

2024's Digital Demand: The Most Popular Digital Services in Every U.S. State

State	Advertising	Marketing	Web Development	Graphic Design	Digital Marketing	SEO	Web Design	Total	Most Popular Service
Colorado	15.4	14.3	19	4.2	13.8	6.8	15.1	88.6	Web Development
Florida	6.9	20.6	16	4.5	8.6	6.1	12.3	75	Marketing
New Hampshire	5.9	9.4	9.6	5.2	13.3	13.3	7.1	63.8	Digital Marketing
Illinois	4.5	9.2	22.1	3.5	3	3.6	15.8	61.7	Web Development
Wyoming	10.3	16.1	11.1	2.7	6.8	3.1	7.7	57.8	Marketing
Oregon	5.2	9.5	15	6.1	4.4	5	11.7	56.9	Web Development
Idaho	3.7	20.6	7.2	3.6	2.6	8.5	8.2	54.4	Marketing
Pennsylvania	6.9	10.5	11.1	5	6.6	4.3	9.6	54	Web Development
Utah	4.4	22.4	6.5	3.3	5.7	3.5	5.6	51.4	Marketing
Connecticut	4.9	9	13.5	4	3.4	5.3	9.6	49.7	Web Development
North Carolina	5.5	11.1	12	3.5	3.4	3.9	9	48.4	Web Development
New Jersey	6.7	13.8	7.4	3.7	4.2	4.1	6.2	46.1	Marketing
United States	5.5	10.2	10.2	3.6	4.4	3.9	7.9	45.7	Marketing
Washington	4.2	7.2	9.1	3.2	2.2	12.1	7.6	45.6	SEO
Nevada	3.4	13.8	8.8	2	4.9	5.4	6.7	45	Marketing
South Carolina	5.9	11.4	9.8	4.7	3.8	1.3	7	43.9	Marketing
California	5.6	9.6	9.4	3.2	4.4	4.1	7.4	43.7	Marketing
Texas	4.5	9.1	11	3.5	3.3	3.8	8.4	43.6	Web Development
Iowa	7.9	8.1	10.4	2.3	2.4	3.5	8.2	42.8	Web Development
Massachusetts	5.2	7.4	11.8	3.9	2.2	2.9	8.7	42.1	Web Development
Delaware	3.5	9.2	10.7	3.5	4.8	1.8	7.8	41.3	Web Development
Maryland	4.4	12.7	7.7	3.1	5.5	1.8	5.9	41.1	Marketing
New York	6.6	9.2	7.7	3	3.9	4.1	6	40.5	Marketing
Georgia	4.8	8.9	7.7	3.2	5.8	3.7	5.9	40	Marketing

Missouri	7.5	7.8	9	4.6	3	1.6	6.4	39.9	Web Development
Rhode Island	5.9	6.6	9.3	5	3	1.7	6.8	38.3	Web Development
Alabama	6.4	8.2	7.8	2.7	3.6	1.6	6	36.3	Marketing
Virginia	4.6	8.2	7.9	3.2	3.4	2.7	6.1	36.1	Marketing
Vermont	4	4.2	11.4	4.3	1.9	1.1	8.8	35.7	Web Development
Michigan	5.4	7.5	8.6	3.8	2.4	1	6.4	35.1	Web Development
Arizona	3.6	7.1	8.6	2.6	3.3	2.8	6.3	34.3	Web Development
Maine	2.3	3.9	11.1	3.9	3.4	1	8.6	34.2	Web Development
Minnesota	4.3	11.4	6	2.6	1.4	2.6	4.7	33	Marketing
Kentucky	2.3	4.4	3.6	2	2.8	14	3.1	32.2	SEO
Ohio	6.7	8.1	5.6	2.8	2.6	1.3	4.4	31.5	Marketing
Tennessee	4.3	6.3	6.9	2.4	3.3	2.4	5.5	31.1	Web Development
Wisconsin	3.7	8.3	5.3	3.2	3.5	1.2	4	29.2	Marketing
Indiana	3.8	6.7	5.5	2.7	1.9	1.8	4.4	26.8	Marketing
Hawaii	2.4	12.5	3.2	2.6	1.3	0.7	2.4	25.1	Marketing
Arkansas	3.4	7.8	3.6	2.8	2.6	0.8	2.6	23.6	Marketing
Louisiana	2.9	5.4	5.4	2.3	2.8	0.8	3.9	23.5	Marketing
Kansas	4.5	5.5	4.7	1.8	1.5	2.1	3.3	23.4	Marketing
Oklahoma	4.4	4.7	4.9	2.5	2.1	0.7	3.6	22.9	Web Development
Mississippi	2.9	3.4	4	2.4	2.6	1	3	19.3	Web Development
North Dakota	4.3	1.9	4.5	1.9	1	0.6	4.1	18.3	Web Development
Montana	1.8	4.5	4.1	2.5	1.1	1.1	3.1	18.2	Marketing
Nebraska	3	4.2	3.3	2.5	1	0.8	2.4	17.2	Marketing
New Mexico	1.7	3.1	4.1	1.9	0.9	1.5	3.1	16.3	Web Development
West Virginia	2	2.8	3.4	2.3	0.7	0.5	2.8	14.5	Web Development
South Dakota	3.5	2.6	2.4	2.2	1	0.8	1.8	14.3	Advertising
Alaska	2.3	3.7	2.5	2.3	1	0.3	1.9	14	Marketing