

USA P18+ TikTok Users!



USA P18+ past 30 days TikTok Users are up 90% in the past 2 years



USA P18+ Apps or websites used or visited past 30 days: Social media: TikTok

USA P18+
past 30 days
Unique Users

76,623,379

76,959,884

74,792,437

60,109,698

*Complete Demographic,
Psychographic, and Total
Media Usage Profiles of
USA P18+ past 30 days
TikTok Users.*

USA P18+
past 30 days
Unique Users
% of USA
P18+ Pop.

29.2%

29.4%

28.7%

23.0%

39,900,777

15.4%

Jan23-Oct23 (Current)

Jul22-Feb23

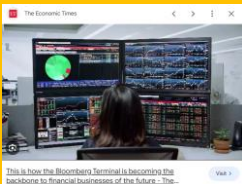
Jan22-Aug22

Jul21-Feb22

Jan21-Aug21

And, Yes! You ARE Smart Enough to Read a Bloomberg Terminal. So get ready to Learn!

Apps or websites used or visited past 30 days: Social media: TikTok

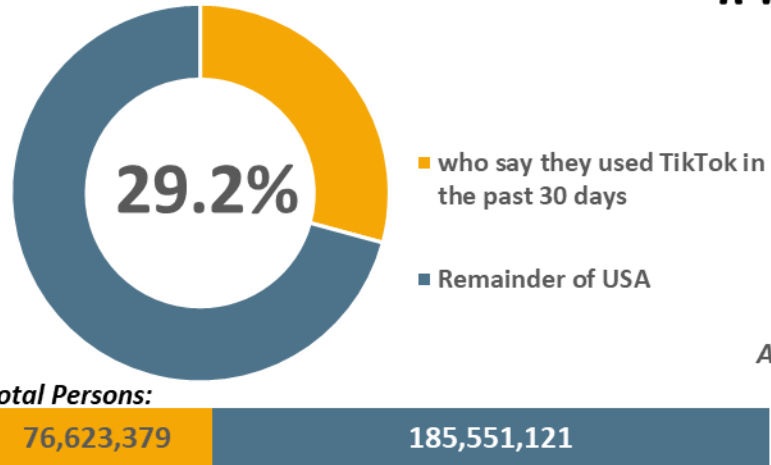




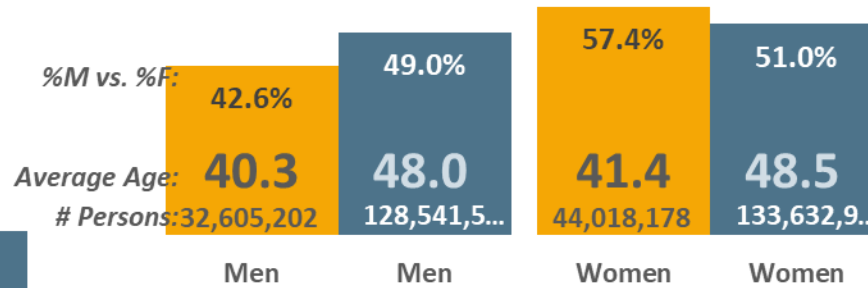
29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days.
Typical Adults 18 or older who say they used TikTok in the past 30 days are 40.8 years old (15.3% younger than average) and have a \$82,883 (7.7% lower than average) annual household income.



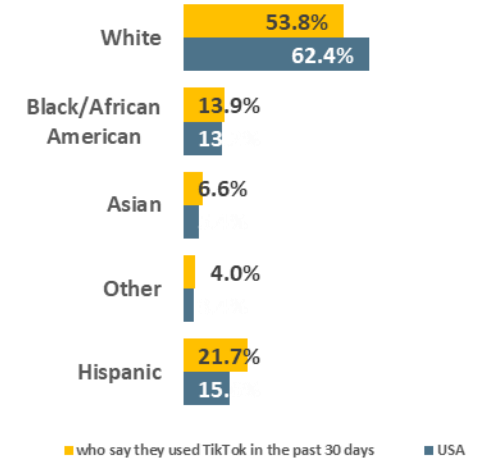
Percent of Market: Adults 18 or older



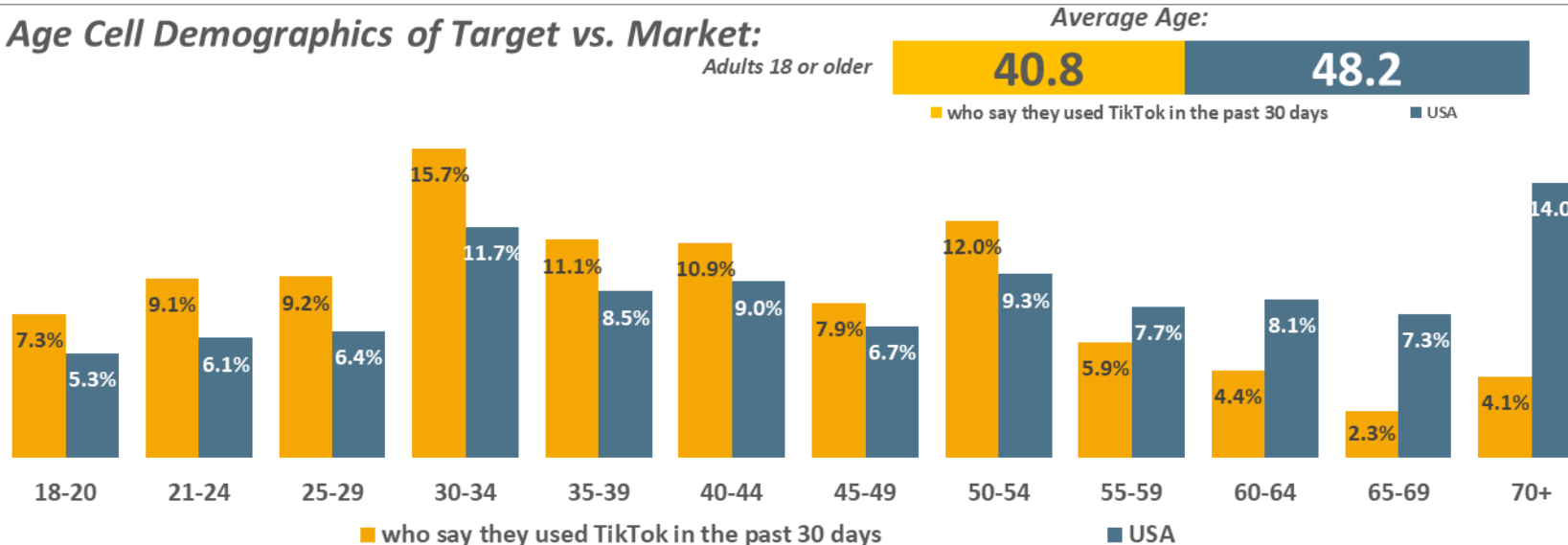
Gender of Target vs. Market: Adults 18 or older



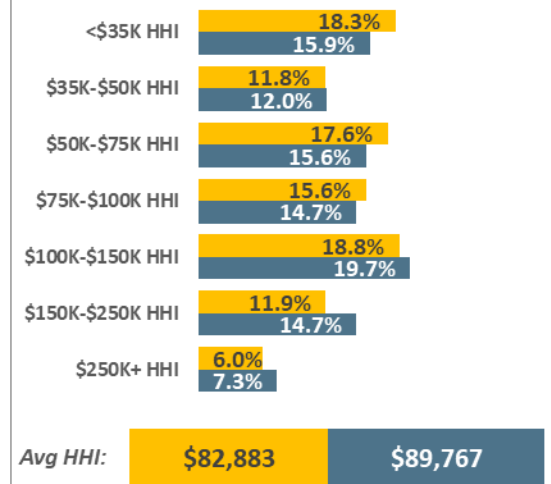
Ethnicity of Target vs. Market:



Age Cell Demographics of Target vs. Market:



HHI of Target vs. Market:

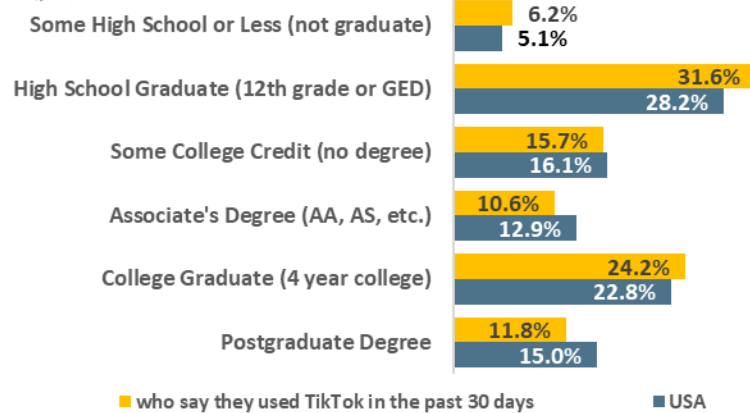




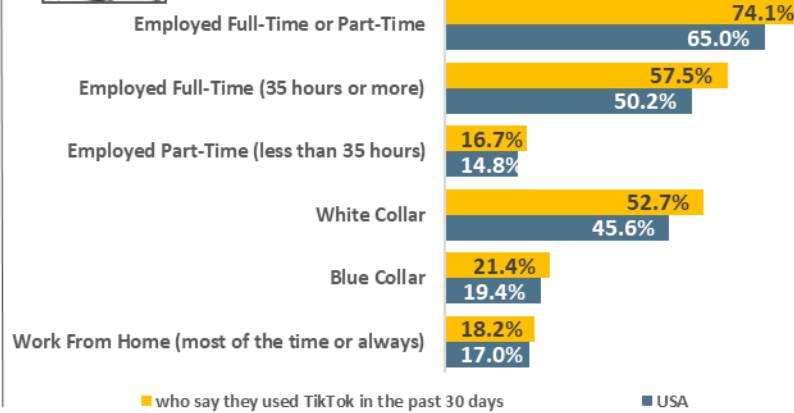
29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days. Adults 18 or older who say they used TikTok in the past 30 days are 4.8% less likely to be a college graduate, 14.4% more likely to work full-time, 7.7% less likely to be married, 38.3% more likely to be a parent of 1 or more children under 18.



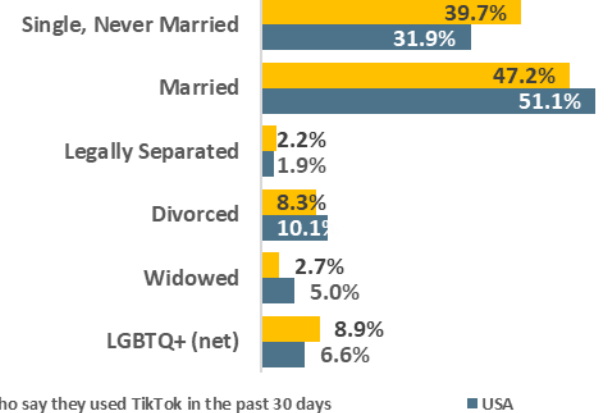
Education Levels: Adults 18 or older



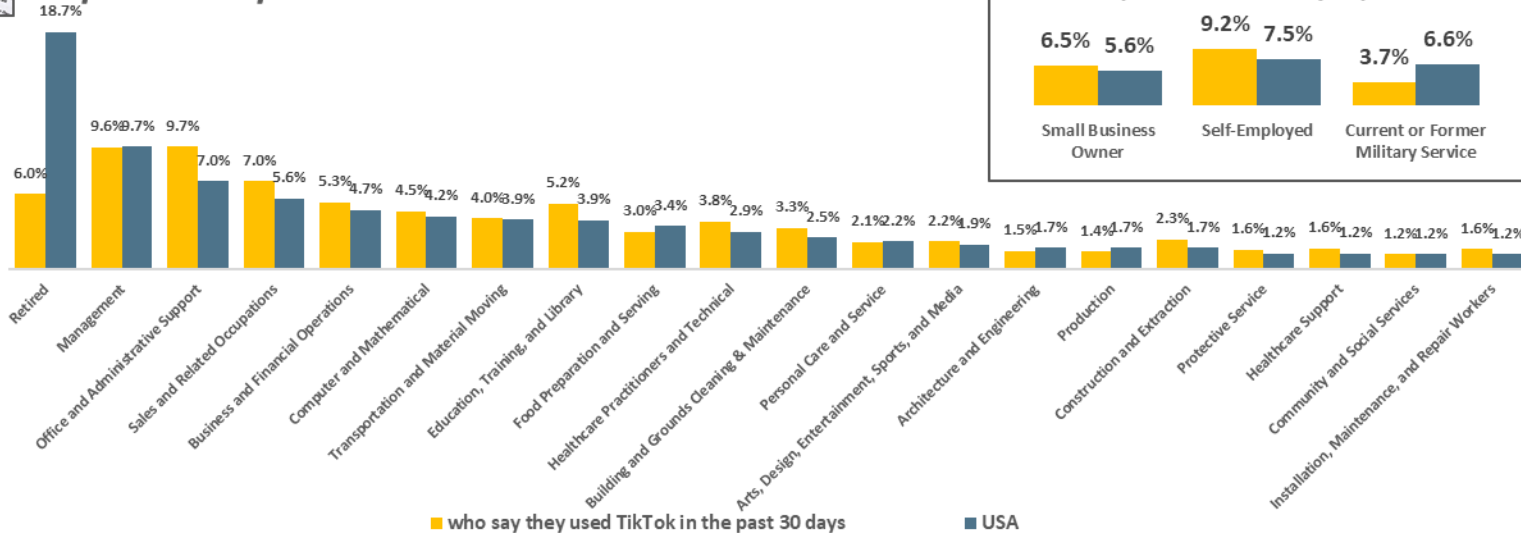
Employment: Adults 18 or older



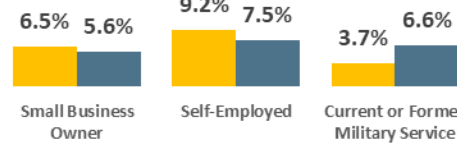
Marital Status: Adults 18 or older



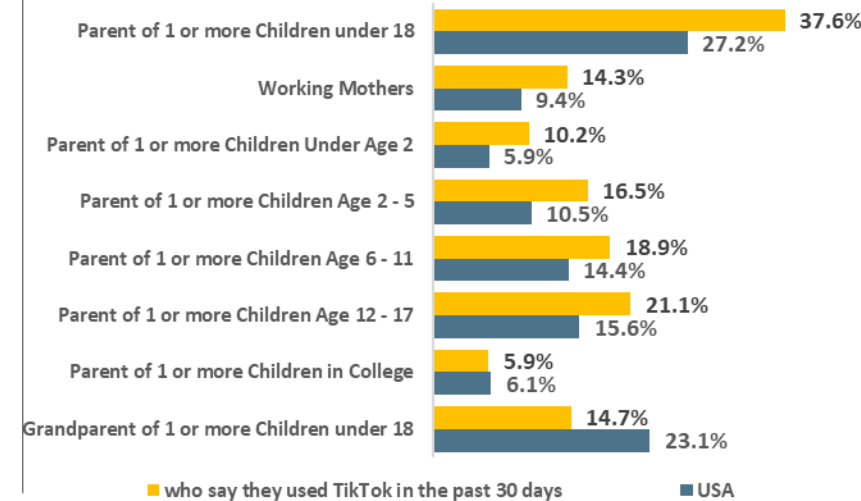
Top-20 Occupations: Adults 18 or older



Entrepreneurs/Military Experience

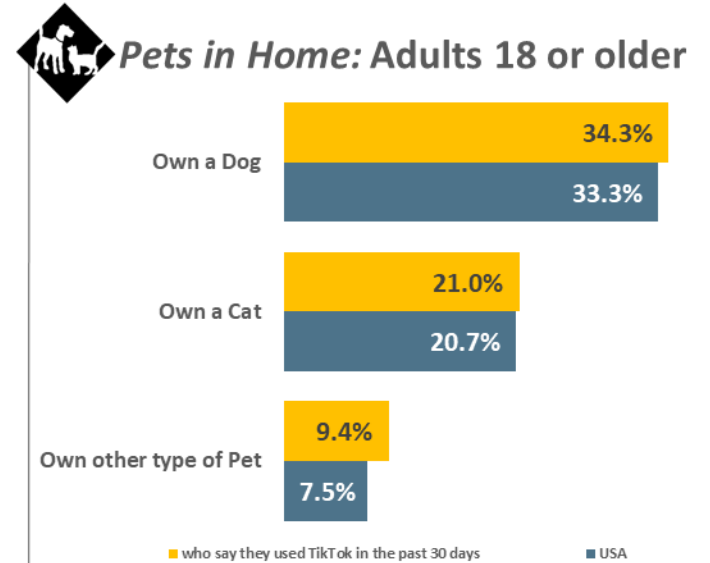
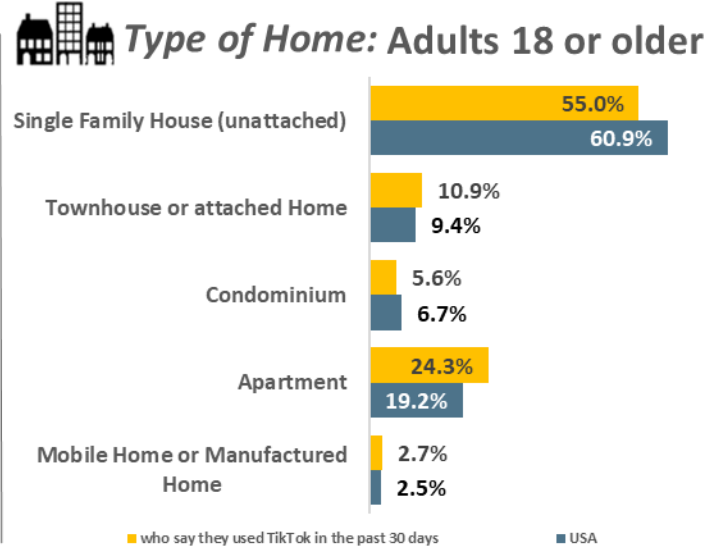
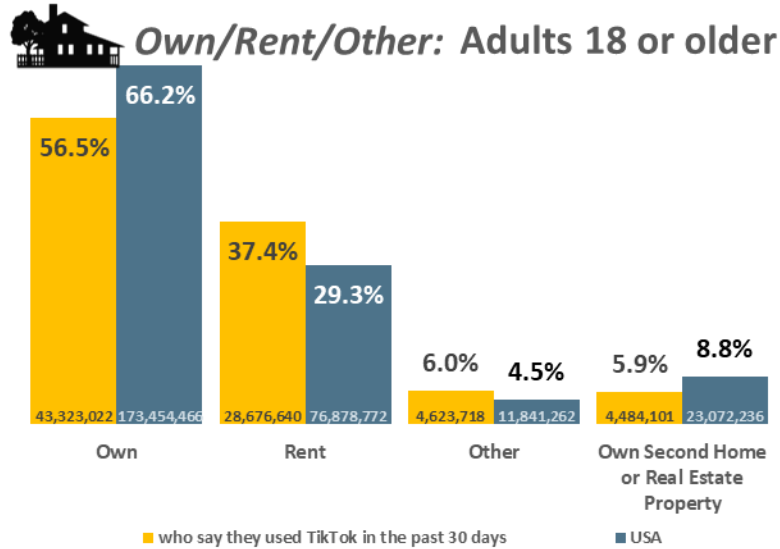


Stage in Life: Adults 18 or older

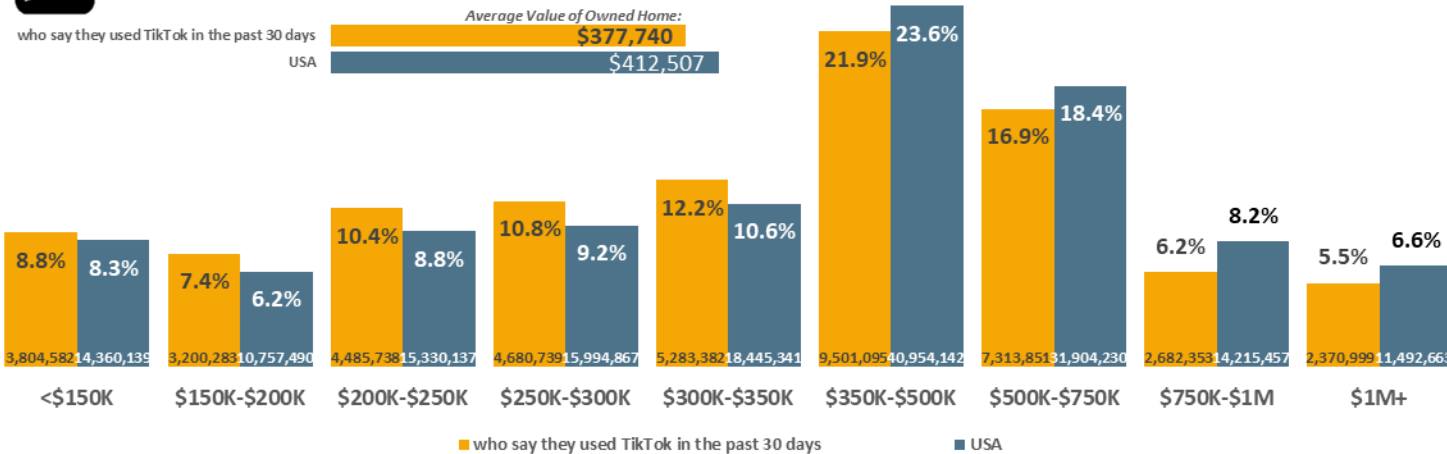




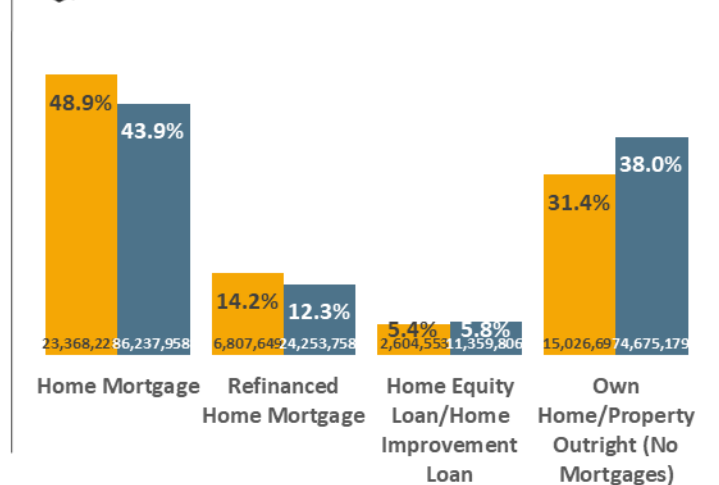
29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days. Adults 18 or older who say they used TikTok in the past 30 days are 14.5% less likely to own their home, 8.4% more likely to own a lower valued home, 9.6% less likely to have a single-family home, 2.8% more likely to have a dog.



Value of Owned Home: Adults 18 or older



Home Loans: Adults 18 or older

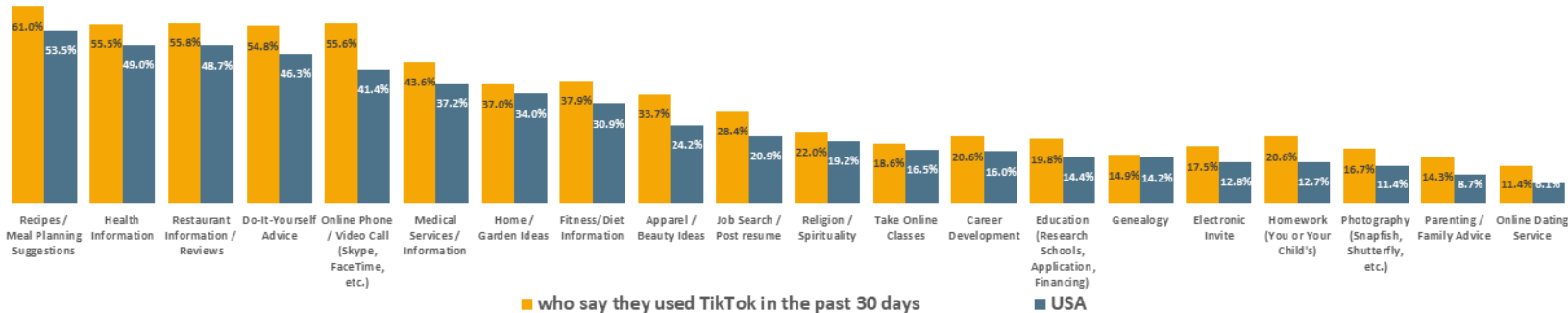




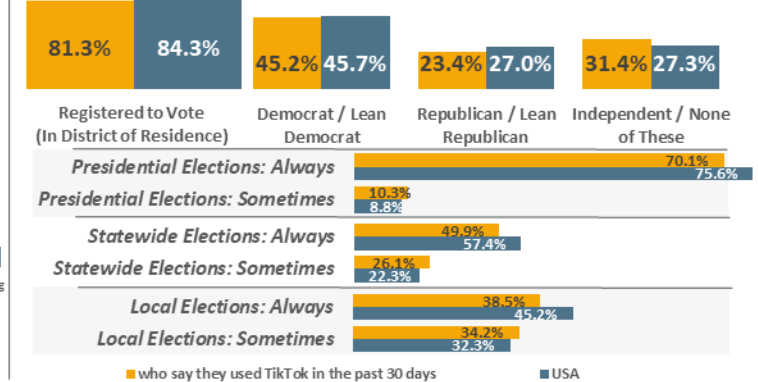
29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days. Adults 18 or older who say they used TikTok in the past 30 days are 18.4% more likely to look up D-I-Y advice online, 14.9% less likely to always vote in local elections, 10.% less likely to belong to a gym, 2.6% less likely to fly domestic past yr.



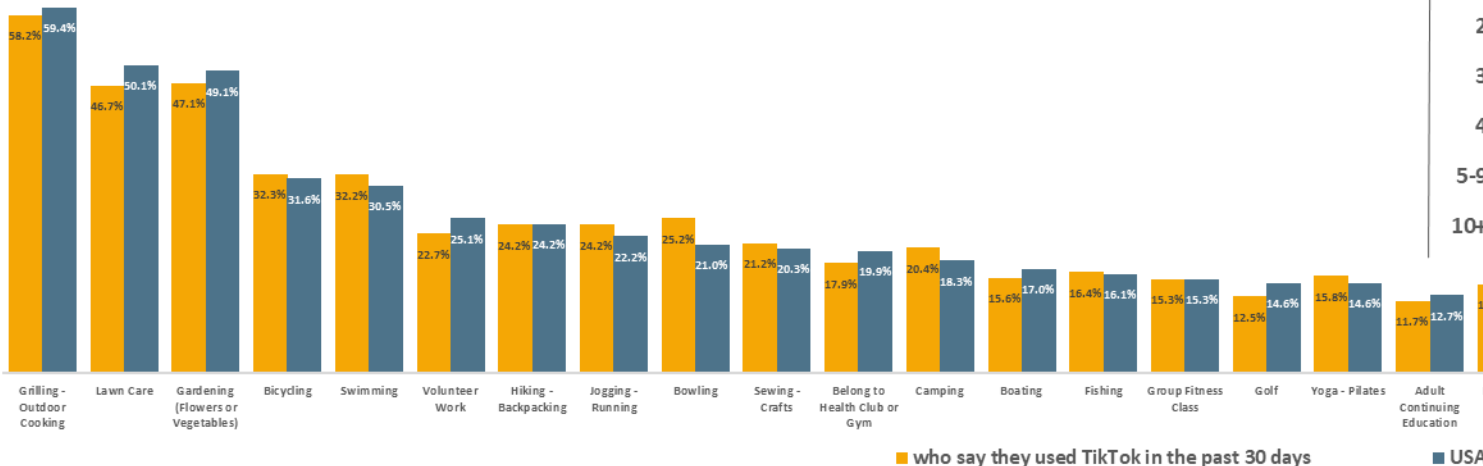
Top-20 past 30-days Online Lifestyle Activities: Adults 18 or older



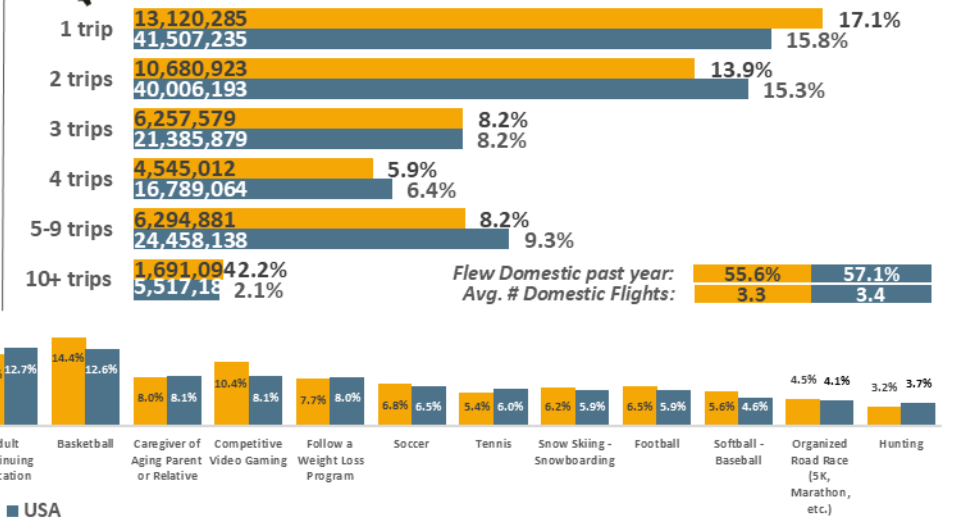
Political Activity: Adults 18 or older



Top-30 past 12-months Active Lifestyle Activities: Adults 18 or older



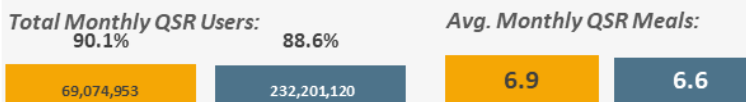
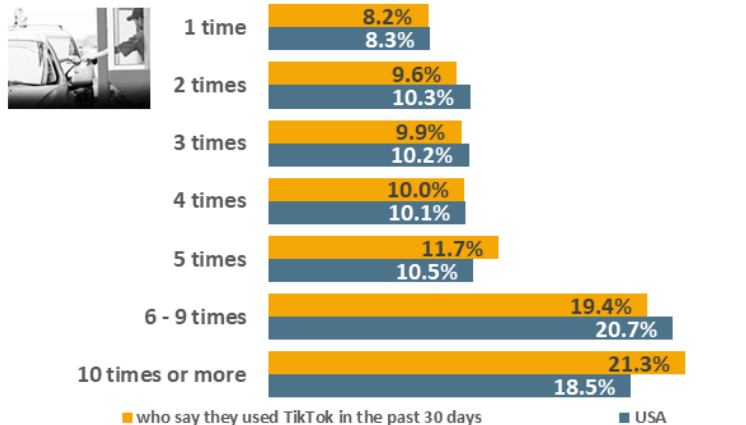
Past 12-months Domestic Airline Trips: Adults 18 or older



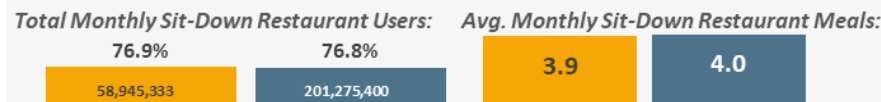
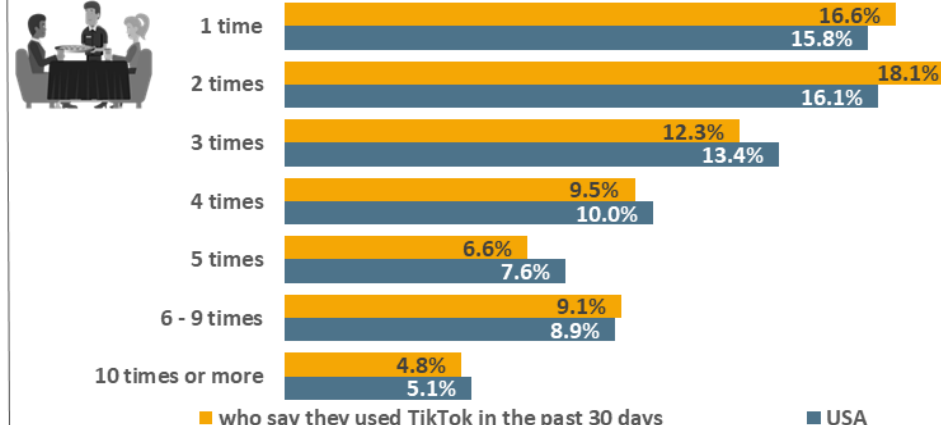


29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days. Adults 18 or older who say they used TikTok in the past 30 days are 1.8% more likely to use QSRs past mo., .2% more likely to use Sit-Down Restaurants past mo., 3.8% less likely to use Casinos past yr., 4.6% more likely to smoke cigarettes.

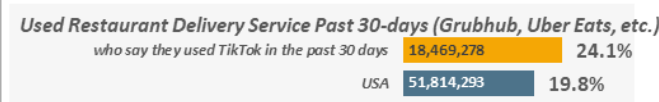
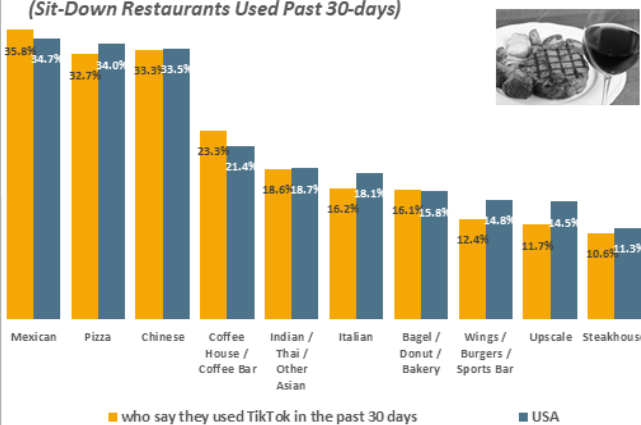
Past 30-days QSR Users: Adults 18 or older



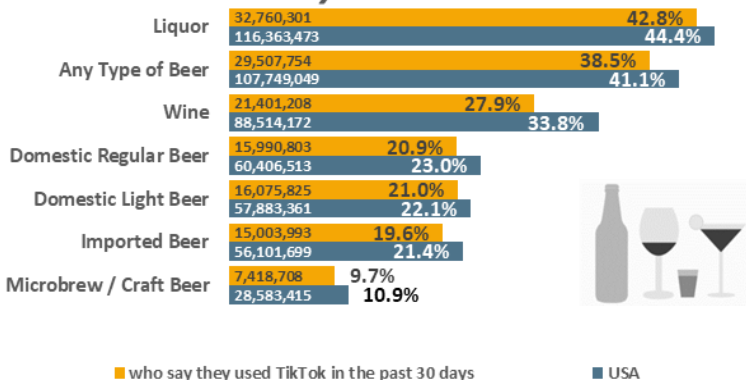
Past 30-days Sit-Down Restaurant Users: Adults 18 or older



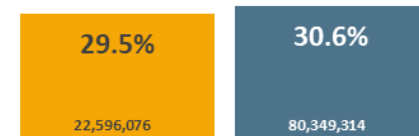
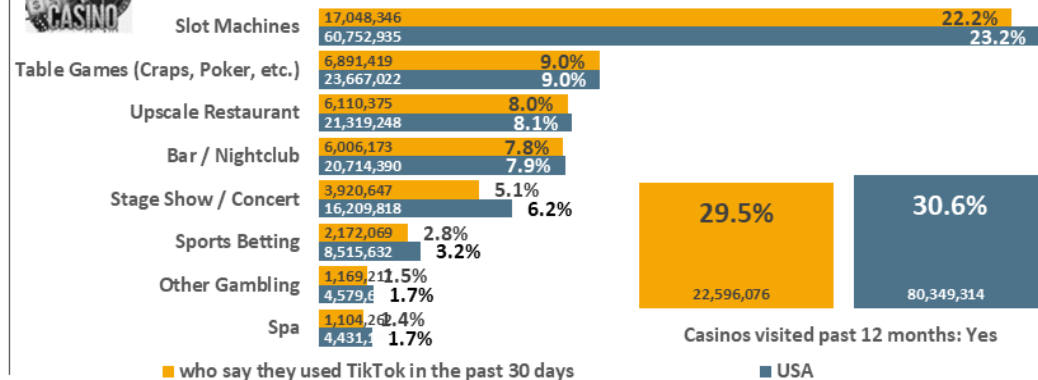
Top-10 Cuisines: Adults 18 or older (Sit-Down Restaurants Used Past 30-days)



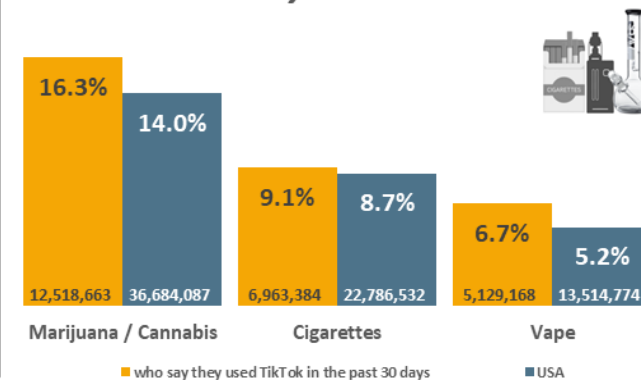
Drank Past 30-days: Adults 18 or older



Past 12 months Casino Activities: Adults 18 or older



Used Past 30-days: Adults 18 or older

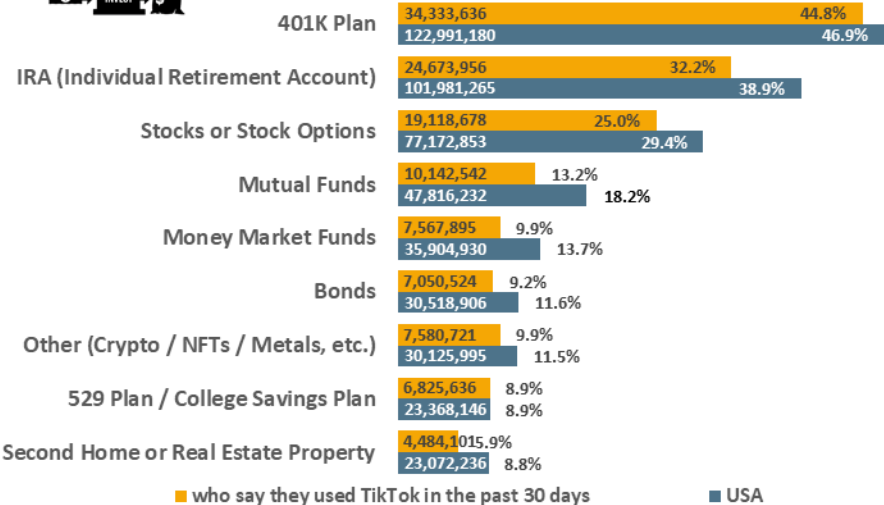




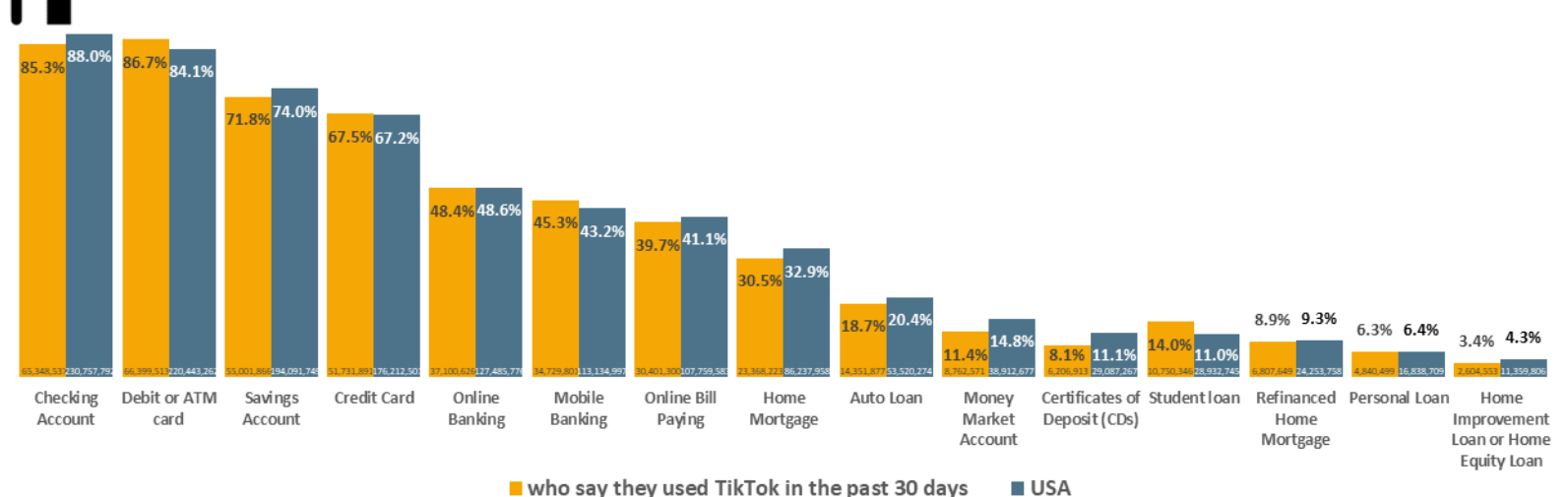
29.2% or 76,623,379 of USA Adults 18 or older say they used TikTok in the past 30 days. Adults 18 or older who say they used TikTok in the past 30 days are 4.5% less likely to have a 401K, 8.2% less likely to have an Auto Loan, 8.9% less likely to Invest/Trade Stocks Online, 3.2% more likely to pay with their Debit Card.



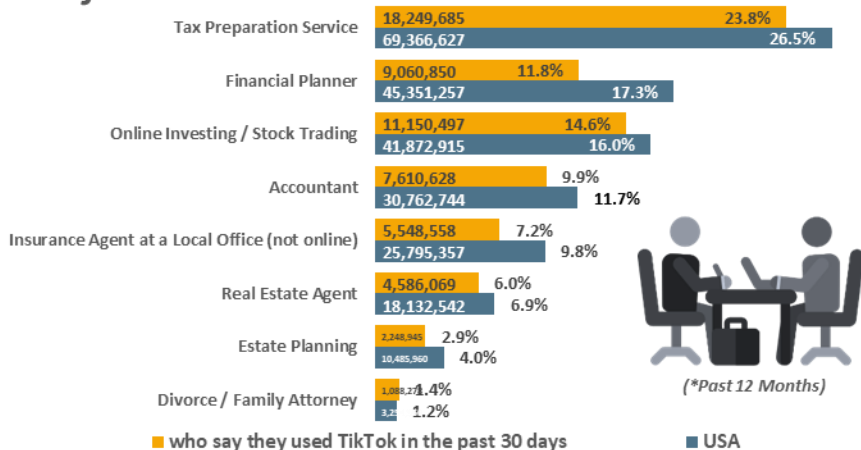
Investments Owned: Adults 18 or older



Financial Services Has and/or Uses: Adults 18 or older



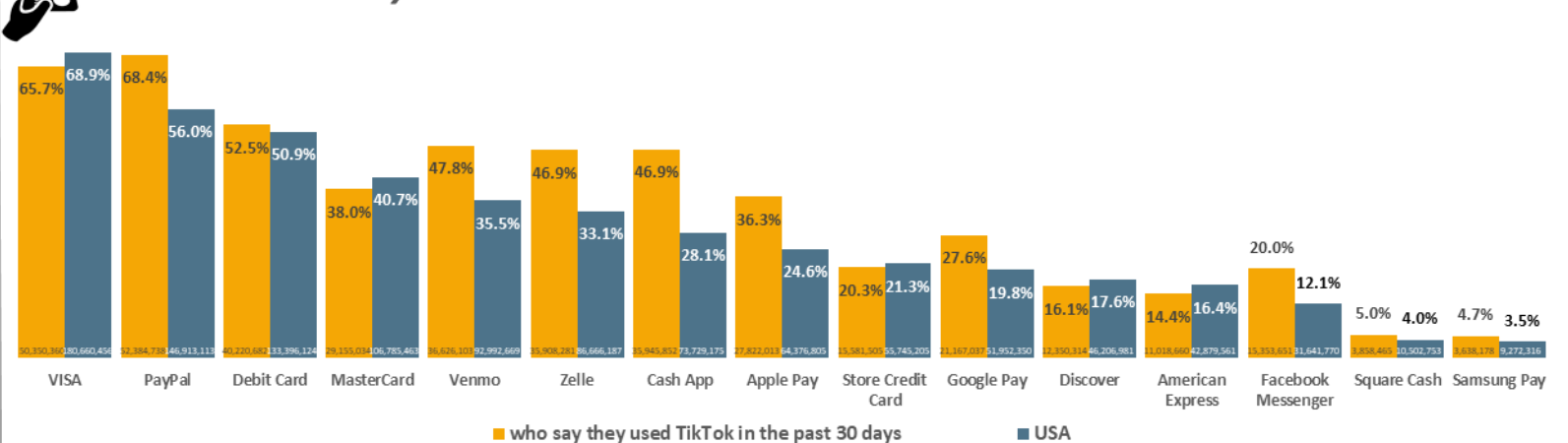
Professional Services Used*: Adults 18 or older



(*Past 12 Months)

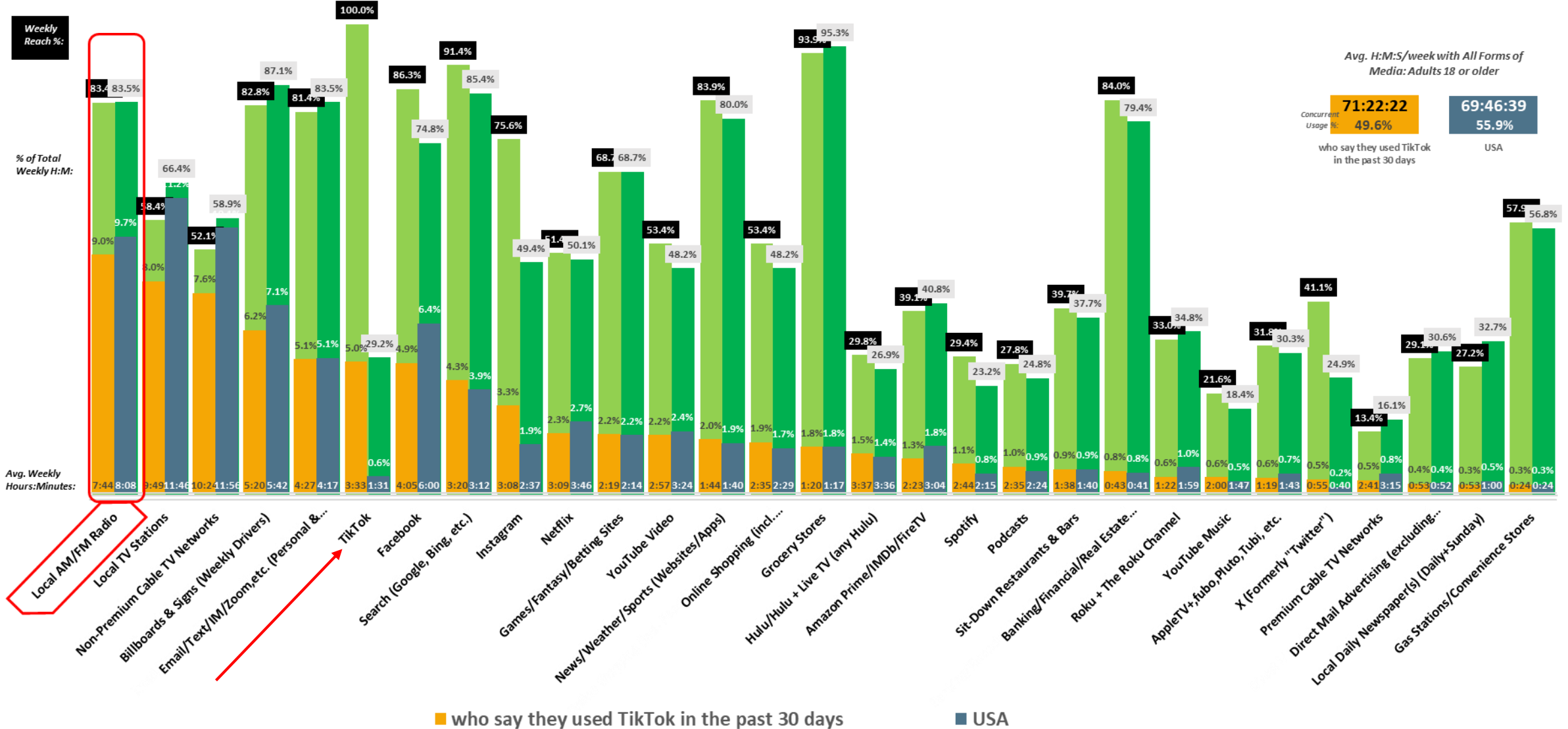


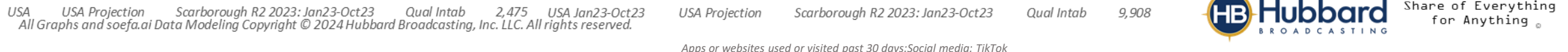
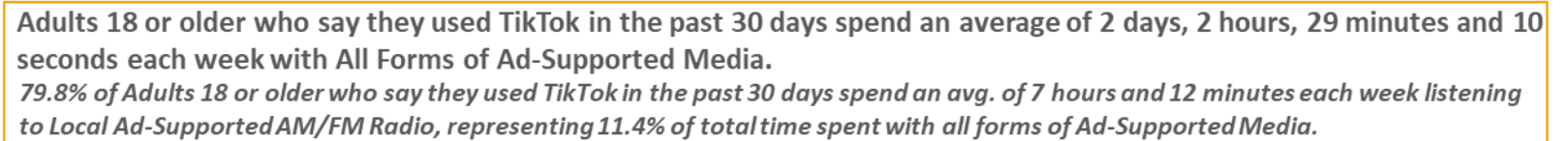
Past 3-Months Payment Methods Used: Adults 18 or older





Adults 18 or older who say they used TikTok in the past 30 days spend an average of 2 days, 23 hours, 22 minutes and 22 seconds each week with All Forms of Media.
83.4% of Adults 18 or older who say they used TikTok in the past 30 days spend an avg. of 7 hours and 44 minutes each week listening to All Local AM/FM Radio, representing 9.0% of total time spent with all forms of Media.

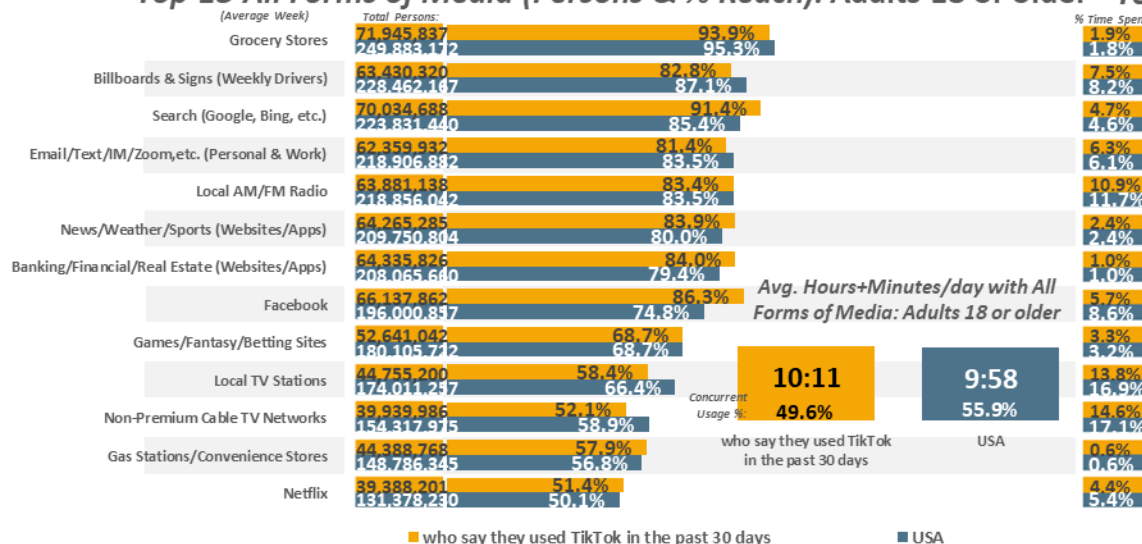




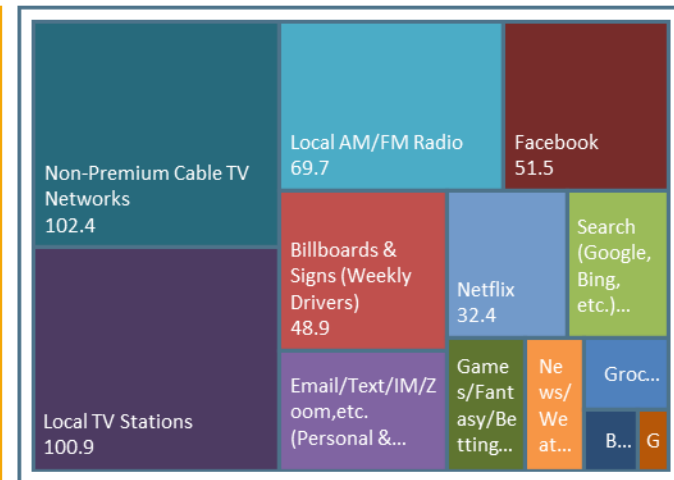
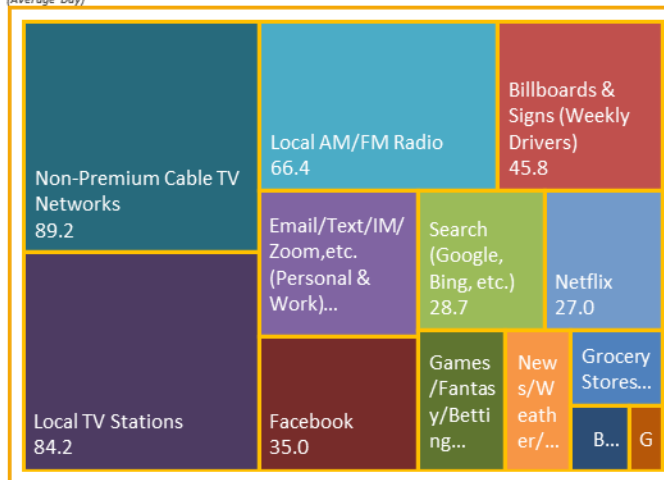


Adults 18 or older who say they used TikTok in the past 30 days spend an average of 7 hours and 12 minutes each day with All Forms of Ad-Supported Media. 79.8% listen to Local AM/FM Radio for an avg. of 61.8 minutes/day. (Local Radio delivers 11.4% of Time with Ad-Supported Media.)

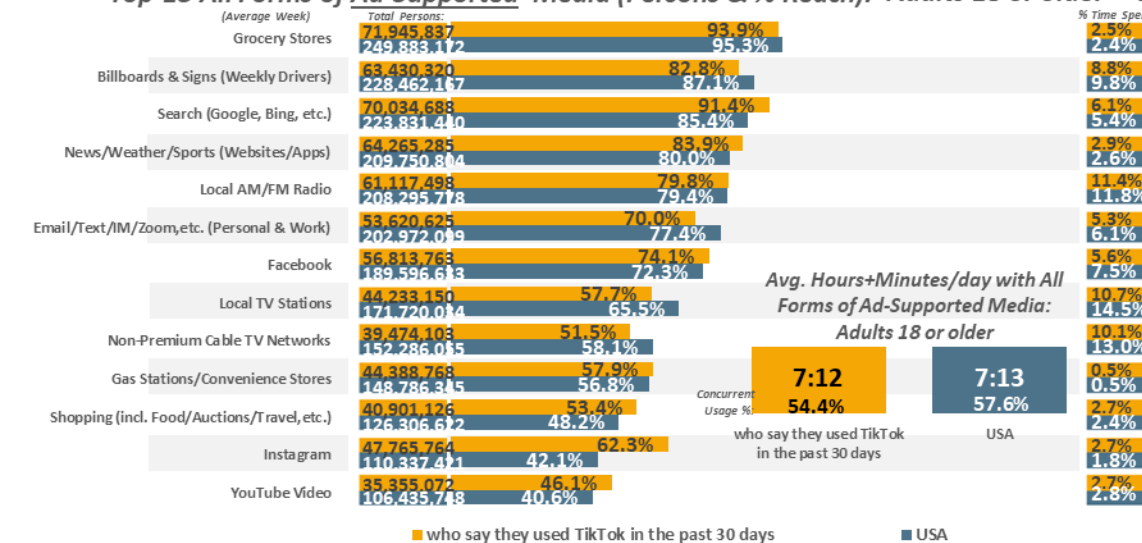
Top-13 All Forms of Media (Persons & % Reach): Adults 18 or older



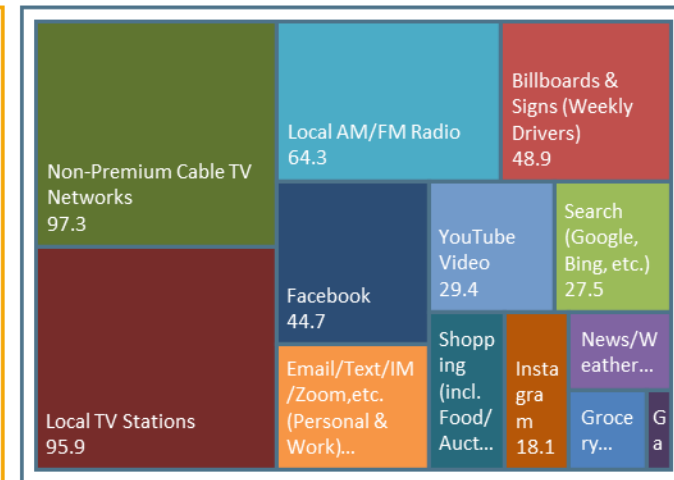
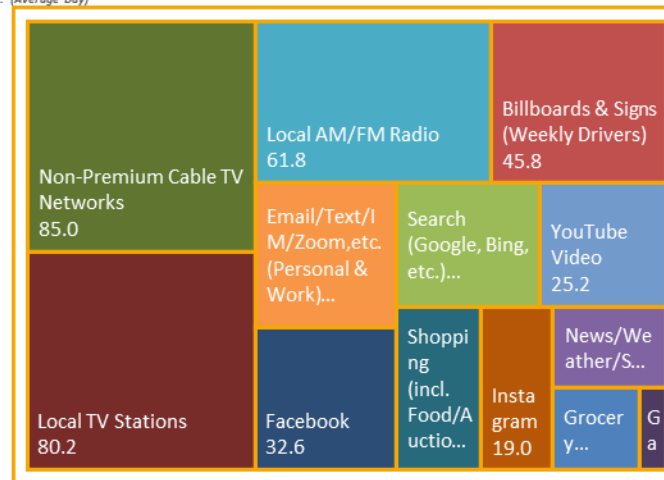
Top-13 All Forms of Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 All Forms of Ad-Supported Media (Persons & % Reach): Adults 18 or older



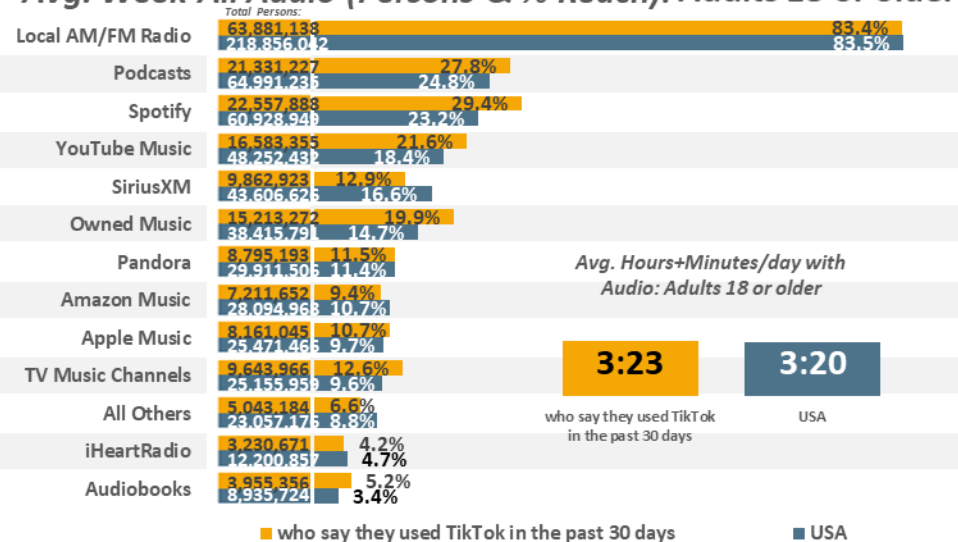
Top-13 All Forms of Ad-Supported Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



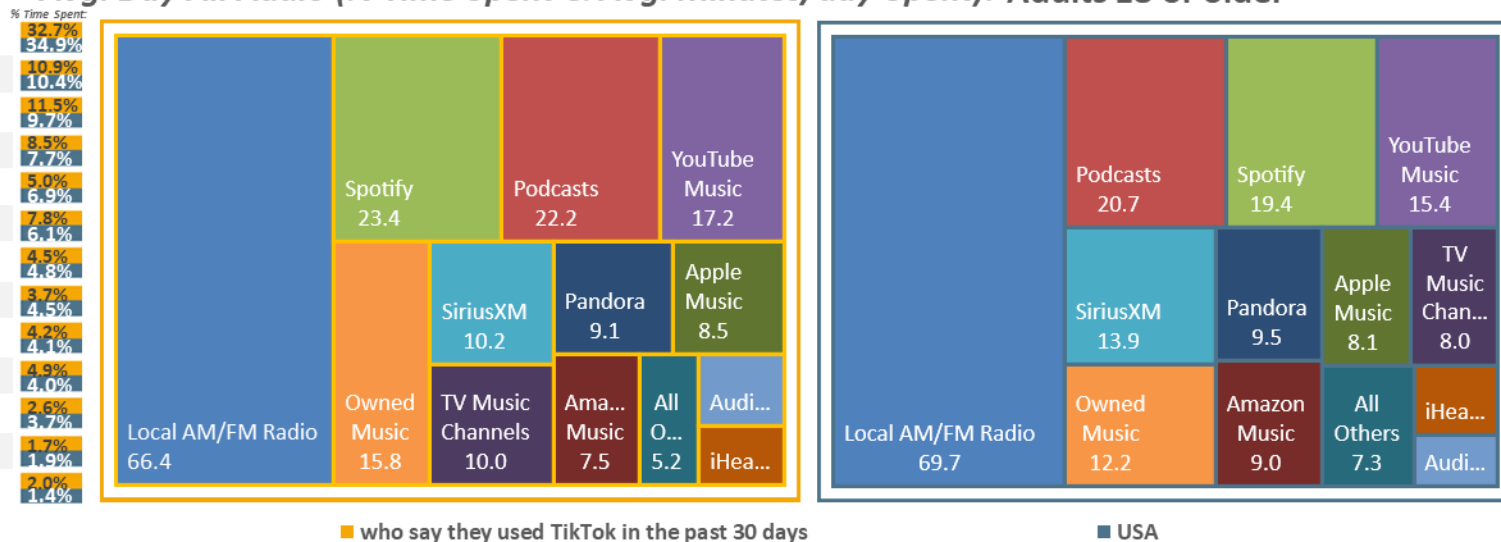


61,117,498 or 79.8% of Adults 18 or older who say they used TikTok in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

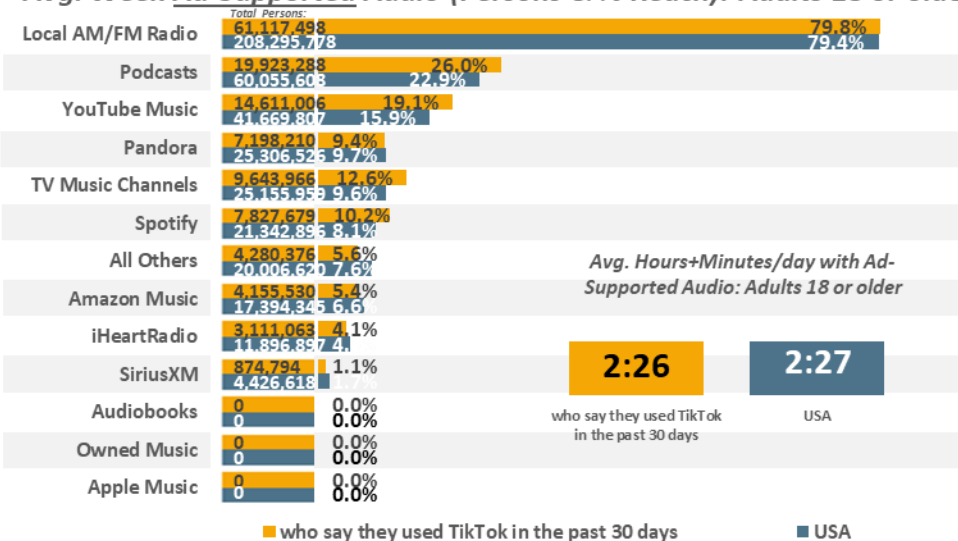
Avg. Week All Audio (Persons & % Reach): Adults 18 or older



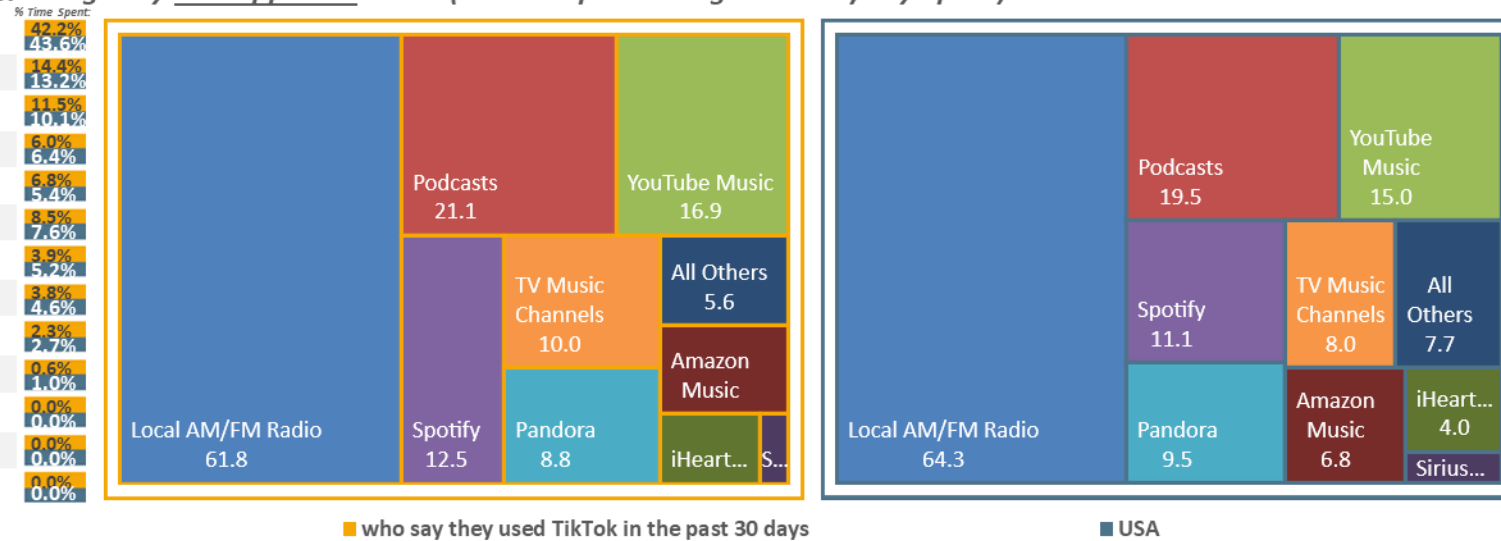
Avg. Day All Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Audio (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Audio (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older





61,117,498 or 79.8% of Adults 18 or older who say they used TikTok in the past 30 days listen to Ad-Supported Local AM/FM Radio for an average of 61.8 minutes every day representing 42.2% of all time spent daily with Ad-Supported Audio.

Weekly Reach %

Avg. Hours+Minutes/day with Ad-Supported Audio: Adults 18 or older

"Share of Ad-Supported Audio"

2:26

2:27

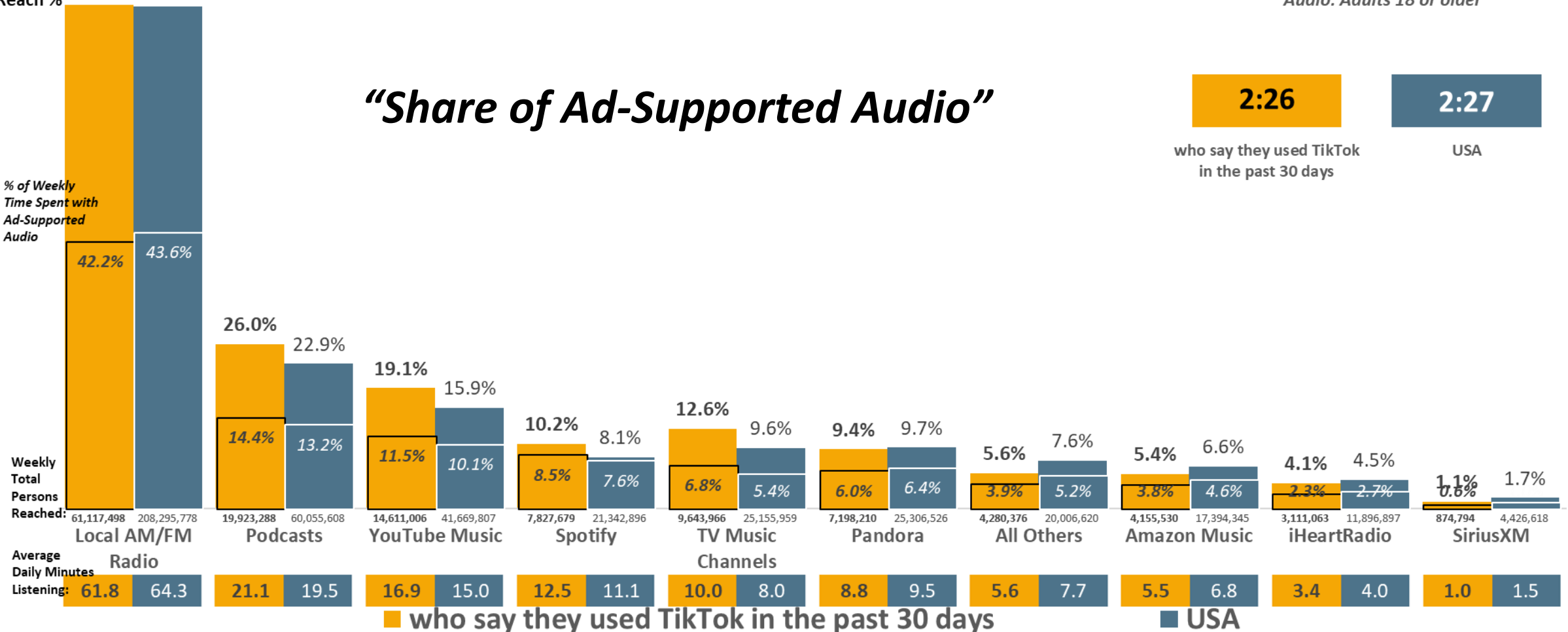
who say they used TikTok in the past 30 days

USA

% of Weekly Time Spent with Ad-Supported Audio

Weekly Total Persons Reached:

Average Daily Minutes Listening:

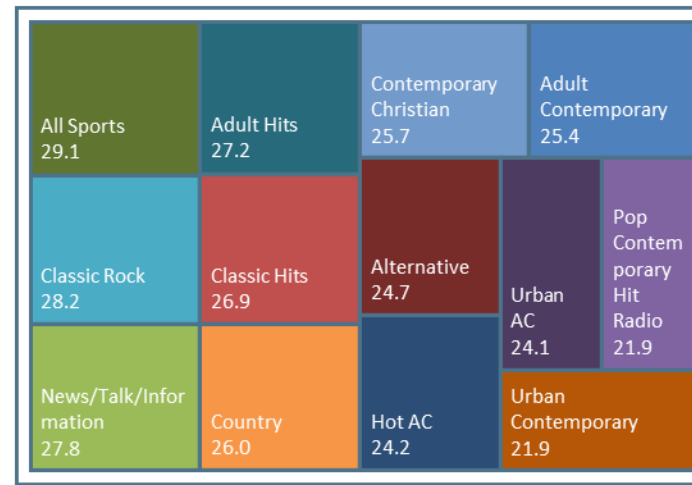
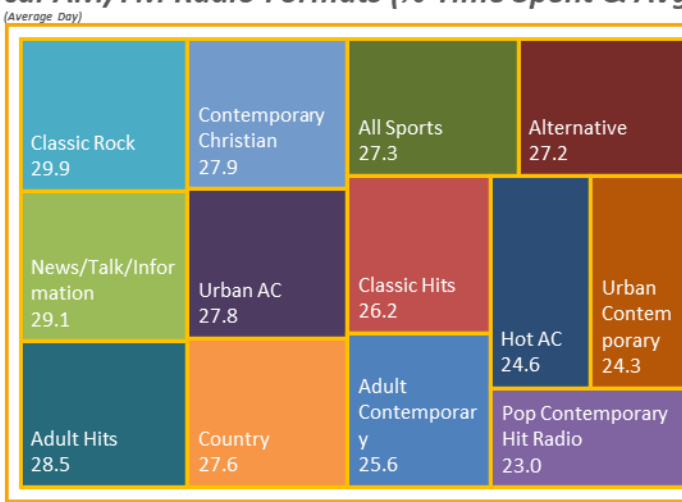
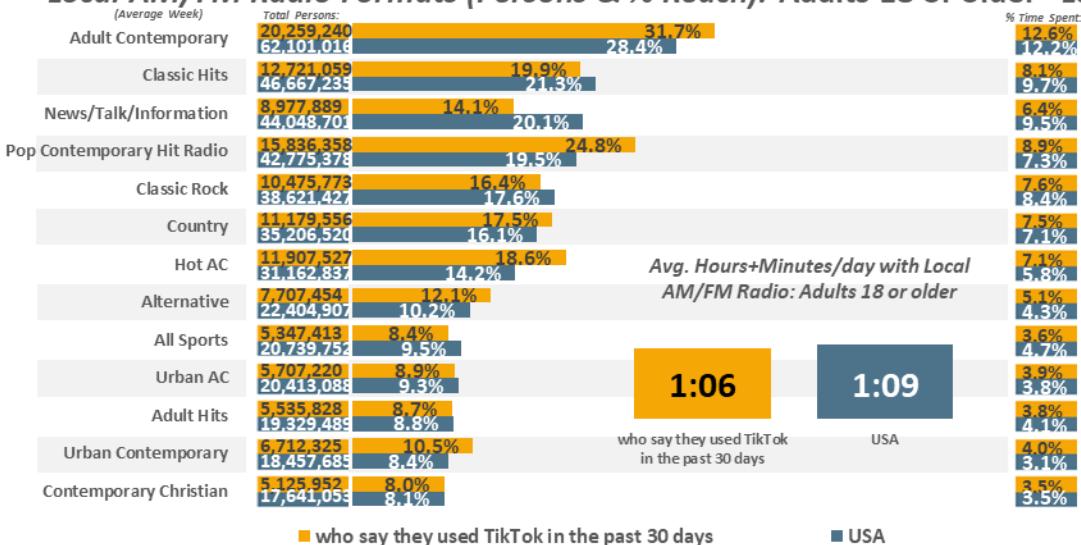




61,117,498 or 79.8% of Adults 18 or older who say they used TikTok in the past 30 days listen to Ad-Supported Local AM/FM Radio. The Top-5 Formats are Adult Contemporary, Pop Contemporary Hit Radio, Classic Hits, Hot AC, and Country.

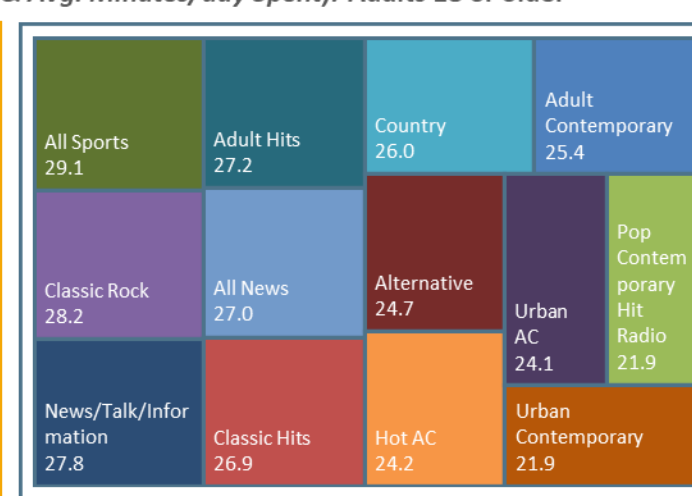
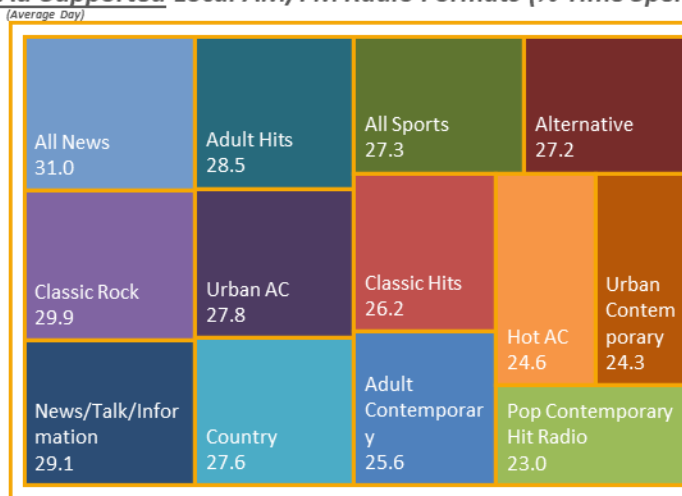
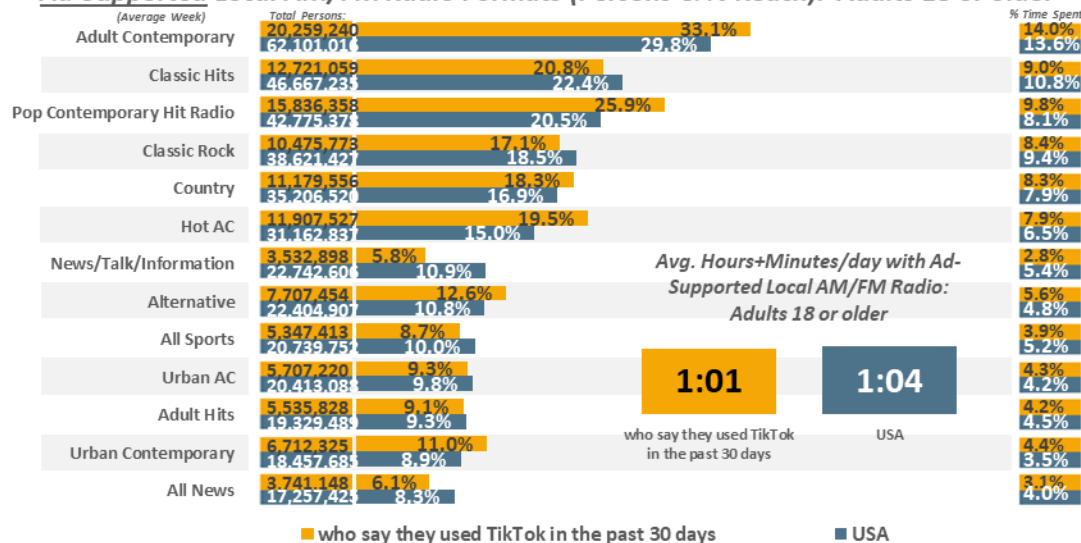
Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local AM/FM Radio Formats (Persons & % Reach): Adults 18 or older

Ad-Supported Local AM/FM Radio Formats (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

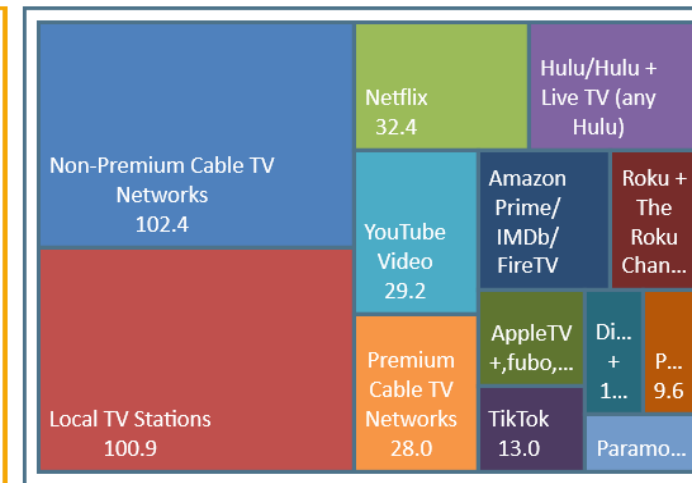
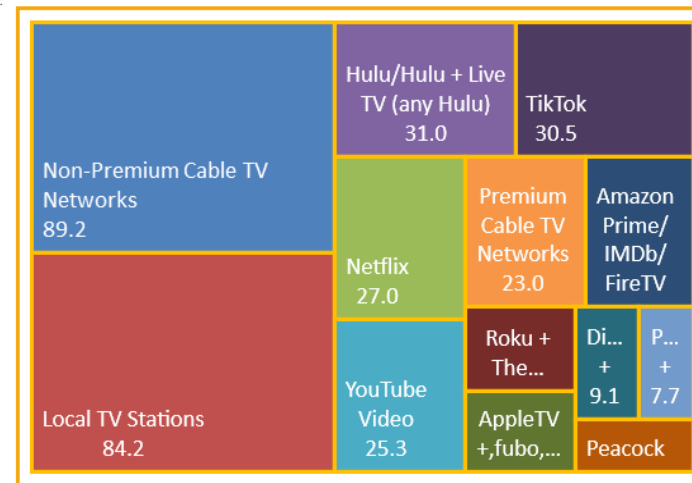
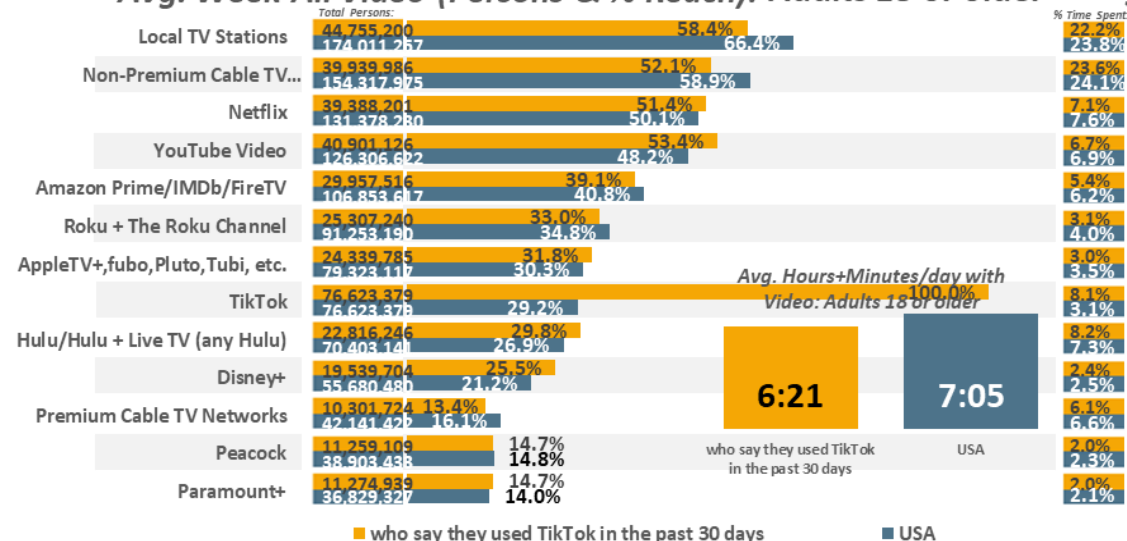




44,233,150 or 57.7% of Adults 18 or older who say they used TikTok in the past 30 days watch Ad-Supported Local TV Stations for an average of 80.2 minutes every day representing 27.7% of all time spent daily with Ad-Supported Video.

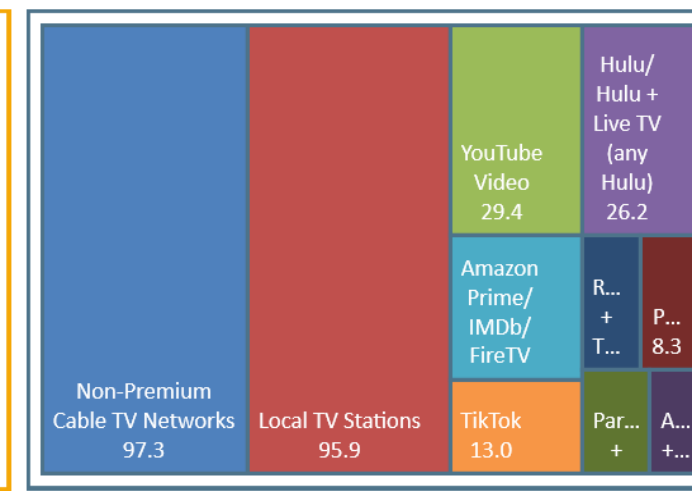
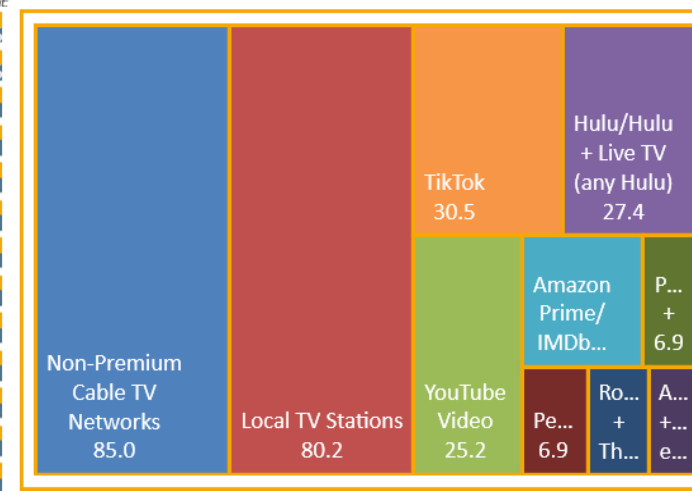
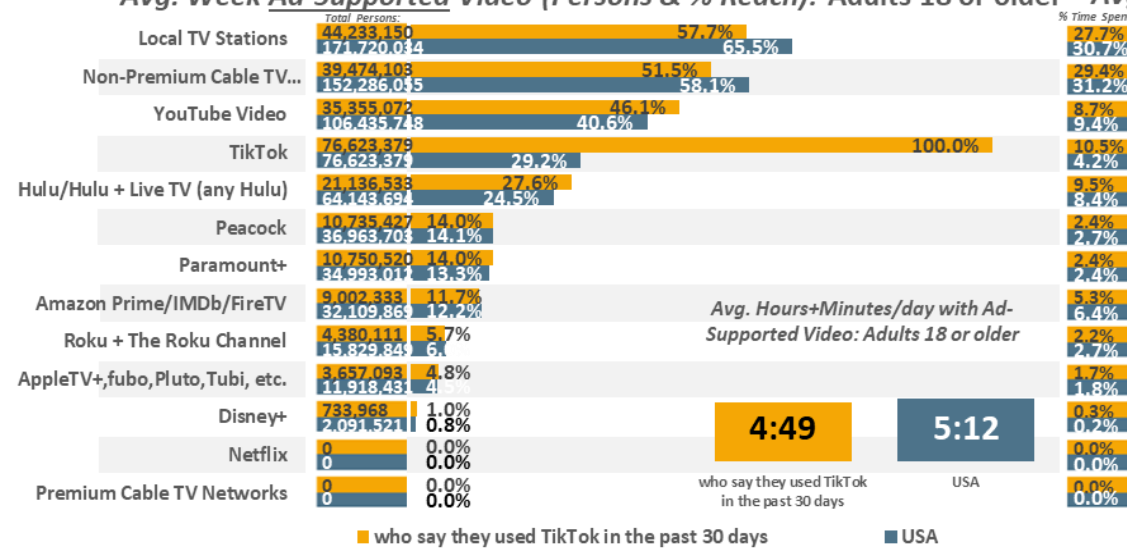
Avg. Week All Video (Persons & % Reach): Adults 18 or older

Avg. Day All Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Video (Persons & % Reach): Adults 18 or older

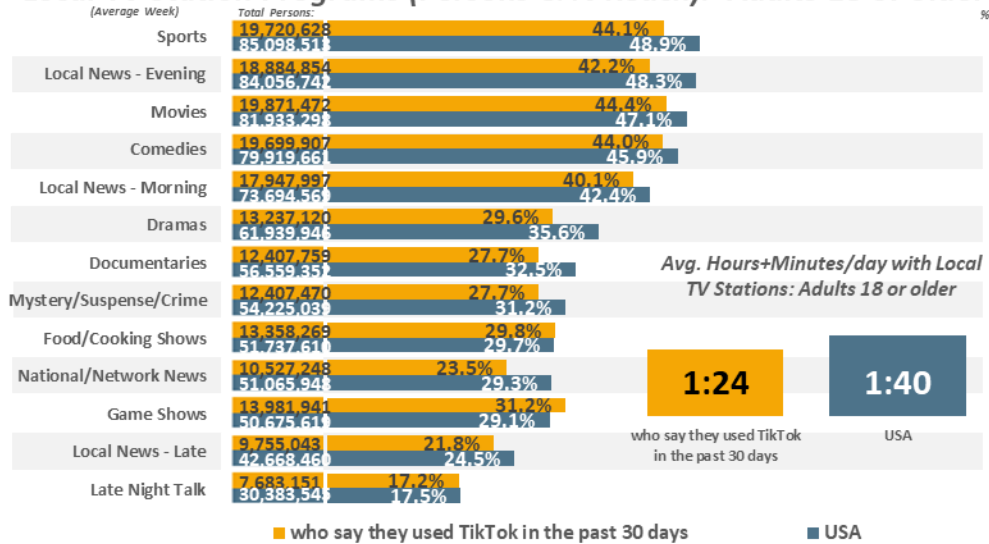
Avg. Day Ad-Supported Video (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



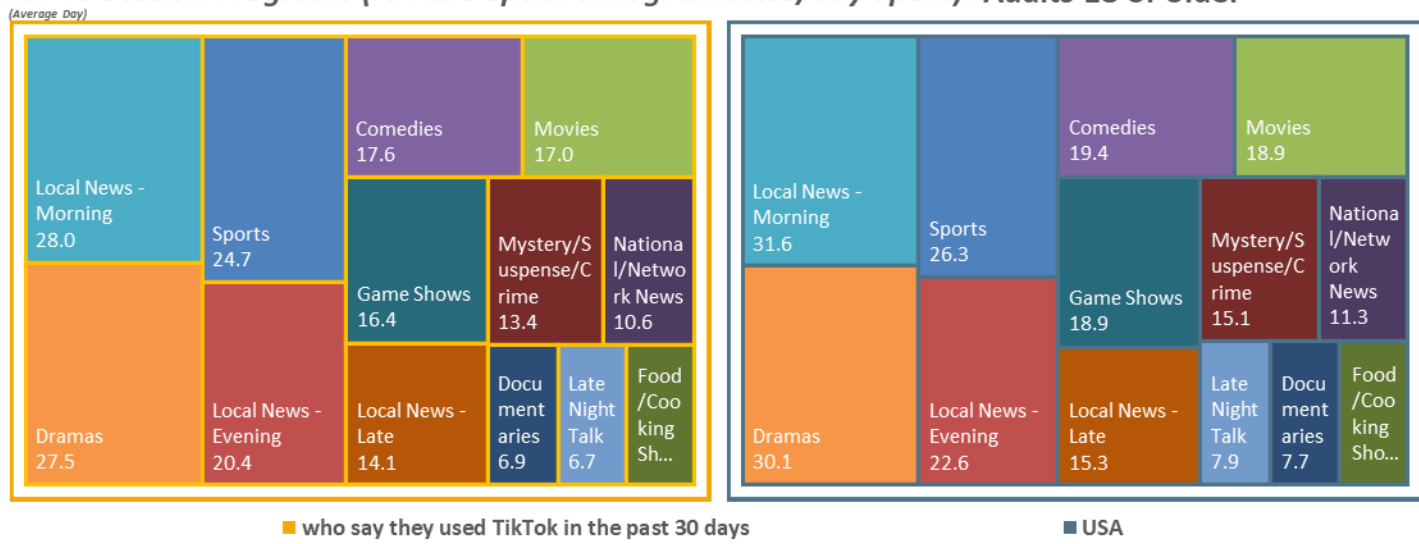


44,233,150 or 57.7% of Adults 18 or older who say they used TikTok in the past 30 days watch Ad-Supported Local TV Stations. The Top 6-Programs are Sports, Movies, Local News - Evening, Comedies, Local News - Morning, and Game Shows.

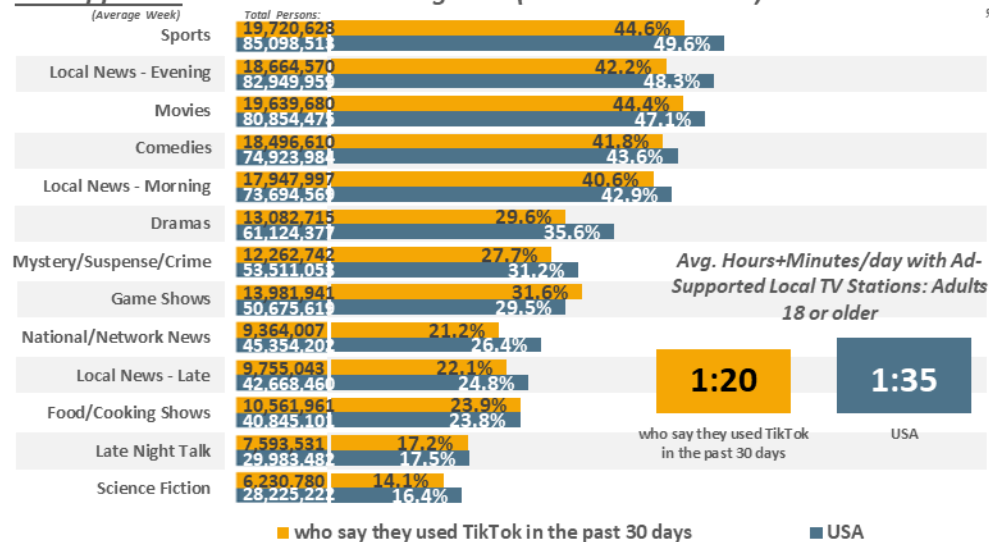
Local TV Station Programs (Persons & % Reach): Adults 18 or older



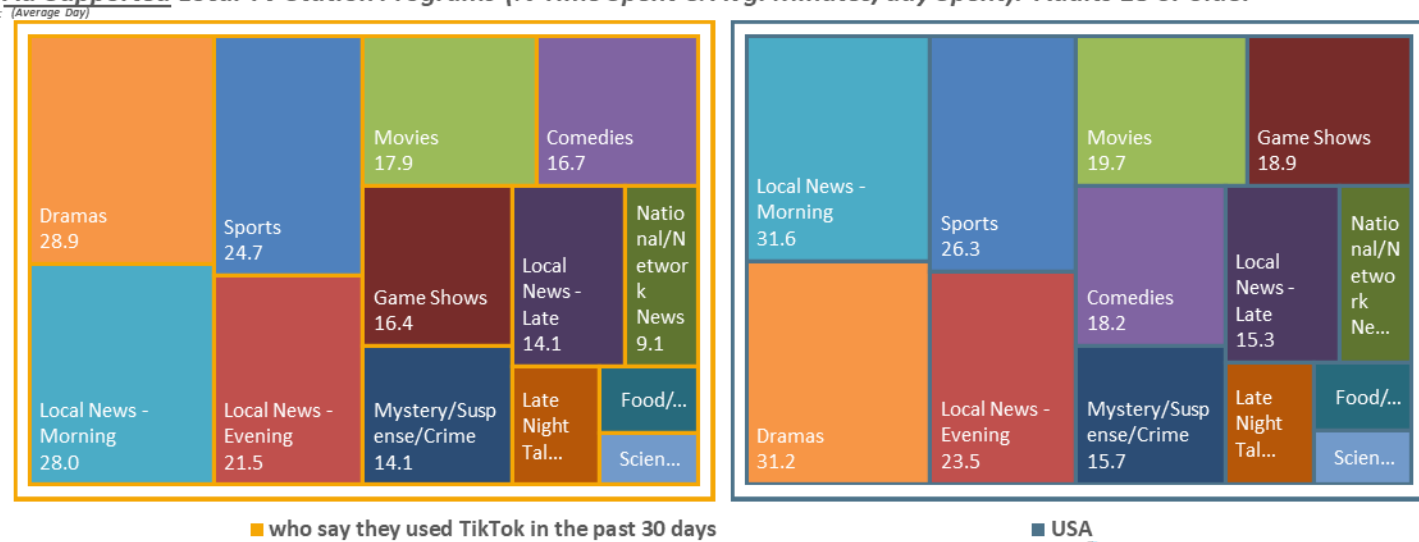
Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Ad-Supported Local TV Station Programs (Persons & % Reach): Adults 18 or older



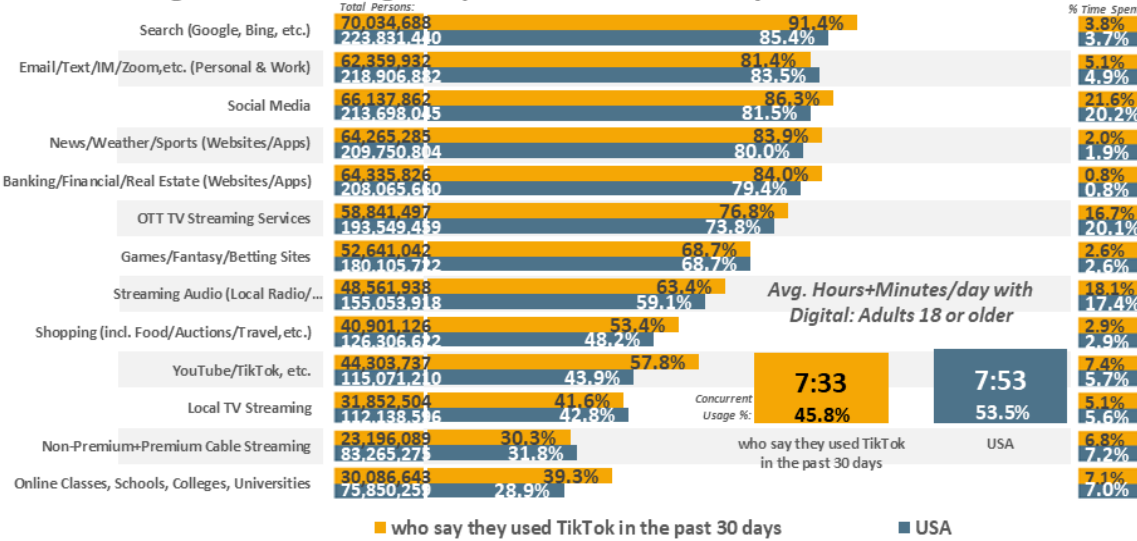
Ad-Supported Local TV Station Programs (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



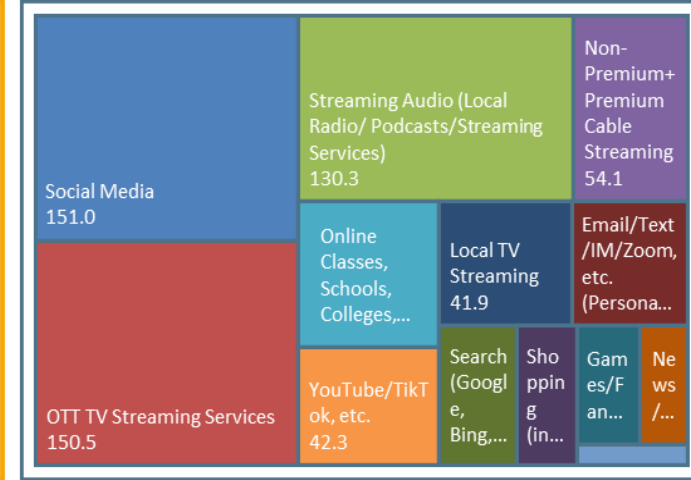
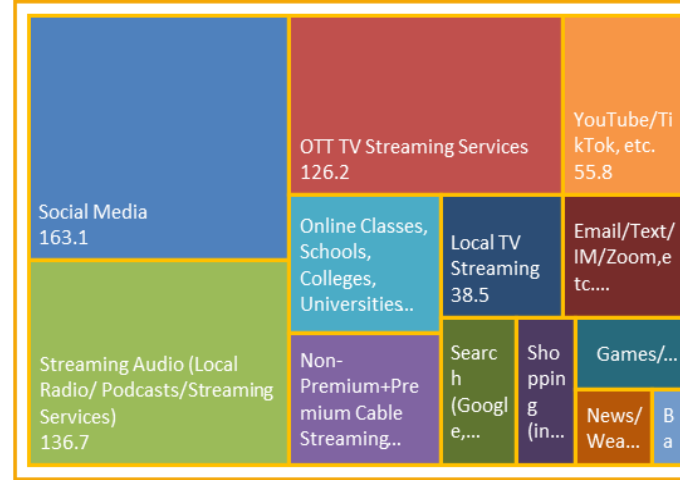


56,813,763 or 74.1% of Adults 18 or older who say they used TikTok in the past 30 days use Ad-Supported Social Media for an average of 140.1 minutes every day representing 26.1% of all time spent daily with Ad-Supported Digital Media.

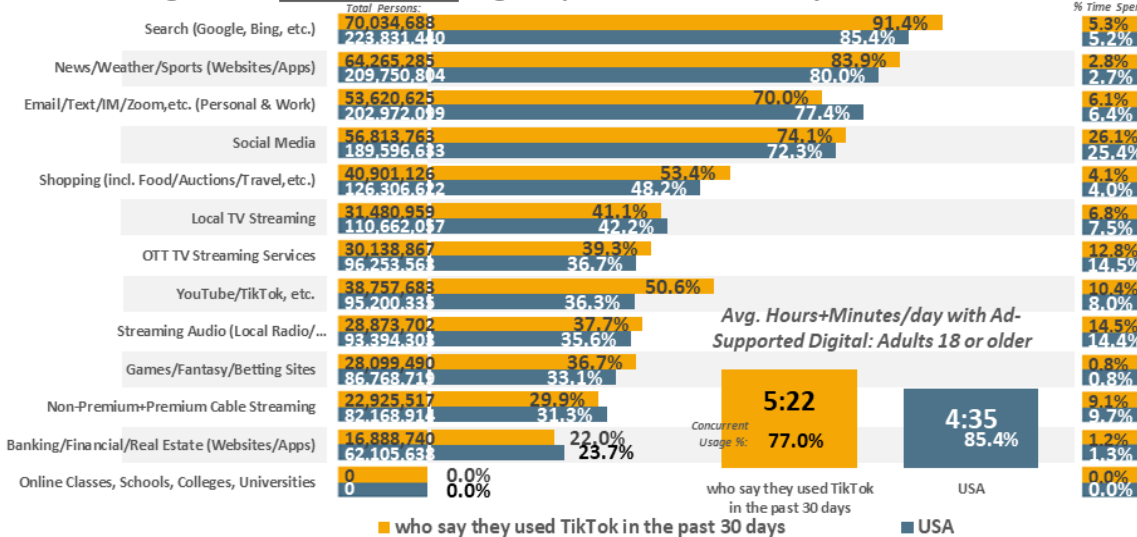
Avg. Week All Digital (Persons & % Reach): Adults 18 or older



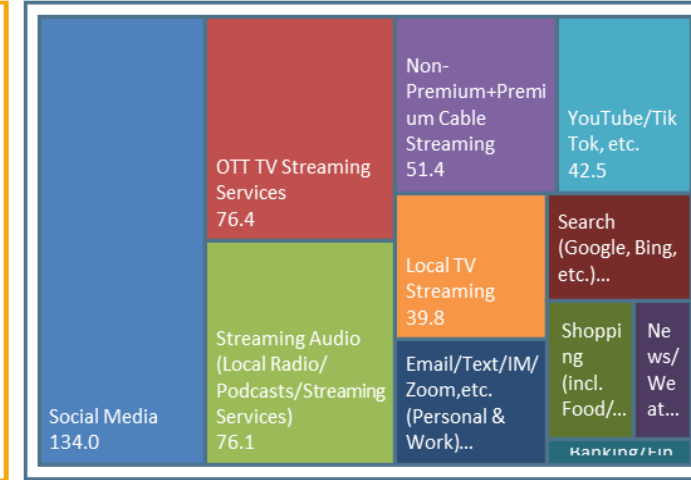
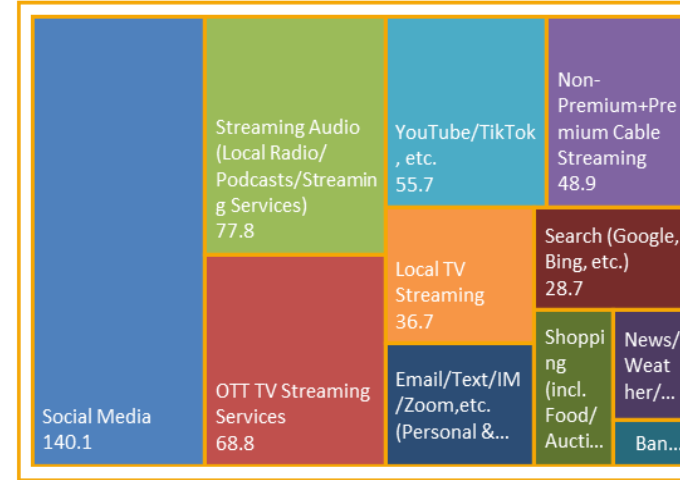
Avg. Day All Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Digital (Persons & % Reach): Adults 18 or older



Avg. Day Ad-Supported Digital (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

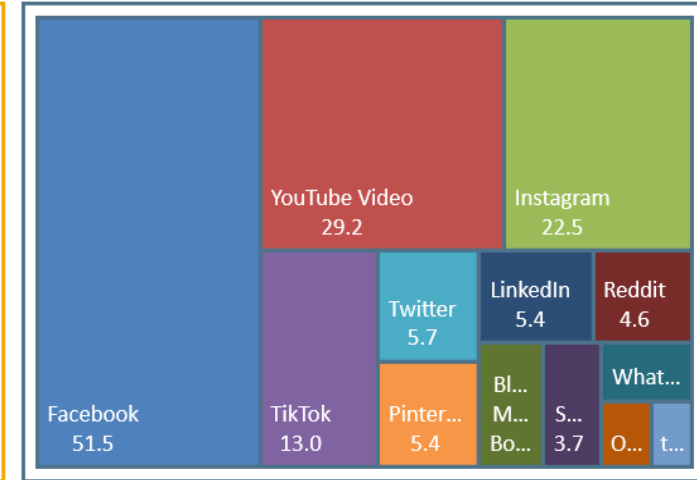
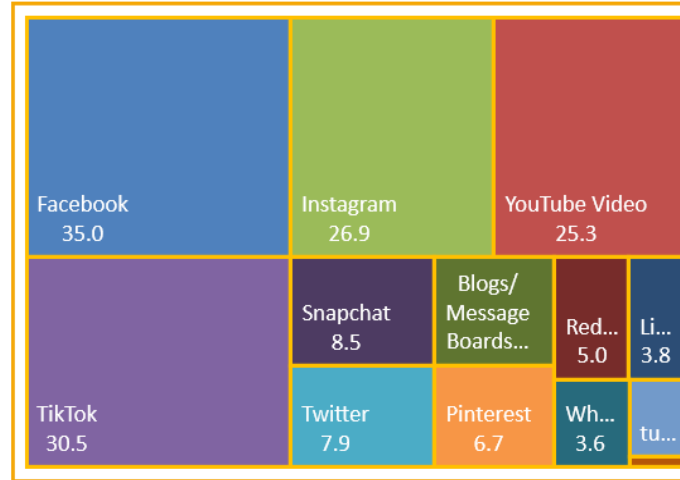
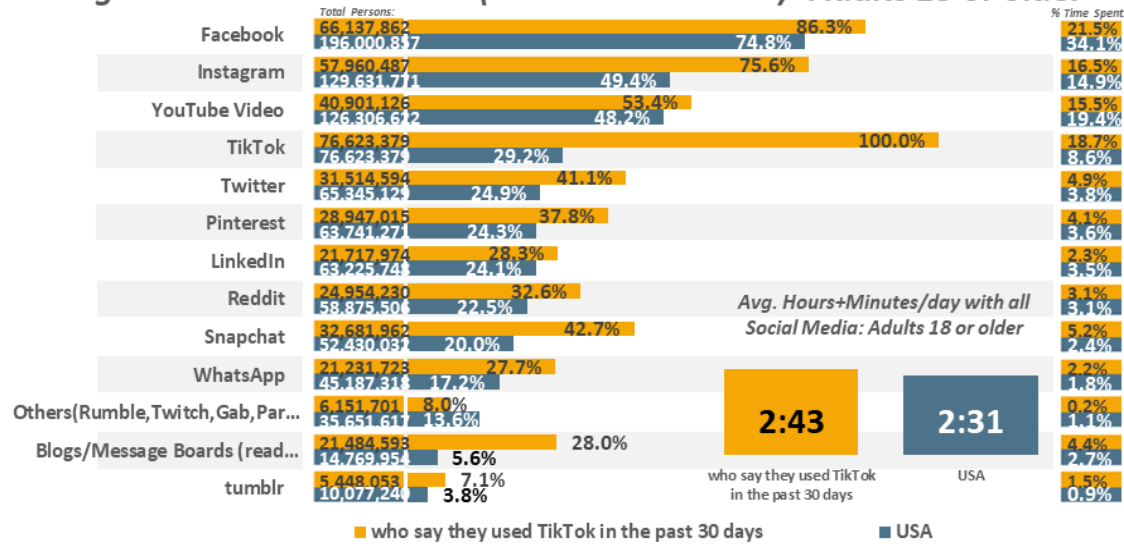




56,813,763 or 74.1% of Adults 18 or older who say they used TikTok in the past 30 days use Ad-Supported Facebook for an average of 32.6 minutes every day representing 23.2% of all time spent daily with Ad-Supported Social Media.

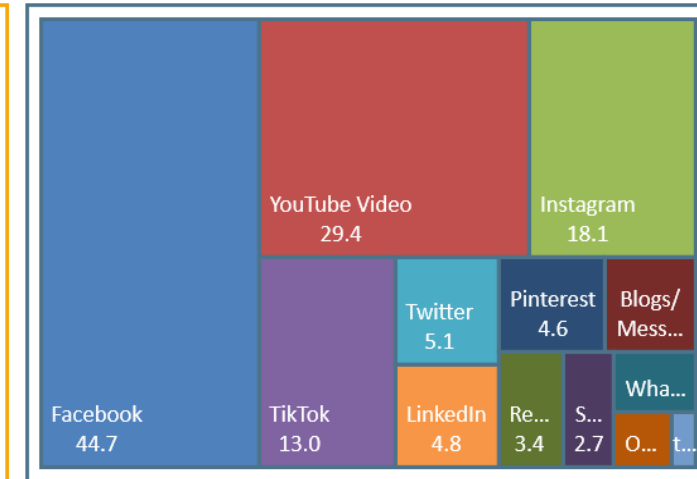
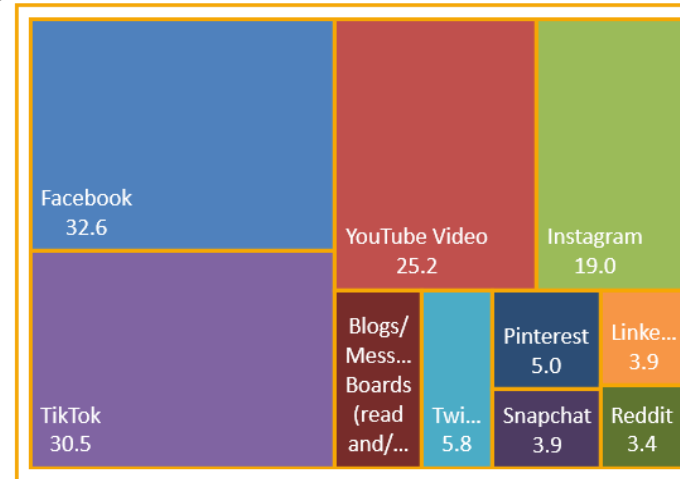
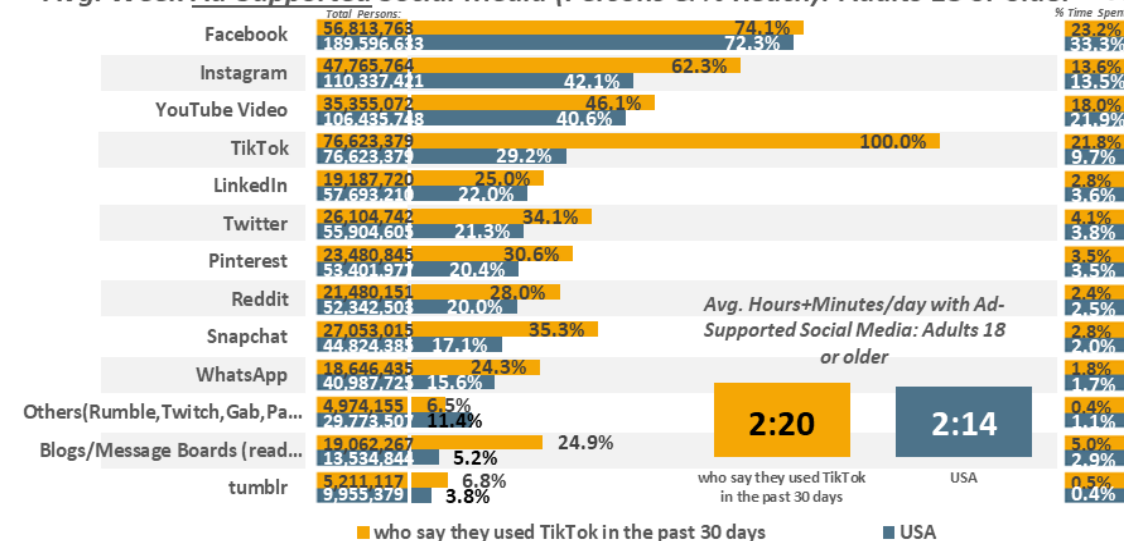
Avg. Week All Social Media (Persons & % Reach): Adults 18 or older

Avg. Day All Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported Social Media (Persons & % Reach): Adults 18 or older

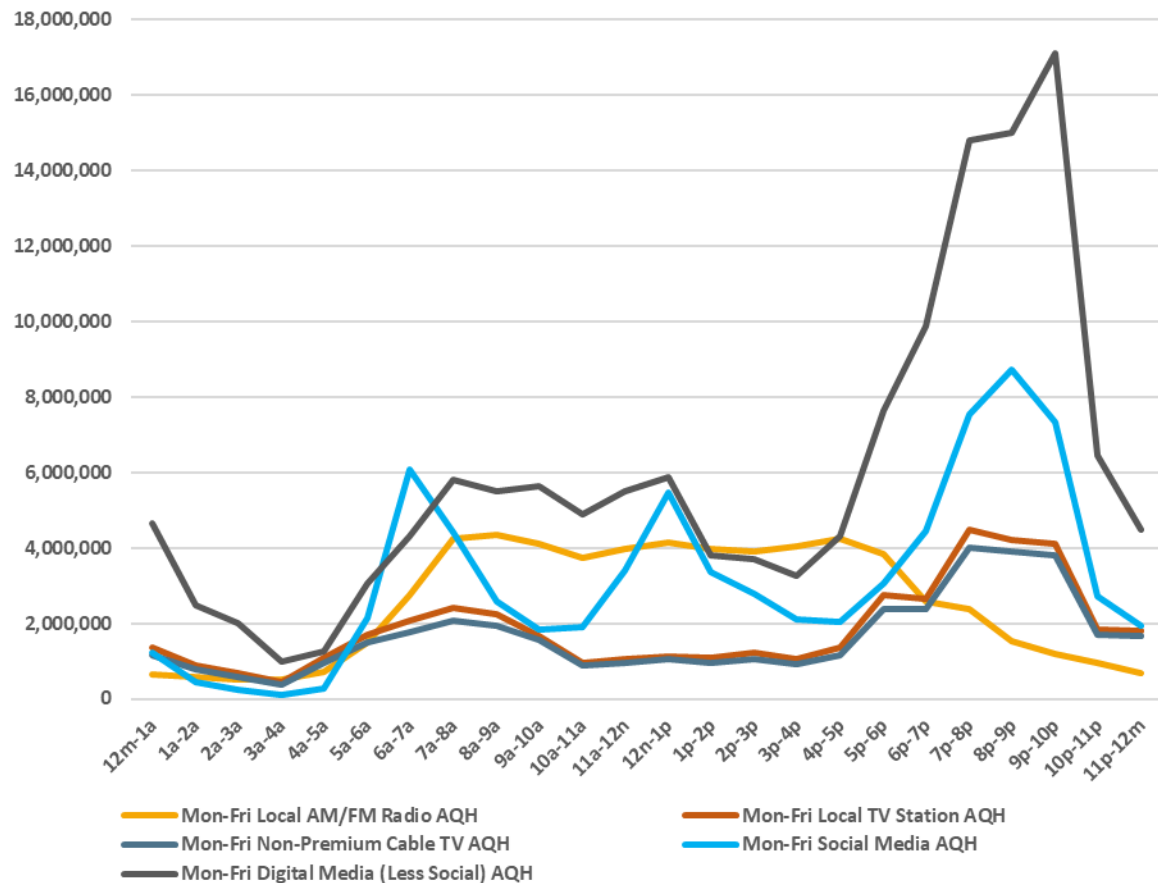
Avg. Day Ad-Supported Social Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



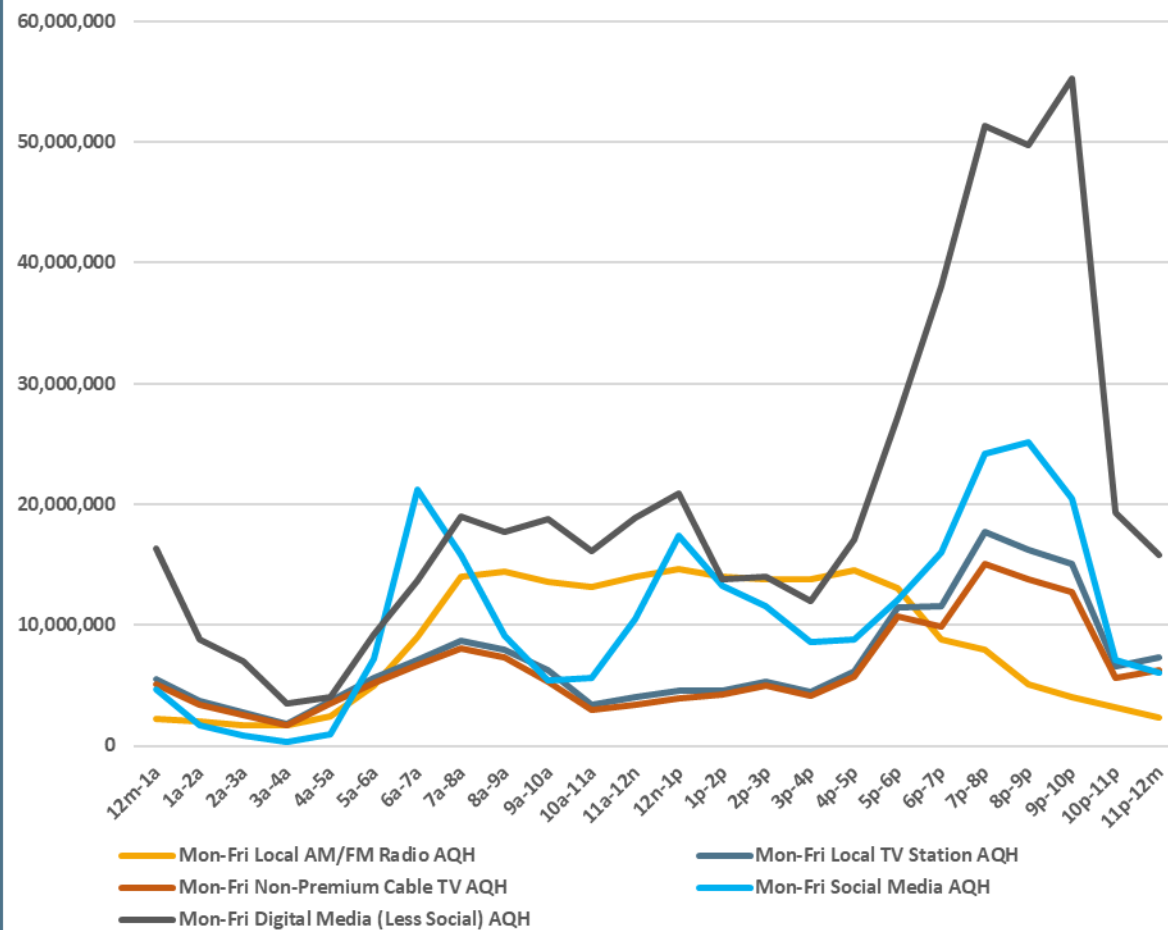


M-F 6a-7p Avg. Available Impressions per 15-min. are... All Other Digital Media: 5,393,704; Local Radio: 3,836,330; Social Media: 3,344,641; Local TV: 1,663,969; Non-Prem. Cable: 1,467,672 reaching Adults 18 or older who say they used TikTok in the pa

(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
Adults 18 or older who say they used TikTok in the past 30 days



(Mon-Fri 12am-12mid Ad-Supported Media Usage by AQH)
USA Metro Area Adults 18 or older

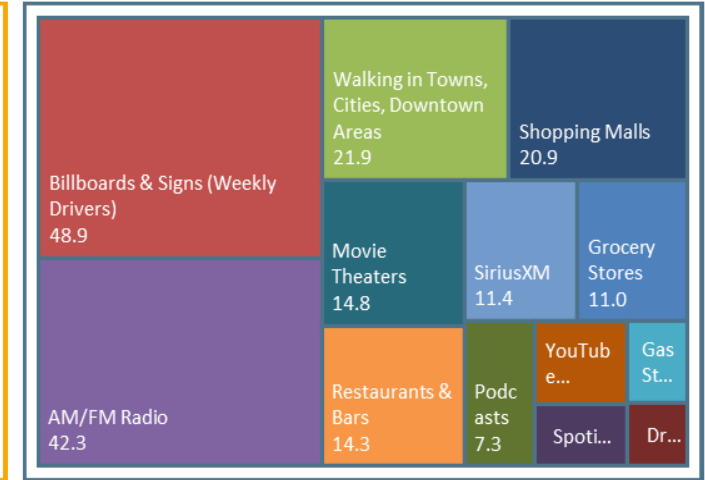
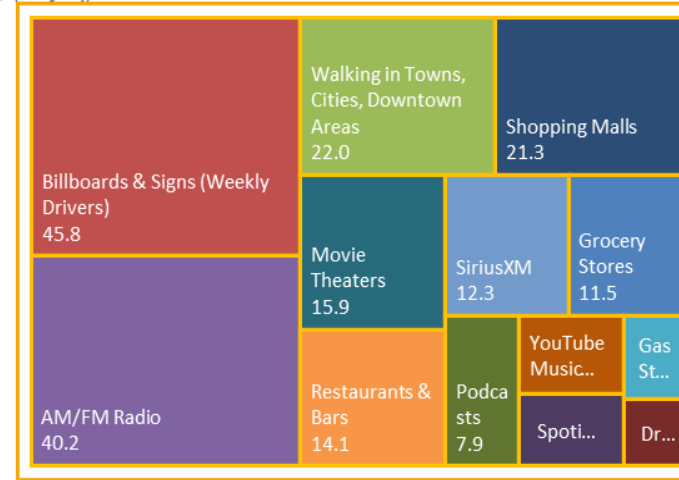
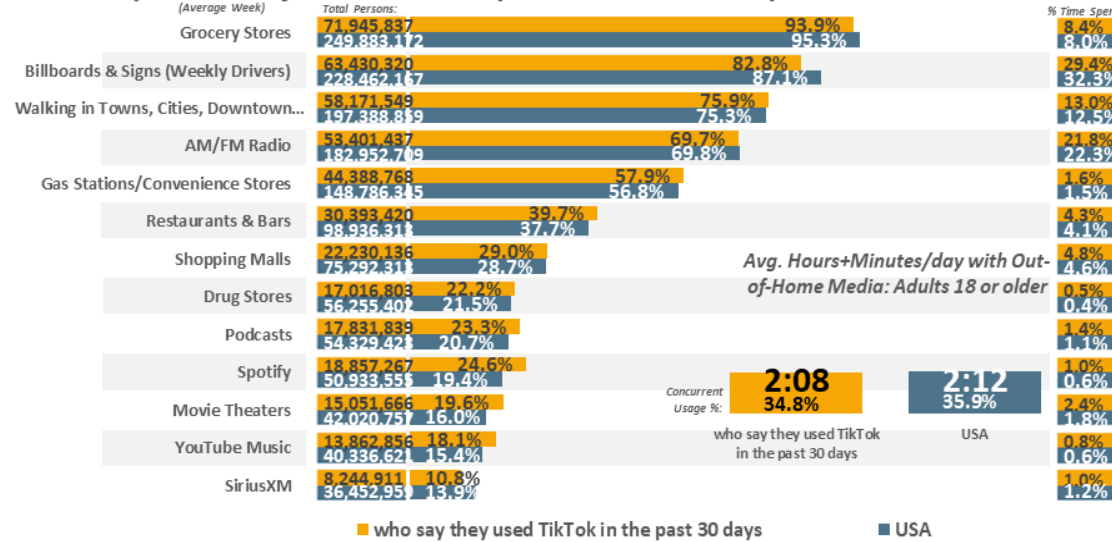




63,430,320 or 82.8% of Adults 18 or older who say they used TikTok in the past 30 days spend an average of 45.8 minutes per day driving, seeing Billboards and Signs. 66.7% Listen to Local Radio Stations Out-of-Home for an average of 37.5 minutes/day.

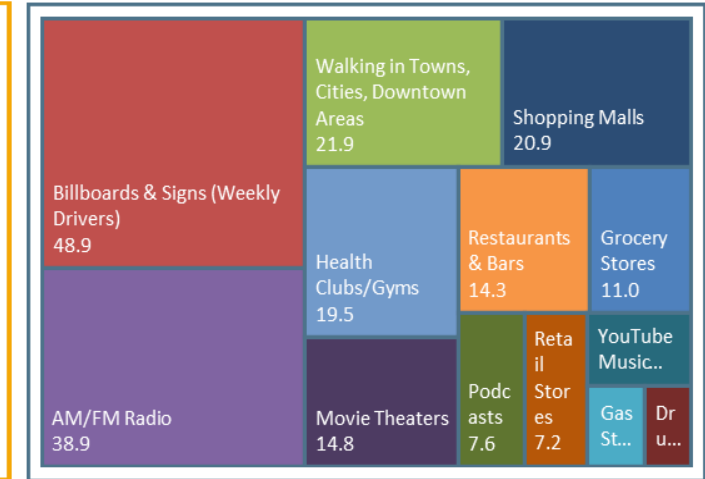
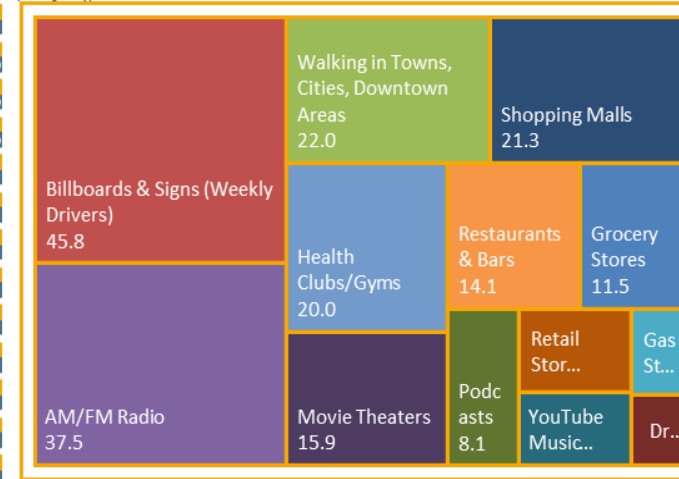
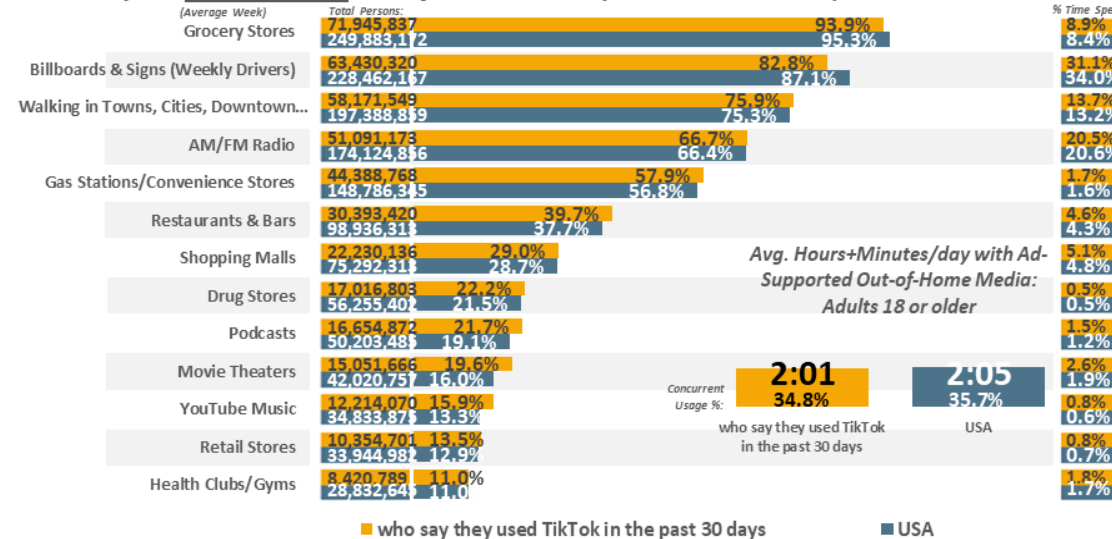
Top-13 Out-of-Home Media (Persons & % Reach): Adults 18 or older

Top-13 Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Top-13 Ad-Supported Out-of-Home Media (Persons & % Reach): Adults 18 or older

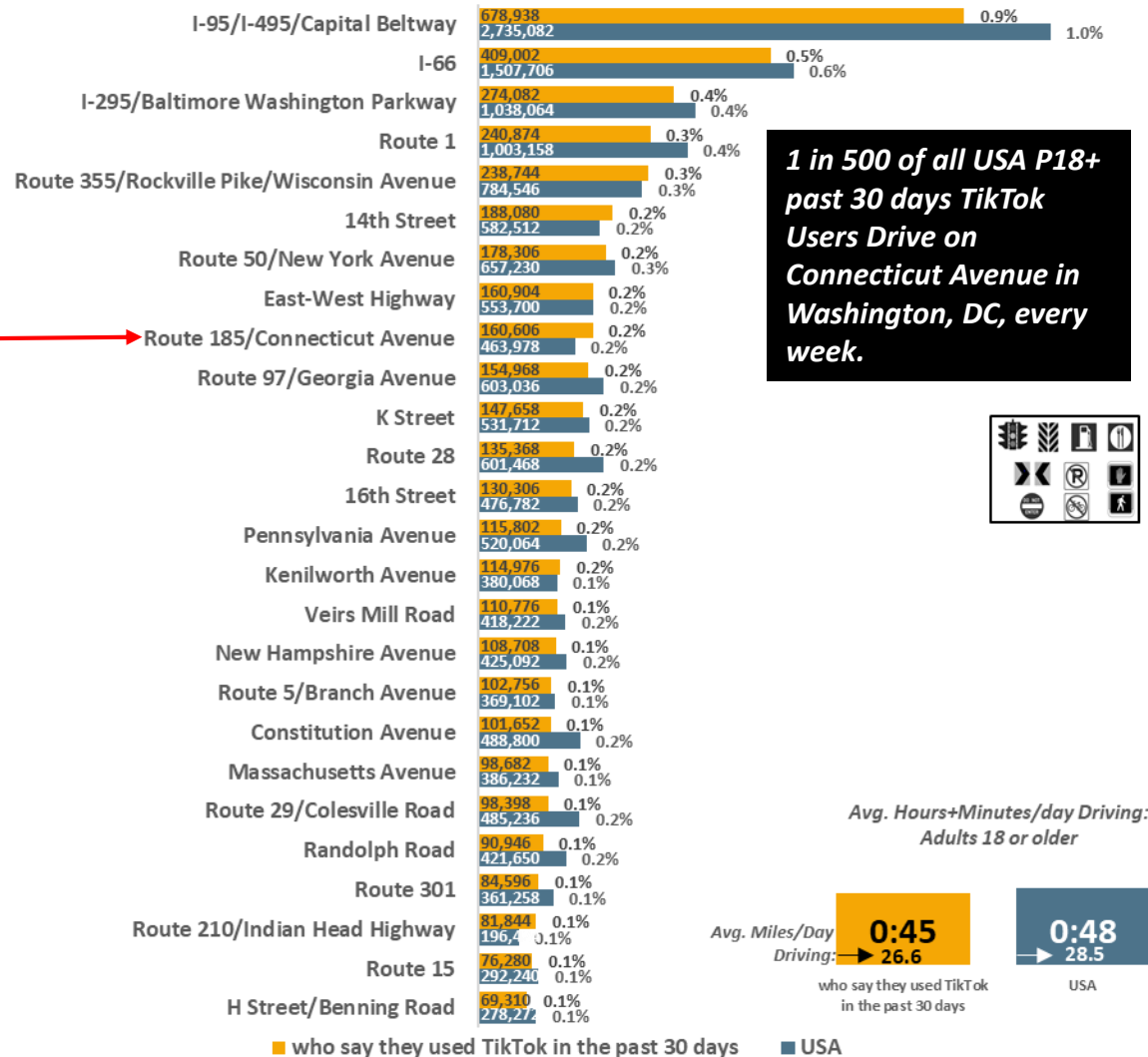
Top-13 Ad-Supported Out-of-Home Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



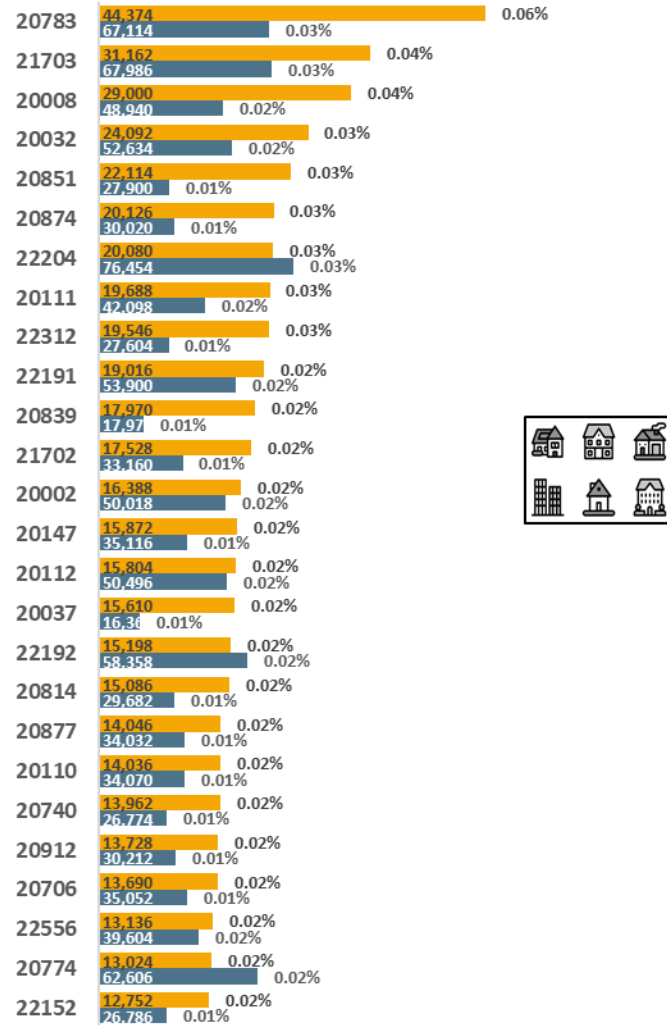


63,430,320 or 82.8% of Adults 18 or older who say they used TikTok in the past 30 days spend an average of 45.8 minutes per day driving an average of 26.6 miles each day and are 18.4% more likely to use Route 185/Connecticut Avenue than the Metro average.

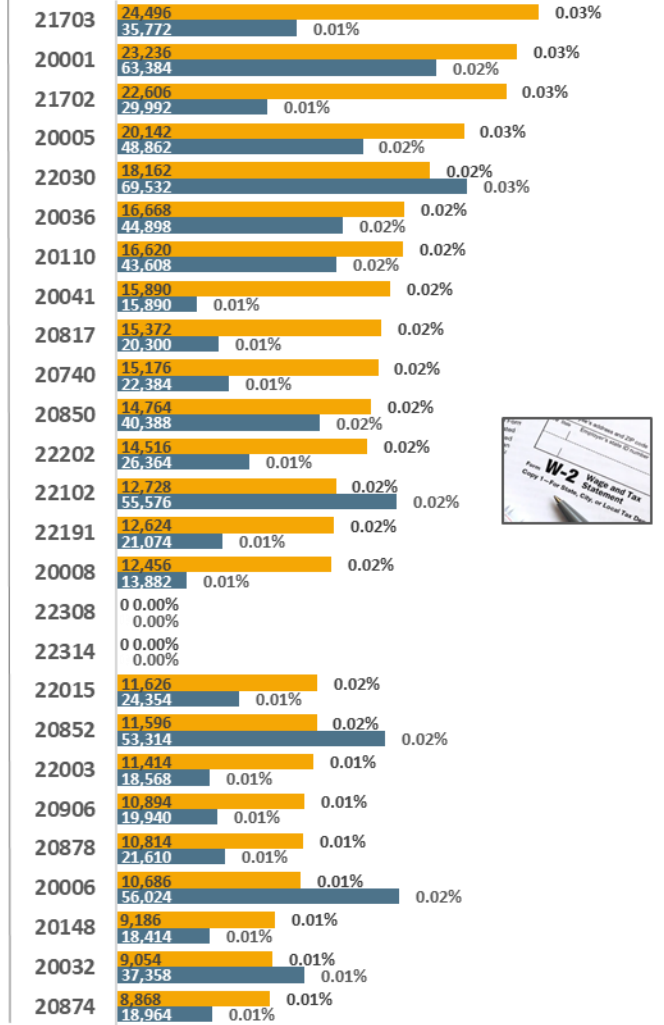
Top-26 Ad-Supported Roads Traveled Per Week (Persons & % Reach): Adults 18 or older



Top-26 Residential Zip Codes: Adults 18 or older



Top-26 Employment Zip Codes: Adults 18 or older



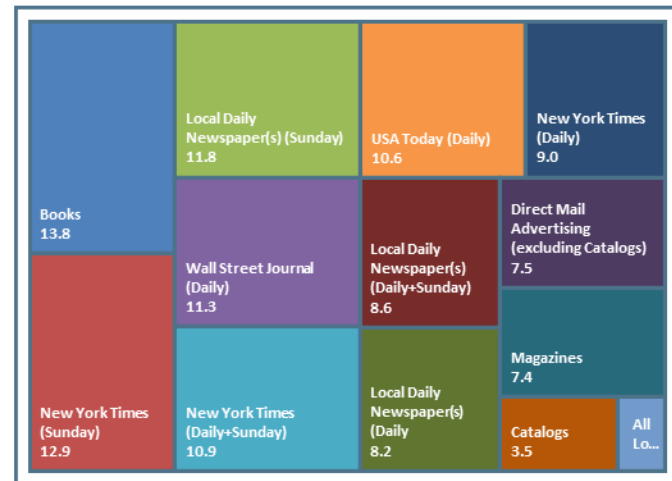
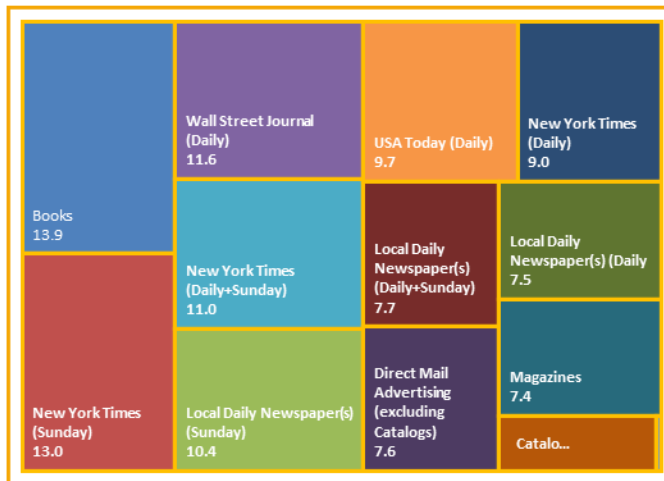
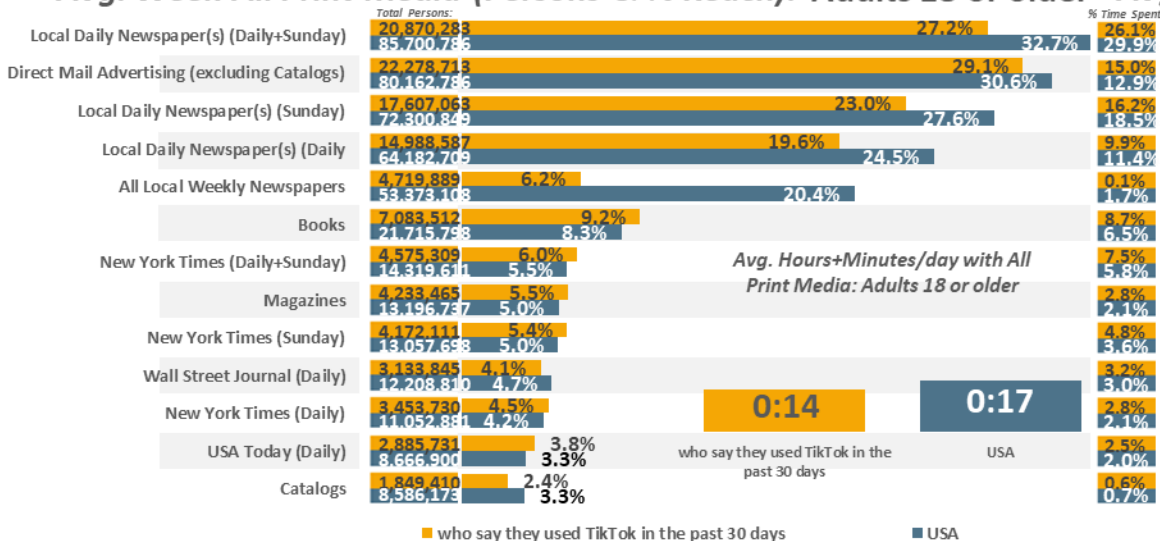
soefa.ai Share of Everything for Anything



20,870,283 or 27.2% of Adults 18 or older who say they used TikTok in the past 30 days read Local Daily Newspaper(s) (Daily+Sunday) for an average of 7.7 minutes every day representing 28.6% of all time spent daily with All forms of Print Media.

Avg. Week All Print Media (Persons & % Reach): Adults 18 or older

Avg. Day All Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older



Avg. Week Ad-Supported All Print Media (Persons & % Reach): Adults 18 or older

Avg. Day Ad-Supported Print Media (% Time Spent & Avg. Minutes/day Spent): Adults 18 or older

