

# The Infinite Scroll: A TikTok Report







# THE INFINITE DIAL<sup>®</sup> 2025



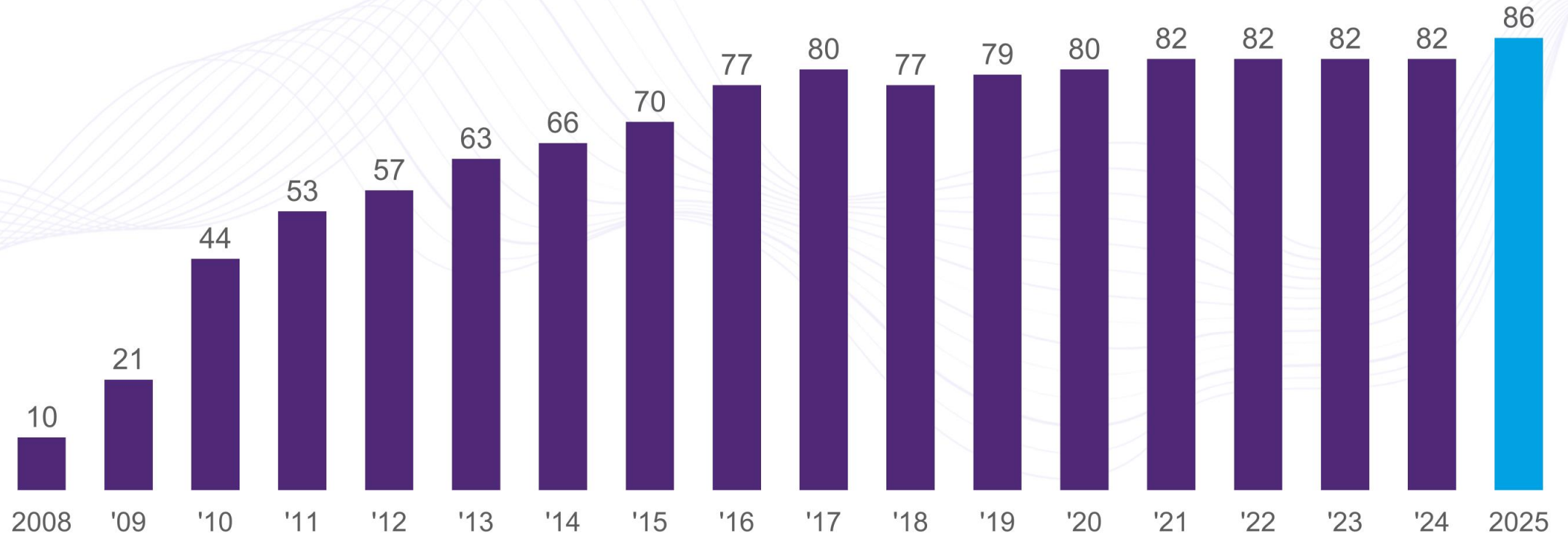


# Social Media Usage

TOTAL U.S. POPULATION 12+

% CURRENTLY EVER USE SOCIAL MEDIA

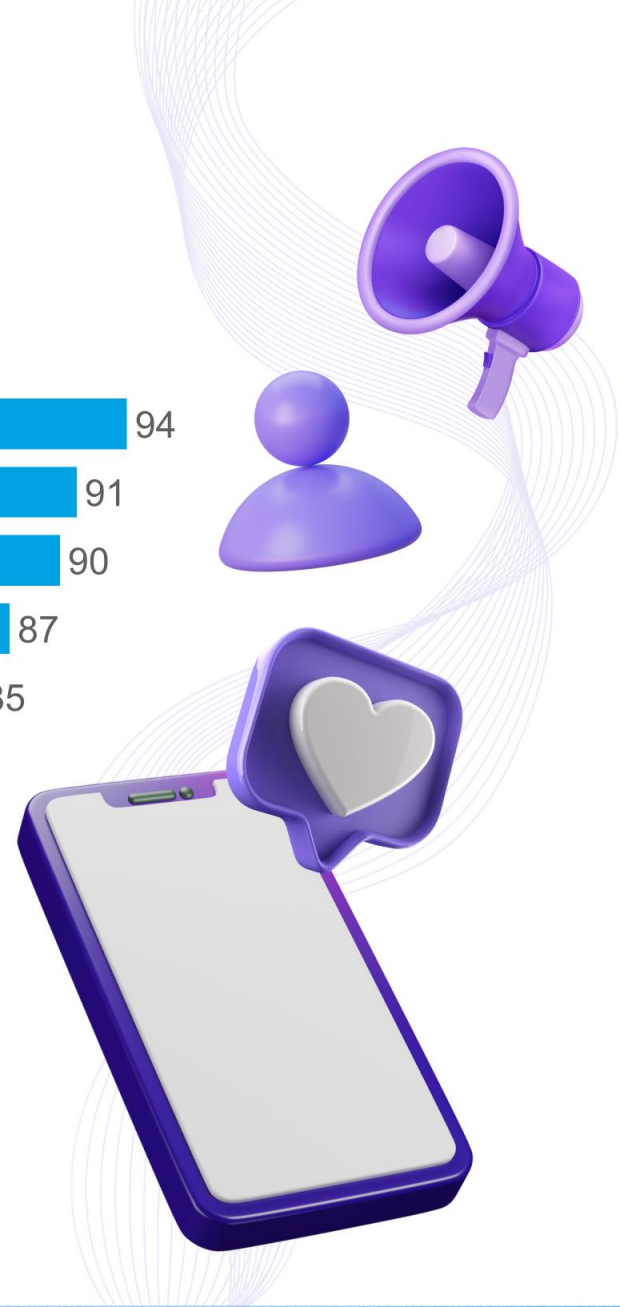
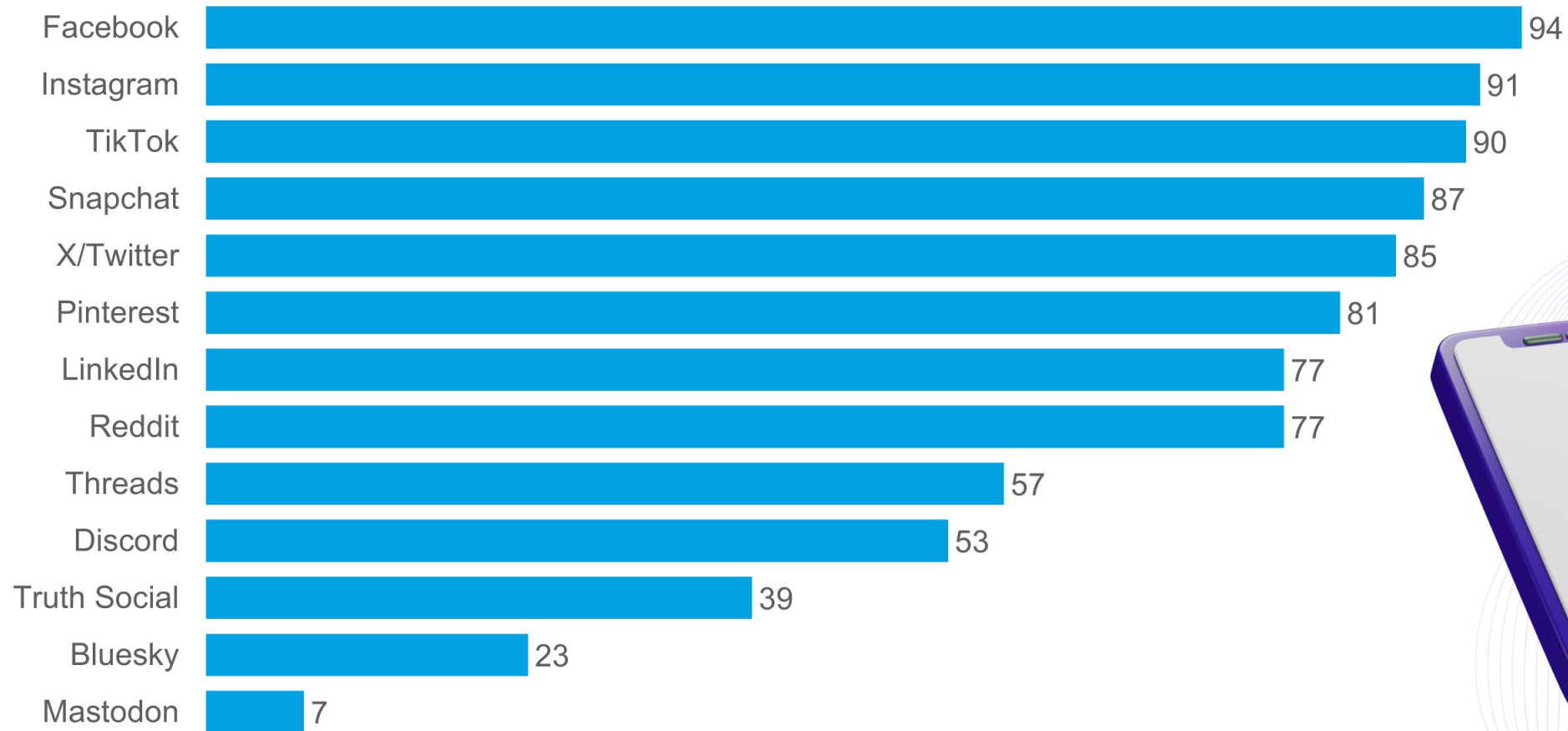
Estimated  
248 Million



# Social Media Brand Awareness

TOTAL U.S. POPULATION 12+

% AWARE OF SOCIAL MEDIA BRAND



# Methodology



2,253 total online interviews

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National sample of persons age 13+

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Conducted October 03 – 29, 2025

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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

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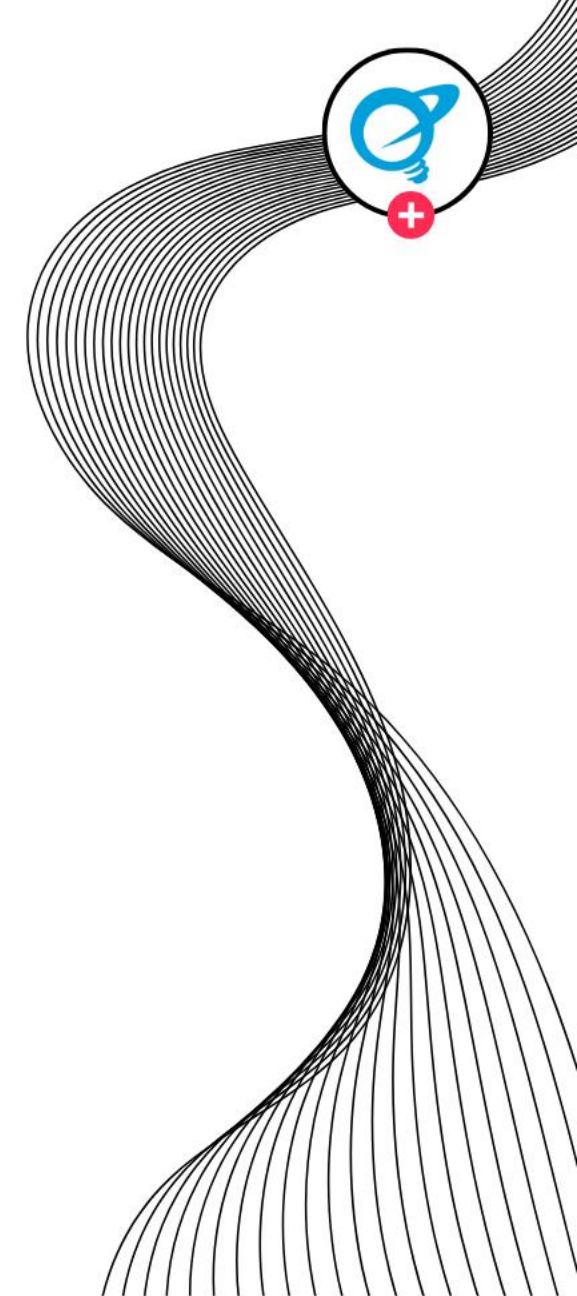
TikTok is a platform for discovery, especially when it comes to finding music, podcasts, or audiobooks

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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

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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

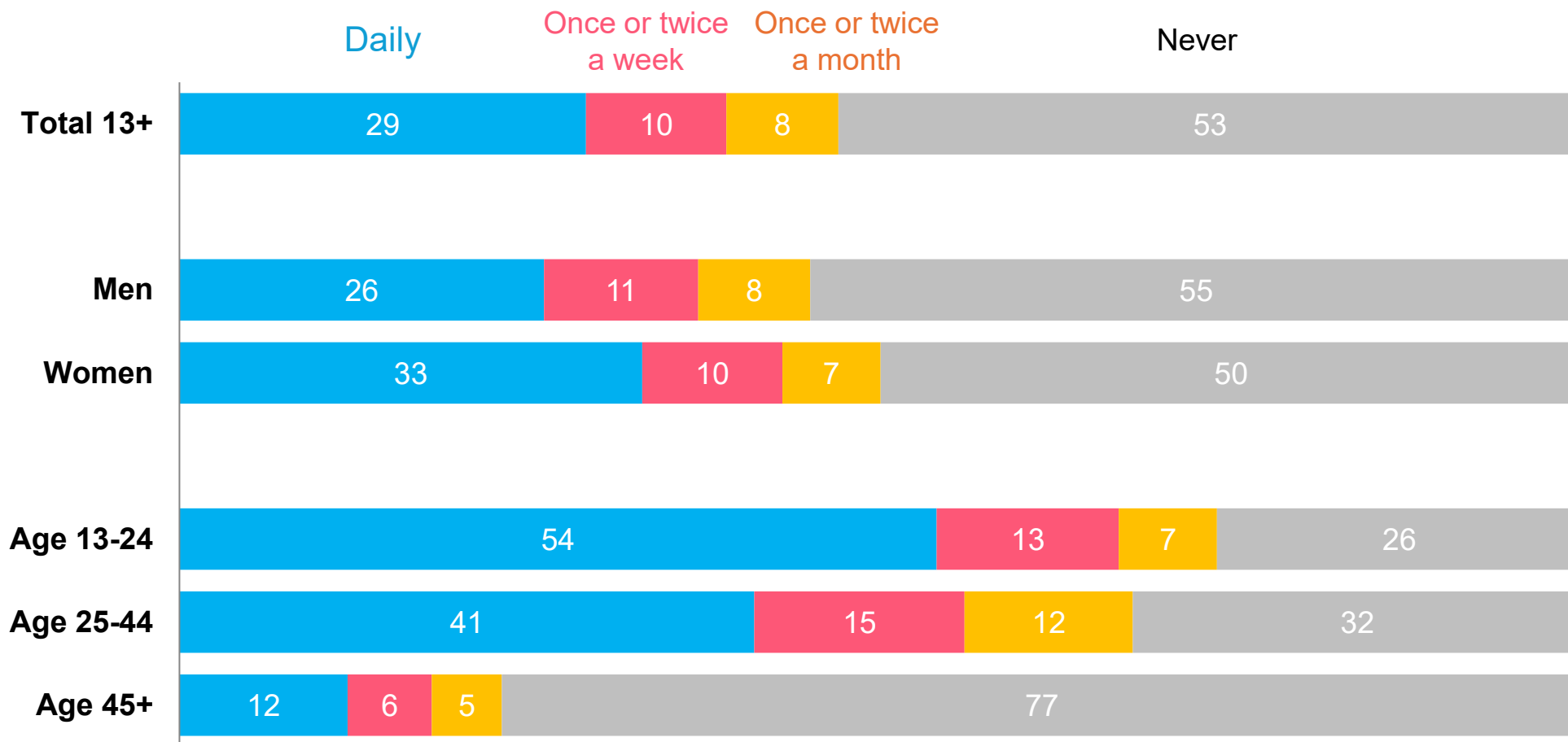




# TikTok Usage

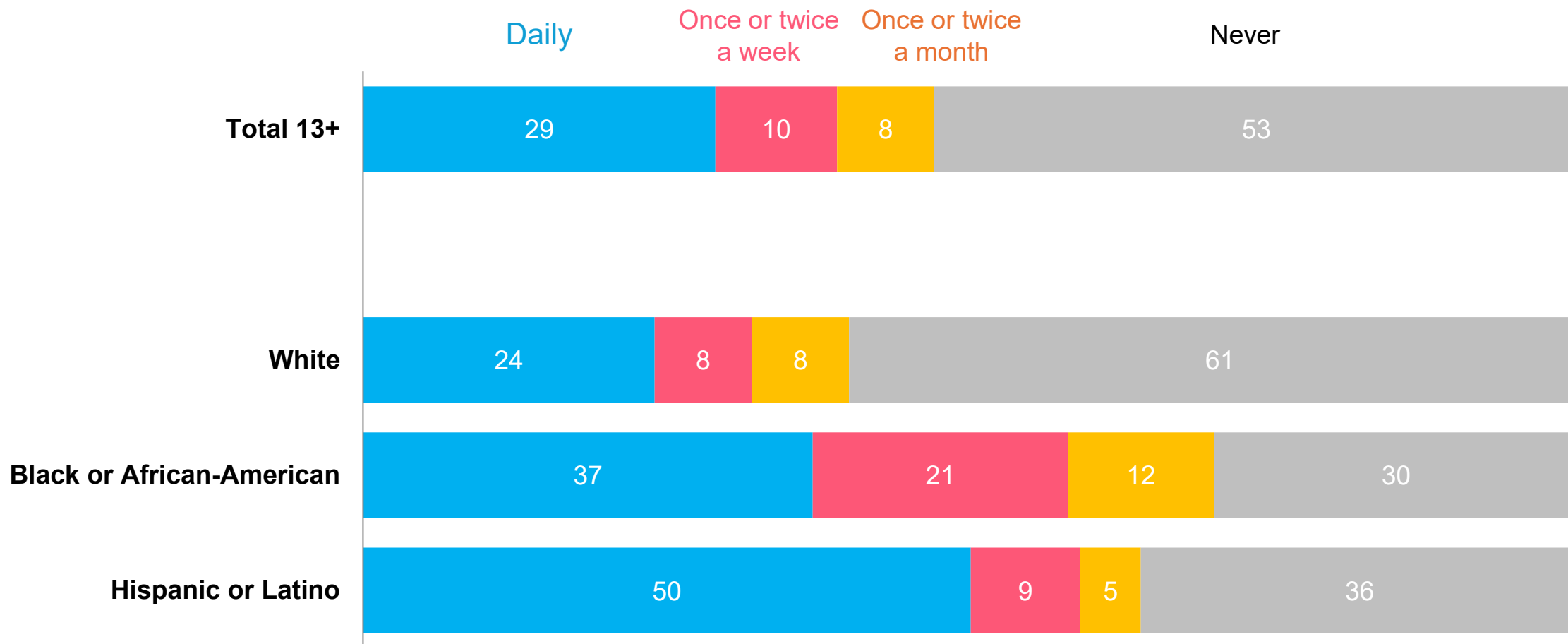


# How often do you visit TikTok?





# How often do you visit TikTok?





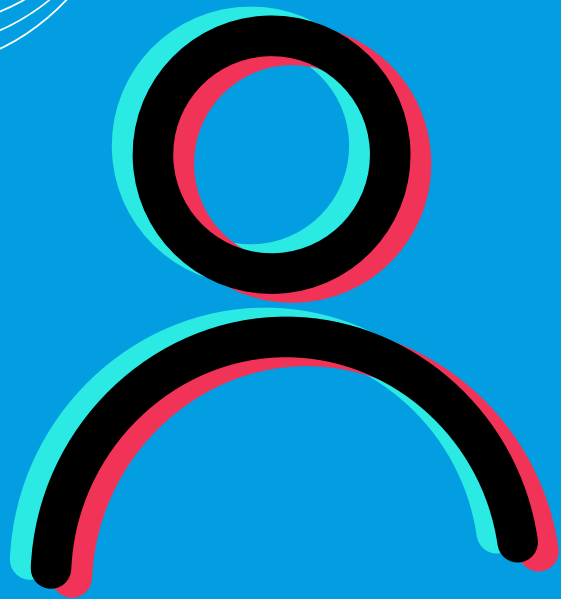
112

million  
Americans 13+

*use TikTok at  
least weekly*

Weekly TikTok  
Users 13+  
39%

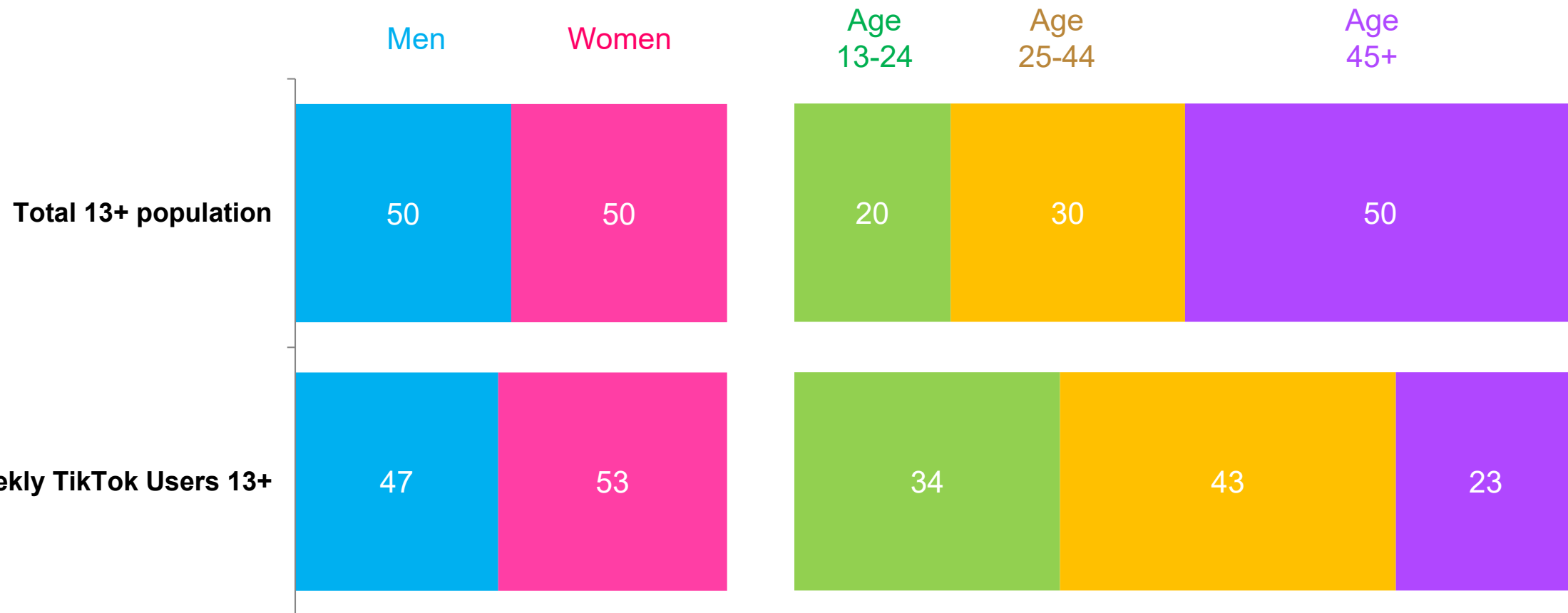




# Profile of Weekly TikTok Users 13+

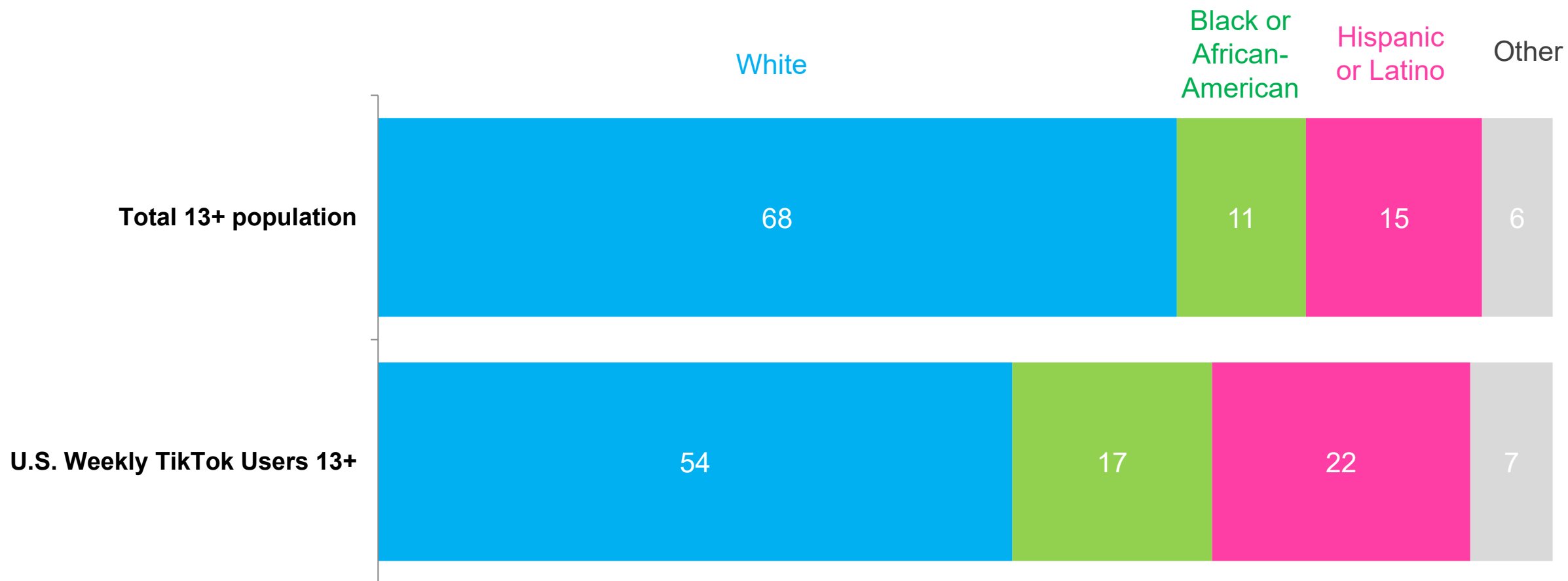


# Audience Profile





# Audience Profile

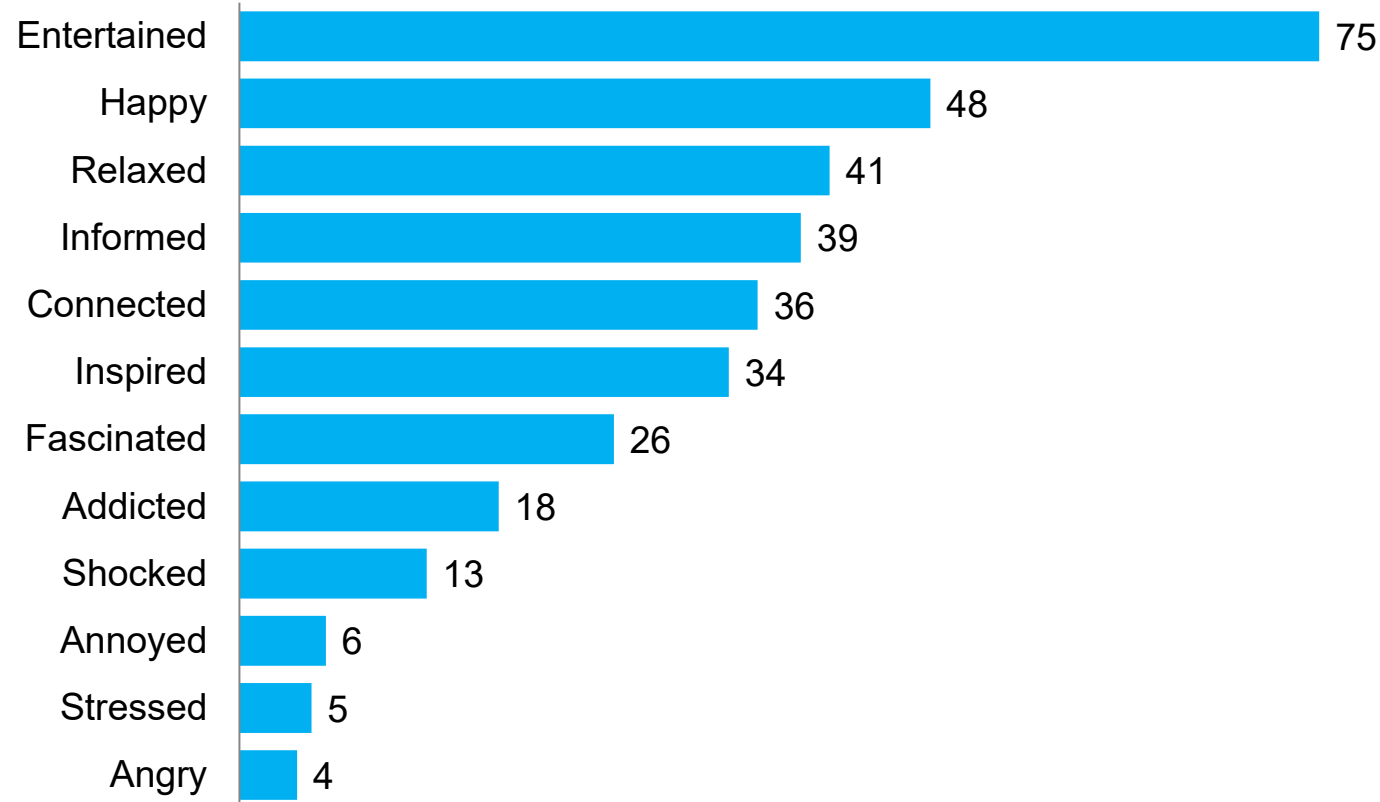




# TikTok Feels

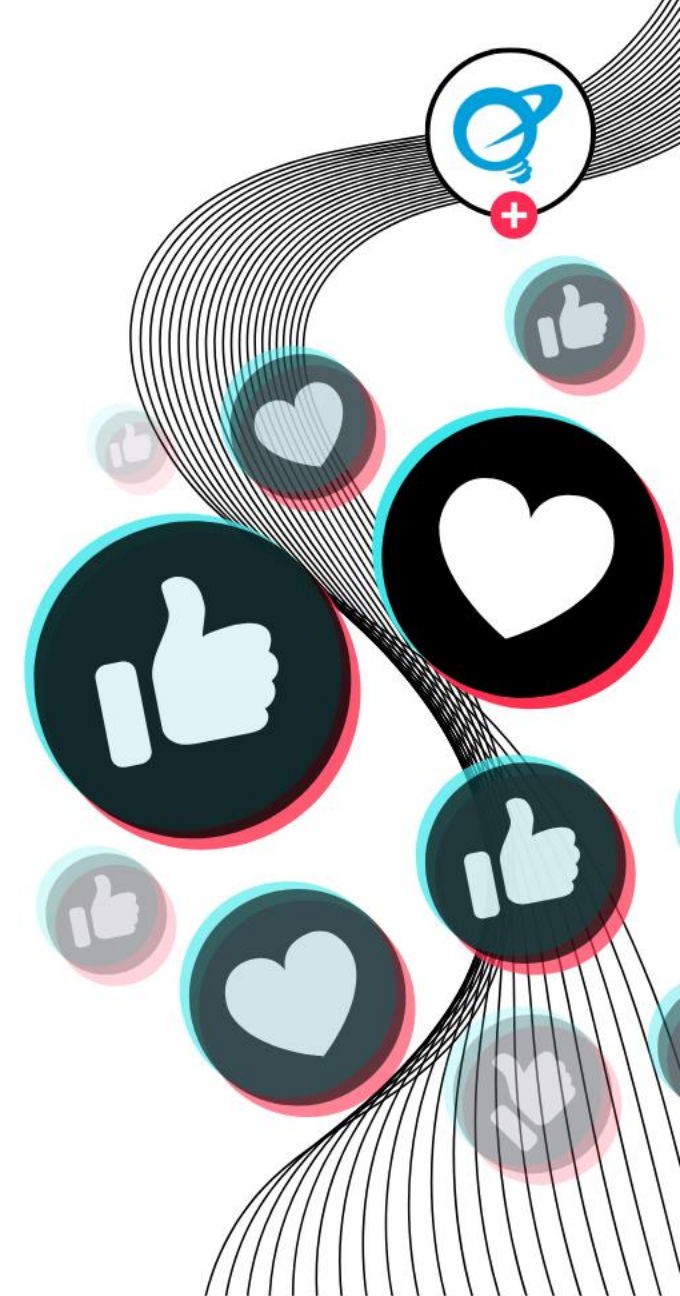


# Which of the following adjectives describe how you feel when using TikTok?



% selecting adjective  
*Multiple responses accepted*

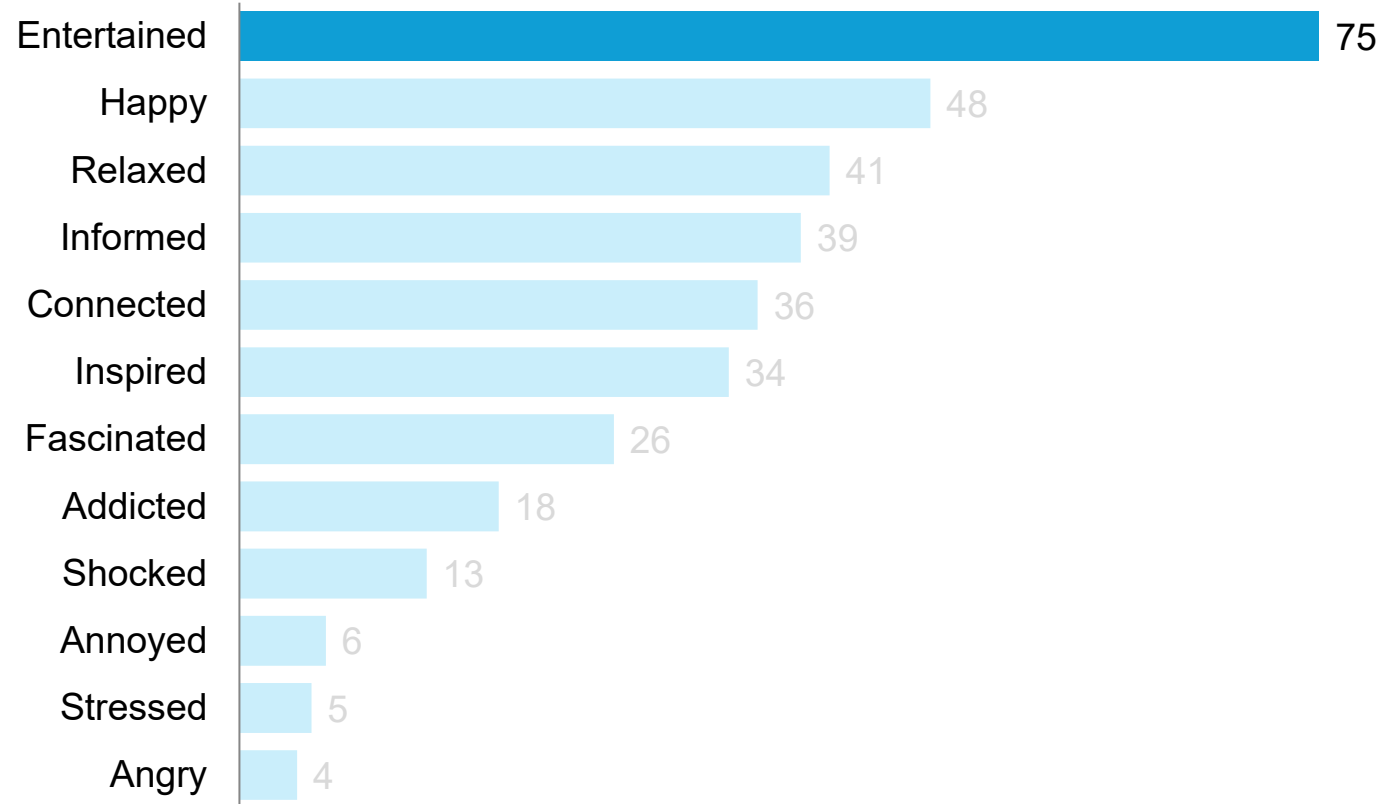
Base: Weekly TikTok Users (N=892)



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



% selecting adjective  
*Multiple responses accepted*







# 87%

of U.S. Weekly  
TikTok Users 13+

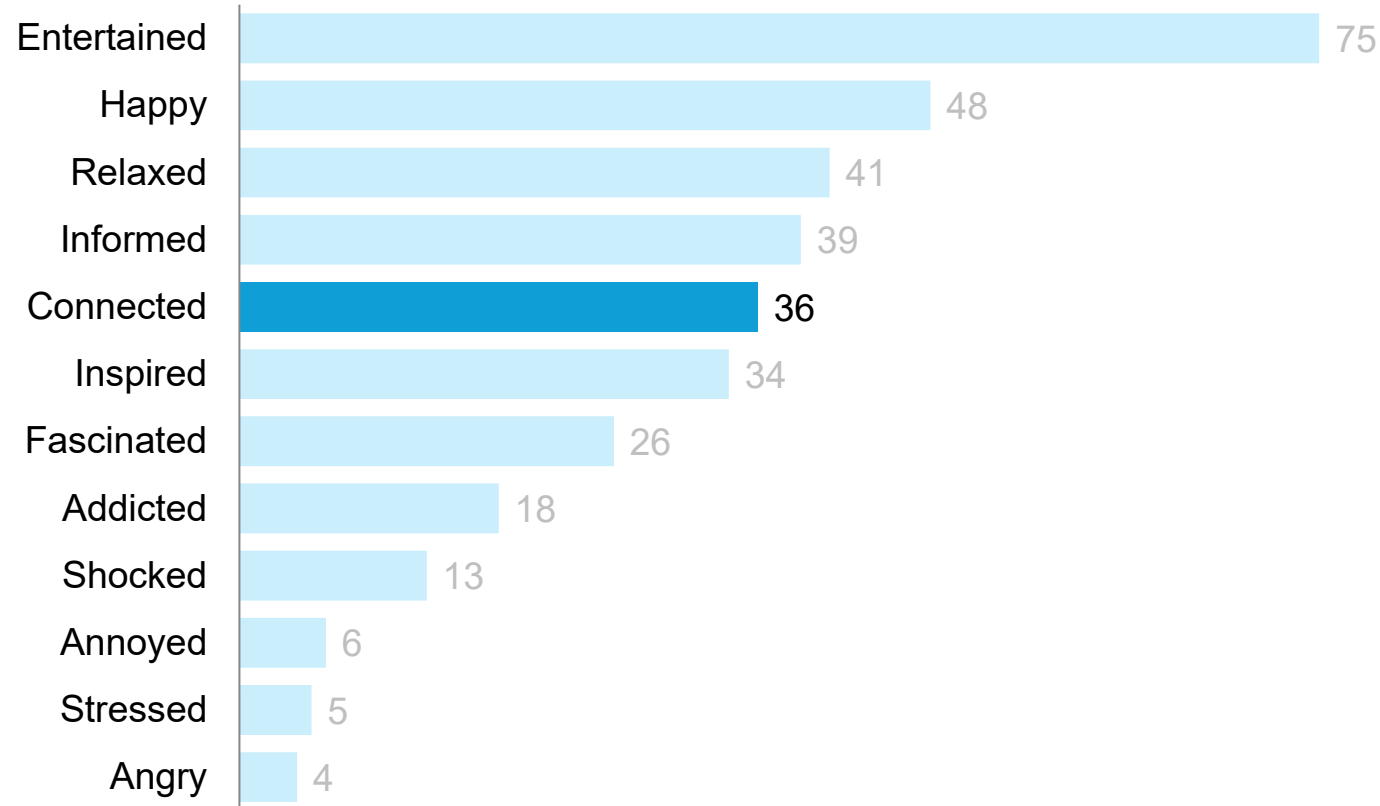
*agree that TikTok  
helps them escape the  
stress of everyday life*



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



% selecting adjective  
*Multiple responses accepted*

Base: Weekly TikTok Users (N=892)



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# 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

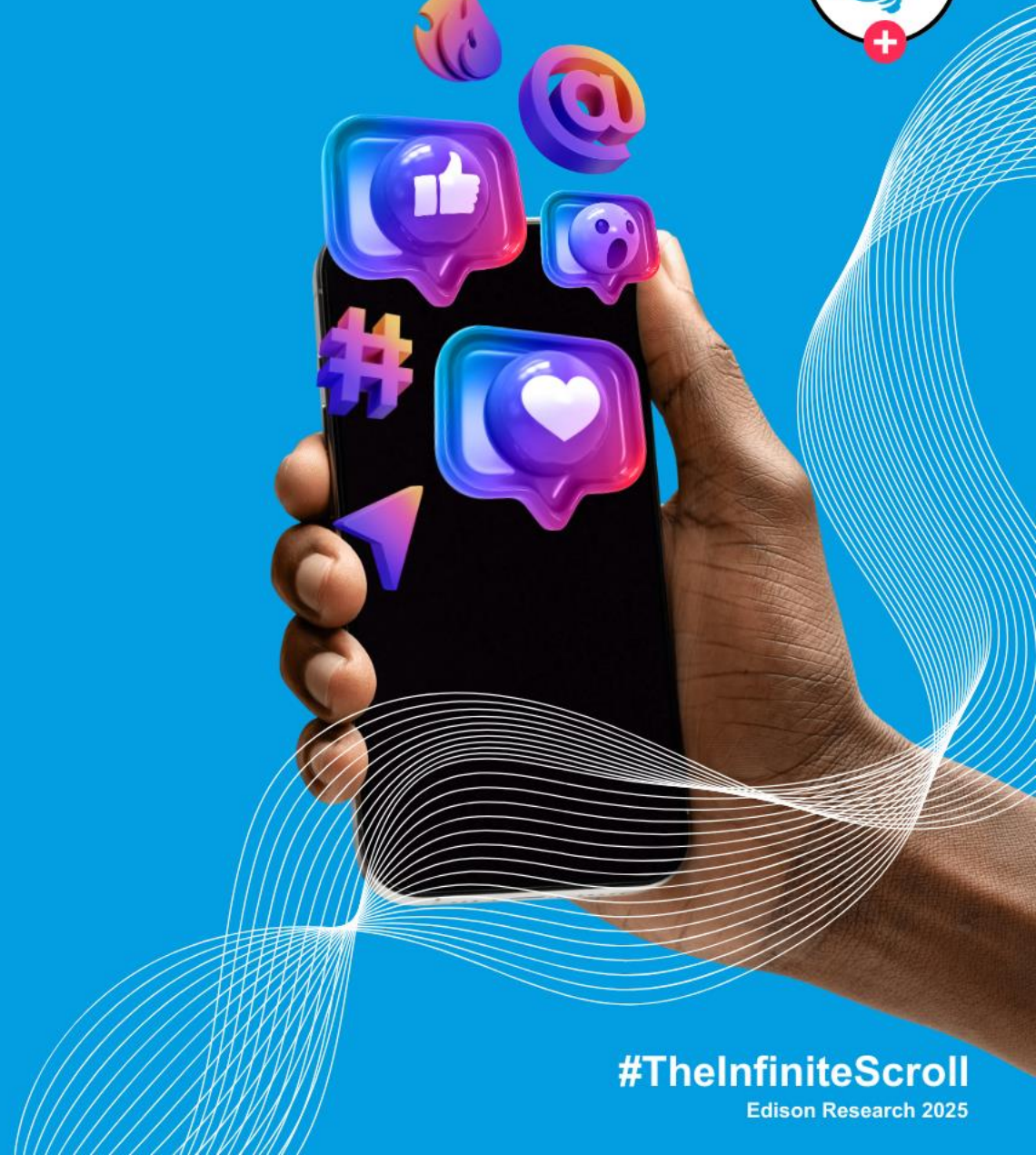
## 69%

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

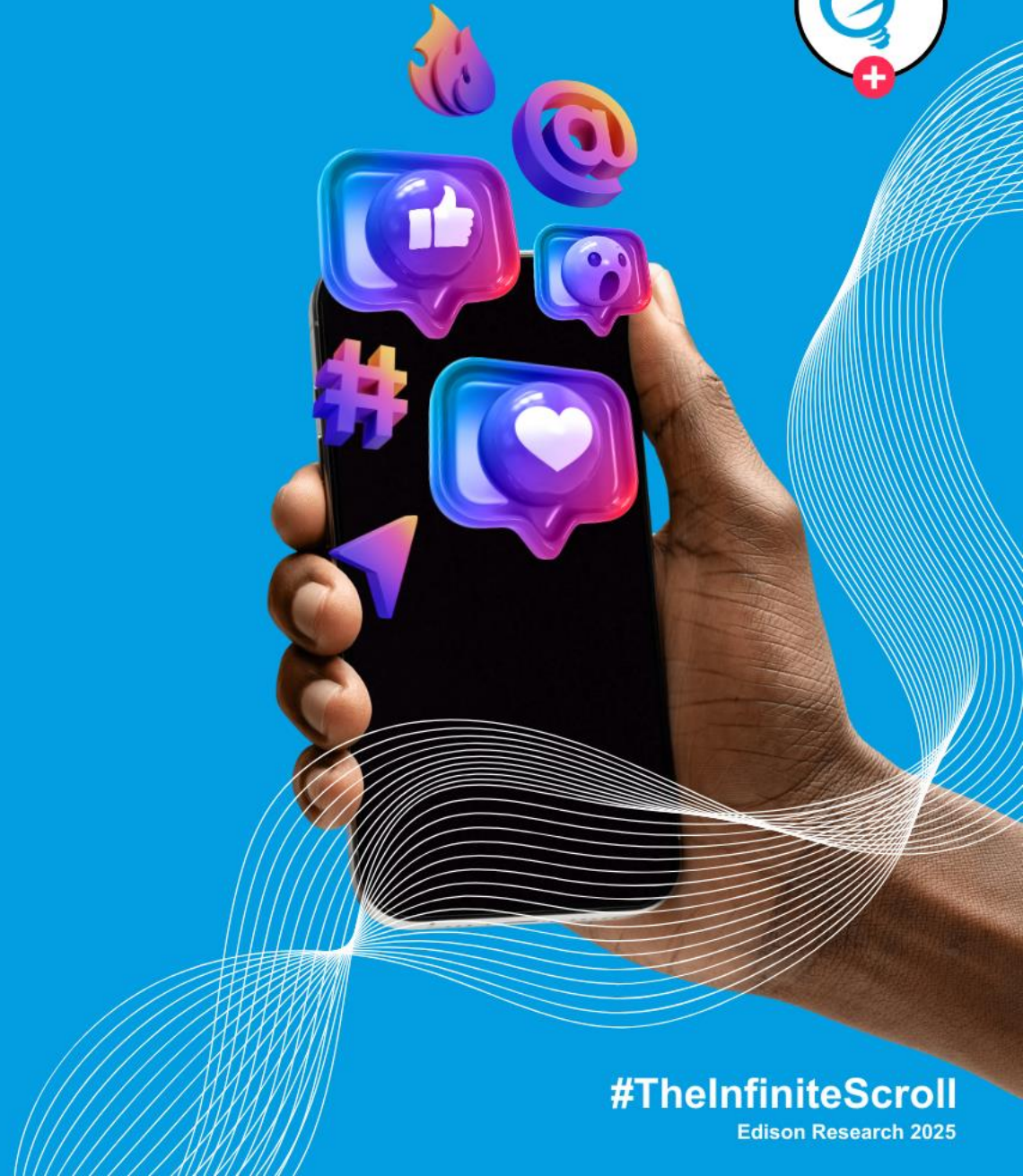
# 69%

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%

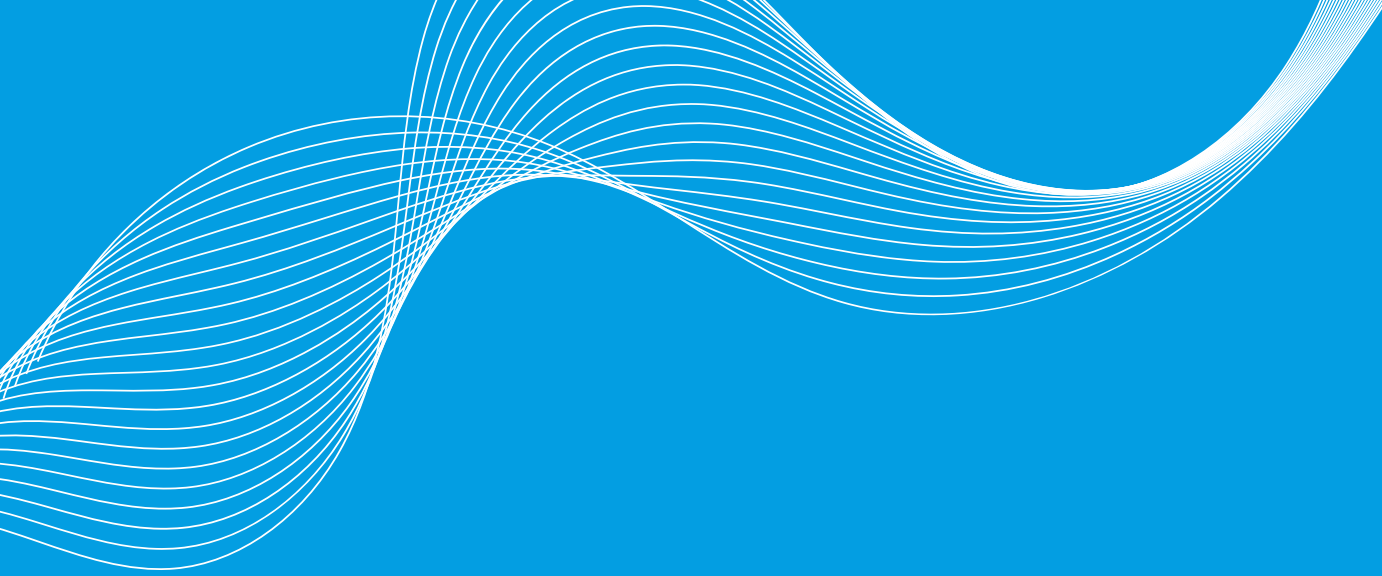
Age  
45+

Base: Weekly TikTok Users (N=892)



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# TikTok Usage



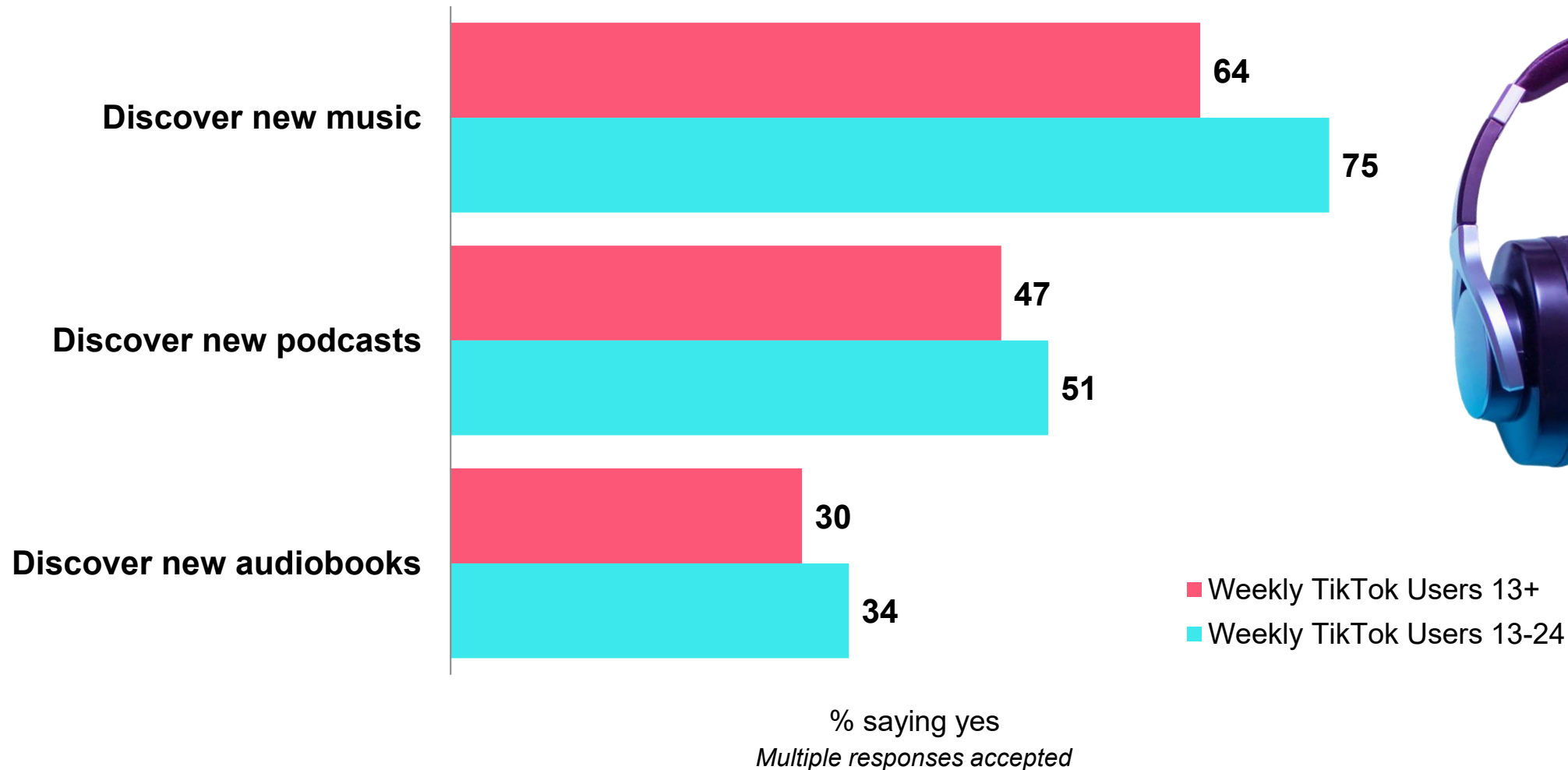
# 58%

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



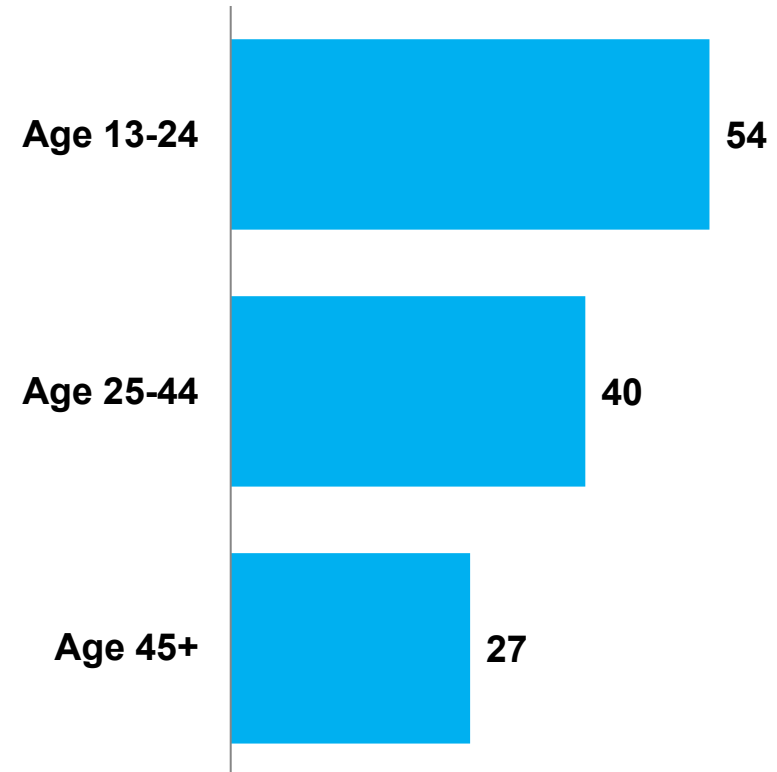


# 42%

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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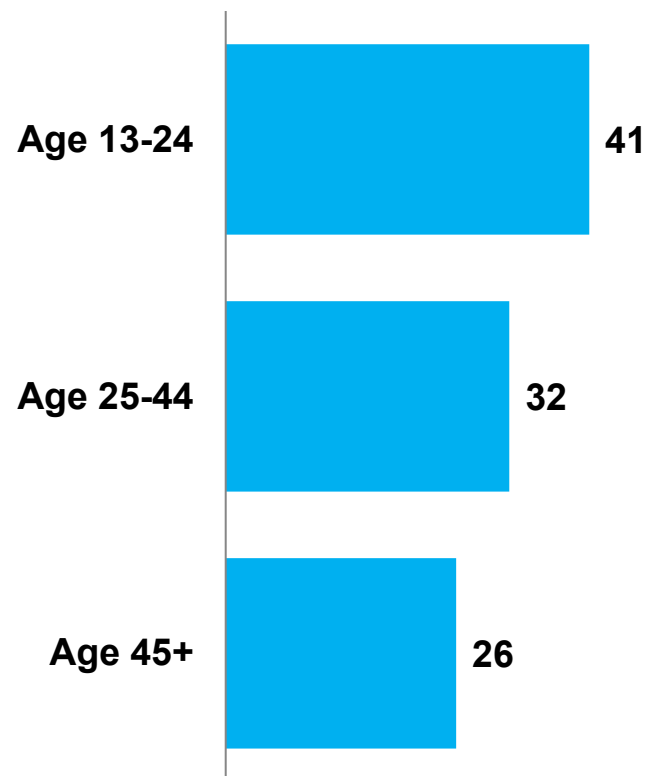


# 34%

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



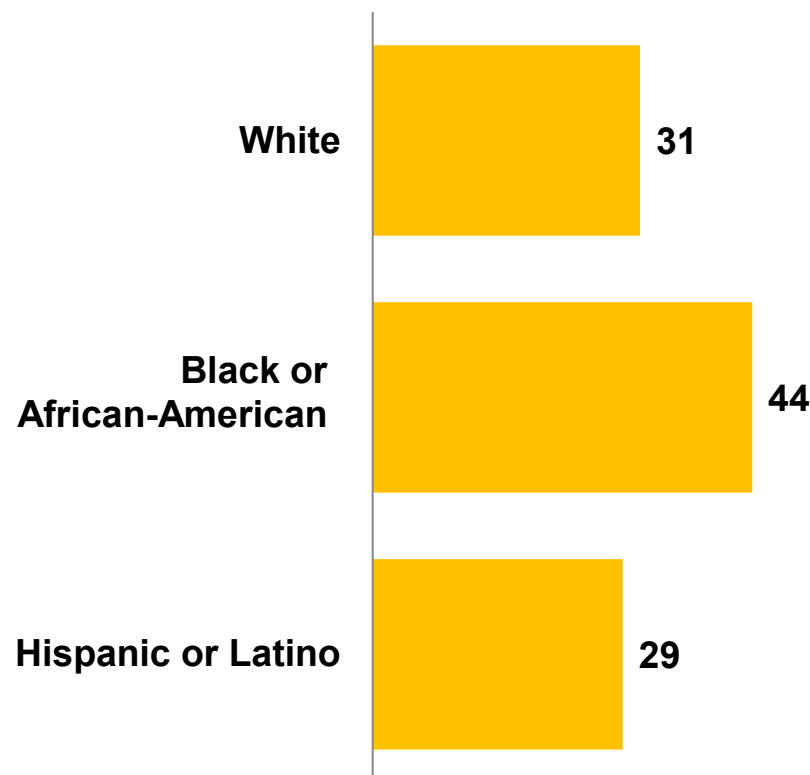


# 34%

of U.S. Weekly  
TikTok Users

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

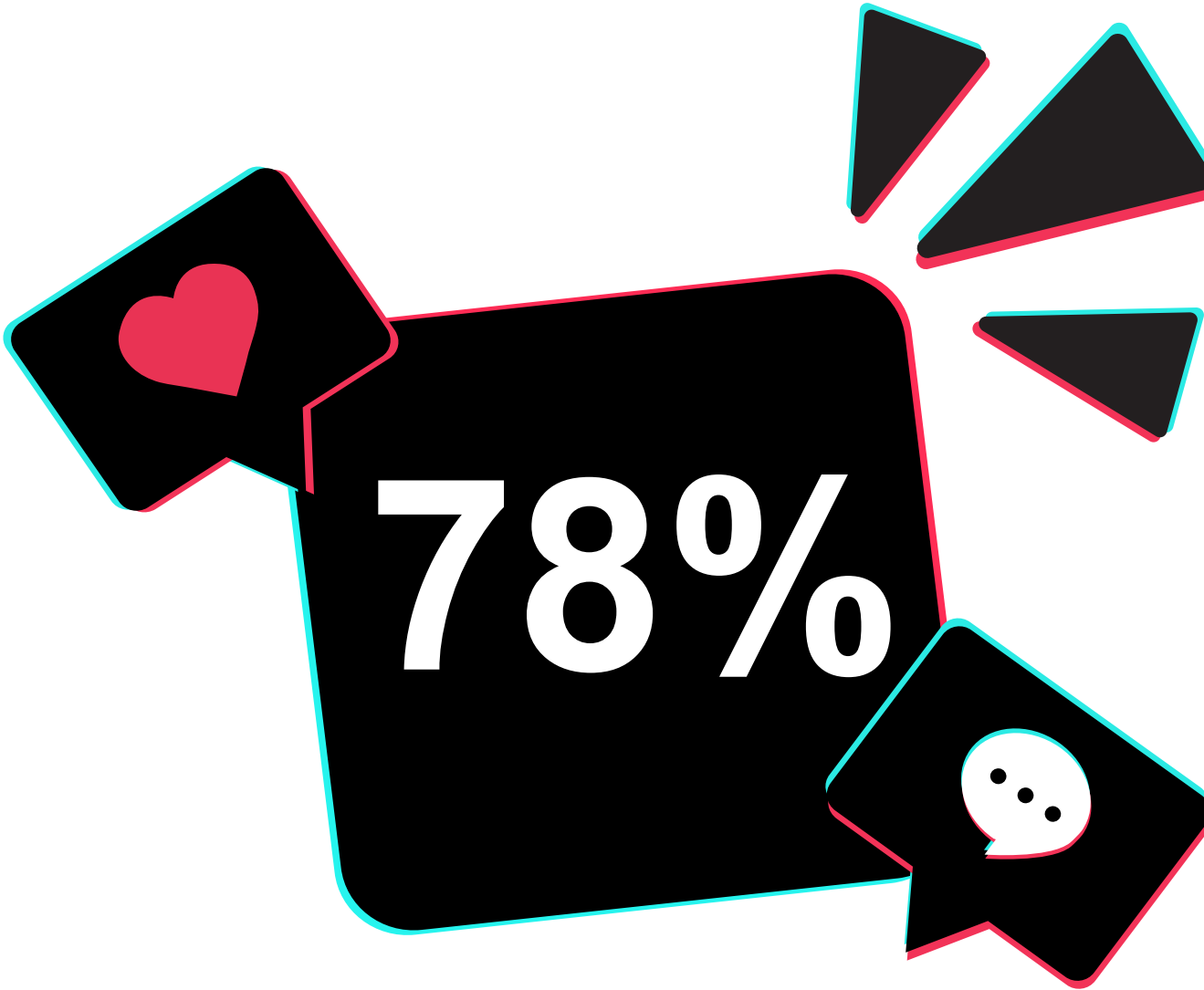
% who have tried to limit or stop  
their usage of TikTok:  
by ethnicity





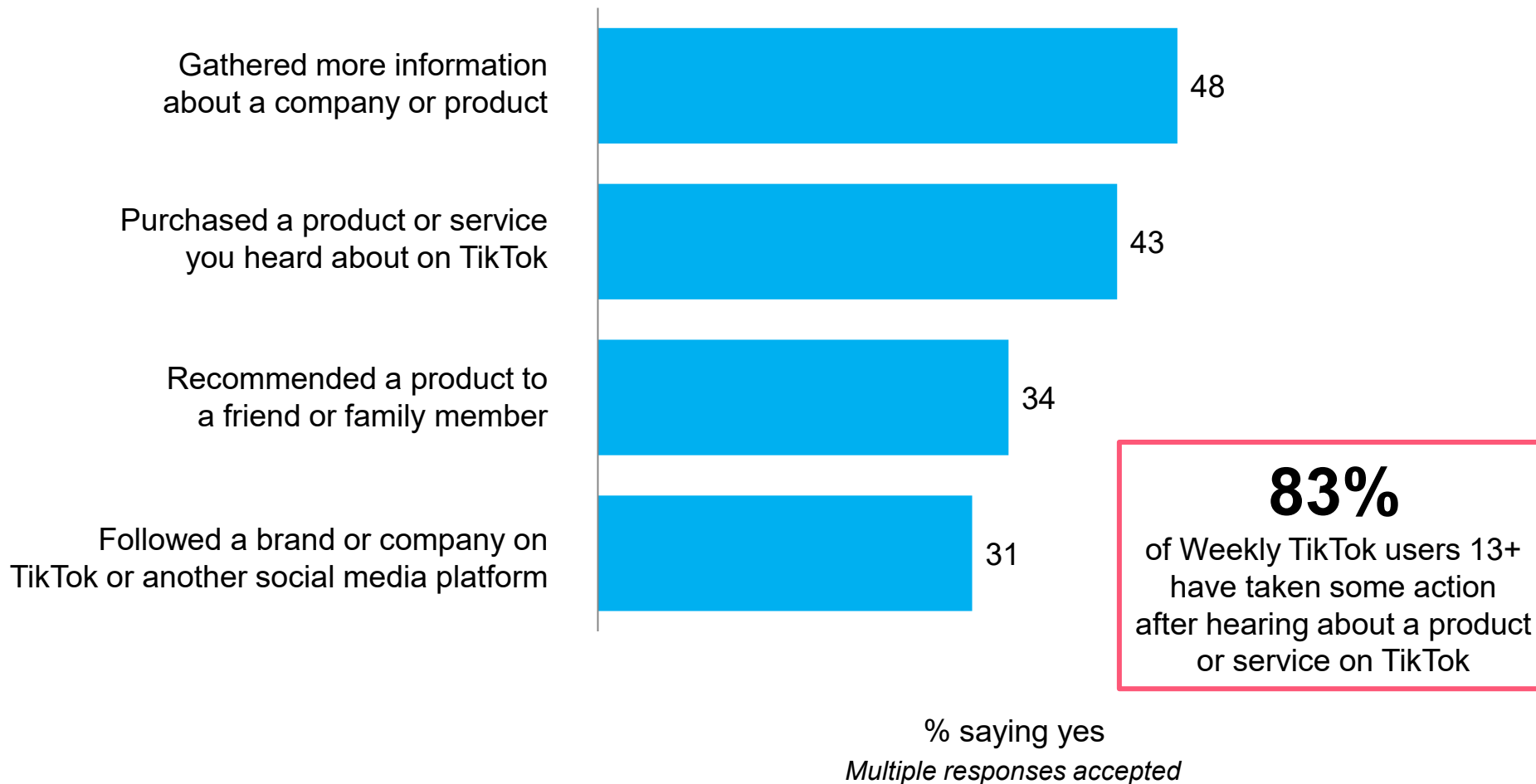


# Advertisements on TikTok



**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?



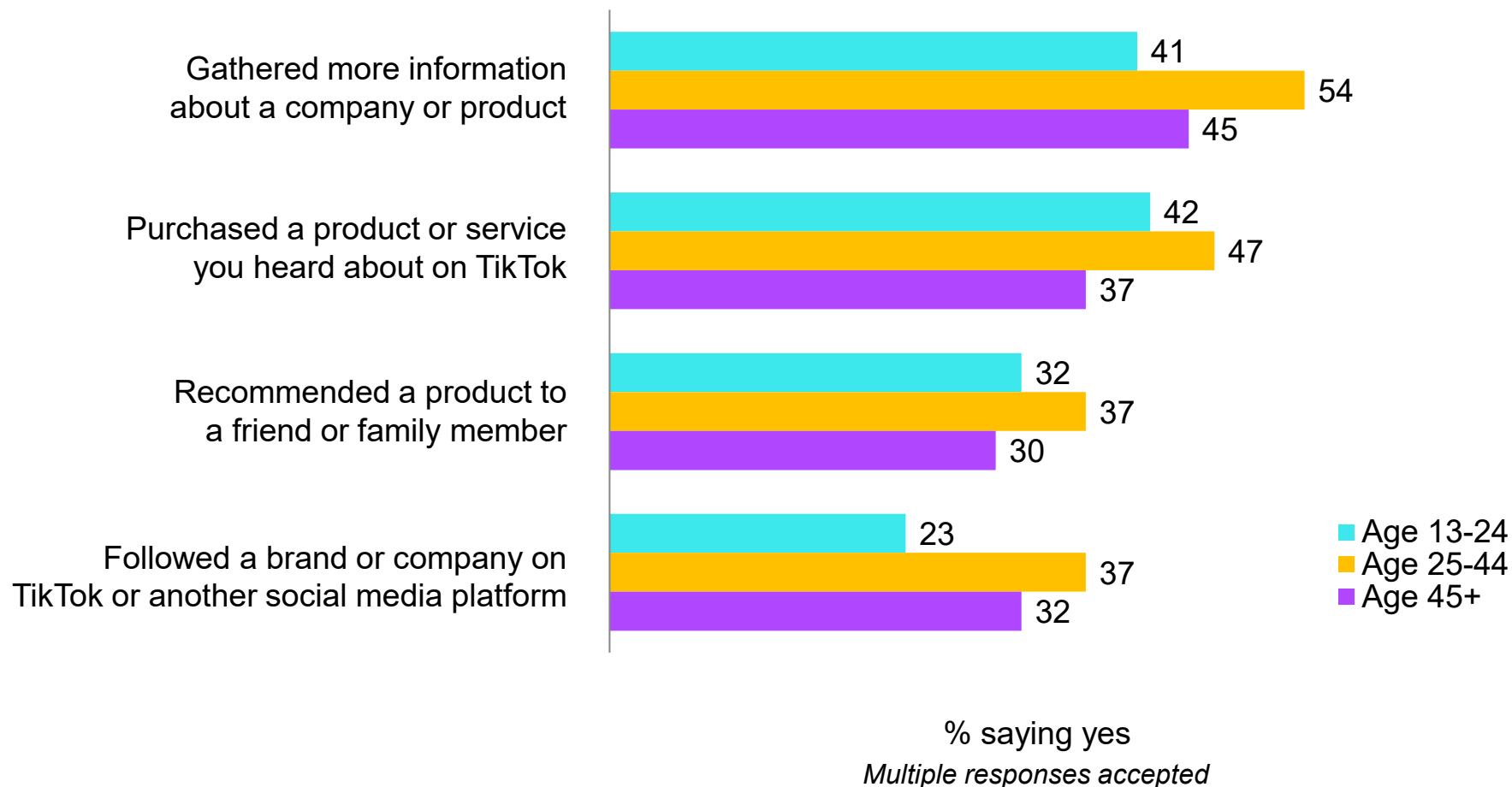
Base: Weekly TikTok Users 13+ who have ever seen or heard an ad on TikTok



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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

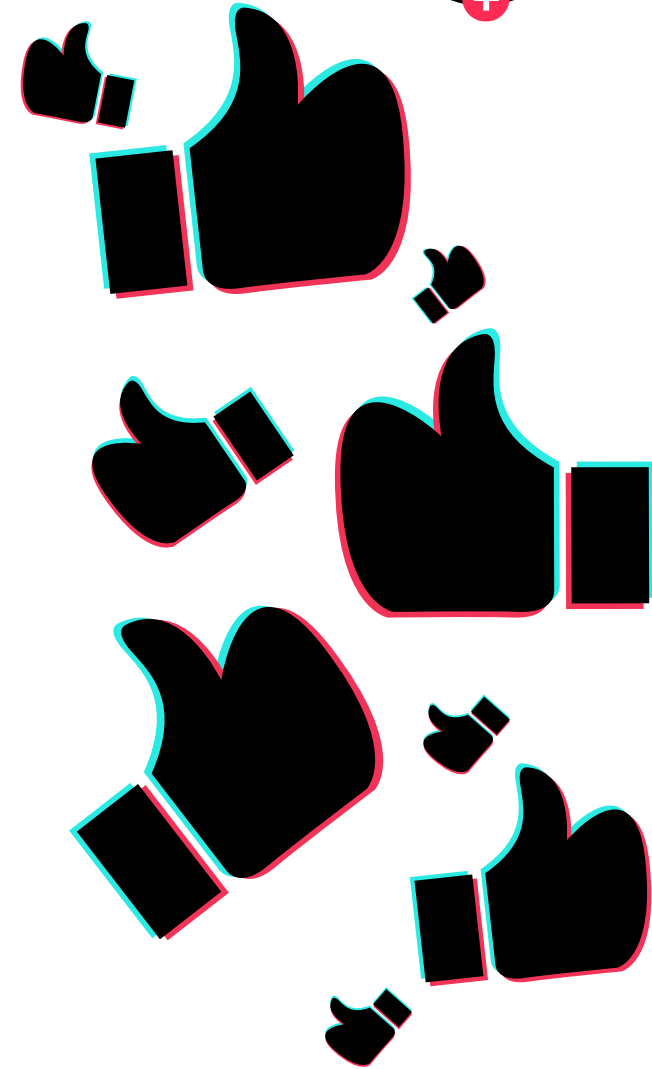
TikTok sometimes makes you feel badly about yourself

**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%

White

59%

Black or AA

40%

Hispanic/  
Latino

TikTok has content that you can't find anywhere else

53%

White

60%

Black or AA

40%

Hispanic/  
Latino

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

32%

White

40%

Black or AA

16%

Hispanic/  
Latino

TikTok sometimes makes you feel badly about yourself

18%

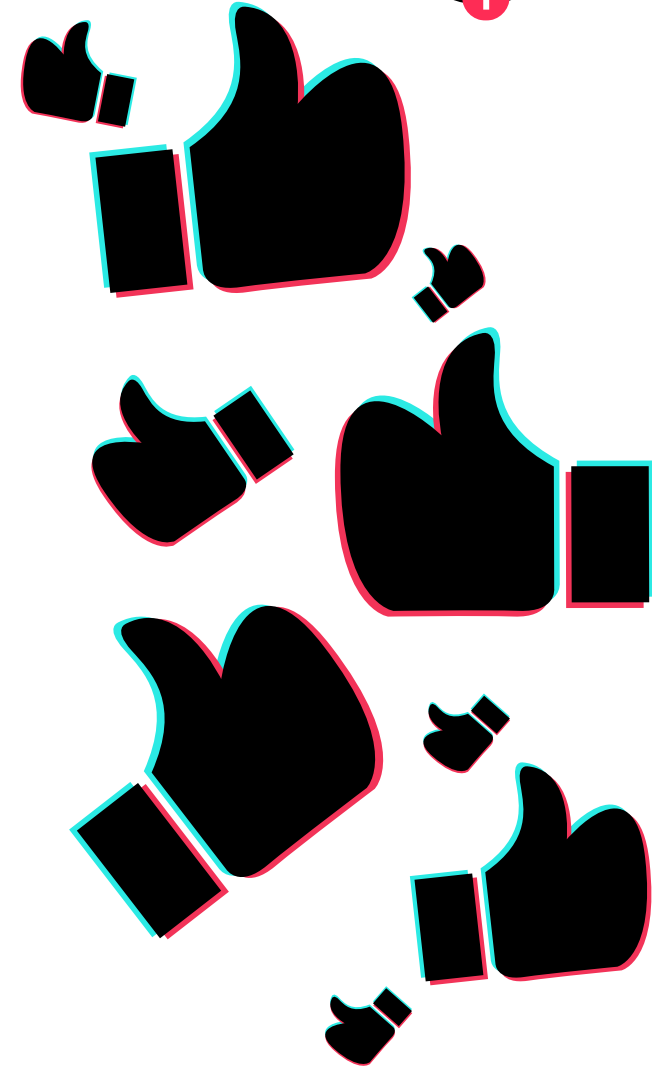
White

13%

Black or AA

25%

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*

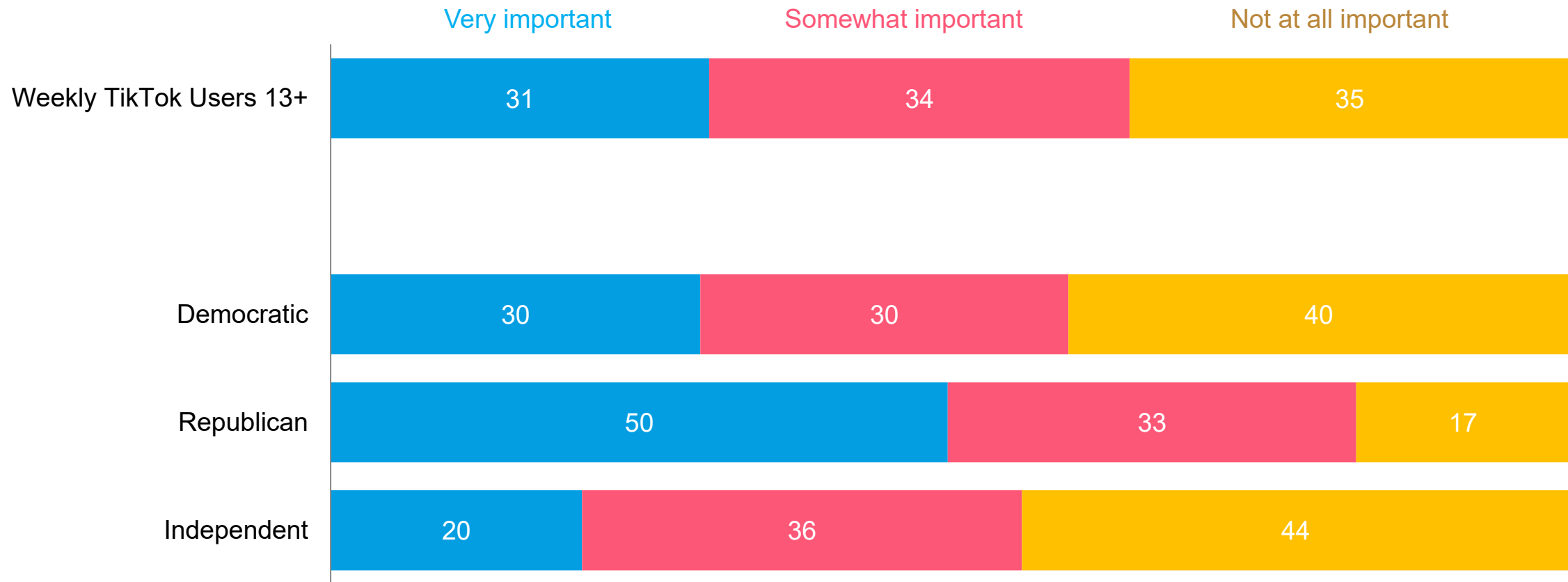


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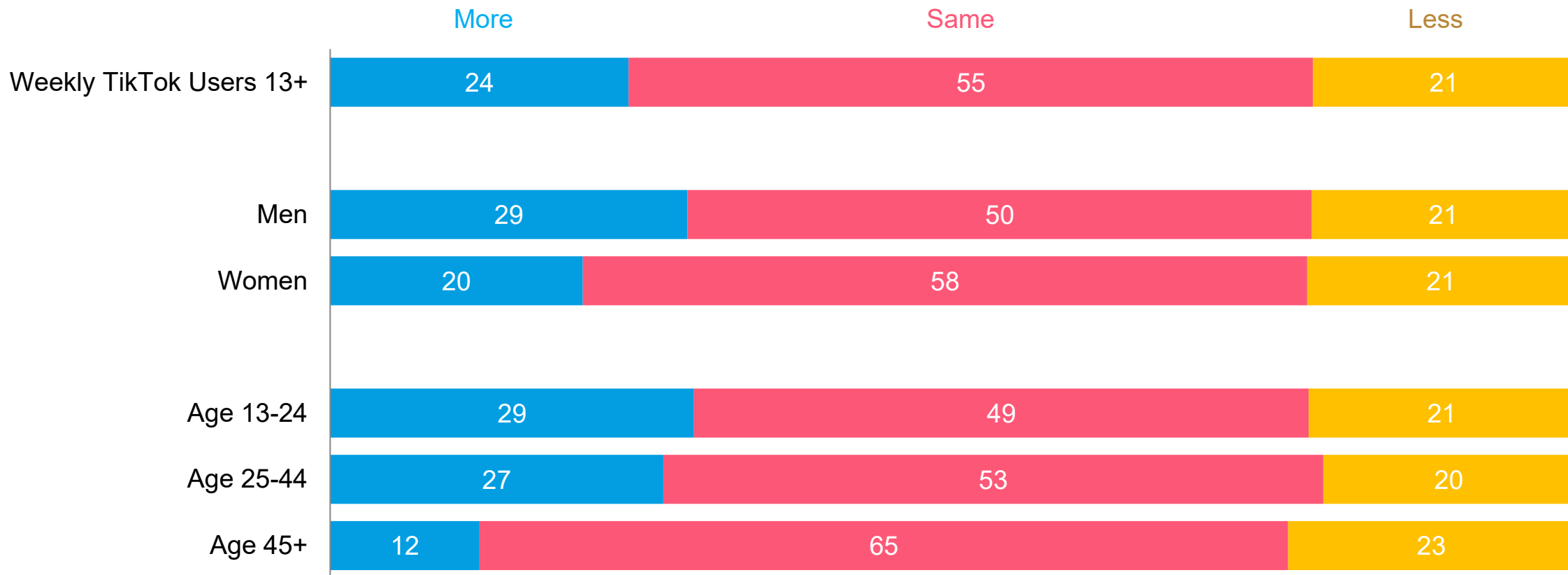
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# How important is it to you that TikTok is owned by an American company?



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?



Perceptions of TikTok are mainly 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

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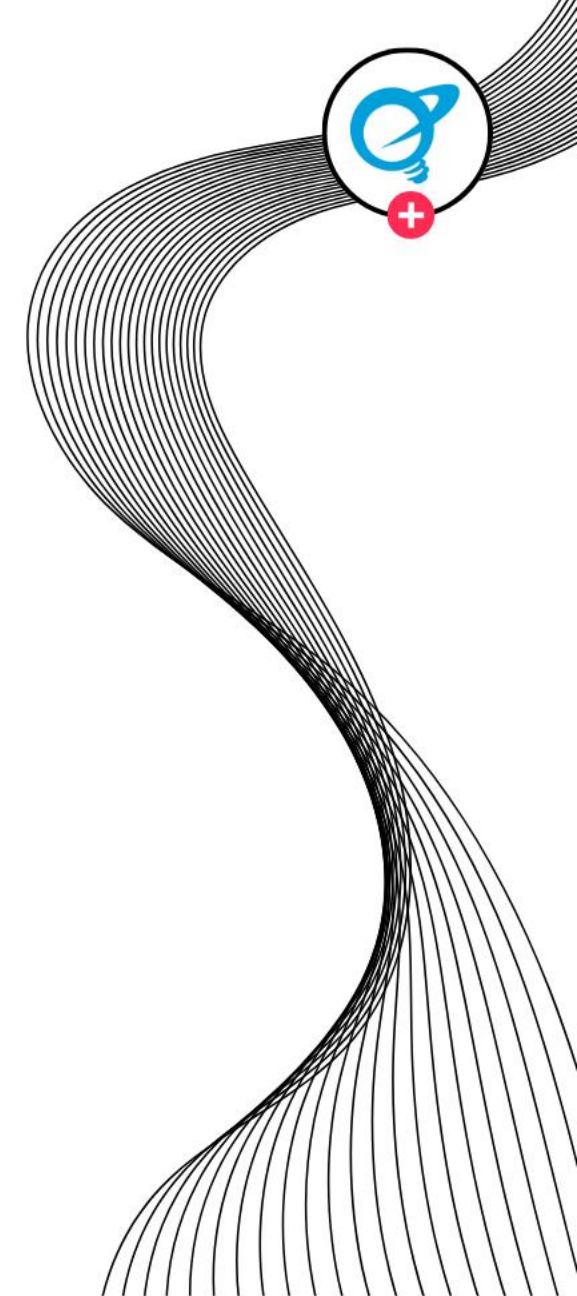
TikTok is a platform for discovery, especially when it comes to finding music, podcasts, or audiobooks

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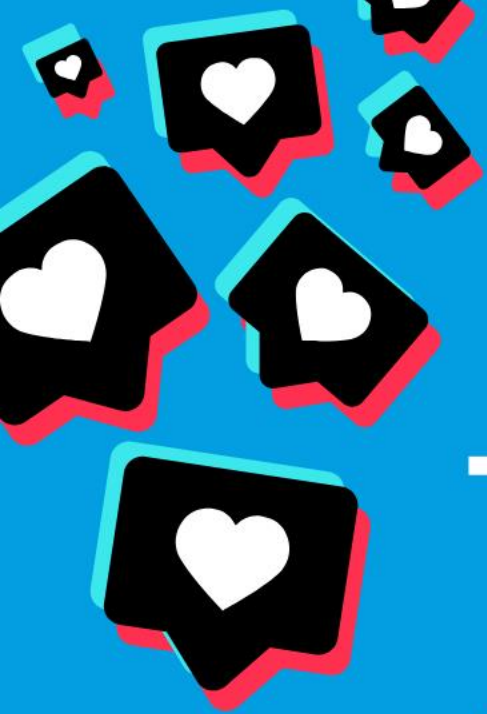
Many TikTok users believe they spend too much time using the platform and some have taken steps to limit or stop their usage, especially 13–24 year-olds

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Weekly 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







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