



**Supplemental Figure 2:** User activity statistics on the DNA.Land website. **(A)** The number of page visits per week to each type of report on DNA.Land: (Red) Ancestry, (Light Blue) Relative Matching, (Green) Relatives of Relatives, and (Dark Blue) Trait Report pages. **(B)** The distribution of new user registrations to DNA.Land by day of the week. **(C)** The cumulative number of page visits by DNA.Land users by day of the week.