

**FINAL RESULTS: National Landscape Survey**

**Sample Size:** 2000

**Margin of Error:** +/- 2.2%

**Interview Dates:** June 10<sup>th</sup> to June 13<sup>th</sup>, 2024

**Methodology:** Online panel and text-to-web from voter files

**Language:** English and Spanish

**Respondents:** Likely November voters, all 21+ years of age

*Results may not add to 100 due to rounding.*

**SCREEN**

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

English	97
Spanish	3

2. Are you – or is any member of your immediate family – currently employed with or as any of the following?

None of the above	100
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3. In which state do you currently live?

4. What is the zip code at your primary residence?

Northeast	20
Midwest	20
South	27
Mountain/ Plains	18
West	15

5. What is your age?

Under 35	17
35-44	16
45-54	17
55-64	19
65+	31

6. Are you currently registered to vote?

Yes	100
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7. With which political party do you currently identify?

Democrat, strong	23	→33%
Democrat, not strong	10	
Republican, strong	19	→28%
Republican, not strong	9	
Independent/No party	36	
Other party (Specify: _____)	1	
Don't know	2	

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8. On November 5th, there will be an election for President, Senator, Congress, for state and local offices, and state and local ballot measures. How likely are you to vote in the election?

Please use a scale of 0 to 10, where 10 means you will definitely vote and 0 means you will definitely not vote.

5	5
6	1
7	3
8	3
9	5
10	83

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## ATMOSPHERE AND JOB APPROVALS

9. 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?

Right direction	27
Wrong track	68
Don't know	5

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10. Do you approve or disapprove of the way President Biden is doing his job as president?

Strongly approve	20	→44%
Somewhat approve	24	
Somewhat disapprove	11	→55%
Strongly disapprove	44	
Don't know	1	

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11. Overall, do you approve or disapprove of the way the United States Congress is doing its job?

Strongly approve	4	→18%
Somewhat approve	14	
Somewhat disapprove	30	→77%
Strongly disapprove	47	
Don't know	5	

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12. Switching topics and 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?

Right direction	41
Wrong track	51
Don't know	8

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

Strongly approve	22	→49%
Somewhat approve	27	
Somewhat disapprove	17	→47%
Strongly disapprove	30	
Unsure	4	

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14. Do you approve or disapprove of the way your state legislature is doing its job?

Strongly approve	10	→42%
Somewhat approve	32	
Somewhat disapprove	22	→48%
Strongly disapprove	26	
Unsure	10	

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15. What do you consider to be the biggest issue currently facing the United States?

Crime	3
Jobs and the economy	14
Cost of living	2
Inflation, rising costs on essential items like groceries, gas, and utilities	15
Education	1
Housing affordability	1
Traffic and transportation	0
Climate change	3
Gun violence and gun laws	2
Mental health	<1
Immigration and border security	21
Abortion	4
Taxes	1
Criminal justice reform	<1
Threats to democracy	4
Divisiveness/Political Divisions	9
Small business	0
Homelessness	1
Drug addiction	<1
Affordability of health care	2
Domestic terrorism	<1
International terrorism	1
Condition of road, bridges, and other infrastructure	<1
Racism	1
Ability of Democrats and Republicans to work together	1
Other	13
No answer	1

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**BALLOT ASKS**

16. Suppose the election for President were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Joe Biden, Democrat	41	→42%
Joe Biden, Democrat, Lean	1	
Donald Trump, Republican	40	→41%
Donald Trump, Republican, Lean	1	
Robert F. Kennedy, Jr., Independent	8	→9%
Robert F. Kennedy, Jr., Independent, Lean	1	
Cornel West, Independent	1	
Cornel West, Independent, Lean	<1	
Jill Stein, Green Party	1	
Jill Stein, Green Party, Lean	<1	
Chase Oliver, Libertarian	<1	
Chase Oliver, Libertarian, Lean	<1	
Someone Else	1	
Would not vote in this race	1	
Undecided	4	

17. Would you say that your mind is completely made up to vote for (CANDIDATE NAMED), or do you still have some doubts about voting for (CANDIDATE NAMED)? (n=1906)

Mind is completely made up	76
Still have doubts	23
Don't know	2

**Q16/17:**

Joe Biden, Democrat, Mind made up	35	→42%
Joe Biden, Democrat, Still have doubts	7	
Donald Trump, Republican, Mind made up	33	→41%
Donald Trump, Republican, Still have doubts	8	
Robert F. Kennedy, Jr., Independent, Mind made up	3	→9%
Robert F. Kennedy, Jr., Independent, Still have doubts	5	
Cornel West, Independent, Mind made up	<1	
Cornel West, Independent, Still have doubts	1	
Jill Stein, Green Party, Mind made up	<1	
Jill Stein, Green Party, Still have doubts	1	
Chase Oliver, Libertarian, Mind made up	<1	
Chase Oliver, Libertarian, Still have doubts	1	
Someone Else	1	
Would not vote in this race	1	
Undecided	4	

18. **IF CHOICE:** And is your vote for **(CANDIDATE NAMED)** a vote in favor of that candidate or a vote against the other candidates?

Vote in favor of that candidate	68
Vote against that candidate	29
Don't know	4
Vote in favor of that candidate	68
Vote against that candidate	29
Don't know	4

19. And which party would you vote for in the race for U.S. Congress in your state?

Democrats	42
Republicans	39
Independent/Other	8
Don't know	11

**ARIZONA ONLY (n=749):**

20. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Ruben Gallego, Democrat	50	→52%
Ruben Gallego, Democrat, Lean	2	
Kari Lake, Republican	35	→37%
Kari Lake, Republican, Lean	3	
Someone Else (Specify: ____)	4	
Would not vote in this race	1	
Undecided	6	

**FLORIDA ONLY (n=863):**

21. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Debbie Mucarsel-Powell, Democrat	39	→43%
Debbie Mucarsel-Powell, Democrat, Lean	3	
Rick Scott, Republican	44	→46%
Rick Scott, Republican, Lean	3	
Someone Else (Specify: ____)	1	
Would not vote in this race	2	
Undecided	8	

**PENNSYLVANIA ONLY (n=777):**

22. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Bob Casey, Democrat	49	→51%
Bob Casey, Democrat, Lean	2	
David McCormick, Republican	41	→42%
David McCormick, Republican, Lean	2	
Someone Else (Specify: ____)	1	
Would not vote in this race	1	
Undecided	5	

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**PENNSYLVANIA ONLY (n=777):**

23. Suppose the election for Attorney General of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Eugene DePasquale, Democrat	43	→45%
Eugene DePasquale, Democrat, Lean	2	
Dave Sunday, Republican	36	→38%
Dave Sunday, Republican, Lean	2	
Someone Else (Specify: ____)	0	
Would not vote in this race	4	
Undecided	13	

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**TEXAS ONLY (n=154):**

24. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Colin Allred, Democrat	42	→43%
Colin Allred, Democrat, Lean	1	
Ted Cruz, Republican	42	→47%
Ted Cruz, Republican, Lean	4	
Someone Else (Specify: ____)	3	
Would not vote in this race	3	
Undecided	6	

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**TENNESSEE ONLY (n=744):**

25. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Gloria Johnson, Democrat	37	→40%
Gloria Johnson, Democrat, Lean	2	
Marsha Blackburn, Republican	48	→50%
Marsha Blackburn, Republican, Lean	2	
Someone Else (Specify: ____)	1	
Would not vote in this race	1	
Undecided	8	

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**WASHINGTON STATE ONLY (n=735):**

26. Suppose the election for Governor of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Bob Ferguson, Democrat	41	→44%
Bob Ferguson, Democrat, Lean	3	
Dave Reichert, Republican	37	→41%
Dave Reichert, Republican, Lean	3	
Someone Else (Specify: ____)	2	
Would not vote in this race	1	
Undecided	12	

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**WASHINGTON STATE ONLY (n=735):**

27. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Maria Cantwell, Democrat	50	→51%
Maria Cantwell, Democrat, Lean	2	
Raul Garcia, Republican	33	→35%
Raul Garcia, Republican, Lean	2	
Someone Else (Specify: ____)	<1	
Would not vote in this race	1	
Undecided	13	

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**WISCONSIN ONLY (n=742):**

28. Suppose the election for U.S. Senator of your state were being held today. As of right now, which candidate would you be the most likely to vote for?

**IF UNDECIDED:** If you had to say as of right now, which one of these candidates do you most lean toward?

Tammy Baldwin, Democrat	48	→49%
Tammy Baldwin, Democrat, Lean	1	
Eric Hovde, Republican	42	→43%
Eric Hovde, Republican, Lean	1	
Someone Else (Specify: _____)	1	
Would not vote in this race	1	
Undecided	6	

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## PUBLIC HEALTH

29. You will now be asked some questions about public health. Public health means the overall health of the nation and includes efforts to focus on disease prevention, health promotion, and addressing factors which impact health.

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

Getting better	16
Getting worse	47
Staying about the same	34
Don't know	3

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

Better in my state	26
Worse in my state	27
About the same as nationwide	42
Don't know	6

31. 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.

Very familiar	26	→85%
Somewhat familiar	59	
Know the name, but not familiar	11	→13%
Not familiar at all	2	
Don't know	2	

32. As you may or may not know, the Food and Drug Administration (FDA) is an agency of the U.S. Federal Government. It is responsible for safeguarding public health by controlling and supervising food safety, pharmaceutical, and tobacco products.

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?

A lot of progress	8	→41%
Some progress	33	
Little progress	32	→50%
No progress at all	18	
Don't know	9	

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

The Food and Drug Administration (FDA) has been focused on the most important public health priorities for the country.	33
The Food and Drug Administration (FDA) has been distracted and has not been focused on the most important public health priorities for the country.	46
Don't know	21

34. 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.

Strongly agree	35	
Somewhat agree	39	→74%
Somewhat disagree	10	
Strongly disagree	4	→13%
Don't know	12	

You will now be shown a list of public health topics. For each, please indicate how important of a priority you believe each one is for the government.

		Very	Some-what	Slightly	Not at all	Don't know	Total Important
35.	Reducing alcohol consumption	20	23	28	27	2	42
36.	Reducing cigarette smoking	34	27	21	18	1	61
37.	Encouraging healthier eating and more exercise	40	31	18	10	1	71
38.	Improving mental health services	64	22	9	4	1	86

## PRODUCTS

Thank you for your responses to the survey so far. Now you will be asked some follow-up questions about one public health priority. You have been selected to answer questions about cigarette and tobacco/nicotine products.

39. 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.

Strongly agree	35	→68%
Somewhat agree	33	
Somewhat disagree	12	→25%
Strongly disagree	13	
Unsure	7	

Please indicate how familiar you are with each of the following product categories. By familiar, this means you know about the product and how it is used by consumers.

		Very	Some-what	A little	Not at all	Don't know	Total Familiar
40.	E-cigarettes / Electronic cigarettes / Vapes	34	33	23	10	1	<b>66</b>
41.	Heated tobacco products	14	19	18	44	6	<b>33</b>
42.	Oral nicotine pouches	18	25	25	29	3	<b>43</b>

43. 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 alternatives which present less potential risk compared to smoking.

Strongly agree	14	→54%
Somewhat agree	40	
Somewhat disagree	16	→31%
Strongly disagree	15	
Don't know	15	

44. Prior to today's survey, were you aware that the Food and Drug Administration (FDA) is responsible for authorizing the manufacturing, marketing, and distribution of new nicotine-containing products, including e-cigarettes and nicotine pouches?

Yes	50
No	44
Don't know	6

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

Strongly approve	8	→36%
Somewhat approve	29	
Somewhat disapprove	28	→45%
Strongly disapprove	17	
Don't know	19	

Still thinking about smoke-free alternatives to cigarettes, please indicate whether you agree or disagree with each of the following statements.

		AGREE		DISAGREE		Don't know	SUMMARY	
		Strongly	Somewhat	Somewhat	Strongly		Agree	Disagree
46.	It is important that American smokers have access to a wide range of less risky nicotine-containing alternatives to cigarettes such as e-cigarettes and nicotine pouches to help them either quit smoking or switch to a potentially less risky alternative.	25	43	14	9	8	<b>68</b>	<b>23</b>
47.	Less risky smoke-free alternative products should be available in a wide range of flavors to help encourage adult smokers to use these products instead of cigarettes.	18	34	18	18	12	<b>53</b>	<b>36</b>
48.	Products which have been authorized by the FDA as having the potential to be less risky than smoking should be taxed lower than cigarettes to encourage switching but still taxed high enough to discourage use by youth and non-smokers.	21	40	15	14	10	<b>61</b>	<b>29</b>
49.	When the FDA began regulating tobacco products in 2009, e-cigarettes and nicotine pouches were not on the market. To better protect public health, reform of the FDA is needed so the agency can regulate these products appropriately.	29	41	12	7	11	<b>70</b>	<b>19</b>

50. E-cigarettes and nicotine pouches were not yet on the market when the FDA began regulating tobacco products in 2009. Today, the FDA is currently reviewing more than 600,000 applications for smoke-free alternative products like e-cigarettes and nicotine pouches. According to some estimates, it would take roughly 30 years for all currently submitted applications to be reviewed properly.

Based on this information, please indicate whether you agree or disagree with the following statement:

To better protect public health, reform of the FDA is needed so the agency can regulate smoke-free alternatives appropriately.

Strongly agree	29	→68%
Somewhat agree	39	
Somewhat disagree	12	→19%
Strongly disagree	7	
Don't know	13	

Please indicate whether you are a regular consumer, occasional consumer, former consumer, or have never consumed each of the following.

		Regular	Occasional	Former	Never	Don't know	Total Consumer
51.	Cigarettes	16	6	30	48	1	21
52.	E-cigarettes	6	7	12	74	1	14
53.	Heated tobacco products	3	4	7	82	4	7
54.	Snus	2	4	5	85	4	5
55.	Nicotine pouches	3	5	7	85	1	8

[ASK ONLY TO PRODUCT CONSUMERS: Q52=1-2 or Q53=1-2 or Q54=1-2 or Q55=1-2]

56. Would you be **less likely** to vote for a political candidate who **supported** policies which would restrict your ability to choose certain smoke-free alternatives? (n=412)

Yes	52
No	31
Don't know	17

[ASK ALL OTHER RESPONDENTS WHO WERE NOT ASKED Q56]

57. If a political candidate **supported** policies to ban less risky alternatives to cigarettes *but still allow cigarettes to be sold*, would you be more likely to consider voting for that candidate, less likely to consider voting for that candidate, or would it have no impact? (n=1588)

More likely	8
Less likely	33
No impact	50
Don't know	9

## DEMOGRAPHICS

Thank you for your patience. Now some last few questions for statistical purposes.

58. What is your gender?

Female	53
Male	47
Other (Specify: _____)	<1
Prefer not to say	<1

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59. Which of the following ethnic groups describes you?

Latino, Hispanic, or Mexican American	12
White or Caucasian	69
Black or African American	11
Asian American or Pacific Islander	5
Native American	1
Middle Eastern or North African	<1
A combination of these (SPECIFY: _____)	1
Something else (SPECIFY: _____)	<1
Prefer not to say	2

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

Urban	25
Suburban	51
Rural	24
Don't know	1

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

High school degree or less	17
Some college or associate's degree	29
Technical school or vocational degree	11
Bachelor's degree	24
Post graduate degree	18
Prefer not to say	1

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

Under \$25,000	11
\$25,000 to just under \$50,000	19
\$50,000 to just under \$75,000	19
\$75,000 to just under \$100,000	14
\$100,000 to just under \$150,000	15
\$150,000 to just under \$250,000	9
\$250,000 or more	5
Don't know	<1
Prefer not to say	7

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63. How would you describe yourself politically?

Liberal	23
Moderate	40
Conservative	33
Don't know	4

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

Donald Trump, Republican	42
Joe Biden, Democrat	47
Jo Jorgensen, Libertarian	2
Howie Hawkins, Green	<1
Someone else	2
Did not vote	4
Not eligible to vote	<1
Prefer not to say	2

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