

BESPOKE SURVEYS

## Grills, Vol 3

1000+ US Consumers

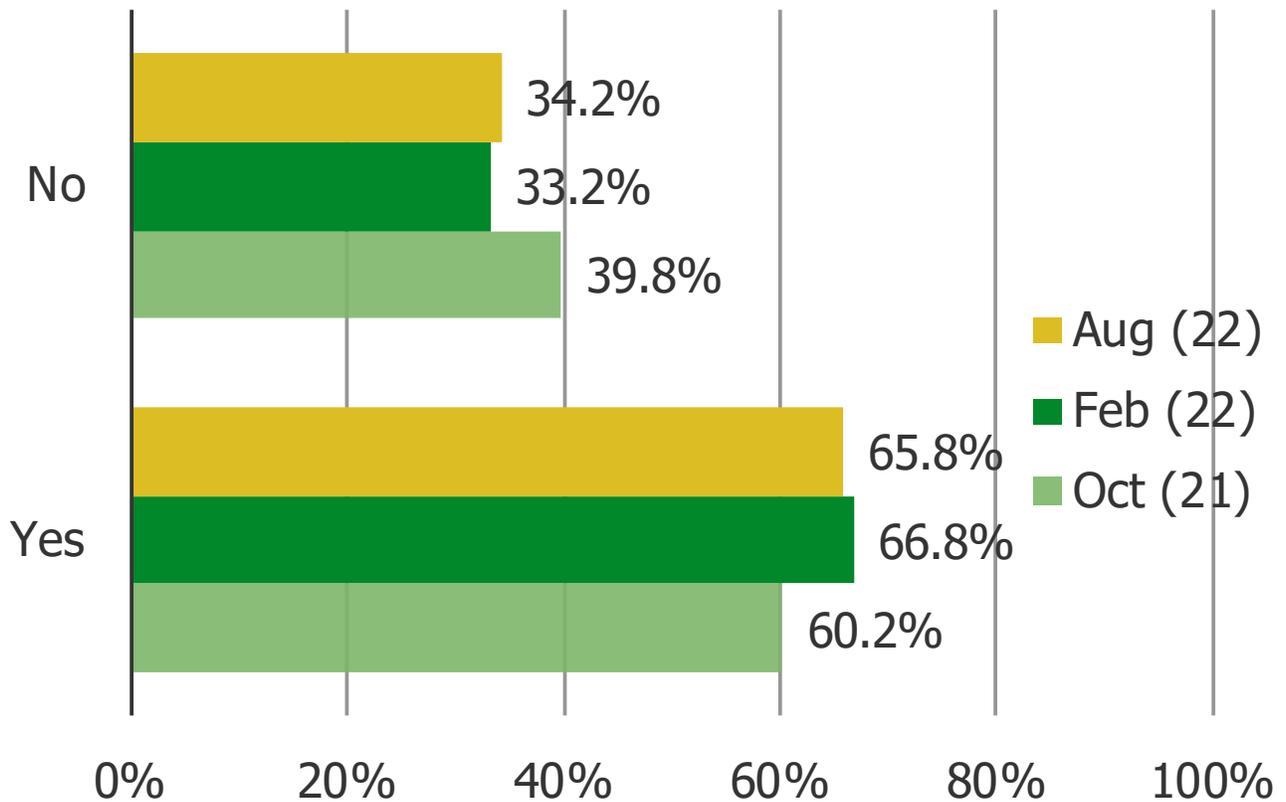
August 2022

# Grills

## GRILLS

DO YOU OWN A GRILL/BARBEQUE?

Posed to all respondents.



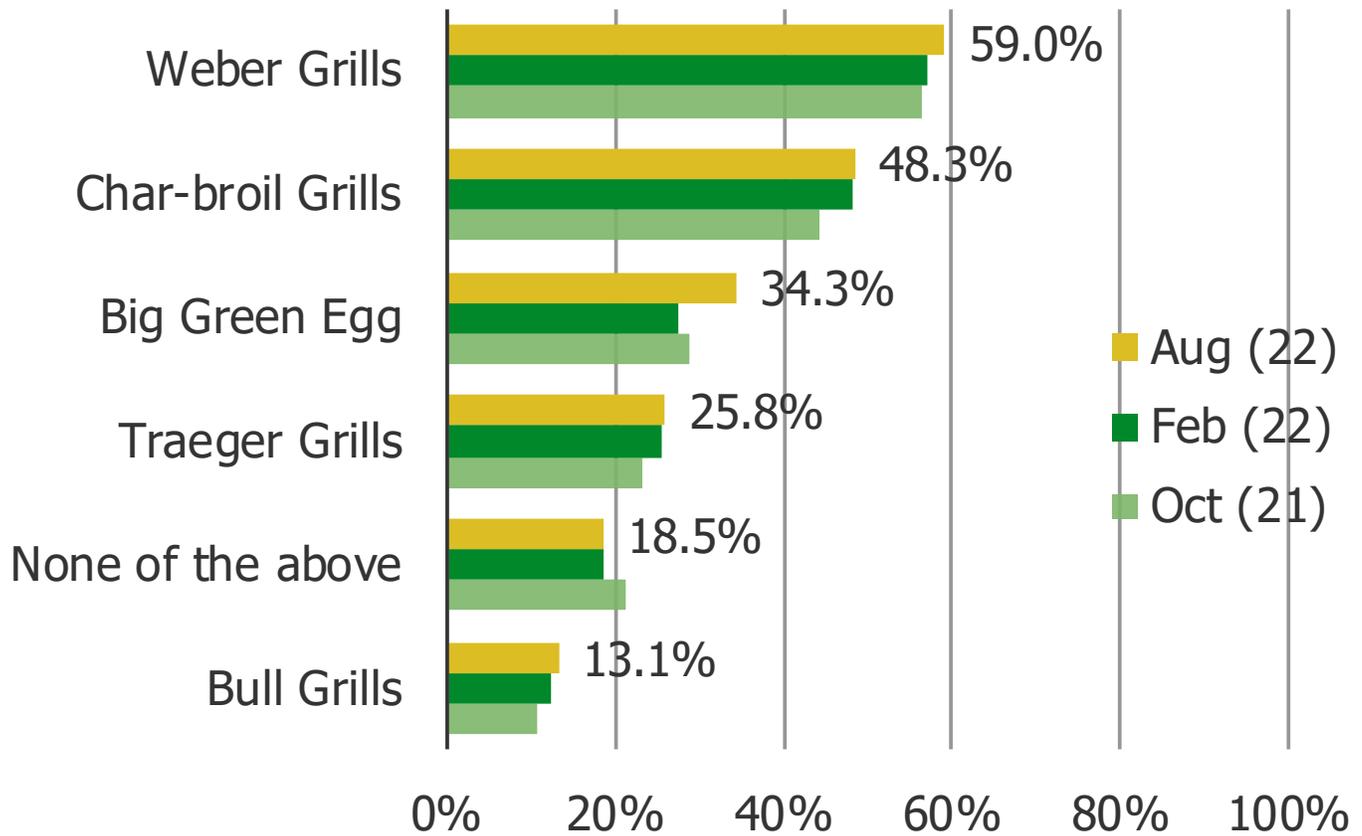
WHEN YOU THINK OF GRILLS/BARBEQUES, WHICH BRAND COMES TO MIND FIRST?

Posed to all respondents who own a grill/barbeque.



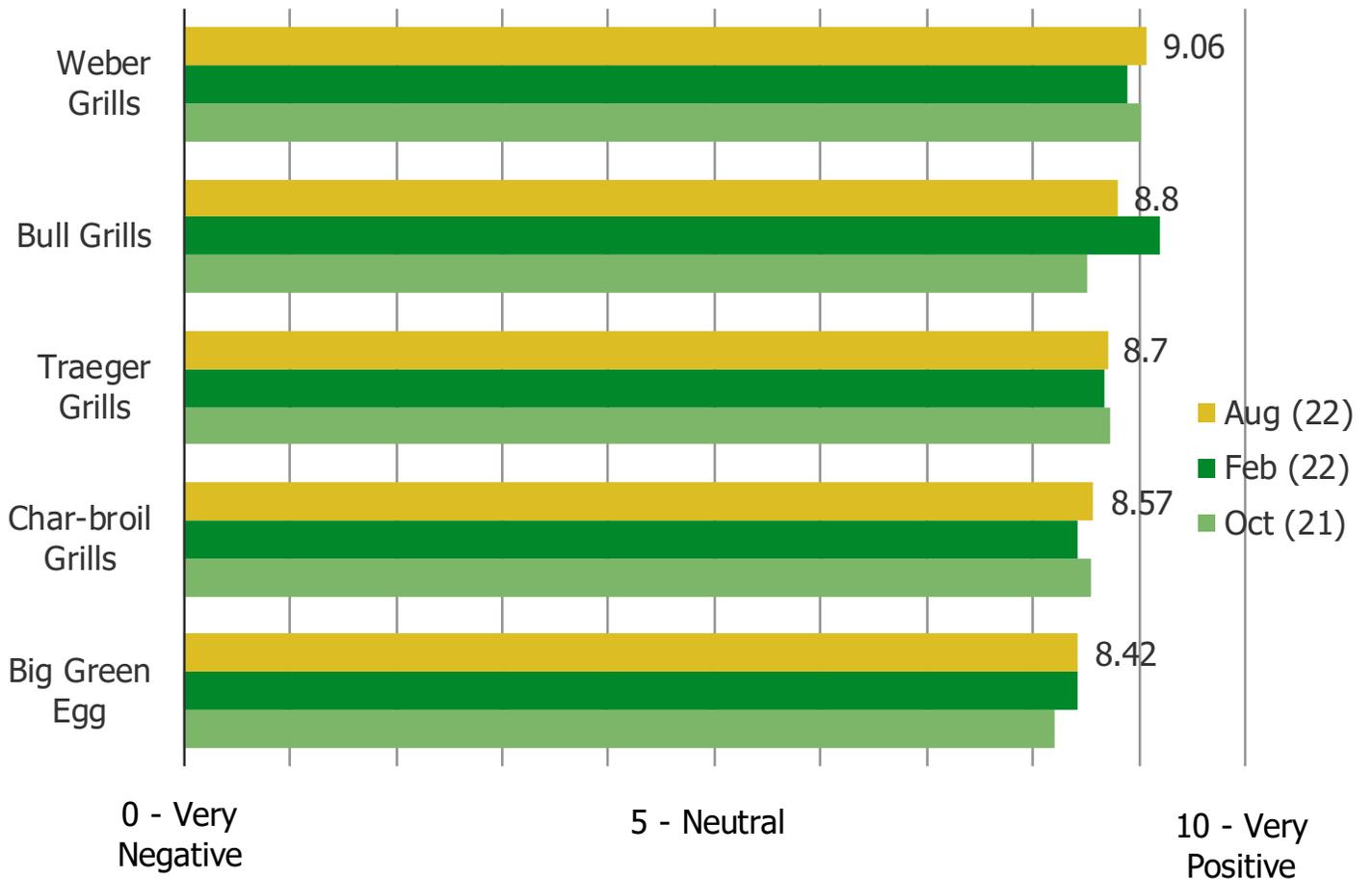
HAVE YOU HEARD OF ANY OF THE FOLLOWING BRANDS? SELECT ALL THAT APPLY

Posed to all respondents.



WHAT IS YOUR OPINION OF THE FOLLOWING?

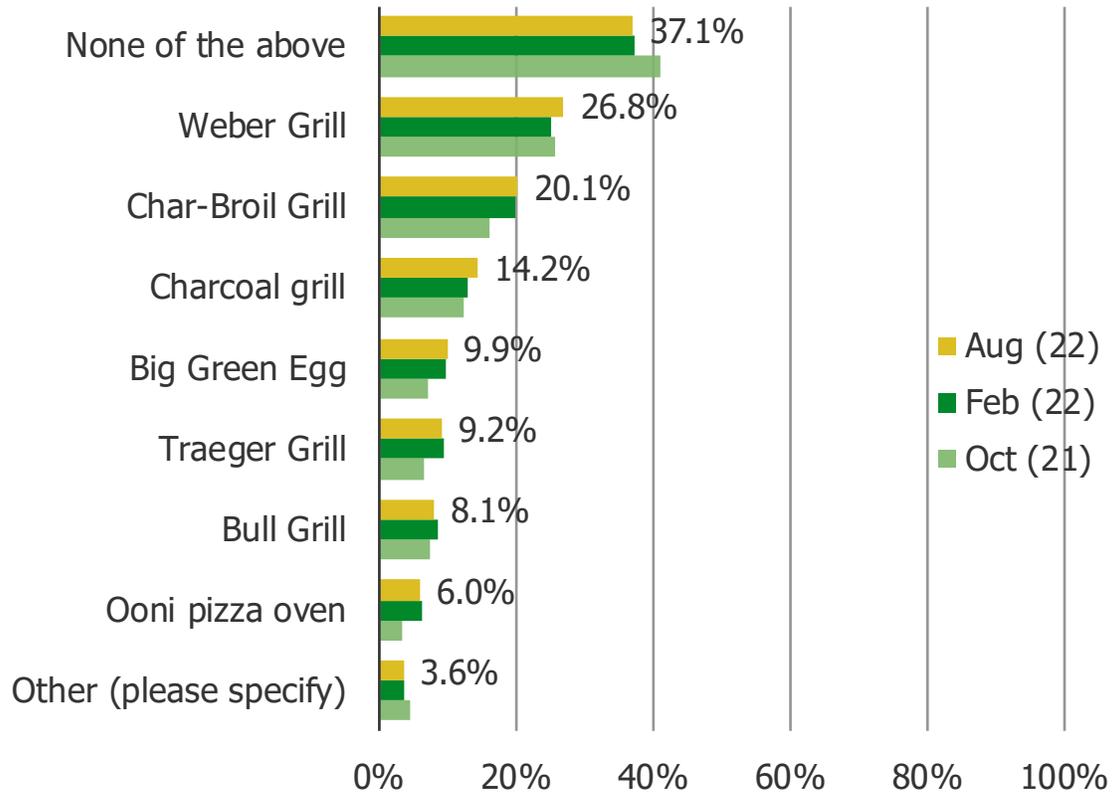
Posed to all respondents who have heard of the below.



	N=
Weber Grills	739
Traeger Grills	323
Char-broil Grills	605
Bull Grills	164
Big Green Egg	429

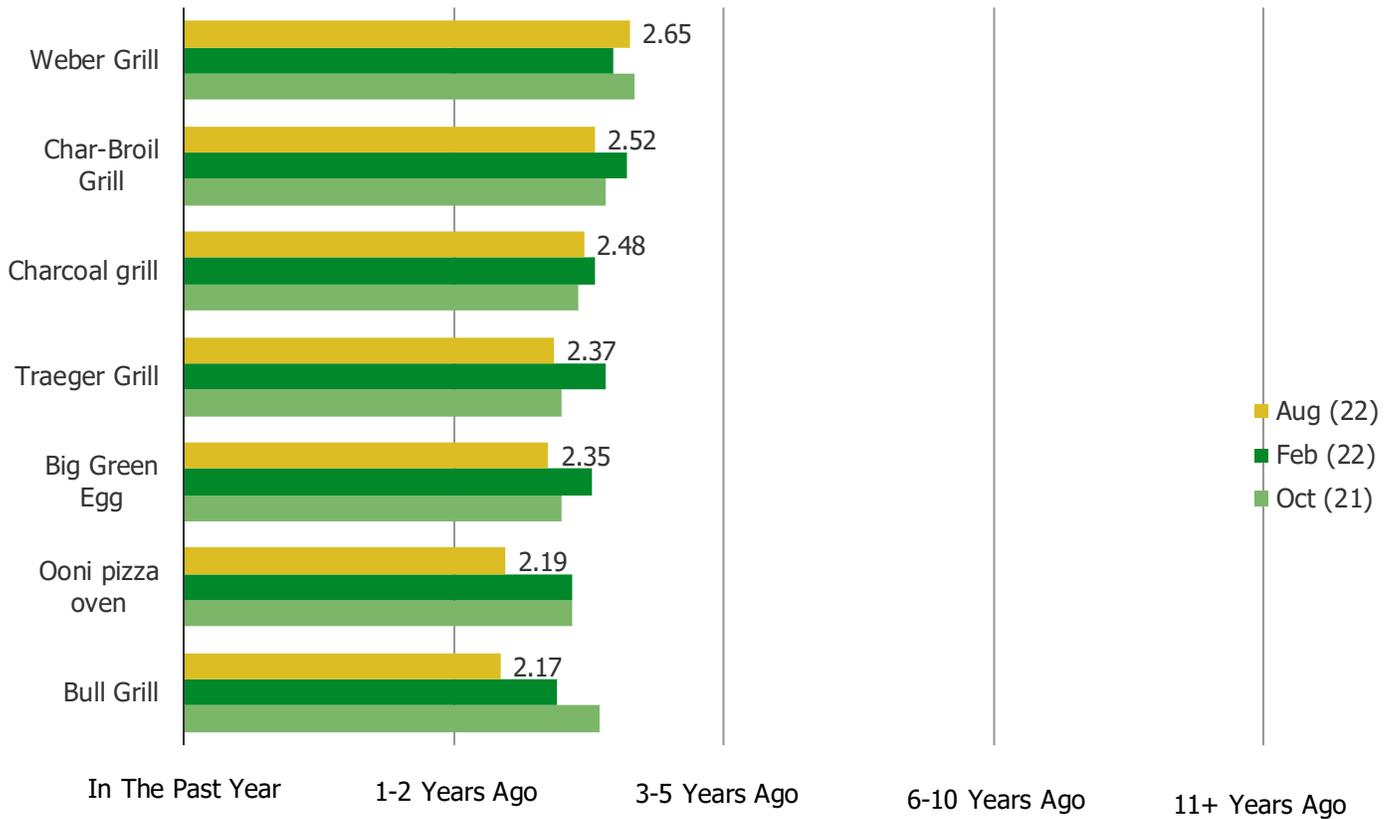
DO YOU OWN ANY OF THE FOLLOWING? SELECT ALL THAT APPLY

Posed to all respondents.



WHEN DID YOU GET THIS ITEM?

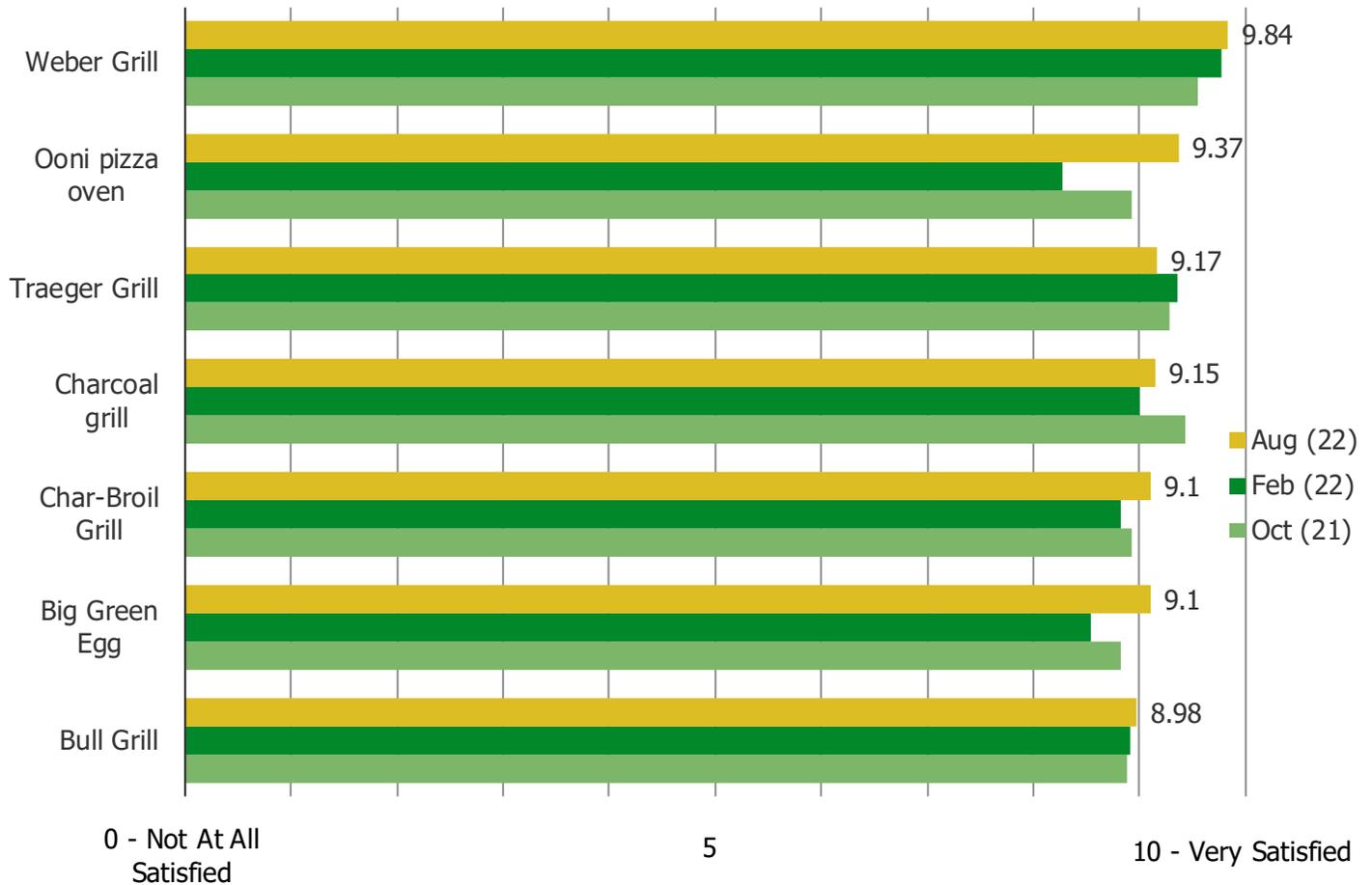
Posed to all respondents who own the below.



	N=
Weber Grill	336
Traeger Grill	115
Bull Grill	101
Big Green Egg	124
Char-Broil Grill	251
Ooni pizza oven	75
Charcoal grill	178

HOW SATISFIED ARE YOU WITH THE FOLLOWING PRODUCT(S)?

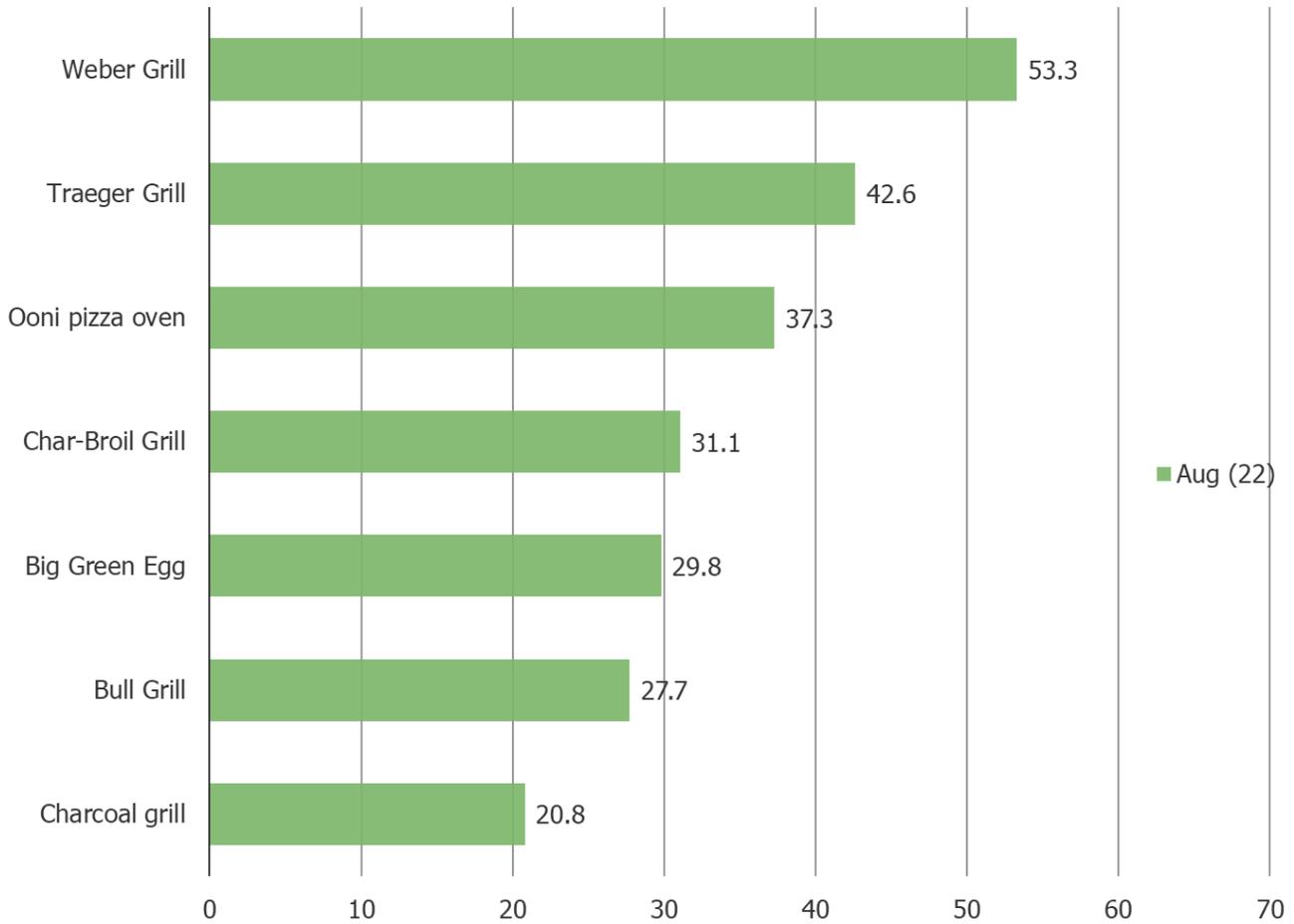
Posed to all respondents who own the below.



	N=
Weber Grill	336
Traeger Grill	115
Bull Grill	101
Big Green Egg	124
Char-Broil Grill	251
Ooni pizza oven	75
Charcoal grill	178

HOW LIKELY ARE YOU TO RECOMMEND THE FOLLOWING TO A FRIEND OR COLLEAGUE (NPS)?

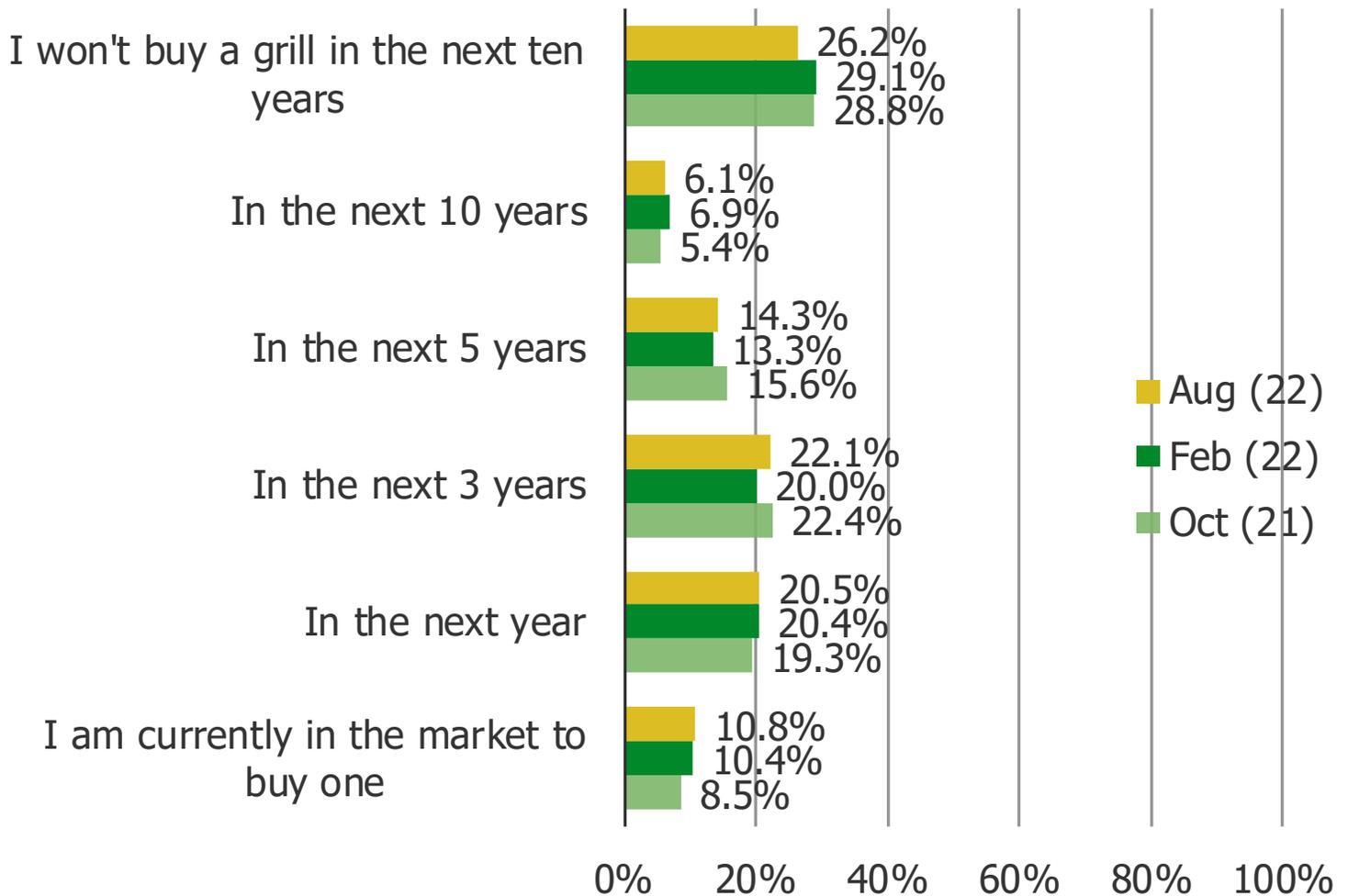
Posed to all respondents who own the below.



	N=
Weber Grill	336
Traeger Grill	115
Bull Grill	101
Big Green Egg	124
Char-Broil Grill	251
Ooni pizza oven	75
Charcoal grill	178

WILL YOU BUY A NEW GRILL/BBQ AT ANY POINT IN THE FUTURE?

Posed to all respondents.



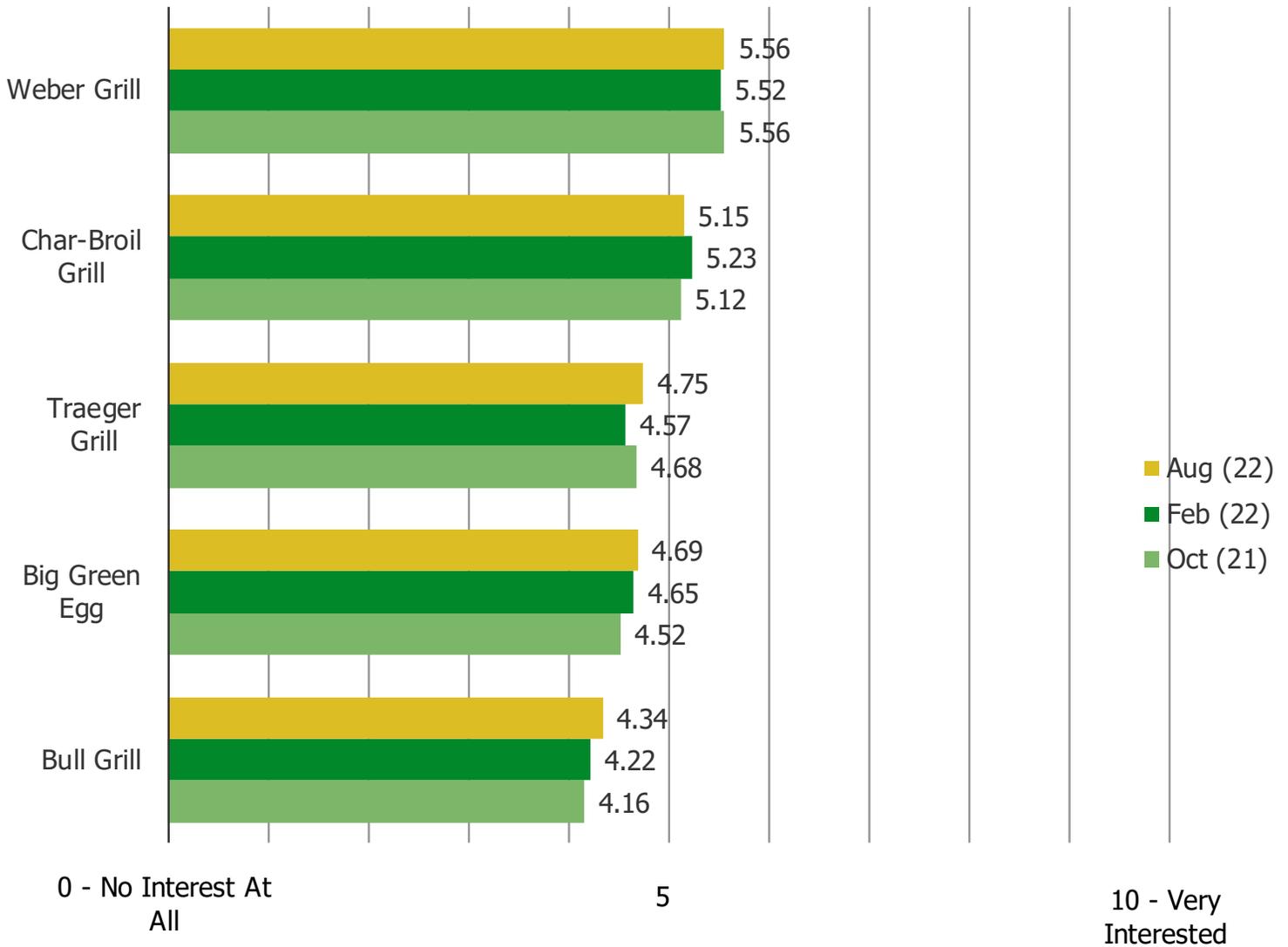
Grills

Audience: 1000 US Consumers

Date: August 2022

DO YOU HAVE ANY INTEREST IN GETTING ONE OF THESE IN THE FUTURE?

Posed to all respondents who do not own each of the following.



WHEN IT IS TIME TO BUY ANOTHER GRILL, HOW LIKELY ARE YOU TO BUY ANOTHER ONE FROM THIS BRAND?

Posed to all respondents who own a grill from the below currently.

