



Google is proud to call North Carolina home

Creating economic opportunity across the state



“Google is helping us generate more leads and find the right customers. About 40 percent of our customers come from Google Ads.”

*-Florencio Gonzalez
Founder & Visionary of
Gonzalez Painters & Contractors
Durham, North Carolina*

15+ years in North Carolina

Google has proudly called North Carolina home for more than 15 years with an office in Durham and a data center in Lenoir.

\$12.22B of economic activity

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

573,000+ North Carolina businesses

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

434,000+ North Carolinians trained

Grow with Google has partnered with 350 organizations in the state like Code.Org and Rebrand Black to train more than 434,000 North Carolinians on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.

Helping North Carolina’s small businesses and startups thrive

North Carolina business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help North Carolina businesses like Gonzalez Painters & Contractors, Google is increasing access to capital, trainings, and free resources.

5,600+

small businesses trained by a North Carolina Digital Coach

[Grow with Google Digital Coaches](#)

are local experts who help diverse small businesses grow. Our North Carolina Digital Coach offers live training and hands-on coaching – for free – to small businesses.

\$8.8M

in venture capital raised by Google for Startups Founders Fund recipients in North Carolina

The [Google for Startups Founders Funds](#)

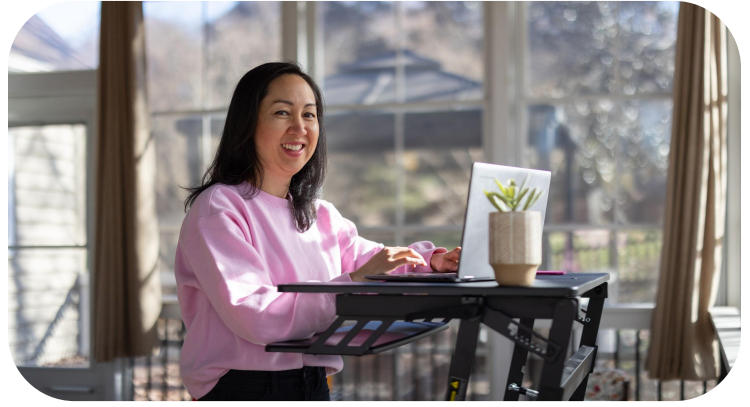
provide cash awards and hands-on help to support underrepresented entrepreneurs, like MuukLabs in North Carolina.

“The certificate helped me land my current role. It has been an incredible transition into a new career field – working in a very healthy work environment, great co-workers who are very supportive and want me to succeed, the pay and benefits are a lot better, and I’m just happier overall.”

Ayumi Nagano

Google Data Analytics Certificate graduate

Project and Data Specialist at Change Impact
Charlotte, North Carolina



Helping North Carolinians develop digital skills to grow their careers

50% of the workforce will need to reskill by 2025¹ and 1 in 3 American workers have very limited or no digital skills.² We’re working to help people advance their careers and pursue new opportunities by making digital skills accessible to everyone. To date, we have helped over 300,000 Americans find employment and increase their income through digital skills training.

250,000+

Google Career Certificate graduates in the U.S.

[Google Career Certificates](#) help people develop skills for new jobs in fields like cybersecurity, data analytics, project management, and more in just three to six months. After completing the program, graduates are able to connect with 150+ top employers. 75% of graduates report a positive career outcome within six months.³

Google has also partnered with 67 North Carolina educational institutions like Fayetteville Technical Community College and The University of North Carolina at Charlotte to make Google Career Certificates available to students and to increase employment opportunities.

550,000+

North Carolina students trained in computer science to date

Google is helping address inequities in computer science education by offering no-cost products and programs, like [CS First](#) and [Code Next](#), to students across the U.S. To date, Google has invested over \$263 million toward computer science skilling including Google.org grants to organizations like National 4H Council and Hidden Genius Project.

\$1.2B

Investment in North Carolina

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

Investing in local communities

Local organizations and nonprofits across North Carolina are doing great work to support their communities. Google is proud to partner with trusted community organizations to further that work, and bring digital skills training, grant funding, and other resources to more North Carolinians.

\$19M+

in funding

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

\$6M+

in charitable giving

Since 2009, our employees based in North Carolina – including matching contributions and philanthropic giving from Google.org – have donated over \$6 million to nonprofits.

12,800+

volunteer and pro bono hours

Through Google.org, employees served over 12,800 hours of volunteer and pro bono work with nonprofits and schools, including areas we’re passionate about, like STEM education, economic opportunity, and access to the internet.

\$18.5M

of free advertising

Since 2011, Google for Nonprofits has supported more than 1,640 nonprofits in North Carolina. In 2023 alone, Google.org provided \$18.5 million in donated search ads to North Carolina nonprofits through the Google Ad Grants program and more than \$1.88 million in Google Workspace for Nonprofits.

Learn more about Google in North Carolina at: g.co/economicimpact/northcarolina

¹The Future of Jobs Report 2020, World Economic Forum, Oct. 2020

²Digitalization and the American Workforce, Brookings Institute, Nov. 2017

³Based on program graduate survey responses, United States 2023