META IN PENNSYLVANIA

Meta proudly supports the people and economy of Pennsylvania by helping businesses connect with their customers and reach new audiences.

In Pennsylvania, Meta's advertising technologies are linked to[1]:

$15.1 billion
in output annually

113,000
jobs

Meta also supports a major population of small businesses that help form the core of Pennsylvania's economy.

95% of the businesses that use Facebook in Pennsylvania are small and medium-sized businesses (SMBs).[2]

Among these SMBs in Pennsylvania that use Facebook:

41%
are women-led.

11%
are rural.

23%
are minority-led.

40% report that they make at least 25% of their sales digitally in a given month.

17% report that they have offered formal training for employees in the form of internships or apprenticeships.

34% report that they have increased their sales through the use of digital tools.

65% report that they have communicated directly with customers through digital tools.

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[1] Based on experimental research, Meta's 2022 US advertising revenue of $48.9 billion led to $162 billion in advertiser revenue across all states. Total output and employment for supply chains linked to these advertiser revenues (along with Meta's non-advertising revenue) are estimated using input-output tables published by the Bureau of Economic Analysis (BEA). More on our calculation methodology can be found at research.facebook.com/economiccontribution.

[2] SMBs are defined as having 250 or fewer employees. Metrics are based on responses to an uncompensated, opt-in survey in English of 43,219 people nationally on the Facebook app between January 6–21, 2023. All estimates are based on responses from self-identified business owners and managers within the state based on self-reported state location.

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