

Study: Boston, MA is the best city in the world for TikTokers

Internet speeds, 5G coverage, smartphone costs and more make the Massachusetts capital a TikTok influencer haven

LONDON - July 20th 2021 - [Smartphone Insight](#), a leading authority in smartphone advice and resources, today released the results of a months-long study into the best and worst cities for TikTok creators. The research found that Boston, MA, Phoenix, AZ, and Philadelphia, PA are the top three cities in the world for TikTokers to live. The study examined cities based on internet speeds, 4G/5G coverage, WiFi hotspot availability, the cost of smartphones, how quickly new smartphones are released, TikTok market penetration, concert frequency, and the cost of rent. The complete dataset is available to download [here](#).

North American cities performed well in the rankings, because TikTok is extremely popular in the United States. However, Boston Massachusetts took out the number one spot, because it has fast internet and great 5G coverage.

“If you’re a TikTok creator, Boston is a fantastic place to live,” said Tom Paton, founder of Smartphone Insight. “Due to the city’s broadband connectivity and 5G infrastructure, you won’t have to wait around for your TikToks to upload, and you can browse the app buffer-free. Plus, Boston has plenty of concerts each year, helping TikTok creators discover new music for their latest dance challenge.” Tom added: “The city has also seen a number of TikTok collab houses spring up in recent years, showing that these influencers love to live in Boston. The only let-down with the Massachusetts capital is its cost of living – rent is quite expensive in the city.”

Cities in the United States took up nine of the top ten spots. Apart from TikTok’s popularity in America, these cities were also helped by low smartphone costs and a lack of release delays for new smartphone devices.

“We found that South Africans had to wait 56 days longer than those in the United States to get their hands on the new iPhone 12,” Tom said. “And if you live in Brasil, you would have had to pay almost twice as much for the phone. Big TikTok influencers need the latest smartphone tech to really make their videos pop, which is why living in the United States is such a big advantage.”

Other American cities that performed well included Phoenix and Philadelphia, which both have a lower cost of living than Boston. However, Phoenix does not have full 5G coverage, while Philadelphia has slightly slower upload speeds compared to other American cities.

“On TikTok, you can’t wait around for your videos to upload – once you’re done editing, you need to immediately be thinking about the next viral trend to cover,” Tom said. “This is why we placed such a heavy emphasis on 5G coverage and broadband upload speeds with this study.”

In Europe, London was the top performer, thanks to its full 5G coverage, reasonable smartphone costs, and thriving concert scene. “London is the perfect city for the travelling TikToker. 5G coverage is great, allowing you to upload videos or browse TikTok on the go. And if you’re an international visitor without a roaming SIM card, there are plenty of public WiFi hotspots you can use to get on TikTok.”

Bucharest was also a top performer in Europe, thanks to its extremely fast internet and low costs of living. “If you mostly shoot TikToks at home, Bucharest is a great place to be – you won’t find yourself struggling with your home internet speeds. However, TikTok isn’t extremely popular in Romania – this can be a problem since the algorithm loves to recommend local content.”

The top ten cities were found to be:

1. Boston
2. Phoenix
3. Philadelphia
4. New York City
5. Osaka
6. Houston
7. Indianapolis
8. San Francisco
9. Atlanta
10. Las Vegas

While the bottom ten cities were:

75. Johannesburg
76. Durban
77. Istanbul
78. Sydney
79. Wellington
80. Santiago
81. Sao Paulo
82. Karachi

83. Mumbai

84. Delhi

The bottom three cities were unique in that they are the only places in the world where TikTok is currently banned. “Although the United States briefly flirted with the idea of banning TikTok, India is the only place in the world where the app has been completely removed from the App Store and Google Play,” Tom said. “Pakistan has also banned and then re-instated TikTok on two separate occasions, which is why Karachi came third-last in the rankings.”

The research was conducted in July 2021. 84 different cities were assessed, each with a population of at least 500,000 people.

For more information about the cities analysed and the ranking methodology utilised, visit <https://smartphoneinsight.com/best-cities-for-tiktokers>

About Smartphone Insight

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Notes for editors

- If you have any questions about this research, please reach out to Tom Paton – tom(at)smartphoneinsight.com
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