

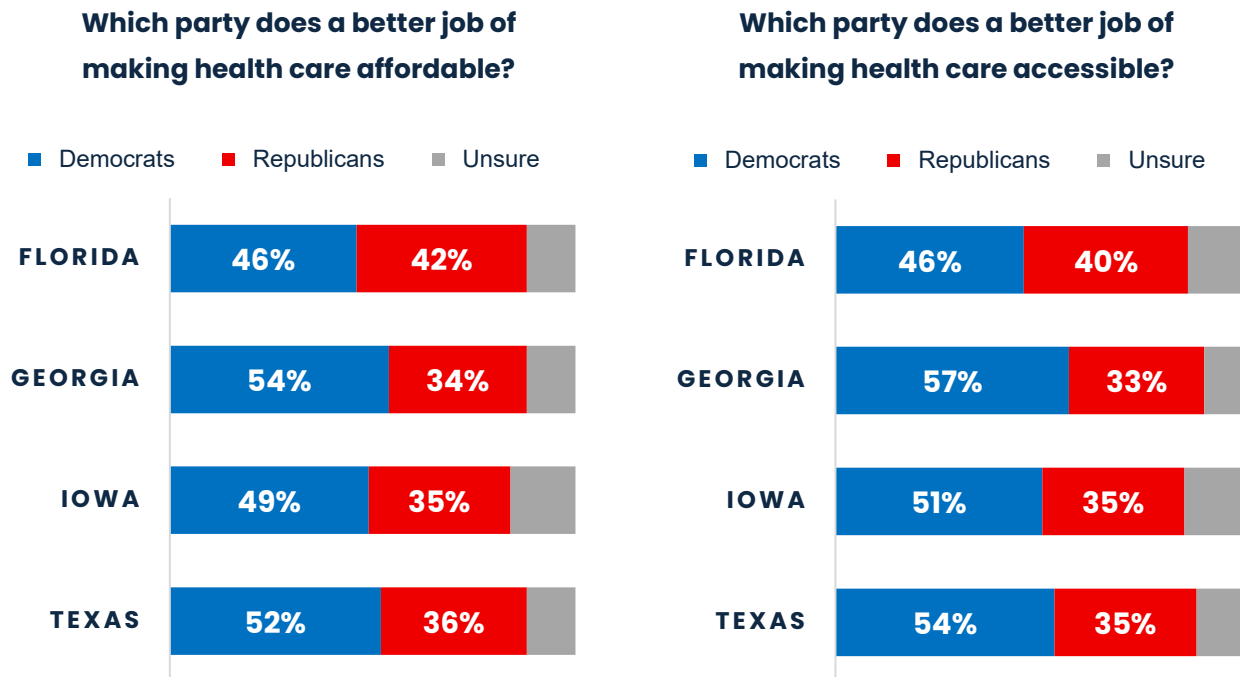
The Florida Blueprint for Health Care is a Losing Message

SWING STATE VOTERS REJECT FLORIDA'S VACCINE PLAYBOOK

Florida's school vaccine rollbacks aren't just unpopular at home but a political liability for Republicans across traditionally conservative states. People over Profits surveyed voters in four states Donald Trump won by between 2% and 14% in 2024: Florida, Georgia, Iowa, and Texas. The findings show Florida's approach to health care is dragging down Republican candidates, and voters don't want it replicated anywhere else.

DEMOCRATS HOLD THE ADVANTAGE ON HEALTH CARE

Health care is a top-tier issue in all four states. Likely general election voters in all the surveys said Democrats do a better job making health care affordable and accessible. Democrats are leading in several U.S. Senate and gubernatorial races with health care a key reason why.



In every state we surveyed, more than 85% of voters said a candidate's position on health care access and affordability matters to their vote. When we showed those same voters a real-world example of Republicans' health care agenda in action, support for Democrats only grew.

FLORIDA SETS A TERRIBLE EXAMPLE FOR REPUBLICANS

More than 80% of voters in each state (including Florida) believe children should be vaccinated against common diseases before starting school. Yet Florida's conservative leaders recently loosened school vaccine requirements, dropping chickenpox and hepatitis B from the list.

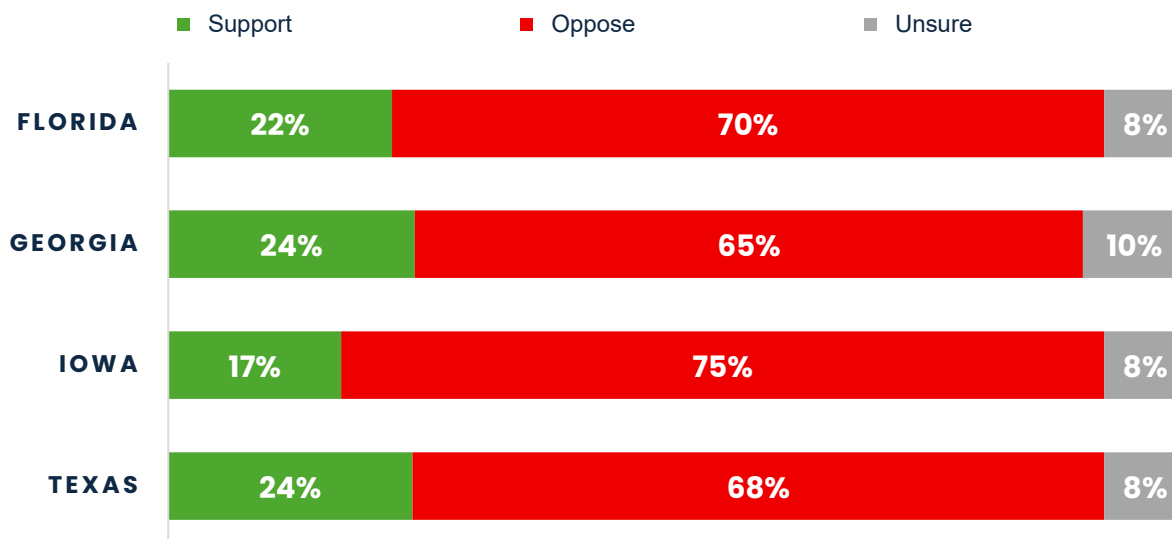
Voters rejected Florida's decision by wide margins.

- **Florida:** 57% oppose lowering the number of shots necessary to attend school
- **Georgia:** 52% oppose lowering the number of shots necessary to attend school
- **Iowa:** 63% oppose lowering the number of shots necessary to attend school
- **Texas:** 57% oppose lowering the number of shots necessary to attend school

That backlash only grew when voters learned these rollbacks were just a fraction of what Florida's Surgeon General actually proposed.

The Surgeon General of Florida had previously expressed his desire for Florida to be the first state in the country to eliminate all public school vaccine mandates for children.

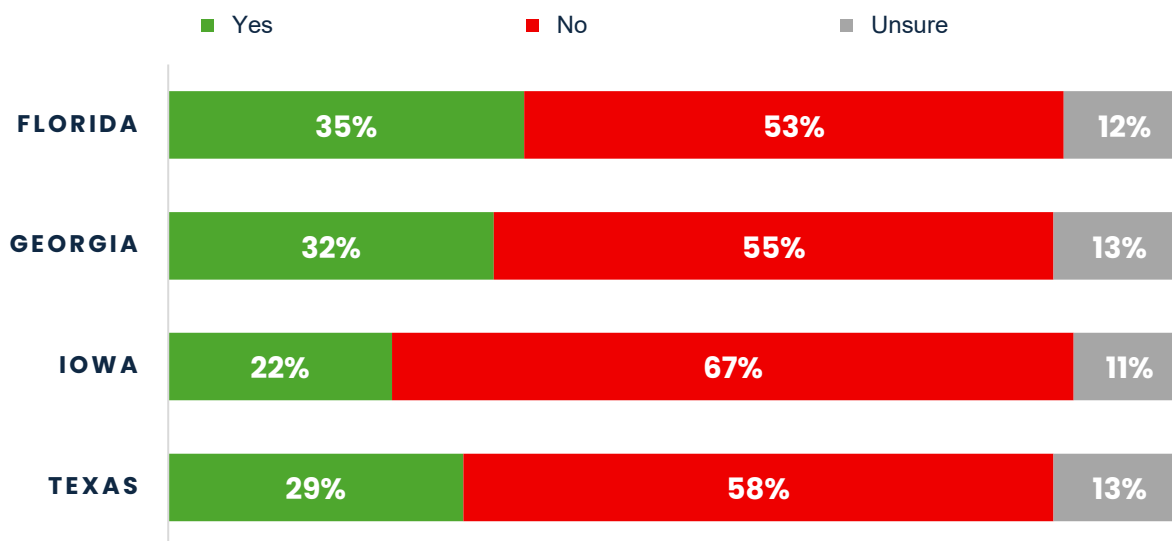
Do you support or oppose eliminating all public school vaccine mandates?



DRAG ON REPUBLICANS ACROSS THE COUNTRY

Florida's health care record isn't one Republicans should be bragging about. Across our four swing states, only 20-40% of voters said Florida's vaccine policies give them a positive impression of the Republican Party. And voters made clear they don't want those policies exported meaning there's little appetite for Florida's approach anywhere else.

Do you believe that more states should follow Florida's example when it comes to reducing access to vaccines?



That makes the Florida blueprint toxic for vulnerable Republican candidates. Swing state voters say they are less likely to vote for candidates who adopt Florida's health care policies.

- **Florida:** 40% Less Likely to Vote for Moody | 40% Less Likely to Vote for Donalds
- **Georgia:** 53% Less Likely to Vote for Collins | 51% Less Likely to Vote for Jackson
- **Iowa:** 60% Less Likely to Vote for Hinson | 59% Less Likely to Vote for Lahn
- **Texas:** 56% Less Likely to Vote for Paxton | 55% Less Likely to Vote for Abbott

METHODOLOGY

These surveys were conducted online from September 8 – 10, 2026. Each state has a sample size of n = 600 likely general election voters, weighted to reflect the demographic composition of prior midterm voting populations. The margin of error for each state is +/-4% at the 95% confidence level.

