

Snapshot of TikTok/Douyin usage in Singapore and China

Summary Report / September 2020

EXECUTIVE SUMMARY

A photograph of a modern transit station with a curved ceiling and a row of turnstiles. The scene is dimly lit with blue and purple ambient lighting. The text is overlaid in large, bold, yellow capital letters.

**CHINESE RESPONDENTS USE THE APP
MORE FREQUENTLY THAN
SINGAPOREANS & SPEND TWICE AS
MUCH TIME ON IT**



**CHINESE RESPONDENTS TWICE AS
LIKELY TO BE CONTENT CREATORS,
BUT THE MAJORITY IN EACH COUNTRY
ARE WATCHERS**



**COMEDY IS IN THE TOP 3 TYPES OF
CONTENT VIEWED MOST OFTEN, IN
BOTH COUNTRIES**



**USERS IN BOTH COUNTRIES ARE MORE
CONCERNED ABOUT THE TIME THEY
SPEND ON THE APP THAN THEY ARE
ABOUT DATA PRIVACY**

**THE MAJORITY IN BOTH COUNTRIES
VIEW THE APP AS HARMLESS FUN,
AND DO NOT THINK IT HAS ANY
NEGATIVE EFFECTS**

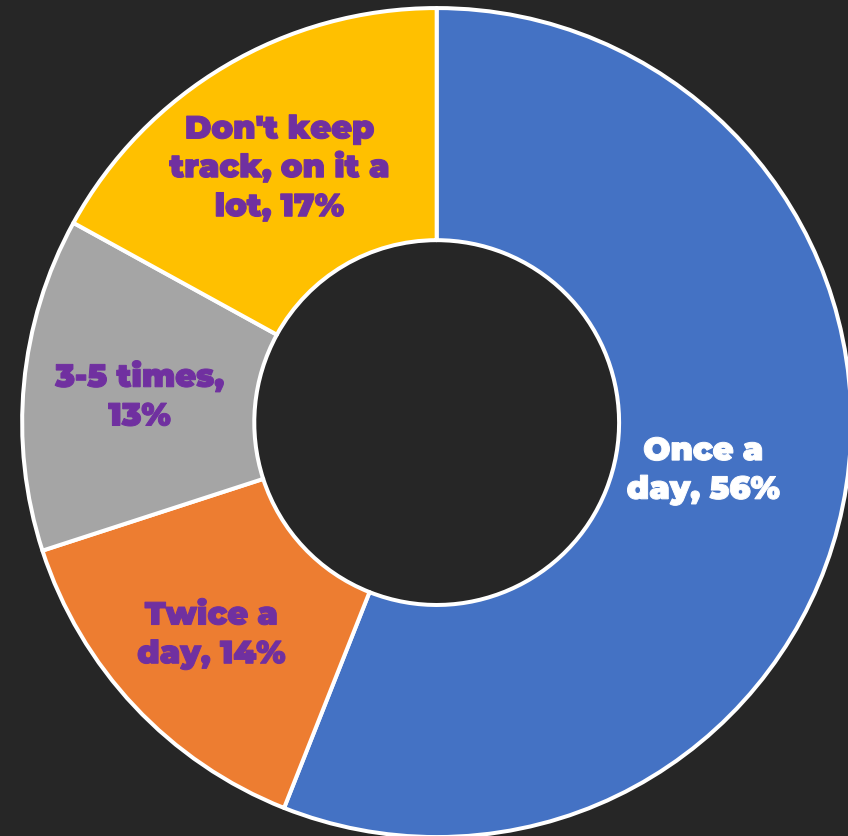
SINGAPORE



Photo by Joshua Ang on Unsplash

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The majority of TikTok users in Singapore access the App once a day, but there is a significant minority that use it so often...they lose track!





**Singaporean TikTok users spend an average of
2 hours on the App each day they use it**

All Singapore TikTok users, n=353



**The main motivation
for TikTok usage in
Singapore is to watch
funny, entertaining
and on-trend content**

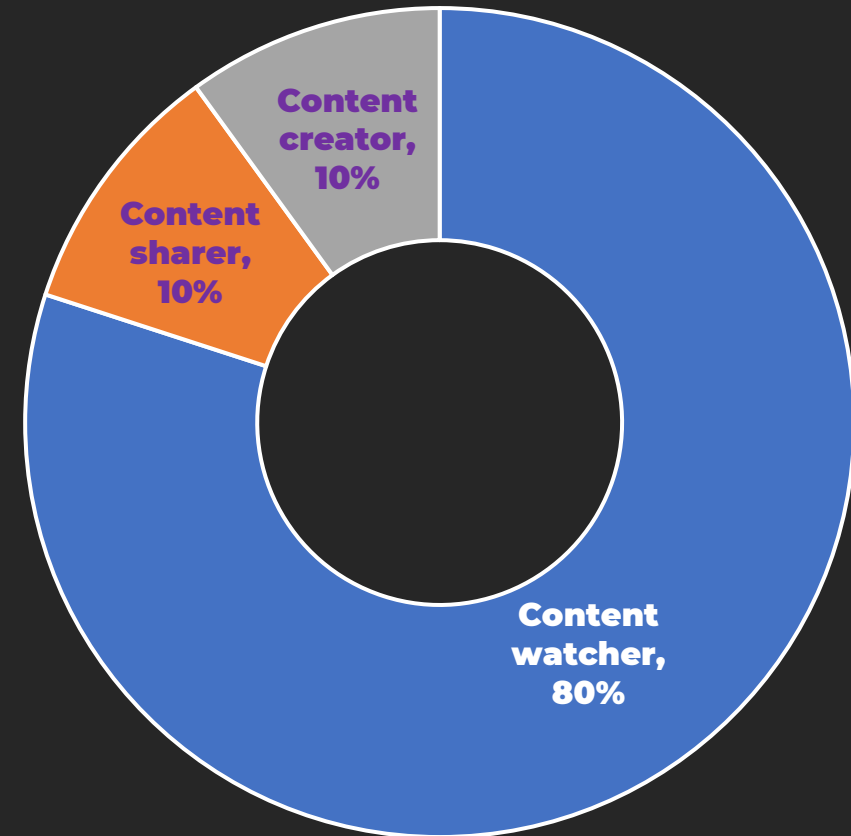
All Singapore TikTok users, n=353

Photo by [Ali Yahya on Unsplash](#)

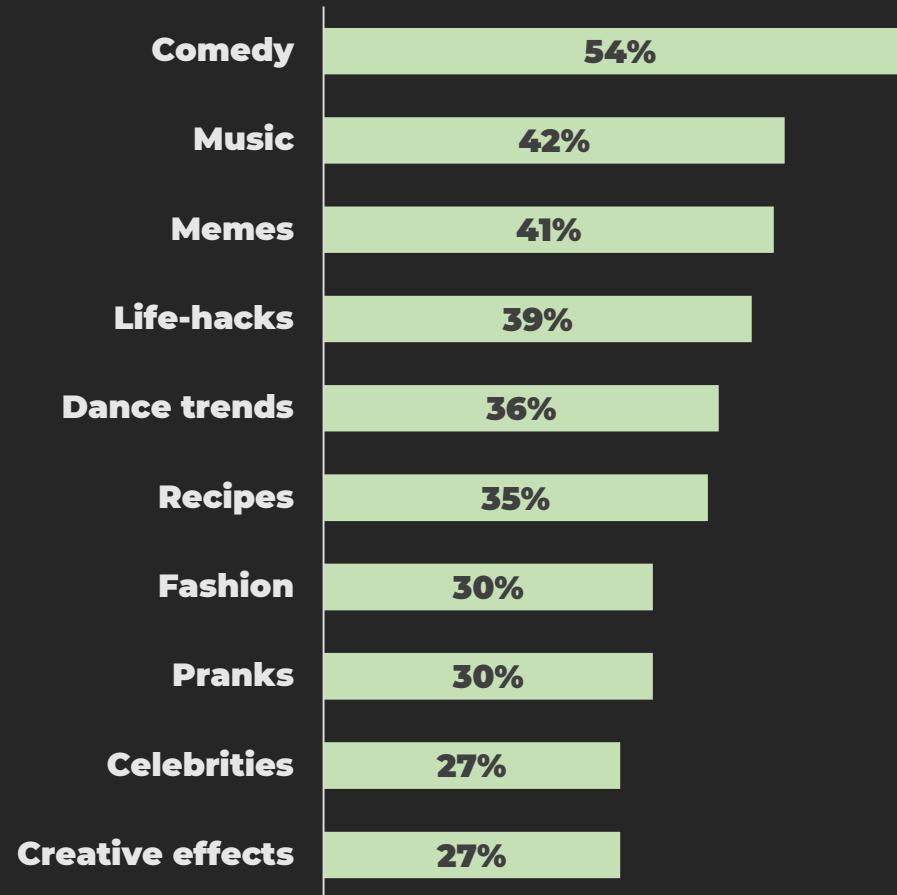
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 **TAG|R**

**Only 1 in 10 Singapore
TikTok users create
content...the majority
watch & share other
people's content**



**The Top 10 content
viewed on TikTok in
Singapore is heavily
skewed toward
entertainment**

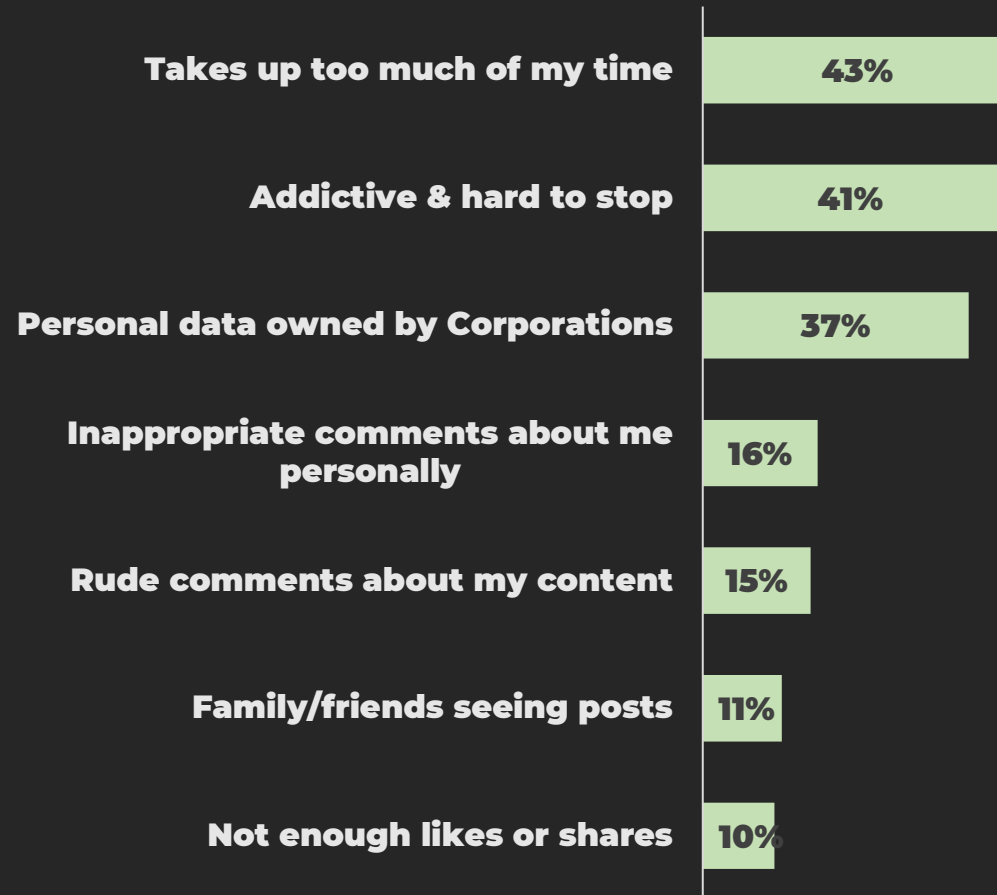




65% of Singaporean TikTok users believe it has no positive or negative impact on their lives...it is just for fun and entertainment

All Singapore TikTok users, n=353

**The Top 2 concerns
about using TikTok in
Singapore is that it
takes up a lot of time
and is quite addictive**



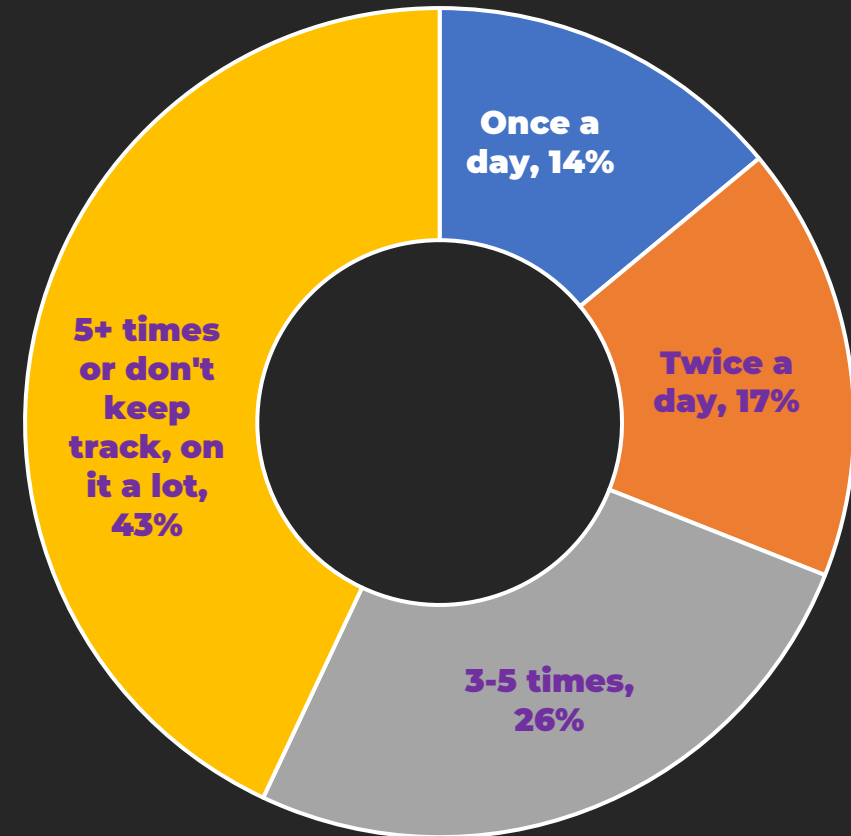
All Singapore TikTok users, n=353

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A close-up, slightly blurred map of East Asia, focusing on China and its surrounding regions. The word "CHINA" is overlaid in large, bold, blue capital letters. The map shows various cities, rivers, and geographical features like the Gobi Desert and the Himalayas. The colors are muted, with blues for water and greens/browns for land.

CHINA

The majority of Douyin users in China access the App more than 5 times a day or don't keep track of usage





China Douyin users spend over 4 hours on the App each day they use it

All China Douyin users, n=319

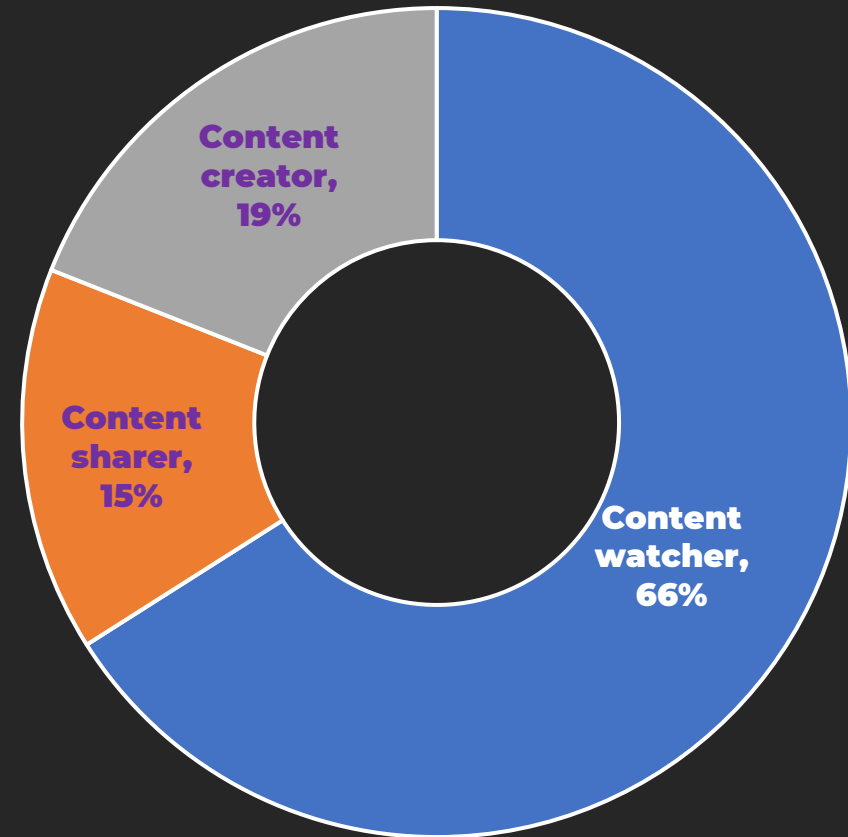
Photo by [Lukas Blazek](#) on [Unsplash](#)

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 **TAG|R**

**2 in 5 China Douyin users
create content...the
majority watch & share
other people's content**

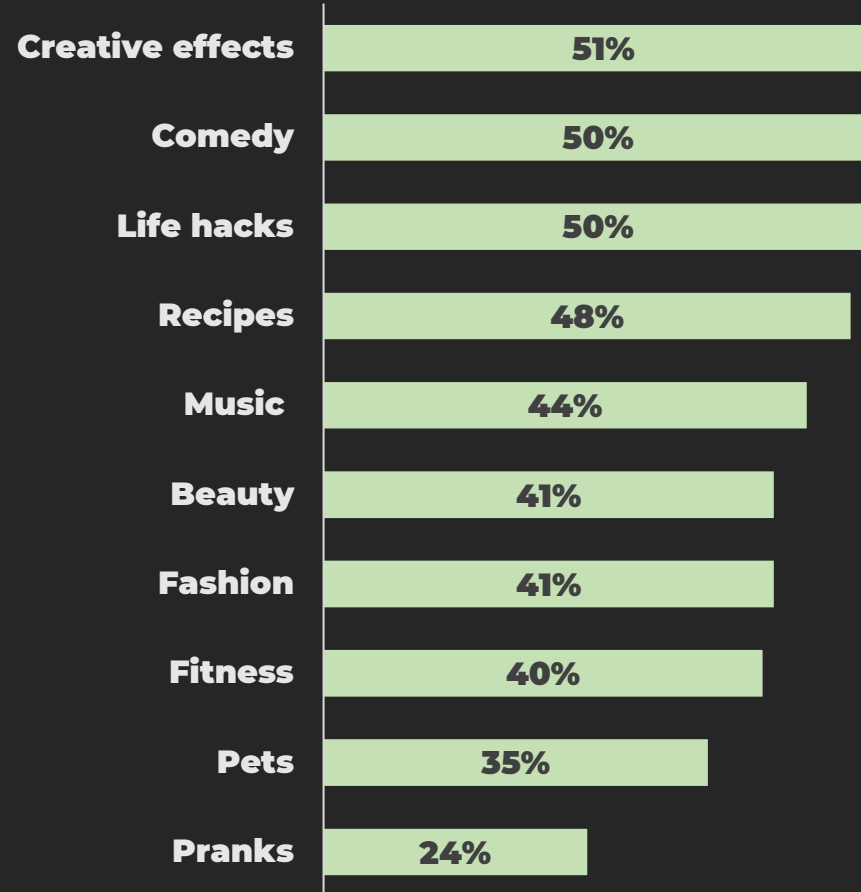


All China Douyin users, n=317

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 **TAG|R**

**The Top 10 content
viewed on Douyin in
China is a mixture of
practical videos and
entertainment**

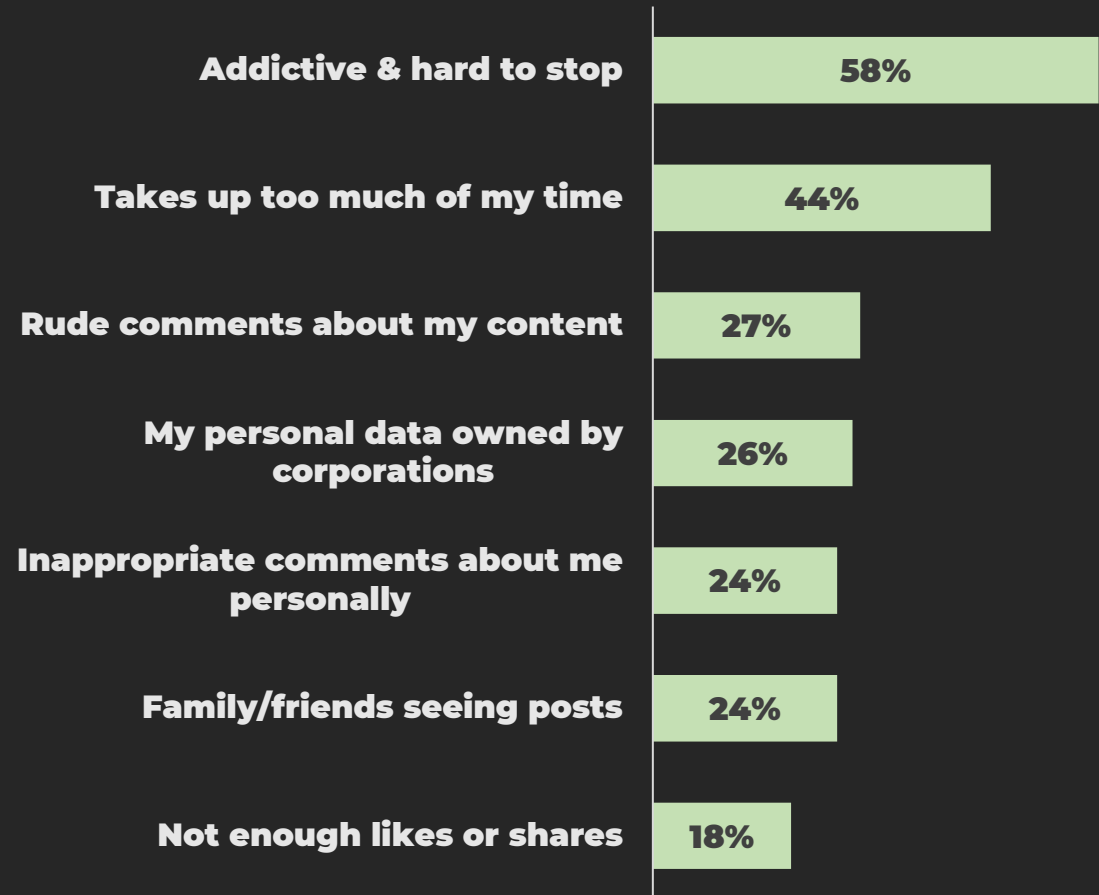




49% of China Douyin users believe it has no positive or negative impact on their lives...it is just for fun and entertainment and 37% believe it has had a positive effect

All China Douyin users, n=317

**The Top 2 concerns
about using Douyin
in China is that it
takes up a lot of time
and is quite addictive**



All China Douyin users, n=317

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APPENDIX

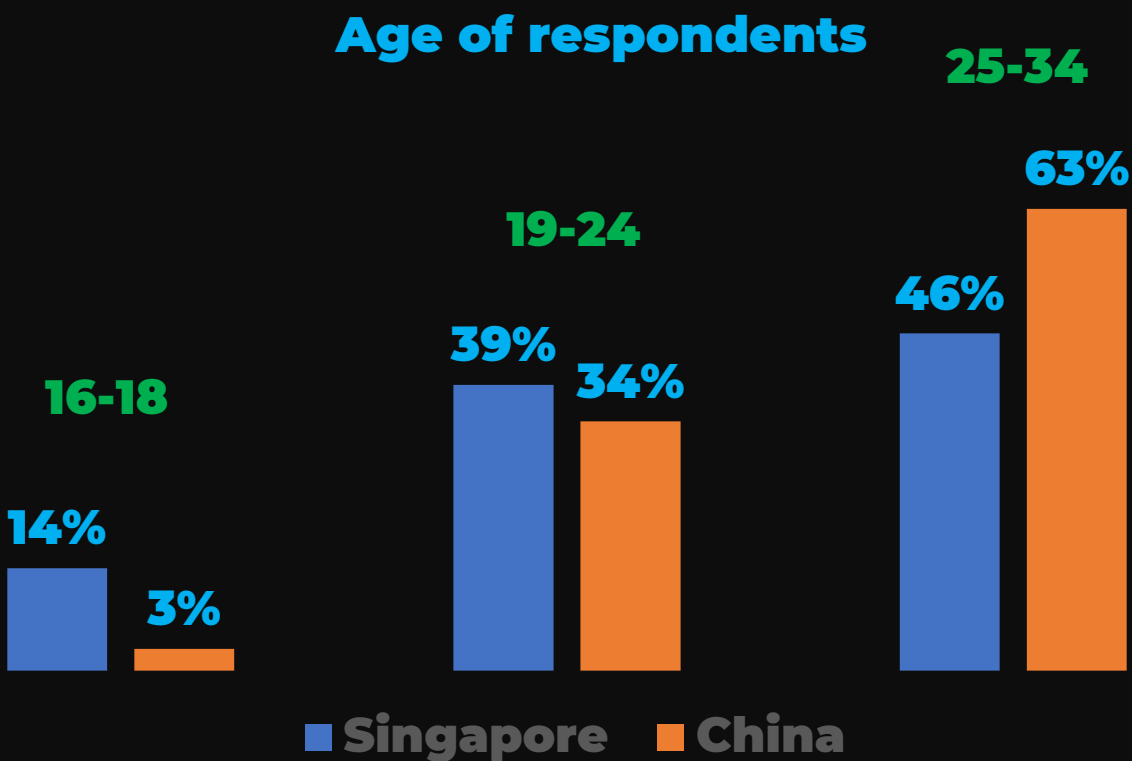
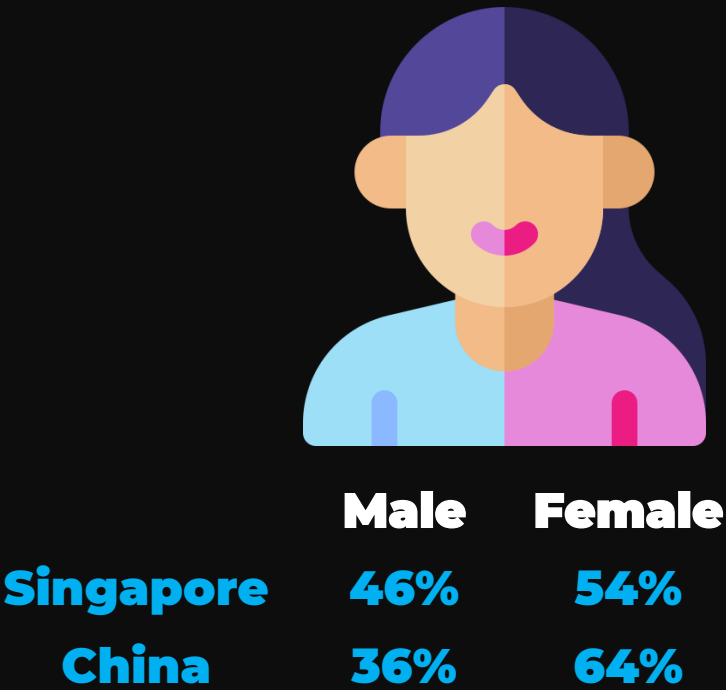
Research methodology

**Random sample of Singapore and China Rakuten
Insight Global panelists who have used TikTok /
Douyin in the past 30 days**

Singapore: n=353 / China: n=317

**Short, 'pulse' survey on reasons for usage, and
TikTok / Douyin habits**

Respondent demographics



All Singapore TikTok users, n=353 / All China Douyin users, n=317

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