

NATIONAL LANDSCAPE SURVEY

November 13-17, 2024

Audience-specific topline results:

Respondents without a college degree (n=1,134)

Respondents with a college degree / college graduates (n=860)

About this study:

- *RG Strategies & Peak Insights conducted 2,000 national interviews between November 13th and 17th*
- *The survey used online panel and text-to-web contacts from state voter files*
- *Respondents were November 2024 voters aged 21 and older*
- *The survey was conducted in English and Spanish*

Q1. Do you prefer to take this survey in Spanish or English?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
English	1118	99	846	98
Spanish	15	1	14	2
TOTAL	1134	100	860	100

Q3. In which state do you currently live?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
New England	40	4	52	6
Middle Atlantic	174	15	132	15
Midwest	244	21	169	20
South	305	27	230	27
Mountain/ Plains	212	19	140	16
Pacific	159	14	138	16
TOTAL	1134	100	860	100

Q5. What is your age?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Under 35	208	18	126	15
35-44	174	15	165	19
45-54	161	14	147	17
55-64	234	21	160	19
65+	356	31	261	30
TOTAL	1134	100	860	100

Q7. With which political party do you currently identify?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Democrat, strong	241	21	224	26
Democrat, not strong	107	9	85	10
Republican, strong	300	26	168	20
Republican, not strong	97	9	72	8
Independent/No Party	376	33	297	35
Other party (Specify: _____)	3	0	9	1
Don't know	9	1	5	1
Total - Democrat	349	31	309	36
Total - Republican	397	35	239	28
Total - Independent/Other	388	34	311	36
TOTAL	1134	100	860	100

Q9. Generally speaking, do you feel things in the United States are generally going in the right direction or are things off on the wrong track?

	Not College Graduate		College Graduate		TOTAL	
	n	Valid %	n	Valid %	n	Valid %
Right direction	262	23	190	22	452	23
Wrong track	787	69	608	71	1395	70
Don't know	84	7	62	7	146	7
TOTAL	1134	100	860	100	1994	100

Q10. Considering the results of the 2024 election, do you feel things in the country will move in the right direction or the wrong direction over the next four years?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Right direction, strongly	456	40	254	30
Right direction, somewhat	193	17	127	15
Wrong direction, somewhat	105	9	63	7
Wrong direction, strongly	326	29	382	44
Don't know	53	5	34	4
Total - Right Direction	649	57	381	44
Total - Wrong Track	431	38	446	52
Total - Don't Know	53	5	34	4
TOTAL	1134	100	860	100

Q11. Thinking specifically about your state, do you feel things in your state are generally going in the right direction or are things off on the wrong track?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Right direction	473	42	375	44
Wrong track	541	48	391	45
Don't know	119	10	94	11
TOTAL	1134	100	860	100

Q12. Do you approve or disapprove of the way your governor is doing their job as governor of your state?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly approve	276	24	231	27
Somewhat approve	327	29	233	27
Somewhat disapprove	172	15	132	15
Strongly disapprove	315	28	232	27
Don't know	43	4	32	4
Total - Approve	603	53	464	54
Total - Disapprove	487	43	364	42
Total - Don't Know	43	4	32	4
TOTAL	1134	100	860	100

Q13. Now that the election is over and looking ahead to 2025, what do you consider to be the biggest issue currently facing the United States?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Crime	32	3	10	1
Jobs and the economy	207	18	135	16
Cost of living	21	2	14	2
Inflation, rising costs on essential items like groceries, gas, and utilities	156	14	71	8
Education	1	0	8	1
Housing affordability	9	1	8	1
Climate change	16	1	23	3
Gun violence and gun laws	2	0	5	1
Mental health	0	0	1	0
Immigration and border security	239	21	143	17
Abortion	48	4	35	4
Taxes	10	1	8	1
Criminal justice reform	2	0	5	1
Threats to democracy	66	6	84	10
Divisiveness/Political Divisions	37	3	34	4
Small business	1	0	0	0
Homelessness	11	1	0	0
Drug addiction	1	0	1	0
Affordability of health care	21	2	17	2
Domestic terrorism	3	0	0	0
International terrorism	27	2	31	4
Condition of road, bridges, and other infrastructure	1	0	2	0
Racism	25	2	16	2
Ability of Democrats and Republicans to work together	5	0	5	1
General Negative	23	2	27	3
Corruption/Government/Politicians	35	3	58	7
Anti-Trump	94	8	83	10
Budget and spending	21	2	26	3
No answer	21	2	11	1
TOTAL	1134	100	860	100

Q14. And, how hopeful are you, if at all, that President-elect Trump and his Administration will make progress on the big issues facing the United States?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Very hopeful	535	47	304	35
Somewhat hopeful	183	16	105	12
Not very hopeful	96	8	95	11
Not at all hopeful	303	27	346	40
Don't know	18	2	10	1
Total - Hopeful	717	63	409	48
Total - Not Hopeful	399	35	441	51
Total - Don't Know	18	2	10	1
TOTAL	1134	100	860	100

Q15. And, how hopeful are you, if at all, that Congress will make progress on the big issues facing the United States?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Very hopeful	364	32	182	21
Somewhat hopeful	329	29	209	24
Not very hopeful	146	13	136	16
Not at all hopeful	263	23	321	37
Don't know	32	3	13	1
Total - Hopeful	693	61	391	45
Total - Not Hopeful	409	36	456	53
Total - Don't Know	32	3	13	1
TOTAL	1134	100	860	100

Q16-Q26. Looking to the future, how much focus do you think the government should place on addressing each of the following issues?

	Total n	Very strong focus %	Somewhat strong focus %	Very little focus %	No focus at all %	Don't know %	TOTAL FOCUS %
Q16 - College Grad	1134	78	18	3	1	1	95
Q16 - Non-College Grad	860	64	27	6	1	2	91
Q17 - College Grad	1134	50	38	10	1	1	88
Q17 - Non-College Grad	860	40	42	15	2	2	82
Q18 - College Grad	1134	80	16	2	1	0	97
Q18 - Non-College Grad	860	68	24	6	1	1	92
Q19 - College Grad	1134	47	37	11	2	2	85
Q19 - Non-College Grad	860	48	36	11	4	1	83
Q20 - College Grad	1134	51	35	10	2	2	86
Q20 - Non-College Grad	860	44	37	15	2	1	81
Q21 - College Grad	1134	60	33	5	1	1	93
Q21 - Non-College Grad	860	53	35	7	1	3	88
Q22 - College Grad	1134	60	23	11	3	2	84
Q22 - Non-College Grad	860	50	27	19	3	2	77
Q23 - College Grad	1134	34	29	26	10	1	63
Q23 - Non-College Grad	860	44	21	22	11	2	65
Q24 - College Grad	1134	33	45	16	2	5	78
Q24 - Non-College Grad	860	27	46	20	2	5	73
Q25 - College Grad	1134	50	33	12	3	2	83
Q25 - Non-College Grad	860	43	35	17	4	2	78
Q26 - College Grad	1134	42	41	12	2	3	83
Q26 - Non-College Grad	860	48	39	10	2	2	87

Q27-Q37. Considering the 2024 election results, how much focus do you think the government will actually place on addressing each of these issues?

	Total n	Very strong focus %	Somewhat strong focus %	Very little focus %	No focus at all %	Don't know %	TOTAL FOCUS %
Q27 - College Grad	1134	47	24	19	7	2	71
Q27 - Non-College Grad	860	42	26	22	7	2	69
Q28 - College Grad	1134	30	32	23	12	3	62
Q28 - Non-College Grad	860	20	31	32	16	2	51
Q29 - College Grad	1134	43	23	18	13	2	66
Q29 - Non-College Grad	860	33	21	28	16	2	54
Q30 - College Grad	1134	21	29	30	17	3	50
Q30 - Non-College Grad	860	13	23	32	29	4	36
Q31 - College Grad	1134	21	29	30	18	3	50
Q31 - Non-College Grad	860	10	24	33	31	3	33
Q32 - College Grad	1134	29	28	23	18	3	56
Q32 - Non-College Grad	860	16	24	29	29	3	39
Q33 - College Grad	1134	70	19	5	3	3	89
Q33 - Non-College Grad	860	76	13	4	4	2	90
Q34 - College Grad	1134	12	18	34	31	4	30
Q34 - Non-College Grad	860	5	9	32	51	3	14
Q35 - College Grad	1134	37	38	16	5	4	75
Q35 - Non-College Grad	860	38	39	14	6	3	77
Q36 - College Grad	1134	18	28	27	24	3	46
Q36 - Non-College Grad	860	7	19	30	41	3	26

Q38. Which candidate did you vote for in the most recent election for President?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Kamala Harris, Democrat	462	41	450	52
Donald Trump, Republican	593	52	358	42
Robert F. Kennedy, Jr., Independent	8	1	2	0
Cornel West, Independent	1	0	1	0
Jill Stein, Green Party	2	0	5	1
Chase Oliver, Libertarian	4	0	2	0
Someone Else (Specify: _____)	3	0	4	1
Did not vote in this race	4	0	3	0
Don't remember	2	0	4	0
Prefer not to answer	55	5	31	4
TOTAL	1134	100	860	100

Q39. And was your vote for (CANDIDATE NAMED) a vote in favor of that candidate or a vote against the other candidates?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Vote in favor of that candidate	886	83	624	76
Vote against other candidates	176	16	186	23
Don't know	11	1	12	1
TOTAL	1073	100	822	100

Q40. Regardless of which candidate you voted for in the most recent Presidential election, did you ever consider voting for another candidate?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Yes	216	19	183	21
No	868	77	650	76
Unsure	46	4	24	3
TOTAL	1130	100	857	100

Q41. And which party did you vote for in the race for U.S. House of Representatives?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Democrats	466	41	446	52
Republicans	567	50	350	41
Independent/Other	64	6	42	5
Don't know	37	3	22	3
TOTAL	1134	100	860	100

Q42. Generally speaking, do you believe public health in the United States is getting better, getting worse, or staying about the same?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Getting better	180	16	120	14
Getting worse	555	49	461	54
Staying about the same	353	31	258	30
Don't know	45	4	21	2
TOTAL	1134	100	860	100

Q43. Please indicate whether you agree or disagree with the following statement: It is important to me that the Trump Administration dedicates time and resources to improving the health of the nation.

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly agree	657	58	471	55
Somewhat agree	367	32	283	33
Somewhat disagree	54	5	52	6
Strongly disagree	23	2	24	3
Don't know	33	3	30	3
Total - Agree	1024	90	754	88
Total - Disagree	77	7	76	9
Total - Don't Know	33	3	30	3
TOTAL	1134	100	860	100

Q44. Thinking specifically about your state, do you believe public health in your state is better, worse, or about the same as public health nationwide?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Better in my state	247	22	272	32
Worse in my state	301	27	255	30
About the same as nationwide	509	45	293	34
Don't know	76	7	40	5
TOTAL	1134	100	860	100

**Q45. Prior to this survey, how familiar would you say you are with the Food and Drug Administration, also known as the FDA?
By familiar, this means you know the responsibilities of the agency and some of the major programs and initiatives it undertakes.**

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Very familiar	201	18	259	30
Somewhat familiar	671	59	504	59
Know the name, but not familiar	192	17	77	9
Not familiar at all	41	4	11	1
Don't know	28	2	9	1
Total - Familiar	873	77	763	89
Total - Not Familiar	233	21	88	10
Total - Don't Know	28	2	9	1
TOTAL	1134	100	860	100

Q46. Over the past three years, how much progress do you believe the Food and Drug Administration (FDA) has made helping everyday Americans live longer, healthier lives?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
A lot of progress	111	10	95	11
Some progress	366	32	305	35
Little progress	337	30	240	28
No progress at all	237	21	179	21
Don't know	82	7	41	5
Total - Progress	478	42	400	47
Total - No Progress	574	51	419	49
Total - Don't Know	82	7	41	5
TOTAL	1134	100	860	100

Q47. Which of the following statements do you agree with most, even if you don't agree with either fully?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
The Food and Drug Administration (FDA) has been focused on the most important public health priorities for the country.	337	30	298	35
The Food and Drug Administration (FDA) has been distracted and has not been focused on the most important public health	574	51	408	47
Don't know	222	20	154	18
TOTAL	1134	100	860	100

Q48. Please indicate whether you agree or disagree with the following statement:

Real reform of the Food and Drug Administration is needed to ensure the Agency is focused on developing policies which will help Americans live longer, healthier lives.

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly agree	513	45	352	41
Somewhat agree	377	33	244	28
Somewhat disagree	86	8	110	13
Strongly disagree	44	4	71	8
Don't know	113	10	84	10
Total - Agree	890	79	596	69
Total - Disagree	130	11	180	21
Total - Don't Know	113	10	84	10
TOTAL	1134	100	860	100

**Q49. Please indicate whether you agree or disagree with the following statement:
Reforming the Food and Drug Administration should be a top priority for the Trump Administration and Congress.**

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly agree	343	30	209	24
Somewhat agree	419	37	255	30
Somewhat disagree	156	14	131	15
Strongly disagree	121	11	200	23
Don't know	95	8	65	8
Total - Agree	761	67	464	54
Total - Disagree	277	24	331	38
Total - Don't Know	95	8	65	8
TOTAL	1134	100	860	100

**Q49. Please indicate whether you agree or disagree with the following statement:
To reduce cigarette smoking in the United States, a new approach to tobacco control is needed because simply adding more taxes and restrictions to smokers will not be enough.**

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly agree	377	33	256	30
Somewhat agree	347	31	278	32
Somewhat disagree	138	12	146	17
Strongly disagree	145	13	87	10
Unsure	125	11	94	11
Total - Agree	725	64	534	62
Total - Disagree	284	25	232	27
Total - Unsure	125	11	94	11
TOTAL	1134	100	860	100

Q51-Q53. Please indicate how familiar you are with each of the following categories of smoke-free alternatives to cigarettes.

	Total n	Very familiar %	Somewhat familiar %	Just a little familiar %	Not at all familiar %	Don't know %	TOTAL FAMILIAR %
Q51 - College Grad	1134	26	27	28	16	3	53
Q51 - Non-College Grad	860	27	32	27	13	2	59
Q52 - College Grad	1134	12	16	19	47	6	28
Q52 - Non-College Grad	860	12	17	17	47	7	29
Q53 - College Grad	1134	17	22	25	33	4	38
Q53 - Non-College Grad	860	17	27	22	30	4	44

**Q54. Please indicate whether you agree or disagree with the following statement:
One way the United States can more quickly reduce smoking rates is to adopt policies which encourage smokers to switch to FDA-authorized smoke-free alternatives which present less potential health risks compared to smoking.**

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly agree	190	17	110	13
Somewhat agree	391	35	311	36
Somewhat disagree	159	14	138	16
Strongly disagree	185	16	129	15
Don't know	208	18	172	20
Total - Agree	581	51	421	49
Total - Disagree	344	30	267	31
Total - Don't Know	208	18	172	20
TOTAL	1134	100	860	100

Q55. Do you approve or disapprove of the FDA's job performance when it comes to regulating the tobacco industry and new nicotine-containing products?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Strongly approve	96	8	59	7
Somewhat approve	322	28	233	27
Somewhat disapprove	255	22	213	25
Strongly disapprove	217	19	149	17
Don't know	243	21	207	24
Total - Approve	419	37	291	34
Total - Disapprove	472	42	361	42
Total - Don't Know	243	21	207	24
TOTAL	1134	100	860	100

Q56-Q59

	Total n	Agree, strongly %	Agree, somewhat %	Disagree, somewhat %	Disagree, strongly %	Don't know %	TOTAL AGREE %	TOTAL DISAGREE %
Q56 - College Grad	1134	25	38	14	11	12	63	25
Q56 - Non-College Grad	860	19	41	17	11	11	60	28
Q57 - College Grad	1134	18	33	16	18	15	51	34
Q57 - Non-College Grad	860	14	26	20	24	15	40	44
Q58 - College Grad	1134	20	37	15	16	13	57	30
Q58 - Non-College Grad	860	18	39	15	16	12	57	32
Q59 - College Grad	1134	26	37	12	8	17	62	21
Q59 - Non-College Grad	860	27	38	12	7	16	65	20

Q60-Q64

	Total n	Regular consumer %	Occasional consumer %	Former consumer %	Have never consumed %	Don't know %	TOTAL CONSUME R %
Q60 - College Grad	1134	19	6	33	41	2	25
Q60 - Non-College Grad	860	5	4	28	61	1	10
Q61 - College Grad	1134	6	6	12	74	2	12
Q61 - Non-College Grad	860	4	4	6	84	1	8
Q62 - College Grad	1134	3	3	7	83	4	6
Q62 - Non-College Grad	860	2	3	5	88	2	6
Q63 - College Grad	1134	2	2	4	88	4	4
Q63 - Non-College Grad	860	1	2	4	88	4	4
Q64 - College Grad	1134	3	4	6	85	2	7
Q64 - Non-College Grad	860	2	3	5	89	2	5

Q65. What is your gender?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Female	633	56	427	50
Male	501	44	431	50
Other (Specify: _____)	0	0	1	0
Prefer not to say	0	0	1	0
TOTAL	1134	100	860	100

Q66. Which of the following ethnic groups describes you?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Latino, Hispanic, or Mexican American	166	15	74	9
White or Caucasian	754	67	643	75
Black or African American	150	13	69	8
Asian American or Pacific Islander	41	4	51	6
Native American	6	0	6	1
Middle Eastern or North African	1	0	1	0
A combination of these	7	1	9	1
Prefer not to say	9	1	6	1
TOTAL	1134	100	860	100

Q67. How would you describe the area where you live?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Urban	245	22	194	23
Suburban	534	47	493	57
Rural	346	31	171	20
Don't know	9	1	2	0
TOTAL	1134	100	860	100

Q68. Which of the following best describes your educational background?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
High school degree or less	331	29	0	0
Some college or associate's degree	611	54	0	0
Technical school or vocational degree	192	17	0	0
Bachelor's degree	0	0	510	59
Post graduate degree	0	0	350	41
TOTAL	1134	100	860	100

Q69. Which of the following best describes your total household income before taxes for the year 2023?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Under \$25,000	249	22	40	5
\$25,000 to just under \$50,000	302	27	114	13
\$50,000 to just under \$75,000	229	20	130	15
\$75,000 to just under \$100,000	136	12	127	15
\$100,000 to just under \$150,000	110	10	158	18
\$150,000 to just under \$250,000	54	5	132	15
\$250,000 or more	14	1	101	12
Don't know	7	1	0	0
Prefer not to say	31	3	58	7
TOTAL	1134	100	860	100

Q70. How would you describe yourself politically?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Liberal	207	18	241	28
Moderate	437	39	306	36
Conservative	434	38	288	33
Don't know	56	5	25	3
TOTAL	1134	100	860	100

Q71. For whom did you vote in the 2020 election for President, or did you skip that election?

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Donald Trump, Republican	556	49	332	39
Joe Biden, Democrat	446	39	451	52
Jo Jorgensen, Libertarian	10	1	12	1
Howie Hawkins, Green	1	0	4	0
Someone else	13	1	8	1
Did not vote	62	5	27	3
Not eligible to vote	9	1	3	0
Prefer not to say	36	3	22	3
TOTAL	1134	100	860	100

Q72. Which of the following do you consider yourself to be? You can select as many as apply.

	Not College Graduate		College Graduate	
	n	Valid %	n	Valid %
Straight or heterosexual	1040	92	771	90
Lesbian	11	1	8	1
Gay	13	1	20	2
Bisexual	42	4	36	4
Transgender	3	0	4	0
Prefer not to say	28	2	25	3
TOTAL	1134	100	860	100