



# Economic Impact

United States by the numbers  
2024



# Contents



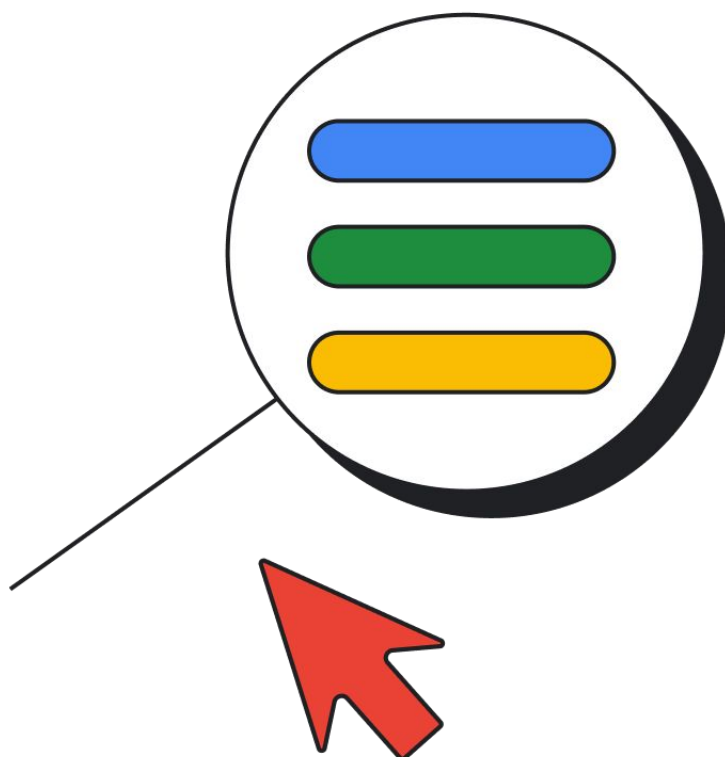
National numbers



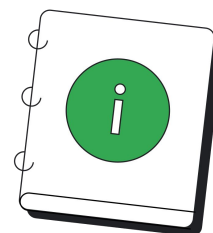
Report by State



Methodology



# National numbers



Americans are building a stronger and more competitive economy. Google is proud to help.

## \$850 billion of economic activity

In 2024, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools<sup>1</sup> helped provide \$850 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.

## 2+ billion monthly direct connections at no cost

Every month in 2024, Google helped drive more than 2 billion direct connections at no cost, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.

## 19+ million American businesses

In 2024, a majority of American businesses, more than 19 million, used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

## 100,000+ Google employees

America is our home. Google employed more than 100,000 people full-time throughout the U.S. at the end of 2024. We're proud to have offices and data centers in 26 states, and we're committed to being good neighbors in the cities and towns we call home.

## 430,000+ jobs supported by YouTube

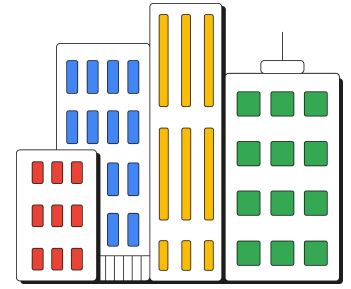
YouTube's creative ecosystem supported more than 430,000 full-time equivalent jobs in the U.S.<sup>2</sup>

<sup>1</sup> Includes Ad Grants from Google.org

<sup>2</sup> Oxford Economics 2023 Survey

# Alabama

Google helps Alabama businesses move toward their goals



## \$2.1 billion of economic activity

In 2024, Google helped provide \$2.1 billion of economic activity for tens of thousands of Alabama businesses, nonprofits, publishers, creators, and developers

## 281,000 Alabama businesses

More than 281,000 Alabama businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$1 billion investment in Alabama

Since the Jackson County, Alabama data center was built in 2018, Google has invested more than \$1 billion in the state

### Google in the community

## \$27+ million in philanthropic giving

Since 2009, Google and Googlers have given more than \$27 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Alabama

## 5,000+ volunteer hours

Since 2016, through Google.org, Google employees volunteered more than 5,000 hours with nonprofits and schools

## \$5+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$5 million worth of donated search ads to Alabama nonprofits through the Google Ad Grants program

# Alaska

Google helps Alaska businesses move toward their goals

**\$187 million**  
of economic activity

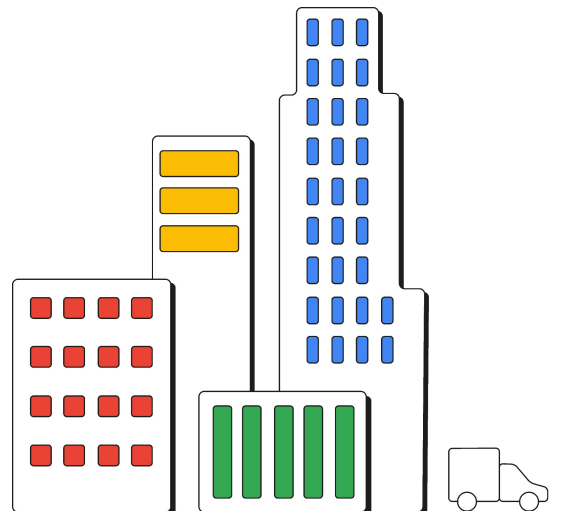
In 2024, Google helped provide \$187 million of economic activity for thousands of Alaska businesses, nonprofits, publishers, creators, and developers

**53,000**  
Alaska businesses

More than 53,000 Alaska businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$1+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to Alaska nonprofits through the Google Ad Grants program



# Arizona

Google helps Arizona businesses move toward their goals

**\$12.4 billion**  
of economic activity

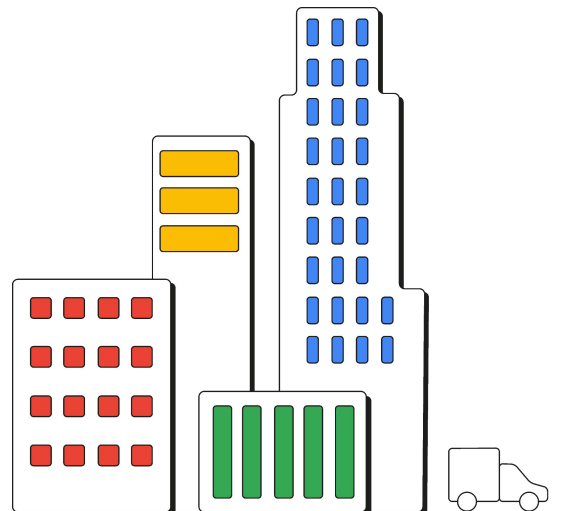
In 2024, Google helped provide \$12.4 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers

**371,000**  
Arizona businesses

More than 371,000 Arizona businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$16+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$16 million worth of donated search ads to Arizona nonprofits through the Google Ad Grants program



# Arkansas

Google helps Arkansas businesses move toward their goals

**\$3.2 billion**  
of economic activity

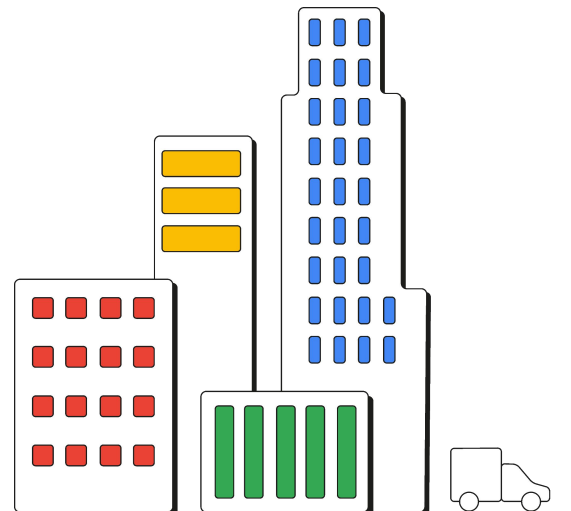
In 2024, Google helped provide \$3.2 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers

**177,000**  
Arkansas businesses

More than 177,000 Arkansas businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

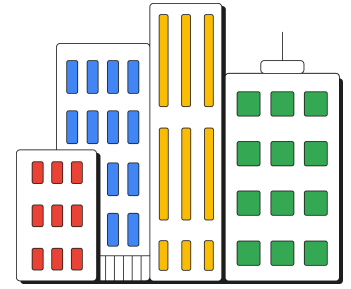
**\$2+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Arkansas nonprofits through the Google Ad Grants program



# California

Google helps California businesses move toward their goals



## **\$192 billion** of economic activity

In 2024, Google helped provide \$192 billion of economic activity for hundreds of thousands of California businesses, nonprofits, publishers, creators, and developers

## **2.16 million** California businesses

More than 2.16 million California businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## **\$286+ million** of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$286 million worth of donated search ads to California nonprofits through the Google Ad Grants program

### Google in the community

## **\$1.2+ billion** in philanthropic giving

Since 2005, Google and Googlers have given more than \$1.2 billion in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in California

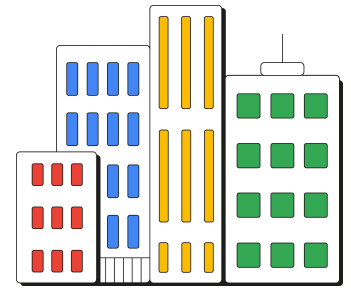
## **1+ million** volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 1 million hours with nonprofits and schools



# Colorado

Google helps Colorado businesses move toward their goals



## \$13.7 billion of economic activity

In 2024, Google helped provide \$13.7 billion of economic activity for tens of thousands of Colorado businesses, nonprofits, publishers, creators, and developers

## 381,000 Colorado businesses

More than 381,000 Colorado businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$30+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$30 million worth of donated search ads to Colorado nonprofits through the Google Ad Grants program

### Google in the community

## \$38+ million in philanthropic giving

Since 2005, Google and Googlers have given more than \$38 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Colorado

## 55,000+ volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 55,000 hours with nonprofits and schools

# Connecticut

Google helps Connecticut businesses move toward their goals

**\$13.4 billion**  
of economic activity

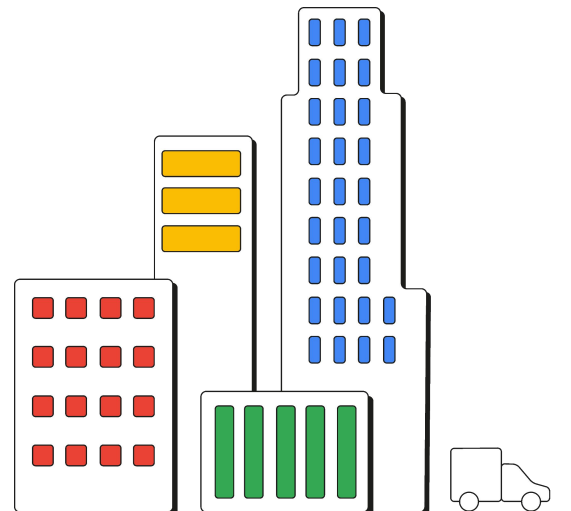
In 2024, Google helped provide \$13.4 billion of economic activity for tens of thousands of Connecticut businesses, nonprofits, publishers, creators, and developers

**239,000**  
Connecticut businesses

More than 239,000 Connecticut businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$9+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$9 million worth of donated search ads to Connecticut nonprofits through the Google Ad Grants program



# Delaware

Google helps Delaware businesses move toward their goals

**\$11.8 billion**  
of economic activity

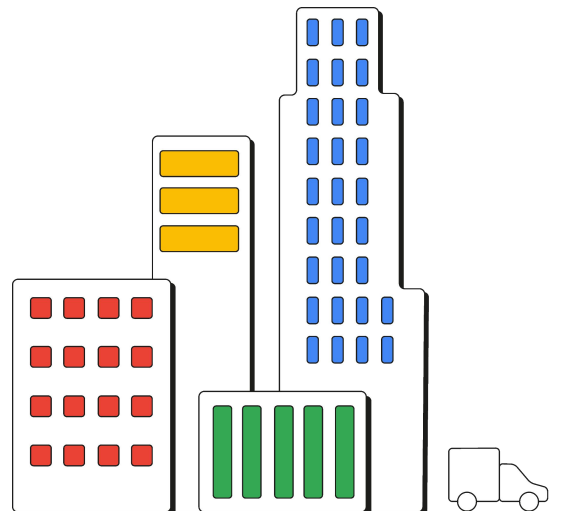
In 2024, Google helped provide \$11.8 billion of economic activity for thousands of Delaware businesses, nonprofits, publishers, creators, and developers

**61,000**  
Delaware businesses

More than 61,000 Delaware businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

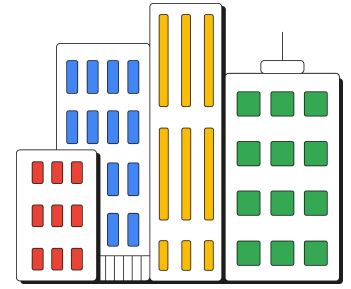
**\$5+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$5 million worth of donated search ads to Delaware nonprofits through the Google Ad Grants program



# Florida

Google helps Florida businesses move toward their goals



## \$49.5 billion of economic activity

In 2024, Google helped provide \$49.5 billion of economic activity for hundreds of thousands of Florida businesses, nonprofits, publishers, creators, and developers

## 1.38 million Florida businesses

More than 1.38 million Florida businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$42+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$42 million worth of donated search ads to Florida nonprofits through the Google Ad Grants program

### Google in the community

## \$19+ million in philanthropic giving

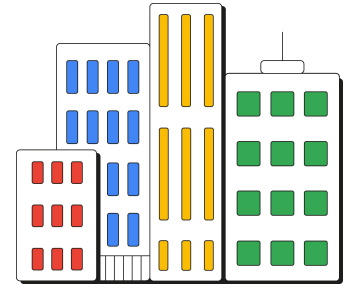
Since 2006, Google and Googlers have given more than \$19 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Florida

## 25,000+ volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 25,000 hours with nonprofits and schools

# Georgia

Google helps Georgia businesses move toward their goals



## \$17.7 billion of economic activity

In 2024, Google helped provide \$17.7 billion of economic activity for tens of thousands of Georgia businesses, nonprofits, publishers, creators, and developers

## 620,000 Georgia businesses

More than 620,000 Georgia businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$1.2 billion investment in Georgia

Since the Douglas County, Georgia data center was built in 2003, Google has committed more than \$1.2 billion of investment in the state

### Google in the community

## \$58+ million in philanthropic giving

Since 2005, Google and Googlers have given more than \$58 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Georgia

## 38,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 38,000 hours with nonprofits and schools

## \$20+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$20 million worth of donated search ads to Georgia nonprofits through the Google Ad Grants program

# Hawaii

Google helps Hawaii businesses move toward their goals

**\$544 million**  
of economic activity

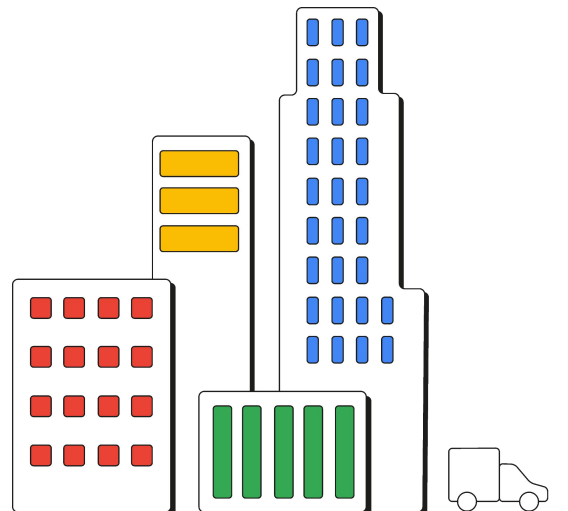
In 2024, Google helped provide \$544 million of economic activity for thousands of Hawaii businesses, nonprofits, publishers, creators, and developers

**82,000**  
Hawaii businesses

More than 82,000 Hawaii businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$2+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Hawaii nonprofits through the Google Ad Grants program



# Idaho

Google helps Idaho businesses move toward their goals

## \$1.7 billion of economic activity

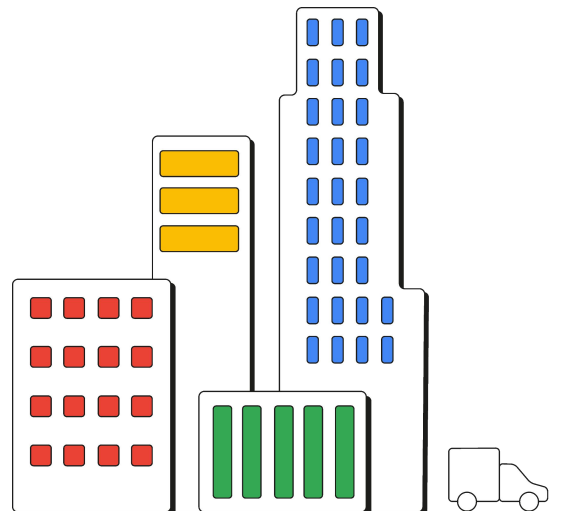
In 2024, Google helped provide \$1.7 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers

## 119,000 Idaho businesses

More than 119,000 Idaho businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

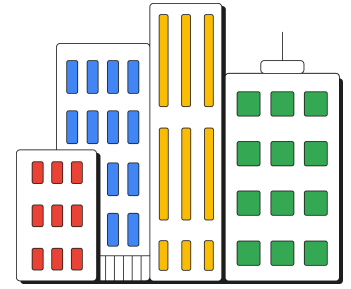
## \$2+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Idaho nonprofits through the Google Ad Grants program



# Illinois

Google helps Illinois businesses move toward their goals



**\$35.9 billion**  
of economic activity

In 2024, Google helped provide \$35.9 billion of economic activity for tens of thousands of Illinois businesses, nonprofits, publishers, creators, and developers

**744,000**  
Illinois businesses

More than 744,000 Illinois businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$32+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$32 million worth of donated search ads to Illinois nonprofits through the Google Ad Grants program

## Google in the community

**\$76+ million**  
in philanthropic giving

Since 2005, Google and Googlers have given more than \$76 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Illinois

**72,000+**  
volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 72,000 hours with nonprofits and schools



# Indiana

Google helps Indiana businesses move toward their goals

**\$6.3 billion**  
of economic activity

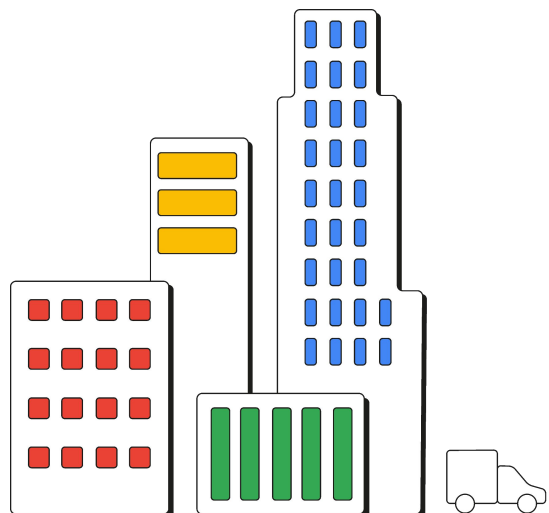
In 2024, Google helped provide \$6.3 billion of economic activity for tens of thousands of Indiana businesses, nonprofits, publishers, creators, and developers

**368,000**  
Indiana businesses

More than 368,000 Indiana businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

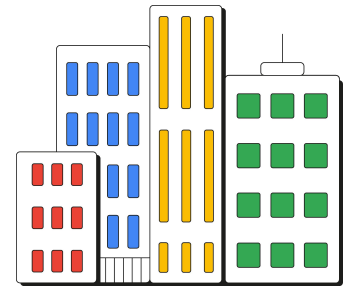
**\$10+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$10 million worth of donated search ads to Indiana nonprofits through the Google Ad Grants program



# Iowa

Google helps Iowa businesses move toward their goals



## \$2.1 billion of economic activity

In 2024, Google helped provide \$2.1 billion of economic activity for thousands of Iowa businesses, nonprofits, publishers, creators, and developers

## 199,000 Iowa businesses

More than 199,000 Iowa businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$6.8 billion investment in Iowa

Since the Council Bluffs, Iowa data center was built in 2007, Google has invested more than \$6.8 billion in the state

### Google in the community

## \$5+ million in philanthropic giving

Since 2004, Google and Googlers have given more than \$5 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Iowa

## 5,000+ volunteer hours

Since 2013, through Google.org, Google employees volunteered more than 5,000 hours with nonprofits and schools

## \$4+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$4 million worth of donated search ads to Iowa nonprofits through the Google Ad Grants program

# Kansas

Google helps Kansas businesses move toward their goals

## \$2.1 billion of economic activity

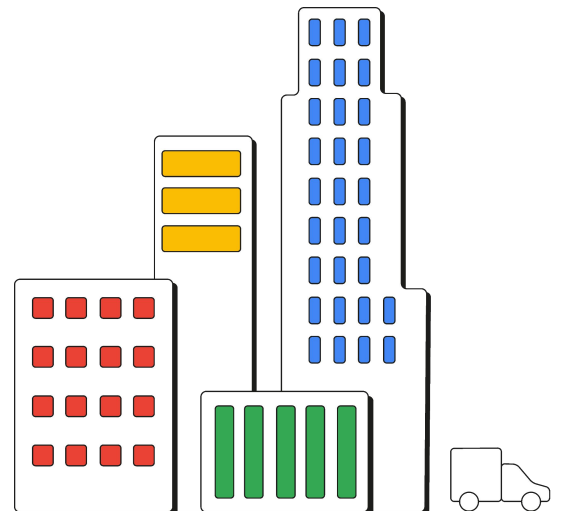
In 2024, Google helped provide \$2.1 billion of economic activity for thousands of Kansas businesses, nonprofits, publishers, creators, and developers

## 176,000 Kansas businesses

More than 176,000 Kansas businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$4+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$4 million worth of donated search ads to Kansas nonprofits through the Google Ad Grants program



# Kentucky

Google helps Kentucky businesses move toward their goals

**\$2.9 billion**  
of economic activity

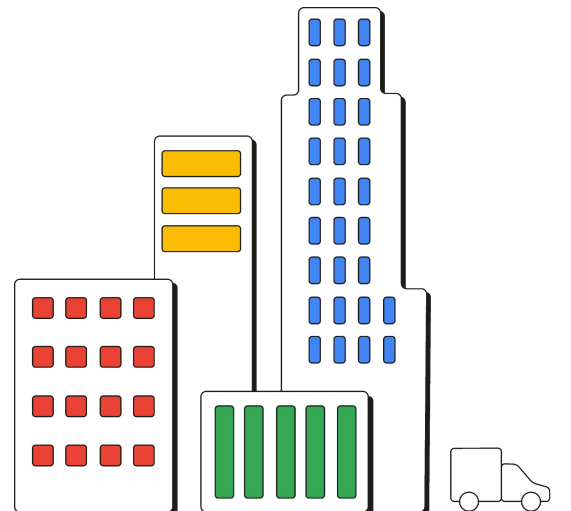
In 2024, Google helped provide \$2.9 billion of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers

**248,000**  
Kentucky businesses

More than 248,000 Kentucky businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$3+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to Kentucky nonprofits through the Google Ad Grants program



# Louisiana

Google helps Louisiana businesses move toward their goals

**\$2.1 billion**  
of economic activity

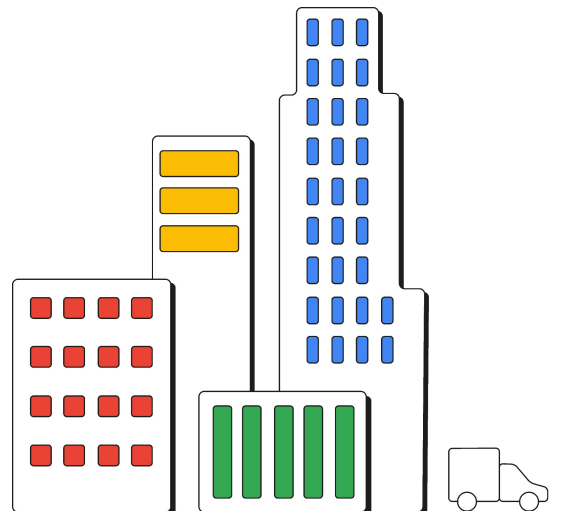
In 2024, Google helped provide \$2.1 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers

**270,000**  
Louisiana businesses

More than 270,000 Louisiana businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$3+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to Louisiana nonprofits through the Google Ad Grants program



# Maine

Google helps Maine businesses move toward their goals

**\$1.3 billion**  
of economic activity

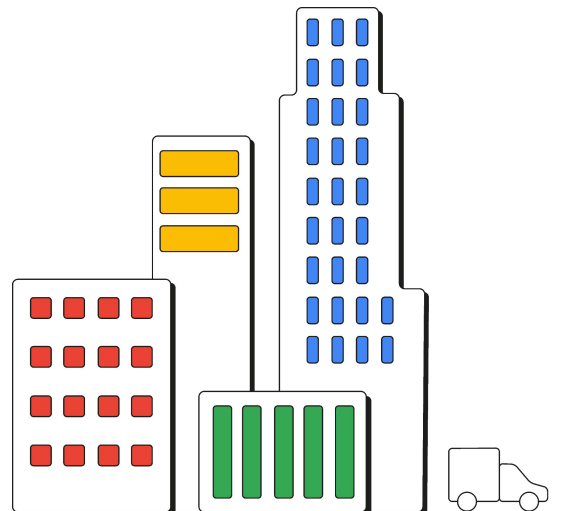
In 2024, Google helped provide \$1.3 billion of economic activity for thousands of Maine businesses, nonprofits, publishers, creators, and developers

**98,000**  
Maine businesses

More than 98,000 Maine businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$1+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to Maine nonprofits through the Google Ad Grants program



# Maryland

Google helps Maryland businesses move toward their goals

**\$9 billion**  
of economic activity

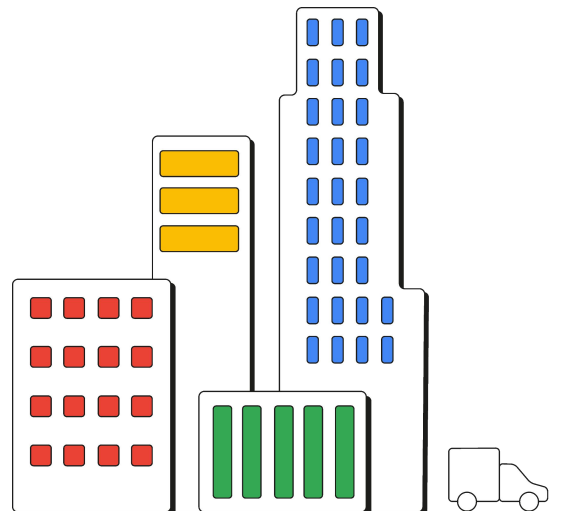
In 2024, Google helped provide \$9 billion of economic activity for tens of thousands of Maryland businesses, nonprofits, publishers, creators, and developers

**340,000**  
Maryland businesses

More than 340,000 Maryland businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

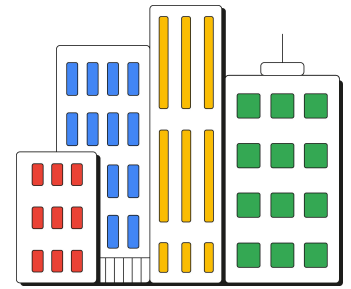
**\$23+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$23 million worth of donated search ads to Maryland nonprofits through the Google Ad Grants program



# Massachusetts

Google helps Massachusetts businesses move toward their goals



## \$38 billion of economic activity

In 2024, Google helped provide \$38 billion of economic activity for tens of thousands of Massachusetts businesses, nonprofits, publishers, creators, and developers

## 424,000 Massachusetts businesses

More than 424,000 Massachusetts businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$28+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$28 million worth of donated search ads to Massachusetts nonprofits through the Google Ad Grants program

### Google in the community

## \$166+ million in philanthropic giving

Since 2005, Google and Googlers have given more than \$166 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Massachusetts

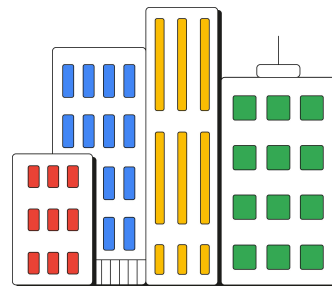
## 76,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 76,000 hours with nonprofits and schools



# Michigan

Google helps Michigan businesses move toward their goals



## \$17.5 billion of economic activity

In 2024, Google helped provide \$17.5 billion of economic activity for tens of thousands of Michigan businesses, nonprofits, publishers, creators, and developers

## 556,000 Michigan businesses

More than 556,000 Michigan businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$15+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$15 million worth of donated search ads to Michigan nonprofits through the Google Ad Grants program

### Google in the community

## \$36+ million in philanthropic giving

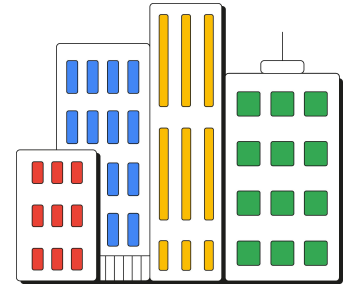
Since 2006, Google and Googlers have given more than \$36 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Michigan

## 28,000+ volunteer hours

Since 2008, through Google.org, Google employees volunteered more than 28,000 hours with nonprofits and schools

# Minnesota

Google helps Minnesota businesses move toward their goals



## \$14.3 billion of economic activity

In 2024, Google helped provide \$14.3 billion of economic activity for tens of thousands of Minnesota businesses, nonprofits, publishers, creators, and developers

## 354,000 Minnesota businesses

More than 354,000 Minnesota businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$14+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$14 million worth of donated search ads to Minnesota nonprofits through the Google Ad Grants program

### Google in the community

## \$14+ million in philanthropic giving

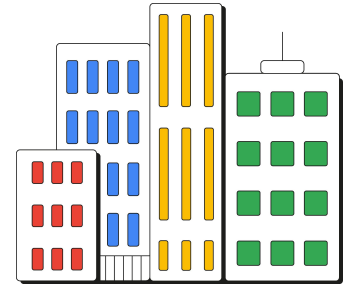
Since 2006, Google and Googlers have given more than \$14 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Minnesota

## 7,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 7,000 hours with nonprofits and schools

# Mississippi

Google helps Mississippi businesses move toward their goals



## \$379 million of economic activity

In 2024, Google helped provide \$379 million of economic activity for thousands of Mississippi businesses, nonprofits, publishers, creators, and developers

## 159,000 Mississippi businesses

More than 159,000 Mississippi businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$1+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to Mississippi nonprofits through the Google Ad Grants program

### Google in the community

## \$1+ million in philanthropic giving

Since 2012, Google and Googlers have given more than \$1 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Mississippi

## 131,000+ Mississippians trained

Grow with Google has partnered with over 110 organizations in the state to train more than 131,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

# Missouri

Google helps Missouri businesses move toward their goals

**\$7.5 billion**  
of economic activity

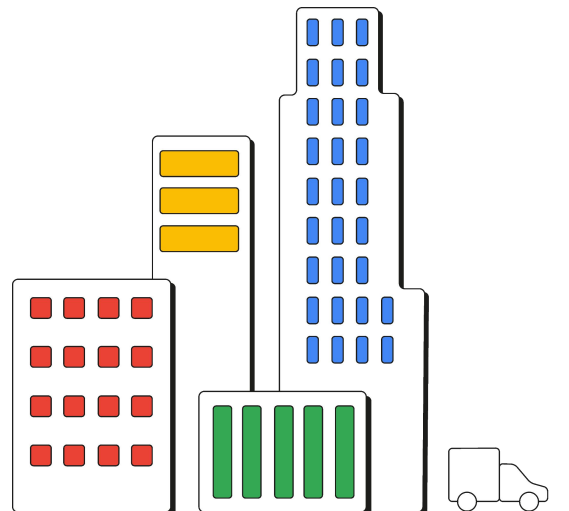
In 2024, Google helped provide \$7.5 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers

**356,000**  
Missouri businesses

More than 356,000 Missouri businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$11+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$11 million worth of donated search ads to Missouri nonprofits through the Google Ad Grants program



# Montana

Google helps Montana businesses move toward their goals

**\$615 million**  
of economic activity

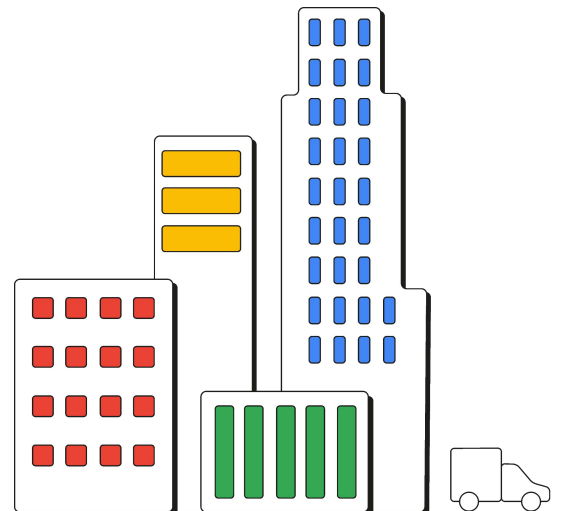
In 2024, Google helped provide \$615 million of economic activity for thousands of Montana businesses, nonprofits, publishers, creators, and developers

**86,000**  
Montana businesses

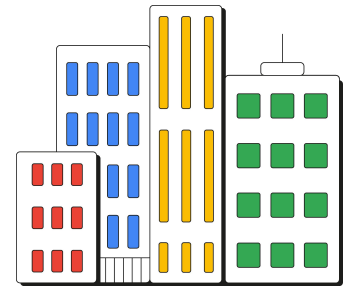
More than 86,000 Montana businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$3+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to Montana nonprofits through the Google Ad Grants program



# Nebraska



Google helps Nebraska businesses move toward their goals

## \$4.4+ billion of economic activity

In 2024, Google helped provide more than \$4.4 billion of economic activity for thousands of Nebraska businesses, nonprofits, publishers, creators, and developers

## 123,000 Nebraska businesses

More than 123,000 Nebraska businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$4.7 billion investment in Nebraska

Since the Papillion, Nebraska data center was built in 2019, the Omaha, Nebraska data center was built in 2022, and the development of a new data center in Lincoln, Nebraska was announced in 2023, Google has invested more than \$4.7 billion in the state

### Google in the community

## \$3+ million in philanthropic giving

Since 2006, Google and Googlers have given more than \$3 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Nebraska

## 4,000+ volunteer hours

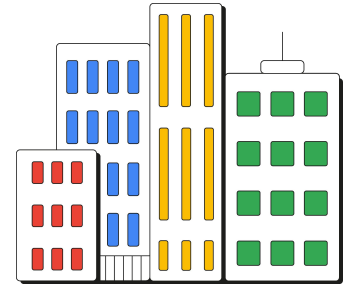
Since 2014, through Google.org, Google employees volunteered more than 4,000 hours with nonprofits and schools

## \$2+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Nebraska nonprofits through the Google Ad Grants program

# Nevada

Google helps Nevada businesses move toward their goals



## \$7.4 billion of economic activity

In 2024, Google helped provide \$7.4 billion of economic activity for tens of thousands of Nevada businesses, nonprofits, publishers, creators, and developers

## 162,000 Nevada businesses

More than 162,000 Nevada businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$2.3 billion investment in Nevada

Since the Henderson, Nevada data center was built in 2019, and the Storey County, Nevada data center was built in 2021, Google has invested more than \$2.3 billion in the state

### Google in the community

## \$4+ million in philanthropic giving

Since 2008, Google and Googlers have given more than \$4 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Nevada

## 7,000+ volunteer hours

Since 2016, through Google.org, Google employees volunteered more than 7,000 hours with nonprofits and schools

## \$7+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$7 million worth of donated search ads to Nevada nonprofits through the Google Ad Grants program

# New Hampshire

Google helps New Hampshire businesses move toward their goals

**\$1.4+ billion**  
of economic activity

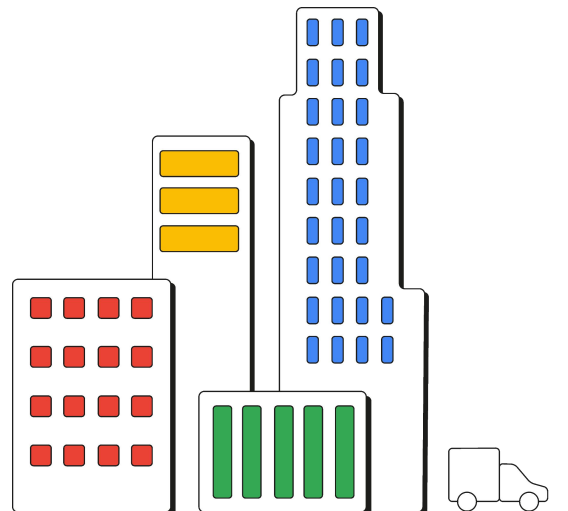
In 2024, Google helped provide more than \$1.4 billion of economic activity for thousands of New Hampshire businesses, nonprofits, publishers, creators, and developers

**94,000**  
New Hampshire businesses

More than 94,000 New Hampshire businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$3+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to New Hampshire nonprofits through the Google Ad Grants program





# New Jersey

Google helps New Jersey businesses move toward their goals

**\$24.2 billion**  
of economic activity

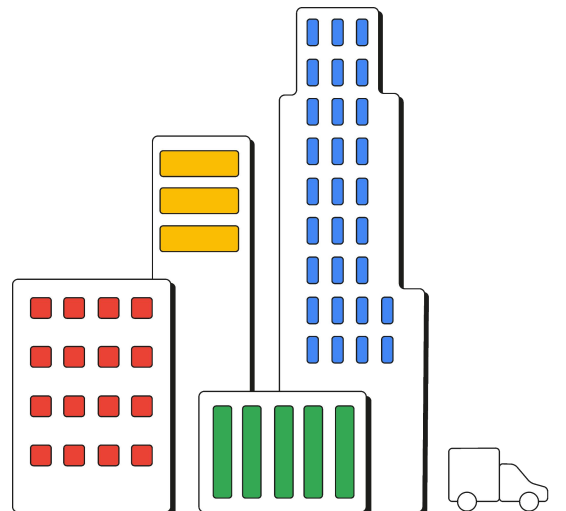
In 2024, Google helped provide \$24.2 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers

**535,000**  
New Jersey businesses

More than 535,000 New Jersey businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

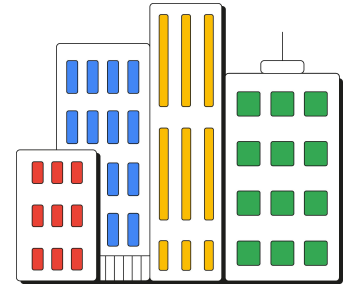
**\$16+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$16 million worth of donated search ads to New Jersey nonprofits through the Google Ad Grants program



# New York

Google helps New York businesses move toward their goals



## \$120.6 billion of economic activity

In 2024, Google helped provide \$120.6 billion of economic activity for hundreds of thousands of New York businesses, nonprofits, publishers, creators, and developers

## 1.17 million New York businesses

More than 1.17 million New York businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$81+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$81 million worth of donated search ads to New York nonprofits through the Google Ad Grants program

### Google in the community

## \$518+ million in philanthropic giving

Since 2004, Google and Googlers have given more than \$518 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in New York

## 293,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 293,000 hours with nonprofits and schools

# New Mexico

Google helps New Mexico businesses move toward their goals

**\$658 million**  
of economic activity

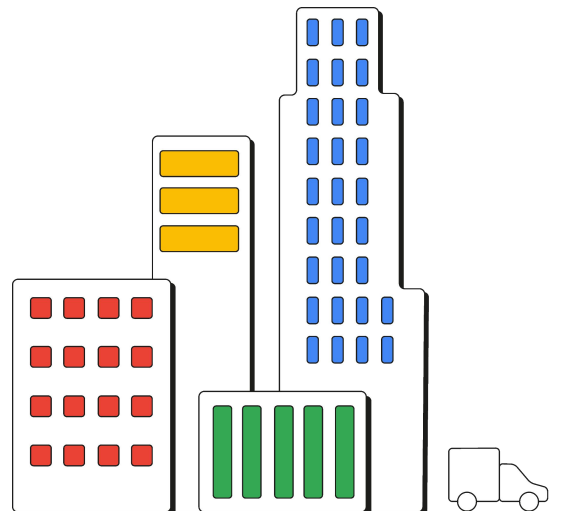
In 2024, Google helped provide \$658 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers

**119,000**  
New Mexico businesses

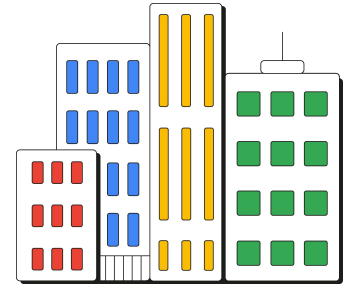
More than 119,000 New Mexico businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$3+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$3 million worth of donated search ads to New Mexico nonprofits through the Google Ad Grants program



# North Carolina



Google helps North Carolina businesses move toward their goals

**\$13.1 billion**  
of economic activity

In 2024, Google helped provide \$13.1 billion of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers

**616,000**  
North Carolina businesses

More than 616,000 North Carolina businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$1.2 billion**  
investment in North Carolina

Since the Lenoir, North Carolina data center was built in 2007, Google has invested more than \$1.2 billion in the state

## Google in the community

**\$32+ million**  
in philanthropic giving

Since 2005, Google and Googlers have given more than \$32 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in North Carolina

**32,000+**  
volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 32,000 hours with nonprofits and schools

**\$19+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$19 million worth of donated search ads to North Carolina nonprofits through the Google Ad Grants program

# North Dakota

Google helps North Dakota businesses move toward their goals

**\$816 million**  
of economic activity

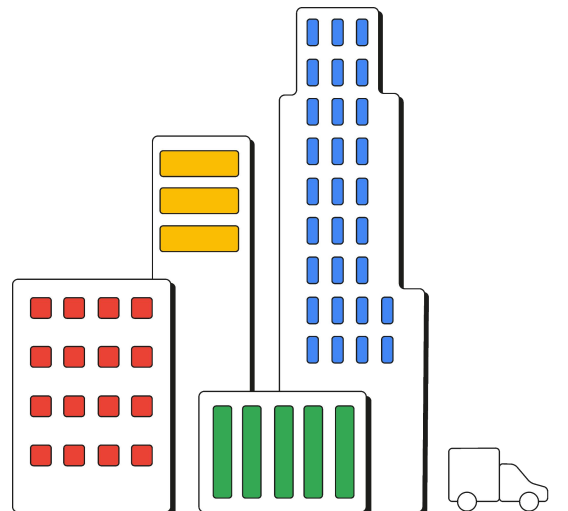
In 2024, Google helped provide \$816 million of economic activity for thousands of North Dakota businesses, nonprofits, publishers, creators, and developers

**57,000**  
North Dakota businesses

More than 57,000 North Dakota businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

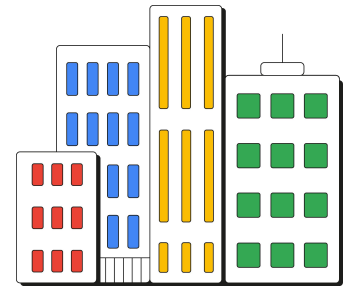
**\$450,000+**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$450,000 worth of donated search ads to North Dakota nonprofits through the Google Ad Grants program



# Ohio

Google helps Ohio businesses move toward their goals



## \$19.2 billion of economic activity

In 2024, Google helped provide \$19.2 billion of economic activity for tens of thousands of Ohio businesses, nonprofits, publishers, creators, and developers

## 642,000 Ohio businesses

More than 642,000 Ohio businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$7.2 billion investment in Ohio

Since the New Albany, Ohio data center was built in 2019, and two new data centers in Columbus and Lancaster, Ohio were built in 2023, Google has invested more than \$7.2 billion in the state

### Google in the community

## \$14+ million in philanthropic giving

Since 2006, Google and Googlers have given more than \$14 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Ohio

## 13,000+ volunteer hours

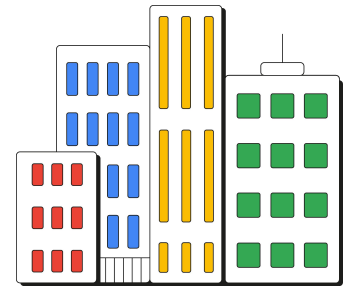
Since 2006, through Google.org, Google employees volunteered more than 13,000 hours with nonprofits and schools

## \$19+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$19 million worth of donated search ads to Ohio nonprofits through the Google Ad Grants program

# Oklahoma

Google helps Oklahoma businesses move toward their goals



## \$2.2 billion of economic activity

In 2024, Google helped provide \$2.2 billion of economic activity for tens of thousands of Oklahoma businesses, nonprofits, publishers, creators, and developers

## 235,000 Oklahoma businesses

More than 235,000 Oklahoma businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$5.7 billion investment in Oklahoma

Since the Mayes County, Oklahoma data center was built in 2007, Google has invested more than \$5.7 billion in the state

### Google in the community

## \$7+ million in philanthropic giving

Since 2008, Google and Googlers have given more than \$7 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Oklahoma

## 8,000+ volunteer hours

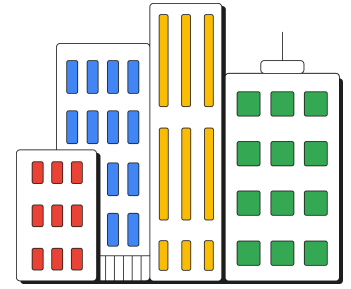
Since 2014, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

## \$5+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$5 million worth of donated search ads to Oklahoma nonprofits through the Google Ad Grants program

# Oregon

Google helps Oregon businesses move toward their goals



## \$8.6 billion of economic activity

In 2024, Google helped provide \$8.6 billion of economic activity for tens of thousands of Oregon businesses, nonprofits, publishers, creators, and developers

## 276,000 Oregon businesses

More than 276,000 Oregon businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$2.4 billion investment in Oregon

Since The Dalles, Oregon data center was opened in 2006, Google has invested more than \$2.4 billion in the state

### Google in the community

## \$31+ million in philanthropic giving

Since 2004, Google and Googlers have given more than \$31 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Oregon

## 26,000+ volunteer hours

Since 2008, through Google.org, Google employees volunteered more than 26,000 hours with nonprofits and schools

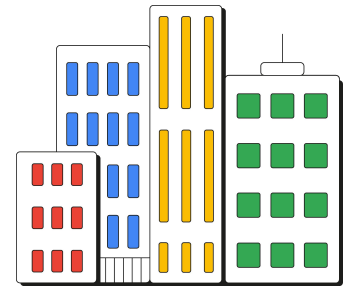
## \$11+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$11 million worth of donated search ads to Oregon nonprofits through the Google Ad Grants program



# Pennsylvania

Google helps Pennsylvania businesses move toward their goals



## \$19.7 billion of economic activity

In 2024, Google helped provide \$19.7 billion of economic activity for tens of thousands of Pennsylvania businesses, nonprofits, publishers, creators, and developers

## 759,000 Pennsylvania businesses

More than 759,000 Pennsylvania businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$24+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$24 million worth of donated search ads to Pennsylvania nonprofits through the Google Ad Grants program

### Google in the community

## \$120+ million in philanthropic giving

Since 2005, Google and Googlers have given more than \$120 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Pennsylvania

## 52,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 52,000 hours with nonprofits and schools

# Puerto Rico

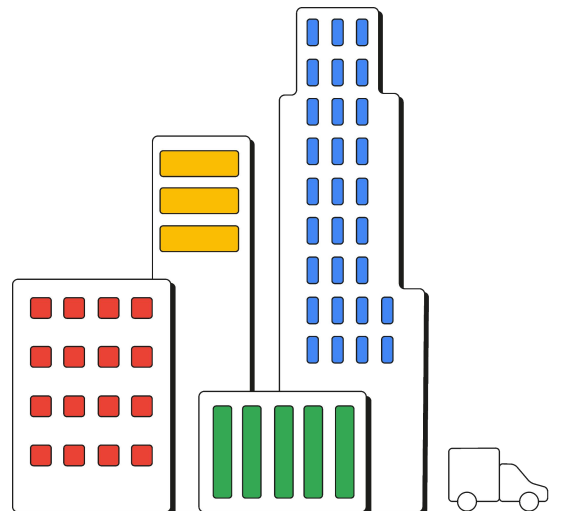
Google helps Puerto Rico businesses move toward their goals

**\$269 million**  
of economic activity

In 2024, Google helped provide \$269 million of economic activity for thousands of Puerto Rico businesses, nonprofits, publishers, creators, and developers

**141,000**  
Puerto Rico businesses

More than 141,000 Puerto Rico businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers



# Rhode Island

Google helps Rhode Island businesses move toward their goals

**\$1.53 billion**  
of economic activity

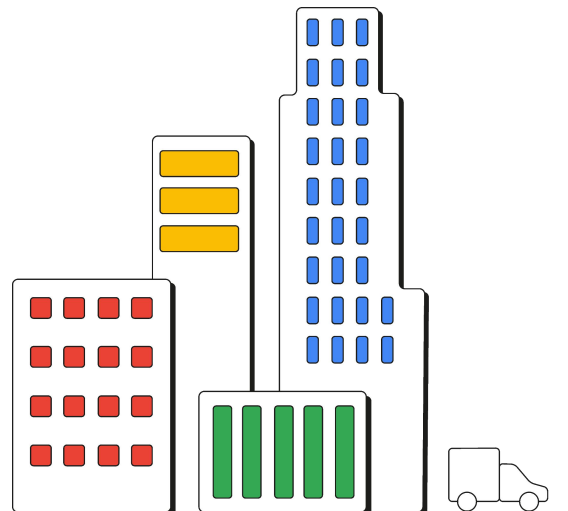
In 2024, Google helped provide \$1.53 billion of economic activity for thousands of Rhode Island businesses, nonprofits, publishers, creators, and developers

**67,000**  
Rhode Island businesses

More than 67,000 Rhode Island businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

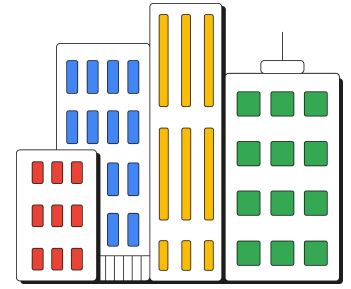
**\$2+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Rhode Island nonprofits through the Google Ad Grants program



# South Carolina

Google helps South Carolina businesses move toward their goals



## \$6.4 billion of economic activity

In 2024, Google helped provide \$6.4 billion of economic activity for tens of thousands of South Carolina businesses, nonprofits, publishers, creators, and developers

## 299,000 South Carolina businesses

More than 299,000 South Carolina businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$4.5 billion investment in South Carolina

Since the Berkeley County, South Carolina data center was built in 2007, Google has invested more than \$4.5 billion in the state

### Google in the community

## \$7+ million in philanthropic giving

Since 2008, Google and Googlers have given more than \$7 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in South Carolina

## 8,000+ volunteer hours

Since 2013, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

## \$7+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$7 million worth of donated search ads to South Carolina nonprofits through the Google Ad Grants program

# South Dakota

Google helps South Dakota businesses move toward their goals

**\$395 million**  
of economic activity

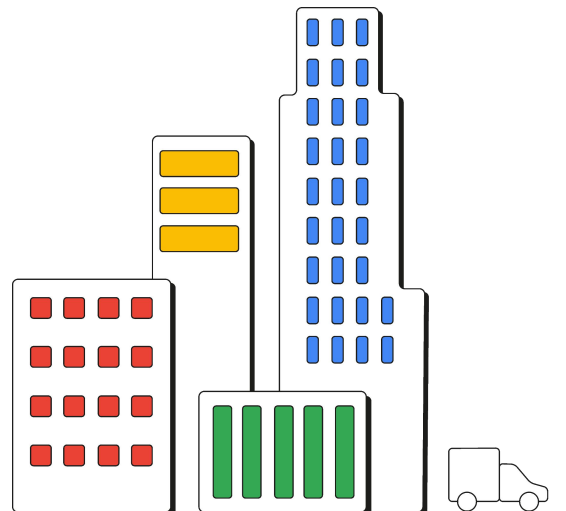
In 2024, Google helped provide \$395 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers

**62,000**  
South Dakota businesses

More than 62,000 South Dakota businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

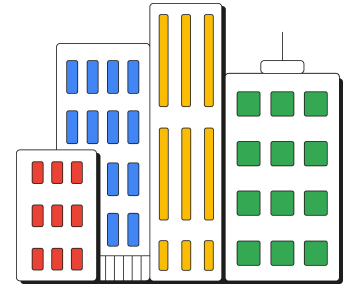
**\$1+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to South Dakota nonprofits through the Google Ad Grants program



# Tennessee

Google helps Tennessee businesses move toward their goals



## \$10.6 billion of economic activity

In 2024, Google helped provide \$10.6 billion of economic activity for tens of thousands of Tennessee businesses, nonprofits, publishers, creators, and developers

## 403,000 Tennessee businesses

More than 403,000 Tennessee businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$2.5 billion investment in Tennessee

Since the Montgomery County, Tennessee data center was built in 2018, Google has invested more than \$2.5 billion in the state

### Google in the community

## \$17+ million in philanthropic giving

Since 2006, Google and Googlers have given more than \$17 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Tennessee

## 8,000+ volunteer hours

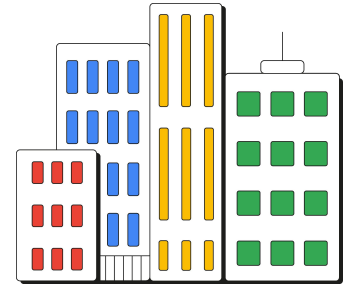
Since 2013, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

## \$11+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$11 million worth of donated search ads to Tennessee nonprofits through the Google Ad Grants program

# Texas

Google helps Texas businesses move toward their goals



## \$50.3 billion of economic activity

In 2024, Google helped provide \$50.3 billion of economic activity for hundreds of thousands of Texas businesses, nonprofits, publishers, creators, and developers

## 1.62 million Texas businesses

More than 1.62 million Texas businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$2.7 billion investment in Texas

Since the Midlothian, Texas data center was built in 2019, and the development of a new data center in Red Oak, Texas was announced in 2023, Google has invested more than \$2.7 billion in the state

### Google in the community

## \$90+ million in philanthropic giving

Since 2005, Google and Googlers have given more than \$90 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Texas

## 106,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 106,000 hours with nonprofits and schools

## \$53+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$53 million worth of donated search ads to Texas nonprofits through the Google Ad Grants program

# Utah

Google helps Utah businesses move toward their goals

**\$11.9 billion**  
of economic activity

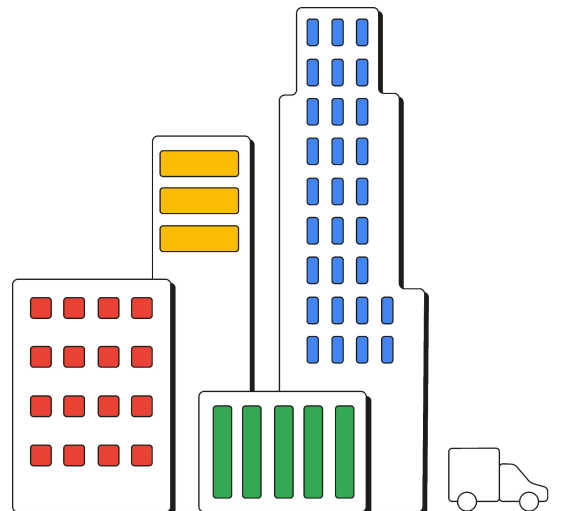
In 2024, Google helped provide \$11.9 billion of economic activity for tens of thousands of Utah businesses, nonprofits, publishers, creators, and developers

**193,000**  
Utah businesses

More than 193,000 Utah businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$7+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$7 million worth of donated search ads to Utah nonprofits through the Google Ad Grants program





# Vermont

Google helps Vermont businesses move toward their goals

**\$1.7+ billion**  
of economic activity

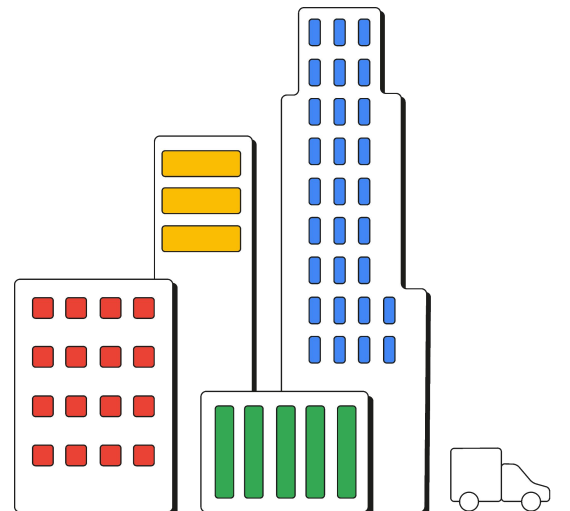
In 2024, Google helped provide more than \$1.7 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers

**52,000**  
Vermont businesses

More than 52,000 Vermont businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

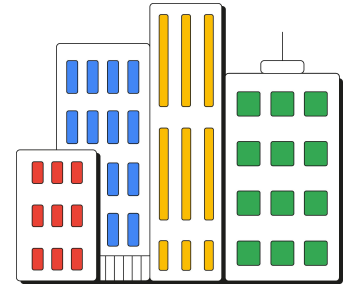
**\$2+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$2 million worth of donated search ads to Vermont nonprofits through the Google Ad Grants program



# Virginia

Google helps Virginia businesses move toward their goals



## \$12.1 billion of economic activity

In 2024, Google helped provide \$12.1 billion of economic activity for tens of thousands of Virginia businesses, nonprofits, publishers, creators, and developers

## 467,000 Virginia businesses

More than 467,000 Virginia businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$4.5 billion investment in Virginia

Since the Loudoun County, Virginia data center was built in 2018, and the new data center in Prince William County, Virginia was built in 2023, Google has invested more than \$4.5 billion in the state

### Google in the community

## \$59+ million in philanthropic giving

Since 2006, Google and Googlers have given more than \$59 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Virginia

## 28,000+ volunteer hours

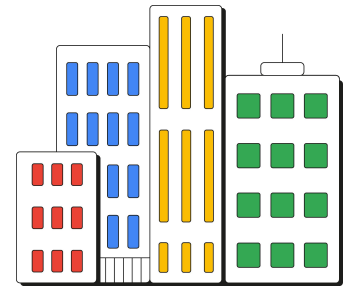
Since 2010, through Google.org, Google employees volunteered more than 28,000 hours with nonprofits and schools

## \$30+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$30 million worth of donated search ads to Virginia nonprofits through the Google Ad Grants program

# Washington

Google helps Washington businesses move toward their goals



**\$44.6 billion**  
of economic activity

In 2024, Google helped provide \$44.6 billion of economic activity for tens of thousands of Washington businesses, nonprofits, publishers, creators, and developers

**447,000**

**Washington businesses**

More than 447,000 Washington businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

**\$19+ million**  
of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$19 million worth of donated search ads to Washington nonprofits through the Google Ad Grants program

## Google in the community

**\$150+ million**  
in philanthropic giving

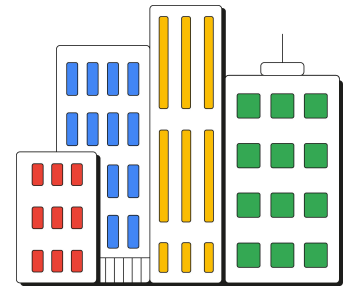
Since 2005, Google and Googlers have given more than \$150 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Washington

**230,000+**  
volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 230,000 hours with nonprofits and schools

# Washington, D.C.

Google helps Washington, D.C. businesses move toward their goals



## **\$7.7 billion** of economic activity

In 2024, Google helped provide \$7.7 billion of economic activity for tens of thousands of Washington, D.C. businesses, nonprofits, publishers, creators, and developers

## **58,000** Washington, D.C. businesses

More than 58,000 Washington, D.C. businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## **\$38+ million** of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$38 million worth of donated search ads to Washington, D.C. nonprofits through the Google Ad Grants program

### Google in the community

## **\$216+ million** in philanthropic giving

Since 2004, Google and Googlers have given more than \$216 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Washington, D.C.

## **65,000+** volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 65,000 hours with nonprofits and schools

# West Virginia

Google helps West Virginia businesses move toward their goals

**\$382 million**  
of economic activity

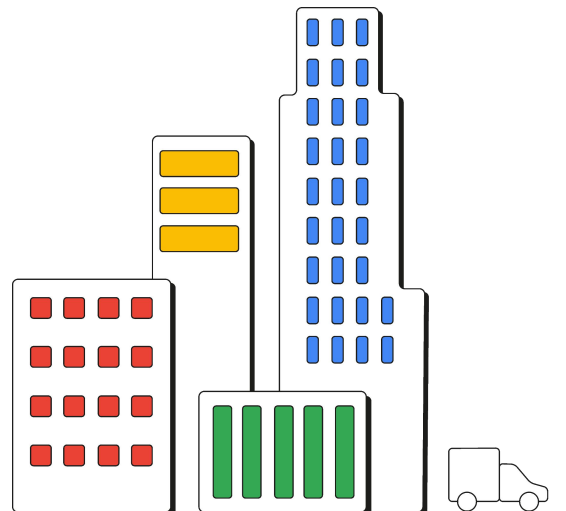
In 2024, Google helped provide \$382 million of economic activity for thousands of West Virginia businesses, nonprofits, publishers, creators, and developers

**97,000**  
West Virginia businesses

More than 97,000 West Virginia businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

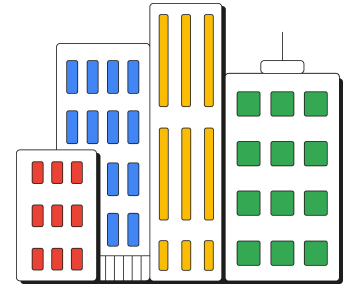
**\$1+ million**  
of Ad Grants to nonprofits

In 2024, Google.org provided more than \$1 million worth of donated search ads to West Virginia nonprofits through the Google Ad Grants program



# Wisconsin

Google helps Wisconsin businesses move toward their goals



## \$13.4 billion of economic activity

In 2024, Google helped provide \$13.4 billion of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers

## 365,000 Wisconsin businesses

More than 365,000 Wisconsin businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$10+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$10 million worth of donated search ads to Wisconsin nonprofits through the Google Ad Grants program

### Google in the community

## \$20+ million in philanthropic giving

Since 2006, Google and Googlers have given more than \$20 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Wisconsin

## 20,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 20,000 hours with nonprofits and schools

# Wyoming

Google helps Wyoming businesses move toward their goals

## \$1.9 billion of economic activity

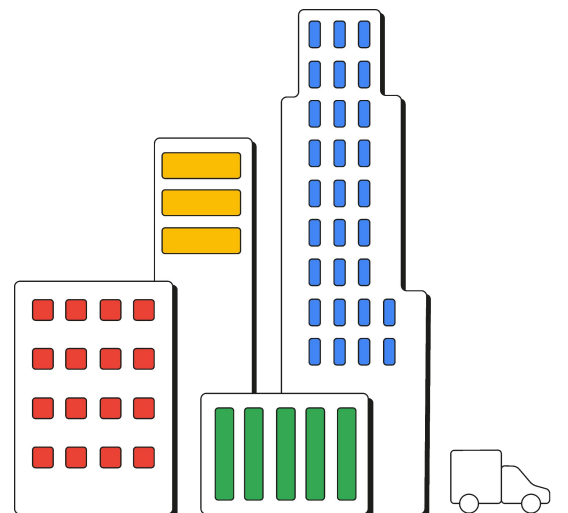
In 2024, Google helped provide \$1.9 billion of economic activity for thousands of Wyoming businesses, nonprofits, publishers, creators, and developers

## 48,000 Wyoming businesses

More than 48,000 Wyoming businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

## \$1+ million of Ad Grants to nonprofits

In 2024 alone, Google.org provided more than \$1 million worth of donated search ads to Wyoming nonprofits through the Google Ad Grants program



# Methodology



## How we calculate Google's economic impact

We derive a conservative estimate of Google's economic impact in each state by examining the economic value provided by Google Search, Google Ads, Google Cloud, and Google network properties such as AdSense and AdMob, Google Ad Grants, YouTube, and Google Play.

### Google Search and Ads

To estimate the economic impact of Google Search and Ads, we rely on two multipliers. First, we assume that businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads. Our first chief economist, Hal Varian, developed this estimate based on observed cost-per-click activity across a large sample of our advertisers; his methodology was published in the *American Economic Review* in May 2009. Second, we assume that, overall, businesses receive an average of five clicks on their search results for every one click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink based on sample search log data and published in the *International Journal of Internet Marketing and Advertising* in 2009.

If search clicks brought in as much revenue for businesses as ad clicks, these two assumptions would imply that businesses would receive \$11 in profit for every \$1 they spend on Google Ads. This is because if

advertisers receive 2x as much value from Google Ads as they spend on Google Ads, and they receive 5x as much value from Google Search as they do from Google Ads, then the total profit they receive is 11x what they spend:  $2(\text{spend}) + 5 \times 2(\text{spend}) - (\text{spend}) = 11(\text{spend})$ .

However, clicks through search results may not be as commercially valuable as ad clicks, so we want to be conservative. We will treat search clicks as being about 70% as valuable as ad clicks. This means advertisers overall receive 8x the profit that they spend on Google Ads:  $2(\text{spend}) + .7 \times 5 \times 2(\text{spend}) - (\text{spend}) = 8(\text{spend})$ .

Therefore, we estimate that for every \$1 a business spends on Google Ads, they receive \$8 in profit through Google Search and Ads. Thus, to derive the economic value received by advertisers, we multiply our Google Ads revenue on Google.com search results in 2024 – what advertisers spent – by 8.



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## Google Cloud

We estimate the economic impact of Google Cloud based on the benefits that it generates for its users. We rely on American companies' investments in Google Cloud for this calculation and make two core assumptions. First, we assume that Cloud technology is driving revenue growth and cost savings across both small and large organizations. Second, we assume that every dollar invested in Cloud services by our users generates a net return. The methodology we use does not include any Cloud services that are provided for free.

## YouTube Ads

Like the economic impact of Google Search and Ads, we rely on two multipliers to estimate the economic impact of YouTube Ads, based on analysis of actual campaigns run on YouTube. First, we assume that advertisers are willing to pay twice the amount of what they actually spend. Second, we assume that brand advertisers receive, on average, more organic views on their channels than paid views. Then, using similar methods used to determine the economic value of Google Search and Ads, we were able to estimate a total surplus, or profit, for advertisers based on what they spent.

## Google Network Properties, YouTube, and Google Play

The economic impact of Google Network Properties, YouTube, and Google Play is based on the estimated amount we paid to publishers, creators, and developers in each U.S. state in 2024 for placing our ads next to their content and from app monetization.

## Google Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grant recipients in 2024.

## Total economic value

Total economic value for each state is estimated as the economic activity provided to businesses, publishers, nonprofits, creators, and developers by Google Search, Google Play, YouTube, Google Cloud, and Google advertising tools in 2024.

## What's not included

This is an attempt to estimate the economic impact of Google's core search and advertising business. In search and advertising, we derive a conservative estimate of the impact of our tools on businesses, publishers, nonprofits, developers, and creators. We leave out estimates, such as the cost savings for consumers who are now able to find the information they need more easily than before. We also do not include our employees' economic impact or that of other major products, such as Google Maps and Google Analytics. So while we are confident in our estimates, consider them a lower end of Google's true economic impact.