**Explanation for Binned Variables**

**Sales Point:** The percentages are based on the categorization of the different sales points in the survey and then are placed in 10% bins:





**Distance:** The distance in miles which was calculated based on a web search of the farms listed on the Hub’s websites. When farms had an address that I could find, I used that to get the latitude and longitude and calculated the “great circle” distance between the farms and the Hub. I then calculated the average and maximum of all known distances.



**Revenue:** The gross revenue is taken directly from the survey but then scaled into bins to help the program translate the gross revenue in a size for the shapes. Here is the list of revenues and their scale.

