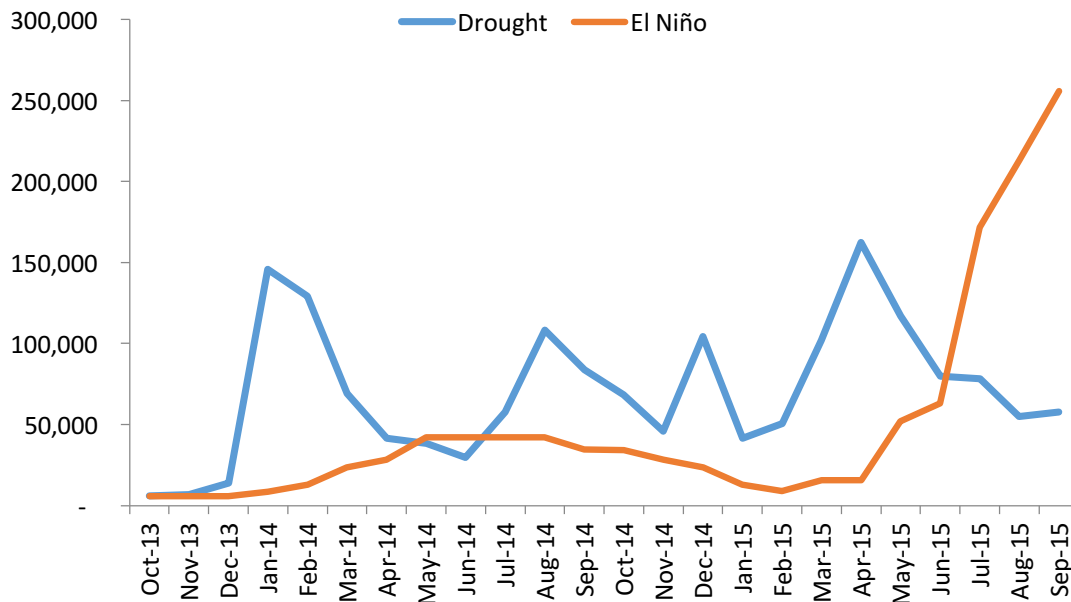


### Google Searches Indicate Californians Increasingly Interested in El Niño

Searches by Californians for El Niño keywords have increased by more than **1,600 percent** since **April 2015**, according to Google’s search volume measurement tools. By this measure, the state’s interest in El Niño overtook searches for drought-related keywords earlier this summer.

**Californians’ Estimated Google Search Volume for Drought and El Niño keywords, October 2013 – September 2015**



Note: Average Monthly Search data are estimated by Google’s proprietary [AdWords Keyword Planner](#). Keywords include “drought,” “drought in California,” “California drought,” “el niño” and “el nino.”