



Deidra Darsa
HPBA
703.522.0086 ext. 129
darsa@hpba.org

Media Contacts:
Susie Schoenberger
Fleishman-Hillard
202.828.8874
Schoenbs@fleishman.com

NEW NATIONAL POLL REVEALS CONSUMERS PREFER TO COOK OUTSIDE ON THE GRILL
The Weather, Casual Atmosphere and Ability to Accommodate More People are Top Reasons Why Consumers Dine Alfresco

Arlington, VA (May 1, 2008) –Reigniting their thrill for the grill, consumers are heading outside to enjoy mouthwatering grilled meals this May for National Barbecue Month (NBM) and all summer long. As revealed in the Hearth, Patio & Barbecue Association’s (HPBA) national consumer poll, three in four consumers (76 percent) prefer to cook outside on the grill than indoors on the stove, when entertaining during the warmer months. The delicious tastes and savory aromas from the grill, combined with the enjoyment of warmer weather and the casual atmosphere of the great outdoors, will have consumers firing up the grill for delicious meals throughout the peak grilling season.

“Throughout the warmer months, and really all year long, consumers love to take their meals outside to prepare on the grill,” said Leslie Wheeler, HPBA Communications Director. “From pizzas and quesadillas, to veggies, meats and even biscuits, the possibilities are endless for breakfast, lunch, dinner or even dessert. State-of-the-art and out-of-this world grills and accessories are more innovative and advanced than ever before to meet every outdoor chef’s need.”

Lessons Learned

When it comes to grilling technique and style, consumers are serious about grilling up a good meal and doing it the right way. In fact, the HPBA poll revealed that if given the chance, an overwhelming sixty-three percent of respondents say they would rather learn to grill from a true pro – a celebrity chef. In contrast, less than ten percent of survey respondents were interested in learning from their favorite athlete, supermodel, famous actor or actress, presidential candidate, or rock star.

Although serious about their technique, grillers aren’t hot to talk about their grilling secrets. When chatting around the grill, expect to hear sizzling stories about anything but the food. Thirty-nine percent of consumers admit they gossip about the neighborhood, family and friends more than any other topic when socializing around the grill. While not as popular, other topics discussed around the grill included global news, politics and events (18 percent) and sports (16 percent), respectively.

Barbecue Trends Breakout

With a record-breaking year in 2007, the barbecue industry continues to thrive because of consumers’ passion for delicious grilled food. The following trends from the 2007 State of the Barbecue Industry Report* detail consumers’ grilling habits:

- **Everyone's Doing It.** Nearly eight out of 10 (77 percent) households own an outdoor barbecue grill or smoker, a 5 percent increase from 2003. And, in households of four or more members, the percentage jumps to 89 percent.
- **Got Gas?** Sixty-eight percent of households that own a grill, have a gas grill, followed by charcoal (37 percent) and electric (2 percent).
- **Grilling Gurus.** 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).
- **Holiday Hot Spot.** 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).
- **Sizzling Smells.** 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.
- **Move over Meats.** Consumers' are also wild about veggies, with corn and potatoes among the most popular veggies to cook on a grill.

National Barbecue Month Quick Tips

HPBA offers the following tips for consumers to keep in mind as they head outside to grill during NBM and all year long:

- Don't forget about your grilling accessories — they are just as essential as the food.
- Evaluate your grill and consider replacing it if you have rusted or wobbly legs, or if the manufacturer's safety guidelines are not being met.
- Consider placing a heat resistant grill pad or splatter mat beneath your grill to protect your deck or patio from any grease that misses the drip pan.
- Make sure you have enough fuel, i.e. a full propane cylinder or a bag of charcoal.

For more great grilling tips, resources and recipes, please visit www.hpba.org/nbm

###

About Hearth, Patio & Barbecue Association (HPBA)

The 2,800-member 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.

***About the State of the Barbecue Industry Report**

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 National Barbecue Month Consumer Poll

Survey findings are taken from a survey of 1,000 people, conducted by the polling company™, inc., from January 24-27, 2008. The margin of error is +/- 3.1 percentage points at the 95% confidence level.