



Economic Impact

United States by the numbers
2025



Contents



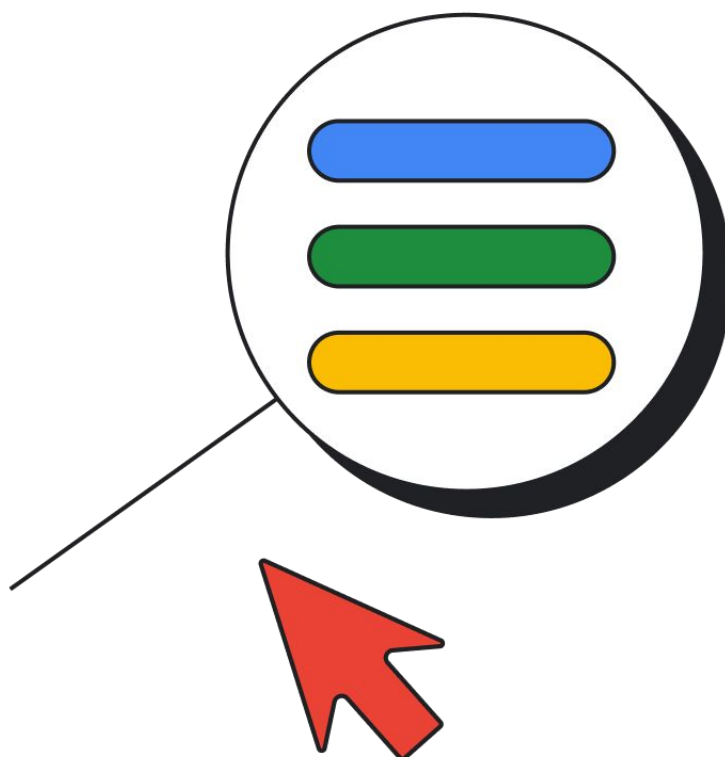
National numbers



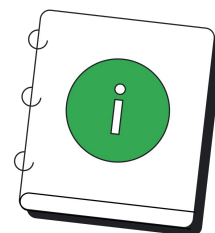
Report by State



Methodology



National numbers



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

\$947 billion of economic activity

In 2025, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools* helped provide \$947 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 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.

2.5+ billion monthly direct connections at no cost

Every month in 2025, Google helped drive more than 2.5 billion direct connections at no cost, including phone calls, requests for directions, messages, bookings, and reviews for American businesses.

490,000+ jobs supported by YouTube

YouTube's creative ecosystem supported more than 490,000 full-time equivalent jobs in the U.S.²

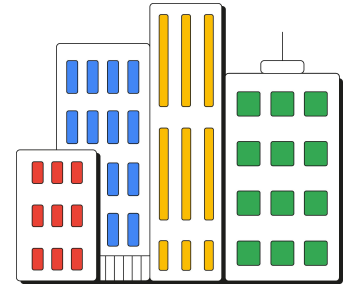
19.5+ million American businesses

In 2025, a majority of American businesses, more than 19.5 million, used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

*Includes Ad Grants from Google.org
² Oxford Economics 2023 Survey

Alabama

Google helps Alabama businesses move toward their goals



\$2.6 billion of economic activity

In 2025, Google helped provide \$2.6 billion of economic activity for tens of thousands of Alabama businesses, nonprofits, publishers, creators, and developers

282,000 Alabama businesses

More than 282,000 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

\$2 billion investment in Alabama

Since the Jackson County, Alabama data center was built in 2018, Google has invested more than \$2 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$28+ million in philanthropic and social impact funding

Since 2009, Google and Googlers have given more than \$28 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Alabama

6,000+ volunteer hours

Since 2016, through Google.org, Google employees volunteered more than 6,000 hours with nonprofits and schools

\$3+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$3 million worth of donated search ads to Alabama nonprofits through the Google Ad Grants program

Alaska

Google helps Alaska businesses move toward their goals

\$239 million
of economic activity

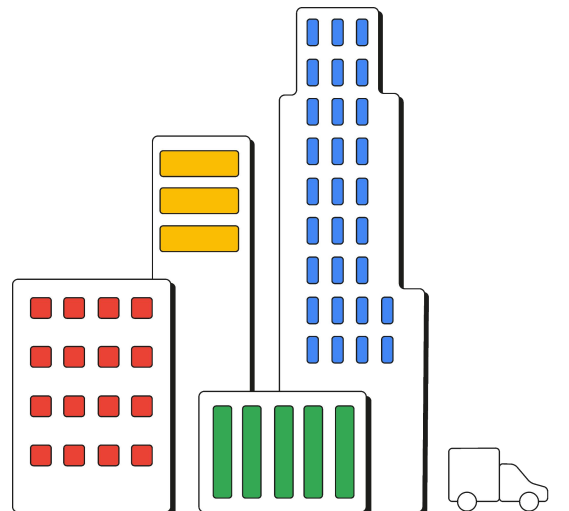
In 2025, Google helped provide \$239 million of economic activity for thousands of Alaska businesses, nonprofits, publishers, creators, and developers

54,000
Alaska businesses

More than 54,000 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

\$900,000+
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$900,000 worth of donated search ads to Alaska nonprofits through the Google Ad Grants program



Arizona

Google helps Arizona businesses move toward their goals

\$18.2 billion
of economic activity

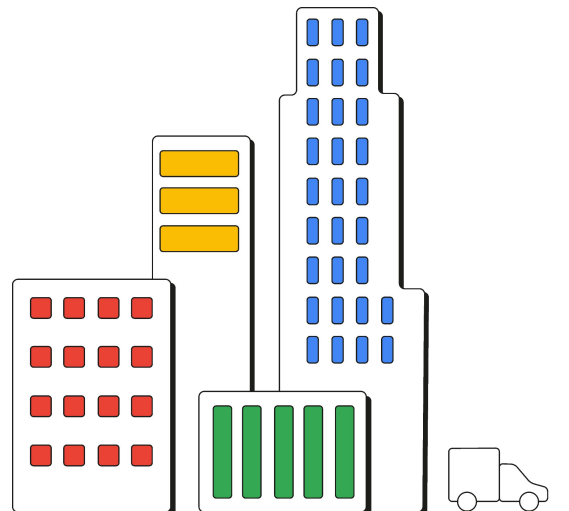
In 2025, Google helped provide \$18.2 billion of economic activity for tens of thousands of Arizona businesses, nonprofits, publishers, creators, and developers

384,000
Arizona businesses

More than 384,000 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

\$13+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$13 million worth of donated search ads to Arizona nonprofits through the Google Ad Grants program



Arkansas

Google helps Arkansas businesses move toward their goals

\$5 billion
of economic activity

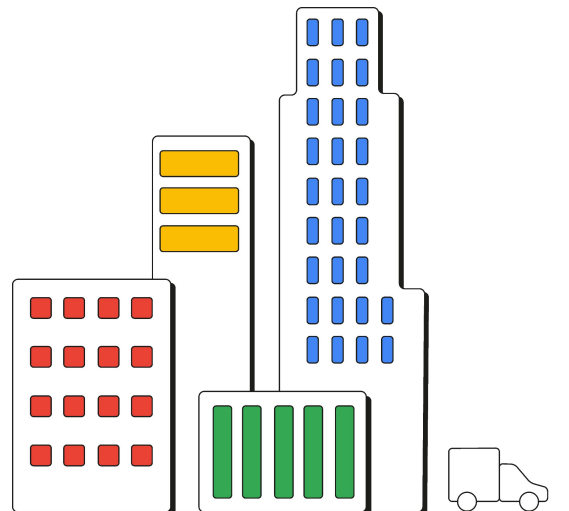
In 2025, Google helped provide \$5 billion of economic activity for thousands of Arkansas businesses, nonprofits, publishers, creators, and developers

179,000
Arkansas businesses

More than 179,000 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

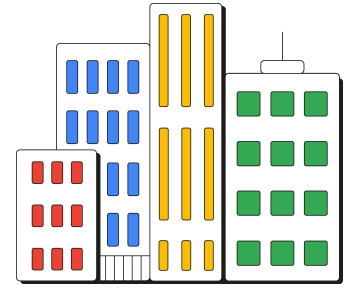
\$2+ million
of Ad Grants to nonprofits

In 2025 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



\$223 billion of economic activity

In 2025, Google helped provide \$223 billion of economic activity for hundreds of thousands of California businesses, nonprofits, publishers, creators, and developers

2.2 million California businesses

More than 2.2 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

\$237+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$237 million worth of donated search ads to California nonprofits through the Google Ad Grants program

Google in the community

\$1.4+ billion in philanthropic and social impact funding

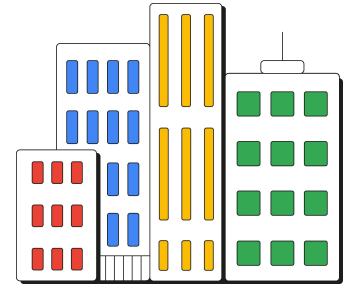
Since 2005, Google and Googlers have given more than \$1.4 billion in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in California

1.5+ million volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 1.5 million hours with nonprofits and schools

Colorado

Google helps Colorado businesses move toward their goals



\$16.3 billion of economic activity

In 2025, Google helped provide \$16.3 billion of economic activity for tens of thousands of Colorado businesses, nonprofits, publishers, creators, and developers

393,000 Colorado businesses

More than 393,000 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

\$24+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$24 million worth of donated search ads to Colorado nonprofits through the Google Ad Grants program

Google in the community

\$44+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$44 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Colorado

63,000+ volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 63,000 hours with nonprofits and schools

Connecticut

Google helps Connecticut businesses move toward their goals

\$13.7 billion
of economic activity

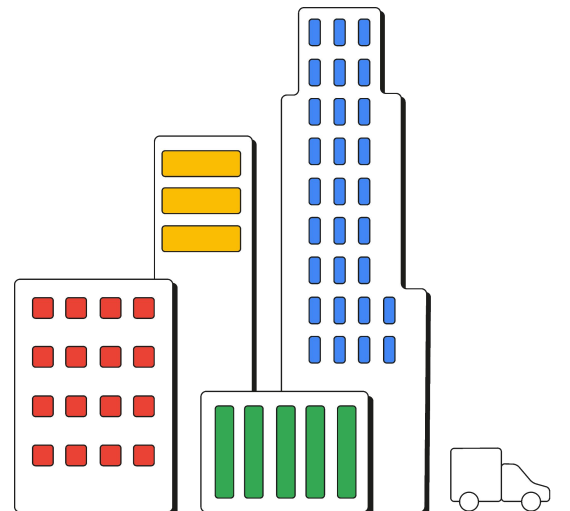
In 2025, Google helped provide \$13.7 billion of economic activity for tens of thousands of Connecticut businesses, nonprofits, publishers, creators, and developers

244,000
Connecticut businesses

More than 244,000 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

\$7+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$7 million worth of donated search ads to Connecticut nonprofits through the Google Ad Grants program



Delaware

Google helps Delaware businesses move toward their goals

\$15.2 billion
of economic activity

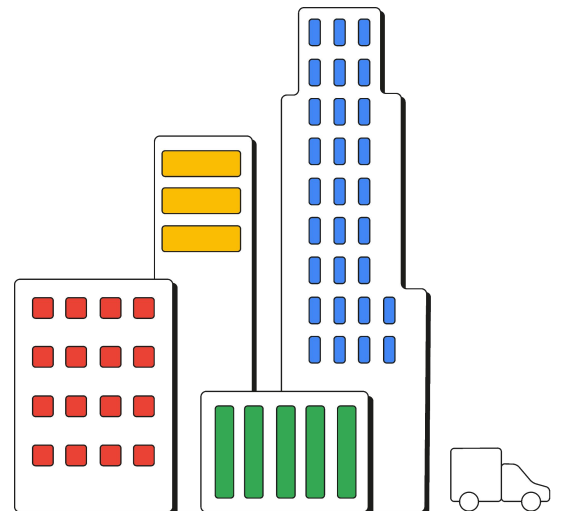
In 2025, Google helped provide \$15.2 billion of economic activity for tens of thousands of Delaware businesses, nonprofits, publishers, creators, and developers

63,000
Delaware businesses

More than 63,000 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

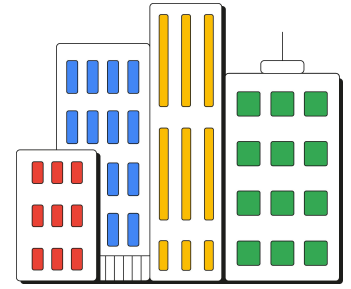
\$4+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$4 million worth of donated search ads to Delaware nonprofits through the Google Ad Grants program



Florida

Google helps Florida businesses move toward their goals



\$58.7 billion of economic activity

In 2025, Google helped provide \$58.7 billion of economic activity for hundreds of thousands of Florida businesses, nonprofits, publishers, creators, and developers

1.4 million Florida businesses

More than 1.4 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

\$33+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$33 million worth of donated search ads to Florida nonprofits through the Google Ad Grants program

Google in the community

\$27+ million in philanthropic and social impact funding

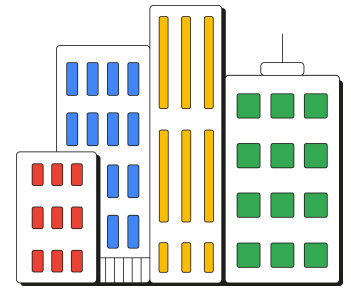
Since 2006, Google and Googlers have given more than \$27 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Florida

31,000+ volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 31,000 hours with nonprofits and schools

Georgia

Google helps Georgia businesses move toward their goals



\$19.3 billion of economic activity

In 2025, Google helped provide \$19.3 billion of economic activity for tens of thousands of Georgia businesses, nonprofits, publishers, creators, and developers

635,000 Georgia businesses

More than 635,000 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

\$3 billion investment in Georgia

Since the Douglas County, Georgia data center was built in 2003, Google has committed more than \$3 billion of investment in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$66+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$66 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Georgia

46,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 46,000 hours with nonprofits and schools

\$16+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$16 million worth of donated search ads to Georgia nonprofits through the Google Ad Grants program

Hawaii

Google helps Hawaii businesses move toward their goals

\$644 million
of economic activity

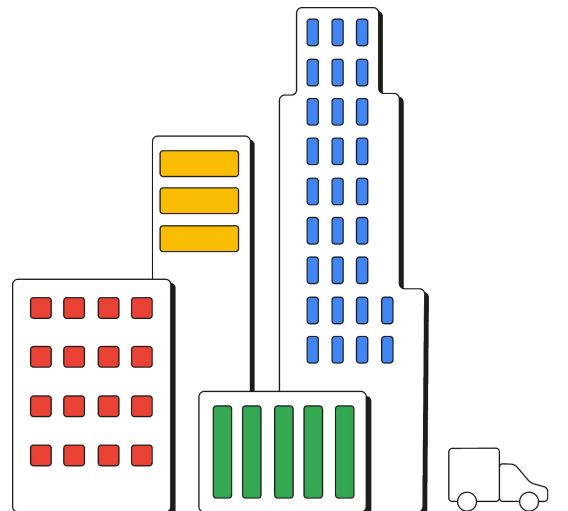
In 2025, Google helped provide \$644 million of economic activity for thousands of Hawaii businesses, nonprofits, publishers, creators, and developers

85,000
Hawaii businesses

More than 85,000 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 2025 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

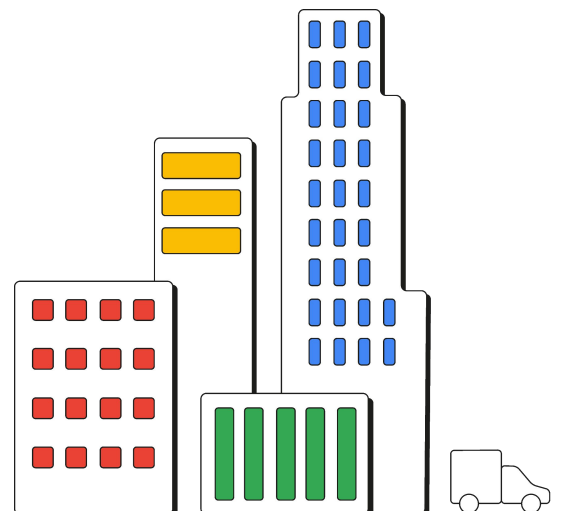
In 2025, Google helped provide \$1.7 billion of economic activity for thousands of Idaho businesses, nonprofits, publishers, creators, and developers

123,000
Idaho businesses

More than 123,000 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

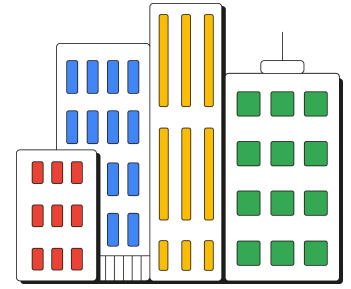
\$2+ million
of Ad Grants to nonprofits

In 2025 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



\$37.3 billion of economic activity

In 2025, Google helped provide \$37.3 billion of economic activity for tens of thousands of Illinois businesses, nonprofits, publishers, creators, and developers

755,000 Illinois businesses

More than 755,000 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

\$28+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$28 million worth of donated search ads to Illinois nonprofits through the Google Ad Grants program

Google in the community

\$87+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$87 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Illinois

82,000+ volunteer hours

Since 2011, through Google.org, Google employees volunteered more than 82,000 hours with nonprofits and schools

Indiana

Google helps Indiana businesses move toward their goals

\$8.5 billion
of economic activity

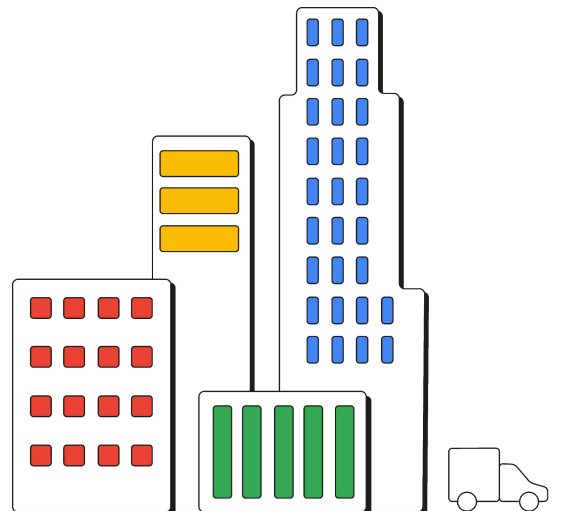
In 2025, Google helped provide \$8.5 billion of economic activity for tens of thousands of Indiana businesses, nonprofits, publishers, creators, and developers

374,000
Indiana businesses

More than 374,000 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

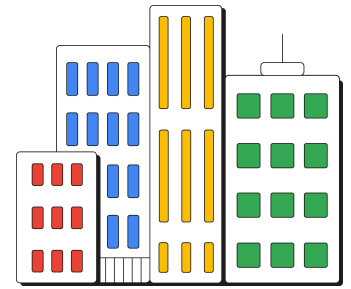
\$8+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$8 million worth of donated search ads to Indiana nonprofits through the Google Ad Grants program



Iowa

Google helps Iowa businesses move toward their goals



\$2.7 billion of economic activity

In 2025, Google helped provide \$2.7 billion of economic activity for thousands of Iowa businesses, nonprofits, publishers, creators, and developers

202,000 Iowa businesses

More than 202,000 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

\$20 billion investment in Iowa

Since the Council Bluffs, Iowa data center was built in 2007, Google has invested more than \$20 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$5+ million in philanthropic and social impact funding

Since 2004, Google and Googlers have given more than \$5 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Iowa

6,000+ volunteer hours

Since 2013, through Google.org, Google employees volunteered more than 6,000 hours with nonprofits and schools

\$3+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$3 million worth of donated search ads to Iowa nonprofits through the Google Ad Grants program

Kansas

Google helps Kansas businesses move toward their goals

\$2.5 billion
of economic activity

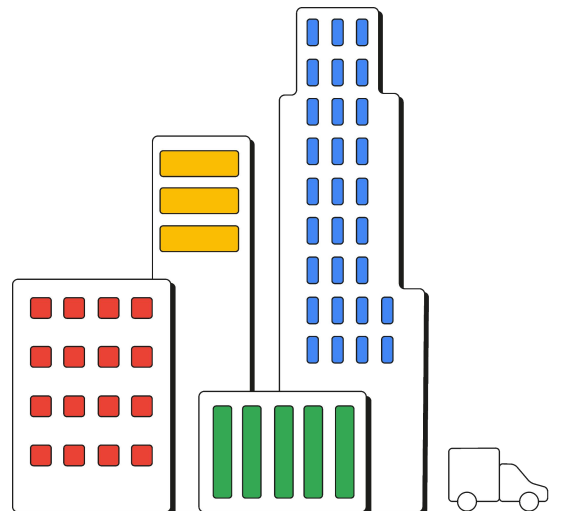
In 2025, Google helped provide \$2.5 billion of economic activity for tens of thousands of Kansas businesses, nonprofits, publishers, creators, and developers

177,000
Kansas businesses

More than 177,000 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

\$3+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$3 million worth of donated search ads to Kansas nonprofits through the Google Ad Grants program



Kentucky

Google helps Kentucky businesses move toward their goals

\$3.2 billion of economic activity

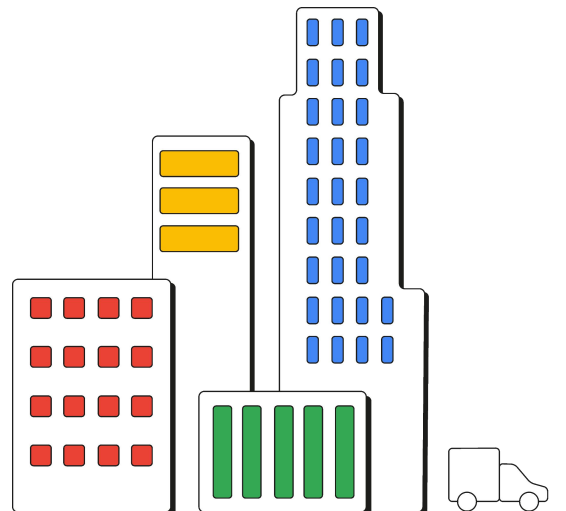
In 2025, Google helped provide \$3.2 billion of economic activity for tens of thousands of Kentucky businesses, nonprofits, publishers, creators, and developers

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 2025 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

\$2.6 billion
of economic activity

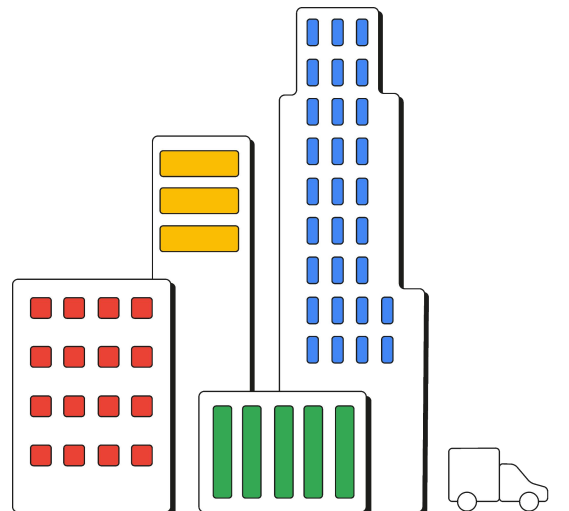
In 2025, Google helped provide \$2.6 billion of economic activity for tens of thousands of Louisiana businesses, nonprofits, publishers, creators, and developers

275,000
Louisiana businesses

More than 275,000 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

\$2+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$2 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

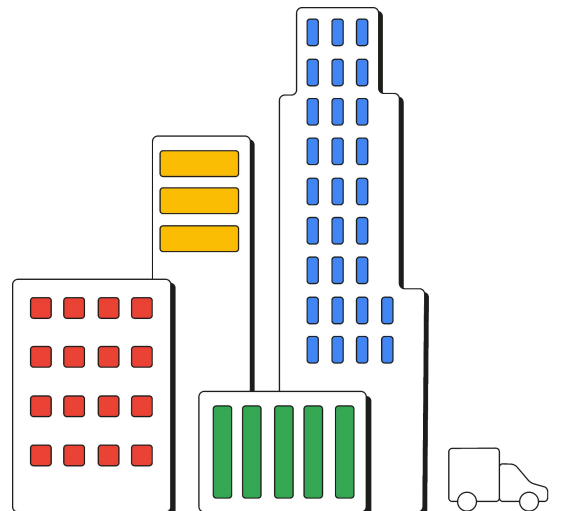
In 2025, Google helped provide \$1.3 billion of economic activity for thousands of Maine businesses, nonprofits, publishers, creators, and developers

100,000
Maine businesses

More than 100,000 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 2025 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

\$8.5+ billion
of economic activity

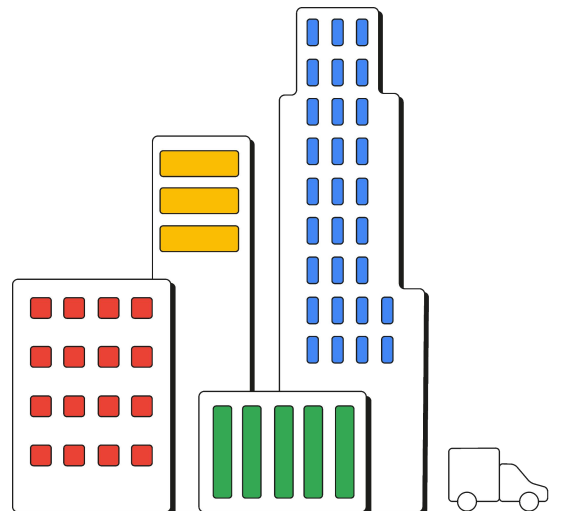
In 2025, Google helped provide more than \$8.5 billion of economic activity for tens of thousands of Maryland businesses, nonprofits, publishers, creators, and developers

346,000
Maryland businesses

More than 346,000 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

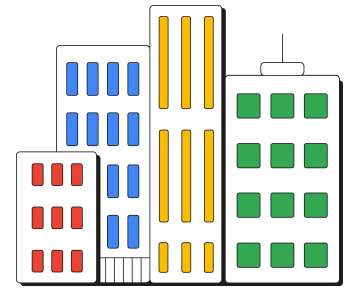
\$18+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$18 million worth of donated search ads to Maryland nonprofits through the Google Ad Grants program



Massachusetts

Google helps Massachusetts businesses move toward their goals



\$33.9+ billion of economic activity

In 2025, Google helped provide more than \$33.9 billion of economic activity for tens of thousands of Massachusetts businesses, nonprofits, publishers, creators, and developers

431,000 Massachusetts businesses

More than 431,000 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

\$22+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$22 million worth of donated search ads to Massachusetts nonprofits through the Google Ad Grants program

Google in the community

\$186+ million in philanthropic and social impact funding

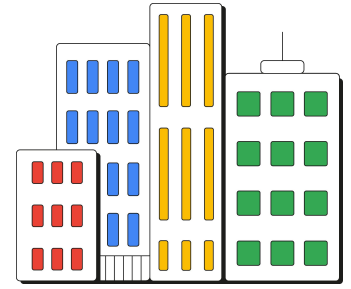
Since 2005, Google and Googlers have given more than \$186 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Massachusetts

89,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 89,000 hours with nonprofits and schools

Michigan

Google helps Michigan businesses move toward their goals



\$19.8 billion of economic activity

In 2025, Google helped provide \$19.8 billion of economic activity for tens of thousands of Michigan businesses, nonprofits, publishers, creators, and developers

565,000 Michigan businesses

More than 565,000 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

\$12+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$12 million worth of donated search ads to Michigan nonprofits through the Google Ad Grants program

Google in the community

\$42+ million in philanthropic and social impact funding

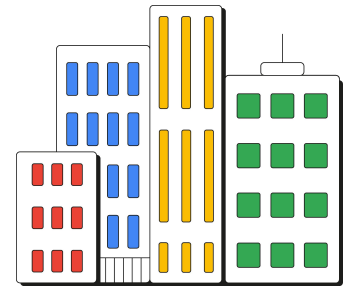
Since 2006, Google and Googlers have given more than \$42 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Michigan

33,000+ volunteer hours

Since 2008, through Google.org, Google employees volunteered more than 33,000 hours with nonprofits and schools

Minnesota

Google helps Minnesota businesses move toward their goals



\$14.8 billion of economic activity

In 2025, Google helped provide \$14.8 billion of economic activity for tens of thousands of Minnesota businesses, nonprofits, publishers, creators, and developers

359,000 Minnesota businesses

More than 359,000 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

\$12+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$12 million worth of donated search ads to Minnesota nonprofits through the Google Ad Grants program

Google in the community

\$15+ million in philanthropic and social impact funding

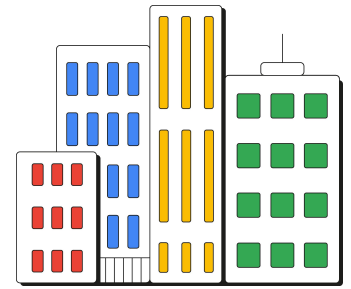
Since 2006, Google and Googlers have given more than \$15 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Minnesota

9,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 9,000 hours with nonprofits and schools

Mississippi

Google helps Mississippi businesses move toward their goals



\$448 million
of economic activity

In 2025, Google helped provide \$448 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 2025 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 and
social impact funding

Since 2012, Google and Googlers have given more than \$1 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Mississippi

145,000+
Mississippians trained

Grow with Google has partnered with over a hundred organizations in the state to train more than 145,000 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

\$8.6 billion
of economic activity

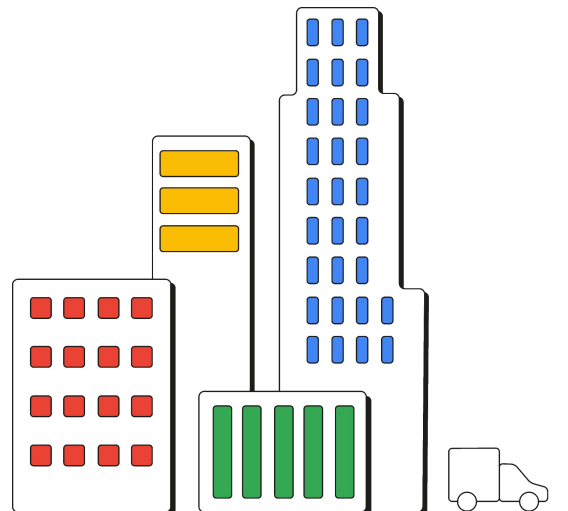
In 2025, Google helped provide \$8.6 billion of economic activity for tens of thousands of Missouri businesses, nonprofits, publishers, creators, and developers

359,000
Missouri businesses

More than 359,000 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

\$9+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$9 million worth of donated search ads to Missouri nonprofits through the Google Ad Grants program



Montana

Google helps Montana businesses move toward their goals

\$961 million
of economic activity

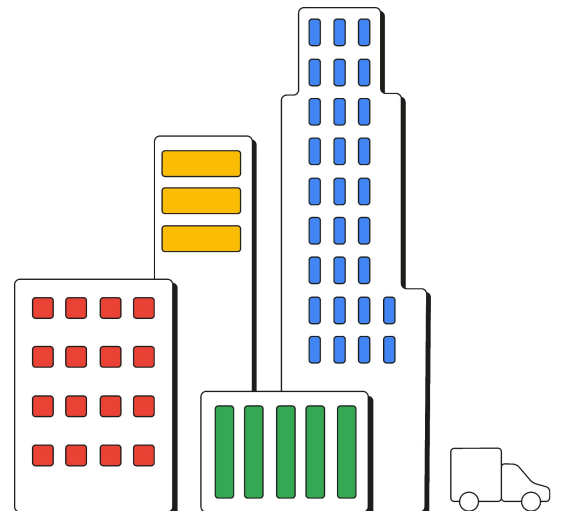
In 2025, Google helped provide \$961 million of economic activity for thousands of Montana businesses, nonprofits, publishers, creators, and developers

88,000
Montana businesses

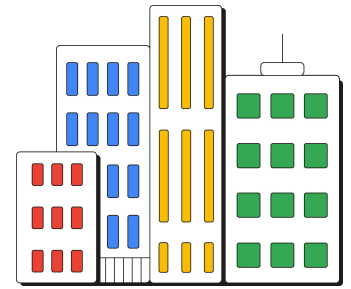
More than 88,000 Montana businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$2+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$2 million worth of donated search ads to Montana nonprofits through the Google Ad Grants program



Nebraska



Google helps Nebraska businesses move toward their goals

\$4.2+ billion of economic activity

In 2025, Google helped provide more than \$4.2 of economic activity for thousands of Nebraska businesses, nonprofits, publishers, creators, and developers

126,000 Nebraska businesses

More than 126,000 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

\$15 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 \$15 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$4+ million in philanthropic and social impact funding

Since 2006, Google and Googlers have given more than \$4 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Nebraska

6,000+ volunteer hours

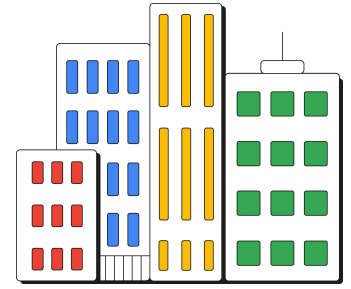
Since 2014, through Google.org, Google employees volunteered more than 6,000 hours with nonprofits and schools

\$2+ million of Ad Grants to nonprofits

In 2025 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



\$7.7 billion of economic activity

In 2025, Google helped provide \$7.7 billion of economic activity for tens of thousands of Nevada businesses, nonprofits, publishers, creators, and developers

168,000 Nevada businesses

More than 168,000 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

\$6 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 \$6 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$4+ million in philanthropic and social impact funding

Since 2008, Google and Googlers have given more than \$4 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Nevada

8,000+ volunteer hours

Since 2016, through Google.org, Google employees volunteered more than 8,000 hours with nonprofits and schools

\$5+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$5 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

\$1.7 billion
of economic activity

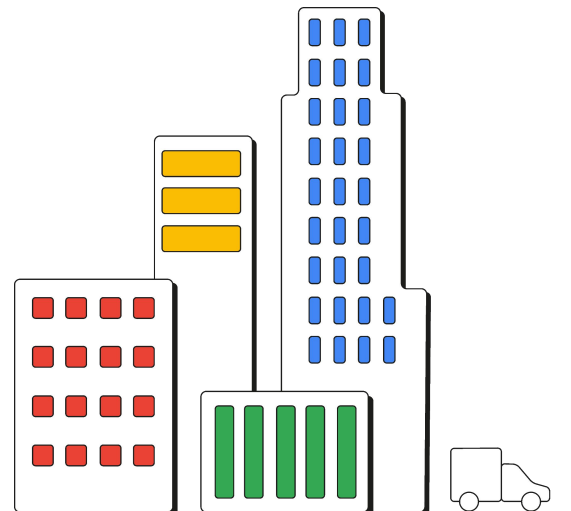
In 2025, Google helped provide more than \$1.7 billion of economic activity for thousands of New Hampshire businesses, nonprofits, publishers, creators, and developers

96,000
New Hampshire businesses

More than 96,000 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 2025 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

\$26.6 billion
of economic activity

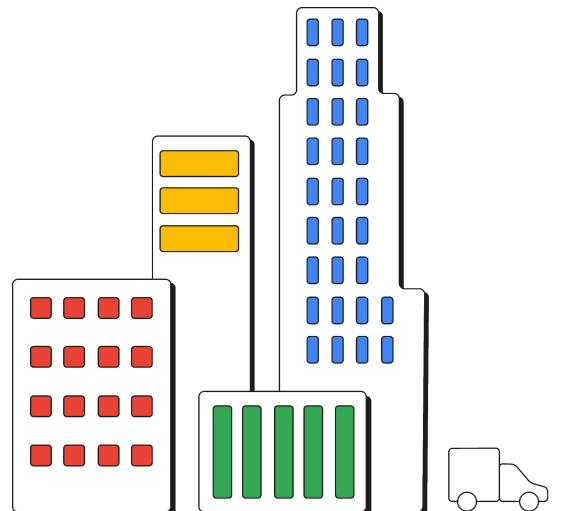
In 2025, Google helped provide \$26.6 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers

549,000
New Jersey businesses

More than 549,000 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

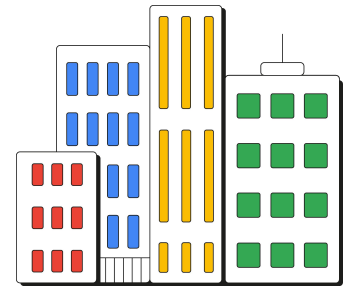
\$13+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$13 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



\$137.3 billion of economic activity

In 2025, Google helped provide \$137.3 billion of economic activity for hundreds of thousands of New York businesses, nonprofits, publishers, creators, and developers

1.1 million New York businesses

More than 1.1 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

\$66+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$66 million worth of donated search ads to New York nonprofits through the Google Ad Grants program

Google in the community

\$580+ million in philanthropic and social impact funding

Since 2004, Google and Googlers have given more than \$580 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in New York

336,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 336,000 hours with nonprofits and schools

New Mexico

Google helps New Mexico businesses move toward their goals

\$860 million
of economic activity

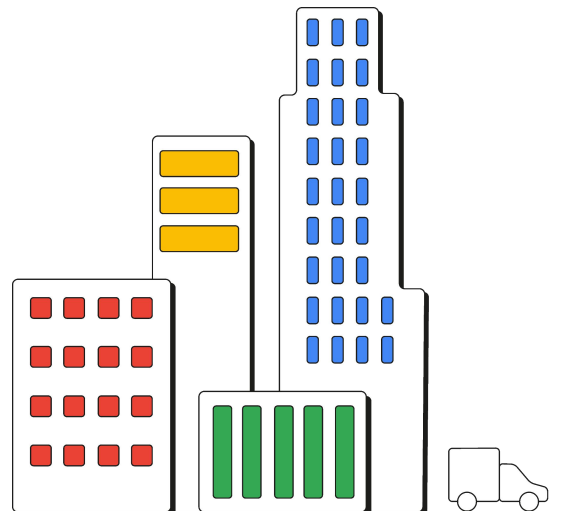
In 2025, Google helped provide \$860 million of economic activity for thousands of New Mexico businesses, nonprofits, publishers, creators, and developers

121,000
New Mexico businesses

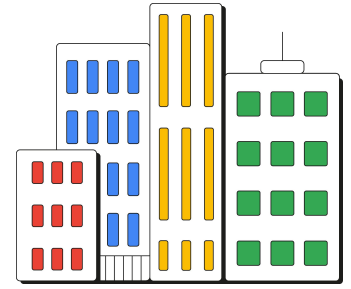
More than 121,000 New Mexico businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$3+ million
of Ad Grants to nonprofits

In 2025 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

\$14.9 billion of economic activity

In 2025, Google helped provide \$14.9 billion of economic activity for tens of thousands of North Carolina businesses, nonprofits, publishers, creators, and developers

632,000 North Carolina businesses

More than 632,000 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

\$4 billion investment in North Carolina

Since the Lenoir, North Carolina data center was built in 2007, Google has invested more than \$4 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$36+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$36 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in North Carolina

38,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 38,000 hours with nonprofits and schools

\$15+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$15 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

\$909 million
of economic activity

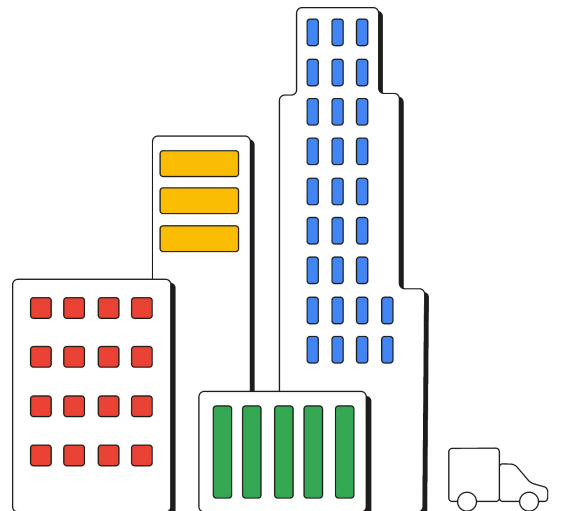
In 2025, Google helped provide \$909 million of economic activity for thousands of North Dakota businesses, nonprofits, publishers, creators, and developers

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

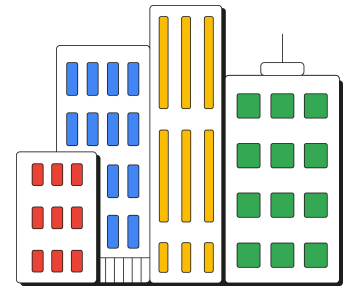
\$300,000+
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$300,000 worth of donated search ads to North Dakota nonprofits through the Google Ad Grants program



Ohio

Google helps Ohio businesses move toward their goals



\$21.7 billion of economic activity

In 2025, Google helped provide \$21.7 billion of economic activity for tens of thousands of Ohio businesses, nonprofits, publishers, creators, and developers

648,000 Ohio businesses

More than 648,000 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

\$20 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 \$20 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$16+ million in philanthropic and social impact funding

Since 2006, Google and Googlers have given more than \$16 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Ohio

16,000+ volunteer hours

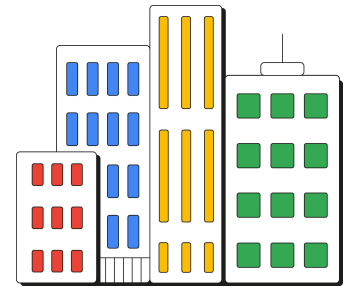
Since 2006, through Google.org, Google employees volunteered more than 16,000 hours with nonprofits and schools

\$15+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$15 million worth of donated search ads to Ohio nonprofits through the Google Ad Grants program

Oklahoma

Google helps Oklahoma businesses move toward their goals



\$2.6 billion of economic activity

In 2025, Google helped provide \$2.6 billion of economic activity for tens of thousands of Oklahoma businesses, nonprofits, publishers, creators, and developers

237,000 Oklahoma businesses

More than 237,000 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

\$15 billion investment in Oklahoma

Since the Mayes County, Oklahoma data center was built in 2007, Google has invested more than \$15 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$12+ million in philanthropic and social impact funding

Since 2008, Google and Googlers have given more than \$12 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Oklahoma

9,000+ volunteer hours

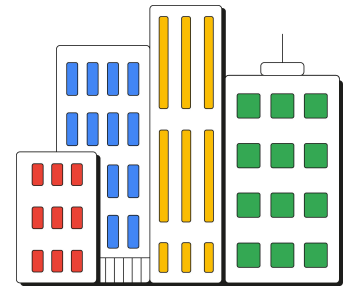
Since 2014, through Google.org, Google employees volunteered more than 9,000 hours with nonprofits and schools

\$4+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$4 million worth of donated search ads to Oklahoma nonprofits through the Google Ad Grants program

Oregon

Google helps Oregon businesses move toward their goals



\$9.3 billion of economic activity

In 2025, Google helped provide \$9.3 billion of economic activity for tens of thousands of Oregon businesses, nonprofits, publishers, creators, and developers

282,000 Oregon businesses

More than 282,000 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

\$7 billion investment in Oregon

Since The Dalles, Oregon data center was opened in 2006, Google has invested more than \$7 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$35+ million in philanthropic and social impact funding

Since 2004, Google and Googlers have given more than \$35 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Oregon

28,000+ volunteer hours

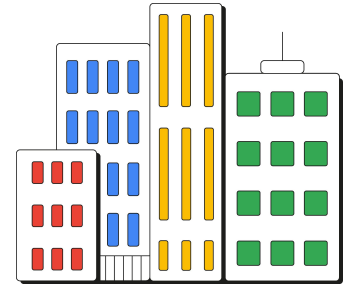
Since 2008, through Google.org, Google employees volunteered more than 28,000 hours with nonprofits and schools

\$8+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$8 million worth of donated search ads to Oregon nonprofits through the Google Ad Grants program

Pennsylvania

Google helps Pennsylvania businesses move toward their goals



\$22.5 billion of economic activity

In 2025, Google helped provide \$22.5 billion of economic activity for tens of thousands of Pennsylvania businesses, nonprofits, publishers, creators, and developers

767,000 Pennsylvania businesses

More than 767,000 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

\$20+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$20 million worth of donated search ads to Pennsylvania nonprofits through the Google Ad Grants program

Google in the community

\$132+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$132 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Pennsylvania

59,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 59,000 hours with nonprofits and schools

Puerto Rico

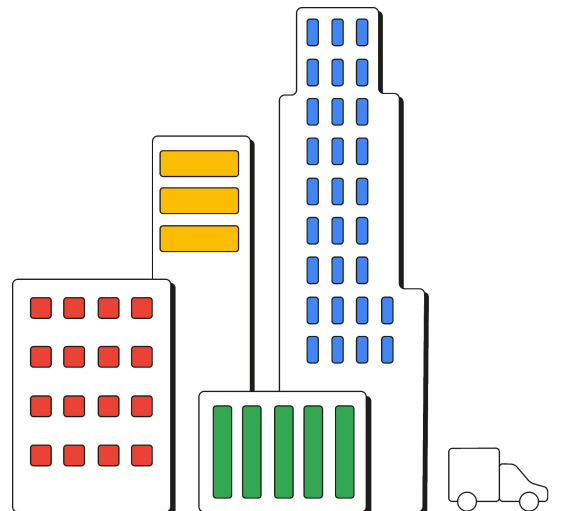
Google helps Puerto Rico businesses move toward their goals

\$330 million
of economic activity

In 2025, Google helped provide \$330 million of economic activity for thousands of Puerto Rico businesses, nonprofits, publishers, creators, and developers

154,000
Puerto Rico businesses

More than 154,000 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

\$2.2 billion
of economic activity

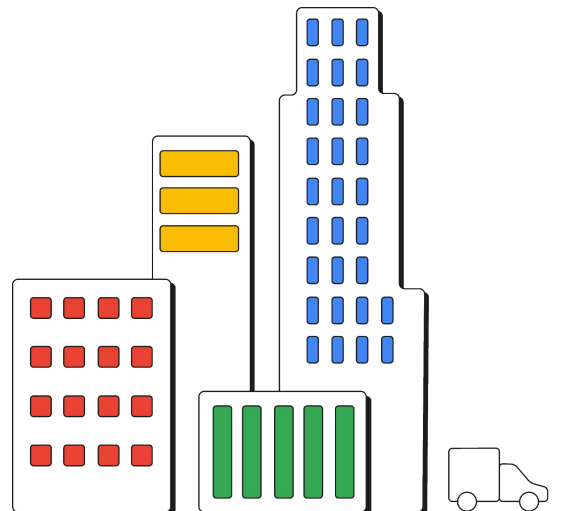
In 2025, Google helped provide \$2.2 billion of economic activity for thousands of Rhode Island businesses, nonprofits, publishers, creators, and developers

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

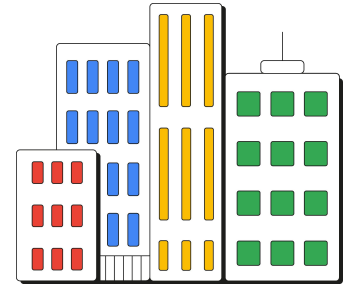
\$1+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$1 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



\$7.2 billion of economic activity

In 2025, Google helped provide \$7.2 billion of economic activity for tens of thousands of South Carolina businesses, nonprofits, publishers, creators, and developers

307,000 South Carolina businesses

More than 307,000 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

\$13 billion investment in South Carolina

Since the Berkeley County, South Carolina data center was built in 2007, Google has invested more than \$13 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$7+ million in philanthropic and social impact funding

Since 2008, Google and Googlers have given more than \$7 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in South Carolina

10,000+ volunteer hours

Since 2013, through Google.org, Google employees volunteered more than 10,000 hours with nonprofits and schools

\$6+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$6 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

\$461 million
of economic activity

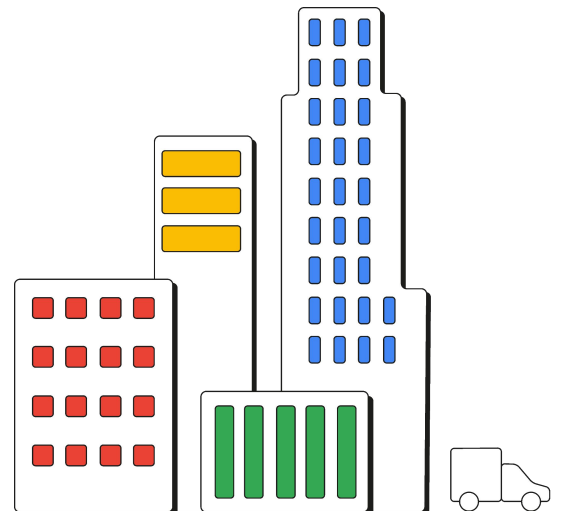
In 2025, Google helped provide \$461 million of economic activity for thousands of South Dakota businesses, nonprofits, publishers, creators, and developers

63,000
South Dakota businesses

More than 63,000 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

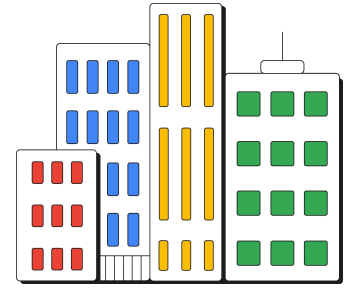
\$1+ million
of Ad Grants to nonprofits

In 2025 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



\$11.4 billion of economic activity

In 2025, Google helped provide \$11.4 billion of economic activity for tens of thousands of Tennessee businesses, nonprofits, publishers, creators, and developers

409,000 Tennessee businesses

More than 409,000 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

\$6 billion investment in Tennessee

Since the Montgomery County, Tennessee data center was built in 2018, Google has invested more than \$6 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$20+ million in philanthropic and social impact funding

Since 2006, Google and Googlers have given more than \$20 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Tennessee

10,000+ volunteer hours

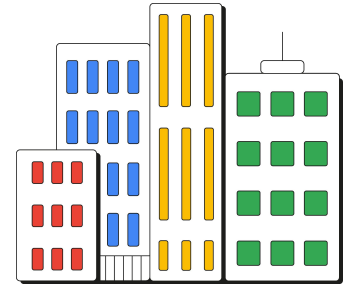
Since 2013, through Google.org, Google employees volunteered more than 10,000 hours with nonprofits and schools

\$11+ million of Ad Grants to nonprofits

In 2025 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



\$55.7 billion of economic activity

In 2025, Google helped provide \$55.7 billion of economic activity for hundreds of thousands of Texas businesses, nonprofits, publishers, creators, and developers

1.6 million Texas businesses

More than 1.6 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

\$9 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 \$9 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$112+ million in philanthropic and social impact funding

Since 2005, Google and Googlers have given more than \$112 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Texas

128,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 128,000 hours with nonprofits and schools

\$41+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$41 million worth of donated search ads to Texas nonprofits through the Google Ad Grants program

Utah

Google helps Utah businesses move toward their goals

\$13 billion
of economic activity

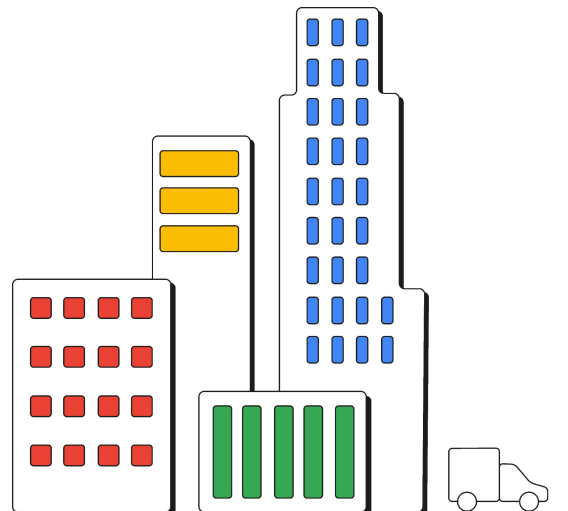
In 2025, Google helped provide \$13 billion of economic activity for tens of thousands of Utah businesses, nonprofits, publishers, creators, and developers

204,000
Utah businesses

More than 204,000 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

\$6+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$6 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

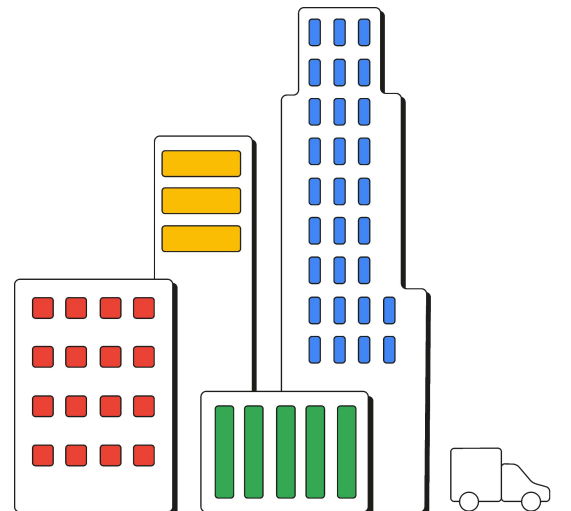
In 2025, Google helped provide more than \$1.7 billion of economic activity for thousands of Vermont businesses, nonprofits, publishers, creators, and developers

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

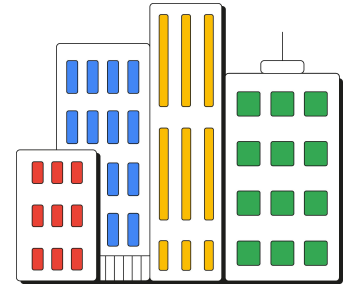
\$2+ million
of Ad Grants to nonprofits

In 2025 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



\$15.6 billion of economic activity

In 2025, Google helped provide \$15.6 billion of economic activity for tens of thousands of Virginia businesses, nonprofits, publishers, creators, and developers

472,000 Virginia businesses

More than 472,000 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

\$15 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 \$15 billion in the state

Investment methodology now reflects total data center investment (construction, server and networking infrastructure). [Learn more.](#)

Google in the community

\$66+ million in philanthropic and social impact funding

Since 2006, Google and Googlers have given more than \$66 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Virginia

36,000+ volunteer hours

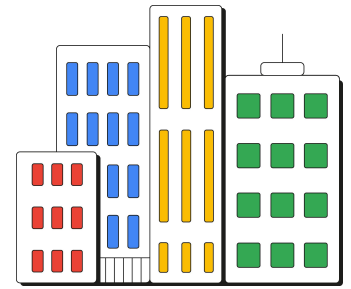
Since 2010, through Google.org, Google employees volunteered more than 36,000 hours with nonprofits and schools

\$25+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$25 million worth of donated search ads to Virginia nonprofits through the Google Ad Grants program

Washington

Google helps Washington businesses move toward their goals



\$42.8+ billion
of economic activity

In 2025, Google helped provide more than \$42.8 billion of economic activity for tens of thousands of Washington businesses, nonprofits, publishers, creators, and developers

459,000
Washington businesses

More than 459,000 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

\$17+ million
of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$17 million worth of donated search ads to Washington nonprofits through the Google Ad Grants program

Google in the community

\$170+ million
in philanthropic and
social impact funding

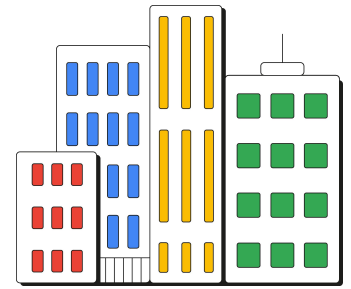
Since 2005, Google and Googlers have given more than \$170 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Washington

275,000+
volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 275,000 hours with nonprofits and schools

Washington, D.C.

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



\$6.1+ billion of economic activity

In 2025, Google helped provide more than \$6.1 billion of economic activity for thousands of Washington, D.C. businesses, nonprofits, publishers, creators, and developers

59,000 Washington, D.C. businesses

More than 59,000 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

\$32+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$32 million worth of donated search ads to Washington, D.C. nonprofits through the Google Ad Grants program

Google in the community

\$235+ million in philanthropic and social impact funding

Since 2004, Google and Googlers have given more than \$235 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Washington, D.C.

72,000+ volunteer hours

Since 2010, through Google.org, Google employees volunteered more than 72,000 hours with nonprofits and schools

West Virginia

Google helps West Virginia businesses move toward their goals

\$459 million
of economic activity

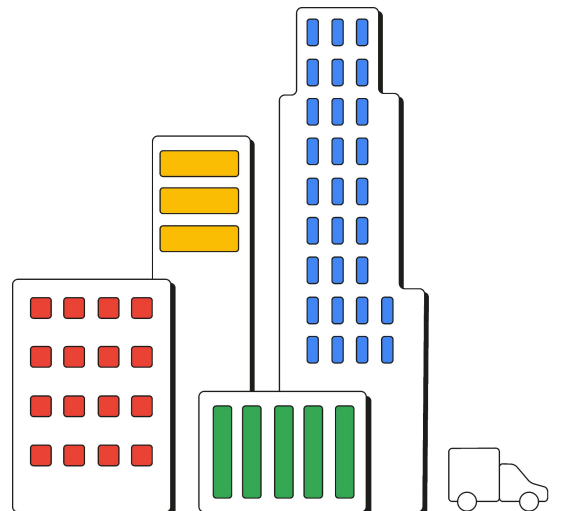
In 2025, Google helped provide \$459 million of economic activity for thousands of West Virginia businesses, nonprofits, publishers, creators, and developers

95,000
West Virginia businesses

More than 95,000 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

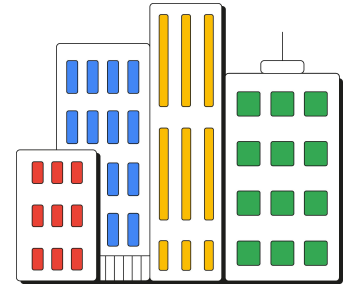
\$700,000+
of Ad Grants to nonprofits

In 2025, Google.org provided more than \$700,000 worth of donated search ads to West Virginia nonprofits through the Google Ad Grants program



Wisconsin

Google helps Wisconsin businesses move toward their goals



\$14.8 billion of economic activity

In 2025, Google helped provide \$14.8 billion of economic activity for tens of thousands of Wisconsin businesses, nonprofits, publishers, creators, and developers

370,000 Wisconsin businesses

More than 370,000 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

\$8+ million of Ad Grants to nonprofits

In 2025 alone, Google.org provided more than \$8 million worth of donated search ads to Wisconsin nonprofits through the Google Ad Grants program

Google in the community

\$22+ million in philanthropic and social impact funding

Since 2006, Google and Googlers have given more than \$22 million in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Wisconsin

22,000+ volunteer hours

Since 2009, through Google.org, Google employees volunteered more than 22,000 hours with nonprofits and schools

Wyoming

Google helps Wyoming businesses move toward their goals

\$3.8 billion
of economic activity

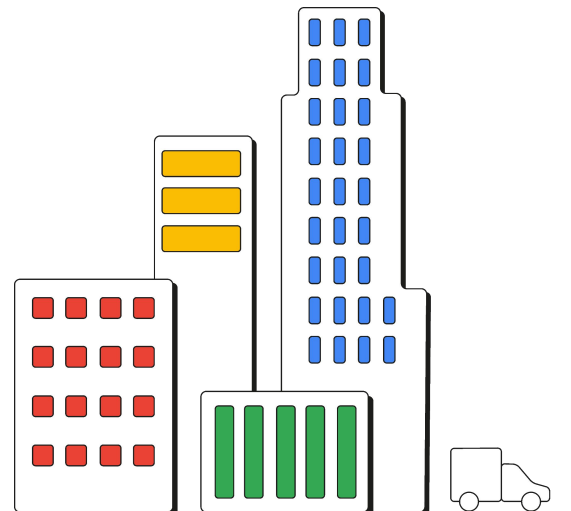
In 2025, Google helped provide \$3.8 billion of economic activity for tens of thousands of Wyoming businesses, nonprofits, publishers, creators, and developers

49,000
Wyoming businesses

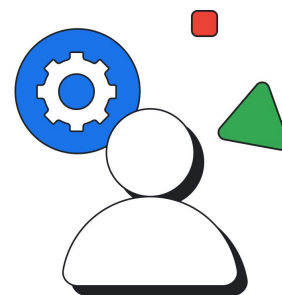
More than 49,000 Wyoming businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers

\$1+ million
of Ad Grants to nonprofits

In 2025 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

The economic impact of Google Search and Ads is estimated by three key data-driven assumptions, detailed below:

First, we assume that for every \$1 businesses spend on Google Ads, they generate an average of \$2 in profit. This estimate was developed by our first chief economist, Hal Varian, based on observed cost-per-click activity across a large sample of advertisers. His methodology was published in the May 2009 American Economic Review article "[Online Ad Auctions](#)" and later validated by the Google Economics team using internal data.

Second, we assume that businesses receive an average of five clicks on their organic search results for every one click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink using sample search log data. Their findings were published in the 2009 International Journal of Internet Marketing and Advertising article "Investigating customer click through behaviour with integrated sponsored and nonsponsored results," and subsequently validated by the Google Economics team with internal data.

If organic search clicks were as commercially valuable as ad clicks, these two assumptions would imply that businesses receive \$11 in profit for every \$1 spent on Google Ads. The calculation is as follows: advertisers receive double their ad spend in profit from ads ($2 \times \text{spend}$) and five times that amount from organic search ($5 \times 2 \times \text{spend}$). After subtracting the initial investment ($1 \times \text{spend}$), the total profit would be 11 times the initial spend: $2(\text{spend}) + 5 * 2(\text{spend}) - 1(\text{spend}) = 11(\text{spend})$.

However, clicks from organic search results may not be as commercially valuable as ad clicks. Therefore, we apply a conservative adjustment and consider that organic search clicks are approximately 70% as valuable as ad clicks. This choice was validated through internal data analysis by the Google Economics team. This revised calculation shows that advertisers receive, on average, eight times their ad spend in profit: $2(\text{spend}) + 0.7 * 5 * 2(\text{spend}) - 1(\text{spend}) = 8(\text{spend})$.

Therefore, we estimate that for every \$1 a business spends on Google Ads, it receives \$8 in profit from Google Search and Ads. To calculate the total economic value for advertisers, we multiply the total amount they spent on Google Search and Ads by this factor of 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 2025 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 2025.

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 2025.

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 other 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.