

APPENDIX G: PROBIT RESULTS FOR VULNERABLE POPULATIONS

YOUNG WOMEN 15-24

MULTIPLE PARTNERS

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1116	0.0659	0.1574	0.1502	0.1009	0.1995	0.2858
B3-More than one partner within 3 months period (past 12 months)	0.1114	0.0662	0.1565	0.0781	0.0468	0.1095	0.1908
B5-Reports currently having more than one partner	0.0459	0.0222	0.0696	0.0152	0.0038	0.0266	0.0060
B9- Husband has other sexual partner (%yes/suspect)	0.1956	0.1256	0.2657	0.1469	0.1040	0.1897	0.1838
B20-Received gifts for sex from any partner	0.2263	0.1228	0.3299	0.2068	0.1465	0.2671	0.7020
B21-Gave gifts for sex to any partner	0.1165	0.0563	0.1766	0.0791	0.0465	0.1118	0.1607
10+ age difference between resp. and any partner	0.1265	0.0744	0.1785	0.0571	0.0330	0.0812	0.0152
10+ age difference between resp. and regular partner	0.1254	0.0740	0.1769	0.0582	0.0341	0.0824	0.0166
A1-Most married men faithful to wives (%Agree)	0.1607	0.1117	0.2097	0.1854	0.1270	0.2438	0.5753
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8292	0.7710	0.8873	0.8470	0.7850	0.9089	0.7216
A3-Need someone to fill gap (%Disagree)	0.6849	0.6016	0.7683	0.6334	0.5620	0.7049	0.3827
A6-Men have right to get sex for gifts (%Disagree)	0.6408	0.5595	0.7221	0.6963	0.6321	0.7604	0.3152
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5868	0.5186	0.6550	0.5811	0.5110	0.6511	0.9184
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2989	0.2182	0.3796	0.3034	0.2398	0.3670	0.9340
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2571	0.1894	0.3248	0.3129	0.2510	0.3748	0.2608
B6-Number of lifetime partners	1.7051	1.5231	1.8872	1.6936	1.5024	1.8847	0.9353
B1-Age at first sex	17.0965	16.8237	17.3694	17.181	16.9581	17.4039	0.6417
Age difference between partner 1 and respondent	4.7222	4.1697	5.2747	4.218	3.6753	4.7606	0.2381

Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1116	0.0659	0.1574	0.1351	0.0599	0.2102	0.6242
B3-More than one partner within 3 months period (past 12 months)	0.1114	0.0662	0.1565	0.0982	0.0271	0.1693	0.7746
B5-Reports currently having more than one partner	0.0459	0.0222	0.0696	0.0382	0.0106	0.0659	0.6717
B9- Husband has other sexual partner (%yes/suspect)	0.1956	0.1256	0.2657	0.0670	0.0316	0.1024	0.0017
B20-Received gifts for sex from any partner	0.2263	0.1228	0.3299	0.0977	0.0445	0.1510	0.0396
B21-Gave gifts for sex to any partner	0.1165	0.0563	0.1766	0.0502	0.0133	0.0871	0.1059
10+ age difference between resp. and any partner	0.1265	0.0744	0.1785	0.0681	0.0177	0.1185	0.1608
10+ age difference between resp. and regular partner	0.1254	0.0740	0.1769	0.0670	0.0173	0.1167	0.1562
A1-Most married men faithful to wives (%Agree)	0.1607	0.1117	0.2097	0.2125	0.1096	0.3154	0.4041
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8292	0.7710	0.8873	0.7977	0.7042	0.8912	0.6285
A3-Need someone to fill gap (%Disagree)	0.6849	0.6016	0.7683	0.6315	0.5034	0.7596	0.5638
A6-Men have right to get sex for gifts (%Disagree)	0.6408	0.5595	0.7221	0.6104	0.4885	0.7322	0.6911
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5868	0.5186	0.6550	0.5041	0.3895	0.6187	0.2509
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2989	0.2182	0.3796	0.4016	0.2824	0.5208	0.1802
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2571	0.1894	0.3248	0.4007	0.2584	0.5431	0.0576
B6-Number of lifetime partners	1.7051	1.5231	1.8872	1.9596	1.3941	2.525	0.4215
B1-Age at first sex	17.0965	16.8237	17.3694	17.7401	17.3618	18.1185	0.0158
Age difference between partner 1 and respondent	4.7222	4.1697	5.2747	4.2713	3.2169	5.3258	0.5047

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1341	0.0993	0.1689	0.1431	0.0795	0.2068	0.7919
B3-More than one partner within 3 months period (past 12 months)	0.0985	0.0692	0.1278	0.0999	0.0360	0.1638	0.9685
B5-Reports currently having more than one partner	0.0272	0.0141	0.0403	0.0395	0.0121	0.0668	0.3142
B9- Husband has other sexual partner (%yes/suspect)	0.1656	0.1230	0.2082	0.0659	0.0294	0.1024	0.0012
B20-Received gifts for sex from any partner	0.2081	0.1497	0.2665	0.1463	0.0722	0.2204	0.1522
B21-Gave gifts for sex to any partner	0.0906	0.0567	0.1244	0.0805	0.0378	0.1231	0.6852
10+ age difference between resp. and any partner	0.0863	0.0600	0.1126	0.0650	0.0122	0.1178	0.4921
10+ age difference between resp. and regular partner	0.0869	0.0604	0.1134	0.0640	0.0123	0.1156	0.4545
A1-Most married men faithful to wives (%Agree)	0.1762	0.1446	0.2079	0.1667	0.0858	0.2477	0.8287
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8375	0.8011	0.8739	0.7805	0.6985	0.8625	0.2164
A3-Need someone to fill gap (%Disagree)	0.6606	0.6060	0.7153	0.6073	0.5053	0.7092	0.3968
A5-Men with many women are real men (%Disagree)	0.9146	0.8838	0.9455	0.9261	0.8747	0.9776	0.6657
A6-Men have right to get sex for gifts (%Disagree)	0.6766	0.6238	0.7295	0.5842	0.4658	0.7025	0.1645
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5782	0.5342	0.6222	0.5020	0.3806	0.6234	0.2457
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2991	0.2510	0.3471	0.3606	0.2549	0.4664	0.2289
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2873	0.2462	0.3285	0.3343	0.2182	0.4503	0.4365
B6-Number of lifetime partners	1.7215	1.5955	1.8475	1.7806	1.2438	2.3174	0.8335
B1-Age at first sex	17.1038	16.9247	17.2829	17.56	17.1727	17.9474	0.0417
Age difference between partner 1 and respondent	4.4725	4.1215	4.8236	4.6266	3.668	5.5853	0.7659

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1415	0.1071	0.1760	0.1232	0.0425	0.2040	0.7016
B3-More than one partner within 3 months period (past 12 months)	0.0945	0.0676	0.1215	0.0792	0.0148	0.1435	0.6825
B9- Husband has other sexual partner (%yes/suspect)	0.1491	0.1092	0.1890	0.0435	0.0052	0.0817	0.0062
B20-Received gifts for sex from any partner	0.1936	0.1333	0.2540	0.3093	0.0984	0.5201	0.1181
B21-Gave gifts for sex to any partner	0.0715	0.0454	0.0976	0.2864	0.1090	0.4638	0.0002
10+ age difference between resp. and any partner	0.0826	0.0581	0.1070	0.0935	0.0099	0.1770	0.7967
10+ age difference between resp. and regular partner							
A1-Most married men faithful to wives (%Agree)	0.1698	0.1391	0.2005	0.2882	0.1537	0.4226	0.0668
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8384	0.8061	0.8706	0.7939	0.6795	0.9084	0.4343
A3-Need someone to fill gap (%Disagree)	0.6465	0.6029	0.6901	0.6894	0.5452	0.8336	0.5826
A6-Men have right to get sex for gifts (%Disagree)	0.6721	0.6212	0.7229	0.5673	0.4111	0.7235	0.1695
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5853	0.5335	0.6370	0.5184	0.3687	0.6680	0.4460
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3262	0.2795	0.3728	0.2777	0.1420	0.4134	0.4999
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.3124	0.2669	0.3579	0.2888	0.1737	0.4039	0.7053
B6-Number of lifetime partners	1.6842	1.5434	1.825	2.2617	1.6142	2.9091	0.0988
B1-Age at first sex	17.2447	17.0845	17.4049	17.4705	16.927	18.014	0.4416
Age difference between partner 1 and respondent	4.4625	4.0903	4.8347	5.433	4.2577	6.6083	0.1297

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1648	0.1039	0.2257	0.1271	0.0908	0.1635	0.2935
B4-Multiple partners (past month)	0.0425	0.0159	0.0690	0.0224	0.0100	0.0349	0.1188
B3-More than one partner within 3 months period (past 12 months)	0.1276	0.0724	0.1827	0.0756	0.0475	0.1038	0.0842
B5-Reports currently having more than one partner	0.0217	0.0064	0.0370	0.0307	0.0153	0.0462	0.3788
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.0225	0.0077	0.0374	0.0248	0.0124	0.0371	0.7965
B9- Husband has other wife (%yes/suspect)	0.0899	0.0500	0.1298	0.0732	0.0466	0.0998	0.4743
B9- Husband has other sexual partner (%yes/suspect)	0.1069	0.0589	0.1548	0.1535	0.1086	0.1985	0.1294
B20-Received gifts for sex from any partner	0.1997	0.1140	0.2853	0.2068	0.1349	0.2787	0.8367
B21-Gave gifts for sex to any partner	0.0782	0.0334	0.1229	0.0916	0.0464	0.1368	0.6987
10+ age difference between resp. and any partner	0.0961	0.0511	0.1412	0.0760	0.0499	0.1021	0.4229
10+ age difference between resp. and regular partner	0.0964	0.0514	0.1414	0.0761	0.0499	0.1022	0.4178
K5-Multiple sexual partners increase HIV risk (%True)	0.9642	0.9427	0.9856	0.9755	0.9611	0.9900	0.3275
A1-Most married men faithful to wives (%Agree)	0.2292	0.1761	0.2822	0.1440	0.1081	0.1800	0.0098
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8139	0.7579	0.8700	0.8488	0.8094	0.8882	0.3311
A3-Need someone to fill gap (%Disagree)	0.6436	0.5671	0.7201	0.6529	0.5950	0.7108	0.8593
A5-Men with many women are real men (%Disagree)	0.9559	0.9322	0.9797	0.8969	0.8508	0.9431	0.0277
A6-Men have right to get sex for gifts (%Disagree)	0.6886	0.5986	0.7786	0.6512	0.5896	0.7127	0.5153
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5577	0.4556	0.6599	0.5937	0.5340	0.6533	0.5883
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2868	0.2135	0.3600	0.3405	0.2814	0.3996	0.2644
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2564	0.1847	0.3281	0.3381	0.2754	0.4007	0.1270
B1-Age at first sex	17.2315	16.9241	17.5388	17.2796	17.0891	17.4701	0.806
Age difference between partner 1 and respondent	4.9732	4.332	5.6145	4.3089	3.8957	4.7221	0.0906

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1058	0.0471	0.1644	0.1421	0.0856	0.1985	0.3383
B3-More than one partner within 3 months period (past 12 months)	0.1440	0.0625	0.2255	0.1034	0.0513	0.1554	0.3792
B9- Husband has other wife (%yes/suspect)	0.1327	0.0686	0.1967	0.0595	0.0348	0.0841	0.0088
B9- Husband has other sexual partner (%yes/suspect)	0.1516	0.0594	0.2438	0.1411	0.0924	0.1898	0.8273
B20-Received gifts for sex from any partner	0.1576	0.0723	0.2429	0.2118	0.1159	0.3077	0.3699
B21-Gave gifts for sex to any partner	0.1054	0.0263	0.1845	0.0659	0.0301	0.1017	0.3457
10+ age difference between resp. and any partner	0.1078	0.0296	0.1861	0.1011	0.0547	0.1475	0.8871
10+ age difference between resp. and regular partner	0.1096	0.0307	0.1885	0.1017	0.0553	0.1480	0.8678
K5-Multiple sexual partners increase HIV risk (%True)	0.9475	0.9103	0.9847	0.9898	0.9792	1.0004	0.0017
A1-Most married men faithful to wives (%Agree)	0.2010	0.1261	0.2758	0.1880	0.1417	0.2343	0.7585
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8141	0.7307	0.8975	0.8255	0.7709	0.8800	0.8085
A3-Need someone to fill gap (%Disagree)	0.6468	0.5256	0.7681	0.6849	0.6142	0.7556	0.5660
A5-Men with many women are real men (%Disagree)	0.9545	0.9240	0.9850	0.9268	0.8994	0.9543	0.2401
A6-Men have right to get sex for gifts (%Disagree)	0.6405	0.5115	0.7694	0.6948	0.6211	0.7685	0.4573
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5992	0.4905	0.7080	0.5252	0.4554	0.5949	0.2296
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2834	0.1853	0.3814	0.2744	0.2025	0.3464	0.8737
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2353	0.1534	0.3173	0.2533	0.1828	0.3238	0.7259
B6-Number of lifetime partners	1.6755	1.3351	2.0159	1.5659	1.3744	1.7575	0.5971
B1-Age at first sex	17.04	16.5754	17.5047	17.335	17.0747	17.5953	0.2384
Age difference between partner 1 and respondent	4.6084	3.6967	5.5201	4.8437	4.3366	5.3508	0.6522

Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1058	0.0471	0.1644	0.1302	0.0828	0.1775	0.5500
B3-More than one partner within 3 months period (past 12 months)	0.1440	0.0625	0.2255	0.0707	0.0378	0.1035	0.0621
B9- Husband has other wife (%yes/suspect)	0.1327	0.0686	0.1967	0.0747	0.0376	0.1119	0.1517
B9- Husband has other sexual partner (%yes/suspect)	0.1516	0.0594	0.2438	0.1389	0.0911	0.1867	0.8034
B20-Received gifts for sex from any partner	0.1576	0.0723	0.2429	0.1926	0.1327	0.2524	0.4886
B21-Gave gifts for sex to any partner	0.1054	0.0263	0.1845	0.1000	0.0469	0.1531	0.9145
10+ age difference between resp. and any partner	0.1078	0.0296	0.1861	0.0592	0.0340	0.0843	0.1796
10+ age difference between resp. and regular partner	0.1096	0.0307	0.1885	0.0586	0.0337	0.0835	0.1577
K5-Multiple sexual partners increase HIV risk (%True)	0.9475	0.9103	0.9847	0.9636	0.9362	0.9910	0.5248
A1-Most married men faithful to wives (%Agree)	0.2010	0.1261	0.2758	0.1582	0.1109	0.2055	0.3859
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8141	0.7307	0.8975	0.8500	0.7953	0.9047	0.5576
A3-Need someone to fill gap (%Disagree)	0.6468	0.5256	0.7681	0.6327	0.5453	0.7201	0.8693
A5-Men with many women are real men (%Disagree)	0.9545	0.9240	0.9850	0.8822	0.8203	0.9441	0.0272
A6-Men have right to get sex for gifts (%Disagree)	0.6405	0.5115	0.7694	0.6382	0.5675	0.7089	0.9774
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5992	0.4905	0.7080	0.6023	0.5254	0.6792	0.9696
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2834	0.1853	0.3814	0.3636	0.2951	0.4322	0.2310
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2353	0.1534	0.3173	0.3723	0.3008	0.4439	0.0331
B6-Number of lifetime partners	1.6755	1.3351	2.0159	1.9108	1.6493	2.1723	0.2981
B1-Age at first sex	17.04	16.5754	17.5047	17.2759	17.0583	17.4935	0.4263
Age difference between partner 1 and respondent	4.6084	3.6967	5.5201	4.0633	3.4847	4.642	0.3595

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1272	0.0927	0.1617	0.1815	0.1129	0.2501	0.1440
B3-More than one partner within 3 months period (past 12 months)	0.0957	0.0675	0.1239	0.0837	0.0289	0.1386	0.7125
B9- Husband has other wife (%yes/suspect)	0.0881	0.0618	0.1144	0.0476	0.0188	0.0764	0.0477
B9- Husband has other sexual partner (%yes/suspect)	0.1296	0.0906	0.1685	0.1700	0.0865	0.2535	0.3418
B20-Received gifts for sex from any partner	0.1667	0.1191	0.2142	0.3450	0.1658	0.5243	0.0090
B21-Gave gifts for sex to any partner	0.0673	0.0402	0.0944	0.1622	0.0594	0.2651	0.0275
10+ age difference between resp. and any partner	0.0823	0.0585	0.1061	0.0873	0.0228	0.1518	0.8843
10+ age difference between resp. and regular partner	0.0824	0.0587	0.1061	0.0877	0.0235	0.1518	0.8761
A1-Most married men faithful to wives (%Agree)	0.1843	0.1460	0.2225	0.1426	0.0861	0.1991	0.3050
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8239	0.7903	0.8576	0.8888	0.8306	0.9470	0.0836
A3-Need someone to fill gap (%Disagree)	0.6644	0.6201	0.7087	0.5891	0.4908	0.6874	0.1447
A5-Men with many women are real men (%Disagree)	0.9176	0.8880	0.9472	0.9373	0.8864	0.9883	0.4739
A6-Men have right to get sex for gifts (%Disagree)	0.6566	0.5995	0.7136	0.6968	0.5937	0.7998	0.5160
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5685	0.5204	0.6166	0.6323	0.5337	0.7308	0.2434
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3189	0.2712	0.3665	0.3356	0.2227	0.4484	0.7813
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2940	0.2484	0.3396	0.3727	0.2571	0.4883	0.2046
B6-Number of lifetime partners	1.6888	1.5582	1.8194	1.8838	1.5055	2.2621	0.3244
B1-Age at first sex	17.2349	17.0721	17.3977	17.3709	17.0643	17.6776	0.4158
Age difference between partner 1 and respondent	4.4538	4.0508	4.8568	4.8928	3.9461	5.8396	0.4257

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.1424	0.1098	0.1749	0.1111	0.0190	0.2032	0.5567
B20-Received gifts for sex from any partner	0.2042	0.1375	0.2708	0.2082	0.0651	0.3513	0.9419
B21-Gave gifts for sex to any partner	0.0790	0.0515	0.1065	0.2007	0.0296	0.3718	0.0461
10+ age difference between resp. and any partner	0.0792	0.0570	0.1013	0.1514	0.0324	0.2704	0.1284
10+ age difference between resp. and regular partner	0.0792	0.0570	0.1014	0.1536	0.0346	0.2727	0.1158
A1-Most married men faithful to wives (%Agree)	0.1758	0.1453	0.2063	0.1911	0.0742	0.3080	0.8002
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.8396	0.8088	0.8705	0.7632	0.6256	0.9007	0.2209
A3-Need someone to fill gap (%Disagree)	0.6552	0.6114	0.6990	0.5620	0.3940	0.7300	0.2850
A6-Men have right to get sex for gifts (%Disagree)	0.6732	0.6235	0.7230	0.5251	0.3327	0.7176	0.1082
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5748	0.5273	0.6222	0.6905	0.5720	0.8089	0.0907
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3210	0.2744	0.3676	0.3451	0.2002	0.4900	0.7373
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.3025	0.2568	0.3482	0.4337	0.2584	0.6090	0.1381
B6-Number of lifetime partners	1.7024	1.5721	1.8327	2.1255	1.1232	3.1278	0.4156
B1-Age at first sex	17.2557	17.0938	17.4177	17.3672	16.7879	17.9466	0.7244
Age difference between partner 1 and respondent	4.5099	4.1379	4.882	5.0259	3.5067	6.5452	0.5251

OTHER HIV RISK FACTORS

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.3819	0.3016	0.4623	0.3172	0.258	0.3764	0.2755
A14-Likely to be infected now (%High/Med)	0.1299	0.0822	0.1777	0.1414	0.0923	0.1904	0.7503
K2-STIs decrease HIV infection (%False)	0.7944	0.7266	0.8622	0.7284	0.6385	0.8182	0.2274
K6-TB can't be cured if HIV+ (%False)	0.5164	0.4276	0.6051	0.526	0.4509	0.6011	0.8858
K10 Risk of contracting HIV decreases for a circumcised man	0.2309	0.1675	0.2942	0.3628	0.2844	0.4413	0.0207
K11-Knows where to get information about HIV/AIDS	0.8001	0.7347	0.8655	0.7672	0.7027	0.8317	0.4952
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.3819	0.3016	0.4623	0.3182	0.2121	0.4243	0.4314
A14-Likely to be infected now (%High/Med)	0.1299	0.0822	0.1777	0.0503	0.0124	0.0882	0.0383
K2-STIs decrease HIV infection (%False)	0.7944	0.7266	0.8622	0.7835	0.6704	0.8967	0.8709
K6-TB can't be cured if HIV+ (%False)	0.5164	0.4276	0.6051	0.431	0.3151	0.5469	0.2564
K10 Risk of contracting HIV decreases for a circumcised man	0.2309	0.1675	0.2942	0.3942	0.2858	0.5025	0.0221
K11-Knows where to get information about HIV/AIDS	0.8001	0.7347	0.8655	0.7841	0.6862	0.8819	0.8074

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.3471	0.308	0.3863	0.378	0.2848	0.4711	0.5543
A14-Likely to be infected now (%High/Med)	0.1381	0.1033	0.1729	0.0638	0.0249	0.1027	0.0155
K2-STIs decrease HIV infection (%False)	0.7543	0.6923	0.8163	0.8345	0.7547	0.9142	0.0655
K6-TB can't be cured if HIV+ (%False)	0.5185	0.4698	0.5672	0.4751	0.3723	0.5779	0.3831
K10 Risk of contracting HIV decreases for a circumcised man	0.2908	0.2409	0.3407	0.3377	0.2602	0.4152	0.3463
K11-Knows where to get information about HIV/AIDS	0.7744	0.7285	0.8203	0.8332	0.7613	0.905	0.1211

Exposure to any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.3279	0.2916	0.3642	0.5281	0.3837	0.6726	0.0096
A14-Likely to be infected now (%High/Med)	0.1227	0.0919	0.1535	0.0932	0.0261	0.1603	0.4743
K2-STIs decrease HIV infection (%False)	0.7516	0.6938	0.8093	0.8171	0.676	0.9582	0.4321
K6-TB can't be cured if HIV+ (%False)	0.5003	0.4466	0.5539	0.6554	0.4884	0.8223	0.0888
K10 Risk of contracting HIV decreases for a circumcised man	0.3006	0.2597	0.3414	0.416	0.2488	0.5833	0.1818
K11-Knows where to get information about HIV/AIDS	0.7806	0.7373	0.8239	0.8028	0.6521	0.9535	0.7807

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.295	0.2345	0.3554	0.3686	0.3216	0.4156	0.0828
A14-Likely to be infected now (%High/Med)	0.0957	0.0565	0.135	0.1334	0.0966	0.1701	0.1701
K2-STIs decrease HIV infection (%False)	0.7148	0.6361	0.7935	0.7801	0.7218	0.8383	0.0994
K6-TB can't be cured if HIV+ (%False)	0.4793	0.3897	0.569	0.5294	0.4616	0.5971	0.3817
K10 Risk of contracting HIV decreases for a circumcised man	0.277	0.1941	0.36	0.3277	0.2773	0.3781	0.3558
K11-Knows where to get information about HIV/AIDS	0.8083	0.7517	0.865	0.763	0.7138	0.8122	0.1686

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.2441	0.1419	0.3463	0.4002	0.3302	0.4702	0.0266
A14-Likely to be infected now (%High/Med)	0.0815	0.0349	0.1281	0.1471	0.1006	0.1936	0.0519
K2-STIs decrease HIV infection (%False)	0.7675	0.682	0.8531	0.7518	0.6761	0.8275	0.7353
K6-TB can't be cured if HIV+ (%False)	0.4496	0.3353	0.5639	0.5123	0.4435	0.581	0.3179
K10 Risk of contracting HIV decreases for a circumcised man	0.202	0.1298	0.2741	0.2718	0.1855	0.3582	0.1764
K11-Knows where to get information about HIV/AIDS	0.8278	0.7395	0.9162	0.7899	0.7396	0.8402	0.4751
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.2441	0.1419	0.3463	0.3461	0.2752	0.4171	0.1694
A14-Likely to be infected now (%High/Med)	0.0815	0.0349	0.1281	0.1196	0.077	0.1623	0.2191
K2-STIs decrease HIV infection (%False)	0.7675	0.682	0.8531	0.7797	0.7136	0.8459	0.7814
K6-TB can't be cured if HIV+ (%False)	0.4496	0.3353	0.5639	0.5289	0.448	0.6097	0.2786
K10 Risk of contracting HIV decreases for a circumcised man	0.202	0.1298	0.2741	0.3797	0.3129	0.4466	0.0032
K11-Knows where to get information about HIV/AIDS	0.8278	0.7395	0.9162	0.7556	0.691	0.8203	0.1804

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.322	0.2772	0.3668	0.4197	0.3399	0.4996	0.0508
A14-Likely to be infected now (%High/Med)	0.1093	0.0785	0.1402	0.1615	0.0935	0.2294	0.1502
K2-STIs decrease HIV infection (%False)	0.7548	0.6922	0.8174	0.7558	0.6933	0.8183	0.9791
K6-TB can't be cured if HIV+ (%False)	0.508	0.449	0.5669	0.5258	0.393	0.6586	0.8114
K10 Risk of contracting HIV decreases for a circumcised man	0.3092	0.2659	0.3525	0.3144	0.2252	0.4037	0.9181
K11-Knows where to get information about HIV/AIDS	0.7762	0.7314	0.8211	0.8077	0.7293	0.8861	0.466

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.3321	0.2942	0.3699	0.4975	0.3181	0.677	0.0823
A14-Likely to be infected now (%High/Med)	0.1106	0.0834	0.1379	0.2345	0.1095	0.3594	0.0208
K2-STIs decrease HIV infection (%False)	0.7555	0.698	0.813	0.7443	0.5938	0.8949	0.8915
K6-TB can't be cured if HIV+ (%False)	0.515	0.4633	0.5667	0.4565	0.2711	0.6418	0.5015
K10 Risk of contracting HIV decreases for a circumcised man	0.3166	0.2776	0.3556	0.2312	0.1054	0.357	0.2361
K11-Knows where to get information about HIV/AIDS	0.7825	0.7403	0.8247	0.7636	0.613	0.9141	0.7927

HIV COMMUNICATION

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6384	0.5619	0.7148	0.6703	0.5879	0.7527	0.582
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1376	0.0461	0.2291	0.2135	0.1494	0.2775	0.2218
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5141	0.4451	0.5831	0.614	0.5301	0.6979	0.1321
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7052	0.6403	0.7702	0.7803	0.7064	0.8541	0.1992
A4-Sex life improves with communication with partner (%Agree)	0.9462	0.9183	0.9741	0.932	0.8992	0.9648	0.515
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1222	0.0435	0.2009	0.2266	0.1219	0.3313	0.1725
B23-Sexually satisfied with regular partner (%Very often/often)	0.8794	0.8058	0.953	0.915	0.8794	0.9507	0.3392
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6384	0.5619	0.7148	0.6434	0.5275	0.7592	0.9491
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1376	0.0461	0.2291	0.25	0.126	0.3739	0.1777
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5141	0.4451	0.5831	0.5901	0.4676	0.7127	0.3423
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7052	0.6403	0.7702	0.6789	0.5662	0.7916	0.7129
A4-Sex life improves with communication with partner (%Agree)	0.9462	0.9183	0.9741	0.9246	0.8678	0.9815	0.5162
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1222	0.0435	0.2009	0.1259	0.0396	0.2123	0.9535
B23-Sexually satisfied with regular partner (%Very often/often)	0.8794	0.8058	0.953	0.9288	0.8745	0.9832	0.2183

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6517	0.5998	0.7035	0.5944	0.4686	0.7202	0.3694
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1694	0.1268	0.212	0.1815	0.0854	0.2777	0.8218
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5626	0.5208	0.6044	0.5398	0.4248	0.6548	0.721
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.739	0.6998	0.7782	0.6584	0.5549	0.7619	0.1362
A4-Sex life improves with communication with partner (%Agree)	0.936	0.9124	0.9597	0.9656	0.9383	0.9929	0.1601
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1427	0.0955	0.1899	0.2945	0.1535	0.4355	0.0264
B23-Sexually satisfied with regular partner (%Very often/often)	0.8996	0.8597	0.9395	0.9196	0.8618	0.9773	0.535

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6414	0.5875	0.6954	0.5748	0.4287	0.7209	0.3692
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2123	0.1577	0.267	0.143	0.0342	0.2517	0.3186
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5545	0.5096	0.5994	0.573	0.4287	0.7174	0.8248
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7122	0.6697	0.7546	0.7651	0.6339	0.8962	0.49
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1568	0.1072	0.2064	0.2994	0.0904	0.5084	0.1237

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6294	0.5353	0.7235	0.6405	0.5799	0.7011	0.8412
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1564	0.0733	0.2395	0.2168	0.1599	0.2738	0.2005
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.4819	0.3997	0.5641	0.598	0.5508	0.6452	0.0201

Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.688	0.6149	0.7612	0.7334	0.6869	0.7799	0.3087
A4-Sex life improves with communication with partner (%Agree)	0.9146	0.8715	0.9577	0.9552	0.9378	0.9725	0.0498
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1128	0.0552	0.1704	0.1975	0.1283	0.2667	0.065
B23-Sexually satisfied with regular partner (%Very often/often)	0.8984	0.8358	0.961	0.9192	0.885	0.9534	0.5256

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6654	0.5471	0.7837	0.6269	0.5502	0.7035	0.5787
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.3948	0.2922	0.4974	0.59	0.5286	0.6514	0.0005
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.6588	0.5634	0.7542	0.7346	0.683	0.7862	0.1128
A4-Sex life improves with communication with partner (%Agree)	0.909	0.8421	0.976	0.9342	0.9009	0.9675	0.4721
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1036	0.0168	0.1904	0.1292	0.0645	0.1938	0.636
B23-Sexually satisfied with regular partner (%Very often/often)	0.8136	0.6805	0.9466	0.9509	0.9232	0.9787	0.004
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6654	0.5471	0.7837	0.6596	0.5785	0.7408	0.9404
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.3948	0.2922	0.4974	0.6193	0.5511	0.6876	0.0022
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.6588	0.5634	0.7542	0.7598	0.6946	0.825	0.0859
A4-Sex life improves with communication with partner (%Agree)	0.909	0.8421	0.976	0.9608	0.9431	0.9785	0.0752
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1036	0.0168	0.1904	0.2332	0.1304	0.3361	0.1228
B23-Sexually satisfied with regular partner (%Very often/often)	0.8136	0.6805	0.9466	0.904	0.8662	0.9418	0.1362

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6354	0.5805	0.6904	0.6407	0.5312	0.7502	0.9258
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1862	0.1272	0.2453	0.245	0.1431	0.3468	0.3202
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5622	0.5194	0.6049	0.5284	0.4374	0.6194	0.5014
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7243	0.6828	0.7659	0.6753	0.5992	0.7513	0.2304
A4-Sex life improves with communication with partner (%Agree)	0.9392	0.9166	0.9618	0.9442	0.9018	0.9865	0.8394
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1715	0.1175	0.2254	0.132	0.0512	0.2129	0.4126

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6419	0.5877	0.696	0.5468	0.3685	0.7251	0.3012
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.5568	0.5157	0.598	0.5369	0.3953	0.6785	0.7902
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7178	0.6765	0.7591	0.6713	0.5053	0.8373	0.5963

CONDOM USE

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.364	0.2437	0.4843	0.5429	0.4708	0.6151	0.0392
Condom use at last sex with regular partner	0.3661	0.2445	0.4878	0.5266	0.4558	0.5973	0.0668
B19a-Condom use at last sex, most recent partner	0.3674	0.2455	0.4893	0.5284	0.4574	0.5994	0.0654
B19a-Always uses condom with most recent partner	0.1489	0.1015	0.1963	0.269	0.2016	0.3363	0.0135
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5199	0.4226	0.6172	0.5711	0.5049	0.6372	0.4704
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.5772	0.494	0.6604	0.6004	0.5394	0.6613	0.6684
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5734	0.4977	0.6491	0.5946	0.5309	0.6584	0.706
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.364	0.2437	0.4843	0.5925	0.4685	0.7164	0.0359
Condom use at last sex with regular partner	0.3661	0.2445	0.4878	0.5187	0.3994	0.638	0.1362
B19a-Condom use at last sex, most recent partner	0.3674	0.2455	0.4893	0.5126	0.3925	0.6327	0.1555
B19a-Always uses condom with most recent partner	0.1489	0.1015	0.1963	0.378	0.2597	0.4963	0.0004
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5199	0.4226	0.6172	0.5437	0.4295	0.6579	0.7551
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.5772	0.494	0.6604	0.4754	0.3226	0.6281	0.3164
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5734	0.4977	0.6491	0.5821	0.4563	0.7079	0.9173

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7 - Condom use at last sex	0.4425	0.3911	0.4938	0.6206	0.4949	0.7462	0.0219
Condom use at last sex with regular partner	0.4323	0.3836	0.481	0.5644	0.4337	0.6951	0.0818
B19 - Condom use at last sex, most recent partner	0.4336	0.3847	0.4826	0.5611	0.428	0.6941	0.0974
B19a - Always use condom with most recent partner	0.2023	0.1681	0.2366	0.3187	0.2012	0.4362	0.0351
CN1 - Condom use in marriage accepted (% Strongly agree/agree)	0.5324	0.4808	0.5841	0.5794	0.4629	0.696	0.5012
CN2 - Women can ask regular partner to use condom (% Strongly agree/agree)	0.57	0.516	0.6241	0.6175	0.4931	0.7418	0.5077
CN2 - Women can ask casual partner to use condom (% Strongly agree/agree)	0.5665	0.5209	0.6121	0.6443	0.521	0.7677	0.2449

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7 - Condom use at last sex	0.4645	0.4248	0.5041	0.5102	0.3569	0.6635	0.571
Condom use at last sex with regular partner	0.4518	0.4107	0.4929	0.4331	0.2881	0.5782	0.813
B19 - Condom use at last sex, most recent partner	0.4519	0.4103	0.4935	0.4379	0.291	0.5849	0.8616
B19a - Always use condom with most recent partner	0.2353	0.1964	0.2741	0.1987	0.1022	0.2951	0.4944
CN1 - Condom use in marriage accepted (% Strongly agree/agree)	0.5389	0.4948	0.583	0.6793	0.5371	0.8215	0.076
CN2 - Women can ask regular partner to use condom (% Strongly agree/agree)	0.5732	0.5225	0.6238	0.6245	0.4851	0.764	0.4624
CN2 - Women can ask casual partner to use condom (% Strongly agree/agree)	0.5811	0.5353	0.6269	0.6759	0.5376	0.8141	0.2174

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7 - Condom use at last sex	0.4177	0.3406	0.4947	0.494	0.4505	0.5374	0.1047
Condom use at last sex with regular partner	0.4156	0.3406	0.4906	0.4678	0.4227	0.5129	0.2515
B19 - Condom use at last sex, most recent partner	0.415	0.3399	0.4902	0.4687	0.423	0.5144	0.2389
B19a - Always use condom with most recent partner	0.2195	0.1583	0.2808	0.2371	0.1865	0.2878	0.6761
CN1 - Condom use in marriage accepted (% Strongly agree/agree)	0.5045	0.4145	0.5945	0.5743	0.5231	0.6255	0.1935
CN2 - Women can ask regular partner to use condom (% Strongly agree/agree)	0.514	0.4278	0.6002	0.6115	0.5553	0.6677	0.0432
CN2 - Women can ask casual partner to use condom (% Strongly agree/agree)	0.5414	0.464	0.6189	0.614	0.5547	0.6733	0.1625

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.2959	0.177	0.4147	0.4924	0.4077	0.5771	0.0094
Condom use at last sex with regular partner	0.3063	0.1814	0.4313	0.4745	0.3905	0.5584	0.0321
Condom use at last sex among those with MP in past year	0.5702	0.3526	0.7878	0.6383	0.4935	0.7831	0.5394
B19a-Condom use at last sex, most recent partner	0.3032	0.1794	0.427	0.4758	0.3923	0.5592	0.0262
B19a-Always uses condom with most recent partner	0.1246	0.055	0.1941	0.2539	0.1907	0.3171	0.01
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.4415	0.3097	0.5732	0.5506	0.4945	0.6066	0.0807
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.4672	0.3711	0.5634	0.5889	0.5319	0.646	0.0109
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5035	0.4014	0.6056	0.5815	0.5267	0.6363	0.1869
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.2959	0.177	0.4147	0.5356	0.4784	0.5927	0.0026

Condom use at last sex with regular partner	0.3063	0.1814	0.4313	0.5029	0.4438	0.562	0.0153
Condom use at last sex among those with MP in past year	0.5702	0.3526	0.7878	0.6484	0.5301	0.7666	0.5473
B19a-Condom use at last sex, most recent partner	0.3032	0.1794	0.427	0.5043	0.4445	0.564	0.0124
B19a-Always uses condom with most recent partner	0.1246	0.055	0.1941	0.265	0.1946	0.3354	0.0178
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.4415	0.3097	0.5732	0.5913	0.5253	0.6574	0.0637
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.4672	0.3711	0.5634	0.6091	0.5395	0.6786	0.0182
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.5035	0.4014	0.6056	0.6241	0.5461	0.702	0.0684

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.4688	0.4212	0.5165	0.4632	0.3672	0.5592	0.925
Condom use at last sex with regular partner	0.4577	0.4098	0.5056	0.4209	0.3246	0.5172	0.5431
B19a-Condom use at last sex, most recent partner	0.4584	0.4101	0.5068	0.4199	0.3229	0.5169	0.5283
B19a-Always uses condom with most recent partner	0.2238	0.1849	0.2628	0.2575	0.1711	0.344	0.4472
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.5407	0.4916	0.5899	0.5837	0.4626	0.7048	0.5338
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.5667	0.5124	0.621	0.6155	0.4859	0.7452	0.4972
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.571	0.5229	0.6192	0.6553	0.5495	0.761	0.1632

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7 - Condom use at last sex	0.468	0.4295	0.5064	0.4636	0.2406	0.6866	0.9703
Condom use at last sex with regular partner	0.4568	0.4188	0.4947	0.3696	0.1523	0.5869	0.457
B19 - Condom use at last sex, most recent partner	0.4574	0.4193	0.4955	0.3674	0.1507	0.5841	0.4404
B19a - Always use condom with most recent partner	0.2426	0.2069	0.2784	0.122	0.0314	0.2126	0.0341
CN1 - Condom use in marriage accepted (% Strongly agree/agree)	0.5489	0.5031	0.5946	0.5537	0.4054	0.702	0.9514
CN2 - Women can ask regular partner to use condom (% Strongly agree/agree)	0.5666	0.5154	0.6177	0.7687	0.6134	0.924	0.0282
CN2 - Women can ask casual partner to use condom (% Strongly agree/agree)	0.5788	0.5334	0.6243	0.7521	0.5962	0.9081	0.0591

HIV TESTING

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7355	0.6692	0.8018	0.8254	0.7722	0.8786	0.0844
B24b-HIV test in the last 12 months	0.573	0.4824	0.6636	0.7087	0.6498	0.7676	0.0308
B24ci-Discussed results of most recent HIV test	0.8055	0.738	0.873	0.8331	0.7738	0.8923	0.5799
K1-If one spouse positive, the other too (%False)	0.6055	0.5221	0.6889	0.5648	0.4816	0.648	0.4887
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6149	0.5435	0.6864	0.5899	0.5203	0.6594	0.6401
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7355	0.6692	0.8018	0.8421	0.7698	0.9145	0.0689
B24b-HIV test in the last 12 months	0.573	0.4824	0.6636	0.7424	0.6084	0.8764	0.0912
B24ci-Discussed results of most recent HIV test	0.8055	0.738	0.873	0.7701	0.6581	0.8821	0.6336
K1-If one spouse positive, the other too (%False)	0.6055	0.5221	0.6889	0.6308	0.4976	0.7639	0.7708
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6149	0.5435	0.6864	0.6342	0.5263	0.7421	0.7749

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7685	0.7345	0.8025	0.8321	0.7643	0.8999	0.1429
B24b-HIV test in the last 12 months	0.6371	0.5927	0.6816	0.6881	0.5707	0.8054	0.4574
B24ci-Discussed results of most recent HIV test	0.8206	0.7797	0.8616	0.747	0.6445	0.8495	0.1911
K1-If one spouse positive, the other too (%False)	0.578	0.5144	0.6416	0.6396	0.5342	0.745	0.3137
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.598	0.5475	0.6486	0.6245	0.5251	0.724	0.6271

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7873	0.7581	0.8165	0.7528	0.6428	0.8629	0.5222
B24b-HIV test in the last 12 months	0.6557	0.617	0.6945	0.6726	0.5598	0.7854	0.7891
B24ci-Discussed results of most recent HIV test	0.8188	0.7828	0.8549	0.7519	0.5987	0.905	0.3421
K1-If one spouse positive, the other too (%False)	0.5784	0.5275	0.6294	0.6555	0.4943	0.8167	0.3747
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6185	0.5685	0.6685	0.559	0.4276	0.6904	0.4112

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.747	0.6927	0.8012	0.8063	0.7694	0.8432	0.0843
B24b-HIV test in the last 12 months	0.5658	0.4929	0.6387	0.7083	0.6669	0.7498	0.0012
B24c-Received results of most recent HIV test	0.9205	0.8856	0.9553	0.9724	0.9558	0.989	0.0029
B24ci-Discussed results of most recent HIV test	0.7501	0.6611	0.8391	0.8462	0.8041	0.8882	0.0594
K1-If one spouse positive, the other too (%False)	0.5514	0.4535	0.6493	0.6024	0.5529	0.6519	0.3414

K7-Pregnant woman should test for HIV (%True)	0.9528	0.9298	0.9757	0.9361	0.9032	0.969	0.4111
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5729	0.4782	0.6677	0.6377	0.5892	0.6862	0.2294

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7135	0.6211	0.8059	0.7572	0.7053	0.8091	0.403
B24b-HIV test in the last 12 months	0.5357	0.4238	0.6476	0.5805	0.5137	0.6472	0.4351
B24ci-Discussed results of most recent HIV test	0.7083	0.5664	0.8502	0.8214	0.7561	0.8867	0.1127
K1-If one spouse positive, the other too (%False)	0.5835	0.4681	0.6989	0.5721	0.4662	0.678	0.865
K7-Pregnant woman should test for HIV (%True)	0.9567	0.9256	0.9877	0.9255	0.8888	0.9621	0.2667
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.631	0.5183	0.7437	0.5491	0.4806	0.6177	0.2254
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7135	0.6211	0.8059	0.8458	0.7951	0.8966	0.0235
B24b-HIV test in the last 12 months	0.5357	0.4238	0.6476	0.7663	0.7166	0.816	0.0008
B24ci-Discussed results of most recent HIV test	0.7083	0.5664	0.8502	0.8475	0.7887	0.9063	0.0814
K1-If one spouse positive, the other too (%False)	0.5835	0.4681	0.6989	0.6119	0.544	0.6799	0.7125
K7-Pregnant woman should test for HIV (%True)	0.9567	0.9256	0.9877	0.9486	0.9157	0.9815	0.7552
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.631	0.5183	0.7437	0.6493	0.5771	0.7216	0.7708

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7794	0.7498	0.8091	0.8104	0.7303	0.8904	0.4815
B24b-HIV test in the last 12 months	0.644	0.6012	0.6868	0.7115	0.6223	0.8007	0.2275
B24ci-Discussed results of most recent HIV test	0.8141	0.7759	0.8524	0.8176	0.725	0.9103	0.9442
K1-If one spouse positive, the other too (%False)	0.5854	0.5215	0.6494	0.5774	0.4527	0.7021	0.9200
K7-Pregnant woman should test for HIV (%True)	0.948	0.9284	0.9677	0.9207	0.8595	0.9818	0.3225
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.601	0.5518	0.6503	0.6671	0.5733	0.7609	0.2077

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.79	0.7604	0.8196	0.6826	0.5357	0.8296	0.1283
B24b-HIV test in the last 12 months	0.6578	0.6201	0.6955	0.6453	0.5057	0.785	0.8681
B24ci-Discussed results of most recent HIV test	0.8187	0.7828	0.8545	0.7376	0.5532	0.9219	0.3342
K1-If one spouse positive, the other too (%False)	0.5809	0.5289	0.6329	0.6329	0.4613	0.8045	0.5807
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.6161	0.5685	0.6636	0.5783	0.432	0.7246	0.6156

HIV TREATMENT

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.1883	0.1282	0.2485	0.2168	0.1695	0.2641	0.4952
PC6-Willing to Care for Someone on ART	0.8299	0.7766	0.8832	0.7971	0.7298	0.8643	0.3942
K3-PLHIV on ART can transmit HIV (%True)	0.7152	0.6486	0.7819	0.6853	0.6206	0.75	0.5382
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8924	0.8476	0.9373	0.8583	0.8017	0.915	0.37
K8a-ARVs prevent MCT during pregnancy	0.7204	0.6389	0.8018	0.7416	0.6733	0.8098	0.7226
K8b-ARVs prevent MCT during childbirth	0.5903	0.5083	0.6722	0.6347	0.5675	0.7019	0.4391
K8c-ARVs prevent MCT during breastfeeding	0.6149	0.5408	0.689	0.6557	0.5904	0.7209	0.4466
K9-People on ART have to stay on treatment for rest of lives	0.7149	0.6305	0.7992	0.7268	0.6539	0.7996	0.7942
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.604	0.5319	0.6761	0.5734	0.4996	0.6472	0.5891
B29- Ever participated in PMTCT program (among ever pregnant)	0.2433	0.1621	0.3244	0.2853	0.2177	0.3529	0.4476

Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.1883	0.1282	0.2485	0.2263	0.1302	0.3225	0.4833
PC6-Willing to Care for Someone on ART	0.8299	0.7766	0.8832	0.6672	0.5505	0.784	0.0067
K3-PLHIV on ART can transmit HIV (%True)	0.7152	0.6486	0.7819	0.5821	0.4471	0.7172	0.1267
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8924	0.8476	0.9373	0.8951	0.8351	0.9552	0.9463
K8a-ARVs prevent MCT during pregnancy	0.7204	0.6389	0.8018	0.7828	0.6974	0.8681	0.3652
K8b-ARVs prevent MCT during childbirth	0.5903	0.5083	0.6722	0.7043	0.6092	0.7995	0.0617
K8c-ARVs prevent MCT during breastfeeding	0.6149	0.5408	0.689	0.7474	0.6623	0.8325	0.035
K9-People on ART have to stay on treatment for rest of lives	0.7149	0.6305	0.7992	0.7554	0.6371	0.8737	0.5852
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.604	0.5319	0.6761	0.6087	0.4936	0.7238	0.9462
B29- Ever participated in PMTCT program (among ever pregnant)	0.2433	0.1621	0.3244	0.1828	0.0891	0.2764	0.3879

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.192	0.1571	0.2268	0.2347	0.1338	0.3357	0.4103
PC6-Willing to Care for Someone on ART	0.8195	0.7736	0.8655	0.6789	0.5867	0.7711	0.0024
K3-PLHIV on ART can transmit HIV (%True)	0.7015	0.6565	0.7466	0.6751	0.5817	0.7685	0.58
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8727	0.8355	0.91	0.9066	0.8611	0.9521	0.2562
K8a-ARVs prevent MCT during pregnancy	0.7254	0.6778	0.773	0.7954	0.7196	0.8713	0.1535
K8b-ARVs prevent MCT during childbirth	0.6068	0.5553	0.6584	0.6882	0.5931	0.7832	0.1146

K8c-ARVs prevent MCT during breastfeeding	0.6263	0.5803	0.6722	0.7518	0.6729	0.8306	0.01
K9-People on ART have to stay on treatment for rest of lives	0.7108	0.6438	0.7778	0.8282	0.7539	0.9024	0.0115
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.579	0.5278	0.6301	0.6196	0.5017	0.7374	0.529
B29- Ever participated in PMTCT program (among ever pregnant)	0.2541	0.2066	0.3016	0.1633	0.1037	0.2229	0.0239

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2175	0.1745	0.2605	0.2056	0.1224	0.2888	0.8195
PC6-Willing to Care for Someone on ART	0.8084	0.7615	0.8553	0.7641	0.6325	0.8956	0.46
K3-PLHIV on ART can transmit HIV (%True)	0.6693	0.6263	0.7122	0.7508	0.6218	0.8798	0.2545
K8a-ARVs prevent MCT during pregnancy	0.7477	0.7061	0.7892	0.7062	0.5754	0.8369	0.5218
K8b-ARVs prevent MCT during childbirth	0.6331	0.5842	0.6819	0.6548	0.5064	0.8033	0.784
K8c-ARVs prevent MCT during breastfeeding	0.6662	0.6222	0.7101	0.5799	0.4578	0.702	0.1873
K9-People on ART have to stay on treatment for rest of lives	0.7307	0.6631	0.7983	0.732	0.5987	0.8654	0.9848
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.601	0.5493	0.6527	0.576	0.4303	0.7217	0.7617
B29- Ever participated in PMTCT program (among ever pregnant)	0.2473	0.2038	0.2908	0.2311	0.0988	0.3634	0.8079

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.176	0.1187	0.2333	0.2362	0.1871	0.2853	0.1147
PC6-Willing to Care for Someone on ART	0.7951	0.716	0.8743	0.8131	0.7635	0.8628	0.6735
K3-PLHIV on ART can transmit HIV (%True)	0.675	0.602	0.7481	0.6745	0.6094	0.7396	0.9924
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8646	0.8152	0.9139	0.8941	0.8532	0.9351	0.3633
K8a-ARVs prevent MCT during pregnancy	0.7611	0.6807	0.8415	0.7346	0.6944	0.7748	0.5571
K8b-ARVs prevent MCT during childbirth	0.6288	0.5357	0.7219	0.6382	0.5856	0.6908	0.863
K8c-ARVs prevent MCT during breastfeeding	0.6669	0.5689	0.7649	0.6551	0.603	0.7072	0.8526
K9-People on ART have to stay on treatment for rest of lives	0.7741	0.7075	0.8408	0.704	0.6257	0.7824	0.0612
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5734	0.4809	0.666	0.614	0.5609	0.667	0.4589
B29- Ever participated in PMTCT program (among ever pregnant)	0.2854	0.1985	0.3724	0.2279	0.1697	0.2862	0.3369

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.1845	0.1	0.269	0.1576	0.1073	0.2079	0.5762
PC6-Willing to Care for Someone on ART	0.7933	0.7004	0.8861	0.8287	0.7654	0.8921	0.4282
K3-PLHIV on ART can transmit HIV (%True)	0.6656	0.563	0.7682	0.7231	0.6593	0.7868	0.3443
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8553	0.7857	0.925	0.9028	0.862	0.9436	0.1904
K8a-ARVs prevent MCT during pregnancy	0.7515	0.641	0.8621	0.7135	0.6219	0.8052	0.5731
K8b-ARVs prevent MCT during childbirth	0.5997	0.4854	0.7139	0.5865	0.5036	0.6695	0.8385
K8c-ARVs prevent MCT during breastfeeding	0.6811	0.5696	0.7926	0.6063	0.5224	0.6903	0.247
K9-People on ART have to stay on treatment for rest of lives	0.8071	0.7272	0.887	0.6628	0.5872	0.7384	0.007
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6306	0.5251	0.736	0.5378	0.4711	0.6045	0.133
B29- Ever participated in PMTCT program (among ever pregnant)	0.302	0.1875	0.4164	0.222	0.1583	0.2857	0.1529
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.1845	0.1	0.269	0.2508	0.1935	0.308	0.2294
PC6-Willing to Care for Someone on ART	0.7933	0.7004	0.8861	0.7778	0.7011	0.8546	0.8061
K3-PLHIV on ART can transmit HIV (%True)	0.6656	0.563	0.7682	0.665	0.5797	0.7502	0.9937
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8553	0.7857	0.925	0.8755	0.8176	0.9334	0.6929
K8a-ARVs prevent MCT during pregnancy	0.7515	0.641	0.8621	0.7557	0.702	0.8094	0.9531
K8b-ARVs prevent MCT during childbirth	0.5997	0.4854	0.7139	0.6746	0.6106	0.7387	0.2439
K8c-ARVs prevent MCT during breastfeeding	0.6811	0.5696	0.7926	0.6787	0.6122	0.7452	0.974
K9-People on ART have to stay on treatment for rest of lives	0.8071	0.7272	0.887	0.7386	0.6474	0.8298	0.1924
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.6306	0.5251	0.736	0.6233	0.5498	0.6969	0.9083
B29- Ever participated in PMTCT program (among ever pregnant)	0.302	0.1875	0.4164	0.2461	0.1709	0.3213	0.4789

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2267	0.1848	0.2687	0.1838	0.119	0.2486	0.2401
PC6-Willing to Care for Someone on ART	0.8128	0.7651	0.8605	0.7702	0.6646	0.8758	0.4073
K3-PLHIV on ART can transmit HIV (%True)	0.6943	0.6484	0.7402	0.5937	0.4949	0.6925	0.0692
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8889	0.8531	0.9247	0.8508	0.7851	0.9165	0.2884
K8a-ARVs prevent MCT during pregnancy	0.7417	0.6932	0.7902	0.7568	0.6952	0.8185	0.7112
K8b-ARVs prevent MCT during childbirth	0.6211	0.565	0.6773	0.6929	0.617	0.7688	0.1578
K8c-ARVs prevent MCT during breastfeeding	0.6526	0.6006	0.7047	0.6887	0.6195	0.7578	0.4729
K9-People on ART have to stay on treatment for rest of lives	0.7208	0.6541	0.7875	0.771	0.6475	0.8944	0.441
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5824	0.5306	0.6342	0.6674	0.5842	0.7506	0.0805
B29- Ever participated in PMTCT program (among ever pregnant)	0.2329	0.1888	0.277	0.2985	0.2061	0.3908	0.1543

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.218	0.1769	0.2591	0.1945	0.0927	0.2963	0.6893
PC6-Willing to Care for Someone on ART	0.816	0.7734	0.8585	0.6116	0.3777	0.8455	0.0383
K3-PLHIV on ART can transmit HIV (%True)	0.6704	0.6269	0.7139	0.7546	0.592	0.9173	0.3567
K8a-ARVs prevent MCT during pregnancy	0.7369	0.6939	0.7799	0.8524	0.7515	0.9533	0.0849
K8b-ARVs prevent MCT during childbirth	0.6304	0.5823	0.6786	0.701	0.5361	0.866	0.4333
K8c-ARVs prevent MCT during breastfeeding	0.6613	0.617	0.7055	0.6303	0.4623	0.7983	0.7345
K9-People on ART have to stay on treatment for rest of lives	0.7259	0.6592	0.7925	0.8215	0.6952	0.9477	0.1971
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5943	0.5457	0.643	0.6808	0.5461	0.8156	0.2504
B29- Ever participated in PMTCT program (among ever pregnant)	0.2442	0.1996	0.2888	0.2695	0.1266	0.4125	0.724

HIV STIGMA

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6572	0.5711	0.7432	0.6287	0.5477	0.7097	0.6596
A9-HIV is punishment for sinning (%Disagree)	0.6432	0.5535	0.733	0.7607	0.7027	0.8188	0.0409
A11-Only promiscuous people get HIV (%Disagree)	0.7913	0.7412	0.8413	0.8225	0.7548	0.8903	0.4589
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7443	0.6793	0.8093	0.7084	0.6331	0.7836	0.5026
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4992	0.4083	0.5901	0.4227	0.3541	0.4913	0.1978
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6572	0.5711	0.7432	0.5718	0.4635	0.6802	0.2373
A9-HIV is punishment for sinning (%Disagree)	0.6432	0.5535	0.733	0.8083	0.716	0.9005	0.0147
A11-Only promiscuous people get HIV (%Disagree)	0.7913	0.7412	0.8413	0.8807	0.8174	0.9439	0.0664
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7443	0.6793	0.8093	0.7284	0.6239	0.8328	0.8101
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4992	0.4083	0.5901	0.4092	0.2738	0.5447	0.3268

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A7-When learn that you are HIV+, life is over (%Disagree)	0.8865	0.8489	0.9241	0.9326	0.8849	0.9804	0.1185
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.642	0.5854	0.6987	0.585	0.4707	0.6994	0.3269
A9-HIV is punishment for sinning (%Disagree)	0.7013	0.652	0.7506	0.7774	0.6918	0.8631	0.0833
A11-Only promiscuous people get HIV (%Disagree)	0.797	0.7516	0.8424	0.8868	0.8367	0.9369	0.0168
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7305	0.6846	0.7764	0.6767	0.5744	0.7791	0.3151
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4648	0.4084	0.5213	0.3667	0.2474	0.4859	0.1273

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6312	0.5791	0.6833	0.5891	0.4439	0.7343	0.5597
A9-HIV is punishment for sinning (%Disagree)	0.7247	0.673	0.7765	0.7056	0.5796	0.8317	0.7913
A11-Only promiscuous people get HIV (%Disagree)	0.8166	0.7787	0.8545	0.8415	0.7261	0.9568	0.6677
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7207	0.6715	0.77	0.8041	0.6856	0.9225	0.283

CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4583	0.4032	0.5134	0.4677	0.3124	0.6229	0.8979
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Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A7-When learn that you are HIV+, life is over (%Disagree)	0.868	0.8244	0.9117	0.9002	0.8628	0.9376	0.1143
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.5535	0.4785	0.6285	0.6718	0.6045	0.739	0.0214
A9-HIV is punishment for sinning (%Disagree)	0.712	0.6269	0.7972	0.7307	0.6681	0.7933	0.7391
A11-Only promiscuous people get HIV (%Disagree)	0.7791	0.7105	0.8476	0.8442	0.8034	0.8849	0.0756
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7667	0.7004	0.833	0.705	0.6449	0.7651	0.2078
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4323	0.3331	0.5314	0.4739	0.4114	0.5364	0.4617

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A7-When learn that you are HIV+, life is over (%Disagree)	0.8704	0.8077	0.9331	0.9043	0.8704	0.9381	0.3114
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.5207	0.4027	0.6387	0.692	0.6161	0.7678	0.0057
A9-HIV is punishment for sinning (%Disagree)	0.6409	0.5259	0.756	0.7341	0.6685	0.7998	0.0688
A11-Only promiscuous people get HIV (%Disagree)	0.7513	0.6723	0.8302	0.8065	0.7488	0.8642	0.2144
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.768	0.6653	0.8708	0.7364	0.6739	0.7989	0.6334
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4845	0.3538	0.6153	0.414	0.3325	0.4955	0.3614
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A7-When learn that you are HIV+, life is over (%Disagree)	0.8704	0.8077	0.9331	0.9142	0.8693	0.959	0.1445
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.5207	0.4027	0.6387	0.6423	0.5564	0.7281	0.1268
A9-HIV is punishment for sinning (%Disagree)	0.6409	0.5259	0.756	0.7474	0.6711	0.8237	0.1446
A11-Only promiscuous people get HIV (%Disagree)	0.7513	0.6723	0.8302	0.8629	0.8134	0.9123	0.0121
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.768	0.6653	0.8708	0.7011	0.6249	0.7772	0.3402
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4845	0.3538	0.6153	0.4715	0.3917	0.5512	0.8696

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A7-When learn that you are HIV+, life is over (%Disagree)	0.8844	0.8464	0.9224	0.8874	0.828	0.9467	0.9242
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6141	0.5534	0.6748	0.6922	0.6043	0.7802	0.1684
A9-HIV is punishment for sinning (%Disagree)	0.7082	0.6554	0.7611	0.7856	0.7088	0.8623	0.1037
A11-Only promiscuous people get HIV (%Disagree)	0.8022	0.7572	0.8471	0.8873	0.8318	0.9428	0.0398
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.6988	0.6439	0.7537	0.8389	0.7692	0.9086	0.0111
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4422	0.3849	0.4995	0.5255	0.41	0.6409	0.1672

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6273	0.5741	0.6806	0.6492	0.4874	0.811	0.7982
A9-HIV is punishment for sinning (%Disagree)	0.731	0.6812	0.7809	0.5978	0.4527	0.7428	0.0647
A11-Only promiscuous people get HIV (%Disagree)	0.8184	0.7801	0.8567	0.8066	0.6633	0.9498	0.8653
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7185	0.6724	0.7645	0.8677	0.7649	0.9705	0.0431
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4531	0.3988	0.5073	0.5528	0.351	0.7547	0.3034

GENDER-BASED VIOLENCE

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0357	0.0112	0.0601	0.0551	0.0266	0.0835	0.3522
G2-Physical GBV in the last 12 months	0.0509	0.024	0.0778	0.1131	0.069	0.1572	0.0311
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.6118	0.5272	0.6964	0.5868	0.5071	0.6665	0.6971
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0357	0.0112	0.0601	0.0717	0.0119	0.1315	0.2815
G2-Physical GBV in the last 12 months	0.0509	0.024	0.0778	0.0649	0.02	0.1098	0.6245
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.6118	0.5272	0.6964	0.5882	0.4569	0.7194	0.7837

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0414	0.0248	0.0581	0.0201	0.0033	0.0368	0.1228
G2-Physical GBV in the last 12 months	0.0737	0.0531	0.0943	0.0945	0.0368	0.1521	0.4708
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5956	0.5398	0.6515	0.5818	0.4522	0.7114	0.8452

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0489	0.0309	0.067	0.0379	0.004	0.0718	0.5845
G2-Physical GBV in the last 12 months	0.0724	0.0525	0.0922	0.0988	0.0265	0.1711	0.4445
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.6116	0.5562	0.667	0.5287	0.3761	0.6813	0.3437

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0272	0.0103	0.0442	0.0588	0.035	0.0826	0.0422
G2-Physical GBV in the last 12 months	0.0457	0.0244	0.0671	0.0904	0.0616	0.1192	0.0218
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5496	0.4601	0.6391	0.6394	0.5779	0.7009	0.1036

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G2-Physical GBV in the last 12 months	0.0222	0.0061	0.0382	0.0789	0.0479	0.1099	0.0002
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.6193	0.4974	0.7412	0.5235	0.4305	0.6165	0.235

Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G2-Physical GBV in the last 12 months	0.0222	0.0061	0.0382	0.106	0.0627	0.1494	0.0007
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.6193	0.4974	0.7412	0.6543	0.5734	0.7352	0.6438

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0462	0.0286	0.0638	0.0525	0.0185	0.0865	0.7188
G2-Physical GBV in the last 12 months	0.0763	0.0557	0.097	0.0678	0.0328	0.1029	0.6659
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5797	0.5235	0.6359	0.7144	0.6114	0.8175	0.0336

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.604	0.5515	0.6565	0.6318	0.4962	0.7673	0.7029

BORDER AREAS

MULTIPLE PARTNERS

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2691	0.2173	0.3209	0.2855	0.2116	0.3594	0.7814
B4-Multiple partners (past month)	0.0809	0.0516	0.1102	0.1049	0.0521	0.1577	0.4255
B3-More than one partner within 3 months period (past 12 months)	0.2299	0.1807	0.2791	0.2698	0.1987	0.3409	0.3954
B5-Reports currently having more than one partner	0.1447	0.1131	0.1763	0.1204	0.0567	0.1842	0.5145
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1868	0.1337	0.2399	0.1184	0.0699	0.1669	0.1442
B9- Husband has other sexual partner (%yes/suspect)	0.229	0.1337	0.3242	0.1788	0.1007	0.2568	0.469
B20-Received gifts for sex from most recent partner	0.1515	0.0925	0.2104	0.2164	0.1463	0.2865	0.1245
B20-Received gifts for sex from 2nd most recent partner	0.2498	0.15	0.3496	0.3267	0.2152	0.4381	0.302
B21-Gave gifts for sex to most recent partner	0.1393	0.0858	0.1927	0.1538	0.0997	0.2079	0.61
B21-Gave gifts for sex to 2nd most recent partner	0.2586	0.1562	0.361	0.23	0.1491	0.3108	0.7075
K5-Multiple sexual partners increase HIV risk (%True)	0.9563	0.9198	0.9929	0.9678	0.9427	0.9929	0.6165
A1-Most married men faithful to wives (%Agree)	0.1654	0.1144	0.2163	0.1394	0.0718	0.2071	0.5285
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.6795	0.6247	0.7343	0.743	0.6761	0.81	0.1708
A3-Need someone to fill gap (%Disagree)	0.5368	0.4178	0.6559	0.541	0.4695	0.6125	0.9496
A5-Men with many women are real men (%Disagree)	0.9614	0.9364	0.9863	0.9011	0.8437	0.9585	0.083
A6-Men have right to get sex for gifts (%Disagree)	0.617	0.5639	0.6701	0.6472	0.5814	0.713	0.5399
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.4981	0.4285	0.5678	0.6187	0.539	0.6984	0.0484
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2777	0.2202	0.3352	0.3299	0.2725	0.3872	0.3019
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2529	0.1985	0.3074	0.3222	0.2491	0.3954	0.2155
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2691	0.2173	0.3209	0.413	0.3238	0.5022	0.0119
B4-Multiple partners (past month)	0.0809	0.0516	0.1102	0.1272	0.0535	0.2008	0.1615
B3-More than one partner within 3 months period (past 12 months)	0.2299	0.1807	0.2791	0.3141	0.2154	0.4129	0.1678
B5-Reports currently having more than one partner	0.1447	0.1131	0.1763	0.2522	0.1537	0.3506	0.0348
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1868	0.1337	0.2399	0.2643	0.1784	0.3502	0.1644

B9- Husband has other sexual partner (%yes/suspect)	0.229	0.1337	0.3242	0.3871	0.2293	0.5449	0.1597
B20-Received gifts for sex from most recent partner	0.1515	0.0925	0.2104	0.2097	0.128	0.2913	0.2316
B20-Received gifts for sex from 2nd most recent partner	0.2498	0.15	0.3496	0.2163	0.1016	0.3309	0.6624
B21-Gave gifts for sex to most recent partner	0.1393	0.0858	0.1927	0.1479	0.0872	0.2087	0.7862
B21-Gave gifts for sex to 2nd most recent partner	0.2586	0.1562	0.361	0.1999	0.096	0.3039	0.4917
K5-Multiple sexual partners increase HIV risk (%True)	0.9563	0.9198	0.9929	0.9639	0.9334	0.9943	0.7789
A1-Most married men faithful to wives (%Agree)	0.1654	0.1144	0.2163	0.2085	0.1192	0.2977	0.4119
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.6795	0.6247	0.7343	0.7052	0.6283	0.7822	0.6596
A3-Need someone to fill gap (%Disagree)	0.5368	0.4178	0.6559	0.4965	0.3875	0.6054	0.5808
A5-Men with many women are real men (%Disagree)	0.9614	0.9364	0.9863	0.8956	0.8216	0.9696	0.1147
A6-Men have right to get sex for gifts (%Disagree)	0.617	0.5639	0.6701	0.645	0.5164	0.7736	0.7251
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.4981	0.4285	0.5678	0.7056	0.6243	0.7869	0.0013
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2777	0.2202	0.3352	0.3438	0.2416	0.446	0.316
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2529	0.1985	0.3074	0.4553	0.3456	0.5651	0.0077

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2796	0.2487	0.3105	0.3746	0.2948	0.4544	0.0268
B4-Multiple partners (past month)	0.0901	0.0631	0.1171	0.1065	0.0453	0.1678	0.5395
B3-More than one partner within 3 months period (past 12 months)	0.2492	0.212	0.2864	0.26	0.186	0.3341	0.795
B5-Reports currently having more than one partner	0.1349	0.105	0.1647	0.2217	0.1354	0.3079	0.0299
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1574	0.1341	0.1807	0.2411	0.1674	0.3148	0.0334
B9- Husband has other wife (%yes/suspect)	0.1275	0.09	0.1651	0.176	0.0822	0.2697	0.3556
B9- Husband has other sexual partner (%yes/suspect)	0.2089	0.1565	0.2612	0.3278	0.1991	0.4564	0.0716
B20-Received gifts for sex from most recent partner	0.1887	0.1309	0.2465	0.186	0.1235	0.2485	0.9312
B20-Received gifts for sex from 2nd most recent partner	0.244	0.1665	0.3215	0.3414	0.2176	0.4652	0.1256
B21-Gave gifts for sex to most recent partner	0.146	0.0971	0.1948	0.1568	0.1001	0.2136	0.6765
B21-Gave gifts for sex to 2nd most recent partner	0.2369	0.1736	0.3003	0.2424	0.1248	0.3599	0.9416
K5-Multiple sexual partners increase HIV risk (%True)	0.9644	0.9424	0.9864	0.9552	0.9237	0.9867	0.6051
A1-Most married men faithful to wives (%Agree)	0.1502	0.1058	0.1946	0.2176	0.146	0.2891	0.0536
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7083	0.671	0.7456	0.7006	0.6388	0.7625	0.8447

A3-Need someone to fill gap (%Disagree)	0.5382	0.4645	0.612	0.5135	0.3946	0.6323	0.5742
A5-Men with many women are real men (%Disagree)	0.9395	0.9144	0.9645	0.9179	0.8492	0.9866	0.5446
A6-Men have right to get sex for gifts (%Disagree)	0.6293	0.5857	0.673	0.6569	0.5694	0.7443	0.5782
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5503	0.4966	0.6041	0.6609	0.5736	0.7482	0.0544
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2973	0.2636	0.331	0.3528	0.264	0.4416	0.2521
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2787	0.2456	0.3119	0.4372	0.3432	0.5311	0.0027

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.3109	0.268	0.3538	0.2732	0.1919	0.3546	0.4883
B4-Multiple partners (past month)	0.0928	0.0578	0.1278	0.1034	0.0403	0.1664	0.783
B3-More than one partner within 3 months period (past 12 months)	0.2551	0.2139	0.2964	0.2726	0.1645	0.3807	0.7766
B5-Reports currently having more than one partner	0.1611	0.1153	0.207	0.1388	0.0844	0.1931	0.5696
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1748	0.1415	0.208	0.1921	0.1121	0.2721	0.7174
B9- Husband has other sexual partner (%yes/suspect)	0.2491	0.186	0.3123	0.186	0.0907	0.2814	0.3876
B20-Received gifts for sex from most recent partner	0.1887	0.1322	0.2452	0.2034	0.1394	0.2675	0.6619
B20-Received gifts for sex from 2nd most recent partner	0.2793	0.1959	0.3628	0.2689	0.1519	0.386	0.8855
B21-Gave gifts for sex to most recent partner	0.1435	0.0954	0.1916	0.182	0.1005	0.2635	0.3669
B21-Gave gifts for sex to 2nd most recent partner	0.2487	0.1906	0.3067	0.1872	0.0497	0.3248	0.5014
A1-Most married men faithful to wives (%Agree)	0.1637	0.1208	0.2066	0.1859	0.1192	0.2525	0.4645
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.6971	0.6564	0.7378	0.7677	0.7104	0.8249	0.1288
A3-Need someone to fill gap (%Disagree)	0.5335	0.4528	0.6143	0.5344	0.4167	0.6521	0.9896
A6-Men have right to get sex for gifts (%Disagree)	0.6284	0.5864	0.6705	0.6428	0.5516	0.734	0.7816
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5742	0.5292	0.6193	0.6039	0.5289	0.6788	0.4811
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3068	0.2658	0.3478	0.3141	0.197	0.4313	0.9184
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.3009	0.2601	0.3416	0.3665	0.2644	0.4687	0.2996

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.293	0.2247	0.3613	0.3114	0.2628	0.3599	0.7149
B4-Multiple partners (past month)	0.0964	0.0635	0.1293	0.0935	0.0511	0.136	0.9105
B3-More than one partner within 3 months period (past 12 months)	0.2472	0.166	0.3285	0.2671	0.2116	0.3227	0.7414
B5-Reports currently having more than one partner	0.1319	0.0849	0.179	0.1755	0.1227	0.2282	0.239
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1493	0.105	0.1936	0.2018	0.1507	0.2528	0.2155
B8- Wife has other sexual partner (%yes/suspect)	0.1663	0.0837	0.249	0.2358	0.1231	0.3485	0.3096
B9- Husband has other wife (%yes/suspect)	0.3167	0.2044	0.4289	0.0806	0.0489	0.1122	0.0006
B9- Husband has other sexual partner (%yes/suspect)	0.3376	0.2214	0.4539	0.2053	0.1451	0.2655	0.1349
B20-Received gifts for sex from most recent partner	0.1891	0.1247	0.2535	0.1931	0.1355	0.2508	0.9034
B20-Received gifts for sex from 2nd most recent partner	0.2456	0.1477	0.3435	0.3057	0.2076	0.4038	0.3724
B21-Gave gifts for sex to most recent partner	0.1564	0.0956	0.2172	0.1465	0.0992	0.1938	0.7424
B21-Gave gifts for sex to 2nd most recent partner	0.2146	0.1343	0.2948	0.2592	0.2033	0.3151	0.3984
K5-Multiple sexual partners increase HIV risk (%True)	0.9641	0.9396	0.9885	0.9538	0.93	0.9775	0.4802
A1-Most married men faithful to wives (%Agree)	0.2072	0.1445	0.2699	0.1318	0.0934	0.1702	0.0067
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7029	0.6347	0.771	0.7144	0.6669	0.7618	0.8194
A3-Need someone to fill gap (%Disagree)	0.5741	0.4896	0.6586	0.5044	0.4188	0.5899	0.1189
A5-Men with many women are real men (%Disagree)	0.9404	0.9047	0.9762	0.9312	0.9021	0.9604	0.6874
A6-Men have right to get sex for gifts (%Disagree)	0.6485	0.5915	0.7055	0.6184	0.5585	0.6784	0.5206
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.564	0.4906	0.6374	0.5897	0.5464	0.633	0.5343
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2655	0.2005	0.3305	0.3326	0.2952	0.37	0.1095
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2712	0.1995	0.3429	0.3363	0.2831	0.3895	0.247

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2443	0.1697	0.319	0.353	0.2718	0.4342	0.0665
B4-Multiple partners (past month)	0.0834	0.0482	0.1186	0.0749	0.0359	0.114	0.6777
B3-More than one partner within 3 months period (past 12 months)	0.2192	0.1253	0.3131	0.2441	0.1852	0.303	0.6463
B5-Reports currently having more than one partner	0.1248	0.0674	0.1821	0.1415	0.0843	0.1987	0.7073

B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1504	0.0835	0.2172	0.1608	0.1132	0.2083	0.8205
B9- Husband has other sexual partner (%yes/suspect)	0.4083	0.165	0.6516	0.2428	0.1623	0.3233	0.1995
B20-Received gifts for sex from most recent partner	0.1882	0.0908	0.2856	0.1462	0.0902	0.2023	0.4651
B20-Received gifts for sex from 2nd most recent partner	0.2285	0.1116	0.3453	0.2307	0.1212	0.3402	0.9754
B21-Gave gifts for sex to most recent partner	0.1494	0.0695	0.2292	0.1235	0.0746	0.1725	0.5446
B21-Gave gifts for sex to 2nd most recent partner	0.3135	0.1736	0.4534	0.1675	0.0956	0.2393	0.0332
K5-Multiple sexual partners increase HIV risk (%True)	0.9761	0.9522	0.9999	0.9524	0.9239	0.9809	0.1248
A1-Most married men faithful to wives (%Agree)	0.2106	0.1405	0.2807	0.1716	0.1116	0.2316	0.2883
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7267	0.6455	0.8078	0.6153	0.5592	0.6714	0.0341
A3-Need someone to fill gap (%Disagree)	0.6702	0.5659	0.7744	0.4412	0.3454	0.5369	0.0003
A5-Men with many women are real men (%Disagree)	0.9593	0.9237	0.9949	0.9203	0.8776	0.963	0.2261
A6-Men have right to get sex for gifts (%Disagree)	0.6577	0.562	0.7533	0.6151	0.5491	0.6812	0.5245
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.4862	0.3824	0.59	0.5571	0.492	0.6221	0.2291
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2305	0.1427	0.3182	0.3178	0.2812	0.3544	0.0572
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2029	0.1198	0.2861	0.3152	0.2636	0.3669	0.0163
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2443	0.1697	0.319	0.2965	0.2371	0.3559	0.3012
B4-Multiple partners (past month)	0.0834	0.0482	0.1186	0.1221	0.0609	0.1833	0.3385
B3-More than one partner within 3 months period (past 12 months)	0.2192	0.1253	0.3131	0.2926	0.2268	0.3584	0.2988
B5-Reports currently having more than one partner	0.1248	0.0674	0.1821	0.1815	0.1228	0.2403	0.1924
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1504	0.0835	0.2172	0.2005	0.148	0.253	0.3534
B9- Husband has other sexual partner (%yes/suspect)	0.4083	0.165	0.6516	0.2022	0.1228	0.2817	0.1816
B20-Received gifts for sex from most recent partner	0.1882	0.0908	0.2856	0.2124	0.1451	0.2797	0.6885
B20-Received gifts for sex from 2nd most recent partner	0.2285	0.1116	0.3453	0.3345	0.2152	0.4538	0.2591
B21-Gave gifts for sex to most recent partner	0.1494	0.0695	0.2292	0.1617	0.1053	0.218	0.8002
B21-Gave gifts for sex to 2nd most recent partner	0.3135	0.1736	0.4534	0.2619	0.1825	0.3413	0.5693
K5-Multiple sexual partners increase HIV risk (%True)	0.9761	0.9522	0.9999	0.9592	0.9347	0.9838	0.3161
A1-Most married men faithful to wives (%Agree)	0.2106	0.1405	0.2807	0.127	0.0794	0.1746	0.031

A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7267	0.6455	0.8078	0.7658	0.7202	0.8114	0.4784
A3-Need someone to fill gap (%Disagree)	0.6702	0.5659	0.7744	0.5218	0.4493	0.5943	0.0155
A5-Men with many women are real men (%Disagree)	0.9593	0.9237	0.9949	0.9297	0.8968	0.9627	0.3344
A6-Men have right to get sex for gifts (%Disagree)	0.6577	0.562	0.7533	0.6332	0.5568	0.7096	0.7291
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.4862	0.3824	0.59	0.6417	0.586	0.6973	0.012
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2305	0.1427	0.3182	0.3342	0.282	0.3864	0.0899
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2029	0.1198	0.2861	0.3587	0.2898	0.4275	0.042

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2863	0.2485	0.3241	0.3621	0.2881	0.4362	0.0993
B4-Multiple partners (past month)	0.0845	0.0579	0.1111	0.1322	0.0757	0.1886	0.0335
B3-More than one partner within 3 months period (past 12 months)	0.2434	0.1938	0.293	0.3165	0.2301	0.4029	0.2189
B5-Reports currently having more than one partner	0.1451	0.1067	0.1834	0.199	0.1351	0.2628	0.1094
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1657	0.1322	0.1992	0.2248	0.1543	0.2953	0.1658
B9- Husband has other wife (%yes/suspect)	0.1188	0.0776	0.1601	0.1979	0.0681	0.3278	0.2854
B9- Husband has other sexual partner (%yes/suspect)	0.2166	0.1541	0.279	0.3045	0.2024	0.4067	0.1843
B20-Received gifts for sex from most recent partner	0.1614	0.106	0.2168	0.3124	0.2337	0.3912	0.0025
B20-Received gifts for sex from 2nd most recent partner	0.2539	0.1682	0.3396	0.3549	0.2422	0.4676	0.1293
B21-Gave gifts for sex to most recent partner	0.1317	0.0869	0.1764	0.2214	0.1404	0.3025	0.0344
B21-Gave gifts for sex to 2nd most recent partner	0.2496	0.1769	0.3224	0.2054	0.1133	0.2975	0.5463
K5-Multiple sexual partners increase HIV risk (%True)	0.9619	0.9439	0.98	0.9464	0.9096	0.9832	0.2163
A1-Most married men faithful to wives (%Agree)	0.1659	0.1208	0.211	0.1703	0.1066	0.234	0.8965
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7299	0.6941	0.7656	0.6314	0.5715	0.6913	0.0144
A3-Need someone to fill gap (%Disagree)	0.5614	0.4802	0.6425	0.4275	0.3283	0.5268	0.0315
A5-Men with many women are real men (%Disagree)	0.9393	0.9145	0.9641	0.9186	0.8651	0.9721	0.4297
A6-Men have right to get sex for gifts (%Disagree)	0.6274	0.579	0.6758	0.6435	0.5791	0.7079	0.7165
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5748	0.5262	0.6233	0.5965	0.5207	0.6724	0.6451
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.2928	0.253	0.3327	0.3606	0.2935	0.4276	0.1268

CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2939	0.2525	0.3354	0.3743	0.3042	0.4444	0.0899
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Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B2-Multiple partners (past 12 months)	0.2901	0.2497	0.3305	0.3995	0.2721	0.527	0.1499
B3-More than one partner within 3 months period (past 12 months)	0.2552	0.2191	0.2913	0.2859	0.1717	0.4002	0.5907
B5-Reports currently having more than one partner	0.1501	0.1086	0.1916	0.2101	0.1189	0.3013	0.2623
B14-Reports currently having sex with 2 or more recent partners (calendar)	0.1707	0.1418	0.1997	0.2449	0.0908	0.399	0.3428
B20-Received gifts for sex from most recent partner	0.1894	0.1366	0.2423	0.2116	0.0933	0.3298	0.7071
B20-Received gifts for sex from 2nd most recent partner	0.2712	0.1885	0.3539	0.3159	0.0823	0.5495	0.7334
B21-Gave gifts for sex to most recent partner	0.1528	0.1058	0.1999	0.1309	0.0236	0.2382	0.7197
A1-Most married men faithful to wives (%Agree)	0.1702	0.1265	0.2139	0.1409	0.0685	0.2132	0.441
A2-Can resist temptation of sex with person besides main partner (%Agree)	0.7075	0.6742	0.7407	0.723	0.6572	0.7889	0.6866
A3-Need someone to fill gap (%Disagree)	0.542	0.4637	0.6203	0.4657	0.3294	0.6019	0.3148
A6-Men have right to get sex for gifts (%Disagree)	0.6294	0.5872	0.6716	0.6413	0.5133	0.7694	0.8687
CN7-Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	0.5681	0.5203	0.6158	0.6734	0.6035	0.7434	0.0421
CN9-Leaders discourage multiple partners (%Very often/sometimes)	0.3045	0.2667	0.3424	0.3351	0.2505	0.4196	0.5611
CN10-Leaders discourage men from having younger partners (%Very often/sometimes)	0.2989	0.2615	0.3362	0.4073	0.2434	0.5713	0.2348

OTHER HIV RISK FACTORS

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4541	0.3435	0.5648	0.4314	0.3411	0.5217	0.7365
A14-Likely to be infected now (%High/Med)	0.2128	0.1364	0.2891	0.184	0.1245	0.2435	0.6437
K2-STIs decrease HIV infection (%False)	0.8509	0.7873	0.9145	0.8526	0.799	0.9061	0.9642
K6-TB can't be cured if HIV+ (%False)	0.6349	0.5373	0.7324	0.543	0.4827	0.6033	0.157
K10 Risk of contracting HIV decreases for a circumcised man	0.483	0.3788	0.5872	0.4818	0.4166	0.547	0.9862
K11-Knows where to get information about HIV/AIDS	0.8267	0.7772	0.8763	0.7857	0.7065	0.8648	0.4153
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4541	0.3435	0.5648	0.5529	0.4592	0.6465	0.2394
A14-Likely to be infected now (%High/Med)	0.2128	0.1364	0.2891	0.1811	0.1106	0.2515	0.6002
K2-STIs decrease HIV infection (%False)	0.8509	0.7873	0.9145	0.7862	0.6939	0.8786	0.2785
K6-TB can't be cured if HIV+ (%False)	0.6349	0.5373	0.7324	0.4507	0.3472	0.5543	0.0226
K10 Risk of contracting HIV decreases for a circumcised man	0.483	0.3788	0.5872	0.4217	0.2887	0.5548	0.5662
K11-Knows where to get information about HIV/AIDS	0.8267	0.7772	0.8763	0.7868	0.6707	0.9029	0.5463

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4373	0.3561	0.5184	0.5561	0.4702	0.642	0.0711
A14-Likely to be infected now (%High/Med)	0.1967	0.1581	0.2352	0.2157	0.1522	0.2793	0.6513
K2-STIs decrease HIV infection (%False)	0.8486	0.7992	0.8979	0.7827	0.6914	0.8739	0.1761
K6-TB can't be cured if HIV+ (%False)	0.593	0.536	0.65	0.4738	0.3729	0.5747	0.0442
K10 Risk of contracting HIV decreases for a circumcised man	0.4699	0.4075	0.5322	0.4858	0.3994	0.5723	0.800
K11-Knows where to get information about HIV/AIDS	0.8099	0.7657	0.8541	0.7847	0.6909	0.8785	0.5829

Exposure to any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.448	0.3773	0.5188	0.5348	0.4131	0.6565	0.172
A14-Likely to be infected now (%High/Med)	0.1927	0.1546	0.2308	0.2042	0.1361	0.2722	0.8028
K2-STIs decrease HIV infection (%False)	0.8362	0.7924	0.88	0.897	0.8253	0.9687	0.121
K6-TB can't be cured if HIV+ (%False)	0.5668	0.5067	0.6269	0.5774	0.4674	0.6873	0.8639
K10 Risk of contracting HIV decreases for a circumcised man	0.4728	0.4203	0.5253	0.4981	0.3922	0.6041	0.6592
K11-Knows where to get information about HIV/AIDS	0.8081	0.7646	0.8516	0.8003	0.6708	0.9298	0.907

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4448	0.3695	0.5201	0.4761	0.3958	0.5563	0.4355
A14-Likely to be infected now (%High/Med)	0.1974	0.1444	0.2504	0.1932	0.1479	0.2385	0.9184
K2-STIs decrease HIV infection (%False)	0.8169	0.7529	0.881	0.8642	0.8288	0.8997	0.0675
K6-TB can't be cured if HIV+ (%False)	0.5191	0.4296	0.6086	0.6032	0.5277	0.6787	0.1826
K10 Risk of contracting HIV decreases for a circumcised man	0.3888	0.3289	0.4487	0.5384	0.4709	0.6058	0.0016
K11-Knows where to get information about HIV/AIDS	0.804	0.7501	0.8578	0.81	0.7522	0.8677	0.8692

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4209	0.3158	0.5261	0.4691	0.3562	0.582	0.5381
A14-Likely to be infected now (%High/Med)	0.2365	0.1534	0.3196	0.1577	0.0821	0.2333	0.1559
K2-STIs decrease HIV infection (%False)	0.8061	0.7134	0.8988	0.842	0.7822	0.9018	0.3979
K6-TB can't be cured if HIV+ (%False)	0.5561	0.4118	0.7003	0.5478	0.4604	0.6353	0.9192
K10 Risk of contracting HIV decreases for a circumcised man	0.3438	0.2467	0.4409	0.483	0.4181	0.5479	0.005
K11-Knows where to get information about HIV/AIDS	0.8407	0.7934	0.8879	0.793	0.7311	0.8548	0.1989
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4209	0.3158	0.5261	0.4786	0.4003	0.5569	0.3128
A14-Likely to be infected now (%High/Med)	0.2365	0.1534	0.3196	0.2018	0.1474	0.2561	0.5657
K2-STIs decrease HIV infection (%False)	0.8061	0.7134	0.8988	0.8704	0.834	0.9067	0.1192
K6-TB can't be cured if HIV+ (%False)	0.5561	0.4118	0.7003	0.5944	0.5165	0.6724	0.6698
K10 Risk of contracting HIV decreases for a circumcised man	0.3438	0.2467	0.4409	0.5309	0.4685	0.5934	0.0075
K11-Knows where to get information about HIV/AIDS	0.8407	0.7934	0.8879	0.7936	0.7169	0.8702	0.3706

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4467	0.375	0.5185	0.5233	0.4234	0.6233	0.1542
A14-Likely to be infected now (%High/Med)	0.1901	0.154	0.2262	0.212	0.1624	0.2615	0.5198
K2-STIs decrease HIV infection (%False)	0.8417	0.7909	0.8925	0.8459	0.776	0.9158	0.9248
K6-TB can't be cured if HIV+ (%False)	0.5891	0.5338	0.6445	0.4874	0.4226	0.5523	0.0016
K10 Risk of contracting HIV decreases for a circumcised man	0.5146	0.4659	0.5633	0.3328	0.2653	0.4002	0.0000
K11-Knows where to get information about HIV/AIDS	0.8181	0.7742	0.862	0.7507	0.6543	0.8471	0.1777

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
A13-Worried about becoming HIV infected (%Worried)	0.4609	0.3939	0.5279	0.4767	0.3155	0.6379	0.8388
A14-Likely to be infected now (%High/Med)	0.1819	0.144	0.2197	0.2839	0.2036	0.3641	0.0685
K2-STIs decrease HIV infection (%False)	0.8458	0.7989	0.8927	0.807	0.7368	0.8771	0.3399
K6-TB can't be cured if HIV+ (%False)	0.5837	0.5251	0.6424	0.4495	0.2762	0.6228	0.1745
K10 Risk of contracting HIV decreases for a circumcised man	0.4785	0.4286	0.5284	0.4656	0.3139	0.6174	0.8722
K11-Knows where to get information about HIV/AIDS	0.8117	0.7673	0.8561	0.7641	0.6113	0.9169	0.542

HIV COMMUNICATION

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6674	0.5977	0.7371	0.6984	0.6211	0.7757	0.5877
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1531	0.0541	0.2522	0.4312	0.3671	0.4952	0.0055
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7444	0.674	0.8149	0.64	0.5555	0.7246	0.0658
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.8243	0.7707	0.8779	0.7972	0.7344	0.8601	0.5448
A4-Sex life improves with communication with partner (%Agree)	0.9407	0.9038	0.9776	0.9434	0.9158	0.971	0.9047
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1664	0.0835	0.2492	0.2502	0.1825	0.3179	0.1275
B23-Sexually satisfied with regular partner (%Very often/often)	0.9406	0.8377	1.0434	0.9392	0.8281	1.0502	0.9689
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6674	0.5977	0.7371	0.7304	0.6401	0.8206	0.3934
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.1531	0.0541	0.2522	0.3997	0.2908	0.5086	0.0184
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7444	0.674	0.8149	0.7192	0.6344	0.804	0.6463
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.8243	0.7707	0.8779	0.8225	0.7356	0.9094	0.9723
A4-Sex life improves with communication with partner (%Agree)	0.9407	0.9038	0.9776	0.8911	0.8056	0.9767	0.2253
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1664	0.0835	0.2492	0.1982	0.1125	0.284	0.5704

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6868	0.6369	0.7366	0.6777	0.5943	0.7611	0.8656
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.3063	0.2451	0.3676	0.3783	0.2807	0.4759	0.2108
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7024	0.6441	0.7607	0.7121	0.6232	0.801	0.8267
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.8187	0.7782	0.8591	0.7908	0.7199	0.8617	0.2927
A4-Sex life improves with communication with partner (%Agree)	0.9417	0.9152	0.9682	0.8933	0.8239	0.9626	0.1179
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.1973	0.1392	0.2553	0.1996	0.1185	0.2806	0.9621
B23-Sexually satisfied with regular partner (%Very often/often)	0.938	0.908	0.9681	0.8389	0.7527	0.9252	0.0126

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.688	0.6442	0.7318	0.688	0.6287	0.7472	0.9984
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.3218	0.2562	0.3873	0.369	0.2347	0.5033	0.5823
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7087	0.6544	0.7629	0.6864	0.5618	0.8109	0.7243
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.8139	0.7718	0.8559	0.8345	0.7399	0.9291	0.6831
A4-Sex life improves with communication with partner (%Agree)	0.9317	0.9034	0.96	0.9359	0.878	0.9937	0.8923
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.2143	0.158	0.2706	0.1815	0.0832	0.2798	0.5971

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6736	0.6012	0.746	0.6986	0.6625	0.7347	0.5301
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.3342	0.2517	0.4168	0.3278	0.2523	0.4032	0.9189
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7364	0.6734	0.7995	0.679	0.6089	0.749	0.1921
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7987	0.7336	0.8637	0.8349	0.7913	0.8786	0.325
A4-Sex life improves with communication with partner (%Agree)	0.9316	0.885	0.9783	0.9329	0.9008	0.9651	0.964
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.2386	0.151	0.3263	0.193	0.1272	0.2589	0.4601
B23-Sexually satisfied with regular partner (%Very often/often)	0.915	0.8626	0.9674	0.9264	0.8941	0.9586	0.6875

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6051	0.4897	0.7206	0.7358	0.6781	0.7934	0.0247
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2299	0.1183	0.3414	0.2718	0.1677	0.3759	0.5895
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7239	0.6329	0.815	0.7686	0.7048	0.8325	0.3305
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7927	0.7089	0.8766	0.8334	0.7773	0.8894	0.2781
A4-Sex life improves with communication with partner (%Agree)	0.9378	0.8844	0.9911	0.9426	0.906	0.9792	0.8603
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.2346	0.1057	0.3635	0.2218	0.1492	0.2945	0.8485
B23-Sexually satisfied with regular partner (%Very often/often)	0.9021	0.7988	1.0055	0.9631	0.9169	1.0092	0.0564

Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6051	0.4897	0.7206	0.6998	0.6529	0.7467	0.1578
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.2299	0.1183	0.3414	0.3896	0.3258	0.4535	0.0597
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.7239	0.6329	0.815	0.6337	0.5458	0.7216	0.1909
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.7927	0.7089	0.8766	0.8238	0.7609	0.8867	0.6134
A4-Sex life improves with communication with partner (%Agree)	0.9378	0.8844	0.9911	0.9282	0.8914	0.965	0.7761
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.2346	0.1057	0.3635	0.1916	0.1213	0.262	0.5595
B23-Sexually satisfied with regular partner (%Very often/often)	0.9021	0.8012	1.0031	0.8895	0.8017	0.9772	0.7664

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6958	0.6495	0.7421	0.6549	0.5574	0.7524	0.4947
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.3474	0.2887	0.406	0.2689	0.1773	0.3605	0.1821
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.6931	0.6442	0.742	0.7622	0.6459	0.8785	0.2426
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.8148	0.7779	0.8517	0.8264	0.7146	0.9381	0.8303
A4-Sex life improves with communication with partner (%Agree)	0.9306	0.9014	0.9598	0.9407	0.8969	0.9844	0.6762
B22-Sexually dissatisfied with regular partner (%Very often/often)	0.2001	0.1475	0.2527	0.2347	0.1409	0.3285	0.4939
B23-Sexually satisfied with regular partner (%Very often/often)	0.9207	0.8806	0.9609	0.9266	0.8797	0.9736	0.8704

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B25-Discussed HIV/AIDS with Spouse (%Very often/often)	0.6917	0.6517	0.7317	0.6526	0.5009	0.8042	0.6312
B26-Discussed HIV/AIDS with Kids (%Very often/often)	0.3369	0.2939	0.3799	0.287	0.1451	0.4288	0.4474
B27-Discussed HIV/AIDS with friends (%Very often/often)	0.6969	0.6446	0.7492	0.7888	0.6761	0.9015	0.1382
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	0.812	0.7701	0.8538	0.8687	0.7718	0.9655	0.3142

CONDOM USE

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.4885	0.4153	0.5616	0.6096	0.5233	0.6959	0.0654
Condom use at last sex with regular partner	0.4666	0.371	0.5621	0.5837	0.4941	0.6734	0.1287
Condom use at last sex among those with MP in past year	0.7324	0.6218	0.843	0.6669	0.5527	0.781	0.4317
B19a-Condom use at last sex, most recent partner	0.488	0.386	0.59	0.5668	0.4785	0.6551	0.3224
B19a-Always uses condom with most recent partner	0.3328	0.2381	0.4274	0.3455	0.254	0.4371	0.8566
B19b-Always uses condom with 2nd most recent partner	0.4875	0.378	0.5971	0.7181	0.6053	0.8308	0.0194
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6587	0.5689	0.7485	0.7574	0.7069	0.8079	0.0975
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6702	0.6007	0.7396	0.724	0.6586	0.7894	0.3169
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6814	0.605	0.7579	0.7457	0.6783	0.8132	0.183

Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.4885	0.4153	0.5616	0.7005	0.6067	0.7942	0.0014
Condom use at last sex with regular partner	0.4666	0.371	0.5621	0.681	0.5902	0.7718	0.0092
Condom use at last sex among those with MP in past year	0.7324	0.6218	0.843	0.775	0.6322	0.9178	0.695
B19a-Condom use at last sex, most recent partner	0.488	0.386	0.59	0.6996	0.6135	0.7856	0.0096
B19a-Condom use at last sex, 2nd most recent partner	0.6087	0.3279	0.8895	0.8928	0.7383	1.0473	0.0049
B19a-Always uses condom with most recent partner	0.3328	0.2381	0.4274	0.4389	0.3664	0.5115	0.1017
B19b-Always uses condom with 2nd most recent partner	0.4875	0.378	0.5971	0.7354	0.6278	0.843	0.0115
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.6587	0.5689	0.7485	0.7591	0.6921	0.826	0.1146
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6702	0.6007	0.7396	0.7604	0.677	0.8437	0.18
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6814	0.605	0.7579	0.7126	0.6334	0.7918	0.6239

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.544	0.4878	0.6002	0.6609	0.5754	0.7464	0.0125
Condom use at last sex with regular partner	0.5163	0.4538	0.5788	0.6816	0.6045	0.7587	0.0036
Condom use at last sex among those with MP in past year	0.7003	0.6104	0.7903	0.8022	0.6864	0.9181	0.2643
B19a-Condom use at last sex, most recent partner	0.52	0.459	0.581	0.6923	0.6202	0.7644	0.0023
B19a-Condom use at last sex, 2nd most recent partner	0.7379	0.6601	0.8158	0.8714	0.7599	0.9828	0.1008
B19a-Always uses condom with most recent partner	0.3412	0.2772	0.4052	0.4089	0.3439	0.474	0.0571
B19b-Always uses condom with 2nd most recent partner	0.6218	0.547	0.6966	0.6638	0.5461	0.7815	0.5527
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.7143	0.6684	0.7601	0.7174	0.6458	0.7891	0.9365
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.7011	0.6562	0.746	0.7084	0.6243	0.7926	0.8799
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.7228	0.6699	0.7757	0.6877	0.5961	0.7793	0.4378

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.583	0.5249	0.641	0.5656	0.4775	0.6537	0.7061
Condom use at last sex with regular partner	0.5595	0.4976	0.6213	0.5545	0.4511	0.6578	0.9239
Condom use at last sex among those with MP in past year	0.6905	0.6125	0.7685	0.8344	0.7204	0.9483	0.1116
B19a-Condom use at last sex, most recent partner	0.5684	0.5078	0.629	0.5457	0.4486	0.6429	0.6655
B19a-Always uses condom with most recent partner	0.3523	0.2881	0.4166	0.4008	0.3202	0.4814	0.29
B19b-Always uses condom with 2nd most recent partner	0.6068	0.5287	0.685	0.7025	0.53	0.8751	0.3649
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.72	0.6754	0.7646	0.6853	0.6093	0.7612	0.4268
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6972	0.6556	0.7387	0.7325	0.6836	0.7814	0.1878
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.7153	0.6592	0.7714	0.6946	0.5986	0.7905	0.7323

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.5348	0.4434	0.6261	0.6102	0.5363	0.684	0.2472
Condom use at last sex with regular partner	0.5214	0.4282	0.6145	0.5834	0.5172	0.6497	0.2591
Condom use at last sex among those with MP in past year	0.7047	0.5739	0.8356	0.7336	0.6539	0.8133	0.7214
B19a-Condom use at last sex, most recent partner	0.5255	0.4364	0.6146	0.5908	0.5278	0.6537	0.2184
B19a-Condom use at last sex, 2nd most recent partner	0.7804	0.6801	0.8807	0.7529	0.6644	0.8414	0.6616
B19a-Always uses condom with most recent partner	0.3539	0.2724	0.4354	0.3658	0.3077	0.424	0.754
B19b-Always uses condom with 2nd most recent partner	0.6627	0.556	0.7694	0.598	0.4899	0.7062	0.4526
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.7154	0.6458	0.7849	0.7141	0.6692	0.759	0.9758
CN2-Women can ask regular parnter to use condom (%Strongly agree/agree)	0.6965	0.6196	0.7734	0.7071	0.6586	0.7557	0.8335
CN2-Women can ask casual parnter to use condom (%Strongly agree/agree)	0.7101	0.6356	0.7845	0.7137	0.6477	0.7797	0.9454

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.414	0.2851	0.5428	0.6373	0.5381	0.7366	0.0191
Condom use at last sex with regular partner	0.4294	0.3111	0.5478	0.5869	0.4975	0.6764	0.0282
Condom use at last sex among those with MP in past year	0.6164	0.4499	0.7828	0.8001	0.6632	0.937	0.0575
B19a-Condom use at last sex, most recent partner	0.4398	0.324	0.5557	0.6021	0.5126	0.6916	0.0162
B19a-Condom use at last sex, 2nd most recent partner	0.7131	0.5539	0.8723	0.7426	0.6564	0.8288	0.7234
B19a-Always uses condom with most recent partner	0.2752	0.1656	0.3848	0.375	0.2938	0.4561	0.0866
B19b-Always uses condom with 2nd most recent partner	0.5204	0.3403	0.7005	0.6388	0.5437	0.734	0.2617
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.7181	0.5996	0.8366	0.6945	0.6163	0.7726	0.6946
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6764	0.558	0.7948	0.6682	0.5965	0.74	0.9179
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6886	0.5552	0.822	0.7151	0.6271	0.8031	0.7566
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.414	0.2851	0.5428	0.6089	0.5333	0.6845	0.0411
Condom use at last sex with regular partner	0.4294	0.3111	0.5478	0.5887	0.5119	0.6655	0.0616
Condom use at last sex among those with MP in past year	0.6164	0.4499	0.7828	0.6908	0.6014	0.7802	0.4824
B19a-Condom use at last sex, most recent partner	0.4398	0.324	0.5557	0.5874	0.5148	0.66	0.072
B19a-Condom use at last sex, 2nd most recent partner	0.7131	0.5512	0.875	0.8002	0.7224	0.878	0.3877
B19a-Always uses condom with most recent partner	0.2752	0.1656	0.3848	0.3867	0.3164	0.4571	0.1133
B19b-Always uses condom with 2nd most recent partner	0.5204	0.3403	0.7005	0.656	0.5441	0.768	0.3041
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.7181	0.5996	0.8366	0.7265	0.6601	0.793	0.9189
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6764	0.558	0.7948	0.7506	0.6965	0.8046	0.2835
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6886	0.5552	0.822	0.722	0.6432	0.8008	0.6832

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.5585	0.4958	0.6213	0.6515	0.5568	0.7462	0.1285
Condom use at last sex with regular partner	0.5399	0.4785	0.6014	0.6235	0.4836	0.7635	0.2925
Condom use at last sex among those with MP in past year	0.6874	0.5962	0.7786	0.8061	0.6991	0.9132	0.17
B19a-Condom use at last sex, most recent partner	0.5432	0.483	0.6033	0.6378	0.517	0.7586	0.1761
B19a-Condom use at last sex, 2nd most recent partner	0.7497	0.6909	0.8084	0.8008	0.6562	0.9453	0.5906
B19a-Always uses condom with most recent partner	0.3536	0.2946	0.4126	0.3876	0.2511	0.524	0.6368
B19b-Always uses condom with 2nd most recent partner	0.6451	0.561	0.7292	0.5758	0.4105	0.7411	0.4994
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.724	0.686	0.762	0.6758	0.594	0.7576	0.1952
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.6863	0.6421	0.7305	0.7697	0.713	0.8264	0.0393
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.6958	0.6388	0.7527	0.7772	0.7126	0.8419	0.096

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B7-Condom use at last sex	0.5947	0.5405	0.649	0.4707	0.3016	0.6397	0.1767
Condom use at last sex with regular partner	0.5751	0.5137	0.6365	0.4262	0.2609	0.5914	0.116
Condom use at last sex among those with MP in past year	0.7242	0.6626	0.7857	0.7123	0.5285	0.8962	0.8913
B19a-Condom use at last sex, most recent partner	0.5795	0.5222	0.6368	0.4447	0.2733	0.6161	0.1576
B19a-Always uses condom with most recent partner	0.3693	0.3051	0.4335	0.2947	0.1925	0.3969	0.262
B19b-Always uses condom with 2nd most recent partner	0.6538	0.5722	0.7353	0.4702	0.2765	0.6639	0.1227
CN1-Condom use in marriage accepted (%Strongly agree/agree)	0.7124	0.6679	0.757	0.7318	0.6219	0.8417	0.7598
CN2-Women can ask regular partner to use condom (%Strongly agree/agree)	0.7109	0.6701	0.7517	0.634	0.5261	0.7419	0.183
CN2-Women can ask casual partner to use condom (%Strongly agree/agree)	0.7121	0.6645	0.7596	0.7127	0.5788	0.8466	0.9923

HIV TESTING

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7144	0.66	0.7688	0.7447	0.6838	0.8056	0.4563
B24b-HIV test in the last 12 months	0.4503	0.3435	0.557	0.5619	0.4901	0.6336	0.114
K1-If one spouse positive, the other too (%False)	0.614	0.4946	0.7335	0.6116	0.4917	0.7316	0.9791
A10-It is important to know your HIV status (%Agree)	0.9569	0.9254	0.9883	0.955	0.9246	0.9854	0.9341
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5106	0.4292	0.5919	0.6161	0.5455	0.6867	0.0491
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7144	0.66	0.7688	0.759	0.6505	0.8675	0.5617
B24b-HIV test in the last 12 months	0.4503	0.3435	0.557	0.6248	0.4994	0.7503	0.1014
K1-If one spouse positive, the other too (%False)	0.614	0.4946	0.7335	0.6553	0.5366	0.7741	0.7033
A10-It is important to know your HIV status (%Agree)	0.9569	0.9268	0.987	0.9386	0.8997	0.9774	0.493
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5106	0.4292	0.5919	0.638	0.5171	0.7589	0.1102

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.731	0.6883	0.7738	0.7097	0.6207	0.7988	0.7248
B24b-HIV test in the last 12 months	0.5156	0.4505	0.5807	0.5464	0.4357	0.6571	0.6815
B24ci-Discussed results of most recent HIV test	0.9108	0.8822	0.9394	0.8919	0.8357	0.9482	0.5873
K1-If one spouse positive, the other too (%False)	0.6128	0.5298	0.6958	0.6405	0.5442	0.7369	0.7109
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5494	0.4916	0.6072	0.6277	0.5404	0.715	0.1196

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7384	0.7006	0.7763	0.6978	0.603	0.7925	0.4891
B24b-HIV test in the last 12 months	0.5256	0.4711	0.5802	0.5141	0.3938	0.6344	0.8716
K1-If one spouse positive, the other too (%False)	0.6043	0.5429	0.6657	0.6917	0.5788	0.8047	0.0912
K7-Pregnant woman should test for HIV (%True)	0.9488	0.9291	0.9685	0.9378	0.8951	0.9805	0.5749
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.561	0.509	0.6129	0.6291	0.5296	0.7286	0.203

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7048	0.648	0.7616	0.7552	0.7205	0.79	0.1504
B24b-HIV test in the last 12 months	0.4728	0.4018	0.5439	0.5588	0.5045	0.6131	0.0471
K1-If one spouse positive, the other too (%False)	0.5759	0.5044	0.6475	0.6489	0.5704	0.7275	0.111
K7-Pregnant woman should test for HIV (%True)	0.9418	0.9128	0.9707	0.954	0.9339	0.974	0.4139
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.581	0.5098	0.6522	0.565	0.5145	0.6156	0.6449

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7393	0.6718	0.8067	0.7231	0.6704	0.7758	0.6231
B24b-HIV test in the last 12 months	0.4875	0.3872	0.5879	0.4881	0.4036	0.5726	0.9902
K1-If one spouse positive, the other too (%False)	0.5594	0.4145	0.7042	0.6192	0.5465	0.6919	0.4489
K7-Pregnant woman should test for HIV (%True)	0.9582	0.9315	0.985	0.9349	0.8979	0.9719	0.1972
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5254	0.4215	0.6292	0.577	0.4912	0.6628	0.3883
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7393	0.6718	0.8067	0.7335	0.6801	0.7868	0.9141
B24b-HIV test in the last 12 months	0.4875	0.3872	0.5879	0.5655	0.5124	0.6186	0.2271
K1-If one spouse positive, the other too (%False)	0.5594	0.4145	0.7042	0.6499	0.5501	0.7498	0.361
K7-Pregnant woman should test for HIV (%True)	0.9582	0.9315	0.985	0.9549	0.9298	0.98	0.875
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5254	0.4215	0.6292	0.5936	0.5419	0.6454	0.2471

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7305	0.6973	0.7637	0.7399	0.6779	0.8019	0.7884
B24b-HIV test in the last 12 months	0.5337	0.4782	0.5893	0.4859	0.422	0.5499	0.2774
B24ci-Discussed results of most recent HIV test	0.9178	0.8874	0.9482	0.8612	0.8262	0.8961	0.0106
K1-If one spouse positive, the other too (%False)	0.6475	0.593	0.7021	0.4998	0.4059	0.5936	0.0005
K7-Pregnant woman should test for HIV (%True)	0.9509	0.9322	0.9695	0.9306	0.8875	0.9738	0.304
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5445	0.4908	0.5983	0.6798	0.6031	0.7566	0.008

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
B24-Ever been tested for HIV	0.7322	0.6988	0.7656	0.7316	0.6534	0.8098	0.9888
B24b-HIV test in the last 12 months	0.5237	0.4771	0.5702	0.5247	0.3452	0.7042	0.991
K1-If one spouse positive, the other too (%False)	0.6096	0.5481	0.6711	0.6822	0.5142	0.8501	0.4049
CN5-Leaders encourage HIV testing (%Strongly agree/agree)	0.5685	0.5138	0.6232	0.5964	0.4621	0.7307	0.7161

HIV TREATMENT

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2334	0.1578	0.309	0.2046	0.1536	0.2557	0.5821
PC6-Willing to Care for Someone on ART	0.8582	0.7964	0.9199	0.827	0.7618	0.8922	0.3763
K3-PLHIV on ART can transmit HIV (%True)	0.684	0.5966	0.7715	0.7925	0.7308	0.8542	0.0722
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8944	0.8418	0.947	0.9094	0.8504	0.9683	0.7596
K8a-ARVs prevent MCT during pregnancy	0.7094	0.6275	0.7913	0.6419	0.5752	0.7086	0.2631
K8b-ARVs prevent MCT during childbirth	0.5881	0.5016	0.6746	0.5572	0.4921	0.6222	0.6463
K8c-ARVs prevent MCT during breastfeeding	0.5864	0.5009	0.6719	0.5401	0.4686	0.6117	0.5171
K9-People on ART have to stay on treatment for rest of lives	0.7684	0.6762	0.8607	0.7302	0.663	0.7973	0.3699
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5121	0.4125	0.6118	0.5781	0.5087	0.6475	0.3237
B28-Has ever taken ARVs	0.0609	0.0342	0.0875	0.0533	0.0246	0.0819	0.7606
B29- Ever participated in PMTCT program (among ever pregnant)	0.1459	0.0949	0.1969	0.1792	0.1065	0.2519	0.2875

Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2334	0.1578	0.309	0.2082	0.157	0.2593	0.6024
PC6-Willing to Care for Someone on ART	0.8582	0.7964	0.9199	0.8508	0.7882	0.9135	0.8611
K3-PLHIV on ART can transmit HIV (%True)	0.684	0.5966	0.7715	0.7819	0.6777	0.8862	0.186
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8944	0.8418	0.947	0.8951	0.8255	0.9646	0.989
K8a-ARVs prevent MCT during pregnancy	0.7094	0.6275	0.7913	0.6707	0.5719	0.7695	0.6126
K8b-ARVs prevent MCT during childbirth	0.5881	0.5016	0.6746	0.5597	0.4453	0.6741	0.7628
K8c-ARVs prevent MCT during breastfeeding	0.5864	0.5009	0.6719	0.5764	0.4803	0.6726	0.8916
K9-People on ART have to stay on treatment for rest of lives	0.7684	0.6762	0.8607	0.7548	0.673	0.8365	0.7995
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5121	0.4125	0.6118	0.653	0.5106	0.7954	0.1558
B28-Has ever taken ARVs	0.0609	0.0342	0.0875	0.0877	0.0491	0.1263	0.2408
B29- Ever participated in PMTCT program (among ever pregnant)	0.1459	0.0949	0.1969	0.1817	0.1239	0.2395	0.332

Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2091	0.1721	0.2461	0.2226	0.1695	0.2757	0.658
PC6-Willing to Care for Someone on ART	0.8389	0.7813	0.8965	0.8787	0.8253	0.932	0.2047
K3-PLHIV on ART can transmit HIV (%True)	0.7362	0.6847	0.7877	0.7578	0.6693	0.8463	0.6496
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.9055	0.876	0.9349	0.8483	0.773	0.9236	0.1352

K8a-ARVs prevent MCT during pregnancy	0.6766	0.6246	0.7285	0.6993	0.6024	0.7963	0.6756
K8b-ARVs prevent MCT during childbirth	0.5776	0.5331	0.6221	0.5888	0.4876	0.6899	0.8637
K8c-ARVs prevent MCT during breastfeeding	0.5578	0.5173	0.5984	0.6187	0.5196	0.7179	0.2758
K9-People on ART have to stay on treatment for rest of lives	0.75	0.6748	0.8251	0.7426	0.6474	0.8377	0.8706
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5412	0.481	0.6013	0.6004	0.4704	0.7304	0.4399
B28-Has ever taken ARVs	0.0571	0.0418	0.0723	0.0853	0.0522	0.1183	0.1563
B29- Ever participated in PMTCT program (among ever pregnant)	0.1559	0.1008	0.2109	0.1736	0.1111	0.2362	0.612

Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2085	0.1739	0.2432	0.262	0.1954	0.3285	0.1477
PC6-Willing to Care for Someone on ART	0.8549	0.7953	0.9145	0.77	0.6786	0.8614	0.1702
K3-PLHIV on ART can transmit HIV (%True)	0.7247	0.6753	0.774	0.8339	0.7495	0.9183	0.0466
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8867	0.8598	0.9135	0.9539	0.9102	0.9975	0.0478
K8a-ARVs prevent MCT during pregnancy	0.6799	0.628	0.7318	0.6722	0.5858	0.7585	0.8758
K8b-ARVs prevent MCT during childbirth	0.5784	0.5315	0.6253	0.5474	0.437	0.6578	0.6752
K8c-ARVs prevent MCT during breastfeeding	0.5896	0.5498	0.6294	0.4581	0.3281	0.5882	0.0911
K9-People on ART have to stay on treatment for rest of lives	0.7574	0.6874	0.8274	0.7297	0.6451	0.8143	0.4377
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5443	0.4886	0.6001	0.6421	0.57	0.7142	0.0256
B29- Ever participated in PMTCT program (among ever pregnant)	0.1748	0.1156	0.2341	0.129	0.0687	0.1892	0.3737

Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2031	0.154	0.2523	0.2265	0.1904	0.2625	0.4147
PC6-Willing to Care for Someone on ART	0.8345	0.7755	0.8935	0.8535	0.7942	0.9128	0.5134
K3-PLHIV on ART can transmit HIV (%True)	0.6792	0.6175	0.741	0.7836	0.729	0.8383	0.0117
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8731	0.8209	0.9254	0.9163	0.8861	0.9464	0.1802
K8a-ARVs prevent MCT during pregnancy	0.6517	0.5547	0.7487	0.6986	0.6335	0.7638	0.4706
K8b-ARVs prevent MCT during childbirth	0.5403	0.4644	0.6163	0.5963	0.55	0.6425	0.2947
K8c-ARVs prevent MCT during breastfeeding	0.5928	0.5036	0.682	0.5495	0.5022	0.5969	0.4866
K9-People on ART have to stay on treatment for rest of lives	0.7474	0.6521	0.8427	0.7579	0.6883	0.8274	0.8232
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5666	0.4905	0.6428	0.5548	0.4998	0.6099	0.7721
B28-Has ever taken ARVs	0.0367	0.0158	0.0575	0.0909	0.0607	0.1211	0.0469
B29- Ever participated in PMTCT program (among ever pregnant)	0.1385	0.0925	0.1845	0.1767	0.1213	0.2321	0.1919

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI		P value
						Upper	P value	
PC5-Cared for someone on ART	0.2256	0.1252	0.3259	0.2031	0.1528	0.2533	0.676	
PC6-Willing to Care for Someone on ART	0.8625	0.784	0.941	0.8455	0.7861	0.9049	0.608	
K3-PLHIV on ART can transmit HIV (%True)	0.6096	0.4783	0.7409	0.7201	0.6495	0.7908	0.187	
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8672	0.7895	0.9448	0.8856	0.8443	0.9269	0.59	
K8a-ARVs prevent MCT during pregnancy	0.6405	0.4987	0.7823	0.7006	0.6363	0.7649	0.3084	
K8b-ARVs prevent MCT during childbirth	0.5458	0.4236	0.6681	0.5934	0.5172	0.6695	0.4551	
K8c-ARVs prevent MCT during breastfeeding	0.6141	0.4861	0.7421	0.6052	0.531	0.6794	0.8938	
K9-People on ART have to stay on treatment for rest of lives	0.7625	0.6451	0.8799	0.7382	0.6462	0.8302	0.656	
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5264	0.4161	0.6368	0.553	0.4798	0.6262	0.6023	
B28-Has ever taken ARVs	0.0338	0.0006	0.067	0.0591	0.0389	0.0793	0.3258	
B29- Ever participated in PMTCT program (among ever pregnant)	0.1266	0.0614	0.1918	0.1404	0.0717	0.2092	0.764	
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI		P value
PC5-Cared for someone on ART	0.2256	0.1252	0.3259	0.2216	0.1809	0.2624	0.9452	
PC6-Willing to Care for Someone on ART	0.8625	0.784	0.941	0.8359	0.7805	0.8912	0.5491	
K3-PLHIV on ART can transmit HIV (%True)	0.6096	0.4783	0.7409	0.8241	0.7727	0.8754	0.0035	
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8672	0.7895	0.9448	0.9307	0.8884	0.9731	0.2192	
K8a-ARVs prevent MCT during pregnancy	0.6405	0.4987	0.7823	0.6836	0.5917	0.7755	0.6646	
K8b-ARVs prevent MCT during childbirth	0.5458	0.4236	0.6681	0.5712	0.5051	0.6372	0.7735	
K8c-ARVs prevent MCT during breastfeeding	0.6141	0.4861	0.7421	0.5138	0.439	0.5887	0.2823	
K9-People on ART have to stay on treatment for rest of lives	0.7625	0.6451	0.8799	0.7574	0.6919	0.8229	0.9323	
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5264	0.4161	0.6368	0.5841	0.5404	0.6278	0.2931	
B28-Has ever taken ARVs	0.0338	0.0006	0.067	0.0866	0.0561	0.1171	0.1412	
B29- Ever participated in PMTCT program (among ever pregnant)	0.1266	0.0614	0.1918	0.1932	0.1424	0.244	0.1219	

Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2117	0.1775	0.246	0.2363	0.1749	0.2976	0.4713
PC6-Willing to Care for Someone on ART	0.8455	0.7909	0.9001	0.8356	0.7428	0.9284	0.8362
K3-PLHIV on ART can transmit HIV (%True)	0.749	0.6994	0.7986	0.7089	0.63	0.7877	0.3549
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.9162	0.8876	0.9447	0.7973	0.7239	0.8707	0.0039
K8a-ARVs prevent MCT during pregnancy	0.6886	0.6299	0.7473	0.6405	0.5495	0.7315	0.4393
K8b-ARVs prevent MCT during childbirth	0.5695	0.5305	0.6085	0.5859	0.5119	0.6599	0.727
K8c-ARVs prevent MCT during breastfeeding	0.5888	0.5412	0.6364	0.4902	0.4149	0.5655	0.0658
K9-People on ART have to stay on treatment for rest of lives	0.7713	0.7025	0.8401	0.6772	0.5776	0.7769	0.0494
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5322	0.4786	0.5858	0.6692	0.5881	0.7503	0.0056
B28-Has ever taken ARVs	0.0579	0.0471	0.0686	0.0883	0.054	0.1226	0.0747
B29- Ever participated in PMTCT program (among ever pregnant)	0.1319	0.0854	0.1784	0.2834	0.1801	0.3866	0.0075

Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
PC5-Cared for someone on ART	0.2141	0.1815	0.2466	0.2452	0.1551	0.3354	0.5017
PC6-Willing to Care for Someone on ART	0.8432	0.7988	0.8875	0.8485	0.6974	0.9995	0.9366
K3-PLHIV on ART can transmit HIV (%True)	0.7418	0.6974	0.7861	0.7361	0.6014	0.8707	0.9298
K4-PLHIV does not need to use condoms because cannot transmit HIV (%False)	0.8987	0.8694	0.928	0.8822	0.7958	0.9687	0.7298
K8a-ARVs prevent MCT during pregnancy	0.6831	0.6327	0.7336	0.644	0.5475	0.7406	0.4806
K8b-ARVs prevent MCT during childbirth	0.5694	0.5346	0.6042	0.6005	0.4578	0.7432	0.6979
K8c-ARVs prevent MCT during breastfeeding	0.5607	0.523	0.5984	0.6215	0.4941	0.7489	0.3826
K9-People on ART have to stay on treatment for rest of lives	0.759	0.6903	0.8277	0.7082	0.5929	0.8235	0.3032
CN6-Leaders encourage HIV treatment (%Strongly agree/agree)	0.5543	0.5001	0.6084	0.6029	0.4723	0.7335	0.4934
B29- Ever participated in PMTCT program (among ever pregnant)	0.1552	0.1107	0.1997	0.2316	0.0985	0.3648	0.2377

HIV STIGMA

Intensity of exposure to radio shows (one)	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.7298	0.6717	0.7878	0.6395	0.5612	0.7177	0.0638
A9-HIV is punishment for sinning (%Disagree)	0.7251	0.636	0.8143	0.6812	0.6205	0.7418	0.3564
A11-Only promiscuous people get HIV (%Disagree)	0.8329	0.7836	0.8821	0.857	0.8082	0.9057	0.4996
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7505	0.6876	0.8133	0.7596	0.7142	0.805	0.811
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.3924	0.2895	0.4952	0.4822	0.4099	0.5545	0.2214

Intensity of exposure to radio shows (two)	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.7298	0.6717	0.7878	0.5958	0.4985	0.6931	0.0578
A9-HIV is punishment for sinning (%Disagree)	0.7251	0.636	0.8143	0.7529	0.6352	0.8706	0.7185
A11-Only promiscuous people get HIV (%Disagree)	0.8329	0.7836	0.8821	0.8246	0.7592	0.89	0.8586
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7505	0.6876	0.8133	0.7731	0.685	0.8612	0.7041
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.3924	0.2895	0.4952	0.5056	0.4141	0.597	0.1158

Low/Med/High Exposure to OL drama	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.9246	0.8978	0.9513	0.9379	0.8933	0.9825	0.5873
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6841	0.6275	0.7408	0.616	0.539	0.693	0.1961
A9-HIV is punishment for sinning (%Disagree)	0.7059	0.6403	0.7716	0.7414	0.6227	0.86	0.5796
A11-Only promiscuous people get HIV (%Disagree)	0.8545	0.8209	0.888	0.766	0.6981	0.8339	0.0205
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7565	0.7149	0.7982	0.7511	0.6648	0.8374	0.9082
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4399	0.3812	0.4987	0.4402	0.3548	0.5256	0.9954

Exposure to Any TV	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.9216	0.8908	0.9524	0.9157	0.8734	0.9579	0.764
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.68	0.631	0.7291	0.6539	0.5687	0.7392	0.5961
A9-HIV is punishment for sinning (%Disagree)	0.7144	0.6481	0.7808	0.7085	0.6005	0.8166	0.9217
A11-Only promiscuous people get HIV (%Disagree)	0.8355	0.8013	0.8697	0.8544	0.7739	0.935	0.7012
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7558	0.7195	0.792	0.7707	0.6952	0.8463	0.6751
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4483	0.4016	0.495	0.4436	0.2935	0.5937	0.9484

Exposure to Any Print	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.8922	0.8521	0.9322	0.9497	0.9244	0.975	0.0021
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6093	0.5399	0.6786	0.7207	0.6522	0.7893	0.0593
A9-HIV is punishment for sinning (%Disagree)	0.726	0.6425	0.8094	0.7034	0.6341	0.7727	0.641
A11-Only promiscuous people get HIV (%Disagree)	0.8413	0.805	0.8777	0.8345	0.7903	0.8788	0.8124
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7623	0.7039	0.8207	0.7549	0.7086	0.8012	0.8463
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4344	0.3573	0.5115	0.4564	0.3959	0.517	0.6138

Multimedia Exposure to OL (1 Channel)	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.8925	0.8261	0.9589	0.9187	0.8764	0.961	0.5054
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6581	0.5536	0.7626	0.6903	0.6203	0.7602	0.6644
A9-HIV is punishment for sinning (%Disagree)	0.7361	0.628	0.8442	0.6987	0.616	0.7813	0.4108
A11-Only promiscuous people get HIV (%Disagree)	0.8434	0.7878	0.8989	0.8264	0.7766	0.8763	0.6505
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7549	0.6824	0.8274	0.772	0.7036	0.8404	0.7125
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4156	0.3049	0.5263	0.4118	0.3406	0.483	0.9419
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.8925	0.8261	0.9589	0.9507	0.9233	0.978	0.1014
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6581	0.5536	0.7626	0.6773	0.6022	0.7524	0.7784
A9-HIV is punishment for sinning (%Disagree)	0.7361	0.628	0.8442	0.7108	0.6428	0.7787	0.6951
A11-Only promiscuous people get HIV (%Disagree)	0.8434	0.7878	0.8989	0.8461	0.7913	0.9008	0.9437

CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7549	0.6824	0.8274	0.7488	0.6854	0.8123	0.903
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4156	0.3049	0.5263	0.4879	0.4144	0.5614	0.3101

Exposure to any SAfAIDS intervention	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.9243	0.8974	0.9511	0.907	0.8379	0.9761	0.5766
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.67	0.6224	0.7177	0.7015	0.603	0.8	0.5649
A9-HIV is punishment for sinning (%Disagree)	0.7269	0.6625	0.7913	0.6622	0.5933	0.7311	0.0808
A11-Only promiscuous people get HIV (%Disagree)	0.8495	0.8174	0.8816	0.7908	0.7209	0.8607	0.1297
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7551	0.7183	0.7919	0.771	0.6976	0.8443	0.6625
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4345	0.3781	0.491	0.4958	0.4113	0.5803	0.182

Exposure to any CMT intervention/CMT recall	%Unexposed	CI		%Exposed	CI Lower	CI Upper	P value
		Lower	CI Upper				
A7-When learn that you are HIV+, life is over (%Disagree)	0.9264	0.8965	0.9564	0.8757	0.8125	0.9388	0.0683
A8-Telling people you are HIV+ doesn't help (%Disagree)	0.6872	0.6419	0.7326	0.5813	0.4816	0.6809	0.0479
A9-HIV is punishment for sinning (%Disagree)	0.7198	0.6601	0.7795	0.6668	0.5489	0.7848	0.3058
A11-Only promiscuous people get HIV (%Disagree)	0.8427	0.8116	0.8737	0.7997	0.7119	0.8875	0.3466
CN3-Keep secret if family member has HIV (%Strongly agree/agree)	0.7432	0.7086	0.7779	0.8701	0.7765	0.9637	0.0456
CN4-People in the community join together to help PLHIV (%Strongly agree/agree)	0.4543	0.3973	0.5113	0.3954	0.2479	0.5429	0.4867

GENDER-BASED VIOLENCE

Intensity of exposure to radio shows (one)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5737	0.4739	0.6734	0.5891	0.5178	0.6604	0.8207
Intensity of exposure to radio shows (two)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5737	0.4739	0.6734	0.6505	0.5365	0.7645	0.3313
Low/Med/High Exposure to OL drama	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5738	0.5145	0.633	0.6108	0.5154	0.7062	0.4975
Exposure to Any TV	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5795	0.5238	0.6351	0.674	0.5616	0.7865	0.1433
Exposure to Any Print	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G2-Physical GBV in the last 12 months	0.0599	0.0344	0.0855	0.0937	0.0595	0.1279	0.1693
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5987	0.5153	0.6821	0.5903	0.5325	0.6481	0.8608
Multimedia Exposure to OL (1 Channel)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
G1-Forced Sex in the last 12 months	0.0592	-0.0025	0.1209	0.0519	0.0209	0.0829	0.7547
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5972	0.4608	0.7335	0.5721	0.5036	0.6406	0.7307
Multimedia Exposure to OL (2+ Channels)	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5972	0.4608	0.7335	0.605	0.5497	0.6603	0.9141
Exposure to any SAfAIDS intervention	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5772	0.5258	0.6286	0.6636	0.5415	0.7857	0.1878
Exposure to any CMT intervention/CMT recall	%Unexposed	CI Lower	CI Upper	%Exposed	CI Lower	CI Upper	P value
CN8-Leaders speak out against GBV (%Strongly agree/agree)	0.5914	0.5366	0.6463	0.6144	0.5072	0.7216	0.6814