# What kids search for: 606 science and history questions, measured

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We gathered 1,152 questions kids and schools ask about the real world, measured 606 in Semrush, and ranked the top 100 topics. Every phrase is here.

Nobody publishes what a 7-year-old or a 13-year-old types into a search box. Google doesn't release it by age. So we built the best proxy we could: we collected 1,152 real-world questions and topics from the places kids' curiosity shows up (kids' own questions, school standards, tween and teen research, kid-site topic lists), measured 606 of them in Semrush, and ranked the top 100 topics. This post is the whole result: the method, what surprised us, and every phrase we measured.

One caution before anything else. Semrush counts everyone's searches (adults, parents, teachers and students as well as kids), and no tool separates a child's search from a grown-up's. Treat every number below as "how many people in the US search this", and read the topic list as a map of what the world is curious about, filtered through what children are likely to ask or be assigned. We say where the evidence is strong and where it is thin.

## The short version

- Kids' phrasing is tiny; the plain question is huge. In 19 matched pairs, the "for kids" version of a topic drew a median of about 14 times fewer searches than the plain version. "texas facts for kids" is 70 searches a month; "texas facts" is 2,900. "states of matter for kids" is 210; "states of matter" is 22,000.
- The biggest single topics are science. Climate change (about 550,000 a month), black holes (about 450,000), nuclear energy (about 300,000), evolution (about 210,000) and learning to code (about 170,000). The periodic table tops the list at about 5 million, but that is almost certainly people looking for the chart, not a book.
- Most questions sit in the middle. Of the 606 phrases we measured, 10 draw over 100,000 searches a month, 104 draw 10,000 to 99,999, 314 draw 1,000 to 9,999, 108 draw 100 to 999 and 70 draw under 100.
- 39 of our top 100 topics are easy to win. They draw at least 2,000 searches a month and have a keyword difficulty of 40 or lower (the water cycle, the skeleton, the rock cycle, cells, how the dinosaurs went extinct, the solar system, chemical reactions and more).
- The biggest topics are the hardest to rank for. Nine of the top 100 have a difficulty of 70 or higher: climate change, artificial intelligence, chatbots and credit scores among them. Big brands and big publishers already own those results.
- Older kids (13 to 16) ask about the grown-up world. AI and chatbots, money and inflation,

anxiety, the Cold War, the Holocaust, DNA, the Big Bang and dark matter all made the list for that age.

## How we did it

Step 1: collect candidates. Four research passes each looked at a different signal, using Google, Kaspersky's Safe Kids reports (what kids ask on Google and YouTube), Pew's December 2025 report on teens and AI, Google's Year in Search 2025, The Conversation's Curious Kids (questions that children themselves submitted), Washington State University's Ask Dr. Universe, Mystery Science lesson titles, NASA Space Place, National Geographic Kids, Ducksters, Kiddle and school standards and project lists (Colorado's science and social studies standards, common animal, state and famous-person report topics, science fair lists).

1. Questions kids actually ask (305 candidates).
2. What schools assign (407).
3. What tweens and teens are curious about (463).
4. The "facts" and "for kids" head terms (420).

Together that was 1,595 phrases, which became 1,152 unique ones after removing duplicates. Only a minority had hard evidence behind them (for example, a child-submitted question on Curious Kids, or a mention in the Kaspersky and Pew research). Most came from curriculum lists and kid-site navigation, which show that a topic exists on kid sites, not that it is searched. That is why the next step matters.

Step 2: measure. We put 606 of those phrases through Semrush (United States, October 2026) for monthly search volume and keyword difficulty, a 0 to 100 score for how hard it is to rank on page one. We measured every phrase that appeared on two or more of the four lists, every phrase backed by a real kid or teen source, and a second round of plain phrasings for the categories where kids' staple topics live (animals, dinosaurs, famous people, countries, US states, planets, school science, the human body, tech and money, history events). Most phrases on only one list, with no real evidence, were left unmeasured. We do not publish those, because they are our guesses, not data about what people search.

Step 3: group and rank. We grouped the 606 phrases into 378 topics (for example, "what is a black hole" and "black hole facts" are one topic: black holes). For each topic we took the biggest phrase's volume plus a quarter of the others', so overlapping phrasings aren't counted twice. Then we scored each topic by volume, difficulty and a 0 to 3 "kid fit" rating (3 means a child asks it or school assigns it; 0 means it is not for a children's book), using: score = log10(volume + 10) × kid fit × (1 ? difficulty ÷ 200). Finally we enforced balance so the list isn't all animals and space: at least 12 history topics, 10 science topics, 4 each for animals, space, weather, the body, geography and people, and at least 20 topics aimed at 13 to 16 year olds.

What we can't know. Semrush can't tell us who is searching, so "kid fit" and the age group for

each topic are our own judgment. The balance rule for older readers pulled in 17 topics that scored below the natural cut (it displaced topics like volcanoes, tigers and lions), because the strongest measured demand is for 6 to 12 year old topics. Sports, arts and music, and mysteries came from few candidates, so their absence from the top 100 says little. Countries and US states were measured only as "facts" phrases. Very small counts (under about 300 a month) are noisy, and Semrush rounds them.

## What the data says

## 1. People type the plain question, not "for kids"

It is tempting to build for the phrase "ancient egypt for kids" (390 searches a month). The plain topic draws far more. Here are ten matched pairs, with the biggest gaps first:

- Kid-phrased search: states of matter for kids · Searches a month: 210 · Plain search: states of matter · Searches a month: 22,000
- Kid-phrased search: texas facts for kids · Searches a month: 70 · Plain search: texas facts · Searches a month: 2,900
- Kid-phrased search: india facts for kids · Searches a month: 50 · Plain search: india facts · Searches a month: 1,300
- Kid-phrased search: mexico facts for kids · Searches a month: 260 · Plain search: mexico facts · Searches a month: 6,600
- Kid-phrased search: brazil facts for kids · Searches a month: 140 · Plain search: brazil facts · Searches a month: 2,900
- Kid-phrased search: colorado facts for kids · Searches a month: 90 · Plain search: colorado facts · Searches a month: 1,600
- Kid-phrased search: california facts for kids · Searches a month: 110 · Plain search: california facts · Searches a month: 1,900
- Kid-phrased search: wolf facts for kids · Searches a month: 170 · Plain search: wolf facts · Searches a month: 2,900
- Kid-phrased search: egypt facts for kids · Searches a month: 110 · Plain search: egypt facts · Searches a month: 1,600
- Kid-phrased search: japan facts for kids · Searches a month: 320 · Plain search: japan facts · Searches a month: 4,400

Across all 19 pairs the plain version drew a median of about 14 times more searches. Two reasons are likely: kids type what they want to know and not their own age, and parents and teachers search for the topic, not for "kids". One caution: we measured the plain phrasings we expected to be popular, so this shows that the plain phrasing is large for these topics, not that every plain phrasing is.

## 2. The biggest questions are science, and they are mostly about the universe, the planet and life

By volume, black holes, dark matter, the age of the universe, how many planets there are, why Pluto is not a planet, gravity, DNA, evolution and photosynthesis all draw tens of thousands of searches a month. School units show up too: the water cycle (about 113,000), the skeleton (about 61,000), the rock cycle (about 50,000) and food chains (about 65,000) are classic grade 2 to 6 units that also draw big adult and student demand.

## 3. The holidays and history topics are large, and handled with care

"What is Juneteenth" draws about 246,000 searches a month, "what is Ramadan" about 49,500, "what is Diwali" about 33,100 and "what is Cinco de Mayo" about 33,100. These are real, valued topics for school and family. They also touch religion and communities, so we write them with a reader from that community and don't rush them.

## 4. Older kids want the grown-up world explained

For ages 13 to 16 the list leans on artificial intelligence (about 31,000 a month, difficulty 88), chatbots (about 42,000, difficulty 100 because brand names dominate), inflation (about 22,000), credit scores (about 139,000), anxiety and stress (about 40,500), the Cold War (about 22,000) and the Holocaust (about 15,000). Kaspersky's 2026 report found that AI tools were about 13 percent of the top 1,000 Google queries from kids' devices, and Pew found 64 percent of US teens use AI chatbots. Teens are looking for explanations, not just for tools.

## 5. Some topics are trending, not evergreen

Artemis II (about 246,000 a month) is huge right now and very hard to win (difficulty 94). It fell below our cut because it is a news event with a short life. Topics like the water cycle and the skeleton will draw the same searches next year; Artemis II will not.

## 6. Some "big" numbers are not what they look like

The periodic table is about 5 million searches a month, but that is almost certainly adults and students looking for the chart and not a book. "What is ChatGPT" (about 33,100, difficulty 100) is a brand search. We kept the topic of how chatbots work but aimed it at the question "how do chatbots work".

## The top 100 topics

Ranked by score. Searches a month is the topic's volume, rounded to two significant figures (the biggest phrase plus a quarter of the others'). Difficulty is Semrush's 0 to 100 score for the biggest phrase. Ages is where a child most likely meets the topic. Source: Semrush, US database, October 2026.

• #: 1 · Topic: periodic table and elements · Subject: Chemistry · The question to answer: periodic table · Searches a month: 5,000,000 · Difficulty: 33 · Ages: 9-12
• #: 2 · Topic: the water cycle · Subject: Earth and weather · The question to answer: water cycle · Searches a month: 110,000 · Difficulty: 27 · Ages: 6-8
• #: 3 · Topic: bones and the skeleton · Subject: The human body · The question to answer: how many bones are in the human body · Searches a month: 61,000 · Difficulty: 29 · Ages: 6-8
• #: 4 · Topic: black holes · Subject: Space · The question to answer: what is a black hole · Searches a month: 450,000 · Difficulty: 57 · Ages: 9-12
• #: 5 · Topic: Juneteenth · Subject: Holidays and cultures · The question to answer: what is juneteenth · Searches a month: 250,000 · Difficulty: 52 · Ages: 6-8
• #: 6 · Topic: the seven continents · Subject: Geography and places · The question to answer: how many continents are there · Searches a month: 78,000 · Difficulty: 40 · Ages: 6-8
• #: 7 · Topic: learning to code · Subject: Technology and AI · The question to answer: how to learn to code · Searches a month: 170,000 · Difficulty: 51 · Ages: 9-12
• #: 8 · Topic: rocks and the rock cycle · Subject: Earth and weather · The question to answer: rock cycle · Searches a month: 50,000 · Difficulty: 38 · Ages: 6-8
• #: 9 · Topic: the cell · Subject: Life science · The question to answer: what is a cell · Searches a month: 17,000 · Difficulty: 23 · Ages: 9-12
• #: 10 · Topic: how the dinosaurs went extinct · Subject: Dinosaurs · The question to answer: when did dinosaurs go extinct · Searches a month: 17,000 · Difficulty: 24 · Ages: 6-8
• #: 11 · Topic: the solar system · Subject: Space · The question to answer: how many planets are there · Searches a month: 28,000 · Difficulty: 35 · Ages: 6-8
• #: 12 · Topic: chemical reactions · Subject: Chemistry · The question to answer: what is a chemical reaction · Searches a month: 10,000 · Difficulty: 20 · Ages: 9-12
• #: 13 · Topic: the US Constitution and Bill of Rights · Subject: US history and government · The question to answer: what is the bill of rights · Searches a month: 26,000 · Difficulty: 38 · Ages: 9-12
• #: 14 · Topic: cats · Subject: Animals · The question to answer: why do cats purr · Searches a month: 44,000 · Difficulty: 46 · Ages: 6-8
• #: 15 · Topic: teeth · Subject: The human body · The question to answer: why do we have wisdom teeth · Searches a month: 6,600 · Difficulty: 14 · Ages: 6-8
• #: 16 · Topic: Mars · Subject: Space · The question to answer: facts about mars · Searches a month: 19,000 · Difficulty: 34 · Ages: 6-8
• #: 17 · Topic: pandas · Subject: Animals · The question to answer: what do pandas eat · Searches a month: 9,500 · Difficulty: 22 · Ages: 6-8

• #: 18 · Topic: why Pluto is not a planet · Subject: Space · The question to answer: why is pluto not a planet · Searches a month: 16,000 · Difficulty: 32 · Ages: 6-8
• #: 19 · Topic: why bees are important · Subject: Animals · The question to answer: how do bees make honey · Searches a month: 13,000 · Difficulty: 29 · Ages: 6-8
• #: 20 · Topic: Ramadan · Subject: Holidays and cultures · The question to answer: what is ramadan · Searches a month: 50,000 · Difficulty: 50 · Ages: 6-8
• #: 21 · Topic: energy · Subject: Physics and energy · The question to answer: what is energy · Searches a month: 27,000 · Difficulty: 42 · Ages: 6-8
• #: 22 · Topic: sharks · Subject: Oceans · The question to answer: shark facts · Searches a month: 11,000 · Difficulty: 27 · Ages: 6-8
• #: 23 · Topic: planet Earth (size, weight, how it formed) · Subject: Space · The question to answer: earth facts · Searches a month: 11,000 · Difficulty: 27 · Ages: 6-8
• #: 24 · Topic: the deep ocean and the Mariana Trench · Subject: Oceans · The question to answer: how deep is the ocean · Searches a month: 19,000 · Difficulty: 37 · Ages: 6-8
• #: 25 · Topic: butterflies and their life cycle · Subject: Animals · The question to answer: life cycle of a butterfly · Searches a month: 11,000 · Difficulty: 28 · Ages: 6-8
• #: 26 · Topic: the Moon · Subject: Space · The question to answer: how far is the moon · Searches a month: 10,000 · Difficulty: 27 · Ages: 6-8
• #: 27 · Topic: Thomas Edison and the light bulb · Subject: People · The question to answer: who invented the light bulb · Searches a month: 10,000 · Difficulty: 27 · Ages: 9-12
• #: 28 · Topic: ecosystems and habitats · Subject: Life science · The question to answer: what is an ecosystem · Searches a month: 16,000 · Difficulty: 36 · Ages: 6-8
• #: 29 · Topic: climate change and global warming · Subject: Environment · The question to answer: what is climate change · Searches a month: 550,000 · Difficulty: 80 · Ages: 9-12
• #: 30 · Topic: soccer and the World Cup · Subject: Sports · The question to answer: how does the world cup work · Searches a month: 16,000 · Difficulty: 41 · Ages: 9-12
• #: 31 · Topic: whales · Subject: Oceans · The question to answer: how do whales sleep · Searches a month: 6,100 · Difficulty: 24 · Ages: 6-8
• #: 32 · Topic: elephants · Subject: Animals · The question to answer: elephant facts · Searches a month: 3,700 · Difficulty: 14 · Ages: 6-8
• #: 33 · Topic: budgeting · Subject: Money and jobs · The question to answer: what is a budget · Searches a month: 6,600 · Difficulty: 27 · Ages: 9-12
• #: 34 · Topic: hurricanes · Subject: Earth and weather · The question to answer: what is a hurricane · Searches a month: 17,000 · Difficulty: 45 · Ages: 9-12
• #: 35 · Topic: states of matter · Subject: Chemistry · The question to answer: states of matter · Searches a month: 22,000 · Difficulty: 49 · Ages: 6-8

• #: 36 · Topic: layers of the Earth · Subject: Earth and weather · The question to answer: layers of the earth · Searches a month: 23,000 · Difficulty: 50 · Ages: 6-8
• #: 37 · Topic: Albert Einstein · Subject: People · The question to answer: who was albert einstein · Searches a month: 3,600 · Difficulty: 16 · Ages: 9-12
• #: 38 · Topic: evolution and natural selection · Subject: Life science · The question to answer: what is evolution · Searches a month: 210,000 · Difficulty: 77 · Ages: 9-12
• #: 39 · Topic: countries of the world (how many, biggest) · Subject: Geography and places · The question to answer: how many countries are there · Searches a month: 94,000 · Difficulty: 69 · Ages: 6-8
• #: 40 · Topic: how a bill becomes a law · Subject: US history and government · The question to answer: how does a bill become a law · Searches a month: 15,000 · Difficulty: 46 · Ages: 9-12
• #: 41 · Topic: renewable energy and solar power · Subject: Environment · The question to answer: how do solar panels work · Searches a month: 15,000 · Difficulty: 46 · Ages: 9-12
• #: 42 · Topic: the longest rivers · Subject: Geography and places · The question to answer: what is the longest river in the world · Searches a month: 12,000 · Difficulty: 44 · Ages: 6-8
• #: 43 · Topic: food chains and food webs · Subject: Life science · The question to answer: food chain · Searches a month: 65,000 · Difficulty: 68 · Ages: 6-8
• #: 44 · Topic: clouds · Subject: Earth and weather · The question to answer: types of clouds · Searches a month: 44,000 · Difficulty: 64 · Ages: 6-8
• #: 45 · Topic: octopuses · Subject: Oceans · The question to answer: octopus facts · Searches a month: 4,500 · Difficulty: 29 · Ages: 6-8
• #: 46 · Topic: the five senses · Subject: The human body · The question to answer: what are the five senses · Searches a month: 15,000 · Difficulty: 51 · Ages: 6-8
• #: 47 · Topic: Hawaii · Subject: Geography and places · The question to answer: hawaii facts · Searches a month: 3,600 · Difficulty: 25 · Ages: 9-12
• #: 48 · Topic: friction · Subject: Physics and energy · The question to answer: what is friction · Searches a month: 15,000 · Difficulty: 51 · Ages: 6-8
• #: 49 · Topic: magnets · Subject: Physics and energy · The question to answer: how do magnets work · Searches a month: 5,400 · Difficulty: 34 · Ages: 6-8
• #: 50 · Topic: dogs · Subject: Animals · The question to answer: why do dogs wag their tails · Searches a month: 6,600 · Difficulty: 38 · Ages: 6-8
• #: 51 · Topic: horses · Subject: Animals · The question to answer: horse facts · Searches a month: 3,600 · Difficulty: 27 · Ages: 6-8
• #: 52 · Topic: gravity · Subject: Physics and energy · The question to answer: what is gravity · Searches a month: 22,000 · Difficulty: 59 · Ages: 6-8

• #: 53 · Topic: Mexico · Subject: Geography and places · The question to answer: mexico facts · Searches a month: 6,700 · Difficulty: 40 · Ages: 9-12
• #: 54 · Topic: DNA and genetics · Subject: Life science · The question to answer: what is dna · Searches a month: 28,000 · Difficulty: 63 · Ages: 13-16
• #: 55 · Topic: World War I · Subject: World history · The question to answer: what caused world war 1 · Searches a month: 12,000 · Difficulty: 51 · Ages: 13-16
• #: 56 · Topic: penguins · Subject: Animals · The question to answer: penguin facts · Searches a month: 6,900 · Difficulty: 42 · Ages: 6-8
• #: 57 · Topic: the scientific method · Subject: Life science · The question to answer: what is the scientific method · Searches a month: 22,000 · Difficulty: 61 · Ages: 9-12
• #: 58 · Topic: electricity and static · Subject: Physics and energy · The question to answer: what is static electricity · Searches a month: 6,300 · Difficulty: 42 · Ages: 9-12
• #: 59 · Topic: Amelia Earhart · Subject: People · The question to answer: what happened to amelia earhart · Searches a month: 8,700 · Difficulty: 48 · Ages: 9-12
• #: 60 · Topic: photosynthesis · Subject: Life science · The question to answer: what is photosynthesis · Searches a month: 33,000 · Difficulty: 68 · Ages: 9-12
• #: 61 · Topic: the pyramids of Egypt · Subject: Ancient civilizations · The question to answer: who built the pyramids · Searches a month: 18,000 · Difficulty: 60 · Ages: 9-12
• #: 62 · Topic: how robots work · Subject: Engineering · The question to answer: what is a robot · Searches a month: 3,400 · Difficulty: 33 · Ages: 9-12
• #: 63 · Topic: the Loch Ness Monster · Subject: Mysteries · The question to answer: what is the loch ness monster · Searches a month: 4,400 · Difficulty: 39 · Ages: 6-8
• #: 64 · Topic: dinosaurs (how big, which was biggest) · Subject: Dinosaurs · The question to answer: dinosaur facts · Searches a month: 8,100 · Difficulty: 50 · Ages: 6-8
• #: 65 · Topic: Texas · Subject: Geography and places · The question to answer: texas facts · Searches a month: 2,900 · Difficulty: 31 · Ages: 9-12
• #: 66 · Topic: Japan · Subject: Geography and places · The question to answer: japan facts · Searches a month: 4,500 · Difficulty: 40 · Ages: 9-12
• #: 67 · Topic: polar bears · Subject: Animals · The question to answer: polar bear facts · Searches a month: 3,600 · Difficulty: 36 · Ages: 6-8
• #: 68 · Topic: the Cold War · Subject: World history · The question to answer: what was the cold war · Searches a month: 22,000 · Difficulty: 66 · Ages: 13-16
• #: 69 · Topic: atoms · Subject: Chemistry · The question to answer: what is an atom · Searches a month: 24,000 · Difficulty: 68 · Ages: 9-12
• #: 70 · Topic: how airplanes fly · Subject: Engineering · The question to answer: how do airplanes fly · Searches a month: 2,900 · Difficulty: 34 · Ages: 6-8
• #: 71 · Topic: Saturn · Subject: Space · The question to answer: saturn facts · Searches a month: 8,100 · Difficulty: 53 · Ages: 6-8

• #: 72 · Topic: stars: how they are born and die · Subject: Space · The question to answer: what is a star · Searches a month: 13,000 · Difficulty: 60 · Ages: 9-12
• #: 73 · Topic: why the sky is blue · Subject: Earth and weather · The question to answer: why is the sky blue · Searches a month: 50,000 · Difficulty: 78 · Ages: 6-8
• #: 74 · Topic: the US states and capitals · Subject: Geography and places · The question to answer: what is the capital of the united states · Searches a month: 18,000 · Difficulty: 66 · Ages: 6-8
• #: 75 · Topic: the three branches of government · Subject: US history and government · The question to answer: what are the three branches of government · Searches a month: 24,000 · Difficulty: 71 · Ages: 6-8
• #: 76 · Topic: the American Revolution · Subject: US history and government · The question to answer: what was the boston tea party · Searches a month: 8,300 · Difficulty: 56 · Ages: 9-12
• #: 77 · Topic: World War II · Subject: World history · The question to answer: what caused world war 2 · Searches a month: 12,000 · Difficulty: 62 · Ages: 13-16
• #: 78 · Topic: earthquakes and plate tectonics · Subject: Earth and weather · The question to answer: what causes earthquakes · Searches a month: 19,000 · Difficulty: 69 · Ages: 9-12
• #: 79 · Topic: recycling · Subject: Environment · The question to answer: what is recycling · Searches a month: 3,600 · Difficulty: 43 · Ages: 9-12
• #: 80 · Topic: the Declaration of Independence · Subject: US history and government · The question to answer: what is the declaration of independence · Searches a month: 12,000 · Difficulty: 64 · Ages: 9-12
• #: 81 · Topic: the Space Race · Subject: World history · The question to answer: what was the space race · Searches a month: 3,600 · Difficulty: 47 · Ages: 9-12
• #: 82 · Topic: Cleopatra · Subject: People · The question to answer: who was cleopatra · Searches a month: 12,000 · Difficulty: 68 · Ages: 9-12
• #: 83 · Topic: money and banks · Subject: Money and jobs · The question to answer: what is money · Searches a month: 5,500 · Difficulty: 59 · Ages: 9-12
• #: 84 · Topic: the heart and blood · Subject: The human body · The question to answer: what is the circulatory system · Searches a month: 5,600 · Difficulty: 60 · Ages: 9-12
• #: 85 · Topic: nuclear energy · Subject: Physics and energy · The question to answer: what is nuclear energy · Searches a month: 300,000 · Difficulty: 58 · Ages: 13-16
• #: 86 · Topic: what artificial intelligence is · Subject: Technology and AI · The question to answer: what is artificial intelligence · Searches a month: 31,000 · Difficulty: 88 · Ages: 13-16
• #: 87 · Topic: the Big Bang and age of the universe · Subject: Space · The question to answer: how old is the universe · Searches a month: 62,000 · Difficulty: 52 · Ages: 13-16

- #: 88 · Topic: dark matter · Subject: Space · The question to answer: what is dark matter · Searches a month: 74,000 · Difficulty: 55 · Ages: 13-16
- #: 89 · Topic: how chatbots work (ChatGPT, Claude, Gemini) · Subject: Technology and AI · The question to answer: how do chatbots work · Searches a month: 42,000 · Difficulty: 100 · Ages: 13-16
- #: 90 · Topic: the Titanic · Subject: Oceans · The question to answer: how did the titanic sink · Searches a month: 23,000 · Difficulty: 42 · Ages: 13-16
- #: 91 · Topic: inflation · Subject: Money and jobs · The question to answer: what is inflation · Searches a month: 22,000 · Difficulty: 53 · Ages: 13-16
- #: 92 · Topic: credit scores and credit cards · Subject: Money and jobs · The question to answer: what is a credit score · Searches a month: 140,000 · Difficulty: 81 · Ages: 13-16
- #: 93 · Topic: the Holocaust · Subject: World history · The question to answer: what was the holocaust · Searches a month: 15,000 · Difficulty: 55 · Ages: 13-16
- #: 94 · Topic: how vaccines work · Subject: Health · The question to answer: how do vaccines work · Searches a month: 15,000 · Difficulty: 56 · Ages: 13-16
- #: 95 · Topic: the Industrial Revolution · Subject: World history · The question to answer: what was the industrial revolution · Searches a month: 27,000 · Difficulty: 66 · Ages: 13-16
- #: 96 · Topic: batteries · Subject: Chemistry · The question to answer: how do batteries work · Searches a month: 3,600 · Difficulty: 38 · Ages: 13-16
- #: 97 · Topic: anxiety and stress · Subject: Health · The question to answer: what is anxiety · Searches a month: 41,000 · Difficulty: 84 · Ages: 13-16
- #: 98 · Topic: the Great Barrier Reef and coral reefs · Subject: Oceans · The question to answer: what is the great barrier reef · Searches a month: 4,400 · Difficulty: 54 · Ages: 13-16
- #: 99 · Topic: cybersecurity and VPNs · Subject: Technology and AI · The question to answer: what is a vpn · Searches a month: 18,000 · Difficulty: 76 · Ages: 13-16
- #: 100 · Topic: wildfires · Subject: Earth and weather · The question to answer: what causes wildfires · Searches a month: 1,900 · Difficulty: 40 · Ages: 13-16

Topics ranked 85 to 100 are mostly the older-reader picks the balance rule pulled in, so their scores are lower than the topics around them.

## Every phrase we measured

605 of the 606 phrases, grouped by subject and sorted by how many people searched them a month in the US (Semrush, October 2026). We show a band for each, not an exact number, because exact counts at the small end are noisy. We left out one phrase about screen habits, because we don't take a position on that topic here.

## Space (60)

over 100,000 a month: what is a black hole; artemis 2.

10,000 to 99,999 a month: what is dark matter; how old is the universe; how many planets are there; why is pluto not a planet; facts about mars; what is a star.

1,000 to 9,999 a month: how big is the sun; mars facts; what is the milky way; what is a comet; how far is the moon; what is a solar eclipse; jupiter facts; saturn facts; earth facts; neptune facts; is there life on mars; venus facts; uranus facts; what is the big bang; how much does the earth weigh; moon facts; sun facts; mercury facts; what is an asteroid; how big is jupiter; what is nasa; pluto facts; why is mars red; why is venus hotter than mercury; could we live on mars; solar system facts; what is the international space station; why can i see the moon during the day; how are stars born; what happened before the big bang; is there ice on the moon; what would happen if the sun disappeared; milky way facts; how do astronauts live in space; how do rockets work; what is the universe expanding into; why is there no sound in space; how do stars die.

100 to 999 a month: why does the moon change shape; what are solar storms; are multiverses real; is the universe a simulation; how does the international space station stay in orbit.

under 100 a month: can you make a black hole; artemis 2 mission facts; why does the moon move away from earth; how does the james webb space telescope work; will we discover aliens; will humans go to the moon again; why cant we feel the earth moving; why cant airplanes fly to space; why do the stars come out at night.

## Earth and weather (37)

over 100,000 a month: water cycle.

10,000 to 99,999 a month: why is the sky blue; rock cycle; types of clouds; what is a blizzard; layers of the earth; what causes earthquakes; what is erosion; what is a tsunami; what is the greenhouse effect; what is a hurricane; how do tornadoes form; what is the water cycle; what are fossil fuels.

1,000 to 9,999 a month: how do hurricanes form; how do clouds form; what causes tsunamis; how are mountains formed; what are the layers of the earth; what causes global warming; how was the earth formed; how are clouds formed; how do volcanoes erupt; what is plate tectonics; how are rocks formed; what causes wildfires; how are clouds made; what is a rainbow; what causes thunder and lightning; how is snow made; what are the three types of rocks.

100 to 999 a month: where do clouds come from; how do hurricanes get names; can you survive a tornado; how hot does it get in the desert; how does the wind move.

under 100 a month: can you dig through the earth.

## Animals (82)

10,000 to 99,999 a month: why do cats purr; how do bees make honey; cat facts.

1,000 to 9,999 a month: shark facts; what do pandas eat; what is a food chain; penguin facts; why do dogs wag their tails; axolotl facts; what is a habitat; lion facts; tiger facts; panda facts; why do woodpeckers peck wood; dog facts; dolphin facts; octopus facts; butterfly facts; capybara facts; platypus facts; jellyfish facts; elephant facts; polar bear facts; horse facts; koala facts; cheetah facts; orca facts; how do fish breathe underwater; giraffe facts; snake facts; frog facts; wolf facts; fox facts; monkey facts; turtle facts; bat facts; hummingbird facts; sloth facts; rabbit facts; seahorse facts; how do chameleons change color; whale facts; bee facts; owl facts; bear facts; flamingo facts; zebra facts; deer facts; how do birds fly; why do worms come out when it rains; cow facts; alligator facts; spider facts; eagle facts; gorilla facts; kangaroo facts; ant facts; hippo facts; squirrel facts; crocodile facts; camel facts; rhino facts.

100 to 999 a month: pig facts; lion facts for kids; penguin facts for kids; cheetah facts for kids; manta ray facts; elephant facts for kids; how do penguins stay warm; octopus facts for kids; mosquito facts; why do dogs pee on fire hydrants; how many types of insects are there; animal adaptations for kids; gorilla facts for kids; wolf facts for kids; how do bats see in the dark.

under 100 a month: endangered animals for kids; how do ants work together; how do polar animals survive the cold; how do butterflies grow; are animals smart.

## Dinosaurs (16)

10,000 to 99,999 a month: when did dinosaurs go extinct.

1,000 to 9,999 a month: what is a fossil; dinosaur facts; what was the biggest dinosaur; how did dinosaurs go extinct; t rex facts; stegosaurus facts; triceratops facts; why did the dinosaurs go extinct; velociraptor facts; spinosaurus facts.

100 to 999 a month: brachiosaurus facts; how big was the biggest dinosaur; pterodactyl facts; why did t rex have short arms.

under 100 a month: can dinosaurs still exist.

## Oceans (11)

10,000 to 99,999 a month: how did the titanic sink; how deep is the ocean.

1,000 to 9,999 a month: why is the ocean salty; how do whales sleep; what causes tides; what is the great barrier reef; great white shark facts; where do seashells come from; what is the mariana trench.

100 to 999 a month: how do whales breathe; how do sharks hunt.

## The human body (33)

10,000 to 99,999 a month: how many bones are in the human body; what is cancer; why do we dream; what are carbohydrates; what are the five senses; what is a virus.

1,000 to 9,999 a month: why do we hiccup; why do we have wisdom teeth; what is the circulatory system; what is the immune system; what is blood made of; how does the digestive system work; how does the immune system work; why do i talk in my sleep; how does the heart work; why do people dream; how does the brain work; why do we have fingerprints; how do eyes work.

100 to 999 a month: how do muscles work; how do lungs work; how do we hear; do people dream in color; how does the skeleton work; how does digestion work; how does the brain learn; how does poop work.

under 100 a month: why do baby teeth fall out; how does the brain think; what is a hole in the heart; why do we have so many bones; how do biceps work; why do we need to brush our teeth.

## Health (19)

10,000 to 99,999 a month: what is love; what is anxiety; how much water should i drink; what is mental health; how do vaccines work.

1,000 to 9,999 a month: what is bullying; what is puberty; what is a healthy diet; what are emotions; why do we sleep; why do we need sleep; what are germs.

100 to 999 a month: why do we get sick; how do algorithms work; why is exercise good for you.

under 100 a month: does sitting close to the tv hurt your eyes; how to deal with stress for kids; why are bullies mean; why do i feel anxious without my phone.

## Life science (19)

over 100,000 a month: what is evolution.

10,000 to 99,999 a month: what is photosynthesis; what is dna; what is natural selection; what is biodiversity; what is the scientific method; what is mitosis; what is an ecosystem; what is a cell.

1,000 to 9,999 a month: what is genetics; how do plants grow.

100 to 999 a month: how do seeds grow; what was the first plant on earth.

under 100 a month: is evolution still happening; why cant humans regrow limbs; how do scientists know so much; why do trees need sunlight; do any plants eat animals; what is

evolution for kids.

## Chemistry (19)

over 100,000 a month: periodic table.

10,000 to 99,999 a month: what is an atom; what is a molecule.

1,000 to 9,999 a month: what is a chemical reaction; what is the periodic table; what are atoms made of; why does ice float; what is rust; how do batteries work; what are the elements; why is water wet; how does soap work; how do fireworks work; how do crystals form.

100 to 999 a month: how is paint made; states of matter for kids; why does iron rust; periodic table of elements for kids.

under 100 a month: why is radium dangerous.

## Physics and energy (13)

over 100,000 a month: what is nuclear energy.

10,000 to 99,999 a month: what is energy; what is gravity; what is the speed of light; what is quantum physics; what is friction.

1,000 to 9,999 a month: what is light; what is sound; how do magnets work; what is static electricity; how does electricity work.

100 to 999 a month: do numbers ever end.

under 100 a month: how do atoms form.

## Technology and AI (28)

over 100,000 a month: how to learn to code.

10,000 to 99,999 a month: what is chatgpt; what is artificial intelligence; what is machine learning; what is claude ai; how does ai work; what is a vpn; what is coding; what is cybersecurity.

1,000 to 9,999 a month: what is 3d printing; how does chatgpt work; how does the internet work; how does wifi work; what is deepseek; what is character ai; what is a robot; what is a large language model; is ai dangerous; what is deepfake; what is gemini ai; what is python programming; how do computers work.

100 to 999 a month: how to tell if a picture is ai; how do chatbots work; what is scratch coding; what is bluetooth and how does it work; will ai take jobs; can ai think.

## Technology, money and engineering (4)

1,000 to 9,999 a month: how do credit cards work; what is a cryptocurrency; what is a nuclear reactor; how does a computer work.

## Engineering (15)

1,000 to 9,999 a month: how does gps work; how do airplanes fly; how do roller coasters work; how do robots work; how do touch screens work; how does a rocket work; how do electric cars work.

100 to 999 a month: how are skyscrapers built; how do submarines work; how does a hot air balloon work; how does a lightbulb work.

under 100 a month: what makes bridges strong; how do bridges stay up; how do video games get made; what makes roller coasters go so fast.

## Money and jobs (13)

over 100,000 a month: what is a credit score.

10,000 to 99,999 a month: what is bitcoin; what is inflation.

1,000 to 9,999 a month: what are taxes; what is a budget; what is money; what is the stock market; what is a credit card; what is supply and demand.

100 to 999 a month: how do banks work; how to start a business as a kid; how to become an inventor.

under 100 a month: how do taxes work for kids.

## Environment (11)

over 100,000 a month: what is climate change.

10,000 to 99,999 a month: what is deforestation; what is sustainability; how do solar panels work.

1,000 to 9,999 a month: what is renewable energy; what is pollution; what is recycling; why are bees important.

100 to 999 a month: climate change for kids.

under 100 a month: what is plastic pollution in the ocean; is earth getting too hot.

## US history and government (33)

10,000 to 99,999 a month: what was the industrial revolution; what is the bill of rights; what are the three branches of government; what is a tariff; how does a bill become a law; what is the constitution; what was the great depression; what is the declaration of independence.

1,000 to 9,999 a month: what was the boston tea party; what was the trail of tears; what is the national debt; what was the underground railroad; what was the louisiana purchase; what was reconstruction; what was the civil rights movement; what is the supreme court; what is the electoral college; how does the electoral college work; what was 9/11; what does the president do; what happened at pearl harbor; what was the gold rush.

100 to 999 a month: american revolution for kids; native americans for kids; westward expansion for kids; how do elections work; what is thanksgiving history.

under 100 a month: what was slavery in america; civil war for kids; civil rights movement for kids; great depression for kids; what was the end of the revolutionary war; what is the supreme court for kids.

## World history (25)

10,000 to 99,999 a month: what is communism; who invented school; what was the cold war; what was the holocaust; what was the renaissance; what caused world war 1; what caused world war 2; what were the crusades.

1,000 to 9,999 a month: what is the silk road; what was the black death; what was the french revolution; what was the silk road; who were the vikings; who was napoleon; what was the space race; what is a war crime; who invented the alphabet; what was apartheid.

100 to 999 a month: what was life like in the middle ages; world war 2 for kids; who was the first pirate; world war 1 for kids.

under 100 a month: renaissance for kids; industrial revolution for kids; french revolution for kids.

## History (7)

10,000 to 99,999 a month: who built the pyramids.

1,000 to 9,999 a month: what was the dust bowl; what was the emancipation proclamation; what was pearl harbor.

100 to 999 a month: what was the roman empire; what was the middle ages; what was the great wall of china.

## Ancient civilizations (11)

10,000 to 99,999 a month: how were the pyramids built.

1,000 to 9,999 a month: who was king tut; what is a mummy; what happened to pompeii.

100 to 999 a month: ancient greece for kids; ancient egypt for kids; ancient rome for kids.

under 100 a month: maya civilization for kids; ancient china for kids; what were the olympics in ancient greece; mesopotamia for kids.

## People (44)

10,000 to 99,999 a month: who was cleopatra; who is mrbeast.

1,000 to 9,999 a month: who invented the light bulb; who was alexander the great; who was frederick douglass; who was julius caesar; who was martin luther king jr; who was charles darwin; who is elon musk; who was thomas jefferson; who was joan of arc; who was harriet tubman; who was leonardo da vinci; who was benjamin franklin; who was anne frank; who was albert einstein; who was rosa parks; who was george washington; who was nikola tesla; who was abraham lincoln; who was nelson mandela; who was helen keller; who is malala; who was susan b anthony; who was marie curie; who was isaac newton; who was amelia earhart; who was jackie robinson; who was frida kahlo; who was jane goodall; who was thomas edison; who was shakespeare; who was katherine johnson; who was stephen hawking; who was galileo; how do youtubers make money; who was steve jobs.

100 to 999 a month: who was mozart; who was ada lovelace; who was ruth bader ginsburg; who was neil armstrong; who was malala yousafzai; how does mrbeast make money.

under 100 a month: who was barack obama.

## Geography and places (51)

10,000 to 99,999 a month: how many countries are there; how many continents are there; what is nato; states of matter; what are the seven continents; what is the capital of the united states; what is the biggest country in the world; what is the longest river in the world; how many states are there.

1,000 to 9,999 a month: why did russia invade ukraine; mexico facts; what is the european union; history of iran; japan facts; hawaii facts; what is the tallest mountain; brazil facts; texas facts; china facts; canada facts; italy facts; france facts; australia facts; california facts; florida facts; new york facts; egypt facts; alaska facts; colorado facts; what is iran; india facts.

100 to 999 a month: what is the sahara desert; what is the amazon rainforest; antarctica facts for kids; why do we have time zones; japan facts for kids; australia facts for kids; mexico facts for kids; china facts for kids; canada facts for kids; brazil facts for kids; california facts for kids; egypt facts for kids.

under 100 a month: africa facts for kids; colorado facts for kids; texas facts for kids; south america facts for kids; india facts for kids; europe facts for kids; why is there conflict in the middle east; asia facts for kids.

## Holidays and cultures (16)

over 100,000 a month: what is juneteenth.

10,000 to 99,999 a month: what is ramadan; what is diwali; what is cinco de mayo; what is democracy; what is kwanzaa; what is hanukkah.

1,000 to 9,999 a month: why do we celebrate thanksgiving; what is the united nations; what is lunar new year; what is brainrot; what is dia de los muertos; why is there a leap year; what is 6-7 meme.

100 to 999 a month: where did skibidi toilet come from.

under 100 a month: why do memes go viral.

## Sports (13)

10,000 to 99,999 a month: how does the world cup work.

1,000 to 9,999 a month: rules of soccer; history of baseball; who is lebron james; who is lionel messi.

100 to 999 a month: what is the premier league; how does formula 1 work; why do athletes wear eye black; how does the nba work.

under 100 a month: how does the nhl work; why are some people faster than others; how do olympics work; how do f1 cars go so fast.

## Mysteries (12)

10,000 to 99,999 a month: are ghosts real; why do we yawn; what is area 51.

1,000 to 9,999 a month: what is the bermuda triangle; what happened to the lost colony of roanoke; what happened to amelia earhart; what is the loch ness monster; who built stonehenge; how did the dinosaurs go extinct; what happened to the titanic.

100 to 999 a month: how did the library of alexandria burn; what was pompeii.

## Arts and music (8)

1,000 to 9,999 a month: what is jazz; what is a symphony; what is phonk music.

100 to 999 a month: how do headphones work; who was van gogh; how is music made.

under 100 a month: how do instruments make sound; history of k-pop.

## Science (5)

10,000 to 99,999 a month: food chain.

1,000 to 9,999 a month: life cycle of a butterfly; parts of a cell; what is a food web.

100 to 999 a month: how do plants make food.

## What we are doing with this

We are writing nonfiction for these topics, and each topic will be written at three levels from the same sourced facts: a basic version for ages 6 to 8, a middle version for 9 to 12 and a more detailed version for 13 to 16. The first books on topics from this list are already in the

library: how the first picture of a black hole was made, the water cycle for young readers and why the Sun is a star. Each one lists its sources, and where sources disagree we say so on the page. You can browse the rest of the Peabody library or start from the front page.

If you work on children's science or social studies, we would like to hear where this list is wrong. A topic missing from it is a gap in our data, not a verdict on the topic.

Peabody is free through the end of 2026.

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Free at peabody.kids/blog/what-do-kids-search-for