PREPARED BY PF Global Advice | Research | Argument | COMMISSIONED BY TikTok USDS JV

TikTok's Economic Impact in Connecticut

Supporting Connecticut's Economy

62.4K
Connecticut businesses use TikTok

62.4 thousand businesses actively use TikTok in Connecticut. 64% of Connecticut businesses say TikTok is an essential tool for modern U.S. businesses.

$600M
in GDP for businesses in Connecticut

Generated with the help of TikTok's platform in 2025.

2.8K
jobs supported in Connecticut

Supported in 2025 by Connecticut businesses advertising and promoting their products on TikTok.

Providing Value for Connecticut's Businesses

84% increased sales
84% of Connecticut businesses using TikTok say it increased their sales, and 80% sold out of a product after promoting it there.

79% hired an employee
79% of Connecticut businesses using TikTok have hired someone they first found or contacted on the platform (70% of SMBs).

75% scaled operations
75% of Connecticut businesses using TikTok say it helped them scale, from new hires to expanding to new locations (65% of SMBs).

79% gained investments
79% of Connecticut businesses using TikTok have attracted a new investor or investment through it (71% of SMBs).

81% increased reach
81% of Connecticut businesses using TikTok say it helps them reach customers they otherwise couldn't.

93% need TikTok's AI tools for competitive marketing
93% of Connecticut businesses using TikTok's AI tools say they are important for competitive marketing.

Fueling Discovery and Growth

61%
Discovered a local business

61% of Connecticut TikTok users say it helps them discover local businesses and events; 55% have spent money on a local event after seeing it advertised there.

44%
Aspire to start a business

44% of Connecticut TikTok users hope to start a business within five years, with 60% saying the idea relates to what they see or post there.

39%
Explored their state

39% of Connecticut TikTok users have visited another part of the state after watching a trending TikTok.

52%
Charted future career paths

52% of Connecticut TikTok users aged 18-29 say TikTok has helped them understand future career paths.

About TikTok U.S.

Established in 2026 to operate and secure TikTok's U.S. platform, TikTok USDS Joint Venture (TikTok U.S.) enables 200 million Americans and 8.5 million U.S. businesses to create, discover, and connect. In compliance with federal mandates, TikTok U.S. safeguards the American experience through comprehensive data privacy and cybersecurity protocols, independent software assurance that validates source code, trust and safety measures, and an algorithm retrained exclusively on U.S. user data.

In collaboration with TikTok U.S., PF Global measured the economic impact of the TikTok platform to local communities and businesses across the United States. PF Global fielded two independent, nationally representative surveys - a consumer survey of 11,123 U.S. adults and a business survey of 5,100 U.S. businesses, including 2,741 small- to mid-sized businesses (SMBs) - to learn how businesses and users interact with the app and leverage its economic and social opportunities.