

Table 1: Estimated number of people reached (Total)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	3760960	382152	3004750	4517169
Seen "Amores" Logo (pe1b)	2201314	225581	1754930	2647699
Knows OneLove Campaign (pe2)	992783	114169	766862	1218703
Knows OneLove Logo	1341268	166831	1011139	1671396
PE7a-Knows Radio Show: Duas Caras	522602	78109	368037	677166
PE7b-Knows Radio Show: Vidas Mascaradas	461586	86910	289606	633566
PE7c-Knows Radio Show: Sinal Vermelho	353053	49774	254560	451546
PE8a- Has seen Amores advert	657859	74341	510751	804966
PE8b- Has seen Conheces o Ze advert	579717	97772	386243	773190
anyrad	1184461	152717	882263	1486660
PE9a- Seen Amores magazine	2059218	219734	1624404	2494032
PE9b- Seen Amore, sexo e muito papo magazine	1790223	209626	1375411	2205035
PE9c- Seen Não Conheces o Ze magazine	733384	103668	528244	938525
PE9d- Seen Gravidez e Vida magazine	2151271	253978	1648694	2653849
PE9e- Seen Conversando magazine	1954260	213325	1532128	2376391
Seen any magazines	3385139	384062	2625148	4145129
Watched: Love Stories film series	500414	77858	346348	654480
Watched film: When the Music Stops	275940	52556	171940	379940
Watched film: Big House, Small House	284658	47546	190574	378742
Watched film: Travelling Man	331306	44460	243328	419284
Watched film: After the Honeymoon	237307	52616	133190	341424
Watched film: Chaguo	180485	53417	74783	286187
Watched film: Umshato	401084	72862	256904	545265
Watched film: Bloodlines	257011	44548	168858	345164
Watched film: Second Chances	173891	34002	106607	241175
Watched film: Against the Odds	160369	28440	104092	216646
Watched film: Betrayed	782557	103078	578584	986530
Watches: Untold Stories Drama Series	446507	71024	305964	587049
Watched drama: Rebel Rhymes	314011	46704	221593	406429
Watched drama: Mapule's Choice	180882	32531	116509	245254

Watched drama: Secrets and Lies	374813	42197	291312	458314
Watched drama: The Test	412120	87858	238265	585975
Watched drama: Tempestade	917939	130971	658771	1177108
Watched drama: Ulendo waRose	115559	24512	67055	164063
Watched drama: Batjele	350492	54758	242135	458849
Watched drama: Chipo's Promise	175048	37337	101166	248930
Watched drama: Between Friends	236147	50751	135720	336573
Seen any OL films/drama	932558	118758	697557	1167559
PE27- Seen Amores TV spot	961042	109720	743926	1178159
PE29a- Seen Conheça o Ze TV spot	531626	100721	332317	730934
PE29b- Seen A Prenda TV spot	684896	79086	528400	841392
PE29c- Seen O Espelho TV spot	684890	91390	504044	865735
Seen any OL TV Spot (PE27, Pe29a-c)	1108298	142202	826906	1389690
See any OL TV	1671537	186029	1303419	2039654
PE28a- Seen A Carta Film	954701	116939	723300	1186101
PE28b- Seen Dina film	1430276	169696	1094477	1766074
PE28c- Seen Lobolo film	1163558	142213	882145	1444971
PE28d- Seen Venenos do Amor film	647365	80463	488143	806587
PE28e- Seen Diz Não stories	1542664	169023	1208197	1877131
Seen any DV films	2408879	257619	1899099	2918660
PE29d- Seen Cara & Espelho spot	435294	74111	288642	581947
PE29e- Seen Tipos de Violencia spot	970648	117175	738780	1202515
PE29f- Seen O Menino e a Boneca spot	807215	121136	567508	1046922
PE29g- O Cinto spot	853902	129646	597357	1110448
Seen any DV TV spots	1421895	197681	1030721	1813070
Heard of SAfAIDS - se1	151041	21678	108143	193939
Seen SAfAIDS logo - se2	218013	38330	142165	293861
Ever read SAfAIDS materials -se3	122399	27231	68514	176284
Read: The Umbrella- se4a	45274	9197	27075	63472
Read: SAfAIDS news-se4b	75660	30807	14698	136621
Read: The Exchange-se4c	100766	21292	58632	142900
Read: Supporting CBO-se4d	101651	30496	41306	161997
Read: Ask Notebook for CW-se4e	170380	58558	54503	286256
Read: Multiple and Concurrent Partnerships-se4f	75993	16673	42999	108986

Read: Changing the River's Flow Training Manual-se4g	74108	21600	31367	116850
Exposure to any SAfAIDS intervention	956390	124335	710353	1202427
Exposure/recall to CMT Desafio	1721569	213668	1298758	2144380
Exposed to 1+ Desafio exisodes	440643	65296	311433	569853
Exposed to any CMT	1867797	224234	1424079	2311516

Table 2: Estimated number of people reached (Males)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	2206377	248782	1714083	2698672
Seen "Amores" Logo (pe1b)	1214616	127731	961860	1467373
Knows OneLove Campaign (pe2)	602672	71450	461285	744059
Knows OneLove Logo	840420	113795	615240	1065599
PE7a-Knows Radio Show: Duas Caras	247121	46640	154829	339414
PE7b-Knows Radio Show: Vidas Mascaradas	246017	58549	130158	361875
PE7c-Knows Radio Show: Sinal Vermelho	187802	37219	114152	261451
PE8a- Has seen Amores advert	308141	46611	215906	400376
PE8b- Has seen Conheces o Ze advert	303054	53248	197687	408421
anyrad	612814	90198	434328	791300
PE9a- Seen Amores magazine	1259549	161103	940755	1578344
PE9b- Seen Amore, sexo e muito papo magazine	1042102	140238	764597	1319607
PE9c- Seen Não Conheces o Ze magazine	479459	73117	334773	624146
PE9d- Seen Gravidez e Vida magazine	1069091	165342	741909	1396274
PE9e- Seen Conversando magazine	999486	129046	744128	1254845
Seen any magazines	2028090	287765	1458654	2597525
Watched: Love Stories film series	335033	50636	234833	435233
Watched film: When the Music Stops	147735	36987	74545	220926
Watched film: Big House, Small House	155306	29343	97242	213371
Watched film: Travelling Man	184104	31495	121781	246427
Watched film: After the Honeymoon	106391	30353	46327	166454
Watched film: Chaguo	84959	25909	33691	136228
Watched film: Umshato	191385	29092	133817	248952
Watched film: Bloodlines	143708	20233	103670	183745
Watched film: Second Chances	109446	25452	59081	159811
Watched film: Against the Odds	74002	16756	40845	107158
Watched film: Betrayed	400643	56670	288503	512783
Watches: Untold Stories Drama Series	270812	40515	190641	350983
Watched drama: Rebel Rhymes	164900	28065	109364	220436
Watched drama: Mapule's Choice	76544	13465	49898	103189

Watched drama: Secrets and Lies	189854	28092	134265	245442
Watched drama: The Test	203970	57962	89275	318666
Watched drama: Tempestade	397427	63960	270862	523992
Watched drama: Ulendo waRose	46727	10072	26796	66658
Watched drama: Batjele	146733	25302	96665	196801
Watched drama: Chipo's Promise	85667	22645	40856	130478
Watched drama: Between Friends	98702	17561	63953	133451
Seen any OL films/drama	443746	64002	317098	570395
PE27- Seen Amores TV spot	574863	74910	426630	723097
PE29a- Seen Conheça o Ze TV spot	303075	51865	200443	405707
PE29b- Seen A Prenda TV spot	377716	46245	286205	469226
PE29c- Seen O Espelho TV spot	370745	51148	269532	471959
Seen any OL TV Spot (PE27, PE29a-c)	574860	69911	436519	713200
See any OL TV	868847	95276	680313	1057380
PE28a- Seen A Carta Film	517041	73300	371994	662088
PE28b- Seen Dina film	731145	85418	562119	900171
PE28c- Seen Lobolo film	600541	82163	437956	763126
PE28d- Seen Venenos do Amor film	342129	51290	240635	443624
PE28e- Seen Diz Não stories	896946	118565	662326	1131566
Seen any DV films	1270182	146740	979811	1560553
PE29d- Seen Cara & Espelho spot	195540	32540	131149	259932
PE29e- Seen Tipos de Violencia spot	545019	72212	402124	687914
PE29f- Seen O Menino e a Boneca spot	398510	58954	281850	515170
PE29g- O Cinto spot	478731	71909	336435	621027
Seen any DV TV spots	741528	98673	546272	936784
Heard of SAfAIDS - se1	84286	13563	57448	111124
Seen SAfAIDS logo - se2	121829	20120	82015	161643
Ever read SAfAIDS materials -se3	92571	24284	44517	140624
Read: The Umbrella- se4a	32761	8349	16239	49283
Read: SAfAIDS news-se4b	43040	14350	14643	71437
Read: The Exchange-se4c	45906	12527	21117	70694
Read: Supporting CBO-se4d	30978	8527	14105	47852
Read: Ask Notebook for CW-se4e	52638	21545	10004	95272
Read: Multiple and Concurrent Partnerships-se4f	46530	11254	24260	68799

Read: Changing the River's Flow Training Manual-se4g	44856	15019	15136	74575
Exposure to any SAfAIDS intervention	446428	61561	324610	568246
Exposure/recall to CMT Desafio	956710	137646	684333	1229086
Exposed to 1+ Desafio exisodes	245021	41457	162986	327057
Exposed to any CMT	1044509	141917	763681	1325338

Table 3: Estimated number of people reached (Females)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	1554582	169232	1219702	1889462
Seen "Amores" Logo (pe1b)	986698	117193	754793	1218603
Knows OneLove Campaign (pe2)	390111	56919	277479	502742
Knows OneLove Logo	500848	67545	367188	634507
PE7a-Knows Radio Show: Duas Caras	275480	46491	183483	367477
PE7b-Knows Radio Show: Vidas Mascaradas	215569	45527	125480	305659
PE7c-Knows Radio Show: Sinal Vermelho	165251	22639	120452	210051
PE8a- Has seen Amores advert	349718	44430	261800	437636
PE8b- Has seen Conheces o Ze advert	276663	58653	160599	392726
anyrad	571647	75069	423099	720196
PE9a- Seen Amores magazine	799668	92940	615758	983579
PE9b- Seen Amore, sexo e muito papo magazine	748121	105693	538974	957267
PE9c- Seen Não Conheces o Ze magazine	253925	49884	155214	352636
PE9d- Seen Gravidez e Vida magazine	1082180	135642	813769	1350592
PE9e- Seen Conversando magazine	954773	113720	729742	1179805
Seen any magazines	1357049	150029	1060169	1653929
Watched: Love Stories film series	165381	36628	92901	237860
Watched film: When the Music Stops	128205	28283	72237	184172
Watched film: Big House, Small House	129352	27931	74082	184623
Watched film: Travelling Man	147202	27014	93745	200658
Watched film: After the Honeymoon	130916	29091	73350	188483
Watched film: Chaguo	95526	31234	33718	157333
Watched film: Umshato	209700	48780	113173	306227
Watched film: Bloodlines	113303	31679	50617	175990
Watched film: Second Chances	64445	14693	35370	93519
Watched film: Against the Odds	86367	20149	46496	126238
Watched film: Betrayed	381914	60440	262315	501513
Watches: Untold Stories Drama Series	175695	39975	96591	254798
Watched drama: Rebel Rhymes	149110	33481	82858	215363
Watched drama: Mapule's Choice	104338	23762	57318	151358

Watched drama: Secrets and Lies	184959	26112	133289	236630
Watched drama: The Test	208150	34062	140748	275551
Watched drama: Tempestade	520512	82946	356377	684648
Watched drama: Ulendo waRose	68832	18544	32136	105527
Watched drama: Batjele	203759	35626	133261	274258
Watched drama: Chipo's Promise	89381	21383	47068	131695
Watched drama: Between Friends	137445	37356	63524	211366
Seen any OL films/drama	488812	88740	313211	664412
PE27- Seen Amores TV spot	386179	53253	280801	491557
PE29a- Seen Conheça o Ze TV spot	228551	56843	116069	341033
PE29b- Seen A Prenda TV spot	307180	46108	215940	398420
PE29c- Seen O Espelho TV spot	314144	58834	197723	430565
Seen any OL TV Spot (PE27, Pe29a-c)	533438	83897	367422	699455
See any OL TV	802690	113580	577936	1027443
PE28a- Seen A Carta Film	437660	57672	323538	551782
PE28b- Seen Dina film	699131	94923	511295	886966
PE28c- Seen Lobolo film	563016	78430	407817	718216
PE28d- Seen Venenos do Amor film	305236	40381	225330	385142
PE28e- Seen Diz Não stories	645718	70702	505812	785624
Seen any DV films	1138698	122865	895569	1381826
PE29d- Seen Cara & Espelho spot	239754	44704	151294	328215
PE29e- Seen Tipos de Violencia spot	425628	62101	302742	548515
PE29f- Seen O Menino e a Boneca spot	408705	71383	267451	549960
PE29g- O Cinto spot	375171	64685	247170	503172
Seen any DV TV spots	680368	105105	472383	888352
Heard of SAfAIDS - se1	66755	14883	37305	96205
Seen SAfAIDS logo - se2	96184	23539	49605	142763
Ever read SAfAIDS materials -se3	29828	7630	14729	44927
Read: The Umbrella- se4a	12513	3662	5267	19759
Read: SAfAIDS news-se4b	32620	17516	-2042	67281
Read: The Exchange-se4c	54860	15601	23989	85732
Read: Supporting CBO-se4d	70673	24604	21986	119361
Read: Ask Notebook for CW-se4e	117741	45955	26804	208679
Read: Multiple and Concurrent Partnerships-se4f	29463	9677	10314	48612

Read: Changing the River's Flow Training Manual-se4g	29253	12553	4413	54093
Exposure to any SAfAIDS intervention	509962	81175	349332	670592
Exposure/recall to CMT Desafio	764860	104345	558379	971341
Exposed to 1+ Desafio exisodes	195622	38127	120175	271069
Exposed to any CMT	823288	110100	605420	1041155

Table 4: Estimated number of people reached (Rural)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	1173733	280533	609048	1738417
Seen "Amores" Logo (pe1b)	547051	140149	264946	829156
Knows OneLove Campaign (pe2)	242318	69156	103114	381523
Knows OneLove Logo	391648	119462	151184	632112
PE7a-Knows Radio Show: Duas Caras	132913	51585	29079	236748
PE7b-Knows Radio Show: Vidas Mascaradas	127475	54607	17556	237393
PE7c-Knows Radio Show: Sinal Vermelho	60823	25692	9107	112538
PE8a- Has seen Amores advert	109768	42589	24040	195495
PE8b- Has seen Conheces o Ze advert	120070	45306	28874	211265
anyrad	271181	89812	90399	451962
PE9a- Seen Amores magazine	732393	173359	383440	1081346
PE9b- Seen Amore, sexo e muito papo magazine	659789	164734	328196	991382
PE9c- Seen Não Conheces o Ze magazine	263627	90066	82333	444921
PE9d- Seen Gravidez e Vida magazine	1035732	217376	598176	1473287
PE9e- Seen Conversando magazine	735307	154331	424654	1045959
Seen any magazines	1520166	325672	864622	2175710
Watched: Love Stories film series	64954	30527	3505	126402
Watched film: When the Music Stops	75884	32097	11276	140492
Watched film: Big House, Small House	58033	27211	3261	112806
Watched film: Travelling Man	54667	26164	2001	107332
Watched film: After the Honeymoon	37645	26312	-15317	90608
Watched film: Chaguo	21904	13570	-5412	49219
Watched film: Umshato	27517	13498	348	54686
Watched film: Bloodlines	13834	8590	-3457	31126
Watched film: Second Chances	17427	9939	-2580	37434
Watched film: Against the Odds	20658	12034	-3566	44882
Watched film: Betrayed	37062	13384	10121	64002
Watches: Untold Stories Drama Series	20606	8389	3720	37491
Watched drama: Rebel Rhymes	62542	31163	-185	125269
Watched drama: Mapule's Choice	14062	10729	-7534	35658

Watched drama: Secrets and Lies	41914	20788	71	83757
Watched drama: The Test	24045	10772	2363	45727
Watched drama: Tempestade	52268	24278	3400	101137
Watched drama: Ulendo waRose	1185	356	468	1902
Watched drama: Batjele	36550	15747	4852	68248
Watched drama: Chipo's Promise	20514	12431	-4510	45537
Watched drama: Between Friends	15088	10703	-6456	36632
Seen any OL films/drama	204214	62685	78036	330392
PE27- Seen Amores TV spot	102343	51628	-1578	206265
PE29a- Seen Conheça o Ze TV spot	58287	35706	-13586	130160
PE29b- Seen A Prenda TV spot	67018	36340	-6131	140166
PE29c- Seen O Espelho TV spot	81809	46286	-11361	174979
Seen any OL TV Spot (PE27, Pe29a-c)	109997	54573	148	219846
See any OL TV	270100	78598	111891	428309
PE28a- Seen A Carta Film	46384	15707	14766	78001
PE28b- Seen Dina film	101904	34864	31727	172081
PE28c- Seen Lobolo film	109994	56942	-4625	224613
PE28d- Seen Venenos do Amor film	17998	8778	329	35666
PE28e- Seen Diz Não stories	242651	86617	68300	417001
Seen any DV films	388640	110408	166400	610879
PE29d- Seen Cara & Espelho spot	6123	2373	1347	10899
PE29e- Seen Tipos de Violencia spot	34678	9316	15927	53430
PE29f- Seen O Menino e a Boneca spot	14881	4052	6724	23037
PE29g- O Cinto spot	15285	4027	7179	23391
Seen any DV TV spots	46626	10788	24911	68341
Heard of SAfAIDS - se1	17963	10580	-3333	39258
Seen SAfAIDS logo - se2	21091	11713	-2485	44668
Ever read SAfAIDS materials -se3	21180	12875	-4735	47095
Read: The Umbrella- se4a	481	288	-98	1061
Read: SAfAIDS news-se4b	903	420	57	1748
Read: The Exchange-se4c	9727	8619	-7623	27077
Read: Supporting CBO-se4d	9202	8621	-8151	26556
Read: Ask Notebook for CW-se4e	71166	44183	-17770	160103
Read: Multiple and Concurrent Partnerships-se4f	1257	572	106	2407

Read: Changing the River's Flow Training Manual-se4g	24831	13842	-3031	52693
Exposure to any SAfAIDS intervention	322740	87049	147520	497960
Exposure/recall to CMT Desafio	452607	133416	184055	721160
Exposed to 1+ Desafio exisodes	16305	8804	-1416	34026
Exposed to any CMT	469712	135117	197735	741688

Table 5: Estimated number of people reached (Urban)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	2548768	259359	2030639	3066898
Seen "Amores" Logo (pe1b)	1631988	176698	1278994	1984983
Knows OneLove Campaign (pe2)	738288	90801	556892	919685
Knows OneLove Logo	935027	116413	702465	1167589
PE7a-Knows Radio Show: Duas Caras	386249	58645	269091	503406
PE7b-Knows Radio Show: Vidas Mascaradas	331476	67607	196416	466537
PE7c-Knows Radio Show: Sinal Vermelho	290607	42628	205448	375766
PE8a- Has seen Amores advert	543870	60907	422195	665546
PE8b- Has seen Conheces o Ze advert	457534	86639	284453	630616
anyrad	906755	123498	660040	1153470
PE9a- Seen Amores magazine	1309479	134988	1039810	1579149
PE9b- Seen Amore, sexo e muito papo magazine	1114246	129602	855337	1373156
PE9c- Seen Não Conheces o Ze magazine	464258	51308	361759	566757
PE9d- Seen Gravidez e Vida magazine	1094997	131299	832698	1357296
PE9e- Seen Conversando magazine	1202548	147225	908433	1496664
Seen any magazines	1839501	203524	1432915	2246086
Watched: Love Stories film series	431640	71601	288601	574678
Watched film: When the Music Stops	197184	41611	114057	280311
Watched film: Big House, Small House	222859	38963	145021	300696
Watched film: Travelling Man	272592	35917	200839	344344
Watched film: After the Honeymoon	196911	45554	105906	287917
Watched film: Chaguo	156574	51657	53378	259770
Watched film: Umshato	370254	71590	227236	513271
Watched film: Bloodlines	239518	43687	152244	326793
Watched film: Second Chances	153802	32503	88870	218735
Watched film: Against the Odds	137881	25757	86426	189336
Watched film: Betrayed	740062	102181	535933	944191
Watches: Untold Stories Drama Series	422578	70516	281706	563451
Watched drama: Rebel Rhymes	249443	34769	179985	318902
Watched drama: Mapule's Choice	164924	30687	103621	226227

Watched drama: Secrets and Lies	329441	36679	256166	402716
Watched drama: The Test	384566	87189	210386	558747
Watched drama: Tempestade	860232	128678	603168	1117295
Watched drama: Ulendo waRose	111792	24488	62870	160713
Watched drama: Batjele	311295	52435	206543	416047
Watched drama: Chipo's Promise	152475	35198	82160	222790
Watched drama: Between Friends	219681	49607	120579	318783
Seen any OL films/drama	717919	100833	516482	919357
PE27- Seen Amores TV spot	851877	96778	658541	1045212
PE29a- Seen Conheça o Ze TV spot	470301	94169	282176	658426
PE29b- Seen A Prenda TV spot	613682	70215	473411	753953
PE29c- Seen O Espelho TV spot	599781	78780	442399	757162
Seen any OL TV Spot (PE27, Pe29a-c)	991127	131278	728870	1253384
See any OL TV	1386585	168559	1049850	1723320
PE28a- Seen A Carta Film	904109	115861	672649	1135568
PE28b- Seen Dina film	1319538	166016	987882	1651193
PE28c- Seen Lobolo film	1046672	130284	786400	1306944
PE28d- Seen Venenos do Amor film	627036	79976	467267	786806
PE28e- Seen Diz Não stories	1288816	145098	998950	1578683
Seen any DV films	2003780	232689	1538930	2468629
PE29d- Seen Cara & Espelho spot	426693	74060	278741	574646
PE29e- Seen Tipos de Violencia spot	929982	116766	696716	1163249
PE29f- Seen O Menino e a Boneca spot	787444	121050	545619	1029269
PE29g- O Cinto spot	833985	129553	575173	1092796
Seen any DV TV spots	1366588	197350	972336	1760839
Heard of SAfAIDS - se1	131209	18883	93486	168931
Seen SAfAIDS logo - se2	194706	36473	121841	267570
Ever read SAfAIDS materials -se3	100839	23994	52906	148772
Read: The Umbrella- se4a	44487	9191	26127	62847
Read: SAfAIDS news-se4b	73784	30800	12253	135315
Read: The Exchange-se4c	90931	19469	52037	129826
Read: Supporting CBO-se4d	92125	29251	33690	150561
Read: Ask Notebook for CW-se4e	98211	38428	21442	174980
Read: Multiple and Concurrent Partnerships-se4f	74249	16660	40967	107532

Read: Changing the River's Flow Training Manual-se4g	49164	16581	16039	82289
Exposure to any SAfAIDS intervention	623695	88765	446366	801023
Exposure/recall to CMT Desafio	1257743	166860	924401	1591085
Exposed to 1+ Desafio exisodes	422440	64696	293194	551686
Exposed to any CMT	1385818	178913	1028398	1743238

Table 6: Estimated number of people reached (Border)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	38458	8600	20314	56603
Seen "Amores" Logo (pe1b)	22275	4798	12151	32398
Knows OneLove Campaign (pe2)	12176	2663	6557	17795
Knows OneLove Logo	14593	3080	8095	21091
PE7a-Knows Radio Show: Duas Caras	3440	914	1512	5368
PE7b-Knows Radio Show: Vidas Mascaradas	2635	863	814	4456
PE7c-Knows Radio Show: Sinal Vermelho	1623	418	742	2504
PE8a- Has seen Amores advert	4221	1760	507	7934
PE8b- Has seen Conheces o Ze advert	2112	705	626	3599
anyrad	6525	2121	2050	11001
PE9a- Seen Amores magazine	17345	2851	11330	23361
PE9b- Seen Amore, sexo e muito papo magazine	16188	2995	9869	22506
PE9c- Seen Não Conheces o Ze magazine	5499	1642	2036	8963
PE9d- Seen Gravidez e Vida magazine	20543	3650	12841	28244
PE9e- Seen Conversando magazine	16405	3781	8428	24381
Seen any magazines	25472	4436	16112	34832
Watched: Love Stories film series	3820	1800	22	7618
Watched film: When the Music Stops	2872	718	1357	4387
Watched film: Big House, Small House	3766	1424	762	6771
Watched film: Travelling Man	4047	1444	1000	7095
Watched film: After the Honeymoon	2750	944	759	4742
Watched film: Chaguo	2007	890	130	3884
Watched film: Umshato	3314	1240	697	5930
Watched film: Bloodlines	3659	1490	515	6802
Watched film: Second Chances	2661	951	654	4668
Watched film: Against the Odds	1830	756	235	3424
Watched film: Betrayed	5434	2260	666	10202
Watches: Untold Stories Drama Series	3322	1192	808	5837
Watched drama: Rebel Rhymes	2026	1115	-326	4378
Watched drama: Mapule's Choice	1896	1219	-677	4468

Watched drama: Secrets and Lies	3459	1772	-280	7197
Watched drama: The Test	3509	1007	1385	5632
Watched drama: Tempestade	5439	2459	252	10627
Watched drama: Ulendo waRose	2582	1006	461	4704
Watched drama: Batjele	2648	1011	515	4781
Watched drama: Chipo's Promise	2059	778	418	3701
Watched drama: Between Friends	1378	461	405	2351
Seen any OL films/drama	10424	2611	4916	15933
PE27- Seen Amores TV spot	6822	2687	1153	12492
PE29a- Seen Conheça o Ze TV spot	3038	1377	132	5944
PE29b- Seen A Prenda TV spot	4197	1947	90	8304
PE29c- Seen O Espelho TV spot	3300	1870	-645	7245
Seen any OL TV Spot (PE27, Pe29a-c)	7174	3070	696	13652
See any OL TV	14852	4134	6129	23575
PE28a- Seen A Carta Film	4208	2036	-86	8503
PE28b- Seen Dina film	8835	4474	-605	18274
PE28c- Seen Lobolo film	6892	2843	894	12890
PE28d- Seen Venenos do Amor film	2331	1069	76	4587
PE28e- Seen Diz Não stories	11197	3604	3592	18801
Seen any DV films	16460	5771	4283	28637
PE29d- Seen Cara & Espelho spot	2478	1377	-428	5384
PE29e- Seen Tipos de Violencia spot	5987	2976	-292	12266
PE29f- Seen O Menino e a Boneca spot	4891	2129	400	9382
PE29g- O Cinto spot	4633	2798	-1270	10535
Seen any DV TV spots	8682	3779	709	16655
Heard of SAfAIDS - se1	1869	1213	-690	4428
Seen SAfAIDS logo - se2	2216	1294	-514	4947
Ever read SAfAIDS materials -se3	380	238	-122	882
Read: The Umbrella- se4a	306	166	-44	656
Read: SAfAIDS news-se4b	973	483	-47	1993
Read: The Exchange-se4c	107	107	-119	334
Read: Supporting CBO-se4d	324	241	-185	833
Read: Ask Notebook for CW-se4e	1002	432	91	1913
Read: Multiple and Concurrent Partnerships-se4f	487	338	-225	1199

Read: Changing the River's Flow Training Manual-se4g	113	113	-126	352
Exposure to any SAFAIDS intervention	9955	1584	6614	13297
Exposure/recall to CMT Desafio	11219	3444	3952	18486
Exposed to 1+ Desafio episodes	1898	713	393	3403
Exposed to any CMT	12268	3790	4271	20265

Table 7: Estimated number of people reached (Females 15-24)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	825193	117623	592438	1057948
Seen "Amores" Logo (pe1b)	541190	86802	369424	712955
Knows OneLove Campaign (pe2)	194950	36820	122090	267809
Knows OneLove Logo	248796	47193	155410	342181
PE7a-Knows Radio Show: Duas Caras	152067	36736	79374	224761
PE7b-Knows Radio Show: Vidas Mascaradas	119910	35573	49518	190303
PE7c-Knows Radio Show: Sinal Vermelho	105838	17373	71461	140216
PE8a- Has seen Amores advert	176617	30439	116382	236851
PE8b- Has seen Conheces o Ze advert	169346	42332	85578	253114
anyrad	330626	52872	226002	435250
PE9a- Seen Amores magazine	440780	69175	303895	577664
PE9b- Seen Amore, sexo e muito papo magazine	404895	77349	251836	557955
PE9c- Seen Não Conheces o Ze magazine	137474	32338	73484	201465
PE9d- Seen Gravidez e Vida magazine	544059	82536	380734	707384
PE9e- Seen Conversando magazine	531494	86938	359459	703528
Seen any magazines	731952	93474	546985	916920
Watched: Love Stories film series	111898	33789	45036	178760
Watched film: When the Music Stops	59046	15803	27776	90317
Watched film: Big House, Small House	65089	19361	26778	103400
Watched film: Travelling Man	73657	15502	42982	104332
Watched film: After the Honeymoon	67860	17444	33341	102379
Watched film: Chaguo	65148	27854	10029	120267
Watched film: Umshato	123701	38465	47586	199816
Watched film: Bloodlines	71732	24431	23388	120076
Watched film: Second Chances	44822	12970	19156	70487
Watched film: Against the Odds	55124	18573	18371	91878
Watched film: Betrayed	237583	49656	139324	335843
Watches: Untold Stories Drama Series	94792	29542	36335	153250
Watched drama: Rebel Rhymes	101160	31222	39376	162943
Watched drama: Mapule's Choice	54264	19406	15863	92665

Watched drama: Secrets and Lies	81713	16150	49755	113671
Watched drama: The Test	110007	25017	60504	159511
Watched drama: Tempestade	316973	61869	194546	439401
Watched drama: Ulendo waRose	44744	13929	17180	72307
Watched drama: Batjele	110532	25071	60921	160144
Watched drama: Chipo's Promise	59543	15062	29737	89349
Watched drama: Between Friends	88055	34068	20641	155468
Seen any OL films/drama	292441	66564	160723	424159
PE27- Seen Amores TV spot	244098	44319	156398	331798
PE29a- Seen Conheça o Ze TV spot	151947	46230	60466	243428
PE29b- Seen A Prenda TV spot	187815	38704	111226	264404
PE29c- Seen O Espelho TV spot	191480	52628	87339	295621
Seen any OL TV Spot (PE27, Pe29a-c)	337447	68889	201127	473766
See any OL TV	489993	90256	311393	668594
PE28a- Seen A Carta Film	276041	44817	187356	364727
PE28b- Seen Dina film	402560	68120	267763	537356
PE28c- Seen Lobolo film	345502	68323	210304	480701
PE28d- Seen Venenos do Amor film	167396	29687	108651	226142
PE28e- Seen Diz Não stories	345355	45035	256239	434471
Seen any DV films	622847	85553	453554	792141
PE29d- Seen Cara & Espelho spot	125922	27054	72387	179457
PE29e- Seen Tipos de Violencia spot	231819	37282	158043	305594
PE29f- Seen O Menino e a Boneca spot	256643	59567	138771	374516
PE29g- O Cinto spot	230665	53173	125445	335885
Seen any DV TV spots	391162	73188	246337	535987
Heard of SAfAIDS - se1	45238	13018	19477	70998
Seen SAfAIDS logo - se2	65636	21750	22598	108675
Ever read SAfAIDS materials -se3	19122	7310	4656	33587
Read: The Umbrella- se4a	7490	3029	1495	13484
Read: SAfAIDS news-se4b	18288	13827	-9073	45649
Read: The Exchange-se4c	39376	13367	12926	65827
Read: Supporting CBO-se4d	39890	17089	6073	73707
Read: Ask Notebook for CW-se4e	85869	42166	2429	169308
Read: Multiple and Concurrent Partnerships-se4f	23411	9363	4884	41938

Read: Changing the River's Flow Training Manual-se4g	16444	7054	2485	30402
Exposure to any SAfAIDS intervention	274571	56207	163347	385795
Exposure/recall to CMT Desafio	449598	91943	267660	631537
Exposed to 1+ Desafio exisodes	118410	31063	56941	179878
Exposed to any CMT	486300	95089	298135	674465

Table 8: Estimated number of people reached (Program Area)

Intervention	Total	Std. Err.	[95% Conf. Interval]	
"Amores" Slogan (pe1)	918314	48118	822244	1014384
Seen "Amores" Logo (pe1b)	595881	27801	540375	651387
Knows OneLove Campaign (pe2)	283560	21833	239968	327152
Knows OneLove Logo	366262	27323	311709	420815
PE7a-Knows Radio Show: Duas Caras	113172	13318	86582	139762
PE7b-Knows Radio Show: Vidas Mascaradas	89800	10775	68287	111313
PE7c-Knows Radio Show: Sinal Vermelho	103162	9748	83699	122625
PE8a- Has seen Amores advert	222234	18356	185585	258883
PE8b- Has seen Conheces o Ze advert	188005	21216	145646	230363
anyrad	341612	21779	298129	385095
PE9a- Seen Amores magazine	433245	24811	383709	482781
PE9b- Seen Amore, sexo e muito papo magazine	362005	20268	321540	402471
PE9c- Seen Não Conheces o Ze magazine	211741	15663	180469	243013
PE9d- Seen Gravidez e Vida magazine	341676	17666	306405	376947
PE9e- Seen Conversando magazine	411635	21778	368153	455117
Seen any magazines	614952	21499	572027	657877
Watched: Love Stories film series	222682	21604	179547	265816
Watched film: When the Music Stops	109746	14748	80300	139191
Watched film: Big House, Small House	101071	14921	71280	130862
Watched film: Travelling Man	154620	20287	114116	195125
Watched film: After the Honeymoon	91289	11660	68008	114569
Watched film: Chaguo	62390	9949	42526	82253
Watched film: Umshato	179798	21243	137385	222210
Watched film: Bloodlines	125576	15833	93964	157189
Watched film: Second Chances	71256	12012	47274	95239
Watched film: Against the Odds	59774	7698	44404	75144
Watched film: Betrayed	369914	29887	310243	429585
Watches: Untold Stories Drama Series	233779	23123	187613	279945
Watched drama: Rebel Rhymes	121663	11574	98553	144772
Watched drama: Mapule's Choice	66690	8898	48925	84455

Watched drama: Secrets and Lies	196783	23898	149068	244498
Watched drama: The Test	166409	19319	127838	204980
Watched drama: Tempestade	404275	27302	349766	458784
Watched drama: Ulendo waRose	38661	8520	21650	55672
Watched drama: Batjele	161893	22418	117134	206652
Watched drama: Chipo's Promise	60747	12306	36178	85316
Watched drama: Between Friends	78510	11713	55123	101896
Seen any OL films/drama	270010	18688	232699	307321
PE27- Seen Amores TV spot	399704	29947	339912	459495
PE29a- Seen Conheça o Ze TV spot	263139	23707	215806	310472
PE29b- Seen A Prenda TV spot	339502	29067	281469	397536
PE29c- Seen O Espelho TV spot	301850	28990	243970	359731
Seen any OL TV Spot (PE27, Pe29a-c)	484338	29025	426386	542289
See any OL TV	605124	26453	552309	657940
PE28a- Seen A Carta Film	444103	30236	383734	504472
PE28b- Seen Dina film	618387	31220	556056	680719
PE28c- Seen Lobolo film	475350	30337	414780	535919
PE28d- Seen Venenos do Amor film	326740	31037	264772	388708
PE28e- Seen Diz Não stories	529977	30294	469493	590460
Seen any DV films	793783	25586	742698	844867
PE29d- Seen Cara & Espelho spot	256580	26405	203861	309299
PE29e- Seen Tipos de Violencia spot	493053	30209	432738	553367
PE29f- Seen O Menino e a Boneca spot	422387	30406	361679	483095
PE29g- O Cinto spot	468919	31971	405086	532752
Seen any DV TV spots	681515	28029	625554	737477
Heard of SAfAIDS - se1	77079	9029	59053	95105
Seen SAfAIDS logo - se2	85885	9524	66869	104902
Ever read SAfAIDS materials -se3	45303	6241	32843	57763
Read: The Umbrella- se4a	18969	3731	11520	26418
Read: SAfAIDS news-se4b	22523	4425	13688	31358
Read: The Exchange-se4c	26448	5318	15829	37066
Read: Supporting CBO-se4d	17668	3812	10058	25278
Read: Ask Notebook for CW-se4e	17120	4227	8680	25560
Read: Multiple and Concurrent Partnerships-se4f	29332	5785	17781	40882

Read: Changing the River's Flow Training Manual-se4g	9130	2535	4067	14192
Exposure to any SAfAIDS intervention	209790	17203	175442	244137
Exposure/recall to CMT Desafio	495025	25189	444733	545317
Exposed to 1+ Desafio exisodes	227037	19828	187449	266625
Exposed to any CMT	554487	24819	504934	604040