Google Canada

Economic Impact Report

2025

PUBLIC FIRST
A SHGH Company

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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This full report is available in English and French at
g.co/canadianinnovation and g.co/innovationcanadienne

Foreword

For 25 years, Google has been proud to call Canada home. Since we first opened our doors here, our goal has been to build technology that enables people, businesses, and the broader economy to grow. Whether it's helping small businesses find new customers, supporting our workforce in acquiring in-demand skills, or helping communities tackle new opportunities, our focus has been to build a digital economy that is designed to help all Canadians succeed.

To mark our 25th anniversary in Canada, we commissioned Public First, an independent consultancy, to evaluate our contribution to Canada's economy, both in 2025 and over the past 25 years. The findings in this Economic Impact Report underscore the scale of our contribution: over the past 25 years, Google's products and services have helped generate **over $550 billion in economic activity for Canada,** driving productivity, supporting international growth, and enabling businesses and communities to grow.

As we look to the next 25 years, AI presents an enormous opportunity to empower people and businesses across Canada. Realizing this potential is a collaborative effort and we are committed to working boldly and responsibly, alongside our partners, to unlock the opportunity of AI for all Canadians.

Sabrina Geremia
VP and Managing Director, Google Canada

Celebrating 25 years of impact in Canada

$550B+

in economic activity: Over the past 25 years, Google's products and services have helped provide over $550 billion of economic activity for Canadian businesses, nonprofits, publishers, creators and developers.

$410B

in productivity improvement: Since Google began operating in Canada, services like Google Search and Workspace have unlocked an estimated $410 billion improvement in productivity for the Canadian economy.

$1.3B+

in philanthropic and social giving: Since 2009, Google and Googlers have given more than $1.3 billion CAD in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Canada.

Google's impact in 2025: Investing in Canada's success, helping create economic growth and jobs

$81B in economic activity: In 2025, Google Search, Google Play, YouTube, Google Cloud and Google's advertising tools helped provide over $81 billion of economic activity for Canadian businesses, nonprofits, publishers, creators and developers.

$11B in export economic activity for Canadian businesses: Our modelling estimates that Google is supporting $11 billion in export 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.

Assisting Canadians on economic opportunity nearly 50M times per week: In Canada, Google assists people nearly 50 million times per week on topics related to economic opportunity, like searching for a certificate program or how to register a business.

"The magic of Google tools is that they're simple enough for us farmers to use, but powerful enough to connect us with the world."

Jacob Murray
Co-owner and Operator, Topsy Farms
Read their story

Helping Canadian businesses grow and compete

> *What Google tools have done is remove a lot of mental clutter. It's not just about saving time, it's about shifting where my energy goes.*

Denny Vervaet
Co-Founder, Red Barn Brewing Co.
Blenheim, Ontario
Read their story

Supporting over 2.8M Canadian businesses with free tools: In 2025, more than 2.8 million Canadian businesses used Google's tools at no cost to receive phone calls, bookings, reviews, requests for directions, or other direct connections to their customers.

440M+ free direct connections between businesses and their customers: On average, every month in 2025, Google helped drive more than 440 million direct connections at no cost, including phone calls, requests for directions, messages, bookings, and reviews for Canadian businesses.

18M+ questions answered every hour: Google Search helps Canadians find the products and services they need. In 2025, Google Search answered over 18 million questions for Canadians every hour. For businesses, 83% said online search was an important way that customers found them.

$8.9 billion of economic activity for SMBs from Google Cloud: In 2025, Google Cloud boosted the productivity of Canadian SMBs by 9%, supporting $8.9 billion of economic activity across the country. When asked about the benefits their businesses had seen from using Google Cloud technologies, the top three responses from Canadian SMBs were: lower costs (34%), increased revenue (39%), and larger amounts of data storage (40%).

$580M+ raised and 1,400 new jobs created for Canada's startup ecosystem: Since 2020, the Google for Startups Accelerator has supported 145 Canadian startups from coast-to-coast. Since graduating, these startups have gone on to collectively raise more than $580 million CAD and contributed to the creation of 1,400 new jobs.

Driving social impact together: Supporting Canadian nonprofits

$1.3B+ in philanthropic and social impact funding: Since 2009, Google and Googlers have given more than $1.3 billion CAD in funding (cash grants, social impact funding, employee donations, and gift match) to organizations and nonprofits in Canada.

$112M+ of Ad Grants to nonprofits: In 2025, the Google Ad Grants program provided more than $112 million CAD in donated advertising to nonprofits across Canada.

$26M+ in Google Workspace access to thousands of Canadian nonprofits: In 2025, Google for Nonprofits provided over 20,369 Canadian nonprofits with Google Workspace for Nonprofits access, valued at more than $26 million CAD.

Canada's AI Opportunity

$230B economic boost from Generative AI: In our research, we found that Generative AI has the potential to boost Canada's economy by $230 billion and could save the average Canadian worker almost 22 working days a year (over 175 hours a year), freeing them up for more fulfilling parts of their jobs.

$8.9B in cost savings from preventing cybersecurity threats: AI powered tools are already proactively monitoring and flagging emerging security threats. By 2035, we estimate that AI could prevent $8.9 billion in costs from cybersecurity threats and fraud.

Canadians & Canadian businesses are embracing AI: In our polling of Canadian early adopter businesses, 88% think that AI will make their businesses more productive, 90% believe that AI is an important opportunity for the Canadian economy, and 81% agreed that AI would have a positive impact on their business. For Canadians, 89% of those under 35 have used Generative AI in their personal life.

> *"With the help of Google AI, we're giving local businesses and governments real-time insights to power tourism growth."*
>
> **Meaghan Ferrigno**
> Interim President and CEO,
> Destination Canada
> *Read their story*

Helping build Canada's AI workforce

1M+ Canadians trained in digital & AI skills: Since 2017, Google has helped over 1M Canadians gain digital and AI skills to expand access to the opportunities created by technology.

$13M AI Opportunity Fund to help train 2M+ Canadians: In 2025, through Google.org we launched a $13 million AI Opportunity Fund to help build Canada's AI workforce. In partnership with Alberta Machine Intelligence Institute (Amii), First Nations Technology Council (FNTC), Skills for Change, and the Toronto Public Library, this fund is helping support and scale AI workforce development programs, reaching more than two million people in Canada.

64,500+ Google Career Certificate graduates in Canada: Google Career Certificates including our AI skilling programs like AI Essentials, AI Professional Certificate and Generative AI for Educators help workers, educators, and students prepare for an AI-powered future. Over 75% of graduates of our Google Career Certificates program report a positive career outcome, like a new job, promotion, or raise, within six months.

10,000+ scholarships granted: Since 2017, Grow with Google has granted over 10,000 scholarships to organizations and nonprofits in Canada to help ensure the opportunities created by technology are accessible to everyone.

"When AI started taking off, I felt lost on how to use it to save time in my family business. The Grow with Google AI Professional Certificate changed that. The labs let me apply concepts step-by-step to my actual work, and the flexible course format made it incredibly easy to balance with my busy schedule."

Brandy Wilde
Google AI Professional Certificate Graduate
Medicine Hat, Alberta
Read their story

$1M CAD AI research collaboration with the University of Waterloo: In 2025, the University of Waterloo and Google announced a $1M research collaboration to explore how AI can shape the future of learning and to create the Google Chair in the Future of Work and Learning.

$10M CAD to help establish the Hinton Chair in AI at the University of Toronto: In 2025, honouring Nobel laureate Geoffrey Hinton's legacy, Google contributed $10 million CAD to help establish the Hinton Chair in Artificial Intelligence. The chair will support fundamental research and help recruit top scholars to build Canada's future AI workforce.

Empowering a new era of public sector innovation

The Government of Alberta is modernizing their digital infrastructure with Google AI: The Government of Alberta is expanding its collaboration with Google Cloud to modernize its digital infrastructure and improve public service delivery. With the Gemini Enterprise Agent Platform powering their core agentic layer, the province is deploying advanced AI tools to help government teams work more efficiently. This work is hosted within a secure, Protected B compliant Google Cloud zone, ensuring sensitive public data remains protected while supporting critical services.

> *As one of the most forward-thinking municipalities in North America, partnering with a leading technology company like Google was a logical and responsible choice. An innovative project like Green Light allows us to tangibly and quickly optimize our road network, thereby offering more fluidity and efficiency in travel.*
>
> **Bruno Marchand**
> Mayor of Quebec City
> *Read their story*

Quebec City is reducing traffic and emissions with Google AI: In 2025, Quebec City became the first municipality in Canada to launch Google's Project Green Light to optimize traffic light synchronization and reduce vehicle emissions using AI. On a global scale, every month, over 55 million vehicles cross intersections that have been optimized with Project Green Light. Since its launch in 2023, the initiative has demonstrated the potential to reduce stop-and-go traffic by up to 30% and reduce the estimated CO2 emissions by up to 10% at urban intersections.

Ottawa Catholic School Board (OCSB) is empowering teachers with Google AI: The OCSB saw the potential for AI to support teachers in their day-to-day. Using Gemini, they're customizing lesson plans and cutting down on admin time, giving each student the support they need.

Methodology Note

This note sets out the approach and sources behind each of the data points we produced for Google Canada's 2025 Economic Impact Report.

AI Opportunity

In order to estimate the overall economic opportunity from AI, we:

- Draw on the US O*Net occupation database, which contains information on 51 different types of work activity for around ~800 types of occupations.
- Use a series of LLM categorisations to classify the extent to which each work activity is exposed to automation or augmentation by generative AI. This allows us to estimate the proportion of tasks in each occupation that are susceptible to automation.
- Aggregate these results into broader economic categories based on each occupation's share of Canada's employment and average wage bill, and create our own crosswalk to convert the results from each O*Net occupation to the corresponding occupation in ISCO-08.
- Aggregate by wagebill, occupation and sector to produce an estimate of the total possible improvement in labour productivity.
- Assume capital intensity remains constant, and convert this labour productivity improvement into an overall improvement in GVA.

Impact of AI on cybersecurity

We estimate the costs from cybersecurity threats and fraud that AI could prevent in Canada by 2035 across two channels: data breaches affecting businesses and payment-card fraud affecting consumers.

For businesses, we draw on the Office of the Privacy Commissioner of Canada for the annual number of breaches reported under PIPEDA, and on IBM's Cost of a Data Breach research for the average cost per breach in Canada and for the share of breach costs that AI-enabled security can avoid.

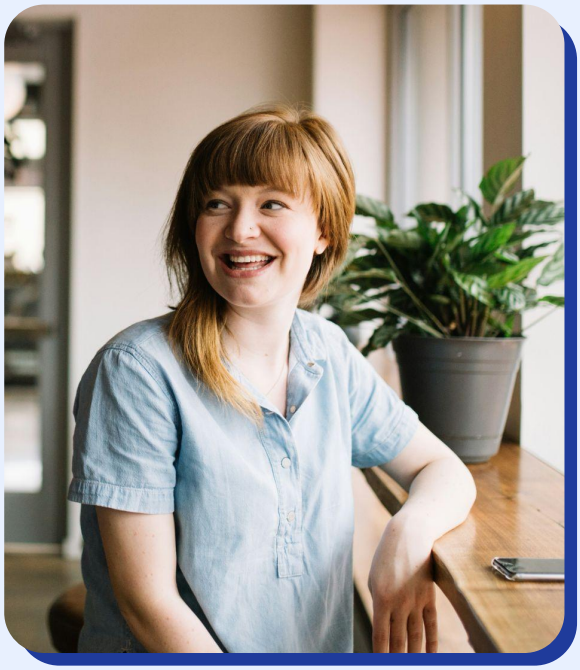
For consumers, we estimate annual card-fraud losses by taking a Canadian Bankers Association base figure and growing it using Nilson Report growth rates. We then estimate the additional share of fraud losses prevented by AI-based detection relative to a rules-based baseline, drawing on AI-versus-rules fraud-detection evidence from Danske Bank / Teradata and the card-fraud machine-learning literature.

We scale both channels over time using the project's AI-adoption S-curve, and sum the cumulative costs prevented between 2026 and 2035. The headline is read as a cumulative total over the period rather than a single-year figure.

Answers from Google Search

We estimate the number of questions Google Search answers for Canadians each hour. We draw on Public First polling of Canadian adults for the average number of personal searches a person makes per day, and scale this by the online adult population, combining ILO data on the population aged 15 and over with Statistics Canada's Canadian Internet Use Survey for the share of adults online. We divide the resulting daily total by an assumed eight hours of personal, non-working time per day to produce an hourly figure, treating one search as one question.

We allocate the national figure across provinces and territories using each region's share of national GDP, drawn from Statistics Canada provincial GDP data.



Impact of Google Cloud on SMB productivity

We estimate the economic activity supported by the productivity uplift Google Cloud provides to Canadian small and medium-sized businesses. We draw on IDC for the productivity uplift experienced by SMBs using Google Cloud, discounting from IDC's intensive-user sample to reflect a more representative user.

We scale this to the population of Canadian SMBs using Google Cloud by combining Statistics Canada data on cloud adoption among small firms with Google Cloud's market share, drawn from StatCounter and Statista, and by estimating the SMB share of business-sector gross value added using Statistics Canada GDP data and the ISED SME value-added share. Google Cloud's market share is used as a proxy for the share of SMBs it reaches.

Economic impact of Google products

We estimate the economic impact of Google's products and services as the direct economic activity generated for businesses, publishers, creators and developers through Google Search, Ads, AdSense, YouTube, Play, Cloud and Workspace.

We estimate the total impact by summing the impact of the following products.

Search and Ads

We multiply the size of the paid search advertising market by Google's share of the search engine market and by an estimated return on advertising spend. We draw on third-party estimates of paid search advertising market size from PwC's Global Entertainment, Media & Telecoms Outlook, Statista Market Insights, and eMarketer, and use StatCounter data for Google's search market share. We apply an 8x return on advertising spend, based on Google's methodology.

Cloud and Workspace

We multiplied the total market size for cloud and workspace products by Google's share of the cloud market. We draw on Statista Market Insights for both the total cloud market size and Google Cloud's market share.

AdSense

We estimate publisher earnings from displaying Google-served ads on third-party websites and apps by taking Google Network revenues from Alphabet earnings reports and multiplying by the share paid to partner publishers through traffic acquisition costs.

We then allocate this global publisher income to countries using each country's share of global display advertising spend, drawing on PwC's Global Entertainment, Media & Telecoms Outlook data.

YouTube

We estimate creator earnings from YouTube advertising by taking YouTube Ads revenue from Alphabet quarterly earnings reports and multiplying by YouTube's creator revenue share. We use a default creator share of 55%, based on YouTube's creator economy documentation. We then allocate global creator earnings to countries using each country's share of global video advertising spend, drawing on PwC's Global Entertainment,
Media & Telecoms Outlook data.

Google Play

We draw on Sensor Tower data for the app revenue earned by developers through the Play ecosystem.

We also report a provincial breakdown, allocating the national total across provinces and territories using each region's share of national GDP from Statistics Canada.

Economic impact of Google products over 25 years

We estimate the cumulative economic activity Google's products have supported in Canada since operations began in 2001. For the years in which third-party data exists, we estimate annual economic impact product-by-product using the approach above. For the earlier years, we backcast annual impact by fitting a logistic ('S-curve') adoption path shaped by proxies for technology diffusion, drawing on World Bank data for internet penetration and OECD data for online purchasing. We then sum the full annual series.

Exports from Search and Ads

We estimate the value of overseas revenue Google Search and Ads help Canadian businesses generate by applying an export share to the economic impact of Search and Ads.

As our primary estimate of export share, we construct a keyword-weighted measure of the share of Canadian search traffic that originates from overseas users. This combines SEMrush data on the domains ranking for a basket of high-value commercial keywords with Similarweb data on each domain's visitor origin, volume-weighted across keywords. We validate this against Similarweb's own published estimates for the share of overseas traffic on Google Search in Canada.

Exports from Search and Ads over 25 years

We estimate the cumulative business revenue from overseas that Search and Ads have supported in Canada since 2001 by applying a time-varying export share to our backcast of the economic impact of Search and Ads over the same time period.

We anchor our estimate for the share of overseas traffic on Google Search in Canada to our keyword-weighted estimate for 2025 and shape its historical path using the World Bank ratio of commercial service exports to services value added, cross-checking the early years against historical Similarweb overseas-traffic shares recovered from archived snapshots. For each year, we multiply the resultant share of overseas traffic with our estimate for the economic impact of Search and Ads in that year.

Driving time and emissions saved by Google Maps and Waze

We estimate the driving time and vehicle emissions saved by Google Maps and Waze in Canada. We estimate the number of navigation users by combining Public First polling on Maps usage with Sensor Tower data on the number of active users on Wave, estimating the distance they drive using data on vehicle-kilometres travelled from Statistics Canada.

We apply the share of driving that is urban and congested — where advanced traveller information systems deliver the most time savings — by drawing on data from Statistics Canada and TomTom, applying a per-trip time saving drawn from the advanced-traveller-information-systems literature (DLR).

We convert the distance saved into avoided CO2 emissions using emissions factors from OECD and Environment and Climate Change Canada, and express the result in around-the-world flight equivalents using per-passenger flight emissions from Our World in Data. The estimate assumes no rebound effect from faster journeys.

Productivity from Google Search and Workspace

We estimate the annual productivity improvement Google Search and Workspace unlock for the Canadian economy.

Search

We draw on Public First polling for the share of workers using Search each day and the number of questions they ask, and on Hal Varian's framework for the time saved per question answered, the share of questions that are answerable, and a rule-of-a-half adjustment for the value of marginal searches.

Workspace

We draw on Public First polling for the share of workers using Workspace each day and on Forrester's estimate of the hours saved per user per week.

We value the time saved using ILO data on average hourly earnings and employment, scaled by Internet penetration.

25-year cumulative productivity from Google Search and Workspace

We estimate the cumulative productivity Google Search and Workspace have unlocked in Canada since 2001. We use Public First's annual productivity estimates from 2021-2025, and backcast the earlier years using a technology-diffusion adoption path, holding the structural parameters constant while varying real wages and employment using World Bank data on GDP per capita and the labour force. We then sum the full annual series.

Polling claims

We surveyed 4,010 online adults and 751 Canadian business leaders in Canada in May 2026. The results of our consumer poll are weighted using Iterative Proportional Fitting ("Raking") to nationally representative proportions by age group, gender and education level. We do not weight the results of our business poll given a paucity of census-quality data on business demographics and the equivalent personal demographics for business leaders as a population.

We used a range of panel providers who contacted respondents on our behalf, and respondents were provided with a financial incentive in return for their participation. Like all polling data, market research is susceptible to poor memory or respondents not answering truthfully. To reduce this risk, we completed a number of standard quality checks to help ensure respondents were paying attention, including excluding respondents who answer too quickly, who "straight-line" their answers, who fail an attention check, whose answers perfectly match another respondent's, or whose open-text answers are incoherent or appear to have been generated by a bot.

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