

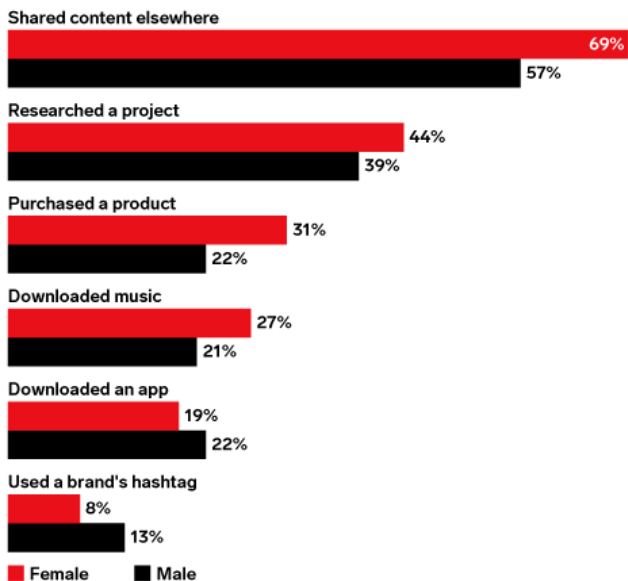
TikTok views lead to shares, research, purchases—especially among women

Article



What Actions Have US Adults Taken After Watching a TikTok Video?

% of respondents, by gender, April 2024



Note: ages 18+
Source: DISQO, "TikTok Advertising 2024," June 13, 2024

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Key stat: Women are more likely than men to take actions after watching a TikTok, according to April 2024 data from DISQO. For example, women are 9% more likely than men to make a purchase after watching a [TikTok](#) video (31% vs. 22%).

Beyond the chart:

- Over one-fifth (20.2%) of US marketplace buyers made a purchase from [TikTok Shop](#) in the seven months following its launch, according to an EMARKETER survey.
- Gen Z** is the most likely demographic [to make a purchase](#) on TikTok Shop, according to Morning Consult research. Roughly 40% of Gen Zers ages 18 to 26 and 24% of those ages 13 to 17 have made at least one purchase on the platform, versus only 37% of **millennials** and 14% of Gen X.
- US TikTok users ages 18 to 24 scroll the platform for 73 minutes (1:13) a day, more than any older age group, according to our forecast.

Use this chart:

- Find ways to engage users after they watch a TikTok.

- Support investments in TikTok advertising.
- Showcase the potential for product research and purchases on TikTok.

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- **Mythbusting TikTok Shop, sustainability, and impulse buys: What really drives Gen Z to make a purchase?**
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- **Almost all US TikTok shoppers are also using Amazon**

Note: Respondents were asked, "What have you done after watching a TikTok video? Select all that apply."

Methodology: Data is from the June 2024 DISQO report "TikTok Advertising 2024." 15,243 US adults were surveyed during April 17-19, 2024. In addition, 430,284 DISQO audience members who have opted into digital journey metering between November 2023-April 2024.