



Social Media

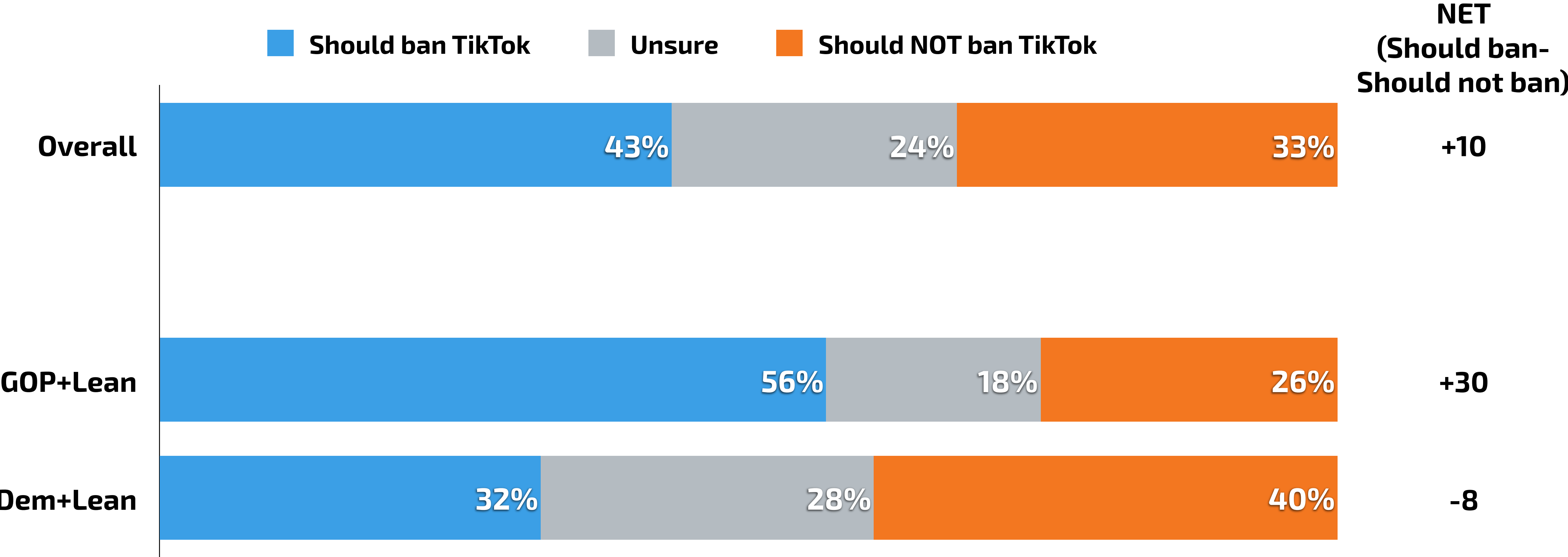
Verified Voter Omnibus Survey

N = 1,023 Voters in the 2024 Likely Electorate (LV),
Nationwide
Field Dates: February 21-23, 2023



By 10-Point Margin, Voters Think The U.S. Government Should Ban TikTok

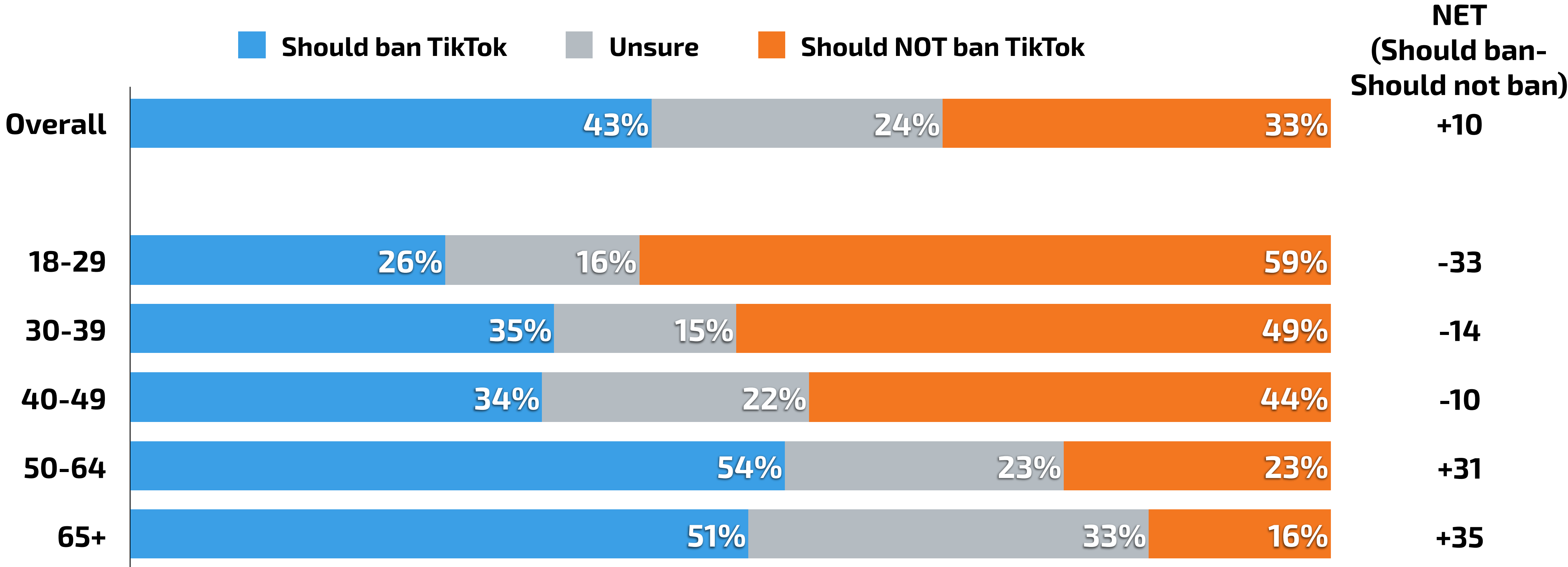
Q. Do you think that the U.S. government should or should not ban TikTok?



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Voters Aged 18-29 Oppose TikTok Ban By 33-Point Margin; Oldest Voters Support Ban By 35-Point Margin

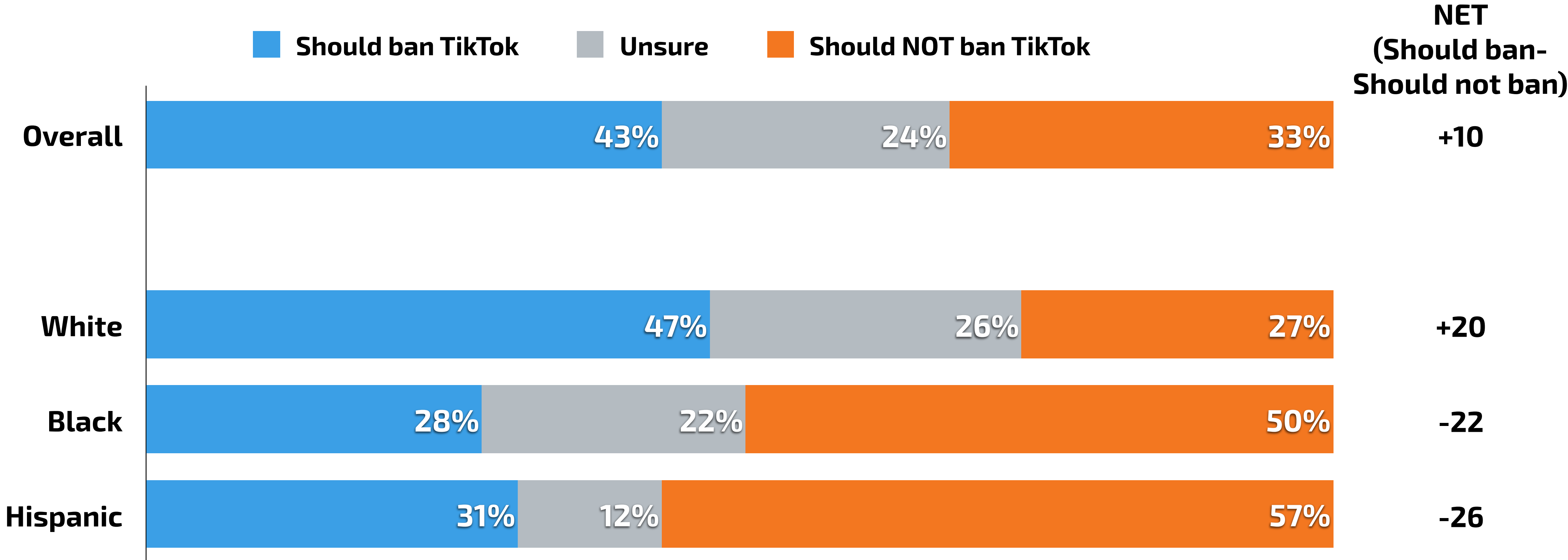
Q. Do you think that the U.S. government should or should not ban TikTok?



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White Voters Support TikTok Ban By 20-Point Margin, Black (-22) & Hispanic (-26) Voters Oppose The Ban

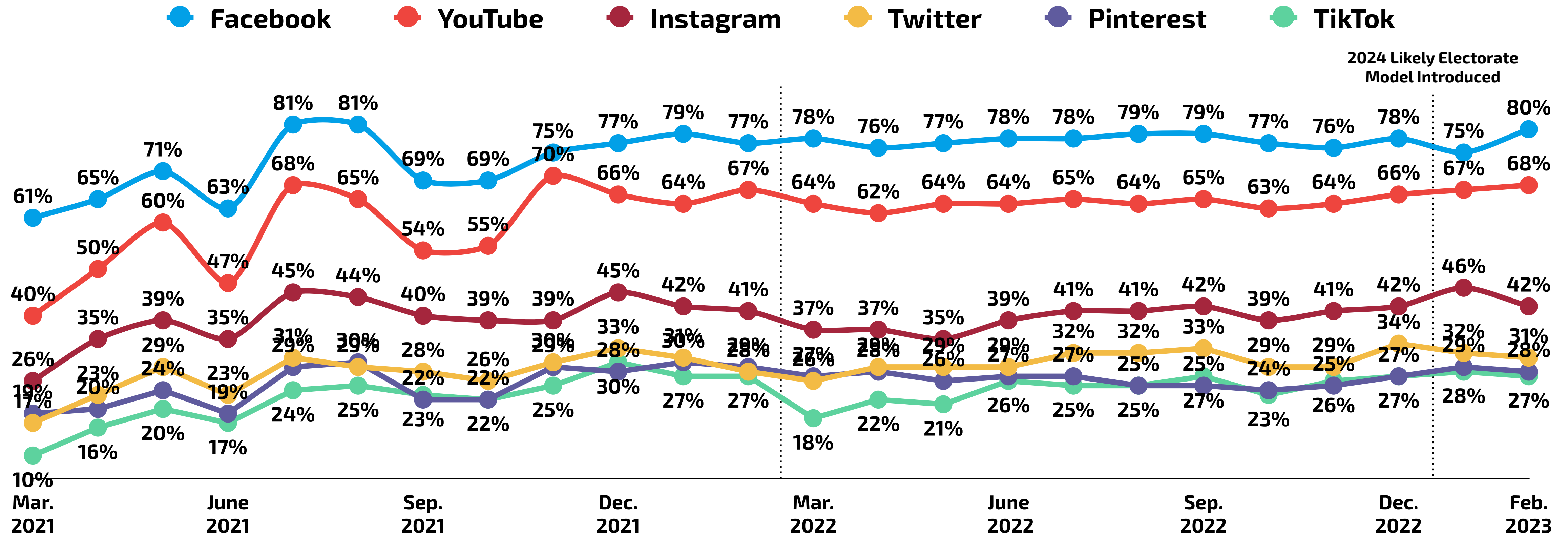
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Facebook (80%), YouTube (68%) Used By Majorities Of Voters; 27% Use TikTok

Q. Which social media platforms or apps do you use?

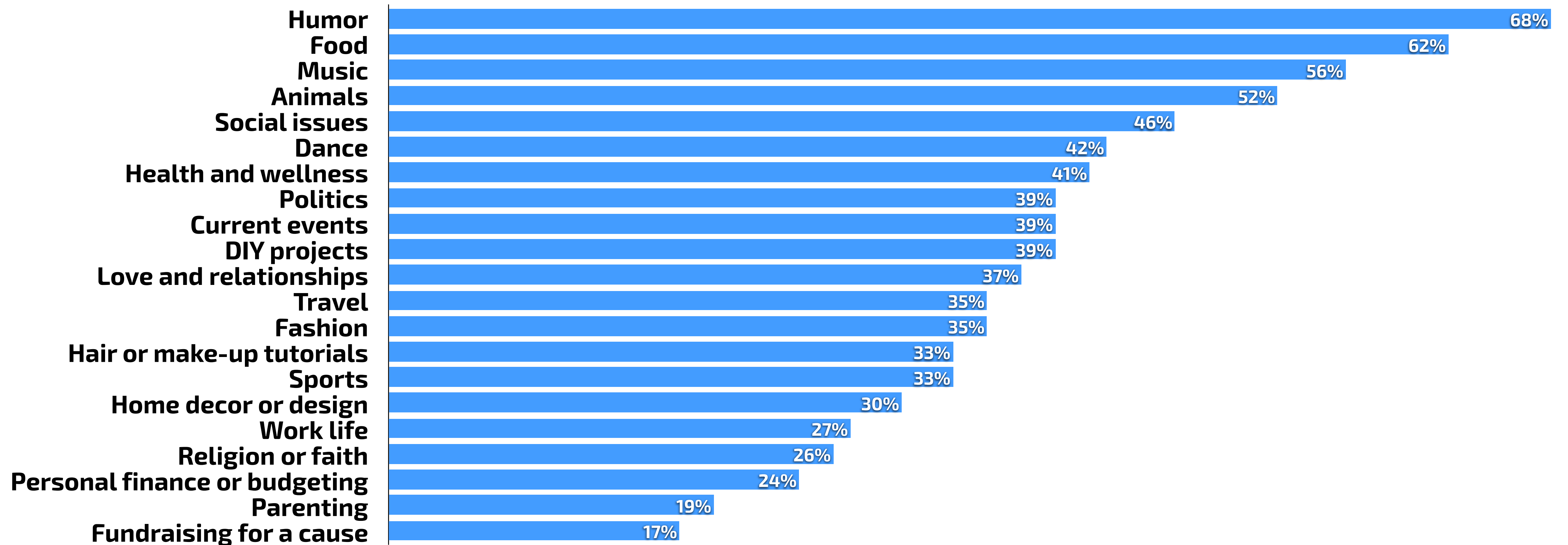


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Notes: Surveys prior to March 2022 were of Registered Voters, not weighted to Likely Electorate. Only the top 6 social media answers are shown.

Humor (68%), Food (62%) Most Widely-Viewed Video Topics On TikTok

Q.What topics have you seen videos about on TikTok? Select all that apply. [ASKED OF THOSE WHO SAY THEY USE TIK TOK]

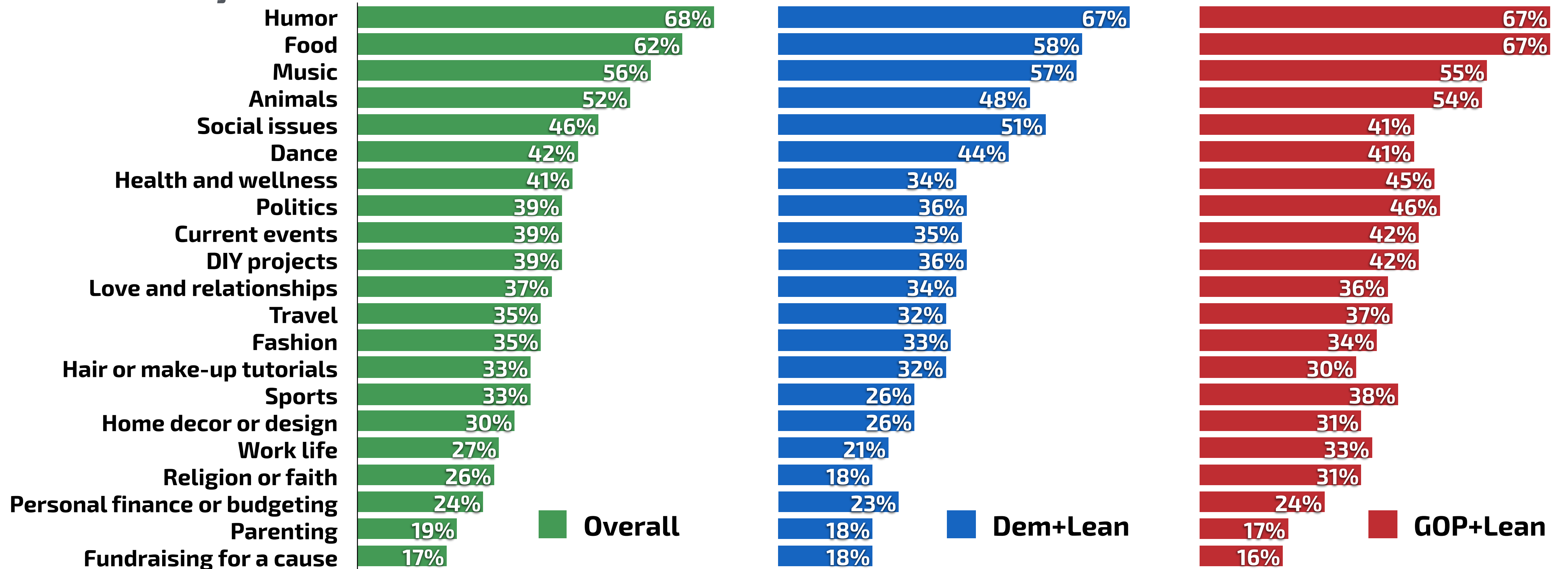


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Note: Something else, and None of these not shown

Democrats 10 Points More Likely To See TikToks About Social Issues, Republicans 13 Points More Likely To Watch Videos About Faith Or Religion

Q.What topics have you seen videos about on TikTok? Select all that apply. [ASKED OF THOSE WHO SAY THEY USE TIK TOK]

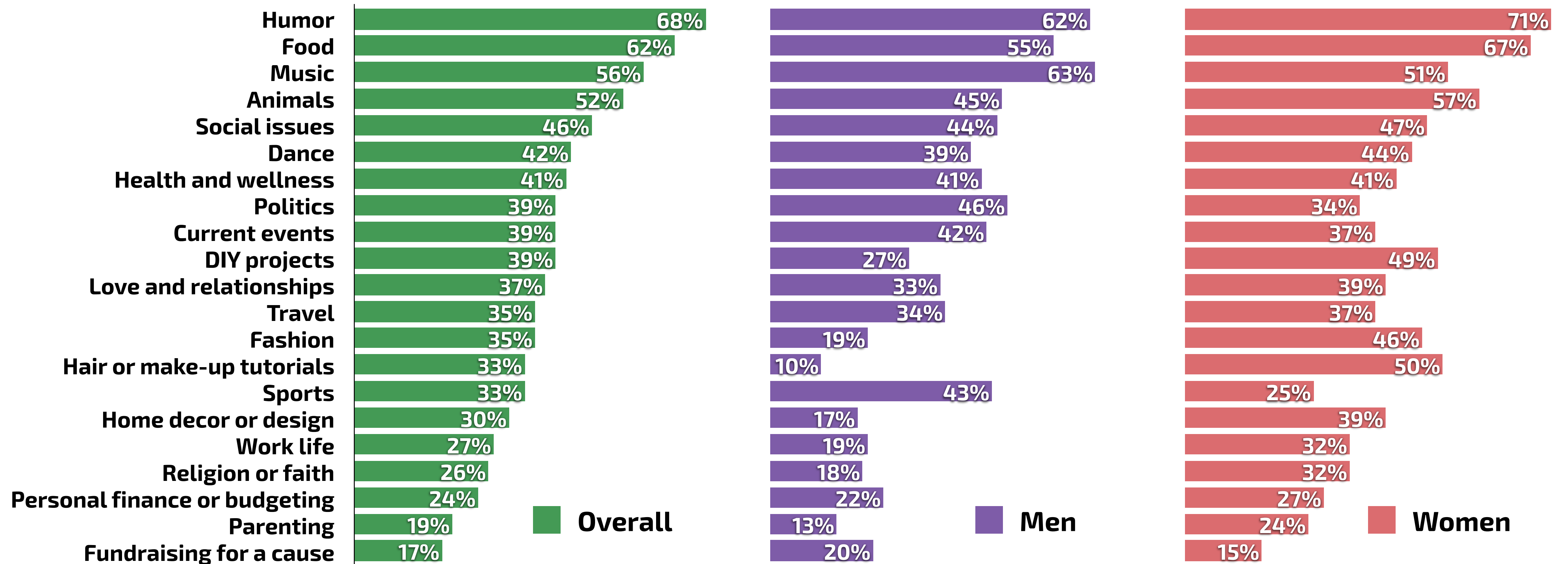


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Note: Something else, and None of these not shown

Women More Likely To Watch TikToks About Fashion, Hair Or Makeup, DIY Projects; Men More Likely To Watch TikToks About Sports, Politics

Q.What topics have you seen videos about on TikTok? Select all that apply. [ASKED OF THOSE WHO SAY THEY USE TIK TOK]



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