

# TikTok: Designed for Gen Z, but preferred by Millennials

Survey Question: Do you have a favorable or unfavorable opinion of TikTok?

Don't know   Very unfavorable   Somewhat unfavorable   Somewhat favorable   Very favorable

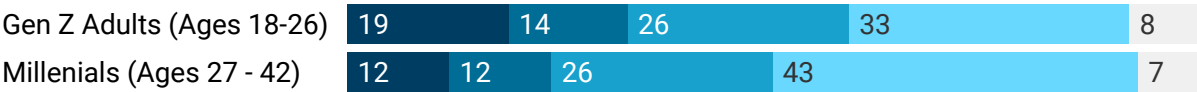


Chart: Verasight • Source: Verasight 2023 "Understanding Gen Z" Survey, Sample Size: 5,300

VERASIGHT