

Multimedia Appendix 2: Results from joinpoint analysis for colorectal cancer

Statistical outputs	5 week period	10 week period	15 week period
Segment 1 (week)	1-3	1-12	1-14
Slope, RSV ^a /week (95% CI)	9.86 (7.7 to 12.0)	2.22 (2.1 to 2.3) -0.27 (-0.4 to -0.2)	
<i>P</i> value ^b	.14	<.001	.50
Segment 2 (week)	3-12	12-23	14-22
Slope, RSV/week (95% CI)	0.21 (0.03 to 0.4)	-1.62 (-1.7 to -1.5)	0.04 (-0.1 to 0.2)
<i>P</i> value ^b	.54	<.001	.95
Segment 3 (week)	12-15	23-46	22-25
Slope, RSV/week (95% CI) -5.00 (-7.11 to -2.6)	0.07 (0.04 to 0.10)	-4.59 (-6.2 to -3.0)	
<i>P</i> value ^b	.45	.58	.45
Segment 4 (week)	15-36	—	25-56
Slope, RSV/week (95% CI)	0.01 (-0.03 to 0.05)	—	-0.07 (-0.09 to -0.05)
<i>P</i> value ^b	.97	—	.35

^aRSV: relative search volume.

^bStatistical significance was defined as $P < .05$.