PORK CONSUMERS FROM THE CITY OF JOÃO PESSOA, PARAÍBA: ECONOMIC MODEL AND FAVORITE TYPE OF CUT


Pork meat is consumed by people of all social levels, because of its accessible cost. Its consumers, regardless of any social level have a very distinct preference for the low fat content of this food. In this context this article aimed to know the socioeconomic profile and their favorite type of cut, as the fat content, from the consumers of pork in the City of João Pessoa, Paraíba. Thousand questionnaires were produced, being applied in 12 different places, these places were chosen at random in order to comprehend all searched city, and after applying these questionnaires the same were tabulated and submitted to descriptive statistic analysis with emphasis on the relative distribution of responses. The PROC FREQ procedure was used from the SAS statistical program. The majority of consumers who were interviewed are economically active, in other words, they work, 75, 78% of the interviewed told that they have a monthly income equal to or greater than a minimum wage, being 24.22 % of them unemployed. From the interviewed, 53, 85% answered that their prefer lean pork meat with a low fat content, however 46, 15% told that their prefer fatpork meat. The animal fat is a major fact in the development of cardiovascular diseases; it might cause problems to human health. With this is concluded that the majority of consumers interviewed: they work, and they earn equal to or greater than a minimum wage; they prefer lean pork meat, with low fat content.