UNIVERSITY of SOUTH FLORIDA

CYBER FLORIDA
at the UNIVERSITY OF SOUTH FLORIDA

January 31, 2024
2024 Election Survey Series (Part 1 of 4)

Summary: Researchers at the University of South Florida (USF) conducted a nationwide survey of 1,500 registered voters between January 23rd and 27th, 2024. The survey examined several key election-year issues, including:

   (1) political polarization,
   (2) inflation,
   (3) how election year politics are affecting voters' stress and mental health,
   (4) whether voters trust that the 2024 election will be conducted fairly,
   (5) social media usage, and
   (6) the issues that Americans say are most likely to affect how they vote in 2024.

Top-line results from the survey are provided below, with a confidence level of 95% and a margin of error +/- 2.5.

NOTE: This survey was sponsored by the Florida Center for Cybersecurity at USF. This report presents results from the first of 4 surveys that will be conducted over the course of 2024, with subsequent surveys emphasizing how social media usage affects (1) political polarization, (2) election-related stress, and (3) belief in election-related misinformation. Follow-up surveys will be released in April, July, and October of 2024.

_____

Heading into an election year, most Americans say that inflation has negatively impacted their quality of life, and a large majority remain dissatisfied with the federal government's handling of the issue.

- Nearly two-thirds of Americans say that inflation has…
    - Impacted their ability to pay their bills (65%)
    - Impacted their travel plans over the past year (68%)
    - Forced them to draw down their personal savings (65%)

- A large majority (87%) say that inflation has impacted how much money they have left after paying their bills each month, while 60% say that they have *less* money available for a personal emergency than they did 12 months ago.

- Only 22% of voters say that they're at least "somewhat satisfied" with the federal government's handling of inflation, while nearly half (47%) say that they are "very dissatisfied".

Consistent with national trends, a majority of American's expressed dissatisfaction with the job that President Joe Biden is doing on key policy issues, especially when it came to immigration and border security:

- Jobs and the Economy: 42% Approve   54% Disapprove
- Foreign Policy: 35% Approve   58% Disapprove
- Immigration/Border Security: 31% Approve   64% Disapprove
- Unifying Americans: 37% Approve   56% Disapprove

More than two-thirds of registered voters describe politics as a "source of stress", with many reporting disruptions to their social and mental well-being as a result.

- 68% say that politics is at least a "minor source of stress" for them, with 21% describing it as a "major source of stress".

- 16% say that politics has caused them to "lose sleep" over the past month.

- 35% say that they have lost their temper over politics during the same time period.

- 53% have spent more time than they'd like thinking about politics over the past month.

- More than a quarter say that politics has caused conflict among their friends (28%) and within their families (28%).

A significant portion of Republican voters continue to express distrust in the integrity of American elections, including doubts over whether their individual votes will be accurately counted in this year's election.

- While a majority of registered voters (63%) believe that Joe Biden legitimately won the 2020 election, only 29% of Republican voters agree. Conversely, 54% of Republican voters don't believe that President Biden legitimately won the election, while 17% say they are "unsure".

- Two-thirds of voters (67%) say they are at least "somewhat confident" that "this year's Presidential election will be conducted fairly". However, a majority of registered Republicans say that they are either "not very" (38%) or "not at all confident" (16%) that the election will be conducted fairly.

- Three quarters of registered voters (76%) are confident that their individual votes will be counted accurately this year, though 39% of registered Republicans disagreed.

Heading into the 2024 Presidential election, Democratic and Republican voters hold decidedly negative opinions of one another.

- When presented with a list of both positive and negative traits, the most common terms that Democrats used to describe Republican voters were:
  - Hypocritical   84%
  - Selfish   83%
  - Mean   80%
  - Patriotic   50%

- When presented with the same list, the most common terms that Republicans used to describe Democratic voters were:
    - Hypocritical   86%
    - Selfish   77%
    - Lazy   67%
    - Mean   65%

A majority of Americans rely on social media at least "a little" to stay informed about politics, but most describe the political environment on social media in negative terms.

- More than a quarter of respondents (26%) say that they rely on social media "a great deal" to stay informed about politics and current events, while another 34% say that they rely on it at least "a little".

- Social media users chose decidedly negative terms to describe the political discussions they encounter on social media. The most commonly selected adjectives included:

    - One-Sided   50%
    - Frustrating   49%
    - Informative   42%
    - Angry   33%
    - Hateful   32%

Social media users are slightly more likely than non-social media users to report politics as a source of stress.

- Among voters who do not use social media, 57% described politics as at least a "minor" source of stress, with 15% describing it as a "major" source of stress.

- Conversely, among those with at least one active social media account, 69% described politics as at least a "minor" source of stress, while 22% described it as a "major" source of stress.

Section 1: Inflation, Presidential Job Approval, and "Most Important Issues"

Do you approve or disapprove of the job that President Joe Biden is doing in each of the following areas?

	Total Approve	Strongly Approve	Somewhat Approve	Total Disapprove	Somewhat Disapprove	Strongly Disapprove	Unsure
Jobs and the Economy	**42.4%**	17.5%	24.9%	**54.2%**	16.0%	38.2%	3.4%
Foreign Policy	**35.1%**	11.6%	23.5%	**57.5%**	17.7%	39.8%	7.4%
Immigration & Border Security	**30.7%**	9.3%	21.4%	**63.7%**	17.2%	46.5%	5.7%
Unifying Americans	**36.7%**	14.3%	22.4%	**55.6%**	15.6%	40.0%	7.7%

N=1,500

When deciding how you will vote in this year's Presidential election, **which of the following will be more important to you?**

	Democrats	Independents	Republicans	Total
Pocketbook Issues (i.e. jobs, the economy, and inflation)	56.8%	72.6%	88.9%	**72.0%**
Social Values Issues (i.e. abortion policy, equity, LGBTQ issues)	43.2%	27.4%	11.1%	**28.0%**

N=1,423 "likely" voters

How satisfied are you with the federal government's response to inflation (i.e. the rising cost of goods and services)?

	Democrats	Independents	Republicans	Total
Very Satisfied	12.1%	2.6%	1.5%	**5.5%**
Somewhat Satisfied	28.8%	13.9%	6.8%	**16.9%**
Somewhat Dissatisfied	28.4%	29.2%	21.0%	**26.3%**
Very Dissatisfied	25.1%	49.8%	69.4%	**47.3%**
Unsure	5.6%	4.6%	1.3%	**3.9%**

N=1,500

Thinking about the past year, please indicate your level of agreement or disagreement with each of the following statements about inflation: **Inflation has impacted my ability to pay my bills.**

	Democrats	Independents	Republicans	Total
Strongly Agree	27.5%	34.9%	34.3%	**32.1%**
Somewhat Agree	35.3%	35.7%	39.5%	**36.6%**
Somewhat Disagree	21.5%	19.4%	16.4%	**19.3%**
Strongly Disagree	15.7%	9.9%	9.8%	**12.0%**

N=1,500

Thinking about the past year, please indicate your level of agreement or disagreement with each of the following statements about inflation: **Inflation has impacted how much money I have left after paying my bills.**

	Democrats	Independents	Republicans	Total
Strongly Agree	43.0%	57.3%	63.8%	**54.3%**
Somewhat Agree	36.1%	31.8%	28.4%	**32.3%**
Somewhat Disagree	13.4%	7.5%	3.9%	**8.5%**
Strongly Disagree	7.5%	3.4%	3.9%	**5.0%**

N=1,500

Thinking about the past year, please indicate your level of agreement or disagreement with each of the following statements about inflation: **Inflation has impacted my travel plans.**

	Democrats	Independents	Republicans	Total
Strongly Agree	30.9%	39.1%	39.3%	**36.3%**
Somewhat Agree	28.6%	30.8%	36.0%	**31.6%**
Somewhat Disagree	22.1%	18.7%	15.1%	**18.7%**
Strongly Disagree	18.4%	11.5%	9.6%	**13.5%**

N=1,500

Thinking about the past year, please indicate your level of agreement or disagreement with each of the following statements about inflation: **Inflation has forced me to draw down my personal savings.**

	Democrats	Independents	Republicans	Total
Strongly Agree	24.0%	33.3%	36.5%	**31.0%**
Somewhat Agree	34.4%	32.1%	33.6%	**33.5%**
Somewhat Disagree	21.1%	19.1%	18.1%	**19.4%**
Strongly Disagree	20.5%	15.5%	11.8%	**16.1%**

N=1,500

Have your wages kept up with the rising cost of goods and services over the last year?

	Democrats	Independents	Republicans	Total
Yes	37.8%	23.3%	18.5%	**26.8%**
No	62.2%	76.7%	81.5%	**73.2%**

N=892 currently employed respondents.

Compared to 12 months ago, **which of the following statements best describes you?**

	Democrats	Independents	Republicans	Total
I have MORE money available for a personal emergency than I did 12 months ago.	15.5%	6.2%	6.6%	**9.5%**
I have LESS money available for a personal emergency than I did 12 months ago.	49.3%	64.5%	67.5%	**60.1%**
I have ABOUT THE SAME amount of money available for a personal emergency as I did 12 months ago.	35.1%	29.4%	26.0%	**30.4%**

N=1,500

Thinking about the next year, do you expect each of the following to get better, get worse, or stay about the same: **Inflation.**

	Democrats	Independents	Republicans	Total
Get Better	36.4%	20.1%	14.9%	**24.0%**
Stay About the Same	33.7%	38.2%	31.7%	**34.8%**
Get Worse	30.0%	41.8%	53.5%	**41.2%**

N=1,500

Thinking about the next year, do you expect each of the following to get better, get worse, or stay about the same: **The Economy as a Whole.**

	Democrats	Independents	Republicans	Total
Get Better	39.0%	21.7%	12.7%	**25.0%**
Stay About the Same	31.9%	33.8%	30.0%	**31.9%**
Get Worse	29.0%	44.5%	57.3%	**43.1%**

N=1,500

Thinking about the next year, do you expect each of the following to get better, get worse, or stay about the same: **Your Personal Financial Situation.**

	Democrats	Independents	Republicans	Total
Get Better	39.6%	28.2%	20.1%	**29.5%**
Stay About the Same	41.5%	40.8%	42.1%	**41.4%**
Get Worse	18.9%	31.0%	37.8%	**29.1%**

N=1,500

Section 2: Political Polarization

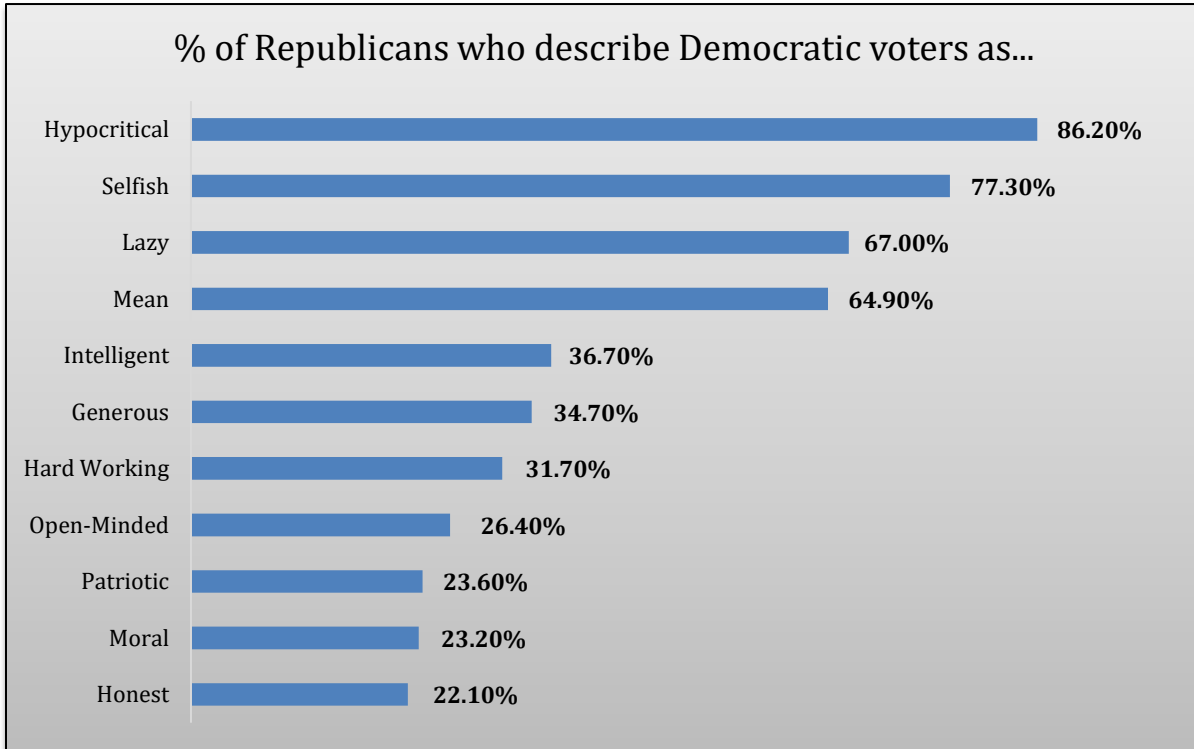**Do you have a favorable or unfavorable view of the Democratic Party?**

	Democrats	Independents	Republicans	Total
Very Favorable	38.4%	4.2%	1.3%	**15.1%**
Somewhat Favorable	45.7%	22.8%	4.6%	**25.3%**
Neither Favorable/Unfavorable	9.4%	28.0%	7.6%	**15.3%**
Somewhat Unfavorable	5.6%	19.6%	29.7%	**17.8%**
Very Unfavorable	1.0%	25.4%	56.8%	**26.5%**

N=1,500

Please indicate your level of agreement or disagreement with the following statement: **I trust leaders in the Democratic Party to act in the best interest of the American people.**

	Democrats	Independents	Republicans	Total
Strongly Agree	34.6%	5.6%	1.1%	**14.3%**
Somewhat Agree	45.9%	19.8%	3.9%	**24.1%**
Neither Agree/Disagree	12.3%	24.6%	6.6%	**14.7%**
Somewhat Unfavorable	5.4%	19.1%	26.0%	**16.5%**
Very Unfavorable	1.9%	30.8%	62.5%	**30.3%**

N=1,500

% of Republicans who describe Democratic voters as...

Trait	Percentage
Hypocritical	86.20%
Selfish	77.30%
Lazy	67.00%
Mean	64.90%
Intelligent	36.70%
Generous	34.70%
Hard Working	31.70%
Open-Minded	26.40%
Patriotic	23.60%
Moral	23.20%
Honest	22.10%

NOTE: *n = 458 self-identified Republicans; combined % Republicans who say that each of the following traits describe Democratic voters either "very" or "somewhat well".*

Do you have a favorable or unfavorable view of the Republican Party?

	Democrats	Independents	Republicans	Total
Very Favorable	1.9%	3.0%	31.9%	**11.4%**
Somewhat Favorable	6.3%	17.7%	46.5%	**22.3%**
Neither Favorable/Unfavorable	15.0%	26.6%	9.0%	**17.1%**
Somewhat Unfavorable	23.0%	22.0%	8.3%	**18.1%**
Very Unfavorable	53.7%	30.8%	4.4%	**31.0%**

N=1,500

Please indicate your level of agreement or disagreement with the following statement: **I trust leaders in the Republican Party to act in the best interest of the American people.**

	Democrats	Independents	Republicans	Total
Strongly Agree	1.5%	3.8%	31.7%	**11.5%**
Somewhat Agree	7.9%	20.4%	40.8%	**22.1%**
Neither Agree/Disagree	15.2%	22.2%	12.7%	**16.8%**
Somewhat Unfavorable	18.2%	19.6%	9.8%	**16.2%**
Very Unfavorable	57.2%	33.9%	5.0%	**33.5%**

N=1,500

% of Democrats who describe Republican voters as...

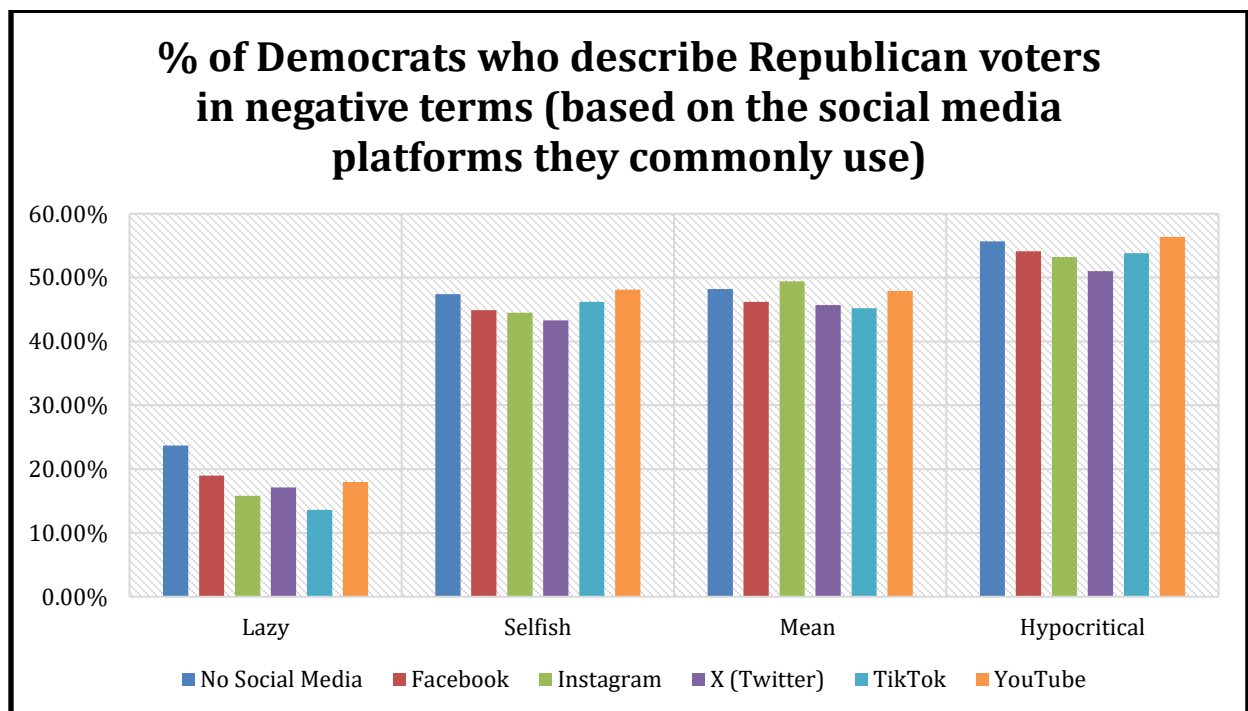|	
Hypocritical	83.70%
Selfish	82.70%
Mean	80.40%
Patriotic	50.10%
Hard Working	48.40%
Lazy	44.10%
Intelligent	39.40%
Moral	21.50%
Honest	19.60%
Generous	18.40%
Open-Minded	15.70%
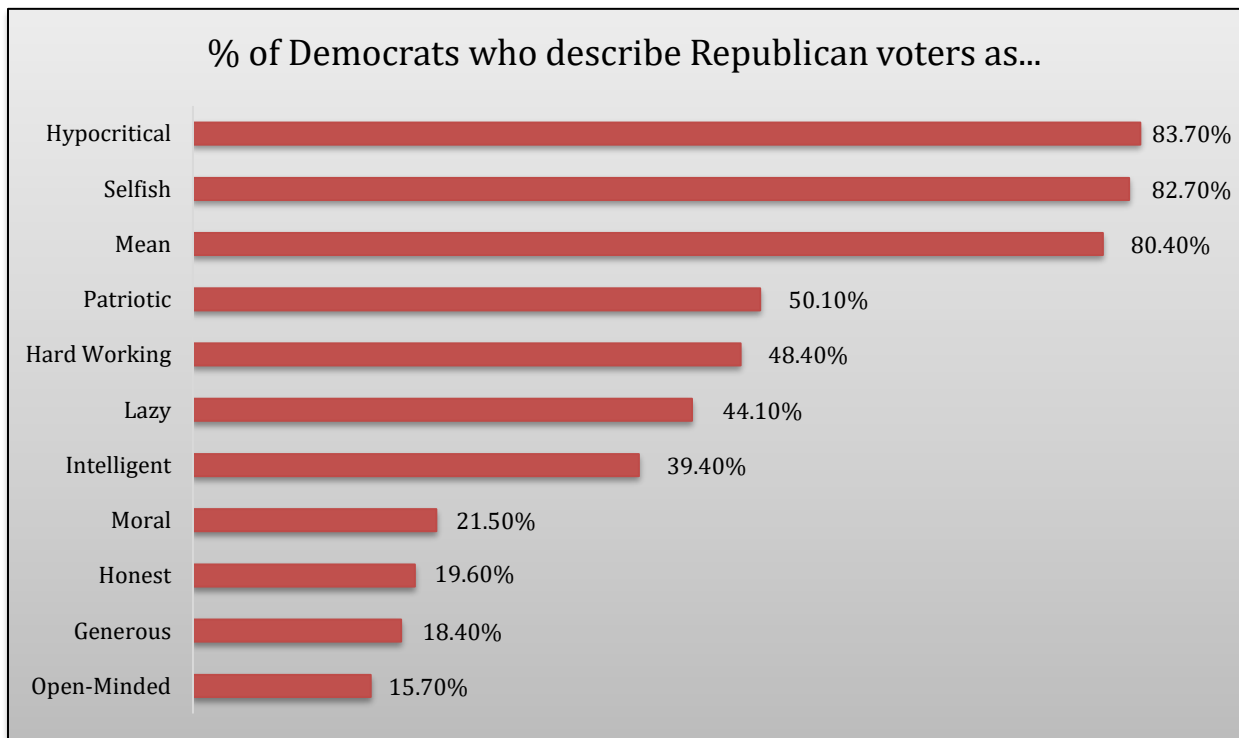
NOTE: *n = 521 self-identified Democrats; combined % of Democrats who say that each of the following traits describe Republican voters either "very" or "somewhat well".*

NOTE: To better understand the relationship between social media and political polarization, the 2024 USF/Cyber Florida survey series will track polarization among Democrats and Republicans over the course of the year and compare these trends with voters' patterns of social media usage. The figure below shows that there is not a systematic pattern or relationship between Democrats' perceptions of Republican voters and their average weekly social media usage at this time. Those who use social media very frequently are actually *less* likely to describe Republicans in negative terms in some cases. As the first in a four-part survey series, these data provide a baseline for comparison over the course of the year in order to determine if social media usage contributes to polarization during the election season.
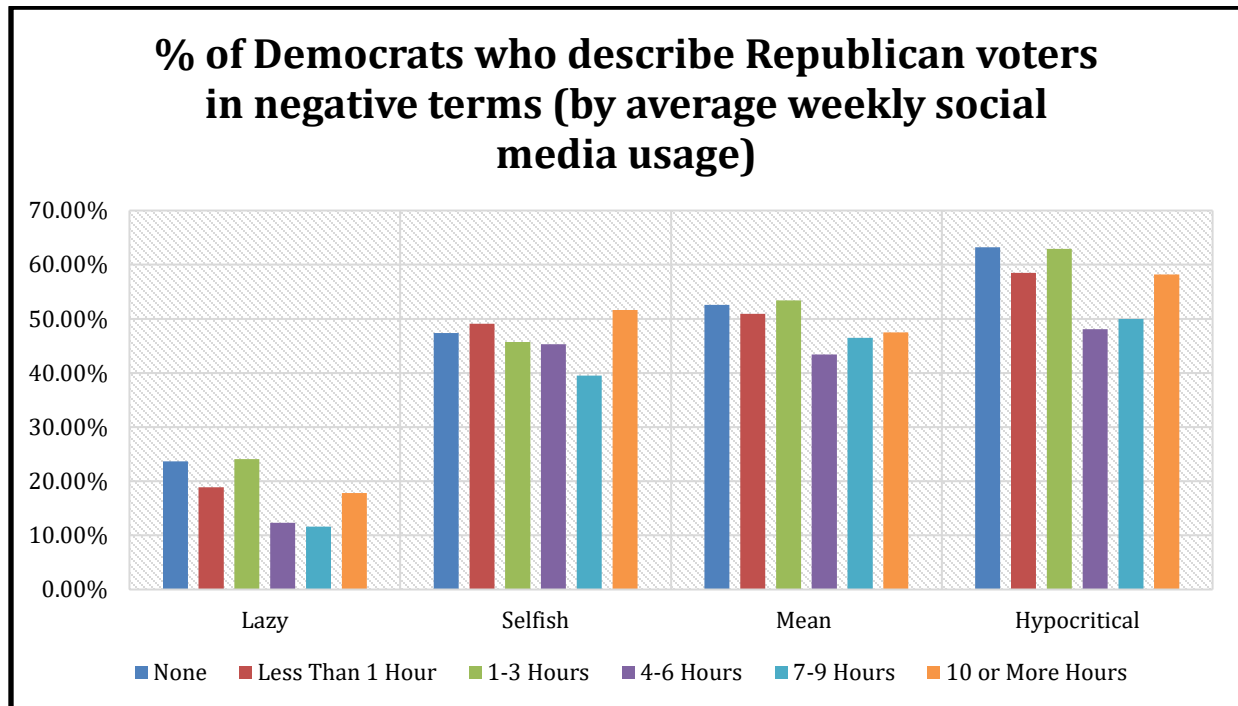
% of Democrats who describe Republican voters in negative terms (by average weekly social media usage)
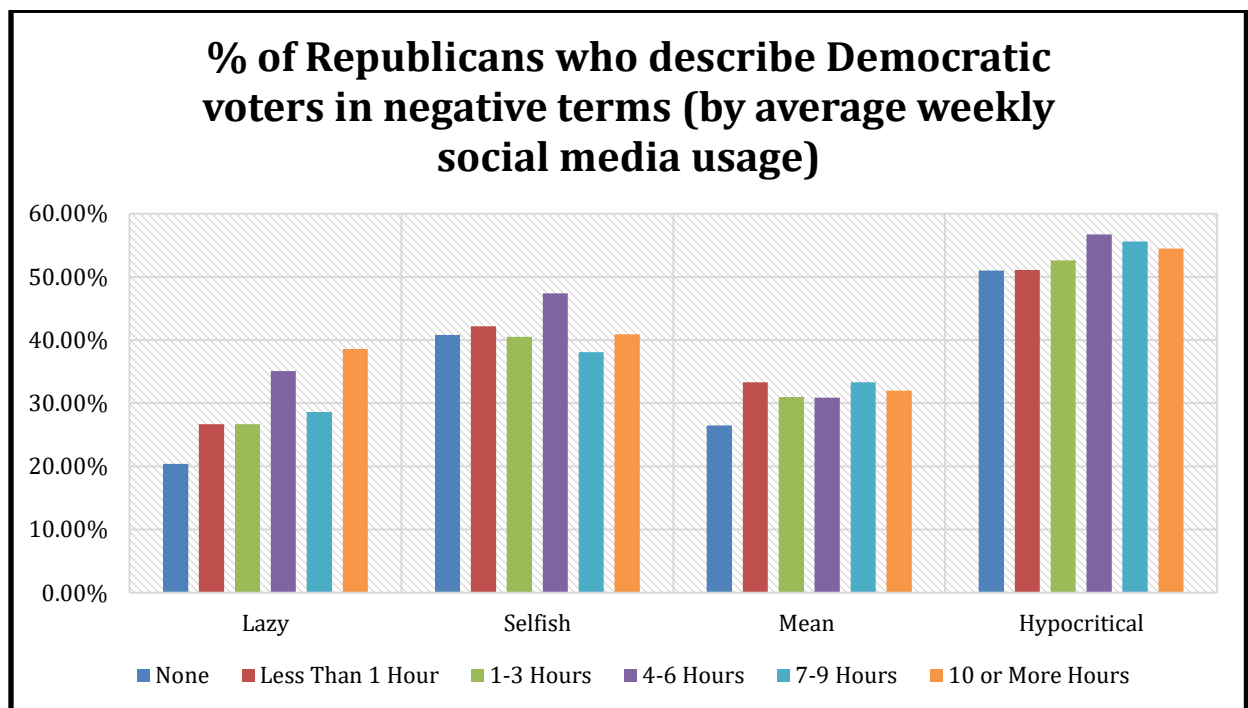

Note: % of Democrats who say the trait describes Republican voters "very well" based on average weekly social media usage. (For example, 24% of Democrats who don't' use social media at all describe Republican voters as "Lazy", while 18% of Democrats who use social media for 10 or more hours per week describe Republican voters as "Lazy").

NOTE: To better understand the relationship between social media and political polarization, the 2024 USF/Cyber Florida survey series will track polarization among Democrats and Republicans over the course of the year and compare these trends with voters' patterns of social media usage. The figure below shows negative perceptions of Republican voters (held by Democrats) across the most commonly used social media platforms. While the data do not show significant differences in polarization across platforms at this time, *X* (Twitter) was associated with slightly lower levels of polarization among Democrats than some other platforms. This was uniquely different than the pattern observed among Republicans (see below). As the first in a four-part survey series, these data provide a baseline for comparison over the course of the election year, allowing us to determine if polarization becomes more pronounced among users of specific social media platforms. It should be emphasized that these data – in their present form – do not prove that these platforms *cause* political polarization on their own.

% of Democrats who describe Republican voters in negative terms (based on the social media platforms they commonly use)

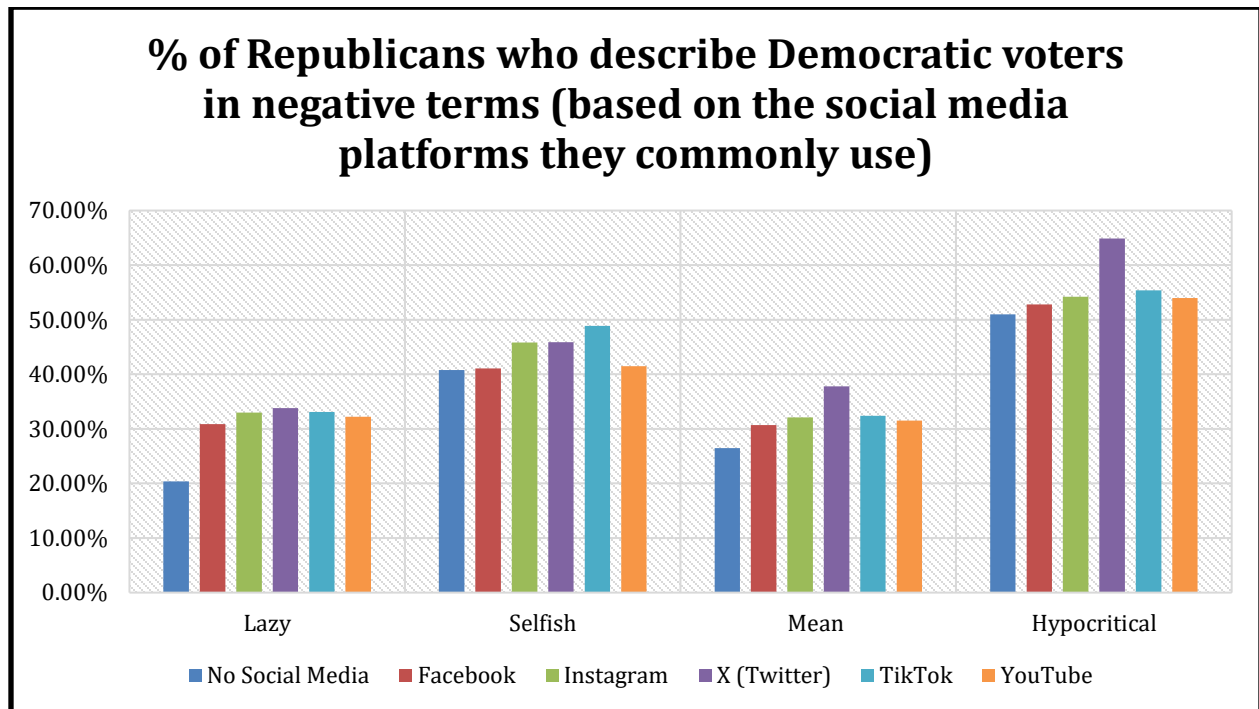Legend: No Social Media, Facebook, Instagram, X (Twitter), TikTok, YouTube

Note: % of Democrats who say the trait describes Republican voters "very well" based on usage of common social media platforms. (For example, 14% of Democrats who use TikTok describe Republican voters as "Lazy", while 19% of Democrats who use Facebook describe Republican voters as "Lazy").

NOTE: To better understand the relationship between social media and political polarization, the 2024 USF/Cyber Florida survey series will track polarization among Democrats and Republicans over the course of the year and compare these trends with voters' patterns of social media usage. The figure below shows that negative perceptions of Democratic voters (among Republicans) are not significantly related to differences in average weekly social media usage at this time, though Republicans who don't use social media are somewhat *less* likely to describe democrats as **Lazy** or **Mean**. As the first in a four-part survey series, these data provide a baseline for comparison over the course of the election year.

% of Republicans who describe Democratic voters in negative terms (by average weekly social media usage)

Legend: None, Less Than 1 Hour, 1-3 Hours, 4-6 Hours, 7-9 Hours, 10 or More Hours

Note: % of Republicans who say the trait describes Democratic voters "very well" based on average weekly social media usage. (For example, 20% of Republicans who don't' use social media at all describe Democratic voters as "Lazy", while 39% of Republicans who use social media for 10 or more hours per week describe Democratic voters as "Lazy").

14

NOTE: To better understand the relationship between social media and political polarization, the 2024 USF/Cyber Florida survey series will track polarization among Democrats and Republicans over the course of the year and compare these trends with voters' patterns of social media usage. The figure below shows negative perceptions of Democratic voters (held by Republicans) across the most commonly used social media platforms. While the observed differences are not substantial in most cases, Republicans who regularly use *X* (Twitter) are the most likely to express negative opinions of Democratic voters in 3 of 4 cases. In particular, Republicans who use *X* were notably more likely to describe Democratic voters as **Mean** and **Hypocritical**. As the first in a four-part survey series, these data provide a baseline for comparison over the course of the election year, allowing us to determine if polarization becomes more pronounced among users of specific social media platforms. It should be emphasized that these data – in their present form – do not prove that these platforms *cause* political polarization on their own.

% of Republicans who describe Democratic voters in negative terms (based on the social media platforms they commonly use)

Legend: No Social Media, Facebook, Instagram, X (Twitter), TikTok, YouTube

Note: % of Republicans who say the trait describes Democratic voters "very well" based on usage of common social media platforms. (For example, 20% of Republicans who don't' use social media at all describe Democratic voters as "Lazy", while 33% of Republicans who use TikTok describe Democratic voters as "Lazy").
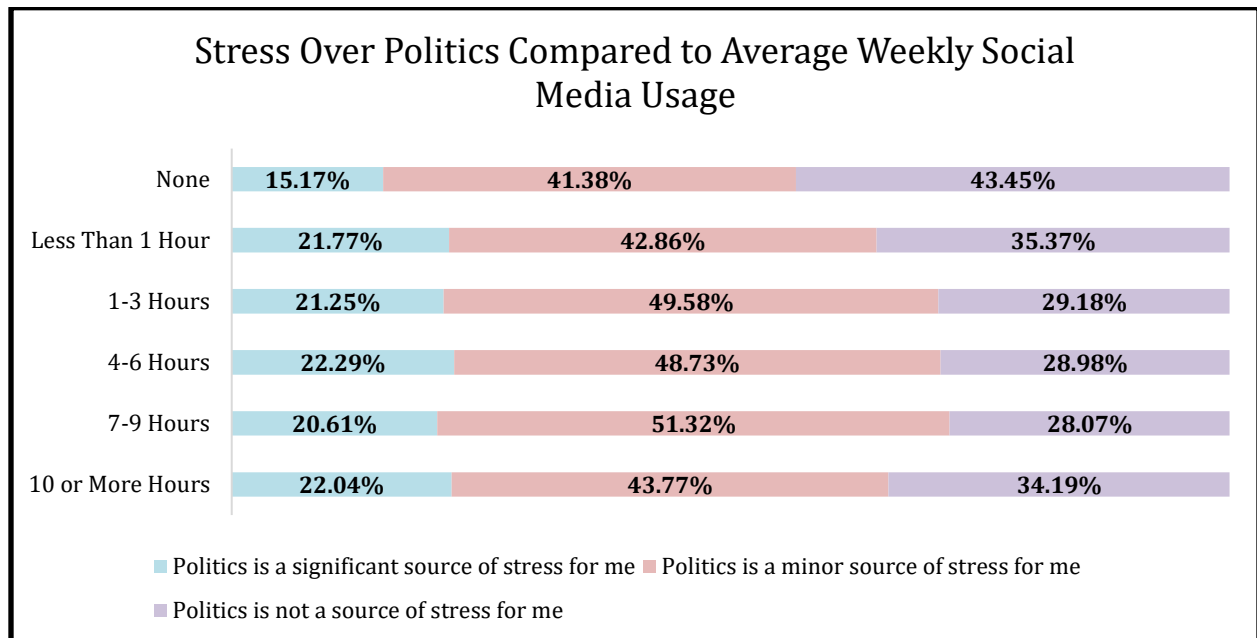
Section 3: Election-Related Stress

Which of the following statements best describes you?

	Democrats	Independents	Republicans	Total
Politics is a <u>significant</u> source of stress for me.	21.3%	24.0%	18.1%	**21.0%**
Politics is a <u>minor</u> source of stress for me.	48.9%	43.3%	48.7%	**47.0%**
Politics is <u>not</u> a source of stress for me	29.8%	32.7%	33.2%	**32.0%**

N= 1,500

Note: The chart below shows voters' self-reported stress over politics in comparison to their average weekly social media usage. While the data do not show a clear increase in political stress based on increasing frequency of social media usage, those who do not have any personal social media accounts are notably less likely to report being stressed out by politics. As the first in a four-part survey series, these data provide a baseline for comparison over the course of the election year, allowing us to determine if polarization becomes more pronounced among users of specific social media platforms.

Stress Over Politics Compared to Average Weekly Social Media Usage

Usage	Significant	Minor	Not a source
None	15.17%	41.38%	43.45%
Less Than 1 Hour	21.77%	42.86%	35.37%
1-3 Hours	21.25%	49.58%	29.18%
4-6 Hours	22.29%	48.73%	28.98%
7-9 Hours	20.61%	51.32%	28.07%
10 or More Hours	22.04%	43.77%	34.19%

■ Politics is a significant source of stress for me   ■ Politics is a minor source of stress for me
■ Politics is not a source of stress for me

NOTE: In order to measure voters' levels of stress as it relates to politics, we utilized a modified version of previously defined measures created by Smith et al. (2019).

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Politics has caused me to lose sleep.**

	Democrats	Independents	Republicans	Total
Strongly Agree	2.7%	4.6%	3.9%	**3.7%**
Somewhat Agree	14.2%	11.9%	10.3%	**12.1%**
Somewhat Disagree	32.8%	29.4%	32.8%	**31.7%**
Strongly Disagree	50.3%	54.2%	53.1%	**52.5%**

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **I have lost my temper over politics.**

	Democrats	Independents	Republicans	Total
Strongly Agree	10.0%	9.7%	9.6%	**9.7%**
Somewhat Agree	26.9%	24.6%	24.0%	**25.1%**
Somewhat Disagree	27.6%	25.8%	25.6%	**26.7%**
Strongly Disagree	35.5%	39.9%	40.8%	**38.6%**

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **I've spent more time thinking about politics than I would like.**

	Democrats	Independents	Republicans	Total
Strongly Agree	16.5%	17.9%	12.9%	**15.7%**
Somewhat Agree	35.5%	33.9%	43.2%	**37.5%**
Somewhat Disagree	24.6%	20.2%	22.3%	**22.6%**
Strongly Disagree	23.4%	28.0%	21.6%	**24.2%**

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Differences in political views have caused conflict between me and my friends.**

	Democrats	Independents	Republicans	Total
Strongly Agree	6.9%	4.4%	5.2%	**5.5%**
Somewhat Agree	23.0%	22.2%	20.3%	**22.0%**
Somewhat Disagree	29.9%	30.8%	33.8%	**31.4%**
Strongly Disagree	40.1%	42.7%	40.6%	**41.1%**

N=1,500

Thinking about the last month, please indicate your level of agreement or disagreement with each of the following statements: **Differences in political views have caused conflict in my family.**

	Democrats	Independents	Republicans	Total
Strongly Agree	10.2%	8.1%	5.7%	**8.1%**
Somewhat Agree	18.0%	22.6%	19.9%	**20.1%**
Somewhat Disagree	26.5%	24.2%	26.6%	**26.0%**
Strongly Disagree	45.3%	45.0%	47.8%	**45.9%**

N=1,500

Section 4: Confidence in Election Results and Fairness

Regardless of who you voted for, **do you believe that Joe Biden legitimately won the 2020 Presidential election?**

	Democrats	Independents	Republicans	Total
Yes	93.5%	62.1%	29.0%	**63.1%**
No	2.9%	21.2%	53.9%	**24.8%**
Unsure	3.7%	16.7%	17.0%	**12.1%**

N=1,500

How confident are you that the 2024 Presidential election will be conducted fairly?

	Democrats	Independents	Republicans	Total
Very Confident	53.2%	30.4%	17.0%	**34.2%**
Somewhat Confident	32.1%	35.3%	28.8%	**32.3%**
Not Very Confident	12.3%	24.4%	38.4%	**24.4%**
Not at All Confident	2.5%	9.9%	15.7%	**9.1%**

N=1,500

How confident are you that your vote will be counted accurately in this year's election?

	Democrats	Independents	Republicans	Total
Very Confident	58.4%	39.4%	24.0%	**41.2%**
Somewhat Confident	32.3%	33.8%	36.7%	**34.3%**
Not Very Confident	6.8%	17.4%	23.7%	**15.6%**
Not at All Confident	2.5%	9.3%	15.6%	**8.9%**

N=1,470 (n = 30 responded "I probably won't vote").

Section 5: Social Media and Politics

How much do you rely on social media to stay up-to-date on news and current events?

	Democrats	Independents	Republicans	Total
A Great Deal	32.3%	22.2%	22.5%	**25.8%**
A Little	33.5%	32.4%	35.5%	**33.7%**
Not Very Much	16.6%	22.7%	23.0%	**38.5%**
Not at All	17.6%	22.7%	19.1%	**23.1%**

N=1,355 active social media users.

In a typical week, **how many hours do you spend on social media?**

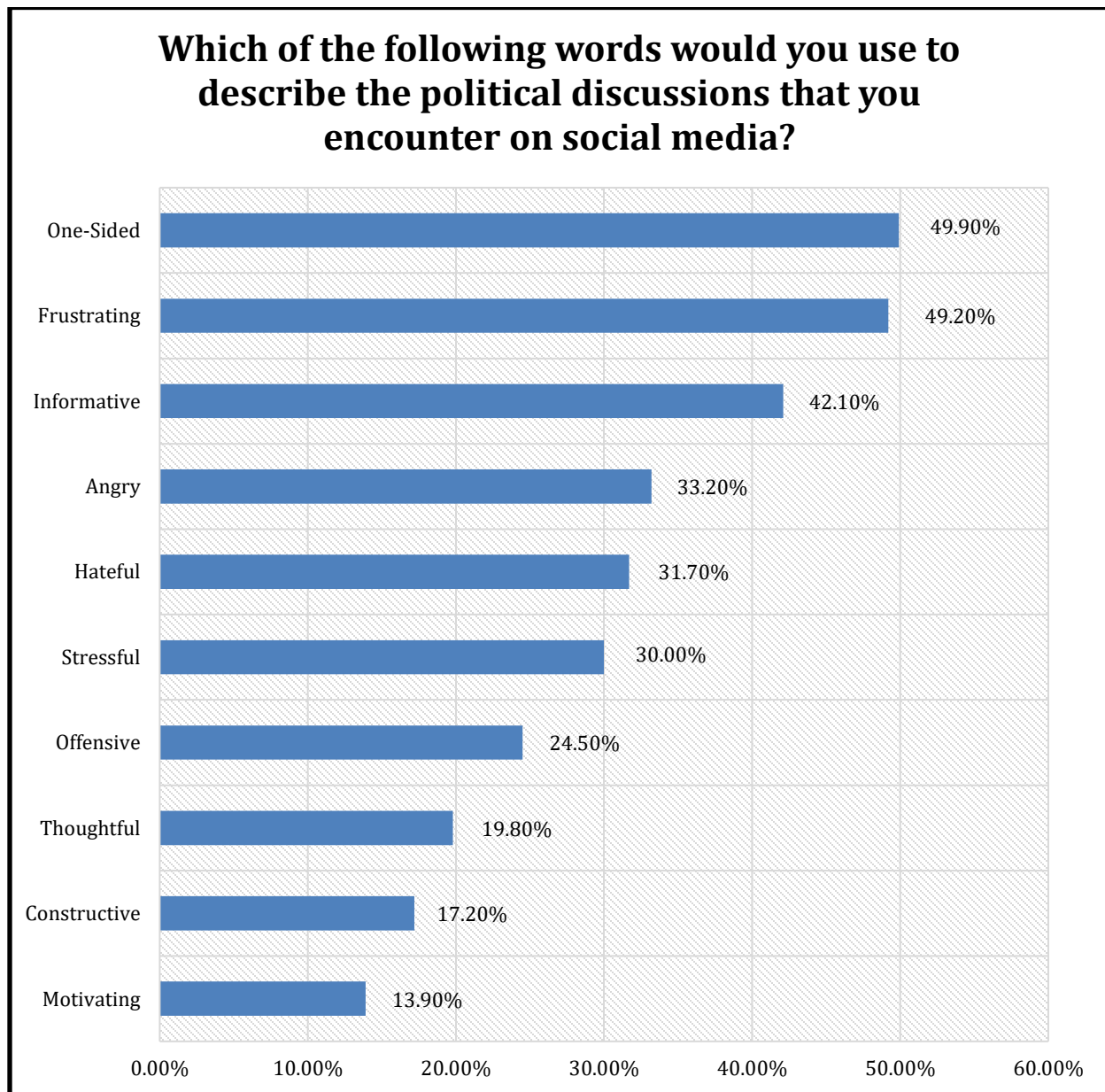|	Democrats	Independents	Republicans	Total
Less than 1 hour	11.0%	10.4%	11.0%	**10.9%**
1-3 hours	24.0%	26.0%	28.4%	**26.1%**
4-6 hours	22.0%	23.8%	23.7%	**23.2%**
7-9 hours	17.8%	17.6%	15.4%	**16.8%**
10 or more hours	25.3%	22.2%	21.5%	**23.1%**

N=1,355 active social media users.

In a typical week, **how often do you see people in your social network talk about politics on social media?**

	Democrats	Independents	Republicans	Total
Several Times a Day	24.2%	15.6%	20.8%	**20.2%**
About Once a Day	15.3%	14.9%	17.4%	**15.9%**
A Few Times a Week	27.5%	24.9%	28.4%	**27.0%**
About Once a Week	9.5%	10.4%	10.3%	**10.0%**
Less Often	23.4%	34.2%	23.2%	**27.0%**

N=1,355 active social media users.

Note: Social media users who said that they see people in their social network talk about politics "at least once a week" or more (n = 989) were presented with a list of terms and asked to select each one that describe the political discussions that they see on social media. The chart below shows a summary of their responses. While 42% described the political discussions they see on social media as "Informative", the majority of chosen descriptors were decidedly negative, including "One-Sided" (50%), "Frustrating" (49%), "Angry" (33%), and "Hateful" (32%).

Which of the following words would you use to describe the political discussions that you encounter on social media?

Descriptor	Percentage
One-Sided	49.90%
Frustrating	49.20%
Informative	42.10%
Angry	33.20%
Hateful	31.70%
Stressful	30.00%
Offensive	24.50%
Thoughtful	19.80%
Constructive	17.20%
Motivating	13.90%

In a typical week, **how often do you repost news stories about politics on social media?**

	Democrats	Independents	Republicans	Total
Several Times a Day	6.0%	1.6%	2.9%	**3.5%**
About Once a Day	5.6%	2.9%	4.2%	**4.3%**
A Few Times a Week	13.0%	8.7%	9.3%	**10.4%**
About Once a Week	7.3%	7.3%	6.4%	**6.9%**
Less Often	68.1%	79.6%	77.3%	**74.8%**

N=1,355 active social media users.

In a typical week, **how often do you repost what other people in your social network post about politics on social media?**

	Democrats	Independents	Republicans	Total
Several Times a Day	6.2%	1.8%	3.2%	**3.8%**
About Once a Day	5.0%	3.3%	2.7%	**4.1%**
A Few Times a Week	10.8%	4.9%	8.8%	**8.1%**
About Once a Week	7.3%	9.1%	4.9%	**7.1%**
Less Often	69.8%	80.9%	80.4%	**77.0%**

N=1,355 active social media users.

In a typical week, **how often do you post your thoughts about politics or comment on other posts about politics on social media?**

	Democrats	Independents	Republicans	Total
Several Times a Day	4.6%	2.7%	2.2%	**3.2%**
About Once a Day	5.6%	2.7%	5.6%	**4.6%**
A Few Times a Week	11.6%	5.3%	7.8%	**8.3%**
About Once a Week	13.0%	7.3%	10.3%	**10.2%**
Less Often	65.2%	82.0%	74.1%	**73.8%**

N=1,355 active social media users.

In the past week, **how often have you visited TikTok?**

	Democrats	Independents	Republicans	Total
Several Times a Day	47.5%	47.7%	50.4%	**48.1%**
About Once a Day	21.7%	20.6%	20.9%	**21.1%**
Several Times a Week	22.2%	19.4%	20.9%	**21.1%**
Once During the Week	5.9%	9.4%	7.2%	**7.5%**
Less Often	2.7%	2.9%	0.7%	**2.3%**

N=532 active TikTok users.

When you are using TikTok, **how often do you encounter political news and information?**

	Democrats	Independents	Republicans	Total
Every Time	12.7%	9.4%	13.7%	**11.8%**
Almost Every Time	25.3%	19.4%	24.5%	**23.1%**
Sometimes	41.2%	43.5%	40.3%	**41.9%**
Almost Never	12.7%	15.9%	15.8%	**14.5%**
Never	8.2%	11.8%	5.8%	**87%**

N=532 active TikTok users.

How confident are you in the accuracy of the political news and information that you encounter on TikTok?

	Democrats	Independents	Republicans	Total
Very Confident	17.8%	13.0%	10.1%	**14.2%**
Somewhat Confident	47.7%	41.5%	44.0%	**44.6%**
Not Very Confident	27.6%	38.2%	34.9%	**32.8%**
Not at All Confident	6.9%	7.3%	11.0%	**8.3%**

N=408 active TikTok users who encounter political news and information on the platform at least "sometimes".

Survey Information

1,500 registered U.S. voters were surveyed via an online web-panel (Prodege MR). The survey was fielded from January 23rd through 27th 2024. The results are reported with a 95% confidence level and a margin of error of +/- 2.53. Respondents were selected via stratified, quota sampling to ensure a representative sample. Balanced quotas for gender, age, race/ethnicity, education and party affiliation were determined based on data from the U.S. Census Bureau. Quotas were stratified by Census region for geographical representativeness.

Sample Comparison

	USF Survey Sample	U.S. Demographics*
Gender		
Female	50.1%	50.4%
Male	49.5%	49.6%
Non-Binary/Other	0.3%	-
Age		
18-24	11.7%	12.0%
25-44	35.9%	34.2%
45-64	30.1%	31.6%
65+	22.3%	22.2%
Race		
Black/African American	13.7%	13.6%
White/Caucasian	71.4%	75.5%
Asian	6.3%	6.3%
Hawaiian/Pacific Islander	0.3%	0.3%
American Indian/Alaska Native	1.5%	1.3%
Other	6.7%	3.0%
Ethnicity		
Hispanic	19.0%	19.1%
Non-Hispanic	81.0%	80.9%
Education		
Less than 4 Year Degree	66.1%	66.3%
4 Year Degree (or higher)	33.9%	33.7%
Political Affiliation (registered voters only, n = 1,101)		
Democrat	34.7%	33.0%
Independent (and Other)	34.7%	38.0%
Republican	30.5%	29.0%
Census Region		
Northeast	17.4%	17.1%
Midwest	20.6%	20.6%
South	40.3%	38.6%
West	21.7%	23.6%

About our Research Team

Stephen Neely (PhD, North Carolina State University, 2013) is an Associate Professor in the School of Public Affairs at the University of South Florida. He is Director of the School's Master's program in Public Administration. His areas of specialization include survey research, quantitative data analysis, and public policy. For additional information please visit his **USF faculty page**. Dr. Neely can be contacted by email at srneely@usf.edu

Savannah Havird (MPA Candidate, University of South Florida, 2024) is a Graduate Assistant and Research Assistant in the School of Public Affairs at USF. Her anticipated graduation is Fall of 2024, after which she intends to pursue a doctoral degree in public policy and affairs. Her areas of interest include public policy, emergency management, and local, state, and federal politics. She is currently engaged in active research in each of these areas. For additional Information please visit her **USF Staff & GA page.** Savannah can be contacted by email at savannahhavird@usf.edu.

About the University of South Florida

The University of South Florida is a high-impact global research university dedicated to student success. Over the past 10 years, no other public university in the country has risen faster in U.S. News and World Report's national university rankings than USF. Serving more than 50,000 students on campuses in Tampa, St. Petersburg and Sarasota-Manatee, USF is designated as a Preeminent State Research University by the Florida Board of Governors, placing it in the most elite category among the state's 12 public universities. USF has earned widespread national recognition for its success graduating under-represented minority and limited-income students at rates equal to or higher than white and higher income students. USF is a member of the American Athletic Conference. Learn more at www.usf.edu.

About Cyber Florida

The Florida Center for Cyber Security (also known as Cyber Florida) was established by the State of Florida in 2014 to make the Sunshine State one of the most cyber- secure in the nation by promoting cybersecurity education, research, and outreach in partnership with the 12 State University System of Florida (SUS) institutions. Hosted by the University of South Florida, the Center is committed to increasing the number of K-12 students interested in and prepared for careers in cybersecurity and related STEM disciplines.

*For media inquiries, please contact Professor Stephen Neely at srneely@usf.edu or by phone at (412)335-5055