

Multimedia Appendix 2.

Screening questionnaire

Question	Response Options
How old are you?	Enter free text
Are you able to travel to Norwich for the interview?	(1) Yes (2) No
Do you own a smartphone with Internet access and capable of running apps?	(1) Yes (2) No
Which of the following best describes you?	(1) I would like to stop smoking (2) I would like to drink less or stop drinking (3) I would like to lose weight to get healthier (4) I would like to do more physical activity (5) I sometimes feel down or depressed, and I would like to feel better (6) I sometimes have anxiety, and I would like to feel better (7) I would like to improve my mood (8) Other: [Enter Free Text] (7) None of these describes me
Have you used a health or wellbeing smartphone app to help you become healthier or to feel better? <i>(Examples of health or wellbeing smartphone apps: apps that can help you quit smoking, drink less, being more active, losing weight, become less depressed, become less anxious, improve your mood)</i>	(1) Yes (2) No
If yes, what was the name of the health or wellbeing smartphone app(s) that you have used?	Enter free text
Are you currently using a smartphone app to help you become healthier or to feel better?	(1) Yes (2) No
If yes, what was the name of the health or wellbeing smartphone app that you are currently using (if different from [earlier question])?	Enter free text
Would you consider using a smartphone app in the future to help you become healthier or to feel better?	(1) Yes (2) No

Baseline questionnaire

Question	Response Options
What is your gender?	(1) Female (2) Male (3) Other [free text]

What is the highest level of education you have completed?	<ul style="list-style-type: none"> (1) Primary School (2) GCSEs or equivalent (3) A level or equivalent (4) University undergraduate programme (5) University post-graduate programme (6) Doctoral degree
What is your employment status?	<ul style="list-style-type: none"> (1) Employed full-time (2) Employed part time (3) Self-employed full-time (4) Self-employed part-time (5) Unemployed (6) Unemployed and on state benefits (7) Unemployed - still in education
What is your ethnic group?	<ul style="list-style-type: none"> (1) English/Welsh/Scottish/Northern Irish/British (2) Irish (3) Gypsy or Irish Traveller (4) Any other White background (5) White and Black Caribbean (6) White and Black African (7) White and Asian (8) Any other Mixed/Multiple ethnic background (9) Indian (10) Pakistani (11) Bangladeshi (12) Chinese (13) Any other Asian background (14) African (15) Caribbean (16) Any other Black/African/Caribbean background (17) Arab (18) Any other ethnic group
When was the last time you downloaded an app, if ever?	<ul style="list-style-type: none"> (1) Today or yesterday (2) In the last week (3) In the last month (4) In the last 3 months (5) In the last 6 months (6) More than 6 months ago
How frequently do you use the apps on your smartphone, if at all?	<ul style="list-style-type: none"> (1) Daily (2) Weekly (3) Monthly (4) Never
Have your friends or family recommended any smartphone health or wellbeing app for you to use?	<ul style="list-style-type: none"> (1) Yes (2) No

Have you recommended any smartphone health or wellbeing app to your friends or family?	(1) Yes (2) No
How do you use your smartphone?	(1) Check your e-mail (2) For social media (e.g. Facebook, Twitter, Instagram, etc.) (4) Navigate using Google Maps or similar tools (5) Read the news (6) Research things to purchase (7) Download and play games (8) Download and use health/wellbeing apps (9) Other [free text]