

Table 2: Exposure to Lusweti

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
<b>Heard of Lusweti</b>						
No	14.1	[11.0, 17.8]	11.3	[8.9, 14.3]	12.6	[10.7, 14.9]
Yes	85.9	[82.2, 89.0]	88.7	[85.7, 91.1]	87.4	[85.1, 89.3]
Total	100.0		100.0		100.0	
<b>Knows: Lusweti logo</b>						
No	25.7	[20.0, 32.3]	13.3	[10.6, 16.6]	19.3	[16.7, 22.1]
Yes	74.3	[67.7, 80.0]	86.7	[83.4, 89.4]	80.7	[77.9, 83.3]
Total	100.0		100.0		100.0	
<b>Read: Alcohol and You</b>						
No	58.6	[53.2, 63.7]	54.8	[49.5, 60.0]	56.6	[53.2, 60.0]
Yes	41.4	[36.3, 46.8]	45.2	[40.0, 50.5]	43.4	[40.0, 46.8]
Total	100.0		100.0		100.0	
<b>Read: HIV and AIDS... Action Now</b>						
No	74.2	[68.9, 78.8]	66.4	[62.2, 70.3]	70.1	[66.8, 73.3]
Yes	25.8	[21.2, 31.1]	33.6	[29.7, 37.8]	29.9	[26.7, 33.2]
Total	100.0		100.0		100.0	
<b>Read: ARVs and Your Life</b>						
No	72.8	[67.7, 77.2]	68.7	[63.7, 73.3]	70.6	[66.8, 74.2]
Yes	27.2	[22.8, 32.3]	31.3	[26.7, 36.3]	29.4	[25.8, 33.2]
Total	100.0		100.0		100.0	
<b>Read: Tjwala Nemphilo Yakho</b>						
No	65.0	[59.5, 70.1]	62.6	[56.9, 67.9]	63.7	[60.6, 66.8]
Yes	35.0	[29.9, 40.5]	37.4	[32.1, 43.1]	36.3	[33.2, 39.4]
Total	100.0		100.0		100.0	
<b>Read: ema ARVs nemphilo yakho</b>						
No	79.9	[74.0, 84.7]	68.8	[61.8, 75.0]	74.1	[69.9, 78.0]
Yes	20.1	[15.3, 26.0]	31.2	[25.0, 38.2]	25.9	[22.0, 30.1]
Total	100.0		100.0		100.0	
<b>Radio: Heard Lusweti Radio Drama</b>						
No	40.8	[33.8, 48.1]	39.2	[34.9, 43.7]	40.0	[35.8, 44.2]
Yes	59.2	[51.9, 66.2]	60.8	[56.3, 65.1]	60.0	[55.8, 64.2]
Total	100.0		100.0		100.0	

TV: Watched Lusweti TV Show

No	80.1	[75.6, 83.9]	71.0	[66.2, 75.3]	75.4	[71.9, 78.6]
Yes	19.9	[16.1, 24.4]	29.0	[24.7, 33.8]	24.6	[21.4, 28.1]
Total	100.0		100.0		100.0	

Radio: First heard Lusweti Radio Drama (Years Ago)

<1	35.2	[29.5, 41.3]	31.3	[23.9, 39.9]	33.1	[27.2, 39.6]
1-2	36.4	[31.8, 41.3]	42.4	[35.5, 49.5]	39.6	[34.8, 44.6]
3+	28.4	[22.8, 34.6]	26.3	[21.5, 31.7]	27.3	[22.8, 32.2]
Total	100.0		100.0		100.0	

TV: First watched Lusweti TV Show (Years Ago)

<1	21.6	[14.9, 30.4]	30.1	[21.2, 40.9]	26.8	[20.3, 34.5]
1-2	50.9	[39.9, 61.9]	33.2	[28.1, 38.8]	40.2	[33.3, 47.5]
3+	27.5	[19.7, 36.9]	36.6	[28.2, 46.0]	33.0	[26.7, 40.0]
Total	100.0		100.0		100.0	

Knows: Lusweti

No	10.0	[7.1, 13.8]	6.4	[4.4, 9.2]	8.1	[6.4, 10.3]
Yes	90.0	[86.2, 92.9]	93.6	[90.8, 95.6]	91.9	[89.7, 93.6]
Total	100.0		100.0		100.0	

N	1,965		1,981		3,946	
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Table 2: Exposure to Lusweti (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
<b>Heard of Lusweti</b>								
No	11.9	[9.5, 15.0]	11.2	[7.1, 17.2]	15.7	[11.6, 20.8]	12.6	[10.7, 14.9]
Yes	88.1	[85.0, 90.5]	88.8	[82.8, 92.9]	84.3	[79.2, 88.4]	87.4	[85.1, 89.3]
Total	100.0		100.0		100.0		100.0	
<b>Knows: Lusweti logo</b>								
No	18.7	[14.9, 23.0]	15.5	[10.8, 21.8]	24.0	[19.7, 28.9]	19.3	[16.7, 22.1]
Yes	81.3	[77.0, 85.1]	84.5	[78.2, 89.2]	76.0	[71.1, 80.3]	80.7	[77.9, 83.3]
Total	100.0		100.0		100.0		100.0	
<b>Read: Alcohol and You</b>								
No	55.5	[50.3, 60.7]	51.8	[45.8, 57.7]	63.5	[58.7, 68.0]	56.6	[53.2, 60.0]
Yes	44.5	[39.3, 49.7]	48.2	[42.3, 54.2]	36.5	[32.0, 41.3]	43.4	[40.0, 46.8]
Total	100.0		100.0		100.0		100.0	
<b>Read: HIV and AIDS... Action Now</b>								
No	70.1	[65.3, 74.6]	68.7	[62.4, 74.4]	71.5	[65.2, 77.1]	70.1	[66.8, 73.3]
Yes	29.9	[25.4, 34.7]	31.3	[25.6, 37.6]	28.5	[22.9, 34.8]	29.9	[26.7, 33.2]
Total	100.0		100.0		100.0		100.0	
<b>Read: ARVs and Your Life</b>								
No	69.0	[62.9, 74.5]	69.9	[62.6, 76.4]	75.3	[70.3, 79.7]	70.6	[66.8, 74.2]
Yes	31.0	[25.5, 37.1]	30.1	[23.6, 37.4]	24.7	[20.3, 29.7]	29.4	[25.8, 33.2]
Total	100.0		100.0		100.0		100.0	
<b>Read: Tjwala Nemphilo Yakho</b>								
No	60.4	[55.6, 65.1]	66.3	[60.2, 71.9]	69.8	[65.2, 73.9]	63.7	[60.6, 66.8]
Yes	39.6	[34.9, 44.4]	33.7	[28.1, 39.8]	30.2	[26.1, 34.8]	36.3	[33.2, 39.4]
Total	100.0		100.0		100.0		100.0	
<b>Read: ema ARVs nemphilo yakho</b>								
No	70.2	[63.1, 76.3]	79.9	[72.5, 85.7]	79.0	[75.3, 82.3]	74.1	[69.9, 78.0]
Yes	29.8	[23.7, 36.9]	20.1	[14.3, 27.5]	21.0	[17.7, 24.7]	25.9	[22.0, 30.1]
Total	100.0		100.0		100.0		100.0	
<b>Radio: Heard Lusweti Radio Drama</b>								
No	38.4	[32.0, 45.2]	42.3	[36.9, 47.9]	41.9	[35.9, 48.1]	40.0	[35.8, 44.2]
Yes	61.6	[54.8, 68.0]	57.7	[52.1, 63.1]	58.1	[51.9, 64.1]	60.0	[55.8, 64.2]
Total	100.0		100.0		100.0		100.0	

TV: Watched Lusweti TV Show

No	76.2	[70.9, 80.9]	65.5	[57.6, 72.6]	81.7	[76.2, 86.1]	75.4	[71.9, 78.6]
Yes	23.8	[19.1, 29.1]	34.5	[27.4, 42.4]	18.3	[13.9, 23.8]	24.6	[21.4, 28.1]
Total	100.0		100.0		100.0		100.0	

Radio: First heard Lusweti Radio Drama (Years Ago)

<1	34.3	[25.4, 44.6]	29.1	[21.9, 37.4]	33.4	[26.3, 41.4]	33.1	[27.2, 39.6]
1-2	42.2	[34.8, 50.0]	40.1	[30.9, 50.1]	31.9	[25.6, 38.8]	39.6	[34.8, 44.6]
3+	23.5	[17.5, 30.6]	30.8	[21.5, 42.1]	34.7	[27.3, 42.8]	27.3	[22.8, 32.2]
Total	100.0		100.0		100.0		100.0	

TV: First watched Lusweti TV Show (Years Ago)

<1	26.9	[17.0, 39.7]	22.5	[15.8, 30.9]	33.5	[22.6, 46.4]	26.8	[20.3, 34.5]
1-2	42.6	[32.0, 53.9]	38.5	[28.8, 49.2]	34.9	[24.3, 47.3]	40.2	[33.3, 47.5]
3+	30.6	[22.2, 40.5]	39.0	[27.7, 51.6]	31.6	[19.9, 46.2]	33.0	[26.7, 40.0]
Total	100.0		100.0		100.0		100.0	

Knows: Lusweti

No	7.3	[5.1, 10.3]	7.8	[4.1, 14.3]	10.5	[7.2, 14.9]	8.1	[6.4, 10.3]
Yes	92.7	[89.7, 94.9]	92.2	[85.7, 95.9]	89.5	[85.1, 92.8]	91.9	[89.7, 93.6]
Total	100.0		100.0		100.0		100.0	

N	1,330		1,295		1,321		3,946	
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Table 2: Exposure to Lusweti (cont'd)

	Females 15-24			Total					
	%	[95% CI]		%	[95% CI]				
<b>Heard of Lusweti</b>									
No	13.5	[11.2,	16.2]	9.7	[6.8,	13.5]	12.6	[10.7,	14.9]
Yes	86.5	[83.8,	88.8]	90.3	[86.5,	93.2]	87.4	[85.1,	89.3]
Total	100.0			100.0			100.0		
<b>Knows: Lusweti logo</b>									
No	21.7	[18.5,	25.3]	11.0	[7.7,	15.5]	19.3	[16.7,	22.1]
Yes	78.3	[74.7,	81.5]	89.0	[84.5,	92.3]	80.7	[77.9,	83.3]
Total	100.0			100.0			100.0		
<b>Read: Alcohol and You</b>									
No	60.9	[57.2,	64.4]	42.3	[35.9,	49.0]	56.6	[53.2,	60.0]
Yes	39.1	[35.6,	42.8]	57.7	[51.0,	64.1]	43.4	[40.0,	46.8]
Total	100.0			100.0			100.0		
<b>Read: HIV and AIDS... Action Now</b>									
No	73.9	[70.3,	77.3]	57.3	[50.3,	64.1]	70.1	[66.8,	73.3]
Yes	26.1	[22.7,	29.7]	42.7	[35.9,	49.7]	29.9	[26.7,	33.2]
Total	100.0			100.0			100.0		
<b>Read: ARVs and Your Life</b>									
No	74.0	[70.0,	77.6]	59.3	[52.6,	65.6]	70.6	[66.8,	74.2]
Yes	26.0	[22.4,	30.0]	40.7	[34.4,	47.4]	29.4	[25.8,	33.2]
Total	100.0			100.0			100.0		
<b>Read: Tjwala Nemphilo Yakho</b>									
No	66.6	[63.0,	70.1]	53.9	[46.7,	61.0]	63.7	[60.6,	66.8]
Yes	33.4	[29.9,	37.0]	46.1	[39.0,	53.3]	36.3	[33.2,	39.4]
Total	100.0			100.0			100.0		
<b>Read: ema ARVs nemphilo yakho</b>									
No	77.4	[73.6,	80.8]	63.1	[54.9,	70.5]	74.1	[69.9,	78.0]
Yes	22.6	[19.2,	26.4]	36.9	[29.5,	45.1]	25.9	[22.0,	30.1]
Total	100.0			100.0			100.0		
<b>Radio: Heard Lusweti Radio Drama</b>									
No	40.6	[35.6,	45.8]	37.7	[30.2,	45.8]	40.0	[35.8,	44.2]
Yes	59.4	[54.2,	64.4]	62.3	[54.2,	69.8]	60.0	[55.8,	64.2]
Total	100.0			100.0			100.0		

TV: Watched Lusweti TV Show

No	77.4	[73.8, 80.7]	68.5	[62.0, 74.4]	75.4	[71.9, 78.6]
Yes	22.6	[19.3, 26.2]	31.5	[25.6, 38.0]	24.6	[21.4, 28.1]
Total	100.0		100.0		100.0	

Radio: First heard Lusweti Radio Drama (Years Ago)

<1	33.9	[28.6, 39.6]	30.8	[21.6, 41.7]	33.1	[27.2, 39.6]
1-2	38.2	[33.3, 43.3]	44.0	[34.7, 53.8]	39.6	[34.8, 44.6]
3+	27.9	[23.4, 32.9]	25.2	[18.4, 33.6]	27.3	[22.8, 32.2]
Total	100.0		100.0		100.0	

TV: First watched Lusweti TV Show (Years Ago)

<1	25.6	[20.2, 31.8]	29.8	[18.1, 44.9]	26.8	[20.3, 34.5]
1-2	46.4	[39.2, 53.7]	25.1	[16.7, 35.9]	40.2	[33.3, 47.5]
3+	28.0	[22.2, 34.7]	45.1	[35.5, 55.1]	33.0	[26.7, 40.0]
Total	100.0		100.0		100.0	

Knows: Lusweti

No	8.9	[6.8, 11.7]	5.3	[3.1, 8.9]	8.1	[6.4, 10.3]
Yes	91.1	[88.3, 93.2]	94.7	[91.1, 96.9]	91.9	[89.7, 93.6]
Total	100.0		100.0		100.0	

N 3,173 773 3,946

Table 2: Exposure to Lusweti (cont'd)

	Non-SAfAIDS		SAfAIDS			Total	
	%	[95% CI]	%	[95% CI]		%	[95% CI]
<b>Heard of Lusweti</b>							
No	12.6	[10.0, 15.7]	12.8	[10.7, 15.2]		12.6	[10.7, 14.9]
Yes	87.4	[84.3, 90.0]	87.2	[84.8, 89.3]		87.4	[85.1, 89.3]
Total	100.0		100.0			100.0	
<b>Knows: Lusweti logo</b>							
No	19.7	[16.3, 23.7]	18.1	[15.7, 20.8]		19.3	[16.7, 22.1]
Yes	80.3	[76.3, 83.7]	81.9	[79.2, 84.3]		80.7	[77.9, 83.3]
Total	100.0		100.0			100.0	
<b>Read: Alcohol and You</b>							
No	57.1	[52.5, 61.6]	55.5	[51.9, 59.1]		56.6	[53.2, 60.0]
Yes	42.9	[38.4, 47.5]	44.5	[40.9, 48.1]		43.4	[40.0, 46.8]
Total	100.0		100.0			100.0	
<b>Read: HIV and AIDS... Action Now</b>							
No	70.3	[65.7, 74.5]	69.9	[66.6, 72.9]		70.1	[66.8, 73.3]
Yes	29.7	[25.5, 34.3]	30.1	[27.1, 33.4]		29.9	[26.7, 33.2]
Total	100.0		100.0			100.0	
<b>Read: ARVs and Your Life</b>							
No	70.4	[65.0, 75.3]	71.2	[68.2, 74.1]		70.6	[66.8, 74.2]
Yes	29.6	[24.7, 35.0]	28.8	[25.9, 31.8]		29.4	[25.8, 33.2]
Total	100.0		100.0			100.0	
<b>Read: Tjwala Nemphilo Yakho</b>							
No	62.7	[58.4, 66.9]	66.0	[62.9, 69.1]		63.7	[60.6, 66.8]
Yes	37.3	[33.1, 41.6]	34.0	[30.9, 37.1]		36.3	[33.2, 39.4]
Total	100.0		100.0			100.0	
<b>Read: ema ARVs nemphilo yakho</b>							
No	72.1	[66.0, 77.4]	78.9	[76.1, 81.5]		74.1	[69.9, 78.0]
Yes	27.9	[22.6, 34.0]	21.1	[18.5, 23.9]		25.9	[22.0, 30.1]
Total	100.0		100.0			100.0	
<b>Radio: Heard Lusweti Radio Drama</b>							
No	38.3	[32.7, 44.2]	43.9	[40.0, 47.8]		40.0	[35.8, 44.2]
Yes	61.7	[55.8, 67.3]	56.1	[52.2, 60.0]		60.0	[55.8, 64.2]
Total	100.0		100.0			100.0	

TV: Watched Lusweti TV Show

No	75.0	[70.2, 79.3]	76.2	[72.6, 79.5]	75.4	[71.9, 78.6]
Yes	25.0	[20.7, 29.8]	23.8	[20.5, 27.4]	24.6	[21.4, 28.1]
Total	100.0		100.0		100.0	

Radio: First heard Lusweti Radio Drama (Years Ago)

<1	33.3	[25.5, 42.1]	32.8	[28.1, 37.9]	33.1	[27.2, 39.6]
1-2	39.3	[33.1, 45.9]	40.3	[34.8, 46.1]	39.6	[34.8, 44.6]
3+	27.4	[21.9, 33.8]	26.8	[20.8, 33.9]	27.3	[22.8, 32.2]
Total	100.0		100.0		100.0	

TV: First watched Lusweti TV Show (Years Ago)

<1	26.2	[17.7, 36.9]	28.3	[22.6, 34.8]	26.8	[20.3, 34.5]
1-2	39.5	[30.4, 49.4]	41.9	[35.1, 49.2]	40.2	[33.3, 47.5]
3+	34.3	[26.0, 43.7]	29.7	[23.1, 37.3]	33.0	[26.7, 40.0]
Total	100.0		100.0		100.0	

Knows: Lusweti

No	8.1	[5.8, 11.1]	8.2	[6.3, 10.6]	8.1	[6.4, 10.3]
Yes	91.9	[88.9, 94.2]	91.8	[89.4, 93.7]	91.9	[89.7, 93.6]
Total	100.0		100.0		100.0	

N 1,344 2,602 3,946