



Understanding The Value Of The Internet

The internet delivers enormous value to our lives, but that value can be hard to measure. In this report, IA offers several new estimates of the economic value of the internet sector that capture value which traditional metrics like GDP might miss.

KEY FINDINGS

1 The average person gains a value equivalent to approximately

 **\$32K**

per year **from the free services on the internet**

2 Without the internet,

40M

people would be **unable to participate** in their hobby, activity, or passion of choice



3 The internet provides Americans with

 **\$326B**

worth of **reclaimed time each year** during commutes and other downtime you previously couldn't use

4 Approximately 33% of U.S. adults –

 about **82M** people

– **earned income online in May 2019**

ABOUT INTERNET ASSOCIATION

Internet Association represents over 40 of the world's leading internet companies. IA's mission is to foster innovation, promote economic growth, and empower people through the free and open internet. For more information, visit www.internetassociation.org.