

Use of period- or fertility-tracking technologies pre- and post-Dobbs

Emily Neiman, Marta Bornstein, Abigail Norris Turner, Megan L. Kavanaugh, Maria F. Gallo

Key Takeaways for Providers

Ohio Policy Evaluation Network

Key Takeaway: App Usage

Before the *Dobbs v. Jackson Women's Health* Supreme Court decision, **over a third** of women surveyed used period or fertility tracking technology, like mobile apps. After *Dobbs*, **nearly half** of surveyed women used period or fertility tracking technology. Data comes from a representative sample of reproductive-aged women in 5 states.



Key Takeaway: Health Literacy

Technology like mobile apps can be a valuable tool for people to better manage their health. However, app users should understand when app-driven health information is based on averages and other people's data or their personal biomarkers. Health providers can help patients learn about the benefits and drawbacks of different apps.

BACKGROUND

After the US Supreme Court decision *Dobbs v. Jackson Women's Health* removed federal protection of abortion access, widespread speculation led to media stories warning people about third-party data sharing and related privacy issues with period- and fertility-tracking technologies. This public questioning could have led to people abandoning apps like Flo and Natural Cycles (two period tracking apps). Researchers analyzed data collected through the Survey of Women in 5 states (Arizona, Iowa, New Jersey, Ohio, and Wisconsin) before and after the *Dobbs* decision to learn more.

MOTIVATIONS FOR APP USAGE

Survey respondents who reported app usage ("app users") were able to select as many motivations that apply. Note: OPEN recognizes not only women use period- and fertility-tracking technologies. The Survey of Women is a representative sample of reproductive-aged people who identify as women, so we mirror this language in our analysis and reporting.

	Pre-Dobbs (% of app users)	Post-Dobbs (% of app users)
Decide when to have sex to avoid pregnancy	19.5	20.6
Decide when to have sex to become pregnant	17.2	14.5
Decide which pregnancy prevention method to use	3.8	3.5
Decide whether or not to have sex without contraception	11.2	11.5
Track menstrual cycles	91.2	91.7

Read the paper: Neiman, E., Bornstein, M., Norris Turner, A., Kavanaugh, M., & Gallo, M. (2025). Use of period- or fertility-tracking technologies pre- and post-Dobbs. *Contraception*. <https://doi.org/10.1016/j.contraception.2025.110812>



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