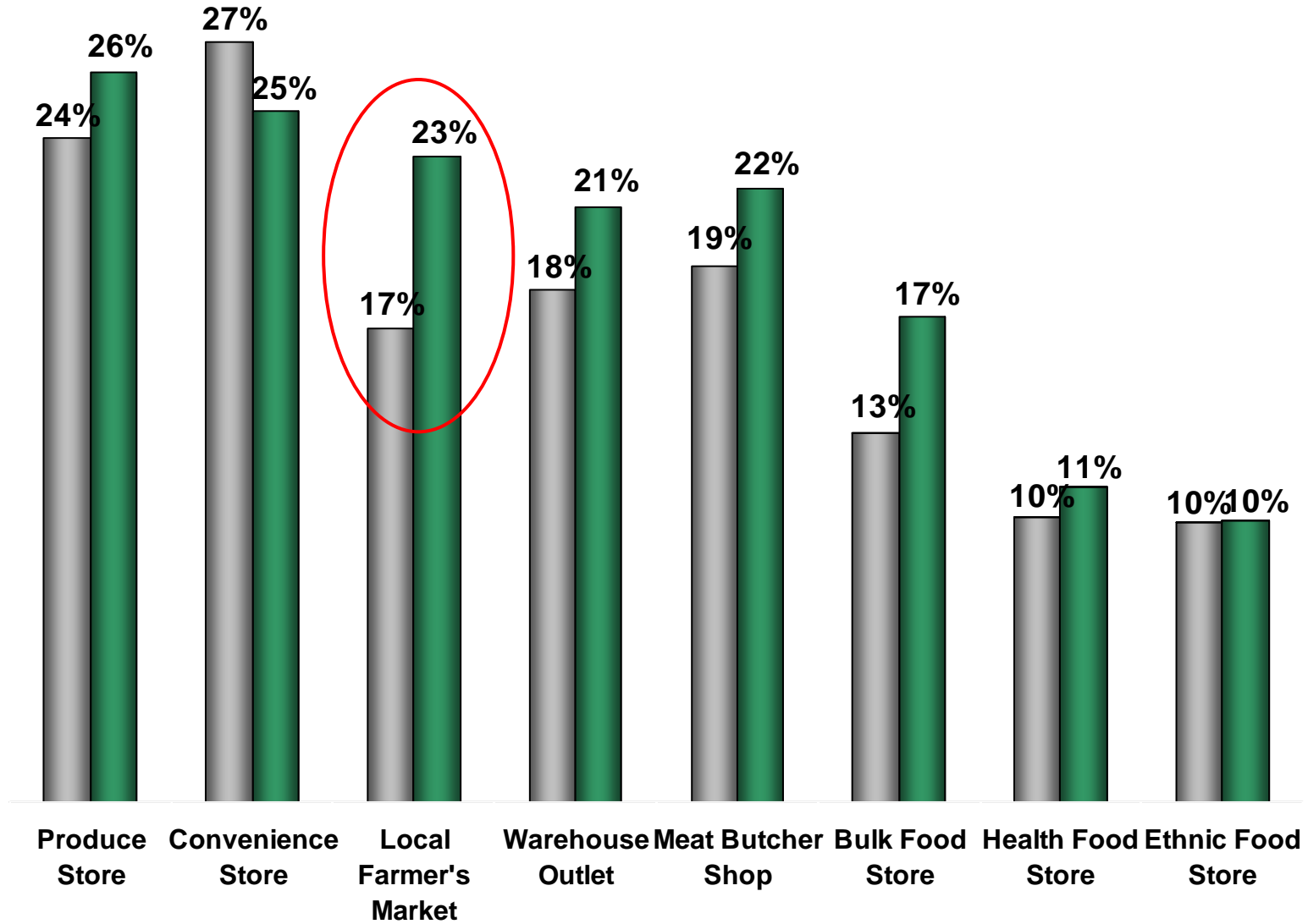


Where Do Canadian Adults Buy Their Grocery?

2003 & 2008



■ 2003 ■ 2008

NADbank 2008, Household Weighting,
All Product Markets

Grocery Shoppers Demographic Profile of Households

Supermarkets

Avg. Age	49
Female	58%
Some University +	35%
Rent home	30%
HHI	\$71K
Avg. \$ on Groceries/wk	\$109

Local Farmers Markets

Avg. Age	51
Female	62%
Some University +	37%
Rent home	28%
HHI	\$72K
Avg. \$ on Groceries/wk	\$114

Local Farmer's Market Shoppers' Readership

