

NATIONAL LANDSCAPE SURVEY

November 13-17, 2024

Audience-specific topline results:

Respondents w/ household income below \$75K (n=1,066)

Respondents w/ household income of \$75K+ (n=835)

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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
English	1055	99	816	98
Spanish	11	1	18	2
TOTAL	1066	100	835	100

Q3. In which state do you currently live?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
New England	46	4	38	5
Middle Atlantic	163	15	128	15
Midwest	246	23	143	17
South	284	27	224	27
Mountain/ Plains	190	18	148	18
Pacific	138	13	153	18
TOTAL	1066	100	835	100

Q5. What is your age?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Under 35	227	21	94	11
35-44	162	15	172	21
45-54	131	12	165	20
55-64	182	17	189	23
65+	364	34	215	26
TOTAL	1066	100	835	100

Q7. With which political party do you currently identify?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Democrat, strong	265	25	175	21
Democrat, not strong	102	10	87	10
Republican, strong	232	22	217	26
Republican, not strong	78	7	86	10
Independent/No Party	374	35	260	31
Other party (Specify: _____)	5	0	7	1
Don't know	9	1	2	0
Total - Democrat	367	34	262	31
Total - Republican	310	29	303	36
Total - Independent/Other	388	36	270	32
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+		TOTAL	
	n	Valid %	n	Valid %	n	Valid %
Right direction	251	24	179	21	430	23
Wrong track	727	68	607	73	1334	70
Don't know	88	8	48	6	137	7
TOTAL	1066	100	835	100	1900	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Right direction, strongly	361	34	319	38
Right direction, somewhat	175	16	131	16
Wrong direction, somewhat	107	10	56	7
Wrong direction, strongly	358	34	311	37
Don't know	63	6	17	2
Total - Right Direction	536	50	451	54
Total - Wrong Track	466	44	367	44
Total - Don't Know	63	6	17	2
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Right direction	424	40	388	46
Wrong track	516	48	374	45
Don't know	125	12	73	9
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly approve	259	24	225	27
Somewhat approve	294	28	241	29
Somewhat disapprove	174	16	118	14
Strongly disapprove	291	27	231	28
Don't know	47	4	21	2
Total - Approve	553	52	465	56
Total - Disapprove	466	44	349	42
Total - Don't Know	47	4	21	2
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Crime	27	3	12	1
Jobs and the economy	184	17	146	17
Cost of living	19	2	12	1
Inflation, rising costs on essential items like groceries, gas, and utilities	148	14	76	9
Education	5	0	4	0
Housing affordability	9	1	8	1
Climate change	18	2	19	2
Gun violence and gun laws	1	0	5	1
Mental health	0	0	1	0
Immigration and border security	186	17	175	21
Abortion	50	5	30	4
Taxes	10	1	7	1
Criminal justice reform	1	0	5	1
Threats to democracy	67	6	72	9
Divisiveness/Political Divisions	38	4	32	4
Small business	1	0	0	0
Homelessness	10	1	1	0
Drug addiction	1	0	1	0
Affordability of health care	18	2	17	2
Domestic terrorism	3	0	0	0
International terrorism	26	2	29	3
Condition of road, bridges, and other infrastructure	3	0	0	0
Racism	23	2	16	2
Ability of Democrats and Republicans to work together	4	0	5	1
General Negative	23	2	22	3
Corruption/Government/Politicians	43	4	46	6
Anti-Trump	101	9	64	8
Budget and spending	22	2	23	3
No answer	25	2	8	1
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Very hopeful	448	42	355	43
Somewhat hopeful	158	15	120	14
Not very hopeful	96	9	85	10
Not at all hopeful	345	32	270	32
Don't know	18	2	5	1
Total - Hopeful	606	57	475	57
Total - Not Hopeful	441	41	355	42
Total - Don't Know	18	2	5	1
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Very hopeful	317	30	207	25
Somewhat hopeful	277	26	240	29
Not very hopeful	140	13	128	15
Not at all hopeful	302	28	252	30
Don't know	29	3	8	1
Total - Hopeful	594	56	447	54
Total - Not Hopeful	443	42	380	46
Total - Don't Know	29	3	8	1
TOTAL	1066	100	835	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 - <\$75k	1066	73	20	4	1	1	93
Q16 - \$75k+	835	70	23	5	1	1	93
Q17 - <\$75k	1066	51	37	9	2	1	88
Q17 - \$75k+	835	39	43	15	2	1	82
Q18 - <\$75k	1066	79	16	3	1	1	95
Q18 - \$75k+	835	71	23	4	1	1	94
Q19 - <\$75k	1066	47	36	12	3	2	83
Q19 - \$75k+	835	47	38	11	3	1	85
Q20 - <\$75k	1066	55	32	10	2	2	87
Q20 - \$75k+	835	40	42	16	2	1	81
Q21 - <\$75k	1066	60	32	5	1	2	92
Q21 - \$75k+	835	54	36	8	1	2	90
Q22 - <\$75k	1066	56	25	14	3	2	81
Q22 - \$75k+	835	56	25	15	3	1	81
Q23 - <\$75k	1066	39	26	24	9	2	65
Q23 - \$75k+	835	37	25	25	12	1	62
Q24 - <\$75k	1066	32	43	18	2	6	74
Q24 - \$75k+	835	30	48	17	1	3	78
Q25 - <\$75k	1066	55	30	10	3	2	85
Q25 - \$75k+	835	37	39	19	4	1	76
Q26 - <\$75k	1066	41	41	13	2	4	82
Q26 - \$75k+	835	48	40	9	2	2	88

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 - <\$75k	1066	43	26	20	8	3	69
Q27 - \$75k+	835	48	25	20	6	1	73
Q28 - <\$75k	1066	27	31	26	13	3	58
Q28 - \$75k+	835	23	33	28	14	2	57
Q29 - <\$75k	1066	40	22	21	15	3	62
Q29 - \$75k+	835	38	23	24	13	1	61
Q30 - <\$75k	1066	20	26	31	19	3	46
Q30 - \$75k+	835	15	27	30	25	3	42
Q31 - <\$75k	1066	19	27	30	21	3	46
Q31 - \$75k+	835	12	26	32	27	3	39
Q32 - <\$75k	1066	26	25	25	21	3	51
Q32 - \$75k+	835	21	26	26	25	2	47
Q33 - <\$75k	1066	69	18	6	4	3	88
Q33 - \$75k+	835	77	14	4	3	2	91
Q34 - <\$75k	1066	12	16	34	34	4	28
Q34 - \$75k+	835	5	12	33	47	3	17
Q35 - <\$75k	1066	35	39	16	6	4	74
Q35 - \$75k+	835	41	37	14	5	3	78
Q36 - <\$75k	1066	18	24	27	27	4	42
Q36 - \$75k+	835	8	24	31	36	2	32

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Kamala Harris, Democrat	497	47	375	45
Donald Trump, Republican	506	47	411	49
Robert F. Kennedy, Jr., Independent	8	1	2	0
Cornel West, Independent	2	0	1	0
Jill Stein, Green Party	3	0	3	0
Chase Oliver, Libertarian	3	0	3	0
Someone Else (Specify: _____)	6	1	2	0
Did not vote in this race	4	0	2	0
Don't remember	5	0	0	0
Prefer not to answer	33	3	37	4
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Vote in favor of that candidate	831	81	619	78
Vote against other candidates	181	18	170	21
Don't know	12	1	7	1
TOTAL	1024	100	796	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Yes	185	17	190	23
No	831	78	624	75
Unsure	47	4	18	2
TOTAL	1062	100	833	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Democrats	493	46	377	45
Republicans	468	44	412	49
Independent/Other	69	6	35	4
Don't know	36	3	9	1
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Getting better	166	16	121	14
Getting worse	505	47	462	55
Staying about the same	352	33	233	28
Don't know	43	4	18	2
TOTAL	1066	100	835	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly agree	616	58	459	55
Somewhat agree	341	32	284	34
Somewhat disagree	49	5	54	6
Strongly disagree	24	2	19	2
Don't know	36	3	20	2
Total - Agree	957	90	742	89
Total - Disagree	73	7	72	9
Total - Don't Know	36	3	20	2
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Better in my state	241	23	254	30
Worse in my state	284	27	248	30
About the same as nationwide	470	44	299	36
Don't know	71	7	33	4
TOTAL	1066	100	835	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Very familiar	208	19	235	28
Somewhat familiar	628	59	485	58
Know the name, but not familiar	172	16	91	11
Not familiar at all	31	3	18	2
Don't know	27	3	6	1
Total - Familiar	836	78	719	86
Total - Not Familiar	202	19	110	13
Total - Don't Know	27	3	6	1
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
A lot of progress	113	11	78	9
Some progress	378	35	269	32
Little progress	313	29	242	29
No progress at all	188	18	210	25
Don't know	75	7	35	4
Total - Progress	491	46	347	42
Total - No Progress	500	47	453	54
Total - Don't Know	75	7	35	4
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
The Food and Drug Administration (FDA) has been focused on the most important public health priorities for the country.	359	34	243	29
The Food and Drug Administration (FDA) has been distracted and has not been focused on the most important public health	501	47	445	53
Don't know	206	19	146	17
TOTAL	1066	100	835	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly agree	449	42	382	46
Somewhat agree	356	33	237	28
Somewhat disagree	96	9	87	10
Strongly disagree	51	5	59	7
Don't know	114	11	70	8
Total - Agree	805	76	618	74
Total - Disagree	147	14	146	18
Total - Don't Know	114	11	70	8
TOTAL	1066	100	835	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly agree	296	28	231	28
Somewhat agree	372	35	280	34
Somewhat disagree	149	14	125	15
Strongly disagree	141	13	160	19
Don't know	108	10	38	5
Total - Agree	668	63	511	61
Total - Disagree	290	27	286	34
Total - Don't Know	108	10	38	5
TOTAL	1066	100	835	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly agree	388	36	215	26
Somewhat agree	317	30	286	34
Somewhat disagree	124	12	150	18
Strongly disagree	111	10	107	13
Unsure	126	12	77	9
Total - Agree	705	66	500	60
Total - Disagree	235	22	257	31
Total - Unsure	126	12	77	9
TOTAL	1066	100	835	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 - <\$75k	1066	26	27	29	15	3	53
Q51 - \$75k+	835	27	32	27	13	1	59
Q52 - <\$75k	1066	12	14	17	50	7	26
Q52 - \$75k+	835	13	19	20	44	5	31
Q53 - <\$75k	1066	17	21	24	33	5	38
Q53 - \$75k+	835	17	27	23	30	3	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.

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly agree	178	17	108	13
Somewhat agree	379	36	297	36
Somewhat disagree	150	14	137	16
Strongly disagree	154	14	140	17
Don't know	205	19	153	18
Total - Agree	557	52	405	49
Total - Disagree	304	28	277	33
Total - Don't Know	205	19	153	18
TOTAL	1066	100	835	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?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Strongly approve	100	9	48	6
Somewhat approve	305	29	232	28
Somewhat disapprove	236	22	213	25
Strongly disapprove	191	18	159	19
Don't know	233	22	182	22
Total - Approve	405	38	281	34
Total - Disapprove	427	40	372	45
Total - Don't Know	233	22	182	22
TOTAL	1066	100	835	100

Q56-Q59

	Total n	Agree, strongly %	Agree, somewhat %	Disagree, somewhat %	Disagree, strongly %	Don't know %	TOTAL AGREE %	TOTAL DISAGREE %
Q56 - <\$75k	1066	25	39	14	10	12	64	24
Q56 - \$75k+	835	19	40	18	12	11	60	29
Q57 - <\$75k	1066	20	32	16	17	16	52	33
Q57 - \$75k+	835	12	29	20	25	14	41	45
Q58 - <\$75k	1066	22	39	15	13	12	61	27
Q58 - \$75k+	835	16	37	16	19	12	53	35
Q59 - <\$75k	1066	26	38	12	7	16	64	19
Q59 - \$75k+	835	27	38	12	9	14	65	21

Q60-Q64

	Total n	Regular consumer %	Occasional consumer %	Former consumer %	Have never consumed %	Don't know %	TOTAL CONSUME R %
Q60 - <\$75k	1066	18	5	31	44	2	24
Q60 - \$75k+	835	7	5	32	56	1	11
Q61 - <\$75k	1066	6	6	11	75	2	12
Q61 - \$75k+	835	4	5	8	82	1	9
Q62 - <\$75k	1066	3	4	6	84	3	7
Q62 - \$75k+	835	2	3	6	86	2	5
Q63 - <\$75k	1066	2	2	3	89	4	4
Q63 - \$75k+	835	1	2	5	87	5	4
Q64 - <\$75k	1066	3	3	6	86	2	6
Q64 - \$75k+	835	2	4	5	87	2	6

Q65. What is your gender?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Female	606	57	400	48
Male	457	43	435	52
Other (Specify: _____)	1	0	0	0
Prefer not to say	1	0	0	0
TOTAL	1066	100	835	100

Q66. Which of the following ethnic groups describes you?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Latino, Hispanic, or Mexican American	150	14	88	10
White or Caucasian	696	65	625	75
Black or African American	163	15	50	6
Asian American or Pacific Islander	42	4	46	6
Native American	4	0	5	1
Middle Eastern or North African	2	0	1	0
A combination of these	6	1	10	1
Prefer not to say	5	0	10	1
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Urban	267	25	158	19
Suburban	481	45	486	58
Rural	314	29	184	22
Don't know	4	0	6	1
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
High school degree or less	267	25	55	7
Some college or associate's degree	395	37	192	23
Technical school or vocational degree	118	11	67	8
Bachelor's degree	199	19	280	34
Post graduate degree	85	8	237	28
Prefer not to say	1	0	3	0
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Under \$25,000	290	27	0	0
\$25,000 to just under \$50,000	416	39	0	0
\$50,000 to just under \$75,000	359	34	0	0
\$75,000 to just under \$100,000	0	0	266	32
\$100,000 to just under \$150,000	0	0	269	32
\$150,000 to just under \$250,000	0	0	186	22
\$250,000 or more	0	0	114	14
TOTAL	1066	100	835	100

Q70. How would you describe yourself politically?

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Liberal	248	23	177	21
Moderate	392	37	318	38
Conservative	371	35	322	39
Don't know	55	5	18	2
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Donald Trump, Republican	464	44	389	47
Joe Biden, Democrat	476	45	380	46
Jo Jorgensen, Libertarian	13	1	9	1
Howie Hawkins, Green	4	0	2	0
Someone else	8	1	14	2
Did not vote	67	6	21	3
Not eligible to vote	8	1	3	0
Prefer not to say	25	2	17	2
TOTAL	1066	100	835	100

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

	Under \$75K		\$75K+	
	n	Valid %	n	Valid %
Straight or heterosexual	958	90	776	93
Lesbian	12	1	6	1
Gay	21	2	11	1
Bisexual	52	5	24	3
Transgender	6	1	1	0
Prefer not to say	23	2	19	2
TOTAL	1066	100	835	100