

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.</p> <p>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 |

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| 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 | <p>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?</p> <p>2. How long has it been since you had your last blood stool test using a home kit?</p> |
| Screening for breast cancer | | |
| Mammography | mammography+breast mammography+breast cancer screening+mammography+mammograms+screening mammography+breast mammogram+breast cancer mammogram+mammo+mammogram screening+mammogram+mammogram results+free mammogram+digital mammography | <p>1. A mammogram is an x-ray of each breast to look for breast cancer. Have you ever had a mammogram?</p> <p>2. How long has it been since you had your last mammogram?</p> |
| Digital mammography | digital mammography+mammogram+mammography +digital mammograms+digital mammography screening | Not asked in BRFSS |

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| 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 | <p>1. A Pap test is a test for cancer of the cervix. Have you ever had a Pap test?</p> <p>2. How long has it been since you had your last Pap test?</p> |
| 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 | <p>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?</p> <p>2. Have you EVER HAD a PSA test?</p> <p>3. How long has it been since you had your last PSA test?</p> |
| 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 |