

Memorandum

To: Interested Parties
From: Tony Fabrizio and Bob Ward
Date: December 3, 2025
Re: Strong bipartisan support for routine childhood vaccinations in Targeted CDs

Our firm recently surveyed 1,000 voters in the 35 most competitive Congressional Districts nationally on their attitudes toward recommended vaccines.

Bottom Line: Our poll highlights strong bipartisan support for routine childhood vaccines in the nation's most competitive House districts, with majorities across political affiliations acknowledging their benefits and safety. High levels of trust in vaccines lead most parents to immunize their children, and skepticism toward vaccine requirements is politically risky for both parties. Republicans or Democrats adopting positions that remove long standing vaccine recommendations would negatively impact their party's performance. While the MAHA agenda is broadly popular in the area food and agriculture, vaccine skepticism stands as an outlier, rejected by most voters even within the MAHA movement.

Broad support for childhood vaccines, Hepatitis B, Shingles, whooping cough and others

More than seven-in-ten voters in these districts from across the political spectrum say the benefits of common vaccines like MMR (83%), TDAP (77%), Hepatitis B (73%), and shingles (73%), outweigh the risks. This includes more than six-in-ten MAHA voters for each of these vaccines. (Chart 1)

Confidence in vaccines is high among MAHA and Non-MAHA voters

Eight-in-ten MAHA voters and 86% of voters overall agree that vaccines save lives. More than three-in-four MAHA voters, and 83% of all voters say vaccines are the best defense against many infectious diseases. (Chart 2)

Vaccine trust leads most parents to having their kids vaccinated

The overwhelming number of parents (82%) in these districts also immunize their children based on health provider recommendations, including a supermajority (73%) of MAHA voters. (Chart 3)

Electoral downsides for Republicans & Democrats supporting eliminating vaccine recommendations

In the districts that will decide the control of the House of Representatives next year, Republican and Democratic candidates who support eliminating long standing vaccine requirements will pay a price in the election. The generic Congressional ballot in these 35 most competitive districts is a statistical dead-heat with Democrats holding a two-point edge.

If the Republican candidate supported the elimination of long-standing vaccine recommendations, the ballot margin shifts a net 12-points in the Democrat's favor, with the GOP candidate trailing by 14-points.

If the Democratic candidate were against the standing vaccine recommendations, their 2-point lead slides a net 20-points with the Republican leading by 18-points.

The negative movement for the candidate in either party scenario is even more dire among Swing voters – those voters who say they don't typically vote along straight party lines – slipping a net 22-points for the Republican vaccine skeptic, and a net 31-points for the Democrat vaccine skeptic. Vaccine skepticism is bad politics. (Chart 4)

The MAHA agenda is widely popular across party lines EXCEPT for vaccine skepticism, including among MAHA voters

Food policy, a key aspect of the MAHA policy agenda, resonates among most voters in these districts, across party lines. For example, more than nine-in-ten Trump and Harris voters think the government should require labeling of harmful ingredients and chemicals in ultra-processed foods. At the other end of the spectrum, vaccine skepticism, that is the removal of established childhood vaccine recommendations for diseases like whooping cough, measles, hepatitis and others is rejected by the overwhelming number of voters, resonates with just one-in-five voters, and just a third of self-described MAHA voters. Vaccine skepticism is an outlier, not a defining policy, of the Make America Healthy Again movement, which has very popular elements with appeal across the political spectrum in these most competitive districts. (Chart 5)

Methodology

Fabrizio Ward conducted a survey on November 18-20, 2025, of 1,000 registered voters in the 35 most competitive House districts across the country: those rated as “Toss-up” or “Lean Republican/Democrat” by the Cook Political Report as of November 18, 2025. Interviews were conducted evenly across the districts. The survey was offered in English and Spanish. Quotas were set by age, gender, partisan affiliation, education, and race/ethnicity. Data was weighted by district, age, gender, recalled 2024 vote, education, and race/ethnicity. Margin of sampling error for n1,000 is $\pm 3.1\%$ at the 95% confidence level. The interviews were conducted via cell phones (35%), landlines (25%), and SMS-to-Web (40%) to voters sampled from the voter file.

Key Demographics

Party Affiliation

Republican	34%
Independent	28
Democrat	32
Other/Ref	5

2024 Vote

Donald Trump	42%
Kamala Harris	39
Someone else	5
Did not vote	12
Refused	3

Race/Ethnicity

White	65%
Latino/Hispanic	19
African American/Black	8
Asian American	4
Native American	2
Refused	2

Age

18-34	25%
35-49	23
50-64	24
65+	26
Refused	2

Education

High School or Less	23%
Some College	37
4-Year College	24
Post-Grad degree	16
Refused	<1

Have Children

Total Yes	61%
Yes, adult children	35
Yes, minor children	18
Yes, both minors and adults	8
No	39
Refused	<1

Self-Identify MAHA Supporter

Yes	44%
No	34
Unsure	22

Gender

Male	48%
Female	51
Other	1

Congressional Districts

AZ-01	3%	NY-03	3
AZ-06	3	NY-04	3
CA-13	3	NY-17	3
CA-22	3	NY-19	3
CA-45	3	OH-01	3
CA-48	3	OH-09	3
CO-08	3	OH-13	3
FL-23	3	PA-07	3
IA-01	3	PA-08	3
IA-03	3	PA-10	3
MI-07	3	TX-28	3
MI-08	3	TX-34	3
MI-10	3	VA-01	3
NE-02	3	VA-02	3
NJ-07	3	VA-07	3
NJ-09	3	WA-03	3
NM-02	3	WI-03	3
NV-03	3		

Chart 1

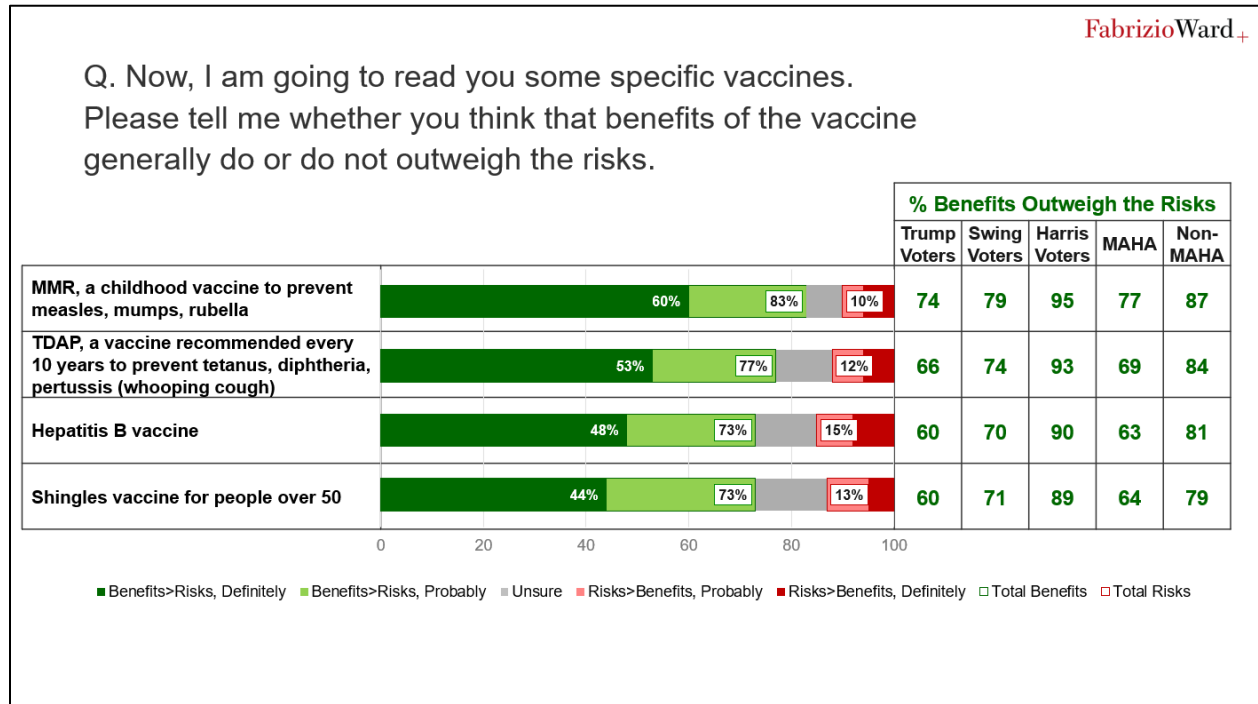


Chart 2

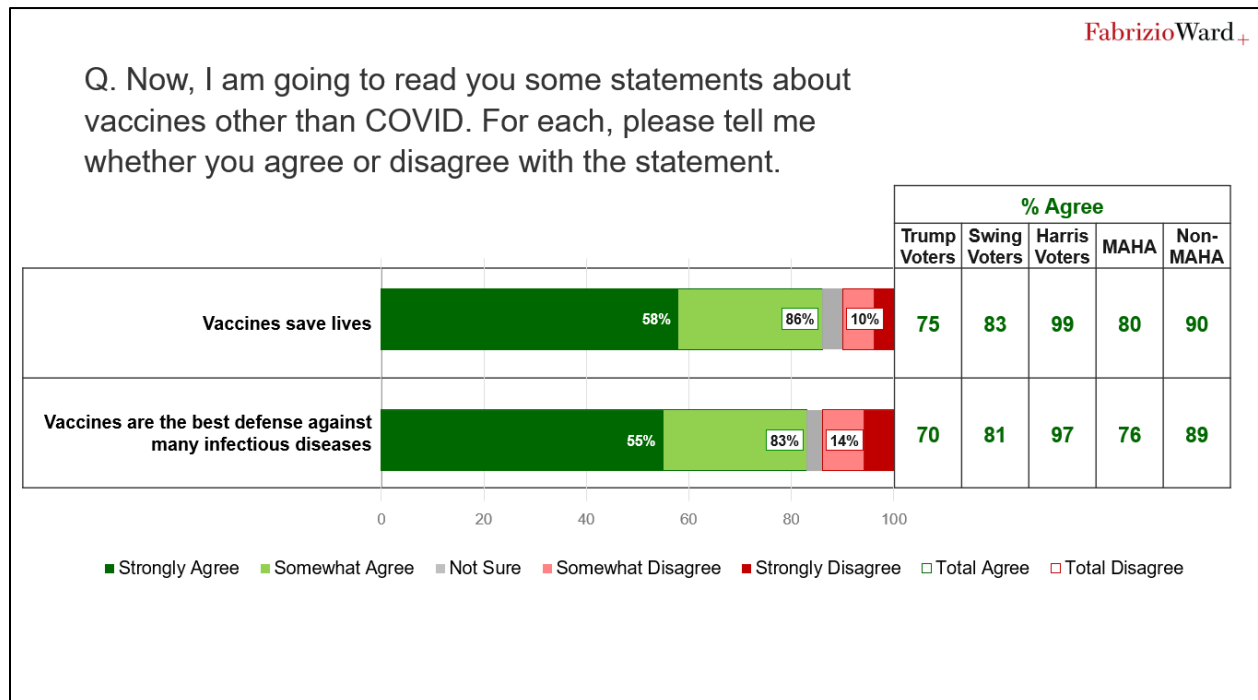


Chart 3

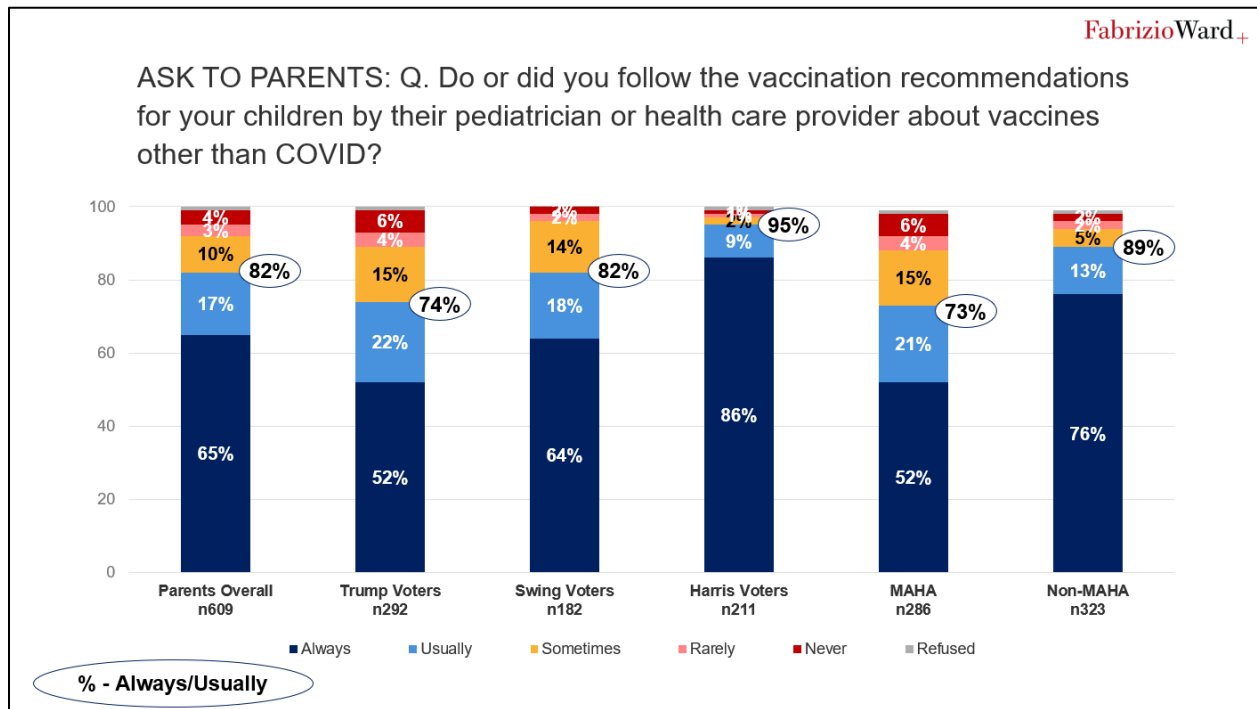


Chart 4

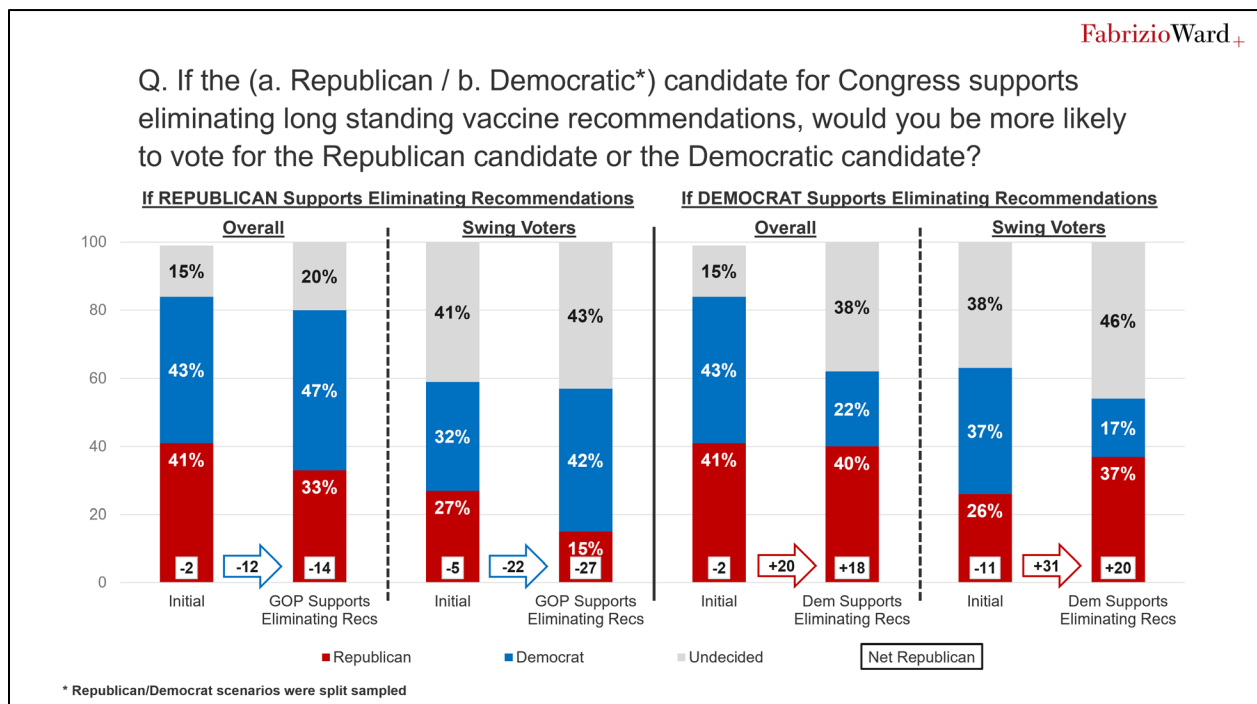
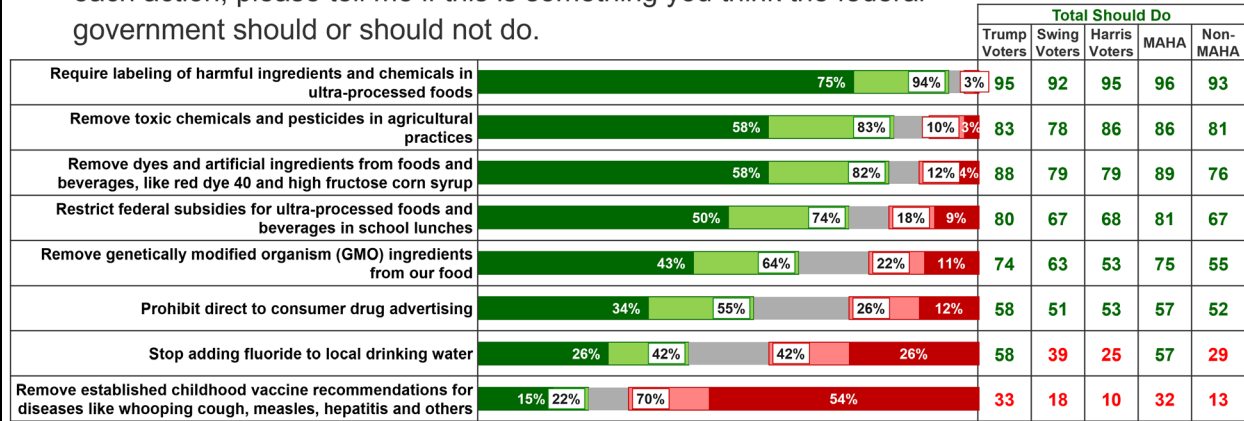


Chart 5

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Q. Here are several health-related actions that are being debated as things some people think the federal government either should or should not do. For each action, please tell me if this is something you think the federal government should or should not do.



■ Definitely Should
 ■ Probably Should
 ■ Unsure
 ■ Probably Not
 ■ Definitely Not
 Total Should Do
 Total Should Not Do