

Civitas Institute

TIKTOK

OPINION POLL

MARCH 2023



# Data collection

- Sample size: 1100 people
- Data was collected between February 28, 2023, and March 2, 2023 with the CATI method.
- Measurement uncertainty:  $\pm 3.0\%$

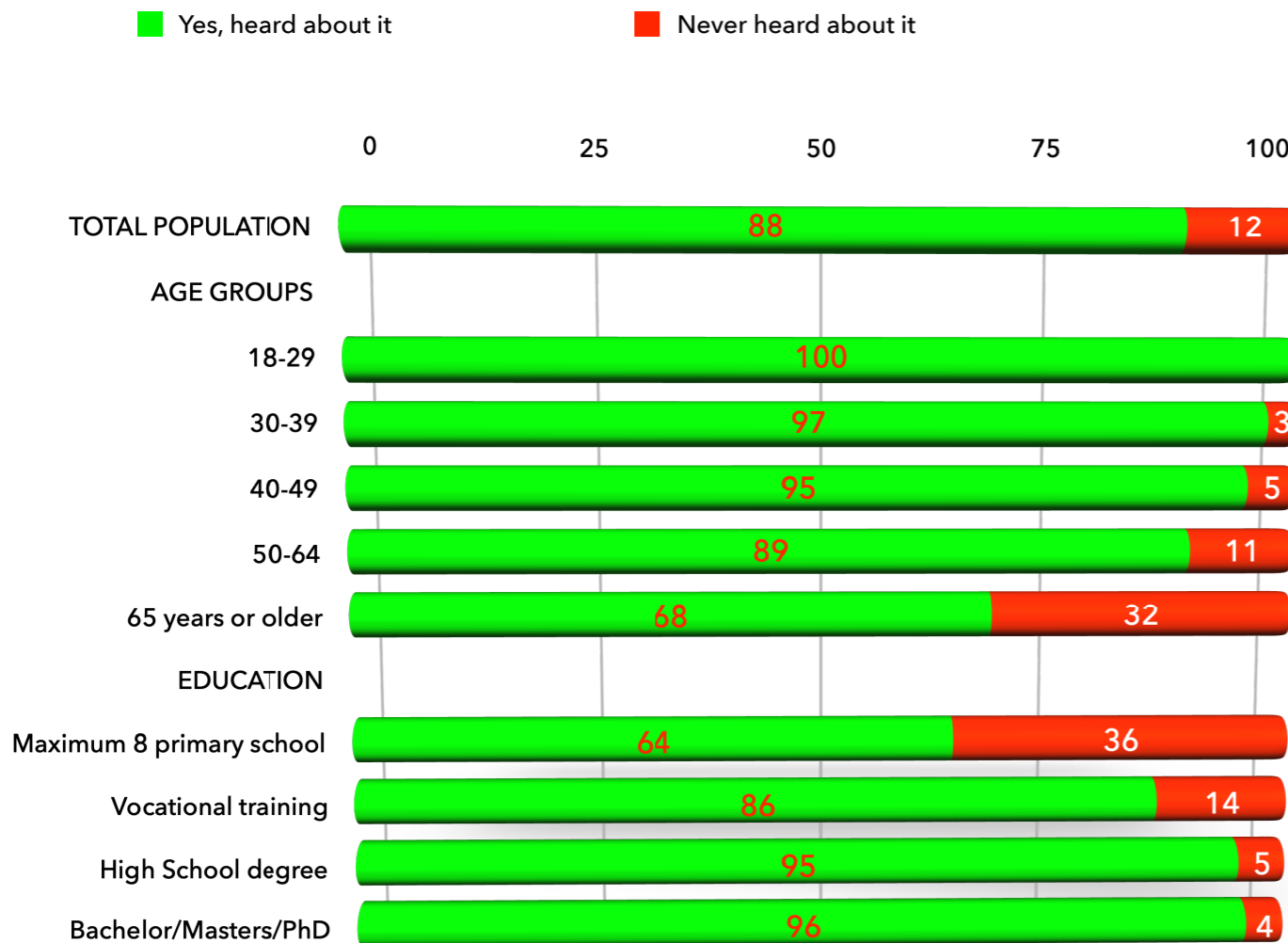
## Methodology

Between February 28, 2023, and March 2, 2023 we asked 1100 randomly selected voters using the CATI method to ask about a few public life matters.

The data represents the opinion of the voting-age population sorted by gender, age, highest education level and where they live. The margin of error for our research regarding a 50% figure for the entire population is up to  $\pm 3.0\%$  (with 95% probability), but it is likely that the distance of the results from the census value is smaller than this. The margin of error decreases both for values smaller than 50% and for values greater than 50% regarding the entire population. However, the margin of error cannot be considered as the actual potential error size.

## TikTok is a Chinese video sharing social media application for smartphones.

### Have you ever heard of TikTok?



## How well-known is TikTok?

Nearly nine out of ten people asked have heard about TikTok, while more than one-tenth has not.

It is clear that TikTok is the most known among the youngest section of the population (18-29 years old) with 100%. As age increases the percentage decreases, although even two-thirds of people older than 65 have heard of it.

When it comes to education, we can state that the higher the education level, the higher the likeliness that they have heard about TikTok. 64% of people with a maximum of 8 years of primary and high-school education and 96% of people with a degree know about the platform.

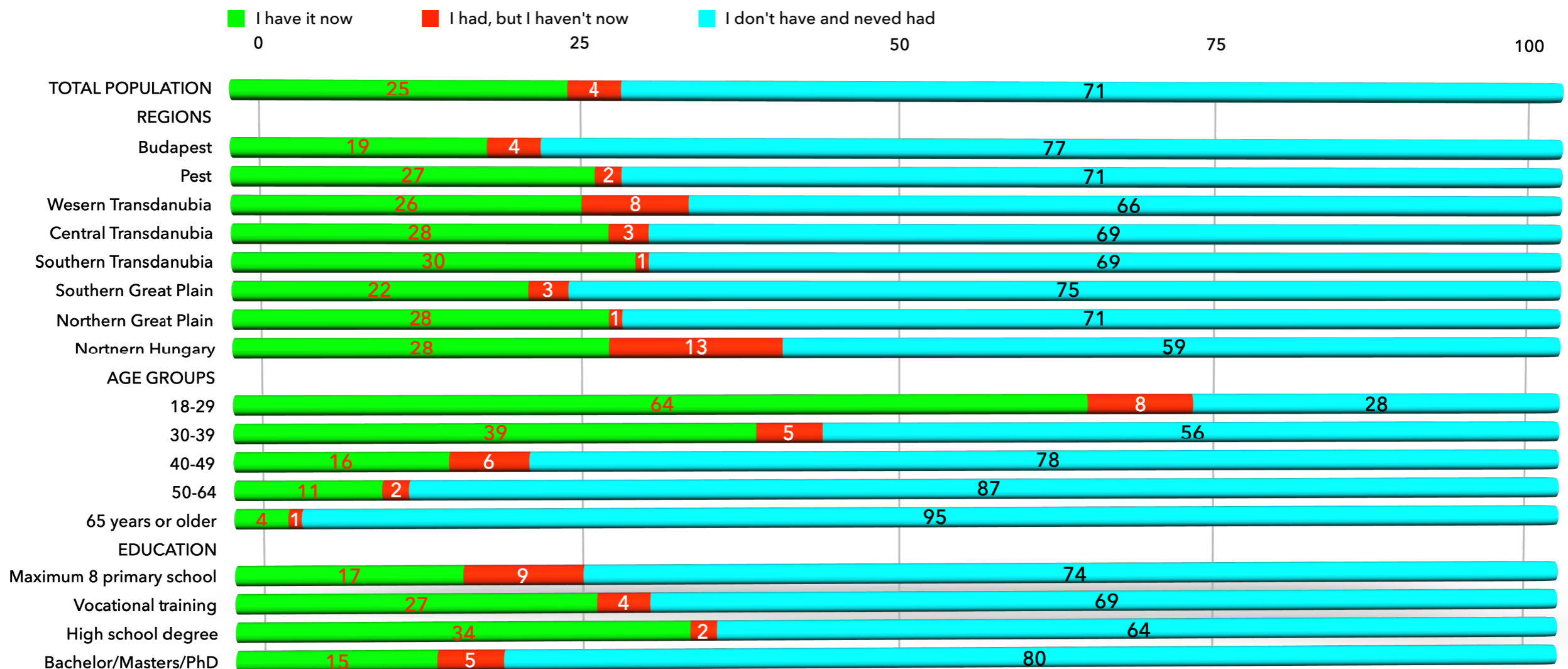
Among less well-off respondents (200 000 HUF or below), the awareness of TikTok is 73% and 75% respectively, while for people earning above that limit, it surpasses 90%.

70% of respondents don't have a TikTok account, 25% have an account right now and 4% have it but don't use it right now.

A somewhat surprising finding is that the lowest share of respondents having a TikTok account is in the capital (19%) while the highest is in Southern Transdanubia (30%). The highest share of people who have had an account in the past is in Northern Hungary (13%).

The platform is the least popular among DK voters, only 11% of whom have an account, which can be explained by the share of older people among the voters. When it comes to the voters of the government parties, this proportion is 21%. Among the other parties, TikTok is the most popular among Nép Pártján, LMP and MSZP voters with 53%, 43% and 41% respectively while 28% of undecided respondents use the Chinese video-sharing platform.

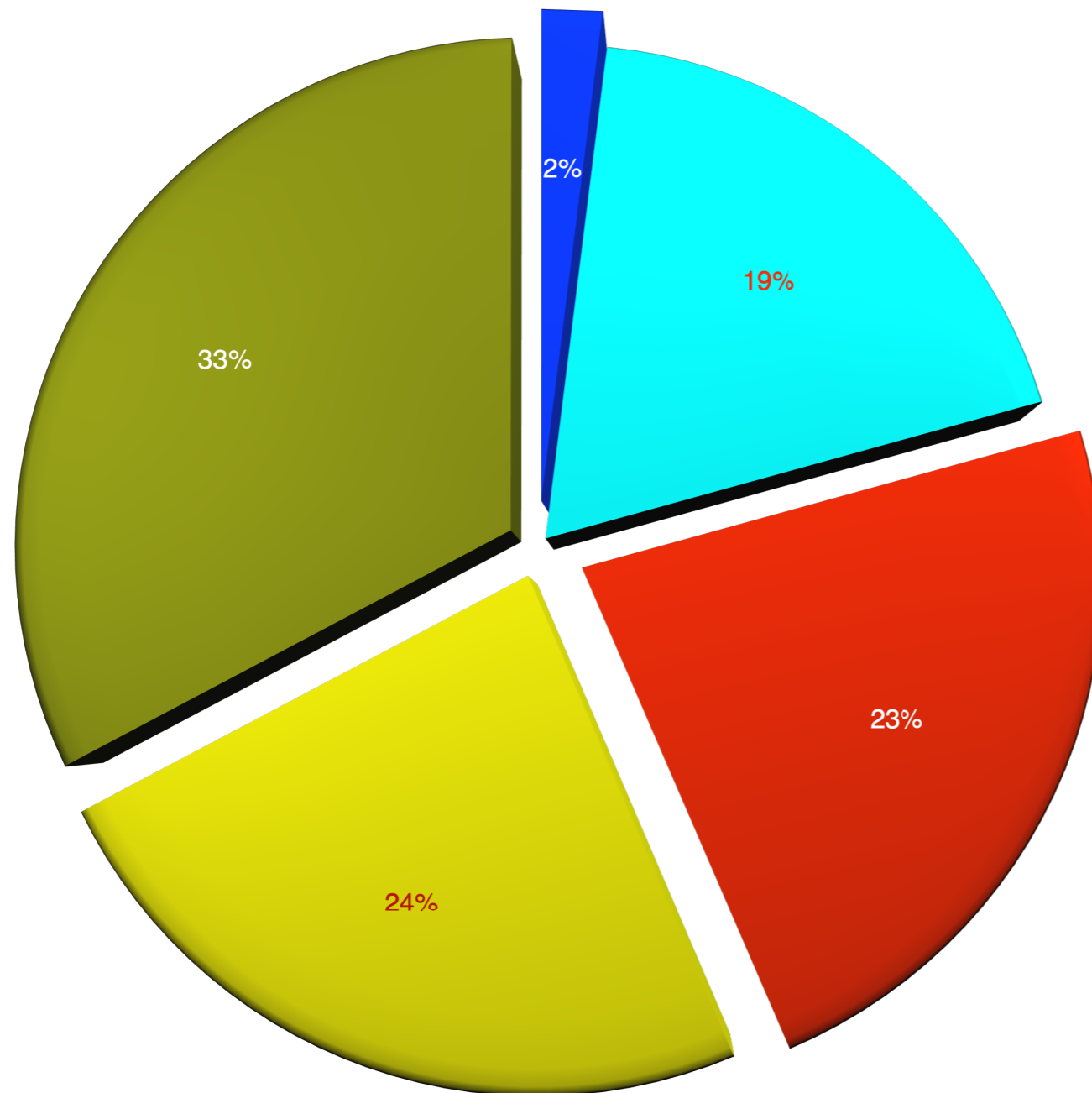
### Do you have or have you had a Tiktok account?



# Attitudes towards safety

Overall, how safe do you think it is to use Tiktok?

● Very safe    ● Safe    ● Prefer not considered safe    ● Not safe at all    ● Do not know



One-third of the whole population cannot tell how safe it is to use TikTok. Nearly half of the people think it is unsafe while more than one-fifth think it is safe.

It is furthermore noteworthy that only 2% of respondents believe that the platform is absolutely safe and 21% say it is rather safe.

The awareness of the existence of TikTok is significantly higher than its usage. People who use it barely surpass the share of those who think it is safe. However, it is visible that even those who have never used it have an opinion about its safety and are concerned about it.

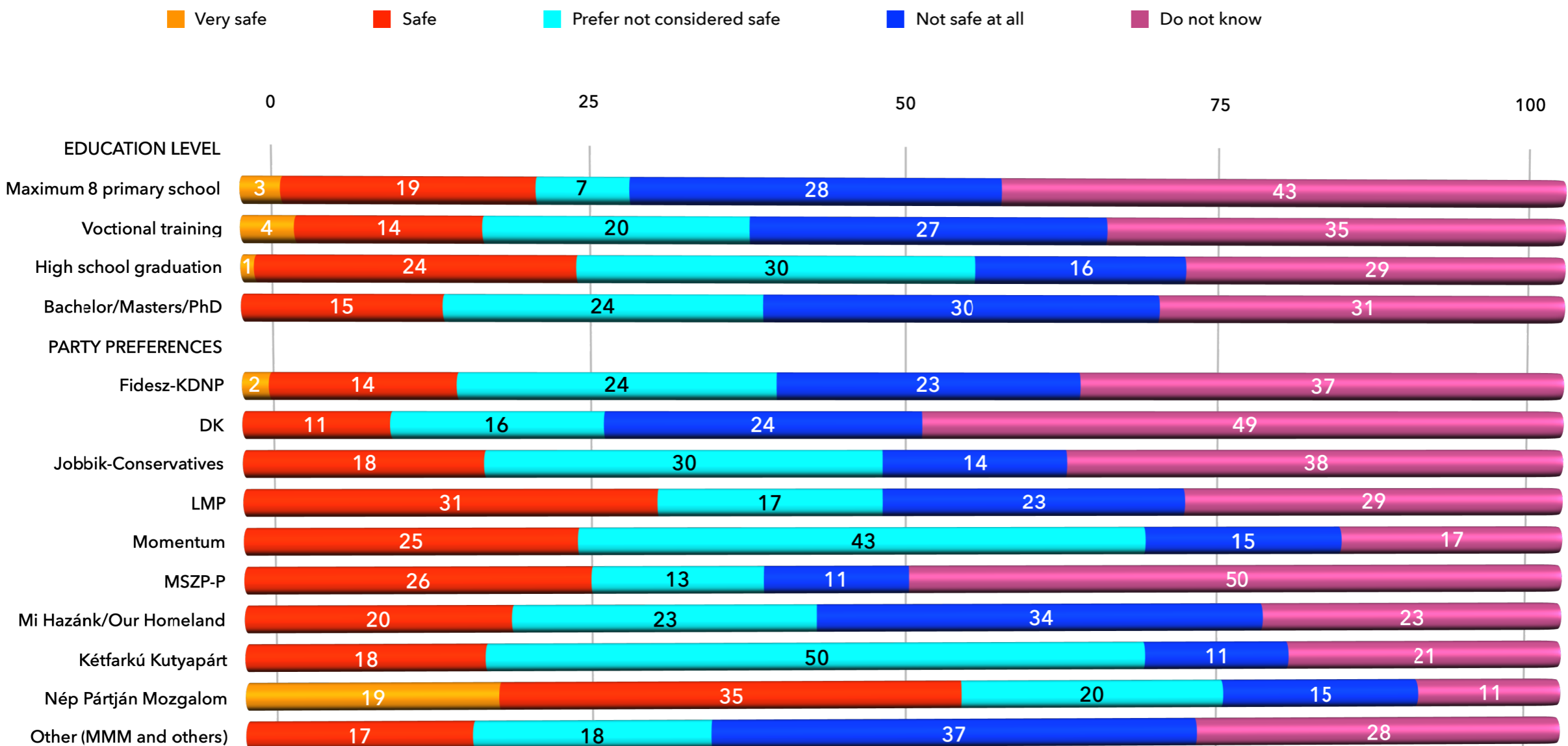
# Attitudes towards safety

Those with higher education are the least trusting towards the platform with more than 50% believing it to be unsafe. Respondents with a high school diploma trust it the most with 25% thinking it to be safe. The highest share of those who could not decide was among people with a maximum of 8 years of primary and high-school education with 42%.

People who are well-off (earning above 401 000 HUF) are more trusting towards TikTok than those with a lower income.

The highest trust towards the platform is experienced among the voters of Nép Pártján and LMP. This is also the case for undecided respondents. The highest share of issues with security is visible among voters of MKKP and Mi Hazánk.

## Overall, how safe do you think it is to use TikTok?



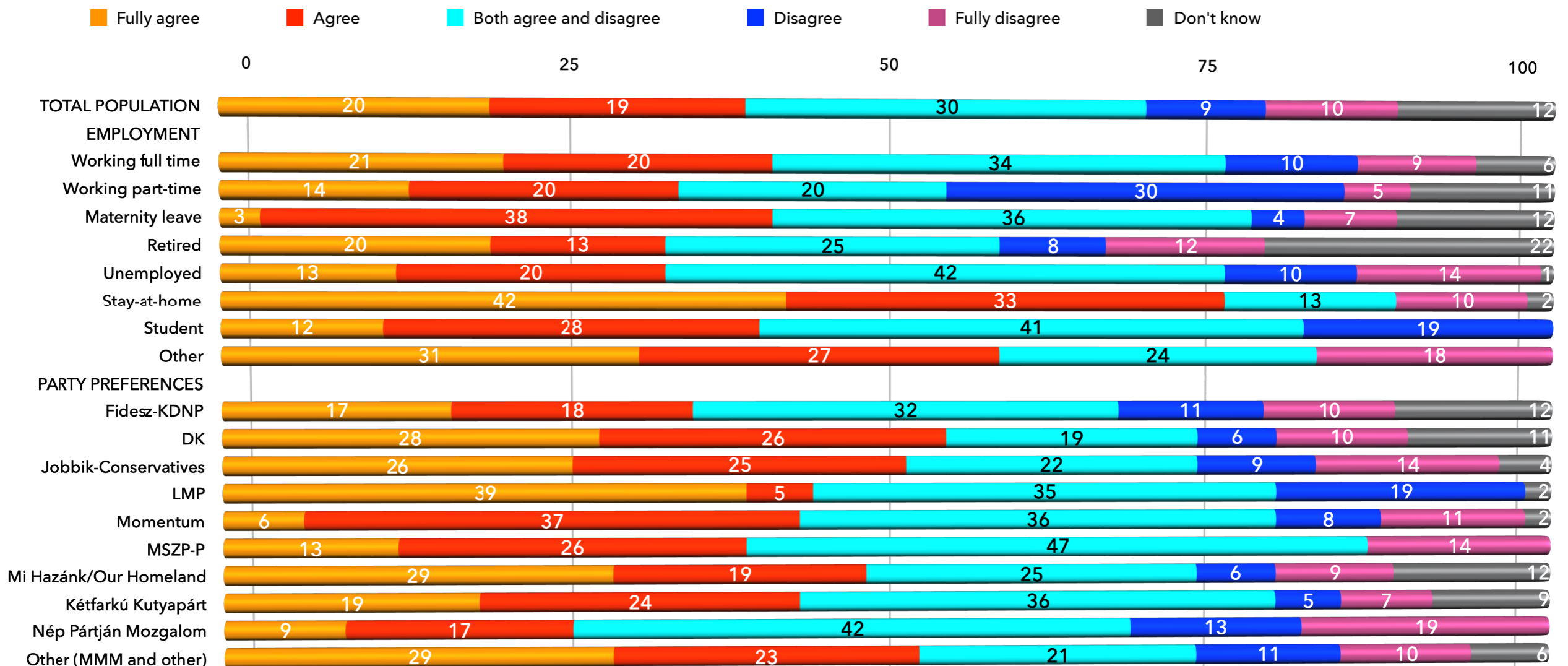
# Data security

Almost 40% of the total population agree that Chinese electronic devices linked to the internet are not secure because our data can be seen by Chinese intelligence services, one fifth disagree and 10% could not give a clear opinion.

From this data, it is depicted, that people living in households are the most concerned about the data security of Chinese devices using internet connection with 75% of them believing it to be unsafe. Retirees and the unemployed are less concerned with 33%. Part-time workers also believe it to be safer with 34% of them having issues with security.

Among voters of the parties from the common opposition list, the highest share of respondents who agree with the statement above are those of DK (54%) and of Jobbik-Conservatives (49%). More than one-third of voters of the government parties also agree while the lowest share is among voters of Nép Pártján Mozgalom with 32%.

## Chinese devices using the internet are not secure because our data can be seen by Chinese intelligence services. With this statement you.....



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