

# Feed<sup>4</sup>Thought

## Grilling Survey

May 2018



## Survey Key Findings Summary

**Methodology:** This report presents the findings of a survey conducted among a sample of 1,004 U.S. adults ages 18 and older. This survey was live April 12-15, 2018. All statistical tests were performed at a 5 percent risk level.

Cargill's latest Feed4Thought survey, which polled more than 1,000 people in the U.S. in April 2018, found that 94 percent say they trust that the meat they buy for grilling is safe to eat. The survey also found that nearly 80 percent believed food producers are taking the necessary steps to ensure their meat is safe for grilling. Additionally, 87 percent believed an animal's diet can have an impact on food safety.

- Almost three-quarters of respondents grill or BBQ. Of these, **steak** was the top meat choice.
- Consumers are somewhat savvy about food safety issues, although there is room for even more care in this area.
  - **Food safety was an influencing factor** in purchase decisions for one in five grillers.
  - A majority of respondents ensure they cook meat to proper temperatures, follow safe food handling and check the appearance of food in the store.
  - Over one-third of grillers **read inspection labels** on food packaging for food safety.
- In general, **consumers have confidence in the safety of their meat** and meat producers.
  - More than three quarters of respondents think food producers take enough steps to ensure meat safety.
  - **94% trust** that the meat they buy for grilling is safe.
- Grillers believe **animal health and diet have an impact** on the safety of their meat.
  - 87% think an animal's diet can have a positive effect on meat **safety**, and over 90% think that it can have a positive effect on meat **quality**.
  - Over three-quarters of grillers believe strengthening an animal's immune system has a positive effect on meat safety.
  - Over three-quarters of grillers believe food safety practices **start on the farm** with what the animals eat.

# Detailed Findings

An in-depth look at questions asked in the latest Feed4Thought survey:

## Grilling Behavior & Preferences

### Grilling Behavior (Q1)

- **Almost three-quarters of respondents say they grill or BBQ meat.**
  - Yes: 72%
  - No: 28%
- **Grilling is most common for males, those with higher incomes, parents and younger respondents.**
  - Sex
    - Males: 75%
    - Females: 68%
  - Income
    - <\$35K: 63%
    - \$35-\$49K: 68%
    - \$50-\$74K: 78%
    - \$75-\$99K: 87%
    - \$100K+: 75%
  - Children in home:
    - Yes: 88%
    - No: 64%
  - Age
    - Millennials: 77%
    - Gen X: 78%
    - Baby Boomers: 65%

### Grilling Frequency (Q2)

- **Most grillers report grilling just once or twice a week during grilling season, however, a minority of “power grillers” grill over half of the days in the week.**
  - Once a week: 41%
  - Twice: 30%
  - Three times: 18%
  - Four times: 5%
  - Five or more times: 6%
- **Grilling frequency did not vary across different demographic groups.**

### Favorite Meat to Grill (Q3)

- **Beef was the top grilling meat, with steak and hamburger taking the top two spots for favorite meats to grill.**
  - Steak: 42%
  - Hamburger: 25%
  - Chicken: 18%
  - Pork chops/ribs: 12%
  - Fish: 2%
  - Other: 1%
- **While steak took top spot across the whole nation, Midwesterners especially love their burgers and Northeasterners prefer chicken more than other regions.**
  - Burgers:
    - Midwest: 32%
    - Northeast: 26%
    - South: 23%
    - West: 21%
  - Chicken:
    - Midwest: 14%
    - Northeast: 24%
    - South: 19%
    - West: 15%

### Purchase Decision Factors for Grilling Meats (Q4)

- **Quality and price impacted consumers’ purchase decisions the most. Over one in five cited safety as a purchase influencer.**
  - Quality: 67%
  - Price: 65%
  - Taste: 61%
  - Food safety: 22%
  - Food values (grass-fed, antibiotic-free, cage-free, organic): 20%
  - Nutrition: 19%
  - None of these: 2%

## Meat Safety Precautions

### Safety Precautions Taken for Grilling Foods (Q5)

- **The majority of grillers make sure to cook to proper temperature, ensure safe food handling and check appearances of food. Over one-third also read inspection labels on packaging.**
  - Cook to proper temperature: 79%
  - Ensure safe handling of food at home: 69%
  - Check appearance at point-of-purchase: 64%
  - Read labels on packaging for inspection & certifications: 38%
  - Other: 2%
- **Females were more likely than males to read labels and to ensure safe food handling.**
  - Ensure safe handling: 73% female vs. 65% male
  - Read labels: 43% female vs. 33% male

### Perceptions of Safety with Food Producers (Q6)

- **Over three-quarters of grillers think food producers take enough steps to ensure meat for grilling is safe.**
  - Yes: 79%
  - No: 21%

### Trust in Safety of Grilling Meat (Q7)

- **A strong majority of 94% generally trust that the meat/protein they buy for grilling is safe.**
  - Yes: 94%
  - No: 6%

## Animal Health and Food Safety

### Effect of Animal Feed on Meat Safety (Q8)

- **87% of grillers think that what is fed to the animals can have a positive effect on the safety of their meat.**
  - Yes: 87%
  - No: 13%
- **This agreement was consistent across demographic subgroups.**

### Effect of Animal Feed on Meat Quality (Q8a)

- **91% of grillers think that what is fed to the animals can have a positive effect on the quality of their meat.**
  - Yes: 91%
  - No: 9%
- **This agreement was mostly consistent across demographic subgroups. Those with the highest incomes were even more likely to agree.**
  - \$100K+: 95% agree
  - <\$35K: 88% agree

### Animal Immune System Effect on Meat Safety (Q9)

- **Over three-quarters of grillers believe that strengthening an animal's immune health has a positive effect on meat safety.**
  - Yes: 76%
  - No: 24%
- **Millennials were most likely to believe this statement.**
  - Millennials: 82% agree
  - Gen X: 78%
  - Baby Boomers: 70%

### Food Safety Starting Point (Q10)

- **Over three-quarters of grillers believe food safety practices start on the farm with what the animals eat.**
  - On the farm with what the animal eats: 78%
  - With the butcher/food processor: 13%
  - When I bring the meat home: 3%
  - When I cook the meat: 6%
- **Baby Boomers, Midwesterners and high-income grillers were most likely to think food safety begins on the farm.**
  - Baby Boomers: 82%
  - Gen X: 79%
  - Millennials: 74%
  - Midwest: 83%
  - South: 81%
  - Northeast: 73%
  - West: 73%
  - \$100K+: 84%
  - <\$35K: 71%