

JUST UNDER ONE-HALF OF VANCOUVER HOUSEHOLDS GROW FOOD

***44% of People in Greater Vancouver Live in Households Which
Grow Some of their Own Food***



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Vancouver, BC – A poll conducted by Ipsos-Reid on behalf of City Farmer, Canada's office of Urban agriculture, found that 44% of people in Greater Vancouver live in households that produce some of their own food.

People living in the GVRD were asked the question: "Do you, or does anyone in your household grow food, that is vegetables, fruit, berries, nuts, herbs in your yard, on your balcony or in a community garden?" Just under one half (44%) said that they do.

These are the findings of a special feature BC Ipsos-Reid poll conducted between September 4th and 11th, 2002 among a representative cross-section of 800 British Columbian adults. These data are statistically weighted to ensure the sample's regional, age and sex composition reflects that of the actual BC population according to 1996 Census data. With a provincial sample of 800, one can say with 95 percent certainty that the overall results are within ± 3.5 percentage points of what they would have been had the entire adult BC population been polled. The margin of error will be larger for other sub-groupings of the survey population.



Ipsos Reid

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