



**Supplementary Figure 3:** Participation rates in DNA.Land’s trait prediction feature. Traits are predicted according to published GWAS summary statistics. **(A)** Per-week and cumulative numbers of total surveys completed by users. **(B)** Per-week and cumulative numbers of total questions answered by users. **(C)** The distribution of time required by users to complete each type of survey. The surveyed traits are as follows: (Orange) Chronotype, (Blue) Coffee Consumption, (Red) Myopia, (Green) Eye Color, (Pink) Neuroticism, (Purple) Educational Attainment, and (Yellow) Height.