Jump to Content

Economic Impact

Economic Impact

- State Reports
  - Alabama
  - Alaska
  - Arizona
  - Arkansas
  - California
  - Colorado
  - Connecticut
  - Delaware
  - Florida
  - Georgia
  - Hawaii
  - Idaho
  - Illinois
  - Indiana
  - Iowa
  - Kansas
  - Kentucky
  - Louisiana
  - Maine
  - Maryland
  - Massachusetts
  - Michigan
  - Minnesota
  - Mississippi
  - Missouri
  - Montana
  - Nebraska
  - Nevada
  - New Hampshire
  - New Jersey
  - New Mexico
  - New York
  - North Carolina
  - North Dakota
  - Ohio
  - Oklahoma
  - Oregon
  - Pennsylvania
  - Puerto Rico
  - Rhode Island
  - South Carolina
  - South Dakota
  - Tennessee
  - Texas
  - Utah
  - Vermont
  - Virginia
  - Washington
  - Washington, D.C.
  - West Virginia

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IPR2025-00826

- Wisconsin
- Wyoming

State Reports

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1. Alabama
2. Alaska
3. Arizona
4. Arkansas
5. California
6. Colorado
7. Connecticut
8. Delaware
9. Florida
10. Georgia
11. Hawaii
12. Idaho
13. Illinois
14. Indiana
15. Iowa
16. Kansas
17. Kentucky
18. Louisiana
19. Maine
20. Maryland
21. Massachusetts
22. Michigan
23. Minnesota
24. Mississippi
25. Missouri
26. Montana
27. Nebraska
28. Nevada
29. New Hampshire
30. New Jersey
31. New Mexico
32. New York
33. North Carolina
34. North Dakota
35. Ohio
36. Oklahoma
37. Oregon
38. Pennsylvania
39. Puerto Rico
40. Rhode Island
41. South Carolina
42. South Dakota
43. Tennessee
44. Texas
45. Utah
46. Vermont
47. Virginia
48. Washington
49. Washington, D.C.
50. West Virginia
51. Wisconsin
52. Wyoming

- U.S. Impact
- Resources
- Directory
- FAQ
  - Methodology

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

Explore our impact in each state

Learn about our impact, state by state

National impact at a glance

$850 billion

of economic activity

In 2024, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools* 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.

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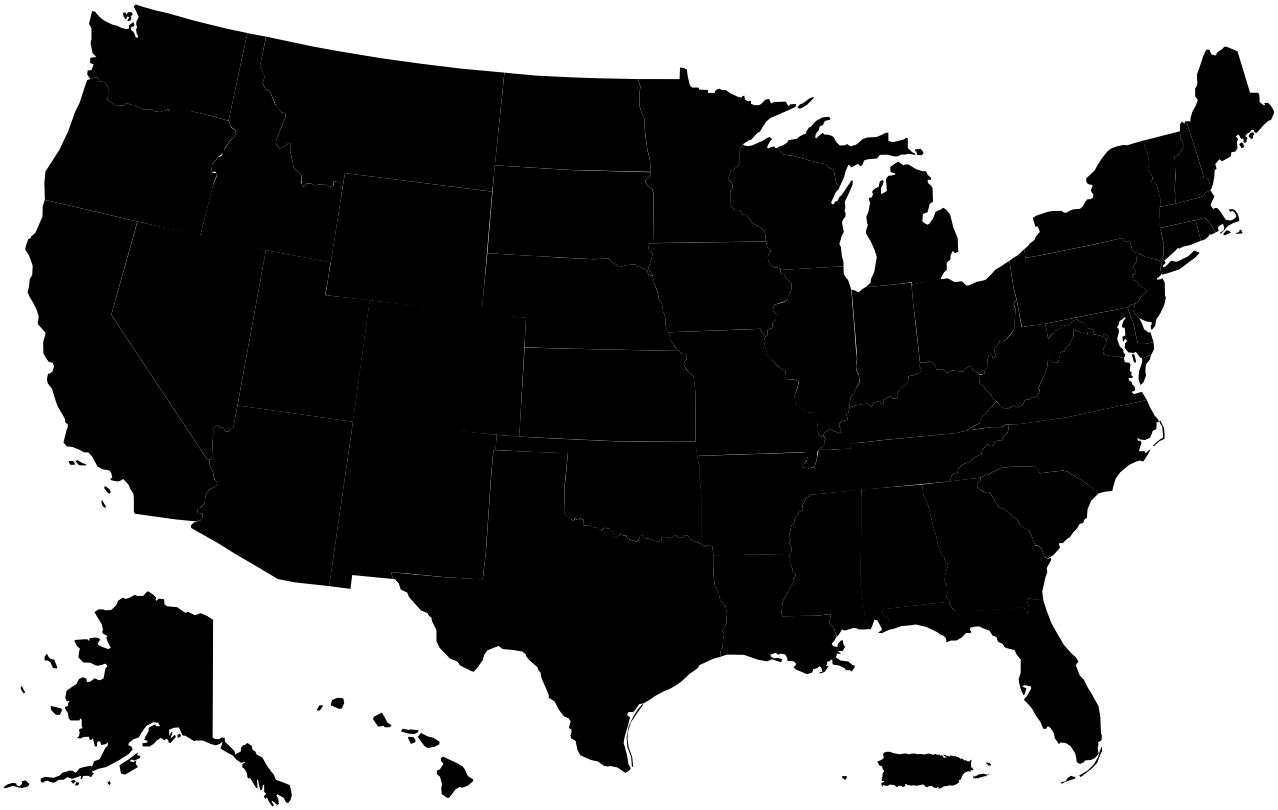

Zoom In

Zoom Out

National View

Learn about our impact, state by state

Choose a state...

Visit state page

Featured Business

Google Communities in

Learn about our impact across the nation

Bison Coolers Fort Worth, Texas

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430,000+

jobs supported by YouTube

YouTube's creative ecosystem supported more than 430,000 full-time equivalent jobs in the U.S.[1]

Explore U.S. impact
3 Farm Daughters Grand Forks, North Dakota

Learn about our impact across the nation

Bison Coolers Fort Worth, Texas

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430,000+

jobs supported by YouTube

YouTube's creative ecosystem supported more than 430,000 full-time equivalent jobs in the U.S.[1]

Explore U.S. impact

1. **$850 billion of economic activity**

   In 2024, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools[*] helped provide $850 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.

2. **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.

3. **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.

4. **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.

5. **430,000+ jobs supported by YouTube**

   YouTube's creative ecosystem supported more than 430,000 full-time equivalent jobs in the U.S.[1]

Google offers a variety of resources to help American businesses and job seekers

Helping American businesses connect with customers

Explore resources

Providing American businesses, learners, and creators a platform to tell their stories

Explore resources

Helping American businesses generate actionable insights

Explore resources

Helping American app developers build their businesses

Explore resources

Enabling Americans to digitally transform their organizations

Explore resources

Helping Americans grow their businesses

Explore resources

Providing American job seekers with new ways to start and grow their careers

Explore resources

Helping Americans to supercharge their ideas

Explore resources

Providing Americans new ways to search with AI

Explore resources

Helping American businesses connect with customers

Explore resources

Helping American businesses connect with customers

Explore resources

1. **Google Business Profile**

   Helping American businesses connect with customers

   Explore resources

2. **YouTube**

   Providing American businesses, learners, and creators a platform to tell their stories

   Explore resources

3. **Google Analytics**

   Helping American businesses generate actionable insights

   Explore resources

4. **Google Play**

   Helping American app developers build their businesses

Explore resources

5. **Google Cloud**

   Enabling Americans to digitally transform their organizations

   Explore resources

6. **Grow with Google**

   Helping Americans grow their businesses

   Explore resources

7. **Google Career Certificates**

   Providing American job seekers with new ways to start and grow their careers

   Explore resources

8. **Gemini**

   Helping Americans to supercharge their ideas

   Explore resources

9. **AI Overviews**

   Providing Americans new ways to search with AI

   Explore resources

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- 2024
- 2023
- 2022
- 2021
- 2020
- 2019
- 2018
- 2017
- 2016
- 2015
- 2014
- 2013
- 2012
- 2011
- 2010
- 2009

2024

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*Includes Ad Grants from Google.org

[1]Oxford Economics 2023 Survey

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