

Chitika Insights
**Infographic: Google
Search Prevalence
by State**

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1 Introduction

While Google has long been the most-used search engine domestically, Chitika Insights' latest study unveils that Google usage varies widely between different states within the U.S. However, in no state did Google's share of desktop-based Web searches drop below 50%.

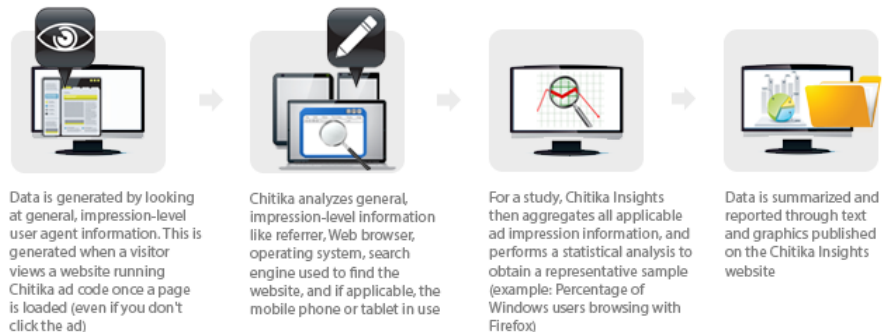
2 Research Methodology

To quantify this study, Chitika Insights analyzed a sample of tens of millions of online ad impressions from users visiting sites within the Chitika network via a search engine. The data was drawn from a date range of June 26 to June 30, 2013.

2A Standard Methodology

As an ad network, Chitika Insights measures usage based on ad impressions served within our network. An ad impression is measured when an individual user loads a page containing Chitika ad code. Chitika Insights' method does not measure unique users, it measures overall Web usage. This means that if a user views ten pages that contain Chitika code, they will register ten ad impressions. All Chitika ad impressions in this study are generated through Web browsing, not mobile or desktop applications.

Where does the data for Chitika Insights studies come from?



Chitika Insights utilizes the user agent generated by each website visitor to determine the Web browser, operating system, and (if applicable) the mobile phone or tablet in use by that user. Chitika maintains an extensive database used for identifying user agents. Although we attempt to be as comprehensive as possible, this database is constantly being refined as new devices and software are released.

Sample Size

Chitika Insights' typical sample for a study consists of approximately 300 million U.S. and Canadian impressions, as measured by page views rather than unique visitors (as explained in the first paragraph of this section). However, this number can vary based upon the length of the study or what is being measured.

Network Size

The Chitika network is composed of website owners who register one or more domains. The number of website owners who provide Chitika with North American traffic total over 100,000, encompassing more than 300,000 websites spanning a wide variety of verticals (e.g. automotive repair tips, news sites, job postings, etc.).

Overall, Chitika ads appear on sites ranging from the Alexa Top 10, to smaller, “long-tail” type blogs.

Data Analysis

To garner the data used for these studies, Hadoop and other, proprietary, Hadoop-like systems are employed. Prior to the release of any study, multiple checks are run on the resulting data by separate members of the larger team for accuracy and data integrity.

Countries Excluded

Unless otherwise specified, all Chitika Insights reports include data from the U.S. and Canada only.

Date Range for Study

For each study, Chitika Insights specifies the date range of the report within the text. The date range is typically the last full week available in the month of the report. In the event that the range is adjusted, (potentially due to data unavailability) Chitika Insights will include an applicable note in the report.

Data Accuracy

All Chitika Insights reports are generated by analyzing the Chitika ad network. The Chitika Insights team aims to ensure representative results through large sample sizes and a varied network of publishers. However, Chitika Insights can make no guarantees that any results are 100% representative of the Internet as a whole. Our internal systems can only measure what we see in our network.

3 Results & Report Findings

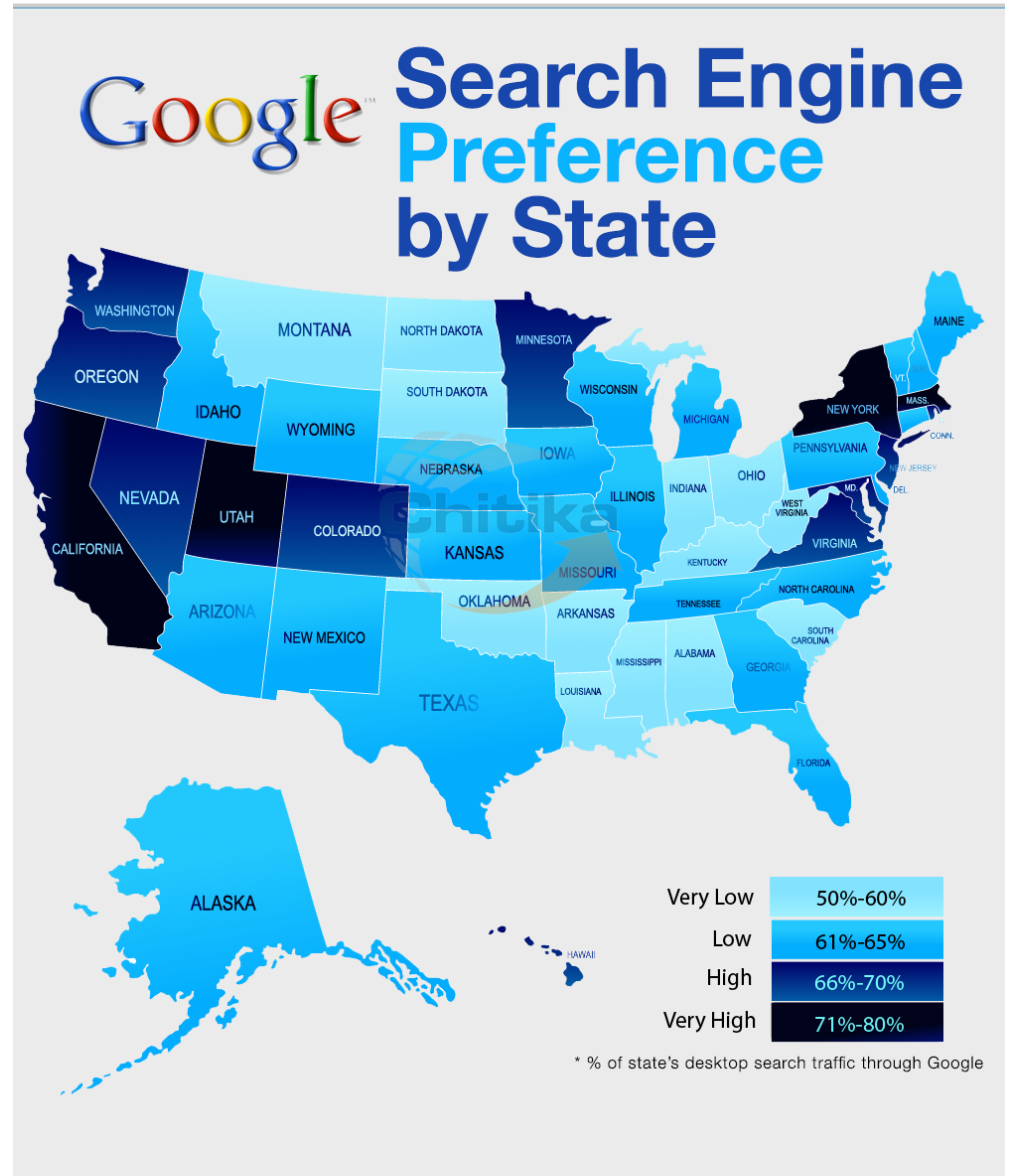
As seen in the graphic and table in **Section 4**, Google usage rates aren't particularly correlative with geography or population. However, following some correlative analysis as presented in [this associated white paper](#), we did find that state-by-state Google usage rates did correlate with:

- Median household income
- Job growth
- Education level
- Median age

For marketers, the data points to Google's search engine still retaining the lion's share of Internet Web search activity as a whole. However, the wider range of usage rates between different states can help marketers better target regionalized campaigns based upon the broader preferences of users within particular states.

4 Graphs and Tables

Figure 1: Infographic: Google Search Usage Rates by State



Data Driven by Chitika Insights, August 2013



Data representative of desktop-based search traffic in the U.S. only

Figure 2: Full Correlative Data Set

State	Google Search Engine Usage (%)	Median Income	Job Growth (1000s)	Bachelor's Degree or higher (%)	Median Age (Years)
Alabama	55	41415	14.4	22	37.4
Alaska	65	67825	-0.9	27	32.8
Arizona	65	46709	49.4	26	35
Arkansas	54	38758	8.3	20	37
California	72	57287	236.2	30	34.8
Colorado	66	55387	56.8	36	35.7
Connecticut	65	65753	14.4	36	39.5
Delaware	66	58814	7.7	28	38.4
Florida	64	44299	118.7	26	40
Georgia	64	46007	85.2	28	34.7
Hawaii	69	61821	7.6	30	37.5
Idaho	62	43341	20.5	25	34.1
Illinois	65	53234	55.9	31	36.2
Indiana	58	46438	33.4	23	36.8
Iowa	61	49427	23.9	25	38
Kansas	61	48964	15.8	30	35.9
Kentucky	58	41141	13.9	21	37.7
Louisiana	55	41734	25.8	21	35.4
Maine	61	46033	2.1	27	42.2
Maryland	68	70004	47.2	36	37.7
Massachusetts	72	62859	52.5	39	39
Michigan	62	45981	58.8	25	38.5
Minnesota	68	56954	54	32	37.3
Mississippi	53	36919	26.2	20	35
Missouri	62	45247	46.3	25	37.6
Montana	59	44222	9.3	28	39
Nebraska	61	50296	11.7	28	35.8
Nevada	67	48927	18.1	22	35.5
New Hampshire	65	62647	10.5	33	40.4
New Jersey	70	67458	63.6	35	38.8
New Mexico	61	41963	7.2	25	35.6
New York	71	55246	93.8	33	38.1
North Carolina	63	43916	66.5	27	36.9
North Dakota	58	51704	13.4	27	36.3
Ohio	58	45749	20.2	25	38.5
Oklahoma	57	43225	13.4	23	35.8
Oregon	68	46816	26.3	29	38.1
Pennsylvania	63	50228	31	27	39.9
Rhode Island	68	53636	1.8	31	39.2
South Carolina	59	42367	31.2	24	37.6
South Dakota	58	48321	4.6	26	36.9
Tennessee	61	41693	41.9	23	37.7
Texas	63	49392	290.5	26	33
Utah	73	55869	28.2	30	28.8
Vermont	65	52776	3.9	34	41.2
Virginia	68	61882	45.7	34	36.9
Washington	66	56835	54.9	31	37
West Virginia	54	38482	4.8	18	40.5
Wisconsin	63	50395	36.4	26	38.2
Wyoming	63	56322	2.1	24	35.9

5 About Chitika/Chitika Insights

Chitika is an online ad network that caters over four billion strategically targeted ads each month to a network of over 250,000 sites, making it the second largest network of its kind. Chitika's advertising partners include; Yahoo!, Superpages, yellowbook, ServiceMagic and Shopzilla.

Chitika Insights is the independent research arm of online ad network Chitika. Our team of passionate and innovative Data Solutions Engineers produce a series of reports each week uncovering unique trends in Internet usage. Research studies are conducted by tapping into Chitika's extensive network comprised of over 300,000 sites, totaling hundreds of millions of ad impressions each week.

Research Mission

Data-driven analysis is essential to any business because it provides quantitative insight into business problems, risks and marketplace changes, and improves decision making. However, for data analysis to add valuable insights, it must come from an unbiased and educated source.

Reliable data-driven research must be conducted and interpreted by analysts who:

- Possess a high degree of experience in diverse methods that have been tested and proved useful for application to business problems
- Follow the story the data is telling, without any bias or predetermined interest in a particular outcome
- Have the ability to present findings to all stakeholders in a way that is both accessible and actionable

Chitika's research process is driven by a relentless focus on data quality and rigorous data interpretation. The Chitika Insights data team consists of more than a dozen analysts experienced in working with the data collection systems and large data sets these studies entail. The diverse backgrounds of our research analysts, including such areas as statistics, math, economics, computer science, engineering, and business, allow us to approach problems creatively from multiple angles.

We have expertise in several research methodologies, which allow us to:

- Understand the makeup of the online world through our large data sets of Internet user behavior
- Quantitatively evaluate the online performance of Web properties
- Build statistical models of business phenomena that improve understanding and inform decision making
- Examine and forecast changes in key performance indicators

At Chitika, our passion is to provide accurate data-driven insight that can drive improved performance.

6 Contact

For more information about Chitika's research process and methodologies please contact us using the information below:

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