HEALTHY MOMS
HEALTHY BABIES
AMERICA

Nationwide Survey of
1,001 Registered and Likely Voters

July 12-15, 2026

KAConsulting, LLC on Behalf of Healthy Moms, Healthy Babies America

Mixed Mode Nationwide Survey of 1001 registered voters, July 2026

Note: throughout this presentation, some columns may not add to 100% due to rounding. In the same way, percentages in "total" columns may be one point more or less than the sum of their parts due to rounding.

The Stakes and The Stakeholders



"Investing in maternal health is the single most strategic investment we can make in the future of American prosperity. Healthy moms lead to healthy families, healthy families to healthy communities, healthy communities to healthy economies."

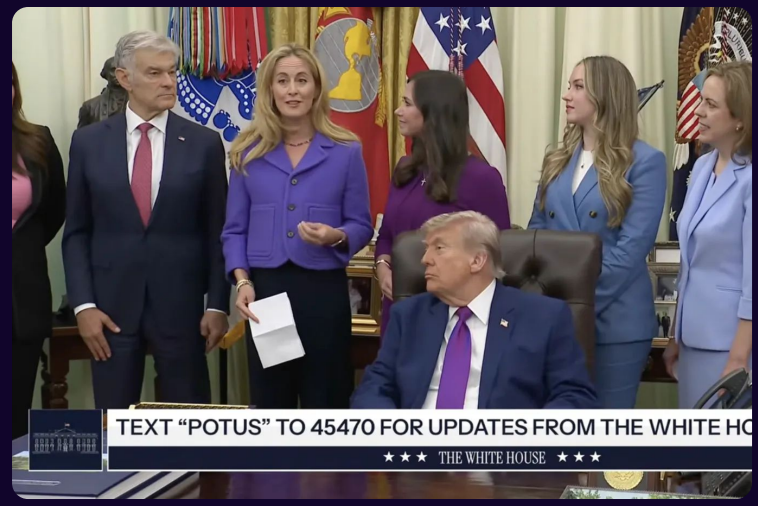
— Olivia Walton on "Meet the Press" on Mother's Day

"Moms are the heartbeats of our families, our communities, and our country."

— Sen. Katie Britt at Oval Office event

"Your ZIP code should not determine your mortality rate if you're having a baby."

— Dr. Oz at Oval Office event



"Disparities are "generational, concentrated and oftentimes intentional,"

- Gov. Wes Moore D-MD on "Meet the Press" on Mother's Day

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Footnote: Source data and organizational descriptions adapted from Heartland Forward & Healthy Moms, Healthy Babies America (https://hmhba.org). Mixed-mode polling combined live telephone (landline/mobile CATI) and online panel interviews, July 12-15, 2026. All facts and figures mentioned in this introduction are cited and referenced to https://hmhba.org.

Introduction

Healthy Moms, Healthy Babies America is a bipartisan national campaign built on an ambitious goal: cut maternal deaths in the U.S. in half in five years by redesigning prenatal care around moms, making birth safer for all families, and supporting all families for the first twelve months after the baby is born.

The U.S. maternal mortality rate has **more than doubled** over the past four decades — a reversal no comparable high-income nation has experienced. American mothers today face a higher risk of dying from pregnancy and childbirth than their own mothers or grandmothers did, and the CDC estimates **87% of these deaths are preventable**. Maternal health is not a niche healthcare issue. It is family policy, workforce policy, rural policy, and economic policy.

That reality took center stage in the Oval Office in May, where President Trump, senior Administration officials, and healthcare leaders elevated maternal health, fertility, and rural healthcare as central to strengthening American families and the economy — anchored by a **$50 billion rural healthcare investment** and the President's goal of the U.S. being “the best place to have a baby.”

Healthy Moms, Healthy Babies America partnered with Kellyanne Conway & **KAConsulting, LLC** to conduct a nationwide mixed-mode survey of **1,001 registered likely voters** in July 2026. The mixed-mode design combined text-to-web and live telephone interviewing to reach a broader cross-section of voters. The research was designed to evaluate public awareness of maternal health challenges, measure how factual information influences support for reform, identify the maternal health policies that resonate most strongly with voters across party lines, ages, socioeconomic and geographic and life stages, and assess whether these reforms are viewed as consistent with the Administration's broader family-first agenda.

The findings provide a roadmap for policymakers, advocates, and healthcare leaders seeking to improve maternal health outcomes while advancing policies that strengthen American families, rural communities, and the nation's long-term economic future.

Voters intuit the system is inadequate and expect leaders to fix it. They prefer apolitical reforms that protect mothers and babies, harnessed by bipartisan leaders that address preventable harm, family stability, and rural access. The findings show broad agreement that maternal health requires greater attention, that practical reforms command overwhelming support across key demographic groups once voters understand the facts, and that candidates that champion those reforms stand to benefit politically among acutely affected audiences, including women, parents, and rural voters.

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Slim Majorities See Gaps in the U.S. Healthcare System — Including in Its Care for Women.

- **Slim majorities are unhappy with the system overall and with care for women**. A 55% majority views the overall U.S. healthcare system unfavorably, while 51% view its care of women unfavorably.

- **Younger women are most dissatisfied**. 51% of voters view care for women unfavorably. Women 18-49 rate it 32% favorable to 63% unfavorable — 31 points underwater. Moms sit at -14. **The dissatisfaction curve is sharpest where reform needs to mobilize**.

Would you say you have a favorable or unfavorable opinion of.....

	US Healthcare System		US Healthcare for Women	
Groups	**Favorable**	**Unfavorable**	**Favorable**	**Unfavorable**
TOTAL	38%	56%	39%	51%
Women	35%	59%	33%	60%
Women 18-49	30%	65%	31%	63%
Women 50+	38%	55%	35%	56%
Minority Women	30%	60%	30%	60%
Republican women	59%	38%	60%	33%
Moms	39%	54%	39%	54%
Dads	43%	55%	47%	45%
Vote History: Mix	40%	55%	41%	50%
Top Issue: Social	29%	67%	28%	68%
< $50k	38%	53%	37%	48%
$50k - $100k	43%	52%	46%	46%
$100k +	37%	57%	37%	56%
Trump Voters	54%	40%	55%	33%
Independent	36%	57%	36%	52%
Democratic	28%	67%	26%	67%

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6 in 10 Voters Worry About Each Stage Of Pregnancy Care

- **Concern spans the full maternal care continuum**. 6 in 10 voters express concern throughout pregnancy, prenatal care, and postpartum—not just at a single stage.
- **Republicans begin from lower engagement**. Trump voters and Republican women are the only major groups where concern remains below a majority across the maternal care continuum.
- **Maternal health is not viewed as an income-specific issue.** Similar levels of concern across income groups suggest the issue has broad electoral relevance rather than being confined to a particular economic constituency.

	The ability to have a healthy pregnancy		The ability to access prenatal care during a pregnancy		The ability to visit a healthcare provider after childbirth	
Groups	**Concerned**	**Not Concerned**	**Concerned**	**Not Concerned**	**Concerned**	**Not Concerned**
TOTAL	**61%**	**33%**	**60%**	**35%**	**58%**	**37%**
Women	63%	32%	63%	34%	57%	38%
Women 18-49	69%	28%	68%	31%	59%	36%
Women 50+	59%	35%	60%	36%	56%	40%
Minority Women	62%	33%	62%	35%	53%	43%
Republican women	45%	51%	46%	51%	40%	58%
Moms	62%	36%	63%	35%	56%	42%
Dads	60%	36%	58%	38%	62%	36%
Vote History: Mix	65%	31%	63%	35%	60%	38%
Top Issue: Social	78%	17%	73%	23%	70%	24%
Agree Trump Plan	59%	37%	56%	41%	55%	42%
Movers	49%	48%	46%	52%	43%	54%
< $50k	58%	32%	54%	37%	54%	38%
$50k - $100k	60%	35%	63%	34%	58%	38%
$100k +	61%	36%	61%	36%	62%	35%
Trump Voters	48%	47%	45%	49%	44%	52%
Independent	60%	34%	58%	37%	57%	40%
Democratic	78%	18%	79%	18%	75%	18%

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Maternal Health Concerns Reflect Lived Experiences

Which of the following have you/someone you know experienced?

- *Preterm labor or delivery*
- *Complications during childbirth for mother or child*
- *Complications following childbirth for mother or child*
- *Unable to afford prenatal care, including visits with healthcare providers*
- *Unable to schedule appointments with healthcare providers*

- **1 in 5 voters know someone who couldn't afford prenatal care or schedule appointments**. When Republicans lead with the $230,000 preterm price or cost-of-care solutions, they speak of an experience many voters already recognize.
- **Women 18–49 have firsthand familiarity—they need to know who's fixing it.** Solutions-focused messaging rather than convincing them there's a problem.
- **Trump voters and Republican women have least experience.** With the highest rates of reporting no personal connection to these challenges, they begin from a lower baseline of engagement.
- **Dads have most experience with postpartum window**. Strong entry point for engaging fathers.

Groups	Complications during childbirth	Preterm labor or delivery	Complications following childbirth	Unable to afford prenatal care	Unable to schedule appointments	Unsure / Dep.	None of these
TOTAL	28%	25%	22%	20%	19%	15%	24%
Women	29%	28%	21%	22%	20%	14%	21%
Women 18-49	37%	30%	25%	28%	27%	12%	12%
Women 50+	24%	27%	17%	18%	15%	16%	28%
Minority Women	32%	31%	19%	27%	21%	16%	15%
Republican women	17%	23%	15%	12%	14%	16%	26%
Moms	36%	34%	21%	22%	22%	13%	16%
Dads	33%	31%	31%	24%	23%	12%	22%
Vote History: Mix	29%	32%	19%	27%	24%	16%	19%
Top Issue: Social	37%	31%	30%	27%	29%	12%	14%
Movers	19%	23%	13%	12%	11%	16%	30%
< $50k	21%	18%	19%	14%	18%	14%	35%
$50k - $100k	27%	23%	20%	21%	17%	12%	25%
$100k +	31%	32%	24%	21%	22%	19%	17%
Trump Voters	23%	21%	18%	14%	13%	16%	29%
Independent	30%	25%	20%	22%	21%	15%	24%
Democratic	31%	28%	27%	24%	23%	14%	21%

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Every Fact Tested Strengthens Support for Reform

- **Facts Elevate Support for Reform**. Every fact increases support for reform by at least +49 net. While ALL test high and are ranked closely, preventable mortality performs best (+70).
- **The Economic Facts Move Trump Voters Most**. The four economic facts ($230K preterm cost, $165B economic impact, and spending disconnect, productivity loss) move Republicans (+37 to +51) and Independents (+38 to +56).
- **Postpartum Mental Health Is the Strongest Women's Message**. It generates the widest coalition among women, especially women 18–49.

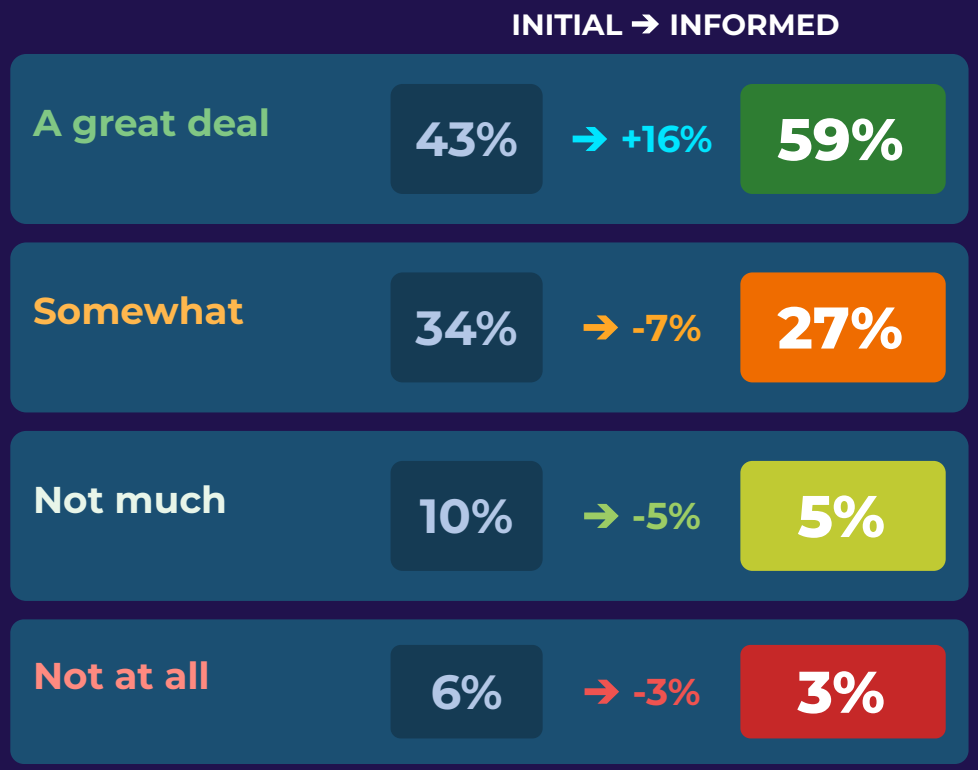
*For the rest of the survey, maternal mortality refers to deaths related to pregnancy or childbirth, while maternal morbidity refers to health problems during or after pregnancy. I'll read a series of facts about maternal health in America. For each one, please tell me whether it makes you **more likely** or **less likely** to support maternal health reforms.*



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A Closer Look: How Learning the Truth Strengthens Conviction

And again, after what you have learned would you say that maternal health in America needs to be improved...



- **The largest gains come from audiences that began less convinced**. Republican women gain 21 points on "a great deal," Republicans overall 18 points, while moms and women 50+ each gain 21 points.
- **The facts convert agreement into stronger conviction**. More voters shift from "somewhat" to "a great deal" (43%→59%) after hearing the information.

	A great deal			Somewhat			Not much + not at all		
Groups	Initial	→	Informed	Initial	→	Informed	Initial	→	Informed
TOTAL	43%	+16%	59%	34%	-7%	27%	16%	-8%	8%
Women	48%	+18%	66%	32%	-9%	23%	14%	-8%	6%
Women 18-49	60%	+13%	73%	26%	-9%	17%	9%	-6%	3%
Women 50+	39%	+21%	60%	36%	-9%	27%	17%	-8%	9%
Minority Women	51%	+13%	64%	30%	-11%	19%	12%	-4%	8%
Republican women	17%	+21%	38%	47%	+2%	49%	29%	-19%	10%
Moms	45%	+21%	66%	33%	-11%	22%	15%	-10%	5%
Dads	42%	+14%	56%	38%	-4%	34%	15%	-9%	6%
Vote History: Mix	46%	+10%	56%	36%	-7%	29%	12%	-5%	7%
Top Issue: Social	64%	+15%	79%	28%	-12%	16%	5%	-3%	2%
< $50k	41%	+14%	55%	34%	-8%	26%	12%	-4%	8%
$50k - $100k	43%	+16%	59%	36%	-7%	29%	16%	-9%	7%
$100k +	41%	+18%	59%	34%	-7%	27%	21%	-9%	12%
Trump Voters	24%	+17%	41%	41%	-1%	40%	27%	-15%	12%
Independent	42%	+17%	59%	36%	-10%	26%	13%	-5%	8%
Democratic	65%	+13%	78%	27%	-11%	16%	4%	-1%	3%

From Concern to Consensus

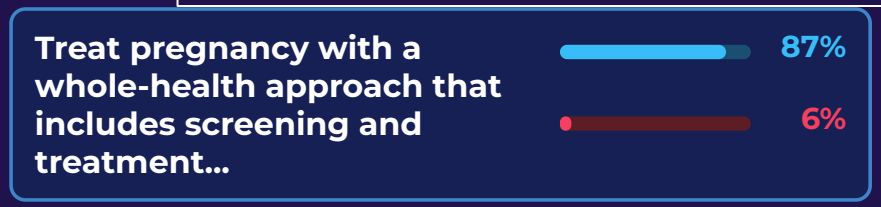
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Voters Support the Healthy Moms, Healthy Babies Solutions

*I am going to read several proposals from a leading organization focused on reducing maternal deaths in America. For each one, please tell me whether you **support** or **oppose** the proposal.*

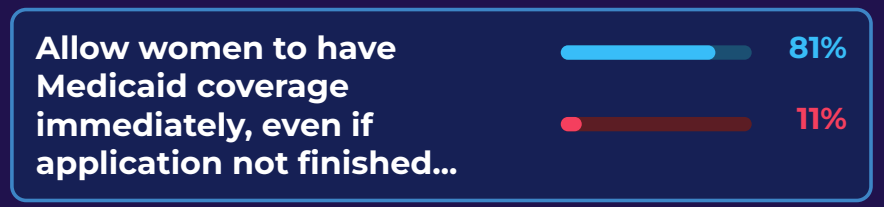
















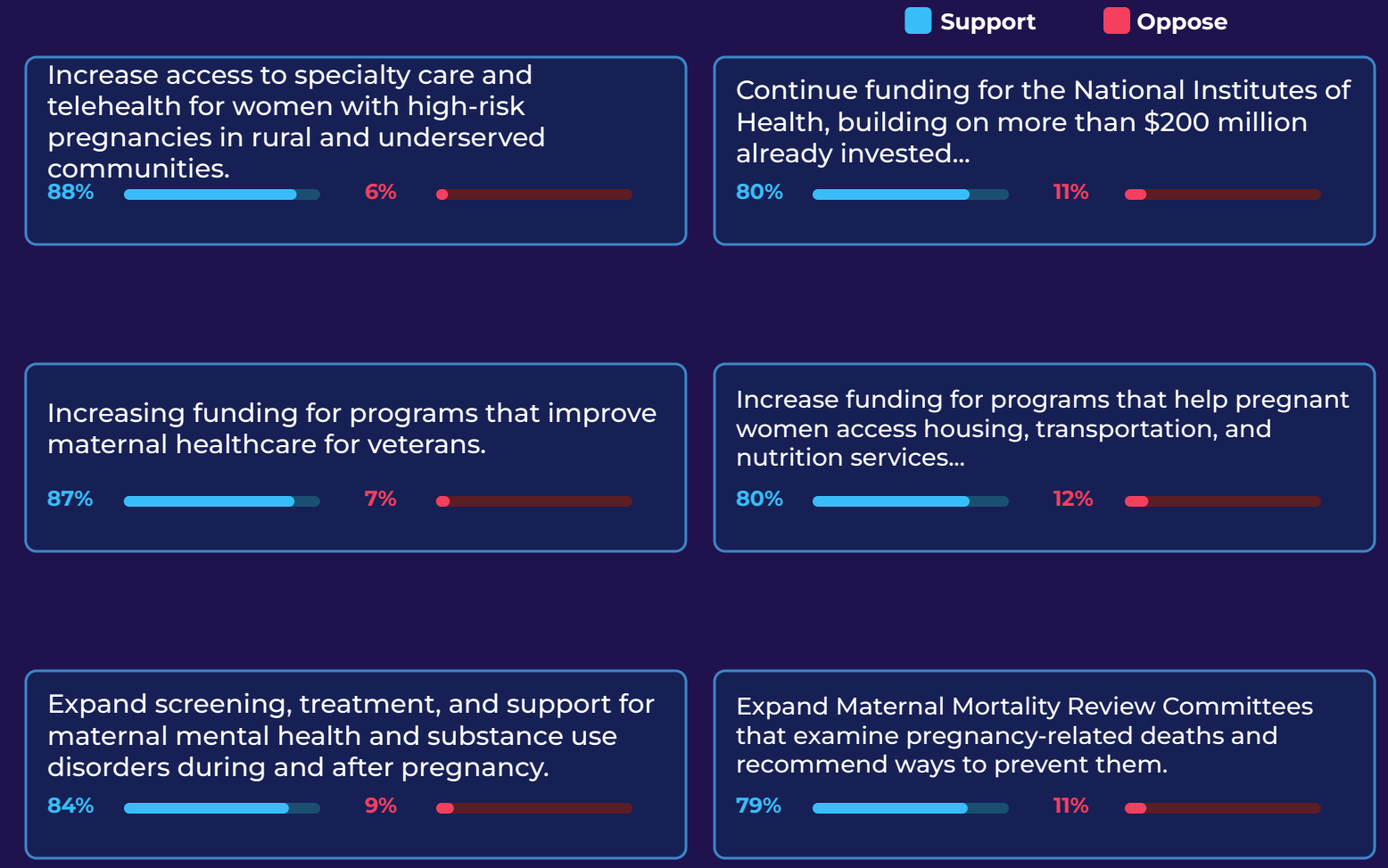


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Potential Maternal Health Legislation Earns Voter Support

- **Each Reform Wins Support**. Support across six proposals ranges from 79% to 88%. Opposition never exceeds 12%.
- **Support Spans Family Coalition**. At least 8 in 10 Women 18–49, moms, and dads support the potential legislation.
- **Support Is Tripartisan**. Republican intensity is strong and has room to grow: Republican support ranges from 69% to 84%, compared with 89%–95% among Democrats. and 77%-84% of Independents.

*I am going to read several proposals from a leading organization focused on reducing maternal deaths in America. For each one, please tell me whether you **support** or **oppose** the proposal.*



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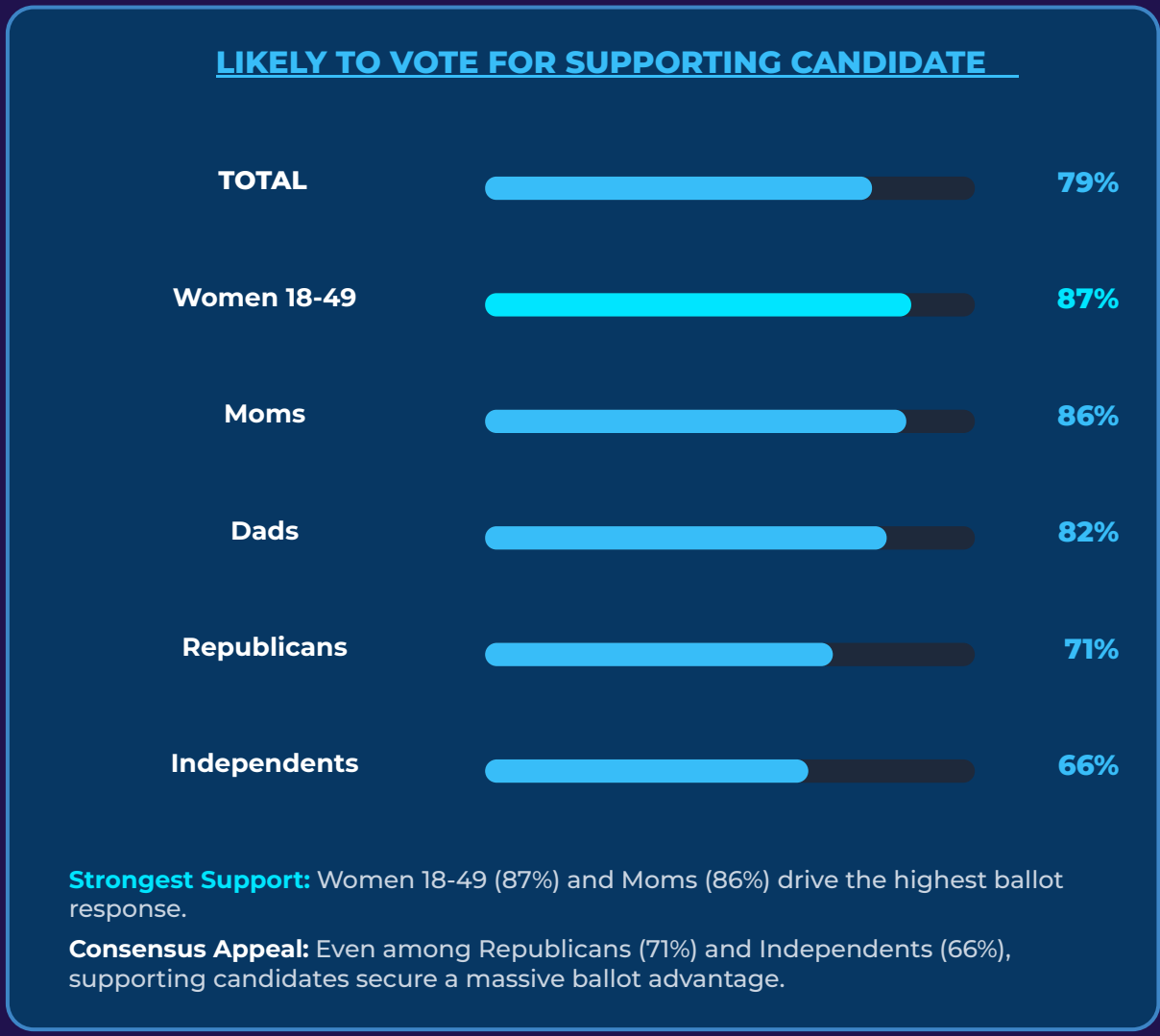
Maternal Health Is Good Policy—and Good Politics

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Candidates Who Champion Maternal Health Benefit Politically

- **Reforms Translate into Candidate Support**. 79% would back a candidate who supports these maternal health proposals, including 51% "very likely.
- **Maternal Health has Tripartisan Appeal**. 71% of Republicans, 68% of Trump voters, and 66% of Independents would back a candidate supporting reforms.
- **Women 18–49, moms, and dads show high levels of candidate support**. These audiences are especially receptive to candidates who champion maternal health, with dads slightly more likely than moms to say they're "very likely" to support one (58% vs. 53%).

Thinking back to the proposed legislation we just discussed, how likely would you be to vote for a candidate who supported those proposals? Would you be...



Strongest Support: Women 18-49 (87%) and Moms (86%) drive the highest ballot response.

Consensus Appeal: Even among Republicans (71%) and Independents (66%), supporting candidates secure a massive ballot advantage.

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57% Connect Maternal Health Reform to Trump's Pro-Family Agenda, Including Voters Beyond His Base

- **Maternal Health Reforms Align with Trump's Family Agenda Beyond Republicans**. After hearing about Trump's family agenda, 80% of Republicans say the reforms align with his support for families. Agreement extends to 43% of Independents and 41% of Democrats.

- **Trump's Family Agenda Sees Fit With Families**. Agreement reaches 72% among dads, 61% among moms, and 50% among women ages 18–49

Alignment with Trump Family Agenda

President Trump has advocated for a family friendly agenda during his Administration. This has included **permanently expanding the Child Tax Credit, creating Trump Accounts to support children's financial futures, investing $50 billion in rural health infrastructure, and expanding access to IVF and fertility care**. Would you agree or disagree that the proposed pieces of legislation we have discussed goes along with President Trump's support of families?

TOTAL AGREE
Aligns with Trump's pro-family initiatives

57%

TOTAL DISAGREE
Does **not** align with Trump's family agenda

27%

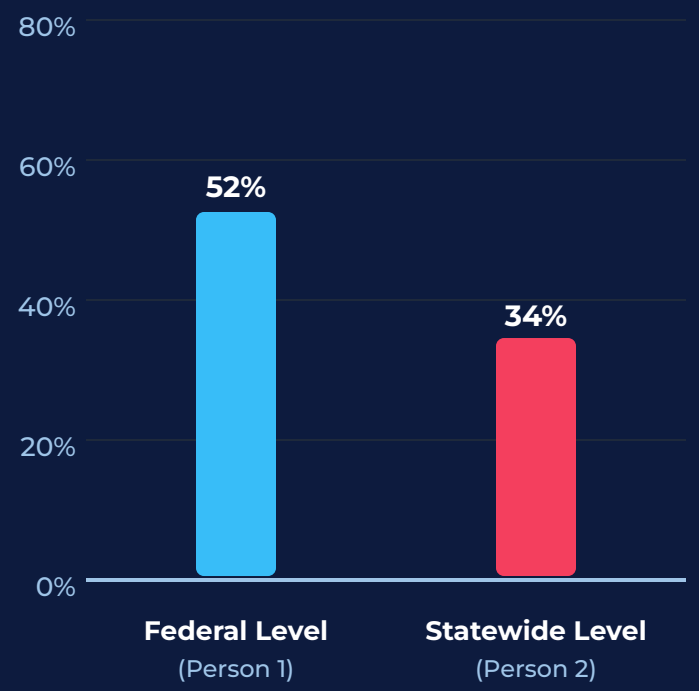
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Voters Prefer Federal Leadership When the Goal Is Consistent Care

***Three Key Cohorts Support Federal Role under the Equal Access Frame*:**

- **Dads** back federal by 37 points, for a total of 66%, the biggest flip of any family audience. Women 18-49 come in at 60%, Moms at 54%, Women at 52%, Women 50+ at 46%.
- **Women 18-49** prefer federal by 34 points. **Moms** follow at +22, women overall at +19, women 50+ at +8.
- **Republicans & Trump Voters**
  Republicans opt for Person 1 over Person 2 by 12 points (50% vs. 38%);

Federal vs. State Handling of Maternal Health



Person 1 (52%)

*"Maternal health reform is an issue that should be addressed mostly at the **federal level**, so that all reforms are consistent among all states and mothers have equal access to all available resources."*

Person 2 (34%)

*"Maternal health reform is an issue that should be addressed mostly at the **state level**, because each state has their own individual needs and requirements that must be addressed."*

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