



1901 N. Moore St. Suite 600  
Phone: (703) 522-0086  
Fax: (703) 522-0548  
Email: [hpbamail@hpba.org](mailto:hpbamail@hpba.org)  
Web Site: [www.hpba.org](http://www.hpba.org)

## **Frequently Asked Questions about Barbecuing (August, 2006)**

### **1. How many people in the U.S. barbecue?**

81 percent of U.S. households (89 million) have at least one grill.

### **2. How often do they cook outdoors?**

Nine out of ten grill owners (96%) used their grill in the past year. The typical barbecuing household cooks outdoors 25 times during “the season” (mid-May through mid-September). Sixty percent of all grills owners cook out year-round. Ninety percent of all barbecuing is done at home.

### **3. How many grills are currently in use?**

The average household owns 1.2 grills. With 89 million U.S. households owning at least one grill, that means there are approximately 107 million grills in use. Seventy-eight percent of grill owners have one grill; 32% have more than one.

### **4. How many grills are sold each year?**

Nearly 15 million grills were shipped in 2005.

**5. How long does a grill typically last?**

The average gas grill in use is 3.3 years old; charcoal 3.4; and electric 3.2.

**6. What does the average grill cost?**

The average gas grills sells for \$236.80; charcoal for \$95.80; and electric \$140.90. However, today there are versatile stainless steel grills that sell for up to \$10,000.

**7. Where are grills most often purchased?**

In 2005, 34 percent of all grills (gas, charcoal, electric) were sold by mass merchants; 31% by home improvement stores; 7% by department stores; 6% by hardware stores; and 4% by specialty retailers.

**8. What are the most popular barbecue occasions?**

Seventy-five percent of U.S. barbecuing households cook out on July 4<sup>th</sup>; 65% on Memorial Day; and 55% on Labor Day.

**9. Who does the barbecuing in the typical household?**

Typically, two-thirds of households normally have the male head of household light the grill and cook, particularly when entertaining family or friends.

**10. Does the typical gas grill owner use an LP cylinder exchange or go to a refill location?**

Ninety-four percent of gas grills use LP/propane fuel; 76% of the grills came with the LP cylinder. Forty-six percent of gas grill owners have 2 or more cylinders to avoid running out of propane. Fifty-two percent

of them refill the empty for reuse; 27% exchange for a new/full cylinder.

**11. Does the typical charcoal grill owner use instant light or regular briquettes? What is the most popular type of charcoal used?**

Fifty-two percent of charcoal grill owners normally use regular charcoal briquettes; 27% often use the instant light variety. Far fewer grill owners use wood, flavored charcoal briquettes, light-the-bag briquettes or natural lump charcoal, although the use of lump charcoal is increasingly rapidly.

**12. What are the most popular tools, utensils and accessories?**

Long-handled tongs, forks, spatulas and brushes, grill cleaning brushes, gloves/mitts and a grill cover are the most essential and typically bought at time of grill purchase.

**13. How many outdoor cooks use barbecue sauce?**

About half of charcoal grill owners are frequent users of barbecue sauce, slightly fewer gas grill owners use it. Barbecue sauce is used in one of three ways: as a condiment, brushed on during cooking or as a marinade.

**14. What are the most popular foods cooked outdoors?**

Burgers, steak, chicken, hot dogs, sausage, and ribs top the list, although the list grows exponentially as outdoor chefs grow more adventuresome and sophisticated in their grilling or smoking activity.

**15. Outdoor Rooms are a recent phenomenon. Just how popular have they become?**

A 2005 HPBA study showed that 21% of gas grill owners have what they consider “upscale” or “very upscale” outdoor rooms, whatever

they may call it. A basic outdoor room on an existing patio including a quality grill, dining furniture, lighting and umbrellas can be had for about \$2,500. Of course, if budget is not an object it can easily escalate to \$50,000 with an in-ground pool, island grill and high end landscaping. The important things to bear in mind are that a phased-plan over several years may be the best approach, and an affordable outdoor room is within the reach of most homeowners.

**16. What about flavored wood chips, chunks and pellets?**

These natural wood products have become more popular in the past several years; outdoor chefs have come to love the special flavor they impart to a range of foods. Half of charcoal/wood grill owners have used them. Hickory and mesquite are by far the most popular by more than 3-to-1 over the next flavors (apple, oak, cherry). Thirty-seven percent of gas grill owners have used chips, chunks or pellets. The same flavor preferences apply as to charcoal grills. There are grills that burn pellets as a main source of fuel while wood chunks have also become a popular primary cooking fuel.

**17. How many turkey fryers/fish cookers are in use nationwide?**

The Hearth, Patio & Barbecue Association (HPBA) estimates that approximately 2.2 million households owned turkey fryers/fish cookers in 2005. A new Canadian Standards Administration (CSA) approved electric turkey fryer has recently been introduced for use indoors or out.

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