Table S1

Post-hoc comparison of colonoscopy-related search volume generated from Google Ads for seven countries. Number of searches express as 1,000 Google users-years.

A) Total number of searches

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	***					
Ireland	***	***				
NZ	***	***	NS			
Poland	NS	***	***	***		
UK	***	***	***	***	***	
USA	***	***	***	***	***	*

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

B) Category: patients features

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	**					
Ireland	*	***				
NZ	NS	***	NS			
Poland	NS	NS	*	*		
UK	***	***	***	***	*	
USA	***	*	***	***	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

C) Category: indications

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	***					
Ireland	***	***				
NZ	***	***	NS			
Poland	NS	NS	NS	NS		
UK	***	*	***	***	NS	
USA	***	NS	***	***	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * p <

0.05; ** $p < 0.01$; *** $p < 0.001$

D) Category: preparation

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	**					
Ireland	NS	**				
NZ	NS	***	NS			
Poland	*	NS	**	***		
UK	**	NS	**	**	NS	
USA	**	NS	*	**	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

E) Category: anesthesia

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	NS	NS				
NZ	NS	NS	NS			
Poland	NS	NS	NS	NS		
UK	NS	NS	NS	NS	NS	
USA	NS	NS	*	NS	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

F) Category: colonoscopy findings

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	***					
Ireland	***	***				
NZ	***	***	NS			
Poland	NS	NS	NS	NS		
UK	***	*	***	***	NS	
USA	***	NS	***	***	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

G) Category: complications

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	**					
Ireland	***	***				
NZ	**	***	NS			
Poland	NS	NS	NS	NS		
UK	***	**	***	***	NS	
USA	**	*	***	NS	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

H) Category: screening programm

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	**	***				
NZ	**	***	NS			
Poland	NS	NS	NS	NS		
UK	*	**	***	***	***	
USA	**	*	***	***	***	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

I) Category: costs

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	NS	**				
NZ	NS	*	NS			
Poland	NS	**	NS	NS		
UK	NS	NS	*	*	**	
USA	NS	NS	NS	NS	NS	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

J) Category: searching facility

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	NS	**				
NZ	NS	**	NS			
Poland	NS	*	NS	NS		
UK	NS	NS	**	**	**	
USA	NS	NS	**	**	**	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

K) Category: different colonoscopy techniques

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	***					
Ireland	***	***				
NZ	***	***	NS			
Poland	NS	NS	*	NS		
UK	***	**	***	***	**	
USA	***	*	***	***	**	NS

NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

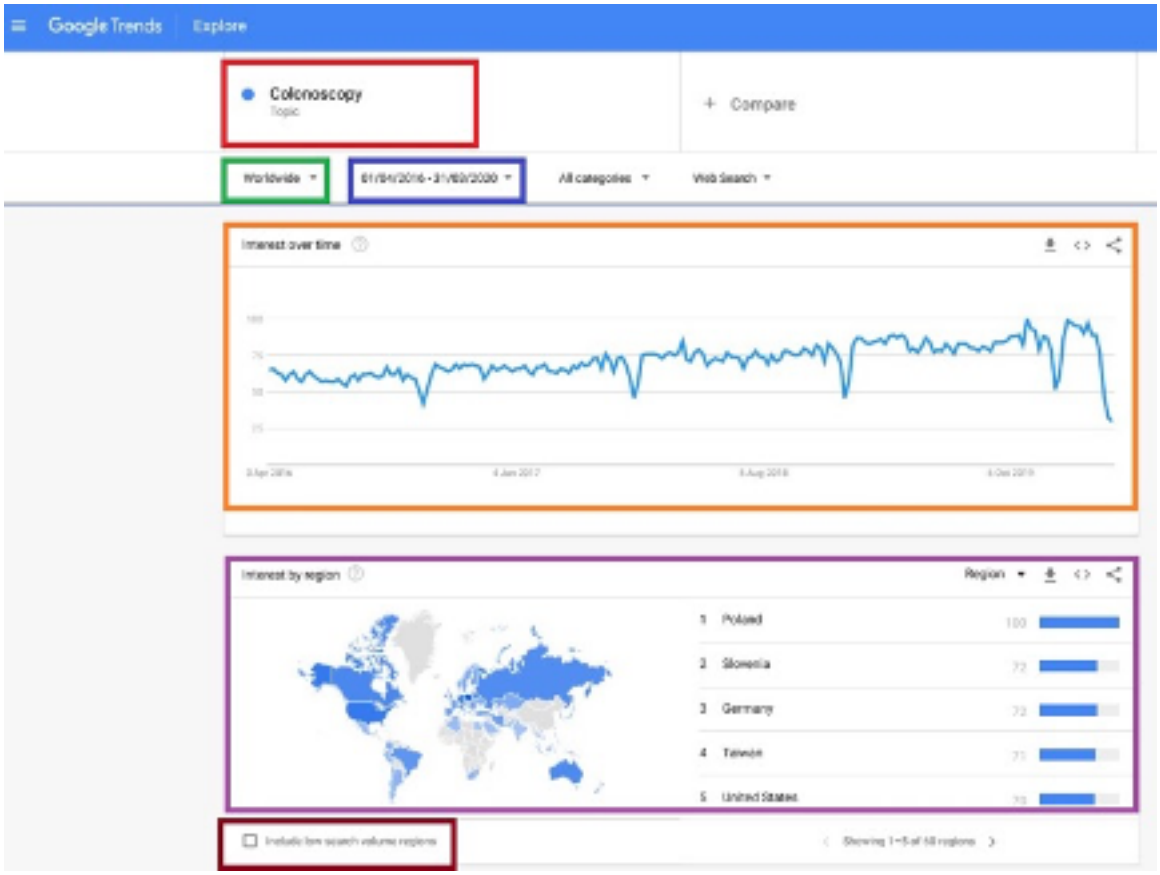
L) Category: non-invasive alternative

	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	NS	*				
NZ	NS	NS	NS			
Poland	NS	NS	NS	NS		
UK	NS	NS	*	*	NS	
USA	NS	NS	*	NS	NS	NS

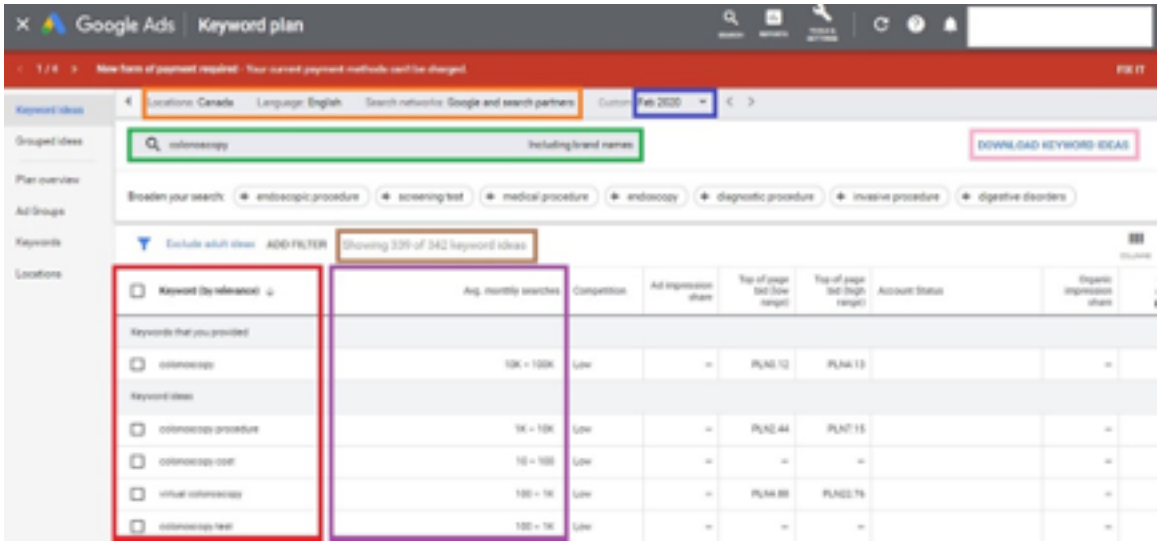
NS – non significant; NZ – New Zealand; UK – the United Kingdom; US – the United States; * $p < 0.05$; ** $p < 0.01$; *** $p < 0.001$

M) Category: virtual colonoscopy

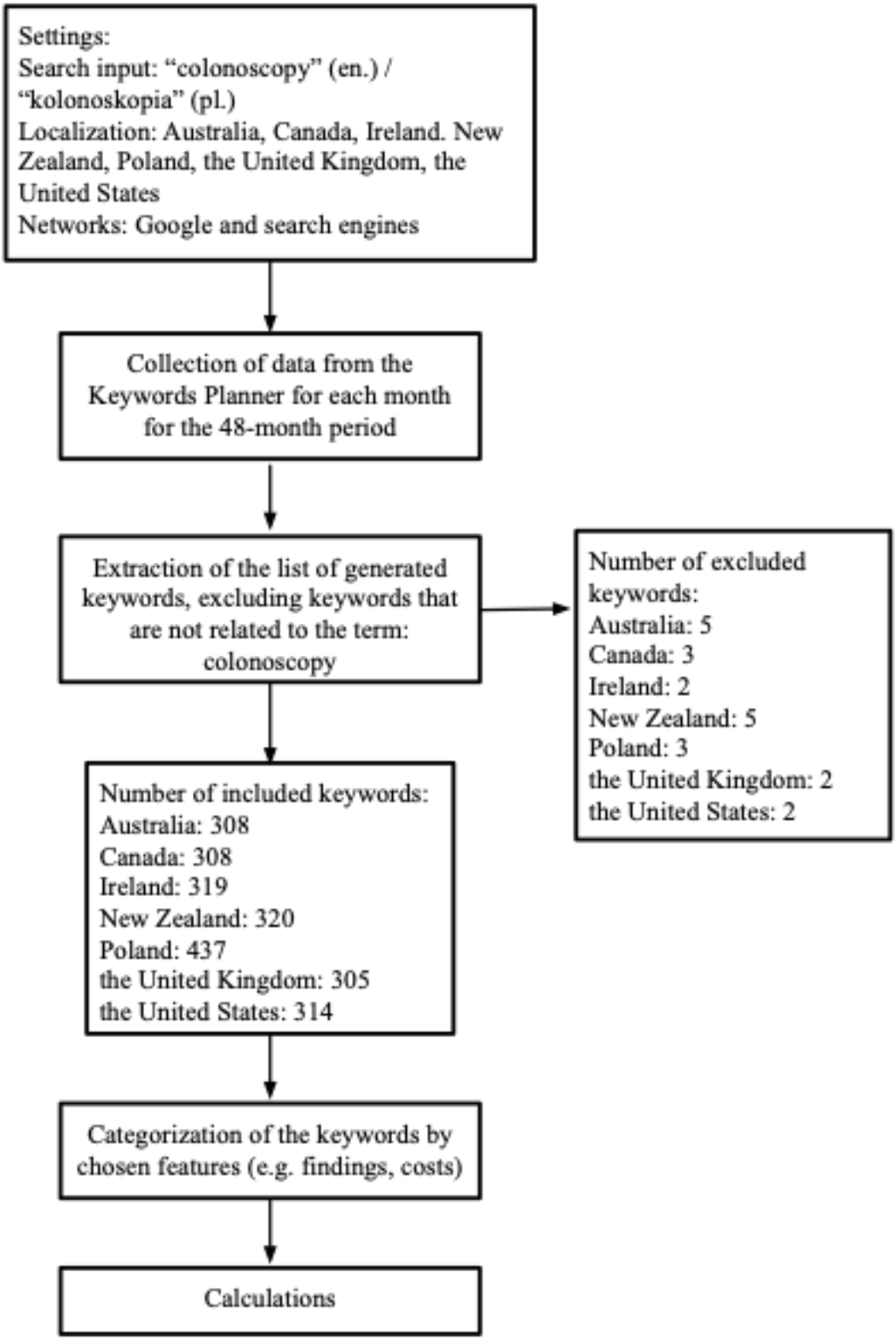
	Australia	Canada	Ireland	NZ	Poland	UK
Canada	NS					
Ireland	NS	NS				
NZ	NS	NS	NS			
Poland	NS	NS	NS	NS		
UK	NS	NS	NS	NS	NS	
USA	NS	NS	NS	NS	NS	NS



Supplementary Figure 1.



Supplementary Figure 2.



Supplementary Figure 3.

Legends

Figure S1. Screenshot of the Google Trends search engine.
The red frame encapsulates the search bar: here, the search input is a topic "Colonoscopy"; green frame – control for the setting of the geographical region of the search; blue frame – control for setting timeframe; orange frame – graphics of interest over time of the input and share options (download arrow icon for downloading .csv file); violet frame – visualization of interest by region and share options (download arrow icon for downloading .csv file); brown frame – Google Trends options to include or exclude countries with low search volume.

Figure S2. Screenshot of the keyword search engine of Google Ads Keywords Planner.
The blue frame encapsulates the control for setting the period of the search; brown frame—total number of related keywords found ("keyword ideas"); green frame—search bar for user-entered search terms; orange frame—control for setting the language and geographical region of the search, as well as the search network; pink frame—button for downloading a .csv file of the search results; red frame—the long list of keywords; violet frame—monthly search volume for each keyword

Figure S3. Flow chart of the data collection and manipulation workflow