



How Online Grocery Delivery with SNAP Broadens Food Access Across the U.S.

2024

Executive Summary

Over the past year, our network of stores that accept SNAP online payments has grown to over 15,000 across the United States. This means that 85% of SNAP-receiving households – that is, 12 million households – now have convenient access to at least one SNAP-accepting store on the DoorDash platform. To date, over 1.8 million SNAP beneficiaries have added their EBT cards to DoorDash.

A year in, we wanted to hear from SNAP recipients on DoorDash on how grocery delivery has impacted them. Here are highlights from our survey: of DoorDash customers surveyed...

45%

use grocery delivery because they have difficulty accessing transportation to the store

1 in 8

would skip making some of their grocery purchases entirely without delivery

61%

feel self-conscious about using SNAP benefits in-store, and 81% of these respondents say that grocery delivery helps them feel less self-conscious

74%

say that online shopping helps them buy more fruits and vegetables without spending more on groceries overall

78%

say they prefer to use their benefits for grocery delivery rather than using them in store

86%

are satisfied with using their SNAP benefits to order on DoorDash

Introduction

DoorDash is committed to broadening food access by making it easier for consumers to get affordable groceries, conveniently. In 2023, we began accepting SNAP/EBT payments on the platform and, to date, almost 1.8 million SNAP beneficiaries have chosen us to help manage their grocery needs by adding their SNAP/EBT cards to DoorDash. Over the past year, our network of stores that accept SNAP/EBT online payments has grown to over 15,000 across the United States. Nationally, 12% of households receive SNAP and this expansion means DoorDash is now able to provide convenience and access for 85% or 12 million of these families and 93% of monthly active users on DoorDash have access to at least one store accepting SNAP on the platform.¹

Background

The option to purchase groceries online using SNAP was introduced as a pilot program in the 2014 Farm Bill. In response to the challenges created by the COVID-19 pandemic, the pilot program expanded to all 50 states and the District of Columbia. Today, fulfilling its pledge in support of the White House Conference on Hunger, Nutrition, and Health, DoorDash powers SNAP delivery on its platform in all 50 states and Washington, DC. This innovative program has been instrumental in increasing food access for underserved communities.² Research from the Urban Institute highlights how powerful SNAP food delivery can be in broadening access by breaking down barriers and reducing stigma.

Who are the consumers using SNAP payments on DoorDash?

This year, we surveyed 2,633 consumers about their experience with using SNAP for grocery payments on DoorDash to learn more about the value of this program.³

DEMOGRAPHICS



aged 18-34



are female

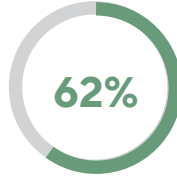


have a disability, mobility issue, or chronic illness



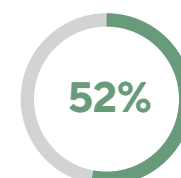
are people of color⁴

Slightly higher than the national rate for SNAP-receiving households at 57.8% in 2022⁵



are parents/guardians to a child under 18

Higher than the national rate of 46.4% for all SNAP-receiving households in 2022



report a household income below \$25K

The national median household income for SNAP-receiving households in 2022 was \$29K⁶

1. Household percentage estimate, 2022 1-year ACS: <https://data.census.gov/table/ACSST1Y2022.S2201>

2. <https://www.fns.usda.gov/snap/online>

3. The margin of error was +/- 1.9%. Results are not weighted but the survey respondents form a representative sample of DoorDash consumers using SNAP based on order volume (for both SNAP and non-SNAP purchases), average order value (for both SNAP and non-SNAP purchases), total value of SNAP benefits spent on DoorDash in the last 30 days, and consumer tenure on the DoorDash platform.

4. Excludes white non-Hispanic respondents

5. Based on the household head. <https://data.census.gov/table?q=RACE%20BY%20SNAP>

6. <https://data.census.gov/table?q=GENDER%20BY%20SNAP>

Order behavior of SNAP recipients on the platform

In the past month, almost half of all active consumers using SNAP to make a purchase on DoorDash have ordered more than once, with one in 10 having ordered 5 or more times

One-third of consumers spent \$100 or more of their SNAP benefits on DoorDash over the past month

SNAP recipients surveyed have an overall positive view of the availability of SNAP benefits for grocery purchases on DoorDash

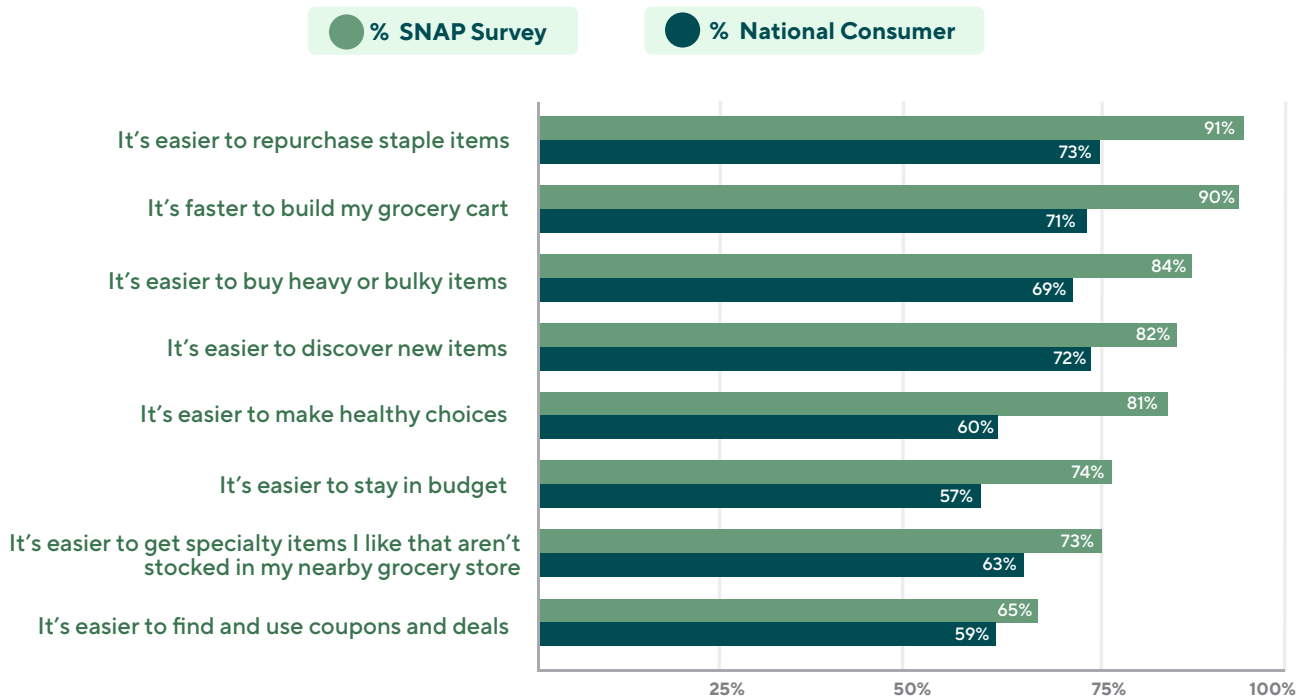
86% of consumers are satisfied with their overall experience

The majority of consumers (86%) are satisfied with their overall experience of using their SNAP benefits to order on DoorDash. Additionally, 82% of consumers are satisfied with the variety and availability of products they can purchase with their SNAP benefits on DoorDash, and 77% are satisfied with their ability to purchase SNAP-eligible groceries that are otherwise too far away.

95% of consumers agree that using their SNAP/EBT benefits on DoorDash is easy and quick

Consumers who have used SNAP benefits on DoorDash agree that many attributes of grocery shopping are better for them online with delivery than in store. And 95% of consumers agree that using their SNAP/EBT benefits on DoorDash is easy and quick. Last year, we asked all consumers how they felt about the grocery delivery experience. While their responses were overall positive, it was overwhelmingly so among SNAP recipients, who found it easier to build their order carts, stay within budget, and more.

Why consumers – especially SNAP users – appreciate online grocery ordering with DoorDash compared to shopping in-store



Their positive experience explains why 78% of SNAP recipients say they prefer to use their benefits for grocery delivery rather than using them in store

“ Being able to get grocery delivery with my SNAP benefits has been a game changer for me in the best ways. There’s no hassle of going down each aisle to find what I need. There’s no picking up things I don’t need or shouldn’t buy. There’s no hassle of toting a lot of groceries in the house. It’s convenient when I am busy or need a quick ingredient.”

– Consumer, North Carolina

How SNAP delivery improves accessibility

95% of consumers say that SNAP grocery delivery makes it easier for them to get groceries

In our survey, 95% of consumers say that SNAP grocery delivery makes it easier for them to get groceries as often as they like, compared to in-store shopping. The top reason for using DoorDash to order grocery or convenience items is difficulty accessing transportation to and from the grocery store (45%). Another 40% say they do not have time or ability to go shopping because of their work schedule and 34% say they have responsibilities (like caring for children or elderly family members) that make it hard to shop in store. Almost all consumers surveyed (98%) agree that being able to use their SNAP/EBT benefits for grocery delivery helps them get groceries when they can't make it to the store.

“ I do not drive because of my disability and public transportation in my city is challenging. I also got sick recently and my normal trip to the grocery store that often takes a lot of coordination, energy, and time got delayed. So, knowing that DoorDash offers use of SNAP benefits helped me tremendously to get food when I had many things running low, in particular healthy, fresh food, i.e. fruits and vegetables. This made my life a lot easier!”

– Consumer, Maryland

Almost 1 in 4

SNAP recipients in our survey say that they use DoorDash to order groceries because they have health or mobility issues which make it hard for them to shop in person.

What are the main reasons you use DoorDash to order groceries?



Delivery fulfills a critical role for these consumers. If SNAP beneficiaries couldn't have groceries delivered by a platform like DoorDash, only 27% would pick up the food or other items they need directly from the store. The majority of them (56%) would choose to order from an online retailer and one in eight would rely on food they already have or skip that particular item altogether.

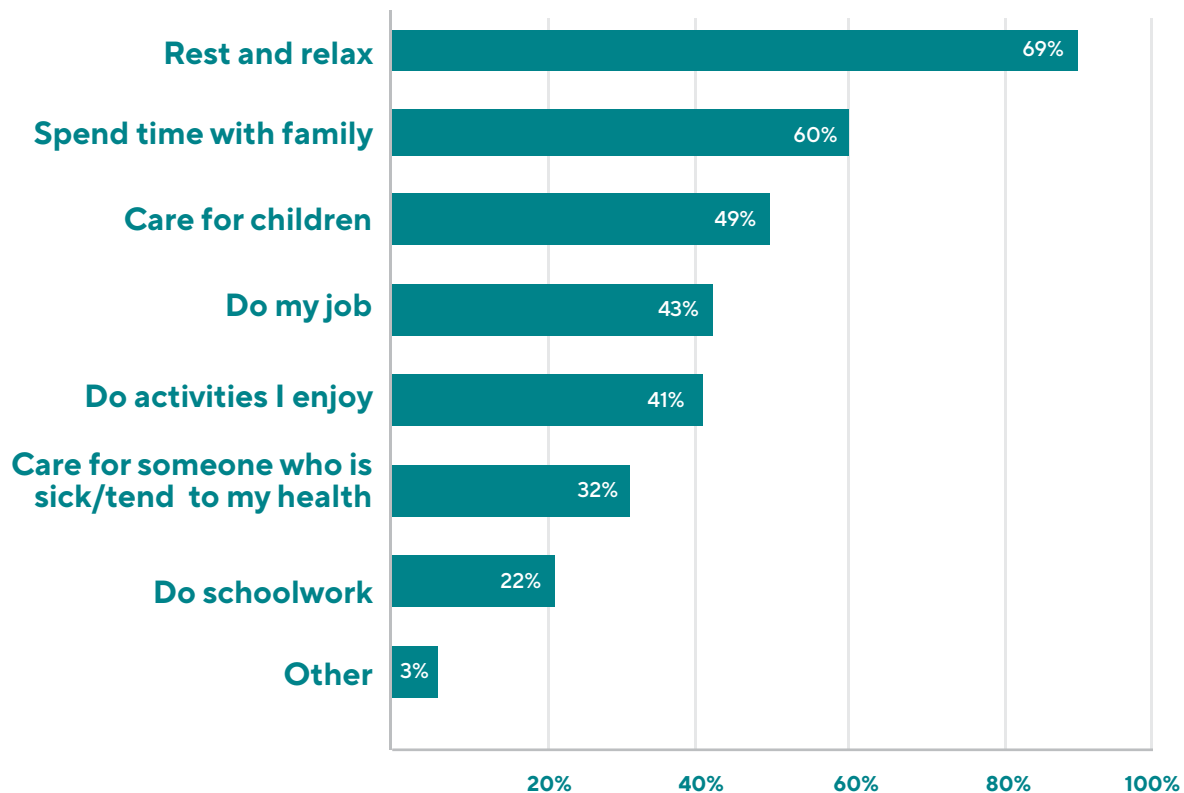
“ I have a 3 month old baby, so it makes it much easier for me to be able to use my SNAP benefits through DoorDash. A lot of the time I will just avoid going to the store because it feels overwhelming to go with a baby.”

– Consumer, California

Grocery delivery saves time

In the past month, almost half of all active consumers using SNAP to make a purchase on DoorDash have ordered more than once, with one in 10 having ordered 5 or more times.

How SNAP recipients use their time savings



“ The ability to use SNAP on delivery orders has helped me to be able to be hands on with my kids during homework time and also frees up more time for me to handle other work/household-related activities.”

– Consumer, Georgia

“ I prefer delivery as it has saved me lots of time. I also feel less self-conscious since it gets delivered right through my door. I can feel more at ease and not feel rushed about getting groceries and doing everything on time. More relaxed these days.”

– Consumer, California

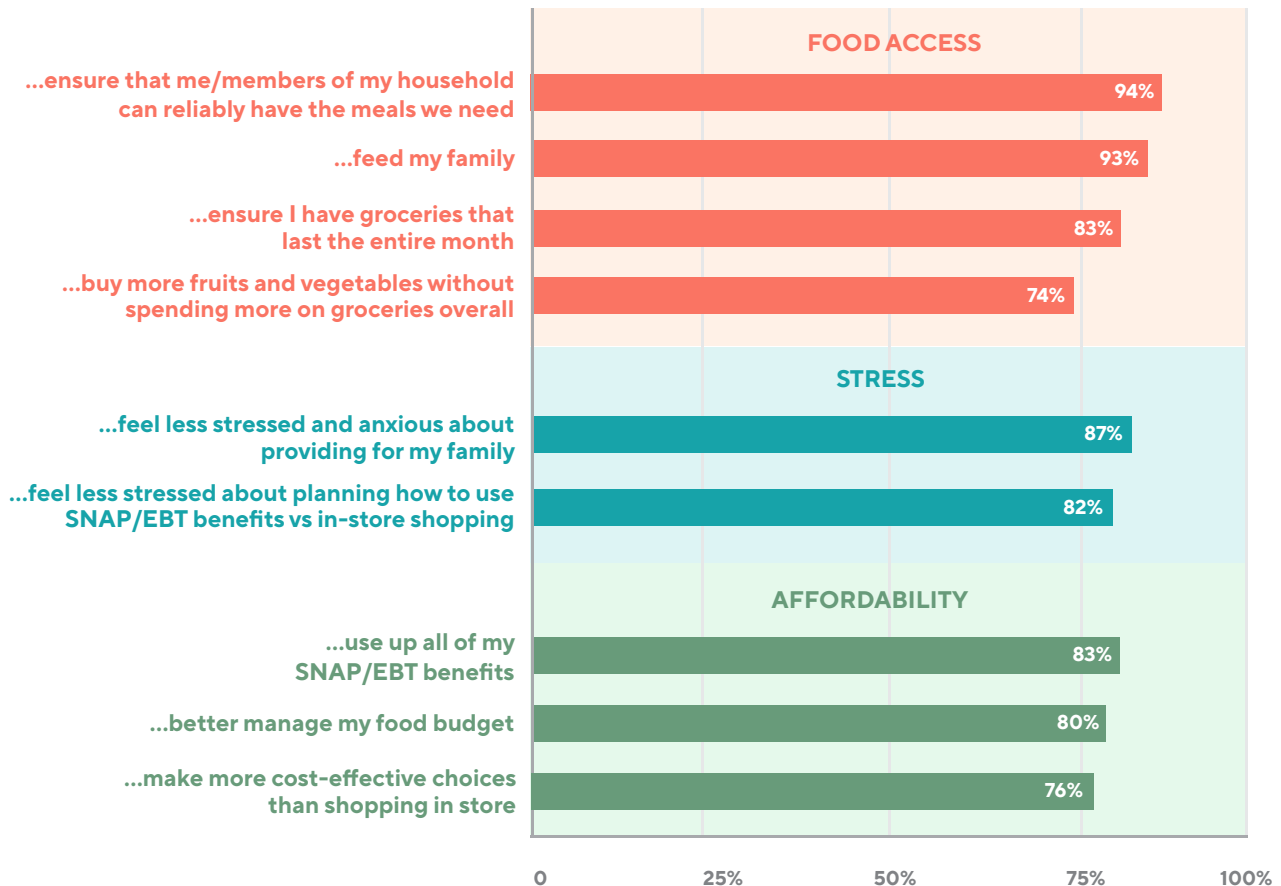
Food insecurity, stress and stigma

The majority of SNAP recipients surveyed report that using their SNAP benefits on DoorDash helps them feed their families, reliably get the meals they need, and purchase more fresh fruits and vegetables. As the Urban Institute highlights, stigma is a known barrier to access among SNAP recipients. In our survey, 61% of respondents say that they feel self-conscious about using SNAP benefits in-store, of whom 81% say that grocery delivery helps them feel less self-conscious. Across the board, survey respondents tell us that grocery delivery alleviates barriers to food access, minimizes stress, and increases access to affordable options.

“ I’m a student who has EBT, living with roommates and I always feel self-conscious when I shop with EBT. I hear the terrible things they say about SNAP users and how they have it easy, abusing the system, etc. I never use it in-store. I’m scared of the stigma around it. Using DD with SNAP/EBT is honestly such a lifesaver. I don’t have to starve or put off shopping because of stigma, or schoolwork or life.”

– Consumer, Rhode Island

Grocery delivery with my SNAP benefits helps me...



“ It has helped me tremendously. I am a mother of four, I am in college, recently divorced, and I have a special needs daughter. It has been a rough two years and it is embarrassing at my age, at times, using EBT at the checkout. This makes it so much easier for me, not just because of that, but also I don't have time to go in store. Thank you guys!”

– Consumer, Ohio

“ It has helped me to set a budget and stick to it. I also choose healthier foods, fruits and vegetables. I know what my budget is and I set a weekly amount to use with my SNAP benefits to get me through the month.”

– Consumer, Connecticut