

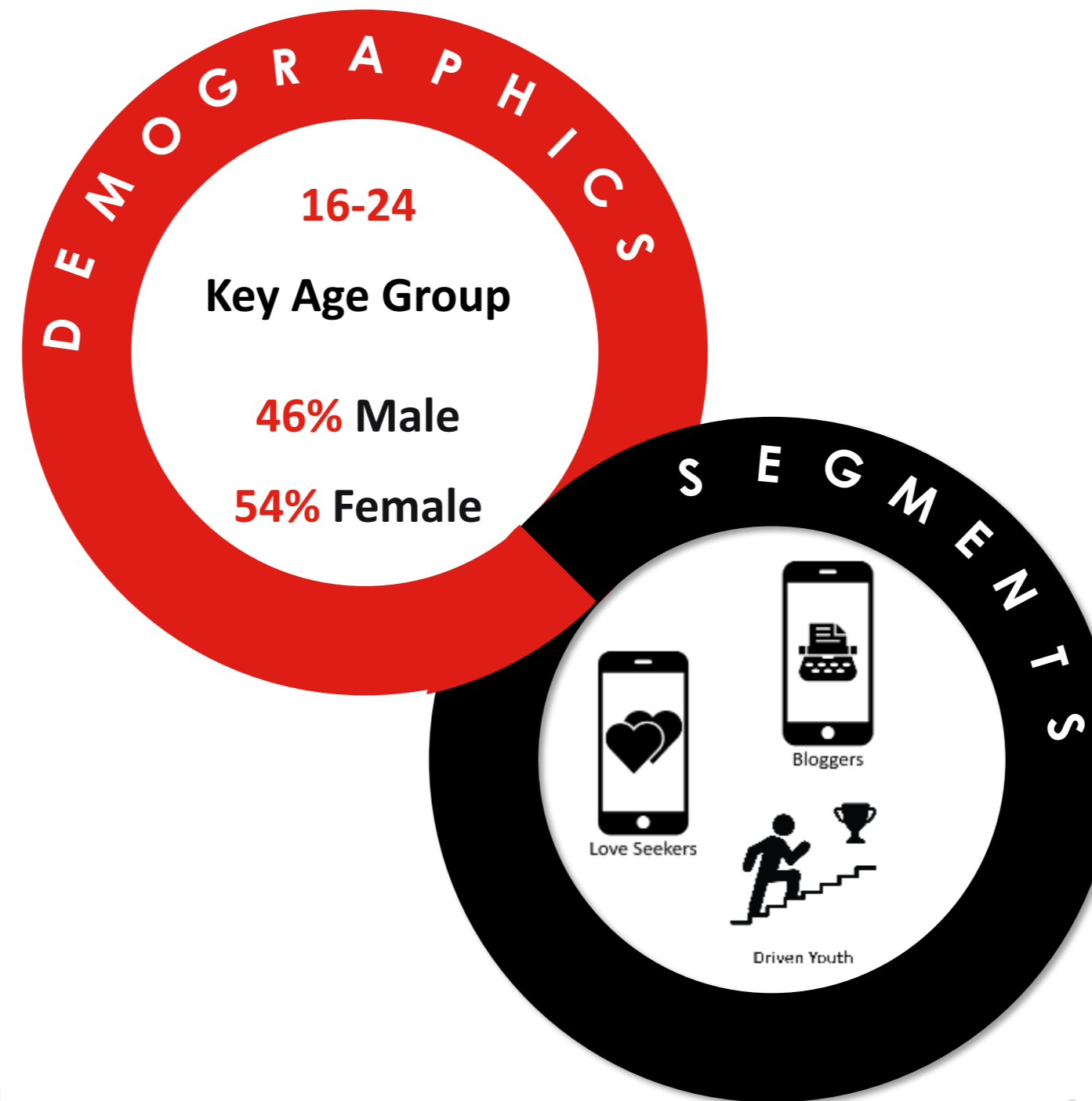
Fast Facts

In Q1 2020, **2.5mil** Australian's aged 16-64 had used TikTok in an average month. This is a **+26% increase** in audience size since Q4 2019, and a **+91% increase** since Q3 2019.

TikTok is most popular amongst younger people, with **46% of users aged 16-24**.

23% of Australian TikTok users are on the app **more than once a day**, and a further 21% are on it daily.

210,000 users have said they are **creating and uploading more videos online now during the coronavirus pandemic**, and of these people **137,000** say that they expect to continue doing so after the pandemic is over.



Top Attitudes

I like to keep up with the latest fashion

I like to stand out in a crowd

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



Top 3 Music Artists

A Boogie wit da Hoodie

Lewis Capaldi

Tame Impala



*From list of 50 measured in our survey

Interests

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

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

Favourite Brands



NET-A-PORTER

glassons

