

## Supplementary Table S4. Modified Ensuring Quality Information for Patients (MEQIP) tool

### 'structure' question (items 25 – 36) results.

MEQIP Scoring question	Yes	No	N/A	High-scoring websites	Low-scoring websites	p
25. Use of everyday language and explanation of complex words or jargon	215 (91)	20 (9)	0 (0)	56 (100)	159 (89)	.005
26. Use of generic names for all medications or products (NA if no medications described)	63 (27)	3 (1)	169 (72)	27 (48)	36 (20)	<.001
27. Use of short sentences (<15 words on average)	195 (83)	40 (17)	0 (0)	53 (95)	142 (79)	.007
28. Personal address to the reader	158 (67)	77 (33)	0 (0)	53 (95)	105 (59)	<.001
29. Respectful tone	231 (98)	4 (2)	0 (0)	56 (100)	175 (98)	.58
30. Clear information (no ambiguities or contradictions)	226 (96)	9 (4)	0 (0)	56 (100)	170 (95)	.12
31. Balanced information on risks and benefits	92 (39)	143 (61)	0 (0)	51 (91)	41 (23)	<.001
32. Presentation of information in a logical order	210 (89)	25 (11)	0 (0)	56 (100)	154 (86)	<.001
33. Satisfactory design and layout (excluding figures or graphs; see next item)	201 (86)	34 (14)	0 (0)	56 (100)	145 (81)	<.001
34. Clear and relevant figures or graphs (NA if absent)	77 (33)	8 (3)	150 (64)	31 (55)	46 (26)	<.001
35. Inclusion of a named space for the reader's notes or questions	13 (6)	221 (94)	1 (0)	6 (11)	7 (4)	.14
36. Inclusion of a printed consent form contrary to recommendations (NA if not from hospitals)	2 (1)	165 (70)	68 (29)	2 (4)	0 (0)	.080

Data are presented as *n* (%).

Number of sites scoring for each item given, with the number and percentage of “yes” answers for high and low scoring websites for each item, as well as statistical significance between these.