



Economic Impact



United States by the numbers
2019



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National numbers



Reports by state



Google in the community



Methodology



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National numbers

Google products and platforms help American businesses stand out online, connect with customers, and create jobs

\$385 billion of economic activity

In 2019, Google Search, Google Play, YouTube, and Google advertising tools helped provide \$385 billion of economic activity for more than 1.4 million American businesses, nonprofits, publishers, creators, and developers¹

36%+ clicks from overseas

Google tools help businesses find customers all over the world. More than 36% of all clicks to American advertisers come from overseas.⁴

1.9 billion monthly direct connections

Google helps drive over 1.9 billion direct connections monthly, including phone calls, requests for directions, messages, bookings and reviews for American businesses²

1.7 million jobs created by Android

The Android app ecosystem, including Google Play, helped create 1.7 million jobs in the United States in 2019⁵

16 million American businesses

In 2019 more than 16 million American businesses received phone calls, requests for directions, messages, bookings, reviews and other direct connections to their customers from Google³

75,000+ Google employees

America is our home. Google employs over 75,000 people full-time throughout the U.S. We're proud to have offices and data centers in 26 states, and we're committed to being good neighbors in the cities we call home.⁶

Alabama

Google helps Alabama businesses move toward their goals

\$976 million
of economic activity

In 2019, Google helped provide \$976 million of economic activity for 10,900 Alabama businesses, publishers, nonprofits, creators, and developers

231,000
Alabama businesses

More than 231,000 Alabama businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.44 million
of free advertising

In 2019, Google provided \$1.44 million of free advertising to Alabama nonprofits through the Google Ad Grants program

40+
Google employees

More than 40 Alabamians are employed full-time by Google



Alaska

Google helps Alaska businesses move toward their goals

\$81 million of economic activity

In 2019, Google helped provide \$81 million of economic activity for 2,300 Alaska businesses, publishers, nonprofits, creators, and developers

43,000 Alaska businesses

More than 43,000 Alaska businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$180,000 of free advertising

In 2019, Google provided \$180,000 of free advertising to Alaska nonprofits through the Google Ad Grants program



Arizona

Google helps Arizona businesses move toward their goals

\$6.22 billion of economic activity

In 2019, Google helped provide \$6.22 billion of economic activity for 28,900 Arizona businesses, publishers, nonprofits, creators, and developers

326,000 Arizona businesses

More than 326,000 Arizona businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$7.1 million of free advertising

In 2019, Google provided \$7.1 million of free advertising to Arizona nonprofits through the Google Ad Grants program



Arkansas

Google helps Arkansas businesses move toward their goals

\$706 million
of economic activity

In 2019, Google helped provide \$706 million of economic activity for 5,800 Arkansas businesses, publishers, nonprofits, creators, and developers

142,000
Arkansas businesses

More than 142,000 Arkansas businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$998,000
of free advertising

In 2019, Google provided \$998,000 of free advertising to Arkansas nonprofits through the Google Ad Grants program



California

Google helps California businesses move toward their goals

\$80.65 billion
of economic activity

In 2019, Google helped provide \$80.65 billion of economic activity for 242,700 California businesses, publishers, nonprofits, creators, and developers

2.06 million
California businesses

More than 2.06 million California businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$89.36 million
of free advertising

In 2019, Google provided \$89.36 million of free advertising to California nonprofits through the Google Ad Grants program

50,000+
Google employees

More than 50,000 Californians are employed full-time by Google



Colorado

Google helps Colorado businesses move toward their goals

\$5.57 billion
of economic activity

In 2019, Google helped provide \$5.57 billion of economic activity for 38,300 Colorado businesses, publishers, nonprofits, creators, and developers

351,000
Colorado businesses

More than 351,000 Colorado businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$12.59 million
of free advertising

In 2019, Google provided \$12.59 million of free advertising to Colorado nonprofits through the Google Ad Grants program

1,500+
Google employees

More than 1,500 Coloradans are employed full-time by Google



Connecticut

Google helps Connecticut businesses move toward their goals

\$6.31 billion
of economic activity

In 2019, Google helped provide \$6.31 billion of economic activity for 14,900 Connecticut businesses, publishers, nonprofits, creators, and developers

205,000
Connecticut businesses

More than 205,000 Connecticut businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$3.83 million
of free advertising

In 2019, Google provided \$3.83 million of free advertising to Connecticut nonprofits through the Google Ad Grants program



Delaware

Google helps Delaware businesses move toward their goals

\$2.76 billion of economic activity

In 2019, Google helped provide \$2.76 billion of economic activity for 5,300 Delaware businesses, publishers, nonprofits, creators, and developers

52,000 Delaware businesses

More than 52,000 Delaware businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$865,000 of free advertising

In 2019, Google provided \$865,000 of free advertising to Delaware nonprofits through the Google Ad Grants program



Florida

Google helps Florida businesses move toward their goals

\$19.51 billion of economic activity

In 2019, Google helped provide \$19.51 billion of economic activity for 115,300 Florida businesses, publishers, nonprofits, creators, and developers

1.25 million Florida businesses

More than 1.25 million Florida businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$18.51 million of free advertising

In 2019, Google provided \$18.51 million of free advertising to Florida nonprofits through the Google Ad Grants program



Georgia

Google helps Georgia businesses move toward their goals

\$8.68 billion
of economic activity

In 2019, Google helped provide \$8.68 billion of economic activity for 44,400 Georgia businesses, publishers, nonprofits, creators, and developers

539,000
Georgia businesses

More than 539,000 Georgia businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$8.71 million
of free advertising

In 2019, Google provided \$8.71 million of free advertising to Georgia nonprofits through the Google Ad Grants program

500+
Google employees

More than 500 Georgians are employed full-time by Google



Hawaii

Google helps Hawaii businesses move toward their goals

\$263 million
of economic activity

In 2019, Google helped provide \$263 million of economic activity for 5,000 Hawaii businesses, publishers, nonprofits, creators, and developers

74,000
Hawaii businesses

More than 74,000 Hawaii businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.18 million
of free advertising

In 2019, Google provided \$1.18 million of free advertising to Hawaii nonprofits through the Google Ad Grants program



Idaho

Google helps Idaho businesses move toward their goals

\$572 million of economic activity

In 2019, Google helped provide \$572 million of economic activity for 7,600 Idaho businesses, publishers, nonprofits, creators, and developers

96,000 Idaho businesses

More than 96,000 Idaho businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$793,000 of free advertising

In 2019, Google provided \$793,000 of free advertising to Idaho nonprofits through the Google Ad Grants program



Illinois

Google helps Illinois businesses move toward their goals

\$19.71 billion
of economic activity

In 2019, Google helped provide \$19.71 billion of economic activity for 47,200 Illinois businesses, publishers, nonprofits, creators, and developers

638,000
Illinois businesses

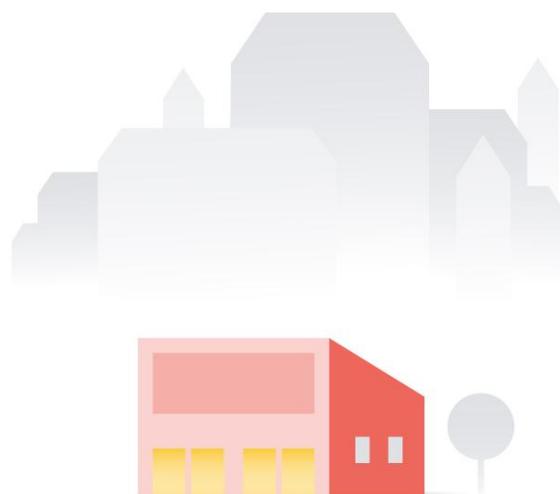
More than 638,000 Illinois businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$17.45 million
of free advertising

In 2019, Google provided \$17.45 million of free advertising to Illinois nonprofits through the Google Ad Grants program

1,300+
Google employees

More than 1,300 Illinoisans are employed full-time by Google



Indiana

Google helps Indiana businesses move toward their goals

\$2.44 billion of economic activity

In 2019, Google helped provide \$2.44 billion of economic activity for 15,700 Indiana businesses, publishers, nonprofits, creators, and developers

292,000 Indiana businesses

More than 292,000 Indiana businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$3.61 million of free advertising

In 2019, Google provided \$3.61 million of free advertising to Indiana nonprofits through the Google Ad Grants program



Iowa

Google helps Iowa businesses move toward their goals

\$1.28 billion of economic activity

In 2019, Google helped provide \$1.28 billion of economic activity for 7,900 Iowa businesses, publishers, nonprofits, creators, and developers

158,000 Iowa businesses

More than 158,000 Iowa businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.99 million of free advertising

In 2019, Google provided \$1.99 million of free advertising to Iowa nonprofits through the Google Ad Grants program

450+ jobs created by Google

In our data center in Council Bluffs, Iowa, Google employs over 450 people in a variety of full-time and contractor roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Kansas

Google helps Kansas businesses move toward their goals

\$2.27 billion of economic activity

In 2019, Google helped provide \$2.27 billion of economic activity for 7,900 Kansas businesses, publishers, nonprofits, creators, and developers

145,000 Kansas businesses

More than 145,000 Kansas businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$884,000 of free advertising

In 2019, Google provided \$884,000 of free advertising to Kansas nonprofits through the Google Ad Grants program



Kentucky

Google helps Kentucky businesses move toward their goals

\$1.18 billion of economic activity

In 2019, Google helped provide \$1.18 billion of economic activity for 10,500 Kentucky businesses, publishers, nonprofits, creators, and developers

195,000 Kentucky businesses

More than 195,000 Kentucky businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.31 million of free advertising

In 2019, Google provided \$1.31 million of free advertising to Kentucky nonprofits through the Google Ad Grants program



Louisiana

Google helps Louisiana businesses move toward their goals

\$924 million
of economic activity

In 2019, Google helped provide \$924 million of economic activity for 10,100 Louisiana businesses, publishers, nonprofits, creators, and developers

228,000
Louisiana businesses

More than 228,000 Louisiana businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.14 million
of free advertising

In 2019, Google provided \$1.14 million of free advertising to Louisiana nonprofits through the Google Ad Grants program



Maine

Google helps Maine businesses move toward their goals

\$631 million of economic activity

In 2019, Google helped provide \$631 million of economic activity for 4,100 Maine businesses, publishers, nonprofits, creators, and developers

82,000 Maine businesses

More than 82,000 Maine businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$984,000 of free advertising

In 2019, Google provided \$984,000 of free advertising to Maine nonprofits through the Google Ad Grants program



Maryland

Google helps Maryland businesses move toward their goals

\$4.34 billion
of economic activity

In 2019, Google helped provide \$4.34 billion of economic activity for 39,700 Maryland businesses, publishers, nonprofits, creators, and developers

297,000
Maryland businesses

More than 297,000 Maryland businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$9.19 million
of free advertising

In 2019, Google provided \$9.19 million of free advertising to Maryland nonprofits through the Google Ad Grants program



Massachusetts

Google helps Massachusetts businesses move toward their goals

\$13.9 billion
of economic activity

In 2019, Google helped provide \$13.9 billion of economic activity for 32,100 Massachusetts businesses, publishers, nonprofits, creators, and developers

381,000
Massachusetts businesses

More than 381,000 Massachusetts businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$12.89 million
of free advertising

In 2019, Google provided \$12.89 million of free advertising to Massachusetts nonprofits through the Google Ad Grants program

1,700+
Google employees

More than 1,700 Bay Staters are employed full-time by Google



Michigan

Google helps Michigan businesses move toward their goals

\$7.14 billion
of economic activity

In 2019, Google helped provide \$7.14 billion of economic activity for 30,300 Michigan businesses, publishers, nonprofits, creators, and developers

475,000
Michigan businesses

More than 475,000 Michigan businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$5.64 million
of free advertising

In 2019, Google provided \$5.64 million of free advertising to Michigan nonprofits through the Google Ad Grants program

640+
Google employees

More than 640 Michiganians are employed full-time by Google



Minnesota

Google helps Minnesota businesses move toward their goals

\$7.29 billion
of economic activity

In 2019, Google helped provide \$7.29 billion of economic activity for 22,200 Minnesota businesses, publishers, nonprofits, creators, and developers

277,000
Minnesota businesses

More than 277,000 Minnesota businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$7.3 million
of free advertising

In 2019, Google provided \$7.3 million of free advertising to Minnesota nonprofits through the Google Ad Grants program



Mississippi

Google helps Mississippi businesses move toward their goals

\$175 million of economic activity

In 2019, Google helped provide \$175 million of economic activity for 3,700 Mississippi businesses, publishers, nonprofits, creators, and developers

129,000 Mississippi businesses

More than 129,000 Mississippi businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$301,000 of free advertising

In 2019, Google provided \$301,000 of free advertising to Mississippi nonprofits through the Google Ad Grants program



Missouri

Google helps Missouri businesses move toward their goals

\$3.36 billion
of economic activity

In 2019, Google helped provide \$3.36 billion of economic activity for 17,900 Missouri businesses, publishers, nonprofits, creators, and developers

301,000
Missouri businesses

More than 301,000 Missouri businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$5.85 million
of free advertising

In 2019, Google provided \$5.85 million of free advertising to Missouri nonprofits through the Google Ad Grants program



Montana

Google helps Montana businesses move toward their goals

\$210 million of economic activity

In 2019, Google helped provide \$210 million of economic activity for 3,200 Montana businesses, publishers, nonprofits, creators, and developers

71,000 Montana businesses

More than 71,000 Montana businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.84 million of free advertising

In 2019, Google provided \$1.84 million of free advertising to Montana nonprofits through the Google Ad Grants program



Nebraska

Google helps Nebraska businesses move toward their goals

\$3.58 billion
of economic activity

In 2019, Google helped provide \$3.58 billion of economic activity for 7,300 Nebraska businesses, publishers, nonprofits, creators, and developers

98,000
Nebraska businesses

More than 98,000 Nebraska businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.06 million
of free advertising

In 2019, Google provided \$1.06 million of free advertising to Nebraska nonprofits through the Google Ad Grants program



Nevada

Google helps Nevada businesses move toward their goals

\$3.37 billion of economic activity

In 2019, Google helped provide \$3.37 billion of economic activity for 16,500 Nevada businesses, publishers, nonprofits, creators, and developers

151,000 Nevada businesses

More than 151,000 Nevada businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$2.54 million of free advertising

In 2019, Google provided \$2.54 million of free advertising to Nevada nonprofits through the Google Ad Grants program



New Hampshire

Google helps New Hampshire businesses move toward their goals

\$680 million of economic activity

In 2019, Google helped provide \$680 million of economic activity for 5,400 New Hampshire businesses, publishers, nonprofits, creators, and developers

81,000 New Hampshire businesses

More than 81,000 New Hampshire businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$2.13 million of free advertising

In 2019, Google provided \$2.13 million of free advertising to New Hampshire nonprofits through the Google Ad Grants program



New Jersey

Google helps New Jersey businesses move toward their goals

\$9.05 billion of economic activity

In 2019, Google helped provide \$9.05 billion of economic activity for 41,200 New Jersey businesses, publishers, nonprofits, creators, and developers

494,000 New Jersey businesses

More than 494,000 New Jersey businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$10.49 million of free advertising

In 2019, Google provided \$10.49 million of free advertising to New Jersey nonprofits through the Google Ad Grants program



New Mexico

Google helps New Mexico businesses move toward their goals

\$194 million
of economic activity

In 2019, Google helped provide \$194 million of economic activity for 4,200 New Mexico businesses, publishers, nonprofits, creators, and developers

100,000
New Mexico businesses

More than 100,000 New Mexico businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.38 million
of free advertising

In 2019, Google provided \$1.38 million of free advertising to New Mexico nonprofits through the Google Ad Grants program



New York

Google helps New York businesses move toward their goals

\$57.64 billion
of economic activity

In 2019, Google helped provide \$57.64 billion of economic activity for 106,700 New York businesses, publishers, nonprofits, creators, and developers

1.07 million
New York businesses

More than 1.07 million New York businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$51.01 million
of free advertising

In 2019, Google provided \$51.01 million of free advertising to New York nonprofits through the Google Ad Grants program

10,000+
Google employees

More than 10,000 New Yorkers are employed full-time by Google



North Carolina

Google helps North Carolina businesses move toward their goals

\$5.35 billion
of economic activity

In 2019, Google helped provide \$5.35 billion of economic activity for 33,600 North Carolina businesses, publishers, nonprofits, creators, and developers

514,000
North Carolina businesses

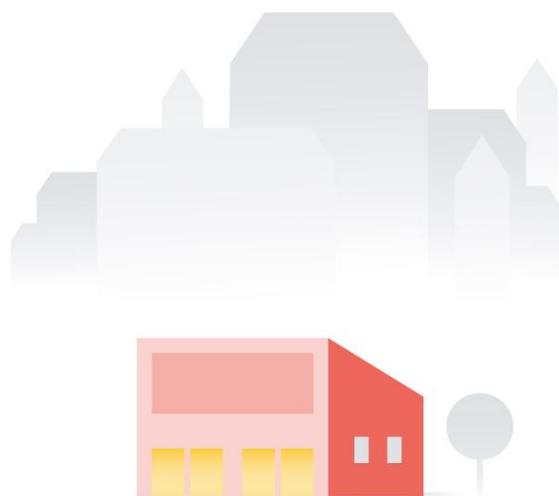
More than 514,000 North Carolina businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$6.8 million
of free advertising

In 2019, Google provided \$6.8 million of free advertising to North Carolina nonprofits through the Google Ad Grants program

250+
jobs created by Google

In our data center in Lenoir, North Carolina, Google employs over 250 people in a variety of full-time and contractor roles, including computer technicians, engineers, and various food services, maintenance, and security roles



North Dakota

Google helps North Dakota businesses move toward their goals

\$289 million
of economic activity

In 2019, Google helped provide \$289 million of economic activity for 1,600 North Dakota businesses, publishers, nonprofits, creators, and developers

44,000
North Dakota businesses

More than 44,000 North Dakota businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$303,000
of free advertising

In 2019, Google provided \$303,000 of free advertising to North Dakota nonprofits through the Google Ad Grants program



Ohio

Google helps Ohio businesses move toward their goals

\$8.31 billion of economic activity

In 2019, Google helped provide \$8.31 billion of economic activity for 34,200 Ohio businesses, publishers, nonprofits, creators, and developers

523,000 Ohio businesses

More than 523,000 Ohio businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$6.57 million of free advertising

In 2019, Google provided \$6.57 million of free advertising to Ohio nonprofits through the Google Ad Grants program



Oklahoma

Google helps Oklahoma businesses move toward their goals

\$997 million
of economic activity

In 2019, Google helped provide \$997 million of economic activity for 8,700 Oklahoma businesses, publishers, nonprofits, creators, and developers

196,000
Oklahoma businesses

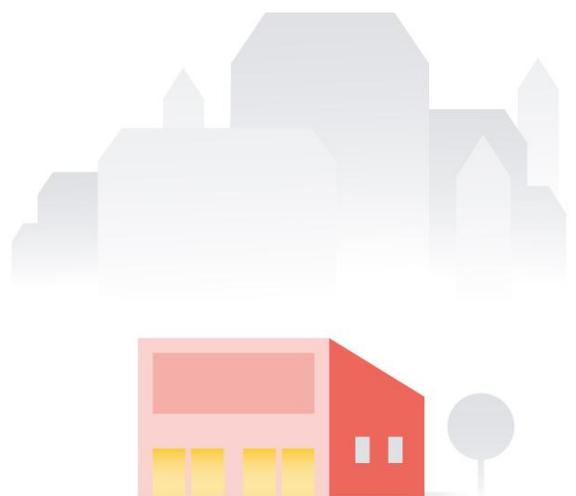
More than 196,000 Oklahoma businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$1.9 million
of free advertising

In 2019, Google provided \$1.9 million of free advertising to Oklahoma nonprofits through the Google Ad Grants program

500+
jobs created by Google

In our data center in Mayes County, Oklahoma, Google employs over 500 people in a variety of full-time and contractor roles, including computer technicians, engineers, and various food services, maintenance, and security roles



Oregon

Google helps Oregon businesses move toward their goals

\$3.69 billion
of economic activity

In 2019, Google helped provide \$3.69 billion of economic activity for 24,200 Oregon businesses, publishers, nonprofits, creators, and developers

244,000
Oregon businesses

More than 244,000 Oregon businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$5.46 million
of free advertising

In 2019, Google provided \$5.46 million of free advertising to Oregon nonprofits through the Google Ad Grants program

200+
Google employees

More than 200 Oregonians are employed full-time by Google



Pennsylvania

Google helps Pennsylvania businesses move toward their goals

\$10.9 billion
of economic activity

In 2019, Google helped provide \$10.9 billion of economic activity for 58,600 Pennsylvania businesses, publishers, nonprofits, creators, and developers

624,000
Pennsylvania businesses

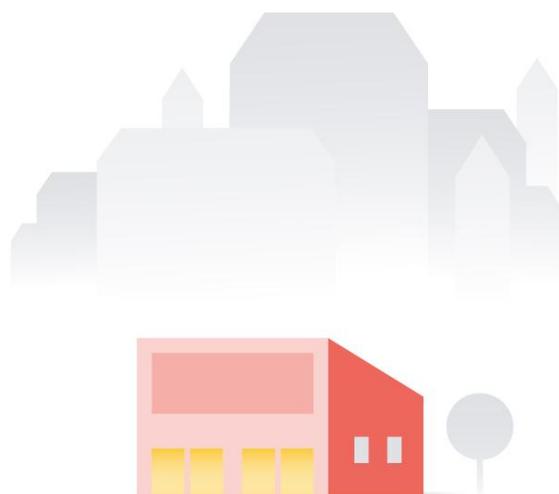
More than 624,000 Pennsylvania businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$11.34 million
of free advertising

In 2019, Google provided \$11.34 million of free advertising to Pennsylvania nonprofits through the Google Ad Grants program

750+
Google employees

More than 750 Pennsylvanians are employed full-time by Google



Puerto Rico

Google helps Puerto Rico businesses move toward their goals

\$1.05 billion
of economic activity

In 2019, Google helped provide \$1.05 billion of economic activity for 600 Puerto Rico businesses, publishers, nonprofits, creators, and developers

624,000
Puerto Rico businesses

More than 81,000 Puerto Rico businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019



Rhode Island

Google helps Rhode Island businesses move toward their goals

\$487 million of economic activity

In 2019, Google helped provide \$487 million of economic activity for 3,300 Rhode Island businesses, publishers, nonprofits, creators, and developers

58,000 Rhode Island businesses

More than 58,000 Rhode Island businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$743,000 of free advertising

In 2019, Google provided \$743,000 of free advertising to Rhode Island nonprofits through the Google Ad Grants program



South Carolina

Google helps South Carolina businesses move toward their goals

\$3.71 billion
of economic activity

In 2019, Google helped provide \$3.71 billion of economic activity for 16,400 South Carolina businesses, publishers, nonprofits, creators, and developers

245,000
South Carolina businesses

More than 245,000 South Carolina businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$2.87 million
of free advertising

In 2019, Google provided \$2.87 million of free advertising to South Carolina nonprofits through the Google Ad Grants program

400+
jobs created by Google

In our data center in Berkeley County, South Carolina, Google employs over 400 people in a variety of full-time and contractor roles, including computer technicians, engineers, and various food services, maintenance, and security roles



South Dakota

Google helps South Dakota businesses move toward their goals

\$167 million of economic activity

In 2019, Google helped provide \$167 million of economic activity for 2,300 South Dakota businesses, publishers, nonprofits, creators, and developers

48,000 South Dakota businesses

More than 48,000 South Dakota businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$421,000 of free advertising

In 2019, Google provided \$421,000 of free advertising to South Dakota nonprofits through the Google Ad Grants program



Tennessee

Google helps Tennessee businesses move toward their goals

\$3.77 billion
of economic activity

In 2019, Google helped provide \$3.77 billion of economic activity for 19,500 Tennessee businesses, publishers, nonprofits, creators, and developers

327,000
Tennessee businesses

More than 327,000 Tennessee businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$4.42 million
of free advertising

In 2019, Google provided \$4.42 million of free advertising to Tennessee nonprofits through the Google Ad Grants program

60+
Google employees

More than 60 Tennesseans are employed full-time by Google



Texas

Google helps Texas businesses move toward their goals

\$26.03 billion
of economic activity

In 2019, Google helped provide \$26.03 billion of economic activity for 110,900 Texas businesses, publishers, nonprofits, creators, and developers

1.35 million
Texas businesses

More than 1.35 million Texas businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$19.39 million
of free advertising

In 2019, Google provided \$19.39 million of free advertising to Texas nonprofits through the Google Ad Grants program

1,590+
Google employees

More than 1,590 Texans are employed full-time by Google



Utah

Google helps Utah businesses move toward their goals

\$5.47 billion
of economic activity

In 2019, Google helped provide \$5.47 billion of economic activity for 18,700 Utah businesses, publishers, nonprofits, creators, and developers

152,000
Utah businesses

More than 152,000 Utah businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$2.63 million
of free advertising

In 2019, Google provided \$2.63 million of free advertising to Utah nonprofits through the Google Ad Grants program



Vermont

Google helps Vermont businesses move toward their goals

\$1.92 billion of economic activity

In 2019, Google helped provide \$1.92 billion of economic activity for 2,700 Vermont businesses, publishers, nonprofits, creators, and developers

44,000 Vermont businesses

More than 44,000 Vermont businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$947,000 of free advertising

In 2019, Google provided \$947,000 of free advertising to Vermont nonprofits through the Google Ad Grants program



Virginia

Google helps Virginia businesses move toward their goals

\$5.43 billion
of economic activity

In 2019, Google helped provide \$5.43 billion of economic activity for 44,100 Virginia businesses, publishers, nonprofits, creators, and developers

393,000
Virginia businesses

More than 393,000 Virginia businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$16.62 million
of free advertising

In 2019, Google provided \$16.62 million of free advertising to Virginia nonprofits through the Google Ad Grants program

360
Google employees

360 Virginians are employed full-time by Google



Washington

Google helps Washington businesses move toward their goals

\$26.16 billion
of economic activity

In 2019, Google helped provide \$26.16 billion of economic activity for 40,800 Washington businesses, publishers, nonprofits, creators, and developers

385,000
Washington businesses

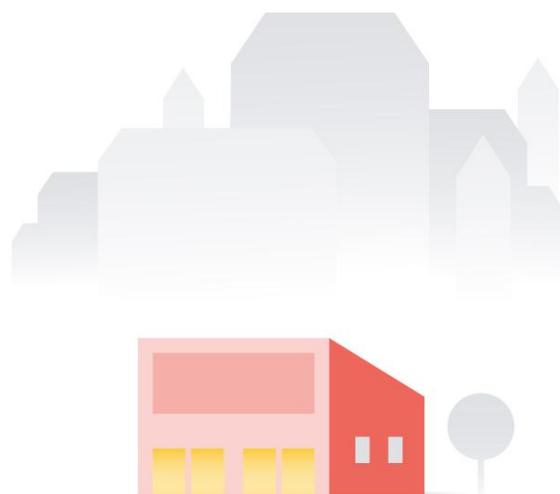
More than 385,000 Washington businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$8.88 million
of free advertising

In 2019, Google provided \$8.88 million of free advertising to Washington nonprofits through the Google Ad Grants program

5,750+
Google employees

More than 5,750 Washingtonians are employed full-time by Google



Washington D.C.

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

\$3.71 billion
of economic activity

In 2019, Google helped provide \$3.71 billion of economic activity for 4,800 Washington D.C. businesses, publishers, nonprofits, creators, and developers

54,000
Washington D.C. businesses

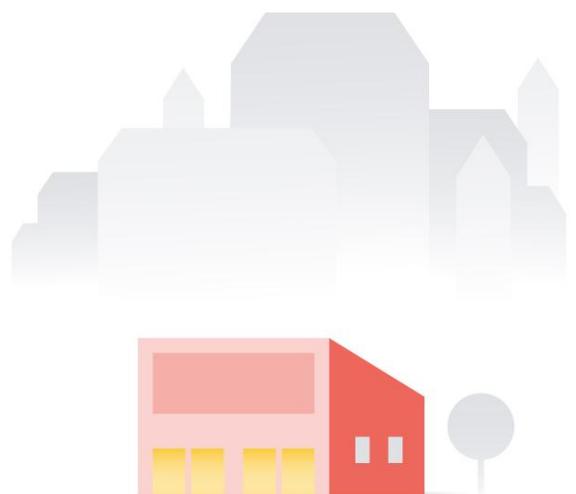
More than 54,000 Washington D.C. businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$29.28 million
of free advertising

In 2019, Google provided \$29.28 million of free advertising to Washington D.C. nonprofits through the Google Ad Grants program

250+
Google employees

More than 250 Washingtonians are employed full-time by Google



West Virginia

Google helps West Virginia businesses move toward their goals

\$207 million
of economic activity

In 2019, Google helped provide \$207 million of economic activity for 2,300 West Virginia businesses, publishers, nonprofits, creators, and developers

74,000
West Virginia businesses

More than 74,000 West Virginia businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$299,000
of free advertising

In 2019, Google provided \$299,000 of free advertising to West Virginia nonprofits through the Google Ad Grants program



Wisconsin

Google helps Wisconsin businesses move toward their goals

\$5.96 billion
of economic activity

In 2019, Google helped provide \$5.96 billion of economic activity for 16,300 Wisconsin businesses, publishers, nonprofits, creators, and developers

292,000
Wisconsin businesses

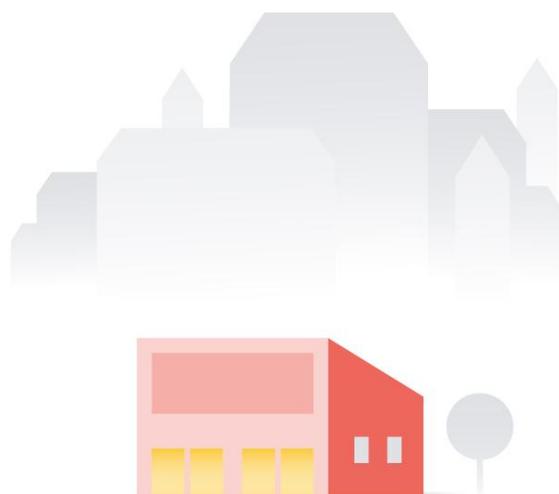
More than 292,000 Wisconsin businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$4.36 million
of free advertising

In 2019, Google provided \$4.36 million of free advertising to Wisconsin nonprofits through the Google Ad Grants program

110+
Google employees

More than 110 Wisconsinites are employed full-time by Google



Wyoming

Google helps Wyoming businesses move toward their goals

\$190 million of economic activity

In 2019, Google helped provide \$190 million of economic activity for 2,200 Wyoming businesses, publishers, nonprofits, creators, and developers

38,000 Wyoming businesses

More than 38,000 Wyoming businesses received requests for directions, phone calls, bookings, reviews and other direct connections to their customers from Google in 2019

\$276,000 of free advertising

In 2019, Google provided \$276,000 of free advertising to Wyoming nonprofits through the Google Ad Grants program



Alabama

Our home in the Yellowhammer State



\$3+ million
in grants

Since 2015, Google.org has awarded over \$3 million in grants to Alabama organizations and nonprofits

\$600,000+
in charitable giving

Since 2016, Google has awarded more than \$600,000 to local schools and nonprofits, particularly in the areas of science, technology, engineering, and mathematics (STEM) through grants, events, and programs

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

Jackson County

Alabama is our home and we're committed to playing a positive role in the communities in which we live and work. Google has partnered with Alabama A&M University on the Computer Science Summer Institute for Historically Black Colleges and Universities (HBCU), an effort to promote equitable representation in tech by connecting incoming HBCU students with like-minded peers, Google engineers, computer science professors, HBCU alumni in the computer science field, and Black technologists in the local tech ecosystem.

California

Our home in the Golden State



\$285+ million
in grants

Since 2005, Google.org has awarded over \$285 million in grants to California organizations and nonprofits

\$495+ million
in charitable giving

Since 2004, our employees based in California—with matching contributions from Google—have donated over \$495 million in charitable giving to nonprofits

\$22 million
grant to address
homelessness

Since 2009, Google has awarded \$22 million in grants to support organizations in California addressing homelessness

San Francisco

San Francisco is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2007, our employees based in San Francisco—with matching contributions from Google—have donated over \$50 million in charitable giving. We've also served over 93,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, homelessness, economic opportunity, and access to the Internet.

Mountain View

Mountain View is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Mountain View—with matching contributions from Google—have donated over \$328 million in charitable giving. We've also served over 514,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

California

Our home in the Golden State



Sunnyvale

Sunnyvale is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2008, our employees based in Sunnyvale—with matching contributions from Google—have donated over \$63 million in charitable giving. We've also served over 137,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Los Angeles

Los Angeles is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2011, our employees based in Los Angeles—with matching contributions from Google—have donated over \$10 million in charitable giving. We've also served over 23,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Colorado

Our home in the Centennial State



\$8+ million

in grants

Since 2007, Google.org has awarded over \$8 million in grants to Colorado organizations and nonprofits

\$12+ million

in charitable giving

Since 2004, our employees based in Colorado—with matching contributions from Google—have donated over \$12 million in charitable giving to nonprofits

\$42 million

**in bonds for
affordable housing**

Since 2006, Google has invested \$42 million in bonds for affordable housing in Colorado

Boulder

Boulder is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2006, our employees based in Boulder—with matching contributions from Google—have donated over \$11 million in charitable giving. We've also served over 25,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Thornton

Thornton is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2008, our employees based in Thornton—with matching contributions from Google—have donated over \$769,000 in charitable giving. We've also served over 1,300 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Georgia

Our home in the Peach State



\$7.5 million in grants

Since 2007, Google has awarded more than \$7.5 million in grants to Georgia nonprofits and schools

8,300+ volunteer and pro bono hours

Since 2004, Google and Google employees in Georgia have served over 8,300 hours of volunteer and pro bono work with local nonprofits and organizations

Atlanta

Atlanta is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Atlanta—with matching contributions from Google—have donated over \$2 million in charitable giving. We've also served over 5,700 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

\$2+ million in charitable giving

Since 2004, our employees based in Georgia—with matching contributions from Google—have donated over \$2 million in charitable giving to nonprofits

Douglas County

Douglas County is our home and we're committed to playing a positive role in the communities in which we live and work. Over the years, we've invested over \$1.2 billion in Douglas County. Additionally, we've designed an innovative reuse water system to use recycled water for 100% of our cooling needs.

Illinois

Our home in the Land of Lincoln



\$19+ million

in grants

Since 2007, Google.org has awarded over \$19 million in grants to Illinois organizations and nonprofits

\$9+ million

in charitable giving

Since 2004, our employees based in Illinois—with matching contributions from Google—have donated over \$9 million in charitable giving to nonprofits

\$1.75 million

**in grants for Chicago
Public Schools**

Since 2017, Google has awarded over \$1.75 million in grants to support computer science education in Chicago Public Schools

Chicago

Chicago is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Chicago—with matching contributions from Google—have donated over \$9 million in charitable giving. We've also served over 25,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Iowa

Our home in the Hawkeye State



\$2+ million in grants

Since 2009, Google has awarded over \$2 million to local schools and nonprofits in Iowa

\$2.5 billion investment in Iowa

Since the Council Bluffs, Iowa data center was built in 2007, Google has committed more than \$2.5 billion of investment in the region and state

\$510 million investment in renewable energy

Since 2010, Google's long term commitments to buy renewable energy in Iowa has spurred the construction of nearly \$510 million in new energy infrastructure in the state

Council Bluffs

Council Bluffs is our home and we're committed to playing a positive role in the communities in which we live and work. In 2011, we partnered with the City of Council Bluffs to launch a free WiFi network for everyone in and around Council Bluffs, the BLink-Bluffs Free Community WiFi program.

Massachusetts

Our home in the Bay State



\$41+ million

in grants

Since 2007, Google has awarded over \$41 million in grants to Massachusetts organizations and nonprofits

\$31+ million

in charitable giving

Since 2004, our employees based in Massachusetts—with matching contributions from Google—have donated over \$31 million in charitable giving to nonprofits

\$1 million

for low-income families

In 2019, 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

Cambridge

Cambridge is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2006, our employees based in Cambridge—with matching contributions from Google—have donated over \$30 million in charitable giving. We've also served over 34,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Michigan

Our home in the Great Lakes State



\$3+ million
in grants

Since 2009, Google.org has awarded more than \$3 million in grants to Michigan organizations and nonprofits

24,000+
volunteer hours

Since 2005, Google and Google employees in Michigan have served over 24,000 hours of volunteer and pro bono work with local nonprofits and organizations

Ann Arbor

Michigan is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2006, our employees based in Ann Arbor—with matching contributions from Google—have donated over \$3 million in charitable giving. We've also served over 18,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

\$4+ million
in charitable giving

Since 2005, our employees based in Michigan—with matching contributions from Google—have donated over \$4 million in charitable giving to nonprofits

Detroit

Detroit is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2015, our employees based in Detroit—with matching contributions from Google—have donated over \$269,000 in charitable giving. We've also served over 1,400 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

New York

Our home in the Empire State



\$141+ million
in grants

Since 2005, Google.org has awarded more over \$141 million in grants to New York organizations and nonprofits

\$82+ million
in charitable giving

Since 2004, our employees based in New York—with matching contributions from Google—have donated over \$82 million in charitable giving to nonprofits

30,000+
learners trained in
New York

Since 2019, the Grow with Google NYC Learning Center has trained over 30,000 New Yorkers and visitors on digital skills for free

New York

New York is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in New York—with matching contributions from Google—have donated over \$82 million in charitable giving. We've also served over 162,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

In April 2019, we opened the Grow with Google New York City Learning Center to offer free digital skills training to all New Yorkers and visitors alike. We offer workshops, one-on-one coaching sessions, community events, and more. Since opening, we've trained over 30,000 learners in our space.

North Carolina

Our home in the Tar Heel State



\$5.5 million

in grants

Since 2009, Google has awarded over \$5.5 million in grants to local schools and nonprofits

\$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 of investment in the region and state

\$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

Lenoir

Lenoir is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2009, we've invested in several green initiatives, including a collaboration with Duke University and Duke Energy to turn hog waste at a Yadkin County farm into renewable energy. We also support educational initiatives in science, technology, engineering, and mathematics (STEM) through grants, events, and programs.

Oklahoma

Our home in the Sooner State



\$2 million

in grants

Since 2011, Google has more than \$2 million in grants to Oklahoma nonprofits and schools

\$3+ billion

investment in Oklahoma

Since the Mayes County, Oklahoma data center was built in 2007, Google has committed more than \$3 billion of investment in the region and state

\$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

Mayes County

Mayes County is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2011, we've awarded more than \$2 million in grants to Oklahoma nonprofits and schools in areas that we're passionate about, including science and technology education, carbon reduction, and access to the Internet.

Oregon

Our home in the Beaver State



\$13+ million

in grants

Since 2009, Google.org has more than \$13 million in grants to Oregon organizations and nonprofits

\$1+ million

in charitable giving

Since 2006, our employees based in Oregon—with matching contributions from Google—have donated over \$1 million in charitable giving to nonprofits

\$1.8 billion

investment in Oregon

Since the The Dalles, Oregon data center was built in 2006, Google has committed more than \$1.8 billion of investment in the region and state

The Dalles

The Dalles is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2006, our employees based in The Dalles—with matching contributions from Google—have donated over \$480,000 in charitable giving. We've also served over 5,700 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Pennsylvania

Our home in the Keystone State



\$2+ million

in grants

Since 2009, Google.org has more than \$2 million in grants to Pennsylvania organizations and nonprofits

\$10+ million

in charitable giving

Since 2005, our employees based in Pennsylvania—with matching contributions from Google—have donated over \$10 million in charitable giving to nonprofits

\$330,000

donation to Carnegie Library system

In 2018, Google provided \$330,000 to the Carnegie Library system to support a laptop and WiFi device lending program for Pittsburgh residents

Pittsburgh

Pittsburgh is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2005, our employees based in Pittsburgh—with matching contributions from Google—have donated over \$10 million in charitable giving. We've also served over 20,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

South Carolina

Our home in the Palmetto State



\$2 million

in grants

Since 2009, Google has awarded more than \$2 million to local schools and nonprofits in South Carolina

\$1.8 billion

investment

Since the Berkeley County, South Carolina data center was built in 2007, Google has committed more than \$1.8 billion of investment in the region and state

2X

more energy efficient

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

Berkeley County

Berkeley County is our home and we're committed to playing a positive role in the communities in which we live and work. As we continue to grow in the Palmetto State, we've supported technology education, empowered local small businesses through online tools and support, and helped build a culture of innovation in the Lowcountry. Since 2009, we've awarded more than \$2 million to local schools and nonprofits. Additionally, we've helped implement free downtown WiFi networks throughout the region.

Tennessee

Our home in the Volunteer State



\$450,000+

in grants

Since 2017, Google has more than \$450,000 in grants to Tennessee schools and nonprofits

\$378,000+

in charitable giving

Since 2007, our employees based in Tennessee—with matching contributions from Google—have donated over \$378,000 in charitable giving to nonprofits

\$600 million

investment in Tennessee

In 2018, Google broke ground on a \$600 million data center in Montgomery County, Tennessee, establishing a long-term commitment to the region and state

Montgomery County

Montgomery County is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2017, we've awarded more than \$450,000 to local schools and nonprofits. We've invested in several green initiatives, including a collaboration with Austin Peay State University's Southeastern Grasslands Initiative. We also support educational initiatives in science, technology, engineering, and mathematics (STEM) through grants, events, and programs.

Texas

Our home in the Lone Star State



\$9+ million

in grants

Since 2008, Google.org has more than \$9 million in grants to Texas organizations and nonprofits

\$4+ million

in charitable giving

Since 2004, our employees based in Texas—with matching contributions from Google—have donated over \$4 million in charitable giving to nonprofits

\$1 billion

**investment in
renewable energy**

Since 2015, Google's long term commitments to buy renewable energy in Texas has spurred the construction of nearly \$1 billion in new energy infrastructure in the state

Austin

Austin is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2007, our employees based in Austin—with matching contributions from Google—have donated over \$3 million in charitable giving. We've also served over 18,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Virginia

Our home in the Old Dominion



\$24+ million
in grants

Since 2009, Google.org has awarded more than \$24 million in grants to Virginia organizations and nonprofits

\$2+ million
in charitable giving

Since 2004, our employees based in Virginia—with matching contributions from Google—have donated over \$2 million in charitable giving to nonprofits

\$1.2 billion
investment in Virginia

Since the Loudoun County, Virginia data center was built in 2018, Google has committed \$1.2 billion of investment in the region and state

Loudoun County

We're proud to have joined the Loudoun County community in 2019 and work alongside community leaders to advance education and economic opportunities. In 2019, Google provided \$100,000 to the Loudoun Education Foundation and \$100,000 to the Community Foundation for Loudoun and Northern Fauquier Counties.

Reston

Reston is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Reston—with matching contributions from Google—have donated over \$1 million in charitable giving. We've also served over 3,200 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Washington

Our home in the Evergreen State



\$15+ million

in grants

Since 2009, Google.org has awarded more than \$15 million in grants to Washington organizations and nonprofits

\$59+ million

in charitable giving

Since 2004, our employees based in Washington—with matching contributions from Google—have donated over \$59 million in charitable giving to nonprofits

\$1 million

grant to address homelessness

In 2019, Google.org donated \$1 million in grant funding to The Salvation Army to increase housing capacity at a homeless shelter in Seattle

Kirkland

Kirkland is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Kirkland—with matching contributions from Google—have donated over \$26 million in charitable giving. We've also served over 46,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

Seattle

Seattle is our home and we're committed to playing a positive role in the communities in which we live and work. Since 2004, our employees based in Seattle—with matching contributions from Google—have donated over \$31 million in charitable giving. We've also served over 44,000 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity, and access to the Internet.

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, 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 generally 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 businesses overall 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 2019 – 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 simply the estimated amount we paid to publishers, creators, and developers in each state in 2019 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 2019.

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, and Google advertising tools in 2019.

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 the economic impact our employees provide 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. For more information about our methodology and to download the cited studies, please visit www.google.com/economicimpact/methodology



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3. Google Internal Data. Number of businesses in the U.S. that receive direct connections from Google free and paid products, such as phone calls, messages, requests for directions and bookings and more.
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