Economic and political stabilities have led Turkey to rapid economic growth in the last decade. Such rise in economic growth has brought per capita increase in income in the country. Real per capita income was $3019 in 2001, while this figure jumps to $10578 in 2013 by 2.6-fold. In developing countries including Turkey, a hike in per capita income has led to increases in consumption of food subsistence of animal products and unsaturated food consumption of animal origin. In this study, we estimate household head and household-related factors affecting dairy consumption during 2002-2012. Data were obtained from the Household Budget Survey of Turkish Statistical Institute and we use Heckman Sample Selection System method. In this method, cross-pair correlations between consumption probabilities and levels of consumption expenditures were utilized. The cross-pair correlations include within each probability and levels of consumptions and as well as the cross correlations between the probabilities and levels of expenditures. Interactions of some key regressors and a time trend were included into the system to quantify changes in socio-demographic and economic structural of households. Many household head and household-related exogenous variables were found to be statistically significant in determining the likelihood of participation and levels of dairy expenditures. Marginal impacts along with their corresponding standard errors both on the probabilities and levels of expenditures were derived, while some key dairy expenditure elasticities with their standard errors are reported.