

Supplementary Materials

Table S1. Participant Characteristics Tested for Differences by Produce Perks Use Status

	P-value for difference	
	Nutrition Incentive Program Users Vs. Non-Users	Nutrition Incentive Program by Location of Use Retail vs. Farmer's Market vs. Both
Economic Domain		
Annual Income in dollars	<0.001 ^a	0.685 ^b
Number of people supported by your SNAP	0.005 ^a	0.332 ^b
Amount of SNAP money received last month	0.039 ^a	0.152 ^b
Total years on SNAP (lifetime)	0.848 ^a	0.477 ^b
Someone in household received WIC in the last year	0.896 ^c	0.589 ^d
Amount spent on fruits and vegetables during a typical month	0.593 ^a	0.132 ^b
Over the past 6 months, about how much Produce Perks did you receive from the location of first use?	NA	0.030 ^b
You had at least one month in the past year where you did not receive SNAP	0.109 ^c	0.508 ^d
Spatial Temporal Domain		
It is not convenient to buy fruits and vegetables (1 = strongly disagree, 5 = strongly agree)	0.005 ^a	0.339 ^b
Distance to preferred store	0.020 ^a	0.469 ^b
How do you usually get to your food store/market/pantry		
Have a car	0.051 ^c	0.799 ^d
Use someone else's car	0.048 ^d	0.468 ^d
Someone drives me	0.459 ^c	0.605 ^d
Walk	0.716 ^c	0.323 ^d
Take a bus	0.409 ^c	0.280 ^d
Taxi or taxi service (i.e. Uber, Lyft)	0.588 ^d	1.000 ^d

Ride a bicycle	0.131 ^d	0.297 ^d
Other	0.756 ^d	0.218 ^d
I never have enough time to shop for fruits and vegetables (1 = strongly disagree, 5 = strongly agree)	0.159 ^a	0.548 ^b
In the last year I obtained food from a		
Supermarket (e.g. Dave's, Kroger, Giant Eagle)	0.229 ^d	NA
Supercenter (e.g. Wal-Mart, Target))	0.501 ^c	NA
Smaller grocery store (e.g. Marcs, Aldi, Save a Lot)	0.796 ^d	NA
Warehouse club (e.g. Sam's Club, BJ's, Costco)	0.598 ^c	NA
Convenience store/Corner store	0.567 ^c	NA
Specialty store (e.g. ethnic stores, bakery, meat market, seafood market, green grocer)	0.038 ^c	NA
Drug Store/Pharmacy (e.g. CVS, Rite Aid, Walgreens)	0.207 ^c	NA
Dollar variety (e.g. Dollar General, Dollar Tree, Family Dollar)	0.540 ^c	NA
Farmer's market	0.034 ^c	NA
Food pantry/bank or shelter	0.731 ^c	NA
Mobile Pantry/Free Fruit and Vegetable Drop Off	0.044 ^c	NA
Church	0.543 ^c	NA
Friends or Family	0.134 ^c	NA
Another option not listed here	0.519 ^d	NA
Number of visits per month to your primary store	0.597 ^a	0.009 ^b
Service Domain		
How do the prices of fresh fruits and vegetables at your primary store compare to the prices of fresh fruits and vegetables at the farmers' market? (1 = a lot higher, 5 = a lot lower)	0.477 ^a	0.609 ^b
How does the quality of fresh fruits and vegetables at your primary store compare to the quality of fresh fruits and vegetables at the farmers' market? (1 = a lot worse, 5 = a lot better)	0.168 ^a	0.201 ^b

How does the variety of fresh fruits and vegetables at your primary store compare to the variety of fresh fruits and vegetables at the farmer's market? (1 = a lot larger variety, 5 = a lot smaller variety)	0.184 ^a	< 0.001 ^b
How does the service at your primary store compare to the service at the farmer's market? (1 = a lot less welcoming and friendly service, 5 = a lot more welcoming and friendly service)	0.694 ^a	0.411 ^b
Social Domain		
Think about friends, family, or people you know...		
About how many shopped at the promoted store offering Produce Perks over the past 6 months? (1=none, 5=all)	0.682 ^a	0.054 ^b
About how many have used Produce Perks over the past 6 months? (1=none, 5=all)	<0.001 ^a	0.225 ^b
About how many have shopped at your farmers' market over the past 6 months? (1=none, 5=all)	0.054 ^a	0.091 ^b
Personal Domain		
Education (Some high school or less, High school graduate, or Some college or more)	0.061 ^a	0.025 ^b
Moved in the last 12 months	0.050 ^c	1.000 ^d
Number of years you have been at your current address	0.213 ^a	0.958 ^b
Food Insecurity (USDA 6 item food security score > 1, indicating low or very low food security)	0.044 ^c	0.703 ^d
Food Insecurity (Alternative Ordinal specification: 0 = high food security, 6 = very low food security)	0.100 ^a	0.577 ^b
How often do you purchase fruits and vegetables when you go to your primary store? (1=never 5=always)	NA	<0.001 ^b
Confidence in preparing fresh green vegetables (1 = not at all confident, 5 = extremely confident)	0.273 ^a	0.008 ^b
Confidence in preparing root vegetables (1 = not at all confident, 5 = extremely confident)	0.435 ^a	0.018 ^b
Confidence in preparing fruit (1 = not at all confident, 5 = extremely confident)	0.426 ^a	0.185 ^b

Confidence in preparing fruits and vegetables with herbs and spices (1 = not at all confident, 5 = extremely confident)	0.430 ^a	0.153 ^b
I am a healthy eater (1 = Strongly Disagree, 4 = Strongly Agree)	0.549 ^a	0.454 ^b
I am someone who eats in a nutritious manner (1 = Strongly Disagree, 4 = Strongly Agree)	0.161 ^a	0.600 ^b
I am someone who is careful about what I eat (1 = Strongly Disagree, 4 = Strongly Agree)	0.148 ^a	0.522 ^b
Total number of people in your household	0.086 ^a	0.196 ^b
Number of adults in your household	0.870 ^a	0.067 ^b
Number of children in your household	0.034 ^a	0.107 ^b
Married or have a living partner	0.623 ^c	0.352 ^d
Age in Years	0.371 ^a	0.038 ^b
Home (Rent vs. Own vs. Other arrangement)	0.873 ^c	0.125 ^d
Race		
White	0.552 ^c	0.503 ^d
Black	0.942 ^c	0.056 ^d
Other	0.395 ^d	0.520 ^d
Gender	0.194 ^c	0.530 ^d
Self-reported health status (1= excellent, 5 = poor)	0.516 ^a	0.120 ^b
Number of months since first Produce Perks use	NA	<0.001 ^a
What motivated you to use the Produce Perks program?		
The program saves me money	NA	0.855 ^d
The program is easy to use	NA	1.000 ^d
The program is offered at a store close to home	NA	0.810 ^d
I was curious to see if the coupon actually worked	NA	0.509 ^d
The program allows me to buy more fruits and vegetables)	NA	0.164 ^d

I have a medical issue that requires me to incorporate more fruits and vegetables into my diet; the program helps me do that	NA	1.000 ^d
Other	NA	0.532 ^d
Number of times per month had fresh juice	0.893 ^a	0.170 ^b
Number of times per month ate fruit	0.613 ^a	0.631 ^b
Number of times per month ate beans	0.148 ^a	0.062 ^b
Number of times per month ate dark green vegetables	0.461 ^a	0.448 ^b
Number of times per month ate orange vegetables	0.669 ^a	0.287 ^b
Number of times per month ate “other” vegetables (beyond beans, dark green, or orange vegetables)	0.168 ^a	0.007 ^b
Number of times per month cooked meals made from scratch or using whole foods	0.259 ^a	0.076 ^b
Number of times per month ate out	0.359 ^a	0.437 ^b

^a Wilcoxon-Mann-Whitney test (non-parametric analog of the t-test, assumes ordinal rather than normally distributed interval) ^b Kruskal Wallace (non-parametric analog of ANOVA, assumes ordinal rather than normally distributed interval) ^c Chi-Square test ^d Fischer’s exact test (non-parametric analog of chi-squared test)