

# Americans Get Fired up to Grill with Beef This Summer and Beyond

## Survey Fact Sheet

Recent survey findings uncovered that America is turning up the heat when it comes to grilling with beef.



## Beef is King of the Grill

This grilling season, it's clear that when it comes to the grates, Americans prefer beef. In fact, nearly three out of four American grillers say the ONE meat they most often grill is beef (**69%**) versus chicken (**25%**) or pork (**6%**).

And their first meal of the season is no different. When they fire up the flames for the first time this summer, nearly two-thirds of grillers will cook beef (**62%**) instead of chicken (**28%**), pork (**6%**), fish (**3%**) or turkey (**1%**). Plus, one-third plan to kick off grilling season with lean beef burgers as their first beef choice.



### WHENEVER, WHEREVER

Why reserve grilling for just the summer months? More than 40 percent of those who like to grill said they'd fire up the flames year round - no matter the temperature.

### "EYE" LOVE YOU

Beef fans may love all steak varieties, but they still have their preferences. When it comes to some of their favorite cuts on the grates, American grillers are nearly twice as likely to grill Ribeye (22%) than Sirloin (12%), T-Bone (11%) or Tenderloin (11%).

## Adding Some Heat to the Relationship

Men and women agree that steak signifies romance.

### 24/7

When grillers are looking for a great 'I love you every day' meal on the deck, 50 percent more grillers say they'll put some steak on the grill, well ahead of chicken (23%).

### THE SECRET TO A HAPPY MARRIAGE

Looking for a special wedding gift? 85 percent of married, American grillers declare that they would have been happy to receive a grill for their wedding. 78 percent of these couples started grilling more after they got married.

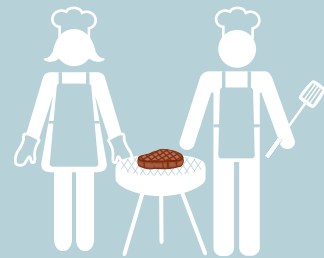
### WORK IT

Those who like the grates also believe that grilling gives their partners a little extra 'something.' In fact, 20 percent agree that their partner is even sexier when they're working the grill. Plus, about one-third of male grillers say that hitting the grates makes them feel sexier!



## Men (and Women!) "Beef Up" the Grill...

84 percent of male grillers consider themselves to be at least 'competent' on the grates - but they aren't the only ones that like to handle the tongs. In fact, nearly 44 percent of female grillers consider themselves to be at least 'comfortable' with their grilling skills.



## Grilling Wars!

### BURGER BREAKDOWN.

In a regional shakedown of who builds the best burger, the West wins! Not only do they include more condiments on their burgers, but consistently get more creative by including more cheese, bacon and avocado than any other U.S. region.

**NORTH VS. SOUTH.** Northeasterners are the most frequent summer grillers with more than half (**52%**) firing up the grates at least two or three times a week. However, Southerners are the most likely to say grilling season lasts all year (**47%**).



## Most Popular Holiday for Grilling?

The results are in! The Fourth of July is the most popular day for grilling with 90 percent of American grillers cooking out, followed by Labor Day (75%) and Memorial Day (73%).