



**Impact of Potential TikTok Ban  
on Gen Z's support for Joe Biden**

 **McLaughlin & Associates**

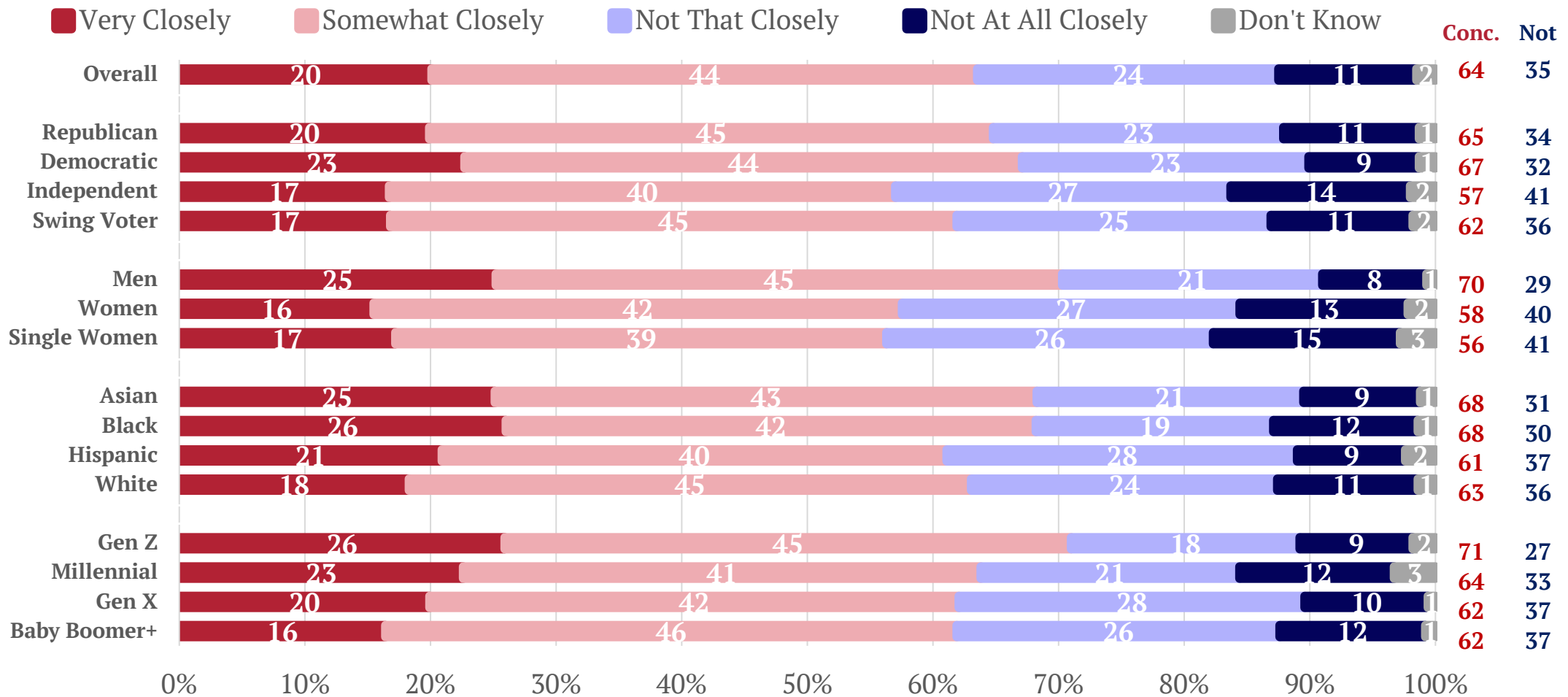


# KEY TAKEAWAYS

- President Biden won 65% of Gen Z voters in 2020, but his support for legislation that could ban the Chinese social media app TikTok unless it is sold to an American company risks alienating these voters.
- 55% of Gen Z voters oppose the TikTok ban. 31% strongly oppose it. This is even though roughly 2-in-3 Gen Z voters say they trust the American government and American social media companies more than the Chinese Communist Party and Chinese social media companies. (Most of the remaining say they don't know.)
- Due to Biden's support of the TikTok ban, 21% of Gen Z voters and 14% of undecided voters say they are much less likely to vote for Biden.

# Gen Z Voters Are Following News on the Potential TikTok Ban More Closely Than Other Voter Groups

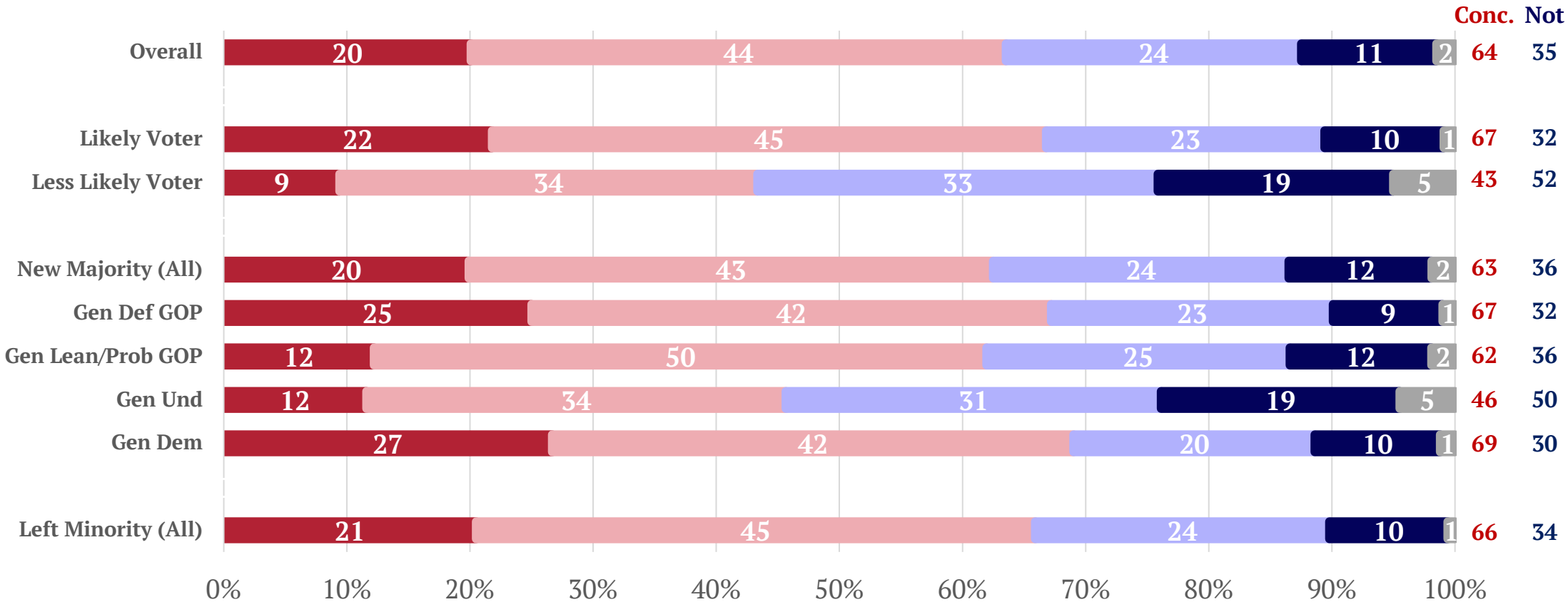
“How closely have you followed recent news stories about legislation that could ban the social media platform TikTok in the United States?”



# New Majority and Left Minority Voters Paying Similar Attention to News of Potential TikTok Ban

“How closely have you followed recent news stories about legislation that could ban the social media platform TikTok in the United States?”

■ Very Closely    
 ■ Somewhat Closely    
 ■ Not That Closely    
 ■ Not At All Closely    
 ■ Don't Know



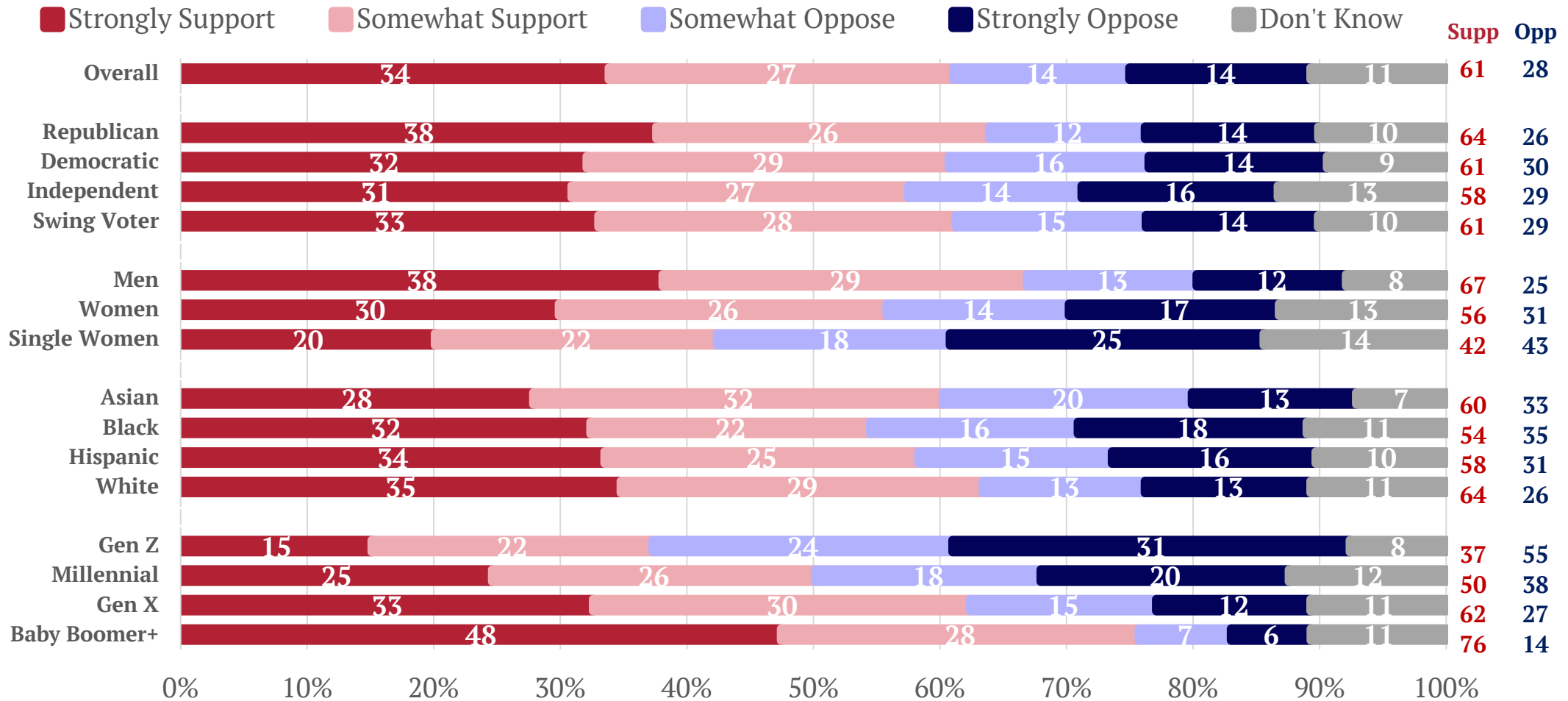
\*New Majority voters are determined through a screener survey of statements, asking respondents to rank their agreement on a 0 to 10 scale, as well as the intensity of their approval of the president and party preference on the generic ballot.



# 31% of Gen Z Voters Strongly Oppose Banning TikTok

GEN Z IS THE ONLY DEMOGRAPHIC MORE OPPOSED THAN SUPPORTIVE

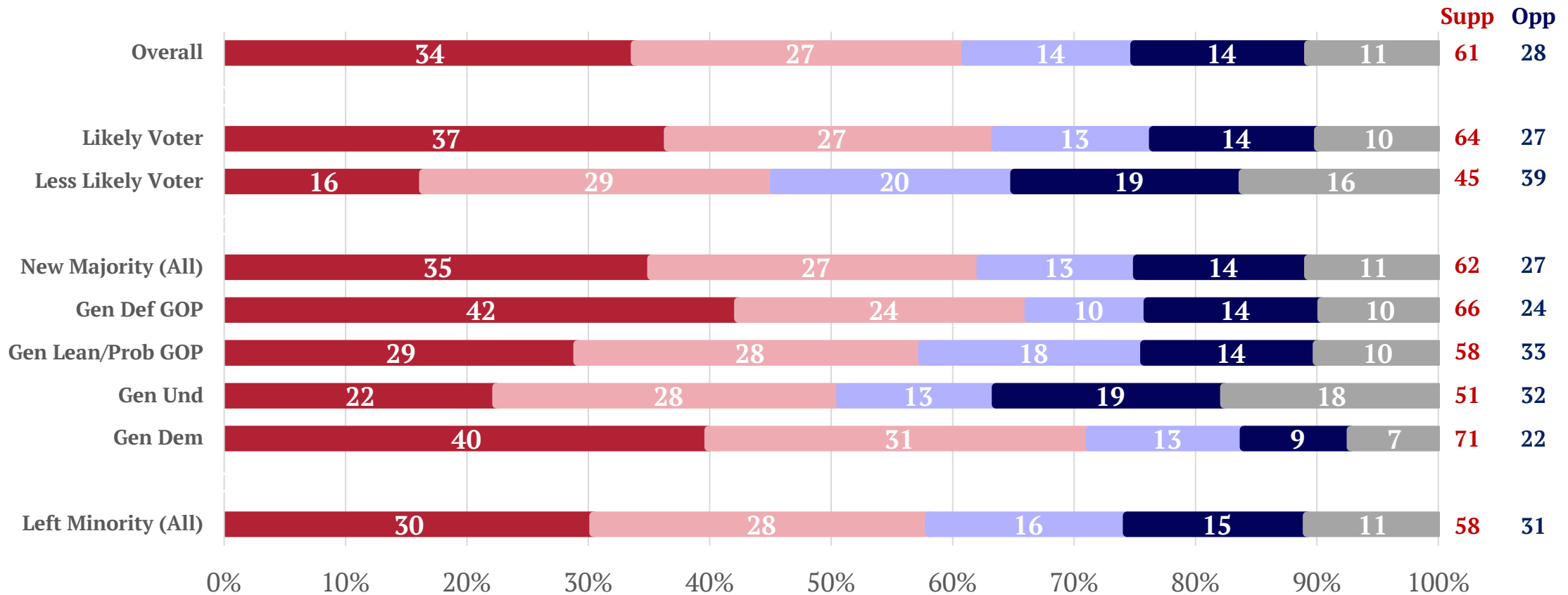
“TikTok is a social media platform owned by a Chinese company with about 150 million users in the United States. This company, like many Chinese companies, has close ties to the Chinese Communist Party. President Joe Biden recently signed into law bipartisan legislation that would ban TikTok in the United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



# New Majority and Left Minority Voters Similar in Support of Legislation Potential Banning TikTok

“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. President Joe Biden recently signed into law bipartisan legislation that would ban TikTok in the United States unless the Chinese company that owns it sells and separates itself from TikTok. Do you support or oppose this new law?”

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



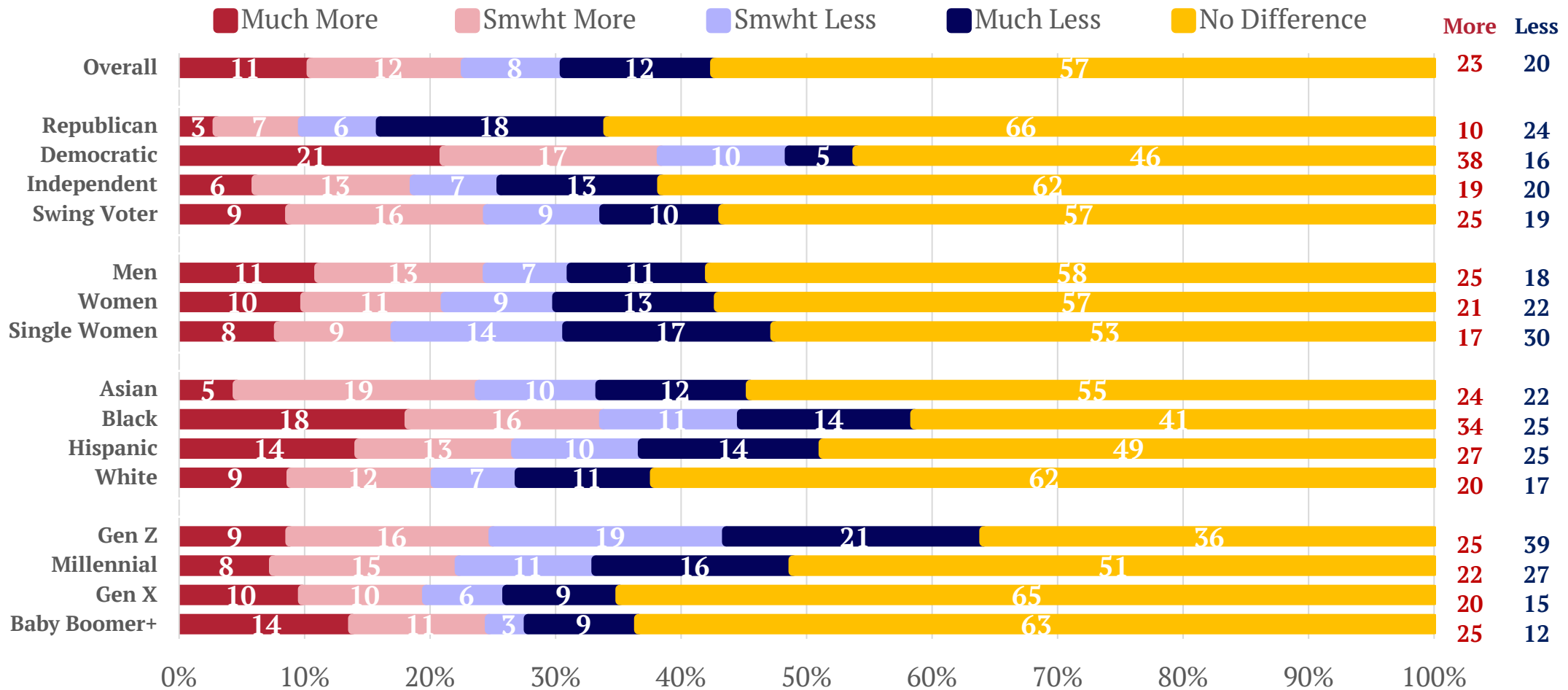
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# 21% of Gen Z Much Less Likely to Vote for Biden

24% OF GEN Z WOMEN AND 14% OF GEN Z MEN MUCH LESS LIKELY TO SUPPORT BIDEN DUE TO TIKTOK BAN

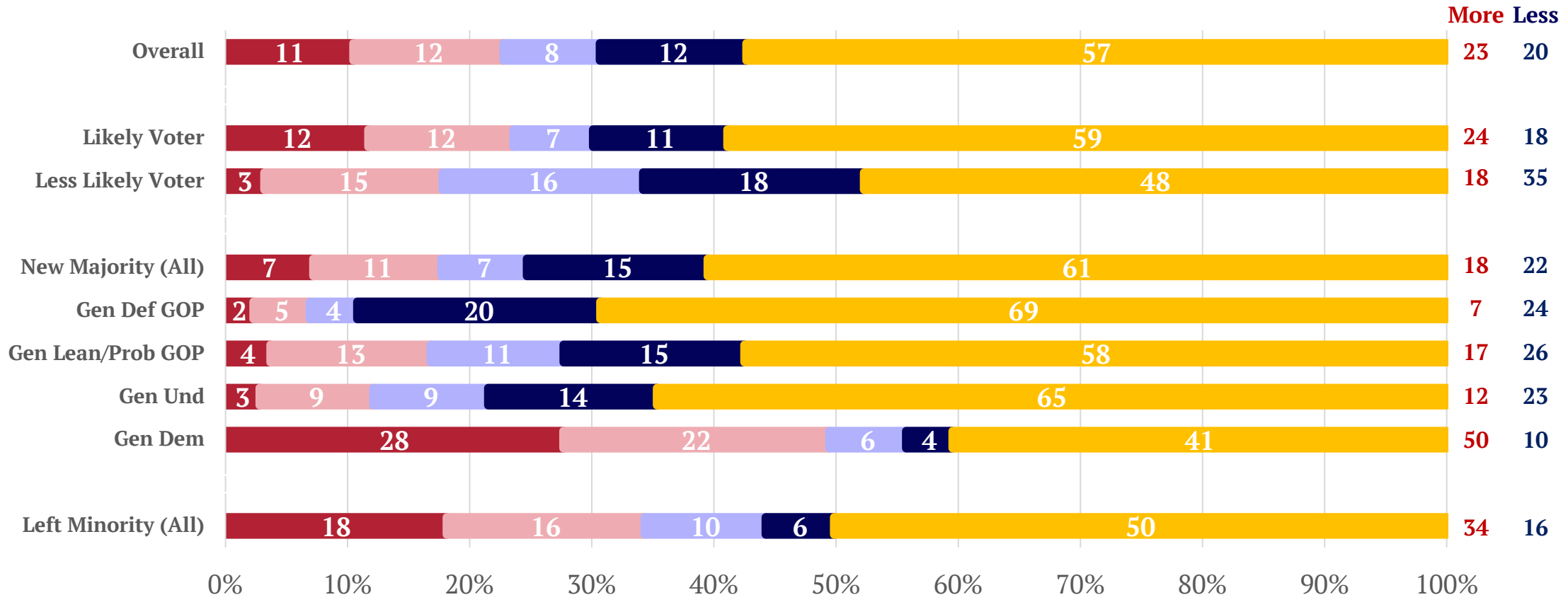
“Does Joe Biden’s support of this potential TikTok ban make you more likely or less likely to vote for him in November?”



# 14% of Undecided Voters Are Much Less Likely to Vote for Biden Due to His TikTok Ban Support

“Does Joe Biden’s support of this potential TikTok ban make you more likely or less likely to vote for him in November?”

■ Much More    
 ■ Smwht More    
 ■ Smwht Less    
 ■ Much Less    
 ■ No Difference



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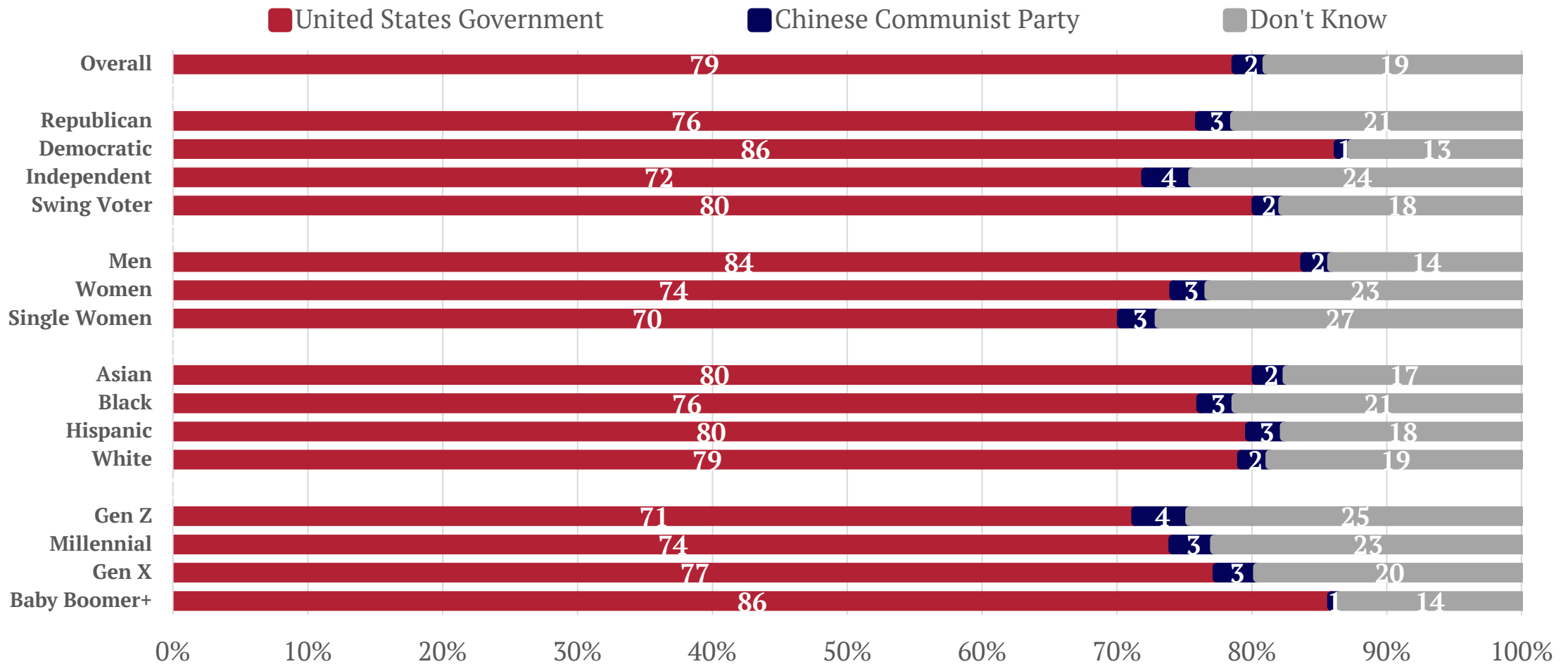


# Appendix: Trust in American Institutions vs. Chinese Institutions



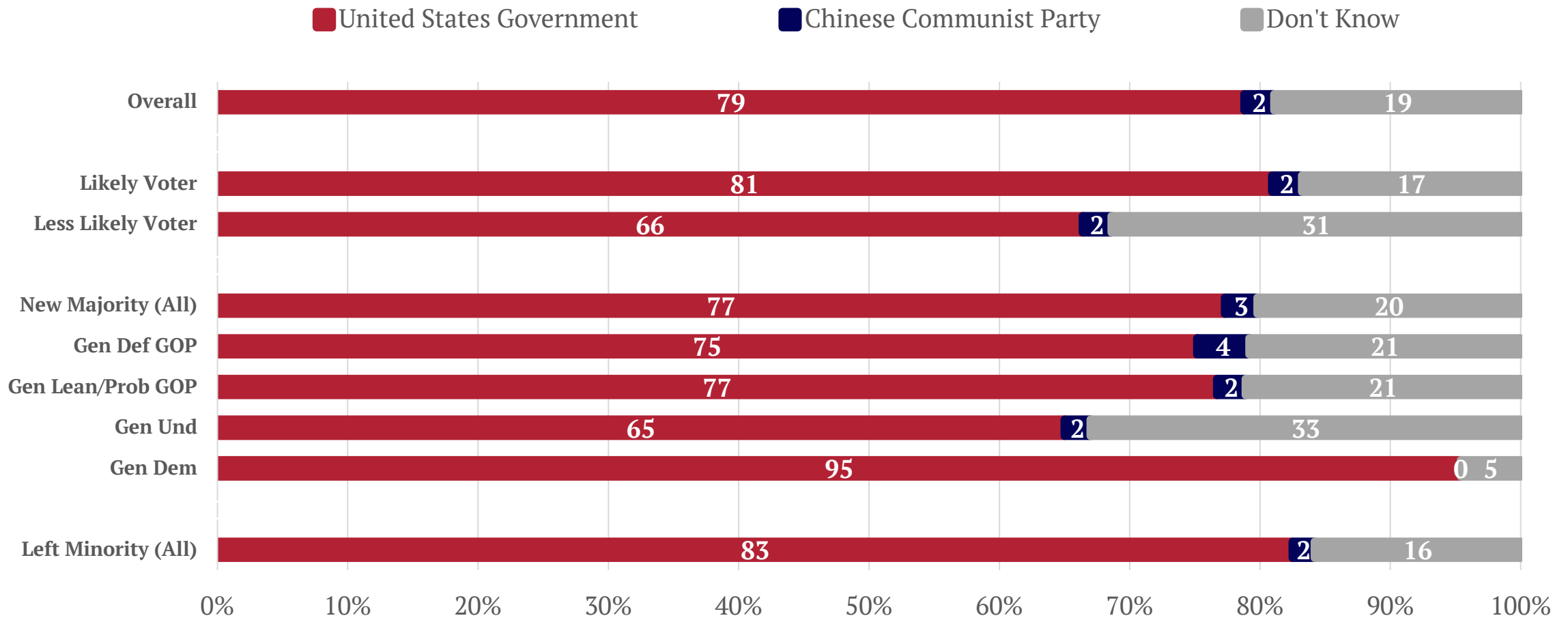
# Vast Majority of Americans Place Trust in United States Government Over Chinese Communist Party

“Who do you trust more?”  
 1. The United States government  
 2. The Chinese Communist Party



# New Majority and Left Minority Voters Much More Likely to Trust the United States Government

“Who do you trust more?”  
 1. The United States government  
 2. The Chinese Communist Party

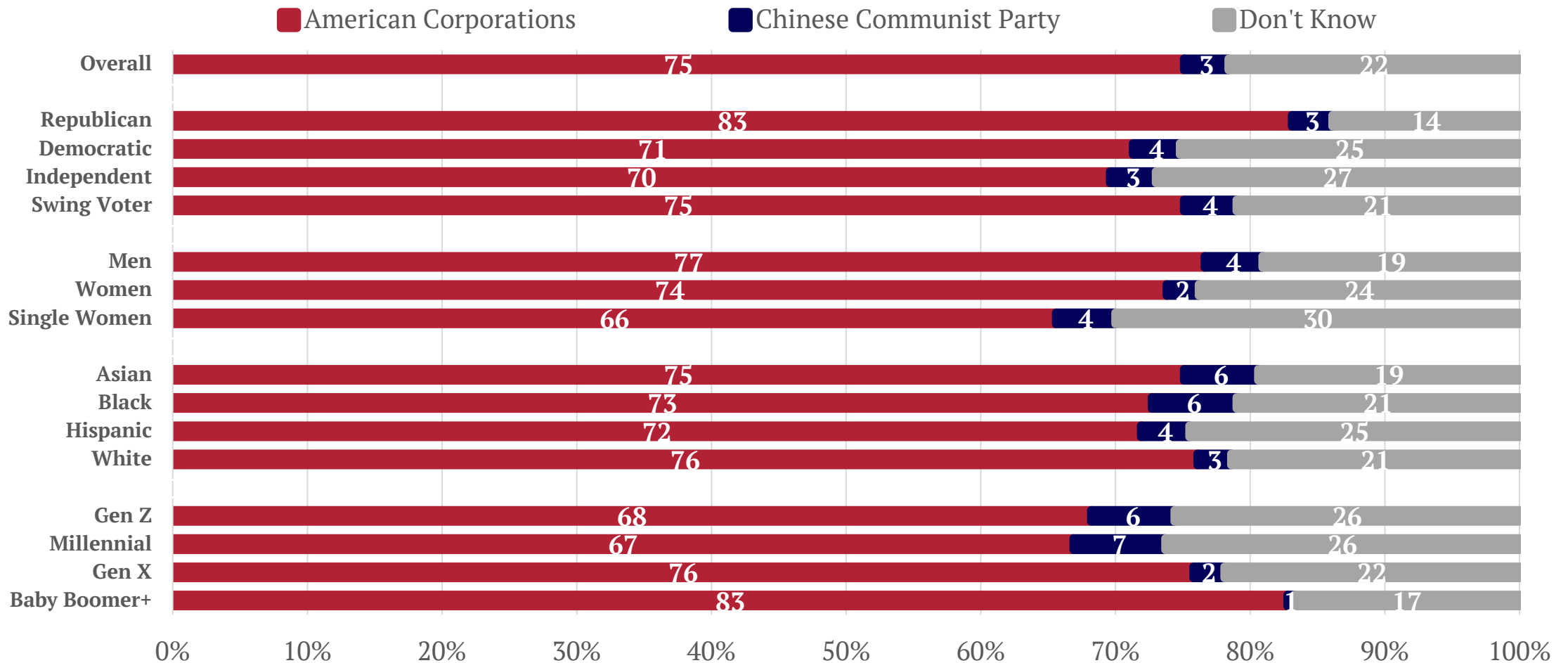


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# Vast Majority Trust American Companies More than the Chinese Communist Party

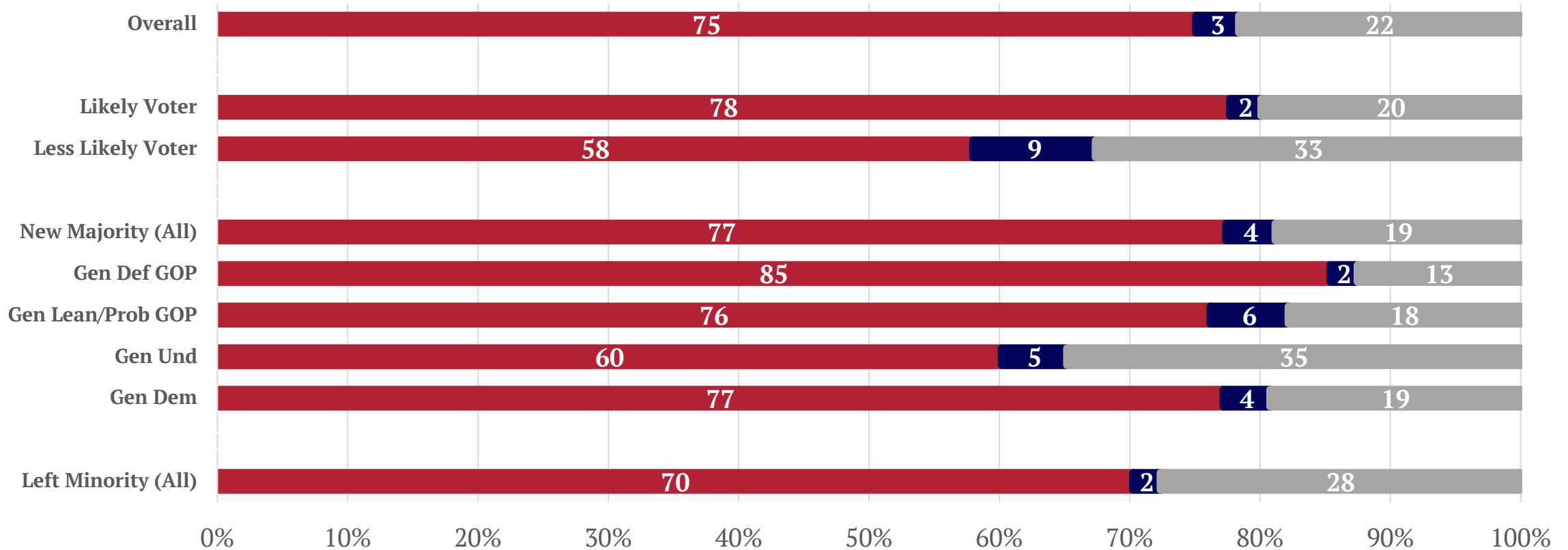
“Who do you trust more?”  
1. American corporations  
2. The Chinese Communist Party



# Nearly 3-in-10 Left Minority Voters Don't Know Who They Trust More

“Who do you trust more?”  
 1. American corporations  
 2. The Chinese Communist Party

■ American Corporations      ■ Chinese Communist Party      ■ Don't Know



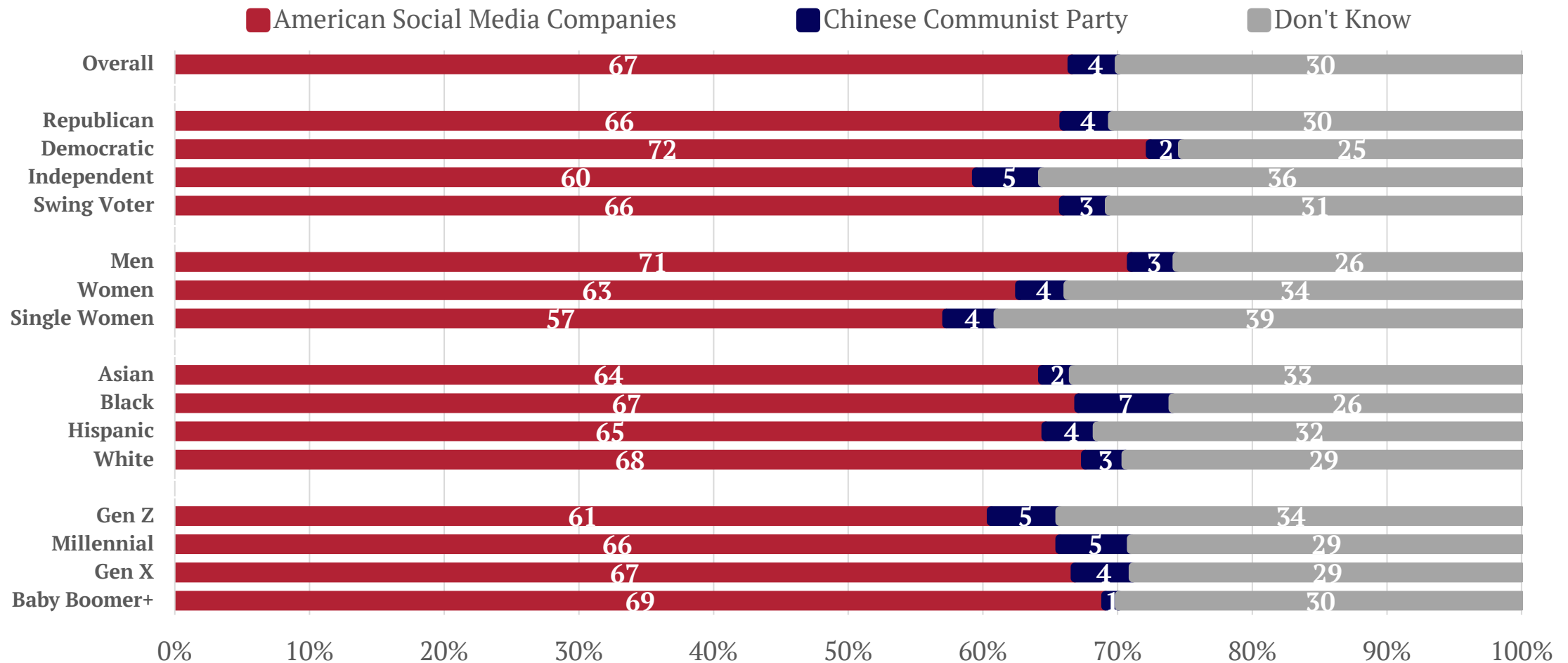
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# 2-in-3 Trust American Social Media Companies More Than Chinese With Their Digital Data

“Who do you trust more with your digital data?”

1. American social media companies
2. Chinese social media companies

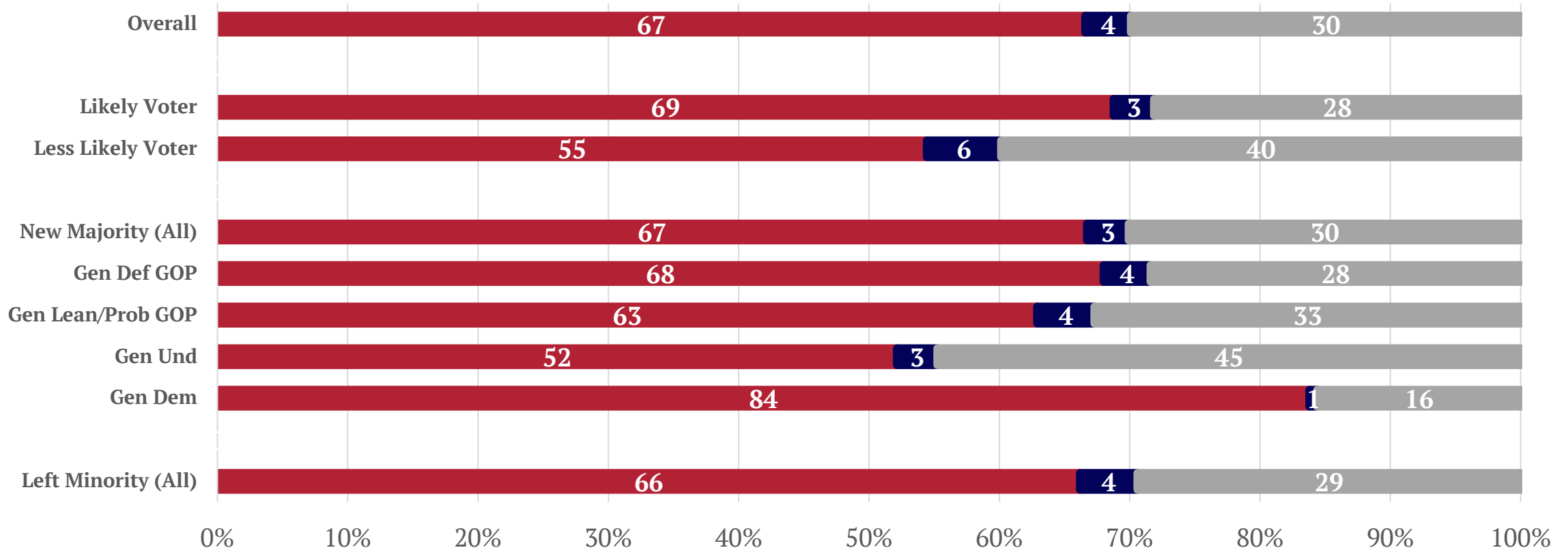


# Only 4% of Americans Trust Chinese Social Media Companies More than American with their Data

“Who do you trust more with your digital data?”

1. American social media companies
2. Chinese social media companies

■ American Social Media Companies      ■ Chinese Communist Party      ■ Don't Know



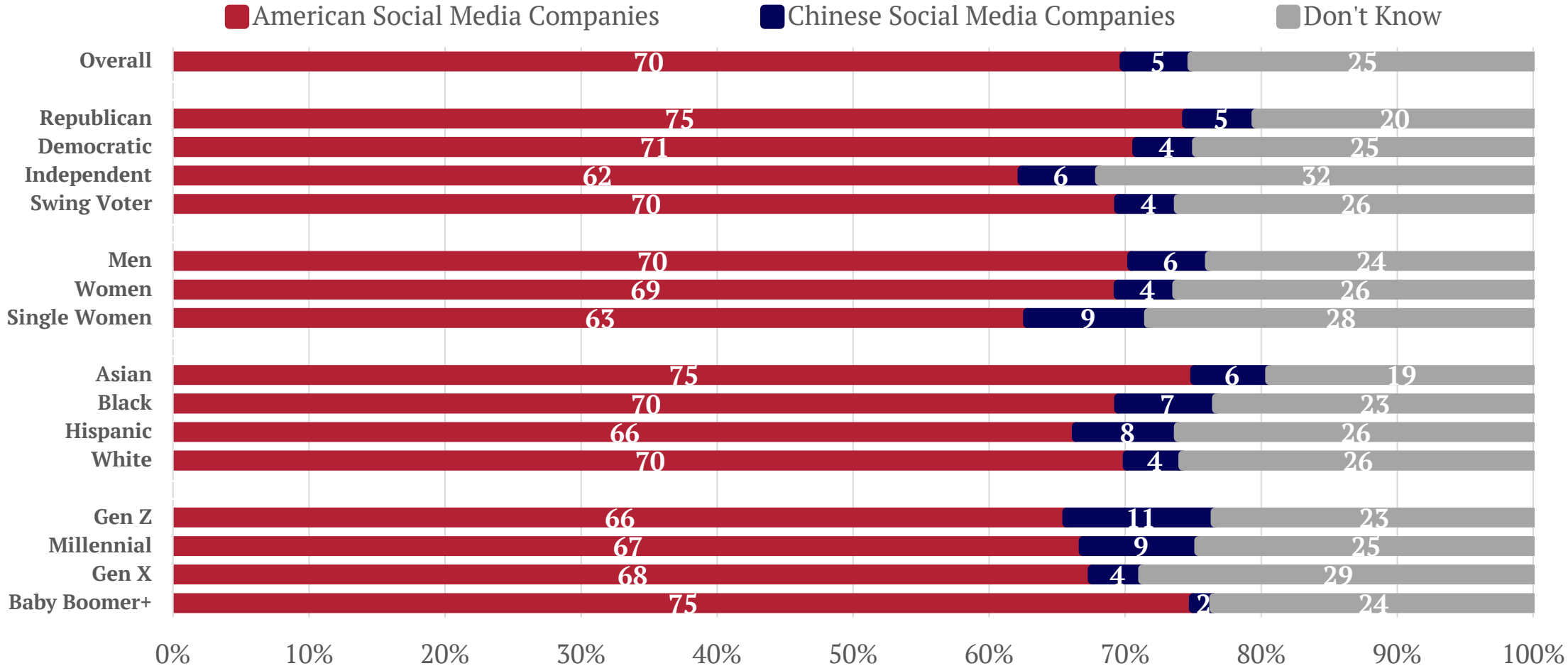
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# More than 2-in-3 Voters Trust American Social Media Companies More than Chinese To Filter Content

“Who do you trust more to decide what content is seen by social media users?”

- 1. American social media companies
- 2. Chinese social media companies



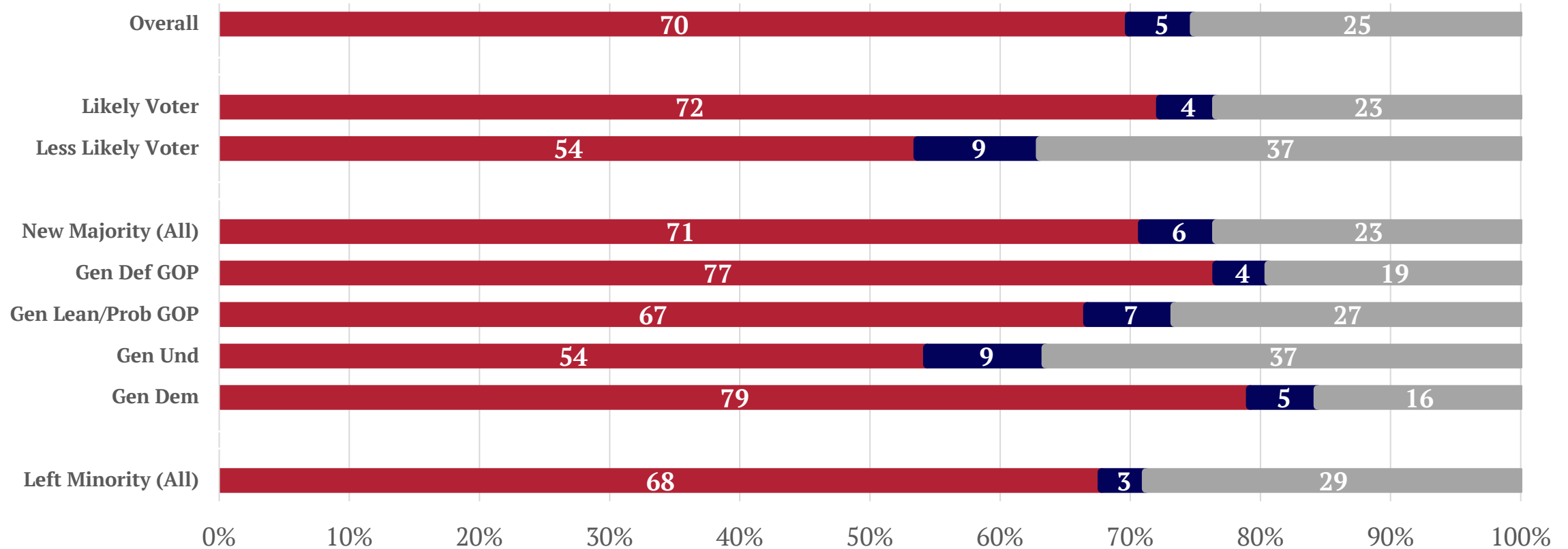


# New Majority & Left Minority Voters Trust American Social Media Companies More to Filter Content

“Who do you trust more to decide what content is seen by social media users?”

1. American social media companies
2. Chinese social media companies

■ American Social Media Companies    ■ Chinese Social Media Companies    ■ Don't Know



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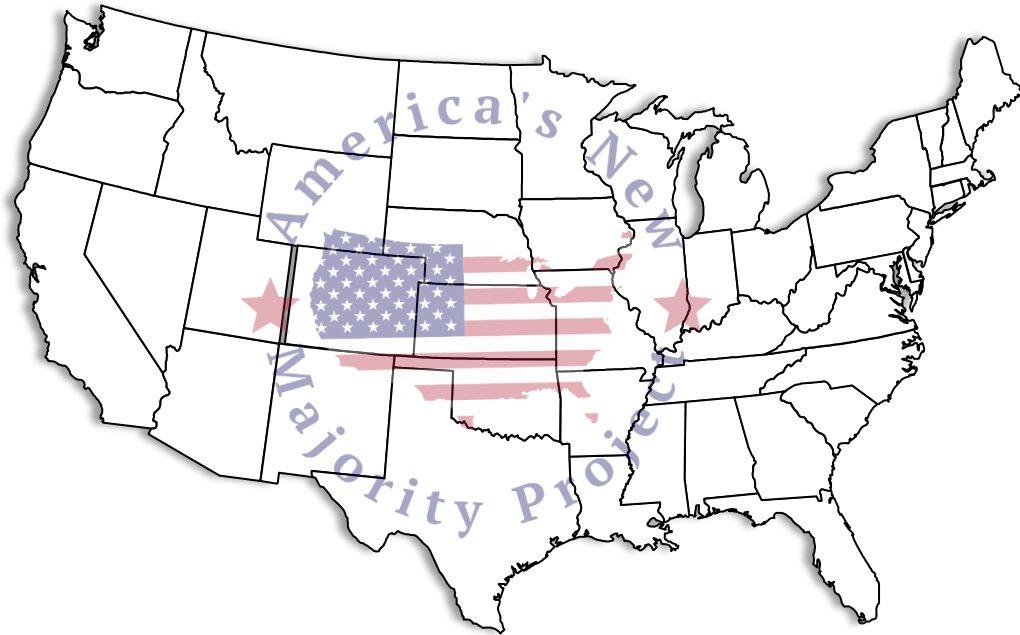


# Methodology

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 May 11-14, 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	66%
Bachelor's/P.G	34%

