

February 24, 2025



# Survey of Likely 2026 General Election Voters **National**

February 20 – 22, 2025 | n=1500 |  $\pm 2.50\%$

# Insights & Analysis

- Voters show **significant support for the MAHA movement** and large majorities of its planned agenda. The **support is consistently bipartisan**, with appeal across red and blue states.
- The **MAHA agenda** (51 fav, 24 unfav) is favorable to a majority of voters with a strong 2:1 image ratio. MAHA is predictably most favorable among Republicans (71 fav, 10 unfav), but it is also very favorable among Swing Voters (52 fav, 21 unfav) and even Democrats (32 fav, 38 unfav) are nearly evenly split.
  - MAHA is similarly favorable across swing states (49 fav, 24 unfav) and blue states (47 fav, 26 unfav).
- Voters see a separation between the **MAHA agenda** and President Trump (49 fav, 49 unfav) and **RFK, Jr.** (48 fav, 43 unfav). **MAHA has a much stronger, more bipartisan image**, with notably half the unfavorables.
  - Compared to **pharmaceutical companies** (33 fav, 59 unfav), MAHA is far more favorable across the electorate.
  - The **FDA** (59 fav, 33 unfav) is generally favorable across the electorate with the exception of Trump Republicans (40 fav, 55 unfav). The FDA is in much better standing among Traditional Republicans (61 fav, 30 unfav).
  - **Food manufacturers** (53 fav, 34 unfav) have a similar image overall to the MAHA agenda with higher unfavorables among Independents (46 fav, 41 unfav) and Trump Republicans (49 fav, 41 unfav).
- Support for **prohibiting the federal government from mandating vaccines** for employment, travel, or school enrollment is **widely varied** across ages, genders, and ideologies: 41 support, 39 oppose overall with Trump Republicans (47 support, 32 oppose) standing out as showing most support.
  - The issue is the **most divisive and unclear** among all the MAHA agenda items.

## Insights & Analysis

- A decisive 77% of voters **support ensuring individuals receive full disclosure of all potential risks** and benefits before receiving any medical intervention, including vaccines (just 9% oppose).
- A slight plurality both **overall** (40%) and **across blue, red, and swing states** support the federal government **fully rescinding** any remaining **emergency authorities related to COVID-19** (33% oppose overall).
  - Support is strongest among Republicans (59 support, 18 oppose), while Democrats show most opposition (21 support, 50 oppose), and Independents (33 support, 32 oppose) are most divided.
- Two-thirds of voters overall support **reforming the FDA and the CDC to reduce conflicts of interest** they may have with pharmaceutical companies (just 12% oppose).
  - Similarly, nearly three-quarters of voters believe the **U.S. government should be required to conduct an immediate, urgent review** of a product's safety and approval process if our G8 allies ban or restrict that product.
- Voters show unilateral agreement that **pharmaceutical companies should be required to release all clinical trial data** for independent review before a drug or vaccine is approved (80% agree).
  - Three-quarters of voters also support a policy that would **require the FDA to publish all research**, both industry-funded and independent, that meets minimum scientific standards for new drugs, vaccines, and food additives.
  - Another two-thirds of voters agree that **Congress should conduct an independent audit of how HHS and the NIH** allocate scientific research funds. Disagreement is strongest among Democrats, but a majority still agree (53 agree, 21 disagree).

## Insights & Analysis

- Voters are more **indifferent on banning direct-to-consumer prescription drug advertising on TV, but most support overall** (42 support, 23 oppose, 28 neutral). This sentiment holds true across red, blue, and swing states and across party lines.
- There is strong, bipartisan support for a **federal ban on artificial food dyes** (75% support), a **federal requirement for clearer labeling on processed foods** to disclose the presence of controversial ingredients (77% support), and **71% agree that schools, hospitals, and government-funded programs should be required to phase out processed foods** with artificial additives and replace them with whole, minimally-processed alternatives.
  - A majority overall support the federal government **requiring restaurants and food manufacturers to replace industrial seed oils with traditional animal or plant fats** (51 support, 21 oppose). Republicans show most support, but Independents and Democrats support overall.
- Over a quarter know someone or have personally been **injured by a vaccine** (26%). Younger men, non-white voters, and Trump Republicans recall the most vaccine injuries.
- Voters tend to think the **current number of vaccines** recommended by the CDC is either **about right** (39%) or **too many** (37%). Republicans (especially Trump Republicans) and Hispanic voters stand out as believing there are too many.
  - A majority of voters overall support **removing legal immunity from vaccine manufacturers** (just 23% oppose). Independents (40 support, 28 oppose) and Democrats (42 support, 26 oppose) support, and nearly a majority in both swing and blue states support.
- **Opinions on vaccine requirements** for school-aged children and workers in healthcare or government jobs are **rather dispersed** along the spectrum of vaccines being completely voluntary to vaccines being fully required.



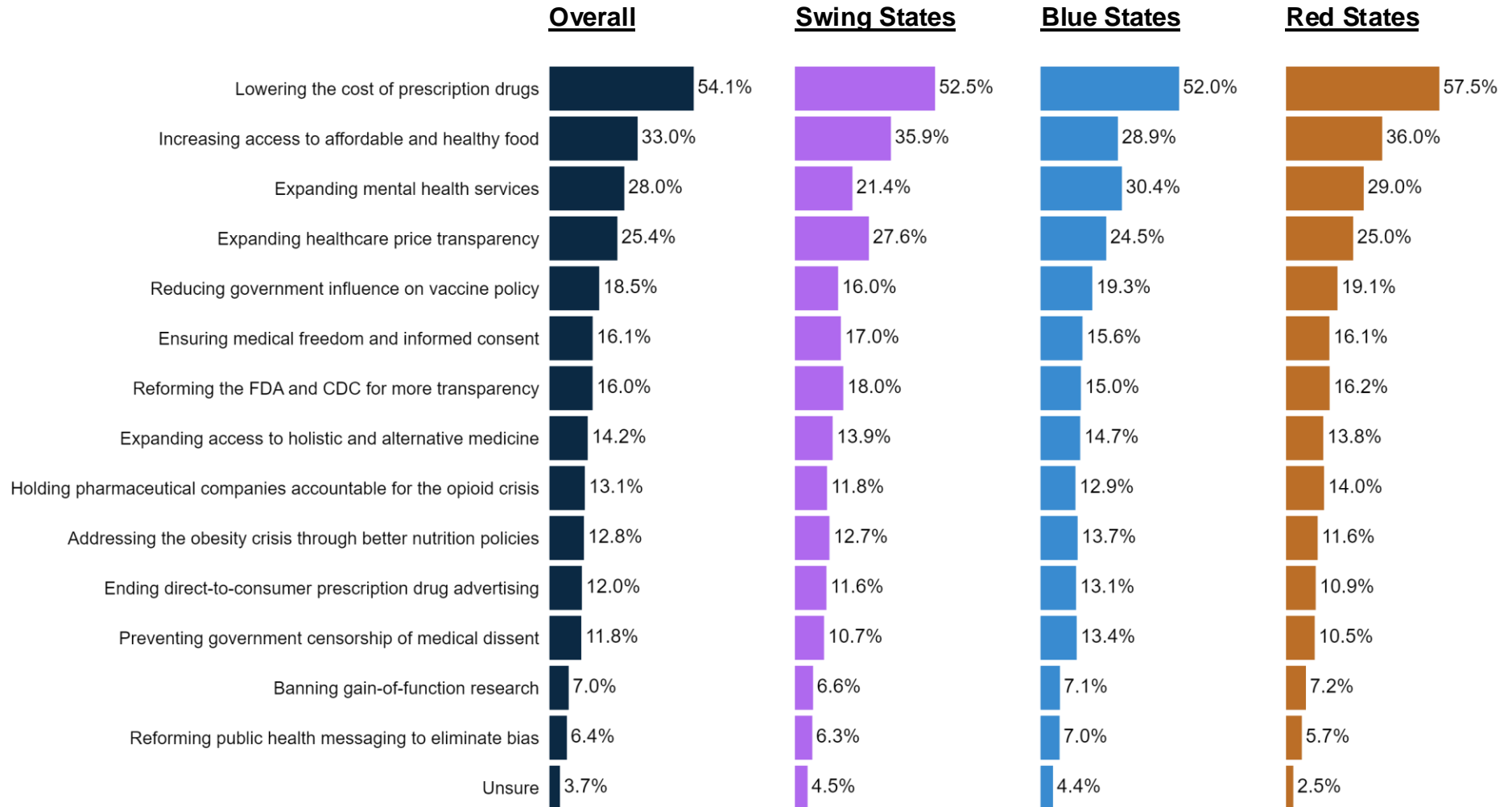
## Insights & Analysis

- A majority support both **the federal government conducting an independent safety review** of all vaccines currently recommended by the CDC, even if it means temporarily pausing their distribution (56% support) and a **temporary halt on the approval of new vaccines** until an independent review process can confirm their long-term safety and necessity (56% support).
- The least popular component of the MAHA agenda shows a **plurality oppose** (45%) **eliminating the CDC-recommended childhood vaccine schedule** and allowing parents to decide which, if any, vaccines their children receive without any government guidelines (34% support).
  - Republicans (46 support, 33 oppose) slightly support while Independents (29 support, 46 oppose) and Democrats (22 support, 58 oppose) oppose.
- **34% of voters trust the federal government** to give accurate advice to maintain or improve their health compared to **44% who distrust**.
  - Trust is much stronger among men than women.
- Nearly three-quarters of voters **support providing access to experimental medicines** to people with life threatening illnesses if they are fully made aware of the risks.
- Tragically, over a quarter of voters know someone who has died from a fentanyl overdose.

# Insights & Analysis

- Segmentation analysis identified three voter groups:
  - **MAHA Fav** (33%) are most favorable of MAHA (81% fav) and most unfavorable of the FDA, pharmaceutical companies, and food manufactures. They show the most support for each part of the MAHA agenda. They skew male, older, and are conservative ideologically.
  - **Lean MAHA Fav** (30%) are favorable of MAHA (58% fav) and also find the FDA, pharmaceutical companies, and food manufactures favorable. They show strong support for each part of the MAHA agenda but tend to oppose more of the vaccine issues than the *MAHA Fav* segment. They skew female, much younger, and are center-right ideologically.
  - **MAHA Unfav** (36%) are most unfavorable of MAHA (16 fav, 47 unfav) and most favorable of the FDA and food manufactures, but they find pharmaceutical companies unfavorable. They show the most opposition for each part of the MAHA agenda. They skew much more female, much older, are liberal ideologically, and largely fall along partisan lines.

# Top Healthcare Priorities

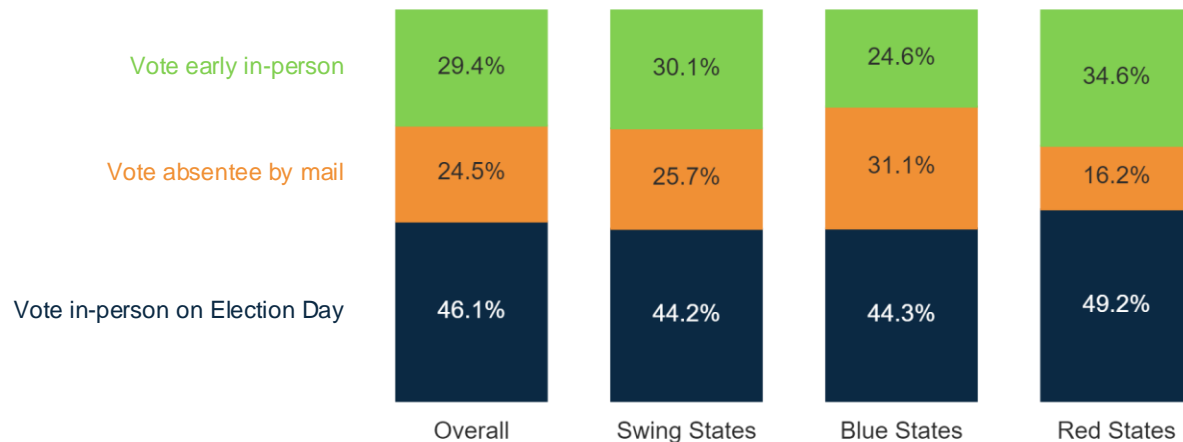


# Top Healthcare Priorities Heatmap

	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Lowering the cost of prescription drugs	54%	57%	51%	48%	65%	41%	60%	51%	51%	57%	57%	52%	55%	54%	53%	52%	57%	49%	52%	61%	45%	57%	56%	50%	50%	42%	47%	53%	47%	63%	36%	35%	57%	60%	58%
Increasing access to affordable and healthy food	33%	37%	28%	37%	37%	29%	27%	29%	26%	38%	37%	36%	32%	33%	36%	29%	36%	30%	31%	38%	30%	30%	35%	25%	30%	34%	30%	33%	30%	35%	38%	35%	37%	32%	31%
Expanding mental health services	28%	31%	24%	36%	27%	28%	21%	29%	20%	28%	36%	31%	28%	26%	21%	30%	29%	21%	26%	37%	20%	23%	28%	25%	26%	30%	35%	28%	20%	37%	15%	27%	30%	29%	28%
Expanding healthcare price transparency	25%	22%	29%	21%	24%	26%	31%	31%	26%	19%	27%	27%	25%	25%	28%	25%	26%	22%	26%	25%	28%	26%	20%	23%	23%	26%	22%	25%	26%	21%	20%	20%	28%	28%	
Reducing government influence on vaccine policy	19%	17%	20%	19%	16%	16%	23%	18%	22%	17%	17%	15%	21%	18%	16%	19%	19%	22%	20%	14%	23%	19%	18%	15%	23%	19%	17%	18%	23%	15%	17%	17%	20%	17%	19%
Ensuring medical freedom and informed consent	16%	17%	15%	17%	17%	16%	14%	17%	14%	17%	16%	21%	16%	13%	17%	16%	16%	13%	18%	18%	12%	14%	15%	17%	19%	18%	13%	15%	15%	18%	6%	16%	16%	13%	18%
Reforming the FDA and CDC for more transparency	16%	13%	19%	12%	14%	15%	23%	18%	21%	13%	14%	12%	18%	16%	18%	15%	16%	24%	13%	8%	28%	17%	17%	12%	16%	18%	14%	14%	26%	6%	16%	12%	12%	21%	17%
Expanding access to holistic and alternative medicine	14%	17%	11%	13%	20%	12%	11%	14%	9%	16%	18%	12%	14%	16%	14%	15%	14%	15%	17%	11%	16%	13%	14%	14%	17%	14%	13%	16%	15%	13%	6%	9%	12%	22%	15%
Holding pharmaceutical companies accountable for the opioid crisis	13%	13%	13%	11%	16%	14%	11%	12%	14%	16%	10%	12%	14%	14%	12%	13%	14%	12%	16%	13%	11%	15%	13%	13%	9%	11%	10%	15%	13%	13%	8%	14%	14%	6%	14%
Addressing the obesity crisis through better nutrition policies	13%	11%	15%	11%	11%	15%	14%	16%	12%	12%	10%	15%	13%	11%	13%	14%	12%	13%	13%	11%	13%	14%	13%	14%	13%	14%	17%	13%	14%	11%	17%	12%	14%	11%	13%
Ending direct-to-consumer prescription drug advertising	12%	12%	12%	10%	14%	10%	13%	15%	8%	11%	15%	13%	13%	10%	12%	13%	11%	12%	13%	11%	15%	9%	13%	8%	9%	10%	12%	11%	13%	11%	15%	10%	10%	14%	13%
Preventing government censorship of medical dissent	12%	10%	14%	11%	9%	12%	15%	12%	16%	10%	10%	13%	11%	12%	11%	13%	11%	10%	14%	12%	10%	8%	11%	11%	18%	13%	11%	11%	11%	13%	14%	10%	9%	13%	13%
Banning gain-of-function research	7%	6%	8%	6%	6%	7%	9%	8%	9%	5%	7%	5%	7%	8%	7%	7%	7%	11%	6%	3%	14%	6%	7%	5%	11%	8%	8%	6%	11%	3%	0%	9%	6%	9%	7%
Reforming public health messaging to eliminate bias	6%	6%	7%	7%	4%	10%	5%	7%	8%	5%	6%	7%	7%	5%	6%	7%	6%	7%	4%	7%	7%	8%	6%	6%	5%	8%	8%	6%	7%	5%	12%	9%	6%	6%	6%
Unsure	4%	3%	4%	7%	1%	7%	1%	3%	6%	4%	2%	4%	3%	5%	5%	4%	2%	4%	4%	3%	4%	5%	3%	9%	6%	3%	4%	5%	4%	3%	17%	9%	4%	2%	2%

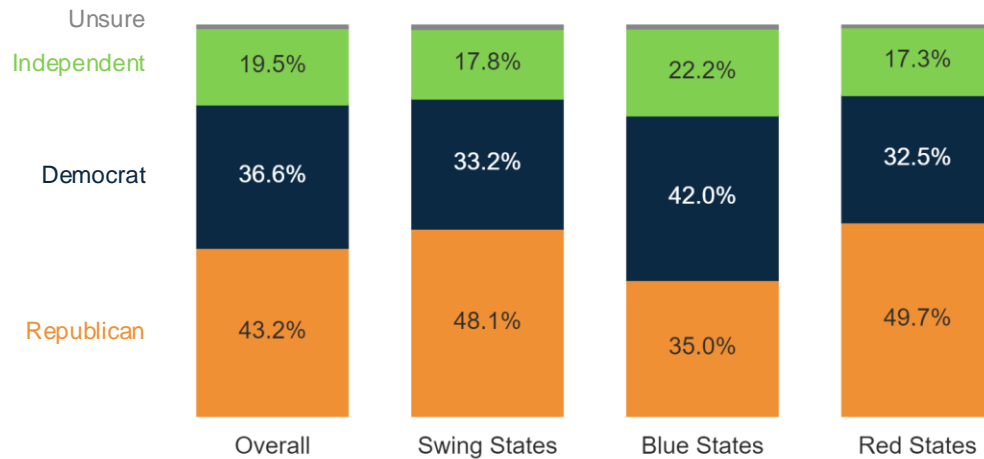


# Vote Method



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Definitely vote	66%	65%	67%	64%	65%	65%	68%	67%	66%	65%	64%	68%	63%	69%	69%	65%	64%	68%	60%	66%	70%	63%	65%	62%	72%	64%	66%	60%	68%	65%	50%	63%	58%	66%	70%
Probably vote	34%	35%	33%	36%	35%	35%	32%	33%	34%	35%	36%	32%	37%	31%	31%	35%	36%	32%	40%	34%	30%	37%	35%	38%	28%	36%	34%	40%	32%	35%	50%	37%	42%	34%	30%
Vote in-person on Election Day	46%	45%	47%	51%	40%	52%	43%	44%	51%	47%	42%	44%	45%	49%	44%	44%	49%	50%	44%	42%	52%	46%	48%	42%	43%	51%	44%	45%	52%	41%	47%	49%	51%	47%	43%
Vote absentee by mail	24%	27%	22%	20%	33%	15%	28%	23%	21%	26%	28%	29%	25%	19%	26%	31%	16%	17%	26%	32%	15%	22%	25%	25%	16%	16%	27%	26%	17%	31%	29%	23%	21%	18%	28%
Vote early in-person	29%	28%	31%	29%	28%	33%	29%	33%	28%	27%	30%	26%	30%	32%	30%	25%	35%	33%	30%	26%	33%	32%	27%	34%	41%	33%	29%	29%	31%	28%	24%	29%	28%	35%	29%
Definitely vote in-person on Election Day	33%	32%	35%	36%	27%	40%	32%	34%	37%	32%	30%	35%	30%	37%	35%	30%	36%	38%	27%	31%	40%	34%	35%	28%	33%	38%	33%	28%	39%	29%	25%	31%	34%	34%	34%
Probably vote in-person on Election Day	13%	13%	12%	15%	12%	12%	12%	9%	15%	15%	12%	10%	15%	12%	9%	14%	13%	12%	17%	11%	12%	12%	13%	13%	9%	14%	11%	17%	12%	12%	22%	17%	17%	12%	9%
Definitely vote absentee by mail	17%	20%	15%	14%	25%	9%	19%	15%	14%	19%	21%	21%	17%	14%	17%	23%	11%	12%	18%	23%	10%	16%	18%	17%	12%	11%	20%	16%	11%	23%	14%	16%	12%	14%	20%
Probably vote absentee by mail	7%	7%	7%	6%	8%	6%	9%	8%	7%	7%	7%	9%	8%	5%	9%	8%	5%	5%	9%	8%	5%	6%	8%	7%	4%	4%	7%	10%	5%	8%	15%	7%	8%	4%	7%
Definitely vote early in-person	15%	14%	17%	14%	14%	16%	17%	18%	15%	14%	13%	13%	15%	18%	17%	12%	17%	18%	16%	11%	20%	13%	13%	16%	27%	15%	14%	16%	17%	13%	11%	15%	12%	18%	15%
Probably vote early in-person	14%	15%	14%	15%	14%	17%	12%	16%	13%	13%	17%	14%	15%	14%	13%	12%	18%	15%	14%	14%	13%	19%	14%	17%	14%	18%	16%	14%	14%	15%	12%	13%	16%	17%	14%

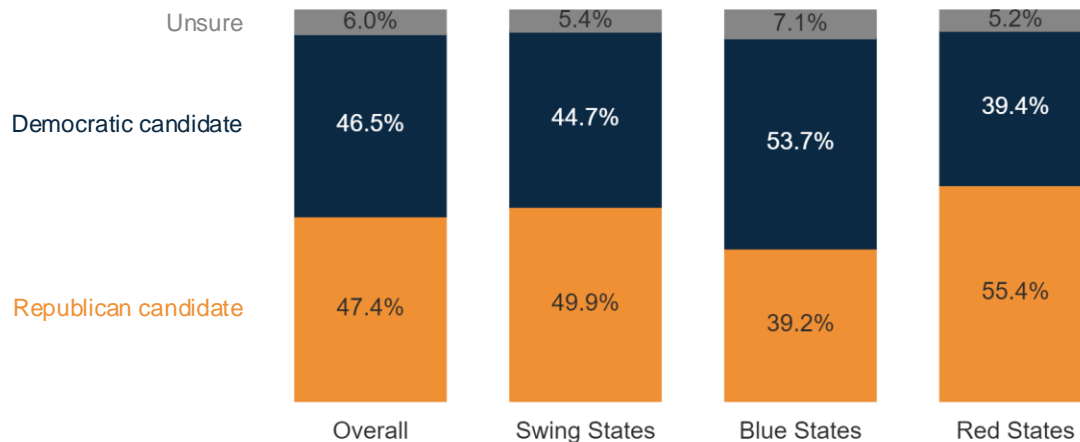
# Partisanship by Response



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican	43%	40%	47%	35%	45%	43%	50%	45%	49%	42%	38%	31%	43%	54%	48%	35%	50%	48%	18%	42%	44%	33%	37%	82%	8%	34%	39%	38%	47%	46%
Independent	19%	18%	21%	22%	15%	24%	18%	21%	21%	18%	18%	20%	20%	18%	18%	22%	17%	18%	20%	24%	19%	23%	38%	15%	20%	41%	23%	23%	16%	17%
Democrat	37%	41%	31%	43%	40%	32%	31%	34%	29%	40%	43%	48%	37%	27%	33%	42%	32%	33%	61%	33%	36%	43%	24%	3%	72%	17%	38%	38%	36%	37%
Strongly Republican	27%	23%	31%	22%	23%	27%	35%	29%	33%	26%	18%	22%	24%	36%	30%	20%	32%	30%	8%	25%	27%	20%	9%	55%	1%	9%	24%	25%	27%	29%
Mostly Republican	17%	17%	16%	12%	22%	17%	15%	15%	16%	15%	20%	9%	19%	18%	18%	15%	18%	18%	9%	17%	17%	13%	28%	27%	7%	25%	14%	14%	19%	17%
Mostly Democratic	13%	15%	11%	18%	13%	11%	11%	11%	11%	15%	16%	16%	13%	12%	11%	15%	13%	12%	18%	13%	12%	16%	18%	2%	24%	8%	20%	13%	12%	12%
Strongly Democratic	23%	26%	20%	25%	27%	20%	20%	23%	17%	25%	27%	33%	23%	15%	22%	27%	19%	21%	43%	19%	23%	26%	5%	1%	48%	9%	18%	25%	24%	25%
Unsure	1%	0%	1%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	1%	0%	0%	1%	1%	1%	1%	2%	0%	0%	8%	0%	1%	1%	0%

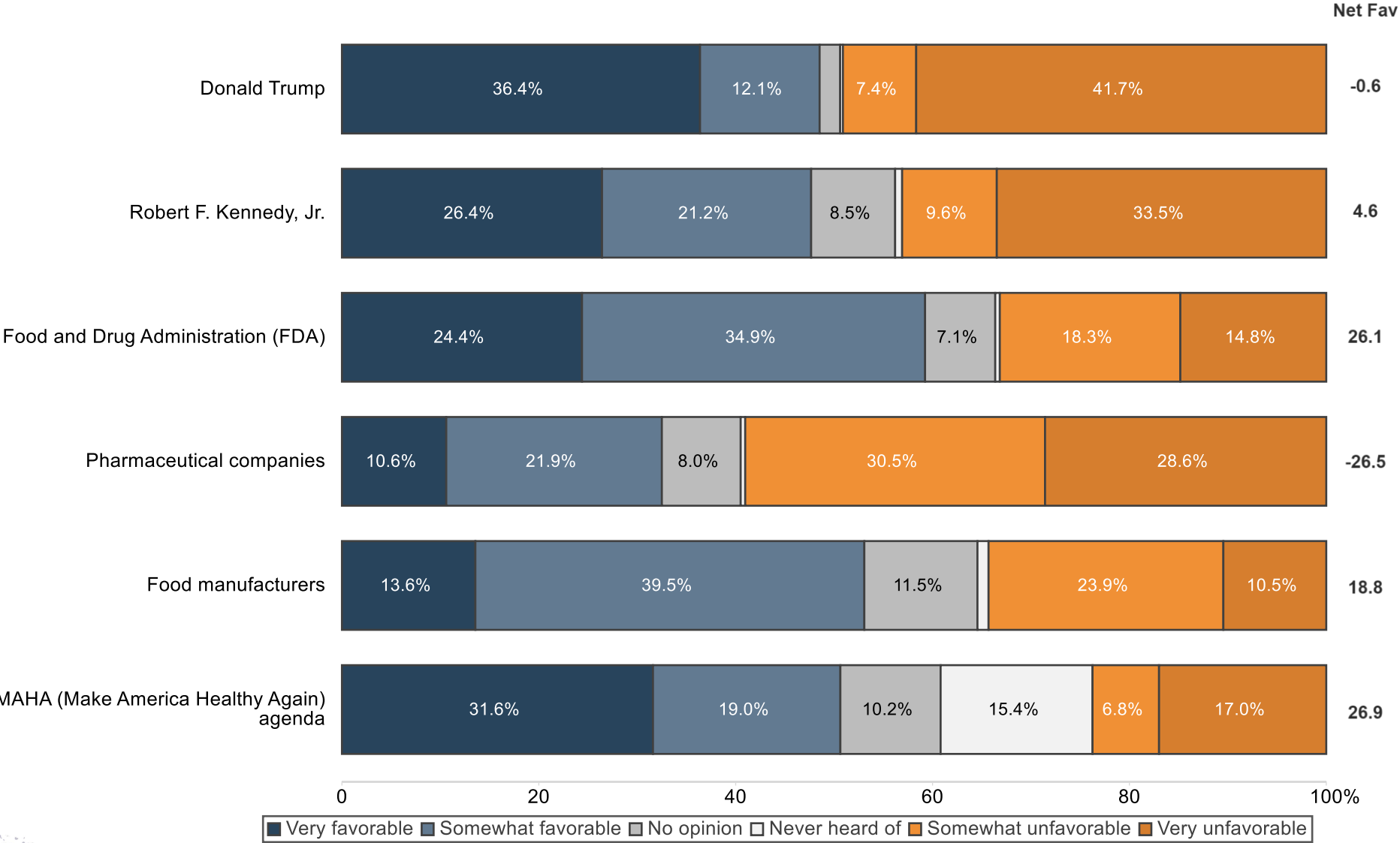
Generally speaking, do you think of yourself as a Democrat, Republican, or Independent?

# Generic Ballot



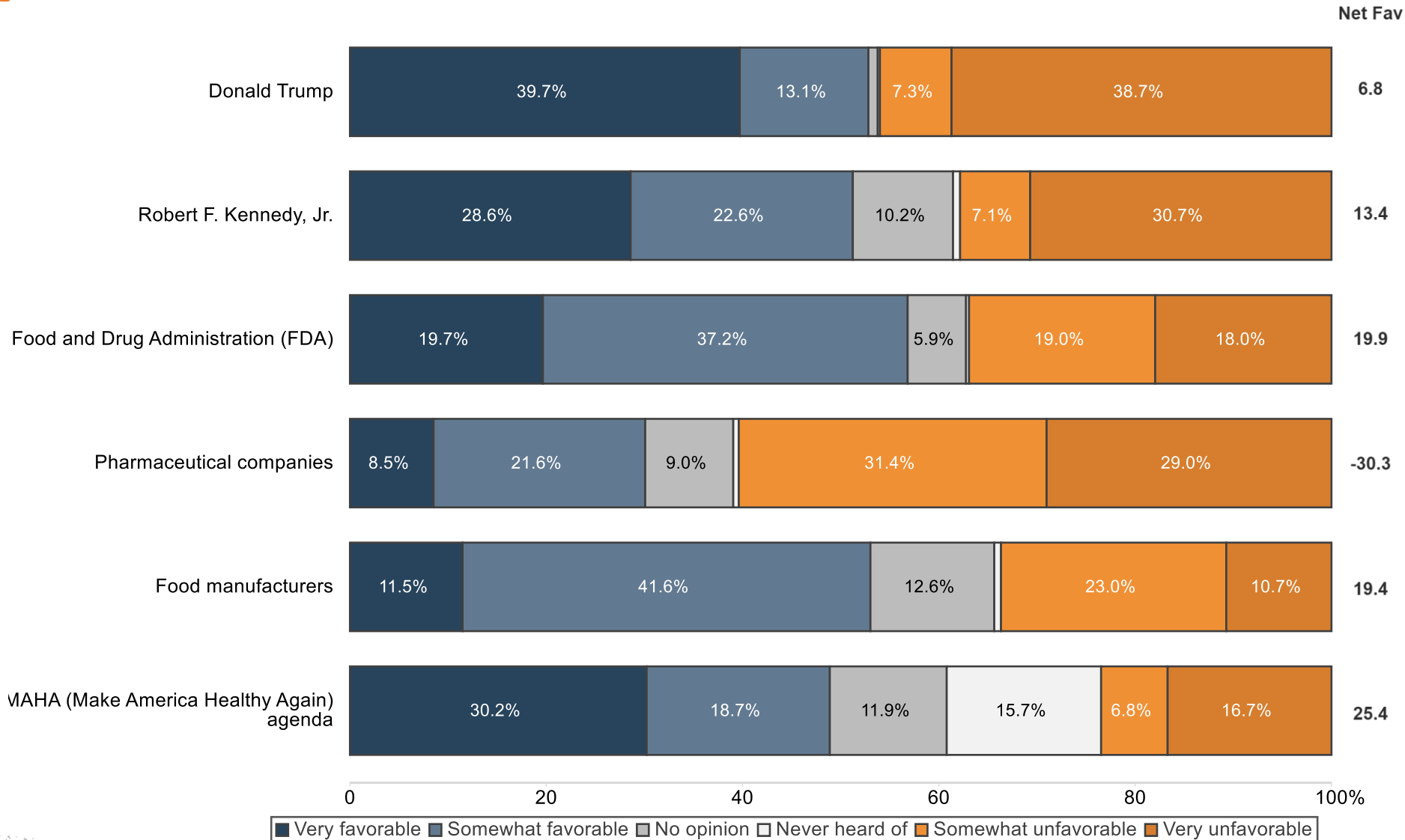
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Republican candidate	47%	42%	53%	40%	45%	52%	55%	51%	56%	43%	41%	37%	47%	57%	50%	39%	55%	92%	33%	3%	96%	84%	53%	19%	45%	50%	41%	42%	92%	6%	30%	45%	46%	49%	49%
Democratic candidate	47%	50%	42%	52%	48%	44%	41%	46%	39%	49%	52%	56%	47%	38%	45%	54%	39%	5%	46%	96%	3%	11%	42%	74%	47%	45%	52%	39%	4%	89%	40%	47%	48%	42%	48%
Definitely the Republican candidate	34%	30%	38%	26%	33%	35%	41%	35%	41%	33%	25%	28%	30%	44%	34%	28%	40%	69%	15%	2%	80%	49%	38%	12%	31%	34%	29%	0%	69%	1%	22%	30%	32%	37%	35%
Probably the Republican candidate	14%	13%	15%	14%	12%	17%	14%	16%	15%	10%	16%	9%	17%	13%	16%	11%	15%	23%	18%	1%	16%	35%	15%	7%	14%	15%	12%	42%	23%	4%	8%	16%	14%	12%	14%
Probably the Democratic candidate	13%	13%	12%	19%	8%	15%	9%	13%	11%	13%	14%	14%	13%	11%	14%	15%	9%	2%	24%	19%	1%	5%	10%	24%	17%	13%	14%	39%	2%	20%	23%	23%	12%	10%	10%
Definitely the Democratic candidate	34%	37%	30%	33%	40%	29%	32%	34%	27%	36%	38%	42%	34%	27%	31%	39%	30%	3%	22%	77%	2%	6%	32%	50%	31%	32%	37%	0%	2%	69%	17%	24%	36%	32%	38%
Unsure	6%	8%	4%	8%	7%	4%	5%	3%	5%	8%	7%	8%	6%	5%	5%	7%	5%	3%	20%	1%	1%	6%	6%	6%	7%	5%	7%	19%	4%	5%	30%	8%	6%	9%	3%

# Image Tests (Overall)

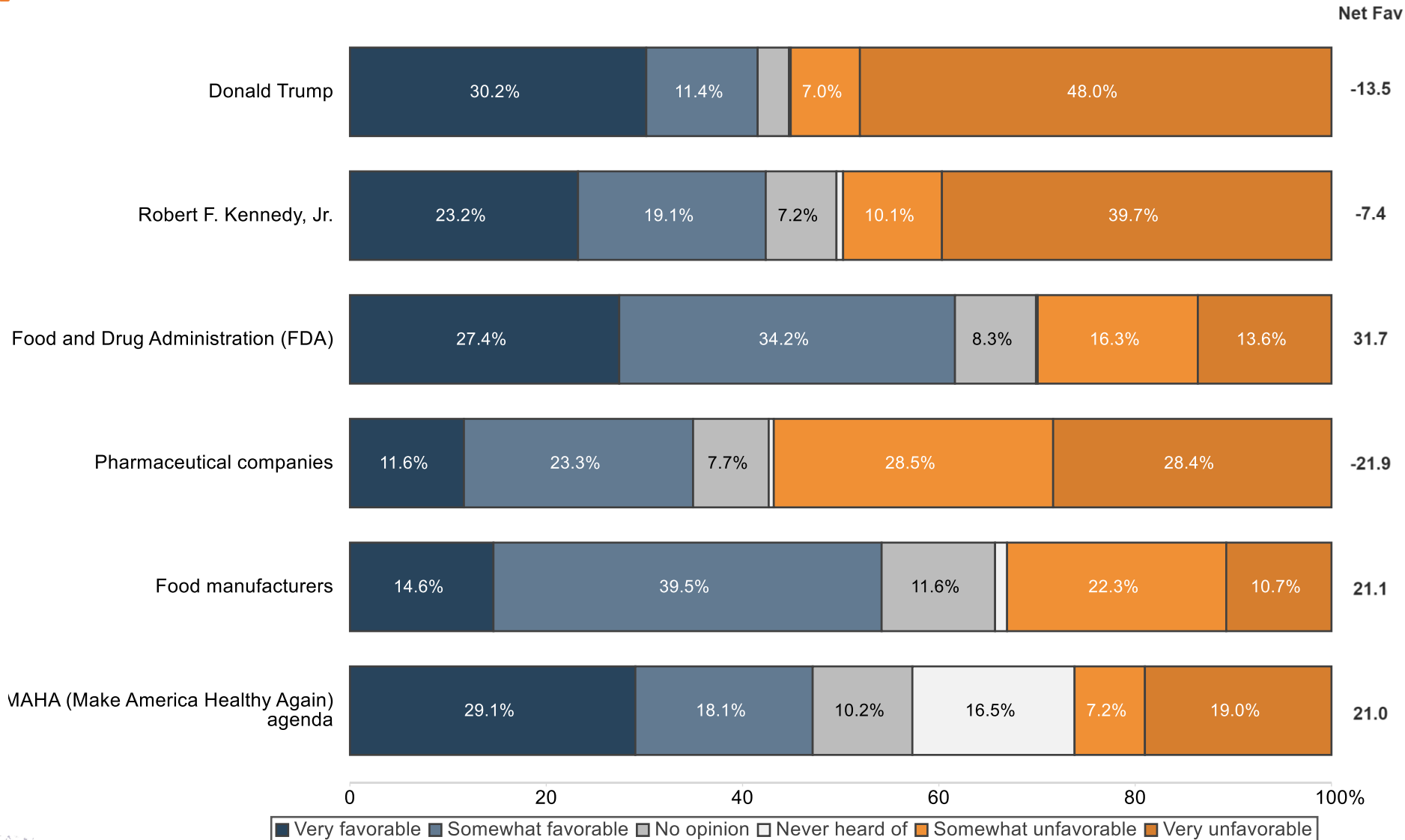




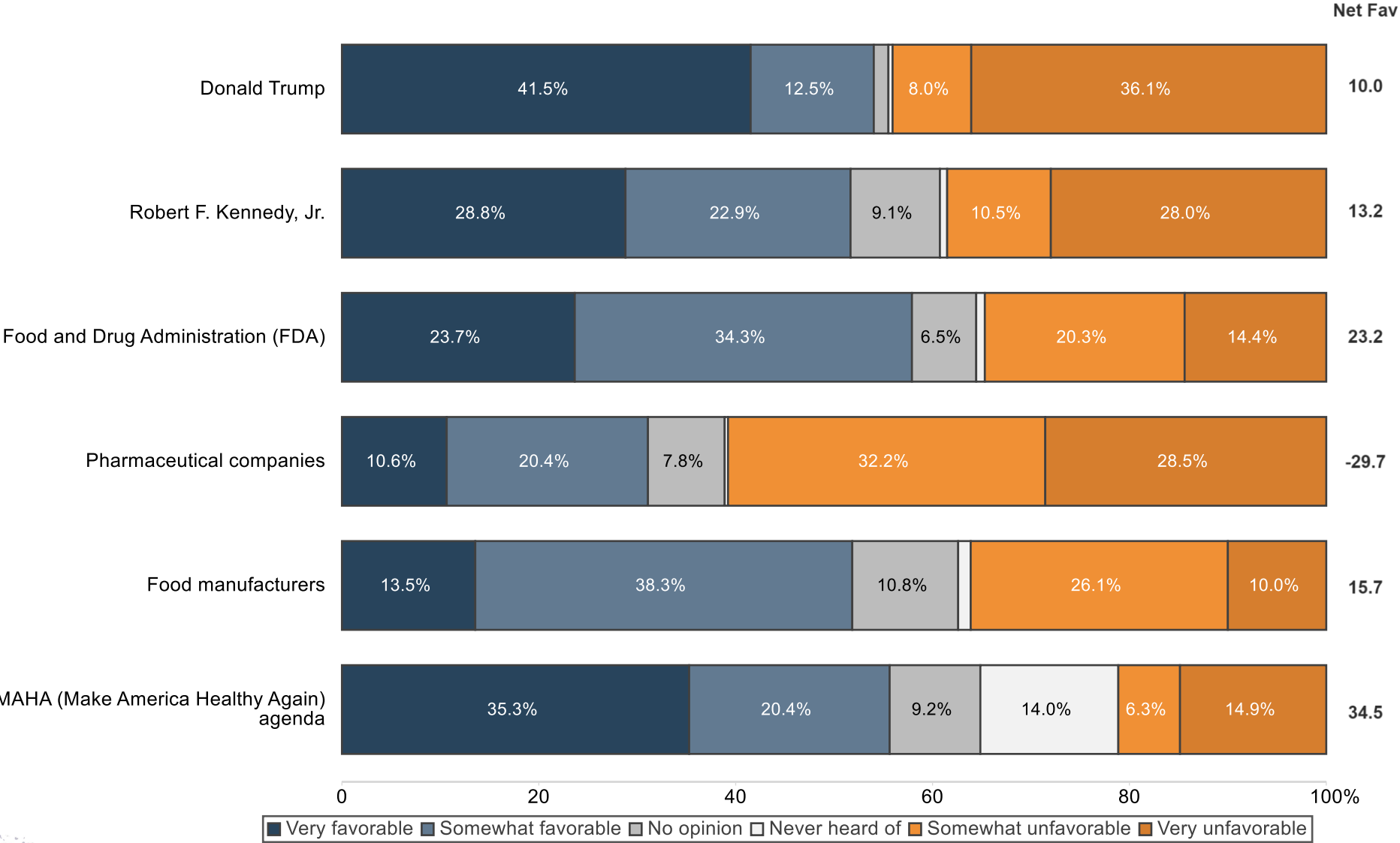
# Image Tests (Swing States)



# Image Tests (Blue States)



# Image Tests (Red States)



# Image Tests Heatmaps (Overall)

		Favorable																																			
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
	Donald Trump	49%	44%	54%	42%	45%	55%	52%	52%	56%	47%	39%	44%	45%	59%	53%	42%	54%	86%	35%	13%	95%	69%	53%	25%	52%	56%	44%	43%	91%	8%	40%	52%	48%	51%	47%	
	Robert F. Kennedy, Jr.	48%	41%	55%	40%	42%	59%	51%	53%	57%	45%	37%	43%	47%	54%	51%	42%	52%	76%	40%	19%	82%	65%	49%	38%	51%	53%	44%	45%	80%	16%	44%	52%	48%	55%	45%	
	Food and Drug Administration (FDA)	59%	59%	59%	57%	61%	63%	55%	62%	56%	59%	60%	72%	59%	49%	57%	62%	58%	46%	56%	77%	40%	61%	59%	66%	57%	63%	62%	58%	44%	74%	61%	62%	59%	54%	60%	
	Pharmaceutical companies	33%	31%	34%	34%	29%	41%	27%	37%	30%	32%	31%	44%	29%	29%	30%	35%	31%	32%	29%	35%	31%	36%	31%	45%	33%	43%	37%	31%	31%	33%	21%	45%	32%	28%	30%	
	Food manufacturers	53%	50%	57%	50%	50%	58%	55%	62%	51%	52%	47%	63%	53%	44%	53%	54%	52%	53%	46%	58%	49%	61%	52%	58%	55%	59%	54%	53%	52%	55%	49%	59%	55%	48%	52%	
	MAHA (Make America Healthy Again) agenda	51%	47%	55%	46%	47%	60%	51%	54%	57%	50%	41%	49%	49%	56%	49%	47%	56%	71%	41%	32%	78%	59%	50%	45%	66%	58%	51%	52%	74%	27%	49%	55%	48%	56%	49%	

		Unfavorable																																			
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4	
Donald Trump		49%	54%	44%	54%	53%	41%	46%	46%	42%	51%	58%	52%	54%	39%	46%	55%	44%	13%	61%	85%	4%	29%	46%	67%	44%	42%	52%	53%	8%	89%	56%	42%	49%	45%	52%	
Robert F. Kennedy, Jr.		43%	47%	39%	42%	51%	33%	44%	41%	37%	43%	53%	42%	47%	37%	38%	50%	39%	17%	48%	72%	9%	28%	43%	46%	36%	37%	45%	42%	12%	75%	28%	32%	41%	36%	50%	
Food and Drug Administration (FDA)		33%	32%	35%	34%	30%	29%	39%	33%	37%	32%	32%	22%	34%	42%	37%	30%	35%	47%	36%	16%	55%	30%	35%	24%	36%	31%	32%	34%	50%	17%	16%	27%	33%	38%	35%	
Pharmaceutical companies		59%	59%	59%	53%	64%	51%	66%	57%	61%	57%	62%	47%	64%	61%	60%	57%	61%	61%	58%	57%	62%	57%	62%	42%	56%	49%	53%	59%	61%	58%	52%	39%	57%	67%	64%	
Food manufacturers		34%	37%	31%	38%	36%	30%	32%	28%	35%	35%	40%	24%	36%	39%	34%	33%	36%	36%	41%	29%	41%	26%	35%	26%	36%	31%	34%	34%	38%	31%	18%	26%	32%	42%	37%	
MAHA (Make America Healthy Again) agenda		24%	24%	23%	25%	24%	23%	23%	25%	21%	22%	28%	23%	26%	20%	23%	26%	21%	10%	28%	38%	7%	15%	25%	26%	15%	23%	29%	21%	9%	40%	11%	20%	24%	21%	26%	



# Image Tests Heatmaps (Swing States)

		Favorable																																
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Donald Trump	53%	49%	59%	44%	53%	66%	54%	56%	61%	54%	40%	41%	53%	59%	53%	88%	31%	14%	95%	75%	57%	22%	61%	55%	45%	49%	91%	11%	30%	50%	61%	53%	52%
	Robert F. Kennedy, Jr.	51%	45%	61%	35%	51%	67%	57%	58%	65%	47%	41%	42%	52%	55%	51%	76%	43%	21%	82%	66%	52%	34%	68%	47%	50%	51%	83%	17%	11%	44%	58%	59%	51%
	Food and Drug Administration (FDA)	57%	58%	55%	54%	61%	60%	52%	52%	57%	57%	59%	64%	58%	52%	57%	46%	58%	72%	37%	63%	56%	72%	40%	60%	57%	54%	43%	72%	63%	53%	60%	47%	58%
	Pharmaceutical companies	30%	28%	33%	35%	23%	33%	33%	31%	35%	31%	24%	36%	27%	31%	30%	25%	42%	32%	25%	26%	29%	47%	21%	40%	32%	32%	27%	34%	0%	37%	30%	20%	32%
	Food manufacturers	53%	51%	56%	49%	52%	57%	56%	65%	49%	51%	50%	66%	54%	45%	53%	50%	55%	56%	44%	62%	51%	54%	70%	59%	64%	56%	51%	56%	52%	61%	55%	45%	52%
	MAHA (Make America Healthy Again) agenda	49%	49%	49%	44%	53%	58%	43%	45%	53%	49%	48%	44%	48%	53%	49%	67%	42%	28%	76%	51%	47%	43%	71%	53%	49%	50%	70%	24%	44%	47%	54%	48%	48%

		Unfavorable																																
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump		46%	51%	39%	55%	47%	29%	45%	42%	36%	45%	60%	56%	46%	41%	46%	12%	64%	86%	5%	25%	43%	70%	39%	42%	53%	48%	8%	88%	70%	44%	39%	44%	48%
Robert F. Kennedy, Jr.		38%	42%	31%	43%	42%	25%	35%	32%	31%	39%	49%	40%	38%	37%	38%	15%	39%	69%	10%	25%	39%	40%	32%	41%	36%	30%	9%	71%	65%	38%	22%	32%	43%
Food and Drug Administration (FDA)		37%	35%	39%	42%	31%	33%	43%	44%	36%	35%	37%	25%	38%	42%	37%	50%	35%	20%	59%	31%	37%	22%	60%	37%	37%	41%	52%	20%	22%	35%	29%	53%	38%
Pharmaceutical companies		60%	62%	58%	50%	71%	57%	58%	60%	56%	57%	71%	48%	66%	59%	60%	66%	48%	57%	66%	65%	61%	42%	79%	51%	62%	59%	65%	56%	46%	47%	57%	77%	62%
Food manufacturers		34%	37%	29%	38%	35%	30%	29%	26%	33%	35%	39%	24%	34%	38%	34%	39%	30%	28%	46%	25%	35%	28%	30%	31%	22%	29%	39%	28%	11%	26%	25%	49%	37%
MAHA (Make America Healthy Again) agenda		23%	22%	25%	23%	22%	20%	28%	30%	21%	25%	19%	26%	20%	27%	23%	13%	27%	37%	10%	18%	25%	17%	29%	25%	34%	26%	10%	41%	13%	25%	8%	20%	29%

# Image Tests Heatmaps (Blue States)

		Favorable																																			
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Blue States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	UnionMbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4			
	Donald Trump	42%	36%	47%	38%	35%	50%	44%	46%	48%	36%	37%	46%	36%	48%	42%	84%	32%	12%	94%	67%	46%	22%	44%	52%	41%	37%	90%	8%	32%	49%	37%	60%	38%			
	Robert F. Kennedy, Jr.	42%	38%	47%	43%	33%	53%	41%	45%	50%	39%	36%	43%	41%	45%	42%	73%	37%	19%	79%	66%	44%	45%	33%	48%	41%	41%	77%	16%	46%	50%	43%	56%	37%			
	Food and Drug Administration (FDA)	62%	61%	62%	57%	65%	66%	58%	68%	55%	63%	59%	74%	60%	46%	62%	48%	54%	77%	45%	57%	62%	65%	61%	65%	61%	61%	46%	74%	64%	61%	58%	66%	62%			
	Pharmaceutical companies	35%	34%	36%	35%	32%	46%	27%	40%	31%	31%	37%	51%	29%	25%	35%	35%	29%	39%	32%	41%	33%	46%	35%	42%	37%	34%	36%	35%	26%	46%	39%	34%	31%			
	Food manufacturers	54%	52%	56%	53%	52%	60%	52%	60%	50%	52%	52%	65%	52%	43%	54%	53%	46%	60%	49%	63%	54%	66%	44%	59%	52%	53%	53%	56%	47%	60%	62%	54%	50%			
	MAHA (Make America Healthy Again) agenda	47%	42%	53%	45%	38%	60%	45%	50%	57%	45%	37%	49%	46%	46%	47%	70%	40%	32%	72%	66%	47%	45%	60%	57%	50%	52%	73%	27%	47%	55%	40%	63%	44%			

		Unfavorable																																			
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Blue States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	UnionMbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4			
Donald Trump		55%	59%	51%	56%	63%	46%	55%	51%	49%	60%	58%	49%	62%	47%	55%	14%	64%	84%	5%	27%	52%	69%	50%	45%	54%	58%	9%	89%	61%	45%	57%	38%	60%			
Robert F. Kennedy, Jr.		50%	52%	47%	44%	61%	40%	54%	50%	43%	50%	55%	46%	54%	46%	50%	18%	56%	73%	11%	27%	50%	47%	53%	42%	51%	50%	15%	77%	21%	36%	48%	40%	58%			
Food and Drug Administration (FDA)		30%	28%	31%	32%	25%	29%	34%	28%	36%	27%	30%	22%	31%	39%	30%	44%	36%	15%	48%	36%	31%	25%	35%	29%	33%	29%	46%	19%	14%	24%	33%	30%	32%			
Pharmaceutical companies		57%	56%	57%	50%	62%	46%	68%	56%	59%	56%	57%	43%	62%	63%	57%	58%	56%	59%	56%	60%	46%	53%	48%	55%	55%	55%	59%	49%	38%	49%	62%	64%				
Food manufacturers		33%	34%	32%	34%	34%	30%	34%	30%	34%	33%	36%	24%	35%	40%	33%	35%	40%	27%	39%	27%	33%	24%	44%	32%	36%	34%	35%	32%	23%	26%	28%	37%	37%			
MAHA (Make America Healthy Again) agenda		26%	27%	25%	26%	28%	24%	26%	27%	22%	24%	31%	24%	28%	24%	26%	10%	32%	37%	8%	16%	27%	34%	16%	26%	30%	20%	10%	41%	8%	24%	29%	22%	28%			

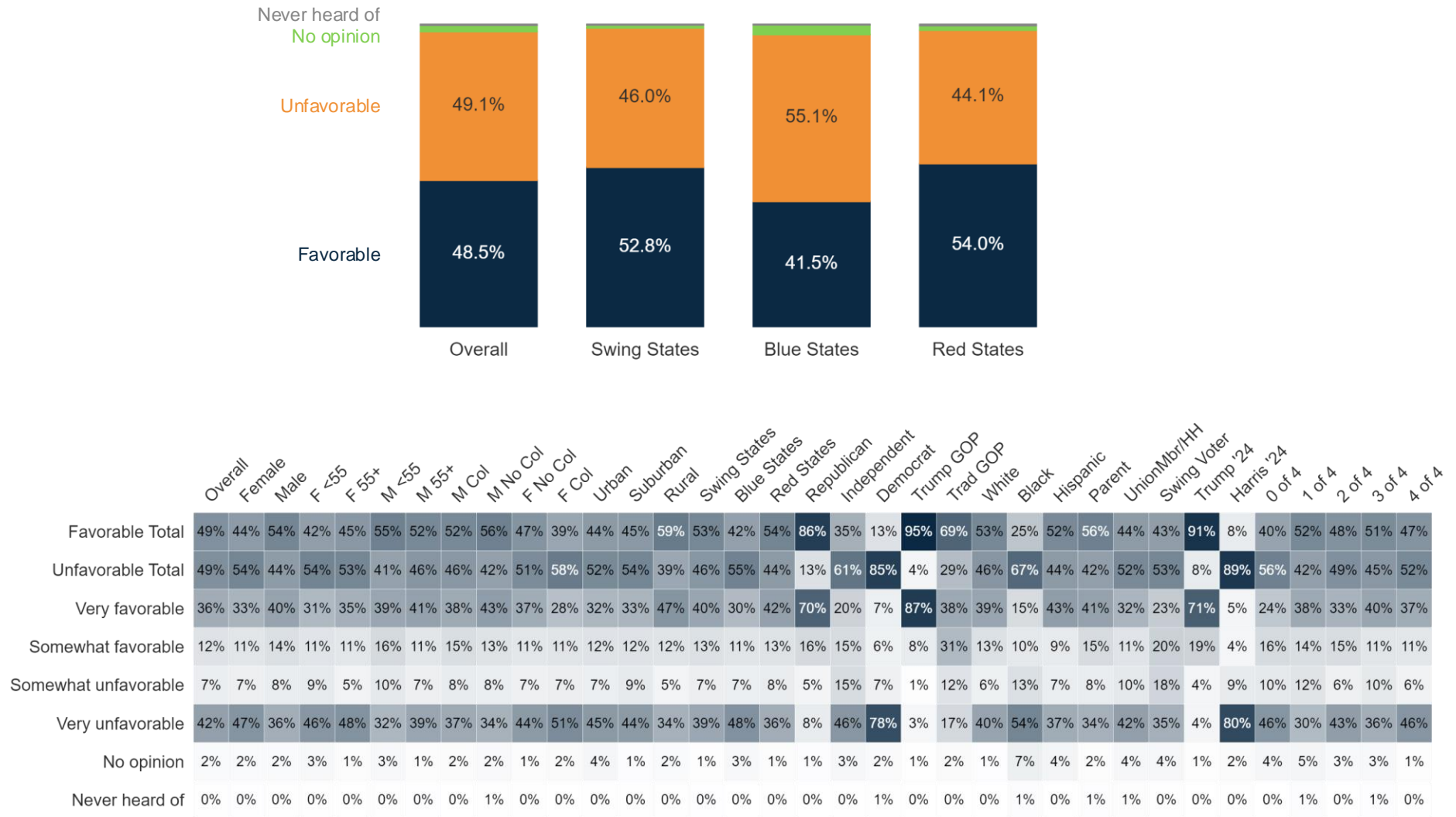
# Image Tests Heatmaps (Red States)

		Favorable																																
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
	Donald Trump	54%	49%	60%	47%	51%	58%	61%	59%	60%	54%	41%	42%	51%	66%	54%	86%	42%	12%	96%	66%	57%	30%	57%	60%	48%	47%	91%	8%	67%	57%	55%	42%	56%
	Robert F. Kennedy, Jr.	52%	44%	61%	40%	46%	63%	58%	62%	60%	49%	36%	44%	50%	60%	52%	77%	43%	17%	85%	63%	53%	33%	66%	61%	46%	45%	81%	14%	64%	58%	47%	52%	50%
	Food and Drug Administration (FDA)	58%	58%	57%	60%	57%	61%	54%	59%	56%	57%	62%	72%	58%	48%	58%	45%	57%	78%	37%	62%	57%	63%	59%	61%	66%	58%	42%	77%	53%	65%	59%	48%	58%
	Pharmaceutical companies	31%	31%	31%	31%	31%	39%	24%	37%	26%	34%	27%	36%	29%	31%	31%	34%	23%	32%	33%	37%	29%	44%	36%	44%	39%	26%	30%	31%	30%	48%	23%	27%	29%
	Food manufacturers	52%	47%	57%	48%	46%	57%	58%	63%	52%	52%	39%	59%	53%	44%	52%	54%	40%	54%	52%	58%	50%	53%	62%	60%	54%	53%	51%	54%	50%	58%	47%	45%	53%
	MAHA (Make America Healthy Again) agenda	56%	50%	62%	47%	53%	61%	62%	64%	60%	56%	41%	50%	52%	64%	56%	75%	42%	34%	83%	59%	55%	46%	72%	60%	55%	53%	76%	29%	57%	58%	54%	53%	56%

		Unfavorable																																
		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Donald Trump		44%	49%	38%	52%	47%	39%	37%	40%	37%	45%	57%	54%	48%	31%	44%	13%	55%	85%	4%	34%	42%	63%	39%	38%	48%	51%	8%	89%	33%	38%	45%	52%	44%
Robert F. Kennedy, Jr.		39%	43%	33%	39%	47%	28%	38%	34%	33%	38%	53%	38%	44%	30%	39%	16%	40%	72%	7%	32%	40%	51%	17%	29%	40%	40%	12%	75%	12%	26%	45%	34%	44%
Food and Drug Administration (FDA)		35%	34%	36%	33%	34%	29%	43%	34%	37%	35%	32%	19%	36%	43%	35%	47%	38%	14%	59%	23%	37%	25%	27%	31%	30%	34%	52%	13%	18%	26%	34%	37%	38%
Pharmaceutical companies		61%	60%	62%	58%	62%	54%	69%	58%	65%	59%	63%	52%	64%	62%	61%	60%	68%	58%	63%	53%	65%	38%	48%	49%	48%	64%	64%	58%	62%	37%	67%	66%	66%
Food manufacturers		36%	40%	32%	41%	39%	32%	32%	26%	37%	36%	47%	24%	39%	39%	36%	35%	49%	31%	40%	26%	38%	29%	30%	31%	37%	39%	39%	31%	13%	27%	41%	43%	37%
MAHA (Make America Healthy Again) agenda		21%	23%	19%	23%	22%	23%	16%	19%	20%	18%	31%	20%	27%	13%	21%	8%	23%	40%	6%	14%	23%	24%	7%	17%	23%	17%	8%	39%	15%	15%	27%	20%	22%

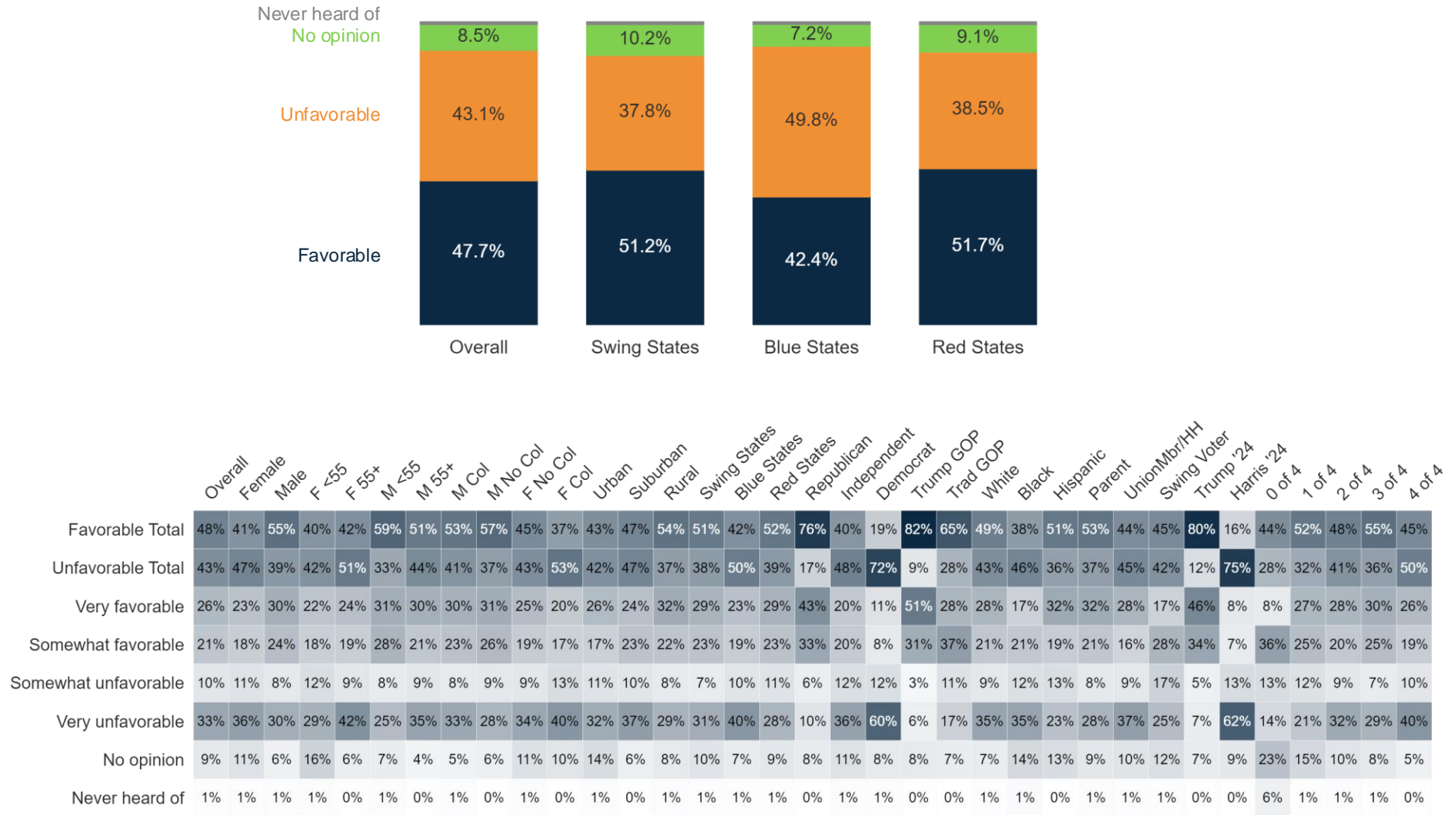


# Image: Donald Trump





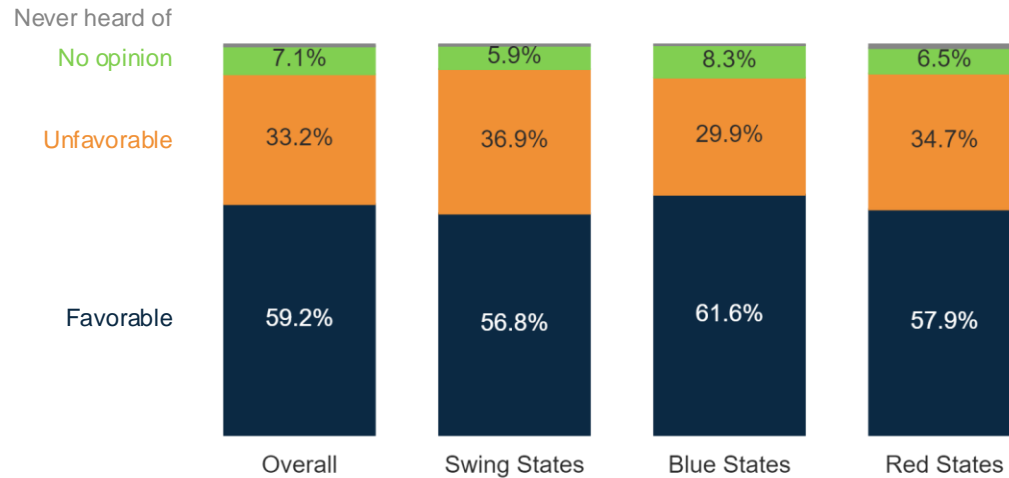
# Image: Robert F. Kennedy, Jr.



Do you have a favorable or unfavorable opinion of Robert F. Kennedy, Jr.?



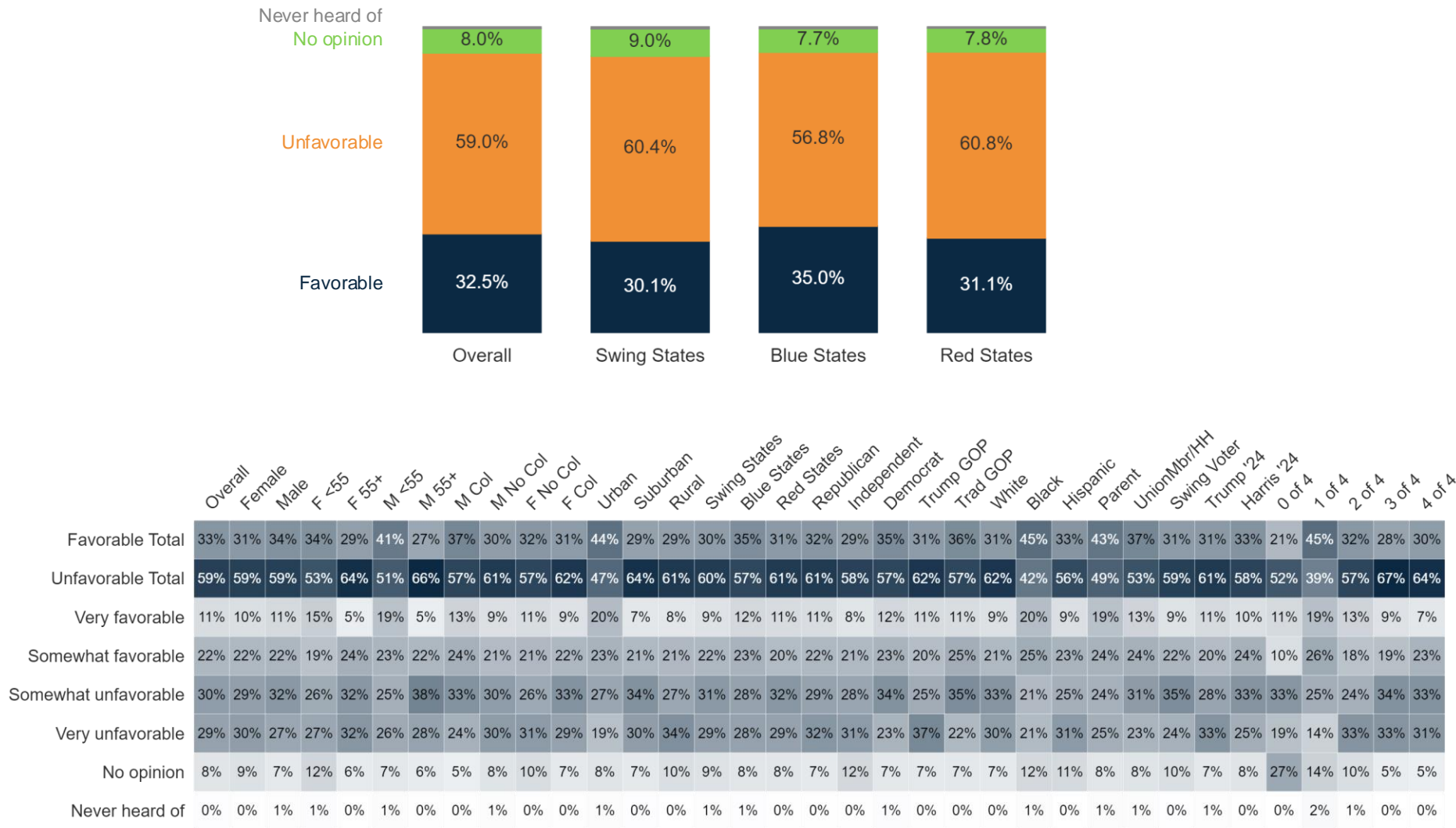
# Image: Food and Drug Administration (FDA)



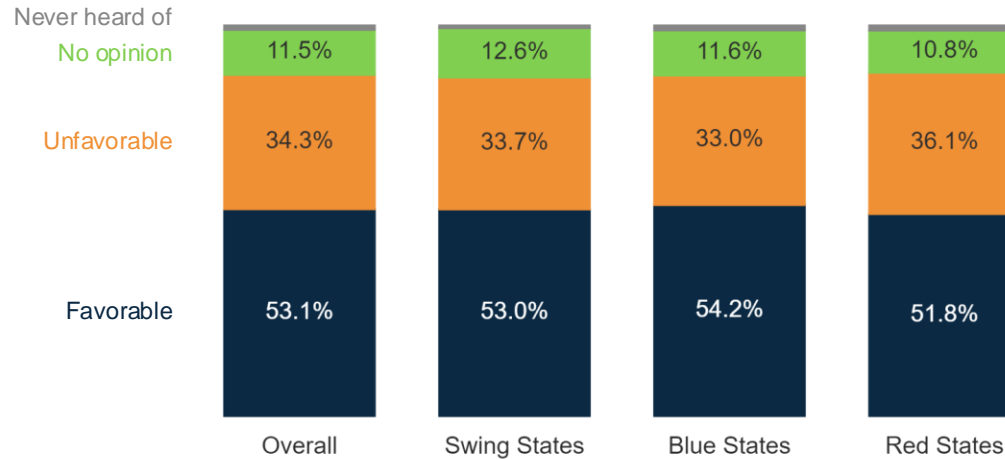
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	59%	59%	59%	57%	61%	63%	55%	62%	56%	59%	60%	72%	59%	49%	57%	62%	58%	46%	56%	77%	40%	61%	59%	66%	57%	63%	62%	58%	44%	74%	61%	62%	59%	54%	60%
Unfavorable Total	33%	32%	35%	34%	30%	29%	39%	33%	37%	32%	32%	22%	34%	42%	37%	30%	35%	47%	36%	16%	55%	30%	35%	24%	36%	31%	32%	34%	50%	17%	16%	27%	33%	38%	35%
Very favorable	24%	23%	26%	24%	22%	28%	25%	29%	23%	26%	19%	31%	22%	22%	20%	27%	24%	17%	20%	36%	16%	20%	24%	33%	19%	30%	31%	18%	16%	34%	27%	29%	22%	23%	24%
Somewhat favorable	35%	36%	33%	33%	39%	36%	31%	33%	33%	34%	41%	41%	37%	27%	37%	34%	34%	29%	36%	41%	24%	41%	35%	34%	37%	33%	31%	41%	28%	41%	34%	33%	37%	32%	36%
Somewhat unfavorable	18%	17%	20%	17%	18%	16%	23%	20%	19%	16%	20%	11%	20%	22%	19%	16%	20%	26%	19%	10%	29%	19%	20%	14%	12%	15%	19%	20%	27%	10%	11%	13%	17%	20%	21%
Very unfavorable	15%	15%	15%	18%	12%	14%	16%	13%	17%	16%	12%	10%	14%	20%	18%	14%	14%	21%	18%	6%	26%	11%	14%	10%	25%	17%	14%	14%	23%	7%	5%	14%	16%	18%	15%
No opinion	7%	8%	6%	8%	9%	7%	5%	5%	7%	8%	8%	6%	6%	9%	6%	8%	7%	8%	7%	5%	9%	6%	9%	7%	6%	5%	8%	6%	8%	23%	10%	8%	8%	5%	
Never heard of	0%	0%	0%	1%	0%	1%	0%	0%	1%	1%	0%	0%	0%	0%	0%	1%	0%	0%	1%	0%	1%	1%	1%	0%	1%	0%	0%	1%	0%	0%	1%	1%	0%	0%	

Do you have a favorable or unfavorable opinion of the Food and Drug Administration (FDA)?

# Image: Pharmaceutical companies



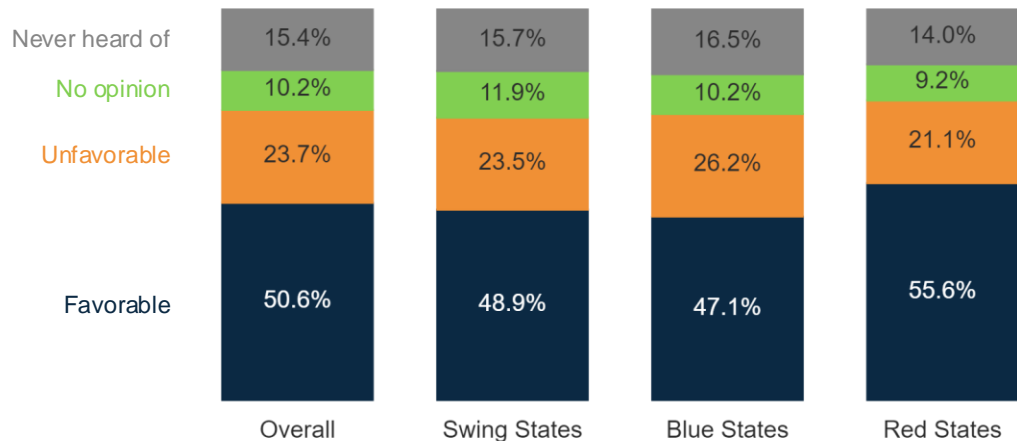
# Image: Food manufacturers



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	53%	50%	57%	50%	50%	58%	55%	62%	51%	52%	47%	63%	53%	44%	53%	54%	52%	53%	46%	58%	49%	61%	52%	58%	55%	59%	54%	53%	52%	55%	49%	59%	55%	48%	52%
Unfavorable Total	34%	37%	31%	38%	36%	30%	32%	28%	35%	35%	40%	24%	36%	39%	34%	33%	36%	36%	41%	29%	41%	26%	35%	26%	36%	31%	34%	34%	38%	31%	18%	26%	32%	42%	37%
Very favorable	14%	13%	15%	18%	8%	21%	9%	16%	13%	14%	11%	22%	10%	13%	11%	15%	14%	13%	11%	16%	14%	12%	12%	27%	8%	20%	20%	8%	13%	14%	14%	23%	13%	12%	11%
Somewhat favorable	40%	37%	42%	32%	42%	38%	46%	47%	37%	38%	37%	41%	43%	31%	42%	40%	38%	40%	35%	42%	35%	49%	40%	32%	47%	40%	35%	45%	39%	41%	35%	36%	42%	36%	41%
Somewhat unfavorable	24%	25%	23%	21%	28%	22%	23%	21%	25%	23%	28%	18%	25%	26%	23%	22%	26%	24%	27%	22%	26%	19%	25%	17%	22%	20%	23%	26%	25%	23%	11%	15%	22%	29%	27%
Very unfavorable	10%	12%	9%	16%	8%	9%	9%	8%	10%	11%	13%	6%	11%	13%	11%	11%	10%	12%	14%	7%	15%	7%	10%	10%	14%	11%	12%	8%	13%	8%	7%	11%	10%	13%	10%
No opinion	11%	12%	11%	11%	13%	10%	12%	9%	13%	12%	11%	10%	10%	15%	13%	12%	11%	10%	12%	13%	8%	12%	12%	13%	7%	9%	10%	12%	9%	13%	28%	12%	11%	10%	11%
Never heard of	1%	1%	1%	1%	1%	1%	1%	1%	2%	1%	1%	2%	0%	1%	1%	1%	1%	1%	1%	1%	2%	1%	2%	2%	1%	1%	1%	2%	1%	5%	2%	2%	0%	1%	

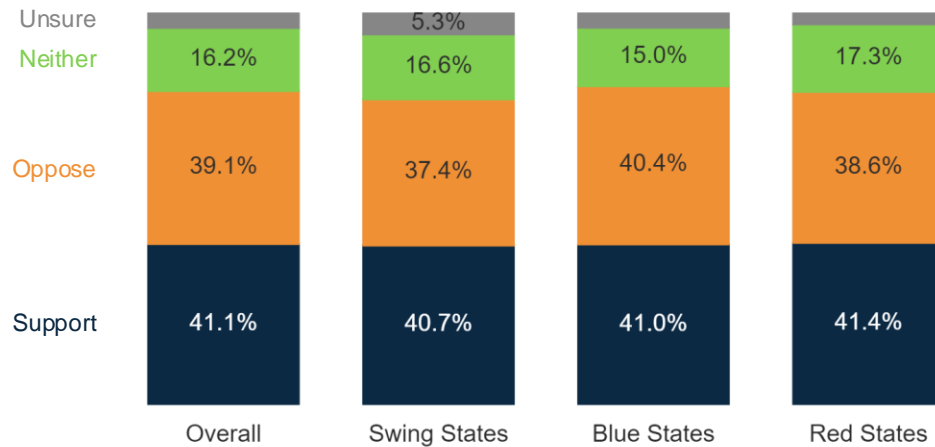


# Image: MAHA (Make America Healthy Again) agenda



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Favorable Total	51%	47%	55%	46%	47%	60%	51%	54%	57%	50%	41%	49%	49%	56%	49%	56%	71%	41%	32%	78%	59%	50%	45%	66%	58%	51%	52%	74%	27%	49%	55%	48%	56%	49%	
Unfavorable Total	24%	24%	23%	25%	24%	23%	23%	25%	21%	22%	28%	23%	26%	20%	23%	26%	10%	28%	38%	7%	15%	25%	26%	15%	23%	29%	21%	9%	40%	11%	20%	24%	21%	26%	
Very favorable	32%	29%	34%	29%	29%	35%	33%	32%	37%	33%	24%	29%	29%	39%	30%	29%	35%	51%	25%	14%	62%	29%	32%	20%	47%	35%	31%	25%	53%	11%	29%	33%	28%	40%	30%
Somewhat favorable	19%	17%	21%	17%	18%	25%	18%	22%	20%	18%	17%	20%	20%	17%	19%	18%	20%	21%	17%	18%	16%	30%	18%	24%	19%	22%	21%	27%	21%	16%	20%	22%	20%	15%	19%
Somewhat unfavorable	7%	7%	6%	8%	6%	8%	5%	8%	4%	7%	8%	9%	6%	5%	7%	7%	6%	6%	9%	6%	5%	9%	7%	7%	3%	9%	11%	10%	6%	8%	8%	9%	6%	5%	6%
Very unfavorable	17%	17%	17%	16%	18%	15%	18%	17%	17%	15%	21%	14%	20%	15%	17%	19%	15%	4%	20%	32%	2%	6%	18%	19%	12%	13%	18%	10%	3%	32%	3%	11%	17%	16%	20%
No opinion	10%	13%	7%	15%	11%	6%	9%	8%	7%	12%	13%	10%	10%	10%	12%	10%	9%	7%	13%	12%	7%	7%	9%	12%	17%	10%	8%	11%	8%	12%	28%	15%	11%	6%	8%
Never heard of	15%	16%	14%	15%	18%	11%	18%	13%	15%	16%	18%	18%	15%	14%	16%	17%	14%	11%	18%	19%	8%	18%	16%	17%	2%	9%	12%	17%	10%	20%	13%	10%	17%	18%	16%

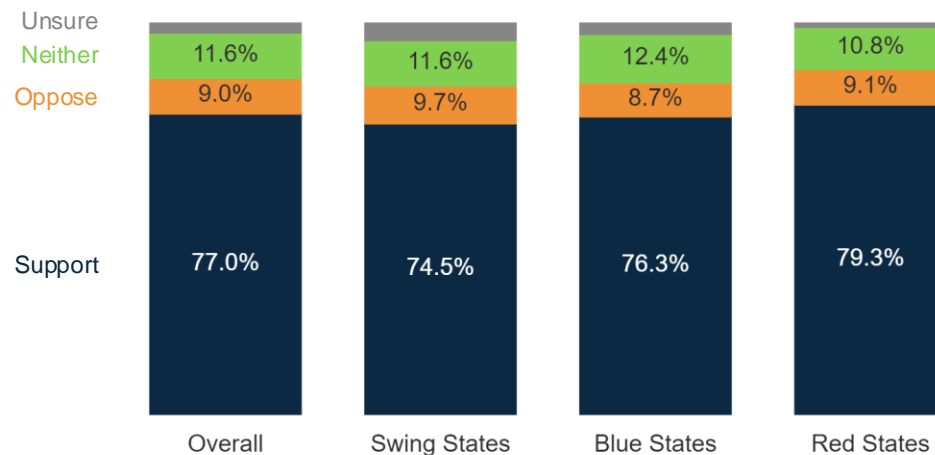
# Government-Mandated Vaccines



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	41%	41%	41%	37%	44%	43%	40%	46%	36%	40%	43%	44%	41%	39%	41%	41%	44%	35%	42%	42%	47%	42%	42%	34%	44%	45%	36%	44%	39%	24%	38%	41%	43%	42%	
Oppose Total	39%	37%	41%	36%	39%	38%	44%	38%	44%	36%	39%	33%	42%	39%	37%	40%	39%	39%	39%	42%	32%	41%	24%	40%	36%	32%	36%	39%	40%	29%	27%	37%	42%	43%	
Strongly support	25%	24%	25%	20%	28%	26%	25%	30%	20%	24%	25%	28%	23%	24%	25%	26%	23%	26%	20%	26%	25%	29%	26%	24%	20%	28%	30%	16%	26%	25%	8%	21%	20%	28%	28%
Somewhat support	16%	16%	16%	17%	16%	17%	16%	17%	16%	16%	17%	15%	18%	15%	16%	15%	19%	18%	15%	16%	17%	16%	18%	14%	17%	15%	19%	18%	14%	16%	17%	22%	14%	15%	
Neither support nor oppose	16%	17%	15%	22%	14%	16%	13%	12%	18%	19%	14%	17%	14%	19%	17%	15%	15%	21%	15%	14%	16%	14%	28%	17%	16%	17%	23%	14%	16%	35%	29%	17%	12%	12%	
Somewhat oppose	14%	12%	16%	12%	13%	16%	17%	16%	17%	11%	14%	15%	14%	14%	12%	15%	15%	16%	13%	14%	16%	15%	8%	15%	13%	9%	17%	15%	14%	13%	13%	14%	16%	14%	
Strongly oppose	25%	25%	25%	24%	26%	22%	27%	23%	27%	25%	24%	18%	28%	25%	25%	26%	24%	24%	26%	28%	16%	27%	16%	25%	22%	22%	19%	25%	26%	16%	14%	23%	26%	29%	
Unsure	4%	4%	3%	6%	3%	3%	3%	3%	2%	5%	4%	6%	3%	3%	5%	4%	3%	3%	5%	4%	2%	5%	3%	6%	8%	4%	6%	5%	2%	5%	12%	6%	4%	3%	3%

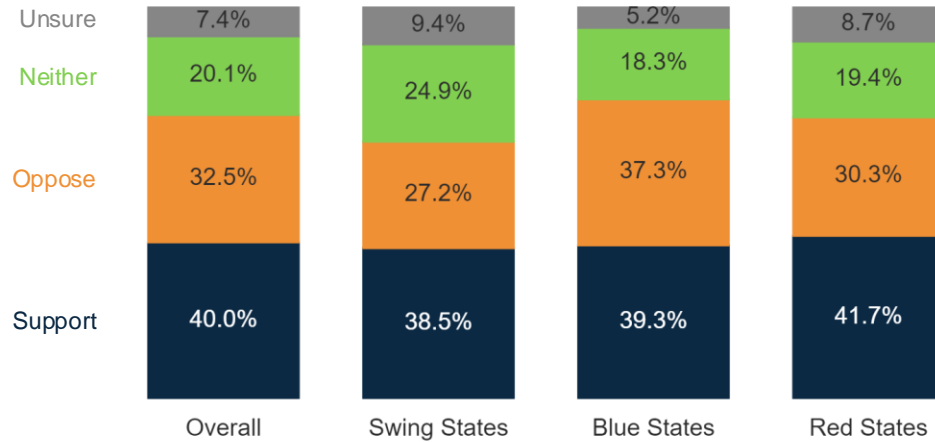


# Risk Disclosure



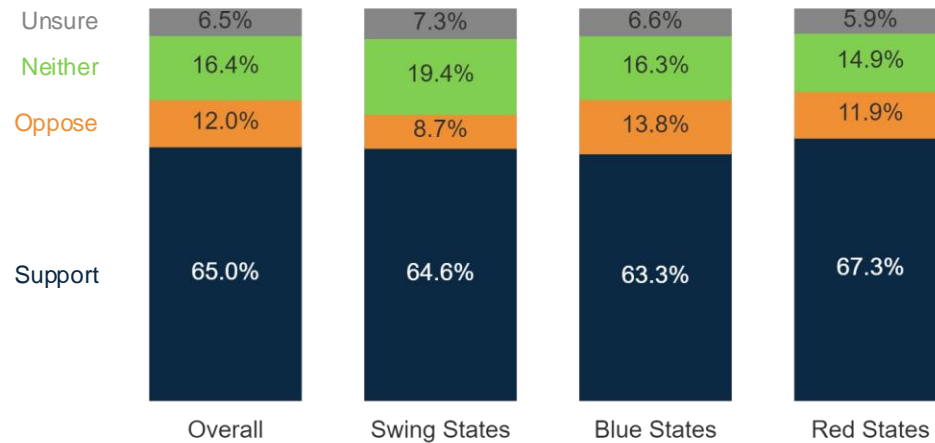
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	77%	78%	76%	66%	89%	64%	86%	79%	72%	74%	84%	73%	79%	76%	74%	76%	79%	81%	73%	75%	80%	82%	82%	57%	68%	67%	70%	75%	80%	75%	45%	54%	76%	86%	84%
Oppose Total	9%	8%	10%	14%	4%	15%	5%	8%	12%	9%	7%	12%	7%	10%	10%	9%	9%	8%	10%	10%	9%	7%	7%	18%	16%	15%	11%	7%	8%	9%	10%	22%	10%	6%	6%
Strongly support	58%	61%	55%	49%	71%	42%	67%	58%	52%	56%	68%	52%	60%	60%	56%	58%	60%	65%	52%	54%	68%	58%	63%	38%	50%	46%	51%	52%	65%	53%	28%	34%	55%	72%	65%
Somewhat support	19%	17%	20%	17%	18%	21%	20%	20%	21%	18%	16%	22%	19%	16%	18%	19%	16%	22%	21%	12%	24%	19%	20%	20%	18%	21%	18%	23%	15%	22%	17%	20%	21%	13%	19%
Neither support nor oppose	12%	12%	12%	17%	6%	17%	7%	11%	13%	14%	8%	12%	11%	12%	12%	12%	11%	9%	14%	13%	10%	8%	10%	21%	11%	14%	16%	14%	9%	13%	29%	21%	11%	8%	9%
Somewhat oppose	5%	4%	6%	6%	2%	8%	4%	4%	7%	4%	4%	6%	4%	5%	4%	4%	6%	3%	7%	5%	3%	4%	3%	9%	10%	7%	6%	5%	4%	6%	6%	11%	5%	3%	3%
Strongly oppose	4%	4%	4%	8%	2%	8%	1%	4%	5%	5%	3%	5%	3%	5%	6%	4%	4%	5%	3%	5%	6%	3%	3%	8%	6%	8%	5%	2%	5%	4%	4%	10%	5%	3%	2%
Unsure	2%	2%	3%	3%	1%	4%	2%	2%	3%	3%	1%	3%	2%	2%	4%	3%	1%	2%	3%	2%	1%	4%	1%	4%	5%	3%	3%	4%	2%	3%	16%	3%	3%	1%	2%

# COVID Authorities



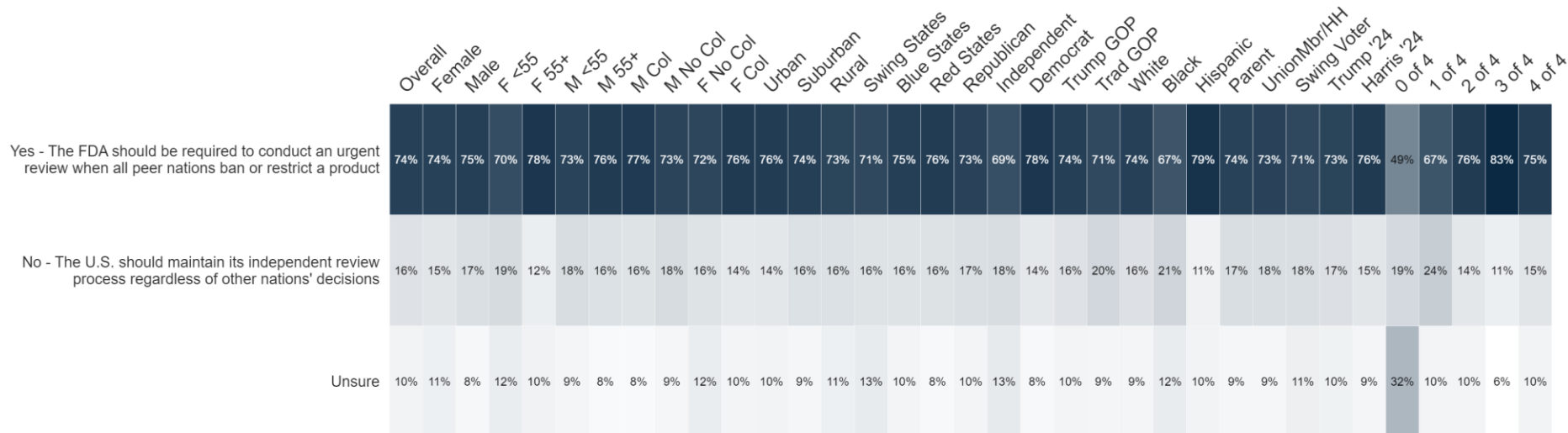
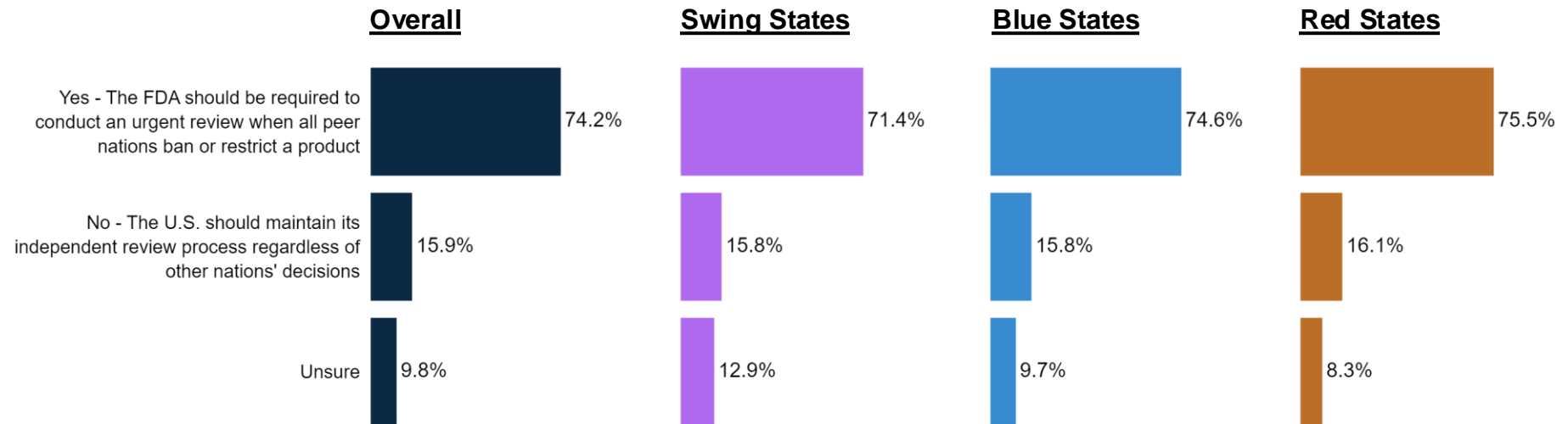
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	40%	34%	47%	31%	36%	44%	50%	45%	50%	34%	33%	36%	41%	41%	39%	39%	42%	59%	33%	21%	64%	49%	41%	33%	44%	40%	38%	36%	63%	18%	19%	35%	35%	49%	42%
Oppose Total	33%	33%	32%	30%	36%	32%	32%	39%	25%	31%	35%	36%	32%	30%	27%	37%	30%	18%	32%	50%	16%	21%	33%	32%	27%	32%	35%	27%	15%	51%	19%	30%	30%	24%	37%
Strongly support	26%	23%	29%	20%	25%	25%	33%	30%	29%	22%	23%	23%	26%	28%	25%	28%	24%	41%	20%	11%	48%	27%	27%	21%	26%	22%	22%	18%	43%	9%	15%	16%	21%	34%	29%
Somewhat support	14%	11%	18%	12%	11%	19%	17%	15%	21%	12%	10%	13%	16%	13%	14%	12%	18%	18%	14%	11%	16%	22%	15%	12%	18%	18%	16%	19%	19%	10%	5%	19%	14%	15%	13%
Neither support nor oppose	20%	23%	16%	30%	17%	18%	14%	12%	21%	24%	22%	20%	20%	21%	25%	18%	19%	17%	25%	21%	16%	20%	20%	25%	17%	20%	22%	28%	17%	22%	33%	31%	27%	14%	15%
Somewhat oppose	14%	13%	14%	11%	15%	15%	14%	17%	12%	13%	14%	16%	13%	13%	12%	15%	14%	8%	16%	20%	7%	10%	14%	17%	13%	13%	11%	15%	6%	21%	13%	13%	13%	9%	15%
Strongly oppose	19%	20%	18%	19%	20%	17%	18%	22%	13%	19%	21%	20%	19%	17%	15%	22%	17%	10%	17%	30%	10%	11%	19%	15%	14%	19%	24%	12%	9%	30%	6%	17%	17%	15%	22%
Unsure	7%	10%	5%	9%	11%	5%	4%	4%	5%	10%	9%	8%	7%	8%	9%	5%	9%	6%	9%	8%	3%	10%	6%	10%	13%	7%	6%	9%	5%	9%	29%	5%	8%	13%	5%

# Reform FDA & CDC



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	65%	62%	69%	55%	68%	64%	73%	70%	68%	59%	67%	60%	67%	66%	65%	63%	67%	76%	60%	55%	78%	73%	69%	48%	61%	61%	58%	62%	76%	55%	50%	53%	59%	73%	70%
Oppose Total	12%	12%	12%	13%	11%	14%	10%	11%	13%	13%	10%	14%	11%	12%	9%	14%	12%	7%	13%	17%	7%	6%	10%	18%	17%	17%	15%	11%	7%	17%	4%	17%	12%	7%	12%
Strongly support	39%	37%	42%	30%	43%	37%	47%	43%	41%	34%	41%	31%	41%	43%	40%	39%	39%	52%	31%	28%	59%	38%	41%	25%	41%	35%	33%	31%	53%	27%	11%	28%	32%	48%	44%
Somewhat support	26%	25%	27%	25%	25%	27%	26%	27%	26%	25%	26%	29%	26%	22%	25%	25%	28%	24%	28%	27%	19%	34%	27%	23%	20%	25%	25%	31%	22%	28%	39%	25%	27%	25%	25%
Neither support nor oppose	16%	18%	15%	23%	13%	18%	12%	14%	16%	19%	15%	18%	16%	16%	19%	16%	15%	12%	22%	19%	11%	13%	16%	25%	13%	16%	20%	23%	12%	19%	30%	24%	21%	13%	12%
Somewhat oppose	6%	5%	7%	5%	5%	8%	6%	7%	8%	6%	4%	8%	6%	5%	4%	8%	6%	4%	7%	9%	3%	4%	5%	8%	6%	9%	8%	7%	4%	9%	4%	9%	5%	4%	7%
Strongly oppose	6%	7%	5%	8%	6%	6%	4%	4%	5%	7%	6%	6%	5%	7%	4%	6%	6%	3%	7%	8%	4%	2%	5%	10%	11%	8%	7%	4%	4%	9%	0%	9%	6%	3%	6%
Unsure	6%	8%	4%	9%	8%	3%	5%	5%	3%	9%	8%	8%	6%	6%	7%	7%	6%	5%	6%	8%	4%	8%	6%	9%	9%	6%	7%	5%	4%	9%	16%	6%	8%	7%	6%

# G8 Regulatory Discrepancies

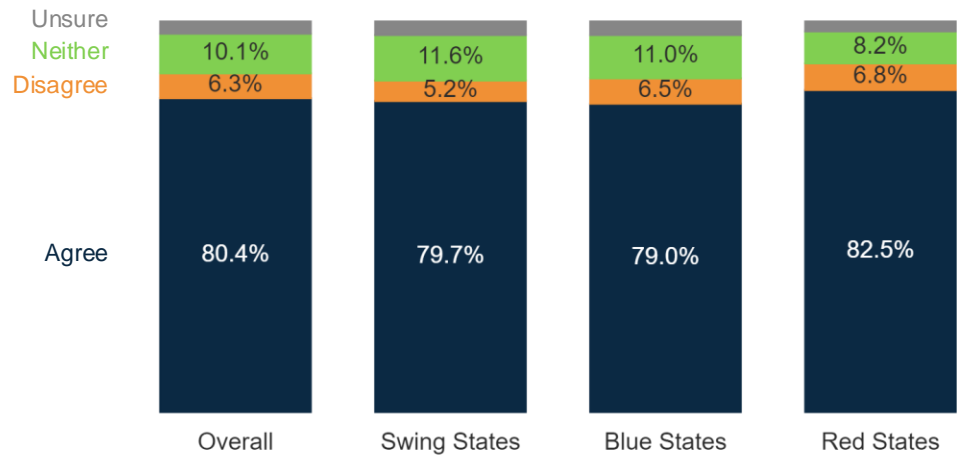


Our G8 allies (Canada, France, Germany, Italy, Japan, the United Kingdom, and the European Union) either ban a certain food additive, pharmaceutical, or medical treatment—or place significant restrictions on it—but the United States does not. In your view, should the U.S. government be required to conduct an immediate, urgent review of that product's safety and approval process?



CYGNAL

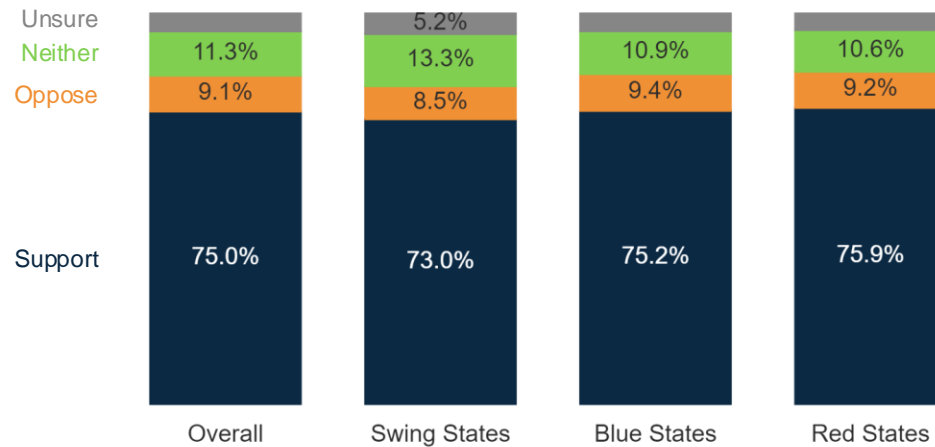
# Clinical Trial Data



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	80%	79%	82%	71%	87%	75%	87%	85%	78%	77%	84%	81%	81%	80%	80%	79%	82%	84%	73%	80%	83%	86%	84%	66%	69%	74%	78%	76%	83%	80%	47%	64%	76%	87%	87%
Disagree Total	6%	6%	6%	10%	3%	9%	4%	5%	8%	6%	6%	5%	6%	7%	5%	6%	7%	5%	10%	6%	5%	4%	5%	11%	12%	12%	9%	10%	6%	6%	8%	16%	8%	5%	3%
Strongly agree	54%	54%	55%	46%	61%	45%	63%	53%	56%	52%	57%	49%	56%	57%	55%	53%	55%	63%	48%	48%	67%	53%	57%	40%	51%	50%	51%	46%	64%	46%	22%	41%	49%	58%	61%
Somewhat agree	26%	25%	27%	24%	26%	30%	25%	32%	22%	25%	27%	32%	25%	23%	25%	26%	27%	21%	25%	32%	16%	33%	27%	26%	18%	24%	26%	30%	19%	34%	25%	23%	27%	30%	26%
Neither agree nor disagree	10%	11%	9%	14%	8%	12%	6%	7%	12%	14%	7%	8%	10%	11%	12%	11%	8%	9%	12%	10%	10%	7%	9%	16%	13%	11%	11%	12%	9%	10%	25%	17%	13%	4%	8%
Somewhat disagree	4%	4%	3%	7%	2%	5%	3%	3%	4%	4%	4%	3%	4%	4%	4%	3%	4%	3%	7%	4%	2%	4%	3%	7%	7%	6%	6%	7%	4%	4%	5%	10%	5%	3%	2%
Strongly disagree	2%	2%	3%	3%	1%	4%	2%	2%	4%	2%	2%	2%	2%	3%	1%	3%	2%	2%	4%	2%	3%	0%	2%	5%	5%	5%	2%	3%	2%	2%	3%	6%	3%	2%	1%
Unsure	3%	3%	3%	5%	2%	4%	2%	4%	2%	3%	3%	6%	3%	2%	3%	3%	2%	4%	4%	2%	3%	2%	7%	6%	3%	3%	2%	2%	4%	20%	3%	3%	4%	2%	

Do you agree or disagree that pharmaceutical companies should be required to release all clinical trial data for independent review before a drug or vaccine is approved?

# Research Transparency

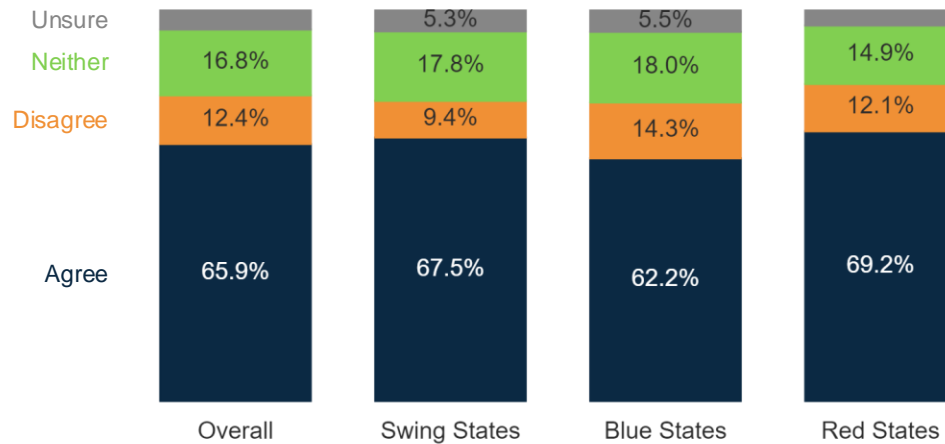


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	75%	74%	76%	64%	83%	68%	83%	80%	72%	72%	78%	73%	76%	75%	73%	75%	76%	80%	71%	71%	80%	81%	79%	63%	62%	68%	68%	72%	80%	72%	39%	54%	69%	85%	83%
Oppose Total	9%	9%	9%	13%	5%	14%	5%	7%	12%	10%	7%	11%	9%	8%	8%	9%	9%	7%	9%	12%	7%	6%	7%	17%	15%	13%	11%	10%	6%	11%	15%	22%	12%	4%	5%
Strongly support	49%	49%	50%	38%	58%	41%	58%	53%	46%	46%	53%	45%	50%	51%	47%	50%	50%	58%	43%	43%	62%	48%	53%	32%	43%	42%	44%	43%	59%	42%	16%	29%	42%	63%	56%
Somewhat support	26%	26%	26%	26%	25%	27%	25%	26%	26%	26%	25%	28%	25%	24%	26%	25%	26%	23%	29%	28%	18%	32%	26%	31%	19%	26%	24%	29%	21%	30%	22%	26%	28%	22%	26%
Neither support nor oppose	11%	11%	12%	15%	8%	15%	8%	10%	13%	11%	11%	12%	11%	12%	13%	11%	11%	10%	15%	11%	9%	11%	11%	12%	14%	15%	16%	13%	10%	12%	24%	19%	15%	8%	8%
Somewhat oppose	5%	5%	5%	7%	2%	8%	3%	3%	7%	6%	3%	6%	5%	3%	5%	5%	5%	3%	5%	7%	3%	3%	4%	11%	8%	7%	6%	6%	3%	6%	12%	13%	6%	2%	3%
Strongly oppose	4%	4%	4%	6%	3%	6%	2%	4%	5%	4%	4%	5%	4%	5%	4%	5%	4%	4%	4%	5%	4%	3%	4%	6%	7%	6%	6%	4%	3%	5%	3%	10%	6%	2%	2%
Unsure	5%	6%	3%	8%	4%	3%	3%	3%	3%	7%	4%	4%	4%	5%	5%	5%	4%	3%	5%	6%	3%	3%	3%	8%	9%	4%	5%	4%	4%	5%	23%	5%	4%	4%	4%

Do you support or oppose a policy that would require the FDA to publish all research—both industry-funded and independent—that meets minimum scientific standards, ensuring transparency and accountability in the approval process for new drugs, vaccines, and food additives?

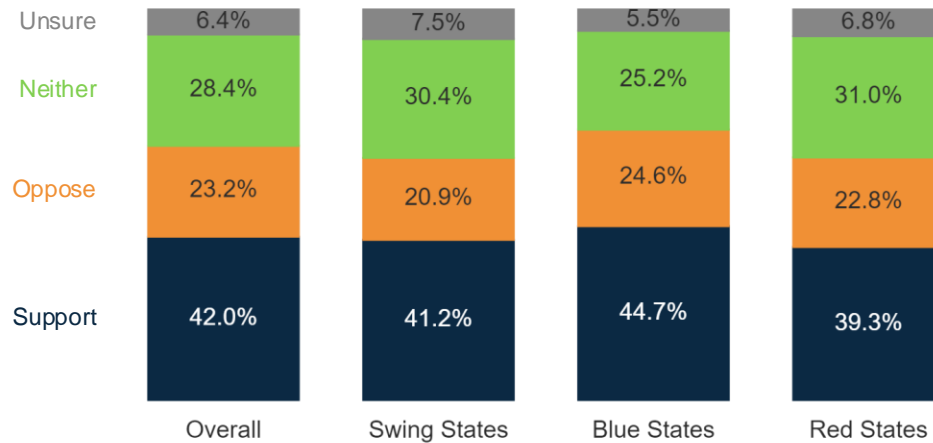


# Audit HHS & NIH



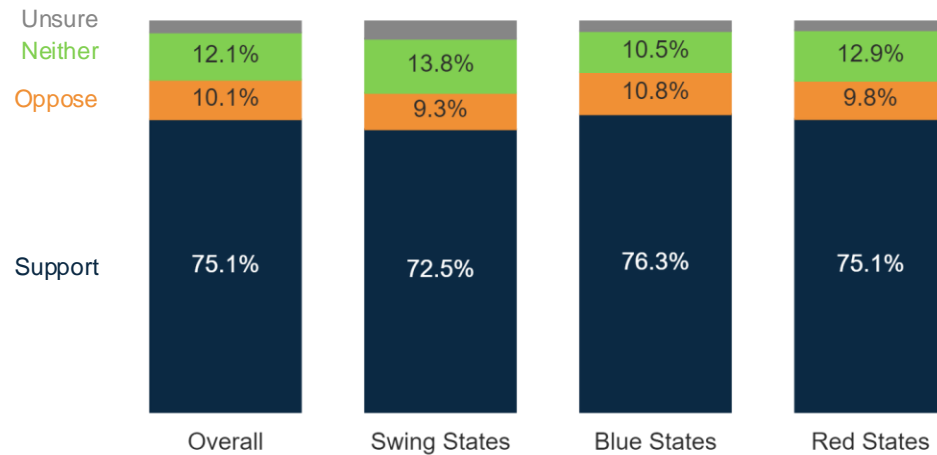
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	66%	64%	69%	58%	69%	63%	74%	67%	70%	62%	66%	63%	67%	67%	68%	62%	69%	78%	62%	53%	82%	72%	68%	55%	65%	66%	59%	64%	80%	53%	41%	60%	64%	73%	68%
Disagree Total	12%	12%	13%	14%	10%	16%	10%	14%	11%	11%	14%	12%	13%	11%	9%	14%	12%	6%	10%	21%	4%	10%	12%	16%	10%	13%	15%	12%	6%	19%	21%	13%	14%	8%	13%
Strongly agree	39%	37%	41%	31%	42%	34%	48%	42%	40%	38%	36%	34%	39%	43%	44%	36%	39%	54%	33%	24%	61%	39%	41%	26%	34%	36%	33%	29%	57%	22%	12%	28%	32%	52%	43%
Somewhat agree	27%	27%	28%	27%	27%	29%	26%	25%	30%	25%	30%	30%	28%	24%	24%	26%	30%	25%	29%	29%	20%	34%	27%	30%	30%	31%	26%	34%	23%	30%	29%	32%	32%	21%	25%
Neither agree nor disagree	17%	18%	15%	21%	16%	18%	13%	15%	15%	20%	15%	19%	16%	17%	18%	18%	15%	13%	21%	20%	11%	15%	16%	23%	18%	17%	20%	19%	11%	22%	23%	23%	17%	16%	15%
Somewhat disagree	6%	6%	7%	7%	5%	8%	5%	7%	6%	5%	7%	6%	6%	6%	7%	6%	3%	4%	11%	2%	5%	6%	10%	5%	7%	10%	7%	3%	9%	16%	10%	4%	5%	6%	
Strongly disagree	6%	6%	6%	7%	5%	8%	5%	7%	5%	6%	7%	6%	7%	5%	4%	8%	6%	3%	6%	10%	2%	5%	6%	6%	6%	5%	5%	3%	10%	5%	3%	10%	3%	7%	
Unsure	5%	6%	3%	7%	5%	4%	3%	4%	3%	7%	5%	6%	4%	6%	5%	4%	3%	7%	6%	3%	2%	4%	6%	7%	3%	6%	5%	3%	6%	14%	5%	6%	3%	5%	

# Banning Ads



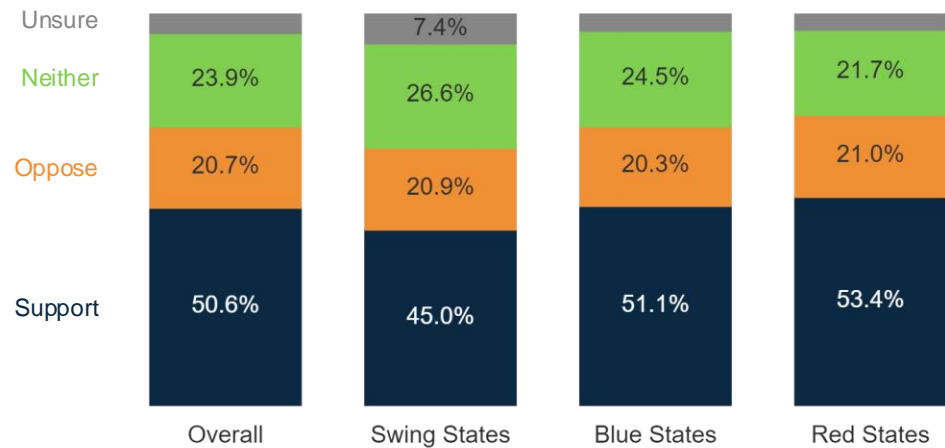
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	42%	40%	44%	39%	42%	49%	39%	49%	38%	38%	44%	49%	43%	34%	41%	45%	39%	46%	40%	38%	50%	40%	42%	37%	43%	51%	45%	40%	46%	39%	31%	41%	41%	42%	43%
Oppose Total	23%	22%	25%	22%	22%	21%	28%	25%	24%	21%	23%	17%	26%	23%	21%	25%	23%	20%	25%	26%	19%	21%	23%	27%	23%	21%	22%	23%	20%	26%	24%	22%	17%	22%	26%
Strongly support	24%	23%	26%	21%	25%	27%	25%	28%	24%	22%	25%	28%	23%	23%	24%	26%	23%	29%	23%	19%	34%	20%	25%	15%	23%	30%	26%	18%	29%	21%	9%	22%	20%	24%	27%
Somewhat support	18%	17%	18%	18%	17%	23%	14%	21%	14%	16%	19%	20%	20%	11%	17%	19%	16%	17%	19%	16%	19%	17%	22%	20%	21%	19%	21%	17%	18%	22%	19%	21%	18%	16%	
Neither support nor oppose	28%	30%	27%	29%	30%	25%	28%	21%	33%	32%	25%	26%	25%	36%	30%	25%	31%	29%	27%	29%	27%	34%	29%	26%	22%	23%	27%	30%	28%	28%	20%	29%	35%	30%	26%
Somewhat oppose	12%	10%	15%	12%	9%	12%	17%	16%	13%	9%	12%	9%	14%	12%	10%	13%	13%	11%	15%	13%	9%	14%	12%	15%	13%	12%	10%	14%	11%	14%	12%	11%	11%	10%	14%
Strongly oppose	11%	11%	10%	10%	12%	9%	11%	9%	11%	12%	10%	8%	12%	12%	11%	11%	10%	9%	10%	13%	10%	7%	11%	12%	10%	9%	11%	9%	9%	12%	12%	10%	6%	12%	12%
Unsure	6%	8%	5%	9%	7%	4%	5%	4%	5%	8%	8%	8%	6%	6%	8%	5%	7%	5%	9%	7%	4%	6%	5%	10%	12%	5%	6%	7%	5%	7%	25%	9%	8%	6%	4%

# Ban on Food Dyes



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	75%	76%	73%	68%	84%	67%	79%	77%	69%	73%	82%	73%	77%	74%	73%	76%	75%	78%	68%	75%	79%	77%	78%	58%	81%	72%	72%	71%	78%	75%	53%	60%	69%	82%	81%
Oppose Total	10%	8%	12%	13%	5%	16%	8%	11%	13%	9%	8%	11%	10%	9%	11%	10%	9%	9%	12%	9%	9%	9%	20%	6%	13%	11%	10%	9%	10%	11%	16%	14%	5%	8%	
Strongly support	49%	52%	45%	44%	59%	42%	48%	47%	43%	50%	55%	46%	50%	49%	47%	49%	50%	56%	44%	44%	61%	45%	50%	33%	63%	47%	48%	38%	56%	45%	15%	37%	43%	54%	55%
Somewhat support	26%	24%	28%	24%	25%	25%	31%	30%	26%	23%	27%	27%	27%	25%	25%	28%	25%	23%	24%	32%	18%	32%	28%	25%	17%	24%	24%	33%	22%	30%	39%	23%	26%	28%	26%
Neither support nor oppose	12%	12%	12%	15%	9%	14%	11%	9%	15%	14%	9%	13%	11%	13%	14%	11%	13%	11%	19%	10%	11%	11%	12%	16%	10%	13%	15%	16%	11%	11%	19%	23%	14%	9%	9%
Somewhat oppose	6%	5%	7%	8%	2%	9%	5%	7%	7%	5%	4%	7%	6%	5%	4%	6%	7%	5%	6%	8%	4%	6%	6%	10%	3%	7%	6%	6%	5%	7%	3%	10%	6%	3%	5%
Strongly oppose	4%	4%	5%	5%	2%	7%	3%	4%	6%	4%	3%	4%	4%	4%	5%	5%	3%	4%	3%	5%	5%	3%	3%	10%	3%	6%	5%	4%	4%	4%	8%	6%	8%	1%	3%
Unsure	3%	3%	2%	4%	2%	3%	2%	2%	3%	4%	1%	3%	2%	4%	4%	2%	2%	2%	4%	3%	2%	3%	2%	6%	3%	2%	2%	3%	2%	3%	17%	2%	3%	4%	2%

# Seed Oils



		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Neither support nor oppose	Support Total	51%	51%	50%	52%	50%	53%	48%	52%	49%	50%	52%	50%	51%	51%	45%	51%	53%	60%	46%	42%	63%	54%	50%	46%	63%	55%	55%	50%	61%	41%	35%	46%	48%	55%	53%
	Oppose Total	21%	19%	22%	20%	18%	22%	23%	23%	22%	17%	22%	20%	21%	21%	20%	21%	15%	23%	25%	14%	17%	21%	23%	13%	20%	20%	20%	15%	26%	18%	24%	19%	18%	21%	
	Strongly support	25%	26%	24%	27%	25%	25%	23%	25%	23%	25%	28%	27%	24%	27%	26%	25%	25%	32%	23%	18%	35%	25%	24%	22%	37%	30%	26%	22%	33%	18%	14%	25%	22%	28%	26%
	Somewhat support	26%	25%	26%	24%	25%	28%	25%	27%	26%	25%	24%	24%	27%	25%	19%	26%	28%	29%	23%	23%	28%	29%	26%	24%	26%	25%	29%	28%	28%	23%	20%	21%	26%	28%	26%
	Somewhat oppose	12%	12%	12%	13%	11%	13%	12%	13%	11%	11%	14%	12%	12%	12%	13%	12%	11%	9%	16%	13%	8%	10%	13%	12%	6%	12%	10%	14%	8%	15%	16%	14%	10%	11%	12%
	Strongly oppose	9%	7%	10%	7%	7%	10%	11%	10%	10%	7%	8%	9%	8%	9%	8%	8%	10%	6%	7%	12%	6%	7%	8%	11%	7%	7%	10%	6%	6%	11%	3%	10%	8%	7%	9%
	Unsure	5%	5%	4%	4%	6%	3%	5%	4%	5%	5%	5%	5%	5%	4%	7%	4%	4%	4%	4%	7%	4%	3%	5%	9%	0%	2%	3%	4%	4%	6%	12%	4%	4%	4%	5%

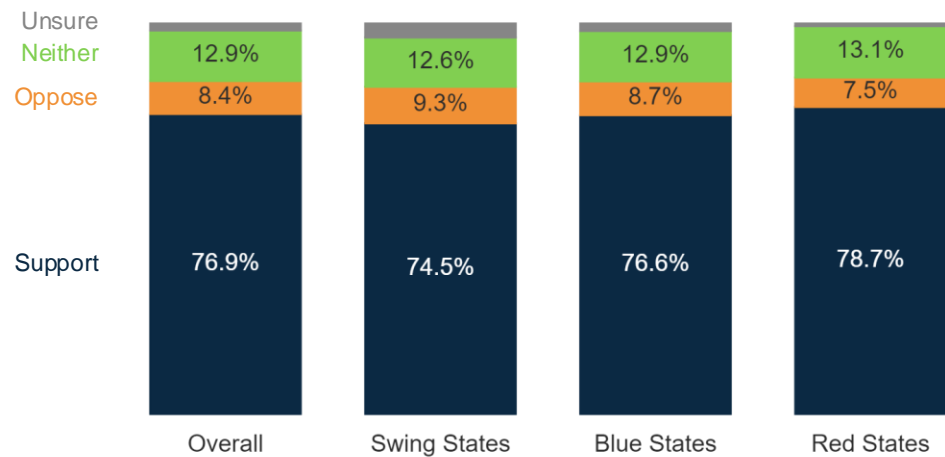


Do you support or oppose the federal government requiring restaurants and food manufactures to replace industrial seed oils (such as soybean and canola oil) with traditional animal or plant fats like beef tallow or olive oil, which have shown to have fewer inflammatory effects?



CYGNAL

# Clear Labels



		Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Neither support nor oppose	Support Total	77%	80%	74%	69%	89%	65%	82%	78%	70%	78%	83%	72%	80%	76%	75%	77%	79%	80%	72%	76%	80%	80%	80%	61%	69%	66%	67%	74%	79%	77%	52%	55%	77%	80%	84%
	Oppose Total	8%	5%	12%	10%	1%	17%	8%	9%	15%	5%	5%	9%	8%	9%	9%	9%	8%	8%	9%	9%	8%	8%	7%	18%	11%	14%	15%	10%	9%	7%	12%	19%	7%	9%	5%
	Strongly support	52%	56%	46%	46%	64%	39%	53%	49%	44%	53%	61%	46%	52%	54%	51%	52%	52%	56%	44%	51%	61%	47%	53%	36%	57%	44%	42%	42%	56%	50%	18%	36%	51%	57%	57%
	Somewhat support	25%	24%	27%	23%	24%	25%	29%	29%	25%	25%	22%	25%	28%	22%	24%	25%	27%	24%	29%	25%	19%	33%	27%	24%	12%	22%	26%	32%	23%	27%	34%	19%	25%	23%	28%
	Somewhat oppose	13%	14%	12%	19%	9%	16%	8%	11%	13%	16%	10%	17%	10%	14%	13%	13%	13%	11%	16%	14%	11%	11%	11%	16%	20%	18%	16%	14%	11%	14%	27%	24%	14%	10%	9%
	Strongly oppose	4%	3%	4%	5%	1%	6%	3%	3%	6%	3%	3%	4%	3%	4%	4%	4%	3%	2%	4%	5%	2%	2%	3%	9%	4%	6%	7%	3%	4%	3%	6%	8%	3%	4%	2%
	Unsure	2%	2%	2%	2%	1%	3%	2%	2%	2%	2%	2%	2%	2%	2%	4%	2%	1%	1%	3%	2%	2%	1%	1%	5%	0%	2%	2%	1%	1%	2%	9%	3%	2%	1%	1%



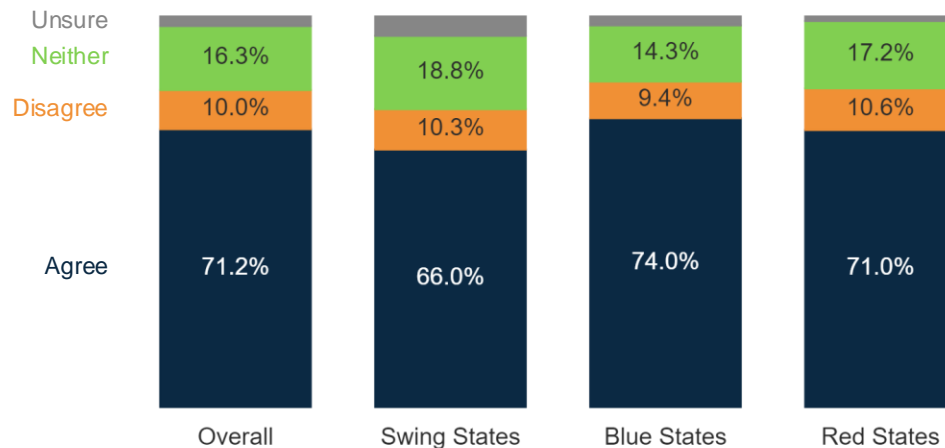
Do you support or oppose the federal government requiring clearer labeling on processed foods to disclose the presence of artificial dyes, seed oils, and other controversial ingredients that may impact long-term health?



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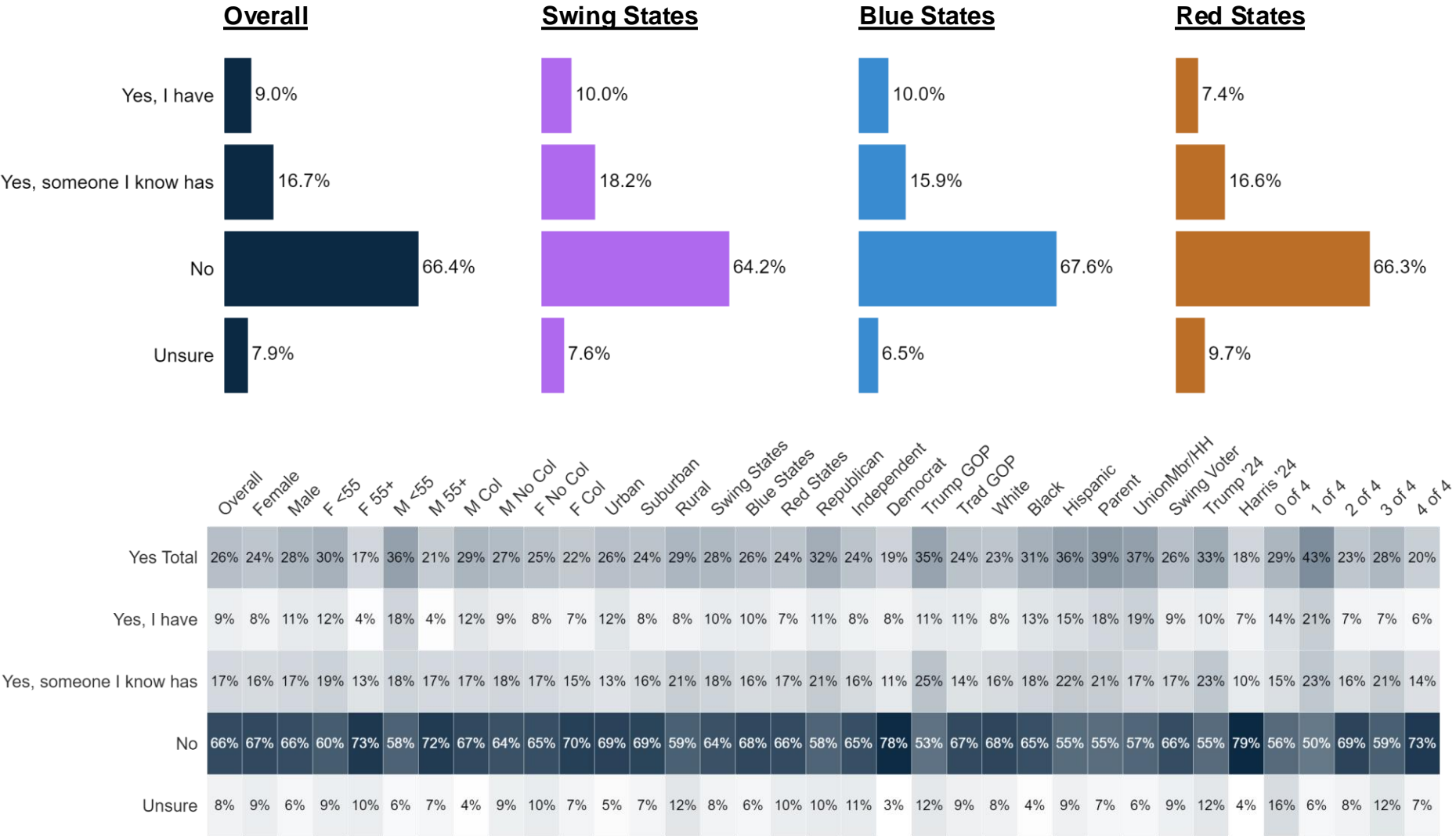
# Phase Out Processed Foods



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Agree Total	71%	72%	70%	63%	80%	65%	75%	76%	65%	70%	75%	69%	74%	68%	66%	74%	71%	75%	64%	71%	77%	70%	74%	55%	72%	69%	69%	66%	76%	69%	48%	58%	66%	79%	77%
Disagree Total	10%	9%	11%	13%	5%	14%	9%	10%	13%	10%	7%	12%	10%	9%	10%	9%	11%	8%	14%	10%	8%	8%	10%	15%	7%	13%	11%	10%	8%	11%	11%	14%	14%	4%	9%
Strongly agree	41%	44%	37%	40%	49%	36%	38%	41%	33%	43%	47%	38%	42%	42%	37%	43%	41%	47%	35%	37%	53%	35%	41%	33%	52%	43%	41%	33%	49%	35%	15%	31%	35%	52%	45%
Somewhat agree	30%	27%	33%	24%	31%	29%	38%	35%	31%	27%	28%	31%	32%	27%	29%	31%	30%	28%	29%	34%	24%	35%	33%	22%	21%	26%	28%	33%	27%	33%	34%	27%	30%	27%	32%
Neither agree nor disagree	16%	17%	16%	21%	13%	18%	14%	13%	20%	17%	16%	16%	14%	20%	19%	14%	17%	15%	19%	17%	13%	18%	15%	23%	21%	16%	16%	22%	14%	18%	28%	24%	16%	16%	13%
Somewhat disagree	6%	5%	8%	8%	3%	10%	6%	6%	10%	6%	4%	7%	7%	6%	6%	6%	8%	5%	10%	6%	5%	5%	6%	10%	3%	8%	8%	7%	5%	7%	11%	8%	8%	2%	6%
Strongly disagree	4%	4%	4%	5%	2%	4%	3%	4%	4%	4%	3%	5%	3%	3%	4%	4%	3%	3%	4%	4%	3%	3%	3%	5%	4%	5%	4%	3%	4%	3%	0%	6%	6%	2%	3%
Unsure	2%	3%	2%	3%	3%	3%	1%	2%	2%	3%	2%	3%	2%	2%	5%	2%	1%	2%	3%	2%	1%	4%	2%	7%	0%	2%	3%	3%	2%	3%	12%	4%	3%	1%	1%



# Vaccine Injured

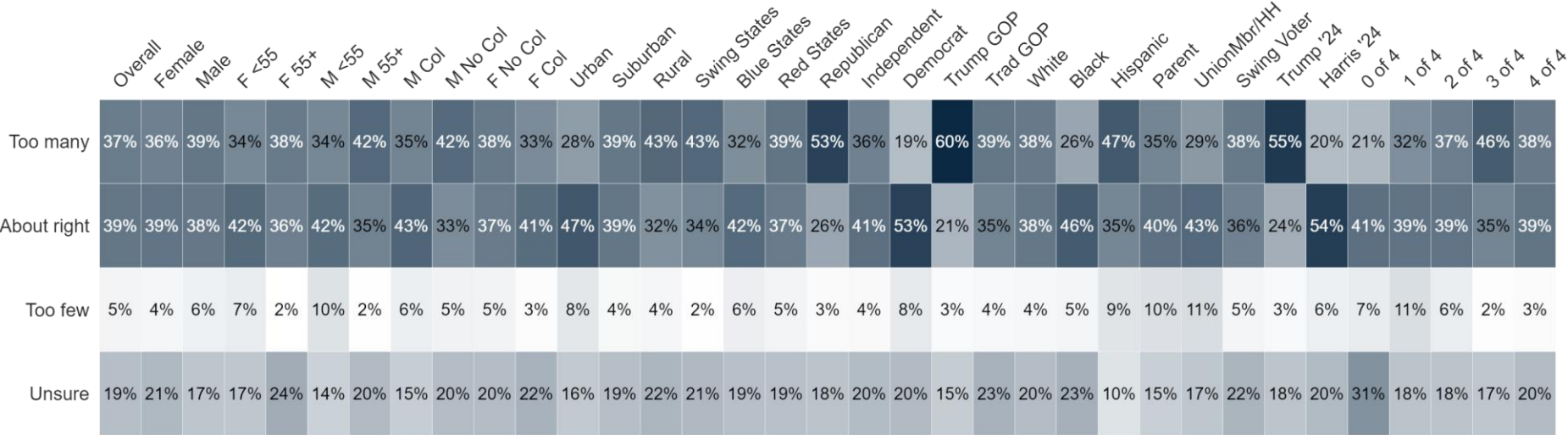
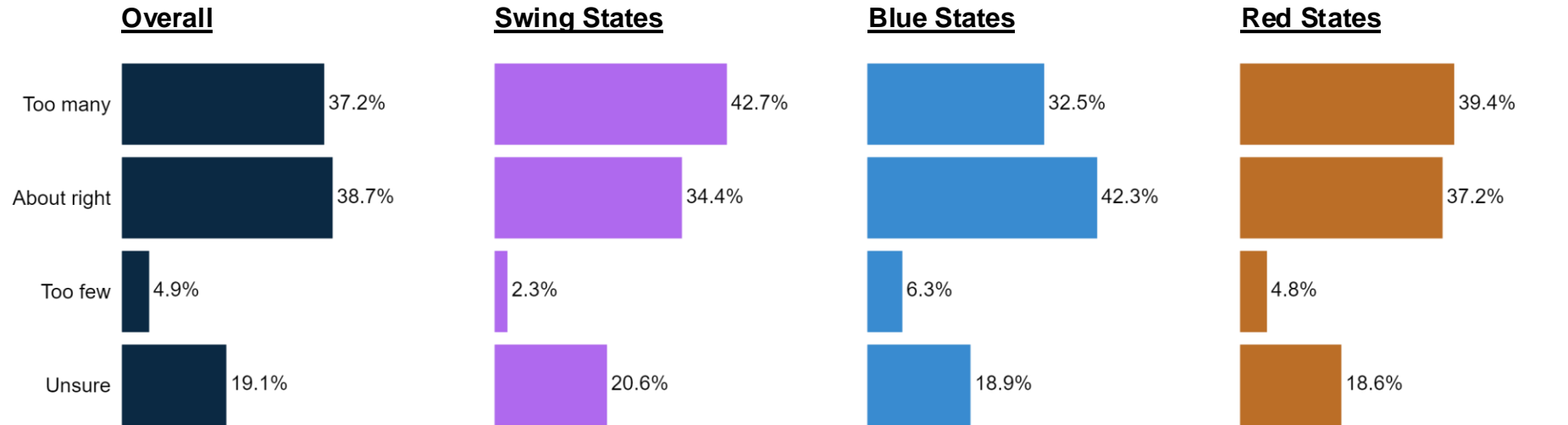


Have you or has anyone you know been injured by a vaccine?



CYGNAL

# Vaccine Doses

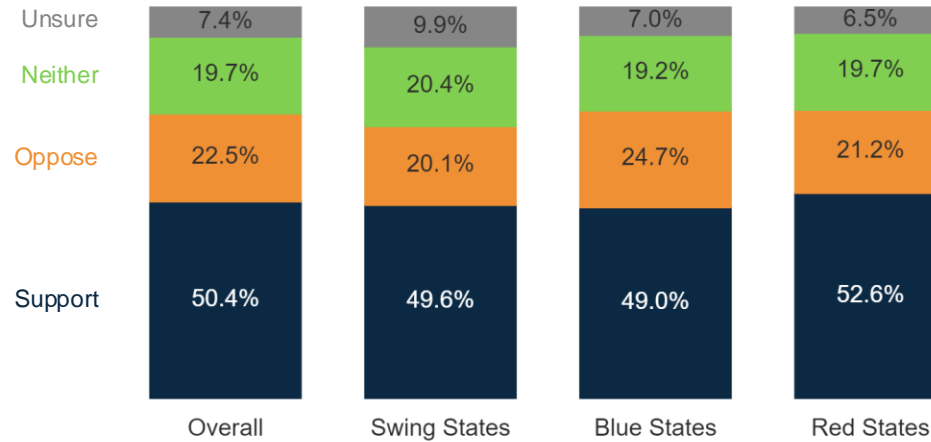


The Center for Disease Control (CDC) currently recommends approximately 25– 30 of vaccine doses to children under 10 years of ages, up from 7 doses in 1985. Do you think the current number of vaccines recommended by the CDC is too many, too few, or about right?



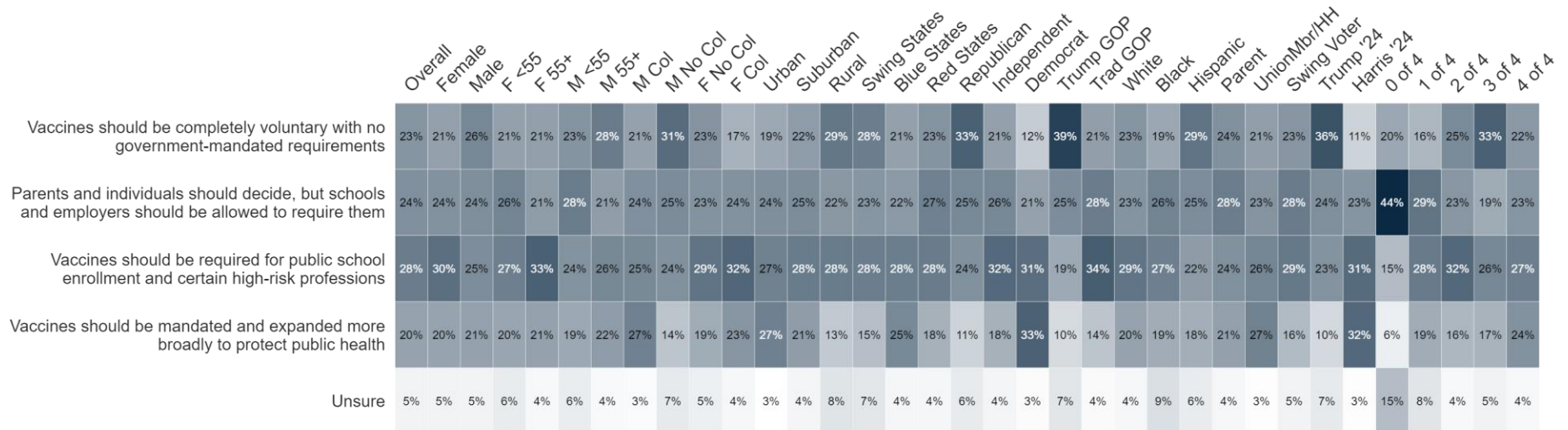
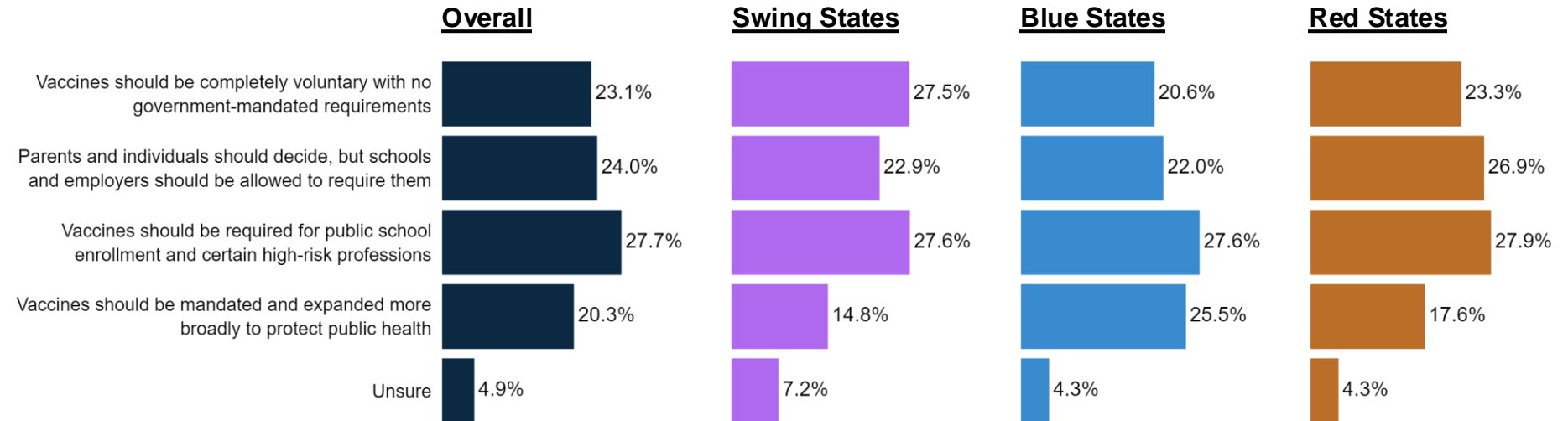
CYGNAL

# Removing Legal Immunity

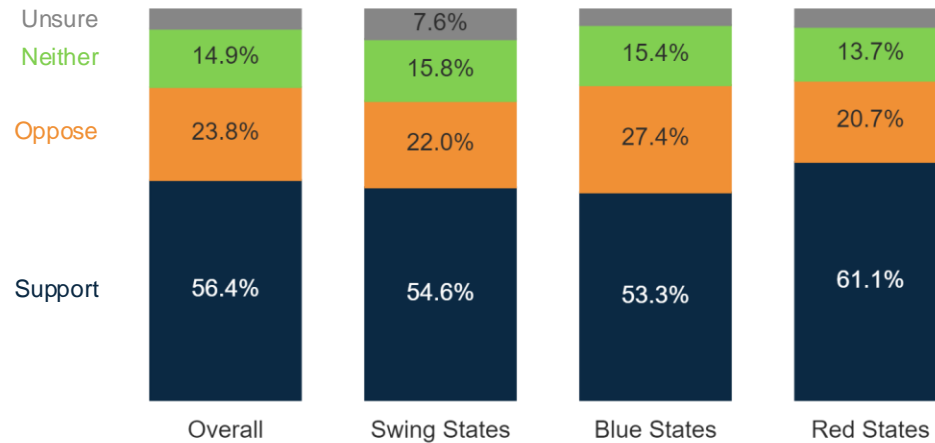


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	50%	48%	54%	45%	50%	51%	56%	54%	53%	50%	45%	48%	50%	54%	50%	49%	53%	62%	40%	42%	66%	53%	51%	47%	47%	52%	45%	46%	62%	40%	32%	42%	50%	55%	53%
Oppose Total	22%	22%	23%	20%	23%	24%	23%	26%	20%	19%	25%	24%	23%	19%	20%	25%	21%	17%	28%	26%	15%	20%	22%	23%	30%	21%	27%	25%	16%	29%	18%	28%	24%	18%	21%
Strongly support	28%	27%	29%	25%	29%	29%	29%	32%	26%	29%	25%	26%	27%	33%	29%	26%	30%	38%	24%	19%	45%	24%	28%	23%	30%	30%	26%	22%	39%	18%	17%	23%	26%	36%	29%
Somewhat support	22%	20%	25%	20%	21%	22%	27%	23%	27%	20%	20%	23%	23%	21%	20%	23%	23%	24%	16%	24%	20%	29%	23%	23%	17%	21%	19%	24%	22%	23%	16%	19%	24%	19%	24%
Neither support nor oppose	20%	21%	18%	23%	19%	19%	18%	15%	22%	20%	21%	20%	19%	20%	20%	19%	20%	15%	24%	23%	14%	18%	19%	22%	19%	21%	21%	21%	16%	22%	37%	20%	19%	20%	19%
Somewhat oppose	12%	13%	12%	11%	14%	13%	12%	14%	10%	10%	16%	13%	14%	10%	10%	14%	12%	9%	14%	16%	9%	10%	13%	11%	11%	10%	15%	16%	9%	16%	11%	14%	16%	8%	12%
Strongly oppose	10%	9%	11%	9%	9%	11%	11%	12%	10%	9%	9%	12%	10%	9%	10%	10%	10%	7%	14%	11%	6%	10%	9%	12%	19%	11%	13%	9%	7%	13%	7%	15%	7%	10%	9%
Unsure	7%	10%	5%	12%	8%	6%	4%	4%	5%	10%	9%	7%	8%	7%	10%	7%	6%	6%	7%	9%	5%	9%	8%	9%	4%	6%	6%	7%	6%	8%	13%	9%	7%	7%	7%

# Vaccine Opinion



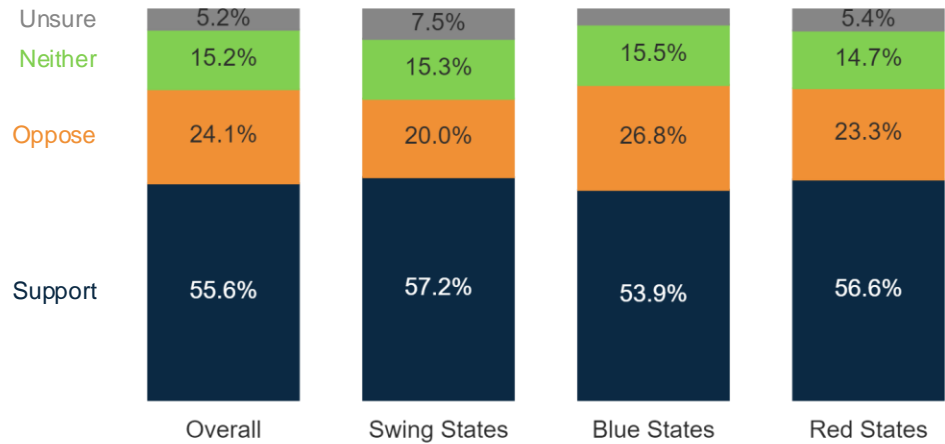
# Safety Review



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	56%	54%	60%	51%	55%	53%	66%	59%	61%	55%	51%	53%	57%	58%	55%	53%	61%	72%	47%	43%	77%	62%	57%	49%	61%	57%	52%	55%	73%	42%	38%	50%	56%	64%	58%
Oppose Total	24%	25%	23%	22%	27%	27%	19%	27%	18%	22%	29%	26%	25%	20%	22%	27%	21%	11%	30%	35%	9%	15%	24%	23%	21%	24%	30%	22%	10%	37%	19%	24%	21%	19%	26%
Strongly support	31%	32%	31%	32%	32%	26%	35%	30%	32%	33%	30%	27%	32%	34%	31%	30%	33%	44%	25%	20%	51%	30%	32%	26%	36%	34%	32%	26%	45%	18%	23%	25%	28%	37%	34%
Somewhat support	25%	22%	29%	19%	24%	26%	31%	29%	29%	22%	21%	26%	25%	24%	24%	23%	28%	28%	21%	23%	26%	32%	26%	24%	25%	23%	21%	29%	27%	24%	15%	24%	28%	27%	24%
Neither support nor oppose	15%	16%	14%	18%	13%	16%	13%	11%	17%	16%	14%	17%	14%	15%	16%	15%	14%	12%	19%	16%	9%	19%	15%	18%	10%	15%	14%	18%	12%	16%	22%	20%	19%	12%	12%
Somewhat oppose	12%	12%	11%	13%	12%	12%	9%	12%	10%	12%	13%	13%	11%	11%	14%	12%	10%	6%	14%	17%	4%	10%	11%	13%	12%	11%	14%	13%	5%	18%	12%	14%	11%	8%	12%
Strongly oppose	12%	12%	12%	8%	15%	15%	10%	16%	9%	10%	16%	13%	13%	10%	8%	15%	11%	5%	17%	18%	5%	6%	13%	10%	9%	12%	16%	9%	5%	19%	6%	11%	10%	11%	14%
Unsure	5%	6%	3%	9%	4%	5%	2%	3%	4%	7%	5%	4%	4%	7%	8%	4%	4%	5%	5%	6%	5%	4%	4%	10%	8%	4%	3%	5%	4%	5%	22%	6%	5%	5%	4%

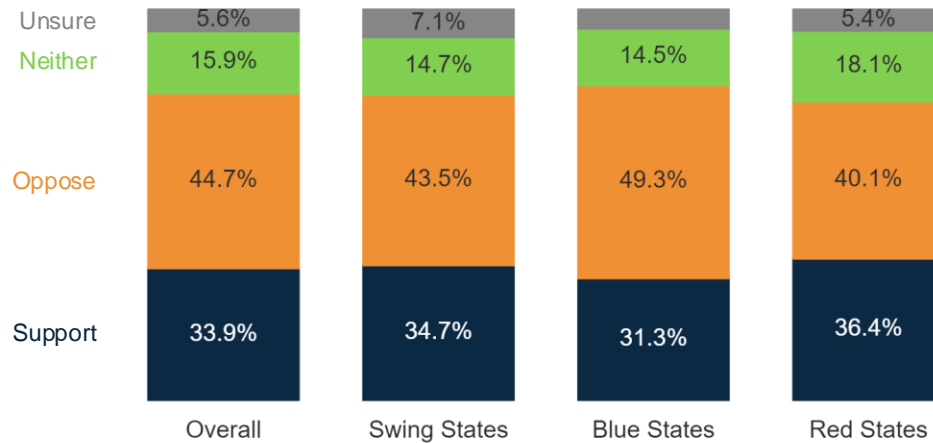


# Temporary Halt



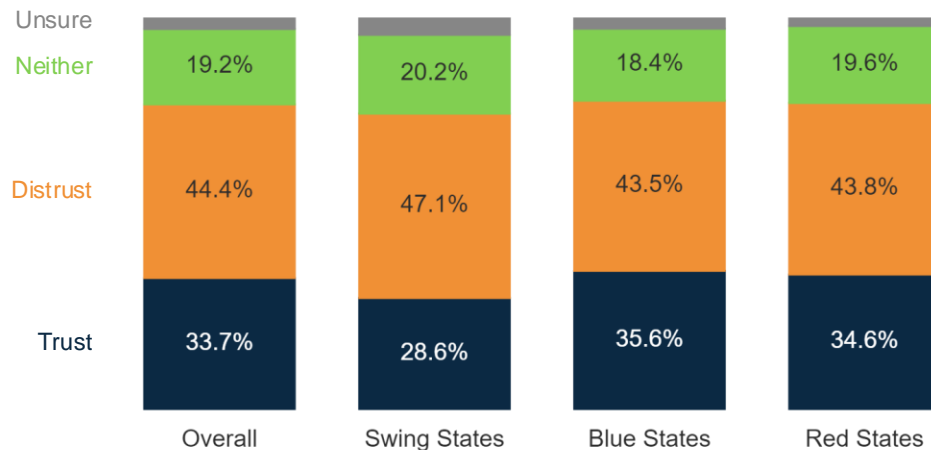
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	56%	55%	56%	48%	61%	51%	61%	56%	57%	57%	52%	51%	55%	61%	57%	54%	57%	72%	47%	41%	77%	62%	58%	49%	51%	54%	47%	55%	73%	39%	33%	47%	54%	60%	59%
Oppose Total	24%	24%	24%	24%	23%	26%	23%	28%	21%	21%	28%	25%	27%	18%	20%	27%	23%	11%	30%	36%	8%	18%	25%	21%	18%	24%	29%	24%	11%	38%	21%	22%	22%	21%	27%
Strongly support	31%	32%	29%	29%	34%	27%	31%	28%	30%	33%	29%	27%	29%	37%	33%	28%	32%	44%	26%	18%	51%	30%	31%	26%	34%	31%	27%	25%	46%	16%	12%	26%	30%	38%	31%
Somewhat support	25%	23%	27%	19%	27%	24%	30%	28%	26%	23%	23%	24%	26%	24%	24%	26%	25%	28%	21%	24%	26%	32%	27%	24%	17%	24%	20%	29%	28%	23%	21%	21%	24%	22%	28%
Neither support nor oppose	15%	15%	15%	19%	11%	17%	14%	12%	19%	15%	15%	18%	15%	13%	15%	15%	12%	16%	18%	11%	15%	13%	22%	20%	16%	18%	17%	12%	17%	25%	24%	17%	16%	11%	
Somewhat oppose	13%	13%	13%	14%	12%	13%	13%	12%	14%	11%	15%	13%	15%	9%	12%	14%	12%	7%	17%	17%	5%	12%	14%	10%	6%	12%	14%	15%	6%	19%	13%	12%	12%	9%	14%
Strongly oppose	11%	11%	12%	10%	12%	13%	10%	16%	8%	10%	12%	12%	12%	9%	8%	13%	11%	4%	13%	18%	3%	6%	11%	11%	11%	15%	9%	4%	18%	8%	10%	10%	12%	12%	
Unsure	5%	6%	4%	8%	5%	5%	2%	4%	3%	7%	6%	6%	3%	8%	7%	4%	5%	5%	6%	5%	4%	5%	4%	8%	11%	5%	6%	5%	4%	6%	21%	8%	7%	4%	3%

# Eliminating Child Schedule



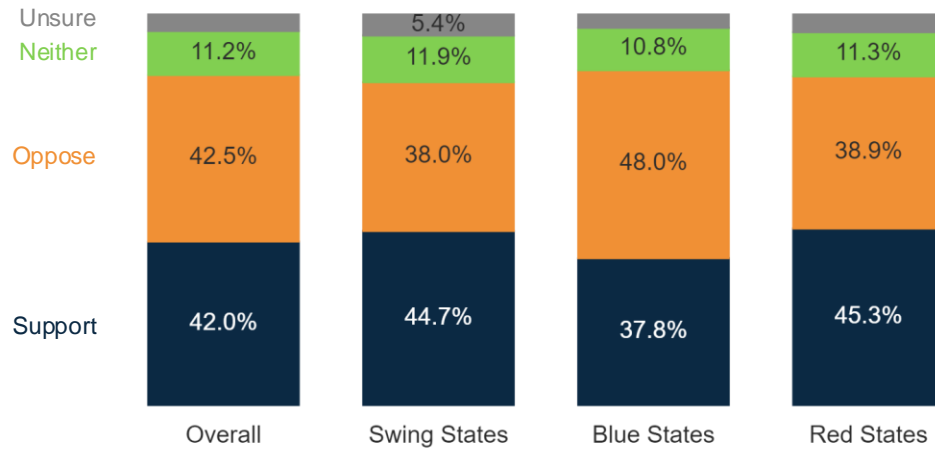
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	34%	31%	37%	37%	26%	40%	35%	39%	36%	35%	25%	35%	33%	34%	35%	31%	36%	46%	29%	22%	52%	32%	33%	32%	45%	41%	33%	33%	48%	21%	25%	36%	34%	35%	33%
Oppose Total	45%	48%	41%	37%	57%	33%	48%	46%	36%	43%	55%	42%	47%	43%	44%	49%	40%	33%	46%	58%	25%	49%	49%	37%	26%	36%	45%	44%	30%	59%	27%	33%	42%	44%	50%
Strongly support	19%	18%	20%	21%	15%	22%	18%	21%	19%	20%	14%	22%	17%	20%	17%	18%	20%	28%	15%	10%	34%	15%	18%	15%	29%	23%	20%	15%	29%	9%	13%	18%	16%	25%	19%
Somewhat support	15%	13%	17%	16%	10%	18%	17%	18%	17%	14%	11%	14%	16%	14%	17%	13%	16%	18%	14%	12%	18%	17%	15%	16%	17%	18%	14%	18%	18%	12%	11%	19%	18%	10%	14%
Neither support nor oppose	16%	15%	17%	19%	12%	21%	13%	10%	23%	16%	14%	18%	15%	17%	15%	14%	18%	15%	19%	15%	16%	15%	14%	21%	23%	18%	16%	18%	16%	15%	31%	24%	17%	14%	13%
Somewhat oppose	18%	19%	17%	15%	22%	12%	21%	16%	18%	19%	18%	17%	17%	20%	21%	17%	17%	19%	16%	18%	15%	26%	20%	15%	8%	14%	16%	23%	18%	17%	14%	15%	19%	20%	18%
Strongly oppose	27%	29%	24%	22%	36%	21%	27%	30%	17%	24%	36%	25%	30%	22%	22%	32%	23%	14%	30%	40%	10%	22%	28%	22%	18%	21%	30%	21%	12%	42%	13%	18%	23%	24%	32%
Unsure	6%	6%	5%	7%	5%	6%	4%	5%	5%	6%	6%	5%	5%	7%	7%	5%	5%	6%	6%	5%	6%	4%	5%	10%	6%	5%	6%	5%	6%	5%	18%	7%	7%	6%	4%

# Government Trust



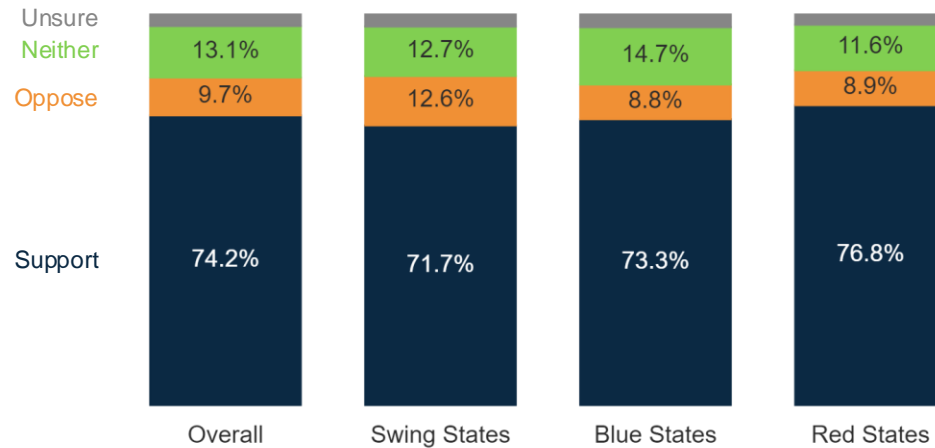
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Trust Total	34%	28%	41%	31%	24%	47%	35%	47%	34%	25%	32%	44%	32%	27%	29%	36%	35%	29%	27%	43%	28%	33%	33%	41%	31%	42%	43%	33%	27%	42%	27%	38%	30%	31%	34%
Distrust Total	44%	50%	38%	46%	53%	32%	44%	35%	42%	51%	48%	36%	46%	50%	47%	43%	44%	49%	45%	38%	53%	39%	46%	35%	48%	40%	38%	41%	50%	38%	28%	32%	46%	50%	47%
Strongly trust	11%	8%	14%	11%	5%	16%	11%	17%	10%	7%	10%	16%	9%	10%	9%	12%	10%	8%	7%	16%	8%	7%	10%	15%	8%	16%	17%	6%	7%	15%	10%	16%	7%	9%	11%
Somewhat trust	23%	19%	27%	20%	19%	31%	24%	30%	24%	17%	23%	28%	24%	17%	20%	24%	24%	21%	20%	27%	19%	26%	23%	26%	22%	26%	26%	28%	20%	26%	17%	22%	23%	22%	24%
Neither trust nor distrust	19%	20%	19%	19%	20%	18%	20%	16%	22%	21%	17%	18%	19%	21%	20%	18%	20%	19%	23%	18%	16%	26%	19%	19%	21%	16%	17%	23%	20%	18%	34%	25%	21%	18%	16%
Somewhat distrust	23%	25%	20%	22%	28%	15%	23%	19%	20%	25%	25%	21%	23%	23%	25%	20%	24%	26%	19%	20%	28%	23%	24%	19%	21%	19%	20%	24%	26%	18%	23%	18%	23%	27%	23%
Strongly distrust	22%	24%	19%	24%	25%	17%	21%	16%	22%	26%	22%	15%	23%	26%	22%	23%	20%	23%	27%	18%	25%	16%	22%	16%	27%	21%	18%	17%	25%	20%	6%	14%	23%	23%	24%
Unsure	3%	3%	2%	4%	3%	2%	2%	2%	2%	3%	3%	2%	3%	3%	4%	3%	2%	2%	5%	2%	3%	1%	3%	5%	1%	3%	3%	3%	3%	2%	10%	5%	3%	0%	2%

# RFK Support



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	42%	36%	49%	32%	39%	49%	49%	49%	50%	37%	33%	37%	41%	48%	45%	38%	45%	68%	33%	16%	78%	51%	44%	30%	45%	45%	40%	34%	72%	14%	20%	39%	39%	50%	43%
Oppose Total	43%	45%	39%	40%	51%	35%	43%	43%	35%	39%	55%	47%	45%	34%	38%	48%	39%	16%	46%	71%	8%	32%	42%	47%	36%	36%	45%	41%	12%	74%	29%	33%	42%	38%	47%
Strongly support	27%	22%	31%	20%	25%	27%	35%	31%	32%	24%	20%	22%	24%	34%	26%	23%	31%	48%	16%	8%	59%	27%	29%	11%	33%	29%	24%	16%	48%	7%	8%	20%	23%	34%	29%
Somewhat support	16%	13%	18%	13%	14%	22%	15%	18%	18%	14%	13%	15%	17%	14%	18%	15%	15%	21%	17%	9%	19%	25%	16%	19%	12%	16%	16%	19%	24%	7%	12%	19%	16%	15%	14%
Neither support nor oppose	11%	13%	9%	19%	8%	12%	7%	6%	12%	15%	8%	12%	10%	13%	12%	11%	11%	12%	15%	9%	11%	13%	10%	15%	14%	14%	12%	17%	13%	7%	37%	19%	15%	11%	6%
Somewhat oppose	9%	8%	9%	10%	7%	10%	8%	9%	8%	9%	8%	10%	9%	6%	7%	8%	10%	7%	9%	10%	4%	13%	7%	11%	15%	11%	7%	14%	5%	11%	18%	12%	10%	8%	7%
Strongly oppose	34%	37%	30%	30%	43%	25%	35%	34%	27%	31%	47%	36%	36%	29%	31%	40%	29%	9%	37%	61%	4%	19%	35%	36%	20%	25%	38%	27%	6%	64%	11%	22%	32%	30%	41%
Unsure	4%	6%	2%	9%	3%	4%	1%	2%	3%	8%	4%	5%	4%	4%	5%	3%	5%	4%	6%	4%	4%	3%	3%	8%	5%	4%	3%	7%	3%	4%	13%	9%	4%	2%	3%

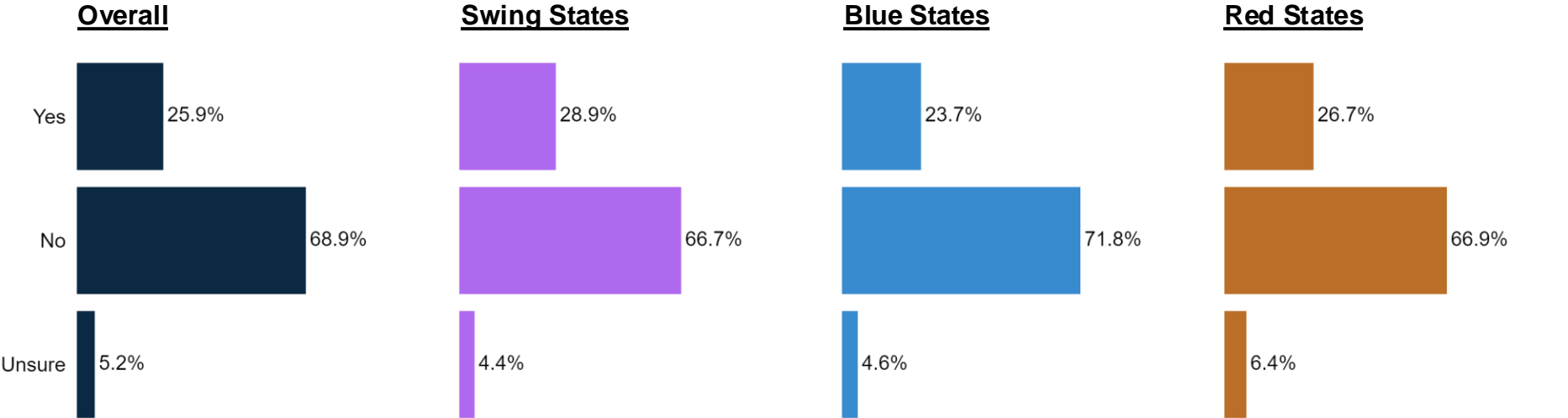
# Experimental Medicines



	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union/Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Support Total	74%	73%	75%	64%	81%	65%	85%	80%	70%	68%	82%	71%	76%	74%	72%	73%	77%	77%	70%	73%	79%	73%	80%	48%	60%	65%	71%	71%	77%	74%	43%	50%	69%	80%	84%
Oppose Total	10%	10%	9%	13%	7%	15%	4%	8%	11%	13%	6%	11%	9%	9%	13%	9%	9%	7%	14%	10%	6%	10%	6%	25%	20%	15%	10%	11%	7%	10%	16%	21%	12%	6%	6%
Strongly support	46%	45%	47%	36%	52%	38%	55%	48%	47%	39%	53%	43%	46%	47%	42%	46%	48%	50%	40%	44%	53%	44%	49%	29%	40%	38%	46%	38%	50%	45%	15%	24%	38%	56%	55%
Somewhat support	28%	29%	28%	28%	29%	27%	29%	32%	24%	29%	29%	27%	30%	26%	30%	27%	29%	27%	29%	29%	26%	29%	31%	20%	21%	27%	25%	32%	27%	30%	28%	26%	31%	24%	29%
Neither support nor oppose	13%	13%	13%	17%	10%	17%	10%	9%	17%	16%	9%	14%	12%	14%	13%	15%	12%	13%	13%	14%	13%	14%	12%	19%	15%	16%	15%	14%	13%	12%	30%	22%	15%	13%	9%
Somewhat oppose	5%	4%	6%	7%	2%	10%	3%	5%	7%	6%	2%	5%	5%	5%	6%	5%	5%	4%	8%	5%	2%	8%	3%	13%	11%	8%	7%	7%	3%	6%	12%	13%	5%	4%	3%
Strongly oppose	5%	5%	4%	6%	5%	6%	2%	3%	4%	7%	4%	6%	4%	4%	7%	4%	4%	3%	5%	5%	4%	3%	3%	12%	9%	7%	3%	4%	4%	4%	4%	8%	7%	2%	3%
Unsure	3%	4%	2%	6%	2%	3%	2%	3%	1%	4%	4%	5%	2%	3%	3%	3%	2%	4%	3%	2%	2%	2%	8%	4%	4%	3%	4%	2%	4%	11%	6%	4%	1%	1%	



# Fentanyl Overdose



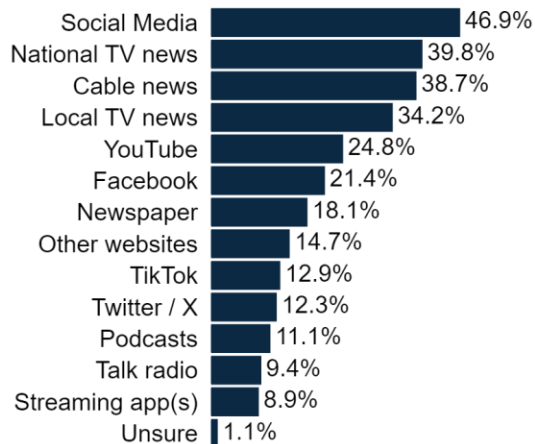
	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	UnionMbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Yes	26%	24%	28%	33%	16%	36%	21%	25%	31%	28%	18%	29%	23%	28%	29%	24%	27%	27%	25%	24%	28%	26%	24%	34%	30%	40%	35%	27%	27%	22%	21%	46%	28%	28%	19%
No	69%	71%	67%	61%	79%	59%	74%	72%	61%	67%	77%	66%	72%	66%	67%	72%	67%	67%	70%	71%	66%	69%	71%	57%	64%	53%	59%	67%	66%	74%	60%	48%	67%	64%	78%
Unsure	5%	5%	5%	6%	4%	5%	5%	3%	8%	5%	4%	4%	5%	5%	4%	5%	6%	6%	4%	5%	6%	5%	5%	9%	6%	7%	6%	6%	6%	4%	19%	5%	6%	8%	4%



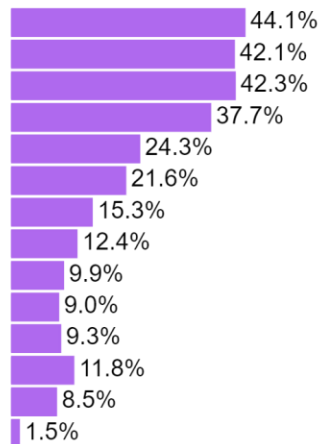
Do you know someone who has died from a fentanyl overdose?

# News Sources

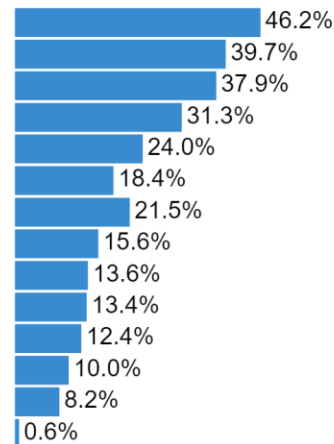
## Overall



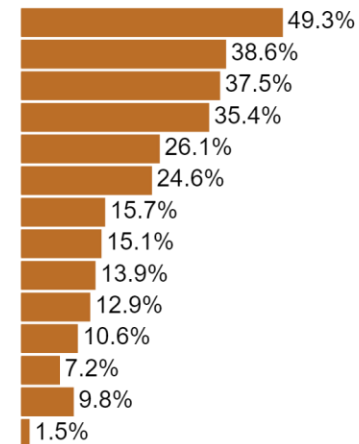
## Swing States



## Blue States



## Red States

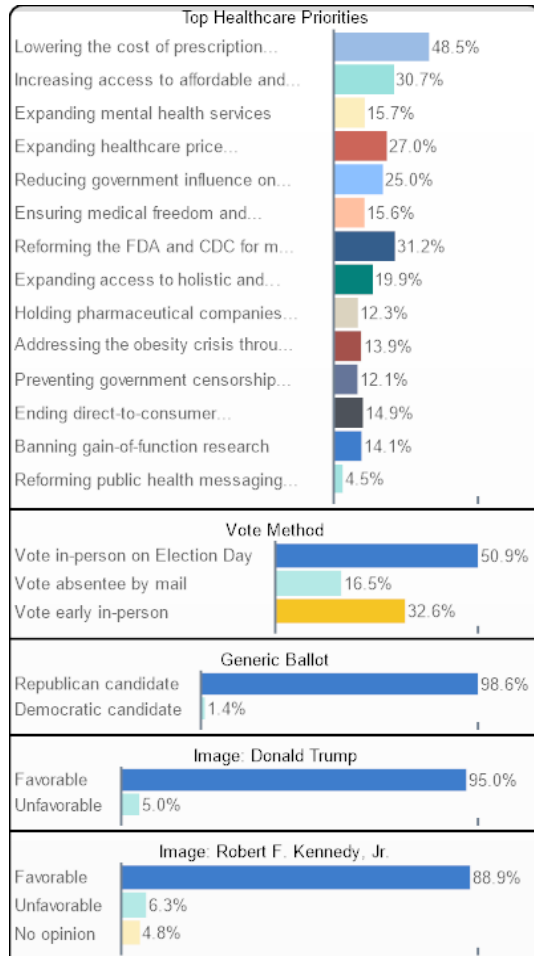


	Overall	Female	Male	F <55	F 55+	M <55	M 55+	M Col	M No Col	F No Col	F Col	Urban	Suburban	Rural	Swing States	Blue States	Red States	Republican	Independent	Democrat	Trump GOP	Trad GOP	White	Black	Hispanic	Parent	Union Mbr/HH	Swing Voter	Trump '24	Harris '24	0 of 4	1 of 4	2 of 4	3 of 4	4 of 4
Social Media	47%	47%	47%	66%	31%	66%	29%	47%	46%	52%	40%	58%	42%	46%	44%	46%	49%	51%	47%	42%	53%	47%	42%	67%	57%	67%	53%	52%	53%	39%	69%	66%	53%	48%	37%
National TV news	40%	41%	39%	30%	50%	29%	48%	41%	36%	34%	51%	37%	42%	39%	42%	40%	39%	31%	35%	52%	26%	42%	43%	33%	25%	29%	39%	39%	28%	53%	25%	24%	37%	34%	48%
Cable news	39%	37%	40%	29%	44%	30%	49%	43%	37%	35%	42%	34%	40%	40%	42%	38%	37%	43%	32%	37%	46%	39%	42%	29%	27%	28%	35%	33%	43%	36%	19%	28%	37%	38%	44%
Local TV news	34%	37%	31%	29%	44%	21%	40%	29%	34%	37%	37%	29%	34%	39%	38%	31%	35%	31%	36%	36%	26%	39%	37%	26%	24%	25%	27%	37%	30%	39%	29%	22%	32%	34%	39%
YouTube	25%	22%	28%	31%	14%	41%	16%	27%	29%	26%	16%	32%	24%	20%	24%	24%	26%	27%	25%	21%	29%	24%	20%	51%	32%	35%	29%	29%	30%	20%	41%	43%	28%	24%	17%
Facebook	21%	23%	19%	31%	16%	30%	10%	20%	18%	26%	19%	29%	17%	23%	22%	18%	25%	23%	19%	20%	23%	24%	20%	30%	21%	35%	26%	21%	24%	18%	38%	33%	23%	20%	16%
Newspaper	18%	15%	21%	11%	19%	18%	25%	25%	18%	11%	21%	24%	17%	15%	15%	22%	16%	14%	22%	21%	11%	19%	19%	11%	20%	16%	25%	19%	13%	23%	13%	13%	12%	13%	23%
Other websites	15%	15%	15%	13%	17%	14%	15%	19%	10%	13%	17%	15%	15%	14%	12%	16%	15%	13%	19%	15%	13%	14%	16%	7%	8%	12%	14%	15%	14%	16%	11%	10%	14%	18%	16%
TikTok	13%	15%	10%	28%	4%	19%	2%	9%	12%	17%	13%	17%	11%	12%	10%	14%	14%	11%	15%	14%	13%	8%	10%	23%	20%	22%	15%	15%	12%	13%	26%	29%	15%	15%	6%
Twitter / X	12%	8%	17%	12%	5%	25%	9%	16%	17%	8%	9%	15%	12%	11%	9%	13%	13%	16%	11%	9%	16%	15%	11%	17%	17%	19%	14%	12%	17%	8%	17%	13%	13%	16%	11%
Podcasts	11%	11%	12%	12%	10%	13%	10%	13%	11%	11%	10%	10%	11%	12%	9%	12%	11%	13%	13%	8%	12%	12%	10%	14%	19%	13%	11%	12%	14%	7%	2%	9%	9%	18%	11%
Talk radio	9%	8%	11%	9%	8%	10%	11%	10%	11%	7%	9%	7%	11%	9%	12%	10%	7%	13%	9%	5%	15%	9%	10%	5%	11%	9%	11%	10%	13%	6%	7%	7%	7%	12%	10%
Streaming app(s)	9%	9%	8%	10%	8%	9%	8%	8%	8%	11%	7%	10%	9%	7%	9%	8%	10%	10%	8%	8%	10%	9%	8%	13%	9%	10%	11%	8%	10%	7%	2%	9%	12%	13%	7%
Unsure	1%	1%	1%	1%	2%	2%	0%	1%	0%	2%	1%	1%	1%	2%	2%	1%	1%	1%	1%	1%	1%	0%	2%	0%	0%	1%	0%	0%	1%	1%	3%	2%	1%	1%	1%

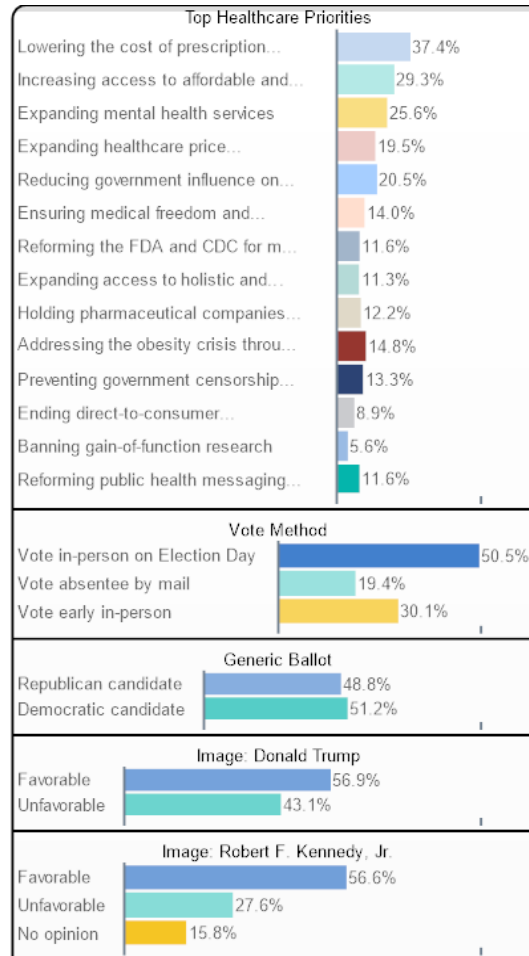
What are your primary sources for news? Select up to three options.

# Segmentation Analysis:

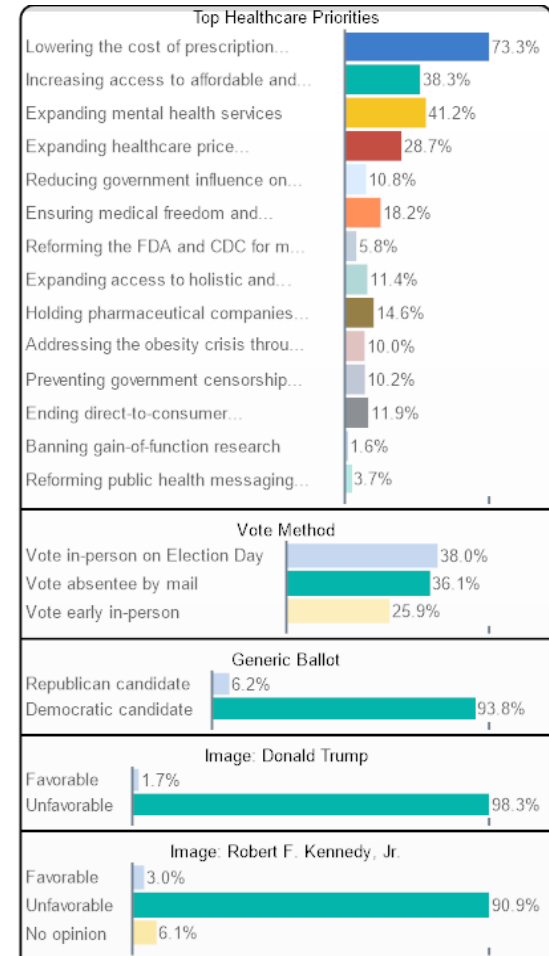
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

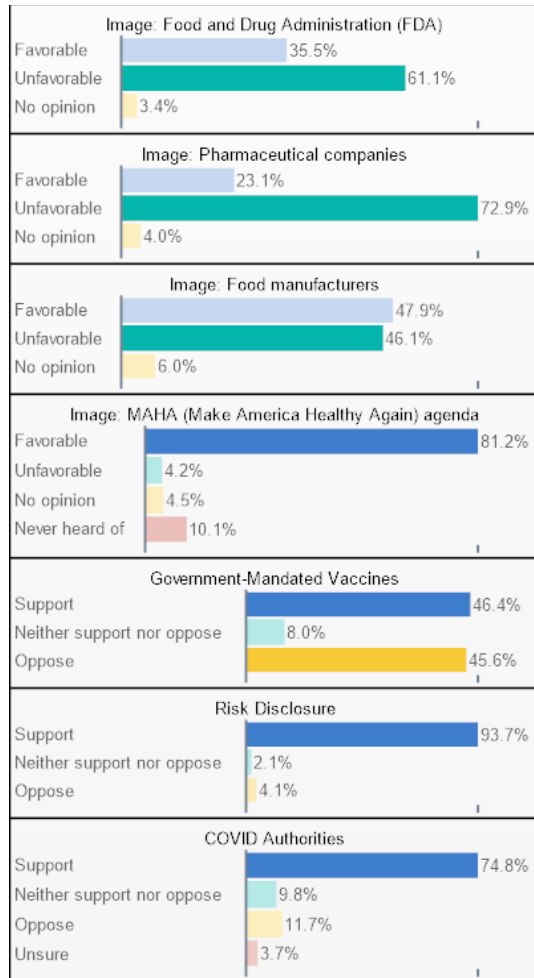


## MAHA Unfav (36%)

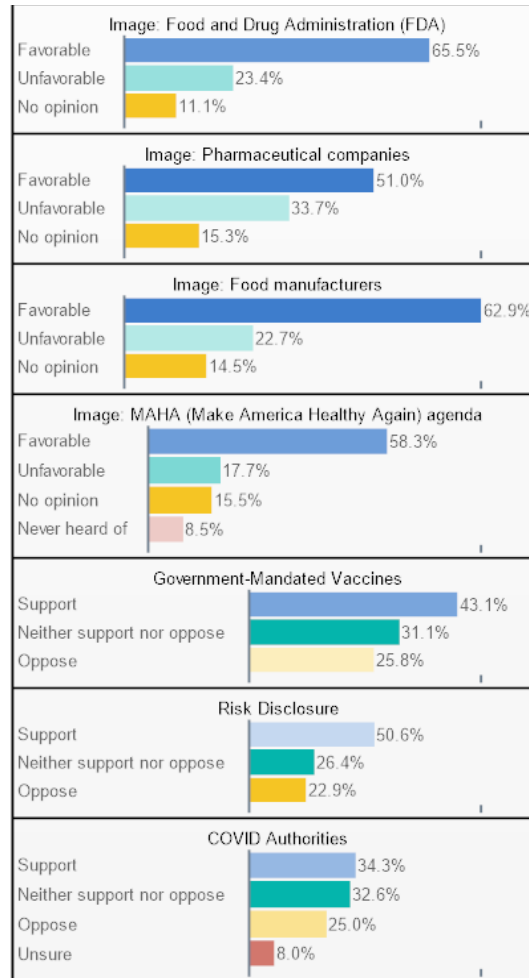


# Segmentation Analysis:

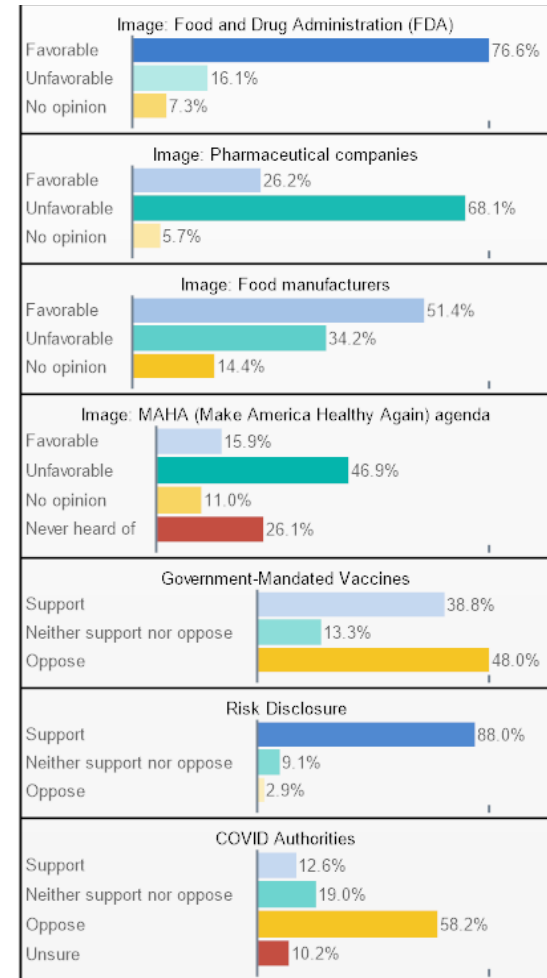
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

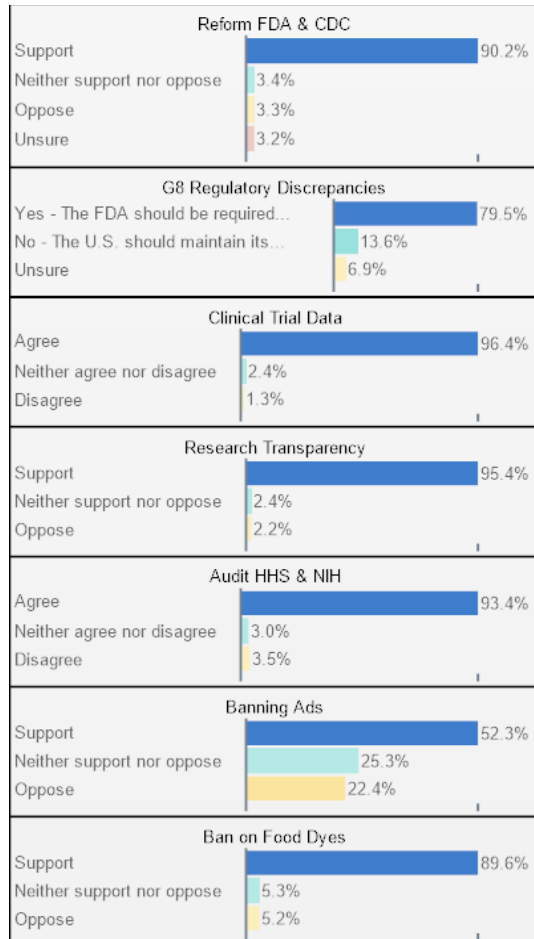


## MAHA Unfav (36%)

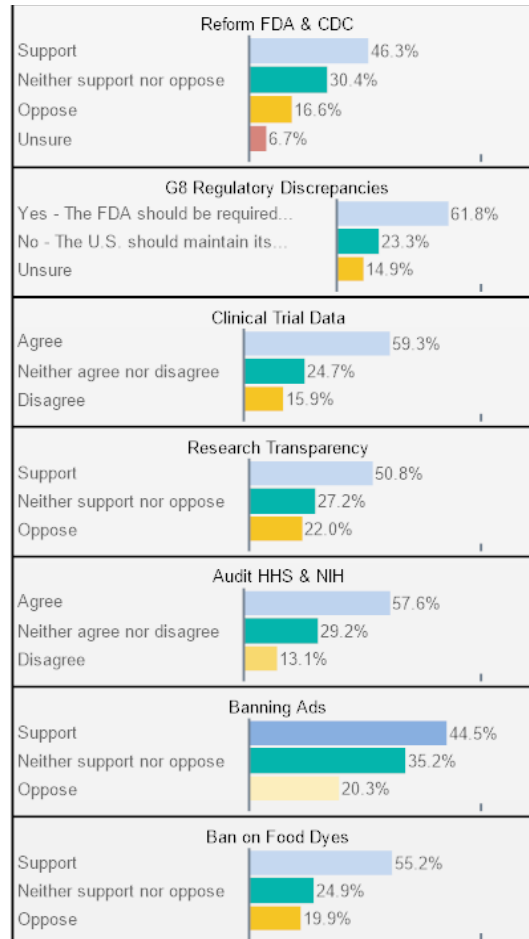


# Segmentation Analysis:

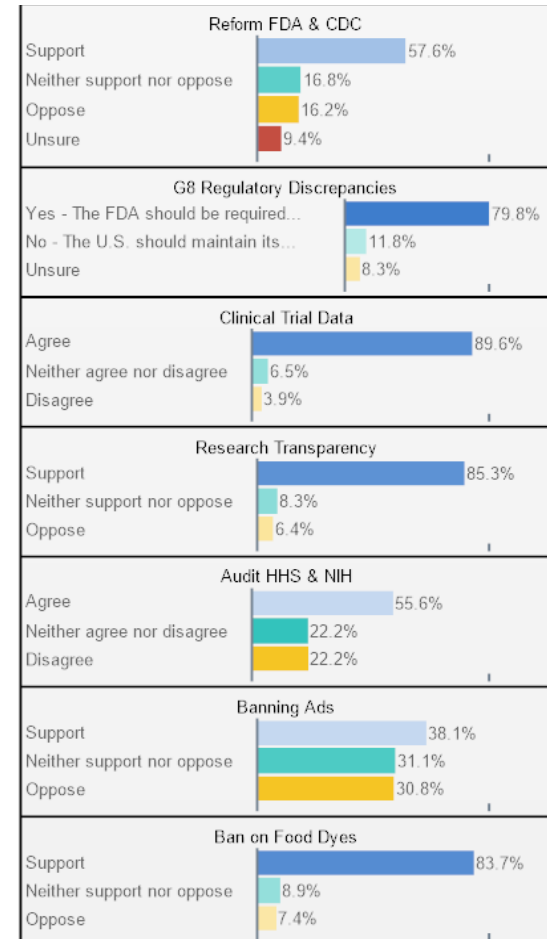
## MAHA Fav (33%)



## Lean MAHA Fav (30%)



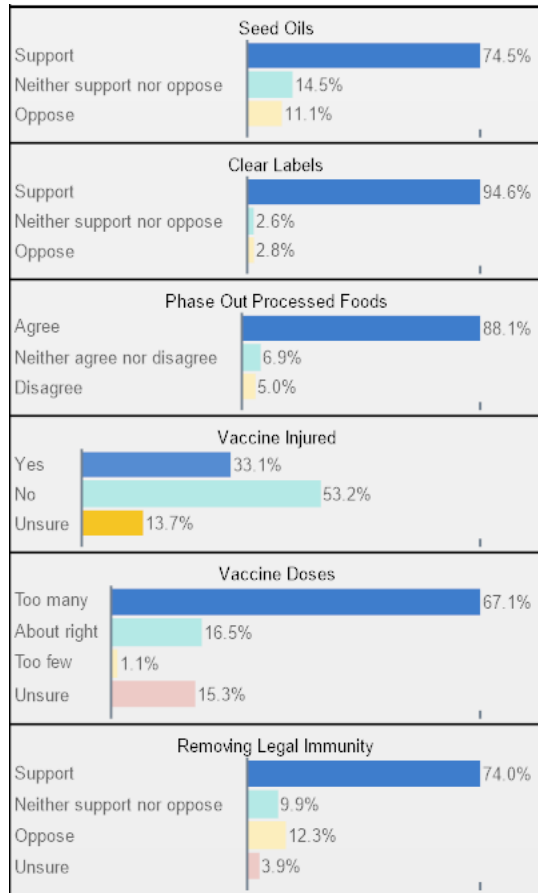
## MAHA Unfav (36%)



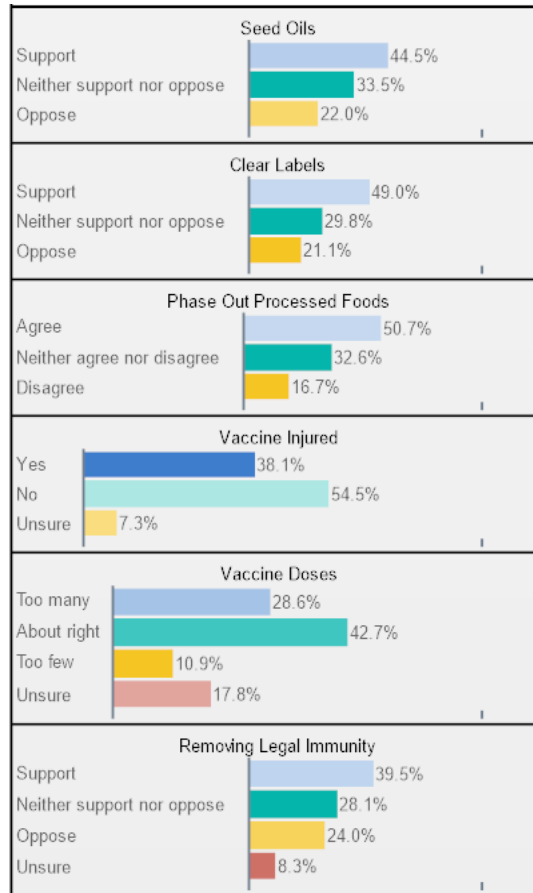


# Segmentation Analysis:

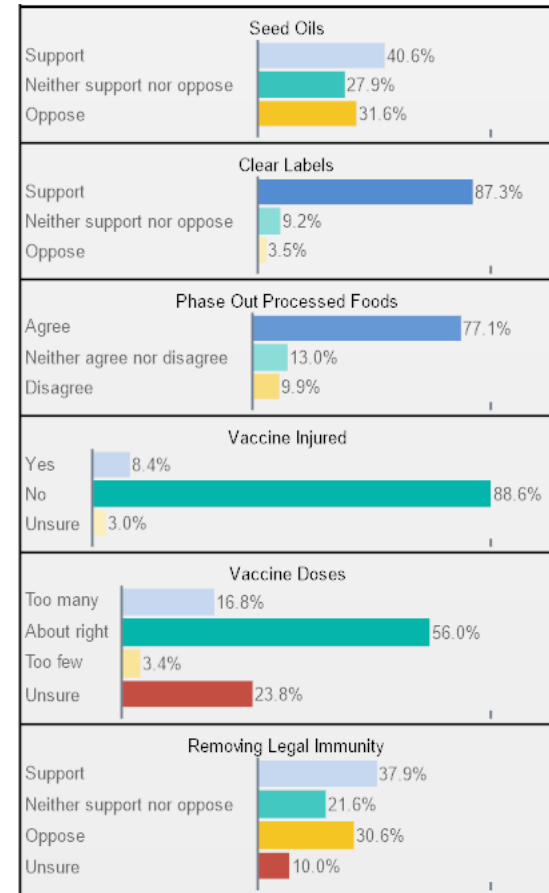
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

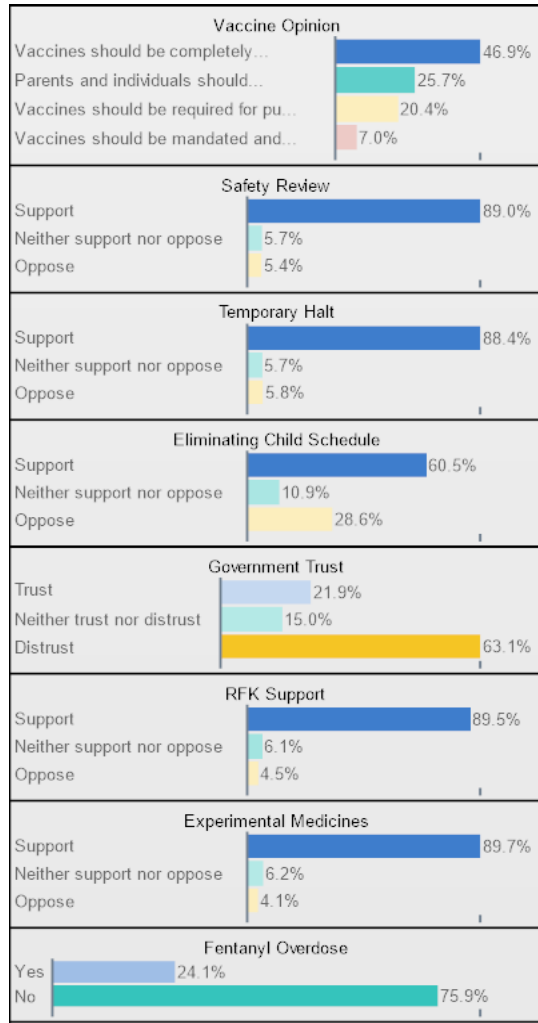


## MAHA Unfav (36%)

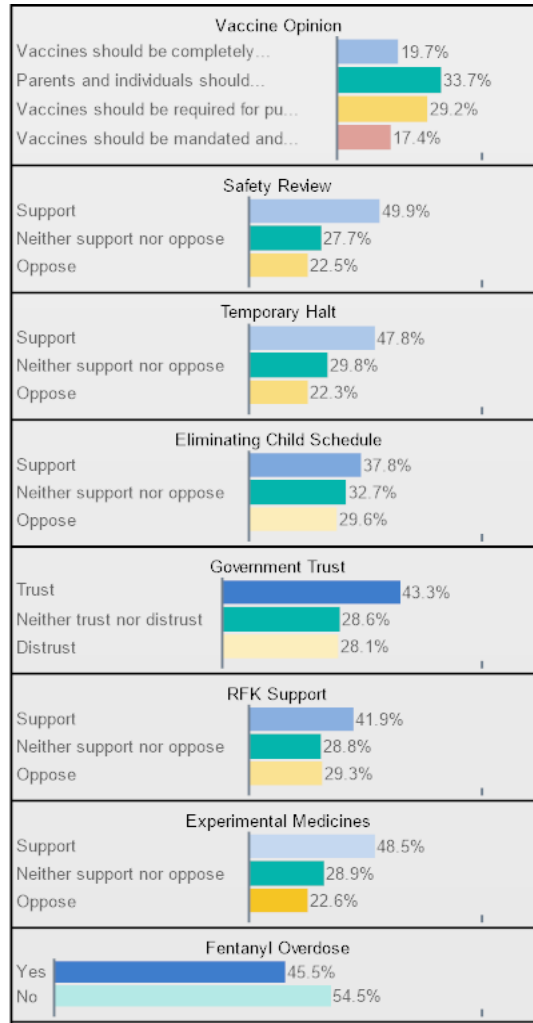


# Segmentation Analysis:

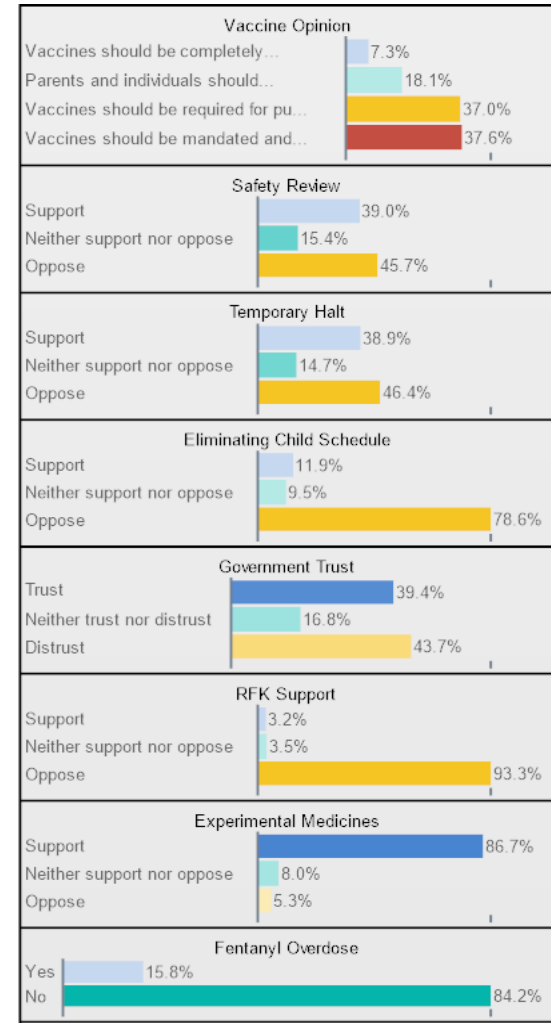
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

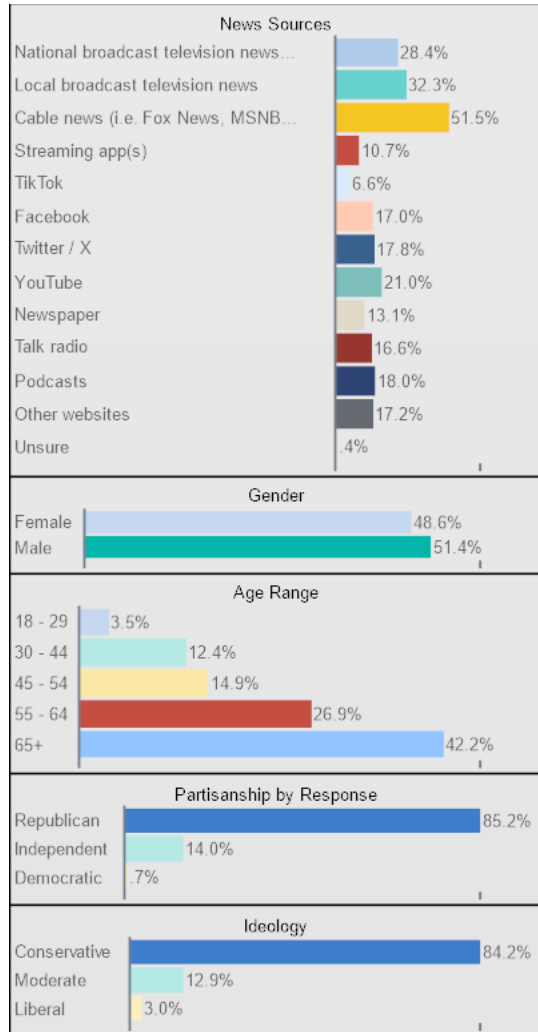


## MAHA Unfav (36%)

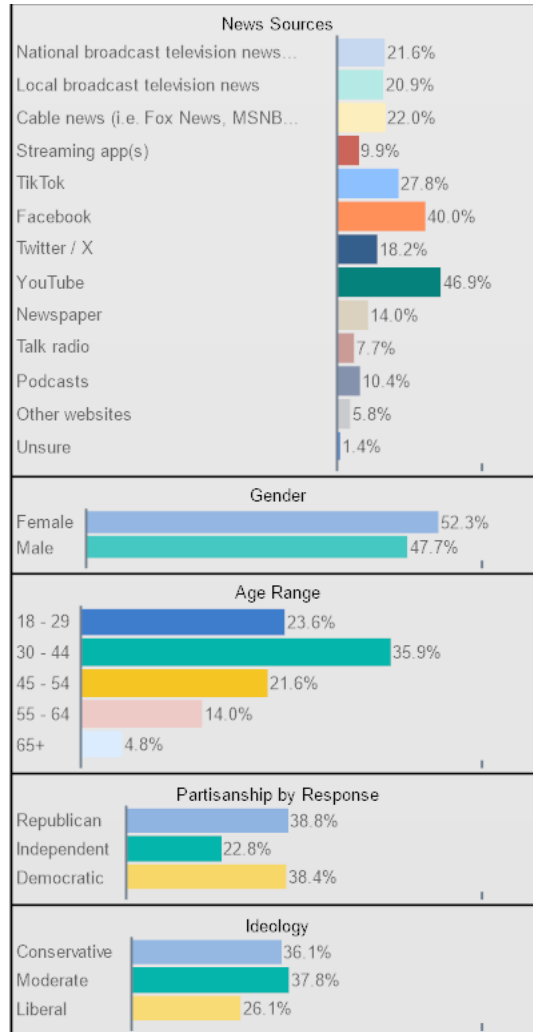


# Segmentation Analysis:

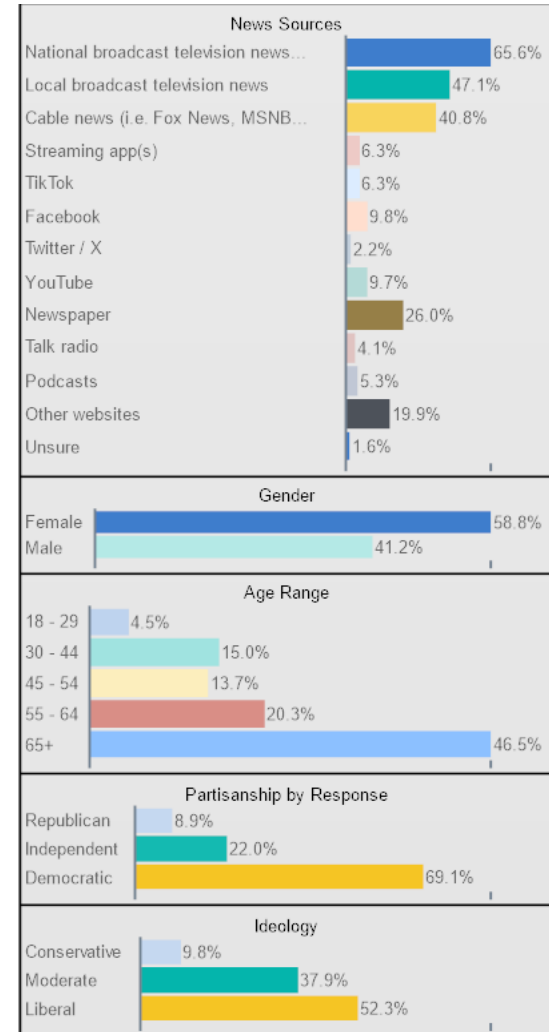
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

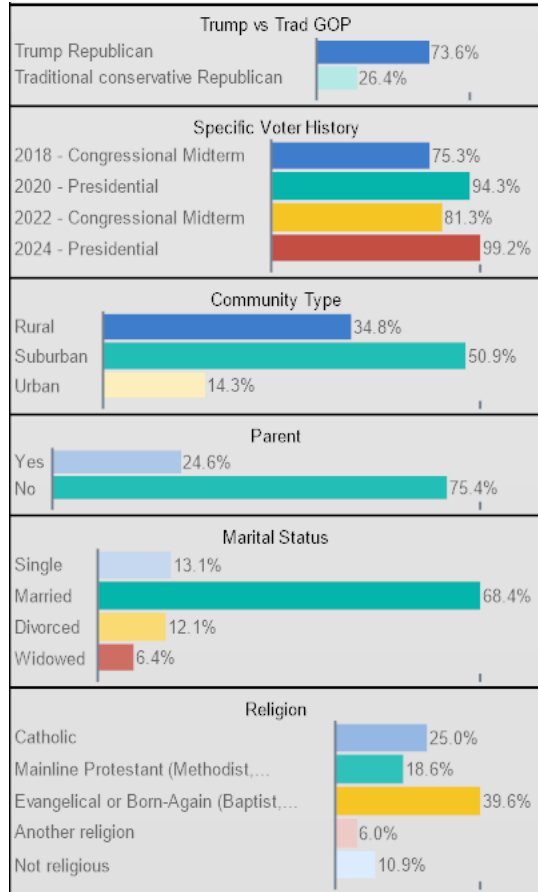


## MAHA Unfav (36%)

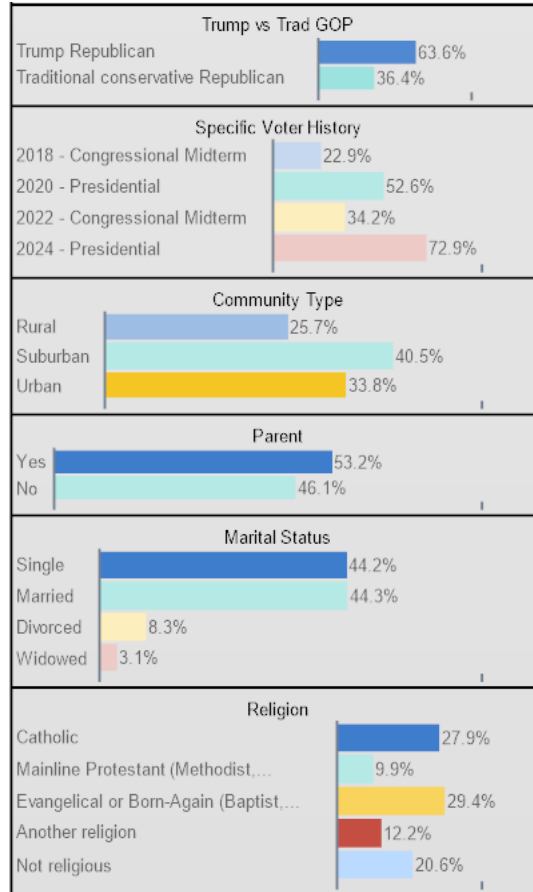


# Segmentation Analysis:

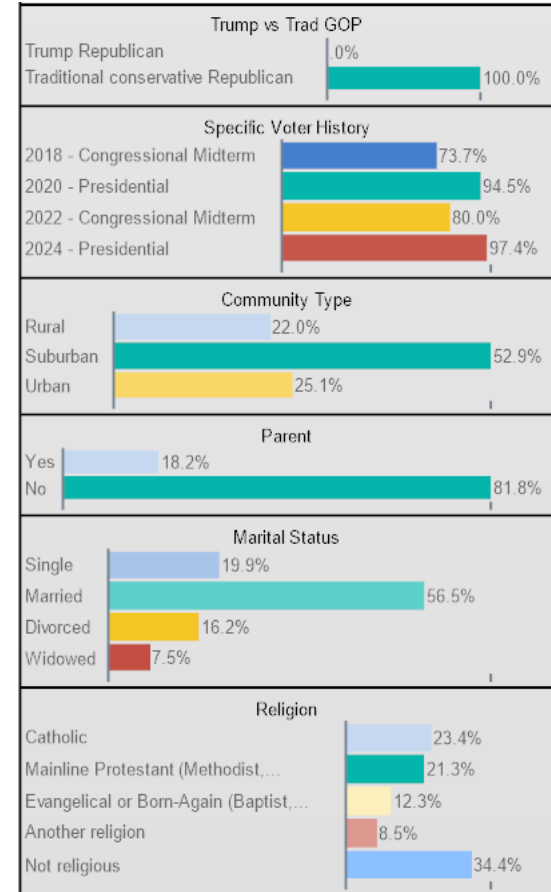
## MAHA Fav (33%)



## Lean MAHA Fav (30%)

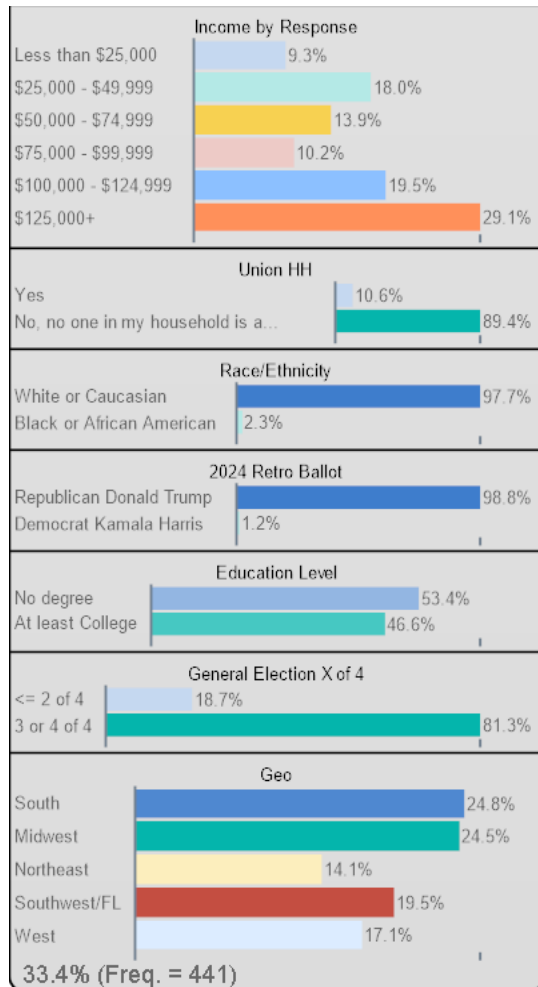


## MAHA Unfav (36%)

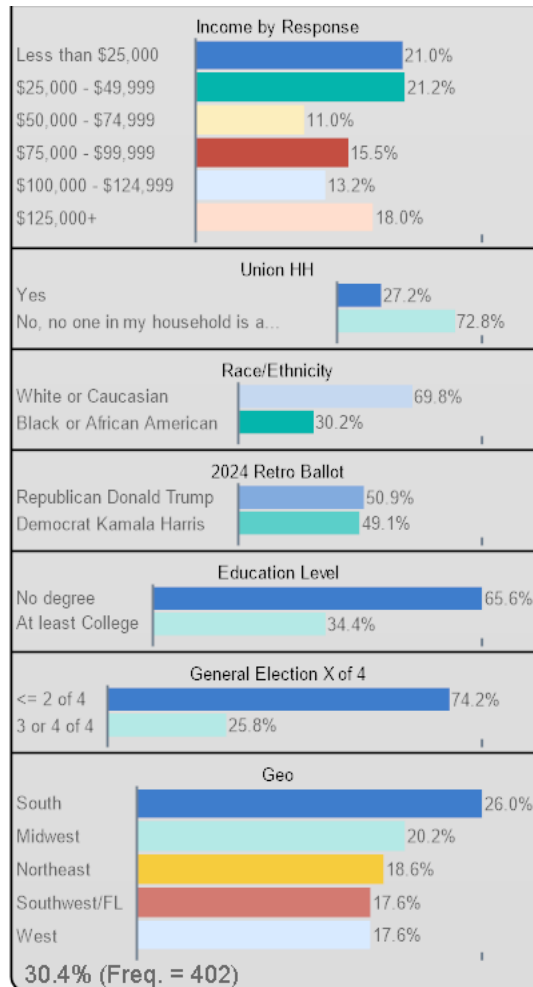


# Segmentation Analysis:

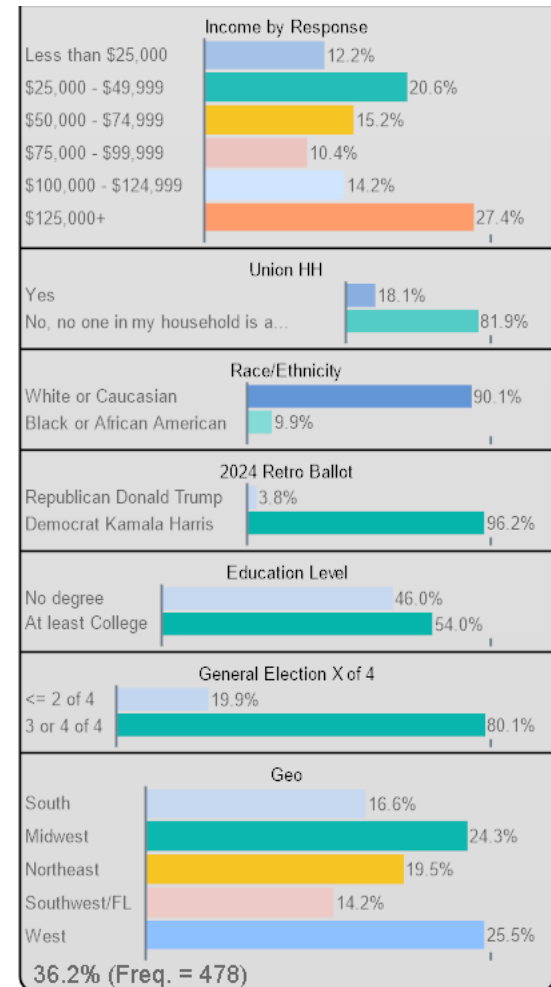
## MAHA Fav (33%)



## Lean MAHA Fav (30%)



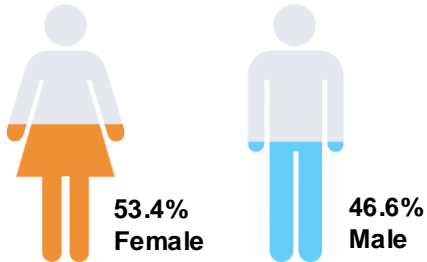
## MAHA Unfav (36%)



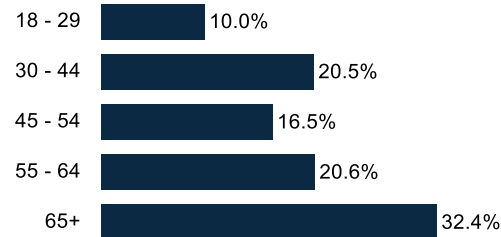


# Demographics (Overall)

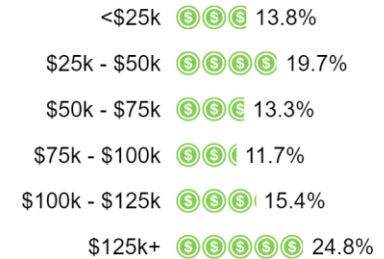
## Sex



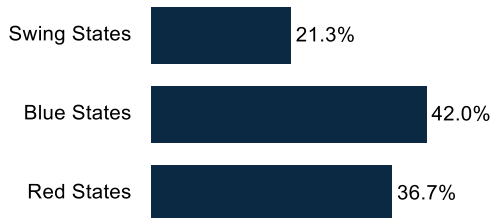
## Age Range



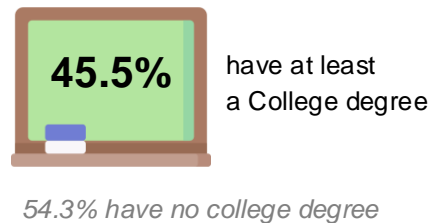
## Household Income



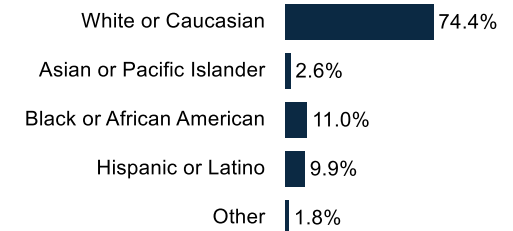
## Geo - State



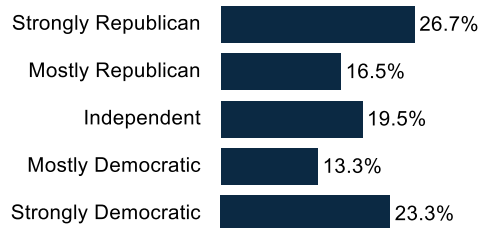
## Education



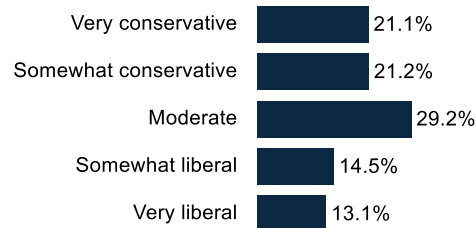
## Race/Ethnicity



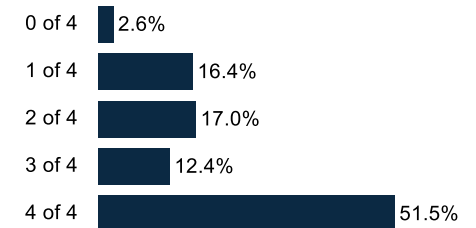
## Partisanship



## Ideology

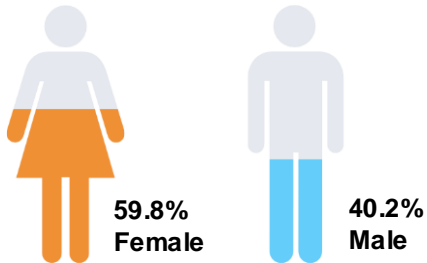


## General Election X of 4

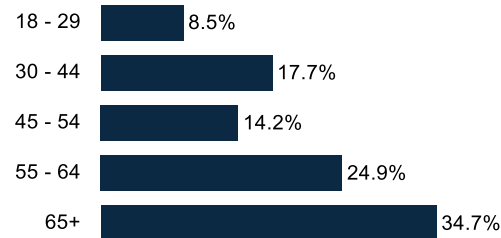


# Demographics (Swing States)

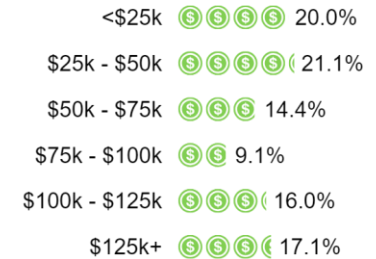
## Sex



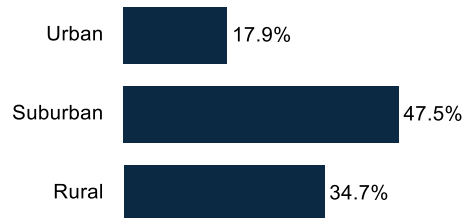
## Age Range



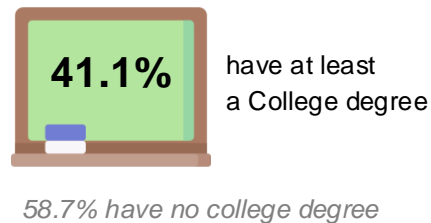
## Household Income



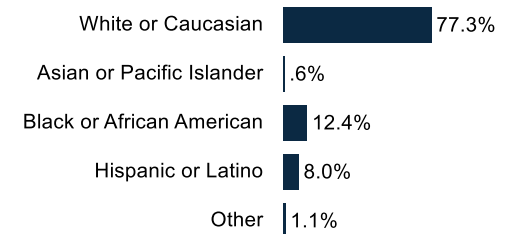
## Community Type



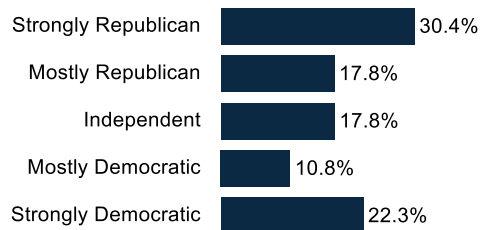
## Education



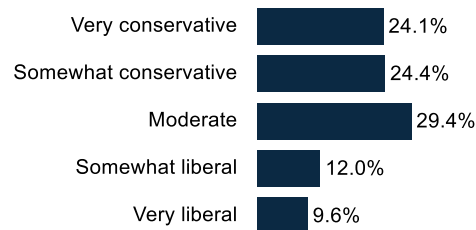
## Race/Ethnicity



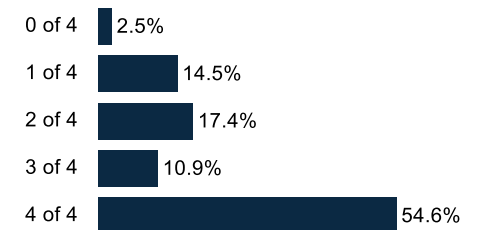
## Partisanship



## Ideology

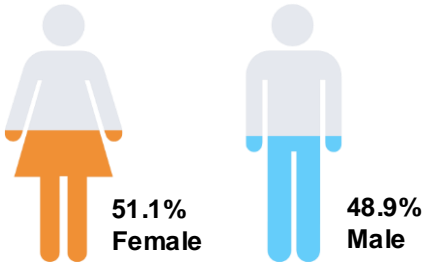


## General Election X of 4

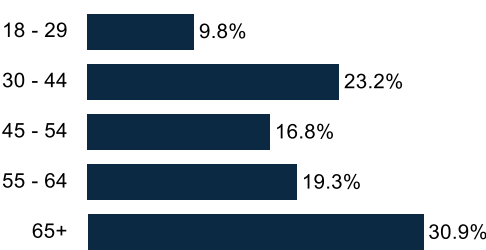


# Demographics (Blue States)

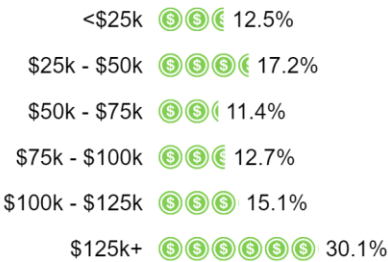
## Sex



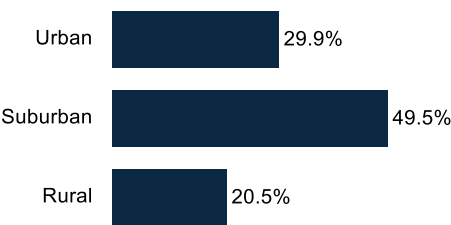
## Age Range



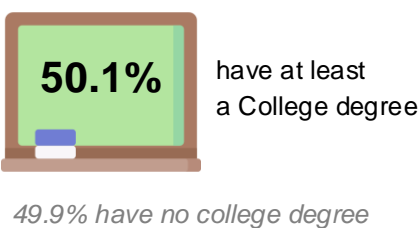
## Household Income



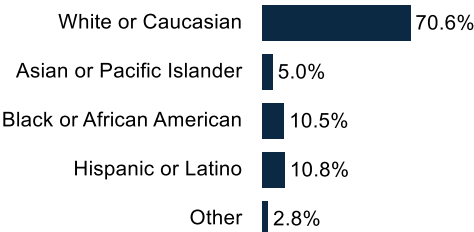
## Community Type



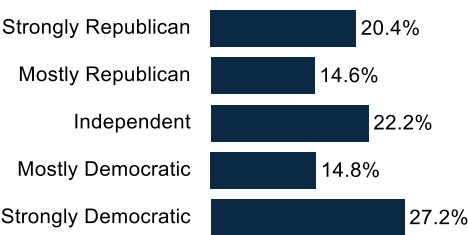
## Education



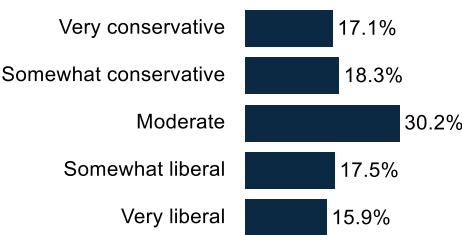
## Race/Ethnicity



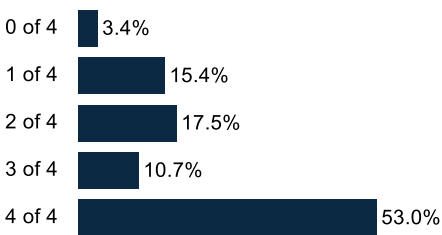
## Partisanship



## Ideology

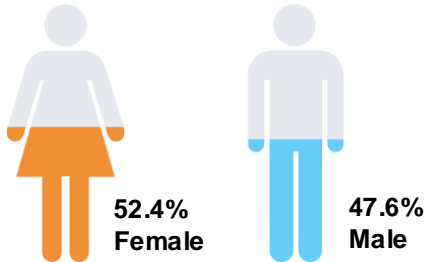


## General Election X of 4

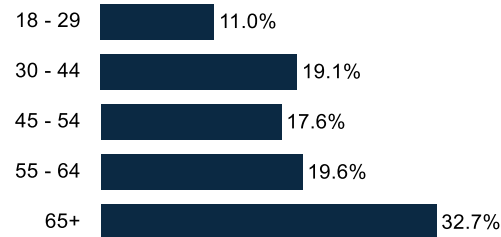


# Demographics (Red States)

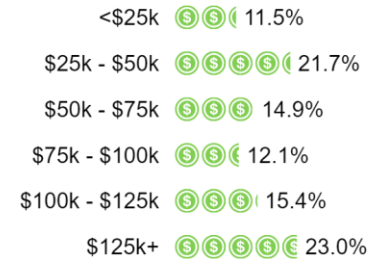
## Sex



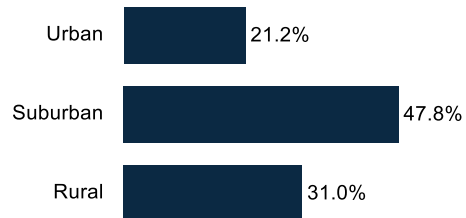
## Age Range



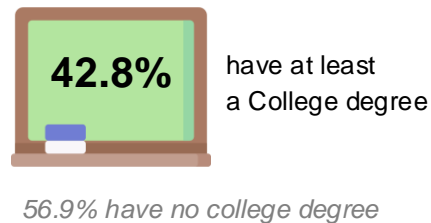
## Household Income



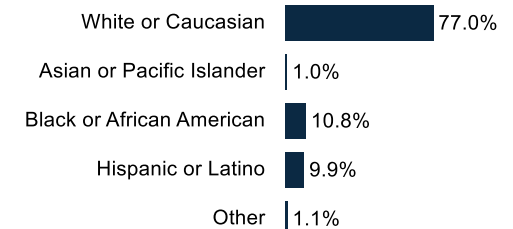
## Community Type



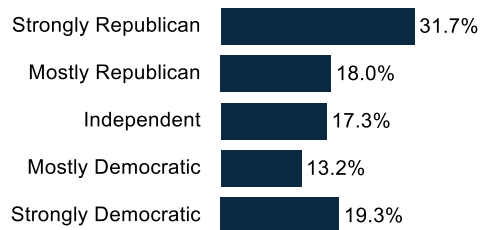
## Education



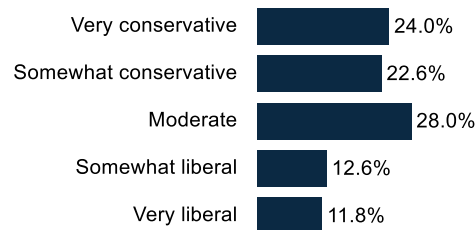
## Race/Ethnicity



## Partisanship



## Ideology



## General Election X of 4

