

Ace Hardware's New Survey Reveals What Dads Really Want To Do This Father's Day

Plus: Top Summer Grilling Holiday; How the Pandemic Affected Grill Trends and What Drives Grill Purchase

OAK BROOK, Ill., June 14, 2021 [/PRNewswire/](#) -- According to a new Ace Hardware survey, an overwhelming number of Dads —74 percent—said they would rather man the grill on Father's Day than have someone else grill for them. In addition, 29 percent of respondents said they would buy a grill for dad (*or themselves*) on Father's Day.

Summer Grilling Trends:

- **Ready to Reunite:** When asked how likely respondents were to host a BBQ for friends and family, a resounding 41 percent said they were *very likely* to host a backyard barbecue this summer.
- **A Must Grilling Holiday:** Among the top summer grilling holidays including Memorial Day, Father's Day, Fourth of July, and Labor Day, Fourth of July ranked #1 among grillers who said grilling is a must activity as part of the festivities (30 percent).
- **What Drives Grill Purchase:** Nearly half (46 percent) of respondents said grill features are the most important factor when deciding on a new grill, followed by price (23 percent), and brand loyalty (12 percent).

How the Pandemic Affected Grilling Habits:

- **Grilling Frequency:** Fifteen percent of grillers said they grilled more often during the pandemic.
- **Grilling Frequency Reason:** Of the respondents who grilled more frequently during the pandemic, the top reason cited was: It made me feel more productive and fulfilled (17 percent); followed by: To fill the time (15 percent); allowed me to be creative (14percent); and provided a sense of freedom (13 percent).
- **Meals Grilled Per Week:** More than 60 percent of grill owners prepared 1-2 meals on their grill each week on average during the pandemic. An impressive 21 percent grilled 3-5 meals each week.
- **Grill Purchases:** The pandemic drove 15 percent of grillers to purchase a new grill.
- **Grilling Techniques:** Nearly a quarter of grillers (21 percent) upped their grilling game during the pandemic and tried more technical and/or new grilling endeavors such as smoking, rotisserie, and grilling fish.

The Ace survey was completed by 545 Ace Rewards members.

About Ace Hardware: Ace Hardware is the largest retailer-owned hardware cooperative in the world with more than 5,400 locally owned and operated hardware stores in approximately 70 countries. Headquartered in Oak Brook, IL, Ace and its subsidiaries operate an expansive network of distribution centers in the U.S. and have distribution capabilities in Ningbo, China; Colon, Panama; and Dubai, United Arab Emirates. Since 1924, Ace has become a part of local communities around the world and known as the place with the helpful hardware folks. For more information, visit acehardware.com or newsroom.acehardware.com.

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