

Table 1: Exposure to One Love

	Males		Females		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]
<b>Recall of One Love Slogan</b>						
None	34.4	[30.3, 38.8]	31.1	[28.0, 34.3]	32.7	[30.0, 35.5]
Spont.	15.0	[11.0, 20.0]	26.0	[21.2, 31.5]	20.7	[17.1, 24.8]
Aided	50.6	[47.0, 54.2]	42.9	[38.9, 47.0]	46.6	[43.8, 49.5]
Total	100.0		100.0		100.0	
<b>Knows: One Love</b>						
No	13.9	[10.9, 17.6]	10.8	[8.0, 14.4]	12.3	[10.3, 14.7]
Yes	86.1	[82.4, 89.1]	89.2	[85.6, 92.0]	87.7	[85.3, 89.7]
Total	100.0		100.0		100.0	
<b>Knows: One Love logo</b>						
No	39.5	[33.7, 45.6]	26.9	[23.6, 30.4]	32.9	[30.3, 35.7]
Yes	60.5	[54.4, 66.3]	73.1	[69.6, 76.4]	67.1	[64.3, 69.7]
Total	100.0		100.0		100.0	
<b>Heard: Kuncono Munye or Bagcwele I quantum radio drama</b>						
No	40.8	[35.8, 46.1]	37.4	[33.0, 42.1]	39.1	[35.2, 43.0]
Yes	59.2	[53.9, 64.2]	62.6	[57.9, 67.0]	60.9	[57.0, 64.8]
Total	100.0		100.0		100.0	
<b>Heard: S'THRU Aw' kaphephi talk show</b>						
No	73.7	[67.4, 79.1]	66.2	[59.7, 72.1]	69.8	[65.2, 74.0]
Yes	26.3	[20.9, 32.6]	33.8	[27.9, 40.3]	30.2	[26.0, 34.8]
Total	100.0		100.0		100.0	
<b>Ever heard: One Love talk show</b>						
No	81.8	[77.9, 85.1]	81.5	[77.0, 85.3]	81.6	[78.8, 84.2]
Yes	18.2	[14.9, 22.1]	18.5	[14.7, 23.0]	18.4	[15.8, 21.2]
Total	100.0		100.0		100.0	
<b>Read: Love, Sex, and You booklet</b>						
No	67.5	[63.3, 71.6]	64.9	[61.3, 68.4]	66.2	[63.3, 68.9]
Yes	32.5	[28.4, 36.7]	35.1	[31.6, 38.7]	33.8	[31.1, 36.7]
Total	100.0		100.0		100.0	
<b>Read: How We Live and Love, Men and Women in Swaziland booklet</b>						
No	71.7	[68.0, 75.1]	69.7	[64.8, 74.2]	70.7	[67.2, 73.9]
Yes	28.3	[24.9, 32.0]	30.3	[25.8, 35.2]	29.3	[26.1, 32.8]
Total	100.0		100.0		100.0	

Read: You Haven't Met Joe booklet

No	93.8	[91.3, 95.6]	95.1	[93.1, 96.6]	94.5	[92.7, 95.8]
Yes	6.2	[4.4, 8.7]	4.9	[3.4, 6.9]	5.5	[4.2, 7.3]
Total	100.0		100.0		100.0	

Read: S'THRU! Aw' khaphephi! booklet

No	81.3	[76.7, 85.2]	81.7	[78.0, 84.9]	81.5	[78.5, 84.1]
Yes	18.7	[14.8, 23.3]	18.3	[15.1, 22.0]	18.5	[15.9, 21.5]
Total	100.0		100.0		100.0	

Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet

No	77.0	[73.3, 80.2]	75.3	[70.7, 79.4]	76.1	[72.7, 79.2]
Yes	23.0	[19.8, 26.7]	24.7	[20.6, 29.3]	23.9	[20.8, 27.3]
Total	100.0		100.0		100.0	

Watched: Love Stories film series

No	78.2	[73.6, 82.1]	69.8	[65.1, 74.0]	73.8	[70.6, 76.8]
Yes	21.8	[17.9, 26.4]	30.2	[26.0, 34.9]	26.2	[23.2, 29.4]
Total	100.0		100.0		100.0	

Watched film: When the Music Stops

No	93.5	[91.0, 95.4]	90.2	[87.2, 92.6]	91.8	[89.9, 93.3]
Yes	6.5	[4.6, 9.0]	9.8	[7.4, 12.8]	8.2	[6.7, 10.1]
Total	100.0		100.0		100.0	

Watched film: Big House, Small House

No	93.9	[91.5, 95.6]	92.4	[90.4, 94.1]	93.1	[91.7, 94.3]
Yes	6.1	[4.4, 8.5]	7.6	[5.9, 9.6]	6.9	[5.7, 8.3]
Total	100.0		100.0		100.0	

Watched film: Travelling Man

No	90.2	[87.2, 92.5]	89.7	[86.4, 92.2]	89.9	[87.5, 91.9]
Yes	9.8	[7.5, 12.8]	10.3	[7.8, 13.6]	10.1	[8.1, 12.5]
Total	100.0		100.0		100.0	

Watched film: After the Honeymoon

No	91.3	[88.0, 93.8]	90.7	[87.8, 92.9]	91.0	[88.6, 92.9]
Yes	8.7	[6.2, 12.0]	9.3	[7.1, 12.2]	9.0	[7.1, 11.4]
Total	100.0		100.0		100.0	

Watched film: Chaguo

No	95.9	[94.2, 97.1]	95.3	[93.5, 96.6]	95.6	[94.3, 96.5]
Yes	4.1	[2.9, 5.8]	4.7	[3.4, 6.5]	4.4	[3.5, 5.7]
Total	100.0		100.0		100.0	

Watched film: Umshato

No	84.4	[80.6, 87.6]	77.2	[72.2, 81.6]	80.7	[77.9, 83.2]
Yes	15.6	[12.4, 19.4]	22.8	[18.4, 27.8]	19.3	[16.8, 22.1]
Total	100.0		100.0		100.0	

Watched film: Bloodlines

No	88.6	[85.9, 90.9]	74.7	[69.9, 79.0]	81.4	[78.7, 83.8]
Yes	11.4	[9.1, 14.1]	25.3	[21.0, 30.1]	18.6	[16.2, 21.3]
Total	100.0		100.0		100.0	

Watched film: Second Chances

No	93.1	[90.7, 95.0]	90.3	[87.3, 92.7]	91.7	[89.8, 93.3]
Yes	6.9	[5.0, 9.3]	9.7	[7.3, 12.7]	8.3	[6.7, 10.2]
Total	100.0		100.0		100.0	

Watched film: Against the Odds

No	95.5	[93.8, 96.7]	93.7	[91.8, 95.1]	94.5	[93.4, 95.5]
Yes	4.5	[3.3, 6.2]	6.3	[4.9, 8.2]	5.5	[4.5, 6.6]
Total	100.0		100.0		100.0	

Watched film: Betrayed

No	95.3	[93.0, 96.9]	90.4	[87.5, 92.8]	92.8	[90.6, 94.5]
Yes	4.7	[3.1, 7.0]	9.6	[7.2, 12.5]	7.2	[5.5, 9.4]
Total	100.0		100.0		100.0	

N 1,953 1,976 3,929

Watched: Untold Stories drama series

No	78.1	[72.6, 82.8]	71.2	[66.9, 75.2]	74.6	[70.6, 78.2]
Yes	21.9	[17.2, 27.4]	28.8	[24.8, 33.1]	25.4	[21.8, 29.4]
Total	100.0		100.0		100.0	

Watched drama: Rebel Rhymes

No	94.5	[92.3, 96.1]	93.6	[91.0, 95.5]	94.1	[92.5, 95.3]
Yes	5.5	[3.9, 7.7]	6.4	[4.5, 9.0]	5.9	[4.7, 7.5]
Total	100.0		100.0		100.0	

Watched drama: Mapule's Choice

No	93.2	[91.3, 94.7]	90.3	[87.2, 92.8]	91.7	[90.0, 93.1]
Yes	6.8	[5.3, 8.7]	9.7	[7.2, 12.8]	8.3	[6.9, 10.0]
Total	100.0		100.0		100.0	

Watched drama: Secrets and Lies

No	90.7	[87.9, 93.0]	84.6	[80.9, 87.6]	87.5	[85.2, 89.5]
Yes	9.3	[7.0, 12.1]	15.4	[12.4, 19.1]	12.5	[10.5, 14.8]
Total	100.0		100.0		100.0	

Watched drama: The Test

No	96.4	[95.0, 97.4]	93.7	[91.4, 95.4]	95.0	[93.6, 96.1]
Yes	3.6	[2.6, 5.0]	6.3	[4.6, 8.6]	5.0	[3.9, 6.4]
Total	100.0		100.0		100.0	

Watched drama: Tempestade

No	97.7	[96.3, 98.6]	94.0	[92.1, 95.4]	95.8	[94.6, 96.7]
Yes	2.3	[1.4, 3.7]	6.0	[4.6, 7.9]	4.2	[3.3, 5.4]
Total	100.0		100.0		100.0	

Watched drama: Ulendo waRose

No	97.3	[95.6, 98.4]	93.7	[91.2, 95.6]	95.5	[94.0, 96.6]
Yes	2.7	[1.6, 4.4]	6.3	[4.4, 8.8]	4.5	[3.4, 6.0]
Total	100.0		100.0		100.0	

Watched drama: Batjele

No	89.1	[86.4, 91.4]	77.1	[73.6, 80.2]	82.9	[80.3, 85.2]
Yes	10.9	[8.6, 13.6]	22.9	[19.8, 26.4]	17.1	[14.8, 19.7]
Total	100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	97.1	[95.6, 98.1]	92.0	[88.4, 94.5]	94.4	[92.3, 96.0]
Yes	2.9	[1.9, 4.4]	8.0	[5.5, 11.6]	5.6	[4.0, 7.7]
Total	100.0		100.0		100.0	

Watched drama: Between Friends

No	93.9	[91.3, 95.7]	90.4	[87.6, 92.6]	92.1	[90.1, 93.7]
Yes	6.1	[4.3, 8.7]	9.6	[7.4, 12.4]	7.9	[6.3, 9.9]
Total	100.0		100.0		100.0	

Watched: Meet Joe television advertisement

No	96.1	[94.2, 97.4]	96.3	[93.9, 97.7]	96.2	[94.4, 97.5]
Yes	3.9	[2.6, 5.8]	3.7	[2.3, 6.1]	3.8	[2.5, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Speciosa Wandira radio advert

No	98.1	[97.0, 98.8]	98.7	[97.6, 99.3]	98.4	[97.8, 98.9]
Yes	1.9	[1.2, 3.0]	1.3	[0.7, 2.4]	1.6	[1.1, 2.2]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Kenneth Kaunda radio advert

No	97.4	[95.5, 98.4]	98.5	[97.4, 99.1]	97.9	[96.9, 98.6]
Yes	2.6	[1.6, 4.5]	1.5	[0.9, 2.6]	2.1	[1.4, 3.1]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Desmond Tutu radio advert

No	94.3	[91.4, 96.3]	97.9	[96.5, 98.8]	96.2	[94.4, 97.4]
Yes	5.7	[3.7, 8.6]	2.1	[1.2, 3.5]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Speciosa Wandira TV advert

No	91.0	[88.5, 93.1]	95.3	[93.4, 96.7]	93.3	[91.8, 94.5]
Yes	9.0	[6.9, 11.5]	4.7	[3.3, 6.6]	6.7	[5.5, 8.2]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Kenneth Kaunda TV advert

No	86.8	[84.0, 89.2]	93.9	[91.2, 95.8]	90.5	[89.1, 91.7]
Yes	13.2	[10.8, 16.0]	6.1	[4.2, 8.8]	9.5	[8.3, 10.9]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Desmond Tutu TV advert

No	78.2	[74.4, 81.6]	87.8	[85.1, 90.1]	83.2	[80.7, 85.5]
Yes	21.8	[18.4, 25.6]	12.2	[9.9, 14.9]	16.8	[14.5, 19.3]
Total	100.0		100.0		100.0	

Dialogue: Participated in OL community dialogue

No	96.1	[94.1, 97.4]	99.2	[98.0, 99.7]	97.7	[96.5, 98.5]
Yes	3.9	[2.6, 5.9]	0.8	[0.3, 2.0]	2.3	[1.5, 3.5]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Radio: Number of Programs/Champion Radio Adverts

None	34.7	[30.3, 39.4]	30.6	[26.7, 34.8]	32.6	[29.2, 36.0]
One	37.4	[32.6, 42.6]	35.5	[30.6, 40.8]	36.4	[32.1, 41.0]
Two+	27.9	[23.5, 32.7]	33.9	[28.1, 40.2]	31.0	[26.9, 35.4]
Total	100.0		100.0		100.0	

Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe)

No	61.7	[56.5, 66.6]	56.8	[51.7, 61.8]	59.2	[55.4, 62.8]
Yes	38.3	[33.4, 43.5]	43.2	[38.2, 48.3]	40.8	[37.2, 44.6]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Booklets: Number of Booklets

None	50.7	[45.5, 55.9]	49.1	[45.7, 52.6]	49.9	[46.4, 53.4]
One	17.6	[13.8, 22.3]	18.2	[15.9, 20.7]	17.9	[16.1, 19.9]
Two+	31.7	[27.9, 35.7]	32.7	[28.8, 36.8]	32.2	[29.1, 35.5]
Total	100.0		100.0		100.0	

One Love Multimedia Exposure: Number of Media Channels

None	18.3	[14.8, 22.5]	13.4	[10.0, 17.7]	15.8	[13.2, 18.8]
One	30.1	[27.1, 33.2]	30.7	[26.2, 35.6]	30.4	[27.3, 33.6]
Two+	51.6	[46.4, 56.7]	55.9	[51.5, 60.3]	53.8	[49.9, 57.7]
Total	100.0		100.0		100.0	
N	1,908		1,909		3,817	

Table 1: Exposure to One Love (cont'd)

	Rural		Urban		Border		Total	
	%	[95% CI]	%	[95% CI]	%	[95% CI]	%	[95% CI]
<b>Recall of One Love Slogan</b>								
None	33.1	[29.2, 37.2]	29.5	[25.6, 33.7]	34.5	[29.1, 40.3]	32.7	[30.0, 35.5]
Spont.	19.9	[14.4, 26.9]	23.8	[18.4, 30.2]	19.7	[15.8, 24.3]	20.7	[17.1, 24.8]
Aided	47.0	[42.8, 51.1]	46.7	[42.6, 50.8]	45.8	[40.3, 51.5]	46.6	[43.8, 49.5]
Total	100.0		100.0		100.0		100.0	
<b>Knows: One Love</b>								
No	13.0	[10.0, 16.6]	9.5	[6.4, 14.0]	13.1	[9.6, 17.6]	12.3	[10.3, 14.7]
Yes	87.0	[83.4, 90.0]	90.5	[86.0, 93.6]	86.9	[82.4, 90.4]	87.7	[85.3, 89.7]
Total	100.0		100.0		100.0		100.0	
<b>Knows: One Love logo</b>								
No	34.6	[30.8, 38.6]	26.5	[22.1, 31.4]	34.4	[29.3, 39.9]	32.9	[30.3, 35.7]
Yes	65.4	[61.4, 69.2]	73.5	[68.6, 77.9]	65.6	[60.1, 70.7]	67.1	[64.3, 69.7]
Total	100.0		100.0		100.0		100.0	
<b>Heard: Kuncono Munye or Bagcwele I quantum radio drama</b>								
No	36.3	[30.7, 42.3]	42.7	[35.4, 50.4]	42.7	[36.5, 49.1]	39.1	[35.2, 43.0]
Yes	63.7	[57.7, 69.3]	57.3	[49.6, 64.6]	57.3	[50.9, 63.5]	60.9	[57.0, 64.8]
Total	100.0		100.0		100.0		100.0	
<b>Heard: S'THRU Aw' kaphephi talk show</b>								
No	67.4	[60.0, 74.1]	70.0	[63.3, 75.9]	75.5	[69.6, 80.6]	69.8	[65.2, 74.0]
Yes	32.6	[25.9, 40.0]	30.0	[24.1, 36.7]	24.5	[19.4, 30.4]	30.2	[26.0, 34.8]
Total	100.0		100.0		100.0		100.0	
<b>Ever heard: One Love talk show</b>								
No	81.9	[77.6, 85.5]	78.8	[73.1, 83.6]	83.5	[77.9, 87.9]	81.6	[78.8, 84.2]
Yes	18.1	[14.5, 22.4]	21.2	[16.4, 26.9]	16.5	[12.1, 22.1]	18.4	[15.8, 21.2]
Total	100.0		100.0		100.0		100.0	
<b>Read: Love, Sex, and You booklet</b>								
No	67.6	[63.4, 71.5]	59.1	[53.8, 64.2]	68.7	[64.3, 72.8]	66.2	[63.3, 68.9]
Yes	32.4	[28.5, 36.6]	40.9	[35.8, 46.2]	31.3	[27.2, 35.7]	33.8	[31.1, 36.7]
Total	100.0		100.0		100.0		100.0	
<b>Read: How We Live and Love, Men and Women in Swaziland booklet</b>								
No	70.2	[64.6, 75.2]	69.5	[63.7, 74.7]	72.9	[68.9, 76.5]	70.7	[67.2, 73.9]
Yes	29.8	[24.8, 35.4]	30.5	[25.3, 36.3]	27.1	[23.5, 31.1]	29.3	[26.1, 32.8]
Total	100.0		100.0		100.0		100.0	

Read: You Haven't Met Joe booklet

No	94.7	[91.9, 96.6]	92.5	[88.2, 95.3]	95.5	[93.3, 97.0]	94.5	[92.7, 95.8]
Yes	5.3	[3.4, 8.1]	7.5	[4.7, 11.8]	4.5	[3.0, 6.7]	5.5	[4.2, 7.3]
Total	100.0		100.0		100.0		100.0	

Read: S'THRU! Aw' khaphephi! booklet

No	80.8	[76.1, 84.8]	82.7	[77.3, 87.1]	82.2	[78.1, 85.7]	81.5	[78.5, 84.1]
Yes	19.2	[15.2, 23.9]	17.3	[12.9, 22.7]	17.8	[14.3, 21.9]	18.5	[15.9, 21.5]
Total	100.0		100.0		100.0		100.0	

Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet

No	75.5	[69.9, 80.2]	77.4	[71.7, 82.3]	76.6	[72.6, 80.2]	76.1	[72.7, 79.2]
Yes	24.5	[19.8, 30.1]	22.6	[17.7, 28.3]	23.4	[19.8, 27.4]	23.9	[20.8, 27.3]
Total	100.0		100.0		100.0		100.0	

Watched: Love Stories film series

No	76.1	[71.3, 80.3]	60.7	[53.4, 67.5]	79.5	[73.4, 84.5]	73.8	[70.6, 76.8]
Yes	23.9	[19.7, 28.7]	39.3	[32.5, 46.6]	20.5	[15.5, 26.6]	26.2	[23.2, 29.4]
Total	100.0		100.0		100.0		100.0	

Watched film: When the Music Stops

No	92.3	[89.6, 94.3]	86.3	[80.5, 90.6]	95.3	[93.0, 96.9]	91.8	[89.9, 93.3]
Yes	7.7	[5.7, 10.4]	13.7	[9.4, 19.5]	4.7	[3.1, 7.0]	8.2	[6.7, 10.1]
Total	100.0		100.0		100.0		100.0	

Watched film: Big House, Small House

No	94.9	[93.4, 96.1]	86.3	[80.8, 90.3]	94.6	[91.0, 96.8]	93.1	[91.7, 94.3]
Yes	5.1	[3.9, 6.6]	13.7	[9.7, 19.2]	5.4	[3.2, 9.0]	6.9	[5.7, 8.3]
Total	100.0		100.0		100.0		100.0	

Watched film: Travelling Man

No	90.8	[87.0, 93.6]	84.4	[78.3, 89.0]	92.3	[88.3, 95.1]	89.9	[87.5, 91.9]
Yes	9.2	[6.4, 13.0]	15.6	[11.0, 21.7]	7.7	[4.9, 11.7]	10.1	[8.1, 12.5]
Total	100.0		100.0		100.0		100.0	

Watched film: After the Honeymoon

No	91.2	[87.2, 94.1]	87.2	[82.8, 90.5]	93.7	[91.1, 95.6]	91.0	[88.6, 92.9]
Yes	8.8	[5.9, 12.8]	12.8	[9.5, 17.2]	6.3	[4.4, 8.9]	9.0	[7.1, 11.4]
Total	100.0		100.0		100.0		100.0	



Watched film: Chaguo

No	96.6	[95.1, 97.7]	91.3	[87.5, 94.1]	96.6	[94.4, 97.9]	95.6	[94.3, 96.5]
Yes	3.4	[2.3, 4.9]	8.7	[5.9, 12.5]	3.4	[2.1, 5.6]	4.4	[3.5, 5.7]
Total	100.0		100.0		100.0		100.0	

Watched film: Umshato

No	82.4	[78.5, 85.7]	71.3	[63.5, 78.0]	84.6	[79.5, 88.6]	80.7	[77.9, 83.2]
Yes	17.6	[14.3, 21.5]	28.7	[22.0, 36.5]	15.4	[11.4, 20.5]	19.3	[16.8, 22.1]
Total	100.0		100.0		100.0		100.0	

Watched film: Bloodlines

No	83.0	[79.2, 86.3]	71.9	[64.7, 78.1]	85.7	[80.4, 89.7]	81.4	[78.7, 83.8]
Yes	17.0	[13.7, 20.8]	28.1	[21.9, 35.3]	14.3	[10.3, 19.6]	18.6	[16.2, 21.3]
Total	100.0		100.0		100.0		100.0	

Watched film: Second Chances

No	92.3	[89.7, 94.3]	87.3	[81.1, 91.7]	93.9	[90.6, 96.2]	91.7	[89.8, 93.3]
Yes	7.7	[5.7, 10.3]	12.7	[8.3, 18.9]	6.1	[3.8, 9.4]	8.3	[6.7, 10.2]
Total	100.0		100.0		100.0		100.0	

Watched film: Against the Odds

No	95.1	[93.4, 96.3]	92.3	[89.5, 94.4]	95.1	[92.8, 96.7]	94.5	[93.4, 95.5]
Yes	4.9	[3.7, 6.6]	7.7	[5.6, 10.5]	4.9	[3.3, 7.2]	5.5	[4.5, 6.6]
Total	100.0		100.0		100.0		100.0	

Watched film: Betrayed

No	93.8	[90.4, 96.0]	89.0	[83.4, 92.9]	93.5	[89.7, 96.0]	92.8	[90.6, 94.5]
Yes	6.2	[4.0, 9.6]	11.0	[7.1, 16.6]	6.5	[4.0, 10.3]	7.2	[5.5, 9.4]
Total	100.0		100.0		100.0		100.0	

N 1,315

1,293

1,321

3,929

Watched: Untold Stories drama series

No	78.2	[72.1, 83.2]	58.7	[49.8, 67.0]	79.2	[72.8, 84.5]	74.6	[70.6, 78.2]
Yes	21.8	[16.8, 27.9]	41.3	[33.0, 50.2]	20.8	[15.5, 27.2]	25.4	[21.8, 29.4]
Total	100.0		100.0		100.0		100.0	

Watched drama: Rebel Rhymes

No	94.4	[92.1, 96.0]	90.6	[86.0, 93.8]	96.3	[94.0, 97.7]	94.1	[92.5, 95.3]
Yes	5.6	[4.0, 7.9]	9.4	[6.2, 14.0]	3.7	[2.3, 6.0]	5.9	[4.7, 7.5]
Total	100.0		100.0		100.0		100.0	

Watched drama: Mapule's Choice

No	92.8	[90.1, 94.7]	86.7	[83.0, 89.7]	93.4	[90.6, 95.4]	91.7	[90.0, 93.1]
Yes	7.2	[5.3, 9.9]	13.3	[10.3, 17.0]	6.6	[4.6, 9.4]	8.3	[6.9, 10.0]
Total	100.0		100.0		100.0		100.0	

Watched drama: Secrets and Lies

No	89.9	[86.9, 92.3]	77.6	[69.7, 83.8]	90.2	[86.1, 93.1]	87.5	[85.2, 89.5]
Yes	10.1	[7.7, 13.1]	22.4	[16.2, 30.3]	9.8	[6.9, 13.9]	12.5	[10.5, 14.8]
Total	100.0		100.0		100.0		100.0	

Watched drama: The Test

No	96.6	[94.9, 97.8]	90.2	[86.4, 93.1]	95.0	[92.5, 96.7]	95.0	[93.6, 96.1]
Yes	3.4	[2.2, 5.1]	9.8	[6.9, 13.6]	5.0	[3.3, 7.5]	5.0	[3.9, 6.4]
Total	100.0		100.0		100.0		100.0	

Watched drama: Tempestade

No	97.2	[95.7, 98.2]	91.5	[87.9, 94.2]	95.9	[93.5, 97.4]	95.8	[94.6, 96.7]
Yes	2.8	[1.8, 4.3]	8.5	[5.8, 12.1]	4.1	[2.6, 6.5]	4.2	[3.3, 5.4]
Total	100.0		100.0		100.0		100.0	

Watched drama: Ulendo waRose

No	96.2	[94.1, 97.6]	92.8	[88.4, 95.5]	96.0	[93.6, 97.5]	95.5	[94.0, 96.6]
Yes	3.8	[2.4, 5.9]	7.2	[4.5, 11.6]	4.0	[2.5, 6.4]	4.5	[3.4, 6.0]
Total	100.0		100.0		100.0		100.0	

Watched drama: Batjele

No	85.2	[81.8, 88.0]	73.1	[65.5, 79.5]	85.6	[80.4, 89.6]	82.9	[80.3, 85.2]
Yes	14.8	[12.0, 18.2]	26.9	[20.5, 34.5]	14.4	[10.4, 19.6]	17.1	[14.8, 19.7]
Total	100.0		100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	94.8	[91.1, 97.0]	91.8	[87.7, 94.6]	95.9	[93.1, 97.6]	94.4	[92.3, 96.0]
Yes	5.2	[3.0, 8.9]	8.2	[5.4, 12.3]	4.1	[2.4, 6.9]	5.6	[4.0, 7.7]
Total	100.0		100.0		100.0		100.0	

Watched drama: Between Friends

No	93.1	[90.4, 95.1]	86.6	[80.6, 90.9]	94.2	[91.2, 96.2]	92.1	[90.1, 93.7]
Yes	6.9	[4.9, 9.6]	13.4	[9.1, 19.4]	5.8	[3.8, 8.8]	7.9	[6.3, 9.9]
Total	100.0		100.0		100.0		100.0	

Watched: Meet Joe television advertisement

No	96.2	[92.8, 98.0]	95.0	[91.8, 97.0]	97.2	[95.4, 98.3]	96.2	[94.4, 97.5]
Yes	3.8	[2.0, 7.2]	5.0	[3.0, 8.2]	2.8	[1.7, 4.6]	3.8	[2.5, 5.6]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever heard Speciosa Wandira radio advert

No	98.9	[98.1, 99.4]	96.4	[93.9, 97.9]	99.0	[98.2, 99.4]	98.4	[97.8, 98.9]
Yes	1.1	[0.6, 1.9]	3.6	[2.1, 6.1]	1.0	[0.6, 1.8]	1.6	[1.1, 2.2]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever heard Kenneth Kaunda radio advert

No	98.4	[96.8, 99.2]	95.7	[92.9, 97.5]	98.7	[97.8, 99.3]	97.9	[96.9, 98.6]
Yes	1.6	[0.8, 3.2]	4.3	[2.5, 7.1]	1.3	[0.7, 2.2]	2.1	[1.4, 3.1]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever heard Desmond Tutu radio advert

No	96.4	[93.2, 98.2]	94.4	[91.6, 96.3]	97.1	[95.4, 98.2]	96.2	[94.4, 97.4]
Yes	3.6	[1.8, 6.8]	5.6	[3.7, 8.4]	2.9	[1.8, 4.6]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever seen Speciosa Wandira TV advert

No	94.3	[92.0, 95.9]	88.6	[84.9, 91.4]	94.8	[92.4, 96.4]	93.3	[91.8, 94.5]
Yes	5.7	[4.1, 8.0]	11.4	[8.6, 15.1]	5.2	[3.6, 7.6]	6.7	[5.5, 8.2]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever seen Kenneth Kaunda TV advert

No	92.3	[90.4, 93.9]	84.8	[81.5, 87.6]	90.9	[87.8, 93.2]	90.5	[89.1, 91.7]
Yes	7.7	[6.1, 9.6]	15.2	[12.4, 18.5]	9.1	[6.8, 12.2]	9.5	[8.3, 10.9]
Total	100.0		100.0		100.0		100.0	

Champions advert: Ever seen Desmond Tutu TV advert

No	86.0	[82.5, 89.0]	75.3	[69.6, 80.2]	83.0	[77.6, 87.3]	83.2	[80.7, 85.5]
Yes	14.0	[11.0, 17.5]	24.7	[19.8, 30.4]	17.0	[12.7, 22.4]	16.8	[14.5, 19.3]
Total	100.0		100.0		100.0		100.0	

Dialogue: Participated in OL community dialogue

No	97.5	[95.3, 98.7]	96.9	[94.7, 98.2]	99.0	[98.4, 99.4]	97.7	[96.5, 98.5]
Yes	2.5	[1.3, 4.7]	3.1	[1.8, 5.3]	1.0	[0.6, 1.6]	2.3	[1.5, 3.5]
Total	100.0		100.0		100.0		100.0	

Level of Exposure to One Love Radio: Number of Programs/Champion Radio Adverts

None	29.6	[25.2, 34.4]	35.4	[27.3, 44.5]	37.4	[31.6, 43.7]	32.6	[29.2, 36.0]
One	37.5	[30.6, 44.9]	32.4	[26.3, 39.1]	37.3	[32.1, 42.7]	36.4	[32.1, 41.0]
Two+	32.9	[26.5, 40.0]	32.2	[26.0, 39.0]	25.3	[19.8, 31.8]	31.0	[26.9, 35.4]
Total	100.0		100.0		100.0		100.0	

Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe)

No	62.2	[56.7, 67.4]	44.9	[36.7, 53.4]	63.7	[56.8, 70.1]	59.2	[55.4, 62.8]
Yes	37.8	[32.6, 43.3]	55.1	[46.6, 63.3]	36.3	[29.9, 43.2]	40.8	[37.2, 44.6]
Total	100.0		100.0		100.0		100.0	

Level of Exposure to One Love Booklets: Number of Booklets

None	49.6	[44.3, 55.0]	47.7	[41.7, 53.8]	52.4	[47.0, 57.7]	49.9	[46.4, 53.4]
One	18.5	[15.8, 21.6]	17.8	[15.2, 20.7]	16.5	[13.1, 20.6]	17.9	[16.1, 19.9]
Two+	31.8	[27.2, 36.8]	34.5	[28.2, 41.4]	31.1	[27.2, 35.3]	32.2	[29.1, 35.5]
Total	100.0		100.0		100.0		100.0	

One Love Multimedia Exposure: Number of Media Channels

None	14.7	[11.1, 19.3]	15.1	[10.6, 20.9]	19.0	[14.5, 24.5]	15.8	[13.2, 18.8]
One	30.6	[25.9, 35.8]	27.2	[22.2, 32.7]	32.7	[29.2, 36.3]	30.4	[27.3, 33.6]
Two+	54.7	[48.6, 60.6]	57.8	[50.8, 64.4]	48.3	[42.3, 54.3]	53.8	[49.9, 57.7]
Total	100.0		100.0		100.0		100.0	

N	1,276		1,261		1,280		3,817	
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Table 1: Exposure to One Love (cont'd)

	Females 15-24		Total					
	%	[95% CI]	%	[95% CI]				
<b>Recall of One Love Slogan</b>								
None	34.5	[31.5, 37.6]	26.6	[21.8, 32.0]	32.7	[30.0, 35.5]		
Spont.	16.9	[13.9, 20.4]	33.5	[25.7, 42.3]	20.7	[17.1, 24.8]		
Aided	48.6	[46.0, 51.3]	39.9	[33.0, 47.3]	46.6	[43.8, 49.5]		
Total	100.0		100.0		100.0			
<b>Knows: One Love</b>								
No	14.2	[11.7, 17.2]	5.9	[4.0, 8.7]	12.3	[10.3, 14.7]		
Yes	85.8	[82.8, 88.3]	94.1	[91.3, 96.0]	87.7	[85.3, 89.7]		
Total	100.0		100.0		100.0			
<b>Knows: One Love logo</b>								
No	36.0	[32.4, 39.8]	22.6	[18.1, 27.8]	32.9	[30.3, 35.7]		
Yes	64.0	[60.2, 67.6]	77.4	[72.2, 81.9]	67.1	[64.3, 69.7]		
Total	100.0		100.0		100.0			
<b>Heard: Kuncono Munye or Bagcwele I quantum radio drama</b>								
No	39.9	[35.5, 44.5]	36.3	[30.6, 42.5]	39.1	[35.2, 43.0]		
Yes	60.1	[55.5, 64.5]	63.7	[57.5, 69.4]	60.9	[57.0, 64.8]		
Total	100.0		100.0		100.0			
<b>Heard: S'THRU Aw' kaphephi talk show</b>								
No	71.2	[66.4, 75.6]	64.9	[56.6, 72.4]	69.8	[65.2, 74.0]		
Yes	28.8	[24.4, 33.6]	35.1	[27.6, 43.4]	30.2	[26.0, 34.8]		
Total	100.0		100.0		100.0			
<b>Ever heard: One Love talk show</b>								
No	81.5	[78.6, 84.0]	82.1	[77.2, 86.2]	81.6	[78.8, 84.2]		
Yes	18.5	[16.0, 21.4]	17.9	[13.8, 22.8]	18.4	[15.8, 21.2]		
Total	100.0		100.0		100.0			
<b>Read: Love, Sex, and You booklet</b>								
No	68.7	[65.6, 71.7]	57.6	[52.0, 63.0]	66.2	[63.3, 68.9]		
Yes	31.3	[28.3, 34.4]	42.4	[37.0, 48.0]	33.8	[31.1, 36.7]		
Total	100.0		100.0		100.0			
<b>Read: How We Live and Love, Men and Women in Swaziland booklet</b>								
No	73.6	[69.7, 77.2]	60.7	[55.5, 65.5]	70.7	[67.2, 73.9]		
Yes	26.4	[22.8, 30.3]	39.3	[34.5, 44.5]	29.3	[26.1, 32.8]		
Total	100.0		100.0		100.0			

Read: You Haven't Met Joe booklet

No	94.2	[92.2, 95.7]	95.3	[92.5, 97.1]	94.5	[92.7, 95.8]
Yes	5.8	[4.3, 7.8]	4.7	[2.9, 7.5]	5.5	[4.2, 7.3]
Total	100.0		100.0		100.0	

Read: S'THRU! Aw' khaphephi! booklet

No	82.9	[79.6, 85.9]	76.6	[70.8, 81.6]	81.5	[78.5, 84.1]
Yes	17.1	[14.1, 20.4]	23.4	[18.4, 29.2]	18.5	[15.9, 21.5]
Total	100.0		100.0		100.0	

Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet

No	77.5	[73.9, 80.8]	71.3	[66.0, 76.0]	76.1	[72.7, 79.2]
Yes	22.5	[19.2, 26.1]	28.7	[24.0, 34.0]	23.9	[20.8, 27.3]
Total	100.0		100.0		100.0	

Watched: Love Stories film series

No	76.6	[73.2, 79.7]	64.5	[56.6, 71.6]	73.8	[70.6, 76.8]
Yes	23.4	[20.3, 26.8]	35.5	[28.4, 43.4]	26.2	[23.2, 29.4]
Total	100.0		100.0		100.0	

Watched film: When the Music Stops

No	92.9	[90.7, 94.7]	87.9	[82.9, 91.6]	91.8	[89.9, 93.3]
Yes	7.1	[5.3, 9.3]	12.1	[8.4, 17.1]	8.2	[6.7, 10.1]
Total	100.0		100.0		100.0	

Watched film: Big House, Small House

No	93.9	[92.1, 95.3]	90.6	[87.2, 93.2]	93.1	[91.7, 94.3]
Yes	6.1	[4.7, 7.9]	9.4	[6.8, 12.8]	6.9	[5.7, 8.3]
Total	100.0		100.0		100.0	

Watched film: Travelling Man

No	89.6	[87.0, 91.7]	91.0	[87.7, 93.5]	89.9	[87.5, 91.9]
Yes	10.4	[8.3, 13.0]	9.0	[6.5, 12.3]	10.1	[8.1, 12.5]
Total	100.0		100.0		100.0	

Watched film: After the Honeymoon

No	91.8	[89.1, 93.8]	88.4	[83.7, 91.9]	91.0	[88.6, 92.9]
Yes	8.2	[6.2, 10.9]	11.6	[8.1, 16.3]	9.0	[7.1, 11.4]
Total	100.0		100.0		100.0	

Watched film: Chaguo

No	95.8	[94.5, 96.8]	94.9	[92.3, 96.6]	95.6	[94.3, 96.5]
Yes	4.2	[3.2, 5.5]	5.1	[3.4, 7.7]	4.4	[3.5, 5.7]
Total	100.0		100.0		100.0	

Watched film: Umshato

No	82.7	[80.0, 85.1]	74.0	[66.1, 80.7]	80.7	[77.9, 83.2]
Yes	17.3	[14.9, 20.0]	26.0	[19.3, 33.9]	19.3	[16.8, 22.1]
Total	100.0		100.0		100.0	

Watched film: Bloodlines

No	84.4	[82.1, 86.4]	71.3	[63.6, 77.9]	81.4	[78.7, 83.8]
Yes	15.6	[13.6, 17.9]	28.7	[22.1, 36.4]	18.6	[16.2, 21.3]
Total	100.0		100.0		100.0	

Watched film: Second Chances

No	92.5	[90.7, 94.0]	88.9	[83.5, 92.7]	91.7	[89.8, 93.3]
Yes	7.5	[6.0, 9.3]	11.1	[7.3, 16.5]	8.3	[6.7, 10.2]
Total	100.0		100.0		100.0	

Watched film: Against the Odds

No	95.3	[94.1, 96.2]	92.0	[88.6, 94.4]	94.5	[93.4, 95.5]
Yes	4.7	[3.8, 5.9]	8.0	[5.6, 11.4]	5.5	[4.5, 6.6]
Total	100.0		100.0		100.0	

Watched film: Betrayed

No	94.0	[91.8, 95.6]	88.7	[83.1, 92.6]	92.8	[90.6, 94.5]
Yes	6.0	[4.4, 8.2]	11.3	[7.4, 16.9]	7.2	[5.5, 9.4]
Total	100.0		100.0		100.0	

N 3,160 769 3,929

Watched: Untold Stories drama series

No	76.3	[71.9, 80.2]	68.7	[62.4, 74.4]	74.6	[70.6, 78.2]
Yes	23.7	[19.8, 28.1]	31.3	[25.6, 37.6]	25.4	[21.8, 29.4]
Total	100.0		100.0		100.0	

Watched drama: Rebel Rhymes

No	93.8	[91.9, 95.3]	94.9	[92.6, 96.6]	94.1	[92.5, 95.3]
Yes	6.2	[4.7, 8.1]	5.1	[3.4, 7.4]	5.9	[4.7, 7.5]
Total	100.0		100.0		100.0	

Watched drama: Mapule's Choice

No	91.7	[90.1, 93.0]	91.9	[87.4, 94.9]	91.7	[90.0, 93.1]
Yes	8.3	[7.0, 9.9]	8.1	[5.1, 12.6]	8.3	[6.9, 10.0]
Total	100.0		100.0		100.0	

Watched drama: Secrets and Lies

No	87.9	[85.7, 89.8]	86.3	[81.8, 89.9]	87.5	[85.2, 89.5]
Yes	12.1	[10.2, 14.3]	13.7	[10.1, 18.2]	12.5	[10.5, 14.8]
Total	100.0		100.0		100.0	

Watched drama: The Test

No	95.6	[94.3, 96.6]	93.0	[89.8, 95.2]	95.0	[93.6, 96.1]
Yes	4.4	[3.4, 5.7]	7.0	[4.8, 10.2]	5.0	[3.9, 6.4]
Total	100.0		100.0		100.0	

Watched drama: Tempestade

No	96.0	[94.8, 97.0]	95.0	[92.7, 96.6]	95.8	[94.6, 96.7]
Yes	4.0	[3.0, 5.2]	5.0	[3.4, 7.3]	4.2	[3.3, 5.4]
Total	100.0		100.0		100.0	

Watched drama: Ulendo waRose

No	95.7	[94.1, 96.9]	94.7	[92.1, 96.5]	95.5	[94.0, 96.6]
Yes	4.3	[3.1, 5.9]	5.3	[3.5, 7.9]	4.5	[3.4, 6.0]
Total	100.0		100.0		100.0	

Watched drama: Batjele

No	85.4	[82.9, 87.5]	74.5	[68.9, 79.4]	82.9	[80.3, 85.2]
Yes	14.6	[12.5, 17.1]	25.5	[20.6, 31.1]	17.1	[14.8, 19.7]
Total	100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	95.3	[93.5, 96.5]	91.7	[86.9, 94.8]	94.4	[92.3, 96.0]
Yes	4.7	[3.5, 6.5]	8.3	[5.2, 13.1]	5.6	[4.0, 7.7]
Total	100.0		100.0		100.0	

Watched drama: Between Friends

No	92.1	[90.1, 93.8]	91.9	[88.6, 94.3]	92.1	[90.1, 93.7]
Yes	7.9	[6.2, 9.9]	8.1	[5.7, 11.4]	7.9	[6.3, 9.9]
Total	100.0		100.0		100.0	

Watched: Meet Joe television advertisement

No	96.6	[95.1, 97.6]	94.9	[91.1, 97.2]	96.2	[94.4, 97.5]
Yes	3.4	[2.4, 4.9]	5.1	[2.8, 8.9]	3.8	[2.5, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Speciosa Wandira radio advert

No	98.5	[97.8, 99.0]	98.2	[95.3, 99.3]	98.4	[97.8, 98.9]
Yes	1.5	[1.0, 2.2]	1.8	[0.7, 4.7]	1.6	[1.1, 2.2]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Kenneth Kaunda radio advert

No	97.8	[96.7, 98.6]	98.2	[95.5, 99.3]	97.9	[96.9, 98.6]
Yes	2.2	[1.4, 3.3]	1.8	[0.7, 4.5]	2.1	[1.4, 3.1]
Total	100.0		100.0		100.0	



Champions advert: Ever heard Desmond Tutu radio advert

No	95.9	[93.9, 97.2]	97.2	[94.4, 98.7]	96.2	[94.4, 97.4]
Yes	4.1	[2.8, 6.1]	2.8	[1.3, 5.6]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Speciosa Wandira TV advert

No	92.8	[91.3, 94.1]	94.8	[91.1, 97.0]	93.3	[91.8, 94.5]
Yes	7.2	[5.9, 8.7]	5.2	[3.0, 8.9]	6.7	[5.5, 8.2]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Kenneth Kaunda TV advert

No	89.5	[87.7, 91.0]	94.0	[89.2, 96.7]	90.5	[89.1, 91.7]
Yes	10.5	[9.0, 12.3]	6.0	[3.3, 10.8]	9.5	[8.3, 10.9]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Desmond Tutu TV advert

No	82.0	[79.1, 84.6]	87.2	[81.5, 91.3]	83.2	[80.7, 85.5]
Yes	18.0	[15.4, 20.9]	12.8	[8.7, 18.5]	16.8	[14.5, 19.3]
Total	100.0		100.0		100.0	

Dialogue: Participated in OL community dialogue

No	97.3	[96.0, 98.2]	99.2	[97.5, 99.7]	97.7	[96.5, 98.5]
Yes	2.7	[1.8, 4.0]	0.8	[0.3, 2.5]	2.3	[1.5, 3.5]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Radio: Number of Programs/Champion Radio Adverts

None	34.0	[30.3, 37.8]	27.8	[22.9, 33.2]	32.6	[29.2, 36.0]
One	36.1	[31.9, 40.5]	37.7	[29.6, 46.5]	36.4	[32.1, 41.0]
Two+	30.0	[26.1, 34.1]	34.5	[27.2, 42.7]	31.0	[26.9, 35.4]
Total	100.0		100.0		100.0	

Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe)

No	61.3	[57.4, 65.0]	52.0	[44.3, 59.6]	59.2	[55.4, 62.8]
Yes	38.7	[35.0, 42.6]	48.0	[40.4, 55.7]	40.8	[37.2, 44.6]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Booklets: Number of Booklets

None	53.3	[48.5, 58.0]	38.5	[33.1, 44.2]	49.9	[46.4, 53.4]
One	17.3	[14.7, 20.1]	20.2	[16.2, 24.8]	17.9	[16.1, 19.9]
Two+	29.5	[25.9, 33.3]	41.3	[36.2, 46.7]	32.2	[29.1, 35.5]
Total	100.0		100.0		100.0	

One Love Multimedia Exposure: Number of Media Channels

None	17.5	[14.5, 21.1]	9.8	[7.3, 13.2]	15.8	[13.2, 18.8]
One	31.8	[28.5, 35.3]	25.7	[20.9, 31.3]	30.4	[27.3, 33.6]
Two+	50.7	[46.0, 55.4]	64.4	[58.4, 70.0]	53.8	[49.9, 57.7]
Total	100.0		100.0		100.0	
N	3,069		748		3,817	

Table 1: Exposure to One Love (cont'd)

	Non-SAfAIDS		SAfAIDS			Total	
	%	[95% CI]	%	[95% CI]		%	[95% CI]
<b>Recall of One Love Slogan</b>							
None	32.7	[29.1, 36.5]	32.7	[29.6, 36.0]	32.7	[30.0, 35.5]	
Spont.	20.0	[15.2, 25.9]	22.1	[19.2, 25.3]	20.7	[17.1, 24.8]	
Aided	47.3	[43.5, 51.1]	45.2	[42.1, 48.3]	46.6	[43.8, 49.5]	
Total	100.0		100.0		100.0		
<b>Knows: One Love</b>							
No	13.0	[10.3, 16.4]	10.6	[8.8, 12.7]	12.3	[10.3, 14.7]	
Yes	87.0	[83.6, 89.7]	89.4	[87.3, 91.2]	87.7	[85.3, 89.7]	
Total	100.0		100.0		100.0		
<b>Knows: One Love logo</b>							
No	33.2	[29.7, 37.0]	32.3	[29.3, 35.4]	32.9	[30.3, 35.7]	
Yes	66.8	[63.0, 70.3]	67.7	[64.6, 70.7]	67.1	[64.3, 69.7]	
Total	100.0		100.0		100.0		
<b>Heard: Kuncono Munye or Bagcwele I quantum radio drama</b>							
No	39.6	[34.3, 45.0]	37.9	[34.6, 41.3]	39.1	[35.2, 43.0]	
Yes	60.4	[55.0, 65.7]	62.1	[58.7, 65.4]	60.9	[57.0, 64.8]	
Total	100.0		100.0		100.0		
<b>Heard: S'THRU Aw' kaphephi talk show</b>							
No	69.6	[63.2, 75.3]	70.2	[66.7, 73.5]	69.8	[65.2, 74.0]	
Yes	30.4	[24.7, 36.8]	29.8	[26.5, 33.3]	30.2	[26.0, 34.8]	
Total	100.0		100.0		100.0		
<b>Ever heard: One Love talk show</b>							
No	82.0	[78.2, 85.3]	80.6	[76.9, 83.9]	81.6	[78.8, 84.2]	
Yes	18.0	[14.7, 21.8]	19.4	[16.1, 23.1]	18.4	[15.8, 21.2]	
Total	100.0		100.0		100.0		
<b>Read: Love, Sex, and You booklet</b>							
No	66.7	[62.9, 70.3]	65.1	[61.8, 68.2]	66.2	[63.3, 68.9]	
Yes	33.3	[29.7, 37.1]	34.9	[31.8, 38.2]	33.8	[31.1, 36.7]	
Total	100.0		100.0		100.0		
<b>Read: How We Live and Love, Men and Women in Swaziland booklet</b>							
No	71.1	[66.4, 75.4]	69.6	[66.2, 72.9]	70.7	[67.2, 73.9]	
Yes	28.9	[24.6, 33.6]	30.4	[27.1, 33.8]	29.3	[26.1, 32.8]	
Total	100.0		100.0		100.0		

Read: You Haven't Met Joe booklet

No	95.9	[93.6, 97.4]	91.1	[88.5, 93.2]	94.5	[92.7, 95.8]
Yes	4.1	[2.6, 6.4]	8.9	[6.8, 11.5]	5.5	[4.2, 7.3]
Total	100.0		100.0		100.0	

Read: S'THRU! Aw' khaphephi! booklet

No	82.0	[77.9, 85.5]	80.3	[77.2, 83.0]	81.5	[78.5, 84.1]
Yes	18.0	[14.5, 22.1]	19.7	[17.0, 22.8]	18.5	[15.9, 21.5]
Total	100.0		100.0		100.0	

Read: Indlela lesiphila ngayo: ngetelutsandvo eswatini booklet

No	76.8	[72.1, 80.9]	74.5	[71.5, 77.4]	76.1	[72.7, 79.2]
Yes	23.2	[19.1, 27.9]	25.5	[22.6, 28.5]	23.9	[20.8, 27.3]
Total	100.0		100.0		100.0	

Watched: Love Stories film series

No	74.0	[69.7, 77.9]	73.3	[69.6, 76.7]	73.8	[70.6, 76.8]
Yes	26.0	[22.1, 30.3]	26.7	[23.3, 30.4]	26.2	[23.2, 29.4]
Total	100.0		100.0		100.0	

Watched film: When the Music Stops

No	92.8	[90.2, 94.7]	89.5	[86.9, 91.7]	91.8	[89.9, 93.3]
Yes	7.2	[5.3, 9.8]	10.5	[8.3, 13.1]	8.2	[6.7, 10.1]
Total	100.0		100.0		100.0	

Watched film: Big House, Small House

No	93.7	[91.9, 95.2]	91.7	[89.6, 93.5]	93.1	[91.7, 94.3]
Yes	6.3	[4.8, 8.1]	8.3	[6.5, 10.4]	6.9	[5.7, 8.3]
Total	100.0		100.0		100.0	

Watched film: Travelling Man

No	90.5	[87.0, 93.1]	88.6	[85.9, 90.8]	89.9	[87.5, 91.9]
Yes	9.5	[6.9, 13.0]	11.4	[9.2, 14.1]	10.1	[8.1, 12.5]
Total	100.0		100.0		100.0	

Watched film: After the Honeymoon

No	91.4	[88.1, 93.9]	90.0	[87.6, 92.0]	91.0	[88.6, 92.9]
Yes	8.6	[6.1, 11.9]	10.0	[8.0, 12.4]	9.0	[7.1, 11.4]
Total	100.0		100.0		100.0	

Watched film: Chaguo

No	96.4	[94.8, 97.5]	93.6	[91.5, 95.2]	95.6	[94.3, 96.5]
Yes	3.6	[2.5, 5.2]	6.4	[4.8, 8.5]	4.4	[3.5, 5.7]
Total	100.0		100.0		100.0	

Watched film: Umshato

No	81.5	[77.6, 84.8]	78.9	[75.7, 81.7]	80.7	[77.9, 83.2]
Yes	18.5	[15.2, 22.4]	21.1	[18.3, 24.3]	19.3	[16.8, 22.1]
Total	100.0		100.0		100.0	

Watched film: Bloodlines

No	81.8	[78.1, 85.0]	80.5	[77.3, 83.3]	81.4	[78.7, 83.8]
Yes	18.2	[15.0, 21.9]	19.5	[16.7, 22.7]	18.6	[16.2, 21.3]
Total	100.0		100.0		100.0	

Watched film: Second Chances

No	91.5	[88.8, 93.6]	92.0	[90.1, 93.6]	91.7	[89.8, 93.3]
Yes	8.5	[6.4, 11.2]	8.0	[6.4, 9.9]	8.3	[6.7, 10.2]
Total	100.0		100.0		100.0	

Watched film: Against the Odds

No	95.3	[93.9, 96.4]	92.7	[90.8, 94.3]	94.5	[93.4, 95.5]
Yes	4.7	[3.6, 6.1]	7.3	[5.7, 9.2]	5.5	[4.5, 6.6]
Total	100.0		100.0		100.0	

Watched film: Betrayed

No	93.7	[90.6, 95.8]	90.7	[88.1, 92.7]	92.8	[90.6, 94.5]
Yes	6.3	[4.2, 9.4]	9.3	[7.3, 11.9]	7.2	[5.5, 9.4]
Total	100.0		100.0		100.0	

N 1,343 2,586 3,929

Watched: Untold Stories drama series

No	75.5	[69.9, 80.3]	72.4	[68.5, 76.1]	74.6	[70.6, 78.2]
Yes	24.5	[19.7, 30.1]	27.6	[23.9, 31.5]	25.4	[21.8, 29.4]
Total	100.0		100.0		100.0	

Watched drama: Rebel Rhymes

No	94.6	[92.5, 96.1]	92.8	[90.5, 94.5]	94.1	[92.5, 95.3]
Yes	5.4	[3.9, 7.5]	7.2	[5.5, 9.5]	5.9	[4.7, 7.5]
Total	100.0		100.0		100.0	

Watched drama: Mapule's Choice

No	92.9	[90.7, 94.7]	88.9	[86.1, 91.1]	91.7	[90.0, 93.1]
Yes	7.1	[5.3, 9.3]	11.1	[8.9, 13.9]	8.3	[6.9, 10.0]
Total	100.0		100.0		100.0	

Watched drama: Secrets and Lies

No	88.3	[85.2, 90.9]	85.7	[82.7, 88.2]	87.5	[85.2, 89.5]
Yes	11.7	[9.1, 14.8]	14.3	[11.8, 17.3]	12.5	[10.5, 14.8]
Total	100.0		100.0		100.0	

Watched drama: The Test

No	95.6	[93.8, 96.9]	93.5	[91.6, 95.0]	95.0	[93.6, 96.1]
Yes	4.4	[3.1, 6.2]	6.5	[5.0, 8.4]	5.0	[3.9, 6.4]
Total	100.0		100.0		100.0	

Watched drama: Tempestade

No	96.4	[94.8, 97.5]	94.4	[92.6, 95.8]	95.8	[94.6, 96.7]
Yes	3.6	[2.5, 5.2]	5.6	[4.2, 7.4]	4.2	[3.3, 5.4]
Total	100.0		100.0		100.0	

Watched drama: Ulendo waRose

No	95.8	[93.8, 97.2]	94.6	[92.7, 96.1]	95.5	[94.0, 96.6]
Yes	4.2	[2.8, 6.2]	5.4	[3.9, 7.3]	4.5	[3.4, 6.0]
Total	100.0		100.0		100.0	

Watched drama: Batjele

No	84.1	[80.7, 87.0]	80.1	[76.6, 83.1]	82.9	[80.3, 85.2]
Yes	15.9	[13.0, 19.3]	19.9	[16.9, 23.4]	17.1	[14.8, 19.7]
Total	100.0		100.0		100.0	

Watched drama: Chipo's Promise

No	95.2	[92.2, 97.1]	92.6	[89.8, 94.6]	94.4	[92.3, 96.0]
Yes	4.8	[2.9, 7.8]	7.4	[5.4, 10.2]	5.6	[4.0, 7.7]
Total	100.0		100.0		100.0	

Watched drama: Between Friends

No	93.0	[90.5, 94.8]	90.0	[87.0, 92.4]	92.1	[90.1, 93.7]
Yes	7.0	[5.2, 9.5]	10.0	[7.6, 13.0]	7.9	[6.3, 9.9]
Total	100.0		100.0		100.0	

Watched: Meet Joe television advertisement

No	96.6	[93.8, 98.1]	95.4	[93.8, 96.5]	96.2	[94.4, 97.5]
Yes	3.4	[1.9, 6.2]	4.6	[3.5, 6.2]	3.8	[2.5, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Speciosa Wandira radio advert

No	98.7	[97.8, 99.2]	97.8	[96.8, 98.5]	98.4	[97.8, 98.9]
Yes	1.3	[0.8, 2.2]	2.2	[1.5, 3.2]	1.6	[1.1, 2.2]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Kenneth Kaunda radio advert

No	97.9	[96.5, 98.8]	97.9	[96.9, 98.6]	97.9	[96.9, 98.6]
Yes	2.1	[1.2, 3.5]	2.1	[1.4, 3.1]	2.1	[1.4, 3.1]
Total	100.0		100.0		100.0	

Champions advert: Ever heard Desmond Tutu radio advert

No	96.3	[93.7, 97.9]	95.8	[94.5, 96.8]	96.2	[94.4, 97.4]
Yes	3.7	[2.1, 6.3]	4.2	[3.2, 5.5]	3.8	[2.6, 5.6]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Speciosa Wandira TV advert

No	93.5	[91.5, 95.0]	92.8	[90.9, 94.3]	93.3	[91.8, 94.5]
Yes	6.5	[5.0, 8.5]	7.2	[5.7, 9.1]	6.7	[5.5, 8.2]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Kenneth Kaunda TV advert

No	91.0	[89.3, 92.4]	89.4	[86.9, 91.4]	90.5	[89.1, 91.7]
Yes	9.0	[7.6, 10.7]	10.6	[8.6, 13.1]	9.5	[8.3, 10.9]
Total	100.0		100.0		100.0	

Champions advert: Ever seen Desmond Tutu TV advert

No	83.2	[79.9, 86.1]	83.2	[79.9, 86.0]	83.2	[80.7, 85.5]
Yes	16.8	[13.9, 20.1]	16.8	[14.0, 20.1]	16.8	[14.5, 19.3]
Total	100.0		100.0		100.0	

Dialogue: Participated in OL community dialogue

No	98.4	[96.9, 99.1]	96.3	[93.5, 97.9]	97.7	[96.5, 98.5]
Yes	1.6	[0.9, 3.1]	3.7	[2.1, 6.5]	2.3	[1.5, 3.5]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Radio: Number of Programs/Champion Radio Adverts

None	32.5	[28.0, 37.3]	32.8	[29.9, 35.8]	32.6	[29.2, 36.0]
One	36.7	[30.7, 43.1]	35.8	[32.3, 39.6]	36.4	[32.1, 41.0]
Two+	30.8	[25.4, 36.9]	31.4	[27.5, 35.6]	31.0	[26.9, 35.4]
Total	100.0		100.0		100.0	

Exposed to Any One Love TV (drama/film) or advert (Champion/Meet Joe)

No	60.7	[55.6, 65.5]	55.6	[51.3, 59.8]	59.2	[55.4, 62.8]
Yes	39.3	[34.5, 44.4]	44.4	[40.2, 48.7]	40.8	[37.2, 44.6]
Total	100.0		100.0		100.0	

Level of Exposure to One Love Booklets: Number of Booklets

None	50.0	[45.2, 54.9]	49.5	[46.3, 52.8]	49.9	[46.4, 53.4]
One	18.5	[16.1, 21.3]	16.5	[14.4, 18.9]	17.9	[16.1, 19.9]
Two+	31.4	[27.2, 36.0]	33.9	[31.1, 36.9]	32.2	[29.1, 35.5]
Total	100.0		100.0		100.0	

One Love Multimedia Exposure: Number of Media Channels

None	15.6	[12.1, 19.9]	16.1	[13.8, 18.7]	15.8	[13.2, 18.8]
One	31.5	[27.4, 35.9]	27.8	[25.5, 30.2]	30.4	[27.3, 33.6]
Two+	52.9	[47.5, 58.2]	56.1	[53.0, 59.1]	53.8	[49.9, 57.7]
Total	100.0		100.0		100.0	
N	1,303		2,514		3,817	