

# Points for the IDAHO® Potato!

SURVEY ENLIGHTENS AMERICANS ON THE  
IDAHO® POTATO DIFFERENCE

## TATER NATION

97%

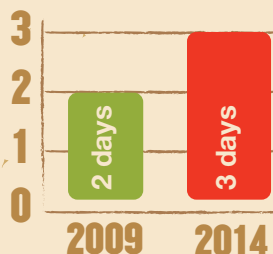


230 million Americans  
eat POTATOES

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

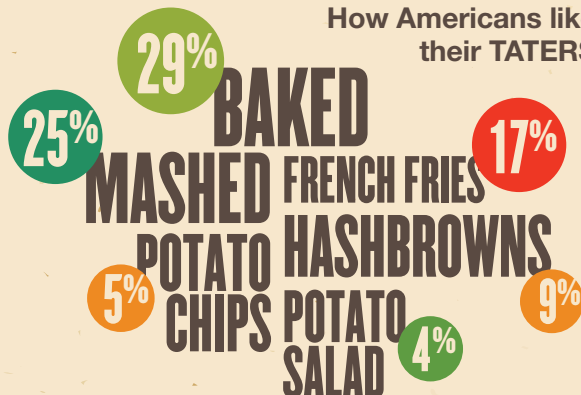
7%



carrots

## POTATO PREPARATION

How Americans like  
their TATERS



## IT'S GOTTA BE IDAHO

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



9/10

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

72%



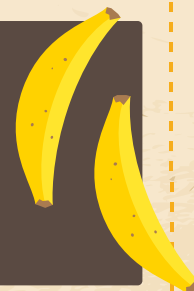
## WHAT AMERICANS DON'T KNOW

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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