Table 1

Month	Sp. A	Sp. B	Sp. C	Sp. D	Sp. E	Sp. F	Sp. G	Sp. H	Sp. I	Sp. J
Jan-04	38	29	11	50	16	14	9	8	9	7
Feb-04	29	28	11	48	7	13	9	8	8	6
Mar-04	29	28	11	54	7	16	9	8	8	6
↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
Dec-14	34	23	5	38	5	10	7	7	4	4

Comparison Sp. for Table 2

Table 2

Month	Sp. J	Sp. K	Sp. L	Sp. M	Sp. N	Sp. O
Jan-04	35	2	14	0	25	55
Feb-04	34	3	16	1	30	54
Mar-04	35	2	15	1	36	51
↓	↓	↓	↓	↓	↓	↓
Dec-14	34	23	5	38	5	10

Comparison Sp. for Table 3

a

$y = 5.4178x$
$R^2 = 0.9582$

Table 1 (x 5.4178) and Table 2 combined

Month	Sp. A	Sp. B	Sp. C	Sp. D	Sp. E	Sp. F	Sp. G	Sp. H	Sp. I	Sp. J	Sp. K	Sp. L	Sp. M	Sp. N	Sp. O
Jan-04	206	157	60	271	87	76	49	43	49	35	2	14	0	25	55
Feb-04	157	152	60	260	38	70	49	43	43	34	3	16	1	30	54
Mar-04	157	152	60	293	38	87	49	43	43	35	2	15	1	36	51
↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓	↓
Dec-14	184	125	27	206	27	54	38	38	22	34	23	5	38	5	10

b

c

T_1 9 (1749) = 5.4178 × $R^2 = 0.96$
T_2 5 (1740) = 1.7631 × $R^2 = 0.98$
T_3 85 (1735) = 1.0472 × $R^2 = 0.90$
T_4 7 (1650) = 1.5798 × $R^2 = 0.90$
T_5 22 (1643) = 1.0163 × $R^2 = 0.88$
T_6 4 (1621) = 2.1242 × $R^2 = 0.93$
T_7 21 (1617) = 1.6544 × $R^2 = 0.95$
T_8 7 (1596) = 1.4193 × $R^2 = 0.91$
T_9 13 (1589) = 1.2726 × $R^2 = 0.92$
T_{10} 235 (1576) = 1.6121 × $R^2 = 0.97$
T_{11} 368 (1341) = 1.4150 × $R^2 = 0.69$
T_{12} 4 (973) = 1.0368 × $R^2 = 0.96$
T_{13} 457 (969) = 1.7894 × $R^2 = 0.74$
T_{14} 11 (512) = 1.2507 × $R^2 = 0.96$
T_{15} 461 (501) = 1.2859 × $R^2 = 0.79$
T_{16} 40
T_{17} 35 606 taxa with insufficient search volume scored as 0.

Figure S1. Google Trends data acquisition and standardisation. a) Monthly search interest was scaled for all species relative to a reference species (Sp. A) and extracted for those where mean monthly search interest was >=5 or the maximum monthly search interest was greater than 50 (Table 1). A second species in Table 1 (Sp. J) was then used as the reference species against which to scale the remaining taxa in a new submission of queries to Google Trends. Again those taxa with mean monthly search interest >5 or maximum monthly search interest >50 were extracted. This process was repeated until data had been extracted from all 1749 species that Google Trends returned for. **b)** The coefficient of the 0 intercept relationship between monthly search interest in the reference species that bridged each sequential pair of tables was used as the scaling factor by which to multiply the first (in this example Table 1) to make values relative to the second (in this example Table 2). **c)** The scaling factors (0 intercept coefficients) and associated R^2 values used to scale pairs of Tables sequentially. Numbers in boxes represent the number of taxa extracted in each Table, numbers in parenthesis represent the cumulative total number of taxa extracted.