

Americans are leading a new era of innovation. Google is here to help.

Every day, Americans turn to digital tools, including AI, to tackle everything from the everyday to the extraordinary: uncovering answers, launching businesses, and building futures. Google is proud to support that journey by providing helpful tools and resources to everyone. In 2025, Google Search, Google Play, Google Cloud, YouTube, and Google Ads drove \$947 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.¹

AI Is Helping American Businesses Grow

Google has been an AI first company since 2016 because we believe this technology levels the playing field. Tasks that once required significant resources are now within reach for businesses of any size, helping owners save time and money, surface insights from their data, improve customer service, reach new markets, and more. The results speak for themselves: according to the U.S. Chamber of Commerce, among U.S. small businesses that are currently using AI 85% experienced higher sales, 84% saw higher profits, and 82% grew their workforce.²

Nic Breedlove runs PlaygroundEquipment.com, an Indiana family business supplying play structures and design services to schools and parks across the country. To connect with these neighborhoods, Nic relies on Performance Max campaigns from Google Ads, which generate 40 percent of the company's revenue and fueled 18 percent growth last year. The team leverages Gemini in Google Workspace to track inventory and analyze financial data. Gemini also enables them to transform four monthly case studies into 80 videos and 160 social posts, while their designers utilize the tool to brainstorm materials and uncover risks before production begins. "Kids gain confidence by taking risks and playing on the equipment," Nic says. "We give them a space to do that."

Building an AI-Ready America

At Google, we believe that technological innovation like AI, paired with the skills to use it effectively, creates a powerful engine for economic mobility. Since 2017, [Grow with Google](#) has trained more than 13 million Americans on digital skills to help them succeed at work, in the classroom, and in growing their businesses.³ This includes providing over 1 million AI trainings across America.

The impact of training is clear: in the U.S., employees who received training are 2.5x more likely to use AI for work and almost 3.5x more likely to be AI fluent.⁴ To make the benefits of AI accessible to everyone, we've built AI training resources like the new Google AI Professional Certificate and made this available to every small business and their employees for free. Through the Google AI for Education Accelerator, we offer free AI training and Google Career Certificates to every college student, faculty, and college staff member in America. And our \$1 billion commitment to education and job training in the U.S. is dedicated to helping every American build these skills with confidence.

Investing in America's Future

All of this runs on infrastructure, and Google is building what America needs to lead. We are helping bring economic opportunity to communities through major data center sites in Arkansas, Indiana, Iowa, Oklahoma, South Carolina, Texas, Virginia, and more. We also support the people who build our future: [Google's collaboration with the electrical training ALLIANCE \(etA\)](#) will equip more than 100,000 electrical workers with AI-powered learning tools and train 30,000 new apprentices by 2030.

In this report, you'll meet small businesses improving their operations with Gemini, creators growing views and revenue on YouTube, local shops finding customers worldwide through Google Ads, and much more. Google is committed to supporting them as they achieve their business goals and helping every American benefit from the AI opportunity. When American businesses succeed, the entire economy grows, and we are honored to play our part.

[Read More](#)

Investing in local communities



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 2025. 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.



\$550 million in philanthropic and social impact funding

In 2025, Google and Googlers gave more than \$550 million in funding (cash grants, social impact funding, employee donations, and gift match) and our employees volunteered more than 450,000 hours.





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Google is helping America become stronger and more competitive than ever before.

Google is committed to driving economic opportunity for Americans, and we continue to provide support to everyday people throughout the nation. We help people, regardless of experience or degree status, access high-quality jobs and expand opportunities for them to learn new skills. We've invested in empowering students and teachers with technology, artificial intelligence (AI) advancements and programs, and funded new digital job skilling initiatives that support small business owners, creators, and startup founders.

Grow with Google Coach (left) provides coaching to a business owner (right)



13+ million Americans trained in digital skills

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400,000+ Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help learners get the hands-on experience and practical AI skills they need to help stand out to employers in high-paying fields, such as cybersecurity, data analytics and project management. After completing a Certificate, program graduates are able to connect with 150+ top employers. 70%+ of graduates report a positive career impact within six months.⁵

500M Weekly Assists related to Economic Opportunity

In the U.S., Google assists people nearly half a billion times per week on topics related to economic opportunity, like searching for a certificate program or how to register a business.

\$1B to support AI education and job training

Over the next three years, Google is funding over \$1B to support AI education, job training programs, and other education-related initiatives in the U.S. This includes initiatives for AI literacy, cloud computing, and research across public higher education institutions and systems, university membership networks, and nonprofits focused on postsecondary student success.

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Google offers a variety of resources to help businesses thrive

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¹Google Internal Data, December 2025

²The US Chamber of Commerce, Empowering Small Businesses: [The Impact of Technology on U.S. Small Business](#), August 2025

³Google Internal Data, December 2025

⁴The Path to AI Fluency: AI Works for America, Google and Ipsos 2026

⁵Google Internal Data, June 2025



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