##  PROGRESS <br> 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 $\pm 3$ percentage points.


## Demographic Composition

53\% Female \| 47\% Male
37\% College | 63\% Non-college
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?

Haven't heard
enough to say
Somewhat
unfavorable

Favorable Unfavorable Net
All likely

## $30 \%$

Partisanship


March 8-12, 2023 survey of $\mathbf{1 , 2 0 8}$ likely voters

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.

## 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?


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-permeal 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 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?


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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?

|  | Democrat Independent |  | Republican |
| :---: | :---: | :---: | :---: |
|  |  |  | Strongly supp |
|  | Allowing job-seekers who earn wages as part of federal job training programs to keep their SNAP benefits while looking for work | art of federal enefits while king for work |  |
|  | Ensuring military service members' housing stipends do not count against them in determining their SNAP eligibility <br> Expanding SNAP eligibility to low-income college students | stipends do their SNAP eligibility |  |
|  |  | ome college students |  |
|  | Allowing Puerto Rico to participate directly in SNAP rather than its current block grant nutrition assistance program | ctly in SNAP assistance program |  |

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?


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.

| Strongly support Somewhat support |  | Don't know | Somewhat oppose |  |  | Strongly oppose |  |  |
| :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: | :---: |
|  | All Likel |  |  |  |  | Support | Oppose | Net |
| Administrative costs | 24\% | 35\% | 9\% | 17\% | 15\% | 59 | 32 | +27 |
| Fraud rate is already low | 20\% | 38\% |  | 17\% | 18\% | 58 | 35 | +23 |
| Children and families at risk of losing benefits | 19\% | 33\% | 18\% |  | 24\% | 52 | 42 | +10 |
|  | Indepen | Voters |  |  |  |  |  |  |
| Administrative costs | 22\% | 37\% | 16\% | \% 15\% | 10\% | 59 | 25 | +34 |
| Fraud rate is already low | 17\% | 40\% | 13\% | 15\% | 14\% | 57 | 29 | +28 |
| Children and families at risk of losing benefits | 13\% | 28\% | 29\% |  | 22\% | 41 | 51 | -10 |
|  | Republi | oters |  |  |  |  |  |  |
| Children and families at risk of losing benefits | 31\% | 40\% |  | 8\% | 14\% | 71 | 22 | +49 |
| Administrative costs | 36\% | 34\% |  | 3\% 17\% |  | 70 | 21 | +49 |
| Fraud rate is already low | 26\% | 43\% |  | 16\% | 10\% | 69 | 26 | +43 |
|  | 0\% | 25\% 50\% |  | 75\% | 100 |  |  |  |

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



elderly, formerly incarcerated people, and people experiencing
homelessness, and threaten their access to SNAP benefits.
Stricter work requirements are inhumane because taking someone's food away does not help the economy or make
their situation better - starving people won't get them back in The workforce.
Teking SNAP away from people who can't meet a work
requirement will harm people with serious health conditions Taking SNAP away from people who can't meet a work
requirement will harm people with serious health conditions,
who may not have the ability to fill out burdensome paperwork
Stricter work requirements are senseless because the majority
of SNAP recipients who are eligible to work are already of SNAP recipients who are eligible to work are already
employed, and the fraud rate among SNAP recipients is less
than $1 \%$.

Stricter work requirements would hurt the economy and take away jobs, because each additional billion dollars spent on
SNAP generates $\$ 1.5$ billion for our GDP and creates nearly
14,000 jobs.

Stricter work requirements would take benefits away from millions of Americans who use their SNAP benefits to support
local family farms, hurting rural economies.

Stricter work requirements are useless because SNAP
recipients aren't avooiding work by relying on SNAP, because
nobody could survive on SNAP benefits alone.
Nearly all of the cost savings the federal government would
receive by making work requirements stricter for SNAP would receive by making work requirements stricter for SNAP would
go to administrative costs to implement those requirements,

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 $\begin{aligned} & \text { time applying to jobs each week. }\end{aligned}$

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.


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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