**S3 Table. Outlier search results excluded based on public interest events driving searches**

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|  |  | **UK** | **France** | **Spain** | **Italy** | **Austria** | **Germany** | **US (english)** | **US (Spanish)** |
| CONTRACEPTION | Condom |   | ● 2016-11-13 : Truman Capote movie on Arte TV |   |   |   |   | ● 2018-04-01 : Snorting condom challenge |   |
| Emergency pill | ● 2017-07-16 : Controversy with Boots refusing to cut the price of morning after pill |  |  |  |  |  |  |  |
| Pregnancy test |   |   |   |   |   |   |   |   |
| Abortion | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-08-05 : Rejection of legal abortion in Argentina● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2017-01-22 : “Mexico City Policy” (executive order)● 2018-05-20 : referendum about abortion in Ireland● 2019-05-12 : Human Life Protection Act (Alabama abortion law) | ● 2016-10-16 : 3rd USA presidential debate (“late-term abortion”)● 2017-01-22 : “Mexico City Policy” (executive order)● 2019-01-20 : Reproductive Health Act (NY abortion law)● 2019-01-27: Reproductive Health Act (NY abortion law)● 2019-02-03: Reproductive Health Act (NY abortion law)● 2019-05-12 : Human Life Protection Act (Alabama abortion law)● 2019-05-19 : Human Life Protection Act (Alabama abortion law) |  |
| FERTILITY | Plan Child  |   |   |   | ● 2017-12-17 : Son of Elena Santarelli ill of cancer |   |   |   |   |
| Plan other child  | ● 2017-09-03 : K. Middleton pregnancy● 2018-04-22 : K. Middleton childbirth | ● 2017-09-03 : K. Middleton pregnancy● 2018-04-22 : K. Middleton childbirth | ● 2017-09-03 : K. Middleton pregnancy● 2018-03-18 : Third child of Pilar Rubio● 2018-03-25 : Third child of Pilar Rubio● 2018-04-22 : K. Middleton childbirth | ● 2017-09-03 : K. Middleton pregnancy● 2018-04-22 : K. Middleton childbirth● 2018-10-28 : Measure about giving state lands to people having a third child | ● 2017-09-03 : K. Middleton pregnancy● 2018-04-22 : K. Middleton childbirth | ● 2017-09-03 : K. Middleton pregnancy● 2018-04-22 : K. Middleton childbirth |   |   |
| COUPLE | Wedding | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry● 2019-06-16 : Wedding Belén Esteban | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-05-13 : Wedding Markle-Harry● 2018-05-20 : Wedding Markle-Harry | ● 2018-02-04 : Movie “La boda de Valentina”● 2018-02-1: Movie “La boda de Valentina”● 2019-06-30 : Boda de Carmen Villalobos  |
| Dating |   |   |   |   |   |   |   |   |
| Relationship |   |   |   |   |   |   |   |   |
| DIVORCE | Divorce | ● 2016-09-18 : Divorce Jolie-Pitt | ● 2016-09-18 : Divorce Jolie-Pitt | ● 2016-09-18 : Divorce Jolie-Pitt | ● 2016-09-18 : Divorce Jolie-Pitt● 2017-05-07 : Supreme court decision about divorce law | ● 2016-09-18 : Divorce A. Jolie-B. Pitt | ● 2016-09-18 : Divorce Jolie-Pitt | ● 2016-09-18 : Divorce Jolie-Pitt |   |
| Breakup |   |   |   | ● 2016-02-14 : Music “Nessun grado di separazione” |   | ● 2016-10-23 : Love scandal around Sarah Lombardi | ● 2018-06-03 : Liza Koshy-David Dobrick break-up (Youtube stars) |   |