



Supplementary Figure 5: Demographics of DNA.Land users. **(A)** Ancestry composition of DNA.Land users with aggregated ancestry categories: (Red) Northern European, (Orange) North-east European, (Light Orange) Other European, (Yellow) Ashkenazi, (Yellow-Green) African, (Light Green) South Asian, (Turquoise) East Asian, (Blue) Native American. Each column represents a single user, and stacked bars on each column indicate the distribution of ancestry groups for a given user. Users are sorted by decreasing percentage of their largest ancestry group. **(B)** Continent of origin of registered DNA.Land users, based on IP address. The majority of users arrive from the US and Europe, but there is representation from around the world. **(C)** Geographic location of DNA.Land users, as determined by IP address.