MEASURING THE DIGITAL ECONOMY:
How the Internet Is Powering Economic Growth in the U.S. & North Carolina

NC

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 study finds the digital economy now drives $4.9 trillion of economic value — 18% of U.S. GDP — and supports 28.4 million jobs. Additionally, 70% of recent job growth comes from independent creators, e-commerce entrepreneurs, platform workers, and large integrated tech companies. The data below highlights how the digital economy drives growth and job creation nationally and in North Carolina.

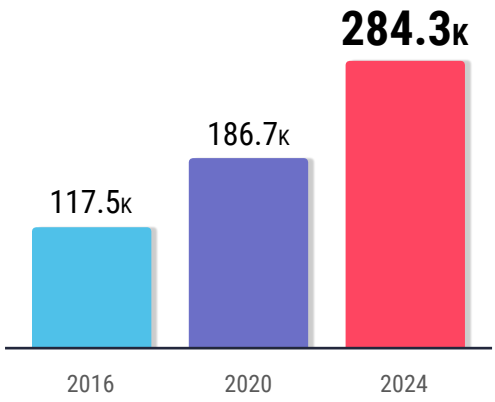
The Digital Economy's Impact on North Carolina

284.3K

North Carolina's total internet-dependent jobs in 2024

NORTH CAROLINA'S TOTAL INTERNET-DEPENDENT JOBS

↑ 52% Growth since 2020

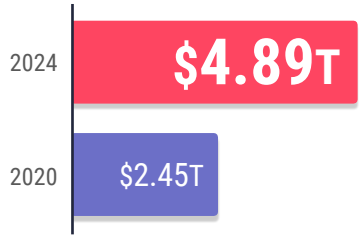


$125.5B

North Carolina's 2024 internet jobs' contribution to national digital economy

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

VALUE OF THE DIGITAL ECONOMY

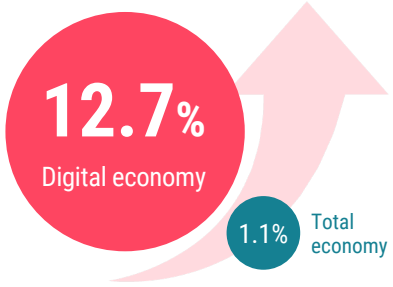


18%

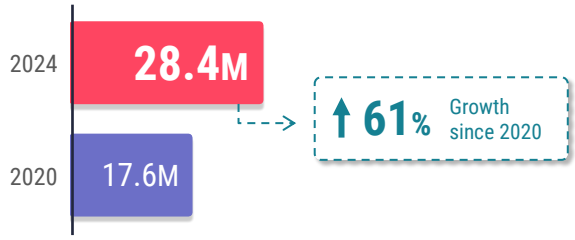
Digital economy's share of total U.S. GDP in 2024

ANNUAL JOB GROWTH RATE SINCE 2020

12x



U.S. INTERNET-DEPENDENT JOBS



1.5M

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

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

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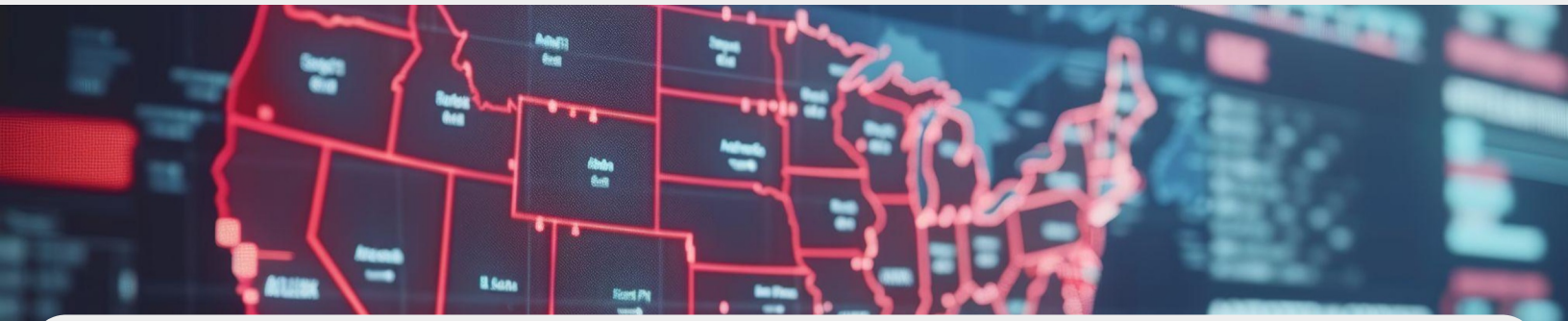
Scan to access the full report at iab.com



The Digital Economy Reaches Every North Carolina Congressional District

Congressional District (CD)	CD Population	Internet-Dependent Jobs (Est.)	Internet Jobs Relative to CD's Population
CD #1	746,458	**11,525**	1.54%
CD #2	775,561	**26,506**	3.42%
CD #3	771,798	**13,907**	1.80%
CD #4	783,628	**38,870**	4.96%
CD #5	746,549	**15,038**	2.01%
CD #6	779,442	**14,207**	1.82%
CD #7	791,823	**18,385**	2.32%
CD #8	773,839	**19,557**	2.53%
CD #9	765,429	**22,873**	2.99%
CD #10	778,760	**16,389**	2.10%
CD #11	765,771	**14,547**	1.90%
CD #12	762,879	**21,741**	2.85%
CD #13	808,879	**27,143**	3.36%
CD #14	784,675	**23,616**	3.01%