

Multimedia appendix 6.

Table S1. Age versus reasons for using the app.

Reason for using the app	<34 (n, %)	>34 (n, %)	Chi-square (df)	P value
Menstrual Cycle & ST ^a	1481 (81.9)	313 (77.4)	4.0 (1)	.046
IC ^b and related conditions	404 (22.3)	69 (17.1)	5.1 (1)	.02
Pregnancy Tracking	690 (38.2)	132 (32.7)	4.0 (1)	.04
To help me get pregnant	969 (55.0)	222 (53.6)	0.2 (1)	.66
To help me not get pregnant	214 (11.8)	36 (8.9)	2.5 (1)	.11
Pregnancy loss	115 (6.4)	36 (8.9)	3.0 (1)	.08
Sexual Health	533 (29.6)	92 (22.8)	7.0 (1)	.008
Get tailored health information	627 (34.7)	106 (26.2)	10.2 (1)	.001
To Learn more about my body	759 (42.0)	155 (38.3)	1.6 (1)	.20

^aSymptom Tracking (ST)

^b Irregular Cycles (IC)

Table S2. Logistic regression - reasons for using the app versus education (N = 2029).

Why do you use the Flo app? - Menstrual Cycle and symptom tracking			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	1.98 (1.23 - 3.14)	.004
Associate's Degree	139 (6.8)	2.20 (1.18 - 4.17)	.01
Bachelor's Degree	759 (37.4)	1.59 (1.00 - 2.48)	.04
Master's Degree	373 (18.4)	1.39 (0.84 - 2.21)	.19
Doctorate Degree	43 (2.1)	1.22 (0.55 - 2.87)	.64
Why do you use the Flo app? - Irregular cycles and related conditions			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	0.95 (0.60 - 1.51)	.81
Associate's Degree	139 (6.8)	1.16 (0.66 - 2.03)	.61
Bachelor's Degree	759 (37.4)	0.71 (0.45 - 1.14)	.14
Master's Degree	373 (18.4)	0.62 (0.38 - 1.03)	.06
Doctorate Degree	43 (2.1)	0.58 (0.22 - 1.37)	.24
Why do you use the Flo app? - Pregnancy tracking			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	1.17 (0.76 - 1.83)	.48
Associate's Degree	139 (6.8)	1.68 (0.99 - 2.86)	.05
Bachelor's Degree	759 (37.4)	1.79 (1.18 - 2.80)	.007
Master's Degree	373 (18.4)	1.80 (1.15 - 2.86)	.01
Doctorate Degree	43 (2.1)	1.08 (0.49 - 2.29)	.85
Why do you use the Flo app? - Help me get pregnant			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	1.24 (0.83 - 1.85)	.29
Associate's Degree	139 (6.8)	0.92 (0.66 - 1.76)	.77
Bachelor's Degree	759 (37.4)	1.21 (0.82 - 1.80)	.34
Master's Degree	373 (18.4)	1.89 (1.24 - 2.88)	.003
Doctorate Degree	43 (2.1)	1.14 (0.57 - 2.32)	.71
Why do you use the Flo app? - Help me not get pregnant			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	1.71 (0.90 - 3.61)	.13
Associate's Degree	139 (6.8)	1.37 (0.60 - 2.34)	.46
Bachelor's Degree	759 (37.4)	1.20 (0.63 - 2.54)	.60
Master's Degree	373 (18.4)	1.15 (0.57 - 2.52)	.70
Doctorate Degree	43 (2.1)	0.79 (0.17 - 3.61)	.73
Why do you use the Flo app? - Pregnancy loss			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	1.62 (0.73 - 4.30)	.28
Associate's Degree	139 (6.8)	2.36 (0.94 - 6.78)	.08
Bachelor's Degree	759 (37.4)	1.14 (0.51 - 3.05)	.76
Master's Degree	373 (18.4)	1.30 (0.55 - 3.58)	.57
Doctorate Degree	43 (2.1)	1.86 (0.46 - 6.87)	.35
Why do you use the Flo app? - Sexual health			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	0.99 (0.65 - 1.53)	.97
Associate's Degree	139 (6.8)	1.08 (0.64 - 1.82)	.78
Bachelor's Degree	759 (37.4)	0.83 (0.55 - 1.28)	.39
Master's Degree	373 (18.4)	0.61 (0.39 - 0.97)	.04
Doctorate Degree	43 (2.1)	0.48 (0.19 - 1.10)	.10
Why do you use the Flo app? - Get tailored health information			
Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-

High School Graduate or Diploma	600 (37.4)	1.18 (0.77 - 1.85)	.45
Associate's Degree	139 (6.8)	1.03 (0.60 - 1.78)	.91
Bachelor's Degree	759 (37.4)	1.35 (0.89 - 2.10)	.17
Master's Degree	373 (18.4)	0.90 (0.57 - 1.43)	.63
Doctorate Degree	43 (2.1)	1.15 (0.53 - 2.42)	.72

Why do you use the Flo app? - Learn more about my body

Variable	N (%)	OR (95% CI)	P
Education			
Some High School, no Diploma	115 (5.7)	1 (reference)	-
High School Graduate or Diploma	600 (37.4)	0.98 (0.65 - 1.46)	.91
Associate's Degree	139 (6.8)	0.91 (0.56 - 1.50)	.73
Bachelor's Degree	759 (37.4)	0.81 (0.54 - 1.20)	.28
Master's Degree	373 (18.4)	0.59 (0.39 - 0.91)	.02
Doctorate Degree	43 (2.1)	0.45 (0.21 - 0.95)	.04

Table S3. Logistic regression - reasons for using the app versus age (N = 2212).

Why do you use the Flo app? - Menstrual Cycle and symptom tracking			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	1.92 (1.44 - 2.59)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.89 (0.67 - 1.18)	.41
45-54	34 (1.5)	1.01 (0.46 - 2.53)	.99
Why do you use the Flo app? - Irregular cycles and related conditions			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	1.56 (1.24 - 1.97)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.81 (0.59 - 1.09)	.18
45-54	34 (1.5)	1.04 (0.41 - 2.30)	.92
Why do you use the Flo app? - Pregnancy tracking			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	0.38 (0.30 - 0.48)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.67 (0.53 - 0.86)	<.001
45-54	34 (1.5)	0.08 (0.01 - 0.26)	<.001
Why do you use the Flo app? - Help me get pregnant			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	0.28 (0.23 - 0.35)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.84 (0.67 - 1.07)	.16
45-54	34 (1.5)	0.10 (0.03 - 0.24)	<.001
Why do you use the Flo app? - Help me not get pregnant			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	2.25 (1.69 - 3.01)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	1.05 (0.69 - 1.54)	.83
45-54	34 (1.5)	0.30 (0.02 - 1.43)	.24
Why do you use the Flo app? - Pregnancy loss			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	0.73 (0.46 - 1.11)	.15
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	1.40 (0.92 - 2.09)	.11
45-54	34 (1.5)	0.41 (0.02 - 1.92)	.38
Why do you use the Flo app? - Sexual health			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	1.84 (1.49 - 2.28)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.85 (0.65 - 1.12)	.26
45-54	34 (1.5)	0.90 (0.38 - 1.91)	.79
Why do you use the Flo app? - Get tailored health information			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	2.11 (1.72 - 2.60)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	0.89 (0.68 - 1.15)	.36
45-54	34 (1.5)	0.51 (0.19 - 1.17)	.14
Why do you use the Flo app? - Learn more about my body			
Variable	N (%)	OR (95% CI)	P
Age			
18-24	544 (24.6)	2.13 (1.74 - 2.61)	<.001
25-34	1264 (57.1)	1 (reference)	-
35-44	370 (16.7)	1.10 (0.87 - 1.39)	.43
45-54	34 (1.5)	0.95 (0.45 - 1.91)	.89