



Economic Impact

United States by the numbers
2023



Contents



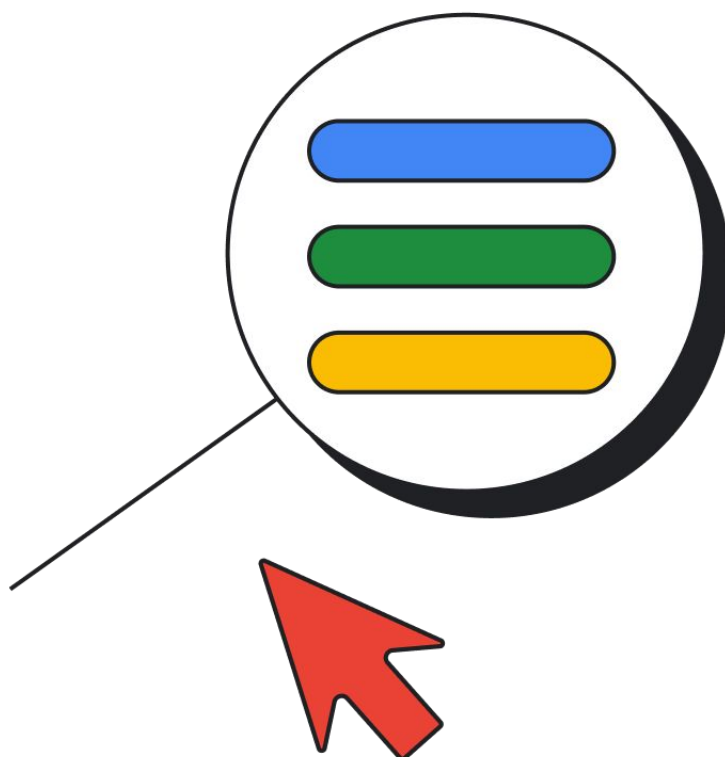
National numbers



Reports by state

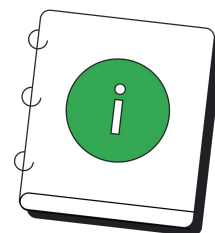


Methodology



National numbers

Americans are building AI-powered businesses and careers. Google is helping.



\$739 billion of economic activity

In 2023, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools¹ helped provide \$739 billion of economic activity for millions of American businesses, nonprofits, publishers, creators, and developers.

2+ billion monthly free direct connections

Every month in 2023, Google helped drive more than 2 billion free direct connections, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.

18+ million American businesses

In 2023, a majority of American businesses, more than 18 million, used Google's free tools 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 2023. 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.

390,000+ jobs supported by YouTube

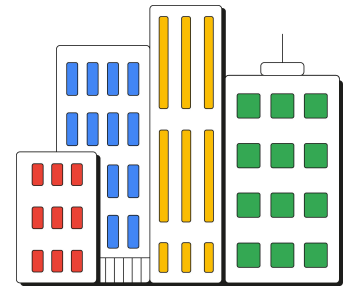
YouTube's creative ecosystem supported more than 390,000 full-time equivalent jobs in the U.S.²

¹ Includes Ad grants from Google.org

² Oxford Economics Report, "The State of the Creator Economy", 2022

Alabama

Google helps Alabama businesses move toward their goals



\$1.88 billion of economic activity

In 2023, Google helped provide \$1.88 billion of economic activity for tens of thousands of Alabama businesses, nonprofits, publishers, creators, and developers

255,000 Alabama businesses

More than 255,000 Alabama businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$5.29 million of free advertising

In 2023, Google.org provided \$5.29 million in donated search ads to Alabama nonprofits through the Google Ad Grants program

Google in the community

\$10+ million in funding

Since 2006, Google.org has awarded over \$10 million in funding to Alabama organizations and nonprofits

1,600+ in volunteer and pro bono hours

Through Google.org, employees served over 1,600 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

150 megawatts of solar power

In 2019, Google announced a partnership with the Tennessee Valley Authority to purchase the output of several new solar farms in Alabama and Tennessee, with the ability to produce around 150 megawatts of power

Alaska

Google helps Alaska businesses move toward their goals

\$153 million
of economic activity

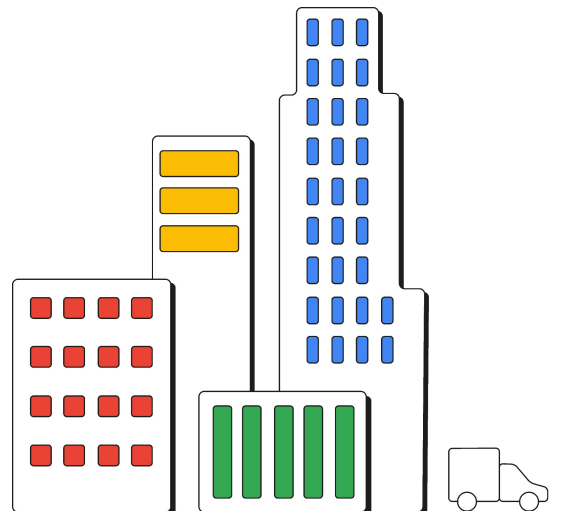
In 2023, Google helped provide \$153 million of economic activity for thousands of Alaska businesses, nonprofits, publishers, creators, and developers

47,000
Alaska businesses

More than 47,000 Alaska businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$757,000
of free advertising

In 2023, Google.org provided \$757,000 in donated search ads to Alaska nonprofits through the Google Ad Grants program



Arizona

Google helps Arizona businesses move toward their goals

\$11.87 billion
of economic activity

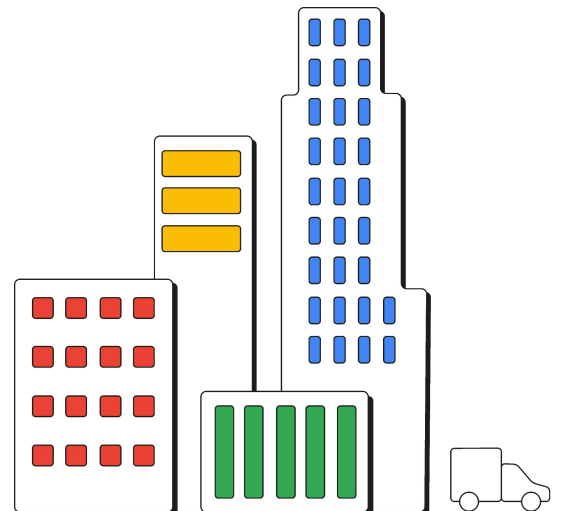
In 2023, Google helped provide \$11.87 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers

365,000
Arizona businesses

More than 365,000 Arizona businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$17.29 million
of free advertising

In 2023, Google.org provided \$17.29 million in donated search ads to Arizona nonprofits through the Google Ad Grants program



Arkansas

Google helps Arkansas businesses move toward their goals

\$2.62 billion
of economic activity

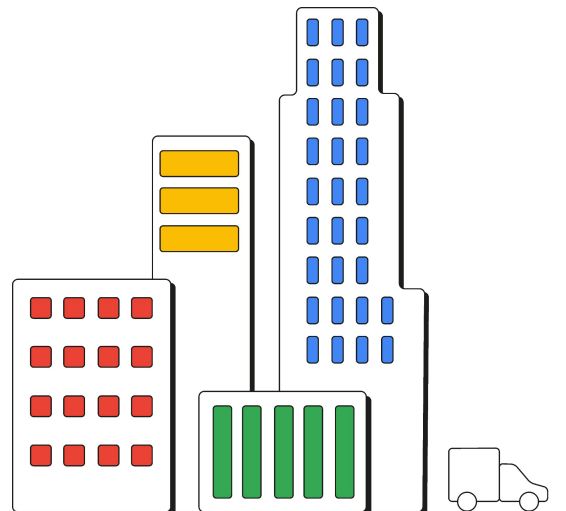
In 2023, Google helped provide \$2.62 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers

161,000
Arkansas businesses

More than 161,000 Arkansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

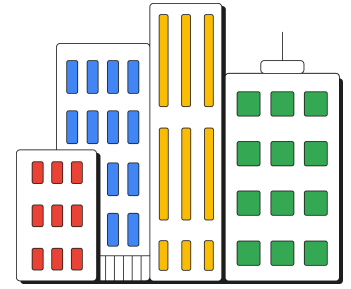
\$2.14 million
of free advertising

In 2023, Google.org provided \$2.14 million in donated search ads to Arkansas nonprofits through the Google Ad Grants program



California

Google helps California businesses move toward their goals



\$166+ billion of economic activity

In 2023, Google helped provide more than \$166 billion of economic activity for hundreds of thousands of California businesses, nonprofits, publishers, creators, and developers

2.15 million California businesses

More than 2.15 million California businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$338 million of free advertising

In 2023, Google.org provided \$338 million in donated search ads to California nonprofits through the Google Ad Grants program

Google in the community

\$550+ million in funding

Since 2005, Google.org has awarded over \$550 million in funding to California organizations and nonprofits

\$1.1+ billion in charitable giving

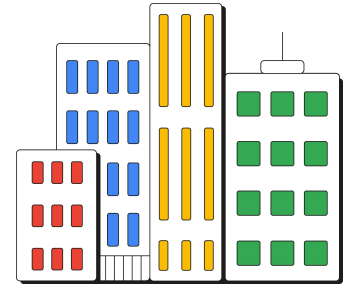
Since 2004, our employees based in California—including matching contributions and philanthropic giving from Google.org—have donated over \$1.1 billion to nonprofits

1+ million in volunteer and pro bono hours

Through Google.org, employees served over one million hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Colorado

Google helps Colorado businesses move toward their goals



\$12.19 billion of economic activity

In 2023, Google helped provide \$12.19 billion of economic activity for tens of thousands of Colorado businesses, nonprofits, publishers, creators, and developers

369,000 Colorado businesses

More than 369,000 Colorado businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$28.35 million of free advertising

In 2023, Google.org provided \$28.35 million in donated search ads to Colorado nonprofits through the Google Ad Grants program

Google in the community

\$21+ million in funding

Since 2006, Google.org has awarded over \$21 million in funding to Colorado organizations and nonprofits.

\$39+ million in charitable giving

Since 2004, our employees based in Colorado—including matching contributions and philanthropic giving from Google.org—have donated over \$39 million to nonprofits

\$42 million in bonds for affordable housing

Since 2016, Google has invested \$42 million in bonds for affordable housing in Colorado

Connecticut

Google helps Connecticut businesses move toward their goals

\$12+ billion
of economic activity

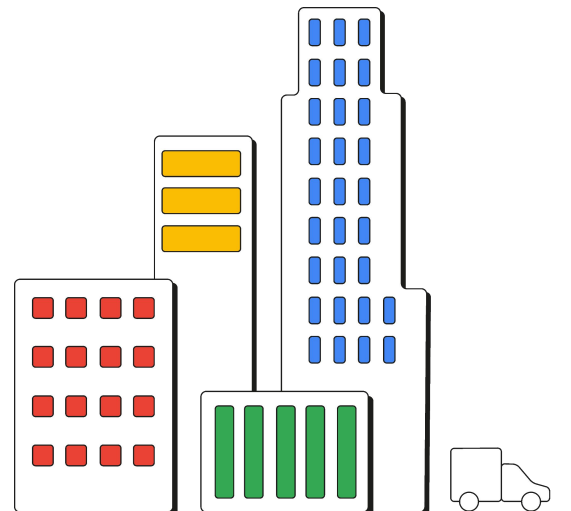
In 2023, Google helped provide more than \$12 billion of economic activity for tens of thousands of Connecticut businesses, nonprofits, publishers, creators, and developers

222,000
Connecticut businesses

More than 222,000 Connecticut businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$9.64 million
of free advertising

In 2023, Google.org provided \$9.64 million in donated search ads to Connecticut nonprofits through the Google Ad Grants program



Delaware

Google helps Delaware businesses move toward their goals

\$10.5 billion
of economic activity

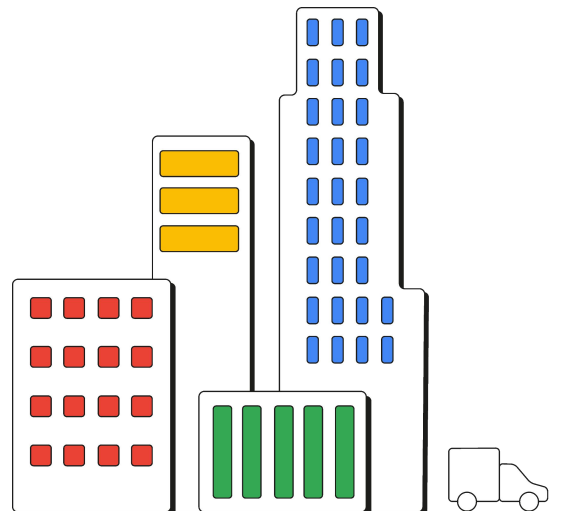
In 2023, Google helped provide \$10.5 billion of economic activity for thousands of Delaware businesses, nonprofits, publishers, creators, and developers

59,000
Delaware businesses

More than 59,000 Delaware businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

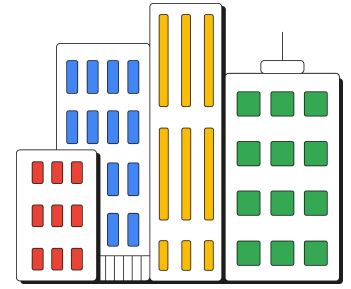
\$4.51 million
of free advertising

In 2023, Google.org provided \$4.51 million in donated search ads to Delaware nonprofits through the Google Ad Grants program



Florida

Google helps Florida businesses move toward their goals



\$41.11 billion of economic activity

In 2023, Google helped provide \$41.11 billion of economic activity for hundreds of thousands of Florida businesses, nonprofits, publishers, creators, and developers

1.36 million Florida businesses

More than 1.36 million Florida businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$43 million of free advertising

In 2023, Google.org provided \$43 million in donated search ads to Florida nonprofits through the Google Ad Grants program

Google in the community

\$10+ million in funding

Since 2006, Google.org has awarded over \$10 million in funding to Florida organizations and nonprofits

\$3+ million in charitable giving

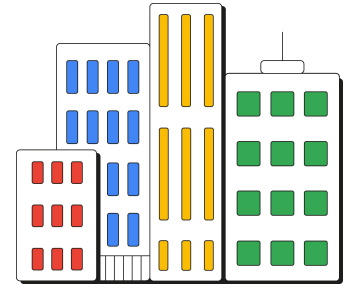
Since 2011, our employees based in Florida—including matching contributions and philanthropic giving from Google.org—have donated over \$3 million to nonprofits

582,000 Floridians trained

Grow with Google has partnered with over 490 organizations in the state to train more than 582,000 Floridians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Georgia

Google helps Georgia businesses move toward their goals



\$16.17 billion of economic activity

In 2023, Google helped provide \$16.17 billion of economic activity for tens of thousands of Georgia businesses, nonprofits, publishers, creators, and developers

594,000 Georgia businesses

More than 594,000 Georgia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$20.1 million of free advertising

In 2023, Google.org provided \$20.1 million in donated search ads to Georgia nonprofits through the Google Ad Grants program

Google in the community

\$41+ million in funding

Since 2006, Google.org has awarded over \$41 million in funding to Georgia organizations and nonprofits

\$12+ million in charitable giving

Since 2004, our employees based in Georgia—including matching contributions and philanthropic giving from Google.org—have donated over \$12 million to nonprofits

24,700+ volunteer and pro bono hours

Through Google.org, employees served over 24,700 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Hawaii

Google helps Hawaii businesses move toward their goals

\$476 million
of economic activity

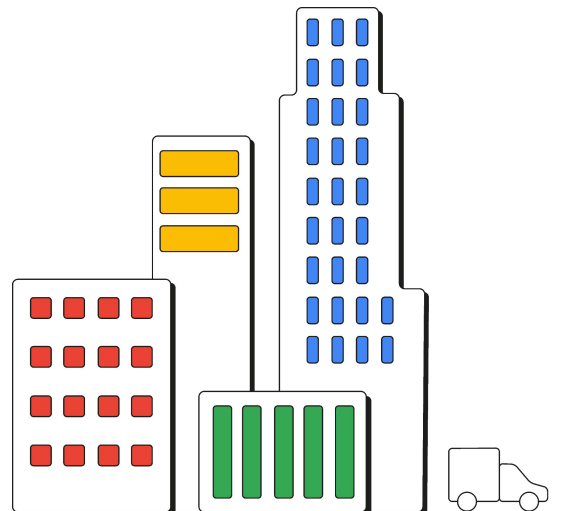
In 2023, Google helped provide \$476 million of economic activity for thousands of Hawaii businesses, nonprofits, publishers, creators, and developers

80,000
Hawaii businesses

More than 80,000 Hawaii businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$1.99 million
of free advertising

In 2023, Google.org provided \$1.99 million in donated search ads to Hawaii nonprofits through the Google Ad Grants program



Idaho

Google helps Idaho businesses move toward their goals

\$1.64 billion
of economic activity

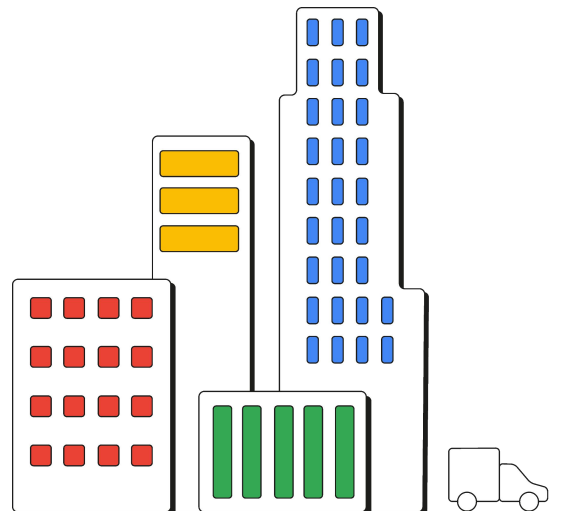
In 2023, Google helped provide \$1.64 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers

110,000
Idaho businesses

More than 100,000 Idaho businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

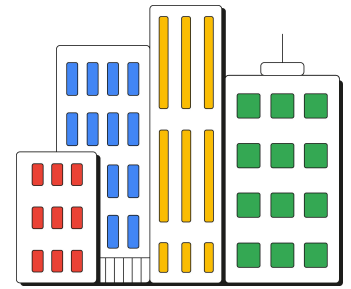
\$2.82 million
of free advertising

In 2023, Google.org provided \$2.82 million in donated search ads to Idaho nonprofits through the Google Ad Grants program



Illinois

Google helps Illinois businesses move toward their goals



\$30.04 billion of economic activity

In 2023, Google helped provide \$30.04 billion of economic activity for tens of thousands of Illinois businesses, nonprofits, publishers, creators, and developers

684,000 Illinois businesses

More than 684,000 Illinois businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$32.17 million of free advertising

In 2023, Google.org provided \$32.17 million in donated search ads to Illinois nonprofits through the Google Ad Grants program

Google in the community

\$51+ million in funding

Since 2006, Google.org has awarded over \$51 million in funding to Illinois organizations and nonprofits

\$31+ million in charitable giving

Since 2004, our employees based in Illinois—including matching contributions and philanthropic giving from Google.org—have donated over \$31 million to nonprofits

\$3.25 million in funding for Chicago Public Schools and Illinois Computing Education Partners

Since 2017, Google has awarded over \$3.25 million in funding to support computer science education in Chicago Public Schools and other Illinois ecosystem partners

Indiana

Google helps Indiana businesses move toward their goals

\$5.41 billion
of economic activity

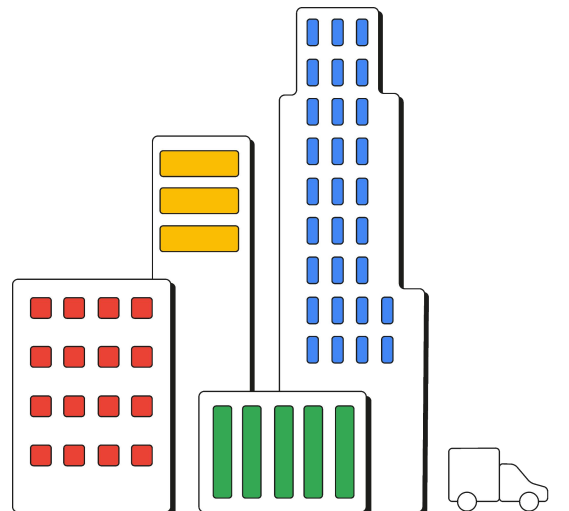
In 2023, Google helped provide \$5.41 billion of economic activity for tens of thousands of Indiana businesses, nonprofits, publishers, creators, and developers

331,000
Indiana businesses

More than 331,000 Indiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

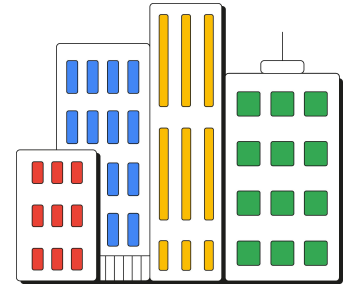
\$9.45 million
of free advertising

In 2023, Google.org provided \$9.45 million in donated search ads to Indiana nonprofits through the Google Ad Grants program



Iowa

Google helps Iowa businesses move toward their goals



\$1.86 billion of economic activity

In 2023, Google helped provide \$1.86 billion of economic activity for thousands of Iowa businesses, nonprofits, publishers, creators, and developers

170,000 Iowa businesses

More than 170,000 Iowa businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$3.65 million of free advertising

In 2023, Google.org provided \$3.65 million in donated search ads to Iowa nonprofits through the Google Ad Grants program

Google in the community

\$5.5 billion investment in Iowa

Since the Council Bluffs, Iowa data center was built in 2007, Google has committed more than \$5.5 billion in the region and state

\$3+ million in funding

Since 2006, Google.org has awarded over \$3 million in funding to Iowa organizations and nonprofits

7,000+ volunteer and pro bono hours

Through Google.org, employees served over 7,000 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Kansas

Google helps Kansas businesses move toward their goals

\$1.93 billion
of economic activity

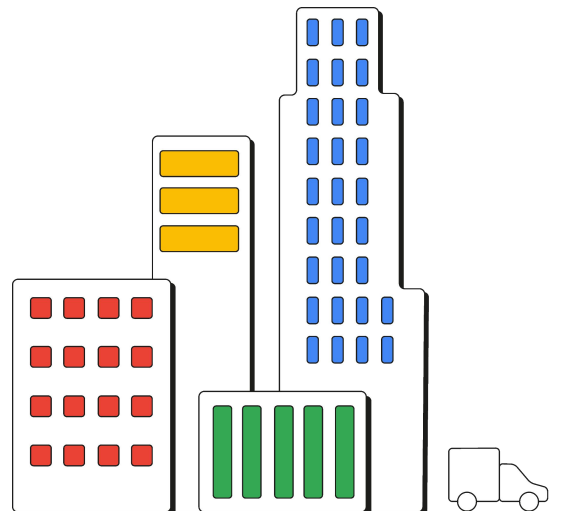
In 2023, Google helped provide \$1.93 billion of economic activity for tens of thousands of Kansas businesses, nonprofits, publishers, creators, and developers

158,000
Kansas businesses

More than 158,000 Kansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$4.23 million
of free advertising

In 2023, Google.org provided \$4.23 million in donated search ads to Kansas nonprofits through the Google Ad Grants program



Kentucky

Google helps Kentucky businesses move toward their goals

\$2.36 billion
of economic activity

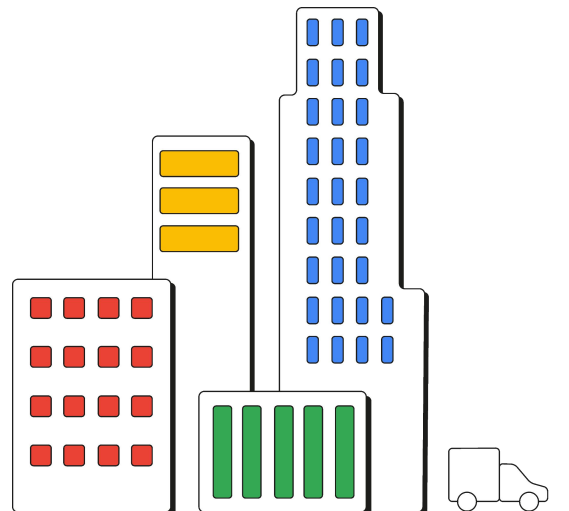
In 2023, Google helped provide \$2.36 billion of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers

226,000
Kentucky businesses

More than 226,000 Kentucky businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$3.65 million
of free advertising

In 2023, Google.org provided \$3.65 million in donated search ads to Kentucky nonprofits through the Google Ad Grants program



Louisiana

Google helps Louisiana businesses move toward their goals

\$1.83 billion
of economic activity

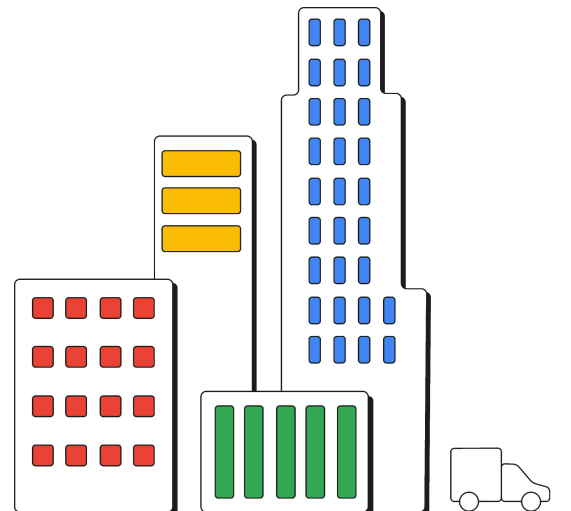
In 2023, Google helped provide \$1.83 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers

248,000
Louisiana businesses

More than 248,000 Louisiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$3.21 million
of free advertising

In 2023, Google.org provided \$3.21 million in donated search ads to Louisiana nonprofits through the Google Ad Grants program



Maine

Google helps Maine businesses move toward their goals

\$1.24 billion
of economic activity

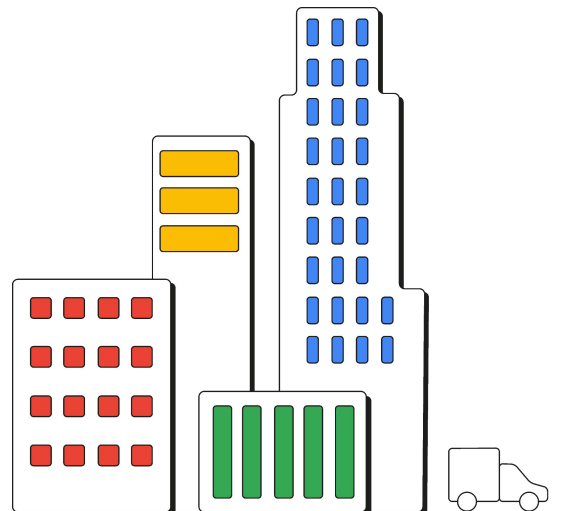
In 2023, Google helped provide \$1.24 billion of economic activity for thousands of Maine businesses, nonprofits, publishers, creators, and developers

92,000
Maine businesses

More than 92,000 Maine businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$2.01 million
of free advertising

In 2023, Google.org provided \$2.01 million in donated search ads to Maine nonprofits through the Google Ad Grants program



Maryland

Google helps Maryland businesses move toward their goals

\$8.84 billion
of economic activity

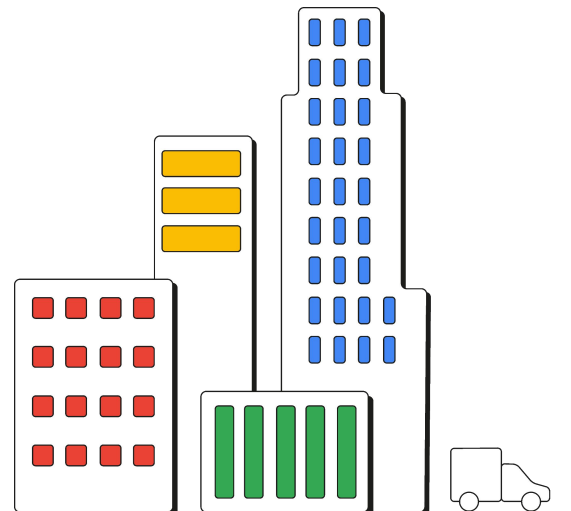
In 2023, Google helped provide \$8.84 billion of economic activity for tens of thousands of Maryland businesses, nonprofits, publishers, creators, and developers

326,000
Maryland businesses

More than 326,000 Maryland businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

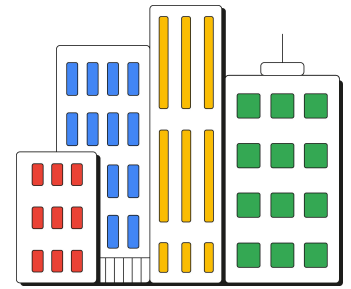
\$23.46 million
of free advertising

In 2023, Google.org provided \$23.46 million in donated search ads to Maryland nonprofits through the Google Ad Grants program



Massachusetts

Google helps Massachusetts businesses move toward their goals



\$31.3 billion of economic activity

In 2023, Google helped provide \$31.3 billion of economic activity for tens of thousands of Massachusetts businesses, nonprofits, publishers, creators, and developers

418,000 Massachusetts businesses

More than 418,000 Massachusetts businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$28.19 million of free advertising

In 2023, Google.org provided \$28.19 million in donated search ads to Massachusetts nonprofits through the Google Ad Grants program

Google in the community

\$181+ million in funding

Since 2006, Google.org has awarded over \$181 million in funding to Massachusetts organizations and nonprofits

\$76+ million in charitable giving

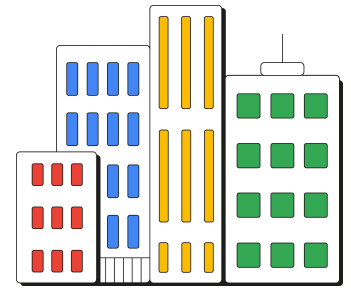
Since 2004, our employees based in Massachusetts—including matching contributions and philanthropic giving from Google.org—have donated over \$76 million to nonprofits

\$1 million for low-income families

Google invested \$1 million to help 400 low-income Cambridge and Boston families out of poverty with the Family Independence Initiative and Department of Transitional Assistance

Michigan

Google helps Michigan businesses move toward their goals



\$15.03 billion of economic activity

In 2023, Google helped provide \$15.03 billion of economic activity for tens of thousands of Michigan businesses, nonprofits, publishers, creators, and developers

519,000 Michigan businesses

More than 519,000 Michigan businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$14.58 million of free advertising

In 2023, Google.org provided \$14.58 million in donated search ads to Michigan nonprofits through the Google Ad Grants program

Google in the community

\$10+ million in funding

Since 2006, Google.org has awarded over \$10 million in funding to Michigan organizations and nonprofits

\$11+ million in charitable giving

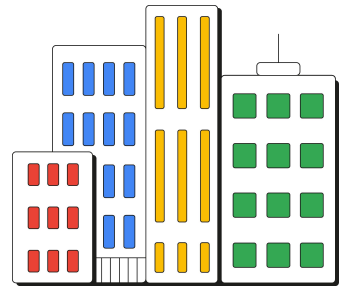
Since 2005, our employees based in Michigan—including matching contributions and philanthropic giving from Google.org—have donated over \$11 million to nonprofits

30,100+ volunteer and pro bono hours

Through Google.org, employees served over 30,100 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Minnesota

Google helps Minnesota businesses move toward their goals



\$13.13 billion of economic activity

In 2023, Google helped provide \$13.13 billion of economic activity for tens of thousands of Minnesota businesses, nonprofits, publishers, creators, and developers

309,000 Minnesota businesses

More than 309,000 Minnesota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$15.09 million of free advertising

In 2023, Google.org provided \$15.09 million in donated search ads to Minnesota nonprofits through the Google Ad Grants program

Google in the community

\$4+ million in funding

Since 2006, Google.org has awarded over \$4 million in funding to Minnesota organizations and nonprofits

\$1+ million in charitable giving

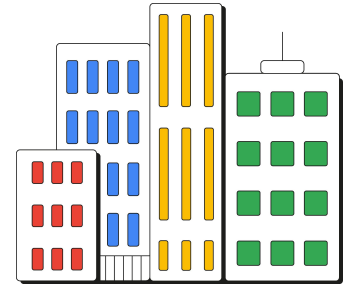
Since 2011, our employees based in Minnesota—including matching contributions and philanthropic giving from Google.org—have donated over \$1 million to nonprofits

159,000+ Minnesotans trained

Grow with Google has partnered with over 140 organizations in the state to train more than 159,000 Minnesotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Mississippi

Google helps Mississippi businesses move toward their goals



\$352 million of economic activity

In 2023, Google helped provide \$352 million of economic activity for thousands of Mississippi businesses, nonprofits, publishers, creators, and developers

145,000 Mississippi businesses

More than 145,000 Mississippi businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$1.1 million of free advertising

In 2023, Google.org provided \$1.1 million in donated search ads to Mississippi nonprofits through the Google Ad Grants program

Google in the community

130,000 Mississippians trained

Grow with Google has partnered with over 120 organizations in the state to train more than 130,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

\$28,000+ in charitable giving

Since 2019, our employees based in Mississippi—including matching contributions and philanthropic giving from Google.org—have donated over \$28,000 to nonprofits

170+ Mississippi nonprofits

Since 2011, Google for Nonprofits has supported over 170 nonprofits with Google Ad Grants in Mississippi

Missouri

Google helps Missouri businesses move toward their goals

\$7+ billion
of economic activity

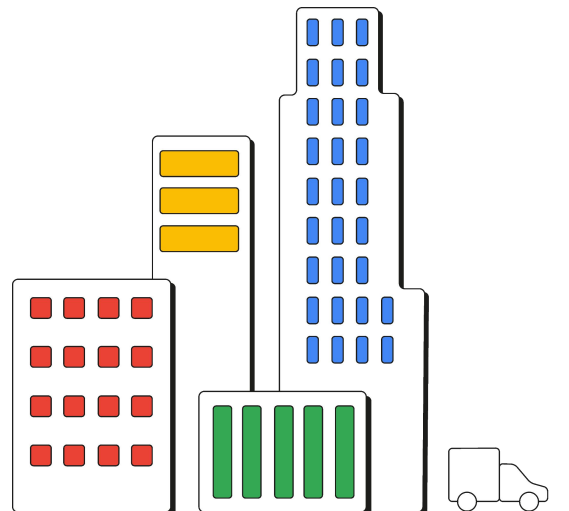
In 2023, Google helped provide more than \$7 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers

329,000
Missouri businesses

More than 329,000 Missouri businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$10.48 million
of free advertising

In 2023, Google.org provided \$10.48 million in donated search ads to Missouri nonprofits through the Google Ad Grants program



Montana

Google helps Montana businesses move toward their goals

\$510 million
of economic activity

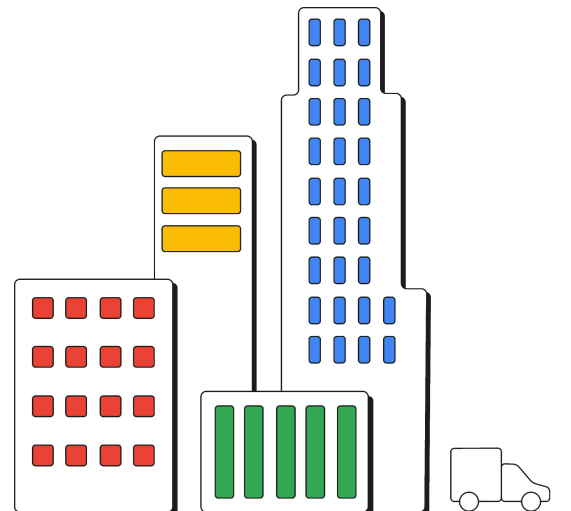
In 2023, Google helped provide \$510 million of economic activity for thousands of Montana businesses, nonprofits, publishers, creators, and developers

78,000
Montana businesses

More than 78,000 Montana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

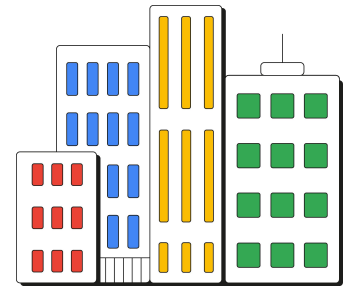
\$3.37 million
of free advertising

In 2023, Google.org provided \$3.37 million in donated search ads to Montana nonprofits through the Google Ad Grants program



Nebraska

Google helps Nebraska businesses move toward their goals



\$4.49 billion of economic activity

In 2023, Google helped provide \$4.49 billion of economic activity for thousands of Nebraska businesses, nonprofits, publishers, creators, and developers

110,000 Nebraska businesses

More than 110,000 Nebraska businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$2.78 million of free advertising

In 2023, Google.org provided \$2.78 million in donated search ads to Nebraska nonprofits through the Google Ad Grants program

Google in the community

\$2+ million in funding

Since 2006, Google.org has awarded over \$2 million in funding to Nebraska organizations and nonprofits

\$401,000+ in charitable giving

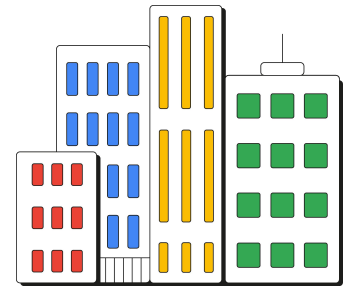
Since 2013, our employees based in Nebraska—including matching contributions and philanthropic giving from Google.org—have donated over \$401,000 to nonprofits

76,000 Nebraskans trained

Grow with Google has partnered with over 70 organizations in the state to train more than 76,000 Nebraskans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Nevada

Google helps Nevada businesses move toward their goals



\$6.97 billion of economic activity

In 2023, Google helped provide \$6.97 billion of economic activity for tens of thousands of Nevada businesses, nonprofits, publishers, creators, and developers

165,000 Nevada businesses

More than 165,000 Nevada businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$6.59 million of free advertising

In 2023, Google.org provided \$6.59 million in donated search ads to Nevada nonprofits through the Google Ad Grants program

Google in the community

\$2+ million in funding

Since 2006, Google.org has awarded over \$2 million in funding to Nevada organizations and nonprofits

\$1+ million in charitable giving

Since 2014, our employees based in Nevada—including matching contributions and philanthropic giving from Google.org—have donated over \$1 million to nonprofits

122,000+ Nevadans trained

Grow with Google has partnered with over 60 organizations in the state to train more than 122,000 Nevadans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

New Hampshire

Google helps New Hampshire businesses move toward their goals

\$1.43 billion
of economic activity

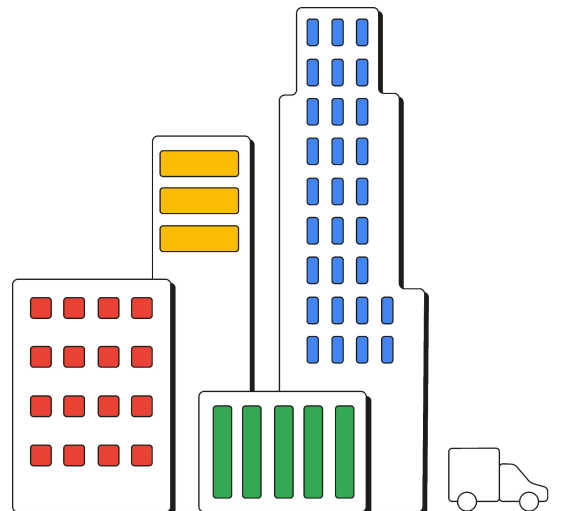
In 2023, Google helped provide \$1.43 billion of economic activity for thousands of New Hampshire businesses, nonprofits, publishers, creators, and developers

89,000
New Hampshire businesses

More than 89,000 New Hampshire businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$3.35 million
of free advertising

In 2023, Google.org provided \$3.35 million in donated search ads to New Hampshire nonprofits through the Google Ad Grants program



New Jersey

Google helps New Jersey businesses move toward their goals

\$22.32 billion
of economic activity

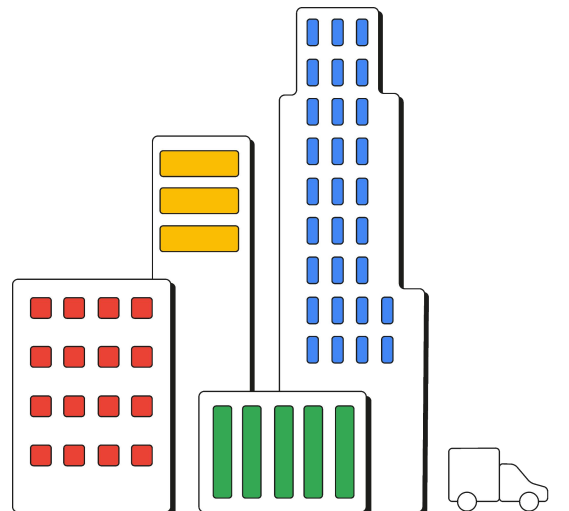
In 2023, Google helped provide \$22.32 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers

526,000
New Jersey businesses

More than 526,000 New Jersey businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

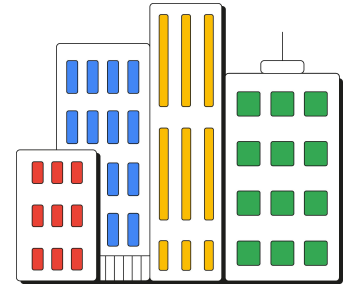
\$17.15 million
of free advertising

In 2023, Google.org provided \$17.15 million in donated search ads to New Jersey nonprofits through the Google Ad Grants program



New York

Google helps New York businesses move toward their goals



\$105.94 billion of economic activity

In 2023, Google helped provide \$105.94 billion of economic activity for hundreds of thousands of New York businesses, nonprofits, publishers, creators, and developers

\$1.18 million New York businesses

More than 1.18 million New York businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$87.82 million of free advertising

In 2023, Google.org provided \$87.82 million in donated search ads to New York nonprofits through the Google Ad Grants program

Google in the community

\$328+ million in funding

Since 2005, Google.org has awarded over \$328 million in funding to New York organizations and nonprofits

\$234+ million in charitable giving

Since 2004, our employees based in New York—including matching contributions and philanthropic giving from Google.org—have donated over \$234 million to nonprofits

293,100+ volunteer and pro bono hours

Through Google.org, employees served over 293,100 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

New Mexico

Google helps New Mexico businesses move toward their goals

\$486 million
of economic activity

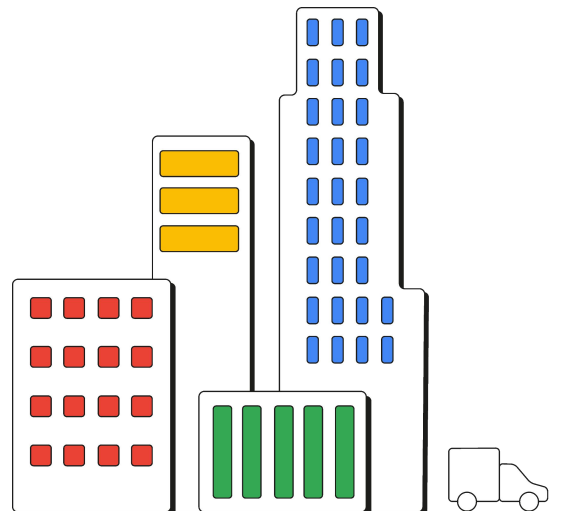
In 2023, Google helped provide \$486 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers

112,000
New Mexico businesses

More than 112,000 New Mexico businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

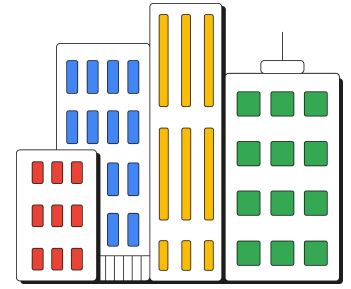
\$3.39 million
of free advertising

In 2023, Google.org provided \$3.39 million in donated search ads to New Mexico nonprofits through the Google Ad Grants program



North Carolina

Google helps North Carolina businesses move toward their goals



\$12.22 billion of economic activity

In 2023, Google helped provide \$12.22 billion of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers

573,000 North Carolina businesses

More than 573,000 North Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$18.5 million of free advertising

In 2023, Google.org provided \$18.5 million in donated search ads to North Carolina nonprofits through the Google Ad Grants program

Google in the community

\$1.2 billion investment in North Carolina

Since the Lenoir, North Carolina data center was built in 2007, Google has committed more than \$1.2 billion in the region and state

\$19+ million in funding

Since 2006, Google.org has awarded over \$19 million in funding to North Carolina organizations and nonprofits

\$340 million investment in renewable energy

Since 2015, Google's long-term commitments to buy renewable energy in North Carolina has spurred the construction of nearly \$340 million in new energy infrastructure in the state

North Dakota

Google helps North Dakota businesses move toward their goals

\$702 million
of economic activity

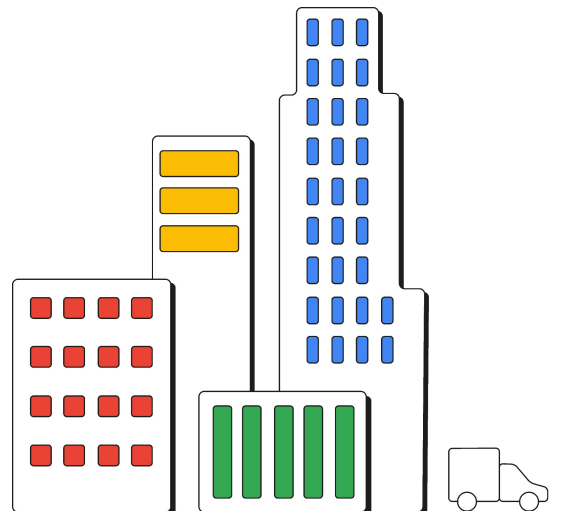
In 2023, Google helped provide \$702 million of economic activity for thousands of North Dakota businesses, nonprofits, publishers, creators, and developers

49,000
North Dakota businesses

More than 49,000 North Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

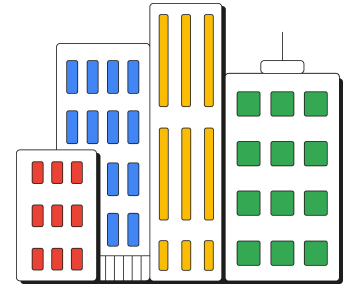
\$404,000
of free advertising

In 2023, Google.org provided \$404,000 in donated search ads to North Dakota nonprofits through the Google Ad Grants program



Ohio

Google helps Ohio businesses move toward their goals



\$14.02 billion of economic activity

In 2023, Google helped provide \$14.02 billion of economic activity for tens of thousands of Ohio businesses, nonprofits, publishers, creators, and developers

581,000 Ohio businesses

More than 581,000 Ohio businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$19.51 million of free advertising

In 2023, Google.org provided \$19.51 million in donated search ads to Ohio nonprofits through the Google Ad Grants program

Google in the community

\$11+ million in funding

Since 2006, Google.org has awarded over \$11 million in funding to Ohio organizations and nonprofits

\$2+ million in charitable giving

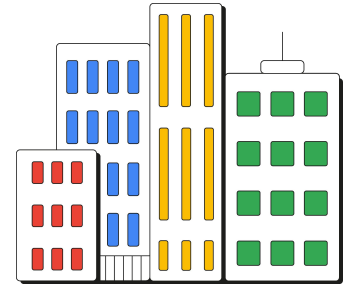
Since 2010, our employees based in Ohio—including matching contributions and philanthropic giving from Google.org—have donated over \$2 million to nonprofits

325,000+ Ohioans trained

Grow with Google has partnered with over 330 organizations in the state to train more than 325,000 Ohioans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Oklahoma

Google helps Oklahoma businesses move toward their goals



\$1.98 billion of economic activity

In 2023, Google helped provide \$1.98 billion of economic activity for tens of thousands of Oklahoma businesses, nonprofits, publishers, creators, and developers

220,000 Oklahoma businesses

More than 220,000 Oklahoma businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$4.74 million of free advertising

In 2023, Google.org provided \$4.74 million in donated search ads to Oklahoma nonprofits through the Google Ad Grants program

Google in the community

\$4.8+ billion investment in Oklahoma

Since the Mayes County, Oklahoma data center was built in 2007, Google has committed more than \$4.8 billion in the region and state

\$5+ million in funding

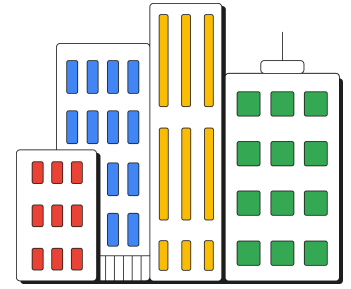
Since 2006, Google.org has awarded over \$5 million in funding to Oklahoma organizations and nonprofits

\$1.3 billion investment in renewable energy

Since 2011, Google's long-term commitments to buy renewable energy in Oklahoma has spurred the construction of nearly \$1.3 billion in new energy infrastructure in the state

Oregon

Google helps Oregon businesses move toward their goals



\$8.02 billion of economic activity

In 2023, Google helped provide \$8.02 billion of economic activity for tens of thousands of Oregon businesses, nonprofits, publishers, creators, and developers

260,000 Oregon businesses

More than 260,000 Oregon businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$11.13 million of free advertising

In 2023, Google.org provided \$11.13 million in donated search ads to Oregon nonprofits through the Google Ad Grants program

Google in the community

\$19+ million in funding

Since 2006, Google.org has awarded over \$19 million in funding to Oregon organizations and nonprofits

\$6+ million in charitable giving

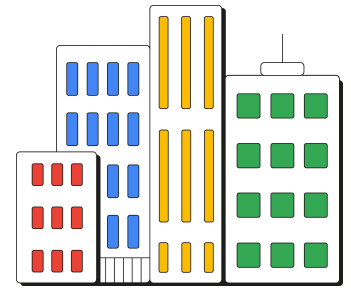
Since 2006, our employees based in Oregon—including matching contributions and philanthropic giving from Google.org—have donated over \$6 million to nonprofits

14,900+ in volunteer and pro bono hours

Through Google.org, employees served over 14,900 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Pennsylvania

Google helps Pennsylvania businesses move toward their goals



\$17.87 billion of economic activity

In 2023, Google helped provide \$17.87 billion of economic activity for tens of thousands of Pennsylvania businesses, nonprofits, publishers, creators, and developers

698,000 Pennsylvania businesses

More than 698,000 Pennsylvania businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$22.42 million of free advertising

In 2023, Google.org provided \$22.42 million in donated search ads to Pennsylvania nonprofits through the Google Ad Grants program

Google in the community

\$42+ million in funding

Since 2006, Google.org has awarded over \$42 million in funding to Pennsylvania organizations and nonprofits

\$29+ million in charitable giving

Since 2005, our employees based in Pennsylvania—including matching contributions and philanthropic giving from Google.org—have donated over \$29 million to nonprofits

50+ educational institutions offer free Google Career Certificates

The Google Career Certificates are free to all community colleges and career and technical education (CTE) high schools to add to their curriculum, and are currently offered in more than 50 educational institutions in Pennsylvania

Puerto Rico

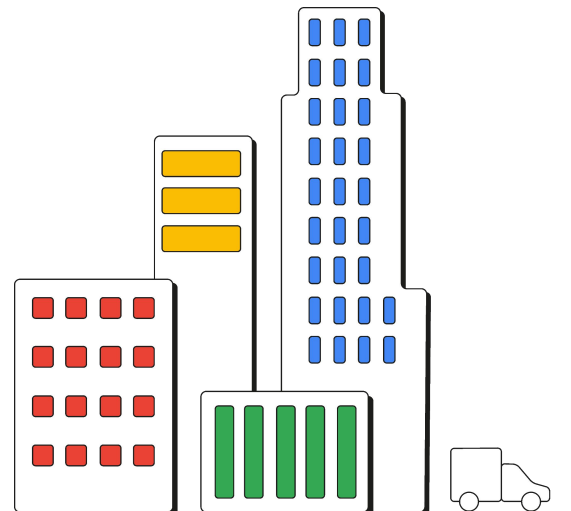
Google helps Puerto Rico businesses move toward their goals

\$273 million
of economic activity

In 2023, Google helped provide \$273 million of economic activity for hundreds of Puerto Rico businesses, nonprofits, publishers, creators, and developers

137,000
Puerto Rico businesses

More than 137,000 Puerto Rico businesses used Google's free tools 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

\$1.3 billion of economic activity

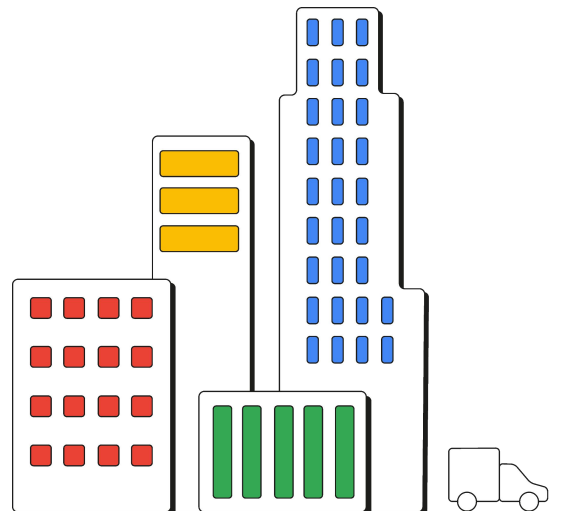
In 2023, Google helped provide \$1.3 billion of economic activity for thousands of Rhode Island businesses, nonprofits, publishers, creators, and developers

64,000 Rhode Island businesses

More than 64,000 Rhode Island businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

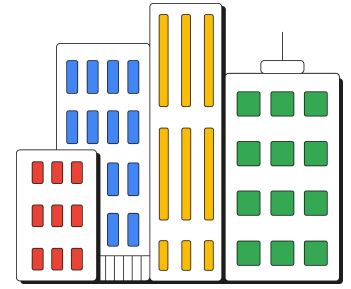
\$1.8 million of free advertising

In 2023, Google.org provided \$1.8 million in donated search ads to Rhode Island nonprofits through the Google Ad Grants program



South Carolina

Google helps South Carolina businesses move toward their goals



\$6.08 billion of economic activity

In 2023, Google helped provide \$6.08 billion of economic activity for tens of thousands of South Carolina businesses, nonprofits, publishers, creators, and developers

277,000 South Carolina businesses

More than 277,000 South Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$7.6 million of free advertising

In 2023, Google.org provided \$7.6 million in donated search ads to South Carolina nonprofits through the Google Ad Grants program

Google in the community

\$4 billion investment in South Carolina

Since the Berkeley County, South Carolina data center was built in 2007, Google has committed more than \$4 billion in the region and state

\$7+ million in funding

Since 2006, Google.org has awarded over \$7 million in funding to South Carolina organizations and nonprofits

2X more energy efficient

Google data centers are two times more energy efficient than a typical data center

South Dakota

Google helps South Dakota businesses move toward their goals

\$337 million
of economic activity

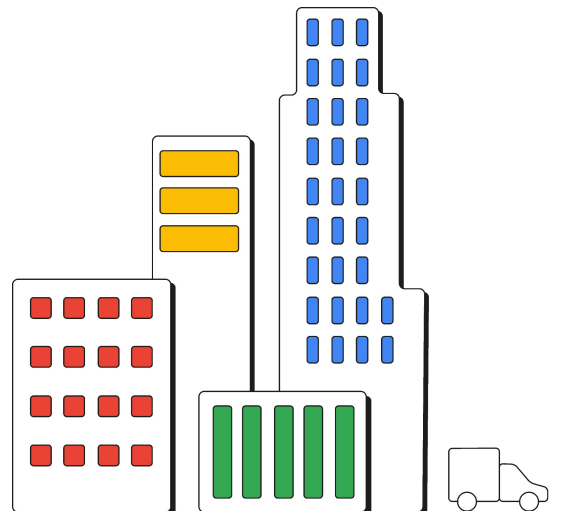
In 2023, Google helped provide \$337 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers

55,000
South Dakota businesses

More than 55,000 South Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

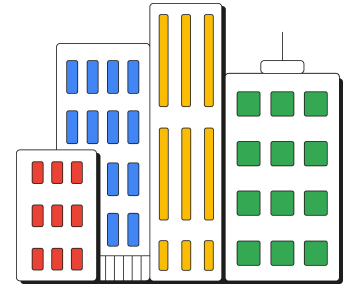
\$1.25 million
of free advertising

In 2023, Google.org provided \$1.25 million in donated search ads to South Dakota nonprofits through the Google Ad Grants program



Tennessee

Google helps Tennessee businesses move toward their goals



\$9.41 billion of economic activity

In 2023, Google helped provide \$9.41 billion of economic activity for tens of thousands of Tennessee businesses, nonprofits, publishers, creators, and developers

370,000 Tennessee businesses

More than 370,000 Tennessee businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$9.77 million of free advertising

In 2023, Google.org provided \$9.77 million in donated search ads to Tennessee nonprofits through the Google Ad Grants program

Google in the community

160,000+ Tennesseans trained

Grow with Google has partnered with over 180 organizations in the state to train more than 160,000 Tennesseans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

\$1+ million in charitable giving

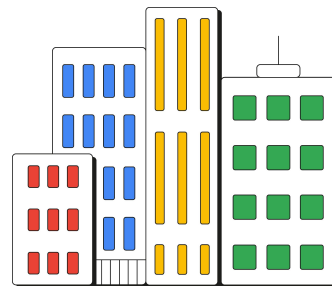
Since 2007, our employees based in Tennessee—including matching contributions and philanthropic giving from Google.org—have donated over \$1 million to nonprofits

\$2.1 billion investment in Tennessee

Since the Montgomery County, Tennessee data center was built in 2018, Google has committed more than \$2.1 billion in the region and state

Texas

Google helps Texas businesses move toward their goals



\$47.71 billion of economic activity

In 2023, Google helped provide \$47.71 billion of economic activity for hundreds of thousands of Texas businesses, nonprofits, publishers, creators, and developers

1.54 million Texas businesses

More than 1.54 million Texas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$54.53 million of free advertising

In 2023, Google.org provided \$54.53 million in donated search ads to Texas nonprofits through the Google Ad Grants program

Google in the community

\$39+ million in funding

Since 2006, Google.org has awarded over \$39 million in funding to Texas organizations and nonprofits

\$27+ million in charitable giving

Since 2004, our employees based in Texas—including matching contributions and philanthropic giving from Google.org—have donated over \$27 million to nonprofits

59,800+ in volunteer and pro bono hours

Through Google.org, employees served over 59,800 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Utah

Google helps Utah businesses move toward their goals

\$10.7 billion
of economic activity

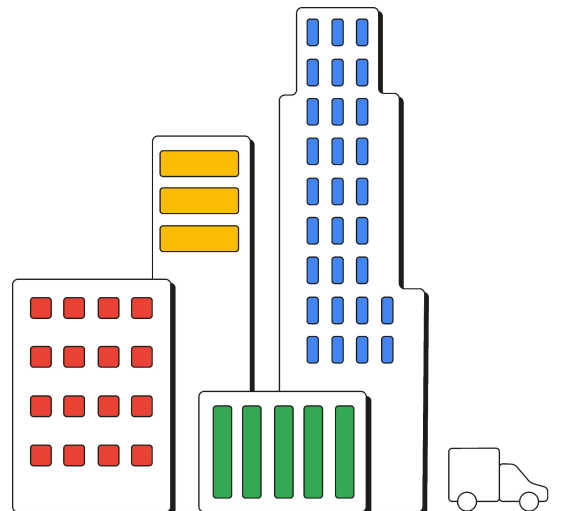
In 2023, Google helped provide \$10.7 billion of economic activity for tens of thousands of Utah businesses, nonprofits, publishers, creators, and developers

176,000
Utah businesses

More than 176,000 Utah businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$7.45 million
of free advertising

In 2023, Google.org provided \$7.45 million in donated search ads to Utah nonprofits through the Google Ad Grants program



Vermont

Google helps Vermont businesses move toward their goals

\$1.75 billion
of economic activity

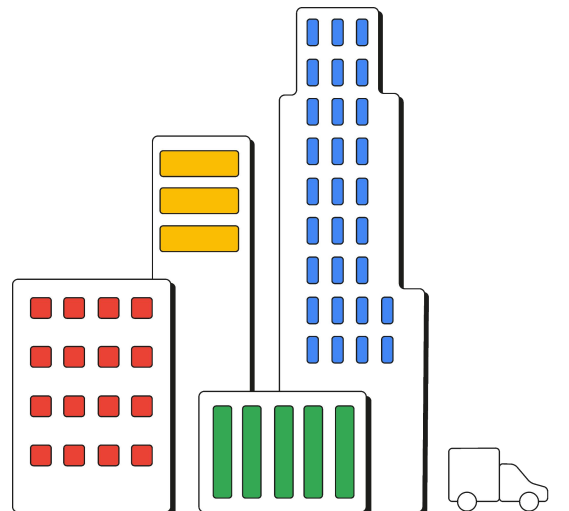
In 2023, Google helped provide \$1.75 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers

48,000
Vermont businesses

More than 48,000 Vermont businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

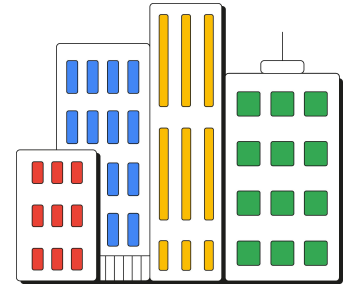
\$2.48 million
of free advertising

In 2023, Google.org provided \$2.48 million in donated search ads to Vermont nonprofits through the Google Ad Grants program



Virginia

Google helps Virginia businesses move toward their goals



\$10.35 billion of economic activity

In 2023, Google helped provide \$10.35 billion of economic activity for tens of thousands of Virginia businesses, nonprofits, publishers, creators, and developers

431,000 Virginia businesses

More than 431,000 Virginia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$29.88 million of free advertising

In 2023, Google.org provided \$29.88 million in donated search ads to Virginia nonprofits through the Google Ad Grants program

Google in the community

\$3.2 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 \$3.2 billion in the region and state

\$28+ million in funding

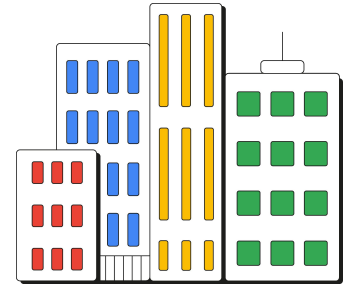
Since 2006, Google.org has awarded over \$28 million in funding to Virginia organizations and nonprofits

\$9+ million in charitable giving

Since 2004, our employees based in Virginia—including matching contributions and philanthropic giving from Google.org—have donated over \$9 million to nonprofits

Washington

Google helps Washington businesses move toward their goals



\$41.33 billion of economic activity

In 2023, Google helped provide \$41.33 billion of economic activity for tens of thousands of Washington businesses, nonprofits, publishers, creators, and developers

420,000 Washington businesses

More than 420,000 Washington businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$19.38 million of free advertising

In 2023, Google.org provided \$19.38 million in donated search ads to Washington nonprofits through the Google Ad Grants program

Google in the community

\$52+ million in funding

Since 2006, Google.org has awarded over \$52 million in funding to Washington organizations and nonprofits

\$165+ million in charitable giving

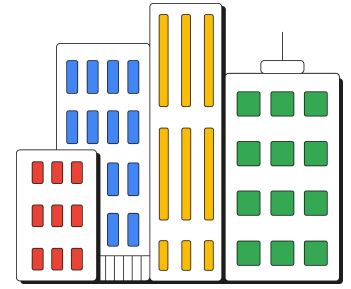
Since 2004, our employees based in Washington—including matching contributions and philanthropic giving from Google.org—have donated over \$165 million to nonprofits

201,800+ in volunteer and pro bono hours

Through Google.org, employees served over 201,800 hours of volunteer and pro bono work with nonprofits and schools, including areas we're passionate about, like STEM education, economic opportunity, and access to the internet

Washington, D.C.

Google helps Washington, D.C. businesses move toward their goals



\$4.46 billion of economic activity

In 2023, Google helped provide \$4.46 billion of economic activity for thousands of Washington, D.C. businesses, nonprofits, publishers, creators, and developers

62,000 Washington, D.C. businesses

More than 62,000 Washington, D.C. businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$49.76 million of free advertising

In 2023, Google.org provided \$49.76 million in donated search ads to Washington, D.C. nonprofits through the Google Ad Grants program

Google in the community

\$280+ million in funding

Since 2005, Google.org has awarded over \$280 million in funding to Washington, D.C. organizations and nonprofits

\$11+ million in charitable giving

Since 2006, our employees based in Washington, D.C.—including matching contributions and philanthropic giving from Google.org—have donated over \$11 million to nonprofits

10,420+ small businesses trained

The Grow with Google Washington, D.C. Digital Coach has helped train more than 10,420 small business owners through digital skills workshops

West Virginia

Google helps West Virginia businesses move toward their goals

\$273+ million
of economic activity

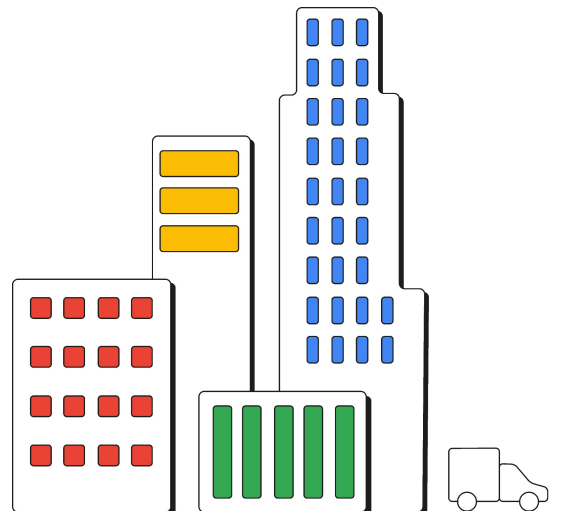
In 2023, Google helped provide more than \$273 million of economic activity for thousands of West Virginia businesses, nonprofits, publishers, creators, and developers

86,000
West Virginia businesses

More than 86,000 West Virginia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

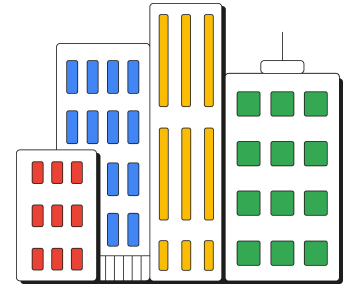
\$909,000
of free advertising

In 2023, Google.org provided \$909,000 in donated search ads to West Virginia nonprofits through the Google Ad Grants program



Wisconsin

Google helps Wisconsin businesses move toward their goals



\$8.97 billion of economic activity

In 2023, Google helped provide \$8.97 billion of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers

323,000 Wisconsin businesses

More than 323,000 Wisconsin businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$9.88 million of free advertising

In 2023, Google.org provided \$9.88 million in donated search ads to Wisconsin nonprofits through the Google Ad Grants program

Google in the community

\$5+ million in funding

Since 2006, Google.org has awarded over \$5 million in funding to Wisconsin organizations and nonprofits

\$4+ million in charitable giving

Since 2007, our employees based in Wisconsin—including matching contributions and philanthropic giving from Google.org—have donated over \$4 million to nonprofits

140,000+ Wisconsinites trained

Grow with Google has partnered with over 140 organizations in the state to train more than 140,000 Wisconsinites on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Wyoming

Google helps Wyoming businesses move toward their goals

\$1.21 billion
of economic activity

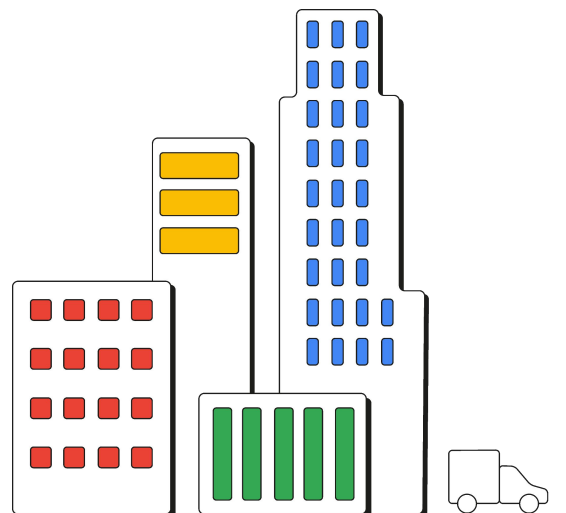
In 2023, Google helped provide \$1.21 billion of economic activity for thousands of Wyoming businesses, nonprofits, publishers, creators, and developers

43,000
Wyoming businesses

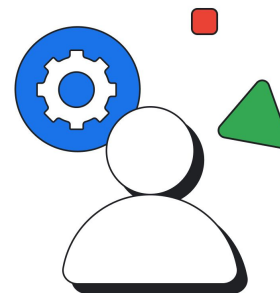
More than 43,000 Wyoming businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$948,000
of free advertising

In 2023, Google.org provided \$948,000 in 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 conservative assumptions. First, we assume that businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads. Our 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. Our second assumption is 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 estimate that search clicks are 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 conservatively 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 2022 – what advertisers spent – by 8.

Methodology

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 2023 for placing our ads next to their content and from app monetization.

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 conservative assumptions to estimate the economic impact of YouTube Ads, based on analysis of actual campaigns run on YouTube. The first is the assumption that advertisers are willing to pay twice the amount of what they actually spend. The second is 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 Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grant recipients in 2023.

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 2023.

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.