

Sweet Potatoes *in Kentucky*

Age	Servings of Sweet Potatoes Last 6 Months							N
	0	1	2	3	4	5	6+	
<30	26.4%	18.1%	16.7%	12.5%	5.6%	4.2%	16.7%	72
30-49	28.0%	16.9%	11.6%	14.8%	10.1%	6.3%	12.2%	189
50+	13.8%	8.9%	12.8%	10.8%	10.8%	6.4%	36.5%	203



The main ways I buy sweet potatoes are...	Type of Package or Source				
	Fresh	Canned	Frozen	Farmers Market	Bags
Rarely (<1/yr)	14.1%	47.6%	94.1%	67.9%	92.4%
1-2 times per yr	21.7%	26.2%	1.1%	15.2%	3.9%
2-3 times per yr	11.5%	14.4%	2.3%	7.6%	0.8%
Frequently (3+/yr)	52.7%	11.8%	2.5%	9.3%	2.8%

The ways I prefer to eat sweet potatoes are....	Type of Preparation				
	Baked	Microwaved	Casserole	Fries/Chips	Glazed
Rarely (<1/yr)	20.0%	62.3%	29.6%	71.8%	56.6%
1-2 times per yr	20.6%	12.1%	37.5%	10.7%	22.8%
2-3 times per yr	11.5%	5.9%	16.6%	8.2%	6.5%
Frequently (3+/yr)	47.9%	19.7%	16.3%	9.3%	14.1%



Rate your interest in these products	Sweet Potato Products					
	White Sweet Potato	Purple Sweet Potato	Sweet Potato Fries	Sweet Potato Flour	Dried Sweet Potato	Organic Sweet Potato
None	26.6%	33.1%	13.0%	34.2%	39.0%	20.9%
Might try	39.3%	40.4%	30.5%	39.0%	37.0%	34.2%
Interested	22.6%	17.8%	33.6%	19.2%	15.3%	26.8%
Very Interested	11.6%	8.8%	22.9%	7.6%	8.8%	18.1%



This data was provided by the Kentucky Food Consumers Panel, a series of online surveys conducted among hundreds of households in Kentucky to collect information about food purchasing and consumption.