To: Interested Parties
From: Echelon Insights and Impact Research
Re: Polling on Vaccine Perceptions, Policy, and Access
Date: November 18, 2026

Echelon Insights and Impact Research, on behalf of The Partnership to Fight Infectious Disease, conducted a survey of N=1,008 voters in the Likely Electorate to assess attitudes toward vaccines, their role in the 2026 midterms, and concern over measles. The survey was conducted November 9-13, 2026 and has a margin of error of ±3.5 percentage points.

KEY FINDINGS

- **Voters say public health is on the wrong track, and are concerned about declining vaccination rates and rising measles cases.** Asked about the U.S. losing measles elimination status, 61% say losing elimination status warrants re-examining our approach and increasing measles vaccination.
- **Support for vaccines and disease prevention is bipartisan.** 76% of voters view vaccines favorably, including 65% of Republicans, 89% of Democrats, and 70% of independents. The vast majority of voters across parties want to see vaccine access protected.

VOTERS SAY PUBLIC HEALTH IS ON THE WRONG TRACK

American voters are concerned about public health and are worried about rising measles infections. They are looking to policymakers for action to improve vaccination rates.

- **64% of voters believe public health in the U.S. is on the wrong track**, while 22% say it is headed in the right direction and 14% are unsure. MAHA supporters agree public health is on the wrong track, 46% to 39%.
- 64% of voters have recently seen, read, or heard about measles, and 58% are very or somewhat concerned about its current spread.
- **61% of voters say losing measles elimination status warrants re-examining our approach and increasing measles vaccination**, while 29% say the loss doesn't matter much and the current approach should continue. The remaining 10% agree with both statements equally.
- **Democratic and Republican House voters agree on next steps.** Asked what they would most like to see after a loss of status, Democratic and Republican midterm voters prioritize similar actions: stronger school or childcare vaccination requirements (33% and 27%, respectively), more action from state and local health departments (29% and 25%), and more consistent public messaging about vaccine safety (27% and 26%).

VOTERS REMAIN PRO-VACCINE AND WANT VACCINE ACCESS PROTECTED

Most voters are comfortable both getting vaccinated themselves and having their children vaccinated, and that comfort holds across party lines. By a 26-point margin, voters find it more credible that children are healthier when they receive vaccines according to the pediatrician-recommended schedule (56%) than when vaccines are spaced out over more visits (30%). Voters want continued vaccine access, and do not rank reducing the childhood vaccine schedule as among their top two health priorities for the new Congress.

- **80% of voters are personally comfortable getting a vaccine** if their doctor recommends it for them. Similarly, 80% of parent voters are comfortable having their child get a vaccine if their doctor recommends it.
- 87% say it is **important that vaccines are easy to access** and covered by insurance, including 96% of Democratic and 78% of Republican House voters.
- 61% of voters say **declining childhood vaccination rates in the U.S. in recent years are a bad thing**, compared to only 14% who say they are a good thing. Cutting vaccines ranks last as a priority across party lines, with only 4% of Democratic House voters, 10% of Republican House voters, and 13% of MAHA supporters saying this should be a top priority of the new Congress.
- **Voters want the childhood vaccine schedule based on U.S. health data and the U.S. healthcare system** rather than schedules used in other high-income countries, a view held by Democratic (64%) and Republican (67%) House voters alike. Among voters with an unfavorable view of vaccines, 51% agree U.S data should inform the U.S. schedule.

MAHA PRIORITIES

Voters are receptive to RFK Jr.'s food and nutrition agenda and want it prioritized over vaccines.

- **Voters are split on the MAHA movement's current approach to health**, with 39% viewing it favorably and 41% unfavorably.
- **Majorities across political groups want RFK Jr. to focus on food and nutrition rather than vaccines, including 59% of Democratic House voters, 83% of Republican House voters and 85% of MAHA supporters.**

METHODOLOGY

This survey was fielded online from November 9-13, 2026 in English among a sample of N=1,008 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. The sample was also weighted on party among respondents who voted in 2026 to reflect a six-point Democratic advantage between Republican/Republican-leaning and Democratic/Democratic-leaning voters, consistent with the 2026 AP Voter Poll. 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.