

MEMORANDUM

TO: INTERESTED PARTIES
FROM: JIM HOBART AND GENE ULM, PUBLIC OPINION STRATEGIES
DATE: MARCH 20, 2024
SUBJECT: KEY FINDINGS FROM A RECENT NATIONAL SURVEY

METHODOLOGY

On behalf of America 2100, Public Opinion Strategies conducted a national survey of N=1000 registered voters. The survey was conducted March 15-19 using an online panel and has a credibility interval of $\pm 3.53\%$.

KEY FINDINGS

1. TikTok is not popular with voters.

TikTok's image sits at 28% favorable/51% unfavorable. The platform has a very negative image among Republicans (26% favorable/59% unfavorable), but TikTok is also upside down with Independents (27% favorable/42% unfavorable) and Democrats (30% favorable/47% unfavorable).

Intensity is more than three-to one against the website, with 10% saying they have a very favorable opinion, compared to 32% who are very unfavorable.

2. The vast majority of voters are both aware that TikTok is owned by a Chinese company and find that fact concerning.

Fully 84% of voters are aware that TikTok is owned by a Chinese company, with majorities of every demographic and partisan subgroup being aware.

Problematically for the company, 73% of voters say that TikTok being owned by China is concerning, including 46% who say it is extremely or very concerning.

This is a concern with both Republicans (82% concerning) and Democrats (69%), and also with Independents (58%). Even voters age 18-34 (53% concerning) and TikTok users (54%) are concerned that TikTok is owned by a Chinese company.

3. More than two-thirds of voters favor Congress passing a bill that would force Chinese nationals to sell their portion of TikTok in order for TikTok to remain available for download onto cell phones in the United States.

There is broad and bipartisan support for the bill that recently passed the House and is currently under consideration in the Senate. Sixty-eight percent (68%) of voters favor Congress passing a bill that would force China to sell their portion of TikTok, compared to just 32% who oppose.

This support extends across partisan lines, with 73% of Republicans, 64% of Democrats, and 65% of Independents in favor of the bill. There are also similar levels of support among 2020 Trump voters (75% favor) and 2020 Biden voters (67% favor).

Countering conventional wisdom, majorities of voters age 18-34 (56% favor/44% oppose) as well as current TikTok users (also 56% favor/44% oppose) favor the bill that has been passed by the House.

Support for this bill is also very high among key political swing groups, such as seniors (80% favor), men with college degrees (79% favor), and suburban voters (70% favor).

The Bottom Line

TikTok is not popular nationally, and voters are both aware and concerned that the company is Chinese-owned.

Thus, it is no surprise that the bill which would force the sale of the portion of TikTok controlled by the Chinese Communist Party in order for the application to remain available for download onto cell phones in the United States, receives overwhelming and bipartisan support. The bill is even supported by a majority of TikTok users.

There is no doubt that a yes vote on this bill is a clear political winner.