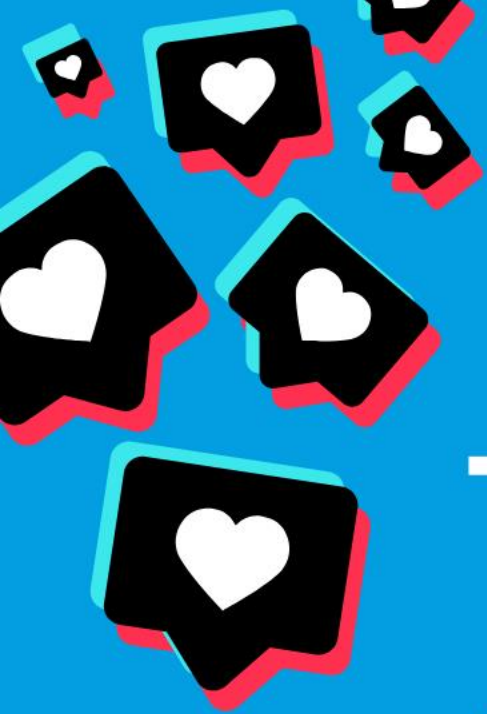




The Infinite Scroll: A TikTok Report





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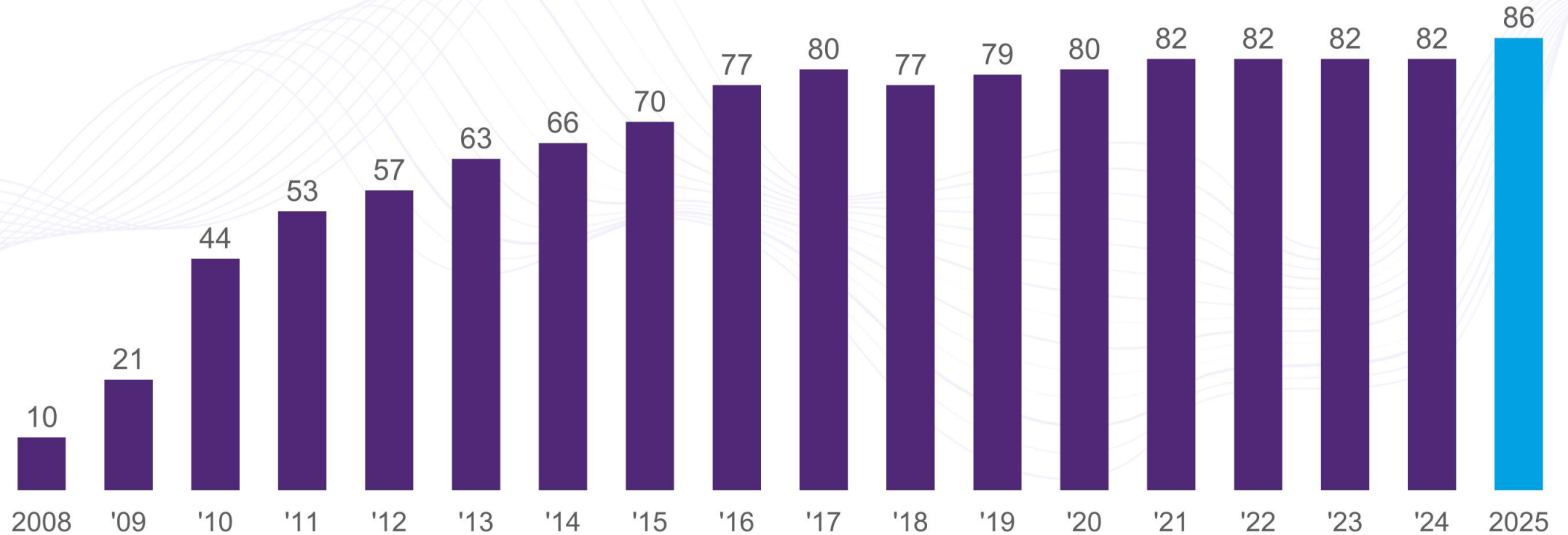


Social Media Usage

TOTAL U.S. POPULATION 12+

% CURRENTLY EVER USE SOCIAL MEDIA

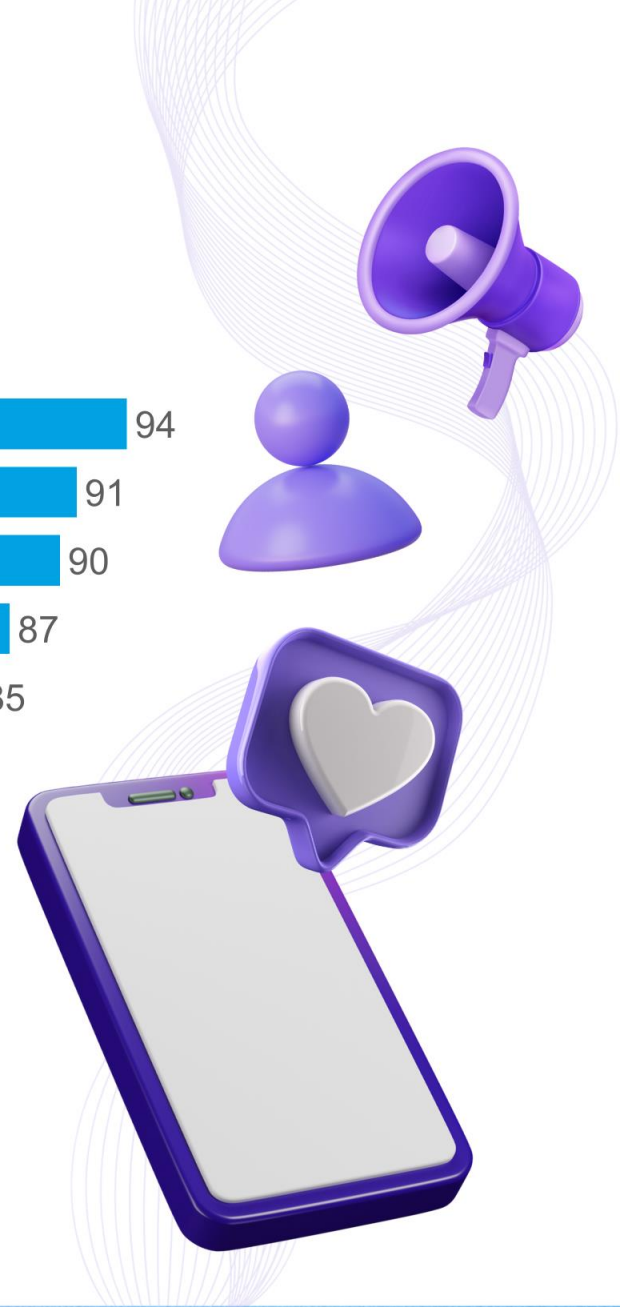
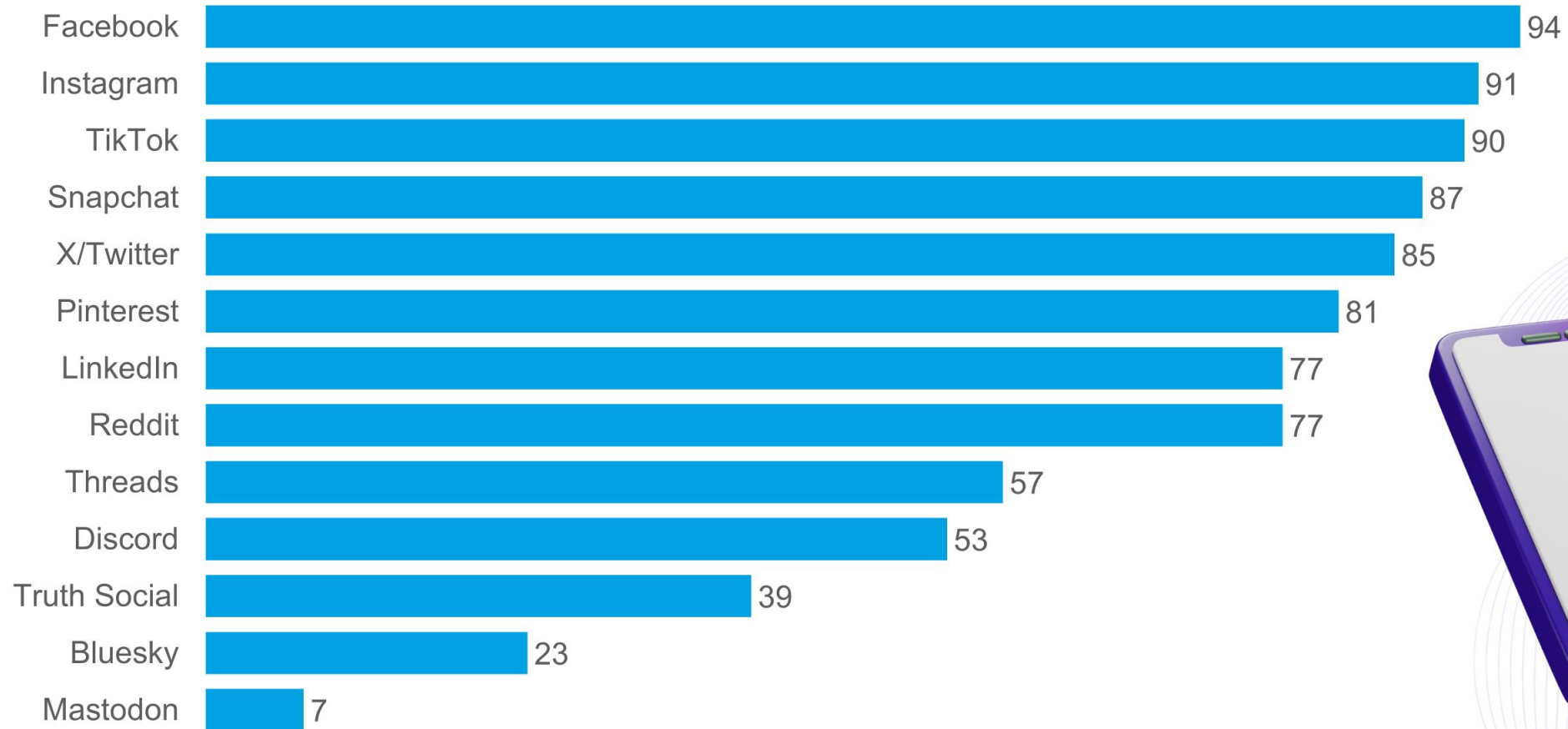
Estimated
248 Million



Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF SOCIAL MEDIA BRAND



Methodology



2,253 total online interviews

National sample of persons age 13+

Conducted October 03 – 29, 2025

Data weighted to match the gender, age,
and geography of U.S. 13+ population

What are the key findings?

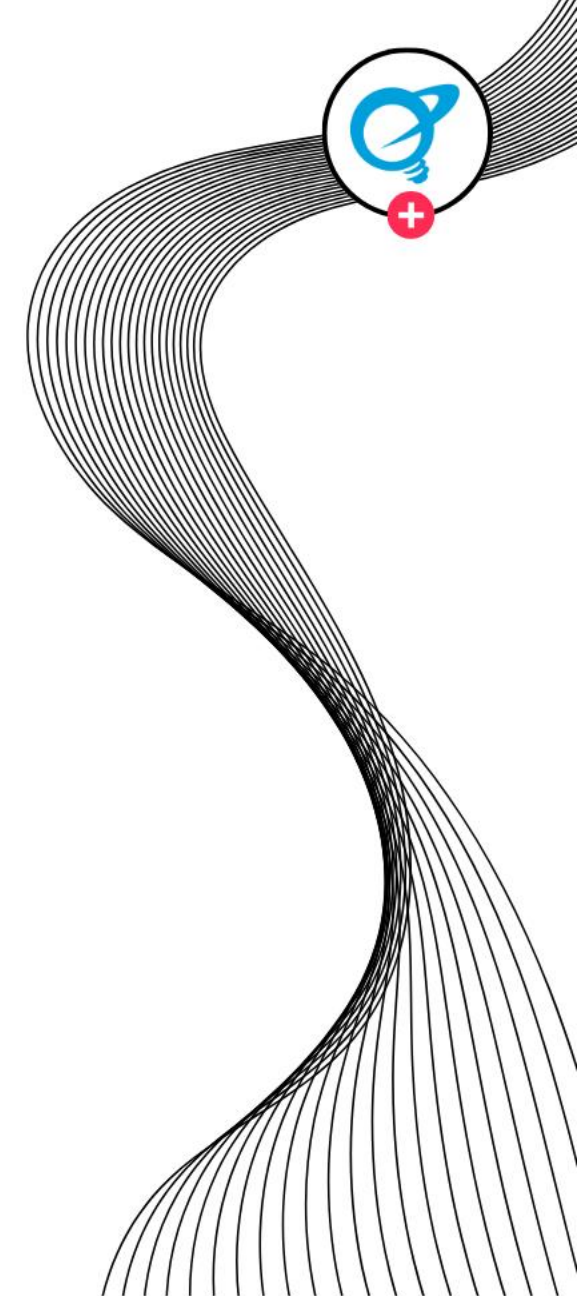


Perceptions of TikTok are very positive. Many say they feel entertained when using TikTok, that it brings people together, and that it helps them escape the stress of everyday life

TikTok is a platform for discovery, especially when it comes to finding music, podcasts, or audiobooks

Many TikTok users believe they spend too much time using the platform and some have taken steps to limit or stop their usage, especially 13-24 year-olds

Users remember the ads they see on TikTok. Over three quarters of weekly users recall ever seeing or hearing an ad for a product or service on TikTok

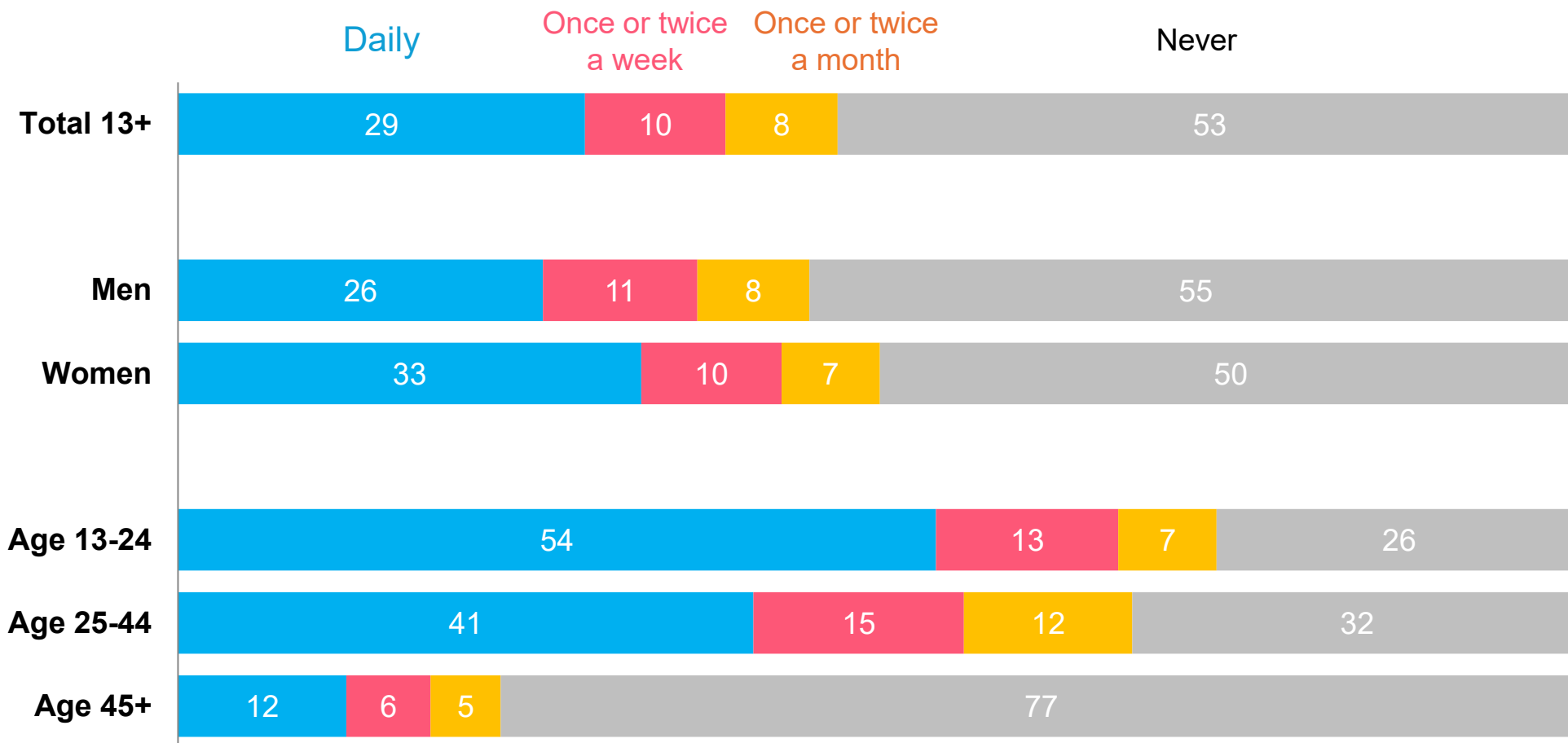




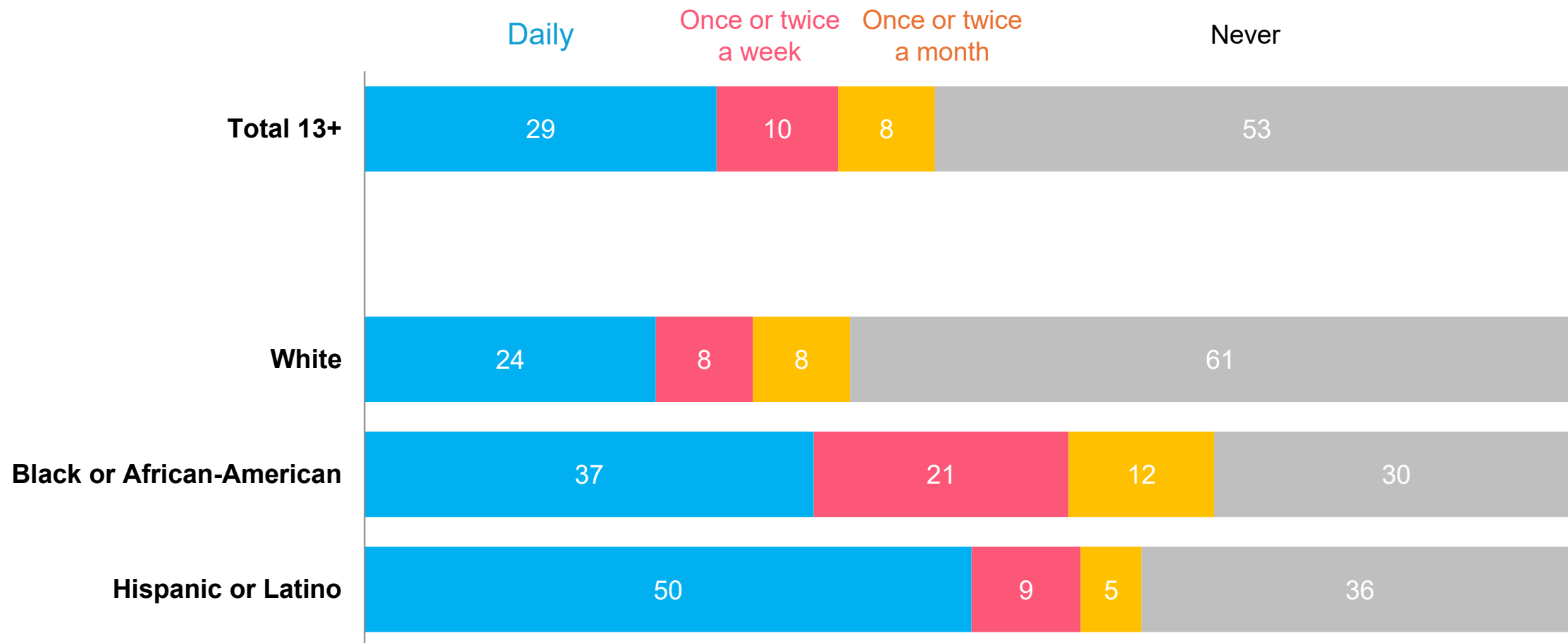
TikTok Usage



How often do you visit TikTok?



How often do you visit TikTok?





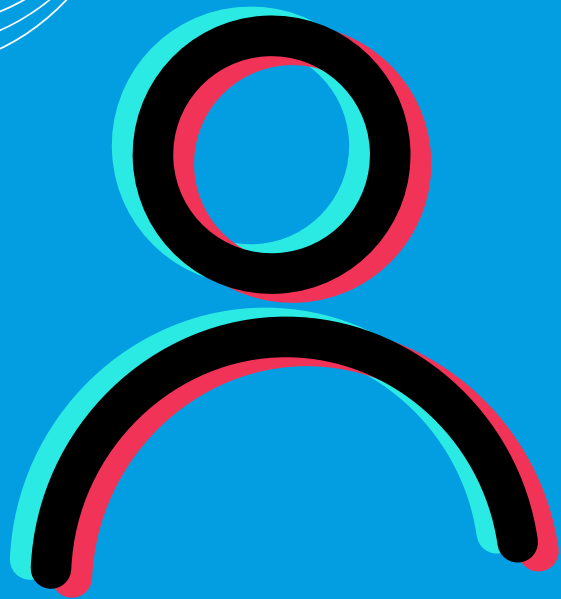
112

million
Americans 13+

*use TikTok at
least weekly*

Weekly TikTok
Users 13+
39%

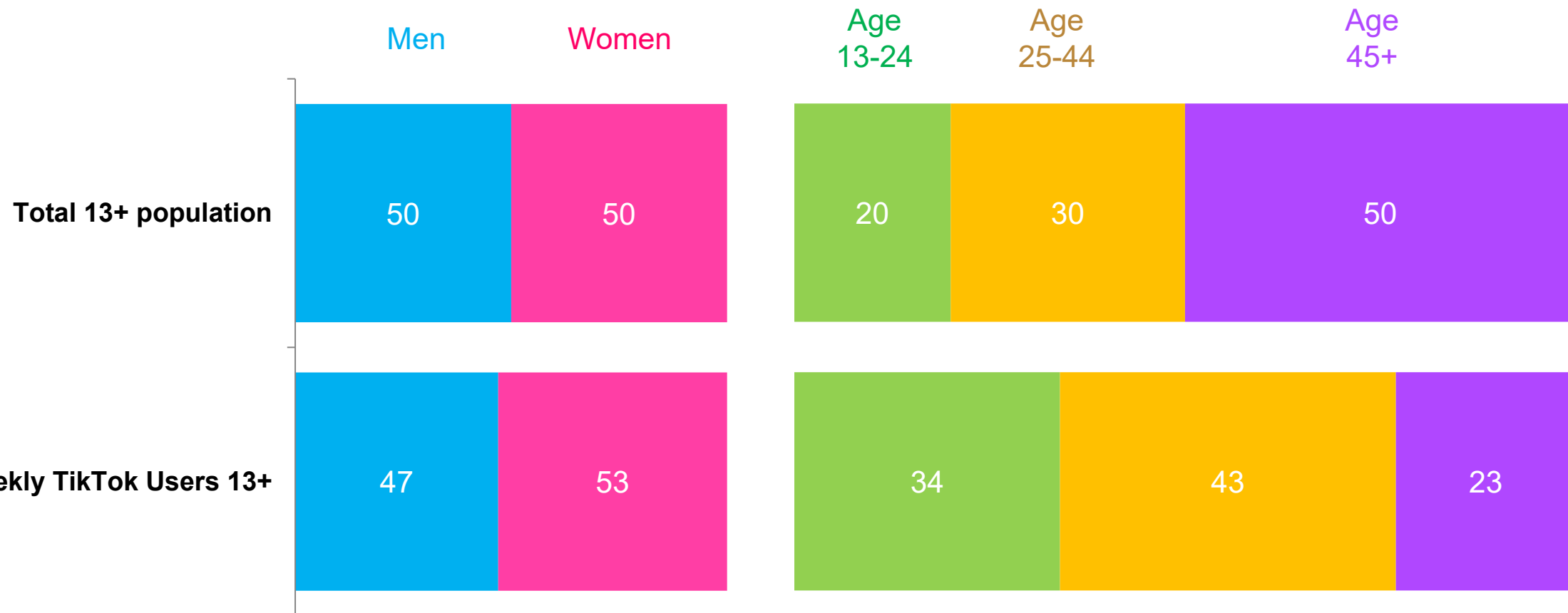




Profile of Weekly TikTok Users 13+



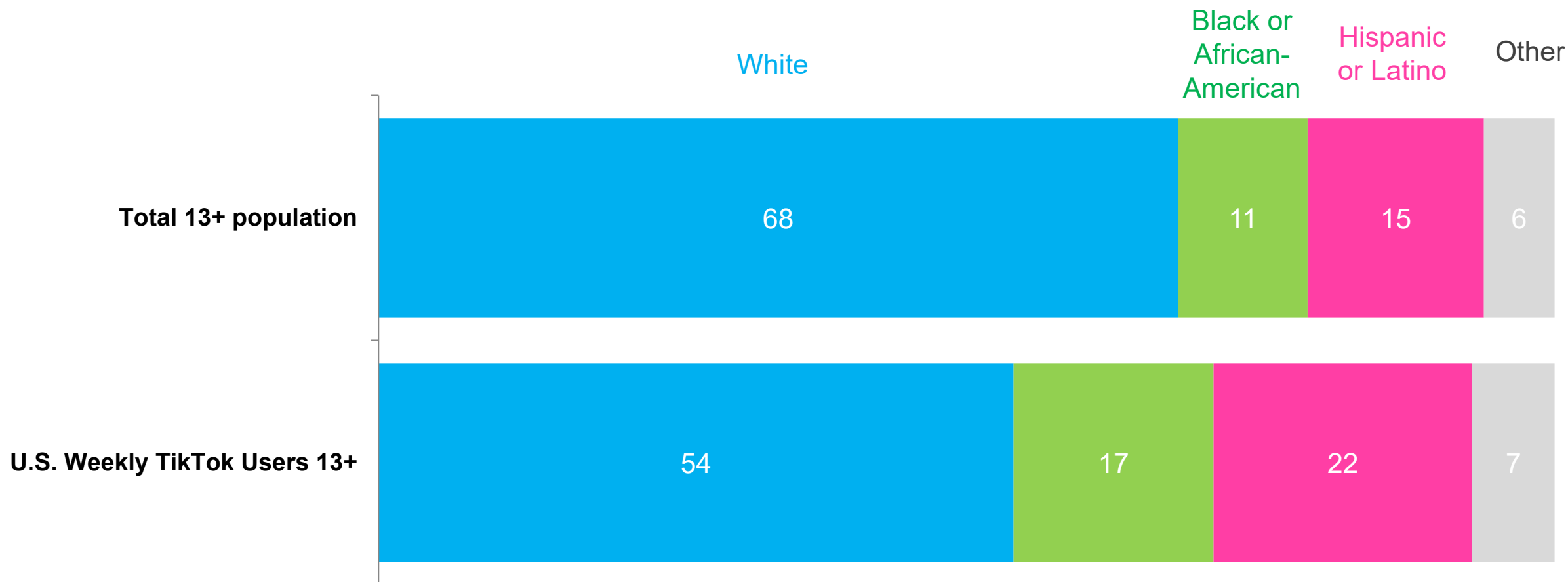
Audience Profile



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Audience Profile

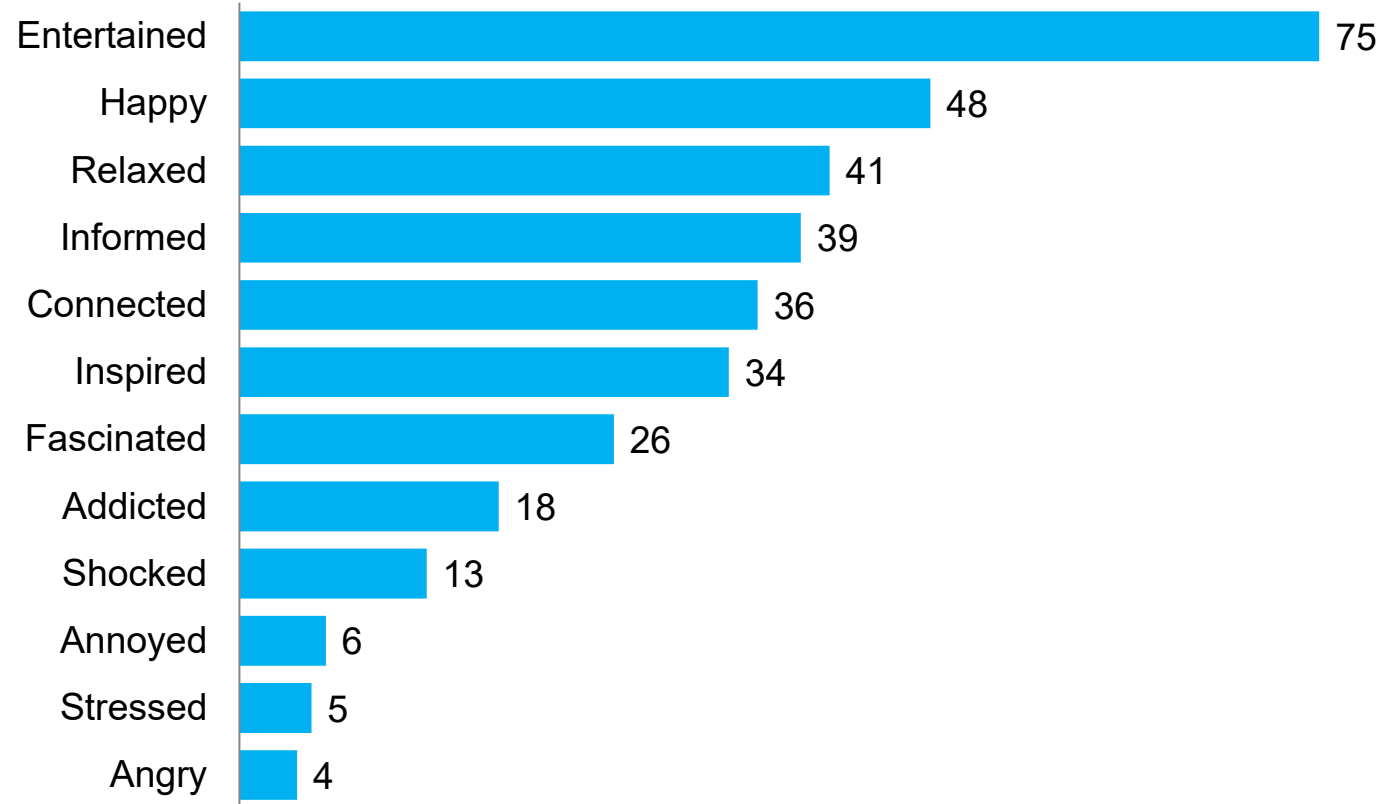




TikTok Feels



Which of the following adjectives describe how you feel when using TikTok?



% selecting adjective
Multiple responses accepted

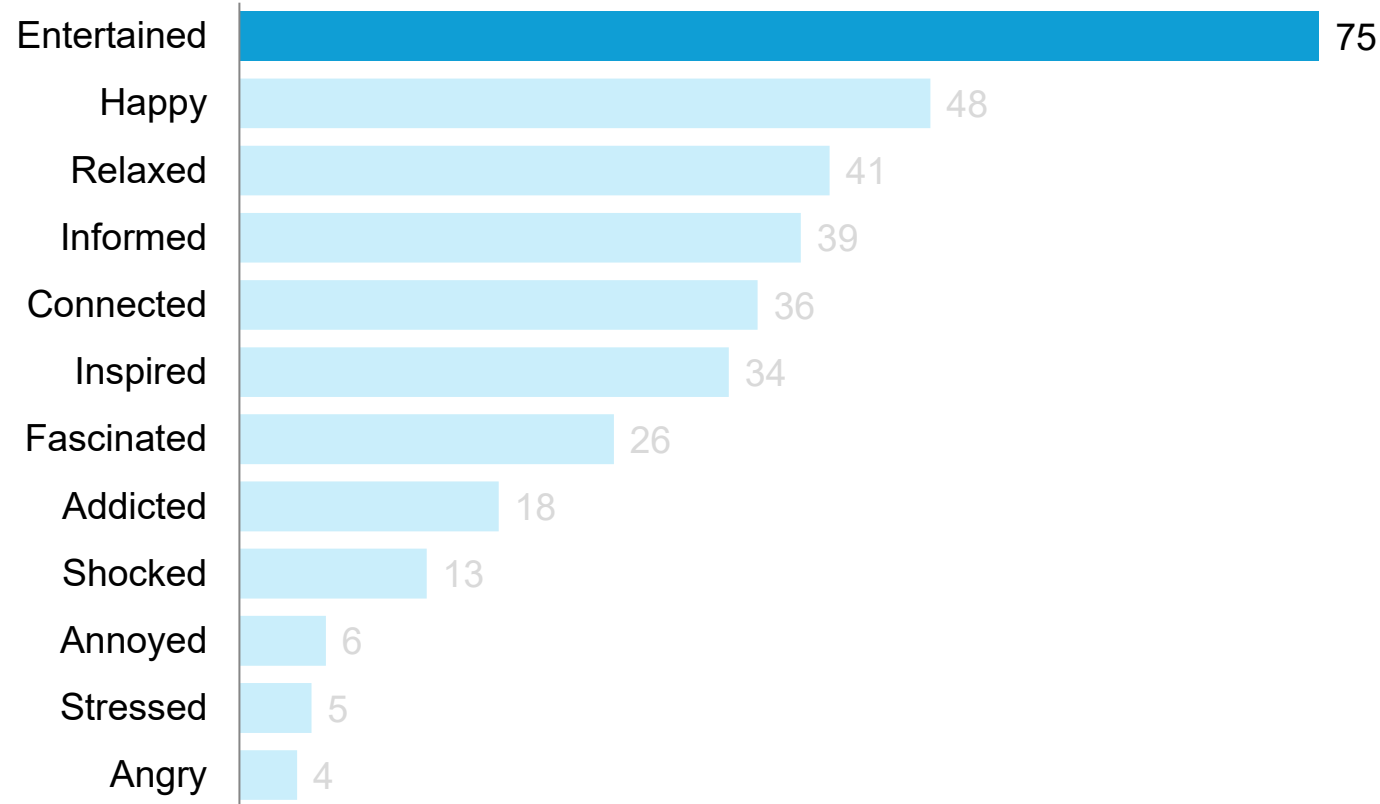
Base: Weekly TikTok Users (N=892)



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Which of the following adjectives describe how you feel when using TikTok?



% selecting adjective
Multiple responses accepted

Base: Weekly TikTok Users (N=892)



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87%

of U.S. Weekly
TikTok Users 13+

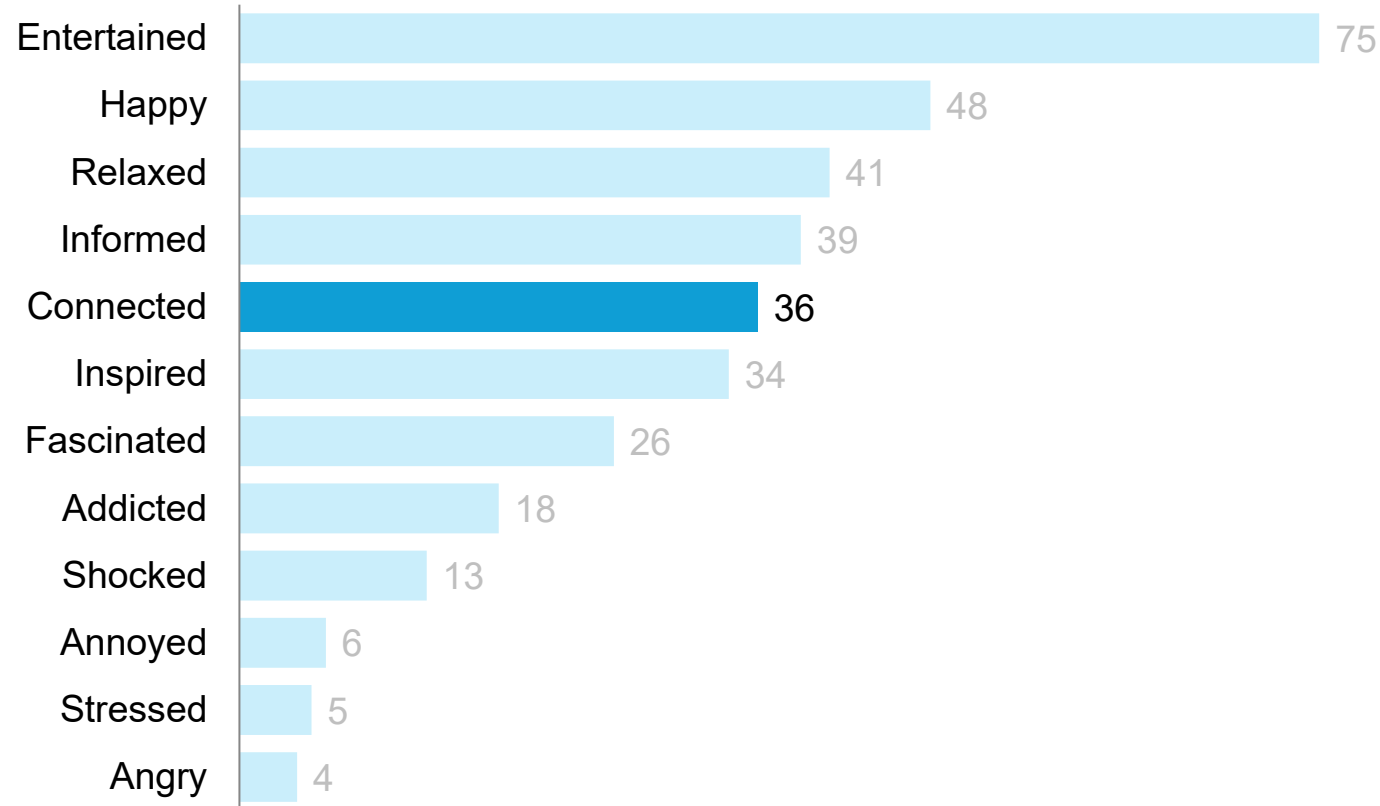
*agree that TikTok
helps them escape the
stress of everyday life*



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Which of the following adjectives describe how you feel when using TikTok?



% selecting adjective
Multiple responses accepted



87%

of U.S. Weekly
TikTok Users 13+

*agree that TikTok
brings people together*



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Percent of users saying they feel *entertained* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

75%

of all U.S. Weekly TikTok Users 13+

75%

Men

75%

Women

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *entertained* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

75%

of all U.S. Weekly TikTok Users 13+

76%

White

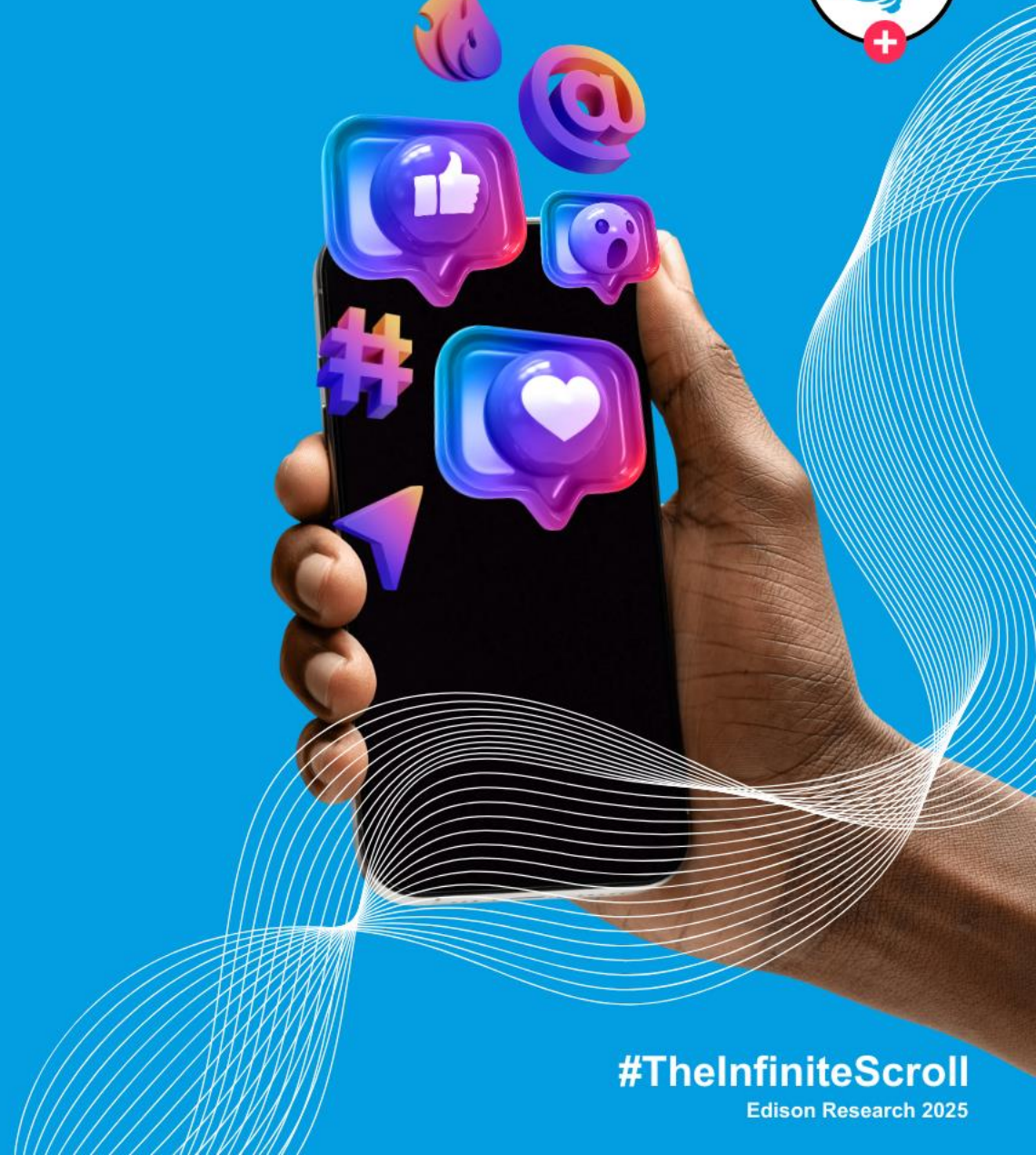
69%

Black or AA

75%

Hispanic/
Latino

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *entertained* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

75%

of all U.S. Weekly TikTok Users 13+

82%

Age
13-24

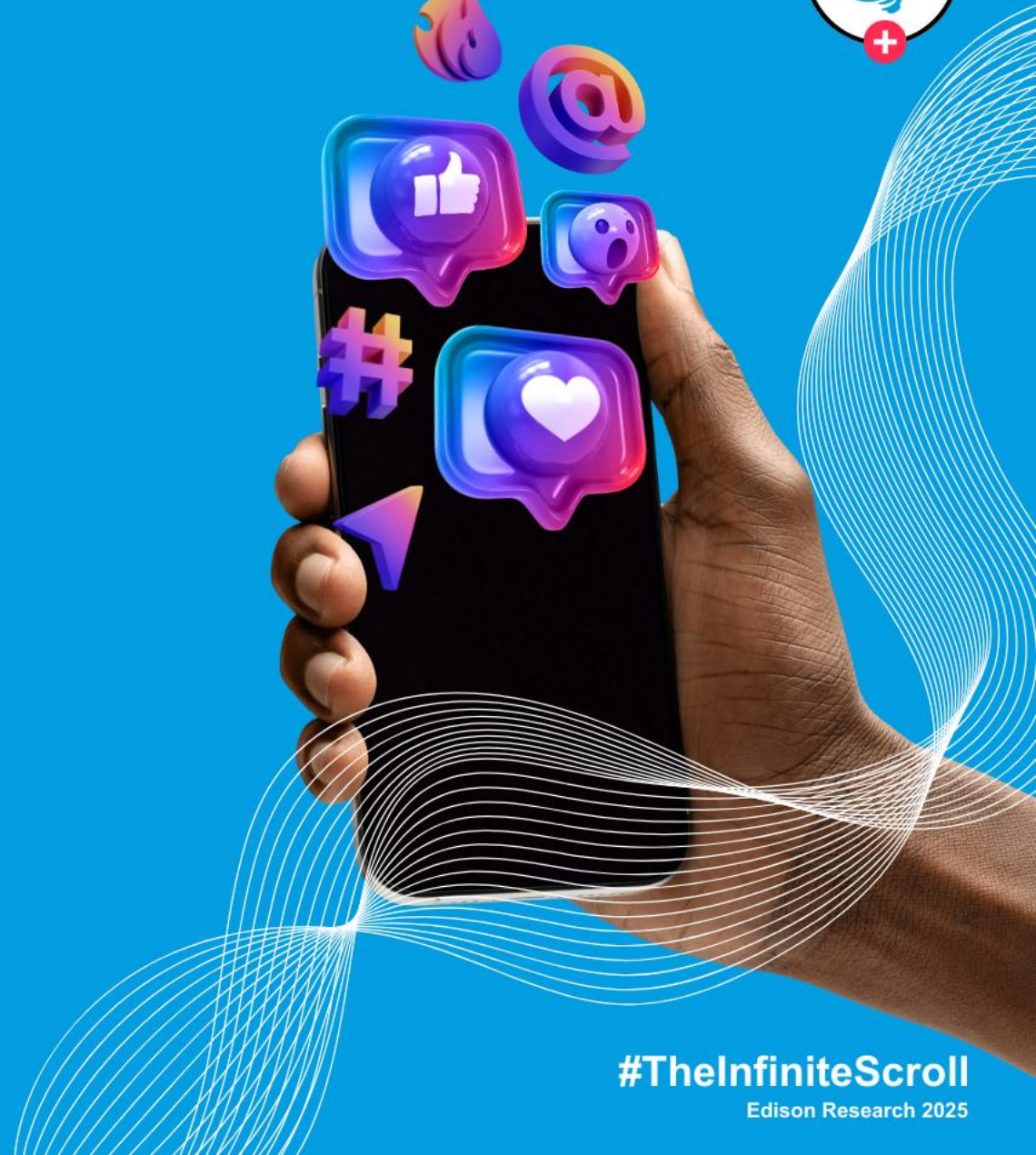
69%

Age
25-44

75%

Age
45+

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *connected* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

36%

of all U.S. Weekly TikTok Users 13+

41%

Men

32%

Women

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *connected* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

36%

of all U.S. Weekly TikTok Users 13+

35%

White

49%

Black or AA

25%

Hispanic/
Latino

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *connected* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

36%

of all U.S. Weekly TikTok Users 13+

40%

Age
13-24

36%

Age
25-44

30%

Age
45+

Base: Weekly TikTok Users (N=892)



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Percent of users saying they feel *informed* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

39%

of all U.S. Weekly TikTok Users 13+

37%

White

50%

Black or AA

33%

Hispanic/
Latino



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Percent of users saying they feel *informed* when using TikTok

"Please mark which of the following adjectives describe how you feel when using TikTok"
% selecting adjective

39%

of all U.S. Weekly TikTok Users 13+

35%

Age
13-24

45%

Age
25-44

34%

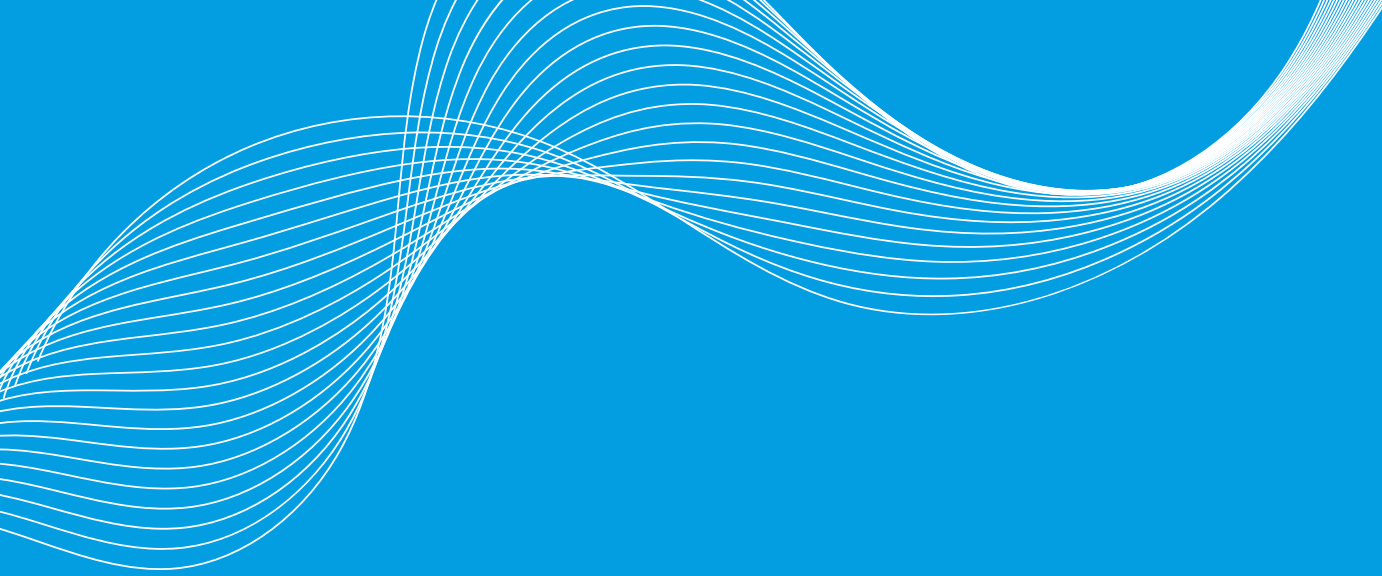
Age
45+

Base: Weekly TikTok Users (N=892)



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TikTok Usage

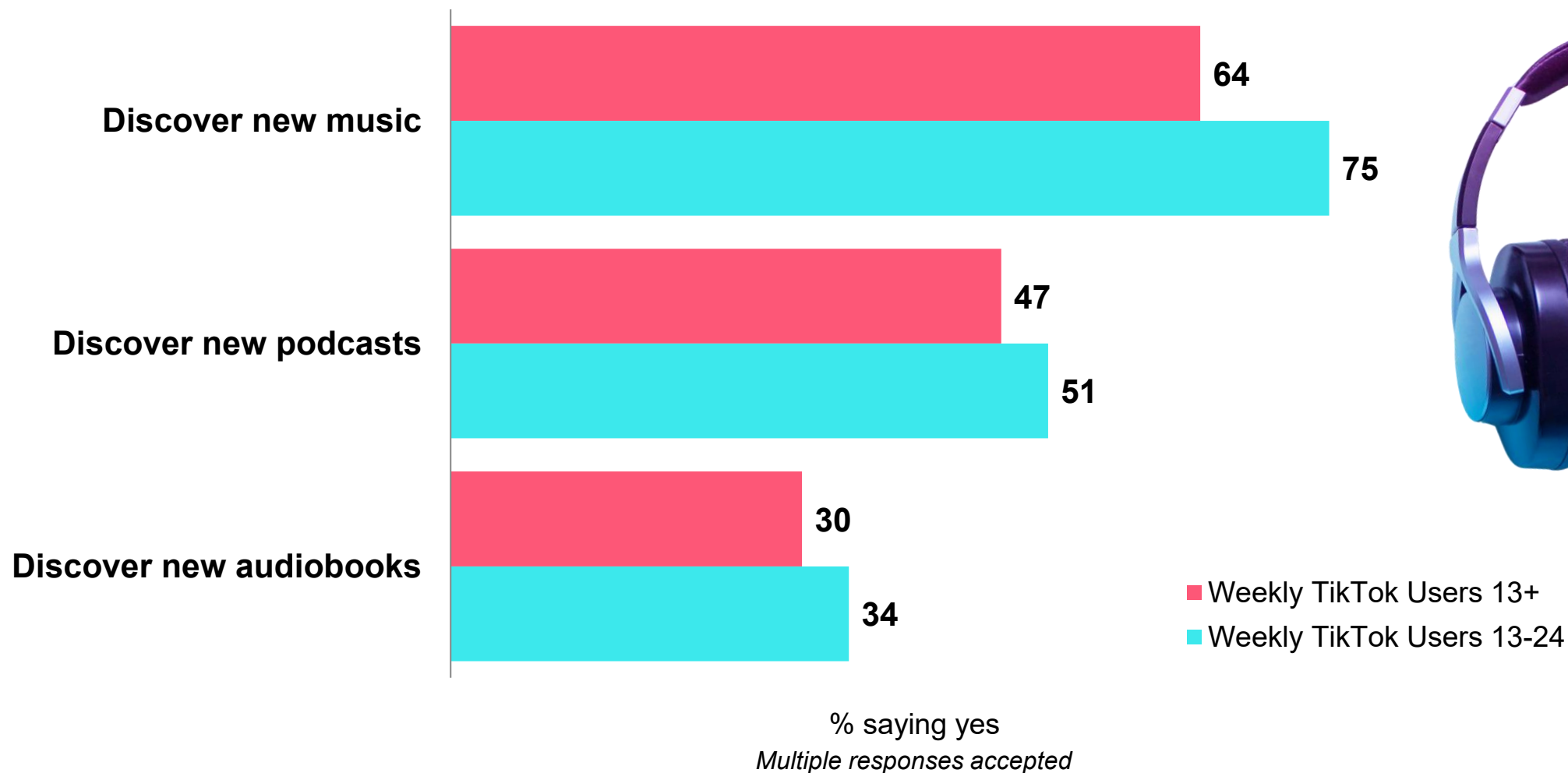


58%

of U.S. Weekly TikTok Users 13+

***have ever
posted a video
on TikTok***

Do you use TikTok with the intention to...?





Limiting TikTok Usage



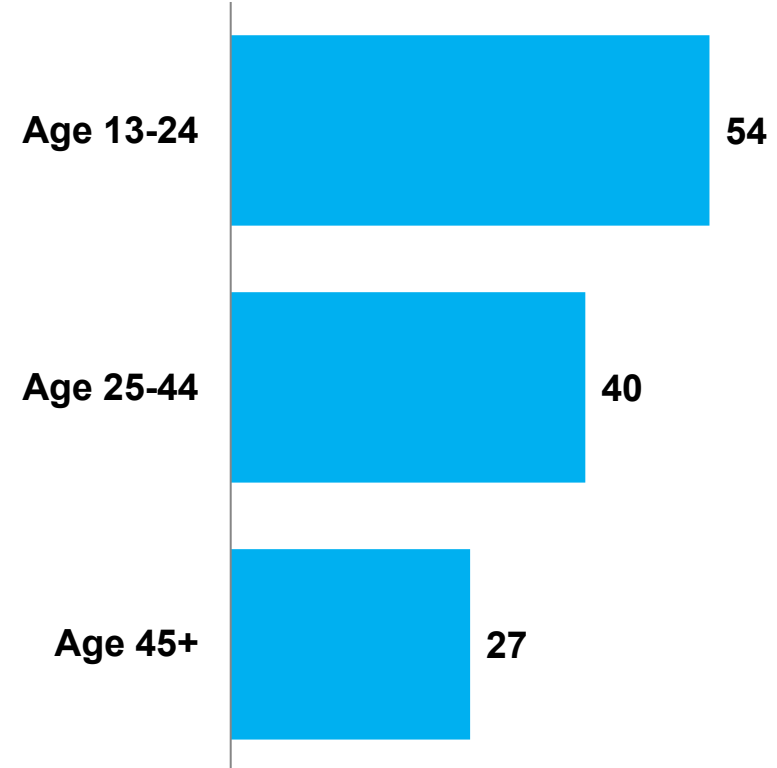


42%

of U.S. Weekly
TikTok Users

*think they spend too
much time on TikTok*

% who think they spend too
much time on TikTok:
by age



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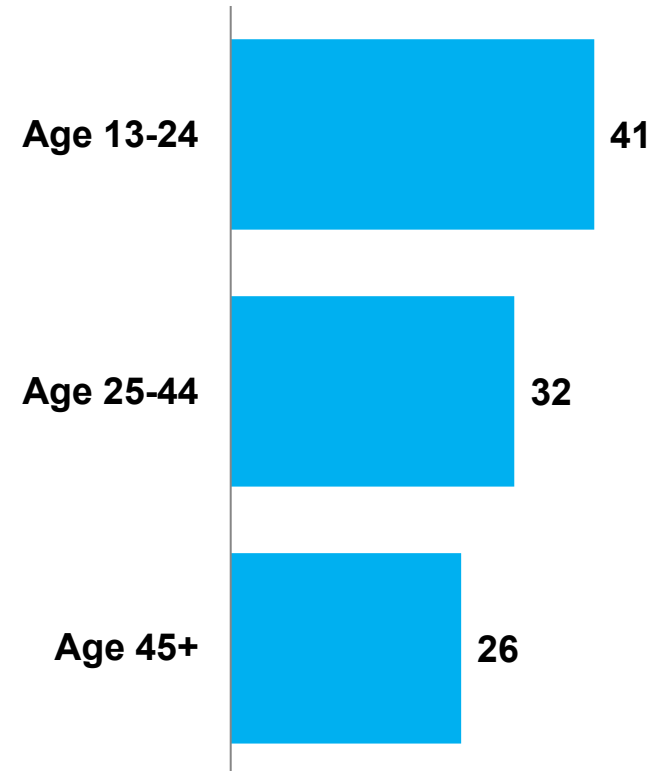


34%

of U.S. Weekly
TikTok Users

*have tried to
limit or stop their
usage of TikTok*

% who have tried to limit or stop
their usage of TikTok:
by age



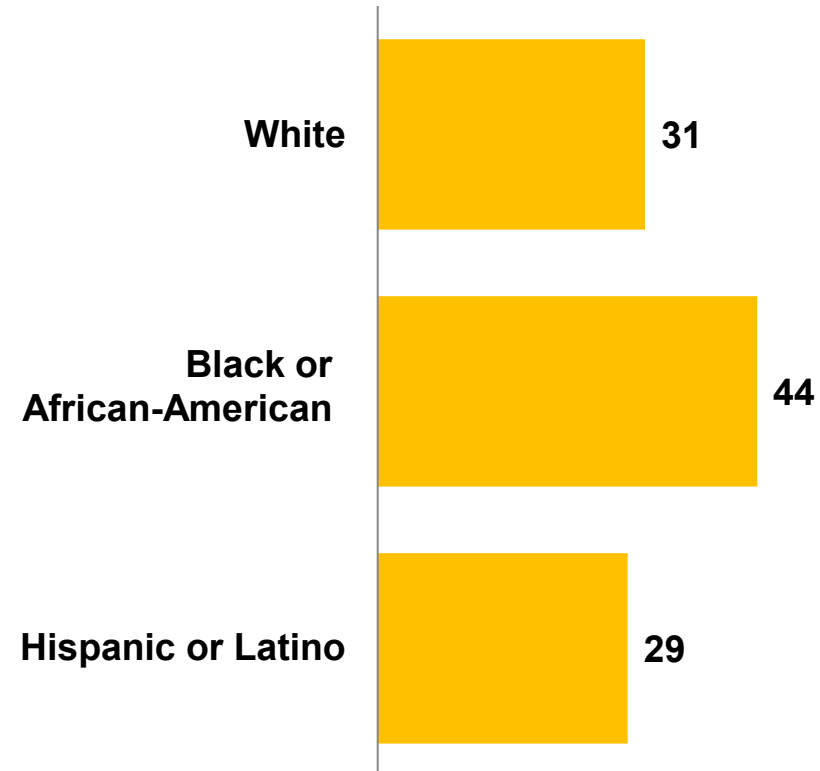


34%

of U.S. Weekly
TikTok Users

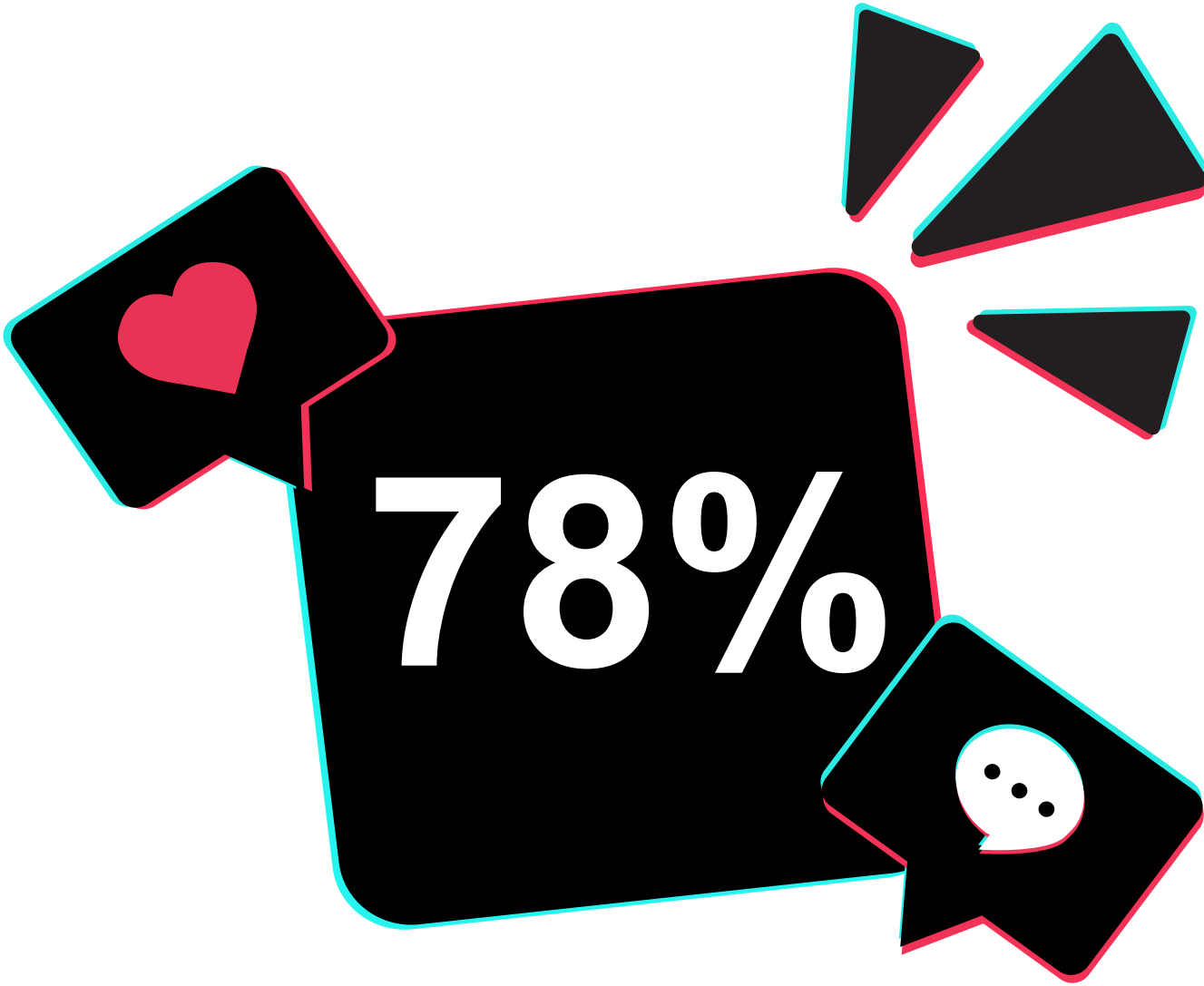
*have tried to
limit or stop their
usage of TikTok*

% who have tried to limit or stop
their usage of TikTok:
by ethnicity



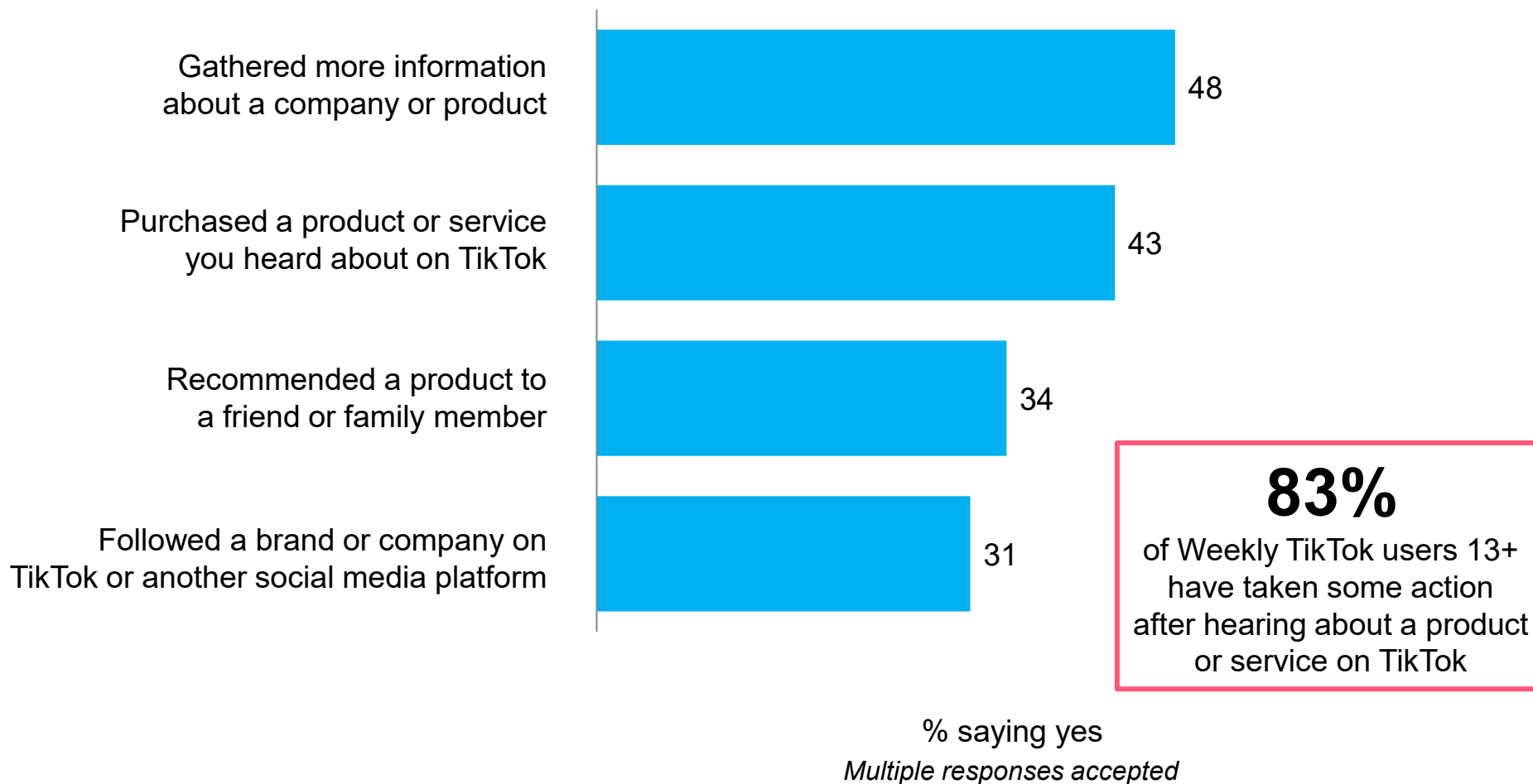


Advertisements on TikTok



**of U.S. Weekly
TikTok Users 13+
*have seen or heard
an ad for a product
or service on TikTok***

Which of the following have you ever done after hearing about a product or service on TikTok?



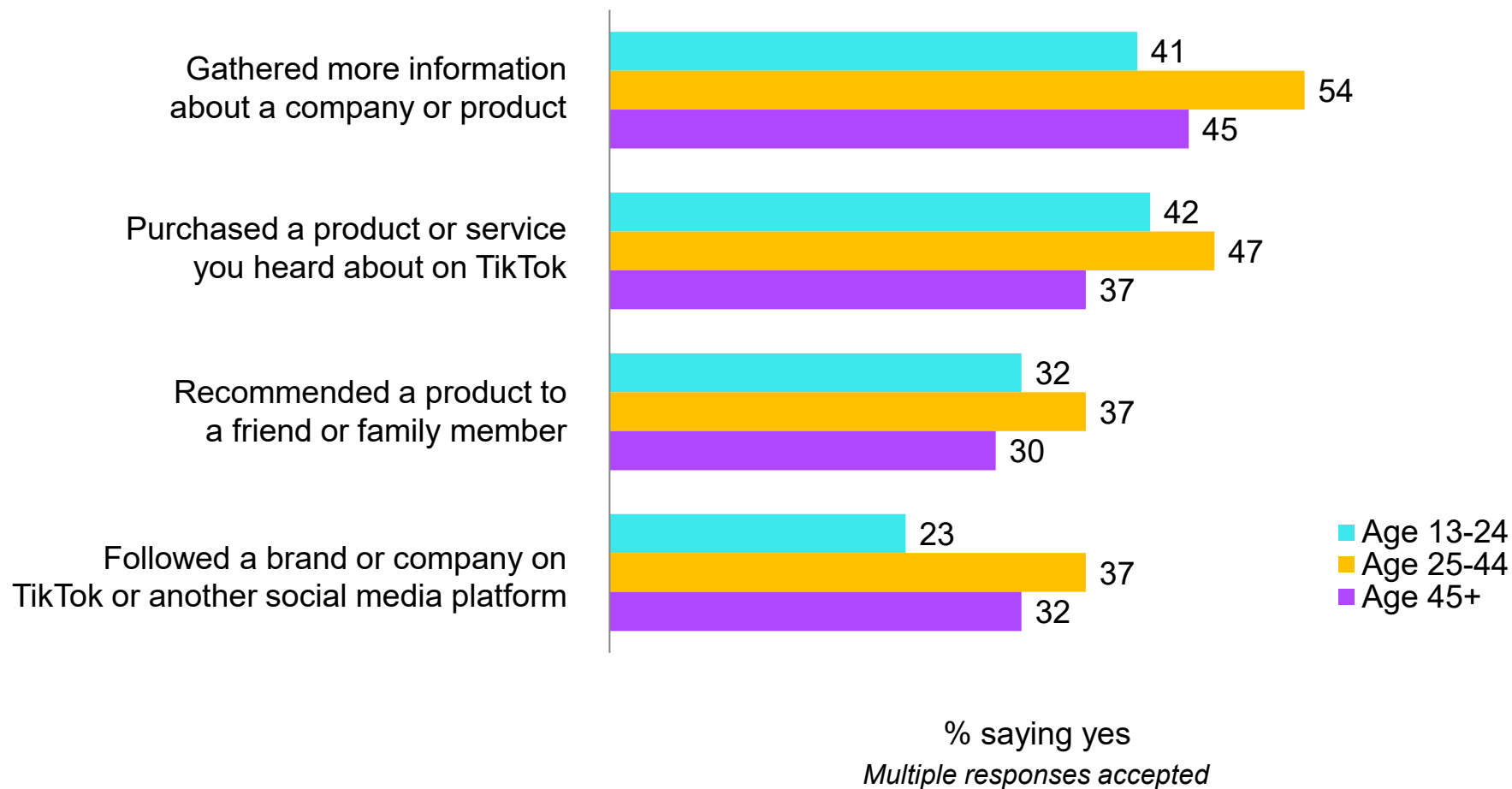
Base: Weekly TikTok Users 13+ who have ever seen or heard an ad on TikTok



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Which of the following have you ever done after hearing about a product or service on TikTok?



Base: Weekly TikTok Users 13+ who have ever seen or heard an ad on TikTok



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TikTok Perceptions



Percent who agree with statements



TikTok helps you learn about opinions and perspectives that are different from your own



61

TikTok has content that you can't find anywhere else



51

You trust the information, content, and news that you see or hear on TikTok



30

TikTok sometimes makes you feel badly about yourself



19

% saying "strongly" or "somewhat" agree

Respondents allowed to select a middle option to indicate neither agree or disagree

Base: Weekly TikTok Users (N=892)

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Percent of users who agree with each statements



TikTok helps you learn about opinions and perspectives that are different from your own

64% **59%** **40%**

White

Black or AA

Hispanic/
Latino

TikTok has content that you can't find anywhere else

53% **60%** **40%**

White

Black or AA

Hispanic/
Latino

You trust the information, content, and news that you see or hear on TikTok

32% **40%** **16%**

White

Black or AA

Hispanic/
Latino

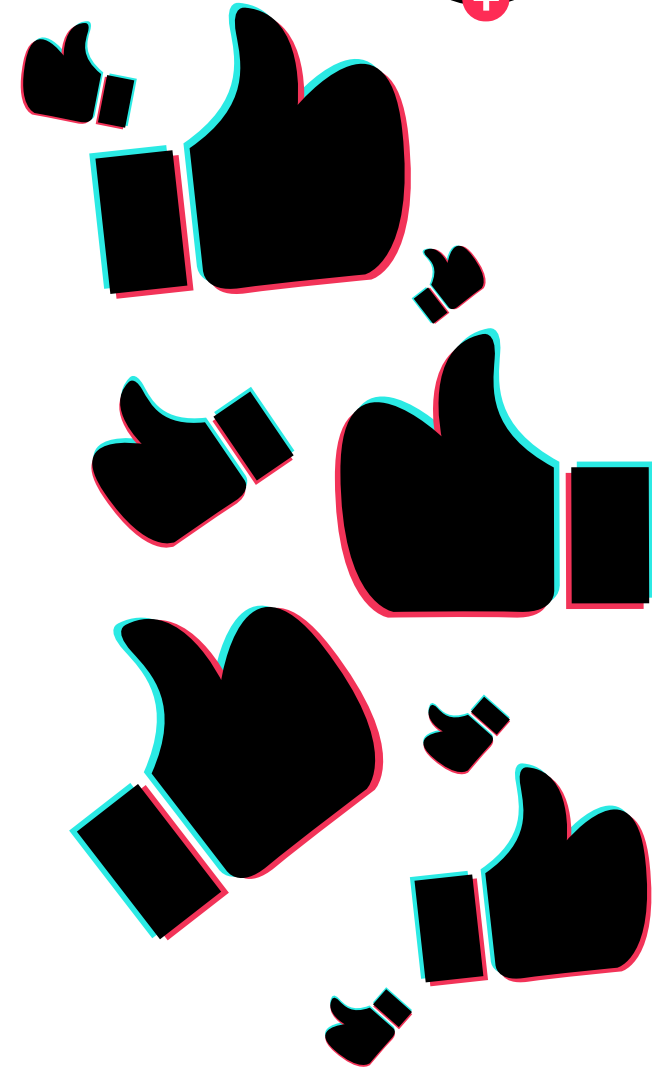
TikTok sometimes makes you feel badly about yourself

18% **13%** **25%**

White

Black or AA

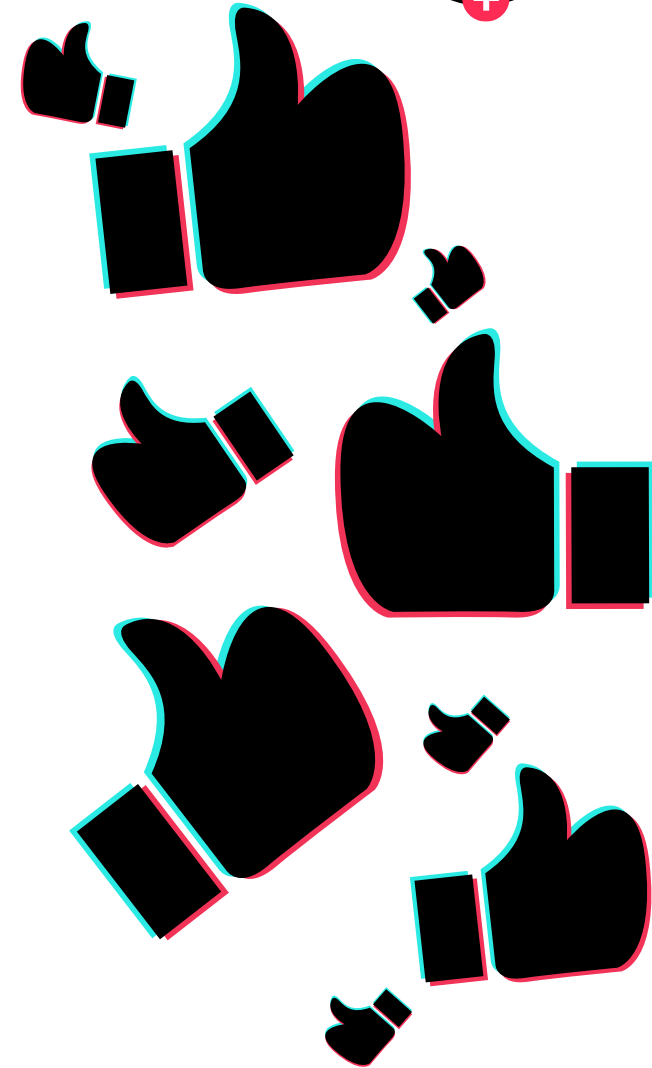
Hispanic/
Latino



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Percent of users who agree with each statements



TikTok helps you learn about opinions and perspectives that are different from your own

64% 59% **40%**

White

Black or AA

Hispanic/
Latino

TikTok has content that you can't find anywhere else

53% 60% **40%**

White

Black or AA

Hispanic/
Latino

You trust the information, content, and news that you see or hear on TikTok

32% 40% **16%**

White

Black or AA

Hispanic/
Latino

TikTok sometimes makes you feel badly about yourself

18% 13% **25%**

White

Black or AA

Hispanic/
Latino

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14%

of U.S. Weekly TikTok Users 13+

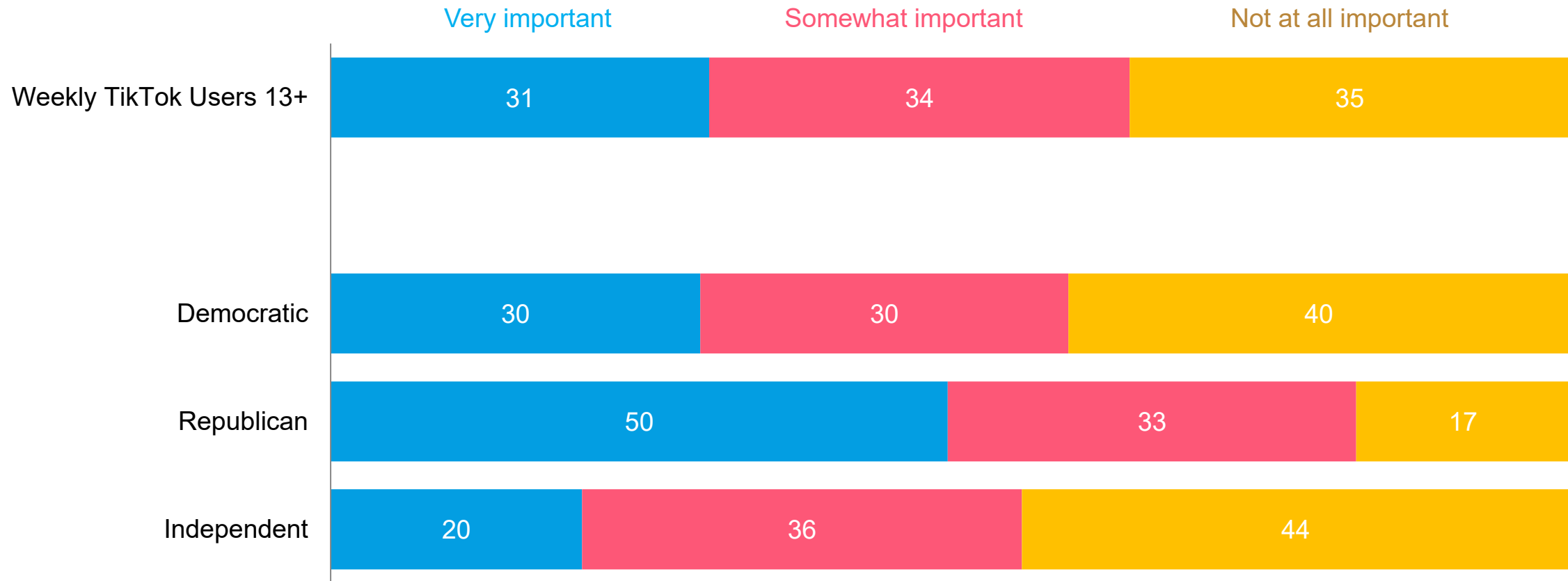
*strongly or somewhat
agree that TikTok
should be banned in
the United States*



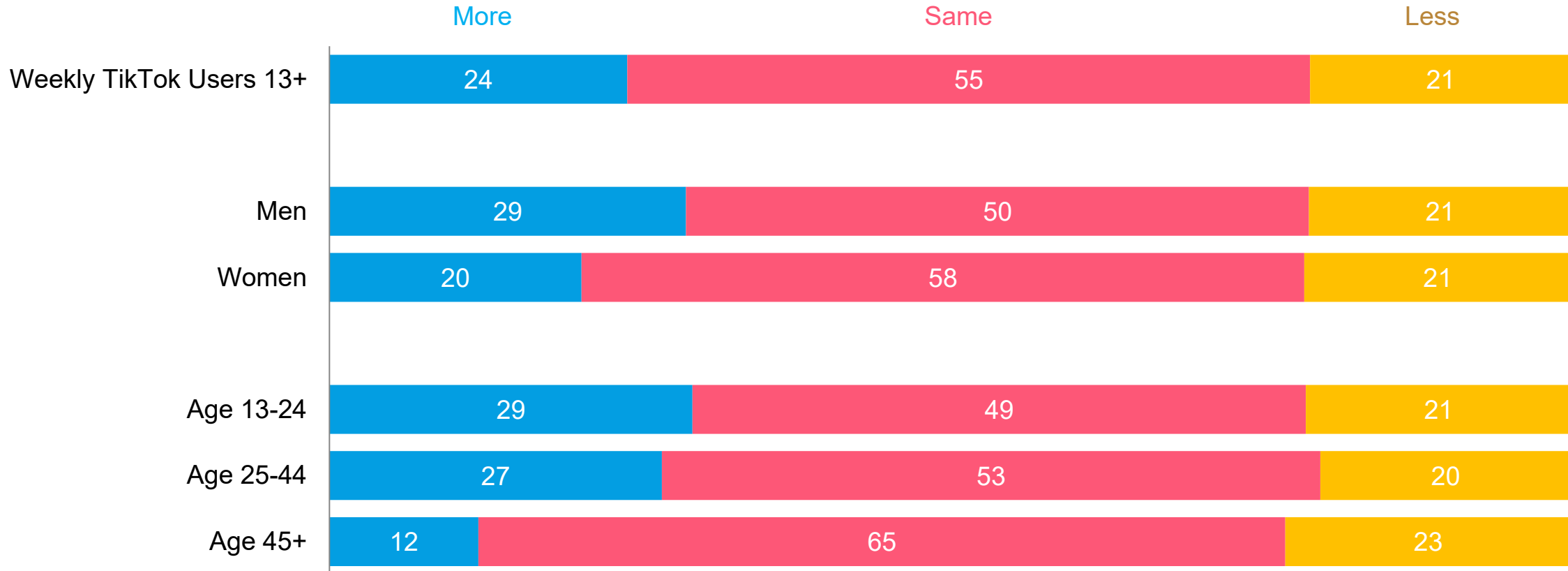
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How important is it to you that TikTok is owned by an American company?



Compared to what you see or hear on other types of media,
do you trust the information, content, and news on TikTok...?





Key Takeaways



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What are the key findings?

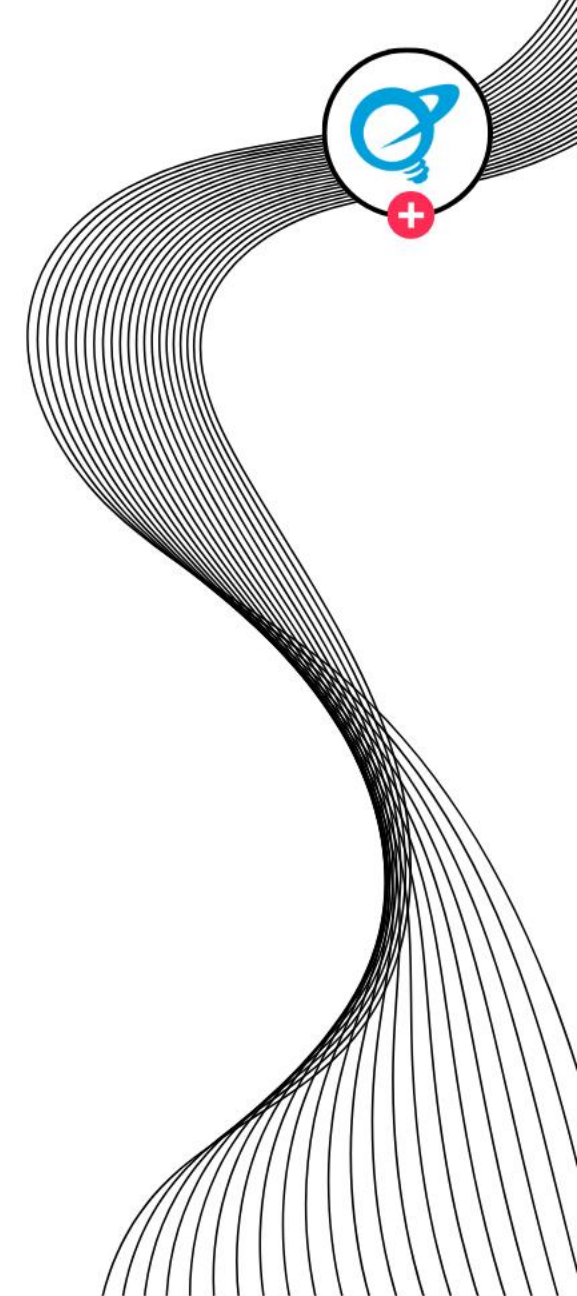


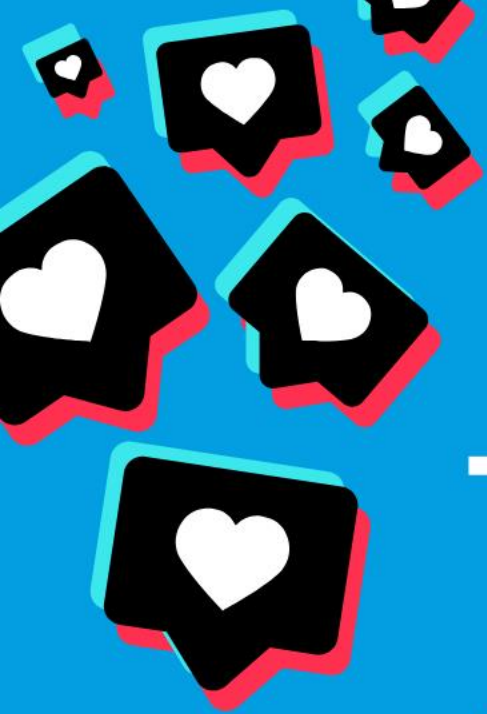
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