

Supplementary File S1: Summary table of readability formulae used in this study and their associated target scores (for the general public).

Readability formulae available at www.readable.com

Readability Metrics	Readability formula	Target score for texts aiming at the general public
Flesch-Kincaid Grade Level (FKGL)	$0.39 \text{ (total words/total sentences)} + 11.8 \text{ (total syllables/total words)} - 15.59$	A text aimed at the general audience should have a grade level of 8 or lower. At Grade Level 8, 85% of the general population will be able to read and comprehend the text.
Flesch Reading Ease (FRE)	$206.835 - 1.015 \times \text{(total words / total sentences)} - 84.6 \times \text{(total syllables / total words)}$	A target score of 60 or above.
Gunning Fog Index	$0.4 \times \text{[(total words / total sentences)} + 100 \times \text{(complex words / total words)]}$	Grade level of 8 or below.
Simple Measure of Gobbledygook (SMOG) Index	$3 + \text{square root } \sqrt{\text{polysyllabic count in 30 sentences}}$	Grade level of 8 or below.