



Texas Statewide Vaccines Survey

December 2025

Setting The Stage

Objective:

Understand prevailing attitudes, beliefs, and perceptions regarding vaccines among **Republican voters in Texas** and how the Texas measles outbreak may be shaping those views.

Methodology:

Rational 360 partnered with Public Opinion Strategies to conduct a statewide survey in Texas among among 600 likely GOP primary voters.

- The survey was fielded between December 3 and December 7, 2025.
- The survey was conducted over phone and via text-to-web.
- The margin of error for results +4.0%.

Insights

Insight 01 | Foundational Mindset

There is a strong pro-vaccine consensus among Texas Republicans. Nearly 9-in-10 Texas Republican primary voters agree vaccines have successfully prevented once-common illnesses, and a similarly large share believes safe and effective vaccines should be widely available. This suggests a solid foundation of acceptance for (non-COVID) vaccines to build on.

- **However, COVID fallout continues to shape vaccine attitudes.** The government's handling of COVID significantly reduced trust in public health institutions.

Insight 02 | Opportunity For Advocacy

Republican voters want Texas lawmakers to protect them from future outbreaks. Three-quarters of Republican voters want lawmakers to prioritize protecting Texans from future measles outbreaks.

- **This support exists even though only 1% of voters know someone personally affected by measles.** Additionally, about half report little concern, suggesting measles feels abstract for many voters.
- Women with a self-reported party identification either as Independent or a soft lean towards GOP are **among the most aware and concerned groups of voters about measles.**

Insight 03 | Trusted Messengers

Medical expertise carries more weight than political authority. An overwhelming majority of Texas Republicans (84%) agree that state lawmakers should listen to doctors and nurses when shaping vaccine policy.

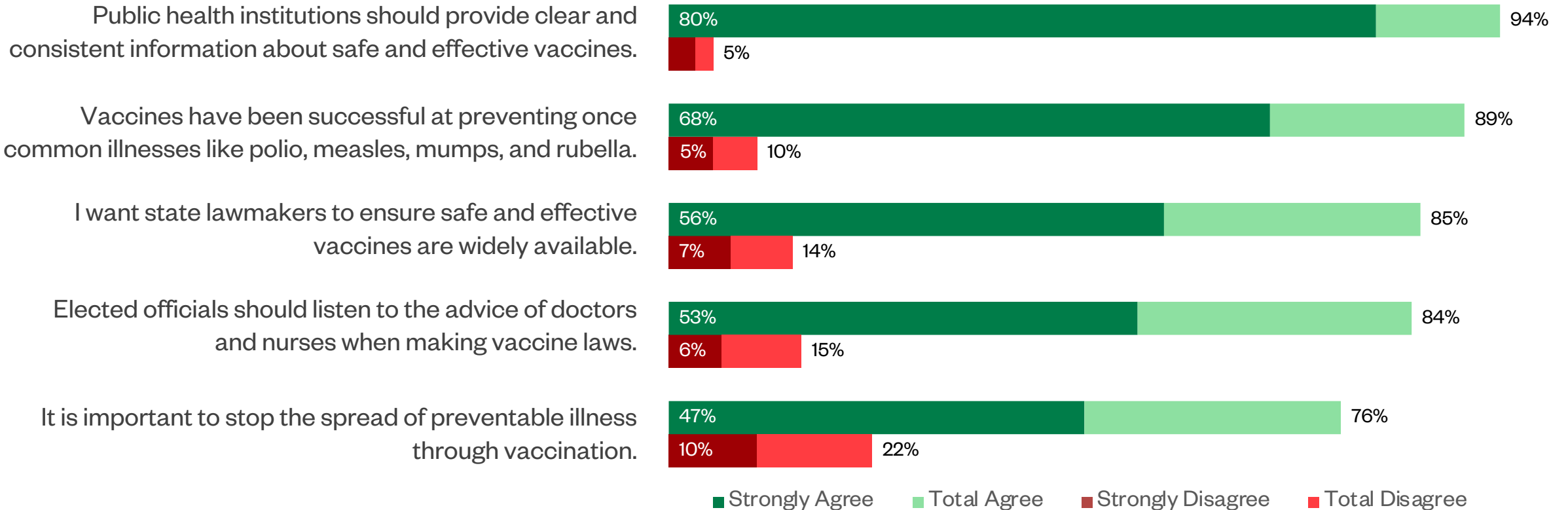
- **Doctors are a dominant, trusted source.** Across all key demographics, doctors are the most trusted voice on vaccines, consistently outranking family, friends, personal research, government agencies, and elected officials.
- **There is a trust gap with state lawmakers.** While confidence in vaccines, doctors, and nurses is high, trust in state lawmakers on vaccine policy is just 34%.

Analysis: Vaccines & Vaccine Policy

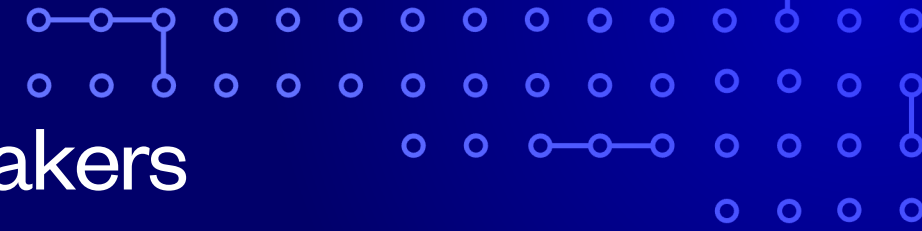
Republican Voters Agree Vaccines Have Been Successful & Want Them To Be Widely Available

Question: "Now I would like to read you some statements. After I read each statement, please tell me if you agree or disagree with that statement."

Ranked by **Strongly Agree**

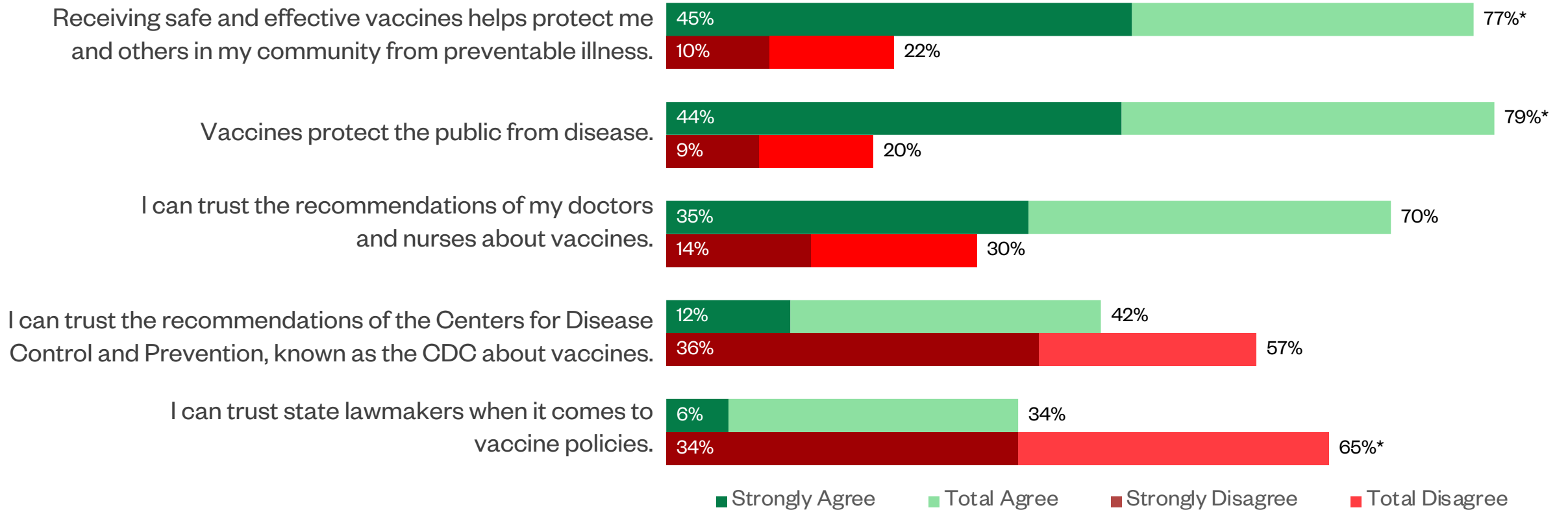


Republican Voters Trust Their Health Care Providers But Not the CDC And State Lawmakers



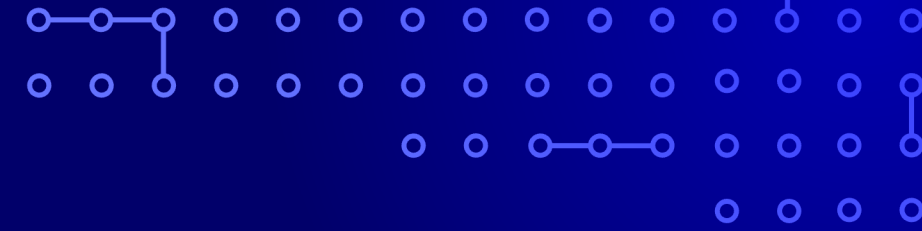
Question: "Now I would like to read you some statements. After I read each statement, please tell me if you agree or disagree with that statement."

Ranked by % Strongly Agree

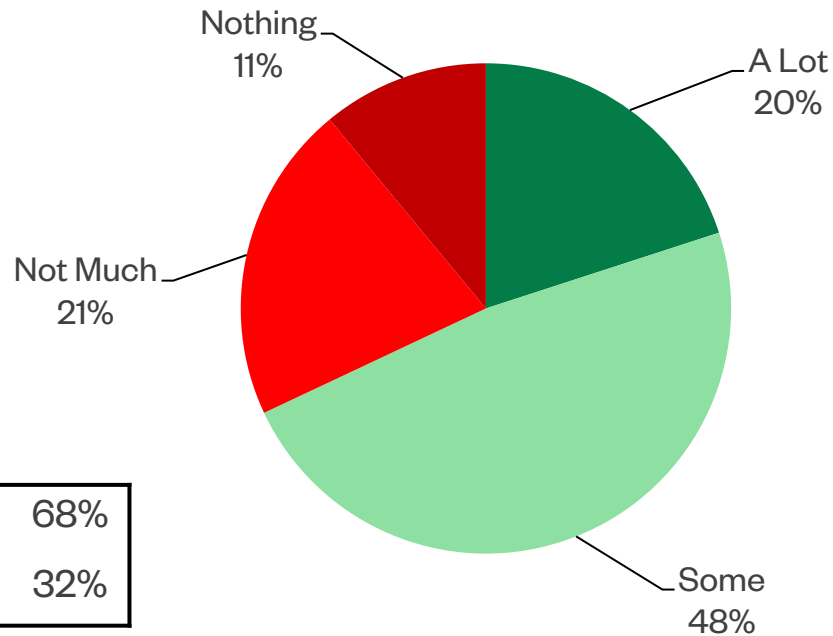


Analysis: Measles

Republican Voters are Aware of the Recent Measles Outbreak



Question: "Moving on... How much have you seen, read or heard about the recent measles outbreak in Texas? Is it..."



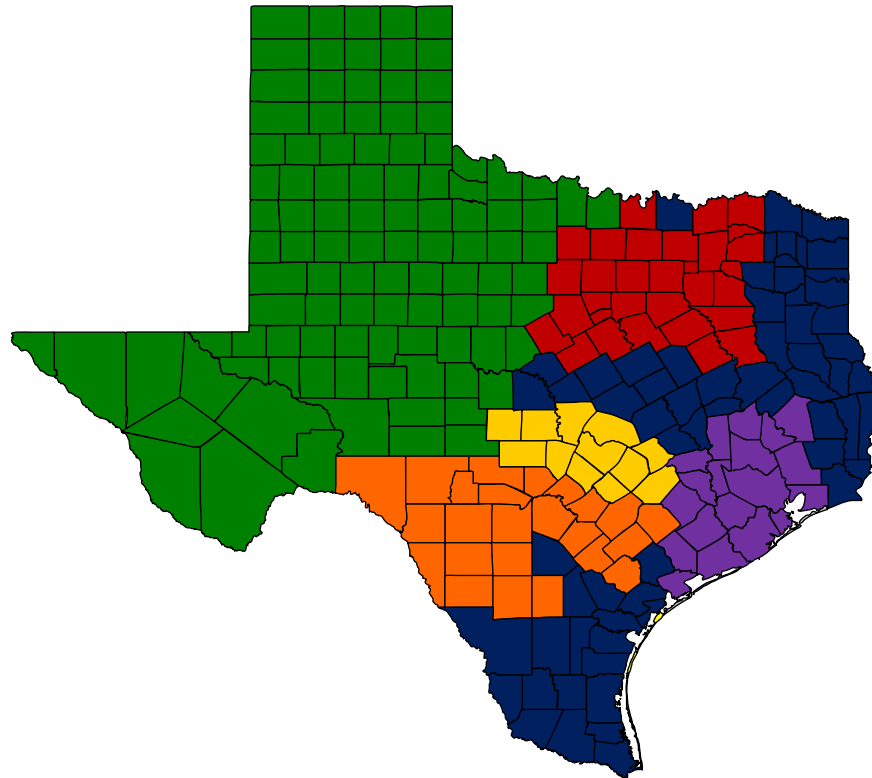
Overall Totals

A Lot/Some	68%
Not Much/Nothing	32%

Top Groups – A Lot (20%)	
Region: Balance West/South	32%
Soft GOP/Ind Women	31%
Education: Graduate/Prof.	31%
Women w/ Degree	29%
Independents	28%
Region: West	28%
Women 55+	27%
Women	25%

Voters Have Heard the Most About the Measles Outbreak in the Austin Market and Least in the San Antonio Market

Measles Outbreak Seen/Read/Heard by Region



Balance/West-South (13%)

A Lot/Some	70%
Not Much/Nothing	29%

San Antonio (10%)

A Lot/Some	53%
Not Much/Nothing	47%

Balance/East-South (18%)

A Lot/Some	65%
Not Much/Nothing	35%

Dallas-Ft. Worth (29%)

A Lot/Some	73%
Not Much/Nothing	27%

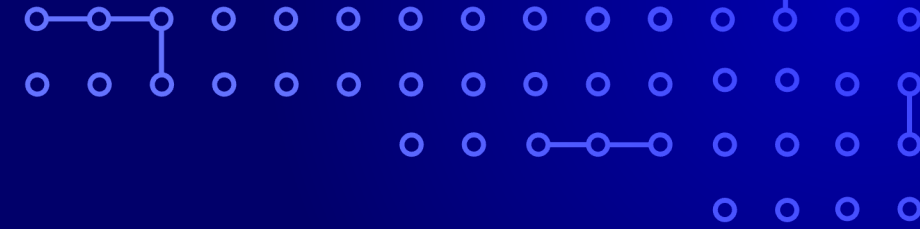
Austin (8%)

A Lot/Some	76%
Not Much/Nothing	24%

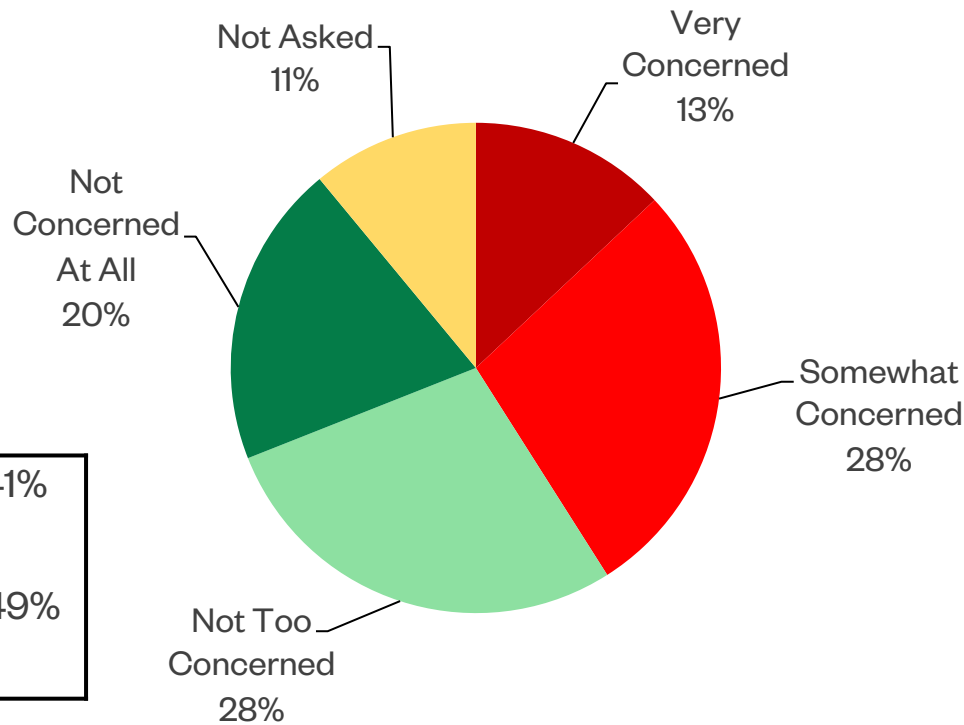
Houston (22%)

A Lot/Some	67%
Not Much/Nothing	33%

Half of Voters Are Not Concerned About the Measles Outbreak



Question: "How concerned are you about the recent measles outbreak in Texas? Are you..."

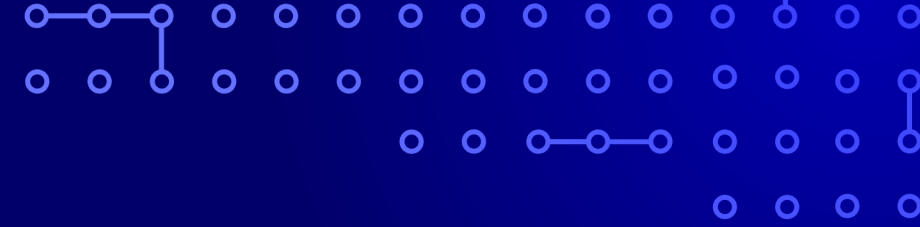


Overall

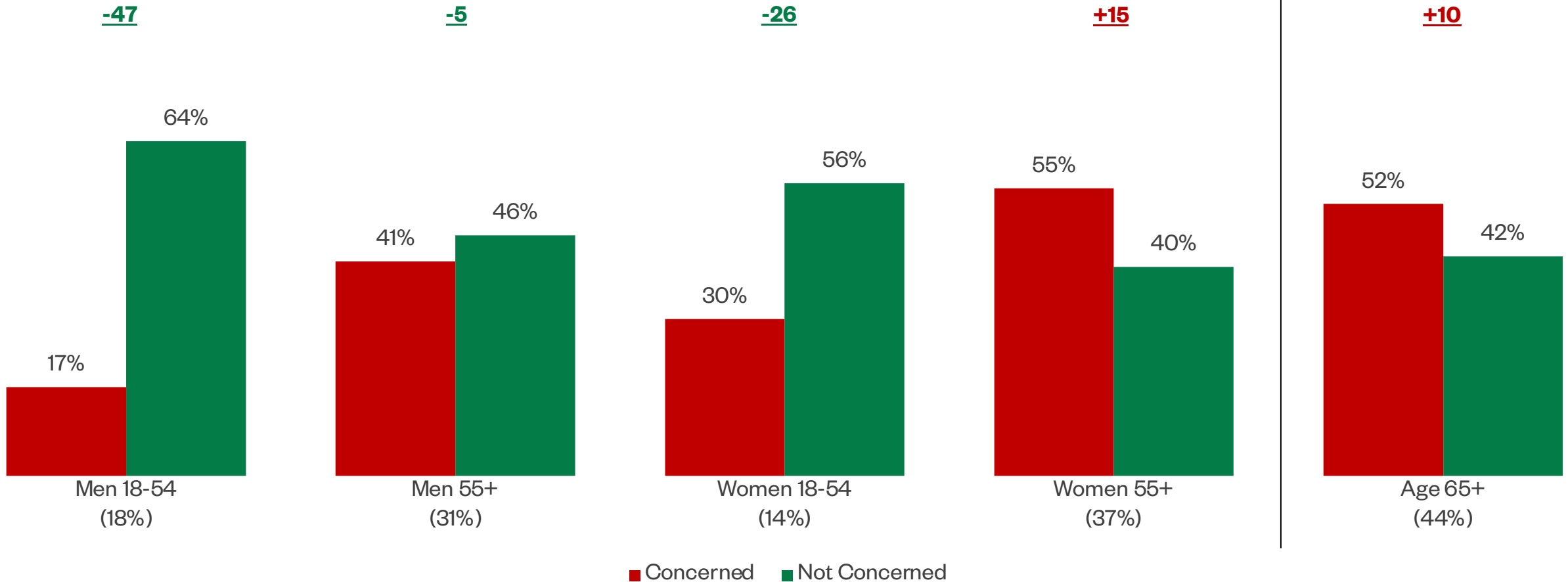
Total Concerned	41%
Total Not Concerned	49%

Top Groups – Very Concerned (13%)	
Soft GOP/Ind Women	25%
Education: Graduate/Prof.	24%
Women 55+	23%
Women w/ Degree	22%
Independents	21%
Ideology: Moderate/Liberal	20%
Region: South/Coastal	18%
Age: 65+	18%
Women	18%

Older Voters and Women Are Much More Concerned About the Measles Outbreak

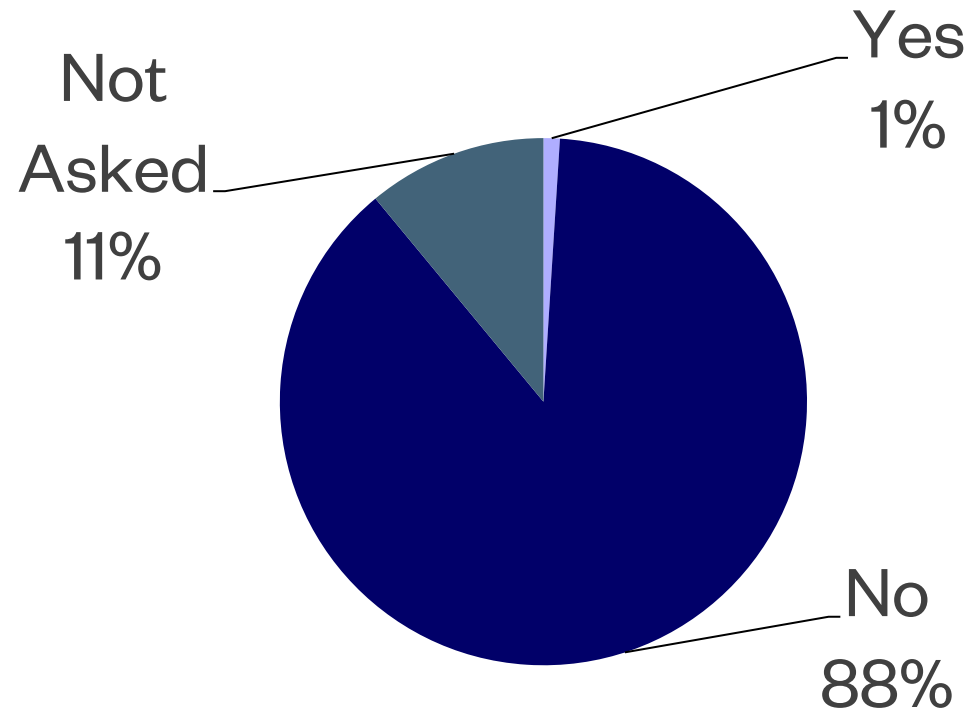


Measles Outbreak Concern by Gender/Age & Seniors



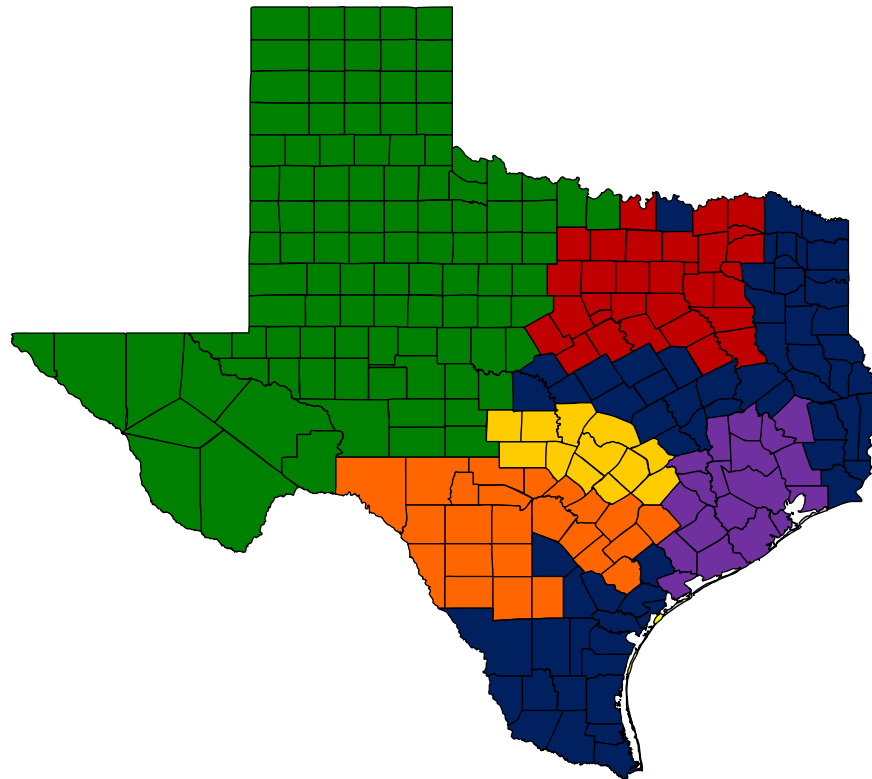
Only 1% of Republican Voters Know Someone Who Has Been Personally Affected by the Outbreak

Question: "Do you know someone who has been personally affected by the recent measles outbreak in Texas?"



Voters in the Dallas, Austin and Houston Markets Are the Least Concerned About the Measles Outbreak

Measles Outbreak Concern by Region



Balance/West-South (13%)

Concerned	48%
Not Concerned	40%

San Antonio (10%)

Concerned	41%
Not Concerned	44%

Balance/East-South (18%)

Concerned	42%
Not Concerned	43%

Dallas-Ft. Worth (29%)

Concerned	37%
Not Concerned	56%

Austin (8%)

Concerned	49%
Not Concerned	51%

Houston (22%)

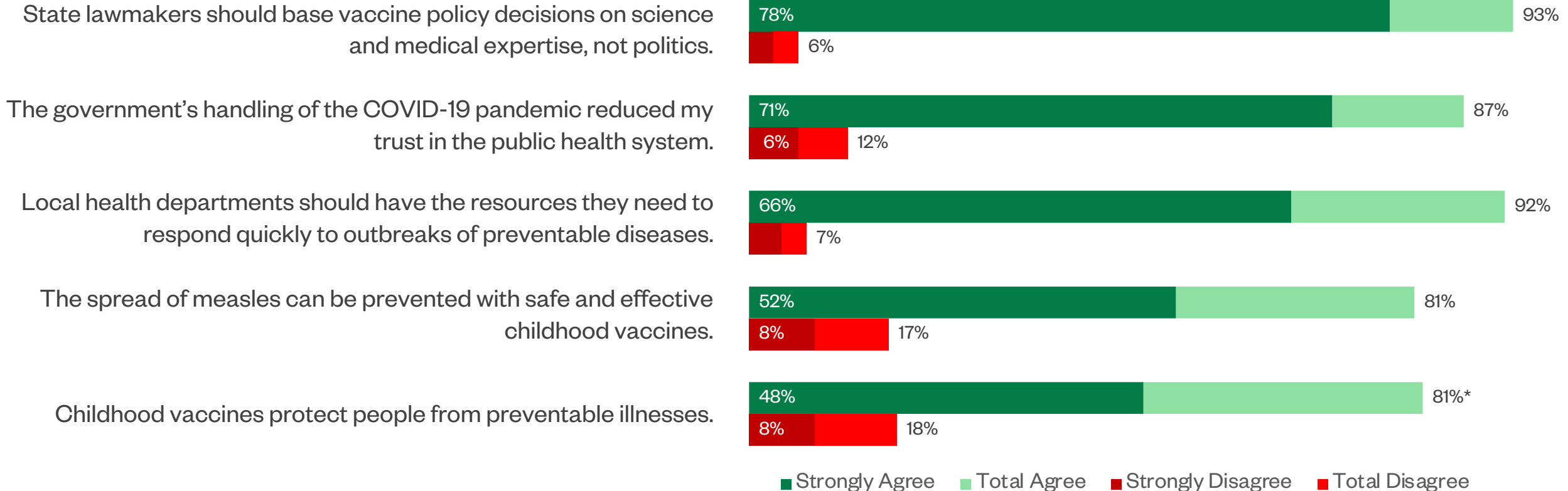
Concerned	37%
Not Concerned	50%

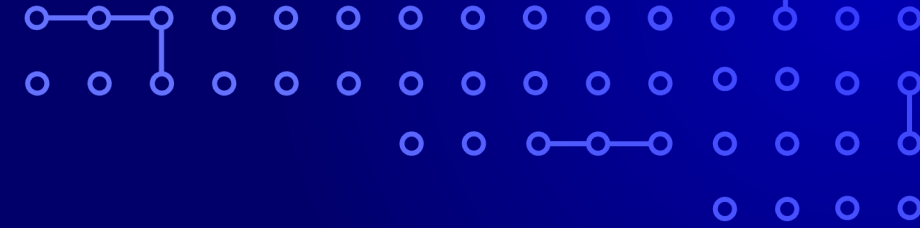
Analysis: Vaccines & State Lawmakers

Voters Agree That State Lawmakers Should Base Vaccine Policy Decisions On Science, Not Politics

Question: "Now I would like to read you some statements about childhood vaccines. After I read each statement, please tell me if you agree or disagree with that statement."

Ranked by % Strongly Agree

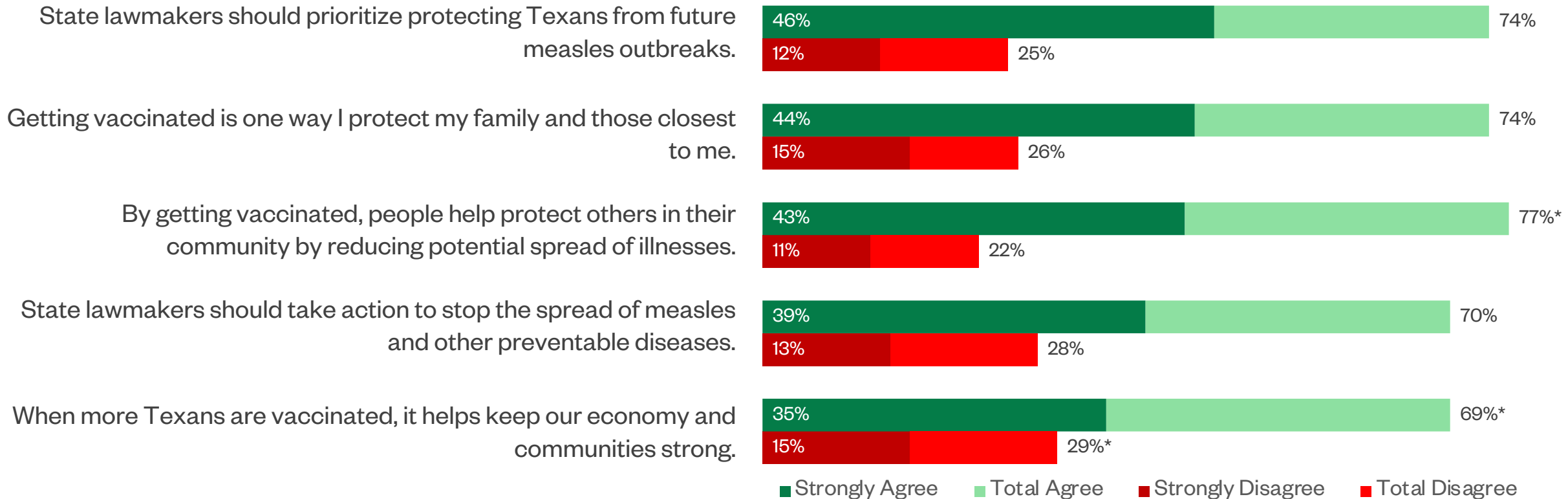




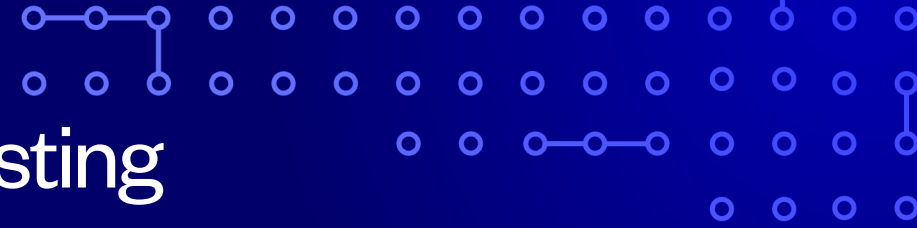
Voters Agree That Lawmakers Should Protect Texans From Future Outbreaks

Question: “Now I would like to read you some statements about childhood vaccines. After I read each statement, please tell me if you agree or disagree with that statement.”

Ranked by % Strongly Agree



Republican Voters Don't Trust the COVID Vaccine & Are Concerned About Rushed Testing



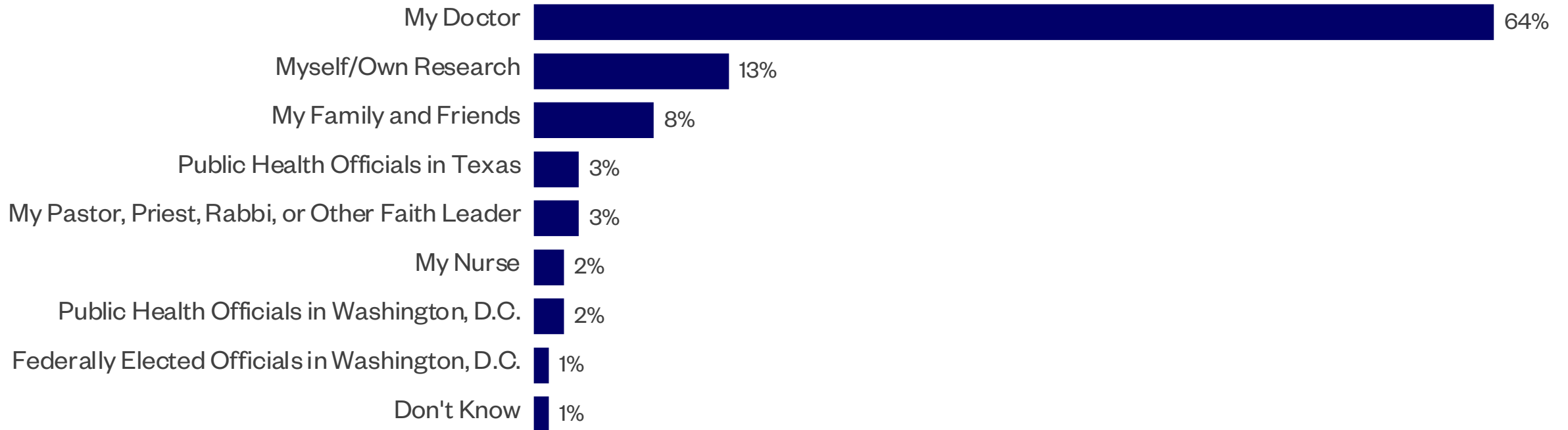
Question: "What concerns do you have about the safety and efficacy of vaccines, if any?"



Analysis: Messenger Trust

Republican Voters Overwhelmingly Trust Their Doctor's Advice the Most When It Comes to Vaccines

Question: "Whose advice do you trust the MOST when it comes to deciding whether to receive a vaccine?"*



* While this question only prompted respondents to choose who they trust most, national polling conducted in December 2025 indicates Republican voters trust doctors and nurses the same amount (86%). When asked if Republican voters trust these entities "a great deal" the number narrows but is still comparable, with 42% trusting doctors versus 39% trusting nurses.

Voters Across Gender/Age Groups Trust Their Doctor the Most, Followed by Their Own Research

Top Advice Sources by Gender/Age & Seniors – First Choice

Men 18-54 (18%)	Men 55+ (31%)	Women 18-54 (14%)	Women 55+ (37%)	Age 65+ (44%)
My Doctor (59%)	My Doctor (68%)	My Doctor (62%)	My Doctor (63%)	My Doctor (68%)
Myself/Own Research (16%)	Myself/Own Research (9%)	Myself/Own Research (16%)	Myself/Own Research (14%)	Myself/Own Research (10%)
My Family and Friends (10%)	My Family and Friends (3%)	My Family and Friends (6%)	My Family and Friends (7%)	My Family and Friends (6%)
My Pastor, Priest, Rabbi or Other Faith Leader (3%)	Public Health Officials in Texas (3%)	My Nurse (5%)	Public Health Officials in Texas (4%)	Public Health Officials in Texas (5%)

Across GOP Party Groups, More Than 60% of Voters Trust Their Doctor the Most

Top Advice Sources by Party – First Choice

Base GOP (68%)	Soft/Lean GOP (21%)	Ind (11%)
My Doctor (62%)	My Doctor (65%)	My Doctor (70%)
Myself/Own Research (12%)	Myself/Own Research (15%)	Myself/Own Research (13%)
My Family and Friends (10%)	Public Health Officials in Texas (5%)	My Family and Friends (7%)
My Pastor, Priest, Rabbi or Other Faith Leader (4%)	My Family and Friends (4%)	My Nurse (5%)

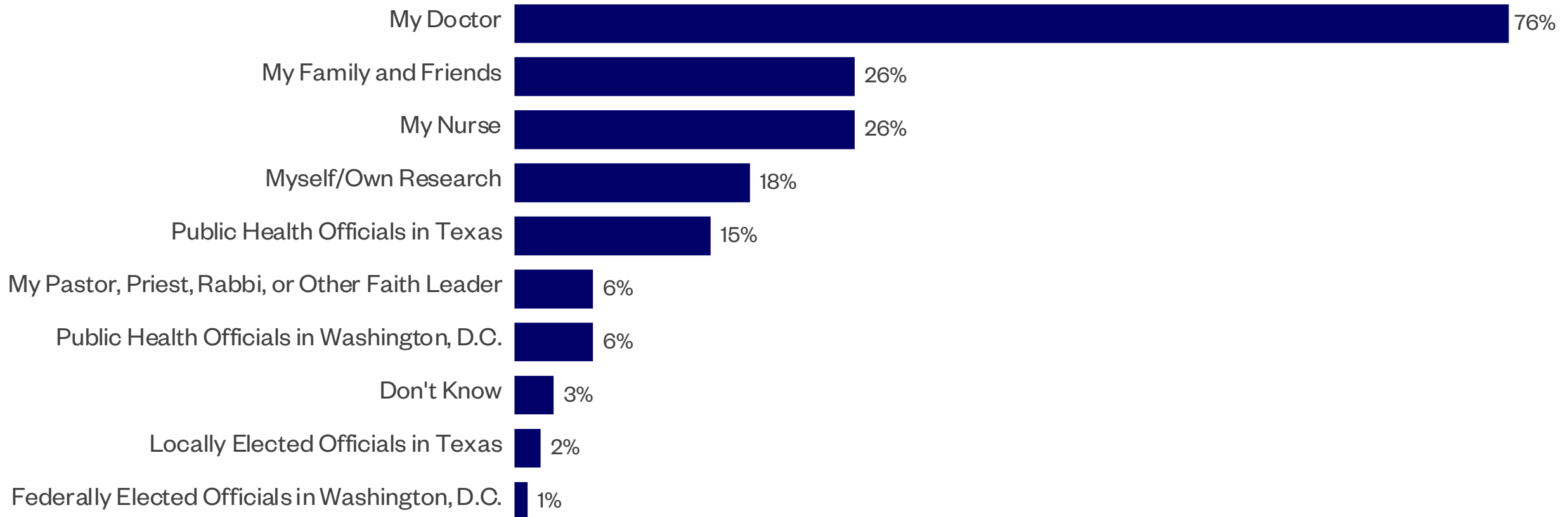
Very Conservative Voters Are the Least Likely to List Their Doctor as Their Top Source

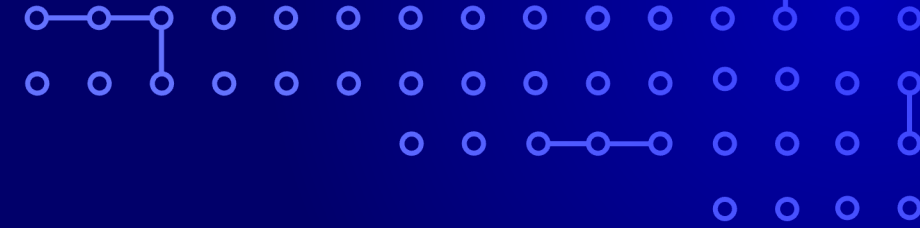
Top Advice Sources by Ideology – First Choice

Very Conservative (55%)	Smwt Conservative (25%)	Moderate/Liberal (19%)
<p style="color: green; text-align: center;">My Doctor (57%)</p>	<p style="color: green; text-align: center;">My Doctor (66%)</p>	<p style="color: green; text-align: center;">My Doctor (79%)</p>
<p style="color: purple; text-align: center;">Myself/Own Research (15%)</p>	<p style="color: purple; text-align: center;">Myself/Own Research (13%)</p>	<p style="color: purple; text-align: center;">Myself/Own Research (8%)</p>
<p style="color: red; text-align: center;">My Family and Friends (11%)</p>	<p style="color: red; text-align: center;">My Family and Friends (8%)</p>	<p style="color: brown; text-align: center;">Public Health Officials in Texas (5%)</p>
<p style="color: blue; text-align: center;">My Pastor, Priest, Rabbi or Other Faith Leader (3%)</p>	<p style="color: blue; text-align: center;">Public Health Officials in Washington, D.C. (4%)</p>	<p style="color: blue; text-align: center;">My Pastor, Priest, Rabbi or Other Faith Leader (3%)</p>

Voters Trust Their Doctor the Most; Family, Friends and Their Nurse Tied in Second (*Combined Choice*)

Question: "Whose advice do you trust the MOST when it comes to deciding whether to receive a vaccine?" (*Combined 1st & 2nd Choices*)





Voters Across Gender/Age Groups Have the Same Top Three Advice Sources

Top Advice Sources by Gender/Age & Seniors – Combined Choices

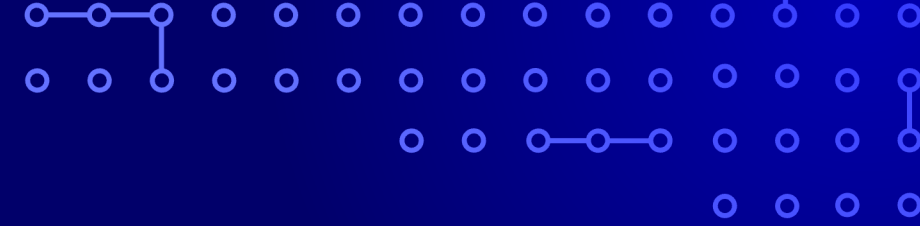
Men 18-54 (18%)	Men 55+ (31%)	Women 18-54 (14%)	Women 55+ (37%)	Age 65+ (44%)
My Doctor (75%)	My Doctor (79%)	My Doctor (70%)	My Doctor (76%)	My Doctor (78%)
My Family and Friends (27%)	My Family and Friends (28%)	My Family and Friends (29%)	My Nurse (25%)	My Nurse (25%)
My Nurse (26%)	My Nurse (28%)	My Nurse (28%)	My Family and Friends (22%)	My Family and Friends (24%)
Myself/Own Research (22%)	Public Health Officials in Texas (18%)	Myself/Own Research (16%)	Myself/Own Research (20%)	Public Health Officials in Texas (19%)

Voters Consistently Trust Their Doctor the Most; Base Republicans Are More Likely to Cite Their Family And Friends as a Top Advice Source

Top Advice Sources by Party – Combined Choices

Base GOP (68%)	Soft/Lean GOP (21%)	Ind (11%)
My Doctor (73%)	My Doctor (81%)	My Doctor (82%)
My Family and Friends (30%)	My Nurse (30%)	My Nurse (40%)
My Nurse (23%)	Myself/Own Research (21%)	My Family and Friends (22%)
Myself/Own Research (18%)	Public Health Officials in Texas (17%)	Myself/Own Research (16%)

Compared to Conservatives, Moderates Are More Likely to Trust Their Doctor and Nurse

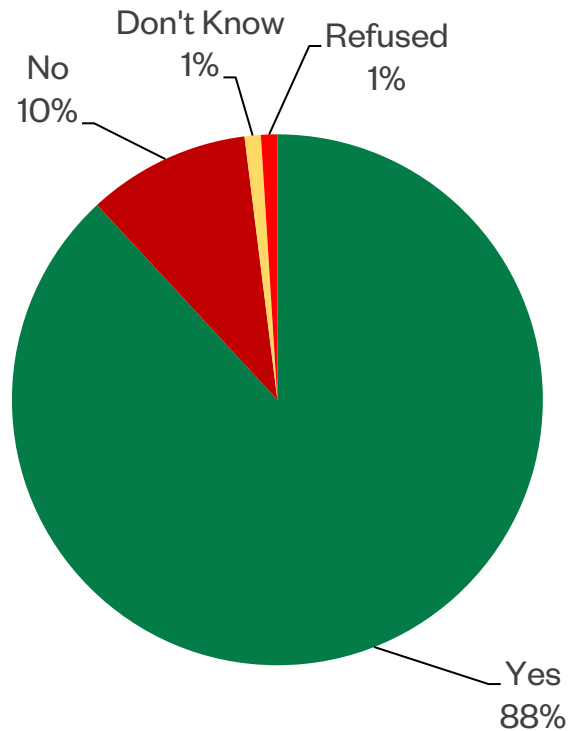


Top Advice Sources by Ideology – Combined Choices

Very Conservative (55%)	Smwt Conservative (25%)	Moderate/Liberal (19%)
<p style="color: green; text-align: center;">My Doctor (70%)</p>	<p style="color: green; text-align: center;">My Doctor (80%)</p>	<p style="color: green; text-align: center;">My Doctor (88%)</p>
<p style="color: red; text-align: center;">My Family and Friends (29%)</p>	<p style="color: magenta; text-align: center;">My Nurse (28%)</p>	<p style="color: magenta; text-align: center;">My Nurse (35%)</p>
<p style="color: magenta; text-align: center;">My Nurse (23%)</p>	<p style="color: red; text-align: center;">My Family and Friends (27%)</p>	<p style="color: brown; text-align: center;">Public Health Officials in Texas (20%)</p>
<p style="color: purple; text-align: center;">Myself/Own Research (21%)</p>	<p style="color: purple; text-align: center;">Myself/Own Research (19%)</p>	<p style="color: red; text-align: center;">My Family and Friends (16%)</p>

A Tenth of the Republican Primary Electorate in Texas Report Not Being Vaccinated

Question: "Have you been vaccinated against preventable illnesses?"



Top Groups – No (10%)	
Education: High School or Less	20%
Base GOP/Religious Conservative	15%
Region: East	15%
Religious Attendance: Weekly	15%
Religious Conservative	15%

Discussion