

The web is working for American businesses.

The Internet is where business is done and jobs are created.

97%

of Internet users look online for local products and services.²

2 times

as many jobs and twice as much revenue through exports were created by web-savvy SMBs.³

75%

of the economic value created by the Internet is captured by companies in traditional industries.³

9 out of 10

part-time business owners rely on the Internet to conduct their businesses.⁴

Find out more at www.google.com/economicimpact

Sources: 1. Google, "Economic Impact," 2015 2. BIA/Kelsey, "Nearly All Consumers (97%) Now Use Online Media to Shop Locally," March 2010 3. McKinsey Global Institute, "Internet matters: The Net's sweeping impact on growth, jobs, and prosperity," May 2011 4. The Internet Association, "Internet Enabled Part-Time Small Businesses Bolster U.S. Economy," October 2013

*Note: The total value that U.S. Google advertisers and website publishers received in 2015 is the sum of the economic impact of Google Search, AdWords and AdSense. The value of Google Search and AdWords for businesses is the profit they receive from clicks on search results and ads minus their cost of advertising, estimated as \$8 profit for every \$1 spent. This formulation is derived from two studies about the dynamics of online search and advertising, Hal Varian's "Online Ad Auctions," (American Economic Review, May 2009) and Bernard Jansen and Amanda Spink, "Investigating customer click through behavior with integrated sponsored and nonsponsored results," (International Journal of Internet Marketing and Advertising, 2009). The economic impact of AdSense is the estimated amount Google paid to website publishers in 2015 for placing our ads next to their content. Please note that these estimates do not allow for perfect reconciliation with Google's GAAP-reported revenue. For more information about methodology, visit: www.google.com/economicimpact/methodology.html.

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The web is working for Vermont businesses. Google is helping.

Across the U.S., Google's search and advertising tools helped provide \$165 billion in economic activity in 2015.¹



\$1.09 billion

of economic activity Google helped provide for Vermont businesses, website publishers and non-profits in 2015.¹

10,000

Vermont businesses and non-profits benefitted from using Google's advertising tools, AdWords and AdSense, in 2015.¹

\$886,000

of free advertising was provided to Vermont non-profits through the Google Ad Grants program.¹

Rozalia Project for a Clean Ocean

GRANVILLE, VERMONT

Rachael Miller, her husband, James, and their two Newfoundland dogs visited remote Matinicus Island, off the coast of Maine, for a short vacation in October 2009. They were shocked by the amount of trash that had washed up onto the beach. Rachael spent the first day pulling it all up above the high-tide line. "You hate ocean trash," James said. "Let's do something about it." So they did, by founding Rozalia Project, named for Rachael's great-grandmother. The non-profit group protects and cleans the ocean using technology, innovation, solutions-based research, and engaging STEM programs. They focus on urban and coastal waters, specializing in the remote islands and shorelines of the Gulf of Maine, and solving the problem

"I don't know how we could possibly expect to solve this problem without the reach that the Internet gives us."

RACHAEL MILLER, FOUNDER & EXECUTIVE DIRECTOR

of synthetic microfiber pollution. mission via short videos. "YouTube is a pretty spectacular tool for us because it's so popular, so central, and so easy to integrate across other platforms," Rachael says. YouTube's analytics help them understand their video audience, while Google Analytics provides useful insight into their website visitors. The group also began using AdWords, Google's advertising program, thanks to a grant from Google Ad Grants, which helps them connect with potential volunteers and donors. In addition, volunteers and

of synthetic microfiber pollution.

"We had the Internet in mind from the beginning," Rachael says. "Knowing that people could go online and get our story straightaway was important." Rozalia Project soon began sharing their



staff use the Google Apps for Work suite of tools, including Gmail, Google Drive, and Google Docs.

Rozalia Project has grown steadily since its inception, thanks in

large part to the Internet and technology. They now conduct summer expeditions on a 60-foot sailing research vessel, *American Promise*, with remotely operated vehicles (ROVs) to work on the sea floor. Numerous volunteers assist two year-round employees and a summer captain or two. The group cooperates with such partners as the University of Georgia and the National Oceanic and Atmospheric Administration (NOAA) to track and retrieve ocean debris, and as many as 30,000 people enroll in their online education program. Rachael could scarcely have imagined it all while cleaning that lonely beach at Matinicus Island. "That's what we want," she says. "We want impact."

Rozalia Project for a Clean Ocean retrieved 130,000 pieces of trash in the summer of 2015.

Visit www.rozaliaproject.org