

Online supplement

Assessing global COPD awareness with *Google Trends*

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Analysis of COPD-related terms and topics

For a broader and more comprehensive analysis of the topic "chronic obstructive pulmonary disease", the following related terms were included in this online supplement: "asthma", "bronchitis" and "cough" (available as topics), and "emphysema", "chronic bronchitis" and "sputum" (only existing as terms on GT).

The "COPD"-related topics "asthma" and "bronchitis" revealed an RSV of 22.17 ± 3.47 and 10.42 ± 2.81 respectively (online supplementary [Figure S4](#)). The topic "cough" displayed an RSV which at some time-point even surmounted "diabetes", and in a direct comparison with "COPD" was searched 4.8 times more often.

The terms "chronic bronchitis" and "emphysema" only existed as search terms and not as topics in GT, hence from a methodological point of view a direct comparison with "COPD" is not appropriate. However, if direct comparison is performed, "chronic bronchitis" displayed an RSV below 1.0 and "emphysema" showed an RSV of 1.0 to 2.0, with a single peak of 4.0 ("COPD" RSV in comparison: mean 9.15, SD 1.2).