Meat and Muscle Biology™

Survey of Attitudes for Non-Millennial Lamb Consumers

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Objectives

The lack of interest in consuming lamb is evident among the non-millennial population. Our objective was to determine the attitudes of millennial consumers of lamb products by conducting an online survey.

Materials and Methods

The survey was constructed using Qualtrics software and distributed using the university's alumni email list. Participants were selected within the non-millennial population (ages 35 and older) and residing in the U.S. Chi Square was used to analyze the responses with α set at 0.05.

Results

Participants ($n = 7{,}081$) reported consumption of the following protein sources either away from or at home: 99.1% chicken, 98.6% beef, 94.0% pork, 96.7% fish, 77.2% lamb, 96.9% eggs, and 31.1% soy-based products. 17.2% of participants eat lamb at least once every 2 wk ($P < 0.0001$), 25.2% eat lamb once a year, 28.0% eat lamb once every 6 mo, 30.0% eat lamb once every 3 mo. Participants reported eating lamb most frequently ($P < 0.0001$) in the spring (March to May) and winter (December to February) at 34.0 and 30.0%, respectively, and 21.0% consume the most lamb in the month of April ($P < 0.0001$). When asked where consumers consume the most lamb, 55.0% responded away from home ($P < 0.0001$), and 32.0% responded at home. On a 5-point scale, 90.0% selected their experience consuming lamb has been "excellent" or "good" ($P < 0.0001$), and 91.0% answered being satisfied with the eating quality of lamb at least 3 out 5 times ($P < 0.0001$). Only 33.0% of the consumers reported growing up eating lamb ($P < 0.0001$), and 90.0% selected having a positive first experience consuming lamb ($P < 0.0001$). Consumers declared choosing lamb over other protein sources 62.0% of the time due to flavor. When asked what origin of lamb consumers preferred, 66.0% selected no preference and only 21.0% selected American lamb ($P < 0.0001$). Consumers were prompted to distinguish between lamb and mutton, and 41.0% were "uncertain, they never tried both" ($P < 0.0001$); whereas, only 13.0% selected that there are distinct differences. 91% of consumers felt less than "okay" about preparing meat ($P < 0.0001$). If lamb flavor were to be improved, 27.0% of the participants would definitely and 54.0% might consume more lamb ($P < 0.0001$). If lamb tenderness were to be improved, 28.0% of the participants would definitely and 52.0% might consume more lamb ($P < 0.0001$). If eating quality of lamb were to be more consistent, 30.0% of the participants would definitely and 51.0% might consume more lamb ($P < 0.0001$). If lamb were to be implemented into the fast food industry, 35.0% of the participants would definitely and 38.0% might consume more lamb ($P < 0.0001$). While 53.0% of the participants selected they had never looked to buy lamb at their local grocery store, 42.0% selected lamb is hard to find or that it was hit or miss.

Conclusion

These data can be used to guide further research and developments within the lamb industry to increase consumption among the non-millennial population.