

## Methodology

John Zogby Strategies was commissioned by Health Freedom Defense Fund & Brownstone Institute to conduct a nationwide interactive survey of 1,000 likely voters on February 25 - 26, 2026. The margin of error for overall results is +/- 3.2 percentage points. Subgroups have higher error margins. Respondents were invited via a combination of APIs, email, and mobile-to-web, with a secure link provided. Question order and question wording were carefully considered to avoid bias and other errors.

## At a Glance

- The national poll reveals voters in large swaths agree to stances, support policies for agencies, and align with candidates who address increased transparency in the pharmaceutical industry and adjacent health agencies, side with reducing conflicts of interest between the private health and federal health agencies, and support the implementation of regulations to address growing awareness of harmful byproducts/ingredients to address chronic diseases.
- Supermajorities and strong majorities reported on most issues demonstrate that stances and proposed policies have the potential for mainstream appeal among the electorate.
- Personal choice and parental choice, particularly in a medical context (though the former with greater intensity) remain strong values, as we've shown in polling consistently over many years.
- Voter trust in the safety of the CDC vaccine schedule outweighs distrust, though one-third of voters say they do not trust it, and 9% are undecided - alarming levels for the quintessential public health federal agency.

## Executive Analysis

Table 1: Voter Agree/Disagree Levels on Vaccines & Public Health Mandate Statements

	<b>% Agree (Combined)</b>	<b>% Disagree (Combined)</b>	<b>NS</b>
1. Every individual has the right to informed consent for prescription medication, vaccinations, and all medical interventions; it's a right that ensures	91	6	4

every individual receives accurate information on both risks and benefits			
2. Adult American citizens have the right to refuse medical treatment for themselves	88	8	4
3. Doctors should be able to discuss vaccine concerns openly without fear of backlash from their medical board	88	9	3
4. The right to make one's own medical choices is a basic human right that should always be protected by law	87	10	3
5. Adult American citizens have the right to refuse medical treatment for vaccines	80	14	5
6. Health insurance should cover the medical care of a person's choice for themselves and their children, including holistic and alternative health treatments	76	17	7
7. A personal decision about medical treatments, including vaccines, should never be used to deny that person's employment	71	23	7
8. The efforts of the Secretary of Health and Human Services' decision to conduct additional vaccine safety research are justified	69	21	10
9. Adult American citizens have the right to refuse vaccines for their children and dependents	66	27	7
10. College students should not have been expelled from school for not taking the Covid-19 vaccine	65	27	8
11. Covid-19 lockdowns and restrictions including stay-at-home orders, mask mandates, remote schooling, and bans on outdoor gatherings resulted in excessive damage to American society	62	32	6
12. Parents have the right to opt their children out of state vaccine mandates for schools	55	38	8
13. It is likely that the childhood vaccine schedule, which has expanded from 22 shots in 1983 to more than 70 today, has contributed, among other factors, to the rise in chronic diseases	48	38	14

### **Table 1 Observations & Analysis**

- A three-tier categorization emerges as indicated by the bolded demarcation in the charts. The tier-1 stances with the highest agreement levels reach supermajority levels and fall in the 80s to low 90s range. They all deal with health decision-making about one's own person.

- The second-tier pattern emerges at agreement levels of three-quarters to two-thirds of voters, and stances generally address individuals and another party involved in vaccine decision-making. Agreement levels have dropped, but remain strong.
- **Demographic analysis:** With most stances above a strong majority, strong support is found across virtually all demographics. Look at stance 9, which is near mid-tier territory and is an issue of particular interest: Overall, two-thirds agree that adults can opt to refuse vaccines for children and dependents. A plurality (31%) alone strongly agrees; as do 24% who somewhat agree. Four of ten (43%) of Democrats, 67% of Republicans, and 54% of independent voters. Slightly more than half of whites (51%), 64% of Hispanics, 57% of Blacks, and 67% of Parents with young children all agree on this stance.

*Table 2: Voter Support/Opposition Levels for Health Freedom Policies*

	<b>% Support (Combined)</b>	<b>% Oppose (Combined)</b>	<b>Undecided</b>
1. Legislation requiring clearer labeling on ultra-processed foods to highlight potential health risks	86	9	5
2. Health and Human Services and the USDA to continue supporting local foods	84	8	8
3. Legislation requiring pharmaceutical companies to face the same product liability standards as other industries for harms caused by their products	84	9	8
4. Legislation that requires full transparency and public access to vaccine safety data, including raw clinical trial data	83	10	7
5. Health and Human Services and the FDA to continue phasing out more synthetic food dyes and additives	80	12	8
6. Investigating the effects of thimerosal (a mercury-based compound), aluminum, Polysorbate-80, Polyethylene Glycol, and formaldehyde used in everyday medical products	78	11	11
7. Health and Human Services and the EPA to continue phasing out use of pesticides	76	13	11
8. Congress should not exempt pesticide manufacturers from liability in the event of product harm	75	15	10
9. An independent commission investigating the possible link between anti-psychotic and anti-depressant	70	15	15

medications and the prevalence of use among perpetrators of mass shootings			
10. Legislation freeing small family farmers to sell fresh, raw, or unprocessed products directly to consumers	70	19	11
11. Legislation prohibiting employees of federal agencies such as FDA, NIH, and CDC from working for pharmaceutical companies immediately after leaving the agency	66	19	15
12. Removing an existing emergency law for Covid-19 known as the PREP Act, which shields Covid vaccine makers from liability for their vaccines	60	28	12
13. Removing an existing law known as the National Childhood Vaccine Injury Act which shields vaccine manufacturers from liability for injuries and deaths caused by their products	59	27	14
14. Holding Dr. Anthony Fauci accountable for his actions before and during Covid	58	32	10

### Table 2 Observations & Analysis

- Again, using the same framework of categorizing intensity for support. The basic pattern that emerges is the highest support deals with basic safeguards put in place to ensure safer consumption and access to necessities such as food and medicine. Though each issue yields strong majority support, the third tier addresses public health agencies. Naturally, support drops because many cohorts still by and large trust agencies such as the CDC, FDA, and NIH, and have the public's back when it comes to vaccine use.
- Demographic analysis** – We review the question about removing the Prep Act, which still shows strong support across the board. What do the numbers look like for key voting cohorts? A majority (53%) of Democrats support removing the PREP Act, vs. 32% who oppose. Almost seven out of ten (69%) Republicans support its removal, as do 57% of independents. Parents are also key to consider, with 72% supporting removing liability shields for Covid vaccine makers.

Table 3: Voter Propensity for Candidate Running for National Office & Stances

	More Likely (Combined)	Less Likely (Combined)	Undecided
1. A candidate who works to hold pharmaceutical companies accountable for product harms	80	9	11

2. A candidate who upholds transparency and wants to reduce conflicts of interest in health agencies	79	9	12
3. A candidate who wants to investigate potential links between environmental factors and chronic diseases	76	10	14
4. A candidate who wants health agencies to remove harmful synthetic additives from the food supply	76	11	13
5. A candidate who challenges the pharmaceutical industry's overprescribing and overmedicalization in children's health	71	14	16
6. A candidate who supports federal dietary guidelines to focus on real, whole foods	69	13	18
7. A candidate with a strong record on individual and family medical rights and challenging medical mandates	63	20	17
8. A candidate who supports HHS Secretary Kennedy's mission to make America healthier	54	30	16

### **Table 3 Observations & Analysis**

- It is important to note that this series goes beyond mere measurement of agreement and support. This series takes the next step to measure the likelihood of voting for a candidate who does XYZ. It is not predictive, but rather a barometer to measure what has potential and what doesn't. The most divisive stance is the one that references MAHA, an ally of MAGA, which reveals a partisan divide, though, notably, a clear majority say they're likely to support such a candidate. On the flip side, the most successful messages address accountability, conflicts of interest, the removal of byproducts linked to health issues, and the overmedicalization of children. Again, strong majorities near two-thirds of the population, by nature, demonstrate widespread support. However, we'll look at political party and parenthood to get a deeper picture of the second-lowest-performing issue – the candidate with a strong record on medical rights. Half (50%) of Democrats said they're more likely to support such messages. Though among Republicans and independents, it is noticeably higher (76% and 61%, respectively). And among parents, 75% say they'd support the stated candidate.

### **Other Findings From the Poll**

- Another series in the survey asked voters whether they trust institutions more or less since Covid-19. Regarding CDC vaccine recommendations, 55% of voters are more

likely, vs. 34% who are less likely. The bulk of trust comes from Democratic voters – 75% who reported being more likely to trust the CDC vaccine recommendations since Covid. Looking at Republicans, 48% are less likely vs 41% more likely. Regarding independents, almost half (47%) are more likely to trust, whereas 37% are less likely to trust. Among parents with children, nearly one-third (32%) are less likely to trust, vs. 54% who are more likely to trust.

- Respondents then opined on trust in the pharmaceutical industry since the Covid pandemic. Less than half of voters (47%) are more likely, and 40% are less likely.
- It reveals that the CDC is slightly more trusted since Covid, at an above-majority level, vs the pharmaceutical industry, which is slightly below.
- A key question asked voters how much they trust that the CDC's vaccine schedule is proven to be safe. Overall, 58% have trust, while 33% do not. Note, one-fifth of voters fully trust, and about a fifth (18%) have no trust at all. Among parents with children, over one-quarter (27%) do not trust, while nearly two-thirds (64%) do.