

navigator*

Tuesday, June 4th

A Guide for Advocates



Key Takeaways:

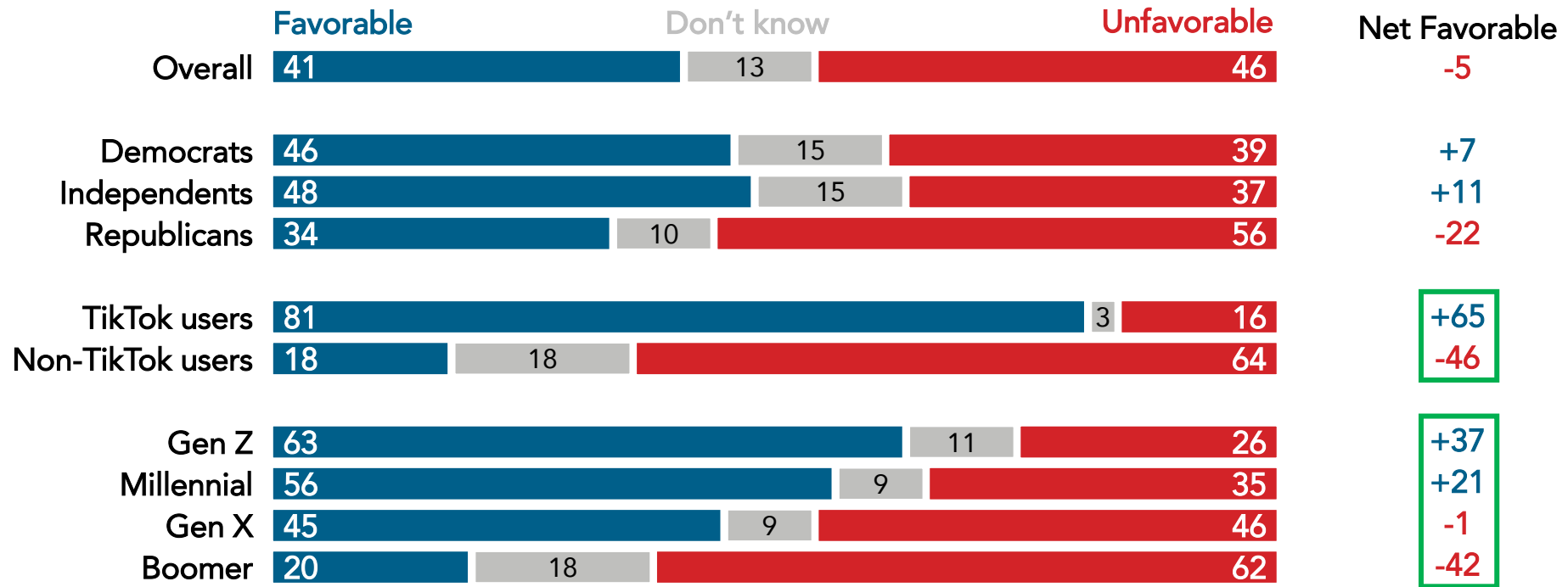
- A vast majority of Americans support the Biden administration reclassifying marijuana and support legalizing marijuana for recreational use.
- While Americans are initially split on whether TikTok should be banned, a plurality becomes supportive once given more context that it would be banned unless sold to a company unaffiliated with the Chinese government, with the increase in support being driven by Democrats.

Views of TikTok Are Mixed

Independents (net +11 favorable) and Democrats (net +7) view TikTok favorably, while a majority of Republicans view it unfavorably (net -22).

- Baby Boomers hold deeply negative views (net -42 favorable), while Millennials (net +21) and Gen Z (net +37) view it much more favorably.

Please indicate how favorable or unfavorable you are to: TikTok.



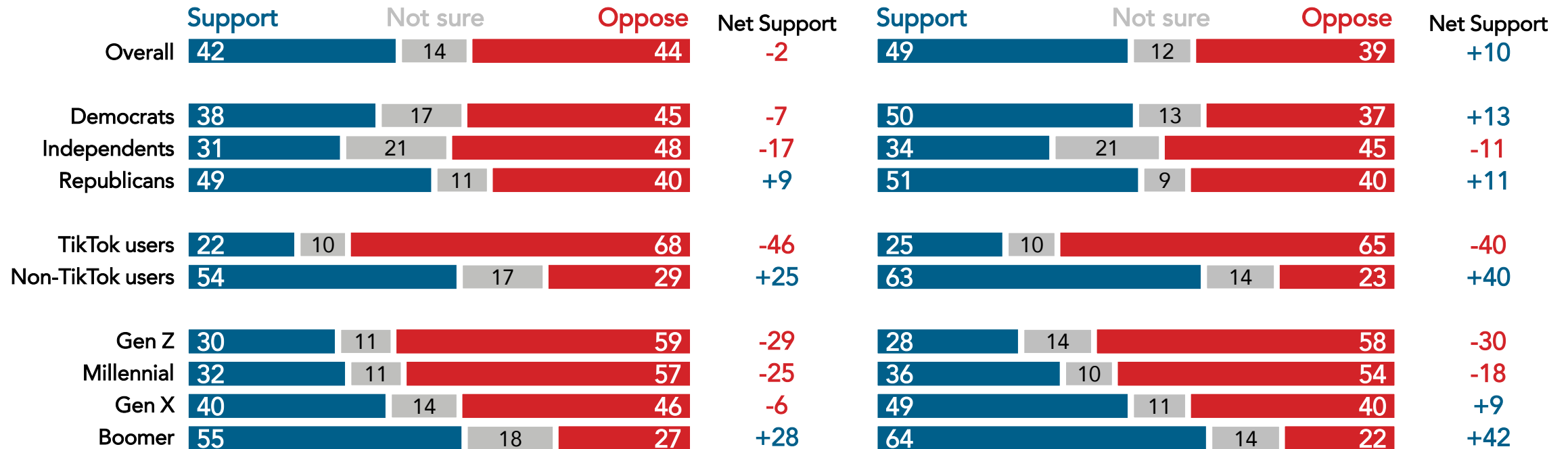
Pew Research definitions were used to determine the generational cutoffs used in this survey: Gen Z (born 1997-2012), Millennials (1981-1996), Gen X (1965-1980), Baby Boomers (1946-1964), and the Silent Generation (1928-1945).
 Nationwide survey of 1,000 registered voters conducted May 9-May 12, 2024.
 For more info, visit [navigatortresearch.org](https://www.navigatortresearch.org).

A Plurality Oppose a TikTok Ban, Though Nearly Half Support When It Is Explained

While a plurality of Democrats oppose a ban on the initial ask (net -7 support), half support the ban once it is explained (net +13).

Do you support or oppose banning TikTok, the video streaming app, in the United States?

As you may or may not know, President Biden recently signed legislation banning TikTok unless the company is sold to a company not affiliated with the Chinese government. Knowing this, do you support or oppose banning TikTok in the United States?



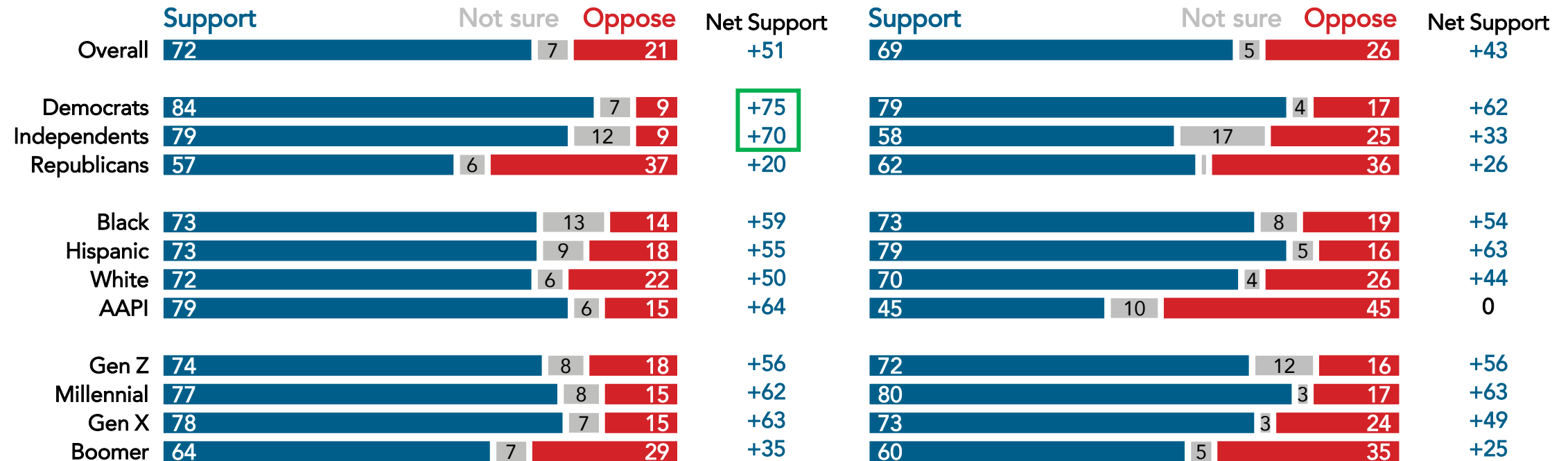
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Majorities Support Reclassifying or Legalizing Marijuana

Democrats and independents are more likely to support reclassifying marijuana (net +75 and net +70, respectively) than legalizing marijuana for recreational use (net +62 and net +33), though large majorities support both.

(Split sample) As you may or may not know, the Biden administration recently announced its intention to reclassify marijuana as a less dangerous drug, enabling further research into its potential medical uses and benefits. Knowing this, do you support or oppose reclassifying marijuana?

(Split sample) Do you support or oppose legalizing marijuana for recreational use?



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About Navigator

In a world where the news cycle is the length of a tweet, our leaders often lack the real-time public-sentiment analysis to shape the best approaches to talking about the issues that matter the most. Navigator is designed to act as a consistent, flexible, responsive tool to inform policy debates by conducting research and reliable guidance to inform allies, elected leaders, and the press. Navigator is a project led by pollsters from Global Strategy Group and GBAO along with an advisory committee, including: Jessica Floyd, The Hub Project; Christina Reynolds, EMILY's List; Mike Podhorzer, AFL-CIO; Jesse Ferguson, progressive strategist; Navin Nayak, Center for American Progress Action Fund; Stephanie Valencia, EquisLabs; and Melanie Newman, Planned Parenthood Action Fund.

About the Study

Global Strategy Group conducted a public opinion survey among a sample of 1,000 registered voters from May 9-May 12, 2024. 100 additional interviews were conducted among Hispanic voters. 72 additional interviews were conducted among Asian American and Pacific Islander voters. 100 additional interviews were conducted among African American voters. 100 additional interviews were conducted among independent voters. The survey was conducted online, recruiting respondents from an opt-in online panel vendor. Respondents were verified against a voter file and special care was taken to ensure the demographic composition of our sample matched that of the national registered voter population across a variety of demographic variables.

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To learn more about Navigator:

<http://navigatorresearch.org>

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