

Table 1a: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	64.4	[56.3, 71.7]	35.6	[28.3, 43.7]	100.0	687
20-24	64.5	[57.1, 71.2]	35.5	[28.8, 42.9]	100.0	574
25-29	55.6	[48.3, 62.7]	44.4	[37.3, 51.7]	100.0	508
30-34	56.0	[48.4, 63.3]	44.0	[36.7, 51.6]	100.0	417
35-39	59.2	[50.2, 67.6]	40.8	[32.4, 49.8]	100.0	390
40-44	70.1	[59.7, 78.7]	29.9	[21.3, 40.3]	100.0	261
45-49	68.2	[55.8, 78.4]	31.8	[21.6, 44.2]	100.0	175
Current Marital Status						
Married/union	62.1	[56.1, 67.8]	37.9	[32.2, 43.9]	100.0	1,809
Div/sep/widow	56.5	[45.7, 66.6]	43.5	[33.4, 54.3]	100.0	210
Never married	63.6	[57.1, 69.6]	36.4	[30.4, 42.9]	100.0	993
Religion						
Catholic	58.2	[51.4, 64.7]	41.8	[35.3, 48.6]	100.0	633
Baptist	65.1	[42.8, 82.3]	34.9	[17.7, 57.2]	100.0	104
Pentacostal	66.7	[59.5, 73.3]	33.3	[26.7, 40.5]	100.0	470
7th Day Advent.	64.7	[57.7, 71.2]	35.3	[28.8, 42.3]	100.0	439
Jehovah's Wittn.	64.3	[52.0, 74.9]	35.7	[25.1, 48.0]	100.0	200
New Apostolic	60.7	[46.0, 73.7]	39.3	[26.3, 54.0]	100.0	337
UC of Zambia	64.1	[54.7, 72.5]	35.9	[27.5, 45.3]	100.0	410
Other	59.4	[47.9, 69.9]	40.6	[30.1, 52.1]	100.0	418
Highest Level of School Attended						
None	72.5	[60.0, 82.3]	27.5	[17.7, 40.0]	100.0	165
Primary	64.0	[57.9, 69.6]	36.0	[30.4, 42.1]	100.0	1,134
Secondary	62.6	[56.5, 68.3]	37.4	[31.7, 43.5]	100.0	1,562
High school	35.2	[26.2, 45.3]	64.8	[54.7, 73.8]	100.0	148
Able to Read English						
No	65.3	[60.0, 70.2]	34.7	[29.8, 40.0]	100.0	1,767
Yes	57.8	[51.2, 64.1]	42.2	[35.9, 48.8]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	67.8	[60.2, 74.5]	32.2	[25.5, 39.8]	100.0	600
Second	63.8	[56.0, 70.9]	36.2	[29.1, 44.0]	100.0	595
Third	61.5	[53.8, 68.6]	38.5	[31.4, 46.2]	100.0	595
Fourth	58.0	[49.2, 66.3]	42.0	[33.7, 50.8]	100.0	597
Fifth quintile	57.4	[48.2, 66.0]	42.6	[34.0, 51.8]	100.0	596
Household owns television						
No	65.9	[60.9, 70.7]	34.1	[29.3, 39.1]	100.0	1,776
Yes	57.1	[49.5, 64.3]	42.9	[35.7, 50.5]	100.0	1,234
Household owns radio						
No	65.3	[58.6, 71.3]	34.7	[28.7, 41.4]	100.0	1,014
Yes	60.9	[55.9, 65.8]	39.1	[34.2, 44.1]	100.0	1,996

Household Owns Mobile Phone

No	67.6	[60.5, 73.9]	32.4	[26.1, 39.5]	100.0	838
Yes	59.8	[54.3, 65.0]	40.2	[35.0, 45.7]	100.0	2,171

Household Owns a Car

No	63.2	[58.5, 67.6]	36.8	[32.4, 41.5]	100.0	2,813
Yes	46.3	[32.8, 60.2]	53.7	[39.8, 67.2]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	62.5	[55.5, 69.1]	37.5	[30.9, 44.5]	100.0	1,054
One	59.2	[53.1, 64.9]	40.8	[35.1, 46.9]	100.0	1,311
Two+	67.3	[59.9, 73.9]	32.7	[26.1, 40.1]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	65.4	[57.9, 72.2]	34.6	[27.8, 42.1]	100.0	1,172
Yes	60.1	[54.8, 65.2]	39.9	[34.8, 45.2]	100.0	1,821

Level of Exposure to OneLove Booklets

None	64.1	[59.0, 68.8]	35.9	[31.2, 41.0]	100.0	2,149
1 Booklet	58.3	[49.0, 67.0]	41.7	[33.0, 51.0]	100.0	500
2-5 Booklets	57.0	[47.7, 66.0]	43.0	[34.0, 52.3]	100.0	351

Multimedia Exposure to OneLove

None	63.6	[54.9, 71.5]	36.4	[28.5, 45.1]	100.0	728
1 Channel	64.9	[57.2, 72.0]	35.1	[28.0, 42.8]	100.0	533
2+ Channels	60.8	[55.7, 65.7]	39.2	[34.3, 44.3]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	66.5	[61.2, 71.5]	33.5	[28.5, 38.8]	100.0	1,921
Yes	55.8	[48.7, 62.6]	44.2	[37.4, 51.3]	100.0	1,086

Total	62.3	[57.6, 66.7]	37.7	[33.3, 42.4]	100.0	3,012
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Table 1b: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	72.2	[62.3, 80.3]	27.8	[19.7, 37.7]	100.0	322
20-24	64.0	[54.1, 72.8]	36.0	[27.2, 45.9]	100.0	310
25-29	56.5	[46.3, 66.2]	43.5	[33.8, 53.7]	100.0	280
30-34	53.2	[43.2, 63.0]	46.8	[37.0, 56.8]	100.0	226
35-39	56.7	[44.2, 68.3]	43.3	[31.7, 55.8]	100.0	173
40-44	72.9	[58.6, 83.6]	27.1	[16.4, 41.4]	100.0	119
45-49	64.3	[47.3, 78.3]	35.7	[21.7, 52.7]	100.0	66
Current Marital Status						
Married/union	61.8	[54.5, 68.5]	38.2	[31.5, 45.5]	100.0	974
Div/sep/widow	58.0	[44.9, 70.1]	42.0	[29.9, 55.1]	100.0	148
Never married	68.6	[59.8, 76.3]	31.4	[23.7, 40.2]	100.0	374
Religion						
Catholic	60.0	[51.3, 68.1]	40.0	[31.9, 48.7]	100.0	315
Baptist	65.6	[36.8, 86.2]	34.4	[13.8, 63.2]	100.0	46
Pentacostal	59.0	[45.6, 71.2]	41.0	[28.8, 54.4]	100.0	237
7th Day Advent.	66.8	[56.2, 76.0]	33.2	[24.0, 43.8]	100.0	217
Jehovah's Wittn.	61.4	[44.9, 75.6]	38.6	[24.4, 55.1]	100.0	93
New Apostolic	62.2	[46.6, 75.7]	37.8	[24.3, 53.4]	100.0	170
UC of Zambia	64.9	[55.1, 73.7]	35.1	[26.3, 44.9]	100.0	207
Other	67.0	[56.7, 75.9]	33.0	[24.1, 43.3]	100.0	210
Highest Level of School Attended						
None	67.9	[52.7, 80.0]	32.1	[20.0, 47.3]	100.0	115
Primary	64.1	[56.4, 71.1]	35.9	[28.9, 43.6]	100.0	651
Secondary	64.6	[57.2, 71.3]	35.4	[28.7, 42.8]	100.0	673
High school	31.3	[18.8, 47.2]	68.7	[52.8, 81.2]	100.0	54
Able to Read English						
No	64.0	[57.5, 69.9]	36.0	[30.1, 42.5]	100.0	1,050
Yes	61.7	[51.9, 70.6]	38.3	[29.4, 48.1]	100.0	444
Wealth Index (Quintiles)						
First quintile	61.3	[50.4, 71.2]	38.7	[28.8, 49.6]	100.0	321
Second	63.4	[53.8, 72.1]	36.6	[27.9, 46.2]	100.0	290
Third	66.8	[57.3, 75.1]	33.2	[24.9, 42.7]	100.0	285
Fourth	63.9	[51.6, 74.6]	36.1	[25.4, 48.4]	100.0	289
Fifth quintile	61.7	[51.5, 70.8]	38.3	[29.2, 48.5]	100.0	296
Household owns television						
No	63.3	[56.2, 69.8]	36.7	[30.2, 43.8]	100.0	899
Yes	63.3	[54.0, 71.8]	36.7	[28.2, 46.0]	100.0	595
Household owns radio						
No	65.0	[56.0, 73.0]	35.0	[27.0, 44.0]	100.0	538
Yes	62.5	[56.1, 68.4]	37.5	[31.6, 43.9]	100.0	956

Household Owns Mobile Phone

No	63.1	[55.0, 70.5]	36.9	[29.5, 45.0]	100.0	456
Yes	63.4	[56.3, 70.0]	36.6	[30.0, 43.7]	100.0	1,038

Household Owns a Car

No	64.1	[58.1, 69.8]	35.9	[30.2, 41.9]	100.0	1,393
Yes	49.6	[34.8, 64.5]	50.4	[35.5, 65.2]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	61.0	[52.2, 69.1]	39.0	[30.9, 47.8]	100.0	637
One	62.9	[53.6, 71.3]	37.1	[28.7, 46.4]	100.0	575
Two+	68.2	[59.8, 75.6]	31.8	[24.4, 40.2]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	63.0	[54.5, 70.7]	37.0	[29.3, 45.5]	100.0	735
Yes	63.5	[57.0, 69.6]	36.5	[30.4, 43.0]	100.0	753

Level of Exposure to OneLove Booklets

None	66.3	[59.6, 72.3]	33.7	[27.7, 40.4]	100.0	1,089
1 Booklet	58.0	[44.7, 70.1]	42.0	[29.9, 55.3]	100.0	234
2-5 Booklets	52.4	[40.2, 64.2]	47.6	[35.8, 59.8]	100.0	167

Multimedia Exposure to OneLove

None	59.8	[49.5, 69.3]	40.2	[30.7, 50.5]	100.0	461
1 Channel	69.2	[58.3, 78.3]	30.8	[21.7, 41.7]	100.0	300
2+ Channels	63.1	[56.1, 69.5]	36.9	[30.5, 43.9]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	72.0	[64.7, 78.3]	28.0	[21.7, 35.3]	100.0	853
Yes	52.9	[43.0, 62.5]	47.1	[37.5, 57.0]	100.0	639

Total	63.3	[57.5, 68.7]	36.7	[31.3, 42.5]	100.0	1,496
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Table 1c: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	58.2	[47.7, 67.9]	41.8	[32.1, 52.3]	100.0	365
20-24	65.0	[54.4, 74.4]	35.0	[25.6, 45.6]	100.0	264
25-29	54.7	[45.2, 63.8]	45.3	[36.2, 54.8]	100.0	228
30-34	59.5	[49.0, 69.1]	40.5	[30.9, 51.0]	100.0	191
35-39	62.1	[51.4, 71.8]	37.9	[28.2, 48.6]	100.0	217
40-44	66.8	[53.4, 78.0]	33.2	[22.0, 46.6]	100.0	142
45-49	71.0	[57.3, 81.7]	29.0	[18.3, 42.7]	100.0	109
Current Marital Status						
Married/union	62.6	[55.2, 69.5]	37.4	[30.5, 44.8]	100.0	835
Div/sep/widow	52.9	[36.7, 68.5]	47.1	[31.5, 63.3]	100.0	62
Never married	60.5	[52.9, 67.5]	39.5	[32.5, 47.1]	100.0	619
Religion						
Catholic	56.3	[46.0, 66.1]	43.7	[33.9, 54.0]	100.0	318
Baptist	64.6	[41.5, 82.4]	35.4	[17.6, 58.5]	100.0	58
Pentacostal	73.9	[65.2, 81.1]	26.1	[18.9, 34.8]	100.0	233
7th Day Advent.	62.8	[53.8, 71.0]	37.2	[29.0, 46.2]	100.0	222
Jehovah's Wittn.	67.3	[51.3, 80.0]	32.7	[20.0, 48.7]	100.0	107
New Apostolic	59.4	[43.0, 74.0]	40.6	[26.0, 57.0]	100.0	167
UC of Zambia	63.2	[49.1, 75.4]	36.8	[24.6, 50.9]	100.0	203
Other	50.8	[34.6, 66.8]	49.2	[33.2, 65.4]	100.0	208
Highest Level of School Attended						
None	80.8	[55.3, 93.5]	19.2	[6.5, 44.7]	100.0	50
Primary	63.8	[55.2, 71.6]	36.2	[28.4, 44.8]	100.0	483
Secondary	61.0	[54.1, 67.5]	39.0	[32.5, 45.9]	100.0	889
High school	37.6	[25.7, 51.2]	62.4	[48.8, 74.3]	100.0	94
Able to Read English						
No	67.3	[60.0, 73.8]	32.7	[26.2, 40.0]	100.0	717
Yes	55.7	[47.8, 63.2]	44.3	[36.8, 52.2]	100.0	799
Wealth Index (Quintiles)						
First quintile	74.6	[66.6, 81.3]	25.4	[18.7, 33.4]	100.0	279
Second	64.1	[53.5, 73.5]	35.9	[26.5, 46.5]	100.0	305
Third	56.2	[44.9, 66.8]	43.8	[33.2, 55.1]	100.0	310
Fourth	51.7	[41.6, 61.7]	48.3	[38.3, 58.4]	100.0	308
Fifth quintile	53.6	[41.4, 65.4]	46.4	[34.6, 58.6]	100.0	300
Household owns television						
No	68.6	[62.7, 74.0]	31.4	[26.0, 37.3]	100.0	877
Yes	51.0	[42.5, 59.4]	49.0	[40.6, 57.5]	100.0	639
Household owns radio						
No	65.6	[56.4, 73.7]	34.4	[26.3, 43.6]	100.0	476
Yes	59.5	[53.2, 65.5]	40.5	[34.5, 46.8]	100.0	1,040

Household Owns Mobile Phone

No	72.6	[63.8, 79.9]	27.4	[20.1, 36.2]	100.0	382
Yes	56.3	[49.8, 62.6]	43.7	[37.4, 50.2]	100.0	1,133

Household Owns a Car

No	62.2	[56.6, 67.5]	37.8	[32.5, 43.4]	100.0	1,420
Yes	43.1	[25.9, 62.1]	56.9	[37.9, 74.1]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	64.6	[54.5, 73.5]	35.4	[26.5, 45.5]	100.0	417
One	56.2	[49.6, 62.5]	43.8	[37.5, 50.4]	100.0	736
Two+	66.4	[55.8, 75.6]	33.6	[24.4, 44.2]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	69.2	[60.0, 77.1]	30.8	[22.9, 40.0]	100.0	437
Yes	57.5	[51.0, 63.8]	42.5	[36.2, 49.0]	100.0	1,068

Level of Exposure to OneLove Booklets

None	61.8	[55.1, 68.1]	38.2	[31.9, 44.9]	100.0	1,060
1 Booklet	58.6	[49.4, 67.2]	41.4	[32.8, 50.6]	100.0	266
2-5 Booklets	61.8	[48.7, 73.4]	38.2	[26.6, 51.3]	100.0	184

Multimedia Exposure to OneLove

None	70.0	[57.4, 80.2]	30.0	[19.8, 42.6]	100.0	267
1 Channel	60.9	[51.3, 69.7]	39.1	[30.3, 48.7]	100.0	233
2+ Channels	58.9	[52.7, 64.9]	41.1	[35.1, 47.3]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	62.0	[55.2, 68.4]	38.0	[31.6, 44.8]	100.0	1,068
Yes	59.6	[51.3, 67.4]	40.4	[32.6, 48.7]	100.0	447

Total	61.2	[55.3, 66.8]	38.8	[33.2, 44.7]	100.0	1,516
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Table 1d: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	71.0	[63.2, 77.7]	29.0	[22.3, 36.8]	100.0	214
20-24	64.5	[54.5, 73.4]	35.5	[26.6, 45.5]	100.0	197
25-29	56.2	[46.8, 65.1]	43.8	[34.9, 53.2]	100.0	180
30-34	59.5	[49.1, 69.1]	40.5	[30.9, 50.9]	100.0	131
35-39	59.2	[45.2, 71.9]	40.8	[28.1, 54.8]	100.0	129
40-44	65.3	[53.0, 75.9]	34.7	[24.1, 47.0]	100.0	99
45-49	65.6	[46.8, 80.6]	34.4	[19.4, 53.2]	100.0	66
Current Marital Status						
Married/union	61.5	[53.6, 68.7]	38.5	[31.3, 46.4]	100.0	669
Div/sep/widow	62.1	[47.0, 75.2]	37.9	[24.8, 53.0]	100.0	70
Never married	68.0	[61.3, 74.0]	32.0	[26.0, 38.7]	100.0	277
Religion						
Catholic	59.0	[48.7, 68.5]	41.0	[31.5, 51.3]	100.0	194
Baptist	71.2	[36.3, 91.5]	28.8	[8.5, 63.7]	100.0	23
Pentacostal	65.0	[52.8, 75.5]	35.0	[24.5, 47.2]	100.0	102
7th Day Advent.	65.5	[57.9, 72.4]	34.5	[27.6, 42.1]	100.0	190
Jehovah's Wittn.	63.7	[49.8, 75.7]	36.3	[24.3, 50.2]	100.0	51
New Apostolic	65.6	[51.4, 77.5]	34.4	[22.5, 48.6]	100.0	154
UC of Zambia	67.8	[55.4, 78.1]	32.2	[21.9, 44.6]	100.0	132
Other	60.4	[46.8, 72.6]	39.6	[27.4, 53.2]	100.0	169
Highest Level of School Attended						
None	73.9	[60.6, 83.9]	26.1	[16.1, 39.4]	100.0	85
Primary	65.6	[57.7, 72.7]	34.4	[27.3, 42.3]	100.0	513
Secondary	59.9	[52.7, 66.8]	40.1	[33.2, 47.3]	100.0	398
High school	51.4	[28.1, 74.1]	48.6	[25.9, 71.9]	100.0	18
Able to Read English						
No	65.5	[58.7, 71.6]	34.5	[28.4, 41.3]	100.0	755
Yes	59.2	[51.3, 66.6]	40.8	[33.4, 48.7]	100.0	259
Wealth Index (Quintiles)						
First quintile	68.4	[60.6, 75.3]	31.6	[24.7, 39.4]	100.0	505
Second	61.5	[52.1, 70.1]	38.5	[29.9, 47.9]	100.0	265
Third	58.8	[49.5, 67.4]	41.2	[32.6, 50.5]	100.0	136
Fourth	50.7	[35.9, 65.3]	49.3	[34.7, 64.1]	100.0	78
Fifth quintile	62.4	[42.6, 78.8]	37.6	[21.2, 57.4]	100.0	19
Household owns television						
No	66.9	[60.7, 72.5]	33.1	[27.5, 39.3]	100.0	846
Yes	50.1	[39.9, 60.2]	49.9	[39.8, 60.1]	100.0	168
Household owns radio						
No	64.3	[55.2, 72.5]	35.7	[27.5, 44.8]	100.0	393
Yes	63.5	[57.9, 68.8]	36.5	[31.2, 42.1]	100.0	621

Household Owns Mobile Phone

No	66.3	[57.9, 73.8]	33.7	[26.2, 42.1]	100.0	513
Yes	61.3	[54.9, 67.4]	38.7	[32.6, 45.1]	100.0	500

Household Owns a Car

No	64.2	[58.2, 69.7]	35.8	[30.3, 41.8]	100.0	995
Yes	41.6	[15.7, 73.2]	58.4	[26.8, 84.3]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	62.1	[54.3, 69.3]	37.9	[30.7, 45.7]	100.0	469
One	61.7	[53.2, 69.5]	38.3	[30.5, 46.8]	100.0	370
Two+	72.8	[64.9, 79.4]	27.2	[20.6, 35.1]	100.0	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	66.1	[57.9, 73.5]	33.9	[26.5, 42.1]	100.0	583
Yes	60.5	[53.3, 67.4]	39.5	[32.6, 46.7]	100.0	427

Level of Exposure to OneLove Booklets

None	64.3	[57.3, 70.7]	35.7	[29.3, 42.7]	100.0	819
1 Booklet	61.8	[49.3, 72.9]	38.2	[27.1, 50.7]	100.0	122
2-5 Booklets	62.2	[46.5, 75.6]	37.8	[24.4, 53.5]	100.0	71

Multimedia Exposure to OneLove

None	61.7	[51.7, 70.7]	38.3	[29.3, 48.3]	100.0	364
1 Channel	68.8	[60.6, 76.0]	31.2	[24.0, 39.4]	100.0	239
2+ Channels	62.8	[55.9, 69.3]	37.2	[30.7, 44.1]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	69.1	[61.8, 75.6]	30.9	[24.4, 38.2]	100.0	661
Yes	54.2	[44.9, 63.2]	45.8	[36.8, 55.1]	100.0	353

Total	63.8	[57.9, 69.2]	36.2	[30.8, 42.1]	100.0	1,016
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Table 1e: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	55.7	[41.8, 68.7]	44.3	[31.3, 58.2]	100.0	378
20-24	63.2	[51.3, 73.7]	36.8	[26.3, 48.7]	100.0	294
25-29	52.4	[40.3, 64.3]	47.6	[35.7, 59.7]	100.0	253
30-34	50.3	[38.7, 61.9]	49.7	[38.1, 61.3]	100.0	223
35-39	58.4	[46.1, 69.7]	41.6	[30.3, 53.9]	100.0	218
40-44	73.8	[54.9, 86.7]	26.2	[13.3, 45.1]	100.0	138
45-49	69.5	[52.5, 82.4]	30.5	[17.6, 47.5]	100.0	90
Current Marital Status						
Married/union	60.9	[50.3, 70.6]	39.1	[29.4, 49.7]	100.0	909
Div/sep/widow	49.3	[34.5, 64.2]	50.7	[35.8, 65.5]	100.0	109
Never married	58.6	[47.7, 68.6]	41.4	[31.4, 52.3]	100.0	576
Religion						
Catholic	57.1	[47.5, 66.2]	42.9	[33.8, 52.5]	100.0	377
Baptist	59.7	[29.1, 84.2]	40.3	[15.8, 70.9]	100.0	70
Pentacostal	66.1	[56.6, 74.5]	33.9	[25.5, 43.4]	100.0	289
7th Day Advent.	61.6	[45.4, 75.7]	38.4	[24.3, 54.6]	100.0	215
Jehovah's Wittn.	63.2	[42.6, 79.9]	36.8	[20.1, 57.4]	100.0	118
New Apostolic	46.4	[21.7, 73.0]	53.6	[27.0, 78.3]	100.0	151
UC of Zambia	60.8	[46.0, 73.8]	39.2	[26.2, 54.0]	100.0	193
Other	54.0	[34.4, 72.5]	46.0	[27.5, 65.6]	100.0	181
Highest Level of School Attended						
None	64.8	[33.6, 87.0]	35.2	[13.0, 66.4]	100.0	69
Primary	58.6	[49.0, 67.6]	41.4	[32.4, 51.0]	100.0	480
Secondary	63.6	[53.6, 72.5]	36.4	[27.5, 46.4]	100.0	938
High school	29.5	[20.4, 40.5]	70.5	[59.5, 79.6]	100.0	106
Able to Read English						
No	63.2	[53.9, 71.7]	36.8	[28.3, 46.1]	100.0	771
Yes	56.0	[46.5, 65.1]	44.0	[34.9, 53.5]	100.0	823
Wealth Index (Quintiles)						
First quintile	40.1	[28.3, 53.2]	59.9	[46.8, 71.7]	100.0	62
Second	68.1	[51.5, 81.0]	31.9	[19.0, 48.5]	100.0	252
Third	62.3	[49.0, 74.0]	37.7	[26.0, 51.0]	100.0	339
Fourth	60.0	[49.1, 70.0]	40.0	[30.0, 50.9]	100.0	426
Fifth quintile	56.8	[47.0, 66.1]	43.2	[33.9, 53.0]	100.0	502
Household owns television						
No	59.7	[50.3, 68.4]	40.3	[31.6, 49.7]	100.0	698
Yes	58.8	[49.0, 68.0]	41.2	[32.0, 51.0]	100.0	896
Household owns radio						
No	63.9	[53.2, 73.4]	36.1	[26.6, 46.8]	100.0	454
Yes	57.6	[48.9, 65.8]	42.4	[34.2, 51.1]	100.0	1,140

Household Owns Mobile Phone

No	69.9	[53.7,	82.3]	30.1	[17.7,	46.3]	100.0	241
Yes	57.8	[49.4,	65.8]	42.2	[34.2,	50.6]	100.0	1,353

Household Owns a Car

No	60.5	[52.7,	67.8]	39.5	[32.2,	47.3]	100.0	1,447
Yes	46.6	[31.6,	62.2]	53.4	[37.8,	68.4]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	59.9	[42.6,	75.0]	40.1	[25.0,	57.4]	100.0	393
One	55.6	[46.8,	64.1]	44.4	[35.9,	53.2]	100.0	800
Two+	63.7	[52.2,	73.7]	36.3	[26.3,	47.8]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	58.4	[38.9,	75.6]	41.6	[24.4,	61.1]	100.0	406
Yes	59.2	[51.6,	66.4]	40.8	[33.6,	48.4]	100.0	1,175

Level of Exposure to OneLove Booklets

None	61.9	[54.0,	69.1]	38.1	[30.9,	46.0]	100.0	1,023
1 Booklet	55.1	[41.5,	68.0]	44.9	[32.0,	58.5]	100.0	321
2-5 Booklets	53.7	[42.3,	64.8]	46.3	[35.2,	57.7]	100.0	244

Multimedia Exposure to OneLove

None	66.2	[42.4,	83.9]	33.8	[16.1,	57.6]	100.0	231
1 Channel	53.5	[36.6,	69.7]	46.5	[30.3,	63.4]	100.0	220
2+ Channels	59.0	[51.6,	66.1]	41.0	[33.9,	48.4]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	61.4	[53.3,	68.9]	38.6	[31.1,	46.7]	100.0	988
Yes	56.3	[45.2,	66.7]	43.7	[33.3,	54.8]	100.0	604

Total	59.1	[51.2,	66.6]	40.9	[33.4,	48.8]	100.0	1,594
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Table 1f: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	82.9	[54.4, 95.1]	17.1	[4.9, 45.6]	100.0	95
20-24	93.6	[78.3, 98.3]	6.4	[1.7, 21.7]	100.0	83
25-29	81.6	[59.2, 93.1]	18.4	[6.9, 40.8]	100.0	75
30-34	69.6	[34.5, 90.9]	30.4	[9.1, 65.5]	100.0	63
35-39	72.1	[37.4, 91.8]	27.9	[8.2, 62.6]	100.0	43
40-44	99.4	[96.2, 99.9]	0.6	[0.1, 3.8]	100.0	24
45-49	97.9	[91.1, 99.5]	2.1	[0.5, 8.9]	100.0	19
Current Marital Status						
Married/union	83.2	[59.7, 94.3]	16.8	[5.7, 40.3]	100.0	231
Div/sep/widow	86.8	[60.8, 96.6]	13.2	[3.4, 39.2]	100.0	31
Never married	76.3	[37.6, 94.5]	23.7	[5.5, 62.4]	100.0	140
Religion						
Catholic	64.1	[27.2, 89.5]	35.9	[10.5, 72.8]	100.0	62
Baptist	67.4	[65.6, 69.0]	32.6	[31.0, 34.4]	100.0	11
Pentacostal	97.3	[86.0, 99.5]	2.7	[0.5, 14.0]	100.0	79
7th Day Advent.	96.4	[85.2, 99.2]	3.6	[0.8, 14.8]	100.0	34
Jehovah's Wittn.	93.3	[59.8, 99.2]	6.7	[0.8, 40.2]	100.0	31
New Apostolic	89.6	[48.3, 98.8]	10.4	[1.2, 51.7]	100.0	32
UC of Zambia	38.6	[10.7, 76.7]	61.4	[23.3, 89.3]	100.0	85
Other	92.7	[78.8, 97.7]	7.3	[2.3, 21.2]	100.0	68
Highest Level of School Attended						
None	99.4	[93.4, 100.0]	0.6	[0.0, 6.6]	100.0	11
Primary	91.2	[64.5, 98.3]	8.8	[1.7, 35.5]	100.0	141
Secondary	80.9	[61.9, 91.7]	19.1	[8.3, 38.1]	100.0	226
High school	59.4	[53.7, 64.9]	40.6	[35.1, 46.3]	100.0	24
Able to Read English						
No	82.8	[52.2, 95.5]	17.2	[4.5, 47.8]	100.0	241
Yes	80.9	[65.8, 90.3]	19.1	[9.7, 34.2]	100.0	161
Wealth Index (Quintiles)						
First quintile	89.9	[61.3, 98.1]	10.1	[1.9, 38.7]	100.0	33
Second	84.1	[54.9, 95.8]	15.9	[4.2, 45.1]	100.0	78
Third	89.2	[72.3, 96.3]	10.8	[3.7, 27.7]	100.0	120
Fourth	60.1	[48.8, 70.5]	39.9	[29.5, 51.2]	100.0	93
Fifth quintile	81.7	[66.3, 91.0]	18.3	[9.0, 33.7]	100.0	75
Household owns television						
No	89.5	[70.1, 96.9]	10.5	[3.1, 29.9]	100.0	232
Yes	69.9	[50.5, 84.0]	30.1	[16.0, 49.5]	100.0	170
Household owns radio						
No	88.9	[67.9, 96.8]	11.1	[3.2, 32.1]	100.0	167
Yes	76.4	[53.5, 90.1]	23.6	[9.9, 46.5]	100.0	235

Household Owns Mobile Phone							
No	87.5	[61.7,	96.8]	12.5	[3.2,	38.3]	100.0 84
Yes	78.9	[57.3,	91.3]	21.1	[8.7,	42.7]	100.0 318
Household Owns a Car							
No	82.0	[57.3,	93.9]	18.0	[6.1,	42.7]	100.0 371
Yes	82.9	[66.8,	92.1]	17.1	[7.9,	33.2]	100.0 31
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	83.6	[62.1,	94.1]	16.4	[5.9,	37.9]	100.0 192
One	84.4	[57.4,	95.6]	15.6	[4.4,	42.6]	100.0 141
Two+	65.8	[32.4,	88.5]	34.2	[11.5,	67.6]	100.0 69
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	85.4	[58.9,	95.9]	14.6	[4.1,	41.1]	100.0 183
Yes	78.0	[57.8,	90.2]	22.0	[9.8,	42.2]	100.0 219
Level of Exposure to OneLove Booklets							
None	87.4	[70.5,	95.2]	12.6	[4.8,	29.5]	100.0 307
1 Booklet	67.9	[35.1,	89.3]	32.1	[10.7,	64.9]	100.0 57
2-5 Booklets	74.1	[42.7,	91.6]	25.9	[8.4,	57.3]	100.0 36
Multimedia Exposure to OneLove							
None	89.0	[67.8,	96.9]	11.0	[3.1,	32.2]	100.0 133
1 Channel	81.1	[58.6,	92.9]	18.9	[7.1,	41.4]	100.0 74
2+ Channels	76.4	[49.1,	91.6]	23.6	[8.4,	50.9]	100.0 193
Exposed to Any SAfAIDS Materials or Program							
No	82.4	[61.2,	93.3]	17.6	[6.7,	38.8]	100.0 272
Yes	81.0	[46.8,	95.4]	19.0	[4.6,	53.2]	100.0 129
Total	82.0	[57.9,	93.8]	18.0	[6.2,	42.1]	100.0 402

Table 1g: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	72.2	[62.3, 80.3]	27.8	[19.7, 37.7]	100.0	322
20-24	64.0	[54.1, 72.8]	36.0	[27.2, 45.9]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	70.5	[61.1, 78.4]	29.5	[21.6, 38.9]	100.0	279
Div/sep/widow	53.4	[23.7, 80.8]	46.6	[19.2, 76.3]	100.0	22
Never married	68.0	[58.7, 76.1]	32.0	[23.9, 41.3]	100.0	331
Religion						
Catholic	67.5	[57.0, 76.5]	32.5	[23.5, 43.0]	100.0	141
Baptist	96.0	[82.9, 99.2]	4.0	[0.8, 17.1]	100.0	16
Pentacostal	53.7	[36.2, 70.3]	46.3	[29.7, 63.8]	100.0	98
7th Day Advent.	67.6	[53.1, 79.3]	32.4	[20.7, 46.9]	100.0	100
Jehovah's Wittn.	70.1	[42.3, 88.2]	29.9	[11.8, 57.7]	100.0	37
New Apostolic	67.9	[47.0, 83.4]	32.1	[16.6, 53.0]	100.0	67
UC of Zambia	71.4	[56.3, 82.8]	28.6	[17.2, 43.7]	100.0	95
Other	75.4	[63.5, 84.3]	24.6	[15.7, 36.5]	100.0	78
Highest Level of School Attended						
None	72.0	[40.2, 90.8]	28.0	[9.2, 59.8]	100.0	23
Primary	72.8	[62.6, 81.1]	27.2	[18.9, 37.4]	100.0	226
Secondary	65.8	[57.5, 73.3]	34.2	[26.7, 42.5]	100.0	369
High school	57.5	[16.0, 90.6]	42.5	[9.4, 84.0]	100.0	12
Able to Read English						
No	69.1	[61.0, 76.2]	30.9	[23.8, 39.0]	100.0	391
Yes	67.3	[55.9, 76.9]	32.7	[23.1, 44.1]	100.0	240
Wealth Index (Quintiles)						
First quintile	65.2	[52.2, 76.3]	34.8	[23.7, 47.8]	100.0	134
Second	76.8	[65.2, 85.3]	23.2	[14.7, 34.8]	100.0	123
Third	60.9	[45.9, 74.0]	39.1	[26.0, 54.1]	100.0	114
Fourth	71.1	[54.6, 83.4]	28.9	[16.6, 45.4]	100.0	106
Fifth quintile	68.6	[51.4, 81.9]	31.4	[18.1, 48.6]	100.0	148
Household owns television						
No	68.2	[60.2, 75.3]	31.8	[24.7, 39.8]	100.0	373
Yes	68.8	[57.4, 78.2]	31.2	[21.8, 42.6]	100.0	258
Household owns radio						
No	76.0	[65.6, 84.0]	24.0	[16.0, 34.4]	100.0	217
Yes	65.0	[56.8, 72.4]	35.0	[27.6, 43.2]	100.0	414

Household Owns Mobile Phone							
No	74.7	[64.3,	82.9]	25.3	[17.1,	35.7]	100.0 181
Yes	65.7	[57.2,	73.3]	34.3	[26.7,	42.8]	100.0 450
Household Owns a Car							
No	68.9	[62.3,	74.9]	31.1	[25.1,	37.7]	100.0 584
Yes	61.2	[33.8,	83.0]	38.8	[17.0,	66.2]	100.0 46
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	68.6	[58.0,	77.5]	31.4	[22.5,	42.0]	100.0 254
One	65.9	[55.6,	75.0]	34.1	[25.0,	44.4]	100.0 249
Two+	71.7	[61.6,	80.1]	28.3	[19.9,	38.4]	100.0 128
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	70.3	[59.9,	79.0]	29.7	[21.0,	40.1]	100.0 303
Yes	66.4	[57.5,	74.2]	33.6	[25.8,	42.5]	100.0 327
Level of Exposure to OneLove Booklets							
None	72.5	[64.7,	79.2]	27.5	[20.8,	35.3]	100.0 428
1 Booklet	64.2	[50.3,	76.1]	35.8	[23.9,	49.7]	100.0 113
2-5 Booklets	56.6	[38.4,	73.2]	43.4	[26.8,	61.6]	100.0 88
Multimedia Exposure to OneLove							
None	65.3	[52.0,	76.7]	34.7	[23.3,	48.0]	100.0 174
1 Channel	76.7	[63.6,	86.1]	23.3	[13.9,	36.4]	100.0 136
2+ Channels	66.7	[58.0,	74.5]	33.3	[25.5,	42.0]	100.0 319
Exposed to Any SAfAIDS Materials or Program							
No	75.1	[66.8,	81.9]	24.9	[18.1,	33.2]	100.0 369
Yes	59.9	[48.8,	70.0]	40.1	[30.0,	51.2]	100.0 261
Total	68.3	[61.5,	74.4]	31.7	[25.6,	38.5]	100.0 632

Table 1h: Percentage who disagree that if one spouse is HIV+ the other certainly is (k1) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	67.7	[52.3, 80.0]	32.3	[20.0, 47.7]	100.0	153
20-24	64.3	[52.7, 74.5]	35.7	[25.5, 47.3]	100.0	124
25-29	75.2	[65.0, 83.2]	24.8	[16.8, 35.0]	100.0	93
30-34	65.2	[49.4, 78.3]	34.8	[21.7, 50.6]	100.0	82
35-39	66.9	[56.2, 76.1]	33.1	[23.9, 43.8]	100.0	108
40-44	77.0	[60.9, 87.9]	23.0	[12.1, 39.1]	100.0	60
45-49	60.3	[34.8, 81.2]	39.7	[18.8, 65.2]	100.0	32
Current Marital Status						
Married/union	69.3	[62.1, 75.7]	30.7	[24.3, 37.9]	100.0	380
Div/sep/widow	66.5	[48.6, 80.6]	33.5	[19.4, 51.4]	100.0	46
Never married	66.8	[56.2, 76.0]	33.2	[24.0, 43.8]	100.0	226
Religion						
Catholic	64.1	[53.0, 73.9]	35.9	[26.1, 47.0]	100.0	168
Baptist	67.9	[41.8, 86.2]	32.1	[13.8, 58.2]	100.0	20
Pentacostal	78.8	[68.1, 86.6]	21.2	[13.4, 31.9]	100.0	122
7th Day Advent.	68.4	[56.1, 78.6]	31.6	[21.4, 43.9]	100.0	87
Jehovah's Wittn.	69.6	[51.6, 83.2]	30.4	[16.8, 48.4]	100.0	60
New Apostolic	74.0	[57.3, 85.7]	26.0	[14.3, 42.7]	100.0	41
UC of Zambia	60.4	[44.3, 74.4]	39.6	[25.6, 55.7]	100.0	85
Other	63.6	[46.0, 78.2]	36.4	[21.8, 54.0]	100.0	69
Highest Level of School Attended						
None	92.5	[76.3, 97.9]	7.5	[2.1, 23.7]	100.0	19
Primary	70.4	[63.5, 76.5]	29.6	[23.5, 36.5]	100.0	185
Secondary	68.5	[59.1, 76.6]	31.5	[23.4, 40.9]	100.0	401
High school	45.6	[30.9, 61.0]	54.4	[39.0, 69.1]	100.0	45
Able to Read English						
No	69.7	[62.1, 76.4]	30.3	[23.6, 37.9]	100.0	310
Yes	66.6	[57.6, 74.5]	33.4	[25.5, 42.4]	100.0	342
Wealth Index (Quintiles)						
First quintile	82.9	[63.4, 93.1]	17.1	[6.9, 36.6]	100.0	16
Second	77.8	[63.4, 87.6]	22.2	[12.4, 36.6]	100.0	94
Third	64.3	[52.2, 74.7]	35.7	[25.3, 47.8]	100.0	122
Fourth	77.6	[69.7, 83.9]	22.4	[16.1, 30.3]	100.0	157
Fifth quintile	60.7	[49.6, 70.8]	39.3	[29.2, 50.4]	100.0	251
Household owns television						
No	70.9	[61.9, 78.4]	29.1	[21.6, 38.1]	100.0	275
Yes	66.2	[56.7, 74.5]	33.8	[25.5, 43.3]	100.0	377
Household owns radio						
No	78.5	[71.7, 84.1]	21.5	[15.9, 28.3]	100.0	181
Yes	64.7	[57.4, 71.3]	35.3	[28.7, 42.6]	100.0	471

Household Owns Mobile Phone

No	80.7	[71.3,	87.6]	19.3	[12.4,	28.7]	100.0	99
Yes	65.7	[58.9,	71.9]	34.3	[28.1,	41.1]	100.0	553

Household Owns a Car

No	69.8	[63.7,	75.4]	30.2	[24.6,	36.3]	100.0	579
Yes	55.3	[38.0,	71.5]	44.7	[28.5,	62.0]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	83.7	[74.3,	90.1]	16.3	[9.9,	25.7]	100.0	153
One	62.8	[52.8,	71.7]	37.2	[28.3,	47.2]	100.0	332
Two+	65.4	[56.6,	73.1]	34.6	[26.9,	43.4]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	86.7	[77.7,	92.4]	13.3	[7.6,	22.3]	100.0	152
Yes	63.0	[56.3,	69.2]	37.0	[30.8,	43.7]	100.0	498

Level of Exposure to OneLove Booklets

None	73.2	[66.3,	79.1]	26.8	[20.9,	33.7]	100.0	439
1 Booklet	55.2	[45.1,	64.9]	44.8	[35.1,	54.9]	100.0	130
2-5 Booklets	63.7	[51.8,	74.2]	36.3	[25.8,	48.2]	100.0	81

Multimedia Exposure to OneLove

None	87.4	[76.3,	93.7]	12.6	[6.3,	23.7]	100.0	104
1 Channel	76.9	[63.4,	86.5]	23.1	[13.5,	36.6]	100.0	71
2+ Channels	63.0	[56.0,	69.5]	37.0	[30.5,	44.0]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	74.0	[66.5,	80.3]	26.0	[19.7,	33.5]	100.0	411
Yes	58.1	[49.2,	66.4]	41.9	[33.6,	50.8]	100.0	241

Total	68.0	[61.4,	74.0]	32.0	[26.0,	38.6]	100.0	652
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Table2a: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	7.1	[4.5, 10.9]	92.9	[89.1, 95.5]	100.0	687
20-24	5.6	[3.5, 8.9]	94.4	[91.1, 96.5]	100.0	573
25-29	7.4	[4.3, 12.5]	92.6	[87.5, 95.7]	100.0	508
30-34	5.4	[3.0, 9.7]	94.6	[90.3, 97.0]	100.0	417
35-39	5.9	[3.2, 10.8]	94.1	[89.2, 96.8]	100.0	390
40-44	4.9	[2.3, 10.0]	95.1	[90.0, 97.7]	100.0	260
45-49	3.3	[1.4, 7.8]	96.7	[92.2, 98.6]	100.0	175
Current Marital Status						
Married/union	5.8	[4.4, 7.7]	94.2	[92.3, 95.6]	100.0	1,808
Div/sep/widow	3.6	[1.2, 10.1]	96.4	[89.9, 98.8]	100.0	210
Never married	6.9	[4.5, 10.4]	93.1	[89.6, 95.5]	100.0	992
Religion						
Catholic	3.9	[2.5, 6.0]	96.1	[94.0, 97.5]	100.0	633
Baptist	11.2	[4.6, 24.6]	88.8	[75.4, 95.4]	100.0	104
Pentacostal	4.3	[1.9, 9.3]	95.7	[90.7, 98.1]	100.0	470
7th Day Advent.	6.8	[3.5, 12.5]	93.2	[87.5, 96.5]	100.0	439
Jehovah's Wittn.	2.0	[0.6, 6.0]	98.0	[94.0, 99.4]	100.0	199
New Apostolic	10.9	[5.7, 20.0]	89.1	[80.0, 94.3]	100.0	337
UC of Zambia	8.0	[4.4, 14.0]	92.0	[86.0, 95.6]	100.0	410
Other	5.3	[3.5, 8.0]	94.7	[92.0, 96.5]	100.0	417
Highest Level of School Attended						
None	8.4	[3.3, 19.8]	91.6	[80.2, 96.7]	100.0	165
Primary	5.7	[3.9, 8.3]	94.3	[91.7, 96.1]	100.0	1,134
Secondary	6.1	[4.4, 8.3]	93.9	[91.7, 95.6]	100.0	1,560
High school	5.5	[2.1, 13.8]	94.5	[86.2, 97.9]	100.0	148
Able to Read English						
No	6.1	[4.3, 8.6]	93.9	[91.4, 95.7]	100.0	1,767
Yes	5.9	[4.2, 8.3]	94.1	[91.7, 95.8]	100.0	1,241
Wealth Index (Quintiles)						
First quintile	5.1	[3.3, 7.8]	94.9	[92.2, 96.7]	100.0	600
Second	5.7	[3.4, 9.6]	94.3	[90.4, 96.6]	100.0	595
Third	8.8	[4.9, 15.5]	91.2	[84.5, 95.1]	100.0	594
Fourth	3.4	[2.0, 5.9]	96.6	[94.1, 98.0]	100.0	597
Fifth quintile	7.8	[5.6, 10.7]	92.2	[89.3, 94.4]	100.0	596
Household owns television						
No	5.6	[4.2, 7.5]	94.4	[92.5, 95.8]	100.0	1,774
Yes	6.6	[4.9, 9.0]	93.4	[91.0, 95.1]	100.0	1,234
Household owns radio						
No	5.0	[3.2, 7.7]	95.0	[92.3, 96.8]	100.0	1,013
Yes	6.5	[4.8, 8.7]	93.5	[91.3, 95.2]	100.0	1,995

Household Owns Mobile Phone

No	6.8	[4.5,	10.1]	93.2	[89.9,	95.5]	100.0	837
Yes	5.7	[4.2,	7.7]	94.3	[92.3,	95.8]	100.0	2,170

Household Owns a Car

No	5.9	[4.6,	7.6]	94.1	[92.4,	95.4]	100.0	2,811
Yes	7.9	[4.4,	13.8]	92.1	[86.2,	95.6]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	7.1	[5.0,	10.1]	92.9	[89.9,	95.0]	100.0	1,053
One	5.5	[3.6,	8.5]	94.5	[91.5,	96.4]	100.0	1,311
Two+	5.2	[3.2,	8.3]	94.8	[91.7,	96.8]	100.0	645

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.7	[4.7,	9.4]	93.3	[90.6,	95.3]	100.0	1,171
Yes	5.6	[4.2,	7.4]	94.4	[92.6,	95.8]	100.0	1,820

Level of Exposure to OneLove Booklets

None	6.5	[4.9,	8.5]	93.5	[91.5,	95.1]	100.0	2,148
1 Booklet	4.3	[2.3,	8.1]	95.7	[91.9,	97.7]	100.0	500
2-5 Booklets	6.1	[3.1,	11.9]	93.9	[88.1,	96.9]	100.0	351

Multimedia Exposure to OneLove

None	8.5	[5.6,	12.7]	91.5	[87.3,	94.4]	100.0	727
1 Channel	3.7	[2.0,	6.9]	96.3	[93.1,	98.0]	100.0	533
2+ Channels	5.7	[4.2,	7.8]	94.3	[92.2,	95.8]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	6.5	[5.0,	8.5]	93.5	[91.5,	95.0]	100.0	1,919
Yes	5.3	[3.4,	8.2]	94.7	[91.8,	96.6]	100.0	1,086

Total	6.0	[4.7,	7.6]	94.0	[92.4,	95.3]	100.0	3,010
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Table2b: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	6.6	[3.1, 13.7]	93.4	[86.3, 96.9]	100.0	322
20-24	2.9	[1.0, 8.7]	97.1	[91.3, 99.0]	100.0	310
25-29	9.8	[4.7, 19.2]	90.2	[80.8, 95.3]	100.0	280
30-34	2.1	[0.8, 5.5]	97.9	[94.5, 99.2]	100.0	226
35-39	4.1	[1.4, 11.8]	95.9	[88.2, 98.6]	100.0	173
40-44	5.0	[1.4, 16.1]	95.0	[83.9, 98.6]	100.0	119
45-49	3.3	[0.8, 13.0]	96.7	[87.0, 99.2]	100.0	66
Current Marital Status						
Married/union	5.2	[3.3, 8.1]	94.8	[91.9, 96.7]	100.0	974
Div/sep/widow	4.6	[1.4, 13.9]	95.4	[86.1, 98.6]	100.0	148
Never married	4.9	[2.1, 10.9]	95.1	[89.1, 97.9]	100.0	374
Religion						
Catholic	2.0	[0.9, 4.3]	98.0	[95.7, 99.1]	100.0	315
Baptist	15.9	[4.6, 42.7]	84.1	[57.3, 95.4]	100.0	46
Pentacostal	2.2	[0.6, 7.8]	97.8	[92.2, 99.4]	100.0	237
7th Day Advent.	8.3	[3.2, 19.5]	91.7	[80.5, 96.8]	100.0	217
Jehovah's Wittn.	0.1	[0.0, 0.4]	99.9	[99.6, 100.0]	100.0	93
New Apostolic	6.9	[1.9, 22.3]	93.1	[77.7, 98.1]	100.0	170
UC of Zambia	9.8	[4.3, 20.8]	90.2	[79.2, 95.7]	100.0	207
Other	3.8	[1.8, 7.5]	96.2	[92.5, 98.2]	100.0	210
Highest Level of School Attended						
None	12.7	[5.0, 28.6]	87.3	[71.4, 95.0]	100.0	115
Primary	5.6	[3.5, 8.8]	94.4	[91.2, 96.5]	100.0	651
Secondary	3.7	[1.9, 7.1]	96.3	[92.9, 98.1]	100.0	673
High school	1.1	[0.2, 6.2]	98.9	[93.8, 99.8]	100.0	54
Able to Read English						
No	5.9	[3.8, 9.2]	94.1	[90.8, 96.2]	100.0	1,050
Yes	2.9	[1.2, 6.8]	97.1	[93.2, 98.8]	100.0	444
Wealth Index (Quintiles)						
First quintile	5.0	[2.7, 9.0]	95.0	[91.0, 97.3]	100.0	321
Second	6.5	[2.9, 14.1]	93.5	[85.9, 97.1]	100.0	290
Third	6.7	[2.5, 16.7]	93.3	[83.3, 97.5]	100.0	285
Fourth	1.4	[0.4, 4.5]	98.6	[95.5, 99.6]	100.0	289
Fifth quintile	5.7	[2.5, 12.5]	94.3	[87.5, 97.5]	100.0	296
Household owns television						
No	5.0	[3.1, 7.9]	95.0	[92.1, 96.9]	100.0	899
Yes	5.1	[2.9, 9.0]	94.9	[91.0, 97.1]	100.0	595
Household owns radio						
No	5.7	[3.1, 10.4]	94.3	[89.6, 96.9]	100.0	538
Yes	4.7	[2.7, 8.0]	95.3	[92.0, 97.3]	100.0	956

Household Owns Mobile Phone

No	6.3	[3.6,	11.0]	93.7	[89.0,	96.4]	100.0	456
Yes	4.4	[2.5,	7.8]	95.6	[92.2,	97.5]	100.0	1,038

Household Owns a Car

No	5.2	[3.5,	7.8]	94.8	[92.2,	96.5]	100.0	1,393
Yes	2.0	[0.6,	6.8]	98.0	[93.2,	99.4]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	8.3	[5.2,	13.1]	91.7	[86.9,	94.8]	100.0	637
One	2.3	[0.8,	6.4]	97.7	[93.6,	99.2]	100.0	575
Two+	3.6	[1.5,	8.4]	96.4	[91.6,	98.5]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.5	[4.0,	10.5]	93.5	[89.5,	96.0]	100.0	735
Yes	3.7	[2.0,	6.8]	96.3	[93.2,	98.0]	100.0	753

Level of Exposure to OneLove Booklets

None	6.2	[4.1,	9.3]	93.8	[90.7,	95.9]	100.0	1,089
1 Booklet	0.6	[0.1,	3.0]	99.4	[97.0,	99.9]	100.0	234
2-5 Booklets	4.7	[1.2,	16.7]	95.3	[83.3,	98.8]	100.0	167

Multimedia Exposure to OneLove

None	9.9	[6.0,	15.9]	90.1	[84.1,	94.0]	100.0	461
1 Channel	2.8	[0.9,	7.9]	97.2	[92.1,	99.1]	100.0	300
2+ Channels	3.1	[1.5,	6.1]	96.9	[93.9,	98.5]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	5.0	[3.4,	7.2]	95.0	[92.8,	96.6]	100.0	853
Yes	5.2	[2.5,	10.4]	94.8	[89.6,	97.5]	100.0	639

Total	5.0	[3.4,	7.5]	95.0	[92.5,	96.6]	100.0	1,496
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Table2c: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	7.4	[4.4, 12.4]	92.6	[87.6, 95.6]	100.0	365
20-24	8.6	[4.9, 14.5]	91.4	[85.5, 95.1]	100.0	263
25-29	5.1	[2.3, 10.8]	94.9	[89.2, 97.7]	100.0	228
30-34	9.6	[4.6, 18.7]	90.4	[81.3, 95.4]	100.0	191
35-39	8.0	[4.1, 15.0]	92.0	[85.0, 95.9]	100.0	217
40-44	4.8	[2.2, 10.1]	95.2	[89.9, 97.8]	100.0	141
45-49	3.3	[1.1, 9.6]	96.7	[90.4, 98.9]	100.0	109
Current Marital Status						
Married/union	6.6	[4.6, 9.3]	93.4	[90.7, 95.4]	100.0	834
Div/sep/widow	1.2	[0.2, 8.1]	98.8	[91.9, 99.8]	100.0	62
Never married	8.1	[4.9, 12.9]	91.9	[87.1, 95.1]	100.0	618
Religion						
Catholic	5.9	[3.5, 9.5]	94.1	[90.5, 96.5]	100.0	318
Baptist	6.2	[0.9, 32.2]	93.8	[67.8, 99.1]	100.0	58
Pentacostal	6.2	[2.7, 13.4]	93.8	[86.6, 97.3]	100.0	233
7th Day Advent.	5.4	[2.7, 10.4]	94.6	[89.6, 97.3]	100.0	222
Jehovah's Wittn.	3.9	[1.2, 12.0]	96.1	[88.0, 98.8]	100.0	106
New Apostolic	14.4	[7.0, 27.2]	85.6	[72.8, 93.0]	100.0	167
UC of Zambia	6.0	[2.3, 14.7]	94.0	[85.3, 97.7]	100.0	203
Other	7.0	[3.9, 12.4]	93.0	[87.6, 96.1]	100.0	207
Highest Level of School Attended						
None	0.6	[0.1, 4.2]	99.4	[95.8, 99.9]	100.0	50
Primary	5.8	[3.6, 9.1]	94.2	[90.9, 96.4]	100.0	483
Secondary	8.1	[5.4, 12.0]	91.9	[88.0, 94.6]	100.0	887
High school	8.3	[3.0, 20.8]	91.7	[79.2, 97.0]	100.0	94
Able to Read English						
No	6.4	[4.3, 9.6]	93.6	[90.4, 95.7]	100.0	717
Yes	7.5	[5.0, 11.3]	92.5	[88.7, 95.0]	100.0	797
Wealth Index (Quintiles)						
First quintile	5.2	[3.1, 8.7]	94.8	[91.3, 96.9]	100.0	279
Second	5.0	[2.6, 9.2]	95.0	[90.8, 97.4]	100.0	305
Third	11.0	[5.1, 22.0]	89.0	[78.0, 94.9]	100.0	309
Fourth	5.6	[2.7, 11.2]	94.4	[88.8, 97.3]	100.0	308
Fifth quintile	9.6	[6.0, 14.9]	90.4	[85.1, 94.0]	100.0	300
Household owns television						
No	6.2	[4.4, 8.7]	93.8	[91.3, 95.6]	100.0	875
Yes	8.1	[5.0, 12.8]	91.9	[87.2, 95.0]	100.0	639
Household owns radio						
No	4.1	[2.4, 6.8]	95.9	[93.2, 97.6]	100.0	475
Yes	8.1	[5.8, 11.3]	91.9	[88.7, 94.2]	100.0	1,039

Household Owns Mobile Phone

No	7.4	[4.9,	11.0]	92.6	[89.0,	95.1]	100.0	381
Yes	6.9	[4.5,	10.4]	93.1	[89.6,	95.5]	100.0	1,132

Household Owns a Car

No	6.7	[4.8,	9.2]	93.3	[90.8,	95.2]	100.0	1,418
Yes	13.4	[6.9,	24.2]	86.6	[75.8,	93.1]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.6	[3.5,	8.9]	94.4	[91.1,	96.5]	100.0	416
One	8.1	[5.3,	12.2]	91.9	[87.8,	94.7]	100.0	736
Two+	6.7	[3.5,	12.6]	93.3	[87.4,	96.5]	100.0	362

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.9	[4.4,	10.6]	93.1	[89.4,	95.6]	100.0	436
Yes	6.9	[4.8,	9.9]	93.1	[90.1,	95.2]	100.0	1,067

Level of Exposure to OneLove Booklets

None	6.7	[4.5,	9.8]	93.3	[90.2,	95.5]	100.0	1,059
1 Booklet	7.8	[3.9,	15.0]	92.2	[85.0,	96.1]	100.0	266
2-5 Booklets	7.6	[3.3,	16.2]	92.4	[83.8,	96.7]	100.0	184

Multimedia Exposure to OneLove

None	6.2	[3.5,	10.7]	93.8	[89.3,	96.5]	100.0	266
1 Channel	4.6	[2.2,	9.4]	95.4	[90.6,	97.8]	100.0	233
2+ Channels	7.9	[5.5,	11.3]	92.1	[88.7,	94.5]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	7.8	[5.5,	10.9]	92.2	[89.1,	94.5]	100.0	1,066
Yes	5.5	[3.3,	9.0]	94.5	[91.0,	96.7]	100.0	447

Total	7.0	[5.1,	9.6]	93.0	[90.4,	94.9]	100.0	1,514
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Table2d: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	9.1	[5.2, 15.3]	90.9	[84.7, 94.8]	100.0	214
20-24	5.4	[2.8, 10.5]	94.6	[89.5, 97.2]	100.0	196
25-29	7.9	[3.5, 16.9]	92.1	[83.1, 96.5]	100.0	180
30-34	4.0	[1.6, 9.7]	96.0	[90.3, 98.4]	100.0	131
35-39	7.7	[3.2, 17.3]	92.3	[82.7, 96.8]	100.0	129
40-44	7.0	[2.8, 16.3]	93.0	[83.7, 97.2]	100.0	98
45-49	6.4	[2.7, 14.4]	93.6	[85.6, 97.3]	100.0	66
Current Marital Status						
Married/union	6.5	[4.5, 9.3]	93.5	[90.7, 95.5]	100.0	668
Div/sep/widow	4.2	[0.9, 17.2]	95.8	[82.8, 99.1]	100.0	70
Never married	8.6	[4.6, 15.6]	91.4	[84.4, 95.4]	100.0	276
Religion						
Catholic	3.3	[1.5, 6.9]	96.7	[93.1, 98.5]	100.0	194
Baptist	7.5	[2.5, 20.9]	92.5	[79.1, 97.5]	100.0	23
Pentacostal	6.7	[1.8, 22.3]	93.3	[77.7, 98.2]	100.0	102
7th Day Advent.	7.8	[3.7, 15.7]	92.2	[84.3, 96.3]	100.0	190
Jehovah's Wittn.	0.0		100.0		100.0	50
New Apostolic	14.1	[7.0, 26.5]	85.9	[73.5, 93.0]	100.0	154
UC of Zambia	8.4	[4.0, 16.8]	91.6	[83.2, 96.0]	100.0	132
Other	5.1	[2.9, 8.9]	94.9	[91.1, 97.1]	100.0	168
Highest Level of School Attended						
None	4.0	[1.2, 12.6]	96.0	[87.4, 98.8]	100.0	85
Primary	7.1	[4.7, 10.7]	92.9	[89.3, 95.3]	100.0	513
Secondary	7.3	[4.4, 11.9]	92.7	[88.1, 95.6]	100.0	396
High school	12.9	[2.9, 42.6]	87.1	[57.4, 97.1]	100.0	18
Able to Read English						
No	7.0	[4.6, 10.5]	93.0	[89.5, 95.4]	100.0	755
Yes	7.3	[3.7, 13.6]	92.7	[86.4, 96.3]	100.0	257
Wealth Index (Quintiles)						
First quintile	5.3	[3.3, 8.3]	94.7	[91.7, 96.7]	100.0	505
Second	5.7	[2.9, 11.0]	94.3	[89.0, 97.1]	100.0	265
Third	13.2	[6.5, 25.0]	86.8	[75.0, 93.5]	100.0	135
Fourth	5.0	[2.0, 11.9]	95.0	[88.1, 98.0]	100.0	78
Fifth quintile	19.2	[10.8, 31.6]	80.8	[68.4, 89.2]	100.0	19
Household owns television						
No	5.8	[4.2, 8.2]	94.2	[91.8, 95.8]	100.0	844
Yes	12.4	[7.2, 20.6]	87.6	[79.4, 92.8]	100.0	168
Household owns radio						
No	4.5	[2.6, 7.7]	95.5	[92.3, 97.4]	100.0	392
Yes	8.4	[5.5, 12.7]	91.6	[87.3, 94.5]	100.0	620

Household Owns Mobile Phone

No	7.3	[4.6,	11.4]	92.7	[88.6,	95.4]	100.0	512
Yes	6.9	[4.1,	11.4]	93.1	[88.6,	95.9]	100.0	499

Household Owns a Car

No	7.1	[5.0,	9.9]	92.9	[90.1,	95.0]	100.0	993
Yes	5.3	[0.7,	30.3]	94.7	[69.7,	99.3]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	7.8	[5.2,	11.5]	92.2	[88.5,	94.8]	100.0	468
One	7.1	[3.6,	13.6]	92.9	[86.4,	96.4]	100.0	370
Two+	4.8	[2.0,	11.3]	95.2	[88.7,	98.0]	100.0	175

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.7	[4.4,	10.0]	93.3	[90.0,	95.6]	100.0	582
Yes	7.2	[4.4,	11.7]	92.8	[88.3,	95.6]	100.0	426

Level of Exposure to OneLove Booklets

None	7.4	[5.1,	10.5]	92.6	[89.5,	94.9]	100.0	818
1 Booklet	4.3	[2.0,	9.1]	95.7	[90.9,	98.0]	100.0	122
2-5 Booklets	8.4	[2.5,	25.1]	91.6	[74.9,	97.5]	100.0	71

Multimedia Exposure to OneLove

None	8.5	[5.3,	13.4]	91.5	[86.6,	94.7]	100.0	363
1 Channel	4.0	[1.9,	8.1]	96.0	[91.9,	98.1]	100.0	239
2+ Channels	7.3	[4.2,	12.3]	92.7	[87.7,	95.8]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	7.6	[5.4,	10.7]	92.4	[89.3,	94.6]	100.0	659
Yes	6.1	[3.0,	11.9]	93.9	[88.1,	97.0]	100.0	353

Total	7.0	[5.0,	9.9]	93.0	[90.1,	95.0]	100.0	1,014
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Table2e: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	5.0	[2.3, 10.8]	95.0	[89.2, 97.7]	100.0	378
20-24	6.0	[3.0, 11.6]	94.0	[88.4, 97.0]	100.0	294
25-29	7.3	[3.8, 13.6]	92.7	[86.4, 96.2]	100.0	253
30-34	6.2	[2.3, 15.6]	93.8	[84.4, 97.7]	100.0	223
35-39	4.3	[1.8, 9.8]	95.7	[90.2, 98.2]	100.0	218
40-44	2.8	[0.9, 7.8]	97.2	[92.2, 99.1]	100.0	138
45-49	0.0	[0.0, 0.2]	100.0	[99.8, 100.0]	100.0	90
Current Marital Status						
Married/union	5.1	[3.2, 8.2]	94.9	[91.8, 96.8]	100.0	909
Div/sep/widow	3.0	[0.7, 12.1]	97.0	[87.9, 99.3]	100.0	109
Never married	5.2	[3.0, 8.8]	94.8	[91.2, 97.0]	100.0	576
Religion						
Catholic	4.6	[2.7, 7.9]	95.4	[92.1, 97.3]	100.0	377
Baptist	15.4	[5.2, 37.7]	84.6	[62.3, 94.8]	100.0	70
Pentacostal	3.2	[1.2, 8.2]	96.8	[91.8, 98.8]	100.0	289
7th Day Advent.	4.4	[1.4, 12.6]	95.6	[87.4, 98.6]	100.0	215
Jehovah's Wittn.	3.8	[1.1, 12.0]	96.2	[88.0, 98.9]	100.0	118
New Apostolic	4.8	[0.8, 25.0]	95.2	[75.0, 99.2]	100.0	151
UC of Zambia	7.1	[2.4, 19.1]	92.9	[80.9, 97.6]	100.0	193
Other	5.5	[2.7, 10.7]	94.5	[89.3, 97.3]	100.0	181
Highest Level of School Attended						
None	23.6	[6.5, 57.9]	76.4	[42.1, 93.5]	100.0	69
Primary	2.5	[0.9, 6.2]	97.5	[93.8, 99.1]	100.0	480
Secondary	5.3	[3.6, 7.7]	94.7	[92.3, 96.4]	100.0	938
High school	4.2	[1.2, 14.0]	95.8	[86.0, 98.8]	100.0	106
Able to Read English						
No	4.7	[2.4, 8.7]	95.3	[91.3, 97.6]	100.0	771
Yes	5.2	[3.6, 7.5]	94.8	[92.5, 96.4]	100.0	823
Wealth Index (Quintiles)						
First quintile	0.3	[0.1, 2.1]	99.7	[97.9, 99.9]	100.0	62
Second	6.0	[2.6, 13.4]	94.0	[86.6, 97.4]	100.0	252
Third	4.7	[1.5, 13.8]	95.3	[86.2, 98.5]	100.0	339
Fourth	3.1	[1.5, 6.1]	96.9	[93.9, 98.5]	100.0	426
Fifth quintile	6.9	[4.7, 9.9]	93.1	[90.1, 95.3]	100.0	502
Household owns television						
No	4.9	[2.4, 9.8]	95.1	[90.2, 97.6]	100.0	698
Yes	5.0	[3.6, 6.9]	95.0	[93.1, 96.4]	100.0	896
Household owns radio						
No	6.1	[2.8, 12.8]	93.9	[87.2, 97.2]	100.0	454
Yes	4.6	[3.2, 6.6]	95.4	[93.4, 96.8]	100.0	1,140

Household Owns Mobile Phone

No	4.1	[1.4,	11.3]	95.9	[88.7,	98.6]	100.0	241
Yes	5.1	[3.7,	7.0]	94.9	[93.0,	96.3]	100.0	1,353

Household Owns a Car

No	4.6	[3.2,	6.7]	95.4	[93.3,	96.8]	100.0	1,447
Yes	8.5	[4.7,	14.8]	91.5	[85.2,	95.3]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.7	[2.3,	13.7]	94.3	[86.3,	97.7]	100.0	393
One	4.3	[2.7,	6.7]	95.7	[93.3,	97.3]	100.0	800
Two+	5.5	[3.1,	9.6]	94.5	[90.4,	96.9]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.8	[3.1,	14.4]	93.2	[85.6,	96.9]	100.0	406
Yes	4.7	[3.4,	6.3]	95.3	[93.7,	96.6]	100.0	1,175

Level of Exposure to OneLove Booklets

None	5.2	[3.2,	8.2]	94.8	[91.8,	96.8]	100.0	1,023
1 Booklet	4.6	[1.8,	11.5]	95.4	[88.5,	98.2]	100.0	321
2-5 Booklets	5.0	[2.4,	10.2]	95.0	[89.8,	97.6]	100.0	244

Multimedia Exposure to OneLove

None	8.5	[2.8,	22.7]	91.5	[77.3,	97.2]	100.0	231
1 Channel	3.7	[1.0,	13.0]	96.3	[87.0,	99.0]	100.0	220
2+ Channels	4.9	[3.4,	7.0]	95.1	[93.0,	96.6]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	5.2	[3.3,	8.0]	94.8	[92.0,	96.7]	100.0	988
Yes	4.8	[2.7,	8.2]	95.2	[91.8,	97.3]	100.0	604

Total	5.0	[3.6,	6.8]	95.0	[93.2,	96.4]	100.0	1,594
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Table2f: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	1.7	[0.4, 7.5]	98.3	[92.5, 99.6]	100.0	95
20-24	0.5	[0.1, 2.9]	99.5	[97.1, 99.9]	100.0	83
25-29	0.5	[0.1, 2.6]	99.5	[97.4, 99.9]	100.0	75
30-34	12.2	[5.7, 24.4]	87.8	[75.6, 94.3]	100.0	63
35-39	0.3	[0.0, 3.0]	99.7	[97.0, 100.0]	100.0	43
40-44	0.0		100.0		100.0	24
45-49	0.0		100.0		100.0	19
Current Marital Status						
Married/union	3.7	[2.1, 6.6]	96.3	[93.4, 97.9]	100.0	231
Div/sep/widow	1.2	[0.1, 10.4]	98.8	[89.6, 99.9]	100.0	31
Never married	2.2	[0.6, 7.6]	97.8	[92.4, 99.4]	100.0	140
Religion						
Catholic	0.4	[0.1, 2.4]	99.6	[97.6, 99.9]	100.0	62
Baptist	0.0		100.0		100.0	11
Pentacostal	0.7	[0.1, 5.9]	99.3	[94.1, 99.9]	100.0	79
7th Day Advent.	0.0		100.0		100.0	34
Jehovah's Wittn.	1.1	[0.1, 14.0]	98.9	[86.0, 99.9]	100.0	31
New Apostolic	0.0		100.0		100.0	32
UC of Zambia	14.2	[3.8, 40.7]	85.8	[59.3, 96.2]	100.0	85
Other	5.8	[1.7, 18.6]	94.2	[81.4, 98.3]	100.0	68
Highest Level of School Attended						
None	0.6	[0.0, 6.6]	99.4	[93.4, 100.0]	100.0	11
Primary	6.1	[0.7, 37.2]	93.9	[62.8, 99.3]	100.0	141
Secondary	3.1	[0.5, 16.7]	96.9	[83.3, 99.5]	100.0	226
High school	0.3	[0.0, 4.3]	99.7	[95.7, 100.0]	100.0	24
Able to Read English						
No	2.7	[0.7, 9.6]	97.3	[90.4, 99.3]	100.0	241
Yes	4.5	[0.7, 24.2]	95.5	[75.8, 99.3]	100.0	161
Wealth Index (Quintiles)						
First quintile	5.5	[1.7, 16.5]	94.5	[83.5, 98.3]	100.0	33
Second	4.9	[1.2, 17.8]	95.1	[82.2, 98.8]	100.0	78
Third	1.1	[0.3, 4.7]	98.9	[95.3, 99.7]	100.0	120
Fourth	1.2	[0.1, 10.3]	98.8	[89.7, 99.9]	100.0	93
Fifth quintile	1.4	[0.2, 8.2]	98.6	[91.8, 99.8]	100.0	75
Household owns television						
No	5.0	[2.4, 10.1]	95.0	[89.9, 97.6]	100.0	232
Yes	0.8	[0.1, 4.7]	99.2	[95.3, 99.9]	100.0	170
Household owns radio						
No	3.3	[0.6, 16.3]	96.7	[83.7, 99.4]	100.0	167
Yes	3.5	[0.5, 19.3]	96.5	[80.7, 99.5]	100.0	235

Household Owns Mobile Phone

No	7.9	[3.2,	18.0]	92.1	[82.0,	96.8]	100.0	84
Yes	0.8	[0.2,	3.3]	99.2	[96.7,	99.8]	100.0	318

Household Owns a Car

No	3.4	[1.8,	6.3]	96.6	[93.7,	98.2]	100.0	371
Yes	1.5	[0.2,	13.0]	98.5	[87.0,	99.8]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.2	[2.6,	10.1]	94.8	[89.9,	97.4]	100.0	192
One	0.5	[0.1,	2.0]	99.5	[98.0,	99.9]	100.0	141
Two+	2.6	[0.5,	13.4]	97.4	[86.6,	99.5]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	5.4	[2.4,	12.0]	94.6	[88.0,	97.6]	100.0	183
Yes	0.9	[0.2,	4.0]	99.1	[96.0,	99.8]	100.0	219

Level of Exposure to OneLove Booklets

None	4.7	[2.5,	8.9]	95.3	[91.1,	97.5]	100.0	307
1 Booklet	0.4	[0.1,	2.6]	99.6	[97.4,	99.9]	100.0	57
2-5 Booklets	0.0			100.0			100.0	36

Multimedia Exposure to OneLove

None	9.0	[3.5,	21.2]	91.0	[78.8,	96.5]	100.0	133
1 Channel	0.1	[0.0,	1.2]	99.9	[98.8,	100.0]	100.0	74
2+ Channels	1.1	[0.3,	4.5]	98.9	[95.5,	99.7]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	4.4	[2.4,	7.8]	95.6	[92.2,	97.6]	100.0	272
Yes	0.7	[0.2,	2.5]	99.3	[97.5,	99.8]	100.0	129

Total	3.4	[1.8,	6.2]	96.6	[93.8,	98.2]	100.0	402
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Table2g: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	6.6	[3.1, 13.7]	93.4	[86.3, 96.9]	100.0	322
20-24	2.9	[1.0, 8.7]	97.1	[91.3, 99.0]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	5.4	[2.1, 13.5]	94.6	[86.5, 97.9]	100.0	279
Div/sep/widow	13.3	[2.3, 50.0]	86.7	[50.0, 97.7]	100.0	22
Never married	3.9	[1.6, 9.1]	96.1	[90.9, 98.4]	100.0	331
Religion						
Catholic	0.2	[0.1, 0.5]	99.8	[99.5, 99.9]	100.0	141
Baptist	25.1	[3.8, 73.9]	74.9	[26.1, 96.2]	100.0	16
Pentacostal	3.1	[0.5, 16.7]	96.9	[83.3, 99.5]	100.0	98
7th Day Advent.	6.3	[2.4, 15.4]	93.7	[84.6, 97.6]	100.0	100
Jehovah's Wittn.	0.2	[0.1, 0.6]	99.8	[99.4, 99.9]	100.0	37
New Apostolic	2.5	[0.4, 14.6]	97.5	[85.4, 99.6]	100.0	67
UC of Zambia	17.0	[6.3, 38.1]	83.0	[61.9, 93.7]	100.0	95
Other	1.4	[0.2, 8.4]	98.6	[91.6, 99.8]	100.0	78
Highest Level of School Attended						
None	33.8	[10.0, 70.1]	66.2	[29.9, 90.0]	100.0	23
Primary	5.5	[2.4, 12.3]	94.5	[87.7, 97.6]	100.0	226
Secondary	2.5	[0.8, 7.5]	97.5	[92.5, 99.2]	100.0	369
High school	0.1	[0.0, 1.4]	99.9	[98.6, 100.0]	100.0	12
Able to Read English						
No	5.7	[2.8, 11.3]	94.3	[88.7, 97.2]	100.0	391
Yes	3.5	[1.0, 11.7]	96.5	[88.3, 99.0]	100.0	240
Wealth Index (Quintiles)						
First quintile	5.5	[2.0, 14.3]	94.5	[85.7, 98.0]	100.0	134
Second	2.2	[0.5, 8.6]	97.8	[91.4, 99.5]	100.0	123
Third	11.4	[3.4, 32.4]	88.6	[67.6, 96.6]	100.0	114
Fourth	0.2	[0.1, 0.6]	99.8	[99.4, 99.9]	100.0	106
Fifth quintile	5.6	[1.7, 17.0]	94.4	[83.0, 98.3]	100.0	148
Household owns television						
No	5.5	[2.5, 11.5]	94.5	[88.5, 97.5]	100.0	373
Yes	4.1	[1.4, 11.0]	95.9	[89.0, 98.6]	100.0	258
Household owns radio						
No	8.1	[3.3, 18.7]	91.9	[81.3, 96.7]	100.0	217
Yes	3.4	[1.5, 7.8]	96.6	[92.2, 98.5]	100.0	414

Household Owns Mobile Phone

No	4.0	[1.3,	11.7]	96.0	[88.3,	98.7]	100.0	181
Yes	5.3	[2.5,	10.8]	94.7	[89.2,	97.5]	100.0	450

Household Owns a Car

No	5.2	[2.8,	9.4]	94.8	[90.6,	97.2]	100.0	584
Yes	0.2	[0.0,	0.8]	99.8	[99.2,	100.0]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	9.3	[4.4,	18.8]	90.7	[81.2,	95.6]	100.0	254
One	1.8	[0.5,	6.6]	98.2	[93.4,	99.5]	100.0	249
Two+	2.7	[0.4,	16.3]	97.3	[83.7,	99.6]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.7	[3.1,	14.1]	93.3	[85.9,	96.9]	100.0	303
Yes	3.3	[1.1,	9.1]	96.7	[90.9,	98.9]	100.0	327

Level of Exposure to OneLove Booklets

None	7.8	[4.2,	14.1]	92.2	[85.9,	95.8]	100.0	428
1 Booklet	0.1	[0.0,	0.3]	99.9	[99.7,	100.0]	100.0	113
2-5 Booklets	0.1	[0.0,	0.4]	99.9	[99.6,	100.0]	100.0	88

Multimedia Exposure to OneLove

None	10.7	[4.7,	22.8]	89.3	[77.2,	95.3]	100.0	174
1 Channel	4.5	[1.0,	17.3]	95.5	[82.7,	99.0]	100.0	136
2+ Channels	2.1	[0.6,	7.6]	97.9	[92.4,	99.4]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	4.8	[2.3,	9.6]	95.2	[90.4,	97.7]	100.0	369
Yes	5.0	[1.6,	14.4]	95.0	[85.6,	98.4]	100.0	261

Total	4.9	[2.6,	8.9]	95.1	[91.1,	97.4]	100.0	632
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Table2h: Percentage who agree that having more than one sexual partner at a time makes it more likely that you get HIV (k5) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.1	[0.8, 5.4]	97.9	[94.6, 99.2]	100.0	153
20-24	5.0	[1.8, 13.3]	95.0	[86.7, 98.2]	100.0	124
25-29	3.2	[0.7, 13.0]	96.8	[87.0, 99.3]	100.0	93
30-34	2.5	[0.9, 7.2]	97.5	[92.8, 99.1]	100.0	82
35-39	5.4	[2.0, 14.1]	94.6	[85.9, 98.0]	100.0	108
40-44	6.5	[1.9, 19.5]	93.5	[80.5, 98.1]	100.0	60
45-49	0.0		100.0		100.0	32
Current Marital Status						
Married/union	3.8	[1.6, 8.7]	96.2	[91.3, 98.4]	100.0	380
Div/sep/widow	2.5	[0.3, 16.6]	97.5	[83.4, 99.7]	100.0	46
Never married	3.7	[1.7, 7.8]	96.3	[92.2, 98.3]	100.0	226
Religion						
Catholic	5.1	[2.7, 9.7]	94.9	[90.3, 97.3]	100.0	168
Baptist	0.0		100.0		100.0	20
Pentacostal	2.3	[0.5, 9.1]	97.7	[90.9, 99.5]	100.0	122
7th Day Advent.	5.2	[0.9, 26.2]	94.8	[73.8, 99.1]	100.0	87
Jehovah's Wittn.	5.1	[1.2, 19.6]	94.9	[80.4, 98.8]	100.0	60
New Apostolic	1.3	[0.3, 6.7]	98.7	[93.3, 99.7]	100.0	41
UC of Zambia	3.1	[0.6, 14.4]	96.9	[85.6, 99.4]	100.0	85
Other	2.7	[0.6, 11.0]	97.3	[89.0, 99.4]	100.0	69
Highest Level of School Attended						
None	4.1	[0.6, 23.7]	95.9	[76.3, 99.4]	100.0	19
Primary	1.7	[0.4, 6.8]	98.3	[93.2, 99.6]	100.0	185
Secondary	4.0	[2.4, 6.7]	96.0	[93.3, 97.6]	100.0	401
High school	8.0	[2.4, 23.6]	92.0	[76.4, 97.6]	100.0	45
Able to Read English						
No	2.3	[0.9, 5.6]	97.7	[94.4, 99.1]	100.0	310
Yes	4.8	[2.6, 8.4]	95.2	[91.6, 97.4]	100.0	342
Wealth Index (Quintiles)						
First quintile	3.8	[0.6, 20.2]	96.2	[79.8, 99.4]	100.0	16
Second	2.9	[0.6, 12.8]	97.1	[87.2, 99.4]	100.0	94
Third	2.5	[0.7, 8.5]	97.5	[91.5, 99.3]	100.0	122
Fourth	3.7	[1.3, 9.6]	96.3	[90.4, 98.7]	100.0	157
Fifth quintile	4.5	[2.2, 9.0]	95.5	[91.0, 97.8]	100.0	251
Household owns television						
No	3.3	[1.3, 8.5]	96.7	[91.5, 98.7]	100.0	275
Yes	3.9	[1.9, 7.6]	96.1	[92.4, 98.1]	100.0	377
Household owns radio						
No	4.4	[1.9, 9.9]	95.6	[90.1, 98.1]	100.0	181
Yes	3.4	[1.7, 6.8]	96.6	[93.2, 98.3]	100.0	471

Household Owns Mobile Phone

No	2.6	[0.5,	11.6]	97.4	[88.4,	99.5]	100.0	99
Yes	3.8	[2.2,	6.7]	96.2	[93.3,	97.8]	100.0	553

Household Owns a Car

No	3.1	[1.6,	5.8]	96.9	[94.2,	98.4]	100.0	579
Yes	8.1	[2.6,	22.4]	91.9	[77.6,	97.4]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	0.0			100.0			100.0	153
One	4.3	[2.4,	7.7]	95.7	[92.3,	97.6]	100.0	332
Two+	5.3	[2.4,	11.5]	94.7	[88.5,	97.6]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.0	[0.4,	8.8]	98.0	[91.2,	99.6]	100.0	152
Yes	4.1	[2.2,	7.7]	95.9	[92.3,	97.8]	100.0	498

Level of Exposure to OneLove Booklets

None	3.4	[1.6,	7.1]	96.6	[92.9,	98.4]	100.0	439
1 Booklet	4.8	[1.8,	12.0]	95.2	[88.0,	98.2]	100.0	130
2-5 Booklets	2.9	[0.9,	8.7]	97.1	[91.3,	99.1]	100.0	81

Multimedia Exposure to OneLove

None	0.0			100.0			100.0	104
1 Channel	2.9	[0.4,	18.3]	97.1	[81.7,	99.6]	100.0	71
2+ Channels	4.5	[2.4,	8.2]	95.5	[91.8,	97.6]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	4.0	[2.2,	7.4]	96.0	[92.6,	97.8]	100.0	411
Yes	3.0	[1.2,	7.6]	97.0	[92.4,	98.8]	100.0	241

Total	3.6	[2.0,	6.5]	96.4	[93.5,	98.0]	100.0	652
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Table3a: Percentage who agree that STIs increase chances of getting HIV (k2) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	24.0	[18.6, 30.3]	76.0	[69.7, 81.4]	100.0	687
20-24	20.0	[15.8, 25.0]	80.0	[75.0, 84.2]	100.0	574
25-29	15.2	[11.6, 19.7]	84.8	[80.3, 88.4]	100.0	507
30-34	15.9	[11.1, 22.3]	84.1	[77.7, 88.9]	100.0	416
35-39	16.6	[11.2, 23.8]	83.4	[76.2, 88.8]	100.0	390
40-44	13.4	[8.5, 20.4]	86.6	[79.6, 91.5]	100.0	261
45-49	16.6	[10.5, 25.2]	83.4	[74.8, 89.5]	100.0	175
Current Marital Status						
Married/union	16.6	[14.0, 19.6]	83.4	[80.4, 86.0]	100.0	1,808
Div/sep/widow	11.9	[7.4, 18.7]	88.1	[81.3, 92.6]	100.0	210
Never married	22.7	[17.5, 28.9]	77.3	[71.1, 82.5]	100.0	992
Religion						
Catholic	18.8	[14.5, 23.9]	81.2	[76.1, 85.5]	100.0	633
Baptist	23.5	[14.6, 35.6]	76.5	[64.4, 85.4]	100.0	104
Pentacostal	17.7	[13.1, 23.6]	82.3	[76.4, 86.9]	100.0	469
7th Day Advent.	22.6	[16.8, 29.7]	77.4	[70.3, 83.2]	100.0	439
Jehovah's Wittn.	15.7	[9.3, 25.2]	84.3	[74.8, 90.7]	100.0	200
New Apostolic	16.8	[10.5, 26.0]	83.2	[74.0, 89.5]	100.0	337
UC of Zambia	19.6	[12.6, 29.3]	80.4	[70.7, 87.4]	100.0	410
Other	15.4	[10.8, 21.4]	84.6	[78.6, 89.2]	100.0	417
Highest Level of School Attended						
None	21.7	[15.1, 30.3]	78.3	[69.7, 84.9]	100.0	164
Primary	18.2	[14.7, 22.3]	81.8	[77.7, 85.3]	100.0	1,134
Secondary	19.8	[16.5, 23.5]	80.2	[76.5, 83.5]	100.0	1,561
High school	4.9	[2.4, 10.0]	95.1	[90.0, 97.6]	100.0	148
Able to Read English						
No	21.2	[18.0, 24.8]	78.8	[75.2, 82.0]	100.0	1,766
Yes	14.5	[11.3, 18.4]	85.5	[81.6, 88.7]	100.0	1,242
Wealth Index (Quintiles)						
First quintile	22.1	[16.9, 28.4]	77.9	[71.6, 83.1]	100.0	599
Second	14.5	[9.8, 20.9]	85.5	[79.1, 90.2]	100.0	595
Third	17.1	[12.3, 23.2]	82.9	[76.8, 87.7]	100.0	595
Fourth	17.6	[12.9, 23.6]	82.4	[76.4, 87.1]	100.0	597
Fifth quintile	18.1	[13.3, 24.2]	81.9	[75.8, 86.7]	100.0	595
Household owns television						
No	18.7	[15.5, 22.4]	81.3	[77.6, 84.5]	100.0	1,775
Yes	18.2	[14.5, 22.7]	81.8	[77.3, 85.5]	100.0	1,233
Household owns radio						
No	17.9	[14.1, 22.5]	82.1	[77.5, 85.9]	100.0	1,013
Yes	18.7	[16.0, 21.8]	81.3	[78.2, 84.0]	100.0	1,995

Household Owns Mobile Phone

No	20.1	[16.1, 24.8]	79.9	[75.2, 83.9]	100.0	837
Yes	17.6	[14.9, 20.7]	82.4	[79.3, 85.1]	100.0	2,170

Household Owns a Car

No	18.8	[16.3, 21.7]	81.2	[78.3, 83.7]	100.0	2,811
Yes	12.3	[5.7, 24.8]	87.7	[75.2, 94.3]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	15.2	[12.1, 18.9]	84.8	[81.1, 87.9]	100.0	1,053
One	19.2	[15.8, 23.1]	80.8	[76.9, 84.2]	100.0	1,310
Two+	22.2	[17.1, 28.2]	77.8	[71.8, 82.9]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.6	[11.7, 18.0]	85.4	[82.0, 88.3]	100.0	1,171
Yes	20.7	[17.8, 24.0]	79.3	[76.0, 82.2]	100.0	1,820

Level of Exposure to OneLove Booklets

None	18.8	[16.0, 22.0]	81.2	[78.0, 84.0]	100.0	2,148
1 Booklet	18.3	[12.8, 25.5]	81.7	[74.5, 87.2]	100.0	499
2-5 Booklets	16.0	[11.4, 22.1]	84.0	[77.9, 88.6]	100.0	351

Multimedia Exposure to OneLove

None	14.5	[11.0, 18.7]	85.5	[81.3, 89.0]	100.0	727
1 Channel	16.9	[12.3, 22.7]	83.1	[77.3, 87.7]	100.0	533
2+ Channels	20.4	[17.2, 23.9]	79.6	[76.1, 82.8]	100.0	1,724

Exposed to Any SAfAIDS Materials or Program

No	20.6	[17.1, 24.6]	79.4	[75.4, 82.9]	100.0	1,919
Yes	15.1	[12.0, 18.8]	84.9	[81.2, 88.0]	100.0	1,086

Total	18.5	[16.1, 21.1]	81.5	[78.9, 83.9]	100.0	3,010
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Table3b: Percentage who agree that STIs increase chances of getting HIV (k2) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	18.8	[12.4, 27.5]	81.2	[72.5, 87.6]	100.0	322
20-24	17.6	[13.0, 23.4]	82.4	[76.6, 87.0]	100.0	310
25-29	15.9	[10.6, 23.1]	84.1	[76.9, 89.4]	100.0	280
30-34	15.1	[8.8, 24.6]	84.9	[75.4, 91.2]	100.0	225
35-39	16.3	[8.6, 28.8]	83.7	[71.2, 91.4]	100.0	173
40-44	9.5	[4.0, 20.9]	90.5	[79.1, 96.0]	100.0	119
45-49	13.5	[5.7, 28.9]	86.5	[71.1, 94.3]	100.0	66
Current Marital Status						
Married/union	15.7	[12.2, 20.0]	84.3	[80.0, 87.8]	100.0	973
Div/sep/widow	15.2	[8.8, 24.8]	84.8	[75.2, 91.2]	100.0	148
Never married	16.9	[11.1, 24.9]	83.1	[75.1, 88.9]	100.0	374
Religion						
Catholic	18.5	[12.7, 26.1]	81.5	[73.9, 87.3]	100.0	315
Baptist	23.9	[10.3, 46.1]	76.1	[53.9, 89.7]	100.0	46
Pentacostal	11.0	[6.0, 19.1]	89.0	[80.9, 94.0]	100.0	237
7th Day Advent.	15.1	[9.5, 23.1]	84.9	[76.9, 90.5]	100.0	217
Jehovah's Wittn.	15.1	[7.1, 29.2]	84.9	[70.8, 92.9]	100.0	93
New Apostolic	14.4	[7.9, 25.0]	85.6	[75.0, 92.1]	100.0	170
UC of Zambia	15.1	[8.6, 25.2]	84.9	[74.8, 91.4]	100.0	207
Other	18.3	[11.7, 27.4]	81.7	[72.6, 88.3]	100.0	209
Highest Level of School Attended						
None	17.4	[9.6, 29.4]	82.6	[70.6, 90.4]	100.0	114
Primary	16.4	[12.2, 21.7]	83.6	[78.3, 87.8]	100.0	651
Secondary	16.2	[12.1, 21.5]	83.8	[78.5, 87.9]	100.0	673
High school	7.6	[2.6, 20.6]	92.4	[79.4, 97.4]	100.0	54
Able to Read English						
No	16.8	[13.3, 21.0]	83.2	[79.0, 86.7]	100.0	1,049
Yes	14.0	[10.3, 18.9]	86.0	[81.1, 89.7]	100.0	444
Wealth Index (Quintiles)						
First quintile	14.2	[9.7, 20.3]	85.8	[79.7, 90.3]	100.0	320
Second	13.4	[8.2, 21.1]	86.6	[78.9, 91.8]	100.0	290
Third	17.4	[11.3, 26.0]	82.6	[74.0, 88.7]	100.0	285
Fourth	19.8	[12.8, 29.3]	80.2	[70.7, 87.2]	100.0	289
Fifth quintile	14.7	[9.6, 21.8]	85.3	[78.2, 90.4]	100.0	296
Household owns television						
No	14.3	[10.9, 18.5]	85.7	[81.5, 89.1]	100.0	898
Yes	18.6	[13.5, 25.0]	81.4	[75.0, 86.5]	100.0	595
Household owns radio						
No	14.2	[10.6, 18.6]	85.8	[81.4, 89.4]	100.0	537
Yes	17.0	[12.9, 21.9]	83.0	[78.1, 87.1]	100.0	956

Household Owns Mobile Phone

No	16.4	[12.3, 21.4]	83.6	[78.6, 87.7]	100.0	455
Yes	15.9	[12.3, 20.2]	84.1	[79.8, 87.7]	100.0	1,038

Household Owns a Car

No	16.3	[13.2, 20.0]	83.7	[80.0, 86.8]	100.0	1,392
Yes	10.7	[5.2, 20.7]	89.3	[79.3, 94.8]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	13.6	[10.2, 17.9]	86.4	[82.1, 89.8]	100.0	636
One	19.4	[15.1, 24.6]	80.6	[75.4, 84.9]	100.0	575
Two+	15.0	[9.0, 23.9]	85.0	[76.1, 91.0]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	13.2	[10.0, 17.2]	86.8	[82.8, 90.0]	100.0	734
Yes	18.0	[14.0, 22.8]	82.0	[77.2, 86.0]	100.0	753

Level of Exposure to OneLove Booklets

None	16.2	[13.0, 20.0]	83.8	[80.0, 87.0]	100.0	1,088
1 Booklet	15.1	[9.7, 22.6]	84.9	[77.4, 90.3]	100.0	234
2-5 Booklets	14.3	[8.2, 23.8]	85.7	[76.2, 91.8]	100.0	167

Multimedia Exposure to OneLove

None	14.4	[10.3, 19.8]	85.6	[80.2, 89.7]	100.0	460
1 Channel	12.6	[7.6, 20.1]	87.4	[79.9, 92.4]	100.0	300
2+ Channels	17.5	[13.5, 22.3]	82.5	[77.7, 86.5]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	17.9	[14.0, 22.6]	82.1	[77.4, 86.0]	100.0	852
Yes	13.5	[9.3, 19.2]	86.5	[80.8, 90.7]	100.0	639

Total	16.0	[13.0, 19.5]	84.0	[80.5, 87.0]	100.0	1,495
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Table3c: Percentage who agree that STIs increase chances of getting HIV (k2) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	28.0	[20.4, 37.2]	72.0	[62.8, 79.6]	100.0	365
20-24	22.7	[15.4, 32.1]	77.3	[67.9, 84.6]	100.0	264
25-29	14.6	[9.0, 22.7]	85.4	[77.3, 91.0]	100.0	227
30-34	16.9	[10.4, 26.2]	83.1	[73.8, 89.6]	100.0	191
35-39	16.9	[10.2, 26.7]	83.1	[73.3, 89.8]	100.0	217
40-44	18.0	[9.9, 30.3]	82.0	[69.7, 90.1]	100.0	142
45-49	18.8	[10.3, 31.9]	81.2	[68.1, 89.7]	100.0	109
Current Marital Status						
Married/union	17.6	[13.5, 22.7]	82.4	[77.3, 86.5]	100.0	835
Div/sep/widow	4.5	[1.3, 14.2]	95.5	[85.8, 98.7]	100.0	62
Never married	26.3	[19.7, 34.1]	73.7	[65.9, 80.3]	100.0	618
Religion						
Catholic	19.1	[13.1, 26.9]	80.9	[73.1, 86.9]	100.0	318
Baptist	23.1	[11.5, 41.1]	76.9	[58.9, 88.5]	100.0	58
Pentacostal	24.1	[16.0, 34.7]	75.9	[65.3, 84.0]	100.0	232
7th Day Advent.	29.5	[20.9, 39.8]	70.5	[60.2, 79.1]	100.0	222
Jehovah's Wittn.	16.3	[8.2, 29.9]	83.7	[70.1, 91.8]	100.0	107
New Apostolic	19.0	[10.5, 31.9]	81.0	[68.1, 89.5]	100.0	167
UC of Zambia	24.6	[14.1, 39.3]	75.4	[60.7, 85.9]	100.0	203
Other	12.0	[7.2, 19.4]	88.0	[80.6, 92.8]	100.0	208
Highest Level of School Attended						
None	29.4	[16.4, 46.9]	70.6	[53.1, 83.6]	100.0	50
Primary	20.5	[14.8, 27.6]	79.5	[72.4, 85.2]	100.0	483
Secondary	22.8	[18.0, 28.3]	77.2	[71.7, 82.0]	100.0	888
High school	3.3	[1.1, 9.3]	96.7	[90.7, 98.9]	100.0	94
Able to Read English						
No	27.7	[21.7, 34.6]	72.3	[65.4, 78.3]	100.0	717
Yes	14.8	[10.6, 20.1]	85.2	[79.9, 89.4]	100.0	798
Wealth Index (Quintiles)						
First quintile	30.4	[21.5, 40.9]	69.6	[59.1, 78.5]	100.0	279
Second	15.6	[9.3, 25.1]	84.4	[74.9, 90.7]	100.0	305
Third	16.7	[10.3, 25.8]	83.3	[74.2, 89.7]	100.0	310
Fourth	15.2	[9.5, 23.6]	84.8	[76.4, 90.5]	100.0	308
Fifth quintile	21.2	[14.3, 30.1]	78.8	[69.9, 85.7]	100.0	299
Household owns television						
No	23.2	[17.9, 29.5]	76.8	[70.5, 82.1]	100.0	877
Yes	17.9	[12.9, 24.3]	82.1	[75.7, 87.1]	100.0	638
Household owns radio						
No	22.5	[15.4, 31.6]	77.5	[68.4, 84.6]	100.0	476
Yes	20.4	[16.6, 24.7]	79.6	[75.3, 83.4]	100.0	1,039

Household Owns Mobile Phone

No	24.3	[17.8, 32.3]	75.7	[67.7, 82.2]	100.0	382
Yes	19.3	[15.4, 24.1]	80.7	[75.9, 84.6]	100.0	1,132

Household Owns a Car

No	21.4	[17.3, 26.0]	78.6	[74.0, 82.7]	100.0	1,419
Yes	13.8	[4.6, 34.7]	86.2	[65.3, 95.4]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	17.4	[11.6, 25.1]	82.6	[74.9, 88.4]	100.0	417
One	19.1	[14.1, 25.3]	80.9	[74.7, 85.9]	100.0	735
Two+	29.0	[22.5, 36.5]	71.0	[63.5, 77.5]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	16.7	[11.6, 23.5]	83.3	[76.5, 88.4]	100.0	437
Yes	22.8	[18.4, 27.9]	77.2	[72.1, 81.6]	100.0	1,067

Level of Exposure to OneLove Booklets

None	21.5	[16.8, 27.1]	78.5	[72.9, 83.2]	100.0	1,060
1 Booklet	21.4	[13.1, 32.9]	78.6	[67.1, 86.9]	100.0	265
2-5 Booklets	17.8	[11.2, 26.9]	82.2	[73.1, 88.8]	100.0	184

Multimedia Exposure to OneLove

None	14.5	[8.8, 23.0]	85.5	[77.0, 91.2]	100.0	267
1 Channel	21.0	[14.0, 30.2]	79.0	[69.8, 86.0]	100.0	233
2+ Channels	22.7	[18.0, 28.2]	77.3	[71.8, 82.0]	100.0	999

Exposed to Any SAfAIDS Materials or Program

No	22.9	[18.1, 28.5]	77.1	[71.5, 81.9]	100.0	1,067
Yes	17.3	[12.3, 23.6]	82.7	[76.4, 87.7]	100.0	447

Total	21.0	[17.1, 25.4]	79.0	[74.6, 82.9]	100.0	1,515
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Table3d: Percentage who agree that STIs increase chances of getting HIV (k2) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	27.4	[19.5, 36.9]	72.6	[63.1, 80.5]	100.0	214
20-24	21.5	[16.1, 28.2]	78.5	[71.8, 83.9]	100.0	197
25-29	14.6	[10.2, 20.5]	85.4	[79.5, 89.8]	100.0	180
30-34	18.9	[11.5, 29.5]	81.1	[70.5, 88.5]	100.0	130
35-39	19.4	[10.9, 32.2]	80.6	[67.8, 89.1]	100.0	129
40-44	13.5	[7.0, 24.4]	86.5	[75.6, 93.0]	100.0	99
45-49	13.4	[6.6, 25.2]	86.6	[74.8, 93.4]	100.0	66
Current Marital Status						
Married/union	18.6	[14.7, 23.4]	81.4	[76.6, 85.3]	100.0	668
Div/sep/widow	7.0	[3.0, 15.7]	93.0	[84.3, 97.0]	100.0	70
Never married	25.0	[17.0, 35.2]	75.0	[64.8, 83.0]	100.0	277
Religion						
Catholic	19.9	[12.7, 29.7]	80.1	[70.3, 87.3]	100.0	194
Baptist	28.0	[12.1, 52.2]	72.0	[47.8, 87.9]	100.0	23
Pentacostal	20.4	[13.4, 29.6]	79.6	[70.4, 86.6]	100.0	102
7th Day Advent.	26.4	[18.8, 35.8]	73.6	[64.2, 81.2]	100.0	190
Jehovah's Wittn.	13.9	[6.2, 28.2]	86.1	[71.8, 93.8]	100.0	51
New Apostolic	16.8	[10.3, 26.2]	83.2	[73.8, 89.7]	100.0	154
UC of Zambia	17.8	[10.6, 28.2]	82.2	[71.8, 89.4]	100.0	132
Other	17.3	[11.8, 24.7]	82.7	[75.3, 88.2]	100.0	168
Highest Level of School Attended						
None	21.4	[13.8, 31.6]	78.6	[68.4, 86.2]	100.0	84
Primary	20.3	[15.6, 26.0]	79.7	[74.0, 84.4]	100.0	513
Secondary	20.0	[15.4, 25.5]	80.0	[74.5, 84.6]	100.0	398
High school	8.9	[3.2, 22.1]	91.1	[77.9, 96.8]	100.0	18
Able to Read English						
No	21.5	[17.3, 26.4]	78.5	[73.6, 82.7]	100.0	754
Yes	15.9	[11.4, 21.8]	84.1	[78.2, 88.6]	100.0	259
Wealth Index (Quintiles)						
First quintile	21.4	[16.0, 28.0]	78.6	[72.0, 84.0]	100.0	504
Second	16.0	[10.2, 24.2]	84.0	[75.8, 89.8]	100.0	265
Third	23.5	[16.2, 32.9]	76.5	[67.1, 83.8]	100.0	136
Fourth	16.0	[9.0, 27.0]	84.0	[73.0, 91.0]	100.0	78
Fifth quintile	17.1	[5.0, 45.1]	82.9	[54.9, 95.0]	100.0	19
Household owns television						
No	19.7	[15.7, 24.6]	80.3	[75.4, 84.3]	100.0	845
Yes	21.3	[14.3, 30.7]	78.7	[69.3, 85.7]	100.0	168
Household owns radio						
No	20.3	[14.8, 27.1]	79.7	[72.9, 85.2]	100.0	392
Yes	19.9	[16.0, 24.5]	80.1	[75.5, 84.0]	100.0	621

Household Owns Mobile Phone							
No	19.3	[14.7,	24.8]	80.7	[75.2,	85.3]	100.0 512
Yes	20.5	[15.9,	26.0]	79.5	[74.0,	84.1]	100.0 500

Household Owns a Car							
No	20.1	[16.4,	24.4]	79.9	[75.6,	83.6]	100.0 994
Yes	15.0	[4.3,	40.6]	85.0	[59.4,	95.7]	100.0 18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	14.8	[11.2,	19.2]	85.2	[80.8,	88.8]	100.0 468
One	22.2	[16.8,	28.8]	77.8	[71.2,	83.2]	100.0 370
Two+	29.5	[20.5,	40.5]	70.5	[59.5,	79.5]	100.0 176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.0	[10.6,	18.1]	86.0	[81.9,	89.4]	100.0 582
Yes	28.0	[22.2,	34.6]	72.0	[65.4,	77.8]	100.0 427

Level of Exposure to OneLove Booklets

None	20.1	[15.9,	25.0]	79.9	[75.0,	84.1]	100.0 818
1 Booklet	20.3	[13.6,	29.4]	79.7	[70.6,	86.4]	100.0 122
2-5 Booklets	18.6	[10.2,	31.4]	81.4	[68.6,	89.8]	100.0 71

Multimedia Exposure to OneLove

None	13.3	[9.5,	18.4]	86.7	[81.6,	90.5]	100.0 363
1 Channel	17.8	[12.4,	24.9]	82.2	[75.1,	87.6]	100.0 239
2+ Channels	26.8	[21.2,	33.3]	73.2	[66.7,	78.8]	100.0 406

Exposed to Any SAfAIDS Materials or Program

No	22.3	[17.1,	28.5]	77.7	[71.5,	82.9]	100.0 660
Yes	15.7	[10.7,	22.3]	84.3	[77.7,	89.3]	100.0 353

Total	20.0	[16.3,	24.3]	80.0	[75.7,	83.7]	100.0 1,015
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Table3e: Percentage who agree that STIs increase chances of getting HIV (k2) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	19.8	[13.1, 28.8]	80.2	[71.2, 86.9]	100.0	378
20-24	17.7	[11.5, 26.4]	82.3	[73.6, 88.5]	100.0	294
25-29	15.8	[9.9, 24.1]	84.2	[75.9, 90.1]	100.0	252
30-34	13.4	[7.3, 23.1]	86.6	[76.9, 92.7]	100.0	223
35-39	13.6	[8.2, 21.6]	86.4	[78.4, 91.8]	100.0	218
40-44	12.6	[6.2, 23.9]	87.4	[76.1, 93.8]	100.0	138
45-49	21.0	[11.3, 35.8]	79.0	[64.2, 88.7]	100.0	90
Current Marital Status						
Married/union	13.8	[10.7, 17.5]	86.2	[82.5, 89.3]	100.0	909
Div/sep/widow	17.8	[10.3, 28.9]	82.2	[71.1, 89.7]	100.0	109
Never married	20.2	[13.9, 28.3]	79.8	[71.7, 86.1]	100.0	575
Religion						
Catholic	16.9	[12.8, 22.1]	83.1	[77.9, 87.2]	100.0	377
Baptist	22.2	[13.2, 34.9]	77.8	[65.1, 86.8]	100.0	70
Pentacostal	16.7	[10.7, 25.1]	83.3	[74.9, 89.3]	100.0	288
7th Day Advent.	13.6	[7.9, 22.4]	86.4	[77.6, 92.1]	100.0	215
Jehovah's Wittn.	15.9	[7.2, 31.4]	84.1	[68.6, 92.8]	100.0	118
New Apostolic	17.6	[5.3, 44.7]	82.4	[55.3, 94.7]	100.0	151
UC of Zambia	22.8	[10.8, 41.9]	77.2	[58.1, 89.2]	100.0	193
Other	12.2	[5.5, 24.8]	87.8	[75.2, 94.5]	100.0	181
Highest Level of School Attended						
None	25.1	[12.1, 45.1]	74.9	[54.9, 87.9]	100.0	69
Primary	13.6	[9.6, 19.0]	86.4	[81.0, 90.4]	100.0	480
Secondary	19.6	[14.9, 25.3]	80.4	[74.7, 85.1]	100.0	937
High school	3.4	[1.2, 9.5]	96.6	[90.5, 98.8]	100.0	106
Able to Read English						
No	20.4	[15.7, 26.1]	79.6	[73.9, 84.3]	100.0	771
Yes	13.8	[9.5, 19.5]	86.2	[80.5, 90.5]	100.0	822
Wealth Index (Quintiles)						
First quintile	36.1	[20.4, 55.5]	63.9	[44.5, 79.6]	100.0	62
Second	7.4	[3.8, 13.8]	92.6	[86.2, 96.2]	100.0	252
Third	10.0	[5.9, 16.6]	90.0	[83.4, 94.1]	100.0	339
Fourth	18.3	[12.6, 25.9]	81.7	[74.1, 87.4]	100.0	426
Fifth quintile	18.2	[13.1, 24.6]	81.8	[75.4, 86.9]	100.0	501
Household owns television						
No	14.8	[10.5, 20.5]	85.2	[79.5, 89.5]	100.0	698
Yes	17.4	[13.0, 22.9]	82.6	[77.1, 87.0]	100.0	895
Household owns radio						
No	13.6	[9.4, 19.4]	86.4	[80.6, 90.6]	100.0	454
Yes	17.6	[13.8, 22.1]	82.4	[77.9, 86.2]	100.0	1,139

Household Owns Mobile Phone

No	23.1	[15.6,	32.8]	76.9	[67.2,	84.4]	100.0	241
Yes	15.8	[12.6,	19.7]	84.2	[80.3,	87.4]	100.0	1,352

Household Owns a Car

No	17.2	[13.8,	21.2]	82.8	[78.8,	86.2]	100.0	1,446
Yes	11.7	[4.5,	27.0]	88.3	[73.0,	95.5]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	15.1	[9.1,	24.1]	84.9	[75.9,	90.9]	100.0	393
One	16.6	[12.5,	21.7]	83.4	[78.3,	87.5]	100.0	799
Two+	17.6	[11.7,	25.8]	82.4	[74.2,	88.3]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.6	[9.2,	22.4]	85.4	[77.6,	90.8]	100.0	406
Yes	16.6	[13.5,	20.3]	83.4	[79.7,	86.5]	100.0	1,174

Level of Exposure to OneLove Booklets

None	16.8	[13.4,	20.7]	83.2	[79.3,	86.6]	100.0	1,023
1 Booklet	16.7	[9.0,	28.9]	83.3	[71.1,	91.0]	100.0	320
2-5 Booklets	14.9	[9.7,	22.1]	85.1	[77.9,	90.3]	100.0	244

Multimedia Exposure to OneLove

None	17.0	[10.4,	26.5]	83.0	[73.5,	89.6]	100.0	231
1 Channel	14.5	[6.6,	29.0]	85.5	[71.0,	93.4]	100.0	220
2+ Channels	16.5	[12.9,	20.9]	83.5	[79.1,	87.1]	100.0	1,125

Exposed to Any SAfAIDS Materials or Program

No	18.6	[14.2,	23.9]	81.4	[76.1,	85.8]	100.0	987
Yes	14.4	[10.8,	18.8]	85.6	[81.2,	89.2]	100.0	604

Total	16.6	[13.7,	20.1]	83.4	[79.9,	86.3]	100.0	1,593
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Table3f: Percentage who agree that STIs increase chances of getting HIV (k2) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	27.8	[9.0, 60.1]	72.2	[39.9, 91.0]	100.0	95
20-24	26.9	[9.2, 57.1]	73.1	[42.9, 90.8]	100.0	83
25-29	19.5	[7.4, 42.3]	80.5	[57.7, 92.6]	100.0	75
30-34	8.8	[4.5, 16.7]	91.2	[83.3, 95.5]	100.0	63
35-39	14.4	[2.0, 57.9]	85.6	[42.1, 98.0]	100.0	43
40-44	24.0	[5.1, 65.0]	76.0	[35.0, 94.9]	100.0	24
45-49	2.6	[0.4, 14.8]	97.4	[85.2, 99.6]	100.0	19
Current Marital Status						
Married/union	17.2	[12.9, 22.6]	82.8	[77.4, 87.1]	100.0	231
Div/sep/widow	2.4	[0.5, 11.3]	97.6	[88.7, 99.5]	100.0	31
Never married	26.7	[8.7, 58.2]	73.3	[41.8, 91.3]	100.0	140
Religion						
Catholic	35.6	[19.2, 56.3]	64.4	[43.7, 80.8]	100.0	62
Baptist	0.6	[0.0, 9.5]	99.4	[90.5, 100.0]	100.0	11
Pentacostal	12.6	[6.9, 21.7]	87.4	[78.3, 93.1]	100.0	79
7th Day Advent.	5.6	[1.3, 21.4]	94.4	[78.6, 98.7]	100.0	34
Jehovah's Wittn.	41.8	[27.9, 57.2]	58.2	[42.8, 72.1]	100.0	31
New Apostolic	11.0	[1.2, 55.7]	89.0	[44.3, 98.8]	100.0	32
UC of Zambia	7.4	[2.1, 23.1]	92.6	[76.9, 97.9]	100.0	85
Other	20.6	[10.8, 35.6]	79.4	[64.4, 89.2]	100.0	68
Highest Level of School Attended						
None	1.7	[0.1, 17.8]	98.3	[82.2, 99.9]	100.0	11
Primary	17.3	[8.7, 31.4]	82.7	[68.6, 91.3]	100.0	141
Secondary	21.4	[11.3, 36.9]	78.6	[63.1, 88.7]	100.0	226
High school	13.1	[10.6, 16.0]	86.9	[84.0, 89.4]	100.0	24
Able to Read English						
No	21.5	[10.8, 38.0]	78.5	[62.0, 89.2]	100.0	241
Yes	13.8	[6.7, 26.1]	86.2	[73.9, 93.3]	100.0	161
Wealth Index (Quintiles)						
First quintile	21.7	[9.5, 42.2]	78.3	[57.8, 90.5]	100.0	33
Second	18.0	[8.3, 34.6]	82.0	[65.4, 91.7]	100.0	78
Third	17.8	[3.9, 53.2]	82.2	[46.8, 96.1]	100.0	120
Fourth	9.9	[7.3, 13.4]	90.1	[86.6, 92.7]	100.0	93
Fifth quintile	20.6	[9.0, 40.5]	79.4	[59.5, 91.0]	100.0	75
Household owns television						
No	22.0	[13.0, 34.9]	78.0	[65.1, 87.0]	100.0	232
Yes	12.8	[4.4, 31.9]	87.2	[68.1, 95.6]	100.0	170
Household owns radio						
No	19.1	[10.1, 33.1]	80.9	[66.9, 89.9]	100.0	167
Yes	18.1	[5.6, 45.0]	81.9	[55.0, 94.4]	100.0	235

Household Owns Mobile Phone

No	27.1	[14.5,	45.0]	72.9	[55.0,	85.5]	100.0	84
Yes	13.6	[8.5,	21.1]	86.4	[78.9,	91.5]	100.0	318

Household Owns a Car

No	18.4	[11.5,	28.1]	81.6	[71.9,	88.5]	100.0	371
Yes	26.6	[10.7,	52.4]	73.4	[47.6,	89.3]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	22.1	[13.1,	34.9]	77.9	[65.1,	86.9]	100.0	192
One	16.2	[7.4,	31.8]	83.8	[68.2,	92.6]	100.0	141
Two+	5.8	[1.6,	18.3]	94.2	[81.7,	98.4]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	26.1	[15.1,	41.3]	73.9	[58.7,	84.9]	100.0	183
Yes	9.3	[5.6,	15.0]	90.7	[85.0,	94.4]	100.0	219

Level of Exposure to OneLove Booklets

None	19.6	[9.3,	36.5]	80.4	[63.5,	90.7]	100.0	307
1 Booklet	20.2	[8.1,	42.2]	79.8	[57.8,	91.9]	100.0	57
2-5 Booklets	3.1	[0.5,	16.6]	96.9	[83.4,	99.5]	100.0	36

Multimedia Exposure to OneLove

None	25.2	[10.0,	50.5]	74.8	[49.5,	90.0]	100.0	133
1 Channel	19.7	[12.2,	30.2]	80.3	[69.8,	87.8]	100.0	74
2+ Channels	11.5	[5.6,	22.2]	88.5	[77.8,	94.4]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	18.0	[9.8,	30.6]	82.0	[69.4,	90.2]	100.0	272
Yes	20.2	[14.4,	27.6]	79.8	[72.4,	85.6]	100.0	129

Total	18.5	[11.7,	28.0]	81.5	[72.0,	88.3]	100.0	402
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Table3g: Percentage who agree that STIs increase chances of getting HIV (k2) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	18.8	[12.4, 27.5]	81.2	[72.5, 87.6]	100.0	322
20-24	17.6	[13.0, 23.4]	82.4	[76.6, 87.0]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	19.3	[13.7, 26.5]	80.7	[73.5, 86.3]	100.0	279
Div/sep/widow	22.3	[7.8, 49.2]	77.7	[50.8, 92.2]	100.0	22
Never married	17.3	[11.5, 25.2]	82.7	[74.8, 88.5]	100.0	331
Religion						
Catholic	20.5	[13.0, 30.8]	79.5	[69.2, 87.0]	100.0	141
Baptist	33.5	[9.2, 71.4]	66.5	[28.6, 90.8]	100.0	16
Pentacostal	13.6	[6.0, 28.0]	86.4	[72.0, 94.0]	100.0	98
7th Day Advent.	13.5	[7.3, 23.6]	86.5	[76.4, 92.7]	100.0	100
Jehovah's Wittn.	14.5	[4.5, 38.2]	85.5	[61.8, 95.5]	100.0	37
New Apostolic	18.7	[8.2, 37.4]	81.3	[62.6, 91.8]	100.0	67
UC of Zambia	17.0	[8.6, 30.7]	83.0	[69.3, 91.4]	100.0	95
Other	24.0	[13.4, 39.2]	76.0	[60.8, 86.6]	100.0	78
Highest Level of School Attended						
None	13.5	[2.9, 45.1]	86.5	[54.9, 97.1]	100.0	23
Primary	23.4	[16.3, 32.4]	76.6	[67.6, 83.7]	100.0	226
Secondary	16.4	[10.9, 23.9]	83.6	[76.1, 89.1]	100.0	369
High school	5.4	[0.6, 35.0]	94.6	[65.0, 99.4]	100.0	12
Able to Read English						
No	19.4	[14.1, 25.9]	80.6	[74.1, 85.9]	100.0	391
Yes	16.5	[11.1, 23.8]	83.5	[76.2, 88.9]	100.0	240
Wealth Index (Quintiles)						
First quintile	18.9	[13.0, 26.7]	81.1	[73.3, 87.0]	100.0	134
Second	18.0	[8.7, 33.6]	82.0	[66.4, 91.3]	100.0	123
Third	14.3	[8.6, 22.8]	85.7	[77.2, 91.4]	100.0	114
Fourth	20.9	[10.2, 38.1]	79.1	[61.9, 89.8]	100.0	106
Fifth quintile	17.3	[9.1, 30.5]	82.7	[69.5, 90.9]	100.0	148
Household owns television						
No	16.8	[12.5, 22.0]	83.2	[78.0, 87.5]	100.0	373
Yes	20.5	[12.7, 31.3]	79.5	[68.7, 87.3]	100.0	258
Household owns radio						
No	18.3	[13.2, 24.9]	81.7	[75.1, 86.8]	100.0	217
Yes	18.3	[12.8, 25.4]	81.7	[74.6, 87.2]	100.0	414

Household Owns Mobile Phone

No	20.5	[14.3,	28.6]	79.5	[71.4,	85.7]	100.0	181
Yes	17.3	[12.1,	24.2]	82.7	[75.8,	87.9]	100.0	450

Household Owns a Car

No	18.6	[14.0,	24.3]	81.4	[75.7,	86.0]	100.0	584
Yes	12.8	[4.0,	34.1]	87.2	[65.9,	96.0]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	16.8	[11.8,	23.4]	83.2	[76.6,	88.2]	100.0	254
One	19.3	[12.1,	29.3]	80.7	[70.7,	87.9]	100.0	249
Two+	19.1	[10.0,	33.5]	80.9	[66.5,	90.0]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	17.0	[12.1,	23.3]	83.0	[76.7,	87.9]	100.0	303
Yes	18.6	[12.6,	26.6]	81.4	[73.4,	87.4]	100.0	327

Level of Exposure to OneLove Booklets

None	18.7	[13.9,	24.8]	81.3	[75.2,	86.1]	100.0	428
1 Booklet	18.7	[10.5,	31.0]	81.3	[69.0,	89.5]	100.0	113
2-5 Booklets	13.9	[6.0,	29.1]	86.1	[70.9,	94.0]	100.0	88

Multimedia Exposure to OneLove

None	18.2	[11.8,	27.0]	81.8	[73.0,	88.2]	100.0	174
1 Channel	16.1	[7.9,	30.0]	83.9	[70.0,	92.1]	100.0	136
2+ Channels	18.4	[12.4,	26.2]	81.6	[73.8,	87.6]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	20.4	[14.4,	28.1]	79.6	[71.9,	85.6]	100.0	369
Yes	15.6	[9.0,	25.6]	84.4	[74.4,	91.0]	100.0	261

Total	18.3	[13.9,	23.7]	81.7	[76.3,	86.1]	100.0	632
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Table3h: Percentage who agree that STIs increase chances of getting HIV (k2) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	20.1	[13.5, 28.8]	79.9	[71.2, 86.5]	100.0	153
20-24	16.5	[9.9, 26.2]	83.5	[73.8, 90.1]	100.0	124
25-29	18.7	[11.2, 29.5]	81.3	[70.5, 88.8]	100.0	93
30-34	7.2	[3.5, 14.3]	92.8	[85.7, 96.5]	100.0	82
35-39	19.4	[12.6, 28.8]	80.6	[71.2, 87.4]	100.0	108
40-44	14.9	[6.8, 29.6]	85.1	[70.4, 93.2]	100.0	60
45-49	16.4	[5.8, 38.3]	83.6	[61.7, 94.2]	100.0	32
Current Marital Status						
Married/union	16.6	[11.7, 23.1]	83.4	[76.9, 88.3]	100.0	380
Div/sep/widow	18.6	[9.3, 33.9]	81.4	[66.1, 90.7]	100.0	46
Never married	17.2	[11.8, 24.2]	82.8	[75.8, 88.2]	100.0	226
Religion						
Catholic	18.0	[11.8, 26.3]	82.0	[73.7, 88.2]	100.0	168
Baptist	12.3	[3.3, 36.6]	87.7	[63.4, 96.7]	100.0	20
Pentacostal	19.4	[12.9, 28.2]	80.6	[71.8, 87.1]	100.0	122
7th Day Advent.	17.2	[9.4, 29.1]	82.8	[70.9, 90.6]	100.0	87
Jehovah's Wittn.	23.9	[13.5, 38.6]	76.1	[61.4, 86.5]	100.0	60
New Apostolic	17.1	[8.6, 31.1]	82.9	[68.9, 91.4]	100.0	41
UC of Zambia	15.3	[6.4, 32.0]	84.7	[68.0, 93.6]	100.0	85
Other	8.6	[3.6, 19.4]	91.4	[80.6, 96.4]	100.0	69
Highest Level of School Attended						
None	36.1	[17.8, 59.5]	63.9	[40.5, 82.2]	100.0	19
Primary	13.1	[8.4, 19.9]	86.9	[80.1, 91.6]	100.0	185
Secondary	19.1	[14.4, 24.9]	80.9	[75.1, 85.6]	100.0	401
High school	8.4	[2.8, 22.9]	91.6	[77.1, 97.2]	100.0	45
Able to Read English						
No	20.4	[15.1, 27.0]	79.6	[73.0, 84.9]	100.0	310
Yes	14.2	[10.7, 18.6]	85.8	[81.4, 89.3]	100.0	342
Wealth Index (Quintiles)						
First quintile	11.4	[4.0, 28.5]	88.6	[71.5, 96.0]	100.0	16
Second	12.5	[6.8, 21.8]	87.5	[78.2, 93.2]	100.0	94
Third	18.4	[11.3, 28.6]	81.6	[71.4, 88.7]	100.0	122
Fourth	22.0	[15.9, 29.5]	78.0	[70.5, 84.1]	100.0	157
Fifth quintile	14.8	[9.8, 21.7]	85.2	[78.3, 90.2]	100.0	251
Household owns television						
No	14.8	[10.3, 20.7]	85.2	[79.3, 89.7]	100.0	275
Yes	18.5	[14.5, 23.3]	81.5	[76.7, 85.5]	100.0	377
Household owns radio						
No	17.0	[12.7, 22.5]	83.0	[77.5, 87.3]	100.0	181
Yes	17.0	[13.0, 22.0]	83.0	[78.0, 87.0]	100.0	471

Household Owns Mobile Phone

No	24.2	[14.0, 38.6]	75.8	[61.4, 86.0]	100.0	99
Yes	15.7	[12.5, 19.6]	84.3	[80.4, 87.5]	100.0	553

Household Owns a Car

No	18.1	[14.4, 22.5]	81.9	[77.5, 85.6]	100.0	579
Yes	9.1	[5.2, 15.3]	90.9	[84.7, 94.8]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	19.8	[12.7, 29.4]	80.2	[70.6, 87.3]	100.0	153
One	18.9	[14.1, 24.8]	81.1	[75.2, 85.9]	100.0	332
Two+	11.2	[7.5, 16.5]	88.8	[83.5, 92.5]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	19.1	[10.5, 32.1]	80.9	[67.9, 89.5]	100.0	152
Yes	16.6	[12.9, 21.0]	83.4	[79.0, 87.1]	100.0	498

Level of Exposure to OneLove Booklets

None	20.5	[15.9, 26.0]	79.5	[74.0, 84.1]	100.0	439
1 Booklet	12.8	[8.3, 19.2]	87.2	[80.8, 91.7]	100.0	130
2-5 Booklets	7.0	[3.2, 15.0]	93.0	[85.0, 96.8]	100.0	81

Multimedia Exposure to OneLove

None	19.1	[9.2, 35.5]	80.9	[64.5, 90.8]	100.0	104
1 Channel	21.3	[12.0, 34.9]	78.7	[65.1, 88.0]	100.0	71
2+ Channels	16.1	[12.6, 20.5]	83.9	[79.5, 87.4]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	17.8	[13.2, 23.4]	82.2	[76.6, 86.8]	100.0	411
Yes	15.8	[11.6, 21.2]	84.2	[78.8, 88.4]	100.0	241

Total	17.0	[13.7, 21.0]	83.0	[79.0, 86.3]	100.0	652
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Table4a: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	8.1	[5.2, 12.6]	91.9	[87.4, 94.8]	100.0	687
20-24	4.0	[2.0, 7.9]	96.0	[92.1, 98.0]	100.0	574
25-29	3.5	[1.8, 6.5]	96.5	[93.5, 98.2]	100.0	508
30-34	4.6	[2.1, 10.0]	95.4	[90.0, 97.9]	100.0	417
35-39	2.1	[0.9, 5.0]	97.9	[95.0, 99.1]	100.0	389
40-44	2.6	[1.0, 7.0]	97.4	[93.0, 99.0]	100.0	261
45-49	1.9	[0.3, 12.2]	98.1	[87.8, 99.7]	100.0	175
Current Marital Status						
Married/union	3.1	[2.1, 4.5]	96.9	[95.5, 97.9]	100.0	1,809
Div/sep/widow	3.8	[1.5, 9.4]	96.2	[90.6, 98.5]	100.0	209
Never married	7.0	[4.3, 11.1]	93.0	[88.9, 95.7]	100.0	993
Religion						
Catholic	5.5	[3.2, 9.3]	94.5	[90.7, 96.8]	100.0	633
Baptist	1.9	[0.3, 12.8]	98.1	[87.2, 99.7]	100.0	104
Pentacostal	5.2	[2.6, 10.0]	94.8	[90.0, 97.4]	100.0	470
7th Day Advent.	4.5	[2.1, 9.2]	95.5	[90.8, 97.9]	100.0	439
Jehovah's Wittn.	4.1	[1.1, 14.5]	95.9	[85.5, 98.9]	100.0	199
New Apostolic	3.8	[1.7, 8.4]	96.2	[91.6, 98.3]	100.0	337
UC of Zambia	4.6	[1.7, 11.9]	95.4	[88.1, 98.3]	100.0	410
Other	3.9	[1.9, 8.1]	96.1	[91.9, 98.1]	100.0	418
Highest Level of School Attended						
None	8.1	[3.7, 16.7]	91.9	[83.3, 96.3]	100.0	165
Primary	3.7	[2.3, 6.0]	96.3	[94.0, 97.7]	100.0	1,134
Secondary	4.7	[2.7, 8.1]	95.3	[91.9, 97.3]	100.0	1,561
High school	5.9	[2.6, 13.0]	94.1	[87.0, 97.4]	100.0	148
Able to Read English						
No	5.1	[3.4, 7.5]	94.9	[92.5, 96.6]	100.0	1,767
Yes	3.8	[2.3, 6.2]	96.2	[93.8, 97.7]	100.0	1,242
Wealth Index (Quintiles)						
First quintile	6.3	[3.8, 10.2]	93.7	[89.8, 96.2]	100.0	600
Second	4.0	[2.4, 6.6]	96.0	[93.4, 97.6]	100.0	595
Third	3.6	[1.6, 7.8]	96.4	[92.2, 98.4]	100.0	595
Fourth	5.5	[2.8, 10.5]	94.5	[89.5, 97.2]	100.0	596
Fifth quintile	2.5	[1.2, 4.8]	97.5	[95.2, 98.8]	100.0	596
Household owns television						
No	5.7	[3.9, 8.1]	94.3	[91.9, 96.1]	100.0	1,776
Yes	3.0	[1.5, 5.8]	97.0	[94.2, 98.5]	100.0	1,233
Household owns radio						
No	5.4	[3.2, 9.0]	94.6	[91.0, 96.8]	100.0	1,013
Yes	4.2	[2.8, 6.1]	95.8	[93.9, 97.2]	100.0	1,996

Household Owns Mobile Phone

No	6.4	[4.1, 9.9]	93.6	[90.1, 95.9]	100.0	838
Yes	3.7	[2.4, 5.7]	96.3	[94.3, 97.6]	100.0	2,170

Household Owns a Car

No	4.7	[3.2, 6.8]	95.3	[93.2, 96.8]	100.0	2,813
Yes	2.4	[0.7, 7.7]	97.6	[92.3, 99.3]	100.0	194

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	4.5	[2.7, 7.3]	95.5	[92.7, 97.3]	100.0	1,054
One	3.8	[2.6, 5.6]	96.2	[94.4, 97.4]	100.0	1,311
Two+	5.9	[2.6, 12.9]	94.1	[87.1, 97.4]	100.0	645

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.8	[3.1, 7.2]	95.2	[92.8, 96.9]	100.0	1,172
Yes	4.3	[2.6, 7.0]	95.7	[93.0, 97.4]	100.0	1,820

Level of Exposure to OneLove Booklets

None	5.0	[3.5, 7.2]	95.0	[92.8, 96.5]	100.0	2,149
1 Booklet	3.2	[1.1, 9.0]	96.8	[91.0, 98.9]	100.0	499
2-5 Booklets	3.7	[1.6, 8.5]	96.3	[91.5, 98.4]	100.0	351

Multimedia Exposure to OneLove

None	5.8	[3.6, 9.4]	94.2	[90.6, 96.4]	100.0	728
1 Channel	3.3	[1.7, 6.2]	96.7	[93.8, 98.3]	100.0	533
2+ Channels	4.3	[2.6, 7.2]	95.7	[92.8, 97.4]	100.0	1,724

Exposed to Any SAfAIDS Materials or Program

No	6.0	[4.0, 8.9]	94.0	[91.1, 96.0]	100.0	1,921
Yes	2.4	[1.3, 4.4]	97.6	[95.6, 98.7]	100.0	1,085

Total	4.6	[3.1, 6.6]	95.4	[93.4, 96.9]	100.0	3,011
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Table4b: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	5.8	[3.1, 10.9]	94.2	[89.1, 96.9]	100.0	322
20-24	2.9	[1.2, 7.0]	97.1	[93.0, 98.8]	100.0	310
25-29	6.2	[2.9, 12.5]	93.8	[87.5, 97.1]	100.0	280
30-34	2.7	[0.6, 11.1]	97.3	[88.9, 99.4]	100.0	226
35-39	0.0	[0.0, 0.1]	100.0	[99.9, 100.0]	100.0	172
40-44	2.8	[0.7, 10.9]	97.2	[89.1, 99.3]	100.0	119
45-49	0.0		100.0		100.0	66
Current Marital Status						
Married/union	2.4	[1.3, 4.3]	97.6	[95.7, 98.7]	100.0	974
Div/sep/widow	5.4	[2.1, 13.6]	94.6	[86.4, 97.9]	100.0	147
Never married	5.1	[2.6, 9.8]	94.9	[90.2, 97.4]	100.0	374
Religion						
Catholic	5.7	[2.7, 11.5]	94.3	[88.5, 97.3]	100.0	315
Baptist	0.0		100.0		100.0	46
Pentacostal	3.4	[1.5, 7.7]	96.6	[92.3, 98.5]	100.0	237
7th Day Advent.	3.9	[1.4, 10.5]	96.1	[89.5, 98.6]	100.0	217
Jehovah's Wittn.	0.0	[0.0, 0.2]	100.0	[99.8, 100.0]	100.0	92
New Apostolic	0.7	[0.1, 5.1]	99.3	[94.9, 99.9]	100.0	170
UC of Zambia	2.0	[0.5, 7.7]	98.0	[92.3, 99.5]	100.0	207
Other	5.0	[2.2, 11.1]	95.0	[88.9, 97.8]	100.0	210
Highest Level of School Attended						
None	5.7	[1.9, 16.2]	94.3	[83.8, 98.1]	100.0	115
Primary	2.2	[1.0, 4.8]	97.8	[95.2, 99.0]	100.0	651
Secondary	4.0	[2.3, 6.9]	96.0	[93.1, 97.7]	100.0	672
High school	6.7	[1.9, 21.1]	93.3	[78.9, 98.1]	100.0	54
Able to Read English						
No	3.6	[2.2, 5.9]	96.4	[94.1, 97.8]	100.0	1,050
Yes	3.1	[1.5, 6.1]	96.9	[93.9, 98.5]	100.0	443
Wealth Index (Quintiles)						
First quintile	3.9	[1.8, 8.3]	96.1	[91.7, 98.2]	100.0	321
Second	3.8	[1.8, 7.9]	96.2	[92.1, 98.2]	100.0	290
Third	1.8	[0.6, 5.1]	98.2	[94.9, 99.4]	100.0	285
Fourth	4.8	[2.3, 9.7]	95.2	[90.3, 97.7]	100.0	288
Fifth quintile	2.2	[0.7, 6.5]	97.8	[93.5, 99.3]	100.0	296
Household owns television						
No	4.0	[2.4, 6.4]	96.0	[93.6, 97.6]	100.0	899
Yes	2.7	[1.3, 5.6]	97.3	[94.4, 98.7]	100.0	594
Household owns radio						
No	3.7	[1.9, 7.2]	96.3	[92.8, 98.1]	100.0	537
Yes	3.3	[2.0, 5.5]	96.7	[94.5, 98.0]	100.0	956

Household Owns Mobile Phone

No	5.5	[3.1,	9.4]	94.5	[90.6,	96.9]	100.0	456
Yes	2.5	[1.4,	4.4]	97.5	[95.6,	98.6]	100.0	1,037

Household Owns a Car

No	3.7	[2.4,	5.6]	96.3	[94.4,	97.6]	100.0	1,393
Yes	0.1	[0.0,	0.6]	99.9	[99.4,	100.0]	100.0	98

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	3.2	[1.6,	6.5]	96.8	[93.5,	98.4]	100.0	637
One	3.6	[1.9,	6.7]	96.4	[93.3,	98.1]	100.0	575
Two+	3.8	[1.5,	9.3]	96.2	[90.7,	98.5]	100.0	282

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.6	[1.9,	6.5]	96.4	[93.5,	98.1]	100.0	735
Yes	3.3	[1.8,	6.0]	96.7	[94.0,	98.2]	100.0	752

Level of Exposure to OneLove Booklets

None	3.9	[2.4,	6.5]	96.1	[93.5,	97.6]	100.0	1,089
1 Booklet	2.6	[0.8,	7.8]	97.4	[92.2,	99.2]	100.0	233
2-5 Booklets	2.2	[0.7,	6.8]	97.8	[93.2,	99.3]	100.0	167

Multimedia Exposure to OneLove

None	3.7	[1.6,	8.1]	96.3	[91.9,	98.4]	100.0	461
1 Channel	3.5	[1.3,	8.9]	96.5	[91.1,	98.7]	100.0	300
2+ Channels	3.2	[1.7,	6.0]	96.8	[94.0,	98.3]	100.0	724

Exposed to Any SAfAIDS Materials or Program

No	4.8	[2.9,	7.6]	95.2	[92.4,	97.1]	100.0	853
Yes	2.0	[0.9,	4.5]	98.0	[95.5,	99.1]	100.0	638

Total	3.5	[2.3,	5.3]	96.5	[94.7,	97.7]	100.0	1,495
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Table4c: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	10.0	[5.6, 17.1]	90.0	[82.9, 94.4]	100.0	365
20-24	5.3	[2.2, 12.4]	94.7	[87.6, 97.8]	100.0	264
25-29	0.9	[0.2, 3.2]	99.1	[96.8, 99.8]	100.0	228
30-34	7.1	[3.5, 13.7]	92.9	[86.3, 96.5]	100.0	191
35-39	4.5	[1.9, 10.3]	95.5	[89.7, 98.1]	100.0	217
40-44	2.5	[0.6, 9.8]	97.5	[90.2, 99.4]	100.0	142
45-49	3.2	[0.5, 19.6]	96.8	[80.4, 99.5]	100.0	109
Current Marital Status						
Married/union	3.9	[2.2, 6.8]	96.1	[93.2, 97.8]	100.0	835
Div/sep/widow	0.0	[0.0, 0.3]	100.0	[99.7, 100.0]	100.0	62
Never married	8.2	[4.9, 13.2]	91.8	[86.8, 95.1]	100.0	619
Religion						
Catholic	5.4	[2.3, 12.0]	94.6	[88.0, 97.7]	100.0	318
Baptist	4.0	[0.6, 22.8]	96.0	[77.2, 99.4]	100.0	58
Pentacostal	6.9	[2.9, 15.4]	93.1	[84.6, 97.1]	100.0	233
7th Day Advent.	5.0	[2.3, 10.3]	95.0	[89.7, 97.7]	100.0	222
Jehovah's Wittn.	8.4	[2.1, 28.2]	91.6	[71.8, 97.9]	100.0	107
New Apostolic	6.5	[2.7, 14.9]	93.5	[85.1, 97.3]	100.0	167
UC of Zambia	7.5	[2.2, 22.7]	92.5	[77.3, 97.8]	100.0	203
Other	2.7	[0.8, 8.6]	97.3	[91.4, 99.2]	100.0	208
Highest Level of School Attended						
None	12.4	[4.1, 32.1]	87.6	[67.9, 95.9]	100.0	50
Primary	5.5	[3.1, 9.6]	94.5	[90.4, 96.9]	100.0	483
Secondary	5.2	[2.6, 10.1]	94.8	[89.9, 97.4]	100.0	889
High school	5.4	[1.8, 15.5]	94.6	[84.5, 98.2]	100.0	94
Able to Read English						
No	7.2	[4.3, 11.9]	92.8	[88.1, 95.7]	100.0	717
Yes	4.2	[2.2, 7.8]	95.8	[92.2, 97.8]	100.0	799
Wealth Index (Quintiles)						
First quintile	8.7	[4.9, 15.2]	91.3	[84.8, 95.1]	100.0	279
Second	4.1	[1.9, 8.6]	95.9	[91.4, 98.1]	100.0	305
Third	5.3	[2.0, 13.8]	94.7	[86.2, 98.0]	100.0	310
Fourth	6.4	[2.6, 14.6]	93.6	[85.4, 97.4]	100.0	308
Fifth quintile	2.7	[1.1, 6.1]	97.3	[93.9, 98.9]	100.0	300
Household owns television						
No	7.4	[4.6, 11.6]	92.6	[88.4, 95.4]	100.0	877
Yes	3.2	[1.5, 6.7]	96.8	[93.3, 98.5]	100.0	639
Household owns radio						
No	7.5	[3.8, 14.5]	92.5	[85.5, 96.2]	100.0	476
Yes	4.9	[3.1, 7.8]	95.1	[92.2, 96.9]	100.0	1,040

Household Owns Mobile Phone

No	7.5	[4.1,	13.2]	92.5	[86.8,	95.9]	100.0	382
Yes	4.9	[2.8,	8.2]	95.1	[91.8,	97.2]	100.0	1,133

Household Owns a Car

No	5.7	[3.6,	9.0]	94.3	[91.0,	96.4]	100.0	1,420
Yes	4.5	[1.3,	14.6]	95.5	[85.4,	98.7]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	6.2	[3.4,	11.2]	93.8	[88.8,	96.6]	100.0	417
One	4.0	[2.6,	6.2]	96.0	[93.8,	97.4]	100.0	736
Two+	8.0	[3.1,	18.8]	92.0	[81.2,	96.9]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	6.7	[3.7,	11.8]	93.3	[88.2,	96.3]	100.0	437
Yes	5.0	[2.8,	8.9]	95.0	[91.1,	97.2]	100.0	1,068

Level of Exposure to OneLove Booklets

None	6.2	[4.0,	9.4]	93.8	[90.6,	96.0]	100.0	1,060
1 Booklet	3.8	[0.8,	17.3]	96.2	[82.7,	99.2]	100.0	266
2-5 Booklets	5.3	[1.6,	15.9]	94.7	[84.1,	98.4]	100.0	184

Multimedia Exposure to OneLove

None	9.6	[5.2,	16.9]	90.4	[83.1,	94.8]	100.0	267
1 Channel	3.0	[1.2,	7.1]	97.0	[92.9,	98.8]	100.0	233
2+ Channels	5.2	[2.8,	9.4]	94.8	[90.6,	97.2]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	7.0	[4.3,	11.2]	93.0	[88.8,	95.7]	100.0	1,068
Yes	3.0	[1.3,	6.7]	97.0	[93.3,	98.7]	100.0	447

Total	5.6	[3.6,	8.8]	94.4	[91.2,	96.4]	100.0	1,516
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Table4d: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	9.0	[5.0, 15.5]	91.0	[84.5, 95.0]	100.0	214
20-24	4.8	[2.1, 10.5]	95.2	[89.5, 97.9]	100.0	197
25-29	2.1	[0.8, 5.4]	97.9	[94.6, 99.2]	100.0	180
30-34	4.7	[2.2, 10.0]	95.3	[90.0, 97.8]	100.0	131
35-39	2.6	[0.8, 8.2]	97.4	[91.8, 99.2]	100.0	129
40-44	0.8	[0.1, 5.9]	99.2	[94.1, 99.9]	100.0	99
45-49	3.6	[0.5, 22.2]	96.4	[77.8, 99.5]	100.0	66
Current Marital Status						
Married/union	3.1	[1.8, 5.3]	96.9	[94.7, 98.2]	100.0	669
Div/sep/widow	3.2	[0.8, 12.0]	96.8	[88.0, 99.2]	100.0	70
Never married	7.6	[4.2, 13.4]	92.4	[86.6, 95.8]	100.0	277
Religion						
Catholic	6.3	[3.1, 12.5]	93.7	[87.5, 96.9]	100.0	194
Baptist	0.0		100.0		100.0	23
Pentacostal	6.5	[2.0, 19.3]	93.5	[80.7, 98.0]	100.0	102
7th Day Advent.	3.9	[1.4, 10.8]	96.1	[89.2, 98.6]	100.0	190
Jehovah's Wittn.	7.6	[1.7, 28.2]	92.4	[71.8, 98.3]	100.0	51
New Apostolic	4.1	[1.5, 11.1]	95.9	[88.9, 98.5]	100.0	154
UC of Zambia	3.7	[1.4, 9.4]	96.3	[90.6, 98.6]	100.0	132
Other	3.8	[1.4, 9.8]	96.2	[90.2, 98.6]	100.0	169
Highest Level of School Attended						
None	7.9	[3.0, 19.4]	92.1	[80.6, 97.0]	100.0	85
Primary	4.0	[2.1, 7.2]	96.0	[92.8, 97.9]	100.0	513
Secondary	4.3	[2.2, 8.2]	95.7	[91.8, 97.8]	100.0	398
High school	17.8	[5.4, 45.0]	82.2	[55.0, 94.6]	100.0	18
Able to Read English						
No	5.0	[3.0, 8.2]	95.0	[91.8, 97.0]	100.0	755
Yes	3.8	[1.6, 9.1]	96.2	[90.9, 98.4]	100.0	259
Wealth Index (Quintiles)						
First quintile	6.8	[4.1, 11.0]	93.2	[89.0, 95.9]	100.0	505
Second	3.1	[1.5, 6.2]	96.9	[93.8, 98.5]	100.0	265
Third	1.5	[0.5, 5.0]	98.5	[95.0, 99.5]	100.0	136
Fourth	4.1	[0.9, 16.9]	95.9	[83.1, 99.1]	100.0	78
Fifth quintile	3.3	[0.3, 25.9]	96.7	[74.1, 99.7]	100.0	19
Household owns television						
No	5.3	[3.3, 8.4]	94.7	[91.6, 96.7]	100.0	846
Yes	1.8	[0.5, 5.8]	98.2	[94.2, 99.5]	100.0	168
Household owns radio						
No	6.1	[3.4, 10.5]	93.9	[89.5, 96.6]	100.0	393
Yes	3.9	[2.2, 7.0]	96.1	[93.0, 97.8]	100.0	621

Household Owns Mobile Phone

No	5.9	[3.5,	9.7]	94.1	[90.3,	96.5]	100.0	513
Yes	3.6	[1.6,	7.6]	96.4	[92.4,	98.4]	100.0	500

Household Owns a Car

No	4.7	[2.8,	7.5]	95.3	[92.5,	97.2]	100.0	995
Yes	6.3	[0.9,	33.8]	93.7	[66.2,	99.1]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.6	[3.3,	9.6]	94.4	[90.4,	96.7]	100.0	469
One	4.1	[2.4,	7.1]	95.9	[92.9,	97.6]	100.0	370
Two+	3.2	[1.0,	10.1]	96.8	[89.9,	99.0]	100.0	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	5.1	[3.1,	8.2]	94.9	[91.8,	96.9]	100.0	583
Yes	3.8	[2.0,	7.0]	96.2	[93.0,	98.0]	100.0	427

Level of Exposure to OneLove Booklets

None	5.0	[3.0,	8.2]	95.0	[91.8,	97.0]	100.0	819
1 Booklet	3.0	[0.9,	9.5]	97.0	[90.5,	99.1]	100.0	122
2-5 Booklets	4.1	[1.4,	11.6]	95.9	[88.4,	98.6]	100.0	71

Multimedia Exposure to OneLove

None	6.5	[3.8,	11.0]	93.5	[89.0,	96.2]	100.0	364
1 Channel	3.3	[1.5,	7.1]	96.7	[92.9,	98.5]	100.0	239
2+ Channels	3.5	[1.9,	6.4]	96.5	[93.6,	98.1]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	6.6	[4.1,	10.6]	93.4	[89.4,	95.9]	100.0	661
Yes	1.2	[0.4,	3.5]	98.8	[96.5,	99.6]	100.0	353

Total	4.7	[2.9,	7.5]	95.3	[92.5,	97.1]	100.0	1,016
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Table4e: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	6.3	[2.6, 14.6]	93.7	[85.4, 97.4]	100.0	378
20-24	3.2	[0.8, 11.4]	96.8	[88.6, 99.2]	100.0	294
25-29	5.7	[2.5, 12.7]	94.3	[87.3, 97.5]	100.0	253
30-34	4.4	[0.8, 20.5]	95.6	[79.5, 99.2]	100.0	223
35-39	1.7	[0.4, 6.3]	98.3	[93.7, 99.6]	100.0	218
40-44	4.9	[1.5, 14.5]	95.1	[85.5, 98.5]	100.0	138
45-49	0.1	[0.0, 0.5]	99.9	[99.5, 100.0]	100.0	90
Current Marital Status						
Married/union	2.9	[1.6, 5.5]	97.1	[94.5, 98.4]	100.0	909
Div/sep/widow	4.5	[1.2, 15.5]	95.5	[84.5, 98.8]	100.0	109
Never married	6.0	[2.5, 13.7]	94.0	[86.3, 97.5]	100.0	576
Religion						
Catholic	4.2	[1.6, 10.6]	95.8	[89.4, 98.4]	100.0	377
Baptist	3.8	[0.5, 23.1]	96.2	[76.9, 99.5]	100.0	70
Pentacostal	4.6	[1.9, 10.5]	95.4	[89.5, 98.1]	100.0	289
7th Day Advent.	5.9	[2.1, 15.7]	94.1	[84.3, 97.9]	100.0	215
Jehovah's Wittn.	1.0	[0.2, 5.7]	99.0	[94.3, 99.8]	100.0	118
New Apostolic	2.4	[0.6, 9.0]	97.6	[91.0, 99.4]	100.0	151
UC of Zambia	5.8	[1.1, 25.5]	94.2	[74.5, 98.9]	100.0	193
Other	4.1	[1.2, 13.3]	95.9	[86.7, 98.8]	100.0	181
Highest Level of School Attended						
None	9.5	[2.7, 28.3]	90.5	[71.7, 97.3]	100.0	69
Primary	3.3	[1.4, 7.4]	96.7	[92.6, 98.6]	100.0	480
Secondary	4.6	[1.8, 11.4]	95.4	[88.6, 98.2]	100.0	938
High school	3.5	[1.1, 10.4]	96.5	[89.6, 98.9]	100.0	106
Able to Read English						
No	5.2	[2.4, 10.7]	94.8	[89.3, 97.6]	100.0	771
Yes	3.6	[1.9, 6.7]	96.4	[93.3, 98.1]	100.0	823
Wealth Index (Quintiles)						
First quintile	0.2	[0.0, 2.1]	99.8	[97.9, 100.0]	100.0	62
Second	5.7	[2.0, 15.1]	94.3	[84.9, 98.0]	100.0	252
Third	5.9	[2.3, 14.5]	94.1	[85.5, 97.7]	100.0	339
Fourth	5.8	[2.7, 12.4]	94.2	[87.6, 97.3]	100.0	426
Fifth quintile	2.4	[1.1, 4.9]	97.6	[95.1, 98.9]	100.0	502
Household owns television						
No	6.6	[3.5, 12.2]	93.4	[87.8, 96.5]	100.0	698
Yes	3.2	[1.4, 7.2]	96.8	[92.8, 98.6]	100.0	896
Household owns radio						
No	4.8	[1.5, 14.1]	95.2	[85.9, 98.5]	100.0	454
Yes	4.1	[2.4, 7.0]	95.9	[93.0, 97.6]	100.0	1,140

Household Owns Mobile Phone

No	9.9	[3.6,	24.6]	90.1	[75.4,	96.4]	100.0	241
Yes	3.6	[2.0,	6.5]	96.4	[93.5,	98.0]	100.0	1,353

Household Owns a Car

No	4.6	[2.4,	8.6]	95.4	[91.4,	97.6]	100.0	1,447
Yes	1.6	[0.3,	7.4]	98.4	[92.6,	99.7]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	1.3	[0.4,	3.7]	98.7	[96.3,	99.6]	100.0	393
One	3.5	[1.9,	6.3]	96.5	[93.7,	98.1]	100.0	800
Two+	7.5	[2.7,	19.2]	92.5	[80.8,	97.3]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.5	[1.3,	9.0]	96.5	[91.0,	98.7]	100.0	406
Yes	4.4	[2.1,	9.0]	95.6	[91.0,	97.9]	100.0	1,175

Level of Exposure to OneLove Booklets

None	4.9	[2.7,	8.7]	95.1	[91.3,	97.3]	100.0	1,023
1 Booklet	3.6	[0.8,	15.4]	96.4	[84.6,	99.2]	100.0	321
2-5 Booklets	3.0	[0.7,	12.0]	97.0	[88.0,	99.3]	100.0	244

Multimedia Exposure to OneLove

None	2.1	[0.5,	7.6]	97.9	[92.4,	99.5]	100.0	231
1 Channel	3.8	[1.1,	11.7]	96.2	[88.3,	98.9]	100.0	220
2+ Channels	4.6	[2.2,	9.6]	95.4	[90.4,	97.8]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	5.2	[2.3,	11.4]	94.8	[88.6,	97.7]	100.0	988
Yes	3.2	[1.4,	6.9]	96.8	[93.1,	98.6]	100.0	604

Total	4.3	[2.2,	8.0]	95.7	[92.0,	97.8]	100.0	1,594
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Table4f: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	23.9	[12.4, 41.1]	76.1	[58.9, 87.6]	100.0	95
20-24	1.3	[0.3, 6.3]	98.7	[93.7, 99.7]	100.0	83
25-29	0.3	[0.1, 2.1]	99.7	[97.9, 99.9]	100.0	75
30-34	5.8	[1.9, 16.7]	94.2	[83.3, 98.1]	100.0	63
35-39	0.3	[0.0, 3.2]	99.7	[96.8, 100.0]	100.0	42
40-44	0.3	[0.0, 2.9]	99.7	[97.1, 100.0]	100.0	24
45-49	0.0		100.0		100.0	19
Current Marital Status						
Married/union	3.5	[0.9, 12.1]	96.5	[87.9, 99.1]	100.0	231
Div/sep/widow	1.3	[0.1, 11.4]	98.7	[88.6, 99.9]	100.0	30
Never married	21.7	[8.1, 46.4]	78.3	[53.6, 91.9]	100.0	140
Religion						
Catholic	17.4	[6.6, 38.4]	82.6	[61.6, 93.4]	100.0	62
Baptist	0.0		100.0		100.0	11
Pentacostal	3.4	[0.4, 22.3]	96.6	[77.7, 99.6]	100.0	79
7th Day Advent.	0.0		100.0		100.0	34
Jehovah's Wittn.	2.0	[0.1, 23.6]	98.0	[76.4, 99.9]	100.0	30
New Apostolic	9.7	[0.9, 57.0]	90.3	[43.0, 99.1]	100.0	32
UC of Zambia	4.1	[1.3, 12.8]	95.9	[87.2, 98.7]	100.0	85
Other	5.1	[1.0, 21.3]	94.9	[78.7, 99.0]	100.0	68
Highest Level of School Attended						
None	0.0		100.0		100.0	11
Primary	1.5	[0.4, 5.5]	98.5	[94.5, 99.6]	100.0	141
Secondary	10.4	[5.8, 18.0]	89.6	[82.0, 94.2]	100.0	225
High school	0.5	[0.0, 5.8]	99.5	[94.2, 100.0]	100.0	24
Able to Read English						
No	5.7	[1.4, 20.8]	94.3	[79.2, 98.6]	100.0	241
Yes	8.1	[3.4, 18.3]	91.9	[81.7, 96.6]	100.0	160
Wealth Index (Quintiles)						
First quintile	0.0		100.0		100.0	33
Second	11.1	[5.3, 21.9]	88.9	[78.1, 94.7]	100.0	78
Third	2.1	[0.5, 8.7]	97.9	[91.3, 99.5]	100.0	120
Fourth	8.0	[5.9, 10.8]	92.0	[89.2, 94.1]	100.0	92
Fifth quintile	4.1	[1.0, 14.8]	95.9	[85.2, 99.0]	100.0	75
Household owns television						
No	6.0	[1.4, 22.1]	94.0	[77.9, 98.6]	100.0	232
Yes	7.7	[3.6, 15.9]	92.3	[84.1, 96.4]	100.0	169
Household owns radio						
No	1.9	[0.5, 7.8]	98.1	[92.2, 99.5]	100.0	166
Yes	10.5	[5.1, 20.5]	89.5	[79.5, 94.9]	100.0	235

Household Owns Mobile Phone

No	4.0	[0.7,	20.6]	96.0	[79.4,	99.3]	100.0	84
Yes	8.2	[5.4,	12.3]	91.8	[87.7,	94.6]	100.0	317

Household Owns a Car

No	6.7	[3.3,	13.1]	93.3	[86.9,	96.7]	100.0	371
Yes	5.2	[0.7,	31.0]	94.8	[69.0,	99.3]	100.0	30

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.4	[0.9,	26.8]	94.6	[73.2,	99.1]	100.0	192
One	4.8	[1.2,	16.5]	95.2	[83.5,	98.8]	100.0	141
Two+	19.8	[8.2,	40.7]	80.2	[59.3,	91.8]	100.0	68

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	5.6	[1.1,	23.4]	94.4	[76.6,	98.9]	100.0	183
Yes	7.9	[4.0,	15.1]	92.1	[84.9,	96.0]	100.0	218

Level of Exposure to OneLove Booklets

None	7.4	[3.0,	17.0]	92.6	[83.0,	97.0]	100.0	307
1 Booklet	0.3	[0.0,	1.8]	99.7	[98.2,	100.0]	100.0	56
2-5 Booklets	19.5	[3.9,	58.9]	80.5	[41.1,	96.1]	100.0	36

Multimedia Exposure to OneLove

None	9.3	[1.8,	35.6]	90.7	[64.4,	98.2]	100.0	133
1 Channel	0.1	[0.0,	1.1]	99.9	[98.9,	100.0]	100.0	74
2+ Channels	9.9	[4.0,	22.6]	90.1	[77.4,	96.0]	100.0	192

Exposed to Any SAfAIDS Materials or Program

No	4.6	[0.8,	22.5]	95.4	[77.5,	99.2]	100.0	272
Yes	12.3	[3.0,	38.8]	87.7	[61.2,	97.0]	100.0	128

Total	6.6	[3.3,	12.9]	93.4	[87.1,	96.7]	100.0	401
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Table4g: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	5.8	[3.1, 10.9]	94.2	[89.1, 96.9]	100.0	322
20-24	2.9	[1.2, 7.0]	97.1	[93.0, 98.8]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	3.9	[1.8, 8.5]	96.1	[91.5, 98.2]	100.0	279
Div/sep/widow	8.9	[1.6, 36.7]	91.1	[63.3, 98.4]	100.0	22
Never married	4.5	[2.2, 8.9]	95.5	[91.1, 97.8]	100.0	331
Religion						
Catholic	8.4	[3.9, 17.4]	91.6	[82.6, 96.1]	100.0	141
Baptist	0.0		100.0		100.0	16
Pentacostal	0.9	[0.1, 6.1]	99.1	[93.9, 99.9]	100.0	98
7th Day Advent.	6.6	[1.9, 20.6]	93.4	[79.4, 98.1]	100.0	100
Jehovah's Wittn.	0.0		100.0		100.0	37
New Apostolic	1.9	[0.2, 12.7]	98.1	[87.3, 99.8]	100.0	67
UC of Zambia	4.4	[1.1, 16.4]	95.6	[83.6, 98.9]	100.0	95
Other	3.8	[1.2, 11.0]	96.2	[89.0, 98.8]	100.0	78
Highest Level of School Attended						
None	13.5	[2.9, 45.1]	86.5	[54.9, 97.1]	100.0	23
Primary	3.8	[1.4, 9.8]	96.2	[90.2, 98.6]	100.0	226
Secondary	4.3	[2.3, 8.1]	95.7	[91.9, 97.7]	100.0	369
High school	0.0		100.0		100.0	12
Able to Read English						
No	5.5	[2.8, 10.2]	94.5	[89.8, 97.2]	100.0	391
Yes	2.8	[1.2, 6.4]	97.2	[93.6, 98.8]	100.0	240
Wealth Index (Quintiles)						
First quintile	7.4	[3.0, 17.2]	92.6	[82.8, 97.0]	100.0	134
Second	5.3	[2.2, 12.0]	94.7	[88.0, 97.8]	100.0	123
Third	3.4	[0.9, 12.3]	96.6	[87.7, 99.1]	100.0	114
Fourth	2.5	[0.6, 9.7]	97.5	[90.3, 99.4]	100.0	106
Fifth quintile	1.2	[0.2, 6.3]	98.8	[93.7, 99.8]	100.0	148
Household owns television						
No	6.2	[3.3, 11.4]	93.8	[88.6, 96.7]	100.0	373
Yes	2.0	[0.8, 4.9]	98.0	[95.1, 99.2]	100.0	258
Household owns radio						
No	6.6	[3.1, 13.8]	93.4	[86.2, 96.9]	100.0	217
Yes	3.5	[1.8, 6.7]	96.5	[93.3, 98.2]	100.0	414

Household Owns Mobile Phone

No	11.4	[6.0, 20.5]	88.6	[79.5, 94.0]	100.0	181
Yes	1.4	[0.6, 3.3]	98.6	[96.7, 99.4]	100.0	450

Household Owns a Car

No	4.7	[2.7, 8.1]	95.3	[91.9, 97.3]	100.0	584
Yes	0.2	[0.0, 1.3]	99.8	[98.7, 100.0]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	7.0	[3.2, 14.6]	93.0	[85.4, 96.8]	100.0	254
One	3.2	[1.3, 7.7]	96.8	[92.3, 98.7]	100.0	249
Two+	2.6	[0.8, 8.0]	97.4	[92.0, 99.2]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	5.6	[2.5, 12.0]	94.4	[88.0, 97.5]	100.0	303
Yes	3.5	[1.6, 7.4]	96.5	[92.6, 98.4]	100.0	327

Level of Exposure to OneLove Booklets

None	5.2	[2.6, 10.2]	94.8	[89.8, 97.4]	100.0	428
1 Booklet	4.0	[1.1, 13.9]	96.0	[86.1, 98.9]	100.0	113
2-5 Booklets	2.4	[0.6, 9.3]	97.6	[90.7, 99.4]	100.0	88

Multimedia Exposure to OneLove

None	8.0	[3.3, 18.1]	92.0	[81.9, 96.7]	100.0	174
1 Channel	2.4	[0.4, 14.3]	97.6	[85.7, 99.6]	100.0	136
2+ Channels	3.4	[1.6, 7.1]	96.6	[92.9, 98.4]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	6.4	[3.5, 11.6]	93.6	[88.4, 96.5]	100.0	369
Yes	1.9	[0.6, 6.1]	98.1	[93.9, 99.4]	100.0	261

Total	4.5	[2.5, 7.7]	95.5	[92.3, 97.5]	100.0	632
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Table4h: Percentage who agree a woman must test for HIV if she is pregnant and has not been tested (k7) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	6.9	[3.1, 14.5]	93.1	[85.5, 96.9]	100.0	153
20-24	0.9	[0.3, 3.2]	99.1	[96.8, 99.7]	100.0	124
25-29	2.3	[0.8, 6.7]	97.7	[93.3, 99.2]	100.0	93
30-34	1.9	[0.2, 13.0]	98.1	[87.0, 99.8]	100.0	82
35-39	0.0		100.0		100.0	108
40-44	0.0		100.0		100.0	60
45-49	0.0		100.0		100.0	32
Current Marital Status						
Married/union	0.6	[0.1, 2.6]	99.4	[97.4, 99.9]	100.0	380
Div/sep/widow	0.0		100.0		100.0	46
Never married	5.2	[2.6, 10.2]	94.8	[89.8, 97.4]	100.0	226
Religion						
Catholic	2.0	[0.5, 7.2]	98.0	[92.8, 99.5]	100.0	168
Baptist	0.0		100.0		100.0	20
Pentacostal	3.4	[1.3, 8.5]	96.6	[91.5, 98.7]	100.0	122
7th Day Advent.	1.7	[0.4, 6.7]	98.3	[93.3, 99.6]	100.0	87
Jehovah's Wittn.	2.1	[0.3, 13.1]	97.9	[86.9, 99.7]	100.0	60
New Apostolic	14.8	[5.7, 33.6]	85.2	[66.4, 94.3]	100.0	41
UC of Zambia	0.6	[0.1, 4.9]	99.4	[95.1, 99.9]	100.0	85
Other	0.0		100.0		100.0	69
Highest Level of School Attended						
None	0.0		100.0		100.0	19
Primary	2.5	[0.8, 7.8]	97.5	[92.2, 99.2]	100.0	185
Secondary	3.0	[1.5, 6.0]	97.0	[94.0, 98.5]	100.0	401
High school	0.0		100.0		100.0	45
Able to Read English						
No	3.6	[1.6, 7.9]	96.4	[92.1, 98.4]	100.0	310
Yes	1.7	[0.7, 4.2]	98.3	[95.8, 99.3]	100.0	342
Wealth Index (Quintiles)						
First quintile	7.6	[1.2, 36.2]	92.4	[63.8, 98.8]	100.0	16
Second	3.9	[1.1, 12.5]	96.1	[87.5, 98.9]	100.0	94
Third	1.5	[0.2, 10.1]	98.5	[89.9, 99.8]	100.0	122
Fourth	2.6	[1.0, 6.7]	97.4	[93.3, 99.0]	100.0	157
Fifth quintile	1.7	[0.6, 4.6]	98.3	[95.4, 99.4]	100.0	251
Household owns television						
No	3.1	[1.1, 8.4]	96.9	[91.6, 98.9]	100.0	275
Yes	2.2	[1.1, 4.6]	97.8	[95.4, 98.9]	100.0	377
Household owns radio						
No	1.2	[0.4, 3.5]	98.8	[96.5, 99.6]	100.0	181
Yes	3.0	[1.5, 5.9]	97.0	[94.1, 98.5]	100.0	471

Household Owns Mobile Phone

No	4.6	[1.8, 11.4]	95.4	[88.6, 98.2]	100.0	99
Yes	2.2	[1.2, 4.1]	97.8	[95.9, 98.8]	100.0	553

Household Owns a Car

No	2.8	[1.5, 5.1]	97.2	[94.9, 98.5]	100.0	579
Yes	0.9	[0.1, 5.2]	99.1	[94.8, 99.9]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.2	[1.8, 14.2]	94.8	[85.8, 98.2]	100.0	153
One	2.6	[1.3, 5.2]	97.4	[94.8, 98.7]	100.0	332
Two+	0.4	[0.0, 2.6]	99.6	[97.4, 100.0]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.5	[1.3, 14.5]	95.5	[85.5, 98.7]	100.0	152
Yes	2.1	[1.1, 3.8]	97.9	[96.2, 98.9]	100.0	498

Level of Exposure to OneLove Booklets

None	3.8	[2.1, 6.8]	96.2	[93.2, 97.9]	100.0	439
1 Booklet	0.4	[0.1, 3.0]	99.6	[97.0, 99.9]	100.0	130
2-5 Booklets	0.0		100.0		100.0	81

Multimedia Exposure to OneLove

None	6.5	[1.8, 20.8]	93.5	[79.2, 98.2]	100.0	104
1 Channel	1.9	[0.5, 7.1]	98.1	[92.9, 99.5]	100.0	71
2+ Channels	1.9	[1.0, 3.8]	98.1	[96.2, 99.0]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	4.0	[2.2, 7.2]	96.0	[92.8, 97.8]	100.0	411
Yes	0.3	[0.0, 1.7]	99.7	[98.3, 100.0]	100.0	241

Total	2.6	[1.4, 4.6]	97.4	[95.4, 98.6]	100.0	652
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Table5a: Percentage who agree that TB can be cured even if HIV+ (k6) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	40.7	[34.3, 47.4]	59.3	[52.6, 65.7]	100.0	687
20-24	37.1	[30.2, 44.6]	62.9	[55.4, 69.8]	100.0	574
25-29	28.9	[22.6, 36.1]	71.1	[63.9, 77.4]	100.0	508
30-34	31.1	[24.7, 38.3]	68.9	[61.7, 75.3]	100.0	417
35-39	34.1	[27.3, 41.5]	65.9	[58.5, 72.7]	100.0	390
40-44	34.8	[27.0, 43.5]	65.2	[56.5, 73.0]	100.0	261
45-49	41.7	[31.0, 53.2]	58.3	[46.8, 69.0]	100.0	175
Current Marital Status						
Married/union	35.5	[32.1, 39.0]	64.5	[61.0, 67.9]	100.0	1,809
Div/sep/widow	28.4	[21.3, 36.8]	71.6	[63.2, 78.7]	100.0	210
Never married	37.6	[32.0, 43.6]	62.4	[56.4, 68.0]	100.0	993
Religion						
Catholic	35.1	[29.7, 40.9]	64.9	[59.1, 70.3]	100.0	633
Baptist	30.0	[18.6, 44.4]	70.0	[55.6, 81.4]	100.0	104
Pentacostal	41.6	[34.2, 49.4]	58.4	[50.6, 65.8]	100.0	470
7th Day Advent.	39.1	[32.8, 45.8]	60.9	[54.2, 67.2]	100.0	439
Jehovah's Wittn.	36.4	[27.0, 46.9]	63.6	[53.1, 73.0]	100.0	200
New Apostolic	32.4	[24.2, 41.7]	67.6	[58.3, 75.8]	100.0	337
UC of Zambia	34.8	[27.1, 43.3]	65.2	[56.7, 72.9]	100.0	410
Other	31.9	[24.4, 40.4]	68.1	[59.6, 75.6]	100.0	418
Highest Level of School Attended						
None	45.0	[32.8, 57.8]	55.0	[42.2, 67.2]	100.0	165
Primary	39.5	[34.6, 44.6]	60.5	[55.4, 65.4]	100.0	1,134
Secondary	34.0	[29.7, 38.6]	66.0	[61.4, 70.3]	100.0	1,562
High school	14.9	[8.2, 25.7]	85.1	[74.3, 91.8]	100.0	148
Able to Read English						
No	40.8	[36.5, 45.3]	59.2	[54.7, 63.5]	100.0	1,767
Yes	28.3	[23.3, 33.8]	71.7	[66.2, 76.7]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	37.2	[30.8, 44.1]	62.8	[55.9, 69.2]	100.0	600
Second	38.4	[32.9, 44.2]	61.6	[55.8, 67.1]	100.0	595
Third	37.1	[30.4, 44.4]	62.9	[55.6, 69.6]	100.0	595
Fourth	33.3	[27.2, 40.1]	66.7	[59.9, 72.8]	100.0	597
Fifth quintile	32.4	[25.2, 40.6]	67.6	[59.4, 74.8]	100.0	596
Household owns television						
No	37.2	[33.2, 41.4]	62.8	[58.6, 66.8]	100.0	1,776
Yes	33.7	[28.8, 39.0]	66.3	[61.0, 71.2]	100.0	1,234
Household owns radio						
No	38.6	[32.5, 44.9]	61.4	[55.1, 67.5]	100.0	1,014
Yes	34.5	[31.4, 37.8]	65.5	[62.2, 68.6]	100.0	1,996

Household Owns Mobile Phone

No	37.8	[31.6, 44.5]	62.2	[55.5, 68.4]	100.0	838
Yes	34.7	[31.1, 38.5]	65.3	[61.5, 68.9]	100.0	2,171

Household Owns a Car

No	35.8	[32.6, 39.2]	64.2	[60.8, 67.4]	100.0	2,813
Yes	34.4	[25.4, 44.6]	65.6	[55.4, 74.6]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	32.2	[26.9, 38.1]	67.8	[61.9, 73.1]	100.0	1,054
One	33.6	[29.7, 37.7]	66.4	[62.3, 70.3]	100.0	1,311
Two+	44.8	[37.9, 52.0]	55.2	[48.0, 62.1]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	35.1	[30.0, 40.5]	64.9	[59.5, 70.0]	100.0	1,172
Yes	35.9	[31.9, 40.0]	64.1	[60.0, 68.1]	100.0	1,821

Level of Exposure to OneLove Booklets

None	37.0	[33.2, 40.9]	63.0	[59.1, 66.8]	100.0	2,149
1 Booklet	31.0	[22.8, 40.6]	69.0	[59.4, 77.2]	100.0	500
2-5 Booklets	35.6	[27.5, 44.8]	64.4	[55.2, 72.5]	100.0	351

Multimedia Exposure to OneLove

None	34.1	[27.4, 41.5]	65.9	[58.5, 72.6]	100.0	728
1 Channel	35.7	[29.1, 42.9]	64.3	[57.1, 70.9]	100.0	533
2+ Channels	36.2	[32.1, 40.5]	63.8	[59.5, 67.9]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	37.1	[32.8, 41.6]	62.9	[58.4, 67.2]	100.0	1,921
Yes	33.7	[28.9, 38.8]	66.3	[61.2, 71.1]	100.0	1,086

Total	35.7	[32.6, 39.0]	64.3	[61.0, 67.4]	100.0	3,012
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Table5b: Percentage who agree that TB can be cured even if HIV+ (k6) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	44.7	[36.8, 52.8]	55.3	[47.2, 63.2]	100.0	322
20-24	36.5	[27.8, 46.3]	63.5	[53.7, 72.2]	100.0	310
25-29	37.7	[29.1, 47.2]	62.3	[52.8, 70.9]	100.0	280
30-34	35.5	[25.9, 46.4]	64.5	[53.6, 74.1]	100.0	226
35-39	33.3	[23.1, 45.3]	66.7	[54.7, 76.9]	100.0	173
40-44	33.1	[21.0, 47.8]	66.9	[52.2, 79.0]	100.0	119
45-49	34.0	[19.6, 52.0]	66.0	[48.0, 80.4]	100.0	66
Current Marital Status						
Married/union	36.7	[31.7, 42.1]	63.3	[57.9, 68.3]	100.0	974
Div/sep/widow	32.9	[23.5, 43.9]	67.1	[56.1, 76.5]	100.0	148
Never married	40.7	[32.3, 49.6]	59.3	[50.4, 67.7]	100.0	374
Religion						
Catholic	37.5	[29.4, 46.3]	62.5	[53.7, 70.6]	100.0	315
Baptist	25.3	[10.4, 49.8]	74.7	[50.2, 89.6]	100.0	46
Pentacostal	40.8	[30.3, 52.1]	59.2	[47.9, 69.7]	100.0	237
7th Day Advent.	38.0	[28.0, 49.1]	62.0	[50.9, 72.0]	100.0	217
Jehovah's Wittn.	38.1	[24.1, 54.4]	61.9	[45.6, 75.9]	100.0	93
New Apostolic	44.0	[32.7, 55.9]	56.0	[44.1, 67.3]	100.0	170
UC of Zambia	41.5	[31.3, 52.5]	58.5	[47.5, 68.7]	100.0	207
Other	28.7	[20.3, 38.9]	71.3	[61.1, 79.7]	100.0	210
Highest Level of School Attended						
None	36.5	[24.0, 51.1]	63.5	[48.9, 76.0]	100.0	115
Primary	36.1	[29.4, 43.4]	63.9	[56.6, 70.6]	100.0	651
Secondary	40.7	[35.0, 46.6]	59.3	[53.4, 65.0]	100.0	673
High school	17.5	[5.7, 42.7]	82.5	[57.3, 94.3]	100.0	54
Able to Read English						
No	39.6	[33.7, 45.9]	60.4	[54.1, 66.3]	100.0	1,050
Yes	32.2	[25.6, 39.7]	67.8	[60.3, 74.4]	100.0	444
Wealth Index (Quintiles)						
First quintile	38.9	[29.4, 49.3]	61.1	[50.7, 70.6]	100.0	321
Second	41.2	[32.2, 50.8]	58.8	[49.2, 67.8]	100.0	290
Third	39.0	[29.1, 49.9]	61.0	[50.1, 70.9]	100.0	285
Fourth	34.9	[26.3, 44.7]	65.1	[55.3, 73.7]	100.0	289
Fifth quintile	33.7	[25.5, 43.0]	66.3	[57.0, 74.5]	100.0	296
Household owns television						
No	38.7	[32.2, 45.6]	61.3	[54.4, 67.8]	100.0	899
Yes	35.8	[29.7, 42.4]	64.2	[57.6, 70.3]	100.0	595
Household owns radio						
No	34.5	[26.8, 43.2]	65.5	[56.8, 73.2]	100.0	538
Yes	39.0	[33.6, 44.6]	61.0	[55.4, 66.4]	100.0	956

Household Owns Mobile Phone

No	38.8	[29.7, 48.8]	61.2	[51.2, 70.3]	100.0	456
Yes	36.8	[31.8, 42.2]	63.2	[57.8, 68.2]	100.0	1,038

Household Owns a Car

No	37.2	[32.3, 42.4]	62.8	[57.6, 67.7]	100.0	1,393
Yes	43.1	[28.9, 58.4]	56.9	[41.6, 71.1]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	34.6	[27.1, 42.9]	65.4	[57.1, 72.9]	100.0	637
One	37.4	[31.1, 44.1]	62.6	[55.9, 68.9]	100.0	575
Two+	42.8	[33.8, 52.3]	57.2	[47.7, 66.2]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	36.7	[29.6, 44.5]	63.3	[55.5, 70.4]	100.0	735
Yes	38.2	[33.0, 43.6]	61.8	[56.4, 67.0]	100.0	753

Level of Exposure to OneLove Booklets

None	37.5	[32.0, 43.2]	62.5	[56.8, 68.0]	100.0	1,089
1 Booklet	36.9	[27.5, 47.3]	63.1	[52.7, 72.5]	100.0	234
2-5 Booklets	39.0	[27.3, 52.0]	61.0	[48.0, 72.7]	100.0	167

Multimedia Exposure to OneLove

None	36.4	[27.6, 46.3]	63.6	[53.7, 72.4]	100.0	461
1 Channel	35.0	[27.3, 43.6]	65.0	[56.4, 72.7]	100.0	300
2+ Channels	39.1	[33.7, 44.7]	60.9	[55.3, 66.3]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	40.9	[34.8, 47.3]	59.1	[52.7, 65.2]	100.0	853
Yes	33.3	[26.9, 40.3]	66.7	[59.7, 73.1]	100.0	639

Total	37.4	[32.8, 42.4]	62.6	[57.6, 67.2]	100.0	1,496
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Table5c: Percentage who agree that TB can be cured even if HIV+ (k6) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.5	[28.1, 48.0]	62.5	[52.0, 71.9]	100.0	365
20-24	37.8	[27.8, 48.9]	62.2	[51.1, 72.2]	100.0	264
25-29	20.3	[13.6, 29.0]	79.7	[71.0, 86.4]	100.0	228
30-34	25.6	[18.0, 35.0]	74.4	[65.0, 82.0]	100.0	191
35-39	34.9	[25.4, 45.8]	65.1	[54.2, 74.6]	100.0	217
40-44	36.9	[25.2, 50.3]	63.1	[49.7, 74.8]	100.0	142
45-49	47.3	[30.6, 64.6]	52.7	[35.4, 69.4]	100.0	109
Current Marital Status						
Married/union	33.9	[28.2, 40.2]	66.1	[59.8, 71.8]	100.0	835
Div/sep/widow	18.2	[8.9, 33.5]	81.8	[66.5, 91.1]	100.0	62
Never married	35.7	[28.5, 43.6]	64.3	[56.4, 71.5]	100.0	619
Religion						
Catholic	32.6	[25.3, 41.0]	67.4	[59.0, 74.7]	100.0	318
Baptist	34.9	[19.4, 54.3]	65.1	[45.7, 80.6]	100.0	58
Pentacostal	42.4	[31.3, 54.3]	57.6	[45.7, 68.7]	100.0	233
7th Day Advent.	40.2	[31.3, 49.7]	59.8	[50.3, 68.7]	100.0	222
Jehovah's Wittn.	34.5	[22.7, 48.7]	65.5	[51.3, 77.3]	100.0	107
New Apostolic	22.2	[11.9, 37.6]	77.8	[62.4, 88.1]	100.0	167
UC of Zambia	27.3	[17.8, 39.4]	72.7	[60.6, 82.2]	100.0	203
Other	35.4	[22.8, 50.4]	64.6	[49.6, 77.2]	100.0	208
Highest Level of School Attended						
None	60.3	[40.4, 77.3]	39.7	[22.7, 59.6]	100.0	50
Primary	43.8	[35.6, 52.3]	56.2	[47.7, 64.4]	100.0	483
Secondary	28.5	[22.7, 35.0]	71.5	[65.0, 77.3]	100.0	889
High school	13.3	[6.3, 26.0]	86.7	[74.0, 93.7]	100.0	94
Able to Read English						
No	42.7	[35.9, 49.7]	57.3	[50.3, 64.1]	100.0	717
Yes	26.1	[19.2, 34.3]	73.9	[65.7, 80.8]	100.0	799
Wealth Index (Quintiles)						
First quintile	35.4	[27.1, 44.7]	64.6	[55.3, 72.9]	100.0	279
Second	35.6	[26.5, 45.9]	64.4	[54.1, 73.5]	100.0	305
Third	35.2	[26.2, 45.4]	64.8	[54.6, 73.8]	100.0	310
Fourth	31.6	[21.8, 43.4]	68.4	[56.6, 78.2]	100.0	308
Fifth quintile	31.3	[21.4, 43.3]	68.7	[56.7, 78.6]	100.0	300
Household owns television						
No	35.7	[29.9, 42.0]	64.3	[58.0, 70.1]	100.0	877
Yes	31.7	[23.5, 41.1]	68.3	[58.9, 76.5]	100.0	639
Household owns radio						
No	43.4	[35.0, 52.2]	56.6	[47.8, 65.0]	100.0	476
Yes	30.4	[25.2, 36.2]	69.6	[63.8, 74.8]	100.0	1,040

Household Owns Mobile Phone

No	36.7	[29.9, 44.1]	63.3	[55.9, 70.1]	100.0	382
Yes	32.7	[26.6, 39.5]	67.3	[60.5, 73.4]	100.0	1,133

Household Owns a Car

No	34.5	[29.2, 40.1]	65.5	[59.9, 70.8]	100.0	1,420
Yes	26.3	[14.2, 43.6]	73.7	[56.4, 85.8]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	29.0	[21.7, 37.7]	71.0	[62.3, 78.3]	100.0	417
One	30.5	[24.7, 37.1]	69.5	[62.9, 75.3]	100.0	736
Two+	46.8	[36.6, 57.3]	53.2	[42.7, 63.4]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	32.5	[25.4, 40.6]	67.5	[59.4, 74.6]	100.0	437
Yes	34.1	[28.0, 40.8]	65.9	[59.2, 72.0]	100.0	1,068

Level of Exposure to OneLove Booklets

None	36.4	[30.9, 42.4]	63.6	[57.6, 69.1]	100.0	1,060
1 Booklet	25.6	[15.5, 39.2]	74.4	[60.8, 84.5]	100.0	266
2-5 Booklets	32.3	[18.9, 49.3]	67.7	[50.7, 81.1]	100.0	184

Multimedia Exposure to OneLove

None	30.1	[21.9, 39.9]	69.9	[60.1, 78.1]	100.0	267
1 Channel	36.3	[26.6, 47.1]	63.7	[52.9, 73.4]	100.0	233
2+ Channels	33.8	[27.5, 40.8]	66.2	[59.2, 72.5]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	33.9	[28.6, 39.7]	66.1	[60.3, 71.4]	100.0	1,068
Yes	34.2	[24.3, 45.8]	65.8	[54.2, 75.7]	100.0	447

Total	34.0	[28.8, 39.7]	66.0	[60.3, 71.2]	100.0	1,516
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Table5d: Percentage who agree that TB can be cured even if HIV+ (k6) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	43.6	[36.5, 50.9]	56.4	[49.1, 63.5]	100.0	214
20-24	39.0	[28.8, 50.2]	61.0	[49.8, 71.2]	100.0	197
25-29	30.3	[22.1, 40.0]	69.7	[60.0, 77.9]	100.0	180
30-34	29.0	[20.6, 39.1]	71.0	[60.9, 79.4]	100.0	131
35-39	34.9	[25.0, 46.2]	65.1	[53.8, 75.0]	100.0	129
40-44	47.0	[37.7, 56.6]	53.0	[43.4, 62.3]	100.0	99
45-49	48.7	[34.4, 63.2]	51.3	[36.8, 65.6]	100.0	66
Current Marital Status						
Married/union	38.2	[33.2, 43.4]	61.8	[56.6, 66.8]	100.0	669
Div/sep/widow	39.6	[29.1, 51.1]	60.4	[48.9, 70.9]	100.0	70
Never married	38.9	[32.4, 45.9]	61.1	[54.1, 67.6]	100.0	277
Religion						
Catholic	43.1	[35.5, 51.0]	56.9	[49.0, 64.5]	100.0	194
Baptist	32.7	[13.7, 59.9]	67.3	[40.1, 86.3]	100.0	23
Pentacostal	45.7	[33.9, 58.0]	54.3	[42.0, 66.1]	100.0	102
7th Day Advent.	41.1	[33.5, 49.2]	58.9	[50.8, 66.5]	100.0	190
Jehovah's Wittn.	50.2	[36.4, 63.9]	49.8	[36.1, 63.6]	100.0	51
New Apostolic	36.1	[26.1, 47.4]	63.9	[52.6, 73.9]	100.0	154
UC of Zambia	36.1	[26.6, 46.8]	63.9	[53.2, 73.4]	100.0	132
Other	28.1	[20.8, 36.7]	71.9	[63.3, 79.2]	100.0	169
Highest Level of School Attended						
None	47.7	[32.1, 63.8]	52.3	[36.2, 67.9]	100.0	85
Primary	41.9	[35.8, 48.3]	58.1	[51.7, 64.2]	100.0	513
Secondary	34.0	[28.3, 40.1]	66.0	[59.9, 71.7]	100.0	398
High school	8.5	[2.1, 28.5]	91.5	[71.5, 97.9]	100.0	18
Able to Read English						
No	42.9	[37.2, 48.8]	57.1	[51.2, 62.8]	100.0	755
Yes	26.6	[21.3, 32.7]	73.4	[67.3, 78.7]	100.0	259
Wealth Index (Quintiles)						
First quintile	37.9	[31.0, 45.2]	62.1	[54.8, 69.0]	100.0	505
Second	38.5	[31.6, 45.8]	61.5	[54.2, 68.4]	100.0	265
Third	41.4	[32.1, 51.3]	58.6	[48.7, 67.9]	100.0	136
Fourth	39.1	[30.7, 48.1]	60.9	[51.9, 69.3]	100.0	78
Fifth quintile	32.5	[20.9, 46.8]	67.5	[53.2, 79.1]	100.0	19
Household owns television						
No	39.2	[34.1, 44.6]	60.8	[55.4, 65.9]	100.0	846
Yes	35.7	[28.2, 44.0]	64.3	[56.0, 71.8]	100.0	168
Household owns radio						
No	40.9	[32.9, 49.4]	59.1	[50.6, 67.1]	100.0	393
Yes	37.3	[32.8, 42.1]	62.7	[57.9, 67.2]	100.0	621

Household Owns Mobile Phone							
No	37.8	[30.3,	45.9]	62.2	[54.1,	69.7]	100.0 513
Yes	39.2	[34.0,	44.5]	60.8	[55.5,	66.0]	100.0 500

Household Owns a Car							
No	38.6	[34.2,	43.2]	61.4	[56.8,	65.8]	100.0 995
Yes	41.5	[16.1,	72.3]	58.5	[27.7,	83.9]	100.0 18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	34.5	[27.6,	42.1]	65.5	[57.9,	72.4]	100.0 469
One	38.6	[32.9,	44.6]	61.4	[55.4,	67.1]	100.0 370
Two+	49.3	[38.8,	59.9]	50.7	[40.1,	61.2]	100.0 176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	36.9	[30.6,	43.7]	63.1	[56.3,	69.4]	100.0 583
Yes	40.7	[34.5,	47.1]	59.3	[52.9,	65.5]	100.0 427

Level of Exposure to OneLove Booklets

None	40.7	[35.4,	46.3]	59.3	[53.7,	64.6]	100.0 819
1 Booklet	29.1	[20.3,	39.8]	70.9	[60.2,	79.7]	100.0 122
2-5 Booklets	31.9	[20.8,	45.5]	68.1	[54.5,	79.2]	100.0 71

Multimedia Exposure to OneLove

None	36.1	[27.9,	45.2]	63.9	[54.8,	72.1]	100.0 364
1 Channel	37.2	[29.8,	45.3]	62.8	[54.7,	70.2]	100.0 239
2+ Channels	41.4	[35.5,	47.7]	58.6	[52.3,	64.5]	100.0 406

Exposed to Any SAfAIDS Materials or Program

No	40.3	[34.2,	46.6]	59.7	[53.4,	65.8]	100.0 661
Yes	35.3	[29.3,	41.7]	64.7	[58.3,	70.7]	100.0 353

Total	38.5	[34.2,	43.0]	61.5	[57.0,	65.8]	100.0 1,016
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Table 5e: Percentage who agree that TB can be cured even if HIV+ (k6) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.8	[26.9, 50.2]	62.2	[49.8, 73.1]	100.0	378
20-24	35.7	[26.6, 45.9]	64.3	[54.1, 73.4]	100.0	294
25-29	28.1	[18.2, 40.8]	71.9	[59.2, 81.8]	100.0	253
30-34	31.0	[21.9, 41.9]	69.0	[58.1, 78.1]	100.0	223
35-39	30.9	[22.1, 41.2]	69.1	[58.8, 77.9]	100.0	218
40-44	21.2	[11.7, 35.2]	78.8	[64.8, 88.3]	100.0	138
45-49	33.6	[18.9, 52.5]	66.4	[47.5, 81.1]	100.0	90
Current Marital Status						
Married/union	32.3	[27.8, 37.2]	67.7	[62.8, 72.2]	100.0	909
Div/sep/widow	15.1	[8.4, 25.6]	84.9	[74.4, 91.6]	100.0	109
Never married	35.7	[26.5, 46.1]	64.3	[53.9, 73.5]	100.0	576
Religion						
Catholic	27.1	[21.0, 34.1]	72.9	[65.9, 79.0]	100.0	377
Baptist	27.2	[14.6, 44.9]	72.8	[55.1, 85.4]	100.0	70
Pentacostal	39.4	[29.8, 49.9]	60.6	[50.1, 70.2]	100.0	289
7th Day Advent.	33.2	[23.4, 44.7]	66.8	[55.3, 76.6]	100.0	215
Jehovah's Wittn.	25.1	[15.0, 38.9]	74.9	[61.1, 85.0]	100.0	118
New Apostolic	26.2	[14.9, 41.9]	73.8	[58.1, 85.1]	100.0	151
UC of Zambia	32.1	[19.8, 47.5]	67.9	[52.5, 80.2]	100.0	193
Other	37.0	[23.3, 53.1]	63.0	[46.9, 76.7]	100.0	181
Highest Level of School Attended						
None	34.6	[18.8, 54.8]	65.4	[45.2, 81.2]	100.0	69
Primary	34.5	[26.3, 43.7]	65.5	[56.3, 73.7]	100.0	480
Secondary	33.8	[27.5, 40.8]	66.2	[59.2, 72.5]	100.0	938
High school	16.5	[8.0, 30.9]	83.5	[69.1, 92.0]	100.0	106
Able to Read English						
No	36.1	[29.6, 43.0]	63.9	[57.0, 70.4]	100.0	771
Yes	29.6	[22.4, 38.1]	70.4	[61.9, 77.6]	100.0	823
Wealth Index (Quintiles)						
First quintile	21.5	[11.9, 35.6]	78.5	[64.4, 88.1]	100.0	62
Second	40.2	[32.7, 48.3]	59.8	[51.7, 67.3]	100.0	252
Third	33.8	[24.1, 45.1]	66.2	[54.9, 75.9]	100.0	339
Fourth	30.9	[23.3, 39.7]	69.1	[60.3, 76.7]	100.0	426
Fifth quintile	32.4	[24.6, 41.3]	67.6	[58.7, 75.4]	100.0	502
Household owns television						
No	30.9	[25.2, 37.3]	69.1	[62.7, 74.8]	100.0	698
Yes	33.0	[26.9, 39.8]	67.0	[60.2, 73.1]	100.0	896
Household owns radio						
No	34.7	[24.9, 46.0]	65.3	[54.0, 75.1]	100.0	454
Yes	31.6	[27.4, 36.2]	68.4	[63.8, 72.6]	100.0	1,140

Household Owns Mobile Phone

No	36.3	[26.9, 46.9]	63.7	[53.1, 73.1]	100.0	241
Yes	31.9	[27.0, 37.2]	68.1	[62.8, 73.0]	100.0	1,353

Household Owns a Car

No	32.3	[27.2, 37.8]	67.7	[62.2, 72.8]	100.0	1,447
Yes	33.1	[23.7, 44.0]	66.9	[56.0, 76.3]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	26.9	[18.5, 37.3]	73.1	[62.7, 81.5]	100.0	393
One	28.3	[23.9, 33.2]	71.7	[66.8, 76.1]	100.0	800
Two+	42.0	[32.1, 52.6]	58.0	[47.4, 67.9]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	29.1	[21.9, 37.6]	70.9	[62.4, 78.1]	100.0	406
Yes	32.6	[27.4, 38.3]	67.4	[61.7, 72.6]	100.0	1,175

Level of Exposure to OneLove Booklets

None	31.1	[26.3, 36.3]	68.9	[63.7, 73.7]	100.0	1,023
1 Booklet	31.7	[19.2, 47.5]	68.3	[52.5, 80.8]	100.0	321
2-5 Booklets	38.5	[27.7, 50.6]	61.5	[49.4, 72.3]	100.0	244

Multimedia Exposure to OneLove

None	26.5	[17.3, 38.3]	73.5	[61.7, 82.7]	100.0	231
1 Channel	33.7	[19.9, 50.9]	66.3	[49.1, 80.1]	100.0	220
2+ Channels	32.5	[27.0, 38.6]	67.5	[61.4, 73.0]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	32.5	[26.2, 39.4]	67.5	[60.6, 73.8]	100.0	988
Yes	32.4	[25.1, 40.5]	67.6	[59.5, 74.9]	100.0	604

Total	32.4	[27.7, 37.4]	67.6	[62.6, 72.3]	100.0	1,594
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Table5f: Percentage who agree that TB can be cured even if HIV+ (k6) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	31.4	[21.0, 44.1]	68.6	[55.9, 79.0]	100.0	95
20-24	12.2	[3.5, 34.4]	87.8	[65.6, 96.5]	100.0	83
25-29	14.6	[7.6, 26.3]	85.4	[73.7, 92.4]	100.0	75
30-34	51.3	[25.0, 76.9]	48.7	[23.1, 75.0]	100.0	63
35-39	73.5	[35.3, 93.4]	26.5	[6.6, 64.7]	100.0	43
40-44	24.9	[5.9, 63.8]	75.1	[36.2, 94.1]	100.0	24
45-49	41.7	[6.8, 87.4]	58.3	[12.6, 93.2]	100.0	19
Current Marital Status						
Married/union	30.8	[17.9, 47.6]	69.2	[52.4, 82.1]	100.0	231
Div/sep/widow	52.0	[15.8, 86.2]	48.0	[13.8, 84.2]	100.0	31
Never married	53.7	[35.1, 71.4]	46.3	[28.6, 64.9]	100.0	140
Religion						
Catholic	43.9	[26.8, 62.5]	56.1	[37.5, 73.2]	100.0	62
Baptist	34.6	[30.5, 39.0]	65.4	[61.0, 69.5]	100.0	11
Pentacostal	44.3	[24.6, 65.9]	55.7	[34.1, 75.4]	100.0	79
7th Day Advent.	65.9	[30.8, 89.4]	34.1	[10.6, 69.2]	100.0	34
Jehovah's Wittn.	10.3	[8.3, 12.7]	89.7	[87.3, 91.7]	100.0	31
New Apostolic	13.1	[5.7, 27.5]	86.9	[72.5, 94.3]	100.0	32
UC of Zambia	51.3	[14.3, 87.0]	48.7	[13.0, 85.7]	100.0	85
Other	30.4	[15.2, 51.4]	69.6	[48.6, 84.8]	100.0	68
Highest Level of School Attended						
None	58.5	[29.4, 82.6]	41.5	[17.4, 70.6]	100.0	11
Primary	34.0	[16.1, 58.1]	66.0	[41.9, 83.9]	100.0	141
Secondary	37.6	[20.0, 59.3]	62.4	[40.7, 80.0]	100.0	226
High school	14.4	[12.2, 16.9]	85.6	[83.1, 87.8]	100.0	24
Able to Read English						
No	46.0	[24.9, 68.6]	54.0	[31.4, 75.1]	100.0	241
Yes	18.1	[10.5, 29.4]	81.9	[70.6, 89.5]	100.0	161
Wealth Index (Quintiles)						
First quintile	40.3	[19.1, 65.8]	59.7	[34.2, 80.9]	100.0	33
Second	29.6	[12.9, 54.3]	70.4	[45.7, 87.1]	100.0	78
Third	20.1	[7.8, 42.8]	79.9	[57.2, 92.2]	100.0	120
Fourth	53.9	[36.2, 70.6]	46.1	[29.4, 63.8]	100.0	93
Fifth quintile	36.0	[21.8, 53.2]	64.0	[46.8, 78.2]	100.0	75
Household owns television						
No	35.7	[22.9, 50.9]	64.3	[49.1, 77.1]	100.0	232
Yes	34.8	[18.6, 55.6]	65.2	[44.4, 81.4]	100.0	170
Household owns radio						
No	36.3	[21.2, 54.7]	63.7	[45.3, 78.8]	100.0	167
Yes	34.6	[22.8, 48.6]	65.4	[51.4, 77.2]	100.0	235

Household Owns Mobile Phone

No	45.8	[25.5, 67.7]	54.2	[32.3, 74.5]	100.0	84
Yes	29.3	[17.4, 45.0]	70.7	[55.0, 82.6]	100.0	318

Household Owns a Car

No	35.2	[22.6, 50.3]	64.8	[49.7, 77.4]	100.0	371
Yes	41.6	[18.2, 69.6]	58.4	[30.4, 81.8]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	27.9	[18.9, 39.1]	72.1	[60.9, 81.1]	100.0	192
One	47.5	[18.7, 78.0]	52.5	[22.0, 81.3]	100.0	141
Two+	38.7	[19.6, 62.1]	61.3	[37.9, 80.4]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	29.4	[18.2, 43.8]	70.6	[56.2, 81.8]	100.0	183
Yes	42.6	[29.1, 57.3]	57.4	[42.7, 70.9]	100.0	219

Level of Exposure to OneLove Booklets

None	35.9	[20.2, 55.2]	64.1	[44.8, 79.8]	100.0	307
1 Booklet	42.2	[28.7, 57.0]	57.8	[43.0, 71.3]	100.0	57
2-5 Booklets	7.5	[1.9, 24.9]	92.5	[75.1, 98.1]	100.0	36

Multimedia Exposure to OneLove

None	29.0	[11.5, 56.4]	71.0	[43.6, 88.5]	100.0	133
1 Channel	26.9	[17.3, 39.5]	73.1	[60.5, 82.7]	100.0	74
2+ Channels	48.3	[25.5, 71.9]	51.7	[28.1, 74.5]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	37.6	[27.0, 49.6]	62.4	[50.4, 73.0]	100.0	272
Yes	28.9	[8.6, 63.9]	71.1	[36.1, 91.4]	100.0	129

Total	35.4	[23.0, 50.1]	64.6	[49.9, 77.0]	100.0	402
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Table5g: Percentage who agree that TB can be cured even if HIV+ (k6) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	44.7	[36.8, 52.8]	55.3	[47.2, 63.2]	100.0	322
20-24	36.5	[27.8, 46.3]	63.5	[53.7, 72.2]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	43.6	[34.5, 53.2]	56.4	[46.8, 65.5]	100.0	279
Div/sep/widow	48.0	[20.7, 76.5]	52.0	[23.5, 79.3]	100.0	22
Never married	38.5	[30.0, 47.9]	61.5	[52.1, 70.0]	100.0	331
Religion						
Catholic	40.2	[28.7, 52.8]	59.8	[47.2, 71.3]	100.0	141
Baptist	50.6	[17.7, 83.0]	49.4	[17.0, 82.3]	100.0	16
Pentacostal	44.8	[28.4, 62.4]	55.2	[37.6, 71.6]	100.0	98
7th Day Advent.	44.2	[30.1, 59.2]	55.8	[40.8, 69.9]	100.0	100
Jehovah's Wittn.	45.7	[24.1, 69.1]	54.3	[30.9, 75.9]	100.0	37
New Apostolic	33.5	[17.3, 54.9]	66.5	[45.1, 82.7]	100.0	67
UC of Zambia	43.0	[27.0, 60.5]	57.0	[39.5, 73.0]	100.0	95
Other	34.4	[21.1, 50.8]	65.6	[49.2, 78.9]	100.0	78
Highest Level of School Attended						
None	24.1	[8.8, 51.1]	75.9	[48.9, 91.2]	100.0	23
Primary	47.8	[35.3, 60.6]	52.2	[39.4, 64.7]	100.0	226
Secondary	39.2	[31.9, 47.1]	60.8	[52.9, 68.1]	100.0	369
High school	11.4	[1.8, 47.0]	88.6	[53.0, 98.2]	100.0	12
Able to Read English						
No	45.8	[36.3, 55.5]	54.2	[44.5, 63.7]	100.0	391
Yes	32.5	[24.7, 41.4]	67.5	[58.6, 75.3]	100.0	240
Wealth Index (Quintiles)						
First quintile	42.0	[27.5, 58.0]	58.0	[42.0, 72.5]	100.0	134
Second	51.3	[39.4, 63.1]	48.7	[36.9, 60.6]	100.0	123
Third	25.9	[14.7, 41.5]	74.1	[58.5, 85.3]	100.0	114
Fourth	46.4	[31.0, 62.6]	53.6	[37.4, 69.0]	100.0	106
Fifth quintile	37.0	[26.2, 49.3]	63.0	[50.7, 73.8]	100.0	148
Household owns television						
No	42.7	[32.8, 53.2]	57.3	[46.8, 67.2]	100.0	373
Yes	38.4	[29.7, 47.9]	61.6	[52.1, 70.3]	100.0	258
Household owns radio						
No	43.7	[30.8, 57.6]	56.3	[42.4, 69.2]	100.0	217
Yes	39.6	[32.0, 47.8]	60.4	[52.2, 68.0]	100.0	414

Household Owns Mobile Phone

No	43.6	[30.4,	57.7]	56.4	[42.3,	69.6]	100.0	181
Yes	39.7	[32.4,	47.6]	60.3	[52.4,	67.6]	100.0	450

Household Owns a Car

No	39.6	[32.8,	46.9]	60.4	[53.1,	67.2]	100.0	584
Yes	62.1	[44.8,	76.8]	37.9	[23.2,	55.2]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	38.2	[27.3,	50.4]	61.8	[49.6,	72.7]	100.0	254
One	38.6	[29.1,	49.0]	61.4	[51.0,	70.9]	100.0	249
Two+	48.2	[35.1,	61.6]	51.8	[38.4,	64.9]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	42.7	[32.0,	54.2]	57.3	[45.8,	68.0]	100.0	303
Yes	39.7	[32.4,	47.5]	60.3	[52.5,	67.6]	100.0	327

Level of Exposure to OneLove Booklets

None	44.0	[35.9,	52.4]	56.0	[47.6,	64.1]	100.0	428
1 Booklet	36.2	[23.5,	51.3]	63.8	[48.7,	76.5]	100.0	113
2-5 Booklets	37.1	[23.0,	53.7]	62.9	[46.3,	77.0]	100.0	88

Multimedia Exposure to OneLove

None	43.2	[30.2,	57.1]	56.8	[42.9,	69.8]	100.0	174
1 Channel	39.9	[27.1,	54.2]	60.1	[45.8,	72.9]	100.0	136
2+ Channels	40.7	[32.9,	49.0]	59.3	[51.0,	67.1]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	41.2	[32.2,	50.8]	58.8	[49.2,	67.8]	100.0	369
Yes	40.5	[31.3,	50.5]	59.5	[49.5,	68.7]	100.0	261

Total	40.8	[34.1,	47.9]	59.2	[52.1,	65.9]	100.0	632
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Table5h: Percentage who agree that TB can be cured even if HIV+ (k6) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	48.3	[41.0, 55.6]	51.7	[44.4, 59.0]	100.0	153
20-24	34.6	[26.1, 44.2]	65.4	[55.8, 73.9]	100.0	124
25-29	38.0	[28.7, 48.2]	62.0	[51.8, 71.3]	100.0	93
30-34	33.6	[23.7, 45.2]	66.4	[54.8, 76.3]	100.0	82
35-39	41.0	[31.0, 51.7]	59.0	[48.3, 69.0]	100.0	108
40-44	12.4	[5.8, 24.3]	87.6	[75.7, 94.2]	100.0	60
45-49	27.9	[13.7, 48.6]	72.1	[51.4, 86.3]	100.0	32
Current Marital Status						
Married/union	34.6	[29.4, 40.4]	65.4	[59.6, 70.6]	100.0	380
Div/sep/widow	34.8	[21.1, 51.6]	65.2	[48.4, 78.9]	100.0	46
Never married	40.8	[33.9, 48.1]	59.2	[51.9, 66.1]	100.0	226
Religion						
Catholic	33.3	[26.8, 40.5]	66.7	[59.5, 73.2]	100.0	168
Baptist	42.6	[16.9, 73.1]	57.4	[26.9, 83.1]	100.0	20
Pentacostal	34.3	[26.2, 43.4]	65.7	[56.6, 73.8]	100.0	122
7th Day Advent.	49.9	[37.6, 62.3]	50.1	[37.7, 62.4]	100.0	87
Jehovah's Wittn.	38.7	[26.7, 52.3]	61.3	[47.7, 73.3]	100.0	60
New Apostolic	49.0	[25.5, 72.9]	51.0	[27.1, 74.5]	100.0	41
UC of Zambia	33.3	[23.7, 44.6]	66.7	[55.4, 76.3]	100.0	85
Other	33.7	[22.9, 46.5]	66.3	[53.5, 77.1]	100.0	69
Highest Level of School Attended						
None	39.8	[18.7, 65.5]	60.2	[34.5, 81.3]	100.0	19
Primary	42.4	[35.4, 49.7]	57.6	[50.3, 64.6]	100.0	185
Secondary	37.1	[32.3, 42.2]	62.9	[57.8, 67.7]	100.0	401
High school	17.7	[7.8, 35.3]	82.3	[64.7, 92.2]	100.0	45
Able to Read English						
No	45.1	[39.1, 51.2]	54.9	[48.8, 60.9]	100.0	310
Yes	30.9	[25.5, 36.9]	69.1	[63.1, 74.5]	100.0	342
Wealth Index (Quintiles)						
First quintile	63.9	[42.3, 81.1]	36.1	[18.9, 57.7]	100.0	16
Second	41.6	[33.9, 49.8]	58.4	[50.2, 66.1]	100.0	94
Third	41.2	[33.0, 49.9]	58.8	[50.1, 67.0]	100.0	122
Fourth	33.0	[22.5, 45.5]	67.0	[54.5, 77.5]	100.0	157
Fifth quintile	35.7	[29.2, 42.8]	64.3	[57.2, 70.8]	100.0	251
Household owns television						
No	38.3	[31.7, 45.4]	61.7	[54.6, 68.3]	100.0	275
Yes	36.7	[31.2, 42.6]	63.3	[57.4, 68.8]	100.0	377
Household owns radio						
No	39.5	[33.1, 46.3]	60.5	[53.7, 66.9]	100.0	181
Yes	36.6	[32.2, 41.4]	63.4	[58.6, 67.8]	100.0	471

Household Owns Mobile Phone

No	46.4	[34.7,	58.6]	53.6	[41.4,	65.3]	100.0	99
Yes	35.7	[31.4,	40.2]	64.3	[59.8,	68.6]	100.0	553

Household Owns a Car

No	37.7	[33.5,	42.0]	62.3	[58.0,	66.5]	100.0	579
Yes	33.8	[21.6,	48.6]	66.2	[51.4,	78.4]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	41.2	[32.0,	51.1]	58.8	[48.9,	68.0]	100.0	153
One	35.5	[29.7,	41.8]	64.5	[58.2,	70.3]	100.0	332
Two+	37.6	[29.8,	46.2]	62.4	[53.8,	70.2]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	37.6	[28.4,	47.9]	62.4	[52.1,	71.6]	100.0	152
Yes	37.4	[32.4,	42.6]	62.6	[57.4,	67.6]	100.0	498

Level of Exposure to OneLove Booklets

None	41.7	[36.9,	46.7]	58.3	[53.3,	63.1]	100.0	439
1 Booklet	27.1	[17.6,	39.2]	72.9	[60.8,	82.4]	100.0	130
2-5 Booklets	32.3	[20.2,	47.5]	67.7	[52.5,	79.8]	100.0	81

Multimedia Exposure to OneLove

None	41.2	[29.6,	53.8]	58.8	[46.2,	70.4]	100.0	104
1 Channel	40.0	[26.2,	55.5]	60.0	[44.5,	73.8]	100.0	71
2+ Channels	36.4	[32.0,	41.1]	63.6	[58.9,	68.0]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	35.8	[32.1,	39.6]	64.2	[60.4,	67.9]	100.0	411
Yes	39.9	[29.9,	50.8]	60.1	[49.2,	70.1]	100.0	241

Total	37.3	[33.3,	41.5]	62.7	[58.5,	66.7]	100.0	652
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Table 6a: Percentage who agree that it is important to know HIV status (a10) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	3.2	[1.4, 7.1]	96.8	[92.9, 98.6]	100.0	687
20-24	1.5	[0.6, 3.8]	98.5	[96.2, 99.4]	100.0	574
25-29	1.3	[0.5, 2.9]	98.7	[97.1, 99.5]	100.0	508
30-34	2.0	[0.8, 4.8]	98.0	[95.2, 99.2]	100.0	417
35-39	3.7	[1.7, 8.0]	96.3	[92.0, 98.3]	100.0	390
40-44	6.7	[3.2, 13.6]	93.3	[86.4, 96.8]	100.0	261
45-49	6.0	[2.3, 14.7]	94.0	[85.3, 97.7]	100.0	175
Current Marital Status						
Married/union	2.9	[1.9, 4.4]	97.1	[95.6, 98.1]	100.0	1,809
Div/sep/widow	5.6	[1.9, 15.1]	94.4	[84.9, 98.1]	100.0	210
Never married	2.7	[1.4, 5.4]	97.3	[94.6, 98.6]	100.0	993
Religion						
Catholic	4.2	[2.2, 8.1]	95.8	[91.9, 97.8]	100.0	633
Baptist	1.7	[0.3, 10.6]	98.3	[89.4, 99.7]	100.0	104
Pentacostal	2.1	[0.9, 4.8]	97.9	[95.2, 99.1]	100.0	470
7th Day Advent.	1.0	[0.3, 3.4]	99.0	[96.6, 99.7]	100.0	439
Jehovah's Wittn.	9.2	[4.5, 17.9]	90.8	[82.1, 95.5]	100.0	200
New Apostolic	2.3	[0.8, 6.6]	97.7	[93.4, 99.2]	100.0	337
UC of Zambia	3.3	[1.6, 6.8]	96.7	[93.2, 98.4]	100.0	410
Other	2.7	[1.3, 5.7]	97.3	[94.3, 98.7]	100.0	418
Highest Level of School Attended						
None	6.4	[2.8, 14.1]	93.6	[85.9, 97.2]	100.0	165
Primary	3.4	[2.1, 5.4]	96.6	[94.6, 97.9]	100.0	1,134
Secondary	2.4	[1.4, 4.2]	97.6	[95.8, 98.6]	100.0	1,562
High school	2.3	[0.7, 7.9]	97.7	[92.1, 99.3]	100.0	148
Able to Read English						
No	3.6	[2.4, 5.4]	96.4	[94.6, 97.6]	100.0	1,767
Yes	2.2	[1.2, 4.0]	97.8	[96.0, 98.8]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	2.9	[1.6, 5.0]	97.1	[95.0, 98.4]	100.0	600
Second	2.9	[1.4, 5.7]	97.1	[94.3, 98.6]	100.0	595
Third	1.4	[0.4, 4.4]	98.6	[95.6, 99.6]	100.0	595
Fourth	5.9	[2.7, 12.2]	94.1	[87.8, 97.3]	100.0	597
Fifth quintile	2.0	[1.0, 3.8]	98.0	[96.2, 99.0]	100.0	596
Household owns television						
No	3.4	[2.1, 5.2]	96.6	[94.8, 97.9]	100.0	1,776
Yes	2.6	[1.3, 5.0]	97.4	[95.0, 98.7]	100.0	1,234
Household owns radio						
No	2.3	[1.1, 4.5]	97.7	[95.5, 98.9]	100.0	1,014
Yes	3.4	[2.2, 5.1]	96.6	[94.9, 97.8]	100.0	1,996

Household Owns Mobile Phone

No	3.0	[1.6, 5.3]	97.0	[94.7, 98.4]	100.0	838
Yes	3.1	[1.9, 4.8]	96.9	[95.2, 98.1]	100.0	2,171

Household Owns a Car

No	3.2	[2.2, 4.6]	96.8	[95.4, 97.8]	100.0	2,813
Yes	0.8	[0.2, 3.4]	99.2	[96.6, 99.8]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	2.6	[1.4, 4.8]	97.4	[95.2, 98.6]	100.0	1,054
One	2.3	[1.4, 3.8]	97.7	[96.2, 98.6]	100.0	1,311
Two+	4.9	[2.5, 9.3]	95.1	[90.7, 97.5]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.2	[1.9, 5.4]	96.8	[94.6, 98.1]	100.0	1,172
Yes	2.8	[1.7, 4.6]	97.2	[95.4, 98.3]	100.0	1,821

Level of Exposure to OneLove Booklets

None	3.5	[2.3, 5.2]	96.5	[94.8, 97.7]	100.0	2,149
1 Booklet	1.6	[0.7, 3.3]	98.4	[96.7, 99.3]	100.0	500
2-5 Booklets	2.2	[0.8, 5.8]	97.8	[94.2, 99.2]	100.0	351

Multimedia Exposure to OneLove

None	3.2	[1.5, 6.4]	96.8	[93.6, 98.5]	100.0	728
1 Channel	2.8	[1.4, 5.6]	97.2	[94.4, 98.6]	100.0	533
2+ Channels	2.9	[1.8, 4.7]	97.1	[95.3, 98.2]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	4.0	[2.5, 6.1]	96.0	[93.9, 97.5]	100.0	1,921
Yes	1.7	[0.8, 3.3]	98.3	[96.7, 99.2]	100.0	1,086

Total	3.0	[2.1, 4.4]	97.0	[95.6, 97.9]	100.0	3,012
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Table6b: Percentage who agree that it is important to know HIV status (a10) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.1	[0.6, 7.0]	97.9	[93.0, 99.4]	100.0	322
20-24	1.7	[0.4, 6.4]	98.3	[93.6, 99.6]	100.0	310
25-29	0.9	[0.2, 3.7]	99.1	[96.3, 99.8]	100.0	280
30-34	2.0	[0.5, 7.2]	98.0	[92.8, 99.5]	100.0	226
35-39	5.8	[2.2, 14.5]	94.2	[85.5, 97.8]	100.0	173
40-44	10.6	[4.5, 22.9]	89.4	[77.1, 95.5]	100.0	119
45-49	9.1	[2.9, 25.2]	90.9	[74.8, 97.1]	100.0	66
Current Marital Status						
Married/union	3.7	[2.2, 6.1]	96.3	[93.9, 97.8]	100.0	974
Div/sep/widow	5.3	[1.1, 21.3]	94.7	[78.7, 98.9]	100.0	148
Never married	2.8	[1.1, 6.6]	97.2	[93.4, 98.9]	100.0	374
Religion						
Catholic	5.0	[2.1, 11.6]	95.0	[88.4, 97.9]	100.0	315
Baptist	3.2	[0.4, 20.7]	96.8	[79.3, 99.6]	100.0	46
Pentacostal	1.8	[0.4, 8.3]	98.2	[91.7, 99.6]	100.0	237
7th Day Advent.	1.4	[0.3, 7.0]	98.6	[93.0, 99.7]	100.0	217
Jehovah's Wittn.	13.2	[5.6, 28.0]	86.8	[72.0, 94.4]	100.0	93
New Apostolic	0.8	[0.1, 4.7]	99.2	[95.3, 99.9]	100.0	170
UC of Zambia	4.5	[1.7, 11.2]	95.5	[88.8, 98.3]	100.0	207
Other	3.3	[1.3, 8.4]	96.7	[91.6, 98.7]	100.0	210
Highest Level of School Attended						
None	8.9	[3.5, 20.4]	91.1	[79.6, 96.5]	100.0	115
Primary	4.0	[2.2, 7.1]	96.0	[92.9, 97.8]	100.0	651
Secondary	2.5	[1.0, 5.9]	97.5	[94.1, 99.0]	100.0	673
High school	3.5	[0.5, 21.8]	96.5	[78.2, 99.5]	100.0	54
Able to Read English						
No	4.3	[2.6, 7.0]	95.7	[93.0, 97.4]	100.0	1,050
Yes	2.0	[0.6, 6.2]	98.0	[93.8, 99.4]	100.0	444
Wealth Index (Quintiles)						
First quintile	3.6	[1.9, 7.0]	96.4	[93.0, 98.1]	100.0	321
Second	2.8	[1.0, 7.8]	97.2	[92.2, 99.0]	100.0	290
Third	2.1	[0.5, 8.9]	97.9	[91.1, 99.5]	100.0	285
Fourth	6.6	[2.4, 17.0]	93.4	[83.0, 97.6]	100.0	289
Fifth quintile	2.7	[1.1, 6.3]	97.3	[93.7, 98.9]	100.0	296
Household owns television						
No	4.0	[2.1, 7.5]	96.0	[92.5, 97.9]	100.0	899
Yes	3.1	[1.4, 6.6]	96.9	[93.4, 98.6]	100.0	595
Household owns radio						
No	3.6	[1.7, 7.6]	96.4	[92.4, 98.3]	100.0	538
Yes	3.6	[1.9, 6.7]	96.4	[93.3, 98.1]	100.0	956

Household Owns Mobile Phone

No	4.1	[2.1,	8.1]	95.9	[91.9,	97.9]	100.0	456
Yes	3.4	[1.7,	6.6]	96.6	[93.4,	98.3]	100.0	1,038

Household Owns a Car

No	3.8	[2.3,	6.2]	96.2	[93.8,	97.7]	100.0	1,393
Yes	0.6	[0.1,	3.6]	99.4	[96.4,	99.9]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	3.9	[1.9,	7.5]	96.1	[92.5,	98.1]	100.0	637
One	2.7	[1.1,	6.2]	97.3	[93.8,	98.9]	100.0	575
Two+	4.7	[2.0,	10.6]	95.3	[89.4,	98.0]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.7	[1.9,	7.2]	96.3	[92.8,	98.1]	100.0	735
Yes	3.2	[1.7,	6.1]	96.8	[93.9,	98.3]	100.0	753

Level of Exposure to OneLove Booklets

None	4.3	[2.5,	7.2]	95.7	[92.8,	97.5]	100.0	1,089
1 Booklet	1.3	[0.4,	4.4]	98.7	[95.6,	99.6]	100.0	234
2-5 Booklets	3.0	[0.8,	11.0]	97.0	[89.0,	99.2]	100.0	167

Multimedia Exposure to OneLove

None	4.3	[2.0,	9.2]	95.7	[90.8,	98.0]	100.0	461
1 Channel	2.7	[0.9,	7.9]	97.3	[92.1,	99.1]	100.0	300
2+ Channels	3.2	[1.7,	6.1]	96.8	[93.9,	98.3]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	4.9	[2.7,	9.0]	95.1	[91.0,	97.3]	100.0	853
Yes	2.1	[0.8,	5.3]	97.9	[94.7,	99.2]	100.0	639

Total	3.6	[2.2,	5.9]	96.4	[94.1,	97.8]	100.0	1,496
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Table6c: Percentage who agree that it is important to know HIV status (a10) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	4.0	[1.8, 8.8]	96.0	[91.2, 98.2]	100.0	365
20-24	1.3	[0.5, 3.9]	98.7	[96.1, 99.5]	100.0	264
25-29	1.6	[0.6, 4.5]	98.4	[95.5, 99.4]	100.0	228
30-34	2.0	[0.6, 6.1]	98.0	[93.9, 99.4]	100.0	191
35-39	1.3	[0.3, 4.9]	98.7	[95.1, 99.7]	100.0	217
40-44	2.3	[0.7, 7.0]	97.7	[93.0, 99.3]	100.0	142
45-49	3.7	[0.9, 14.4]	96.3	[85.6, 99.1]	100.0	109
Current Marital Status						
Married/union	1.9	[1.0, 3.8]	98.1	[96.2, 99.0]	100.0	835
Div/sep/widow	6.3	[1.6, 21.7]	93.7	[78.3, 98.4]	100.0	62
Never married	2.7	[1.3, 5.6]	97.3	[94.4, 98.7]	100.0	619
Religion						
Catholic	3.5	[1.1, 10.1]	96.5	[89.9, 98.9]	100.0	318
Baptist	0.2	[0.0, 0.9]	99.8	[99.1, 100.0]	100.0	58
Pentacostal	2.3	[0.9, 5.9]	97.7	[94.1, 99.1]	100.0	233
7th Day Advent.	0.6	[0.1, 3.5]	99.4	[96.5, 99.9]	100.0	222
Jehovah's Wittn.	5.0	[1.3, 17.3]	95.0	[82.7, 98.7]	100.0	107
New Apostolic	3.6	[1.2, 10.0]	96.4	[90.0, 98.8]	100.0	167
UC of Zambia	2.1	[0.7, 6.3]	97.9	[93.7, 99.3]	100.0	203
Other	2.1	[0.8, 5.4]	97.9	[94.6, 99.2]	100.0	208
Highest Level of School Attended						
None	1.9	[0.3, 11.6]	98.1	[88.4, 99.7]	100.0	50
Primary	2.7	[1.3, 5.6]	97.3	[94.4, 98.7]	100.0	483
Secondary	2.4	[1.2, 4.7]	97.6	[95.3, 98.8]	100.0	889
High school	1.6	[0.4, 7.0]	98.4	[93.0, 99.6]	100.0	94
Able to Read English						
No	2.6	[1.5, 4.6]	97.4	[95.4, 98.5]	100.0	717
Yes	2.3	[1.1, 4.7]	97.7	[95.3, 98.9]	100.0	799
Wealth Index (Quintiles)						
First quintile	2.0	[0.9, 4.7]	98.0	[95.3, 99.1]	100.0	279
Second	2.9	[1.1, 7.7]	97.1	[92.3, 98.9]	100.0	305
Third	0.7	[0.2, 2.9]	99.3	[97.1, 99.8]	100.0	310
Fourth	5.1	[2.1, 11.9]	94.9	[88.1, 97.9]	100.0	308
Fifth quintile	1.3	[0.5, 3.2]	98.7	[96.8, 99.5]	100.0	300
Household owns television						
No	2.7	[1.5, 4.7]	97.3	[95.3, 98.5]	100.0	877
Yes	2.1	[0.9, 5.1]	97.9	[94.9, 99.1]	100.0	639
Household owns radio						
No	0.6	[0.2, 1.8]	99.4	[98.2, 99.8]	100.0	476
Yes	3.2	[1.9, 5.2]	96.8	[94.8, 98.1]	100.0	1,040

Household Owns Mobile Phone

No	1.6	[0.7, 4.1]	98.4	[95.9, 99.3]	100.0	382
Yes	2.8	[1.6, 4.8]	97.2	[95.2, 98.4]	100.0	1,133

Household Owns a Car

No	2.5	[1.6, 4.1]	97.5	[95.9, 98.4]	100.0	1,420
Yes	1.0	[0.1, 7.1]	99.0	[92.9, 99.9]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	1.0	[0.3, 3.4]	99.0	[96.6, 99.7]	100.0	417
One	2.1	[1.2, 3.5]	97.9	[96.5, 98.8]	100.0	736
Two+	5.1	[2.2, 11.2]	94.9	[88.8, 97.8]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.5	[1.2, 5.1]	97.5	[94.9, 98.8]	100.0	437
Yes	2.5	[1.4, 4.5]	97.5	[95.5, 98.6]	100.0	1,068

Level of Exposure to OneLove Booklets

None	2.7	[1.6, 4.6]	97.3	[95.4, 98.4]	100.0	1,060
1 Booklet	1.8	[0.7, 4.6]	98.2	[95.4, 99.3]	100.0	266
2-5 Booklets	1.4	[0.4, 5.3]	98.6	[94.7, 99.6]	100.0	184

Multimedia Exposure to OneLove

None	1.2	[0.2, 6.1]	98.8	[93.9, 99.8]	100.0	267
1 Channel	2.8	[1.2, 6.4]	97.2	[93.6, 98.8]	100.0	233
2+ Channels	2.6	[1.5, 4.7]	97.4	[95.3, 98.5]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	3.1	[1.8, 5.4]	96.9	[94.6, 98.2]	100.0	1,068
Yes	1.2	[0.5, 2.6]	98.8	[97.4, 99.5]	100.0	447

Total	2.5	[1.5, 4.0]	97.5	[96.0, 98.5]	100.0	1,516
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Table 6d: Percentage who agree that it is important to know HIV status (a10) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.7	[1.1, 6.2]	97.3	[93.8, 98.9]	100.0	214
20-24	2.4	[0.8, 6.5]	97.6	[93.5, 99.2]	100.0	197
25-29	1.0	[0.2, 4.1]	99.0	[95.9, 99.8]	100.0	180
30-34	2.6	[0.8, 8.4]	97.4	[91.6, 99.2]	100.0	131
35-39	3.5	[1.4, 8.2]	96.5	[91.8, 98.6]	100.0	129
40-44	3.8	[1.3, 10.8]	96.2	[89.2, 98.7]	100.0	99
45-49	5.4	[1.3, 19.9]	94.6	[80.1, 98.7]	100.0	66
Current Marital Status						
Married/union	3.1	[1.8, 5.4]	96.9	[94.6, 98.2]	100.0	669
Div/sep/widow	2.3	[0.3, 14.4]	97.7	[85.6, 99.7]	100.0	70
Never married	2.1	[0.9, 4.9]	97.9	[95.1, 99.1]	100.0	277
Religion						
Catholic	1.8	[0.6, 5.0]	98.2	[95.0, 99.4]	100.0	194
Baptist	3.8	[0.5, 24.6]	96.2	[75.4, 99.5]	100.0	23
Pentacostal	1.7	[0.5, 6.1]	98.3	[93.9, 99.5]	100.0	102
7th Day Advent.	1.2	[0.3, 5.0]	98.8	[95.0, 99.7]	100.0	190
Jehovah's Wittn.	3.2	[0.5, 19.7]	96.8	[80.3, 99.5]	100.0	51
New Apostolic	3.3	[1.1, 9.5]	96.7	[90.5, 98.9]	100.0	154
UC of Zambia	5.9	[2.8, 12.0]	94.1	[88.0, 97.2]	100.0	132
Other	2.8	[1.0, 7.5]	97.2	[92.5, 99.0]	100.0	169
Highest Level of School Attended						
None	6.0	[2.3, 14.6]	94.0	[85.4, 97.7]	100.0	85
Primary	3.0	[1.7, 5.2]	97.0	[94.8, 98.3]	100.0	513
Secondary	1.7	[0.7, 4.4]	98.3	[95.6, 99.3]	100.0	398
High school	4.1	[0.6, 22.1]	95.9	[77.9, 99.4]	100.0	18
Able to Read English						
No	3.2	[1.9, 5.4]	96.8	[94.6, 98.1]	100.0	755
Yes	1.5	[0.6, 4.0]	98.5	[96.0, 99.4]	100.0	259
Wealth Index (Quintiles)						
First quintile	3.1	[1.8, 5.4]	96.9	[94.6, 98.2]	100.0	505
Second	2.8	[1.1, 6.8]	97.2	[93.2, 98.9]	100.0	265
Third	1.0	[0.2, 4.1]	99.0	[95.9, 99.8]	100.0	136
Fourth	4.2	[1.2, 13.2]	95.8	[86.8, 98.8]	100.0	78
Fifth quintile	0.0		100.0		100.0	19
Household owns television						
No	3.2	[1.9, 5.2]	96.8	[94.8, 98.1]	100.0	846
Yes	0.9	[0.2, 3.4]	99.1	[96.6, 99.8]	100.0	168
Household owns radio						
No	2.5	[1.0, 6.2]	97.5	[93.8, 99.0]	100.0	393
Yes	2.9	[1.7, 4.7]	97.1	[95.3, 98.3]	100.0	621

Household Owns Mobile Phone							
No	3.0	[1.5,	5.8]	97.0	[94.2,	98.5]	513
Yes	2.5	[1.4,	4.4]	97.5	[95.6,	98.6]	500

Household Owns a Car							
No	2.8	[1.7,	4.5]	97.2	[95.5,	98.3]	995
Yes	0.0			100.0			18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	2.7	[1.3,	5.9]	97.3	[94.1,	98.7]	469
One	1.6	[0.7,	3.6]	98.4	[96.4,	99.3]	370
Two+	4.9	[2.2,	10.8]	95.1	[89.2,	97.8]	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.9	[1.6,	5.4]	97.1	[94.6,	98.4]	583
Yes	2.5	[1.3,	4.9]	97.5	[95.1,	98.7]	427

Level of Exposure to OneLove Booklets

None	2.8	[1.6,	4.8]	97.2	[95.2,	98.4]	819
1 Booklet	1.8	[0.6,	5.7]	98.2	[94.3,	99.4]	122
2-5 Booklets	2.8	[0.6,	11.7]	97.2	[88.3,	99.4]	71

Multimedia Exposure to OneLove

None	2.9	[1.2,	7.1]	97.1	[92.9,	98.8]	364
1 Channel	2.8	[1.2,	6.5]	97.2	[93.5,	98.8]	239
2+ Channels	2.4	[1.2,	4.5]	97.6	[95.5,	98.8]	406

Exposed to Any SAfAIDS Materials or Program

No	3.8	[2.3,	6.2]	96.2	[93.8,	97.7]	661
Yes	0.9	[0.4,	2.2]	99.1	[97.8,	99.6]	353

Total	2.7	[1.7,	4.4]	97.3	[95.6,	98.3]	1,016
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Table 6e: Percentage who agree that it is important to know HIV status (a10) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	3.8	[1.0, 13.9]	96.2	[86.1, 99.0]	100.0	378
20-24	0.4	[0.1, 2.0]	99.6	[98.0, 99.9]	100.0	294
25-29	1.8	[0.6, 5.0]	98.2	[95.0, 99.4]	100.0	253
30-34	1.5	[0.4, 5.3]	98.5	[94.7, 99.6]	100.0	223
35-39	4.1	[1.1, 14.0]	95.9	[86.0, 98.9]	100.0	218
40-44	10.2	[3.8, 24.8]	89.8	[75.2, 96.2]	100.0	138
45-49	6.8	[1.7, 23.6]	93.2	[76.4, 98.3]	100.0	90
Current Marital Status						
Married/union	2.8	[1.5, 5.3]	97.2	[94.7, 98.5]	100.0	909
Div/sep/widow	9.2	[2.6, 27.8]	90.8	[72.2, 97.4]	100.0	109
Never married	3.4	[1.2, 9.0]	96.6	[91.0, 98.8]	100.0	576
Religion						
Catholic	6.7	[2.9, 14.7]	93.3	[85.3, 97.1]	100.0	377
Baptist	0.1	[0.0, 1.0]	99.9	[99.0, 100.0]	100.0	70
Pentacostal	2.3	[0.8, 6.9]	97.7	[93.1, 99.2]	100.0	289
7th Day Advent.	0.0	[0.0, 0.2]	100.0	[99.8, 100.0]	100.0	215
Jehovah's Wittn.	15.1	[7.2, 28.9]	84.9	[71.1, 92.8]	100.0	118
New Apostolic	0.1	[0.0, 0.8]	99.9	[99.2, 100.0]	100.0	151
UC of Zambia	0.1	[0.0, 0.3]	99.9	[99.7, 100.0]	100.0	193
Other	2.9	[0.9, 8.8]	97.1	[91.2, 99.1]	100.0	181
Highest Level of School Attended						
None	7.4	[1.0, 38.6]	92.6	[61.4, 99.0]	100.0	69
Primary	4.5	[2.0, 10.1]	95.5	[89.9, 98.0]	100.0	480
Secondary	3.1	[1.6, 6.1]	96.9	[93.9, 98.4]	100.0	938
High school	2.1	[0.4, 10.2]	97.9	[89.8, 99.6]	100.0	106
Able to Read English						
No	4.7	[2.4, 8.9]	95.3	[91.1, 97.6]	100.0	771
Yes	2.7	[1.3, 5.5]	97.3	[94.5, 98.7]	100.0	823
Wealth Index (Quintiles)						
First quintile	0.0		100.0		100.0	62
Second	3.3	[1.4, 7.4]	96.7	[92.6, 98.6]	100.0	252
Third	1.8	[0.3, 9.9]	98.2	[90.1, 99.7]	100.0	339
Fourth	6.6	[2.7, 15.3]	93.4	[84.7, 97.3]	100.0	426
Fifth quintile	2.1	[1.1, 4.1]	97.9	[95.9, 98.9]	100.0	502
Household owns television						
No	4.2	[1.5, 11.1]	95.8	[88.9, 98.5]	100.0	698
Yes	3.2	[1.6, 6.6]	96.8	[93.4, 98.4]	100.0	896
Household owns radio						
No	1.9	[0.6, 6.0]	98.1	[94.0, 99.4]	100.0	454
Yes	4.0	[2.1, 7.6]	96.0	[92.4, 97.9]	100.0	1,140

Household Owns Mobile Phone

No	3.1	[0.6,	14.3]	96.9	[85.7,	99.4]	100.0	241
Yes	3.6	[1.9,	6.7]	96.4	[93.3,	98.1]	100.0	1,353

Household Owns a Car

No	3.8	[2.1,	6.7]	96.2	[93.3,	97.9]	100.0	1,447
Yes	0.9	[0.2,	4.3]	99.1	[95.7,	99.8]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	2.6	[0.9,	7.5]	97.4	[92.5,	99.1]	100.0	393
One	3.0	[1.6,	5.8]	97.0	[94.2,	98.4]	100.0	800
Two+	4.9	[1.8,	12.7]	95.1	[87.3,	98.2]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.8	[1.7,	13.2]	95.2	[86.8,	98.3]	100.0	406
Yes	3.1	[1.6,	5.9]	96.9	[94.1,	98.4]	100.0	1,175

Level of Exposure to OneLove Booklets

None	4.8	[2.6,	8.8]	95.2	[91.2,	97.4]	100.0	1,023
1 Booklet	1.4	[0.5,	4.1]	98.6	[95.9,	99.5]	100.0	321
2-5 Booklets	1.9	[0.5,	7.2]	98.1	[92.8,	99.5]	100.0	244

Multimedia Exposure to OneLove

None	4.5	[1.2,	14.9]	95.5	[85.1,	98.8]	100.0	231
1 Channel	3.1	[0.8,	11.0]	96.9	[89.0,	99.2]	100.0	220
2+ Channels	3.3	[1.7,	6.3]	96.7	[93.7,	98.3]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	4.5	[2.1,	9.5]	95.5	[90.5,	97.9]	100.0	988
Yes	2.4	[0.9,	5.9]	97.6	[94.1,	99.1]	100.0	604

Total	3.5	[2.0,	6.2]	96.5	[93.8,	98.0]	100.0	1,594
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Table6f: Percentage who agree that it is important to know HIV status (a10) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	0.8	[0.2, 4.0]	99.2	[96.0, 99.8]	100.0	95
20-24	2.5	[0.4, 14.0]	97.5	[86.0, 99.6]	100.0	83
25-29	0.3	[0.1, 2.0]	99.7	[98.0, 99.9]	100.0	75
30-34	0.5	[0.1, 3.7]	99.5	[96.3, 99.9]	100.0	63
35-39	0.3	[0.0, 2.9]	99.7	[97.1, 100.0]	100.0	43
40-44	4.5	[1.0, 17.8]	95.5	[82.2, 99.0]	100.0	24
45-49	2.6	[0.6, 11.3]	97.4	[88.7, 99.4]	100.0	19
Current Marital Status						
Married/union	0.5	[0.1, 1.9]	99.5	[98.1, 99.9]	100.0	231
Div/sep/widow	19.5	[2.5, 69.8]	80.5	[30.2, 97.5]	100.0	31
Never married	2.3	[0.5, 10.4]	97.7	[89.6, 99.5]	100.0	140
Religion						
Catholic	1.0	[0.2, 4.0]	99.0	[96.0, 99.8]	100.0	62
Baptist	0.6	[0.0, 9.5]	99.4	[90.5, 100.0]	100.0	11
Pentacostal	0.5	[0.1, 3.1]	99.5	[96.9, 99.9]	100.0	79
7th Day Advent.	14.7	[3.5, 45.1]	85.3	[54.9, 96.5]	100.0	34
Jehovah's Wittn.	1.6	[0.2, 14.4]	98.4	[85.6, 99.8]	100.0	31
New Apostolic	0.0		100.0		100.0	32
UC of Zambia	1.4	[0.3, 6.5]	98.6	[93.5, 99.7]	100.0	85
Other	0.2	[0.0, 1.3]	99.8	[98.7, 100.0]	100.0	68
Highest Level of School Attended						
None	9.2	[0.8, 55.2]	90.8	[44.8, 99.2]	100.0	11
Primary	1.4	[0.4, 5.3]	98.6	[94.7, 99.6]	100.0	141
Secondary	0.6	[0.1, 3.2]	99.4	[96.8, 99.9]	100.0	226
High school	0.5	[0.0, 5.7]	99.5	[94.3, 100.0]	100.0	24
Able to Read English						
No	1.6	[0.6, 4.2]	98.4	[95.8, 99.4]	100.0	241
Yes	0.8	[0.1, 5.0]	99.2	[95.0, 99.9]	100.0	161
Wealth Index (Quintiles)						
First quintile	0.1	[0.0, 1.3]	99.9	[98.7, 100.0]	100.0	33
Second	2.3	[0.5, 9.2]	97.7	[90.8, 99.5]	100.0	78
Third	1.6	[0.2, 11.6]	98.4	[88.4, 99.8]	100.0	120
Fourth	0.6	[0.1, 5.5]	99.4	[94.5, 99.9]	100.0	93
Fifth quintile	3.6	[0.9, 13.6]	96.4	[86.4, 99.1]	100.0	75
Household owns television						
No	1.5	[0.5, 5.0]	98.5	[95.0, 99.5]	100.0	232
Yes	0.8	[0.1, 4.3]	99.2	[95.7, 99.9]	100.0	170
Household owns radio						
No	1.5	[0.4, 5.6]	98.5	[94.4, 99.6]	100.0	167
Yes	1.0	[0.2, 5.4]	99.0	[94.6, 99.8]	100.0	235

Household Owns Mobile Phone

No	2.0	[0.6,	7.0]	98.0	[93.0,	99.4]	100.0	84
Yes	0.8	[0.2,	4.3]	99.2	[95.7,	99.8]	100.0	318

Household Owns a Car

No	1.2	[0.4,	3.9]	98.8	[96.1,	99.6]	100.0	371
Yes	2.8	[0.6,	11.8]	97.2	[88.2,	99.4]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	1.2	[0.3,	5.1]	98.8	[94.9,	99.7]	100.0	192
One	1.4	[0.4,	5.3]	98.6	[94.7,	99.6]	100.0	141
Two+	1.1	[0.3,	4.2]	98.9	[95.8,	99.7]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	1.4	[0.4,	4.4]	98.6	[95.6,	99.6]	100.0	183
Yes	1.1	[0.2,	4.8]	98.9	[95.2,	99.8]	100.0	219

Level of Exposure to OneLove Booklets

None	1.2	[0.4,	3.9]	98.8	[96.1,	99.6]	100.0	307
1 Booklet	1.3	[0.2,	7.5]	98.7	[92.5,	99.8]	100.0	57
2-5 Booklets	1.6	[0.2,	10.5]	98.4	[89.5,	99.8]	100.0	36

Multimedia Exposure to OneLove

None	2.0	[0.6,	6.9]	98.0	[93.1,	99.4]	100.0	133
1 Channel	0.1	[0.0,	1.1]	99.9	[98.9,	100.0]	100.0	74
2+ Channels	1.5	[0.4,	5.6]	98.5	[94.4,	99.6]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	0.9	[0.2,	3.3]	99.1	[96.7,	99.8]	100.0	272
Yes	2.3	[0.7,	8.1]	97.7	[91.9,	99.3]	100.0	129

Total	1.2	[0.4,	4.0]	98.8	[96.0,	99.6]	100.0	402
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Table6g: Percentage who agree that it is important to know HIV status (a10) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.1	[0.6, 7.0]	97.9	[93.0, 99.4]	100.0	322
20-24	1.7	[0.4, 6.4]	98.3	[93.6, 99.6]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	1.2	[0.2, 7.2]	98.8	[92.8, 99.8]	100.0	279
Div/sep/widow	0.0		100.0		100.0	22
Never married	2.5	[0.8, 7.1]	97.5	[92.9, 99.2]	100.0	331
Religion						
Catholic	0.2	[0.1, 0.4]	99.8	[99.6, 99.9]	100.0	141
Baptist	0.0		100.0		100.0	16
Pentacostal	0.0	[0.0, 0.2]	100.0	[99.8, 100.0]	100.0	98
7th Day Advent.	2.6	[0.4, 15.2]	97.4	[84.8, 99.6]	100.0	100
Jehovah's Wittn.	9.2	[1.3, 43.9]	90.8	[56.1, 98.7]	100.0	37
New Apostolic	0.0		100.0		100.0	67
UC of Zambia	2.8	[0.4, 17.1]	97.2	[82.9, 99.6]	100.0	95
Other	2.9	[0.5, 14.6]	97.1	[85.4, 99.5]	100.0	78
Highest Level of School Attended						
None	9.0	[1.2, 45.0]	91.0	[55.0, 98.8]	100.0	23
Primary	2.4	[0.6, 10.1]	97.6	[89.9, 99.4]	100.0	226
Secondary	1.1	[0.3, 4.0]	98.9	[96.0, 99.7]	100.0	369
High school	0.2	[0.0, 1.6]	99.8	[98.4, 100.0]	100.0	12
Able to Read English						
No	3.0	[1.2, 7.3]	97.0	[92.7, 98.8]	100.0	391
Yes	0.1	[0.0, 0.2]	99.9	[99.8, 100.0]	100.0	240
Wealth Index (Quintiles)						
First quintile	2.7	[0.7, 10.0]	97.3	[90.0, 99.3]	100.0	134
Second	2.3	[0.3, 14.2]	97.7	[85.8, 99.7]	100.0	123
Third	0.2	[0.1, 0.7]	99.8	[99.3, 99.9]	100.0	114
Fourth	3.9	[0.6, 22.3]	96.1	[77.7, 99.4]	100.0	106
Fifth quintile	0.4	[0.1, 1.7]	99.6	[98.3, 99.9]	100.0	148
Household owns television						
No	2.1	[0.7, 6.2]	97.9	[93.8, 99.3]	100.0	373
Yes	1.6	[0.3, 8.0]	98.4	[92.0, 99.7]	100.0	258
Household owns radio						
No	3.9	[1.4, 10.9]	96.1	[89.1, 98.6]	100.0	217
Yes	1.0	[0.2, 5.0]	99.0	[95.0, 99.8]	100.0	414

Household Owns Mobile Phone

No	3.3	[1.0, 10.0]	96.7	[90.0, 99.0]	100.0	181
Yes	1.3	[0.3, 4.7]	98.7	[95.3, 99.7]	100.0	450

Household Owns a Car

No	1.9	[0.7, 4.9]	98.1	[95.1, 99.3]	100.0	584
Yes	1.3	[0.2, 8.0]	98.7	[92.0, 99.8]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	3.3	[1.1, 9.1]	96.7	[90.9, 98.9]	100.0	254
One	0.2	[0.0, 1.0]	99.8	[99.0, 100.0]	100.0	249
Two+	2.2	[0.3, 13.3]	97.8	[86.7, 99.7]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.6	[0.9, 7.5]	97.4	[92.5, 99.1]	100.0	303
Yes	1.3	[0.2, 6.5]	98.7	[93.5, 99.8]	100.0	327

Level of Exposure to OneLove Booklets

None	3.0	[1.2, 7.5]	97.0	[92.5, 98.8]	100.0	428
1 Booklet	0.1	[0.0, 0.2]	99.9	[99.8, 100.0]	100.0	113
2-5 Booklets	0.1	[0.0, 0.4]	99.9	[99.6, 100.0]	100.0	88

Multimedia Exposure to OneLove

None	4.5	[1.6, 12.2]	95.5	[87.8, 98.4]	100.0	174
1 Channel	0.1	[0.0, 0.3]	99.9	[99.7, 100.0]	100.0	136
2+ Channels	1.2	[0.2, 6.4]	98.8	[93.6, 99.8]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	3.2	[1.2, 8.1]	96.8	[91.9, 98.8]	100.0	369
Yes	0.2	[0.0, 0.9]	99.8	[99.1, 100.0]	100.0	261

Total	1.9	[0.7, 4.7]	98.1	[95.3, 99.3]	100.0	632
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Table 6h: Percentage who agree that it is important to know HIV status (a10) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.2	[0.7, 7.3]	97.8	[92.7, 99.3]	100.0	153
20-24	1.0	[0.1, 6.6]	99.0	[93.4, 99.9]	100.0	124
25-29	6.6	[2.3, 17.4]	93.4	[82.6, 97.7]	100.0	93
30-34	2.7	[0.6, 11.6]	97.3	[88.4, 99.4]	100.0	82
35-39	3.4	[1.1, 9.9]	96.6	[90.1, 98.9]	100.0	108
40-44	3.5	[0.8, 13.9]	96.5	[86.1, 99.2]	100.0	60
45-49	0.0		100.0		100.0	32
Current Marital Status						
Married/union	1.6	[0.7, 4.1]	98.4	[95.9, 99.3]	100.0	380
Div/sep/widow	6.3	[1.9, 18.8]	93.7	[81.2, 98.1]	100.0	46
Never married	3.3	[1.6, 6.7]	96.7	[93.3, 98.4]	100.0	226
Religion						
Catholic	2.4	[0.7, 7.3]	97.6	[92.7, 99.3]	100.0	168
Baptist	0.0		100.0		100.0	20
Pentacostal	5.1	[1.7, 14.6]	94.9	[85.4, 98.3]	100.0	122
7th Day Advent.	0.9	[0.1, 6.1]	99.1	[93.9, 99.9]	100.0	87
Jehovah's Wittn.	6.3	[1.6, 21.4]	93.7	[78.6, 98.4]	100.0	60
New Apostolic	0.0		100.0		100.0	41
UC of Zambia	0.0		100.0		100.0	85
Other	4.3	[1.6, 11.2]	95.7	[88.8, 98.4]	100.0	69
Highest Level of School Attended						
None	4.4	[0.6, 27.3]	95.6	[72.7, 99.4]	100.0	19
Primary	1.1	[0.3, 4.8]	98.9	[95.2, 99.7]	100.0	185
Secondary	3.6	[2.0, 6.3]	96.4	[93.7, 98.0]	100.0	401
High school	1.4	[0.2, 9.1]	98.6	[90.9, 99.8]	100.0	45
Able to Read English						
No	2.4	[1.1, 5.1]	97.6	[94.9, 98.9]	100.0	310
Yes	3.0	[1.5, 6.1]	97.0	[93.9, 98.5]	100.0	342
Wealth Index (Quintiles)						
First quintile	0.0		100.0		100.0	16
Second	4.0	[1.4, 11.2]	96.0	[88.8, 98.6]	100.0	94
Third	0.0		100.0		100.0	122
Fourth	2.9	[1.0, 8.3]	97.1	[91.7, 99.0]	100.0	157
Fifth quintile	3.7	[2.0, 7.0]	96.3	[93.0, 98.0]	100.0	251
Household owns television						
No	3.1	[1.4, 6.8]	96.9	[93.2, 98.6]	100.0	275
Yes	2.5	[1.2, 5.0]	97.5	[95.0, 98.8]	100.0	377
Household owns radio						
No	1.3	[0.4, 3.8]	98.7	[96.2, 99.6]	100.0	181
Yes	3.2	[1.8, 5.7]	96.8	[94.3, 98.2]	100.0	471

Household Owns Mobile Phone

No	2.0	[0.7, 5.8]	98.0	[94.2, 99.3]	100.0	99
Yes	2.9	[1.6, 5.1]	97.1	[94.9, 98.4]	100.0	553

Household Owns a Car

No	2.8	[1.6, 4.8]	97.2	[95.2, 98.4]	100.0	579
Yes	2.6	[0.5, 11.7]	97.4	[88.3, 99.5]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	0.9	[0.3, 3.4]	99.1	[96.6, 99.7]	100.0	153
One	4.1	[2.4, 7.1]	95.9	[92.9, 97.6]	100.0	332
Two+	1.5	[0.3, 6.8]	98.5	[93.2, 99.7]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.4	[1.1, 5.2]	97.6	[94.8, 98.9]	100.0	152
Yes	2.9	[1.5, 5.3]	97.1	[94.7, 98.5]	100.0	498

Level of Exposure to OneLove Booklets

None	3.3	[1.9, 5.6]	96.7	[94.4, 98.1]	100.0	439
1 Booklet	1.3	[0.3, 5.8]	98.7	[94.2, 99.7]	100.0	130
2-5 Booklets	2.4	[0.4, 14.0]	97.6	[86.0, 99.6]	100.0	81

Multimedia Exposure to OneLove

None	1.4	[0.4, 5.2]	98.6	[94.8, 99.6]	100.0	104
1 Channel	1.9	[0.4, 7.7]	98.1	[92.3, 99.6]	100.0	71
2+ Channels	3.1	[1.7, 5.6]	96.9	[94.4, 98.3]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	2.9	[1.5, 5.8]	97.1	[94.2, 98.5]	100.0	411
Yes	2.5	[0.9, 6.7]	97.5	[93.3, 99.1]	100.0	241

Total	2.7	[1.6, 4.7]	97.3	[95.3, 98.4]	100.0	652
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Table7a: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (k4) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	16.7	[12.5, 21.9]	83.3	[78.1, 87.5]	100.0	687
20-24	18.4	[13.4, 24.7]	81.6	[75.3, 86.6]	100.0	574
25-29	13.9	[10.2, 18.8]	86.1	[81.2, 89.8]	100.0	507
30-34	18.8	[13.9, 25.0]	81.2	[75.0, 86.1]	100.0	417
35-39	11.1	[7.3, 16.5]	88.9	[83.5, 92.7]	100.0	390
40-44	13.4	[8.7, 20.0]	86.6	[80.0, 91.3]	100.0	261
45-49	11.7	[6.6, 19.8]	88.3	[80.2, 93.4]	100.0	175
Current Marital Status						
Married/union	13.8	[11.1, 16.9]	86.2	[83.1, 88.9]	100.0	1,808
Div/sep/widow	16.3	[10.3, 24.7]	83.7	[75.3, 89.7]	100.0	210
Never married	18.1	[13.9, 23.3]	81.9	[76.7, 86.1]	100.0	993
Religion						
Catholic	15.4	[11.4, 20.6]	84.6	[79.4, 88.6]	100.0	633
Baptist	8.7	[3.8, 18.5]	91.3	[81.5, 96.2]	100.0	104
Pentacostal	17.3	[12.9, 22.8]	82.7	[77.2, 87.1]	100.0	470
7th Day Advent.	20.0	[15.0, 26.1]	80.0	[73.9, 85.0]	100.0	439
Jehovah's Wittn.	15.7	[9.0, 25.7]	84.3	[74.3, 91.0]	100.0	200
New Apostolic	13.7	[9.4, 19.4]	86.3	[80.6, 90.6]	100.0	337
UC of Zambia	14.5	[9.1, 22.5]	85.5	[77.5, 90.9]	100.0	410
Other	13.2	[9.5, 18.1]	86.8	[81.9, 90.5]	100.0	417
Highest Level of School Attended						
None	23.8	[16.6, 32.8]	76.2	[67.2, 83.4]	100.0	165
Primary	17.0	[13.5, 21.2]	83.0	[78.8, 86.5]	100.0	1,133
Secondary	14.5	[11.4, 18.3]	85.5	[81.7, 88.6]	100.0	1,562
High school	6.7	[3.5, 12.2]	93.3	[87.8, 96.5]	100.0	148
Able to Read English						
No	18.4	[15.0, 22.3]	81.6	[77.7, 85.0]	100.0	1,766
Yes	11.4	[8.9, 14.6]	88.6	[85.4, 91.1]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	21.3	[15.8, 28.0]	78.7	[72.0, 84.2]	100.0	600
Second	16.5	[11.9, 22.3]	83.5	[77.7, 88.1]	100.0	595
Third	14.1	[9.5, 20.3]	85.9	[79.7, 90.5]	100.0	595
Fourth	14.2	[10.1, 19.6]	85.8	[80.4, 89.9]	100.0	596
Fifth quintile	8.8	[5.7, 13.5]	91.2	[86.5, 94.3]	100.0	596
Household owns television						
No	19.1	[15.8, 23.0]	80.9	[77.0, 84.2]	100.0	1,776
Yes	10.5	[7.8, 13.9]	89.5	[86.1, 92.2]	100.0	1,233
Household owns radio						
No	19.2	[14.6, 24.8]	80.8	[75.2, 85.4]	100.0	1,013
Yes	14.0	[11.6, 16.8]	86.0	[83.2, 88.4]	100.0	1,996

Household Owns Mobile Phone							
No	18.6	[14.2,	24.0]	81.4	[76.0,	85.8]	100.0 838
Yes	14.0	[11.6,	16.8]	86.0	[83.2,	88.4]	100.0 2,170
Household Owns a Car							
No	16.1	[13.5,	19.1]	83.9	[80.9,	86.5]	100.0 2,812
Yes	5.7	[2.7,	11.6]	94.3	[88.4,	97.3]	100.0 195
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	12.6	[9.7,	16.2]	87.4	[83.8,	90.3]	100.0 1,054
One	14.4	[11.0,	18.6]	85.6	[81.4,	89.0]	100.0 1,311
Two+	22.0	[17.0,	27.9]	78.0	[72.1,	83.0]	100.0 645
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	14.4	[11.4,	18.0]	85.6	[82.0,	88.6]	100.0 1,172
Yes	16.3	[13.0,	20.3]	83.7	[79.7,	87.0]	100.0 1,820
Level of Exposure to OneLove Booklets							
None	16.6	[13.6,	20.1]	83.4	[79.9,	86.4]	100.0 2,148
1 Booklet	14.3	[10.1,	19.9]	85.7	[80.1,	89.9]	100.0 500
2-5 Booklets	11.2	[7.4,	16.8]	88.8	[83.2,	92.6]	100.0 351
Multimedia Exposure to OneLove							
None	13.3	[9.4,	18.4]	86.7	[81.6,	90.6]	100.0 728
1 Channel	14.2	[10.6,	18.8]	85.8	[81.2,	89.4]	100.0 533
2+ Channels	16.9	[13.7,	20.8]	83.1	[79.2,	86.3]	100.0 1,724
Exposed to Any SAfAIDS Materials or Program							
No	18.1	[14.6,	22.3]	81.9	[77.7,	85.4]	100.0 1,921
Yes	11.7	[8.1,	16.7]	88.3	[83.3,	91.9]	100.0 1,085
Total	15.5	[13.1,	18.4]	84.5	[81.6,	86.9]	100.0 3,011

Table 7b: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	15.0	[10.3, 21.5]	85.0	[78.5, 89.7]	100.0	322
20-24	18.4	[12.2, 26.9]	81.6	[73.1, 87.8]	100.0	310
25-29	15.2	[9.5, 23.3]	84.8	[76.7, 90.5]	100.0	279
30-34	22.7	[14.8, 33.1]	77.3	[66.9, 85.2]	100.0	226
35-39	11.2	[5.8, 20.5]	88.8	[79.5, 94.2]	100.0	173
40-44	11.9	[6.7, 20.4]	88.1	[79.6, 93.3]	100.0	119
45-49	11.9	[4.7, 27.3]	88.1	[72.7, 95.3]	100.0	66
Current Marital Status						
Married/union	15.5	[11.4, 20.7]	84.5	[79.3, 88.6]	100.0	973
Div/sep/widow	17.0	[9.7, 28.2]	83.0	[71.8, 90.3]	100.0	148
Never married	16.1	[11.2, 22.4]	83.9	[77.6, 88.8]	100.0	374
Religion						
Catholic	16.0	[10.1, 24.3]	84.0	[75.7, 89.9]	100.0	315
Baptist	6.5	[1.8, 21.0]	93.5	[79.0, 98.2]	100.0	46
Pentacostal	14.2	[9.2, 21.4]	85.8	[78.6, 90.8]	100.0	237
7th Day Advent.	15.6	[9.0, 25.6]	84.4	[74.4, 91.0]	100.0	217
Jehovah's Wittn.	16.1	[7.4, 31.5]	83.9	[68.5, 92.6]	100.0	93
New Apostolic	19.1	[11.2, 30.8]	80.9	[69.2, 88.8]	100.0	170
UC of Zambia	13.9	[7.7, 23.7]	86.1	[76.3, 92.3]	100.0	207
Other	17.6	[11.3, 26.4]	82.4	[73.6, 88.7]	100.0	209
Highest Level of School Attended						
None	17.1	[9.6, 28.5]	82.9	[71.5, 90.4]	100.0	115
Primary	13.7	[9.9, 18.6]	86.3	[81.4, 90.1]	100.0	650
Secondary	18.4	[13.3, 24.9]	81.6	[75.1, 86.7]	100.0	673
High school	7.5	[2.4, 21.4]	92.5	[78.6, 97.6]	100.0	54
Able to Read English						
No	15.3	[11.5, 20.1]	84.7	[79.9, 88.5]	100.0	1,049
Yes	17.1	[11.7, 24.3]	82.9	[75.7, 88.3]	100.0	444
Wealth Index (Quintiles)						
First quintile	15.6	[10.4, 22.7]	84.4	[77.3, 89.6]	100.0	321
Second	20.8	[13.9, 30.1]	79.2	[69.9, 86.1]	100.0	290
Third	13.9	[8.6, 21.7]	86.1	[78.3, 91.4]	100.0	285
Fourth	21.1	[14.4, 29.7]	78.9	[70.3, 85.6]	100.0	288
Fifth quintile	7.7	[4.3, 13.2]	92.3	[86.8, 95.7]	100.0	296
Household owns television						
No	17.7	[13.0, 23.7]	82.3	[76.3, 87.0]	100.0	899
Yes	13.0	[9.2, 18.2]	87.0	[81.8, 90.8]	100.0	594
Household owns radio						
No	17.5	[12.2, 24.6]	82.5	[75.4, 87.8]	100.0	537
Yes	15.0	[10.9, 20.2]	85.0	[79.8, 89.1]	100.0	956

Household Owns Mobile Phone

No	15.7	[10.6, 22.4]	84.3	[77.6, 89.4]	100.0	456
Yes	15.9	[11.9, 20.9]	84.1	[79.1, 88.1]	100.0	1,037

Household Owns a Car

No	16.3	[12.5, 21.0]	83.7	[79.0, 87.5]	100.0	1,392
Yes	6.9	[2.4, 17.8]	93.1	[82.2, 97.6]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	13.3	[9.0, 19.3]	86.7	[80.7, 91.0]	100.0	637
One	16.0	[10.8, 23.0]	84.0	[77.0, 89.2]	100.0	575
Two+	20.0	[13.7, 28.1]	80.0	[71.9, 86.3]	100.0	282

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.5	[10.4, 19.7]	85.5	[80.3, 89.6]	100.0	735
Yes	17.2	[12.1, 23.8]	82.8	[76.2, 87.9]	100.0	752

Level of Exposure to OneLove Booklets

None	16.5	[12.6, 21.4]	83.5	[78.6, 87.4]	100.0	1,088
1 Booklet	14.5	[8.1, 24.4]	85.5	[75.6, 91.9]	100.0	234
2-5 Booklets	14.3	[7.5, 25.8]	85.7	[74.2, 92.5]	100.0	167

Multimedia Exposure to OneLove

None	14.3	[9.2, 21.5]	85.7	[78.5, 90.8]	100.0	461
1 Channel	14.0	[9.1, 21.1]	86.0	[78.9, 90.9]	100.0	300
2+ Channels	17.5	[12.6, 23.7]	82.5	[76.3, 87.4]	100.0	724

Exposed to Any SAfAIDS Materials or Program

No	16.0	[11.5, 21.7]	84.0	[78.3, 88.5]	100.0	853
Yes	15.7	[9.8, 24.3]	84.3	[75.7, 90.2]	100.0	638

Total	15.8	[12.1, 20.3]	84.2	[79.7, 87.9]	100.0	1,495
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Table7c: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	18.0	[11.8, 26.4]	82.0	[73.6, 88.2]	100.0	365
20-24	18.3	[12.2, 26.5]	81.7	[73.5, 87.8]	100.0	264
25-29	12.8	[7.7, 20.5]	87.2	[79.5, 92.3]	100.0	228
30-34	14.0	[7.5, 24.6]	86.0	[75.4, 92.5]	100.0	191
35-39	11.0	[6.0, 19.3]	89.0	[80.7, 94.0]	100.0	217
40-44	15.1	[8.0, 26.8]	84.9	[73.2, 92.0]	100.0	142
45-49	11.5	[5.5, 22.5]	88.5	[77.5, 94.5]	100.0	109
Current Marital Status						
Married/union	11.6	[8.0, 16.6]	88.4	[83.4, 92.0]	100.0	835
Div/sep/widow	14.5	[5.5, 33.3]	85.5	[66.7, 94.5]	100.0	62
Never married	19.4	[13.8, 26.7]	80.6	[73.3, 86.2]	100.0	619
Religion						
Catholic	14.9	[9.4, 22.8]	85.1	[77.2, 90.6]	100.0	318
Baptist	11.0	[3.1, 32.6]	89.0	[67.4, 96.9]	100.0	58
Pentacostal	20.1	[12.9, 29.9]	79.9	[70.1, 87.1]	100.0	233
7th Day Advent.	24.0	[16.0, 34.5]	76.0	[65.5, 84.0]	100.0	222
Jehovah's Wittn.	15.2	[7.3, 29.0]	84.8	[71.0, 92.7]	100.0	107
New Apostolic	8.9	[4.7, 16.3]	91.1	[83.7, 95.3]	100.0	167
UC of Zambia	15.2	[7.6, 28.2]	84.8	[71.8, 92.4]	100.0	203
Other	8.2	[4.3, 15.3]	91.8	[84.7, 95.7]	100.0	208
Highest Level of School Attended						
None	36.0	[20.9, 54.5]	64.0	[45.5, 79.1]	100.0	50
Primary	21.0	[14.7, 29.2]	79.0	[70.8, 85.3]	100.0	483
Secondary	11.2	[8.0, 15.7]	88.8	[84.3, 92.0]	100.0	889
High school	6.1	[2.8, 13.0]	93.9	[87.0, 97.2]	100.0	94
Able to Read English						
No	22.9	[16.2, 31.4]	77.1	[68.6, 83.8]	100.0	717
Yes	8.3	[5.8, 11.7]	91.7	[88.3, 94.2]	100.0	799
Wealth Index (Quintiles)						
First quintile	27.2	[17.3, 40.0]	72.8	[60.0, 82.7]	100.0	279
Second	12.2	[6.2, 22.5]	87.8	[77.5, 93.8]	100.0	305
Third	14.2	[7.8, 24.5]	85.8	[75.5, 92.2]	100.0	310
Fourth	7.0	[3.5, 13.7]	93.0	[86.3, 96.5]	100.0	308
Fifth quintile	9.9	[5.7, 16.5]	90.1	[83.5, 94.3]	100.0	300
Household owns television						
No	20.5	[14.8, 27.7]	79.5	[72.3, 85.2]	100.0	877
Yes	8.0	[5.0, 12.6]	92.0	[87.4, 95.0]	100.0	639
Household owns radio						
No	21.1	[13.2, 32.1]	78.9	[67.9, 86.8]	100.0	476
Yes	13.0	[10.0, 16.9]	87.0	[83.1, 90.0]	100.0	1,040

Household Owns Mobile Phone

No	21.9	[14.3,	32.2]	78.1	[67.8,	85.7]	100.0	382
Yes	12.3	[9.3,	16.1]	87.7	[83.9,	90.7]	100.0	1,133

Household Owns a Car

No	15.9	[11.9,	21.0]	84.1	[79.0,	88.1]	100.0	1,420
Yes	4.5	[0.9,	20.6]	95.5	[79.4,	99.1]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	11.6	[7.5,	17.5]	88.4	[82.5,	92.5]	100.0	417
One	13.2	[8.6,	19.8]	86.8	[80.2,	91.4]	100.0	736
Two+	23.8	[17.2,	32.1]	76.2	[67.9,	82.8]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.2	[9.7,	20.4]	85.8	[79.6,	90.3]	100.0	437
Yes	15.7	[11.2,	21.5]	84.3	[78.5,	88.8]	100.0	1,068

Level of Exposure to OneLove Booklets

None	16.7	[12.0,	22.8]	83.3	[77.2,	88.0]	100.0	1,060
1 Booklet	14.2	[8.5,	22.7]	85.8	[77.3,	91.5]	100.0	266
2-5 Booklets	8.1	[3.7,	16.7]	91.9	[83.3,	96.3]	100.0	184

Multimedia Exposure to OneLove

None	11.6	[6.8,	19.3]	88.4	[80.7,	93.2]	100.0	267
1 Channel	14.4	[8.9,	22.3]	85.6	[77.7,	91.1]	100.0	233
2+ Channels	16.5	[11.8,	22.5]	83.5	[77.5,	88.2]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	19.9	[14.7,	26.4]	80.1	[73.6,	85.3]	100.0	1,068
Yes	6.4	[3.9,	10.5]	93.6	[89.5,	96.1]	100.0	447

Total	15.3	[11.5,	20.1]	84.7	[79.9,	88.5]	100.0	1,516
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Table 7d: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	23.2	[17.1, 30.8]	76.8	[69.2, 82.9]	100.0	214
20-24	21.8	[14.9, 30.7]	78.2	[69.3, 85.1]	100.0	197
25-29	13.7	[8.9, 20.7]	86.3	[79.3, 91.1]	100.0	180
30-34	22.0	[14.4, 32.1]	78.0	[67.9, 85.6]	100.0	131
35-39	16.7	[11.0, 24.4]	83.3	[75.6, 89.0]	100.0	129
40-44	17.2	[10.9, 26.2]	82.8	[73.8, 89.1]	100.0	99
45-49	16.7	[9.5, 27.5]	83.3	[72.5, 90.5]	100.0	66
Current Marital Status						
Married/union	17.0	[13.2, 21.6]	83.0	[78.4, 86.8]	100.0	669
Div/sep/widow	18.0	[10.3, 29.6]	82.0	[70.4, 89.7]	100.0	70
Never married	24.1	[18.3, 31.0]	75.9	[69.0, 81.7]	100.0	277
Religion						
Catholic	17.7	[11.1, 26.8]	82.3	[73.2, 88.9]	100.0	194
Baptist	7.5	[2.5, 20.9]	92.5	[79.1, 97.5]	100.0	23
Pentacostal	21.6	[12.3, 35.1]	78.4	[64.9, 87.7]	100.0	102
7th Day Advent.	23.9	[17.3, 31.9]	76.1	[68.1, 82.7]	100.0	190
Jehovah's Wittn.	28.9	[16.5, 45.6]	71.1	[54.4, 83.5]	100.0	51
New Apostolic	16.3	[10.8, 23.8]	83.7	[76.2, 89.2]	100.0	154
UC of Zambia	19.3	[11.6, 30.3]	80.7	[69.7, 88.4]	100.0	132
Other	17.0	[11.9, 23.7]	83.0	[76.3, 88.1]	100.0	169
Highest Level of School Attended						
None	24.2	[16.2, 34.5]	75.8	[65.5, 83.8]	100.0	85
Primary	19.6	[14.8, 25.4]	80.4	[74.6, 85.2]	100.0	513
Secondary	18.7	[14.1, 24.4]	81.3	[75.6, 85.9]	100.0	398
High school	17.8	[9.6, 30.5]	82.2	[69.5, 90.4]	100.0	18
Able to Read English						
No	20.6	[16.0, 26.1]	79.4	[73.9, 84.0]	100.0	755
Yes	16.6	[11.7, 23.1]	83.4	[76.9, 88.3]	100.0	259
Wealth Index (Quintiles)						
First quintile	20.3	[14.9, 27.0]	79.7	[73.0, 85.1]	100.0	505
Second	18.1	[12.5, 25.5]	81.9	[74.5, 87.5]	100.0	265
Third	16.6	[9.4, 27.4]	83.4	[72.6, 90.6]	100.0	136
Fourth	25.8	[16.5, 37.8]	74.2	[62.2, 83.5]	100.0	78
Fifth quintile	18.9	[12.9, 26.9]	81.1	[73.1, 87.1]	100.0	19
Household owns television						
No	20.0	[15.9, 24.8]	80.0	[75.2, 84.1]	100.0	846
Yes	17.6	[11.6, 25.8]	82.4	[74.2, 88.4]	100.0	168
Household owns radio						
No	23.1	[16.4, 31.5]	76.9	[68.5, 83.6]	100.0	393
Yes	17.6	[14.0, 22.0]	82.4	[78.0, 86.0]	100.0	621

Household Owns Mobile Phone							
No	18.8	[13.8,	25.2]	81.2	[74.8,	86.2]	100.0 513
Yes	20.0	[15.7,	25.2]	80.0	[74.8,	84.3]	100.0 500

Household Owns a Car							
No	19.7	[15.9,	24.1]	80.3	[75.9,	84.1]	100.0 995
Yes	10.2	[2.3,	35.0]	89.8	[65.0,	97.7]	100.0 18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	13.5	[9.7,	18.5]	86.5	[81.5,	90.3]	100.0 469
One	19.4	[14.1,	26.0]	80.6	[74.0,	85.9]	100.0 370
Two+	36.0	[26.4,	46.9]	64.0	[53.1,	73.6]	100.0 176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.8	[11.2,	19.3]	85.2	[80.7,	88.8]	100.0 583
Yes	25.7	[19.2,	33.5]	74.3	[66.5,	80.8]	100.0 427

Level of Exposure to OneLove Booklets

None	19.0	[14.7,	24.2]	81.0	[75.8,	85.3]	100.0 819
1 Booklet	23.2	[16.3,	31.9]	76.8	[68.1,	83.7]	100.0 122
2-5 Booklets	18.6	[11.4,	28.9]	81.4	[71.1,	88.6]	100.0 71

Multimedia Exposure to OneLove

None	13.1	[8.5,	19.6]	86.9	[80.4,	91.5]	100.0 364
1 Channel	17.1	[12.5,	22.9]	82.9	[77.1,	87.5]	100.0 239
2+ Channels	26.1	[19.6,	33.8]	73.9	[66.2,	80.4]	100.0 406

Exposed to Any SAfAIDS Materials or Program

No	20.7	[15.4,	27.3]	79.3	[72.7,	84.6]	100.0 661
Yes	17.6	[11.5,	25.8]	82.4	[74.2,	88.5]	100.0 353

Total	19.5	[15.8,	24.0]	80.5	[76.0,	84.2]	100.0 1,016
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Table 7e: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	8.5	[4.2, 16.5]	91.5	[83.5, 95.8]	100.0	378
20-24	12.5	[6.7, 22.3]	87.5	[77.7, 93.3]	100.0	294
25-29	14.7	[9.1, 23.0]	85.3	[77.0, 90.9]	100.0	252
30-34	15.3	[9.3, 24.1]	84.7	[75.9, 90.7]	100.0	223
35-39	5.7	[2.2, 13.7]	94.3	[86.3, 97.8]	100.0	218
40-44	9.7	[3.8, 22.7]	90.3	[77.3, 96.2]	100.0	138
45-49	6.6	[1.6, 23.6]	93.4	[76.4, 98.4]	100.0	90
Current Marital Status						
Married/union	9.5	[6.0, 14.6]	90.5	[85.4, 94.0]	100.0	908
Div/sep/widow	14.7	[6.5, 29.9]	85.3	[70.1, 93.5]	100.0	109
Never married	11.2	[6.0, 19.9]	88.8	[80.1, 94.0]	100.0	576
Religion						
Catholic	12.3	[8.0, 18.4]	87.7	[81.6, 92.0]	100.0	377
Baptist	10.5	[3.4, 28.3]	89.5	[71.7, 96.6]	100.0	70
Pentacostal	14.7	[10.2, 20.6]	85.3	[79.4, 89.8]	100.0	289
7th Day Advent.	10.9	[5.6, 20.1]	89.1	[79.9, 94.4]	100.0	215
Jehovah's Wittn.	3.9	[1.2, 11.6]	96.1	[88.4, 98.8]	100.0	118
New Apostolic	8.1	[3.8, 16.1]	91.9	[83.9, 96.2]	100.0	151
UC of Zambia	8.4	[3.0, 21.5]	91.6	[78.5, 97.0]	100.0	193
Other	8.0	[4.0, 15.4]	92.0	[84.6, 96.0]	100.0	180
Highest Level of School Attended						
None	22.0	[8.4, 46.5]	78.0	[53.5, 91.6]	100.0	69
Primary	12.0	[7.7, 18.4]	88.0	[81.6, 92.3]	100.0	479
Secondary	10.3	[6.6, 15.7]	89.7	[84.3, 93.4]	100.0	938
High school	4.5	[1.8, 10.9]	95.5	[89.1, 98.2]	100.0	106
Able to Read English						
No	13.7	[9.2, 19.8]	86.3	[80.2, 90.8]	100.0	770
Yes	8.3	[5.8, 11.7]	91.7	[88.3, 94.2]	100.0	823
Wealth Index (Quintiles)						
First quintile	45.0	[24.5, 67.4]	55.0	[32.6, 75.5]	100.0	62
Second	8.1	[4.3, 14.6]	91.9	[85.4, 95.7]	100.0	252
Third	12.1	[7.2, 19.5]	87.9	[80.5, 92.8]	100.0	339
Fourth	10.3	[6.3, 16.4]	89.7	[83.6, 93.7]	100.0	425
Fifth quintile	8.0	[4.8, 12.9]	92.0	[87.1, 95.2]	100.0	502
Household owns television						
No	16.6	[10.9, 24.6]	83.4	[75.4, 89.1]	100.0	698
Yes	7.9	[5.2, 11.7]	92.1	[88.3, 94.8]	100.0	895
Household owns radio						
No	13.0	[8.1, 20.0]	87.0	[80.0, 91.9]	100.0	453
Yes	9.8	[7.2, 13.3]	90.2	[86.7, 92.8]	100.0	1,140

Household Owns Mobile Phone

No	18.2	[9.4,	32.5]	81.8	[67.5,	90.6]	100.0	241
Yes	9.6	[7.3,	12.6]	90.4	[87.4,	92.7]	100.0	1,352

Household Owns a Car

No	11.2	[8.0,	15.4]	88.8	[84.6,	92.0]	100.0	1,446
Yes	4.8	[1.9,	12.0]	95.2	[88.0,	98.1]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	9.5	[6.1,	14.6]	90.5	[85.4,	93.9]	100.0	393
One	9.4	[5.7,	15.2]	90.6	[84.8,	94.3]	100.0	800
Two+	13.0	[8.9,	18.5]	87.0	[81.5,	91.1]	100.0	400

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	12.3	[7.5,	19.3]	87.7	[80.7,	92.5]	100.0	406
Yes	10.4	[7.0,	15.1]	89.6	[84.9,	93.0]	100.0	1,174

Level of Exposure to OneLove Booklets

None	13.0	[9.3,	17.9]	87.0	[82.1,	90.7]	100.0	1,022
1 Booklet	6.6	[3.4,	12.3]	93.4	[87.7,	96.6]	100.0	321
2-5 Booklets	7.4	[3.7,	14.3]	92.6	[85.7,	96.3]	100.0	244

Multimedia Exposure to OneLove

None	14.0	[8.1,	23.1]	86.0	[76.9,	91.9]	100.0	231
1 Channel	7.6	[3.0,	18.0]	92.4	[82.0,	97.0]	100.0	220
2+ Channels	10.9	[7.6,	15.3]	89.1	[84.7,	92.4]	100.0	1,125

Exposed to Any SAfAIDS Materials or Program

No	14.7	[10.5,	20.3]	85.3	[79.7,	89.5]	100.0	988
Yes	5.7	[2.8,	11.4]	94.3	[88.6,	97.2]	100.0	603

Total	10.6	[7.7,	14.3]	89.4	[85.7,	92.3]	100.0	1,593
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Table 7f: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	27.0	[15.8, 42.3]	73.0	[57.7, 84.2]	100.0	95
20-24	52.6	[12.8, 89.3]	47.4	[10.7, 87.2]	100.0	83
25-29	8.5	[2.7, 23.6]	91.5	[76.4, 97.3]	100.0	75
30-34	18.5	[8.1, 36.8]	81.5	[63.2, 91.9]	100.0	63
35-39	0.3	[0.0, 3.2]	99.7	[96.8, 100.0]	100.0	43
40-44	0.3	[0.0, 3.3]	99.7	[96.7, 100.0]	100.0	24
45-49	0.0		100.0		100.0	19
Current Marital Status						
Married/union	13.0	[3.8, 36.3]	87.0	[63.7, 96.2]	100.0	231
Div/sep/widow	0.0		100.0		100.0	31
Never married	41.1	[21.0, 64.6]	58.9	[35.4, 79.0]	100.0	140
Religion						
Catholic	36.3	[18.1, 59.5]	63.7	[40.5, 81.9]	100.0	62
Baptist	0.0		100.0		100.0	11
Pentacostal	25.1	[20.4, 30.5]	74.9	[69.5, 79.6]	100.0	79
7th Day Advent.	0.6	[0.1, 5.8]	99.4	[94.2, 99.9]	100.0	34
Jehovah's Wittn.	9.1	[7.0, 11.7]	90.9	[88.3, 93.0]	100.0	31
New Apostolic	11.4	[1.6, 51.0]	88.6	[49.0, 98.4]	100.0	32
UC of Zambia	14.7	[4.3, 40.0]	85.3	[60.0, 95.7]	100.0	85
Other	14.4	[3.6, 42.9]	85.6	[57.1, 96.4]	100.0	68
Highest Level of School Attended						
None	29.0	[2.6, 86.3]	71.0	[13.7, 97.4]	100.0	11
Primary	2.0	[0.5, 6.8]	98.0	[93.2, 99.5]	100.0	141
Secondary	26.1	[11.3, 49.5]	73.9	[50.5, 88.7]	100.0	226
High school	0.6	[0.0, 9.2]	99.4	[90.8, 100.0]	100.0	24
Able to Read English						
No	18.3	[7.3, 38.9]	81.7	[61.1, 92.7]	100.0	241
Yes	16.7	[7.1, 34.3]	83.3	[65.7, 92.9]	100.0	161
Wealth Index (Quintiles)						
First quintile	15.7	[2.6, 56.2]	84.3	[43.8, 97.4]	100.0	33
Second	22.2	[9.8, 42.9]	77.8	[57.1, 90.2]	100.0	78
Third	4.9	[2.0, 11.7]	95.1	[88.3, 98.0]	100.0	120
Fourth	29.1	[18.2, 43.2]	70.9	[56.8, 81.8]	100.0	93
Fifth quintile	9.5	[3.8, 21.4]	90.5	[78.6, 96.2]	100.0	75
Household owns television						
No	16.6	[6.1, 37.5]	83.4	[62.5, 93.9]	100.0	232
Yes	19.5	[8.8, 37.6]	80.5	[62.4, 91.2]	100.0	170
Household owns radio						
No	13.2	[3.1, 42.1]	86.8	[57.9, 96.9]	100.0	167
Yes	21.3	[12.9, 33.2]	78.7	[66.8, 87.1]	100.0	235

Household Owns Mobile Phone

No	15.7	[5.0,	39.7]	84.3	[60.3,	95.0]	100.0	84
Yes	18.8	[8.7,	36.0]	81.2	[64.0,	91.3]	100.0	318

Household Owns a Car

No	17.9	[7.5,	37.0]	82.1	[63.0,	92.5]	100.0	371
Yes	7.1	[0.9,	39.2]	92.9	[60.8,	99.1]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	16.2	[7.8,	30.6]	83.8	[69.4,	92.2]	100.0	192
One	24.6	[6.2,	61.9]	75.4	[38.1,	93.8]	100.0	141
Two+	3.6	[0.7,	17.5]	96.4	[82.5,	99.3]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	16.7	[6.1,	38.4]	83.3	[61.6,	93.9]	100.0	183
Yes	18.8	[8.9,	35.3]	81.2	[64.7,	91.1]	100.0	219

Level of Exposure to OneLove Booklets

None	14.3	[6.7,	28.1]	85.7	[71.9,	93.3]	100.0	307
1 Booklet	33.2	[12.1,	64.0]	66.8	[36.0,	87.9]	100.0	57
2-5 Booklets	1.3	[0.1,	11.6]	98.7	[88.4,	99.9]	100.0	36

Multimedia Exposure to OneLove

None	14.1	[5.3,	32.8]	85.9	[67.2,	94.7]	100.0	133
1 Channel	14.6	[6.4,	30.0]	85.4	[70.0,	93.6]	100.0	74
2+ Channels	23.6	[8.6,	50.3]	76.4	[49.7,	91.4]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	14.8	[7.0,	28.6]	85.2	[71.4,	93.0]	100.0	272
Yes	25.7	[6.8,	62.2]	74.3	[37.8,	93.2]	100.0	129

Total	17.7	[7.4,	36.6]	82.3	[63.4,	92.6]	100.0	402
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Table 7g: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	15.0	[10.3, 21.5]	85.0	[78.5, 89.7]	100.0	322
20-24	18.4	[12.2, 26.9]	81.6	[73.1, 87.8]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	19.5	[12.2, 29.7]	80.5	[70.3, 87.8]	100.0	279
Div/sep/widow	16.6	[4.8, 44.1]	83.4	[55.9, 95.2]	100.0	22
Never married	14.8	[10.2, 21.1]	85.2	[78.9, 89.8]	100.0	331
Religion						
Catholic	19.5	[10.6, 33.2]	80.5	[66.8, 89.4]	100.0	141
Baptist	0.2	[0.0, 1.6]	99.8	[98.4, 100.0]	100.0	16
Pentacostal	10.5	[4.9, 21.3]	89.5	[78.7, 95.1]	100.0	98
7th Day Advent.	21.0	[11.2, 36.0]	79.0	[64.0, 88.8]	100.0	100
Jehovah's Wittn.	10.0	[3.3, 26.9]	90.0	[73.1, 96.7]	100.0	37
New Apostolic	21.2	[10.0, 39.4]	78.8	[60.6, 90.0]	100.0	67
UC of Zambia	17.7	[9.1, 31.7]	82.3	[68.3, 90.9]	100.0	95
Other	14.6	[7.5, 26.5]	85.4	[73.5, 92.5]	100.0	78
Highest Level of School Attended						
None	24.4	[8.5, 52.8]	75.6	[47.2, 91.5]	100.0	23
Primary	17.2	[11.3, 25.4]	82.8	[74.6, 88.7]	100.0	226
Secondary	16.4	[10.8, 24.2]	83.6	[75.8, 89.2]	100.0	369
High school	0.0		100.0		100.0	12
Able to Read English						
No	17.0	[11.6, 24.2]	83.0	[75.8, 88.4]	100.0	391
Yes	16.2	[9.5, 26.1]	83.8	[73.9, 90.5]	100.0	240
Wealth Index (Quintiles)						
First quintile	19.3	[12.0, 29.7]	80.7	[70.3, 88.0]	100.0	134
Second	24.6	[14.6, 38.4]	75.4	[61.6, 85.4]	100.0	123
Third	14.6	[7.0, 27.7]	85.4	[72.3, 93.0]	100.0	114
Fourth	19.5	[10.2, 33.9]	80.5	[66.1, 89.8]	100.0	106
Fifth quintile	5.6	[2.1, 14.0]	94.4	[86.0, 97.9]	100.0	148
Household owns television						
No	20.3	[14.3, 28.0]	79.7	[72.0, 85.7]	100.0	373
Yes	11.5	[6.0, 20.8]	88.5	[79.2, 94.0]	100.0	258
Household owns radio						
No	18.3	[10.9, 29.0]	81.7	[71.0, 89.1]	100.0	217
Yes	15.9	[11.2, 22.2]	84.1	[77.8, 88.8]	100.0	414

Household Owns Mobile Phone

No	20.0	[12.4, 30.6]	80.0	[69.4, 87.6]	100.0	181
Yes	15.2	[10.4, 21.8]	84.8	[78.2, 89.6]	100.0	450

Household Owns a Car

No	17.4	[12.5, 23.7]	82.6	[76.3, 87.5]	100.0	584
Yes	3.9	[0.7, 19.7]	96.1	[80.3, 99.3]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	14.8	[8.2, 25.1]	85.2	[74.9, 91.8]	100.0	254
One	16.8	[10.1, 26.6]	83.2	[73.4, 89.9]	100.0	249
Two+	19.2	[10.9, 31.7]	80.8	[68.3, 89.1]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	16.4	[10.5, 24.8]	83.6	[75.2, 89.5]	100.0	303
Yes	17.1	[10.7, 26.1]	82.9	[73.9, 89.3]	100.0	327

Level of Exposure to OneLove Booklets

None	18.4	[12.8, 25.7]	81.6	[74.3, 87.2]	100.0	428
1 Booklet	18.0	[9.7, 31.0]	82.0	[69.0, 90.3]	100.0	113
2-5 Booklets	9.7	[3.8, 22.7]	90.3	[77.3, 96.2]	100.0	88

Multimedia Exposure to OneLove

None	17.9	[9.7, 30.6]	82.1	[69.4, 90.3]	100.0	174
1 Channel	15.0	[9.1, 23.7]	85.0	[76.3, 90.9]	100.0	136
2+ Channels	16.9	[10.7, 25.7]	83.1	[74.3, 89.3]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	15.7	[10.0, 23.8]	84.3	[76.2, 90.0]	100.0	369
Yes	17.9	[11.1, 27.8]	82.1	[72.2, 88.9]	100.0	261

Total	16.6	[11.9, 22.8]	83.4	[77.2, 88.1]	100.0	632
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Table 7h: Percentage who disagree that a person with HIV does not need to practice safe sex (k4) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	9.3	[4.8, 17.3]	90.7	[82.7, 95.2]	100.0	153
20-24	5.8	[2.9, 11.6]	94.2	[88.4, 97.1]	100.0	124
25-29	6.4	[2.1, 17.8]	93.6	[82.2, 97.9]	100.0	93
30-34	3.6	[1.5, 8.7]	96.4	[91.3, 98.5]	100.0	82
35-39	11.2	[5.7, 20.8]	88.8	[79.2, 94.3]	100.0	108
40-44	5.7	[2.0, 15.2]	94.3	[84.8, 98.0]	100.0	60
45-49	0.0		100.0		100.0	32
Current Marital Status						
Married/union	6.1	[3.7, 10.0]	93.9	[90.0, 96.3]	100.0	380
Div/sep/widow	2.5	[0.3, 16.1]	97.5	[83.9, 99.7]	100.0	46
Never married	9.1	[5.1, 15.8]	90.9	[84.2, 94.9]	100.0	226
Religion						
Catholic	7.9	[3.8, 15.7]	92.1	[84.3, 96.2]	100.0	168
Baptist	3.1	[0.4, 20.4]	96.9	[79.6, 99.6]	100.0	20
Pentacostal	7.3	[3.8, 13.4]	92.7	[86.6, 96.2]	100.0	122
7th Day Advent.	6.6	[2.1, 19.3]	93.4	[80.7, 97.9]	100.0	87
Jehovah's Wittn.	7.4	[2.6, 19.2]	92.6	[80.8, 97.4]	100.0	60
New Apostolic	8.3	[2.2, 26.8]	91.7	[73.2, 97.8]	100.0	41
UC of Zambia	5.3	[2.1, 12.6]	94.7	[87.4, 97.9]	100.0	85
Other	8.0	[2.4, 23.9]	92.0	[76.1, 97.6]	100.0	69
Highest Level of School Attended						
None	12.8	[5.6, 26.7]	87.2	[73.3, 94.4]	100.0	19
Primary	6.6	[3.7, 11.4]	93.4	[88.6, 96.3]	100.0	185
Secondary	7.7	[4.9, 11.8]	92.3	[88.2, 95.1]	100.0	401
High school	2.8	[0.4, 17.7]	97.2	[82.3, 99.6]	100.0	45
Able to Read English						
No	8.8	[5.5, 14.0]	91.2	[86.0, 94.5]	100.0	310
Yes	5.7	[3.1, 10.2]	94.3	[89.8, 96.9]	100.0	342
Wealth Index (Quintiles)						
First quintile	11.4	[1.7, 49.1]	88.6	[50.9, 98.3]	100.0	16
Second	10.4	[4.8, 21.3]	89.6	[78.7, 95.2]	100.0	94
Third	11.8	[6.3, 20.8]	88.2	[79.2, 93.7]	100.0	122
Fourth	4.9	[2.3, 10.3]	95.1	[89.7, 97.7]	100.0	157
Fifth quintile	5.4	[2.5, 11.2]	94.6	[88.8, 97.5]	100.0	251
Household owns television						
No	10.2	[6.1, 16.6]	89.8	[83.4, 93.9]	100.0	275
Yes	5.1	[2.7, 9.7]	94.9	[90.3, 97.3]	100.0	377
Household owns radio						
No	5.8	[3.0, 10.7]	94.2	[89.3, 97.0]	100.0	181
Yes	7.5	[4.7, 11.9]	92.5	[88.1, 95.3]	100.0	471

Household Owns Mobile Phone

No	11.9	[6.1,	22.1]	88.1	[77.9,	93.9]	100.0	99
Yes	6.3	[4.1,	9.4]	93.7	[90.6,	95.9]	100.0	553

Household Owns a Car

No	8.0	[5.5,	11.4]	92.0	[88.6,	94.5]	100.0	579
Yes	0.9	[0.1,	6.4]	99.1	[93.6,	99.9]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	8.8	[5.3,	14.4]	91.2	[85.6,	94.7]	100.0	153
One	7.3	[4.2,	12.6]	92.7	[87.4,	95.8]	100.0	332
Two+	5.3	[1.7,	15.7]	94.7	[84.3,	98.3]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	9.4	[5.6,	15.4]	90.6	[84.6,	94.4]	100.0	152
Yes	6.6	[3.9,	10.8]	93.4	[89.2,	96.1]	100.0	498

Level of Exposure to OneLove Booklets

None	7.4	[4.8,	11.1]	92.6	[88.9,	95.2]	100.0	439
1 Booklet	7.0	[3.2,	14.7]	93.0	[85.3,	96.8]	100.0	130
2-5 Booklets	6.3	[2.3,	15.8]	93.7	[84.2,	97.7]	100.0	81

Multimedia Exposure to OneLove

None	11.5	[6.7,	19.1]	88.5	[80.9,	93.3]	100.0	104
1 Channel	2.6	[0.9,	7.4]	97.4	[92.6,	99.1]	100.0	71
2+ Channels	7.0	[4.2,	11.3]	93.0	[88.7,	95.8]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	8.4	[5.6,	12.4]	91.6	[87.6,	94.4]	100.0	411
Yes	5.0	[2.8,	8.7]	95.0	[91.3,	97.2]	100.0	241

Total	7.1	[4.8,	10.4]	92.9	[89.6,	95.2]	100.0	652
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Table8a: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (k3) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	12.6	[8.9, 17.6]	87.4	[82.4, 91.1]	100.0	687
20-24	14.3	[9.9, 20.2]	85.7	[79.8, 90.1]	100.0	574
25-29	11.4	[8.1, 15.8]	88.6	[84.2, 91.9]	100.0	508
30-34	8.8	[5.4, 14.0]	91.2	[86.0, 94.6]	100.0	416
35-39	8.3	[5.2, 12.8]	91.7	[87.2, 94.8]	100.0	390
40-44	7.5	[4.0, 13.7]	92.5	[86.3, 96.0]	100.0	261
45-49	14.7	[7.3, 27.3]	85.3	[72.7, 92.7]	100.0	175
Current Marital Status						
Married/union	9.5	[7.6, 11.8]	90.5	[88.2, 92.4]	100.0	1,808
Div/sep/widow	10.8	[5.2, 21.2]	89.2	[78.8, 94.8]	100.0	210
Never married	14.4	[10.7, 19.0]	85.6	[81.0, 89.3]	100.0	993
Religion						
Catholic	12.3	[7.5, 19.6]	87.7	[80.4, 92.5]	100.0	633
Baptist	13.8	[5.3, 31.4]	86.2	[68.6, 94.7]	100.0	104
Pentacostal	9.3	[6.0, 14.2]	90.7	[85.8, 94.0]	100.0	470
7th Day Advent.	9.2	[4.9, 16.6]	90.8	[83.4, 95.1]	100.0	439
Jehovah's Wittn.	6.4	[3.3, 12.1]	93.6	[87.9, 96.7]	100.0	200
New Apostolic	16.5	[11.7, 22.8]	83.5	[77.2, 88.3]	100.0	337
UC of Zambia	9.3	[5.8, 14.8]	90.7	[85.2, 94.2]	100.0	409
Other	13.2	[9.2, 18.6]	86.8	[81.4, 90.8]	100.0	418
Highest Level of School Attended						
None	18.0	[10.3, 29.5]	82.0	[70.5, 89.7]	100.0	165
Primary	12.7	[9.6, 16.5]	87.3	[83.5, 90.4]	100.0	1,133
Secondary	10.2	[7.5, 13.8]	89.8	[86.2, 92.5]	100.0	1,562
High school	6.0	[2.3, 14.7]	94.0	[85.3, 97.7]	100.0	148
Able to Read English						
No	12.7	[10.1, 15.9]	87.3	[84.1, 89.9]	100.0	1,766
Yes	9.4	[6.8, 12.9]	90.6	[87.1, 93.2]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	12.5	[8.7, 17.5]	87.5	[82.5, 91.3]	100.0	599
Second	11.3	[7.5, 16.7]	88.7	[83.3, 92.5]	100.0	595
Third	12.4	[8.3, 18.1]	87.6	[81.9, 91.7]	100.0	595
Fourth	8.8	[5.4, 14.0]	91.2	[86.0, 94.6]	100.0	597
Fifth quintile	11.7	[7.0, 18.9]	88.3	[81.1, 93.0]	100.0	596
Household owns television						
No	11.4	[9.0, 14.3]	88.6	[85.7, 91.0]	100.0	1,775
Yes	11.4	[7.8, 16.3]	88.6	[83.7, 92.2]	100.0	1,234
Household owns radio						
No	12.5	[9.2, 16.9]	87.5	[83.1, 90.8]	100.0	1,013
Yes	10.9	[8.6, 13.7]	89.1	[86.3, 91.4]	100.0	1,996

Household Owns Mobile Phone

No	12.9	[9.5,	17.2]	87.1	[82.8,	90.5]	100.0	837
Yes	10.7	[8.1,	13.9]	89.3	[86.1,	91.9]	100.0	2,171

Household Owns a Car

No	11.8	[9.5,	14.5]	88.2	[85.5,	90.5]	100.0	2,812
Yes	4.0	[1.5,	10.1]	96.0	[89.9,	98.5]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	11.9	[8.8,	15.9]	88.1	[84.1,	91.2]	100.0	1,053
One	13.8	[10.1,	18.7]	86.2	[81.3,	89.9]	100.0	1,311
Two+	6.3	[3.8,	10.2]	93.7	[89.8,	96.2]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	11.7	[9.0,	15.1]	88.3	[84.9,	91.0]	100.0	1,171
Yes	10.8	[8.2,	14.2]	89.2	[85.8,	91.8]	100.0	1,821

Level of Exposure to OneLove Booklets

None	11.7	[9.4,	14.6]	88.3	[85.4,	90.6]	100.0	2,148
1 Booklet	9.9	[7.1,	13.6]	90.1	[86.4,	92.9]	100.0	500
2-5 Booklets	10.5	[5.2,	20.0]	89.5	[80.0,	94.8]	100.0	351

Multimedia Exposure to OneLove

None	11.8	[8.5,	16.2]	88.2	[83.8,	91.5]	100.0	727
1 Channel	11.6	[8.1,	16.3]	88.4	[83.7,	91.9]	100.0	533
2+ Channels	10.7	[8.2,	13.9]	89.3	[86.1,	91.8]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	13.1	[10.7,	16.0]	86.9	[84.0,	89.3]	100.0	1,920
Yes	8.8	[5.5,	13.6]	91.2	[86.4,	94.5]	100.0	1,086

Total	11.4	[9.2,	14.0]	88.6	[86.0,	90.8]	100.0	3,011
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Table8b: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	10.1	[6.1, 16.2]	89.9	[83.8, 93.9]	100.0	322
20-24	16.2	[9.6, 26.1]	83.8	[73.9, 90.4]	100.0	310
25-29	12.5	[7.3, 20.6]	87.5	[79.4, 92.7]	100.0	280
30-34	10.7	[6.2, 17.9]	89.3	[82.1, 93.8]	100.0	225
35-39	5.7	[2.8, 11.2]	94.3	[88.8, 97.2]	100.0	173
40-44	9.8	[4.6, 19.9]	90.2	[80.1, 95.4]	100.0	119
45-49	20.3	[8.7, 40.5]	79.7	[59.5, 91.3]	100.0	66
Current Marital Status						
Married/union	10.0	[7.4, 13.3]	90.0	[86.7, 92.6]	100.0	973
Div/sep/widow	12.1	[5.0, 26.7]	87.9	[73.3, 95.0]	100.0	148
Never married	15.5	[10.1, 23.0]	84.5	[77.0, 89.9]	100.0	374
Religion						
Catholic	10.4	[5.7, 18.2]	89.6	[81.8, 94.3]	100.0	315
Baptist	23.5	[8.3, 51.0]	76.5	[49.0, 91.7]	100.0	46
Pentacostal	11.6	[6.7, 19.3]	88.4	[80.7, 93.3]	100.0	237
7th Day Advent.	8.7	[3.6, 19.4]	91.3	[80.6, 96.4]	100.0	217
Jehovah's Wittn.	8.3	[3.4, 18.7]	91.7	[81.3, 96.6]	100.0	93
New Apostolic	12.7	[6.5, 23.3]	87.3	[76.7, 93.5]	100.0	170
UC of Zambia	11.6	[6.2, 20.7]	88.4	[79.3, 93.8]	100.0	206
Other	14.8	[8.5, 24.4]	85.2	[75.6, 91.5]	100.0	210
Highest Level of School Attended						
None	22.1	[12.5, 36.0]	77.9	[64.0, 87.5]	100.0	115
Primary	10.9	[7.5, 15.5]	89.1	[84.5, 92.5]	100.0	650
Secondary	11.7	[7.1, 18.7]	88.3	[81.3, 92.9]	100.0	673
High school	3.5	[0.5, 21.9]	96.5	[78.1, 99.5]	100.0	54
Able to Read English						
No	12.6	[9.4, 16.5]	87.4	[83.5, 90.6]	100.0	1,049
Yes	9.7	[4.9, 18.4]	90.3	[81.6, 95.1]	100.0	444
Wealth Index (Quintiles)						
First quintile	11.0	[7.4, 16.1]	89.0	[83.9, 92.6]	100.0	320
Second	12.4	[6.7, 21.7]	87.6	[78.3, 93.3]	100.0	290
Third	9.8	[5.8, 16.2]	90.2	[83.8, 94.2]	100.0	285
Fourth	10.6	[5.2, 20.6]	89.4	[79.4, 94.8]	100.0	289
Fifth quintile	15.4	[7.7, 28.4]	84.6	[71.6, 92.3]	100.0	296
Household owns television						
No	10.8	[8.1, 14.4]	89.2	[85.6, 91.9]	100.0	898
Yes	13.1	[7.2, 22.6]	86.9	[77.4, 92.8]	100.0	595
Household owns radio						
No	15.2	[10.4, 21.7]	84.8	[78.3, 89.6]	100.0	537
Yes	10.0	[6.8, 14.6]	90.0	[85.4, 93.2]	100.0	956

Household Owns Mobile Phone

No	13.9	[10.0,	19.1]	86.1	[80.9,	90.0]	100.0	455
Yes	10.7	[6.7,	16.5]	89.3	[83.5,	93.3]	100.0	1,038

Household Owns a Car

No	12.1	[8.9,	16.4]	87.9	[83.6,	91.1]	100.0	1,392
Yes	4.5	[1.2,	15.7]	95.5	[84.3,	98.8]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	13.4	[9.4,	18.6]	86.6	[81.4,	90.6]	100.0	636
One	14.5	[8.6,	23.4]	85.5	[76.6,	91.4]	100.0	575
Two+	4.5	[1.9,	10.0]	95.5	[90.0,	98.1]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	11.0	[8.2,	14.6]	89.0	[85.4,	91.8]	100.0	734
Yes	11.7	[7.1,	18.8]	88.3	[81.2,	92.9]	100.0	753

Level of Exposure to OneLove Booklets

None	12.0	[8.6,	16.4]	88.0	[83.6,	91.4]	100.0	1,088
1 Booklet	8.9	[4.9,	15.8]	91.1	[84.2,	95.1]	100.0	234
2-5 Booklets	12.7	[5.6,	26.6]	87.3	[73.4,	94.4]	100.0	167

Multimedia Exposure to OneLove

None	12.5	[8.2,	18.6]	87.5	[81.4,	91.8]	100.0	460
1 Channel	10.5	[6.2,	17.3]	89.5	[82.7,	93.8]	100.0	300
2+ Channels	11.1	[6.9,	17.3]	88.9	[82.7,	93.1]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	14.7	[11.4,	18.8]	85.3	[81.2,	88.6]	100.0	852
Yes	8.3	[4.3,	15.5]	91.7	[84.5,	95.7]	100.0	639

Total	11.7	[8.6,	15.9]	88.3	[84.1,	91.4]	100.0	1,495
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Table8c: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	14.7	[9.4, 22.2]	85.3	[77.8, 90.6]	100.0	365
20-24	12.1	[6.5, 21.7]	87.9	[78.3, 93.5]	100.0	264
25-29	10.2	[6.0, 16.9]	89.8	[83.1, 94.0]	100.0	228
30-34	6.3	[3.0, 12.8]	93.7	[87.2, 97.0]	100.0	191
35-39	11.3	[6.3, 19.2]	88.7	[80.8, 93.7]	100.0	217
40-44	4.7	[1.9, 11.3]	95.3	[88.7, 98.1]	100.0	142
45-49	10.6	[4.1, 24.6]	89.4	[75.4, 95.9]	100.0	109
Current Marital Status						
Married/union	8.9	[6.3, 12.5]	91.1	[87.5, 93.7]	100.0	835
Div/sep/widow	7.7	[1.7, 28.5]	92.3	[71.5, 98.3]	100.0	62
Never married	13.7	[9.4, 19.5]	86.3	[80.5, 90.6]	100.0	619
Religion						
Catholic	14.4	[8.0, 24.5]	85.6	[75.5, 92.0]	100.0	318
Baptist	3.7	[0.5, 22.1]	96.3	[77.9, 99.5]	100.0	58
Pentacostal	7.2	[3.7, 13.5]	92.8	[86.5, 96.3]	100.0	233
7th Day Advent.	9.7	[4.6, 19.3]	90.3	[80.7, 95.4]	100.0	222
Jehovah's Wittn.	4.4	[1.5, 12.0]	95.6	[88.0, 98.5]	100.0	107
New Apostolic	19.8	[12.3, 30.4]	80.2	[69.6, 87.7]	100.0	167
UC of Zambia	6.8	[2.7, 16.4]	93.2	[83.6, 97.3]	100.0	203
Other	11.5	[7.8, 16.6]	88.5	[83.4, 92.2]	100.0	208
Highest Level of School Attended						
None	10.6	[4.0, 25.2]	89.4	[74.8, 96.0]	100.0	50
Primary	14.9	[9.9, 21.7]	85.1	[78.3, 90.1]	100.0	483
Secondary	9.0	[6.1, 13.1]	91.0	[86.9, 93.9]	100.0	889
High school	7.6	[2.6, 20.5]	92.4	[79.5, 97.4]	100.0	94
Able to Read English						
No	12.9	[9.1, 18.2]	87.1	[81.8, 90.9]	100.0	717
Yes	9.2	[6.3, 13.4]	90.8	[86.6, 93.7]	100.0	799
Wealth Index (Quintiles)						
First quintile	14.0	[8.4, 22.4]	86.0	[77.6, 91.6]	100.0	279
Second	10.2	[6.3, 16.1]	89.8	[83.9, 93.7]	100.0	305
Third	14.9	[7.9, 26.2]	85.1	[73.8, 92.1]	100.0	310
Fourth	6.8	[3.6, 12.4]	93.2	[87.6, 96.4]	100.0	308
Fifth quintile	8.4	[4.4, 15.6]	91.6	[84.4, 95.6]	100.0	300
Household owns television						
No	11.9	[8.6, 16.3]	88.1	[83.7, 91.4]	100.0	877
Yes	9.8	[6.4, 14.6]	90.2	[85.4, 93.6]	100.0	639
Household owns radio						
No	9.3	[5.6, 15.1]	90.7	[84.9, 94.4]	100.0	476
Yes	11.6	[8.6, 15.7]	88.4	[84.3, 91.4]	100.0	1,040

Household Owns Mobile Phone

No	11.8	[7.7,	17.7]	88.2	[82.3,	92.3]	100.0	382
Yes	10.7	[7.7,	14.8]	89.3	[85.2,	92.3]	100.0	1,133

Household Owns a Car

No	11.4	[8.6,	15.0]	88.6	[85.0,	91.4]	100.0	1,420
Yes	3.4	[0.9,	11.9]	96.6	[88.1,	99.1]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	10.0	[6.1,	16.0]	90.0	[84.0,	93.9]	100.0	417
One	13.3	[9.1,	18.9]	86.7	[81.1,	90.9]	100.0	736
Two+	8.0	[4.9,	12.9]	92.0	[87.1,	95.1]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	12.8	[8.5,	19.0]	87.2	[81.0,	91.5]	100.0	437
Yes	10.1	[7.3,	13.9]	89.9	[86.1,	92.7]	100.0	1,068

Level of Exposure to OneLove Booklets

None	11.5	[8.4,	15.5]	88.5	[84.5,	91.6]	100.0	1,060
1 Booklet	10.8	[6.5,	17.5]	89.2	[82.5,	93.5]	100.0	266
2-5 Booklets	8.1	[2.9,	20.6]	91.9	[79.4,	97.1]	100.0	184

Multimedia Exposure to OneLove

None	10.7	[6.2,	17.8]	89.3	[82.2,	93.8]	100.0	267
1 Channel	12.6	[7.7,	20.1]	87.4	[79.9,	92.3]	100.0	233
2+ Channels	10.4	[7.4,	14.5]	89.6	[85.5,	92.6]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	11.9	[8.8,	15.8]	88.1	[84.2,	91.2]	100.0	1,068
Yes	9.4	[4.9,	17.3]	90.6	[82.7,	95.1]	100.0	447

Total	11.0	[8.3,	14.4]	89.0	[85.6,	91.7]	100.0	1,516
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Table8d: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	16.6	[10.8, 24.6]	83.4	[75.4, 89.2]	100.0	214
20-24	17.1	[10.4, 26.8]	82.9	[73.2, 89.6]	100.0	197
25-29	13.7	[9.3, 19.7]	86.3	[80.3, 90.7]	100.0	180
30-34	10.3	[5.0, 19.8]	89.7	[80.2, 95.0]	100.0	130
35-39	12.4	[7.2, 20.6]	87.6	[79.4, 92.8]	100.0	129
40-44	4.9	[2.3, 10.3]	95.1	[89.7, 97.7]	100.0	99
45-49	14.1	[6.1, 29.3]	85.9	[70.7, 93.9]	100.0	66
Current Marital Status						
Married/union	10.7	[8.1, 14.2]	89.3	[85.8, 91.9]	100.0	668
Div/sep/widow	9.5	[4.0, 20.8]	90.5	[79.2, 96.0]	100.0	70
Never married	19.5	[13.5, 27.3]	80.5	[72.7, 86.5]	100.0	277
Religion						
Catholic	10.7	[5.3, 20.4]	89.3	[79.6, 94.7]	100.0	194
Baptist	20.1	[5.5, 52.2]	79.9	[47.8, 94.5]	100.0	23
Pentacostal	14.8	[8.6, 24.4]	85.2	[75.6, 91.4]	100.0	102
7th Day Advent.	12.1	[6.2, 22.0]	87.9	[78.0, 93.8]	100.0	190
Jehovah's Wittn.	6.5	[2.7, 14.8]	93.5	[85.2, 97.3]	100.0	51
New Apostolic	18.4	[12.0, 27.1]	81.6	[72.9, 88.0]	100.0	154
UC of Zambia	13.8	[8.4, 22.0]	86.2	[78.0, 91.6]	100.0	131
Other	15.3	[10.5, 21.6]	84.7	[78.4, 89.5]	100.0	169
Highest Level of School Attended						
None	13.1	[5.7, 27.1]	86.9	[72.9, 94.3]	100.0	85
Primary	14.8	[10.9, 19.8]	85.2	[80.2, 89.1]	100.0	512
Secondary	12.5	[8.5, 18.0]	87.5	[82.0, 91.5]	100.0	398
High school	12.6	[4.5, 30.3]	87.4	[69.7, 95.5]	100.0	18
Able to Read English						
No	13.6	[10.3, 17.9]	86.4	[82.1, 89.7]	100.0	754
Yes	13.9	[9.2, 20.3]	86.1	[79.7, 90.8]	100.0	259
Wealth Index (Quintiles)						
First quintile	12.5	[8.6, 17.9]	87.5	[82.1, 91.4]	100.0	504
Second	12.4	[7.7, 19.4]	87.6	[80.6, 92.3]	100.0	265
Third	19.6	[13.1, 28.1]	80.4	[71.9, 86.9]	100.0	136
Fourth	10.4	[4.9, 20.6]	89.6	[79.4, 95.1]	100.0	78
Fifth quintile	25.9	[15.5, 39.9]	74.1	[60.1, 84.5]	100.0	19
Household owns television						
No	13.0	[10.0, 16.8]	87.0	[83.2, 90.0]	100.0	845
Yes	16.9	[11.5, 24.0]	83.1	[76.0, 88.5]	100.0	168
Household owns radio						
No	14.9	[10.4, 20.9]	85.1	[79.1, 89.6]	100.0	392
Yes	13.0	[9.8, 17.1]	87.0	[82.9, 90.2]	100.0	621

Household Owns Mobile Phone

No	13.8	[9.9,	19.1]	86.2	[80.9,	90.1]	100.0	512
Yes	13.6	[9.9,	18.4]	86.4	[81.6,	90.1]	100.0	500

Household Owns a Car

No	13.7	[10.7,	17.5]	86.3	[82.5,	89.3]	100.0	994
Yes	12.0	[2.9,	38.9]	88.0	[61.1,	97.1]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	14.7	[10.6,	20.2]	85.3	[79.8,	89.4]	100.0	468
One	15.9	[11.0,	22.5]	84.1	[77.5,	89.0]	100.0	370
Two+	6.4	[3.1,	12.8]	93.6	[87.2,	96.9]	100.0	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	12.7	[9.4,	17.0]	87.3	[83.0,	90.6]	100.0	582
Yes	14.9	[10.9,	20.0]	85.1	[80.0,	89.1]	100.0	427

Level of Exposure to OneLove Booklets

None	13.4	[10.1,	17.5]	86.6	[82.5,	89.9]	100.0	818
1 Booklet	13.8	[8.2,	22.3]	86.2	[77.7,	91.8]	100.0	122
2-5 Booklets	15.9	[7.2,	31.8]	84.1	[68.2,	92.8]	100.0	71

Multimedia Exposure to OneLove

None	13.0	[9.0,	18.4]	87.0	[81.6,	91.0]	100.0	363
1 Channel	13.8	[9.4,	19.9]	86.2	[80.1,	90.6]	100.0	239
2+ Channels	13.9	[9.8,	19.2]	86.1	[80.8,	90.2]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	16.1	[12.3,	20.7]	83.9	[79.3,	87.7]	100.0	660
Yes	9.5	[5.5,	15.9]	90.5	[84.1,	94.5]	100.0	353

Total	13.7	[10.8,	17.3]	86.3	[82.7,	89.2]	100.0	1,015
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Table 8e: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	7.7	[3.8, 14.8]	92.3	[85.2, 96.2]	100.0	378
20-24	11.2	[6.2, 19.4]	88.8	[80.6, 93.8]	100.0	294
25-29	8.4	[4.0, 16.7]	91.6	[83.3, 96.0]	100.0	253
30-34	6.6	[3.0, 13.9]	93.4	[86.1, 97.0]	100.0	223
35-39	4.2	[1.9, 8.9]	95.8	[91.1, 98.1]	100.0	218
40-44	9.7	[3.7, 23.4]	90.3	[76.6, 96.3]	100.0	138
45-49	14.1	[3.8, 40.5]	85.9	[59.5, 96.2]	100.0	90
Current Marital Status						
Married/union	7.7	[5.1, 11.7]	92.3	[88.3, 94.9]	100.0	909
Div/sep/widow	12.4	[3.7, 34.0]	87.6	[66.0, 96.3]	100.0	109
Never married	8.7	[5.2, 14.3]	91.3	[85.7, 94.8]	100.0	576
Religion						
Catholic	14.0	[6.7, 26.9]	86.0	[73.1, 93.3]	100.0	377
Baptist	9.9	[1.8, 39.8]	90.1	[60.2, 98.2]	100.0	70
Pentacostal	6.1	[2.8, 12.9]	93.9	[87.1, 97.2]	100.0	289
7th Day Advent.	0.8	[0.3, 2.2]	99.2	[97.8, 99.7]	100.0	215
Jehovah's Wittn.	6.6	[2.3, 17.2]	93.4	[82.8, 97.7]	100.0	118
New Apostolic	11.7	[6.3, 20.8]	88.3	[79.2, 93.7]	100.0	151
UC of Zambia	3.1	[1.2, 8.1]	96.9	[91.9, 98.8]	100.0	193
Other	11.5	[5.2, 23.4]	88.5	[76.6, 94.8]	100.0	181
Highest Level of School Attended						
None	29.3	[12.6, 54.5]	70.7	[45.5, 87.4]	100.0	69
Primary	8.0	[4.1, 14.9]	92.0	[85.1, 95.9]	100.0	480
Secondary	8.2	[4.7, 14.0]	91.8	[86.0, 95.3]	100.0	938
High school	4.9	[1.2, 17.6]	95.1	[82.4, 98.8]	100.0	106
Able to Read English						
No	10.3	[6.4, 16.1]	89.7	[83.9, 93.6]	100.0	771
Yes	7.2	[4.2, 11.9]	92.8	[88.1, 95.8]	100.0	823
Wealth Index (Quintiles)						
First quintile	4.6	[0.4, 34.3]	95.4	[65.7, 99.6]	100.0	62
Second	5.7	[2.2, 13.9]	94.3	[86.1, 97.8]	100.0	252
Third	5.4	[2.8, 10.0]	94.6	[90.0, 97.2]	100.0	339
Fourth	8.6	[4.7, 15.3]	91.4	[84.7, 95.3]	100.0	426
Fifth quintile	10.6	[5.9, 18.3]	89.4	[81.7, 94.1]	100.0	502
Household owns television						
No	5.3	[3.1, 8.9]	94.7	[91.1, 96.9]	100.0	698
Yes	9.9	[5.7, 16.6]	90.1	[83.4, 94.3]	100.0	896
Household owns radio						
No	7.7	[3.3, 16.7]	92.3	[83.3, 96.7]	100.0	454
Yes	8.7	[5.6, 13.4]	91.3	[86.6, 94.4]	100.0	1,140

Household Owns Mobile Phone

No	6.1	[2.7,	13.3]	93.9	[86.7,	97.3]	100.0	241
Yes	8.8	[5.5,	13.8]	91.2	[86.2,	94.5]	100.0	1,353

Household Owns a Car

No	9.1	[5.9,	14.0]	90.9	[86.0,	94.1]	100.0	1,447
Yes	2.6	[0.7,	8.5]	97.4	[91.5,	99.3]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.1	[2.4,	10.8]	94.9	[89.2,	97.6]	100.0	393
One	11.6	[6.4,	20.4]	88.4	[79.6,	93.6]	100.0	800
Two+	6.0	[2.9,	12.2]	94.0	[87.8,	97.1]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	8.6	[4.8,	14.8]	91.4	[85.2,	95.2]	100.0	406
Yes	8.0	[4.8,	13.1]	92.0	[86.9,	95.2]	100.0	1,175

Level of Exposure to OneLove Booklets

None	9.0	[5.8,	13.8]	91.0	[86.2,	94.2]	100.0	1,023
1 Booklet	7.1	[4.6,	10.7]	92.9	[89.3,	95.4]	100.0	321
2-5 Booklets	7.1	[2.0,	22.0]	92.9	[78.0,	98.0]	100.0	244

Multimedia Exposure to OneLove

None	6.3	[2.1,	17.4]	93.7	[82.6,	97.9]	100.0	231
1 Channel	8.5	[3.8,	17.8]	91.5	[82.2,	96.2]	100.0	220
2+ Channels	8.3	[5.3,	12.8]	91.7	[87.2,	94.7]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	8.9	[6.3,	12.5]	91.1	[87.5,	93.7]	100.0	988
Yes	8.0	[3.6,	16.9]	92.0	[83.1,	96.4]	100.0	604

Total	8.5	[5.4,	13.1]	91.5	[86.9,	94.6]	100.0	1,594
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Table 8f: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	19.1	[9.8, 33.9]	80.9	[66.1, 90.2]	100.0	95
20-24	1.7	[0.3, 8.2]	98.3	[91.8, 99.7]	100.0	83
25-29	8.1	[2.4, 24.0]	91.9	[76.0, 97.6]	100.0	75
30-34	12.3	[4.1, 31.8]	87.7	[68.2, 95.9]	100.0	63
35-39	1.1	[0.2, 6.4]	98.9	[93.6, 99.8]	100.0	43
40-44	19.5	[5.7, 49.5]	80.5	[50.5, 94.3]	100.0	24
45-49	36.7	[4.8, 86.9]	63.3	[13.1, 95.2]	100.0	19
Current Marital Status						
Married/union	10.3	[5.9, 17.4]	89.7	[82.6, 94.1]	100.0	231
Div/sep/widow	6.1	[1.4, 22.6]	93.9	[77.4, 98.6]	100.0	31
Never married	23.7	[9.8, 47.1]	76.3	[52.9, 90.2]	100.0	140
Religion						
Catholic	9.6	[3.8, 22.1]	90.4	[77.9, 96.2]	100.0	62
Baptist	0.0		100.0		100.0	11
Pentacostal	17.4	[9.4, 30.0]	82.6	[70.0, 90.6]	100.0	79
7th Day Advent.	45.5	[7.9, 89.1]	54.5	[10.9, 92.1]	100.0	34
Jehovah's Wittn.	0.5	[0.0, 7.1]	99.5	[92.9, 100.0]	100.0	31
New Apostolic	20.6	[7.6, 45.2]	79.4	[54.8, 92.4]	100.0	32
UC of Zambia	16.2	[5.6, 38.6]	83.8	[61.4, 94.4]	100.0	85
Other	5.3	[0.6, 36.4]	94.7	[63.6, 99.4]	100.0	68
Highest Level of School Attended						
None	58.5	[29.4, 82.6]	41.5	[17.4, 70.6]	100.0	11
Primary	10.1	[2.3, 34.9]	89.9	[65.1, 97.7]	100.0	141
Secondary	12.0	[6.1, 22.3]	88.0	[77.7, 93.9]	100.0	226
High school	0.0		100.0		100.0	24
Able to Read English						
No	17.9	[11.0, 27.7]	82.1	[72.3, 89.0]	100.0	241
Yes	4.0	[1.6, 9.5]	96.0	[90.5, 98.4]	100.0	161
Wealth Index (Quintiles)						
First quintile	23.6	[8.6, 50.2]	76.4	[49.8, 91.4]	100.0	33
Second	14.5	[6.5, 29.0]	85.5	[71.0, 93.5]	100.0	78
Third	2.0	[0.5, 7.2]	98.0	[92.8, 99.5]	100.0	120
Fourth	1.1	[0.2, 7.9]	98.9	[92.1, 99.8]	100.0	93
Fifth quintile	3.6	[0.7, 16.5]	96.4	[83.5, 99.3]	100.0	75
Household owns television						
No	17.6	[9.9, 29.3]	82.4	[70.7, 90.1]	100.0	232
Yes	4.5	[2.6, 7.7]	95.5	[92.3, 97.4]	100.0	170
Household owns radio						
No	17.5	[7.6, 35.6]	82.5	[64.4, 92.4]	100.0	167
Yes	8.5	[2.9, 22.4]	91.5	[77.6, 97.1]	100.0	235

Household Owns Mobile Phone

No	21.2	[8.5,	43.7]	78.8	[56.3,	91.5]	100.0	84
Yes	7.7	[2.8,	19.5]	92.3	[80.5,	97.2]	100.0	318

Household Owns a Car

No	12.8	[8.0,	19.9]	87.2	[80.1,	92.0]	100.0	371
Yes	2.8	[0.4,	17.8]	97.2	[82.2,	99.6]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	8.2	[3.4,	18.5]	91.8	[81.5,	96.6]	100.0	192
One	20.0	[10.4,	34.8]	80.0	[65.2,	89.6]	100.0	141
Two+	13.9	[3.6,	41.3]	86.1	[58.7,	96.4]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	8.4	[3.5,	19.0]	91.6	[81.0,	96.5]	100.0	183
Yes	17.7	[9.1,	31.5]	82.3	[68.5,	90.9]	100.0	219

Level of Exposure to OneLove Booklets

None	13.0	[8.5,	19.4]	87.0	[80.6,	91.5]	100.0	307
1 Booklet	9.3	[0.9,	53.6]	90.7	[46.4,	99.1]	100.0	57
2-5 Booklets	19.5	[3.9,	58.9]	80.5	[41.1,	96.1]	100.0	36

Multimedia Exposure to OneLove

None	14.1	[5.2,	32.7]	85.9	[67.3,	94.8]	100.0	133
1 Channel	0.2	[0.0,	2.1]	99.8	[97.9,	100.0]	100.0	74
2+ Channels	22.0	[12.9,	35.0]	78.0	[65.0,	87.1]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	13.3	[7.4,	22.8]	86.7	[77.2,	92.6]	100.0	272
Yes	10.7	[5.2,	20.5]	89.3	[79.5,	94.8]	100.0	129

Total	12.6	[7.9,	19.5]	87.4	[80.5,	92.1]	100.0	402
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Table 8g: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	10.1	[6.1, 16.2]	89.9	[83.8, 93.9]	100.0	322
20-24	16.2	[9.6, 26.1]	83.8	[73.9, 90.4]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	12.9	[7.7, 20.8]	87.1	[79.2, 92.3]	100.0	279
Div/sep/widow	13.3	[2.3, 50.0]	86.7	[50.0, 97.7]	100.0	22
Never married	13.0	[7.9, 20.5]	87.0	[79.5, 92.1]	100.0	331
Religion						
Catholic	10.9	[5.2, 21.5]	89.1	[78.5, 94.8]	100.0	141
Baptist	43.8	[13.0, 80.3]	56.2	[19.7, 87.0]	100.0	16
Pentacostal	15.1	[6.8, 30.2]	84.9	[69.8, 93.2]	100.0	98
7th Day Advent.	13.6	[4.5, 34.2]	86.4	[65.8, 95.5]	100.0	100
Jehovah's Wittn.	3.8	[0.6, 22.3]	96.2	[77.7, 99.4]	100.0	37
New Apostolic	14.1	[4.4, 36.8]	85.9	[63.2, 95.6]	100.0	67
UC of Zambia	14.2	[6.3, 28.9]	85.8	[71.1, 93.7]	100.0	95
Other	10.9	[5.0, 22.2]	89.1	[77.8, 95.0]	100.0	78
Highest Level of School Attended						
None	22.6	[7.5, 51.1]	77.4	[48.9, 92.5]	100.0	23
Primary	13.8	[8.1, 22.5]	86.2	[77.5, 91.9]	100.0	226
Secondary	12.3	[7.4, 19.9]	87.7	[80.1, 92.6]	100.0	369
High school	0.1	[0.0, 1.4]	99.9	[98.6, 100.0]	100.0	12
Able to Read English						
No	13.3	[9.1, 19.0]	86.7	[81.0, 90.9]	100.0	391
Yes	12.5	[5.8, 24.8]	87.5	[75.2, 94.2]	100.0	240
Wealth Index (Quintiles)						
First quintile	11.0	[5.8, 20.0]	89.0	[80.0, 94.2]	100.0	134
Second	8.0	[3.3, 18.3]	92.0	[81.7, 96.7]	100.0	123
Third	16.8	[10.1, 26.5]	83.2	[73.5, 89.9]	100.0	114
Fourth	4.6	[1.2, 16.0]	95.4	[84.0, 98.8]	100.0	106
Fifth quintile	22.5	[10.3, 42.4]	77.5	[57.6, 89.7]	100.0	148
Household owns television						
No	11.1	[7.1, 16.9]	88.9	[83.1, 92.9]	100.0	373
Yes	15.7	[8.0, 28.6]	84.3	[71.4, 92.0]	100.0	258
Household owns radio						
No	16.3	[8.8, 28.0]	83.7	[72.0, 91.2]	100.0	217
Yes	11.5	[7.3, 17.7]	88.5	[82.3, 92.7]	100.0	414

Household Owns Mobile Phone

No	12.4	[7.1,	20.8]	87.6	[79.2,	92.9]	100.0	181
Yes	13.3	[8.0,	21.3]	86.7	[78.7,	92.0]	100.0	450

Household Owns a Car

No	13.5	[9.0,	19.6]	86.5	[80.4,	91.0]	100.0	584
Yes	5.1	[0.9,	23.9]	94.9	[76.1,	99.1]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	19.8	[12.9,	29.2]	80.2	[70.8,	87.1]	100.0	254
One	12.7	[6.5,	23.2]	87.3	[76.8,	93.5]	100.0	249
Two+	3.5	[1.3,	8.8]	96.5	[91.2,	98.7]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	14.1	[9.0,	21.3]	85.9	[78.7,	91.0]	100.0	303
Yes	11.1	[5.9,	19.8]	88.9	[80.2,	94.1]	100.0	327

Level of Exposure to OneLove Booklets

None	14.9	[9.8,	22.1]	85.1	[77.9,	90.2]	100.0	428
1 Booklet	6.2	[2.0,	17.5]	93.8	[82.5,	98.0]	100.0	113
2-5 Booklets	11.2	[3.3,	32.0]	88.8	[68.0,	96.7]	100.0	88

Multimedia Exposure to OneLove

None	18.0	[10.5,	29.1]	82.0	[70.9,	89.5]	100.0	174
1 Channel	10.6	[4.6,	22.7]	89.4	[77.3,	95.4]	100.0	136
2+ Channels	10.4	[5.9,	17.6]	89.6	[82.4,	94.1]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	17.6	[11.7,	25.5]	82.4	[74.5,	88.3]	100.0	369
Yes	7.1	[3.6,	13.7]	92.9	[86.3,	96.4]	100.0	261

Total	13.0	[8.7,	18.9]	87.0	[81.1,	91.3]	100.0	632
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Table 8h: Percentage who agree that a PLHIV on ART can transmit HIV to others (k3) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	7.6	[3.6, 15.3]	92.4	[84.7, 96.4]	100.0	153
20-24	3.3	[0.9, 11.8]	96.7	[88.2, 99.1]	100.0	124
25-29	6.9	[2.7, 16.6]	93.1	[83.4, 97.3]	100.0	93
30-34	2.7	[0.6, 11.2]	97.3	[88.8, 99.4]	100.0	82
35-39	5.2	[1.9, 13.6]	94.8	[86.4, 98.1]	100.0	108
40-44	5.8	[2.0, 15.8]	94.2	[84.2, 98.0]	100.0	60
45-49	1.7	[0.2, 11.5]	98.3	[88.5, 99.8]	100.0	32
Current Marital Status						
Married/union	5.2	[2.9, 9.3]	94.8	[90.7, 97.1]	100.0	380
Div/sep/widow	0.0		100.0		100.0	46
Never married	6.3	[3.3, 11.8]	93.7	[88.2, 96.7]	100.0	226
Religion						
Catholic	3.9	[1.1, 12.4]	96.1	[87.6, 98.9]	100.0	168
Baptist	0.0		100.0		100.0	20
Pentacostal	3.3	[1.0, 10.8]	96.7	[89.2, 99.0]	100.0	122
7th Day Advent.	1.5	[0.4, 5.6]	98.5	[94.4, 99.6]	100.0	87
Jehovah's Wittn.	5.3	[1.7, 15.2]	94.7	[84.8, 98.3]	100.0	60
New Apostolic	25.4	[11.7, 46.6]	74.6	[53.4, 88.3]	100.0	41
UC of Zambia	5.9	[2.1, 15.7]	94.1	[84.3, 97.9]	100.0	85
Other	4.7	[1.4, 15.1]	95.3	[84.9, 98.6]	100.0	69
Highest Level of School Attended						
None	13.2	[2.1, 51.5]	86.8	[48.5, 97.9]	100.0	19
Primary	5.0	[2.4, 10.3]	95.0	[89.7, 97.6]	100.0	185
Secondary	5.6	[2.9, 10.6]	94.4	[89.4, 97.1]	100.0	401
High school	1.1	[0.2, 5.3]	98.9	[94.7, 99.8]	100.0	45
Able to Read English						
No	8.4	[5.4, 12.7]	91.6	[87.3, 94.6]	100.0	310
Yes	2.7	[1.2, 5.9]	97.3	[94.1, 98.8]	100.0	342
Wealth Index (Quintiles)						
First quintile	15.2	[2.1, 59.5]	84.8	[40.5, 97.9]	100.0	16
Second	6.2	[2.6, 14.1]	93.8	[85.9, 97.4]	100.0	94
Third	5.7	[2.2, 14.0]	94.3	[86.0, 97.8]	100.0	122
Fourth	4.9	[1.9, 12.3]	95.1	[87.7, 98.1]	100.0	157
Fifth quintile	3.8	[1.6, 9.0]	96.2	[91.0, 98.4]	100.0	251
Household owns television						
No	6.0	[3.3, 10.7]	94.0	[89.3, 96.7]	100.0	275
Yes	4.8	[2.5, 9.0]	95.2	[91.0, 97.5]	100.0	377
Household owns radio						
No	4.0	[1.6, 9.5]	96.0	[90.5, 98.4]	100.0	181
Yes	5.7	[3.5, 9.1]	94.3	[90.9, 96.5]	100.0	471

Household Owns Mobile Phone

No	4.6	[1.2,	15.6]	95.4	[84.4,	98.8]	100.0	99
Yes	5.4	[3.1,	9.3]	94.6	[90.7,	96.9]	100.0	553

Household Owns a Car

No	5.6	[3.5,	8.8]	94.4	[91.2,	96.5]	100.0	579
Yes	3.0	[0.6,	13.7]	97.0	[86.3,	99.4]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	4.2	[1.6,	10.5]	95.8	[89.5,	98.4]	100.0	153
One	5.5	[2.8,	10.4]	94.5	[89.6,	97.2]	100.0	332
Two+	5.7	[2.4,	13.0]	94.3	[87.0,	97.6]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.0	[0.9,	9.7]	97.0	[90.3,	99.1]	100.0	152
Yes	5.9	[3.4,	10.0]	94.1	[90.0,	96.6]	100.0	498

Level of Exposure to OneLove Booklets

None	5.3	[3.3,	8.4]	94.7	[91.6,	96.7]	100.0	439
1 Booklet	3.2	[1.0,	9.9]	96.8	[90.1,	99.0]	100.0	130
2-5 Booklets	8.8	[3.7,	19.7]	91.2	[80.3,	96.3]	100.0	81

Multimedia Exposure to OneLove

None	4.3	[1.3,	13.8]	95.7	[86.2,	98.7]	100.0	104
1 Channel	2.8	[0.6,	12.1]	97.2	[87.9,	99.4]	100.0	71
2+ Channels	5.8	[3.2,	10.4]	94.2	[89.6,	96.8]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	3.7	[2.1,	6.3]	96.3	[93.7,	97.9]	100.0	411
Yes	8.0	[4.4,	14.1]	92.0	[85.9,	95.6]	100.0	241

Total	5.3	[3.3,	8.4]	94.7	[91.6,	96.7]	100.0	652
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Table9a: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (k8) - (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	35.3	[29.0, 42.1]	64.7	[57.9, 71.0]	100.0	687
20-24	34.2	[27.6, 41.6]	65.8	[58.4, 72.4]	100.0	574
25-29	30.5	[24.3, 37.5]	69.5	[62.5, 75.7]	100.0	508
30-34	35.5	[28.6, 43.0]	64.5	[57.0, 71.4]	100.0	417
35-39	33.9	[26.0, 42.9]	66.1	[57.1, 74.0]	100.0	390
40-44	42.5	[30.4, 55.5]	57.5	[44.5, 69.6]	100.0	261
45-49	26.7	[18.0, 37.5]	73.3	[62.5, 82.0]	100.0	175
Current Marital Status						
Married/union	34.7	[29.6, 40.1]	65.3	[59.9, 70.4]	100.0	1,809
Div/sep/widow	37.7	[28.5, 47.8]	62.3	[52.2, 71.5]	100.0	210
Never married	33.3	[27.7, 39.5]	66.7	[60.5, 72.3]	100.0	993
Religion						
Catholic	31.6	[26.0, 37.9]	68.4	[62.1, 74.0]	100.0	633
Baptist	40.0	[24.9, 57.2]	60.0	[42.8, 75.1]	100.0	104
Pentacostal	38.7	[30.5, 47.5]	61.3	[52.5, 69.5]	100.0	470
7th Day Advent.	30.2	[22.3, 39.4]	69.8	[60.6, 77.7]	100.0	439
Jehovah's Wittn.	33.8	[23.9, 45.5]	66.2	[54.5, 76.1]	100.0	200
New Apostolic	34.9	[25.3, 46.0]	65.1	[54.0, 74.7]	100.0	337
UC of Zambia	36.8	[28.8, 45.6]	63.2	[54.4, 71.2]	100.0	410
Other	35.0	[26.0, 45.2]	65.0	[54.8, 74.0]	100.0	418
Highest Level of School Attended						
None	41.0	[29.8, 53.3]	59.0	[46.7, 70.2]	100.0	165
Primary	37.4	[31.7, 43.6]	62.6	[56.4, 68.3]	100.0	1,134
Secondary	32.2	[27.0, 37.8]	67.8	[62.2, 73.0]	100.0	1,562
High school	26.5	[16.1, 40.2]	73.5	[59.8, 83.9]	100.0	148
Able to Read English						
No	37.4	[32.2, 42.9]	62.6	[57.1, 67.8]	100.0	1,767
Yes	30.1	[24.3, 36.7]	69.9	[63.3, 75.7]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	40.3	[33.2, 47.7]	59.7	[52.3, 66.8]	100.0	600
Second	30.8	[23.0, 40.0]	69.2	[60.0, 77.0]	100.0	595
Third	27.4	[21.2, 34.7]	72.6	[65.3, 78.8]	100.0	595
Fourth	31.6	[22.7, 42.2]	68.4	[57.8, 77.3]	100.0	597
Fifth quintile	37.5	[31.2, 44.3]	62.5	[55.7, 68.8]	100.0	596
Household owns television						
No	34.9	[29.5, 40.7]	65.1	[59.3, 70.5]	100.0	1,776
Yes	33.8	[27.5, 40.7]	66.2	[59.3, 72.5]	100.0	1,234
Household owns radio						
No	35.8	[28.7, 43.7]	64.2	[56.3, 71.3]	100.0	1,014
Yes	33.8	[29.4, 38.6]	66.2	[61.4, 70.6]	100.0	1,996

Household Owns Mobile Phone							
No	36.7	[30.7,	43.1]	63.3	[56.9,	69.3]	100.0 838
Yes	33.3	[28.5,	38.5]	66.7	[61.5,	71.5]	100.0 2,171

Household Owns a Car							
No	34.0	[29.4,	38.8]	66.0	[61.2,	70.6]	100.0 2,813
Yes	43.9	[35.0,	53.3]	56.1	[46.7,	65.0]	100.0 195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	34.9	[28.9,	41.5]	65.1	[58.5,	71.1]	100.0 1,054
One	33.3	[28.1,	39.0]	66.7	[61.0,	71.9]	100.0 1,311
Two+	35.5	[27.1,	45.0]	64.5	[55.0,	72.9]	100.0 646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	37.2	[31.7,	43.0]	62.8	[57.0,	68.3]	100.0 1,172
Yes	32.5	[27.1,	38.4]	67.5	[61.6,	72.9]	100.0 1,821

Level of Exposure to OneLove Booklets

None	36.5	[31.6,	41.7]	63.5	[58.3,	68.4]	100.0 2,149
1 Booklet	30.0	[22.5,	38.8]	70.0	[61.2,	77.5]	100.0 500
2-5 Booklets	27.7	[20.6,	36.2]	72.3	[63.8,	79.4]	100.0 351

Multimedia Exposure to OneLove

None	38.4	[31.7,	45.7]	61.6	[54.3,	68.3]	100.0 728
1 Channel	31.6	[25.1,	38.8]	68.4	[61.2,	74.9]	100.0 533
2+ Channels	33.7	[28.7,	39.1]	66.3	[60.9,	71.3]	100.0 1,725

Exposed to Any SAfAIDS Materials or Program

No	35.9	[31.0,	41.1]	64.1	[58.9,	69.0]	100.0 1,921
Yes	32.4	[25.8,	39.7]	67.6	[60.3,	74.2]	100.0 1,086

Total	34.4	[29.9,	39.2]	65.6	[60.8,	70.1]	100.0 3,012
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Table9b: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	33.6	[25.7, 42.4]	66.4	[57.6, 74.3]	100.0	322
20-24	41.5	[33.4, 50.1]	58.5	[49.9, 66.6]	100.0	310
25-29	37.7	[28.3, 48.2]	62.3	[51.8, 71.7]	100.0	280
30-34	35.1	[25.6, 45.9]	64.9	[54.1, 74.4]	100.0	226
35-39	40.0	[28.4, 52.8]	60.0	[47.2, 71.6]	100.0	173
40-44	49.9	[32.2, 67.7]	50.1	[32.3, 67.8]	100.0	119
45-49	45.7	[29.7, 62.7]	54.3	[37.3, 70.3]	100.0	66
Current Marital Status						
Married/union	41.9	[35.1, 49.0]	58.1	[51.0, 64.9]	100.0	974
Div/sep/widow	43.2	[32.9, 54.0]	56.8	[46.0, 67.1]	100.0	148
Never married	31.9	[24.7, 40.0]	68.1	[60.0, 75.3]	100.0	374
Religion						
Catholic	32.2	[25.5, 39.9]	67.8	[60.1, 74.5]	100.0	315
Baptist	52.8	[29.7, 74.8]	47.2	[25.2, 70.3]	100.0	46
Pentacostal	43.3	[32.2, 55.3]	56.7	[44.7, 67.8]	100.0	237
7th Day Advent.	39.6	[28.0, 52.6]	60.4	[47.4, 72.0]	100.0	217
Jehovah's Wittn.	35.1	[22.8, 49.6]	64.9	[50.4, 77.2]	100.0	93
New Apostolic	51.1	[35.7, 66.3]	48.9	[33.7, 64.3]	100.0	170
UC of Zambia	36.9	[25.5, 50.0]	63.1	[50.0, 74.5]	100.0	207
Other	37.7	[26.3, 50.7]	62.3	[49.3, 73.7]	100.0	210
Highest Level of School Attended						
None	41.3	[27.0, 57.2]	58.7	[42.8, 73.0]	100.0	115
Primary	44.2	[37.0, 51.6]	55.8	[48.4, 63.0]	100.0	651
Secondary	35.9	[28.5, 44.1]	64.1	[55.9, 71.5]	100.0	673
High school	21.5	[8.0, 46.2]	78.5	[53.8, 92.0]	100.0	54
Able to Read English						
No	41.6	[34.9, 48.6]	58.4	[51.4, 65.1]	100.0	1,050
Yes	33.7	[26.5, 41.7]	66.3	[58.3, 73.5]	100.0	444
Wealth Index (Quintiles)						
First quintile	49.8	[39.8, 59.8]	50.2	[40.2, 60.2]	100.0	321
Second	33.9	[24.2, 45.3]	66.1	[54.7, 75.8]	100.0	290
Third	35.0	[25.0, 46.6]	65.0	[53.4, 75.0]	100.0	285
Fourth	37.1	[26.2, 49.6]	62.9	[50.4, 73.8]	100.0	289
Fifth quintile	34.3	[24.1, 46.3]	65.7	[53.7, 75.9]	100.0	296
Household owns television						
No	42.1	[35.2, 49.2]	57.9	[50.8, 64.8]	100.0	899
Yes	35.3	[26.3, 45.5]	64.7	[54.5, 73.7]	100.0	595
Household owns radio						
No	42.6	[33.8, 51.8]	57.4	[48.2, 66.2]	100.0	538
Yes	37.7	[31.4, 44.4]	62.3	[55.6, 68.6]	100.0	956

Household Owns Mobile Phone							
No	42.2	[33.8,	51.1]	57.8	[48.9,	66.2]	100.0 456
Yes	37.9	[31.4,	44.8]	62.1	[55.2,	68.6]	100.0 1,038

Household Owns a Car							
No	39.8	[34.0,	46.0]	60.2	[54.0,	66.0]	100.0 1,393
Yes	30.3	[14.4,	53.0]	69.7	[47.0,	85.6]	100.0 99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	43.2	[35.4,	51.3]	56.8	[48.7,	64.6]	100.0 637
One	38.7	[30.6,	47.4]	61.3	[52.6,	69.4]	100.0 575
Two+	33.2	[23.5,	44.5]	66.8	[55.5,	76.5]	100.0 283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	45.1	[37.4,	53.0]	54.9	[47.0,	62.6]	100.0 735
Yes	33.3	[26.2,	41.3]	66.7	[58.7,	73.8]	100.0 753

Level of Exposure to OneLove Booklets

None	42.6	[35.6,	50.0]	57.4	[50.0,	64.4]	100.0 1,089
1 Booklet	32.6	[21.9,	45.4]	67.4	[54.6,	78.1]	100.0 234
2-5 Booklets	28.6	[17.9,	42.5]	71.4	[57.5,	82.1]	100.0 167

Multimedia Exposure to OneLove

None	45.1	[35.9,	54.6]	54.9	[45.4,	64.1]	100.0 461
1 Channel	41.5	[31.8,	51.9]	58.5	[48.1,	68.2]	100.0 300
2+ Channels	34.7	[27.8,	42.3]	65.3	[57.7,	72.2]	100.0 725

Exposed to Any SAfAIDS Materials or Program

No	38.6	[31.5,	46.3]	61.4	[53.7,	68.5]	100.0 853
Yes	40.3	[31.3,	50.0]	59.7	[50.0,	68.7]	100.0 639

Total	39.2	[33.4,	45.4]	60.8	[54.6,	66.6]	100.0 1,496
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Table9c: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.6	[27.6, 46.6]	63.4	[53.4, 72.4]	100.0	365
20-24	26.0	[16.5, 38.6]	74.0	[61.4, 83.5]	100.0	264
25-29	23.5	[15.1, 34.8]	76.5	[65.2, 84.9]	100.0	228
30-34	35.9	[26.0, 47.2]	64.1	[52.8, 74.0]	100.0	191
35-39	26.8	[18.3, 37.5]	73.2	[62.5, 81.7]	100.0	217
40-44	33.8	[22.8, 46.8]	66.2	[53.2, 77.2]	100.0	142
45-49	12.9	[6.2, 25.1]	87.1	[74.9, 93.8]	100.0	109
Current Marital Status						
Married/union	25.8	[19.8, 32.8]	74.2	[67.2, 80.2]	100.0	835
Div/sep/widow	25.0	[12.8, 43.2]	75.0	[56.8, 87.2]	100.0	62
Never married	34.2	[26.1, 43.4]	65.8	[56.6, 73.9]	100.0	619
Religion						
Catholic	31.0	[21.9, 41.9]	69.0	[58.1, 78.1]	100.0	318
Baptist	26.6	[12.3, 48.5]	73.4	[51.5, 87.7]	100.0	58
Pentacostal	34.3	[24.4, 45.8]	65.7	[54.2, 75.6]	100.0	233
7th Day Advent.	21.7	[14.2, 31.6]	78.3	[68.4, 85.8]	100.0	222
Jehovah's Wittn.	32.6	[20.5, 47.4]	67.4	[52.6, 79.5]	100.0	107
New Apostolic	20.8	[10.6, 36.8]	79.2	[63.2, 89.4]	100.0	167
UC of Zambia	36.7	[23.6, 52.0]	63.3	[48.0, 76.4]	100.0	203
Other	32.0	[20.5, 46.2]	68.0	[53.8, 79.5]	100.0	208
Highest Level of School Attended						
None	40.6	[25.1, 58.2]	59.4	[41.8, 74.9]	100.0	50
Primary	29.1	[22.6, 36.5]	70.9	[63.5, 77.4]	100.0	483
Secondary	29.0	[21.3, 38.3]	71.0	[61.7, 78.7]	100.0	889
High school	29.6	[16.4, 47.4]	70.4	[52.6, 83.6]	100.0	94
Able to Read English						
No	31.1	[25.6, 37.2]	68.9	[62.8, 74.4]	100.0	717
Yes	28.1	[19.5, 38.8]	71.9	[61.2, 80.5]	100.0	799
Wealth Index (Quintiles)						
First quintile	30.2	[23.5, 38.0]	69.8	[62.0, 76.5]	100.0	279
Second	27.8	[19.2, 38.3]	72.2	[61.7, 80.8]	100.0	305
Third	19.9	[12.7, 29.8]	80.1	[70.2, 87.3]	100.0	310
Fourth	25.7	[15.5, 39.5]	74.3	[60.5, 84.5]	100.0	308
Fifth quintile	40.3	[26.1, 56.4]	59.7	[43.6, 73.9]	100.0	300
Household owns television						
No	27.5	[22.2, 33.6]	72.5	[66.4, 77.8]	100.0	877
Yes	32.4	[21.6, 45.3]	67.6	[54.7, 78.4]	100.0	639
Household owns radio						
No	27.7	[20.1, 36.8]	72.3	[63.2, 79.9]	100.0	476
Yes	30.3	[23.1, 38.5]	69.7	[61.5, 76.9]	100.0	1,040

Household Owns Mobile Phone

No	30.6	[24.3, 37.6]	69.4	[62.4, 75.7]	100.0	382
Yes	29.0	[21.4, 38.0]	71.0	[62.0, 78.6]	100.0	1,133

Household Owns a Car

No	28.1	[22.6, 34.2]	71.9	[65.8, 77.4]	100.0	1,420
Yes	56.6	[35.6, 75.4]	43.4	[24.6, 64.4]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	23.7	[17.1, 31.9]	76.3	[68.1, 82.9]	100.0	417
One	29.1	[22.4, 36.8]	70.9	[63.2, 77.6]	100.0	736
Two+	37.8	[25.7, 51.5]	62.2	[48.5, 74.3]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	25.0	[19.5, 31.5]	75.0	[68.5, 80.5]	100.0	437
Yes	31.9	[23.9, 41.1]	68.1	[58.9, 76.1]	100.0	1,068

Level of Exposure to OneLove Booklets

None	30.4	[24.5, 36.9]	69.6	[63.1, 75.5]	100.0	1,060
1 Booklet	27.7	[18.9, 38.6]	72.3	[61.4, 81.1]	100.0	266
2-5 Booklets	26.8	[15.4, 42.3]	73.2	[57.7, 84.6]	100.0	184

Multimedia Exposure to OneLove

None	27.1	[19.9, 35.7]	72.9	[64.3, 80.1]	100.0	267
1 Channel	22.3	[14.5, 32.7]	77.7	[67.3, 85.5]	100.0	233
2+ Channels	32.8	[25.0, 41.6]	67.2	[58.4, 75.0]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	33.6	[27.6, 40.2]	66.4	[59.8, 72.4]	100.0	1,068
Yes	21.8	[14.4, 31.6]	78.2	[68.4, 85.6]	100.0	447

Total	29.6	[23.4, 36.5]	70.4	[63.5, 76.6]	100.0	1,516
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Table9d: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	35.8	[27.5, 45.1]	64.2	[54.9, 72.5]	100.0	214
20-24	31.7	[23.3, 41.5]	68.3	[58.5, 76.7]	100.0	197
25-29	27.4	[19.5, 37.1]	72.6	[62.9, 80.5]	100.0	180
30-34	30.1	[21.2, 40.8]	69.9	[59.2, 78.8]	100.0	131
35-39	33.5	[22.0, 47.4]	66.5	[52.6, 78.0]	100.0	129
40-44	41.8	[28.3, 56.7]	58.2	[43.3, 71.7]	100.0	99
45-49	33.0	[21.3, 47.3]	67.0	[52.7, 78.7]	100.0	66
Current Marital Status						
Married/union	34.5	[27.7, 42.0]	65.5	[58.0, 72.3]	100.0	669
Div/sep/widow	35.5	[23.2, 50.0]	64.5	[50.0, 76.8]	100.0	70
Never married	30.4	[22.9, 39.2]	69.6	[60.8, 77.1]	100.0	277
Religion						
Catholic	27.8	[20.2, 37.0]	72.2	[63.0, 79.8]	100.0	194
Baptist	48.1	[23.6, 73.6]	51.9	[26.4, 76.4]	100.0	23
Pentacostal	35.8	[24.0, 49.6]	64.2	[50.4, 76.0]	100.0	102
7th Day Advent.	27.9	[19.1, 38.7]	72.1	[61.3, 80.9]	100.0	190
Jehovah's Wittn.	33.0	[20.9, 47.9]	67.0	[52.1, 79.1]	100.0	51
New Apostolic	36.0	[22.8, 51.8]	64.0	[48.2, 77.2]	100.0	154
UC of Zambia	38.1	[27.8, 49.6]	61.9	[50.4, 72.2]	100.0	132
Other	35.9	[23.6, 50.4]	64.1	[49.6, 76.4]	100.0	169
Highest Level of School Attended						
None	41.4	[27.7, 56.5]	58.6	[43.5, 72.3]	100.0	85
Primary	37.2	[31.2, 43.7]	62.8	[56.3, 68.8]	100.0	513
Secondary	26.7	[19.6, 35.3]	73.3	[64.7, 80.4]	100.0	398
High school	31.5	[15.8, 53.0]	68.5	[47.0, 84.2]	100.0	18
Able to Read English						
No	36.6	[30.2, 43.6]	63.4	[56.4, 69.8]	100.0	755
Yes	23.7	[16.9, 32.3]	76.3	[67.7, 83.1]	100.0	259
Wealth Index (Quintiles)						
First quintile	39.4	[32.0, 47.3]	60.6	[52.7, 68.0]	100.0	505
Second	26.6	[18.2, 37.0]	73.4	[63.0, 81.8]	100.0	265
Third	28.6	[19.2, 40.4]	71.4	[59.6, 80.8]	100.0	136
Fourth	19.1	[10.8, 31.6]	80.9	[68.4, 89.2]	100.0	78
Fifth quintile	45.3	[25.9, 66.2]	54.7	[33.8, 74.1]	100.0	19
Household owns television						
No	34.3	[27.7, 41.5]	65.7	[58.5, 72.3]	100.0	846
Yes	28.6	[19.2, 40.4]	71.4	[59.6, 80.8]	100.0	168
Household owns radio						
No	37.7	[28.8, 47.5]	62.3	[52.5, 71.2]	100.0	393
Yes	30.8	[24.9, 37.4]	69.2	[62.6, 75.1]	100.0	621

Household Owns Mobile Phone							
No	36.3	[29.3,	43.9]	63.7	[56.1,	70.7]	100.0 513
Yes	30.2	[23.3,	38.1]	69.8	[61.9,	76.7]	100.0 500

Household Owns a Car							
No	33.2	[27.0,	40.1]	66.8	[59.9,	73.0]	100.0 995
Yes	38.2	[14.3,	69.7]	61.8	[30.3,	85.7]	100.0 18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	36.5	[29.0,	44.7]	63.5	[55.3,	71.0]	100.0 469
One	27.4	[19.9,	36.4]	72.6	[63.6,	80.1]	100.0 370
Two+	36.3	[26.2,	47.7]	63.7	[52.3,	73.8]	100.0 176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	36.3	[29.8,	43.3]	63.7	[56.7,	70.2]	100.0 583
Yes	29.0	[22.0,	37.2]	71.0	[62.8,	78.0]	100.0 427

Level of Exposure to OneLove Booklets

None	35.7	[29.2,	42.8]	64.3	[57.2,	70.8]	100.0 819
1 Booklet	19.7	[11.6,	31.3]	80.3	[68.7,	88.4]	100.0 122
2-5 Booklets	29.6	[18.5,	43.8]	70.4	[56.2,	81.5]	100.0 71

Multimedia Exposure to OneLove

None	40.0	[32.3,	48.4]	60.0	[51.6,	67.7]	100.0 364
1 Channel	29.2	[21.3,	38.7]	70.8	[61.3,	78.7]	100.0 239
2+ Channels	29.5	[22.5,	37.7]	70.5	[62.3,	77.5]	100.0 406

Exposed to Any SAfAIDS Materials or Program

No	32.2	[25.9,	39.1]	67.8	[60.9,	74.1]	100.0 661
Yes	35.2	[24.4,	47.7]	64.8	[52.3,	75.6]	100.0 353

Total	33.2	[26.9,	40.1]	66.8	[59.9,	73.1]	100.0 1,016
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Table9e: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	34.4	[24.9, 45.3]	65.6	[54.7, 75.1]	100.0	378
20-24	36.5	[26.1, 48.4]	63.5	[51.6, 73.9]	100.0	294
25-29	36.4	[26.8, 47.2]	63.6	[52.8, 73.2]	100.0	253
30-34	40.9	[30.0, 52.9]	59.1	[47.1, 70.0]	100.0	223
35-39	34.6	[23.7, 47.4]	65.4	[52.6, 76.3]	100.0	218
40-44	44.3	[23.9, 66.8]	55.7	[33.2, 76.1]	100.0	138
45-49	20.9	[10.4, 37.4]	79.1	[62.6, 89.6]	100.0	90
Current Marital Status						
Married/union	35.0	[27.0, 44.0]	65.0	[56.0, 73.0]	100.0	909
Div/sep/widow	40.2	[27.0, 55.0]	59.8	[45.0, 73.0]	100.0	109
Never married	36.6	[28.3, 45.7]	63.4	[54.3, 71.7]	100.0	576
Religion						
Catholic	34.8	[26.3, 44.3]	65.2	[55.7, 73.7]	100.0	377
Baptist	37.2	[20.2, 58.0]	62.8	[42.0, 79.8]	100.0	70
Pentacostal	41.0	[30.2, 52.7]	59.0	[47.3, 69.8]	100.0	289
7th Day Advent.	36.6	[21.6, 54.7]	63.4	[45.3, 78.4]	100.0	215
Jehovah's Wittn.	36.2	[20.9, 54.9]	63.8	[45.1, 79.1]	100.0	118
New Apostolic	32.6	[22.3, 44.9]	67.4	[55.1, 77.7]	100.0	151
UC of Zambia	35.6	[23.0, 50.6]	64.4	[49.4, 77.0]	100.0	193
Other	32.5	[19.6, 48.7]	67.5	[51.3, 80.4]	100.0	181
Highest Level of School Attended						
None	40.2	[21.7, 61.9]	59.8	[38.1, 78.3]	100.0	69
Primary	36.9	[24.3, 51.6]	63.1	[48.4, 75.7]	100.0	480
Secondary	37.0	[29.9, 44.6]	63.0	[55.4, 70.1]	100.0	938
High school	26.0	[13.7, 43.6]	74.0	[56.4, 86.3]	100.0	106
Able to Read English						
No	39.1	[29.7, 49.5]	60.9	[50.5, 70.3]	100.0	771
Yes	33.7	[25.6, 42.9]	66.3	[57.1, 74.4]	100.0	823
Wealth Index (Quintiles)						
First quintile	56.1	[31.8, 77.8]	43.9	[22.2, 68.2]	100.0	62
Second	48.4	[30.9, 66.3]	51.6	[33.7, 69.1]	100.0	252
Third	26.9	[18.9, 36.8]	73.1	[63.2, 81.1]	100.0	339
Fourth	34.9	[23.3, 48.6]	65.1	[51.4, 76.7]	100.0	426
Fifth quintile	37.0	[30.4, 44.1]	63.0	[55.9, 69.6]	100.0	502
Household owns television						
No	36.6	[27.0, 47.4]	63.4	[52.6, 73.0]	100.0	698
Yes	35.8	[27.9, 44.5]	64.2	[55.5, 72.1]	100.0	896
Household owns radio						
No	33.2	[21.0, 48.3]	66.8	[51.7, 79.0]	100.0	454
Yes	36.9	[30.2, 44.1]	63.1	[55.9, 69.8]	100.0	1,140

Household Owns Mobile Phone							
No	39.4	[27.5,	52.8]	60.6	[47.2,	72.5]	100.0 241
Yes	35.6	[28.9,	42.9]	64.4	[57.1,	71.1]	100.0 1,353

Household Owns a Car							
No	35.1	[28.1,	42.8]	64.9	[57.2,	71.9]	100.0 1,447
Yes	45.0	[35.5,	54.8]	55.0	[45.2,	64.5]	100.0 146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	31.8	[21.4,	44.4]	68.2	[55.6,	78.6]	100.0 393
One	38.6	[31.5,	46.2]	61.4	[53.8,	68.5]	100.0 800
Two+	35.0	[23.0,	49.3]	65.0	[50.7,	77.0]	100.0 401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	41.2	[29.9,	53.5]	58.8	[46.5,	70.1]	100.0 406
Yes	34.8	[27.1,	43.3]	65.2	[56.7,	72.9]	100.0 1,175

Level of Exposure to OneLove Booklets

None	37.9	[30.1,	46.3]	62.1	[53.7,	69.9]	100.0 1,023
1 Booklet	37.2	[26.2,	49.7]	62.8	[50.3,	73.8]	100.0 321
2-5 Booklets	27.3	[18.4,	38.5]	72.7	[61.5,	81.6]	100.0 244

Multimedia Exposure to OneLove

None	31.3	[18.5,	47.7]	68.7	[52.3,	81.5]	100.0 231
1 Channel	38.8	[27.7,	51.3]	61.2	[48.7,	72.3]	100.0 220
2+ Channels	36.1	[29.3,	43.7]	63.9	[56.3,	70.7]	100.0 1,126

Exposed to Any SAfAIDS Materials or Program

No	41.8	[33.3,	50.7]	58.2	[49.3,	66.7]	100.0 988
Yes	29.3	[21.3,	38.8]	70.7	[61.2,	78.7]	100.0 604

Total	36.0	[29.3,	43.3]	64.0	[56.7,	70.7]	100.0 1,594
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Table9f: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	39.5	[19.2, 64.2]	60.5	[35.8, 80.8]	100.0	95
20-24	58.0	[35.5, 77.6]	42.0	[22.4, 64.5]	100.0	83
25-29	14.2	[3.6, 42.2]	85.8	[57.8, 96.4]	100.0	75
30-34	40.5	[14.8, 72.7]	59.5	[27.3, 85.2]	100.0	63
35-39	28.8	[16.3, 45.6]	71.2	[54.4, 83.7]	100.0	43
40-44	25.2	[11.2, 47.4]	74.8	[52.6, 88.8]	100.0	24
45-49	0.5	[0.0, 5.3]	99.5	[94.7, 100.0]	100.0	19
Current Marital Status						
Married/union	33.8	[17.2, 55.5]	66.2	[44.5, 82.8]	100.0	231
Div/sep/widow	39.6	[10.9, 77.8]	60.4	[22.2, 89.1]	100.0	31
Never married	26.6	[7.0, 63.7]	73.4	[36.3, 93.0]	100.0	140
Religion						
Catholic	41.7	[24.4, 61.4]	58.3	[38.6, 75.6]	100.0	62
Baptist	1.3	[0.1, 13.9]	98.7	[86.1, 99.9]	100.0	11
Pentacostal	21.7	[13.0, 33.9]	78.3	[66.1, 87.0]	100.0	79
7th Day Advent.	15.3	[4.2, 42.7]	84.7	[57.3, 95.8]	100.0	34
Jehovah's Wittn.	4.2	[0.6, 23.7]	95.8	[76.3, 99.4]	100.0	31
New Apostolic	33.6	[9.7, 70.6]	66.4	[29.4, 90.3]	100.0	32
UC of Zambia	28.9	[16.9, 44.7]	71.1	[55.3, 83.1]	100.0	85
Other	47.5	[31.4, 64.0]	52.5	[36.0, 68.6]	100.0	68
Highest Level of School Attended						
None	38.7	[15.3, 68.8]	61.3	[31.2, 84.7]	100.0	11
Primary	54.1	[24.0, 81.5]	45.9	[18.5, 76.0]	100.0	141
Secondary	26.2	[16.4, 39.2]	73.8	[60.8, 83.6]	100.0	226
High school	17.0	[9.8, 27.8]	83.0	[72.2, 90.2]	100.0	24
Able to Read English						
No	34.9	[16.6, 59.1]	65.1	[40.9, 83.4]	100.0	241
Yes	28.9	[21.2, 38.1]	71.1	[61.9, 78.8]	100.0	161
Wealth Index (Quintiles)						
First quintile	43.4	[20.0, 70.1]	56.6	[29.9, 80.0]	100.0	33
Second	32.3	[16.0, 54.5]	67.7	[45.5, 84.0]	100.0	78
Third	17.3	[6.9, 37.2]	82.7	[62.8, 93.1]	100.0	120
Fourth	37.7	[25.0, 52.3]	62.3	[47.7, 75.0]	100.0	93
Fifth quintile	22.5	[8.2, 48.6]	77.5	[51.4, 91.8]	100.0	75
Household owns television						
No	36.8	[19.7, 58.0]	63.2	[42.0, 80.3]	100.0	232
Yes	25.9	[17.5, 36.5]	74.1	[63.5, 82.5]	100.0	170
Household owns radio						
No	30.3	[17.9, 46.4]	69.7	[53.6, 82.1]	100.0	167
Yes	34.6	[18.3, 55.5]	65.4	[44.5, 81.7]	100.0	235

Household Owns Mobile Phone							
No	35.4	[12.4,	68.0]	64.6	[32.0,	87.6]	100.0 84
Yes	31.1	[24.9,	38.0]	68.9	[62.0,	75.1]	100.0 318
Household Owns a Car							
No	32.5	[18.9,	49.9]	67.5	[50.1,	81.1]	100.0 371
Yes	39.2	[13.3,	73.1]	60.8	[26.9,	86.7]	100.0 31
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	28.7	[9.1,	61.8]	71.3	[38.2,	90.9]	100.0 192
One	38.1	[21.0,	58.9]	61.9	[41.1,	79.0]	100.0 141
Two+	37.1	[18.0,	61.4]	62.9	[38.6,	82.0]	100.0 69
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	35.7	[17.2,	59.7]	64.3	[40.3,	82.8]	100.0 183
Yes	28.9	[22.1,	36.9]	71.1	[63.1,	77.9]	100.0 219
Level of Exposure to OneLove Booklets							
None	34.8	[13.9,	63.7]	65.2	[36.3,	86.1]	100.0 307
1 Booklet	35.2	[14.5,	63.7]	64.8	[36.3,	85.5]	100.0 57
2-5 Booklets	3.0	[0.8,	11.1]	97.0	[88.9,	99.2]	100.0 36
Multimedia Exposure to OneLove							
None	38.6	[8.7,	80.6]	61.4	[19.4,	91.3]	100.0 133
1 Channel	19.2	[10.4,	32.9]	80.8	[67.1,	89.6]	100.0 74
2+ Channels	38.8	[24.1,	55.9]	61.2	[44.1,	75.9]	100.0 193
Exposed to Any SAfAIDS Materials or Program							
No	29.4	[11.7,	56.6]	70.6	[43.4,	88.3]	100.0 272
Yes	41.9	[25.1,	60.8]	58.1	[39.2,	74.9]	100.0 129
Total	32.6	[19.2,	49.6]	67.4	[50.4,	80.8]	100.0 402

Table9g: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	33.6	[25.7, 42.4]	66.4	[57.6, 74.3]	100.0	322
20-24	41.5	[33.4, 50.1]	58.5	[49.9, 66.6]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	42.0	[33.4, 51.2]	58.0	[48.8, 66.6]	100.0	279
Div/sep/widow	39.2	[19.8, 62.8]	60.8	[37.2, 80.2]	100.0	22
Never married	34.2	[26.3, 43.0]	65.8	[57.0, 73.7]	100.0	331
Religion						
Catholic	33.5	[22.8, 46.2]	66.5	[53.8, 77.2]	100.0	141
Baptist	35.1	[11.4, 69.5]	64.9	[30.5, 88.6]	100.0	16
Pentacostal	43.6	[27.8, 60.7]	56.4	[39.3, 72.2]	100.0	98
7th Day Advent.	34.8	[21.4, 51.1]	65.2	[48.9, 78.6]	100.0	100
Jehovah's Wittn.	29.7	[12.4, 55.9]	70.3	[44.1, 87.6]	100.0	37
New Apostolic	58.6	[39.6, 75.3]	41.4	[24.7, 60.4]	100.0	67
UC of Zambia	34.1	[20.8, 50.5]	65.9	[49.5, 79.2]	100.0	95
Other	32.8	[18.8, 50.6]	67.2	[49.4, 81.2]	100.0	78
Highest Level of School Attended						
None	42.4	[16.8, 72.9]	57.6	[27.1, 83.2]	100.0	23
Primary	39.6	[30.0, 50.1]	60.4	[49.9, 70.0]	100.0	226
Secondary	35.8	[28.0, 44.4]	64.2	[55.6, 72.0]	100.0	369
High school	29.9	[4.1, 80.9]	70.1	[19.1, 95.9]	100.0	12
Able to Read English						
No	39.3	[31.1, 48.1]	60.7	[51.9, 68.9]	100.0	391
Yes	34.0	[25.5, 43.7]	66.0	[56.3, 74.5]	100.0	240
Wealth Index (Quintiles)						
First quintile	52.1	[39.0, 64.9]	47.9	[35.1, 61.0]	100.0	134
Second	30.6	[19.1, 45.3]	69.4	[54.7, 80.9]	100.0	123
Third	29.7	[18.8, 43.5]	70.3	[56.5, 81.2]	100.0	114
Fourth	20.1	[11.1, 33.8]	79.9	[66.2, 88.9]	100.0	106
Fifth quintile	40.7	[28.1, 54.7]	59.3	[45.3, 71.9]	100.0	148
Household owns television						
No	41.8	[33.6, 50.4]	58.2	[49.6, 66.4]	100.0	373
Yes	31.1	[22.7, 41.1]	68.9	[58.9, 77.3]	100.0	258
Household owns radio						
No	42.8	[30.9, 55.7]	57.2	[44.3, 69.1]	100.0	217
Yes	34.9	[28.6, 41.7]	65.1	[58.3, 71.4]	100.0	414

Household Owns Mobile Phone							
No	43.3	[30.8,	56.8]	56.7	[43.2,	69.2]	100.0 181
Yes	34.8	[28.0,	42.2]	65.2	[57.8,	72.0]	100.0 450
Household Owns a Car							
No	38.3	[31.8,	45.2]	61.7	[54.8,	68.2]	100.0 584
Yes	22.4	[6.9,	53.0]	77.6	[47.0,	93.1]	100.0 46
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	44.4	[34.3,	55.0]	55.6	[45.0,	65.7]	100.0 254
One	37.9	[30.0,	46.5]	62.1	[53.5,	70.0]	100.0 249
Two+	26.3	[18.1,	36.6]	73.7	[63.4,	81.9]	100.0 128
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	44.3	[34.8,	54.2]	55.7	[45.8,	65.2]	100.0 303
Yes	30.4	[22.9,	39.1]	69.6	[60.9,	77.1]	100.0 327
Level of Exposure to OneLove Booklets							
None	41.5	[33.1,	50.3]	58.5	[49.7,	66.9]	100.0 428
1 Booklet	27.0	[16.5,	40.8]	73.0	[59.2,	83.5]	100.0 113
2-5 Booklets	33.1	[19.4,	50.5]	66.9	[49.5,	80.6]	100.0 88
Multimedia Exposure to OneLove							
None	46.4	[33.9,	59.3]	53.6	[40.7,	66.1]	100.0 174
1 Channel	40.4	[29.1,	52.9]	59.6	[47.1,	70.9]	100.0 136
2+ Channels	31.3	[23.9,	39.7]	68.7	[60.3,	76.1]	100.0 319
Exposed to Any SAfAIDS Materials or Program							
No	39.9	[31.4,	49.0]	60.1	[51.0,	68.6]	100.0 369
Yes	34.1	[24.8,	44.8]	65.9	[55.2,	75.2]	100.0 261
Total	37.3	[31.0,	44.1]	62.7	[55.9,	69.0]	100.0 632

Table9h: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during pregnancy (k8) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	48.9	[38.4, 59.6]	51.1	[40.4, 61.6]	100.0	153
20-24	35.4	[25.6, 46.6]	64.6	[53.4, 74.4]	100.0	124
25-29	35.0	[23.9, 48.0]	65.0	[52.0, 76.1]	100.0	93
30-34	59.8	[46.6, 71.7]	40.2	[28.3, 53.4]	100.0	82
35-39	38.1	[25.3, 52.9]	61.9	[47.1, 74.7]	100.0	108
40-44	42.8	[28.7, 58.1]	57.2	[41.9, 71.3]	100.0	60
45-49	34.7	[19.2, 54.2]	65.3	[45.8, 80.8]	100.0	32
Current Marital Status						
Married/union	38.1	[29.2, 47.8]	61.9	[52.2, 70.8]	100.0	380
Div/sep/widow	50.3	[36.0, 64.5]	49.7	[35.5, 64.0]	100.0	46
Never married	46.6	[36.7, 56.8]	53.4	[43.2, 63.3]	100.0	226
Religion						
Catholic	42.9	[32.7, 53.7]	57.1	[46.3, 67.3]	100.0	168
Baptist	48.8	[29.4, 68.5]	51.2	[31.5, 70.6]	100.0	20
Pentacostal	52.6	[41.2, 63.7]	47.4	[36.3, 58.8]	100.0	122
7th Day Advent.	28.4	[16.1, 45.1]	71.6	[54.9, 83.9]	100.0	87
Jehovah's Wittn.	38.8	[23.4, 56.8]	61.2	[43.2, 76.6]	100.0	60
New Apostolic	21.1	[8.9, 42.2]	78.9	[57.8, 91.1]	100.0	41
UC of Zambia	57.1	[44.1, 69.2]	42.9	[30.8, 55.9]	100.0	85
Other	38.6	[25.2, 53.9]	61.4	[46.1, 74.8]	100.0	69
Highest Level of School Attended						
None	47.3	[21.4, 74.8]	52.7	[25.2, 78.6]	100.0	19
Primary	40.0	[30.2, 50.6]	60.0	[49.4, 69.8]	100.0	185
Secondary	43.4	[34.0, 53.3]	56.6	[46.7, 66.0]	100.0	401
High school	44.3	[21.5, 69.7]	55.7	[30.3, 78.5]	100.0	45
Able to Read English						
No	45.2	[36.2, 54.5]	54.8	[45.5, 63.8]	100.0	310
Yes	40.8	[31.1, 51.2]	59.2	[48.8, 68.9]	100.0	342
Wealth Index (Quintiles)						
First quintile	37.9	[15.6, 66.9]	62.1	[33.1, 84.4]	100.0	16
Second	42.7	[27.7, 59.3]	57.3	[40.7, 72.3]	100.0	94
Third	38.0	[25.5, 52.3]	62.0	[47.7, 74.5]	100.0	122
Fourth	41.3	[28.1, 55.9]	58.7	[44.1, 71.9]	100.0	157
Fifth quintile	45.8	[36.1, 55.8]	54.2	[44.2, 63.9]	100.0	251
Household owns television						
No	40.0	[28.9, 52.3]	60.0	[47.7, 71.1]	100.0	275
Yes	44.5	[36.2, 53.2]	55.5	[46.8, 63.8]	100.0	377
Household owns radio						
No	38.9	[28.1, 50.9]	61.1	[49.1, 71.9]	100.0	181
Yes	44.0	[35.5, 52.8]	56.0	[47.2, 64.5]	100.0	471

Household Owns Mobile Phone

No	46.5	[33.5, 59.9]	53.5	[40.1, 66.5]	100.0	99
Yes	42.1	[33.5, 51.2]	57.9	[48.8, 66.5]	100.0	553

Household Owns a Car

No	42.4	[34.2, 51.1]	57.6	[48.9, 65.8]	100.0	579
Yes	46.0	[28.9, 64.1]	54.0	[35.9, 71.1]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	29.7	[20.4, 41.1]	70.3	[58.9, 79.6]	100.0	153
One	42.5	[33.4, 52.3]	57.5	[47.7, 66.6]	100.0	332
Two+	53.8	[44.2, 63.1]	46.2	[36.9, 55.8]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	32.9	[21.7, 46.5]	67.1	[53.5, 78.3]	100.0	152
Yes	45.4	[36.4, 54.6]	54.6	[45.4, 63.6]	100.0	498

Level of Exposure to OneLove Booklets

None	41.9	[33.4, 50.9]	58.1	[49.1, 66.6]	100.0	439
1 Booklet	49.0	[35.9, 62.3]	51.0	[37.7, 64.1]	100.0	130
2-5 Booklets	36.4	[23.5, 51.6]	63.6	[48.4, 76.5]	100.0	81

Multimedia Exposure to OneLove

None	30.6	[19.5, 44.4]	69.4	[55.6, 80.5]	100.0	104
1 Channel	34.9	[20.6, 52.4]	65.1	[47.6, 79.4]	100.0	71
2+ Channels	46.3	[37.5, 55.3]	53.7	[44.7, 62.5]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	50.2	[41.3, 59.1]	49.8	[40.9, 58.7]	100.0	411
Yes	30.5	[21.9, 40.6]	69.5	[59.4, 78.1]	100.0	241

Total	42.8	[34.6, 51.3]	57.2	[48.7, 65.4]	100.0	652
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Table 10a: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8)- (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.7	[29.4, 44.8]	63.3	[55.2, 70.6]	100.0	687
20-24	29.4	[23.1, 36.7]	70.6	[63.3, 76.9]	100.0	574
25-29	27.4	[21.7, 34.0]	72.6	[66.0, 78.3]	100.0	508
30-34	35.3	[28.0, 43.4]	64.7	[56.6, 72.0]	100.0	417
35-39	29.5	[23.0, 37.0]	70.5	[63.0, 77.0]	100.0	390
40-44	37.8	[27.7, 49.1]	62.2	[50.9, 72.3]	100.0	261
45-49	24.2	[15.1, 36.5]	75.8	[63.5, 84.9]	100.0	175
Current Marital Status						
Married/union	31.7	[27.1, 36.7]	68.3	[63.3, 72.9]	100.0	1,809
Div/sep/widow	33.7	[24.9, 43.6]	66.3	[56.4, 75.1]	100.0	210
Never married	32.8	[26.2, 40.0]	67.2	[60.0, 73.8]	100.0	993
Religion						
Catholic	32.1	[26.5, 38.3]	67.9	[61.7, 73.5]	100.0	633
Baptist	50.2	[33.7, 66.5]	49.8	[33.5, 66.3]	100.0	104
Pentacostal	33.2	[26.1, 41.2]	66.8	[58.8, 73.9]	100.0	470
7th Day Advent.	34.1	[26.0, 43.2]	65.9	[56.8, 74.0]	100.0	439
Jehovah's Wittn.	32.4	[22.4, 44.3]	67.6	[55.7, 77.6]	100.0	200
New Apostolic	29.0	[17.4, 44.1]	71.0	[55.9, 82.6]	100.0	337
UC of Zambia	32.6	[24.2, 42.1]	67.4	[57.9, 75.8]	100.0	410
Other	29.5	[21.2, 39.4]	70.5	[60.6, 78.8]	100.0	418
Highest Level of School Attended						
None	40.0	[29.1, 51.9]	60.0	[48.1, 70.9]	100.0	165
Primary	34.0	[28.7, 39.6]	66.0	[60.4, 71.3]	100.0	1,134
Secondary	29.6	[24.4, 35.5]	70.4	[64.5, 75.6]	100.0	1,562
High school	35.7	[20.9, 53.9]	64.3	[46.1, 79.1]	100.0	148
Able to Read English						
No	34.2	[29.2, 39.7]	65.8	[60.3, 70.8]	100.0	1,767
Yes	29.4	[23.3, 36.3]	70.6	[63.7, 76.7]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	36.4	[28.9, 44.7]	63.6	[55.3, 71.1]	100.0	600
Second	29.2	[21.8, 38.0]	70.8	[62.0, 78.2]	100.0	595
Third	22.8	[16.2, 31.0]	77.2	[69.0, 83.8]	100.0	595
Fourth	31.2	[23.5, 40.0]	68.8	[60.0, 76.5]	100.0	597
Fifth quintile	38.3	[30.4, 46.7]	61.7	[53.3, 69.6]	100.0	596
Household owns television						
No	32.9	[27.6, 38.8]	67.1	[61.2, 72.4]	100.0	1,776
Yes	31.3	[24.7, 38.8]	68.7	[61.2, 75.3]	100.0	1,234
Household owns radio						
No	35.1	[28.8, 41.9]	64.9	[58.1, 71.2]	100.0	1,014
Yes	31.0	[26.1, 36.5]	69.0	[63.5, 73.9]	100.0	1,996

Household Owns Mobile Phone

No	34.3	[27.5, 41.8]	65.7	[58.2, 72.5]	100.0	838
Yes	31.4	[26.4, 36.9]	68.6	[63.1, 73.6]	100.0	2,171

Household Owns a Car

No	31.7	[27.1, 36.7]	68.3	[63.3, 72.9]	100.0	2,813
Yes	43.0	[33.4, 53.1]	57.0	[46.9, 66.6]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	36.3	[29.6, 43.6]	63.7	[56.4, 70.4]	100.0	1,054
One	31.2	[25.8, 37.2]	68.8	[62.8, 74.2]	100.0	1,311
Two+	27.9	[20.4, 37.0]	72.1	[63.0, 79.6]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	35.1	[28.6, 42.2]	64.9	[57.8, 71.4]	100.0	1,172
Yes	30.2	[24.8, 36.2]	69.8	[63.8, 75.2]	100.0	1,821

Level of Exposure to OneLove Booklets

None	33.5	[28.5, 38.9]	66.5	[61.1, 71.5]	100.0	2,149
1 Booklet	27.3	[21.2, 34.3]	72.7	[65.7, 78.8]	100.0	500
2-5 Booklets	31.8	[22.6, 42.6]	68.2	[57.4, 77.4]	100.0	351

Multimedia Exposure to OneLove

None	38.0	[30.0, 46.7]	62.0	[53.3, 70.0]	100.0	728
1 Channel	31.0	[24.6, 38.2]	69.0	[61.8, 75.4]	100.0	533
2+ Channels	30.1	[24.8, 35.9]	69.9	[64.1, 75.2]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	34.2	[28.6, 40.2]	65.8	[59.8, 71.4]	100.0	1,921
Yes	29.5	[23.7, 36.2]	70.5	[63.8, 76.3]	100.0	1,086

Total	32.2	[27.7, 37.2]	67.8	[62.8, 72.3]	100.0	3,012
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Table 10b: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	32.7	[24.3, 42.3]	67.3	[57.7, 75.7]	100.0	322
20-24	32.2	[24.0, 41.7]	67.8	[58.3, 76.0]	100.0	310
25-29	28.7	[20.6, 38.4]	71.3	[61.6, 79.4]	100.0	280
30-34	30.3	[21.1, 41.5]	69.7	[58.5, 78.9]	100.0	226
35-39	29.0	[19.8, 40.3]	71.0	[59.7, 80.2]	100.0	173
40-44	42.0	[29.2, 56.1]	58.0	[43.9, 70.8]	100.0	119
45-49	37.5	[23.3, 54.1]	62.5	[45.9, 76.7]	100.0	66
Current Marital Status						
Married/union	34.6	[28.9, 40.7]	65.4	[59.3, 71.1]	100.0	974
Div/sep/widow	32.9	[22.6, 45.1]	67.1	[54.9, 77.4]	100.0	148
Never married	27.7	[19.6, 37.7]	72.3	[62.3, 80.4]	100.0	374
Religion						
Catholic	29.0	[22.0, 37.1]	71.0	[62.9, 78.0]	100.0	315
Baptist	54.6	[29.6, 77.5]	45.4	[22.5, 70.4]	100.0	46
Pentacostal	37.1	[28.0, 47.2]	62.9	[52.8, 72.0]	100.0	237
7th Day Advent.	40.8	[28.5, 54.4]	59.2	[45.6, 71.5]	100.0	217
Jehovah's Wittn.	33.1	[20.8, 48.2]	66.9	[51.8, 79.2]	100.0	93
New Apostolic	32.6	[18.5, 50.7]	67.4	[49.3, 81.5]	100.0	170
UC of Zambia	31.4	[20.4, 45.0]	68.6	[55.0, 79.6]	100.0	207
Other	23.9	[15.5, 35.0]	76.1	[65.0, 84.5]	100.0	210
Highest Level of School Attended						
None	40.7	[28.5, 54.2]	59.3	[45.8, 71.5]	100.0	115
Primary	39.7	[32.7, 47.1]	60.3	[52.9, 67.3]	100.0	651
Secondary	25.4	[18.9, 33.3]	74.6	[66.7, 81.1]	100.0	673
High school	21.5	[8.0, 46.3]	78.5	[53.7, 92.0]	100.0	54
Able to Read English						
No	36.9	[30.5, 43.8]	63.1	[56.2, 69.5]	100.0	1,050
Yes	21.7	[15.0, 30.2]	78.3	[69.8, 85.0]	100.0	444
Wealth Index (Quintiles)						
First quintile	45.5	[35.1, 56.4]	54.5	[43.6, 64.9]	100.0	321
Second	25.6	[17.6, 35.6]	74.4	[64.4, 82.4]	100.0	290
Third	23.6	[15.5, 34.2]	76.4	[65.8, 84.5]	100.0	285
Fourth	31.0	[21.1, 43.0]	69.0	[57.0, 78.9]	100.0	289
Fifth quintile	29.0	[19.4, 40.9]	71.0	[59.1, 80.6]	100.0	296
Household owns television						
No	37.2	[30.2, 44.8]	62.8	[55.2, 69.8]	100.0	899
Yes	25.7	[18.5, 34.6]	74.3	[65.4, 81.5]	100.0	595
Household owns radio						
No	37.6	[29.6, 46.2]	62.4	[53.8, 70.4]	100.0	538
Yes	30.0	[24.1, 36.7]	70.0	[63.3, 75.9]	100.0	956

Household Owns Mobile Phone

No	38.1	[29.7, 47.4]	61.9	[52.6, 70.3]	100.0	456
Yes	29.8	[24.0, 36.3]	70.2	[63.7, 76.0]	100.0	1,038

Household Owns a Car

No	32.7	[27.3, 38.7]	67.3	[61.3, 72.7]	100.0	1,393
Yes	30.1	[14.2, 52.8]	69.9	[47.2, 85.8]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	40.0	[32.0, 48.6]	60.0	[51.4, 68.0]	100.0	637
One	29.6	[22.8, 37.3]	70.4	[62.7, 77.2]	100.0	575
Two+	23.7	[14.9, 35.4]	76.3	[64.6, 85.1]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	38.5	[30.7, 46.9]	61.5	[53.1, 69.3]	100.0	735
Yes	26.1	[19.4, 34.3]	73.9	[65.7, 80.6]	100.0	753

Level of Exposure to OneLove Booklets

None	35.7	[29.4, 42.6]	64.3	[57.4, 70.6]	100.0	1,089
1 Booklet	23.6	[16.5, 32.4]	76.4	[67.6, 83.5]	100.0	234
2-5 Booklets	25.5	[14.8, 40.2]	74.5	[59.8, 85.2]	100.0	167

Multimedia Exposure to OneLove

None	41.1	[31.6, 51.3]	58.9	[48.7, 68.4]	100.0	461
1 Channel	35.2	[26.4, 45.1]	64.8	[54.9, 73.6]	100.0	300
2+ Channels	25.8	[19.3, 33.7]	74.2	[66.3, 80.7]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	33.6	[27.5, 40.2]	66.4	[59.8, 72.5]	100.0	853
Yes	31.5	[23.1, 41.3]	68.5	[58.7, 76.9]	100.0	639

Total	32.5	[27.0, 38.5]	67.5	[61.5, 73.0]	100.0	1,496
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Table 10c: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	40.0	[29.2, 51.8]	60.0	[48.2, 70.8]	100.0	365
20-24	26.3	[16.9, 38.5]	73.7	[61.5, 83.1]	100.0	264
25-29	26.2	[17.6, 37.2]	73.8	[62.8, 82.4]	100.0	228
30-34	41.5	[30.5, 53.4]	58.5	[46.6, 69.5]	100.0	191
35-39	30.2	[21.8, 40.2]	69.8	[59.8, 78.2]	100.0	217
40-44	32.9	[20.9, 47.7]	67.1	[52.3, 79.1]	100.0	142
45-49	14.7	[5.9, 32.2]	85.3	[67.8, 94.1]	100.0	109
Current Marital Status						
Married/union	28.3	[21.5, 36.1]	71.7	[63.9, 78.5]	100.0	835
Div/sep/widow	35.4	[19.3, 55.5]	64.6	[44.5, 80.7]	100.0	62
Never married	35.9	[27.1, 45.6]	64.1	[54.4, 72.9]	100.0	619
Religion						
Catholic	35.3	[25.9, 46.0]	64.7	[54.0, 74.1]	100.0	318
Baptist	45.5	[28.8, 63.3]	54.5	[36.7, 71.2]	100.0	58
Pentacostal	29.5	[21.2, 39.5]	70.5	[60.5, 78.8]	100.0	233
7th Day Advent.	27.9	[18.7, 39.6]	72.1	[60.4, 81.3]	100.0	222
Jehovah's Wittn.	31.7	[20.0, 46.3]	68.3	[53.7, 80.0]	100.0	107
New Apostolic	25.8	[14.2, 42.3]	74.2	[57.7, 85.8]	100.0	167
UC of Zambia	33.8	[21.5, 48.8]	66.2	[51.2, 78.5]	100.0	203
Other	35.9	[23.2, 50.9]	64.1	[49.1, 76.8]	100.0	208
Highest Level of School Attended						
None	38.6	[20.5, 60.5]	61.4	[39.5, 79.5]	100.0	50
Primary	26.9	[20.5, 34.4]	73.1	[65.6, 79.5]	100.0	483
Secondary	33.2	[25.6, 41.7]	66.8	[58.3, 74.4]	100.0	889
High school	44.7	[27.0, 63.9]	55.3	[36.1, 73.0]	100.0	94
Able to Read English						
No	30.2	[23.9, 37.4]	69.8	[62.6, 76.1]	100.0	717
Yes	33.6	[24.8, 43.8]	66.4	[56.2, 75.2]	100.0	799
Wealth Index (Quintiles)						
First quintile	26.9	[19.1, 36.4]	73.1	[63.6, 80.9]	100.0	279
Second	32.8	[22.8, 44.6]	67.2	[55.4, 77.2]	100.0	305
Third	21.9	[14.2, 32.3]	78.1	[67.7, 85.8]	100.0	310
Fourth	31.4	[20.2, 45.3]	68.6	[54.7, 79.8]	100.0	308
Fifth quintile	46.5	[32.7, 60.9]	53.5	[39.1, 67.3]	100.0	300
Household owns television						
No	28.6	[22.3, 35.8]	71.4	[64.2, 77.7]	100.0	877
Yes	36.7	[25.9, 49.1]	63.3	[50.9, 74.1]	100.0	639
Household owns radio						
No	32.1	[24.4, 40.8]	67.9	[59.2, 75.6]	100.0	476
Yes	32.0	[24.6, 40.3]	68.0	[59.7, 75.4]	100.0	1,040

Household Owns Mobile Phone							
No	30.0	[21.9,	39.6]	70.0	[60.4,	78.1]	100.0 382
Yes	32.9	[25.1,	41.8]	67.1	[58.2,	74.9]	100.0 1,133

Household Owns a Car							
No	30.7	[24.8,	37.3]	69.3	[62.7,	75.2]	100.0 1,420
Yes	55.0	[33.5,	74.8]	45.0	[25.2,	66.5]	100.0 96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	31.3	[22.5,	41.6]	68.7	[58.4,	77.5]	100.0 417
One	32.5	[25.3,	40.7]	67.5	[59.3,	74.7]	100.0 736
Two+	31.9	[21.1,	45.1]	68.1	[54.9,	78.9]	100.0 363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	29.9	[21.9,	39.3]	70.1	[60.7,	78.1]	100.0 437
Yes	33.2	[25.2,	42.4]	66.8	[57.6,	74.8]	100.0 1,068

Level of Exposure to OneLove Booklets

None	31.2	[24.9,	38.3]	68.8	[61.7,	75.1]	100.0 1,060
1 Booklet	30.7	[21.8,	41.4]	69.3	[58.6,	78.2]	100.0 266
2-5 Booklets	38.2	[24.1,	54.7]	61.8	[45.3,	75.9]	100.0 184

Multimedia Exposure to OneLove

None	32.7	[21.8,	45.8]	67.3	[54.2,	78.2]	100.0 267
1 Channel	27.1	[18.4,	38.0]	72.9	[62.0,	81.6]	100.0 233
2+ Channels	33.6	[25.8,	42.3]	66.4	[57.7,	74.2]	100.0 1,000

Exposed to Any SAfAIDS Materials or Program

No	34.7	[27.9,	42.1]	65.3	[57.9,	72.1]	100.0 1,068
Yes	26.9	[19.1,	36.4]	73.1	[63.6,	80.9]	100.0 447

Total	32.0	[25.6,	39.2]	68.0	[60.8,	74.4]	100.0 1,516
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Table 10d: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.3	[26.3, 49.8]	62.7	[50.2, 73.7]	100.0	214
20-24	26.8	[19.2, 36.0]	73.2	[64.0, 80.8]	100.0	197
25-29	20.1	[13.8, 28.5]	79.9	[71.5, 86.2]	100.0	180
30-34	30.2	[21.2, 41.1]	69.8	[58.9, 78.8]	100.0	131
35-39	28.0	[18.2, 40.5]	72.0	[59.5, 81.8]	100.0	129
40-44	39.7	[25.5, 55.8]	60.3	[44.2, 74.5]	100.0	99
45-49	28.4	[15.6, 46.1]	71.6	[53.9, 84.4]	100.0	66
Current Marital Status						
Married/union	31.0	[24.2, 38.7]	69.0	[61.3, 75.8]	100.0	669
Div/sep/widow	26.9	[15.9, 41.9]	73.1	[58.1, 84.1]	100.0	70
Never married	29.9	[20.8, 40.9]	70.1	[59.1, 79.2]	100.0	277
Religion						
Catholic	26.7	[20.1, 34.6]	73.3	[65.4, 79.9]	100.0	194
Baptist	59.4	[33.8, 80.8]	40.6	[19.2, 66.2]	100.0	23
Pentacostal	25.9	[15.5, 39.8]	74.1	[60.2, 84.5]	100.0	102
7th Day Advent.	32.2	[22.8, 43.4]	67.8	[56.6, 77.2]	100.0	190
Jehovah's Wittn.	33.1	[19.3, 50.6]	66.9	[49.4, 80.7]	100.0	51
New Apostolic	28.7	[13.9, 50.3]	71.3	[49.7, 86.1]	100.0	154
UC of Zambia	32.7	[21.2, 46.7]	67.3	[53.3, 78.8]	100.0	132
Other	29.6	[17.8, 44.8]	70.4	[55.2, 82.2]	100.0	169
Highest Level of School Attended						
None	38.8	[25.9, 53.5]	61.2	[46.5, 74.1]	100.0	85
Primary	34.4	[27.9, 41.6]	65.6	[58.4, 72.1]	100.0	513
Secondary	23.3	[16.0, 32.7]	76.7	[67.3, 84.0]	100.0	398
High school	35.8	[16.8, 60.7]	64.2	[39.3, 83.2]	100.0	18
Able to Read English						
No	32.2	[25.5, 39.7]	67.8	[60.3, 74.5]	100.0	755
Yes	25.2	[16.8, 35.9]	74.8	[64.1, 83.2]	100.0	259
Wealth Index (Quintiles)						
First quintile	37.1	[28.9, 46.0]	62.9	[54.0, 71.1]	100.0	505
Second	23.4	[16.4, 32.3]	76.6	[67.7, 83.6]	100.0	265
Third	20.8	[11.7, 34.3]	79.2	[65.7, 88.3]	100.0	136
Fourth	23.6	[15.0, 35.2]	76.4	[64.8, 85.0]	100.0	78
Fifth quintile	51.8	[25.6, 77.0]	48.2	[23.0, 74.4]	100.0	19
Household owns television						
No	31.8	[25.1, 39.4]	68.2	[60.6, 74.9]	100.0	846
Yes	23.8	[12.4, 40.8]	76.2	[59.2, 87.6]	100.0	168
Household owns radio						
No	36.8	[28.4, 46.0]	63.2	[54.0, 71.6]	100.0	393
Yes	26.9	[20.4, 34.5]	73.1	[65.5, 79.6]	100.0	621

Household Owns Mobile Phone							
No	34.6	[26.5,	43.6]	65.4	[56.4,	73.5]	100.0 513
Yes	26.5	[19.4,	35.1]	73.5	[64.9,	80.6]	100.0 500
Household Owns a Car							
No	30.3	[23.6,	37.8]	69.7	[62.2,	76.4]	100.0 995
Yes	37.7	[15.8,	66.2]	62.3	[33.8,	84.2]	100.0 18
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	37.4	[28.8,	46.9]	62.6	[53.1,	71.2]	100.0 469
One	26.2	[19.9,	33.7]	73.8	[66.3,	80.1]	100.0 370
Two+	19.8	[10.2,	34.9]	80.2	[65.1,	89.8]	100.0 176
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	35.2	[27.1,	44.2]	64.8	[55.8,	72.9]	100.0 583
Yes	23.4	[16.1,	32.8]	76.6	[67.2,	83.9]	100.0 427
Level of Exposure to OneLove Booklets							
None	30.8	[23.9,	38.6]	69.2	[61.4,	76.1]	100.0 819
1 Booklet	23.5	[14.7,	35.4]	76.5	[64.6,	85.3]	100.0 122
2-5 Booklets	37.2	[21.2,	56.6]	62.8	[43.4,	78.8]	100.0 71
Multimedia Exposure to OneLove							
None	38.5	[28.8,	49.2]	61.5	[50.8,	71.2]	100.0 364
1 Channel	30.4	[22.4,	39.9]	69.6	[60.1,	77.6]	100.0 239
2+ Channels	22.7	[15.4,	32.2]	77.3	[67.8,	84.6]	100.0 406
Exposed to Any SAfAIDS Materials or Program							
No	29.9	[22.4,	38.7]	70.1	[61.3,	77.6]	100.0 661
Yes	31.2	[22.0,	42.2]	68.8	[57.8,	78.0]	100.0 353
Total	30.3	[23.7,	37.9]	69.7	[62.1,	76.3]	100.0 1,016

Table 10e: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.1	[26.4, 47.1]	63.9	[52.9, 73.6]	100.0	378
20-24	32.5	[21.9, 45.2]	67.5	[54.8, 78.1]	100.0	294
25-29	38.1	[29.0, 48.2]	61.9	[51.8, 71.0]	100.0	253
30-34	41.3	[29.2, 54.6]	58.7	[45.4, 70.8]	100.0	223
35-39	32.0	[23.7, 41.7]	68.0	[58.3, 76.3]	100.0	218
40-44	35.5	[21.4, 52.6]	64.5	[47.4, 78.6]	100.0	138
45-49	20.7	[9.5, 39.4]	79.3	[60.6, 90.5]	100.0	90
Current Marital Status						
Married/union	33.3	[27.0, 40.3]	66.7	[59.7, 73.0]	100.0	909
Div/sep/widow	41.2	[28.6, 55.0]	58.8	[45.0, 71.4]	100.0	109
Never married	35.5	[26.4, 45.7]	64.5	[54.3, 73.6]	100.0	576
Religion						
Catholic	36.8	[28.1, 46.4]	63.2	[53.6, 71.9]	100.0	377
Baptist	47.4	[28.6, 66.9]	52.6	[33.1, 71.4]	100.0	70
Pentacostal	37.7	[28.5, 48.0]	62.3	[52.0, 71.5]	100.0	289
7th Day Advent.	39.3	[24.7, 56.1]	60.7	[43.9, 75.3]	100.0	215
Jehovah's Wittn.	32.8	[18.9, 50.6]	67.2	[49.4, 81.1]	100.0	118
New Apostolic	26.5	[13.2, 46.2]	73.5	[53.8, 86.8]	100.0	151
UC of Zambia	32.6	[20.8, 47.0]	67.4	[53.0, 79.2]	100.0	193
Other	29.5	[18.1, 44.4]	70.5	[55.6, 81.9]	100.0	181
Highest Level of School Attended						
None	40.6	[21.0, 63.8]	59.4	[36.2, 79.0]	100.0	69
Primary	32.5	[23.9, 42.5]	67.5	[57.5, 76.1]	100.0	480
Secondary	35.1	[28.1, 42.9]	64.9	[57.1, 71.9]	100.0	938
High school	37.1	[18.8, 60.0]	62.9	[40.0, 81.2]	100.0	106
Able to Read English						
No	38.5	[30.5, 47.0]	61.5	[53.0, 69.5]	100.0	771
Yes	32.0	[23.7, 41.6]	68.0	[58.4, 76.3]	100.0	823
Wealth Index (Quintiles)						
First quintile	29.1	[19.2, 41.5]	70.9	[58.5, 80.8]	100.0	62
Second	51.9	[32.7, 70.6]	48.1	[29.4, 67.3]	100.0	252
Third	25.2	[16.3, 36.9]	74.8	[63.1, 83.7]	100.0	339
Fourth	33.3	[23.5, 44.8]	66.7	[55.2, 76.5]	100.0	426
Fifth quintile	37.2	[29.3, 45.8]	62.8	[54.2, 70.7]	100.0	502
Household owns television						
No	37.0	[28.5, 46.3]	63.0	[53.7, 71.5]	100.0	698
Yes	33.8	[26.0, 42.6]	66.2	[57.4, 74.0]	100.0	896
Household owns radio						
No	33.0	[23.6, 44.1]	67.0	[55.9, 76.4]	100.0	454
Yes	35.3	[27.8, 43.7]	64.7	[56.3, 72.2]	100.0	1,140

Household Owns Mobile Phone							
No	34.4	[23.5,	47.2]	65.6	[52.8,	76.5]	100.0 241
Yes	34.8	[28.0,	42.4]	65.2	[57.6,	72.0]	100.0 1,353
Household Owns a Car							
No	33.8	[27.2,	41.1]	66.2	[58.9,	72.8]	100.0 1,447
Yes	43.9	[33.4,	55.0]	56.1	[45.0,	66.6]	100.0 146
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	35.6	[25.2,	47.5]	64.4	[52.5,	74.8]	100.0 393
One	35.7	[27.0,	45.5]	64.3	[54.5,	73.0]	100.0 800
Two+	32.9	[22.1,	45.8]	67.1	[54.2,	77.9]	100.0 401
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	35.6	[25.4,	47.4]	64.4	[52.6,	74.6]	100.0 406
Yes	34.5	[27.1,	42.7]	65.5	[57.3,	72.9]	100.0 1,175
Level of Exposure to OneLove Booklets							
None	38.2	[30.9,	46.1]	61.8	[53.9,	69.1]	100.0 1,023
1 Booklet	29.8	[21.4,	39.7]	70.2	[60.3,	78.6]	100.0 321
2-5 Booklets	28.4	[18.2,	41.5]	71.6	[58.5,	81.8]	100.0 244
Multimedia Exposure to OneLove							
None	36.6	[23.1,	52.5]	63.4	[47.5,	76.9]	100.0 231
1 Channel	34.6	[24.2,	46.8]	65.4	[53.2,	75.8]	100.0 220
2+ Channels	34.5	[27.5,	42.3]	65.5	[57.7,	72.5]	100.0 1,126
Exposed to Any SAfAIDS Materials or Program							
No	41.0	[32.3,	50.3]	59.0	[49.7,	67.7]	100.0 988
Yes	27.5	[20.1,	36.3]	72.5	[63.7,	79.9]	100.0 604
Total	34.8	[28.3,	41.9]	65.2	[58.1,	71.7]	100.0 1,594

Table 10f: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.4	[19.7, 57.2]	63.6	[42.8, 80.3]	100.0	95
20-24	39.8	[20.0, 63.6]	60.2	[36.4, 80.0]	100.0	83
25-29	22.8	[4.4, 65.3]	77.2	[34.7, 95.6]	100.0	75
30-34	33.3	[11.0, 66.8]	66.7	[33.2, 89.0]	100.0	63
35-39	15.9	[6.2, 35.1]	84.1	[64.9, 93.8]	100.0	43
40-44	40.3	[9.9, 80.5]	59.7	[19.5, 90.1]	100.0	24
45-49	1.0	[0.2, 6.2]	99.0	[93.8, 99.8]	100.0	19
Current Marital Status						
Married/union	26.4	[13.0, 46.2]	73.6	[53.8, 87.0]	100.0	231
Div/sep/widow	44.2	[12.6, 81.4]	55.8	[18.6, 87.4]	100.0	31
Never married	43.7	[23.0, 66.8]	56.3	[33.2, 77.0]	100.0	140
Religion						
Catholic	41.3	[16.1, 72.0]	58.7	[28.0, 83.9]	100.0	62
Baptist	1.3	[0.1, 13.9]	98.7	[86.1, 99.9]	100.0	11
Pentacostal	17.0	[12.6, 22.6]	83.0	[77.4, 87.4]	100.0	79
7th Day Advent.	15.9	[4.5, 43.1]	84.1	[56.9, 95.5]	100.0	34
Jehovah's Wittn.	12.9	[7.9, 20.3]	87.1	[79.7, 92.1]	100.0	31
New Apostolic	54.7	[19.5, 85.7]	45.3	[14.3, 80.5]	100.0	32
UC of Zambia	30.0	[18.1, 45.4]	70.0	[54.6, 81.9]	100.0	85
Other	28.9	[11.3, 56.6]	71.1	[43.4, 88.7]	100.0	68
Highest Level of School Attended						
None	68.2	[34.7, 89.6]	31.8	[10.4, 65.3]	100.0	11
Primary	42.6	[25.9, 61.2]	57.4	[38.8, 74.1]	100.0	141
Secondary	23.6	[18.9, 29.2]	76.4	[70.8, 81.1]	100.0	226
High school	17.5	[9.9, 29.0]	82.5	[71.0, 90.1]	100.0	24
Able to Read English						
No	34.5	[22.6, 48.6]	65.5	[51.4, 77.4]	100.0	241
Yes	22.4	[14.8, 32.4]	77.6	[67.6, 85.2]	100.0	161
Wealth Index (Quintiles)						
First quintile	27.1	[15.9, 42.3]	72.9	[57.7, 84.1]	100.0	33
Second	36.6	[8.2, 78.8]	63.4	[21.2, 91.8]	100.0	78
Third	17.8	[7.2, 37.6]	82.2	[62.4, 92.8]	100.0	120
Fourth	31.6	[23.1, 41.6]	68.4	[58.4, 76.9]	100.0	93
Fifth quintile	27.0	[11.1, 52.3]	73.0	[47.7, 88.9]	100.0	75
Household owns television						
No	29.5	[17.6, 45.1]	70.5	[54.9, 82.4]	100.0	232
Yes	30.4	[18.2, 46.3]	69.6	[53.7, 81.8]	100.0	170
Household owns radio						
No	27.4	[11.7, 51.8]	72.6	[48.2, 88.3]	100.0	167
Yes	31.9	[24.5, 40.3]	68.1	[59.7, 75.5]	100.0	235

Household Owns Mobile Phone							
No	27.5	[15.7,	43.7]	72.5	[56.3,	84.3]	100.0 84
Yes	31.2	[18.7,	47.2]	68.8	[52.8,	81.3]	100.0 318
Household Owns a Car							
No	29.6	[19.2,	42.8]	70.4	[57.2,	80.8]	100.0 371
Yes	40.5	[14.5,	73.3]	59.5	[26.7,	85.5]	100.0 31
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	23.8	[6.9,	57.0]	76.2	[43.0,	93.1]	100.0 192
One	34.7	[22.2,	49.8]	65.3	[50.2,	77.8]	100.0 141
Two+	48.2	[24.1,	73.2]	51.8	[26.8,	75.9]	100.0 69
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	31.3	[16.9,	50.5]	68.7	[49.5,	83.1]	100.0 183
Yes	28.1	[20.5,	37.2]	71.9	[62.8,	79.5]	100.0 219
Level of Exposure to OneLove Booklets							
None	28.4	[16.0,	45.1]	71.6	[54.9,	84.0]	100.0 307
1 Booklet	30.3	[21.3,	41.2]	69.7	[58.8,	78.7]	100.0 57
2-5 Booklets	43.7	[17.7,	73.7]	56.3	[26.3,	82.3]	100.0 36
Multimedia Exposure to OneLove							
None	33.8	[16.6,	56.6]	66.2	[43.4,	83.4]	100.0 133
1 Channel	16.7	[3.8,	50.7]	83.3	[49.3,	96.2]	100.0 74
2+ Channels	37.7	[21.9,	56.6]	62.3	[43.4,	78.1]	100.0 193
Exposed to Any SAfAIDS Materials or Program							
No	25.8	[10.7,	50.0]	74.2	[50.0,	89.3]	100.0 272
Yes	41.4	[23.6,	61.9]	58.6	[38.1,	76.4]	100.0 129
Total	29.9	[19.5,	42.8]	70.1	[57.2,	80.5]	100.0 402

Table 10g: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	32.7	[24.3, 42.3]	67.3	[57.7, 75.7]	100.0	322
20-24	32.2	[24.0, 41.7]	67.8	[58.3, 76.0]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	35.3	[27.3, 44.1]	64.7	[55.9, 72.7]	100.0	279
Div/sep/widow	42.7	[16.2, 74.1]	57.3	[25.9, 83.8]	100.0	22
Never married	29.9	[21.2, 40.5]	70.1	[59.5, 78.8]	100.0	331
Religion						
Catholic	31.7	[21.5, 43.9]	68.3	[56.1, 78.5]	100.0	141
Baptist	34.8	[11.2, 69.2]	65.2	[30.8, 88.8]	100.0	16
Pentacostal	46.4	[30.6, 62.9]	53.6	[37.1, 69.4]	100.0	98
7th Day Advent.	33.7	[19.4, 51.9]	66.3	[48.1, 80.6]	100.0	100
Jehovah's Wittn.	29.4	[13.2, 53.2]	70.6	[46.8, 86.8]	100.0	37
New Apostolic	40.6	[23.8, 60.0]	59.4	[40.0, 76.2]	100.0	67
UC of Zambia	30.2	[16.0, 49.6]	69.8	[50.4, 84.0]	100.0	95
Other	18.6	[7.7, 38.4]	81.4	[61.6, 92.3]	100.0	78
Highest Level of School Attended						
None	38.0	[16.6, 65.3]	62.0	[34.7, 83.4]	100.0	23
Primary	38.5	[28.7, 49.3]	61.5	[50.7, 71.3]	100.0	226
Secondary	28.6	[20.3, 38.8]	71.4	[61.2, 79.7]	100.0	369
High school	29.9	[4.1, 80.9]	70.1	[19.1, 95.9]	100.0	12
Able to Read English						
No	35.8	[27.8, 44.8]	64.2	[55.2, 72.2]	100.0	391
Yes	26.8	[17.5, 38.7]	73.2	[61.3, 82.5]	100.0	240
Wealth Index (Quintiles)						
First quintile	47.2	[33.5, 61.2]	52.8	[38.8, 66.5]	100.0	134
Second	19.7	[11.4, 31.9]	80.3	[68.1, 88.6]	100.0	123
Third	23.4	[14.0, 36.3]	76.6	[63.7, 86.0]	100.0	114
Fourth	25.5	[14.4, 41.2]	74.5	[58.8, 85.6]	100.0	106
Fifth quintile	34.2	[21.1, 50.3]	65.8	[49.7, 78.9]	100.0	148
Household owns television						
No	37.9	[29.1, 47.5]	62.1	[52.5, 70.9]	100.0	373
Yes	24.9	[16.2, 36.4]	75.1	[63.6, 83.8]	100.0	258
Household owns radio						
No	39.5	[27.8, 52.5]	60.5	[47.5, 72.2]	100.0	217
Yes	29.4	[22.3, 37.6]	70.6	[62.4, 77.7]	100.0	414

Household Owns Mobile Phone

No	42.8	[31.0, 55.5]	57.2	[44.5, 69.0]	100.0	181
Yes	28.0	[20.9, 36.5]	72.0	[63.5, 79.1]	100.0	450

Household Owns a Car

No	33.2	[26.4, 40.8]	66.8	[59.2, 73.6]	100.0	584
Yes	21.8	[6.5, 52.7]	78.2	[47.3, 93.5]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	42.7	[32.1, 53.9]	57.3	[46.1, 67.9]	100.0	254
One	34.0	[26.0, 43.1]	66.0	[56.9, 74.0]	100.0	249
Two+	15.6	[8.6, 26.6]	84.4	[73.4, 91.4]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	38.9	[29.2, 49.6]	61.1	[50.4, 70.8]	100.0	303
Yes	25.9	[18.1, 35.7]	74.1	[64.3, 81.9]	100.0	327

Level of Exposure to OneLove Booklets

None	35.6	[27.3, 44.9]	64.4	[55.1, 72.7]	100.0	428
1 Booklet	24.4	[15.5, 36.4]	75.6	[63.6, 84.5]	100.0	113
2-5 Booklets	28.9	[15.1, 48.2]	71.1	[51.8, 84.9]	100.0	88

Multimedia Exposure to OneLove

None	43.3	[30.5, 57.2]	56.7	[42.8, 69.5]	100.0	174
1 Channel	35.4	[24.3, 48.5]	64.6	[51.5, 75.7]	100.0	136
2+ Channels	25.5	[17.8, 35.0]	74.5	[65.0, 82.2]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	37.8	[30.0, 46.3]	62.2	[53.7, 70.0]	100.0	369
Yes	25.7	[16.8, 37.2]	74.3	[62.8, 83.2]	100.0	261

Total	32.5	[25.8, 39.9]	67.5	[60.1, 74.2]	100.0	632
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Table 10h: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during childbirth (k8) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	47.5	[37.1, 58.1]	52.5	[41.9, 62.9]	100.0	153
20-24	43.2	[32.0, 55.3]	56.8	[44.7, 68.0]	100.0	124
25-29	35.0	[24.9, 46.6]	65.0	[53.4, 75.1]	100.0	93
30-34	54.3	[41.7, 66.3]	45.7	[33.7, 58.3]	100.0	82
35-39	40.5	[28.7, 53.5]	59.5	[46.5, 71.3]	100.0	108
40-44	47.2	[33.0, 61.8]	52.8	[38.2, 67.0]	100.0	60
45-49	34.7	[19.2, 54.2]	65.3	[45.8, 80.8]	100.0	32
Current Marital Status						
Married/union	38.8	[31.0, 47.2]	61.2	[52.8, 69.0]	100.0	380
Div/sep/widow	50.3	[36.2, 64.3]	49.7	[35.7, 63.8]	100.0	46
Never married	48.9	[39.5, 58.4]	51.1	[41.6, 60.5]	100.0	226
Religion						
Catholic	43.3	[32.7, 54.6]	56.7	[45.4, 67.3]	100.0	168
Baptist	48.1	[30.7, 66.1]	51.9	[33.9, 69.3]	100.0	20
Pentacostal	52.1	[40.5, 63.5]	47.9	[36.5, 59.5]	100.0	122
7th Day Advent.	29.1	[17.8, 43.8]	70.9	[56.2, 82.2]	100.0	87
Jehovah's Wittn.	44.0	[30.2, 58.8]	56.0	[41.2, 69.8]	100.0	60
New Apostolic	23.4	[8.9, 48.9]	76.6	[51.1, 91.1]	100.0	41
UC of Zambia	55.6	[41.4, 69.0]	44.4	[31.0, 58.6]	100.0	85
Other	45.6	[31.4, 60.6]	54.4	[39.4, 68.6]	100.0	69
Highest Level of School Attended						
None	47.6	[23.4, 73.1]	52.4	[26.9, 76.6]	100.0	19
Primary	37.7	[29.0, 47.4]	62.3	[52.6, 71.0]	100.0	185
Secondary	46.2	[37.7, 54.9]	53.8	[45.1, 62.3]	100.0	401
High school	46.5	[25.5, 68.9]	53.5	[31.1, 74.5]	100.0	45
Able to Read English						
No	45.5	[37.8, 53.5]	54.5	[46.5, 62.2]	100.0	310
Yes	42.9	[33.6, 52.7]	57.1	[47.3, 66.4]	100.0	342
Wealth Index (Quintiles)						
First quintile	34.1	[15.6, 59.3]	65.9	[40.7, 84.4]	100.0	16
Second	45.7	[29.9, 62.3]	54.3	[37.7, 70.1]	100.0	94
Third	36.5	[24.8, 50.0]	63.5	[50.0, 75.2]	100.0	122
Fourth	42.4	[30.2, 55.7]	57.6	[44.3, 69.8]	100.0	157
Fifth quintile	47.9	[37.8, 58.1]	52.1	[41.9, 62.2]	100.0	251
Household owns television						
No	41.2	[30.7, 52.7]	58.8	[47.3, 69.3]	100.0	275
Yes	45.9	[37.8, 54.2]	54.1	[45.8, 62.2]	100.0	377
Household owns radio						
No	40.2	[29.5, 51.9]	59.8	[48.1, 70.5]	100.0	181
Yes	45.3	[37.8, 53.1]	54.7	[46.9, 62.2]	100.0	471

Household Owns Mobile Phone

No	47.3	[34.2,	60.7]	52.7	[39.3,	65.8]	100.0	99
Yes	43.5	[35.6,	51.8]	56.5	[48.2,	64.4]	100.0	553

Household Owns a Car

No	43.4	[35.8,	51.3]	56.6	[48.7,	64.2]	100.0	579
Yes	50.1	[29.5,	70.7]	49.9	[29.3,	70.5]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	35.7	[24.6,	48.7]	64.3	[51.3,	75.4]	100.0	153
One	41.5	[33.0,	50.6]	58.5	[49.4,	67.0]	100.0	332
Two+	55.9	[47.2,	64.3]	44.1	[35.7,	52.8]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	40.2	[28.0,	53.6]	59.8	[46.4,	72.0]	100.0	152
Yes	45.2	[36.5,	54.2]	54.8	[45.8,	63.5]	100.0	498

Level of Exposure to OneLove Booklets

None	41.4	[33.7,	49.5]	58.6	[50.5,	66.3]	100.0	439
1 Booklet	50.9	[37.6,	64.1]	49.1	[35.9,	62.4]	100.0	130
2-5 Booklets	46.3	[32.7,	60.4]	53.7	[39.6,	67.3]	100.0	81

Multimedia Exposure to OneLove

None	39.1	[27.0,	52.8]	60.9	[47.2,	73.0]	100.0	104
1 Channel	37.5	[23.7,	53.6]	62.5	[46.4,	76.3]	100.0	71
2+ Channels	46.1	[37.6,	54.8]	53.9	[45.2,	62.4]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	51.5	[42.7,	60.3]	48.5	[39.7,	57.3]	100.0	411
Yes	31.8	[23.3,	41.6]	68.2	[58.4,	76.7]	100.0	241

Total	44.1	[36.6,	51.8]	55.9	[48.2,	63.4]	100.0	652
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Table 11a: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.7	[29.6, 44.4]	63.3	[55.6, 70.4]	100.0	687
20-24	30.7	[23.7, 38.7]	69.3	[61.3, 76.3]	100.0	574
25-29	29.7	[23.1, 37.3]	70.3	[62.7, 76.9]	100.0	508
30-34	31.6	[23.7, 40.6]	68.4	[59.4, 76.3]	100.0	417
35-39	33.3	[26.5, 41.0]	66.7	[59.0, 73.5]	100.0	390
40-44	34.1	[24.3, 45.4]	65.9	[54.6, 75.7]	100.0	261
45-49	32.5	[22.3, 44.7]	67.5	[55.3, 77.7]	100.0	175
Current Marital Status						
Married/union	32.7	[27.2, 38.6]	67.3	[61.4, 72.8]	100.0	1,809
Div/sep/widow	34.1	[25.7, 43.6]	65.9	[56.4, 74.3]	100.0	210
Never married	33.2	[27.0, 40.0]	66.8	[60.0, 73.0]	100.0	993
Religion						
Catholic	32.8	[27.0, 39.3]	67.2	[60.7, 73.0]	100.0	633
Baptist	51.3	[33.3, 69.0]	48.7	[31.0, 66.7]	100.0	104
Pentacostal	34.1	[26.2, 42.9]	65.9	[57.1, 73.8]	100.0	470
7th Day Advent.	29.1	[23.1, 36.1]	70.9	[63.9, 76.9]	100.0	439
Jehovah's Wittn.	37.1	[26.7, 48.8]	62.9	[51.2, 73.3]	100.0	200
New Apostolic	30.6	[19.4, 44.8]	69.4	[55.2, 80.6]	100.0	337
UC of Zambia	34.7	[25.7, 45.0]	65.3	[55.0, 74.3]	100.0	410
Other	31.8	[21.8, 44.0]	68.2	[56.0, 78.2]	100.0	418
Highest Level of School Attended						
None	35.1	[25.4, 46.3]	64.9	[53.7, 74.6]	100.0	165
Primary	35.6	[30.4, 41.2]	64.4	[58.8, 69.6]	100.0	1,134
Secondary	30.2	[24.4, 36.8]	69.8	[63.2, 75.6]	100.0	1,562
High school	36.7	[21.0, 55.7]	63.3	[44.3, 79.0]	100.0	148
Able to Read English						
No	33.8	[28.8, 39.3]	66.2	[60.7, 71.2]	100.0	1,767
Yes	31.6	[24.5, 39.6]	68.4	[60.4, 75.5]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	37.2	[30.1, 44.9]	62.8	[55.1, 69.9]	100.0	600
Second	27.0	[19.4, 36.4]	73.0	[63.6, 80.6]	100.0	595
Third	26.0	[18.9, 34.5]	74.0	[65.5, 81.1]	100.0	595
Fourth	28.6	[21.5, 36.9]	71.4	[63.1, 78.5]	100.0	597
Fifth quintile	42.7	[33.9, 51.9]	57.3	[48.1, 66.1]	100.0	596
Household owns television						
No	33.7	[28.3, 39.5]	66.3	[60.5, 71.7]	100.0	1,776
Yes	31.9	[24.4, 40.4]	68.1	[59.6, 75.6]	100.0	1,234
Household owns radio						
No	37.1	[31.0, 43.6]	62.9	[56.4, 69.0]	100.0	1,014
Yes	31.1	[25.7, 37.0]	68.9	[63.0, 74.3]	100.0	1,996

Household Owns Mobile Phone

No	36.0	[29.6, 42.8]	64.0	[57.2, 70.4]	100.0	838
Yes	31.6	[26.1, 37.6]	68.4	[62.4, 73.9]	100.0	2,171

Household Owns a Car

No	32.3	[27.4, 37.7]	67.7	[62.3, 72.6]	100.0	2,813
Yes	44.4	[32.7, 56.8]	55.6	[43.2, 67.3]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	37.5	[30.7, 44.9]	62.5	[55.1, 69.3]	100.0	1,054
One	31.0	[25.2, 37.5]	69.0	[62.5, 74.8]	100.0	1,311
Two+	29.2	[22.1, 37.5]	70.8	[62.5, 77.9]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	36.1	[29.6, 43.2]	63.9	[56.8, 70.4]	100.0	1,172
Yes	30.8	[25.1, 37.3]	69.2	[62.7, 74.9]	100.0	1,821

Level of Exposure to OneLove Booklets

None	35.0	[29.8, 40.7]	65.0	[59.3, 70.2]	100.0	2,149
1 Booklet	25.8	[19.1, 33.9]	74.2	[66.1, 80.9]	100.0	500
2-5 Booklets	31.2	[23.0, 40.7]	68.8	[59.3, 77.0]	100.0	351

Multimedia Exposure to OneLove

None	41.5	[33.8, 49.7]	58.5	[50.3, 66.2]	100.0	728
1 Channel	28.6	[21.8, 36.6]	71.4	[63.4, 78.2]	100.0	533
2+ Channels	30.9	[25.2, 37.2]	69.1	[62.8, 74.8]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	35.7	[30.0, 41.9]	64.3	[58.1, 70.0]	100.0	1,921
Yes	28.5	[22.7, 35.1]	71.5	[64.9, 77.3]	100.0	1,086

Total	32.9	[28.0, 38.3]	67.1	[61.7, 72.0]	100.0	3,012
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Table 11b: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.7	[28.2, 48.3]	62.3	[51.7, 71.8]	100.0	322
20-24	33.6	[25.2, 43.1]	66.4	[56.9, 74.8]	100.0	310
25-29	34.2	[25.5, 44.0]	65.8	[56.0, 74.5]	100.0	280
30-34	32.8	[23.2, 44.1]	67.2	[55.9, 76.8]	100.0	226
35-39	31.9	[22.8, 42.8]	68.1	[57.2, 77.2]	100.0	173
40-44	32.6	[21.2, 46.5]	67.4	[53.5, 78.8]	100.0	119
45-49	42.3	[26.6, 59.6]	57.7	[40.4, 73.4]	100.0	66
Current Marital Status						
Married/union	35.7	[29.4, 42.5]	64.3	[57.5, 70.6]	100.0	974
Div/sep/widow	32.6	[22.7, 44.4]	67.4	[55.6, 77.3]	100.0	148
Never married	33.1	[24.4, 43.0]	66.9	[57.0, 75.6]	100.0	374
Religion						
Catholic	32.4	[24.5, 41.3]	67.6	[58.7, 75.5]	100.0	315
Baptist	62.4	[37.9, 81.8]	37.6	[18.2, 62.1]	100.0	46
Pentacostal	35.8	[26.7, 46.0]	64.2	[54.0, 73.3]	100.0	237
7th Day Advent.	32.5	[22.2, 45.0]	67.5	[55.0, 77.8]	100.0	217
Jehovah's Wittn.	39.7	[26.1, 55.2]	60.3	[44.8, 73.9]	100.0	93
New Apostolic	38.1	[23.5, 55.1]	61.9	[44.9, 76.5]	100.0	170
UC of Zambia	35.1	[23.3, 49.0]	64.9	[51.0, 76.7]	100.0	207
Other	30.2	[20.4, 42.3]	69.8	[57.7, 79.6]	100.0	210
Highest Level of School Attended						
None	39.8	[26.7, 54.5]	60.2	[45.5, 73.3]	100.0	115
Primary	41.8	[34.8, 49.1]	58.2	[50.9, 65.2]	100.0	651
Secondary	28.0	[21.8, 35.2]	72.0	[64.8, 78.2]	100.0	673
High school	24.1	[9.6, 48.7]	75.9	[51.3, 90.4]	100.0	54
Able to Read English						
No	37.1	[30.6, 44.0]	62.9	[56.0, 69.4]	100.0	1,050
Yes	28.5	[21.0, 37.5]	71.5	[62.5, 79.0]	100.0	444
Wealth Index (Quintiles)						
First quintile	47.5	[37.4, 57.7]	52.5	[42.3, 62.6]	100.0	321
Second	28.2	[19.3, 39.1]	71.8	[60.9, 80.7]	100.0	290
Third	27.0	[17.6, 39.0]	73.0	[61.0, 82.4]	100.0	285
Fourth	27.6	[20.5, 35.9]	72.4	[64.1, 79.5]	100.0	289
Fifth quintile	35.6	[26.1, 46.4]	64.4	[53.6, 73.9]	100.0	296
Household owns television						
No	39.3	[32.2, 46.8]	60.7	[53.2, 67.8]	100.0	899
Yes	27.8	[21.1, 35.6]	72.2	[64.4, 78.9]	100.0	595
Household owns radio						
No	43.2	[35.0, 51.8]	56.8	[48.2, 65.0]	100.0	538
Yes	30.3	[24.7, 36.5]	69.7	[63.5, 75.3]	100.0	956

Household Owns Mobile Phone							
No	40.5	[32.3,	49.2]	59.5	[50.8,	67.7]	100.0 456
Yes	31.7	[25.7,	38.3]	68.3	[61.7,	74.3]	100.0 1,038

Household Owns a Car							
No	34.7	[29.0,	40.9]	65.3	[59.1,	71.0]	100.0 1,393
Yes	33.8	[16.9,	56.2]	66.2	[43.8,	83.1]	100.0 99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	43.6	[34.9,	52.6]	56.4	[47.4,	65.1]	100.0 637
One	30.5	[23.3,	38.8]	69.5	[61.2,	76.7]	100.0 575
Two+	24.9	[17.5,	34.1]	75.1	[65.9,	82.5]	100.0 283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	40.8	[32.9,	49.1]	59.2	[50.9,	67.1]	100.0 735
Yes	28.5	[22.0,	36.0]	71.5	[64.0,	78.0]	100.0 753

Level of Exposure to OneLove Booklets

None	38.8	[31.9,	46.1]	61.2	[53.9,	68.1]	100.0 1,089
1 Booklet	21.9	[15.1,	30.7]	78.1	[69.3,	84.9]	100.0 234
2-5 Booklets	28.8	[17.3,	44.0]	71.2	[56.0,	82.7]	100.0 167

Multimedia Exposure to OneLove

None	44.9	[35.2,	54.9]	55.1	[45.1,	64.8]	100.0 461
1 Channel	38.9	[30.2,	48.3]	61.1	[51.7,	69.8]	100.0 300
2+ Channels	26.8	[20.5,	34.1]	73.2	[65.9,	79.5]	100.0 725

Exposed to Any SAfAIDS Materials or Program

No	36.3	[29.5,	43.6]	63.7	[56.4,	70.5]	100.0 853
Yes	32.2	[23.9,	41.8]	67.8	[58.2,	76.1]	100.0 639

Total	34.6	[28.9,	40.8]	65.4	[59.2,	71.1]	100.0 1,496
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Table 11c: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	35.9	[26.2, 46.9]	64.1	[53.1, 73.8]	100.0	365
20-24	27.5	[18.0, 39.5]	72.5	[60.5, 82.0]	100.0	264
25-29	25.3	[16.9, 36.2]	74.7	[63.8, 83.1]	100.0	228
30-34	30.0	[19.5, 43.1]	70.0	[56.9, 80.5]	100.0	191
35-39	35.0	[25.5, 45.8]	65.0	[54.2, 74.5]	100.0	217
40-44	35.8	[23.5, 50.4]	64.2	[49.6, 76.5]	100.0	142
45-49	25.4	[14.1, 41.4]	74.6	[58.6, 85.9]	100.0	109
Current Marital Status						
Married/union	29.0	[21.9, 37.3]	71.0	[62.7, 78.1]	100.0	835
Div/sep/widow	37.5	[20.4, 58.4]	62.5	[41.6, 79.6]	100.0	62
Never married	33.2	[25.1, 42.6]	66.8	[57.4, 74.9]	100.0	619
Religion						
Catholic	33.3	[23.7, 44.5]	66.7	[55.5, 76.3]	100.0	318
Baptist	39.8	[19.5, 64.5]	60.2	[35.5, 80.5]	100.0	58
Pentacostal	32.4	[22.2, 44.7]	67.6	[55.3, 77.8]	100.0	233
7th Day Advent.	26.1	[17.3, 37.3]	73.9	[62.7, 82.7]	100.0	222
Jehovah's Wittn.	34.3	[21.8, 49.6]	65.7	[50.4, 78.2]	100.0	107
New Apostolic	24.1	[14.0, 38.1]	75.9	[61.9, 86.0]	100.0	167
UC of Zambia	34.4	[21.5, 50.0]	65.6	[50.0, 78.5]	100.0	203
Other	33.6	[20.1, 50.5]	66.4	[49.5, 79.9]	100.0	208
Highest Level of School Attended						
None	26.6	[14.6, 43.5]	73.4	[56.5, 85.4]	100.0	50
Primary	28.0	[21.4, 35.7]	72.0	[64.3, 78.6]	100.0	483
Secondary	32.0	[23.8, 41.6]	68.0	[58.4, 76.2]	100.0	889
High school	44.6	[25.7, 65.2]	55.4	[34.8, 74.3]	100.0	94
Able to Read English						
No	29.1	[23.2, 35.7]	70.9	[64.3, 76.8]	100.0	717
Yes	33.3	[23.8, 44.4]	66.7	[55.6, 76.2]	100.0	799
Wealth Index (Quintiles)						
First quintile	26.4	[19.5, 34.7]	73.6	[65.3, 80.5]	100.0	279
Second	25.9	[17.3, 37.0]	74.1	[63.0, 82.7]	100.0	305
Third	24.9	[17.2, 34.7]	75.1	[65.3, 82.8]	100.0	310
Fourth	29.7	[19.0, 43.3]	70.3	[56.7, 81.0]	100.0	308
Fifth quintile	49.0	[33.1, 65.1]	51.0	[34.9, 66.9]	100.0	300
Household owns television						
No	28.0	[22.2, 34.5]	72.0	[65.5, 77.8]	100.0	877
Yes	35.8	[24.0, 49.7]	64.2	[50.3, 76.0]	100.0	639
Household owns radio						
No	29.7	[22.8, 37.5]	70.3	[62.5, 77.2]	100.0	476
Yes	31.9	[23.9, 41.0]	68.1	[59.0, 76.1]	100.0	1,040

Household Owns Mobile Phone							
No	30.9	[23.3,	39.6]	69.1	[60.4,	76.7]	100.0 382
Yes	31.5	[23.3,	41.1]	68.5	[58.9,	76.7]	100.0 1,133
Household Owns a Car							
No	30.0	[23.7,	37.0]	70.0	[63.0,	76.3]	100.0 1,420
Yes	54.3	[31.8,	75.3]	45.7	[24.7,	68.2]	100.0 96
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	29.4	[21.0,	39.4]	70.6	[60.6,	79.0]	100.0 417
One	31.5	[24.2,	39.8]	68.5	[60.2,	75.8]	100.0 736
Two+	33.3	[21.8,	47.2]	66.7	[52.8,	78.2]	100.0 363
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	28.8	[21.0,	38.1]	71.2	[61.9,	79.0]	100.0 437
Yes	32.6	[24.1,	42.5]	67.4	[57.5,	75.9]	100.0 1,068
Level of Exposure to OneLove Booklets							
None	31.3	[25.0,	38.3]	68.7	[61.7,	75.0]	100.0 1,060
1 Booklet	29.5	[20.4,	40.4]	70.5	[59.6,	79.6]	100.0 266
2-5 Booklets	33.5	[19.8,	50.7]	66.5	[49.3,	80.2]	100.0 184
Multimedia Exposure to OneLove							
None	35.8	[25.5,	47.6]	64.2	[52.4,	74.5]	100.0 267
1 Channel	19.1	[11.3,	30.4]	80.9	[69.6,	88.7]	100.0 233
2+ Channels	34.2	[25.8,	43.7]	65.8	[56.3,	74.2]	100.0 1,000
Exposed to Any SAfAIDS Materials or Program							
No	35.2	[28.1,	43.0]	64.8	[57.0,	71.9]	100.0 1,068
Yes	23.6	[15.9,	33.5]	76.4	[66.5,	84.1]	100.0 447
Total	31.3	[24.5,	39.0]	68.7	[61.0,	75.5]	100.0 1,516

Table 11d: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.4	[26.9, 47.2]	63.6	[52.8, 73.1]	100.0	214
20-24	27.4	[18.3, 38.7]	72.6	[61.3, 81.7]	100.0	197
25-29	22.7	[15.9, 31.4]	77.3	[68.6, 84.1]	100.0	180
30-34	26.9	[17.2, 39.4]	73.1	[60.6, 82.8]	100.0	131
35-39	31.4	[22.4, 42.1]	68.6	[57.9, 77.6]	100.0	129
40-44	36.6	[22.1, 53.9]	63.4	[46.1, 77.9]	100.0	99
45-49	36.9	[24.0, 52.0]	63.1	[48.0, 76.0]	100.0	66
Current Marital Status						
Married/union	31.9	[24.7, 40.0]	68.1	[60.0, 75.3]	100.0	669
Div/sep/widow	29.5	[18.1, 44.1]	70.5	[55.9, 81.9]	100.0	70
Never married	29.4	[20.9, 39.5]	70.6	[60.5, 79.1]	100.0	277
Religion						
Catholic	28.0	[20.4, 37.2]	72.0	[62.8, 79.6]	100.0	194
Baptist	59.1	[27.9, 84.4]	40.9	[15.6, 72.1]	100.0	23
Pentacostal	25.9	[17.6, 36.4]	74.1	[63.6, 82.4]	100.0	102
7th Day Advent.	26.7	[19.6, 35.2]	73.3	[64.8, 80.4]	100.0	190
Jehovah's Wittn.	33.3	[19.7, 50.3]	66.7	[49.7, 80.3]	100.0	51
New Apostolic	32.6	[18.6, 50.5]	67.4	[49.5, 81.4]	100.0	154
UC of Zambia	33.5	[21.6, 47.9]	66.5	[52.1, 78.4]	100.0	132
Other	33.8	[18.9, 52.7]	66.2	[47.3, 81.1]	100.0	169
Highest Level of School Attended						
None	28.8	[18.2, 42.3]	71.2	[57.7, 81.8]	100.0	85
Primary	36.7	[30.5, 43.3]	63.3	[56.7, 69.5]	100.0	513
Secondary	24.1	[16.2, 34.3]	75.9	[65.7, 83.8]	100.0	398
High school	31.4	[15.0, 54.4]	68.6	[45.6, 85.0]	100.0	18
Able to Read English						
No	32.6	[25.9, 40.2]	67.4	[59.8, 74.1]	100.0	755
Yes	25.7	[16.7, 37.4]	74.3	[62.6, 83.3]	100.0	259
Wealth Index (Quintiles)						
First quintile	37.3	[29.6, 45.7]	62.7	[54.3, 70.4]	100.0	505
Second	23.6	[15.8, 33.7]	76.4	[66.3, 84.2]	100.0	265
Third	23.6	[13.9, 37.3]	76.4	[62.7, 86.1]	100.0	136
Fourth	26.7	[16.5, 40.1]	73.3	[59.9, 83.5]	100.0	78
Fifth quintile	42.1	[15.5, 74.2]	57.9	[25.8, 84.5]	100.0	19
Household owns television						
No	32.5	[25.8, 40.1]	67.5	[59.9, 74.2]	100.0	846
Yes	23.1	[12.7, 38.1]	76.9	[61.9, 87.3]	100.0	168
Household owns radio						
No	38.4	[30.4, 47.0]	61.6	[53.0, 69.6]	100.0	393
Yes	26.7	[20.3, 34.2]	73.3	[65.8, 79.7]	100.0	621

Household Owns Mobile Phone							
No	35.5	[28.0,	43.7]	64.5	[56.3,	72.0]	100.0 513
Yes	26.5	[19.3,	35.1]	73.5	[64.9,	80.7]	100.0 500

Household Owns a Car							
No	30.9	[24.2,	38.5]	69.1	[61.5,	75.8]	100.0 995
Yes	25.7	[6.7,	62.6]	74.3	[37.4,	93.3]	100.0 18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	38.3	[29.6,	47.7]	61.7	[52.3,	70.4]	100.0 469
One	24.3	[17.7,	32.5]	75.7	[67.5,	82.3]	100.0 370
Two+	23.9	[15.5,	35.0]	76.1	[65.0,	84.5]	100.0 176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	36.0	[27.9,	45.0]	64.0	[55.0,	72.1]	100.0 583
Yes	23.4	[16.5,	32.0]	76.6	[68.0,	83.5]	100.0 427

Level of Exposure to OneLove Booklets

None	32.6	[25.7,	40.3]	67.4	[59.7,	74.3]	100.0 819
1 Booklet	19.5	[11.2,	31.7]	80.5	[68.3,	88.8]	100.0 122
2-5 Booklets	31.4	[19.4,	46.5]	68.6	[53.5,	80.6]	100.0 71

Multimedia Exposure to OneLove

None	41.5	[32.1,	51.6]	58.5	[48.4,	67.9]	100.0 364
1 Channel	27.7	[19.1,	38.3]	72.3	[61.7,	80.9]	100.0 239
2+ Channels	23.1	[16.2,	31.8]	76.9	[68.2,	83.8]	100.0 406

Exposed to Any SAfAIDS Materials or Program

No	31.5	[24.3,	39.6]	68.5	[60.4,	75.7]	100.0 661
Yes	29.2	[20.0,	40.6]	70.8	[59.4,	80.0]	100.0 353

Total	30.8	[24.1,	38.5]	69.2	[61.5,	75.9]	100.0 1,016
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Table 11e: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	36.7	[26.0, 49.1]	63.3	[50.9, 74.0]	100.0	378
20-24	35.2	[25.0, 46.9]	64.8	[53.1, 75.0]	100.0	294
25-29	40.6	[29.0, 53.4]	59.4	[46.6, 71.0]	100.0	253
30-34	39.0	[25.8, 54.2]	61.0	[45.8, 74.2]	100.0	223
35-39	36.4	[25.8, 48.5]	63.6	[51.5, 74.2]	100.0	218
40-44	31.7	[19.7, 46.9]	68.3	[53.1, 80.3]	100.0	138
45-49	27.6	[13.7, 47.9]	72.4	[52.1, 86.3]	100.0	90
Current Marital Status						
Married/union	35.0	[26.2, 45.1]	65.0	[54.9, 73.8]	100.0	909
Div/sep/widow	39.3	[27.9, 51.9]	60.7	[48.1, 72.1]	100.0	109
Never married	36.9	[28.2, 46.6]	63.1	[53.4, 71.8]	100.0	576
Religion						
Catholic	37.4	[28.7, 46.9]	62.6	[53.1, 71.3]	100.0	377
Baptist	49.8	[31.2, 68.5]	50.2	[31.5, 68.8]	100.0	70
Pentacostal	39.4	[28.3, 51.6]	60.6	[48.4, 71.7]	100.0	289
7th Day Advent.	35.8	[24.2, 49.4]	64.2	[50.6, 75.8]	100.0	215
Jehovah's Wittn.	41.9	[26.6, 59.0]	58.1	[41.0, 73.4]	100.0	118
New Apostolic	24.8	[9.9, 49.7]	75.2	[50.3, 90.1]	100.0	151
UC of Zambia	37.4	[23.7, 53.5]	62.6	[46.5, 76.3]	100.0	193
Other	29.9	[17.3, 46.5]	70.1	[53.5, 82.7]	100.0	181
Highest Level of School Attended						
None	52.0	[31.7, 71.7]	48.0	[28.3, 68.3]	100.0	69
Primary	33.0	[23.6, 44.1]	67.0	[55.9, 76.4]	100.0	480
Secondary	36.0	[27.7, 45.3]	64.0	[54.7, 72.3]	100.0	938
High school	40.3	[20.6, 63.7]	59.7	[36.3, 79.4]	100.0	106
Able to Read English						
No	36.3	[28.5, 45.0]	63.7	[55.0, 71.5]	100.0	771
Yes	36.0	[26.2, 47.0]	64.0	[53.0, 73.8]	100.0	823
Wealth Index (Quintiles)						
First quintile	34.8	[23.7, 47.8]	65.2	[52.2, 76.3]	100.0	62
Second	45.1	[25.4, 66.4]	54.9	[33.6, 74.6]	100.0	252
Third	29.1	[19.2, 41.5]	70.9	[58.5, 80.8]	100.0	339
Fourth	29.5	[20.7, 40.1]	70.5	[59.9, 79.3]	100.0	426
Fifth quintile	42.9	[33.6, 52.6]	57.1	[47.4, 66.4]	100.0	502
Household owns television						
No	38.2	[29.9, 47.2]	61.8	[52.8, 70.1]	100.0	698
Yes	35.2	[25.9, 45.8]	64.8	[54.2, 74.1]	100.0	896
Household owns radio						
No	36.1	[26.4, 47.2]	63.9	[52.8, 73.6]	100.0	454
Yes	36.1	[27.5, 45.7]	63.9	[54.3, 72.5]	100.0	1,140

Household Owns Mobile Phone

No	40.8	[27.6, 55.4]	59.2	[44.6, 72.4]	100.0	241
Yes	35.5	[27.7, 44.2]	64.5	[55.8, 72.3]	100.0	1,353

Household Owns a Car

No	34.9	[27.0, 43.6]	65.1	[56.4, 73.0]	100.0	1,447
Yes	47.8	[34.6, 61.4]	52.2	[38.6, 65.4]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	39.1	[27.8, 51.8]	60.9	[48.2, 72.2]	100.0	393
One	36.9	[27.5, 47.4]	63.1	[52.6, 72.5]	100.0	800
Two+	32.9	[22.3, 45.7]	67.1	[54.3, 77.7]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	38.7	[28.5, 49.9]	61.3	[50.1, 71.5]	100.0	406
Yes	35.8	[27.5, 45.1]	64.2	[54.9, 72.5]	100.0	1,175

Level of Exposure to OneLove Booklets

None	39.8	[31.4, 48.9]	60.2	[51.1, 68.6]	100.0	1,023
1 Booklet	30.0	[20.2, 42.0]	70.0	[58.0, 79.8]	100.0	321
2-5 Booklets	31.8	[21.1, 44.9]	68.2	[55.1, 78.9]	100.0	244

Multimedia Exposure to OneLove

None	46.2	[32.2, 60.9]	53.8	[39.1, 67.8]	100.0	231
1 Channel	32.0	[21.1, 45.4]	68.0	[54.6, 78.9]	100.0	220
2+ Channels	35.9	[27.7, 44.9]	64.1	[55.1, 72.3]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	43.2	[33.2, 53.8]	56.8	[46.2, 66.8]	100.0	988
Yes	27.6	[20.5, 36.0]	72.4	[64.0, 79.5]	100.0	604

Total	36.1	[28.4, 44.6]	63.9	[55.4, 71.6]	100.0	1,594
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Table 11f: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	41.3	[34.5, 48.3]	58.7	[51.7, 65.5]	100.0	95
20-24	28.5	[6.5, 69.8]	71.5	[30.2, 93.5]	100.0	83
25-29	17.0	[4.9, 45.0]	83.0	[55.0, 95.1]	100.0	75
30-34	14.0	[5.0, 33.1]	86.0	[66.9, 95.0]	100.0	63
35-39	16.5	[2.8, 57.5]	83.5	[42.5, 97.2]	100.0	43
40-44	25.5	[11.5, 47.5]	74.5	[52.5, 88.5]	100.0	24
45-49	27.8	[3.3, 81.1]	72.2	[18.9, 96.7]	100.0	19
Current Marital Status						
Married/union	19.9	[6.7, 46.3]	80.1	[53.7, 93.3]	100.0	231
Div/sep/widow	41.6	[11.4, 79.7]	58.4	[20.3, 88.6]	100.0	31
Never married	40.6	[21.7, 62.7]	59.4	[37.3, 78.3]	100.0	140
Religion						
Catholic	33.3	[15.6, 57.4]	66.7	[42.6, 84.4]	100.0	62
Baptist	2.7	[0.3, 21.0]	97.3	[79.0, 99.7]	100.0	11
Pentacostal	11.1	[2.5, 37.8]	88.9	[62.2, 97.5]	100.0	79
7th Day Advent.	15.3	[4.3, 41.8]	84.7	[58.2, 95.7]	100.0	34
Jehovah's Wittn.	12.5	[8.2, 18.6]	87.5	[81.4, 91.8]	100.0	31
New Apostolic	42.6	[17.6, 72.2]	57.4	[27.8, 82.4]	100.0	32
UC of Zambia	16.2	[4.2, 46.1]	83.8	[53.9, 95.8]	100.0	85
Other	27.2	[10.7, 53.8]	72.8	[46.2, 89.3]	100.0	68
Highest Level of School Attended						
None	68.2	[13.2, 96.8]	31.8	[3.2, 86.8]	100.0	11
Primary	39.6	[29.1, 51.2]	60.4	[48.8, 70.9]	100.0	141
Secondary	17.5	[13.2, 22.8]	82.5	[77.2, 86.8]	100.0	226
High school	4.7	[0.3, 43.1]	95.3	[56.9, 99.7]	100.0	24
Able to Read English						
No	34.3	[22.8, 48.0]	65.7	[52.0, 77.2]	100.0	241
Yes	7.5	[1.8, 26.6]	92.5	[73.4, 98.2]	100.0	161
Wealth Index (Quintiles)						
First quintile	38.1	[19.9, 60.4]	61.9	[39.6, 80.1]	100.0	33
Second	14.2	[4.7, 35.6]	85.8	[64.4, 95.3]	100.0	78
Third	17.8	[7.2, 37.8]	82.2	[62.2, 92.8]	100.0	120
Fourth	20.4	[16.0, 25.7]	79.6	[74.3, 84.0]	100.0	93
Fifth quintile	23.1	[8.7, 48.8]	76.9	[51.2, 91.3]	100.0	75
Household owns television						
No	27.2	[15.7, 42.8]	72.8	[57.2, 84.3]	100.0	232
Yes	19.0	[10.2, 32.5]	81.0	[67.5, 89.8]	100.0	170
Household owns radio						
No	26.8	[10.9, 52.2]	73.2	[47.8, 89.1]	100.0	167
Yes	21.8	[13.6, 33.1]	78.2	[66.9, 86.4]	100.0	235

Household Owns Mobile Phone

No	25.4	[15.9, 38.1]	74.6	[61.9, 84.1]	100.0	84
Yes	23.3	[9.9, 45.6]	76.7	[54.4, 90.1]	100.0	318

Household Owns a Car

No	23.8	[12.5, 40.8]	76.2	[59.2, 87.5]	100.0	371
Yes	35.7	[10.9, 71.5]	64.3	[28.5, 89.1]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	17.1	[5.4, 42.5]	82.9	[57.5, 94.6]	100.0	192
One	37.3	[25.7, 50.7]	62.7	[49.3, 74.3]	100.0	141
Two+	21.2	[4.1, 63.1]	78.8	[36.9, 95.9]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	25.6	[14.9, 40.3]	74.4	[59.7, 85.1]	100.0	183
Yes	22.2	[8.7, 46.3]	77.8	[53.7, 91.3]	100.0	219

Level of Exposure to OneLove Booklets

None	23.7	[9.2, 48.8]	76.3	[51.2, 90.8]	100.0	307
1 Booklet	32.1	[23.0, 42.7]	67.9	[57.3, 77.0]	100.0	57
2-5 Booklets	2.2	[0.5, 8.9]	97.8	[91.1, 99.5]	100.0	36

Multimedia Exposure to OneLove

None	20.4	[11.1, 34.5]	79.6	[65.5, 88.9]	100.0	133
1 Channel	21.1	[4.5, 60.3]	78.9	[39.7, 95.5]	100.0	74
2+ Channels	30.1	[15.8, 49.7]	69.9	[50.3, 84.2]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	19.9	[6.0, 49.3]	80.1	[50.7, 94.0]	100.0	272
Yes	35.9	[24.6, 48.9]	64.1	[51.1, 75.4]	100.0	129

Total	24.1	[12.8, 40.7]	75.9	[59.3, 87.2]	100.0	402
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Table 11g: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.7	[28.2, 48.3]	62.3	[51.7, 71.8]	100.0	322
20-24	33.6	[25.2, 43.1]	66.4	[56.9, 74.8]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	37.1	[27.6, 47.6]	62.9	[52.4, 72.4]	100.0	279
Div/sep/widow	38.2	[13.2, 71.5]	61.8	[28.5, 86.8]	100.0	22
Never married	34.7	[25.5, 45.3]	65.3	[54.7, 74.5]	100.0	331
Religion						
Catholic	34.2	[23.8, 46.4]	65.8	[53.6, 76.2]	100.0	141
Baptist	55.0	[20.1, 85.6]	45.0	[14.4, 79.9]	100.0	16
Pentacostal	40.2	[26.3, 56.0]	59.8	[44.0, 73.7]	100.0	98
7th Day Advent.	34.6	[20.5, 52.1]	65.4	[47.9, 79.5]	100.0	100
Jehovah's Wittn.	39.4	[18.9, 64.5]	60.6	[35.5, 81.1]	100.0	37
New Apostolic	47.7	[30.4, 65.6]	52.3	[34.4, 69.6]	100.0	67
UC of Zambia	36.4	[20.4, 56.2]	63.6	[43.8, 79.6]	100.0	95
Other	23.4	[10.3, 44.9]	76.6	[55.1, 89.7]	100.0	78
Highest Level of School Attended						
None	58.2	[32.0, 80.5]	41.8	[19.5, 68.0]	100.0	23
Primary	38.1	[29.0, 48.1]	61.9	[51.9, 71.0]	100.0	226
Secondary	32.4	[23.5, 42.8]	67.6	[57.2, 76.5]	100.0	369
High school	41.4	[8.7, 83.9]	58.6	[16.1, 91.3]	100.0	12
Able to Read English						
No	36.4	[27.7, 46.1]	63.6	[53.9, 72.3]	100.0	391
Yes	34.3	[24.3, 46.0]	65.7	[54.0, 75.7]	100.0	240
Wealth Index (Quintiles)						
First quintile	50.7	[37.4, 63.9]	49.3	[36.1, 62.6]	100.0	134
Second	24.0	[13.6, 38.8]	76.0	[61.2, 86.4]	100.0	123
Third	27.6	[13.6, 48.2]	72.4	[51.8, 86.4]	100.0	114
Fourth	24.2	[13.9, 38.7]	75.8	[61.3, 86.1]	100.0	106
Fifth quintile	38.0	[25.2, 52.8]	62.0	[47.2, 74.8]	100.0	148
Household owns television						
No	41.7	[33.0, 51.0]	58.3	[49.0, 67.0]	100.0	373
Yes	27.0	[18.3, 38.0]	73.0	[62.0, 81.7]	100.0	258
Household owns radio						
No	46.8	[35.3, 58.6]	53.2	[41.4, 64.7]	100.0	217
Yes	30.6	[23.4, 38.8]	69.4	[61.2, 76.6]	100.0	414

Household Owns Mobile Phone							
No	45.2	[34.0,	56.9]	54.8	[43.1,	66.0]	100.0 181
Yes	31.5	[23.5,	40.7]	68.5	[59.3,	76.5]	100.0 450
Household Owns a Car							
No	36.5	[29.2,	44.4]	63.5	[55.6,	70.8]	100.0 584
Yes	21.5	[6.4,	52.3]	78.5	[47.7,	93.6]	100.0 46
Exposure to OneLove Radio Programs or Champion Radio Adverts							
No Exposure	49.1	[38.4,	59.9]	50.9	[40.1,	61.6]	100.0 254
One	33.7	[24.8,	43.9]	66.3	[56.1,	75.2]	100.0 249
Two+	18.6	[11.5,	28.9]	81.4	[71.1,	88.5]	100.0 128
Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)							
No	43.7	[34.1,	53.7]	56.3	[46.3,	65.9]	100.0 303
Yes	28.7	[20.3,	38.8]	71.3	[61.2,	79.7]	100.0 327
Level of Exposure to OneLove Booklets							
None	41.2	[32.3,	50.7]	58.8	[49.3,	67.7]	100.0 428
1 Booklet	22.8	[14.1,	34.7]	77.2	[65.3,	85.9]	100.0 113
2-5 Booklets	32.1	[17.4,	51.6]	67.9	[48.4,	82.6]	100.0 88
Multimedia Exposure to OneLove							
None	50.4	[38.2,	62.5]	49.6	[37.5,	61.8]	100.0 174
1 Channel	41.0	[29.3,	53.7]	59.0	[46.3,	70.7]	100.0 136
2+ Channels	26.8	[18.9,	36.6]	73.2	[63.4,	81.1]	100.0 319
Exposed to Any SAfAIDS Materials or Program							
No	39.3	[31.1,	48.2]	60.7	[51.8,	68.9]	100.0 369
Yes	30.8	[20.5,	43.5]	69.2	[56.5,	79.5]	100.0 261
Total	35.8	[28.5,	43.7]	64.2	[56.3,	71.5]	100.0 632

Table 11h: Percentage who agree that a women with HIV can take ARVs to prevent her baby from becoming infected during breastfeeding (k8) -(SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	45.4	[35.7, 55.5]	54.6	[44.5, 64.3]	100.0	153
20-24	38.4	[29.3, 48.3]	61.6	[51.7, 70.7]	100.0	124
25-29	38.1	[28.0, 49.3]	61.9	[50.7, 72.0]	100.0	93
30-34	53.1	[42.2, 63.6]	46.9	[36.4, 57.8]	100.0	82
35-39	41.4	[30.3, 53.5]	58.6	[46.5, 69.7]	100.0	108
40-44	50.3	[35.5, 65.1]	49.7	[34.9, 64.5]	100.0	60
45-49	40.0	[23.4, 59.3]	60.0	[40.7, 76.6]	100.0	32
Current Marital Status						
Married/union	42.0	[34.3, 50.1]	58.0	[49.9, 65.7]	100.0	380
Div/sep/widow	38.7	[23.9, 55.9]	61.3	[44.1, 76.1]	100.0	46
Never married	46.0	[38.2, 54.0]	54.0	[46.0, 61.8]	100.0	226
Religion						
Catholic	45.1	[35.9, 54.6]	54.9	[45.4, 64.1]	100.0	168
Baptist	50.6	[34.4, 66.7]	49.4	[33.3, 65.6]	100.0	20
Pentacostal	48.1	[35.8, 60.6]	51.9	[39.4, 64.2]	100.0	122
7th Day Advent.	32.0	[21.1, 45.3]	68.0	[54.7, 78.9]	100.0	87
Jehovah's Wittn.	44.0	[29.8, 59.1]	56.0	[40.9, 70.2]	100.0	60
New Apostolic	31.2	[17.5, 49.2]	68.8	[50.8, 82.5]	100.0	41
UC of Zambia	52.6	[38.4, 66.5]	47.4	[33.5, 61.6]	100.0	85
Other	37.8	[25.9, 51.5]	62.2	[48.5, 74.1]	100.0	69
Highest Level of School Attended						
None	58.9	[36.5, 78.1]	41.1	[21.9, 63.5]	100.0	19
Primary	33.7	[25.2, 43.4]	66.3	[56.6, 74.8]	100.0	185
Secondary	46.0	[38.2, 54.0]	54.0	[46.0, 61.8]	100.0	401
High school	50.6	[25.4, 75.6]	49.4	[24.4, 74.6]	100.0	45
Able to Read English						
No	42.7	[35.3, 50.4]	57.3	[49.6, 64.7]	100.0	310
Yes	44.1	[35.6, 53.0]	55.9	[47.0, 64.4]	100.0	342
Wealth Index (Quintiles)						
First quintile	37.2	[17.7, 61.9]	62.8	[38.1, 82.3]	100.0	16
Second	41.0	[27.2, 56.5]	59.0	[43.5, 72.8]	100.0	94
Third	33.9	[22.8, 47.2]	66.1	[52.8, 77.2]	100.0	122
Fourth	40.4	[30.9, 50.8]	59.6	[49.2, 69.1]	100.0	157
Fifth quintile	49.8	[40.2, 59.4]	50.2	[40.6, 59.8]	100.0	251
Household owns television						
No	37.6	[27.8, 48.6]	62.4	[51.4, 72.2]	100.0	275
Yes	47.2	[39.9, 54.6]	52.8	[45.4, 60.1]	100.0	377
Household owns radio						
No	41.4	[31.7, 51.8]	58.6	[48.2, 68.3]	100.0	181
Yes	44.1	[37.0, 51.4]	55.9	[48.6, 63.0]	100.0	471

Household Owns Mobile Phone

No	45.7	[32.5, 59.6]	54.3	[40.4, 67.5]	100.0	99
Yes	43.1	[36.2, 50.2]	56.9	[49.8, 63.8]	100.0	553

Household Owns a Car

No	43.1	[36.4, 50.0]	56.9	[50.0, 63.6]	100.0	579
Yes	47.0	[29.4, 65.4]	53.0	[34.6, 70.6]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	37.2	[26.2, 49.7]	62.8	[50.3, 73.8]	100.0	153
One	40.0	[32.0, 48.6]	60.0	[51.4, 68.0]	100.0	332
Two+	55.3	[46.7, 63.5]	44.7	[36.5, 53.3]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	43.5	[32.5, 55.2]	56.5	[44.8, 67.5]	100.0	152
Yes	43.6	[36.1, 51.4]	56.4	[48.6, 63.9]	100.0	498

Level of Exposure to OneLove Booklets

None	44.5	[37.7, 51.5]	55.5	[48.5, 62.3]	100.0	439
1 Booklet	43.2	[32.3, 54.9]	56.8	[45.1, 67.7]	100.0	130
2-5 Booklets	38.5	[25.4, 53.5]	61.5	[46.5, 74.6]	100.0	81

Multimedia Exposure to OneLove

None	40.8	[29.2, 53.5]	59.2	[46.5, 70.8]	100.0	104
1 Channel	41.5	[29.1, 55.1]	58.5	[44.9, 70.9]	100.0	71
2+ Channels	44.5	[36.9, 52.3]	55.5	[47.7, 63.1]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	53.2	[45.6, 60.7]	46.8	[39.3, 54.4]	100.0	411
Yes	27.3	[21.5, 34.0]	72.7	[66.0, 78.5]	100.0	241

Total	43.5	[36.9, 50.2]	56.5	[49.8, 63.1]	100.0	652
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Table 12a: Percentage that are worried about becoming infected with HIV (a11)(All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.8	[29.9, 46.5]	62.2	[53.5, 70.1]	100.0	687
20-24	24.1	[17.5, 32.3]	75.9	[67.7, 82.5]	100.0	574
25-29	27.1	[21.6, 33.4]	72.9	[66.6, 78.4]	100.0	508
30-34	17.4	[12.5, 23.7]	82.6	[76.3, 87.5]	100.0	417
35-39	15.7	[11.3, 21.4]	84.3	[78.6, 88.7]	100.0	390
40-44	25.9	[16.4, 38.4]	74.1	[61.6, 83.6]	100.0	261
45-49	30.3	[19.0, 44.5]	69.7	[55.5, 81.0]	100.0	175
Current Marital Status						
Married/union	24.2	[19.1, 30.1]	75.8	[69.9, 80.9]	100.0	1,809
Div/sep/widow	19.3	[12.3, 28.9]	80.7	[71.1, 87.7]	100.0	210
Never married	32.3	[24.8, 40.8]	67.7	[59.2, 75.2]	100.0	993
Religion						
Catholic	28.9	[22.4, 36.2]	71.1	[63.8, 77.6]	100.0	633
Baptist	19.3	[9.5, 35.1]	80.7	[64.9, 90.5]	100.0	104
Pentacostal	29.7	[22.5, 38.0]	70.3	[62.0, 77.5]	100.0	470
7th Day Advent.	32.0	[24.1, 41.1]	68.0	[58.9, 75.9]	100.0	439
Jehovah's Wittn.	28.2	[17.3, 42.3]	71.8	[57.7, 82.7]	100.0	200
New Apostolic	17.2	[9.8, 28.6]	82.8	[71.4, 90.2]	100.0	337
UC of Zambia	24.7	[16.7, 34.9]	75.3	[65.1, 83.3]	100.0	410
Other	25.7	[17.2, 36.5]	74.3	[63.5, 82.8]	100.0	418
Highest Level of School Attended						
None	44.5	[33.1, 56.5]	55.5	[43.5, 66.9]	100.0	165
Primary	31.7	[26.9, 36.8]	68.3	[63.2, 73.1]	100.0	1,134
Secondary	22.9	[17.1, 30.1]	77.1	[69.9, 82.9]	100.0	1,562
High school	9.1	[4.5, 17.3]	90.9	[82.7, 95.5]	100.0	148
Able to Read English						
No	32.2	[27.3, 37.6]	67.8	[62.4, 72.7]	100.0	1,767
Yes	18.7	[13.0, 26.1]	81.3	[73.9, 87.0]	100.0	1,243
Wealth Index (Quintiles)						
First quintile	35.0	[27.6, 43.3]	65.0	[56.7, 72.4]	100.0	600
Second	25.5	[19.4, 32.8]	74.5	[67.2, 80.6]	100.0	595
Third	21.9	[14.1, 32.4]	78.1	[67.6, 85.9]	100.0	595
Fourth	23.7	[15.9, 33.6]	76.3	[66.4, 84.1]	100.0	597
Fifth quintile	22.7	[14.3, 34.2]	77.3	[65.8, 85.7]	100.0	596
Household owns television						
No	29.5	[24.4, 35.2]	70.5	[64.8, 75.6]	100.0	1,776
Yes	22.8	[16.0, 31.5]	77.2	[68.5, 84.0]	100.0	1,234
Household owns radio						
No	32.2	[26.6, 38.4]	67.8	[61.6, 73.4]	100.0	1,014
Yes	24.4	[19.1, 30.4]	75.6	[69.6, 80.9]	100.0	1,996

Household Owns Mobile Phone

No	31.9	[26.0, 38.5]	68.1	[61.5, 74.0]	100.0	838
Yes	24.4	[18.9, 30.9]	75.6	[69.1, 81.1]	100.0	2,171

Household Owns a Car

No	27.6	[23.0, 32.7]	72.4	[67.3, 77.0]	100.0	2,813
Yes	12.1	[3.9, 32.0]	87.9	[68.0, 96.1]	100.0	195

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	25.1	[20.4, 30.4]	74.9	[69.6, 79.6]	100.0	1,054
One	23.1	[17.8, 29.5]	76.9	[70.5, 82.2]	100.0	1,311
Two+	35.5	[27.8, 43.9]	64.5	[56.1, 72.2]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	26.6	[21.6, 32.3]	73.4	[67.7, 78.4]	100.0	1,172
Yes	26.3	[20.9, 32.6]	73.7	[67.4, 79.1]	100.0	1,821

Level of Exposure to OneLove Booklets

None	29.2	[24.0, 34.9]	70.8	[65.1, 76.0]	100.0	2,149
1 Booklet	19.5	[13.7, 27.1]	80.5	[72.9, 86.3]	100.0	500
2-5 Booklets	22.6	[13.9, 34.6]	77.4	[65.4, 86.1]	100.0	351

Multimedia Exposure to OneLove

None	26.8	[21.8, 32.4]	73.2	[67.6, 78.2]	100.0	728
1 Channel	28.4	[21.3, 36.7]	71.6	[63.3, 78.7]	100.0	533
2+ Channels	25.6	[20.2, 31.9]	74.4	[68.1, 79.8]	100.0	1,725

Exposed to Any SAfAIDS Materials or Program

No	31.2	[25.7, 37.2]	68.8	[62.8, 74.3]	100.0	1,921
Yes	20.2	[14.5, 27.5]	79.8	[72.5, 85.5]	100.0	1,086

Total	26.8	[22.1, 32.1]	73.2	[67.9, 77.9]	100.0	3,012
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Table 12b: Percentage that are worried about becoming infected with HIV (a11)(Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	25.5	[17.4, 35.7]	74.5	[64.3, 82.6]	100.0	322
20-24	16.1	[10.6, 23.6]	83.9	[76.4, 89.4]	100.0	310
25-29	17.4	[11.5, 25.6]	82.6	[74.4, 88.5]	100.0	280
30-34	6.7	[3.2, 13.2]	93.3	[86.8, 96.8]	100.0	226
35-39	7.7	[4.1, 14.1]	92.3	[85.9, 95.9]	100.0	173
40-44	20.9	[8.1, 44.0]	79.1	[56.0, 91.9]	100.0	119
45-49	14.6	[6.7, 29.1]	85.4	[70.9, 93.3]	100.0	66
Current Marital Status						
Married/union	16.3	[10.6, 24.2]	83.7	[75.8, 89.4]	100.0	974
Div/sep/widow	17.0	[9.3, 29.1]	83.0	[70.9, 90.7]	100.0	148
Never married	16.7	[10.9, 24.7]	83.3	[75.3, 89.1]	100.0	374
Religion						
Catholic	15.9	[9.8, 24.7]	84.1	[75.3, 90.2]	100.0	315
Baptist	9.6	[2.1, 34.7]	90.4	[65.3, 97.9]	100.0	46
Pentacostal	14.4	[9.5, 21.3]	85.6	[78.7, 90.5]	100.0	237
7th Day Advent.	18.1	[9.2, 32.4]	81.9	[67.6, 90.8]	100.0	217
Jehovah's Wittn.	20.3	[9.6, 37.9]	79.7	[62.1, 90.4]	100.0	93
New Apostolic	13.4	[7.8, 21.9]	86.6	[78.1, 92.2]	100.0	170
UC of Zambia	16.0	[8.2, 28.8]	84.0	[71.2, 91.8]	100.0	207
Other	18.9	[11.3, 29.9]	81.1	[70.1, 88.7]	100.0	210
Highest Level of School Attended						
None	29.5	[17.5, 45.1]	70.5	[54.9, 82.5]	100.0	115
Primary	17.7	[13.1, 23.3]	82.3	[76.7, 86.9]	100.0	651
Secondary	14.4	[8.7, 22.9]	85.6	[77.1, 91.3]	100.0	673
High school	4.6	[1.2, 16.3]	95.4	[83.7, 98.8]	100.0	54
Able to Read English						
No	18.6	[13.7, 24.8]	81.4	[75.2, 86.3]	100.0	1,050
Yes	10.9	[6.4, 18.0]	89.1	[82.0, 93.6]	100.0	444
Wealth Index (Quintiles)						
First quintile	20.9	[14.8, 28.7]	79.1	[71.3, 85.2]	100.0	321
Second	8.6	[5.2, 14.1]	91.4	[85.9, 94.8]	100.0	290
Third	13.1	[7.0, 23.1]	86.9	[76.9, 93.0]	100.0	285
Fourth	18.1	[10.4, 29.7]	81.9	[70.3, 89.6]	100.0	289
Fifth quintile	16.9	[8.9, 29.7]	83.1	[70.3, 91.1]	100.0	296
Household owns television						
No	16.7	[12.6, 21.8]	83.3	[78.2, 87.4]	100.0	899
Yes	16.1	[9.5, 25.8]	83.9	[74.2, 90.5]	100.0	595
Household owns radio						
No	19.2	[14.1, 25.5]	80.8	[74.5, 85.9]	100.0	538
Yes	15.0	[10.0, 21.9]	85.0	[78.1, 90.0]	100.0	956

Household Owns Mobile Phone

No	21.1	[15.7, 27.7]	78.9	[72.3, 84.3]	100.0	456
Yes	14.1	[8.9, 21.6]	85.9	[78.4, 91.1]	100.0	1,038

Household Owns a Car

No	16.9	[12.6, 22.3]	83.1	[77.7, 87.4]	100.0	1,393
Yes	8.1	[2.1, 27.0]	91.9	[73.0, 97.9]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	16.9	[12.2, 23.1]	83.1	[76.9, 87.8]	100.0	637
One	14.3	[9.1, 21.6]	85.7	[78.4, 90.9]	100.0	575
Two+	18.8	[10.6, 31.1]	81.2	[68.9, 89.4]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	17.9	[13.1, 24.1]	82.1	[75.9, 86.9]	100.0	735
Yes	14.6	[9.4, 22.2]	85.4	[77.8, 90.6]	100.0	753

Level of Exposure to OneLove Booklets

None	18.1	[13.2, 24.3]	81.9	[75.7, 86.8]	100.0	1,089
1 Booklet	10.5	[5.4, 19.4]	89.5	[80.6, 94.6]	100.0	234
2-5 Booklets	14.4	[7.1, 27.1]	85.6	[72.9, 92.9]	100.0	167

Multimedia Exposure to OneLove

None	19.9	[14.3, 27.0]	80.1	[73.0, 85.7]	100.0	461
1 Channel	16.8	[10.2, 26.4]	83.2	[73.6, 89.8]	100.0	300
2+ Channels	13.9	[8.6, 21.6]	86.1	[78.4, 91.4]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	20.0	[15.7, 25.1]	80.0	[74.9, 84.3]	100.0	853
Yes	12.2	[6.1, 23.0]	87.8	[77.0, 93.9]	100.0	639

Total	16.5	[12.1, 22.0]	83.5	[78.0, 87.9]	100.0	1,496
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Table 12c: Percentage that are worried about becoming infected with HIV (a11)(Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	47.7	[36.2, 59.4]	52.3	[40.6, 63.8]	100.0	365
20-24	33.2	[22.9, 45.4]	66.8	[54.6, 77.1]	100.0	264
25-29	36.5	[26.6, 47.7]	63.5	[52.3, 73.4]	100.0	228
30-34	30.8	[21.3, 42.2]	69.2	[57.8, 78.7]	100.0	191
35-39	25.0	[16.8, 35.3]	75.0	[64.7, 83.2]	100.0	217
40-44	31.8	[20.9, 45.0]	68.2	[55.0, 79.1]	100.0	142
45-49	41.6	[26.3, 58.7]	58.4	[41.3, 73.7]	100.0	109
Current Marital Status						
Married/union	33.9	[26.6, 42.1]	66.1	[57.9, 73.4]	100.0	835
Div/sep/widow	24.5	[13.4, 40.4]	75.5	[59.6, 86.6]	100.0	62
Never married	41.8	[32.0, 52.4]	58.2	[47.6, 68.0]	100.0	619
Religion						
Catholic	42.2	[31.0, 54.3]	57.8	[45.7, 69.0]	100.0	318
Baptist	29.3	[12.3, 55.2]	70.7	[44.8, 87.7]	100.0	58
Pentacostal	43.8	[32.5, 55.8]	56.2	[44.2, 67.5]	100.0	233
7th Day Advent.	44.6	[32.3, 57.5]	55.4	[42.5, 67.7]	100.0	222
Jehovah's Wittn.	36.4	[20.1, 56.6]	63.6	[43.4, 79.9]	100.0	107
New Apostolic	20.6	[10.3, 37.0]	79.4	[63.0, 89.7]	100.0	167
UC of Zambia	34.2	[22.8, 47.8]	65.8	[52.2, 77.2]	100.0	203
Other	33.3	[20.1, 49.8]	66.7	[50.2, 79.9]	100.0	208
Highest Level of School Attended						
None	71.7	[48.7, 87.1]	28.3	[12.9, 51.3]	100.0	50
Primary	49.1	[40.1, 58.2]	50.9	[41.8, 59.9]	100.0	483
Secondary	30.0	[22.6, 38.7]	70.0	[61.3, 77.4]	100.0	889
High school	11.9	[5.3, 24.7]	88.1	[75.3, 94.7]	100.0	94
Able to Read English						
No	52.6	[42.8, 62.1]	47.4	[37.9, 57.2]	100.0	717
Yes	22.9	[15.7, 32.1]	77.1	[67.9, 84.3]	100.0	799
Wealth Index (Quintiles)						
First quintile	49.9	[36.2, 63.6]	50.1	[36.4, 63.8]	100.0	279
Second	42.0	[30.3, 54.7]	58.0	[45.3, 69.7]	100.0	305
Third	30.6	[18.9, 45.5]	69.4	[54.5, 81.1]	100.0	310
Fourth	29.5	[16.2, 47.5]	70.5	[52.5, 83.8]	100.0	308
Fifth quintile	27.9	[17.9, 40.8]	72.1	[59.2, 82.1]	100.0	300
Household owns television						
No	42.7	[33.4, 52.4]	57.3	[47.6, 66.6]	100.0	877
Yes	29.4	[20.5, 40.2]	70.6	[59.8, 79.5]	100.0	639
Household owns radio						
No	47.9	[37.2, 58.8]	52.1	[41.2, 62.8]	100.0	476
Yes	32.9	[25.7, 41.1]	67.1	[58.9, 74.3]	100.0	1,040

Household Owns Mobile Phone

No	44.1	[32.5, 56.3]	55.9	[43.7, 67.5]	100.0	382
Yes	34.2	[26.7, 42.6]	65.8	[57.4, 73.3]	100.0	1,133

Household Owns a Car

No	38.3	[30.9, 46.2]	61.7	[53.8, 69.1]	100.0	1,420
Yes	15.9	[5.2, 39.3]	84.1	[60.7, 94.8]	100.0	96

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	36.1	[26.4, 47.0]	63.9	[53.0, 73.6]	100.0	417
One	30.2	[22.9, 38.6]	69.8	[61.4, 77.1]	100.0	736
Two+	51.2	[39.5, 62.9]	48.8	[37.1, 60.5]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	40.2	[30.1, 51.2]	59.8	[48.8, 69.9]	100.0	437
Yes	35.1	[27.5, 43.6]	64.9	[56.4, 72.5]	100.0	1,068

Level of Exposure to OneLove Booklets

None	40.4	[32.2, 49.1]	59.6	[50.9, 67.8]	100.0	1,060
1 Booklet	27.9	[18.2, 40.3]	72.1	[59.7, 81.8]	100.0	266
2-5 Booklets	31.0	[17.8, 48.1]	69.0	[51.9, 82.2]	100.0	184

Multimedia Exposure to OneLove

None	38.5	[26.9, 51.6]	61.5	[48.4, 73.1]	100.0	267
1 Channel	39.2	[28.5, 51.0]	60.8	[49.0, 71.5]	100.0	233
2+ Channels	35.4	[27.5, 44.1]	64.6	[55.9, 72.5]	100.0	1,000

Exposed to Any SAfAIDS Materials or Program

No	40.3	[31.7, 49.5]	59.7	[50.5, 68.3]	100.0	1,068
Yes	30.9	[23.4, 39.5]	69.1	[60.5, 76.6]	100.0	447

Total	37.1	[29.8, 45.0]	62.9	[55.0, 70.2]	100.0	1,516
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Table 12d: Percentage that are worried about becoming infected with HIV (a11)(Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	38.1	[27.9, 49.5]	61.9	[50.5, 72.1]	100.0	214
20-24	24.2	[16.9, 33.4]	75.8	[66.6, 83.1]	100.0	197
25-29	32.2	[25.1, 40.3]	67.8	[59.7, 74.9]	100.0	180
30-34	23.0	[14.9, 33.8]	77.0	[66.2, 85.1]	100.0	131
35-39	18.7	[11.6, 28.9]	81.3	[71.1, 88.4]	100.0	129
40-44	23.9	[14.2, 37.3]	76.1	[62.7, 85.8]	100.0	99
45-49	24.2	[13.0, 40.5]	75.8	[59.5, 87.0]	100.0	66
Current Marital Status						
Married/union	25.4	[19.6, 32.4]	74.6	[67.6, 80.4]	100.0	669
Div/sep/widow	27.0	[16.4, 41.1]	73.0	[58.9, 83.6]	100.0	70
Never married	32.9	[23.4, 44.1]	67.1	[55.9, 76.6]	100.0	277
Religion						
Catholic	28.2	[19.3, 39.3]	71.8	[60.7, 80.7]	100.0	194
Baptist	13.1	[2.7, 45.0]	86.9	[55.0, 97.3]	100.0	23
Pentacostal	44.8	[31.6, 58.8]	55.2	[41.2, 68.4]	100.0	102
7th Day Advent.	33.2	[23.3, 44.9]	66.8	[55.1, 76.7]	100.0	190
Jehovah's Wittn.	26.1	[14.4, 42.5]	73.9	[57.5, 85.6]	100.0	51
New Apostolic	21.4	[11.3, 36.8]	78.6	[63.2, 88.7]	100.0	154
UC of Zambia	27.4	[16.9, 41.3]	72.6	[58.7, 83.1]	100.0	132
Other	21.6	[12.7, 34.4]	78.4	[65.6, 87.3]	100.0	169
Highest Level of School Attended						
None	43.3	[30.4, 57.2]	56.7	[42.8, 69.6]	100.0	85
Primary	32.9	[26.8, 39.7]	67.1	[60.3, 73.2]	100.0	513
Secondary	20.5	[14.4, 28.4]	79.5	[71.6, 85.6]	100.0	398
High school	4.8	[0.9, 22.1]	95.2	[77.9, 99.1]	100.0	18
Able to Read English						
No	33.3	[26.8, 40.6]	66.7	[59.4, 73.2]	100.0	755
Yes	13.6	[8.7, 20.5]	86.4	[79.5, 91.3]	100.0	259
Wealth Index (Quintiles)						
First quintile	34.3	[26.5, 43.2]	65.7	[56.8, 73.5]	100.0	505
Second	26.6	[19.4, 35.4]	73.4	[64.6, 80.6]	100.0	265
Third	16.3	[8.9, 27.8]	83.7	[72.2, 91.1]	100.0	136
Fourth	14.9	[7.4, 27.9]	85.1	[72.1, 92.6]	100.0	78
Fifth quintile	33.1	[13.2, 61.6]	66.9	[38.4, 86.8]	100.0	19
Household owns television						
No	30.5	[24.2, 37.7]	69.5	[62.3, 75.8]	100.0	846
Yes	17.4	[10.2, 28.3]	82.6	[71.7, 89.8]	100.0	168
Household owns radio						
No	32.7	[25.1, 41.4]	67.3	[58.6, 74.9]	100.0	393
Yes	25.6	[19.1, 33.5]	74.4	[66.5, 80.9]	100.0	621

Household Owns Mobile Phone

No	31.5	[24.7, 39.2]	68.5	[60.8, 75.3]	100.0	513
Yes	25.1	[18.5, 33.1]	74.9	[66.9, 81.5]	100.0	500

Household Owns a Car

No	28.5	[22.4, 35.4]	71.5	[64.6, 77.6]	100.0	995
Yes	6.0	[0.8, 33.9]	94.0	[66.1, 99.2]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	24.6	[19.6, 30.5]	75.4	[69.5, 80.4]	100.0	469
One	26.9	[18.9, 36.6]	73.1	[63.4, 81.1]	100.0	370
Two+	39.8	[26.7, 54.5]	60.2	[45.5, 73.3]	100.0	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	26.5	[21.0, 32.7]	73.5	[67.3, 79.0]	100.0	583
Yes	29.5	[21.3, 39.4]	70.5	[60.6, 78.7]	100.0	427

Level of Exposure to OneLove Booklets

None	31.2	[24.4, 39.0]	68.8	[61.0, 75.6]	100.0	819
1 Booklet	14.4	[8.2, 24.0]	85.6	[76.0, 91.8]	100.0	122
2-5 Booklets	17.7	[8.8, 32.3]	82.3	[67.7, 91.2]	100.0	71

Multimedia Exposure to OneLove

None	25.9	[20.3, 32.3]	74.1	[67.7, 79.7]	100.0	364
1 Channel	30.5	[21.8, 40.9]	69.5	[59.1, 78.2]	100.0	239
2+ Channels	27.6	[19.8, 36.9]	72.4	[63.1, 80.2]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	36.4	[28.6, 45.0]	63.6	[55.0, 71.4]	100.0	661
Yes	13.4	[9.0, 19.6]	86.6	[80.4, 91.0]	100.0	353

Total	28.2	[22.2, 35.0]	71.8	[65.0, 77.8]	100.0	1,016
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Table 12e: Percentage that are worried about becoming infected with HIV (a11)(Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	37.6	[25.2, 51.9]	62.4	[48.1, 74.8]	100.0	378
20-24	24.4	[13.2, 40.6]	75.6	[59.4, 86.8]	100.0	294
25-29	19.5	[11.6, 30.9]	80.5	[69.1, 88.4]	100.0	253
30-34	11.2	[6.2, 19.3]	88.8	[80.7, 93.8]	100.0	223
35-39	13.1	[8.3, 20.2]	86.9	[79.8, 91.7]	100.0	218
40-44	26.0	[10.7, 50.7]	74.0	[49.3, 89.3]	100.0	138
45-49	35.4	[17.0, 59.4]	64.6	[40.6, 83.0]	100.0	90
Current Marital Status						
Married/union	22.3	[13.6, 34.5]	77.7	[65.5, 86.4]	100.0	909
Div/sep/widow	10.4	[4.3, 23.2]	89.6	[76.8, 95.7]	100.0	109
Never married	31.2	[19.9, 45.4]	68.8	[54.6, 80.1]	100.0	576
Religion						
Catholic	30.0	[21.0, 40.9]	70.0	[59.1, 79.0]	100.0	377
Baptist	19.9	[8.8, 38.9]	80.1	[61.1, 91.2]	100.0	70
Pentacostal	22.2	[13.9, 33.6]	77.8	[66.4, 86.1]	100.0	289
7th Day Advent.	28.2	[15.8, 45.0]	71.8	[55.0, 84.2]	100.0	215
Jehovah's Wittn.	27.3	[11.6, 52.0]	72.7	[48.0, 88.4]	100.0	118
New Apostolic	7.1	[2.5, 18.7]	92.9	[81.3, 97.5]	100.0	151
UC of Zambia	20.8	[10.0, 38.5]	79.2	[61.5, 90.0]	100.0	193
Other	31.4	[16.8, 50.9]	68.6	[49.1, 83.2]	100.0	181
Highest Level of School Attended						
None	49.8	[24.8, 74.8]	50.2	[25.2, 75.2]	100.0	69
Primary	29.4	[22.3, 37.7]	70.6	[62.3, 77.7]	100.0	480
Secondary	24.3	[15.2, 36.5]	75.7	[63.5, 84.8]	100.0	938
High school	8.8	[3.7, 19.5]	91.2	[80.5, 96.3]	100.0	106
Able to Read English						
No	29.8	[22.5, 38.3]	70.2	[61.7, 77.5]	100.0	771
Yes	21.4	[13.1, 32.9]	78.6	[67.1, 86.9]	100.0	823
Wealth Index (Quintiles)						
First quintile	49.1	[32.0, 66.4]	50.9	[33.6, 68.0]	100.0	62
Second	23.4	[11.7, 41.5]	76.6	[58.5, 88.3]	100.0	252
Third	25.7	[13.0, 44.4]	74.3	[55.6, 87.0]	100.0	339
Fourth	26.7	[17.2, 38.9]	73.3	[61.1, 82.8]	100.0	426
Fifth quintile	21.8	[12.9, 34.5]	78.2	[65.5, 87.1]	100.0	502
Household owns television						
No	26.1	[17.6, 37.0]	73.9	[63.0, 82.4]	100.0	698
Yes	24.5	[15.8, 35.8]	75.5	[64.2, 84.2]	100.0	896
Household owns radio						
No	31.2	[22.8, 41.1]	68.8	[58.9, 77.2]	100.0	454
Yes	23.0	[15.0, 33.5]	77.0	[66.5, 85.0]	100.0	1,140

Household Owns Mobile Phone

No	33.4	[21.1, 48.5]	66.6	[51.5, 78.9]	100.0	241
Yes	23.9	[15.9, 34.4]	76.1	[65.6, 84.1]	100.0	1,353

Household Owns a Car

No	26.3	[19.0, 35.2]	73.7	[64.8, 81.0]	100.0	1,447
Yes	12.9	[3.6, 37.2]	87.1	[62.8, 96.4]	100.0	146

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	26.7	[16.2, 40.6]	73.3	[59.4, 83.8]	100.0	393
One	19.1	[12.2, 28.6]	80.9	[71.4, 87.8]	100.0	800
Two+	32.5	[22.8, 44.0]	67.5	[56.0, 77.2]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	27.4	[15.3, 44.0]	72.6	[56.0, 84.7]	100.0	406
Yes	24.2	[16.9, 33.3]	75.8	[66.7, 83.1]	100.0	1,175

Level of Exposure to OneLove Booklets

None	25.6	[17.3, 36.1]	74.4	[63.9, 82.7]	100.0	1,023
1 Booklet	23.5	[14.8, 35.2]	76.5	[64.8, 85.2]	100.0	321
2-5 Booklets	25.4	[13.1, 43.4]	74.6	[56.6, 86.9]	100.0	244

Multimedia Exposure to OneLove

None	30.8	[18.9, 45.8]	69.2	[54.2, 81.1]	100.0	231
1 Channel	23.4	[11.3, 42.3]	76.6	[57.7, 88.7]	100.0	220
2+ Channels	24.3	[16.9, 33.5]	75.7	[66.5, 83.1]	100.0	1,126

Exposed to Any SAfAIDS Materials or Program

No	23.8	[16.5, 33.1]	76.2	[66.9, 83.5]	100.0	988
Yes	26.4	[16.9, 38.8]	73.6	[61.2, 83.1]	100.0	604

Total	25.0	[17.4, 34.5]	75.0	[65.5, 82.6]	100.0	1,594
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Table 12f: Percentage that are worried about becoming infected with HIV (a11)(Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	35.3	[14.5, 63.8]	64.7	[36.2, 85.5]	100.0	95
20-24	15.0	[4.4, 39.9]	85.0	[60.1, 95.6]	100.0	83
25-29	31.5	[14.9, 54.7]	68.5	[45.3, 85.1]	100.0	75
30-34	16.2	[6.2, 36.2]	83.8	[63.8, 93.8]	100.0	63
35-39	3.5	[0.7, 16.2]	96.5	[83.8, 99.3]	100.0	43
40-44	62.4	[38.5, 81.5]	37.6	[18.5, 61.5]	100.0	24
45-49	64.5	[17.4, 94.0]	35.5	[6.0, 82.6]	100.0	19
Current Marital Status						
Married/union	26.0	[11.8, 47.9]	74.0	[52.1, 88.2]	100.0	231
Div/sep/widow	15.2	[3.7, 45.2]	84.8	[54.8, 96.3]	100.0	31
Never married	42.4	[23.6, 63.8]	57.6	[36.2, 76.4]	100.0	140
Religion						
Catholic	16.3	[3.0, 55.0]	83.7	[45.0, 97.0]	100.0	62
Baptist	64.0	[55.7, 71.5]	36.0	[28.5, 44.3]	100.0	11
Pentacostal	22.9	[13.2, 36.7]	77.1	[63.3, 86.8]	100.0	79
7th Day Advent.	52.2	[11.5, 90.2]	47.8	[9.8, 88.5]	100.0	34
Jehovah's Wittn.	78.5	[50.9, 92.8]	21.5	[7.2, 49.1]	100.0	31
New Apostolic	24.0	[9.6, 48.5]	76.0	[51.5, 90.4]	100.0	32
UC of Zambia	29.0	[8.0, 65.9]	71.0	[34.1, 92.0]	100.0	85
Other	22.1	[6.6, 53.3]	77.9	[46.7, 93.4]	100.0	68
Highest Level of School Attended						
None	31.8	[10.4, 65.3]	68.2	[34.7, 89.6]	100.0	11
Primary	23.0	[6.8, 54.9]	77.0	[45.1, 93.2]	100.0	141
Secondary	31.1	[10.3, 64.0]	68.9	[36.0, 89.7]	100.0	226
High school	25.9	[20.6, 32.0]	74.1	[68.0, 79.4]	100.0	24
Able to Read English						
No	33.5	[15.3, 58.4]	66.5	[41.6, 84.7]	100.0	241
Yes	20.7	[11.8, 33.8]	79.3	[66.2, 88.2]	100.0	161
Wealth Index (Quintiles)						
First quintile	35.6	[15.1, 63.1]	64.4	[36.9, 84.9]	100.0	33
Second	15.9	[7.3, 31.0]	84.1	[69.0, 92.7]	100.0	78
Third	51.7	[31.8, 71.1]	48.3	[28.9, 68.2]	100.0	120
Fourth	9.9	[1.4, 45.8]	90.1	[54.2, 98.6]	100.0	93
Fifth quintile	30.0	[17.4, 46.6]	70.0	[53.4, 82.6]	100.0	75
Household owns television						
No	30.5	[16.6, 49.2]	69.5	[50.8, 83.4]	100.0	232
Yes	25.5	[7.6, 58.9]	74.5	[41.1, 92.4]	100.0	170
Household owns radio						
No	32.3	[15.1, 56.2]	67.7	[43.8, 84.9]	100.0	167
Yes	25.6	[10.2, 51.0]	74.4	[49.0, 89.8]	100.0	235

Household Owns Mobile Phone							
No	36.3	[17.3,	60.9]	63.7	[39.1,	82.7]	100.0 84
Yes	24.2	[9.7,	48.7]	75.8	[51.3,	90.3]	100.0 318

Household Owns a Car							
No	28.5	[13.2,	51.2]	71.5	[48.8,	86.8]	100.0 371
Yes	33.6	[17.8,	54.1]	66.4	[45.9,	82.2]	100.0 31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	22.8	[9.3,	45.9]	77.2	[54.1,	90.7]	100.0 192
One	35.5	[18.4,	57.4]	64.5	[42.6,	81.6]	100.0 141
Two+	39.5	[10.0,	79.3]	60.5	[20.7,	90.0]	100.0 69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	26.7	[7.6,	61.7]	73.3	[38.3,	92.4]	100.0 183
Yes	30.9	[16.8,	49.9]	69.1	[50.1,	83.2]	100.0 219

Level of Exposure to OneLove Booklets

None	33.2	[18.8,	51.5]	66.8	[48.5,	81.2]	100.0 307
1 Booklet	15.6	[2.7,	55.5]	84.4	[44.5,	97.3]	100.0 57
2-5 Booklets	24.4	[3.9,	71.9]	75.6	[28.1,	96.1]	100.0 36

Multimedia Exposure to OneLove

None	26.6	[9.0,	57.0]	73.4	[43.0,	91.0]	100.0 133
1 Channel	29.1	[10.4,	59.2]	70.9	[40.8,	89.6]	100.0 74
2+ Channels	29.9	[13.1,	54.7]	70.1	[45.3,	86.9]	100.0 193

Exposed to Any SAfAIDS Materials or Program

No	29.3	[15.0,	49.5]	70.7	[50.5,	85.0]	100.0 272
Yes	26.6	[8.8,	57.5]	73.4	[42.5,	91.2]	100.0 129

Total	28.6	[13.4,	50.9]	71.4	[49.1,	86.6]	100.0 402
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Table 12g: Percentage that are worried about becoming infected with HIV (a11)(Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	25.5	[17.4, 35.7]	74.5	[64.3, 82.6]	100.0	322
20-24	16.1	[10.6, 23.6]	83.9	[76.4, 89.4]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	24.9	[16.6, 35.6]	75.1	[64.4, 83.4]	100.0	279
Div/sep/widow	38.8	[12.8, 73.3]	61.2	[26.7, 87.2]	100.0	22
Never married	17.3	[11.1, 26.1]	82.7	[73.9, 88.9]	100.0	331
Religion						
Catholic	20.4	[11.6, 33.3]	79.6	[66.7, 88.4]	100.0	141
Baptist	18.8	[2.8, 65.3]	81.2	[34.7, 97.2]	100.0	16
Pentacostal	19.6	[10.0, 34.8]	80.4	[65.2, 90.0]	100.0	98
7th Day Advent.	19.9	[9.4, 37.3]	80.1	[62.7, 90.6]	100.0	100
Jehovah's Wittn.	29.8	[12.9, 55.0]	70.2	[45.0, 87.1]	100.0	37
New Apostolic	12.3	[5.6, 24.8]	87.7	[75.2, 94.4]	100.0	67
UC of Zambia	21.6	[10.2, 40.0]	78.4	[60.0, 89.8]	100.0	95
Other	26.2	[13.1, 45.5]	73.8	[54.5, 86.9]	100.0	78
Highest Level of School Attended						
None	48.7	[20.7, 77.6]	51.3	[22.4, 79.3]	100.0	23
Primary	29.1	[20.9, 38.9]	70.9	[61.1, 79.1]	100.0	226
Secondary	15.4	[9.9, 23.4]	84.6	[76.6, 90.1]	100.0	369
High school	0.0		100.0		100.0	12
Able to Read English						
No	25.8	[18.2, 35.1]	74.2	[64.9, 81.8]	100.0	391
Yes	12.5	[7.1, 21.1]	87.5	[78.9, 92.9]	100.0	240
Wealth Index (Quintiles)						
First quintile	28.1	[17.8, 41.4]	71.9	[58.6, 82.2]	100.0	134
Second	9.0	[4.8, 16.1]	91.0	[83.9, 95.2]	100.0	123
Third	19.9	[7.5, 43.3]	80.1	[56.7, 92.5]	100.0	114
Fourth	25.5	[13.6, 42.7]	74.5	[57.3, 86.4]	100.0	106
Fifth quintile	17.8	[9.2, 31.6]	82.2	[68.4, 90.8]	100.0	148
Household owns television						
No	22.4	[15.9, 30.6]	77.6	[69.4, 84.1]	100.0	373
Yes	18.8	[11.0, 30.2]	81.2	[69.8, 89.0]	100.0	258
Household owns radio						
No	27.8	[18.0, 40.1]	72.2	[59.9, 82.0]	100.0	217
Yes	17.8	[12.0, 25.5]	82.2	[74.5, 88.0]	100.0	414

Household Owns Mobile Phone

No	27.8	[18.5,	39.6]	72.2	[60.4,	81.5]	100.0	181
Yes	17.9	[11.9,	26.0]	82.1	[74.0,	88.1]	100.0	450

Household Owns a Car

No	21.5	[15.7,	28.6]	78.5	[71.4,	84.3]	100.0	584
Yes	11.5	[3.4,	32.2]	88.5	[67.8,	96.6]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	24.2	[15.9,	35.0]	75.8	[65.0,	84.1]	100.0	254
One	15.7	[9.9,	23.9]	84.3	[76.1,	90.1]	100.0	249
Two+	23.5	[12.8,	39.2]	76.5	[60.8,	87.2]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	26.0	[18.2,	35.8]	74.0	[64.2,	81.8]	100.0	303
Yes	16.5	[9.5,	27.1]	83.5	[72.9,	90.5]	100.0	327

Level of Exposure to OneLove Booklets

None	24.0	[17.6,	31.8]	76.0	[68.2,	82.4]	100.0	428
1 Booklet	14.2	[6.3,	28.9]	85.8	[71.1,	93.7]	100.0	113
2-5 Booklets	18.5	[8.5,	35.7]	81.5	[64.3,	91.5]	100.0	88

Multimedia Exposure to OneLove

None	30.4	[20.1,	43.1]	69.6	[56.9,	79.9]	100.0	174
1 Channel	21.3	[12.5,	33.8]	78.7	[66.2,	87.5]	100.0	136
2+ Channels	16.3	[9.5,	26.5]	83.7	[73.5,	90.5]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	27.3	[19.8,	36.4]	72.7	[63.6,	80.2]	100.0	369
Yes	12.6	[6.3,	23.6]	87.4	[76.4,	93.7]	100.0	261

Total	21.1	[15.4,	28.1]	78.9	[71.9,	84.6]	100.0	632
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Table 12h: Percentage that are worried about becoming infected with HIV (a11)(SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	21.2	[14.3, 30.1]	78.8	[69.9, 85.7]	100.0	153
20-24	14.4	[8.9, 22.3]	85.6	[77.7, 91.1]	100.0	124
25-29	15.2	[9.5, 23.2]	84.8	[76.8, 90.5]	100.0	93
30-34	12.1	[6.7, 20.8]	87.9	[79.2, 93.3]	100.0	82
35-39	15.4	[9.5, 24.1]	84.6	[75.9, 90.5]	100.0	108
40-44	16.1	[6.2, 35.9]	83.9	[64.1, 93.8]	100.0	60
45-49	22.4	[9.4, 44.7]	77.6	[55.3, 90.6]	100.0	32
Current Marital Status						
Married/union	16.7	[12.1, 22.6]	83.3	[77.4, 87.9]	100.0	380
Div/sep/widow	6.2	[1.1, 27.4]	93.8	[72.6, 98.9]	100.0	46
Never married	18.9	[13.5, 25.7]	81.1	[74.3, 86.5]	100.0	226
Religion						
Catholic	17.1	[12.1, 23.6]	82.9	[76.4, 87.9]	100.0	168
Baptist	24.7	[9.8, 49.7]	75.3	[50.3, 90.2]	100.0	20
Pentacostal	19.8	[11.9, 31.1]	80.2	[68.9, 88.1]	100.0	122
7th Day Advent.	10.4	[5.9, 17.8]	89.6	[82.2, 94.1]	100.0	87
Jehovah's Wittn.	18.8	[6.6, 42.9]	81.2	[57.1, 93.4]	100.0	60
New Apostolic	20.7	[8.9, 40.9]	79.3	[59.1, 91.1]	100.0	41
UC of Zambia	10.4	[4.6, 22.2]	89.6	[77.8, 95.4]	100.0	85
Other	19.1	[9.4, 34.8]	80.9	[65.2, 90.6]	100.0	69
Highest Level of School Attended						
None	27.9	[10.6, 55.8]	72.1	[44.2, 89.4]	100.0	19
Primary	19.0	[12.7, 27.4]	81.0	[72.6, 87.3]	100.0	185
Secondary	16.7	[11.6, 23.4]	83.3	[76.6, 88.4]	100.0	401
High school	7.0	[2.4, 18.5]	93.0	[81.5, 97.6]	100.0	45
Able to Read English						
No	20.6	[14.6, 28.1]	79.4	[71.9, 85.4]	100.0	310
Yes	13.7	[9.6, 19.1]	86.3	[80.9, 90.4]	100.0	342
Wealth Index (Quintiles)						
First quintile	37.9	[15.2, 67.6]	62.1	[32.4, 84.8]	100.0	16
Second	22.5	[16.1, 30.4]	77.5	[69.6, 83.9]	100.0	94
Third	22.4	[11.6, 38.8]	77.6	[61.2, 88.4]	100.0	122
Fourth	13.2	[7.9, 21.0]	86.8	[79.0, 92.1]	100.0	157
Fifth quintile	13.2	[8.6, 19.6]	86.8	[80.4, 91.4]	100.0	251
Household owns television						
No	19.7	[13.9, 27.1]	80.3	[72.9, 86.1]	100.0	275
Yes	14.9	[10.2, 21.3]	85.1	[78.7, 89.8]	100.0	377
Household owns radio						
No	16.4	[9.9, 25.8]	83.6	[74.2, 90.1]	100.0	181
Yes	16.9	[13.0, 21.7]	83.1	[78.3, 87.0]	100.0	471

Household Owns Mobile Phone

No	18.5	[10.8, 29.7]	81.5	[70.3, 89.2]	100.0	99
Yes	16.5	[12.5, 21.4]	83.5	[78.6, 87.5]	100.0	553

Household Owns a Car

No	18.5	[14.2, 23.8]	81.5	[76.2, 85.8]	100.0	579
Yes	4.2	[1.4, 12.3]	95.8	[87.7, 98.6]	100.0	72

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	24.9	[17.2, 34.5]	75.1	[65.5, 82.8]	100.0	153
One	13.7	[9.9, 18.7]	86.3	[81.3, 90.1]	100.0	332
Two+	16.1	[11.1, 22.8]	83.9	[77.2, 88.9]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	23.3	[13.2, 37.8]	76.7	[62.2, 86.8]	100.0	152
Yes	15.2	[11.8, 19.2]	84.8	[80.8, 88.2]	100.0	498

Level of Exposure to OneLove Booklets

None	16.7	[12.1, 22.6]	83.3	[77.4, 87.9]	100.0	439
1 Booklet	14.5	[10.3, 20.2]	85.5	[79.8, 89.7]	100.0	130
2-5 Booklets	21.3	[13.0, 33.1]	78.7	[66.9, 87.0]	100.0	81

Multimedia Exposure to OneLove

None	25.9	[17.0, 37.2]	74.1	[62.8, 83.0]	100.0	104
1 Channel	21.5	[10.5, 39.0]	78.5	[61.0, 89.5]	100.0	71
2+ Channels	14.5	[11.4, 18.2]	85.5	[81.8, 88.6]	100.0	474

Exposed to Any SAfAIDS Materials or Program

No	18.7	[13.8, 24.9]	81.3	[75.1, 86.2]	100.0	411
Yes	13.6	[9.3, 19.3]	86.4	[80.7, 90.7]	100.0	241

Total	16.8	[12.8, 21.8]	83.2	[78.2, 87.2]	100.0	652
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Table 13a: Percentage who agree that it is likely they are infected with HIV now (a12) (All respondents)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	3.2	[1.8, 5.5]	96.8	[94.5, 98.2]	100.0	686
20-24	4.2	[1.6, 10.6]	95.8	[89.4, 98.4]	100.0	574
25-29	2.5	[1.0, 5.9]	97.5	[94.1, 99.0]	100.0	508
30-34	4.0	[1.9, 7.9]	96.0	[92.1, 98.1]	100.0	417
35-39	4.1	[2.2, 7.5]	95.9	[92.5, 97.8]	100.0	390
40-44	3.9	[1.8, 8.2]	96.1	[91.8, 98.2]	100.0	261
45-49	0.9	[0.2, 4.0]	99.1	[96.0, 99.8]	100.0	175
Current Marital Status						
Married/union	3.5	[2.4, 5.2]	96.5	[94.8, 97.6]	100.0	1,809
Div/sep/widow	5.4	[2.6, 10.9]	94.6	[89.1, 97.4]	100.0	210
Never married	2.8	[1.6, 5.0]	97.2	[95.0, 98.4]	100.0	992
Religion						
Catholic	4.3	[2.4, 7.8]	95.7	[92.2, 97.6]	100.0	633
Baptist	6.8	[2.7, 16.0]	93.2	[84.0, 97.3]	100.0	104
Pentacostal	3.5	[1.9, 6.3]	96.5	[93.7, 98.1]	100.0	470
7th Day Advent.	4.2	[2.2, 8.1]	95.8	[91.9, 97.8]	100.0	439
Jehovah's Wittn.	2.7	[1.0, 7.4]	97.3	[92.6, 99.0]	100.0	200
New Apostolic	4.2	[1.6, 10.2]	95.8	[89.8, 98.4]	100.0	337
UC of Zambia	1.1	[0.4, 3.2]	98.9	[96.8, 99.6]	100.0	409
Other	2.5	[1.2, 5.2]	97.5	[94.8, 98.8]	100.0	418
Highest Level of School Attended						
None	3.2	[1.3, 7.5]	96.8	[92.5, 98.7]	100.0	165
Primary	5.2	[3.2, 8.5]	94.8	[91.5, 96.8]	100.0	1,134
Secondary	2.1	[1.3, 3.5]	97.9	[96.5, 98.7]	100.0	1,561
High school	2.6	[0.9, 7.2]	97.4	[92.8, 99.1]	100.0	148
Able to Read English						
No	4.6	[2.9, 7.2]	95.4	[92.8, 97.1]	100.0	1,767
Yes	1.7	[1.0, 2.8]	98.3	[97.2, 99.0]	100.0	1,242
Wealth Index (Quintiles)						
First quintile	5.6	[2.9, 10.5]	94.4	[89.5, 97.1]	100.0	600
Second	3.3	[1.9, 5.6]	96.7	[94.4, 98.1]	100.0	595
Third	1.9	[1.0, 3.8]	98.1	[96.2, 99.0]	100.0	595
Fourth	2.4	[1.2, 4.8]	97.6	[95.2, 98.8]	100.0	597
Fifth quintile	2.4	[1.2, 5.1]	97.6	[94.9, 98.8]	100.0	595
Household owns television						
No	4.3	[2.8, 6.5]	95.7	[93.5, 97.2]	100.0	1,776
Yes	2.1	[1.2, 3.6]	97.9	[96.4, 98.8]	100.0	1,233
Household owns radio						
No	3.8	[2.2, 6.6]	96.2	[93.4, 97.8]	100.0	1,014
Yes	3.2	[2.1, 4.9]	96.8	[95.1, 97.9]	100.0	1,995

Household Owns Mobile Phone

No	5.4	[3.3,	8.9]	94.6	[91.1,	96.7]	100.0	838
Yes	2.5	[1.7,	3.6]	97.5	[96.4,	98.3]	100.0	2,170

Household Owns a Car

No	3.4	[2.3,	5.1]	96.6	[94.9,	97.7]	100.0	2,813
Yes	3.5	[1.2,	9.9]	96.5	[90.1,	98.8]	100.0	194

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	3.8	[2.6,	5.6]	96.2	[94.4,	97.4]	100.0	1,054
One	3.1	[1.7,	5.7]	96.9	[94.3,	98.3]	100.0	1,310
Two+	3.3	[1.7,	6.2]	96.7	[93.8,	98.3]	100.0	646

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.1	[2.4,	7.1]	95.9	[92.9,	97.6]	100.0	1,172
Yes	2.8	[1.9,	4.3]	97.2	[95.7,	98.1]	100.0	1,820

Level of Exposure to OneLove Booklets

None	4.1	[2.6,	6.3]	95.9	[93.7,	97.4]	100.0	2,148
1 Booklet	2.0	[0.9,	4.3]	98.0	[95.7,	99.1]	100.0	500
2-5 Booklets	1.2	[0.5,	3.4]	98.8	[96.6,	99.5]	100.0	351

Multimedia Exposure to OneLove

None	4.1	[2.5,	6.8]	95.9	[93.2,	97.5]	100.0	728
1 Channel	4.2	[1.8,	9.5]	95.8	[90.5,	98.2]	100.0	533
2+ Channels	2.7	[1.7,	4.2]	97.3	[95.8,	98.3]	100.0	1,724

Exposed to Any SAfAIDS Materials or Program

No	4.5	[2.9,	7.0]	95.5	[93.0,	97.1]	100.0	1,920
Yes	1.8	[1.0,	3.1]	98.2	[96.9,	99.0]	100.0	1,086

Total	3.4	[2.3,	5.0]	96.6	[95.0,	97.7]	100.0	3,011
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Table 13b: Percentage who agree that it is likely they are infected with HIV now (a12) (Females Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	4.2	[2.0, 8.5]	95.8	[91.5, 98.0]	100.0	322
20-24	3.3	[1.2, 8.6]	96.7	[91.4, 98.8]	100.0	310
25-29	4.1	[1.4, 11.2]	95.9	[88.8, 98.6]	100.0	280
30-34	1.9	[0.6, 5.6]	98.1	[94.4, 99.4]	100.0	226
35-39	3.4	[1.5, 7.6]	96.6	[92.4, 98.5]	100.0	173
40-44	5.8	[2.4, 13.5]	94.2	[86.5, 97.6]	100.0	119
45-49	0.1	[0.0, 0.3]	99.9	[99.7, 100.0]	100.0	66
Current Marital Status						
Married/union	3.7	[2.1, 6.3]	96.3	[93.7, 97.9]	100.0	974
Div/sep/widow	6.1	[2.4, 14.3]	93.9	[85.7, 97.6]	100.0	148
Never married	2.3	[1.0, 5.3]	97.7	[94.7, 99.0]	100.0	374
Religion						
Catholic	6.8	[3.7, 12.1]	93.2	[87.9, 96.3]	100.0	315
Baptist	6.6	[1.5, 24.1]	93.4	[75.9, 98.5]	100.0	46
Pentacostal	2.8	[0.9, 8.7]	97.2	[91.3, 99.1]	100.0	237
7th Day Advent.	3.8	[1.7, 8.4]	96.2	[91.6, 98.3]	100.0	217
Jehovah's Wittn.	1.3	[0.3, 5.3]	98.7	[94.7, 99.7]	100.0	93
New Apostolic	3.2	[1.0, 10.4]	96.8	[89.6, 99.0]	100.0	170
UC of Zambia	1.0	[0.3, 3.8]	99.0	[96.2, 99.7]	100.0	207
Other	2.6	[0.9, 7.2]	97.4	[92.8, 99.1]	100.0	210
Highest Level of School Attended						
None	2.3	[0.6, 8.9]	97.7	[91.1, 99.4]	100.0	115
Primary	5.0	[2.8, 8.8]	95.0	[91.2, 97.2]	100.0	651
Secondary	2.5	[1.3, 4.8]	97.5	[95.2, 98.7]	100.0	673
High school	2.0	[0.3, 12.9]	98.0	[87.1, 99.7]	100.0	54
Able to Read English						
No	4.3	[2.6, 7.1]	95.7	[92.9, 97.4]	100.0	1,050
Yes	1.6	[0.7, 3.6]	98.4	[96.4, 99.3]	100.0	444
Wealth Index (Quintiles)						
First quintile	5.2	[2.5, 10.5]	94.8	[89.5, 97.5]	100.0	321
Second	4.0	[1.8, 8.6]	96.0	[91.4, 98.2]	100.0	290
Third	2.4	[1.0, 5.4]	97.6	[94.6, 99.0]	100.0	285
Fourth	2.3	[0.8, 6.6]	97.7	[93.4, 99.2]	100.0	289
Fifth quintile	2.6	[1.1, 6.2]	97.4	[93.8, 98.9]	100.0	296
Household owns television						
No	4.6	[2.6, 7.8]	95.4	[92.2, 97.4]	100.0	899
Yes	2.1	[1.1, 4.0]	97.9	[96.0, 98.9]	100.0	595
Household owns radio						
No	4.6	[2.3, 8.8]	95.4	[91.2, 97.7]	100.0	538
Yes	3.0	[1.8, 4.9]	97.0	[95.1, 98.2]	100.0	956

Household Owns Mobile Phone

No	5.3	[2.8,	9.6]	94.7	[90.4,	97.2]	100.0	456
Yes	2.7	[1.7,	4.3]	97.3	[95.7,	98.3]	100.0	1,038

Household Owns a Car

No	3.5	[2.2,	5.6]	96.5	[94.4,	97.8]	100.0	1,393
Yes	3.7	[0.9,	13.8]	96.3	[86.2,	99.1]	100.0	99

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	5.0	[3.1,	8.0]	95.0	[92.0,	96.9]	100.0	637
One	3.0	[1.3,	6.7]	97.0	[93.3,	98.7]	100.0	575
Two+	1.8	[0.5,	6.3]	98.2	[93.7,	99.5]	100.0	283

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.8	[2.7,	8.6]	95.2	[91.4,	97.3]	100.0	735
Yes	2.3	[1.3,	4.2]	97.7	[95.8,	98.7]	100.0	753

Level of Exposure to OneLove Booklets

None	4.2	[2.6,	7.0]	95.8	[93.0,	97.4]	100.0	1,089
1 Booklet	2.1	[0.8,	5.4]	97.9	[94.6,	99.2]	100.0	234
2-5 Booklets	1.6	[0.4,	5.7]	98.4	[94.3,	99.6]	100.0	167

Multimedia Exposure to OneLove

None	5.0	[2.7,	9.2]	95.0	[90.8,	97.3]	100.0	461
1 Channel	5.1	[1.9,	12.7]	94.9	[87.3,	98.1]	100.0	300
2+ Channels	2.1	[1.1,	4.0]	97.9	[96.0,	98.9]	100.0	725

Exposed to Any SAfAIDS Materials or Program

No	5.2	[3.1,	8.7]	94.8	[91.3,	96.9]	100.0	853
Yes	1.6	[0.8,	3.1]	98.4	[96.9,	99.2]	100.0	639

Total	3.5	[2.2,	5.5]	96.5	[94.5,	97.8]	100.0	1,496
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Table 13c: Percentage who agree that it is likely they are infected with HIV now (a12) (Males Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.4	[1.1, 5.3]	97.6	[94.7, 98.9]	100.0	364
20-24	5.2	[1.8, 14.1]	94.8	[85.9, 98.2]	100.0	264
25-29	0.9	[0.2, 3.5]	99.1	[96.5, 99.8]	100.0	228
30-34	6.5	[2.7, 14.8]	93.5	[85.2, 97.3]	100.0	191
35-39	4.8	[2.2, 10.3]	95.2	[89.7, 97.8]	100.0	217
40-44	1.8	[0.4, 6.9]	98.2	[93.1, 99.6]	100.0	142
45-49	1.5	[0.3, 6.7]	98.5	[93.3, 99.7]	100.0	109
Current Marital Status						
Married/union	3.3	[2.0, 5.6]	96.7	[94.4, 98.0]	100.0	835
Div/sep/widow	3.9	[0.8, 16.3]	96.1	[83.7, 99.2]	100.0	62
Never married	3.2	[1.5, 6.7]	96.8	[93.3, 98.5]	100.0	618
Religion						
Catholic	1.8	[0.6, 5.7]	98.2	[94.3, 99.4]	100.0	318
Baptist	6.9	[1.9, 22.5]	93.1	[77.5, 98.1]	100.0	58
Pentacostal	4.1	[1.9, 8.4]	95.9	[91.6, 98.1]	100.0	233
7th Day Advent.	4.6	[2.2, 9.5]	95.4	[90.5, 97.8]	100.0	222
Jehovah's Wittn.	4.2	[1.5, 11.3]	95.8	[88.7, 98.5]	100.0	107
New Apostolic	5.0	[2.0, 12.0]	95.0	[88.0, 98.0]	100.0	167
UC of Zambia	1.2	[0.2, 6.3]	98.8	[93.7, 99.8]	100.0	202
Other	2.3	[0.8, 6.2]	97.7	[93.8, 99.2]	100.0	208
Highest Level of School Attended						
None	4.7	[1.4, 14.8]	95.3	[85.2, 98.6]	100.0	50
Primary	5.4	[2.9, 10.0]	94.6	[90.0, 97.1]	100.0	483
Secondary	1.8	[0.9, 3.8]	98.2	[96.2, 99.1]	100.0	888
High school	2.9	[0.8, 10.3]	97.1	[89.7, 99.2]	100.0	94
Able to Read English						
No	4.9	[2.8, 8.5]	95.1	[91.5, 97.2]	100.0	717
Yes	1.8	[1.0, 3.2]	98.2	[96.8, 99.0]	100.0	798
Wealth Index (Quintiles)						
First quintile	6.0	[2.9, 11.8]	94.0	[88.2, 97.1]	100.0	279
Second	2.5	[1.1, 5.6]	97.5	[94.4, 98.9]	100.0	305
Third	1.4	[0.4, 4.9]	98.6	[95.1, 99.6]	100.0	310
Fourth	2.5	[0.9, 6.7]	97.5	[93.3, 99.1]	100.0	308
Fifth quintile	2.3	[1.0, 5.4]	97.7	[94.6, 99.0]	100.0	299
Household owns television						
No	4.1	[2.5, 6.4]	95.9	[93.6, 97.5]	100.0	877
Yes	2.2	[1.0, 4.6]	97.8	[95.4, 99.0]	100.0	638
Household owns radio						
No	2.8	[1.5, 5.4]	97.2	[94.6, 98.5]	100.0	476
Yes	3.5	[2.0, 5.9]	96.5	[94.1, 98.0]	100.0	1,039

Household Owns Mobile Phone

No	5.7	[3.2, 9.7]	94.3	[90.3, 96.8]	100.0	382
Yes	2.3	[1.3, 3.9]	97.7	[96.1, 98.7]	100.0	1,132

Household Owns a Car

No	3.3	[2.0, 5.2]	96.7	[94.8, 98.0]	100.0	1,420
Yes	3.3	[0.7, 14.7]	96.7	[85.3, 99.3]	100.0	95

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	2.2	[1.1, 4.0]	97.8	[96.0, 98.9]	100.0	417
One	3.3	[1.8, 5.8]	96.7	[94.2, 98.2]	100.0	735
Two+	4.7	[2.2, 9.7]	95.3	[90.3, 97.8]	100.0	363

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.0	[1.4, 6.2]	97.0	[93.8, 98.6]	100.0	437
Yes	3.2	[1.9, 5.3]	96.8	[94.7, 98.1]	100.0	1,067

Level of Exposure to OneLove Booklets

None	3.9	[2.4, 6.4]	96.1	[93.6, 97.6]	100.0	1,059
1 Booklet	1.9	[0.6, 6.4]	98.1	[93.6, 99.4]	100.0	266
2-5 Booklets	0.9	[0.2, 4.1]	99.1	[95.9, 99.8]	100.0	184

Multimedia Exposure to OneLove

None	2.5	[1.1, 5.5]	97.5	[94.5, 98.9]	100.0	267
1 Channel	3.4	[1.3, 8.3]	96.6	[91.7, 98.7]	100.0	233
2+ Channels	3.1	[1.8, 5.3]	96.9	[94.7, 98.2]	100.0	999

Exposed to Any SAfAIDS Materials or Program

No	3.9	[2.3, 6.6]	96.1	[93.4, 97.7]	100.0	1,067
Yes	2.1	[1.0, 4.4]	97.9	[95.6, 99.0]	100.0	447

Total	3.3	[2.1, 5.1]	96.7	[94.9, 97.9]	100.0	1,515
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Table 13d: Percentage who agree that it is likely they are infected with HIV now (a12) (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	4.7	[2.4, 9.0]	95.3	[91.0, 97.6]	100.0	214
20-24	5.7	[1.6, 18.4]	94.3	[81.6, 98.4]	100.0	197
25-29	2.8	[0.8, 9.4]	97.2	[90.6, 99.2]	100.0	180
30-34	5.3	[2.3, 11.7]	94.7	[88.3, 97.7]	100.0	131
35-39	5.5	[2.5, 11.9]	94.5	[88.1, 97.5]	100.0	129
40-44	3.1	[1.1, 8.3]	96.9	[91.7, 98.9]	100.0	99
45-49	1.7	[0.4, 7.6]	98.3	[92.4, 99.6]	100.0	66
Current Marital Status						
Married/union	4.9	[3.0, 7.8]	95.1	[92.2, 97.0]	100.0	669
Div/sep/widow	3.1	[0.6, 13.9]	96.9	[86.1, 99.4]	100.0	70
Never married	3.9	[1.8, 8.2]	96.1	[91.8, 98.2]	100.0	277
Religion						
Catholic	7.1	[3.7, 13.3]	92.9	[86.7, 96.3]	100.0	194
Baptist	7.5	[2.5, 20.9]	92.5	[79.1, 97.5]	100.0	23
Pentacostal	4.6	[1.6, 12.6]	95.4	[87.4, 98.4]	100.0	102
7th Day Advent.	5.3	[2.6, 10.4]	94.7	[89.6, 97.4]	100.0	190
Jehovah's Wittn.	2.5	[0.6, 9.0]	97.5	[91.0, 99.4]	100.0	51
New Apostolic	5.2	[1.8, 14.2]	94.8	[85.8, 98.2]	100.0	154
UC of Zambia	0.8	[0.2, 3.9]	99.2	[96.1, 99.8]	100.0	132
Other	2.8	[1.2, 6.6]	97.2	[93.4, 98.8]	100.0	169
Highest Level of School Attended						
None	3.0	[1.0, 8.5]	97.0	[91.5, 99.0]	100.0	85
Primary	6.0	[3.2, 10.8]	94.0	[89.2, 96.8]	100.0	513
Secondary	3.0	[1.6, 5.7]	97.0	[94.3, 98.4]	100.0	398
High school	0.0		100.0		100.0	18
Able to Read English						
No	5.4	[3.1, 9.5]	94.6	[90.5, 96.9]	100.0	755
Yes	1.6	[0.6, 4.2]	98.4	[95.8, 99.4]	100.0	259
Wealth Index (Quintiles)						
First quintile	5.8	[2.9, 11.2]	94.2	[88.8, 97.1]	100.0	505
Second	3.8	[2.1, 6.8]	96.2	[93.2, 97.9]	100.0	265
Third	2.6	[1.1, 5.8]	97.4	[94.2, 98.9]	100.0	136
Fourth	1.5	[0.3, 7.5]	98.5	[92.5, 99.7]	100.0	78
Fifth quintile	3.3	[0.3, 25.9]	96.7	[74.1, 99.7]	100.0	19
Household owns television						
No	4.8	[3.0, 7.7]	95.2	[92.3, 97.0]	100.0	846
Yes	2.7	[0.7, 9.0]	97.3	[91.0, 99.3]	100.0	168
Household owns radio						
No	4.4	[2.1, 9.0]	95.6	[91.0, 97.9]	100.0	393
Yes	4.4	[2.5, 7.7]	95.6	[92.3, 97.5]	100.0	621

Household Owns Mobile Phone

No	5.5	[3.0,	9.8]	94.5	[90.2,	97.0]	100.0	513
Yes	3.4	[1.9,	6.0]	96.6	[94.0,	98.1]	100.0	500

Household Owns a Car

No	4.4	[2.6,	7.4]	95.6	[92.6,	97.4]	100.0	995
Yes	6.3	[0.9,	33.8]	93.7	[66.2,	99.1]	100.0	18

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	4.7	[3.1,	7.2]	95.3	[92.8,	96.9]	100.0	469
One	4.5	[1.9,	10.2]	95.5	[89.8,	98.1]	100.0	370
Two+	3.2	[1.0,	9.8]	96.8	[90.2,	99.0]	100.0	176

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	4.6	[2.4,	8.5]	95.4	[91.5,	97.6]	100.0	583
Yes	3.8	[2.0,	7.2]	96.2	[92.8,	98.0]	100.0	427

Level of Exposure to OneLove Booklets

None	5.0	[2.8,	8.7]	95.0	[91.3,	97.2]	100.0	819
1 Booklet	1.2	[0.3,	4.6]	98.8	[95.4,	99.7]	100.0	122
2-5 Booklets	3.3	[1.1,	9.4]	96.7	[90.6,	98.9]	100.0	71

Multimedia Exposure to OneLove

None	4.7	[2.7,	8.1]	95.3	[91.9,	97.3]	100.0	364
1 Channel	5.2	[1.9,	13.2]	94.8	[86.8,	98.1]	100.0	239
2+ Channels	3.2	[1.5,	6.7]	96.8	[93.3,	98.5]	100.0	406

Exposed to Any SAfAIDS Materials or Program

No	5.9	[3.3,	10.4]	94.1	[89.6,	96.7]	100.0	661
Yes	1.7	[0.9,	3.5]	98.3	[96.5,	99.1]	100.0	353

Total	4.4	[2.6,	7.4]	95.6	[92.6,	97.4]	100.0	1,016
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Table 13e: Percentage who agree that it is likely they are infected with HIV now (a12) (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	1.7	[0.7, 3.9]	98.3	[96.1, 99.3]	100.0	377
20-24	2.4	[1.0, 5.3]	97.6	[94.7, 99.0]	100.0	294
25-29	2.0	[0.6, 6.5]	98.0	[93.5, 99.4]	100.0	253
30-34	2.9	[0.7, 11.0]	97.1	[89.0, 99.3]	100.0	223
35-39	2.7	[1.0, 7.1]	97.3	[92.9, 99.0]	100.0	218
40-44	4.2	[1.2, 13.8]	95.8	[86.2, 98.8]	100.0	138
45-49	0.1	[0.0, 0.3]	99.9	[99.7, 100.0]	100.0	90
Current Marital Status						
Married/union	1.8	[0.9, 3.7]	98.2	[96.3, 99.1]	100.0	909
Div/sep/widow	8.1	[3.9, 16.2]	91.9	[83.8, 96.1]	100.0	109
Never married	1.8	[0.9, 3.6]	98.2	[96.4, 99.1]	100.0	575
Religion						
Catholic	1.9	[0.6, 5.4]	98.1	[94.6, 99.4]	100.0	377
Baptist	6.8	[1.6, 25.0]	93.2	[75.0, 98.4]	100.0	70
Pentacostal	2.9	[1.3, 6.3]	97.1	[93.7, 98.7]	100.0	289
7th Day Advent.	1.7	[0.3, 8.9]	98.3	[91.1, 99.7]	100.0	215
Jehovah's Wittn.	3.1	[0.7, 13.2]	96.9	[86.8, 99.3]	100.0	118
New Apostolic	1.2	[0.2, 8.1]	98.8	[91.9, 99.8]	100.0	151
UC of Zambia	1.4	[0.3, 7.2]	98.6	[92.8, 99.7]	100.0	192
Other	2.3	[0.6, 9.1]	97.7	[90.9, 99.4]	100.0	181
Highest Level of School Attended						
None	0.6	[0.2, 1.8]	99.4	[98.2, 99.8]	100.0	69
Primary	3.9	[1.7, 8.6]	96.1	[91.4, 98.3]	100.0	480
Secondary	1.5	[0.7, 3.3]	98.5	[96.7, 99.3]	100.0	937
High school	3.3	[1.1, 9.5]	96.7	[90.5, 98.9]	100.0	106
Able to Read English						
No	2.9	[1.5, 5.8]	97.1	[94.2, 98.5]	100.0	771
Yes	1.8	[1.0, 3.2]	98.2	[96.8, 99.0]	100.0	822
Wealth Index (Quintiles)						
First quintile	0.2	[0.0, 2.1]	99.8	[97.9, 100.0]	100.0	62
Second	2.0	[0.4, 9.0]	98.0	[91.0, 99.6]	100.0	252
Third	1.3	[0.3, 4.8]	98.7	[95.2, 99.7]	100.0	339
Fourth	2.6	[1.1, 5.9]	97.4	[94.1, 98.9]	100.0	426
Fifth quintile	2.4	[1.1, 5.2]	97.6	[94.8, 98.9]	100.0	501
Household owns television						
No	2.9	[1.1, 7.3]	97.1	[92.7, 98.9]	100.0	698
Yes	2.0	[1.1, 3.5]	98.0	[96.5, 98.9]	100.0	895
Household owns radio						
No	2.8	[1.3, 6.1]	97.2	[93.9, 98.7]	100.0	454
Yes	2.1	[1.3, 3.5]	97.9	[96.5, 98.7]	100.0	1,139

Household Owns Mobile Phone

No	5.6	[2.0,	14.7]	94.4	[85.3,	98.0]	100.0	241
Yes	1.9	[1.1,	3.1]	98.1	[96.9,	98.9]	100.0	1,352

Household Owns a Car

No	2.2	[1.4,	3.6]	97.8	[96.4,	98.6]	100.0	1,447
Yes	3.0	[0.8,	10.4]	97.0	[89.6,	99.2]	100.0	145

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	1.8	[0.7,	4.5]	98.2	[95.5,	99.3]	100.0	393
One	1.8	[0.8,	4.0]	98.2	[96.0,	99.2]	100.0	799
Two+	3.4	[1.5,	7.3]	96.6	[92.7,	98.5]	100.0	401

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	2.9	[1.0,	8.3]	97.1	[91.7,	99.0]	100.0	406
Yes	2.2	[1.2,	3.9]	97.8	[96.1,	98.8]	100.0	1,174

Level of Exposure to OneLove Booklets

None	2.8	[1.6,	4.7]	97.2	[95.3,	98.4]	100.0	1,022
1 Booklet	2.6	[1.0,	6.7]	97.4	[93.3,	99.0]	100.0	321
2-5 Booklets	0.1	[0.0,	0.3]	99.9	[99.7,	100.0]	100.0	244

Multimedia Exposure to OneLove

None	2.5	[0.8,	7.7]	97.5	[92.3,	99.2]	100.0	231
1 Channel	2.4	[0.5,	10.8]	97.6	[89.2,	99.5]	100.0	220
2+ Channels	2.3	[1.3,	4.1]	97.7	[95.9,	98.7]	100.0	1,125

Exposed to Any SAfAIDS Materials or Program

No	2.7	[1.5,	4.6]	97.3	[95.4,	98.5]	100.0	987
Yes	1.8	[0.7,	4.5]	98.2	[95.5,	99.3]	100.0	604

Total	2.3	[1.4,	3.7]	97.7	[96.3,	98.6]	100.0	1,593
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Table 13f: Percentage who agree that it is likely they are infected with HIV now (a12) (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	0.5	[0.1, 3.0]	99.5	[97.0, 99.9]	100.0	95
20-24	0.5	[0.1, 3.1]	99.5	[96.9, 99.9]	100.0	83
25-29	2.8	[0.3, 19.1]	97.2	[80.9, 99.7]	100.0	75
30-34	0.0		100.0		100.0	63
35-39	0.0		100.0		100.0	43
40-44	15.0	[2.2, 58.1]	85.0	[41.9, 97.8]	100.0	24
45-49	0.5	[0.0, 5.3]	99.5	[94.7, 100.0]	100.0	19
Current Marital Status						
Married/union	2.5	[0.6, 9.7]	97.5	[90.3, 99.4]	100.0	231
Div/sep/widow	1.2	[0.1, 10.4]	98.8	[89.6, 99.9]	100.0	31
Never married	0.8	[0.2, 3.2]	99.2	[96.8, 99.8]	100.0	140
Religion						
Catholic	0.0		100.0		100.0	62
Baptist	0.0		100.0		100.0	11
Pentacostal	2.9	[0.4, 18.4]	97.1	[81.6, 99.6]	100.0	79
7th Day Advent.	0.6	[0.1, 5.9]	99.4	[94.1, 99.9]	100.0	34
Jehovah's Wittn.	0.5	[0.0, 7.6]	99.5	[92.4, 100.0]	100.0	31
New Apostolic	10.8	[3.4, 29.4]	89.2	[70.6, 96.6]	100.0	32
UC of Zambia	1.7	[0.4, 6.4]	98.3	[93.6, 99.6]	100.0	85
Other	0.0		100.0		100.0	68
Highest Level of School Attended						
None	29.0	[8.0, 65.6]	71.0	[34.4, 92.0]	100.0	11
Primary	0.1	[0.0, 1.2]	99.9	[98.8, 100.0]	100.0	141
Secondary	1.1	[0.2, 4.5]	98.9	[95.5, 99.8]	100.0	226
High school	0.3	[0.0, 4.4]	99.7	[95.6, 100.0]	100.0	24
Able to Read English						
No	2.5	[0.4, 13.4]	97.5	[86.6, 99.6]	100.0	241
Yes	1.7	[0.3, 9.6]	98.3	[90.4, 99.7]	100.0	161
Wealth Index (Quintiles)						
First quintile	5.5	[1.7, 16.5]	94.5	[83.5, 98.3]	100.0	33
Second	0.1	[0.0, 1.1]	99.9	[98.9, 100.0]	100.0	78
Third	0.3	[0.1, 1.9]	99.7	[98.1, 99.9]	100.0	120
Fourth	2.4	[0.2, 23.2]	97.6	[76.8, 99.8]	100.0	93
Fifth quintile	2.8	[0.7, 10.0]	97.2	[90.0, 99.3]	100.0	75
Household owns television						
No	3.2	[1.1, 9.4]	96.8	[90.6, 98.9]	100.0	232
Yes	0.4	[0.1, 2.4]	99.6	[97.6, 99.9]	100.0	170
Household owns radio						
No	3.5	[0.8, 13.7]	96.5	[86.3, 99.2]	100.0	167
Yes	1.1	[0.2, 5.8]	98.9	[94.2, 99.8]	100.0	235

Household Owns Mobile Phone

No	4.2	[0.9, 17.2]	95.8	[82.8, 99.1]	100.0	84
Yes	1.0	[0.2, 4.8]	99.0	[95.2, 99.8]	100.0	318

Household Owns a Car

No	2.2	[0.6, 7.9]	97.8	[92.1, 99.4]	100.0	371
Yes	2.6	[0.3, 18.3]	97.4	[81.7, 99.7]	100.0	31

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	1.0	[0.2, 5.0]	99.0	[95.0, 99.8]	100.0	192
One	4.8	[0.8, 23.6]	95.2	[76.4, 99.2]	100.0	141
Two+	0.6	[0.1, 3.2]	99.4	[96.8, 99.9]	100.0	69

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	1.0	[0.2, 4.2]	99.0	[95.8, 99.8]	100.0	183
Yes	3.6	[0.5, 22.6]	96.4	[77.4, 99.5]	100.0	219

Level of Exposure to OneLove Booklets

None	2.2	[0.4, 11.6]	97.8	[88.4, 99.6]	100.0	307
1 Booklet	2.1	[0.2, 16.5]	97.9	[83.5, 99.8]	100.0	57
2-5 Booklets	2.0	[0.4, 9.0]	98.0	[91.0, 99.6]	100.0	36

Multimedia Exposure to OneLove

None	0.1	[0.0, 0.8]	99.9	[99.2, 100.0]	100.0	133
1 Channel	1.6	[0.2, 10.8]	98.4	[89.2, 99.8]	100.0	74
2+ Channels	4.6	[0.7, 24.1]	95.4	[75.9, 99.3]	100.0	193

Exposed to Any SAfAIDS Materials or Program

No	2.2	[0.4, 11.4]	97.8	[88.6, 99.6]	100.0	272
Yes	2.0	[0.5, 8.2]	98.0	[91.8, 99.5]	100.0	129

Total	2.2	[0.6, 7.7]	97.8	[92.3, 99.4]	100.0	402
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Table 13g: Percentage who agree that it is likely they are infected with HIV now (a12) (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	4.2	[2.0, 8.5]	95.8	[91.5, 98.0]	100.0	322
20-24	3.3	[1.2, 8.6]	96.7	[91.4, 98.8]	100.0	310
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	4.7	[2.1, 10.2]	95.3	[89.8, 97.9]	100.0	279
Div/sep/widow	17.1	[4.1, 49.7]	82.9	[50.3, 95.9]	100.0	22
Never married	2.2	[0.9, 5.6]	97.8	[94.4, 99.1]	100.0	331
Religion						
Catholic	7.9	[3.2, 17.9]	92.1	[82.1, 96.8]	100.0	141
Baptist	0.0		100.0		100.0	16
Pentacostal	3.4	[0.5, 20.2]	96.6	[79.8, 99.5]	100.0	98
7th Day Advent.	7.3	[3.0, 16.9]	92.7	[83.1, 97.0]	100.0	100
Jehovah's Wittn.	1.0	[0.1, 6.4]	99.0	[93.6, 99.9]	100.0	37
New Apostolic	2.4	[0.3, 15.0]	97.6	[85.0, 99.7]	100.0	67
UC of Zambia	0.7	[0.2, 2.7]	99.3	[97.3, 99.8]	100.0	95
Other	0.1	[0.0, 0.5]	99.9	[99.5, 100.0]	100.0	78
Highest Level of School Attended						
None	0.0		100.0		100.0	23
Primary	5.1	[1.9, 13.1]	94.9	[86.9, 98.1]	100.0	226
Secondary	3.5	[1.6, 7.3]	96.5	[92.7, 98.4]	100.0	369
High school	0.0		100.0		100.0	12
Able to Read English						
No	5.2	[2.4, 10.6]	94.8	[89.4, 97.6]	100.0	391
Yes	1.4	[0.4, 4.5]	98.6	[95.5, 99.6]	100.0	240
Wealth Index (Quintiles)						
First quintile	7.4	[2.8, 18.2]	92.6	[81.8, 97.2]	100.0	134
Second	3.1	[0.8, 11.6]	96.9	[88.4, 99.2]	100.0	123
Third	2.2	[0.5, 8.2]	97.8	[91.8, 99.5]	100.0	114
Fourth	1.6	[0.3, 9.2]	98.4	[90.8, 99.7]	100.0	106
Fifth quintile	1.1	[0.2, 6.4]	98.9	[93.6, 99.8]	100.0	148
Household owns television						
No	5.1	[2.3, 11.0]	94.9	[89.0, 97.7]	100.0	373
Yes	1.9	[0.5, 6.5]	98.1	[93.5, 99.5]	100.0	258
Household owns radio						
No	3.8	[1.0, 12.9]	96.2	[87.1, 99.0]	100.0	217
Yes	3.8	[1.9, 7.5]	96.2	[92.5, 98.1]	100.0	414

Household Owns Mobile Phone

No	7.1	[3.0,	16.1]	92.9	[83.9,	97.0]	100.0	181
Yes	2.3	[1.1,	5.0]	97.7	[95.0,	98.9]	100.0	450

Household Owns a Car

No	3.8	[1.8,	7.5]	96.2	[92.5,	98.2]	100.0	584
Yes	4.3	[0.6,	25.6]	95.7	[74.4,	99.4]	100.0	46

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	6.2	[3.3,	11.6]	93.8	[88.4,	96.7]	100.0	254
One	2.6	[0.6,	10.7]	97.4	[89.3,	99.4]	100.0	249
Two+	1.8	[0.3,	10.6]	98.2	[89.4,	99.7]	100.0	128

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	5.9	[2.5,	13.2]	94.1	[86.8,	97.5]	100.0	303
Yes	1.9	[0.6,	5.4]	98.1	[94.6,	99.4]	100.0	327

Level of Exposure to OneLove Booklets

None	4.6	[2.0,	10.3]	95.4	[89.7,	98.0]	100.0	428
1 Booklet	2.3	[0.6,	8.3]	97.7	[91.7,	99.4]	100.0	113
2-5 Booklets	2.6	[0.7,	9.7]	97.4	[90.3,	99.3]	100.0	88

Multimedia Exposure to OneLove

None	6.3	[2.8,	13.6]	93.7	[86.4,	97.2]	100.0	174
1 Channel	6.0	[1.6,	19.8]	94.0	[80.2,	98.4]	100.0	136
2+ Channels	1.8	[0.6,	5.3]	98.2	[94.7,	99.4]	100.0	319

Exposed to Any SAfAIDS Materials or Program

No	5.2	[2.3,	11.1]	94.8	[88.9,	97.7]	100.0	369
Yes	2.0	[0.7,	5.6]	98.0	[94.4,	99.3]	100.0	261

Total	3.8	[1.9,	7.3]	96.2	[92.7,	98.1]	100.0	632
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Table 13h: Percentage who agree that it is likely they are infected with HIV now (a12) (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	2.2	[0.7, 6.2]	97.8	[93.8, 99.3]	100.0	152
20-24	3.0	[0.9, 9.5]	97.0	[90.5, 99.1]	100.0	124
25-29	2.5	[0.8, 7.4]	97.5	[92.6, 99.2]	100.0	93
30-34	0.0		100.0		100.0	82
35-39	6.0	[2.5, 13.9]	94.0	[86.1, 97.5]	100.0	108
40-44	3.7	[0.5, 23.6]	96.3	[76.4, 99.5]	100.0	60
45-49	2.1	[0.3, 13.6]	97.9	[86.4, 99.7]	100.0	32
Current Marital Status						
Married/union	2.3	[1.1, 4.6]	97.7	[95.4, 98.9]	100.0	380
Div/sep/widow	3.7	[0.8, 15.1]	96.3	[84.9, 99.2]	100.0	46
Never married	3.3	[1.4, 7.6]	96.7	[92.4, 98.6]	100.0	225
Religion						
Catholic	1.1	[0.3, 4.3]	98.9	[95.7, 99.7]	100.0	168
Baptist	9.9	[1.6, 42.6]	90.1	[57.4, 98.4]	100.0	20
Pentacostal	3.3	[1.2, 8.6]	96.7	[91.4, 98.8]	100.0	122
7th Day Advent.	2.5	[0.8, 7.4]	97.5	[92.6, 99.2]	100.0	87
Jehovah's Wittn.	9.3	[2.7, 27.2]	90.7	[72.8, 97.3]	100.0	60
New Apostolic	4.7	[0.6, 28.2]	95.3	[71.8, 99.4]	100.0	41
UC of Zambia	0.8	[0.1, 5.0]	99.2	[95.0, 99.9]	100.0	84
Other	0.0		100.0		100.0	69
Highest Level of School Attended						
None	0.0		100.0		100.0	19
Primary	3.0	[1.1, 7.9]	97.0	[92.1, 98.9]	100.0	185
Secondary	2.2	[1.0, 4.9]	97.8	[95.1, 99.0]	100.0	400
High school	8.5	[3.5, 19.3]	91.5	[80.7, 96.5]	100.0	45
Able to Read English						
No	2.0	[0.8, 4.8]	98.0	[95.2, 99.2]	100.0	310
Yes	3.5	[1.7, 6.9]	96.5	[93.1, 98.3]	100.0	341
Wealth Index (Quintiles)						
First quintile	3.8	[0.9, 14.5]	96.2	[85.5, 99.1]	100.0	16
Second	3.3	[0.8, 12.5]	96.7	[87.5, 99.2]	100.0	94
Third	1.1	[0.1, 7.5]	98.9	[92.5, 99.9]	100.0	122
Fourth	2.9	[1.1, 7.9]	97.1	[92.1, 98.9]	100.0	157
Fifth quintile	3.5	[1.5, 7.8]	96.5	[92.2, 98.5]	100.0	250
Household owns television						
No	1.3	[0.5, 3.2]	98.7	[96.8, 99.5]	100.0	275
Yes	3.8	[2.1, 6.7]	96.2	[93.3, 97.9]	100.0	376
Household owns radio						
No	2.9	[0.8, 10.0]	97.1	[90.0, 99.2]	100.0	181
Yes	2.8	[1.5, 5.3]	97.2	[94.7, 98.5]	100.0	470

Household Owns Mobile Phone

No	5.2	[1.8,	14.5]	94.8	[85.5,	98.2]	100.0	99
Yes	2.4	[1.2,	4.6]	97.6	[95.4,	98.8]	100.0	552

Household Owns a Car

No	2.6	[1.5,	4.5]	97.4	[95.5,	98.5]	100.0	579
Yes	4.7	[1.3,	15.1]	95.3	[84.9,	98.7]	100.0	71

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	4.7	[2.0,	10.5]	95.3	[89.5,	98.0]	100.0	153
One	2.7	[1.2,	6.2]	97.3	[93.8,	98.8]	100.0	331
Two+	1.5	[0.3,	6.8]	98.5	[93.2,	99.7]	100.0	167

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	3.4	[1.4,	8.2]	96.6	[91.8,	98.6]	100.0	152
Yes	2.7	[1.4,	5.2]	97.3	[94.8,	98.6]	100.0	497

Level of Exposure to OneLove Booklets

None	2.7	[1.6,	4.8]	97.3	[95.2,	98.4]	100.0	438
1 Booklet	4.3	[1.5,	11.9]	95.7	[88.1,	98.5]	100.0	130
2-5 Booklets	0.8	[0.1,	5.6]	99.2	[94.4,	99.9]	100.0	81

Multimedia Exposure to OneLove

None	3.6	[1.0,	11.6]	96.4	[88.4,	99.0]	100.0	104
1 Channel	2.8	[0.9,	7.9]	97.2	[92.1,	99.1]	100.0	71
2+ Channels	2.7	[1.4,	5.4]	97.3	[94.6,	98.6]	100.0	473

Exposed to Any SAfAIDS Materials or Program

No	3.0	[1.5,	5.9]	97.0	[94.1,	98.5]	100.0	410
Yes	2.6	[0.9,	7.7]	97.4	[92.3,	99.1]	100.0	241

Total	2.8	[1.6,	4.9]	97.2	[95.1,	98.4]	100.0	651
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Table 14d: Percentage of men who think wife/cohabitating sex partner has another sex partner (b8) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	74.8	[23.9, 96.6]	25.2	[3.4, 76.1]	100.0	6
20-24	92.7	[81.9, 97.3]	7.3	[2.7, 18.1]	100.0	40
25-29	93.3	[80.4, 97.9]	6.7	[2.1, 19.6]	100.0	57
30-34	94.3	[78.0, 98.7]	5.7	[1.3, 22.0]	100.0	49
35-39	90.1	[75.9, 96.4]	9.9	[3.6, 24.1]	100.0	57
40-44	98.3	[89.7, 99.7]	1.7	[0.3, 10.3]	100.0	51
45-49	95.1	[80.7, 98.9]	4.9	[1.1, 19.3]	100.0	36
Current Marital Status						
Married/union	93.5	[87.7, 96.7]	6.5	[3.3, 12.3]	100.0	296
Religion						
Catholic	100.0		0.0		100.0	53
Baptist	100.0		0.0		100.0	6
Pentacostal	88.8	[66.1, 97.0]	11.2	[3.0, 33.9]	100.0	31
7th Day Advent.	85.4	[72.2, 92.9]	14.6	[7.1, 27.8]	100.0	60
Jehovah's Wittn.	100.0		0.0		100.0	10
New Apostolic	100.0		0.0		100.0	44
UC of Zambia	89.7	[64.5, 97.7]	10.3	[2.3, 35.5]	100.0	30
Other	94.3	[85.6, 97.9]	5.7	[2.1, 14.4]	100.0	62
Highest Level of School Attended						
None	96.1	[74.0, 99.5]	3.9	[0.5, 26.0]	100.0	23
Primary	93.7	[85.1, 97.5]	6.3	[2.5, 14.9]	100.0	146
Secondary	92.1	[82.2, 96.7]	7.9	[3.3, 17.8]	100.0	119
High school	100.0		0.0		100.0	8
Able to Read English						
No	93.7	[86.7, 97.1]	6.3	[2.9, 13.3]	100.0	204
Yes	93.0	[82.7, 97.4]	7.0	[2.6, 17.3]	100.0	92
Wealth Index (Quintiles)						
First quintile	94.2	[87.1, 97.5]	5.8	[2.5, 12.9]	100.0	148
Second	91.6	[79.2, 96.9]	8.4	[3.1, 20.8]	100.0	85
Third	97.4	[81.8, 99.7]	2.6	[0.3, 18.2]	100.0	33
Fourth	87.2	[43.8, 98.3]	12.8	[1.7, 56.2]	100.0	22
Fifth quintile	100.0		0.0		100.0	3
Household owns television						
No	93.4	[87.5, 96.6]	6.6	[3.4, 12.5]	100.0	248
Yes	94.0	[75.6, 98.8]	6.0	[1.2, 24.4]	100.0	48
Household owns radio						
No	92.9	[85.8, 96.6]	7.1	[3.4, 14.2]	100.0	119
Yes	93.9	[86.1, 97.4]	6.1	[2.6, 13.9]	100.0	177
Household Owns Mobile Phone						
No	94.8	[87.2, 98.0]	5.2	[2.0, 12.8]	100.0	150

Yes	92.2	[83.7, 96.4]	7.8	[3.6, 16.3]	100.0	146
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Household Owns a Car

No	94.1	[89.0, 96.9]	5.9	[3.1, 11.0]	100.0	293
Yes	49.0	[7.3, 92.1]	51.0	[7.9, 92.7]	100.0	3

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	97.2	[86.0, 99.5]	2.8	[0.5, 14.0]	100.0	104
One	90.4	[82.2, 95.0]	9.6	[5.0, 17.8]	100.0	132
Two+	94.1	[70.9, 99.1]	5.9	[0.9, 29.1]	100.0	60

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	94.6	[86.9, 97.9]	5.4	[2.1, 13.1]	100.0	138
Yes	92.5	[84.7, 96.5]	7.5	[3.5, 15.3]	100.0	158

Level of Exposure to OneLove Booklets

None	93.0	[85.8, 96.7]	7.0	[3.3, 14.2]	100.0	244
1 Booklet	95.9	[81.5, 99.2]	4.1	[0.8, 18.5]	100.0	32
2-5 Booklets	94.8	[75.2, 99.1]	5.2	[0.9, 24.8]	100.0	18

Multimedia Exposure to OneLove

None	97.6	[88.6, 99.5]	2.4	[0.5, 11.4]	100.0	80
1 Channel	92.3	[79.7, 97.3]	7.7	[2.7, 20.3]	100.0	69
2+ Channels	91.8	[83.5, 96.1]	8.2	[3.9, 16.5]	100.0	146

Exposed to Any SAfAIDS Materials or Program

No	94.6	[87.9, 97.7]	5.4	[2.3, 12.1]	100.0	218
Yes	90.7	[81.2, 95.6]	9.3	[4.4, 18.8]	100.0	78

Total	93.5	[87.7, 96.7]	6.5	[3.3, 12.3]	100.0	296
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Table 14e: Percentage of men who think wife/cohabitating sex partner has another sex partner (b8) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	55.6	[6.6, 95.7]	44.4	[4.3, 93.4]	100.0	2
20-24	94.2	[65.2, 99.3]	5.8	[0.7, 34.8]	100.0	24
25-29	91.0	[65.5, 98.2]	9.0	[1.8, 34.5]	100.0	69
30-34	80.4	[49.4, 94.5]	19.6	[5.5, 50.6]	100.0	76
35-39	94.7	[87.0, 97.9]	5.3	[2.1, 13.0]	100.0	112
40-44	99.3	[95.9, 99.9]	0.7	[0.1, 4.1]	100.0	69
45-49	98.5	[93.0, 99.7]	1.5	[0.3, 7.0]	100.0	46
Current Marital Status						
Married/union	92.3	[85.0, 96.2]	7.7	[3.8, 15.0]	100.0	398
Religion						
Catholic	99.5	[96.8, 99.9]	0.5	[0.1, 3.2]	100.0	93
Baptist	80.9	[45.9, 95.5]	19.1	[4.5, 54.1]	100.0	28
Pentacostal	96.6	[88.0, 99.1]	3.4	[0.9, 12.0]	100.0	74
7th Day Advent.	88.5	[70.3, 96.1]	11.5	[3.9, 29.7]	100.0	62
Jehovah's Wittn.	94.7	[80.5, 98.7]	5.3	[1.3, 19.5]	100.0	25
New Apostolic	94.4	[77.7, 98.8]	5.6	[1.2, 22.3]	100.0	32
UC of Zambia	98.9	[91.6, 99.9]	1.1	[0.1, 8.4]	100.0	36
Other	75.8	[47.3, 91.6]	24.2	[8.4, 52.7]	100.0	48
Highest Level of School Attended						
None	99.6	[96.5, 100.0]	0.4	[0.0, 3.5]	100.0	8
Primary	92.1	[82.7, 96.6]	7.9	[3.4, 17.3]	100.0	112
Secondary	92.8	[78.3, 97.9]	7.2	[2.1, 21.7]	100.0	234
High school	89.9	[64.0, 97.8]	10.1	[2.2, 36.0]	100.0	44
Able to Read English						
No	92.8	[83.0, 97.2]	7.2	[2.8, 17.0]	100.0	139
Yes	92.0	[82.2, 96.6]	8.0	[3.4, 17.8]	100.0	259
Wealth Index (Quintiles)						
First quintile	100.0		0.0		100.0	8
Second	86.5	[63.9, 95.8]	13.5	[4.2, 36.1]	100.0	69
Third	97.1	[89.8, 99.2]	2.9	[0.8, 10.2]	100.0	93
Fourth	87.5	[65.9, 96.2]	12.5	[3.8, 34.1]	100.0	123
Fifth quintile	95.0	[87.4, 98.1]	5.0	[1.9, 12.6]	100.0	104
Household owns television						
No	92.7	[83.4, 97.0]	7.3	[3.0, 16.6]	100.0	183
Yes	92.0	[81.7, 96.7]	8.0	[3.3, 18.3]	100.0	215
Household owns radio						
No	94.8	[82.9, 98.6]	5.2	[1.4, 17.1]	100.0	102
Yes	91.6	[83.1, 96.0]	8.4	[4.0, 16.9]	100.0	296
Household Owns Mobile Phone						
No	98.0	[91.6, 99.5]	2.0	[0.5, 8.4]	100.0	56

Yes	91.5	[83.2, 95.9]	8.5	[4.1, 16.8]	100.0	342
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Household Owns a Car

No	94.2	[88.6, 97.2]	5.8	[2.8, 11.4]	100.0	368
Yes	72.3	[37.6, 91.8]	27.7	[8.2, 62.4]	100.0	30

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	100.0	[99.7, 100.0]	0.0	[0.0, 0.3]	100.0	62
One	88.1	[75.0, 94.8]	11.9	[5.2, 25.0]	100.0	224
Two+	94.2	[87.7, 97.4]	5.8	[2.6, 12.3]	100.0	112

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	95.2	[72.0, 99.3]	4.8	[0.7, 28.0]	100.0	63
Yes	92.4	[84.8, 96.4]	7.6	[3.6, 15.2]	100.0	331

Level of Exposure to OneLove Booklets

None	90.6	[80.0, 95.8]	9.4	[4.2, 20.0]	100.0	247
1 Booklet	92.0	[79.9, 97.1]	8.0	[2.9, 20.1]	100.0	86
2-5 Booklets	99.3	[94.9, 99.9]	0.7	[0.1, 5.1]	100.0	64

Multimedia Exposure to OneLove

None	99.9	[99.1, 100.0]	0.1	[0.0, 0.9]	100.0	34
1 Channel	95.4	[70.7, 99.4]	4.6	[0.6, 29.3]	100.0	36
2+ Channels	91.7	[83.9, 95.9]	8.3	[4.1, 16.1]	100.0	323

Exposed to Any SAfAIDS Materials or Program

No	94.2	[88.8, 97.1]	5.8	[2.9, 11.2]	100.0	264
Yes	89.8	[74.0, 96.4]	10.2	[3.6, 26.0]	100.0	134

Total	92.3	[85.0, 96.2]	7.7	[3.8, 15.0]	100.0	398
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Table 14f: Percentage of men who think wife/cohabitating sex partner has another sex partner (b8) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	100.0		0.0		100.0	2
20-24	95.4	[58.0, 99.7]	4.6	[0.3, 42.0]	100.0	7
25-29	95.5	[66.1, 99.6]	4.5	[0.4, 33.9]	100.0	24
30-34	100.0		0.0		100.0	25
35-39	80.8	[20.0, 98.6]	19.2	[1.4, 80.0]	100.0	20
40-44	100.0		0.0		100.0	11
45-49	97.9	[78.2, 99.8]	2.1	[0.2, 21.8]	100.0	14
Current Marital Status						
Married/union	94.8	[83.1, 98.5]	5.2	[1.5, 16.9]	100.0	103
Religion						
Catholic	98.5	[82.5, 99.9]	1.5	[0.1, 17.5]	100.0	13
Baptist	100.0		0.0		100.0	5
Pentacostal	90.9	[57.2, 98.7]	9.1	[1.3, 42.8]	100.0	18
7th Day Advent.	100.0		0.0		100.0	5
Jehovah's Wittn.	99.3	[88.4, 100.0]	0.7	[0.0, 11.6]	100.0	13
New Apostolic	100.0		0.0		100.0	8
UC of Zambia	99.3	[92.5, 99.9]	0.7	[0.1, 7.5]	100.0	19
Other	88.5	[75.2, 95.1]	11.5	[4.9, 24.8]	100.0	22
Highest Level of School Attended						
None	100.0		0.0		100.0	3
Primary	75.1	[56.3, 87.6]	24.9	[12.4, 43.7]	100.0	26
Secondary	97.7	[90.3, 99.5]	2.3	[0.5, 9.7]	100.0	67
High school	100.0		0.0		100.0	7
Able to Read English						
No	90.3	[71.1, 97.2]	9.7	[2.8, 28.9]	100.0	55
Yes	99.4	[95.9, 99.9]	0.6	[0.1, 4.1]	100.0	48
Wealth Index (Quintiles)						
First quintile	85.6	[63.6, 95.3]	14.4	[4.7, 36.4]	100.0	12
Second	99.8	[97.2, 100.0]	0.2	[0.0, 2.8]	100.0	26
Third	100.0		0.0		100.0	31
Fourth	92.5	[51.9, 99.3]	7.5	[0.7, 48.1]	100.0	20
Fifth quintile	82.7	[38.9, 97.3]	17.3	[2.7, 61.1]	100.0	14
Household owns television						
No	93.6	[77.7, 98.4]	6.4	[1.6, 22.3]	100.0	63
Yes	96.5	[81.5, 99.4]	3.5	[0.6, 18.5]	100.0	40
Household owns radio						
No	89.6	[75.3, 96.0]	10.4	[4.0, 24.7]	100.0	42
Yes	99.7	[98.0, 100.0]	0.3	[0.0, 2.0]	100.0	61
Household Owns Mobile Phone						

No	89.7	[64.0, 97.7]	10.3	[2.3, 36.0]	100.0	20
Yes	97.7	[87.3, 99.6]	2.3	[0.4, 12.7]	100.0	83

Household Owns a Car

No	94.7	[82.9, 98.5]	5.3	[1.5, 17.1]	100.0	97
Yes	100.0		0.0		100.0	6

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	91.7	[70.1, 98.1]	8.3	[1.9, 29.9]	100.0	60
One	99.4	[92.8, 100.0]	0.6	[0.0, 7.2]	100.0	28
Two+	99.4	[92.7, 100.0]	0.6	[0.0, 7.3]	100.0	15

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	90.8	[76.5, 96.7]	9.2	[3.3, 23.5]	100.0	57
Yes	99.5	[95.4, 99.9]	0.5	[0.1, 4.6]	100.0	46

Level of Exposure to OneLove Booklets

None	94.4	[75.5, 98.9]	5.6	[1.1, 24.5]	100.0	80
1 Booklet	93.0	[63.9, 99.0]	7.0	[1.0, 36.1]	100.0	16
2-5 Booklets	100.0		0.0		100.0	7

Multimedia Exposure to OneLove

None	87.3	[56.8, 97.3]	12.7	[2.7, 43.2]	100.0	44
1 Channel	97.0	[79.4, 99.6]	3.0	[0.4, 20.6]	100.0	20
2+ Channels	99.2	[94.1, 99.9]	0.8	[0.1, 5.9]	100.0	39

Exposed to Any SAfAIDS Materials or Program

No	98.1	[87.0, 99.8]	1.9	[0.2, 13.0]	100.0	77
Yes	85.7	[51.2, 97.2]	14.3	[2.8, 48.8]	100.0	26

Total	94.8	[83.1, 98.5]	5.2	[1.5, 16.9]	100.0	103
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Table 14h: Percentage of men who think wife/cohabitating sex partner has another sex partner (b8) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	65.2	[13.1, 95.9]	34.8	[4.1, 86.9]	100.0	3
20-24	100.0		0.0		100.0	14
25-29	89.1	[69.4, 96.7]	10.9	[3.3, 30.6]	100.0	27
30-34	100.0		0.0		100.0	24
35-39	89.6	[77.4, 95.6]	10.4	[4.4, 22.6]	100.0	56
40-44	98.5	[89.4, 99.8]	1.5	[0.2, 10.6]	100.0	41
45-49	92.5	[71.8, 98.4]	7.5	[1.6, 28.2]	100.0	15
Current Marital Status						
Married/union	93.5	[87.0, 96.8]	6.5	[3.2, 13.0]	100.0	180
Religion						
Catholic	98.6	[89.3, 99.8]	1.4	[0.2, 10.7]	100.0	43
Baptist	100.0		0.0		100.0	7
Pentacostal	90.8	[73.2, 97.2]	9.2	[2.8, 26.8]	100.0	35
7th Day Advent.	87.8	[72.5, 95.2]	12.2	[4.8, 27.5]	100.0	28
Jehovah's Wittn.	93.4	[74.7, 98.5]	6.6	[1.5, 25.3]	100.0	18
New Apostolic	82.3	[47.3, 96.0]	17.7	[4.0, 52.7]	100.0	12
UC of Zambia	95.7	[73.0, 99.4]	4.3	[0.6, 27.0]	100.0	18
Other	96.1	[74.6, 99.5]	3.9	[0.5, 25.4]	100.0	19
Highest Level of School Attended						
None	100.0		0.0		100.0	1
Primary	88.4	[64.1, 97.0]	11.6	[3.0, 35.9]	100.0	38
Secondary	94.2	[89.3, 96.9]	5.8	[3.1, 10.7]	100.0	120
High school	97.5	[86.5, 99.6]	2.5	[0.4, 13.5]	100.0	21
Able to Read English						
No	90.3	[70.3, 97.4]	9.7	[2.6, 29.7]	100.0	56
Yes	94.9	[90.4, 97.3]	5.1	[2.7, 9.6]	100.0	124
Wealth Index (Quintiles)						
First quintile	100.0		0.0		100.0	5
Second	85.4	[62.9, 95.3]	14.6	[4.7, 37.1]	100.0	31
Third	96.5	[86.4, 99.2]	3.5	[0.8, 13.6]	100.0	37
Fourth	95.6	[86.9, 98.6]	4.4	[1.4, 13.1]	100.0	50
Fifth quintile	93.8	[87.2, 97.1]	6.2	[2.9, 12.8]	100.0	55
Household owns television						
No	93.6	[80.5, 98.1]	6.4	[1.9, 19.5]	100.0	88
Yes	93.3	[88.2, 96.3]	6.7	[3.7, 11.8]	100.0	92
Household owns radio						
No	89.2	[72.2, 96.3]	10.8	[3.7, 27.8]	100.0	56
Yes	95.1	[90.8, 97.5]	4.9	[2.5, 9.2]	100.0	124
Household Owns Mobile Phone						

No	95.2	[80.4, 98.9]	4.8	[1.1, 19.6]	100.0	31
Yes	93.1	[86.3, 96.7]	6.9	[3.3, 13.7]	100.0	149

Household Owns a Car

No	93.3	[86.3, 96.8]	6.7	[3.2, 13.7]	100.0	166
Yes	95.6	[73.1, 99.4]	4.4	[0.6, 26.9]	100.0	14

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	97.7	[88.8, 99.6]	2.3	[0.4, 11.2]	100.0	34
One	92.8	[82.3, 97.3]	7.2	[2.7, 17.7]	100.0	91
Two+	91.9	[83.2, 96.3]	8.1	[3.7, 16.8]	100.0	55

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	98.1	[91.6, 99.6]	1.9	[0.4, 8.4]	100.0	44
Yes	91.9	[83.9, 96.2]	8.1	[3.8, 16.1]	100.0	135

Level of Exposure to OneLove Booklets

None	92.9	[83.4, 97.2]	7.1	[2.8, 16.6]	100.0	111
1 Booklet	92.1	[83.1, 96.5]	7.9	[3.5, 16.9]	100.0	40
2-5 Booklets	97.5	[83.3, 99.7]	2.5	[0.3, 16.7]	100.0	28

Multimedia Exposure to OneLove

None	100.0		0.0		100.0	23
1 Channel	96.8	[86.0, 99.4]	3.2	[0.6, 14.0]	100.0	21
2+ Channels	91.7	[83.5, 96.0]	8.3	[4.0, 16.5]	100.0	134

Exposed to Any SAfAIDS Materials or Program

No	93.4	[85.6, 97.1]	6.6	[2.9, 14.4]	100.0	129
Yes	93.7	[83.7, 97.7]	6.3	[2.3, 16.3]	100.0	51

Total	93.5	[87.0, 96.8]	6.5	[3.2, 13.0]	100.0	180
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Table 15d: Percentage of women who think husband/cohabitating sex partner has another wife (b9) - (Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	87.8	[67.7, 96.1]	12.2	[3.9, 32.3]	100.0	26
20-24	92.3	[85.4, 96.1]	7.7	[3.9, 14.6]	100.0	80
25-29	78.7	[63.4, 88.7]	21.3	[11.3, 36.6]	100.0	79
30-34	87.7	[67.9, 96.0]	12.3	[4.0, 32.1]	100.0	56
35-39	82.8	[68.7, 91.3]	17.2	[8.7, 31.3]	100.0	56
40-44	87.6	[68.7, 95.8]	12.4	[4.2, 31.3]	100.0	34
45-49	67.1	[36.1, 88.0]	32.9	[12.0, 63.9]	100.0	14
Current Marital Status						
Married/union	85.0	[79.5, 89.2]	15.0	[10.8, 20.5]	100.0	345
Religion						
Catholic	88.7	[74.6, 95.5]	11.3	[4.5, 25.4]	100.0	74
Baptist	89.8	[52.6, 98.6]	10.2	[1.4, 47.4]	100.0	7
Pentacostal	80.4	[63.5, 90.6]	19.6	[9.4, 36.5]	100.0	29
7th Day Advent.	83.7	[68.6, 92.3]	16.3	[7.7, 31.4]	100.0	56
Jehovah's Wittn.	86.9	[59.6, 96.8]	13.1	[3.2, 40.4]	100.0	15
New Apostolic	78.7	[60.7, 89.9]	21.3	[10.1, 39.3]	100.0	54
UC of Zambia	89.5	[63.7, 97.6]	10.5	[2.4, 36.3]	100.0	39
Other	86.0	[69.9, 94.2]	14.0	[5.8, 30.1]	100.0	70
Highest Level of School Attended						
None	89.5	[78.1, 95.3]	10.5	[4.7, 21.9]	100.0	43
Primary	84.0	[77.5, 88.9]	16.0	[11.1, 22.5]	100.0	210
Secondary	85.3	[71.5, 93.1]	14.7	[6.9, 28.5]	100.0	87
High school	83.3	[73.8, 89.9]	16.7	[10.1, 26.2]	100.0	4
Able to Read English						
No	85.8	[80.4, 89.9]	14.2	[10.1, 19.6]	100.0	311
Yes	76.5	[55.4, 89.5]	23.5	[10.5, 44.6]	100.0	33
Wealth Index (Quintiles)						
First quintile	83.9	[77.7, 88.7]	16.1	[11.3, 22.3]	100.0	188
Second	87.7	[73.3, 94.8]	12.3	[5.2, 26.7]	100.0	86
Third	78.8	[60.9, 89.9]	21.2	[10.1, 39.1]	100.0	37
Fourth	92.0	[75.1, 97.8]	8.0	[2.2, 24.9]	100.0	23
Fifth quintile	87.3	[77.7, 93.1]	12.7	[6.9, 22.3]	100.0	6
Household owns television						
No	85.1	[79.2, 89.5]	14.9	[10.5, 20.8]	100.0	293
Yes	84.4	[69.3, 92.8]	15.6	[7.2, 30.7]	100.0	51
Household owns radio						
No	81.8	[73.0, 88.2]	18.2	[11.8, 27.0]	100.0	153
Yes	87.3	[80.5, 91.9]	12.7	[8.1, 19.5]	100.0	191
Household Owns Mobile Phone						
No	85.7	[77.6, 91.3]	14.3	[8.7, 22.4]	100.0	200

Yes	83.9	[76.0, 89.6]	16.1	[10.4, 24.0]	100.0	144
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Household Owns a Car

No	84.5	[78.8, 88.9]	15.5	[11.1, 21.2]	100.0	335
Yes	100.0		0.0		100.0	8

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	84.7	[77.6, 89.8]	15.3	[10.2, 22.4]	100.0	201
One	83.7	[73.0, 90.7]	16.3	[9.3, 27.0]	100.0	103
Two+	89.7	[73.8, 96.4]	10.3	[3.6, 26.2]	100.0	41

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	84.4	[78.3, 88.9]	15.6	[11.1, 21.7]	100.0	255
Yes	87.8	[74.1, 94.7]	12.2	[5.3, 25.9]	100.0	89

Level of Exposure to OneLove Booklets

None	86.9	[81.7, 90.9]	13.1	[9.1, 18.3]	100.0	294
1 Booklet	70.5	[48.0, 86.1]	29.5	[13.9, 52.0]	100.0	34
2-5 Booklets	87.8	[59.5, 97.2]	12.2	[2.8, 40.5]	100.0	16

Multimedia Exposure to OneLove

None	86.8	[79.9, 91.5]	13.2	[8.5, 20.1]	100.0	171
1 Channel	82.5	[70.0, 90.6]	17.5	[9.4, 30.0]	100.0	82
2+ Channels	84.8	[69.9, 93.0]	15.2	[7.0, 30.1]	100.0	91

Exposed to Any SAfAIDS Materials or Program

No	86.0	[78.6, 91.1]	14.0	[8.9, 21.4]	100.0	205
Yes	83.2	[73.4, 89.8]	16.8	[10.2, 26.6]	100.0	139

Total	85.0	[79.5, 89.2]	15.0	[10.8, 20.5]	100.0	345
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Table 15e: Percentage of women who think husband/cohabitating sex partner has another wife (b9) - (Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	98.5	[88.0, 99.8]	1.5	[0.2, 12.0]	100.0	31
20-24	91.4	[70.4, 97.9]	8.6	[2.1, 29.6]	100.0	93
25-29	94.0	[82.2, 98.2]	6.0	[1.8, 17.8]	100.0	108
30-34	92.0	[81.4, 96.8]	8.0	[3.2, 18.6]	100.0	97
35-39	91.1	[70.3, 97.8]	8.9	[2.2, 29.7]	100.0	70
40-44	93.6	[70.1, 98.9]	6.4	[1.1, 29.9]	100.0	47
45-49	98.6	[88.9, 99.8]	1.4	[0.2, 11.1]	100.0	23
Current Marital Status						
Married/union	93.2	[87.1, 96.5]	6.8	[3.5, 12.9]	100.0	469
Religion						
Catholic	94.2	[82.3, 98.2]	5.8	[1.8, 17.7]	100.0	99
Baptist	96.1	[71.4, 99.6]	3.9	[0.4, 28.6]	100.0	20
Pentacostal	95.4	[87.1, 98.4]	4.6	[1.6, 12.9]	100.0	98
7th Day Advent.	81.0	[51.7, 94.4]	19.0	[5.6, 48.3]	100.0	68
Jehovah's Wittn.	89.3	[63.9, 97.5]	10.7	[2.5, 36.1]	100.0	34
New Apostolic	99.3	[96.5, 99.9]	0.7	[0.1, 3.5]	100.0	44
UC of Zambia	98.2	[92.6, 99.6]	1.8	[0.4, 7.4]	100.0	47
Other	94.4	[83.7, 98.2]	5.6	[1.8, 16.3]	100.0	59
Highest Level of School Attended						
None	93.6	[63.4, 99.2]	6.4	[0.8, 36.6]	100.0	44
Primary	89.5	[72.4, 96.5]	10.5	[3.5, 27.6]	100.0	193
Secondary	95.4	[91.4, 97.6]	4.6	[2.4, 8.6]	100.0	211
High school	96.2	[82.5, 99.3]	3.8	[0.7, 17.5]	100.0	21
Able to Read English						
No	91.7	[81.8, 96.5]	8.3	[3.5, 18.2]	100.0	331
Yes	96.0	[90.8, 98.3]	4.0	[1.7, 9.2]	100.0	138
Wealth Index (Quintiles)						
First quintile	47.4	[18.3, 78.4]	52.6	[21.6, 81.7]	100.0	25
Second	87.7	[50.0, 98.1]	12.3	[1.9, 50.0]	100.0	82
Third	94.2	[83.5, 98.1]	5.8	[1.9, 16.5]	100.0	105
Fourth	96.2	[90.5, 98.5]	3.8	[1.5, 9.5]	100.0	123
Fifth quintile	94.3	[88.2, 97.4]	5.7	[2.6, 11.8]	100.0	133
Household owns television						
No	89.3	[69.4, 96.9]	10.7	[3.1, 30.6]	100.0	221
Yes	95.1	[91.9, 97.1]	4.9	[2.9, 8.1]	100.0	248
Household owns radio						
No	85.6	[72.3, 93.1]	14.4	[6.9, 27.7]	100.0	156
Yes	96.5	[92.5, 98.4]	3.5	[1.6, 7.5]	100.0	313
Household Owns Mobile Phone						
No	86.3	[61.0, 96.2]	13.7	[3.8, 39.0]	100.0	79

Yes	93.9	[89.6, 96.5]	6.1	[3.5, 10.4]	100.0	390
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Household Owns a Car

No	93.1	[86.2, 96.7]	6.9	[3.3, 13.8]	100.0	431
Yes	93.3	[69.8, 98.8]	6.7	[1.2, 30.2]	100.0	38

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	83.8	[62.0, 94.3]	16.2	[5.7, 38.0]	100.0	162
One	96.6	[92.2, 98.6]	3.4	[1.4, 7.8]	100.0	214
Two+	95.7	[89.1, 98.4]	4.3	[1.6, 10.9]	100.0	93

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	86.0	[64.6, 95.4]	14.0	[4.6, 35.4]	100.0	191
Yes	95.9	[92.8, 97.7]	4.1	[2.3, 7.2]	100.0	275

Level of Exposure to OneLove Booklets

None	95.6	[92.8, 97.4]	4.4	[2.6, 7.2]	100.0	333
1 Booklet	88.8	[74.0, 95.7]	11.2	[4.3, 26.0]	100.0	76
2-5 Booklets	89.5	[66.4, 97.3]	10.5	[2.7, 33.6]	100.0	58

Multimedia Exposure to OneLove

None	90.1	[78.8, 95.7]	9.9	[4.3, 21.2]	100.0	112
1 Channel	86.4	[52.0, 97.4]	13.6	[2.6, 48.0]	100.0	88
2+ Channels	95.9	[92.5, 97.8]	4.1	[2.2, 7.5]	100.0	265

Exposed to Any SAfAIDS Materials or Program

No	94.1	[89.2, 96.8]	5.9	[3.2, 10.8]	100.0	263
Yes	92.2	[77.8, 97.6]	7.8	[2.4, 22.2]	100.0	205

Total	93.2	[87.1, 96.5]	6.8	[3.5, 12.9]	100.0	469
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Table 15f: Percentage of women who think husband/cohabitating sex partner has another wife (b9) - (Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	97.4	[81.2, 99.7]	2.6	[0.3, 18.8]	100.0	12
20-24	48.4	[15.6, 82.6]	51.6	[17.4, 84.4]	100.0	26
25-29	77.2	[21.8, 97.6]	22.8	[2.4, 78.2]	100.0	32
30-34	87.6	[72.6, 94.9]	12.4	[5.1, 27.4]	100.0	31
35-39	64.2	[9.4, 96.9]	35.8	[3.1, 90.6]	100.0	8
40-44	100.0		0.0		100.0	6
45-49	100.0		0.0		100.0	1
Current Marital Status						
Married/union	76.0	[63.6, 85.2]	24.0	[14.8, 36.4]	100.0	116
Religion						
Catholic	99.2	[91.0, 99.9]	0.8	[0.1, 9.0]	100.0	16
Baptist	100.0		0.0		100.0	3
Pentacostal	98.4	[87.1, 99.8]	1.6	[0.2, 12.9]	100.0	28
7th Day Advent.	22.2	[2.9, 73.1]	77.8	[26.9, 97.1]	100.0	10
Jehovah's Wittn.	86.3	[38.2, 98.5]	13.7	[1.5, 61.8]	100.0	7
New Apostolic	60.7	[31.3, 84.0]	39.3	[16.0, 68.7]	100.0	15
UC of Zambia	95.9	[76.4, 99.4]	4.1	[0.6, 23.6]	100.0	18
Other	66.0	[26.7, 91.2]	34.0	[8.8, 73.3]	100.0	19
Highest Level of School Attended						
None	100.0		0.0		100.0	5
Primary	81.3	[66.6, 90.4]	18.7	[9.6, 33.4]	100.0	54
Secondary	64.4	[46.5, 79.0]	35.6	[21.0, 53.5]	100.0	52
High school	99.1	[87.0, 99.9]	0.9	[0.1, 13.0]	100.0	5
Able to Read English						
No	87.7	[71.7, 95.3]	12.3	[4.7, 28.3]	100.0	88
Yes	54.5	[31.9, 75.4]	45.5	[24.6, 68.1]	100.0	28
Wealth Index (Quintiles)						
First quintile	100.0		0.0		100.0	15
Second	32.8	[16.6, 54.5]	67.2	[45.5, 83.4]	100.0	24
Third	97.4	[85.6, 99.6]	2.6	[0.4, 14.4]	100.0	33
Fourth	73.9	[69.7, 77.7]	26.1	[22.3, 30.3]	100.0	26
Fifth quintile	94.0	[71.9, 99.0]	6.0	[1.0, 28.1]	100.0	18
Household owns television						
No	84.6	[62.6, 94.7]	15.4	[5.3, 37.4]	100.0	74
Yes	54.9	[35.4, 73.0]	45.1	[27.0, 64.6]	100.0	42
Household owns radio						
No	67.5	[47.9, 82.4]	32.5	[17.6, 52.1]	100.0	47
Yes	83.5	[67.9, 92.4]	16.5	[7.6, 32.1]	100.0	69
Household Owns Mobile Phone						

No	92.5	[62.3, 98.9]	7.5	[1.1, 37.7]	100.0	33
Yes	63.4	[49.0, 75.8]	36.6	[24.2, 51.0]	100.0	83

Household Owns a Car

No	75.6	[63.4, 84.8]	24.4	[15.2, 36.6]	100.0	109
Yes	95.4	[60.3, 99.7]	4.6	[0.3, 39.7]	100.0	7

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	69.2	[56.8, 79.3]	30.8	[20.7, 43.2]	100.0	56
One	85.3	[67.4, 94.2]	14.7	[5.8, 32.6]	100.0	45
Two+	98.6	[82.4, 99.9]	1.4	[0.1, 17.6]	100.0	15

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	67.9	[47.2, 83.4]	32.1	[16.6, 52.8]	100.0	54
Yes	87.8	[78.6, 93.4]	12.2	[6.6, 21.4]	100.0	62

Level of Exposure to OneLove Booklets

None	79.9	[75.6, 83.5]	20.1	[16.5, 24.4]	100.0	89
1 Booklet	63.8	[23.6, 90.9]	36.2	[9.1, 76.4]	100.0	18
2-5 Booklets	55.5	[20.5, 85.8]	44.5	[14.2, 79.5]	100.0	8

Multimedia Exposure to OneLove

None	69.6	[60.6, 77.3]	30.4	[22.7, 39.4]	100.0	37
1 Channel	74.7	[47.1, 90.8]	25.3	[9.2, 52.9]	100.0	25
2+ Channels	84.6	[68.0, 93.4]	15.4	[6.6, 32.0]	100.0	53

Exposed to Any SAfAIDS Materials or Program

No	79.8	[72.2, 85.7]	20.2	[14.3, 27.8]	100.0	70
Yes	62.6	[23.7, 90.0]	37.4	[10.0, 76.3]	100.0	46

Total	76.0	[63.6, 85.2]	24.0	[14.8, 36.4]	100.0	116
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Table 15g: Percentage of women who think husband/cohabitating sex partner has another wife (b9) - (Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	92.4	[80.0, 97.4]	7.6	[2.6, 20.0]	100.0	69
20-24	90.2	[81.9, 94.9]	9.8	[5.1, 18.1]	100.0	199
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	90.8	[84.1, 94.8]	9.2	[5.2, 15.9]	100.0	268
Religion						
Catholic	94.1	[81.4, 98.3]	5.9	[1.7, 18.6]	100.0	52
Baptist	88.9	[43.9, 98.8]	11.1	[1.2, 56.1]	100.0	9
Pentacostal	81.3	[58.4, 93.1]	18.7	[6.9, 41.6]	100.0	47
7th Day Advent.	92.3	[73.3, 98.1]	7.7	[1.9, 26.7]	100.0	43
Jehovah's Wittn.	84.7	[38.1, 98.0]	15.3	[2.0, 61.9]	100.0	12
New Apostolic	81.2	[63.1, 91.6]	18.8	[8.4, 36.9]	100.0	35
UC of Zambia	98.7	[91.2, 99.8]	1.3	[0.2, 8.8]	100.0	29
Other	93.8	[66.9, 99.1]	6.2	[0.9, 33.1]	100.0	41
Highest Level of School Attended						
None	93.4	[65.3, 99.1]	6.6	[0.9, 34.7]	100.0	17
Primary	92.4	[83.8, 96.6]	7.6	[3.4, 16.2]	100.0	120
Secondary	88.5	[77.3, 94.5]	11.5	[5.5, 22.7]	100.0	127
High school	100.0		0.0		100.0	4
Able to Read English						
No	93.1	[85.7, 96.8]	6.9	[3.2, 14.3]	100.0	204
Yes	81.9	[61.3, 92.8]	18.1	[7.2, 38.7]	100.0	64
Wealth Index (Quintiles)						
First quintile	87.1	[77.5, 92.9]	12.9	[7.1, 22.5]	100.0	81
Second	92.7	[63.1, 98.9]	7.3	[1.1, 36.9]	100.0	61
Third	91.5	[69.2, 98.1]	8.5	[1.9, 30.8]	100.0	45
Fourth	90.9	[61.4, 98.4]	9.1	[1.6, 38.6]	100.0	40
Fifth quintile	96.7	[89.5, 99.0]	3.3	[1.0, 10.5]	100.0	40
Household owns television						
No	89.6	[82.4, 94.0]	10.4	[6.0, 17.6]	100.0	189
Yes	93.7	[83.0, 97.8]	6.3	[2.2, 17.0]	100.0	79
Household owns radio						
No	86.0	[73.4, 93.2]	14.0	[6.8, 26.6]	100.0	119
Yes	95.1	[89.2, 97.8]	4.9	[2.2, 10.8]	100.0	149
Household Owns Mobile Phone						

No	90.8	[80.0, 96.0]	9.2	[4.0, 20.0]	100.0	96
Yes	90.7	[81.9, 95.5]	9.3	[4.5, 18.1]	100.0	172

Household Owns a Car

No	90.3	[83.3, 94.5]	9.7	[5.5, 16.7]	100.0	257
Yes	100.0		0.0		100.0	11

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	86.0	[74.5, 92.8]	14.0	[7.2, 25.5]	100.0	126
One	94.2	[83.0, 98.2]	5.8	[1.8, 17.0]	100.0	104
Two+	95.7	[75.3, 99.4]	4.3	[0.6, 24.7]	100.0	38

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	88.2	[79.9, 93.4]	11.8	[6.6, 20.1]	100.0	165
Yes	95.0	[86.4, 98.3]	5.0	[1.7, 13.6]	100.0	103

Level of Exposure to OneLove Booklets

None	93.0	[87.6, 96.2]	7.0	[3.8, 12.4]	100.0	203
1 Booklet	85.5	[61.1, 95.7]	14.5	[4.3, 38.9]	100.0	40
2-5 Booklets	88.5	[58.7, 97.7]	11.5	[2.3, 41.3]	100.0	24

Multimedia Exposure to OneLove

None	91.9	[83.2, 96.3]	8.1	[3.7, 16.8]	100.0	94
1 Channel	83.8	[67.9, 92.6]	16.2	[7.4, 32.1]	100.0	70
2+ Channels	95.6	[87.0, 98.6]	4.4	[1.4, 13.0]	100.0	103

Exposed to Any SAfAIDS Materials or Program

No	90.8	[83.1, 95.2]	9.2	[4.8, 16.9]	100.0	158
Yes	90.7	[78.0, 96.4]	9.3	[3.6, 22.0]	100.0	110

Total	90.8	[84.1, 94.8]	9.2	[5.2, 15.9]	100.0	268
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Table 15h: Percentage of women who think husband/cohabitating sex partner has another wife (b9) - (SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	92.5	[59.1, 99.1]	7.5	[0.9, 40.9]	100.0	13
20-24	91.2	[81.0, 96.2]	8.8	[3.8, 19.0]	100.0	38
25-29	85.4	[68.2, 94.1]	14.6	[5.9, 31.8]	100.0	38
30-34	93.5	[75.1, 98.6]	6.5	[1.4, 24.9]	100.0	38
35-39	87.9	[72.3, 95.3]	12.1	[4.7, 27.7]	100.0	42
40-44	90.4	[52.0, 98.8]	9.6	[1.2, 48.0]	100.0	12
45-49	87.5	[41.5, 98.6]	12.5	[1.4, 58.5]	100.0	6
Current Marital Status						
Married/union	89.7	[83.6, 93.7]	10.3	[6.3, 16.4]	100.0	187
Religion						
Catholic	93.7	[81.3, 98.1]	6.3	[1.9, 18.7]	100.0	47
Baptist	85.7	[38.9, 98.3]	14.3	[1.7, 61.1]	100.0	6
Pentacostal	90.5	[74.3, 96.9]	9.5	[3.1, 25.7]	100.0	42
7th Day Advent.	78.5	[48.8, 93.3]	21.5	[6.7, 51.2]	100.0	33
Jehovah's Wittn.	83.3	[45.4, 96.8]	16.7	[3.2, 54.6]	100.0	13
New Apostolic	100.0		0.0		100.0	13
UC of Zambia	86.9	[63.3, 96.2]	13.1	[3.8, 36.7]	100.0	18
Other	100.0		0.0		100.0	15
Highest Level of School Attended						
None	100.0		0.0		100.0	11
Primary	90.0	[79.6, 95.4]	10.0	[4.6, 20.4]	100.0	75
Secondary	89.9	[83.0, 94.2]	10.1	[5.8, 17.0]	100.0	93
High school	77.4	[38.1, 95.0]	22.6	[5.0, 61.9]	100.0	8
Able to Read English						
No	90.0	[81.7, 94.8]	10.0	[5.2, 18.3]	100.0	125
Yes	89.2	[79.8, 94.5]	10.8	[5.5, 20.2]	100.0	62
Wealth Index (Quintiles)						
First quintile	85.1	[34.0, 98.4]	14.9	[1.6, 66.0]	100.0	5
Second	90.6	[71.6, 97.3]	9.4	[2.7, 28.4]	100.0	29
Third	85.1	[62.9, 95.0]	14.9	[5.0, 37.1]	100.0	36
Fourth	93.3	[79.6, 98.0]	6.7	[2.0, 20.4]	100.0	47
Fifth quintile	89.4	[76.5, 95.6]	10.6	[4.4, 23.5]	100.0	69
Household owns television						
No	88.7	[78.1, 94.5]	11.3	[5.5, 21.9]	100.0	85
Yes	90.4	[81.0, 95.4]	9.6	[4.6, 19.0]	100.0	102
Household owns radio						
No	80.6	[65.6, 90.0]	19.4	[10.0, 34.4]	100.0	64
Yes	94.0	[88.8, 96.8]	6.0	[3.2, 11.2]	100.0	123
Household Owns Mobile Phone						

No	89.8	[67.0, 97.5]	10.2	[2.5, 33.0]	100.0	27
Yes	89.7	[83.1, 93.9]	10.3	[6.1, 16.9]	100.0	160

Household Owns a Car

No	88.7	[82.0, 93.2]	11.3	[6.8, 18.0]	100.0	167
Yes	97.0	[78.9, 99.6]	3.0	[0.4, 21.1]	100.0	20

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	84.3	[72.8, 91.5]	15.7	[8.5, 27.2]	100.0	61
One	91.7	[80.7, 96.7]	8.3	[3.3, 19.3]	100.0	95
Two+	92.9	[84.9, 96.8]	7.1	[3.2, 15.1]	100.0	31

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	86.3	[74.5, 93.1]	13.7	[6.9, 25.5]	100.0	65
Yes	91.2	[83.6, 95.4]	8.8	[4.6, 16.4]	100.0	121

Level of Exposure to OneLove Booklets

None	91.8	[84.8, 95.8]	8.2	[4.2, 15.2]	100.0	145
1 Booklet	82.2	[62.2, 92.8]	17.8	[7.2, 37.8]	100.0	26
2-5 Booklets	86.2	[58.1, 96.6]	13.8	[3.4, 41.9]	100.0	15

Multimedia Exposure to OneLove

None	82.5	[67.8, 91.3]	17.5	[8.7, 32.2]	100.0	45
1 Channel	93.1	[73.5, 98.5]	6.9	[1.5, 26.5]	100.0	26
2+ Channels	91.4	[83.3, 95.8]	8.6	[4.2, 16.7]	100.0	115

Exposed to Any SAfAIDS Materials or Program

No	86.1	[75.6, 92.5]	13.9	[7.5, 24.4]	100.0	104
Yes	93.9	[85.6, 97.6]	6.1	[2.4, 14.4]	100.0	83

Total	89.7	[83.6, 93.7]	10.3	[6.3, 16.4]	100.0	187
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Table 16d: Percentage of women who think husband/cohabitating sex partner has another sex partner who is not his wife (b10) -(Rural Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	95.9	[74.5, 99.5]	4.1	[0.5, 25.5]	100.0	26
20-24	85.7	[74.2, 92.5]	14.3	[7.5, 25.8]	100.0	80
25-29	84.2	[73.8, 91.0]	15.8	[9.0, 26.2]	100.0	79
30-34	78.4	[64.0, 88.2]	21.6	[11.8, 36.0]	100.0	54
35-39	80.1	[67.2, 88.7]	19.9	[11.3, 32.8]	100.0	56
40-44	82.1	[61.8, 92.9]	17.9	[7.1, 38.2]	100.0	33
45-49	89.8	[51.1, 98.7]	10.2	[1.3, 48.9]	100.0	14
Current Marital Status						
Married/union	83.6	[77.4, 88.4]	16.4	[11.6, 22.6]	100.0	342
Religion						
Catholic	79.6	[67.2, 88.1]	20.4	[11.9, 32.8]	100.0	71
Baptist	100.0		0.0		100.0	7
Pentacostal	72.6	[55.4, 84.9]	27.4	[15.1, 44.6]	100.0	29
7th Day Advent.	84.3	[72.1, 91.8]	15.7	[8.2, 27.9]	100.0	56
Jehovah's Wittn.	80.6	[53.1, 93.9]	19.4	[6.1, 46.9]	100.0	15
New Apostolic	86.7	[71.0, 94.5]	13.3	[5.5, 29.0]	100.0	54
UC of Zambia	89.3	[72.2, 96.4]	10.7	[3.6, 27.8]	100.0	39
Other	84.7	[63.0, 94.8]	15.3	[5.2, 37.0]	100.0	70
Highest Level of School Attended						
None	81.8	[65.3, 91.5]	18.2	[8.5, 34.7]	100.0	41
Primary	85.9	[79.0, 90.8]	14.1	[9.2, 21.0]	100.0	209
Secondary	77.2	[58.5, 89.1]	22.8	[10.9, 41.5]	100.0	87
High school	100.0		0.0		100.0	4
Able to Read English						
No	83.7	[76.6, 89.0]	16.3	[11.0, 23.4]	100.0	308
Yes	82.2	[61.6, 93.0]	17.8	[7.0, 38.4]	100.0	33
Wealth Index (Quintiles)						
First quintile	85.9	[78.4, 91.1]	14.1	[8.9, 21.6]	100.0	187
Second	82.3	[70.0, 90.2]	17.7	[9.8, 30.0]	100.0	84
Third	81.1	[61.9, 91.9]	18.9	[8.1, 38.1]	100.0	37
Fourth	69.3	[35.6, 90.2]	30.7	[9.8, 64.4]	100.0	23
Fifth quintile	89.2	[35.9, 99.2]	10.8	[0.8, 64.1]	100.0	6
Household owns television						
No	85.0	[79.3, 89.4]	15.0	[10.6, 20.7]	100.0	290
Yes	76.4	[60.3, 87.3]	23.6	[12.7, 39.7]	100.0	51
Household owns radio						
No	82.6	[74.5, 88.5]	17.4	[11.5, 25.5]	100.0	153
Yes	84.4	[76.3, 90.0]	15.6	[10.0, 23.7]	100.0	188
Household Owns Mobile Phone						

No	85.0	[76.9, 90.5]	15.0	[9.5, 23.1]	100.0	198
Yes	81.7	[73.6, 87.8]	18.3	[12.2, 26.4]	100.0	143

Household Owns a Car

No	83.3	[76.8, 88.3]	16.7	[11.7, 23.2]	100.0	332
Yes	90.8	[51.3, 98.9]	9.2	[1.1, 48.7]	100.0	8

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	83.1	[76.4, 88.2]	16.9	[11.8, 23.6]	100.0	199
One	81.7	[67.8, 90.4]	18.3	[9.6, 32.2]	100.0	102
Two+	90.8	[76.8, 96.7]	9.2	[3.3, 23.2]	100.0	41

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	85.8	[79.6, 90.3]	14.2	[9.7, 20.4]	100.0	253
Yes	77.2	[58.8, 89.0]	22.8	[11.0, 41.2]	100.0	88

Level of Exposure to OneLove Booklets

None	83.5	[77.1, 88.3]	16.5	[11.7, 22.9]	100.0	291
1 Booklet	83.0	[56.6, 94.8]	17.0	[5.2, 43.4]	100.0	34
2-5 Booklets	87.3	[58.5, 97.1]	12.7	[2.9, 41.5]	100.0	16

Multimedia Exposure to OneLove

None	82.8	[75.7, 88.2]	17.2	[11.8, 24.3]	100.0	169
1 Channel	91.7	[80.9, 96.6]	8.3	[3.4, 19.1]	100.0	82
2+ Channels	77.3	[58.9, 89.0]	22.7	[11.0, 41.1]	100.0	90

Exposed to Any SAfAIDS Materials or Program

No	85.5	[76.2, 91.6]	14.5	[8.4, 23.8]	100.0	204
Yes	80.3	[70.4, 87.5]	19.7	[12.5, 29.6]	100.0	137

Total	83.6	[77.4, 88.4]	16.4	[11.6, 22.6]	100.0	342
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Table 16e: Percentage of women who think husband/cohabitating sex partner has another sex partner who is not his wife (b10) -(Urban Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	84.8	[53.0, 96.5]	15.2	[3.5, 47.0]	100.0	31
20-24	74.1	[58.2, 85.5]	25.9	[14.5, 41.8]	100.0	92
25-29	67.5	[51.9, 80.0]	32.5	[20.0, 48.1]	100.0	107
30-34	70.9	[49.0, 86.1]	29.1	[13.9, 51.0]	100.0	97
35-39	69.7	[44.8, 86.7]	30.3	[13.3, 55.2]	100.0	69
40-44	77.9	[47.4, 93.2]	22.1	[6.8, 52.6]	100.0	46
45-49	98.5	[89.3, 99.8]	1.5	[0.2, 10.7]	100.0	23
Current Marital Status						
Married/union	74.4	[65.2, 81.9]	25.6	[18.1, 34.8]	100.0	465
Religion						
Catholic	75.0	[56.3, 87.5]	25.0	[12.5, 43.7]	100.0	97
Baptist	91.9	[66.0, 98.5]	8.1	[1.5, 34.0]	100.0	20
Pentacostal	71.8	[58.5, 82.1]	28.2	[17.9, 41.5]	100.0	98
7th Day Advent.	67.1	[40.5, 86.0]	32.9	[14.0, 59.5]	100.0	67
Jehovah's Wittn.	87.8	[62.5, 96.9]	12.2	[3.1, 37.5]	100.0	34
New Apostolic	75.0	[58.0, 86.7]	25.0	[13.3, 42.0]	100.0	44
UC of Zambia	70.5	[44.9, 87.5]	29.5	[12.5, 55.1]	100.0	46
Other	75.9	[47.3, 91.6]	24.1	[8.4, 52.7]	100.0	59
Highest Level of School Attended						
None	82.7	[59.3, 94.0]	17.3	[6.0, 40.7]	100.0	44
Primary	72.8	[60.4, 82.5]	27.2	[17.5, 39.6]	100.0	191
Secondary	73.3	[59.1, 83.9]	26.7	[16.1, 40.9]	100.0	209
High school	80.3	[47.8, 94.8]	19.7	[5.2, 52.2]	100.0	21
Able to Read English						
No	72.8	[61.4, 81.8]	27.2	[18.2, 38.6]	100.0	328
Yes	77.6	[67.0, 85.5]	22.4	[14.5, 33.0]	100.0	137
Wealth Index (Quintiles)						
First quintile	56.9	[40.7, 71.8]	43.1	[28.2, 59.3]	100.0	25
Second	77.3	[51.9, 91.5]	22.7	[8.5, 48.1]	100.0	81
Third	78.0	[63.8, 87.6]	22.0	[12.4, 36.2]	100.0	105
Fourth	71.3	[53.5, 84.3]	28.7	[15.7, 46.5]	100.0	121
Fifth quintile	76.0	[64.2, 84.8]	24.0	[15.2, 35.8]	100.0	132
Household owns television						
No	79.5	[66.8, 88.2]	20.5	[11.8, 33.2]	100.0	220
Yes	71.7	[59.1, 81.7]	28.3	[18.3, 40.9]	100.0	245
Household owns radio						
No	73.1	[59.9, 83.2]	26.9	[16.8, 40.1]	100.0	156
Yes	75.0	[64.2, 83.4]	25.0	[16.6, 35.8]	100.0	309
Household Owns Mobile Phone						

No	76.6	[56.2, 89.3]	23.4	[10.7, 43.8]	100.0	79
Yes	74.2	[63.9, 82.3]	25.8	[17.7, 36.1]	100.0	386

Household Owns a Car

No	76.7	[67.4, 84.0]	23.3	[16.0, 32.6]	100.0	428
Yes	51.1	[29.3, 72.5]	48.9	[27.5, 70.7]	100.0	37

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	75.3	[62.3, 85.0]	24.7	[15.0, 37.7]	100.0	160
One	69.5	[54.5, 81.3]	30.5	[18.7, 45.5]	100.0	214
Two+	80.8	[62.4, 91.4]	19.2	[8.6, 37.6]	100.0	91

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	74.9	[60.0, 85.5]	25.1	[14.5, 40.0]	100.0	189
Yes	73.9	[60.9, 83.7]	26.1	[16.3, 39.1]	100.0	273

Level of Exposure to OneLove Booklets

None	78.3	[67.4, 86.3]	21.7	[13.7, 32.6]	100.0	330
1 Booklet	62.0	[43.6, 77.4]	38.0	[22.6, 56.4]	100.0	75
2-5 Booklets	74.1	[48.2, 89.8]	25.9	[10.2, 51.8]	100.0	58

Multimedia Exposure to OneLove

None	83.3	[73.9, 89.8]	16.7	[10.2, 26.1]	100.0	110
1 Channel	74.9	[52.1, 89.1]	25.1	[10.9, 47.9]	100.0	88
2+ Channels	72.5	[59.4, 82.7]	27.5	[17.3, 40.6]	100.0	263

Exposed to Any SAfAIDS Materials or Program

No	83.4	[75.5, 89.2]	16.6	[10.8, 24.5]	100.0	261
Yes	66.2	[46.2, 81.8]	33.8	[18.2, 53.8]	100.0	203

Total	74.4	[65.2, 81.9]	25.6	[18.1, 34.8]	100.0	465
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Table 16f: Percentage of women who think husband/cohabitating sex partner has another sex partner who is not his wife (b10) -(Border Areas Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	94.7	[73.3, 99.1]	5.3	[0.9, 26.7]	100.0	12
20-24	46.4	[27.7, 66.3]	53.6	[33.7, 72.3]	100.0	27
25-29	77.2	[21.8, 97.6]	22.8	[2.4, 78.2]	100.0	32
30-34	76.6	[48.7, 91.9]	23.4	[8.1, 51.3]	100.0	31
35-39	96.4	[79.3, 99.5]	3.6	[0.5, 20.7]	100.0	8
40-44	100.0		0.0		100.0	6
45-49	0.0		100.0		100.0	1
Current Marital Status						
Married/union	73.8	[62.4, 82.6]	26.2	[17.4, 37.6]	100.0	117
Religion						
Catholic	61.6	[11.3, 95.3]	38.4	[4.7, 88.7]	100.0	16
Baptist	67.6	[13.1, 96.7]	32.4	[3.3, 86.9]	100.0	3
Pentacostal	96.8	[82.2, 99.5]	3.2	[0.5, 17.8]	100.0	29
7th Day Advent.	97.6	[72.5, 99.8]	2.4	[0.2, 27.5]	100.0	10
Jehovah's Wittn.	72.6	[30.5, 94.1]	27.4	[5.9, 69.5]	100.0	7
New Apostolic	60.1	[21.9, 89.0]	39.9	[11.0, 78.1]	100.0	15
UC of Zambia	93.8	[70.2, 99.0]	6.2	[1.0, 29.8]	100.0	18
Other	66.0	[26.7, 91.2]	34.0	[8.8, 73.3]	100.0	19
Highest Level of School Attended						
None	96.6	[69.2, 99.7]	3.4	[0.3, 30.8]	100.0	5
Primary	76.5	[41.5, 93.7]	23.5	[6.3, 58.5]	100.0	55
Secondary	64.1	[46.7, 78.4]	35.9	[21.6, 53.3]	100.0	52
High school	98.2	[82.9, 99.8]	1.8	[0.2, 17.1]	100.0	5
Able to Read English						
No	78.4	[59.7, 89.9]	21.6	[10.1, 40.3]	100.0	89
Yes	65.2	[47.4, 79.6]	34.8	[20.4, 52.6]	100.0	28
Wealth Index (Quintiles)						
First quintile	78.4	[60.5, 89.6]	21.6	[10.4, 39.5]	100.0	15
Second	56.1	[27.9, 80.8]	43.9	[19.2, 72.1]	100.0	24
Third	96.3	[81.8, 99.3]	3.7	[0.7, 18.2]	100.0	34
Fourth	73.9	[69.8, 77.6]	26.1	[22.4, 30.2]	100.0	26
Fifth quintile	79.7	[39.3, 96.0]	20.3	[4.0, 60.7]	100.0	18
Household owns television						
No	76.1	[54.5, 89.5]	23.9	[10.5, 45.5]	100.0	74
Yes	67.9	[36.8, 88.5]	32.1	[11.5, 63.2]	100.0	43
Household owns radio						
No	63.5	[47.7, 76.9]	36.5	[23.1, 52.3]	100.0	48
Yes	82.7	[68.5, 91.3]	17.3	[8.7, 31.5]	100.0	69
Household Owns Mobile Phone						

No	89.8	[59.2, 98.1]	10.2	[1.9, 40.8]	100.0	34
Yes	61.5	[38.2, 80.5]	38.5	[19.5, 61.8]	100.0	83

Household Owns a Car

No	73.3	[62.2, 82.1]	26.7	[17.9, 37.8]	100.0	110
Yes	95.4	[60.3, 99.7]	4.6	[0.3, 39.7]	100.0	7

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	72.5	[60.5, 81.9]	27.5	[18.1, 39.5]	100.0	56
One	72.3	[40.9, 90.8]	27.7	[9.2, 59.1]	100.0	46
Two+	96.9	[76.1, 99.7]	3.1	[0.3, 23.9]	100.0	15

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	64.6	[47.1, 78.8]	35.4	[21.2, 52.9]	100.0	54
Yes	87.1	[78.8, 92.4]	12.9	[7.6, 21.2]	100.0	63

Level of Exposure to OneLove Booklets

None	81.9	[61.1, 92.9]	18.1	[7.1, 38.9]	100.0	90
1 Booklet	45.8	[6.9, 90.6]	54.2	[9.4, 93.1]	100.0	18
2-5 Booklets	74.3	[21.2, 96.9]	25.7	[3.1, 78.8]	100.0	8

Multimedia Exposure to OneLove

None	75.4	[35.8, 94.4]	24.6	[5.6, 64.2]	100.0	37
1 Channel	74.0	[47.6, 89.9]	26.0	[10.1, 52.4]	100.0	25
2+ Channels	71.6	[41.3, 90.0]	28.4	[10.0, 58.7]	100.0	54

Exposed to Any SAfAIDS Materials or Program

No	77.2	[67.4, 84.8]	22.8	[15.2, 32.6]	100.0	70
Yes	61.3	[24.0, 88.8]	38.7	[11.2, 76.0]	100.0	47

Total	73.8	[62.4, 82.6]	26.2	[17.4, 37.6]	100.0	117
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Table 16g: Percentage of women who think husband/cohabitating sex partner has another sex partner who is not his wife (b10) -(Women Aged 15-24 Only)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	91.4	[77.3, 97.0]	8.6	[3.0, 22.7]	100.0	69
20-24	80.0	[71.6, 86.4]	20.0	[13.6, 28.4]	100.0	199
25-29	0.0		0.0		100.0	0
30-34	0.0		0.0		100.0	0
35-39	0.0		0.0		100.0	0
40-44	0.0		0.0		100.0	0
45-49	0.0		0.0		100.0	0
Current Marital Status						
Married/union	82.9	[75.3, 88.5]	17.1	[11.5, 24.7]	100.0	268
Religion						
Catholic	85.1	[70.6, 93.1]	14.9	[6.9, 29.4]	100.0	52
Baptist	88.9	[43.9, 98.8]	11.1	[1.2, 56.1]	100.0	9
Pentacostal	71.6	[49.0, 86.9]	28.4	[13.1, 51.0]	100.0	48
7th Day Advent.	78.3	[57.6, 90.5]	21.7	[9.5, 42.4]	100.0	42
Jehovah's Wittn.	84.7	[38.1, 98.0]	15.3	[2.0, 61.9]	100.0	12
New Apostolic	95.0	[72.7, 99.3]	5.0	[0.7, 27.3]	100.0	35
UC of Zambia	79.7	[53.7, 93.0]	20.3	[7.0, 46.3]	100.0	29
Other	85.6	[61.9, 95.6]	14.4	[4.4, 38.1]	100.0	41
Highest Level of School Attended						
None	99.7	[98.6, 99.9]	0.3	[0.1, 1.4]	100.0	17
Primary	82.3	[70.2, 90.2]	17.7	[9.8, 29.8]	100.0	121
Secondary	81.2	[71.6, 88.1]	18.8	[11.9, 28.4]	100.0	126
High school	38.8	[4.0, 90.6]	61.2	[9.4, 96.0]	100.0	4
Able to Read English						
No	85.7	[76.5, 91.7]	14.3	[8.3, 23.5]	100.0	205
Yes	71.9	[56.0, 83.7]	28.1	[16.3, 44.0]	100.0	63
Wealth Index (Quintiles)						
First quintile	82.3	[69.6, 90.4]	17.7	[9.6, 30.4]	100.0	81
Second	92.5	[75.3, 98.0]	7.5	[2.0, 24.7]	100.0	61
Third	78.2	[52.7, 92.1]	21.8	[7.9, 47.3]	100.0	46
Fourth	70.9	[33.2, 92.3]	29.1	[7.7, 66.8]	100.0	39
Fifth quintile	81.0	[65.8, 90.4]	19.0	[9.6, 34.2]	100.0	40
Household owns television						
No	84.1	[75.8, 89.9]	15.9	[10.1, 24.2]	100.0	189
Yes	79.9	[63.8, 89.9]	20.1	[10.1, 36.2]	100.0	79
Household owns radio						
No	80.1	[68.5, 88.2]	19.9	[11.8, 31.5]	100.0	120
Yes	85.5	[76.6, 91.3]	14.5	[8.7, 23.4]	100.0	148
Household Owns Mobile Phone						

No	84.3	[74.0, 91.1]	15.7	[8.9, 26.0]	100.0	97
Yes	81.9	[72.7, 88.5]	18.1	[11.5, 27.3]	100.0	171

Household Owns a Car

No	83.1	[75.0, 88.9]	16.9	[11.1, 25.0]	100.0	257
Yes	79.5	[43.9, 95.0]	20.5	[5.0, 56.1]	100.0	11

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	79.1	[68.5, 86.9]	20.9	[13.1, 31.5]	100.0	126
One	88.4	[79.9, 93.6]	11.6	[6.4, 20.1]	100.0	105
Two+	81.1	[53.9, 94.0]	18.9	[6.0, 46.1]	100.0	37

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	83.8	[75.1, 89.9]	16.2	[10.1, 24.9]	100.0	165
Yes	81.3	[68.2, 89.8]	18.7	[10.2, 31.8]	100.0	103

Level of Exposure to OneLove Booklets

None	84.3	[76.4, 89.8]	15.7	[10.2, 23.6]	100.0	204
1 Booklet	75.0	[50.2, 89.9]	25.0	[10.1, 49.8]	100.0	39
2-5 Booklets	97.1	[82.1, 99.6]	2.9	[0.4, 17.9]	100.0	24

Multimedia Exposure to OneLove

None	82.3	[70.9, 89.8]	17.7	[10.2, 29.1]	100.0	94
1 Channel	87.6	[72.4, 95.0]	12.4	[5.0, 27.6]	100.0	70
2+ Channels	82.4	[69.9, 90.4]	17.6	[9.6, 30.1]	100.0	103

Exposed to Any SAfAIDS Materials or Program

No	87.5	[79.9, 92.5]	12.5	[7.5, 20.1]	100.0	158
Yes	76.3	[59.1, 87.7]	23.7	[12.3, 40.9]	100.0	110

Total	82.9	[75.3, 88.5]	17.1	[11.5, 24.7]	100.0	268
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Table 16h: Percentage of women who think husband/cohabitating sex partner has another sex partner who is not his wife (b10) -(SAfAIDS Program Areas)

	% No	[95% CI]	% Yes	[95% CI]	Total	N
Age Categories						
15-24	92.5	[59.1, 99.1]	7.5	[0.9, 40.9]	100.0	13
20-24	82.8	[65.6, 92.4]	17.2	[7.6, 34.4]	100.0	38
25-29	70.6	[53.0, 83.7]	29.4	[16.3, 47.0]	100.0	38
30-34	71.4	[54.3, 84.0]	28.6	[16.0, 45.7]	100.0	38
35-39	67.6	[48.5, 82.2]	32.4	[17.8, 51.5]	100.0	41
40-44	90.4	[52.0, 98.8]	9.6	[1.2, 48.0]	100.0	12
45-49	87.5	[41.5, 98.6]	12.5	[1.4, 58.5]	100.0	6
Current Marital Status						
Married/union	76.0	[66.1, 83.7]	24.0	[16.3, 33.9]	100.0	186
Religion						
Catholic	80.3	[62.8, 90.8]	19.7	[9.2, 37.2]	100.0	46
Baptist	71.4	[29.4, 93.7]	28.6	[6.3, 70.6]	100.0	6
Pentacostal	84.1	[65.2, 93.7]	15.9	[6.3, 34.8]	100.0	42
7th Day Advent.	57.9	[36.0, 77.1]	42.1	[22.9, 64.0]	100.0	33
Jehovah's Wittn.	77.8	[36.2, 95.6]	22.2	[4.4, 63.8]	100.0	13
New Apostolic	70.7	[31.6, 92.6]	29.3	[7.4, 68.4]	100.0	13
UC of Zambia	74.0	[46.6, 90.3]	26.0	[9.7, 53.4]	100.0	18
Other	85.0	[52.0, 96.7]	15.0	[3.3, 48.0]	100.0	15
Highest Level of School Attended						
None	83.4	[35.2, 97.9]	16.6	[2.1, 64.8]	100.0	11
Primary	72.7	[55.9, 84.9]	27.3	[15.1, 44.1]	100.0	75
Secondary	76.9	[63.9, 86.3]	23.1	[13.7, 36.1]	100.0	92
High school	83.9	[35.7, 98.0]	16.1	[2.0, 64.3]	100.0	8
Able to Read English						
No	71.4	[59.9, 80.6]	28.6	[19.4, 40.1]	100.0	124
Yes	84.4	[68.0, 93.2]	15.6	[6.8, 32.0]	100.0	62
Wealth Index (Quintiles)						
First quintile	53.2	[21.8, 82.3]	46.8	[17.7, 78.2]	100.0	5
Second	84.9	[64.4, 94.6]	15.1	[5.4, 35.6]	100.0	29
Third	69.0	[51.7, 82.2]	31.0	[17.8, 48.3]	100.0	36
Fourth	66.3	[48.1, 80.7]	33.7	[19.3, 51.9]	100.0	46
Fifth quintile	82.9	[65.1, 92.6]	17.1	[7.4, 34.9]	100.0	69
Household owns television						
No	74.7	[60.8, 84.9]	25.3	[15.1, 39.2]	100.0	85
Yes	76.9	[64.2, 86.1]	23.1	[13.9, 35.8]	100.0	101
Household owns radio						
No	73.6	[58.7, 84.5]	26.4	[15.5, 41.3]	100.0	64
Yes	77.1	[65.9, 85.5]	22.9	[14.5, 34.1]	100.0	122
Household Owns Mobile Phone						

No	87.4	[61.6, 96.8]	12.6	[3.2, 38.4]	100.0	27
Yes	74.3	[63.5, 82.7]	25.7	[17.3, 36.5]	100.0	159

Household Owns a Car

No	76.1	[66.0, 84.0]	23.9	[16.0, 34.0]	100.0	167
Yes	74.7	[49.6, 89.9]	25.3	[10.1, 50.4]	100.0	19

Exposure to OneLove Radio Programs or Champion Radio Adverts

No Exposure	78.5	[65.5, 87.5]	21.5	[12.5, 34.5]	100.0	60
One	69.4	[54.6, 81.1]	30.6	[18.9, 45.4]	100.0	95
Two+	92.4	[82.0, 97.0]	7.6	[3.0, 18.0]	100.0	31

Exposed to Any OneLove TV (Drama/Film) or Advert (Champion)

No	77.5	[66.7, 85.5]	22.5	[14.5, 33.3]	100.0	64
Yes	75.2	[62.9, 84.4]	24.8	[15.6, 37.1]	100.0	121

Level of Exposure to OneLove Booklets

None	79.0	[67.1, 87.4]	21.0	[12.6, 32.9]	100.0	144
1 Booklet	64.1	[42.5, 81.2]	35.9	[18.8, 57.5]	100.0	26
2-5 Booklets	72.5	[33.4, 93.3]	27.5	[6.7, 66.6]	100.0	15

Multimedia Exposure to OneLove

None	79.5	[64.8, 89.1]	20.5	[10.9, 35.2]	100.0	44
1 Channel	70.4	[46.8, 86.6]	29.6	[13.4, 53.2]	100.0	26
2+ Channels	75.7	[63.5, 84.8]	24.3	[15.2, 36.5]	100.0	115

Exposed to Any SAfAIDS Materials or Program

No	84.8	[75.2, 91.1]	15.2	[8.9, 24.8]	100.0	104
Yes	65.8	[49.7, 78.9]	34.2	[21.1, 50.3]	100.0	82

Total	76.0	[66.1, 83.7]	24.0	[16.3, 33.9]	100.0	186
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