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## **The Hearth, Patio & Barbecue Association's 2009 National Barbecue Month Consumer Poll Quick Facts**

- **Mood for Outdoor Cooked Food:** The appeal of having fun with family and friends (40 percent) coupled with the desire to be outside (22 percent) set the mood for consumers to cook outdoors. And, for some, just the smell of delicious outdoor cooked food gets their juices flowing (13 percent).
- **Your Presence is Requested:** When considering an invite to someone else's barbecue, the majority of consumers (94 percent) stated that their number one reason for attending a barbecue or cook-out is to spend time with friends and family, while 65 percent would attend for the casual laid-back atmosphere and one in five would be lured by the cook's reputation as a grilling guru.
- **"Come and Get It":** Surprisingly, two-thirds (65 percent) of the consumers polled prefer an old fashioned phone call to be invited to a barbecue, versus an email or other electronic or social networking invitation, followed by 22 percent who would rather receive an in-person invitation.
- **Party Planners Rejoice:** The best cook-out is one that is planned a few days ahead of time, says 43 percent of consumers. But, procrastinators shouldn't fret because there's still room for last minute get-togethers with 38 percent preferring a more spur-of-the-moment gathering.
- **Order Up:** Beef wrangles the top spot on the outdoor food menu (38 percent) with chicken close behind (23 percent), then seafood, including salmon, shrimp or lobster (19 percent). On the flip side, six percent of respondents opted for going meatless with seared fruit (one percent) or veggies (five percent).
- **Tunes of the Trade:** When considering what tunes to set the mood, oldies (16 percent) or country music (15 percent) were the most popular genres among poll respondents, followed by rock/alternative (12 percent) then jazz (eight percent) and R&B (eight percent).

### **About the Poll**

*The findings are taken from a survey of 1,000 people, conducted by the polling company™, inc. from February 27 – March 2, 2009. The margin of error is +/- 3.1 percentage points at the 95% confidence level.*

*For more information, visit [www.hpba.org](http://www.hpba.org)*