**Who Is Eating More Turkey than in 2015? Men 18–54, And Women 55+ ...**

![Bar chart showing turkey consumption by age and gender, with a note: Consumption is down 15% on average across Female 18–54 age groups, and down 7% among Gen Y (*millennials*)].

**...And They Are Eating Less Chicken, Beef And Pork (% Pt. Change 2015 –2017)**

![Bar chart showing percentage change in meat consumption by age and gender, with labels: turkey, chicken, beef, pork].

*Among all survey participants*

**Q:** Which of the following types of meat do you eat at least occasionally (about every 90 days), either as an entrée, or as an entrée ingredient (e.g., in a salad, soup, sandwich, wrap, etc.)? Select all that apply.
Don’t like how it’s menued

Usually not available at restaurant

Don’t like the taste

Don’t cook it at home

Why? Barriers Are Falling; Reasons For Not Eating Turkey Are Going Away

What Preparations Would They Eat More?

Highlights of the Technomic 2017 Center of the Plate: Poultry Consumer Trend Report (comparison to 2015 data sets)