

DATA FOR  
**PROGRESS**

# SNAP and Ag Budget Polling

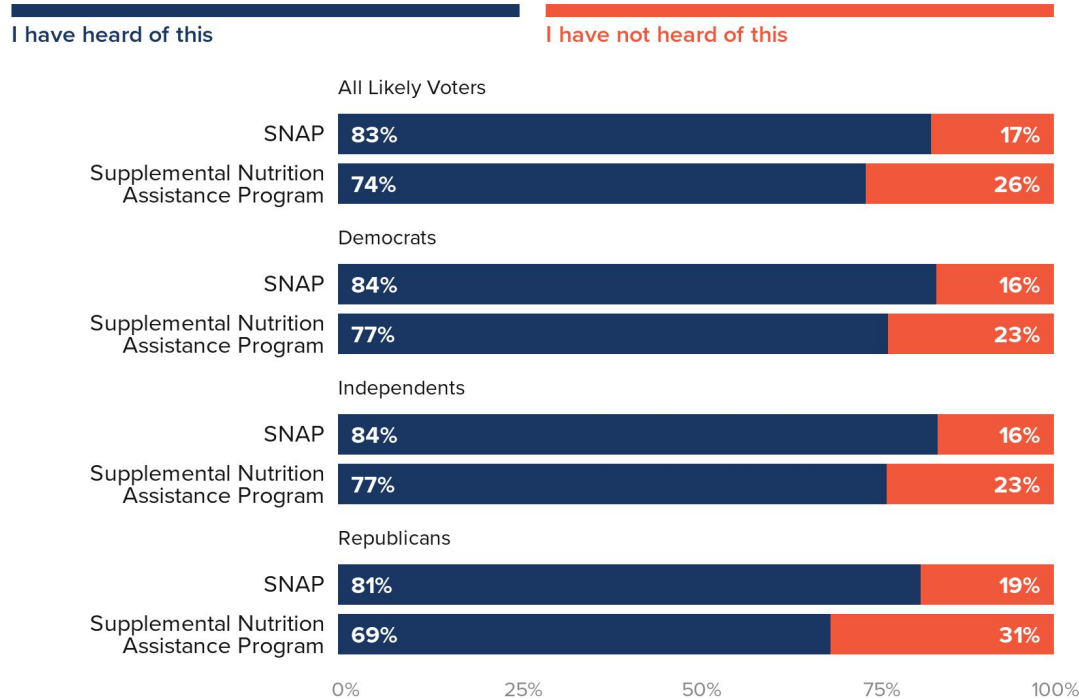
May 2023

# Key Takeaways

- Voters are more supportive of increasing funding for **“SNAP”** than for “food stamps”
- Voters are more likely to believe SNAP benefits are too low when presented with a **dollar-per-meal framing** (instead of benefits-per-month).
- Effective messages to combat expanding work requirements emphasize:
  - **Millions of children and families would be put at risk** of losing benefits with stricter work requirements.
  - **Older adults who may struggle to find a job** because of age discrimination or health conditions.
- **Republicans maintain a strong trust advantage** on agricultural issues and issues pertaining to rural Americans.
- **Voters overwhelmingly oppose budget cuts** that slash funding for critical agriculture and rural programs.

# Voters Are More Familiar With 'SNAP' Than 'Supplemental Nutrition Assistance Program'

Voters were split into two groups. One group was asked if they had heard of SNAP, while the other group was asked if they had heard of the Supplemental Nutrition Assistance Program.



April 19–21, 2023 survey of 627 likely voters

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In a split-sample test, half of our survey respondents were asked if they had heard of 'SNAP', while the other half were asked about the 'Supplemental Nutrition Assistance Program.'

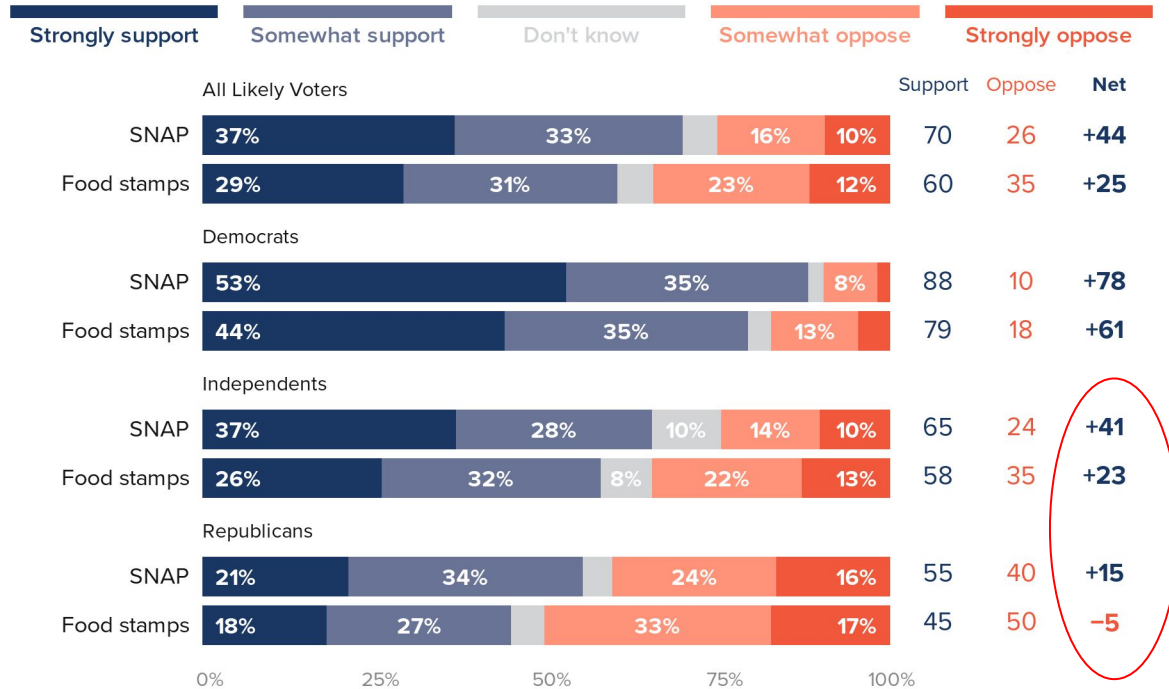
Voters are more familiar with the term 'SNAP' than 'Supplemental Nutrition Assistance Program.'

We observe this trend across partisan groups, as well as educational and age divisions.



# Voters Are More Supportive of Increasing "SNAP" Funding Than Increasing "Food Stamps" Funding

Voters were randomly split into two groups. One group was asked if they support increasing funding for "the Supplemental Nutrition Assistance Program (SNAP)." The other group was asked if they support increasing funding for "food stamps."



March 10–12, 2023 survey of 1,208 likely voters

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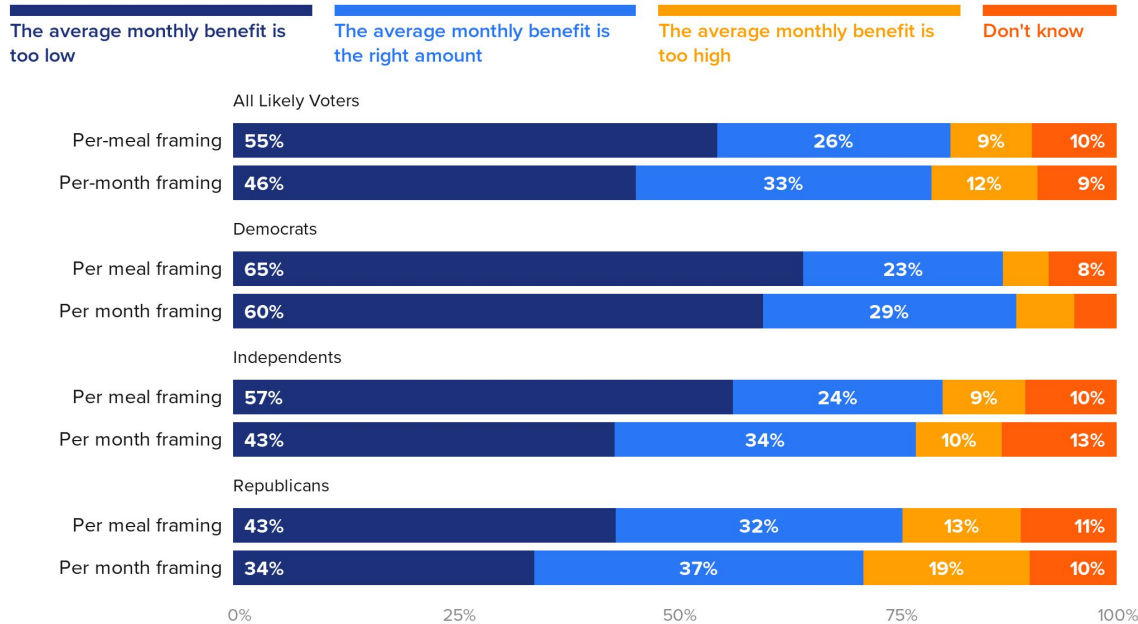
In another split-sample test, we tested the impact of support for increasing funding for SNAP when we use the term “SNAP” vs. “food stamps.”

We find that voters are more supportive of increasing SNAP funding when it is called “SNAP” (+44-point margin) than when it’s called “food stamps” (+25-point margin).



# Voters Are More Likely to Believe SNAP Benefits Are Too Low With a Dollar-per-Meal Framing Than a Benefits-per-Month Framing

Voters were randomly split into two groups. One was presented with a dollar-per-month framing: that the average household enrolled in SNAP received about \$240 in benefits per month. The other was presented with a dollar-per-meal framing: that the average household enrolled in SNAP received about \$2.67 in benefits per meal. Then, both groups were asked if they believe the average monthly household benefit for SNAP is too high, too low, or the right amount.



In a similar split-sample experiment, we sought to better understand what monetary description of SNAP benefits (dollar per meal or monthly benefit) was more compelling to voters.

We find that voters are more likely to believe SNAP benefits are too low when presented with a **dollar-per-meal framing** (\$2.67 per meal) than a **benefits-per-month framing** (\$240 per month).

## Emphasize Risks to Children, Families, and Older Adults — Not Potential Administrative Burdens



Most Persuasive	Message
<b>Children and Families</b>	Stricter work requirements would put nearly 4 million children and 6 million adults at risk of losing their SNAP benefits at a time when food inflation remains high and families are strapped for cash.
<b>Older Adults</b>	Taking SNAP away from people who can't meet a work requirement will harm older people who may struggle to find a job because of age-related hiring discrimination or work-limiting health conditions.
Least Persuasive	Message
<b>Cost Trade-Offs</b>	Nearly all of the cost savings the federal government would receive by making work requirements stricter for SNAP would go to administrative costs to implement those requirements, wasting taxpayer dollars.
<b>Administrative Burden</b>	Stricter work requirements would be an administrative nightmare for millions of Americans, forcing them to constantly prove to government bureaucrats that they've spent enough time applying to jobs each week.

# Messaging Around Children and Families Losing Benefits During a Time of High Food Inflation Is Effective at Reducing Support for SNAP Work Requirements

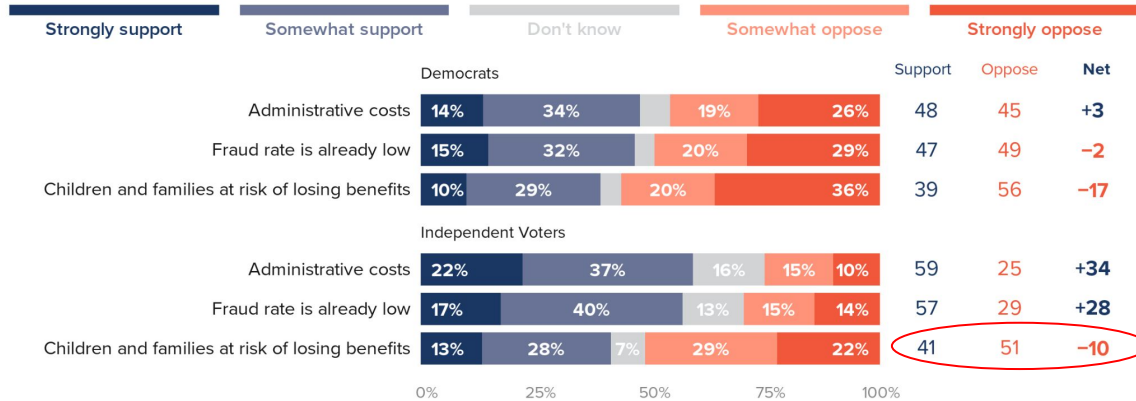
Respondents were split into three groups. Each group was told that those who support expanding work requirements say that people who can work should work and that stricter work requirements will get more food stamp recipients back in the workforce and reduce fraud in the program. Each group was then shown a different argument in opposition to expanding work requirements.

**Split 1:** Expanding work requirements would increase administrative costs, wasting taxpayer money and delaying the delivery of benefits to millions of Americans who rely on SNAP to put food on the table for their families.

**Split 2:** Expanding work requirements is unnecessary because the majority of SNAP recipients who are eligible to work are employed and the fraud rate among SNAP recipients is less than 1%.

**Split 3:** Expanding work requirements would put millions of children and families at risk of losing access to critical benefits at a time when food inflation remains high and SNAP's temporary, pandemic-related benefits have ended.

They were then asked if they support or oppose expanding work requirements for SNAP recipients.

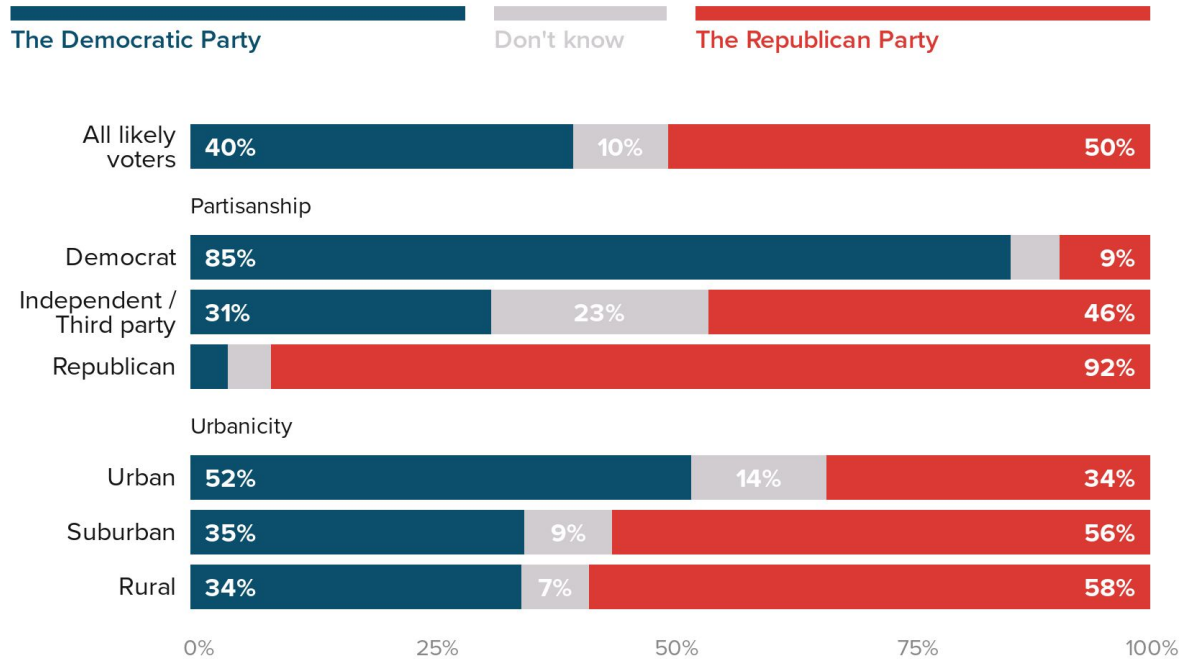


We find similar messaging results in an additional survey question where we presented three groups of respondents with different arguments in opposition to expanding work requirements.

The argument that **expanding work requirements would put millions of children and families at risk of losing benefits** moved a majority of Independents to oppose expanding work requirements.

# Voters Trust the Republican Party Most to Represent the Interests of Rural Americans

Which party do you think best represents the interests of rural Americans?



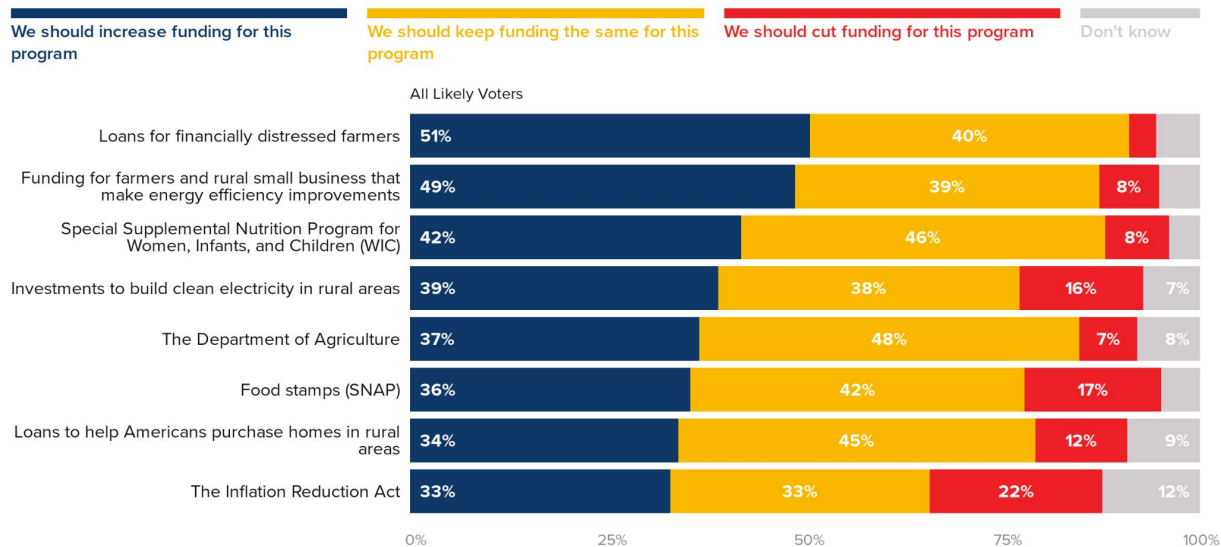
Voters believe the Republican Party reflects the interests of rural Americans more than the Democratic Party by a **+10-point margin**.

In particular, Republicans maintain a **+15-point advantage among Independents** when it comes to their perceived representation of rural Americans.



## Voters Overwhelmingly Want to Increase or Maintain Funding for Key Priorities for Rural Communities

For each of the following programs, say whether you think the U.S. government should **cut** funding, **increase** funding, or **keep funding** the same.



Voters generally support increasing or leaving funding levels for critical agriculture and rural assistance programs the same, rather than cutting funding.

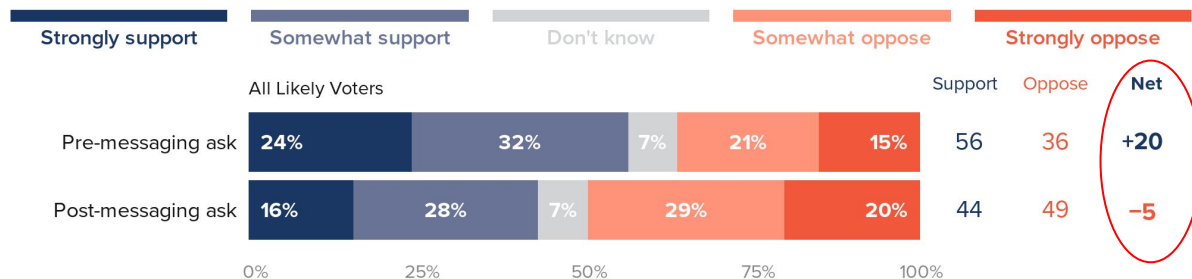
## Voters Turn Against Cutting Funding for the Federal Budget When They Learn About Its Impacts on Rural Communities

Voters were first asked the question below without messaging. Then, they were asked the same question, but with the messaging included.

Congress is currently negotiating the federal budget for the upcoming year. Some lawmakers have proposed **cutting** funding in the budget from some programs to save money and lower the federal debt.

[MESSAGING:] Supporters say that these funding cuts are necessary to reduce the ballooning national debt, which is now at more than \$31 trillion dollars. Opponents say that these cuts would slash \$9 billion of essential funding for rural communities — bringing funding for rural communities to its lowest level since 2006.

Do you support or oppose **cutting** funding in the federal budget?



May 19-21, 2023 survey of 1,269 likely voters

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With the added context that cuts would slash \$9 billion of essential funding for rural communities, **voters turn against the GOP's overall spending reduction agenda.**

Voter support for cutting spending in the budget **drops from +20-point margin of support to -5-point opposition — a -25-point drop.**

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Data for Progress is a progressive think tank and polling firm which arms movements with data-driven tools to fight for a more equitable future. DFP provides polling, data-based messaging, and policy generation for the progressive movement, and advises campaigns and candidates with the tools they need to win. DFP polling is regularly cited by *The New York Times*, *The Washington Post*, *MSNBC*, *CBS News*, and hundreds of other trusted news organizations.

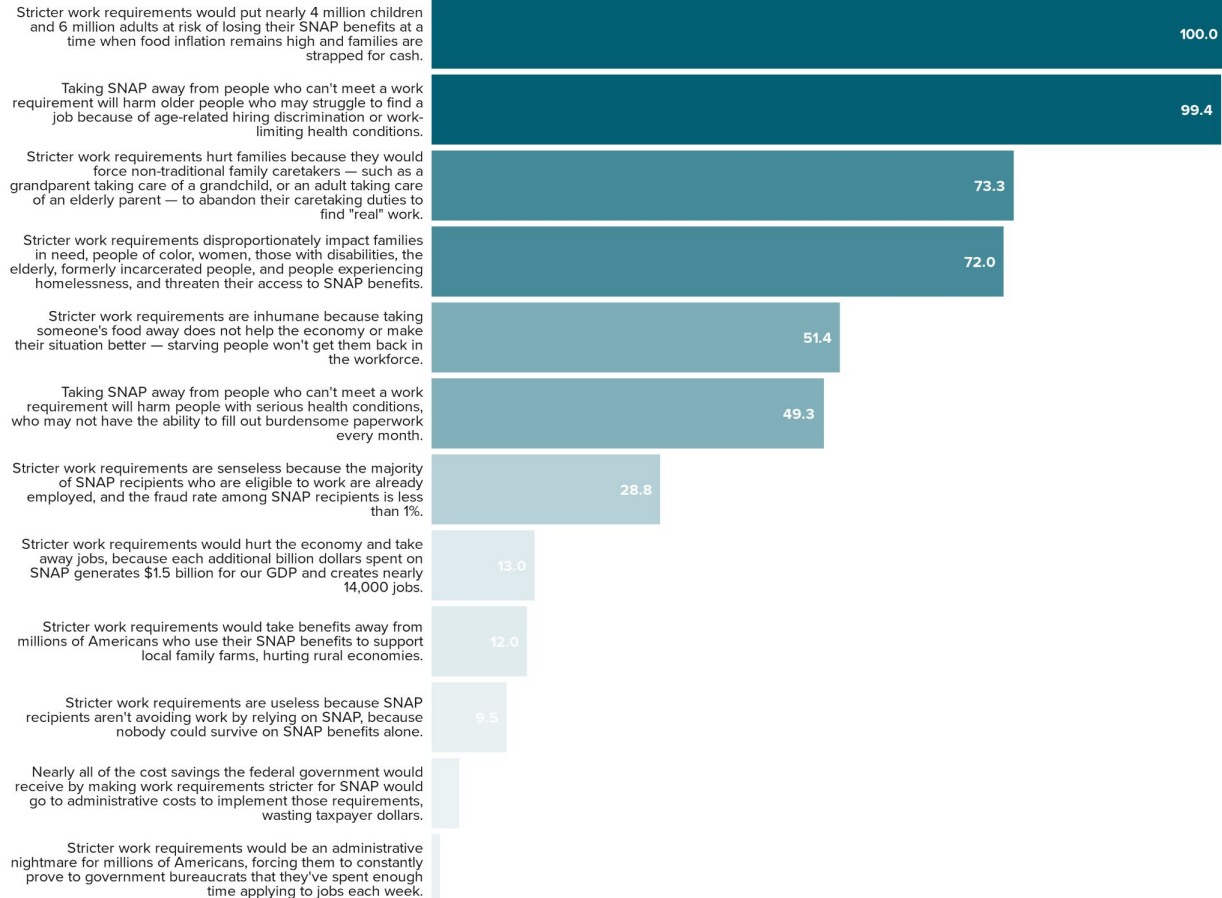
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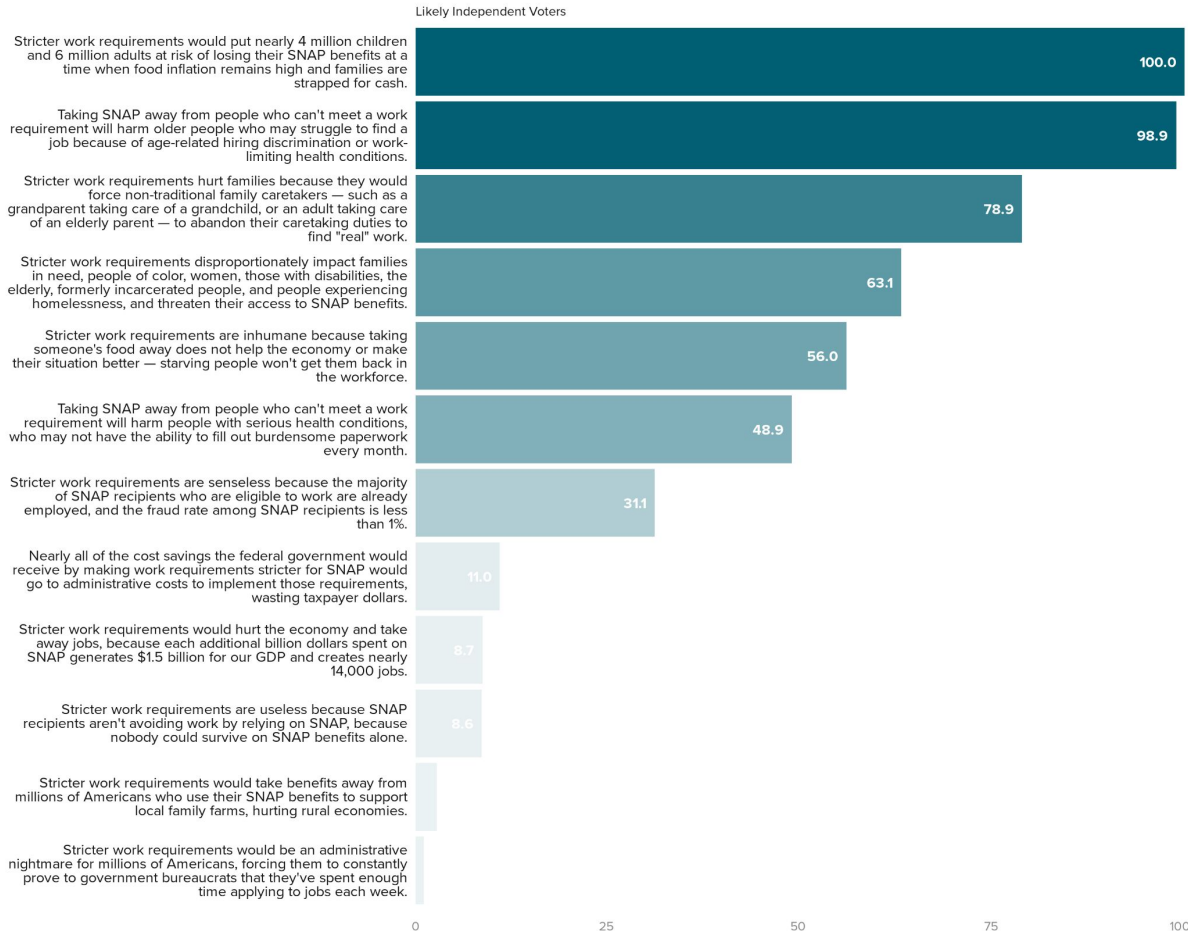
# Most Convincing Messages in Opposition to Work Requirements Among Likely Voters



All Likely Voters

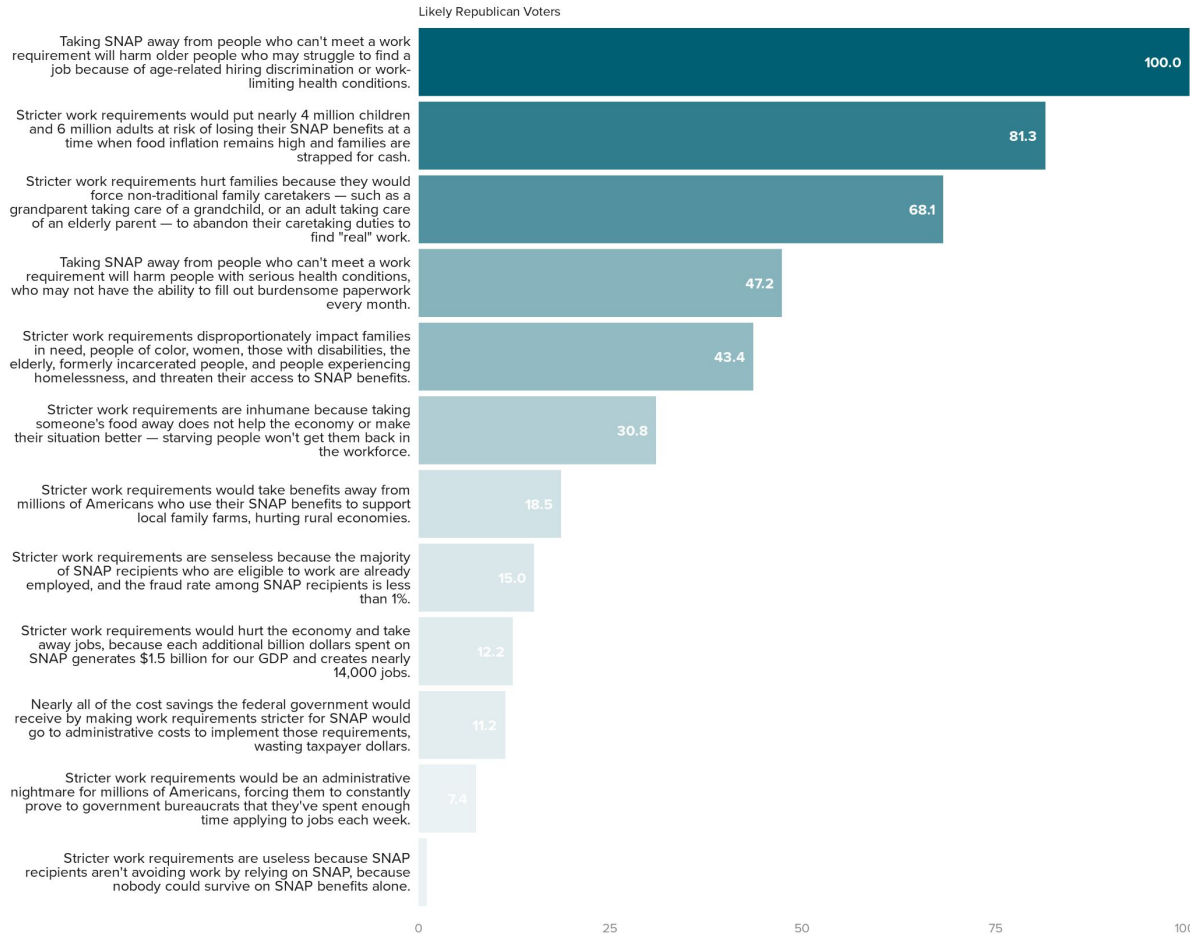


## Most Convincing Messages in Opposition to Work Requirements Among Independent Voters



Independents are similarly responsive to messaging about children and families, as well as messaging about the impact on older adults.

## Most Convincing Messages in Opposition to Work Requirements Among Republican Voters



Republicans, alternatively, are most responsive to messaging about the impact of expanded work requirements on older adults.

Republicans are least responsive to messaging highlighting that SNAP beneficiaries cannot rely on SNAP benefits alone to survive.