

Data Security Index 2025: Ranking all 50 States

Rank	State	Cybercrime Per Capita (35%)	Data Breaches Per Capita (35%)	Data Protection Laws Score (30%)	Final Data Safety Score
1	Kentucky	134.4	0.07	6	98.20
2	Montana	163	0.09	6	97.26
3	Tennessee	157.9	0.11	6	97.04
4	New Jersey	165.3	0.12	6	96.72
5	Utah	196.3	0.09	6	96.54
6	Iowa	221.9	0.06	6	96.48
7	Texas	199.3	0.09	6	96.47
8	Minnesota	159.9	0.16	6	96.18
9	Virginia	198.2	0.15	6	95.52
10	Connecticut	155	0.22	6	95.31
11	California	244.1	0.13	6	94.86
12	Oklahoma	182.6	0.07	5	94.16
13	Colorado	249.2	0.17	6	94.09
14	Nevada	328	0.09	6	93.69
15	Delaware	266.8	0.19	6	93.38
16	Indiana	341.7	0.1	6	93.24
17	Rhode Island	147.6	0.36	6	93.18
18	Vermont	144.5	0	4	93.13
19	New Hampshire	166.1	0.35	6	92.94
20	Maryland	239.4	0.26	6	92.83
21	Oregon	210.9	0.47	6	90.01
22	Mississippi	104.2	0.07	2	86.86
23	North Carolina	199.4	0.13	3	86.82
24	New York	183.6	0.16	3	86.67
25	Illinois	200.2	0.15	3	86.47

26	West Virginia	146.6	0.06	2	86.10
27	Arkansas	137.3	0.1	2	85.65
28	New Mexico	182.3	0.05	2	85.49
29	Alabama	152	0.1	2	85.33
30	South Carolina	176.3	0.07	2	85.30
31	Pennsylvania	212.8	0.21	3	85.22
32	Hawaii	180	0.07	2	85.22
33	Washington	226.3	0.08	2	84.06
34	Nebraska	129.8	0.05	1	83.63
35	Louisiana	140.4	0.04	1	83.57
36	Georgia	177.1	0.18	2	83.48
37	North Dakota	111.1	0.13	1	82.73
38	Idaho	153.9	0.1	1	82.29
39	Missouri	160.6	0.1	1	82.15
40	Ohio	209.7	0.04	1	82.07
41	Massachusetts	199.7	0.45	3	81.58
42	Michigan	160.8	0.14	1	81.49
43	Kansas	161.5	0.17	1	80.99
44	Wisconsin	161.4	0.17	1	80.99
45	South Dakota	140.4	0.22	1	80.62
46	Florida	223.3	0.12	1	80.46
47	Arizona	265.1	0.09	1	80.05
48	Wyoming	234.3	0.17	1	79.41
49	Maine	152.1	1.07	2	69.47
50	Alaska	914.7	0.27	1	63.08

Methodology

Campaign's goal is to assess how safe private data in each US state, and rank them based on calculated score.

1. Cybercrime rate per capita, contains identity theft, personal data breaches, fraud etc. Obtained from FBI's Internet Crime report 2024: https://www.ic3.gov/AnnualReport/Reports/2024_IC3Report.pdf

2. Data breach per capita, contains government data breaches. Obtained from itgovernanceusa.com and Maine attorney general data breach notifications maine.gov

3. Data protection law score, contains law enactment status regarding data privacy. Each status was given a score from 1-6. Obtained from <https://iapp.org/resources/article/us-state-privacy-legislation-tracker/#state-privacy-law-chart>

4. Data safety score, calculated using a weighted average of three previous metrics. Metrics were prior normalized to a scale 50 to 100.

5. Per capita 100.000 values were calculated based on 2023 population estimates from census.gov

6. Final Score: States were sorted based on a score to determine the ones with lowest and highest score values.