

## Fast Facts

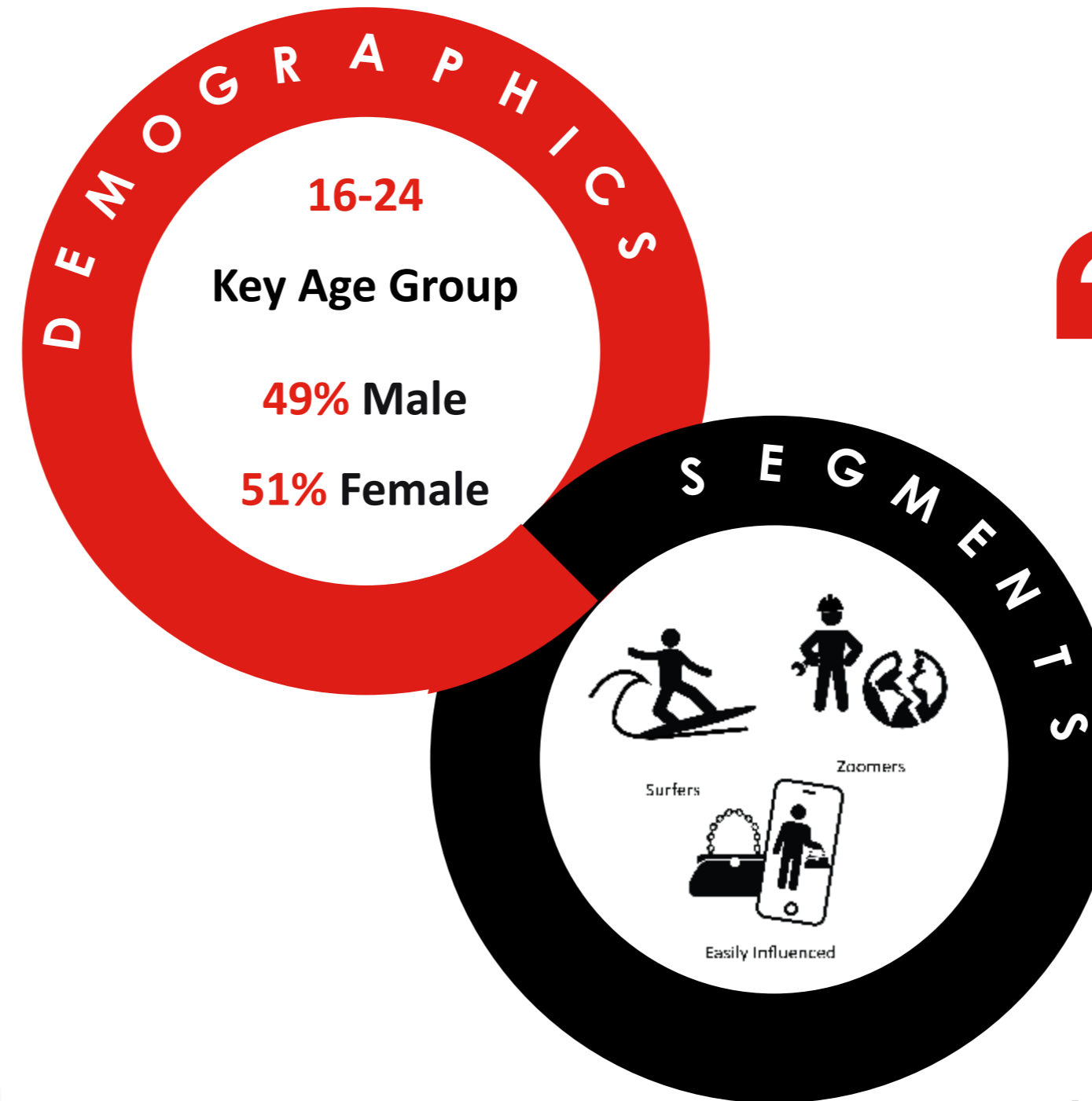
In Q1 2020, **38.6mil** American's aged 16-64 had used TikTok in an average month.

This is a **+31% increase** in audience size since Q4 2019, and a **+61% increase** since Q3 2019.

TikTok is most popular amongst younger people, with **47% of users aged 16-24**.

**28%** of American TikTok users are on the app **more than once a day**, and a further **23% are on it daily**.

**1.1mil** users have said they are **creating and uploading more videos online now during the coronavirus pandemic**, and of these people **996,000** say that they expect to continue doing so after the pandemic is over.



## Top Attitudes

*I'd rather sign up for a membership to a product / service than pay extra to own it*

*I find that I am easily swayed by other people's opinion*

*I would buy a product/service simply for the experience of being a part of the community around it*



## Top 3 Music Artists

Bazzi

Zion & Lennox

Trey Songz



\*From list of 50 measured in our survey

## Interests

- E – Sports
- Adventure/Extreme Sport
- Playing Sport
- Vegan Food
- Fashion

## Reasons for Using Social Media

- To meet new people
- To follow celebrities/celebrity news
- To promote/support charitable causes

## What causes do they care about?

- Body Positivity
- Alcohol/Substance Abuse prevention
- LGBTQ Rights

## Favorite Brands



Abercrombie & Fitch



URBAN OUTFITTERS

