In this study, red meat consumption preferences and factors affecting consumption were investigated according to income status of families living in urban areas in Isparta province, Central district. Face-to-face interviews were conducted with 320 households living in the urban area and the data were collected by questionnaire from January to March 2013. Households were divided into 3 different income groups according to their monthly incomes (households with 0-1,600 Turkish Lira (TRL), 1,601 - 3,500 TL and over 3,501 TL). Demographic characteristics, places of purchase, frequency of consumption, and reasons for branded product preferences were explored in the study. In addition, the relationship between socio-economic and demographic characteristics of consumers and red meat consumption was analysed by chi-square test.