Table S1. Awareness of and likelihood of using the California Nutrition Incentive Program among sampled supermarket shoppers (n = 162)

	% (SE)
Awareness of incentive program	
Had previously heard about it	17.9% (3.0)
Had not previously heard about it	82.1% (3.0)
Likelihood of using incentive program once heard about it	
Not at all likely	0.8% (0.8)
Not very likely	3.0% (1.5)
Somewhat likely	37.1% (4.2)
Very likely	59.1% (4.3)