

# Emerging Media

While established social media platforms like Facebook and Twitter still have plenty of traffic, teenagers and young adults are increasingly turning to emerging platforms like Snapchat and TikTok.

**In fact, the most popular social media sites among teenagers in 2022 were TikTok, Instagram and Snapchat (in that order).**

SOURCE: PER RESEARCH



**1**



**TikTok has 150 million monthly active users** in the U.S. who use the app for an average of 1.5 hours every day.

**31%**

of TikTok's audience is between the ages 25 and 34

**40%**

of Gen Z prefers searching for info on TikTok over Google

**92%**

of users take action after watching a TikTok video

**2**

**In 2022, TikTok was the top app for consumer spending.**

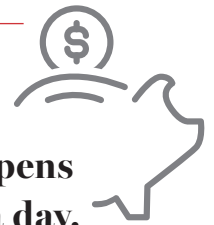
**3**

AS OF OCTOBER 2022, **Snapchat has 576 million users total and 347 million daily active users.**

**4**

**The average Snapchat user opens the app more than 30 times a day.**

Snapchat's user base is primarily members of Gen Z— a generation with a global spending power of \$4.4 trillion.



**5**

**After watching an ad on Snapchat, users are 34% more likely to purchase the products advertised and 45% more likely to recommend a brand to their friends**

SOURCE: HOOTSUITE