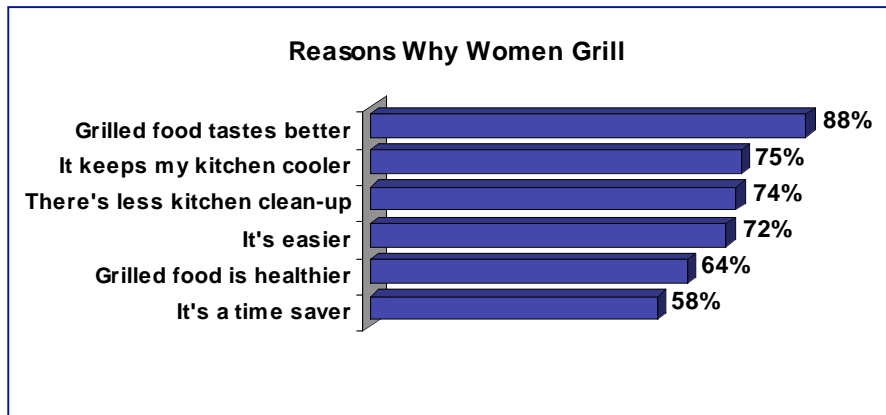


Fact Sheet: Consumer Grilling Survey

More women are stepping up to the grill.

- More than one-in-three women (37 percent) say they are the person in their household who is most likely to cook on their outdoor grill. When asked who in their household was most likely to cook out on the grill while growing up, only one-fifth (23 percent) say it was their mother.
- When asked for reasons why they personally like to cook on an outdoor gas grill, 88 percent of female respondents say it was because grilled food tastes better.



- Although men and women share similar reasons for grilling, women place far more emphasis than men on keeping the kitchen cooler (75 percent vs. 54 percent) and the healthy qualities of grilled food (64 percent vs. 51 percent).
- According to the survey, women reported being the primary decision makers in 22 percent of outdoor gas grill purchases.
- In addition, 71 percent of the women surveyed agreed that they feel comfortable buying, exchanging or getting a propane tank refilled and 52 percent feel confident hooking up the propane tank to their gas grill. Almost 75 percent disagreed with the statement that they felt intimidated using the outdoor gas grill.

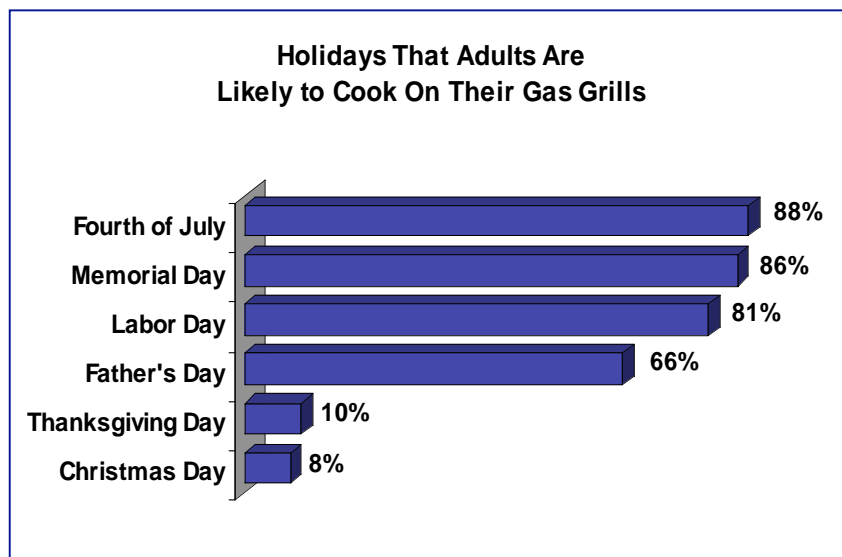
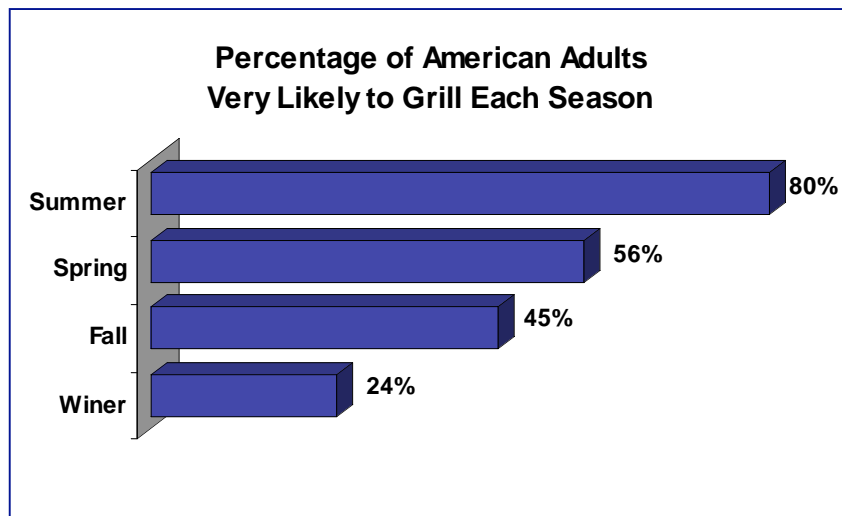
<i>During the grilling season, about how often do you cook on your outdoor grill:</i>		
	<i>Women</i>	<i>Men</i>
Every day	6%	4%
A couple times a week	60%	53%
A few times a month	21%	30%
Once a month	8%	5%
Less often than that	3%	6%
Don't know/Not sure	2%	2%

Battle of the sexes: women rate themselves vs. men on common grilling tasks

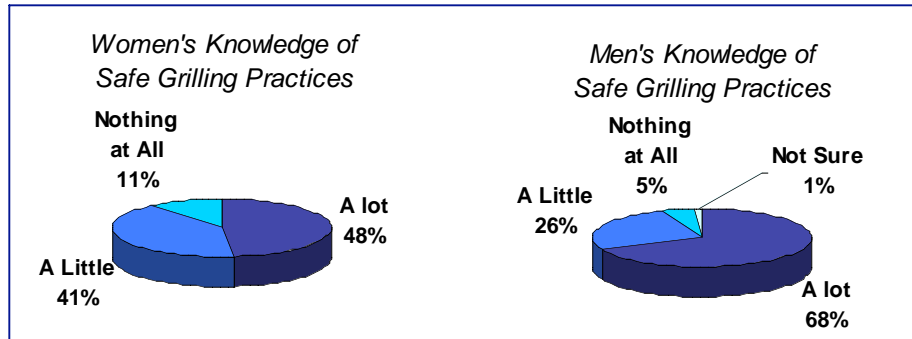
- More than half of women surveyed (53 percent) say they think they would do a better job than their spouse or partner keeping the grill clean and more than one-in-three say they would do a better job cooking on a grill and following safe grilling practices (38 percent in each case).

Outdoor grilling heats up: more adults grilling year-round and with greater frequency.

- More than one-third of adults (38 percent) say they are grilling more often as compared to the last few years.
- During the grilling season, five percent of adults say they cook on their outdoor grills “every day” while 57 percent say they cook on their outdoor grills “a couple times a week.” Another one-in-four (25 percent) say “a few times a month.”
- When it comes to the times of the year when most people do their grilling, it’s no surprise that summer tops the list, but many people are now grilling year-round:



Women Trail Mens' Knowledge of Safe Grilling Practices.



About the Survey

The survey, which asked outdoor gas grill owners a variety of questions about their grilling habits as well as their attitudes towards grilling practices, was conducted for PERC using Opinion Research Corporation's CARAVAN National Omnibus. Telephone interviews were conducted from January 11-14, 2007, with a nationally representative sample of 409 adults who currently own an outdoor gas grill. The margin of error is +/- 4.9 percent.

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