

Fast Facts

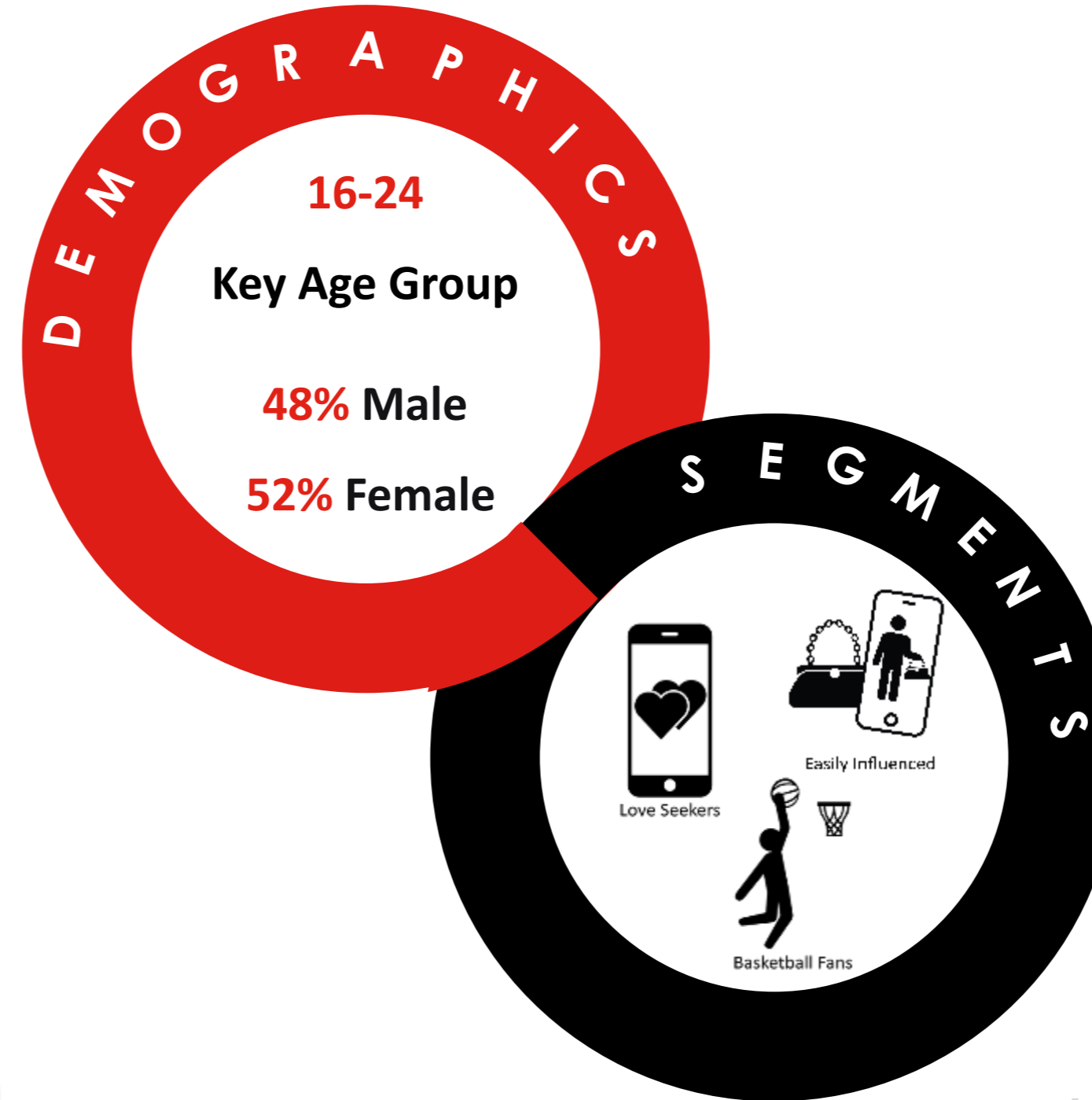
In Q1 2020, **5.2mil** people in the UK aged 16-64 had used TikTok in an average month.

This is a **+38% increase** in audience size since Q4 2019, and a **+58% increase** since Q3 2019.

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

21% of UK TikTok users are on the app **more than once a day**, and a further **22% are on it daily**.

596,000 users have said they are **creating and uploading more videos online now during the coronavirus pandemic**, and of these people **298,000** 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 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



Top 3 Music Artists

A Boogie wit da Hoodie

AJ Tracey

Bebe Rexha



*From list of 50 measured in our survey

Interests

- E-Sports
- Entrepreneurship
- Adventure/Extreme Sports
- Reality TV
- Playing Sports

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?

- Reproductive Rights
- Marijuana legalisation
- Suicide prevention or support

Favourite Brands

URBAN OUTFITTERS

NARS

GATORADE

Bioré

ORIGINS

JORDAN

T2

BOOST
Juice bars

ROCKSTAR
ENERGY DRINK

Foot Locker