

TO: Interested Parties
FROM: Plymouth Union Public Research
SUBJECT: WV GOP Voters to State Lawmakers: Let Trump Lead on MAHA to Ensure Affordability
DATE: March 2, 2026

OVERVIEW

West Virginia GOP primary voters want the benefits of the MAHA agenda, but affordability is driving how they want key health initiatives executed. These voters are already opposed to absorbing the [12% cost spike](#) on groceries that will result from the ingredient regulation bill Charleston lawmakers passed in 2025. They are even more dug in against proposals pending in the legislature that would expand the 2025 law and hike prices further. GOP primary voters fear the state-by-state patchwork that creates compliance costs and hits consumers directly at the checkout. That is why they are looking to President Trump to deliver on balancing MAHA and affordability, and they believe that a unified federal standard is how to best do so without piling another hidden tax onto families who are already struggling to make ends meet.

Those who support further adding to the patchwork of food and beverage laws that undercut President Trump's affordability agenda suffer politically. GOP primary voters are clear: they want their representatives to let the Trump administration lead on implementing the MAHA agenda, not lawmakers to pile on state-level costs and create regulatory confusion.

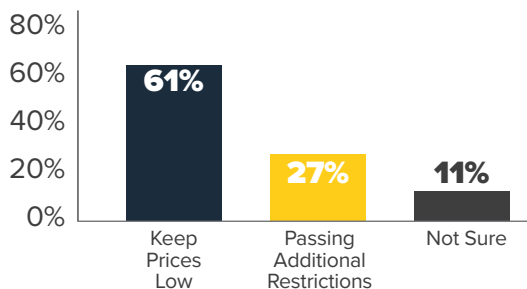
AFFORDABILITY IS THE ISSUE HEADING INTO NOVEMBER

Affordability isn't just an issue for West Virginia Republican voters this fall. It's THE issue. One in three voters identify cost of living as the defining factor in their vote, outpacing concerns about immigration, crime, and national security as the top issue determining voter preference. Concerns about the cost of living are dictating how voters view grocery affordability. A staggering 77% of GOP primary voters say grocery prices have risen to unacceptable levels, a figure that cuts across age, geography, and income.

Say "grocery prices have become unacceptably expensive" 77%

What's more, affordability is more important to West Virginia Republicans than more state ingredient regulations when they are pitted against each other. When asked what policymakers should prioritize, 61% want their leaders to keep prices low and less than a third of voters want additional regulations.

What do you think policymakers should prioritize: Keeping grocery prices as low as possible for West Virginia families OR Passing additional food ingredient restrictions, even if it raises grocery prices further?





WV GOP VOTERS WANT GOVERNMENT ACTION FROM THE FEDERAL LEVEL

While affordability trumps further ingredient regulations in a head-to-head context, West Virginia GOP primary voters are still looking for policymakers to find a balance on these issues. And when it comes to delivering on that front, West Virginia Republican voters are clear that they view it as the Trump Administration's responsibility.

Say “the Trump administration and the Federal Government should take the lead on ingredient transparency” **65%**

West Virginia GOP primary voters are not asking for a state-level implementation of MAHA. They want their state legislature to let the Trump Administration lead the MAHA effort without interference while Charleston focuses on affordability.

Want WV policymakers to prioritize keeping grocery prices low while the Federal government leads the MAHA effort **67%**

West Virginia Republican voters understand the practical consequences of letting every state set its own food ingredient standards. They view alternative federal action not as government overreach, but as a common-sense solution to a patchwork approach that would drive up costs.

Support “a unified federal ingredient transparency standard that minimizes confusion and cost increases” **77%**

WV GOP VOTERS VIEW CURRENT INGREDIENT BAN AS INVISIBLE “TAX”

When West Virginia GOP primary voters learned that the state's current food ingredient law would raise grocery costs by 12%, 51% opposed it. Opposition grows for additional bills that would increase costs beyond that threshold, with 56% saying they oppose such measures.

Oppose West Virginia's current ingredient transparency law that will increase grocery costs by 12% **51%**

Oppose additional bills that would increase grocery prices beyond the 12% figure **56%**

EXPANDING CURRENT INGREDIENT LAW: A POLITICAL POISON PILL

For West Virginia GOP state legislators, this survey makes clear their base does not want to see the 2025 ingredient law expanded and that they will punish those who support such an effort. 58% of primary voters say they are less likely to support a candidate who backs additional state-level food ingredient restrictions.

Less likely to support a candidate who “backs bills to increase state-level food ingredient restrictions.” **58%**