

Topline

**2024 PEW RESEARCH CENTER'S AMERICAN TRENDS PANEL
WAVE 144 TOPLINE: TIKTOK QUESTIONS
MARCH 18-24, 2024
TIKTOK N=2,562**

THE QUESTIONS PRESENTED BELOW ARE PART OF A LARGER SURVEY CONDUCTED ON THE AMERICAN TRENDS PANEL. OTHER QUESTIONS ON THIS SURVEY HAVE BEEN RELEASED.

NOTE: ALL NUMBERS ARE PERCENTAGES UNLESS OTHERWISE NOTED. THE PERCENTAGES LESS THAN 0.5% ARE REPLACED BY AN ASTERISK (*). ROWS/COLUMNS MAY NOT TOTAL 100% DUE TO ROUNDING.

	Sample size	Margin of error at 95% confidence level
U.S. TikTok users	2,562	+/- 3.0 percentage points

ASK BLOCK 4 IF TIKTOK USER (SMUSEi =1)

{BEGIN BLOCK 4}

DISPLAY IF TIKTOK USER (SMUSEi =1) [N=2,562]:

Now thinking about TikTok...

ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:

TTWHY How much is each of the following a reason you use TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBWHY]**

	<u>Major reason</u>	<u>Minor reason</u>	<u>Not a reason</u>	<u>No answer</u>
a. To get news Mar 18-24, 2024	15	26	58	*
b. To keep up with politics or political issues Mar 18-24, 2024	12	24	63	*
c. To keep up with sports or pop culture Mar 18-24, 2024	20	33	47	*
d. Because it's entertaining Mar 18-24, 2024	81	14	5	*
e. To keep up with friends and family Mar 18-24, 2024	17	27	56	*
f. To connect with others who share your interests Mar 18-24, 2024	34	32	34	*
g. To look at product reviews or recommendations Mar 18-24, 2024	27	34	38	*

ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:

TTDEMOCRACY Overall, do you think TikTok... **[RANDOMIZE RESPONSES 1 AND 2 IN SAME ORDER AS FBDEMOCRACY, WITH OPTION 3 LAST]**

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33	Is mostly <u>good</u> for American democracy
17	Is mostly <u>bad</u> for American democracy
49	Has no impact on American democracy
2	No answer

ASK IF TIKTOK USER (SMUSEi =1) [N=2,562]:

TTTYPE Do you ever see each of the following on TikTok? **[RANDOMIZE ITEMS IN SAME ORDER AS FBTYPE]**

	Yes, I see this on <u>TikTok</u>	No, I don't see this on <u>TikTok</u>	No <u>answer</u>
a. Funny posts that reference current events March 18-24, 2024	84	15	1
b. News articles, whether posted, reposted, linked, or screenshotted March 18-24, 2024	57	42	1
c. People expressing opinions about current events March 18-24, 2024	80	19	1
d. Information about a breaking news event as it's happening March 18-24, 2024	55	44	1

ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:

TTSHARE Do you ever post or share on TikTok?

Mar 18-24, 2024

36	Yes, I do
63	No, I don't
*	No answer

ASK IF EVER POSTS OR SHARES ON TIKTOK (TTSHARE=1) [N=849]:

TTSHAREPOL How much of what you post or share on TikTok is about politics or political issues? **[ROTATE RESPONSE OPTIONS 1-5 OR 5-1 IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

2	All or almost all
4	Most
14	Some
14	A little
65	None at all
1	No answer

TTSHAREPOL BASED ON TIKTOK USERS (SMUSEi=1) [N=2,562]:Mar 18-24, 2024

1	All or almost all
1	Most
5	Some
5	A little
24	None at all
*	No answer to TTSHAREPOL
63	Does not post or share on TikTok
*	No answer to TTSHARE

ASK IF TIKTOK USER (SMUSEi=1) [N=2,562]:

TTSEEPOL How much of what you see on TikTok is about politics or political issues? **[ROTATE RESPONSE OPTIONS 1-5 OR 5-1, IN SAME ORDER AS FBSHAREPOL]**

Mar 18-24, 2024

1	All or almost all
4	Most
39	Some
32	A little
22	None at all
1	No answer