

BUSH'S CHILI SURVEY FACT SHEET

In August 2002 Bush Brothers completed a survey of 1,000 Americans to determine their preferences for homemade chili and what ingredients they add. Here are the results:

Who's stirring the chili pot?

- 62% Surveyed are chili-makers
- 68% Surveyed chili-makers are women

How do they like their chili?

- 78% Thick and substantial with beans
- 45% Hot and fiery
- 37% Sweet and tangy
- 17% Meatless

Do people use a "secret ingredient" when making chili?

- 19% Of chili-makers said they have a secret ingredient
- 15% Of the secret ingredient group refuse to reveal what they use in an anonymous survey

What secret ingredients rate highest?

Among the secret ingredients listed most frequently:

- #1 Hot sauce
- #2 Sugar/brown sugar
- #3 Cumin
- #4 Cayenne pepper
- #5 Chile peppers
- #6 Beer

How did they come upon this secret ingredient?

- 40% Personal experimentation
- 32% Family tradition

Do chili-makers like different kinds of chili?

- 64% Like to taste different kinds of chili
- 32% Strictly partial to one kind of chili

How do they make chili?

- 33% The same way every time, but don't follow a recipe
- 21% Follow a favorite family recipe
- 15% A different way every time
- 14% Follow a recipe they have developed
- 11% Experiment with new recipes
- 5% Don't know

What top five months for chili consumption?

- #1 January
- #2 December

- #3 November
- #4 October
- #5 February

What ingredients do they add to chili as a finishing touch?

- 68% Cheese
- 64% Onions
- 35% Hot sauce
- 14% Noodles