

THE CLOCK IS TIKING

WHO'S ON TIKTOK AND HOW LONG CAN IT LAST?

It's hard to keep up with social media trends nowadays. Some social media channels are classic – these have kept us busy and entertained for years. Others are fading – once they used to be the “it” social media site. Now, not so much. Others are like shooting stars - they shine for a brief moment and then disappear. TikTok, which launched in the US in 2017, is relatively new on the scene of social media but its rise has been quick - it already has 500 million users worldwide.



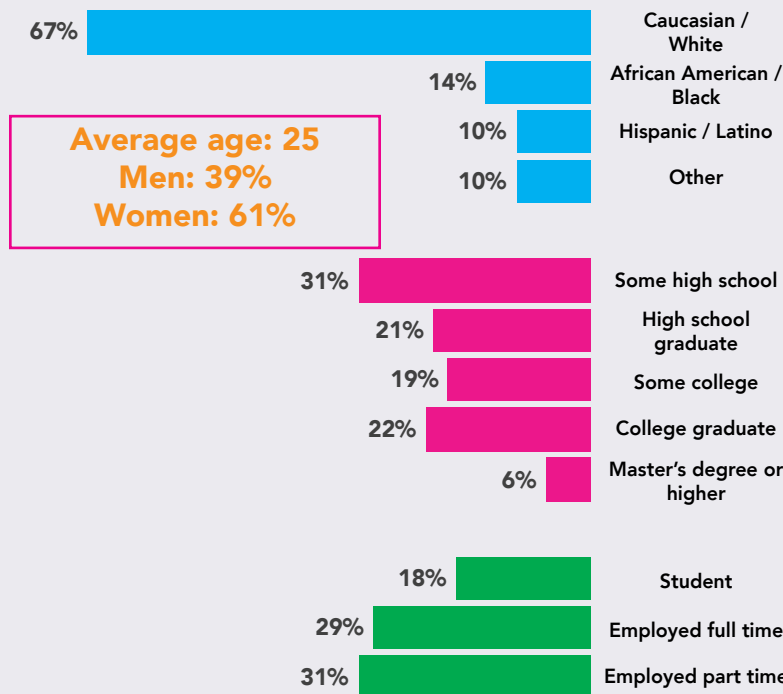
In the U.S. alone, 75% of social media users have heard of TikTok, 25% tried it and 17% are currently using it, so it has yet to fully break into the mainstream.

To better understand who is actually using TikTok we interviewed 750 social media users to help shed some light on who is on the new video app and what they're doing there.

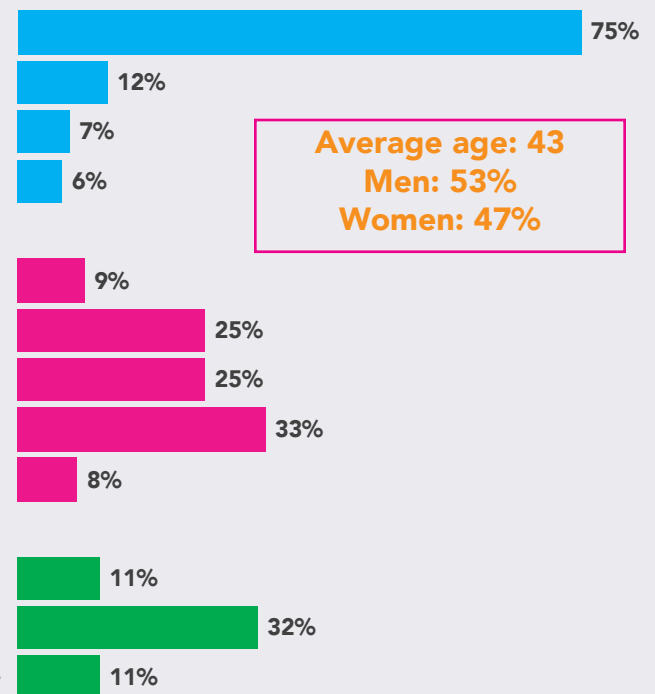
TikTok Tots

As you might expect, demographically, TikTok users skew younger than many other apps with an **average age of 25 years old, and 40% are under the age of 20**. Over half of users have a high school degree or less and 31% report to currently be students, further demonstrating the youth of these users. **61% of users are female**, skewing the gender balance as well. TikTok users are also **more ethnically diverse**, more closely resembling the country's make up vs. all other social media users.

TikTok Users



Other Social Media Users



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RESULTS

In general, TikTok users are heavy users of social media. On average, they are currently using 6.7 different social media sites/apps.

The top sites, after TikTok, are:



71% of users just started using TikTok in the last year, and even though nearly half (49%) are using it multiple times a day.

Even though many other social media sites are more widely used, 29% of TikTok users view it as the most popular social media channel, but that's not the number one reason they use the app:

Approximately 40% of TikTok users view it as the most trendsetting and fun to use social media site.

While they're on TikTok, users are following their friends/family, strangers and influencers. The content their viewing is mostly comedy, memes, and dancing.

Viewing content is the main draw for users of TikTok. Only 30% of users post their own content to the app (this is higher than YouTube's 20%).

How likely is it that TikTok will become a classic social media channel, that will be entertaining us for years to come? That is hard to say, but our data shows that TikTok may be more of a shooting star.

Among its current users, only 20% say TikTok is their favorite social media channel, and if they were forced to cancel one social media account today, 29% would cancel TikTok.

To learn more about the current social media landscape and where TikTok fits in, keep an eye out for our upcoming whitepaper.