Google is proud to support New Jersey

Creating economic opportunity across the Garden State

<table>
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<th>$22.32B of economic activity</th>
<th>526,000+ New Jersey businesses</th>
<th>379,000+ New Jerseyans trained</th>
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<td>In 2023, Google helped provide $22.32 billion of economic activity for tens of thousands of New Jersey businesses, nonprofits, publishers, creators, and developers.</td>
<td>More than 526,000 New Jersey businesses used Google’s free tools to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.</td>
<td>Grow with Google has partnered with 260 organizations in the state like United Passaic Organization and Women’s Center for Entrepreneurship Corp. to train more than 379,000 New Jerseyans on digital skills, including organizations such as public libraries, chambers of commerce, community colleges, and more.</td>
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“I was a little worried that I needed to be this expert to use Google Ads, but myth debunked! There’s a ton of online resources along with customer support. I’ve been able to become fluent in Google Ads.”

-Teryn Thomas
Founder & CEO of EdLight
Ventnor City, New Jersey

Helping New Jersey’s small businesses and startups thrive

New Jersey business owners are leveraging digital tools to find new customers and grow amidst economic challenges, like inflation and talent shortages. To help Garden State businesses like EdLight, Google is increasing access to capital, trainings, and free resources.

$2.5M+
in venture capital raised by Google for Startups Founders Fund recipients in New Jersey

The Google for Startups Founders Funds provide cash awards and hands-on help to support underrepresented entrepreneurs, like MindRight Health in New Jersey.
Helping New Jerseyans 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 new employment and increase their income through digital skills training.

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 28 New Jersey educational institutions like Rutgers University and Ocean County College to make Google Career Certificates available to students and to increase employment opportunities.

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.

Supporting New Jersey nonprofits and local organizations

Local organizations and nonprofits across New Jersey 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 New Jerseyans.

Learn more about Google in New Jersey at: g.co/economicimpact/newjersey

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2 Digitalization and the American Workforce, Brookings Institute, Nov. 2017
3 Based on program graduate survey responses, United States 2023