



71% of Voters Support Updated Dietary Guidelines—But Awareness and Trust in Government is Low

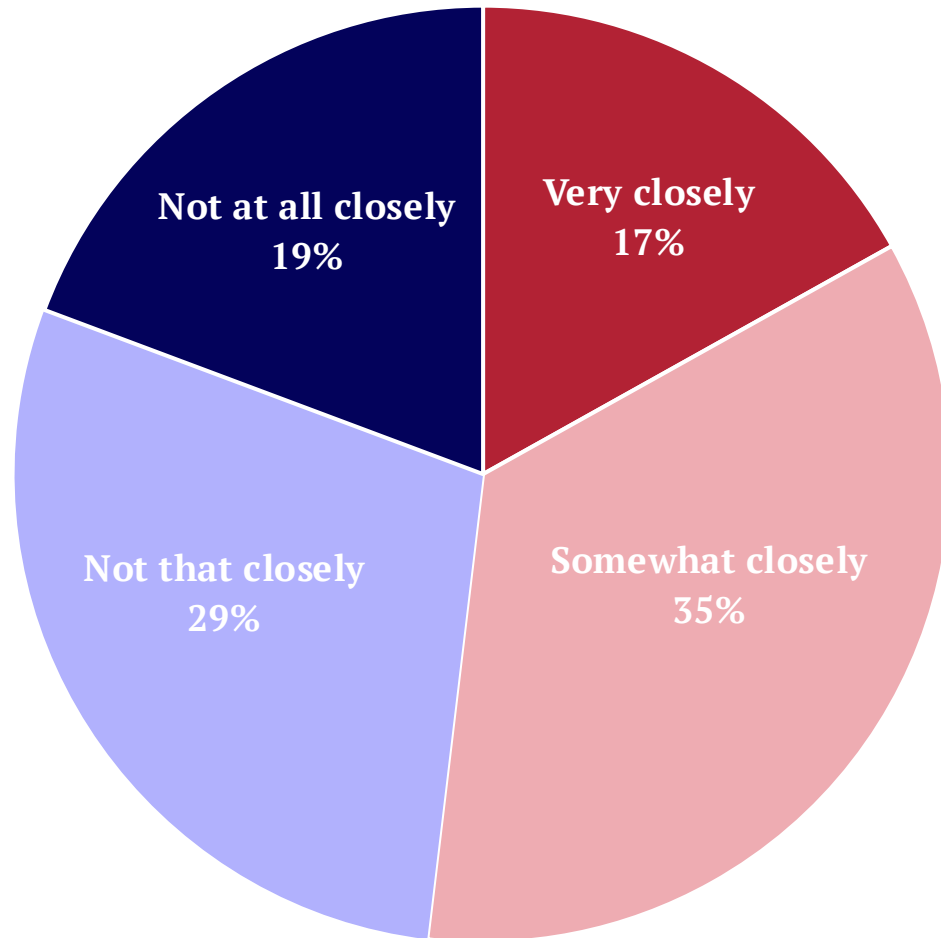


Key Takeaways

- **Strong majority support the new Dietary Guidelines.** 68% support the guidelines when informed how they're used and their focus on whole foods; support rises to 71% after learning how they improve on the old guidelines, including a +7.1-point jump in *strong* support.
- **Low awareness means credit isn't automatic.** Only 17% of voters are closely following the guidelines story—so if advocates want credit for the change, they will need to actively communicate that it happened.
- **Content beats credibility of government.** Just 8.5% completely trust government nutrition advice, yet 36% strongly support the guidelines themselves.
- **Parents back school adoption for practical reasons, not authority.** 41% say the recommendations “make sense,” compared with just 19% who cite federal endorsement.

Awareness of New Guidelines is Low Compared to Other News

"How closely have you been following: The release of the new federal dietary guidelines and an updated Food Pyramid?"

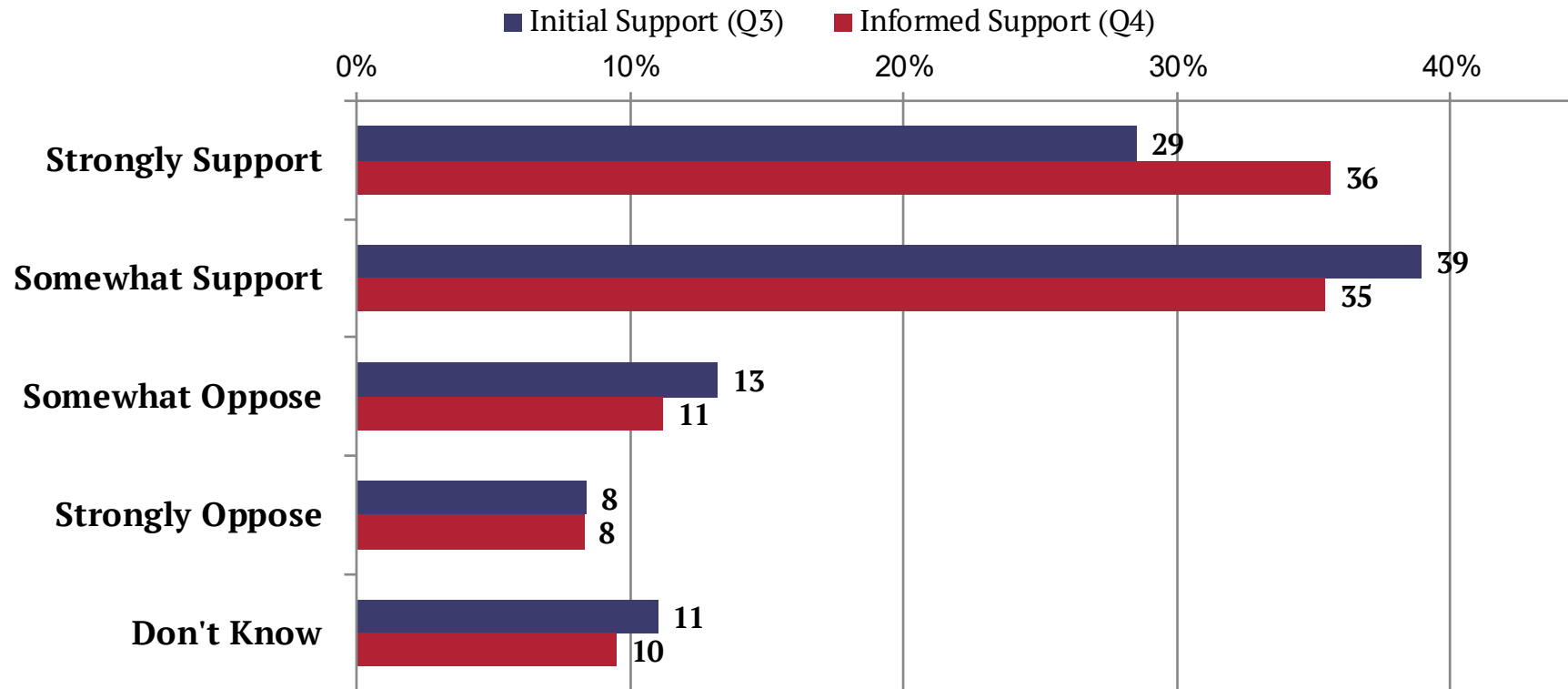


KEY FINDINGS

- 52% following closely vs. 48% not following.
- Hispanic/Latino voters are more highly engaged with this story than other groups, with 23% following the story very closely and 33% following it somewhat closely.
- The level of attention is low compared to other stories in the news such as the ICE situation in Minneapolis (80%) and President Trump's remarks about acquiring Greenland (80%).

Support Increases Modestly When Changes Are Explained

Explaining the changes strengthens support. After explaining the shift (from avoiding fat and cholesterol to eating whole foods, protein, less processed foods/sugar), **STRONGLY SUPPORT** went from **29% to 36%**



KEY FINDINGS

Total Support:
68% → 71.0% **+3 pts**

Strongly Support:
29% → 36% **+7 pts**

Net Support:
+46 → +52 **+6 pts**

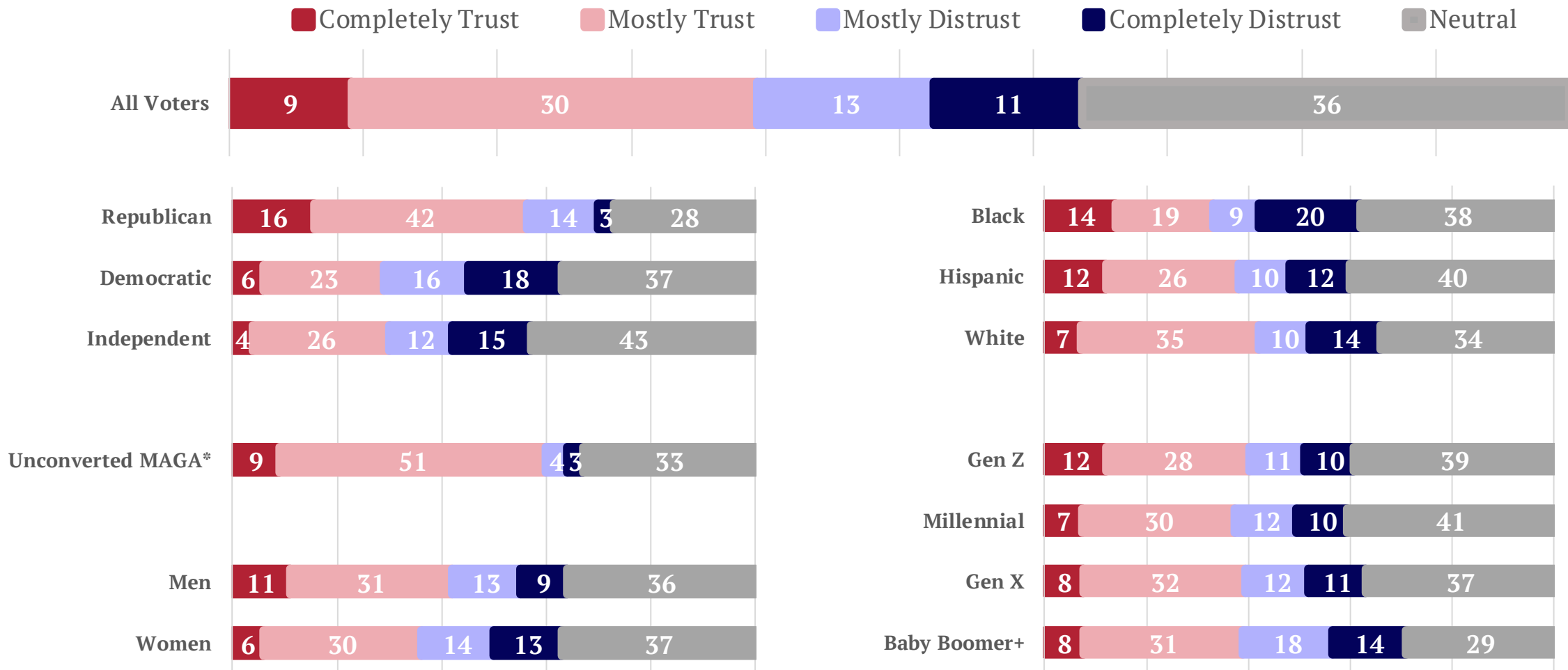
Q3: The U.S. Dietary Guidelines are the government's official nutrition recommendations, which are often explained to the public using graphics like the Food Pyramid. They are used to inform federal nutrition programs, public health recommendations, and food policy decisions. Last week, the Trump administration unveiled updated guidelines – along with a new Food Pyramid - urging Americans to eat more whole foods and protein while avoiding highly processed foods and added sugars. Do you support or oppose these updated government dietary guidelines?"

Q4: In the past, the Dietary Guidelines emphasized limiting fat and cholesterol. The updated guidelines place greater emphasis on whole foods, protein, and reducing processed foods and added sugars – changes that are now being illustrated in an updated Food Pyramid. Based on these changes, do you support or oppose the updated approach guidelines?"



More Trust Than Distrust of the Government for Nutrition Guidelines, But Many Also Neutral

How much do you trust the government recommendations for Guidelines as a reliable source of nutrition advice? (Asked to registered voters)



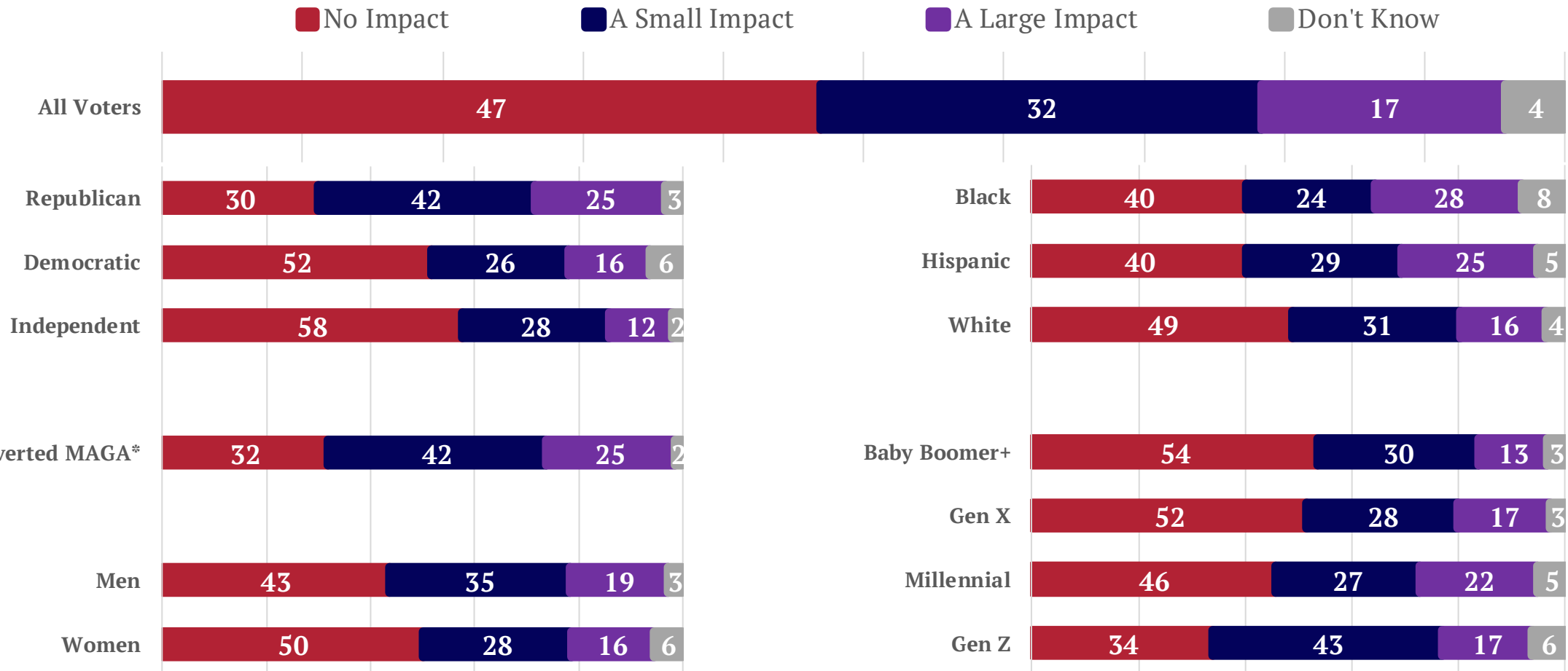
*Unconverted MAGA voters are those who approve of Trump policies but are undecided or voting Democrat on the 2026 generic ballot.



Voters Split on if New Guidelines Will Impact Their Eating Habits

Black Americans and Gen Z (30-44) show the highest percentage of having a “Large Impact” on their eating habits

What about you, personally? How big an impact do you believe the new guidelines will have on your eating habits? (Asked to registered voters)



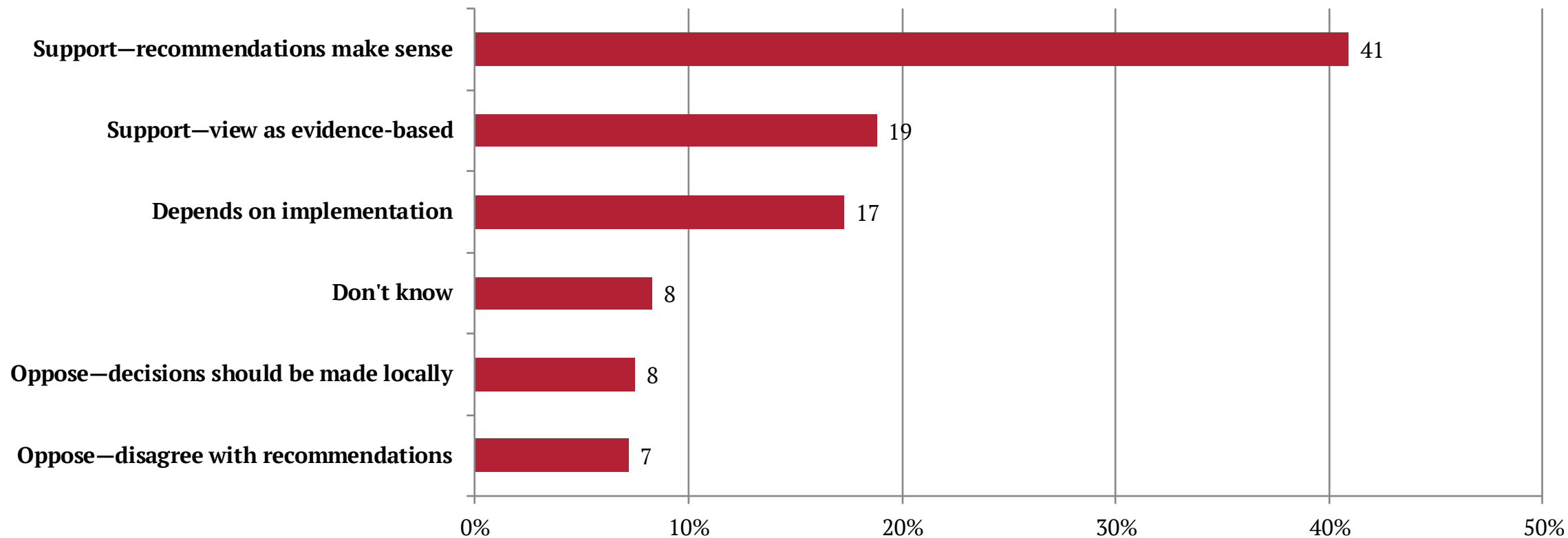
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Most Would Support Cafeteria Changes At Local Schools Based on New Guidelines

Imagine the following situation: Your child's school district announces that it will update its cafeteria menus to align with the new federal Dietary Guidelines. This would mean offering more whole foods and protein, while reducing highly processed foods and added sugars.

Some parents support the change, while others believe the federal government should not influence local school nutrition decisions. Based on this scenario, which of the following comes closest to your reaction? (Asked to registered voters)



Methodology

AlphaROC conducted a national survey for Gingrich 360, on behalf of America's New Majority Project, among 1188 registered voters on January 20-21, 2025. All interviews were conducted online. Survey invitations were randomly distributed, with demographic balances approximating U.S. census benchmarks. The sample of 1188 registered voters carries a margin of error of $\pm 2.8\%$ at the 95% confidence level.

