

Table S3. Logistic regression model for 'Attendance' using visits frequency measure as binary outcome of session number =1 session (reference group) vs. >1 session. Defined as the total number of sessions on the website visited per participant throughout the programme (N= 21,445 HL participants with usage data)

- Visits frequency = 1 session, N= 12,110 (reference group)
- Visits frequency > 1 session, N= 9,335

Variable	Odds Ratio	Std. Err.	t	P> t	[95% Conf. Interval]
Age	1.011	0.002	6.63	0.000	1.008 – 1.014
Sex (Female)	1.096	0.034	2.91	0.004	1.030 – 1.165
Ethnicity (Vs. White)					
Asian	0.656	0.036	-7.61	0.000	0.588 – 0.731
Black	0.908	0.066	-1.33	0.185	0.787 – 1.047
Mixed	0.957	0.134	-0.32	0.752	0.728 – 1.258
Other	0.804	0.122	-1.44	0.149	0.597 – 1.081
IMD quintile (Vs. IMD Q1 Most deprived)					
Q2	1.065	0.049	1.37	0.169	0.973 – 1.166
Q3	1.109	0.051	2.26	0.024	1.014 – 1.213
Q4	1.080	0.049	1.72	0.086	0.989 – 1.180
Q5 (Least deprived)	1.173	0.055	3.41	0.001	1.070 – 1.286
Smoking status (vs. Never smoker)					
Current smoker	0.921	0.055	-1.39	0.167	0.819 – 1.035
Ex-smoker	1.027	0.034	0.82	0.410	0.963 – 1.096
Non-smoker (unknown)	0.945	0.098	-0.54	0.586	0.771 – 1.159
BMI, kg/m2	0.998	0.002	-0.79	0.431	0.994 – 1.003
Diabetes duration, years	0.976	0.003	-9.34	0.000	0.971 – 0.981
Baseline HbA1c, mmol/mol	1.002	0.001	2.34	0.020	1.000 – 1.004
Baseline total cholesterol, mmol/L	0.997	0.008	-0.37	0.710	0.981 – 1.013
Baseline SBP, mmHg	0.999	0.001	-0.89	0.373	0.996 – 1.001
Baseline DBP, mmHg	0.997	0.002	-1.64	0.103	0.993 – 1.001
Baseline serum creatinine, µmol/L	1.000	0.001	0.07	0.944	0.999 – 1.001
Ischaemic heart disease (IHD)	0.932	0.056	-1.17	0.242	0.829 – 1.048
History of CVD admission	1.012	0.066	0.19	0.852	0.891 – 1.150
Learning disability (LD)	0.826	0.262	-0.60	0.547	0.444 – 1.537
Severe mental illness (SMI) (vs. SMI not provided)					
Bipolar disorder	0.854	0.124	-1.09	0.274	0.643 – 1.134
Schizophrenia	0.957	0.203	-0.21	0.836	0.631 – 1.451
Other psychosis	0.821	0.266	-0.61	0.543	0.435 – 1.550
Baseline antihypertensives	1.031	0.033	0.96	0.339	0.968 – 1.098
Baseline insulin	0.927	0.047	-1.50	0.134	0.839 – 1.024
Baseline non-insulin antidiabetic agents	0.729	0.027	-8.59	0.000	0.678 – 0.783
Baseline statins	0.860	0.029	-4.47	0.000	0.806 – 0.919
_cons (Constant)	0.880	0.197	-0.57	0.568	0.567 – 1.366

In accordance with mandatory data provider Statistical Disclosure Control (SDC) rules (such as, rounding and small number suppression), numbers may not sum to the total.

Model goodness of fit measured on imputation $m=1$: AIC (Akaike's information criterion) = 28918.71; BIC (Bayesian information criterion) = 29165.87; area under the ROC curve= 0.5874; % correctly classified= 58.46%. CVD: cardiovascular disease; DBP: diastolic blood pressure; IMD: index of multiple deprivation; SBP: systolic blood pressure.