

Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE IDAHO® POTATO DIFFERENCE

TATER NATION

97%

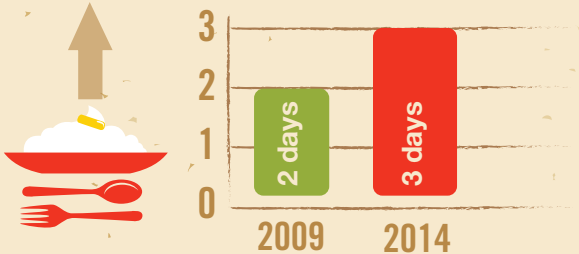


230 million Americans eat POTATOES

4 out of 5 eat potatoes once a week or more

4/5

In the last five years, this figure has **increased** by one additional day per week



THE POTATO OF MY EYE

What veggie do Americans crave most often?

24%



potatoes

20%



leafy greens

14%



broccoli

13%



tomatoes

11%



corn

8%



green beans

7%



carrots

POTATO PREPARATION

How Americans like their TATERS

25%

BAKED
MASHED FRENCH FRIES
POTATO HASH BROWNS
CHIPS POTATO
SALAD

29%

17%

5%

9%

4%

IT'S GOTTA BE IDAHO

When I Say *Potato*, You Say *Idaho!*



9/10

9 in 10 Americans say they associate potatoes with Idaho more than any other state in the nation

72%

72% (170 million) of Americans would be inclined to eat Idaho® potatoes over potatoes from other states



WHAT AMERICANS DON'T KNOW

78%

78% don't know potatoes have more **POTASSIUM** than bananas.

93%

93% don't know potatoes have more **VITAMIN C** than bananas.



Survey was conducted in 2014 among 1,000 nationally representative Americans ages 18 and over, using an email invitation and an online survey.

Kelton is a leading global insights firm serving as a partner to more than 100 of the Fortune 500 and thousands of smaller companies and organizations. For more information about Kelton, please call 1 (888) 8.KELTON or visit www.keltonglobal.com.

Please visit idahopotato.com for more than 1,500 nutritious and delicious Idaho® potato recipes. For daily updates and to be part of our social media community, follow us on:

@famousidahopotatoes
 @idahopotatoes
 @idahopotato
 idahopotato
 IdahoPotatoVideos