

Calgarians Strong Supporters of Farmers' Market

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72% support keeping Farmers' Market at Current Location



Ipsos Reid

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Calgary, AB - Calgarians show strong support for the Calgary Farmers' Market in a study fielded by Ipsos Reid just prior to the Herald's front page headline and editorial on this subject.

The Calgary Farmers' Market opened in 2004 in the Currie Barracks on the site of the former Canadian Armed Forces military base. The land is owned and is being developed by Canada Lands - a federal Crown Corporation. Canada Lands has produced a redevelopment plan for the site which does not currently include the Calgary Farmers' Market.

The Ipsos study, conducted with 500 Calgarians representing all quadrants of the City, shows that 85% of residents are aware of the Calgary Farmers' Market and that 59% have themselves been to the Market. The most important reasons for going to the Market are to buy locally produced foods and products (76%), because it is a unique place to go (58%), to support small local business (54%) and because it is fun to do (54%).

Fully 93% of Calgarians characterized the Calgary Farmers' Market as being Important to the community with 52% saying the Market is Very Important and another 41% describing it as being Somewhat Important. By contrast, only 5% said the Farmer's Market is Not Important to the community.

Seventy two percent (72%) of Calgarians told Ipsos Reid that the Calgary Farmers' Market should be kept as its current location. Eighteen percent said the redevelopment plan should not keep the Market at its current location while another 10% of Calgarians felt unable to answer the question.

These are the findings of an Ipsos Reid telephone poll conducted between July 17th and 19th, 2008. The poll is based on a randomly selected sample of 500 adult Calgarians. With a sample of this size, the results are considered accurate to within ± 4.4 percentage points, 19 times out of 20, of what they would have been had the entire adult population of Canada been polled. The margin of error will be larger for other sub-groupings of the survey population. These data were statistically weighted to ensure the sample's composition reflects that of Calgary's actual population according to the 2006 Census data.

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