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Survey of Attitudes for Non-Millennials Who Do Not Consume Lamb

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Objectives

Lamb consists of the smallest percentage of red meat consumption in the U.S. Our objective was to estimate how many Americans do not consume lamb and describe attitudes as to why they do not.

Materials and Methods

A survey was constructed using Qualtrics software and distributed using the university's alumni email list. The online survey consisted of demographic information, lamb consumption patterns and experiences. Participants were invited to complete the survey if they were within the non-millennial population (ages 35 and older) and residing in the U.S. Results were analyzed using Chi Square with α set at 0.05.

Results

Participants (n = 7,246) were 53.7% male, 46.2% female ($P < 0.0001$); 26.6% were ages 35 to 44, 32.9% were 45 to 54, 25.1% were 55 to 64, and 17.1% were 65 or older ($P < 0.0001$); 91.9% were Caucasian (Non-Hispanic), 4.6% Latino or Hispanic, 1.1% Asian or Pacific Islander, 0.9% African American, and 1.4% other ($P < 0.0001$). Household income was 1.1% $24,999 or less, 4.8% $25,000 to 49,999, 11.8% $50,000 to 74,999, 15.0% $75,000 to 99,999, and 67.3% made $100,000 or more ($P < 0.0001$); 22.2% were not employed, 10.7% were employed part-time, and 67.0% were full-time ($P < 0.0001$). Participants reported consumption of the following protein sources either away from or at home: 96.5% chicken, 94.7% beef, 88.5% pork, 88.2% fish, 5.4% lamb, 95.0% eggs, and 21.0% soy-based products. 78.5% of the participants claimed to have eaten lamb before ($P < 0.0001$), and of these participants (n = 5669), 61.2% selected having a positive eating experience with lamb ($P < 0.0001$). Although 36.4% of the participants were uncertain how the lamb was prepared ($P < 0.0001$), grilling outside (13.4%), and roasting (28.1%) were the most common methods of preparation. 52.6% of the participants would be willing to try lamb again ($P < 0.0001$), 30.9% selected maybe, and 16.5% would not be willing to try lamb again. Of the participants who had not tried lamb before (n = 1554), 57.3% would be willing to try lamb ($P < 0.0001$). If lamb flavor were to be improved, 17.2% of the participants would definitely and 56.3% might consume more lamb ($P < 0.0001$). If lamb tenderness were to be improved, 18.2% of the participants would definitely and 53.7% might consume more lamb ($P < 0.0001$). If eating quality of lamb were to be more consistent, 17.5% of the participants would definitely and 54.2% might consume more lamb ($P < 0.0001$). If lamb were to be implemented into the fast food industry, 21.8% of the participants would definitely and 33.7% might consume more lamb ($P < 0.0001$). While 71.4% of the participants selected they had never looked to buy lamb at their local grocery store, 14.1% selected lamb is hard to find and 5.9% selected finding lamb was hit or miss.

Conclusion

We concluded that opportunities exist to increase the consumption of lamb by converting the non-millennial non-consumers of lamb.