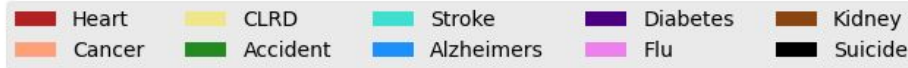
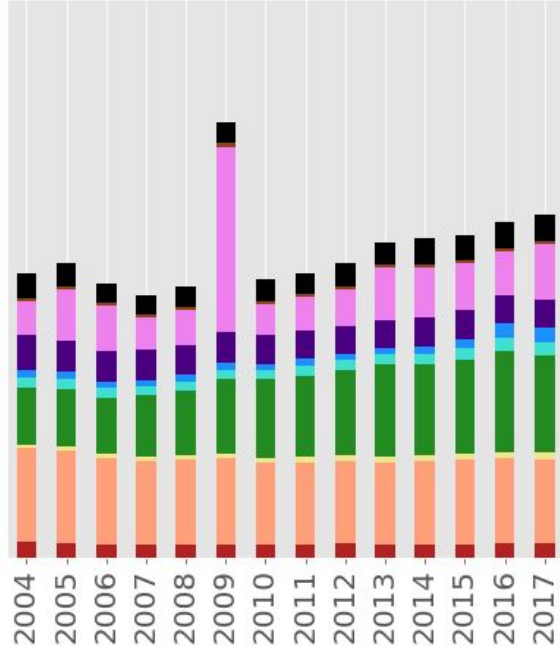


Comparative Analysis of Most-Searched Causes of Death VS Leading Causes of Death (United States)

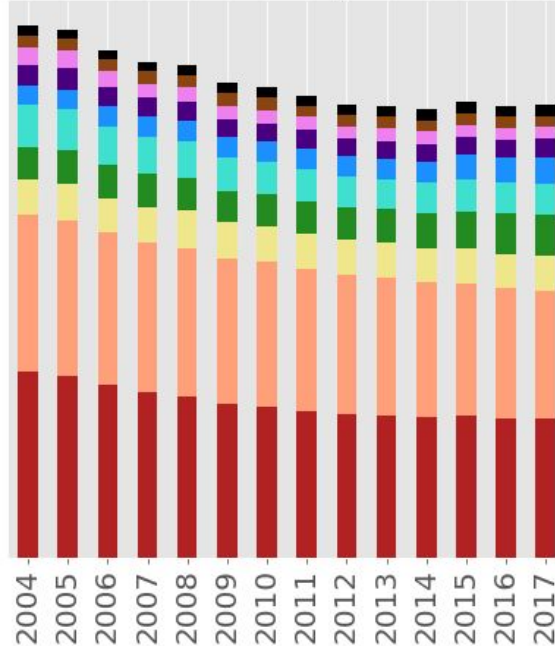
Quinn K Wolter



What Americans Search For
(Relative Share of Google Search Interest)



What Americans Die Of
(Relative Share of Leading Causes of Death)



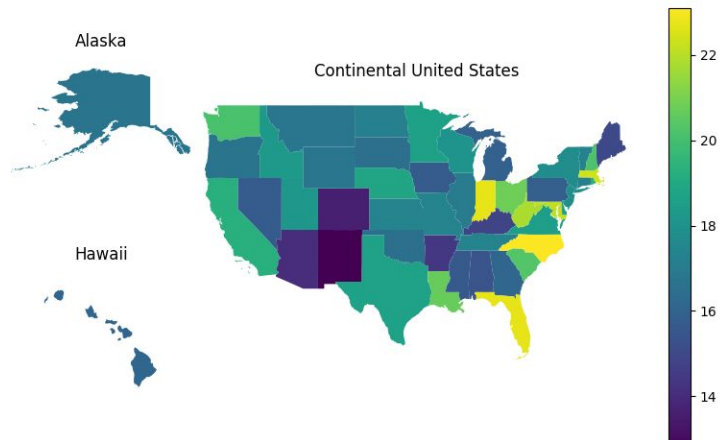
• Data

- CDC's NCHS dataset
- Google Trends key terms
- 50 States + D.C.

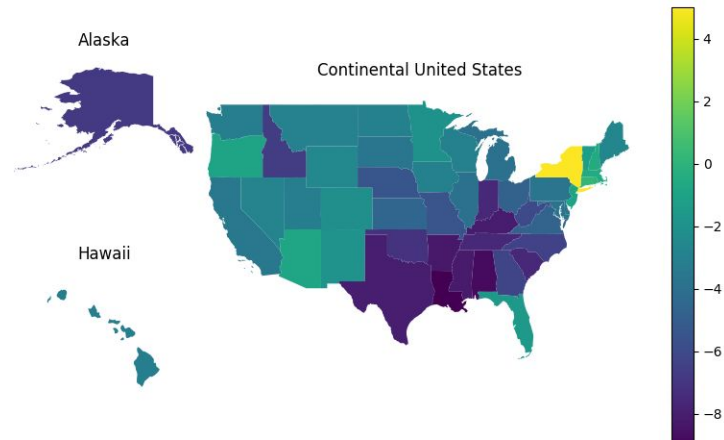
• Findings

- American mental space dominated by relatively unlikely conditions/events.
- Heart attacks
 - 1/10th vs 1/3rd
- 2009 H1N1 Pandemic
 - Low impact, high fear
- Trends over time
 - Less deaths
 - More concern?

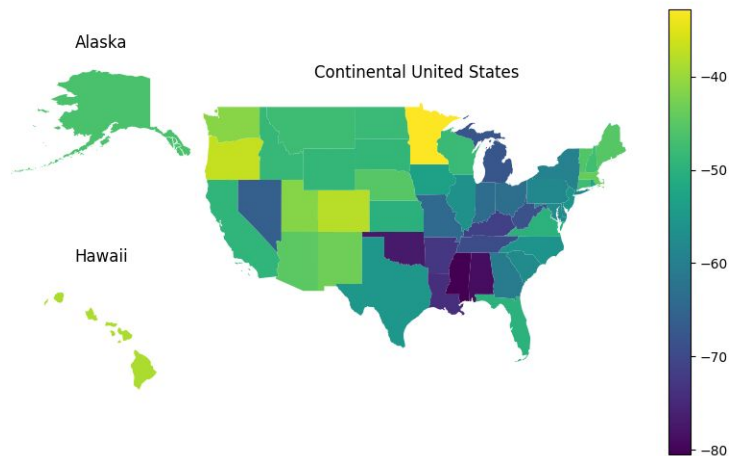
Suicide
Interest vs. Actual Mortality



Stroke
Interest vs. Actual Mortality



Heart Disease
Interest vs. Actual Mortality



Accidental Deaths
Interest vs. Actual Mortality

