



# 2023 Double Up Food Bucks

## Customer & Vendor Experiences

### Benefits of Double Up Food Bucks

#### Customers

#### Vendors

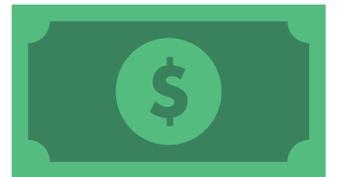


96%

said Double Up makes shopping more affordable

\$1.7M

in total sales reported by participating vendors



35%

were new Double Up shoppers

81%

reported selling more produce because of Double Up Food Bucks



85%

said they cook meals at home most of the time

64%

reported having a new customer base because of Double Up



50%

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

72%

reported having customers who say they benefit from Double Up



27%

heard about Double Up from family or friends

90%

reported being well-trained to implement Double Up



\* Results from the 2023 Double Up Food Bucks Customer and Vendor Surveys; 388 customers and 242 vendors completed the surveys in 2023.