

Table \_\_: Exposure to CMT, by gender, domain, and key target groups

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Exposure/recall to CMT Desafio						
No	83.8	[78.5, 88.1]	87.4	[83.3, 90.6]	85.6	[81.5, 89.0]
Yes	16.2	[11.9, 21.5]	12.6	[9.4, 16.7]	14.4	[11.0, 18.5]
Total	100.0		100.0		100.0	
Exposed to 1+ Desafio Episode						
No	95.9	[93.9, 97.2]	96.8	[94.9, 98.0]	96.3	[94.7, 97.5]
Yes	4.1	[2.8, 6.1]	3.2	[2.0, 5.1]	3.7	[2.5, 5.3]
Total	100.0		100.0		100.0	
Exposed to any CMT						
No	82.3	[76.8, 86.8]	86.4	[82.1, 89.8]	84.4	[80.0, 88.0]
Yes	17.7	[13.2, 23.2]	13.6	[10.2, 17.9]	15.6	[12.0, 20.0]
Total	100.0		100.0		100.0	
N	2,481		2,575		5,056	

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	Rural		Urban			Border			Total	
	%	[95% CI]	%	[95% CI]		%	[95% CI]		%	[95% CI]
Exposure/recall to CMT Desafio										
No	94.5	[91.1, 96.6]	65.9	[58.5, 72.7]		88.9	[80.5, 93.9]		85.6	[81.5, 89.0]
Yes	5.5	[3.4, 8.9]	34.1	[27.3, 41.5]		11.1	[6.1, 19.5]		14.4	[11.0, 18.5]
Total	100.0		100.0			100.0			100.0	
Exposed to 1+ Desafio Episode										
No	99.8	[99.4, 99.9]	88.6	[84.5, 91.6]		98.1	[96.1, 99.1]		96.3	[94.7, 97.5]
Yes	0.2	[0.1, 0.6]	11.4	[8.4, 15.5]		1.9	[0.9, 3.9]		3.7	[2.5, 5.3]
Total	100.0		100.0			100.0			100.0	
Exposed to any CMT										
No	94.3	[91.0, 96.4]	62.5	[54.5, 69.8]		87.8	[78.7, 93.4]		84.4	[80.0, 88.0]
Yes	5.7	[3.6, 9.0]	37.5	[30.2, 45.5]		12.2	[6.6, 21.3]		15.6	[12.0, 20.0]
Total	100.0		100.0			100.0			100.0	
N	1,806		2,426			824			5,056	

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	Females 15-24		Total		
	%	[95% CI]	%	[95% CI]	
Exposure/recall to CMT Desafio					
No	84.3	[77.7, 89.2]	84.3	[77.7,	89.2]
Yes	15.7	[10.8, 22.3]	15.7	[10.8,	22.3]
Total	100.0		100.0		
Exposed to 1+ Desafio Episode					
No	95.9	[92.8, 97.7]	95.9	[92.8,	97.7]
Yes	4.1	[2.3, 7.2]	4.1	[2.3,	7.2]
Total	100.0		100.0		
Exposed to any CMT					
No	83.0	[76.2, 88.2]	83.0	[76.2,	88.2]
Yes	17.0	[11.8, 23.8]	17.0	[11.8,	23.8]
Total	100.0		100.0		
N	1,141		1,141		

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	Non-Program		Program		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Exposure/recall to CMT Desafio						
No	88.8	[84.4, 92.1]	49.9	[45.5, 54.3]	85.6	[81.5, 89.0]
Yes	11.2	[7.9, 15.6]	50.1	[45.7, 54.5]	14.4	[11.0, 18.5]
Total	100.0		100.0		100.0	
Exposed to 1+ Desafio Episode						
No	98.1	[96.3, 99.0]	77.0	[72.9, 80.7]	96.3	[94.7, 97.5]
Yes	1.9	[1.0, 3.7]	23.0	[19.3, 27.1]	3.7	[2.5, 5.3]
Total	100.0		100.0		100.0	
Exposed to any CMT						
No	88.0	[83.4, 91.5]	43.9	[39.8, 48.1]	84.4	[80.0, 88.0]
Yes	12.0	[8.5, 16.6]	56.1	[51.9, 60.2]	15.6	[12.0, 20.0]
Total	100.0		100.0		100.0	
N	2,559		2,497		5,056	