



# Facts About SNAP: A National Survey of American Voters

1,000 Registered Voters

April 21-23, 2025

Commissioned by  
FMI – The Food Industry Association

# Methodology

- 1,000 registered voters were surveyed nationally from April 21-23, 2025.
- Interviews were stratified into proportionate units based on national registered voter statistics.
- 25% of respondents were surveyed on a landline phone, 35% were surveyed on a cell phone, and 40% using text-to-online.
- Margin of sampling error for 1,000 registered voters is  $\pm 3.1\%$ .

# Key Take-Aways (1)

- Voters are concerned about the country and the economy.
  - Only 40% say we are headed in the right direction, while 56% say wrong direction.
  - The outlook on the economy is slightly worse: 39% right direction, 59% wrong direction.
  - Just 39% rate the economy as excellent/good, while 61% say it is not so good or poor.
  - Overwhelming majority (81%) say the cost of living is up in the past year and 61% believe it will go up in the next year. Groceries are the clear #1 inflationary concern.
  - Top issues are varied: protecting democracy (21%), immigration (15%), jobs/economy (11%), and SS/Medicare (11%).

# Key Take-Aways (2)

- Voters like SNAP and do not want to see it cut.
  - A 64% majority view SNAP favorably, while just 14% are unfavorable. It is undefined to the remaining 22%. Among all three partisan groups, favorability is better than 2-to-1 positive.
  - Similarly, 70% favor the SNAP program, while only 15% oppose it – again with strong bipartisan support.
  - Only 33% are in favor of significantly cutting SNAP, while 59% are opposed, including 45% who are *strongly* opposed.
    - Republicans are slightly in favor (+10), but Indies (-27) and Dems (-60) are staunchly opposed to cuts.
    - Clear opposition among both those who have received benefits (-38) and those who have not (-24).
    - Driving favorability for cutting SNAP is abuse/fraud, people getting it who shouldn't, and being used for unhealthy food.
    - Opposition is driven by not wanting people to starve, helps low-income, and people rely on SNAP.
- Voting to cut SNAP would be electorally problematic for those in Congress.
  - Only 17% would be more likely to vote for a Senator or Representative in Congress who voted to cut SNAP, while 48% would be less likely.
  - It would be marginally positive with the GOP (+5), but heavily negative with both Indies (-35) and Democrats (-64)



# Key Take-Aways (3)

- There are a lot of details and facts about SNAP that voters do not understand or know about.
  - E.g. The average voter believes a SNAP recipient gets \$20/day, more than 3 times the actual amount of \$6.
  - However, a 65% majority accurately say it's true that SNAP is a hunger program, not a nutritional program (so most understand it's about food security, not nutrition/wellness/healthy eating).
- By a 57% - 39% margin, US voters want one national standard (set of rules) on what can and cannot be bought with SNAP rather than it going state-by-state.
  - Republicans, Independents, and Democrats all prefer a national standard by double-digit margins. In focus groups, we heard concern about a state patchwork making the program more complicated, confusing, and potentially driving up program costs for taxpayers.
- A 48% plurality of voters say removing soda and candy from the list of items you can purchase with SNAP is not a national priority.



# Key Take-Aways (4)

## THE BOTTOM LINE:

SNAP is very popular across the partisan spectrum, and it would be political malfeasance to try to cut benefits for the program. There is plenty of waste and fraud that can be cut by state agencies that reduce their overpayment error rates that will save billions, without the need to touch benefits. On top of that, voters clearly desire a national standard for what is and is not on the list of things you can buy with SNAP.



# Economic Environment

# Most Important Issue to Voters

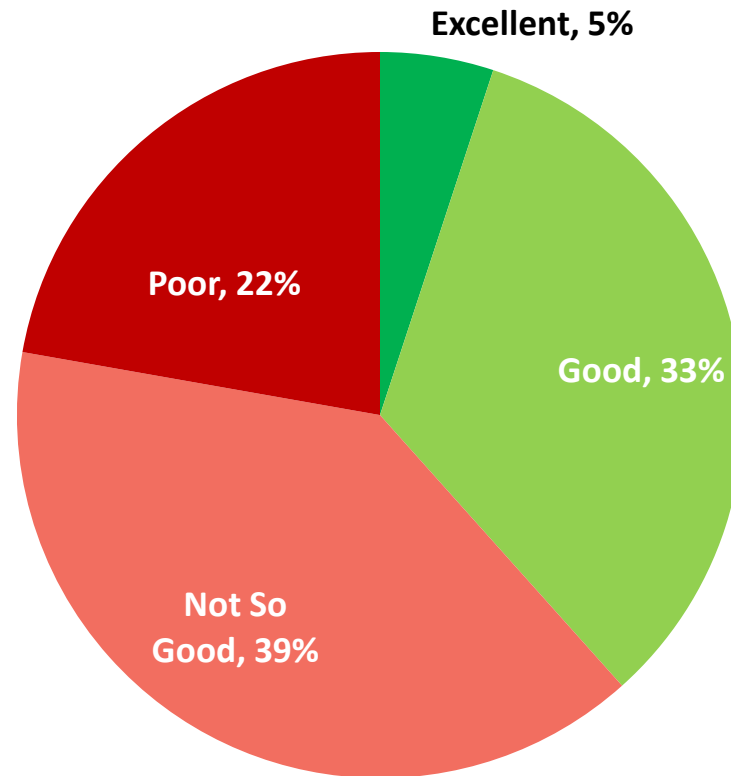
- Top issues for US voters are protecting democracy (21%), immigration (15%), jobs/economy (11%), and SS/Medicare (11%).

	Overall
Protecting democracy	21
Immigration and border security	15
Jobs and the economy	11
Social security and Medicare	11
Inflation and rising prices	9
Taxes, government spending and debt	9
Abortion	6
Health care	6
Law and order and crime	3
Education	3
Foreign policy and military defense	2
Trade and tariffs	1
Don't know/refused	2



# Strength of U.S. Economy

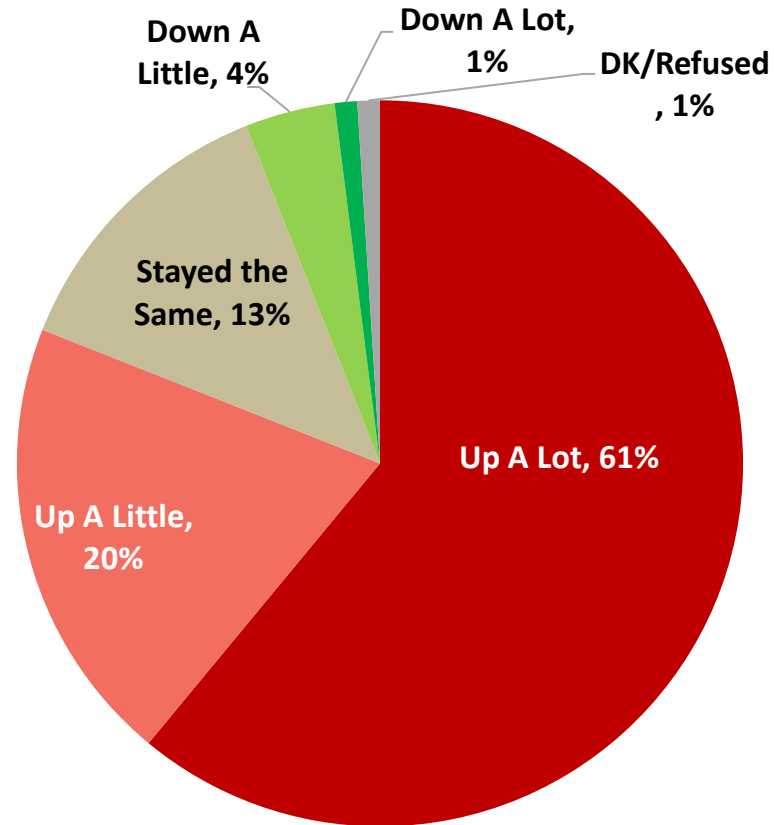
- A clear 61% majority rate the U.S. economy as not so good or poor.



Q. How would you rate the strength of the U.S. economy? (ROTATE)

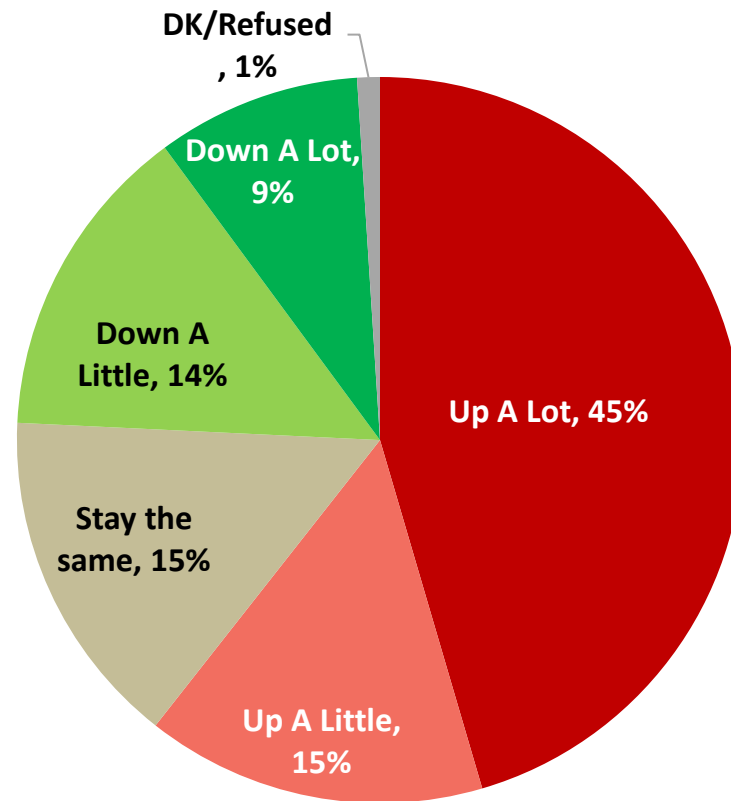
# Cost of Living in Past Year

- Overwhelming majority of voters say the cost of living in the country has gone up in the past year.



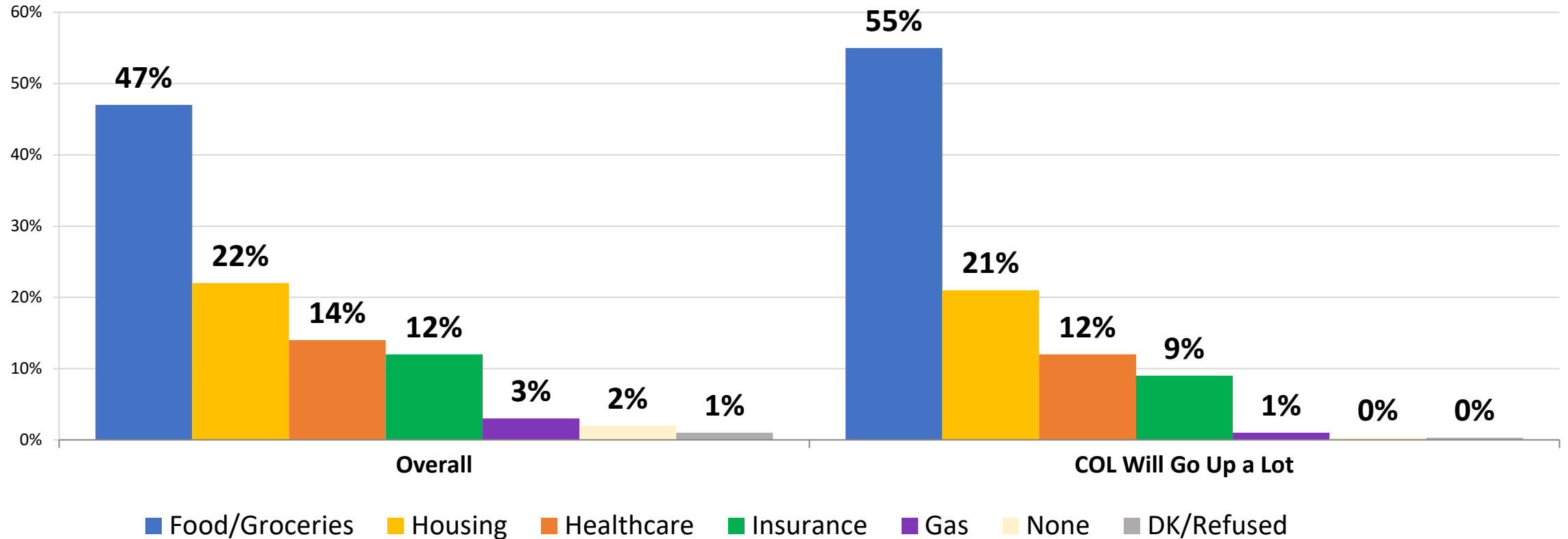
# Anticipated Cost of Living

- A 61% majority also believe the cost of living is going to increase over the next year.



# Anticipated Inflation on Specific Items

- Food and Groceries is by far the biggest inflationary concern for American voters.
- Among those who expect the cost of living to go up “a lot”, groceries are an even larger concern.

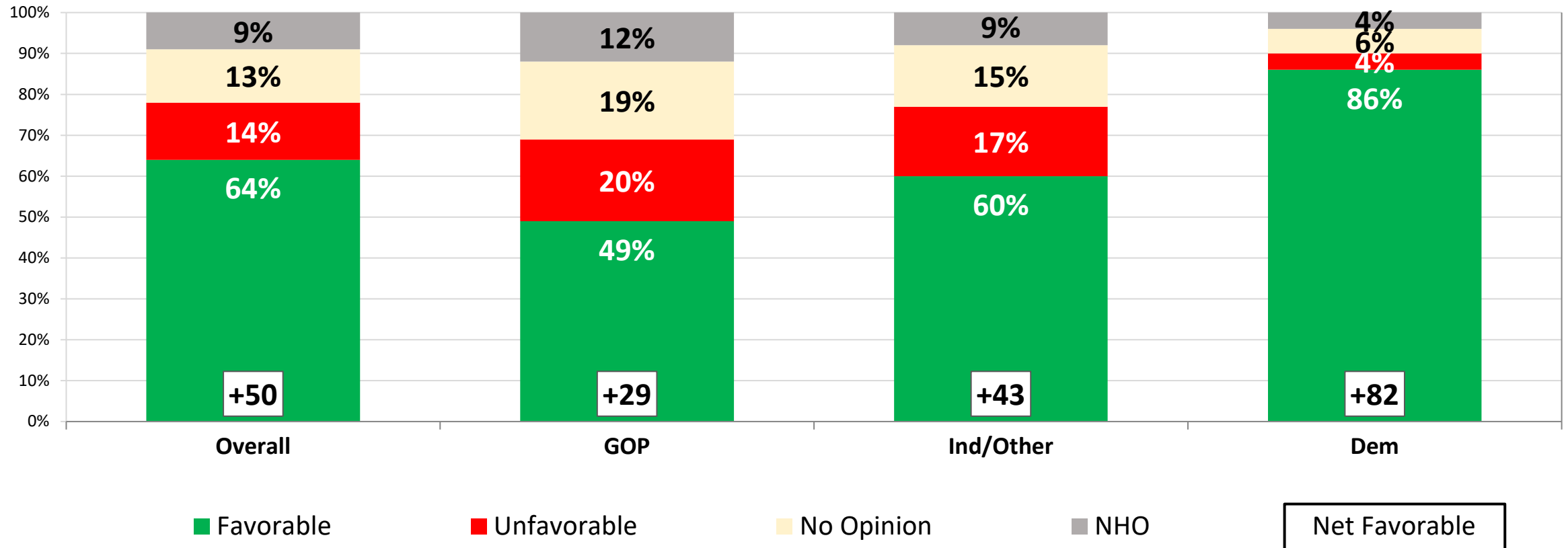




# Attitudes on SNAP

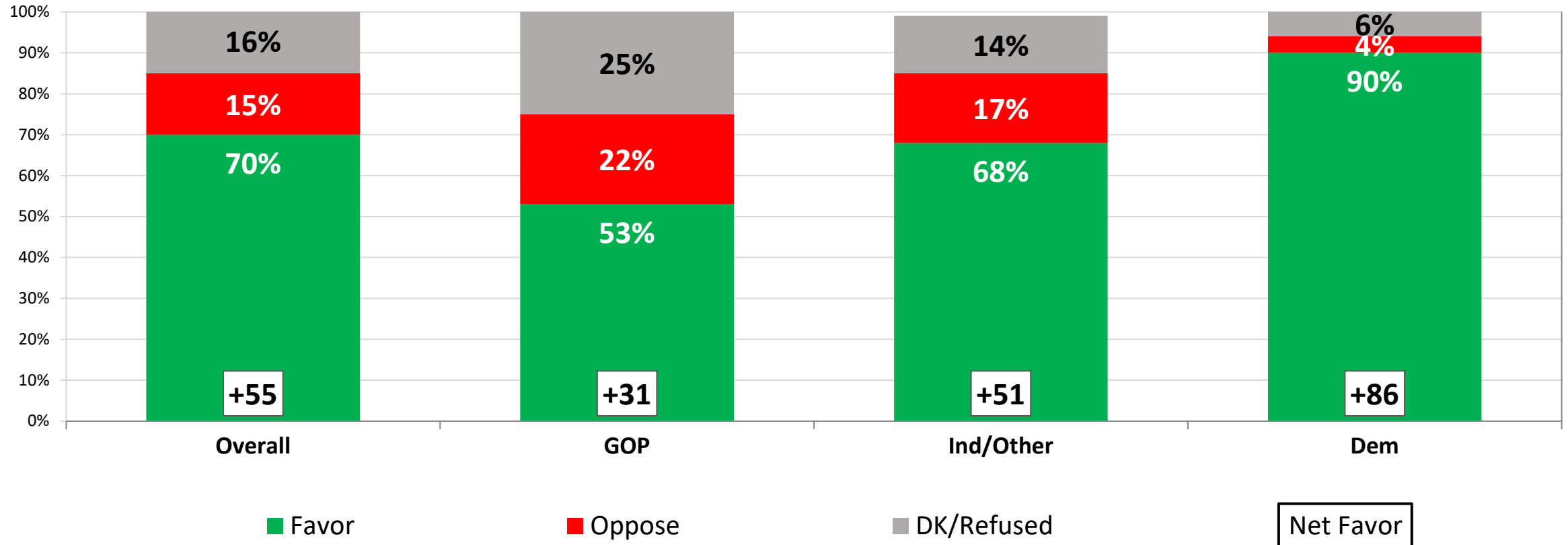
# SNAP Image

- SNAP enjoys a very strong 64% - 14% favorable image.
- Democrats drive net favorability, but even Republicans view the program favorably by a more than 2-to-1 margin.



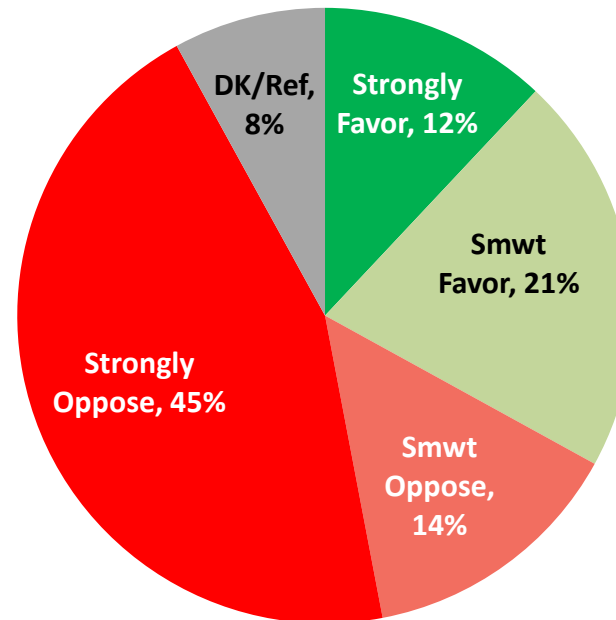
# SNAP Favor/Oppose

- A 70% majority favor the SNAP program, while just 15% oppose, similar to its image.
- Again, Democrats are the most likely to favor SNAP, but clear majorities of Indies and Republicans do as well.



# SNAP Benefit Cuts

- Only 33% are in favor of cutting SNAP benefits, while 59% are opposed, including 45% who are *strongly* opposed.
- Conservatives and Republicans are slightly in favor of cutting SNAP benefits, but those in the middle and on the left are much more opposed than the right is in favor.
- Even those with no personal connection to SNAP are opposed to cutting by a 24-point margin.



Q. As you may know, the Supplemental Nutrition Assistance Program, or SNAP, is the government program that provides food benefits to low-income families to supplement their grocery budget. Generally speaking, would you say that you favor or oppose significantly cutting or further restricting SNAP benefits?

	Favor	Oppose	Net Favor
OVERALL	33	59	-26
Receive SNAP Any	28	66	-38
SNAP Assist. Fam or Pers	32	62	-30
No SNAP Connections	34	58	-24
GOP	50	40	+10
Independent/Other	32	59	-27
Democrat	18	78	-60
Conservative	52	39	+13
Moderate	27	65	-38
Liberal	14	84	-70



# Favor/Oppose Reductions

- Those in favor of cutting SNAP benefits cite abuse/fraud, people who don't need it get it, used for unhealthy food, and promotes laziness as the top reasons for their opposition.
- Top reasons for opposition to cutting SNAP benefits include everyone deserves to eat, helps low-income families, and general belief that people need help.

REASONS TO FAVOR CUTS	Overall n331
Abuse/being misused/fraud (non specific)	19
People who don't need it get it/not always given to those who need it	17
Used to buy unhealthy food/candy/soda/should only allow healthy food	14
Promotes laziness/should encourage working/finding a job	13
Waste/waste of taxpayer's money	5
Not managed correctly/no checks or balances in place	5
Favor cutting it (general)	4
Long term use/should only be temporary	3
Given to illegal immigrants/should take care of U.S. Citizens	3
Drug tests should be administered	3

REASONS TO OPPOSE CUTS	Overall n592
Need access to food/don't want people/children/ elderly to starve/everyone deserves to eat	28
Low income/helps low income families/can't afford food	25
People need help/need assistance/people rely on it (non specific)	21
Cost of living/prices are rising/food is more expensive	12
Health reasons/for nutrition	8
I use/have used it before/know someone who has used it	5
Oppose cutting it (general)	3

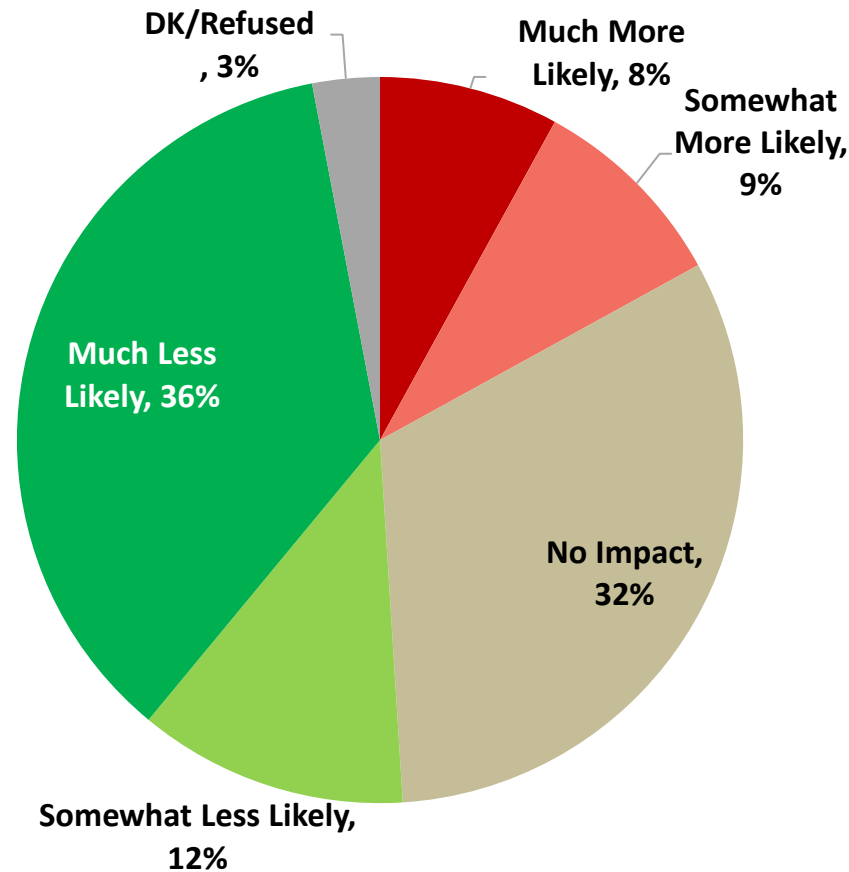


Q. Being as specific as possible, what are the one or two main reasons you favor cutting or further restricting SNAP benefits?

Q. Being as specific as possible, what are the one or two main reasons you oppose cutting or further restricting SNAP benefits?

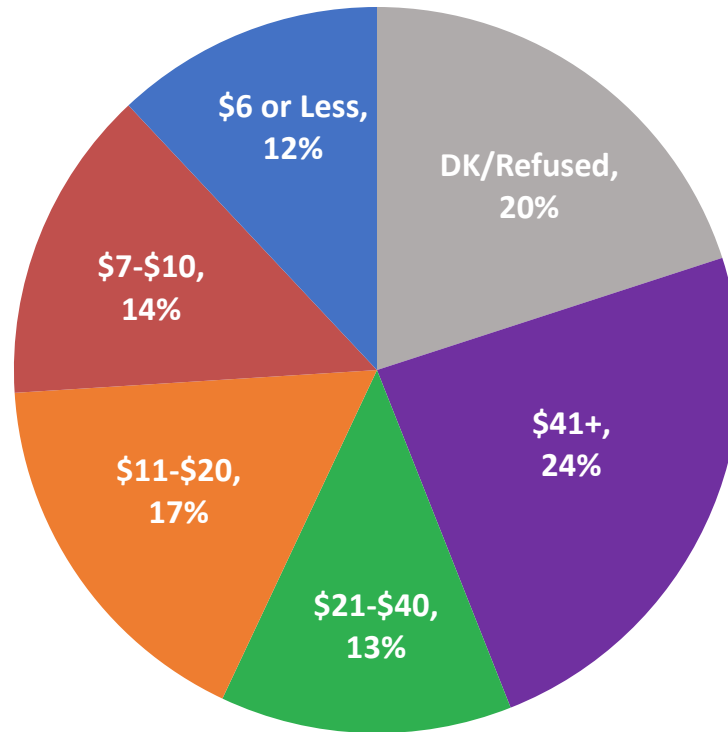
# SNAP Cuts Congressional Vote Impact

- A Congressman/Senator who votes to cut/reduce SNAP benefits would be punished at the polls, with 48% less likely to vote for them and just 17% more likely.



# SNAP Estimated Daily Benefit Amount

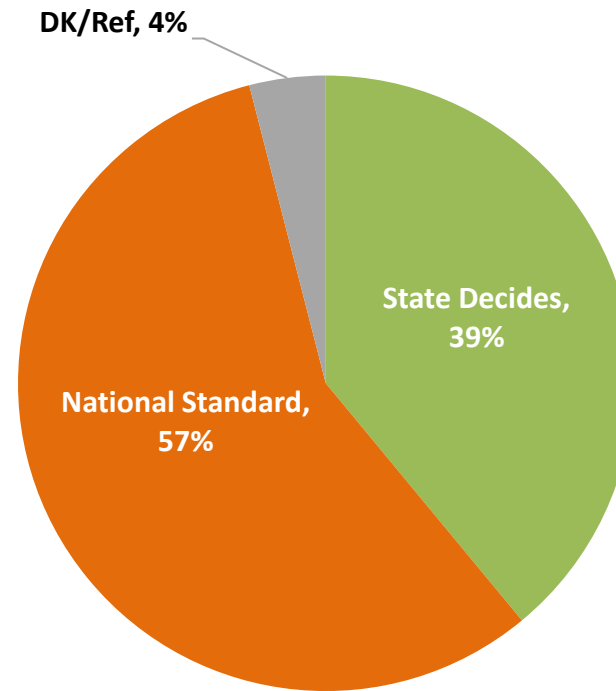
- The average US voter believes a SNAP recipient gets \$20/day. Only 12% say it is \$6 or less.



In reality, SNAP benefits average \$6.16 per person per day.

# Single Federal Standard Versus Individual State Rules

- Every major demographic group favors a national standard on SNAP over a state-by-state standard, most by wide margins. (note – the SNAP program has been managed under federal rules since inception)
- By a clear 57% - 39% margin, voters think there should be one national standard on what can and cannot be bought with SNAP, rather than letting each state decide.
- Even those who oppose SNAP and are in favor of removing items from SNAP still prefer a national standard to letting states decide.
- Republicans favor a national standard by a 10-point margin, 53% - 43%.
- Women are noticeably more preferable to a national standard than men, though majorities of both chose this.



	Natl Stand	Indiv States	Net Stand
<b>OVERALL</b>	<b>57</b>	<b>39</b>	<b>+18</b>
<b>Favor SNAP</b>	60	37	<b>+23</b>
<b>Oppose SNAP</b>	50	47	<b>+3</b>
<b>GOP</b>	53	43	<b>+10</b>
<b>Independent/Other</b>	57	39	<b>+18</b>
<b>Democrat</b>	60	35	<b>+25</b>
<b>Conservative</b>	49	46	<b>+3</b>
<b>Moderate</b>	58	38	<b>+20</b>
<b>Liberal</b>	65	34	<b>+31</b>
<b>Male</b>	52	43	<b>+9</b>
<b>Female</b>	61	36	<b>+25</b>
<b>White</b>	58	38	<b>+20</b>
<b>Black</b>	58	36	<b>+22</b>
<b>Hispanic</b>	55	42	<b>+13</b>
<b>18-34</b>	59	39	<b>+20</b>
<b>35-49</b>	51	45	<b>+6</b>
<b>50-64</b>	60	36	<b>+24</b>
<b>65+</b>	56	38	<b>+18</b>

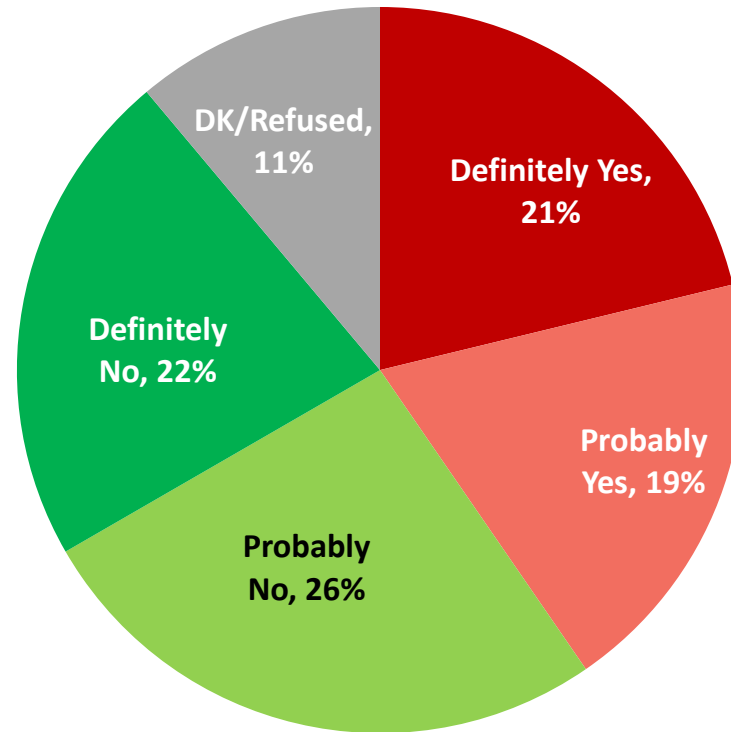
Q. Which of the following statements do you MOST agree with (ROTATE)

[Some/Other] people say that each individual state should be able to decide what items can and cannot be purchased with SNAP benefits even if that means we end up with different SNAP programs in each state.

[Some/Other] people say we should maintain one national standard with its current restrictions that apply equally for all SNAP participants and all retail grocery stores, on which items can and cannot be purchased with SNAP benefits to avoid confusion at the checkout

# SNAP Restrictions, Not A National Priority

- A 48% plurality believe that SNAP list restrictions are not a national priority, while 40% believe it should be.



Q. Do you think taking away the current ability for a SNAP shopper to buy soda or snacks in their shopping cart rises to the level of being a national priority to change the SNAP program, particularly if it will create challenges for grocery stores, confusion at checkouts, or raise SNAP program costs?