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New National Poll Reveals Cooking Out Beats Eating Out

Outdoor Cooking Named the Easy Way to a Tasty, Healthier, No Stress Meal

Americans agree that cooking out is the easy and delicious way to enjoy meals with friends and family. That's why this National Barbecue Month in May, there's no better way to celebrate than taking it outdoors and kicking off the summer season with a cookout with friends or family. In fact, according to results from the **Hearth, Patio & Barbecue Association's (HPBA) 2011 National Barbecue Poll**, cooking out even trumps eating out and the benefits of grilling and barbecuing abound:

- **Easy Does it.** The majority of Americans (81%) report that at least one aspect of grilling outside is easier than cooking indoors. The most convenient parts are cited as cleanup (49%) followed by the cooking process itself (40%).
- **More Money, Less Problems.** 70% of Americans say that they prefer cooking out over eating out to save money. The majority of adults (58%) agree that cooking out is also more fun and relaxing than dining out and beneficial for avoiding travel (58%), dress codes (57%) and crowds (56%).
- **Healthier Choice.** 70% of Americans say cooking out gets them in a healthier routine, specifically by encouraging time spent outdoors instead of cooped up in the house. Outdoor cooking also encourages adults to make smarter food choices such as eating fresh rather than frozen foods (54% agreed) and cooking healthier food on the grill overall (40% agreed).
- **Family Ties.** 64% percent of adults say a barbecue is a better way to spend quality-time with their friends or relatives. More so, 36% directly associate barbecues with family tradition.
- **Got-to-have Gadgets.** Accessories make already-convenient outdoor cooking even easier. When it comes to the go-to tools, Americans report top usage of tongs (77%) followed by a spatula or brush (65%), rubs and marinades (62%), skewers (37%), baskets (20%), apparel and aprons (16%) and printed recipes (9%).
- **Word Travels Fast.** Social media is growing as the preferred way to get the cookout word out. Nearly a quarter of Americans (23%) identified social media as the easiest way to invite friends and family to a barbecue. This marks a 22% increase in consumer preference for social media invitations since 2009 (up from 1% two years ago), according to HPBA's year-to-year national data comparisons.

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About the Poll: *The findings are taken from a survey of 1,000 people, conducted by the Polling Company™, Inc. from March 31 - April 3, 2011. The margin of error is +/- 3.1 percentage points at the 95% confidence level. For more information, visit www.hpba.org .*