



Economic Impact



United States by the numbers
2022



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National numbers

Americans are turning to digital solutions in times of economic uncertainty. Google is helping.

\$701 billion of economic activity

In 2022, Google Search, Google Play, Google Cloud, YouTube, and Google advertising tools helped provide \$701 billion of economic activity for millions of American businesses, nonprofits, publishers, creators and developers.

114,000+ Google employees

America is our home. Google employed over 114,000 people full time throughout the U.S. at the end of 2022. We're proud to have offices and data centers in 26 states and are committed to being good neighbors in the cities we call home.

2.3+ billion monthly free direct connections

Every month in 2022, Google helped drive over 2.3 billion free direct connections, including phone calls, requests for directions, messages, bookings and reviews for American businesses.

390,000+ jobs supported by YouTube

YouTube's creative ecosystem supported more than 390,000 full-time equivalent (FTE) jobs in the U.S.¹

18+ million American businesses

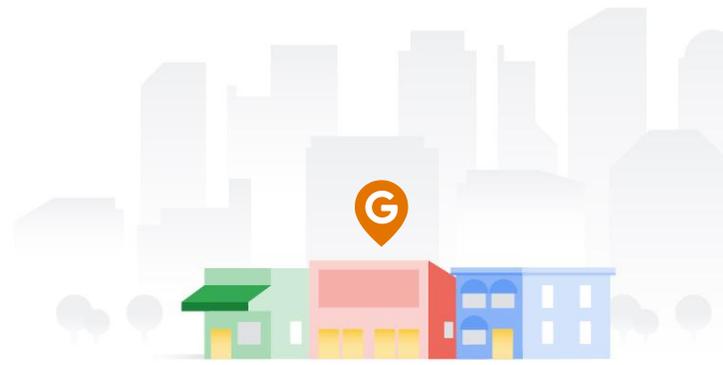
In 2022, a majority of American businesses, over 18 million, used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers.

2 million jobs created by Android

The Android app economy, including Google Play, helped create two million American jobs – from software engineers and developers of mobile applications, to the marketing and human resources teams that support them.²

Alabama

Google helps Alabama businesses move toward their goals



\$1.88 billion of economic activity

In 2022, Google helped provide \$1.88 billion of economic activity for tens of thousands of Alabama businesses, publishers, nonprofits, creators and developers

258,000 Alabama businesses

More than 258,000 Alabama businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$4.75 million of free advertising

In 2022, Google.org provided \$4.75 million of free search advertising to Alabama nonprofits through the Google Ad Grants program

Google in the community

\$8+ million in grants

Since 2006, Google has awarded over \$8 million in grants to nonprofits and organizations based in Alabama

900+ in volunteer and pro bono hours

Through Google.org, employees served over 900 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

150 megawatts of solar power

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

Alaska

Google helps Alaska businesses move toward their goals

\$137 million of economic activity

In 2022, Google helped provide \$137 million of economic activity for thousands of Alaska businesses, publishers, nonprofits, creators and developers

48,000 Alaska businesses

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

\$597,000 of free advertising

In 2022, Google.org provided \$597,000 of free search advertising to Alaska nonprofits through the Google Ad Grants program



Arizona

Google helps Arizona businesses move toward their goals

\$11.43 billion of economic activity

In 2022, Google helped provide \$11.43 billion of economic activity for tens of thousands of Arizona businesses, publishers, nonprofits, creators and developers

367,000 Arizona businesses

More than 367,000 Arizona businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$15.55 million of free advertising

In 2022, Google.org provided \$15.55 million of free search advertising to Arizona nonprofits through the Google Ad Grants program



Arkansas

Google helps Arkansas businesses move toward their goals

\$2.28 billion of economic activity

In 2022, Google helped provide \$2.28 billion of economic activity for thousands of Arkansas businesses, publishers, nonprofits, creators and developers

162,000 Arkansas businesses

More than 162,000 Arkansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$1.99 million of free advertising

In 2022, Google.org provided \$1.99 million of free search advertising to Arkansas nonprofits through the Google Ad Grants program



California

Google helps California businesses move toward their goals



\$169.45 billion of economic activity

In 2022, Google helped provide \$169.45 billion of economic activity for hundreds of thousands of California businesses, publishers, nonprofits, creators and developers

2.22 million California businesses

More than 2.22 million California businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$287 million of free advertising

In 2022, Google.org provided \$287 million of free search advertising to California nonprofits through the Google Ad Grants program

Google in the community

\$474+ million in grants

Since 2005, Google has awarded over \$474 million in grants to nonprofits and organizations based in California

\$30+ million grant to address homelessness

Since 2009, Google has awarded over \$30 million in grants to support organizations in California addressing homelessness

\$1+ billion in charitable giving

Since 2004, our employees based in California—including matching contributions and philanthropic giving from Google.org—have donated over \$1 billion to nonprofits

Colorado

Google helps Colorado businesses move toward their goals



\$11.16 billion of economic activity

In 2022, Google helped provide \$11.16 billion of economic activity for tens of thousands of Colorado businesses, publishers, nonprofits, creators and developers

379,000 Colorado businesses

More than 379,000 Colorado businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$24.34 million of free advertising

In 2022, Google.org provided \$24.34 million of free search advertising to Colorado nonprofits through the Google Ad Grants program

Google in the community

\$13+ million in grants

Since 2006, Google has awarded over \$13 million in grants to nonprofits and organizations based in Colorado

\$42 million in bonds for affordable housing

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

\$33+ million in charitable giving

Since 2004, our employees based in Colorado—including matching contributions and philanthropic giving from Google.org—have donated over \$33 million in charitable giving to nonprofits

Connecticut

Google helps Connecticut businesses move toward their goals

\$12.79 billion of economic activity

In 2022, Google helped provide \$12.79 billion of economic activity for tens of thousands of Connecticut businesses, publishers, nonprofits, creators and developers

228,000 Connecticut businesses

More than 228,000 Connecticut businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$9.2 million of free advertising

In 2022, Google.org provided \$9.2 million of free search advertising to Connecticut nonprofits through the Google Ad Grants program



Delaware

Google helps Delaware businesses move toward their goals

\$7.53 billion of economic activity

In 2022, Google helped provide \$7.53 billion of economic activity for thousands of Delaware businesses, publishers, nonprofits, creators and developers

60,000 Delaware businesses

More than 60,000 Delaware businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.74 million of free advertising

In 2022, Google.org provided \$3.74 million of free search advertising to Delaware nonprofits through the Google Ad Grants program



Florida

Google helps Florida businesses move toward their goals



\$36.78 billion of economic activity

In 2022, Google helped provide \$36.78 billion of economic activity for hundreds of thousands of Florida businesses, publishers, nonprofits, creators and developers

1.39 million Florida businesses

More than 1.39 million Florida businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$39.05 million of free advertising

In 2022, Google.org provided \$39.05 million of free search advertising to Florida nonprofits through the Google Ad Grants program

Google in the community

\$9+ million in grants

Since 2006, Google has awarded over \$9 million in grants to nonprofits and organizations based in Florida

\$2+ million in charitable giving

Since 2011, our employees based in Florida—including matching contributions and philanthropic giving from Google.org—have donated over \$2 million to nonprofits

491,000 Floridians trained

Grow with Google has partnered with over 480 organizations in the state to train more than 491,000 Floridians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

Georgia

Google helps Georgia businesses move toward their goals



\$14.89 billion of economic activity

In 2022, Google helped provide \$14.89 billion of economic activity for tens of thousands of Georgia businesses, publishers, nonprofits, creators and developers

601,000 Georgia businesses

More than 601,000 Georgia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$18.34 million of free advertising

In 2022, Google.org provided \$18.34 million of free search advertising to Georgia nonprofits through the Google Ad Grants program

Google in the community

\$38+ million in grants

Since 2006, Google has awarded more than \$38 million in grants to nonprofits and organizations based in Georgia

16,200+ volunteer and pro bono hours

Through Google.org, employees served over 16,200 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

\$9+ million in charitable giving

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

Hawaii

Google helps Hawaii businesses move toward their goals

\$383 million of economic activity

In 2022, Google helped provide \$383 million of economic activity for thousands of Hawaii businesses, publishers, nonprofits, creators and developers

81,000 Hawaii businesses

More than 81,000 Hawaii businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$2.01 million of free advertising

In 2022, Google.org provided \$2.01 million of free search advertising to Hawaii nonprofits through the Google Ad Grants program



Idaho

Google helps Idaho businesses move toward their goals

\$1.41 billion of economic activity

In 2022, Google helped provide \$1.41 billion of economic activity for thousands of Idaho businesses, publishers, nonprofits, creators and developers

110,000 Idaho businesses

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

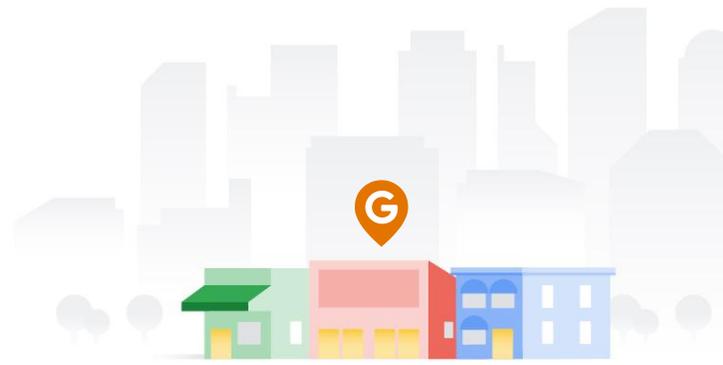
\$2.58 million of free advertising

In 2022, Google.org provided \$2.58 million of free search advertising to Idaho nonprofits through the Google Ad Grants program



Illinois

Google helps Illinois businesses move toward their goals



\$28.3 billion of economic activity

In 2022, Google helped provide \$28.3 billion of economic activity for tens of thousands of Illinois businesses, publishers, nonprofits, creators and developers

710,000 Illinois businesses

More than 710,000 Illinois businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$28.86 million of free advertising

In 2022, Google.org provided \$28.86 million of free search advertising to Illinois nonprofits through the Google Ad Grants program

Google in the community

\$45+ million in grants

Since 2006, Google has awarded over \$45 million in grants to nonprofits and organizations based in Illinois

\$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

\$26+ million in charitable giving

Since 2004, our employees based in Illinois—including matching contributions and philanthropic giving from Google.org—have donated over \$26 million to nonprofits

Indiana

Google helps Indiana businesses move toward their goals

\$5.07 billion of economic activity

In 2022, Google helped provide \$5.07 billion of economic activity for tens of thousands of Indiana businesses, publishers, nonprofits, creators and developers

332,000 Indiana businesses

More than 332,000 Indiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

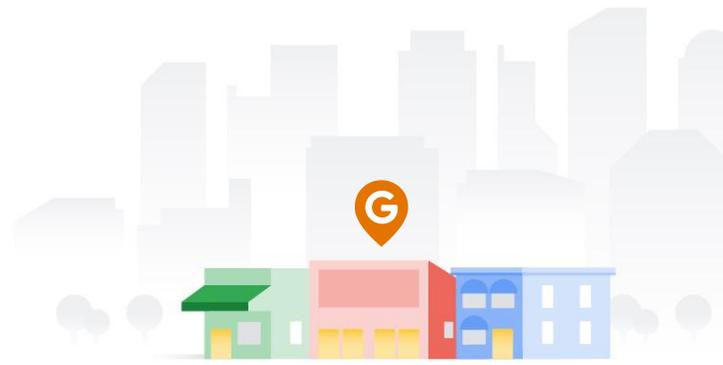
\$9.21 million of free advertising

In 2022, Google.org provided \$9.21 million of free search advertising to Indiana nonprofits through the Google Ad Grants program



Iowa

Google helps Iowa businesses move toward their goals



\$1.45 billion of economic activity

In 2022, Google helped provide \$1.45 billion of economic activity for thousands of Iowa businesses, publishers, nonprofits, creators and developers

177,000 Iowa businesses

More than 177,000 Iowa businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.14 million of free advertising

In 2022, Google.org provided \$3.14 million of free search advertising to Iowa nonprofits through the Google Ad Grants program

Google in the community

\$3+ million in grants

Since 2009, Google has awarded more than \$3 million to local schools and nonprofits in Iowa

6,000+ in volunteer and pro bono hours

Through Google.org, employees served over 6,000 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

\$5 billion investment in Iowa

Since the Council Bluffs, Iowa data center was built in 2007, Google has committed more than \$5 billion of investment in the region and state

Kansas

Google helps Kansas businesses move toward their goals

\$1.82 billion of economic activity

In 2022, Google helped provide \$1.82 billion of economic activity for tens of thousands of Kansas businesses, publishers, nonprofits, creators and developers

163,000 Kansas businesses

More than 163,000 Kansas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.62 million of free advertising

In 2022, Google.org provided \$3.62 million of free search advertising to Kansas nonprofits through the Google Ad Grants program



Kentucky

Google helps Kentucky businesses move toward their goals

\$2.1 billion of economic activity

In 2022, Google helped provide \$2.1 billion of economic activity for thousands of Kentucky businesses, publishers, nonprofits, creators and developers

223,000 Kentucky businesses

More than 223,000 Kentucky businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.23 million of free advertising

In 2022, Google.org provided \$3.23 million of free search advertising to Kentucky nonprofits through the Google Ad Grants program



Louisiana

Google helps Louisiana businesses move toward their goals

\$1.53 billion of economic activity

In 2022, Google helped provide \$1.53 billion of economic activity for tens of thousands of Louisiana businesses, publishers, nonprofits, creators and developers

254,000 Louisiana businesses

More than 254,000 Louisiana businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.22 million of free advertising

In 2022, Google.org provided \$3.22 million of free search advertising to Louisiana nonprofits through the Google Ad Grants program



Maine

Google helps Maine businesses move toward their goals

\$1.15 billion of economic activity

In 2022, Google helped provide \$1.15 billion of economic activity for thousands of Maine businesses, publishers, nonprofits, creators and developers

94,000 Maine businesses

More than 94,000 Maine businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$2.06 million of free advertising

In 2022, Google.org provided \$2.06 million of free search advertising to Maine nonprofits through the Google Ad Grants program



Maryland

Google helps Maryland businesses move toward their goals

\$8.32 billion of economic activity

In 2022, Google helped provide \$8.32 billion of economic activity for tens of thousands of Maryland businesses, publishers, nonprofits, creators and developers

335,000 Maryland businesses

More than 335,000 Maryland businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$19.3 million of free advertising

In 2022, Google.org provided \$19.3 million of free search advertising to Maryland nonprofits through the Google Ad Grants program



Massachusetts

Google helps Massachusetts businesses move toward their goals



\$24.16 billion of economic activity

In 2022, Google helped provide \$24.16 billion of economic activity for tens of thousands of Massachusetts businesses, publishers, nonprofits, creators and developers

428,000 Massachusetts businesses

More than 428,000 Massachusetts businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$25.09 million of free advertising

In 2022, Google.org provided \$25.09 million of free search advertising to Massachusetts nonprofits through the Google Ad Grants program

Google in the community

\$154+ million in grants

Since 2006, Google has awarded over \$154 million in grants to nonprofits and organizations based in Massachusetts

\$66+ million in charitable giving

Since 2004, our employees based in Massachusetts—including matching contributions from Google—have donated over \$66 million in charitable giving to nonprofits

\$1 million for low-income families

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

Michigan

Google helps Michigan businesses move toward their goals



\$14.47 billion of economic activity

In 2022, Google helped provide \$14.47 billion of economic activity for tens of thousands of Michigan businesses, publishers, nonprofits, creators and developers

526,000 Michigan businesses

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

\$13.03 million of free advertising

In 2022, Google.org provided \$13.03 million of free search advertising to Michigan nonprofits through the Google Ad Grants program

Google in the community

\$9+ million in grants

Since 2006, Google has awarded over \$9 million in grants to nonprofits and organizations based in Michigan

27,100+ in volunteer and pro bono hours

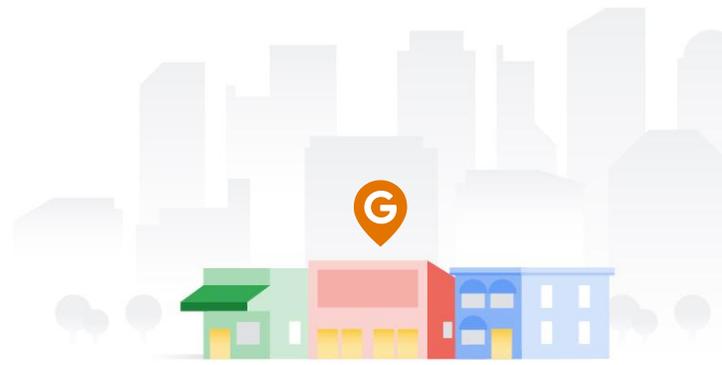
Through Google.org, employees served over 27,100 hours of volunteer and pro bono work with nonprofits and schools in areas we're passionate about, including STEM education, economic opportunity and access to the internet

\$10+ billion in charitable giving

Since 2005, our employees based in Michigan—including matching contributions and philanthropic giving from Google.org—have donated over \$10 million to nonprofits

Minnesota

Google helps Minnesota businesses move toward their goals



\$11.98 billion
of economic activity

In 2022, Google helped provide \$11.98 billion of economic activity for tens of thousands of Minnesota businesses, publishers, nonprofits, creators and developers

314,000
Minnesota businesses

More than 314,000 Minnesota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$14.5 million
of free advertising

In 2022, Google.org provided \$14.5 million of free search advertising to Minnesota nonprofits through the Google Ad Grants program

Google in the community

\$4+ million
in grants

Since 2006, Google has awarded over \$4 million in grants to nonprofits and organizations based in Minnesota

\$1+ million
in charitable giving

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

137,000+
Minnesotans trained

Grow with Google has partnered with over 140 organizations in the state to train more than 137,000 Minnesotans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

Mississippi

Google helps Mississippi businesses move toward their goals



\$328 million of economic activity

In 2022, Google helped provide \$328 million of economic activity for thousands of Mississippi businesses, publishers, nonprofits, creators and developers

146,000 Mississippi businesses

More than 146,000 Mississippi businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$954,000 of free advertising

In 2022, Google.org provided \$954,000 of free search advertising to Mississippi nonprofits through the Google Ad Grants program

Google in the community

900+ Mississippi nonprofits

Since 2011, Google for Nonprofits has supported over 900 nonprofits in Mississippi with access to Google products like Google Ad Grants and YouTube

\$17,000 in charitable giving

Since 2019, our employees based in Mississippi—including matching contributions and philanthropic giving from Google.org—have donated \$17,000 to nonprofits

64,000 Mississippians trained

Grow with Google has partnered with over 120 organizations in the state to train more than 64,000 Mississippians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

Missouri

Google helps Missouri businesses move toward their goals

\$7.32 billion of economic activity

In 2022, Google helped provide \$7.32 billion of economic activity for tens of thousands of Missouri businesses, publishers, nonprofits, creators and developers

335,000 Missouri businesses

More than 335,000 Missouri businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$9.79 million of free advertising

In 2022, Google.org provided \$9.79 million of free search advertising to Missouri nonprofits through the Google Ad Grants program



Montana

Google helps Montana businesses move toward their goals

\$421 million of economic activity

In 2022, Google helped provide \$421 million of economic activity for thousands of Montana businesses, publishers, nonprofits, creators and developers

80,000 Montana businesses

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

\$2.86 million of free advertising

In 2022, Google.org provided \$2.86 million of free search advertising to Montana nonprofits through the Google Ad Grants program



Nebraska

Google helps Nebraska businesses move toward their goals



\$4.34 billion of economic activity

In 2022, Google helped provide \$4.34 billion of economic activity for thousands of Nebraska businesses, publishers, nonprofits, creators and developers

112,000 Nebraska businesses

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

\$2.41 million of free advertising

In 2022, Google.org provided \$2.41 million of free search advertising to Nebraska nonprofits through the Google Ad Grants program

Google in the community

\$2+ million in grants

Since 2009, we've awarded over \$2 million to Nebraska schools and nonprofits

\$257,000+ in charitable giving

Since 2013, our employees based in Nebraska—including matching contributions and philanthropic giving from Google.org—have donated over \$257,000 in charitable giving to nonprofits

71,000 Nebraskans trained

Grow with Google has partnered with over 70 organizations in the state to train more than 71,000 Nebraskans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

Nevada

Google helps Nevada businesses move toward their goals



\$6.28 billion of economic activity

In 2022, Google helped provide \$6.28 billion of economic activity for tens of thousands of Nevada businesses, publishers, nonprofits, creators and developers

168,000 Nevada businesses

More than 168,000 Nevada businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$5.26 million of free advertising

In 2022, Google.org provided \$5.26 million of free search advertising to Nevada nonprofits through the Google Ad Grants program

Google in the community

\$1+ million in grants

Since 2006, Google has awarded over \$1 million in grants to nonprofits and organizations based in Nevada

\$770,000+ in charitable giving

Since 2014, our employees based in Nevada—including matching contributions and philanthropic giving from Google.org—have donated over \$770,000 to nonprofits

111,000+ Nevadans trained

Grow with Google has partnered with over 70 organizations in the state to train more than 111,000 Nevadans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

New Hampshire

Google helps New Hampshire businesses move toward their goals

\$1.32 billion of economic activity

In 2022, Google helped provide \$1.32 billion of economic activity for thousands of New Hampshire businesses, publishers, nonprofits, creators and developers

91,000 New Hampshire businesses

More than 91,000 New Hampshire businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$3.41 million of free advertising

In 2022, Google.org provided \$3.41 million of free search advertising to New Hampshire nonprofits through the Google Ad Grants program



New Jersey

Google helps New Jersey businesses move toward their goals

\$20.5 billion of economic activity

In 2022, Google helped provide \$20.5 billion of economic activity for tens of thousands of New Jersey businesses, publishers, nonprofits, creators and developers

544,000 New Jersey businesses

More than 544,000 New Jersey businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$16.29 million of free advertising

In 2022, Google.org provided \$16.29 million of free search advertising to New Jersey nonprofits through the Google Ad Grants program



New Mexico

Google helps New Mexico businesses move toward their goals

\$417 million of economic activity

In 2022, Google helped provide \$417 million of economic activity for thousands of New Mexico businesses, publishers, nonprofits, creators and developers

114,000 New Mexico businesses

More than 114,000 New Mexico businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

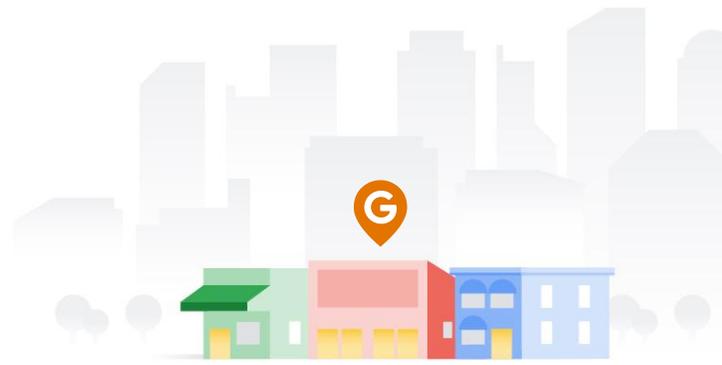
\$2.54 million of free advertising

In 2022, Google.org provided \$2.54 million of free search advertising to New Mexico nonprofits through the Google Ad Grants program



New York

Google helps New York businesses move toward their goals



\$99.64 billion of economic activity

In 2022, Google helped provide \$99.64 billion of economic activity for tens of thousands of New York businesses, publishers, nonprofits, creators and developers

1.2 million New York businesses

More than 1.2 million New York businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$77.3 million of free advertising

In 2022, Google.org provided \$77.3 million of free search advertising to New York nonprofits through the Google Ad Grants program

Google in the community

\$276+ million in grants

Since 2005, Google has awarded over \$276 million in grants to nonprofits and organizations based in New York

243,400+ in volunteer and pro bono hours

Through Google.org, employees served over 243,400 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

\$198+ million in charitable giving

Since 2004, our employees based in New York—including matching contributions and philanthropic giving from Google.org—have donated over \$198 million in charitable giving to nonprofits

North Carolina

Google helps North Carolina businesses move toward their goals



\$11.26 billion of economic activity

In 2022, Google helped provide \$11.26 billion of economic activity for tens of thousands of North Carolina businesses, publishers, nonprofits, creators and developers

576,000 North Carolina businesses

More than 576,000 North Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$16.19 million of free advertising

In 2022, Google.org provided \$16.19 million of free search advertising to North Carolina nonprofits through the Google Ad Grants program

Google in the community

\$17+ million in grants

Since 2006, Google has awarded more than \$17 million in grants to nonprofits and organizations based in North Carolina

\$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

\$1.2 billion investment in North Carolina

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

North Dakota

Google helps North Dakota businesses move toward their goals

\$565 million of economic activity

In 2022, Google helped provide \$565 million of economic activity for thousands of North Dakota businesses, publishers, nonprofits, creators and developers

51,000 Montana businesses

More than 51,000 North Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

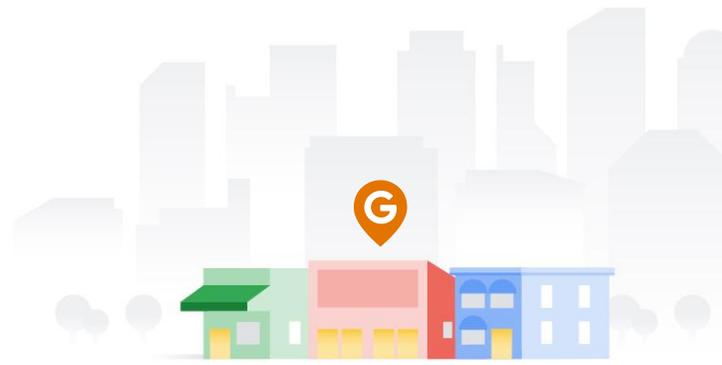
\$332,000 of free advertising

In 2022, Google.org provided \$332,000 of free search advertising to North Dakota nonprofits through the Google Ad Grants program



Ohio

Google helps Ohio businesses move toward their goals



\$13.91 billion of economic activity

In 2022, Google helped provide \$13.91 billion of economic activity for tens of thousands of Ohio businesses, publishers, nonprofits, creators and developers

587,000 Ohio businesses

More than 587,000 Ohio businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$17.29 million of free advertising

In 2022, Google.org provided \$17.29 million of free search advertising to Ohio nonprofits through the Google Ad Grants program

Google in the community

\$5+ million in grants

Since 2006, Google has awarded over \$5 million in grants to nonprofits and organizations based in Ohio

\$1+ million in charitable giving

Since 2010, our employees based in Ohio—including matching contributions and philanthropic giving from Google.org—have donated over \$1 million to nonprofits

291,000+ Ohioans trained

Grow with Google has partnered with over 320 organizations in the state to train more than 291,000 Ohioans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

Oklahoma

Google helps Oklahoma businesses move toward their goals



\$1.93 billion of economic activity

In 2022, Google helped provide \$1.93 billion of economic activity for tens of thousands of Oklahoma businesses, publishers, nonprofits, creators and developers

222,000 Oklahoma businesses

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

\$4.81 million of free advertising

In 2022, Google.org provided \$4.81 million of free search advertising to Oklahoma nonprofits through the Google Ad Grants program

Google in the community

\$5 million in grants

Since 2011, Google has awarded \$5 million in grants to Oklahoma nonprofits and schools

\$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

\$4.4+ billion investment in Oklahoma

Since the Mayes County, Oklahoma data center was built in 2007, Google has committed more than \$4.4 billion of investment in the region and state

Oregon

Google helps Oregon businesses move toward their goals



\$7.34 billion of economic activity

In 2022, Google helped provide \$7.34 billion of economic activity for tens of thousands of Oregon businesses, publishers, nonprofits, creators and developers

264,000 Oregon businesses

More than 264,000 Oregon businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$9.65 million of free advertising

In 2022, Google.org provided \$9.65 million of free search advertising to Oregon nonprofits through the Google Ad Grants program

Google in the community

\$18+ million in grants

Since 2006, Google has awarded over \$18 million in grants to nonprofits and organizations based in Oregon

\$5+ million in charitable giving

Since 2006, our employees based in Oregon—including matching contributions and philanthropic giving from Google.org—have donated over \$5 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 \$1.8 billion of investment in the region and state

Pennsylvania

Google helps Pennsylvania businesses move toward their goals



\$16.95 billion of economic activity

In 2022, Google helped provide \$16.95 billion of economic activity for tens of thousands of Pennsylvania businesses, publishers, nonprofits, creators and developers

705,000 Pennsylvania businesses

More than 705,000 Pennsylvania businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$20.79 million of free advertising

In 2022, Google.org provided \$20.79 million of free search advertising to Pennsylvania nonprofits through the Google Ad Grants program

Google in the community

\$35+ million in grants

Since 2006, Google has awarded over \$35 million in grants to nonprofits and organizations based in Pennsylvania

25+ educational institutions offer free Google Career Certificates

The Google Career Certificates are free to all community colleges and career and technical education (CTE) high schools to add to their curriculum and are currently offered in more than 25 educational institutions in Pennsylvania

\$25+ million in charitable giving

Since 2005, our employees based in Pennsylvania—including matching contributions and philanthropic giving from Google.org—have donated over \$25 million to nonprofits

Puerto Rico

Google helps Puerto Rico businesses move toward their goals

\$471 million
of economic activity

In 2022, Google helped provide \$471 million of economic activity for hundreds of Puerto Rico businesses, publishers, nonprofits, creators and developers

137,000
Puerto Rico businesses

More than 137,000 Puerto Rico businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers



Rhode Island

Google helps Rhode Island businesses move toward their goals

\$979 million of economic activity

In 2022, Google helped provide \$979 million of economic activity for thousands of Rhode Island businesses, publishers, nonprofits, creators and developers

65,000 Rhode Island businesses

More than 65,000 Rhode Island businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$1.31 million of free advertising

In 2022, Google.org provided \$1.31 million of free search advertising to Rhode Island nonprofits through the Google Ad Grants program



South Carolina

Google helps South Carolina businesses move toward their goals



\$6.04 billion of economic activity

In 2022, Google helped provide \$6.04 billion of economic activity for tens of thousands of South Carolina businesses, publishers, nonprofits, creators and developers

278,000 South Carolina businesses

More than 278,000 South Carolina businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$6.56 million of free advertising

In 2022, Google.org provided \$6.56 million of free search advertising to South Carolina nonprofits through the Google Ad Grants program

Google in the community

\$6+ million in grants

Since 2006, Google has awarded more than \$6 million to local schools and nonprofits in South Carolina

\$2.4 billion investment

Since the Berkeley County, South Carolina data center was built in 2007, Google has committed more than \$2.4 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

South Dakota

Google helps South Dakota businesses move toward their goals

\$305 million of economic activity

In 2022, Google helped provide \$305 million of economic activity for thousands of South Dakota businesses, publishers, nonprofits, creators and developers

56,000 South Dakota businesses

More than 56,000 South Dakota businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$1.25 million of free advertising

In 2022, Google.org provided \$1.25 million of free search advertising to South Dakota nonprofits through the Google Ad Grants program



Tennessee

Google helps Tennessee businesses move toward their goals



\$8.81 billion of economic activity

In 2022, Google helped provide \$8.81 billion of economic activity for tens of thousands of Tennessee businesses, publishers, nonprofits, creators and developers

368,000 Tennessee businesses

More than 368,000 Tennessee businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$9.53 million of free advertising

In 2022, Google.org provided \$9.53 million of free search advertising to Tennessee nonprofits through the Google Ad Grants program

Google in the community

\$1+ million in charitable giving

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

138,000+ Tennesseans trained

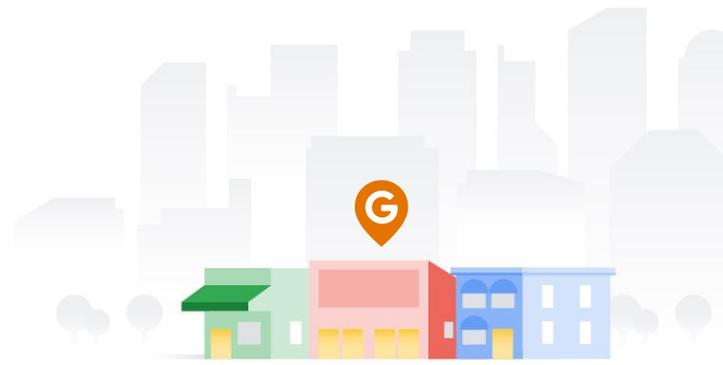
Grow with Google has partnered with over 170 organizations in the state to train more than 138,000 Tennesseans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges and more

\$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

Texas

Google helps Texas businesses move toward their goals



\$46.48 billion
of economic activity

In 2022, Google helped provide \$46.48 billion of economic activity for tens of thousands of Texas businesses, publishers, nonprofits, creators and developers

1.55 million
Texas businesses

More than 1.55 million Texas businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$49.23 million
of free advertising

In 2022, Google.org provided \$49.23 million of free search advertising to Texas nonprofits through the Google Ad Grants program

Google in the community

\$29+ million
in grants

Since 2006, Google has awarded over \$29 million in grants to nonprofits and organizations based in Texas

44,100+
in volunteer and
pro bono hours

Through Google.org, employees served over 44,100 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

\$20+ million
in charitable giving

Since 2004, our employees based in Texas—including matching contributions and philanthropic giving from Google.org—have donated over \$20 million in charitable giving to nonprofits

Utah

Google helps Utah businesses move toward their goals

\$9.75 billion of economic activity

In 2022, Google helped provide \$9.75 billion of economic activity for tens of thousands of Utah businesses, publishers, nonprofits, creators and developers

173,000 Utah businesses

More than 173,000 Utah businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$6.29 million of free advertising

In 2022, Google.org provided \$6.29 million of free search advertising to Utah nonprofits through the Google Ad Grants program



Vermont

Google helps Vermont businesses move toward their goals

\$1.62 billion of economic activity

In 2022, Google helped provide \$1.62 billion of economic activity for thousands of Vermont businesses, publishers, nonprofits, creators and developers

49,000 Vermont businesses

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

\$2.01 million of free advertising

In 2022, Google.org provided \$2.01 million of free search advertising to Vermont nonprofits through the Google Ad Grants program



Virginia

Google helps Virginia businesses move toward their goals



\$10.21 billion of economic activity

In 2022, Google helped provide \$10.21 billion of economic activity for tens of thousands of Virginia businesses, publishers, nonprofits, creators and developers

439,000 Virginia businesses

More than 439,000 Virginia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$26.64 million of free advertising

In 2022, Google.org provided \$26.64 million of free search advertising to Virginia nonprofits through the Google Ad Grants program

Google in the community

\$26+ million in grants

Since 2006, Google has awarded over \$26 million in grants to nonprofits and organizations based in Virginia

\$6+ million in charitable giving

Since 2004, our employees based in Virginia—including matching contributions and philanthropic giving from Google.org—have donated over \$6 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

Washington

Google helps Washington businesses move toward their goals



\$39.43 billion of economic activity

In 2022, Google helped provide \$39.43 billion of economic activity for tens of thousands of Washington businesses, publishers, nonprofits, creators and developers

429,000 Washington businesses

More than 429,000 Washington businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$18.24 million of free advertising

In 2022, Google.org provided \$18.24 million of free search advertising to Washington nonprofits through the Google Ad Grants program

Google in the community

\$48+ million in grants

Since 2006, Google has awarded over \$48 million in grants to nonprofits and organizations based in Washington

\$1 million grant to address homelessness

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

\$140+ million in charitable giving

Since 2004, our employees based in Washington—including matching contributions and philanthropic giving from Google.org—have donated over \$140 million to nonprofits

Washington, D.C.

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



\$4.06 billion of economic activity

In 2022, Google helped provide \$4.06 billion of economic activity for thousands of Washington, D.C. businesses, publishers, nonprofits, creators and developers

64,000 Washington, D.C. businesses

More than 64,000 Washington, D.C. businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$44.25 million of free advertising

In 2022, Google.org provided \$44.25 million of free search advertising to Washington, D.C. nonprofits through the Google Ad Grants program

Google in the community

\$224+ million in grants

Since 2005, Google has awarded over \$224 million in grants to nonprofits and organizations based in Washington, D.C.

\$9+ million in charitable giving

Since 2006, our employees based in Washington, D.C.—including matching contributions and philanthropic giving from Google.org—have donated over \$9 million in charitable giving to nonprofits

9,000+ small businesses trained

The Grow with Google Washington, D.C. Digital Coach has helped train more than 9,000 small business owners through 190+ digital skills workshops

West Virginia

Google helps West Virginia businesses move toward their goals

\$364 million of economic activity

In 2022, Google helped provide \$364 million of economic activity for thousands of West Virginia businesses, publishers, nonprofits, creators and developers

87,000 West Virginia businesses

More than 87,000 West Virginia businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$745,000 of free advertising

In 2022, Google.org provided \$745,000 of free search advertising to West Virginia nonprofits through the Google Ad Grants program



Wisconsin

Google helps Wisconsin businesses move toward their goals



\$8.82 billion of economic activity

In 2022, Google helped provide \$8.82 billion of economic activity for tens of thousands of Wisconsin businesses, publishers, nonprofits, creators and developers

330,000 Wisconsin businesses

More than 330,000 Wisconsin businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$8.54 million of free advertising

In 2022, Google.org provided \$8.54 million of free search advertising to Wisconsin nonprofits through the Google Ad Grants program

Google in the community

\$4+ million in grants

Since 2006, Google has awarded over \$4 million in grants to nonprofits and organizations based in Wisconsin

\$4+ million in charitable giving

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

128,000+ Wisconsinites trained

Grow with Google has partnered with over 130 organizations in the state to train more than 128,000 Wisconsinites on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more

Wyoming

Google helps Wyoming businesses move toward their goals

\$785 million of economic activity

In 2022, Google helped provide \$785 million of economic activity for thousands of Wyoming businesses, publishers, nonprofits, creators and developers

44,000 Wyoming businesses

More than 44,000 Wyoming businesses used Google's free tools to receive phone calls, bookings, reviews, requests for directions and other direct connections to their customers

\$441,000 of free advertising

In 2022, Google.org provided \$441,000 of free search advertising 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, and Google network properties such as AdSense and AdMob, Google Ad Grants, YouTube and Google Play.

Google Search and Ads

To estimate the economic impact of Google Search and Ads, we rely on two conservative assumptions. First, we assume that businesses make an average of \$2 in revenue for every \$1 they spend on Google Ads. Our chief economist, Hal Varian, developed this estimate based on observed cost-per-click activity across a large sample of our advertisers; his methodology was published in the *American Economic Review* in May 2009. Our second assumption is that, overall, businesses receive an average of five clicks on their search results for every one click on their ads. This estimate was developed by academic researchers Bernard Jansen and Amanda Spink based on sample search log data and published in the *International Journal of Internet Marketing and Advertising* in 2009.

If search clicks brought in as much revenue for businesses as ad clicks, these two assumptions would imply that businesses would receive \$11 in profit for every \$1 they spend on Google Ads. This is because if advertisers receive 2x as much value from

Google Ads as they spend on Google Ads, and they receive 5x as much value from Google Search as they do from Google Ads, then the total profit they receive is 11x what they spend: $2(\text{spend}) + 5 \times 2(\text{spend}) - (\text{spend}) = 11(\text{spend})$.

However, clicks through search results may not be as commercially valuable as ad clicks, so we want to be conservative. We estimate that search clicks are about 70% as valuable as ad clicks. This means advertisers overall receive 8x the profit that they spend on Google Ads: $2(\text{spend}) + .7 \times 5 \times 2(\text{spend}) - (\text{spend}) = 8(\text{spend})$.

Therefore, we conservatively estimate that for every \$1 a business spends on Google Ads, they receive \$8 in profit through Google Search and Ads. Thus, to derive the economic value received by advertisers, we multiply our Google Ads revenue on Google.com search results in 2022 – what advertisers spent – by 8.

Methodology

Google Network Properties, YouTube, and Google Play

The economic impact of Google Network Properties, YouTube and Google Play is based on the estimated amount we paid to publishers, creators and developers in each U.S. state in 2022 for placing our ads next to their content and from app monetization.

Google Cloud

We estimate the economic impact of Google Cloud based on the benefits that it generates for its users. We rely on American companies' investments in Google Cloud for this calculation and make two core assumptions. First, we assume that Cloud technology is driving revenue growth and cost savings across both small and large organizations. Second, we assume that every dollar invested in Cloud services by our users generates a net return. The methodology we use does not include any Cloud services that are provided for free.

YouTube Ads

Like the economic impact of Google Search and Ads, we rely on two conservative assumptions to estimate the economic impact of YouTube Ads, based on analysis of actual campaigns run on YouTube. The first is the assumption that advertisers are willing to pay twice the amount of what they actually spend. The second is that brand advertisers receive, on average, more organic views on their channels than paid views. Then, using similar methods used to determine the economic value of Google Search and Ads, we were able to estimate a total surplus, or profit, for advertisers based on what they spent.

Google Ad Grants

Similarly, the impact of Google Ad Grants is the total amount spent by grant recipients in 2022.

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 2022.

What's not included

This is an attempt to estimate the economic impact of Google's core search and advertising business. In search and advertising, we derive a conservative estimate of the impact of our tools on businesses, publishers, nonprofits, developers and creators. We leave out estimates, such as the cost savings for consumers who are now able to find the information they need more easily than before. We also do not include our employees' economic impact or that of other major products, such as Google Maps and Google Analytics. So while we are confident in our estimates, consider them a lower end of Google's true economic impact. For more information about our methodology and to download the cited studies, please visit www.google.com/economicimpact/methodology

References

1. Oxford Economics Report, "The State of the Creator Economy", 2022
2. As estimated by Progressive Policy Institute in January 2022

