

TO: Interested Parties

FR: Becca Siegel, Chief Insights Officer, Center for American Progress

In October 2026, the Center for American Progress and Blue Rose Research fielded a national survey to examine views toward the MAHA movement and CAP's policy alternatives. Health, food, and environmental issues are motivating issues for Americans across the partisan spectrum, and there is substantial bipartisan support for policies in this area.

Key Findings:

1. **A majority of Americans are concerned about health, food, and environmental issues—key areas that are addressed by the MAHA agenda. Democrats are more trusted than Republicans on these issues and are also seen as more likely to pursue key parts of the MAHA agenda**, such as removing chemicals, strengthening food safety, and improving access to healthy foods.
2. **Americans are unhappy with the job Trump and RFK Jr. have done** on promoting food safety and public health, and they specifically disapprove of the Trump administration's efforts on the MAHA agenda. **More than half of Trump voters say MAHA was a reason they voted for Trump, and 37% of Trump voters are open to voting for a Democratic candidate** running on a platform that addresses the core issues of the MAHA agenda. This agenda is most popular when framed not as an extension of—nor a rebuttal to—the existing MAHA movement, but rather as separate from MAHA branding entirely.
3. **CAP's major policy proposals in this area garner more than 60% support**, with an immediate ban on certain chemicals, a pesticides review, and crop subsidies for healthy food garnering more than 65% support. These proposals test in the top 5% of more than 1,000 policies tested across issue areas.

Americans are concerned about health, food safety, and the environment. They want government regulation and trust Democrats, more than Republicans, to deliver on it:

- Most Americans across the partisan spectrum are concerned about the safety of the food Americans eat (73%), harmful chemicals in everyday products (72%), pollution or toxic chemicals in the air and water (65%), and pesticide exposure (57%).
- Americans trust Democrats more than Republicans on vaccines (+19 net), environmental safety (+18), food affordability (+16), overall health and well-being (+13), and food safety (+11). Swing voters are unsure which party to trust on most issues.
- **Americans see Democrats (45%) as more likely than Republicans (34%) to push forward policies that remove harmful chemicals from everyday products, strengthen food safety, and improve access to affordable healthy foods.** One in five Americans,

however, remain unsure about which party will pursue this agenda, including 32% of swing voters, 27% of Trump voters, and 39% of 2024 nonvoters.

- **Across party lines, 4 in 5 Americans prefer stricter regulations on pesticides (82% overall) and harmful chemicals and food additives (84% overall), even when presented with a counterargument that these regulations would raise prices.**
- A majority (57%) want the government to level the playing field by supporting farmers who grow healthy foods, including majorities across partisanship who reject the argument that the current farm subsidy system works.

Americans disapprove of Trump and RFK Jr. on their implementation of the MAHA agenda and are receptive to Democrats who prioritize these issues:

- **A majority of Americans disapprove of Trump’s job performance on keeping MAHA-related promises (-17 net)** and his net rating sits at -33 points among swing voters.
- A near-majority disapprove of the job RFK Jr. has done as HHS secretary on food safety and public health (-12 net), and his net rating is worse among swing voters (-24).
- **More than half (55%) of Trump voters say the MAHA movement was at least a minor reason in deciding to vote for Trump**, including 19% who say it was a major reason. Two in five (38%) say it was not a factor in their vote.
- **37% of Trump voters would be open to voting for a Democratic candidate running on a platform that addresses the core issues of the MAHA agenda.** Nearly two thirds (63%) of swing voters who voted for Trump in 2024 are open to voting for a Democratic candidate running on that platform.
- Overall, nearly two-thirds of Americans (65%) are more likely to support a candidate who runs on a platform focused on food safety, stronger nutrition standards, making healthy food more affordable, and removing harmful chemicals from everyday products.

CAP’s policies in this area are broadly popular with Americans across the political spectrum:

- **CAP’s major policies in this area garner more than 60% support and are among the top-testing policies across issues areas.** The best-performing CAP policies are an immediate ban on certain chemicals (70% support, 99th percentile), fast-tracked pesticide reviews (68% support, 99th percentile), and healthy-crop subsidies (65% support, 96th percentile).
- Fast-tracked chemical safety reviews (64% support, 93rd percentile) and free school fruits and vegetables (64% support, 93rd percentile) also test in the top 10% of all policies, including among swing voters.

CAP Proposal	Topline Support	Topline Percentile*
Chemical Ban	70%	99%

Pesticides Review	68%	99%
Crop Subsidies for Healthy Food	65%	96%
Chemical Safety Review	64%	93%
Free School Fruits and Vegetables	64%	93%
Independent Commission	60%	83%

*Percentile rank among more than 1,000 BRR policies tested across all issue areas.