

TikTok's Economic Impact in New Jersey

Supporting New Jersey's Economy

 **210.7K**
New Jersey businesses use TikTok

210.7 thousand businesses actively use TikTok in New Jersey. 61% of New Jersey businesses say TikTok is an essential tool for modern U.S. businesses.

 **\$1.8B**
in GDP for businesses in New Jersey

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

 **8.9K**
jobs supported in New Jersey

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

Providing Value for New Jersey's Businesses

85% **increased sales**
85% of New Jersey businesses using TikTok say it increased their sales, and 81% sold out of a product after promoting it there.

78% **hired an employee**
78% of New Jersey businesses using TikTok have hired someone they first found or contacted on the platform (69% of SMBs).

74% **scaled operations**
74% of New Jersey businesses using TikTok say it helped them scale, from new hires to expanding to new locations (64% of SMBs).

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

82% **increased reach**
82% of New Jersey businesses using TikTok say it helps them reach customers they otherwise couldn't.

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

Fueling Discovery and Growth

 **65%**
Discovered a local business
65% of New Jersey TikTok users say it helps them discover local businesses and events; 55% have spent money on a local event after seeing it advertised there.

 **47%**
Aspire to start a business
47% of New Jersey TikTok users hope to start a business within five years, with 61% saying the idea relates to what they see or post there.

 **40%**
Explored their state
40% of New Jersey TikTok users have visited another part of the state after watching a trending TikTok.

 **58%**
Charted future career paths
58% of New Jersey 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.