

Economic Impact Report

2024



About Us

Public First is a global strategic consultancy that works to help organizations better understand public opinion, analyse economic trends and craft new policy proposals.

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Google's Impact in Canada

Over the past 20 years, Google has played a significant role in Canada's digital economy. Their tools and services have contributed to the economy, and have helped Canadians and Canadian businesses access the world's information to fuel their success. To better understand Google's impact in Canada, Google commissioned Public First, an independent consultancy, to evaluate its contributions to Canada's economy, businesses, and individuals.

The findings demonstrate that the company's products and services are making a significant impact on the Canadian economy: in 2024, Google's products and services fueled over \$70 billion in economic activity, including **\$9.2 billion in exports**. These exports are supported by the company's digital advertisements, which reach customers across a wide range of global markets, including the US, the UK, Europe, and Latin America. Also, we estimate that in a given year, services like Google Search and Workspace could be producing a **\$63 billion improvement** in productivity for the Canadian economy, helping Canadians work more efficiently.

Beyond these direct economic contributions, Google has demonstrated a solid commitment to supporting Canada's long-term growth. From supplying nonprofits and researchers with funding and tools, to supporting businesses in **enhancing cybersecurity** through Google Cloud, the company is helping lay the groundwork for a more **innovative** and **resilient digital** economy.

Google is powering \$70 billion in economic activity across Canada.

In 2024, Google Search, Google Play, YouTube, Google Cloud and Google’s advertising tools helped provide over **\$70 billion of economic activity** for Canadian businesses, nonprofits, publishers, creators and developers.

Google Search helps Canadians find the products and services they need, and helps local businesses tap into the consumers they depend on, by **answering over 16 million questions** for Canadians every hour.

Google is driving growth for Canadian businesses, from startups to enterprise.

Google helps businesses connect with new customers, operate more efficiently, and expand into global markets. Whether through advertising tools, productivity-enhancing devices, or accessible digital infrastructure, Google is enabling businesses of all sizes to succeed in a fast-changing economy.

63B

We estimate that in a given year, Google services like Google Search and Workspace unlock an estimated **\$63 billion improvement** in productivity for the Canadian economy.

86%

of Canadian businesses said **online search** was an **important way** that customers found them.

\$8

Google estimates that for every \$1 a business spends on Google Ads, they receive **\$8 in profit** through Google Search and Ads.

\$9.2B

Our modelling estimates that Google is supporting **\$9.2 billion in exports** for the Canadian economy, by making it easier for Canadian businesses to be discovered by international customers through Google Search and through advertising on Google Ads.

Google is helping small businesses across Canada grow and compete.

Google is helping Canada's small and medium-sized businesses (SMBs) grow, connect with customers, and compete both locally and globally - with **68%** of SMBs surveyed using Google Workspace, **59%** using Google Cloud, and **49%** using Google Ads.

Boosts visibility

80% of SMBs agree that online search engines have made it easier for **local customers** to find their business, and 67% of SMBs agree that online search engines have made it easier for **global customers** to find their business.

Lowers costs & increases revenue

Businesses identified the top three benefits of Google Cloud technologies— out of 14 options, businesses identified lower costs, increased revenue, and scalable data storage as the **top three benefits** of Google Cloud technologies, underscoring how Google Cloud's solutions directly fuel their efficiency, growth, and long-term innovation.

For startups, the **Google for Startups Accelerator** provides expert mentorship and technical training to help them scale quickly and sustainably, unlocking new jobs and investment across the country.

Created 1,100 new jobs

To date, **120** startups from the Google for Startups Accelerator have raised more than **\$480 million** and created **1,100** new jobs for graduates of the program.





Google is helping build a future-ready workforce.

From helping Canadians find quick answers to powering long-term career growth, Google is playing an important role in developing the country's workforce. Through both everyday tools and targeted initiatives, Google is helping people build new skills, grow their careers, and open-up opportunities in the digital economy.

The **Google Career Certificate program** offers accessible, online training in high-demand fields such as IT support, data analytics, and project management. Over **54,000** people in Canada have already graduated from the **Google Career Certificate program**, with **75%** of certificate graduates reporting a **positive career outcome**, like a new job, promotion, or raise, within six months of completion.

Google is supporting Canada's nonprofits and innovators.

Google is committed to creating lasting social impact. As part of this commitment, it supports nonprofits through funding and access to its tools.

Workspace Access

In 2024, Google for Nonprofits provided over 18,000 Canadian nonprofits with Google Workspace for Nonprofits access, valued at more than **\$20 million**.

Donating Advertising

In 2024, the Google Ad Grants program provided more than **\$127 million** in donated advertising to nonprofits across Canada.

Funding Nonprofits

In 2024, Google.org contributed over **\$14 million** to Canadian nonprofits, through funding of organizations committed to helping build Canada's AI workforce such as Alberta Machine Intelligence Institute, First Nations Technology Council, Skills for Change, and the Toronto Public Library.

Unlocking Canada's Growth

Behind the billions in economic activity are real stories of Canadian businesses, each one a hub of creativity, passion and productivity. Google's tools are helping these businesses take root, connect with their communities, and compete on the world stage.

Helcim is removing payment barriers for small businesses with help from Google AI.

Thousands of Canadian small and medium-sized businesses (SMBs) rely on outdated and expensive payment systems. Helcim, a Calgary-based payments provider, recognized this barrier and set out to create an affordable, digital solution that puts SMBs first - built from the ground up on Google Cloud. [Learn More.](#)



25%

SMBs are saving an average of 25% on transaction fees

Familia Fine Foods is bringing the warmth of Colombian kitchens into the digital era with Google Ads.

Faced with the challenge of expanding beyond their local community in a competitive market, Familia Fine Foods (a restaurant located in Burlington, Ontario) used Google's AI-powered advertising tools to efficiently reach new customers, grow brand awareness, and build a vibrant community. [Learn More.](#)



"We had limited online visibility and struggled to reach new customers and measure impact. Google Business Profile boosted local visibility, and training provided the tools and knowledge for digital growth."

Santiago, Marketing Manager

4Point is securing Canada's essential resources faster with Google AI.

Discovering mineral deposits can take 15 years and significant capital. Now, thanks to Google AI, 4Point is securing Canada's essential resources sooner. The Toronto-based tech company partnered with Google Cloud to develop a predictive platform that saves exploration teams months of manual work, making the process faster, more accurate, and more cost-effective. [Learn More.](#)



10+ Years

4Point's predictions have the potential to cut exploration timelines by over a decade

Spaceships and Laser Beams is turning a personal blog into a thriving media business with Google's publisher tools.

Founder Stephanie Keeping wanted to turn her website's traffic into a reliable income stream while keeping her content free. She partnered with Mediavine, a Google Certified Publishing Partner, to implement programmatic advertising on her site. This solution allowed Google's platform to automatically match the right ads to the right readers in real-time, creating a steady and reliable income stream that let her focus on what she does best: creating content. [Learn More.](#)



"[Google-supported ad revenue] changed my life, my family's lives, and the lives of the people who work for me."

Stephanie Keeping, Founder



Looking ahead

This research measures Google's economic impact in the billions, but these figures are grounded in millions of everyday actions: a small business finding new customers, a jobseeker learning a new skill, or a nonprofit reaching a wider audience with donated advertising.

As Canada accelerates its digital and AI transition, the evidence suggests that Google's tools and services will continue to play a key role in driving innovation, productivity, and opportunity across the country.

Methodology

Polling

Polling claims are derived from two anonymous, online surveys of **4,002** adults and **755** senior business decision makers based in Canada in June 2025, conducted in English and French. All results are weighted using Iterative Proportional Fitting, or 'Raking'. The results of the adult consumer survey are weighted by age group, gender, province and education level to nationally representative proportions. The results of the business survey are weighted by business size (employee share) and province to nationally representative proportions.

We used a range of different panel providers who contacted respondents on our behalf. In return for their participation in our survey, respondents were provided with a financial incentive.

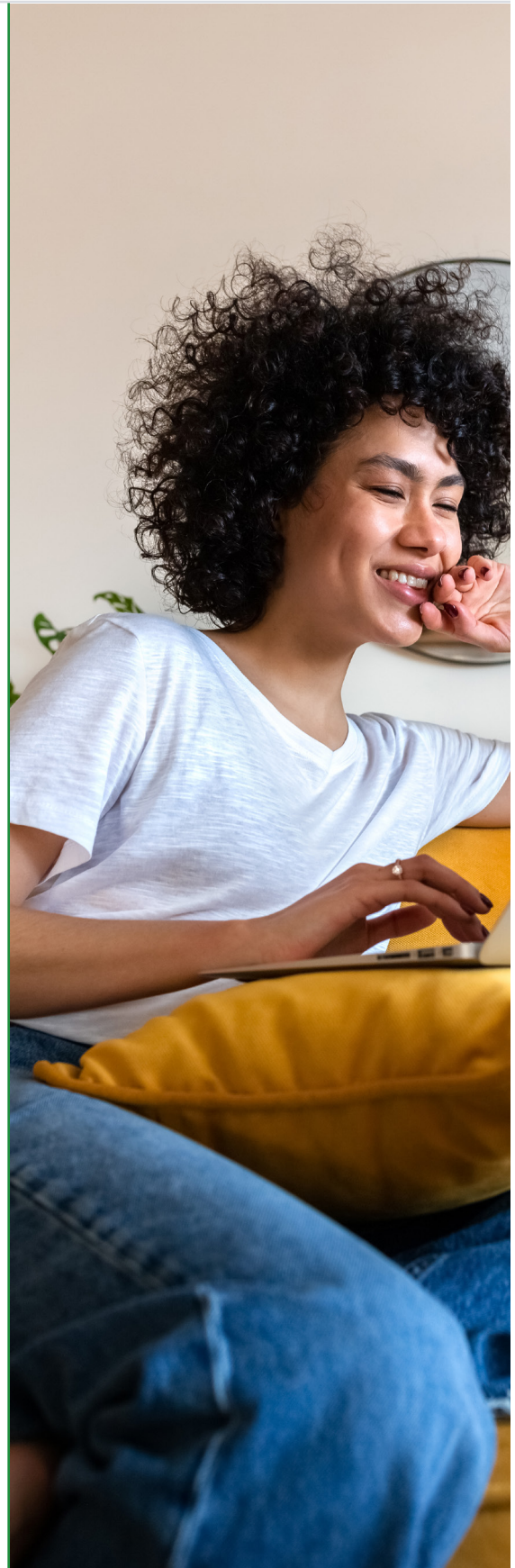
Like all polling data, market research is susceptible to poor memory or consumers not answering truthfully. In order to reduce the risk of this, we completed a number of standard quality checks on the polling data to help ensure that respondents are paying attention:

- Excluding respondents who fail an attention check, e.g., in the middle of a longer question, we ask them to pick a particular option if they are reading;
- Excluding respondents whose answers all perfectly match another;
- Excluding respondents whose open text answers are incoherent or look like they have been generated by a computer bot. This is done through manual checks.

Economic impact of Google's products

Our headline estimate is the sum of our estimates for:

- **Google Search and Ads:** We use third-party data to estimate the total size of the Google Ads market in each country, taking the most conservative estimate of the paid search advertising market from PwC's Global Entertainment, Media & Telecoms Outlook, Statista and eMarketer, and combining this with Statcounter's estimate of Google Search's market share per country. Following the methodology of the US Google Economic Impact Report, we then scale this revenue by an assumed Return on Investment (ROI) factor of 8.
- **AdSense:** Global AdSense revenue is estimated using Google's published Network Revenue, with an assumption for the proportion of Traffic Acquisition Costs going to publishers based on historical data. This is then apportioned to different markets based on each country's overall share of the global display advertising market.



- **Play:** The Android App Economy's impact is estimated using total app revenue data from SensorTower.
- **YouTube:** Total YouTube ad spend is estimated by applying the country's share of global video display spending to YouTube's published global ad revenue. This is then adjusted based on an assumed revenue share going to creators.
- **Google Cloud:** The total economic activity is estimated by multiplying Google's cloud market share by the total public cloud market size in each country, drawing on data from Statista.

Exports from Google Search and Ads

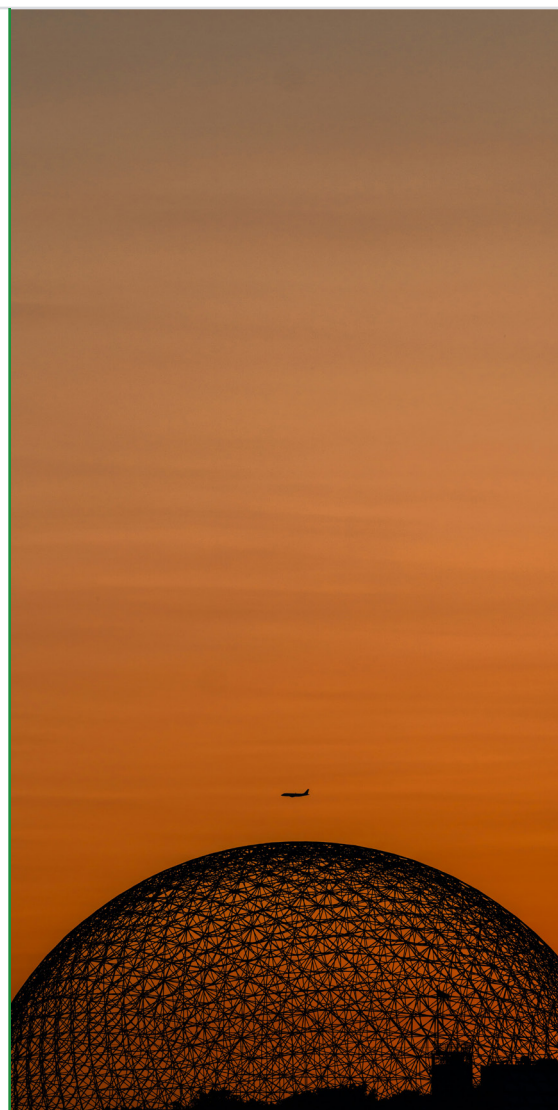
We calculate the exports supported by Google Search and Ads for the Canadian economy through multiplying:

- The economic impact of Google Search and Ads, which we calculate in **Economic impact of Google's products**
- The ratio of ad clicks that originate from outside of Canada. We estimate this by collecting a representative sample of domain URLs from Canadian online advertisers using SEMrush data. We then use traffic analytics data from Similarweb to take a weighted average of the proportion of clicks that originate from outside of Canada across domain URLs.

Productivity from Google products

We calculate the economic value of the time savings from Google products through:

- **Google Search.** We use Public First polling to identify the frequency of Google Search use at work, and apply Hal Varian's assumptions on the percentage of answerable questions and the time saved per question answered to calculate the total time saved by Google Search. We use ILO data on hourly wage and employment to estimate the economic value of these time savings.
- **Google Workspace.** We use Public First polling to identify the proportion of workers using Google Workspace and apply Forrester research on the time savings from Workspace across the economy to calculate the total time saved by Google Workspace. We use ILO data on hourly wage and employment to estimate the economic value of these time savings.



Answers from Google Search

We calculate the number of questions answered by Google Search for Canadians every hour through multiplying:

- **The number of questions Canadians pose to Google Search every hour.** We estimate this using Public First polling on the frequency of Google Search use, calculating this as an hourly figure per person.
- **The online adult population of Canada.** We estimate this using Statistics Canada data on population and ITU data on Internet access.



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