

Double SNAP Transactions

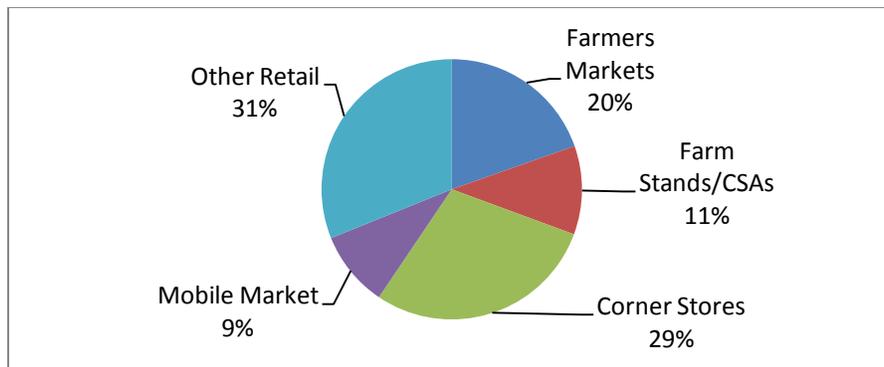
Double SNAP transactions in 2017 increased by 236% over the number of transactions in 2016, far-exceeding program growth goals. Total Double SNAP incentive distribution doubled in 2017 on total combined sales (SNAP and Double SNAP) of \$53,438.75. The program also expanded to more than 30 sites in 2017 throughout Lehigh and Northampton Counties, compared with just 19 locations in 2016.

Table 1: Double SNAP transactions and incentives over time.

	2016	2017	Corner Stores only
Number of Transactions	1,148	2,706	768
Total EBT Sales	\$15,635.78	\$33,152.22	\$9,552.77
Total Double SNAP Sales	\$10,344.8	\$20,453.53	\$5,628.52
Total Sales	\$24,588.89	\$53,438.75	\$15,181.29
\$EBT/Transaction	\$13.64	\$12.25	\$12.44
\$Double SNAP/Transaction	\$6.35	\$7.56	\$7.33

(Note: Data from 2015 was not included in this table because the incentive level provided varied throughout the season. Incentives for 2016 and 2017 were comparable at up to \$10 per day.)

Graph 1: Double SNAP Utilization by Outlet Type

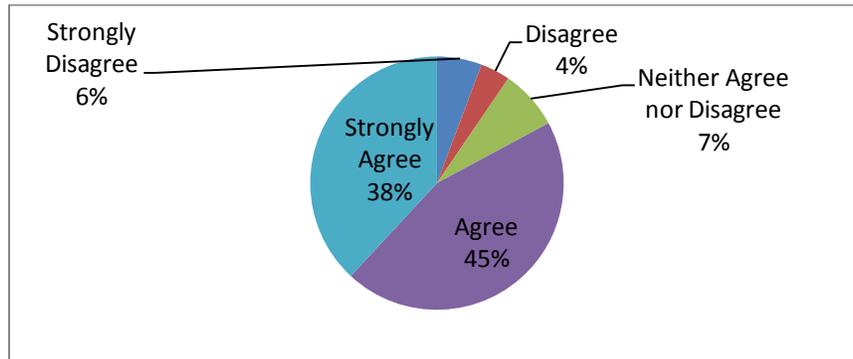


Corner Stores accounted for nearly 30% of all Double SNAP transactions in 2017, the first year incentives were offered at just three stores. With more than 30 outlets across the Lehigh Valley, it is significant that just three locations accounted for such a high proportion of Double SNAP sales.

Survey Analysis

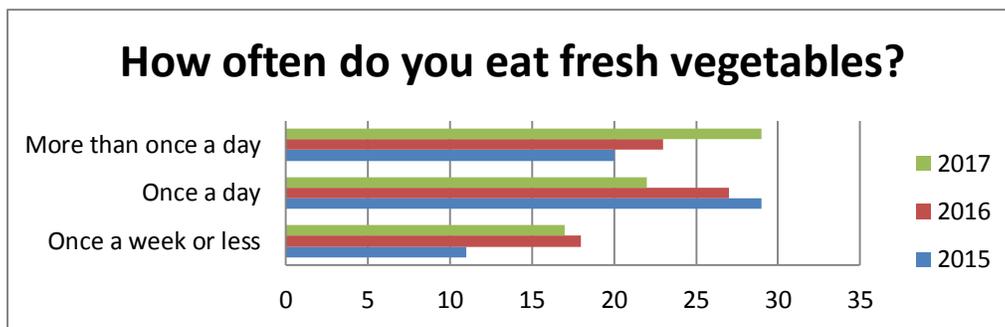
Customer surveys for the Double SNAP program show that the incentives are an important benefit to help people access fresh fruits and vegetables. In 2017, 83% of survey respondents "agreed" or "strongly agreed" with the statement, "I am purchasing these fruits and vegetables because I can buy more food using the Double SNAP program." The results show a slight increase over 2016 (82%) and 2015 (78%), but indicate a consistency in the effectiveness of the incentives.

Graph 2: Level of Agreement with the Statement: “I am purchasing these fruits and vegetables because I can buy more food using the Double SNAP program.” (2017)



Furthermore, surveys show that since the launch of the Double SNAP program in 2015, more customers using the benefit report that they eat fresh (non-fried) vegetables more than once per day and eat fresh fruit at least once per day. In 2017, 29% of customers using the Double SNAP program reported eating fresh, non-fried vegetables more than once per day, compared to just 20% of customers in 2015.

Graph 3: Frequency of Fresh (Non-Fried) Vegetable Consumption Among Double SNAP Participants (2015-2017)



The percentage of customers who reported eating fresh fruit once or more per day was higher in 2016 and 2017 (57% and 55%, respectively) than the project’s initiation in 2015 (43%). At the same time, the percentage of customers who said that they ate fresh fruit once a week or less fell from 17% in 2015 to 15% in 2016 and 2017.

Graph 4: Frequency of Fresh Fruit Consumption Among Double SNAP Participants (2015-2017)

