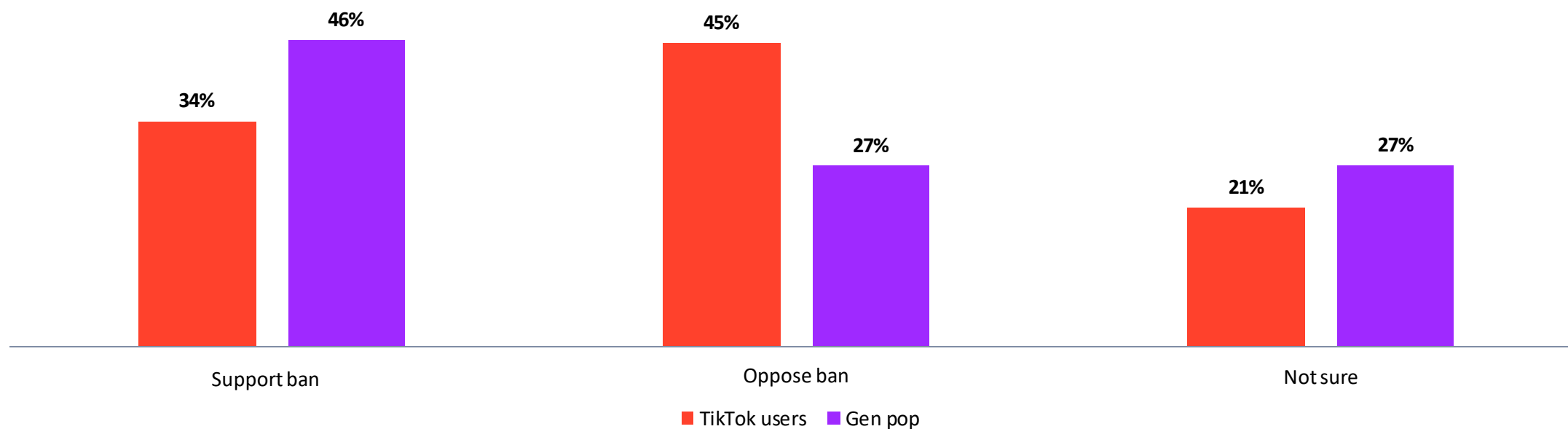
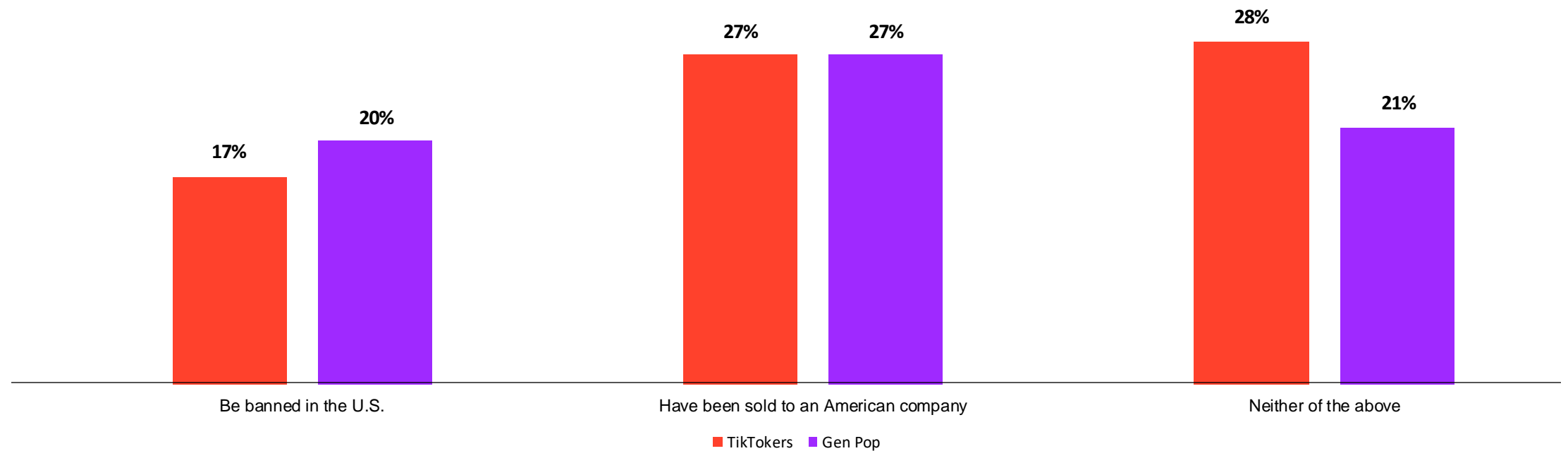




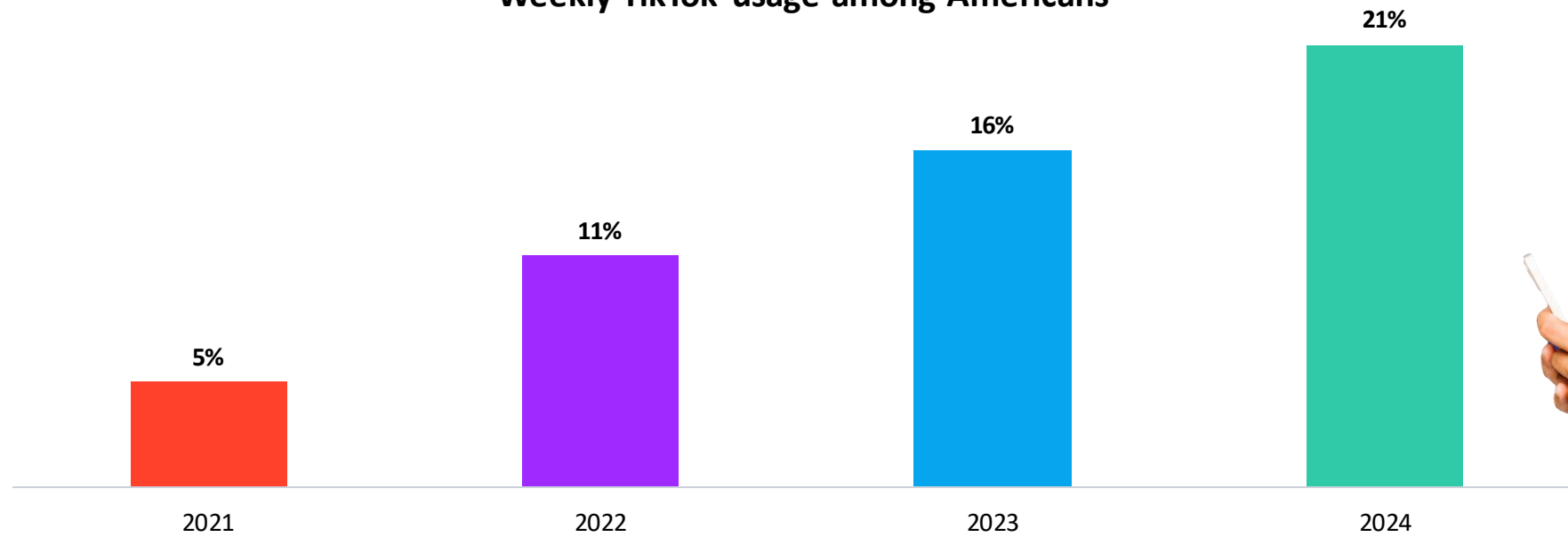
Congress recently passed a law that will either force a sale of TikTok to an American company within the next year, or ban its use in the U.S. Do you support or oppose this law?



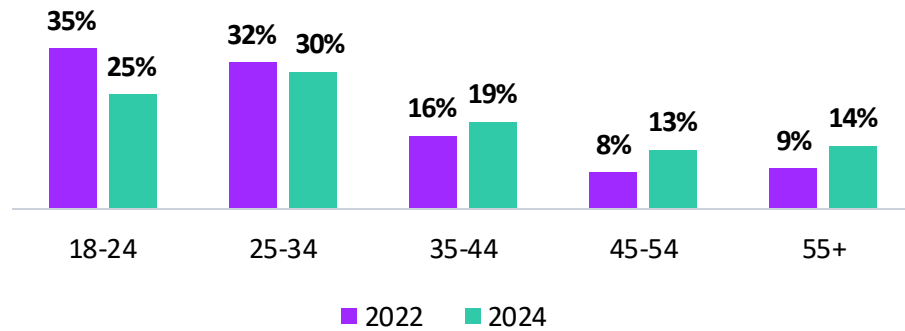
A year from now, do you think that TikTok will...?



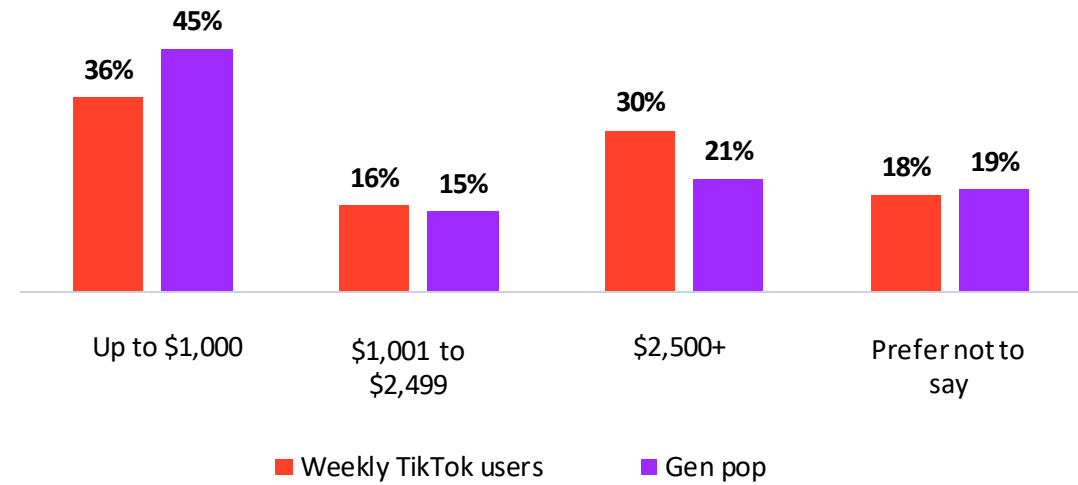
Weekly TikTok usage among Americans

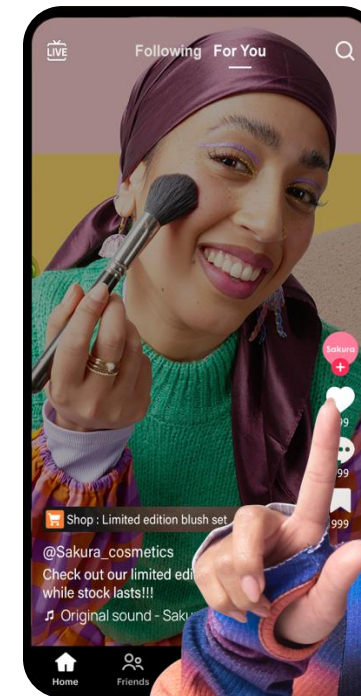


Weekly TikTok users, by age group

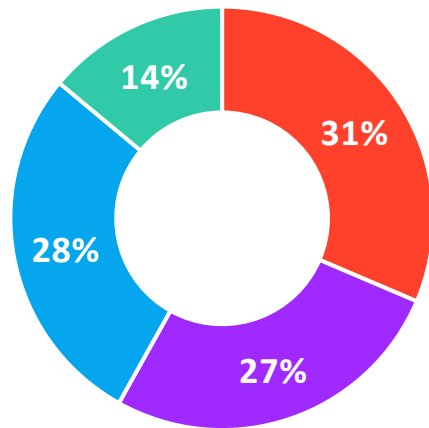


Monthly household disposable income



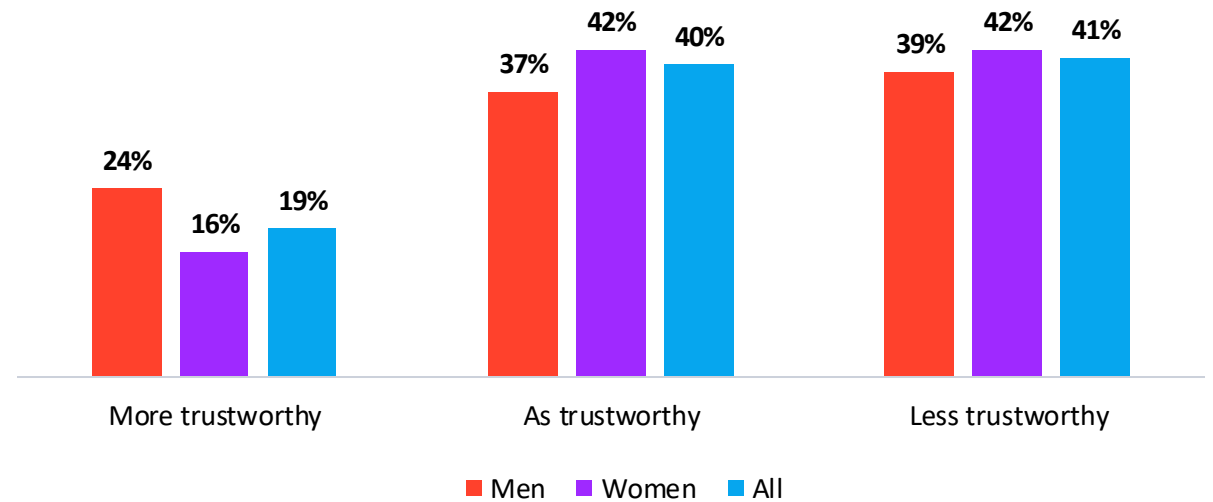


Which of the following statements best describes your experience with TikTok Shop? ¹

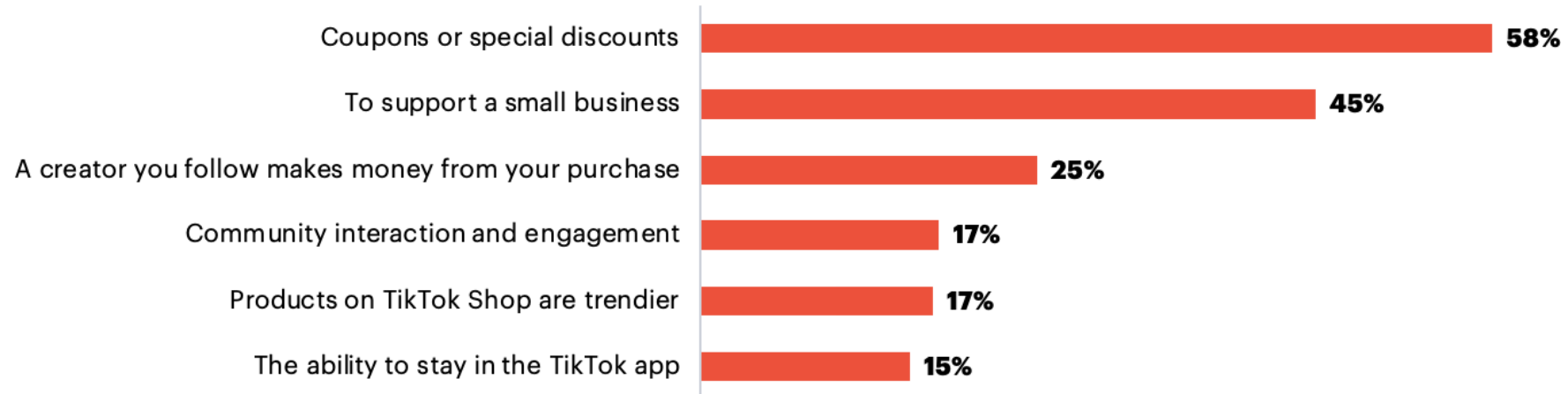


- I have purchased something from TikTok shop
- I have browsed TikTok Shop, but have never purchased anything
- I am aware of TikTok Shop but have never visited
- I have never heard of TikTok Shop

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



Why TikTok users would buy from TikTok Shop





Which brands are winning with TikTokkers?

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



