

Multimedia Appendix 2 - Mean (SE) of each organization type

Organization Type	Freq.	Mean (St. Err.) of Flesch Kincaid Grade	Mean (St. Err.) of Smog Index	Mean (St. Err.) of Coleman Liau Index	Mean (St. Err.) of Automated Readability Index	Mean (St. Err.) of 4 metrics
For-profit entities	10	10.14 (0.64)	9.37 (0.38)	11.52 (0.64)	10.83 (0.68)	10.46 (0.55)
Nongovernment organizations	7	13.64 (1.06)	11.66 (0.61)	16.00 (0.67)	15.90 (1.21)	14.30 (0.86)
Non-US government entities	7	14.36 (0.77)	12.07 (0.40)	14.93 (0.46)	16.41 (1.06)	14.44 (0.58)
US government	27	12.66 (0.37)	11.17 (0.24)	15.51 (0.29)	14.57 (0.46)	13.48 (0.33)
US government entities written for teens	3	10.03 (1.53)	9.47 (0.52)	12.50 (1.13)	10.83 (1.42)	10.71 (1.15)