

Table __: Exposure to OneLove, by gender, domain, and key target groups

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Recall Amores slogan						
No	72.5	[66.7, 77.7]	81.4	[76.8, 85.3]	77.0	[72.3, 81.2]
Yes	17.6	[13.8, 22.3]	11.6	[8.9, 15.0]	14.6	[11.7, 18.1]
	9.8	[7.3, 13.0]	7.0	[5.0, 9.8]	8.4	[6.4, 11.0]
Total	100.0		100.0		100.0	
PE1B- Knows Amores Logo						
No	79.5	[74.5, 83.7]	83.7	[79.0, 87.6]	81.6	[77.1, 85.4]
Yes	20.5	[16.3, 25.5]	16.3	[12.4, 21.0]	18.4	[14.6, 22.9]
Total	100.0		100.0		100.0	
PE2- Knows Onelove campaign						
No	89.8	[86.9, 92.2]	93.6	[91.2, 95.3]	91.7	[89.4, 93.6]
Yes	10.2	[7.8, 13.1]	6.4	[4.7, 8.8]	8.3	[6.4, 10.6]
Total	100.0		100.0		100.0	
PE3- Knows Onelove logo						
No	85.8	[81.5, 89.2]	91.7	[89.0, 93.8]	88.8	[85.6, 91.3]
Yes	14.2	[10.8, 18.5]	8.3	[6.2, 11.0]	11.2	[8.7, 14.4]
Total	100.0		100.0		100.0	
PE7a-Knows Radio Show: Duas Caras						
No	95.8	[94.0, 97.1]	95.5	[93.6, 96.8]	95.6	[94.1, 96.8]
Yes	4.2	[2.9, 6.0]	4.5	[3.2, 6.4]	4.4	[3.2, 5.9]
Total	100.0		100.0		100.0	
PE7b-Knows Radio Show: Vidas Mascaradas						
No	95.8	[93.5, 97.4]	96.4	[94.5, 97.7]	96.1	[94.4, 97.3]
Yes	4.2	[2.6, 6.5]	3.6	[2.3, 5.5]	3.9	[2.7, 5.6]
Total	100.0		100.0		100.0	
PE7c-Knows Radio Show: Sinal Vermelho						
No	96.8	[95.3, 97.9]	97.3	[96.1, 98.1]	97.1	[95.9, 97.9]
Yes	3.2	[2.1, 4.7]	2.7	[1.9, 3.9]	2.9	[2.1, 4.1]
Total	100.0		100.0		100.0	
PE8a- Has heard Amores advert						
No	94.8	[92.6, 96.3]	94.2	[92.3, 95.7]	94.5	[92.8, 95.8]
Yes	5.2	[3.7, 7.4]	5.8	[4.3, 7.7]	5.5	[4.2, 7.2]
Total	100.0		100.0		100.0	
PE8b- Has seen Conheces o Ze advert						
No	94.9	[92.5, 96.5]	95.4	[93.1, 97.0]	95.2	[93.1, 96.6]
Yes	5.1	[3.5, 7.5]	4.6	[3.0, 6.9]	4.8	[3.4, 6.9]

Total 100.0 100.0 100.0

Exposed to any OL radio intervention

No 89.6 [86.0, 92.4] 90.6 [87.4, 93.0] 90.1 [87.0, 92.6]
Yes 10.4 [7.6, 14.0] 9.4 [7.0, 12.6] 9.9 [7.4, 13.0]
Total 100.0 100.0 100.0

Read: Amores magazine

No 78.7 [73.8, 82.9] 86.8 [83.3, 89.7] 82.8 [79.4, 85.8]
Yes 21.3 [17.1, 26.2] 13.2 [10.3, 16.7] 17.2 [14.2, 20.6]
Total 100.0 100.0 100.0

Read: Amor, sexo e muito papo magazine

No 82.4 [77.8, 86.2] 87.7 [83.9, 90.6] 85.1 [81.7, 87.9]
Yes 17.6 [13.8, 22.2] 12.3 [9.4, 16.1] 14.9 [12.1, 18.3]
Total 100.0 100.0 100.0

Read: No Conheces o Ze magazine

No 91.9 [89.2, 94.0] 95.8 [93.8, 97.2] 93.9 [92.0, 95.3]
Yes 8.1 [6.0, 10.8] 4.2 [2.8, 6.2] 6.1 [4.7, 8.0]
Total 100.0 100.0 100.0

Read: Gravidez e Vida magazine

No 81.9 [76.9, 86.0] 82.1 [78.6, 85.1] 82.0 [79.1, 84.5]
Yes 18.1 [14.0, 23.1] 17.9 [14.9, 21.4] 18.0 [15.5, 20.9]
Total 100.0 100.0 100.0

Read: Conversando magazine

No 83.1 [78.8, 86.7] 84.2 [80.7, 87.2] 83.7 [80.5, 86.4]
Yes 16.9 [13.3, 21.2] 15.8 [12.8, 19.3] 16.3 [13.6, 19.5]
Total 100.0 100.0 100.0

Exposed to any print materials

No 65.6 [57.6, 72.9] 77.5 [73.4, 81.2] 71.6 [67.0, 75.9]
Yes 34.4 [27.1, 42.4] 22.5 [18.8, 26.6] 28.4 [24.1, 33.0]
Total 100.0 100.0 100.0

Watched: Love Stories film series

No 94.3 [91.9, 96.1] 97.3 [95.6, 98.3] 95.8 [94.0, 97.1]
Yes 5.7 [3.9, 8.1] 2.7 [1.7, 4.4] 4.2 [2.9, 6.0]
Total 100.0 100.0 100.0

Watched film: When the Music Stops

No 97.5 [95.9, 98.5] 97.9 [96.7, 98.7] 97.7 [96.6, 98.4]
Yes 2.5 [1.5, 4.1] 2.1 [1.3, 3.3] 2.3 [1.6, 3.4]
Total 100.0 100.0 100.0

Watched film: Big House, Small House

No	97.4	[96.2, 98.2]	97.9	[96.6, 98.7]	97.6	[96.6, 98.3]
Yes	2.6	[1.8, 3.8]	2.1	[1.3, 3.4]	2.4	[1.7, 3.4]
Total	100.0		100.0		100.0	

Watched film: Travelling Man

No	96.9	[95.4, 97.9]	97.6	[96.4, 98.4]	97.2	[96.2, 98.0]
Yes	3.1	[2.1, 4.6]	2.4	[1.6, 3.6]	2.8	[2.0, 3.8]
Total	100.0		100.0		100.0	

Watched film: After the Honeymoon

No	98.2	[96.8, 99.0]	97.8	[96.6, 98.6]	98.0	[96.9, 98.8]
Yes	1.8	[1.0, 3.2]	2.2	[1.4, 3.4]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0	

Watched film: Chaguo

No	98.6	[97.3, 99.2]	98.4	[96.9, 99.2]	98.5	[97.2, 99.2]
Yes	1.4	[0.8, 2.7]	1.6	[0.8, 3.1]	1.5	[0.8, 2.8]
Total	100.0		100.0		100.0	

Watched film: Umshato

No	96.8	[95.3, 97.8]	96.5	[94.3, 97.9]	96.7	[94.9, 97.8]
Yes	3.2	[2.2, 4.7]	3.5	[2.1, 5.7]	3.3	[2.2, 5.1]
Total	100.0		100.0		100.0	

Watched film: Bloodlines

No	97.6	[96.5, 98.3]	98.1	[96.6, 99.0]	97.9	[96.8, 98.6]
Yes	2.4	[1.7, 3.5]	1.9	[1.0, 3.4]	2.1	[1.4, 3.2]
Total	100.0		100.0		100.0	

Watched film: Second Chances

No	98.2	[96.9, 98.9]	98.9	[98.3, 99.4]	98.5	[97.8, 99.1]
Yes	1.8	[1.1, 3.1]	1.1	[0.6, 1.7]	1.5	[0.9, 2.2]
Total	100.0		100.0		100.0	

Watched film: Against the Odds

No	98.7	[98.0, 99.2]	98.6	[97.7, 99.1]	98.7	[98.0, 99.1]
Yes	1.3	[0.8, 2.0]	1.4	[0.9, 2.3]	1.3	[0.9, 2.0]
Total	100.0		100.0		100.0	

Watched film: Betrayed

No	93.2	[90.3, 95.3]	93.7	[90.8, 95.7]	93.5	[90.8, 95.4]
Yes	6.8	[4.7, 9.7]	6.3	[4.3, 9.2]	6.5	[4.6, 9.2]
Total	100.0		100.0		100.0	

N	2,481		2,575		5,056	
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
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Watched: Untold Stories drama series						
No	95.4	[93.3, 96.9]	97.1	[95.2, 98.2]	96.3	[94.5, 97.5]
Yes	4.6	[3.1, 6.7]	2.9	[1.8, 4.8]	3.7	[2.5, 5.5]
Total	100.0		100.0		100.0	
Watched drama: Rebel Rhymes						
No	97.2	[95.9, 98.1]	97.5	[96.1, 98.4]	97.4	[96.3, 98.1]
Yes	2.8	[1.9, 4.1]	2.5	[1.6, 3.9]	2.6	[1.9, 3.7]
Total	100.0		100.0		100.0	
Watched drama: Mapule's Choice						
No	98.7	[98.0, 99.1]	98.3	[97.2, 98.9]	98.5	[97.7, 99.0]
Yes	1.3	[0.9, 2.0]	1.7	[1.1, 2.8]	1.5	[1.0, 2.3]
Total	100.0		100.0		100.0	
Watched drama: Secrets and Lies						
No	96.8	[95.4, 97.8]	96.9	[95.6, 97.9]	96.9	[95.7, 97.7]
Yes	3.2	[2.2, 4.6]	3.1	[2.1, 4.4]	3.1	[2.3, 4.3]
Total	100.0		100.0		100.0	
Watched drama: The Test						
No	96.6	[93.8, 98.1]	96.6	[94.9, 97.7]	96.6	[94.5, 97.9]
Yes	3.4	[1.9, 6.2]	3.4	[2.3, 5.1]	3.4	[2.1, 5.5]
Total	100.0		100.0		100.0	
Watched drama: Tempestade						
No	93.3	[90.2, 95.5]	91.4	[87.5, 94.2]	92.3	[89.1, 94.6]
Yes	6.7	[4.5, 9.8]	8.6	[5.8, 12.5]	7.7	[5.4, 10.9]
Total	100.0		100.0		100.0	
Watched drama: Ulendo waRose						
No	99.2	[98.7, 99.5]	98.9	[98.0, 99.4]	99.0	[98.4, 99.4]
Yes	0.8	[0.5, 1.3]	1.1	[0.6, 2.0]	1.0	[0.6, 1.6]
Total	100.0		100.0		100.0	
Watched drama: Batjele						
No	97.5	[96.3, 98.3]	96.6	[94.9, 97.8]	97.1	[95.8, 98.0]
Yes	2.5	[1.7, 3.7]	3.4	[2.2, 5.1]	2.9	[2.0, 4.2]
Total	100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	98.6	[97.5, 99.2]	98.5	[97.5, 99.1]	98.5	[97.7, 99.1]
Yes	1.4	[0.8, 2.5]	1.5	[0.9, 2.5]	1.5	[0.9, 2.3]
Total	100.0		100.0		100.0	

Watched drama: Between Friends

No	98.3	[97.5, 98.9]	97.7	[96.0, 98.7]	98.0	[96.9, 98.8]
Yes	1.7	[1.1, 2.5]	2.3	[1.3, 4.0]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0	

Expsoure to any Love Stories or Untold Stories Film

no	92.5	[90.0, 94.4]	91.9	[88.1, 94.6]	92.2	[89.7, 94.1]
yes	7.5	[5.6, 10.0]	8.1	[5.4, 11.9]	7.8	[5.9, 10.3]
Total	100.0		100.0		100.0	

N	2,481		2,575		5,056	
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Recall Amores slogan								
No	88.9	[84.6, 92.2]	50.7	[44.9, 56.5]	73.2	[63.2, 81.2]	77.0	[72.3, 81.2]
Yes	7.8	[5.1, 11.6]	29.6	[24.7, 34.9]	15.6	[11.7, 20.4]	14.6	[11.7, 18.1]
	3.3	[2.0, 5.3]	19.7	[15.5, 24.8]	11.3	[5.9, 20.4]	8.4	[6.4, 11.0]
Total	100.0		100.0		100.0		100.0	
PE1B- Knows Amores Logo								
No	93.3	[90.2, 95.5]	55.8	[49.0, 62.3]	77.9	[68.2, 85.3]	81.6	[77.1, 85.4]
Yes	6.7	[4.5, 9.8]	44.2	[37.7, 51.0]	22.1	[14.7, 31.8]	18.4	[14.6, 22.9]
Total	100.0		100.0		100.0		100.0	
PE2- Knows Onelove campaign								
No	97.0	[95.3, 98.1]	80.0	[75.4, 83.9]	87.9	[82.2, 92.0]	91.7	[89.4, 93.6]
Yes	3.0	[1.9, 4.7]	20.0	[16.1, 24.6]	12.1	[8.0, 17.8]	8.3	[6.4, 10.6]
Total	100.0		100.0		100.0		100.0	
PE3- Knows Onelove logo								
No	95.2	[92.2, 97.1]	74.7	[69.1, 79.6]	85.5	[79.0, 90.3]	88.8	[85.6, 91.3]
Yes	4.8	[2.9, 7.8]	25.3	[20.4, 30.9]	14.5	[9.7, 21.0]	11.2	[8.7, 14.4]
Total	100.0		100.0		100.0		100.0	
PE7a-Knows Radio Show: Duas Caras								
No	98.4	[96.8, 99.2]	89.5	[87.0, 91.6]	96.6	[94.4, 97.9]	95.6	[94.1, 96.8]
Yes	1.6	[0.8, 3.2]	10.5	[8.4, 13.0]	3.4	[2.1, 5.6]	4.4	[3.2, 5.9]
Total	100.0		100.0		100.0		100.0	
PE7b-Knows Radio Show: Vidas Mascaradas								
No	98.4	[96.6, 99.3]	91.0	[87.5, 93.6]	97.4	[95.1, 98.6]	96.1	[94.4, 97.3]
Yes	1.6	[0.7, 3.4]	9.0	[6.4, 12.5]	2.6	[1.4, 4.9]	3.9	[2.7, 5.6]
Total	100.0		100.0		100.0		100.0	
PE7c-Knows Radio Show: Sinal Vermelho								
No	99.3	[98.4, 99.7]	92.1	[90.1, 93.8]	98.4	[97.4, 99.0]	97.1	[95.9, 97.9]
Yes	0.7	[0.3, 1.6]	7.9	[6.2, 9.9]	1.6	[1.0, 2.6]	2.9	[2.1, 4.1]
Total	100.0		100.0		100.0		100.0	
PE8a- Has heard Amores advert								
No	98.7	[97.3, 99.3]	85.3	[82.2, 87.9]	95.8	[90.8, 98.1]	94.5	[92.8, 95.8]
Yes	1.3	[0.7, 2.7]	14.7	[12.1, 17.8]	4.2	[1.9, 9.2]	5.5	[4.2, 7.2]
Total	100.0		100.0		100.0		100.0	

PE8b- Has seen Conheces o Ze advert

No	98.5	[97.1, 99.3]	87.6	[82.9, 91.2]	97.9	[96.1, 98.9]	95.2	[93.1, 96.6]
Yes	1.5	[0.7, 2.9]	12.4	[8.8, 17.1]	2.1	[1.1, 3.9]	4.8	[3.4, 6.9]
Total	100.0		100.0		100.0		100.0	

Exposed to any OL radio intervention

No	96.7	[94.1, 98.2]	75.4	[69.9, 80.2]	93.5	[88.2, 96.6]	90.1	[87.0, 92.6]
Yes	3.3	[1.8, 5.9]	24.6	[19.8, 30.1]	6.5	[3.4, 11.8]	9.9	[7.4, 13.0]
Total	100.0		100.0		100.0		100.0	

Read: Amores magazine

No	91.0	[87.9, 93.5]	64.5	[60.2, 68.6]	82.8	[77.0, 87.4]	82.8	[79.4, 85.8]
Yes	9.0	[6.5, 12.1]	35.5	[31.4, 39.8]	17.2	[12.6, 23.0]	17.2	[14.2, 20.6]
Total	100.0		100.0		100.0		100.0	

Read: Amor, sexo e muito papo magazine

No	91.9	[88.6, 94.4]	69.8	[65.3, 74.0]	83.9	[77.8, 88.7]	85.1	[81.7, 87.9]
Yes	8.1	[5.6, 11.4]	30.2	[26.0, 34.7]	16.1	[11.3, 22.2]	14.9	[12.1, 18.3]
Total	100.0		100.0		100.0		100.0	

Read: No Conheces o Ze magazine

No	96.8	[94.3, 98.2]	87.4	[84.6, 89.8]	94.5	[90.5, 96.9]	93.9	[92.0, 95.3]
Yes	3.2	[1.8, 5.7]	12.6	[10.2, 15.4]	5.5	[3.1, 9.5]	6.1	[4.7, 8.0]
Total	100.0		100.0		100.0		100.0	

Read: Gravidez e Vida magazine

No	87.3	[84.4, 89.7]	70.3	[65.7, 74.5]	79.5	[72.0, 85.3]	82.0	[79.1, 84.5]
Yes	12.7	[10.3, 15.6]	29.7	[25.5, 34.3]	20.5	[14.7, 28.0]	18.0	[15.5, 20.9]
Total	100.0		100.0		100.0		100.0	

Read: Conversando magazine

No	91.0	[88.8, 92.8]	67.4	[61.9, 72.5]	83.7	[75.6, 89.5]	83.7	[80.5, 86.4]
Yes	9.0	[7.2, 11.2]	32.6	[27.5, 38.1]	16.3	[10.5, 24.4]	16.3	[13.6, 19.5]
Total	100.0		100.0		100.0		100.0	

Exposed to any print materials

No	81.4	[76.6, 85.3]	50.0	[43.6, 56.5]	74.5	[65.7, 81.7]	71.6	[67.0, 75.9]
Yes	18.6	[14.7, 23.4]	50.0	[43.5, 56.4]	25.5	[18.3, 34.3]	28.4	[24.1, 33.0]
Total	100.0		100.0		100.0		100.0	

Watched: Love Stories film series

No	99.2	[98.0, 99.7]	88.3	[83.9, 91.6]	96.2	[90.8, 98.5]	95.8	[94.0, 97.1]
Yes	0.8	[0.3, 2.0]	11.7	[8.4, 16.1]	3.8	[1.5, 9.2]	4.2	[2.9, 6.0]

Total	100.0		100.0		100.0		100.0
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Watched film: When the Music Stops

No	99.1	[98.0, 99.6]	94.7	[91.9, 96.5]	97.2	[95.5, 98.2]	97.7	[96.6, 98.4]
Yes	0.9	[0.4, 2.0]	5.3	[3.5, 8.1]	2.8	[1.8, 4.5]	2.3	[1.6, 3.4]
Total	100.0		100.0		100.0		100.0	

Watched film: Big House, Small House

No	99.3	[98.3, 99.7]	94.0	[91.7, 95.7]	96.3	[92.4, 98.2]	97.6	[96.6, 98.3]
Yes	0.7	[0.3, 1.7]	6.0	[4.3, 8.3]	3.7	[1.8, 7.6]	2.4	[1.7, 3.4]
Total	100.0		100.0		100.0		100.0	

Watched film: Travelling Man

No	99.3	[98.3, 99.7]	92.6	[90.2, 94.5]	96.0	[92.2, 98.0]	97.2	[96.2, 98.0]
Yes	0.7	[0.3, 1.7]	7.4	[5.5, 9.8]	4.0	[2.0, 7.8]	2.8	[2.0, 3.8]
Total	100.0		100.0		100.0		100.0	

Watched film: After the Honeymoon

No	99.5	[98.3, 99.9]	94.7	[91.7, 96.6]	97.3	[94.8, 98.6]	98.0	[96.9, 98.8]
Yes	0.5	[0.1, 1.7]	5.3	[3.4, 8.3]	2.7	[1.4, 5.2]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0		100.0	

Watched film: Chaguo

No	99.7	[99.1, 99.9]	95.8	[92.1, 97.8]	98.0	[95.3, 99.2]	98.5	[97.2, 99.2]
Yes	0.3	[0.1, 0.9]	4.2	[2.2, 7.9]	2.0	[0.8, 4.7]	1.5	[0.8, 2.8]
Total	100.0		100.0		100.0		100.0	

Watched film: Umshato

No	99.7	[99.1, 99.9]	90.0	[85.6, 93.1]	96.7	[93.4, 98.4]	96.7	[94.9, 97.8]
Yes	0.3	[0.1, 0.9]	10.0	[6.9, 14.4]	3.3	[1.6, 6.6]	3.3	[2.2, 5.1]
Total	100.0		100.0		100.0		100.0	

Watched film: Bloodlines

No	99.8	[99.4, 100.0]	93.5	[90.7, 95.5]	96.4	[92.1, 98.4]	97.9	[96.8, 98.6]
Yes	0.2	[0.0, 0.6]	6.5	[4.5, 9.3]	3.6	[1.6, 7.9]	2.1	[1.4, 3.2]
Total	100.0		100.0		100.0		100.0	

Watched film: Second Chances

No	99.8	[99.3, 99.9]	95.8	[93.8, 97.2]	97.4	[94.7, 98.7]	98.5	[97.8, 99.1]
Yes	0.2	[0.1, 0.7]	4.2	[2.8, 6.2]	2.6	[1.3, 5.3]	1.5	[0.9, 2.2]
Total	100.0		100.0		100.0		100.0	

Watched film: Against the Odds

No	99.7	[99.2, 99.9]	96.3	[94.6, 97.4]	98.2	[96.0, 99.2]	98.7	[98.0, 99.1]
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Yes	0.3	[0.1, 0.8]	3.7	[2.6, 5.4]	1.8	[0.8, 4.0]	1.3	[0.9, 2.0]
Total	100.0		100.0		100.0		100.0	

Watched film: Betrayed

No	99.5	[99.0, 99.8]	80.0	[74.1, 84.7]	94.6	[88.3, 97.6]	93.5	[90.8, 95.4]
Yes	0.5	[0.2, 1.0]	20.0	[15.3, 25.9]	5.4	[2.4, 11.7]	6.5	[4.6, 9.2]
Total	100.0		100.0		100.0		100.0	
N	1,806		2,426		824		5,056	

Table __: Exposure to OneLove, by gender, domain, and key target groups

	Rural		Urban			Border			Total	
	%	[95% CI]	%	[95% CI]		%	[95% CI]		%	[95% CI]
Watched: Untold Stories drama series										
No	99.7	[99.4, 99.9]	88.6	[84.2, 91.8]		96.7	[93.5, 98.3]		96.3	[94.5, 97.5]
Yes	0.3	[0.1, 0.6]	11.4	[8.2, 15.8]		3.3	[1.7, 6.5]		3.7	[2.5, 5.5]
Total	100.0		100.0			100.0			100.0	
Watched drama: Rebel Rhymes										
No	99.2	[98.1, 99.7]	93.2	[91.1, 94.9]		98.0	[94.2, 99.3]		97.4	[96.3, 98.1]
Yes	0.8	[0.3, 1.9]	6.8	[5.1, 8.9]		2.0	[0.7, 5.8]		2.6	[1.9, 3.7]
Total	100.0		100.0			100.0			100.0	
Watched drama: Mapule's Choice										
No	99.8	[99.2, 100.0]	95.5	[93.7, 96.9]		98.1	[93.6, 99.5]		98.5	[97.7, 99.0]
Yes	0.2	[0.0, 0.8]	4.5	[3.1, 6.3]		1.9	[0.5, 6.4]		1.5	[1.0, 2.3]
Total	100.0		100.0			100.0			100.0	
Watched drama: Secrets and Lies										
No	99.5	[98.7, 99.8]	91.1	[88.3, 93.2]		96.6	[91.0, 98.7]		96.9	[95.7, 97.7]
Yes	0.5	[0.2, 1.3]	8.9	[6.8, 11.7]		3.4	[1.3, 9.0]		3.1	[2.3, 4.3]
Total	100.0		100.0			100.0			100.0	
Watched drama: The Test										
No	99.7	[99.3, 99.9]	89.6	[84.3, 93.2]		96.5	[94.0, 98.0]		96.6	[94.5, 97.9]
Yes	0.3	[0.1, 0.7]	10.4	[6.8, 15.7]		3.5	[2.0, 6.0]		3.4	[2.1, 5.5]
Total	100.0		100.0			100.0			100.0	
Watched drama: Tempestade										
No	99.4	[98.4, 99.7]	76.7	[69.7, 82.5]		94.6	[87.5, 97.8]		92.3	[89.1, 94.6]
Yes	0.6	[0.3, 1.6]	23.3	[17.5, 30.3]		5.4	[2.2, 12.5]		7.7	[5.4, 10.9]
Total	100.0		100.0			100.0			100.0	
Watched drama: Ulendo waRose										
No	100.0	[100.0, 100.0]	97.0	[95.4, 98.0]		97.4	[94.5, 98.8]		99.0	[98.4, 99.4]
Yes	0.0	[0.0, 0.0]	3.0	[2.0, 4.6]		2.6	[1.2, 5.5]		1.0	[0.6, 1.6]
Total	100.0		100.0			100.0			100.0	
Watched drama: Batjele										
No	99.6	[99.0, 99.8]	91.6	[88.2, 94.0]		97.4	[94.6, 98.7]		97.1	[95.8, 98.0]
Yes	0.4	[0.2, 1.0]	8.4	[6.0, 11.8]		2.6	[1.3, 5.4]		2.9	[2.0, 4.2]
Total	100.0		100.0			100.0			100.0	

Watched drama: Chipo's Promise

No	99.7	[99.2, 99.9]	95.9	[93.7, 97.3]	98.0	[95.8, 99.0]	98.5	[97.7, 99.1]
Yes	0.3	[0.1, 0.8]	4.1	[2.7, 6.3]	2.0	[1.0, 4.2]	1.5	[0.9, 2.3]
Total	100.0		100.0		100.0		100.0	

Watched drama: Between Friends

No	99.8	[99.2, 100.0]	94.0	[91.1, 96.1]	98.6	[97.4, 99.3]	98.0	[96.9, 98.8]
Yes	0.2	[0.0, 0.8]	6.0	[3.9, 8.9]	1.4	[0.7, 2.6]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0		100.0	

Expsoure to any Love Stories or Untold Stories Film

no	97.5	[95.8, 98.5]	80.6	[75.8, 84.6]	89.7	[83.6, 93.6]	92.2	[89.7, 94.1]
yes	2.5	[1.5, 4.2]	19.4	[15.4, 24.2]	10.3	[6.4, 16.4]	7.8	[5.9, 10.3]
Total	100.0		100.0		100.0		100.0	

N	1,806		2,426		824		5,056	
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
Recall Amores slogan				
No	79.3	[72.9, 84.5]	79.3	[72.9, 84.5]
Yes	12.6	[8.8, 17.8]	12.6	[8.8, 17.8]
	8.1	[5.2, 12.4]	8.1	[5.2, 12.4]
Total	100.0		100.0	
PE1B- Knows Amores Logo				
No	81.1	[74.4, 86.4]	81.1	[74.4, 86.4]
Yes	18.9	[13.6, 25.6]	18.9	[13.6, 25.6]
Total	100.0		100.0	
PE2- Knows Onelove campaign				
No	93.2	[89.9, 95.5]	93.2	[89.9, 95.5]
Yes	6.8	[4.5, 10.1]	6.8	[4.5, 10.1]
Total	100.0		100.0	
PE3- Knows Onelove logo				
No	91.3	[87.3, 94.1]	91.3	[87.3, 94.1]
Yes	8.7	[5.9, 12.7]	8.7	[5.9, 12.7]
Total	100.0		100.0	
PE7a-Knows Radio Show: Duas Caras				
No	94.7	[91.8, 96.6]	94.7	[91.8, 96.6]
Yes	5.3	[3.4, 8.2]	5.3	[3.4, 8.2]
Total	100.0		100.0	
PE7b-Knows Radio Show: Vidas Mascaradas				
No	95.8	[92.4, 97.7]	95.8	[92.4, 97.7]
Yes	4.2	[2.3, 7.6]	4.2	[2.3, 7.6]
Total	100.0		100.0	
PE7c-Knows Radio Show: Sinal Vermelho				
No	96.3	[94.6, 97.5]	96.3	[94.6, 97.5]
Yes	3.7	[2.5, 5.4]	3.7	[2.5, 5.4]
Total	100.0		100.0	
PE8a- Has heard Amores advert				
No	93.8	[91.3, 95.7]	93.8	[91.3, 95.7]
Yes	6.2	[4.3, 8.7]	6.2	[4.3, 8.7]
Total	100.0		100.0	
PE8b- Has seen Conheces o Ze advert				
No	94.1	[90.6, 96.3]	94.1	[90.6, 96.3]
Yes	5.9	[3.7, 9.4]	5.9	[3.7, 9.4]
Total	100.0		100.0	
Exposed to any OL radio intervention				
No	88.5	[84.0, 91.8]	88.5	[84.0, 91.8]

Yes	11.5	[8.2, 16.0]	11.5	[8.2, 16.0]
Total	100.0		100.0	

Read: Amores magazine

No	84.6	[79.4, 88.7]	84.6	[79.4, 88.7]
Yes	15.4	[11.3, 20.6]	15.4	[11.3, 20.6]
Total	100.0		100.0	

Read: Amor, sexo e muito papo magazine

No	85.9	[80.1, 90.2]	85.9	[80.1, 90.2]
Yes	14.1	[9.8, 19.9]	14.1	[9.8, 19.9]
Total	100.0		100.0	

Read: No Conheces o Ze magazine

No	95.2	[92.6, 96.9]	95.2	[92.6, 96.9]
Yes	4.8	[3.1, 7.4]	4.8	[3.1, 7.4]
Total	100.0		100.0	

Read: Gravidez e Vida magazine

No	80.9	[76.2, 84.9]	80.9	[76.2, 84.9]
Yes	19.1	[15.1, 23.8]	19.1	[15.1, 23.8]
Total	100.0		100.0	

Read: Conversando magazine

No	81.4	[76.0, 85.9]	81.4	[76.0, 85.9]
Yes	18.6	[14.1, 24.0]	18.6	[14.1, 24.0]
Total	100.0		100.0	

Exposed to any print materials

No	74.4	[68.7, 79.3]	74.4	[68.7, 79.3]
Yes	25.6	[20.7, 31.3]	25.6	[20.7, 31.3]
Total	100.0		100.0	

Watched: Love Stories film series

No	96.1	[92.8, 97.9]	96.1	[92.8, 97.9]
Yes	3.9	[2.1, 7.2]	3.9	[2.1, 7.2]
Total	100.0		100.0	

Watched film: When the Music Stops

No	97.9	[96.4, 98.8]	97.9	[96.4, 98.8]
Yes	2.1	[1.2, 3.6]	2.1	[1.2, 3.6]
Total	100.0		100.0	

Watched film: Big House, Small House

No	97.7	[95.8, 98.8]	97.7	[95.8, 98.8]
Yes	2.3	[1.2, 4.2]	2.3	[1.2, 4.2]
Total	100.0		100.0	

Watched film: Travelling Man

No	97.4	[95.8, 98.4]	97.4	[95.8, 98.4]
Yes	2.6	[1.6, 4.2]	2.6	[1.6, 4.2]
Total	100.0		100.0	

Watched film: After the Honeymoon

No	97.6	[95.9, 98.6]	97.6	[95.9, 98.6]
Yes	2.4	[1.4, 4.1]	2.4	[1.4, 4.1]
Total	100.0		100.0	

Watched film: Chaguo

No	97.7	[94.7, 99.0]	97.7	[94.7, 99.0]
Yes	2.3	[1.0, 5.3]	2.3	[1.0, 5.3]
Total	100.0		100.0	

Watched film: Umshato

No	95.7	[91.9, 97.7]	95.7	[91.9, 97.7]
Yes	4.3	[2.3, 8.1]	4.3	[2.3, 8.1]
Total	100.0		100.0	

Watched film: Bloodlines

No	97.5	[95.0, 98.8]	97.5	[95.0, 98.8]
Yes	2.5	[1.2, 5.0]	2.5	[1.2, 5.0]
Total	100.0		100.0	

Watched film: Second Chances

No	98.4	[97.2, 99.1]	98.4	[97.2, 99.1]
Yes	1.6	[0.9, 2.8]	1.6	[0.9, 2.8]
Total	100.0		100.0	

Watched film: Against the Odds

No	98.1	[96.3, 99.0]	98.1	[96.3, 99.0]
Yes	1.9	[1.0, 3.7]	1.9	[1.0, 3.7]
Total	100.0		100.0	

Watched film: Betrayed

No	91.7	[87.0, 94.8]	91.7	[87.0, 94.8]
Yes	8.3	[5.2, 13.0]	8.3	[5.2, 13.0]
Total	100.0		100.0	

N	1,141		1,141	
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
=====				
Watched: Untold Stories drama series				
No	96.7	[93.7, 98.3]	96.7	[93.7, 98.3]
Yes	3.3	[1.7, 6.3]	3.3	[1.7, 6.3]
Total	100.0		100.0	
Watched drama: Rebel Rhymes				
No	96.5	[93.8, 98.0]	96.5	[93.8, 98.0]
Yes	3.5	[2.0, 6.2]	3.5	[2.0, 6.2]
Total	100.0		100.0	
Watched drama: Mapule's Choice				
No	98.1	[96.1, 99.1]	98.1	[96.1, 99.1]
Yes	1.9	[0.9, 3.9]	1.9	[0.9, 3.9]
Total	100.0		100.0	
Watched drama: Secrets and Lies				
No	97.1	[95.4, 98.2]	97.1	[95.4, 98.2]
Yes	2.9	[1.8, 4.6]	2.9	[1.8, 4.6]
Total	100.0		100.0	
Watched drama: The Test				
No	96.2	[93.7, 97.7]	96.2	[93.7, 97.7]
Yes	3.8	[2.3, 6.3]	3.8	[2.3, 6.3]
Total	100.0		100.0	
Watched drama: Tempestade				
No	88.9	[83.1, 92.9]	88.9	[83.1, 92.9]
Yes	11.1	[7.1, 16.9]	11.1	[7.1, 16.9]
Total	100.0		100.0	
Watched drama: Ulendo waRose				
No	98.4	[97.0, 99.2]	98.4	[97.0, 99.2]
Yes	1.6	[0.8, 3.0]	1.6	[0.8, 3.0]
Total	100.0		100.0	
Watched drama: Batjele				
No	96.1	[93.6, 97.7]	96.1	[93.6, 97.7]
Yes	3.9	[2.3, 6.4]	3.9	[2.3, 6.4]
Total	100.0		100.0	
Watched drama: Chipo's Promise				
No	97.9	[96.4, 98.8]	97.9	[96.4, 98.8]
Yes	2.1	[1.2, 3.6]	2.1	[1.2, 3.6]
Total	100.0		100.0	
Watched drama: Between Friends				
No	96.9	[93.3, 98.6]	96.9	[93.3, 98.6]
Yes	3.1	[1.4, 6.7]	3.1	[1.4, 6.7]

Total	100.0			100.0
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Exposure to any Love Stories or Untold Stories Film

no	89.8	[84.3, 93.5]	89.8	[84.3, 93.5]
yes	10.2	[6.5, 15.7]	10.2	[6.5, 15.7]
Total	100.0			100.0

N	1,141			1,141
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Non-Program		Program			Total	
	%	[95% CI]	%	[95% CI]		%	[95% CI]
Recall Amores slogan							
No	80.6	[75.7, 84.7]	37.3	[31.6, 43.4]	77.0	[72.3, 81.2]	
Yes	13.0	[9.9, 16.7]	32.5	[27.7, 37.7]	14.6	[11.7, 18.1]	
	6.5	[4.5, 9.2]	30.2	[25.9, 34.9]	8.4	[6.4, 11.0]	
Total	100.0		100.0		100.0		
PE1B- Knows Amores Logo							
No	85.4	[80.7, 89.1]	39.7	[34.8, 44.9]	81.6	[77.1, 85.4]	
Yes	14.6	[10.9, 19.3]	60.3	[55.1, 65.2]	18.4	[14.6, 22.9]	
Total	100.0		100.0		100.0		
PE2- Knows Onelove campaign							
No	93.5	[91.1, 95.4]	71.3	[66.7, 75.5]	91.7	[89.4, 93.6]	
Yes	6.5	[4.6, 8.9]	28.7	[24.5, 33.3]	8.3	[6.4, 10.6]	
Total	100.0		100.0		100.0		
PE3- Knows Onelove logo							
No	91.1	[87.8, 93.6]	62.9	[57.3, 68.3]	88.8	[85.6, 91.3]	
Yes	8.9	[6.4, 12.2]	37.1	[31.7, 42.7]	11.2	[8.7, 14.4]	
Total	100.0		100.0		100.0		
PE7a-Knows Radio Show: Duas Caras							
No	96.3	[94.6, 97.4]	88.6	[85.6, 90.9]	95.6	[94.1, 96.8]	
Yes	3.7	[2.6, 5.4]	11.4	[9.1, 14.4]	4.4	[3.2, 5.9]	
Total	100.0		100.0		100.0		
PE7b-Knows Radio Show: Vidas Mascaradas							
No	96.6	[94.7, 97.8]	90.9	[88.5, 92.9]	96.1	[94.4, 97.3]	
Yes	3.4	[2.2, 5.3]	9.1	[7.1, 11.5]	3.9	[2.7, 5.6]	
Total	100.0		100.0		100.0		
PE7c-Knows Radio Show: Sinal Vermelho							
No	97.7	[96.5, 98.5]	89.6	[87.4, 91.4]	97.1	[95.9, 97.9]	
Yes	2.3	[1.5, 3.5]	10.4	[8.6, 12.6]	2.9	[2.1, 4.1]	
Total	100.0		100.0		100.0		
PE8a- Has heard Amores advert							
No	96.0	[94.3, 97.3]	77.5	[73.5, 81.1]	94.5	[92.8, 95.8]	
Yes	4.0	[2.7, 5.7]	22.5	[18.9, 26.5]	5.5	[4.2, 7.2]	
Total	100.0		100.0		100.0		
PE8b- Has seen Conheces o Ze advert							
No	96.4	[94.2, 97.8]	81.0	[76.6, 84.7]	95.2	[93.1, 96.6]	
Yes	3.6	[2.2, 5.8]	19.0	[15.3, 23.4]	4.8	[3.4, 6.9]	

Total 100.0 100.0 100.0

Exposed to any OL radio intervention

No 92.3 [89.0, 94.7] 65.4 [61.3, 69.3] 90.1 [87.0, 92.6]
Yes 7.7 [5.3, 11.0] 34.6 [30.7, 38.7] 9.9 [7.4, 13.0]
Total 100.0 100.0 100.0

Read: Amores magazine

No 85.2 [81.6, 88.2] 56.2 [51.5, 60.7] 82.8 [79.4, 85.8]
Yes 14.8 [11.8, 18.4] 43.8 [39.3, 48.5] 17.2 [14.2, 20.6]
Total 100.0 100.0 100.0

Read: Amor, sexo e muito papo magazine

No 87.0 [83.5, 89.9] 63.4 [59.7, 66.9] 85.1 [81.7, 87.9]
Yes 13.0 [10.1, 16.5] 36.6 [33.1, 40.3] 14.9 [12.1, 18.3]
Total 100.0 100.0 100.0

Read: No Conheces o Ze magazine

No 95.3 [93.2, 96.7] 78.6 [75.5, 81.4] 93.9 [92.0, 95.3]
Yes 4.7 [3.3, 6.8] 21.4 [18.6, 24.5] 6.1 [4.7, 8.0]
Total 100.0 100.0 100.0

Read: Gravidez e Vida magazine

No 83.5 [80.4, 86.1] 65.4 [62.1, 68.5] 82.0 [79.1, 84.5]
Yes 16.5 [13.9, 19.6] 34.6 [31.5, 37.9] 18.0 [15.5, 20.9]
Total 100.0 100.0 100.0

Read: Conversando magazine

No 86.0 [82.6, 88.7] 58.4 [54.4, 62.2] 83.7 [80.5, 86.4]
Yes 14.0 [11.3, 17.4] 41.6 [37.8, 45.6] 16.3 [13.6, 19.5]
Total 100.0 100.0 100.0

Exposed to any print materials

No 74.7 [69.8, 79.1] 37.7 [34.4, 41.1] 71.6 [67.0, 75.9]
Yes 25.3 [20.9, 30.2] 62.3 [58.9, 65.6] 28.4 [24.1, 33.0]
Total 100.0 100.0 100.0

Watched: Love Stories film series

No 97.5 [95.5, 98.6] 77.5 [72.8, 81.5] 95.8 [94.0, 97.1]
Yes 2.5 [1.4, 4.5] 22.5 [18.5, 27.2] 4.2 [2.9, 6.0]
Total 100.0 100.0 100.0

Watched film: When the Music Stops

No 98.5 [97.3, 99.2] 88.9 [85.6, 91.5] 97.7 [96.6, 98.4]
Yes 1.5 [0.8, 2.7] 11.1 [8.5, 14.4] 2.3 [1.6, 3.4]
Total 100.0 100.0 100.0

Watched film: Big House, Small House

No	98.3	[97.3, 99.0]	89.8	[86.4, 92.4]	97.6	[96.6, 98.3]
Yes	1.7	[1.0, 2.7]	10.2	[7.6, 13.6]	2.4	[1.7, 3.4]
Total	100.0		100.0		100.0	

Watched film: Travelling Man

No	98.4	[97.4, 99.0]	84.4	[79.9, 88.0]	97.2	[96.2, 98.0]
Yes	1.6	[1.0, 2.6]	15.6	[12.0, 20.1]	2.8	[2.0, 3.8]
Total	100.0		100.0		100.0	

Watched film: After the Honeymoon

No	98.7	[97.3, 99.4]	90.8	[88.1, 92.9]	98.0	[96.9, 98.8]
Yes	1.3	[0.6, 2.7]	9.2	[7.1, 11.9]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0	

Watched film: Chaguo

No	98.9	[97.4, 99.6]	93.7	[91.3, 95.4]	98.5	[97.2, 99.2]
Yes	1.1	[0.4, 2.6]	6.3	[4.6, 8.7]	1.5	[0.8, 2.8]
Total	100.0		100.0		100.0	

Watched film: Umshato

No	98.0	[96.1, 99.0]	81.8	[77.1, 85.7]	96.7	[94.9, 97.8]
Yes	2.0	[1.0, 3.9]	18.2	[14.3, 22.9]	3.3	[2.2, 5.1]
Total	100.0		100.0		100.0	

Watched film: Bloodlines

No	98.8	[97.6, 99.4]	87.3	[83.7, 90.2]	97.9	[96.8, 98.6]
Yes	1.2	[0.6, 2.4]	12.7	[9.8, 16.3]	2.1	[1.4, 3.2]
Total	100.0		100.0		100.0	

Watched film: Second Chances

No	99.1	[98.2, 99.5]	92.8	[90.0, 94.9]	98.5	[97.8, 99.1]
Yes	0.9	[0.5, 1.8]	7.2	[5.1, 10.0]	1.5	[0.9, 2.2]
Total	100.0		100.0		100.0	

Watched film: Against the Odds

No	99.1	[98.4, 99.5]	94.0	[92.2, 95.4]	98.7	[98.0, 99.1]
Yes	0.9	[0.5, 1.6]	6.0	[4.6, 7.8]	1.3	[0.9, 2.0]
Total	100.0		100.0		100.0	

Watched film: Betrayed

No	96.2	[93.5, 97.9]	62.6	[56.6, 68.2]	93.5	[90.8, 95.4]
Yes	3.8	[2.1, 6.5]	37.4	[31.8, 43.4]	6.5	[4.6, 9.2]
Total	100.0		100.0		100.0	

N	2,559		2,497		5,056	
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Table __: Exposure to OneLove, by gender, domain, and key target groups

	Non-Program		Program		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
=====						
Watched: Untold Stories drama series						
No	98.1	[96.2, 99.0]	76.4	[71.3, 80.8]	96.3	[94.5, 97.5]
Yes	1.9	[1.0, 3.8]	23.6	[19.2, 28.7]	3.7	[2.5, 5.5]
Total	100.0		100.0		100.0	
Watched drama: Rebel Rhymes						
No	98.2	[97.2, 98.9]	87.7	[85.1, 89.9]	97.4	[96.3, 98.1]
Yes	1.8	[1.1, 2.8]	12.3	[10.1, 14.9]	2.6	[1.9, 3.7]
Total	100.0		100.0		100.0	
Watched drama: Mapule's Choice						
No	99.0	[98.1, 99.4]	93.3	[91.2, 94.9]	98.5	[97.7, 99.0]
Yes	1.0	[0.6, 1.9]	6.7	[5.1, 8.8]	1.5	[1.0, 2.3]
Total	100.0		100.0		100.0	
Watched drama: Secrets and Lies						
No	98.4	[97.4, 99.0]	80.1	[74.8, 84.5]	96.9	[95.7, 97.7]
Yes	1.6	[1.0, 2.6]	19.9	[15.5, 25.2]	3.1	[2.3, 4.3]
Total	100.0		100.0		100.0	
Watched drama: The Test						
No	97.8	[95.4, 98.9]	83.2	[78.7, 86.8]	96.6	[94.5, 97.9]
Yes	2.2	[1.1, 4.6]	16.8	[13.2, 21.3]	3.4	[2.1, 5.5]
Total	100.0		100.0		100.0	
Watched drama: Tempestade						
No	95.3	[91.9, 97.4]	59.1	[53.7, 64.3]	92.3	[89.1, 94.6]
Yes	4.7	[2.6, 8.1]	40.9	[35.7, 46.3]	7.7	[5.4, 10.9]
Total	100.0		100.0		100.0	
Watched drama: Ulendo waRose						
No	99.3	[98.7, 99.6]	96.1	[94.0, 97.5]	99.0	[98.4, 99.4]
Yes	0.7	[0.4, 1.3]	3.9	[2.5, 6.0]	1.0	[0.6, 1.6]
Total	100.0		100.0		100.0	
Watched drama: Batjele						
No	98.3	[96.9, 99.0]	83.6	[78.6, 87.6]	97.1	[95.8, 98.0]
Yes	1.7	[1.0, 3.1]	16.4	[12.4, 21.4]	2.9	[2.0, 4.2]
Total	100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	99.0	[98.0, 99.5]	93.9	[90.8, 95.9]	98.5	[97.7, 99.1]
Yes	1.0	[0.5, 2.0]	6.1	[4.1, 9.2]	1.5	[0.9, 2.3]
Total	100.0		100.0		100.0	

Watched drama: Between Friends

No	98.6	[97.2, 99.3]	92.1	[89.4, 94.1]	98.0	[96.9, 98.8]
Yes	1.4	[0.7, 2.8]	7.9	[5.9, 10.6]	2.0	[1.2, 3.1]
Total	100.0		100.0		100.0	

Expsoure to any Love Stories or Untold Stories Film

no	94.0	[91.3, 95.9]	72.7	[69.1, 76.0]	92.2	[89.7, 94.1]
yes	6.0	[4.1, 8.7]	27.3	[24.0, 30.9]	7.8	[5.9, 10.3]
Total	100.0		100.0		100.0	

N	2,559		2,497		5,056	
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