**Supplementary table 2.** Summary of Google Trends searches and Olmsted County healthcare utilization following publication of *“Multitarget stool DNA testing for colorectal-cancer screening”* by Imperiale TF et al. using three different models.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **Model #1** **(models change in both a vertical shift and slope at publication)** | **Model #2** **(models change in slope only at publication)** | **Model #3****(models change in vertical shift only at publication)** |
| **Google****Colonoscopy****Searches (RSVa)** | **Intercept Pre****Slope Pre-Pub****Chg Intercept†****Chg Slope‡** **F-testβ**  | **78.02(2.85)****-0.04(0.10)** **8.03(3.95)** **0.01(0.13)** | **0.68****0.04****0.94****0.13** | **Intercept****Slope Pre-Pub****Chgb Slope** | **75.74(2.66)** **0.09(0.07)****-0.01(0.13)** | **0.24****0.92** | **Intercept****Slope Pre-Pub****Chg Intercept** | **77.89(2.20)****-0.03(0.06)** **8.01(3.92)** | **0.60****0.04** |
| **Colonoscopy** **Procedures (Olmsted County)** | **Intercept Pre****Slope Pre-Pub****Chg Intercept****Chg Slope** **F-test** | **85.51(3.89)** **0.20(0.13)****-2.90(5.39)****-0.56(0.18)** | **0.12****0.59****0.002****0.009** | **Intercept****Slope Pre-Pub****Chg Slope** | **86.33(3.57)** **0.16(0.10)****-0.55(0.18)** | **0.11****0.002** | **Intercept****Slope Pre-Pub****Chg Intercept** | **93.25(3.14)****-0.09(0.09)****-1.50(5.60)** | **0.31****0.79** |
| **Google Cologuard Searches (RSV)** | **Post-Intercept****Post-Slope** | **2.74(5.68)****1.01(0.19)** | **<0.0001** |  |  |  |  |  |  |
| **Cologuard****Tests (Olmsted County)** | **Post-Intercept****Post-Slope** | **-7.33(1.86)** **0.59(0.06)** | **<0.0001** |  |  |  |  |  |  |

 aRSV=Relative search volume; bChg=Change

 †change in intercept from pre-publication to post-publication

 ‡change in slope from pre-publication to post-publication

 βp-value for the 2 degree of freedom F test, for a simultaneous vertical shift and change in slope at publication.