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## **The Hearth, Patio & Barbecue Association's** *2006 National Barbecue Month Consumer Survey* *Highlights*

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**Easy Grilling** - Americans say an easy clean up is one of the most pleasurable parts of grilling food outdoors. In fact, among *all* adults surveyed, a majority (70 percent) say they find “a lot” of pleasure in having few or no pots and pans to clean up. For women, that’s even more true: 77 percent say they find “a lot” of pleasure in having few or no pots or pans to clean after cooking on a barbecue compared to 62 percent of men.

**It’s Macho** - Men are more likely than women to say they find “a lot” of pleasure in being in control of an open flame while grilling (65 percent compared to 56 percent, respectively).

**Happy and Healthy** - Many grillers like to barbecue because they consider it a healthy and convenient way to cook. Among all adults surveyed, nearly half (45 percent) say grilling is a great way to make a healthy meal while 34 percent say it’s a quick and easy way to make a meal during the week.

**Veggie-tales** - Given the recipe or know-how, adults admit they would be more likely to cook vegetables on the grill. Other types of food they’d experiment with on the grill: appetizers (30 percent), followed by desserts (15 percent) and breakfast foods (15 percent).

**It Tastes Good** – Marinating overnight adds the most flavor to grilled foods, according to 60 percent of adults surveyed, followed by massaging in rubs and spices (17 percent), adding nothing/cooking “as is”(10 percent), or adding flavored wood chips to the grill (9 percent).

**It’s NOT Getting Hot in Here** – Keeping the home cooler in the summer by cooking outside encourages one out of four consumers to grill or barbecue.

**Experiments Encouraged** – Survey respondents revealed what most encourages them to use their grills include cooler indoor temperatures (23 percent), less clean up time (19 percent) and the belief that outdoor grilling fosters more family participation (19 percent).

### **About the Survey**

During the weekend of March 4 to 6, 2006, an omnibus telephone survey was conducted by Opinion Research Corporation’s CARAVAN Omnibus Survey (ORC) to gather information about new and unusual grilling and barbecuing trends. The telephone survey included 1,035 adults, 18 years of age and older, throughout the continental U.S.