

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

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

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

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

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 <sup>d</sup>
Other	NA	0.532 <sup>d</sup>
Number of times per month had fresh juice	0.893 <sup>a</sup>	0.170 <sup>b</sup>
Number of times per month ate fruit	0.613 <sup>a</sup>	0.631 <sup>b</sup>
Number of times per month ate beans	0.148 <sup>a</sup>	0.062 <sup>b</sup>
Number of times per month ate dark green vegetables	0.461 <sup>a</sup>	0.448 <sup>b</sup>
Number of times per month ate orange vegetables	0.669 <sup>a</sup>	0.287 <sup>b</sup>
Number of times per month ate "other" vegetables (beyond beans, dark green, or orange vegetables)	0.168 <sup>a</sup>	0.007 <sup>b</sup>
Number of times per month cooked meals made from scratch or using whole foods	0.259 <sup>a</sup>	0.076 <sup>b</sup>
Number of times per month ate out	0.359 <sup>a</sup>	0.437 <sup>b</sup>

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