
- It's too messy: 6%
- Too much waste: 5%
- It's not available at the store where I shop: 4%
- I don't know how to select a good one: 2%
- My family and/or I don't like the taste: 2%
- It's too high in carbs/sugar: 1%
- It's too big/ineconvenient: 0%
- I don't know how to cut a watermelon: 0%
- Other: 6%

Source: Total Respondents Purchasing Watermelon (=911)

Please select the seasons you purchase each type of watermelon
Why don't you purchase fresh cut watermelon? (select all that apply)
Reasons for Not Purchasing

Of the 47% (n=431) That Do Not Purchase Type of Watermelon

- I don't know how to cut a watermelon (14%)
- It's too big/不便 (1%)
- It has a poor external appearance (2%)
- It spoils too quickly (2%)
- I don't know how to select a good one (2%)
- Too much waste (3%)
- It's too messy (3%)
- It has a poor texture (4%)
- It's too high in carbs/sugar (7%)
- Can't guarantee its quality (10%)
- My family and/or I don't like the taste (16%)
- It's too expensive/Not a good value (17%)
- It's not available at the store where I shop (27%)
- Other (14%)

Watermelon Juice

Seasons Purchased

- Winter: 18%
- Spring: 19%
- Summer: 28%
- Fall: 19%

Source: Total Respondents Purchasing Watermelon (=911)
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

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)

How Often Purchase Specific Kinds of Watermelon by Season

<table>
<thead>
<tr>
<th>Season</th>
<th>Large Watermelon</th>
<th>Mini Watermelon</th>
<th>Fresh Cut Watermelon</th>
<th>Watermelon Juice</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(n=142)</td>
<td>32%</td>
<td>26%</td>
<td>29%</td>
<td>27%</td>
</tr>
<tr>
<td>Spring</td>
<td>31%</td>
<td>38%</td>
<td>35%</td>
<td>41%</td>
</tr>
<tr>
<td>(n=221)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer</td>
<td>25%</td>
<td>26%</td>
<td>25%</td>
<td>23%</td>
</tr>
<tr>
<td>(n=722)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>12%</td>
<td>11%</td>
<td>11%</td>
<td>8%</td>
</tr>
<tr>
<td>(n=239)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Winter</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>(n=156)</td>
<td>12%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>Spring</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
<td>14%</td>
</tr>
<tr>
<td>(n=200)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Summer</td>
<td>11%</td>
<td>14%</td>
<td>15%</td>
<td>12%</td>
</tr>
<tr>
<td>(n=447)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fall</td>
<td>16%</td>
<td>16%</td>
<td>20%</td>
<td>13%</td>
</tr>
<tr>
<td>(n=254)</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

Legend:
- Once a week
- Once every two weeks
- Once a month
- Once a season
WATERMELON CONSUMPTION
Time of Day Watermelon is Eaten

- Snack: 74% (Winter 2021), 77% (Summer 2020), 77% (Winter 2020)
- Lunch: 62% (Winter 2021), 55% (Summer 2020), 60% (Winter 2020)
- Dinner: 43% (Winter 2021), 41% (Summer 2020), 38% (Winter 2020)
- Dessert: 35% (Winter 2021), 33% (Summer 2020), 30% (Winter 2020)
- Breakfast: 27% (Winter 2021), 26% (Summer 2020), 25% (Winter 2020)
Percentage of Watermelon Going to Waste

<table>
<thead>
<tr>
<th></th>
<th>W2020 (n=970)</th>
<th>S2020 (n=950)</th>
<th>W2021 (n=888)</th>
</tr>
</thead>
<tbody>
<tr>
<td>None, we use it all</td>
<td>4%</td>
<td>4%</td>
<td>3%</td>
</tr>
<tr>
<td>Just the rind</td>
<td>14%</td>
<td>17%</td>
<td>12%</td>
</tr>
<tr>
<td>Use 25%</td>
<td>19%</td>
<td>17%</td>
<td>17%</td>
</tr>
<tr>
<td>Use 50%</td>
<td>6%</td>
<td>5%</td>
<td>6%</td>
</tr>
<tr>
<td>75% or more</td>
<td>63%</td>
<td>58%</td>
<td>62%</td>
</tr>
</tbody>
</table>

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?

Know How to Cut a Whole Watermelon

Yes
93%

Winter 2021
(n=888)
## 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><strong>Winter 2020</strong>&lt;br&gt;(n=999)</td>
<td>90%</td>
<td>10%</td>
</tr>
<tr>
<td><strong>Summer 2020</strong>&lt;br&gt;(n=997)</td>
<td>86%</td>
<td>14%</td>
</tr>
<tr>
<td><strong>Winter 2021</strong>&lt;br&gt;(n=911)</td>
<td>85%</td>
<td>15%</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>Season</th>
<th>In my home</th>
<th>Outside my home</th>
<th>Restaurant or other food service location</th>
</tr>
</thead>
<tbody>
<tr>
<td>Winter 2020 (n=999)</td>
<td>79%</td>
<td>15%</td>
<td>6%</td>
</tr>
<tr>
<td>Summer 2020 (n=997)</td>
<td>77%</td>
<td>15%</td>
<td>8%</td>
</tr>
<tr>
<td>Winter 2021 (n=911)</td>
<td>75%</td>
<td>17%</td>
<td>8%</td>
</tr>
</tbody>
</table>

*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

<table>
<thead>
<tr>
<th>Setting</th>
<th>Winter 2020 (n=256)</th>
<th>Summer 2020 (n=271)</th>
<th>Winter 2021 (n=277)</th>
</tr>
</thead>
<tbody>
<tr>
<td>In a fruit salad</td>
<td>59%</td>
<td>63%</td>
<td>68%</td>
</tr>
<tr>
<td>On a buffet</td>
<td>49%</td>
<td>52%</td>
<td>49%</td>
</tr>
<tr>
<td>For dessert</td>
<td>43%</td>
<td>47%</td>
<td>43%</td>
</tr>
<tr>
<td>In a smoothie or other non-alcoholic beverage</td>
<td>34%</td>
<td>35%</td>
<td>38%</td>
</tr>
<tr>
<td>In a cocktail or alcoholic beverage</td>
<td>29%</td>
<td>35%</td>
<td>28%</td>
</tr>
<tr>
<td>In a vegetable salad</td>
<td>31%</td>
<td>30%</td>
<td>24%</td>
</tr>
<tr>
<td>As part of an entrée</td>
<td>31%</td>
<td>32%</td>
<td>30%</td>
</tr>
</tbody>
</table>

Source: Total Respondents Consuming Watermelon in a Restaurant
Typically in what way(s) do you consume watermelon at a restaurant? (select all that apply)
Ways Watermelon is Considered in a Restaurant

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

Source: Total Respondents with Children

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

- Taste and watermelon’s refreshing quality continue to be 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 (cantaloupe and honeydew).
- 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. Perceptions of safety of fresh cut fruit decreases with age.
- Younger generations are more likely to purchase watermelon based on knowing that watermelon is good for hydration. This may be driven by greater awareness of how important it is to stay hydrated because of the messaging behind common sports drinks.
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.
  - Regarding quality issues, younger generations tend to report more external appearance quality issues while older generations report more internal appearance quality issues.
  - There is an opportunity to provide guidance to pick-up and delivery shoppers on how to pick a good watermelon. Trust in those choosing their produce decreases with age which likely leads to less pick-up and delivery shopping for the older generations.

- COVID-19 is likely impacting a few measures versus previous studies that may lead to trends in the future.
  - More washing of watermelon before consumption especially among younger generations.
  - Decrease in percent of people who like the taste of certain fruits.
  - Decrease in purchases at farmers markets.
  - More pick-up/delivery grocery shopping especially among younger generations.
  - Differences in how might consider consuming watermelon in restaurants.

- In the future may want to ask additional questions on social media usage with regards to food. Younger generations have a higher social media usage, and also care most about how watermelon is presented in stores. Do they care so much because they are wanting to post pictures of their food (watermelon) on social media?