

navigator*

Thursday, June 4th

Perceptions of the MAHA
(Make America Healthy
Again) Movement



Credit: Shutterstock/Monster Ztudio

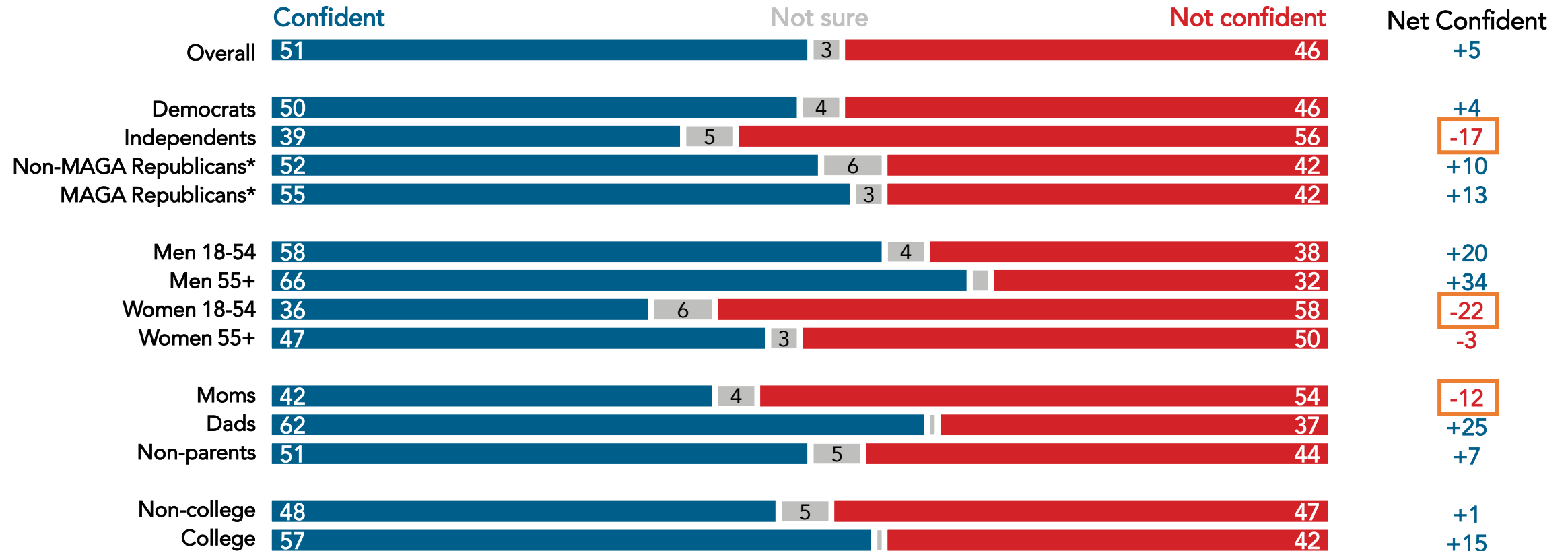
Key Takeaways:

- Nine in ten Americans say it is the government's responsibility to keep food safe, though only about half feel the government is doing a good job. Americans blame large food corporations and chemical and pharmaceutical companies most for unsafe food.
- Views of RFK Jr. and MAHA are mixed.
- Americans share many concerns raised by MAHA, including corporate influence on food safety, environmental toxins, pesticides, ultra-processed foods, and distrust of institutions. Some of the popular policies on these issues include banning "forever chemicals," decreasing pesticide use, and removing artificial food dyes and seed oils from American foods.
- However, Americans do not share MAHA's skepticism of vaccines or healthcare professionals.

Americans Are Mixed on Whether Their Food Is Safe; Independents, Younger Women, Moms Much More Skeptical

Independents (net -17 confident), women under 55 (net -22), and moms (net -12) are the least confident.

How confident are you that your food is generally safe and free from harmful ingredients and pesticides?



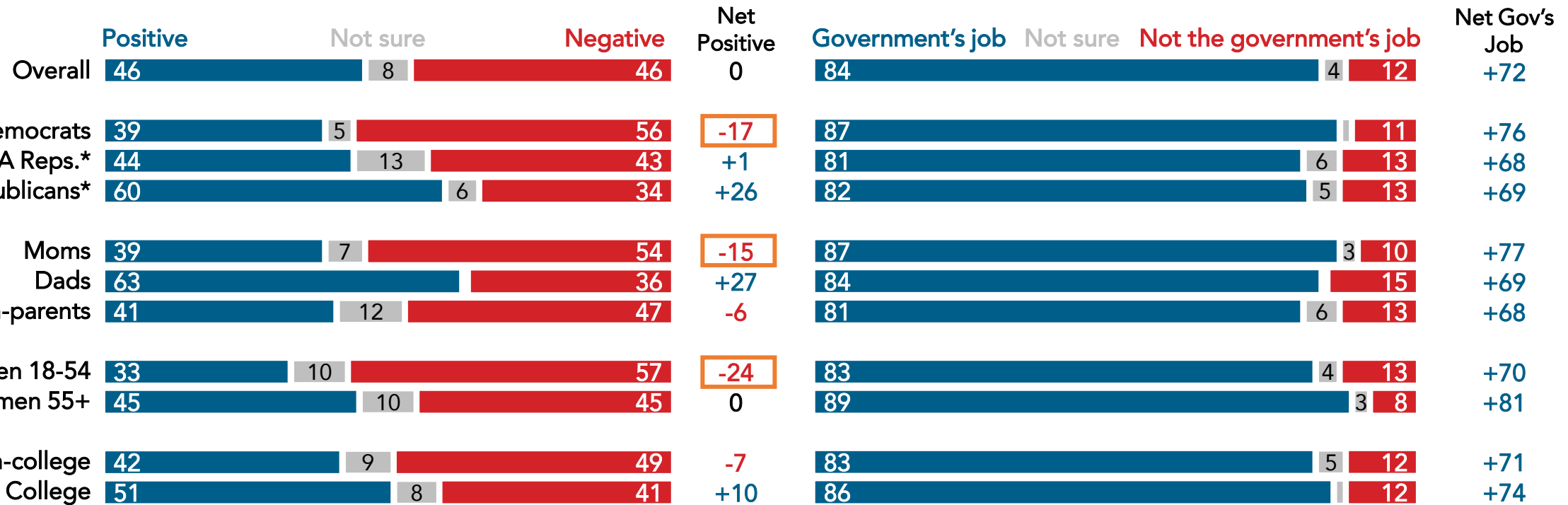
*"MAGA Republicans" are Republicans who identify as "a supporter of the MAGA movement" on a separate question, while "non-MAGA Republicans" are Republicans who do not consider themselves supporters of the MAGA movement or are not sure.
 Nationwide survey of 1,000 registered voters conducted May 13-May 18, 2026. For more info, visit navigatorresearch.org.

Views of Government Efficacy on Food Safety Are Mixed, Though It's Seen Squarely as the Government's Responsibility

Moms (net -15 positive), Democrats (net -17), and younger women (net -24) are most negative on the job the government is doing.

(Split Sample) How would you rate the job the government does keeping food safe and free from harmful ingredients and pesticides?

(Split Sample) Do you think it is or is not the government's job to keep food safe and free from harmful ingredients and pesticides?



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Large Food Corporations and Chemical/Pharmaceutical Companies Most Blamed for Unsafe Food

Independents most blame large food corporations (46% top three), chemical/pharmaceutical companies (46%), and the FDA (44%).

Below is a list of people, groups, and organizations that some blame for making our food unsafe. Please indicate which three you blame the most, if any.

	<i>% top three blame most</i>	Dem	Ind	Non-MAGA Reps.*	MAGA Reps.*	Moms	Dads	Non- Parents	Non- College	College
Large food corporations	46%	44	46	47	50	49	48	43	44	50
Chemical and pharmaceutical companies	46	41	46	47	54	48	45	45	44	48
The Food and Drug Administration, or FDA	34	33	44	29	35	41	23	35	37	28
Government regulators	29	32	31	23	26	28	29	29	30	26
Big Agriculture	24	24	20	25	26	24	31	22	22	29
Factory farms	22	21	23	22	24	20	29	21	21	26
Robert F. Kennedy Jr.	20	35	11	9	5	16	17	24	17	25
Elected officials	19	23	20	17	13	15	19	22	20	18
Grocery stores	6	6	6	6	6	5	7	6	5	7
Farmers	4	4	4	7	3	6	3	4	5	3

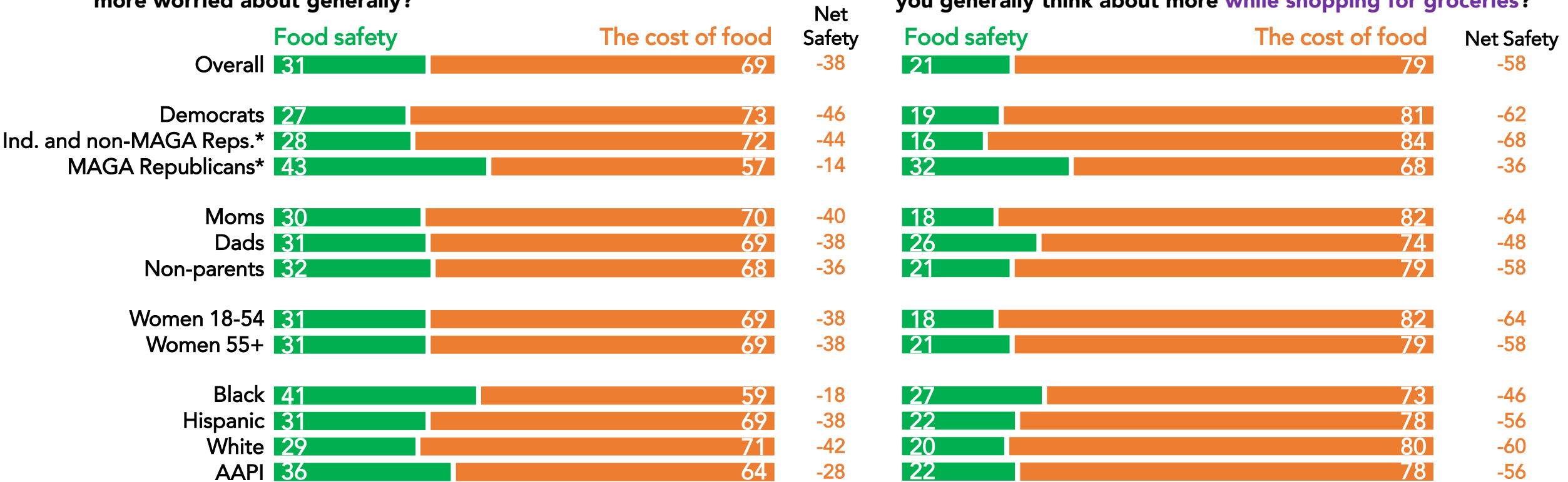
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Food Costs Prevail Over Food Safety as a Top Concern, Both Broadly and Even More So on Personal Groceries

MAGA Republicans* report being more concerned about food safety generally (net -14 food safety more of a priority) and while shopping for groceries (net -36) than other groups.

If you had to choose between just these two issues, which are you more worried about generally?

If you had to choose between just these two issues, which do you generally think about more while shopping for groceries?

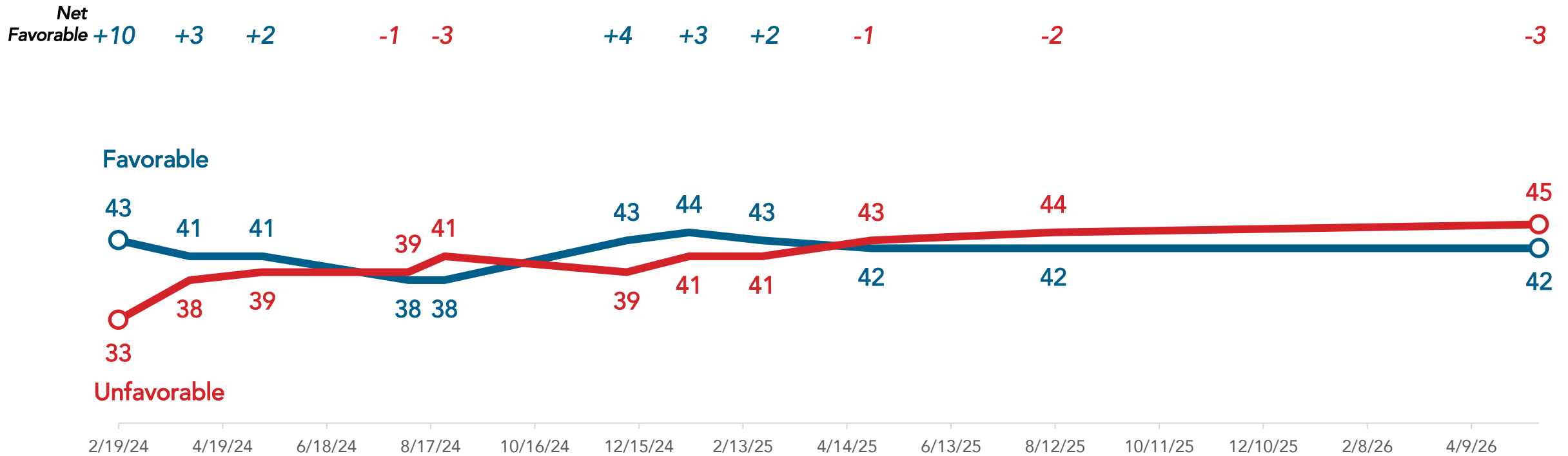


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RFK's Ratings Remain Narrowly Negative

Since early 2024, RFK's favorability rating has declined by a net 13 points (from net +10 favorable in February 2024 to net -3 now).

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

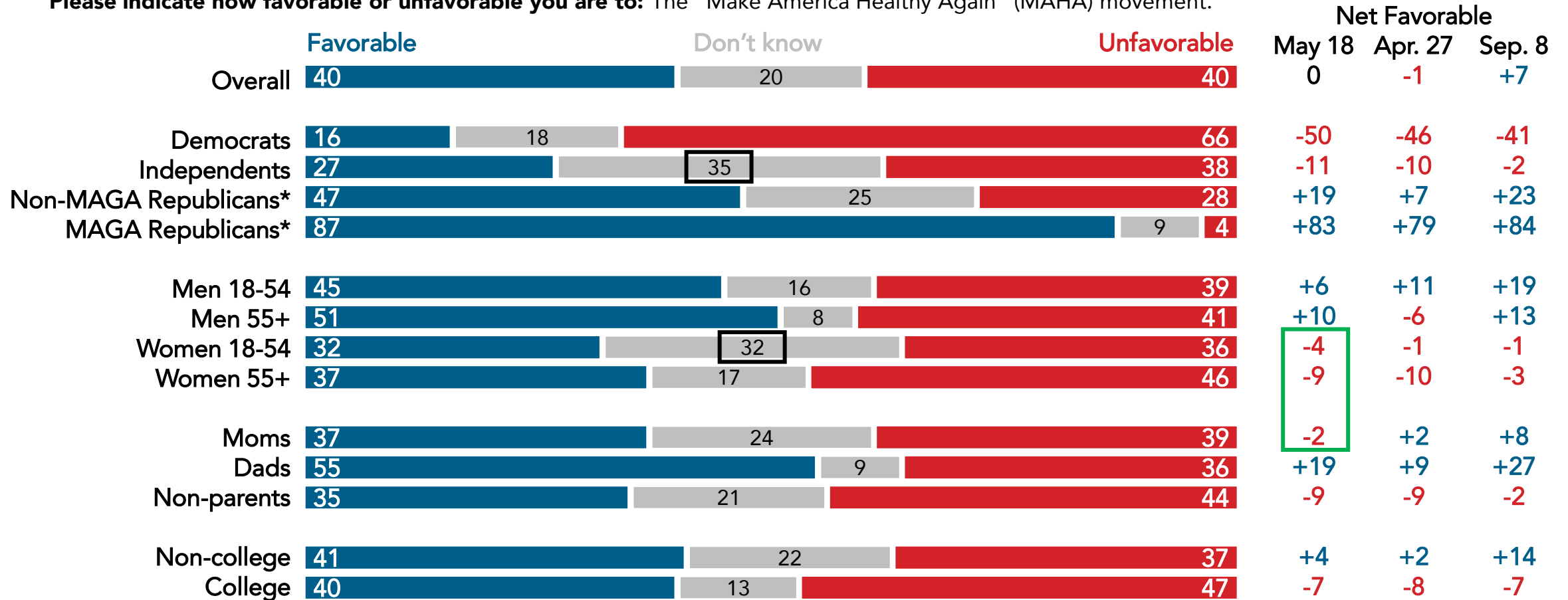


Nationwide surveys of registered voters; Each wave represents approximately 1,000 interviews taken over the prior three-five days. Latest wave conducted May 13-May 18, 2026. For more info, visit navigatorresearch.org.

The MAHA Movement, By Name, Is Also Divisive

Independents (35% don't know) and women under 55 (32%) are especially unsure of how to feel about MAHA.

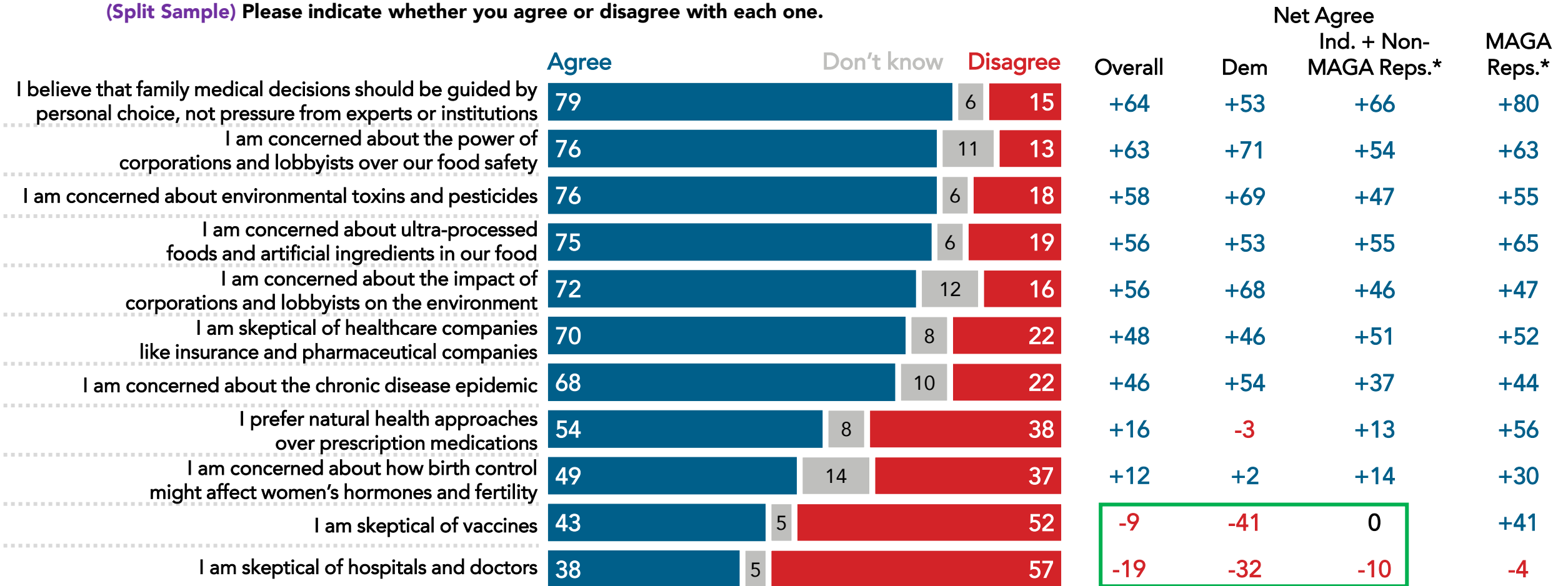
Please indicate how favorable or unfavorable you are to: The "Make America Healthy Again" (MAHA) movement.



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Many MAHA Beliefs on Corporations, Toxins, and Food Safety Resonate With Americans

(Split Sample) Please indicate whether you agree or disagree with each one.

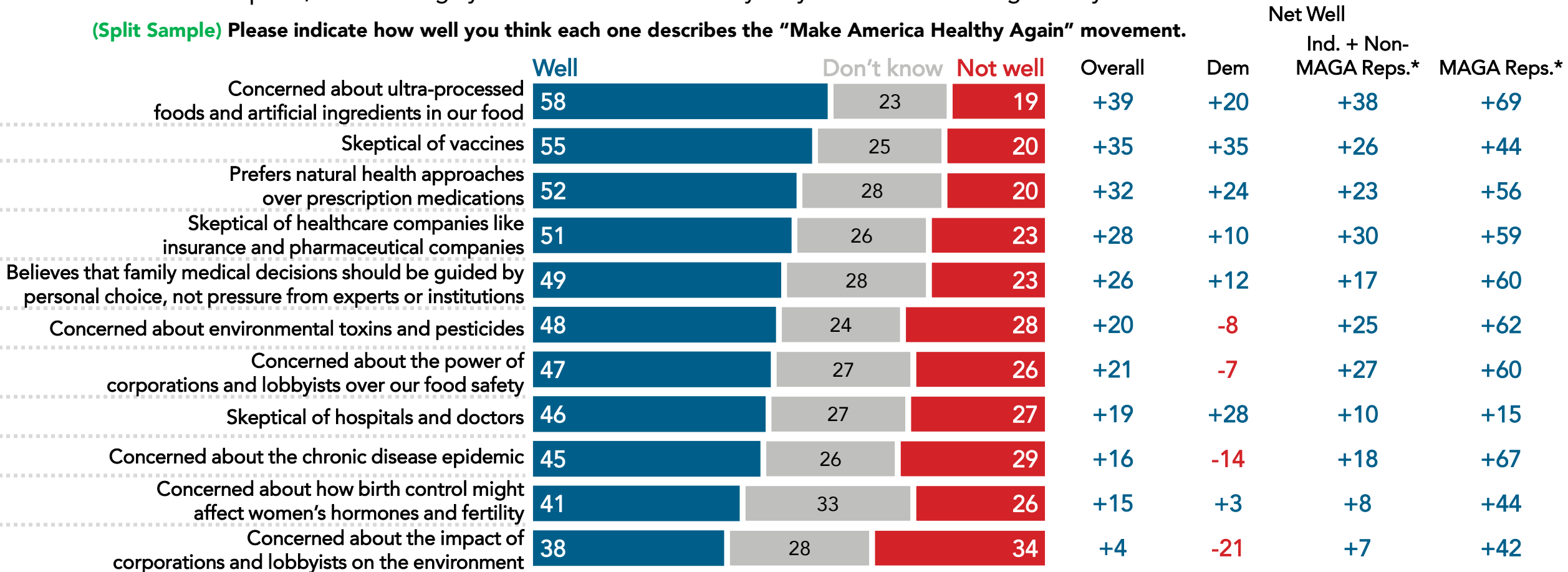


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Americans Most Associate MAHA With Nutrition, Vaccines, Natural Health Preferences, and Pharmaceutical Skepticism

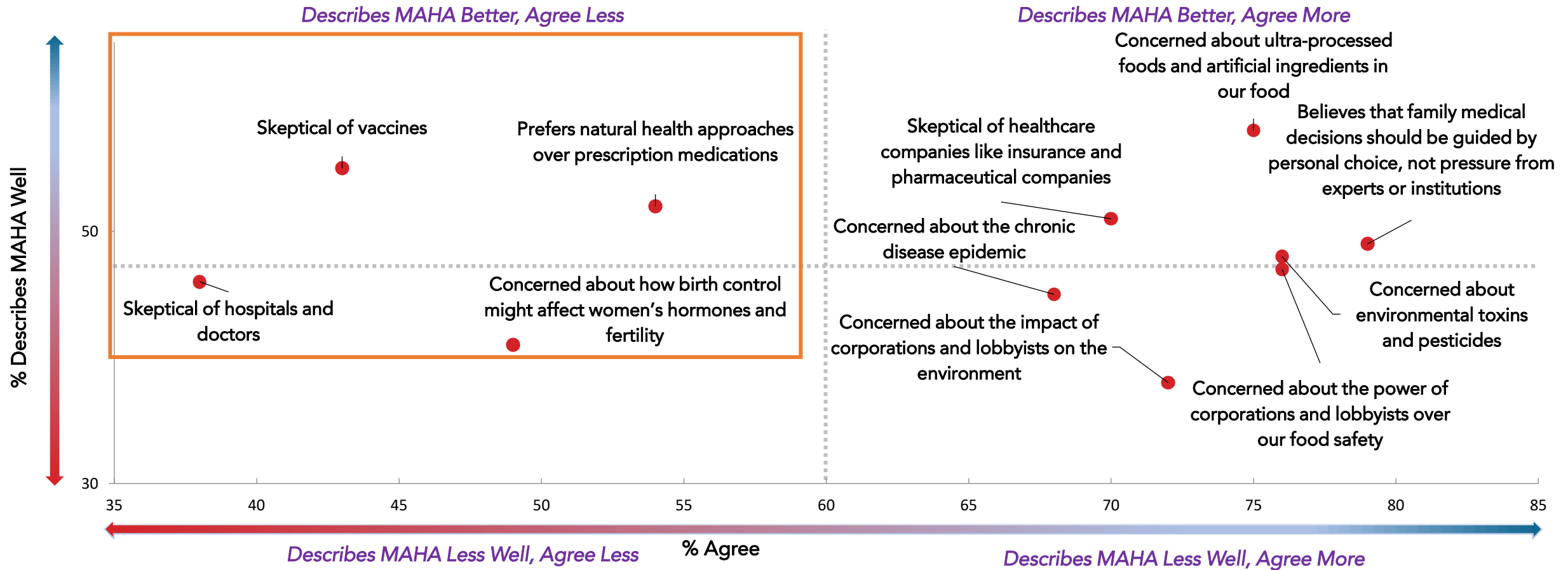
On each description, at least roughly one in four Americans say they do not know enough to say.

(Split Sample) Please indicate how well you think each one describes the “Make America Healthy Again” movement.



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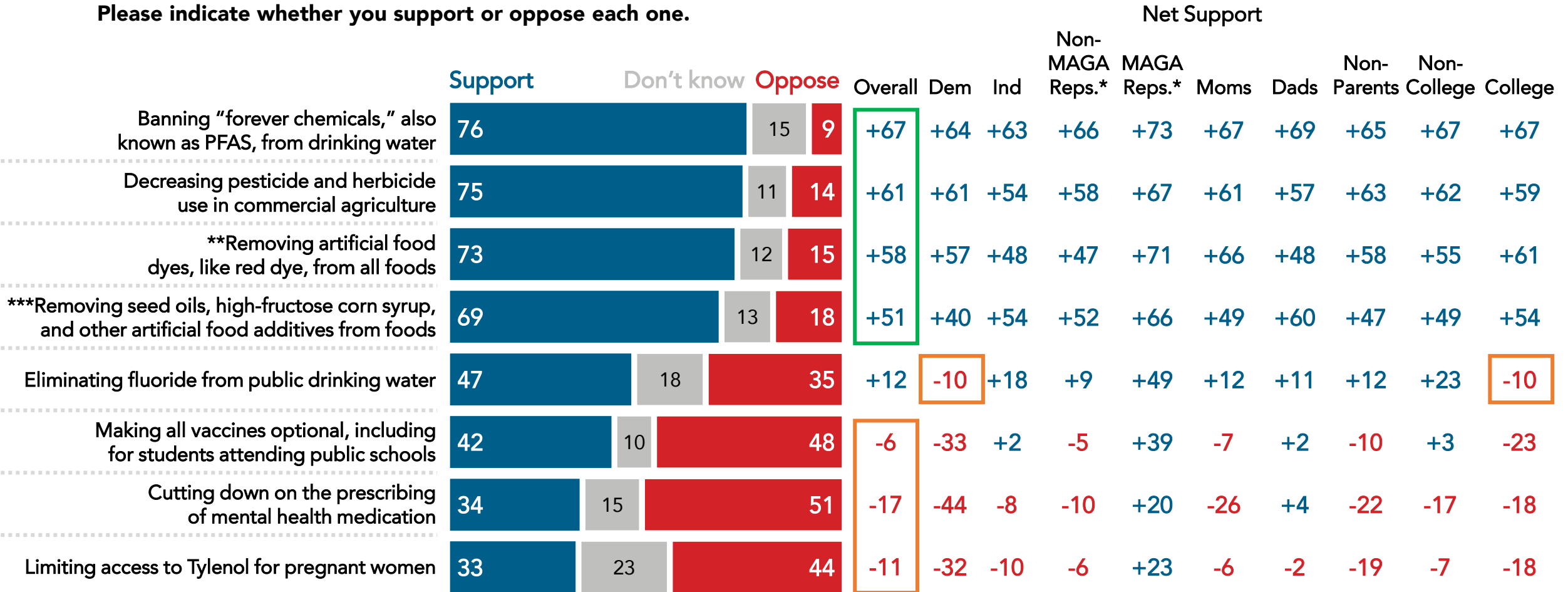
Americans Associate Key Issues Like Vaccines, Skepticism of Doctors and Birth Control With MAHA, But Disagree



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Less Popular MAHA Policies: Limits on Tylenol for Pregnant Women & Mental Health Meds, Optional School Vaccines

Please indicate whether you support or oppose each one.



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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.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from May 13-May 18, 2026. 102 additional interviews were conducted among Hispanic voters. 101 additional interviews were conducted among African American voters. 75 additional interviews were conducted among Asian American and Pacific Islander voters. 101 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

To learn more about Navigator:

<http://navigatorresearch.org>

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