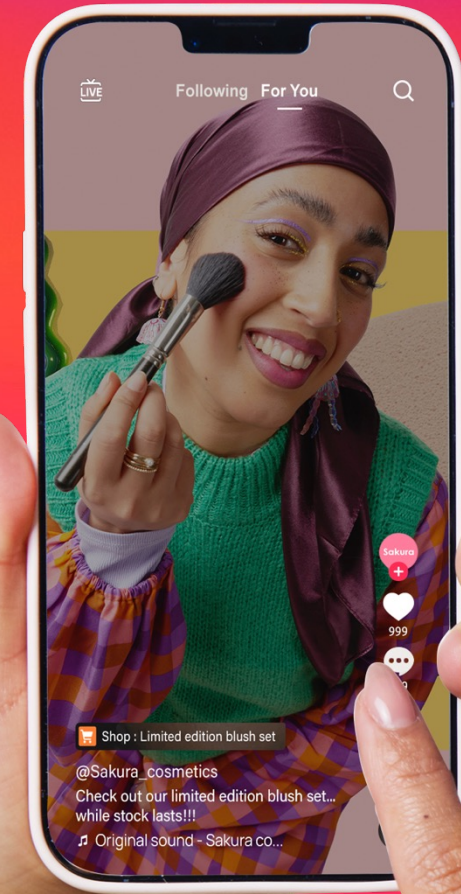




Stop, shop and scroll: US TikTok report 2024

TikTok's shifting demographics, the rise of TikTok Shop, and attitudes toward the impending ban

Living consumer intelligence | yougov.com/business



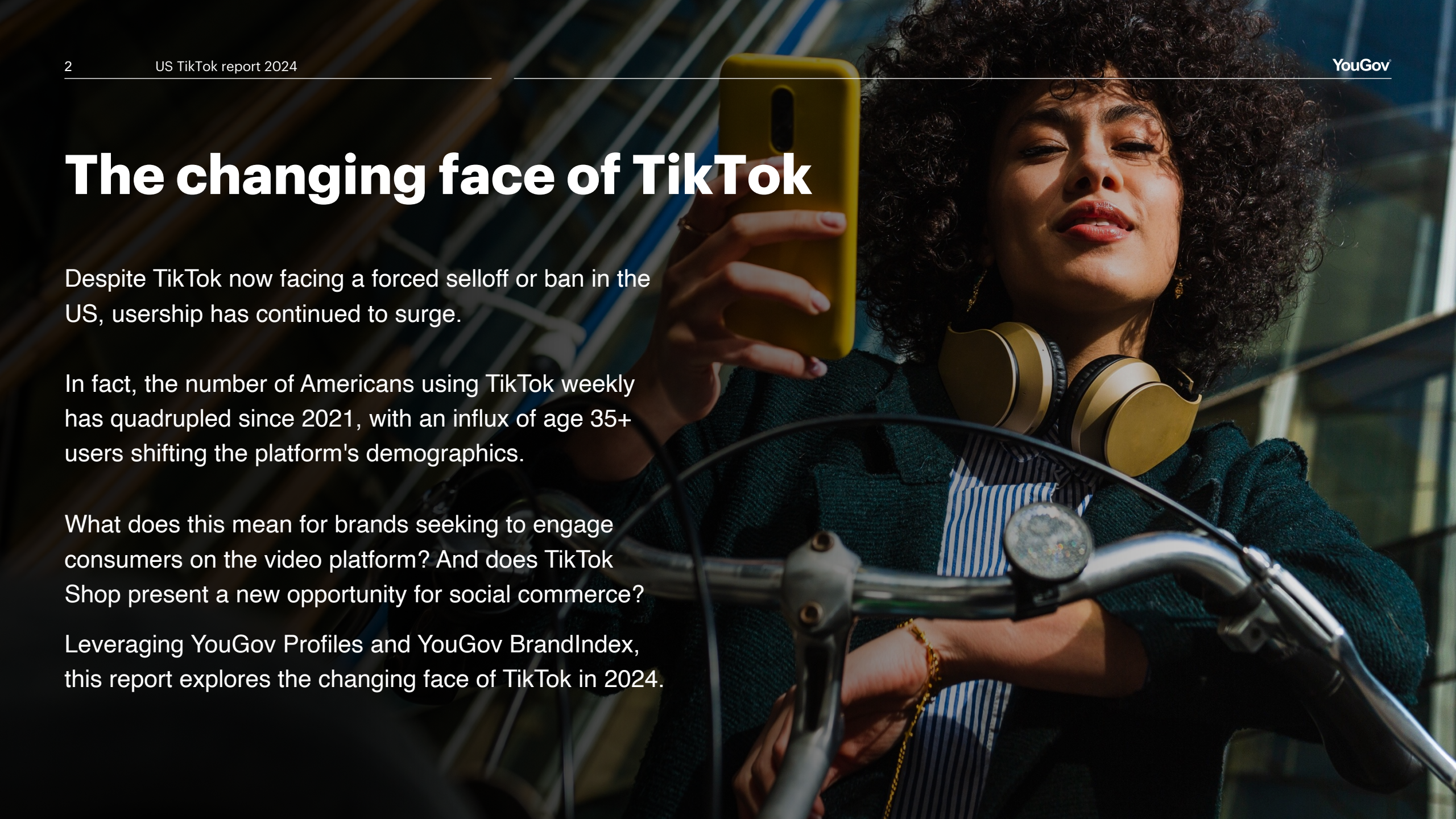
The changing face of TikTok

Despite TikTok now facing a forced selloff or ban in the US, usership has continued to surge.

In fact, the number of Americans using TikTok weekly has quadrupled since 2021, with an influx of age 35+ users shifting the platform's demographics.

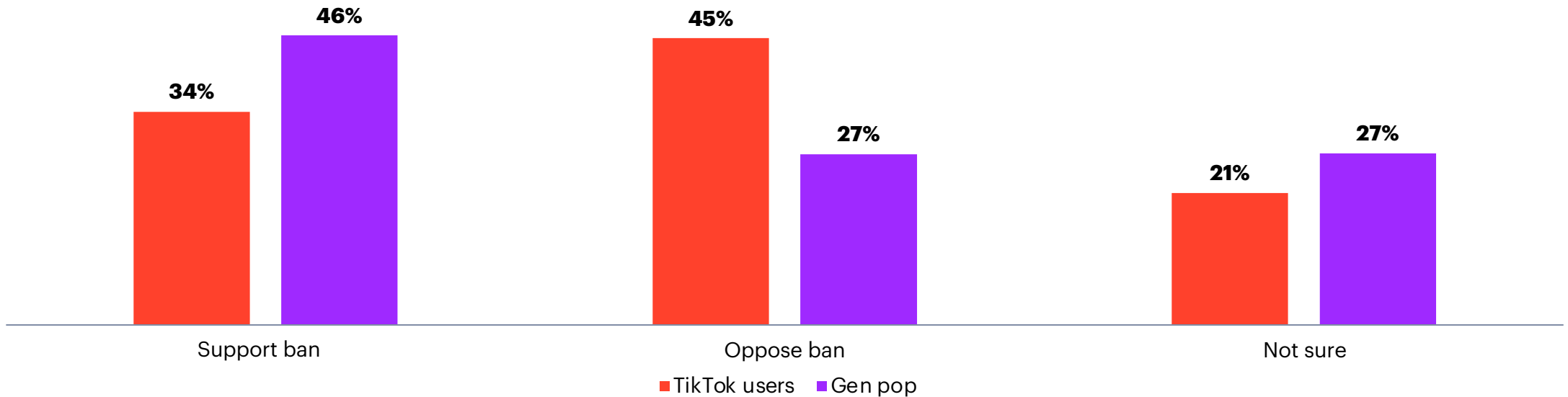
What does this mean for brands seeking to engage consumers on the video platform? And does TikTok Shop present a new opportunity for social commerce?

Leveraging YouGov Profiles and YouGov BrandIndex, this report explores the changing face of TikTok in 2024.



More Americans support a TikTok ban, but TikTok users generally oppose it.

Congress recently passed a law that will either force a sale of TikTok to an American company within the next year, or ban its use in the U.S. Do you support or oppose this law?



Profiling methodology

The insights in this report are drawn from [YouGov Profiles](#) and [YouGov BrandIndex](#).

YouGov Profiles is an ever-growing source of living consumer data, with 2 million+ data variables from YouGov's 27+ million global panel members. YouGov Profiles is a 52-week dataset, with data collected continuously and updated weekly. Unless otherwise specified, insights in this analysis reflect a 52-week moving average, and as such should be interpreted directionally.

- 2024 - Profiles+ USA 2024-03-03
- 2023 - Profiles+ USA 2023-03-05
- 2022 - Profiles+ USA 2022-03-06
- 2021 - Profiles+ USA 2021-03-07*

Weekly TikTok users are defined as respondents aged 18+ who use TikTok at least once per week. Drawing on YouGov Profiles data, this report uncovers demographic, psychographic, attitudinal, and behavioral consumer metrics.

Brand rankings in the final section of the report look at purchase consideration for Weekly TikTok users based on survey responses between March 1, 2023, and February 29, 2024.

[Talk to a researcher](#)

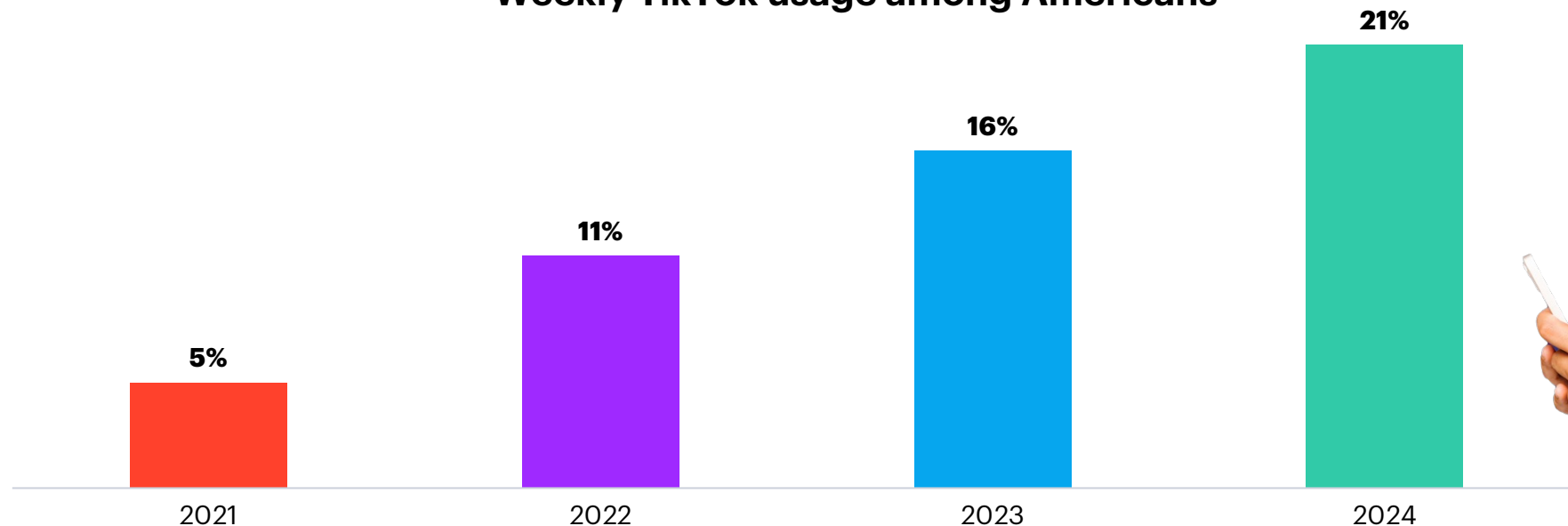
*The March 2021 dataset excludes a few weeks from March 2020.



Weekly TikTok usage is on the rise in America

The percentage of Americans using TikTok weekly has quadrupled since 2021, up from 5% to 21%.

Weekly TikTok usage among Americans



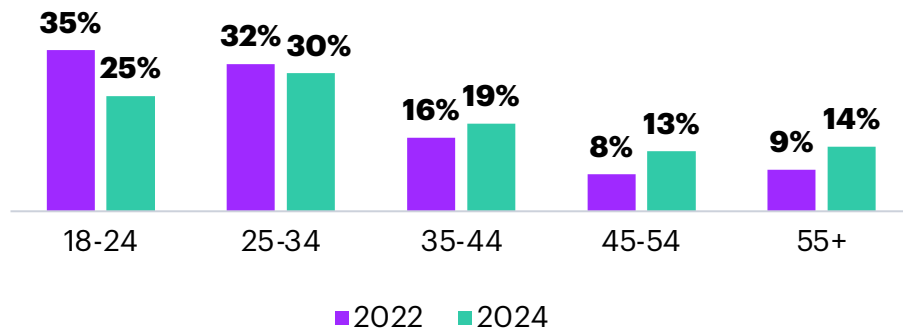
YouGov Profiles USA: March 2021, March 2022, March 2023, March 2024
Weekly TikTok users (18+) (n> 32,100)



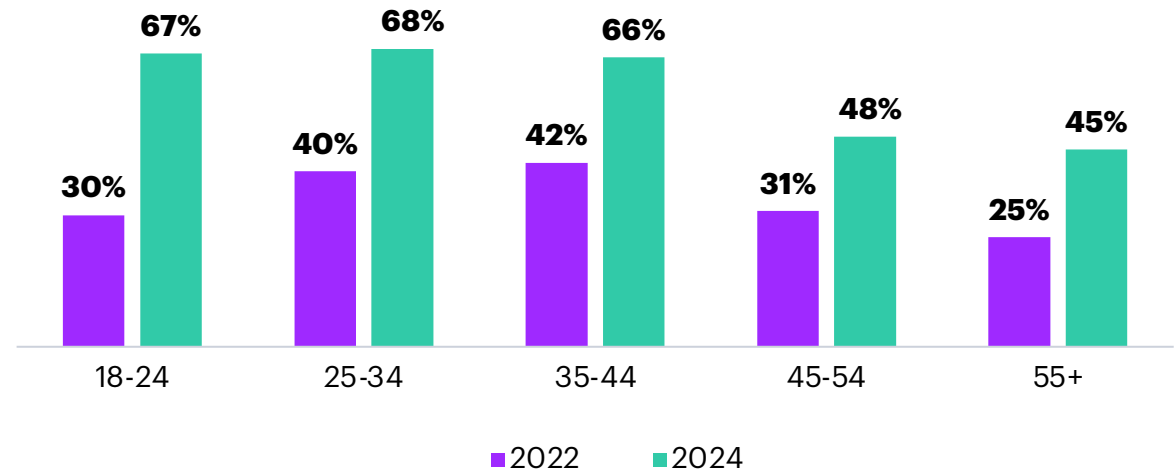
TikTok's demographics are shifting

Weekly TikTok users aged 35-44 have grown by 3 percentage-points, while those aged 18-24 have decreased by 10pp since 2022. However, significantly more weekly TikTok users aged 18-24 post or comment than did in 2022 (+37pp).

Weekly TikTok users, by age group



Weekly TikTok users who also post or comment weekly, by age group






































What's driving TikTok usage?

The top reasons for using TikTok among weekly users are to “watch fun or entertaining content” (50%), “share things I find interesting” (38%), and “keep up to date with celebrities I like” (31%).

In contrast, older TikTok users are less motivated by celebrities and more likely to use TikTok to “follow interesting people/industry experts.”

Top reasons for using TikTok among weekly users

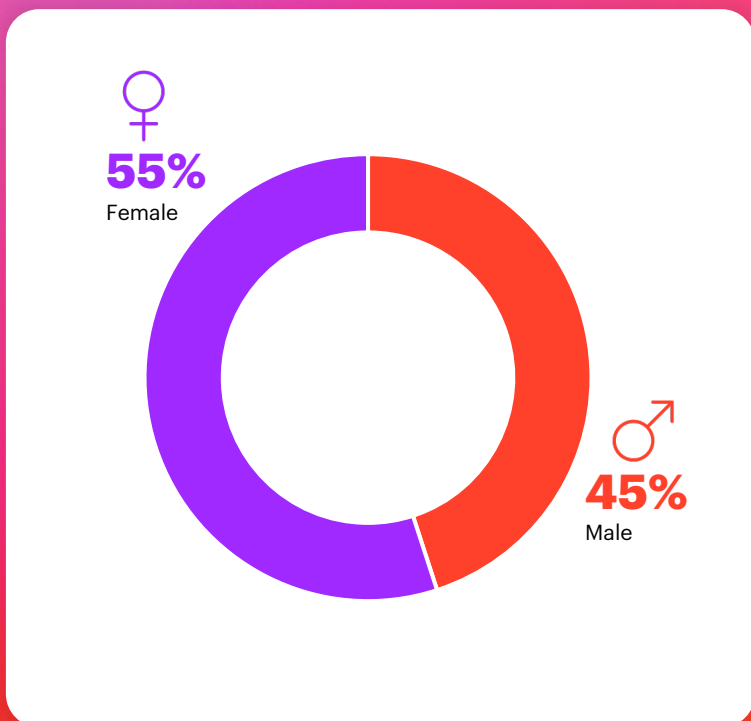
Rank	All (18+)	18-24	25-34	35-44	45-54	55+
1	 50%	 52%	 48%	 44%	 58%	 54%
2	 38%	 45%	 43%	 35%	 29%	 29%
3	 31%	 38%	 35%	 32%	 29%	 26%
4	 31%	 34%	 35%	 30%	 23%	 21%
5	 29%	 32%	 29%	 28%	 22%	 20%
<div>  Watching fun/entertaining content  Share things I find interesting or entertaining  Keep up to date with celebrities I like  Keep up to date with the news  Follow interesting people/industry experts </div>						

Who are weekly TikTok users?

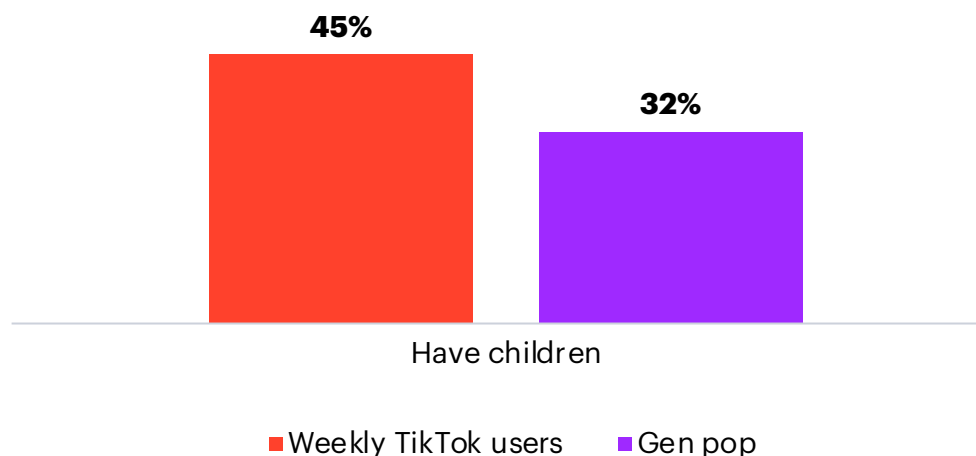
[Get in touch](#)

Weekly TikTok users are more likely to be female, have children and live in a city

55% of weekly TikTok users are female, versus 51% of gen pop.



Household type of weekly TikTok users



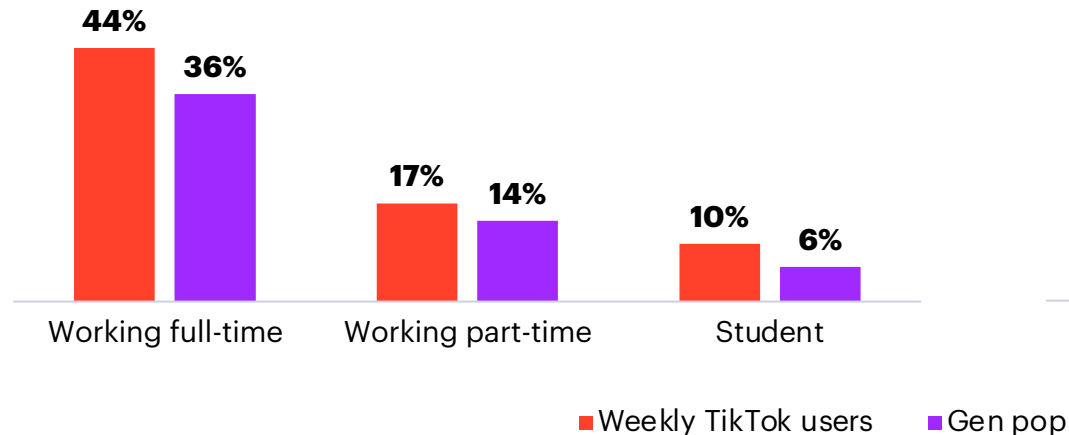
50%

of weekly TikTok users are city dwellers versus 37% gen pop.

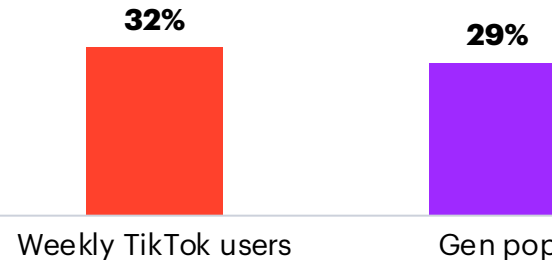
They're more likely than the average American to be employed and educated

44% of weekly TikTok users work full-time, compared to 36% of the general population.

Employment status of Weekly TikTok users¹



Have a 4 year or post graduate degree²



1. YouGov Profiles USA: March 2024

Weekly TikTok users (18+) (n> 2,400)

Question: Which, if any, of the following options best describes your current employment status? (only showing responses > 10%)

2. YouGov Profiles USA: March 2024

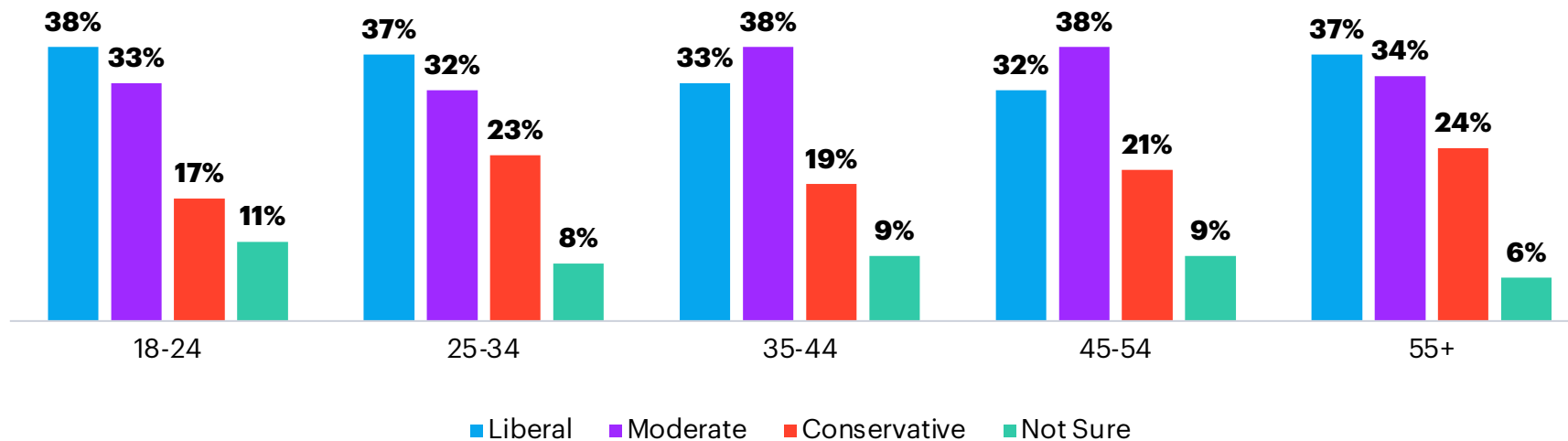
Weekly TikTok users (18+) (n> 8,100)



Weekly TikTok users are typically left-leaning and more likely to feel their privacy is protected

Among the general population, 29% identify as liberal, 32% as moderate and 26% as conservative.

Political ideology among weekly TikTok users, by age group



42%

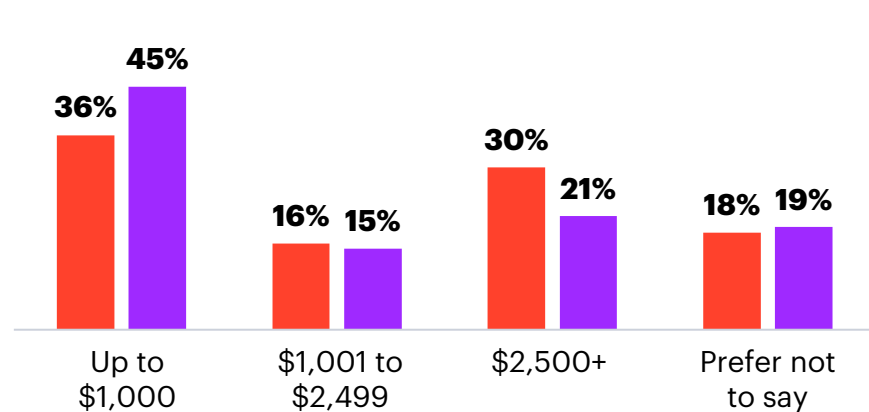
of weekly TikTok users agree that “the government protects my privacy” versus 27% gen pop.

[Talk to a researcher](#)

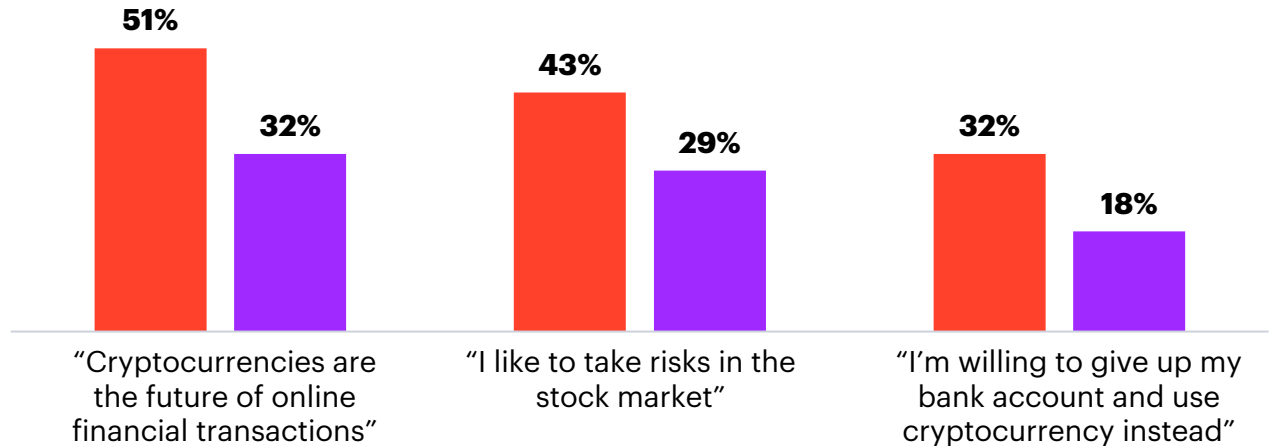
They're more likely to have higher household incomes and think cryptocurrency is the future

30% of weekly TikTok users have a monthly household income over \$2,500, +9pp compared to the general population.

Monthly household disposable income



Financial attitudes agreed with

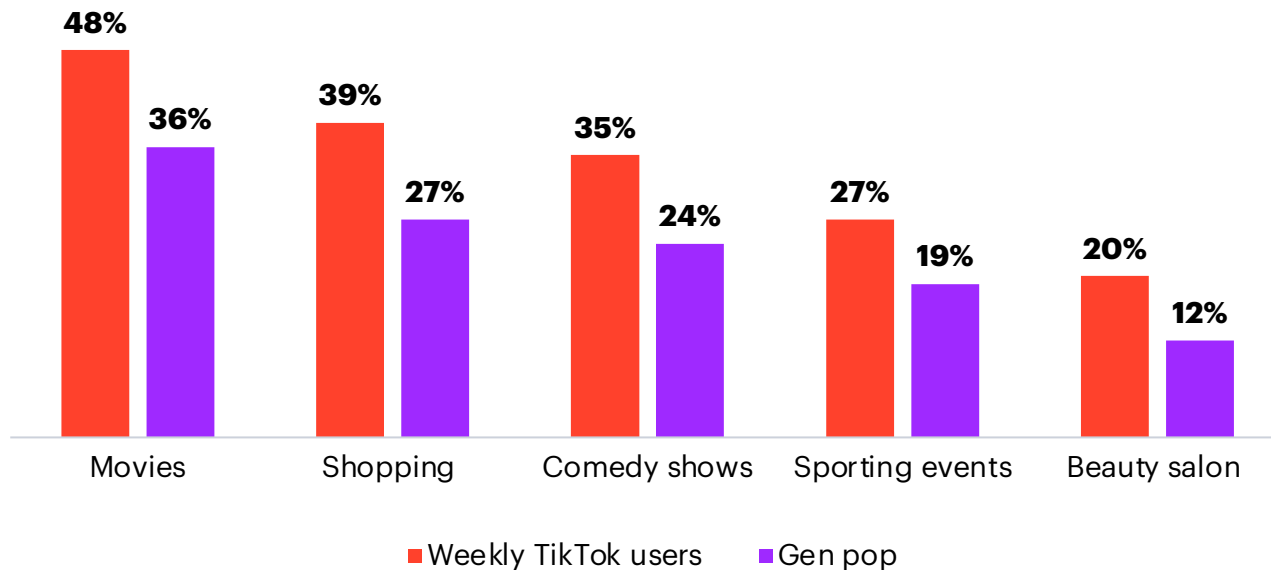


■ Weekly TikTok users ■ Gen pop

Movies, shopping, and comedy are popular pastimes

Nearly half of weekly TikTok users say they enjoy movies as a free time activity, +12pp compared to the general population.

Free time activities



53%

of weekly TikTok users agree, "I keep up to date with current fashion trends," versus 33% gen pop.



What influences purchasing decisions among weekly TikTok users ?

Weekly TikTok users are more likely to be influenced by advertising (64%) and product recommendations by celebrities or influencers (47%) than the general population.

64%

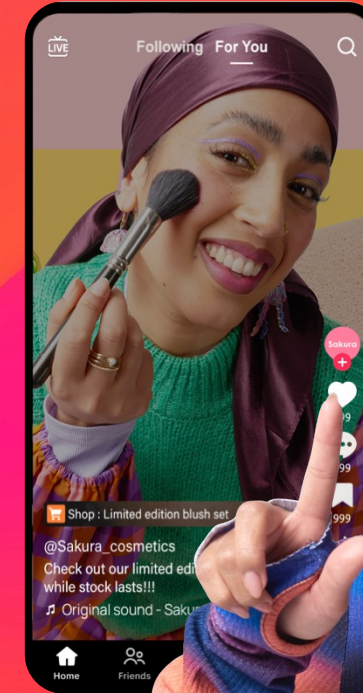
of weekly TikTok users agree “Advertising helps me choose what to buy” versus 46% gen pop.

47%

of weekly TikTok users agree “I trust products recommended by celebrities or influencers” versus 27% gen pop.

59%

of weekly TikTok users agree “I tend to make impulsive purchases” versus 45% gen pop.

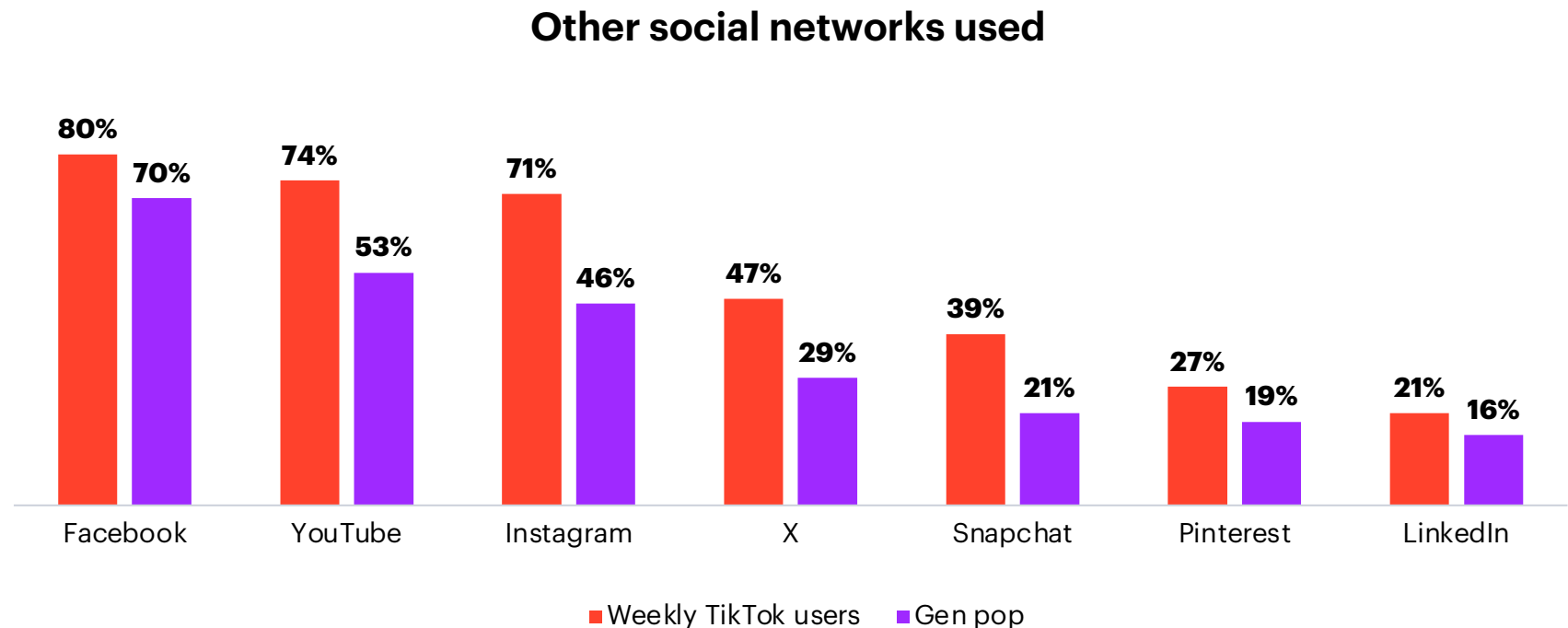


TikTok users active across all platforms

For weekly TikTok users, advertising is more likely to break through on social media than elsewhere online

61%

of weekly TikTok users agree “I’m more likely to engage with advertisement on social media than on regular websites” versus 40% gen pop.

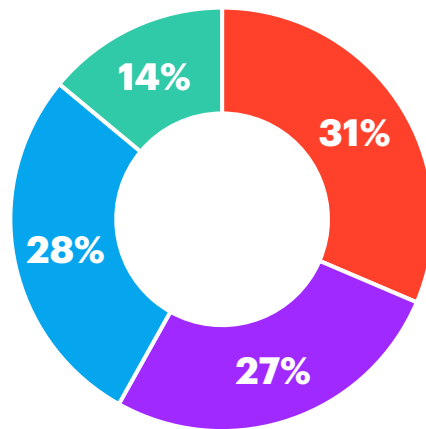


Inside TikTok Shop

Get in touch

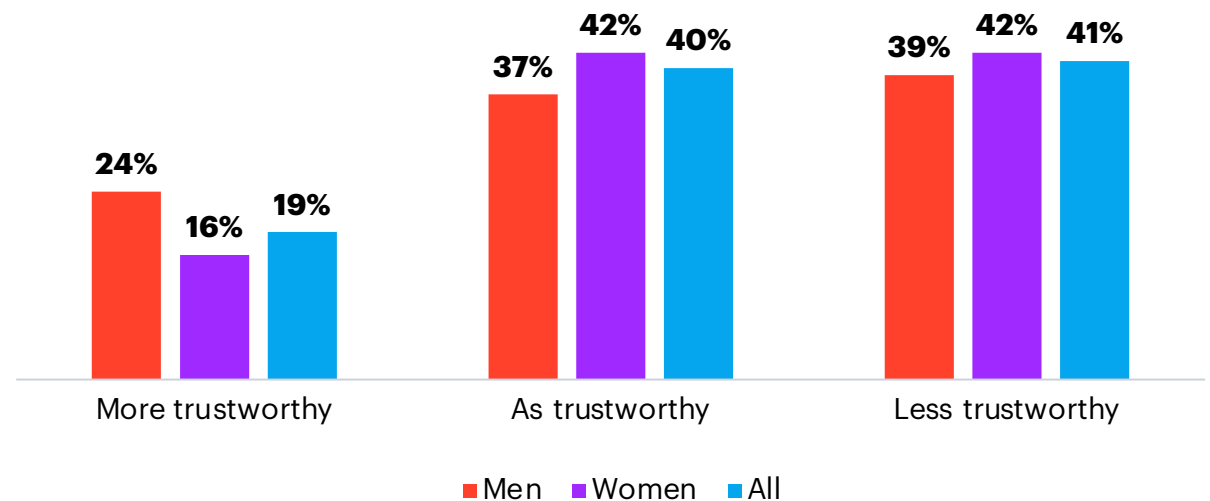
86% of TikTok users are aware of TikTok Shop, but significantly fewer trust TikTok Shop sellers

Which of the following statements best describes your experience with TikTok Shop?¹



- I have purchased something from TikTok shop
- I have browsed TikTok Shop, but have never purchased anything
- I am aware of TikTok Shop but have never visited
- I have never heard of TikTok Shop

Compared to other ecommerce platforms, I think sellers on TikTok Shop are...²



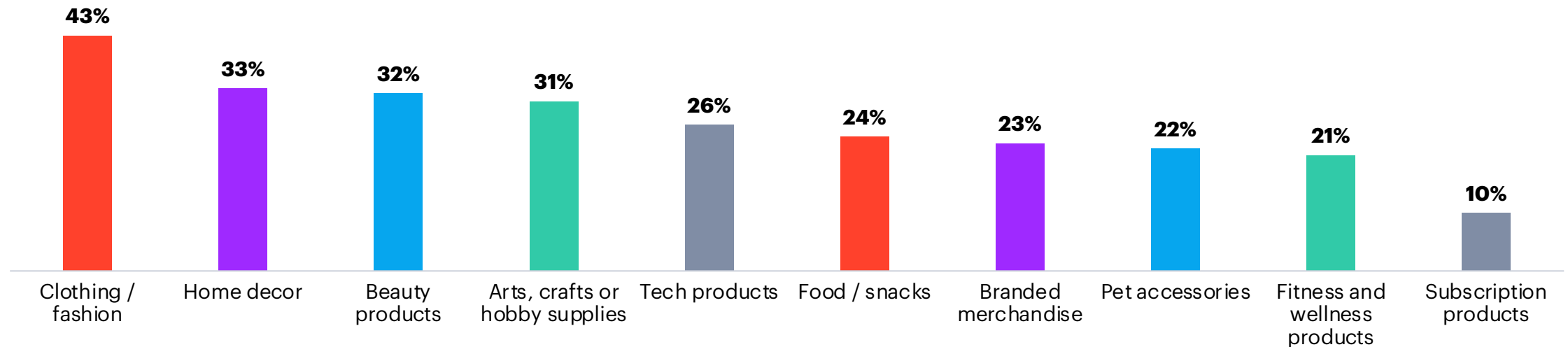
1. YouGov Surveys, March 29-30, 2024
Members of TikTok (n> 475)

2. YouGov Surveys, March 29-30, 2024
Members of TikTok aware of TikTok Shop (n> 325); "Not sure" responses excluded

Among TikTok users aware of TikTok Shop, clothing is the most likely item they would purchase

Home decor, beauty products, and art kits & supplies are the next most popular.

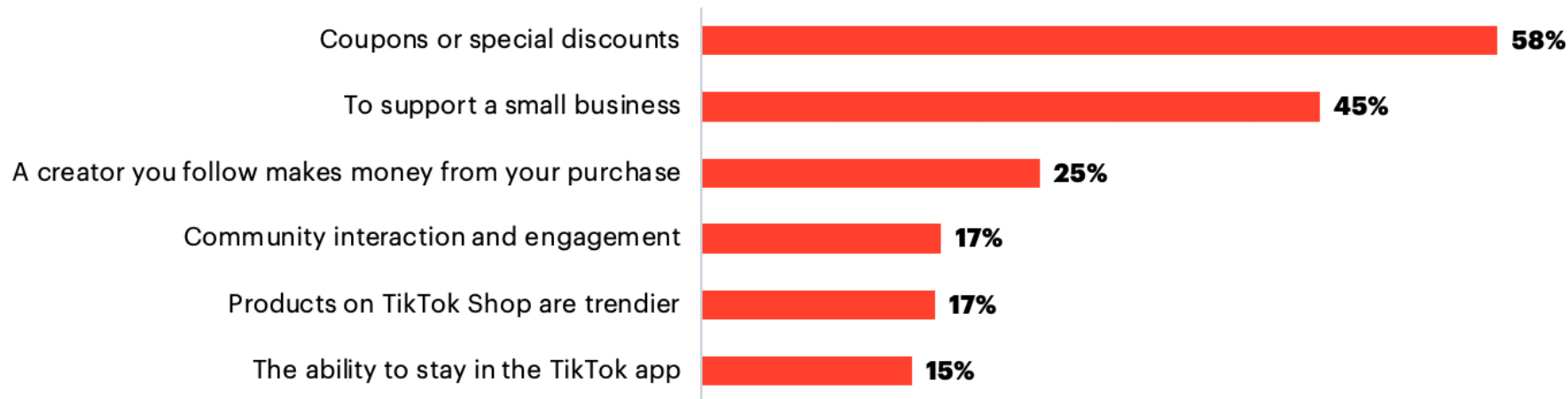
What TikTok users would consider purchasing from TikTok Shop



TikTok users want deals and to support small businesses

Nearly three-fifths (58%) of TikTok users aware of TikTok Shop say they would consider purchasing items from TikTok Shop because of coupons or special discounts, and 45% say they would do so to support a small business.

Why TikTok users would buy from TikTok Shop



Brand rankings among weekly TikTok users

[Explore brand tracking](#)



Brand rankings methodology

Looking at hundreds of thousands of YouGov panel surveys, we compared brand purchase consideration of weekly TikTok users in America versus the general population.

The brands in this section are ranked by the difference in consideration between the two groups. For instance, 21.9% of weekly TikTok users would consider the luxury brand Gucci, but just 10.1% of the general population feel the same. This 11.8 percentage-point difference places Gucci higher in our ranking than Adidas, despite the latter having an overall higher consideration among Weekly TikTok users (18+) (39.4%). Consideration scores are rounded to the nearest decimal point, and differences are determined from those rounded scores.

This data in this analysis comes from connecting YouGov BrandIndex and YouGov Profiles. Brands must have been tracked for 365 days to qualify for the ranking, which measures consideration sentiment between March 1, 2023, and February 29, 2024.

[Explore more data >](#)[Get in touch >](#)

1

2

3

4

5

6

7

8

9

10

11

12



Which brands do weekly TikTok users prefer overall?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Nike	51.0%	33.6%	17.4
2	McDonald's	52.7%	39.8%	12.9
3	Smirnoff*	28.8%	16.2%	12.6
4	Gucci	21.9%	10.1%	11.8
5	Dove	46.8%	35.0%	11.8
6	PlayStation	25.0%	13.5%	11.5
7	Dior	19.9%	8.5%	11.4
8	Adidas	39.4%	28.4%	11.0
9	Target	50.0%	39.5%	10.5
10	Amazon Fresh	18.7%	8.3%	10.4

YouGov BrandIndex USA, March 1, 2023 – February 29, 2024

Weekly TikTok users (18+) (n> 750)

*Alcohol brands measured among survey respondents aged 21+

Categories considered: Beauty, charities & NGOs, beer & seltzer, spirits, snacks, household & personal care, banking & investment, retail stores, fashion, QSR and consumer electronics.

1

2

3

4

5

6

7

8

9

10

11

12



Which beauty brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Dove	46.8%	35.0%	11.8
2	Sephora	23.8%	14.2%	9.6
3	Nivea	30.3%	20.9%	9.4
4	Ulta Beauty	21.6%	14.4%	7.2
5	L'Oréal Paris	24.3%	18.0%	6.3
6	CeraVe	27.7%	21.5%	6.2
7	Lush	10.3%	5.1%	5.2
8	M.A.C	12.7%	7.8%	4.9
9	NYX	11.6%	6.8%	4.8
10	Glossier	8.0%	3.4%	4.6

[Request more data](#)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which charities & NGOs do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Planned Parenthood	28.1%	20.3%	7.8
2	Human Rights Campaign	15.7%	9.1%	6.6
3	NAACP	15.0%	9.8%	5.2
4	ACLU	15.9%	11.5%	4.4
5	YMCA	15.1%	11.9%	3.2
6	Sierra Club	10.7%	7.9%	2.8
7	National Education Association	7.8%	5.0%	2.8
8	Alzheimer's Association	15.4%	12.6%	2.8
9	James Beard Foundation	4.9%	2.3%	2.6
10	American Diabetes Association	15.0%	12.9%	2.1

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **beer** and **seltzer** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Bud Light	18.7%	11.1%	7.6
2	White Claw	15.2%	9.1%	6.1
3	Corona	23.3%	17.5%	5.8
4	Bud Light Seltzer	8.6%	3.0%	5.6
5	Corona Hard Seltzer	8.3%	3.1%	5.2
6	Natural Light	8.4%	3.7%	4.7
7	Heineken	21.3%	16.7%	4.6
8	Budweiser	16.0%	11.5%	4.5
9	Truly Hard Seltzer	10.2%	6.1%	4.1
10	Michelob ULTRA	13.1%	9.0%	4.1

Request more data

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **spirit** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Smirnoff	28.8%	16.2%	12.6
2	Hennessy	15.8%	8.6%	7.2
3	1800 Tequila	15.2%	8.1%	7.1
4	Tito's Handmade Vodka	18.4%	12.2%	6.2
5	Don Julio	11.6%	5.4%	6.2
6	J&B	9.5%	3.3%	6.2
7	Captain Morgan	18.6%	13.3%	5.3
8	Absolut	16.5%	11.3%	5.2
9	SKYY	12.2%	7.0%	5.2
10	Crown Royal	19.2%	14.4%	4.8

1

2

3

4

5

6

7

8

9

10

11

12



Which **snack** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Cheetos	44.5%	34.4%	10.1
2	Smartfood	22.0%	12.8%	9.2
3	Pringles	38.0%	29.2%	8.8
4	Tostitos	36.1%	30.0%	6.1
5	Stacy's	13.6%	7.9%	5.7
6	Cheez-It	34.5%	28.8%	5.7
7	Baked Lay's	22.5%	16.8%	5.7
8	Doritos	44.5%	39.0%	5.5
9	KIND	20.5%	15.2%	5.3
10	Luna	10.2%	5.0%	5.2

Request more data

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **household** and **personal care** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Axe	21.0%	11.5%	9.5
2	Dove Men + Care	27.3%	19.0%	8.3
3	Tampax	15.9%	8.9%	7.0
4	Gillette	34.6%	27.8%	6.8
5	Colgate	46.9%	40.2%	6.7
6	Kotex	13.5%	8.1%	5.4
7	Huggies	13.7%	8.6%	5.1
8	Schick	16.0%	11.7%	4.3
9	Cottonelle	29.7%	25.8%	3.9
10	Dollar Shave Club	9.9%	6.1%	3.8

1

2

3

4

5

6

7

8

9

10

11

12



Which **banking** and **investment** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Bank of America	21.1%	14.5%	6.6
2	Crypto.com	9.0%	3.5%	5.5
3	Coinbase	8.7%	3.3%	5.4
4	JPMorgan Chase	19.7%	14.5%	5.2
5	Cash App	10.7%	5.7%	5.0
6	USAA	13.3%	9.3%	4.0
7	Robinhood	8.5%	4.7%	3.8
8	Capital One	17.8%	14.3%	3.5
9	U.S. Bank	10.5%	7.0%	3.5
10	Wells Fargo	13.9%	10.5%	3.4

[Request more data](#)

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **retail store** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Target	50.0%	39.5%	10.5
2	Amazon Fresh	18.7%	8.3%	10.4
3	Disney Store	20.8%	12.0%	8.8
4	IKEA	36.9%	28.1%	8.8
5	7-Eleven	14.6%	6.0%	8.6
6	Costco	36.4%	30.1%	6.3
7	HomeGoods	33.1%	26.9%	6.2
8	CVS	34.7%	28.6%	6.1
9	GameStop	22.0%	16.0%	6.0
10	Stop & Shop	11.8%	6.2%	5.6

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **fashion** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	Nike	51.0%	33.6%	17.4
2	Gucci	21.9%	10.1%	11.8
3	Dior	19.9%	8.5%	11.4
4	Adidas	39.4%	28.4%	11.0
5	Tiffany & Co.	17.5%	7.4%	10.1
6	H&M	22.2%	12.5%	9.7
7	Prada	15.9%	6.4%	9.5
8	Puma	25.8%	16.5%	9.3
9	American Eagle	24.2%	15.0%	9.2
10	Forever 21	21.5%	12.4%	9.1

Request more data

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **QSR** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	McDonald's	52.8%	39.8%	13.0
2	KFC	33.6%	24.7%	8.9
3	Taco Bell	37.2%	28.9%	8.3
4	Chipotle	31.7%	23.6%	8.1
5	Panda Express	27.1%	19.4%	7.7
6	Burger King	36.0%	30.1%	5.9
7	Raising Cane's	15.2%	9.6%	5.6
8	Sonic	27.2%	22.1%	5.1
9	Cicis Pizza	12.3%	7.3%	5.0
10	Popeyes	23.6%	19.0%	4.6

- 1
- 2
- 3
- 4
- 5
- 6
- 7
- 8
- 9
- 10
- 11
- 12



Which **consumer electronics** brands do weekly TikTok users prefer?

Rank	Brand name	Weekly TikTok users	Gen pop	Difference
1	PlayStation	25.0%	13.5%	11.5
2	Ninja	21.7%	13.4%	8.3
3	AirPods	18.8%	10.6%	8.2
4	Meta Quest	12.1%	4.2%	7.9
5	Apple	44.4%	37.0%	7.4
6	Nintendo Switch	16.7%	9.4%	7.3
7	Samsung	47.2%	40.5%	6.7
8	Xbox	15.4%	8.9%	6.5
9	JBL	18.1%	11.8%	6.3
10	Google Home	13.4%	7.4%	6.0

Get to know your audience

With **YouGov Profiles**, you can dig deeper into the media consumption habits and attitudes of virtually any target audience including:

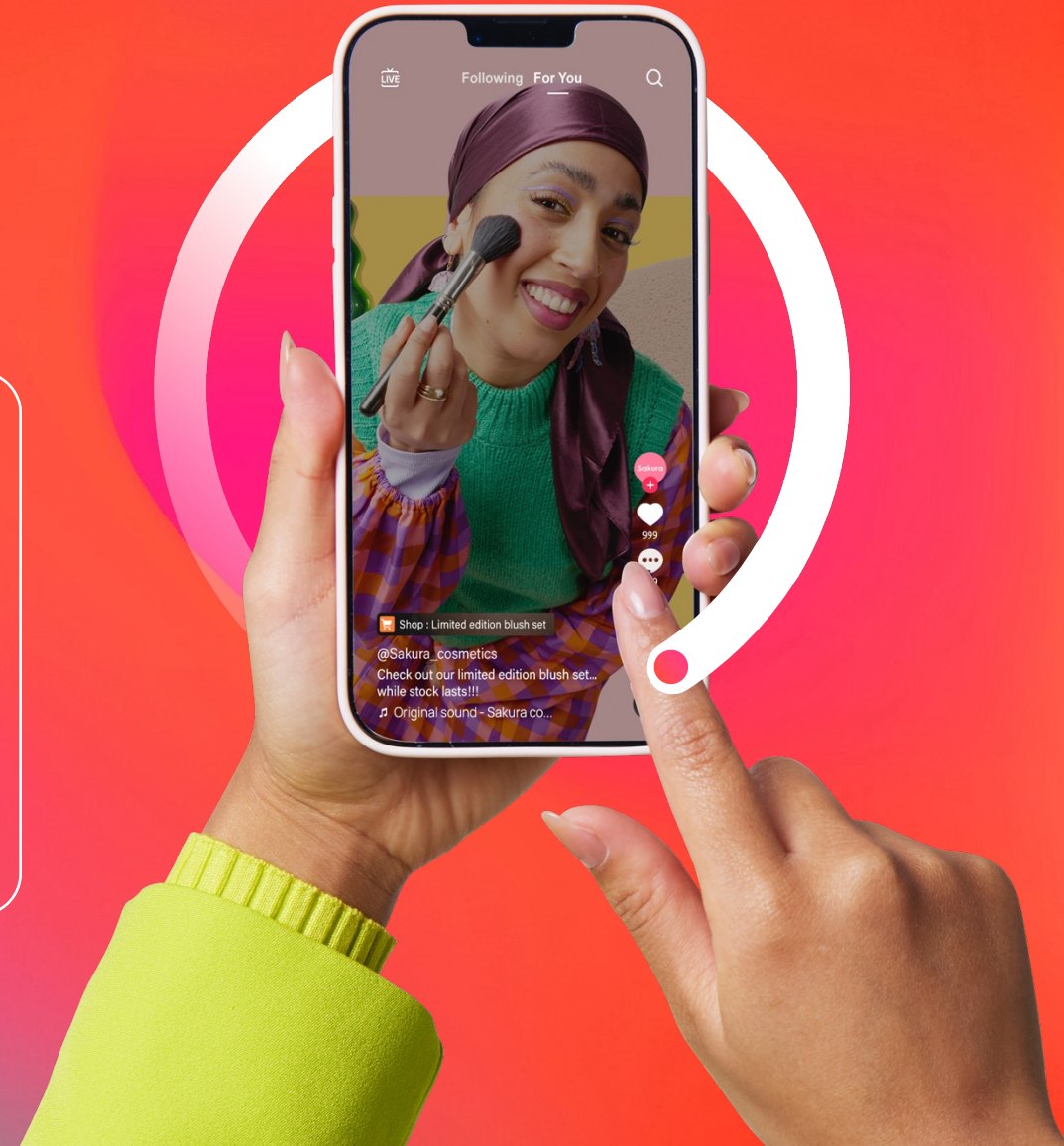
- Customers of a particular brand
- Category considerers
- Affinity audiences

[Explore YouGov Profiles >](#)

With **YouGov Surveys**, you can get quick answers from a targeted audience to inform your strategy:

- Self-serve and serviced surveys
- Granular audience targeting
- Results in as little as 1 hour

[Run a survey >](#)



Thank you

Living Consumer Intelligence | yougov.com/business

YouGov, 2024, all rights reserved. All materials contained herein are protected by copyright laws. Any storage, reproduction or distribution of such materials, in whole or in part, in any form without the prior written permission of YouGov is prohibited. This information (including any enclosures and attachments) is propriety and confidential and has been prepared for the exclusive use and benefit of the addressee(s) and solely for the purpose for which it is provided. We make no representations, warranties or guarantees, whether express or implied, that the information is accurate, complete or up to date. We exclude all implied conditions, warranties, representations or other terms that may apply and we will not be liable to you for any loss or damage, whether in contract, tort (including negligence), breach of statutory duty, or otherwise, even if foreseeable, arising under or in connection with use of or reliance on the information. We do not exclude or limit in any way our liability to you where it would be unlawful to do so.