

Q1 w

Which of the following best describes you?

- Answered: 106
- Skipped: 7

Answer Choices	Responses
White	94.34% 100
Hispanic, Latino, or Spanish origin	3.77% 4
Black or African American	0.94% 1
Asian	0.00% 0
Indigenous/Alaska Native	0.00% 0
Other	0.94% 1
TOTAL	106

What is your age

- Answered: 111
- Skipped: 2

Answer Choices	Responses
18-25	0.90% 1
26-35	13.51% 15
36-45	8.11% 9
46-55	20.72% 23
56-65	13.51%

Answer ChoicesResponses

	15
	30.63%
66-75	34
	12.61%
75 or older	14
TOTAL	111
Q3 w	

What is your gender

- Answered: 113
- Skipped: 0

Answer ChoicesResponses

	80.53%
Female	91
	18.58%
Male	21
	0.88%
Non-binary	1
	0.00%
Other	0
TOTAL	113
Q4 w	

How many people are in your household?

- Answered: 113
- Skipped: 0

Answer ChoicesResponses

	63.72%
1-2	72
	28.32%
3-4	32

Answer Choices Responses

	6.19%
5-6	7
	1.77%
7 or more	2
TOTAL	113
Q5 w	

What income bracket best describes your household income before taxes?

- Answered: 100
- Skipped: 13

Answer Choices Responses

Under \$15,000	14.00%
	14
\$15,000-\$24,999	18.00%
	18
\$25,000-\$49,999	21.00%
	21
\$50,000-\$75,000	23.00%
	23
Over \$75,000	24.00%
	24
TOTAL	100
Q6 w	

Where do you most frequently shop for fruits and vegetables in the summer?

- Answered: 109
- Skipped: 4

Answer Choices	Responses
Supermarket or grocery store	33.03%
	36
Farmers Market	18.35%
	20

Answer Choices	Responses
Corner stores	0.00% 0
Farm Stands or Co-ops	27.52% 30
Other (please specify)	21.10% 23
TOTAL Q7 w	109

Where do you most frequently shop for fruits and vegetables in the winter?

- Answered: 109
- Skipped: 4

Answer Choices	Responses
Supermarket or grocery store	84.40% 92
Farmers Market	0.00% 0
Corner stores	0.92% 1
Farm Stands or Co-ops	11.01% 12
Other (please specify)	3.67% 4
TOTAL Q8 w	109

How did you find out about the Mobile Market?

- Answered: 109
- Skipped: 4

Answer Choices	Responses
Newspaper	7.34% 8
Flyer	9.17% 10
Hilltown Community Healthy Center	18.35% 20
Word of mouth	29.36% 32
Online	17.43% 19
Other (please specify)	18.35% 20
TOTAL	109

Q9 w

Do you have a farm share with the Hilltown Mobile Market?

- Answered: 111
- Skipped: 2

Answer Choices	Responses
Yes	82.88% 92
No	17.12% 19
TOTAL	111

Q10 w

If the mobile market did not exist, I would (check all that apply)

- Answered: 110
- Skipped: 3

Answer Choices	Responses
Buy more produce from the supermarket/grocery store	60.91% 67

Answer Choices	Responses
Buy more produce from local farm stands	42.73% 47
Find another CSA	14.55% 16
Consume fewer fruits and vegetables	15.45% 17
Consume less local produce	29.09% 32
Grow more produce in my garden	9.09% 10
Get produce from a local pantry	2.73% 3
Other (please specify)	1.82% 2

Total Respondents: 110
Q11 w

Where do you visit the market?

- Answered: 111
- Skipped: 2

Answer Choices Responses

Blandford	21.62% 24
Cummington	24.32% 27
Huntington	31.53% 35
Worthington	22.52% 25

TOTAL 111
Q12 w

How many times have you visited the market or picked up your share this season?

- Answered: 110
- Skipped: 3

Answer Choices Responses

	10.00%
1-3 times	11
	15.45%
4-6 times	17
	27.27%
7-9 times	30
	47.27%
10 times or more	52
TOTAL	110

Q13 w

Are you enrolled in SNAP (Food Stamps)?

- Answered: 103
- Skipped: 10

Answer Choices Responses

	20.39%
Yes	21
	79.61%
No	82
TOTAL	103

Q14 w

Are you aware of HIP, the Healthy Incentives Program, that is automatically available to SNAP recipients for the purchase of fresh fruits and vegetables at participating retailers?

- Answered: 85
- Skipped: 28

	Answer Choices	Responses
Yes		56.47%

Answer Choices	Responses
	48
	34.12%
No	29
	9.41%
A little, but would like to know more	8
TOTAL	85
Q15 w	

Are you aware of other state funded programs like the WIC (Women, Infants, and Children) Farmers Market Coupons and the Senior Farmers Market Coupons?

- Answered: 86
- Skipped: 27

Answer Choices	Responses
	69.77%
Yes	60
	20.93%
No	18
	9.30%
A little, but would like to know more	8
TOTAL	86
Q16 w	

Did you know that the Hilltown Mobile Market is a certified SNAP and HIP vendor and also accepts WIC and Senior Farmers Market Coupons?

- Answered: 85
- Skipped: 28

Answer Choices	Responses
	84.71%
Yes	72
	15.29%
No	13
TOTAL	85

Q17 w

Over the course of the market season do you think your fruit and vegetable consumption has increased?

- Answered: 107
- Skipped: 6

Answer Choices **Responses**

	29.91%
Significantly	32
	42.06%
Moderately	45
	15.89%
Somewhat	17
	12.15%
Not really	13
TOTAL	107

Q18 w

What would encourage or enable you to purchase more produce from the mobile market?
(check all that apply)

- Answered: 97
- Skipped: 16

Answer Choices	Responses
More produce variety	38.14%
	37
More food variety (e.g. meat, cheese, eggs, honey, etc.)	50.52%
	49
	10.31%
Lower prices	10
	27.84%
More convenient times/locations	27
	10.31%
More income-based discounts/subsidies	10

Answer Choices	Responses
Arts & entertainment at the market such as musicians, cooking demonstrations, etc.	11.34% 11
Other (please specify)	16.49% 16
Total Respondents: 97	
Q19 w	

How important is it to you that the market focuses on selling Hilltown-grown (Worthington, Chesterfield, Shelburne, Ashfield, Westhampton, etc.) produce?

- Answered: 106
- Skipped: 7

Answer Choices	Responses
I only want to support Hilltown farms	8.49% 9
I prefer to buy Hilltown-grown, but appreciate some variety from other local sources (e.g. sweet corn and watermelon from the Valley)	80.19% 85
I would prefer to shop for all my produce needs at the market regardless of where it was grown	11.32% 12
Can we get some bananas and avocados?	0.00% 0
TOTAL	106
Q20 w	

how satisfied have you been with the following

- Answered: 105
- Skipped: 8

	Extremely Unsatisfied	Unsatisfied	Somewhat Satisfied	Satisfied	Extremely Satisfied	Total	Weighted Average
Variety of produce	0.00% 0	0.00% 0	10.68% 11	34.95% 36	54.37% 56	103	4.44
Quality of produce	2.91% 3	0.00% 0	1.94% 2	20.39% 21	74.76% 77	103	4.64

	Extremely Unsatisfied	Unsatisfied	Somewhat Satisfied	Satisfied	Extremely Satisfied	Total	Weighted Average
Price of Produce	1.02%	2.04%	6.12%	32.65%	58.16%	98	4.45
Days, times, and locations of the market	0.96%	1.92%	22.12%	31.73%	43.27%	104	4.14
Customer service	0.96%	0.00%	0.00%	10.58%	88.46%	104	4.86
Length of program	0.00%	1.92%	10.58%	41.35%	46.15%	104	4.32
Payment options (for shareholders)	1.12%	0.00%	1.12%	22.47%	75.28%	89	4.71
Overall satisfaction with the program	0.95%	0.00%	0.95%	27.62%	70.48%	105	4.67

Q21 w

How long does it take you to travel to the mobile market?

- Answered: 89
- Skipped: 24

Answer Choices	Responses
Under 5 minutes	50.56%
	45
	14.61%
Under 10 minutes	13
	22.47%
Under 15 minutes	20
	12.36%
More than 15 minutes	11
TOTAL	89

Q22 w

How satisfied have you been with the quantity of produce in your weekly share?

- Answered: 89
- Skipped: 24

Answer Choices	Responses
Extremely satisfied	49.44%

Answer Choices	Responses
	44
	40.45%
Satisfied	36
	7.87%
Somewhat satisfied	7
	2.25%
Dissatisfied	2
	0.00%
Extremely dissatisfied	0
TOTAL	89

Q23 w

Please explain why to the previous question

- Answered: 36
- Skipped: 77

Q24 w

How often were you able to get your first choice of items in your share?

- Answered: 89
- Skipped: 24

Answer Choices	Responses
Every time	28.09%
	25
	57.30%
Most of the time	51
	14.61%
Sometimes	13
	0.00%
Rarely	0
TOTAL	89

Q25 w

Do you feel that the amount you paid for your farmshare was just/fair/equitable?

- Answered: 88
- Skipped: 25

Answer Choices **Responses**

	90.91%
Yes	80
	0.00%
No	0
	9.09%
Somewhat	8
TOTAL	88
Q26 w	
Q27 w	

How much of your average weekly produce consumption was covered by the items in your weekly share?

- Answered: 88
- Skipped: 25

Answer Choices	Responses
Less than 25%	11.36%
	10
More than 25% but less than 50%	38.64%
	34
More than 50% but less than 75%	34.09%
	30
More than 75%	15.91%
	14
TOTAL	88
Q28 w	

If you read our weekly email newsletter, what features did you find most useful or interesting?
(Please rank in order, with 1 being your most favorite and 5 being your least)

- Answered: 60
- Skipped: 53

	1	2	3	4	5	6	Total	Score
Featured Article	16.67%	14.58%	14.58%	27.08%	27.08%	0.00%		
	8	7	7	13	13	0	48	3.67
List of the week's produce availability	70.69%	10.34%	12.07%	1.72%	5.17%	0.00%		
	41	6	7	1	3	0	58	5.40
Local Farm Spotlight	10.64%	29.79%	31.91%	21.28%	6.38%	0.00%		
	5	14	15	10	3	0	47	4.17
Vegetable Nutritional Spotlight	4.08%	12.24%	24.49%	28.57%	30.61%	0.00%		
	2	6	12	14	15	0	49	3.31
Featured Vegetable Recipe	6.38%	36.17%	14.89%	17.02%	25.53%	0.00%		
	3	17	7	8	12	0	47	3.81
Other	0.00%	0.00%	0.00%	0.00%	0.00%	0.00%		
	0	0	0	0	0	0	0	0.00

Q29 w

Would you be interested in a longer season or additional pop-up markets later into the fall/winter?

- Answered: 105
- Skipped: 8

Answer Choices

Responses	Percentage
Yes	89.52%
	94
No	0.95%
	1
Maybe	9.52%
	10
TOTAL	105

Q30 w

Do you have any suggested market locations you would like us to consider next year?

- Answered: 32
- Skipped: 81

Q31 w

Would you be interested in an online marketplace where you could place weekly pre-orders for pick up at various locations either instead of or in addition to the current physical market?

- Answered: 98
- Skipped: 15

Answer Choices	Responses
I would prefer online ordering instead of the physical market	5.10% 5
I would prefer online ordering in addition to the physical market	53.06% 52
I would not prefer an online marketplace	18.37% 18
Unsure, would like more information	23.47% 23
TOTAL	98