

# Zoomerang Survey Results

Better Food Closer to Home

Response Status: Completes

Filter: No filter applied

Dec 02, 2010 8:56 AM PST

Many Mascoma-area residents have told us they wish there was a local store with fruit, vegetables, and other food. Help us learn about your interests and needs by answering the questions below. After you complete the survey, you may enter a prize drawing. Please see instructions at the end of the

## 1. What town do you live in? If you don't live in any of these towns, please stop and do not complete the survey.

a. Canaan	151	41%
b. Enfield	130	35%
c. Dorchester	2	1%
d. Grafton	78	21%
e. Orange	9	2%
<b>Total</b>	<b>370</b>	<b>100%</b>

## 2. Where do you currently shop for most of your fresh fruits and vegetables? (choose one)

a. A large supermarket (e.g., Shaw's, Price Chopper)	269	71%
b. A cooperative food store (e.g., Co-op Food Stores of Hanover/Lebanon/WRJ)	77	20%
c. A local grocery store or a country/general store (e.g., George's, Canaan Cash)	7	2%
d. Farmers' markets, farm stands, or CSA/farm shares	18	5%
e. I don't buy fresh fruits and vegetables	6	2%
<b>Total</b>	<b>377</b>	<b>100%</b>

## 3. If a small market with fresh fruits and vegetables opened in the town where you live, would it change the way you shop? (choose one)

a. Definitely - I would use the market for most of my grocery needs	171	45%
b. Somewhat – I would use the market when it is convenient or I if forgot something	173	45%
c. Not really – I mostly shop for food near where I work, not where I live	21	6%
d. No – a town market would not change my shopping behavior	16	4%
<b>Total</b>	<b>381</b>	<b>100%</b>

**4. Other than a grocery store, where would you likely buy fresh fruits and vegetables, if located close to home? (check all that apply)**

a. A mobile produce van, with regular stops at local area businesses, schools, or parks	64	17%
b. A local general/convenience store that offers better fruits and vegetables	194	52%
c. A summer/winter farmers' market	241	65%
d. Prepaid weekly produce boxes available for pick up at convenient locations	38	10%

**5. Which features would make shopping at a farmers' market more appealing? (check all that apply)**

a. At least two fruit and vegetable farmers at the market	149	40%
b. The option to pay using my EBT card or debit card	94	25%
c. Affordable prices	249	66%
d. Recipes or cooking demonstrations offered as part of the market	45	12%
e. Different hours or location -- please tell us when and where	68	18%

**6. What, if anything, keeps you from buying fresh fruits and vegetables as often as you would like? (check all that apply)**

a. They are too expensive	121	32%
b. Fruits and vegetables available to me are of poor quality	80	21%
c. I do not know how to cook them well	11	3%
d. There is no place to buy them close to home	114	30%
e. Much of it wilts or goes bad before I can use it	92	25%

5. Which features would make shopping at a farmers' market more appealing? (check all that apply)

Respondent #	Response
	1 I wish Enfield's market were back at Huse Park area
	2 several times a week, at least
	3 moving the farmers market out of Huse Park was a big mistake
	4 enfield market back to where it used to be
	5 more often
	6 supermarket like market basket (farmers markets too high in price)
	7 huse park was great!
	8 along rt 4
	9 Huse Park was a great location
	10 location at Protor's Store
	11 Huse Park - weekend
	12 along rt. 4
	13 route 4
	14 open daily
	15 route 4
	16 opened daily
	17 Having affordable not picked over items available beyond 5:30-6 pm- I don't get back home from work until at least that time.
	18 Hanover
	19 longer hours at Canaan - 10-4 PM
	20 Downtown Enfield was great. Shaker Museum is out of the way
	21 Sat in Canaan around 10 AM
	22 Downtown Enfield/Huse Park
	23 in Grafton
	24 evening
	25 open later
	26 BackAnse Park 4-7 pm
	27 Shaker Museum too out of the way
	28 On way home from work
	29 Enfield where used to be Huge park more than 1x per week
	30 None
	31 during evening drive home from work/on Rte 4

- 32 Saturday or a weekend afternoon in summer
- 33 town of Enfield, until 6:30 p.m.
- 34 Enfield downtown (Community Center)
- 35 until 7:00 p.m. at least, downtown
- 36 Grafton
- 37 close and convenient
- 38 Grafton
- 39 Grafton & Danbury
- 40 Grafton
- 41 Grafton, Saturday
- 42 Grafton
- 43 none apply
- 44 wkend & wknite hrs after 6pm
- 45 signs that state vouchers and ebt cards are taken
  
- 46 more hours
- 47 Enfield after hours
- 48 Evenings
- 49 Centralized ie - Leb. farmer mkt w/more peranent location available year round. I shop at Stern's in Hartford, VT