

Appendix 1: Google Trends search terms used for each screening test and associated interests and Behavioral Risk Factor Surveillance Survey question.

Concept	Google Trends Search terms used	Behavioral Risk Factor Surveillance Survey question (BRFSS)
Screening for colorectal cancer		
Colonoscopy	Colonoscopy+ colonoscopy procedure +virtual colonoscopy+endoscopy +miralax prep+colonoscopy procedure+endoscopy procedure+what is colonoscopy+prep for colonoscopy+miralax+bowel prep+colonoscopy prep+colon cancer screening+colon cancer test	<p>1. Sigmoidoscopy and colonoscopy are exams in which a tube is inserted in the rectum to view the colon for signs of cancer or other health problems. Have you ever had either of these exams?</p> <p>2. For a SIGMOIDOSCOPY, a flexible tube is inserted into the rectum to look for problems. A COLONOSCOPY is similar, but uses a longer tube, and you are usually given medication through a needle in your arm to make you sleepy and told to have someone else drive you home after the test. Was your MOST RECENT exam a sigmoidoscopy or a colonoscopy?</p> <p>3. How long has it been since you had your last sigmoidoscopy or colonoscopy?</p>
Virtual colonoscopy	virtual colonoscopy+ct colonography+virtual colonoscopy cost+ct colonoscopy	Not asked in BRFSS
Miralax to cleanse colon for colonoscopy	miralax colonoscopy+colonoscopy prep miralax+miralax dosage colonoscopy+ colonoscopy miralax prep+miralax for colonoscopy+miralax and colonoscopy+miralax gatorade colonoscopy+colonoscopy preparation miralax+miralax before colonoscopy+miralax bowel prep	Not asked in BRFSS
Prepopik to cleanse colon for colonoscopy	prepopik+prepopik dosage+prepopik prep+side effects prepopik+prepopik colonoscopy+colonoscopy prep prepopik	Not asked in BRFSS

Suprep to cleanse colon for colonoscopy	suprep+colonoscopy+colonoscopy prep suprep+suprep dosage colonoscopy+ colonoscopy suprep+suprep for colonoscopy+suprep and colonoscopy+suprep gatorade colonoscopy+colonoscopy preparation suprep +suprep before colonoscopy+suprep bowel prep	Not asked in BRFSS
Free/low-cost colonoscopy	free colonoscopy+low cost colonoscopy+free colonoscopy screening	Not asked in BRFSS
Cost for colonoscopy	cost of colonoscopy+colonoscopy cost+average colonoscopy cost+endoscopy cost	Not asked in BRFSS
Fecal Occult Blood Test (FOBT)	fobt+blood test for colon cancer+colon cancer blood test+screening for colon cancer with blood test+fobt test+fecal occult blood test+blood stool test for cancer	1. A blood stool test is a test that may use a special kit at home to determine whether the stool contains blood. Have you ever had this test using a home kit? 2. How long has it been since you had your last blood stool test using a home kit?
Screening for breast cancer		
Mammography	mammography+breast mammography+breast cancer screening+mammography+mammograms+scr eening mammography+breast mammogram+breast cancer mammogram+mammo+mammogram screening+mammogram+mammogram results+free mammogram+digital mammography	1. A mammogram is an x-ray of each breast to look for breast cancer. Have you ever had a mammogram? 2. How long has it been since you had your last mammogram?
Digital mammography	digital mammography+mammogram+mammography +digital mammograms+digital mammography screening	Not asked in BRFSS

3D mammography	3D mammography+3D mammogram	Not asked in BRFSS
Free/low-cost mammography	free mammogram+free mammography+low cost mammogram+low cost mammography+free mammogram screening+free mammograms	Not asked in BRFSS
Screening for cervical cancer		
Pap smear	pap test+cervical cancer screening+pap smear test+the pap test+pap smears+free pap smear+free pap+pap tests+pap smear+cervical cancer test+cervical smear+pap testing+papanicolaou	<ol style="list-style-type: none"> 1. A Pap test is a test for cancer of the cervix. Have you ever had a Pap test? 2. How long has it been since you had your last Pap test?
Breast self exam	Breast self exam	Not asked in BRFSS
Screening for prostate cancer		
PSA test	psa test+prostate cancer test+psa testing+prostate test+psa test cancer+prostate+cancer tests+prostate specific antigen test+ prostate psa+ prostate cancer screening tests	<ol style="list-style-type: none"> 1. A Prostate-Specific Antigen test, also called a PSA test, is a blood test used to check men for prostate cancer. Has a doctor EVER recommended that you have a PSA test? 2. Have you EVER HAD a PSA test? 3. How long has it been since you had your last PSA test?
Screening for lung cancer		
Lung cancer screening	lung cancer screening+screening for lung cancer+lung cancer screening CT+CT lung cancer screening	Not asked in BRFSS