

Multimedia Appendix 2. Bivariate analyses of website utilization metrics for aged 18-24, 25-34 and 35+.

	Young Adults 18-24 (n=957)	Young Adults 25-34 (n=2,073)	Older Adults 35+ (n=2,953)	18-24 vs. 25-34 P-value	18-24 vs. 35+ P-value	25-34 vs. 35+ P-value
Site visits						
Mean (SE)	2.32 (0.15)	2.61 (0.21)	7.59 (1.41)	.14	<.001	<.001
Median (IQR)	1.00 (1.00)	1.00 (1.00)	1.00 (2.00)			
1 time, N (%)	676 (70.64)	1,507 (72.70)	1,671 (56.59)			
2-3 times, N (%)	159 (16.61)	368 (17.75)	758 (25.67)			
4-8 times, N (%)	85 (8.88)	126 (6.08)	341 (11.55)			
> 8 times, N (%)	37 (3.87)	72 (3.47)	183 (6.20)			
Time on site, minutes;						
Mean (SE)	28.50 (3.91)	27.12 (3.04)	140.42 (32.84)	.003	<.001	<.001
Median (IQR)	5.95 (17.37)	4.52 (15.48)	10.98 (26.85)			
< 3 minutes, N (%)	345 (36.05)	887 (42.81)	713 (24.15)			
4-30 minutes, N (%)	449 (46.92)	881 (42.52)	1,497 (50.71)			
31+ minutes, N (%)	163 (17.03)	304 (14.67)	742 (25.14)			
Pages viewed;						
Mean (SE)	67.50 (15.63)	30.41 (3.32)	113.01 (23.61)	.001	<.001	<.001
Median (IQR)	10.00 (20.00)	8.00 (17.00)	14.00 (26.00)			
Used EX Community; N(%)	91 (9.51)	236 (11.38)	387 (13.11)	.12	.003	.07
Used Separation	71 (7.42)	161 (7.77)	366 (12.39)	.738	<.001	<.001
Exercises, N (%)						

Abbreviations: N – sample size; SE – standard error; IQR – interquartile range

