



2024 Double Up Food Bucks Customer & Vendor Experiences



Customers



91%
said Double Up makes
shopping more affordable



74%
ate more fresh fruits
and vegetables



68%
were returning Double Up
customers from 2023



67%
shop at the market to
support farmers



66%
shop at the market to buy
the most nutritious food



41%
have limited time for
shopping

Vendors



\$1.75M
in total sales reported by
participating vendors



79%
are making more money
and selling more



70%
have a new customer base
because of Double Up Food Bucks



70%
had customers say they benefit
from Double Up Food Bucks



91%
reported being well-trained
to implement Double Up



41%
have participated in Double
Up for at least seven years.

*These results are from the 2024 Double Up Food Bucks Customer and Vendor Surveys;
459 customers and 268 vendors completed the surveys in 2024.*