

# N=2,320

August 2020



53%



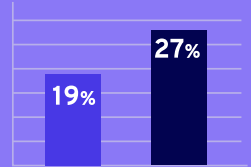
47%

53% 18-24, 47% 25-39



# 59%

have expressed some concern about using the TikTok app over the privacy issues

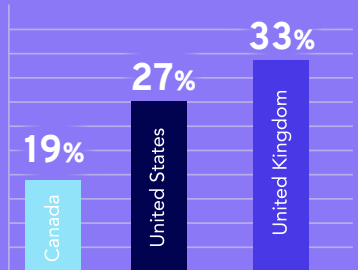


**Concern is greater in 25-39 year olds**  
vs 18-24 year olds

# 70%

Use Tik Tok

## Heavy users by country



# 35%

agree (very/somewhat) with Trump's proposed ban that would stop US companies conducting business with TikTok

# 28%

are heavy users (many times per day)

For those **very concerned** over the privacy issues -



**US** 51% strongly agree with ban

**GB** 43% strongly agree with ban

**CA** 44% agree with ban

# 11%

previously used TikTok but have now deleted the app

ONLY

# 46%

are familiar with privacy concerns regarding TikTok app and what data it collects about users

# MEASURE

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