



Report of TikTok Usage in Cambodia 2021

April 2021

Survey of 408 TikTok users conducted via MRTS SURVEY , the first proprietary Online Panel in Cambodia.

Young Respondents

- **34% aged 19 yrs or below; 41% between 20-30 yrs**
- **53% in High School or lower, 45% doing Diploma II – Bachelor**

The data was collected between February and March 2021.

FIRST ONLINE PANEL PLATFORM FOR ONLINE SURVEYS IN CAMBODIA

- **Official launched – June 2020**
- **Active users – Over 6,000**
- **Mobile App (Android & iOS)**

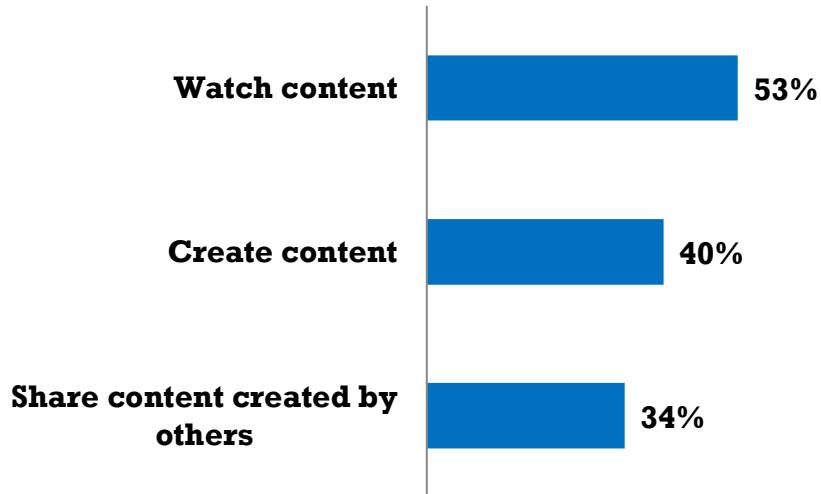


WWW.MRTSSURVEY.COM

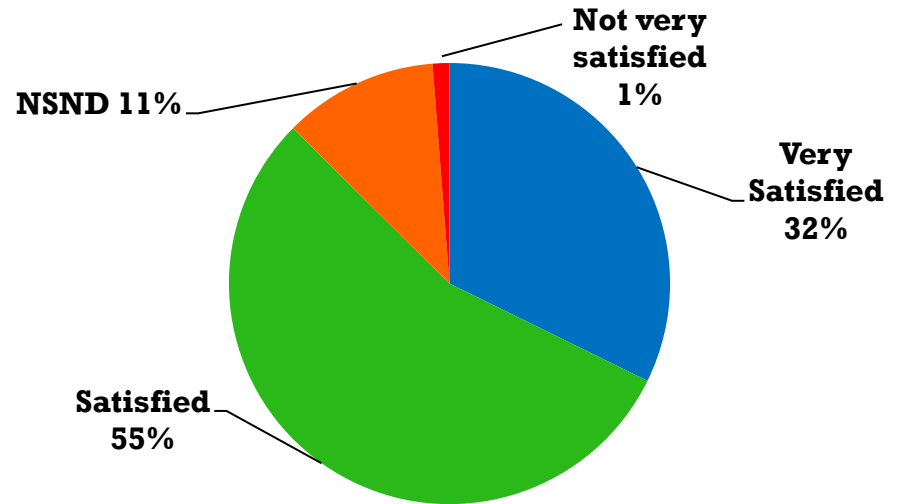


More than half use TikTok to watch content, some others use it to create and share content – majority are satisfied with it.

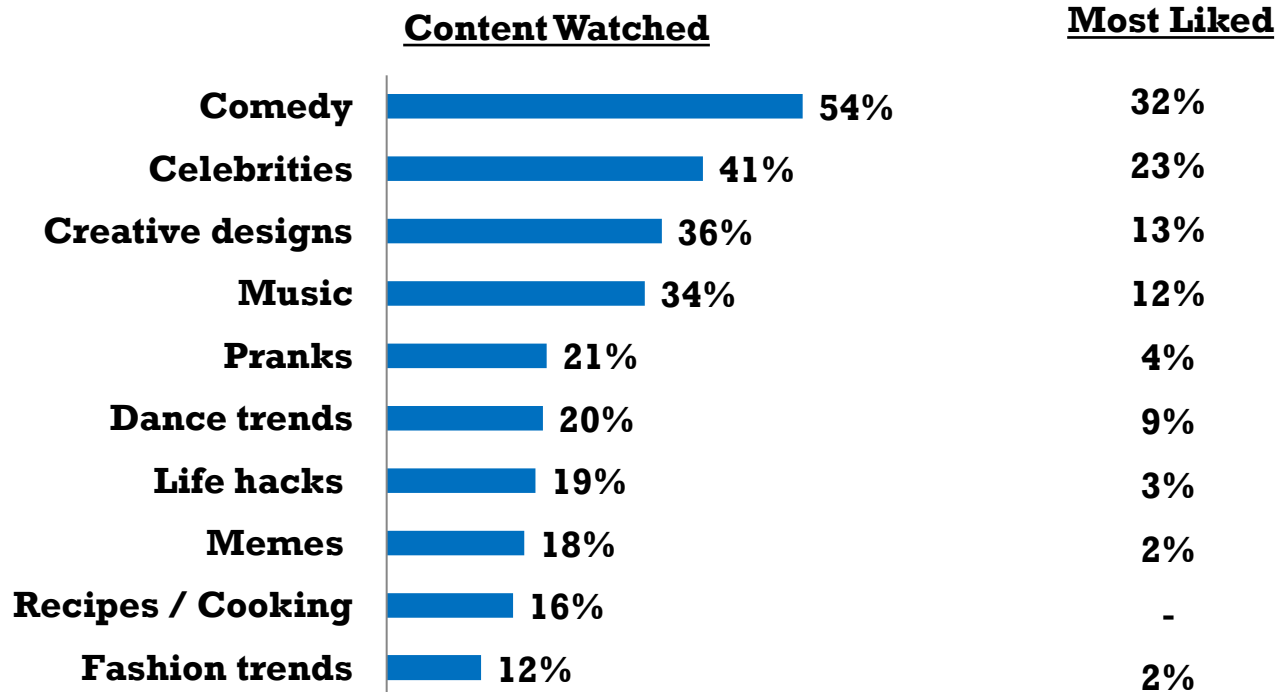
TikTok Used To...



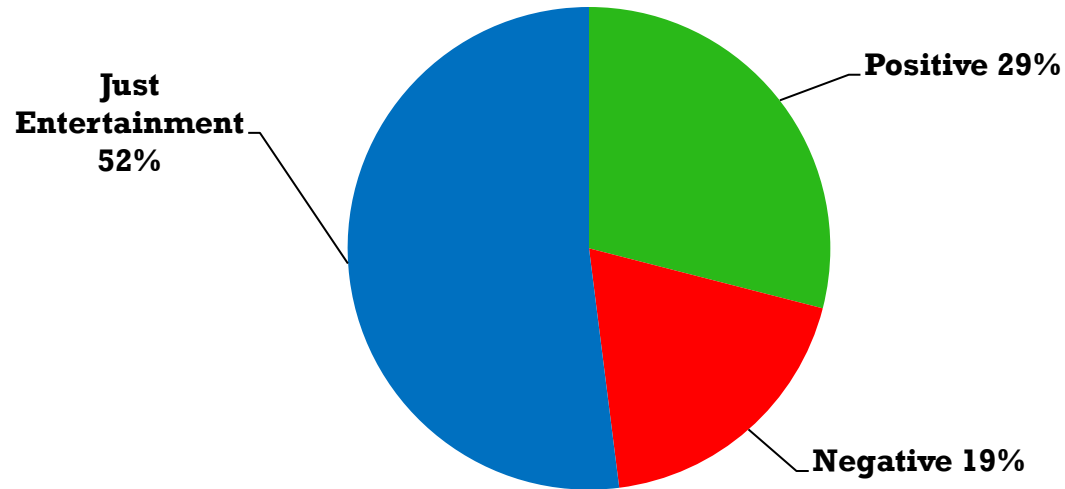
Satisfaction



Comedy the top content watched, followed by Celebrities, Creative Design and Music – these are the most liked content.

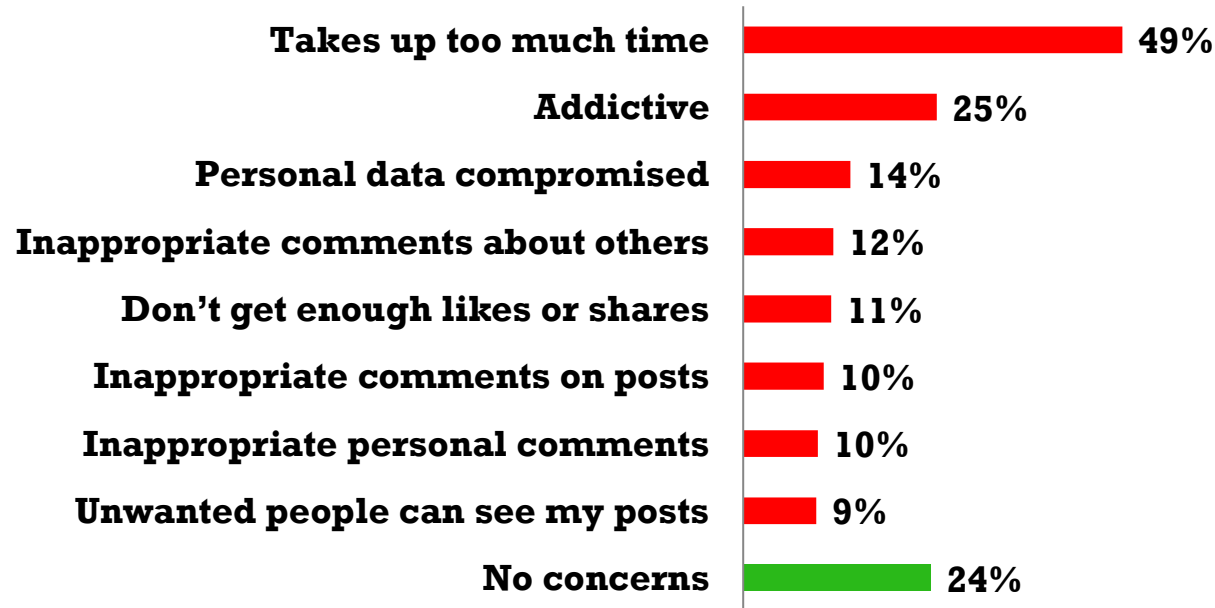


More than half see TikTok just as a medium of entertainment. Nearly 3 in 10 mention that it has a positive effect on them.



Major concerns about TikTok – Taking up too much time and being Addictive.

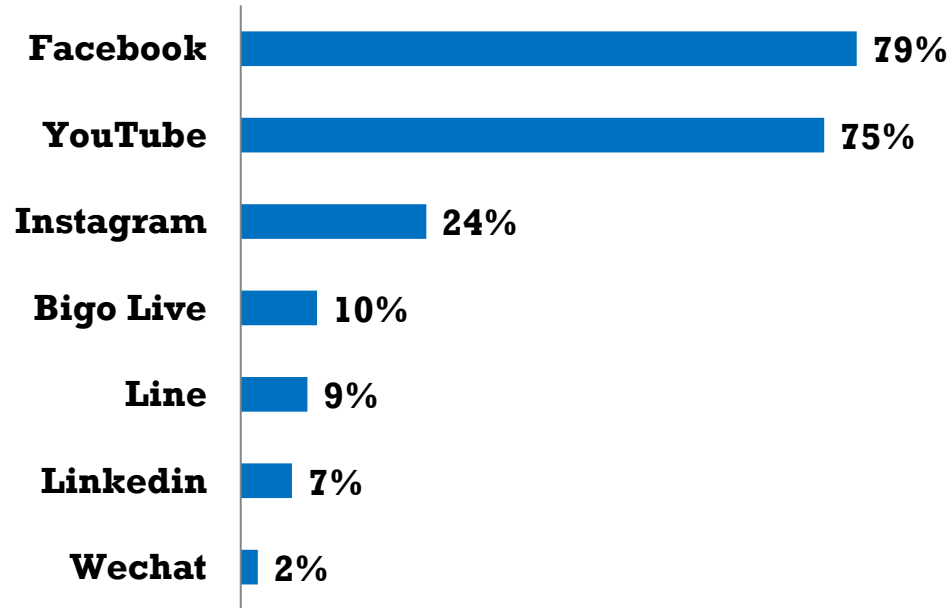
A fourth have no concerns about the App.



TikTok is seen to have several utilities other than just having fun ... promotions and stress relief being the core themes.

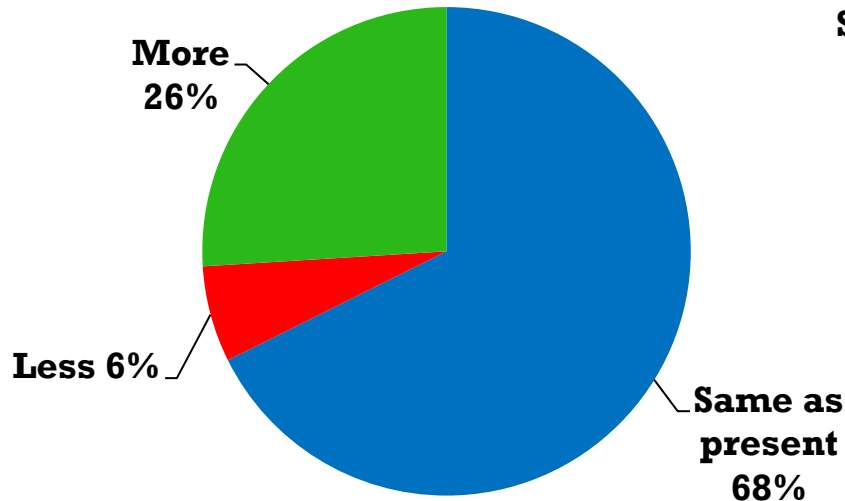


Over three-fourth of TikTok users also use FB and YT – possible platforms to promote TikTok in Cambodia.

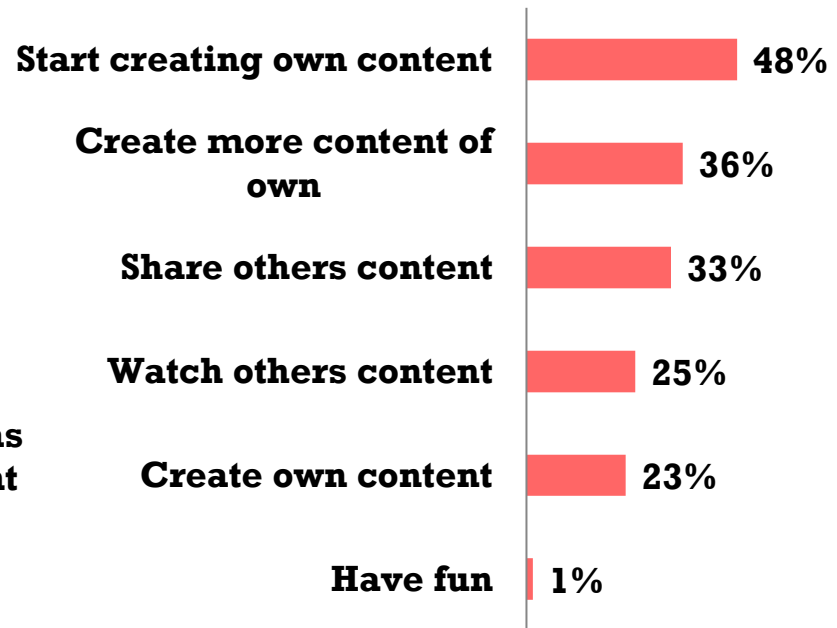


Majority will continue to use TikTok similar to current levels or even more – mostly to create own or share others content.

Extent of Future Use



Will be Used for ...



CONTACT US



EXPERIENCE

Over 15 years of experience in marketing and research in Cambodia.



LOCAL KNOWLEDGE

Strong knowledge of local markets which can help our clients to design effective research as well as reporting for business needs.



CONFIDENCE

We undertake work only when absolutely confident in our abilities.



EXCELLENT SERVICE

We are supportive, reliable and quick in responses with friendly manner throughout.



COMPETITIVE PRICING

Our pricing strategy is highly competitive in the market, without compromising on the quality and the timeline of project delivery.



FRIENDLY APPROACH

If our client is not also our friend after the shared work, we do not recognize the work as completely successful.

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The logo for MRTS Consulting is centered within a white square border. It features the word "MRTS" in a large, bold, white serif font, with the word "CONSULTING" in a smaller, white, all-caps sans-serif font directly below it.

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