

State	Search Volume	Search Reach/ Population That Use Google	Searches per Capita	Searches per 100,000
Hawaii	2900	1610000	0.001801	180.12
Alaska	70	488000	0.000143	14.34
Montana	40	892000	0.000045	4.48
Vermont	30	770000	0.000039	3.9
Arkansas	140	3770000	0.000037	3.71
Maine	50	1510000	0.000033	3.31
West Virginia	50	2050000	0.000024	2.44
Texas	880	37400000	0.000024	2.35
Michigan	260	13000000	0.00002	2
Tennessee	210	11100000	0.000019	1.89
Idaho	50	2730000	0.000018	1.83
Oklahoma	90	4930000	0.000018	1.83
Florida	480	27600000	0.000017	1.74
Ohio	210	13000000	0.000016	1.62
Wyoming	10	630000	0.000016	1.59
Wisconsin	110	7060000	0.000016	1.56
Nebraska	40	2940000	0.000014	1.36
Oregon	70	5150000	0.000014	1.36
Alabama	70	5300000	0.000013	1.32
North Dakota	10	758000	0.000013	1.32
New Mexico	30	2300000	0.000013	1.3
Kentucky	70	5670000	0.000012	1.23
North Carolina	210	17200000	0.000012	1.22
Utah	50	4140000	0.000012	1.21
Virginia	140	11900000	0.000012	1.18
Colorado	110	9380000	0.000012	1.17
Missouri	140	12000000	0.000012	1.17
Minnesota	90	8080000	0.000011	1.11
South Dakota	10	933000	0.000011	1.07
Iowa	40	3960000	0.00001	1.01
Arizona	70	8200000	0.000009	0.85
South Carolina	50	5870000	0.000009	0.85
New Hampshire	20	2400000	0.000008	0.83
Louisiana	40	4850000	0.000008	0.82
Pennsylvania	140	17500000	0.000008	0.8
Georgia	170	21300000	0.000008	0.8
California	390	54100000	0.000007	0.72

Kansas	30	4410000	0.000007	0.68
Delaware	10	1610000	0.000006	0.62
Connecticut	30	4860000	0.000006	0.62
Indiana	50	8100000	0.000006	0.62
Rhode Island	10	2130000	0.000005	0.47
Maryland	30	7530000	0.000004	0.4
Mississippi	10	2850000	0.000004	0.35
New York	110	34000000	0.000003	0.32
Massachusetts	40	13000000	0.000003	0.31
New Jersey	50	17100000	0.000003	0.29
Washington	20	9800000	0.000002	0.2
Illinois	50	28300000	0.000002	0.18
Nevada	10	7380000	0.000001	0.14