



# National Watermelon Promotion Board

Summer 2022 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

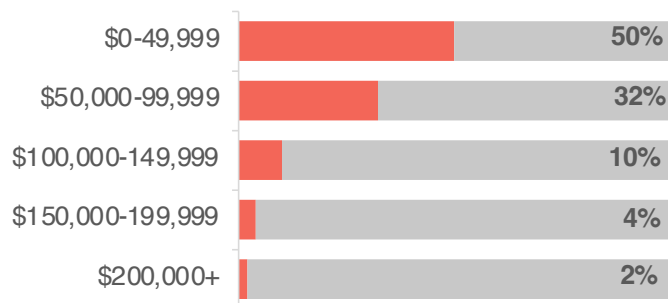
## Target

U.S. Adults age 18+ who are the primary grocery shoppers

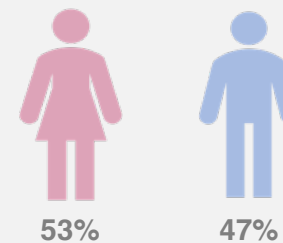
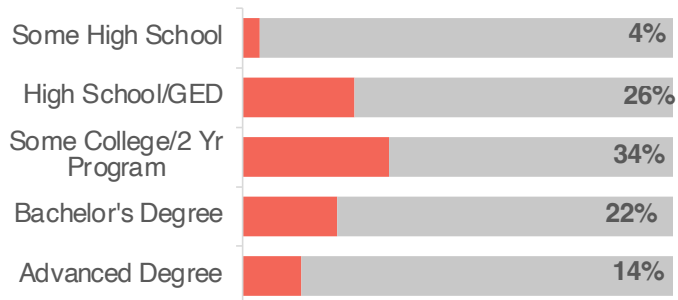


## Demographics of Respondents 1096 Completes

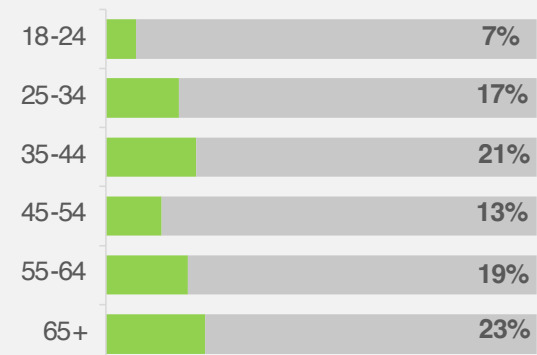
### Household Income



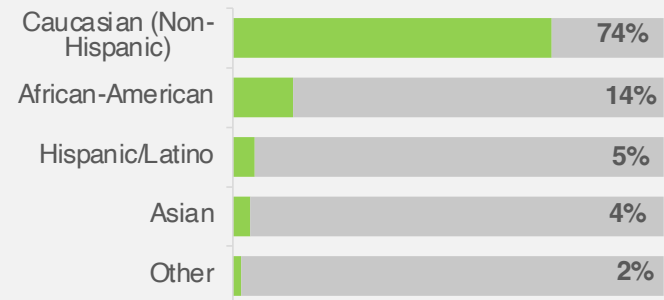
### Education Level



### Age

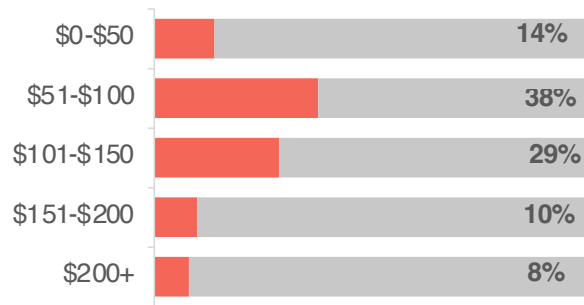


### Race/Ethnicity

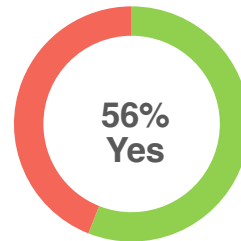




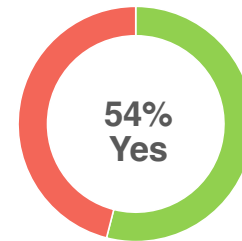
### Weekly Grocery Spend



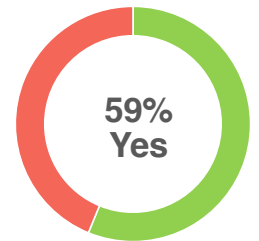
### Ever Used Grocery Pick-up, Delivery, or Meal Kit Delivery



Winter 2021  
(n=1182)



Summer 2021  
(n=1127)



Summer 2022  
(n=1096)

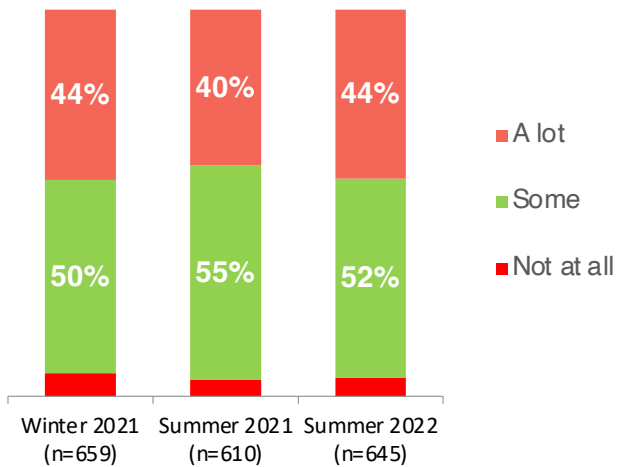
Source: Total Respondents

On average, approximately how much do you spend on groceries for your household per week?

Have you ever used a grocery pick-up or grocery delivery service? Examples include Amazon Fresh, Wal-Mart Grocery Pickup, and Instacart.



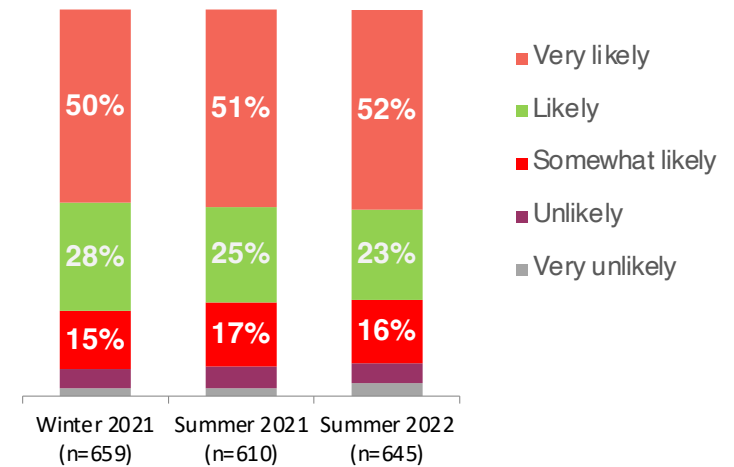
### Trust to Select Produce



#### Services used in past 12 months

- Delivery from retail location (50%)
- Curbside pick-up (60%)
- Third party delivery (42%)
- Other (1%)

### Likelihood to Continue Using



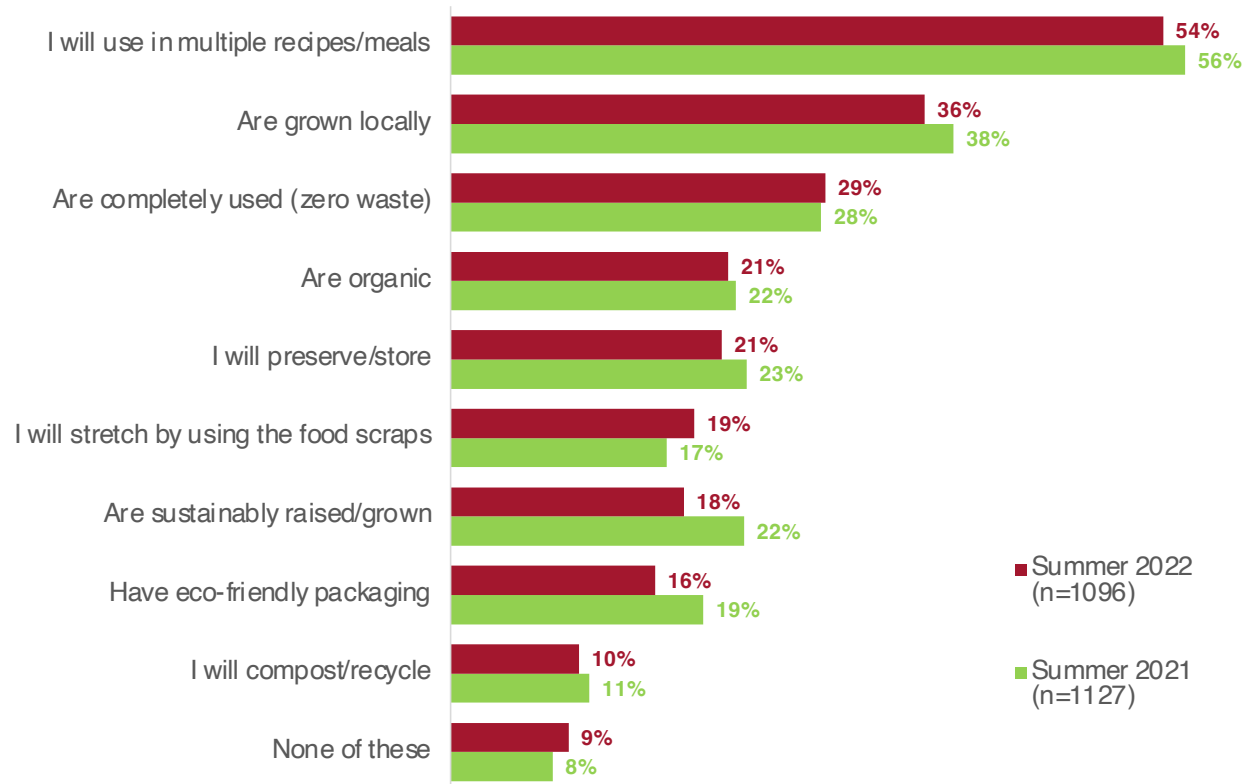
Source: Total Respondents Ever Using Grocery Pick-up or Delivery  
 Which of the following grocery pick-up or grocery delivery services have you used in the past 12 months? (Select all that apply)  
 How much do you trust the person who is selecting your produce for your grocery pick-up/delivery order 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

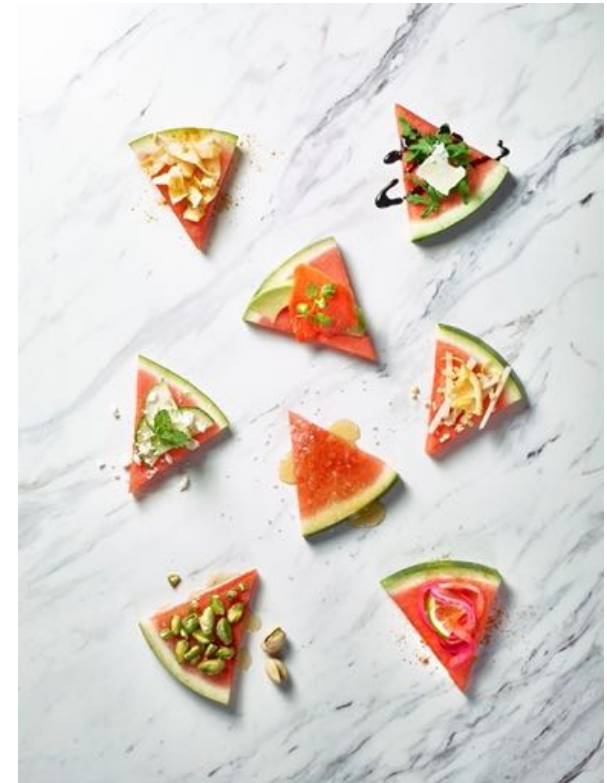
***I Feel Better When I Purchase Food That ...***



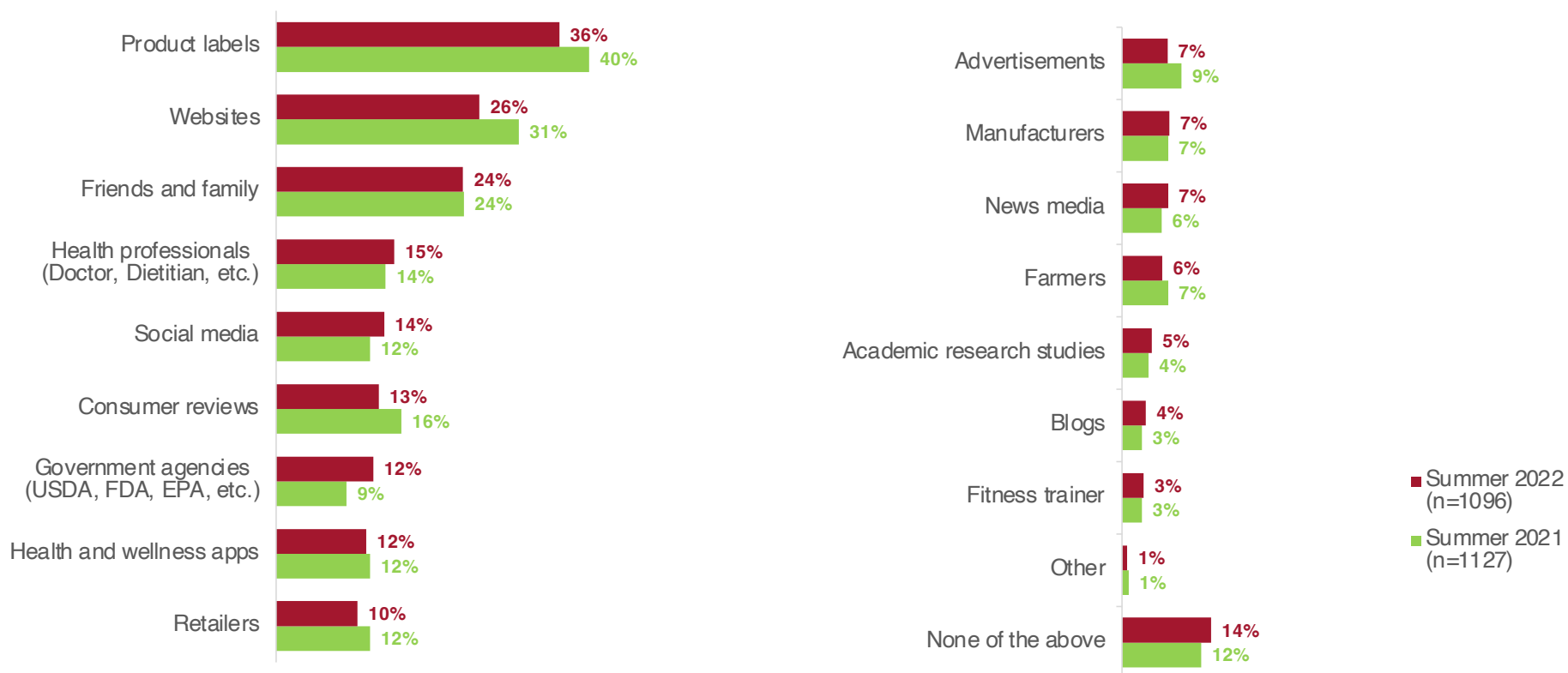
Source: Total Respondents

I feel better when I make food purchases that: (Select up to 3 items)

Note: Question wording and format changed dramatically in Summer 2021, only showing comparable waves



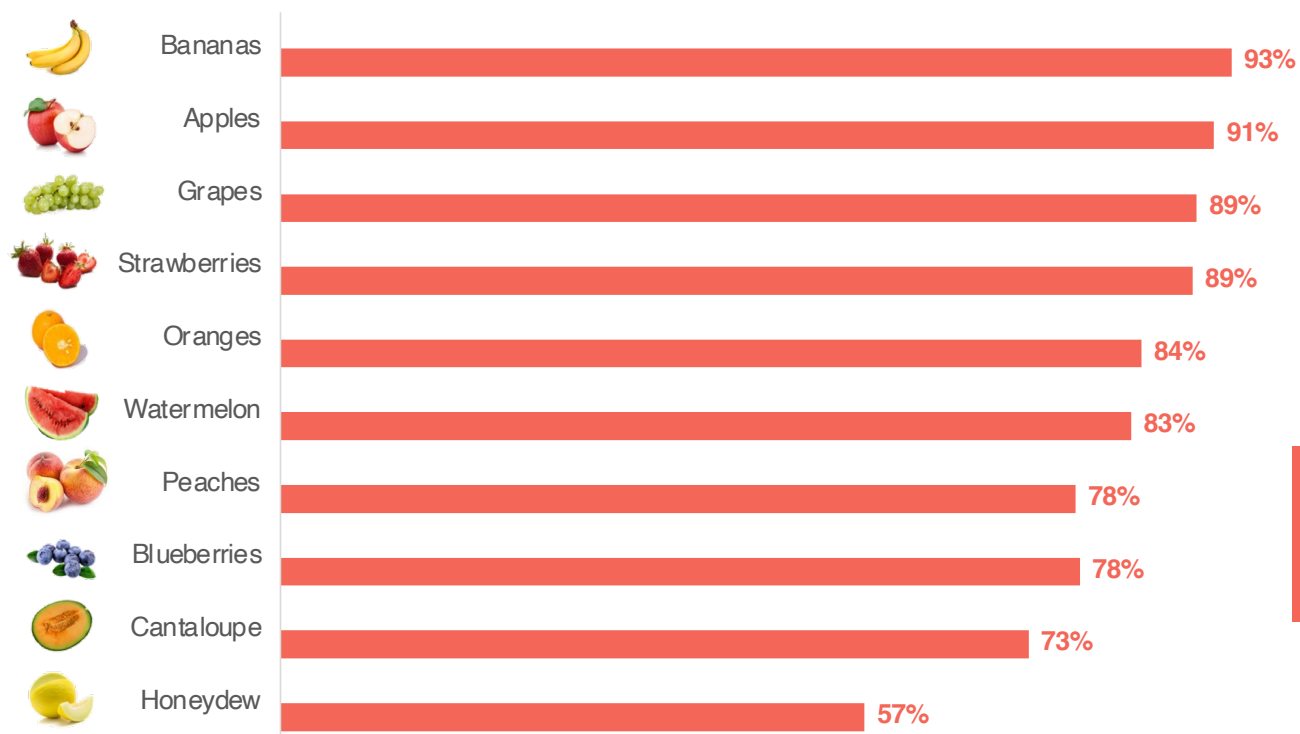
## Resources Most Referenced for Accurate Information on Foods Consumed



Source: Total Respondents  
Where do you most often go for accurate information on the foods you eat? (Select up to 3)



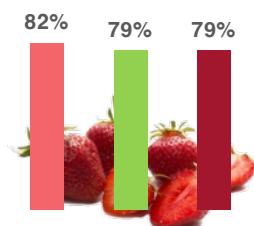
### *Fruits purchased in past 12 months*



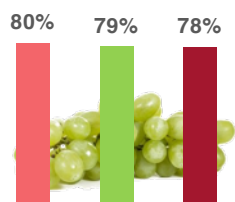
63% of respondents primarily purchase their watermelon in a grocery store

Source: Total Respondents (n=1026)  
For each of the following types of fruit, please indicate where you have primarily purchased it in the past 12 months.

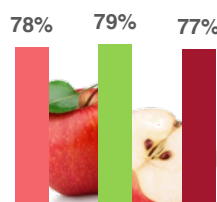
*Percent Of People That Like The Taste Of ...*



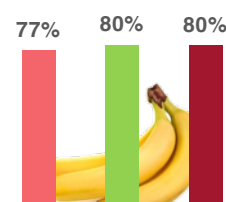
*Strawberries*



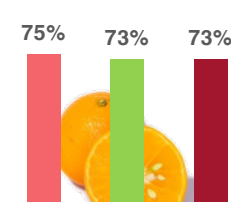
*Grapes*



*Apples*

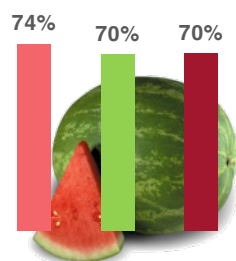


*Bananas*



*Oranges*

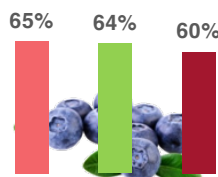
● Winter 2021 (n=1182) ● Summer 2021 (n=1127) ● Summer 2022 (n=1096)



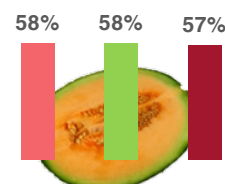
*Watermelon*



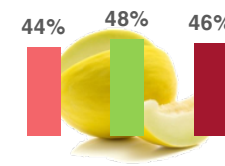
*Peaches*



*Blueberries*



*Cantaloupes*



*Honeydews*

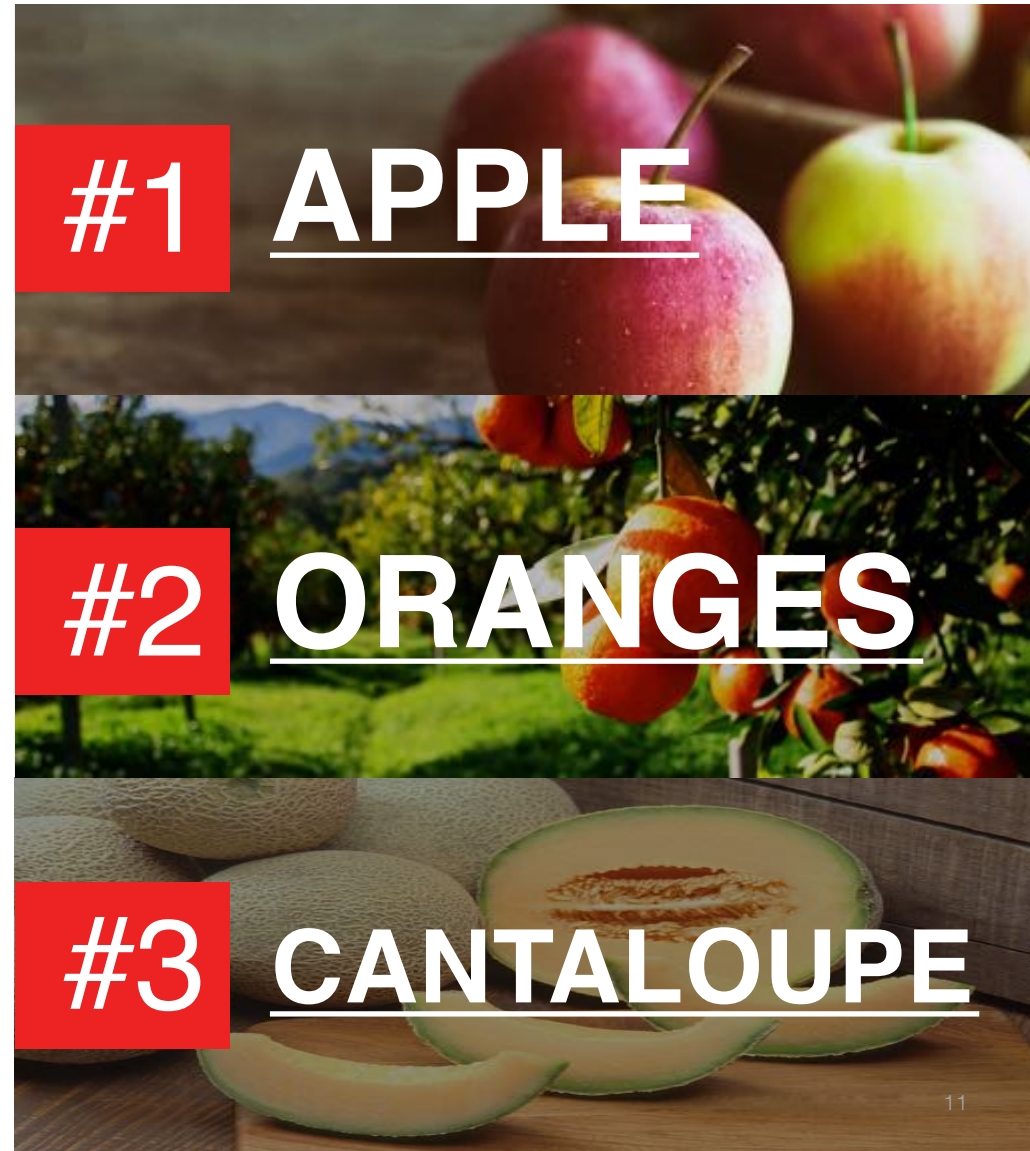
Source: Total Respondents  
Please select the fruits you like the taste of? (select all that apply)

Average number of fruits that a respondent likes the taste of increases with age from 5.5 to 7.7

Freshness Rankings - Summer 2022

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

Source: Total Respondents (n=1026)  
Please rank the following fruits by how long each will stay fresh before you consume them (1) freshest to least fresh (10).



### Aggregated Ratings of Fruits

Fruit	Safe (% generally think)	Value (0 – 10)	Healthy (0 – 10)
Apples	97%	8.0	8.4
Bananas	95%	8.1	8.3
Oranges	95%	8.0	8.4
Peaches	95%	7.7	8.1
<b>Watermelon</b>	<b>95%</b>	<b>7.7</b>	<b>8.0</b>
Grapes	94%	7.6	7.9
Strawberries	93%	7.9	8.3
Blueberries	93%	7.8	8.4
Cantaloupe	93%	7.3	7.8
Honeydew	92%	7.1	7.6

Source: Total Respondents (n=1096)

Note: Red box indicates a .2 or greater decrease from Summer 2021

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."

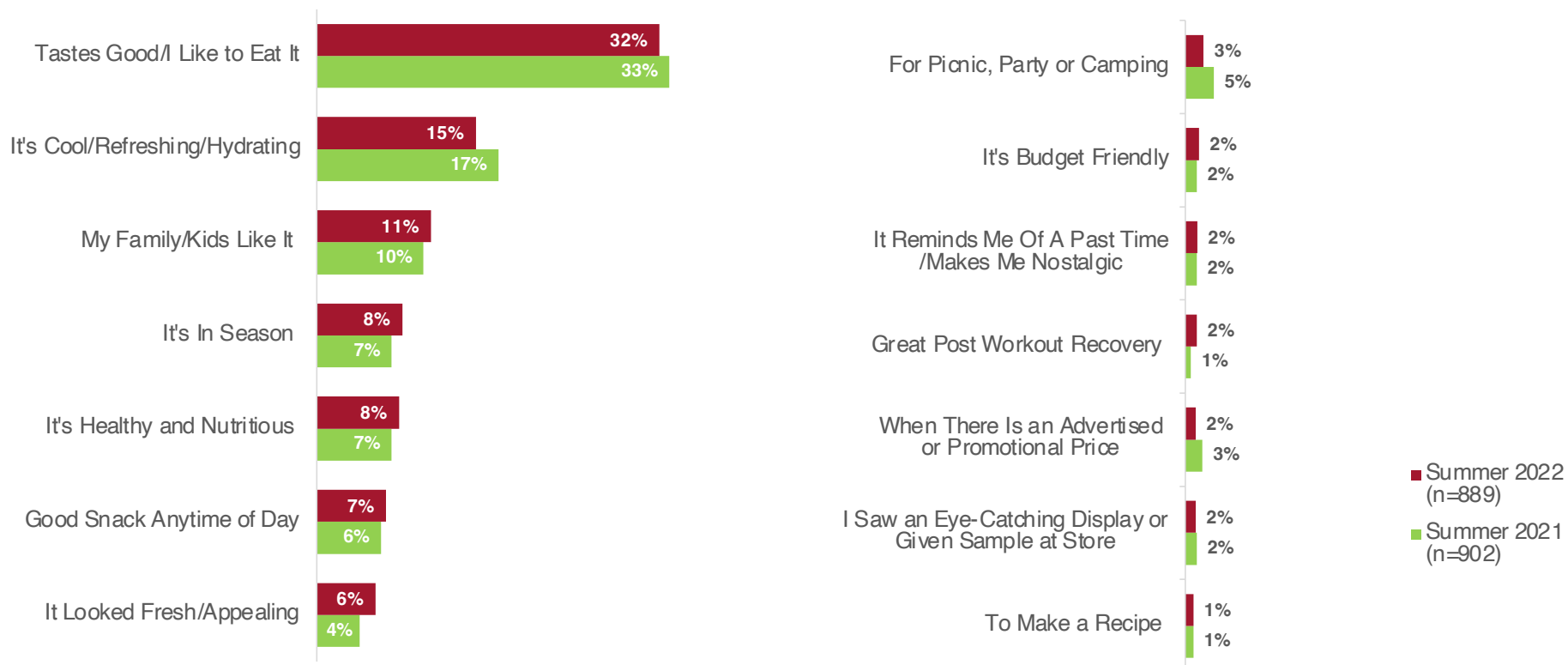
Please rate the following fruits in terms of HOW HEALTHY you consider them to be on a scale from 0-10 with 0 being "not healthy at all" and 10 being "extremely healthy."



A close-up photograph of a person's hands holding a large, triangular slice of watermelon. The watermelon has a thick, vibrant red flesh and a thin green rind. The person is wearing a light-colored, button-down shirt. The background is blurred, showing what appears to be a kitchen or indoor setting.

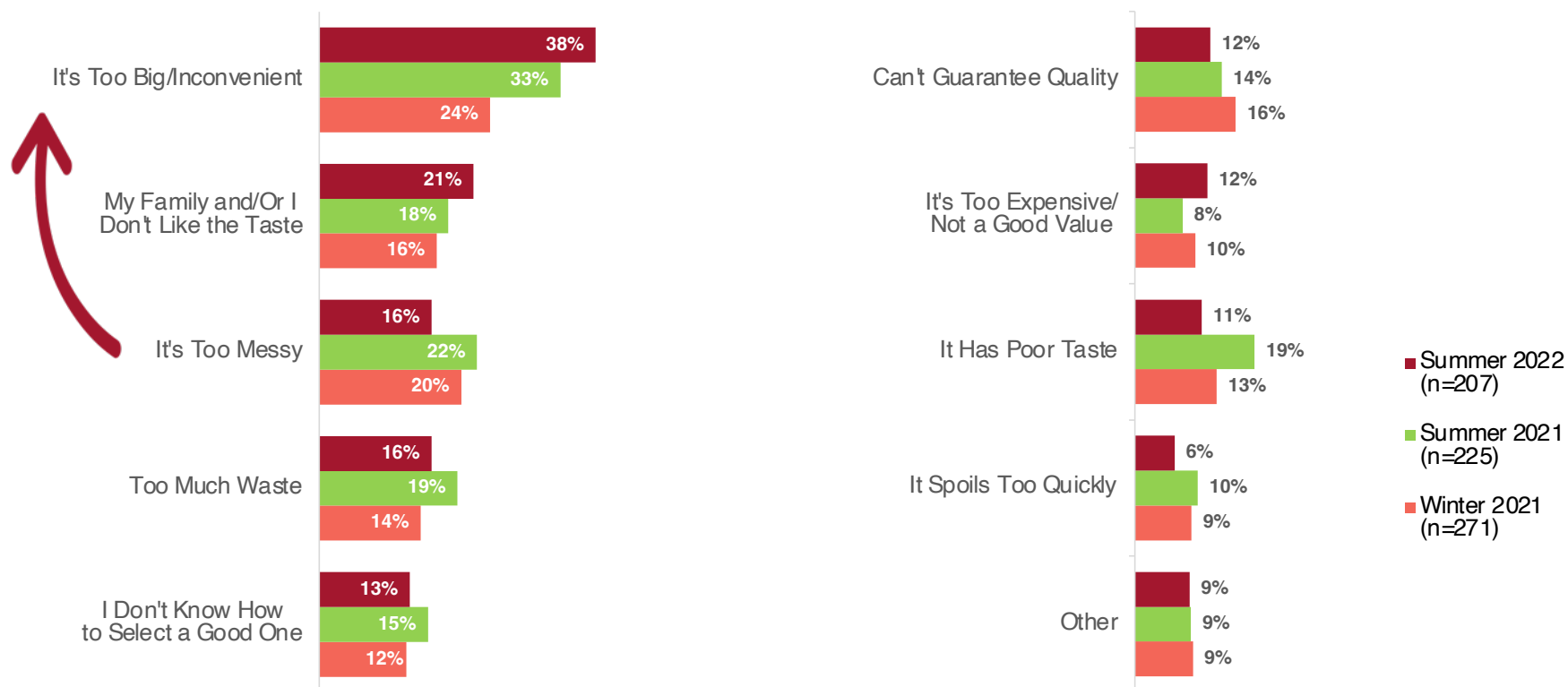
# **WATERMELON ATTITUDES**

### **MAIN Reason to Purchase Watermelon**



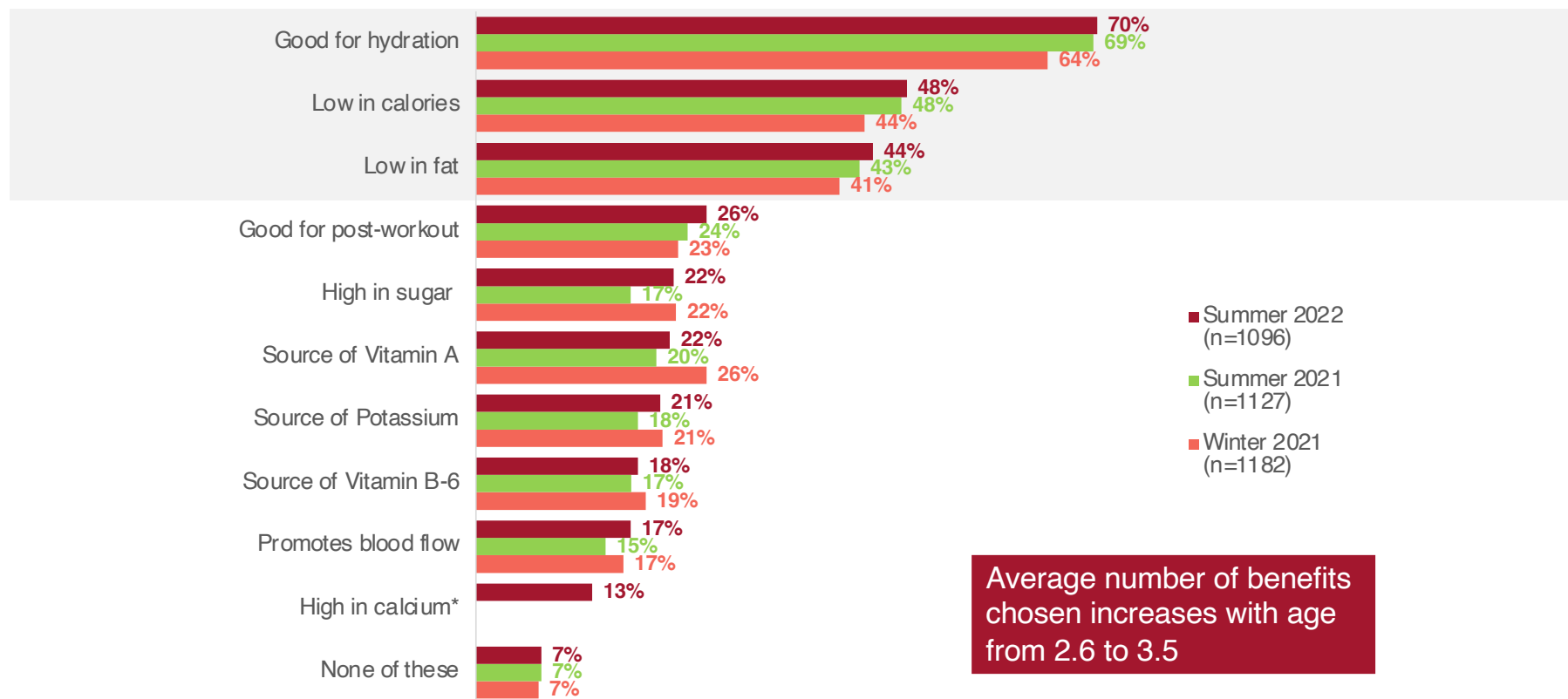
Source: Total Respondents Purchasing Watermelon  
Which of the following reasons is the MAIN reason you purchase watermelon?  
New question Summer 2021

## Reasons Not Purchase Watermelon



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

## Respondents Understanding of the Benefits of Watermelon



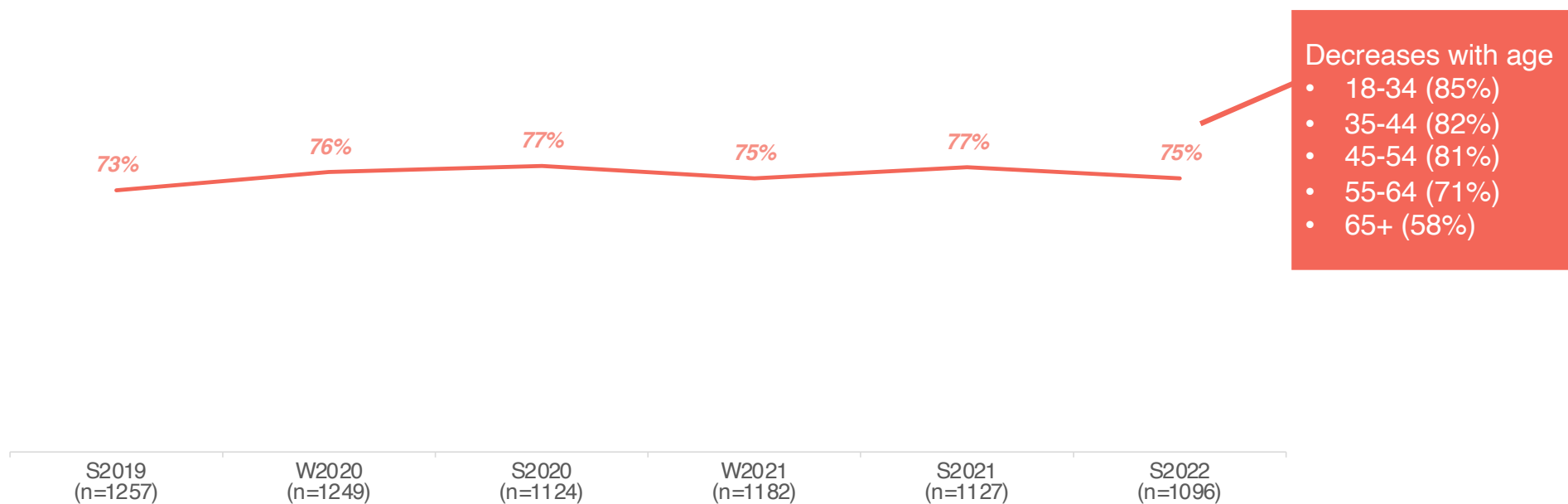
Source: Total Respondents

\*New answer option in Summer 2022

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



***Knowing that Watermelon is Good for Hydration Leads to Purchasing More***

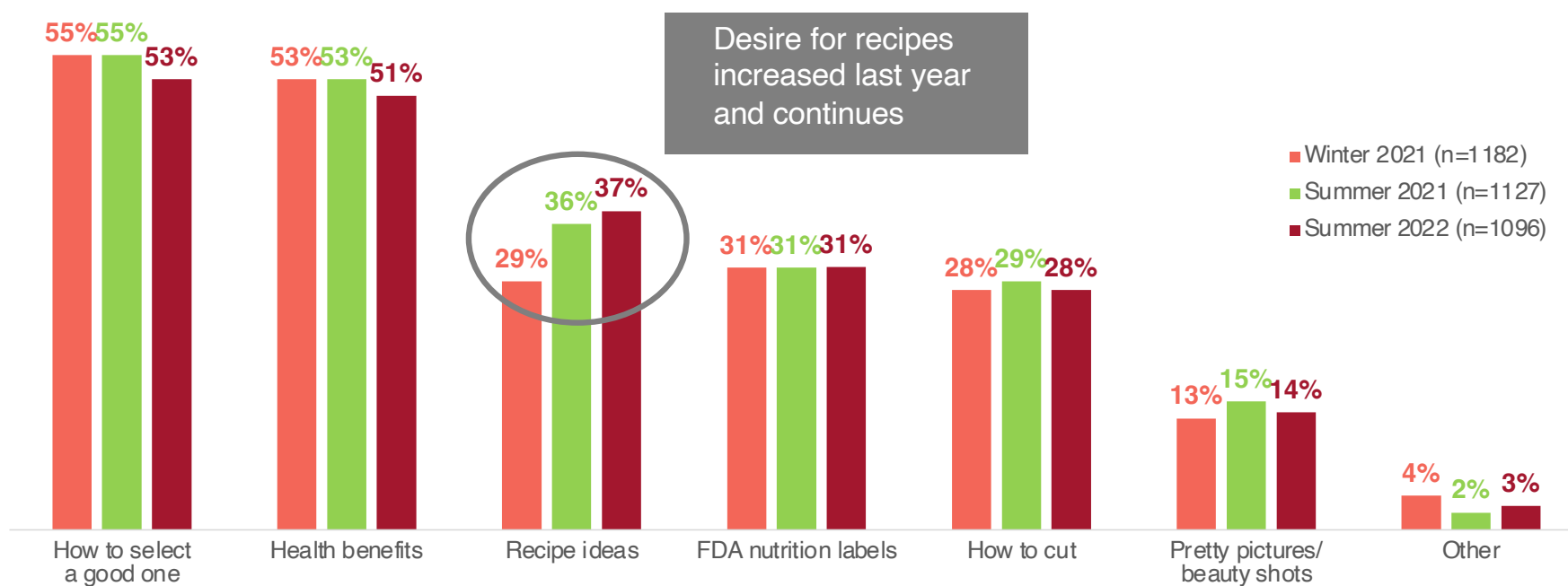


Source: Total Respondents  
Would knowing that watermelon is good for hydration make you want to purchase (or purchase more) of it in the future?



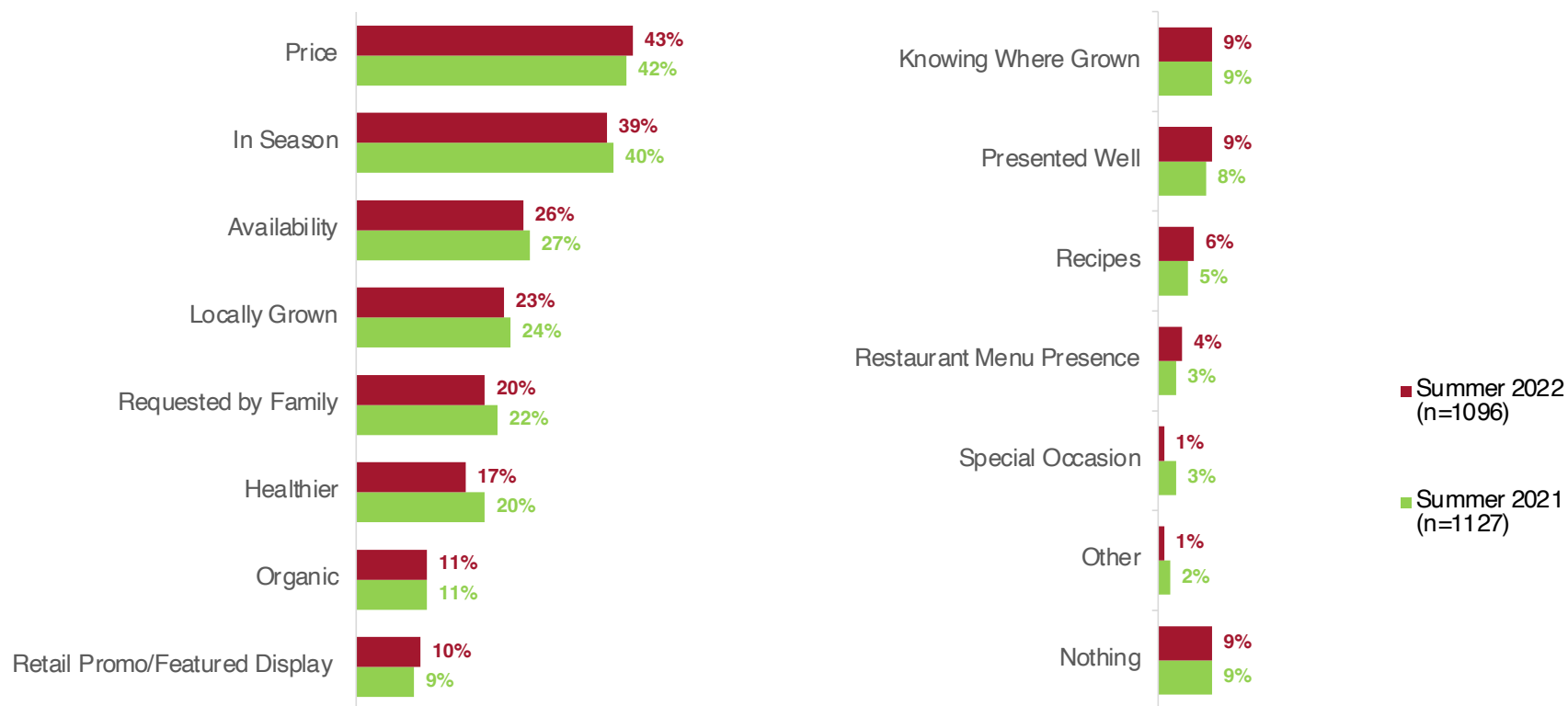
# **WATERMELON PURCHASING**

### Type of Information Would Like to See at Store



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

### Encourage to Purchase More Watermelon



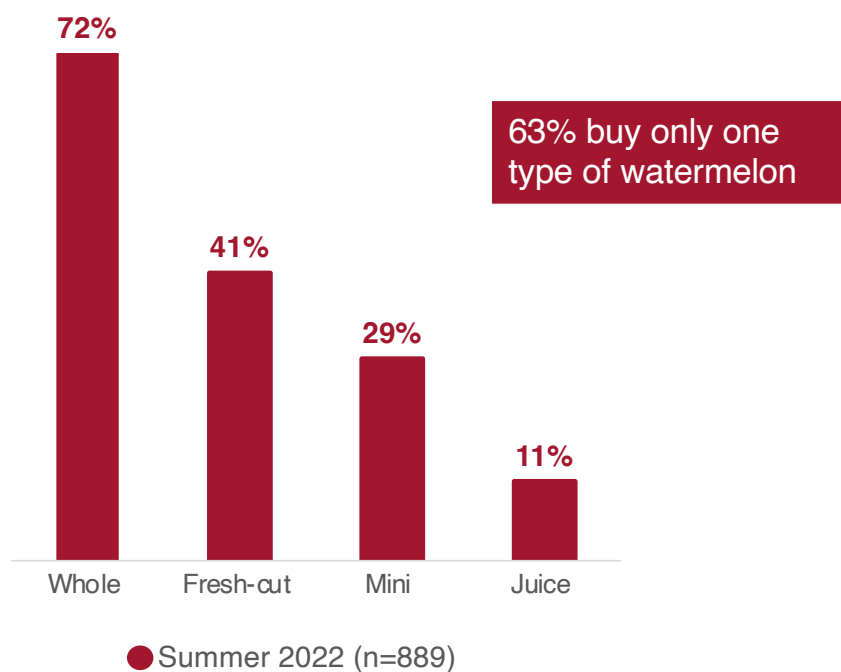
Source: Total Respondents

What might encourage you to purchase (or purchase more) watermelon? (Select up to 3 reasons)

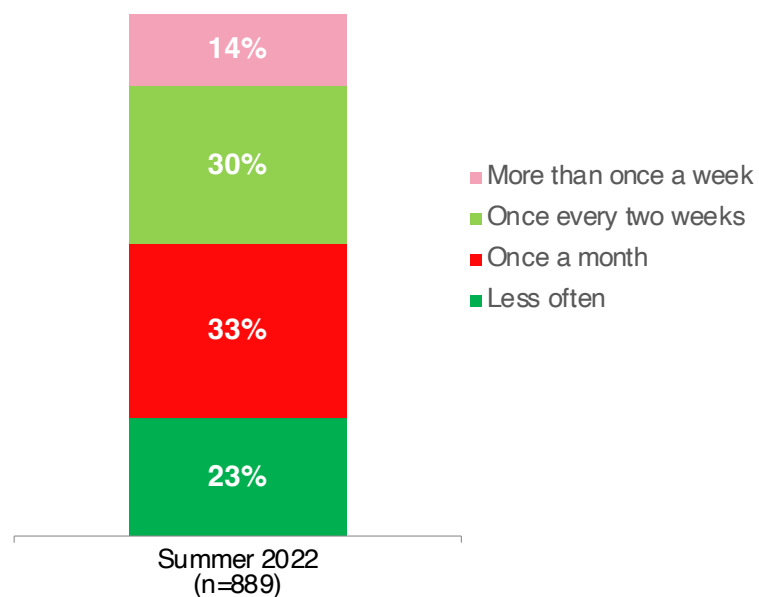
Note: Question wording and format changed dramatically in Summer 2021, only showing comparable waves



### Types of Watermelon Purchased Past 12 months

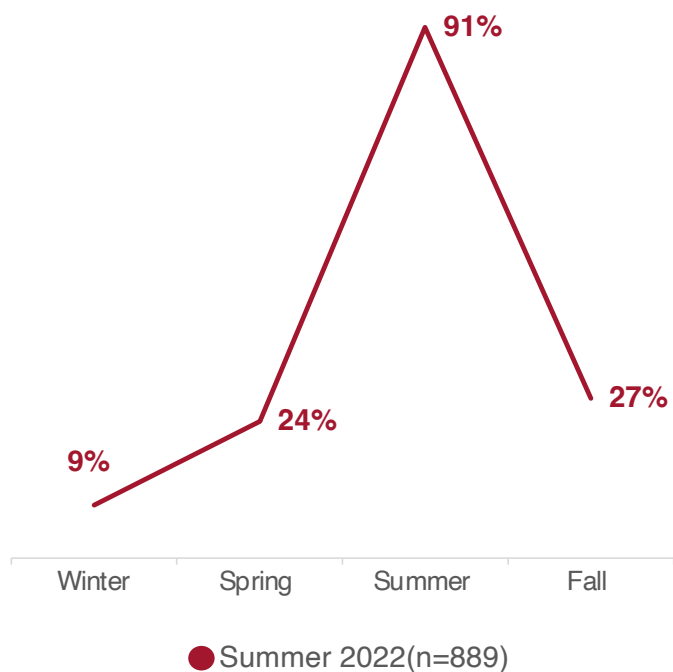


### Frequency of Purchasing Watermelon Past 12 months

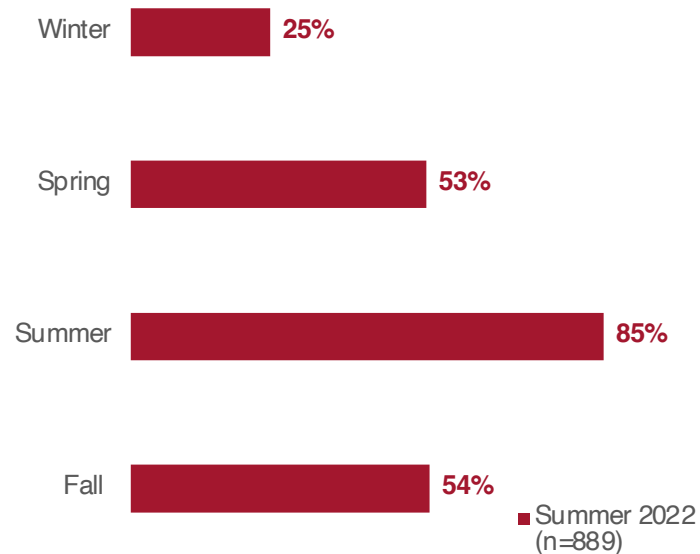


Source: Total Respondents Purchasing Watermelon  
Which of the following types of watermelon have you purchased in the past 12 months? (Select all that apply)  
In the past 12 months, how often did you purchase any type of watermelon?

## Seasons Typically Purchase Watermelon

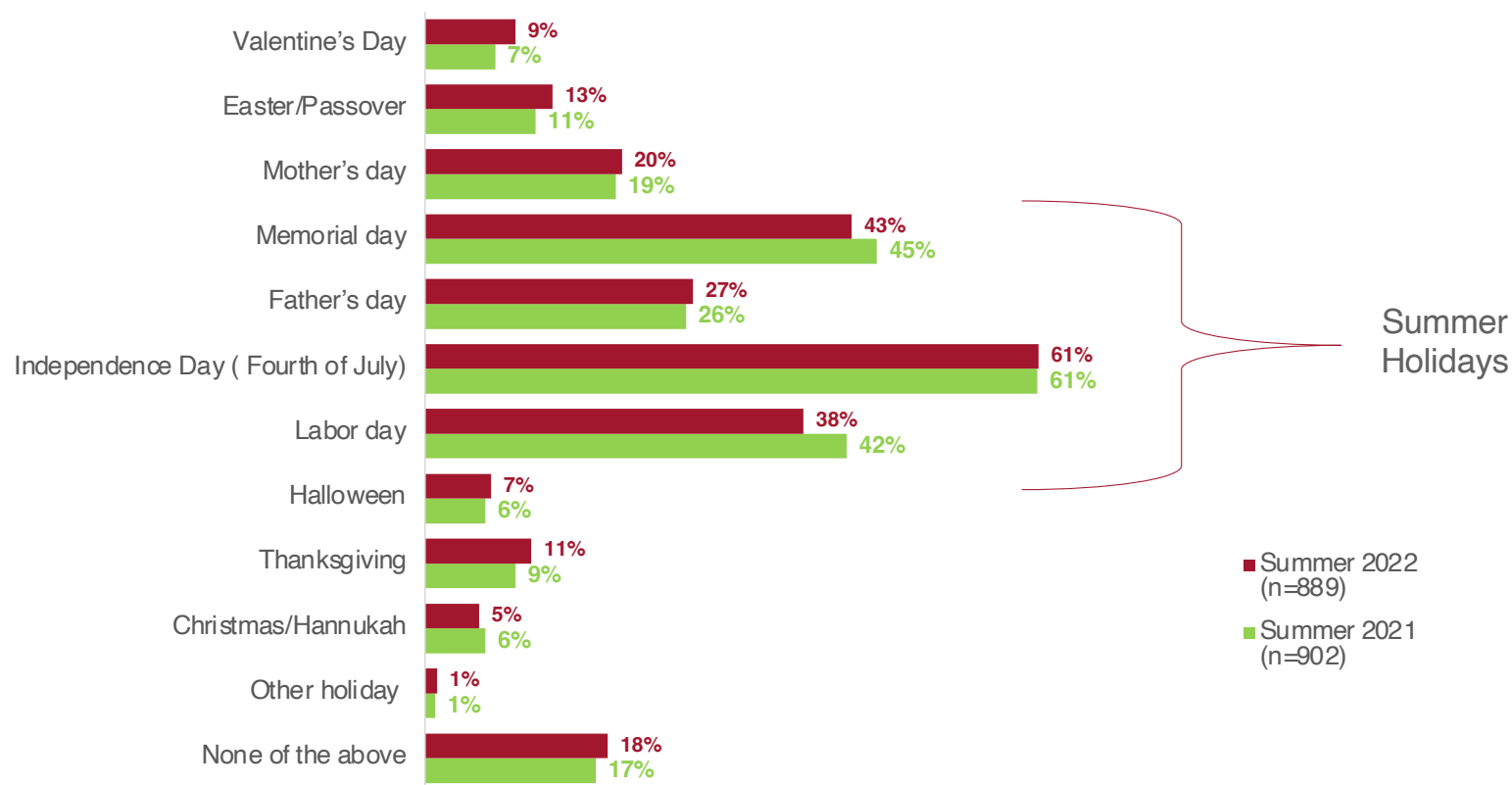


## Likelihood to Purchase by Season *Definitely + Probably Would Buy*



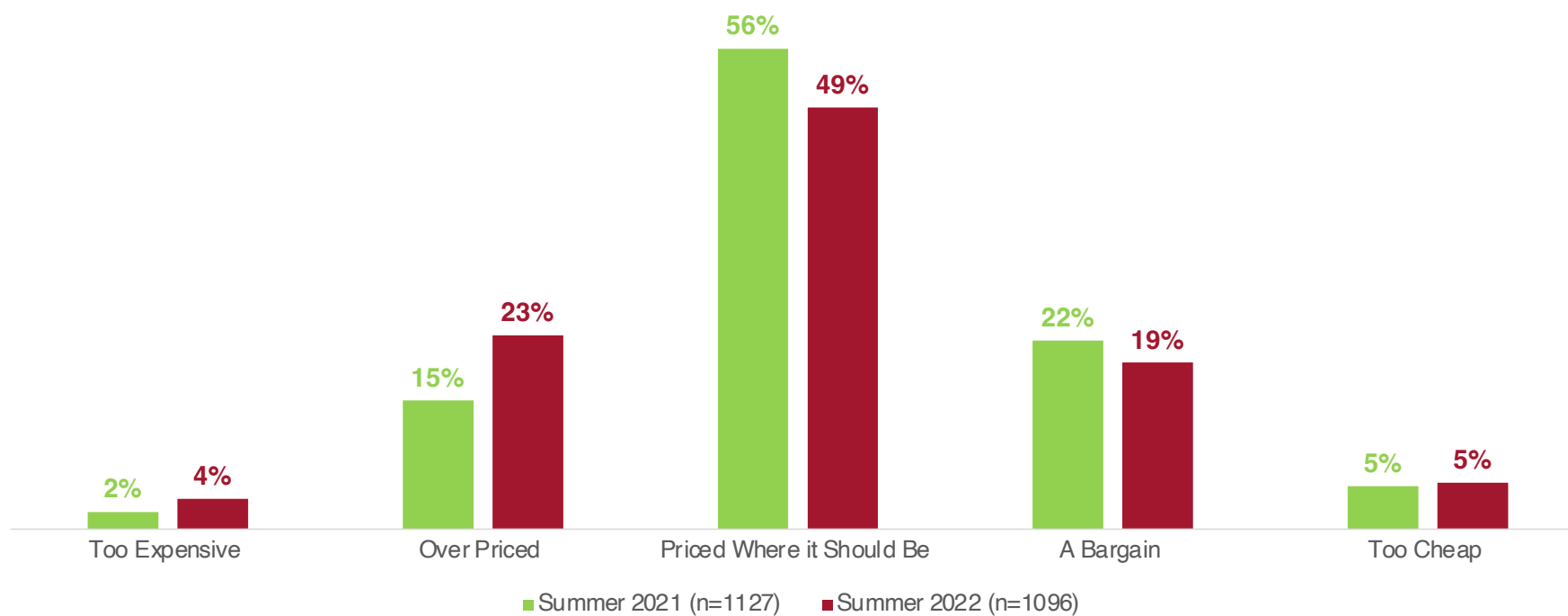
Source: Total Respondents Purchasing Watermelon  
In what seasons do you typically purchase any type of watermelon? (Select all that apply)  
How likely are you to purchase watermelon in each of the following seasons?

## Purchased Watermelon For Specific Holidays



Source: Total Respondents Purchasing Watermelon  
 Which of the following holidays, if any, have you purchased watermelon for in the past 12 months?

### Price and Value of Watermelon Compared to Other Fruit



Source: Total Respondents  
Compared to other fruits, which one statement best describes how you feel about the price and value of watermelon?

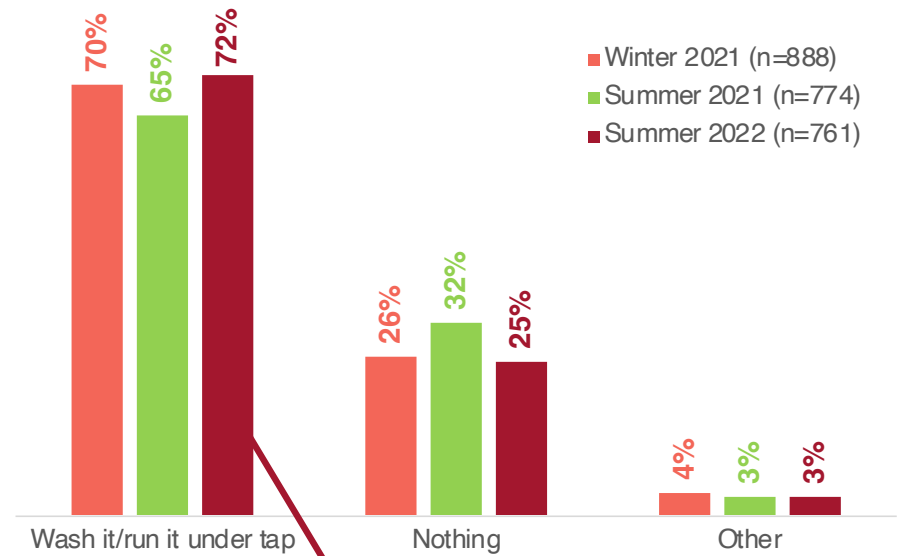


# WATERMELON CONSUMPTION





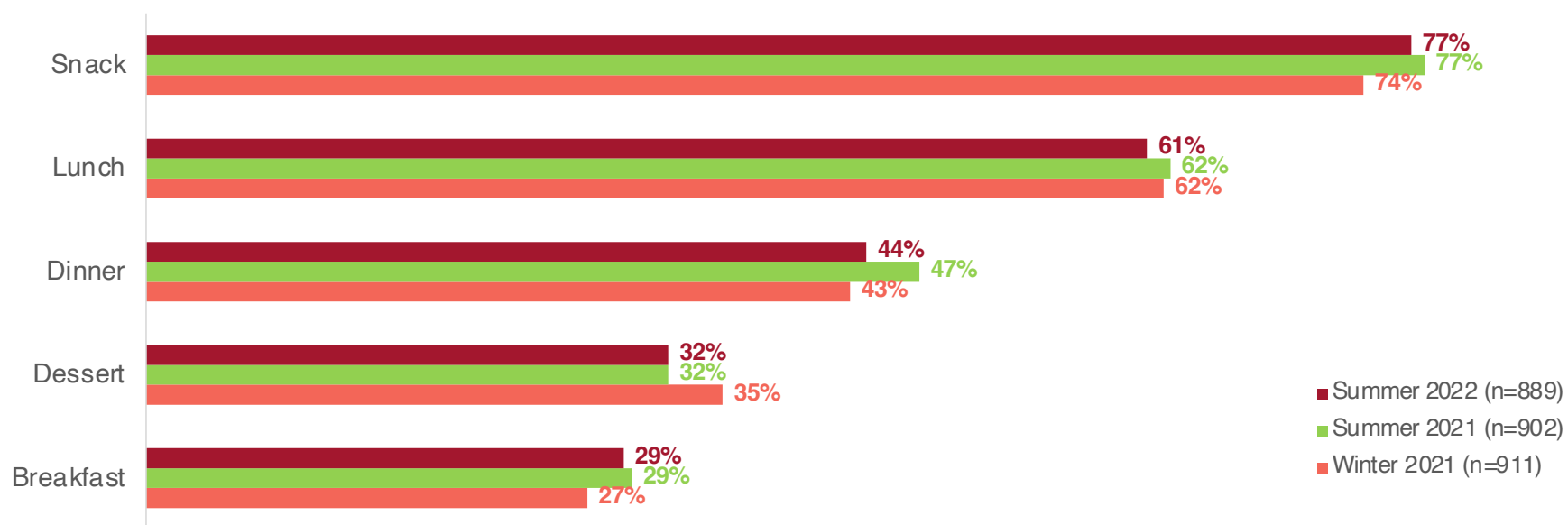
### *How Watermelon is Being Handled Before Consumption*



Washing/running under tap decreases with age from 89% for 18-24 to 63% for 55+

Source: Total Respondents Purchasing Whole/Mini Watermelon  
What do you do with your whole watermelon before you consume it?

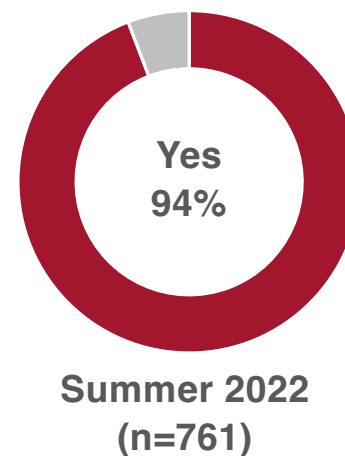
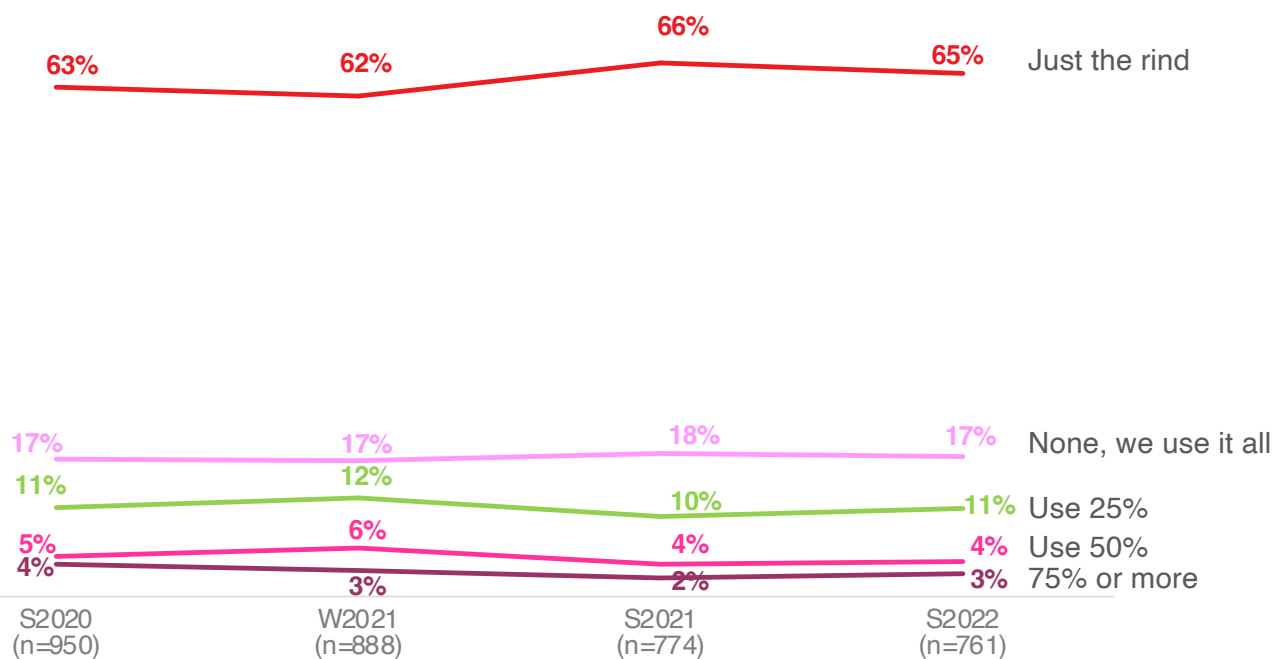
### Time of Day Watermelon is Eaten



Source: Total Respondents Purchasing Watermelon  
When during the day do you eat watermelon? (select all that apply)

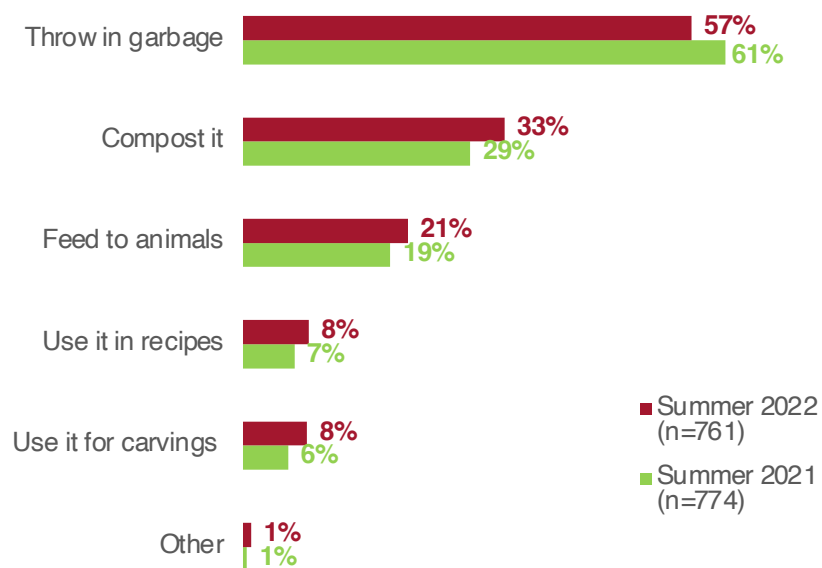
## Know How to Cut a Whole Watermelon

### Percentage of Watermelon Going to Waste

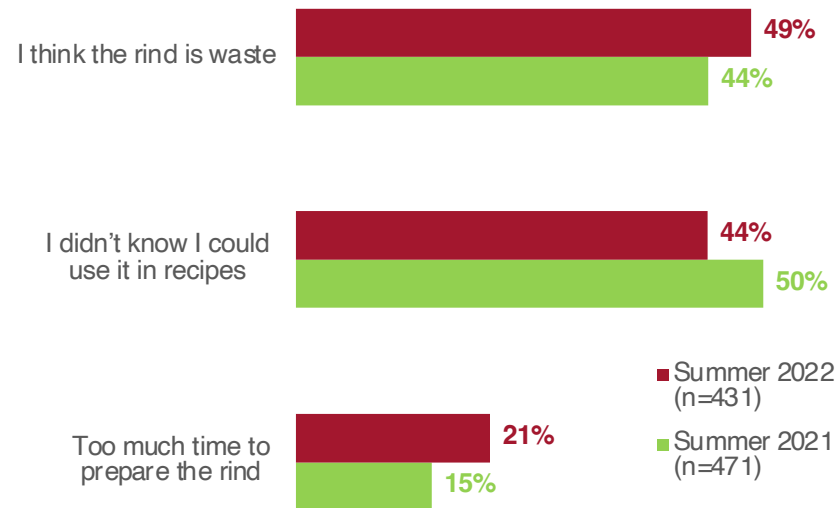


Source: Total Respondents Purchasing Whole/Mini Watermelon  
When purchasing a whole watermelon, how much, if any goes to waste?  
Do you know how to cut a whole watermelon?

### Use of Rind



### Reasons Not Use Rind

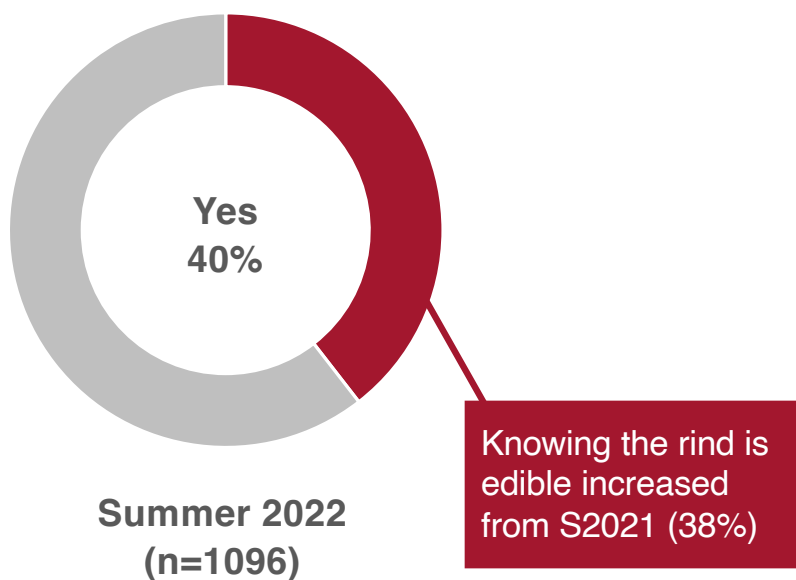


Source: Total Respondents Purchasing Whole or Mini Watermelon  
What do you do with the rind? (Select all that apply)

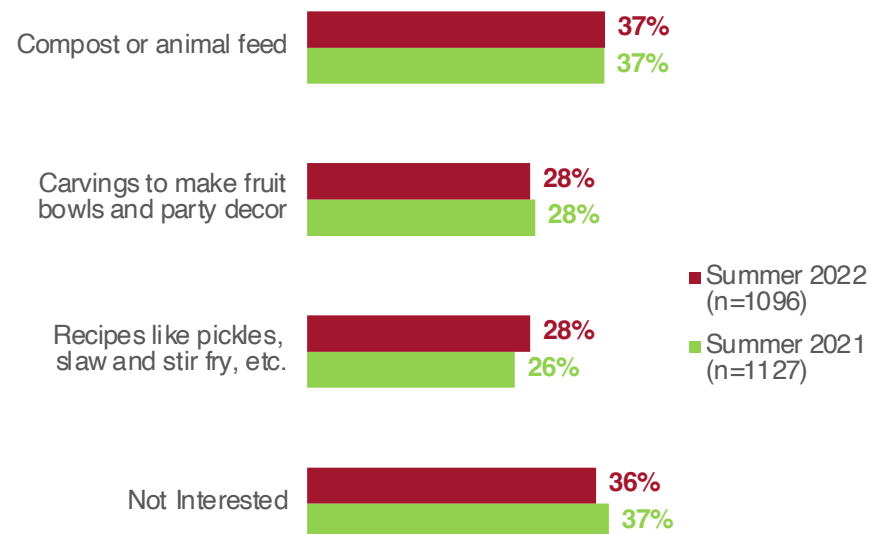
Source: Total Respondents Who Throw The Rind In The Garbage  
Of the following reasons, which best describes why you don't use the watermelon rind?



## Know the Rind is Edible



## Interest in Using Watermelon Rind For





*Location of Consumption by Percentage of Time*

Summer 2022  
(n=889)

**76%**  
In my home

**16%**  
Outside my home

**8%**  
Restaurant or other food  
service location

Summer 2021  
(n=902)

**76%**  
In my home

**17%**  
Outside my home

**7%**  
Restaurant or other food  
service location

Winter 2021  
(n=911)

**75%**  
In my home

**17%**  
Outside my home

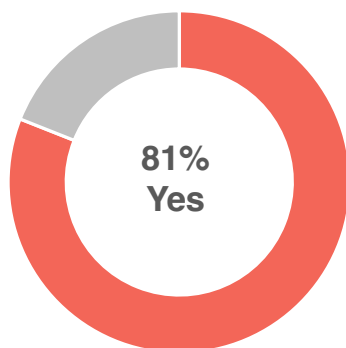
**8%**  
Restaurant or other food  
service location

## *Mood When Eating Watermelon*



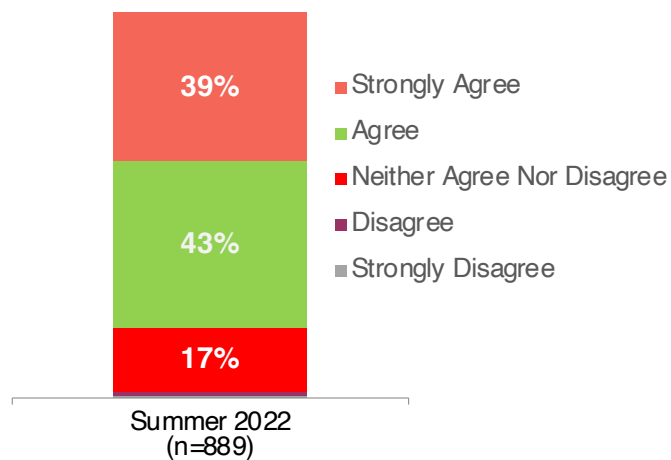
Source: Purchased watermelon answering question (N=842)  
Describe your mood when you eat watermelon in one word.  
New question Summer 2022

***Do You Consider Watermelon A Comfort Food?***

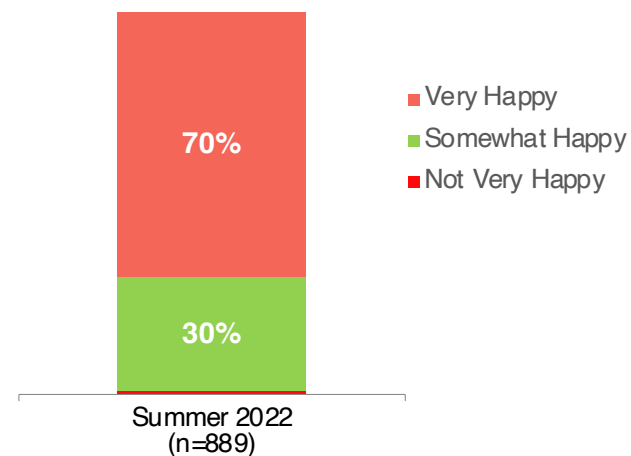


**Summer 2022  
(n=889)**

***Does Watermelon Boost Your Mood?***



***Watermelon Makes Me Feel...***



Source: Total Respondents Purchasing Watermelon  
 Eating watermelon makes me feel: (very/somewhat/not at all happy)  
 How much do you agree or disagree that watermelon boosts your mood?  
 Would you consider watermelon a comfort food for you?  
 All new questions Summer 2022



# DIFFERENCES BY AGE

### *Location of Consumption by Percentage of Time*

	18-24	25-34	35-44	45-54	55-64	65+	Total
<b>In your home</b>	<b>58%</b>	<b>65%</b>	<b>70%</b>	79%	<b>86%</b>	<b>91%</b>	76%
<b>Outside your home</b>	<b>25%</b>	<b>22%</b>	20%	15%	<b>11%</b>	<b>8%</b>	16%
<b>In a restaurant</b>	<b>17%</b>	<b>13%</b>	10%	6%	<b>3%</b>	<b>2%</b>	8%

Source: Total Respondents Purchasing Watermelon (n=889)

Where do you consume watermelon as a percentage of time? (Percentages must add up to 100%)

Red highlighting is 5 percentage points or more below total and green highlighting is 5 percentage points or more above total

### Key Metrics for Total Respondents by Age

		18-24	25-34	35-44	45-54	55-64	65+	Total
True statements about watermelon	Good for hydration	43%	56%	62%	72%	81%	85%	70%
	Low in Fat	24%	30%	33%	45%	56%	63%	44%
Types of information displayed	How to select a good one	37%	48%	47%	51%	56%	66%	53%
Percent that like the taste of...	Watermelon	61%	60%	63%	74%	79%	78%	70%

Source: Total Respondents (n=1096)

Which of the following statements do you know to be true about watermelon? (select all that apply)

What type of information would you like to see displayed with watermelon at the retail store? (select all that apply)

Please select the fruits you like the taste of? (select all that apply)

Red highlighting is 5 percentage points or more below total and green highlighting is 5 percentage points or more above total

### Key Metrics for Respondents Purchasing Watermelon by Age

		18-24	25-34	35-44	45-54	55-64	65+	Total
Reasons to purchase watermelon	Tastes good/ I like to eat it	48%	47%	53%	69%	79%	86%	65%
	Cool/Refreshing/ Hydrating	45%	41%	47%	58%	68%	75%	57%
	In Season	32%	33%	41%	51%	55%	63%	47%
	Good Snack	39%	42%	48%	44%	56%	58%	49%
	Display/Sample	19%	12%	12%	11%	6%	3%	9%

Source: Total Respondents Purchasing Watermelon (n=889)

What reasons do you purchase watermelon? (select all that apply)

Red highlighting is 5 percentage points or more below total and green highlighting is 5 percentage points or more above total



### Key Metrics for Respondents Purchasing Watermelon by Age

		18-24	25-34	35-44	45-54	55-64	65+	Total
Seasons purchased	Summer	80%	86%	90%	94%	96%	97%	91%
	Winter	12%	14%	12%	6%	6%	6%	9%
Consumption by percentage of time	Plain	78%	82%	81%	92%	93%	96%	88%
	In a recipe	22%	18%	19%	8%	7%	4%	12%

Source: Total Respondents Purchasing Watermelon (n=889)

In what seasons do you typically purchase any type of watermelon? (Select all that apply)

How do you prepare watermelon for consumption as a percentage of time? (Percentages must add up to 100%)

Red highlighting is 5 percentage points or more below total and green highlighting is 5 percentage points or more above total



# **SURVEY KEY FINDINGS**

## Survey Key Findings

- Watermelon continues to outperform other melons (cantaloupe and honeydew) on purchase, taste, value, and healthiness. However, consumers like the taste more and purchase apples, bananas, grapes, oranges and strawberries more frequently than watermelon.
  - Bananas, apples, grapes, and strawberries have been purchased by roughly 90% of respondents in the past year, while watermelon has been purchased by 83%.
- Liking the taste is always a key driver of food purchases and is still the main reason consumers buy watermelon. The bulkiness/inconvenience of watermelon as a reason for not purchasing is at a 2 year high (38%).
- While most respondents believe that watermelon is priced where it should be or see it as a bargain, the percentage of those who see it as over-priced or too expensive rose from 17% to 27%, likely due to inflation. This corresponds to a declining number of consumers who cite 'budget friendliness' as a reason for purchasing watermelon.

## Survey Key Findings

- 63% of consumers primarily purchase their watermelon in a grocery store.
  - Locally grown foods along with foods that can be used in multiple recipes and meals continue to be important to consumers.
  - While likelihood to use grocery pick-up/delivery services has dropped since the height of COVID-19, over half of those who have used this service are very likely to continue using, with 76% of those people saying they will continue to use it in the future.
  - Consumers desire additional information displayed with watermelon in retail stores.
    - While most consumers who purchase say that they know how to pick a good watermelon, most consumers would still like to be presented information on how to pick a good one, as well as the health benefits of watermelons.

