

## Fast Facts

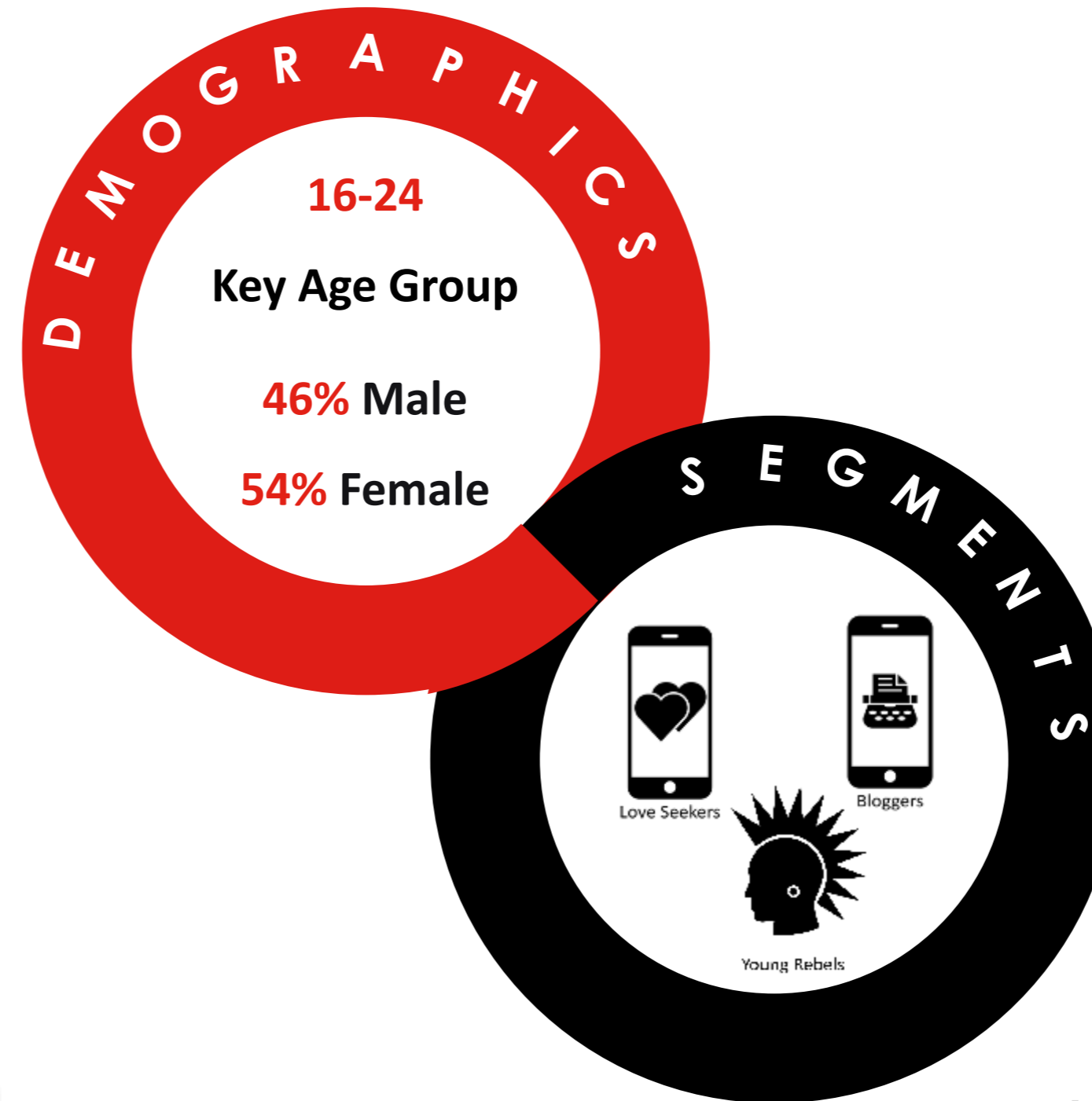
In Q1 2020, **3.9mil** Canadian's aged 16-64 had used TikTok in an average month.

This is a **+40% increase** in audience size since Q4 2019, and a **+81% increase** since Q3 2019.

TikTok is most popular with younger people, with **48% of users aged 16-24**.

**27%** of Canadian TikTok users are on the app **more than once a day**, and a further **19% are on it daily**.

**653,000** users have said they are **creating and uploading more videos online now during the pandemic**, and of these people **222,000** say that they expect to continue doing so after the Pandemic is over.



## Top Attitudes

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

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

*I tend to buy brand's I see advertised*



## Top 3 Music Artists



\*From list of 50 measured in our survey

## Interests

- Esports
- Adventure/Extreme Sports
- Urban/Modern Art
- Beauty/Cosmetics
- Fashion

## Reasons for Using Social Media

- To meet new people
- To follow celebrities/celebrity news
- To make sure I don't miss out on anything

## What causes do they care about?

- Marijuana legalisation
- Disability Support
- Arts and Culture organisations

## Favourite Brands

