

**DATE:** Monday, September 28, 2026  
**TO:** Interested Parties  
**FROM:** Chris Lane, Senior Partner & Pollster, Cygnal  
**RE:** National Survey on Childhood Vaccine Policy

## Executive Summary

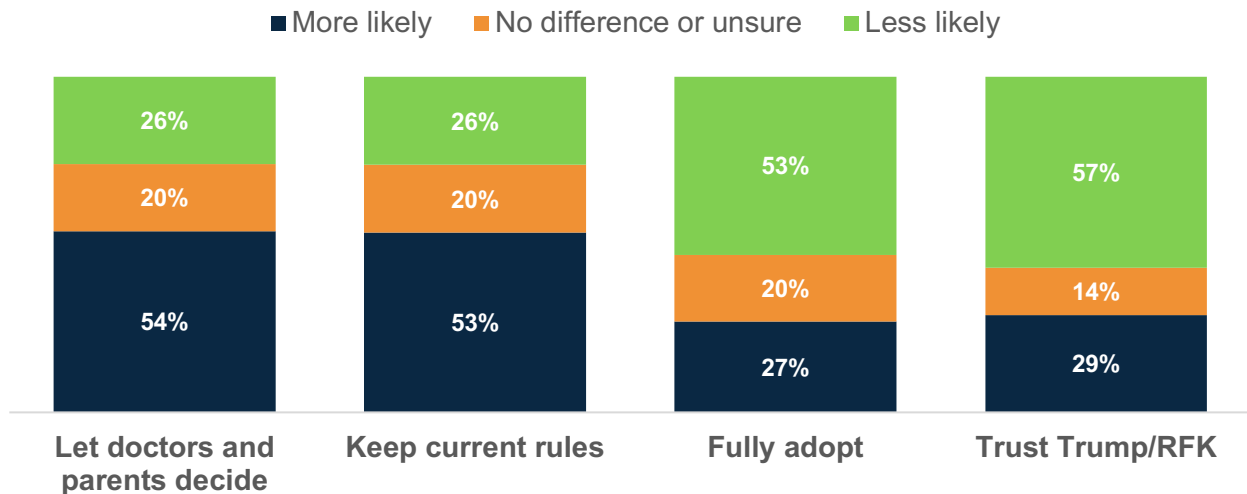
Voters nationwide oppose (59% to 38%) President Trump's recent executive order that rolls back the recommended childhood vaccines because they want doctors and families to make immunization decisions for children, not the government. They are just as clear that people should continue to have access to vaccines if they want them, with 87% saying insurance should still cover the six vaccines removed from the recommended list under Trump's executive order. Additionally, strong support remains for requiring standard childhood vaccines for public schools, at 77%.

## Supporting the Vaccine Executive Order Costs Votes

52% say knowing a candidate supports the order makes them less likely to vote for that candidate, against 27% more likely, and 46% say much less likely. That intensity is the number to watch. Among Independents it runs 54-19, close to three to one. Swing voters break 44-21, two to one against. Backing the order buys nothing that offsets it.

## Campaign Messaging: The Question Every Candidate Will Get

We tested four answers a candidate for state office could give when a reporter asks whether they would push to implement the order in their state.



*"I'll leave it to doctors and parents. I won't mandate the new schedule, but I won't stand in the way of families who want it either"* wins 54% to 26% overall, and it is net positive with Republicans (67% to 10%) and Independents (55% to 26%) and roughly even with Democrats (42% to 43%). It is the only answer that lets a candidate decline to implement the order without appearing to break with the President, and every candidate in a competitive seat should have it ready.

*"No, I'll keep our state's current, medically-recommended vaccine requirements in place"* wins 53% to 26% and leads swing voters 46% to 23%, the strongest swing performance of the four.

Both answers that embrace the order fail. Fully adopting the new schedule loses 27% to 53% overall, 23% to 56% with Independents and 23% to 47% with swing voters. Deferring to the President and Secretary Kennedy is the weakest answer tested at 29% to 57%, falling to 22% to 62% with Independents and 22% to 55% with swing voters.

## Families and Doctors, Not Politicians

Voters overwhelmingly agree that doctors and families, not government and politicians, should have more say over these decisions, so long as children stay protected from serious preventable diseases, 70% to 14%. It carries Republicans 74% to 12%, Independents 69% to 13%, and Democrats 67% to 18%.

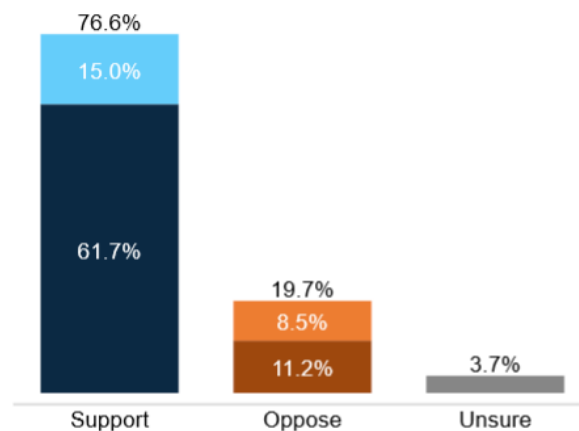
For conservative audiences, "The COVID shot mandates went too far, but the polio and measles vaccines have saved millions of kids" runs 54% to 29% overall and 72% to 11% with Republicans. Voters are near unanimous, 87% to 11%, that they are confident in traditional vaccines like measles, mumps, rubella (MMR), and polio, including 80% of Republicans.

## Access and Affordability

87% say insurance should still cover the six vaccines removed from the recommended list against 9% who say it should not. Requiring standard childhood vaccines for public school still wins 77% to 20% overall and 62% to 34% with Republicans. Confidence in traditional childhood vaccines sits at 87%.

## Voters Insist on School Requirements

Voters support requiring standard childhood vaccines like MMR and polio for public school attendance. 62% strongly support the requirement, more than five times the 11% who strongly oppose. Only 4% are unsure, which tells you this is a settled question rather than one voters are still working out. Republicans back the requirement 62% to 34%.



## State Not Federal

Only 27% want Washington setting a single nationwide schedule, while 67% want recommendations with states setting their own requirements in state and local control. Just 16% of Republicans and 18% of swing voters want the requirements set at the federal level. State officials are on firm ground talking about what their own state decides with its own doctors and parents.

**Methodology:** This probabilistic survey was conducted September 1-3, 2026, with 1,500 likely 2026 general election voters. It has a margin of error of  $\pm 2.53\%$ . Likely 2026 general election voters were interviewed via live calls, online panel and SMS. This survey was weighted to a likely 2026 general election voters audience.