

Climate Power

# How to effectively communicate with health-conscious Americans

Lessons learned from  
“MAHA curious” audiences

July 9, 2026

P5338358



# Background and Objectives

## Background

Climate Power is seeking a non-political research agency to partner with to profile the MAHA (Make America Healthy Again) audience to learn more about them, including demographics, values, beliefs, and affiliations, profiling the similarities and differences among segments

The research reflects the desire to speak to people beyond Climate Power's traditional targets with the objective of exploring if connecting the environment to health and wellness appeals to those that subscribe to MAHA tenets and affords the opportunity to broaden the Climate Power target

## Objectives

### Learn

To immerse ourselves in how those that subscribe to MAHA tenets think about health and explore the role they believe the environment plays in their lives

### Test

To prove or disprove the hypothesis that those that support MAHA tenets will believe in the environmental-health connection, regardless of their ideology

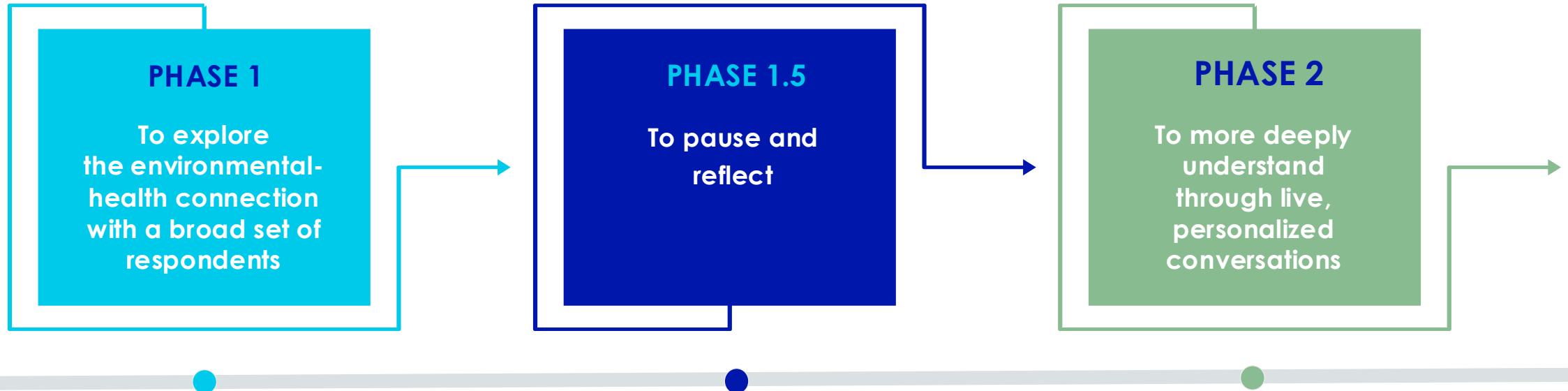
### Profile

To profile, provide texture, and deliver emotional insight into those who make the environmental-health connection

### Communicate

To explore how best to connect with this new, broader audience in a way that resonates and facilitates action

# Approach: multi-phase and iterative



**4-day Online Discussion Board**  
**April 6-12, 2026**  
**N=105**

**Day 1:** General health exploration  
**Day 2:** Health and Environmental concepts  
**Day 3:** Connecting Environment with Health  
**Day 4:** Environmental-Health activities

**Range of exercises and activities including:**

- Open ends and Polls
- Card Sorting
- Video Upload
- Content Mark-ups

**Share-out Debrief on preliminary results**

- In-take session for live moderation prep

**Analyze results of Online Discussion Board**

- Look for opportunities to dig deeper in live moderation

**Develop Discussion Guide for in-depth interviews (IDIs) and Groups**

- based on learnings from the board- gaps, deep dives, new territories to explore

**Identify “star” respondents for IDIs and Groups**

- Looking for a strong mix of perspectives

**N=30 Online conversations on discuss.io**  
**May 5-12, 2026**

**6 In-Depth Interviews**

LOI: 60 minutes

3 Attitudinal

- All believe in the environmental-health connection but via different pathways

3 Ideological

- Somewhat Liberal
- Moderate
- Somewhat Conservative

**4 Focus Groups\***

LOI: 90 minutes

4 Attitudinal

- All believe in environmental-health connection but via different pathways

2 Demographic

- Parents with kids
- High Income

\*All groups had Moderate and/or Somewhat Conservative oversample

# Notes on Recruit

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A critical element of the study was a rigorous multi-step screening and recruiting process that was implemented to ensure that the goal of speaking to those that subscribe to some or all of MAHA tenets was secured

Step one was to ask which of the MAHA tenets they strongly agreed with. They could select more than one. *Note: Tenets were not identified as "MAHA tenets"*

Next, respondents were asked to pick the single tenet with which they agreed most strongly. This identified which "group" they would go into

In parallel, recruiting ensured that there was a diversity of demos in each group. Moderate and Somewhat Conservative ideologies (self-identified) were oversampled to support the strategic objectives of the study

The goal was to speak to a broad group that is not normally spoken to

**First, recruited a broad representation of those that strongly agree with at least one of the following "MAHA" health issues**

N=26 total - align more strongly with issue Prevention Over Treatment

N=26 total - align more strongly with issue Medical Freedom and Trust

N=27 total - align more strongly with issue Environmental Health Concern

N=26 total - align more strongly with issue Food System Reform

**Within each of these "groups," we recruited a diversity of demos such as:**

Women, men, and non-binary

Ages (Gen Z, Millennials, Gen X, Boomers)

Parents / Non-Parents

North, East, South, West

Urban & Rural

White, Black, Hispanic, Asian, Other

**To ensure a breath of ideologies, we strategically oversampled Moderate and Somewhat Conservative ideologies**

N=8 Very Liberal (referred to as VL in report)

N=12 Somewhat Liberal (SL)

N=48 Moderate (Mod)

N=39 Somewhat Conservative (SC)

N=5 Very Conservative (VC)



## Key Learning: Talking about the environment in the right way is critical to creating consensus

**Agreement on environmental progress occurs when environmental topics are seen as negatively impacting their health and well-being**

**What goes into their bodies is the primary driver:** Clean air, water, and food are universally seen as non-negotiable foundations of health (not as environmental policy / political party fodder)

**When environmental progress is not tied to these tangible and bodily/health concerns, it stops generating consensus.** Thinking about environmental progress on a more global or macro level (e.g., climate change) feels abstract and overwhelming (causing people to shut down or disengage). And it introduces the topic of politics, which polarizes...and interferes with people's ability to focus on the environmental-health connection

**A key lesson learned in our study: engagement requires a clear villain. Climate doesn't have one; food and water do.** People can rally against PFAS and microplastics because there is a clear villain / source of the problem – and a concrete idea about what needs to be done to change the situation / protect themselves against it



## Key Learning: Getting people to 'act' beyond the confines of their homes is a real and persistent challenge

When it comes to addressing environmental topics that impact their health, most people's actions do not extend beyond the confines of their household – and in some ways, people seem to have made peace with that...

**It comes down mostly to agency.** It is a conclusion reached by people who have looked at the scale of the problem, looked at their own resources, and decided to win where winning feels possible. Feelings of helplessness and futility suppress broader engagement. People don't feel small because they're indifferent — they feel small because the scale of corporate and systemic power makes individual action feel pointless: Without a credible theory of change, action stalls

**Distrust of institutions means people protect rather than petition.** In today's context, government and corporations are largely seen as adversaries, rather than allies. People feel the need to verify everything before acting, which can be overwhelming, depressing, and unmotivating

**People are caught in a logical trap: the institutions they distrust are the only ones they see big and capable enough to solve the problem.** Participants simultaneously believe government and corporations are untrustworthy AND that government and corporations are responsible for solving environmental health problems. This contradiction produces frustration and detachment. If the only actors capable of change are also the actors you can't trust, there is nowhere to put your energy

**And finally, finite time and energy are real structural barriers, not excuses.** People working 50+ hour weeks, managing childcare, and pursuing education at night feel little bandwidth for civic engagement (unless receiving a clear and credible call to action)



# People simultaneously think of the environment in two main, but distinct, ways

On one hand, people think of the environment in broad, whole-system terms; the environment writ-large (big E-Environment):



*weather; the climate; the planet*

And on the other hand, they think of the environment less holistically and in terms that are more focused and tangible (or at least smaller and discrete):



*air pollution; clean/contaminated water; microplastics*

**When asked if/how the environment is connected to health, many people first think of the big-E Environment**

**...But this sends people in the wrong direction or causes them to shut down**

**Thinking of the Environment in broad terms feels abstract, big, and overwhelming for many of our participants**

In these terms, people understand that the Environment affects them, but they tend to see it as something separate and beyond their control

*"I feel like it's too big to tackle...I probably just wouldn't [think about it] because it's a source of anxiety for me and there's nothing I can do"—F, Gen X, Mod*

**And the 'issues' associated with the big-E Environment feel politicized and polarizing (causing many to disconnect)**

People repeatedly associate 'climate change', for example, with big-E Environment. And there is a lack of consensus around the cause of / solution for climate change. It is hard to get beyond this complexity / disagreement and focus on the health-environment connection

*"I think this topic is so split and political that you have a hard time leaning toward one side or the other"—M, Millennial, Mod*

## But when asked through that second, more focused/specific frame, the environment's connection to 'health and wellness' resonates widely

It comes down to what enables them to focus on 'health' without the other clutter/noise

**It is tangible and concrete.** When environmental issues are focused and specific, people can tie them to their own lives. They can see and feel how these issues impact their daily lives and health

**And it builds consensus.** There is a clear problem with a clear villain, something to rally against

*"Nobody wants to drink chemicals or breathe pollution in. The idea that we should be able to trust that our water and food are safe just makes sense" - M, Gen X, SC*



**And importantly, this more focused framing is how they are already thinking about their health**

It's not asking people to adopt a new way of caring about the environment. It's tapping into how they're already caring about it themselves...and how they're *caring for themselves*

It mobilizes a conversation people are already having about what's threatening their health and what or who is responsible for it



**"Forever chemicals are killing us all"  
- M, Boomer, SC**

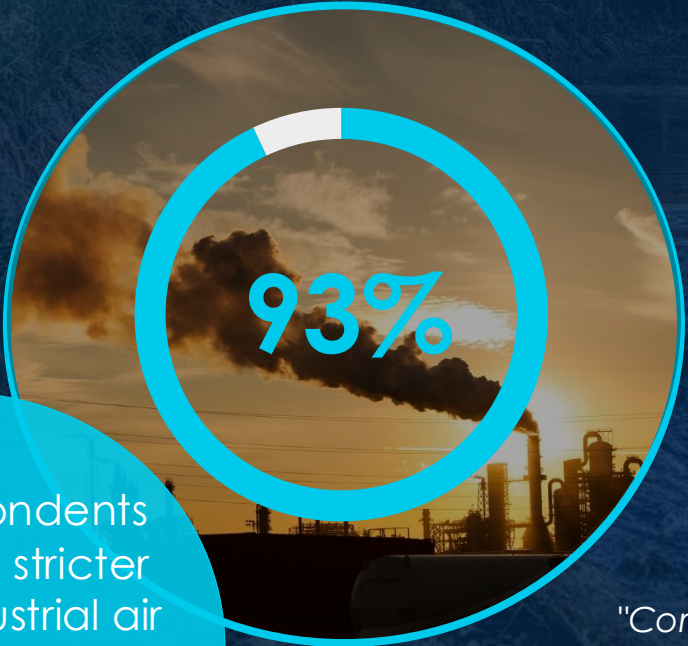


**"You've got that pollution, that smog, that smoke – so someone like me who wants to be outside, to go on a bike ride or a hike, it's affected me for a while" – M, Gen X, SC**



# And there is even more consensus around what actions they consider 'common sense' when it comes to environmental topics that affect health

Moderates, Liberals and Conservatives look markedly similar in this view

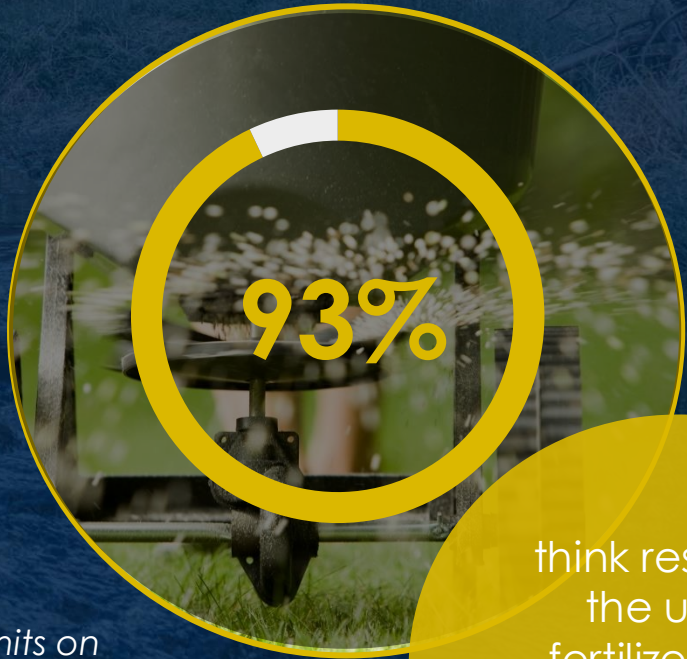


93%

A donut chart with a blue border and a small white segment, indicating 93% consensus. The background of the chart is a photograph of an industrial facility with smokestacks emitting dark smoke into a hazy sky.

of our respondents think setting stricter limits on industrial air and water pollution by corporations is a common-sense action

*"Common sense to set stricter limits on industrial air and water pollution because air quality and water safety are essential to our health and wellbeing. Profits of corporations should not be at the expense of our health"*  
- Gen X, SC



93%

A donut chart with a yellow border and a small white segment, indicating 93% consensus. The background of the chart is a photograph of a green field with a wooden fence in the foreground.

think restricting the use of fertilizers near lakes and rivers is a common-sense action

# In terms of what really matters in their daily lives, what goes into their body is their primary environmental concern

Four topics came up repeatedly as front and center in their minds, emerging as unifying environmental issues and raising cross-partisan alarm:

**The air they breathe**



**The water they drink**



**The food they eat**



**Microplastics /  
forever chemicals**



# People are aware of the threats, but action starts at home and rarely moves beyond

People are not trying to fix the problem – *they're trying to survive it*

96%

of participants take personal/household protective actions — filtering water, buying organic, reading labels, switching to glass, etc.

37%

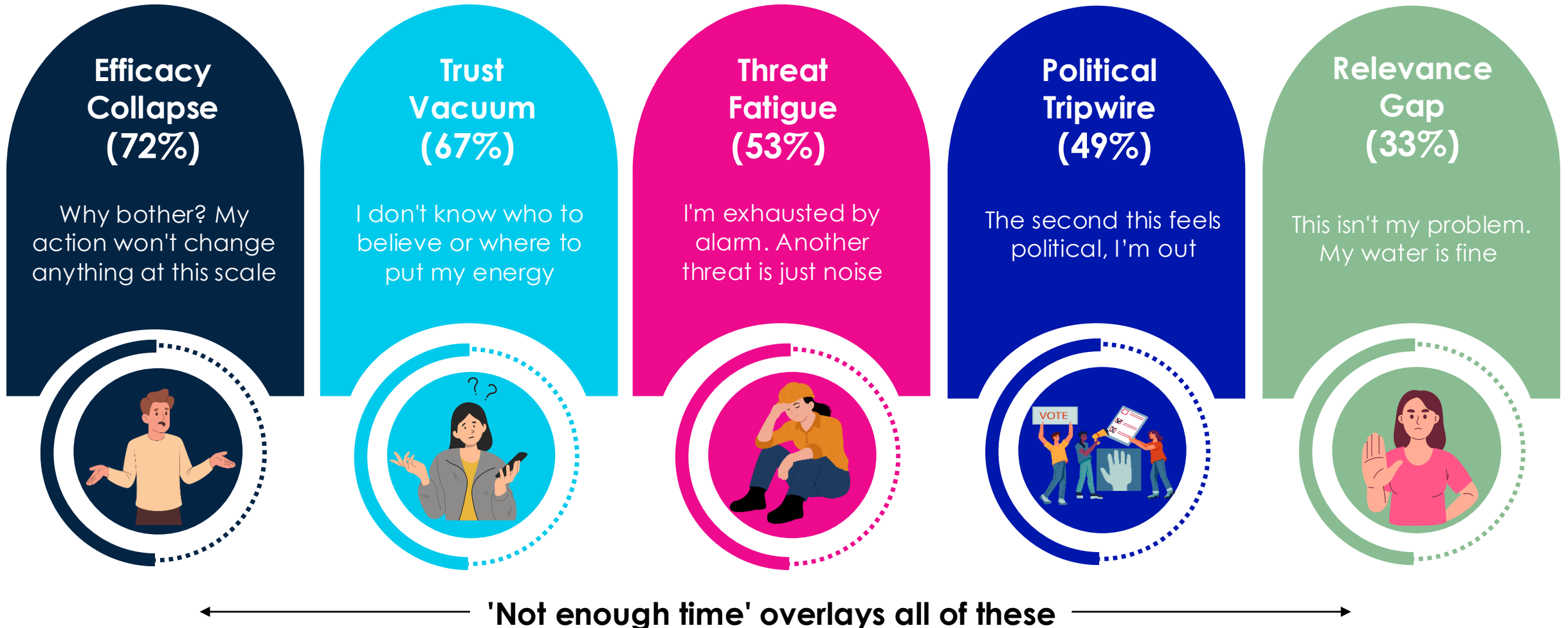
of participants are talking to people around them about issues but not taking any further action

22%

of participants showed sustained, repeated systemic action

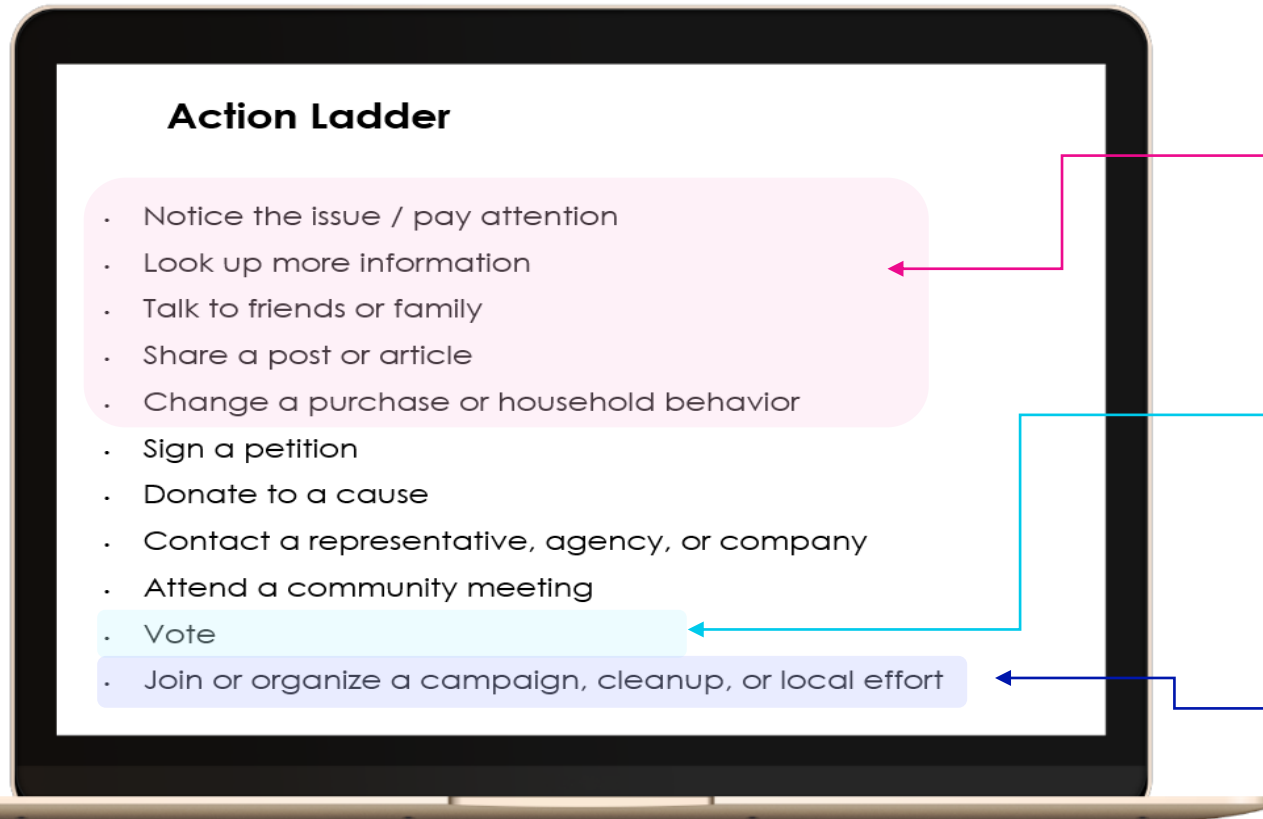
# Multiple barriers create friction to systemic action

Barriers to action beyond the personal and household level:



# Simply put, people act where they feel able/empowered to create change – and right now, that's primarily within their own homes

In live moderation, we developed a tool (the 'Action Ladder' below) that helped people talk about their actions related to the environmental-health connection:



**Most people notice the issue, look up more information, talk to friends/family and change a purchase/household purchase;** and responses are split on sharing a post or article

**Voting** came up more when prompted, suggesting that people may not intuitively associate it with the environmental-health connection

**Local organizing** resonates, but efforts tend to be infrequent and informal



# Respondent Deep-dive



The net result of the broad consensus on the environment and health is that everyone is in the same “room”

The “room” is the shared conviction that our health, and our future, is under threat and that the system isn't doing enough to protect us

**The Same Stakes**

**The Same Enemy**

**But Still Hoping**

*“We are literally being poisoned and many of us (me included) had no idea” - F, Gen X, Mod*

*“They are all in bed with one another, looking to make massive profits off the backs of people” - M, Millennial, SC*

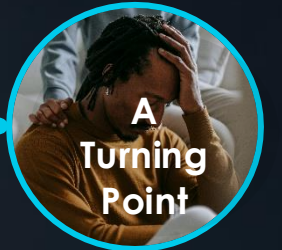
*“I give them the benefit of the doubt. Right now, it just doesn't feel like they care. But I do believe there's also people in the government that want to do good” - F, Millennial, Mod*

But while everyone is in the same 'room', they come into the 'room' through different 'doors'

Think of these doors as **emotional entry points**

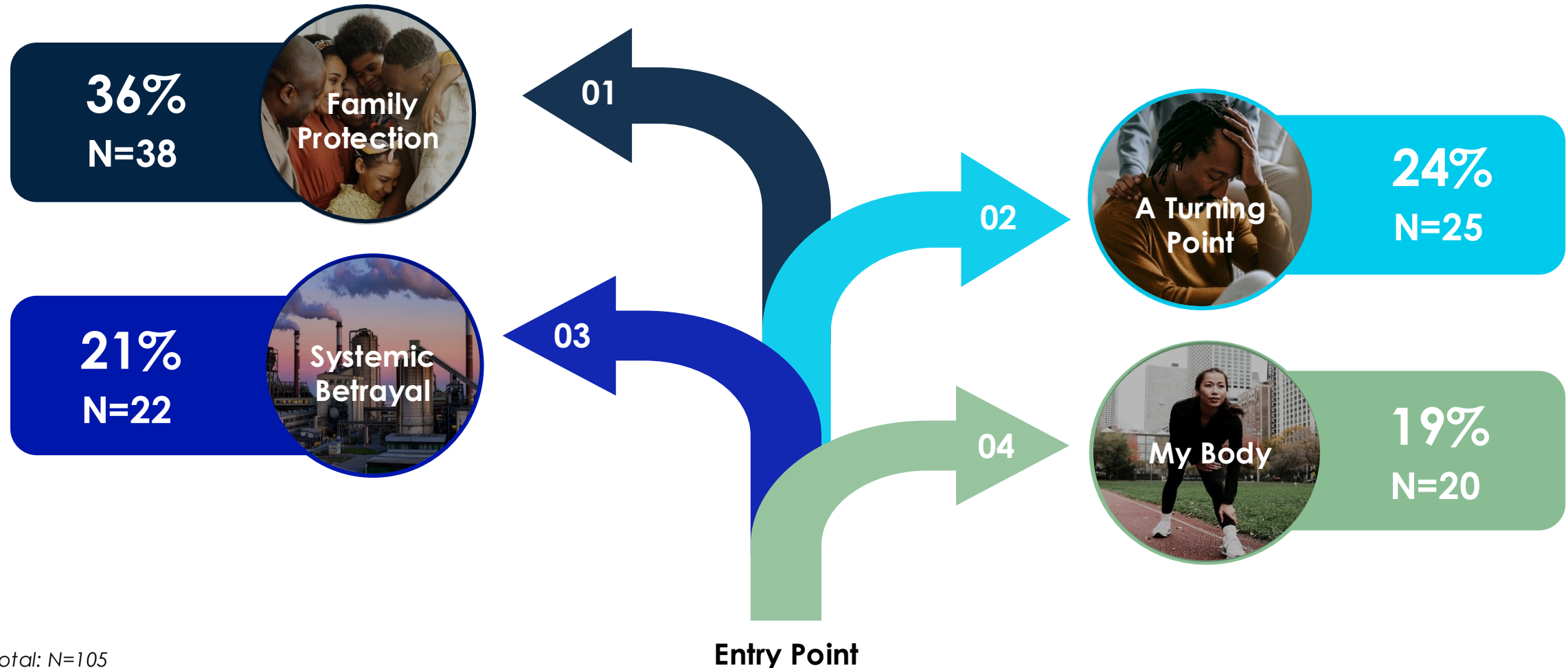
*The door someone walks through is shaped by what they've lived, what they've lost, and what they fear most*

*Knowing which door is knowing where the conversation should start...*



# Four distinct doors emerge...and they are all being used

The emotional entry points (*the doors*) were derived by analyzing each respondent across all research touchpoints (online discussion board, IDIs and focus groups) and identifying the dominant emotional signal in their unprompted responses



Behind each door is a deeply personal story, often the first one they share \* toluna



### Family Protection

The moment an environmental threat touches the people they love, it stops being abstract and starts being urgent

For them, protecting their loved ones is the lens through which every health and environmental concern is seen



### A Turning Point

For these people, concern about health and environmental harm isn't theoretical. It's rooted in something that already happened. A loss. A diagnosis. A moment they can't forget

They've seen firsthand what these threats can do. The experience never leaves them



### Systemic Betrayal

Everything gets filtered through the single conviction that powerful institutions made choices that hurt ordinary people

The harm wasn't accidental. It was a decision. Their anger is directed outward, at the corporations and agencies that let it happen



### My Body

Their starting point is their own body and what invisible forces may already be compromising it. The threats are in the food, the water, the air

For these people, the response is personal and deliberate. Protecting their own body through the choices they make is how they fight back

To help inform messaging, we created personas to dimensionalize the emotional territory each door occupies

How to start the conversation varies by door, but the villain is the same – “The System.”

Family Protection



A Turning Point



Systemic Betrayal



My Body





## We looked at four key elements for each persona

### The emotion - *It's what keeps them up at night*

- The central emotion they feel. The place to start the conversation

### The “Villain” - *How they see the system*

- For them, “The System” is the villain. Corporations, the Government and regulatory agencies are seen as linked together by money and greed

### The barrier – *What keeps them stuck*

- Why does action for change stop at the front door

### Actionable messaging – *What they need to hear*

- What potential messaging will spur them to action

A photograph of a family walking away from the camera on a paved path. On the left is a young child in a bright green puffer jacket, blue jeans, pink boots, and a grey knit hat. Next to the child is a woman with long blonde hair, wearing a green parka and blue jeans. To her right is a man in a dark green parka, blue jeans, and a grey knit hat. He is holding a leash for a beagle dog walking ahead of them. The path is flanked by tall, dry grass and shrubs. In the background, there are some buildings and a cloudy sky. The overall tone is warm and serene.

# Family Protection

# Family Protection: Persona View

## What Keeps Them Up at Night:

*The Invisible Betrayal of Parenthood*

They trusted the system to keep their family safe. It didn't

When it becomes personal is the moment everything changes

*"These environmental issues will cause issues to our future generation that consists of my daughter" - F, Millennial, SC*

## How They See the System:

*Profit Over Children, By People Who Knew*

The system isn't careless. It's deliberate

Corporations and regulators understood the risks and chose profit anyway.

*"Money is what drives these corporations to use harmful additives and chemicals"*  
-F, Gen X, SC

## What Keeps Them Stuck:

*The Protection Trap*

The trap is that they are stuck on the protection treadmill

Creating a "safe" perimeter at home vs. stopping the problem at the source is the priority

*"I can only enact change. And when I say I can only enact change within my little sphere, like my family, because they're the only ones gonna listen to me"*  
- M, Millennial, Mod

## What They Need to Hear:

*The System Failed You. Your Voice Fixes It*

That their voice as a parent carries real power toward systemic accountability

As part of a collective voice, it can create change

*"My gut reaction is that the EPA may start listening to moms across America soon. A lot of mothers are going to come together and show what true motherhood is like"*  
-F, Gen X, SC

A woman with long blonde hair, wearing a black leather jacket, stands with her back to the camera. She has both hands pressed against her face, covering her eyes and nose. She is positioned on a beach or near a body of water, with waves visible in the background. The sky is overcast and grey. The overall mood is one of despair or emotional distress.

# A Turning Point

# A Turning Point: Persona View

## What Keeps Them Up at Night:

*Thinking about the past, preparing for the future*

The wound isn't fear of what might come. It's the weight of what already did

The questions it leaves behind: how to make it not happen again?

*"I used to live in an area next to Boeing and they had a chemical runoff in the area of Algona...at the time we had a one-year-old and we had to move"*  
- M, Millennial, Mod

## How They See the System:

*They Made People Sick on Purpose*

The loss didn't feel like bad luck. It felt engineered

The system that was supposed to protect people instead created the conditions for illness, and then profited from treating it

*"At this point it's like they purposely want to make people sick" - F, Millennial, Mod*

## What Keeps Them Stuck:

*No One at the Wheel*

The scale of the problem and the absence of accountability leaves them uncertain as to what they should do

Knowing what happened doesn't tell you who to fight or where to start

*"There's no one at the rudder and it feels like we're heading straight into an iceberg"*  
- M, Millennial, VL

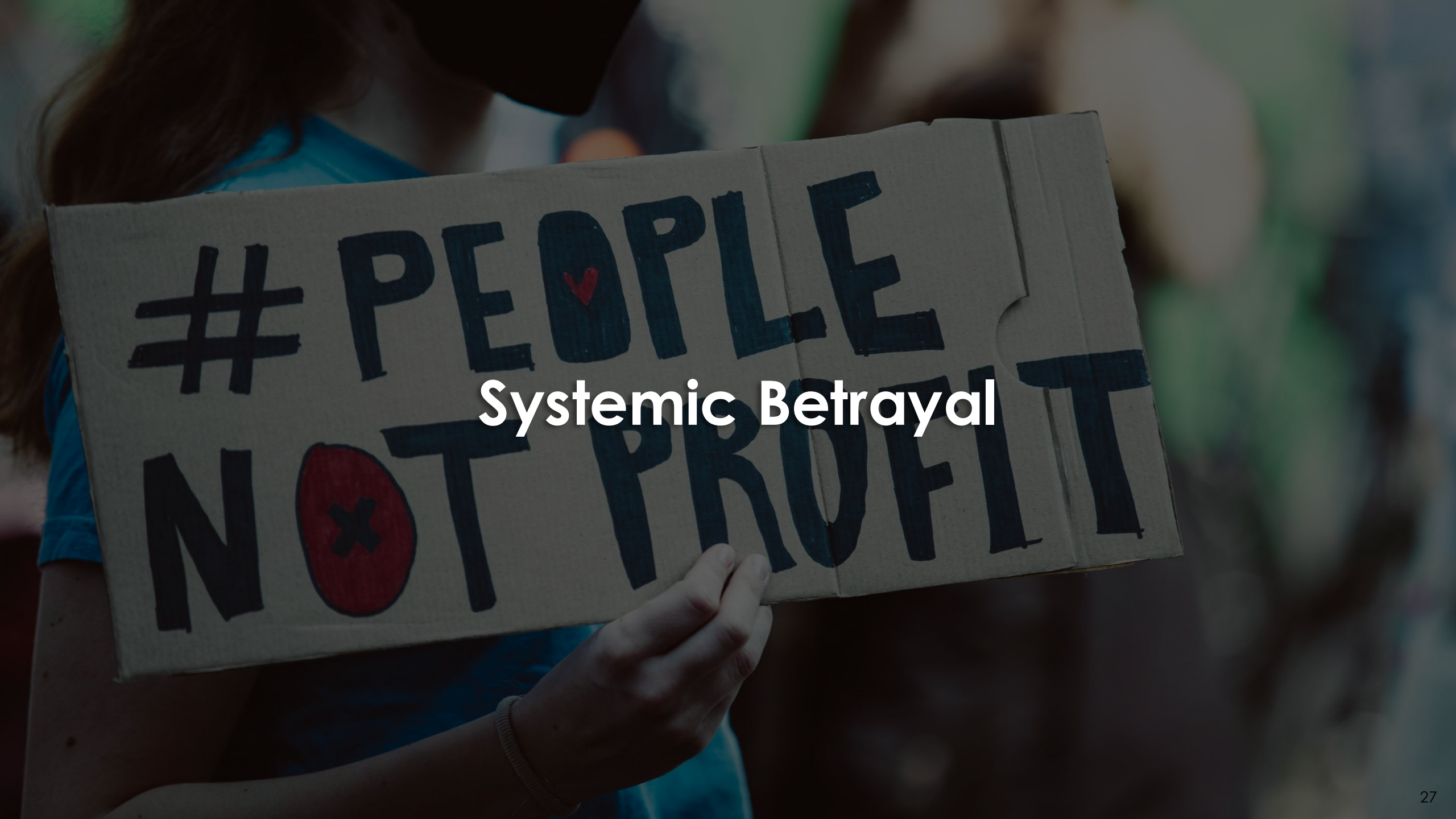
## What They Need to Hear:

*What Happened to You Was Real. Now Here's the Fight*

Recognition of what affected them, and a clear plan of action to make things better

They've already paid the price. They need to know it can mean something

*"Radioactive waste was being dumped into nearby water sources where I live. My father was diagnosed with cancer last year and I believe that his diagnosis could be related to him living in the area" - F, Millennial, SC*



# PEOPLE  
NOT PROFIT

## Systemic Betrayal

# Systemic Betrayal: Persona View

## What Keeps Them Up at Night:

### A System Designed Against Them

**They didn't stumble into distrust. The evidence touched their lives**

**The system was never built to protect them. It was built to profit from them**

*"I felt betrayed. I feel like companies do not care about the things they put into their products. The government is doing nothing about it, so it's like they are teaming up to make a fortune off regular consumers"*  
- M, Gen Z, Mod

## How They See the System:

### A Closed Loop of Money and Power

**The villain isn't one bad actor. It's the architecture**

**Corporations, the government its agencies are wired together in ways that make accountability structurally impossible**

*"The companies are in cahoots with the government, the lobbyists paying off government officials to smooth or roll back some of these laws that we had in place"* - M, Boomer, SL

## What Keeps Them Stuck:

### Can't Fight What You Can't See

**The rage is real. But the system is opaque.**

**They want to fight. They just don't always know where to aim**

*"There is corruption inside. There is money from these corporations that has been given to the different parties for elections and all that. So it's all really tied up... I'm gonna give you money, but you also do me these favors"* - F, Millennial, Mod

## What They Need to Hear:

### Here's the Proof. Here's the Fight. Time to Join In

**What they need is evidence sharp enough to show others, and a vehicle for the outrage they've been carrying**

**They will jump in if they are armed with the facts**

*"Do you know what forever chemicals, microplastics, and herbicides are doing to your family? You need a hook there. A strong hook"* - M, Boomer. SL

A man with a beard and short brown hair, wearing a dark grey t-shirt, is seated at a wooden table. He is looking down at a plate of food with a smile, using a fork to eat. The plate contains a variety of colorful vegetables, including green beans, red bell peppers, and a piece of bread topped with sprouts. To his left is a white ceramic mug. The background features large windows with dark frames, looking out onto a cityscape with brick buildings. The lighting is soft and natural, coming from the windows.

# My Body

# My Body: Persona View

**What Keeps Them Up  
at Night:**

***The Body They  
No Longer Trust***

**They used to feel at home  
in their own skin. They don't  
anymore**

**Their body became the  
battleground without their  
permission**

*"I just keep thinking, well, I'm pretty  
much screwed because I've been  
using plastics for a long time... the  
leaching from the plastic, I mean,  
like, I'm way past the point of help  
then"* -F, Boomer, SC

**How They See  
the System:**

***A Rigged  
Information Game***

**The system harmed them.  
Then it hid the harm**

**People are making  
decisions with incomplete  
information and no real  
choice**

*"The public is being informed  
about a health problem after the  
results of consuming them troubles  
me. Why weren't we transparent in  
the first place?"* - M, Gen X, SC

**What Keeps Them Stuck:**

***Nowhere Left to Hide***

**They've read the labels.  
And then they find out the  
chemicals are already  
inside them**

**Personal vigilance hits a  
wall when the exposure is  
total**

*"It's almost impossible to avoid  
the everyday exposure... 99% of  
the population has the chemical  
in our bodies. That statistic  
floored me"* - F, Boomer, SC

**What They Need  
to Hear:**

***Your Body, Your Rules.  
Here's How.***

**They need to feel  
agency, not alarm. The  
message that lands is one  
that puts control back in  
their hands**

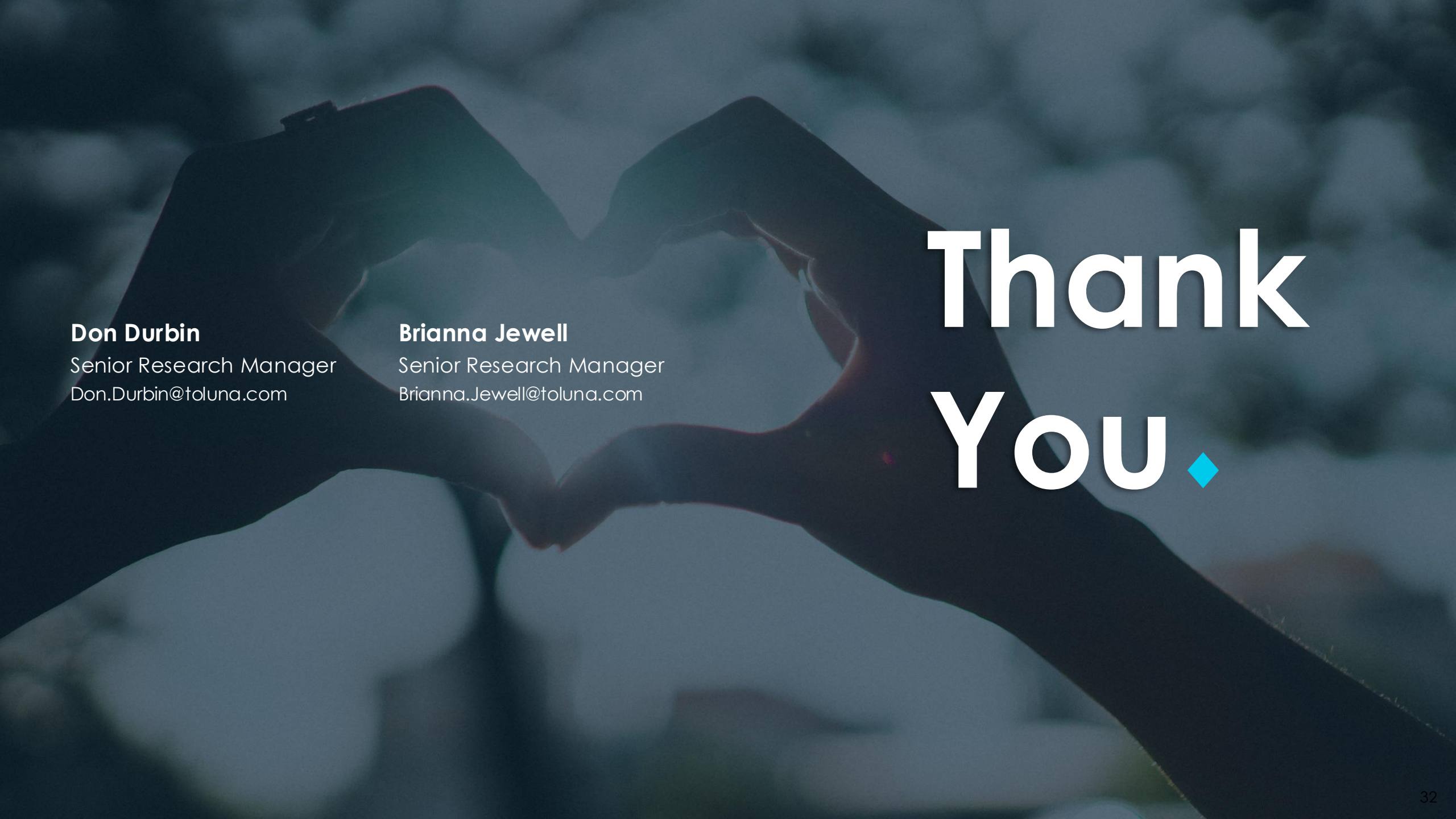
**Messaging that is  
specific, practical,  
actionable. Not what's  
being done to them. What  
they can do about it**

*"Hope was my first reaction.  
Every little action leads to  
change"* - F, Gen Z, SL

# *A final thought...*

*“I definitely think there’s hope. I think people want things to get better, and I think most people want to be a good part of the solution”- F, Gen X, SC*



A background image showing two hands, one from the left and one from the right, holding a heart shape formed by their fingers. The hands are dark, and the heart is a lighter shade of blue. The background is a blurred, light blue sky with soft clouds.

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**Thank  
You. ♦**



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# Appendix

# Core Tenets of the MAHA Movement

## 1. Chronic Disease Prevention Over Treatment

MAHA argues that the healthcare system focuses too heavily on treating illness rather than preventing it.

- Emphasis on diet, exercise, sleep, and stress reduction
- Concern about rising rates of obesity, diabetes, autoimmune disease, and mental health conditions
- Belief that many chronic illnesses are lifestyle- or environment-driven

## 2. Food System Reform

This is one of MAHA's most unifying issues.

- Opposition to ultra-processed foods; Criticism of additives, seed oils, artificial dyes, and preservatives
- Advocacy for whole foods, regenerative agriculture, and local farming
- Skepticism of large agribusiness and food-industry lobbying

## 3. Health Freedom & Medical Autonomy

MAHA strongly emphasizes individual and parental choice in healthcare.

- Resistance to medical mandates (e.g., vaccines, medications, treatments)
- Advocacy for informed consent and the right to decline medical interventions
- Support for parents' authority over children's health decisions

## 4. Skepticism of Pharmaceutical & Corporate Influence

The movement often frames public health through a "corporate capture" lens.

- Belief that pharmaceutical companies exert excessive influence over regulators/research/doctors
- Concerns about over-prescription of drugs
- Criticism of conflicts of interest between government agencies and industry

## 5. Environmental Health Concerns

MAHA links environmental exposure to declining health outcomes.

- Worries about chemicals, pesticides, PFAS, microplastics, and pollution
- Focus on toxin exposure as a driver of diseases such as cancer
- Calls for stronger environmental protections tied to human health

## 6. Distrust of Public Health Institutions

Many MAHA supporters believe institutions have lost credibility

- Skepticism toward agencies like the CDC, FDA, and NIH
- Belief that dissenting scientific views are suppressed
- Preference for independent research, alternative practitioners, or "open debate" models

## 7. Holistic & Integrative Health Approaches

MAHA tends to support broader definitions of healthcare.

- Nutrition-based interventions
- Functional or integrative medicine
- Non-pharmaceutical or lifestyle-first approaches

## 8. Populist & Anti-Establishment Framing

Culturally and politically, MAHA often uses populist language.

- "People vs. institutions" framing
- Appeals to personal experience over expert authority
- Overlap with broader anti-establishment or reform movements

# Study Screener

|   | RANDOMIZE STATEMENTS                                                                                                                                                 | GROUP<br>(do not<br>program)  | Strongly<br>Disagree | Some<br>what<br>Disagr<br>ee | Neutra<br>l/<br>I don't<br>know | Somew<br>hat<br>Agree | Stron<br>gly<br>Agree |
|---|----------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------|----------------------|------------------------------|---------------------------------|-----------------------|-----------------------|
| 1 | Dietary guidelines and federal programs need to be reformed to prioritize access to local, whole, and healthy foods for schools, hospitals & low-income communities. | Food System Reform            |                      |                              |                                 |                       |                       |
| 2 | I don't trust that corporations are prioritizing our health over profits when deciding what goes into the products we eat                                            | Food System Reform            |                      |                              |                                 |                       |                       |
| 3 | There needs to be greater transparency and stricter regulation of ultra-processed foods (UPFs), artificial dyes, and chemical additives                              | Food System Reform            |                      |                              |                                 |                       |                       |
| 4 | The government needs to invest more in local food systems, support family farmers, and encourage regenerative/organic practices                                      | Food System Reform            |                      |                              |                                 |                       |                       |
| 5 | I am concerned about toxins, forever chemicals (PFAS) and chemical runoff polluting our air and water                                                                | Environmental Health Concerns |                      |                              |                                 |                       |                       |
| 6 | I'm concerned the EPA isn't doing enough to regulate and hold companies accountable for releasing harmful chemicals and the risks they pose to public health         | Environmental Health Concerns |                      |                              |                                 |                       |                       |
| 7 | There is a lack of safety protections from everyday products that may contain harmful chemicals                                                                      | Environmental Health Concerns |                      |                              |                                 |                       |                       |
| 8 | There is a link between climate change and pollutants/toxins in our food, water, and air                                                                             | Environmental Health Concerns |                      |                              |                                 |                       |                       |

|    | RANDOMIZE STATEMENTS                                                                                                                                                                                                   | GROUP<br>(do not<br>program) | Strongly<br>Disagree | Some<br>what<br>Disagr | Neutra<br>l/<br>I don't<br>know | Somew<br>hat<br>Agree | Stron<br>gly<br>Agree |
|----|------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|------------------------------|----------------------|------------------------|---------------------------------|-----------------------|-----------------------|
| 9  | There needs to be a re-evaluation of vaccine safety including conducting placebo-controlled clinical trials                                                                                                            | Medical Freedom & Distrust   |                      |                        |                                 |                       |                       |
| 10 | Health decisions should be left to individuals and parents rather than the government                                                                                                                                  | Medical Freedom & Distrust   |                      |                        |                                 |                       |                       |
| 11 | Pharmaceutical companies have too much influence over doctors and/or are putting profits ahead of people's health                                                                                                      | Medical Freedom & Distrust   |                      |                        |                                 |                       |                       |
| 12 | I am skeptical that government agencies like the CDC, FDA, and NIH consistently prioritize my and my family's best interests when it comes to our health                                                               | Medical Freedom & Distrust   |                      |                        |                                 |                       |                       |
| 13 | Poor nutrition, lack of physical activity, and unmanaged stress are primary drivers of chronic conditions, and I believe personal accountability for daily choices plays a major role in preventing and improving them | Prevention over Treatment    |                      |                        |                                 |                       |                       |
| 14 | There is an over-reliance on prescription drugs instead of natural or preventive health solutions                                                                                                                      | Prevention over Treatment    |                      |                        |                                 |                       |                       |
| 15 | I believe our healthcare system puts too much emphasis on treating disease after it starts instead of preventing it in place                                                                                           | Prevention over Treatment    |                      |                        |                                 |                       |                       |
| 16 | More federal research funding should go towards chronic disease prevention, lifestyle-based interventions, and alternative therapies                                                                                   | Prevention over Treatment    |                      |                        |                                 |                       |                       |