

# SUMMER GRILLING FUN FACTS

## BEEF AND COOKOUTS ARE A MATCH MADE IN BACKYARD HEAVEN.

**47%**

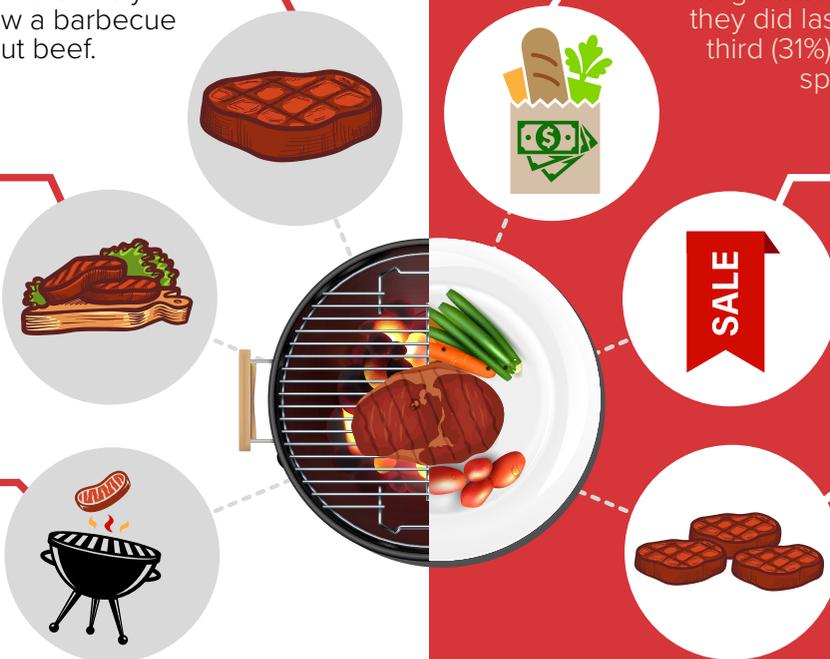
Nearly half (47%) of hosting Americans who serve beef say their guests would likely revolt if they threw a barbecue or cookout without beef.

**91%**

Gen-X (91%) and Baby Boomer (91%) hosts would be most likely to have beef on the menu.

**85%**

Plan to grill beef at a cookout this year



**63%**

More than 3 in 5 Americans (63%) anticipate spending more on groceries this summer than they did last year, and nearly a third (31%) say they anticipate spending much more.

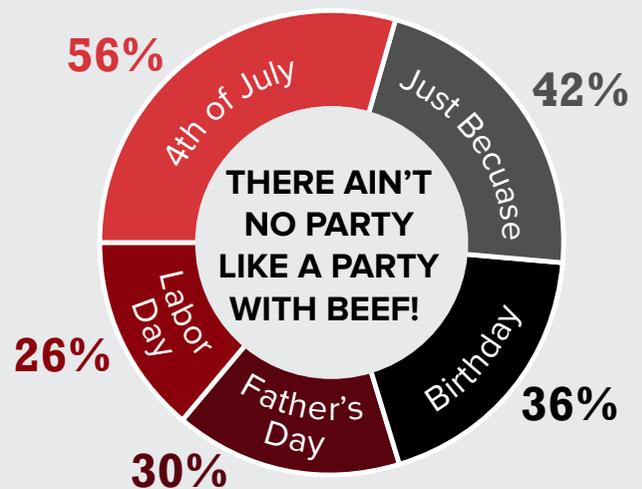
**57%**

Nearly 3 in 5 (57%) say they've bought beef on sale and frozen it for later to make it go further.

**44%**

More than 2 in 5 Americans said they'd buy in bulk or wholesale

## TOP OCCASSIONS TO HOST THIS YEAR



Looking to serve the perfect Beef cuts and dishes at your next barbecue? Head to [BeefItsWhatsForDinner.com](https://www.beefitswhatsfordinner.com) for some major inspiration.

The NCBA Survey was conducted by Wakefield Research ([www.wakefieldresearch.com](https://www.wakefieldresearch.com)) among 1,000 nationally representative US adults ages 18+, between May 11th and May 15th, 2022, using an email invitation and an online survey. This survey was weighted to ensure accurate representation of US adults ages 18+. Results of any sample are subject to sampling variation. The magnitude of the variation is measurable and is affected by the number of interviews and the level of the percentages expressing the results. For the interviews conducted in this particular study, the chances are 95 in 100 that a survey result does not vary, plus or minus, by more than 3.1 percentage points from the result that would be obtained if interviews had been conducted with all persons in the universe represented by the sample.