



ONE COUNTRY

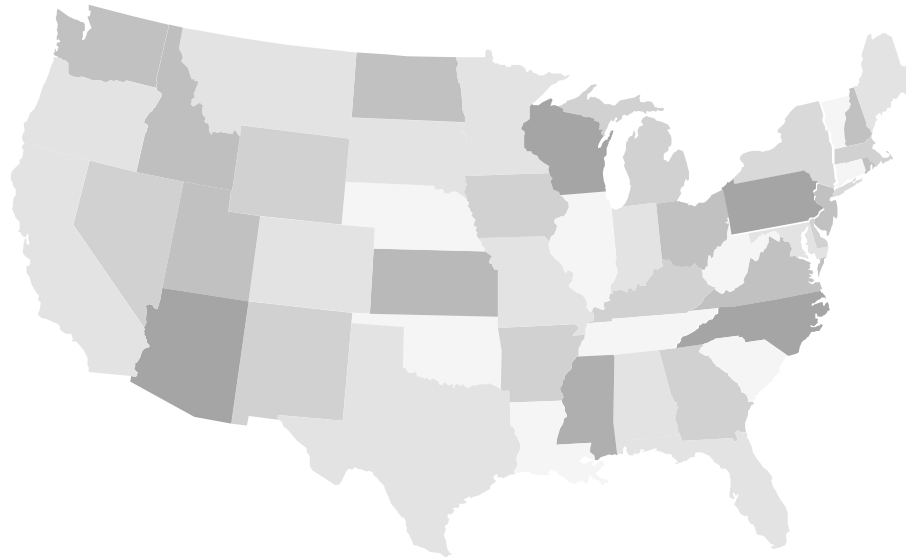
Rural Twitter Analysis: SCOTUS Leak and Overturn of Roe v. Wade

May 3, 2022

Analysis of 48,340 original posts from 8pm ET May 2 to 12pm ET May 3, 2022



Audience Methodology



Rural Twitter Audience Criteria

Twitter users that meet the below criteria:

- Geo-tagged in the United States
- Unverified
- Do not self describe as members of the media
- Are not geo-tagged in major metro areas connected to top 200 U.S. cities

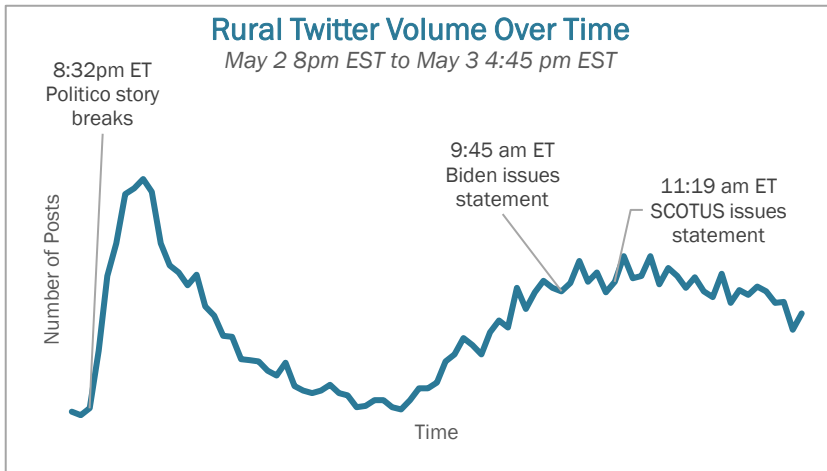




Key Findings & Highlights



- **Top trending hashtags within the conversation are overwhelmingly supportive of the right to abortion, Democrats more broadly, and urgency heading into the midterm.**
 - *50% of top 24 hashtags used directly supported abortion rights and Democrats more broadly.*
- **The discussion is highly charged and conversational, meaning that very few subtopics are divided squarely among supporters and opponents and debates exist in every corner.**
 - *When measuring the subjects that do divide into arguments, direct support of abortion (20.3%) is more than double that of opponents (10.1%).*
- **Rural authors are more engaged in discussion around abortion than any other leading topic in 2022.**
 - *More than twice as many rural accounts participated in the conversation around abortion in a 24-hour time period than the next leading topic of the conflict in Ukraine.*
- **The initial break in news is led by pro-choice activists who continue to dominate the conversation as it evolves.**
 - *These voices are most passionate and urgent and continue to react quickly to evolving news.*
- **The long-term Republican strategy to overturn Roe v. Wade was woven into various crevices of the conversation, and ties closely to Donald Trump's lead as the most mentioned individual within the conversation.**
 - *Trump was mentioned 50% more often than President Biden within the conversation.*



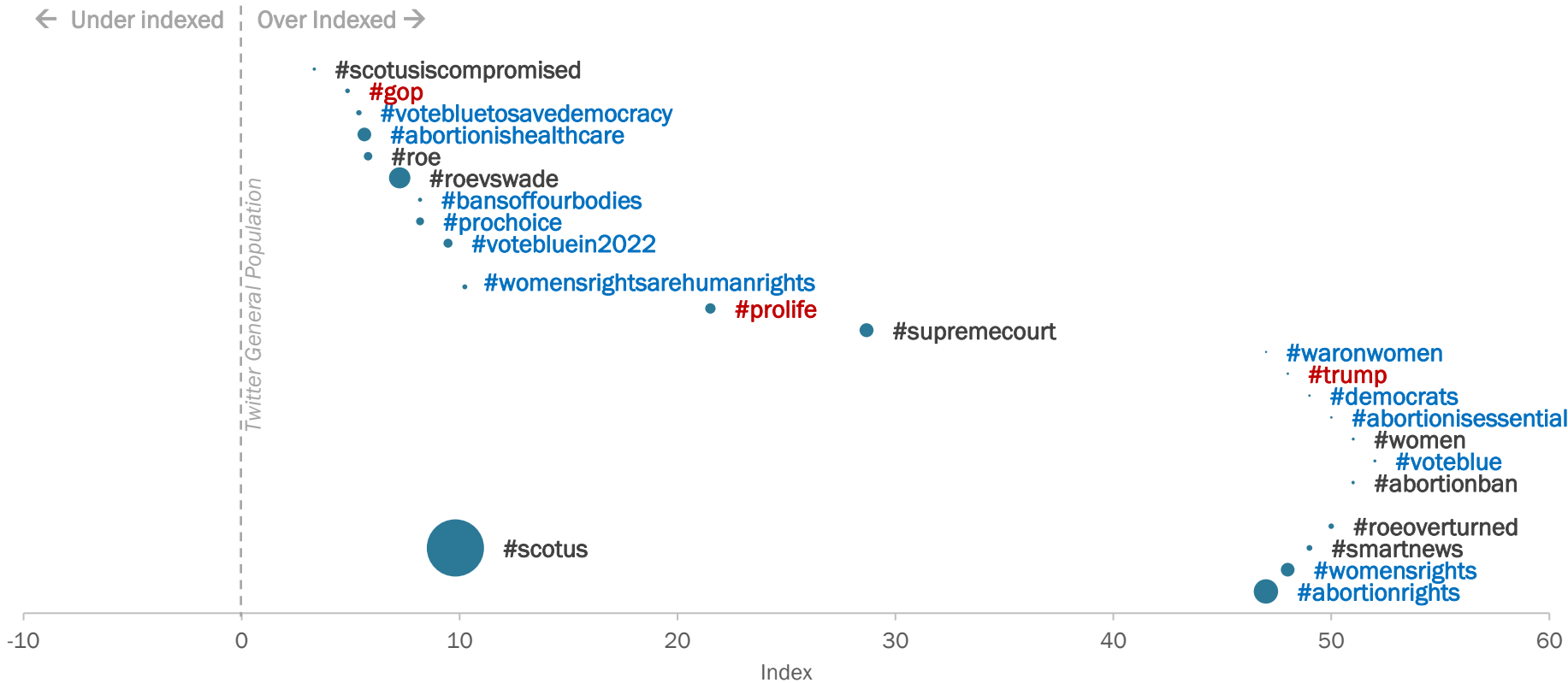


Hashtag Trends

Top trending hashtags within the conversation are overwhelmingly supportive of the right to abortion, Democrats more broadly, and urgency heading into the midterm.

Hashtag Index

Rural Population Indexed against Twitter U.S. General Population



- The Index value is the %share of posts (authors) for the insight in the target topic divided by the %share of posts (authors) for the insight in the comparison topic.
- The Index value is 50+ when the %share of the insight for the comparison topic is zero.

SCOTUS leak and overturn of Roe v. Wade





Rural Conversation Breakdown

3% Pro-Life Reactions

- 2.2% Broader concentrated praise of decision
- 1.1% Roe v. Wade was murder

3% Midterm Elections

- 2.7% Urgency and impact of midterm elections

3% Banter

- Politically charged arguments often personal in nature including commentary around "describing a woman", characterization of various SCOTUS justices, and republicans as "anti-women"

5% Activism

- Calls for action to donate and support centers around the country

6% Reserved Powers & State Rights

- Discussion supporting the leaked opinion as well as outlining concern over reserving the decision to the states. There was also focus on current restrictions in states and predicting future actions

7% Vaccine Mandates

- Pro-life movement frames pro-choice movement as hypocritical in light of vaccine mandates

7% Federal Legislation

- Urgency to pass legislation, namely "Women's Health Protection Act" in Senate, and arguments to get rid of filibuster

8% Terminology of Debate

- Discussion on terminology used within national debate including focus on "murdering babies" and "forced birth"

8% Pro-Choice Reactions

- Pro-choice individuals identifying themselves and sharing reactions, calls for action

16% Breaking News

- 7.5% Initial shock- consequences of elections, call to action to fight back
- 4.2% Initial reactions- mixed, questioning intent, Biden's initial statement
- 3.9% Circulation of breaking news reports

14% Future Effects/ Slippery Slope

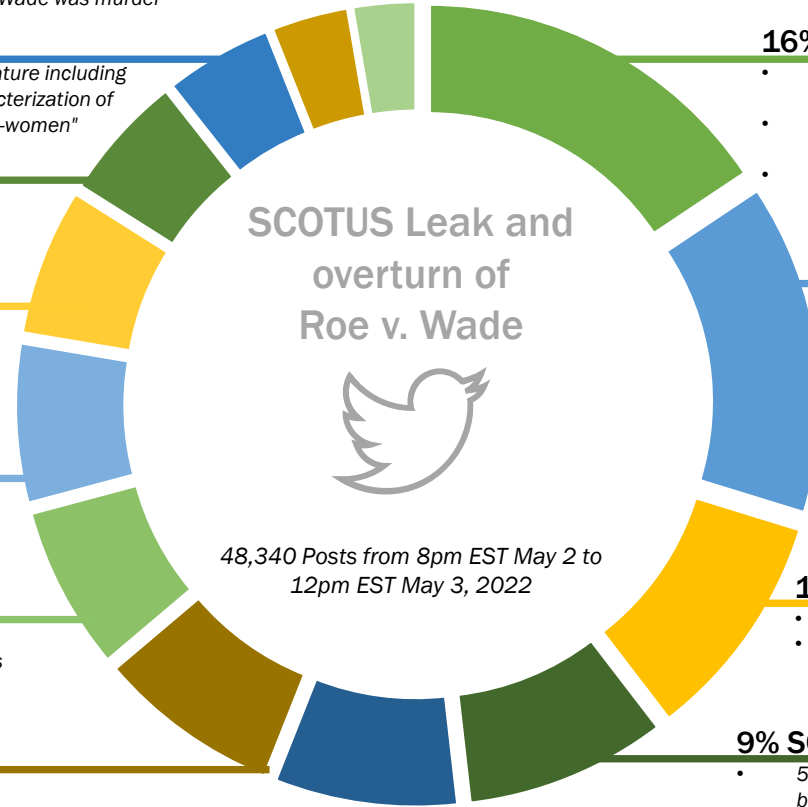
- 6.4% Safety at risk with women moving to more dangerous options and lack of accessibility and support
- 4.0% Vasectomies, states likely to ban immediately, banning birth control as next step, unsafe abortions
- 3.7% Potential effects on other rulings including several court cases and access to birth control, long term plan/ success of republican politicians

10% Women's Rights

- 5.9% Broadly seen as assault on women's rights
- 3.9% Bodily autonomy being taken away

9% SCOTUS Perceptions

- 5.5% Leak and pending investigation, questioning of intent behind leak
- 3.1% "Settled Law" criticism of Justices Kavanaugh and Coney Barrett going back on word

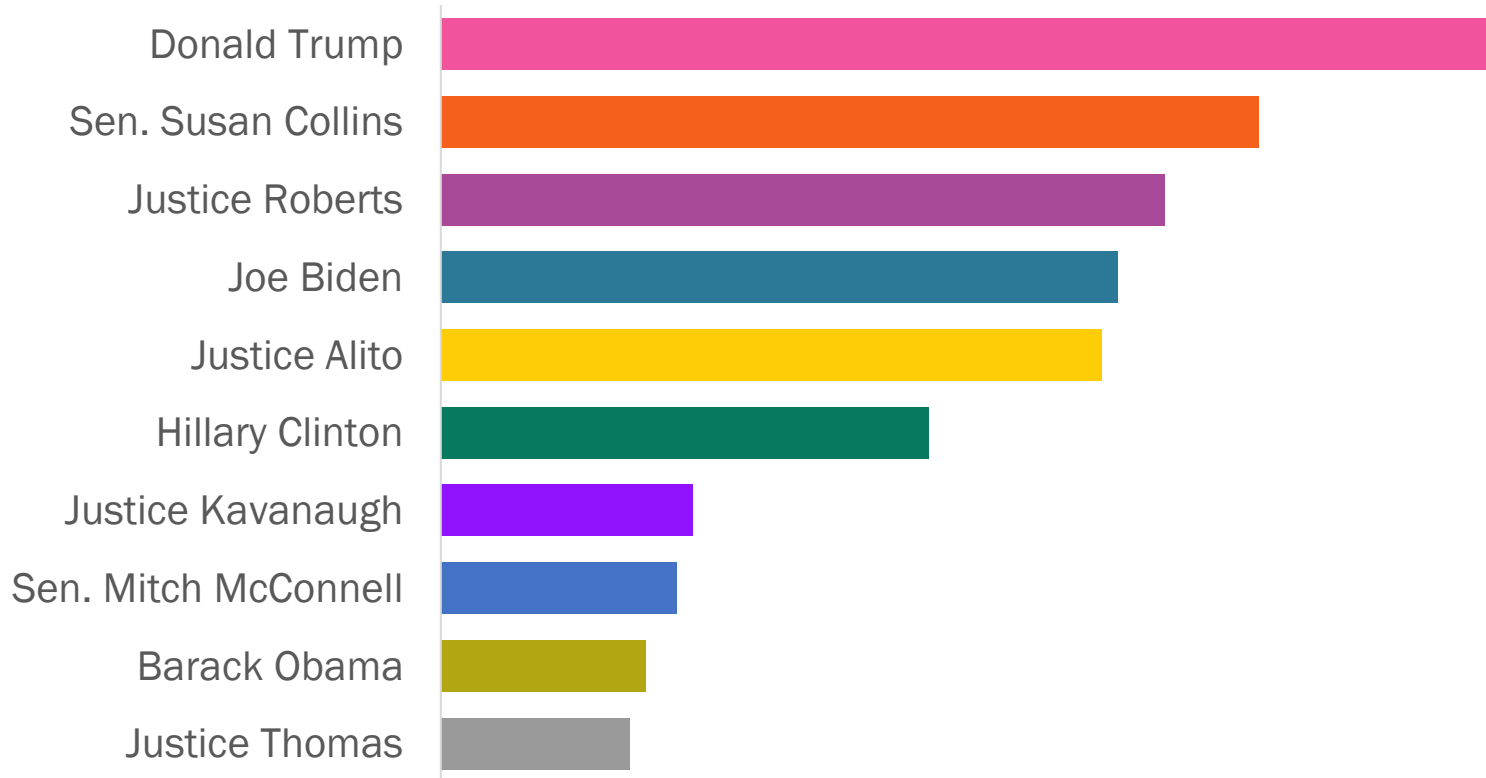




Top 10 Individuals Mentioned

The long-term Republican strategy to overturn Roe v. Wade was woven into various crevices of the conversation, and ties closely to Donald Trump's lead as the most mentioned individual within the conversation.

Rural Social Media Conversation by Individual Mentioned in SCOTUS leak discussion

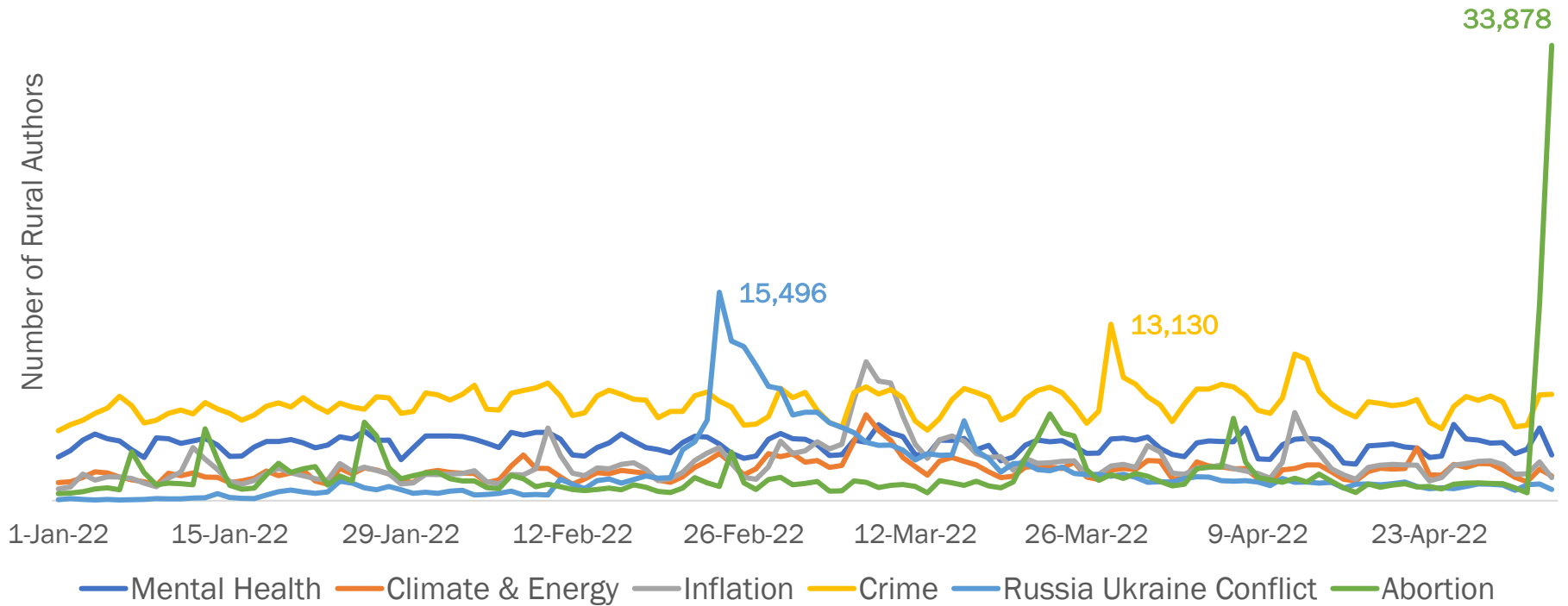




Audience Engagement

Rural authors are more engaged in content around abortion than any other leading topic, with more than double the audience participating in the conversation compared to that of the next leading topic.

Rural Audience Participation by Topic





Audience Engagement

Rural authors highly engaged in content around abortion discussion following the SCOTUS leak, with almost double the audience participating in the conversation compared to that of Jan 6.

