

Table 1a: Exposure to One Love, by Gender

|   | Males |              | Females |              | Total |              |
|---|-------|--------------|---------|--------------|-------|--------------|
|   | %     | [95% CI]     | %       | [95% CI]     | %     | [95% CI]     |
| <b>Recall of One Love Slogan</b>                    |       |              |         |              |       |              |
| None  | 75.3  | [63.3, 84.4] | 72.3    | [64.1, 79.1] | 73.7  | [65.5, 80.6] |
| Spont.  | 4.2   | [1.9, 9.3]   | 13.8    | [8.4, 21.9]  | 9.2   | [5.6, 14.7]  |
| Aided   | 20.5  | [13.5, 29.8] | 13.9    | [10.4, 18.4] | 17.1  | [12.6, 22.7] |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Knows: One Love</b>                              |       |              |         |              |       |              |
| No  | 55.7  | [46.7, 64.4] | 55.0    | [41.5, 67.8] | 55.3  | [45.4, 64.9] |
| Yes   | 44.3  | [35.6, 53.3] | 45.0    | [32.2, 58.5] | 44.7  | [35.1, 54.6] |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Knows: One Love logo</b>                         |       |              |         |              |       |              |
| No  | 61.7  | [51.3, 71.2] | 60.4    | [48.6, 71.2] | 61.0  | [52.0, 69.4] |
| Yes   | 38.3  | [28.8, 48.7] | 39.6    | [28.8, 51.4] | 39.0  | [30.6, 48.0] |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Ever heard: Tjitjikutuara Kepembe Kotjii</b>     |       |              |         |              |       |              |
| No  | 96.3  | [91.9, 98.4] | 96.1    | [91.3, 98.3] | 96.2  | [91.8, 98.3] |
| Yes   | 3.7   | [1.6, 8.1]   | 3.9     | [1.7, 8.7]   | 3.8   | [1.7, 8.2]   |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Ever heard: One Love talk show</b>               |       |              |         |              |       |              |
| No  | 83.3  | [74.5, 89.5] | 91.0    | [83.3, 95.3] | 87.3  | [81.6, 91.5] |
| Yes   | 16.7  | [10.5, 25.5] | 9.0     | [4.7, 16.7]  | 12.7  | [8.5, 18.4]  |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Ever heard: kelzo ki mulyani</b>                 |       |              |         |              |       |              |
| No  | 98.1  | [94.5, 99.4] | 98.3    | [94.8, 99.5] | 98.2  | [94.7, 99.4] |
| Yes   | 1.9   | [0.6, 5.5]   | 1.7     | [0.5, 5.2]   | 1.8   | [0.6, 5.3]   |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Level of exposure to One Love Radio Programs</b> |       |              |         |              |       |              |
| None  | 78.6  | [68.9, 85.8] | 81.3    | [71.1, 88.4] | 80.0  | [72.0, 86.1] |
| Low   | 8.7   | [6.2, 12.1]  | 10.4    | [6.7, 15.8]  | 9.6   | [6.9, 13.3]  |
| Med.  | 5.1   | [2.6, 9.6]   | 5.2     | [2.8, 9.6]   | 5.2   | [3.3, 8.0]   |
| High  | 7.7   | [3.6, 15.8]  | 3.0     | [1.5, 5.9]   | 5.2   | [2.9, 9.2]   |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |
| <b>Ever heard: One Love phone-in radio programs</b> |       |              |         |              |       |              |
| No  | 76.1  | [66.8, 83.4] | 78.8    | [67.2, 87.1] | 77.5  | [68.5, 84.5] |
| Yes   | 23.9  | [16.6, 33.2] | 21.2    | [12.9, 32.8] | 22.5  | [15.5, 31.5] |
| Total   | 100.0 |              | 100.0   |              | 100.0 |              |

Read: SoulSex booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 80.4  | [67.8, 88.8] | 81.8  | [76.9, 85.9] | 81.1  | [75.7, 85.6] |
| Yes   | 19.6  | [11.2, 32.2] | 18.2  | [14.1, 23.1] | 18.9  | [14.4, 24.3] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: You Haven't met Joe booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.5  | [95.1, 98.7] | 95.4  | [91.9, 97.4] | 96.4  | [94.6, 97.6] |
| Yes   | 2.5   | [1.3, 4.9]   | 4.6   | [2.6, 8.1]   | 3.6   | [2.4, 5.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Life and Love with One Partner booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 81.4  | [72.7, 87.8] | 75.4  | [70.1, 80.0] | 78.3  | [73.2, 82.6] |
| Yes   | 18.6  | [12.2, 27.3] | 24.6  | [20.0, 29.9] | 21.7  | [17.4, 26.8] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Ohole Imwe Onghalamwenyo booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 78.9  | [66.2, 87.7] | 76.4  | [64.7, 85.2] | 77.6  | [67.0, 85.5] |
| Yes   | 21.1  | [12.3, 33.8] | 23.6  | [14.8, 35.3] | 22.4  | [14.5, 33.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Een Liefde booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 95.2  | [92.3, 97.0] | 88.3  | [81.9, 92.6] | 91.6  | [87.4, 94.4] |
| Yes   | 4.8   | [3.0, 7.7]   | 11.7  | [7.4, 18.1]  | 8.4   | [5.6, 12.6]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched: Love Stories film series

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 90.9  | [85.4, 94.5] | 87.0  | [79.3, 92.1] | 88.9  | [83.9, 92.4] |
| Yes   | 9.1   | [5.5, 14.6]  | 13.0  | [7.9, 20.7]  | 11.1  | [7.6, 16.1]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: When the Music Stops

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.2  | [92.8, 98.0] | 97.2  | [93.6, 98.8] | 96.7  | [94.3, 98.1] |
| Yes   | 3.8   | [2.0, 7.2]   | 2.8   | [1.2, 6.4]   | 3.3   | [1.9, 5.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Big House, Small House

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.1  | [94.2, 98.5] | 97.6  | [94.5, 98.9] | 97.3  | [95.4, 98.5] |
| Yes   | 2.9   | [1.5, 5.8]   | 2.4   | [1.1, 5.5]   | 2.7   | [1.5, 4.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Travelling Man

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.2  | [96.9, 99.0] | 98.2  | [94.9, 99.4] | 98.2  | [96.9, 99.0] |
| Yes   | 1.8   | [1.0, 3.1]   | 1.8   | [0.6, 5.1]   | 1.8   | [1.0, 3.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: After the Honeymoon

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.6  | [96.4, 99.5] | 98.2  | [96.0, 99.2] | 98.4  | [97.3, 99.1] |
| Yes   | 1.4   | [0.5, 3.6]   | 1.8   | [0.8, 4.0]   | 1.6   | [0.9, 2.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Chaguo

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.8  | [95.9, 98.8] | 97.8  | [93.8, 99.3] | 97.8  | [95.9, 98.8] |
| Yes   | 2.2   | [1.2, 4.1]   | 2.2   | [0.7, 6.2]   | 2.2   | [1.2, 4.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Umshato

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.8  | [92.3, 98.7] | 95.6  | [91.1, 97.8] | 96.1  | [93.4, 97.8] |
| Yes   | 3.2   | [1.3, 7.7]   | 4.4   | [2.2, 8.9]   | 3.9   | [2.2, 6.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Bloodlines

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.0  | [97.8, 99.5] | 97.2  | [94.2, 98.7] | 98.0  | [96.4, 98.9] |
| Yes   | 1.0   | [0.5, 2.2]   | 2.8   | [1.3, 5.8]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Second Chances

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 95.3  | [89.5, 98.0] | 94.9  | [90.6, 97.3] | 95.1  | [92.0, 97.0] |
| Yes   | 4.7   | [2.0, 10.5]  | 5.1   | [2.7, 9.4]   | 4.9   | [3.0, 8.0]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Against the Odds

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 92.5  | [86.4, 96.0] | 90.5  | [80.2, 95.8] | 91.5  | [86.0, 94.9] |
| Yes   | 7.5   | [4.0, 13.6]  | 9.5   | [4.2, 19.8]  | 8.5   | [5.1, 14.0]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Betrayed

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.4  | [98.7, 99.7] | 99.0  | [97.7, 99.6] | 99.2  | [98.5, 99.5] |
| Yes   | 0.6   | [0.3, 1.3]   | 1.0   | [0.4, 2.3]   | 0.8   | [0.5, 1.5]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Rebel Rhymes

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.8  | [97.6, 99.4] | 97.4  | [94.2, 98.8] | 98.0  | [96.4, 98.9] |
| Yes   | 1.2   | [0.6, 2.4]   | 2.6   | [1.2, 5.8]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Mapule's Choice

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.4  | [96.8, 99.2] | 96.7  | [92.7, 98.6] | 97.5  | [95.6, 98.6] |
| Yes   | 1.6   | [0.8, 3.2]   | 3.3   | [1.4, 7.3]   | 2.5   | [1.4, 4.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Secrets and Lies

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.7  | [92.1, 98.7] | 96.3  | [91.8, 98.4] | 96.5  | [93.8, 98.0] |
| Yes   | 3.3   | [1.3, 7.9]   | 3.7   | [1.6, 8.2]   | 3.5   | [2.0, 6.2]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: The Test

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.6  | [94.9, 99.6] | 97.1  | [93.4, 98.8] | 97.8  | [95.7, 98.9] |
| Yes   | 1.4   | [0.4, 5.1]   | 2.9   | [1.2, 6.6]   | 2.2   | [1.1, 4.3]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Tempestade

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.4  | [98.4, 99.8] | 98.6  | [96.6, 99.4] | 99.0  | [98.0, 99.5] |
| Yes   | 0.6   | [0.2, 1.6]   | 1.4   | [0.6, 3.4]   | 1.0   | [0.5, 2.0]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Ulendo waRose

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.6  | [98.9, 99.9] | 99.3  | [97.8, 99.8] | 99.4  | [98.8, 99.7] |
| Yes   | 0.4   | [0.1, 1.1]   | 0.7   | [0.2, 2.2]   | 0.6   | [0.3, 1.2]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Batjele

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.8  | [96.8, 99.6] | 98.1  | [94.5, 99.3] | 98.4  | [96.7, 99.3] |
| Yes   | 1.2   | [0.4, 3.2]   | 1.9   | [0.7, 5.5]   | 1.6   | [0.7, 3.3]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Chipo's Promise

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.7  | [95.4, 99.6] | 98.4  | [97.1, 99.1] | 98.5  | [97.3, 99.2] |
| Yes   | 1.3   | [0.4, 4.6]   | 1.6   | [0.9, 2.9]   | 1.5   | [0.8, 2.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Between Friends

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 91.5  | [84.4, 95.5] | 92.3  | [86.1, 95.8] | 91.9  | [87.6, 94.8] |
| Yes   | 8.5   | [4.5, 15.6]  | 7.7   | [4.2, 13.9]  | 8.1   | [5.2, 12.4]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love TV programs and adverts

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 79.1  | [69.2, 86.5] | 78.4  | [66.8, 86.7] | 78.7  | [70.5, 85.2] |
| Low   | 7.0   | [4.3, 11.0]  | 5.8   | [3.3, 10.1]  | 6.4   | [4.3, 9.4]   |
| Med.  | 8.4   | [5.5, 12.8]  | 10.1  | [5.1, 18.8]  | 9.3   | [6.0, 14.2]  |
| High  | 5.5   | [2.6, 11.3]  | 5.7   | [2.9, 10.7]  | 5.6   | [3.5, 8.8]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love across media

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 52.3  | [43.0, 61.4] | 46.4  | [34.9, 58.2] | 49.2  | [40.9, 57.5] |
| Low   | 22.4  | [17.5, 28.2] | 24.8  | [19.8, 30.7] | 23.7  | [19.7, 28.2] |
| Med.  | 10.2  | [5.7, 17.4]  | 17.4  | [13.3, 22.4] | 14.0  | [11.0, 17.6] |
| High  | 15.2  | [8.9, 24.6]  | 11.4  | [6.3, 19.8]  | 13.2  | [8.8, 19.3]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

One Love Multimedia Exposure: Number of Media Channels

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 47.6  | [39.4, 56.0] | 43.8  | [32.0, 56.4] | 45.6  | [36.8, 54.8] |
| One   | 31.6  | [24.9, 39.1] | 31.9  | [24.6, 40.2] | 31.8  | [25.5, 38.8] |
| Two+  | 20.8  | [14.4, 29.0] | 24.3  | [15.7, 35.6] | 22.6  | [16.6, 30.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

|   |       |  |       |  |       |  |
|---|-------|--|-------|--|-------|--|
| N | 2,137 |  | 2,150 |  | 4,287 |  |
|---|-------|--|-------|--|-------|--|

Table 1b: Exposure to One Love, by Domain

|   | Rural |              | Urban |              |       | Border       |          |              | Total |          |  |
|---|-------|--------------|-------|--------------|-------|--------------|----------|--------------|-------|----------|--|
|   | %     | [95% CI]     | %     | [95% CI]     |       | %            | [95% CI] |              | %     | [95% CI] |  |
| <b>Recall of One Love Slogan</b>                    |       |              |       |              |       |              |          |              |       |          |  |
| None  | 80.3  | [70.5, 87.4] | 61.1  | [49.5, 71.5] | 71.4  | [65.6, 76.6] | 73.7     | [65.5, 80.6] |       |          |  |
| Spont.  | 4.9   | [2.3, 10.1]  | 16.3  | [8.4, 29.3]  | 14.0  | [9.1, 21.0]  | 9.2      | [5.6, 14.7]  |       |          |  |
| Aided   | 14.8  | [9.1, 23.0]  | 22.6  | [16.8, 29.7] | 14.6  | [10.7, 19.7] | 17.1     | [12.6, 22.7] |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Knows: One Love</b>                              |       |              |       |              |       |              |          |              |       |          |  |
| No  | 62.9  | [50.0, 74.2] | 39.4  | [29.5, 50.2] | 57.0  | [49.8, 64.0] | 55.3     | [45.4, 64.9] |       |          |  |
| Yes   | 37.1  | [25.8, 50.0] | 60.6  | [49.8, 70.5] | 43.0  | [36.0, 50.2] | 44.7     | [35.1, 54.6] |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Knows: One Love logo</b>                         |       |              |       |              |       |              |          |              |       |          |  |
| No  | 66.7  | [53.8, 77.5] | 47.4  | [41.2, 53.7] | 66.0  | [59.4, 72.1] | 61.0     | [52.0, 69.4] |       |          |  |
| Yes   | 33.3  | [22.5, 46.2] | 52.6  | [46.3, 58.8] | 34.0  | [27.9, 40.6] | 39.0     | [30.6, 48.0] |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Ever heard: Tjitjikutuara Kepembe Kotjii</b>     |       |              |       |              |       |              |          |              |       |          |  |
| No  | 97.4  | [90.9, 99.3] | 92.6  | [84.4, 96.7] | 99.1  | [98.3, 99.5] | 96.2     | [91.8, 98.3] |       |          |  |
| Yes   | 2.6   | [0.7, 9.1]   | 7.4   | [3.3, 15.6]  | 0.9   | [0.5, 1.7]   | 3.8      | [1.7, 8.2]   |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Ever heard: One Love talk show</b>               |       |              |       |              |       |              |          |              |       |          |  |
| No  | 89.5  | [80.9, 94.5] | 81.6  | [73.0, 88.0] | 90.7  | [87.5, 93.1] | 87.3     | [81.6, 91.5] |       |          |  |
| Yes   | 10.5  | [5.5, 19.1]  | 18.4  | [12.0, 27.0] | 9.3   | [6.9, 12.5]  | 12.7     | [8.5, 18.4]  |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Ever heard: kelzo ki mulyani</b>                 |       |              |       |              |       |              |          |              |       |          |  |
| No  | 98.6  | [89.1, 99.8] | 99.3  | [97.2, 99.8] | 93.0  | [85.7, 96.7] | 98.2     | [94.7, 99.4] |       |          |  |
| Yes   | 1.4   | [0.2, 10.9]  | 0.7   | [0.2, 2.8]   | 7.0   | [3.3, 14.3]  | 1.8      | [0.6, 5.3]   |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |
| <b>Level of exposure to One Love Radio Programs</b> |       |              |       |              |       |              |          |              |       |          |  |
| None  | 83.1  | [71.4, 90.6] | 71.8  | [63.4, 78.9] | 84.3  | [78.3, 88.9] | 80.0     | [72.0, 86.1] |       |          |  |
| Low   | 6.8   | [4.1, 11.3]  | 15.7  | [12.3, 19.9] | 9.3   | [6.5, 13.2]  | 9.6      | [6.9, 13.3]  |       |          |  |
| Med.  | 4.3   | [2.1, 8.6]   | 7.6   | [4.7, 12.1]  | 3.3   | [2.1, 5.2]   | 5.2      | [3.3, 8.0]   |       |          |  |
| High  | 5.7   | [2.4, 13.1]  | 4.9   | [3.1, 7.6]   | 3.1   | [1.8, 5.2]   | 5.2      | [2.9, 9.2]   |       |          |  |
| Total   | 100.0 |              | 100.0 |              | 100.0 |              | 100.0    |              |       |          |  |

Ever heard: One Love phone-in radio programs

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 81.9  | [69.6, 90.0] | 66.5  | [56.3, 75.3] | 82.7  | [76.5, 87.5] | 77.5  | [68.5, 84.5] |
| Yes   | 18.1  | [10.0, 30.4] | 33.5  | [24.7, 43.7] | 17.3  | [12.5, 23.5] | 22.5  | [15.5, 31.5] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Read: SoulSex booklet

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 81.2  | [72.4, 87.7] | 81.2  | [75.1, 86.1] | 80.4  | [75.8, 84.4] | 81.1  | [75.7, 85.6] |
| Yes   | 18.8  | [12.3, 27.6] | 18.8  | [13.9, 24.9] | 19.6  | [15.6, 24.2] | 18.9  | [14.4, 24.3] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Read: You Haven't met Joe booklet

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.7  | [95.9, 98.7] | 93.8  | [89.3, 96.4] | 96.3  | [94.7, 97.5] | 96.4  | [94.6, 97.6] |
| Yes   | 2.3   | [1.3, 4.1]   | 6.2   | [3.6, 10.7]  | 3.7   | [2.5, 5.3]   | 3.6   | [2.4, 5.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Life and Love with One Partner booklet

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 80.5  | [72.0, 86.8] | 73.4  | [68.5, 77.8] | 78.9  | [73.4, 83.5] | 78.3  | [73.2, 82.6] |
| Yes   | 19.5  | [13.2, 28.0] | 26.6  | [22.2, 31.5] | 21.1  | [16.5, 26.6] | 21.7  | [17.4, 26.8] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Ohole Imwe Onghalamwenyo booklet

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 73.3  | [57.5, 84.8] | 84.0  | [73.4, 90.9] | 85.1  | [77.9, 90.2] | 77.6  | [67.0, 85.5] |
| Yes   | 26.7  | [15.2, 42.5] | 16.0  | [9.1, 26.6]  | 14.9  | [9.8, 22.1]  | 22.4  | [14.5, 33.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Een Liefde booklet

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 95.0  | [90.2, 97.5] | 86.3  | [78.0, 91.8] | 85.9  | [81.0, 89.7] | 91.6  | [87.4, 94.4] |
| Yes   | 5.0   | [2.5, 9.8]   | 13.7  | [8.2, 22.0]  | 14.1  | [10.3, 19.0] | 8.4   | [5.6, 12.6]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched: Love Stories film series

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 94.4  | [88.7, 97.3] | 77.2  | [70.3, 82.9] | 89.2  | [84.1, 92.8] | 88.9  | [83.9, 92.4] |
| Yes   | 5.6   | [2.7, 11.3]  | 22.8  | [17.1, 29.7] | 10.8  | [7.2, 15.9]  | 11.1  | [7.6, 16.1]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: When the Music Stops

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.5  | [95.1, 99.5] | 93.8  | [88.3, 96.8] | 94.8  | [92.0, 96.6] | 96.7  | [94.3, 98.1] |
| Yes   | 1.5   | [0.5, 4.9]   | 6.2   | [3.2, 11.7]  | 5.2   | [3.4, 8.0]   | 3.3   | [1.9, 5.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Big House, Small House

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.6  | [96.2, 99.5] | 94.6  | [89.6, 97.3] | 97.2  | [95.6, 98.3] | 97.3  | [95.4, 98.5] |
| Yes   | 1.4   | [0.5, 3.8]   | 5.4   | [2.7, 10.4]  | 2.8   | [1.7, 4.4]   | 2.7   | [1.5, 4.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Travelling Man

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.7  | [99.0, 99.9] | 95.4  | [92.4, 97.2] | 97.4  | [95.8, 98.4] | 98.2  | [96.9, 99.0] |
| Yes   | 0.3   | [0.1, 1.0]   | 4.6   | [2.8, 7.6]   | 2.6   | [1.6, 4.2]   | 1.8   | [1.0, 3.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: After the Honeymoon

|       |       |               |       |              |       |              |       |              |
|-------|-------|---------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.9  | [99.7, 100.0] | 95.0  | [92.0, 97.0] | 99.2  | [98.5, 99.6] | 98.4  | [97.3, 99.1] |
| Yes   | 0.1   | [0.0, 0.3]    | 5.0   | [3.0, 8.0]   | 0.8   | [0.4, 1.5]   | 1.6   | [0.9, 2.7]   |
| Total | 100.0 |               | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Chaguo

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.1  | [97.5, 99.7] | 94.7  | [89.6, 97.4] | 98.9  | [98.1, 99.4] | 97.8  | [95.9, 98.8] |
| Yes   | 0.9   | [0.3, 2.5]   | 5.3   | [2.6, 10.4]  | 1.1   | [0.6, 1.9]   | 2.2   | [1.2, 4.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Umshato

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.7  | [94.9, 99.7] | 90.3  | [85.9, 93.4] | 97.6  | [96.4, 98.4] | 96.1  | [93.4, 97.8] |
| Yes   | 1.3   | [0.3, 5.1]   | 9.7   | [6.6, 14.1]  | 2.4   | [1.6, 3.6]   | 3.9   | [2.2, 6.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Bloodlines

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.1  | [96.3, 99.8] | 95.4  | [92.4, 97.3] | 99.0  | [98.2, 99.5] | 98.0  | [96.4, 98.9] |
| Yes   | 0.9   | [0.2, 3.7]   | 4.6   | [2.7, 7.6]   | 1.0   | [0.5, 1.8]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Second Chances

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.9  | [91.8, 98.8] | 90.6  | [86.6, 93.4] | 97.4  | [95.9, 98.4] | 95.1  | [92.0, 97.0] |
| Yes   | 3.1   | [1.2, 8.2]   | 9.4   | [6.6, 13.4]  | 2.6   | [1.6, 4.1]   | 4.9   | [3.0, 8.0]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Against the Odds

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 95.7  | [89.2, 98.4] | 82.0  | [72.7, 88.7] | 93.1  | [90.1, 95.2] | 91.5  | [86.0, 94.9] |
| Yes   | 4.3   | [1.6, 10.8]  | 18.0  | [11.3, 27.3] | 6.9   | [4.8, 9.9]   | 8.5   | [5.1, 14.0]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Betrayed

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.8  | [99.5, 99.9] | 98.0  | [96.5, 98.9] | 98.6  | [97.2, 99.3] | 99.2  | [98.5, 99.5] |
| Yes   | 0.2   | [0.1, 0.5]   | 2.0   | [1.1, 3.5]   | 1.4   | [0.7, 2.8]   | 0.8   | [0.5, 1.5]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Rebel Rhymes

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.2  | [97.2, 99.8] | 95.9  | [91.2, 98.1] | 97.4  | [94.1, 98.9] | 98.0  | [96.4, 98.9] |
| Yes   | 0.8   | [0.2, 2.8]   | 4.1   | [1.9, 8.8]   | 2.6   | [1.1, 5.9]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Mapule's Choice

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.8  | [97.3, 99.5] | 94.8  | [89.2, 97.6] | 97.3  | [94.2, 98.7] | 97.5  | [95.6, 98.6] |
| Yes   | 1.2   | [0.5, 2.7]   | 5.2   | [2.4, 10.8]  | 2.7   | [1.3, 5.8]   | 2.5   | [1.4, 4.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Secrets and Lies

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.9  | [93.6, 99.3] | 94.0  | [88.6, 97.0] | 95.3  | [92.9, 96.9] | 96.5  | [93.8, 98.0] |
| Yes   | 2.1   | [0.7, 6.4]   | 6.0   | [3.0, 11.4]  | 4.7   | [3.1, 7.1]   | 3.5   | [2.0, 6.2]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: The Test

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.6  | [95.7, 99.6] | 95.6  | [89.8, 98.1] | 99.3  | [98.7, 99.6] | 97.8  | [95.7, 98.9] |
| Yes   | 1.4   | [0.4, 4.3]   | 4.4   | [1.9, 10.2]  | 0.7   | [0.4, 1.3]   | 2.2   | [1.1, 4.3]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Tempestade

|       |       |              |       |              |       |               |       |              |
|-------|-------|--------------|-------|--------------|-------|---------------|-------|--------------|
| No    | 99.6  | [97.9, 99.9] | 97.4  | [95.6, 98.5] | 99.8  | [98.8, 100.0] | 99.0  | [98.0, 99.5] |
| Yes   | 0.4   | [0.1, 2.1]   | 2.6   | [1.5, 4.4]   | 0.2   | [0.0, 1.2]    | 1.0   | [0.5, 2.0]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |               | 100.0 |              |

Watched drama: Ulendo waRose

|       |       |               |       |              |       |              |       |              |
|-------|-------|---------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.9  | [99.4, 100.0] | 98.4  | [96.9, 99.2] | 99.7  | [99.0, 99.9] | 99.4  | [98.8, 99.7] |
| Yes   | 0.1   | [0.0, 0.6]    | 1.6   | [0.8, 3.1]   | 0.3   | [0.1, 1.0]   | 0.6   | [0.3, 1.2]   |
| Total | 100.0 |               | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Batjele

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.2  | [97.5, 99.8] | 96.5  | [91.4, 98.6] | 99.4  | [98.5, 99.7] | 98.4  | [96.7, 99.3] |
| Yes   | 0.8   | [0.2, 2.5]   | 3.5   | [1.4, 8.6]   | 0.6   | [0.3, 1.5]   | 1.6   | [0.7, 3.3]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Chipo's Promise

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.6  | [98.9, 99.9] | 96.1  | [92.0, 98.1] | 99.0  | [97.8, 99.6] | 98.5  | [97.3, 99.2] |
| Yes   | 0.4   | [0.1, 1.1]   | 3.9   | [1.9, 8.0]   | 1.0   | [0.4, 2.2]   | 1.5   | [0.8, 2.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Between Friends

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.0  | [90.2, 98.5] | 83.1  | [76.6, 88.0] | 92.2  | [88.6, 94.7] | 91.9  | [87.6, 94.8] |
| Yes   | 4.0   | [1.5, 9.8]   | 16.9  | [12.0, 23.4] | 7.8   | [5.3, 11.4]  | 8.1   | [5.2, 12.4]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |



Intensity of exposure to One Love TV programs and adverts

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| None  | 88.3  | [79.2, 93.8] | 60.4  | [49.9, 70.1] | 73.6  | [66.7, 79.5] | 78.7  | [70.5, 85.2] |
| Low   | 4.2   | [2.1, 8.2]   | 9.2   | [5.5, 15.0]  | 11.4  | [8.5, 15.2]  | 6.4   | [4.3, 9.4]   |
| Med.  | 4.0   | [1.9, 8.2]   | 20.0  | [14.3, 27.1] | 10.6  | [7.4, 15.0]  | 9.3   | [6.0, 14.2]  |
| High  | 3.5   | [1.6, 7.1]   | 10.4  | [5.6, 18.7]  | 4.4   | [2.6, 7.4]   | 5.6   | [3.5, 8.8]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love across media

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| None  | 54.6  | [42.3, 66.4] | 37.2  | [31.2, 43.6] | 49.8  | [42.4, 57.1] | 49.2  | [40.9, 57.5] |
| Low   | 23.0  | [17.2, 30.0] | 24.5  | [19.2, 30.8] | 25.3  | [21.4, 29.7] | 23.7  | [19.7, 28.2] |
| Med.  | 11.9  | [7.7, 18.0]  | 18.1  | [15.5, 21.1] | 15.0  | [11.0, 20.1] | 14.0  | [11.0, 17.6] |
| High  | 10.5  | [5.4, 19.3]  | 20.1  | [13.1, 29.6] | 9.9   | [7.0, 13.7]  | 13.2  | [8.8, 19.3]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |

One Love Multimedia Exposure: Number of Media Channels

|       |       |              |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|-------|--------------|
| None  | 51.0  | [38.0, 63.9] | 34.0  | [27.5, 41.1] | 46.6  | [39.1, 54.4] | 45.6  | [36.8, 54.8] |
| One   | 33.6  | [23.9, 44.9] | 27.8  | [24.4, 31.6] | 32.0  | [27.9, 36.5] | 31.8  | [25.5, 38.8] |
| Two+  | 15.4  | [9.3, 24.4]  | 38.2  | [32.4, 44.2] | 21.3  | [16.4, 27.3] | 22.6  | [16.6, 30.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              | 100.0 |              |
| N     | 1,474 |              | 1,389 |              | 1,424 |              | 4,287 |              |

Table 1c: Exposure to One Love, by Females Aged 15-24 Only

|   | Females 15-24 |              | Total |              |
|---|---------------|--------------|-------|--------------|
|   | %             | [95% CI]     | %     | [95% CI]     |
| <b>Recall of One Love Slogan</b>                    |               |              |       |              |
| None  | 72.2          | [63.4, 79.5] | 72.2  | [63.4, 79.5] |
| Spont.  | 15.4          | [9.0, 25.2]  | 15.4  | [9.0, 25.2]  |
| Aided   | 12.4          | [9.0, 16.9]  | 12.4  | [9.0, 16.9]  |
| Total   | 100.0         |              | 100.0 |              |
| <b>Knows: One Love</b>                              |               |              |       |              |
| No  | 54.6          | [38.4, 69.9] | 54.6  | [38.4, 69.9] |
| Yes   | 45.4          | [30.1, 61.6] | 45.4  | [30.1, 61.6] |
| Total   | 100.0         |              | 100.0 |              |
| <b>Knows: One Love logo</b>                         |               |              |       |              |
| No  | 59.6          | [45.3, 72.5] | 59.6  | [45.3, 72.5] |
| Yes   | 40.4          | [27.5, 54.7] | 40.4  | [27.5, 54.7] |
| Total   | 100.0         |              | 100.0 |              |
| <b>Ever heard: Tjitjikutuara Kepembe Kotjii</b>     |               |              |       |              |
| No  | 98.4          | [95.4, 99.4] | 98.4  | [95.4, 99.4] |
| Yes   | 1.6           | [0.6, 4.6]   | 1.6   | [0.6, 4.6]   |
| Total   | 100.0         |              | 100.0 |              |
| <b>Ever heard: One Love talk show</b>               |               |              |       |              |
| No  | 92.1          | [81.5, 96.8] | 92.1  | [81.5, 96.8] |
| Yes   | 7.9           | [3.2, 18.5]  | 7.9   | [3.2, 18.5]  |
| Total   | 100.0         |              | 100.0 |              |
| <b>Ever heard: kelzo ki mulyani</b>                 |               |              |       |              |
| No  | 98.5          | [94.4, 99.6] | 98.5  | [94.4, 99.6] |
| Yes   | 1.5           | [0.4, 5.6]   | 1.5   | [0.4, 5.6]   |
| Total   | 100.0         |              | 100.0 |              |
| <b>Level of exposure to One Love Radio Programs</b> |               |              |       |              |
| None  | 86.3          | [73.9, 93.3] | 86.3  | [73.9, 93.3] |
| Low   | 9.4           | [5.2, 16.4]  | 9.4   | [5.2, 16.4]  |
| Med.  | 2.8           | [0.9, 8.6]   | 2.8   | [0.9, 8.6]   |
| High  | 1.5           | [0.5, 4.4]   | 1.5   | [0.5, 4.4]   |
| Total   | 100.0         |              | 100.0 |              |
| <b>Ever heard: One Love phone-in radio programs</b> |               |              |       |              |
| No  | 83.4          | [70.2, 91.5] | 83.4  | [70.2, 91.5] |
| Yes   | 16.6          | [8.5, 29.8]  | 16.6  | [8.5, 29.8]  |
| Total   | 100.0         |              | 100.0 |              |
| <b>Read: SoulSex booklet</b>                        |               |              |       |              |
| No  | 79.6          | [71.6, 85.7] | 79.6  | [71.6, 85.7] |
| Yes   | 20.4          | [14.3, 28.4] | 20.4  | [14.3, 28.4] |
| Total   | 100.0         |              | 100.0 |              |

Read: You Haven't met Joe booklet

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 96.1  | [90.9, 98.4] | 96.1  | [90.9, 98.4] |
| Yes   | 3.9   | [1.6, 9.1]   | 3.9   | [1.6, 9.1]   |
| Total | 100.0 |              | 100.0 |              |

Read: Life and Love with One Partner booklet

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 79.8  | [69.7, 87.1] | 79.8  | [69.7, 87.1] |
| Yes   | 20.2  | [12.9, 30.3] | 20.2  | [12.9, 30.3] |
| Total | 100.0 |              | 100.0 |              |

Read: Ohole Imwe Onghalamwenyo booklet

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 82.0  | [69.7, 90.0] | 82.0  | [69.7, 90.0] |
| Yes   | 18.0  | [10.0, 30.3] | 18.0  | [10.0, 30.3] |
| Total | 100.0 |              | 100.0 |              |

Read: Een Liefde booklet

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 89.1  | [80.5, 94.2] | 89.1  | [80.5, 94.2] |
| Yes   | 10.9  | [5.8, 19.5]  | 10.9  | [5.8, 19.5]  |
| Total | 100.0 |              | 100.0 |              |

Watched: Love Stories film series

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 86.6  | [77.4, 92.4] | 86.6  | [77.4, 92.4] |
| Yes   | 13.4  | [7.6, 22.6]  | 13.4  | [7.6, 22.6]  |
| Total | 100.0 |              | 100.0 |              |

Watched film: When the Music Stops

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.8  | [90.9, 99.5] | 97.8  | [90.9, 99.5] |
| Yes   | 2.2   | [0.5, 9.1]   | 2.2   | [0.5, 9.1]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Big House, Small House

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 98.8  | [96.9, 99.6] | 98.8  | [96.9, 99.6] |
| Yes   | 1.2   | [0.4, 3.1]   | 1.2   | [0.4, 3.1]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Travelling Man

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.7  | [93.6, 99.2] | 97.7  | [93.6, 99.2] |
| Yes   | 2.3   | [0.8, 6.4]   | 2.3   | [0.8, 6.4]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: After the Honeymoon

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 99.3  | [97.6, 99.8] | 99.3  | [97.6, 99.8] |
| Yes   | 0.7   | [0.2, 2.4]   | 0.7   | [0.2, 2.4]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Chaguo

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 98.0  | [90.5, 99.6] | 98.0  | [90.5, 99.6] |
| Yes   | 2.0   | [0.4, 9.5]   | 2.0   | [0.4, 9.5]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Umshato

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.2  | [94.3, 98.6] | 97.2  | [94.3, 98.6] |
| Yes   | 2.8   | [1.4, 5.7]   | 2.8   | [1.4, 5.7]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Bloodlines

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.6  | [93.6, 99.1] | 97.6  | [93.6, 99.1] |
| Yes   | 2.4   | [0.9, 6.4]   | 2.4   | [0.9, 6.4]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Second Chances

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 96.2  | [93.4, 97.9] | 96.2  | [93.4, 97.9] |
| Yes   | 3.8   | [2.1, 6.6]   | 3.8   | [2.1, 6.6]   |
| Total | 100.0 |              | 100.0 |              |

Watched film: Against the Odds

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 89.4  | [75.7, 95.8] | 89.4  | [75.7, 95.8] |
| Yes   | 10.6  | [4.2, 24.3]  | 10.6  | [4.2, 24.3]  |
| Total | 100.0 |              | 100.0 |              |

Watched film: Betrayed

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 99.6  | [99.1, 99.8] | 99.6  | [99.1, 99.8] |
| Yes   | 0.4   | [0.2, 0.9]   | 0.4   | [0.2, 0.9]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Rebel Rhymes

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 96.4  | [92.0, 98.5] | 96.4  | [92.0, 98.5] |
| Yes   | 3.6   | [1.5, 8.0]   | 3.6   | [1.5, 8.0]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Mapule's Choice

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.6  | [93.7, 99.1] | 97.6  | [93.7, 99.1] |
| Yes   | 2.4   | [0.9, 6.3]   | 2.4   | [0.9, 6.3]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Secrets and Lies

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 98.5  | [96.8, 99.3] | 98.5  | [96.8, 99.3] |
| Yes   | 1.5   | [0.7, 3.2]   | 1.5   | [0.7, 3.2]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: The Test

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 96.9  | [92.0, 98.8] | 96.9  | [92.0, 98.8] |
| Yes   | 3.1   | [1.2, 8.0]   | 3.1   | [1.2, 8.0]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Tempestade

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 99.4  | [97.3, 99.9] | 99.4  | [97.3, 99.9] |
| Yes   | 0.6   | [0.1, 2.7]   | 0.6   | [0.1, 2.7]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Ulendo waRose

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 99.8  | [99.3, 99.9] | 99.8  | [99.3, 99.9] |
| Yes   | 0.2   | [0.1, 0.7]   | 0.2   | [0.1, 0.7]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Batjele

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 97.9  | [94.1, 99.3] | 97.9  | [94.1, 99.3] |
| Yes   | 2.1   | [0.7, 5.9]   | 2.1   | [0.7, 5.9]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Chipo's Promise

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 98.8  | [97.3, 99.4] | 98.8  | [97.3, 99.4] |
| Yes   | 1.2   | [0.6, 2.7]   | 1.2   | [0.6, 2.7]   |
| Total | 100.0 |              | 100.0 |              |

Watched drama: Between Friends

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| No    | 91.0  | [83.3, 95.3] | 91.0  | [83.3, 95.3] |
| Yes   | 9.0   | [4.7, 16.7]  | 9.0   | [4.7, 16.7]  |
| Total | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love TV programs and adverts

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| None  | 76.2  | [62.5, 86.0] | 76.2  | [62.5, 86.0] |
| Low   | 6.5   | [3.2, 12.7]  | 6.5   | [3.2, 12.7]  |
| Med.  | 12.9  | [5.7, 26.4]  | 12.9  | [5.7, 26.4]  |
| High  | 4.4   | [2.5, 7.6]   | 4.4   | [2.5, 7.6]   |
| Total | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love across media

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| None  | 51.6  | [34.5, 68.3] | 51.6  | [34.5, 68.3] |
| Low   | 20.3  | [12.2, 31.8] | 20.3  | [12.2, 31.8] |
| Med.  | 20.3  | [14.5, 27.7] | 20.3  | [14.5, 27.7] |
| High  | 7.9   | [3.1, 18.8]  | 7.9   | [3.1, 18.8]  |
| Total | 100.0 |              | 100.0 |              |

One Love Multimedia Exposure: Number of Media Channels

|       |       |              |       |              |
|-------|-------|--------------|-------|--------------|
| None  | 47.8  | [30.5, 65.6] | 47.8  | [30.5, 65.6] |
| One   | 28.3  | [17.8, 41.7] | 28.3  | [17.8, 41.7] |
| Two+  | 24.0  | [14.0, 37.9] | 24.0  | [14.0, 37.9] |
| Total | 100.0 |              | 100.0 |              |

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Table 1d: Exposure to One Love, by Program Area Only

|   | Non-SAfAIDS |              | SAfAIDS |              |  | Total |              |  |
|---|-------------|--------------|---------|--------------|--|-------|--------------|--|
|   | %           | [95% CI]     | %       | [95% CI]     |  | %     | [95% CI]     |  |
| <b>Recall of One Love Slogan</b>                    |             |              |         |              |  |       |              |  |
| None  | 74.9        | [65.5, 82.5] | 66.1    | [59.8, 71.8] |  | 73.7  | [65.5, 80.6] |  |
| Spont.  | 9.4         | [5.4, 15.8]  | 8.2     | [5.8, 11.6]  |  | 9.2   | [5.6, 14.7]  |  |
| Aided   | 15.7        | [10.9, 22.0] | 25.7    | [20.5, 31.8] |  | 17.1  | [12.6, 22.7] |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Knows: One Love</b>                              |             |              |         |              |  |       |              |  |
| No  | 57.1        | [45.8, 67.6] | 44.2    | [37.3, 51.3] |  | 55.3  | [45.4, 64.9] |  |
| Yes   | 42.9        | [32.4, 54.2] | 55.8    | [48.7, 62.7] |  | 44.7  | [35.1, 54.6] |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Knows: One Love logo</b>                         |             |              |         |              |  |       |              |  |
| No  | 62.6        | [52.4, 71.9] | 50.8    | [44.6, 57.0] |  | 61.0  | [52.0, 69.4] |  |
| Yes   | 37.4        | [28.1, 47.6] | 49.2    | [43.0, 55.4] |  | 39.0  | [30.6, 48.0] |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Ever heard: Tjitjikutuara Kepembe Kotjii</b>     |             |              |         |              |  |       |              |  |
| No  | 96.2        | [90.8, 98.4] | 96.5    | [93.7, 98.1] |  | 96.2  | [91.8, 98.3] |  |
| Yes   | 3.8         | [1.6, 9.2]   | 3.5     | [1.9, 6.3]   |  | 3.8   | [1.7, 8.2]   |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Ever heard: One Love talk show</b>               |             |              |         |              |  |       |              |  |
| No  | 87.8        | [81.1, 92.4] | 84.3    | [80.9, 87.3] |  | 87.3  | [81.6, 91.5] |  |
| Yes   | 12.2        | [7.6, 18.9]  | 15.7    | [12.7, 19.1] |  | 12.7  | [8.5, 18.4]  |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Ever heard: kelzo ki mulyani</b>                 |             |              |         |              |  |       |              |  |
| No  | 98.0        | [93.7, 99.4] | 99.8    | [99.6, 99.9] |  | 98.2  | [94.7, 99.4] |  |
| Yes   | 2.0         | [0.6, 6.3]   | 0.2     | [0.1, 0.4]   |  | 1.8   | [0.6, 5.3]   |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Level of exposure to One Love Radio Programs</b> |             |              |         |              |  |       |              |  |
| None  | 80.6        | [71.3, 87.3] | 76.4    | [71.1, 81.0] |  | 80.0  | [72.0, 86.1] |  |
| Low   | 9.3         | [6.3, 13.6]  | 11.3    | [8.2, 15.6]  |  | 9.6   | [6.9, 13.3]  |  |
| Med.  | 5.1         | [3.0, 8.5]   | 5.4     | [4.1, 7.2]   |  | 5.2   | [3.3, 8.0]   |  |
| High  | 5.0         | [2.5, 9.8]   | 6.9     | [5.2, 9.1]   |  | 5.2   | [2.9, 9.2]   |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |
| <b>Ever heard: One Love phone-in radio programs</b> |             |              |         |              |  |       |              |  |
| No  | 78.1        | [67.7, 85.9] | 73.4    | [67.0, 79.0] |  | 77.5  | [68.5, 84.5] |  |
| Yes   | 21.9        | [14.1, 32.3] | 26.6    | [21.0, 33.0] |  | 22.5  | [15.5, 31.5] |  |
| Total   | 100.0       |              | 100.0   |              |  | 100.0 |              |  |

Read: SoulSex booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 81.5  | [75.1, 86.5] | 78.8  | [74.4, 82.6] | 81.1  | [75.7, 85.6] |
| Yes   | 18.5  | [13.5, 24.9] | 21.2  | [17.4, 25.6] | 18.9  | [14.4, 24.3] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: You Haven't met Joe booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.5  | [94.4, 97.8] | 95.8  | [94.3, 96.9] | 96.4  | [94.6, 97.6] |
| Yes   | 3.5   | [2.2, 5.6]   | 4.2   | [3.1, 5.7]   | 3.6   | [2.4, 5.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Life and Love with One Partner booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 78.2  | [72.3, 83.2] | 78.3  | [74.4, 81.8] | 78.3  | [73.2, 82.6] |
| Yes   | 21.8  | [16.8, 27.7] | 21.7  | [18.2, 25.6] | 21.7  | [17.4, 26.8] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Ohole Imwe Onghalamwenyo booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 78.7  | [66.0, 87.5] | 70.7  | [65.0, 75.9] | 77.6  | [67.0, 85.5] |
| Yes   | 21.3  | [12.5, 34.0] | 29.3  | [24.1, 35.0] | 22.4  | [14.5, 33.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Read: Een Liefde booklet

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 91.7  | [86.9, 94.9] | 90.4  | [87.5, 92.7] | 91.6  | [87.4, 94.4] |
| Yes   | 8.3   | [5.1, 13.1]  | 9.6   | [7.3, 12.5]  | 8.4   | [5.6, 12.6]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched: Love Stories film series

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 89.2  | [83.4, 93.1] | 86.8  | [83.5, 89.5] | 88.9  | [83.9, 92.4] |
| Yes   | 10.8  | [6.9, 16.6]  | 13.2  | [10.5, 16.5] | 11.1  | [7.6, 16.1]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: When the Music Stops

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.8  | [93.9, 98.3] | 96.3  | [94.8, 97.4] | 96.7  | [94.3, 98.1] |
| Yes   | 3.2   | [1.7, 6.1]   | 3.7   | [2.6, 5.2]   | 3.3   | [1.9, 5.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Big House, Small House

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.5  | [95.1, 98.7] | 96.4  | [94.4, 97.7] | 97.3  | [95.4, 98.5] |
| Yes   | 2.5   | [1.3, 4.9]   | 3.6   | [2.3, 5.6]   | 2.7   | [1.5, 4.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Travelling Man

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.4  | [96.9, 99.2] | 96.8  | [94.8, 98.0] | 98.2  | [96.9, 99.0] |
| Yes   | 1.6   | [0.8, 3.1]   | 3.2   | [2.0, 5.2]   | 1.8   | [1.0, 3.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: After the Honeymoon

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.4  | [97.0, 99.2] | 98.6  | [97.9, 99.0] | 98.4  | [97.3, 99.1] |
| Yes   | 1.6   | [0.8, 3.0]   | 1.4   | [1.0, 2.1]   | 1.6   | [0.9, 2.7]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Chaguo

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.9  | [95.5, 99.0] | 97.4  | [96.2, 98.3] | 97.8  | [95.9, 98.8] |
| Yes   | 2.1   | [1.0, 4.5]   | 2.6   | [1.7, 3.8]   | 2.2   | [1.2, 4.1]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Umshato

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.0  | [92.8, 97.9] | 96.9  | [94.9, 98.1] | 96.1  | [93.4, 97.8] |
| Yes   | 4.0   | [2.1, 7.2]   | 3.1   | [1.9, 5.1]   | 3.9   | [2.2, 6.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Bloodlines

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.0  | [96.1, 99.0] | 98.0  | [96.8, 98.8] | 98.0  | [96.4, 98.9] |
| Yes   | 2.0   | [1.0, 3.9]   | 2.0   | [1.2, 3.2]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Second Chances

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 95.4  | [91.7, 97.5] | 92.8  | [90.9, 94.3] | 95.1  | [92.0, 97.0] |
| Yes   | 4.6   | [2.5, 8.3]   | 7.2   | [5.7, 9.1]   | 4.9   | [3.0, 8.0]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Against the Odds

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 91.6  | [85.0, 95.4] | 91.0  | [88.3, 93.1] | 91.5  | [86.0, 94.9] |
| Yes   | 8.4   | [4.6, 15.0]  | 9.0   | [6.9, 11.7]  | 8.5   | [5.1, 14.0]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched film: Betrayed

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 99.3  | [98.5, 99.6] | 98.6  | [97.8, 99.1] | 99.2  | [98.5, 99.5] |
| Yes   | 0.7   | [0.4, 1.5]   | 1.4   | [0.9, 2.2]   | 0.8   | [0.5, 1.5]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Rebel Rhymes

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 98.1  | [96.1, 99.1] | 97.3  | [95.8, 98.3] | 98.0  | [96.4, 98.9] |
| Yes   | 1.9   | [0.9, 3.9]   | 2.7   | [1.7, 4.2]   | 2.0   | [1.1, 3.6]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Mapule's Choice

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 97.4  | [95.1, 98.6] | 98.3  | [97.1, 99.0] | 97.5  | [95.6, 98.6] |
| Yes   | 2.6   | [1.4, 4.9]   | 1.7   | [1.0, 2.9]   | 2.5   | [1.4, 4.4]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Watched drama: Secrets and Lies

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| No    | 96.7  | [93.4, 98.3] | 95.4  | [93.8, 96.7] | 96.5  | [93.8, 98.0] |
| Yes   | 3.3   | [1.7, 6.6]   | 4.6   | [3.3, 6.2]   | 3.5   | [2.0, 6.2]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |



|                         |       |              |       |              |       |              |  |  |
|-------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: The Test |       |              |       |              |       |              |  |  |
| No                      | 97.8  | [95.2, 99.0] | 98.1  | [96.3, 99.1] | 97.8  | [95.7, 98.9] |  |  |
| Yes                     | 2.2   | [1.0, 4.8]   | 1.9   | [0.9, 3.7]   | 2.2   | [1.1, 4.3]   |  |  |
| Total                   | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

|                           |       |              |       |              |       |              |  |  |
|---------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: Tempestade |       |              |       |              |       |              |  |  |
| No                        | 98.9  | [97.8, 99.5] | 99.1  | [97.6, 99.6] | 99.0  | [98.0, 99.5] |  |  |
| Yes                       | 1.1   | [0.5, 2.2]   | 0.9   | [0.4, 2.4]   | 1.0   | [0.5, 2.0]   |  |  |
| Total                     | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

|                              |       |              |       |              |       |              |  |  |
|------------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: Ulendo waRose |       |              |       |              |       |              |  |  |
| No                           | 99.5  | [98.7, 99.8] | 99.1  | [98.4, 99.5] | 99.4  | [98.8, 99.7] |  |  |
| Yes                          | 0.5   | [0.2, 1.3]   | 0.9   | [0.5, 1.6]   | 0.6   | [0.3, 1.2]   |  |  |
| Total                        | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

|                        |       |              |       |              |       |              |  |  |
|------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: Batjele |       |              |       |              |       |              |  |  |
| No                     | 98.4  | [96.3, 99.3] | 98.6  | [97.6, 99.2] | 98.4  | [96.7, 99.3] |  |  |
| Yes                    | 1.6   | [0.7, 3.7]   | 1.4   | [0.8, 2.4]   | 1.6   | [0.7, 3.3]   |  |  |
| Total                  | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

|                                |       |              |       |              |       |              |  |  |
|--------------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: Chipo's Promise |       |              |       |              |       |              |  |  |
| No                             | 98.7  | [97.2, 99.4] | 97.4  | [96.0, 98.2] | 98.5  | [97.3, 99.2] |  |  |
| Yes                            | 1.3   | [0.6, 2.8]   | 2.6   | [1.8, 4.0]   | 1.5   | [0.8, 2.7]   |  |  |
| Total                          | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

|                                |       |              |       |              |       |              |  |  |
|--------------------------------|-------|--------------|-------|--------------|-------|--------------|--|--|
| Watched drama: Between Friends |       |              |       |              |       |              |  |  |
| No                             | 92.2  | [87.2, 95.4] | 89.7  | [86.4, 92.3] | 91.9  | [87.6, 94.8] |  |  |
| Yes                            | 7.8   | [4.6, 12.8]  | 10.3  | [7.7, 13.6]  | 8.1   | [5.2, 12.4]  |  |  |
| Total                          | 100.0 |              | 100.0 |              | 100.0 |              |  |  |

Intensity of exposure to One Love TV programs and adverts

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 78.9  | [69.2, 86.1] | 77.7  | [72.1, 82.5] | 78.7  | [70.5, 85.2] |
| Low   | 6.4   | [4.0, 10.0]  | 6.5   | [4.8, 8.6]   | 6.4   | [4.3, 9.4]   |
| Med.  | 9.5   | [5.7, 15.3]  | 8.3   | [6.3, 10.9]  | 9.3   | [6.0, 14.2]  |
| High  | 5.3   | [3.0, 9.1]   | 7.5   | [5.7, 9.9]   | 5.6   | [3.5, 8.8]   |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

Intensity of exposure to One Love across media

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 50.5  | [41.0, 59.9] | 40.6  | [36.4, 44.9] | 49.2  | [40.9, 57.5] |
| Low   | 22.8  | [18.2, 28.0] | 29.5  | [25.6, 33.7] | 23.7  | [19.7, 28.2] |
| Med.  | 14.1  | [10.7, 18.3] | 13.6  | [10.7, 17.0] | 14.0  | [11.0, 17.6] |
| High  | 12.7  | [7.8, 19.9]  | 16.3  | [13.1, 20.2] | 13.2  | [8.8, 19.3]  |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

One Love Multimedia Exposure: Number of Media Channels

|       |       |              |       |              |       |              |
|-------|-------|--------------|-------|--------------|-------|--------------|
| None  | 46.8  | [36.8, 57.2] | 37.9  | [33.9, 42.1] | 45.6  | [36.8, 54.8] |
| One   | 31.3  | [24.2, 39.5] | 34.6  | [31.2, 38.1] | 31.8  | [25.5, 38.8] |
| Two+  | 21.8  | [15.2, 30.4] | 27.5  | [23.0, 32.5] | 22.6  | [16.6, 30.0] |
| Total | 100.0 |              | 100.0 |              | 100.0 |              |

|   |       |  |       |  |       |  |
|---|-------|--|-------|--|-------|--|
| N | 1,915 |  | 2,372 |  | 4,287 |  |
|---|-------|--|-------|--|-------|--|