

Key Findings

- Not surprisingly, top-of-mind awareness of lamb trails beef, chicken and pork by a wide margin.
- Also not surprising is that advertising awareness of lamb is well below that of beef, chicken and pork, which spend much more on advertising than lamb.
 - Advertising awareness of lamb currently stands at 11% among the core target and 3% among the broad target.
- Lamb consumption among the broad target heavily skews toward restaurant usage (42% eat it at a restaurant vs. 32% at home). In contrast, 40% of the core target eat it at both home and restaurant.
- The perception that lamb is imported is more prevalent among the core target than among the broad target.
- American lamb has a more favorable image than imported lamb, likely driven by superior quality and taste perceptions. American lamb is also perceived to be superior on healthfulness and appropriateness for special occasions.