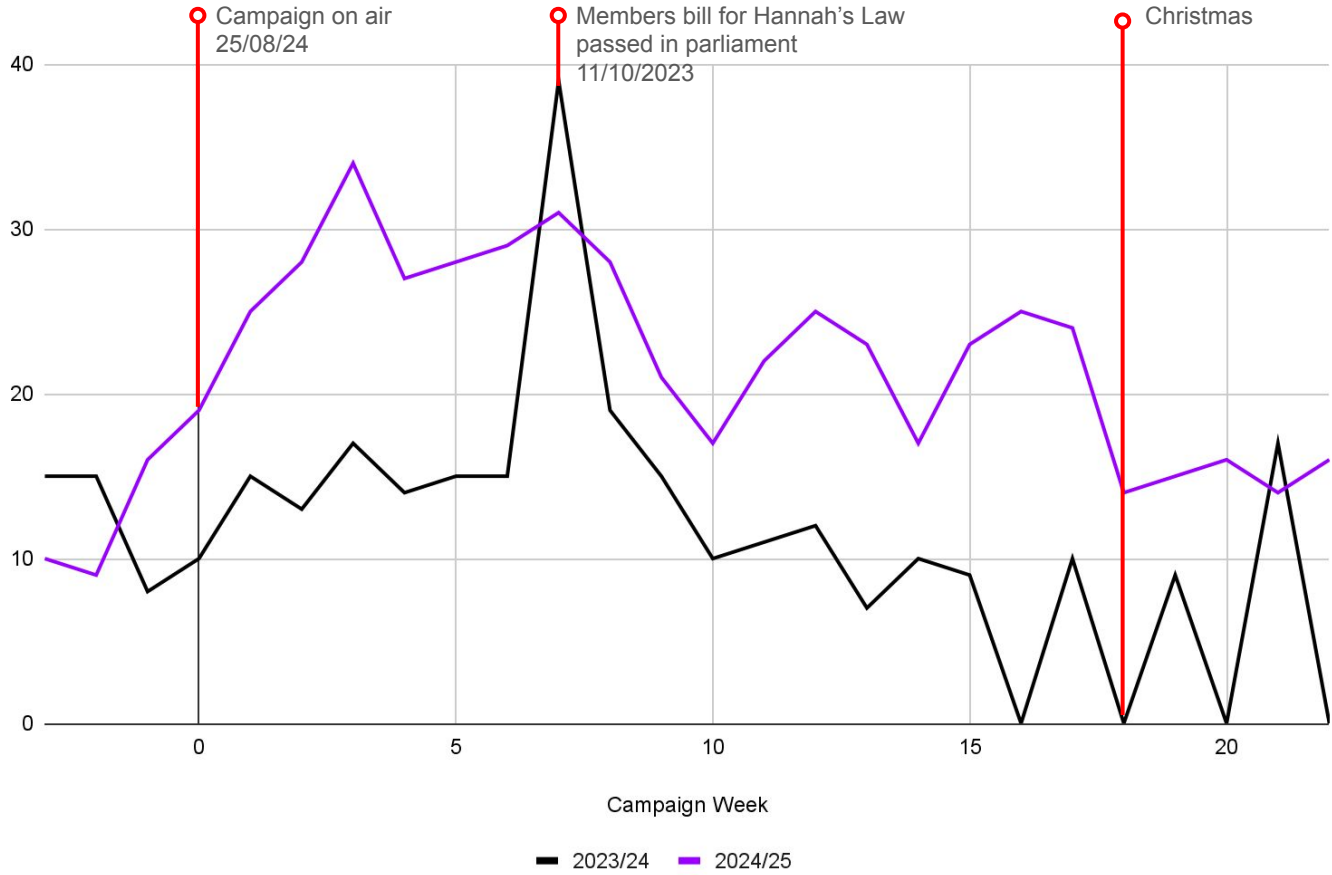


Figure 1

Google Search Trend Volume YoY comparison "coercive control" QLD only

Year on year
organic search
uplift of 90%
over the
campaign
period



Source: Google Search Trend Data 25/8/2023 - 31/01/2025 for "coercive control" as a term limited to searches originating from Queensland