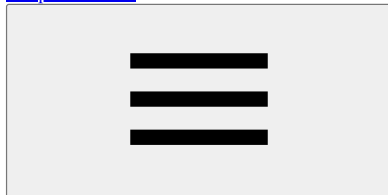


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National impact at a glance

\$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.

<https://economicimpact.google>

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

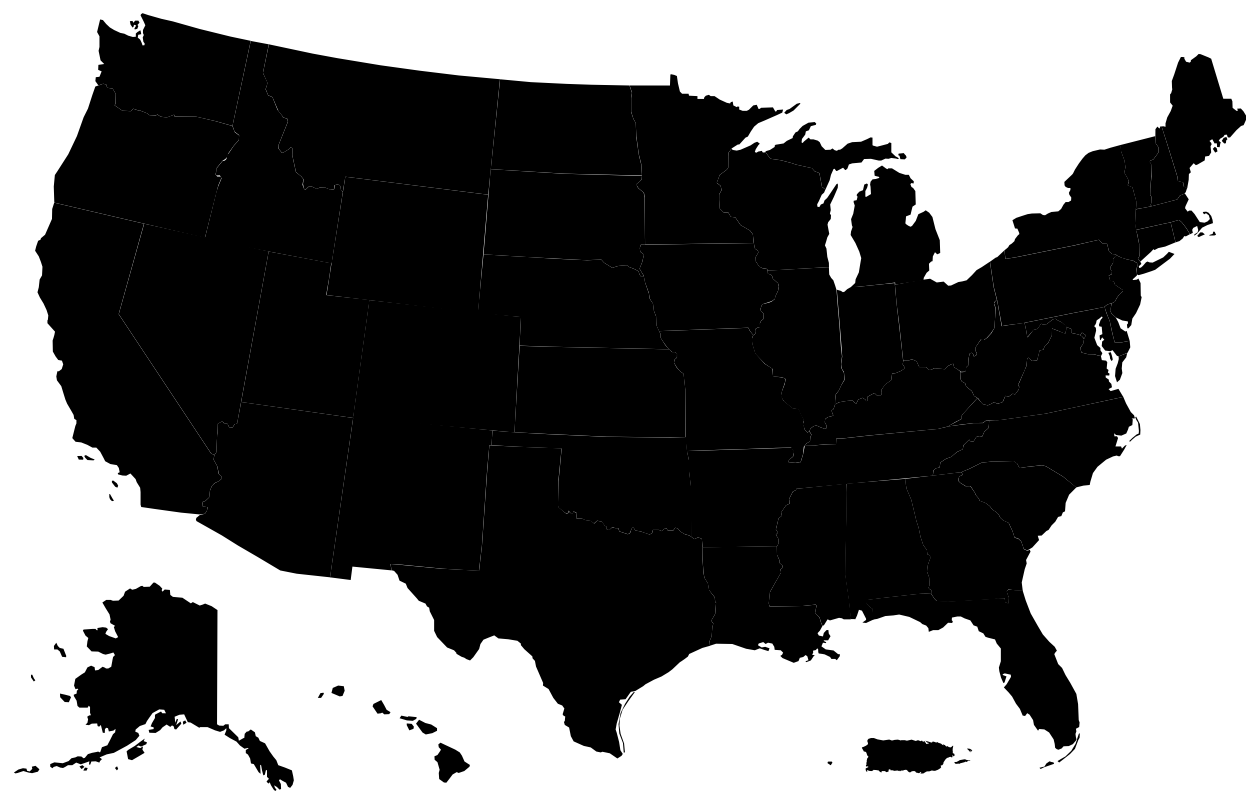
America is our home. Google employed more than 100,000 people full-time throughout the U.S. at the end of 2024. We’re proud to have offices and data centers in 26 states, and we’re committed to being good neighbors in the cities and towns we call home.

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Google Communities in



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Bison Coolers Fort Worth, Texas

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Google employees

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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

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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

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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](#)



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1. Google Business Profile

Helping American businesses connect with customers

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2. YouTube

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

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3. Google Analytics

Helping American businesses generate actionable insights

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4. Google Play

Helping American app developers build their businesses

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5. Google Cloud

Enabling Americans to digitally transform their organizations

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6. Grow with Google

Helping Americans grow their businesses

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7. Google Career Certificates

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

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8. Gemini

Helping Americans to supercharge their ideas

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9. AI Overviews

Providing Americans new ways to search with AI

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*Includes Ad Grants from Google.org

¹Oxford Economics 2023 Survey

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