

2018 Research

The Performance Athlete



In 2018, Potatoes USA embarked upon a consumer segmentation to determine opportunities to promote potatoes to a fitness-minded target. As a result of this study, the “Performance Athlete” was identified to be the most viable segment to drive usage and influence of potatoes as a performance fuel.

The Performance Athlete

Through this work, Performance Athletes were identified as those who workout two times or more per week and engage in competitive activities. Performance Athletes comprise 16% of the U.S. population aged 16+ with a 55/45% split of males and females, with 81% falling under the age of 40. Their average household income is \$77,000.

POTATOES USAGE AND ATTITUDES



63%

Eat potatoes on a **weekly** basis.

43%

Report using potatoes **before or after exercise.**



They already **love potatoes** and see the top benefits in potatoes as satisfaction, value, quick preparation, satiation and freshness.



They currently see **potatoes as a delicious starch** and cite a lack of scientific data as the top barrier to using potatoes for athletic performance.

POTATOES NUTRITION ATTITUDES

Top of Mind Carbohydrate



#1 Pasta



#2 Bread



#3 Rice



#4 **POTATOES**



They prefer to **fuel themselves with whole, natural sources**; though engineered supplements are seen as acceptable for convenience.

Their Preferred Sources of Fuel

Bananas
Sports drinks
Nuts
Poultry
Apples
Yogurt
Lean meat



They actively look for **fiber, protein and carbohydrates** to support their active lifestyles.

The Performance Athlete (continued)

EXERCISE ATTITUDES AND BEHAVIORS



Fitness is an important **part of their identity**, exercising at least twice a week.

Fitness involvement includes:

- Participating in rigorous physical challenges
- Preparing at least a month in advance for physical challenge events

Some common motivations to lead an **active lifestyle**:



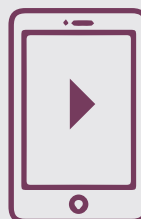
- Maintaining overall health
- Physical challenge
- Having fun
- Feeling of accomplishment

They participate in a wide variety of **physical challenge events**. These events are potentially excellent communication touchpoints for information on potatoes. Events include:

- Bike races
- Short- and long-form running races (e.g., 5K, 10K, half marathon, marathon)
- Triathlons
- Strenuous hiking
- CrossFit competitions
- USA Swimming and Masters Swim races



TRUSTED MEDIA AND INFORMATION SOURCES



Performance Athletes consider themselves to be nutritionally savvy; though they always seek new information to explore. Top information sources (and potential media for potato

communications) include:

- Local fitness celebrities (e.g., person who wins local races)
- Fitness publications and websites (e.g., Runner's World)
- Workers at specialty retail stores
- Personal trainers or coaches
- Fitness accounts on Instagram and Twitter
- Website forums (e.g., bodybuilding.com)

CONCLUSIONS

Few Performance Athletes are currently aware of potatoes' benefits in a performance diet. These athletes would react well to scientific data and word-of-mouth recommendations from trusted sources.