



q1. The Calgary Farmer's Market is located on the site of the former Canadian Armed Forces military base. Before today had you heard of the Calgary Farmer's Market?

Proportions/Mean: Columns Tested (5% risk level) - A/B - C/D/E/F - G/H - I/J/K/L/M \* small base; \*\* very small base (under 30) ineligible for sig testing

	Gender		Age				Children Under 18		Years Lived in Calgary					
	Total	Male	Female	18 to 24	25 to 34	35 to 54	55+	Yes	No	Less than 2 yrs	2 to 5 yrs	6 to 10 yrs	10+ yrs	Born and Raised
		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	500	228	272	30	76	216	159	159	336	27	56	54	279	83
Weighted	500	248	252	49**	123*	190	121	168	326	34**	68*	58*	253	86*
Yes	427 85%	213 86%	215 85%	31 63%	104 84%	169 89%	110 91%	139 83%	283 87%	17 51%	56 84%	45 78%	229 91% K	77 90%
No	71 14%	35 14%	36 14%	18 37%	18 15%	21 11%	11 9%	29 17%	41 13%	15 44%	11 16%	13 23% L	23 9%	9 10%
(DK/NS)	2 0%	0 -	2 1%	0 -	2 1%	0 -	0 -	0 -	2 1%	2 5%	0 -	0 -	0 -	0 -

**q2. Have you yourself been to the Calgary Farmer's Market?**

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	A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Heard of Calgary Farmer's Market	435	198	237	19	64	192	145	134	297	15	46	43	255	75
Weighted	427	213	215	31**	104*	169	110	139	283	17**	56*	45*	229	77*
Yes	295 69%	143 67%	153 71%	13 42%	70 67%	117 69%	84 76%	91 65%	203 72%	13 74%	30 53%	35 79% J	165 72% J	52 67%
No	132 31%	70 33%	62 29%	18 58%	34 33%	52 31%	26 24%	48 35%	80 28%	4 26%	27 47% KL	10 21%	64 28%	26 33%

**q4. Which of the following are reasons why you go to the Calgary Farmer's Market?**

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	A	B	C	D	E	F	G	H	I	J	K	L	M	
Base: Have been to the Calgary Farmer's Market	308	135	173	8	43	133	111	88	218	11	26	34	186	51
Weighted	295	143	153	13**	70*	117	84	91*	203	13**	30**	35*	165	52*
To buy locally produced foods and products	224 76%	106 74%	119 78%	3 25%	50 72%	93 80%	68 81%	69 76%	153 76%	10 75%	24 79%	30 84%	128 78%	33 64%
To support small local business	160 54%	70 49%	90 59%	5 37%	34 49%	69 59%	47 56%	45 50%	114 56%	5 37%	16 54%	22 61%	95 57%	23 45%
Because it is a good place to meet other Calgarians	46 16%	22 15%	24 16%	0 -	11 16%	17 15%	17 20%	14 16%	31 15%	2 19%	5 17%	3 7%	30 18%	6 12%
Because it is a unique place to go	173 58%	80 57%	92 60%	6 50%	52 74%	67 58%	42 50%	52 57%	120 59%	6 51%	21 71%	21 61%	93 56%	31 59%
Because it is fun to do	159 54%	73 51%	86 56%	8 63%	41 58%	59 51%	44 53%	46 51%	112 55%	4 32%	20 69%	19 53%	88 53%	27 52%
Because it is something that I can do with my family	108 37%	57 40%	51 33%	3 25%	31 44%	44 38%	26 31%	41 45%	67 33%	2 19%	11 37%	13 37%	62 38%	19 36%
(DK/NS)	6 2%	3 2%	3 2%	0 -	2 2%	1 1%	4 5%	0 -	6 3%	0 -	0 -	0 -	5 3%	1 2%

q5. Thinking about the things that Calgary offers, how important do you think having the Farmer's Market is to the community? Is it ...

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		A	B	C	D	E	F	G	H	I	J	K	L	M
Base: All respondents	500	228	272	30	76	216	159	159	336	27	56	54	279	83
Weighted	500	248	252	49**	123*	190	121	168	326	34**	68*	58*	253	86*
Very Important	261 52%	112 45%	149 59%	19 40%	62 50%	105 56%	71 59%	80 48%	179 55%	14 43%	33 49%	27 47%	141 56%	46 53%
Somewhat Important	205 41%	110 44%	95 38%	23 47%	57 46%	73 38%	45 37%	75 45%	129 40%	11 32%	31 46%	25 44%	102 40%	34 40%
Not At All Important	25 5%	19 8%	5 2%	5 10%	3 3%	10 5%	5 4%	8 5%	15 5%	3 10%	2 3%	5 8%	8 3%	6 8%
(DK/NS)	9 2%	6 3%	2 1%	2 3%	2 1%	2 1%	0 -	5 3%	4 1%	5 15%	2 3%	1 1%	1 0%	0 -

q6. From your perspective should the plan keep the Calgary Farmer's Market at its current location?

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Weighted	500	248	252	49**	123*	190	121	168	326	34**	68*	58*	253	86*
Yes	359 72%	172 70%	187 74%	42 87%	84 68%	134 71%	90 75%	119 71%	238 73%	22 65%	52 77%	43 74%	174 69%	67 78%
No	90 18%	47 19%	42 17%	6 13%	24 20%	43 23%	15 13%	28 17%	60 18%	7 20%	8 12%	7 13%	52 21%	15 18%
(DK/NS)	51 10%	28 11%	23 9%	0 -	15 12%	13 7%	15 13%	21 12%	28 9%	5 15%	8 11%	8 13%	27 11%	4 5%