### Demographic characteristic

| Users, n (% of column) | Retention, n (% of row) | 26-week regression |
|------------------------|-------------------------|-------------------|
|                        | 0 weeks | 13 weeks | 26 weeks | 39 weeks | 52 weeks | Hazard ratio | P value |
| **Sex**                |         |          |          |          |          |               |         |
| Female                 | 644,378 (81.3) | 108,590 (16.9) | 44,927 (7) | 23,150 (3.6) | 13,385 (2.1) | 1.000 | N/A^a |
| Male                   | 146,961 (18.5) | 23,946 (16.3)  | 9869 (6.7) | 5236 (3.6)  | 3066 (2.1)  | 1.021 | .01   |
| Other                  | 1353 (0.2)  | 239 (17.7)   | 85 (6.3)   | 44 (3.3)    | 27 (2)     | 0.800 | .004  |
| **Age (years)**        |          |          |          |          |          |               |         |
| <30                    | 241,531 (30.5) | 27,411 (11.3) | 9572 (4)  | 4392 (1.8)  | 2326 (1)   | 1.000 | N/A   |
| 30-39                  | 270,011 (34.1) | 42,717 (15.8) | 16,776 (6.2) | 8393 (3.1) | 4779 (1.8) | 0.843 | <.001 |
| 40-49                  | 182,411 (23)  | 37,971 (20.8) | 16,765 (9.2) | 9078 (5)   | 5448 (3)   | 0.723 | <.001 |
| 50-59                  | 77,346 (9.8)  | 18,685 (24.2) | 8713 (11.3) | 4823 (6.2) | 2828 (3.7) | 0.677 | <.001 |
| ≥60                    | 21,393 (2.7)  | 5991 (28)    | 3055 (14.3) | 1744 (8.2) | 1097 (5.1) | 0.617 | <.001 |
| **Primary health concern** | | | | | | | |
| Losing weight          | 456,287 (77.3) | 76,874 (16.8) | 31,276 (6.9) | 15,562 (3.4) | 8559 (1.9) | 1.000 | N/A   |
| Healthy aging          | 46,571 (7.9)  | 11,519 (24.7) | 5717 (12.3) | 3403 (7.3)  | 2202 (4.7) | 0.910 | <.001 |
| Increasing fitness     | 34,874 (5.9)  | 5960 (17.1)  | 2592 (7.4) | 1348 (3.9) | 774 (2.2) | 1.019 | .17   |
| Preventing chronic     | 27,955 (4.7)  | 6138 (22)    | 2753 (9.8) | 1546 (5.5) | 920 (3.3) | 0.921 | <.001 |
| diseases               |           |            |            |            |            |       |       |
| Fighting cancer         | 2041 (0.3)  | 419 (20.5) | 171 (8.4)   | 104 (5.1) | 59 (2.9) | 0.917 | .11   |
| Other                  | 22,220 (3.8) | 3365 (15.1) | 1302 (5.9) | 627 (2.8) | 342 (1.5) | 1.155 | <.001 |

*Note: P values <.05 are considered statistically significant.*

*^a* N/A indicates that the hazard ratio cannot be calculated due to low event count.
| Starting BMI (kg/m²) | 0 weeks | 13 weeks | 26 weeks | 39 weeks | 52 weeks | Hazard ratio | P value  |
|---------------------|---------|----------|----------|----------|----------|-------------|---------|
| Underweight (<18.5) | 2124 (0.6) | 327 (15.4) | 141 (6.6) | 72 (3.4) | 50 (2.4) | 0.901 | .02 |
| Healthy low (18.5-22) | 34,037 (9) | 6105 (17.9) | 2508 (7.4) | 1267 (3.7) | 784 (2.3) | 1.000 | N/A |
| Healthy high (23-24) | 37,671 (10) | 6572 (17.4) | 2820 (7.5) | 1500 (4) | 890 (2.4) | 1.023 | .12 |
| Overweight (25-29) | 115,281 (30.5) | 20,366 (17.7) | 8382 (7.3) | 4310 (3.7) | 2587 (2.2) | 1.014 | .25 |
| Obese class I (30-34) | 92,714 (24.5) | 15,985 (17.8) | 6444 (7) | 3202 (4) | 1851 (2.4) | 1.006 | .65 |
| Obese class II (35-39) | 52,441 (13.9) | 8783 (16.7) | 3401 (6.5) | 1656 (3.2) | 911 (1.7) | 1.0035 | .81 |
| Obese class III (≥40) | 43,529 (11.5) | 6955 (16) | 2711 (6.2) | 1307 (3) | 701 (1.6) | 0.996 | .77 |
| **Race** | | | | | | | |
| White | 221,959 (59.5) | 40,588 (18.3) | 17,731 (8) | 9342 (4.2) | 5350 (2.4) | 1.000 | N/A |
| Asian | 42,108 (11.3) | 6919 (16.4) | 2827 (6.7) | 1383 (3.3) | 812 (1.9) | 0.936 | <.001 |
| Black or African American | 38,488 (10.3) | 6850 (17.8) | 2828 (7.3) | 1455 (3.8) | 840 (2.2) | 0.982 | .1 |
| American Indian or Alaska Native | 10,590 (2.8) | 1483 (14) | 564 (5.3) | 260 (2.5) | 126 (1.2) | 1.077 | <.001 |
| Native Hawaiian or other Pacific Islander | 2129 (0.6) | 349 (16.4) | 141 (6.6) | 71 (3.3) | 38 (1.8) | 1.021 | .62 |
| Other race | 57,596 (15.4) | 9195 (16) | 3546 (6.2) | 1656 (2.9) | 909 (1.6) | 1.004 | .65 |
| **Diet** | | | | | | | |
| Typical western | 82,677 (34.5) | 16,262 (19.7) | 7418 (9) | 3959 (4.8) | 2265 (2.7) | 1.000 | N/A |
| Keto | 62,754 (26.2) | 13,920 (22.2) | 5974 (9.5) | 3111 (5) | 1777 (2.8) | 0.950 | <.001 |
| Mostly plants | 24,778 (10.3) | 5280 (21.3) | 2374 (9.6) | 1284 (5.2) | 776 (3.1) | 1.017 | .12 |
| Vegetarian | 8874 (3.7) | 1894 (21.3) | 848 (9.6) | 447 (5) | 274 (3.1) | 0.977 | .18 |
| Vegan | 5020 (2.1) | 1121 (22.3) | 10.8 (544) | 5.8 (292) | 3.5 (178) | 0.956 | .05 |
| Other | 55,767 (23.2) | 10,150 (18.2) | 4535 (8.1) | 2475 (4.4) | 1431 (2.6) | 1.049 | <.001 |
|                  | 0 weeks       | 13 weeks      | 26 weeks      | 39 weeks      | 52 weeks      | Hazard ratio | P value |
|------------------|---------------|---------------|---------------|---------------|---------------|--------------|---------|
| **Exercise**     |               |               |               |               |               |              |         |
| Sedentary        | 51,214 (19.7) | 7827 (15.3)   | 3088 (6)      | 1596 (3.1)    | 856 (1.7)     | 1.000        | N/A     |
| Occasionally     | 67,275 (25.9) | 11,862 (17.6) | 5058 (7.5)    | 2606 (3.9)    | 1458 (2.2)    | 0.932        | <.001   |
| Weekly           | 48,914 (18.8) | 9711 (19.9)   | 4255 (8.7)    | 2249 (4.6)    | 1342 (2.7)    | 0.877        | <.001   |
| Most days        | 75,333 (29.0) | 18,754 (24.9) | 8894 (11.8)   | 883 (6.5)     | 2890 (3.8)    | 0.772        | <.001   |
| Daily            | 17,267 (6.6)  | 4527 (26.2)   | 2274 (13.2)   | 1248 (7.2)    | 750 (4.3)     | 0.719        | <.001   |
| **Stress**       |               |               |               |               |               |              |         |
| None             | 15,309 (4.5)  | 3063 (20)     | 1329 (8.7)    | 645 (4.2)     | 385 (2.5)     | 1.000        | N/A     |
| Occasional       | 133,222 (39.3)| 26,234 (19.7) | 8.7 (11,595)  | 4.5 (6008)    | 2.6 (3456)    | 1.004        | .80     |
| Moderate         | 151,094 (44.6)| 25,835 (17.1) | 10,719 (7.1)  | 5495 (3.6)    | 3110 (2.1)    | 1.041        | .02     |
| Extreme          | 39,336 (11.6) | 5928 (15.1)   | 2325 (5.9)    | 1157 (2.9)    | 648 (1.6)     | 1.101        | <.001   |
| **Smoking**      |               |               |               |               |               |              |         |
| Never            | 195,039 (61.2)| 38,541 (19.8) | 17,047 (8.7)  | 8939 (4.6)    | 5177 (2.7)    | 1.000        | N/A     |
| Former           | 75,749 (23.8) | 15,317 (20.2) | 6619 (8.7)    | 3564 (4.7)    | 2059 (2.7)    | 1.027        | <.001   |
| Sometimes        | 24,284 (7.6)  | 3497 (14.4)   | 5.6 (1364)    | 656 (2.7)     | 346 (1.4)     | 1.089        | <.001   |
| Daily            | 23,392 (7.3)  | 2732 (11.7)   | 1017 (4.3)    | 467 (2)       | 250 (1.1)     | 1.251        | <.001   |

*N/A: not applicable.*