

2019 CONSUMER Attitudes and Usage

POTATOES ON THE RISE



AMERICA'S
FAVORITE
VEGETABLE



78%
report eating
potatoes once
a week



Potatoes were chosen as
two of the top three favorite
sides in foodservice.



#1

FRENCH FRIES



#2

SIDE SALAD



#3

POTATOES
(any form)

INCREASES IN POTATO DELIVERY ATTRIBUTES

+10



Used and approved
by athletes

+7



Good for athletic
performance

+6



Provides
sustained energy

+5



Helps fuel me for my
everyday activities



POTATO USAGE

CONSUMER ATTRIBUTE IMPORTANCE

WHAT THEY LOOK FOR IN FOOD

- Very flavorful
- Fresh
- Good value
- Something everyone enjoys
- Convenient

WHAT THEY LOVE ABOUT POTATOES

- A good value
- Something everyone enjoys
- Prepared quickly and easily
- Natural and unprocessed
- Fresh

COOKING STYLES



AMERICAN PREFERENCES

★ Basic ★ Traditional ★ Short-Order

TEND TO
USE RECIPES

79%



TEND NOT TO
USE RECIPES

21%

DIETS



ONLY
48%
Eat three
meals a day

81%
Are carb
friendly



44%



Claim they follow specific
dietary guidelines

WHAT CONSUMERS THINK OF POTATOES

POTATOES WIN HIGH MARKS

55%

Versatility

45%

Filling

42%

Satisfying

Reasons consumers don't eat more potatoes

38% I already eat potatoes

25% Fattening

20% High in calories

Motivations to increase potato consumption

27% Shorter cook time

27% Ideas for new ways of cooking

24% Ideas with healthier nutritional

POTATOES SCORE HIGHEST AT FOODSERVICE

BEST FOODSERVICE ATTRIBUTES

- ★ Best tasting
- ★ Kid-friendly
- ★ Satisfying
- ★ My favorite side dish
- ★ Something I look forward to
- ★ Filling
- ★ Good for special occasions
- ★ Something I can find anywhere
- ★ Everyday

72%

Report eating potatoes (excluding fries)
at least once a month at foodservice

METHODOLOGY AND OBJECTIVES

The consumer attitudes and usage study is conducted annually to gather insights on American consumers, evaluating their attitudes on foods and their dietary choices. The study also measures attitudes toward potatoes, specifically, along with potato usage and consumption. (Study fielded January 2019, online with 2,015 respondents.)