

Eight in Ten See Cookouts as a Great Way to Spend Quality Time with Family and Friends

Yet It Can Be Difficult to Juggle Preparing the Meal and Socializing, and Timing Everything Right



Ipsos Public Affairs

Public Release Date: June 21, 2012

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Eight in Ten See Cookouts as a Great Way to Spend Quality Time with Family and Friends

Yet It Can Be Difficult to Juggle Preparing the Meal and Socializing, and Timing Everything Right

New York, NY – Eight in ten US adults (81%) feel that cookouts are a great opportunity to spend meaningful quality time with my family and friends – whether on a weeknight or at a holiday cookout, according to a new Ipsos poll conducted on behalf of Ore-Ida.

While two thirds (67%) say that they typically have family and/or friends with me when cooking out, nearly three quarters (72%) would like to spend more time enjoying meaningful quality time with family and friends when cooking out on the grill. Those under 55 are more likely to have this wish than are older adults (74% vs. 66%).

However, time spent preparing food can detract from this quality time enjoying the company of family and friends. Four in ten (38%) find it somewhat hectic to prepare the meal on the grill while also trying to enjoy quality time with family and friends at the same time, including nearly half (48%) of parents with children under 18.

More than three in five (62%) report that they often find themselves making multiple trips back and forth between the kitchen and grill when cooking out. Parents are among those most likely to say that they end up going back and forth between the kitchen and the grill when cooking out (76%).

Timing everything right can also add stress; a majority of adults (58%) say that it can be somewhat difficult to make sure everything on the grill is ready at the same time – both proteins and sides – as cook times can vary on the grill for different parts of the meal.

These are some of the findings of an Ipsos poll conducted May 21-23, 2012. For the survey, a national sample of 1,005 adults aged 18 and older from Ipsos' U.S. online panel were interviewed online. Weighting was then employed to balance demographics and ensure that the sample's composition reflects that of the U.S. adult population according to Census data and to provide results intended to approximate the sample universe. A survey with an unweighted probability sample of 1,005 and a 100% response rate would have an estimated margin of error of +/- 3.1 percentage points 19 times out of 20 of what the results would have been had the entire adult population of adults aged 18 and older in the United States had been polled. All sample surveys and polls may be subject to other sources of error, including, but not limited to coverage error, and measurement error.

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