



# Audience Profile

**Results:** 2011 Good Food Festival Research  
**Attendance:** 27,000

## FASTFacts

Celebrating 20 Years!

May 4-6, 2012

International Centre, Halls 1&2, Mississauga  
(Airport Rd at Derry Rd)

Explore what's new in the world of ethnic cuisine, gourmet fare, natural foods, cooking ingredients, kitchen expert advice.

## What's Cooking

Cooking lessons by food celebs! Over 150 FREE cooking lessons and food talks by many of Canada's best-known culinary experts. Non-stop stages serve up an abundance of good food advice to help you revitalize your meal repertoire.

Tantalize your taste buds. There are hundreds of mouth watering foods to enjoy. Over 200 companies and food experts are showcasing thousands of new products, meal solutions and recipe ideas. It's a market too! The Festival is a great place to shop. Companies offer fabulous Festival prices.

Trade & Media Preview - NEW!

FREE ADMISSION

Friday, May 4: 10am to Noon

International Centre, Hall 1 & 2, Mississauga  
6900 Airport Road at Derry Road • Free Parking!

Website [www.goodfoodfestival.com](http://www.goodfoodfestival.com)

## Demographics

Female: 76%

Average Age (18+): 38 years

25 to 54 years: 79.5%

25 to 34 years: 26%

35 to 44 years: 32.6%

45 to 54 years: 39%

65% have completed college or university

53% earn a household income of \$75,000 or more

## Why Consumers Came to Festival?

Sampling, shopping and education continue to be the Festival's major attractions. Here's why people come:

- 48% to try new foods/beverages;
- 81% of consumers specifically stated shopping as the reason they decided to attend Festival

## Festival Goers Interested in Their Health

- 90% stated they are very or extremely interested in nutrition
- 70% take vitamins and/or supplements.
- 82% of the audience buy organic food products

## Festival Goers Shopping Profile

- 88% are the primary grocery shopper in the household.
- 88% buy their groceries at a major grocery store, 51% also shop at health food stores
- 92% bought products at the Festival, and 97% plan on buying products they discovered at the Festival at a later date

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