



State of the Barbecue Industry Report

The Hearth, Patio & Barbecue Association (HPBA) has conducted the ***HPBA Barbecue Lifestyle, Usage & Attitude Study**** on a biennial basis since 1983. The following is select information from that study for the *State of the Barbecue Industry Report*.

A Sizzling Industry

- More than 16.7 million grills and smokers were shipped in 2008, marking an 18 percent increase since 2003.
- Nine out of 10 (95 percent) grill owners used their grill in the past year, an increase of 4 percent over 2003.
- Nearly eight out of 10 (77 percent) households own an outdoor barbecue grill or smoker, a 5 percent increase from 2003.
- Sixty-eight percent of households own a gas grill, followed by charcoal (37 percent) and electric (2 percent).
- LP gas grills continue to be the most widely owned type of grill, with 94 percent of all gas grill owners owning an LP gas grill.

Grill Usage

- The majority of grill owners use their grills year-round (58 percent), and 45 percent use their grills one to two times per week during the peak grilling season (May through September).
- Traditional summer holidays top the list of the most popular grilling holidays: the Fourth of July (69 percent), Memorial Day (56 percent) and Labor Day (50 percent).
- Nearly half (43 percent) of grill owners see their outdoor grilling area as a functional cooking area of their home, while a third see it as a place to rest and relax.
- Forty percent of consumers have a large moveable grill system on a modest patio/deck, with some outdoor furniture and an informal place to eat.
- Consumers say an easy ignition system (72 percent) and large grilling surface (55 percent) are the most important features of a gas grill, followed by durability (52 percent), ease of cleaning (47 percent) and safety (42 percent).
- Multipurpose utensils such as long-handled tongs (80 percent) and forks (64 percent) are the most popular utensils used by gas grill owners, followed by a grill-cleaning brush (74 percent) and long-handled spatula (58 percent).
- Among charcoal grill owners, the most popular utensils are long-handled tongs (77 percent), forks (64 percent), grill-cleaning brushes (63 percent) and long-handled spatulas (59 percent).

Tasty Trends

- Meats, including burgers (82 percent), steak (79 percent), chicken parts (72 percent) and hot dogs (71 percent), top the list of the most popular foods prepared using a grill.
- Charcoal grill owners are most often prompted to cook on their charcoal grills by their desire to eat good-tasting food (77 percent).
- Four in 10 consumers who cook on a charcoal grill (39 percent) normally use barbecue sauce to add flavor to their dishes. Most popular flavors include hickory (65 percent), mesquite (49 percent) and honey (49 percent).
- When charcoal grilling, over half of consumers (56 percent) use marinades.
- Dry meat rubs are popular among consumers. In fact, dry rub usage has increased among gas grill owners to 59 percent in 2007, from 21 percent in 2003.

Household Roles

- The male head (52 percent) normally makes the decision to cook, lights (65 percent) and cooks (59 percent) on the charcoal/wood grills.
- When entertaining and cooking outside, the male head normally cooks on a grill: specifically, 67 percent on a gas, 62 percent on a charcoal and 56 percent on an electric grill.
- Whether male or female, the primary grillers in the majority of households considers themselves to be average or above in terms of cooking skills.

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This research was conducted online via the TNS Interactive Panel in July 2007 with a sample size of nearly 29,000. The sample size included households assembled to be representative of the latest U.S. Census in terms of geography, age of head of household, market size, annual household income and household size. All respondents are 18+ years old.

About the Hearth, Patio & Barbecue Association (HPBA)

The Hearth, Patio & Barbecue Association (HPBA), based in Arlington, Va., is the North American industry association for manufacturers, retailers, distributors, representatives, service firms and allied associates for all types of hearth, barbecue and patio appliances, fuels and accessories. The association provides professional member services and industry support in education, statistics, government relations, marketing, advertising and consumer education. There are more than 2,800 members in the HPBA.

**Use of the HPBA State of the Barbecue Industry Report findings should be credited to the Hearth, Patio & Barbecue Association. Visit www.hpba.org for additional information.*

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