

NATIONAL LANDSCAPE SURVEY

November 13-17, 2024

Audience-specific topline results:

Hispanic respondents (n=240)

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?

	n	Valid %
English	214	89
Spanish	26	11
TOTAL	240	100

Q3. In which state do you currently live?

	n	Valid %
New England	6	2
Middle Atlantic	38	16
Midwest	32	13
South	59	25
Mountain/ Plains	70	29
Pacific	36	15
TOTAL	240	100

Q5. What is your age?

	n	Valid %
Under 35	53	22
35-44	47	19
45-54	31	13
55-64	49	20
65+	60	25
TOTAL	240	100

Q7. With which political party do you currently identify?

	n	Valid %
Democrat, strong	48	20
Democrat, not strong	27	11
Republican, strong	61	25
Republican, not strong	19	8
Independent/No Party	84	35
Other party (Specify: _____)	0	0
Don't know	1	0
Total - Democrat	75	31
Total - Republican	80	33
Total - Independent/Other	85	36
TOTAL	240	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?

	n	Valid %
Right direction	70	29
Wrong track	151	63
Don't know	19	8
TOTAL	240	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?

	n	Valid %
Right direction, strongly	90	38
Right direction, somewhat	38	16
Wrong direction, somewhat	30	13
Wrong direction, strongly	70	29
Don't know	12	5
Total - Right Direction	129	54
Total - Wrong Track	100	42
Total - Don't Know	12	5
TOTAL	240	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?

	n	Valid %
Right direction	110	46
Wrong track	105	44
Don't know	25	10
TOTAL	240	100

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

	n	Valid %
Strongly approve	59	25
Somewhat approve	70	29
Somewhat disapprove	37	15
Strongly disapprove	65	27
Don't know	9	4
Total - Approve	129	54
Total - Disapprove	102	43
Total - Don't Know	9	4
TOTAL	240	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?

	n	Valid %
Crime	7	3
Jobs and the economy	42	17
Cost of living	4	2
Inflation, rising costs on essential items like groceries, gas, and utilities	31	13
Education	1	0
Housing affordability	1	1
Climate change	6	2
Gun violence and gun laws	1	1
Immigration and border security	47	20
Abortion	6	2
Taxes	3	1
Threats to democracy	15	6
Divisiveness/Political Divisions	11	4
Affordability of health care	9	4
International terrorism	9	4
Racism	3	1
Ability of Democrats and Republicans to work together	2	1
General Negative	7	3
Corruption/Government/Politicians	11	5
Anti-Trump	16	7
Budget and spending	3	1
No answer	4	2
TOTAL	240	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?

	n	Valid %
Very hopeful	108	45
Somewhat hopeful	36	15
Not very hopeful	34	14
Not at all hopeful	58	24
Don't know	5	2
Total - Hopeful	143	60
Total - Not Hopeful	91	38
Total - Don't Know	5	2
TOTAL	240	100

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

	n	Valid %
Very hopeful	73	30
Somewhat hopeful	69	29
Not very hopeful	37	16
Not at all hopeful	55	23
Don't know	6	2
Total - Hopeful	142	59
Total - Not Hopeful	92	39
Total - Don't Know	6	2
TOTAL	240	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. The economy	240	74	21	2	2	0	95
Q17. Jobs / Unemployment	240	51	40	8	1	1	90
Q18. Cost of living / Inflation	240	76	21	2	1	1	97
Q19. Education	240	49	40	9	1	1	89
Q20. Housing / Housing affordability	240	53	36	7	0	3	90
Q21. Improving the health of the nation	240	67	28	4	1	0	95
Q22. Immigration	240	53	28	14	3	2	80
Q23. Environment and climate change	240	38	30	23	9	1	68
Q24. International trade	240	33	44	17	1	5	77
Q25. Poverty / Inequality	240	48	38	10	3	1	85
Q26. Foreign policy	240	35	44	14	3	4	79

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. The economy	240	43	28	20	7	1	71
Q28. Jobs / Unemployment	240	29	34	24	13	1	63
Q29. Cost of living / Inflation	240	40	24	22	13	1	64
Q30. Education	240	21	31	27	19	2	52
Q31. Housing / Housing affordability	240	21	29	28	21	2	50
Q32. Improving the health of the nation	240	30	23	25	20	2	53
Q33. Immigration	240	69	17	7	4	2	87
Q34. Environment and climate change	240	11	21	31	34	3	32
Q35. International trade	240	38	37	16	5	3	75
Q36. Poverty / Inequality	240	18	22	33	26	1	40
Q37. Foreign policy	240	36	33	19	7	5	69

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

	n	Valid %
Kamala Harris, Democrat	102	43
Donald Trump, Republican	120	50
Robert F. Kennedy, Jr., Independent	2	1
Jill Stein, Green Party	1	1
Someone Else (Specify: _____)	1	0
Did not vote in this race	2	1
Prefer not to answer	11	5
TOTAL	240	100

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

	n	Valid %
Vote in favor of that candidate	191	84
Vote against other candidates	35	15
Don't know	1	0
TOTAL	226	100

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

	n	Valid %
Yes	48	20
No	182	76
Unsure	8	3
TOTAL	238	100

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

	n	Valid %
Democrats	100	42
Republicans	117	49
Independent/Other	15	6
Don't know	8	3
TOTAL	240	100

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

	n	Valid %
Getting better	47	20
Getting worse	119	50
Staying about the same	66	27
Don't know	8	3
TOTAL	240	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.**

	n	Valid %
Strongly agree	147	61
Somewhat agree	71	29
Somewhat disagree	12	5
Strongly disagree	3	1
Don't know	7	3
Total - Agree	218	91
Total - Disagree	15	6
Total - Don't Know	7	3
TOTAL	240	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?

	n	Valid %
Better in my state	57	24
Worse in my state	65	27
About the same as nationwide	106	44
Don't know	11	5
TOTAL	240	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.

	n	Valid %
Very familiar	47	20
Somewhat familiar	133	56
Know the name, but not familiar	43	18
Not familiar at all	12	5
Don't know	4	2
Total - Familiar	181	75
Total - Not Familiar	55	23
Total - Don't Know	4	2
TOTAL	240	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?

	n	Valid %
A lot of progress	24	10
Some progress	90	37
Little progress	67	28
No progress at all	51	21
Don't know	9	4
Total - Progress	113	47
Total - No Progress	118	49
Total - Don't Know	9	4
TOTAL	240	100

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

	n	Valid %
The Food and Drug Administration (FDA) has been focused on the most important public health priorities for the country.	81	34
The Food and Drug Administration (FDA) has been distracted and has not been focused on the most important public health	127	53
Don't know	32	13
TOTAL	240	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.**

	n	Valid %
Strongly agree	111	46
Somewhat agree	81	34
Somewhat disagree	26	11
Strongly disagree	6	3
Don't know	17	7
Total - Agree	191	80
Total - Disagree	32	13
Total - Don't Know	17	7
TOTAL	240	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.**

	n	Valid %
Strongly agree	78	32
Somewhat agree	80	33
Somewhat disagree	34	14
Strongly disagree	30	13
Don't know	18	7
Total - Agree	158	66
Total - Disagree	64	27
Total - Don't Know	18	7
TOTAL	240	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.**

	n	Valid %
Strongly agree	95	40
Somewhat agree	81	34
Somewhat disagree	31	13
Strongly disagree	18	7
Unsure	15	6
Total - Agree	177	74
Total - Disagree	49	20
Total - Unsure	15	6
TOTAL	240	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. E-cigarettes / Electronic cigarettes / Vapes	240	23	32	28	17	0	55
Q52. Heated tobacco products	240	10	15	24	45	6	25
Q53. Oral nicotine pouches	240	14	21	30	33	2	35

**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.**

	n	Valid %
Strongly agree	49	21
Somewhat agree	87	36
Somewhat disagree	31	13
Strongly disagree	32	14
Don't know	40	17
Total - Agree	137	57
Total - Disagree	63	26
Total - Don't Know	40	17
TOTAL	240	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?

	n	Valid %
Strongly approve	22	9
Somewhat approve	81	34
Somewhat disapprove	60	25
Strongly disapprove	41	17
Don't know	36	15
Total - Approve	103	43
Total - Disapprove	101	42
Total - Don't Know	36	15
TOTAL	240	100

Q56-Q59

	Total n	Agree, strongly %	Agree, somewhat %	Disagree, somewhat %	Disagree, strongly %	Don't know %	TOTAL AGREE %	TOTAL DISAGREE %
Q56. It is important that American smokers have access to a wide range of less risky...	240	27	36	16	12	10	63	27
Q57. Less risky smoke-free alternative products should be available in a wide range of...	240	21	32	15	18	14	53	33
Q58. Products which have been authorized by the FDA as having the potential to be less...	240	21	43	11	13	12	64	24
Q59. When the FDA began regulating tobacco products in 2009, e-cigarettes and nicotine...	240	30	39	11	7	12	69	18

Q60-Q64

	Total n	Regular consumer %	Occasional consumer %	Former consumer %	Have never consumed %	Don't know %	TOTAL CONSUME R %
Q60. Cigarettes	240	16	6	27	48	2	22
Q61. E-cigarettes	240	6	6	12	74	2	12
Q62. Heated tobacco products	240	3	4	7	85	1	7
Q63. Snus	240	3	1	7	87	2	4
Q64. Nicotine pouches	240	4	3	7	85	2	6

Q65. What is your gender?

	n	Valid %
Female	128	53
Male	112	47
TOTAL	240	100

Q66. Which of the following ethnic groups describes you?

	n	Valid %
Latino, Hispanic, or Mexican American	240	100
TOTAL	240	100

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

	n	Valid %
Urban	63	26
Suburban	122	51
Rural	56	23
TOTAL	240	100

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

	n	Valid %
High school degree or less	49	21
Some college or associate's degree	88	37
Technical school or vocational degree	28	12
Bachelor's degree	48	20
Post graduate degree	26	11
TOTAL	240	100

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

	n	Valid %
Under \$25,000	43	18
\$25,000 to just under \$50,000	63	26
\$50,000 to just under \$75,000	43	18
\$75,000 to just under \$100,000	44	18
\$100,000 to just under \$150,000	23	9
\$150,000 to just under \$250,000	16	7
\$250,000 or more	5	2
Prefer not to say	3	1
TOTAL	240	100

Q70. How would you describe yourself politically?

	n	Valid %
Liberal	47	20
Moderate	90	37
Conservative	89	37
Don't know	14	6
TOTAL	240	100

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

	n	Valid %
Donald Trump, Republican	109	45
Joe Biden, Democrat	103	43
Jo Jorgensen, Libertarian	2	1
Someone else	1	0
Did not vote	17	7
Not eligible to vote	3	1
Prefer not to say	6	3
TOTAL	240	100

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

	n	Valid %
Straight or heterosexual	220	92
Lesbian	2	1
Gay	5	2
Bisexual	12	5
Prefer not to say	2	1
--- TOTAL	240	100