

TikTok: All grown up

An analysis of age 25+ US
TikTokers and the brands
winning them over



TikTok is growing rapidly with Americans aged 25+. But who are these “OldTokers,” and how can brands best engage with them?

TikTok is not just teens. It's adults with money to spend who are interested in being entertained, with both user-generated and brand content. This report analyzes weekly TikTok users over the age of 25 (we'll refer to them as OldTokers, even though age is just a number!).

Drawing on [YouGov Profiles](#) data, the report reveals that OldTokers present an attractive

opportunity for advertisers: they make more money than others their age, are more willing to try and talk about new products, and tend to prefer brands with a stance on social issues

In the final section of the report, we'll highlight the brands that are winning over the ever-growing audience of OldTokers across CPG, Financial Services, Media, Retail, Video Gaming, and more.

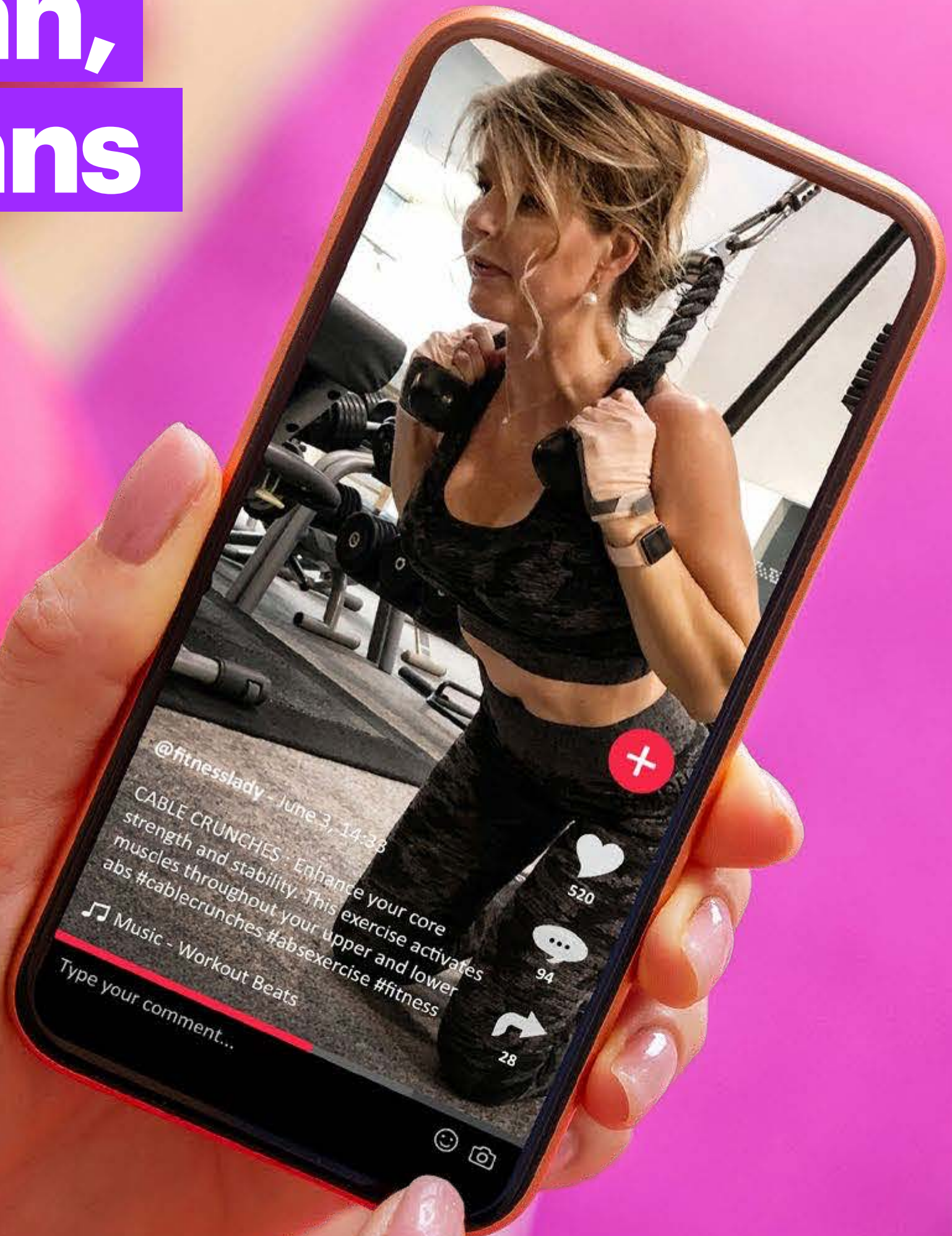


TikTok is growing with urban, educated Americans

1.7%
2021

8.5%
2022

11.9%
2023



Gender

56% women

44% men

Location: City

46%

35%

Have children aged under 18

46%

31%

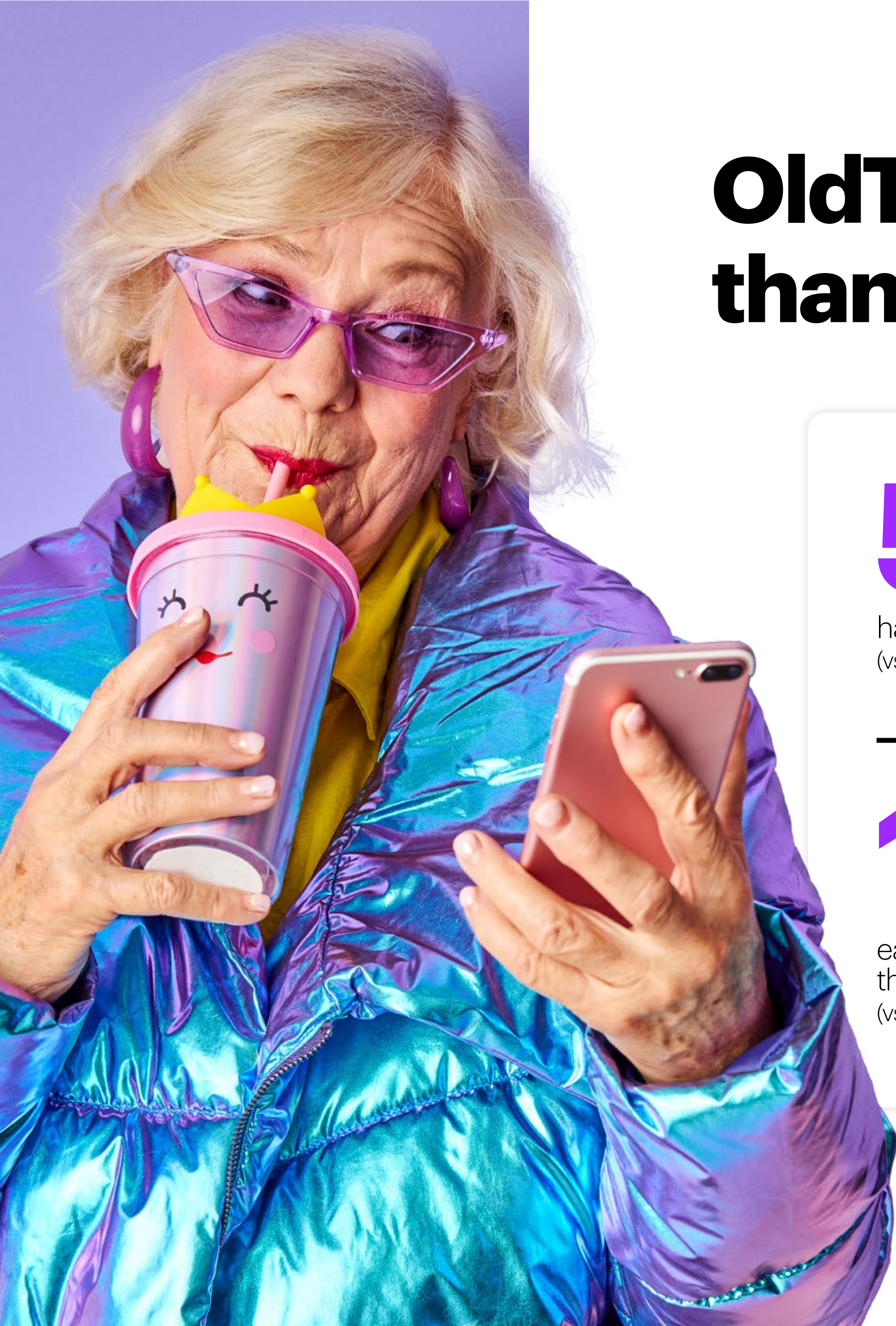
Have a 4-year college degree or further education

42%

31%

OldTokers

Gen Pop 25+



OldTokers have more money to spend than adults who don't use TikTok

52%

have a full-time job
(vs 40% of general population)

15%

earn double or more than
the average American
(vs 9%)

Household monthly disposable income

\$2,500+



\$1,000-\$2,499

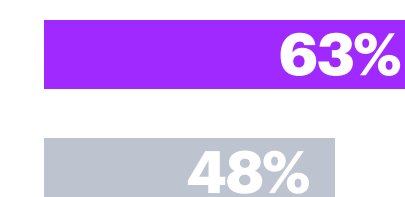


Up to \$1,000

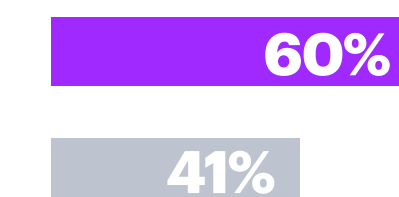


Financial attitudes

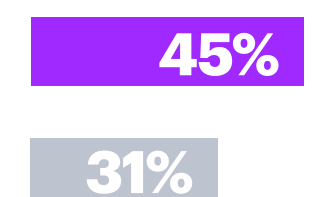
"I am better off now
than I was a year ago"



"I tend to make impulsive
purchases"



"I don't mind taking
risks with my money"



OldTokers Gen Pop 25+

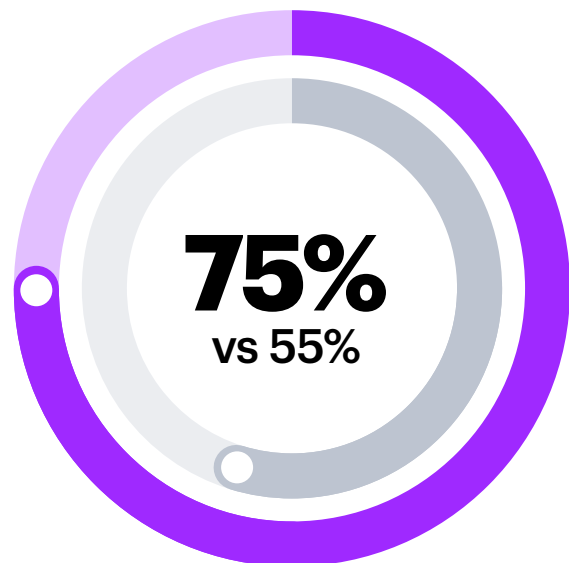
YouGov Profiles - Weekly US TikTokkers 25+ are compared to a nationally representative 25+ audience (Gen Pop 25+).

YouGov

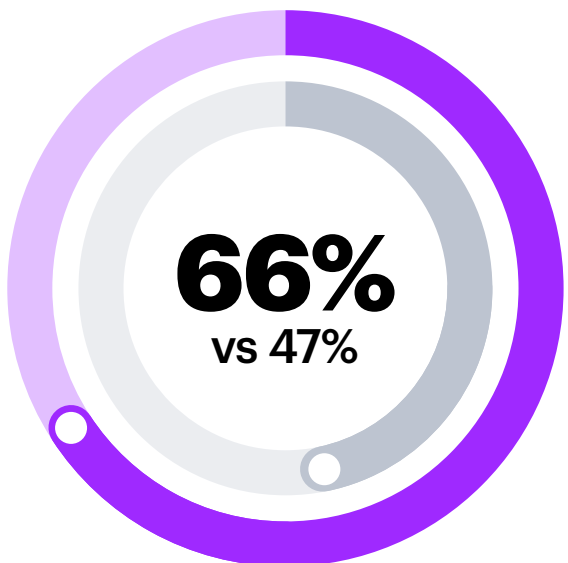
OldTokers are strategic advocates who engage with advertising

WORD - OF - MOUTH

OldTokers Gen Pop 25+



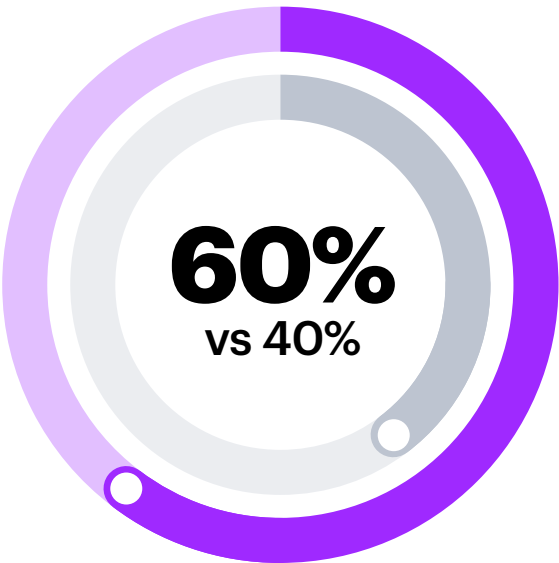
"I love recommending things for people to try"



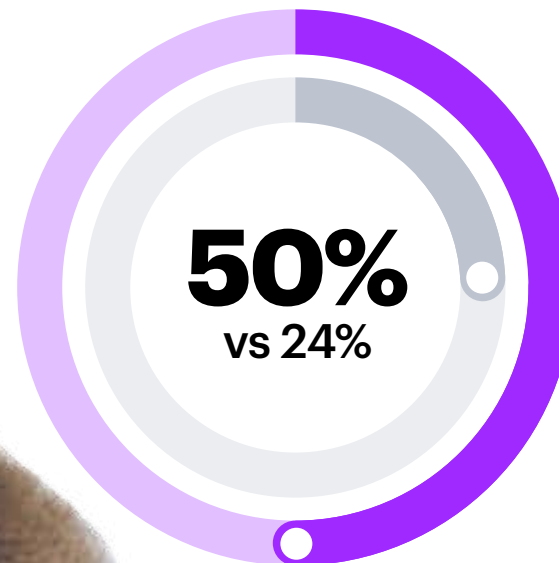
"I am more likely to recommend brands when I am a member of their loyalty program"

OPEN TO ADVERTISING

OldTokers Gen Pop 25+



"Advertising helps me choose what I buy"



"I seek experiences that will make for great content on my social media"



OldTokers like celebrity culture and exploring new shopping experiences

WHO THEY TRUST

"I trust products recommended by celebrities or influencers"

44%

20%

"Celebrity endorsements have an effect on the things I buy"

42%

20%

OldTokers Gen Pop 25+

HOW THEY BUY

"I wish all stores had user friendly apps to make it easier to buy things from my phone"

75%

54%

"Subscription boxes encourage me to try new brands and products"

63%

39%

OldTokers Gen Pop 25+

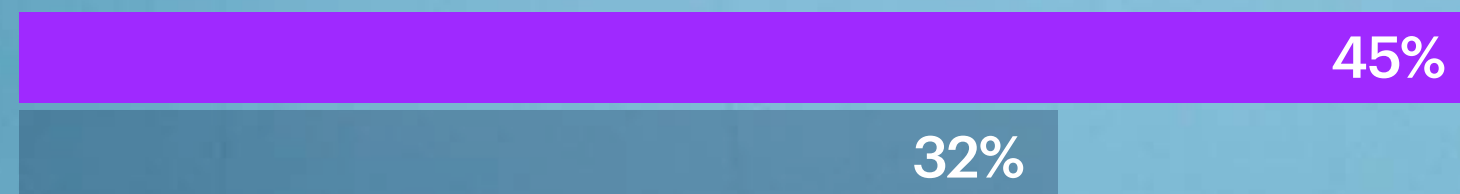
YouGov Profiles - Weekly US TikTokers 25+ are compared to a nationally representative 25+ audience (Gen Pop 25+).

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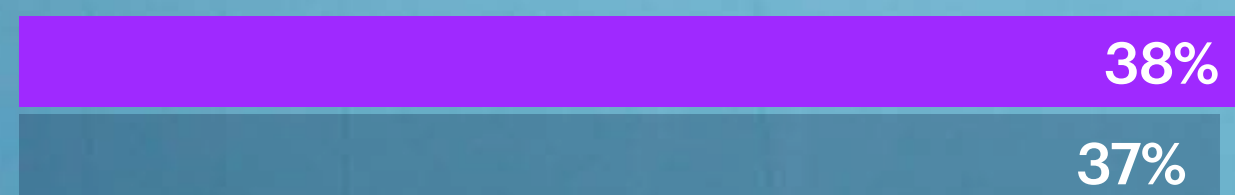
OldTokers want brands to take a stance

How important is it that brands you like communicate that they stand for something?

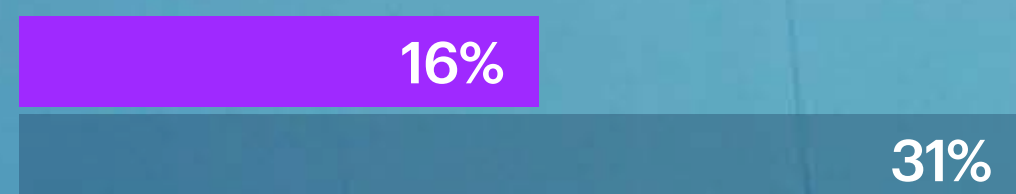
Very important



Somewhat important



Not important



OldTokers Gen Pop 25+

YouGov Profiles - Weekly US TikTokkers 25+ are compared to a nationally representative 25+ audience (Gen Pop 25+).

"Institutions should have policies in place that support diversity and inclusion in the workplace"

81%
vs 69%

Which **brands** 
are winning
the hearts
(and dollars)
of OldTokers?



Over-indexing with OldTokers

Looking at hundreds of thousands of YouGov panel surveys, we compared brand consideration from OldTokers to nationally representative respondents also aged 25+.

The brands in this section are ranked by the difference in consideration between the two groups.

For instance, 21.2% of OldTokers would consider purchasing from GUCCI, but just 8.5% of the general population aged 25+ feel the same. This 12.7% difference places GUCCI higher in our ranking of OldTok clothing brands than Victoria's Secret, despite the latter having a higher overall consideration score.

This data in this analysis comes from connecting syndicated data products

[YouGov BrandIndex](#) and [YouGov Profiles](#).

Brands must have been tracked for 365 days to qualify for the ranking, which measures consideration sentiment between February 1, 2022, and January 31, 2023.

Brand improvers on page 24 are identified by comparing OldToker consideration scores from February 2022 to January 2023 against their consideration from February 2021 to January 2022. The minimum sample size for any brand highlighted in this study was 500, though most brands had more significantly higher numbers of YouGov panelists respond.



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Most considered

Beauty

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	L'Oréal Paris Hair Care	28.8%	15.8%	13.1%
2	NIVEA	29.4%	18.7%	10.8%
3	Ulta Beauty	22.1%	12.1%	10.0%
4	L'Oréal Paris Skin Care	28.0%	18.1%	9.9%
5	Dove Hair Care	41.7%	32.1%	9.5%
6	Sephora	21.8%	12.4%	9.4%
7	MAC Cosmetics	17.3%	8.0%	9.4%
8	Dove Baby Skin Care	14.7%	5.8%	8.9%
9	e.l.f Cosmetics	19.4%	10.7%	8.7%
10	Clean & Clear	18.2%	9.7%	8.5%

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Most considered

Beer

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Corona	26.1%	16.8%	9.2%
2	Heineken	23.6%	15.1%	8.4%
3	Corona Premier	13.6%	5.2%	8.4%
4	Budweiser	21.5%	13.5%	8.0%
5	Bud Light	22.1%	14.2%	7.9%
6	Victoria	9.3%	2.1%	7.2%
7	Sierra Nevada	12.9%	7.1%	5.9%
8	Natural Light	10.0%	4.1%	5.9%
9	Bud Light Next	8.2%	2.6%	5.6%
10	Modelo	16.1%	10.8%	5.3%

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Most considered Wine

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Stella Rosa	21.6%	13.0%	8.6%
2	Kim Crawford	13.0%	4.8%	8.1%
3	La Crema	12.7%	5.0%	7.7%
4	Ruffino	11.7%	4.4%	7.3%
5	La Marca	9.9%	3.0%	6.9%
6	Oyster Bay	10.8%	4.7%	6.1%
7	Justin	8.6%	2.8%	5.8%
8	Erath	7.8%	2.0%	5.8%
9	Decoy	9.1%	3.5%	5.6%
10	Joel Gott	8.0%	2.6%	5.5%

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Most considered

Snacks

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Doritos	46.9%	38.8%	8.0%
2	Pringles	36.1%	28.6%	7.5%
3	Smartfood	19.3%	11.8%	7.5%
4	LUNA	11.6%	4.6%	7.1%
5	Fiber One	17.4%	10.5%	6.9%
6	Tostitos	36.7%	30.1%	6.5%
7	Quest Nutrition	9.9%	3.6%	6.3%
8	Stacy's	13.8%	7.7%	6.2%
9	Clif Bar	13.9%	7.9%	6.0%
10	SunChips	27.8%	22.0%	5.8%

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Most considered

Personal & Home

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Kotex	16.7%	8.3%	8.4%
2	Huggies	15.6%	7.9%	7.8%
3	Gillette	33.1%	26.1%	6.9%
4	Colgate	43.3%	36.8%	6.5%
5	Tampax	15.0%	8.8%	6.2%
6	Axe	17.3%	11.6%	5.7%
7	Schick	17.8%	12.4%	5.4%
8	Dove Men+Care	22.5%	17.4%	5.1%
9	Method	14.0%	9.2%	4.8%
10	Dollar Shave Club	10.7%	6.3%	4.5%

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Most considered

FinTech

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	PayPal	26.1%	13.8%	12.4%
2	Venmo	17.2%	6.9%	10.2%
3	Cash App	16.6%	6.5%	10.1%
4	Afterpay	9.4%	2.7%	6.7%
5	Credit Karma	12.9%	6.2%	6.7%
6	Coinbase	9.8%	3.2%	6.6%
7	Meta Pay	8.6%	2.3%	6.4%
8	Crypto.com	8.4%	2.8%	5.6%
9	Robinhood	9.8%	4.3%	5.5%
10	Klarna	8.0%	2.7%	5.3%

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Most considered

Video Streaming

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Netflix	48.5%	33.3%	15.1%
2	HBO Max	30.0%	18.5%	11.5%
3	YouTube TV	22.3%	11.1%	11.2%
4	Disney+	29.4%	19.4%	10.0%
5	Apple TV+	21.1%	11.1%	9.9%
6	Hulu	29.7%	21.6%	8.1%
7	Hulu + Live TV	14.4%	7.6%	6.8%
8	Paramount+	23.8%	17.6%	6.2%
9	Bally Sports+	7.3%	1.6%	5.7%
10	discovery+	16.9%	11.6%	5.4%

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Most considered

Clothing & Fashion

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Forever 21	28.4%	11.5%	16.9%
2	Nike	45.0%	29.3%	15.8%
3	adidas	39.1%	24.6%	14.5%
4	Dior	20.1%	6.7%	13.4%
5	GUCCI	21.2%	8.5%	12.7%
6	ZARA	17.5%	5.0%	12.5%
7	Victoria's Secret	27.6%	15.7%	11.9%
8	H&M	22.4%	10.7%	11.7%
9	PUMA	25.7%	14.7%	11.0%
10	Calvin Klein	26.0%	15.0%	11.0%

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Most considered

Fast Food

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	McDonald's	48.8%	37.2%	11.5%
2	Cicis Pizza	17.4%	7.2%	10.2%
3	Chipotle	30.5%	21.1%	9.5%
4	KFC	33.0%	24.0%	8.9%
5	Taco Bell	36.1%	27.8%	8.3%
6	McDelivery	9.5%	1.9%	7.6%
7	Panda Express	25.0%	17.5%	7.5%
8	Chuck E. Cheese	10.9%	4.2%	6.7%
9	Burger King	35.8%	29.3%	6.5%
10	Popeyes	24.6%	18.6%	5.9%

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Most considered

Retail

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Amazon Fresh	23.5%	8.4%	15.2%
2	7-Eleven	17.8%	5.7%	12.1%
3	The LEGO Store	20.6%	10.4%	10.2%
4	GameStop	25.7%	15.6%	10.2%
5	IKEA	36.3%	26.3%	10.0%
6	Casper	14.8%	4.9%	9.9%
7	Purple	14.7%	6.0%	8.7%
8	Amazon Renewed	15.5%	6.8%	8.7%
9	GapKids	16.5%	7.8%	8.6%
10	Peloton	13.7%	5.1%	8.5%

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Most considered

Consumer Electronics

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Apple	42.7%	33.4%	9.3%
2	Samsung	47.3%	38.3%	9.0%
3	Google Home	16.0%	7.1%	8.9%
4	PlayStation	20.7%	11.8%	8.8%
5	AirPods	17.3%	9.1%	8.2%
6	Nespresso	13.2%	5.7%	7.4%
7	Amazon Fire TV	18.2%	11.1%	7.1%
8	Amazon Echo	16.3%	9.2%	7.1%
9	iRobot	15.0%	8.0%	6.9%
10	Ninja	18.2%	11.9%	6.4%

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Most considered

Video Games

Rank	Franchise	OldTokers	Gen Pop (25+)	Difference
1	FIFA	24.3%	8.5%	15.8%
2	Call of Duty	28.9%	15.9%	13.0%
3	Fortnite	20.7%	8.8%	11.9%
4	Grand Theft Auto	26.7%	15.5%	11.2%
5	Assassin's Creed	20.4%	10.6%	9.8%
6	The Sims	20.5%	11.7%	8.8%
7	Battlefield	14.3%	5.7%	8.6%
8	Animal Crossing	17.2%	8.7%	8.5%
9	PUBG	11.1%	2.8%	8.3%
10	Need for Speed	17.4%	9.1%	8.3%

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Most considered

Charities & NGOs

Rank	Brand	OldTokers	Gen Pop (25+)	Difference
1	Human Rights Campaign	17.7%	8.5%	9.2%
2	ACLU	18.4%	11.1%	7.3%
3	USAA	14.9%	8.6%	6.2%
4	Planned Parenthood	26.2%	20.2%	6.0%
5	NAACP	13.9%	8.7%	5.2%
6	YMCA	16.4%	11.8%	4.7%
7	National Education Association	9.2%	4.8%	4.5%
8	AAA	18.3%	14.5%	3.8%
9	American Diabetes Association	15.3%	11.9%	3.4%
10	Sierra Club	11.2%	7.9%	3.3%

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Most considered

Overall Brand Leaders

Rank	Brand	Industry	OldTokers	Gen Pop (25+)	Difference
1	Forever 21	Clothing & Fashion	28.4%	11.5%	16.9%
2	FIFA	Video Games	24.3%	8.5%	15.8%
3	Nike	Clothing & Fashion	45.0%	29.3%	15.8%
4	Amazon Fresh	Retail	23.5%	8.4%	15.2%
5	Netflix	Streaming	48.5%	33.3%	15.1%
6	adidas	Clothing & Fashion	39.1%	24.6%	14.5%
7	Dior	Clothing & Fashion	20.1%	6.7%	13.4%
8	L'Oréal Paris	Beauty	28.8%	15.8%	13.1%
9	Call of Duty	Video Games	28.9%	15.9%	13.0%
10	GUCCI	Clothing & Fashion	21.2%	8.5%	12.7%

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Most Improved Brands with OldTokers

Rank	Brand	Industry	2022	2021	Difference
1	Venmo	FinTech	17.2%	9.1%	8.1%
2	Budweiser	Beer	21.5%	14.7%	6.7%
3	7-Eleven	Retail	17.8%	11.1%	6.7%
4	Wise	Snacks	16.8%	10.4%	6.4%
5	Vaseline	Beauty	36.8%	31.3%	5.6%
6	Ann Taylor	Fashion	17.2%	11.7%	5.4%
7	Juicy Couture	Fashion	12.9%	7.5%	5.4%
8	Assassin's Creed	Video Games	20.4%	15.1%	5.3%
9	CeraVe	Beauty	24.9%	19.7%	5.1%
10	Purple	Retail	14.7%	9.7%	4.9%

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Index Net ▾	Buzz None ▾	Impression None ▾	Quality None ▾	Value None ▾	Reputation None ▾	Satisfaction None ▾	Recommend None ▾
Awareness None ▾	Attention None ▾	Add Awareness None ▾	WOM Exposure None ▾	Consideration None ▾	Purchase intent None ▾	Current Customer None ▾	Former Customer None ▾

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Gender



Attitudes general



Age



Brands liked



Top region



Hobbies and interests



Attitudes advertising



Media consumption



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