

## FIGURE CAPTIONS

Figure 1. Study design.

**PRE-INTERVENTION (n=3027 accessed website)**  
- Screening questions for eligibility/quotas  
- Demographic, clinical & lifestyle risk factors

**Excluded:**  
- 141 did not consent to participate  
- 498 did not meet eligibility criteria  
- 1783 did not complete questionnaire before their age/gender quota was full  
- 35 entered risk factors as zero

**RANDOMISED CVD RISK FORMAT**

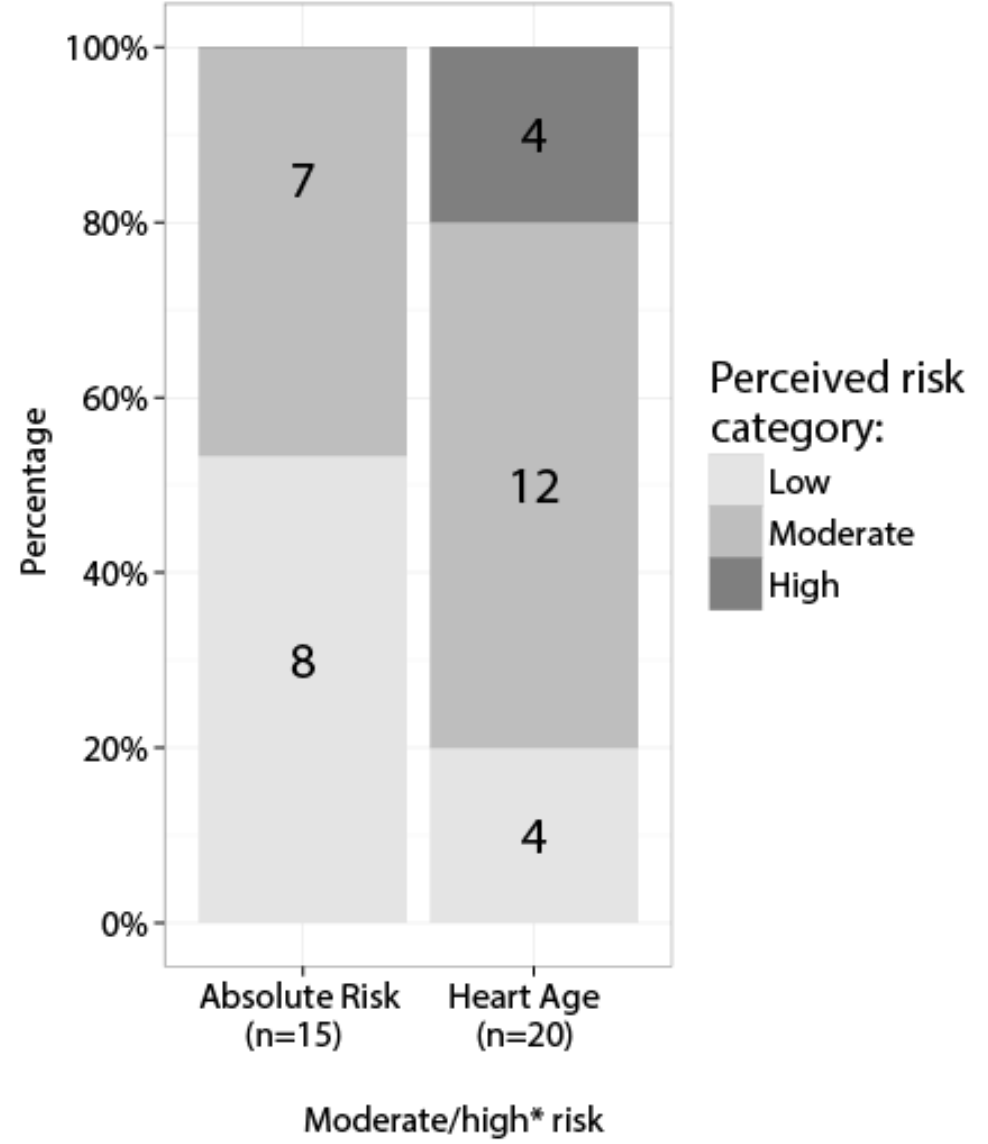
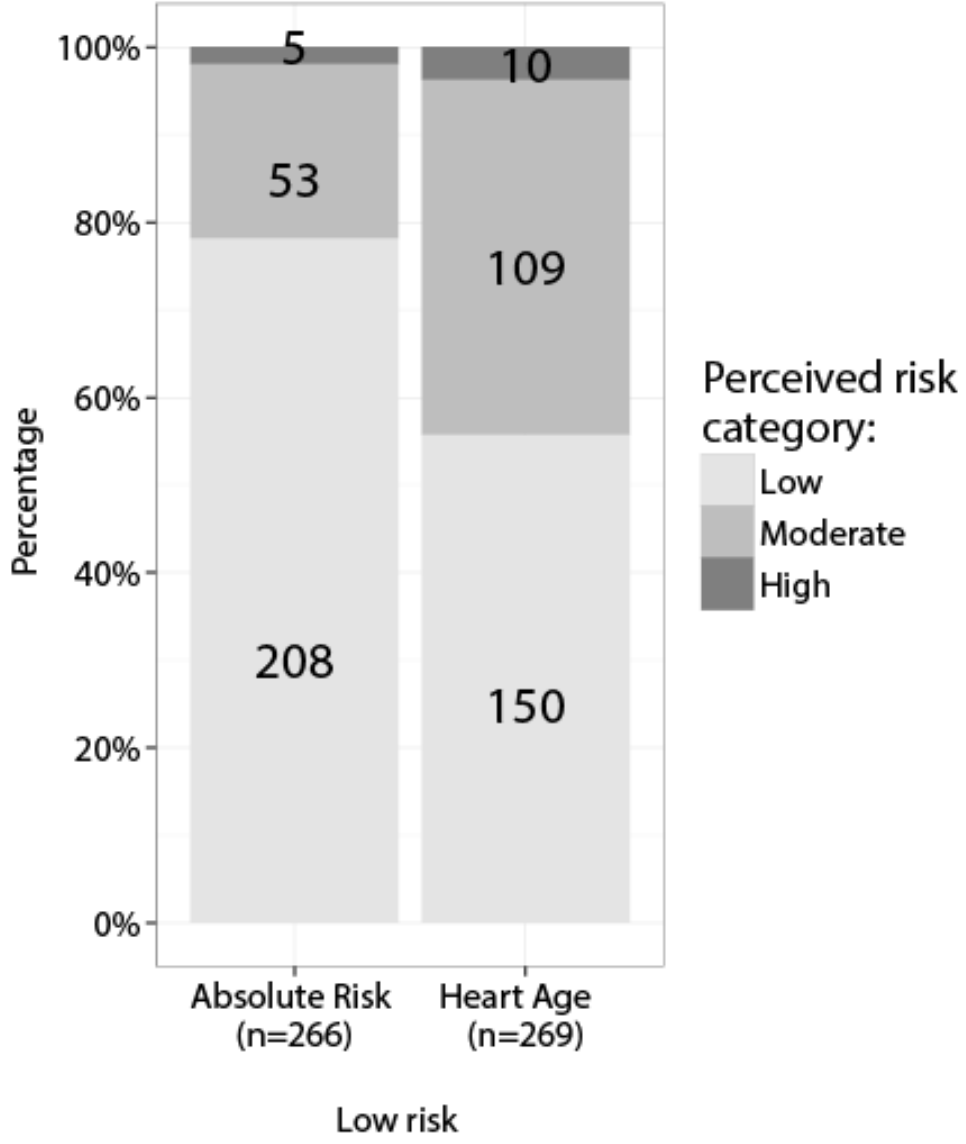
**ABSOLUTE RISK (n=281)**      **HEART AGE (n=289)**

**POST-INTERVENTION OUTCOMES (n=570)**  
**Primary outcome:**  
- Intention to change lifestyle  
**Secondary outcomes:**  
- Psychological (recall of risk result, risk perception, emotional response, perceived credibility)  
- Behavioural (intention to see GP, risk information seeking behaviour)

**ABSOLUTE RISK (n=229)**      **HEART AGE (n=240)**

**2 WEEK FOLLOW-UP OUTCOMES (n=469)**  
**Secondary outcomes:**  
- Psychological (recall of risk result)  
- Behavioural (lifestyle risk factors, GP appointment)

Figure 2. Perceived risk category post-intervention by randomised risk format group for individuals with actual low risk (5-year absolute risk <10%) (left panel) and actual moderate/high risk (5-year absolute risk  $\geq$ 10%) (right panel). Please note that there was only 1 high risk participant who was randomized to the absolute risk arm. The numbers in the bars indicate the absolute counts.



\*High risk participants n=1

Figure 3. Distribution of emotional response and perceived credibility post-intervention by randomised risk format group.

