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Reuters Ipsos TikTok Survey

Conducted by Ipsos using KnowledgePanel®
A survey of the American general population (ages 18+)
Interview dates: April 29-30, 2024
Number of interviews: 1,022

Margin of error: +/- 3.2 percentage points at the 95% confidence level for all respondents

NOTE: All results show percentages among all respondents, unless otherwise labeled. Reduced bases are unweighted values.

NOTE: * = less than 0.5%, - = no respondents, N/A = not applicable

Annotated Questionnaire:

TM3104Y23. If the election for president were held today and the candidates were [ROTATE] Democrat Joe Biden and Republican Donald Trump [END ROTATE], for whom would you vote?

	All Respondents	Registered voters	Democrats	Republicans	Independents
Joe Biden (Democrat)	35%	40%	83%	5%	31%
Donald Trump (Republican)	37%	39%	5%	83%	30%
Some other candidate	8%	8%	2%	3%	15%
I wouldn't vote	14%	6%	4%	4%	18%
Don't know	6%	7%	6%	5%	6%
Total	1022	856	263	319	331

TM3213Y24. If the election for president were held today, for whom would you vote?

	All Respondents	Registered voters	Democrats	Republicans	Independents
Joe Biden (Democrat)	34%	39%	81%	4%	30%
Donald Trump (Republican)	36%	38%	5%	81%	28%
Robert F. Kennedy Jr. (independent)	8%	8%	4%	5%	13%
I wouldn't vote	14%	6%	4%	3%	19%
Don't know	9%	9%	6%	7%	10%
Skipped	*	*	*	*	*
Total	1022	856	263	319	331





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TM3178Y23. How often, if at all, do you get news or information from the following sources? FOX News

	All Respondents	Registered voters	Democrats	Republicans	Independents
All the time	9%	10%	4%	19%	5%
Some of the time	16%	17%	13%	24%	16%
Every once in a while	18%	18%	12%	23%	18%
Never or virtually never	56%	55%	71%	34%	60%
Skipped	*	*	*	1%	*
Total	1022	856	263	319	331

TM3178Y23. How often, if at all, do you get news or information from the following sources? CNN or MSNBC

	All Respondents	Registered voters	Democrats	Republicans	Independents
All the time	7%	8%	16%	2%	6%
Some of the time	15%	16%	26%	8%	16%
Every once in a while	24%	24%	28%	19%	25%
Never or virtually never	54%	52%	30%	70%	53%
Skipped	1%	1%	*	1%	*
Total	1022	856	263	319	331

TM3178Y23. How often, if at all, do you get news or information from the following sources? ABC, CBS, or NBC News

	All Respondents	Registered voters	Democrats	Republicans	Independents
All the time	16%	17%	24%	11%	15%
Some of the time	22%	24%	31%	18%	22%
Every once in a while	27%	27%	28%	30%	27%
Never or virtually never	34%	31%	17%	40%	36%
Skipped	1%	1%	*	1%	*
Total	1022	856	263	319	331





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TM3178Y23. How often, if at all, do you get news or information from the following sources? New York Times, Washington Post, Wall Street Journal, or USA Today

	All Respondents	Registered voters	Democrats	Republicans	Independents
All the time	6%	6%	11%	3%	7%
Some of the time	15%	16%	19%	8%	17%
Every once in a while	23%	24%	27%	19%	26%
Never or virtually never	56%	54%	43%	70%	50%
Skipped	1%	1%	1%	*	*
Total	1022	856	263	319	331

TM3178Y23. How often, if at all, do you get news or information from the following sources? Social media, YouTube, or TikTok

	All Respondents	Registered voters	Democrats	Republicans	Independents
All the time	13%	12%	17%	10%	12%
Some of the time	29%	28%	28%	30%	29%
Every once in a while	21%	21%	19%	24%	20%
Never or virtually never	37%	39%	35%	36%	39%
Skipped	*	*	*	*	*
Total	1022	856	263	319	331

TM3222Y24. How frequently, if at all, do you use the social media platform TikTok?

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very frequently	10%	9%	15%	8%	7%
Somewhat frequently	8%	7%	9%	6%	8%
Somewhat infrequently	6%	6%	7%	6%	6%
Very infrequently	11%	11%	12%	9%	12%
Never	65%	67%	57%	71%	67%
Don't know	1%	*	*	*	1%
Total	1019	855	262	319	330





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TM3184Y23_5. Please indicate how much you support or oppose the following: - Banning the social media application, TikTok, from use in the United States

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly support	28%	29%	15%	44%	26%
Somewhat support	23%	24%	27%	21%	20%
Somewhat oppose	16%	16%	22%	10%	18%
Strongly oppose	16%	14%	19%	10%	16%
Don't know	18%	17%	16%	14%	19%
Skipped	*	*	*	*	*
Total support	50%	53%	42%	65%	46%
Total oppose	32%	30%	42%	20%	34%
Total	1022	856	263	319	331

TM3184Y23_6. Please indicate how much you support or oppose the following: - The federal government banning foreign companies from operating in the United States to protect national security

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly support	30%	33%	19%	46%	26%
Somewhat support	31%	33%	33%	29%	35%
Somewhat oppose	17%	16%	24%	11%	17%
Strongly oppose	7%	6%	8%	4%	8%
Don't know	15%	12%	15%	10%	14%
Skipped	*	*	*	*	*
Total support	61%	66%	53%	76%	61%
Total oppose	24%	22%	32%	15%	25%
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TM1953Y20. Have you watched a video on TikTok? Select all that apply.

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes, on TikTok	34%	32%	42%	30%	33%
Yes, through another social media app or platform	37%	38%	37%	33%	42%
No	33%	34%	30%	37%	31%
Not sure	4%	3%	1%	5%	3%
Skipped	*	*	*	*	*
Total	1022	856	263	319	331

TM1442Y18_1. Would you say you are generally favorable or unfavorable toward these organizations? - X (formerly Twitter)

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very favorable	6%	7%	4%	12%	4%
Somewhat favorable	11%	11%	11%	16%	9%
Lean towards favorable	13%	13%	9%	16%	15%
Lean towards unfavorable	15%	15%	14%	11%	18%
Somewhat unfavorable	13%	14%	14%	8%	18%
Very unfavorable	21%	21%	32%	14%	16%
Don't know	20%	19%	16%	24%	19%
Skipped	1%	1%	*	*	1%
Total favorable	30%	31%	23%	44%	28%
Total unfavorable	49%	50%	60%	32%	52%
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TM1442Y18_2. Would you say you are generally favorable or unfavorable toward these organizations? – Facebook

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very favorable	13%	13%	17%	16%	9%
Somewhat favorable	21%	21%	25%	22%	19%
Lean towards favorable	18%	18%	16%	17%	21%
Lean towards unfavorable	16%	17%	17%	14%	18%
Somewhat unfavorable	11%	10%	9%	11%	10%
Very unfavorable	14%	14%	11%	13%	16%
Don't know	7%	5%	5%	6%	6%
Skipped	*	*	*	*	*
Total favorable	52%	53%	58%	55%	49%
Total unfavorable	41%	42%	37%	39%	44%
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TM1442Y18_3. Would you say you are generally favorable or unfavorable toward these organizations? – YouTube

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very favorable	29%	28%	36%	25%	29%
Somewhat favorable	29%	30%	30%	30%	29%
Lean towards favorable	22%	25%	23%	24%	23%
Lean towards unfavorable	7%	7%	5%	8%	6%
Somewhat unfavorable	4%	4%	3%	5%	3%
Very unfavorable	3%	3%	1%	4%	4%
Don't know	5%	3%	2%	4%	5%
Skipped	1%	*	*	*	*
Total favorable	80%	83%	88%	79%	82%
Total unfavorable	15%	14%	9%	16%	13%
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TM1442Y18_4. Would you say you are generally favorable or unfavorable toward these organizations? – Instagram

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very favorable	10%	10%	12%	12%	7%
Somewhat favorable	19%	19%	26%	16%	18%
Lean towards favorable	21%	22%	23%	19%	24%
Lean towards unfavorable	12%	11%	11%	9%	14%
Somewhat unfavorable	9%	9%	7%	8%	9%
Very unfavorable	10%	11%	7%	12%	9%
Don't know	19%	19%	14%	24%	19%
Skipped	*	*	*	*	*
Total favorable	50%	51%	61%	47%	49%
Total unfavorable	30%	30%	25%	29%	32%
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TM1442Y18_9. Would you say you are generally favorable or unfavorable toward these organizations? – TikTok

	All Respondents	Registered voters	Democrats	Republicans	Independents
Very favorable	8%	8%	10%	7%	7%
Somewhat favorable	8%	7%	10%	6%	8%
Lean towards favorable	10%	10%	14%	7%	11%
Lean towards unfavorable	12%	12%	17%	8%	9%
Somewhat unfavorable	13%	13%	15%	11%	14%
Very unfavorable	32%	35%	17%	48%	32%
Don't know	17%	15%	17%	13%	17%
Skipped	*	*	1%	*	*
Total favorable	27%	25%	34%	20%	27%
Total unfavorable	56%	59%	49%	67%	56%
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TM1955Y20_1. Do you trust the following services/organizations will protect your personal information? - X (formerly Twitter)

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	8%	9%	7%	13%	5%
No	46%	47%	55%	37%	50%
I do not use this service/company	30%	30%	27%	33%	31%
Not sure	15%	14%	11%	16%	14%
Skipped	*	*	*	*	*
Total	1022	856	263	319	331

TM1955Y20_2. Do you trust the following services/organizations will protect your personal information? - TikTok

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	7%	6%	8%	6%	5%
No	52%	54%	49%	57%	54%
I do not use this service/company	27%	27%	26%	27%	27%
Not sure	14%	12%	16%	9%	12%
Skipped	1%	*	*	*	1%
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TM1955Y20_3. Do you trust the following services/organizations will protect your personal information? – Credit card companies

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	42%	45%	46%	48%	40%
No	34%	35%	28%	36%	35%
I do not use this service/company	5%	4%	6%	3%	6%
Not sure	18%	16%	21%	13%	19%
Skipped	*	*	*	*	1%
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TM1955Y20_4. Do you trust the following services/organizations will protect your personal information? – My doctor’s office

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	71%	74%	79%	74%	68%
No	13%	13%	7%	14%	15%
I do not use this service/company	3%	3%	3%	2%	3%
Not sure	12%	11%	11%	10%	14%
Skipped	*	*	*	*	*
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TM3219Y24. As you may know, TikTok is owned by the Chinese company ByteDance. Do you think ByteDance uses the social media platform to influence American public opinion ?

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	55%	58%	46%	66%	59%
No	11%	11%	13%	9%	11%
Don’t know	34%	30%	40%	24%	30%
Skipped	*	*	*	*	*
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TM3220Y24_1. Do you think the Chinese government uses TikTok to do the following...? - Spy on everyday Americans like you

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	46%	49%	35%	61%	46%
No	18%	18%	24%	12%	19%
Don’t know	35%	33%	41%	26%	35%
Skipped	1%	1%	0%	1%	1%
Total	1022	856	263	319	331





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TM3220Y24_2. Do you think the Chinese government uses TikTok to do the following...? - Spy on American public officials

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	46%	49%	31%	62%	51%
No	16%	15%	21%	12%	14%
Don't know	37%	35%	48%	25%	35%
Skipped	1%	1%	*	2%	*
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TM3220Y24_3. Do you think the Chinese government uses TikTok to do the following...? - Influence American public opinion

	All Respondents	Registered voters	Democrats	Republicans	Independents
Yes	58%	62%	49%	71%	62%
No	13%	12%	17%	10%	12%
Don't know	28%	26%	34%	18%	26%
Skipped	1%	1%	*	1%	*
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TM3221Y24_1. Please indicate if you agree or disagree with the following statements. - I worry that banning TikTok could hurt small business or performing artists that use the platform for promotion or profit

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly agree	13%	12%	15%	10%	14%
Somewhat agree	32%	32%	44%	22%	30%
Somewhat disagree	29%	30%	26%	34%	31%
Strongly disagree	24%	25%	14%	33%	24%
Skipped	2%	2%	1%	2%	1%
Total agree	45%	43%	59%	31%	44%
Total disagree	52%	55%	40%	66%	55%
Total	1022	856	263	319	331





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TM3221Y24_2. Please indicate if you agree or disagree with the following statements. - If TikTok is banned, American digital creators will find an alternative social media platform to use

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly agree	50%	51%	44%	52%	56%
Somewhat agree	41%	41%	48%	39%	37%
Somewhat disagree	6%	5%	7%	4%	6%
Strongly disagree	2%	2%	1%	3%	1%
Skipped	2%	1%	1%	1%	*
Total agree	90%	92%	91%	92%	93%
Total disagree	8%	6%	8%	7%	7%
Total	1022	856	263	319	331

TM3221Y24_3. Please indicate if you agree or disagree with the following statements. - - Banning TikTok infringes on Americans' right to free speech

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly agree	14%	12%	14%	10%	14%
Somewhat agree	32%	32%	36%	26%	37%
Somewhat disagree	27%	28%	34%	30%	20%
Strongly disagree	25%	26%	15%	33%	26%
Skipped	2%	2%	1%	1%	2%
Total agree	46%	44%	50%	36%	51%
Total disagree	51%	54%	49%	63%	47%
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TM3221Y24_4. Please indicate if you agree or disagree with the following statements. - It is appropriate for U.S. political candidates to use TikTok to promote their campaigns

	All Respondents	Registered voters	Democrats	Republicans	Independents
Strongly agree	8%	8%	9%	7%	8%
Somewhat agree	30%	30%	41%	22%	29%
Somewhat disagree	30%	29%	27%	29%	32%
Strongly disagree	30%	31%	22%	41%	30%
Skipped	2%	2%	2%	2%	1%
Total agree	38%	38%	49%	28%	37%
Total disagree	60%	60%	49%	70%	62%
Total	1022	856	263	319	331





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About the Study

This Ipsos poll was conducted April 29-30, 2024 on behalf of Reuters using the KnowledgePanel®. This poll is based on a representative sample of 1,022 U.S. residents, age 18 or older.

The study was conducted in English. The data were weighted to adjust for gender by age, race and ethnicity, census region, metropolitan status, education, and household income. The demographic benchmarks came from the 2023 March Supplement of the Current Population Survey (CPS). The weighting categories were as follows:

- Gender (Male, Female) by Age (18-29, 30-44, 45-59, 60+)
- Race-Ethnicity (White/Non-Hispanic, Black/Non-Hispanic, Other/Non-Hispanic and 2+ Races/Non-Hispanic, Hispanic)
- Census Region (Northeast, Midwest, South, West)
- Metropolitan Status (Metro, Non-Metro)
- Education (High School graduate or less, Some College, Bachelor or higher)
- Household Income (under \$25K, \$25K-\$49,999, \$50K-\$74,999, \$75K-\$99,999, \$100K-\$149,999, \$150K and over)

The margin of sampling error is plus or minus 3.2 percentage points at the 95% confidence level, for results based on the entire sample of adults. The margin of error takes into account the design effect, which was 1.08 for all adults. In our reporting of the findings, percentage points are rounded off to the nearest whole number. As a result, percentages in a given table column may total slightly higher or lower than 100%. In questions that permit multiple responses, columns may total substantially more than 100%, depending on the number of different responses offered by each respondent.

For more information on this news release, please contact:

Chris Jackson
Senior Vice President, US
Public Affairs
+1 202 420-2025
Chris.Jackson@ipsos.com

Annaleise Azevedo Lohr
Director, U.S.
Public Affairs
Annaleise.Lohr@ipsos.com





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