MEASURING THE DIGITAL ECONOMY:
How the Internet is Powering U.S Growth

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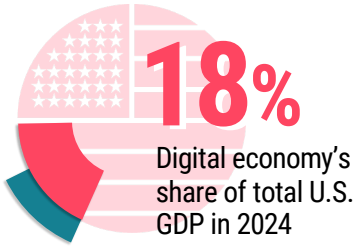
Measuring the Digital Economy: Advertising, Content, Commerce, and Innovation, led by Harvard Business School Professor Emeritus John Deighton, explores the internet's expanding impact on the U.S. economy. The 2025 edition of IAB's quadrennial report finds the digital economy now drives $4.9 trillion of economic value — 18% of U.S. GDP — and supports 28.4 million jobs across technology, media, education, retail, finance, and beyond. The following information illustrates the transformative effect on job creation and economic growth across the U.S.

The Digital Economy Is the Leading Driver of U.S. GDP Growth

Total value of the digital economy in 2024

$4.9T

DOUBLED from $2.45T in 2020

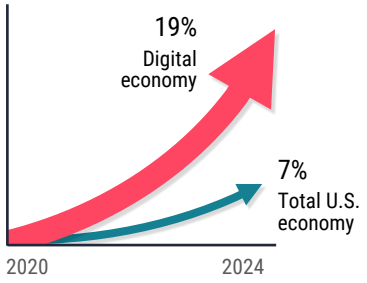


18%

Digital economy's share of total U.S. GDP in 2024

11% Share of U.S. GDP in 2020

ANNUAL ECONOMIC GROWTH RATE SINCE 2020 (GDP)



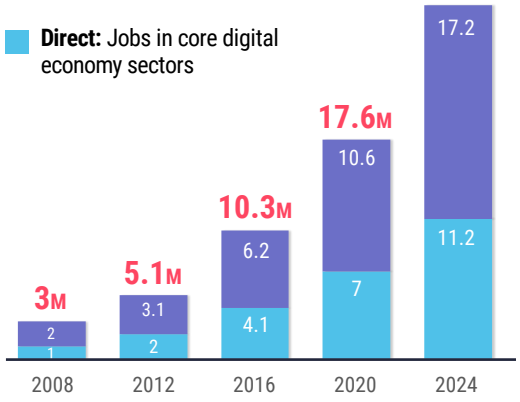
Digital economy is growing **2.7x** faster than the total economy

The National Job Growth Engine

U.S. INTERNET-DEPENDENT JOBS

Indirect: Jobs in sectors supported by digital activity

Direct: Jobs in core digital economy sectors

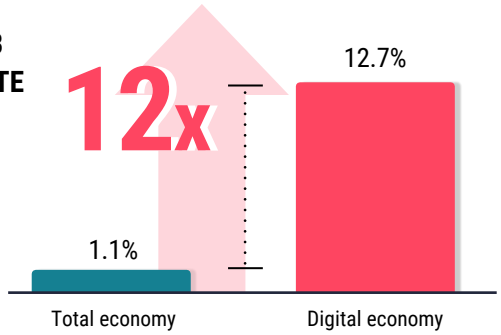


28.4M Total internet-dependent jobs in 2024

61% Growth since 2020

ANNUAL JOB GROWTH RATE SINCE 2020

12x



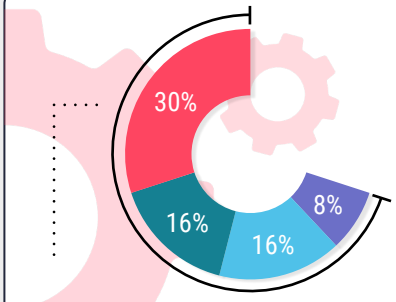
Creators Are the Fastest Growing Segment

1.5M The number of full-time equivalent (FTE) creators in the U.S.

Creators account for **more than 1 out of every 10** FTE internet-dependent jobs

7.5x Growth since 2020—up from 200,000 jobs

A Democratized Workforce



70% of digital job growth is concentrated in four key segments

- Digital creators building businesses through content and community
- Employees of large integrated firms like Amazon, Alphabet & Meta
- Online merchants growing their businesses through e-commerce marketplaces
- Platform workers using services like DoorDash, Uber, Instacart, and Airbnb

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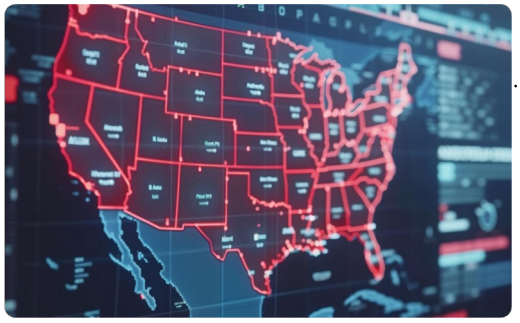
The Digital Economy Reaches Every U.S. Congressional District



435 U.S. Congressional Districts are each home to citizens with internet-dependent jobs.

While Silicon Valley and the top 10 districts lead in internet-dependent employment, they account for just one-eighth of all U.S. digital economy jobs. This underscores the decentralized nature of the digital economy and its role as a vital source of jobs and income in every corner of the country.

Internet Job Growth by State

State	2024 Internet-Dependent Jobs	% Growth since 2020
Alabama	109,075	41%
Alaska	16,612	40%
Arizona	219,865	62%
Arkansas	69,206	68%
California	1,841,374	66%
Colorado	209,318	36%
Connecticut	118,420	49%
Delaware	35,551	63%
District of Columbia	39,835	13%
Florida	632,267	71%
Georgia	366,530	58%
Hawaii	31,320	69%
Idaho	56,788	89%
Illinois	429,975	64%
Indiana	191,494	68%
Iowa	77,107	45%
Kansas	84,965	61%
Kentucky	148,204	92%
Louisiana	91,968	63%
Maine	32,972	54%
Maryland	224,131	33%
Massachusetts	314,502	45%
Michigan	260,619	57%
Minnesota	179,700	58%
Mississippi	57,148	62%
Missouri	184,282	49%

State	2024 Internet-Dependent Jobs	% Growth since 2020
Montana	24,289	65%
Nebraska	66,975	85%
Nevada	90,558	107%
New Hampshire	42,209	36%
New Jersey	345,997	43%
New Mexico	44,033	73%
New York	711,121	65%
North Carolina	284,304	52%
North Dakota	22,228	82%
Ohio	329,853	61%
Oklahoma	90,970	62%
Oregon	144,697	75%
Pennsylvania	409,448	66%
Rhode Island	29,098	65%
South Carolina	123,873	63%
South Dakota	19,417	71%
Tennessee	197,305	95%
Texas	918,146	62%
Utah	141,486	63%
Vermont	16,098	4%
Virginia	376,310	25%
Washington	369,805	61%
West Virginia	32,331	46%
Wisconsin	170,290	54%
Wyoming	12,600	72%