

		OMB Number: 0584-0616 Expiration Date: XX/XX/XXXX
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APPENDIX AG2. FINI GROCERY STORE SURVEY

According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The time required to complete this information collection is estimated to average 12 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.



OMB Number: 0584-0616
Expiration Date: XX/XX/XXXX

<FINI>

<OUTLET NAME>



According to the Paperwork Reduction Act of 1995, no persons are required to respond to a collection of information unless it displays a valid OMB number. The time required to complete this information collection is estimated to average 10 minutes per response, including the time for reviewing instructions, searching existing data sources, gathering and maintaining the data needed, and completing and reviewing the collection of information.

1. Why did this store choose to participate in <FINI>?

MARK ALL THAT APPLY

- To bring in new customers
- To benefit customers
- To be part of something new
- <Name of Grantee> asked us to join
- Corporate office asked us to join
- Know other retailers who joined
- To increase sales of fruits and vegetables
- To increase sales of other items
- Other reasons for participating, please specify: _____

2. Who was involved in the decision to participate in <FINI>?

MARK ALL THAT APPLY

- Corporate office/store owner
- Store manager(s)
- Cashiers
- Other store employees, please specify: _____

3. How are incentives (i.e., <FINI NAME>) provided to SNAP participants?

- Cash register printed coupon
- Pre-printed coupon
- Loyalty card
- Other, please specify _____

4. Is there an expiration date for the incentives?

- Yes
- No → **GO TO QUESTION 6**

5. How long do customers have to redeem the incentives?

- One month or less after date of issuance
- 2 to 3 months after date of issuance
- 4 to 6 months after date of issuance
- 7 to 12 after date of issuance
- There is no expiration date for the incentives

6. Did anyone from this store receive training from <NAME OF GRANTEE> to implement <FINI>?

- Yes
- No → **GO TO QUESTION 8**

7. Who attended the training provided by <NAME OF GRANTEE??

MARK ALL THAT APPLY

- Corporate staff/store owner(s)
- Store managers (excluding store owner)
- Cashiers (excluding store owner)
- Other attendees, please specify: _____

8. Did this store provide training to the cashiers?

- Yes
- No

9. Which of the following topics were covered in the cashier training?

MARK ALL THAT APPLY

- List of eligible products
- Calculating incentive value
- Ratio of SNAP purchase to incentive value
- Maximum amount of incentive value per customer
- Submitting invoice for reimbursement
- Informing SNAP participants about <FINI>
- Handling refunds associated with incentives
- Handling customer issues
- Other general SNAP rules
- Other, please specify: _____
- There was no cashier training

10. What types of marketing materials did your store receive from <NAME OF GRANTEE> to inform SNAP participants about <FINI>?

MARK ALL THAT APPLY

- Posters or signs for in-store use
- Shelf tags for in-store use
- Floor stickers for in-store use
- Educational pamphlets for in-store distribution
- Flyers to mail or hand out to community residents
- Other, please specify: _____
- Did not receive any marketing materials

11. What types of marketing materials did the corporate office or store owner develop to inform SNAP participants about <FINI>?

MARK ALL THAT APPLY

- Posters or signs for in-store use
- Shelf tags for in-store use
- Floor stickers for in-store use
- Educational pamphlets for in-store distribution
- Flyers to mail or hand out to community residents
- Other, please specify: _____
- Did not develop any marketing materials

12. What types of questions have store staff asked about <FINI>?

MARK ALL THAT APPLY

- Product eligibility
- Processing sales with incentives
- Calculating incentive value
- Responding to customer questions
- Other, please specify: _____
- Employees did not have any questions

13. What types of questions have customers asked about <FINI>?

MARK ALL THAT APPLY

- Product eligibility
- Maximum amount of incentive they can receive
- Reimbursements on unused incentives
- Returning items purchased with incentives
- Other general SNAP rules
- Other, please specify: _____
- Customers did not have any questions

14. Have you contacted <Name of Grantee> or corporate office for clarification on <FINI> implementation?

- YES
- NO → GO TO QUESTION 18

15. List the topic(s) on which clarification was needed.

16. Did <Name of Grantee> or corporate office provide the clarification in a timely manner?

- Yes
- No

17. What was the format in which <Name of Grantee> provided clarification?

MARK ALL THAT APPLY

- Phone call
- Email
- Directed to USDA's National Institute of Food and Agriculture (NIFA) website
- Directed to USDA's Supplemental Nutrition Assistance Program (SNAP) Policy Website
- Directed to Westat's FINI Evaluation Technical Assistance Website
- Directed to someone else, please specify: _____
- Other format, please specify: _____

18. How easy or difficult has it been to track and manage <FINI> funds?

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

19. How easy or difficult has it been to receive <FINI> reimbursements?

- Very easy
- Somewhat easy
- Neither easy nor difficult
- Somewhat difficult
- Very difficult

20. Which of the following best describes your experience with <FINI> reimbursements?

- Received in a reasonable amount of time
- Taken longer than expected to receive
- Varied and unpredictable

21. Comparing your current stock to that before you joined <FINI>, would you say that you stock more, the same, or less of the following products?

MARK ONE ANSWER FOR EACH PRODUCT.

Products	Stock more than before	Stock about the same as before	Stock less than before	Not applicable
Fresh fruits	•	•	•	•
Frozen fruits	•	•	•	•
Canned fruits	•	•	•	•
Dried fruits	•	•	•	•
100 percent fruit juice	•	•	•	•
Fresh vegetables	•	•	•	•
Frozen vegetables	•	•	•	•
Canned vegetables	•	•	•	•
Dried vegetables	•	•	•	•
100 percent vegetable juice	•	•	•	•

22. Comparing your current fruit stock to that before you joined <FINI>, would you say that you now stock:

- Different types of fruits that you did not stock before
- The same types of fruits that you stocked before

23. Comparing your current vegetable stock to that before you joined <FINI>, would you say that you now stock:

- Different types of vegetables that you did not stock before

- The same types of vegetables that you stocked before

24. Because of your participation in <FINI>, have you done any of the following?

MARK ALL THAT APPLY

- Started working with any new produce suppliers
- Received more shipments from any produce suppliers
- Increased stock of State (i.e., local) grown produce
- Increased frequency of restocking produce display floor
- Installed new refrigeration or freezer units for produce
- Increased shelf space for produce
- Changed where produce is located in the store
- Changed where produce is located on the shelves
- Other, please specify: _____

25. How did offering <FINI> affect the following at your store?

MARK ONE ANSWER FOR EACH ITEM.

	Large Increase	Small Increase	No Change	Small Decrease	Large Decrease	Don't know
Average time to process SNAP purchases	•	•	•	•	•	•
Sale of fruits	•	•	•	•	•	•
Sale of vegetables	•	•	•	•	•	•
Number of non-SNAP shoppers	•	•	•	•	•	•
Number of SNAP shoppers	•	•	•	•	•	•
Store profits	•	•	•	•	•	•

26. Did this store reach the following targets?

MARK ONE ANSWER FOR EACH ITEM.

Target	Reached target	Did not reach target	Did not have this as a target	Don't know
Number of SNAP participants who received incentives	•	•	•	•
Amount of incentives distributed to SNAP participants	•	•	•	•
Amount of incentives that were redeemed by SNAP participants	•	•	•	•

27. Which of the following activities were conducted at this store to promote <FINI>?

- Cooking demonstrations
- Store tours
- Customer education on how to buy produce
- Other nutrition education activities
- Other, please specify: _____
- None

28. Which of the following were challenges you experienced in implementing <FINI> at this store?

MARK ALL THAT APPLY

- Informing customers about the <FINI> program
- Scheduling promotional activities when SNAP participants are in the store
- Streamlining checkout process for SNAP participants
- Cashier turnover
- Training new staff
- Offering refresher training(s) for staff
- Other, please specify: _____
- There were no challenges in implementing <FINI> at this store

29. Please describe the successes in implementing <FINI> at this store.

30. If you had to do it again, would you join another <FINI> project?

- Yes
- No
- Not sure

Thank you for completing this survey. Please return it in the postage-paid envelope or mail it at the following address:

**Attention: FINI PROJECT
1600 Research Blvd
Rockville, MD 20850**