

BANNING TIKTOK

Analyzing Support for a Forced Sale Due to Its CCP Connections

McLaughlin & Associates

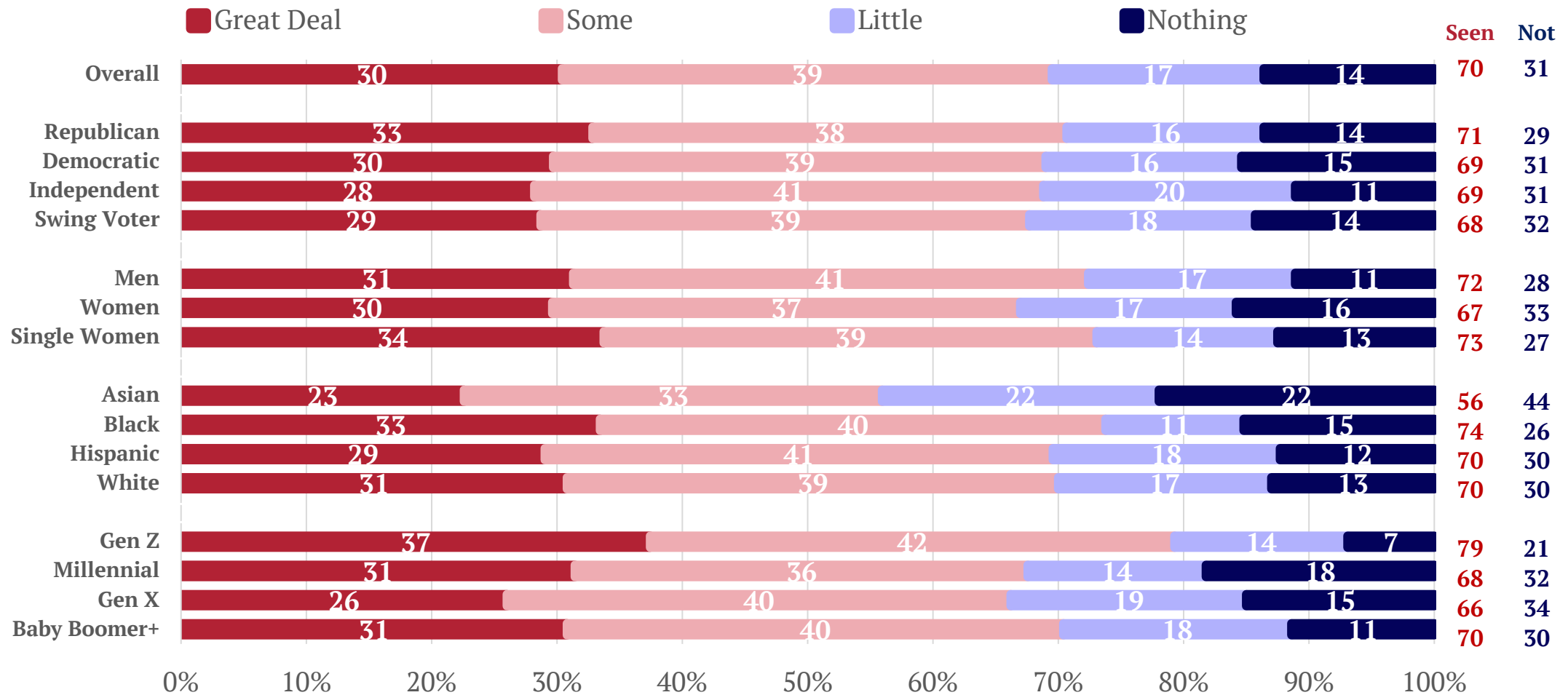


KEY TAKEAWAYS

- A majority of Gen Z voters are frequent TikTok users, while a plurality or majority of other age groups don't have an account.
- Most Americans know that TikTok is owned by a Chinese company, but frequent TikTok users are less aware than other Americans.
- Nearly 2-in-3 voters support banning TikTok unless the Chinese company that owns it sells and separates itself. However, a majority of Gen Z voters are opposed.
- Voters are most concerned with the amount of time children spend on TikTok and the company sharing user information with the Chinese Communist Party.

7-in-10 Voters Report Seeing News About TikTok

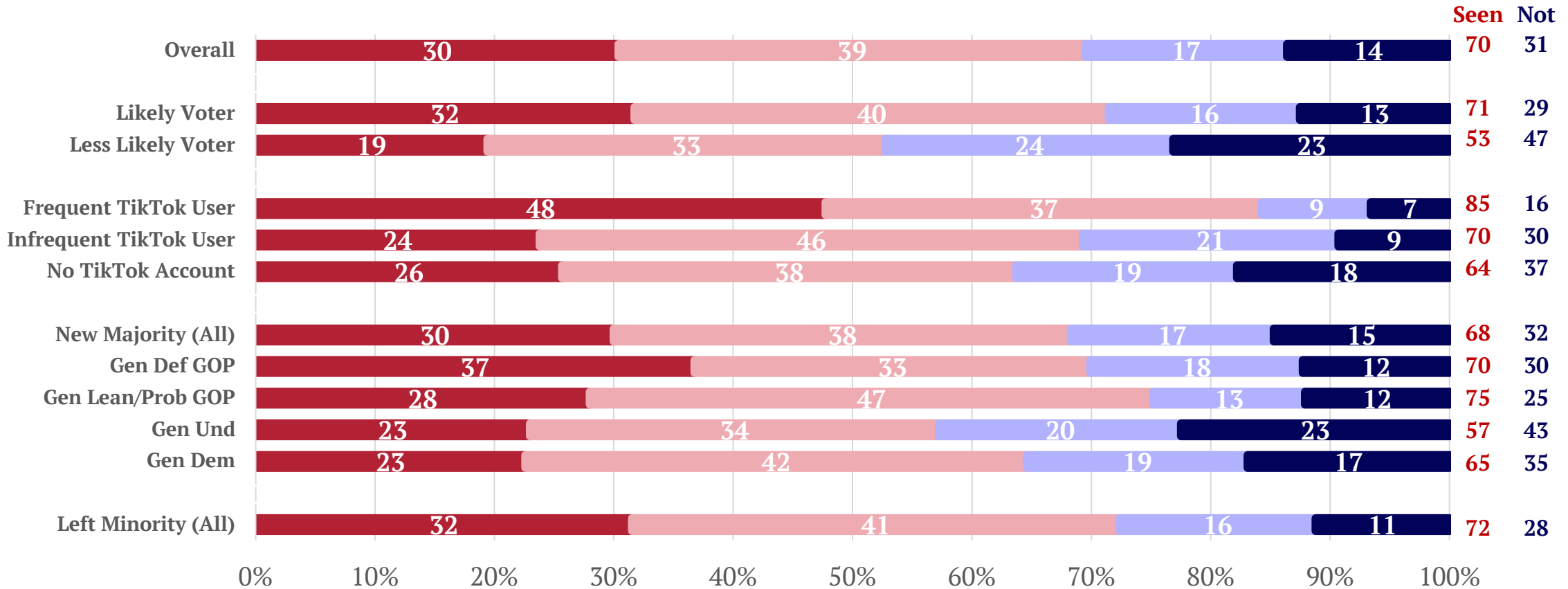
“How much have you seen, read, or heard in the news lately about the social media platform TikTok?”



Younger and Frequent TikTok Users Report Seeing More News About the Platform

“How much have you seen, read, or heard in the news lately about the social media platform TikTok?”

Great Deal Some Little Nothing Don't Know



*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



8-in-10 Voters Know TikTok is a Chinese Company

YOUNG VOTERS LESS AWARE THAN OLDER VOTERS DESPITE SEEING MORE NEWS ABOUT THE PLATFORM

“To the best of your knowledge, from what country is the company that owns TikTok?”

| | Overall | GOP | DEM | IND | Swing Voter | Men | Women | Single Women | Asian | Black | Hisp. | White | Gen Z | Millennial | Gen X | Baby Boomers+ |
|---------------------|---------|-----|-----|-----|-------------|-----|-------|--------------|-------|-------|-------|-------|-------|------------|-------|---------------|
| China | 80 | 82 | 78 | 80 | 81 | 87 | 74 | 70 | 82 | 76 | 76 | 82 | 61 | 76 | 83 | 87 |
| Singapore | 3 | 2 | 2 | 4 | 3 | 2 | 4 | 7 | 2 | 3 | 1 | 3 | 16 | 1 | 2 | 0 |
| USA | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 2 | 6 | 3 | 3 | 2 | 4 | 4 | 2 | 1 |
| Japan | 2 | 1 | 2 | 2 | 2 | 1 | 3 | 2 | 0 | 2 | 3 | 2 | 2 | 2 | 2 | 2 |
| Byte Dance | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 2 | 2 | 0 | 1 | 1 | 3 | 1 | 0 | 0 |
| Asian | 1 | 1 | 0 | 1 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 1 | 1 |
| Meta | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 1 | 0 | 2 | 1 | 0 | 1 | 1 | 0 | 0 |
| USA & China | 0 | 0 | 0 | 1 | 0 | 1 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 1 |
| Google | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Russia | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Malaysia | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 |
| Great Britain | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Germany | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 |
| South Korea | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cayman Islands | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not Owned by Nation | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Don't Know | 11 | 11 | 12 | 9 | 11 | 7 | 15 | 15 | 9 | 15 | 15 | 9 | 14 | 15 | 9 | 8 |



Frequent Tiktok Users Are Less Aware of Chinese Ownership of Platform

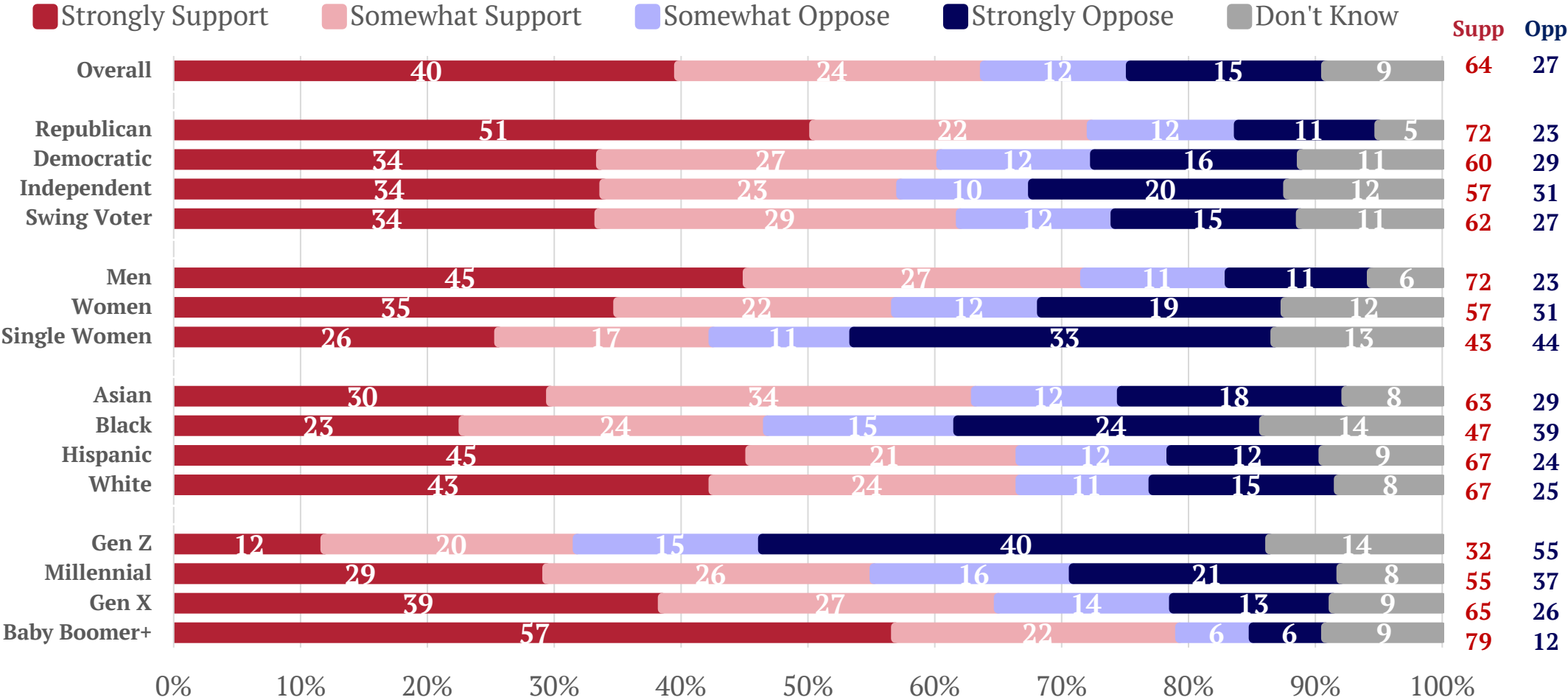
“To the best of your knowledge, from what country is the company that owns TikTok?”

| | All | Likely Voter | Less Likely Voter | Use TikTok Often | Do Not Use TikTok Often | No TikTok Account | New Majority (All) | Gen Def GOP | Gen Lean/Prob GOP | Gen Und | Gen Dem | Left Minority (All) |
|---------------------|-----|--------------|-------------------|------------------|-------------------------|-------------------|--------------------|-------------|-------------------|---------|---------|---------------------|
| China | 80 | 83 | 57 | 67 | 79 | 86 | 80 | 82 | 81 | 71 | 81 | 81 |
| Singapore | 3 | 3 | 4 | 9 | 3 | 0 | 2 | 1 | 3 | 4 | 3 | 4 |
| USA | 2 | 2 | 5 | 2 | 4 | 2 | 3 | 2 | 4 | 2 | 2 | 1 |
| Japan | 2 | 2 | 1 | 3 | 2 | 1 | 1 | 1 | 1 | 3 | 1 | 3 |
| Byte Dance | 1 | 0 | 2 | 2 | 0 | 0 | 1 | 0 | 1 | 2 | 0 | 1 |
| Asian | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 1 | 0 | 0 | 0 |
| Meta | 0 | 0 | 2 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 1 | 0 |
| USA & China | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Google | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 |
| Russia | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 1 | 0 | 0 |
| Malaysia | 0 | 0 | 1 | 1 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Great Britain | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 |
| Germany | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| South Korea | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Cayman Islands | 0 | 0 | 0 | 0 | 1 | 0 | 0 | 0 | 0 | 0 | 0 | 0 |
| Not Owned by Nation | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 0 | 1 | 0 | 0 |
| Don't Know | 11 | 9 | 26 | 14 | 10 | 10 | 12 | 13 | 7 | 17 | 11 | 9 |

Nearly 2-in-3 Voters Support a Forced Sale of TikTok

GEN Z THE ONLY DEMOGRAPHIC OPPOSED

“TikTok is a social media platform owned by a Chinese company with about 150 million users in the United States. This company, like many Chinese companies, has close ties to the Chinese Communist Party. Do you support or oppose a law that would ban TikTok in the United States unless the Chinese company that owns it sells and separates itself from TikTok?”

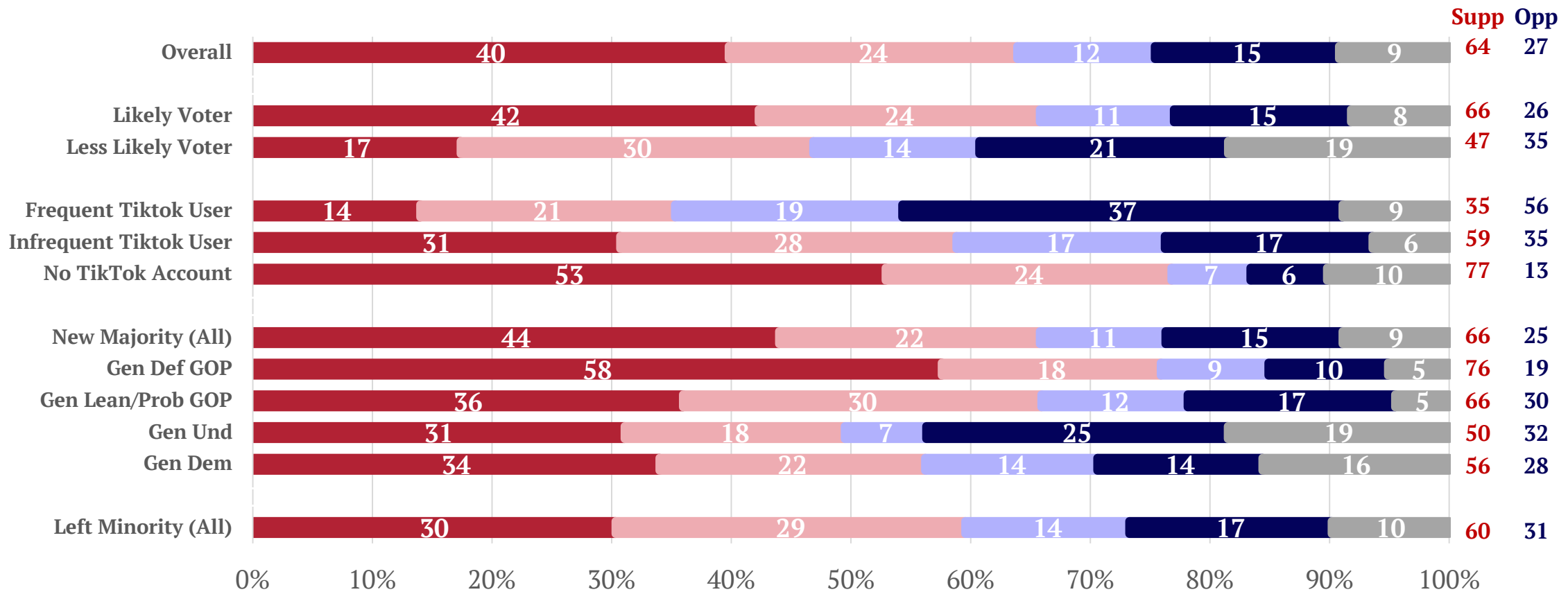


Frequent TikTok Users Oppose A Forced Sale

SIMILAR OPPOSITION TO GEN Z

“TikTok is a social media platform owned by a Chinese company with about 150 million users in the United States. This company, like many Chinese companies, has close ties to the Chinese Communist Party. Do you support or oppose a law that would ban TikTok in the United States unless the Chinese company that owns it sells and separates itself from TikTok?”

■ Strongly Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Strongly Oppose
 ■ Don't Know



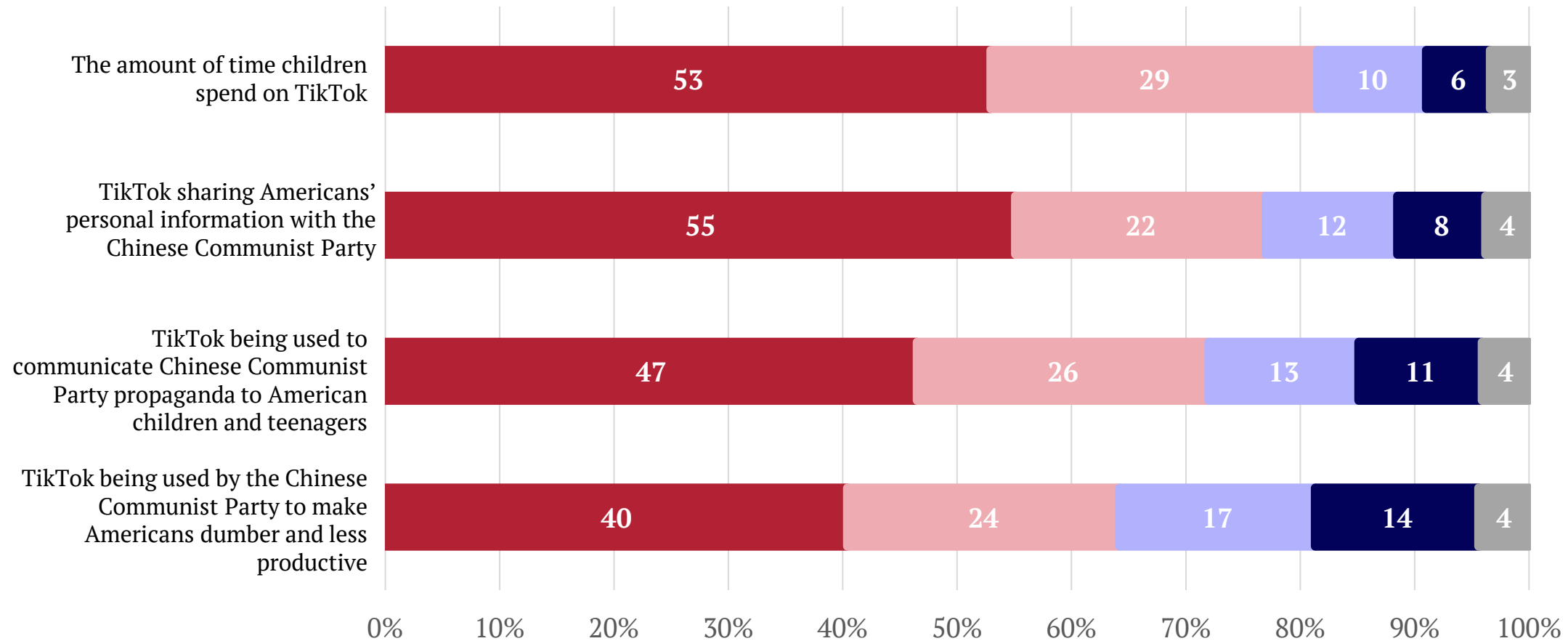
*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



Voters Most Concerned with Amount of Time Children Spend on TikTok & Sharing Information with the CCP

SEE APPENDIX FOR DEMOGRAPHIC BREAKDOWNS ON EACH

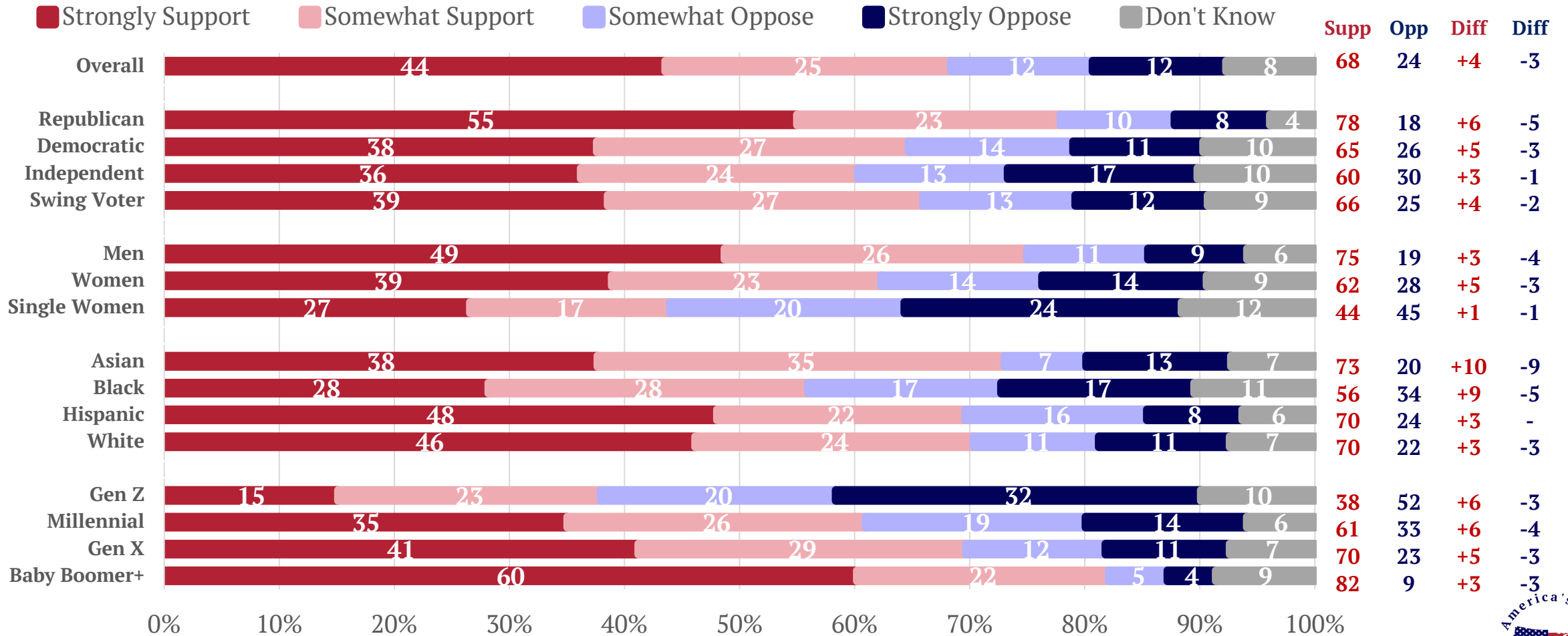
Very Concerned Somewhat Concerned Not That Concerned Not At All Concerned Don't Know



Small Increase in Voters Who Support Forced Sale

GEN Z STILL OPPOSED

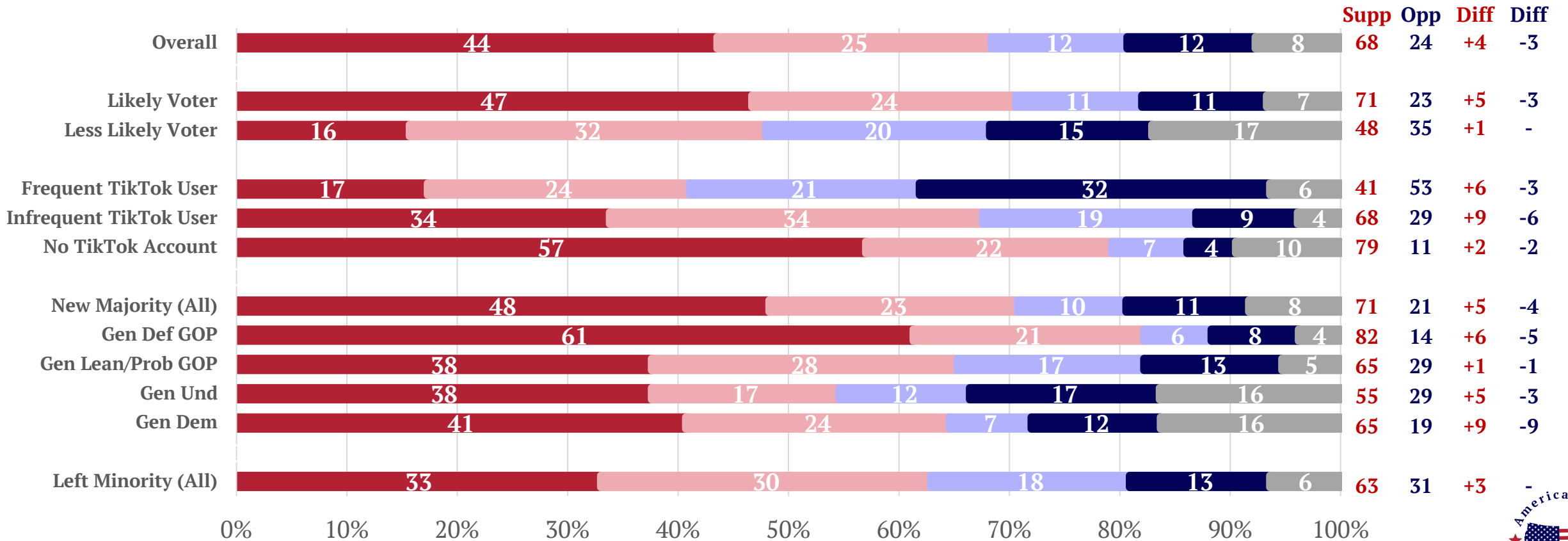
“Now, do you support or oppose a law that would ban TikTok in the United States unless the Chinese company that owns it sells and separates itself from TikTok?”



Small Increase in Voters Who Support Forced Sale

“Now, do you support or oppose a law that would ban TikTok in the United States unless the Chinese company that owns it sells and separates itself from TikTok?”

■ Strongly Support
 ■ Somewhat Support
 ■ Somewhat Oppose
 ■ Strongly Oppose
 ■ Don't Know



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Nearly 6-in-10 Gen Z Voters Are Regular TikTok Users

PLURALITY OR MAJORITY OF OTHER GENERATIONS DON'T HAVE ACCOUNTS

“How often do you use TikTok?”

| | Overall | GOP | DEM | IND | Swing Voter | Men | Women | Single Women | Asian | Black | Hisp. | White | Gen Z | Millennial | Gen X | Baby Boomers+ |
|----------------------|---------|-----|-----|-----|-------------|-----|-------|--------------|-------|-------|-------|-------|-------|------------|-------|---------------|
| Hourly | 2 | 1 | 3 | 1 | 2 | 1 | 2 | 6 | 0 | 6 | 1 | 1 | 9 | 2 | 0 | 0 |
| Several Times A Day | 14 | 13 | 16 | 13 | 13 | 11 | 17 | 26 | 13 | 18 | 22 | 12 | 38 | 20 | 14 | 3 |
| Once A Day | 8 | 8 | 7 | 8 | 8 | 7 | 8 | 12 | 10 | 10 | 4 | 7 | 12 | 13 | 7 | 2 |
| At Least Once A Week | 7 | 6 | 9 | 6 | 7 | 7 | 7 | 7 | 13 | 10 | 9 | 6 | 6 | 12 | 9 | 3 |
| Less Often | 4 | 4 | 4 | 3 | 4 | 3 | 5 | 6 | 0 | 6 | 6 | 3 | 12 | 4 | 4 | 1 |
| Rarely | 8 | 11 | 4 | 10 | 9 | 6 | 9 | 9 | 10 | 10 | 5 | 8 | 8 | 8 | 10 | 6 |
| Don't Have TikTok | 58 | 58 | 57 | 60 | 58 | 66 | 52 | 35 | 54 | 41 | 54 | 63 | 16 | 41 | 56 | 86 |



New Majority and Left Minority Voters Use TikTok In Similar Amounts

“How often do you use TikTok?”

| | Overall | Likely Voter | Less Likely Voter | New Majority (All) | Gen Def GOP | Gen Lean/Prob GOP | Gen Und | Gen Dem | Left Minority (All) |
|----------------------|---------|--------------|-------------------|--------------------|-------------|-------------------|---------|---------|---------------------|
| Hourly | 2 | 1 | 7 | 1 | 1 | 2 | 2 | 2 | 2 |
| Several Times A Day | 14 | 13 | 20 | 14 | 10 | 17 | 17 | 17 | 13 |
| Once A Day | 8 | 7 | 10 | 8 | 7 | 9 | 8 | 6 | 8 |
| At Least Once A Week | 7 | 7 | 6 | 6 | 6 | 7 | 6 | 5 | 10 |
| Less Often | 4 | 3 | 7 | 3 | 2 | 5 | 4 | 3 | 4 |
| Rarely | 8 | 8 | 10 | 9 | 10 | 10 | 10 | 5 | 5 |
| Don't Have TikTok | 58 | 60 | 41 | 58 | 63 | 51 | 53 | 61 | 58 |



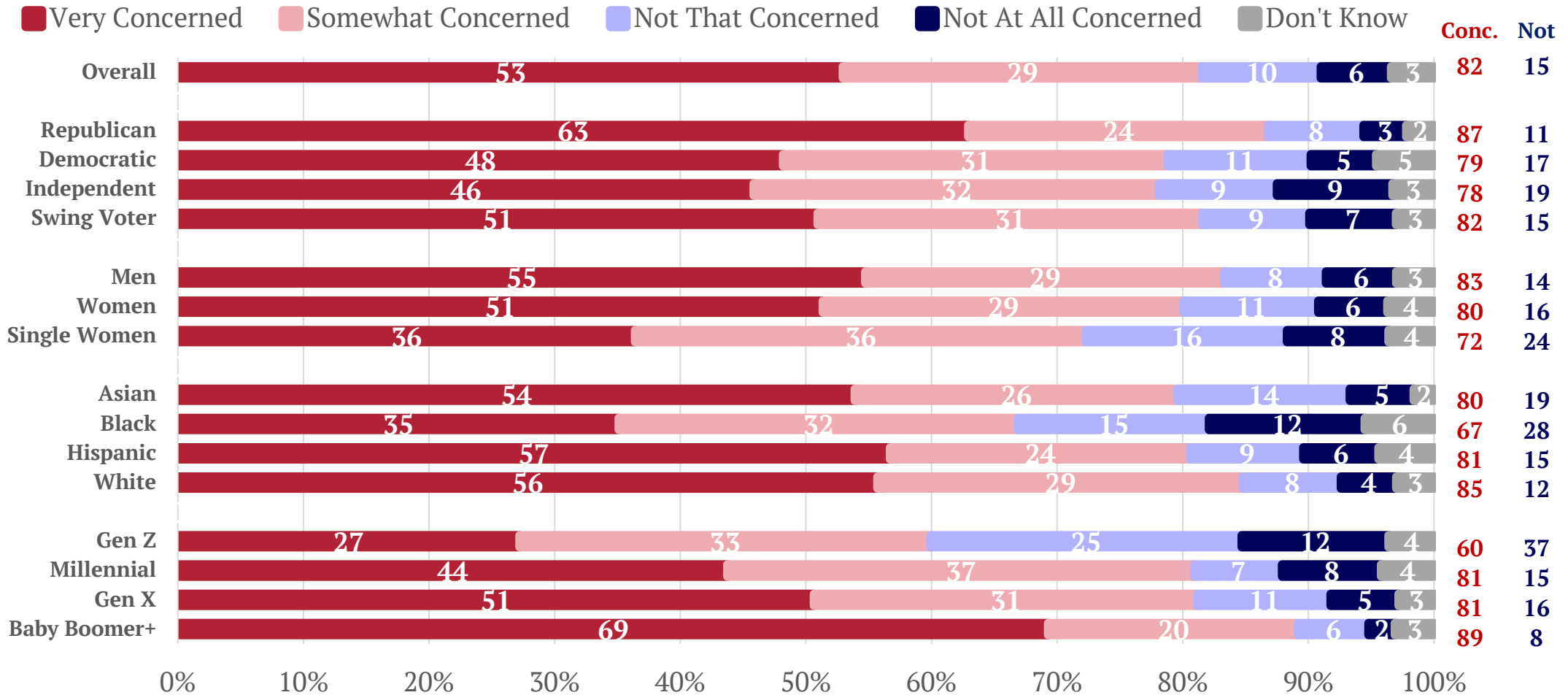
Appendix



CONCERN - Time Children Spend on TikTok

STANDARD TABS

“Knowing that TikTok is owned by a Chinese company with close ties to the Chinese Communist Party, how concerned are you about each of the following?”
The amount of time children and teenagers spend on TikTok.

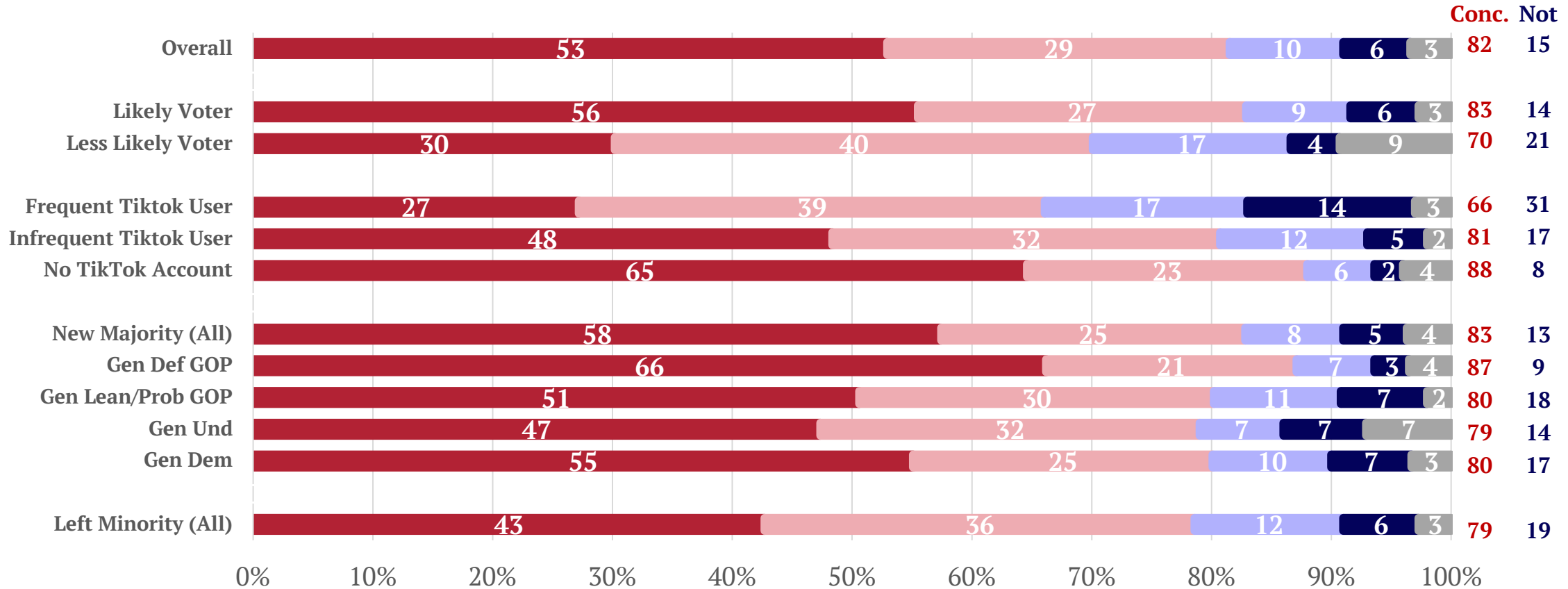


CONCERN - Time Children Spend on TikTok

CUSTOM TABS

“Knowing that TikTok is owned by a Chinese company with close ties to the Chinese Communist Party, how concerned are you about each of the following?”
The amount of time children and teenagers spend on TikTok.

Very Concerned Somewhat Concerned Not That Concerned Not At All Concerned Don't Know



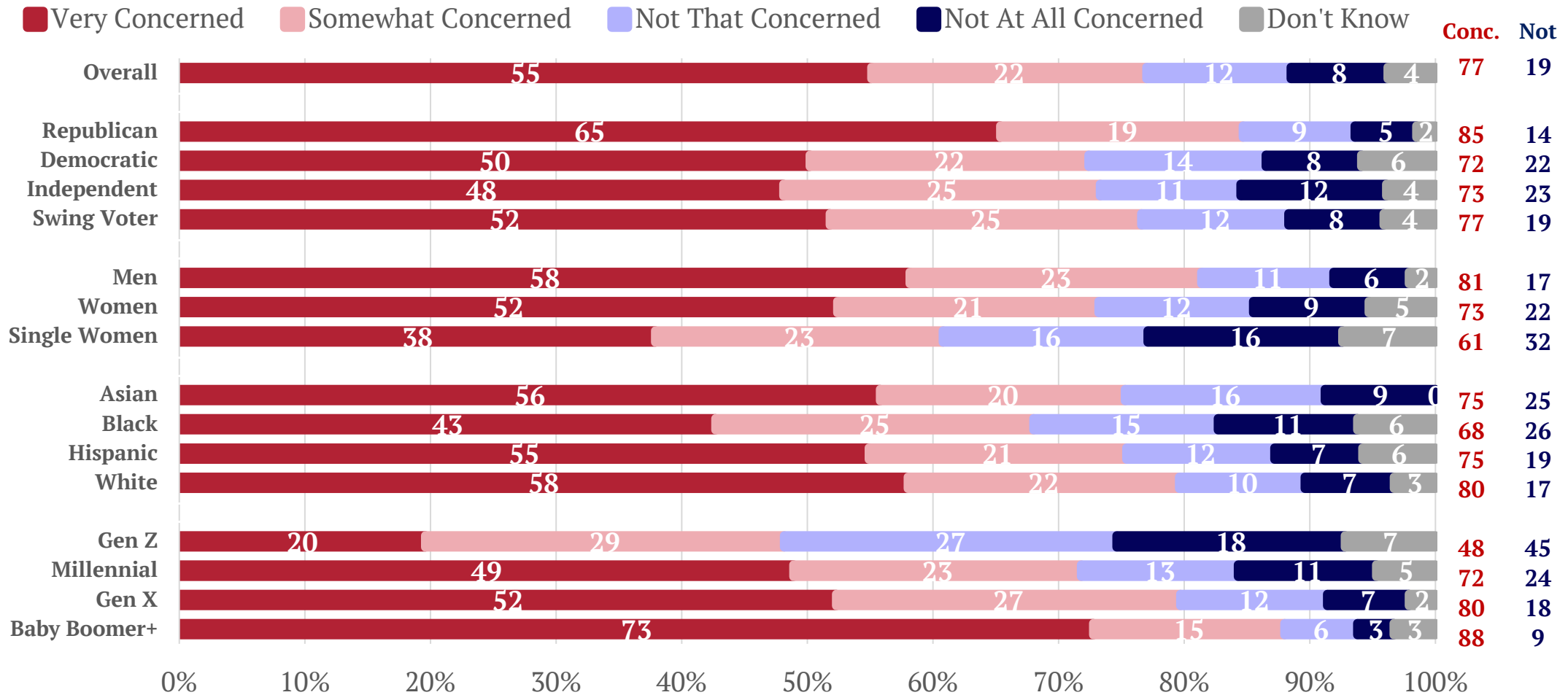
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CONCERN – Sharing Info with CCP

STANDARD TABS

“Knowing that TikTok is owned by a Chinese company with close ties to the Chinese Communist Party, how concerned are you about each of the following?”
TikTok sharing Americans’ personal information with the Chinese Communist Party.

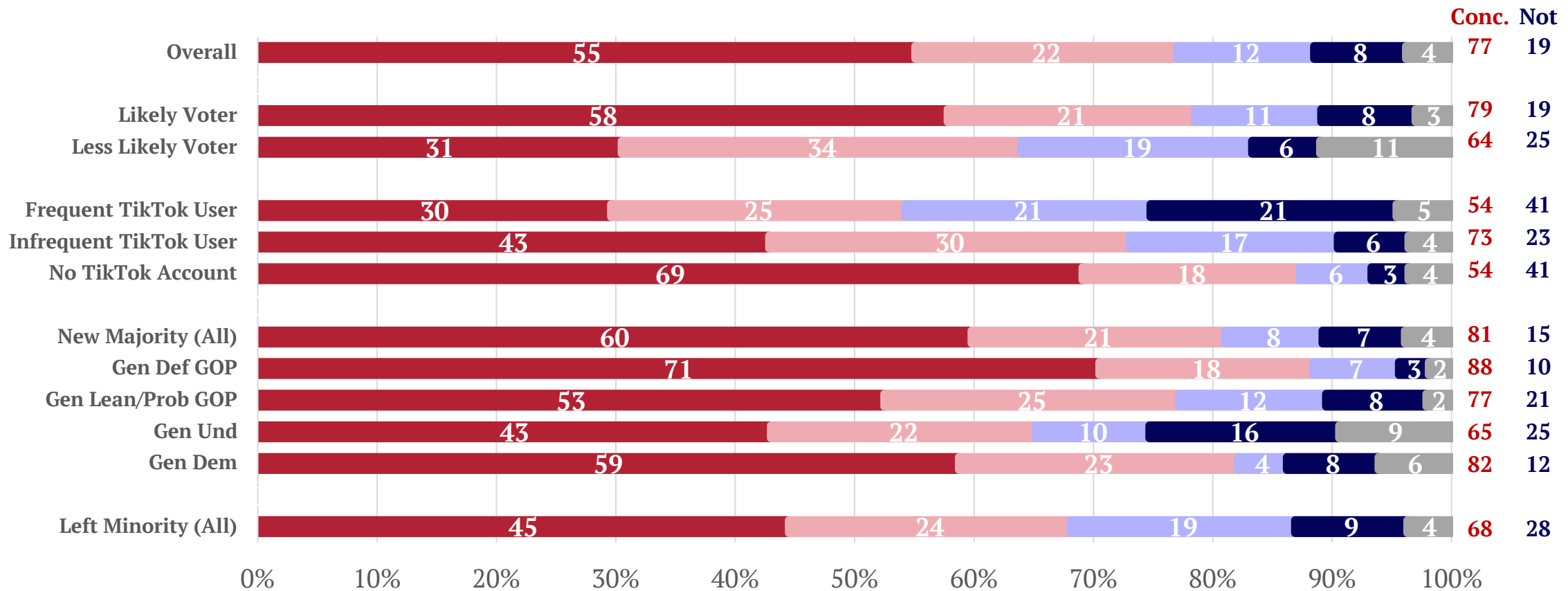


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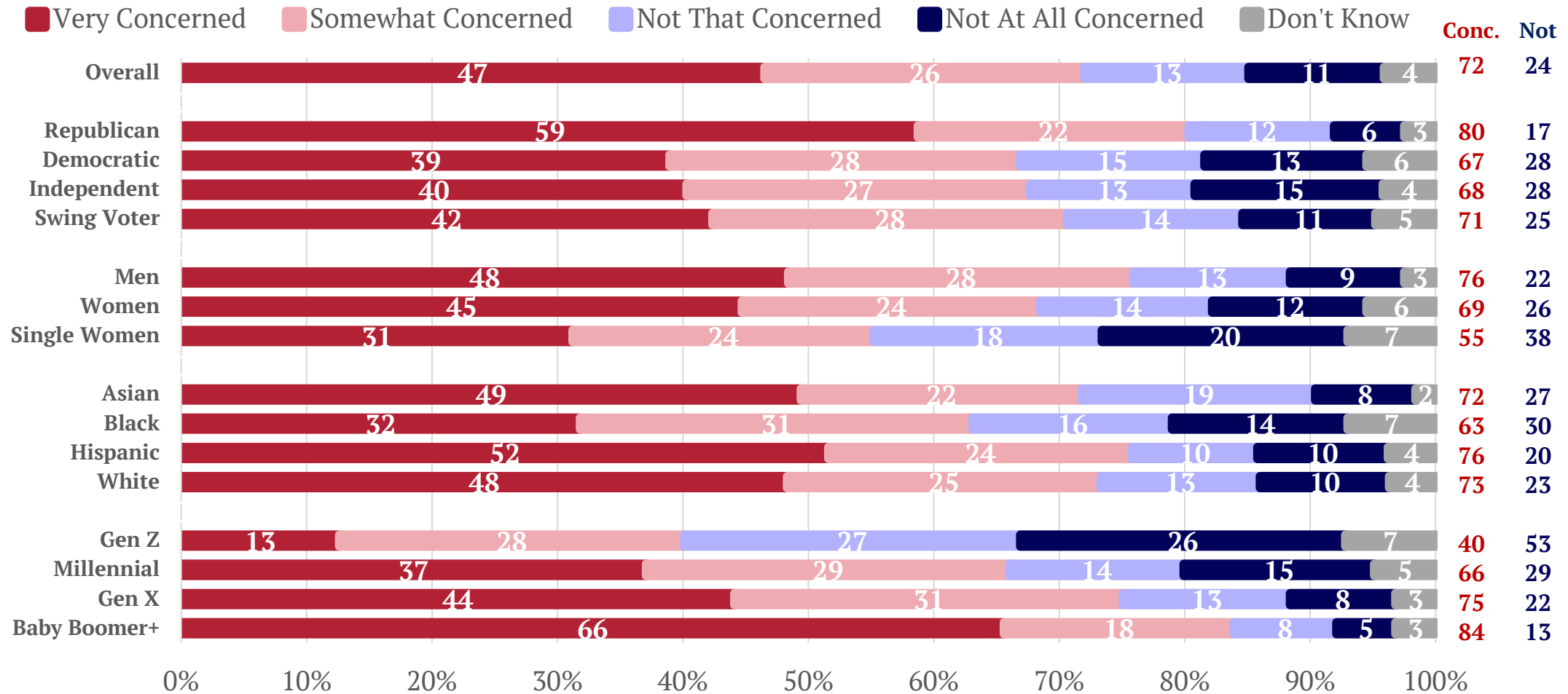
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CONCERN – CCP Propaganda

STANDARD TABS

“Knowing that TikTok is owned by a Chinese company with close ties to the Chinese Communist Party, how concerned are you about each of the following?”
TikTok being used to communicate Chinese Communist Party propaganda to American children and teenagers.

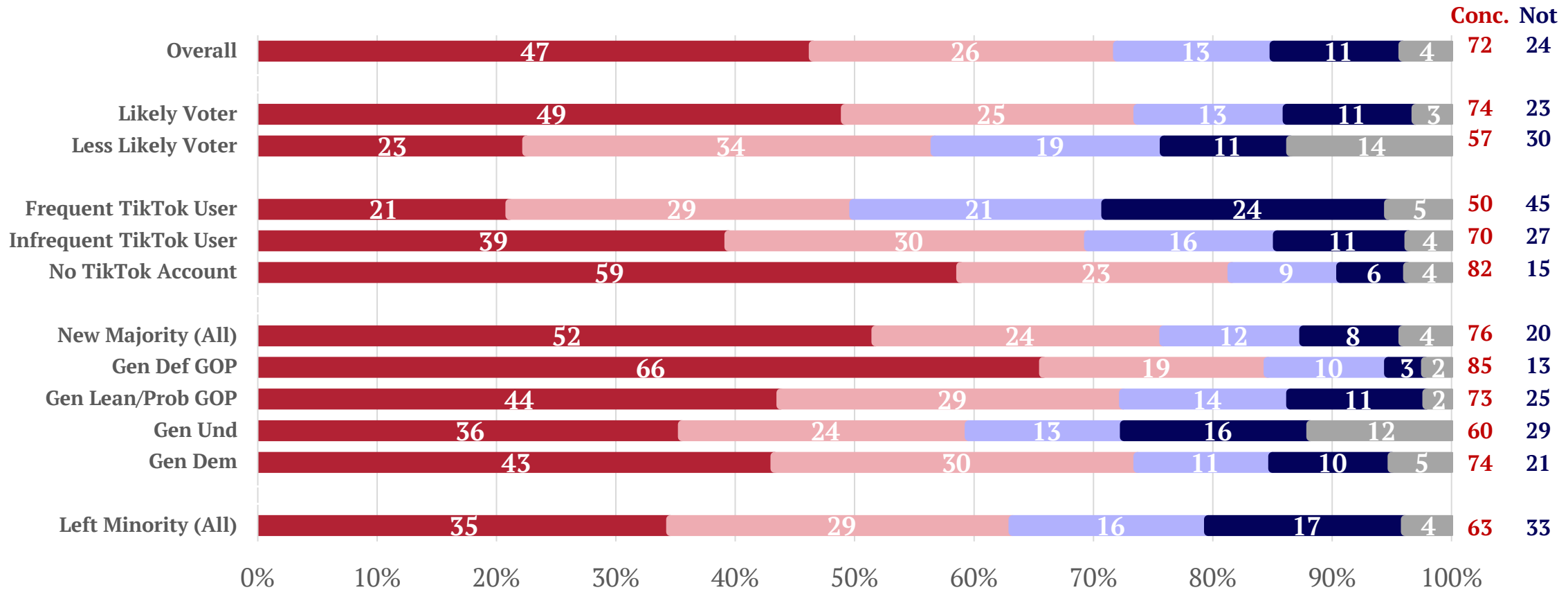


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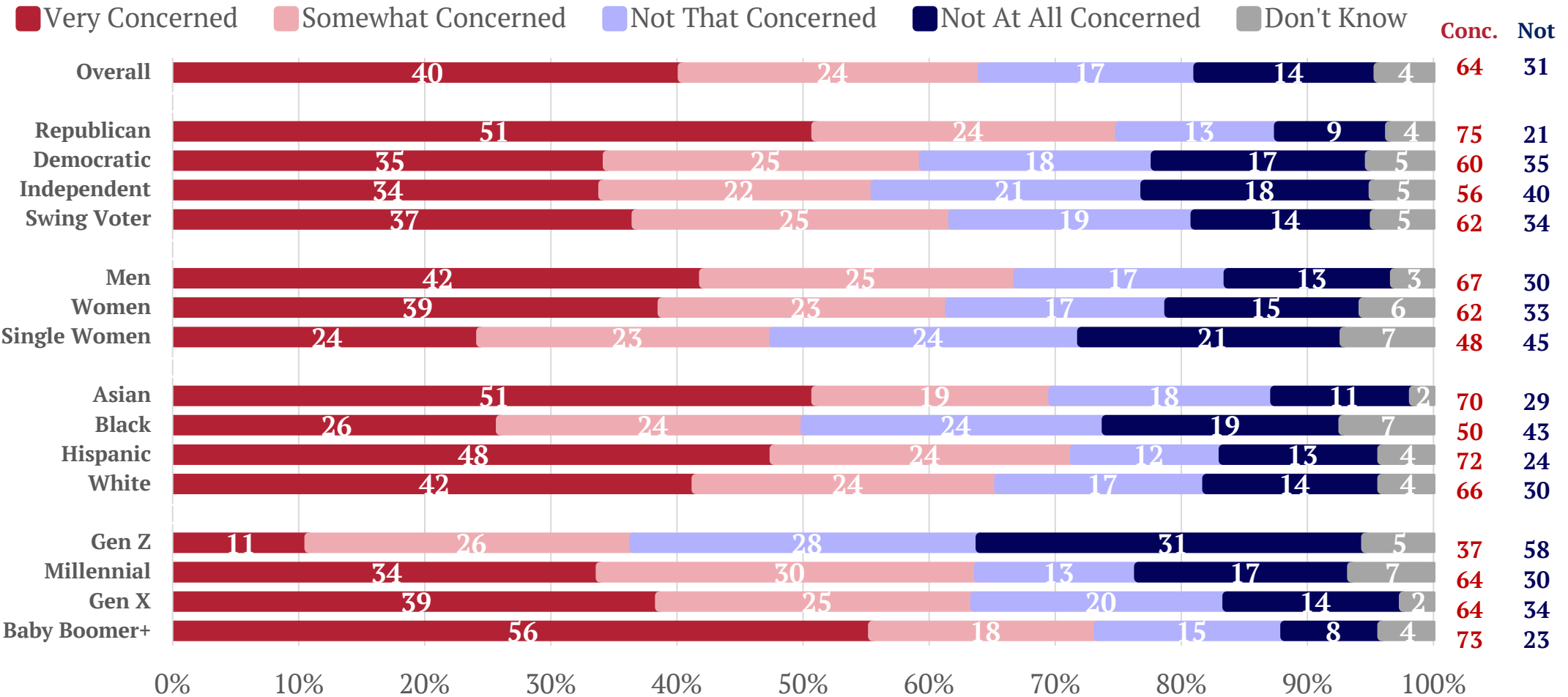
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CONCERN – TikTok Making Americans Dumber

STANDARD TABS

“Knowing that TikTok is owned by a Chinese company with close ties to the Chinese Communist Party, how concerned are you about each of the following?”
TikTok being used by the Chinese Communist Party to make Americans dumber and less productive.

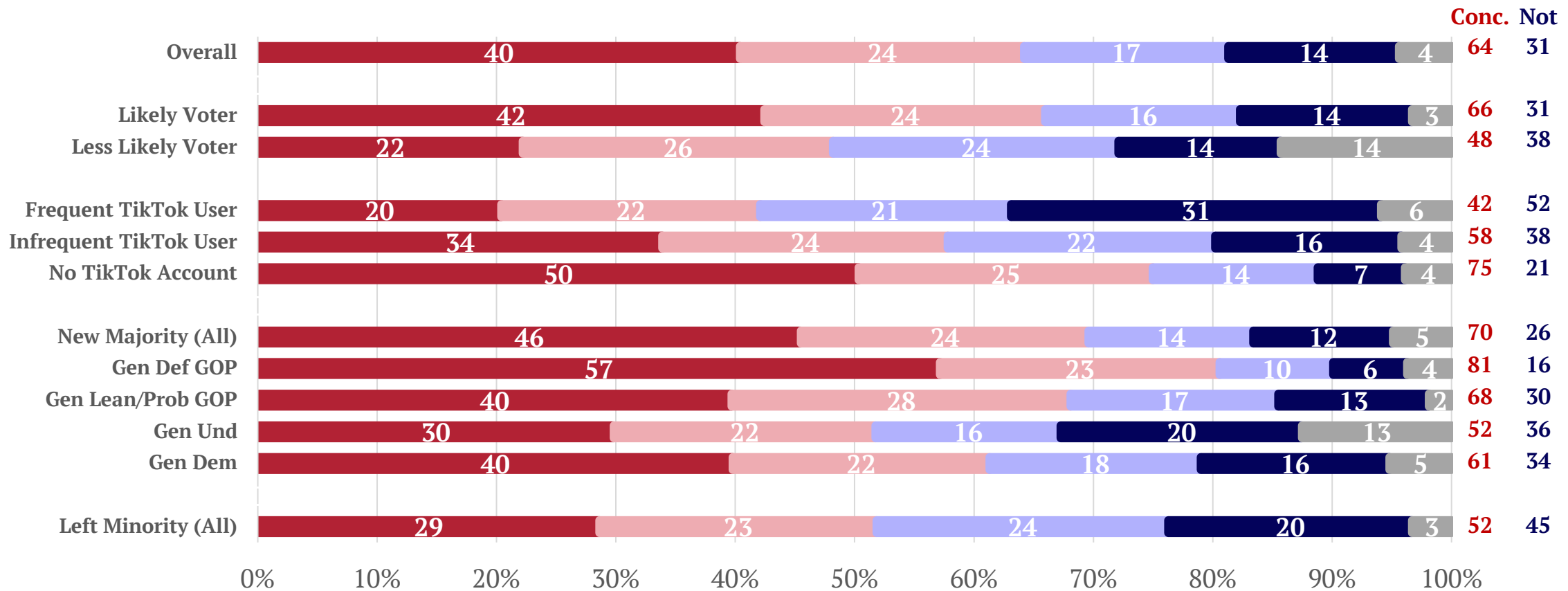


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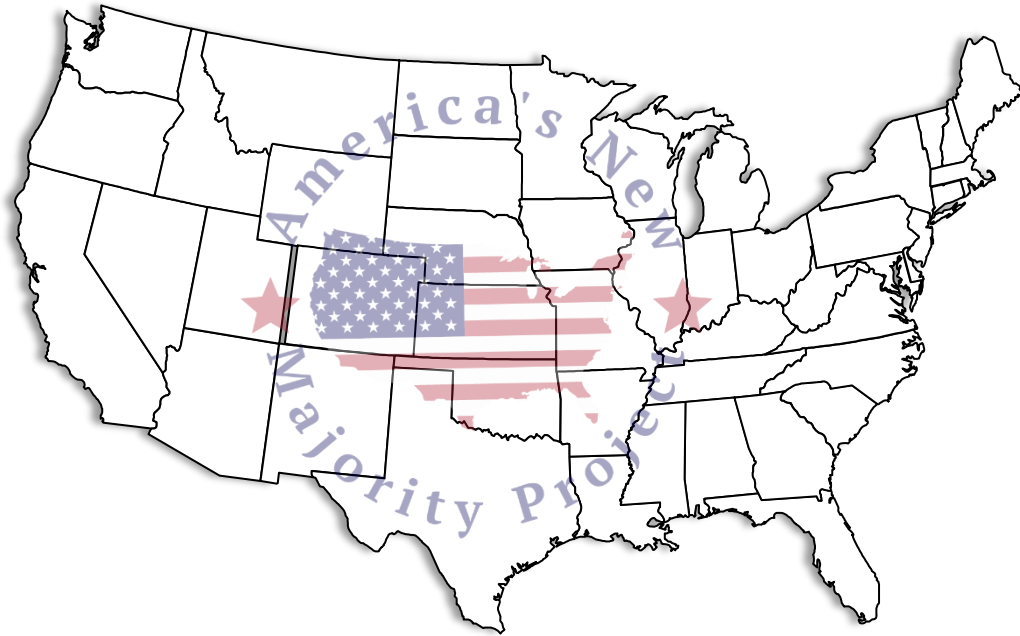


Methodology

Mclaughlin & Associates partnered with Gingrich360 to conduct a national survey for America's New Majority Project. This national survey was conducted among 2,000 registered voters between March 23-26, 2024.

All interviews were conducted online. Survey invitations were distributed randomly within predetermined geographic units. These units were structured to correlate with actual general election turnout.

The sample of 2,000 registered voters has an accuracy of +/- 2.2% at a 95% confidence interval. The numbers in this presentation have been rounded and may not equal 100%.



| | |
|--------------------|-----|
| New England | 5% |
| Middle Atlantic | 13% |
| East North Central | 16% |
| West North Central | 6% |
| South Atlantic | 21% |
| East South Central | 6% |
| West South Central | 11% |
| Mountain | 7% |
| Pacific | 15% |

| | |
|-------|-----|
| 18-29 | 15% |
| 30-40 | 17% |
| 41-55 | 25% |
| 56-65 | 19% |
| 66+ | 24% |

| | |
|----------|-----|
| White | 68% |
| Hispanic | 13% |
| Black | 13% |
| Asian | 4% |
| Other | 2% |

| | |
|--------|-----|
| Male | 47% |
| Female | 53% |

| | |
|-------------|-----|
| Democratic | 36% |
| Republican | 37% |
| Independent | 27% |

| | |
|------------------|-----|
| Less/4yr College | 67% |
| Bachelor's/P.G | 33% |

