

DATA FOR
PROGRESS

SNAP Polling

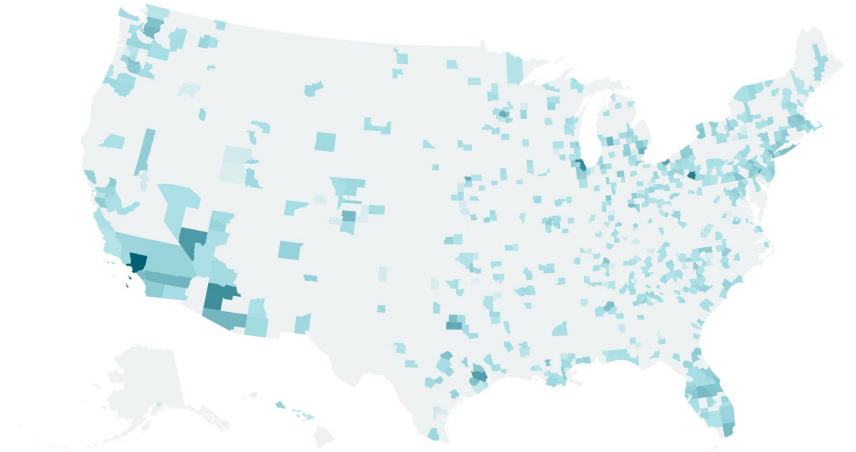
March - April 2023

Key Takeaways

- Voters have a **highly favorable** view of SNAP and even **support increasing federal funding** for SNAP.
- Voters are more supportive of increasing “SNAP” funding than increasing “Food Stamps” funding.
- Voters are more likely to believe SNAP benefits are too low when presented with a **dollar-per-meal framing** (instead of benefits-per-month).
- The **most effective messaging to combat expanding work requirements** focused on:
 - Highlighting that millions of children and families would be put at risk of losing benefits with stricter work requirements
 - Highlighting the impact on older adults who will struggle to find a job because of age discrimination or health conditions.
- **Likely Republican voters** were most responsive to a message that said **expanding work requirements will harm older people who may struggle to find a job because of age-related discrimination or health conditions.**

Survey Methodology

From March 8 to 12, 2023 and April 5 to 7, 2023, Data for Progress conducted a survey of 1,208 and 1,352 likely voters, respectively, nationally using web panel respondents. The sample was weighted to be representative of likely voters by age, gender, education, race, geography, and voting history. The survey was conducted in English. The margin of error is ± 3 percentage points.



Demographic Composition

53% Female | 47% Male

10% Black | 78% White | 7% Latino/a

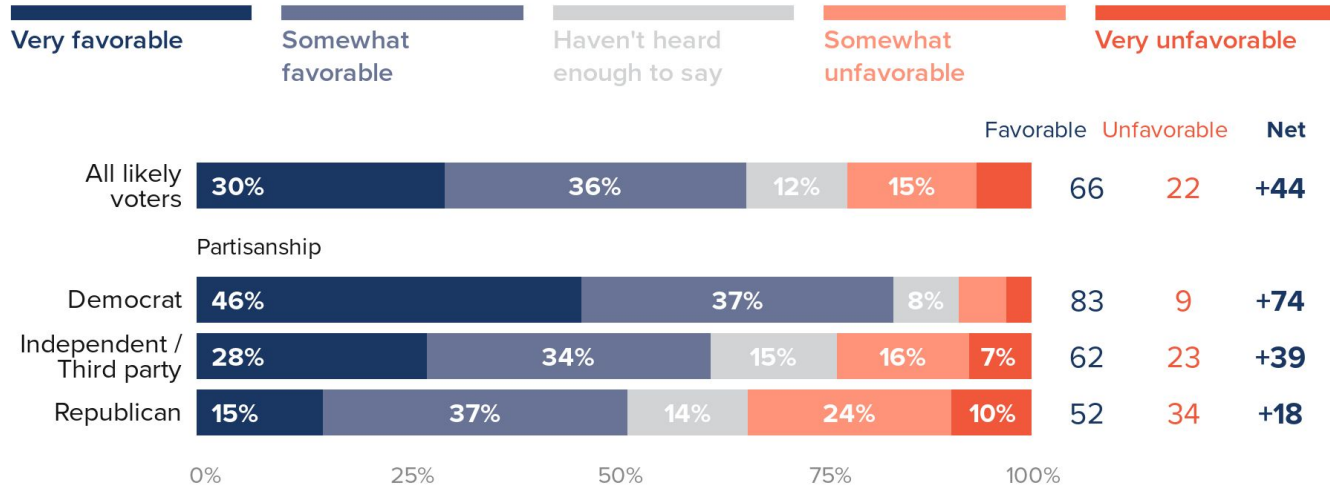
37% College | 63% Non-college

32% Under 45 | 68% Over 45

33% Democrat | 29% Independent | 38% Republican

Voters Across Party Lines Have a Favorable View of SNAP

Do you have a favorable or unfavorable view of the Supplemental Nutrition Assistance Program, also known as SNAP or food stamps?



Likely voters have a favorable view toward SNAP

A majority of Democratic, Independent, and Republican voters have a net favorable view of SNAP.

Democrats approve of SNAP by a +74-point margin, while Republicans approve by a +18 margin.

March 8–12, 2023 survey of 1,208 likely voters

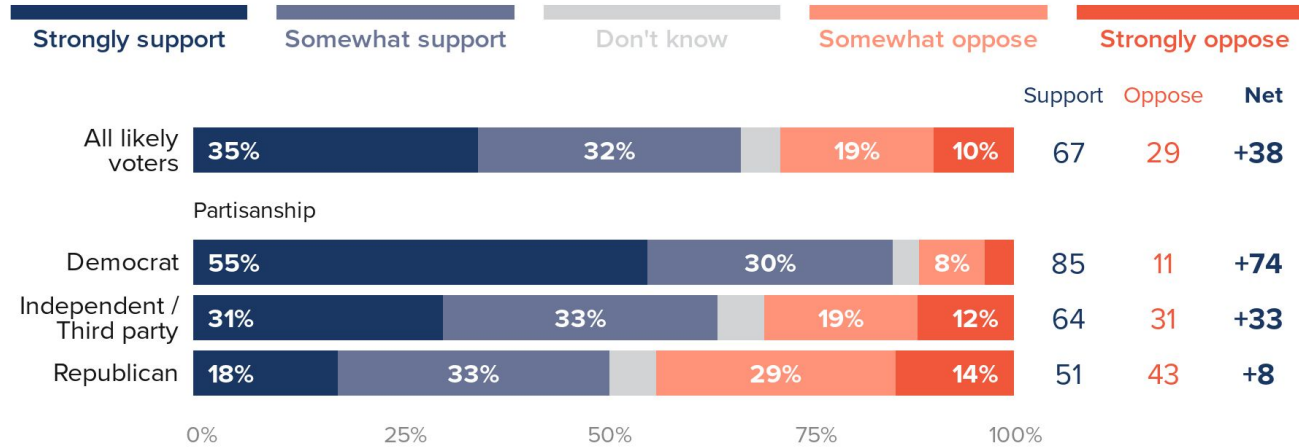
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Voters Strongly Support Increasing Funding for SNAP

The Supplemental Nutrition Assistance Program, also known as SNAP or food stamps, is a federal government program that provides food assistance benefits to low-income Americans. Some lawmakers are considering increasing federal funding for SNAP.

Would you support or oppose increasing federal funding for SNAP?



March 8–12, 2023 survey of 1,208 likely voters

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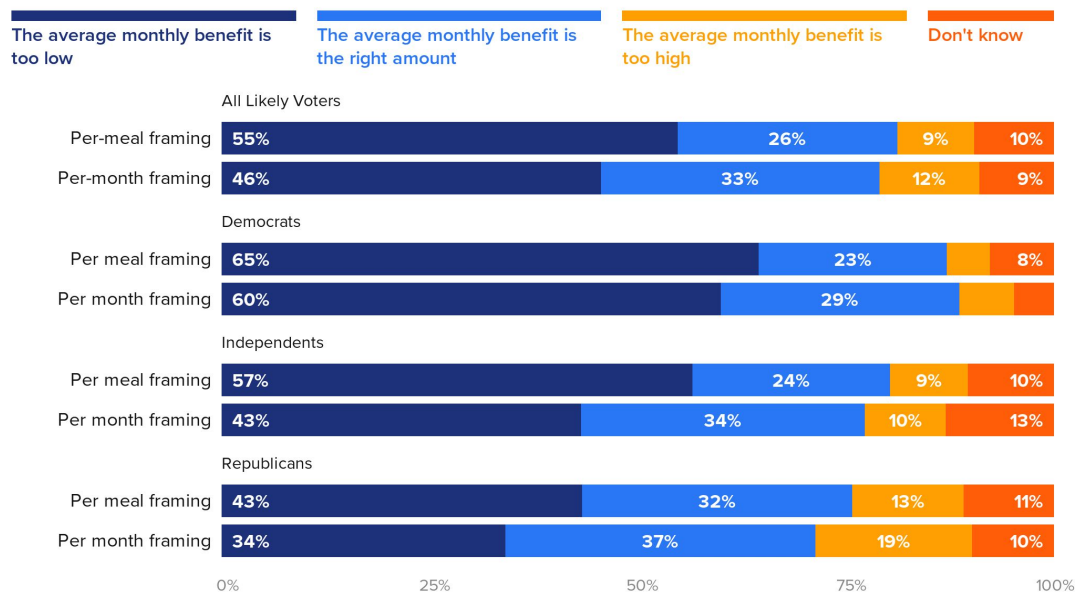
Roughly two-thirds of voters support increasing federal funding for SNAP.

While a greater margin of Democrats and Independents support increasing funding for SNAP, Republicans also support increasing funding for SNAP by an +8-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.



March 8-12, 2023 survey of 1,208 likely voters

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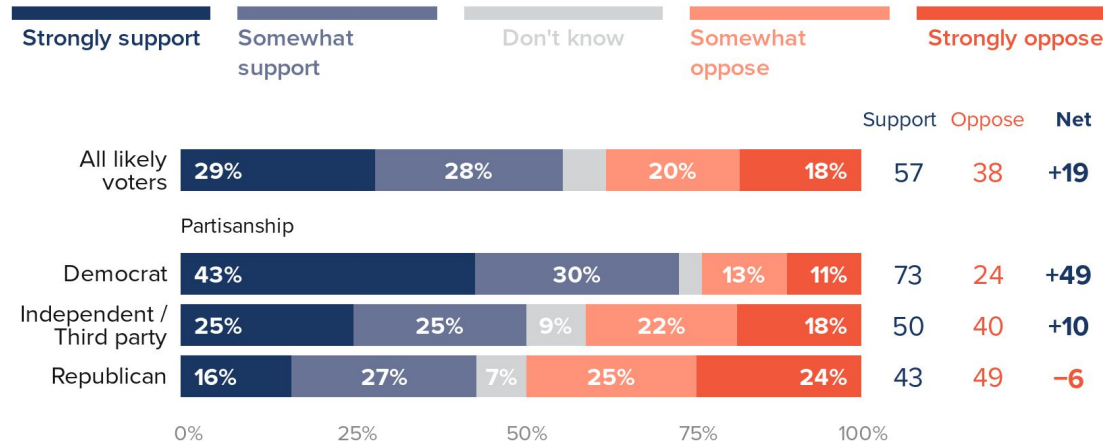
In a **split-sample test**, voters are more likely to believe SNAP benefits are currently too low when presented with a **dollar-per-meal framing** (\$2.67 per meal) than a **benefits-per-month framing** (\$240 per month). The **per-meal framing** boosts agreement that benefits are too low by a **+9-point margin**.

Voters Support Making Boosted SNAP Benefits Permanent

During the COVID-19 pandemic, Congress temporarily boosted SNAP benefits, making every SNAP recipient eligible for the program's maximum benefit to address financial strain due to the pandemic and high food costs as a result of inflation.

Now, however, those benefits are expiring. Each individual enrolled in SNAP will lose at least \$95 per month, with multi-person households losing more of their benefits. Some lawmakers are considering making these benefits permanent.

Do you support or oppose making these additional SNAP benefits permanent?

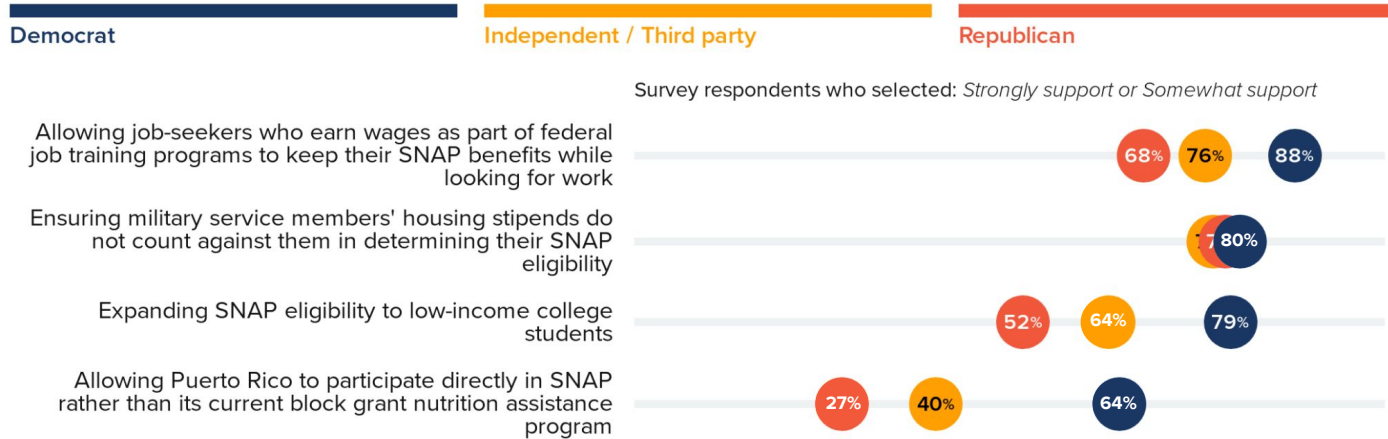


A majority of likely voters support making the SNAP benefits expanded during COVID permanent.

Democrats approve of the policy by a **+49-point margin**, while Independents approve by a **+10-point margin**.

Voters Widely Support Policies to Expand Access to the Supplemental Nutrition Assistance Program

Do you support or oppose each of the following policies related to SNAP?



March 8–12, 2023 survey of 1,208 likely voters

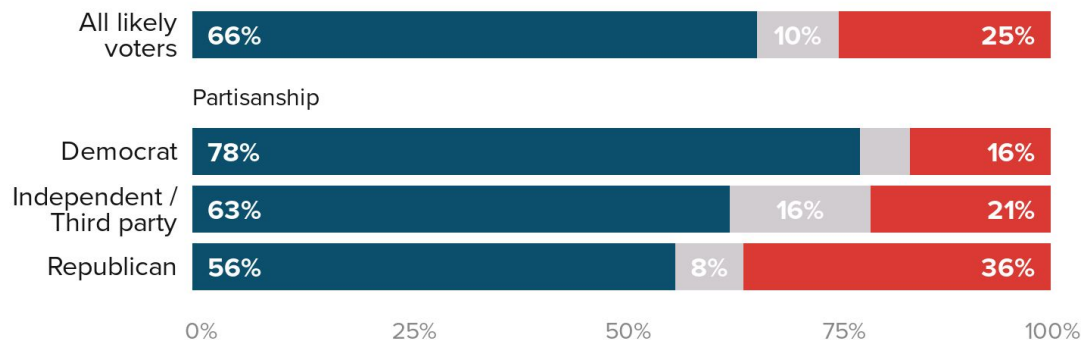
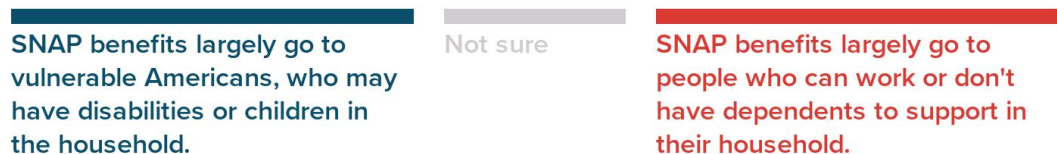
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When asked about a battery of proposals to expand access to SNAP, voters across party lines strongly support many of these proposals.

A majority of Democrats support all proposals tested, while a majority of Independents and Republicans support all proposals except for one to give Puerto Rico access to direct participation in SNAP.

Voters Strongly Agree That SNAP Benefits Mostly Go to Vulnerable Americans

Based on what you know, which of the following do you think more accurately describes which group of Americans receives SNAP benefits?



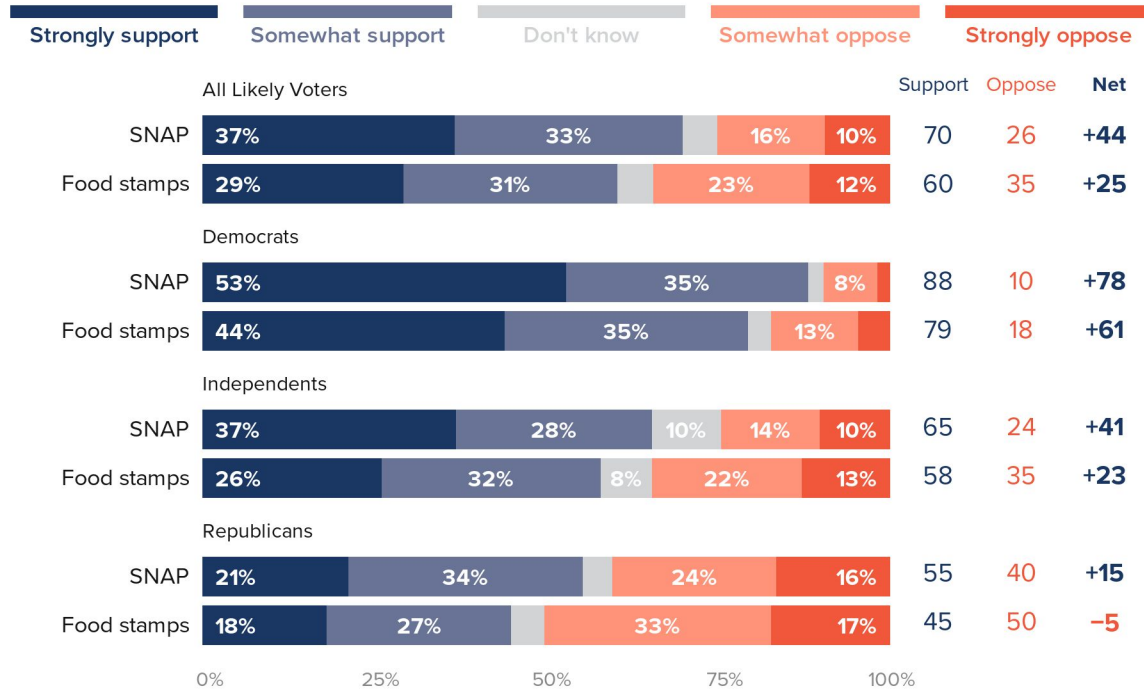
March 8–12, 2023 survey of 1,208 likely voters

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Two-thirds of likely voters (66%), including a majority of **Independents** (63%) and **Republicans** (56%), agree that “SNAP benefits largely go to vulnerable Americans, who may have disabilities or children in the household.”

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."

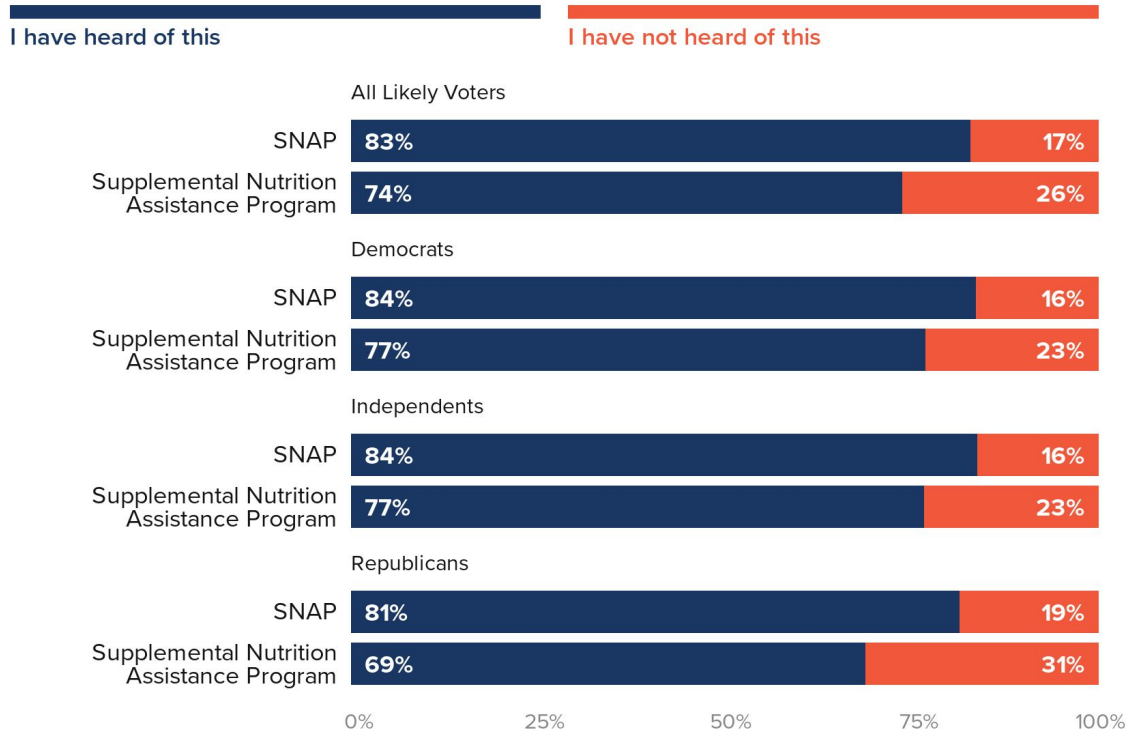


In our second split-sample experiment, we tested the impact of support for increasing funding for SNAP when we use the term “SNAP” vs. “food stamps.” We find that voters are more supportive of increased SNAP funding when it is called “SNAP” (+44-point margin) than when it’s called “food stamps” (+25-point margin). **This indicates a +19-point advantage for a “SNAP” framing over a “food stamps” framing.**

This split was run on a separate survey.

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.



Likely voters are more familiar with the term 'SNAP' than 'Supplemental Nutrition Assistance Program' by a **9-point margin**.

Democrats, Independents, and Republicans are similarly more familiar with the term 'SNAP' than 'Supplemental Nutrition Assistance Program'.

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

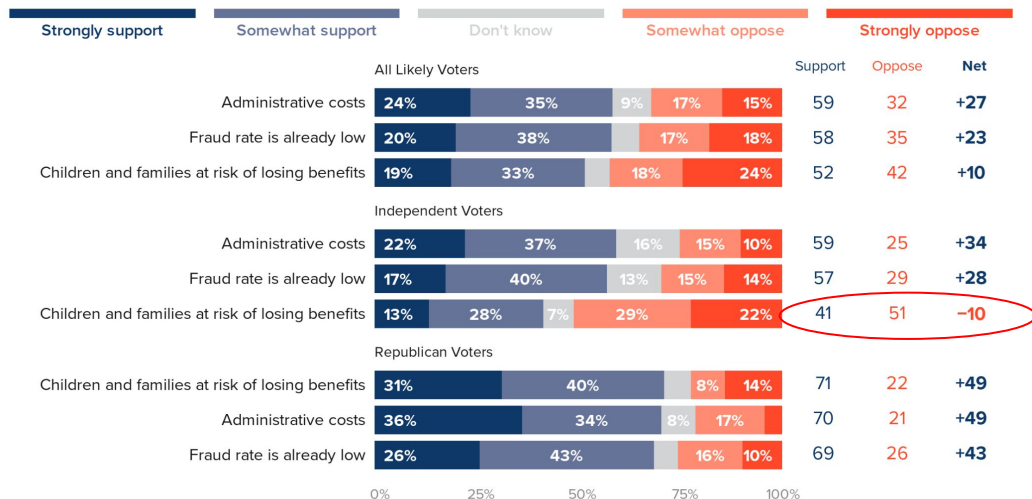
Respondents were split into three groups. Each group was told that those who support expanding work requirements say that people who can work should work and that stricter work requirements will get more food stamp recipients back in the workforce and reduce fraud in the program. Each group was then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

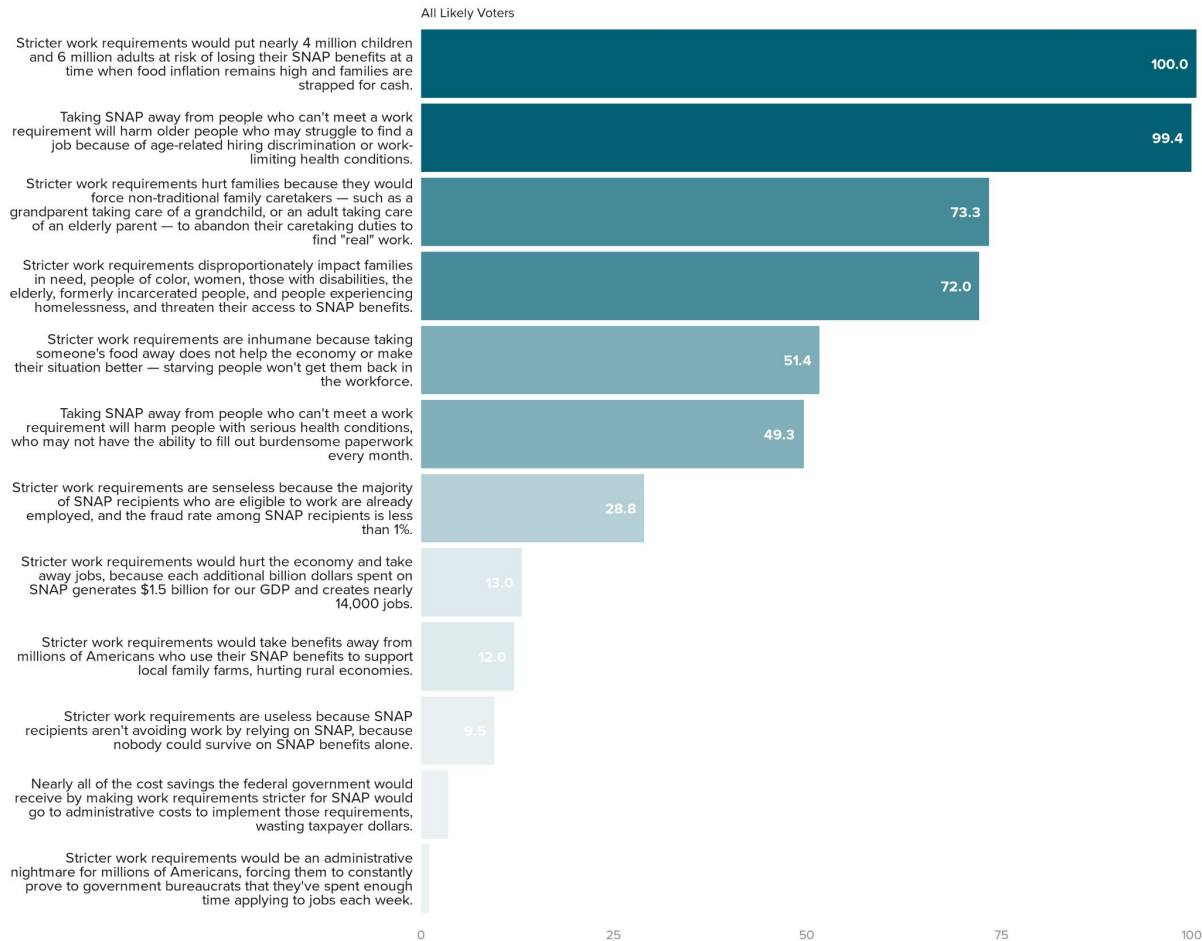
They were then asked if they support or oppose expanding work requirements for SNAP recipients.



In a split question, 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.

Most Convincing Messages in Opposition to Work Requirements Among Likely Voters

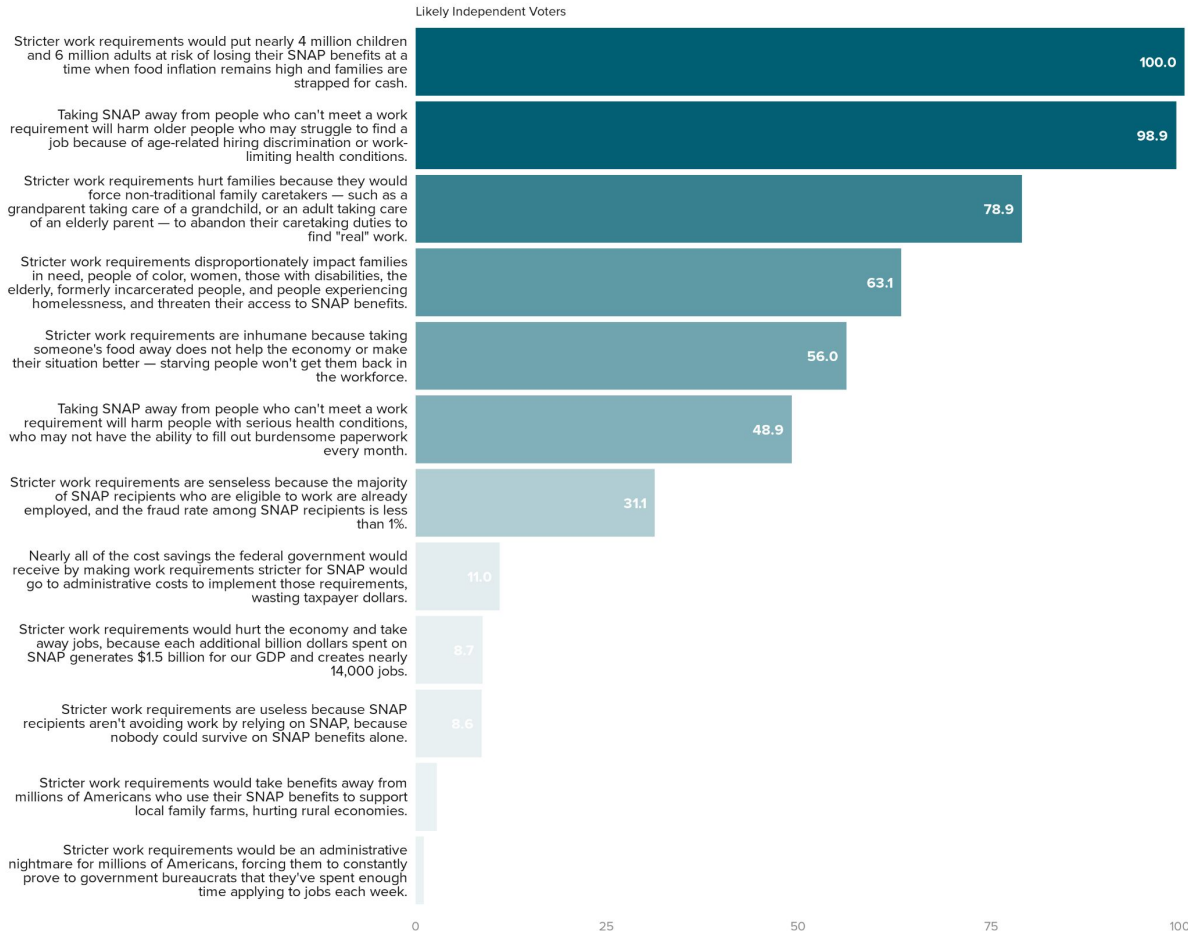


Similarly, likely voters are **most responsive** to messaging that highlights that millions of children and families are at risk of losing their benefits if work requirements are expanded.

Likely voters are **also responsive** to messaging about the impact of expanded work requirements on older adults who may not be able to work.

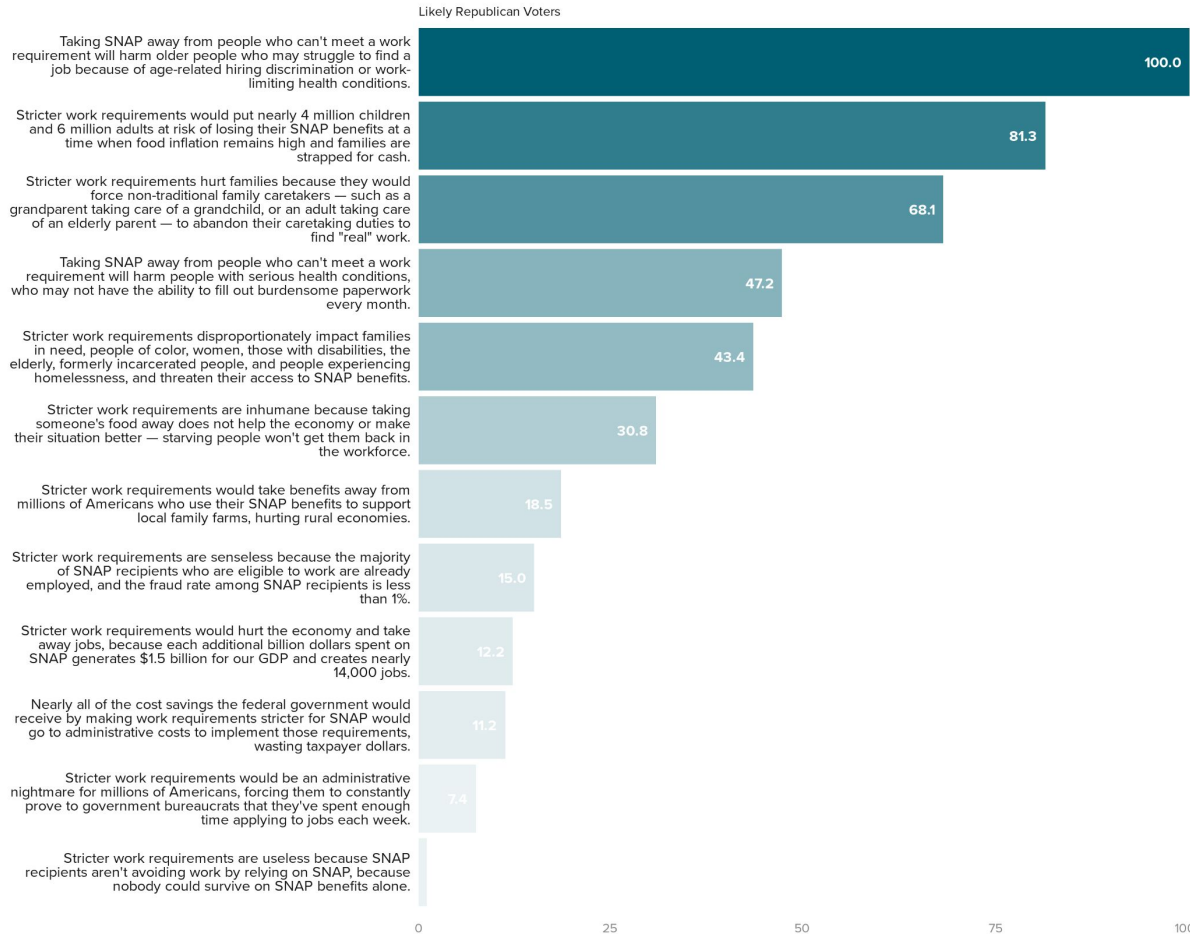
Likely voters are **least responsive** to messaging about the administrative burden that expanding work requirements would impose on SNAP recipients.

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.



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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.
