

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

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Recall of One Love Slogan						
None	29.9	[23.8, 36.9]	36.2	[29.9, 43.0]	33.0	[27.4, 39.1]
Spont.	35.4	[29.1, 42.2]	37.9	[32.0, 44.1]	36.6	[31.3, 42.2]
Aided	34.7	[29.3, 40.6]	26.0	[21.2, 31.5]	30.4	[26.5, 34.6]
Total	100.0		100.0		100.0	
Knows: One Love						
No	24.5	[19.3, 30.5]	30.7	[24.8, 37.3]	27.6	[22.8, 33.0]
Yes	75.5	[69.5, 80.7]	69.3	[62.7, 75.2]	72.4	[67.0, 77.2]
Total	100.0		100.0		100.0	
Knows: One Love logo						
No	48.0	[41.4, 54.6]	47.5	[41.3, 53.8]	47.7	[42.3, 53.3]
Yes	52.0	[45.4, 58.6]	52.5	[46.2, 58.7]	52.3	[46.7, 57.7]
Total	100.0		100.0		100.0	
Heard: Changing the Rhythm of the Drum						
No	93.1	[89.3, 95.6]	92.0	[88.1, 94.7]	92.5	[89.9, 94.6]
Yes	6.9	[4.4, 10.7]	8.0	[5.3, 11.9]	7.5	[5.4, 10.1]
Total	100.0		100.0		100.0	
Heard: Kukingya Mvumino Yamaoma						
No	97.6	[95.1, 98.8]	96.2	[92.9, 98.0]	96.9	[95.1, 98.1]
Yes	2.4	[1.2, 4.9]	3.8	[2.0, 7.1]	3.1	[1.9, 4.9]
Total	100.0		100.0		100.0	
Heard: Bitter Sweet						
No	93.6	[89.2, 96.2]	93.7	[90.4, 95.9]	93.6	[90.9, 95.6]
Yes	6.4	[3.8, 10.8]	6.3	[4.1, 9.6]	6.4	[4.4, 9.1]
Total	100.0		100.0		100.0	
Heard: Akafupa Utemenwe						
No	77.6	[71.0, 83.1]	83.3	[77.4, 87.9]	80.5	[75.3, 84.8]
Yes	22.4	[16.9, 29.0]	16.7	[12.1, 22.6]	19.5	[15.2, 24.7]
Total	100.0		100.0		100.0	
Ever seen: Ever watched One Love talk show (pe23)						
No	88.9	[83.6, 92.7]	91.8	[87.9, 94.6]	90.4	[86.8, 93.1]
Yes	11.1	[7.3, 16.4]	8.2	[5.4, 12.1]	9.6	[6.9, 13.2]
Total	100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Read: You and Your Relationship booklet						
No	75.4	[70.6, 79.6]	76.7	[71.7, 81.1]	76.1	[72.3, 79.5]
Yes	24.6	[20.4, 29.4]	23.3	[18.9, 28.3]	23.9	[20.5, 27.7]
Total	100.0		100.0		100.0	
Read: When Men and Women Run Together booklet						
No	82.9	[78.7, 86.4]	82.1	[78.3, 85.3]	82.5	[79.3, 85.3]
Yes	17.1	[13.6, 21.3]	17.9	[14.7, 21.7]	17.5	[14.7, 20.7]
Total	100.0		100.0		100.0	
Read: You Haven't Met Joe booklet						
No	98.7	[97.5, 99.3]	99.1	[98.0, 99.6]	98.9	[98.2, 99.3]
Yes	1.3	[0.7, 2.5]	0.9	[0.4, 2.0]	1.1	[0.7, 1.8]
Total	100.0		100.0		100.0	
Watched: Love Stories film series						
No	82.2	[75.1, 87.6]	86.2	[82.3, 89.3]	84.2	[79.6, 87.9]
Yes	17.8	[12.4, 24.9]	13.8	[10.7, 17.7]	15.8	[12.1, 20.4]
Total	100.0		100.0		100.0	
Watched film: When the Music Stops						
No	90.4	[85.8, 93.6]	91.8	[88.1, 94.5]	91.1	[88.2, 93.3]
Yes	9.6	[6.4, 14.2]	8.2	[5.5, 11.9]	8.9	[6.7, 11.8]
Total	100.0		100.0		100.0	
Watched film: Big House, Small House						
No	96.3	[93.6, 97.9]	96.6	[94.3, 98.0]	96.4	[94.9, 97.5]
Yes	3.7	[2.1, 6.4]	3.4	[2.0, 5.7]	3.6	[2.5, 5.1]
Total	100.0		100.0		100.0	
Watched film: Travelling Man						
No	95.7	[92.6, 97.6]	97.8	[95.9, 98.9]	96.8	[94.7, 98.1]
Yes	4.3	[2.4, 7.4]	2.2	[1.1, 4.1]	3.2	[1.9, 5.3]
Total	100.0		100.0		100.0	
Watched film: After the Honeymoon						
No	95.5	[90.6, 97.9]	95.7	[93.9, 97.1]	95.6	[93.2, 97.2]
Yes	4.5	[2.1, 9.4]	4.3	[2.9, 6.1]	4.4	[2.8, 6.8]
Total	100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched film: Chaguo						
No	96.6	[94.6, 97.9]	98.7	[96.9, 99.5]	97.7	[96.4, 98.5]
Yes	3.4	[2.1, 5.4]	1.3	[0.5, 3.1]	2.3	[1.5, 3.6]
Total	100.0		100.0		100.0	
Watched film: Umshato						
No	93.6	[88.6, 96.5]	97.2	[94.3, 98.7]	95.4	[92.5, 97.2]
Yes	6.4	[3.5, 11.4]	2.8	[1.3, 5.7]	4.6	[2.8, 7.5]
Total	100.0		100.0		100.0	
Watched film: Bloodlines						
No	97.7	[96.6, 98.5]	99.0	[98.0, 99.5]	98.4	[97.6, 98.9]
Yes	2.3	[1.5, 3.4]	1.0	[0.5, 2.0]	1.6	[1.1, 2.4]
Total	100.0		100.0		100.0	
Watched film: Second Chances						
No	94.6	[90.3, 97.0]	94.5	[90.9, 96.8]	94.6	[91.9, 96.4]
Yes	5.4	[3.0, 9.7]	5.5	[3.2, 9.1]	5.4	[3.6, 8.1]
Total	100.0		100.0		100.0	
Watched film: Against the Odds						
No	97.7	[95.9, 98.8]	98.7	[97.6, 99.2]	98.2	[97.3, 98.8]
Yes	2.3	[1.2, 4.1]	1.3	[0.8, 2.4]	1.8	[1.2, 2.7]
Total	100.0		100.0		100.0	
Watched film: Betrayed						
No	96.0	[92.3, 98.0]	98.0	[96.2, 98.9]	97.0	[95.0, 98.2]
Yes	4.0	[2.0, 7.7]	2.0	[1.1, 3.8]	3.0	[1.8, 5.0]
Total	100.0		100.0		100.0	
N	1,516		1,495		3,011	

Table __: Exposure to OneLove (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched: Untold Stories drama series						
No	89.2	[83.0, 93.3]	90.1	[86.0, 93.0]	89.6	[85.6, 92.6]
Yes	10.8	[6.7, 17.0]	9.9	[7.0, 14.0]	10.4	[7.4, 14.4]
Total	100.0		100.0		100.0	
Watched drama: Rebel Rhymes						
No	99.2	[98.0, 99.7]	97.8	[95.7, 98.9]	98.5	[97.5, 99.1]
Yes	0.8	[0.3, 2.0]	2.2	[1.1, 4.3]	1.5	[0.9, 2.5]
Total	100.0		100.0		100.0	
Watched drama: Mapule's Choice						
No	97.2	[95.2, 98.4]	98.8	[97.8, 99.3]	98.0	[96.9, 98.7]
Yes	2.8	[1.6, 4.8]	1.2	[0.7, 2.2]	2.0	[1.3, 3.1]
Total	100.0		100.0		100.0	
Watched drama: Secrets and Lies						
No	92.9	[88.2, 95.9]	94.4	[91.9, 96.2]	93.7	[91.1, 95.5]
Yes	7.1	[4.1, 11.8]	5.6	[3.8, 8.1]	6.3	[4.5, 8.9]
Total	100.0		100.0		100.0	
Watched drama: The Test						
No	96.4	[90.3, 98.7]	98.6	[97.3, 99.2]	97.5	[94.6, 98.9]
Yes	3.6	[1.3, 9.7]	1.4	[0.8, 2.7]	2.5	[1.1, 5.4]
Total	100.0		100.0		100.0	
Watched drama: Tempestade						
No	98.8	[96.6, 99.6]	99.4	[98.4, 99.8]	99.1	[98.1, 99.6]
Yes	1.2	[0.4, 3.4]	0.6	[0.2, 1.6]	0.9	[0.4, 1.9]
Total	100.0		100.0		100.0	
Watched drama: Ulendo waRose						
No	90.9	[85.8, 94.3]	94.0	[90.8, 96.1]	92.4	[89.5, 94.6]
Yes	9.1	[5.7, 14.2]	6.0	[3.9, 9.2]	7.6	[5.4, 10.5]
Total	100.0		100.0		100.0	
Watched drama: Batjele						
No	98.4	[97.2, 99.1]	98.6	[95.9, 99.5]	98.5	[97.4, 99.2]
Yes	1.6	[0.9, 2.8]	1.4	[0.5, 4.1]	1.5	[0.8, 2.6]
Total	100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched drama: Chipo's Promise						
No	95.3	[93.1, 96.8]	95.5	[92.5, 97.4]	95.4	[93.5, 96.8]
Yes	4.7	[3.2, 6.9]	4.5	[2.6, 7.5]	4.6	[3.2, 6.5]
Total	100.0		100.0		100.0	
Watched drama: Between Friends						
No	95.5	[91.9, 97.5]	97.7	[95.7, 98.8]	96.6	[94.2, 98.0]
Yes	4.5	[2.5, 8.1]	2.3	[1.2, 4.3]	3.4	[2.0, 5.8]
Total	100.0		100.0		100.0	
Champions advert: Ever heard Speciosa Wandira radio advert						
No	97.3	[95.5, 98.4]	95.0	[92.0, 96.9]	96.2	[94.4, 97.4]
Yes	2.7	[1.6, 4.5]	5.0	[3.1, 8.0]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0	
Champions advert: Ever heard Kenneth Kaunda radio advert						
No	38.7	[33.6, 44.1]	47.8	[41.4, 54.2]	43.2	[38.8, 47.8]
Yes	61.3	[55.9, 66.4]	52.2	[45.8, 58.6]	56.8	[52.2, 61.2]
Total	100.0		100.0		100.0	
Champions advert: Ever heard Desmond Tutu radio advert						
No	94.4	[90.9, 96.6]	95.8	[93.1, 97.5]	95.1	[92.6, 96.8]
Yes	5.6	[3.4, 9.1]	4.2	[2.5, 6.9]	4.9	[3.2, 7.4]
Total	100.0		100.0		100.0	
Champions advert: Ever seen Speciosa Wandira TV advert						
No	96.0	[94.3, 97.3]	95.8	[93.5, 97.4]	95.9	[94.5, 97.0]
Yes	4.0	[2.7, 5.7]	4.2	[2.6, 6.5]	4.1	[3.0, 5.5]
Total	100.0		100.0		100.0	
Champions advert: Ever seen Kenneth Kaunda TV advert						
No	33.8	[27.6, 40.5]	54.3	[48.3, 60.2]	44.0	[38.8, 49.3]
Yes	66.2	[59.5, 72.4]	45.7	[39.8, 51.7]	56.0	[50.7, 61.2]
Total	100.0		100.0		100.0	
Champions advert: Ever seen Desmond Tutu TV advert						
No	92.9	[88.8, 95.5]	95.8	[93.6, 97.3]	94.3	[91.9, 96.1]
Yes	7.1	[4.5, 11.2]	4.2	[2.7, 6.4]	5.7	[3.9, 8.1]
Total	100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
Dialogue: Participated in OL Kwasila community dialogue						
No	98.0	[96.5, 98.9]	98.2	[96.3, 99.1]	98.1	[97.0, 98.8]
Yes	2.0	[1.1, 3.5]	1.8	[0.9, 3.7]	1.9	[1.2, 3.0]
Total	100.0		100.0		100.0	
Dialogue: Participated in C-Change/OneLove community dialogue						
No	87.1	[80.7, 91.6]	85.2	[79.3, 89.6]	86.2	[80.5, 90.4]
Yes	12.9	[8.4, 19.3]	14.8	[10.4, 20.7]	13.8	[9.6, 19.5]
Total	100.0		100.0		100.0	
TV: Ever Watched Club Risky Business						
No	87.1	[80.7, 91.6]	85.2	[79.3, 89.6]	86.2	[80.5, 90.4]
Yes	12.9	[8.4, 19.3]	14.8	[10.4, 20.7]	13.8	[9.6, 19.5]
Total	100.0		100.0		100.0	
N	1,513		1,496		3,009	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Recall of One Love Slogan								
None	44.5	[35.5, 53.8]	18.3	[14.1, 23.4]	46.8	[21.0, 74.4]	33.0	[27.4, 39.1]
Spont.	27.1	[20.2, 35.3]	48.6	[41.5, 55.8]	27.4	[15.2, 44.2]	36.6	[31.3, 42.2]
Aided	28.4	[23.1, 34.4]	33.1	[27.3, 39.4]	25.8	[13.3, 44.1]	30.4	[26.5, 34.6]
Total	100.0		100.0		100.0		100.0	
Knows: One Love								
No	38.3	[30.8, 46.4]	13.7	[10.2, 18.0]	42.6	[19.9, 69.0]	27.6	[22.8, 33.0]
Yes	61.7	[53.6, 69.2]	86.3	[82.0, 89.8]	57.4	[31.0, 80.1]	72.4	[67.0, 77.2]
Total	100.0		100.0		100.0		100.0	
Knows: One Love logo								
No	56.1	[47.8, 64.1]	36.8	[30.5, 43.6]	59.1	[39.6, 76.1]	47.7	[42.3, 53.3]
Yes	43.9	[35.9, 52.2]	63.2	[56.4, 69.5]	40.9	[23.9, 60.4]	52.3	[46.7, 57.7]
Total	100.0		100.0		100.0		100.0	
Heard: Changing the Rhythm of the Drum								
No	94.6	[91.6, 96.6]	89.8	[84.9, 93.3]	94.8	[88.6, 97.7]	92.5	[89.9, 94.6]
Yes	5.4	[3.4, 8.4]	10.2	[6.7, 15.1]	5.2	[2.3, 11.4]	7.5	[5.4, 10.1]
Total	100.0		100.0		100.0		100.0	
Heard: Kukungya Mvumino Yamaoma								
No	98.4	[96.5, 99.3]	95.1	[91.4, 97.2]	98.4	[92.4, 99.7]	96.9	[95.1, 98.1]
Yes	1.6	[0.7, 3.5]	4.9	[2.8, 8.6]	1.6	[0.3, 7.6]	3.1	[1.9, 4.9]
Total	100.0		100.0		100.0		100.0	
Heard: Bitter Sweet								
No	95.8	[93.1, 97.5]	90.6	[85.2, 94.2]	99.4	[98.1, 99.8]	93.6	[90.9, 95.6]
Yes	4.2	[2.5, 6.9]	9.4	[5.8, 14.8]	0.6	[0.2, 1.9]	6.4	[4.4, 9.1]
Total	100.0		100.0		100.0		100.0	
Heard: Akafupa Utemenwe								
No	82.5	[75.0, 88.1]	77.2	[69.3, 83.5]	92.4	[85.0, 96.3]	80.5	[75.3, 84.8]
Yes	17.5	[11.9, 25.0]	22.8	[16.5, 30.7]	7.6	[3.7, 15.0]	19.5	[15.2, 24.7]
Total	100.0		100.0		100.0		100.0	
Ever seen: Ever watched One Love talk show (pe23)								
No	94.4	[90.8, 96.6]	85.3	[78.6, 90.1]	94.9	[86.5, 98.2]	90.4	[86.8, 93.1]
Yes	5.6	[3.4, 9.2]	14.7	[9.9, 21.4]	5.1	[1.8, 13.5]	9.6	[6.9, 13.2]
Total	100.0		100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Read: You and Your Relationship booklet								
No	83.1	[79.1, 86.6]	67.6	[61.4, 73.2]	75.0	[58.2, 86.6]	76.1	[72.3, 79.5]
Yes	16.9	[13.4, 20.9]	32.4	[26.8, 38.6]	25.0	[13.4, 41.8]	23.9	[20.5, 27.7]
Total	100.0		100.0		100.0		100.0	
Read: When Men and Women Run Together booklet								
No	87.4	[83.5, 90.5]	76.2	[71.1, 80.6]	88.6	[81.7, 93.0]	82.5	[79.3, 85.3]
Yes	12.6	[9.5, 16.5]	23.8	[19.4, 28.9]	11.4	[7.0, 18.3]	17.5	[14.7, 20.7]
Total	100.0		100.0		100.0		100.0	
Read: You Haven't Met Joe booklet								
No	99.5	[98.8, 99.8]	98.1	[96.7, 99.0]	98.2	[92.4, 99.6]	98.9	[98.2, 99.3]
Yes	0.5	[0.2, 1.2]	1.9	[1.0, 3.3]	1.8	[0.4, 7.6]	1.1	[0.7, 1.8]
Total	100.0		100.0		100.0		100.0	
Watched: Love Stories film series								
No	91.9	[87.8, 94.7]	74.2	[66.2, 80.8]	94.3	[86.7, 97.7]	84.2	[79.6, 87.9]
Yes	8.1	[5.3, 12.2]	25.8	[19.2, 33.8]	5.7	[2.3, 13.3]	15.8	[12.1, 20.4]
Total	100.0		100.0		100.0		100.0	
Watched film: When the Music Stops								
No	93.9	[90.3, 96.2]	87.2	[82.4, 90.8]	99.4	[97.6, 99.8]	91.1	[88.2, 93.3]
Yes	6.1	[3.8, 9.7]	12.8	[9.2, 17.6]	0.6	[0.2, 2.4]	8.9	[6.7, 11.8]
Total	100.0		100.0		100.0		100.0	
Watched film: Big House, Small House								
No	98.1	[96.4, 99.0]	94.2	[91.5, 96.1]	99.8	[99.0, 100.0]	96.4	[94.9, 97.5]
Yes	1.9	[1.0, 3.6]	5.8	[3.9, 8.5]	0.2	[0.0, 1.0]	3.6	[2.5, 5.1]
Total	100.0		100.0		100.0		100.0	
Watched film: Travelling Man								
No	98.6	[97.2, 99.3]	94.5	[89.9, 97.0]	98.6	[95.0, 99.6]	96.8	[94.7, 98.1]
Yes	1.4	[0.7, 2.8]	5.5	[3.0, 10.1]	1.4	[0.4, 5.0]	3.2	[1.9, 5.3]
Total	100.0		100.0		100.0		100.0	
Watched film: After the Honeymoon								
No	97.7	[95.4, 98.9]	93.0	[88.1, 95.9]	97.1	[90.2, 99.2]	95.6	[93.2, 97.2]
Yes	2.3	[1.1, 4.6]	7.0	[4.1, 11.9]	2.9	[0.8, 9.8]	4.4	[2.8, 6.8]
Total	100.0		100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched film: Chaguo								
No	98.5	[96.6, 99.3]	96.6	[94.4, 98.0]	99.7	[98.7, 99.9]	97.7	[96.4, 98.5]
Yes	1.5	[0.7, 3.4]	3.4	[2.0, 5.6]	0.3	[0.1, 1.3]	2.3	[1.5, 3.6]
Total	100.0		100.0		100.0		100.0	
Watched film: Umshato								
No	97.4	[94.2, 98.8]	92.7	[87.2, 96.0]	99.9	[99.6, 100.0]	95.4	[92.5, 97.2]
Yes	2.6	[1.2, 5.8]	7.3	[4.0, 12.8]	0.1	[0.0, 0.4]	4.6	[2.8, 7.5]
Total	100.0		100.0		100.0		100.0	
Watched film: Bloodlines								
No	99.3	[98.5, 99.6]	97.1	[95.7, 98.1]	100.0	98.4	[97.6, 98.9]	
Yes	0.7	[0.4, 1.5]	2.9	[1.9, 4.3]	0.0	1.6	[1.1, 2.4]	
Total	100.0		100.0		100.0	100.0		
Watched film: Second Chances								
No	96.3	[92.7, 98.1]	92.1	[87.4, 95.2]	99.6	[98.6, 99.9]	94.6	[91.9, 96.4]
Yes	3.7	[1.9, 7.3]	7.9	[4.8, 12.6]	0.4	[0.1, 1.4]	5.4	[3.6, 8.1]
Total	100.0		100.0		100.0		100.0	
Watched film: Against the Odds								
No	98.9	[98.1, 99.4]	97.3	[95.5, 98.4]	98.5	[95.1, 99.6]	98.2	[97.3, 98.8]
Yes	1.1	[0.6, 1.9]	2.7	[1.6, 4.5]	1.5	[0.4, 4.9]	1.8	[1.2, 2.7]
Total	100.0		100.0		100.0		100.0	
Watched film: Betrayed								
No	98.0	[96.2, 99.0]	95.6	[91.3, 97.8]	99.9	[99.5, 100.0]	97.0	[95.0, 98.2]
Yes	2.0	[1.0, 3.8]	4.4	[2.2, 8.7]	0.1	[0.0, 0.5]	3.0	[1.8, 5.0]
Total	100.0		100.0		100.0		100.0	
N	1,017		1,592		402		3,011	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched: Untold Stories drama series								
No	95.0	[91.8, 97.0]	82.6	[74.9, 88.4]	96.4	[91.0, 98.6]	89.6	[85.6, 92.6]
Yes	5.0	[3.0, 8.2]	17.4	[11.6, 25.1]	3.6	[1.4, 9.0]	10.4	[7.4, 14.4]
Total	100.0		100.0		100.0		100.0	
Watched drama: Rebel Rhymes								
No	99.6	[99.0, 99.9]	97.1	[94.9, 98.3]	99.6	[98.4, 99.9]	98.5	[97.5, 99.1]
Yes	0.4	[0.1, 1.0]	2.9	[1.7, 5.1]	0.4	[0.1, 1.6]	1.5	[0.9, 2.5]
Total	100.0		100.0		100.0		100.0	
Watched drama: Mapule's Choice								
No	98.8	[97.1, 99.5]	96.9	[95.0, 98.1]	100.0	98.0	[96.9, 98.7]	
Yes	1.2	[0.5, 2.9]	3.1	[1.9, 5.0]	0.0	2.0	[1.3, 3.1]	
Total	100.0		100.0		100.0	100.0		
Watched drama: Secrets and Lies								
No	97.1	[94.5, 98.5]	89.1	[84.6, 92.4]	99.9	[99.6, 100.0]	93.7	[91.1, 95.5]
Yes	2.9	[1.5, 5.5]	10.9	[7.6, 15.4]	0.1	[0.0, 0.4]	6.3	[4.5, 8.9]
Total	100.0		100.0		100.0		100.0	
Watched drama: The Test								
No	99.1	[97.5, 99.7]	95.3	[88.9, 98.1]	99.8	[99.3, 100.0]	97.5	[94.6, 98.9]
Yes	0.9	[0.3, 2.5]	4.7	[1.9, 11.1]	0.2	[0.0, 0.7]	2.5	[1.1, 5.4]
Total	100.0		100.0		100.0		100.0	
Watched drama: Tempestade								
No	99.6	[98.7, 99.9]	98.4	[96.2, 99.3]	99.9	[99.7, 100.0]	99.1	[98.1, 99.6]
Yes	0.4	[0.1, 1.3]	1.6	[0.7, 3.8]	0.1	[0.0, 0.3]	0.9	[0.4, 1.9]
Total	100.0		100.0		100.0		100.0	
Watched drama: Ulendo waRose								
No	95.6	[91.8, 97.7]	88.2	[83.2, 91.8]	99.2	[96.8, 99.8]	92.4	[89.5, 94.6]
Yes	4.4	[2.3, 8.2]	11.8	[8.2, 16.8]	0.8	[0.2, 3.2]	7.6	[5.4, 10.5]
Total	100.0		100.0		100.0		100.0	
Watched drama: Batjele								
No	98.9	[96.1, 99.7]	97.9	[96.8, 98.7]	99.7	[98.7, 99.9]	98.5	[97.4, 99.2]
Yes	1.1	[0.3, 3.9]	2.1	[1.3, 3.2]	0.3	[0.1, 1.3]	1.5	[0.8, 2.6]
Total	100.0		100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Watched drama: Chipo's Promise								
No	97.5	[95.0, 98.8]	92.6	[89.4, 94.8]	99.9	[99.2, 100.0]	95.4	[93.5, 96.8]
Yes	2.5	[1.2, 5.0]	7.4	[5.2, 10.6]	0.1	[0.0, 0.8]	4.6	[3.2, 6.5]
Total	100.0		100.0		100.0		100.0	
Watched drama: Between Friends								
No	98.6	[97.4, 99.2]	94.0	[89.0, 96.9]	100.0	[99.7, 100.0]	96.6	[94.2, 98.0]
Yes	1.4	[0.8, 2.6]	6.0	[3.1, 11.0]	0.0	[0.0, 0.3]	3.4	[2.0, 5.8]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever heard Speciosa Wandira radio advert								
No	96.8	[93.7, 98.4]	95.1	[92.8, 96.7]	99.6	[98.7, 99.9]	96.2	[94.4, 97.4]
Yes	3.2	[1.6, 6.3]	4.9	[3.3, 7.2]	0.4	[0.1, 1.3]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever heard Kenneth Kaunda radio advert								
No	56.1	[50.2, 61.7]	26.6	[21.7, 32.1]	60.7	[56.4, 65.0]	43.2	[38.8, 47.8]
Yes	43.9	[38.3, 49.8]	73.4	[67.9, 78.3]	39.3	[35.0, 43.6]	56.8	[52.2, 61.2]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever heard Desmond Tutu radio advert								
No	97.6	[95.9, 98.6]	91.9	[86.8, 95.1]	97.7	[95.0, 98.9]	95.1	[92.6, 96.8]
Yes	2.4	[1.4, 4.1]	8.1	[4.9, 13.2]	2.3	[1.1, 5.0]	4.9	[3.2, 7.4]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever seen Speciosa Wandira TV advert								
No	97.9	[96.5, 98.7]	93.3	[90.6, 95.3]	99.4	[97.7, 99.9]	95.9	[94.5, 97.0]
Yes	2.1	[1.3, 3.5]	6.7	[4.7, 9.4]	0.6	[0.1, 2.3]	4.1	[3.0, 5.5]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever seen Kenneth Kaunda TV advert								
No	63.2	[57.8, 68.3]	20.0	[15.3, 25.8]	55.7	[38.7, 71.5]	44.0	[38.8, 49.3]
Yes	36.8	[31.7, 42.2]	80.0	[74.2, 84.7]	44.3	[28.5, 61.3]	56.0	[50.7, 61.2]
Total	100.0		100.0		100.0		100.0	
Champions advert: Ever seen Desmond Tutu TV advert								
No	98.1	[97.0, 98.8]	89.6	[84.7, 93.1]	97.5	[95.0, 98.8]	94.3	[91.9, 96.1]
Yes	1.9	[1.2, 3.0]	10.4	[6.9, 15.3]	2.5	[1.2, 5.0]	5.7	[3.9, 8.1]
Total	100.0		100.0		100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
Dialogue: Participated in OL Kwasila community dialogue								
No	97.9	[95.9, 99.0]	98.5	[97.1, 99.2]	96.3	[91.5, 98.5]	98.1	[97.0, 98.8]
Yes	2.1	[1.0, 4.1]	1.5	[0.8, 2.9]	3.7	[1.5, 8.5]	1.9	[1.2, 3.0]
Total	100.0		100.0		100.0		100.0	
Dialogue: Participated in C-Change/OneLove community dialogue								
No	93.4	[86.6, 96.9]	76.7	[67.1, 84.1]	97.0	[85.5, 99.4]	86.2	[80.5, 90.4]
Yes	6.6	[3.1, 13.4]	23.3	[15.9, 32.9]	3.0	[0.6, 14.5]	13.8	[9.6, 19.5]
Total	100.0		100.0		100.0		100.0	
TV: Ever Watched Club Risky Business								
No	93.4	[86.6, 96.9]	76.7	[67.1, 84.1]	97.0	[85.5, 99.4]	86.2	[80.5, 90.4]
Yes	6.6	[3.1, 13.4]	23.3	[15.9, 32.9]	3.0	[0.6, 14.5]	13.8	[9.6, 19.5]
Total	100.0		100.0		100.0		100.0	
N	1,014		1,593		402		3,009	

Table __: Exposure to OneLove (cont'd)

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
Recall of One Love Slogan				
None	30.0	[23.0, 38.2]	30.0	[23.0, 38.2]
Spont.	45.0	[36.9, 53.4]	45.0	[36.9, 53.4]
Aided	25.0	[19.1, 31.9]	25.0	[19.1, 31.9]
Total	100.0		100.0	
Knows: One Love				
No	26.0	[19.6, 33.7]	26.0	[19.6, 33.7]
Yes	74.0	[66.3, 80.4]	74.0	[66.3, 80.4]
Total	100.0		100.0	
Knows: One Love logo				
No	41.4	[33.6, 49.7]	41.4	[33.6, 49.7]
Yes	58.6	[50.3, 66.4]	58.6	[50.3, 66.4]
Total	100.0		100.0	
Heard: Changing the Rhythm of the Drum				
No	91.4	[85.6, 95.1]	91.4	[85.6, 95.1]
Yes	8.6	[4.9, 14.4]	8.6	[4.9, 14.4]
Total	100.0		100.0	
Heard: Kukingya Mvumino Yamaoma				
No	95.9	[90.5, 98.3]	95.9	[90.5, 98.3]
Yes	4.1	[1.7, 9.5]	4.1	[1.7, 9.5]
Total	100.0		100.0	
Heard: Bitter Sweet				
No	92.9	[88.7, 95.6]	92.9	[88.7, 95.6]
Yes	7.1	[4.4, 11.3]	7.1	[4.4, 11.3]
Total	100.0		100.0	
Heard: Akafupa Utemenwe				
No	82.8	[75.7, 88.2]	82.8	[75.7, 88.2]
Yes	17.2	[11.8, 24.3]	17.2	[11.8, 24.3]
Total	100.0		100.0	
Ever seen: Ever watched One Love talk show (pe23)				
No	91.1	[85.4, 94.8]	91.1	[85.4, 94.8]
Yes	8.9	[5.2, 14.6]	8.9	[5.2, 14.6]
Total	100.0		100.0	
Read: You and Your Relationship booklet				
No	68.7	[61.4, 75.3]	68.7	[61.4, 75.3]
Yes	31.3	[24.7, 38.6]	31.3	[24.7, 38.6]
Total	100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Females 15-24		Total	
	%	[95% CI]	%	[95% CI]
Read: When Men and Women Run Together booklet				
No	77.4	[71.3, 82.5]	77.4	[71.3, 82.5]
Yes	22.6	[17.5, 28.7]	22.6	[17.5, 28.7]
Total	100.0		100.0	
Read: You Haven't Met Joe booklet				
No	99.6	[97.5, 99.9]	99.6	[97.5, 99.9]
Yes	0.4	[0.1, 2.5]	0.4	[0.1, 2.5]
Total	100.0		100.0	
Watched: Love Stories film series				
No	83.4	[77.6, 88.0]	83.4	[77.6, 88.0]
Yes	16.6	[12.0, 22.4]	16.6	[12.0, 22.4]
Total	100.0		100.0	
Watched film: When the Music Stops				
No	88.6	[82.9, 92.6]	88.6	[82.9, 92.6]
Yes	11.4	[7.4, 17.1]	11.4	[7.4, 17.1]
Total	100.0		100.0	
Watched film: Big House, Small House				
No	95.7	[92.1, 97.7]	95.7	[92.1, 97.7]
Yes	4.3	[2.3, 7.9]	4.3	[2.3, 7.9]
Total	100.0		100.0	
Watched film: Travelling Man				
No	99.0	[97.6, 99.5]	99.0	[97.6, 99.5]
Yes	1.0	[0.5, 2.4]	1.0	[0.5, 2.4]
Total	100.0		100.0	
Watched film: After the Honeymoon				
No	94.9	[90.9, 97.2]	94.9	[90.9, 97.2]
Yes	5.1	[2.8, 9.1]	5.1	[2.8, 9.1]
Total	100.0		100.0	
Watched film: Chaguo				
No	97.5	[93.0, 99.1]	97.5	[93.0, 99.1]
Yes	2.5	[0.9, 7.0]	2.5	[0.9, 7.0]
Total	100.0		100.0	
Watched film: Umshato				
No	98.8	[97.2, 99.5]	98.8	[97.2, 99.5]
Yes	1.2	[0.5, 2.8]	1.2	[0.5, 2.8]
Total	100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	Females 15-24		Total		
	%	[95% CI]	%	[95% CI]	
Watched film: Bloodlines					
No	98.9	[97.2, 99.6]	98.9	[97.2,	99.6]
Yes	1.1	[0.4, 2.8]	1.1	[0.4,	2.8]
Total	100.0		100.0		
Watched film: Second Chances					
No	93.4	[88.7, 96.2]	93.4	[88.7,	96.2]
Yes	6.6	[3.8, 11.3]	6.6	[3.8,	11.3]
Total	100.0		100.0		
Watched film: Against the Odds					
No	98.2	[96.4, 99.1]	98.2	[96.4,	99.1]
Yes	1.8	[0.9, 3.6]	1.8	[0.9,	3.6]
Total	100.0		100.0		
Watched film: Betrayed					
No	97.0	[93.6, 98.6]	97.0	[93.6,	98.6]
Yes	3.0	[1.4, 6.4]	3.0	[1.4,	6.4]
Total	100.0		100.0		
Watched: Untold Stories drama series					
No	89.2	[84.0, 92.8]	89.2	[84.0,	92.8]
Yes	10.8	[7.2, 16.0]	10.8	[7.2,	16.0]
Total	100.0		100.0		
Watched drama: Rebel Rhymes					
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 drama: Mapule's Choice					
No	98.1	[95.9, 99.2]	98.1	[95.9,	99.2]
Yes	1.9	[0.8, 4.1]	1.9	[0.8,	4.1]
Total	100.0		100.0		
Watched drama: Secrets and Lies					
No	94.6	[90.5, 97.0]	94.6	[90.5,	97.0]
Yes	5.4	[3.0, 9.5]	5.4	[3.0,	9.5]
Total	100.0		100.0		
Watched drama: The Test					
No	98.3	[96.2, 99.2]	98.3	[96.2,	99.2]
Yes	1.7	[0.8, 3.8]	1.7	[0.8,	3.8]
Total	100.0		100.0		

Table __: Exposure to OneLove (cont'd)

	Females 15-24		Total		
	%	[95% CI]	%	[95% CI]	
=====					
Watched drama: Tempestade					
No	99.3	[96.5, 99.9]	99.3	[96.5,	99.9]
Yes	0.7	[0.1, 3.5]	0.7	[0.1,	3.5]
Total	100.0		100.0		
Watched drama: Ulendo waRose					
No	94.2	[89.4, 96.9]	94.2	[89.4,	96.9]
Yes	5.8	[3.1, 10.6]	5.8	[3.1,	10.6]
Total	100.0		100.0		
Watched drama: Batjele					
No	98.7	[96.3, 99.5]	98.7	[96.3,	99.5]
Yes	1.3	[0.5, 3.7]	1.3	[0.5,	3.7]
Total	100.0		100.0		
Watched drama: Chipo's Promise					
No	96.6	[93.6, 98.2]	96.6	[93.6,	98.2]
Yes	3.4	[1.8, 6.4]	3.4	[1.8,	6.4]
Total	100.0		100.0		
Watched drama: Between Friends					
No	97.2	[93.4, 98.9]	97.2	[93.4,	98.9]
Yes	2.8	[1.1, 6.6]	2.8	[1.1,	6.6]
Total	100.0		100.0		
Champions advert: Ever heard Speciosa Wandira radio advert					
No	93.3	[88.3, 96.3]	93.3	[88.3,	96.3]
Yes	6.7	[3.7, 11.7]	6.7	[3.7,	11.7]
Total	100.0		100.0		
Champions advert: Ever heard Kenneth Kaunda radio advert					
No	45.1	[37.6, 52.9]	45.1	[37.6,	52.9]
Yes	54.9	[47.1, 62.4]	54.9	[47.1,	62.4]
Total	100.0		100.0		
Champions advert: Ever heard Desmond Tutu radio advert					
No	94.4	[89.6, 97.1]	94.4	[89.6,	97.1]
Yes	5.6	[2.9, 10.4]	5.6	[2.9,	10.4]
Total	100.0		100.0		
Champions advert: Ever seen Speciosa Wandira TV advert					
No	95.4	[91.8, 97.4]	95.4	[91.8,	97.4]
Yes	4.6	[2.6, 8.2]	4.6	[2.6,	8.2]
Total	100.0		100.0		

Table __: Exposure to OneLove (cont'd)

	Females 15-24			Total		
	%	[95% CI]		%	[95% CI]	
Champions advert: Ever seen Kenneth Kaunda TV advert						
No	53.7	[46.6,	60.8]	53.7	[46.6,	60.8]
Yes	46.3	[39.2,	53.4]	46.3	[39.2,	53.4]
Total	100.0			100.0		
Champions advert: Ever seen Desmond Tutu TV advert						
No	95.5	[91.3,	97.7]	95.5	[91.3,	97.7]
Yes	4.5	[2.3,	8.7]	4.5	[2.3,	8.7]
Total	100.0			100.0		
Dialogue: Participated in OL Kwasila community dialogue						
No	97.3	[93.0,	99.0]	97.3	[93.0,	99.0]
Yes	2.7	[1.0,	7.0]	2.7	[1.0,	7.0]
Total	100.0			100.0		
Dialogue: Participated in C-Change/OneLove community dialogue						
No	83.6	[76.1,	89.1]	83.6	[76.1,	89.1]
Yes	16.4	[10.9,	23.9]	16.4	[10.9,	23.9]
Total	100.0			100.0		
TV: Ever Watched Club Risky Business						
No	83.6	[76.1,	89.1]	83.6	[76.1,	89.1]
Yes	16.4	[10.9,	23.9]	16.4	[10.9,	23.9]
Total	100.0			100.0		
N	631			631		

Table __: Exposure to OneLove (cont'd)

	SAfAIDS			Total	
	%	[95% CI]	%	[95% CI]	
Recall of One Love Slogan					
None	25.0	[19.4, 31.6]	25.0	[19.4,	31.6]
Spont.	40.9	[34.8, 47.3]	40.9	[34.8,	47.3]
Aided	34.1	[29.8, 38.7]	34.1	[29.8,	38.7]
Total	100.0		100.0		
Knows: One Love					
No	20.1	[14.8, 26.7]	20.1	[14.8,	26.7]
Yes	79.9	[73.3, 85.2]	79.9	[73.3,	85.2]
Total	100.0		100.0		
Knows: One Love logo					
No	43.1	[37.5, 49.0]	43.1	[37.5,	49.0]
Yes	56.9	[51.0, 62.5]	56.9	[51.0,	62.5]
Total	100.0		100.0		
Heard: Changing the Rhythm of the Drum					
No	92.9	[89.7, 95.2]	92.9	[89.7,	95.2]
Yes	7.1	[4.8, 10.3]	7.1	[4.8,	10.3]
Total	100.0		100.0		
Heard: Kukingya Mvumino Yamaoma					
No	98.4	[96.9, 99.1]	98.4	[96.9,	99.1]
Yes	1.6	[0.9, 3.1]	1.6	[0.9,	3.1]
Total	100.0		100.0		
Heard: Bitter Sweet					
No	90.5	[86.7, 93.3]	90.5	[86.7,	93.3]
Yes	9.5	[6.7, 13.3]	9.5	[6.7,	13.3]
Total	100.0		100.0		
Heard: Akafupa Utemenwe					
No	81.5	[75.5, 86.2]	81.5	[75.5,	86.2]
Yes	18.5	[13.8, 24.5]	18.5	[13.8,	24.5]
Total	100.0		100.0		
Ever seen: Ever watched One Love talk show (pe23)					
No	91.2	[86.8, 94.3]	91.2	[86.8,	94.3]
Yes	8.8	[5.7, 13.2]	8.8	[5.7,	13.2]
Total	100.0		100.0		
Read: You and Your Relationship booklet					
No	73.7	[67.5, 79.1]	73.7	[67.5,	79.1]
Yes	26.3	[20.9, 32.5]	26.3	[20.9,	32.5]
Total	100.0		100.0		

Table __: Exposure to OneLove (cont'd)

	SAfAIDS		Total	
	%	[95% CI]	%	[95% CI]
Read: When Men and Women Run Together booklet				
No	79.6	[74.1, 84.1]	79.6	[74.1, 84.1]
Yes	20.4	[15.9, 25.9]	20.4	[15.9, 25.9]
Total	100.0		100.0	
Read: You Haven't Met Joe booklet				
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: Love Stories film series				
No	74.1	[65.3, 81.3]	74.1	[65.3, 81.3]
Yes	25.9	[18.7, 34.7]	25.9	[18.7, 34.7]
Total	100.0		100.0	
Watched film: When the Music Stops				
No	89.7	[84.7, 93.2]	89.7	[84.7, 93.2]
Yes	10.3	[6.8, 15.3]	10.3	[6.8, 15.3]
Total	100.0		100.0	
Watched film: Big House, Small House				
No	95.9	[93.4, 97.4]	95.9	[93.4, 97.4]
Yes	4.1	[2.6, 6.6]	4.1	[2.6, 6.6]
Total	100.0		100.0	
Watched film: Travelling Man				
No	94.4	[90.2, 96.9]	94.4	[90.2, 96.9]
Yes	5.6	[3.1, 9.8]	5.6	[3.1, 9.8]
Total	100.0		100.0	
Watched film: After the Honeymoon				
No	94.7	[91.4, 96.8]	94.7	[91.4, 96.8]
Yes	5.3	[3.2, 8.6]	5.3	[3.2, 8.6]
Total	100.0		100.0	
Watched film: Chaguo				
No	96.3	[93.9, 97.7]	96.3	[93.9, 97.7]
Yes	3.7	[2.3, 6.1]	3.7	[2.3, 6.1]
Total	100.0		100.0	
Watched film: Umshato				
No	93.9	[88.8, 96.8]	93.9	[88.8, 96.8]
Yes	6.1	[3.2, 11.2]	6.1	[3.2, 11.2]
Total	100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	SAfAIDS			Total	
	%	[95% CI]	%	[95% CI]	
Watched film: Bloodlines					
No	96.0	[93.7, 97.4]	96.0	[93.7,	97.4]
Yes	4.0	[2.6, 6.3]	4.0	[2.6,	6.3]
Total	100.0		100.0		
Watched film: Second Chances					
No	91.3	[85.8, 94.8]	91.3	[85.8,	94.8]
Yes	8.7	[5.2, 14.2]	8.7	[5.2,	14.2]
Total	100.0		100.0		
Watched film: Against the Odds					
No	97.0	[93.8, 98.6]	97.0	[93.8,	98.6]
Yes	3.0	[1.4, 6.2]	3.0	[1.4,	6.2]
Total	100.0		100.0		
Watched film: Betrayed					
No	96.6	[93.6, 98.3]	96.6	[93.6,	98.3]
Yes	3.4	[1.7, 6.4]	3.4	[1.7,	6.4]
Total	100.0		100.0		

Table __: Exposure to OneLove (cont'd)

	SAfAIDS			Total	
	%	[95% CI]	%	[95% CI]	
Watched: Untold Stories drama series					
No	84.0	[77.8, 88.7]	84.0	[77.8,	88.7]
Yes	16.0	[11.3, 22.2]	16.0	[11.3,	22.2]
Total	100.0		100.0		
Watched drama: Rebel Rhymes					
No	98.7	[97.4, 99.3]	98.7	[97.4,	99.3]
Yes	1.3	[0.7, 2.6]	1.3	[0.7,	2.6]
Total	100.0		100.0		
Watched drama: Mapule's Choice					
No	97.3	[95.2, 98.5]	97.3	[95.2,	98.5]
Yes	2.7	[1.5, 4.8]	2.7	[1.5,	4.8]
Total	100.0		100.0		
Watched drama: Secrets and Lies					
No	90.5	[85.4, 93.9]	90.5	[85.4,	93.9]
Yes	9.5	[6.1, 14.6]	9.5	[6.1,	14.6]
Total	100.0		100.0		
Watched drama: The Test					
No	97.3	[94.5, 98.7]	97.3	[94.5,	98.7]
Yes	2.7	[1.3, 5.5]	2.7	[1.3,	5.5]
Total	100.0		100.0		
Watched drama: Tempestade					
No	99.1	[97.8, 99.7]	99.1	[97.8,	99.7]
Yes	0.9	[0.3, 2.2]	0.9	[0.3,	2.2]
Total	100.0		100.0		
Watched drama: Ulendo waRose					
No	89.7	[84.8, 93.2]	89.7	[84.8,	93.2]
Yes	10.3	[6.8, 15.2]	10.3	[6.8,	15.2]
Total	100.0		100.0		
Watched drama: Batjele					
No	97.5	[95.6, 98.6]	97.5	[95.6,	98.6]
Yes	2.5	[1.4, 4.4]	2.5	[1.4,	4.4]
Total	100.0		100.0		
Watched drama: Chipo's Promise					
No	92.3	[87.6, 95.4]	92.3	[87.6,	95.4]
Yes	7.7	[4.6, 12.4]	7.7	[4.6,	12.4]
Total	100.0		100.0		

Table __: Exposure to OneLove (cont'd)

	SAfAIDS		Total	
	%	[95% CI]	%	[95% CI]
Watched drama: Between Friends				
No	95.8	[92.9, 97.5]	95.8	[92.9, 97.5]
Yes	4.2	[2.5, 7.1]	4.2	[2.5, 7.1]
Total	100.0		100.0	
Champions advert: Ever heard Speciosa Wandira radio advert				
No	95.0	[92.0, 96.9]	95.0	[92.0, 96.9]
Yes	5.0	[3.1, 8.0]	5.0	[3.1, 8.0]
Total	100.0		100.0	
Champions advert: Ever heard Kenneth Kaunda radio advert				
No	24.9	[19.5, 31.2]	24.9	[19.5, 31.2]
Yes	75.1	[68.8, 80.5]	75.1	[68.8, 80.5]
Total	100.0		100.0	
Champions advert: Ever heard Desmond Tutu radio advert				
No	93.2	[89.5, 95.7]	93.2	[89.5, 95.7]
Yes	6.8	[4.3, 10.5]	6.8	[4.3, 10.5]
Total	100.0		100.0	
Champions advert: Ever seen Speciosa Wandira TV advert				
No	92.4	[87.8, 95.3]	92.4	[87.8, 95.3]
Yes	7.6	[4.7, 12.2]	7.6	[4.7, 12.2]
Total	100.0		100.0	
Champions advert: Ever seen Kenneth Kaunda TV advert				
No	23.0	[17.0, 30.3]	23.0	[17.0, 30.3]
Yes	77.0	[69.7, 83.0]	77.0	[69.7, 83.0]
Total	100.0		100.0	
Champions advert: Ever seen Desmond Tutu TV advert				
No	91.4	[86.7, 94.5]	91.4	[86.7, 94.5]
Yes	8.6	[5.5, 13.3]	8.6	[5.5, 13.3]
Total	100.0		100.0	
Dialogue: Participated in OL Kwasila community dialogue				
No	97.6	[95.6, 98.7]	97.6	[95.6, 98.7]
Yes	2.4	[1.3, 4.4]	2.4	[1.3, 4.4]
Total	100.0		100.0	
Dialogue: Participated in C-Change/OneLove community dialogue				
No	85.2	[78.8, 89.9]	85.2	[78.8, 89.9]
Yes	14.8	[10.1, 21.2]	14.8	[10.1, 21.2]
Total	100.0		100.0	

Table __: Exposure to OneLove (cont'd)

	SAfAIDS				Total	
	%	[95% CI]	%		[95% CI]	
TV: Ever Watched Club Risky Business						
No	85.2	[78.8, 89.9]	85.2		[78.8, 89.9]	
Yes	14.8	[10.1, 21.2]	14.8		[10.1, 21.2]	
Total	100.0		100.0			
N	651		651			