

**Bespoke Intel**

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**BBQ Grills Survey**  
**WEBR, COOK**

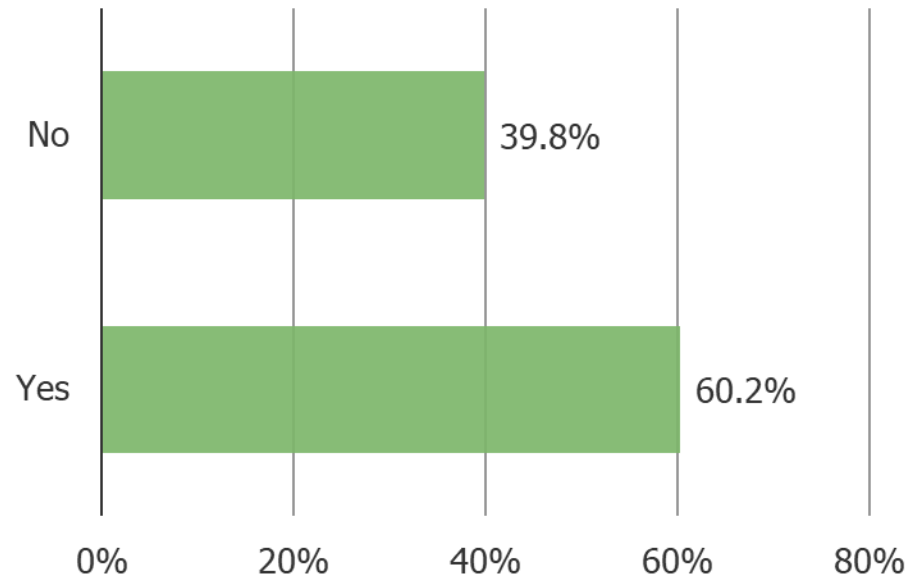
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**1,252 US Consumers Balanced to Census**

**November 2021**

### Do you own a grill/barbeque?

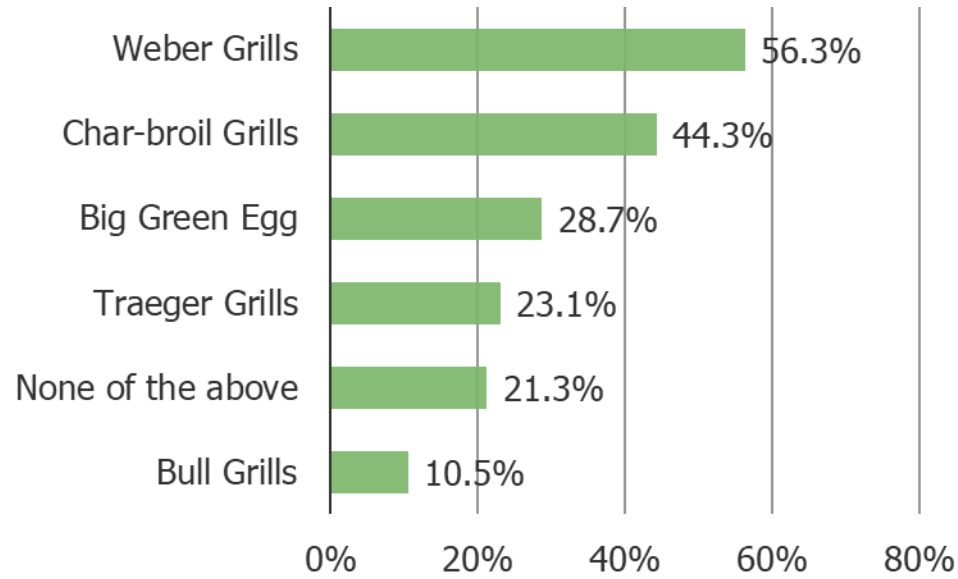
Posed to all respondents.



N=1252

Have you heard of any of the following brands? Select ALL that apply

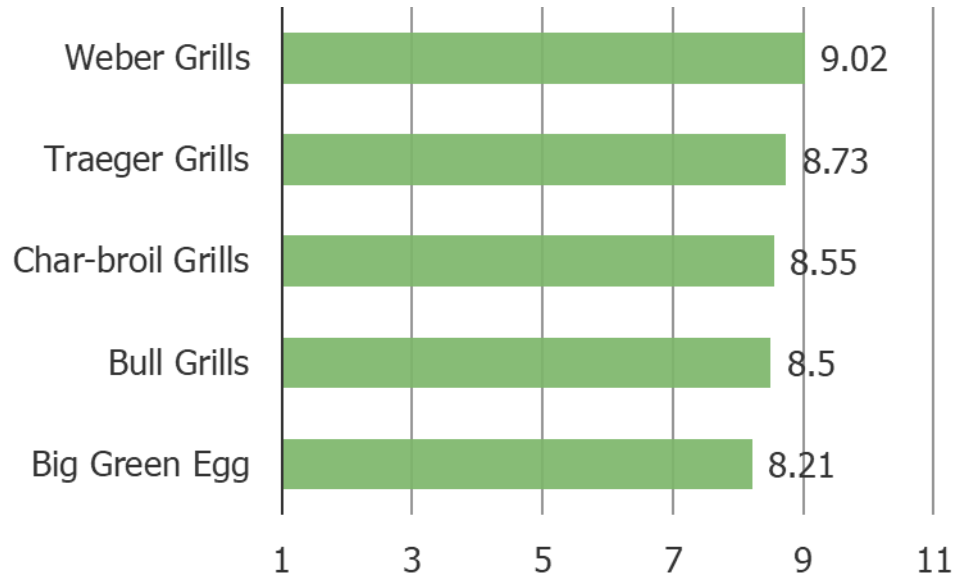
Posed to all respondents.



N=1252

### What is your opinion of the following?

Posed to respondents who said they are aware of each of the following.



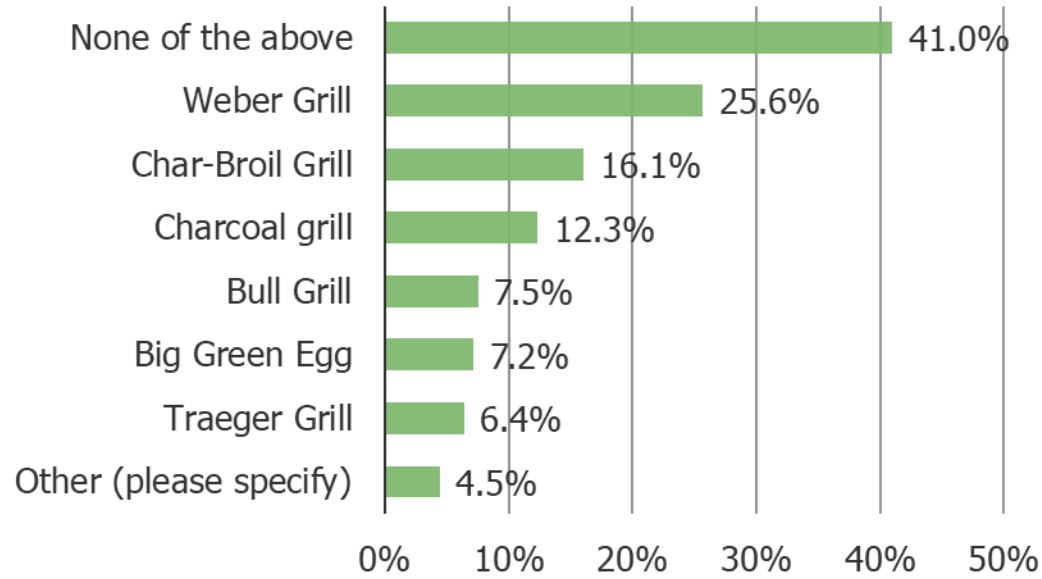
	N =
Big Green Egg	359
Bull Grills	132
Char-broil Grills	556
Traeger Grills	289
Weber Grills	705

Weighted Average Guide:

- 0, Very Negative = 1
- 1 = 2
- 2 = 3
- 3 = 4
- 4 = 5
- 5 = 6
- 6 = 7
- 7 = 8
- 8 = 9
- 9 = 10
- 10, Very positive = 11

**Do you own any of the following? Select ALL that apply**

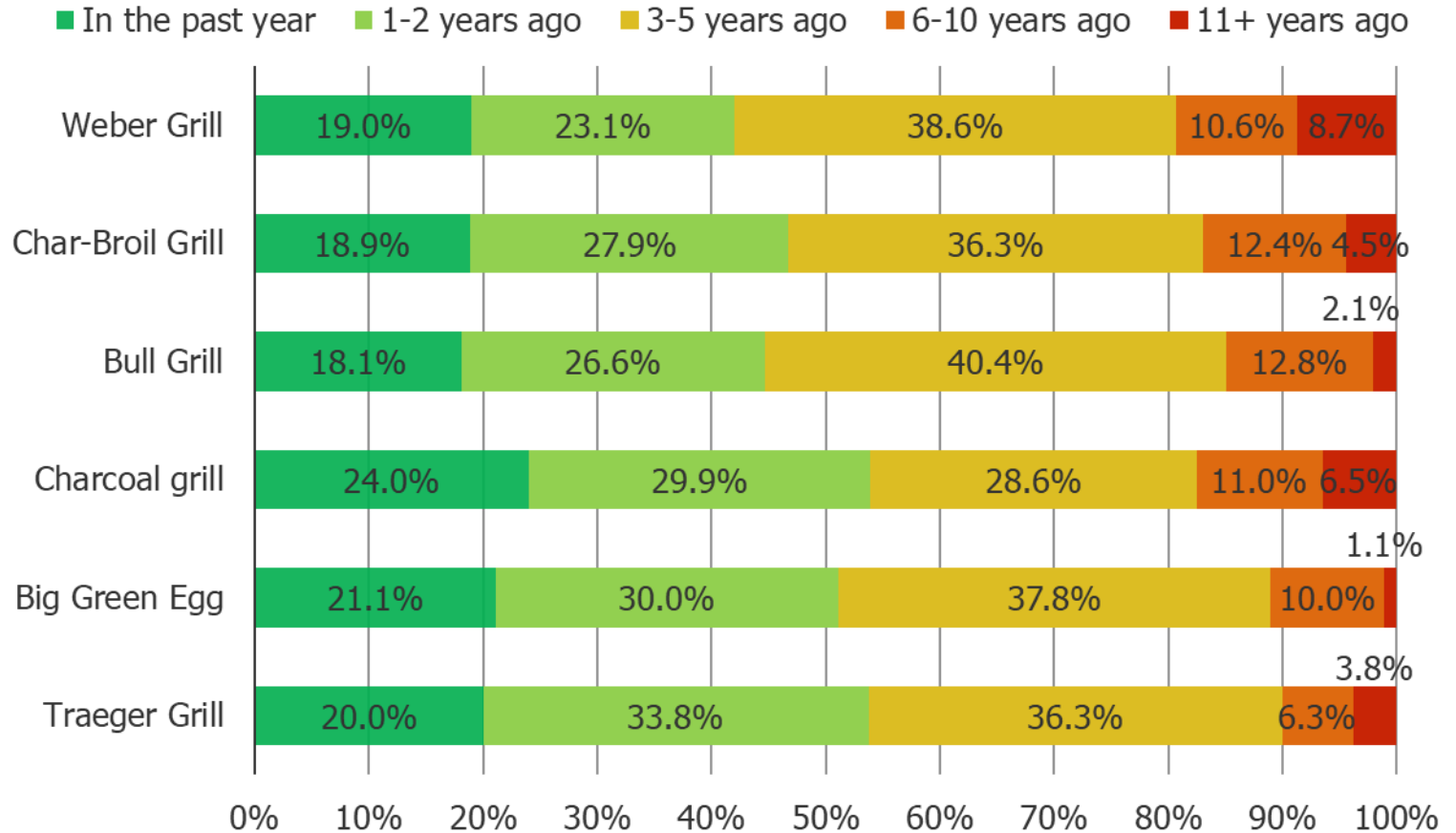
Posed to all respondents.



N=1252

### When did you get this item?

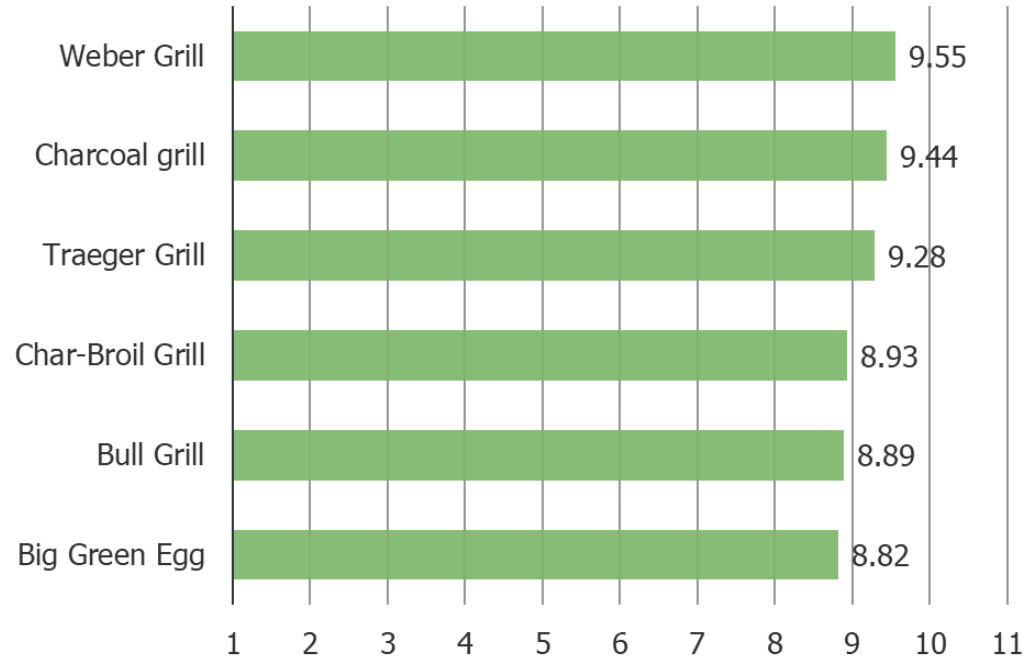
Posed to respondents who said they own each of the following.



	N =
Traeger Grill	80
Big Green Egg	90
Charcoal grill	154
Bull Grill	94
Char-Broil Grill	201
Weber Grill	321

### How satisfied are you with your grill from the following?

Posed to respondents who said they own each of the following.



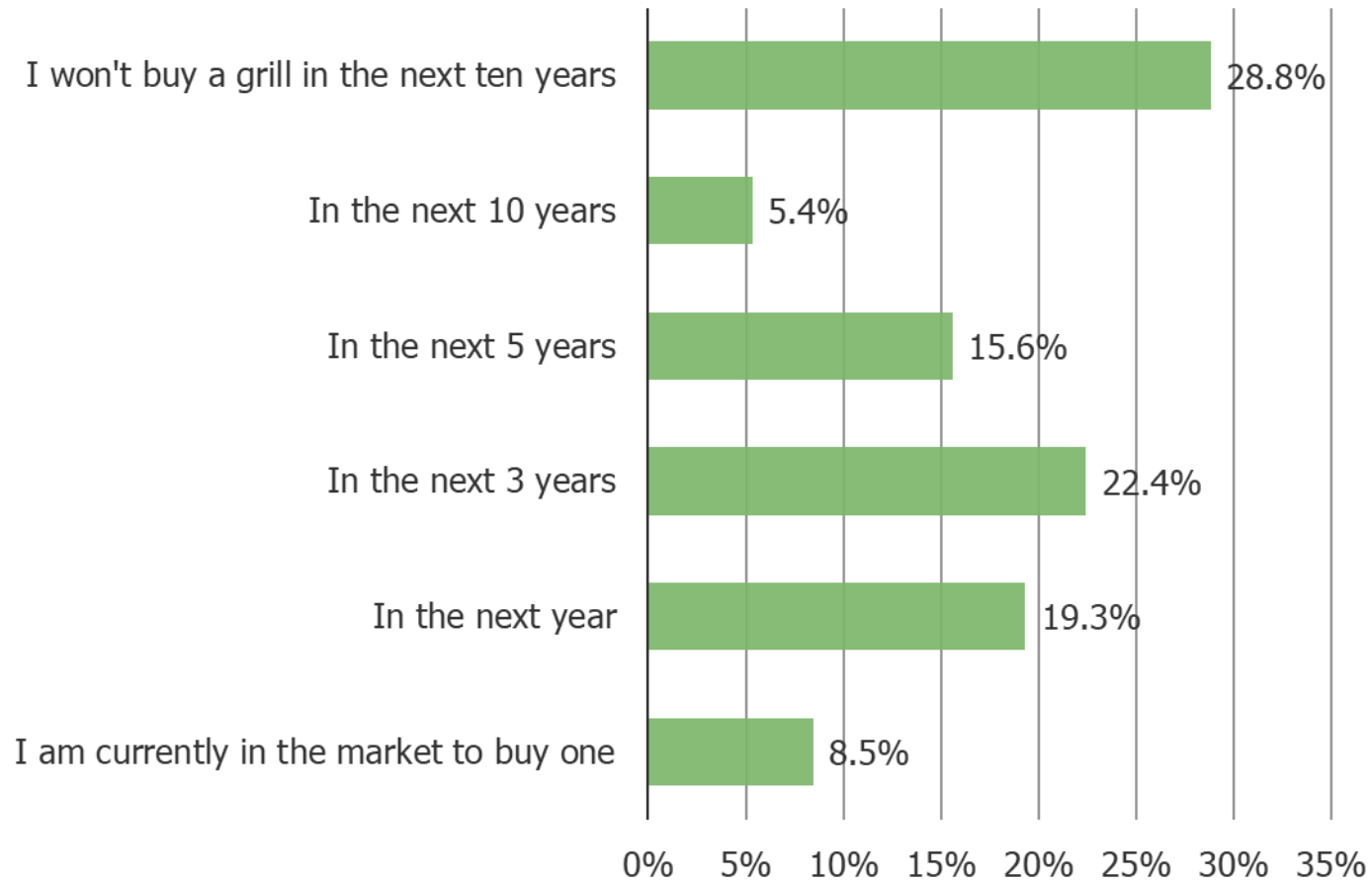
Weighted Average Guide:

- 0, Not at all satisfied = 1
- 1 = 2
- 2 = 3
- 3 = 4
- 4 = 5
- 5 = 6
- 6 = 7
- 7 = 8
- 8 = 9
- 9 = 10
- 10, Very satisfied = 11

	N =
Traeger Grill	80
Big Green Egg	90
Charcoal grill	154
Bull Grill	94
Char-Broil Grill	201
Weber Grill	321

### Will you buy a new grill/BBQ at any point in the future?

Posed to all respondents.

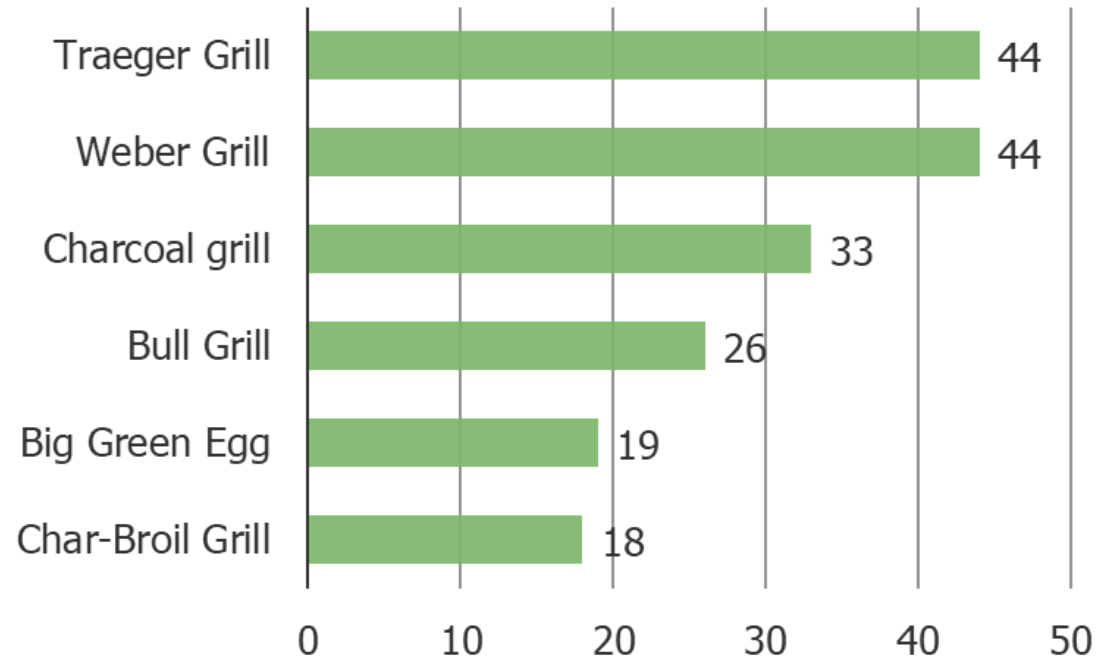


N=1252



### How likely are you to recommend the following to a friend or colleague?

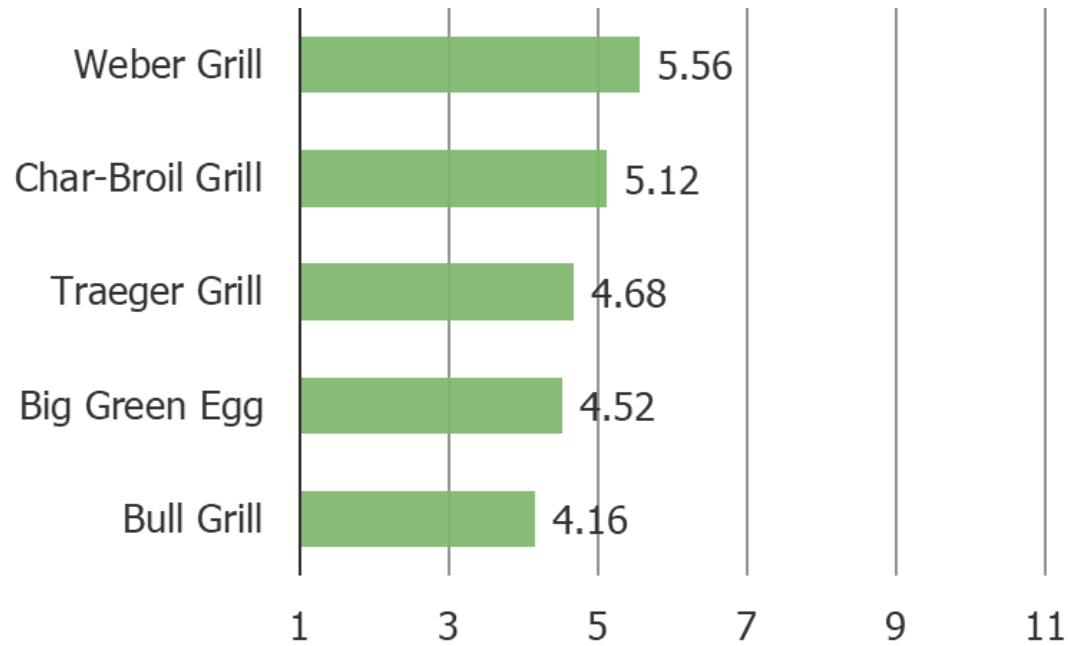
Posed to respondents who said they own each of the following.



	N =
Traeger Grill	80
Big Green Egg	90
Charcoal grill	154
Bull Grill	94
Char-Broil Grill	201
Weber Grill	321

**Do you have any interest in getting one of these in the future:**

Posed to respondents who do not currently own the following products:



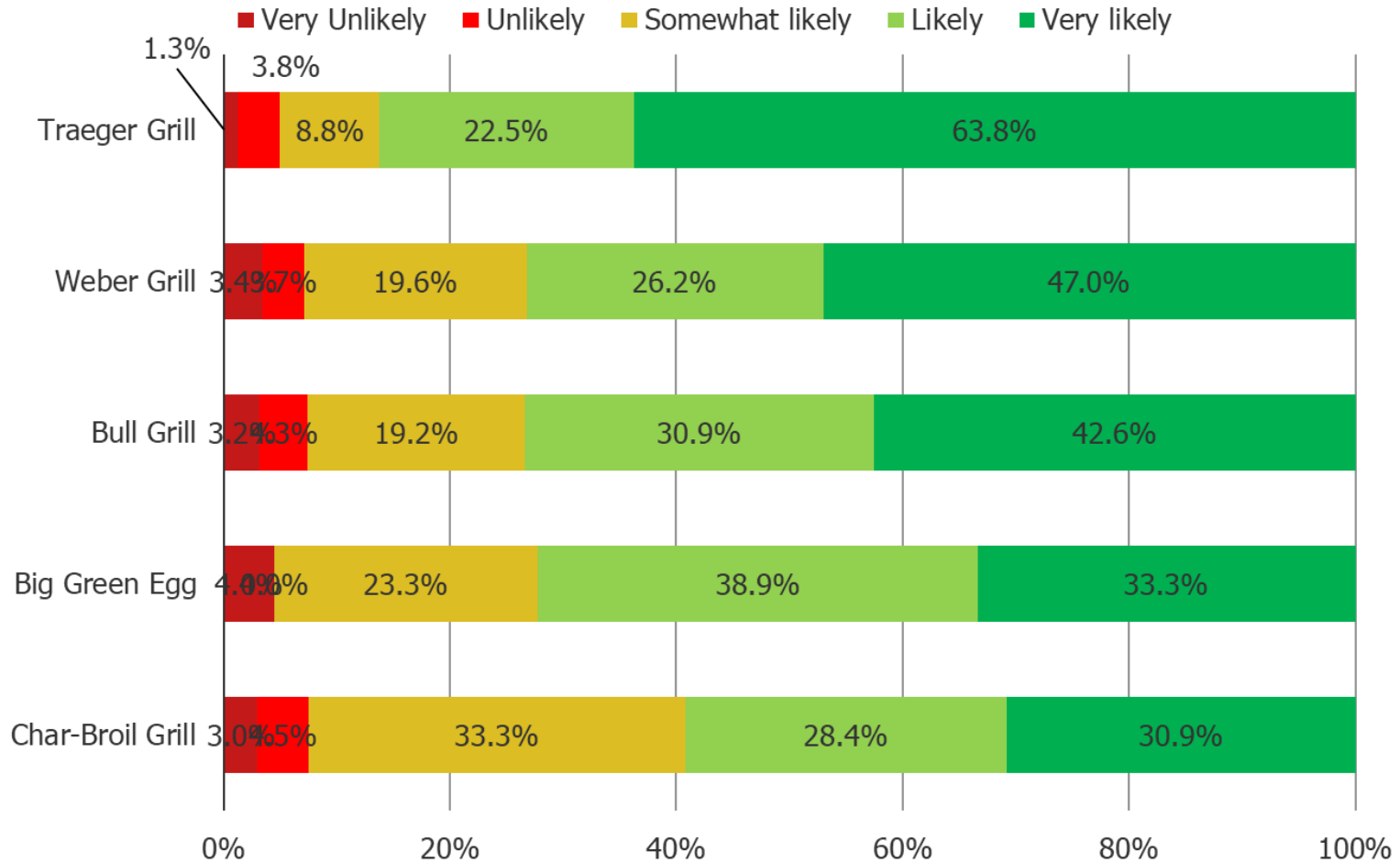
Weighted Average Guide:

- 0, No interest at all = 1
- 1 = 2
- 2 = 3
- 3 = 4
- 4 = 5
- 5 = 6
- 6 = 7
- 7 = 8
- 8 = 9
- 9 = 10
- 10, Very interested = 11

	N =
Bull Grill	1158
Big Green Egg	1162
Traeger Grill	1172
Char-Broil Grill	1051
Weber Grill	931

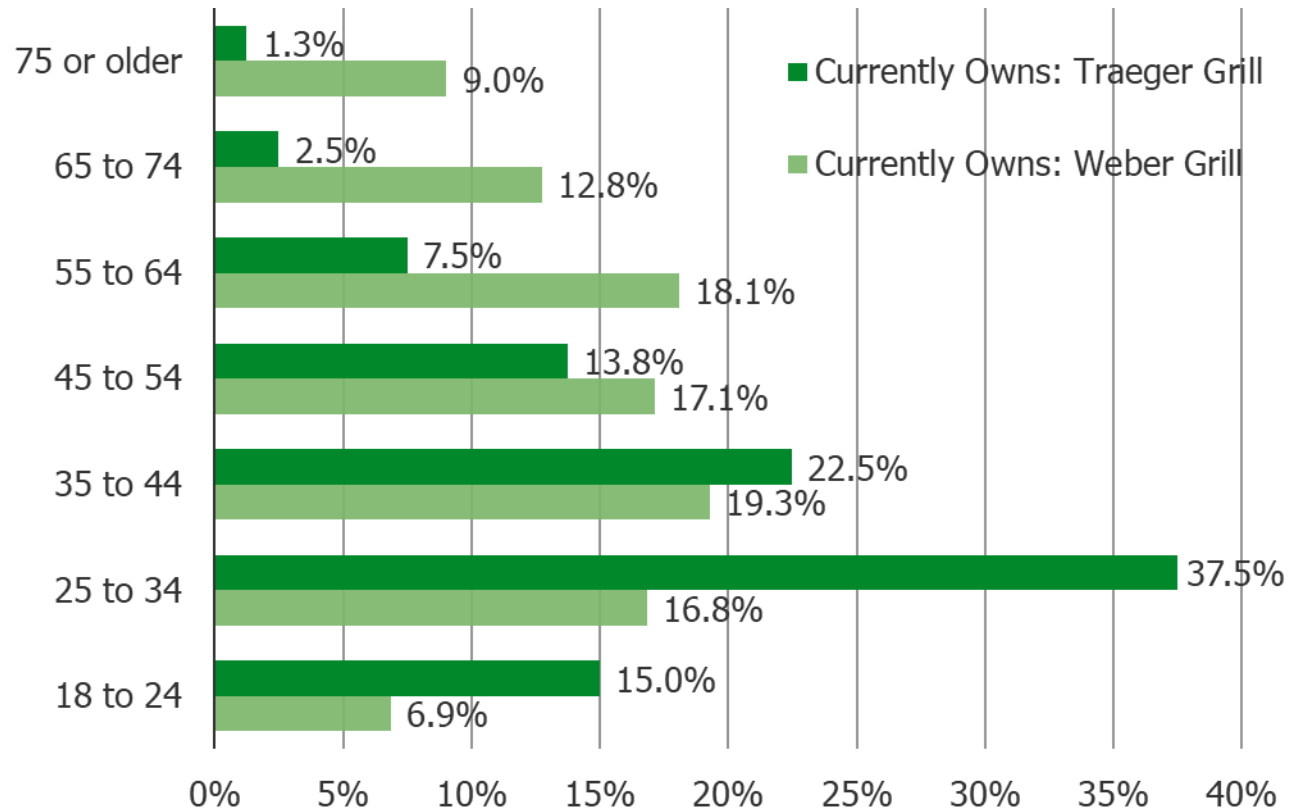
### When it is time to buy another grill, how likely are you to buy another one from this brand:

Posed to respondents who own a grill/bbq from each of the following:



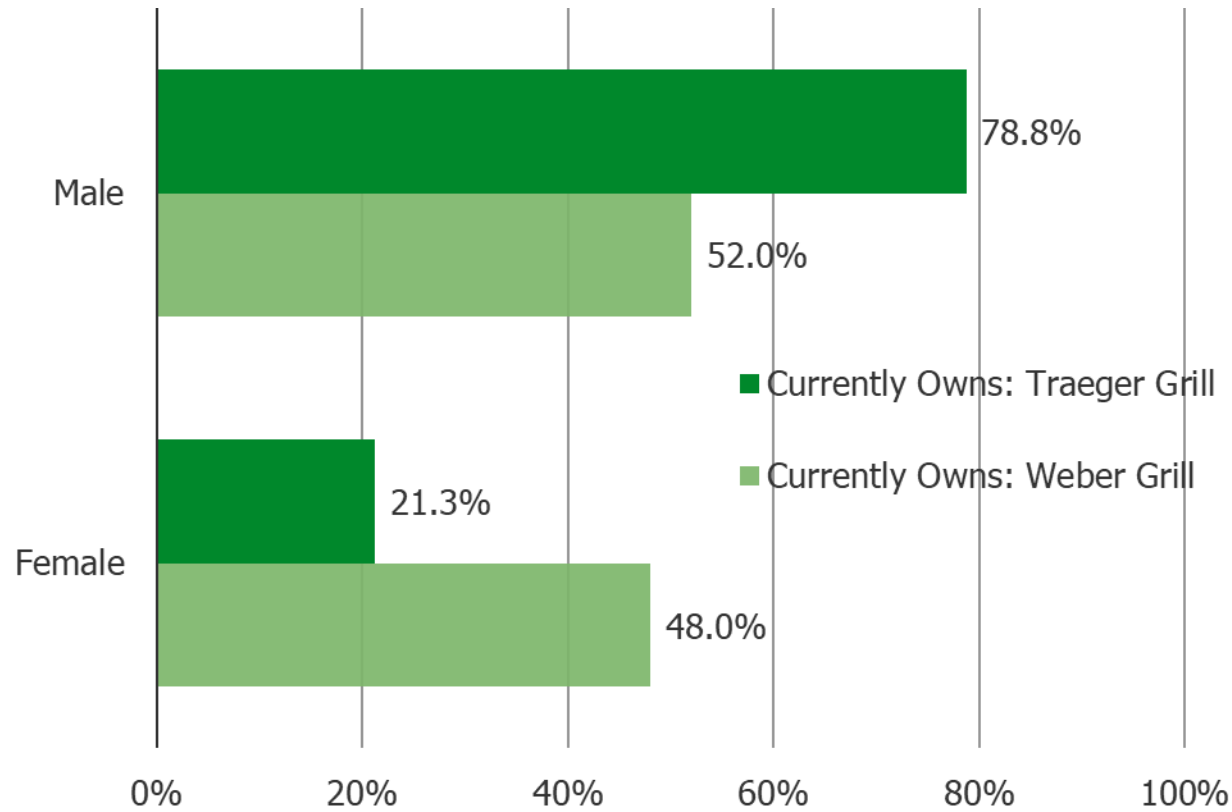
### Demographics: Age

Currently Owns Each of the Following:



### Demographics: Gender

Currently Owns Each of the Following:



### Demographics: Household Income

Currently Owns Each of the Following:

