

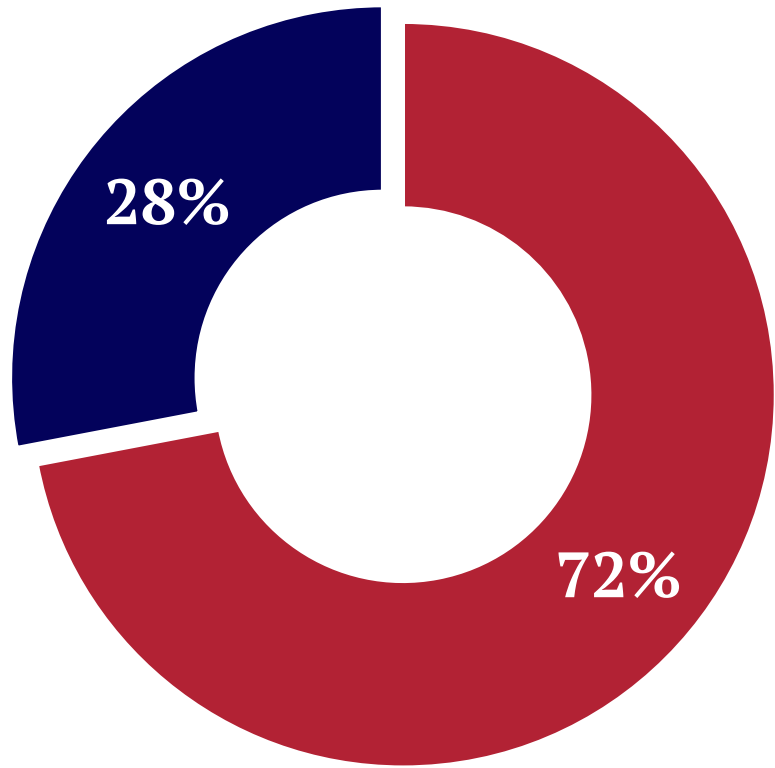


**Analysis of Voter Support for
Trump's MAHA Agenda**
*Analysis of Voter Sentiments About American
Health and the Health Care System*

 **McLaughlin & Associates**

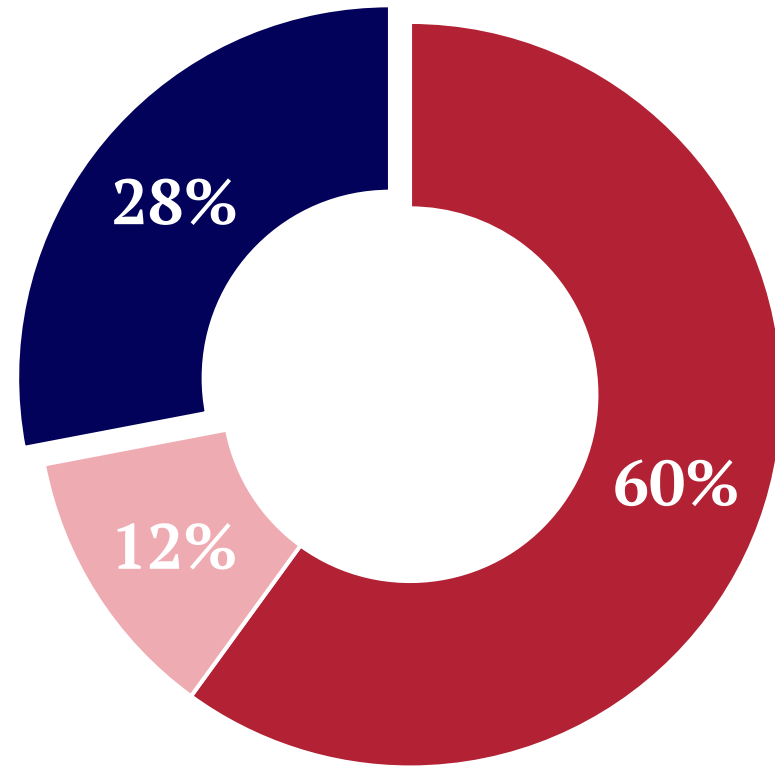


VOTER UNIVERSE – March 4-7, 2025



■ New Majority

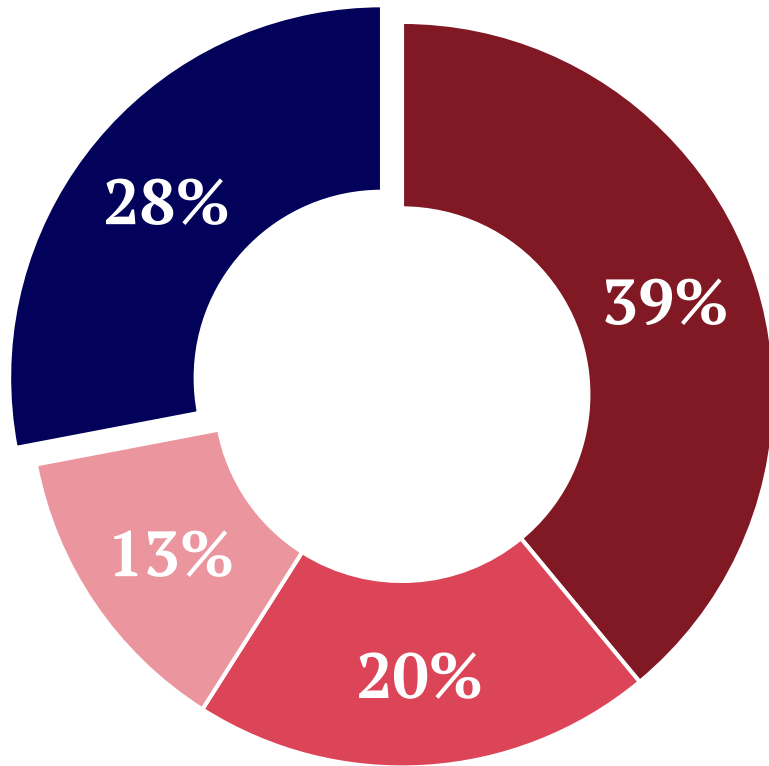
■ Left Minority



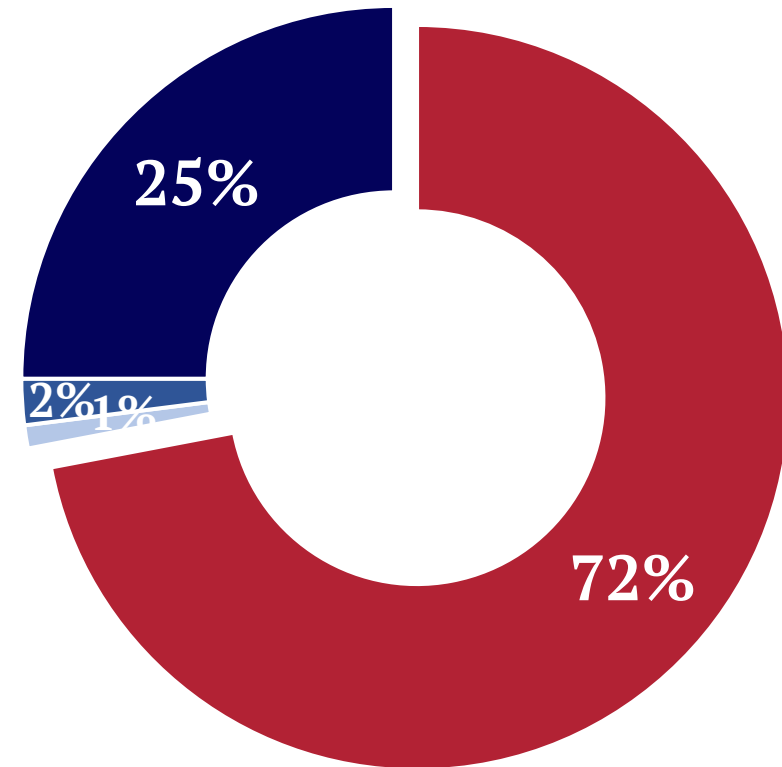
- Core New Majority (All those who scored 7.5 and above AND those who scored between 5.5 and 7.4 who are definitely voting GOP in 2026)
- Expanded New Majority (Scored between 5.5 and 7.4 who are leaning DEM, undecided, leaning GOP, or probably voting GOP in 2026)
- Left Minority (All those who scored between 0 and 5.4 AND those who scored between 5.5 and 7.4 who are probably or definitely voting DEM in 2026)



VOTER UNIVERSE – March 4-7, 2025



- New Majority definitely or probably voting GOP in 2026
- New Majority who are undecided or leaning in 2026
- New Majority who are probably or definitely voting Dem in 2026
- Left Minority



- New Majority
- Left Minority who are undecided or leaning in 2026
- Left Minority who are definitely or probably voting GOP in 2026
- Left Minority definitely or probably voting Dem in 2026

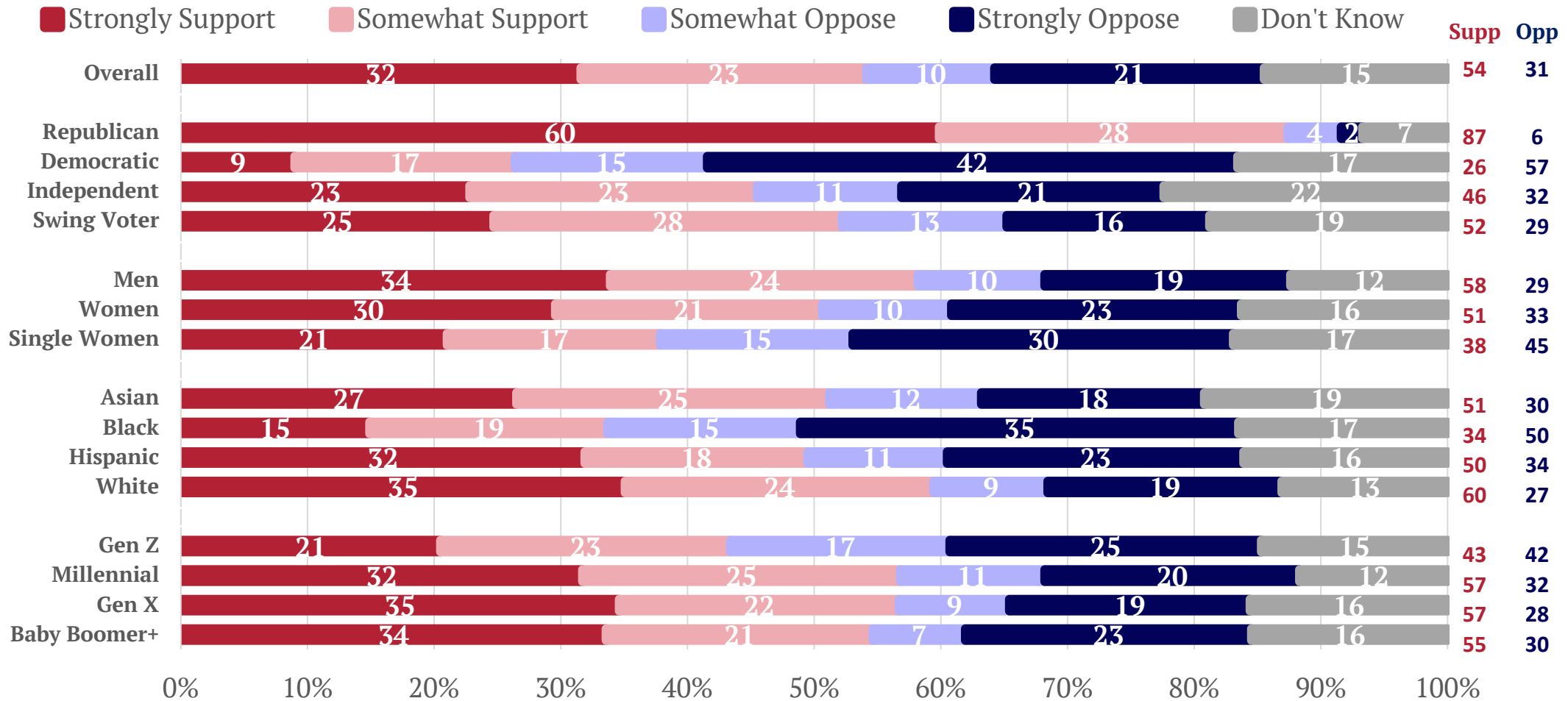
KEY TAKEAWAYS

- 54% of voters support President Trump's agenda to Make America Healthy Again (MAHA). Support rose to 65% after respondents learned more about the rise of chronic disease and the mission of the [MAHA Commission](#).
- The rise in support among key demographic groups shows the potential of the MAHA agenda to broaden the President's approval.
- 69% of voters agree that the American health care system relies too much on medication and surgery to treat chronic disease. A smaller majority, 58%, agree American children are overmedicated.
- 71% of voters agree that we don't know enough about the long-term health effects of many medicines prescribed to children. Opinion is divided, however, when it comes knowledge of the health impacts of vaccines.
- Most blame unhealthy food and lack of exercise for the rise in chronic disease.

Most Support Trump's MAHA Agenda

SWING VOTERS SUPPORT BY 23-POINT MARGIN

“Switching topics...Do you support or oppose President Trump’s agenda to Make America Healthy Again (MAHA)?”

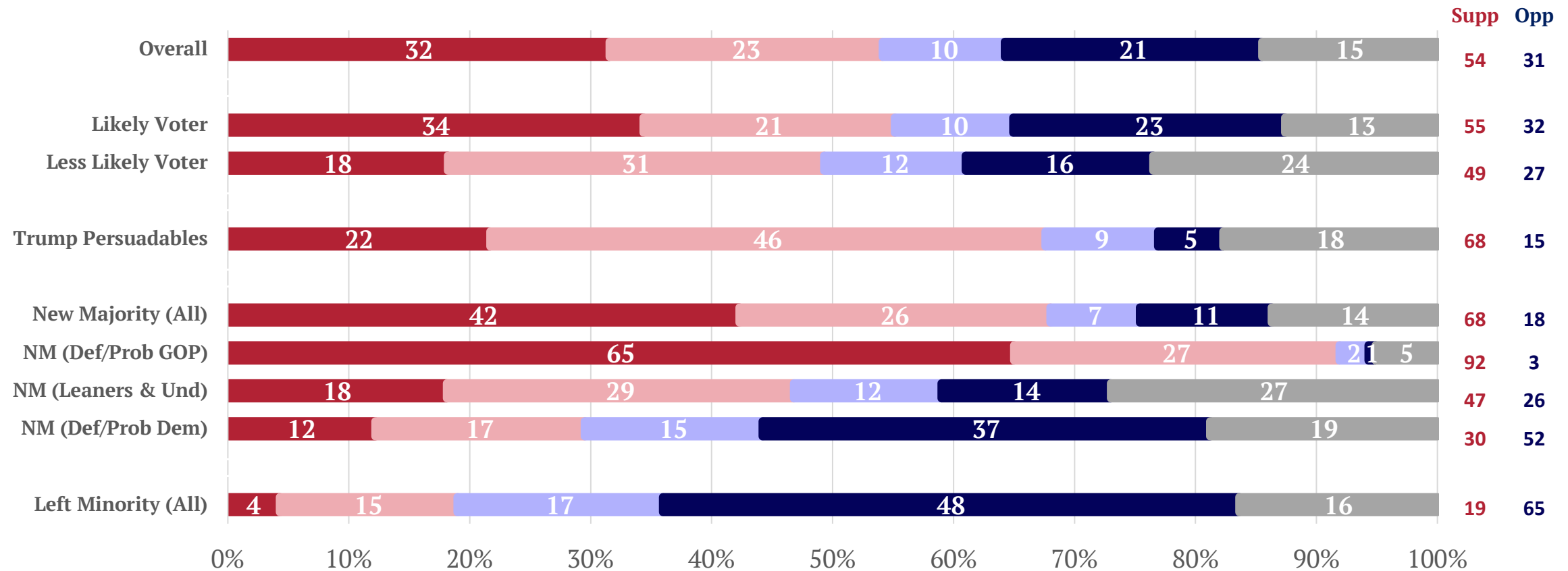


Most Support Trump's MAHA Agenda

PLURALITY OF LEANING OR UNDECIDED NEW MAJORITY VOTERS FAVOR

“Switching topics...Do you support or oppose President Trump’s agenda to Make America Healthy Again (MAHA)?”

Strongly Support Somewhat Support Somewhat Oppose Strongly Oppose Don't Know



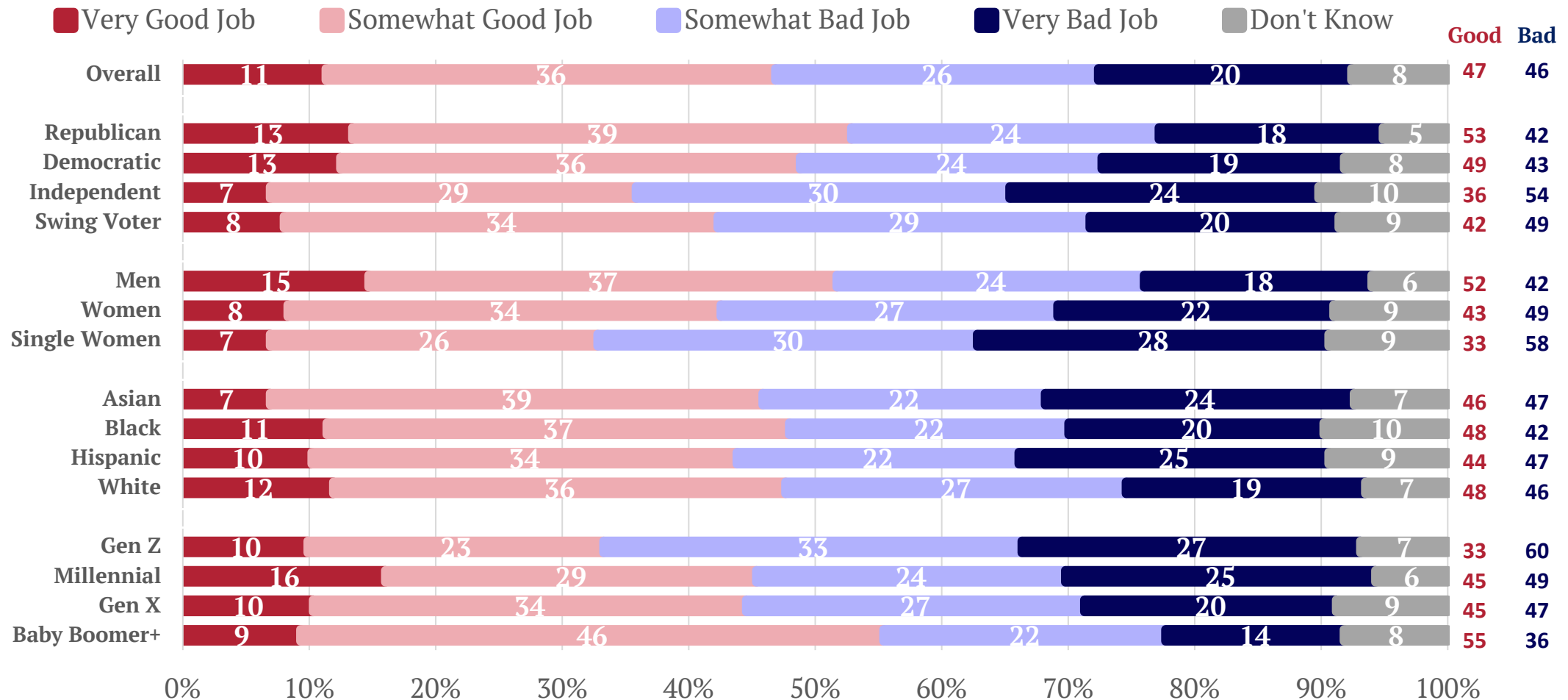
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Americans Divided on Health System's Handling of Chronic Disease

INDEPENDENTS, WOMEN, AND YOUNGER AMERICANS ARE MORE NEGATIVE

“Would you say the American health care system currently does a good job or bad job handling chronic diseases like cancer, dementia, depression diabetes and heart disease?”

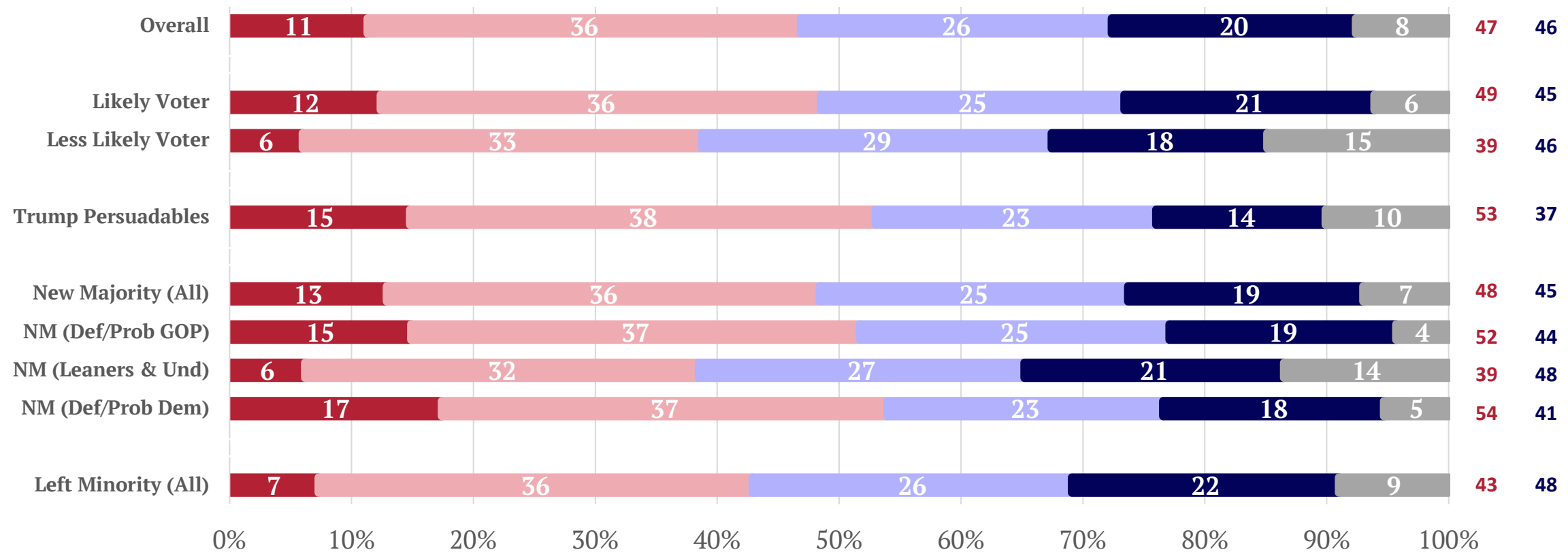


Small Ideological Difference in Views of Health System's Handling of Chronic Disease

“Would you say the American health care system currently does a good job or bad job handling chronic diseases like cancer, dementia, depression diabetes and heart disease?”

Very Good Job Somewhat Good Job Somewhat Bad Job Very Bad Job Don't Know

Good Bad

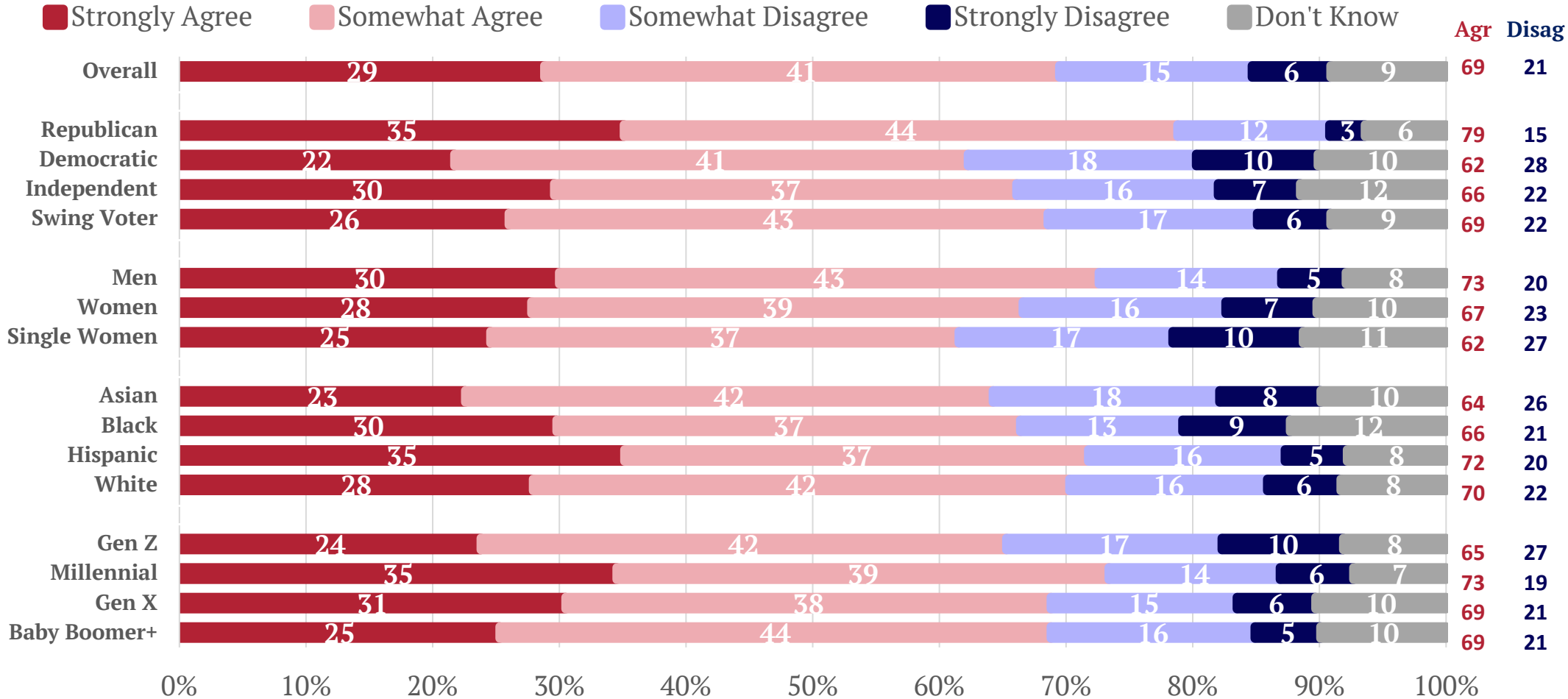


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Broad Agreement that Health System Relies Too Much on Drugs and Surgery

“Do you agree or disagree that the American health care system relies too much on medication and surgery to treat chronic disease, and not enough on lifestyle medicine like diet and exercise?”

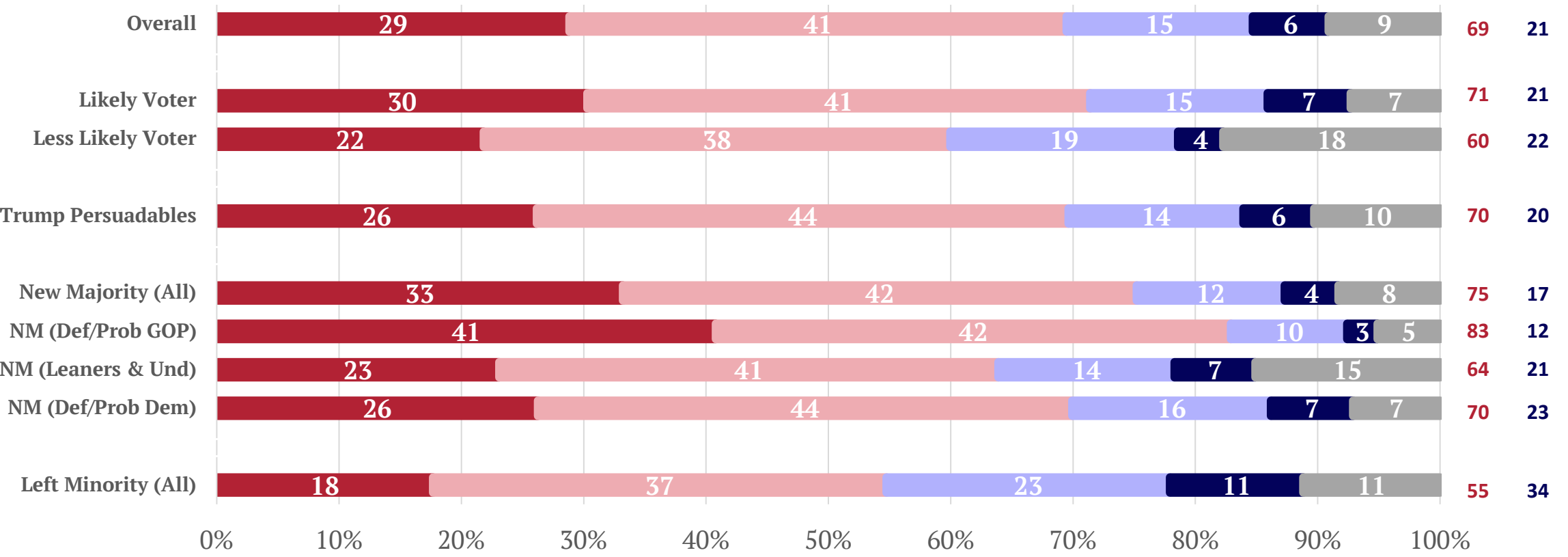


Expanding Use of Lifestyle Medicine to Treat Chronic Has Potential for Broad Ideological Support

“Do you agree or disagree that the American health care system relies too much on medication and surgery to treat chronic disease, and not enough on lifestyle medicine like diet and exercise?”

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

Agr **Disag**



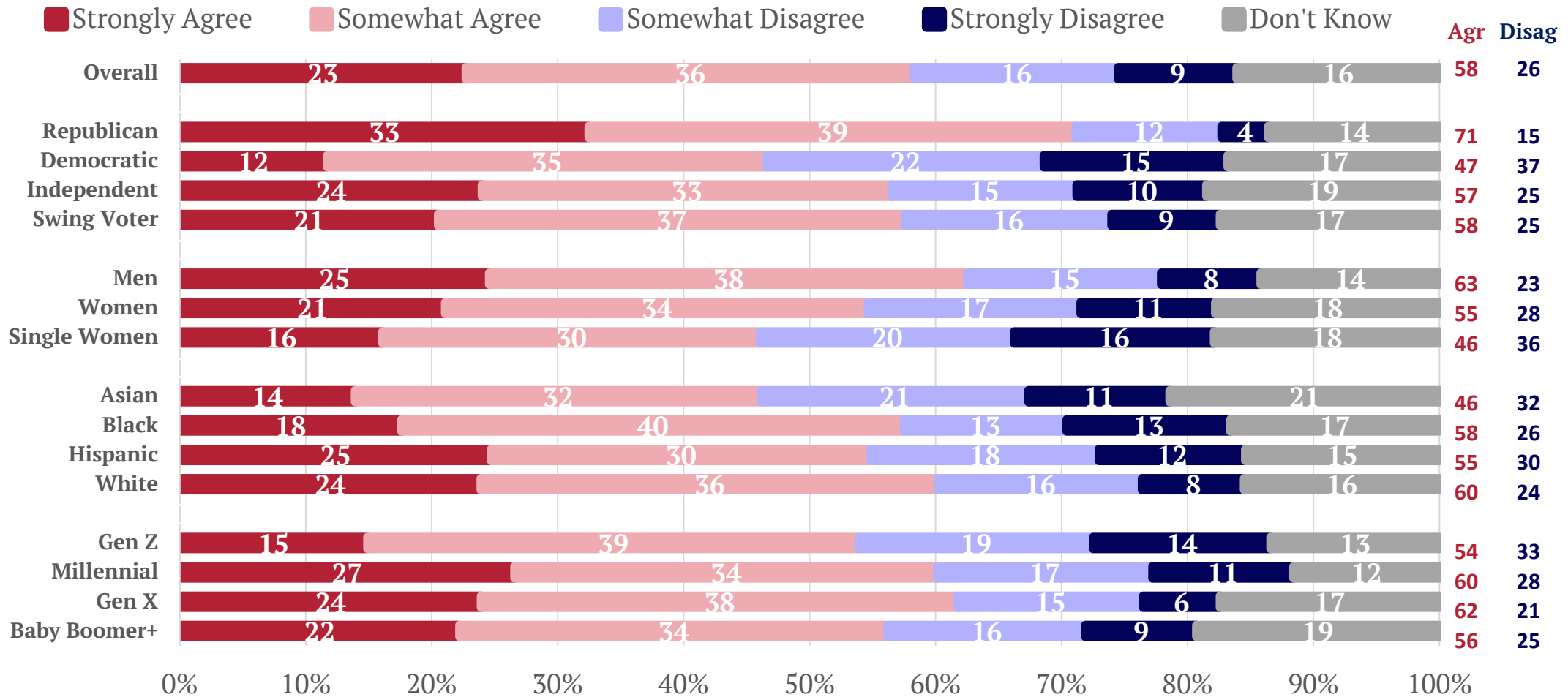
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Most Agree American Children Are Overmedicated

AGREEMENT STRONGEST W/ REPUBLICANS BUT MAJORITIES OR PLURALITIES OF OTHER GROUPS ALSO AGREE

“What about how the American health care system treats children? Do you agree or disagree that American children are overmedicated?”

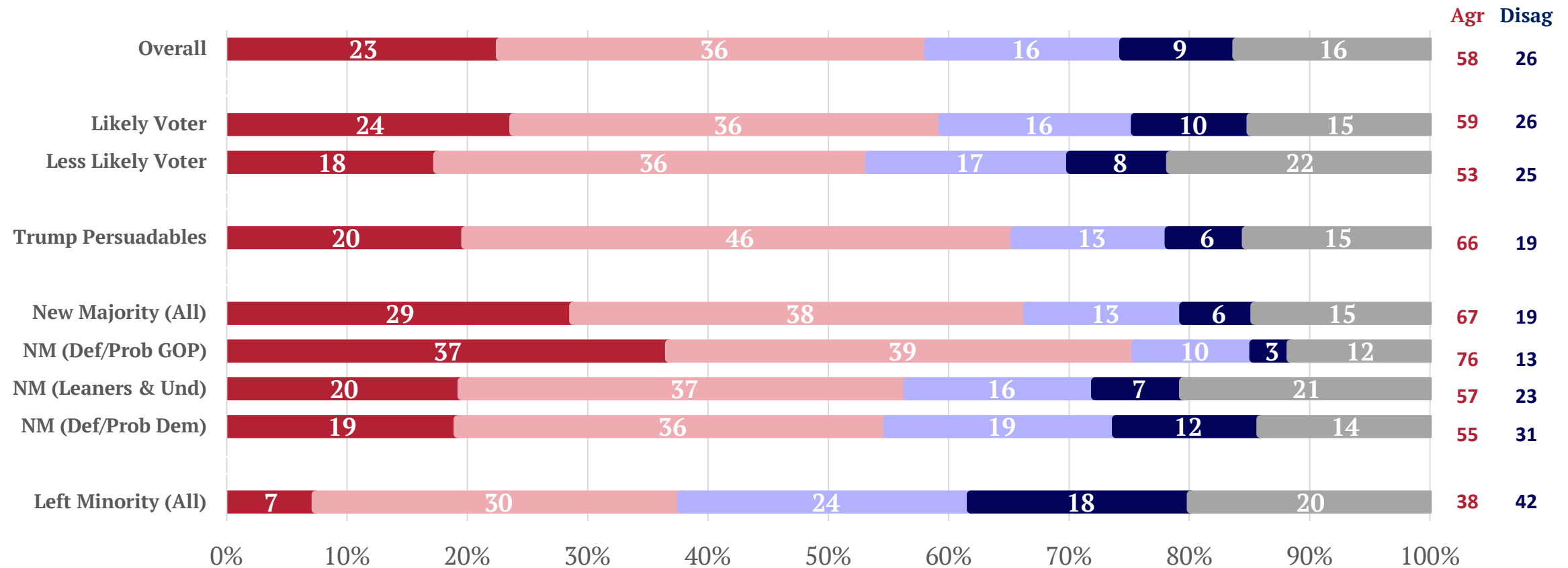


Most Agree American Children Are Overmedicated

SUPPORT FROM TRUMP PERSUADABLES AND NEW MAJORITY VOTER TARGET GROUPS

“What about how the American health care system treats children? Do you agree or disagree that American children are overmedicated?”

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

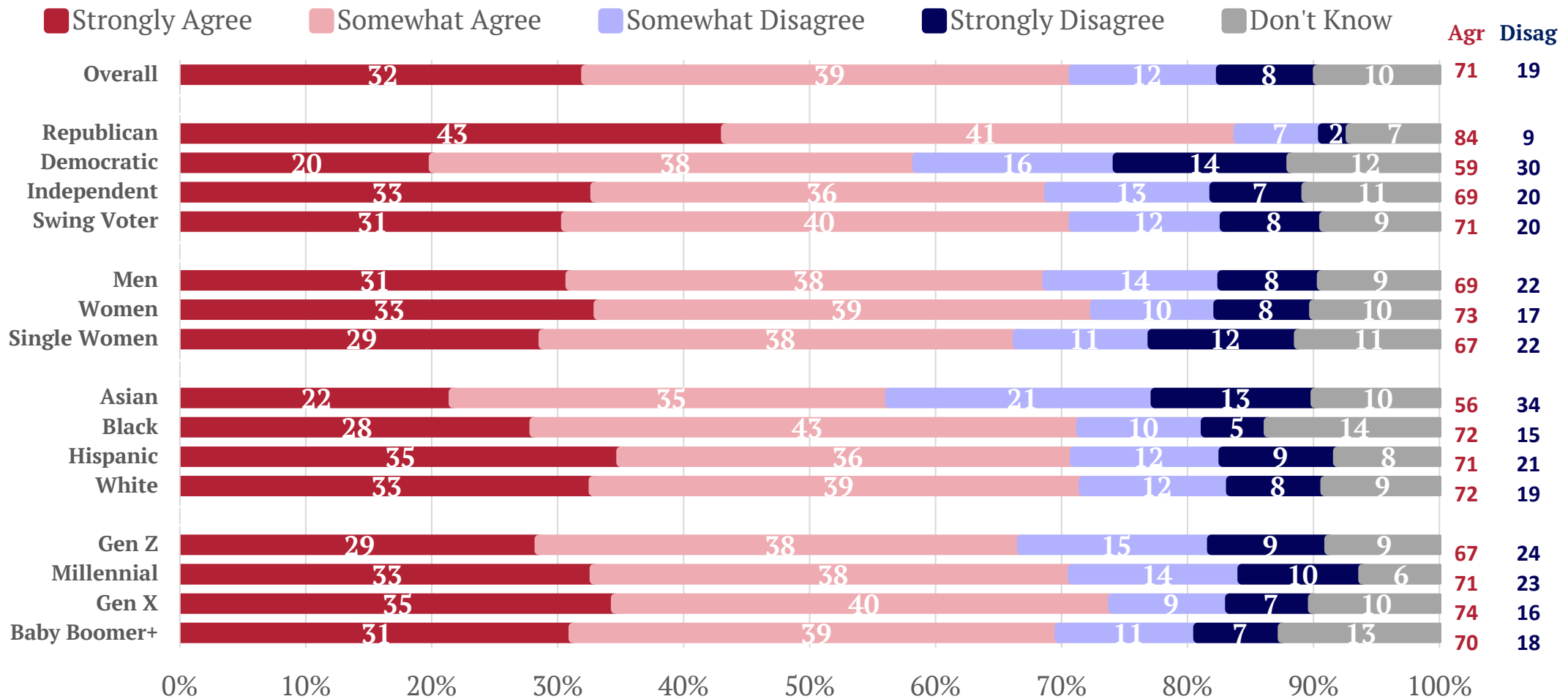


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7-in-10 Agree We Don't Know Enough About Long-Term Effects of Many Medications Given to Children

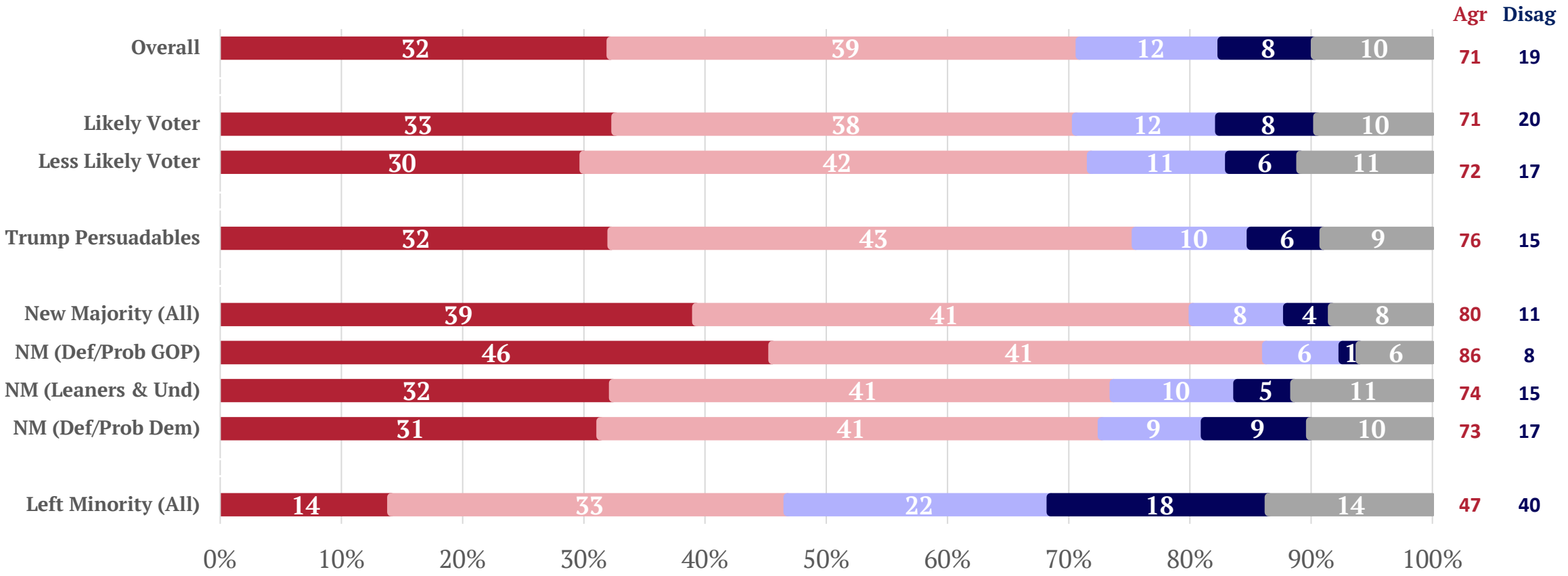
"Do you agree or disagree that we don't know enough about the long-term health effects of many medicines prescribed to children?"



Strong Agreement from New Majority on Not Knowing Enough About Long-Term Health Effects of Medicines

“Do you agree or disagree that we don’t know enough about the long-term health effects of many medicines prescribed to children?”

■ Strongly Agree
 ■ Somewhat Agree
 ■ Somewhat Disagree
 ■ Strongly Disagree
 ■ Don't Know

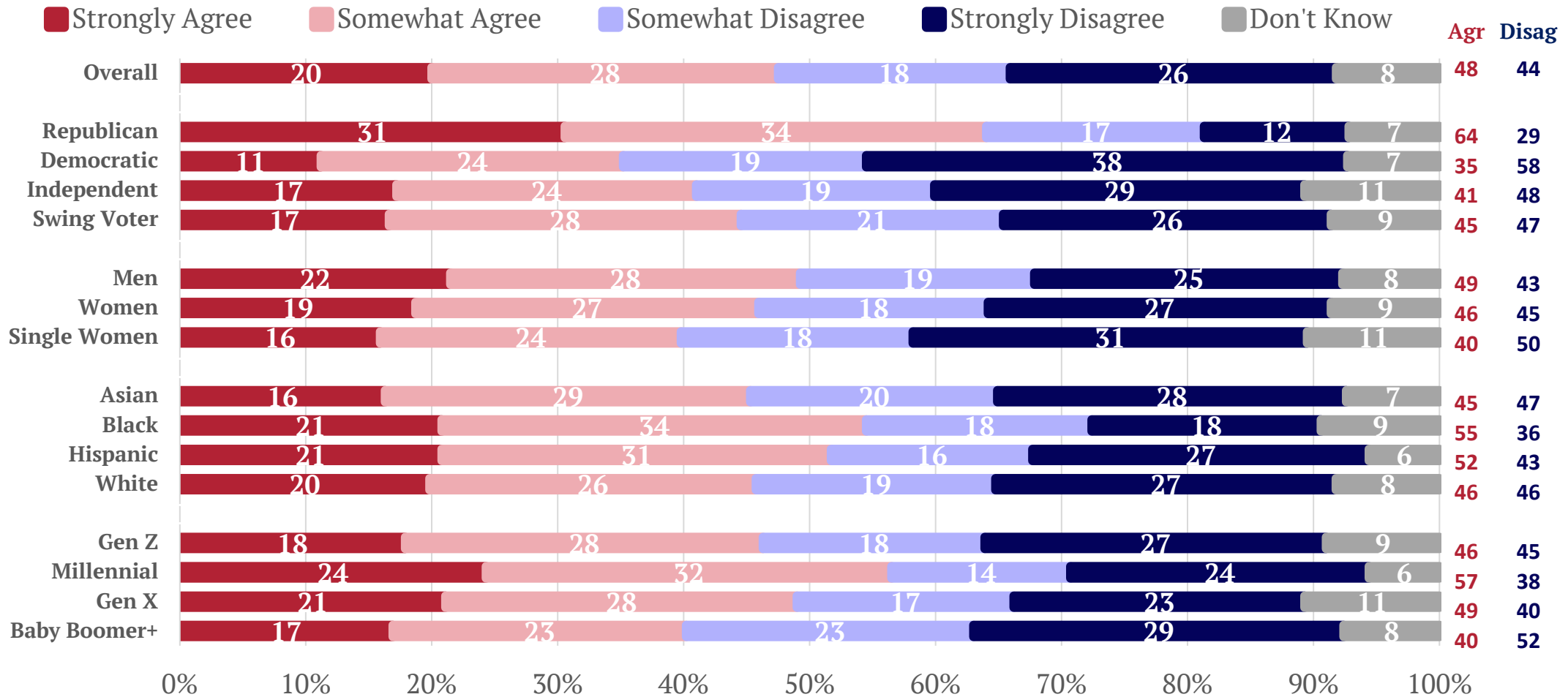


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Americans Divided on Our Knowledge of Long-Term Health Effects of Vaccines

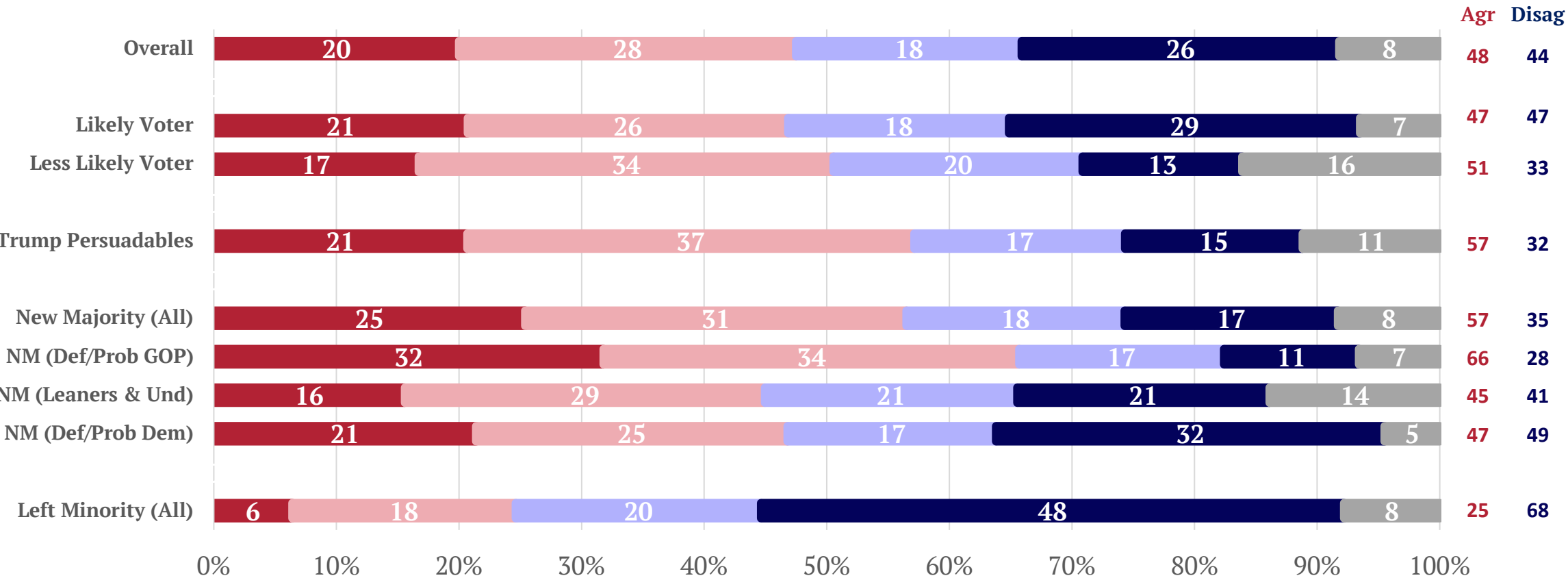
“What about vaccines specifically...do you agree or disagree that we don’t know enough about the long-term health effects of many vaccines given to children?”



Clear Partisan Differences Among New Majority About Knowledge of Long-Term Health Effects of Vaccines

“What about vaccines specifically...do you agree or disagree that we don’t know enough about the long-term health effects of many vaccines given to children?”

Strongly Agree Somewhat Agree Somewhat Disagree Strongly Disagree Don't Know



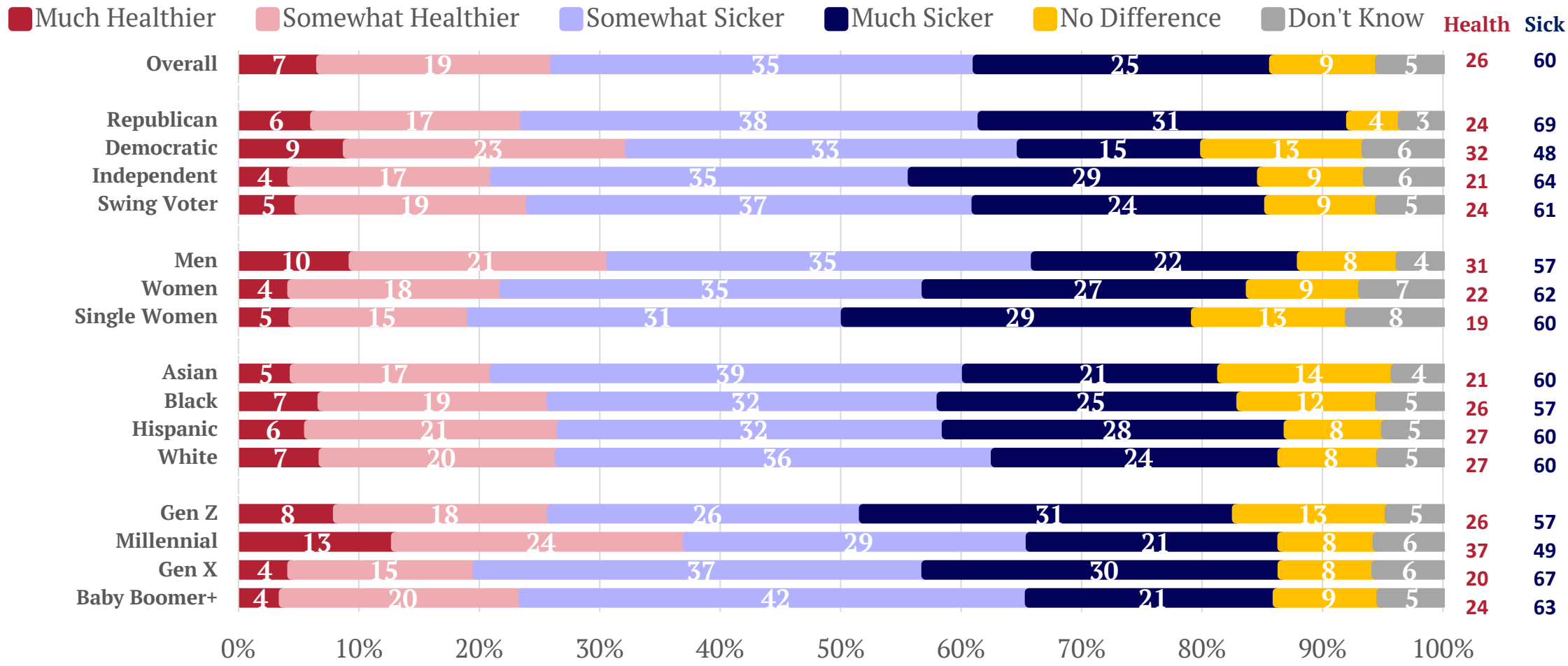
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Most Aware Americans Are Getting Sicker

MODEST PARTISAN AND GENDER DIFFERENCES

“Over the past several decades, would you say Americans have gotten healthier or sicker?”

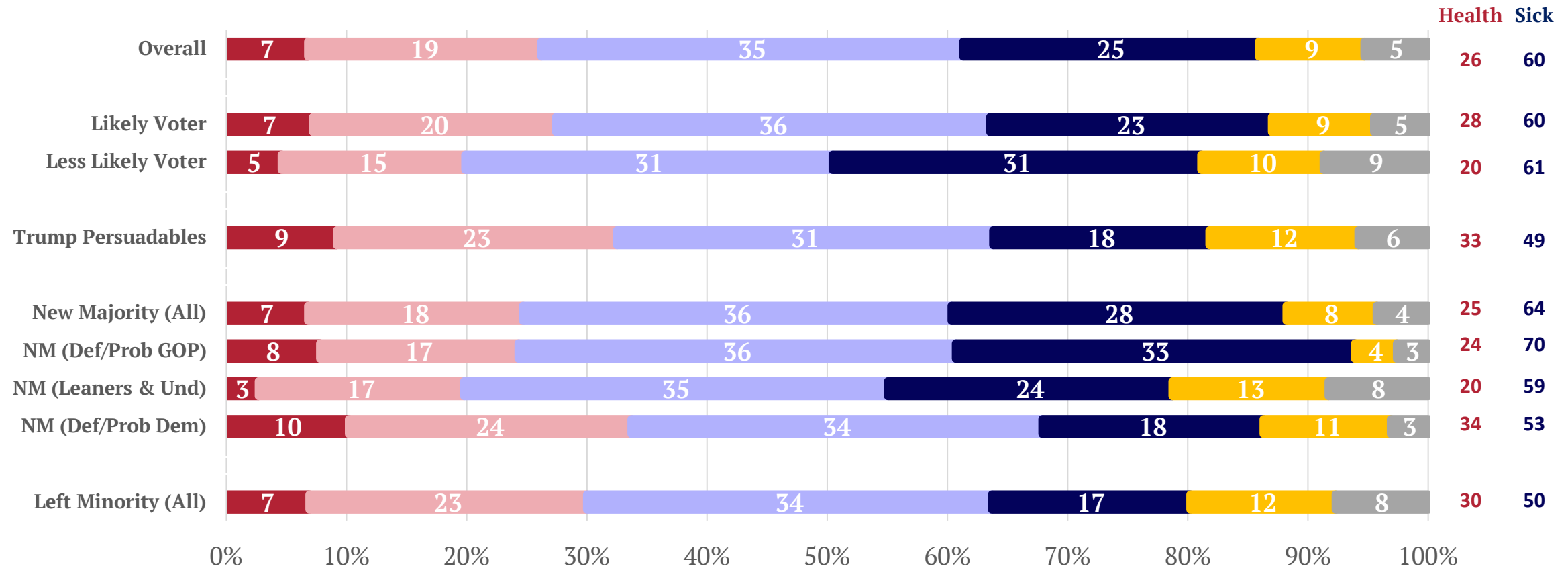


New Majority Voters Aware Americans Getting Sicker

MODEST IDEOLOGICAL DIFFERENCES AMONG NEW MAJORITY VOTERS

“Over the past several decades, would you say Americans have gotten healthier or sicker?”

■ Much Healthier
 ■ Somewhat Healthier
 ■ Somewhat Sicker
 ■ Much Sicker
 ■ No Difference
 ■ Don't Know



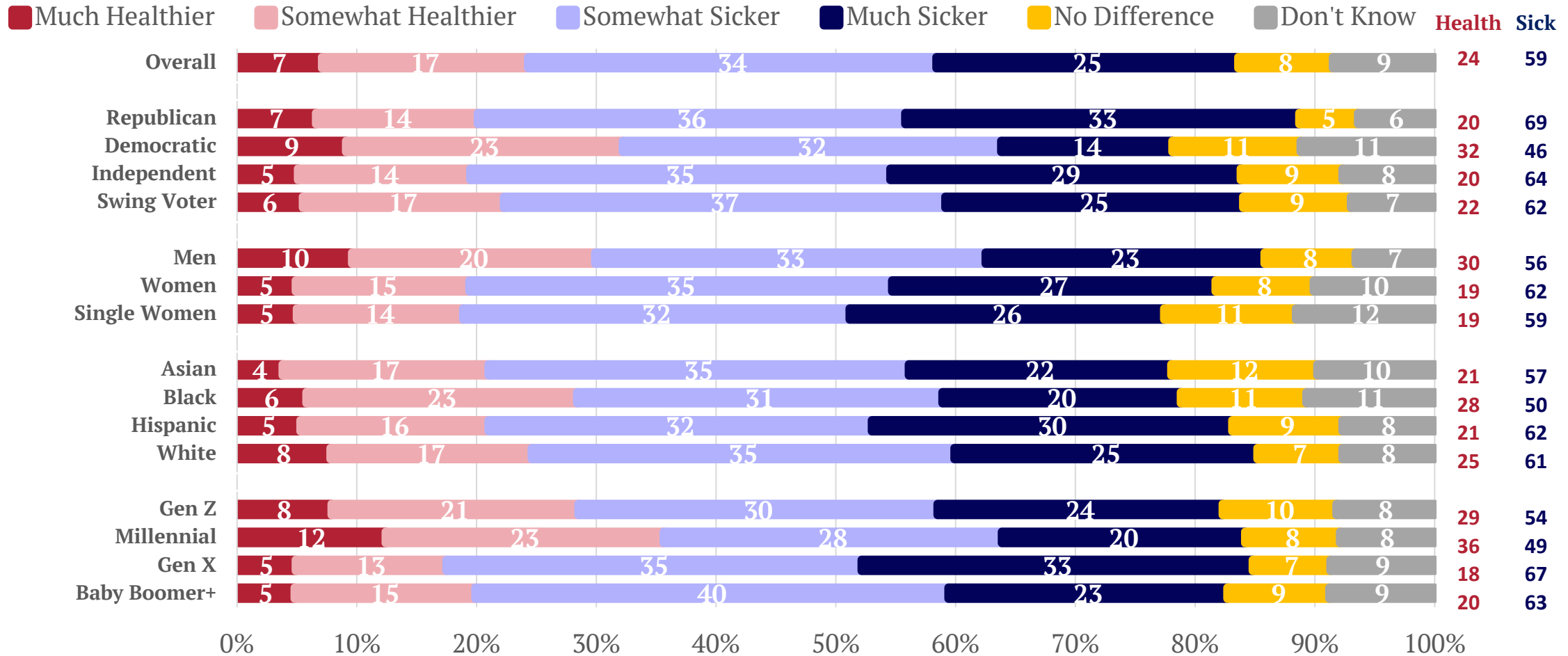
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Most Aware American Children Are Getting Sicker

AWARENESS FOR CHILDREN'S HEALTH SIMILAR TO THAT OF HEALTH OF ALL AMERICANS

“What about children, specifically? Over the past several decades, have American children have gotten healthier or sicker?”

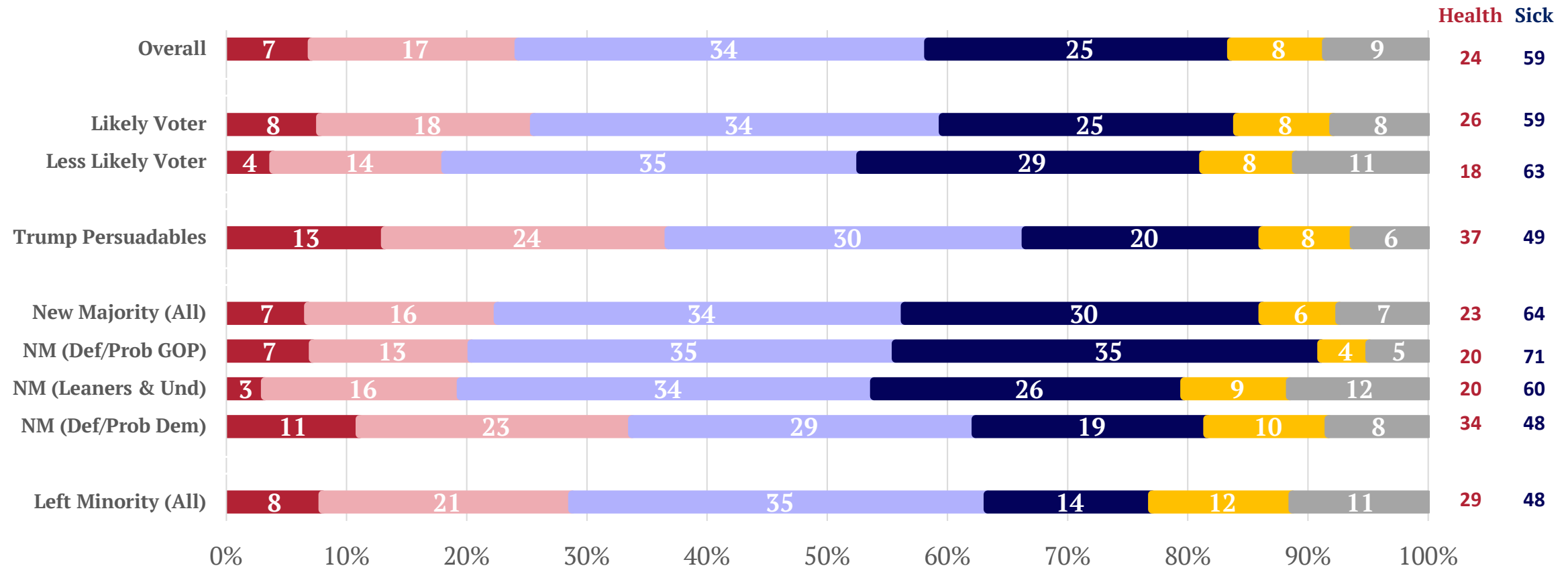


New Majority Voters Aware Children Getting Sicker

MODEST IDEOLOGICAL DIFFERENCES IN PERCEPTION OF HEALTH OF AMERICAN CHILDREN

“What about children, specifically? Over the past several decades, have American children have gotten healthier or sicker?”

■ Much Healthier
 ■ Somewhat Healthier
 ■ Somewhat Sicker
 ■ Much Sicker
 ■ No Difference
 ■ Don't Know



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Most Blame Unhealthy Food and Lack of Exercise As Main Reasons For Increase in Chronic Disease

In fact, over the past several decades, the number of Americans with a chronic disease has increased significantly. The increase has been especially large among children. At least 40% have at least one health condition such as asthma, allergies, or an autoimmune disorder. Additionally, 40% are overweight or obese and 30% are pre-diabetic.

From the list below, select the THREE biggest reasons why you believe Americans are getting sicker.

	Overall	GOP	DEM	IND	Swing Voter	Men	Women	Single Women	Asian	Black	Hisp.	White	Gen Z	Millennial	Gen X	Baby Boomers+
Unhealthy Foods	76	80	71	76	76	74	77	68	72	72	73	77	70	69	78	81
Lack of Exercise	59	67	44	66	65	64	54	42	66	45	61	61	41	50	61	70
Cost of Health Care	41	33	51	40	38	40	43	54	37	55	36	40	49	47	43	33
Substance Abuse	30	34	25	32	30	29	31	32	40	28	27	31	35	24	28	34
Over-Reliance/ Medication	29	43	18	25	27	29	29	21	27	15	26	32	23	30	32	29
Income Inequality	27	14	43	26	26	24	31	39	16	35	37	25	37	39	25	18
Pollution	20	14	29	17	19	20	20	21	18	34	23	18	28	25	17	16
Aging Population	14	13	16	13	15	17	11	13	20	13	15	14	12	14	11	17
Other	4	3	4	5	3	2	5	9	5	4	2	3	5	4	5	2

SPLIT SAMPLE A – USING “OVER-RELIANCE ON MEDICATION AND SURGERY”



Democrat Leaners and Left Minority More Likely To Blame Cost of Healthcare for Rise in Chronic Disease

In fact, over the past several decades, the number of Americans with a chronic disease has increased significantly. The increase has been especially large among children. At least 40% have at least one health condition such as asthma, allergies, or an autoimmune disorder. Additionally, 40% are overweight or obese and 30% are pre-diabetic. From the list below, select the THREE biggest reasons why you believe Americans are getting sicker.

	All	Likely Voter	Less Likely Voter	Trump Persuadables	New Majority (All)	NM Generic Ballot Def/Prob GOP	NM Generic Ballot Leaners & Undecided	NM Generic Ballot Def/Prob Dem	Left Minority (All)
Unhealthy Foods	76	76	75	61	78	80	76	74	69
Lack of Exercise	59	59	58	50	64	71	60	52	44
Cost of Health Care	41	41	45	49	38	32	45	44	51
Substance Abuse	30	30	29	40	33	34	31	31	23
Over-Reliance/ Medication	29	29	30	29	34	43	27	19	16
Income Inequality	27	28	27	26	21	12	27	35	45
Pollution	20	20	21	26	17	11	20	30	29
Aging Population	14	14	12	16	13	13	13	14	16
Other	4	4	5	4	3	3	2	3	6

SPLIT SAMPLE A – USING “OVER-RELIANCE ON MEDICATION AND SURGERY”

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In fact, over the past several decades, the number of Americans with a chronic disease has increased significantly. The increase has been especially large among children. At least 40% have at least one health condition such as asthma, allergies, or an autoimmune disorder. Additionally, 40% are overweight or obese and 30% are pre-diabetic. From the list below, select the THREE biggest reasons why you believe Americans are getting sicker.

	Overall	GOP	DEM	IND	Swing Voter	Men	Women	Single Women	Asian	Black	Hisp.	White	Gen Z	Millennial	Gen X	Baby Boomers+
Unhealthy Foods	73	76	67	78	77	74	73	69	75	71	79	73	71	65	74	81
Lack of Exercise	58	66	48	59	61	60	55	51	60	44	60	60	42	54	60	65
Cost of Health Care	41	33	51	40	39	37	45	52	42	47	45	40	55	47	39	34
Substance Abuse	36	42	32	33	36	39	33	33	39	33	29	38	34	32	31	43
Income Inequality	29	16	41	30	24	25	33	41	28	46	22	28	43	35	27	21
Medication Side-Effects	24	32	15	24	23	25	22	22	13	25	24	24	26	25	29	18
Pollution	20	13	28	18	20	22	18	20	16	20	24	19	22	25	21	14
Aging Population	14	14	12	15	15	14	13	9	15	9	13	14	8	13	12	17
Other	2	3	2	1	1	1	3	1	5	2	1	2	0	2	3	2

SPLIT SAMPLE B – USING “MEDICATION SIDE-EFFECTS, INCLUDING VACCINES”



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From the list below, select the THREE biggest reasons why you believe Americans are getting sicker.

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Unhealthy Foods	73	74	69	63	76	76	75	79	66
Lack of Exercise	58	59	52	56	63	67	56	61	45
Cost of Health Care	41	40	47	40	35	31	43	37	57
Substance Abuse	36	37	32	43	39	43	33	38	27
Income Inequality	29	30	24	21	21	16	25	31	49
Medication Side-Effects	24	22	31	33	28	35	24	12	12
Pollution	20	19	23	23	17	14	19	25	26
Aging Population	14	13	15	17	14	12	17	15	13
Other	2	2	2	2	2	2	3	1	2

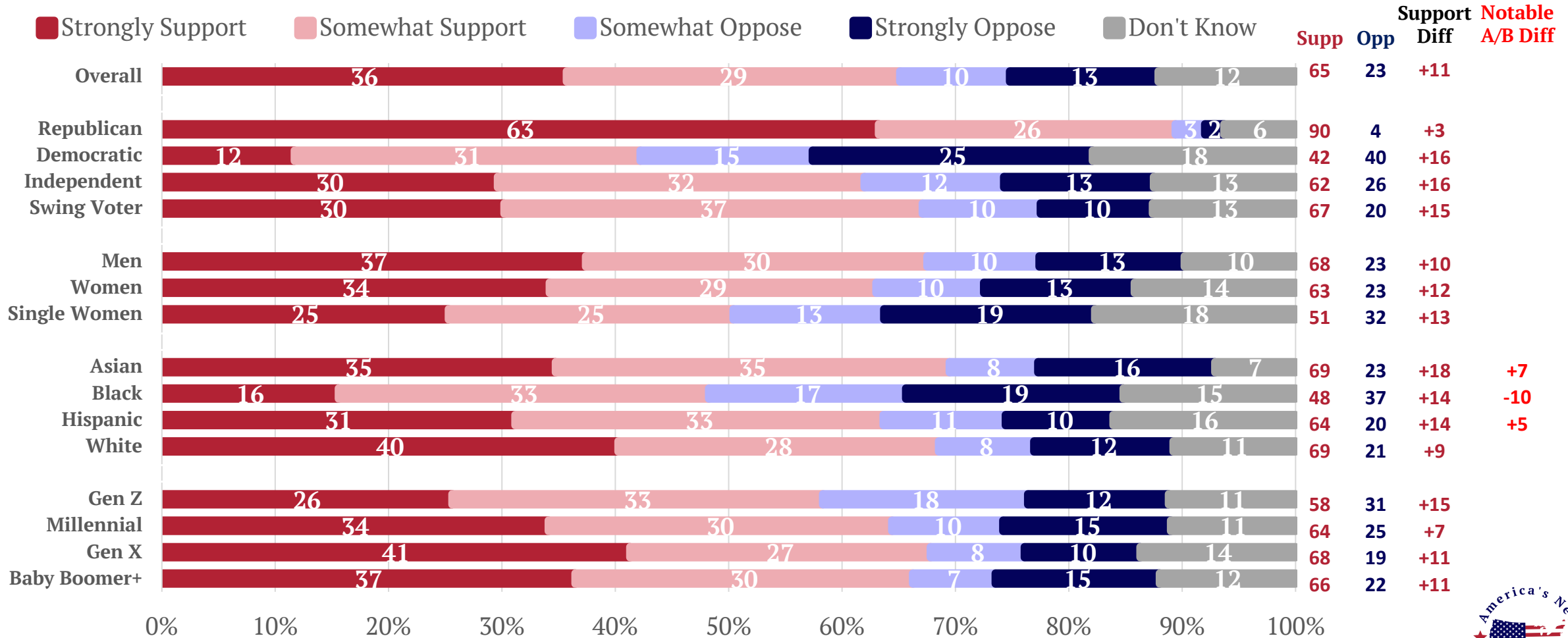
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11-Point Gain in Support for Trump's MAHA Agenda After Voters Learn More

“President Trump recently launched the Make America Healthy Again (MAHA) Commission to study these and other possible causes of America’s declining health and enact changes based on its findings. Now, do you support or oppose President Trump’s agenda to Make America Healthy Again (MAHA)?”



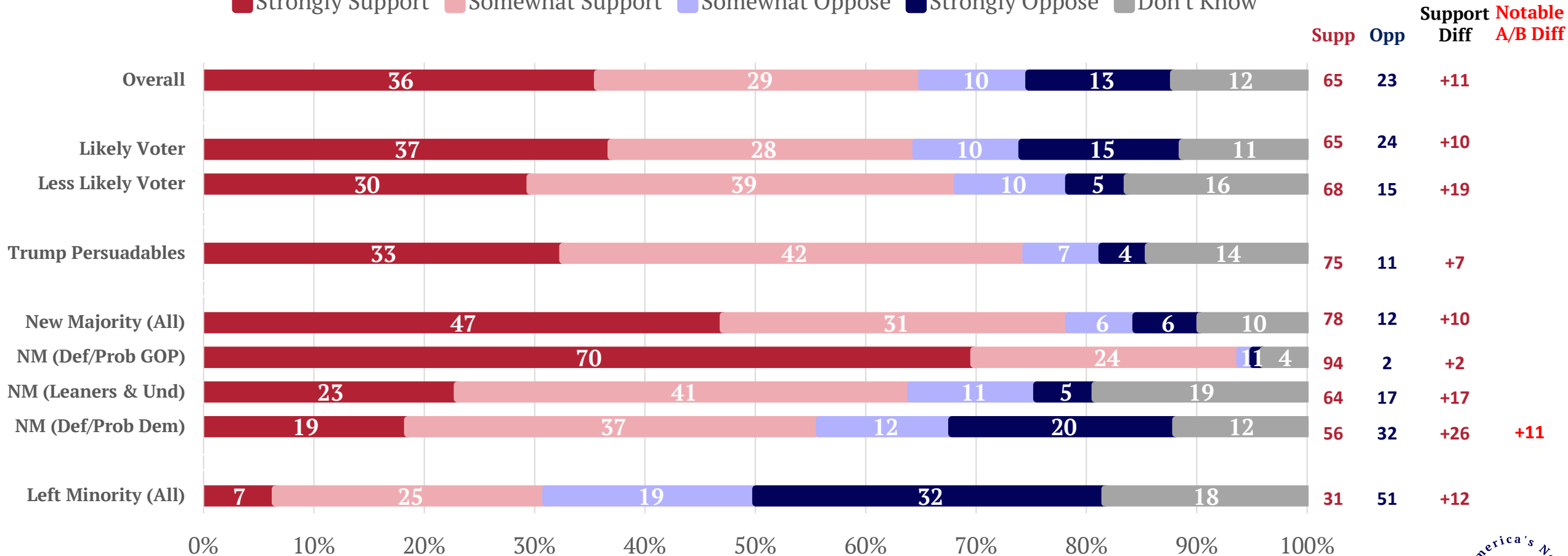
SPLIT SAMPLE A – ASKED AFTER USING “OVER-RELIANCE ON MEDICATION AND SURGERY” IN PREVIOUS QUESTION



Largest Gains With Undecided, Leaning, and Democratic Voting New Majority Voters

“President Trump recently launched the Make America Healthy Again (MAHA) Commission to study these and other possible causes of America’s declining health and enact changes based on its findings. Now, do you support or oppose President Trump’s agenda to Make America Healthy Again (MAHA)?”

■ Strongly Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Strongly Oppose
 ■ Don't Know



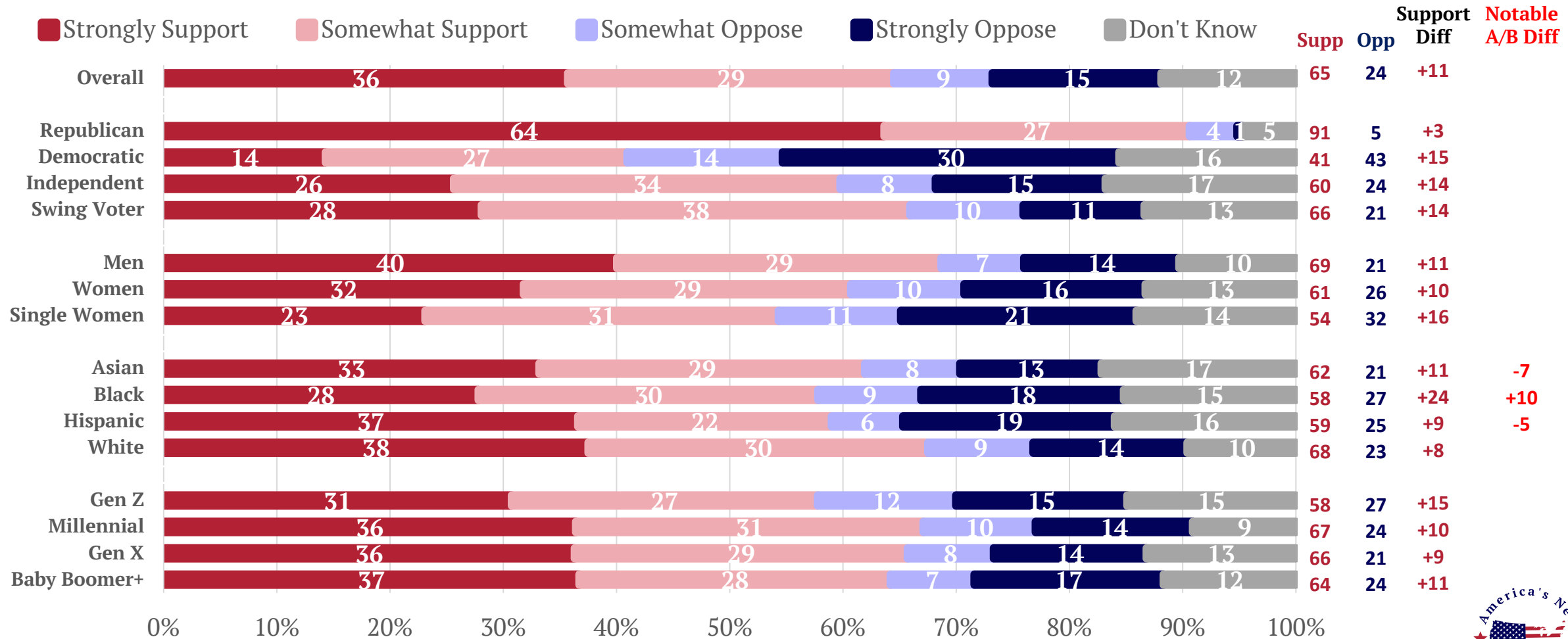
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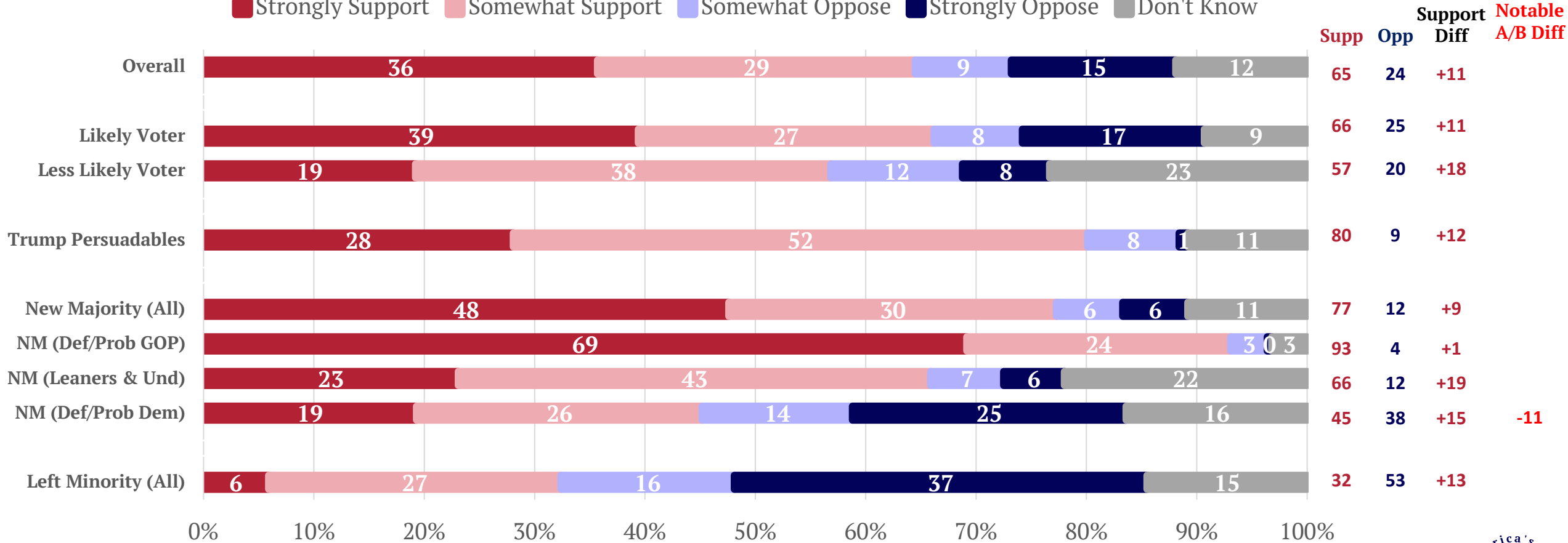
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■ Strongly Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Strongly Oppose
 ■ Don't Know



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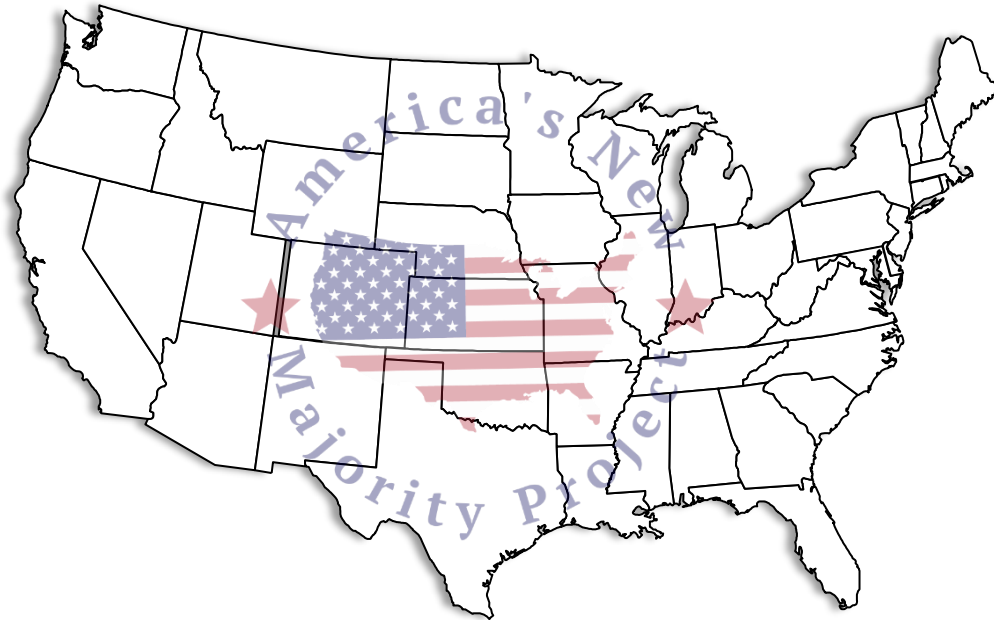


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between March 4-7, 2025.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



New England	5%
Middle Atlantic	13%
East North Central	16%
West North Central	6%
South Atlantic	21%
East South Central	6%
West South Central	11%
Mountain	7%
Pacific	15%

18-29	16%
30-40	17%
41-55	25%
56-65	19%
66+	23%

White	68%
Hispanic	13%
Black	13%
Asian	4%
Other	2%

Male	47%
Female	53%

Democratic	36%
Republican	37%
Independent	27%

Less/4yr College	65%
Bachelor's/P.G	35%

