

2018 Consumer Attitudes and Usage

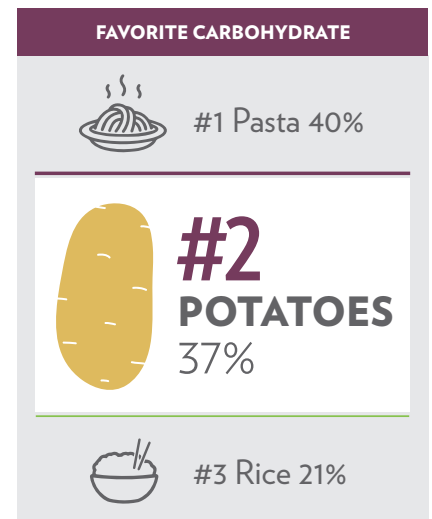
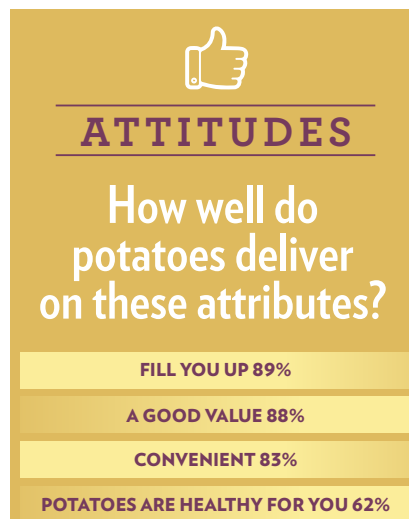
METHODOLOGY AND OBJECTIVES

The consumer attitudes and usage study is conducted annually to gather insights on potato consumers, evaluating their potato usage and consumption. The study also measures attitudes towards potatoes and key influencers of their current behaviors.

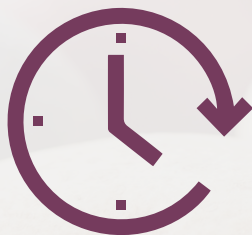


Study fielded
January 12-15, 2018
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Online with 2,015
respondents

Good Vibes Attitudes About Potatoes



Potato Usage



#1 Food eaten in the last 24 hours



80% have eaten potatoes in the last week



23%

Potatoes have 23% share of in-home meals.*

**Includes potato chips*

OVERALL ATTITUDES ABOUT FOOD

2018 95% Be very flavorful
 94% Be fresh
 92% Be a good value
 90% Be something everyone would enjoy



52% Are having 3 meals a day, with the majority snacking between meals.



MORE TRADITIONAL BASIC COOKING

VS

ADVENTUROUS AND COMPLEX

Traditional cooking styles with ingredients made from scratch is preferred.

U.S. DIET TRENDS

% RESPONDENTS/FAMILY MEMBERS ON A SPECIFIC DIET

Low sodium	17%
Low carb	15%
Organic	12%
Non-GMO	9%
Gluten-free	8%
Dairy-free	7%
Vegetarian	7%
Vegan	4%
Grain-free	3%
Paleo	3%
Keto / Ketonic	3%
Atkins	3%

BARRIERS AND MOTIVATORS TO INCREASED POTATO CONSUMPTION

Reasons consumers don't eat potatoes more frequently

I already eat potatoes 43%

I prefer other vegetables 19%

Fattening 19%

What will motivate consumers to make them more often?

New ways of preparing potatoes 37%

Shorter cook time 32%

Different tastes and textures 29%