

To: Interested Parties  
From: Echelon Insights  
Re: Polling on voter attitudes about vaccines  
Date: April 20, 2026

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*From April 1-3, 2026, Echelon Insights conducted a survey of 1,012 voters in the Likely Electorate, nationwide, to assess attitudes toward vaccines access, potential candidate messages on vaccines, and levels of concern over the recent spread of measles in the U.S.*

## KEY FINDINGS

- **U.S. voters prefer candidates who support vaccine access.** Most voters would be more likely to vote for a Congressional candidate who wants to maintain access to childhood vaccines (67%) over one who seeks to roll back access (9%).
- **Voters trust scientists and doctors over political figures when it comes to vaccines.** Nine in ten voters trust their doctors and children's pediatricians, and an overwhelming majority want vaccine recommendations to be free of political influence.
- **Measles is a considerable concern among voters.** Most voters are concerned about the recent spread of measles (69%), with majorities across party lines expressing worry about the increasing rates of the disease.

## VOTERS BACK PRO-VACCINE CANDIDATES, HEALTH EXPERTS

U.S. voters across party lines are more likely to back candidates who support vaccine accessibility and expert guidance over those who question them, even if they otherwise agree with the candidate on different issues.

- **90% of voters, including majorities across parties, feel it is very or somewhat important that vaccine recommendations are made by independent panels of medical experts who are not influenced by politics or political leadership.**
  - Similarly, 89% of voters say it's very or somewhat important to have vaccines that are easy to access and covered by insurance.
- **Over 2 in 3 voters (68%) say politicians should be supported when they promote expert guidance and vaccine accessibility,** while just 18% say those who question vaccine recommendations or seek to change access should be supported.
  - Even among those in the Make America Healthy Again (MAHA) movement, support for a candidate that wants to maintain vaccine access beats out support

for a candidate who wants to roll back vaccine recommendations by a +29 point margin.

## VOTERS TRUST DOCTORS AND HEALTH EXPERTS

Voters overwhelmingly place trust most in their doctors and public health institutions, wanting them to be free of political interference.

- **Doctors and public health institutions poll highest for voters' trust on vaccines.**
  - 94% of voters have a great deal or some trust in their doctor to provide accurate science-based information about vaccines, 54 points higher than RFK Jr. (40%). 96% of parents with children under eighteen have a great deal or some trust in their child's pediatrician.
- **Political interference in vaccine recommendations has eroded voters' confidence in leaders.**
  - Half of voters (51%) are less confident in their political leaders after recent federal changes to recommendations.
  - 90% of voters overall, including an overwhelming majority of Republicans (86%), say that it is important that recommendations be made by independent panels of experts, not under the influence of politicians.

## MEASLES IS A MAJOR CONCERN

Most voters (57%) have recently seen or heard something about measles, are concerned about its spread, and are concerned about potential personal impacts on their families.

- **69% of voters are very or somewhat concerned about the spread of measles**, including 54% of Republicans and most independents (70%) and Democrats (84%).
  - Most (59%) MAHA voters are very or somewhat concerned about the spread of measles.
- 59% of voters are very or somewhat concerned that if measles outbreaks increase, it would potentially impact themselves or their family.
  - Those who are particularly concerned about personal impacts include Black voters (77%), urban voters (70%), and parents with children under eighteen (70%).

## METHODOLOGY

This survey was fielded online from April 1-3, 2026 in English among a sample of N=1,012 voters in the Likely Electorate (LE) nationwide using non-probability sampling. The sample was drawn from the Lucid sample exchange based on demographic quotas for registered voters in the likely electorate nationwide, and matched to the L2 voter file to verify respondents' voter registration status. The sample was weighted to reflect modeled turnout and demographic characteristics of the population of voters in the 2026 likely electorate. Calculated the way it would be for a random sample and adjusted to incorporate the effect of weighting, the margin of sampling error is +/- 3.5 percentage points.