



Economic Impact

United States by the numbers
2024



Contents



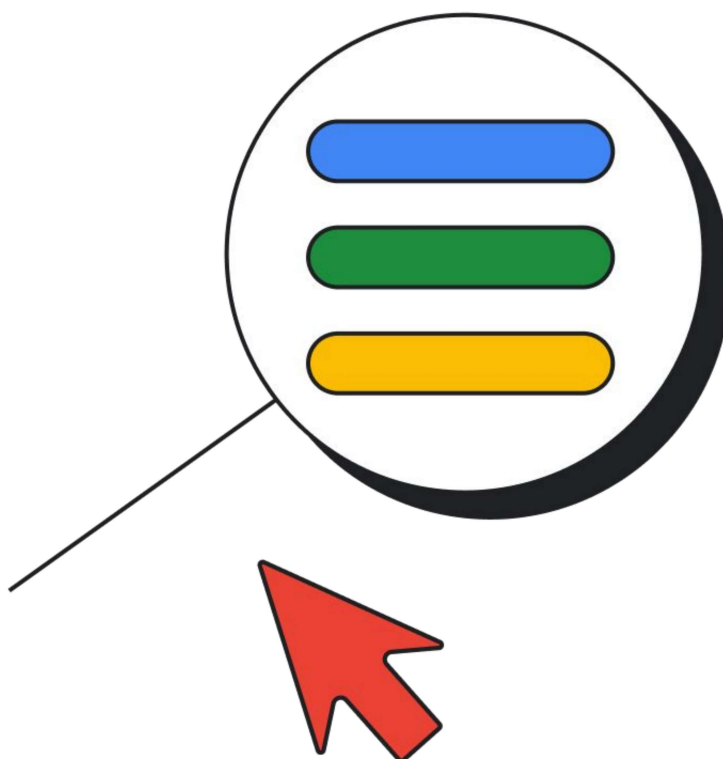
National numbers



Report by State

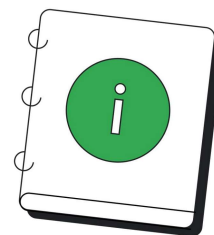


Methodology



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 tools¹ helped provide \$850 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.

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.

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.

430,000+ jobs supported by YouTube

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

19+ million American businesses

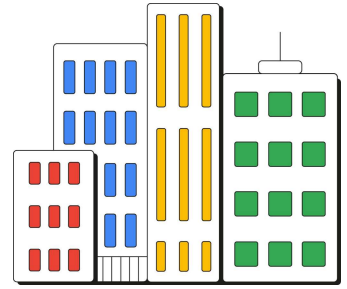
In 2024, a majority of American businesses, more than 19 million, used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

¹ Includes Ad Grants from Google.org

² 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

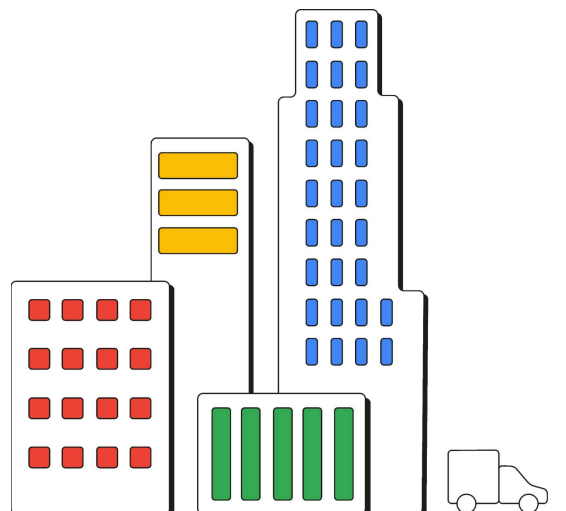
In 2024, Google helped provide \$187 million of economic activity for thousands of Alaska businesses, nonprofits, publishers, creators, and developers

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

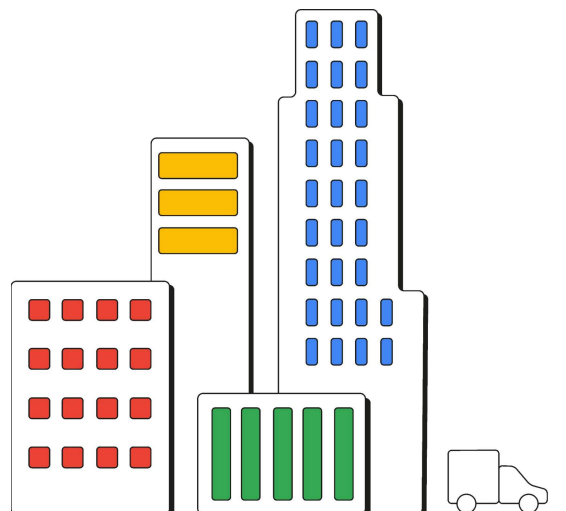
In 2024, Google helped provide \$12.4 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers

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

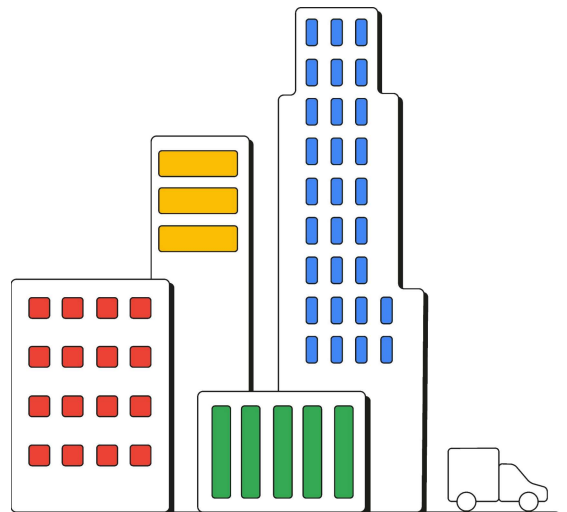
In 2024, Google helped provide \$3.2 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers

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

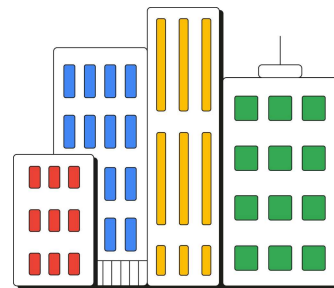
\$2+ million
of Ad Grants to nonprofits

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

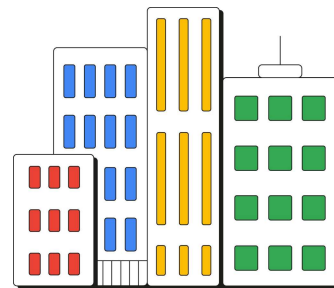
Since 2005, Google and Googlers have given more than \$1.2 billion in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in California

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

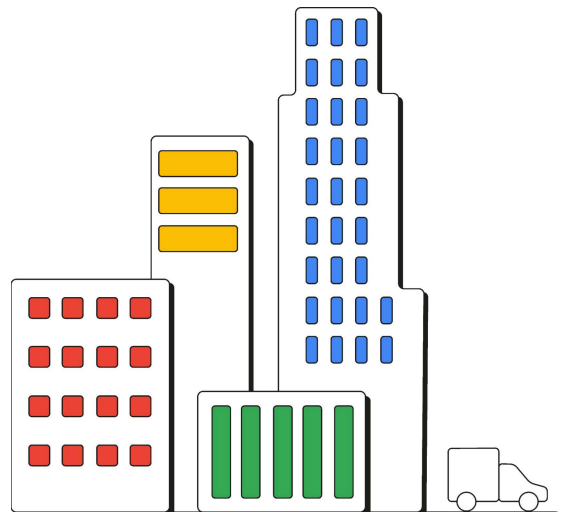
In 2024, Google helped provide \$13.4 billion of economic activity for tens of thousands of Connecticut businesses, nonprofits, publishers, creators, and developers

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

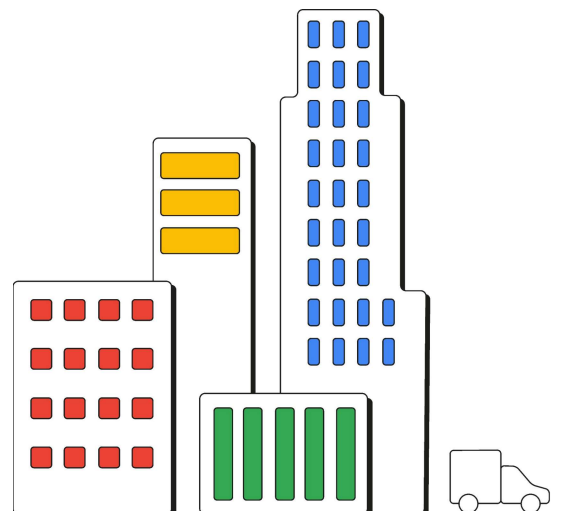
In 2024, Google helped provide \$11.8 billion of economic activity for thousands of Delaware businesses, nonprofits, publishers, creators, and developers

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

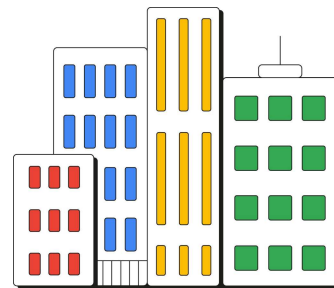
\$5+ million
of Ad Grants to nonprofits

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

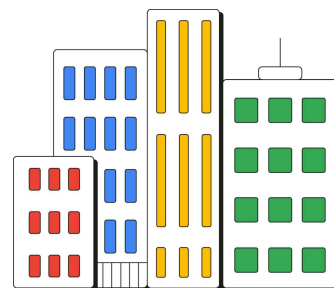
Since 2006, Google and Googlers have given more than \$19 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Florida

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

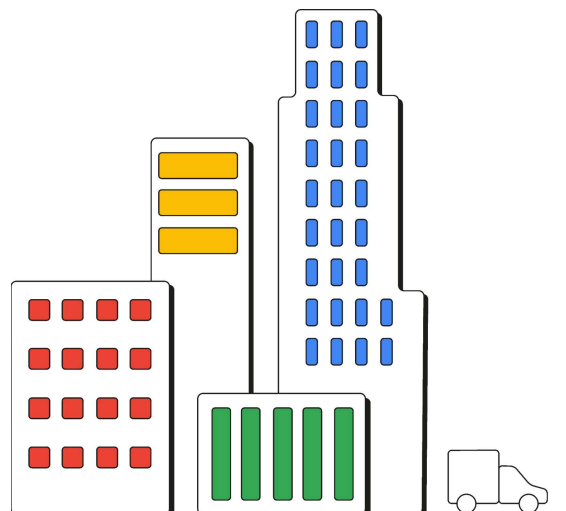
In 2024, Google helped provide \$544 million of economic activity for thousands of Hawaii businesses, nonprofits, publishers, creators, and developers

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

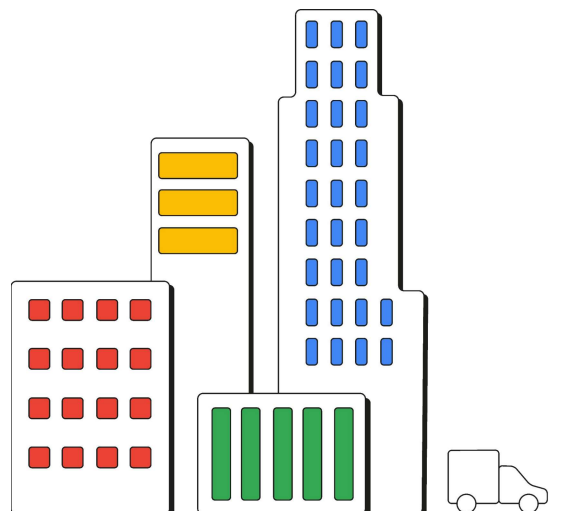
In 2024, Google helped provide \$1.7 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers

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

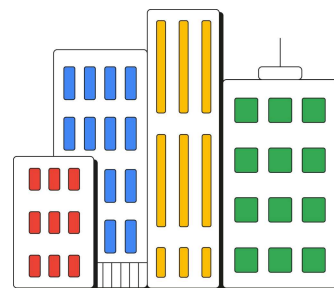
\$2+ million
of Ad Grants to nonprofits

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

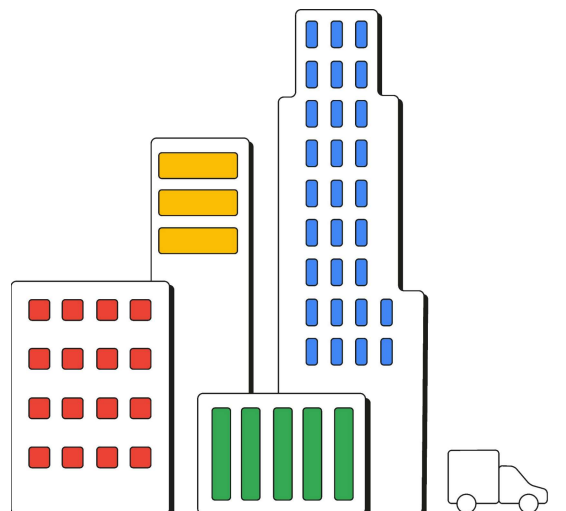
In 2024, Google helped provide \$6.3 billion of economic activity for tens of thousands of Indiana businesses, nonprofits, publishers, creators, and developers

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

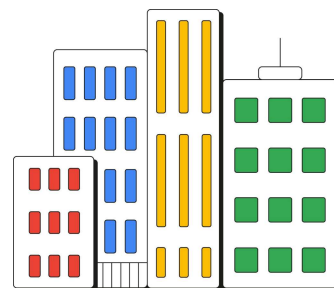
\$10+ million
of Ad Grants to nonprofits

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

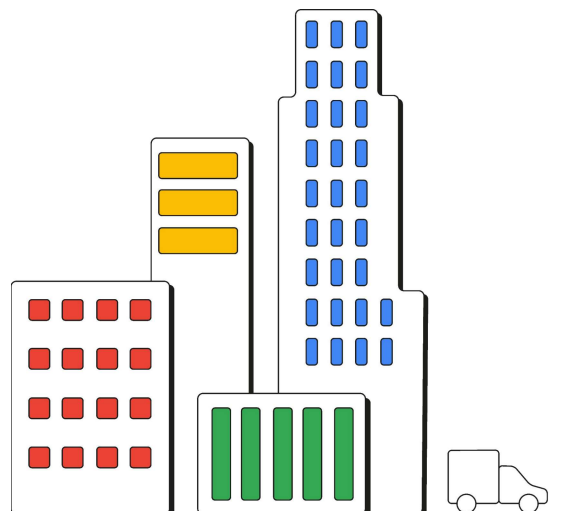
In 2024, Google helped provide \$2.1 billion of economic activity for thousands of Kansas businesses, nonprofits, publishers, creators, and developers

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

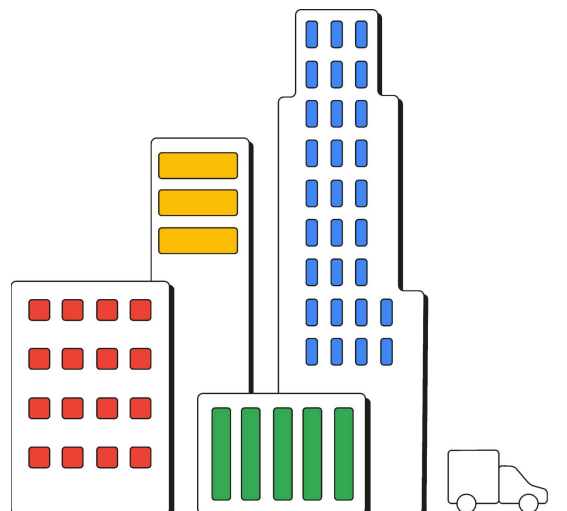
In 2024, Google helped provide \$2.9 billion of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers

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

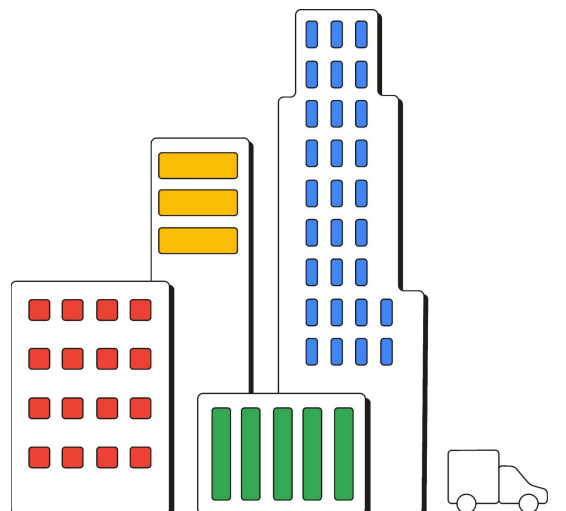
In 2024, Google helped provide \$2.1 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers

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

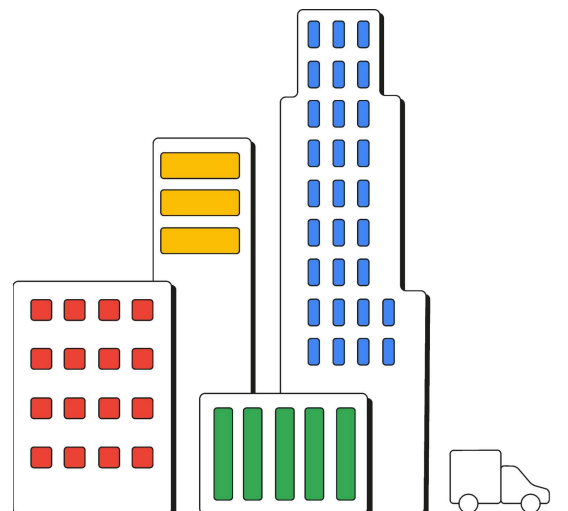
In 2024, Google helped provide \$1.3 billion of economic activity for thousands of Maine businesses, nonprofits, publishers, creators, and developers

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

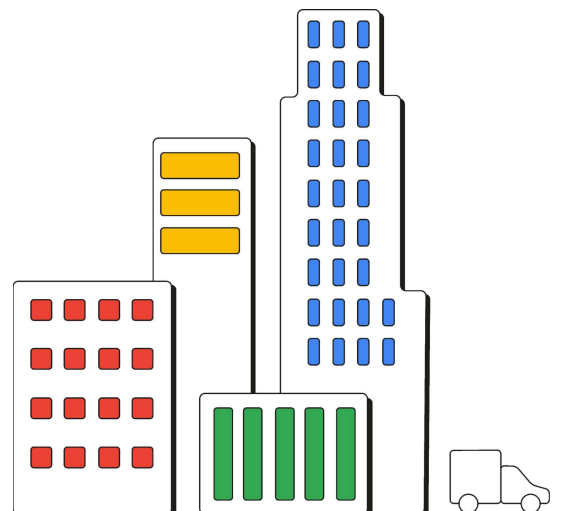
In 2024, Google helped provide \$9 billion of economic activity for tens of thousands of Maryland businesses, nonprofits, publishers, creators, and developers

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

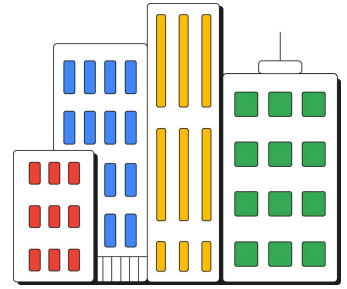
\$23+ million
of Ad Grants to nonprofits

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

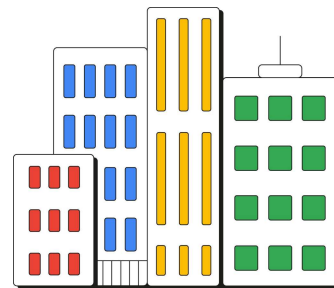
Since 2005, Google and Googlers have given more than \$166 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Massachusetts

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

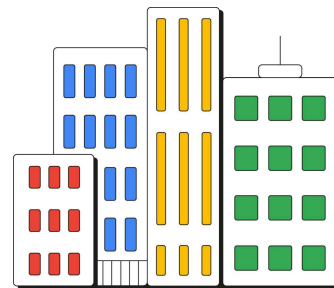
Since 2006, Google and Googlers have given more than \$36 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Michigan

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

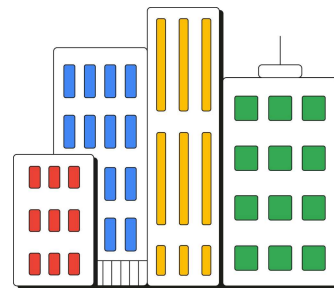
Since 2006, Google and Googlers have given more than \$14 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Minnesota

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

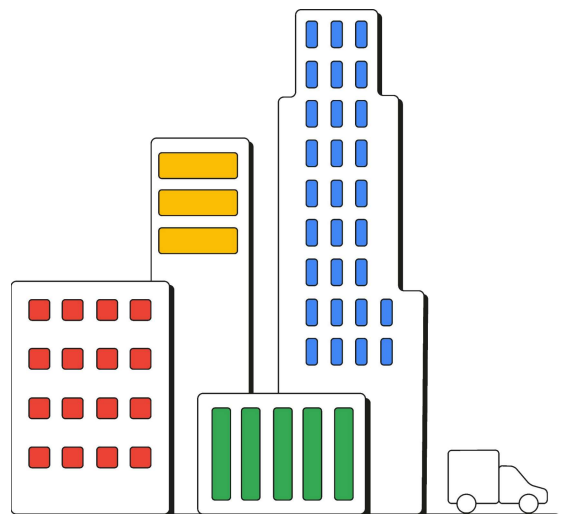
In 2024, Google helped provide \$7.5 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers

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

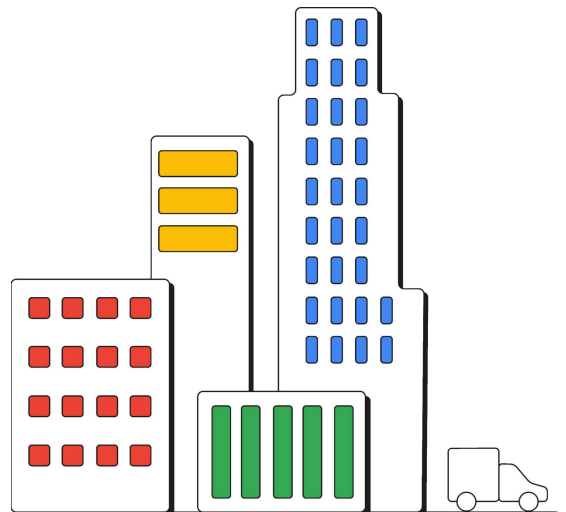
In 2024, Google helped provide \$615 million of economic activity for thousands of Montana businesses, nonprofits, publishers, creators, and developers

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

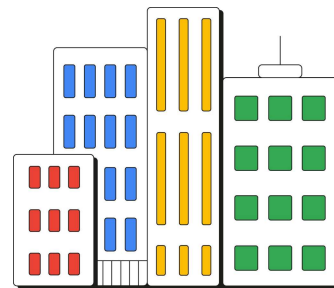
\$3+ million
of Ad Grants to nonprofits

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

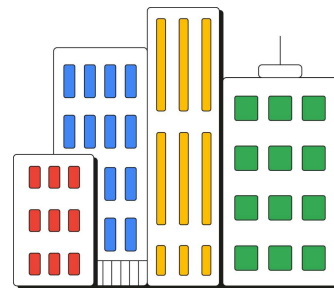
Since 2014, through Google.org, Google employees volunteered more than 4,000 hours with nonprofits and schools

\$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

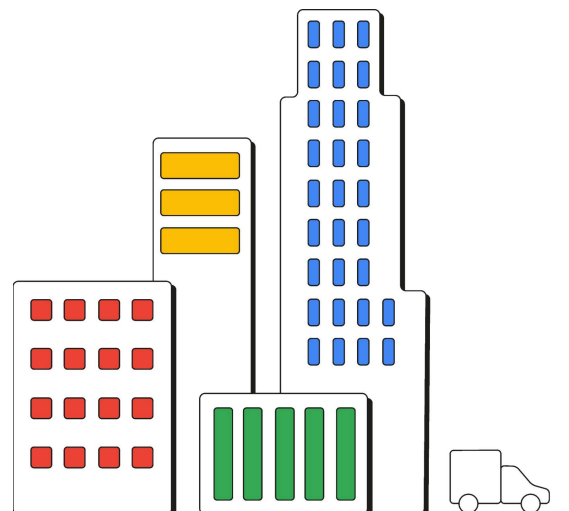
In 2024, Google helped provide more than \$1.4 billion of economic activity for thousands of New Hampshire businesses, nonprofits, publishers, creators, and developers

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

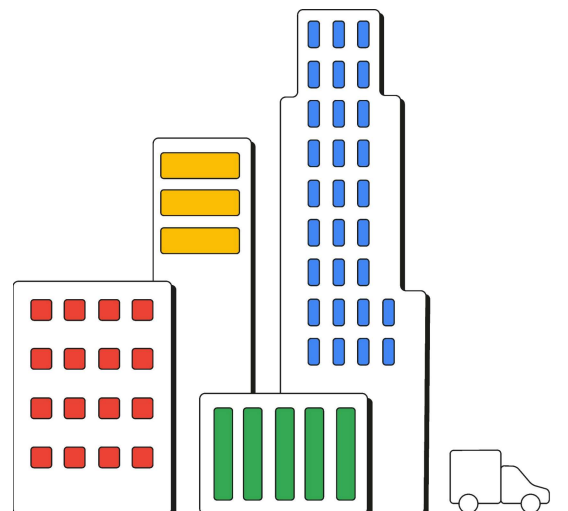
In 2024, Google helped provide \$24.2 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers

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

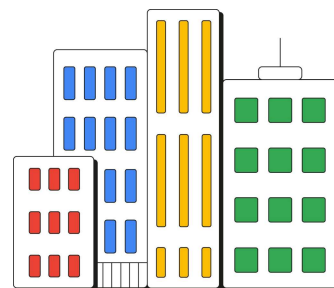
\$16+ million
of Ad Grants to nonprofits

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

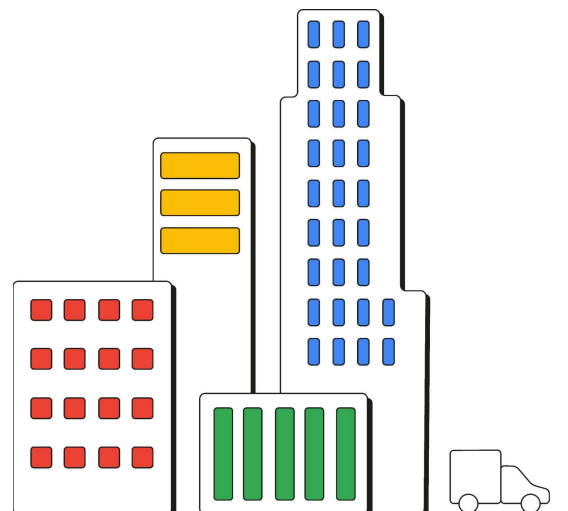
In 2024, Google helped provide \$658 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers

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

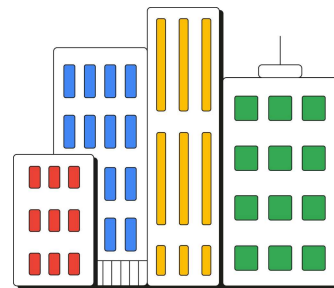
\$3+ million
of Ad Grants to nonprofits

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

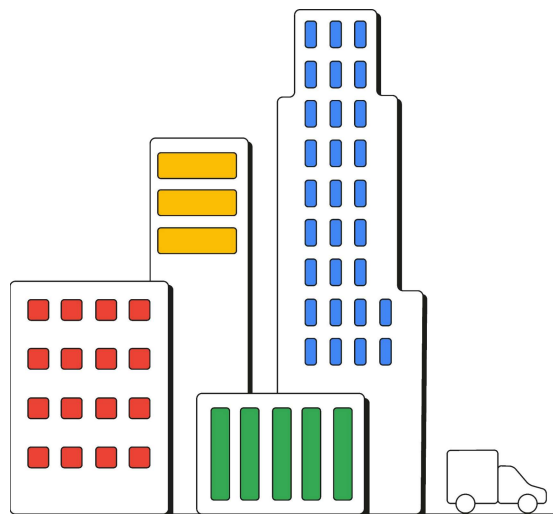
In 2024, Google helped provide \$816 million of economic activity for thousands of North Dakota businesses, nonprofits, publishers, creators, and developers

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

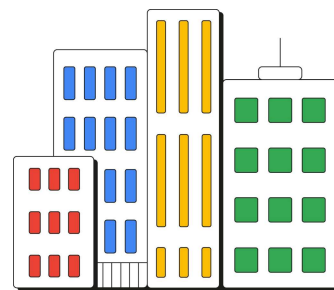
\$450,000+
of Ad Grants to nonprofits

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

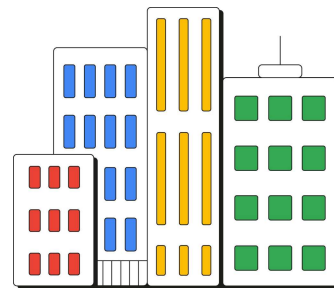
Since 2006, through Google.org, Google employees volunteered more than 13,000 hours with nonprofits and schools

\$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

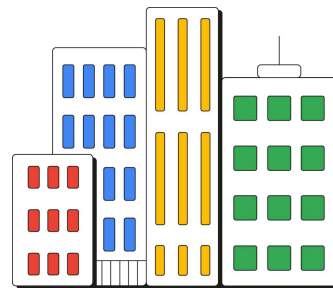
Since 2014, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

\$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

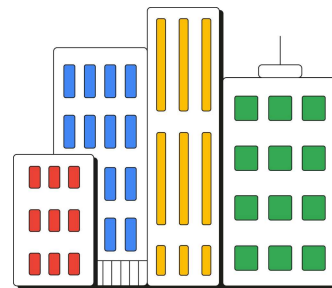
Since 2008, through Google.org, Google employees volunteered more than 26,000 hours with nonprofits and schools

\$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

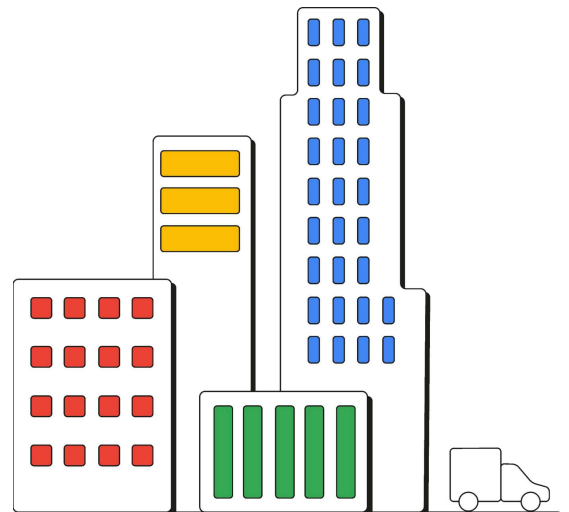
Google helps Puerto Rico businesses move toward their goals

\$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

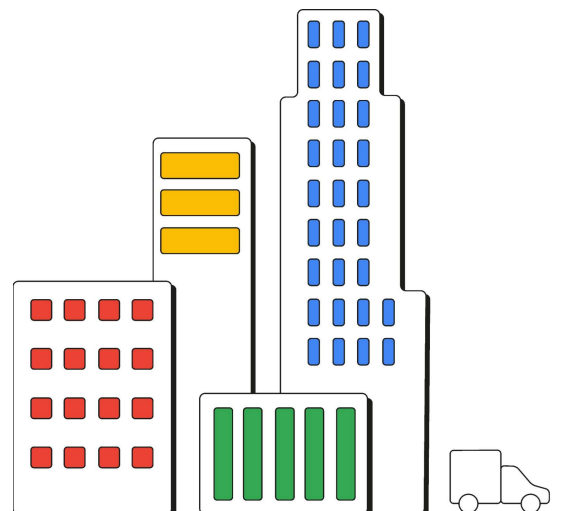
In 2024, Google helped provide \$1.53 billion of economic activity for thousands of Rhode Island businesses, nonprofits, publishers, creators, and developers

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

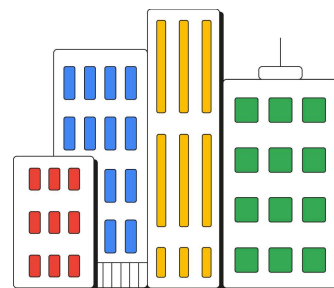
\$2+ million
of Ad Grants to nonprofits

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

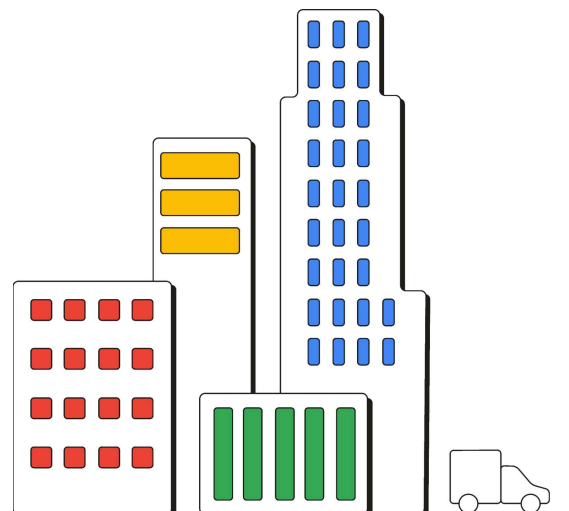
In 2024, Google helped provide \$395 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers

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

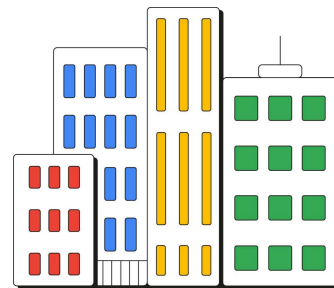
\$1+ million
of Ad Grants to nonprofits

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

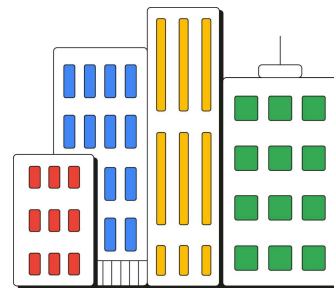
Since 2013, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

\$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

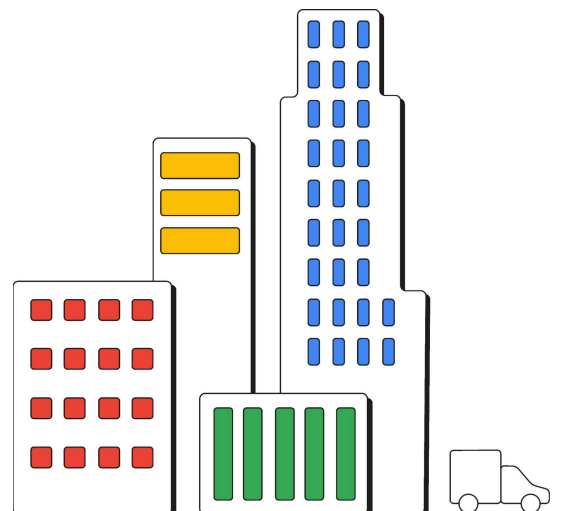
In 2024, Google helped provide \$11.9 billion of economic activity for tens of thousands of Utah businesses, nonprofits, publishers, creators, and developers

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

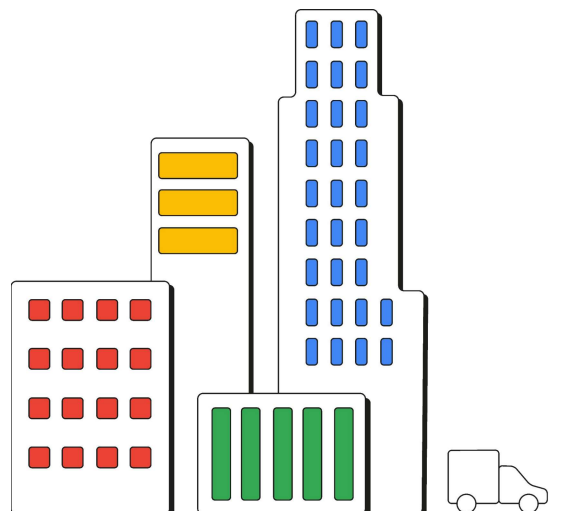
In 2024, Google helped provide more than \$1.7 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers

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

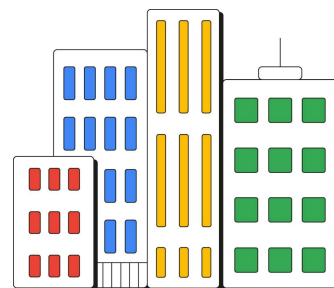
\$2+ million
of Ad Grants to nonprofits

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

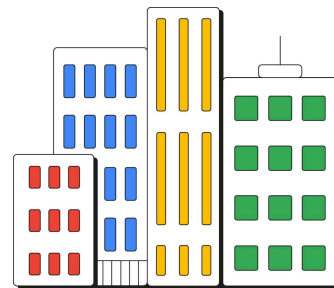
Since 2010, through Google.org, Google employees volunteered more than 28,000 hours with nonprofits and schools

\$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

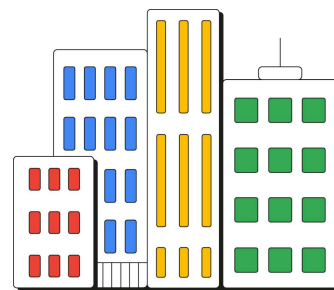
Since 2005, Google and Googlers have given more than \$150 million in philanthropic giving (cash grants, employee donations, and gift match) to organizations and nonprofits in Washington

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

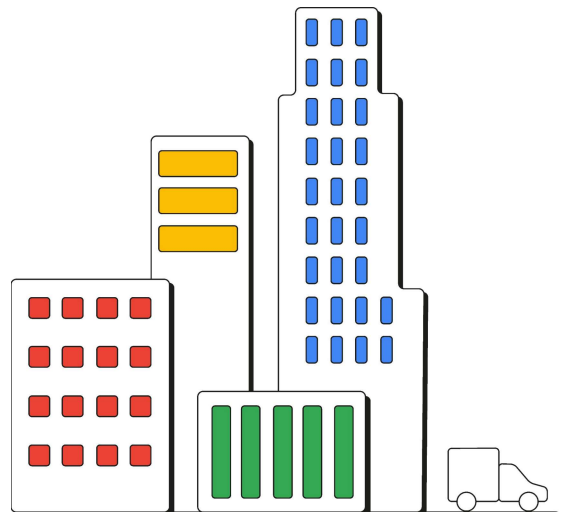
In 2024, Google helped provide \$382 million of economic activity for thousands of West Virginia businesses, nonprofits, publishers, creators, and developers

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

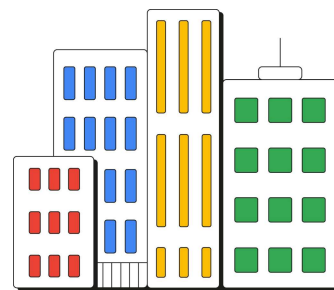
\$1+ million
of Ad Grants to nonprofits

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

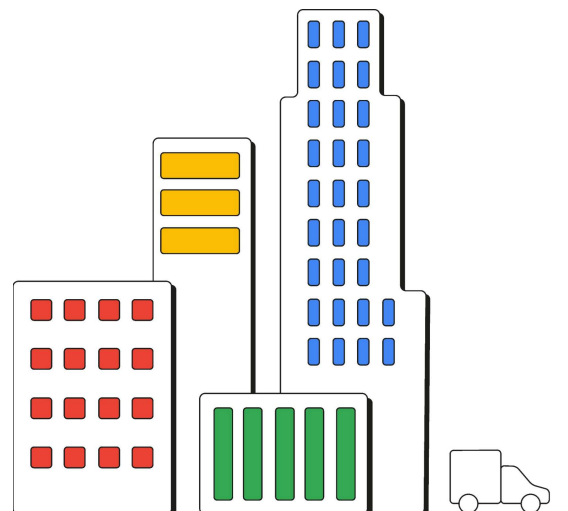
In 2024, Google helped provide \$1.9 billion of economic activity for thousands of Wyoming businesses, nonprofits, publishers, creators, and developers

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.

Methodology

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.