

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**

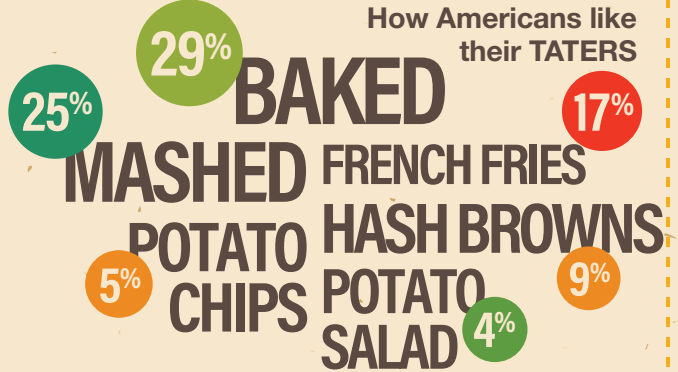
11%  **corn**

8%  **green beans**

7%  **carrots**

POTATO PREPARATION

How Americans like their TATERS



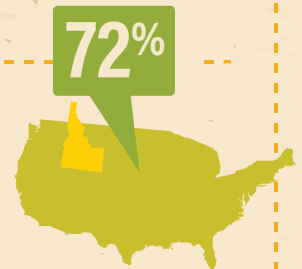
IT'S GOTTA BE IDAHO

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



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

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.

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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:

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