



# 2022 Double Up Food Bucks

## Customer & Vendor Experiences

### Benefits of Double Up Food Bucks

#### Customers



91%

said Double Up makes shopping more affordable



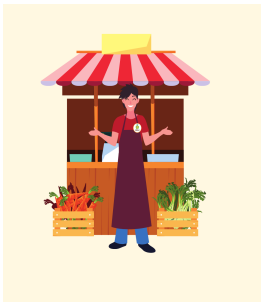
31%

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



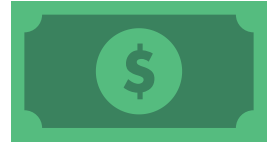
36%

heard about Double Up from family or friends

#### Vendors

\$1.8M

in total sales reported by participating vendors



50%

participate in WIC and/or Seniors Programs



64%

female vendor respondents



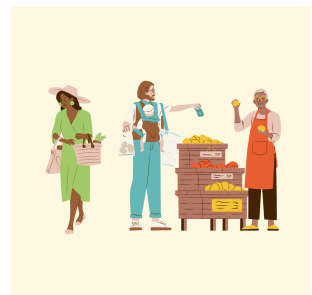
88%

reported being well-trained to implement Double Up



69%

have had customers say they benefit from Double Up



\* Results from the 2022 Double Up Food Bucks Customer and Vendor Surveys; 417 customers and 265 vendors completed the surveys in 2022.