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**The Hearth, Patio & Barbecue Association's
Fall 2008 Consumer Opinion Poll Quick Facts**

Staying In to Grill Out – When it comes to satisfying cravings for delicious grilled food, the majority of consumers (66 percent) prefer to forgo a local restaurant and grill out at home.

The “Stay-cation” Staple – With rising gas prices affecting vacation travel, a vast majority of survey respondents said they would opt for a barbecue or cookout at home, instead of eating out at a restaurant (66 percent to 28 percent, respectively) as a fun activity to enjoy with family and friends.

Counting on the Cook – No one wants a griller who can't deliver. One in four (26 percent) consumers say when it comes to manning the grill, they prefer “the accommodator” – a griller who serves a variety of different foods including meat, fish and vegetables. Other top picks include:

- *Mr. Clean* – Keeps the grill and surrounding area clean (24 percent)
- *The Finisher* – Cooks the meat to the perfect temperature (22 percent)
- *The Spot-On Saucer* – Perfectly sauces, spices or marinades the food (19 percent)

The Barbecue “D” List – Choosing who NOT to invite to a barbecue is easy for consumers. A quarter of respondents would not want to invite a “control freak” – someone who bosses everyone around during their backyard event. Other no-invites include:

- *The Slob* – Makes a big mess and doesn't clean up after themselves (24 percent)
- *The Picky Eater* – Doesn't want to eat anything that the host serves (18 percent)
- *The Moocher* – Doesn't bring food to the party or doesn't help with anything at the cook-out (13 percent)
- *The Boastful Bragger* – Brags too much about his or her grilling skills (7 percent)
- *The Backseat Griller* – Gives unwanted grilling advice (4 percent)

The Celebrity Zest – Consumers pinpoint celebrity chefs as their go-to guru for grilling lessons. If given the chance to ask one question face-to-face with a celebrity chef, nearly three in ten (29 percent) respondents would take the opportunity to ask which spices taste best with certain grilled foods. Twenty-two percent would “grill” the celebrity chef for his or her all-time favorite recipe or a quick, no fuss recipe (17 percent), followed by how long to grill certain foods (17 percent) and how to keep the grill in top condition (8 percent).

About the Poll

Poll findings are taken from a survey of 1,000 people, conducted by the polling company™, inc. from August 7-10, 2008. The margin of error is +/- 3.1 percentage points at the 95% confidence level.

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