

**Table S2. Logistic regression model for 'Attendance' using total time spent on the website (total duration in minutes) measure as binary outcome of total time being ≤ median of 6.85 minutes (reference group) vs. > median time (N= 21,440 HL participants with usage data)**

- Total time spent on the website ≤ median time, N= 10,730 (reference group)
- Total time spent on the website > median time, N= 10,710

Variable	Odds Ratio	Std. Err.	t	P> t	[95% Conf. Interval]
<b>Age</b>	1.011	0.002	6.74	0.000	1.008 – 1.014
<b>Sex (Female)</b>	1.330	0.042	9.00	0.000	1.250 – 1.415
<b>Ethnicity (Vs. White)</b>					
Asian	0.534	0.029	-11.51	0.000	0.480 – 0.594
Black	0.725	0.053	-4.42	0.000	0.629 – 0.837
Mixed	0.772	0.106	-1.89	0.059	0.590 – 1.010
Other	0.925	0.132	-0.55	0.583	0.699 – 1.222
<b>IMD quintile (Vs. IMD Q1 Most deprived)</b>					
Q2	1.048	0.048	1.03	0.303	0.958 – 1.146
Q3	1.014	0.046	0.31	0.754	0.928 – 1.109
Q4	1.004	0.045	0.10	0.923	0.920 – 1.097
Q5 (Least deprived)	1.045	0.049	0.94	0.347	0.954 – 1.145
<b>Smoking status (vs. Never smoker)</b>					
Current smoker	1.045	0.059	0.78	0.437	0.935 – 1.168
Ex-smoker	1.050	0.034	1.50	0.133	0.985 – 1.119
Non-smoker (unknown)	0.995	0.103	-0.05	0.962	0.812 – 1.219
<b>BMI, kg/m<sup>2</sup></b>	0.996	0.002	-1.64	0.101	0.992 – 1.001
<b>Diabetes duration, years</b>	0.972	0.003	-10.99	0.000	0.967 – 0.977
<b>Baseline HbA1c, mmol/mol</b>	1.004	0.001	4.94	0.000	1.002 – 1.006
<b>Baseline total cholesterol, mmol/L</b>	0.979	0.008	-2.51	0.012	0.962 – 0.995
<b>Baseline SBP, mmHg</b>	0.999	0.001	-0.70	0.483	0.996 – 1.002
<b>Baseline DBP, mmHg</b>	0.998	0.002	-0.78	0.433	0.994 – 1.002
<b>Baseline serum creatinine, μmol/L</b>	1.000	0.001	0.12	0.901	0.999 – 1.001
<b>Ischaemic heart disease (IHD)</b>	0.930	0.056	-1.21	0.227	0.827 – 1.046
<b>History of CVD admission</b>	0.976	0.064	-0.38	0.707	0.859 – 1.109
<b>Learning disability (LD)</b>	0.830	0.257	-0.60	0.546	0.452 – 1.523
<b>Severe mental illness (SMI) (vs. SMI not provided)</b>					
Bipolar disorder	0.682	0.099	-2.65	0.008	0.514 – 0.905
Schizophrenia	0.715	0.153	-1.57	0.115	0.470 – 1.086
Other psychosis	0.765	0.246	-0.84	0.404	0.407 – 1.435
<b>Baseline antihypertensives</b>	1.014	0.033	0.44	0.659	0.952 – 1.080
<b>Baseline insulin</b>	0.853	0.043	-3.17	0.002	0.773 – 0.941
<b>Baseline non-insulin antidiabetic agents</b>	0.719	0.027	-8.85	0.000	0.668 – 0.773
<b>Baseline statins</b>	0.914	0.031	-2.68	0.007	0.856 – 0.976
<b>_cons (Constant)</b>	0.924	0.200	-0.37	0.715	0.605 – 1.412

BMI: body mass index; CVD: cardiovascular disease; DBP: diastolic blood pressure; HbA1c: glycated haemoglobin; HL: Healthy Living; IHD: ischaemic heart disease; IMD Q: index of multiple deprivation quintile; NDA: National Diabetes audit; SBP: systolic blood pressure; DM: diabetes.

Model goodness of fit measured on imputation  $m=1$ : AIC (Akaike's information criterion) = 28991.97; BIC (Bayesian information criterion) = 29239.14; area under the ROC curve = 0.6095; % correctly classified = 58.08%. CVD: cardiovascular disease; DBP: diastolic blood pressure; IMD: index of multiple deprivation; SBP: systolic blood pressure