

Multimedia Appendix 3: Results from joinpoint analysis for stroke

Statistical outputs	5 week period	10 week period	15 week period
Segment 1 (week)	1-3	1-4	1-9
Slope, RSV ^a /week (95% CI)	-12.87 (-14.3 to -11.5)	-2.29 (-3.1 to -1.5) -0.32 (-0.5 to -0.2)	
<i>P</i> value ^b	.002	.38	.51
Segment 2 (week)	3-13	4-7	9-12
Slope, RSV/week (95% CI)	-1.33 (-1.4 to -1.2)	12.62 (10.8 to 14.5)	11.63 (10.2 to 13.0)
<i>P</i> value ^b	0.001	.04	.03
Segment 3 (week)	13-27	7-10	12-15
Slope, RSV/week (95% CI)	-8.54 (-10.4 to -6.7)	-7.92 (-9.9 to -6.5)	
0.15 (0.1 to 0.2)			
<i>P</i> value ^b	.22	.15	0.13
Segment 4 (week)	—	10-37	15-47
Slope, RSV/week (95% CI)	—	-0.28 (-0.3 to -0.3)	-0.38 (-0.49 to -0.37)
<i>P</i> value ^b	—	<.001	<0.001

^aRSV: relative search volume.

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

