

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

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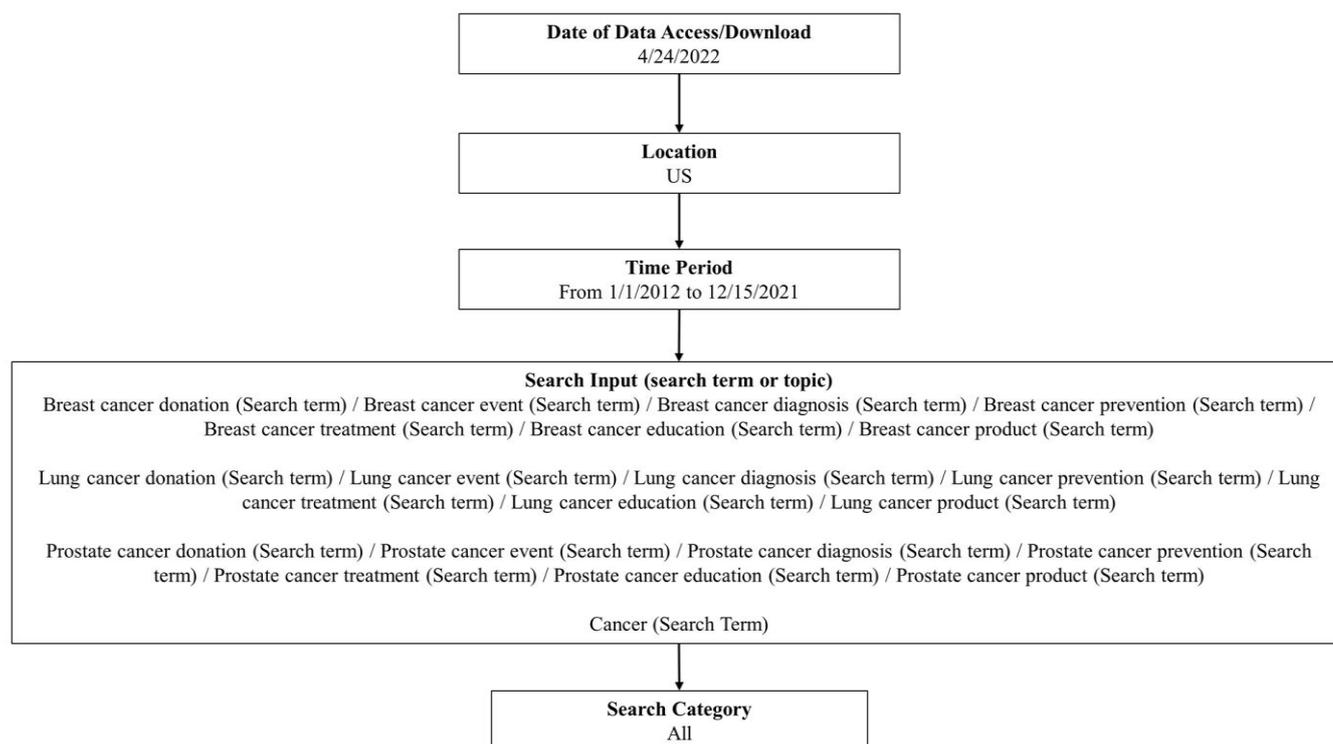


Figure S1. Additional Google Trends search strategy.

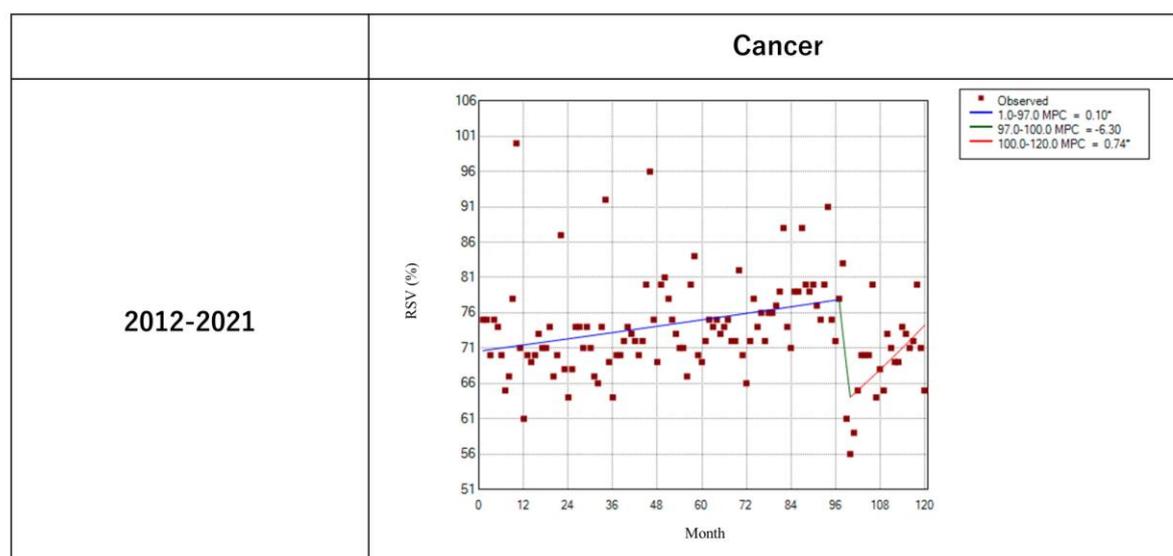


Figure S2. The trends in the monthly relative search volume of “Cancer” between 2012 and 2021.

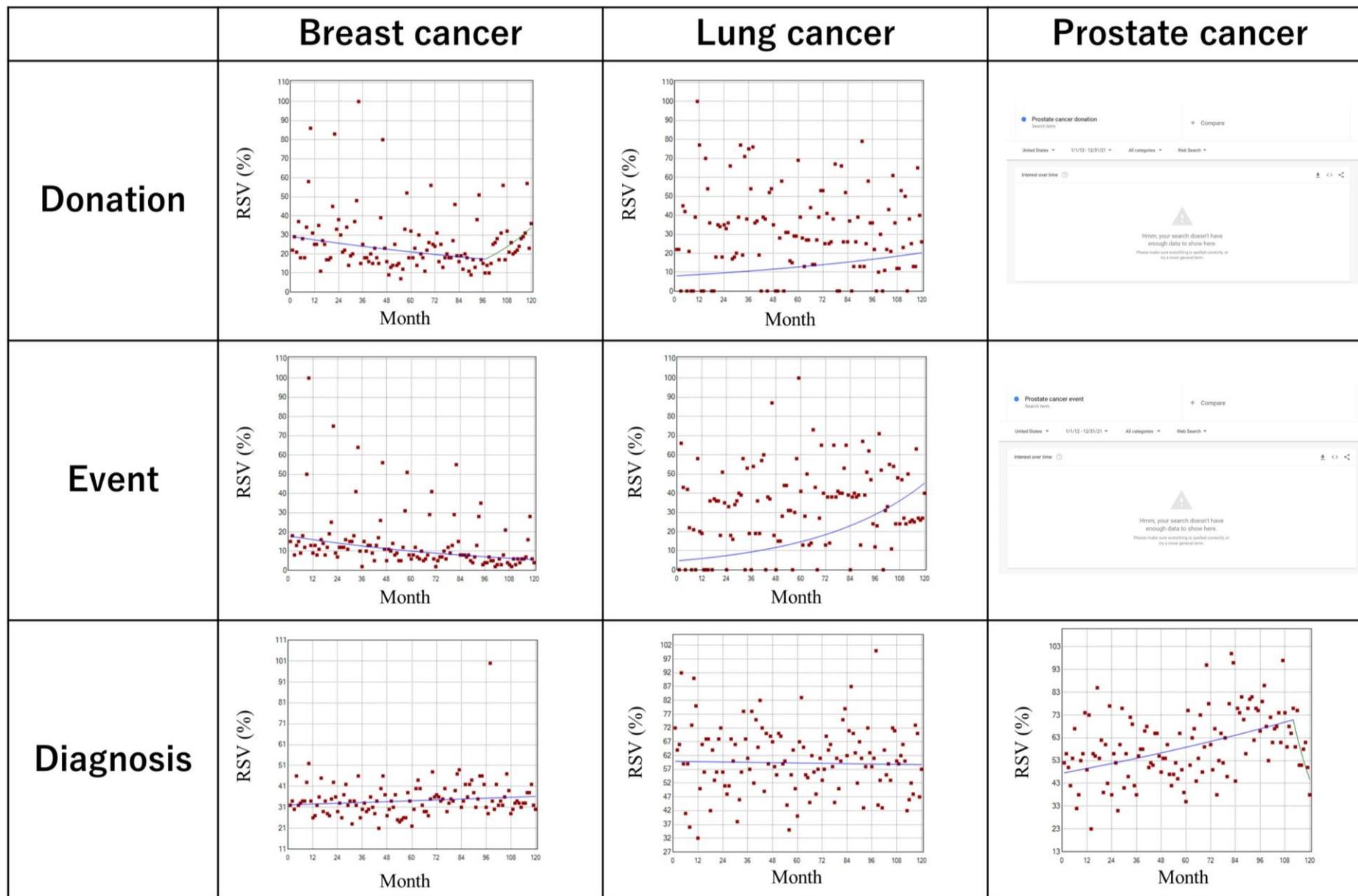


Figure S3

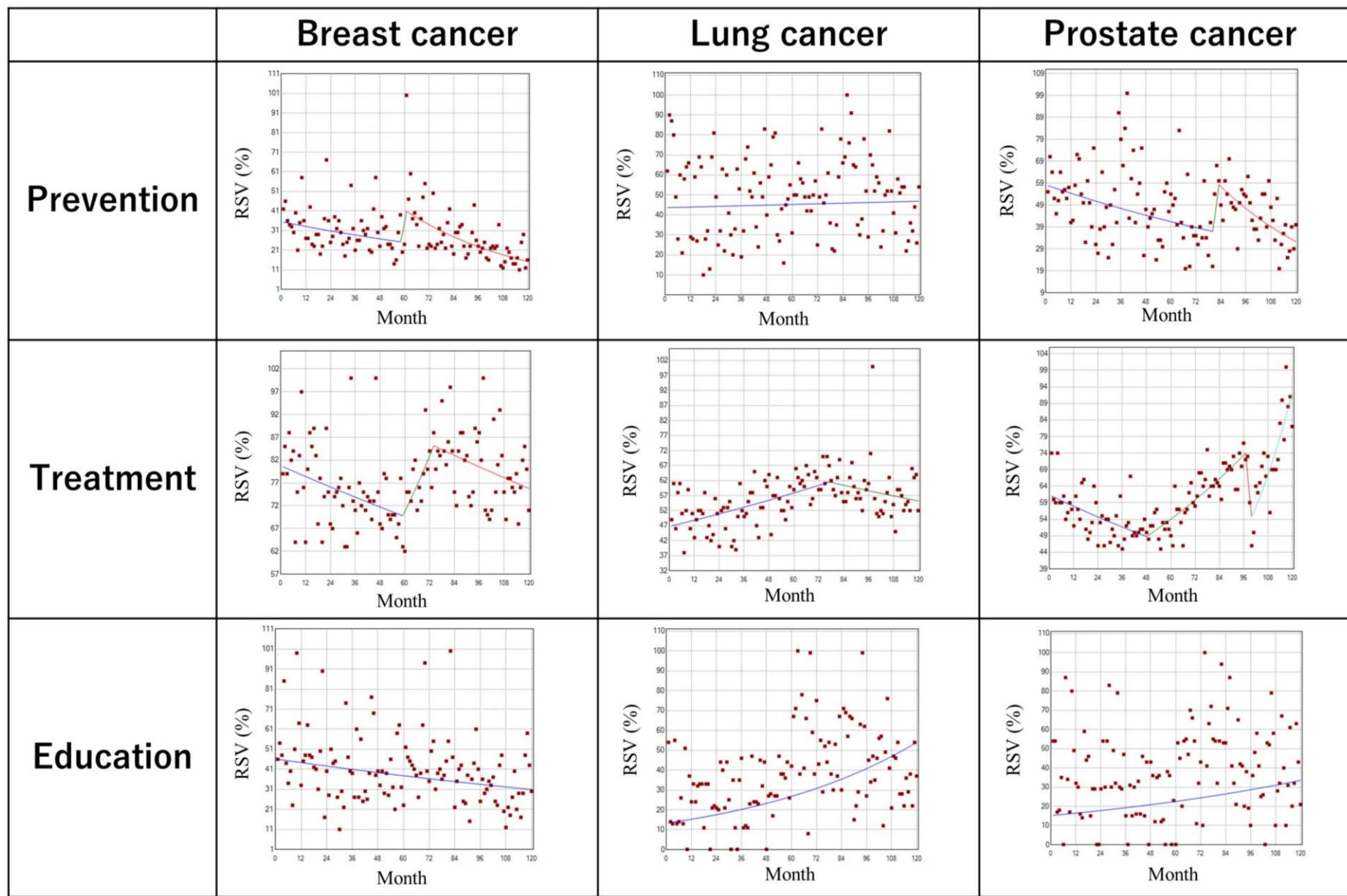


Figure S4

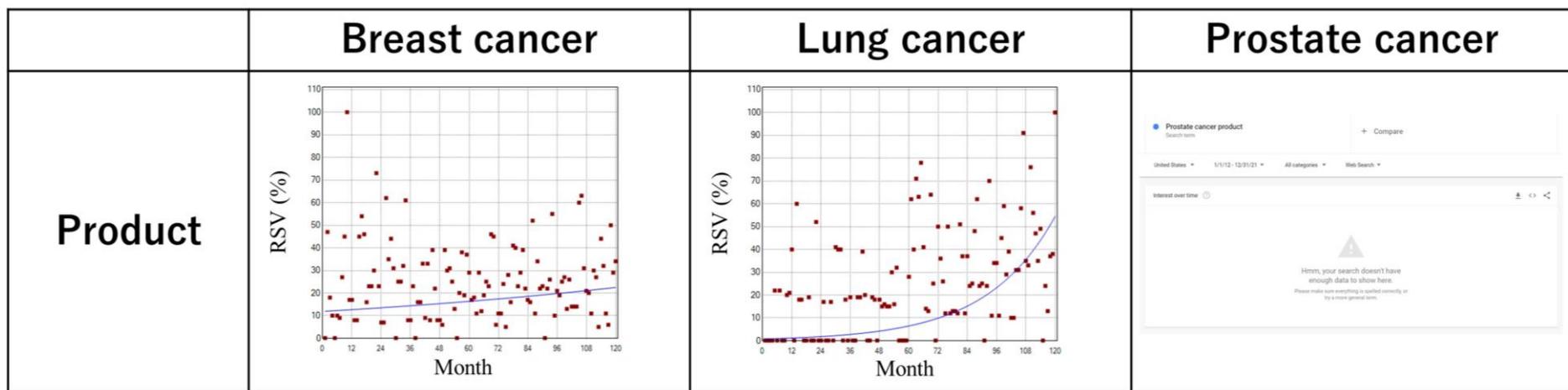


Figure S5

**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).