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Ipsos Measles Poll November 2026 Topline

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: November 20-23, 2026
Number of interviews: 1,022

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents
Margin of error: +/- 5.9 percentage points at the 95% confidence level for Democrats
Margin of error: +/- 5.9 percentage points at the 95% confidence level for Republicans
Margin of error: +/- 4.9 percentage points at the 95% confidence level for independents/other

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

*NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable*

Annotated Questionnaire

1. How much, if anything, have you heard about the increase in measles outbreaks around the country in recent years?

	Total (N=1,022)	Dem (N=299)	Rep (N=289)	Ind/Something else (N=424)
A lot	30%	44%	26%	22%
A little	51%	43%	60%	50%
Nothing	19%	13%	13%	27%
Skipped	1%	*	-	1%

2. How concerned are you that a measles outbreak could occur in your own community?

	Total (N=1,022)	Dem (N=299)	Rep (N=289)	Ind/Something else (N=424)
Extremely concerned	10%	17%	4%	8%
Very concerned	17%	25%	9%	16%
Somewhat concerned	32%	36%	27%	32%
Not too concerned	26%	15%	40%	24%
Not concerned at all	14%	6%	20%	17%
Skipped	1%	*	-	2%
Extremely/Very Concerned (Net)	*26%*	*42%*	*13%*	*25%*
Not Too/Not At All Concerned (Net)	*41%*	*21%*	*60%*	*41%*

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[INFO SCREEN]
As you may know, the U.S. recently lost its measles elimination status from the Pan American Health Organization because the virus has been spreading continuously in the country. Measles cases in the U.S. over the last two years have been much higher than in previous two decades.

3. How much, if at all, does it bother you personally that the U.S. has lost its measles elimination status?

	Total (N=1,022)	Dem (N=299)	Rep (N=289)	Ind/Something else (N=424)
A great deal	26%	43%	15%	22%
Quite a bit	19%	25%	18%	16%
Some	27%	23%	26%	31%
Not too much	14%	5%	24%	13%
Not at all	12%	4%	16%	15%
Skipped	2%	*	-	3%

4. Thinking about the U.S. losing its measles elimination status, which of the following statements comes closer to your view, even if neither is exactly right?

	Total (N=1,022)	Dem (N=299)	Rep (N=289)	Ind/Something else (N=424)
This could have been prevented if government leaders had done a better job encouraging measles vaccination and responding to outbreaks	58%	84%	38%	54%
There's not much government leaders could have done to prevent this because people make their own health decisions	38%	15%	60%	39%
Skipped	4%	1%	2%	7%

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5. To what extent, if at all, do you personally identify with the **Make America Healthy Again (MAHA)** movement?

	Total (N=1,022)	Dem (N=299)	Rep (N=289)	Ind/Something else (N=424)
Strongly identify with the MAHA movement	7%	3%	15%	4%
Somewhat identify with the MAHA movement	17%	8%	32%	13%
Do not identify with the MAHA movement at all	43%	63%	28%	40%
Don't know	32%	25%	24%	41%
Skipped	2%	1%	-	2%

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About the Study

This Ipsos poll was conducted November 20-23, 2026, by Ipsos using the probability-based KnowledgePanel®. This poll is based on a nationally representative probability sample of 1,022 general population adults aged 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, household income, 2024 vote choice, and political party identification. Political party identification benchmarks are from the 2026 NPORS annual survey. The demographic benchmarks came from the 2026 March supplement of the U.S. Census Bureau's Current Population Survey (CPS).

- Gender (Male, Female) by Age (18–29, 30–44, 45-59 and 60+)
- Race/Hispanic Ethnicity (White Non-Hispanic, Black Non-Hispanic, Other, Non-Hispanic, Hispanic, 2+ Races, Non-Hispanic)
- Education (Less than High School, High School, Some College, Bachelor's degree, Master's degree or higher)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan status (Metro, non-Metro)
- Household Income (Under $25,000, $25,000-$49,999, $50,000-$74,999, $75,000-$99,999, $100,000-$149,999, $150,000+)
- 2024 Vote Choice (Trump, Harris, Another candidate, Did not vote)
- Political Party ID (Democrat, Lean Democrat, Republican, Lean Republican, Independent/Something else)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of sampling error takes into account the design effect, which was 1.07. The margin of sampling error is higher and varies for results based on sub-samples. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

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About Ipsos

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Our passionately curious research professionals, analysts and scientists have built unique multi-specialist capabilities that provide true understanding and powerful insights into the actions, opinions and motivations of citizens, consumers, patients, customers or employees. Our 75 business solutions are based on primary data from our surveys, social media monitoring, and qualitative or observational techniques.

“Game Changers” – our tagline – summarizes our ambition to help our 5,000 clients navigate with confidence our rapidly changing world.

Founded in France in 1975, Ipsos has been listed on the Euronext Paris since July 1, 1999. The company is part of the SBF 120, Mid-60 indices, and is eligible for the Deferred Settlement Service (SRD).

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