

# navigator.\*

Tuesday, September 23<sup>rd</sup>

## The Health System and Values: A Guide for Advocates



Credit: Shutterstock/Monster Ztudio

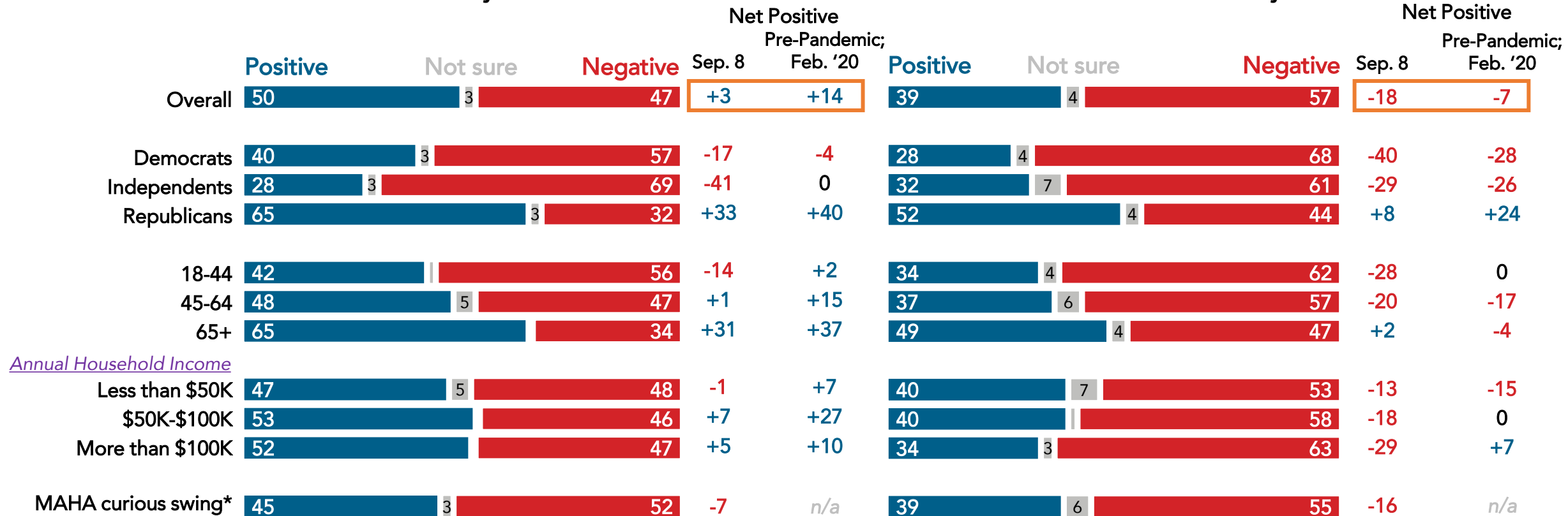
## Key Takeaways:

- Americans have mixed views on the quality of their health care, while they rate the availability and affordability of their health care negatively.
- Americans across party think it should be easier to be healthy in the U.S. (including accessing healthy foods), that there are major issues with our health care system, and that corporations should be held accountable for pollution and rigging the health care system to pad their profits.
- MAGA Republicans stand apart from other groups on health and wellness, with stronger preferences for doing their own research over trusting doctors and health professionals, feeling like Americans have become overly reliant on vaccines and prescription drugs and that we should return to more alternative medical treatments, and that the government should provide less access to medicine and vaccines rather than more. Non-MAGA Republicans, independents, and Democrats are aligned against these views.
- Health care professionals are the most trusted resources on health and wellness, though Americans who hold less traditional views of health and wellness gravitate just as much – if not more – toward online resources and social media.

# Confidence in the Quality and Affordability of Health Care in the United States Has Declined Since February of 2020

(Split Sample) How would you rate the overall **quality** of health care Americans receive in the United States today?

(Split Sample) How would you rate the **availability and affordability** of health care in the United States today?



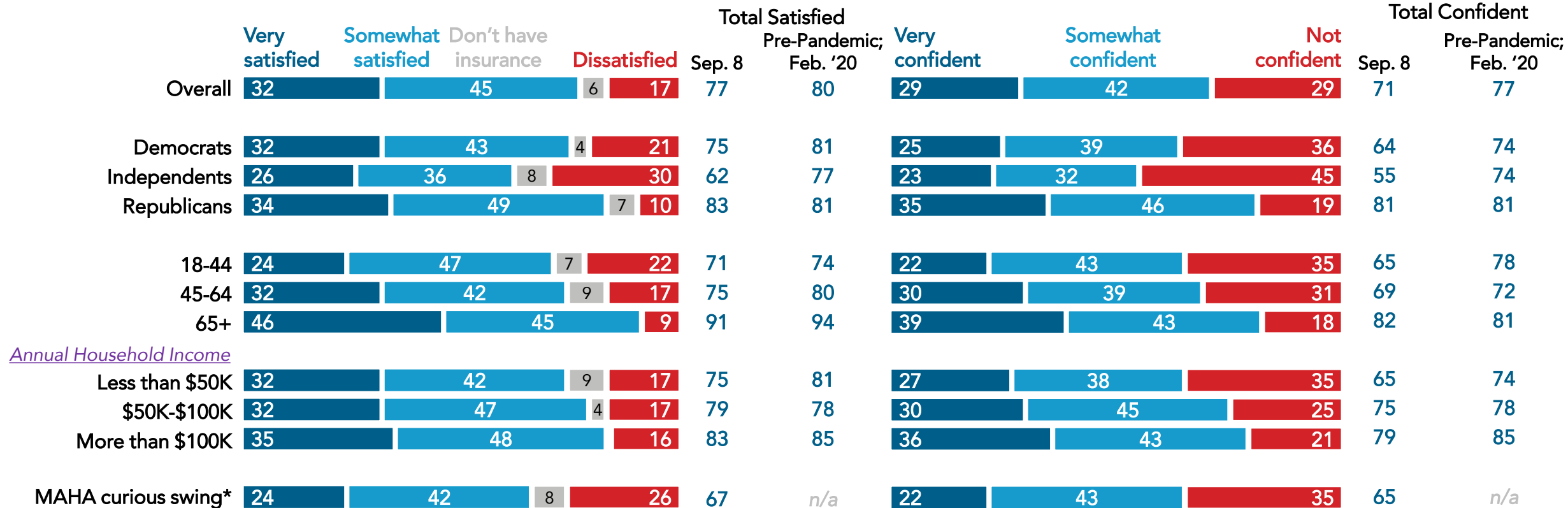
\*"MAHA target" groups are based off of respondents' answers to a series of questions around health and wellness, with "institutionalists" holding more traditional views around health and wellness on a series of three statements, "MAHA loyalists" holding none of those more traditional views around health and wellness on those statements, and "MAHA curious swing" and "MAHA curious partisans" mixed between views. "MAHA curious swing" does not include strong Republicans or strong Democrats. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 4-September 8, 2025. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

**navigator\***

# Fewer Than a Third Are “Very Satisfied” With Their Health Care or “Very Confident” in Their Ability to Access Quality Care

How satisfied are you with your current health care coverage?

How confident are you in your ability to access quality, affordable health care for the foreseeable future?



\*“MAHA target” groups are based off of respondents’ answers to a series of questions around health and wellness, with “institutionalists” holding more traditional views around health and wellness on a series of three statements, “MAHA loyalists” holding none of those more traditional views around health and wellness on those statements, and “MAHA curious swing” and “MAHA curious partisans” mixed between views. “MAHA curious swing” does not include strong Republicans or strong Democrats. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 4-September 8, 2025. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

**navigator\***

# Americans Believe in the Importance of Lifestyle/Nutrition, Health Care As a Right, Corporate Accountability for Pollution

Below is a list of statements about health and health care in America. Please indicate how strongly you believe each statement on a scale of 1 to 5, where 1 means you do not believe the statement at all and 5 means you believe the statement very strongly.

Top 10 of 17 Tested

\*\*/\*\* Split Sample

		% 5 – Very strongly		% 4	% Total Believe (4%-5%)				MAHA Curious Swing*
					Overall	Dem	Ind	Rep	
Top 10 of 17 Tested	**It should be easier for every American family to access fresh fruits and vegetables	67		18	86	88	80	84	84
	Good health care is a human right that all American families should have access to	65		19	84	91	83	77	80
	We need to hold corporate polluters accountable and keep them from pouring toxic chemicals into the air we breathe and the water we drink	65		21	86	89	87	83	82
	**Maintaining a healthy lifestyle and diet is just as important as regular visits to the doctor	63		23	86	86	85	87	85
	***The government should make it more affordable for American families to stay healthy	63		21	84	92	85	76	80
	Doctors and scientists should be trusted more than politicians or influencers to share medical advice	59		20	79	87	72	73	73
	***It's important for children to be vaccinated	52	19		71	89	71	54	60
	Big drug and insurance companies have rigged the medical system to pad their profits, writing checks to politicians in exchange for policies that hurt families and make health care too expensive	46	24		70	67	78	70	71
	It's alarming that America has a serious chronic disease problem and worse health outcomes than any other developed nation	45	27		72	71	75	72	71
	***Our health system is designed so drug and insurance companies make more money when Americans are sick	44	27		71	68	73	74	69

\*"MAHA target" groups are based off of respondents' answers to a series of questions around health and wellness, with "institutionalists" holding more traditional views around health and wellness on a series of three statements, "MAHA loyalists" holding none of those more traditional views around health and wellness on those statements, and "MAHA curious swing" and "MAHA curious partisans" mixed between views. "MAHA curious swing" does not include strong Republicans or strong Democrats. Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.  
For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

**navigator\***

# Fewer Believe in Reducing Drug Treatments, Broad Vaccine Hesitancy, and Doing Own Research Over Deferring to Doctors

Below is a list of statements about health and health care in America. Please indicate how strongly you believe each statement on a scale of 1 to 5, where 1 means you do not believe the statement at all and 5 means you believe the statement very strongly.

Lower 7 of 17 Tested

	**/** Split Sample		% Total Believe (4%-5%)				MAHA Curious Swing*
	% 5 – Very strongly	% 4	Overall	Dem	Ind	Rep	
**American institutions have not always told the truth when it comes to health and wellness	36	24	61	52	64	69	74
**The government is just as responsible as pharmaceutical companies for many Americans' poor health	35	26	61	63	64	59	65
I am nervous about the safety of things I put in my body, like food, medicine, and vaccines	22	22	44	33	51	54	54
***We would be better off if we used fewer drugs and relied more on traditional treatments	20	22	41	22	48	59	54
***I prefer to do my own research on health and wellness rather than just defer to doctors	18	20	38	23	40	53	43
**I am more inclined to be skeptical of vaccines than to trust them	18	14	31	19	36	43	41
Hormonal birth control methods are very damaging to your body and alternative natural methods are just as effective at achieving or preventing pregnancy	16	12	29	17	25	41	33

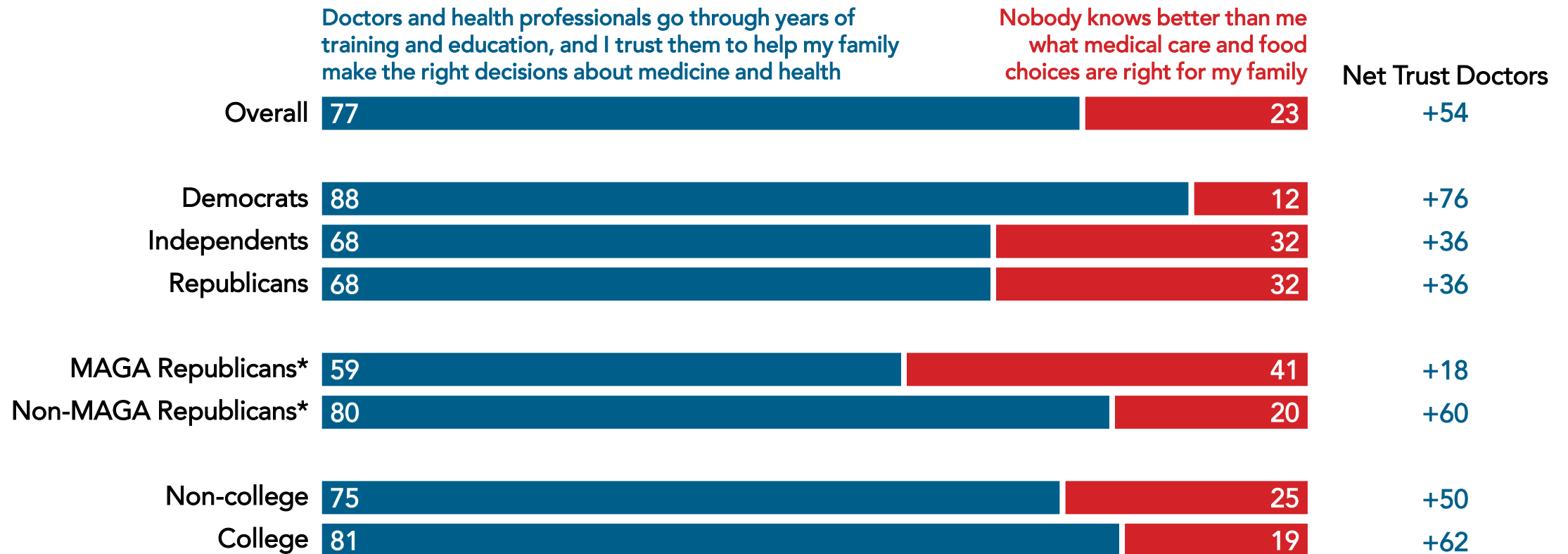
\*"MAHA target" groups are based off of respondents' answers to a series of questions around health and wellness, with "institutionalists" holding more traditional views around health and wellness on a series of three statements, "MAHA loyalists" holding none of those more traditional views around health and wellness on those statements, and "MAHA curious swing" and "MAHA curious partisans" mixed between views. "MAHA curious swing" does not include strong Republicans or strong Democrats. Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

**navigator\***

# A Broad Bipartisan Consensus Exists Around Trusting Doctors, Health Professionals on Medicine and Health

Majorities of Democrats (88%) and independents (68%) trust doctors and health professionals on medicine and health, as do majorities of both non-MAGA Republicans\* (80%) and MAGA Republicans\* (59%).

Which of the following statements do you agree with more, even if neither is exactly right?

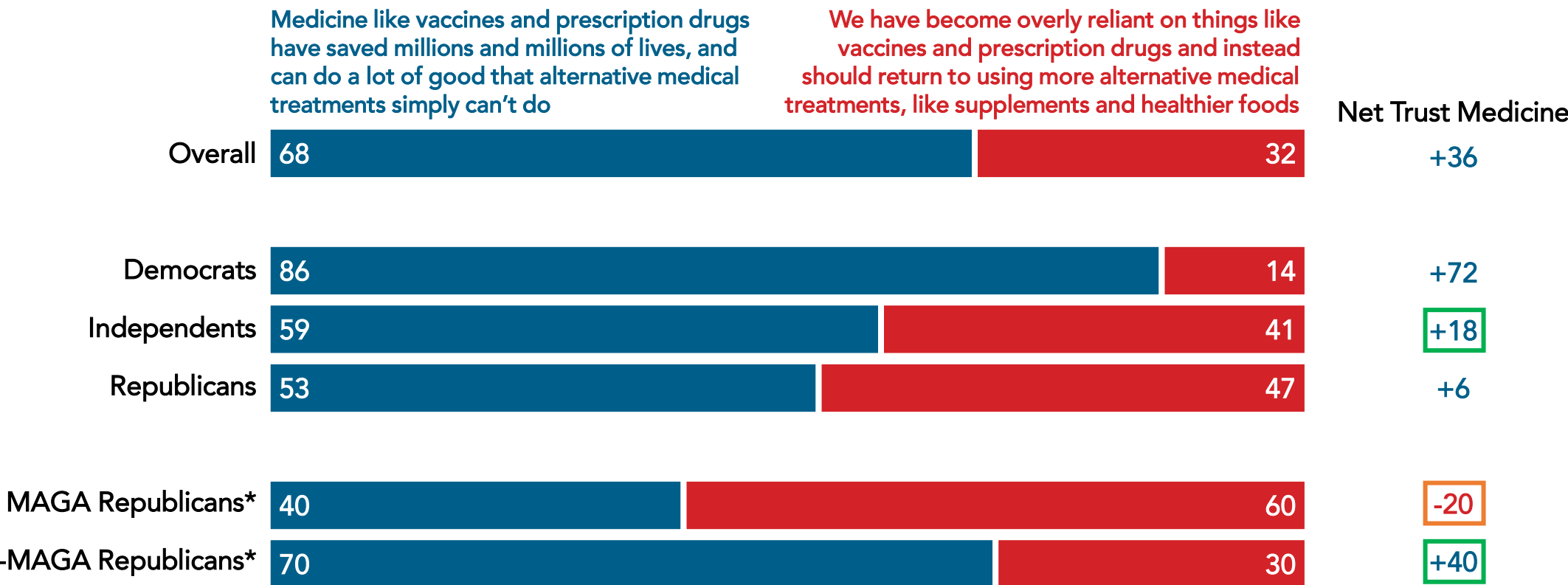


\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.  
For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

# Two in Three Agree Medicine and Vaccines Have Saved Lives and Have Done a Lot of Good for Society

A majority of independents (59%) and non-MAGA Republicans\* (70%) agree that medicine like vaccines is positive, but majorities of MAGA Republicans\* (60%) agree more that we have become overly reliant on things like vaccines and prescription drugs.

Which of the following statements do you agree with more, even if neither is exactly right?



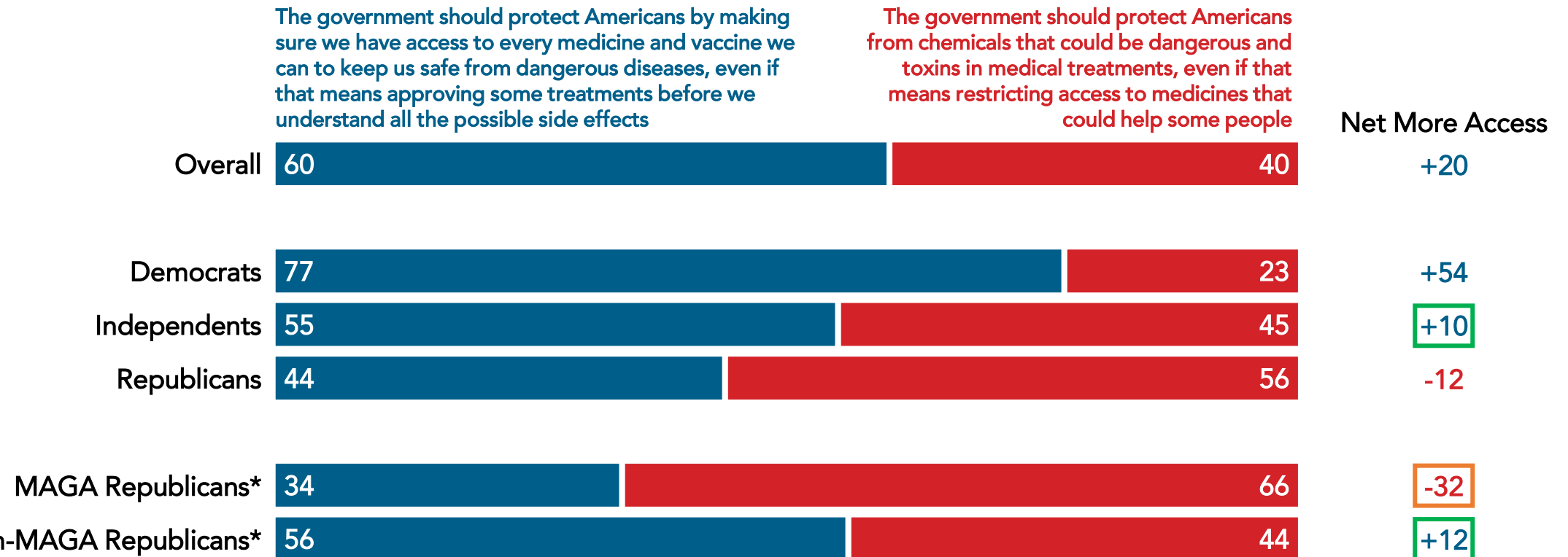
\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.  
For more info, visit [navigatortresearch.org](https://navigatortresearch.org).



# Americans Prefer Government Provide More Access to Medicine and Vaccines Rather Than Less, Even if Less Tested

Three in five Americans say the government should provide more medical access, even if that means approving some treatments before knowing all of the side effects (60%), including a majority of independents (55%) and non-MAGA Republicans\* (56%).

Which of the following statements do you agree with more, even if neither is exactly right?



\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.  
Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

# MAHA Curious Swing Tend Younger, Non-College, Suburban, 2024 Third-Party/Non-Voters, Politically Disengaged

## Institutionalists (46%)

*More traditional health care views*

### *More likely to be...*

Seniors

**31% 65+** (compared to 27% overall)

College-educated

**40% college** (compared to 33% overall)

2024 Harris voters

**64% Harris voters** (compared to 43% overall)

White collar

**42% white collar** (compared to 37% overall)

Liberal

**43% liberal** (compared to 30% overall)

## MAHA Curious Swing (20%)

*Mix of skepticism/traditional health care views and not strong partisans*

### *More likely to be...*

Younger // Millennials

**48% 18-44** (compared to 42% overall)

**35% millennials** (compared to 30% overall)

Non-college

**74% non-college** (compared to 67% overall)

Suburban

**43% suburban** (compared to 37% overall)

2024 third-party/non-voters

**27% third-party/non-voters** (compared to 12% overall)

Politically disengaged // Passive news consumers

**52% politically disengaged** (compared to 35% overall)

**46% passive consumers** (compared to 38% overall)

## MAHA Loyalists (11%)

*More skeptical health care views*

### *More likely to be...*

Middle-aged

**41% 45-64** (compared to 31% overall)

Non-college

**75% non-college** (compared to 67% overall)

2024 Trump voters

**82% Trump voters** (compared to 44% overall)

MAGA Republicans

**61% MAGA Republicans** (compared to 25% overall)

Conservative

**70% conservative** (compared to 36% overall)

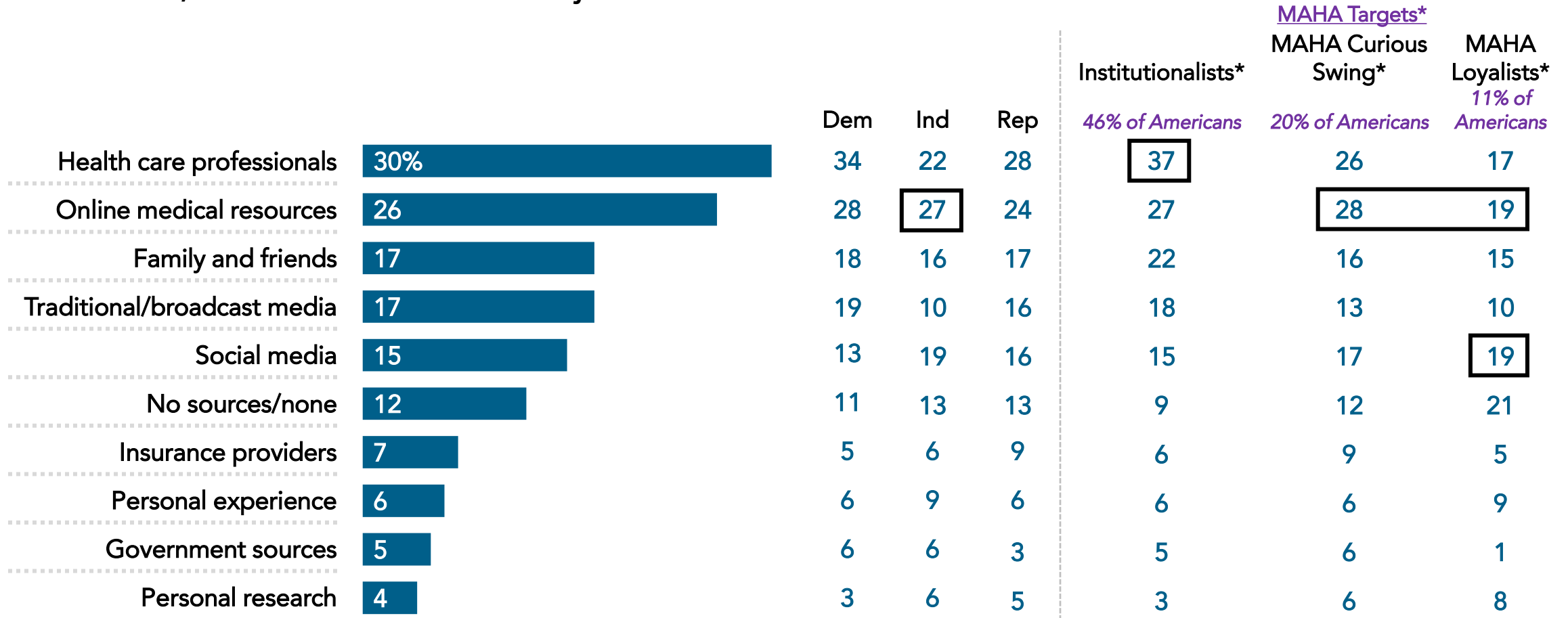
*The remaining 24% not profiled here qualify as MAHA Curious but are strong partisans, including 9% who are Democrats and 15% who are Republicans.*

Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025.  
For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

**navigator\***

# Health Care Professionals Are Most Trusted Messengers, Though Independents/MAHA Curious Rely More on Online Sources

In the last month, what sources of information have you turned to when it comes to health and wellness?



\*"MAHA target" groups are based off of respondents' answers to a series of questions around health and wellness, with "institutionalists" holding more traditional views around health and wellness on a series of three statements, "MAHA loyalists" holding none of those more traditional views around health and wellness on those statements, and "MAHA curious swing" and "MAHA curious partisans" mixed between views. "MAHA curious swing" does not include strong Republicans or strong Democrats. Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).

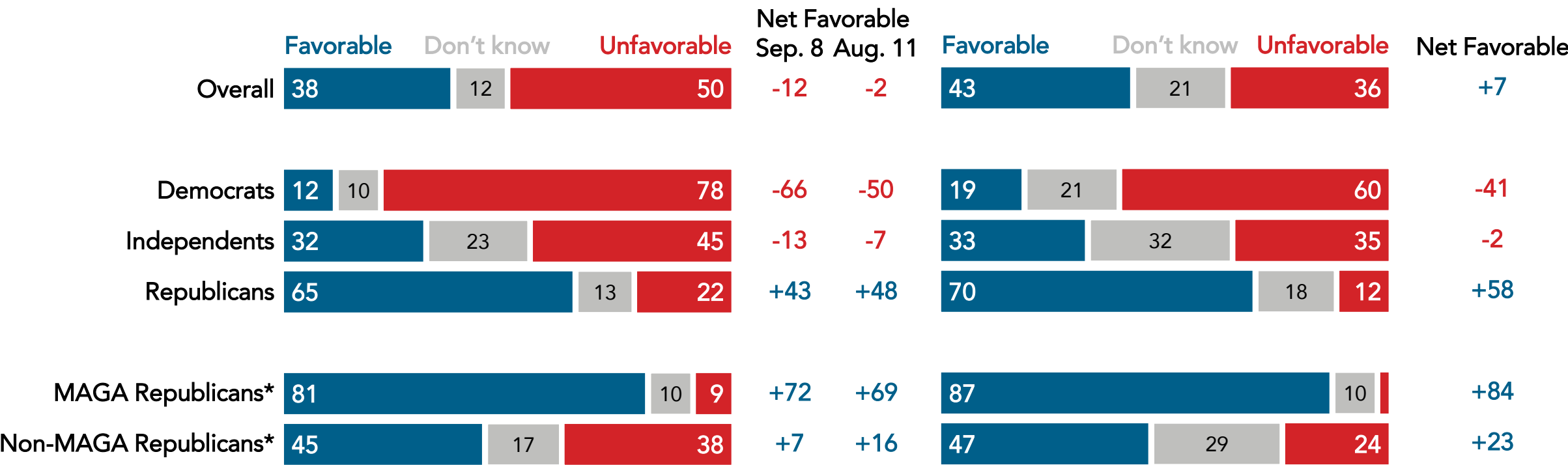
**navigator\***

# RFK Is Viewed Increasingly Negatively, While Americans Are More Positive on “Make America Healthy Again” (MAHA)

MAGA Republicans\* in particular view both RFK (net +72 favorable) and the “Make America Healthy Again” (MAHA) movement (net +84) positively – non-MAGA Republicans\* are more mixed on both, while independents view each negatively (net -13 and net -2, respectively).

Please indicate how favorable or unfavorable you are to:  
Robert F. Kennedy Jr.

Please indicate how favorable or unfavorable you are to:  
The “Make America Healthy Again” (MAHA) movement.



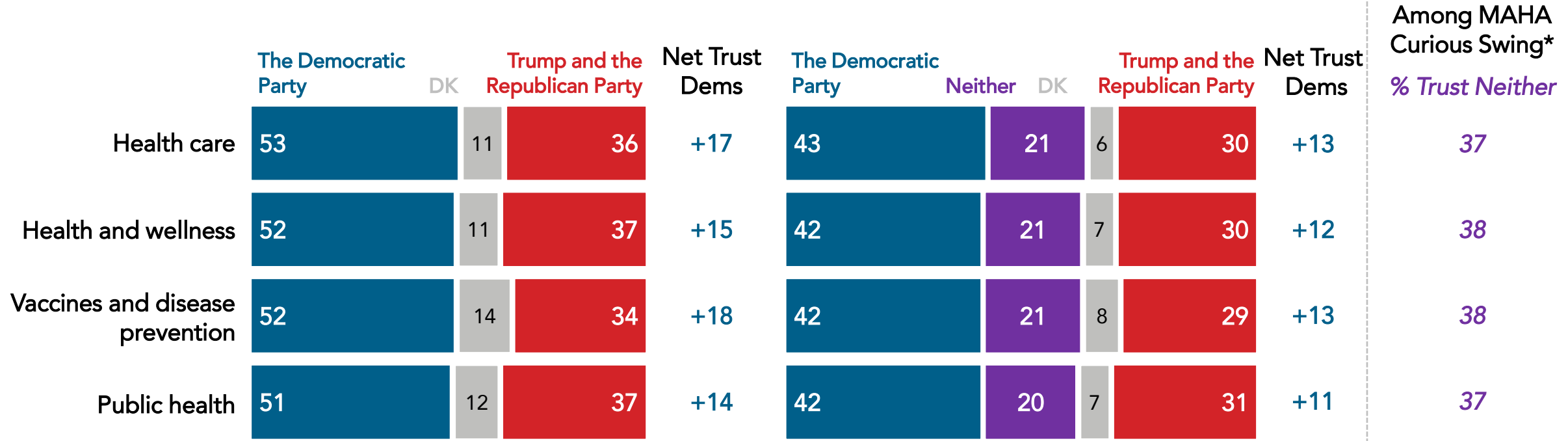
\*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure. Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted September 4-September 8, 2025. For more info, visit [navigatorresearch.org](https://navigatorresearch.org).



# Democrats Are More Trusted on Health Care, Health and Wellness, Vaccines and Disease Prevention, Public Health

Nearly two in five MAHA curious swing\* say they do not trust either party on “health care,” “health and wellness,” “vaccines and disease prevention,” or “public health.”

Please indicate who you personally trust more to handle each one. [Split Sample]



\*“MAHA target” groups are based off of respondents’ answers to a series of questions around health and wellness, with “institutionalists” holding more traditional views around health and wellness on a series of three statements, “MAHA loyalists” holding none of those more traditional views around health and wellness on those statements, and “MAHA curious swing” and “MAHA curious partisans” mixed between views. “MAHA curious swing” does not include strong Republicans or strong Democrats. Nationwide survey of 1,000 registered voters conducted September 4-September 8, 2025. For more info, visit [navigatortresearch.org](https://navigatortresearch.org).

**navigator\***



## About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds; Mike Podhorzer; Jesse Ferguson, progressive strategist; Navin Nayak; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

## About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from September 4-September 8, 2025. 100 additional interviews were conducted among Hispanic voters. 100 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables. The margin of error for the full sample at the 95 percent level of confidence is +/- 3.1 percentage points. The margin of error for subgroups varies and is higher.

For Press inquiries contact:

[press@navigatorresearch.org](mailto:press@navigatorresearch.org)

To learn more about Navigator:

<http://navigatorresearch.org>

@NavigatorSurvey on Twitter