

Impact of Breast Cancer Awareness Month on Public Interest in the United States between 2012 and 2021: A Google Trends Analysis

Yoshito Nishimura and Jared D. Acoba

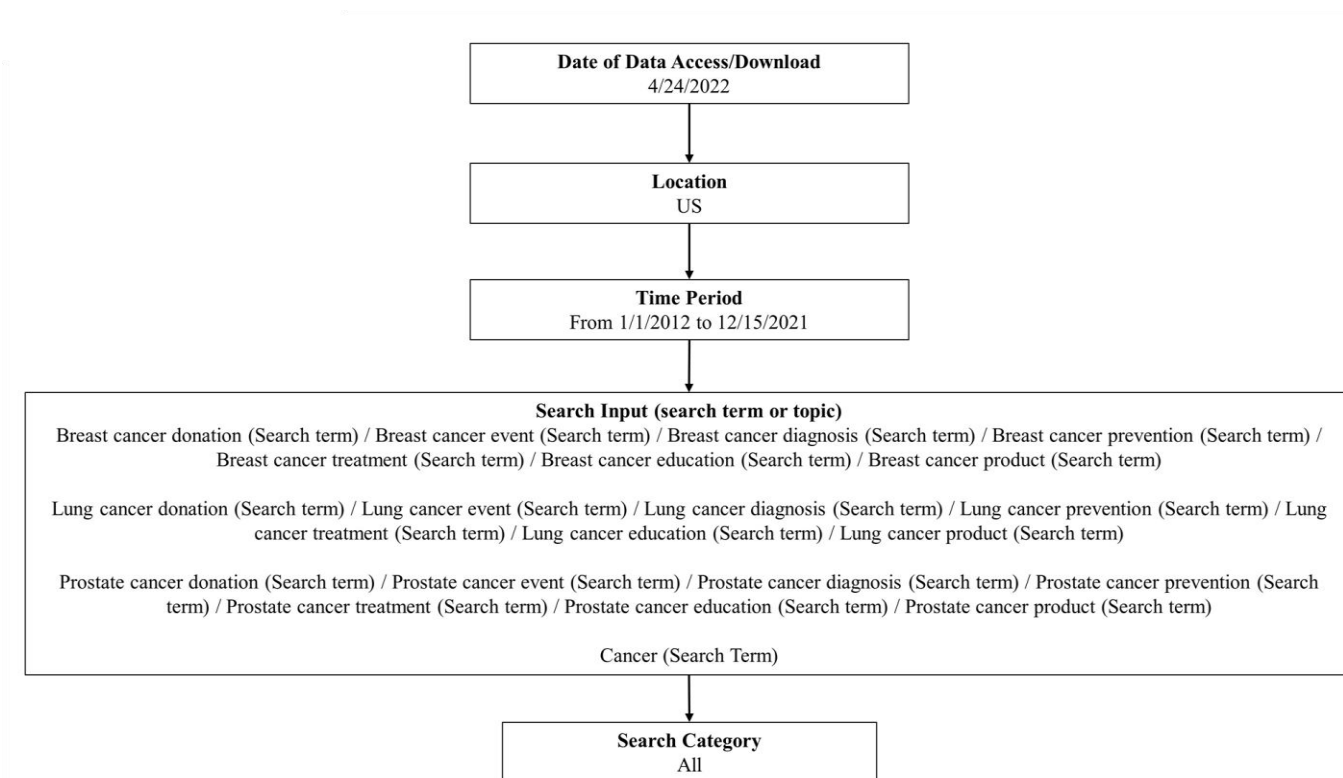


Figure S1. Additional Google Trends search strategy.

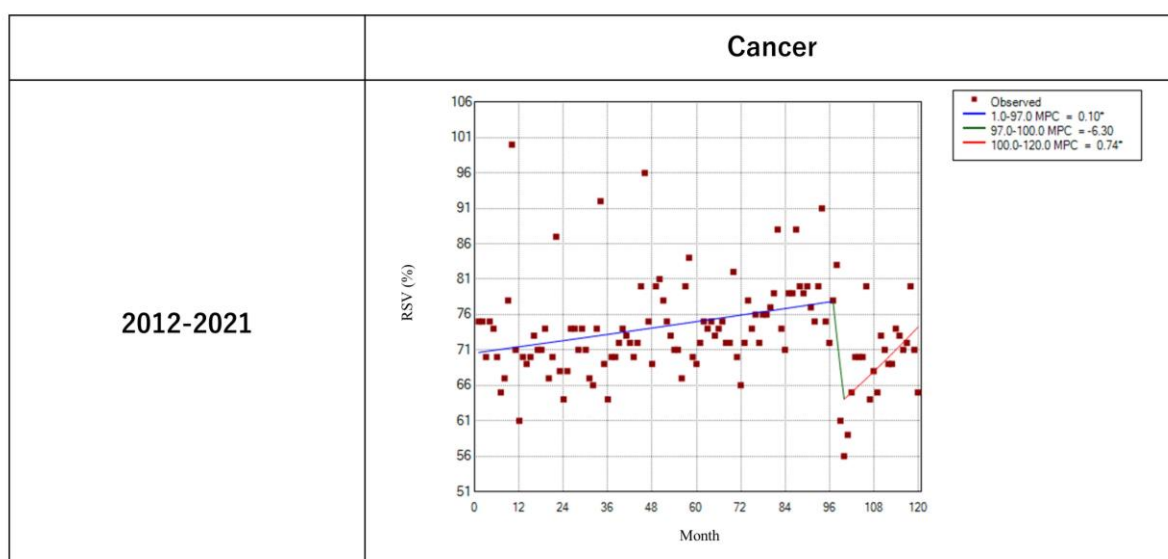


Figure S2. The trends in the monthly relative search volume of “Cancer” between 2012 and 2021.

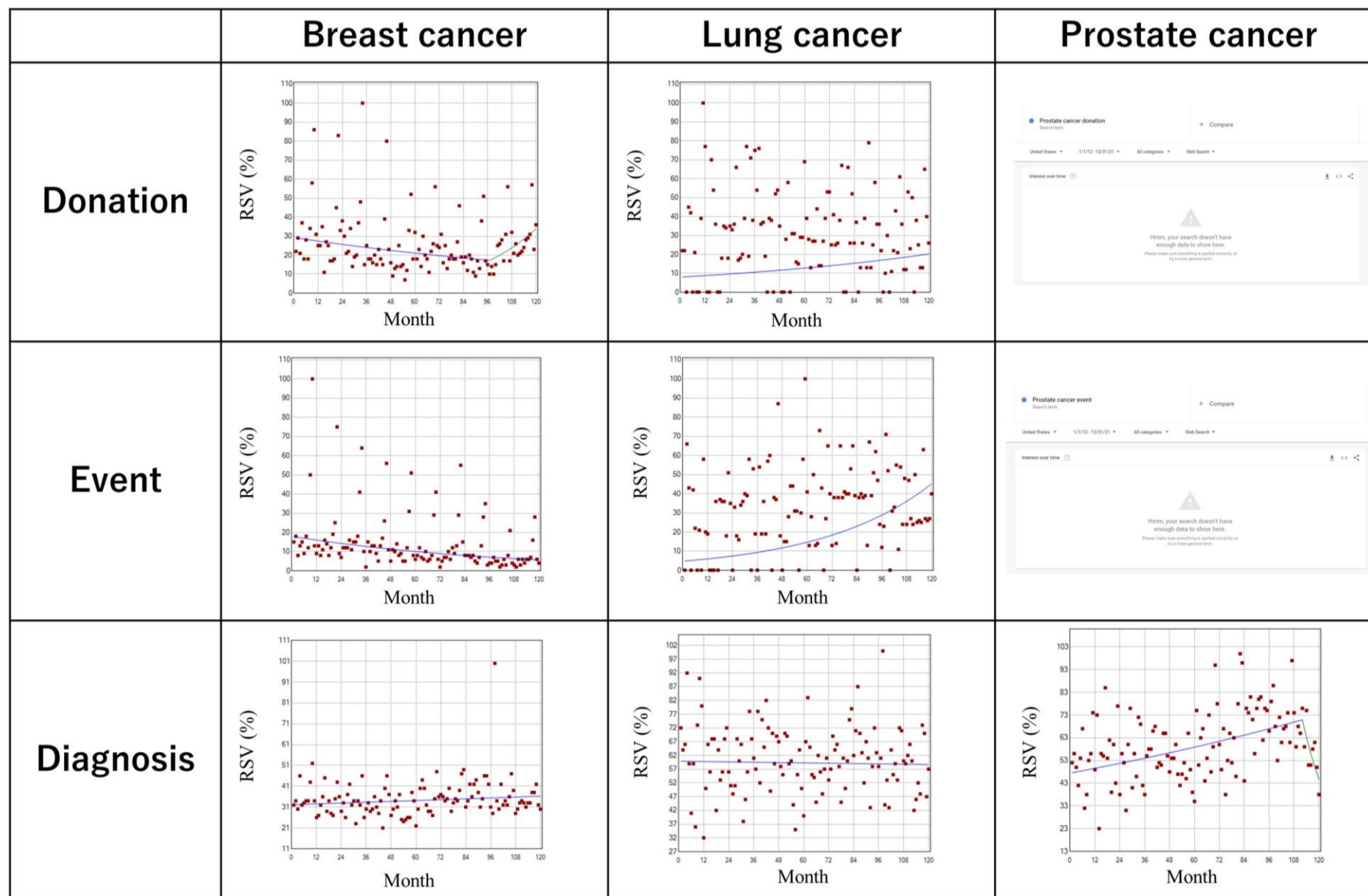


Figure S3

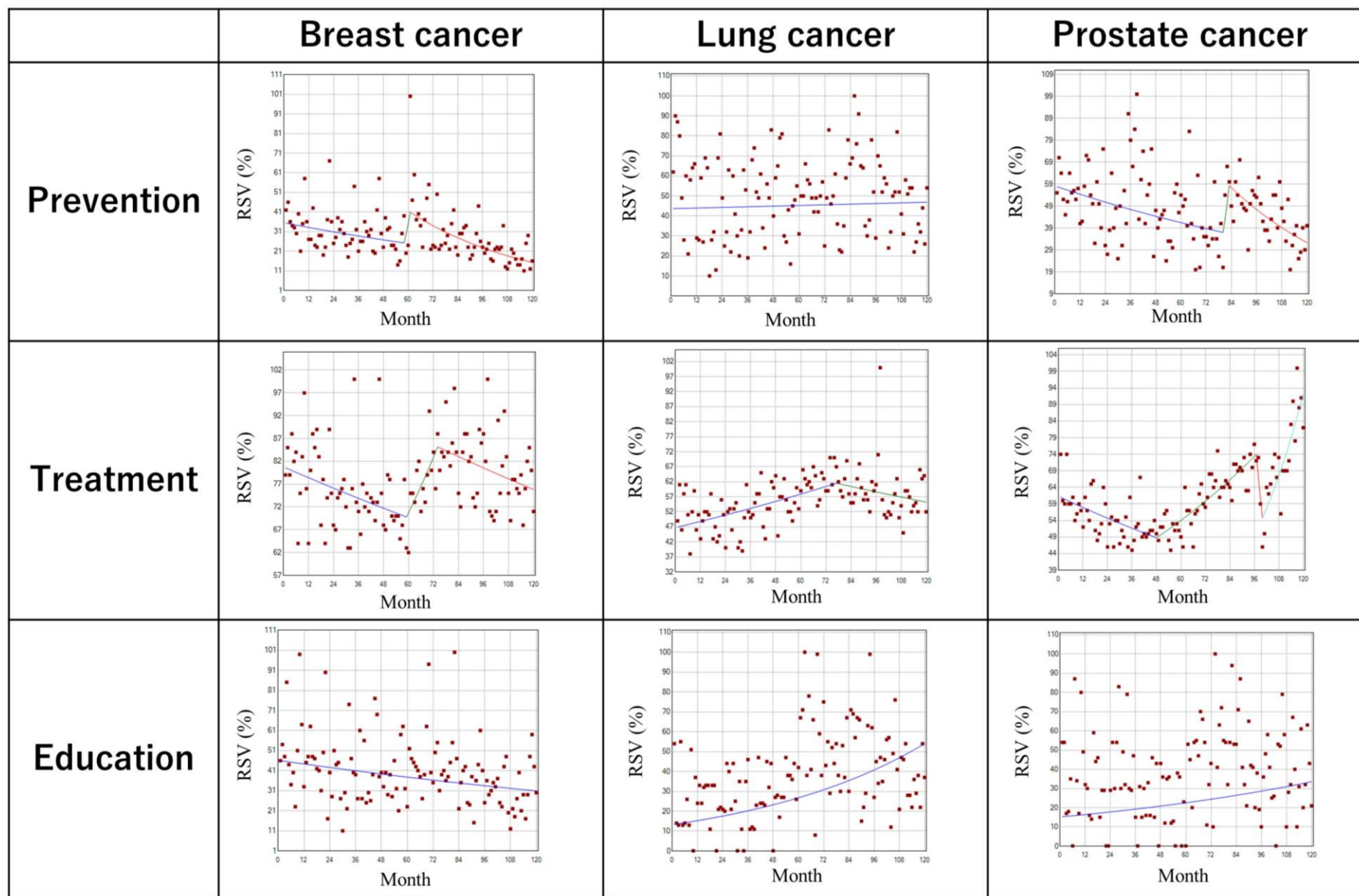


Figure S4

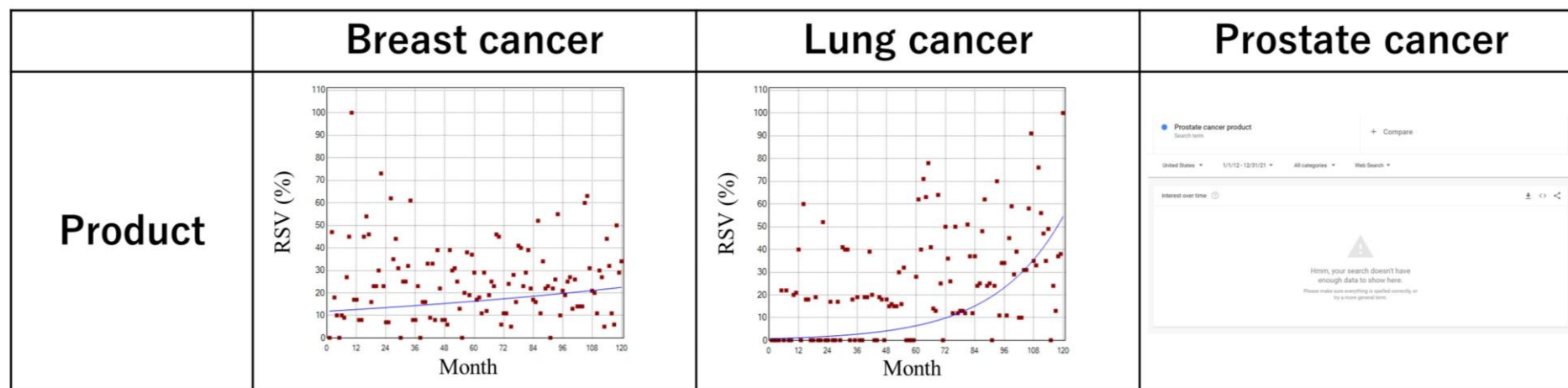


Figure S5

Figure S3–S5. The trends in the monthly relative search volumes of “Breast cancer,” “Lung cancer,” and “Prostate cancer,” in different subcategories.

Table S1. Average monthly trends in relative search volumes of relevant search terms [2012–2021].

Word	Average MPC (%) [95% CI]
Breast cancer	-0.3* [-0.5, -0.1]
Lung cancer	-0.2 [-0.8, 0.4]
Prostate cancer	-0.1 [-1.2, 0.9]

* Significantly different from zero ($P < 0.05$). Abbreviations: CI, confidence interval; MPC, monthly percentage change. Average monthly percentage changes are shown from month 1 (January 2012) to month 120 (December 2021).