



# 2022 Double Up Food Bucks

## Customer & Vendor Experiences

### Benefits of Double Up Food Bucks

#### Customers



91%

said Double Up makes shopping more affordable



31%

were new Double Up shoppers



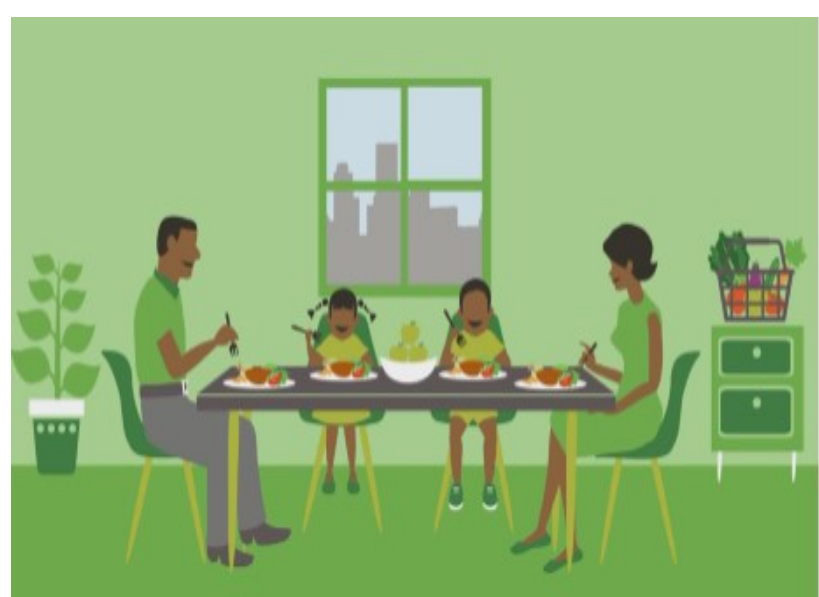
87%

cook meals at home most of the time



50%

learned about Double Up at a market, grocery store, or farm stand



36%

heard about Double Up from family or friends

#### Vendors

\$2.3M

in total sales reported by participating vendors



50%

participate in WIC and/or Seniors Programs



64%

female vendor respondents



88%

reported being well-trained to implement Double Up



69%

have had customers say they benefit from Double Up

