



Note: All data from 2014; values on y-axis indicate relative percentage change in traffic from 100
 Source: Google Trends



Google trends data shows that, after April 2014, "Common Core" and "abortion" regularly swapped places at the top of the search chart. Common Core also dominated search between mid-August and the two weeks prior to the November 4th election. During that time, searches for "Obamacare," "tax reform" and "Immigration reform" never came close to the volume of "Common Core."

To be sure, not all of the search traffic for any of these terms was 100% connected to the election. In particular, the drop in searches for Common Core during the Summer and Thanksgiving break suggests that many of the searches were by teachers looking for "Common Core materials/activities" etc. Similarly, searches for "gay marriage" and "Syria" each spike on big non-election-related news on those issues, before falling to much lower levels.

But this data still suggests that the Common Core was an issue important to politicians and voters in 2014. Our prediction is that this importance **isn't going anywhere**. Finally, just to put everything in perspective, remember that even politics has no power over some forces of nature. Not a single issue can hold a candle to the search traffic generated by everyone's favorite pop star.