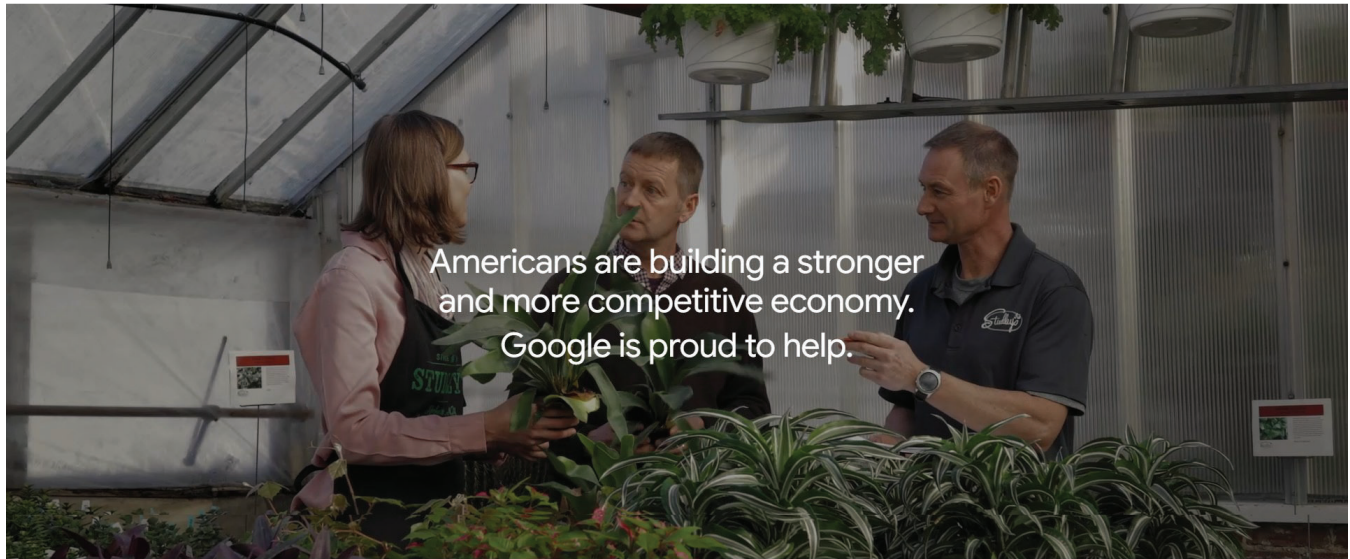




EXPLORE OUR IMPACT IN EACH STATE



Learn about our impact, state by state

Massachusetts

\$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

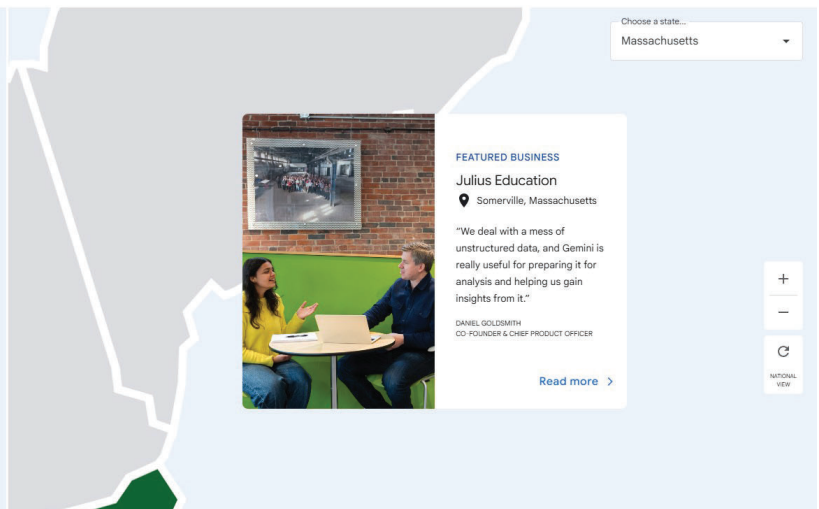
More than 424,000 Massachusetts businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$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

[Download report](#)

[Visit state page >](#)



Learn about our impact across the nation



\$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.

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](#)



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 >](#)



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

*Includes Ad Grants from Google.org

[†] Oxford Economics 2023 Survey