

Supplementary Table S4. Characterization of websites by search engine.

Search engine	Google	Bing	Yahoo	P value
Websites, n	53	38	23	
Website category, n (%)				
Scientific/governmental	1 (1.9)	1 (2.6)	1 (4.3)	0.955 ^a
Foundation/advocacy	26 (49.1)	21 (55.3)	11 (47.8)	
News/media	10 (18.9)	5 (13.2)	4 (17.4)	
Industry/for profit	16 (30.2)	11 (28.9)	7 (30.4)	
Personal commentary/blog	0 (0.0)	0 (0.0)	0 (0.0)	
Paid/promoted, n (%)	9 (17.0)	4 (10.5)	2 (8.7)	0.520
Host continent, n (%)				
Europe	1 (1.9)	1 (2.6)	0 (0)	/
North America	52 (98.1)	37 (97.4)	23 (100)	
South America	0 (0.0)	0 (0.0)	0 (0.0)	
Asia	0 (0.0)	0 (0.0)	0 (0.0)	
Australia	0 (0.0)	0 (0.0)	0 (0.0)	
Africa	0 (0.0)	0 (0.0)	0 (0.0)	
Antarctica	0 (0.0)	0 (0.0)	0 (0.0)	
HON foundation certificate				
Valid certificate, n (%)	8 (15.1)	9 (23.7)	6 (26.1)	0.579
JAMA score				
Median (range)	3 (1-4)	3 (1-4)	3 (1-4)	0.368
Flesch Reading Ease Score				
Mean (SD)	39 (9)	41 (10)	40 (11)	0.802
Flesch Kincaid Grade Level				
Mean (SD)	13 (2)	12 (2)	12 (2)	0.788
Sum DISCERN score				
All websites, median (range)	42 (17-68)	42 (22-68)	41 (22-68)	0.643
Top 10 website hits, median (range)	46 (27-61)	44 (27-61)	42 (22-61)	0.871
Sum key fact score				
All websites, median (range)	26 (4-54)	25 (5-54)	24 (5-54)	0.957
Top 10 website hits, median (range)	36 (5-53)	21 (5-53)	30 (11-53)	0.918
Misleading/wrong facts				
Websites with misleading/wrong facts, n (%)	10 (18.9)	8 (21.1)	5 (21.7)	0.935
Overall identified wrong facts, n	13	11	6	

^a Foundation/advocacy versus news/media reports versus industry/for profit. HON, Health on the Net; JAMA, Journal of the American Medical Association; SD, standard deviation.