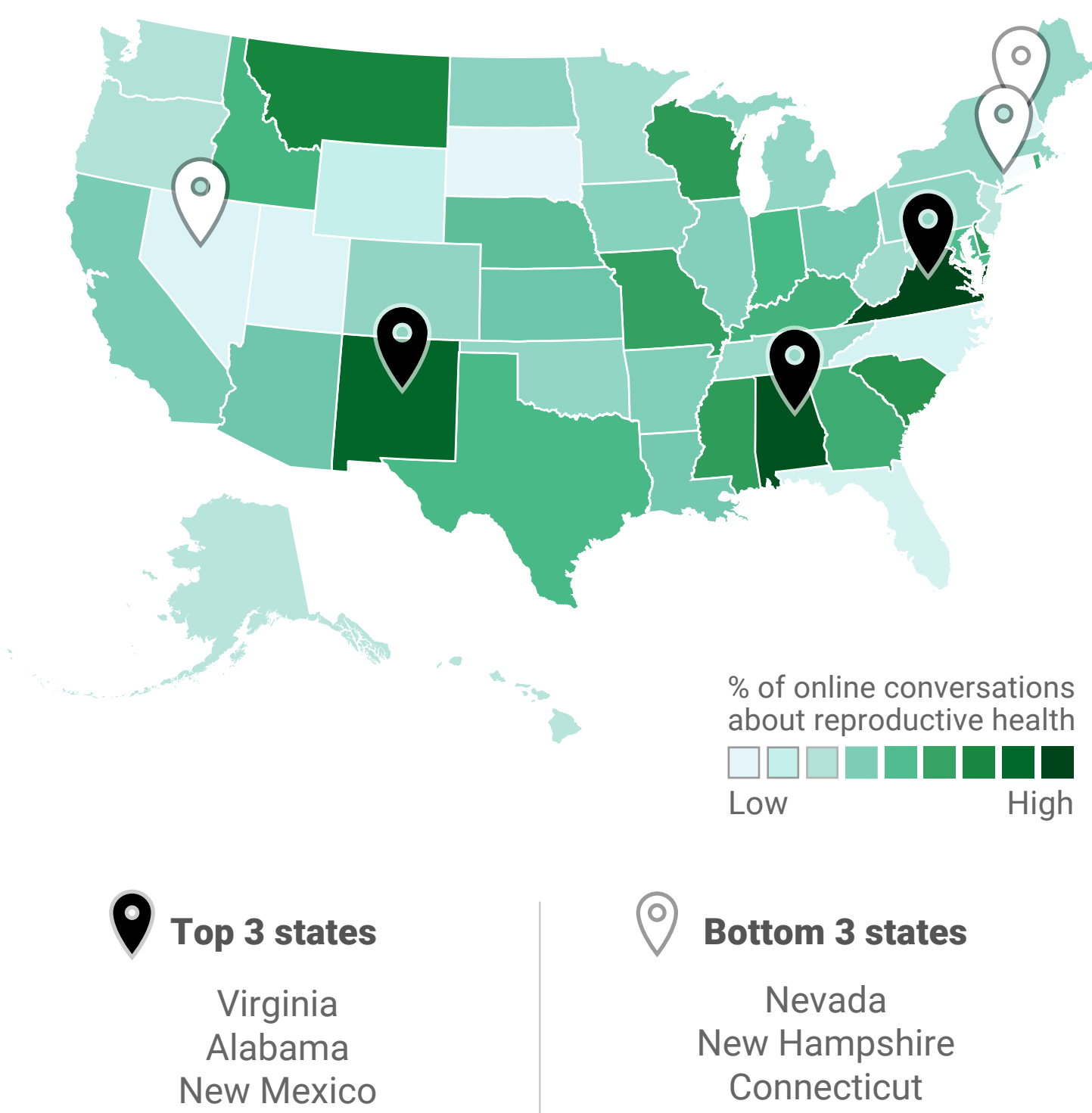




# Who's Talking About Reproductive Health?

Though temperatures are sinking across the United States, the race for the 2016 presidential election is already piping hot. Since **Planned Parenthood** and **abortion rights** are among the hottest campaign topics, we decided to find out which states are having the most online conversations about reproductive health. Check out the map and graphs below!

## Reproductive health discussions breakdown by state\*



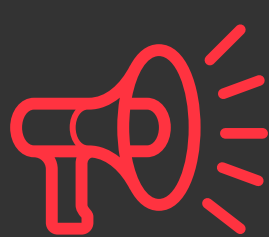
\* The time period studied was January 2013 to October 2015

## Breakdown by political affiliation

Republicans are

# 15%

more likely to talk about reproductive health around the web than democrats



## REPUBLICAN WOMEN

## TALK MORE about reproductive issues than DEMOCRAT WOMEN

Breakdown of conversations, female to male:

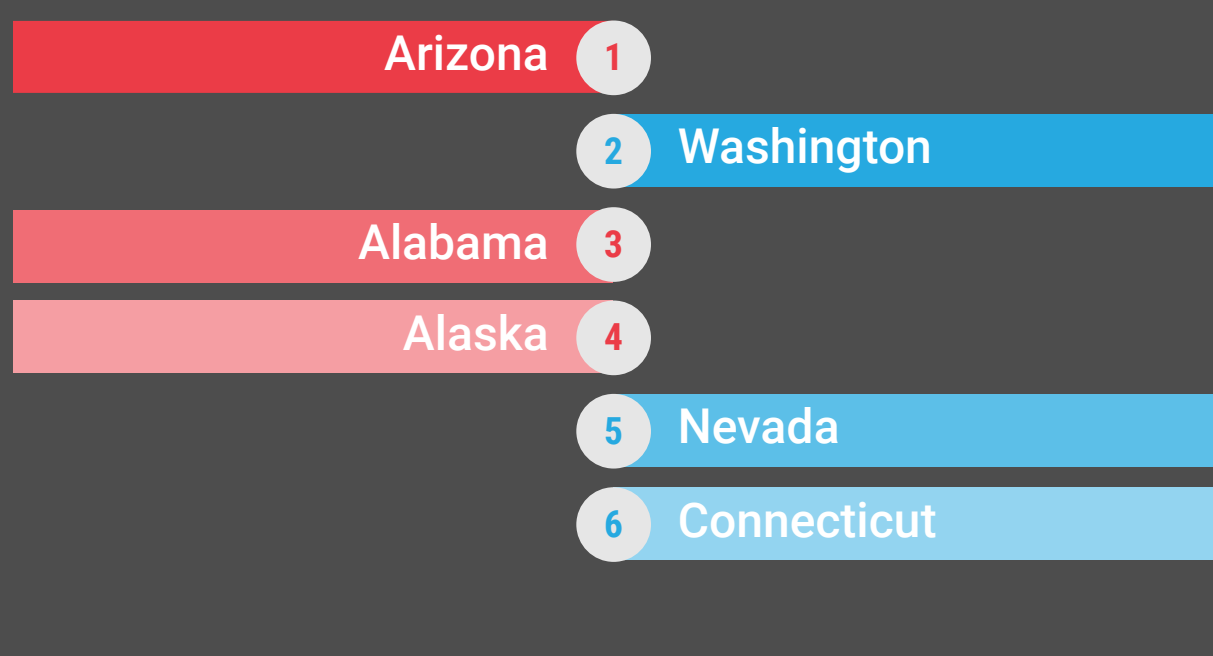
Republicans' reproductive health conversations | **4.9:1**



Democrats' reproductive health conversations | **4.2:1**



## Top states in which the female voice dominates reproductive health conversations



The state political party affiliations were determined by the results of the 2012 presidential election.

Female to male ratios were determined by the volume of female to male reproductive health online conversations happening in the state compared to the overall ratio of female to male ratios online conversations happening in the state.



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