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Methodology:

Results are based on an online study conducted from July 6 to July 9, 2019, among 1,000 adults in Canada. The data has been statistically weighted according to Canadian census figures for age, gender and region in Canada. The margin of error—which measures sample variability—is +/- 3.1 percentage points, nineteen times out of twenty.

Among Grill Owners – During the summer, how many of the meals you prepare at home for yourself and/or your family on a weekly basis are done in the barbecue or outdoor grill?

All of them (7 days a week) – 7%
Most of them (4-6 times a week) – 22%
Some of them (1-3 times a week) – 62%
None of them – 9%

Many Canadians Using Outside Grills for Summer Meals

Across the country, 3% of owners say they never clean their barbecue and outdoor grill in the summer.

Vancouver, BC [July 19, 2019] – A sizeable proportion of at-home meals in Canada are prepared in a barbecue or outside grill during the summer months, a new Research Co. poll has found.

In the online survey of a representative national sample, 66% of Canadians say they own a barbecue or outdoor grill.

Atlantic Canada has the highest proportion of barbecue or outdoor grill owners (74%), followed by Alberta, Quebec, Manitoba and Saskatchewan (all at 67%), British Columbia (63%) and Quebec (61%).

Among grill owners, more than three-in-five (62%) say that, during the summer, they prepare meals at home for themselves and their families in the barbecue or outdoor grill “one to three times a week.”

More than one-in-five owners (22%) rely on the barbecue or outdoor grill “four to six times a week”—including 27% of Ontarians.

While 9% of owners say they never use their barbecue or outdoor grill to prepare meals at home for themselves or their families, 7% say all of their homemade meals in the summertime involve their barbecue or outdoor grill.

When owners were asked about their favourite food to grill, steak is the top choice (43%), followed by hamburgers (31%), ribs (9%), sausages and hotdogs (7%), vegetables (5%), fish and seafood (3%) and chicken (2%).

“Grill owners in Alberta (50%) and Quebec (46%) are more likely to choose steak as their favourite barbecue staple of the summer,” says Mario Canseco, President of Research Co. “Fish and seafood fare better in British Columbia (6%) than in any other region.”

Almost two thirds of owners (65%) say they clean their barbecue or outdoor grill “after each use” during the summer months, including 67% of British Columbians and Quebecers and 76% of those aged 55 and over.

Just under a third of owners (32%) say they clean their barbecue or outdoor grill “a few times” during the summer, while 3% admit to never cleaning their cooking device.



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About Research Co.

Simply put, we are curious about what people think and the decisions they will make. Some call it public opinion, others call it polling or public affairs. We never compromise facts for profit. Our agenda is the truth.

We have a global network of partners in the qualitative, data collection and data visualization specialities.

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