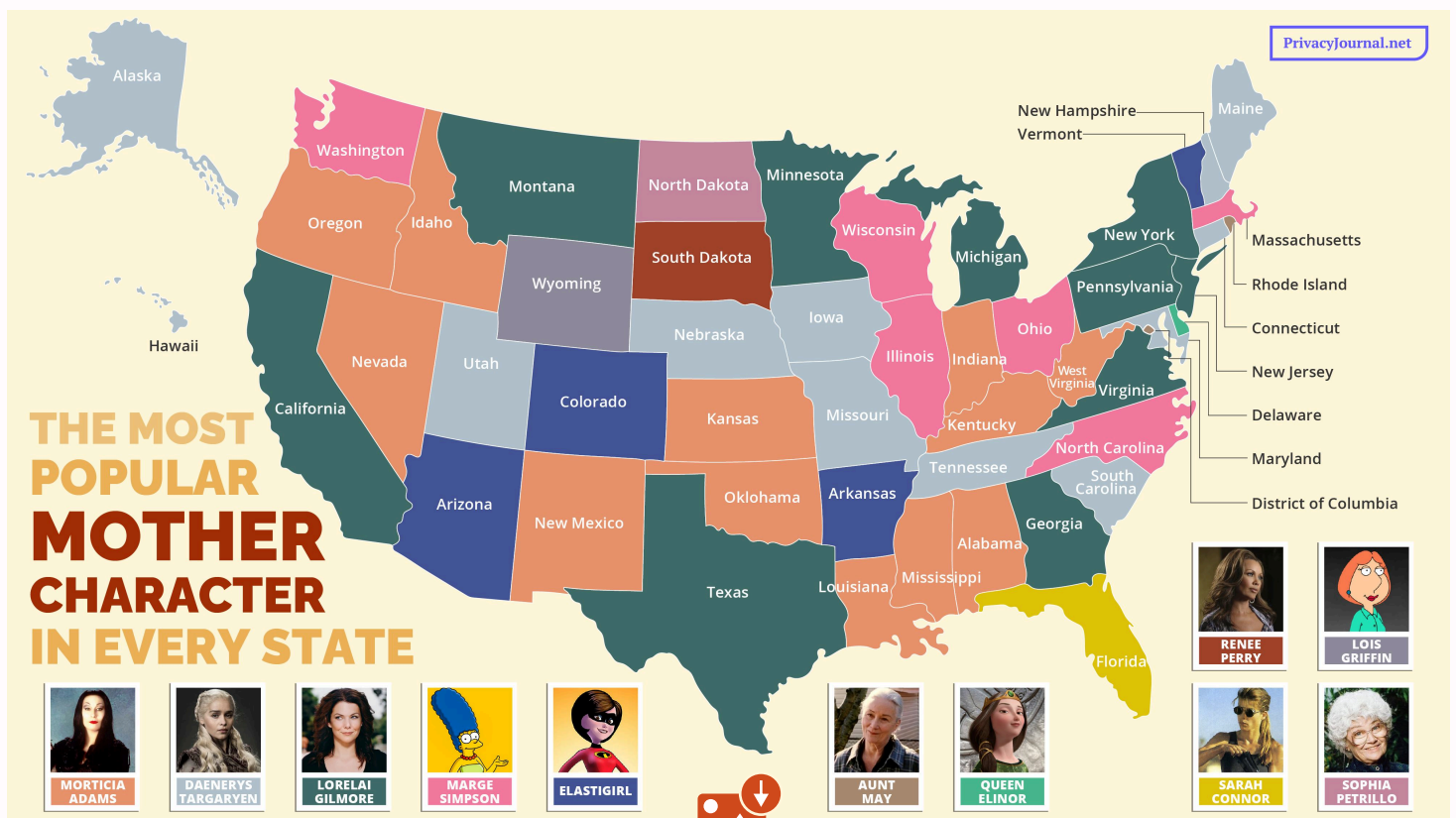# The Most Popular On-Screen Mother in Every U.S. State

From stern but loving matriarchs to dragon-riding queens, fictional film and TV mothers have shaped our understanding of family dynamics. They've also left an indelible mark on pop culture, but which on-screen moms resonate most with Americans today? A new study reveals the most searched fictional mothers across all 50 states, with some surprising results.

Using Google Trends data analyzing search patterns over the past year, PrivacyJournal mapped out which fictional moms seem to captivate audiences most in each state. Scroll on to find out what we discovered about the most searched movie and TV moms by state.

Results: Fictional Moms Ranked

Mother Character	Number of States
Morticia Addams	12
Daenerys Targaryen	12
Lorelai Gilmore	10
Marge Simpson	6
Elastigirl	4
Aunt May	2
Queen Elinor	1
Sarah Connor	1
Sophia Petrillo	1
Renee Perry	1
Lois Griffin	1

State-by-State Breakdown

State	Mother Character	Show/Movie
Alabama	Morticia Addams	The Addams Family
Alaska	Daenerys Targaryen	Game of Thrones
Arizona	Elastigirl	The Incredibles
Arkansas	Elastigirl	The Incredibles
California	Lorelai Gilmore	Gilmore Girls
Colorado	Elastigirl	The Incredibles
Connecticut	Daenerys Targaryen	Game of Thrones
Delaware	Queen Elinor	Brave
Florida	Sarah Connor	Terminator
Georgia	Lorelai Gilmore	Gilmore Girls
Hawaii	Daenerys Targaryen	Game of Thrones
Idaho	Morticia Addams	The Addams Family
Illinois	Marge Simpson	The Simpsons
Indiana	Morticia Addams	The Addams Family
Iowa	Daenerys Targaryen	Game of Thrones
Kansas	Morticia Addams	The Addams Family
Kentucky	Morticia Addams	The Addams Family
Louisiana	Morticia Addams	The Addams Family
Maine	Daenerys Targaryen	Game of Thrones
Maryland	Daenerys Targaryen	Game of Thrones

Massachusetts	Marge Simpson	The Simpsons
Michigan	Lorelai Gilmore	Gilmore Girls
Minnesota	Lorelai Gilmore	Gilmore Girls
Mississippi	Morticia Addams	The Addams Family
Missouri	Daenerys Targaryen	Game of Thrones
Montana	Lorelai Gilmore	Gilmore Girls
Nebraska	Daenerys Targaryen	Game of Thrones
Nevada	Morticia Addams	The Addams Family
New Hampshire	Daenerys Targaryen	Game of Thrones
New Jersey	Lorelai Gilmore	Gilmore Girls
New Mexico	Morticia Addams	The Addams Family
New York	Lorelai Gilmore	Gilmore Girls
North Carolina	Marge Simpson	The Simpsons
North Dakota	Sophia Petrillo	Golden Girls
Ohio	Marge Simpson	The Simpsons
Oklahoma	Morticia Addams	The Addams Family
Oregon	Morticia Addams	The Addams Family
Pennsylvania	Lorelai Gilmore	Gilmore Girls
Rhode Island	Aunt May	Spider-Man
South Carolina	Daenerys Targaryen	Game of Thrones
South Dakota	Renee Perry	Desperate Housewives
Tennessee	Daenerys Targaryen	Game of Thrones
Texas	Lorelai Gilmore	Gilmore Girls
Utah	Daenerys Targaryen	Game of Thrones
Vermont	Elastigirl	The Incredibles
Virginia	Lorelai Gilmore	Gilmore Girls
Washington	Marge Simpson	The Simpsons
West Virginia	Morticia Addams	The Addams Family
Wisconsin	Marge Simpson	The Simpsons
Wyoming	Lois Griffin	Family Guy
District of Columbia	Aunt May	Spider-Man

Morticia Addams: America's Gothic Mom Obsession

In joint first place and taking 12 states is the macabre but elegant Morticia Addams from 'The Addams Family.' The deadpan matriarch of television and film's most famous spooky family captured the highest search interest in Alabama, Idaho, Indiana, Kansas, Kentucky, Louisiana, Mississippi, Nevada, New Mexico, Oklahoma, Oregon and West Virginia.

Morticia's appeal appears particularly strong in the South and Western States. Her role brings uncompromising devotion to her unique family values while maintaining her distinctive gothic glamour.

Originally portrayed by Carolyn Jones in the 1960s television series and later by Anjelica Huston in the film adaptations, Morticia's cultural staying power continues with the Wednesday Netflix streaming series, played by Catherine Zeta-Jones.

Her sophisticated yet otherworldly approach to motherhood continues to charm audiences decades after her creation. Morticia's brand of mothering is one of warmth, acceptance and pride in her childrens' uniqueness, yet she won't hesitate to set clear boundaries.

Daenerys Targaryen: Mother of Dragons, Queen of Search Results

Tied with Morticia Addams at 12 states, 'Game of Thrones' character Daenerys Targaryen has conquered search results in Alaska, Connecticut, Hawaii, Iowa, Maine, Maryland, Missouri, Nebraska, New Hampshire, South Carolina, Tennessee and Utah.

Portrayed by Emilia Clarke in HBO's hit series, Daenerys represented a complex vision of maternal strength and protection, willing to go to extreme lengths to defend those under her care.

Despite her complicated journey to motherhood in the show (becoming the "Mother of Dragons" rather than human children), Daenerys represents a powerful maternal archetype. Her mothering style combines nurturing with discipline, demanding loyalty while offering guidance.

The character's popularity spans diverse regions from New England to the Pacific, suggesting her appeal transcends geographical boundaries.

Lorelai Gilmore: Fast-Talking Favorite

The quick-witted single mother from 'Gilmore Girls' claims third place with search dominance in 10 states: California, Georgia, Michigan, Minnesota, Montana, New Jersey, New York, Pennsylvania, Texas and Virginia. Lorelai Gilmore, portrayed by Lauren Graham, redefined TV motherhood with her unconventional approach to raising daughter Rory, whom she had as a teenager.

Lorelai's popularity appears mostly concentrated in states with major metropolitan areas and college towns. The mother-daughter relationship central to "Gilmore Girls" seems to touch audiences across America, particularly in coastal and Great Lakes regions.

Lorelai's style of parenting is characterized by witty banter, pop culture references and open communication with daughter Rory. Despite their close relationship, she maintains parental authority when necessary and encourages education and independence.

Her appeal may stem from representing a more modern, friendship-based approach to motherhood while maintaining strong protective instincts.

Marge Simpson: Blue-Haired Beloved

Marge Simpson, the iconic blue-haired mother from 'The Simpsons,' claims top search honors in six states: Illinois, Massachusetts, North Carolina, Ohio, Washington and Wisconsin. 'The Simpsons' is one of the most long-running and popular TV shows, and Marge has become a cultural touchstone for American family dynamics.

Voiced by Julie Kavner since the show's inception in 1989, Marge represents patient, long-suffering motherhood with occasional moments of rebellion against her domestic constraints.

The states where Marge dominates include several with impressive manufacturing histories — like Ohio and Washington — as well as traditions of strong family values and community spirit. Marge's practical approach to managing family chaos while maintaining her moral compass seems to resonate particularly with residents of these regions.

Despite often feeling underappreciated, Marge manages to maintain — at least most of the time — her patience, kindness and an endearing knack for appreciating even the littlest things. She is also fiercely protective of those she loves when the occasion calls for it.

Elastigirl: Stretching Into the Top Five

Helen Parr, better known as Elastigirl from 'The Incredibles,' claims the top search spot in four states: Arizona, Arkansas, Colorado and Vermont. Her character's balance of extraordinary abilities with ordinary parental concerns evidently strikes a chord.

The superhero mom voiced by Holly Hunter in the Pixar films represents the ultimate multitasker, literally able to stretch herself to meet her family's needs while fighting crime.

Deeply caring, flexible (both literally and in personality) and with an air of natural authority, Helen is a mother who adores her family while placing strong emphasis on responsibility.

As a mother who refused to abandon her own identity while raising children, Elastigirl represents an empowering vision of motherhood that maintains personal strength and purpose.

Rounding Out the Rankings: Unexpected Favorites

While the top five fictional on-screen mothers dominate most of the country, several unique preferences emerged in individual states. Rhode Island and the District of Columbia share an affinity for Aunt May from 'Spider-Man,' despite her position as a guardian rather than biological mother. The character's various portrayals by actresses including Rosemary Harris, Sally Field and Marisa Tomei have kept her relevant across generations of 'Spider-Man' fans.

Other notable single-state mothers include Queen Elinor from Pixar's 'Brave' (Delaware), action hero Sarah Connor from the 'Terminator' franchise (Florida), Sophia Petrillo from 'Golden Girls' (North Dakota), Renee Perry from 'Desperate Housewives' (South Dakota) and Lois Griffin from 'Family Guy' (Wyoming).

Methodology and Sources

PrivacyJournal compiled a comprehensive list of iconic mother characters from popular entertainment spanning various decades and genres. We then examined Google Trends data for search interest in famous fictional mother characters from television and film over the past 12 months.

Search volume data was analyzed on a state-by-state basis to determine which mother character generated the highest relative search interest in each location. The study specifically focused on search patterns related to the character names in conjunction with terms like "mom," "mother" or their respective show or film titles to ensure relevance.

CEO Commentary

"Our research suggests that Americans gravitate toward unconventional maternal figures who balance strength and independence with a great deal of love," commented Mauricio Preuss, PrivacyJournal CEO, "but we should keep in mind that high search volume doesn't always necessarily correlate with popularity. People could be searching for a character for any number of reasons, including recent show or movie releases or simply to find out who the character is."

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