

December 2025

# Rebuild Democracy

MHA Quantitative Research Report

# Table of Contents

3

Background &amp; Objectives

5

Executive Summary

7

Current Health Concerns

10

MAHA Perceptions

13

MAHA Health Issues

24

2026 Elections

30

Recommendations

# 1 Background & Objectives

# Background & Objectives

We talked to six groups of people who fell under different categories.

All respondents:

- Voted for Trump in 2024
- Would consider voting for a Democrat who champions MAHA

**Rebuild Democracy wants to understand what impact a candidate who champions MAHA has on certain voters.**



\*Note that Group 2 went outside of Arizona and included Democrats and Independents

# 2 Executive Summary

# Executive Summary



Media that shows facts, stats and/or evidence of claims is powerful enough to persuade voters; without that, videos that challenge voters' beliefs are 'fear mongering' or 'unvalidated.'



Undecided voters want candidates who lay out a clear plan and timeline for rolling out effective policies, especially those surrounding health issues; this plan and timeline is more important than listing several important issues.



Almost all MAHA-based issues are important to Independents and Republicans, but they are split between wanting a candidate who prioritizes those and one who prioritizes other important issues, such as cost of living.



Cory Booker's bill is persuasive; Republicans and Independents are open to supporting him as a candidate if other policies he backs align with their values too.



Voters are disappointed in the Trump administration's lack of urgency regarding MAHA, but they find the removal of dye from Cheetos powerful and indicative of the administration's priorities.



Republican women find most MAHA-based health issues to be important, but they specifically care about vaccine usage and dosage more than other health-based issues.



Toxic chemicals, additives and pesticides are extremely important issues to voters; candidates prioritizing any of these feels promising, especially relative to other countries who have accomplished mitigating the same issues.

# **3 Current Health Concerns**

# Access to and affordability of healthcare are more worrisome than other non-health issues

Unaided, access to care and being able to afford healthcare coverage comes to mind first across political parties and genders. It weighs heavily on most, who worry that lack of fast access and affordable care will harm or continue to harm themselves and/or their loved ones.

## Access to healthcare

*Insurance companies have a long way to go as far as coverage for mental health. I think it's a big issue, especially with younger people with depression and anxiety these days. – Andrea, Undecided Independent Woman*

What they worry most about:

- Not having enough specialists or care providers available, prolonging important appointments and procedures
- Wanting direct access to specialists rather than needing to get a referral
- Not being covered to see certain doctors

## Affordability of healthcare

*Everyone's saying, oh, no one wants to have kids. No one wants to get married. Why would you? There's no benefit. We can't even afford healthcare. I have 5 children. I literally yesterday signed up for dental care and I had to remove myself just to be able to add my child. What are we doing here? – Ciara, Latino Who Voted Trump*

What they worry most about:

- Needing life saving or preventative care that they cannot afford
- Not being able to afford prescriptions
- Not being able to afford care for sick, injured or diagnosed children (especially regarding mental health needs)

## Misinformation

*I feel like our government has become pretty corrupt and mixed in with big pharma and not really looking out for our best interest as people as Americans. – Brittany, R Mom AZ*

What they worry most about:

- Knowing exactly what is harmful for their bodies/their children's bodies
- 'Big pharma' and food companies controlling the narrative for medical and health advice rather than qualified professionals



# Personal experiences drive worry and anxiety over health

Regardless of known causes, most adults are worried about health issues, especially access and affordability, because they believe it has directly impacted someone they know.



*We had an honor walk where I work for a lady who died because insurance wouldn't approve a test. She was having migraines and insurance kept saying, "we're working on it." – Kimberly, Undecided Independent Woman*



*I agree with the majority that we don't want to prescribe ADHD meds to kids. Unfortunately, my daughter needs it or will go into a bipolar roller coaster where she is violent. We have a lot of issues refilling that prescription. – Brittany, R Mom AZ*



*I am coming out of being homeless now. Medical debt took absolutely everything. It's disheartening when you're just a line item on somebody's balance sheet. – Andrea, Undecided Independent Woman*

# 4 MAHA Perceptions

# Most associate MAHA with the removal of food dyes and RFK

## Make America Healthy Again is described as a single-stunted issue by most



The removal of food dyes, especially in foods such as Cheetos or Skittles, is most top-of-mind across demographics. Unaided, most describe this movement as RFK's doing.



The approval of the movement is positive for most, but RFK comes with polarizing associations. Some believe his accolades are wrapped up in his physical appearance and ability relative to his age; others doubt his experience with health.

*I would say most encouraging is companies like Skittles and Starburst and M&M getting rid of synthetic coloring within their products. That's one thing that MAHA kind of attacked on to work towards getting rid of them or modifying them. – Gabriel, R Mom IA*

*It's hard to argue with someone who is in their 70s and looks like they could bench press you. He's got to be doing something right. – Frank, Latino Who Voted Trump*

## Several also associate vaccines with RFK and MAHA



Supporters of his vaccines policy see RFK as the first public figure to take away the stigma of questioning vaccines. Republican Moms especially resonate with this message.



Others see RFK's vaccine narrative as a dangerous sign of public health sliding backwards.

*I appreciate that they are trying to figure out the vaccine thing. I have heard RFK say that he trusts moms. – Darcy, R Mom IA*

*He's two-faced. He says he's for vaccines, but then you hear him saying vaccines are bad. I think he's done a lot of damage in making people think vaccines are unhealthy and cause autism. People aren't vaccinating their children, measles is coming back and that's a big concern. – Sheila, Undecided Independent Woman*

# The removal of food dyes drives trust in the current administration

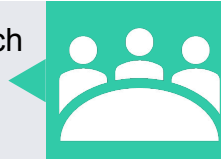
Voters point to the removal of food dyes in foods such as Cheetos, Doritos and Skittles as both a reason to believe in RFK, the Trump administration and MAHA as well as a lengthy process that shows the length of time it's taken this administration to come through with only one of its many health-related policies.

## SUPPORT AND TRUST COME FROM:

The removal of dye in some foods is a tangible implementation by RFK and the Trump administration that is now a delivery of a promise made during their campaign.



'Hearing' the administration talk about health-related actions such as replacing the type of sugar used in Coca Cola, speaking up about vaccines and healthier SNAP benefits.



*RFK has already made some huge steps because I think it's in the next couple of weeks that the Cheetos and the Doritos are all coming with the natural color, not the fake dye colors. He's made a lot of improvements on that kind of stuff. – Kim, R Mom AZ*

*I was following some healthy influencers before it got labeled as MAHA. They were petitioning Kellogs to get rid of the dyes and give us the products here in the United States that you already supply to Europe. RFK has sped it up and amplified it and given it a national platform. – Michelle, R Mom AZ*

## DISAPPOINTMENT COMES FROM:



Only seeing the removal of food dyes from a few foods over a long period of time without addressing issues like **access and affordability** for healthcare.



'Hearing' the administration talk more about any other issue that is not related to health despite the many promises made about insurance, healthier kids' foods and more.

*[The disappointment is] RFK. I really thought he would do better at the role that he's in. I mean, he was making so, many promises before he got in and I really thought he would've gotten rid of all the artificial dyes, and kind of held these people accountable. And I have seen nothing except Cheetos color is not going to be there a year later. That's all I've seen. So, that was the most disappointing to me. – Kimberly, Undecided Independent Woman*

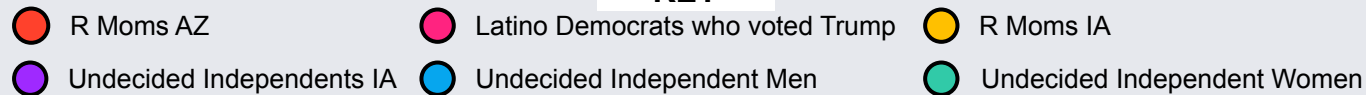
*Everything is taking too long to actually work. It's like the dyes that we're talking about. It is going to be what, 2027, 2028. A lot of these [companies are] going to stop using it. Why can't they just do it now? So, it's like who's actually winning right now? It seems like the big corporations are winning. – Jason, Undecided Independent Male*

# 5 MAHA Health Issues

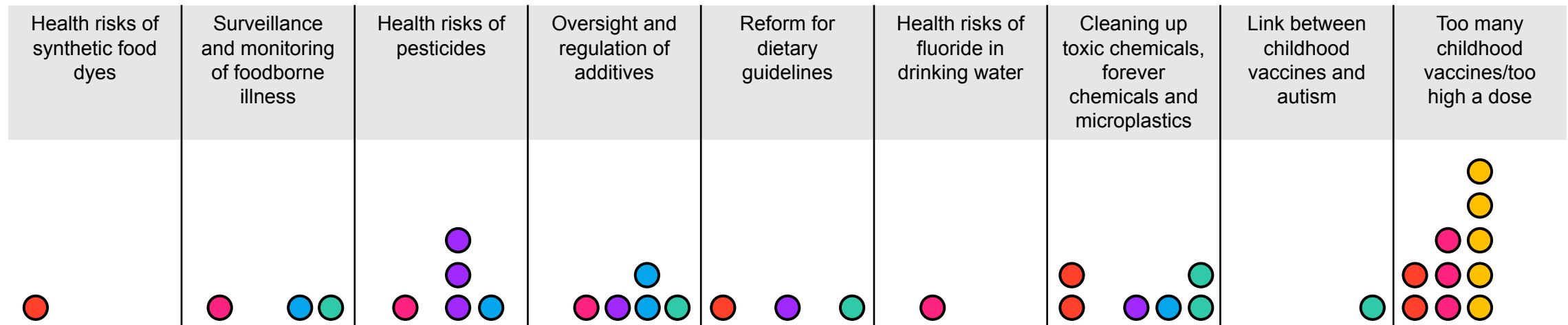
# Republican women are more focused on vaccines than other health-related issues

Independents in Iowa are most concerned with pesticides, and other Independents find additives and toxic chemicals to be most important.

## KEY



Of the following nine issues related to health, which is *most important* to you?



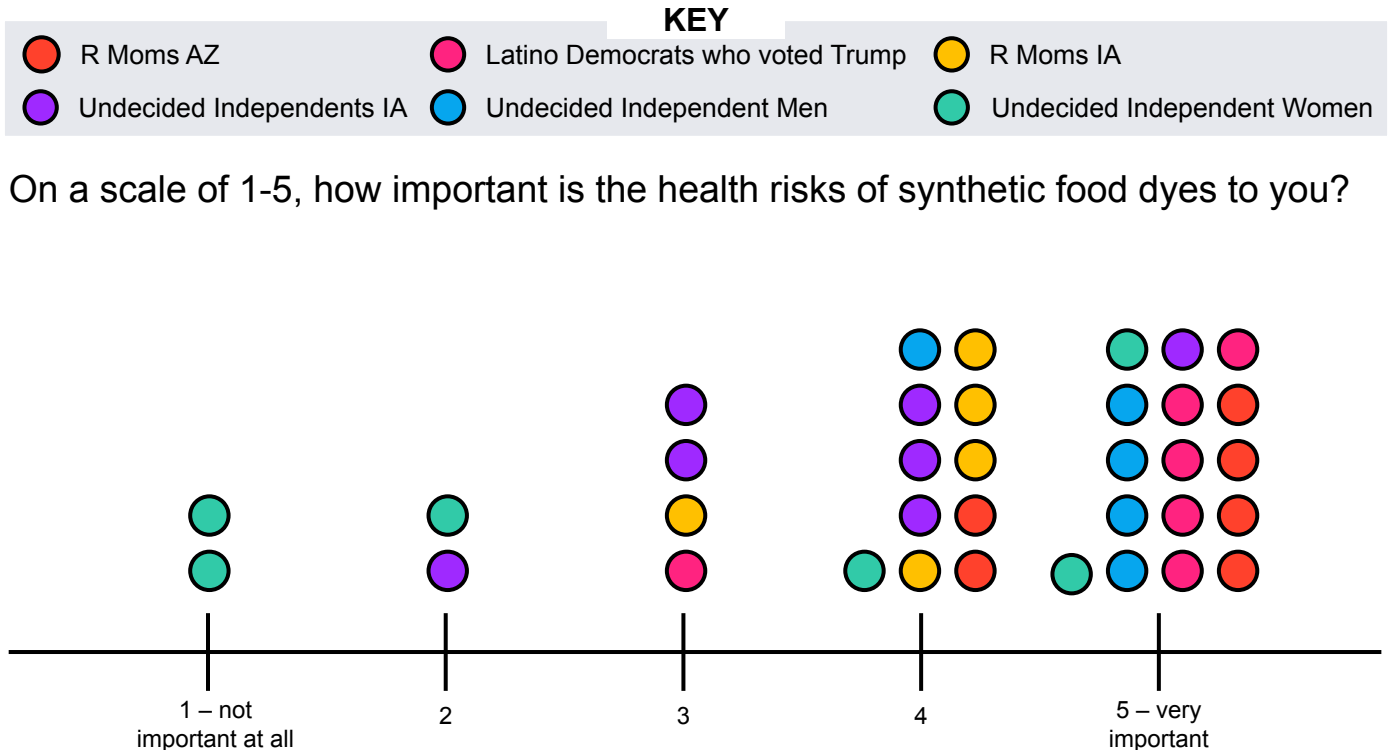
*I just feel like it's important because pesticides can cause a lot of issues. I grew up on a farm near peach trees and they would spray pesticides. And for some reason it was a bunch of us that would always get sick from it.*  
– Helen, Undecided Independent IA

*It's a tossup between the microplastics and the vaccines just because there's such high amount of data to prove that these things are causing problems. It's just the **microplastics things I feel like is a harder thing to deal with**. But the vaccines, that's a definite, you don't have to get all of those vaccines, you don't have to get them all at once or however they prescribe them. **But there's solid evidence that shows that we are giving them way too many vaccines way too early**, way too much mercury and things in them. It's very concrete evidence that those are causing problems.* – Darcy, R Mom AZ

# Health risks of synthetic food dyes are important, and Republicans credit MAHA for prioritizing this issue

Progress on food dyes is a big win for parents who previously felt unsupported in their efforts to secure a healthier future through food.

- Parents connect dyes and chemicals to major health concerns for their children. They worry that these added ingredients can hurt long-term development or cause serious illnesses.
- Prior to MAHA, parents felt this burden was solely on them. Efforts like making food from scratch is time consuming, invites criticism and feels like a losing battle.
- It's tangible progress in their everyday lives.
- Independent women are slightly less concerned about synthetic food dyes; for some, they have power over what they eat or buy for their home. For others, it is not as important relative to other health-based issues.



Getting rid of food dyes has been encouraging. Doritos and Cheetos release their first non-colored dye this week. – Kristina, R Mom IA

I have a daughter that loves Flaming Hot Cheetos and I'm like, "Okay, can they not be red." – Heidi, Undecided Independent IA

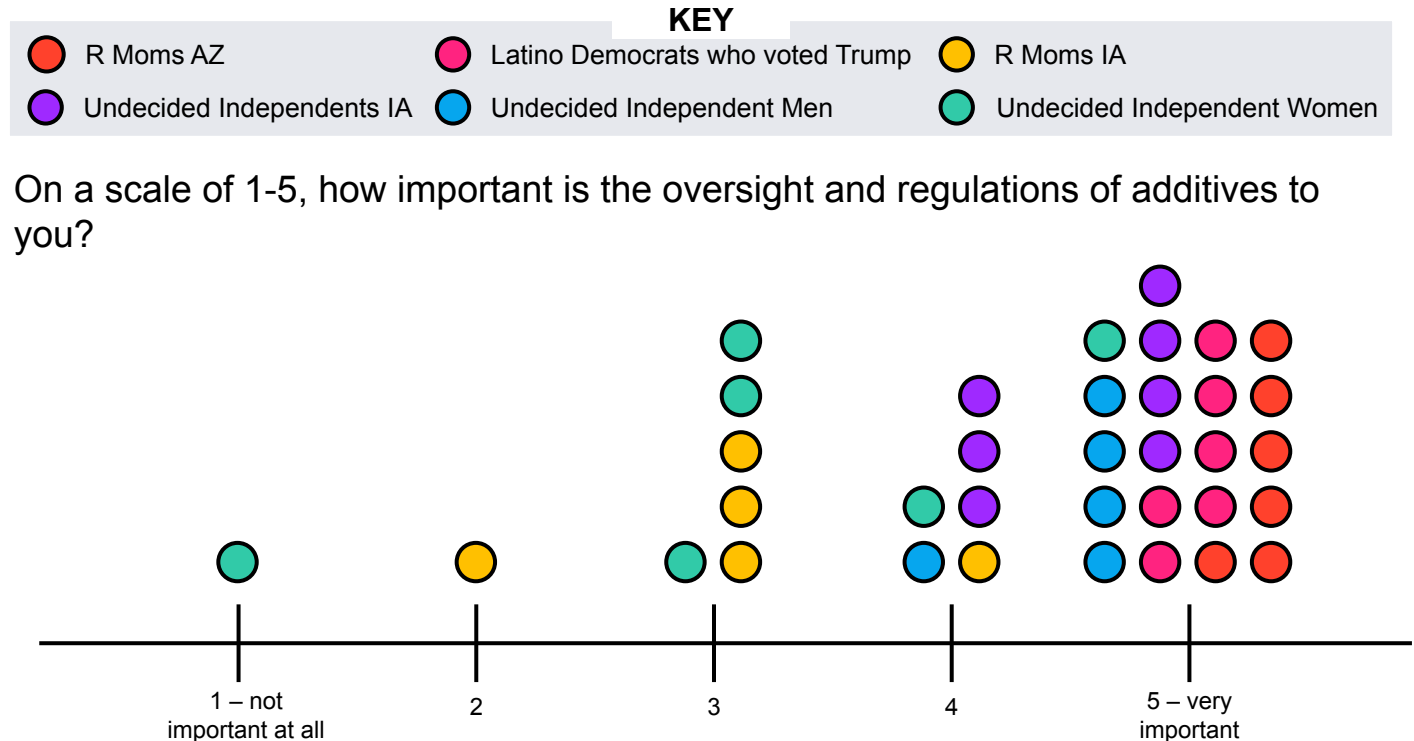
I'm very opposed to artificial ingredients being put in foods. I get criticized or called an almond mom because I make food for my kids and myself from scratch primarily. – Crystal, R Mom AZ

As natural as possible is ideal to help my child's development... There is a lack of concern from these food industries. I want to be as aware as possible of what I'm putting it in my child's body when she's not developed enough to fight it on her own. – Stacy, R Mom AZ

# The oversight and regulation of additives is important, especially because other countries have done this well

Removing additives feels overdue because:

- America is just now 'catching up' to European countries who have a track record of 'better' foods without additives.
- It's not just about a healthier Cheeto. It's about taking on Big Food brands and lobbyists.
- Republicans are optimistic for a ripple effect across food brands. One recounts that companies are taking steps to remove all dyes even though it's not 'mandatory.'
- Republican moms in Iowa and Independent female voters consider additives to be a less pressing issue; they feel like they have control over whether they buy certain foods or not.



*As moms, our brains are constantly flooded with what we're doing right or wrong for our kids, and additives just isn't at the top of my list to worry about. I do look at the food dyes, but this isn't one of the things that I just hang my hat on. – Lindsey, R Mom IA*

*MAHA is about looking at ingredients in foods and eliminating the ones that have proven to be problematic, which European countries have done. As far as I know, it has not been done in this country because of food manufacturers and the food lobby. – Christine, Undecided Independent IA*

*It drives me crazy when I go to Europe and their food is so much better and they don't have the additives. I don't understand why our food has so much crap in it. – Courtney, R Mom IA*



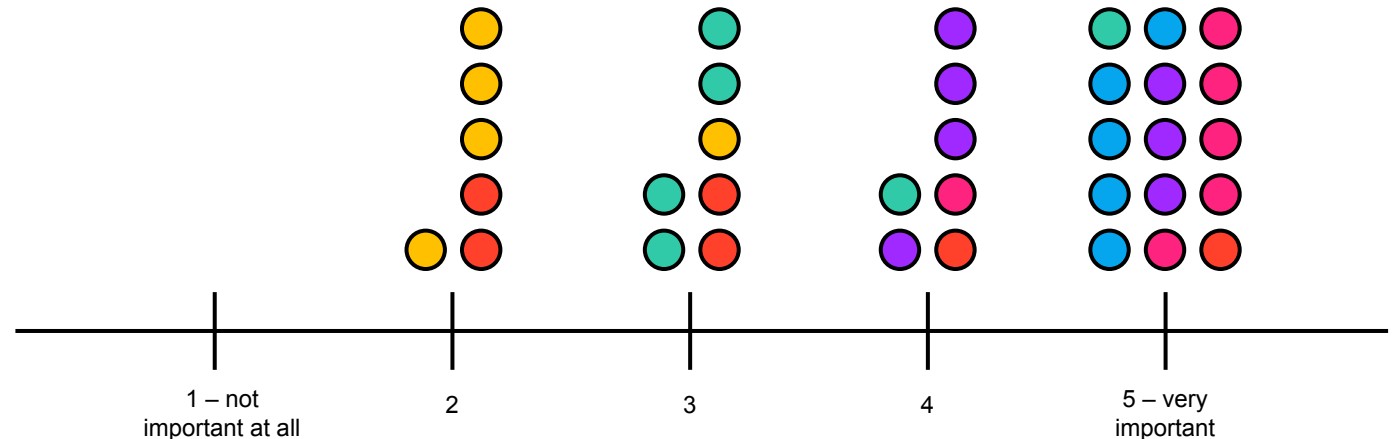
# Surveillance and monitoring of foodborne illness is important to Independents

Many Independents don't ask 'if' food recalls or illnesses will happen. They ask 'when' and 'what'.

- Incidents are both more frequent and widespread, showing up in go-to brands (e.g., Chobani and restaurants (e.g., Wendys)).
- The sources are also more widespread, from metals to plastics to toxins.

Republican Moms are less concerned about foodborne illness.

- It isn't an issue they think about regularly.
- It feels controllable by what they bring into their homes.
- Illness does not seem extreme or long-lasting.



*I feel like we've become advanced enough that we know more about what causes [illness] so it's not as common. When it does happen, it's probably something you did yourself at home, cross contamination or something accidental. I don't really view it as something that's high up on my radar. – Michelle, R Mom AZ*

*We still see so many recalls on a day-to-day basis because it has pieces of plastic in it or pieces of metal, or it's contaminated with salmonella. – Sheila, Undecided Independent Woman*

*Chobani has this big lawsuit because some ingredient was causing strokes. There's a trust issue between not just our doctors but all these companies and ingredients. – Stephen, Latino Who Voted Trump*

# Reform of dietary guidelines is the least important health issue

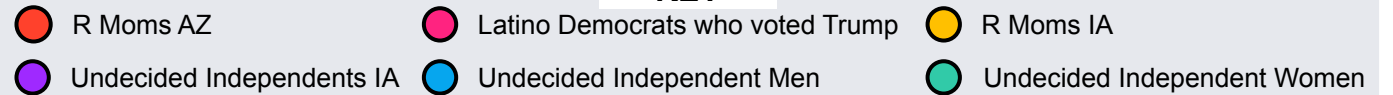
Adults prioritize access to healthy food and water over dietary guidelines.

- If I can't easily and affordably access the food that's best for my health, guidelines are irrelevant.
- Additional regulation around guidelines could just make **all** food more expensive.

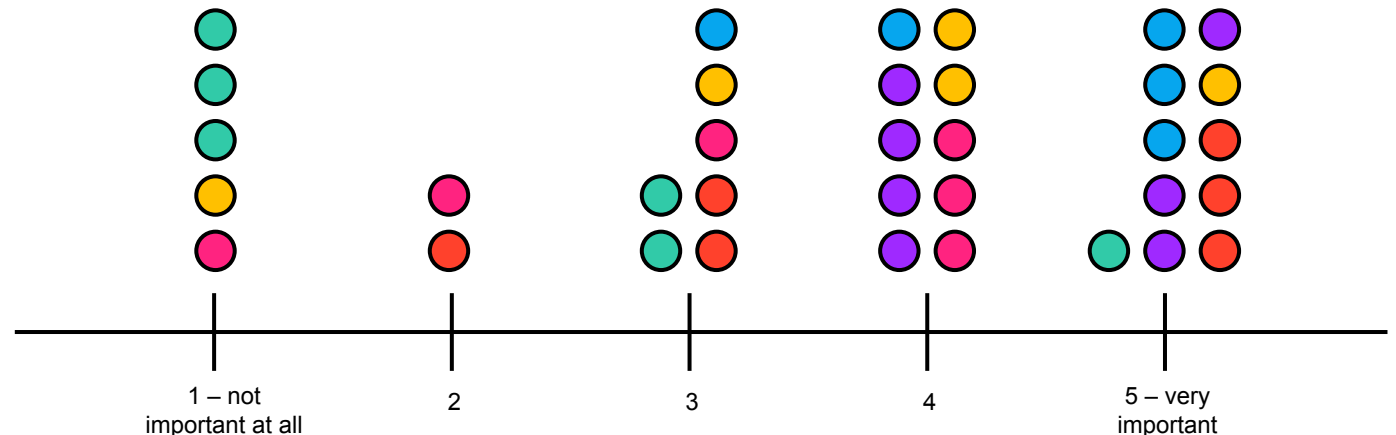
Adults also have trouble trusting the guidelines.

- The guidelines are too one-size-fits-all. Everyone has different dietary needs.
- They wonder if there is an agenda: *Who funded them? Is there a bias? Why do they change?*

## KEY



On a scale of 1-5, how important is the reform of dietary guidelines to you?



*Well, I think that we all know the dietary guidelines already. We all know we shouldn't be eating a lot of carbs and we should be eating low fat, high protein, a lot of vegetables... Everyone knows how to eat healthy, it's most of us don't do it. – Tracy, R Mom AZ*

*Everybody needs something different. If they were to reform the dietary guidelines, I wouldn't be like, I have to follow those because they reformed it. – Gabriel, Latino Who Voted Trump*

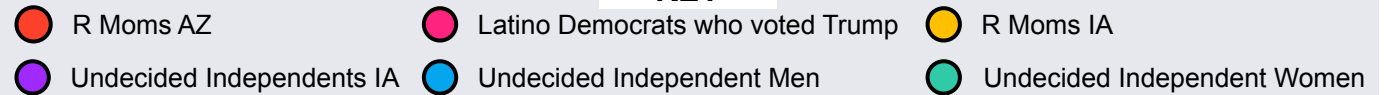
*I don't pay attention. I think it's been messed with so much and they're constantly changing their minds on it. I try to make sure we're eating whole foods as much as possible. – Darcy, R Mom IA*

# Health risks of pesticides is the most important issue for Independents, especially in Iowa

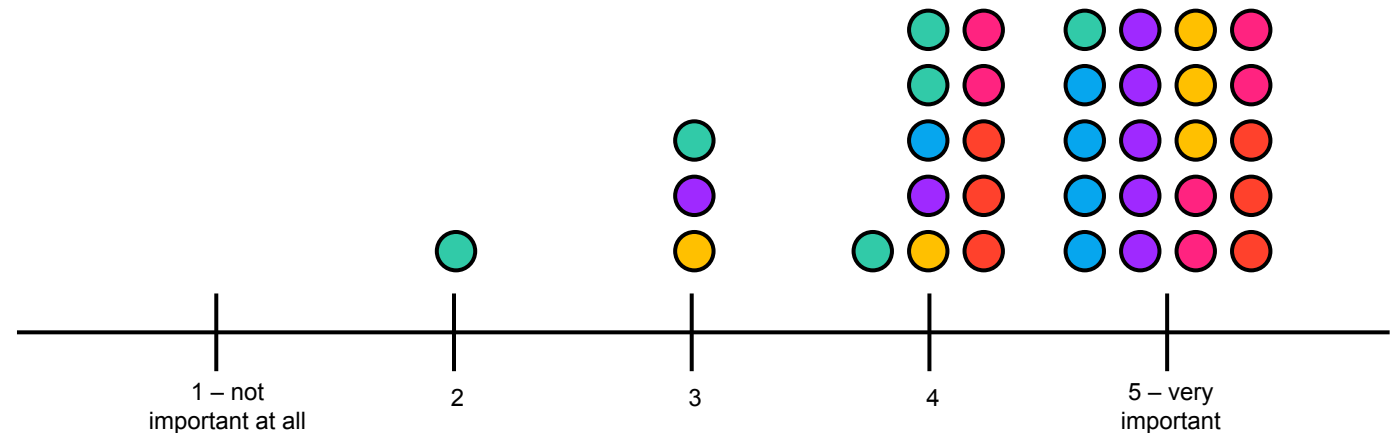
Iowa families are torn between pesticides' health risk, economic need and family ties:

- **From a health angle**, Iowans have paid the price paid for pesticides through their lives. They got sick regularly as children and have dealt with cancer's impact on their communities.
- **Iowans feel stuck and isolated on this issue.** Policies on restricting pesticides – even if to improve health outcomes – could harm the local economy. Iowans even hold back from talking about these issues because it would divide their inner circle.

## KEY



On a scale of 1-5, how important is the health risk of pesticides to you?



*Here in Iowa, a lot of it gets into not just the food, our water here, because it's all farmland here. And we are one of the sickest states and one of the worst healthcare states, access to healthcare and everything. – Emily, Undecided Independent IA*

*Iowa is one of the highest, if not the highest, for cancer rates. It's correlated to a lot of different chemicals, pesticides, that gets into our food, water. – Heidi, Undecided Independent IA*

*I'd love to see politicians focus on farming pesticides, but I can't publicly say that. It would cause major rifts in family and community because so many people rely on farming as their income. – Lindsey, R Mom IA*

# Latino voters find fluoride in drinking water very concerning

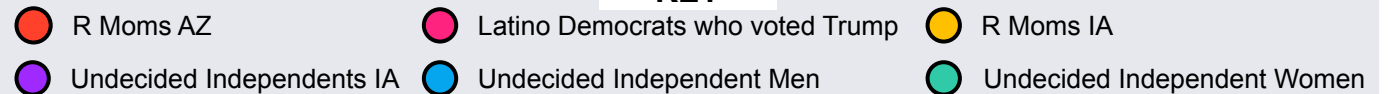
Many believe that this is an issue that does not impact them because:

- They associate it with tap water that they do not drink
- They find it to be unavoidable but not detrimental to your overall health
- There does not seem to be information suggesting that it is causing major illness

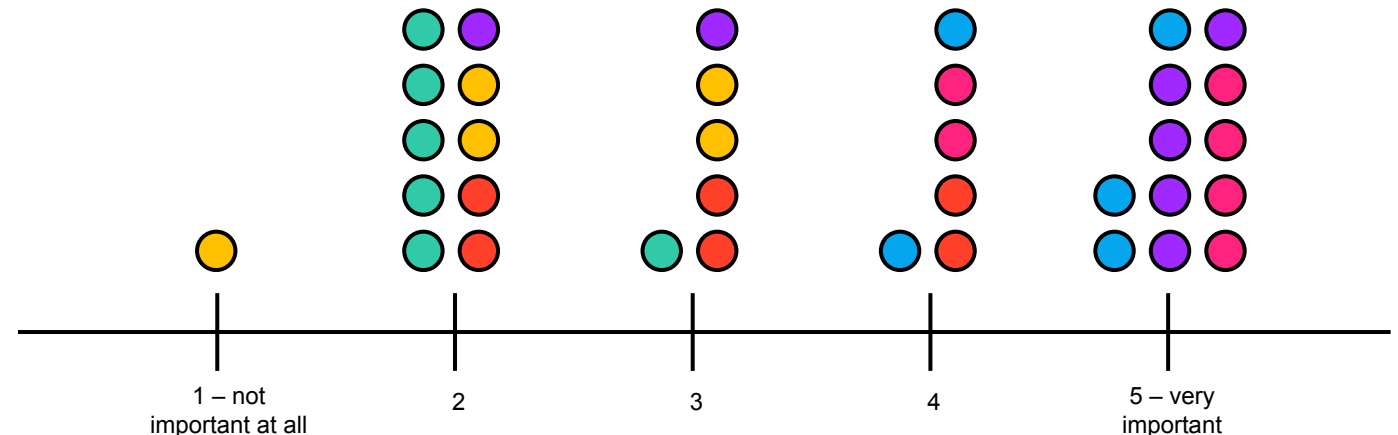
Others find that fluoride is dangerous and very important because:

- It's unavoidable and can be damaging to children
- Water is essential and fluoride is negatively impacting the make up of our bodies with something that it needs

## KEY



On a scale of 1-5, how important is the health risks of fluoride in drinking water to you?



*I think it's just something in general that's important because it's water, it's something your body needs, 70% made up of your body. So, what you're ingesting I think has a lot to do with how your body's producing or acting and stuff like that. I think it's really important to your health. – Isabella, Latino who Voted Trump*

*I don't drink a lot of tap water to begin with, so I'm not too concerned about it. Obviously, it's not causing mass illness among the population or horrible side effects, or they would have stopped doing it a long time ago. I know there's a lot of different ideas about what fluoride in the water does, but there are so many other things out there that are more worrisome to me. – Kasia, Undecided Independent Woman*

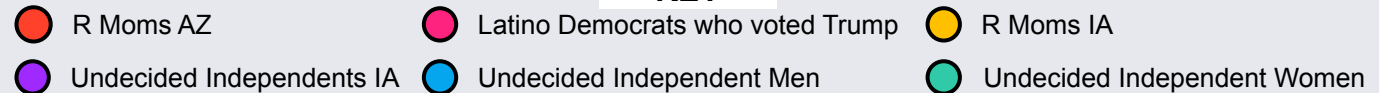
*It's going to be in all water. And it's not necessarily bad for your teeth. – Helen, Undecided Independent IA*

# Cleaning up toxic chemicals, forever chemicals and microplastics is very important

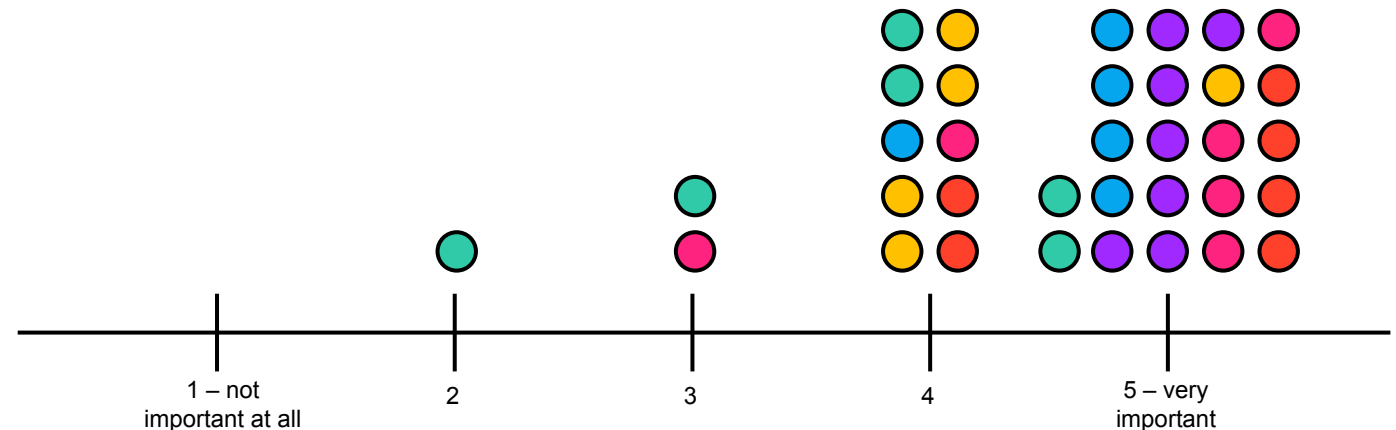
Chemicals and microplastics in our everyday foods/products seem like an unsolvable issue.

- The scale of the issue is insurmountable, especially because it is embedded in our daily products and infrastructure, like water systems. Personal fixes, like switching from plastic to glass, feel negligible.
- Adults have seen this issue become a mainstream topic in their lifetimes, keeping it top-of-mind.
- The consequences feel severe, ranging from hormonal imbalances to early puberty to cancer.

## KEY



On a scale of 1-5, how important is cleaning up toxic chemicals, forever chemicals and microplastics to you?



*How do you avoid it in our current state of the world? It's just everywhere.*  
– Rachel, R Mom IA

*The longer we wait to take action, the harder it's going to be to do anything. It's going to be an escalating problem.* – Justin, Undecided Independent IA

*It's something that permeates our everyday lives in a way that it just didn't even 20 years ago. And I think it's a huge problem because you've got PFAS infiltrating our bloodstreams and giving people diseases*  
.–Brittany, R Mom AZ

*Without having a system to clean it up, all of it just breaks down, goes back into the farmlands, the water, and then we eat it.* – Frank, Latino Who Voted Trump

# Republicans find too many childhood vaccines/too high a dose to be an important health issue

Too many childhood vaccines and the COVID vaccine urgency.

## Changes to the vaccine schedule creates concern and fear:

- They see more vaccines and a faster pace, but not a compelling explanation for why.
- Fear over vaccine reactions, 'injuries', and autism put parents into protection mode.
- Compromises help them feel they are protecting their children, but on their terms. *Examples include:* the 'Dr. Sears' schedule, finding a doctor who they trust

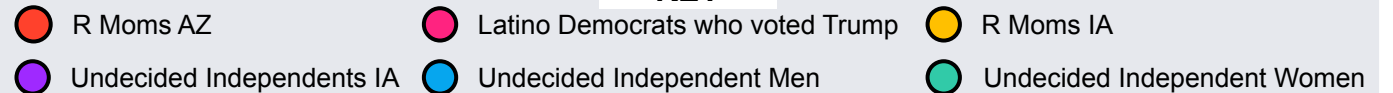
## COVID vaccine urgency was a turning point because:

- The vaccine creation and urge to vaccinate felt rushed.
- Adults weren't given any agency over the decision to vaccinate, or time to research effects.
- Doctors seemed unconcerned about their questions or concerns for themselves and their families.

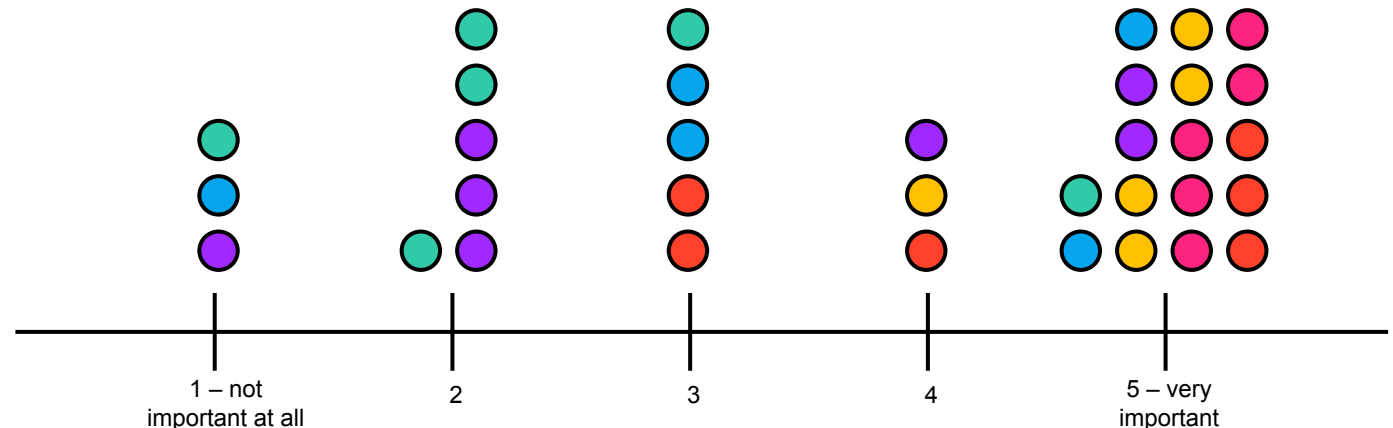
*The amount of vaccines that I had as a child is much less than what my daughter was suggested to have. – Stacy, R Mom AZ*

*Do I think there should be more research? More parent choice? Yes, but I also believe in medicine when it has been properly researched. I worry it's to the extreme. – Kristina, R Mom IA*

## KEY



On a scale of 1-5, how important is too many childhood vaccines/too high of a dose to you?



*In 2020 they were mandating the vaccines. They didn't give us enough time to research. It caused a lot of worry and mistrust because we heard of deaths being caused and the doctors didn't seem concerned. – Darci, R Mom IA*

*It's scary for moms when you don't feel like you can trust anybody and your opinion doesn't matter. I trust moms that I know over a doctor who could be paid by a pharmaceutical company. -- Courtney, R Mom IA*

# The link between childhood vaccines and autism is polarizing

Adults fall into one of two camps:



**I either don't see a link or need more research.**

- I trust my pediatrician and family members who are medical professionals.
- I have other explanations for autism in my family.
- I don't have a reason to distrust vaccines because they have played a key role in preventing diseases.
- I want more research into sources of autism **including but not limited to vaccines.**



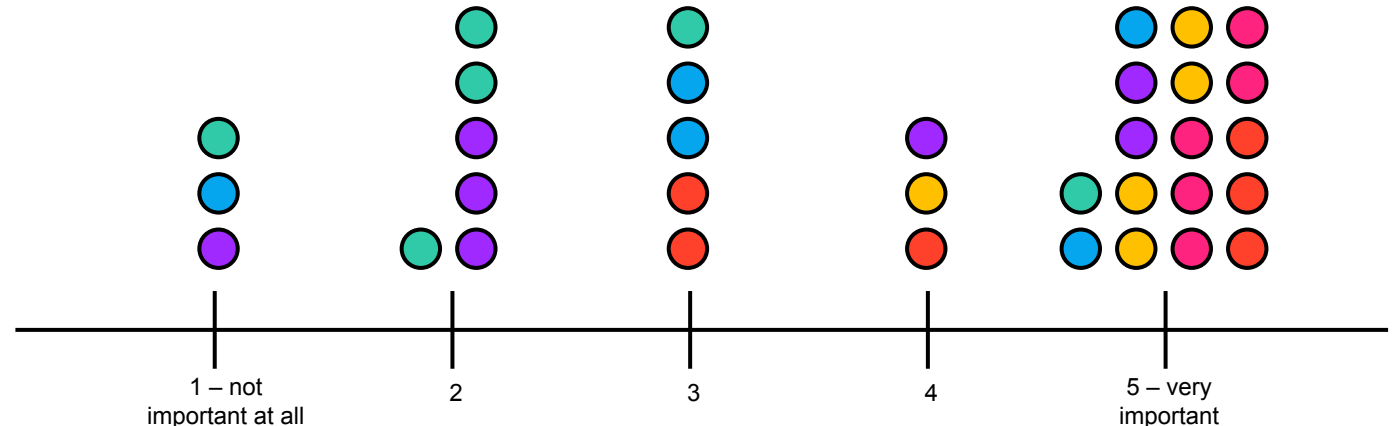
**I have experience with the vaccine-autism link and/or other reasons to question vaccines.**

- My child or a child I know 'changed' after a vaccine (seizures, developmental delay, diagnosis, etc.)
- The increased number of vaccines given and the rise of autism is a compelling link to those looking for answers.
- Even a full recovery from a vaccine reaction can cause a parent to be wary of vaccines and consider the vaccine-autism link.

*My oldest daughter is diagnosed with autism, and I saw cause and effect with vaccines and her behavior. My second child had seizures at three weeks old from her vaccines, we decided there was a great link there. – Brittany, R Mom AZ*



On a scale of 1-5, how important is too the link between childhood vaccines and autism to you?



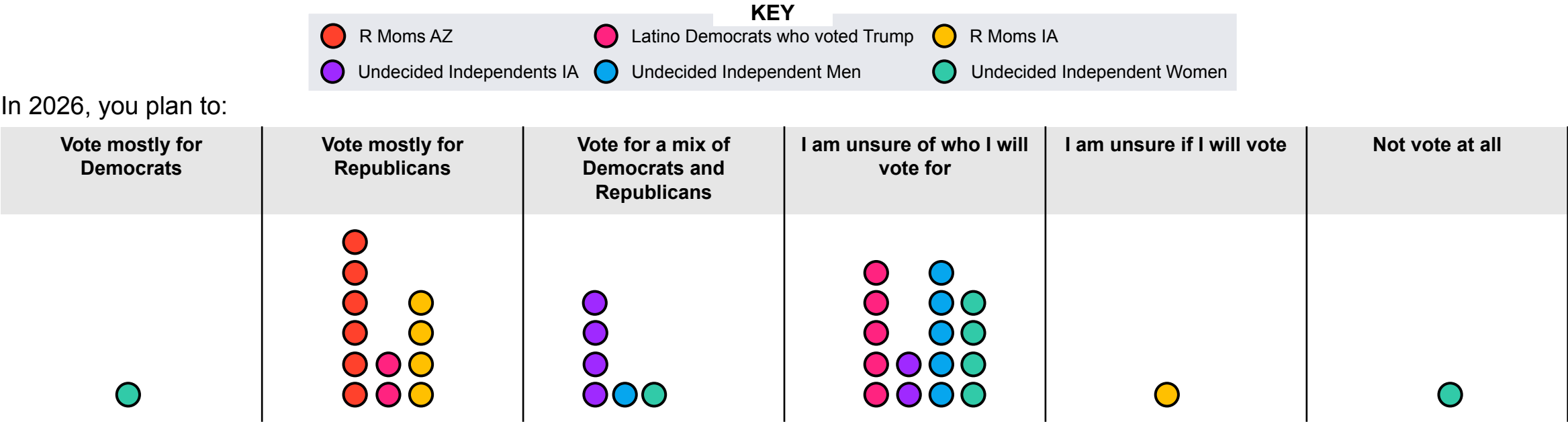
*I just feel like there's other factors that we're aware of that correlate better than vaccines. Doesn't mean you stop looking into it. – Mateo, Undecided Independent Man*

*It's scary how many kids now have autism. There doesn't seem to be any real answers for why, but most kids get vaccines. – Lindsey, R Mom IA*

# 6 2026 Elections



# Independents plan to vote based on issues, not parties, in 2026



Independents are impressionable, and there is time to influence who they vote for by way of issue.

I tend to not make my decisions based on party. My decisions are based on topics. And so, I'm open to either party as long as it's, to me, a rational or a good idea. – Val, Undecided Independent IA

I don't typically vote for a political party. I vote for the individual that I feel represents someone who is going to do the best for the nation and for the health. Those are my top two priorities. – Nicolle, Latino Who Voted Trump

# Cost of living is more important than health policies for many



Despite health-related issues being important, voters are split between prioritizing a candidate who focuses on these issues vs. another who focuses on different issues. **Cost of living** is the primary deterrent for most who prefer to consider a candidate that focuses on these other issues.



Hypothetical candidates who prioritize **non-health-based issues** are more attractive to many because health seems to come at a price. Many voters revert to their main concerns, **access and affordability** to healthcare, which they believe is unattainable without a candidate who is focused on cost of living.



Some still support a hypothetical candidate who **prioritizes health-based issues**. They believe that without attacking things like **additives, food dyes, pesticides and vaccines**, their family is too exposed to too many dangers and illnesses that cannot be solved by issues such as cost of living, crime or immigration.

*I'm incredibly concerned with just the cost of living. It's almost impossible to survive at this point, and it's only getting worse. I do see Trump trying to help out with that and regulate things for us so, we could actually afford to put gas in our car to get to work and feed our kids meat at least a couple times a week. – Brittany, R Mom AZ*

*Cost of living, because it plays a major factor into what you're going to eat and how you're going to eat, and then that also trickles down into your health. So, that plays a big key factor into that. – Alonzo, Undecided Independent IA*

*I would choose cost of living and then use that extra money to take care of my health. Because there's all sort of things and innovations that come in, that the general public doesn't know about. Like a machine that scans your entire body and tells you what's going on with that. – Kimberly, Undecided Independent Woman*

# Republicans in Iowa are outraged after watching the MAHA clip

Republicans in Iowa feel especially put off by the information in the video.

They find the video to be:

A representation of their state being unsupported and vulnerable for major health issues

Aligned with issues such as pesticides that they are very concerned about

**Some do not like the tone of the video**, expressing that the information, while true, is presented without nuance and in a way that makes Iowa natives sound naïve.

Despite fears around the issues raised in the video, including giving immunity to big companies who many Republicans find responsible for important health issues, those in Arizona are unmoved. They find the video to be:

Single-sided

Fear mongering

Opinion-based without facts or stats

Over 'acted' even if there is truth to it

*It makes me angry. Because there's a clear correlation between pesticides and cancer. If you live along a water source like the river, while the pesticides are draining into the water source and people around that area are getting way more rates of cancer, it's obvious, there's an issue. – Darci, R Mom IA*

*The water. Water in Iowa is the worst water in the nation. We have the highest cancer rates here. I've had my thyroid removed from thyroid cancer and my ENT said he would never touch Iowa water in his life. He's worked in many areas throughout Iowa for being an ENT and just everything he's seen, that I guess just persuaded me there as far as all the pesticides runoff into water here. – Kristina, R Mom IA*

*We are from Iowa. We know the pesticides are bad, but it's a way more complex issue because a lot of our livelihood and we depend on pesticides for living, the farmers do. I feel like it's more complex and she made it sound like we were all dumb and we don't know. And it's like, no, we know. It's just not black and white. – Courtney, R Mom IA*

*I'd want to see the facts that she's quoting. I've been interviewed on the news and I know what I said, and then I know what they broadcasted and it was over a nothing story, but the way that they twist your words to fit their narrative. I don't trust anything until I see cold hard facts. – Michelle, R Mom AZ*



# Independents agree that pollutants are overlooked by the current administration

The video makes points that most Independent voters find valid, but many question the claims because:

- There are no stats or numbers shown in the video that back up the verbal claims
- The video is from TikTok, which feels like a platform anyone can say anything on
- They don't know who this woman is and what her motivation for making the video is

**For Independents and Latino voters to see a video that is both compelling and feels factually sound, they need a visual that represents something concrete. Unaided, once they see the Cory Booker video, they:**

- Recall that the visual of the bill is something that this mom's video is missing – evidence
- Recognize the TikToker who is talking, offering more credibility



*I questioned the clip, because it's from TikTok. And I don't believe a lot of those things that I see on social media, because a lot of them are AI generated and stuff. So, I have questions as to is what she's saying actually true or not? I do feel like there should be regulation, so that these chemicals are regulated, so they're not making us all sick. But is there any truth to what she's saying? I don't know. It's a TikTok video. – Sheila, Undecided Independent Woman*

*The clip, if it in fact is true, would be great, but it's just a person making a statement and not making a fact. – Larry, Independent M*

*I just think it's one person's perspective. She might be right. She might be wrong. I would personally do research on it to find out kind of what that looks like. But that's just recording a video of somebody else who's super supportive of what the administration has done. – Nicolle, Latino Who Voted Trump*

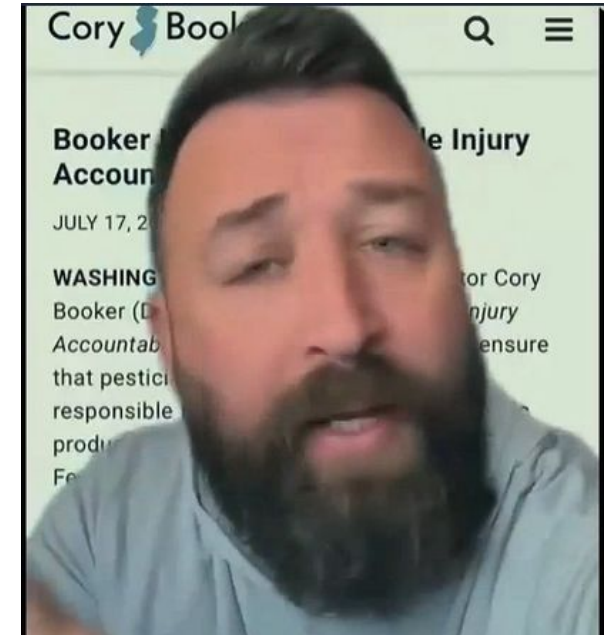
# Cory Booker's pesticide bill gives voters a reason to want to vote for him

The bill alone is not enough to persuade voters, but it is enough for them to learn more about him. They also want to know:

- What his track record is like of delivering on campaign promises
- What other issues he stands behind that matter, such as cost of living

The video is specifically compelling because it:

- Includes a visual of the bill being referenced
- Has a TikToker who some voters recognize by face or name
- Addresses a policy that is important to most, forcing an 'agnostic' acceptance



*If that ad is all I knew about him, I'd be like, all right, that's good. But I would like to do more research on it and on him...I need to see who someone is, I need to see what they've done. If they've been in government forever, then they should have a decent track record. – Frank, Latino Who Voted Trump*

*Regardless of the party, that initiative is good for Americans. If other Democrats want to get on board and do it too, then I can support that, regardless of what their party is. If Republicans want to support it. Okay. Cool. – Linda, Undecided Independent Woman*

*Parties don't matter to me. It's all about their issues, but one particular issue isn't usually enough. I'll look at their other stances on other issues just to make sure that overall, they're a good candidate, regardless of party. – Justin, Undecided Independent IA*

*I agree that it's important to acknowledge when people are doing things right because we are very nuanced as people don't think it's as black and white as we like to make it out to be. Sometimes the Trump administration will miss things. I feel like they've done a lot of good things right, but there are inevitably things that will fall through the cracks with any administration. And so, when we can have people pick up those pieces and address them on their own. – Stacey, R Mom AZ*

# 7 Recommendations



# Recommendations



Lean into content that visually shows support for the claims; Cory Booker's bill in the background of a TikTok video is a great example for media that voters find credible upon first glance.



Prioritize candidate claims about *when* and *how* they will implement health-based policies to offset the disappointment many feel toward the Trump administration's slow successes following many MAHA promises.



Avoid media that claims failure from the administration without evidence or stats; the pollutants video falls short due to the narrative from an unknown person who does not show how she arrived to her claims.



Focus on pesticide removal for Iowa Independents. They feel unsupported and misunderstood about the nuanced issue.



Deprioritize dietary guidelines, fluoride in drinking water and foodborne illness as health-based issues that will sway voters; these are important to some, but they do not move the needle as much as others.

# Thank you