

July 18, 2018



Ibotta BBQ Survey: One-Third of Americans Consider a Hot Dog a Sandwich

Mobile Shopping App 'Q Rating' Report Shows Vermont is the Top State for Summer BBQs and Ice Cream; Oklahoma Tops in Hot Dog Sales, New Hampshire Outpaces Beef Purchases

DENVER, July 18, 2018 /PRNewswire/ -- [Ibotta](#), the starting point for rewarded shopping on mobile, today released findings from its 'Q Rating' report. Ibotta found that more than one-third of all Americans do, in fact, consider a hot dog a sandwich. The results are part of a joint survey and study of more than 220 million receipts from Ibotta users since January 2016. Ibotta analyzed consumer shopping behavior around summer BBQ season, looking at purchases typically associated with grilling – hamburgers, hot dogs, buns, grilling supplies and condiments.



Californians are nearly split on their view of a hot dog's classification, with 49 percent of respondents considering it a sandwich. Across the country, Vermont residents fall on the other end of the spectrum with nearly two-thirds saying a hot dog does not qualify as a sandwich. As to what they're topping their dogs with, BBQ lovers are pretty evenly split on

their preferred condiments, with 26 percent reaching for ketchup and a close 23 percent reaching for mustard. Forty percent of survey respondents double up with both condiments, while only 11 percent choose no toppings at all. And it turns out age plays a role in the great topping debate, with 41 percent of respondents aged 61-70 choosing mustard, while 34 percent of respondents aged 21-30 go with ketchup every time.

"Ibotta is proud to help Americans save money on summer essentials like grilling supplies, hot dogs and hamburgers," said Bryan Leach, Ibotta founder and CEO. "No matter what you prefer to throw on the grill, we're here to help you save time and money so you can spend more time enjoying the summer BBQ season and less time shopping for it."

In addition to the hot dog debate, Ibotta's analysis found that, since 2016, Missouri led all 50 states in the purchase of grilling supplies like charcoal, matches and lighter fluid based on year round purchasing data. Oklahoma and New Hampshire over-indexed in purchases of hot dogs and ground beef, respectively, during the same time frame.

During peak summer BBQ months of June, July and August in 2015, 2016 and 2017, Vermont residents topped all other states in the increase of BBQ purchases like grilling supplies, hot dogs, beef, buns and condiments. Delaware, North Carolina, Texas and Virginia rounded out the top 5 States for summer BBQs based on the same data. Conversely, Utah, Ohio and North Dakota shoppers finished at the bottom of the 'Q Rating,' meaning residents in these states enjoy summer grilling season the least based on fewer BBQ purchases during the summer months over the last three years.

Ibotta's Q Rating data also revealed that, in addition to outpacing all other states with summer BBQs, Vermont residents finished tops in ice cream purchases to cool off during the heat. And, to the surprise of no one, beer sales over-indexed by more than 15 percent from May through July, coinciding with the rising temperatures and summer BBQ season. Lastly, Lay's potato chips reigned supreme across the country, outselling all other chip brands in every state except Texas, Maryland and Delaware since June 2016.

About Ibotta

Headquartered in Denver, CO, free mobile shopping app Ibotta ("I bought a...") has delivered more than \$375 million in cumulative cash rewards to its users on groceries, clothing, electronics, gifts, home and office supplies, restaurant dining, hotel rooms and more. Partnering with more than 1,300 leading brands and retailers, Ibotta offers cash back on purchases made both online and at brick and mortar stores through mobile-enabled redemptions. Launched in 2012, Ibotta has over 26 million downloads, and is one of the most frequently used shopping apps in the United States. Ibotta was also named one of Inc's Best Workplaces of 2017.

The Ibotta logo is displayed in a bold, rounded, pink font. The word "ibotta" is in lowercase, with a registered trademark symbol (®) to the upper right of the final 'a'.

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