

# Statistics

## GRILL AND SMOKER OWNERSHIP AND USAGE INCREASE OUTDOOR COOKING TREND REMAINS STRONG

HPBA's 2011 Barbecue Consumer Survey, conducted in August, showed that 86% of the 112 million households in the United States own a grill or smoker. This percentage is up four percentage points compared to the 2009 data. Of the total households owning a grill or smoker, charcoal grill ownership increased five points to 47% of the households, gas grill ownership is 68% and electric grill ownership is 7% of U.S. households.

Consumer usage and satisfaction are sky high. Of the respondents, a whopping 99% used their grill this past year, and 94% of the respondents indicated they were satisfied with their grills and smokers. When a repair is needed, 95% of the owners do it themselves rather than taking it to an authorized service center.

Consistent with past survey results, outdoor cooking is still a man's world. The male head of the household is the decision maker as to what kind of grill to buy and what to cook on the grill, and he will also do the cooking. And, 62% of the outdoor chefs polled don't mind cooking in the cold. The survey indicated that year-round cooking is up six percentage points, to 62% of the households.

Another statistic that is consistent year-after-year, is why grill owners like to cook outdoors – it is the taste, of course. And 38% (that's up from 33% in 2009) feel that food cooked outdoors is healthier than if it's cooked inside.

Cooking a meal outdoors has increased at least five percentage points across the top three outdoor cooking holidays – 77% of grill owners use their grill or smoker on the Fourth of July, 62% over Memorial Day and 60% on Labor Day. Hamburgers, steak and hot dogs are the perennial top favorites.

The 2011 results also indicated a steep increase in tailgating. Thirty-five percent of grill and smoker owners have tailgated in the last two years, which is up 22 percentage points. Not surprisingly, over half of the tailgaters take their grill to a football game. If you attended last year's



Hearth, Patio & Barbecue Expo in Salt Lake City, you saw the multitude of portable gas, charcoal and electric grills on display.

The outdoor cooking area continues to be an important feature of a home. Four out of ten that responded to the survey describe their outside cooking area as “a large moveable grill on a modest patio.” However, 17% of the respondents (up five points compared to 2010) called their grilling area “a large moveable upscale grill on a patio.” And, at the top of the luxury homes list, eight percent responded that they had a “very upscale area” – this is a three percentage point increase compared to 2009.

Retailers should take advantage of the definitely-here-to-stay trend to cook and entertain outdoors. When you are attending the HPBExpo ([www.hpbexpo.com](http://www.hpbexpo.com)) in Atlanta in March, be sure to put grills and smokers, grilling accessories and barbecue sauces on your must-see list. The complete results of the 2011 Barbecue Consumer Survey are available at no charge to HPBA members by contacting Gwen Thompson, [thompson@hpba.org](mailto:thompson@hpba.org).



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