

## Supplemental Online Content

Poliak A, Satybaldiyeva N, Strathdee SA, et al. Internet searches for abortion medications following the leaked Supreme Court of the United States draft ruling. *JAMA Intern Med*. Published online June 29, 2022. doi:10.1001/jamainternmed.2022.2998

**eAppendix.** Internet Searches for Abortion Medications Following the Leaked SCOTUS Draft Ruling  
**eReferences**

This supplemental material has been provided by the authors to give readers additional information about their work.

## **eAPPENDIX**

### **Internet Searches for Abortion Medications Following the Leaked SCOTUS Draft Ruling**

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Google Trends does not explicitly provide the total number of searches. We calculated an approximation for the period of interest (May 1-8, 2022) using the following process. First, we obtained the search total originating from US desktop computers for the month of March 2022 from comscore.com (<https://www.comscore.com/Insights/Rankings>). Second, we adjusted this number by the fraction of searches originating from desktop computers (35%) estimated by the SEO company SISTRIX using their proprietary database (SISTRIX, 2021). Third, we relied on the Google Search API to obtain the query fraction (QF) for searches matching those in our study, reflected as the number of searches matching per 10 million Google searches (Note: We did not use data for our Research Letter from the Google API because it does not provide hourly data). Finally, we calculated an estimate for the total number of searches during this period using the following equation:  $QF_p \cdot CSt \cdot AF$ ; where  $QF_p$  is the query fraction (in this case expressed per 1 search) for the period of interest  $p$ ,  $CSt$  is the comscore estimate of total monthly desktop search total available at the time of analysis  $t$ , and  $AF$  is the adjustment factor for the estimated proportion of Google searches that originated from desktop computers. The preceding formula can further be scaled to measure changes by week, month, or year.

## References

SISTRIX. (2021). The proportion of mobile searches is more than you think—What you need to know. Accessed May 10 2022. <https://www.sistrix.com/blog/the-proportion-of-mobile-searches-is-more-than-you-think-what-you-need-to-know/>