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2007 Chicken consumption survey

Survey summary prepared by Paul Prekopa, PKS Research Partners. Survey Conducted June 8-10, 2007.

The survey separates results into six categories. The following categories are:

- Frequency of eating meals and snacks containing chicken in the past two weeks—total consumption
- Frequency of eating meals and snacks containing chicken in the past two weeks that were purchased at a grocery store
- Frequency of eating meals and snacks containing chicken in the past two weeks that were purchased at food service
- Rotisserie chicken
- Dark meat chicken usage
- Reasons might eat more dark chicken

Frequency of eating meals and snacks containing chicken in the past two weeks—total consumption

Among the total sample, nine out of ten (91%) respondents had eaten a meal or snack that contained chicken in the two weeks prior to the survey, compared to 92% in the 2006 survey. Less than one in ten (9%) respondents had not eaten any meals or snacks that contained chicken.

Overall, the average number of meals or snacks that contained chicken eaten by respondents in the two weeks prior to the survey was 4.5, down slightly from 5.2 in the 2006 survey. Respondents between the ages of 25 and 34 report eating the highest number of meals or snacks that contained chicken (5.9) followed by those 18-24 (4.8) and those 35-64 (4.4). Older consumers, 65 years of age or older, tend to have eaten the fewest chicken meals and snacks (3.1).

Respondents with an income of \$30,000 to less than \$50,000 average the lowest number of meals or snacks that contained chicken (3.8). Those with higher income (5.1) and lower income (4.6) ate chicken more frequently than the middle segment of the population. Interestingly, those with of an income of \$30,000 to less than \$50,000 consumed chicken most frequently in 2006 (5.8).

Regionally there is little variation in the proportion of respondents having eaten one or more meals or snacks that contained chicken in the two weeks prior to the survey. Specifically, 89% of respondents in the Northeast; 90% in the Midwest; 91% in the South; and 93% in the West had eaten chicken.

In line with 2006 findings, respondents in the South and West ate the highest number of meals or snacks that contained chicken in the two week period prior to the survey.

Region	Average number of meals/snacks eaten that contained chicken
South	5.1
West	4.5
Northeast	4.1
Midwest	3.7

Looking at the nine census divisions across the United States, respondents in New England, South Atlantic, West North Central, West South Central, Mountain and Pacific areas of the country that are somewhat more likely to have eaten one or more meals that contained chicken in the two weeks prior to the survey. Consumption does not drop below 86% in any region of the country.

One fourth (27%) of heavy users indicate they had eaten eight or more meals or snacks either at home or away from home that contained chicken in the two weeks prior to the survey. Three out of five (59%) heavy users indicate they ate six or more meals or snacks that contained chicken.

Frequency of eating meals and snacks containing chicken in the past two weeks that were purchased at a

grocery store

We asked respondents the number of times in the two weeks prior to the survey they had eaten chicken that was purchased from a supermarket or other grocery store.

Overall, over eight out of ten (82%) respondents indicate they had eaten one or more meals containing chicken that were purchased from a grocery in the two weeks prior to the survey, down from 87% in the 2006 survey. The decrease in purchase is most clearly recognized among frequent purchasers. Less than one-sixth (17%) of the sample said they had eaten chicken from a grocery store five or more times versus 24% in 2006.

Respondents less than 65 years old were more likely than those 65 or older to have eaten chicken from a grocery store more frequently during this period (2.9 vs. 2.0, respectively).

Respondents with an income of \$75,000 or more are more likely than lower income respondents to have eaten chicken from a grocery store in the two weeks prior to the survey (3.2 vs. 2.6).

Respondents residing in the Southern and Northeastern regions are also more likely to have eaten a higher number of meals that contained chicken from a grocery store in the two weeks prior to the survey.

Segment	Average number of times eaten chicken in two week period
Overall sample	2.7
18 - 34	3.0
\$75,000 or more	3.2
Southern	2.9
Northeast	2.8
Heavy Users (Totalconsumption)	4.1

Respondents from the Midwest are significantly more likely than those in other parts of the country to say they have not eaten any meals that contained chicken from a grocery store in the two weeks prior to the survey (21% vs. 16%).

Below you will find the average number of times chicken from a grocery store was eaten in the two weeks prior to the survey by area of the country.

Region	Average number of times eaten chicken in two week period
South	2.9
Northeast	2.8
West	2.5
Midwest	2.3

Looking across the nine census divisions, respondents in the New England, South Atlantic, West South Central, and Mountain areas are slightly more likely to have eaten a meal that contained chicken that was purchased from a supermarket or grocery store compared to other areas of the country.

Households that have two or more people are significantly more likely than one person households to have eaten one or more meals that contained chicken that was purchased from a supermarket or grocery store (85% vs. 69%) in the two weeks prior to the survey. Larger households average 2.7 meals while one person households average 2.5 meals.

Frequency of eating meals and snacks containing chicken in the past two weeks that were purchased at food

service

We also asked respondents the number of times in the two weeks prior to the survey they had eaten chicken that was purchased at any type of restaurant, fast food store, carry-out shop or employee cafeteria.

Overall, two out of three (65%) respondents had eaten one or more meals containing chicken from a restaurant, fast food store, carry-out shop or employee cafeteria. This in line with the 67% found in the 2006 survey. On average, the respondents had eaten nearly two meals (1.8) with chicken outside of their home in the two weeks prior to the survey. This is also consistent with the results (1.9) for the 2006 survey.

Women now seem somewhat more likely than men to eat chicken outside of home frequently. Results are showing that women are more likely to have eaten chicken outside of the home five or more times in the two weeks prior to the survey (9% versus 6%).

As was found in previous surveys, respondents 65 years of age and older are significantly less likely than the overall sample to have eaten chicken outside their home in the two weeks prior to the survey. Further, those 65 years of age and older eat chicken out less frequently (1.2) than younger respondents (2.0). Additionally, the proportion of respondents 65 or older purchasing chicken at a food service location has decreased to 49% in 2007 (back to the level reported in 2005 - 50%) from 57% in 2006.

Unlike the pattern found in 2006, households with income of \$20,000 - \$29,999 are the most likely (74%) to have eaten one or more meals that contain chicken out of the house in the two weeks prior to the survey, while those earning \$30,000 - \$39,999 are the least likely (51%).

Respondents living in the Northeast and Midwest average fewer meals out of the house that contain chicken in the two weeks prior to the survey.

Region	Average number of times eaten chicken in two week period
Overall sample	1.8
South	2.2
West	2.0
Midwest	1.4
Northeast	1.3

Looking across the nine census divisions, respondents in the East South Central and Mountain areas are more likely, and Mid-Atlantic less likely, to have eaten one or more meals from food service that contained chicken in the two weeks prior to the survey.

Rotisserie chicken

Next, we asked respondents how frequently they purchased rotisserie chicken from a grocery store, takeout restaurant or similar foodservice outlet in the four weeks prior to the survey.

Nearly one-fourth (23%) of the respondents indicated they purchased rotisserie chicken in four weeks prior to the survey. While there is no consistent pattern for purchase by age, differences are noted. Both 18 to 24 year olds (30%) and 50 to 64 years olds (28%) are the most likely to have purchased rotisserie chicken out of the house, while 25 to 34 year olds are the least likely to have purchased (16%).

Similarly, there is no consistent pattern for the purchase of rotisserie chicken by income, but again some differences are noted. Respondents with an income of \$75,000 or more are the most likely purchasers of rotisserie chicken outside of the home (31%) and those with an income of \$30,000 to \$39,999 are the least likely to purchase (16%).

The respondents most likely to purchase rotisserie chicken from a takeout restaurant or similar foodservice outlet in the four weeks prior to the survey are those 25 to 49 years of age (59%). Not surprisingly, respondents 65 years of age and older are the least likely to purchase rotisserie chicken outside the home (40%).

Respondents in the West are more likely to have purchased rotisserie chicken from a grocery store, takeout restaurant or similar foodservice outlet in the four weeks prior to the survey than those in other parts of the country (West, 30%;

South, 25%; Northeast, 22%; and Midwest 17%.)

As would be expected, heavy users are more likely to have purchased rotisserie chicken outside the home in the four weeks prior to the survey (30% versus 16%).

Among purchasers, an average of 2.7 rotisserie chickens were purchased in the four weeks prior to the survey. Fourteen percent of the respondents indicate they purchased five or more rotisserie chickens in the time frame of interest. Six percent of the respondents told us they purchased eight or more rotisserie chickens in the four weeks prior to the survey.

Of the 2.7 purchases over the four week period, 1.7 were purchased at a supermarket or grocery store and 1.0 was purchased at a carryout restaurant or similar foodservice outlet.

The primary reasons for purchasing a rotisserie chicken seem to center on convenience and taste. Interestingly, relatively few purchasers of rotisserie chicken are concerned with value or nutrition.

Primary reason for purchase	Purchasers
	%
Very convenient/quick/easy meal	29
Tastes good	28
Already cooked/prepared	20
Family likes/prefers it	9
Saves time	7
Good value/saves money	4
Its nutritious	4
No time to cook	3
Smelled good in the store	3
Was a store special price or featured item	1
Better than fried chicken	1
Other	16
Don't know/no particular reason	3

Dark meat chicken usage

When respondents were asked about consumption of dark meat chicken, slightly over half (54%) reported they had eaten dark meat chicken parts in the four weeks prior to the survey. Among the total sample, respondents ate dark meat an average of 1.8 times in the time frame of interest.

Looking at those who had eaten any dark meat, the average number of times for eating legs, thighs, or drumsticks among this segment of the population was 3.2 times in the four weeks prior to the survey.

There are distinct patterns in consumption of dark meat chicken parts. Younger, lower income, males, and Western respondents are more likely than other segments of the population to have eaten dark meat chicken in the four weeks prior to the survey. Interestingly, medium users are about as likely as heavy users to have eaten dark meat in the four weeks prior to the survey.

Segment	Ate dark meat in four week period
	%
Overall sample	54
Men	60
18 - 24	61
Less than \$30,000	61
West	60
Heavy Users	59
Medium Users	61

Undated: Aug 28, 2007

Reasons might eat more dark chicken

We asked respondents for reasons they might eat dark meat chicken parts more often. Overall, the most frequently mentioned reasons given for possibly eating more dark meat chicken parts are if it tasted better, if it contained less fat and if the parts were more convenient to prepare.

Reasons	Total Respondents
	%
Any reason (net)	75
It tasted better	41
There was less fat	34
The price was lower	33
The parts were more convenient to prepare	32
You barbequed more frequently	28
You had more information and recipes about these parts	18
The parts were smaller	17
Some other reason	12
Wouldn't eat dark meat chicken	19
Don't know/no response	6