**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.