

APPENDIX F: PROBIT RESULTS, GENERAL POPULATION, MEN, WOMEN

GENERAL POPULATION

MULTIPLE PARTNERS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	16.8%	12.5%	21.1%	14.8%	11.9%	17.8%	0.3238	2895
Multiple partners (past month), among sexually experienced	5.7%	3.2%	8.2%	4.2%	2.3%	6.1%	0.2228	2499
More than one partner within 3 months period (past 12 months)	9.2%	6.5%	11.8%	10.7%	7.7%	13.8%	0.3530	2501
Reports currently (3mths) having more than one partner, among sexually experienced	10.6%	6.5%	14.7%	6.8%	4.4%	9.2%	0.0546	2497
Agrees that wife/cohabitating partner has another partner b8	3.8%	1.4%	6.1%	1.0%	-0.1%	2.1%	0.0613	460
Agrees that husband/cohabitating partner has another wife b9	16.9%	7.0%	26.8%	17.6%	11.4%	23.9%	0.9052	726
Agrees that husband/cohabitating partner has another sex partner who is not a wife	30.1%	22.5%	37.7%	24.1%	16.7%	31.6%	0.2317	719
10+ year age difference between respondent and last sexual partner	17.1%	13.1%	21.2%	11.3%	8.4%	14.3%	0.0439	2219
Thinks that last partner had other sexual partners	48.3%	42.5%	54.1%	44.1%	39.6%	48.6%	0.1446	2475
Received gifts or money in exchange for sex with last partner b20	32.2%	24.8%	39.5%	29.8%	23.3%	36.2%	0.4957	2503
Received gifts or money in exchange for sex with last partner, if regular	27.3%	19.2%	35.4%	24.8%	19.5%	30.0%	0.5095	1063
Received gifts or money in exchange for sex with last partner, if casual	34.9%	27.4%	42.4%	34.8%	27.5%	42.2%	0.9852	1368
Gave gifts or money in exchange for sex with last partner b21	23.1%	17.2%	29.0%	20.4%	15.9%	25.0%	0.4090	2495
Gave gifts or money in exchange for sex with last partner, if regular	19.7%	12.7%	26.7%	15.8%	11.6%	20.1%	0.3231	1064
Gave gifts or money in exchange for sex with last partner, if casual	24.7%	18.8%	30.7%	24.6%	18.9%	30.3%	0.9769	1361
Multiple sexual partners increase HIV risk (%True)	95.7%	93.2%	98.1%	93.6%	90.6%	96.7%	0.1281	3662
Most married men faithful to wives (%Agree)	20.5%	15.6%	25.3%	18.7%	13.2%	24.2%	0.5439	3665
Can resist temptation of sex with person besides main partner (%Agree)	78.9%	75.0%	82.7%	84.7%	81.1%	88.3%	0.0408	3665
Need someone to fill gap (%Disagree)	61.8%	57.1%	66.4%	68.1%	62.0%	74.3%	0.1422	3663
Men with many women are real men (%Disagree)	92.1%	89.2%	94.9%	96.4%	94.7%	98.1%	0.0148	3665
Men have right to get sex for gifts (%Disagree)	79.2%	73.4%	85.0%	82.8%	79.1%	86.6%	0.1676	3661
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	66.7%	60.8%	72.7%	66.6%	58.3%	74.9%	0.9599	3663
Leaders discourage multiple partners (%Very often/sometimes)	38.3%	33.2%	43.4%	42.3%	35.3%	49.3%	0.2873	3664
Leaders discourage men from having younger partners (%Very often/sometimes)	44.0%	39.3%	48.7%	48.8%	40.5%	57.1%	0.1841	3663
Polygyny is practiced in community (%Very often/sometimes)	32.3%	24.9%	39.6%	33.8%	28.9%	38.7%	0.7111	3653
Agrees that wife inheritance is practiced in the community	14.9%	9.0%	20.7%	14.2%	9.4%	19.0%	0.8000	3648
Number of lifetime partners	3.7557	2.3571	5.1544	3.5088	3.1095	3.9081	0.7401	3321

Age at first sex	18.5441	18.0853	19.0030	18.8363	18.6062	19.0665	0.3008	2821
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Two Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	16.8%	12.5%	21.1%	18.1%	13.2%	22.9%	0.6633	2895
Multiple partners (past month), among sexually experienced	5.7%	3.2%	8.2%	5.8%	3.9%	7.7%	0.9485	2499
More than one partner within 3 months period (past 12 months)	9.2%	6.5%	11.8%	13.2%	9.8%	16.6%	0.0721	2501
Reports currently (3mths) having more than one partner, among sexually experienced	10.6%	6.5%	14.7%	8.0%	5.8%	10.2%	0.2595	2497
Agrees that wife/cohabitating partner has another partner b8	3.8%	1.4%	6.1%	3.9%	1.2%	6.7%	0.9353	460
Agrees that husband/cohabitating partner has another wife b9	16.9%	7.0%	26.8%	22.8%	16.6%	29.1%	0.3825	726
Agrees that husband/cohabitating partner has another sex partner who is not a wife	30.1%	22.5%	37.7%	30.6%	22.8%	38.4%	0.9344	719
10+ year age difference between respondent and last sexual partner	17.1%	13.1%	21.2%	15.5%	11.5%	19.5%	0.5055	2219
Thinks that last partner had other sexual partners	48.3%	42.5%	54.1%	48.3%	42.2%	54.4%	0.9937	2475
Received gifts or money in exchange for sex with last partner b20	32.2%	24.8%	39.5%	29.2%	24.6%	33.7%	0.5171	2503
Received gifts or money in exchange for sex with last partner, if regular	27.3%	19.2%	35.4%	24.3%	18.9%	29.7%	0.4738	1063
Received gifts or money in exchange for sex with last partner, if casual	34.9%	27.4%	42.4%	32.6%	25.9%	39.2%	0.6740	1368
Gave gifts or money in exchange for sex with last partner b21	23.1%	17.2%	29.0%	19.5%	15.4%	23.6%	0.3458	2495
Gave gifts or money in exchange for sex with last partner, if regular	19.7%	12.7%	26.7%	15.4%	10.9%	19.8%	0.2870	1064
Gave gifts or money in exchange for sex with last partner, if casual	24.7%	18.8%	30.7%	22.3%	17.1%	27.5%	0.5282	1361
Multiple sexual partners increase HIV risk (%True)	95.7%	93.2%	98.1%	94.9%	92.2%	97.5%	0.5729	3662
Most married men faithful to wives (%Agree)	20.5%	15.6%	25.3%	23.8%	18.4%	29.2%	0.2908	3665
Can resist temptation of sex with person besides main partner (%Agree)	78.9%	75.0%	82.7%	81.4%	77.3%	85.5%	0.4378	3665
Need someone to fill gap (%Disagree)	61.8%	57.1%	66.4%	62.5%	55.8%	69.3%	0.8772	3663
Men with many women are real men (%Disagree)	92.1%	89.2%	94.9%	93.8%	91.1%	96.5%	0.4036	3665
Men have right to get sex for gifts (%Disagree)	79.2%	73.4%	85.0%	81.0%	75.9%	86.1%	0.5544	3661
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	66.7%	60.8%	72.7%	75.9%	71.1%	80.7%	0.0115	3663
Leaders discourage multiple partners (%Very often/sometimes)	38.3%	33.2%	43.4%	51.5%	46.0%	57.0%	0.0001	3664
Leaders discourage men from having younger partners (%Very often/sometimes)	44.0%	39.3%	48.7%	54.8%	49.0%	60.6%	0.0025	3663
Polygyny is practiced in community (%Very often/sometimes)	32.3%	24.9%	39.6%	41.6%	33.9%	49.4%	0.0568	3653
Agrees that wife inheritance is practiced in the community	14.9%	9.0%	20.7%	13.6%	9.9%	17.2%	0.6644	3648
Number of lifetime partners	3.7557	2.3571	5.1544	3.2011	2.6247	3.7775	0.5310	3321
Age at first sex	18.5441	18.0853	19.0030	18.6772	18.3244	19.0301	0.6439	2821

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	15.8%	12.8%	18.9%	16.9%	12.7%	21.2%	0.6189	2831
Multiple partners (past month), among sexually experienced	5.1%	3.3%	6.8%	4.9%	2.9%	7.0%	0.9278	2450
More than one partner within 3 months period (past 12 months)	10.6%	7.8%	13.3%	11.3%	8.3%	14.3%	0.7406	2453
Reports currently (3mths) having more than one partner, among sexually experienced	8.5%	6.1%	10.9%	7.3%	4.6%	10.0%	0.4904	2449
Agrees that wife/cohabitating partner has another partner b8	2.5%	1.0%	4.0%	5.0%	0.9%	9.1%	0.2075	449
Agrees that husband/cohabitating partner has another wife b9	17.6%	13.0%	22.2%	22.8%	16.5%	29.1%	0.1773	714
Agrees that husband/cohabitating partner has another sex partner who is not a wife	24.0%	18.3%	29.7%	37.1%	27.1%	47.2%	0.0395	707
10+ year age difference between respondent and last sexual partner	14.3%	11.1%	17.4%	15.3%	11.5%	19.0%	0.7074	2172
Thinks that last partner had other sexual partners	47.0%	41.3%	52.7%	46.4%	41.8%	51.1%	0.8874	2425
Received gifts or money in exchange for sex with last partner b20	29.2%	25.8%	32.6%	32.1%	25.3%	38.9%	0.3925	2455
Received gifts or money in exchange for sex with last partner, if regular	24.3%	19.1%	29.5%	26.4%	20.1%	32.8%	0.5244	1041
Received gifts or money in exchange for sex with last partner, if casual	33.5%	29.0%	37.9%	35.9%	27.5%	44.3%	0.6142	1343
Gave gifts or money in exchange for sex with last partner b21	19.8%	16.3%	23.3%	22.6%	17.8%	27.4%	0.3296	2447
Gave gifts or money in exchange for sex with last partner, if regular	14.6%	10.6%	18.6%	20.3%	14.1%	26.5%	0.1374	1042
Gave gifts or money in exchange for sex with last partner, if casual	23.5%	19.2%	27.9%	24.5%	19.5%	29.4%	0.7827	1336
Multiple sexual partners increase HIV risk (%True)	94.4%	91.8%	97.1%	95.0%	92.8%	97.2%	0.6491	3577
Most married men faithful to wives (%Agree)	20.3%	15.1%	25.5%	21.6%	16.3%	26.8%	0.7001	3580
Can resist temptation of sex with person besides main partner (%Agree)	81.6%	78.9%	84.3%	82.8%	79.4%	86.3%	0.5788	3580
Need someone to fill gap (%Disagree)	65.9%	61.1%	70.7%	62.3%	57.4%	67.2%	0.3396	3579
Men with many women are real men (%Disagree)	93.4%	91.2%	95.6%	95.9%	94.2%	97.7%	0.0923	3580
Men have right to get sex for gifts (%Disagree)	78.1%	73.1%	83.1%	85.0%	81.1%	88.9%	0.0097	3576
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	70.6%	65.4%	75.9%	67.6%	61.3%	73.8%	0.2127	3578
Leaders discourage multiple partners (%Very often/sometimes)	42.4%	38.1%	46.7%	45.7%	38.9%	52.5%	0.2953	3579
Leaders discourage men from having younger partners (%Very often/sometimes)	51.1%	44.6%	57.5%	46.9%	41.0%	52.8%	0.2652	3578
Polygyny is practiced in community (%Very often/sometimes)	37.5%	32.2%	42.8%	33.9%	27.2%	40.6%	0.3398	3568
Agrees that wife inheritance is practiced in the community	14.2%	10.5%	17.9%	13.7%	8.8%	18.6%	0.8329	3563
Number of lifetime partners	3.1972	2.7536	3.6409	3.8611	3.1756	4.5466	0.0764	3245
Age at first sex	18.7748	18.5497	18.9999	18.5732	18.2305	18.9160	0.2924	2759

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	13.7%	10.4%	16.9%	24.1%	18.6%	29.6%	0.0001	2892
Multiple partners (past month), among sexually experienced	3.5%	2.0%	5.0%	8.1%	4.6%	11.6%	0.0056	2496
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	7.3%	5.6%	9.1%	18.6%	14.1%	23.2%	0.0000	2498
Agrees that wife/cohabitating partner has another partner b8	6.4%	4.0%	8.7%	12.2%	7.9%	16.5%	0.0126	2494
Agrees that husband/cohabitating partner has another wife b9	2.4%	1.1%	3.8%	4.4%	0.8%	8.0%	0.2307	459
Agrees that husband/cohabitating partner has another sex partner who is not a wife	15.4%	11.0%	19.8%	21.0%	11.3%	30.6%	0.2802	725
10+ year age difference between respondent and last sexual partner	28.5%	22.5%	34.6%	23.4%	12.8%	34.1%	0.4091	718
Thinks that last partner had other sexual partners	13.3%	11.0%	15.7%	15.3%	10.3%	20.2%	0.4376	2216
Received gifts or money in exchange for sex with last partner b20	46.4%	41.8%	51.0%	47.4%	38.0%	56.7%	0.8202	2472
Received gifts or money in exchange for sex with last partner, if regular	29.3%	23.1%	35.4%	33.9%	26.0%	41.7%	0.4047	2500
Received gifts or money in exchange for sex with last partner, if casual	24.0%	17.6%	30.5%	27.3%	20.9%	33.7%	0.4474	1062
Gave gifts or money in exchange for sex with last partner b21	33.2%	26.4%	39.9%	38.9%	28.4%	49.3%	0.4035	1366
Gave gifts or money in exchange for sex with last partner, if regular	21.7%	17.4%	26.1%	16.8%	11.8%	21.7%	0.1968	2492
Gave gifts or money in exchange for sex with last partner, if casual	17.5%	12.5%	22.5%	16.2%	9.9%	22.5%	0.7284	1063
Multiple sexual partners increase HIV risk (%True)	25.4%	20.6%	30.1%	18.1%	11.5%	24.7%	0.1235	1359
Most married men faithful to wives (%Agree)	94.1%	91.3%	96.9%	94.8%	91.1%	98.5%	0.7025	3656
Can resist temptation of sex with person besides main partner (%Agree)	20.3%	15.0%	25.5%	24.7%	16.9%	32.6%	0.3777	3659
Need someone to fill gap (%Disagree)	80.3%	76.9%	83.7%	82.7%	78.1%	87.3%	0.4406	3659
Men with many women are real men (%Disagree)	64.5%	60.3%	68.7%	62.0%	53.1%	70.8%	0.5178	3657
Men have right to get sex for gifts (%Disagree)	94.7%	92.8%	96.6%	90.6%	85.6%	95.6%	0.1227	3659
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	79.7%	74.5%	84.8%	82.0%	75.2%	88.8%	0.4504	3655
Leaders discourage multiple partners (%Very often/sometimes)	66.9%	60.9%	72.9%	68.0%	62.3%	73.8%	0.6706	3657
Leaders discourage men from having younger partners (%Very often/sometimes)	43.2%	38.3%	48.1%	36.8%	29.8%	43.8%	0.0556	3658
Polygyny is practiced in community (%Very often/sometimes)	46.6%	41.0%	52.2%	42.2%	34.5%	49.8%	0.2190	3657
Agrees that wife inheritance is practiced in the community	35.5%	28.9%	42.2%	39.2%	31.6%	46.7%	0.4307	3647
Number of lifetime partners	12.8%	8.5%	17.1%	12.7%	8.6%	16.8%	0.9639	3642
Age at first sex	3.2029	2.7521	3.6537	3.8167	3.1164	4.5169	0.1557	3315
	18.7819	18.5810	18.9828	18.3386	17.8328	18.8443	0.0370	2818

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	13.7%	10.4%	16.9%	15.7%	12.2%	19.1%	0.3500	2892
Multiple partners (past month), among sexually experienced	3.5%	2.0%	5.0%	5.6%	3.5%	7.7%	0.0502	2496
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	7.3%	5.6%	9.1%	11.6%	8.2%	15.0%	0.0266	2498
Agrees that wife/cohabitating partner has another partner b8	6.4%	4.0%	8.7%	8.2%	5.7%	10.8%	0.2737	2494
Agrees that husband/cohabitating partner has another wife b9	2.4%	1.1%	3.8%	5.0%	1.6%	8.5%	0.0747	459
Agrees that husband/cohabitating partner has another sex partner who is not a wife	15.4%	11.0%	19.8%	27.9%	15.9%	39.9%	0.0468	725
10+ year age difference between respondent and last sexual partner	28.5%	22.5%	34.6%	29.4%	19.5%	39.4%	0.8775	718
Thinks that last partner had other sexual partners	13.3%	11.0%	15.7%	16.1%	12.2%	20.0%	0.2446	2216
Received gifts or money in exchange for sex with last partner b20	46.4%	41.8%	51.0%	46.9%	41.3%	52.5%	0.8956	2472
Received gifts or money in exchange for sex with last partner, if regular	29.3%	23.1%	35.4%	29.4%	24.8%	34.0%	0.9708	2500
Received gifts or money in exchange for sex with last partner, if casual	24.0%	17.6%	30.5%	26.4%	20.6%	32.1%	0.5496	1062
Gave gifts or money in exchange for sex with last partner b21	33.2%	26.4%	39.9%	32.4%	26.2%	38.5%	0.8524	1366
Gave gifts or money in exchange for sex with last partner, if regular	21.7%	17.4%	26.1%	22.4%	17.8%	27.0%	0.7622	2492
Gave gifts or money in exchange for sex with last partner, if casual	17.5%	12.5%	22.5%	16.0%	11.9%	20.1%	0.6403	1063
Multiple sexual partners increase HIV risk (%True)	25.4%	20.6%	30.1%	26.0%	19.1%	32.9%	0.8720	1359
Most married men faithful to wives (%Agree)	94.1%	91.3%	96.9%	95.5%	93.7%	97.3%	0.2725	3656
Can resist temptation of sex with person besides main partner (%Agree)	20.3%	15.0%	25.5%	19.6%	14.1%	25.1%	0.7647	3659
Need someone to fill gap (%Disagree)	80.3%	76.9%	83.7%	83.4%	80.0%	86.7%	0.2101	3659
Men with many women are real men (%Disagree)	64.5%	60.3%	68.7%	65.3%	60.1%	70.4%	0.8342	3657
Men have right to get sex for gifts (%Disagree)	94.7%	92.8%	96.6%	95.4%	93.5%	97.2%	0.5400	3659
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	79.7%	74.5%	84.8%	82.6%	79.0%	86.2%	0.3179	3655
Leaders discourage multiple partners (%Very often/sometimes)	66.9%	60.9%	72.9%	74.1%	68.9%	79.3%	0.0018	3657
Leaders discourage men from having younger partners (%Very often/sometimes)	43.2%	38.3%	48.1%	48.8%	43.4%	54.2%	0.0256	3658
Polygyny is practiced in community (%Very often/sometimes)	46.6%	41.0%	52.2%	56.7%	51.3%	62.1%	0.0001	3657
Agrees that wife inheritance is practiced in the community	35.5%	28.9%	42.2%	34.5%	30.5%	38.6%	0.7098	3647
Number of lifetime partners	12.8%	8.5%	17.1%	17.1%	13.5%	20.6%	0.0334	3642
Age at first sex	3.2029	2.7521	3.6537	3.7498	2.9556	4.5440	0.1533	3315
	18.7819	18.5810	18.9828	18.7767	18.4650	19.0884	0.9773	2818

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	13.4%	8.1%	18.7%	14.6%	10.9%	18.2%	0.6358	2812
Multiple partners (past month), among sexually experienced	5.0%	1.6%	8.4%	4.0%	2.4%	5.7%	0.5567	2440
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	4.8%	1.6%	8.1%	9.8%	7.5%	12.1%	0.0343	2443
Agrees that wife/cohabitating partner has another partner b8	10.1%	4.0%	16.1%	6.0%	4.0%	8.0%	0.1422	2440
Agrees that husband/cohabitating partner has another wife b9	3.2%	0.7%	5.6%	2.6%	0.8%	4.4%	0.6856	447
Agrees that husband/cohabitating partner has another sex partner who is not a wife	13.9%	7.4%	20.5%	16.4%	10.1%	22.6%	0.5799	711
10+ year age difference between respondent and last sexual partner	21.7%	12.0%	31.4%	31.3%	22.3%	40.2%	0.1935	704
Thinks that last partner had other sexual partners	12.7%	8.2%	17.2%	13.3%	10.6%	15.9%	0.8268	2162
Received gifts or money in exchange for sex with last partner b20	50.3%	41.1%	59.5%	45.9%	40.0%	51.8%	0.3517	2415
Received gifts or money in exchange for sex with last partner, if regular	27.6%	19.1%	36.1%	33.6%	26.3%	40.9%	0.1158	2445
Received gifts or money in exchange for sex with last partner, if casual	19.7%	11.4%	28.0%	27.1%	19.5%	34.7%	0.0478	1037
Gave gifts or money in exchange for sex with last partner b21	34.2%	24.5%	43.8%	37.6%	29.3%	45.8%	0.5335	1338
Gave gifts or money in exchange for sex with last partner, if regular	19.4%	13.6%	25.3%	23.7%	17.8%	29.6%	0.1042	2437
Gave gifts or money in exchange for sex with last partner, if casual	13.8%	7.5%	20.0%	18.2%	11.8%	24.7%	0.2467	1038
Multiple sexual partners increase HIV risk (%True)	23.4%	16.1%	30.8%	27.2%	20.6%	33.8%	0.3741	1331
Most married men faithful to wives (%Agree)	93.4%	89.7%	97.1%	95.6%	93.1%	98.1%	0.1304	3552
Can resist temptation of sex with person besides main partner (%Agree)	16.9%	10.6%	23.2%	20.1%	15.1%	25.1%	0.2373	3555
Need someone to fill gap (%Disagree)	78.4%	73.5%	83.3%	80.3%	76.0%	84.5%	0.5622	3555
Men with many women are real men (%Disagree)	62.3%	57.1%	67.6%	65.7%	61.3%	70.0%	0.2984	3554
Men have right to get sex for gifts (%Disagree)	90.7%	85.7%	95.8%	95.2%	93.7%	96.7%	0.0347	3555
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	73.8%	64.0%	83.6%	81.3%	76.5%	86.2%	0.0277	3551
Leaders discourage multiple partners (%Very often/sometimes)	67.0%	60.0%	74.0%	67.3%	59.6%	75.0%	0.9294	3553
Leaders discourage men from having younger partners (%Very often/sometimes)	38.4%	30.0%	46.7%	42.5%	36.5%	48.4%	0.4447	3554
Polygyny is practiced in community (%Very often/sometimes)	48.2%	41.2%	55.2%	45.4%	37.7%	53.2%	0.5567	3553
Agrees that wife inheritance is practiced in the community	31.4%	21.3%	41.4%	38.4%	31.3%	45.5%	0.2236	3544
Number of lifetime partners	15.6%	7.4%	23.8%	12.4%	9.0%	15.9%	0.3137	3539
Age at first sex	2.5097	1.4925	3.5269	3.4489	2.8954	4.0024	0.0651	3223
	18.7214	18.0635	19.3793	18.6814	18.4123	18.9506	0.9146	2741

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	13.4%	8.1%	18.7%	18.3%	14.9%	21.6%	0.1209	2812
Multiple partners (past month), among sexually experienced	5.0%	1.6%	8.4%	5.6%	3.7%	7.5%	0.7358	2440
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	4.8%	1.6%	8.1%	13.7%	10.8%	16.5%	0.0020	2443
Agrees that wife/cohabitating partner has another partner b8	10.1%	4.0%	16.1%	8.7%	6.4%	11.1%	0.6642	2440
Agrees that husband/cohabitating partner has another wife b9	3.2%	0.7%	5.6%	3.5%	0.7%	6.4%	0.8355	447
Agrees that husband/cohabitating partner has another sex partner who is not a wife	13.9%	7.4%	20.5%	24.2%	18.1%	30.3%	0.0458	711
10+ year age difference between respondent and last sexual partner	21.7%	12.0%	31.4%	27.3%	18.6%	36.0%	0.4225	704
Thinks that last partner had other sexual partners	12.7%	8.2%	17.2%	16.1%	12.6%	19.5%	0.2407	2162
Received gifts or money in exchange for sex with last partner b20	50.3%	41.1%	59.5%	46.3%	42.3%	50.3%	0.4244	2415
Received gifts or money in exchange for sex with last partner, if regular	27.6%	19.1%	36.1%	29.3%	26.0%	32.6%	0.7015	2445
Received gifts or money in exchange for sex with last partner, if casual	19.7%	11.4%	28.0%	25.2%	20.3%	30.2%	0.2536	1037
Gave gifts or money in exchange for sex with last partner b21	34.2%	24.5%	43.8%	33.1%	28.5%	37.7%	0.8358	1338
Gave gifts or money in exchange for sex with last partner, if regular	19.4%	13.6%	25.3%	19.8%	16.9%	22.8%	0.9052	2437
Gave gifts or money in exchange for sex with last partner, if casual	13.8%	7.5%	20.0%	16.9%	13.3%	20.5%	0.4302	1038
Multiple sexual partners increase HIV risk (%True)	23.4%	16.1%	30.8%	22.4%	18.9%	26.0%	0.8143	1331
Most married men faithful to wives (%Agree)	93.4%	89.7%	97.1%	94.6%	92.4%	96.8%	0.4591	3552
Can resist temptation of sex with person besides main partner (%Agree)	16.9%	10.6%	23.2%	22.5%	17.7%	27.3%	0.1352	3555
Need someone to fill gap (%Disagree)	78.4%	73.5%	83.3%	84.2%	81.8%	86.6%	0.0245	3555
Men with many women are real men (%Disagree)	62.3%	57.1%	67.6%	64.2%	59.9%	68.6%	0.5946	3554
Men have right to get sex for gifts (%Disagree)	90.7%	85.7%	95.8%	95.0%	92.9%	97.1%	0.1217	3555
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	73.8%	64.0%	83.6%	83.2%	80.1%	86.4%	0.0258	3551
Leaders discourage multiple partners (%Very often/sometimes)	67.0%	60.0%	74.0%	71.2%	66.3%	76.2%	0.1708	3553
Leaders discourage men from having younger partners (%Very often/sometimes)	38.4%	30.0%	46.7%	46.0%	40.5%	51.4%	0.0883	3554
Polygyny is practiced in community (%Very often/sometimes)	48.2%	41.2%	55.2%	52.0%	46.6%	57.4%	0.3320	3553
Agrees that wife inheritance is practiced in the community	31.4%	21.3%	41.4%	35.9%	30.9%	40.9%	0.3700	3544
Number of lifetime partners	15.6%	7.4%	23.8%	14.6%	11.3%	17.9%	0.7747	3539
Age at first sex	2.5097	1.4925	3.5269	3.7745	3.2339	4.3151	0.0201	3223
	18.7214	18.0635	19.3793	18.6781	18.3503	19.0060	0.9115	2741

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	15.4%	12.9%	17.9%	24.8%	16.4%	33.3%	0.0051	2851
Multiple partners (past month), among sexually experienced	5.1%	3.5%	6.6%	5.5%	2.6%	8.5%	0.7602	2464
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	10.4%	8.3%	12.4%	15.8%	9.9%	21.8%	0.0626	2466
Agrees that wife/cohabitating partner has another partner b8	7.9%	6.0%	9.9%	11.1%	5.8%	16.4%	0.2087	2462
Agrees that husband/cohabitating partner has another wife b9	3.4%	1.8%	5.0%	1.1%	-0.5%	2.7%	0.1344	454
Agrees that husband/cohabitating partner has another sex partner who is not a wife	18.6%	14.2%	23.0%	24.9%	12.6%	37.3%	0.3247	711
10+ year age difference between respondent and last sexual partner	27.6%	22.6%	32.5%	33.3%	11.6%	55.0%	0.5953	704
Thinks that last partner had other sexual partners	14.1%	11.9%	16.3%	19.5%	13.0%	26.0%	0.0708	2189
Received gifts or money in exchange for sex with last partner b20	46.2%	42.5%	49.9%	49.1%	40.3%	58.0%	0.5272	2441
Received gifts or money in exchange for sex with last partner, if regular	30.2%	25.9%	34.4%	31.3%	22.2%	40.4%	0.8294	2470
Received gifts or money in exchange for sex with last partner, if casual	25.3%	20.7%	29.8%	24.9%	12.9%	36.9%	0.9543	1046
Gave gifts or money in exchange for sex with last partner b21	33.7%	29.0%	38.5%	38.9%	26.6%	51.2%	0.4461	1352
Gave gifts or money in exchange for sex with last partner, if regular	21.0%	17.7%	24.3%	20.0%	12.8%	27.3%	0.8172	2462
Gave gifts or money in exchange for sex with last partner, if casual	16.5%	13.3%	19.8%	18.1%	8.9%	27.4%	0.7351	1046
Multiple sexual partners increase HIV risk (%True)	24.0%	20.3%	27.7%	23.5%	14.3%	32.6%	0.9191	1346
Most married men faithful to wives (%Agree)	94.6%	92.3%	97.0%	96.8%	94.2%	99.3%	0.1990	3605
Can resist temptation of sex with person besides main partner (%Agree)	21.4%	17.0%	25.8%	17.6%	11.7%	23.5%	0.2218	3608
Need someone to fill gap (%Disagree)	82.1%	79.9%	84.3%	81.5%	76.3%	86.8%	0.8528	3608
Men with many women are real men (%Disagree)	64.4%	61.3%	67.5%	64.9%	57.3%	72.6%	0.8769	3606
Men have right to get sex for gifts (%Disagree)	94.0%	92.5%	95.6%	94.8%	91.5%	98.1%	0.6467	3608
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	82.4%	78.7%	86.1%	72.4%	62.8%	82.1%	0.0325	3604
Leaders discourage multiple partners (%Very often/sometimes)	68.6%	63.5%	73.7%	76.8%	68.9%	84.8%	0.0488	3606
Leaders discourage men from having younger partners (%Very often/sometimes)	42.3%	37.7%	46.8%	54.5%	44.1%	64.9%	0.0313	3607
Polygyny is practiced in community (%Very often/sometimes)	48.3%	43.2%	53.5%	54.7%	44.5%	64.8%	0.2617	3606
Agrees that wife inheritance is practiced in the community	35.4%	30.6%	40.2%	38.6%	30.0%	47.3%	0.3905	3597
Number of lifetime partners	13.8%	10.2%	17.4%	16.4%	10.2%	22.7%	0.3905	3592
Age at first sex	3.5412	3.0319	4.0505	3.1682	2.0214	4.3149	0.6004	3271
	18.6481	18.4571	18.8391	19.0988	18.4199	19.7776	0.1928	2778

OTHER HIV RISK FACTORS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	46.1%	41.4%	50.8%	51.3%	45.4%	57.2%	0.2046	3397
Likely to be infected now (%Agree)	19.5%	15.3%	23.6%	23.2%	19.1%	27.2%	0.1932	3307
If one spouse positive, the other too (%False)	65.5%	59.3%	71.7%	73.3%	69.7%	76.9%	0.0043	3664
STIs decrease HIV infection (%False)	92.0%	90.1%	93.9%	92.9%	90.8%	95.1%	0.4669	3662
TB can't be cured if HIV+ (%False)	58.3%	53.0%	63.7%	57.0%	51.9%	62.1%	0.7548	3664
Risk of contracting HIV decreases for a circumcised man	87.5%	85.0%	89.9%	88.8%	86.3%	91.3%	0.4806	3663
Knows where to get information about HIV/AIDS	90.1%	86.7%	93.4%	91.7%	88.3%	95.0%	0.3959	3662

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	46.1%	41.4%	50.8%	46.0%	39.9%	52.0%	0.9717	3397
Likely to be infected now (%Agree)	19.5%	15.3%	23.6%	21.6%	16.6%	26.5%	0.4650	3307
If one spouse positive, the other too (%False)	65.5%	59.3%	71.7%	68.3%	63.5%	73.1%	0.3741	3664
STIs decrease HIV infection (%False)	92.0%	90.1%	93.9%	91.8%	89.3%	94.4%	0.9291	3662
TB can't be cured if HIV+ (%False)	58.3%	53.0%	63.7%	61.1%	55.8%	66.3%	0.3651	3664
Risk of contracting HIV decreases for a circumcised man	87.5%	85.0%	89.9%	89.9%	86.9%	92.9%	0.2022	3663
Knows where to get information about HIV/AIDS	90.1%	86.7%	93.4%	89.4%	85.1%	93.7%	0.7740	3662

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	48.7%	43.9%	53.5%	47.1%	42.4%	51.8%	0.5955	3319
Likely to be infected now (%Agree)	21.2%	16.8%	25.5%	21.5%	17.2%	25.7%	0.9252	3234
If one spouse positive, the other too (%False)	68.0%	64.2%	71.7%	71.7%	65.4%	78.0%	0.2360	3579
STIs decrease HIV infection (%False)	93.0%	91.2%	94.7%	90.9%	87.9%	94.0%	0.3011	3577
TB can't be cured if HIV+ (%False)	60.2%	56.3%	64.2%	56.3%	51.7%	60.8%	0.1895	3579
Risk of contracting HIV decreases for a circumcised man	88.2%	86.2%	90.3%	89.6%	87.4%	91.8%	0.3707	3578
Knows where to get information about HIV/AIDS	88.5%	84.2%	92.8%	95.0%	93.0%	97.0%	0.0033	3577

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.2%	40.9%	49.5%	58.2%	49.4%	66.9%	0.0148	3391
Likely to be infected now (%Agree)	20.1%	17.2%	23.0%	22.8%	17.3%	28.3%	0.3543	3301
If one spouse positive, the other too (%False)	70.7%	67.1%	74.4%	69.7%	61.7%	77.7%	0.7850	3658
STIs decrease HIV infection (%False)	91.5%	89.6%	93.4%	92.5%	88.9%	96.1%	0.6514	3656
TB can't be cured if HIV+ (%False)	60.0%	55.3%	64.7%	63.0%	55.1%	70.8%	0.4785	3658
Risk of contracting HIV decreases for a circumcised man	87.7%	85.8%	89.6%	94.3%	92.0%	96.5%	0.0002	3657
Knows where to get information about HIV/AIDS	90.8%	88.0%	93.6%	89.0%	82.7%	95.2%	0.4248	3656

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.2%	40.9%	49.5%	46.8%	42.1%	51.4%	0.5658	3391
Likely to be infected now (%Agree)	20.1%	17.2%	23.0%	23.0%	17.4%	28.5%	0.2919	3301
If one spouse positive, the other too (%False)	70.7%	67.1%	74.4%	66.6%	60.0%	73.2%	0.2532	3658
STIs decrease HIV infection (%False)	91.5%	89.6%	93.4%	93.5%	91.3%	95.6%	0.1857	3656
TB can't be cured if HIV+ (%False)	60.0%	55.3%	64.7%	54.3%	48.9%	59.7%	0.1451	3658
Risk of contracting HIV decreases for a circumcised man	87.7%	85.8%	89.6%	87.3%	84.0%	90.6%	0.8202	3657
Knows where to get information about HIV/AIDS	90.8%	88.0%	93.6%	90.8%	87.7%	93.9%	0.9914	3656

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	38.4%	30.9%	45.9%	47.9%	42.4%	53.4%	0.0508	3294
Likely to be infected now (%Agree)	15.2%	11.4%	19.0%	23.2%	17.2%	29.1%	0.0212	3211
If one spouse positive, the other too (%False)	62.8%	56.5%	69.1%	70.3%	64.1%	76.5%	0.1017	3554
STIs decrease HIV infection (%False)	89.9%	86.4%	93.4%	92.4%	90.2%	94.6%	0.2498	3552
TB can't be cured if HIV+ (%False)	62.2%	51.4%	72.9%	56.1%	51.1%	61.0%	0.3323	3554
Risk of contracting HIV decreases for a circumcised man	86.8%	82.7%	90.8%	87.2%	84.6%	89.7%	0.8692	3553
Knows where to get information about HIV/AIDS	86.2%	81.1%	91.4%	93.3%	90.9%	95.8%	0.0002	3552

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	38.4%	30.9%	45.9%	50.9%	45.7%	56.1%	0.0099	3294
Likely to be infected now (%Agree)	15.2%	11.4%	19.0%	22.0%	18.4%	25.7%	0.0073	3211
If one spouse positive, the other too (%False)	62.8%	56.5%	69.1%	70.7%	65.6%	75.7%	0.0405	3554
STIs decrease HIV infection (%False)	89.9%	86.4%	93.4%	92.9%	91.2%	94.6%	0.0974	3552
TB can't be cured if HIV+ (%False)	62.2%	51.4%	72.9%	58.8%	55.4%	62.2%	0.5526	3554
Risk of contracting HIV decreases for a circumcised man	86.8%	82.7%	90.8%	90.7%	88.7%	92.6%	0.0788	3553
Knows where to get information about HIV/AIDS	86.2%	81.1%	91.4%	90.1%	86.5%	93.6%	0.1178	3552

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	48.9%	45.0%	52.9%	41.0%	34.8%	47.2%	0.0427	3343
Likely to be infected now (%Agree)	22.2%	19.1%	25.3%	15.8%	9.8%	21.9%	0.0893	3254
If one spouse positive, the other too (%False)	69.1%	64.7%	73.5%	67.7%	61.4%	74.1%	0.7317	3607
STIs decrease HIV infection (%False)	92.6%	91.2%	94.1%	91.2%	86.9%	95.5%	0.5427	3605
TB can't be cured if HIV+ (%False)	59.0%	56.1%	62.0%	56.3%	47.1%	65.5%	0.5543	3607
Risk of contracting HIV decreases for a circumcised man	88.3%	86.6%	90.0%	91.1%	87.3%	94.9%	0.2198	3606
Knows where to get information about HIV/AIDS	90.5%	87.5%	93.4%	91.6%	86.4%	96.9%	0.6903	3605

HIV COMMUNICATION

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.4%	79.4%	89.4%	83.0%	77.9%	88.1%	0.7105	1362
Discussed HIV/AIDS with Kids	54.3%	46.5%	62.0%	56.4%	49.9%	62.9%	0.6966	1307
Discussed HIV/AIDS with Friends	74.8%	70.1%	79.5%	79.8%	76.6%	83.1%	0.0383	3610
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.1%	76.9%	85.3%	85.6%	83.1%	88.0%	0.0484	3625
A4-Sex life improves with communication with partner (%Agree)	91.9%	89.6%	94.1%	93.9%	92.1%	95.6%	0.1083	3664
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	20.6%	13.4%	27.8%	26.0%	21.3%	30.8%	0.2133	1185
Percentage who have talked with spouse/regular cohabitating partner about sexual	63.6%	50.5%	76.6%	70.5%	60.5%	80.5%	0.4303	243
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	88.6%	84.5%	92.7%	92.6%	89.8%	95.3%	0.0704	1174
Percentage who have talked with spouse/regular cohabitating partner about sexual	72.0%	66.4%	77.7%	81.7%	76.1%	87.2%	0.0371	1050

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.4%	79.4%	89.4%	83.4%	77.8%	88.9%	0.7932	1362
Discussed HIV/AIDS with Kids	54.3%	46.5%	62.0%	51.6%	45.2%	58.0%	0.6413	1307
Discussed HIV/AIDS with Friends	74.8%	70.1%	79.5%	79.0%	74.7%	83.3%	0.1908	3610
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.1%	76.9%	85.3%	84.9%	80.9%	89.0%	0.1751	3625
A4-Sex life improves with communication with partner (%Agree)	91.9%	89.6%	94.1%	92.1%	89.7%	94.6%	0.8548	3664
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	20.6%	13.4%	27.8%	11.7%	6.9%	16.5%	0.0873	1185
Percentage who have talked with spouse/regular cohabitating partner about sexual	63.6%	50.5%	76.6%	62.6%	50.5%	74.7%	0.9213	243
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	88.6%	84.5%	92.7%	90.9%	87.8%	94.1%	0.3331	1174
Percentage who have talked with spouse/regular cohabitating partner about sexual	72.0%	66.4%	77.7%	82.0%	76.4%	87.6%	0.0213	1050

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	82.8%	78.8%	86.8%	86.3%	81.3%	91.3%	0.2834	1334
Discussed HIV/AIDS with Kids	53.4%	46.9%	59.9%	55.5%	47.8%	63.1%	0.7338	1273
Discussed HIV/AIDS with Friends	79.3%	76.3%	82.3%	75.7%	70.9%	80.5%	0.2000	3526
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	84.8%	82.2%	87.5%	82.3%	78.2%	86.5%	0.3196	3540
A4-Sex life improves with communication with partner (%Agree)	93.1%	91.5%	94.7%	92.2%	90.2%	94.2%	0.4506	3579
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.3%	15.7%	22.8%	20.9%	16.6%	25.1%	0.5731	1164
Percentage who have talked with spouse/regular cohabitating partner about sexual	65.8%	57.1%	74.5%	66.9%	56.5%	77.3%	0.8774	240
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	90.5%	87.7%	93.3%	91.5%	87.7%	95.4%	0.6897	1154
Percentage who have talked with spouse/regular cohabitating partner about sexual	79.5%	75.1%	83.8%	77.2%	72.4%	82.0%	0.5292	1032

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	83.0%	79.2%	86.8%	84.6%	77.6%	91.7%	0.6717	1359
Discussed HIV/AIDS with Kids	51.4%	46.7%	56.1%	52.1%	41.3%	62.9%	0.9108	1306
Discussed HIV/AIDS with Friends	74.7%	71.0%	78.3%	81.2%	75.7%	86.7%	0.0840	3604
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.5%	78.3%	84.7%	85.8%	81.7%	89.9%	0.1436	3619
A4-Sex life improves with communication with partner (%Agree)	92.3%	90.5%	94.2%	94.9%	92.9%	96.9%	0.0530	3658
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	21.5%	17.6%	25.4%	15.0%	8.5%	21.6%	0.1694	1183
Percentage who have talked with spouse/regular cohabitating partner about sexual	65.0%	57.4%	72.6%	39.9%	23.9%	55.9%	0.0074	243
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	89.8%	86.3%	93.2%	92.5%	87.8%	97.1%	0.4499	1172
Percentage who have talked with spouse/regular cohabitating partner about sexual	79.9%	75.8%	84.1%	69.6%	60.5%	78.7%	0.0589	1048

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	83.0%	79.2%	86.8%	84.0%	78.1%	89.9%	0.7564	1359
Discussed HIV/AIDS with Kids	51.4%	46.7%	56.1%	59.9%	51.5%	68.2%	0.0743	1306
Discussed HIV/AIDS with Friends	74.7%	71.0%	78.3%	81.2%	76.7%	85.7%	0.0238	3604
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.5%	78.3%	84.7%	86.1%	82.2%	90.1%	0.0800	3619
A4-Sex life improves with communication with partner (%Agree)	92.3%	90.5%	94.2%	92.1%	89.8%	94.4%	0.8750	3658
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	21.5%	17.6%	25.4%	18.6%	13.2%	24.1%	0.3936	1183
Percentage who have talked with spouse/regular cohabitating partner about sexual	0.6502	57.4%	72.6%	81.1%	71.6%	90.7%	0.0288	243
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	89.8%	86.3%	93.2%	92.3%	88.7%	95.8%	0.2309	1172
Percentage who have talked with spouse/regular cohabitating partner about sexual	0.7594	67.3%	84.6%	79.8%	75.5%	84.0%	0.3845	1029

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.1%	78.9%	89.3%	83.2%	77.7%	88.7%	0.8059	1326
Discussed HIV/AIDS with Kids	57.2%	47.3%	67.2%	50.2%	43.8%	56.5%	0.1225	1262
Discussed HIV/AIDS with Friends	74.1%	67.9%	80.3%	78.4%	74.3%	82.5%	0.1612	3501
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.3%	76.1%	86.4%	84.4%	80.5%	88.2%	0.1962	3515
A4-Sex life improves with communication with partner (%Agree)	89.6%	86.3%	92.8%	94.4%	92.4%	96.4%	0.0012	3554
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.8%	11.2%	26.4%	22.4%	16.7%	28.0%	0.4026	1159
Percentage who have talked with spouse/regular cohabitating partner about sexual	71.8%	57.0%	86.6%	62.0%	52.4%	71.5%	0.3027	239
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.2%	81.3%	93.1%	90.2%	85.7%	94.6%	0.4026	1149
Percentage who have talked with spouse/regular cohabitating partner about sexual	75.9%	67.3%	84.6%	79.8%	75.5%	84.0%	0.3845	1029

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.1%	78.9%	89.3%	84.6%	79.1%	90.2%	0.8898	1326
Discussed HIV/AIDS with Kids	57.2%	47.3%	67.2%	55.4%	47.4%	63.4%	0.8013	1262
Discussed HIV/AIDS with Friends	74.1%	67.9%	80.3%	79.2%	75.6%	82.9%	0.2030	3501
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.3%	76.1%	86.4%	84.7%	81.3%	88.0%	0.3292	3515
A4-Sex life improves with communication with partner (%Agree)	89.6%	86.3%	92.8%	93.1%	91.6%	94.6%	0.0275	3554
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.8%	11.2%	26.4%	18.4%	13.5%	23.3%	0.9422	1159
Percentage who have talked with spouse/regular cohabitating partner about sexual	71.8%	57.0%	86.6%	68.2%	58.6%	77.9%	0.7212	239
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.2%	81.3%	93.1%	92.7%	90.1%	95.2%	0.0507	1149
Percentage who have talked with spouse/regular cohabitating partner about sexual	75.9%	67.3%	84.6%	79.1%	73.6%	84.5%	0.5439	1029

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.5%	81.2%	87.8%	78.2%	67.3%	89.1%	0.1898	1339
Discussed HIV/AIDS with Kids	52.1%	48.2%	56.0%	64.2%	51.9%	76.6%	0.0702	1287
Discussed HIV/AIDS with Friends	78.1%	75.5%	80.7%	74.4%	65.1%	83.8%	0.4346	3555
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	84.0%	81.8%	86.2%	80.6%	72.4%	88.8%	0.3971	3570
A4-Sex life improves with communication with partner (%Agree)	92.3%	90.9%	93.7%	95.6%	92.9%	98.2%	0.0572	3607
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.9%	16.1%	21.8%	25.4%	16.8%	34.0%	0.1372	1164
Percentage who have talked with spouse/regular cohabitating partner about sexual	70.7%	64.1%	77.2%	46.6%	24.0%	69.2%	0.0496	238
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	90.9%	88.7%	93.1%	90.6%	84.4%	96.9%	0.9338	1154
Percentage who have talked with spouse/regular cohabitating partner about sexual	79.1%	76.1%	82.0%	80.4%	70.4%	90.4%	0.8056	1031

CONDOM USE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	60.4%	55.8%	65.0%	62.2%	57.9%	66.6%	0.5502	2900
Condom use at last sex with regular partner	55.5%	50.8%	60.2%	57.9%	53.3%	62.6%	0.4424	2474
Condom at last sex among those with multiple partners	71.8%	63.7%	79.9%	77.8%	71.4%	84.2%	0.2689	448
Condom at last sex with a regular partner, among those with multiple partners	60.8%	51.1%	70.5%	58.5%	49.9%	67.2%	0.7506	446
Always uses condom with most recent partner	26.5%	21.1%	31.9%	20.8%	15.1%	26.5%	0.1972	2503
Condom use in marriage accepted (%Strongly agree/agree)	68.7%	62.0%	75.5%	76.4%	71.2%	81.6%	0.0080	3664
Women can ask regular partner to use condom (%Strongly agree/agree)	68.3%	61.5%	75.1%	74.3%	68.0%	80.6%	0.0958	3663
Women can ask casual partner to use condom (%Strongly agree/agree)	53.3%	44.4%	62.2%	46.2%	37.3%	55.1%	0.0157	3664

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	60.4%	55.8%	65.0%	67.3%	63.6%	71.0%	0.0330	2900
Condom use at last sex with regular partner	55.5%	50.8%	60.2%	64.5%	60.4%	68.6%	0.0096	2474
Condom at last sex among those with multiple partners	71.8%	63.7%	79.9%	76.0%	67.6%	84.4%	0.5509	448
Condom at last sex with a regular partner, among those with multiple partners	60.8%	51.1%	70.5%	61.6%	52.8%	70.4%	0.8943	446
Always uses condom with most recent partner	26.5%	21.1%	31.9%	31.4%	25.3%	37.5%	0.2255	2503
Condom use in marriage accepted (%Strongly agree/agree)	68.7%	62.0%	75.5%	75.9%	71.6%	80.2%	0.0740	3664
Women can ask regular partner to use condom (%Strongly agree/agree)	68.3%	61.5%	75.1%	72.5%	66.6%	78.4%	0.3617	3663
Women can ask casual partner to use condom (%Strongly agree/agree)	53.3%	44.4%	62.2%	55.1%	49.0%	61.3%	0.7160	3664

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	64.1%	60.7%	67.6%	62.4%	55.6%	69.2%	0.7007	2835
Condom use at last sex with regular partner	59.4%	53.9%	65.0%	59.4%	54.3%	64.5%	0.9958	2424
Condom at last sex among those with multiple partners	75.8%	70.8%	80.9%	73.7%	66.9%	80.5%	0.6480	437
Condom at last sex with a regular partner, among those with multiple partners	58.9%	52.0%	65.8%	62.3%	54.3%	70.3%	0.5465	435
Always uses condom with most recent partner	25.6%	20.8%	30.4%	26.8%	21.9%	31.7%	0.6802	2453
Condom use in marriage accepted (%Strongly agree/agree)	69.6%	64.1%	75.2%	79.0%	75.2%	82.7%	0.0016	3579
Women can ask regular partner to use condom (%Strongly agree/agree)	68.4%	62.2%	74.5%	76.1%	72.5%	79.8%	0.0176	3578
Women can ask casual partner to use condom (%Strongly agree/agree)	49.9%	42.8%	57.1%	52.8%	45.3%	60.2%	0.3458	3579

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	60.8%	57.0%	64.7%	69.2%	62.0%	76.5%	0.0490	2897
Condom use at last sex with regular partner	58.2%	54.2%	62.3%	60.8%	52.0%	69.7%	0.5797	2471
Condom at last sex among those with multiple partners	71.7%	65.8%	77.6%	80.3%	73.2%	87.4%	0.1057	447
Condom at last sex with a regular partner, among those with multiple partners	65.5%	58.9%	72.0%	57.4%	47.3%	67.5%	0.1465	445
Always uses condom with most recent partner	25.4%	22.6%	28.1%	25.1%	15.7%	34.6%	0.9639	2500
Condom use in marriage accepted (%Strongly agree/agree)	70.9%	65.3%	76.5%	78.2%	72.7%	83.6%	0.0796	3658
Women can ask regular partner to use condom (%Strongly agree/agree)	69.8%	64.0%	75.6%	75.9%	69.5%	82.2%	0.1540	3657
Women can ask casual partner to use condom (%Strongly agree/agree)	48.9%	41.3%	56.5%	55.7%	46.2%	65.1%	0.2255	3658

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	60.8%	57.0%	64.7%	63.6%	57.9%	69.3%	0.4741	2897
Condom use at last sex with regular partner	58.2%	54.2%	62.3%	60.2%	53.9%	66.5%	0.6720	2471
Condom at last sex among those with multiple partners	71.7%	65.8%	77.6%	76.1%	69.0%	83.2%	0.3716	447
Condom at last sex with a regular partner, among those with multiple partners	65.5%	58.9%	72.0%	53.9%	45.3%	62.6%	0.0454	445
Always uses condom with most recent partner	25.4%	22.6%	28.1%	27.3%	21.4%	33.3%	0.5333	2500
Condom use in marriage accepted (%Strongly agree/agree)	70.9%	65.3%	76.5%	75.4%	70.7%	80.2%	0.0896	3658
Women can ask regular partner to use condom (%Strongly agree/agree)	69.8%	64.0%	75.6%	72.4%	67.9%	77.0%	0.3732	3657
Women can ask casual partner to use condom (%Strongly agree/agree)	48.9%	41.3%	56.5%	52.6%	44.6%	60.5%	0.2411	3658

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.7%	50.3%	65.1%	64.4%	59.4%	69.3%	0.1902	2815
Condom use at last sex with regular partner	53.0%	45.7%	60.3%	63.1%	57.0%	69.1%	0.0313	2414
Condom at last sex among those with multiple partners	69.3%	57.3%	81.2%	76.8%	70.0%	83.5%	0.3052	436
Condom at last sex with a regular partner, among those with multiple partners	58.3%	42.3%	74.2%	68.5%	58.9%	78.1%	0.3060	434
Always uses condom with most recent partner	22.5%	16.5%	28.4%	29.4%	24.8%	34.0%	0.0971	2443
Condom use in marriage accepted (%Strongly agree/agree)	63.3%	54.3%	72.2%	71.4%	64.1%	78.8%	0.0182	3554
Women can ask regular partner to use condom (%Strongly agree/agree)	62.8%	53.6%	72.0%	71.0%	63.3%	78.8%	0.0130	3553
Women can ask casual partner to use condom (%Strongly agree/agree)	48.7%	38.3%	59.1%	51.0%	42.4%	59.5%	0.6048	3554

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.7%	50.3%	65.1%	64.6%	61.1%	68.1%	0.1173	2815
Condom use at last sex with regular partner	53.0%	45.7%	60.3%	59.0%	55.4%	62.7%	0.1911	2414
Condom at last sex among those with multiple partners	69.3%	57.3%	81.2%	76.4%	70.6%	82.3%	0.2937	436
Condom at last sex with a regular partner, among those with multiple partners	58.3%	42.3%	74.2%	55.2%	48.2%	62.2%	0.7294	434
Always uses condom with most recent partner	22.5%	16.5%	28.4%	25.2%	19.5%	31.0%	0.5294	2443
Condom use in marriage accepted (%Strongly agree/agree)	63.3%	54.3%	72.2%	78.3%	74.7%	81.8%	0.0013	3554
Women can ask regular partner to use condom (%Strongly agree/agree)	62.8%	53.6%	72.0%	74.5%	70.3%	78.8%	0.0167	3553
Women can ask casual partner to use condom (%Strongly agree/agree)	48.7%	38.3%	59.1%	52.0%	45.5%	58.6%	0.4865	3554

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	63.4%	60.9%	65.9%	62.4%	54.2%	70.6%	0.8200	2856
Condom use at last sex with regular partner	59.6%	56.8%	62.4%	57.0%	46.0%	68.0%	0.6642	2441
Condom at last sex among those with multiple partners	76.1%	72.0%	80.2%	70.0%	58.3%	81.7%	0.3560	444
Condom at last sex with a regular partner, among those with multiple partners	62.9%	57.4%	68.4%	46.0%	34.9%	57.1%	0.0102	442
Always uses condom with most recent partner	25.1%	21.6%	28.6%	31.6%	21.0%	42.1%	0.1795	2469
Condom use in marriage accepted (%Strongly agree/agree)	73.4%	69.2%	77.6%	75.2%	68.2%	82.3%	0.6482	3607
Women can ask regular partner to use condom (%Strongly agree/agree)	71.8%	67.5%	76.1%	70.6%	61.4%	79.7%	0.8018	3606
Women can ask casual partner to use condom (%Strongly agree/agree)	50.9%	43.7%	58.1%	53.1%	45.7%	60.5%	0.6225	3607

HIV TESTING

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	64.6%	60.0%	69.2%	65.3%	59.9%	70.7%	0.8441	3661
HIV Test in the Last 12 Months	44.0%	38.7%	49.4%	49.9%	43.4%	56.3%	0.1759	3634
Received results of most recent HIV test	97.4%	96.1%	98.8%	96.5%	94.9%	98.0%	0.3123	2532
Discussed results of most recent HIV test	81.8%	77.4%	86.3%	85.7%	81.7%	89.7%	0.1245	2441
Pregnant woman should test for HIV (%True)	94.5%	92.0%	96.9%	93.4%	89.9%	96.9%	0.5816	3658
It is important to know your HIV status (%Agree)	97.7%	96.5%	98.9%	97.7%	96.5%	98.9%	0.9724	3665
Only way to know status is by blood test (%Agree)	97.2%	95.8%	98.6%	98.8%	98.1%	99.5%	0.0475	3663
Leaders encourage HIV testing (%Strongly agree/agree)	59.5%	54.7%	64.2%	66.7%	59.4%	74.0%	0.0384	3663
Number of Times Tested for HIV	2.0608	1.7560	2.3656	2.1229	1.9213	2.3244	0.7418	3581

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	64.6%	60.0%	69.2%	69.5%	64.8%	74.2%	0.2133	3661
HIV Test in the Last 12 Months	44.0%	38.7%	49.4%	56.8%	52.0%	61.5%	0.0020	3634
Received results of most recent HIV test	97.4%	96.1%	98.8%	98.6%	97.8%	99.3%	0.0885	2532
Discussed results of most recent HIV test	81.8%	77.4%	86.3%	77.8%	73.6%	82.0%	0.1390	2441
Pregnant woman should test for HIV (%True)	94.5%	92.0%	96.9%	97.0%	95.6%	98.4%	0.0697	3658
It is important to know your HIV status (%Agree)	97.7%	96.5%	98.9%	97.7%	96.6%	98.8%	0.9770	3665
Only way to know status is by blood test (%Agree)	97.2%	95.8%	98.6%	99.0%	98.5%	99.6%	0.0099	3663
Leaders encourage HIV testing (%Strongly agree/agree)	59.5%	54.7%	64.2%	74.1%	69.5%	78.8%	0.0000	3663
Number of Times Tested for HIV	2.0608	1.7560	2.3656	2.3784	2.1518	2.6049	0.1430	3581

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	63.5%	60.3%	66.7%	70.1%	65.9%	74.4%	0.0131	3576
HIV Test in the Last 12 Months	46.7%	41.3%	52.1%	55.1%	50.7%	59.5%	0.0369	3550
Received results of most recent HIV test	97.4%	96.3%	98.5%	97.4%	96.2%	98.6%	0.9751	2477
Discussed results of most recent HIV test	80.7%	76.6%	84.8%	83.0%	79.2%	86.9%	0.3517	2387
Pregnant woman should test for HIV (%True)	95.1%	93.1%	97.0%	94.5%	92.0%	97.0%	0.6393	3573
It is important to know your HIV status (%Agree)	96.6%	95.2%	97.9%	98.9%	98.2%	99.5%	0.0001	3580
Only way to know status is by blood test (%Agree)	98.5%	97.7%	99.2%	98.0%	96.7%	99.3%	0.5972	3578
Leaders encourage HIV testing (%Strongly agree/agree)	70.1%	65.4%	74.7%	61.2%	56.1%	66.3%	0.0004	3578
Number of Times Tested for HIV	2.1442	1.9948	2.2936	2.2565	2.0479	2.4651	0.3531	3498

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	64.2%	60.2%	68.2%	70.5%	64.5%	76.5%	0.0903	3655
HIV Test in the Last 12 Months	44.8%	40.1%	49.5%	55.7%	48.8%	62.6%	0.0030	3628
Received results of most recent HIV test	97.4%	96.3%	98.4%	97.4%	95.9%	99.0%	0.9357	2528
Discussed results of most recent HIV test	81.1%	76.6%	85.5%	78.2%	72.3%	84.2%	0.3772	2437
Pregnant woman should test for HIV (%True)	94.5%	92.1%	97.0%	93.3%	89.2%	97.4%	0.3871	3652
It is important to know your HIV status (%Agree)	97.3%	96.1%	98.5%	98.1%	96.6%	99.6%	0.4514	3659
Only way to know status is by blood test (%Agree)	98.5%	97.8%	99.2%	97.7%	95.9%	99.5%	0.4089	3657
Leaders encourage HIV testing (%Strongly agree/agree)	64.2%	58.4%	70.0%	67.3%	62.4%	72.2%	0.3199	3657
Number of Times Tested for HIV	2.1234	1.9272	2.3197	2.2292	2.0233	2.4351	0.4638	3576

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	64.2%	60.2%	68.2%	67.0%	64.1%	69.8%	0.1958	3655
HIV Test in the Last 12 Months	44.8%	40.1%	49.5%	54.8%	51.3%	58.4%	0.0011	3628
Received results of most recent HIV test	97.4%	96.3%	98.4%	97.5%	96.1%	98.9%	0.8477	2528
Discussed results of most recent HIV test	81.1%	76.6%	85.5%	84.8%	81.7%	87.9%	0.0699	2437
Pregnant woman should test for HIV (%True)	94.5%	92.1%	97.0%	96.1%	94.4%	97.8%	0.2763	3652
It is important to know your HIV status (%Agree)	97.3%	96.1%	98.5%	98.0%	97.0%	99.0%	0.3732	3659
Only way to know status is by blood test (%Agree)	98.5%	97.8%	99.2%	98.3%	97.1%	99.4%	0.7345	3657
Leaders encourage HIV testing (%Strongly agree/agree)	64.2%	58.4%	70.0%	69.5%	65.3%	73.8%	0.0378	3657
Number of Times Tested for HIV	2.1234	1.9272	2.3197	2.2480	2.0609	2.4352	0.3190	3576

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	57.0%	49.6%	64.5%	67.4%	64.0%	70.8%	0.0068	3552
HIV Test in the Last 12 Months	36.2%	27.1%	45.3%	48.0%	43.7%	52.4%	0.0171	3526
Received results of most recent HIV test	97.2%	95.3%	99.1%	97.8%	96.7%	99.0%	0.5463	2461
Discussed results of most recent HIV test	84.2%	78.1%	90.3%	83.5%	79.6%	87.4%	0.8018	2371
Pregnant woman should test for HIV (%True)	93.5%	90.9%	96.2%	95.7%	93.4%	98.1%	0.1781	3548
It is important to know your HIV status (%Agree)	97.2%	95.0%	99.4%	96.1%	94.4%	97.8%	0.3607	3555
Only way to know status is by blood test (%Agree)	97.8%	96.4%	99.2%	98.7%	97.8%	99.5%	0.0961	3553
Leaders encourage HIV testing (%Strongly agree/agree)	63.9%	57.8%	70.0%	65.0%	58.2%	71.9%	0.7349	3553
Number of Times Tested for HIV	2.0305	1.5599	2.5011	2.2294	2.0497	2.4090	0.4094	3474

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	57.0%	49.6%	64.5%	68.2%	64.2%	72.2%	0.0196	3552
HIV Test in the Last 12 Months	36.2%	27.1%	45.3%	55.4%	52.0%	58.9%	0.0001	3526
Received results of most recent HIV test	97.2%	95.3%	99.1%	97.2%	96.1%	98.3%	0.9663	2461
Discussed results of most recent HIV test	84.2%	78.1%	90.3%	80.2%	76.5%	83.9%	0.1959	2371
Pregnant woman should test for HIV (%True)	93.5%	90.9%	96.2%	94.7%	92.3%	97.0%	0.5388	3548
It is important to know your HIV status (%Agree)	97.2%	95.0%	99.4%	98.5%	97.8%	99.2%	0.1932	3555
Only way to know status is by blood test (%Agree)	97.8%	96.4%	99.2%	98.2%	97.2%	99.2%	0.6467	3553
Leaders encourage HIV testing (%Strongly agree/agree)	63.9%	57.8%	70.0%	68.2%	64.2%	72.3%	0.1747	3553
Number of Times Tested for HIV	2.0305	1.5599	2.5011	2.2047	2.0236	2.3857	0.4965	3474

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	66.2%	63.4%	69.0%	69.4%	62.5%	76.3%	0.4278	3604
HIV Test in the Last 12 Months	49.7%	46.2%	53.2%	54.5%	46.6%	62.4%	0.2986	3577
Received results of most recent HIV test	97.7%	96.9%	98.5%	94.9%	91.3%	98.5%	0.0457	2495
Discussed results of most recent HIV test	81.2%	77.7%	84.7%	85.5%	79.3%	91.7%	0.2737	2406
Pregnant woman should test for HIV (%True)	95.1%	93.2%	96.9%	96.3%	94.4%	98.3%	0.3128	3601
It is important to know your HIV status (%Agree)	97.7%	97.0%	98.4%	97.6%	94.8%	100.3%	0.9279	3608
Only way to know status is by blood test (%Agree)	98.2%	97.6%	98.9%	98.9%	97.8%	99.9%	0.3902	3606
Leaders encourage HIV testing (%Strongly agree/agree)	65.6%	61.2%	70.0%	75.2%	68.8%	81.6%	0.0133	3606
Number of Times Tested for HIV	2.1276	1.9982	2.2569	2.7077	2.2542	3.1613	0.0166	3527

HIV TREATMENT

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	17.8%	14.4%	21.3%	19.2%	16.0%	22.5%	0.5980	3661
Willing to Care for Someone on ART	86.3%	82.3%	90.4%	92.9%	90.6%	95.2%	0.0003	3458
PLHIV on ART can transmit HIV (%True)	90.3%	87.3%	93.4%	90.7%	87.9%	93.4%	0.8616	3662
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.0%	90.6%	95.4%	92.2%	89.8%	94.7%	0.6781	3660
ARVs prevent MCT during pregnancy	73.7%	68.4%	79.1%	79.9%	76.4%	83.5%	0.0120	3662
ARVs prevent MCT during childbirth	68.8%	63.8%	73.7%	76.3%	72.9%	79.7%	0.0017	3661
ARVs prevent MCT during childbirth	67.6%	62.6%	72.7%	73.4%	69.0%	77.8%	0.0324	3661
People on ART have to stay on treatment for rest of lives	91.6%	89.0%	94.2%	93.5%	91.4%	95.5%	0.2362	3658
Leaders encourage HIV treatment (%Strongly agree/agree)	61.4%	56.4%	66.3%	66.3%	59.1%	73.5%	0.1325	3664
Has ever taken ARVs	8.9%	6.2%	11.7%	7.1%	5.1%	9.2%	0.2673	3602
Received support from an ARV treatment buddy or CBV, among those who have ever	44.4%	29.6%	59.2%	57.2%	47.8%	66.6%	0.0798	281
Participated in a PMTCT program	24.5%	17.0%	32.1%	21.4%	16.9%	25.9%	0.4386	1704

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	17.8%	14.4%	21.3%	21.3%	17.6%	24.9%	0.1524	3661
Willing to Care for Someone on ART	86.3%	82.3%	90.4%	91.9%	89.1%	94.7%	0.0122	3458
PLHIV on ART can transmit HIV (%True)	90.3%	87.3%	93.4%	89.4%	86.1%	92.8%	0.6225	3662
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.0%	90.6%	95.4%	95.8%	94.3%	97.3%	0.0473	3660
ARVs prevent MCT during pregnancy	73.7%	68.4%	79.1%	77.7%	73.8%	81.7%	0.2355	3662
ARVs prevent MCT during childbirth	68.8%	63.8%	73.7%	75.5%	70.7%	80.2%	0.0338	3661
ARVs prevent MCT during childbirth	67.6%	62.6%	72.7%	70.4%	65.0%	75.7%	0.4552	3661
People on ART have to stay on treatment for rest of lives	91.6%	89.0%	94.2%	93.4%	91.1%	95.7%	0.3105	3658
Leaders encourage HIV treatment (%Strongly agree/agree)	61.4%	56.4%	66.3%	77.1%	72.8%	81.4%	0.0000	3664
Has ever taken ARVs	8.9%	6.2%	11.7%	7.6%	5.5%	9.7%	0.4265	3602
Received support from an ARV treatment buddy or CBV, among those who have ever	44.4%	29.6%	59.2%	48.8%	38.1%	59.5%	0.6834	281
Participated in a PMTCT program	24.5%	17.0%	32.1%	29.5%	24.8%	34.2%	0.2141	1704

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	18.8%	15.5%	22.1%	20.6%	17.3%	24.0%	0.5181	3576
Willing to Care for Someone on ART	90.0%	87.3%	92.6%	90.8%	88.0%	93.7%	0.5702	3378
PLHIV on ART can transmit HIV (%True)	91.5%	89.5%	93.4%	87.6%	84.0%	91.2%	0.0165	3577
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.8%	92.3%	95.4%	93.0%	90.9%	95.1%	0.5340	3575
ARVs prevent MCT during pregnancy	74.8%	71.0%	78.6%	81.1%	77.2%	85.0%	0.0241	3577
ARVs prevent MCT during childbirth	72.1%	68.2%	76.1%	75.5%	70.8%	80.1%	0.2770	3576
ARVs prevent MCT during childbirth	69.0%	64.7%	73.2%	72.9%	68.0%	77.7%	0.2317	3577
People on ART have to stay on treatment for rest of lives	93.7%	92.2%	95.3%	90.9%	88.5%	93.2%	0.0402	3574
Leaders encourage HIV treatment (%Strongly agree/agree)	69.9%	65.3%	74.5%	65.1%	59.7%	70.4%	0.0490	3579
Has ever taken ARVs	8.1%	6.1%	10.2%	7.2%	4.4%	10.0%	0.6521	3519
Received support from an ARV treatment buddy or CBV, among those who have ever	49.8%	41.1%	58.5%	53.0%	39.8%	66.1%	0.7088	272
Participated in a PMTCT program	30.0%	24.6%	35.4%	18.4%	12.3%	24.6%	0.0170	1663

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	20.7%	18.0%	23.4%	18.2%	13.6%	22.8%	0.3490	3655
Willing to Care for Someone on ART	89.7%	86.8%	92.5%	91.1%	88.3%	93.9%	0.3491	3453
PLHIV on ART can transmit HIV (%True)	92.0%	89.7%	94.3%	86.8%	83.4%	90.1%	0.0029	3656
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.9%	91.3%	94.5%	95.7%	93.7%	97.6%	0.0426	3654
ARVs prevent MCT during pregnancy	74.3%	69.6%	79.0%	85.1%	79.8%	90.4%	0.0005	3656
ARVs prevent MCT during childbirth	71.4%	67.5%	75.4%	81.9%	76.8%	87.0%	0.0001	3655
ARVs prevent MCT during childbirth	66.7%	62.3%	71.1%	78.9%	72.6%	85.2%	0.0003	3655
People on ART have to stay on treatment for rest of lives	91.7%	89.8%	93.5%	95.0%	93.0%	97.0%	0.0287	3652
Leaders encourage HIV treatment (%Strongly agree/agree)	65.7%	60.0%	71.4%	68.2%	62.6%	73.8%	0.3861	3658
Has ever taken ARVs	7.9%	5.6%	10.2%	8.4%	4.4%	12.5%	0.8303	3596
Received support from an ARV treatment buddy or CBV, among those who have ever	44.4%	34.1%	54.7%	60.1%	43.0%	77.3%	0.1273	280
Participated in a PMTCT program	25.6%	20.2%	31.0%	26.1%	18.5%	33.8%	0.9073	1702

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	20.7%	18.0%	23.4%	18.4%	15.6%	21.3%	0.2237	3655
Willing to Care for Someone on ART	89.7%	86.8%	92.5%	91.0%	87.6%	94.3%	0.4849	3453
PLHIV on ART can transmit HIV (%True)	92.0%	89.7%	94.3%	88.8%	85.7%	92.0%	0.0411	3656
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.9%	91.3%	94.5%	93.7%	91.1%	96.2%	0.6387	3654
ARVs prevent MCT during pregnancy	74.3%	69.6%	79.0%	77.3%	72.8%	81.9%	0.4162	3656
ARVs prevent MCT during childbirth	71.4%	67.5%	75.4%	72.2%	66.5%	77.9%	0.8278	3655
ARVs prevent MCT during childbirth	66.7%	62.3%	71.1%	71.8%	65.7%	77.9%	0.2195	3655
People on ART have to stay on treatment for rest of lives	91.7%	89.8%	93.5%	93.6%	91.1%	96.2%	0.2288	3652
Leaders encourage HIV treatment (%Strongly agree/agree)	65.7%	60.0%	71.4%	70.9%	66.4%	75.5%	0.0658	3658
Has ever taken ARVs	7.9%	5.6%	10.2%	7.3%	5.7%	9.0%	0.7107	3596
Received support from an ARV treatment buddy or CBV, among those who have ever	44.4%	34.1%	54.7%	57.3%	44.6%	70.1%	0.1355	280
Participated in a PMTCT program	25.6%	20.2%	31.0%	23.6%	17.6%	29.6%	0.5939	1702

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	19.5%	14.5%	24.5%	19.7%	15.6%	23.9%	0.9333	3551
Willing to Care for Someone on ART	85.1%	79.9%	90.4%	92.3%	89.8%	94.9%	0.0062	3356
PLHIV on ART can transmit HIV (%True)	91.3%	87.9%	94.8%	91.9%	89.4%	94.4%	0.7686	3552
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.7%	88.4%	95.0%	93.8%	92.2%	95.4%	0.2100	3550
ARVs prevent MCT during pregnancy	71.5%	65.0%	77.9%	72.2%	66.3%	78.1%	0.7971	3552
ARVs prevent MCT during childbirth	69.0%	63.0%	74.9%	70.5%	65.4%	75.6%	0.6069	3551
ARVs prevent MCT during childbirth	65.6%	58.9%	72.3%	67.1%	61.9%	72.4%	0.6648	3552
People on ART have to stay on treatment for rest of lives	93.0%	90.2%	95.9%	91.5%	88.8%	94.2%	0.4326	3549
Leaders encourage HIV treatment (%Strongly agree/agree)	65.4%	59.4%	71.4%	64.3%	57.3%	71.2%	0.7344	3554
Has ever taken ARVs	10.0%	6.6%	13.4%	8.6%	5.2%	12.1%	0.4766	3494
Received support from an ARV treatment buddy or CBV, among those who have ever	40.7%	23.2%	58.1%	46.8%	36.1%	57.6%	0.4618	272
Participated in a PMTCT program	20.8%	10.4%	31.2%	30.4%	23.6%	37.2%	0.0988	1649

Two or Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	19.5%	14.5%	24.5%	19.3%	17.0%	21.7%	0.9435	3551
Willing to Care for Someone on ART	85.1%	79.9%	90.4%	90.8%	88.0%	93.6%	0.0221	3356
PLHIV on ART can transmit HIV (%True)	91.3%	87.9%	94.8%	88.6%	86.1%	91.1%	0.0903	3552
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.7%	88.4%	95.0%	94.0%	92.4%	95.5%	0.2102	3550
ARVs prevent MCT during pregnancy	71.5%	65.0%	77.9%	81.8%	78.7%	85.0%	0.0070	3552
ARVs prevent MCT during childbirth	69.0%	63.0%	74.9%	76.6%	72.4%	80.7%	0.0393	3551
ARVs prevent MCT during childbirth	65.6%	58.9%	72.3%	74.2%	69.9%	78.4%	0.0229	3552
People on ART have to stay on treatment for rest of lives	93.0%	90.2%	95.9%	93.6%	91.7%	95.6%	0.7338	3549
Leaders encourage HIV treatment (%Strongly agree/agree)	65.4%	59.4%	71.4%	70.8%	66.6%	75.0%	0.0794	3554
Has ever taken ARVs	10.0%	6.6%	13.4%	6.8%	4.9%	8.6%	0.1331	3494
Received support from an ARV treatment buddy or CBV, among those who have ever	40.7%	23.2%	58.1%	59.2%	50.1%	68.3%	0.0815	272
Participated in a PMTCT program	20.8%	10.4%	31.2%	23.1%	19.2%	27.0%	0.6918	1649

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	19.0%	17.0%	20.9%	21.1%	15.4%	26.8%	0.4227	3604
Willing to Care for Someone on ART	91.4%	89.1%	93.6%	82.1%	73.5%	90.6%	0.0100	3402
PLHIV on ART can transmit HIV (%True)	90.2%	87.9%	92.5%	92.4%	88.6%	96.2%	0.3205	3605
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.5%	92.2%	94.7%	94.1%	90.6%	97.7%	0.7264	3603
ARVs prevent MCT during pregnancy	76.4%	73.2%	79.6%	82.3%	74.4%	90.2%	0.1927	3605
ARVs prevent MCT during childbirth	72.5%	69.2%	75.7%	80.2%	73.8%	86.6%	0.0251	3604
ARVs prevent MCT during childbirth	69.9%	66.5%	73.3%	74.0%	66.3%	81.6%	0.2942	3604
People on ART have to stay on treatment for rest of lives	93.0%	91.8%	94.3%	90.8%	86.7%	94.9%	0.1911	3601
Leaders encourage HIV treatment (%Strongly agree/agree)	66.8%	62.3%	71.2%	78.3%	73.4%	83.3%	0.0004	3607
Has ever taken ARVs	7.4%	5.9%	9.0%	12.0%	5.2%	18.7%	0.1621	3548
Received support from an ARV treatment buddy or CBV, among those who have ever	49.2%	40.9%	57.5%	58.9%	42.1%	75.8%	0.3563	277
Participated in a PMTCT program	24.4%	20.4%	28.5%	34.9%	22.3%	47.6%	0.1048	1670

HIV STIGMA

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	93.5%	91.6%	95.5%	95.6%	94.2%	97.0%	0.0453	3663
Telling people you are HIV+ doesn't help (%Disagree)	61.0%	53.8%	68.3%	67.8%	61.7%	73.9%	0.0953	3662
HIV is punishment for sinning (%Disagree)	82.4%	78.4%	86.4%	79.6%	75.8%	83.4%	0.2245	3663
Only promiscuous people get HIV (%Disagree)	76.5%	70.8%	82.1%	77.0%	71.0%	82.9%	0.8405	3665
Keep secret if family member has HIV (%Strongly agree/agree)	74.1%	69.9%	78.3%	73.0%	67.8%	78.1%	0.7829	3664
People in the community join together to help PLHIV (%Strongly agree/agree)	57.2%	51.3%	63.2%	62.1%	54.8%	69.4%	0.1931	3660

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	93.5%	91.6%	95.5%	94.0%	92.1%	95.9%	0.7250	3663
Telling people you are HIV+ doesn't help (%Disagree)	61.0%	53.8%	68.3%	64.7%	59.7%	69.6%	0.4442	3662
HIV is punishment for sinning (%Disagree)	82.4%	78.4%	86.4%	81.0%	77.2%	84.9%	0.6138	3663
Only promiscuous people get HIV (%Disagree)	76.5%	70.8%	82.1%	83.5%	79.5%	87.5%	0.0273	3665
Keep secret if family member has HIV (%Strongly agree/agree)	74.1%	69.9%	78.3%	74.3%	69.9%	78.8%	0.9415	3664
People in the community join together to help PLHIV (%Strongly agree/agree)	57.2%	51.3%	63.2%	62.6%	57.0%	68.2%	0.1531	3660

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.2%	92.7%	95.8%	94.7%	92.7%	96.7%	0.7292	3578
Telling people you are HIV+ doesn't help (%Disagree)	69.0%	64.4%	73.6%	58.3%	52.9%	63.7%	0.0005	3577
HIV is punishment for sinning (%Disagree)	82.1%	79.6%	84.5%	78.7%	73.8%	83.6%	0.1672	3578
Only promiscuous people get HIV (%Disagree)	75.3%	69.9%	80.7%	83.7%	80.1%	87.2%	0.0011	3580
Keep secret if family member has HIV (%Strongly agree/agree)	70.0%	65.8%	74.2%	78.8%	75.6%	82.0%	0.0046	3579
People in the community join together to help PLHIV (%Strongly agree/agree)	63.9%	59.3%	68.5%	56.6%	49.8%	63.4%	0.0095	3575

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.1%	92.4%	95.8%	95.2%	92.5%	97.8%	0.5129	3657
Telling people you are HIV+ doesn't help (%Disagree)	69.3%	64.5%	74.1%	54.6%	47.0%	62.2%	0.0057	3656
HIV is punishment for sinning (%Disagree)	80.7%	78.0%	83.5%	83.1%	76.8%	89.3%	0.4268	3657
Only promiscuous people get HIV (%Disagree)	79.2%	74.7%	83.7%	77.8%	72.8%	82.8%	0.6374	3659
Keep secret if family member has HIV (%Strongly agree/agree)	72.4%	69.1%	75.8%	69.4%	62.4%	76.5%	0.4394	3658
People in the community join together to help PLHIV (%Strongly agree/agree)	58.0%	52.4%	63.7%	58.8%	51.8%	65.8%	0.8043	3654

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.1%	92.4%	95.8%	94.5%	92.9%	96.2%	0.6757	3657
Telling people you are HIV+ doesn't help (%Disagree)	69.3%	64.5%	74.1%	63.1%	56.1%	70.0%	0.0446	3656
HIV is punishment for sinning (%Disagree)	80.7%	78.0%	83.5%	80.1%	76.4%	83.8%	0.7727	3657
Only promiscuous people get HIV (%Disagree)	79.2%	74.7%	83.7%	78.0%	71.4%	84.5%	0.6553	3659
Keep secret if family member has HIV (%Strongly agree/agree)	72.4%	69.1%	75.8%	78.2%	74.7%	81.6%	0.0449	3658
People in the community join together to help PLHIV (%Strongly agree/agree)	58.0%	52.4%	63.7%	65.7%	60.7%	70.7%	0.0009	3654

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	92.8%	89.6%	96.0%	94.0%	92.1%	95.8%	0.4913	3553
Telling people you are HIV+ doesn't help (%Disagree)	65.5%	57.2%	73.9%	69.7%	63.9%	75.4%	0.2644	3552
HIV is punishment for sinning (%Disagree)	83.3%	78.8%	87.9%	80.6%	77.3%	83.9%	0.3822	3553
Only promiscuous people get HIV (%Disagree)	75.3%	69.4%	81.2%	76.9%	69.4%	84.5%	0.6531	3555
Keep secret if family member has HIV (%Strongly agree/agree)	69.9%	63.5%	76.3%	73.7%	70.2%	77.2%	0.2505	3554
People in the community join together to help PLHIV (%Strongly agree/agree)	60.0%	52.7%	67.2%	58.2%	51.7%	64.8%	0.6752	3550

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	92.8%	89.6%	96.0%	95.4%	93.9%	96.8%	0.1011	3553
Telling people you are HIV+ doesn't help (%Disagree)	65.5%	57.2%	73.9%	61.9%	57.2%	66.6%	0.4560	3552
HIV is punishment for sinning (%Disagree)	83.3%	78.8%	87.9%	80.3%	75.9%	84.6%	0.2906	3553
Only promiscuous people get HIV (%Disagree)	75.3%	69.4%	81.2%	80.5%	76.8%	84.1%	0.0908	3555
Keep secret if family member has HIV (%Strongly agree/agree)	69.9%	63.5%	76.3%	74.8%	70.4%	79.3%	0.2762	3554
People in the community join together to help PLHIV (%Strongly agree/agree)	60.0%	52.7%	67.2%	62.4%	56.7%	68.1%	0.5569	3550

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.3%	92.9%	95.6%	95.6%	93.5%	97.7%	0.3007	3606
Telling people you are HIV+ doesn't help (%Disagree)	65.0%	60.9%	69.2%	62.2%	54.4%	69.9%	0.4222	3605
HIV is punishment for sinning (%Disagree)	81.7%	79.1%	84.3%	75.2%	69.6%	80.8%	0.0050	3606
Only promiscuous people get HIV (%Disagree)	78.5%	74.0%	82.9%	79.1%	71.7%	86.4%	0.8918	3608
Keep secret if family member has HIV (%Strongly agree/agree)	73.9%	71.0%	76.9%	71.8%	63.5%	80.2%	0.6702	3607
People in the community join together to help PLHIV (%Strongly agree/agree)	59.8%	54.7%	64.9%	68.2%	62.3%	74.1%	0.0140	3603

GENDER-BASED VIOLENCE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	3.1%	1.7%	4.5%	2.5%	1.1%	3.9%	0.5972	3646
Physical GBV in the Last 12 Months	6.0%	3.8%	8.1%	7.2%	5.0%	9.3%	0.4250	3661
Reported Physical GBV to Authorities	71.8%	58.6%	85.0%	58.3%	50.1%	66.5%	0.1001	249
Report violence to family, friend, or community member	77.5%	67.2%	87.7%	77.0%	64.7%	89.3%	0.9573	158
Report violence to police or authority	33.9%	23.7%	44.0%	41.6%	30.6%	52.5%	0.3338	157
Leaders speak out against GBV (%Strongly agree/agree)	60.6%	55.4%	65.7%	65.4%	59.6%	71.1%	0.1528	3661

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	3.1%	1.7%	4.5%	3.4%	2.0%	4.8%	0.8003	3646
Physical GBV in the Last 12 Months	6.0%	3.8%	8.1%	5.6%	4.0%	7.1%	0.7922	3661
Reported Physical GBV to Authorities	71.8%	58.6%	85.0%	74.4%	64.2%	84.6%	0.7742	249
Report violence to family, friend, or community member	77.5%	67.2%	87.7%	66.8%	56.6%	77.0%	0.2093	158
Report violence to police or authority	33.9%	23.7%	44.0%	43.3%	33.5%	53.0%	0.2028	157
Leaders speak out against GBV (%Strongly agree/agree)	60.6%	55.4%	65.7%	73.2%	67.4%	79.0%	0.0057	3661

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.6%	1.6%	3.7%	3.8%	2.2%	5.5%	0.2450	3561
Physical GBV in the Last 12 Months	6.0%	4.5%	7.5%	6.9%	4.2%	9.6%	0.6188	3576
Reported Physical GBV to Authorities	68.8%	60.4%	77.1%	62.9%	50.1%	75.7%	0.4958	245
Report violence to family, friend, or community member	72.8%	63.4%	82.2%	75.2%	64.7%	85.7%	0.7592	155
Report violence to police or authority	43.9%	34.7%	53.1%	31.3%	22.1%	40.5%	0.0944	154
Leaders speak out against GBV (%Strongly agree/agree)	68.3%	64.8%	71.8%	63.7%	57.7%	69.6%	0.1006	3576

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.9%	1.9%	3.9%	3.7%	1.2%	6.1%	0.5354	3640
Physical GBV in the Last 12 Months	8.0%	5.9%	10.0%	5.7%	3.2%	8.3%	0.2491	3655
Reported Physical GBV to Authorities	64.5%	54.0%	75.1%	75.8%	65.3%	86.3%	0.2111	247
Report violence to family, friend, or community member	77.7%	71.1%	84.4%	66.4%	52.4%	80.4%	0.1263	156
Report violence to police or authority	37.6%	30.5%	44.7%	50.4%	35.3%	65.4%	0.1335	155
Leaders speak out against GBV (%Strongly agree/agree)	64.2%	58.9%	69.5%	62.0%	55.9%	68.1%	0.5893	3655

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.9%	1.9%	3.9%	2.7%	1.6%	3.8%	0.8435	3640
Physical GBV in the Last 12 Months	8.0%	5.9%	10.0%	4.0%	2.7%	5.4%	0.0009	3655
Reported Physical GBV to Authorities	64.5%	54.0%	75.1%	64.1%	51.2%	77.1%	0.9663	247
Report violence to family, friend, or community member	77.7%	71.1%	84.4%	69.1%	52.8%	85.3%	0.2712	156
Report violence to police or authority	37.6%	30.5%	44.7%	37.9%	26.5%	49.3%	0.9679	155
Leaders speak out against GBV (%Strongly agree/agree)	64.2%	58.9%	69.5%	71.6%	66.7%	76.4%	0.0155	3655

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.1%	0.7%	3.4%	3.3%	1.9%	4.8%	0.2262	3536
Physical GBV in the Last 12 Months	6.6%	2.9%	10.3%	7.0%	5.0%	9.1%	0.8594	3551
Reported Physical GBV to Authorities	72.0%	48.0%	96.1%	67.9%	57.9%	77.9%	0.7486	242
Report violence to family, friend, or community member	72.0%	54.8%	89.2%	79.5%	70.2%	88.8%	0.4503	154
Report violence to police or authority	41.4%	24.1%	58.8%	38.1%	29.1%	47.1%	0.7472	153
Leaders speak out against GBV (%Strongly agree/agree)	63.9%	57.1%	70.7%	62.4%	56.0%	68.8%	0.7338	3551

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.1%	0.7%	3.4%	3.1%	1.7%	4.4%	0.3561	3536
Physical GBV in the Last 12 Months	6.6%	2.9%	10.3%	5.8%	4.3%	7.3%	0.7088	3551
Reported Physical GBV to Authorities	72.0%	48.0%	96.1%	64.7%	55.1%	74.3%	0.6156	242
Report violence to family, friend, or community member	72.0%	54.8%	89.2%	69.4%	57.6%	81.2%	0.8302	154
Report violence to police or authority	41.4%	24.1%	58.8%	39.8%	30.4%	49.3%	0.8822	153
Leaders speak out against GBV (%Strongly agree/agree)	63.9%	57.1%	70.7%	69.2%	65.2%	73.2%	0.1906	3551

SafAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	2.8%	2.0%	3.6%	4.9%	1.8%	7.9%	0.1211	3589
Physical GBV in the Last 12 Months	6.3%	5.2%	7.5%	6.3%	3.1%	9.6%	0.9962	3604
Reported Physical GBV to Authorities	64.1%	57.8%	70.3%	85.3%	70.7%	99.8%	0.0442	246
Report violence to family, friend, or community member	74.1%	66.7%	81.4%	68.7%	50.5%	86.9%	0.5883	155
Report violence to police or authority	40.5%	34.1%	46.9%	36.7%	23.9%	49.6%	0.6023	154
Leaders speak out against GBV (%Strongly agree/agree)	65.8%	61.8%	69.7%	69.2%	60.4%	78.0%	0.4941	3604

MALES

MULTIPLE PARTNERS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	25.4%	18.4%	32.4%	29.7%	24.6%	34.8%	0.1806	1312
Multiple partners (past month), among sexually experienced	8.1%	4.2%	12.0%	9.0%	5.1%	12.9%	0.6646	1169
More than one partner within 3 months period (past 12 months)	11.4%	7.0%	15.8%	22.2%	16.0%	28.5%	0.0005	1166
Reports currently (3mths) having more than one partner, among sexually experienced	11.4%	6.4%	16.3%	15.4%	10.4%	20.5%	0.1830	1166
Agrees that wife/cohabitating partner has another partner b8	3.8%	1.4%	6.1%	1.0%	-0.1%	2.1%	0.0613	460
10+ year age difference between respondent and last sexual partner	12.0%	8.3%	15.6%	8.9%	5.9%	11.8%	0.2162	1065
Thinks that last partner had other sexual partners	36.1%	28.8%	43.5%	37.8%	31.6%	44.0%	0.6823	1159
Received gifts or money in exchange for sex with last partner b20	21.7%	15.1%	28.2%	20.6%	15.2%	26.0%	0.7823	1174
Received gifts or money in exchange for sex with last partner, if regular	12.7%	7.0%	18.3%	15.3%	9.5%	21.0%	0.5533	392
Received gifts or money in exchange for sex with last partner, if casual	24.7%	17.0%	32.5%	26.5%	20.5%	32.6%	0.7125	728
Gave gifts or money in exchange for sex with last partner b21	25.3%	18.9%	31.7%	19.2%	15.1%	23.2%	0.1209	1168
Gave gifts or money in exchange for sex with last partner, if regular	15.7%	9.1%	22.3%	13.9%	7.8%	20.0%	0.7091	392
Gave gifts or money in exchange for sex with last partner, if casual	29.5%	21.9%	37.1%	24.6%	19.5%	29.6%	0.2703	724
Multiple sexual partners increase HIV risk (%True)	97.5%	95.8%	99.2%	93.1%	89.0%	97.2%	0.0208	1792
Most married men faithful to wives (%Agree)	32.8%	25.9%	39.7%	33.2%	23.6%	42.8%	0.9312	1793
Can resist temptation of sex with person besides main partner (%Agree)	74.4%	68.5%	80.4%	78.2%	73.5%	82.9%	0.3270	1793
Need someone to fill gap (%Disagree)	55.4%	47.6%	63.3%	59.1%	50.8%	67.4%	0.5142	1792
Men with many women are real men (%Disagree)	89.8%	86.4%	93.2%	94.2%	91.3%	97.2%	0.0694	1793
Men have right to get sex for gifts (%Disagree)	71.9%	65.5%	78.3%	73.0%	66.4%	79.7%	0.7675	1791
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	71.3%	65.1%	77.4%	69.4%	61.0%	77.8%	0.6522	1793
Leaders discourage multiple partners (%Very often/sometimes)	39.8%	32.7%	46.8%	44.3%	37.0%	51.7%	0.2793	1793
Leaders discourage men from having younger partners (%Very often/sometimes)	51.4%	44.5%	58.3%	52.9%	44.3%	61.6%	0.7300	1793
Polygyny is practiced in community (%Very often/sometimes)	30.1%	21.4%	38.9%	36.5%	27.7%	45.2%	0.2753	1789
Agrees that wife inheritance is practiced in the community	11.2%	6.8%	15.5%	13.2%	7.7%	18.7%	0.4249	1786
Number of lifetime partners	5.7884	2.7127	8.864	5.3022	4.5946	6.0098	0.7598	1536
Age at first sex	19.091	18.5056	19.6764	19.614	19.3305	19.8976	0.1149	1279

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	25.4%	18.4%	32.4%	34.9%	25.6%	44.2%	0.0661	1312
Multiple partners (past month), among sexually experienced	8.1%	4.2%	12.0%	13.6%	9.3%	17.9%	0.0349	1169
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	11.4%	7.0%	15.8%	24.1%	18.6%	29.7%	0.0002	1166
Agrees that wife/cohabitating partner has another partner b8	11.4%	6.4%	16.3%	19.4%	14.6%	24.3%	0.0175	1166
10+ year age difference between respondent and last sexual partner	3.8%	1.4%	6.1%	3.9%	1.2%	6.7%	0.9353	460
Thinks that last partner had other sexual partners	12.0%	8.3%	15.6%	9.2%	5.7%	12.7%	0.2963	1065
Received gifts or money in exchange for sex with last partner b20	36.1%	28.8%	43.5%	27.7%	21.6%	33.8%	0.0679	1159
Received gifts or money in exchange for sex with last partner, if regular	21.7%	15.1%	28.2%	16.1%	11.5%	20.6%	0.1432	1174
Received gifts or money in exchange for sex with last partner, if casual	12.7%	7.0%	18.3%	12.3%	7.8%	16.7%	0.8996	392
Gave gifts or money in exchange for sex with last partner b21	24.7%	17.0%	32.5%	17.8%	11.1%	24.6%	0.1510	728
Gave gifts or money in exchange for sex with last partner, if regular	25.3%	18.9%	31.7%	25.1%	19.3%	31.0%	0.9693	1168
Gave gifts or money in exchange for sex with last partner, if casual	15.7%	9.1%	22.3%	19.2%	13.7%	24.7%	0.4248	392
Multiple sexual partners increase HIV risk (%True)	29.5%	21.9%	37.1%	27.0%	19.0%	35.1%	0.6576	724
Most married men faithful to wives (%Agree)	97.5%	95.8%	99.2%	94.8%	92.0%	97.6%	0.1024	1792
Can resist temptation of sex with person besides main partner (%Agree)	32.8%	25.9%	39.7%	36.7%	29.0%	44.5%	0.4029	1793
Need someone to fill gap (%Disagree)	74.4%	68.5%	80.4%	76.1%	69.4%	82.8%	0.7449	1793
Men with many women are real men (%Disagree)	55.4%	47.6%	63.3%	61.3%	53.4%	69.1%	0.3192	1792
Men have right to get sex for gifts (%Disagree)	89.8%	86.4%	93.2%	89.6%	84.4%	94.9%	0.9572	1793
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	71.9%	65.5%	78.3%	75.8%	69.7%	81.9%	0.3091	1791
Leaders discourage multiple partners (%Very often/sometimes)	71.3%	65.1%	77.4%	80.4%	74.5%	86.4%	0.0532	1793
Leaders discourage men from having younger partners (%Very often/sometimes)	39.8%	32.7%	46.8%	59.0%	49.9%	68.2%	0.0026	1793
Polygyny is practiced in community (%Very often/sometimes)	51.4%	44.5%	58.3%	64.1%	56.5%	71.8%	0.0045	1793
Agrees that wife inheritance is practiced in the community	30.1%	21.4%	38.9%	47.4%	38.8%	56.0%	0.0022	1789
Number of lifetime partners	11.2%	6.8%	15.5%	17.4%	12.5%	22.3%	0.0385	1786
Age at first sex	5.7884	2.7127	8.864	4.4238	3.1013	5.7462	0.4944	1536
	19.091	18.5056	19.6764	19.2892	18.7969	19.7815	0.6119	1279

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	28.6%	23.5%	33.8%	30.6%	23.1%	38.1%	0.5786	1284
Multiple partners (past month), among sexually experienced	9.5%	6.1%	13.0%	10.2%	6.1%	14.3%	0.7686	1143
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	17.9%	13.1%	22.7%	21.2%	15.8%	26.6%	0.3001	1141
Agrees that wife/cohabitating partner has another partner b8	15.8%	11.7%	20.0%	13.6%	8.9%	18.4%	0.4356	1141
10+ year age difference between respondent and last sexual partner	2.5%	1.0%	4.0%	5.0%	0.9%	9.1%	0.2075	449
Thinks that last partner had other sexual partners	11.2%	8.3%	14.1%	8.8%	5.3%	12.3%	0.3763	1041
Received gifts or money in exchange for sex with last partner b20	36.1%	29.6%	42.7%	32.1%	24.3%	39.9%	0.4659	1133
Received gifts or money in exchange for sex with last partner, if regular	19.7%	15.5%	23.9%	19.8%	14.1%	25.5%	0.9760	1150
Received gifts or money in exchange for sex with last partner, if casual	14.9%	10.2%	19.7%	11.8%	7.3%	16.2%	0.3673	381
Gave gifts or money in exchange for sex with last partner b21	22.7%	17.4%	28.1%	25.2%	16.7%	33.7%	0.6385	715
Gave gifts or money in exchange for sex with last partner, if regular	22.4%	18.0%	26.8%	23.7%	19.1%	28.4%	0.6763	1144
Gave gifts or money in exchange for sex with last partner, if casual	19.0%	13.9%	24.1%	12.5%	7.9%	17.2%	0.0896	381
Multiple sexual partners increase HIV risk (%True)	25.6%	19.9%	31.3%	28.9%	21.8%	36.0%	0.4748	711
Most married men faithful to wives (%Agree)	93.8%	90.6%	97.0%	97.8%	96.4%	99.1%	0.0089	1753
Can resist temptation of sex with person besides main partner (%Agree)	35.2%	25.3%	45.1%	32.5%	26.7%	38.3%	0.6441	1754
Need someone to fill gap (%Disagree)	76.3%	72.8%	79.8%	78.0%	72.9%	83.0%	0.6155	1754
Men with many women are real men (%Disagree)	60.0%	54.5%	65.6%	55.9%	47.3%	64.5%	0.3944	1753
Men have right to get sex for gifts (%Disagree)	90.6%	87.1%	94.1%	93.5%	90.5%	96.6%	0.2563	1754
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	68.7%	62.6%	74.7%	80.4%	76.0%	84.7%	0.0015	1752
Leaders discourage multiple partners (%Very often/sometimes)	72.0%	65.2%	78.8%	74.2%	69.2%	79.2%	0.5844	1754
Leaders discourage men from having younger partners (%Very often/sometimes)	42.5%	36.3%	48.6%	53.0%	45.1%	60.9%	0.0193	1754
Polygyny is practiced in community (%Very often/sometimes)	56.5%	47.9%	65.2%	54.1%	46.9%	61.4%	0.6682	1754
Agrees that wife inheritance is practiced in the community	39.8%	31.5%	48.1%	34.6%	27.4%	41.8%	0.2973	1750
Number of lifetime partners	14.7%	9.6%	19.8%	12.2%	7.9%	16.6%	0.4643	1747
Age at first sex	4.7059	3.7367	5.6751	5.9081	4.4076	7.4086	0.1213	1502
	19.5547	19.2299	19.8794	19.0423	18.6536	19.4309	0.0278	1251

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	23.7%	17.8%	29.6%	46.9%	38.4%	55.5%	0.0000	1310
Multiple partners (past month), among sexually experienced	6.1%	3.2%	9.1%	15.5%	8.2%	22.7%	0.0072	1167
More than one partner within 3 months period (past 12 months)	11.6%	7.4%	15.8%	32.5%	25.4%	39.5%	0.0000	1164
Reports currently (3mths) having more than one partner, among sexually experienced	10.5%	6.7%	14.2%	23.3%	15.5%	31.0%	0.0011	1164
Agrees that wife/cohabitating partner has another partner b8	2.4%	1.1%	3.8%	4.4%	0.8%	8.0%	0.2307	459
10+ year age difference between respondent and last sexual partner	11.9%	8.9%	15.0%	7.0%	3.2%	10.8%	0.0519	1063
Thinks that last partner had other sexual partners	35.1%	28.9%	41.4%	31.4%	23.3%	39.6%	0.4907	1157
Received gifts or money in exchange for sex with last partner b20	22.6%	16.4%	28.7%	16.7%	11.0%	22.4%	0.2041	1172
Received gifts or money in exchange for sex with last partner, if regular	14.3%	9.6%	19.0%	18.9%	10.3%	27.5%	0.3143	392
Received gifts or money in exchange for sex with last partner, if casual	27.5%	19.9%	35.1%	18.9%	11.9%	25.9%	0.1277	726
Gave gifts or money in exchange for sex with last partner b21	24.4%	19.6%	29.2%	19.2%	13.3%	25.1%	0.2028	1166
Gave gifts or money in exchange for sex with last partner, if regular	16.6%	11.7%	21.6%	22.1%	11.5%	32.6%	0.3090	392
Gave gifts or money in exchange for sex with last partner, if casual	29.6%	23.8%	35.4%	21.1%	12.4%	29.8%	0.1155	722
Multiple sexual partners increase HIV risk (%True)	95.0%	92.5%	97.6%	96.3%	93.5%	99.1%	0.3247	1788
Most married men faithful to wives (%Agree)	33.2%	25.5%	40.9%	45.1%	33.3%	56.8%	0.0745	1789
Can resist temptation of sex with person besides main partner (%Agree)	72.9%	68.2%	77.7%	80.6%	75.3%	85.8%	0.0525	1789
Need someone to fill gap (%Disagree)	58.6%	53.5%	63.7%	56.3%	42.8%	69.7%	0.7170	1788
Men with many women are real men (%Disagree)	92.6%	90.1%	95.2%	85.1%	77.7%	92.5%	0.0258	1789
Men have right to get sex for gifts (%Disagree)	69.5%	63.1%	75.9%	77.2%	68.3%	86.0%	0.1927	1787
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	68.7%	62.3%	75.1%	71.6%	65.3%	77.9%	0.4694	1789
Leaders discourage multiple partners (%Very often/sometimes)	44.7%	38.4%	50.9%	40.1%	29.6%	50.5%	0.4071	1789
Leaders discourage men from having younger partners (%Very often/sometimes)	51.7%	44.6%	58.9%	47.4%	39.2%	55.6%	0.3685	1789
Polygyny is practiced in community (%Very often/sometimes)	34.7%	27.3%	42.2%	46.8%	36.9%	56.7%	0.0307	1785
Agrees that wife inheritance is practiced in the community	13.6%	9.6%	17.6%	11.8%	7.1%	16.5%	0.4720	1782
Number of lifetime partners	4.7619	3.7198	5.804	5.7848	4.4354	7.1343	0.2453	1532
Age at first sex	19.4064	19.0568	19.756	19.3126	18.7003	19.9249	0.7535	1277

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	23.7%	17.8%	29.6%	27.5%	21.5%	33.5%	0.3220	1310
Multiple partners (past month), among sexually experienced	6.1%	3.2%	9.1%	12.1%	7.1%	17.0%	0.0079	1167
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	11.6%	7.4%	15.8%	22.0%	15.5%	28.4%	0.0020	1164
Agrees that wife/cohabitating partner has another partner b8	10.5%	6.7%	14.2%	16.5%	11.5%	21.5%	0.0366	1164
10+ year age difference between respondent and last sexual partner	2.4%	1.1%	3.8%	5.0%	1.6%	8.5%	0.0747	459
Thinks that last partner had other sexual partners	11.9%	8.9%	15.0%	8.1%	5.2%	11.1%	0.1415	1063
Received gifts or money in exchange for sex with last partner b20	35.1%	28.9%	41.4%	35.5%	27.8%	43.2%	0.9393	1157
Received gifts or money in exchange for sex with last partner, if regular	22.6%	16.4%	28.7%	17.0%	12.8%	21.1%	0.0951	1172
Received gifts or money in exchange for sex with last partner, if casual	14.3%	9.6%	19.0%	10.2%	6.4%	13.9%	0.1945	392
Gave gifts or money in exchange for sex with last partner b21	27.5%	19.9%	35.1%	20.9%	14.7%	27.1%	0.1397	726
Gave gifts or money in exchange for sex with last partner, if regular	24.4%	19.6%	29.2%	22.9%	17.6%	28.3%	0.6881	1166
Gave gifts or money in exchange for sex with last partner, if casual	16.6%	11.7%	21.6%	12.4%	8.3%	16.5%	0.2198	392
Multiple sexual partners increase HIV risk (%True)	29.6%	23.8%	35.4%	27.0%	19.4%	34.6%	0.6020	722
Most married men faithful to wives (%Agree)	95.0%	92.5%	97.6%	95.6%	93.1%	98.2%	0.6014	1788
Can resist temptation of sex with person besides main partner (%Agree)	33.2%	25.5%	40.9%	29.6%	21.8%	37.3%	0.3743	1789
Need someone to fill gap (%Disagree)	72.9%	68.2%	77.7%	79.0%	74.6%	83.4%	0.0688	1789
Men with many women are real men (%Disagree)	58.6%	53.5%	63.7%	59.1%	52.8%	65.4%	0.8903	1788
Men have right to get sex for gifts (%Disagree)	92.6%	90.1%	95.2%	92.9%	89.9%	95.9%	0.8666	1789
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	69.5%	63.1%	75.9%	77.0%	72.3%	81.8%	0.0432	1787
Leaders discourage multiple partners (%Very often/sometimes)	68.7%	62.3%	75.1%	81.0%	75.4%	86.7%	0.0007	1789
Leaders discourage men from having younger partners (%Very often/sometimes)	44.7%	38.4%	50.9%	53.8%	46.4%	61.1%	0.0163	1789
Polygyny is practiced in community (%Very often/sometimes)	51.7%	44.6%	58.9%	65.5%	58.2%	72.9%	0.0002	1789
Agrees that wife inheritance is practiced in the community	34.7%	27.3%	42.2%	36.8%	29.4%	44.3%	0.6013	1785
Number of lifetime partners	13.6%	9.6%	17.6%	15.3%	10.8%	19.8%	0.4285	1782
Age at first sex	4.7619	3.7198	5.804	5.5714	3.9915	7.1513	0.2591	1532
	19.4064	19.0568	19.756	19.3018	18.9322	19.6714	0.6533	1277

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	20.7%	10.8%	30.5%	24.5%	18.3%	30.6%	0.4568	1279
Multiple partners (past month), among sexually experienced	6.9%	1.7%	12.2%	6.7%	3.6%	9.9%	0.9395	1141
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	5.7%	1.5%	9.9%	14.8%	10.2%	19.4%	0.0070	1139
Agrees that wife/cohabitating partner has another partner b8	9.4%	3.2%	15.7%	11.7%	7.6%	15.8%	0.5213	1139
10+ year age difference between respondent and last sexual partner	3.2%	0.7%	5.6%	2.6%	0.8%	4.4%	0.6856	447
Thinks that last partner had other sexual partners	12.3%	7.2%	17.3%	11.4%	7.3%	15.4%	0.7794	1038
Received gifts or money in exchange for sex with last partner b20	43.6%	35.8%	51.5%	31.7%	21.8%	41.6%	0.0530	1130
Received gifts or money in exchange for sex with last partner, if regular	25.2%	16.5%	33.9%	23.0%	14.9%	31.0%	0.6478	1147
Received gifts or money in exchange for sex with last partner, if casual	17.2%	8.3%	26.1%	12.3%	6.7%	17.9%	0.2981	380
Gave gifts or money in exchange for sex with last partner b21	28.1%	16.8%	39.3%	28.9%	18.3%	39.5%	0.9156	714
Gave gifts or money in exchange for sex with last partner, if regular	25.1%	17.4%	32.7%	23.7%	17.3%	30.2%	0.7728	1141
Gave gifts or money in exchange for sex with last partner, if casual	18.9%	9.1%	28.7%	14.4%	8.9%	19.9%	0.4116	380
Multiple sexual partners increase HIV risk (%True)	29.0%	19.0%	39.1%	29.9%	22.1%	37.7%	0.8841	710
Most married men faithful to wives (%Agree)	96.2%	93.3%	99.0%	95.2%	92.4%	98.0%	0.5712	1744
Can resist temptation of sex with person besides main partner (%Agree)	29.3%	18.8%	39.9%	35.7%	27.1%	44.2%	0.1165	1745
Need someone to fill gap (%Disagree)	72.5%	65.6%	79.4%	74.7%	68.7%	80.7%	0.6417	1745
Men with many women are real men (%Disagree)	58.1%	50.8%	65.3%	57.9%	51.3%	64.5%	0.9766	1744
Men have right to get sex for gifts (%Disagree)	90.2%	84.4%	96.1%	92.8%	90.1%	95.6%	0.3742	1745
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.0%	49.2%	70.8%	73.7%	67.7%	79.7%	0.0011	1743
Leaders discourage multiple partners (%Very often/sometimes)	67.2%	58.9%	75.5%	71.0%	63.7%	78.4%	0.2862	1745
Leaders discourage men from having younger partners (%Very often/sometimes)	34.6%	26.1%	43.1%	45.7%	38.4%	53.0%	0.0121	1745
Polygyny is practiced in community (%Very often/sometimes)	51.1%	42.0%	60.2%	52.8%	44.1%	61.6%	0.7404	1745
Agrees that wife inheritance is practiced in the community	33.8%	21.5%	46.1%	35.8%	28.0%	43.5%	0.7231	1742
Number of lifetime partners	13.7%	7.5%	19.8%	12.9%	7.6%	18.1%	0.7945	1739
Age at first sex	3.4699	1.4923	5.4475	5.2334	4.1524	6.3144	0.0649	1495
	19.6575	18.8436	20.4713	19.2934	18.9648	19.6219	0.3594	1246

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	20.7%	10.8%	30.5%	35.3%	29.8%	40.8%	0.0102	1279
Multiple partners (past month), among sexually experienced	6.9%	1.7%	12.2%	12.4%	8.4%	16.4%	0.1002	1141
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	5.7%	1.5%	9.9%	26.6%	21.9%	31.4%	0.0000	1139
Agrees that wife/cohabitating partner has another partner b8	9.4%	3.2%	15.7%	18.7%	14.3%	23.2%	0.0302	1139
10+ year age difference between respondent and last sexual partner	3.2%	0.7%	5.6%	3.5%	0.7%	6.4%	0.8355	447
Thinks that last partner had other sexual partners	12.3%	7.2%	17.3%	8.7%	6.0%	11.4%	0.2469	1038
Received gifts or money in exchange for sex with last partner b20	43.6%	35.8%	51.5%	33.7%	27.7%	39.7%	0.0489	1130
Received gifts or money in exchange for sex with last partner, if regular	25.2%	16.5%	33.9%	16.8%	13.1%	20.5%	0.0869	1147
Received gifts or money in exchange for sex with last partner, if casual	17.2%	8.3%	26.1%	13.3%	9.2%	17.4%	0.4036	380
Gave gifts or money in exchange for sex with last partner b21	28.1%	16.8%	39.3%	20.2%	14.8%	25.6%	0.2019	714
Gave gifts or money in exchange for sex with last partner, if regular	25.1%	17.4%	32.7%	21.9%	17.8%	26.0%	0.5078	1141
Gave gifts or money in exchange for sex with last partner, if casual	18.9%	9.1%	28.7%	16.1%	11.3%	20.8%	0.6357	380
Multiple sexual partners increase HIV risk (%True)	29.0%	19.0%	39.1%	25.0%	18.6%	31.4%	0.4939	710
Most married men faithful to wives (%Agree)	96.2%	93.3%	99.0%	95.4%	92.6%	98.1%	0.6742	1744
Can resist temptation of sex with person besides main partner (%Agree)	29.3%	18.8%	39.9%	34.8%	28.0%	41.7%	0.3331	1745
Need someone to fill gap (%Disagree)	72.5%	65.6%	79.4%	80.0%	76.7%	83.3%	0.0542	1745
Men with many women are real men (%Disagree)	58.1%	50.8%	65.3%	58.7%	51.0%	66.3%	0.9103	1744
Men have right to get sex for gifts (%Disagree)	90.2%	84.4%	96.1%	91.6%	88.0%	95.2%	0.7093	1745
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.0%	49.2%	70.8%	77.9%	72.8%	83.0%	0.0032	1743
Leaders discourage multiple partners (%Very often/sometimes)	67.2%	58.9%	75.5%	76.1%	71.3%	80.9%	0.0398	1745
Leaders discourage men from having younger partners (%Very often/sometimes)	34.6%	26.1%	43.1%	50.8%	43.7%	57.8%	0.0028	1745
Polygyny is practiced in community (%Very often/sometimes)	51.1%	42.0%	60.2%	58.5%	51.9%	65.1%	0.1415	1745
Agrees that wife inheritance is practiced in the community	33.8%	21.5%	46.1%	40.4%	32.8%	48.1%	0.3346	1742
Number of lifetime partners	13.7%	7.5%	19.8%	14.0%	10.2%	17.8%	0.8937	1739
Age at first sex	3.4699	1.4923	5.4475	5.7335	4.5948	6.8723	0.0227	1495
	19.6575	18.8436	20.4713	19.3002	18.9723	19.6281	0.3977	1246

SafAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months) among sexually experienced	28.2%	23.6%	32.9%	39.3%	24.9%	53.6%	0.0903	1295
Multiple partners (past month), among sexually experienced	9.6%	6.4%	12.7%	12.1%	5.7%	18.5%	0.4212	1157
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	18.0%	13.4%	22.7%	26.5%	16.3%	36.8%	0.1443	1154
Agrees that wife/cohabitating partner has another partner b8	14.2%	10.7%	17.8%	22.2%	13.1%	31.2%	0.0704	1154
10+ year age difference between respondent and last sexual partner	3.4%	1.8%	5.0%	1.1%	-0.5%	2.7%	0.1344	454
Thinks that last partner had other sexual partners	9.5%	7.6%	11.4%	13.3%	7.5%	19.2%	0.1888	1054
Received gifts or money in exchange for sex with last partner b20	34.8%	29.7%	39.8%	31.9%	23.5%	40.3%	0.5380	1148
Received gifts or money in exchange for sex with last partner, if regular	20.7%	16.6%	24.8%	13.3%	7.2%	19.4%	0.0859	1163
Received gifts or money in exchange for sex with last partner, if casual	15.7%	12.0%	19.4%	5.5%	1.1%	9.9%	0.0100	387
Gave gifts or money in exchange for sex with last partner b21	23.9%	18.8%	29.0%	21.0%	12.6%	29.5%	0.5806	722
Gave gifts or money in exchange for sex with last partner, if regular	23.2%	19.8%	26.6%	21.8%	13.1%	30.4%	0.7751	1158
Gave gifts or money in exchange for sex with last partner, if casual	16.6%	12.7%	20.4%	13.8%	6.2%	21.5%	0.5633	387
Multiple sexual partners increase HIV risk (%True)	26.4%	22.0%	30.9%	30.7%	18.8%	42.7%	0.4758	719
Most married men faithful to wives (%Agree)	95.0%	92.3%	97.6%	97.6%	95.4%	99.8%	0.1492	1769
Can resist temptation of sex with person besides main partner (%Agree)	34.8%	28.1%	41.4%	29.7%	19.1%	40.4%	0.3567	1770
Need someone to fill gap (%Disagree)	76.8%	73.6%	79.9%	73.6%	65.9%	81.4%	0.4599	1770
Men with many women are real men (%Disagree)	57.3%	52.6%	61.9%	64.5%	52.6%	76.4%	0.1704	1769
Men have right to get sex for gifts (%Disagree)	91.2%	88.7%	93.8%	91.9%	86.7%	97.2%	0.7987	1770
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	74.8%	70.1%	79.4%	66.6%	55.4%	77.8%	0.1779	1768
Leaders discourage multiple partners (%Very often/sometimes)	70.7%	65.8%	75.6%	87.3%	80.1%	94.6%	0.0008	1770
Leaders discourage men from having younger partners (%Very often/sometimes)	43.0%	37.4%	48.6%	69.5%	59.4%	79.5%	0.0000	1770
Polygyny is practiced in community (%Very often/sometimes)	54.2%	47.5%	60.8%	65.4%	56.9%	74.0%	0.0471	1770
Agrees that wife inheritance is practiced in the community	37.0%	30.2%	43.9%	40.7%	31.0%	50.4%	0.4629	1766
Number of lifetime partners	13.8%	10.1%	17.4%	14.1%	7.0%	21.1%	0.9285	1763
Age at first sex	5.3191	4.0855	6.5526	4.6256	2.5329	6.7183	0.6359	1519
	19.2723	18.9767	19.5679	19.7727	19.0992	20.4462	0.1992	1263

OTHER HIV RISK FACTORS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	43.8%	36.4%	51.2%	54.4%	47.1%	61.7%	0.0510	1702
Likely to be infected now (%Agree)	12.6%	8.8%	16.4%	15.2%	11.4%	19.0%	0.3915	1661
If one spouse positive, the other too (%False)	58.9%	53.2%	64.6%	64.9%	59.4%	70.3%	0.0304	1793
STIs decrease HIV infection (%False)	93.9%	91.6%	96.1%	92.6%	90.2%	94.9%	0.4419	1791
TB can't be cured if HIV+ (%False)	60.5%	52.1%	68.9%	59.1%	52.7%	65.4%	0.7884	1792
Risk of contracting HIV decreases for a circumcised man	89.2%	86.5%	92.0%	88.3%	85.1%	91.5%	0.6900	1791
Knows where to get information about HIV/AIDS	91.2%	87.5%	94.8%	88.1%	82.6%	93.7%	0.1448	1791

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	43.8%	36.4%	51.2%	38.2%	29.9%	46.5%	0.3373	1702
Likely to be infected now (%Agree)	12.6%	8.8%	16.4%	12.1%	8.8%	15.3%	0.8247	1661
If one spouse positive, the other too (%False)	58.9%	53.2%	64.6%	53.6%	46.8%	60.4%	0.1998	1793
STIs decrease HIV infection (%False)	93.9%	91.6%	96.1%	93.5%	90.2%	96.9%	0.8793	1791
TB can't be cured if HIV+ (%False)	60.5%	52.1%	68.9%	54.2%	46.7%	61.7%	0.1649	1792
Risk of contracting HIV decreases for a circumcised man	89.2%	86.5%	92.0%	92.0%	88.6%	95.4%	0.2186	1791
Knows where to get information about HIV/AIDS	91.2%	87.5%	94.8%	89.5%	82.4%	96.6%	0.5603	1791

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	49.7%	43.0%	56.4%	41.8%	34.9%	48.6%	0.0971	1664
Likely to be infected now (%Agree)	13.5%	9.8%	17.1%	13.0%	9.0%	17.0%	0.8877	1625
If one spouse positive, the other too (%False)	55.3%	50.1%	60.5%	67.1%	59.9%	74.4%	0.0052	1754
STIs decrease HIV infection (%False)	94.1%	92.7%	95.6%	91.9%	87.8%	96.0%	0.3271	1752
TB can't be cured if HIV+ (%False)	61.7%	56.1%	67.2%	53.5%	45.6%	61.3%	0.0644	1753
Risk of contracting HIV decreases for a circumcised man	89.0%	86.6%	91.3%	91.2%	88.3%	94.1%	0.2476	1752
Knows where to get information about HIV/AIDS	86.6%	79.9%	93.2%	96.5%	94.9%	98.2%	0.0006	1752

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.1%	39.4%	50.9%	58.6%	45.3%	71.9%	0.0631	1698
Likely to be infected now (%Agree)	13.4%	10.3%	16.5%	17.4%	11.4%	23.3%	0.2006	1657
If one spouse positive, the other too (%False)	58.6%	54.1%	63.1%	62.5%	52.7%	72.2%	0.3953	1789
STIs decrease HIV infection (%False)	92.0%	89.5%	94.5%	95.0%	92.4%	97.6%	0.1469	1787
TB can't be cured if HIV+ (%False)	60.1%	54.5%	65.7%	57.8%	47.5%	68.1%	0.6256	1788
Risk of contracting HIV decreases for a circumcised man	88.3%	85.9%	90.6%	94.8%	91.9%	97.8%	0.0077	1787
Knows where to get information about HIV/AIDS	90.4%	86.1%	94.7%	81.4%	71.7%	91.2%	0.0012	1787

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.1%	39.4%	50.9%	41.6%	35.3%	48.0%	0.3565	1698
Likely to be infected now (%Agree)	13.4%	10.3%	16.5%	11.4%	8.0%	14.8%	0.3984	1657
If one spouse positive, the other too (%False)	58.6%	54.1%	63.1%	59.4%	52.0%	66.9%	0.8381	1789
STIs decrease HIV infection (%False)	92.0%	89.5%	94.5%	94.7%	92.1%	97.4%	0.2136	1787
TB can't be cured if HIV+ (%False)	60.1%	54.5%	65.7%	55.6%	48.6%	62.5%	0.2114	1788
Risk of contracting HIV decreases for a circumcised man	88.3%	85.9%	90.6%	89.6%	86.3%	92.9%	0.4759	1787
Knows where to get information about HIV/AIDS	90.4%	86.1%	94.7%	93.8%	91.0%	96.5%	0.0451	1787

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	35.0%	27.0%	43.1%	51.0%	44.0%	57.9%	0.0013	1655
Likely to be infected now (%Agree)	10.4%	5.3%	15.5%	15.2%	10.6%	19.8%	0.2067	1617
If one spouse positive, the other too (%False)	50.4%	42.7%	58.0%	60.0%	53.2%	66.8%	0.0499	1745
STIs decrease HIV infection (%False)	94.1%	91.0%	97.1%	91.7%	88.9%	94.4%	0.2842	1743
TB can't be cured if HIV+ (%False)	67.5%	57.6%	77.4%	56.3%	49.7%	62.9%	0.0223	1744
Risk of contracting HIV decreases for a circumcised man	87.0%	82.0%	91.9%	90.6%	87.8%	93.4%	0.1983	1743
Knows where to get information about HIV/AIDS	88.4%	82.2%	94.6%	90.1%	85.5%	94.7%	0.5285	1743

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	35.0%	27.0%	43.1%	47.7%	40.7%	54.7%	0.0195	1655
Likely to be infected now (%Agree)	10.4%	5.3%	15.5%	13.4%	10.4%	16.3%	0.3559	1617
If one spouse positive, the other too (%False)	50.4%	42.7%	58.0%	62.7%	57.0%	68.4%	0.0168	1745
STIs decrease HIV infection (%False)	94.1%	91.0%	97.1%	94.2%	92.1%	96.3%	0.9486	1743
TB can't be cured if HIV+ (%False)	67.5%	57.6%	77.4%	56.6%	50.4%	62.7%	0.0529	1744
Risk of contracting HIV decreases for a circumcised man	87.0%	82.0%	91.9%	91.1%	88.5%	93.8%	0.1352	1743
Knows where to get information about HIV/AIDS	88.4%	82.2%	94.6%	89.6%	84.3%	94.9%	0.5845	1743

SafAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	48.0%	43.0%	53.1%	34.7%	25.5%	43.8%	0.0054	1680
Likely to be infected now (%Agree)	14.4%	12.0%	16.9%	8.2%	3.7%	12.6%	0.0314	1638
If one spouse positive, the other too (%False)	60.1%	55.1%	65.1%	55.5%	46.4%	64.6%	0.3745	1770
STIs decrease HIV infection (%False)	93.1%	91.6%	94.6%	94.4%	89.5%	99.3%	0.6687	1768
TB can't be cured if HIV+ (%False)	59.9%	55.1%	64.8%	49.8%	39.3%	60.2%	0.0267	1769
Risk of contracting HIV decreases for a circumcised man	89.0%	87.0%	91.0%	93.3%	89.8%	96.8%	0.0525	1768
Knows where to get information about HIV/AIDS	89.2%	84.6%	93.9%	94.6%	90.5%	98.7%	0.0955	1768

HIV COMMUNICATION

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	83.6%	79.1%	88.1%	80.3%	75.1%	85.6%	0.3845	565
Discussed HIV/AIDS with Kids	50.3%	40.9%	59.7%	37.1%	28.3%	46.0%	0.0587	523
Discussed HIV/AIDS with Friends	78.7%	74.0%	83.5%	80.2%	76.1%	84.4%	0.6422	1766
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.1%	76.8%	85.3%	83.9%	80.4%	87.5%	0.3096	1770
A4-Sex life improves with communication with partner (%Agree)	90.8%	87.9%	93.7%	91.7%	89.4%	94.0%	0.6097	1792
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	20.1%	11.8%	28.4%	23.8%	15.7%	31.9%	0.5315	474
Percentage who have talked with spouse/regular cohabitating partner about sexual	58.4%	46.4%	70.3%	76.9%	64.7%	89.1%	0.0317	99
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	90.5%	84.3%	96.6%	95.3%	92.4%	98.3%	0.0905	468
Percentage who have talked with spouse/regular cohabitating partner about sexual	90.5%	84.3%	96.8%	91.0%	84.9%	97.0%	0.9265	431

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	83.6%	79.1%	88.1%	75.6%	68.2%	83.0%	0.0869	565
Discussed HIV/AIDS with Kids	50.3%	40.9%	59.7%	47.0%	37.7%	56.3%	0.6517	523
Discussed HIV/AIDS with Friends	78.7%	74.0%	83.5%	84.8%	80.1%	89.5%	0.0504	1766
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.1%	76.8%	85.3%	87.4%	83.7%	91.2%	0.0180	1770
A4-Sex life improves with communication with partner (%Agree)	90.8%	87.9%	93.7%	89.4%	86.2%	92.6%	0.4739	1792
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	20.1%	11.8%	28.4%	14.9%	10.4%	19.4%	0.2974	474
Percentage who have talked with spouse/regular cohabitating partner about sexual	58.4%	46.4%	70.3%	55.6%	40.3%	70.9%	0.7918	99
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	90.5%	84.3%	96.6%	96.9%	94.7%	99.1%	0.0200	468
Percentage who have talked with spouse/regular cohabitating partner about sexual	90.5%	84.3%	96.8%	88.9%	83.0%	94.9%	0.7339	431

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	78.5%	73.0%	83.9%	85.6%	80.2%	90.9%	0.1354	551
Discussed HIV/AIDS with Kids	44.3%	35.8%	52.7%	43.2%	33.4%	52.9%	0.8797	510
Discussed HIV/AIDS with Friends	83.0%	80.4%	85.7%	77.2%	71.3%	83.2%	0.0608	1727
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	85.4%	83.0%	87.8%	80.7%	75.3%	86.1%	0.1082	1731
A4-Sex life improves with communication with partner (%Agree)	91.7%	89.9%	93.5%	89.7%	86.5%	92.9%	0.2200	1753
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.9%	13.7%	24.2%	22.5%	16.4%	28.6%	0.3131	464
Percentage who have talked with spouse/regular cohabitating partner about sexual	66.5%	56.7%	76.3%	62.0%	53.1%	70.9%	0.5702	97
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	95.1%	92.5%	97.8%	93.7%	89.4%	98.0%	0.5743	459
Percentage who have talked with spouse/regular cohabitating partner about sexual	90.9%	86.5%	95.2%	88.1%	81.9%	94.3%	0.4924	422

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	78.0%	73.4%	82.5%	84.3%	77.5%	91.1%	0.2149	563
Discussed HIV/AIDS with Kids	40.7%	33.4%	47.9%	30.0%	19.2%	40.9%	0.1247	523
Discussed HIV/AIDS with Friends	80.5%	76.5%	84.5%	73.6%	64.9%	82.2%	0.1295	1762
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	83.3%	79.7%	86.9%	76.6%	69.5%	83.6%	0.0850	1766
A4-Sex life improves with communication with partner (%Agree)	90.4%	88.0%	92.8%	94.3%	91.5%	97.1%	0.0427	1788
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	26.6%	20.3%	32.9%	6.9%	2.1%	11.6%	0.0000	473
Percentage who have talked with spouse/regular cohabitating partner about sexual	68.2%	63.4%	73.1%	37.4%	28.7%	46.2%	0.0010	99
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	93.4%	89.9%	97.0%	95.8%	92.0%	99.7%	0.3678	467
Percentage who have talked with spouse/regular cohabitating partner about sexual	92.1%	88.0%	96.2%	87.0%	78.3%	95.7%	0.2493	430

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	78.0%	73.4%	82.5%	83.4%	76.2%	90.5%	0.2128	563
Discussed HIV/AIDS with Kids	40.7%	33.4%	47.9%	53.9%	42.2%	65.6%	0.0779	523
Discussed HIV/AIDS with Friends	80.5%	76.5%	84.5%	85.3%	81.5%	89.1%	0.0857	1762
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	83.3%	79.7%	86.9%	88.3%	84.9%	91.7%	0.0651	1766
A4-Sex life improves with communication with partner (%Agree)	90.4%	88.0%	92.8%	89.8%	86.3%	93.3%	0.7970	1788
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	26.6%	20.3%	32.9%	15.2%	8.1%	22.3%	0.0341	473
Percentage who have talked with spouse/regular cohabitating partner about sexual	68.2%	63.4%	73.1%	53.9%	34.6%	73.3%	0.1740	99
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	93.4%	89.9%	97.0%	96.2%	92.9%	99.4%	0.2833	467
Percentage who have talked with spouse/regular cohabitating partner about sexual	92.1%	88.0%	96.2%	87.5%	80.2%	94.8%	0.2934	430

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	77.8%	70.5%	85.1%	81.5%	75.4%	87.5%	0.4468	546
Discussed HIV/AIDS with Kids	48.2%	35.4%	61.1%	43.6%	33.4%	53.8%	0.4953	507
Discussed HIV/AIDS with Friends	82.0%	76.0%	88.0%	82.5%	78.0%	86.9%	0.9014	1718
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	83.4%	77.8%	89.0%	84.9%	80.9%	88.9%	0.6368	1722
A4-Sex life improves with communication with partner (%Agree)	89.0%	84.7%	93.2%	93.5%	91.1%	95.9%	0.0481	1744
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.4%	11.5%	27.2%	28.0%	19.2%	36.7%	0.0998	462
Percentage who have talked with spouse/regular cohabitating partner about sexual	55.9%	41.6%	70.2%	67.3%	61.2%	73.5%	0.1201	96
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	92.2%	85.5%	98.9%	92.8%	88.7%	97.0%	0.8456	457
Percentage who have talked with spouse/regular cohabitating partner about sexual	89.8%	82.5%	97.0%	92.9%	88.3%	97.5%	0.3501	421

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	77.8%	70.5%	85.1%	82.9%	77.6%	88.3%	0.2819	546
Discussed HIV/AIDS with Kids	48.2%	35.4%	61.1%	42.4%	33.6%	51.1%	0.5171	507
Discussed HIV/AIDS with Friends	82.0%	76.0%	88.0%	79.3%	74.7%	83.9%	0.5435	1718
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	83.4%	77.8%	89.0%	83.1%	79.0%	87.1%	0.9445	1722
A4-Sex life improves with communication with partner (%Agree)	89.0%	84.7%	93.2%	90.7%	88.3%	93.1%	0.4263	1744
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.4%	11.5%	27.2%	15.2%	9.8%	20.7%	0.4085	462
Percentage who have talked with spouse/regular cohabitating partner about sexual	55.9%	41.6%	70.2%	61.4%	49.8%	73.1%	0.6041	96
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	92.2%	85.5%	98.9%	96.4%	94.2%	98.7%	0.1744	457
Percentage who have talked with spouse/regular cohabitating partner about sexual	89.8%	82.5%	97.0%	88.1%	81.8%	94.3%	0.7583	421

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	82.2%	79.0%	85.4%	75.5%	63.1%	87.9%	0.2808	559
Discussed HIV/AIDS with Kids	40.7%	34.8%	46.6%	59.1%	41.8%	76.4%	0.0571	518
Discussed HIV/AIDS with Friends	80.7%	77.8%	83.7%	80.0%	72.7%	87.2%	0.8220	1744
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	83.8%	81.4%	86.2%	81.7%	74.1%	89.4%	0.5777	1748
A4-Sex life improves with communication with partner (%Agree)	90.2%	88.2%	92.1%	94.5%	90.9%	98.1%	0.0731	1769
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	20.2%	15.4%	25.0%	20.2%	8.5%	31.8%	0.9924	469
Percentage who have talked with spouse/regular cohabitating partner about sexual	75.2%	65.2%	85.2%	43.3%	28.2%	58.4%	0.0009	98
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	94.4%	91.8%	96.9%	96.7%	93.4%	100.0%	0.2771	463
Percentage who have talked with spouse/regular cohabitating partner about sexual	90.1%	86.7%	93.6%	91.7%	84.7%	98.8%	0.6745	426

CONDOM USE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.6%	50.1%	65.0%	71.5%	67.0%	76.0%	0.0005	1351
Condom use at last sex with regular partner	53.4%	46.0%	60.9%	63.2%	56.0%	70.5%	0.0451	1162
Condom at last sex among those with multiple partners	66.3%	56.5%	76.2%	80.0%	73.4%	86.6%	0.0244	356
Condom at last sex with a regular partner, among those with multiple partners	56.6%	46.0%	67.2%	59.9%	52.0%	67.8%	0.6495	354
Always uses condom with most recent partner	29.3%	19.9%	38.8%	20.7%	13.8%	27.7%	0.1569	1179
Condom use in marriage accepted (%Strongly agree/agree)	65.8%	58.2%	73.4%	75.8%	70.2%	81.4%	0.0019	1793
Women can ask regular partner to use condom (%Strongly agree/agree)	66.4%	58.6%	74.2%	74.7%	68.2%	81.2%	0.0439	1793
Women can ask casual partner to use condom (%Strongly agree/agree)	59.9%	49.3%	70.4%	53.1%	44.6%	61.5%	0.0714	1793

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.6%	50.1%	65.0%	73.9%	67.4%	80.4%	0.0019	1351
Condom use at last sex with regular partner	53.4%	46.0%	60.9%	68.6%	61.8%	75.4%	0.0082	1162
Condom at last sex among those with multiple partners	66.3%	56.5%	76.2%	72.5%	61.9%	83.1%	0.4983	356
Condom at last sex with a regular partner, among those with multiple partners	56.6%	46.0%	67.2%	58.6%	48.5%	68.7%	0.7954	354
Always uses condom with most recent partner	29.3%	19.9%	38.8%	36.6%	29.9%	43.3%	0.2603	1179
Condom use in marriage accepted (%Strongly agree/agree)	65.8%	58.2%	73.4%	81.1%	73.5%	88.8%	0.0086	1793
Women can ask regular partner to use condom (%Strongly agree/agree)	66.4%	58.6%	74.2%	81.5%	76.2%	86.8%	0.0026	1793
Women can ask casual partner to use condom (%Strongly agree/agree)	59.9%	49.3%	70.4%	60.3%	51.3%	69.3%	0.9284	1793

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	66.2%	60.1%	72.3%	70.3%	63.6%	77.1%	0.4464	1323
Condom use at last sex with regular partner	61.5%	53.7%	69.3%	62.1%	56.0%	68.2%	0.9222	1136
Condom at last sex among those with multiple partners	73.0%	66.6%	79.3%	74.1%	67.2%	81.0%	0.8323	347
Condom at last sex with a regular partner, among those with multiple partners	56.0%	48.4%	63.6%	62.8%	54.2%	71.4%	0.3017	345
Always uses condom with most recent partner	26.3%	19.2%	33.5%	30.7%	24.7%	36.6%	0.3566	1153
Condom use in marriage accepted (%Strongly agree/agree)	68.6%	60.9%	76.3%	81.6%	77.4%	85.7%	0.0021	1754
Women can ask regular partner to use condom (%Strongly agree/agree)	68.6%	60.5%	76.8%	81.1%	77.1%	85.1%	0.0116	1754
Women can ask casual partner to use condom (%Strongly agree/agree)	53.8%	44.1%	63.5%	62.6%	54.4%	70.7%	0.0431	1754

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	65.4%	59.2%	71.5%	73.3%	66.3%	80.3%	0.1391	1349
Condom use at last sex with regular partner	62.2%	55.6%	68.8%	58.5%	50.1%	67.0%	0.4719	1160
Condom at last sex among those with multiple partners	70.0%	62.7%	77.4%	78.9%	71.3%	86.5%	0.1507	355
Condom at last sex with a regular partner, among those with multiple partners	66.0%	59.1%	72.9%	51.2%	41.5%	60.8%	0.0124	353
Always uses condom with most recent partner	28.8%	22.5%	35.1%	25.9%	16.4%	35.3%	0.5154	1177
Condom use in marriage accepted (%Strongly agree/agree)	67.7%	60.7%	74.8%	81.8%	74.3%	89.3%	0.0080	1789
Women can ask regular partner to use condom (%Strongly agree/agree)	69.3%	62.4%	76.2%	80.5%	73.7%	87.4%	0.0338	1789
Women can ask casual partner to use condom (%Strongly agree/agree)	55.4%	46.9%	63.9%	57.1%	44.2%	70.0%	0.7967	1789

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	65.4%	59.2%	71.5%	67.6%	61.4%	73.9%	0.6200	1349
Condom use at last sex with regular partner	62.2%	55.6%	68.8%	62.6%	55.4%	69.9%	0.9239	1160
Condom at last sex among those with multiple partners	70.0%	62.7%	77.4%	73.4%	64.8%	82.1%	0.5756	355
Condom at last sex with a regular partner, among those with multiple partners	66.0%	59.1%	72.9%	53.7%	44.7%	62.7%	0.0346	353
Always uses condom with most recent partner	28.8%	22.5%	35.1%	28.5%	20.7%	36.3%	0.9622	1177
Condom use in marriage accepted (%Strongly agree/agree)	67.7%	60.7%	74.8%	78.6%	72.9%	84.4%	0.0059	1789
Women can ask regular partner to use condom (%Strongly agree/agree)	69.3%	62.4%	76.2%	76.2%	70.9%	81.5%	0.0605	1789
Women can ask casual partner to use condom (%Strongly agree/agree)	55.4%	46.9%	63.9%	60.8%	51.1%	70.6%	0.1104	1789

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	56.7%	45.9%	67.5%	67.3%	60.9%	73.6%	0.0501	1317
Condom use at last sex with regular partner	54.8%	44.5%	65.1%	66.2%	58.4%	74.0%	0.0430	1133
Condom at last sex among those with multiple partners	63.9%	48.9%	78.9%	71.3%	62.2%	80.3%	0.4148	347
Condom at last sex with a regular partner, among those with multiple partners	52.1%	35.4%	68.8%	70.3%	60.9%	79.6%	0.0739	345
Always uses condom with most recent partner	29.4%	20.8%	38.0%	30.3%	21.4%	39.2%	0.8690	1150
Condom use in marriage accepted (%Strongly agree/agree)	55.8%	44.0%	67.7%	70.7%	63.8%	77.7%	0.0009	1745
Women can ask regular partner to use condom (%Strongly agree/agree)	58.4%	45.6%	71.2%	71.1%	64.1%	78.1%	0.0142	1745
Women can ask casual partner to use condom (%Strongly agree/agree)	52.2%	38.6%	65.8%	58.3%	48.6%	68.0%	0.3378	1745

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	56.7%	45.9%	67.5%	71.5%	67.0%	76.1%	0.0112	1317
Condom use at last sex with regular partner	54.8%	44.5%	65.1%	61.2%	55.7%	66.8%	0.2647	1133
Condom at last sex among those with multiple partners	63.9%	48.9%	78.9%	76.9%	70.3%	83.4%	0.1243	347
Condom at last sex with a regular partner, among those with multiple partners	52.1%	35.4%	68.8%	54.3%	46.6%	62.1%	0.8168	345
Always uses condom with most recent partner	29.4%	20.8%	38.0%	26.6%	20.9%	32.4%	0.5909	1150
Condom use in marriage accepted (%Strongly agree/agree)	55.8%	44.0%	67.7%	82.1%	77.4%	86.8%	0.0000	1745
Women can ask regular partner to use condom (%Strongly agree/agree)	58.4%	45.6%	71.2%	80.3%	76.0%	84.7%	0.0007	1745
Women can ask casual partner to use condom (%Strongly agree/agree)	52.2%	38.6%	65.8%	58.7%	50.1%	67.2%	0.2863	1745

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	68.8%	64.8%	72.7%	62.6%	53.4%	71.8%	0.2109	1333
Condom use at last sex with regular partner	62.7%	57.9%	67.6%	56.1%	45.7%	66.4%	0.2248	1151
Condom at last sex among those with multiple partners	75.1%	70.4%	79.9%	65.5%	50.9%	80.1%	0.2311	352
Condom at last sex with a regular partner, among those with multiple partners	60.6%	55.4%	65.8%	47.6%	34.5%	60.8%	0.0855	350
Always uses condom with most recent partner	27.5%	22.2%	32.8%	32.6%	22.2%	43.0%	0.3475	1168
Condom use in marriage accepted (%Strongly agree/agree)	72.9%	67.7%	78.2%	76.5%	68.4%	84.6%	0.4187	1770
Women can ask regular partner to use condom (%Strongly agree/agree)	73.0%	68.0%	78.1%	75.7%	68.3%	83.1%	0.5237	1770
Women can ask casual partner to use condom (%Strongly agree/agree)	57.7%	49.6%	65.8%	55.2%	43.1%	67.3%	0.5793	1770

HIV TESTING

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	53.7%	49.2%	58.3%	50.5%	42.2%	58.7%	0.5102	1791
HIV Test in the Last 12 Months	38.8%	32.8%	44.9%	39.4%	31.5%	47.4%	0.9004	1780
Received results of most recent HIV test	97.8%	96.4%	99.2%	93.1%	90.1%	96.2%	0.0018	1018
Discussed results of most recent HIV test	79.1%	70.4%	87.8%	90.3%	86.0%	94.5%	0.0153	969
Pregnant woman should test for HIV (%True)	95.1%	93.0%	97.2%	91.3%	85.9%	96.7%	0.1400	1789
It is important to know your HIV status (%Agree)	98.2%	97.2%	99.3%	97.4%	95.5%	99.3%	0.4339	1793
Only way to know status is by blood test (%Agree)	95.0%	92.2%	97.9%	98.4%	97.1%	99.6%	0.0157	1791
Leaders encourage HIV testing (%Strongly agree/agree)	61.1%	55.0%	67.3%	68.9%	61.3%	76.6%	0.0588	1792
Number of Times Tested for HIV	1.3859	1.1801	1.5916	1.3653	1.0829	1.6477	0.9132	1768

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	53.7%	49.2%	58.3%	53.0%	46.3%	59.7%	0.8555	1791
HIV Test in the Last 12 Months	38.8%	32.8%	44.9%	43.9%	36.8%	50.9%	0.3521	1780
Received results of most recent HIV test	97.8%	96.4%	99.2%	98.2%	97.0%	99.5%	0.6540	1018
Discussed results of most recent HIV test	79.1%	70.4%	87.8%	80.7%	75.4%	86.1%	0.7073	969
Pregnant woman should test for HIV (%True)	95.1%	93.0%	97.2%	93.3%	90.3%	96.3%	0.2373	1789
It is important to know your HIV status (%Agree)	98.2%	97.2%	99.3%	97.9%	96.3%	99.5%	0.7361	1793
Only way to know status is by blood test (%Agree)	95.0%	92.2%	97.9%	99.5%	99.0%	100.0%	0.0002	1791
Leaders encourage HIV testing (%Strongly agree/agree)	61.1%	55.0%	67.3%	78.7%	74.0%	83.4%	0.0001	1792
Number of Times Tested for HIV	1.3859	1.1801	1.5916	1.8143	1.5024	2.1262	0.0461	1768

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	44.2%	38.2%	50.3%	64.6%	60.2%	69.0%	0.0000	1752
HIV Test in the Last 12 Months	34.2%	27.9%	40.5%	49.8%	43.8%	55.9%	0.0016	1741
Received results of most recent HIV test	96.2%	94.3%	98.1%	96.2%	93.9%	98.5%	0.9988	998
Discussed results of most recent HIV test	86.3%	81.2%	91.3%	80.7%	75.3%	86.1%	0.0675	949
Pregnant woman should test for HIV (%True)	91.8%	88.0%	95.7%	95.6%	93.4%	97.8%	0.0395	1750
It is important to know your HIV status (%Agree)	97.0%	95.6%	98.4%	98.9%	98.2%	99.6%	0.0039	1754
Only way to know status is by blood test (%Agree)	97.8%	96.5%	99.1%	97.3%	95.2%	99.4%	0.6694	1752
Leaders encourage HIV testing (%Strongly agree/agree)	70.3%	64.9%	75.6%	66.3%	61.2%	71.3%	0.2463	1753
Number of Times Tested for HIV	1.2171	1.0107	1.4236	1.9341	1.7032	2.1650	0.0000	1729

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	46.4%	41.4%	51.3%	53.3%	42.5%	64.1%	0.2332	1787
HIV Test in the Last 12 Months	32.8%	28.1%	37.6%	41.6%	30.6%	52.7%	0.0923	1776
Received results of most recent HIV test	96.4%	94.2%	98.5%	94.2%	90.7%	97.7%	0.2570	1015
Discussed results of most recent HIV test	80.3%	74.2%	86.5%	85.3%	77.7%	92.9%	0.2584	966
Pregnant woman should test for HIV (%True)	93.2%	90.5%	95.9%	89.2%	82.3%	96.2%	0.1281	1785
It is important to know your HIV status (%Agree)	97.7%	96.3%	99.1%	97.6%	95.4%	99.7%	0.9470	1789
Only way to know status is by blood test (%Agree)	98.2%	97.3%	99.2%	96.3%	92.9%	99.7%	0.1663	1787
Leaders encourage HIV testing (%Strongly agree/agree)	64.0%	58.2%	69.8%	71.6%	65.5%	77.7%	0.1266	1788
Number of Times Tested for HIV	1.2413	1.0533	1.4294	1.3619	1.0959	1.6279	0.4086	1765

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	46.4%	41.4%	51.3%	60.0%	54.6%	65.5%	0.0004	1787
HIV Test in the Last 12 Months	32.8%	28.1%	37.6%	50.6%	45.4%	55.8%	0.0000	1776
Received results of most recent HIV test	96.4%	94.2%	98.5%	97.3%	95.5%	99.1%	0.4741	1015
Discussed results of most recent HIV test	80.3%	74.2%	86.5%	85.6%	80.3%	91.0%	0.1522	966
Pregnant woman should test for HIV (%True)	93.2%	90.5%	95.9%	95.7%	93.4%	98.1%	0.1205	1785
It is important to know your HIV status (%Agree)	97.7%	96.3%	99.1%	98.3%	97.1%	99.5%	0.5132	1789
Only way to know status is by blood test (%Agree)	98.2%	97.3%	99.2%	96.9%	94.3%	99.6%	0.2888	1787
Leaders encourage HIV testing (%Strongly agree/agree)	64.0%	58.2%	69.8%	74.6%	68.5%	80.7%	0.0003	1788
Number of Times Tested for HIV	1.2413	1.0533	1.4294	1.9586	1.6446	2.2727	0.0001	1765

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	39.6%	32.4%	46.9%	49.2%	43.6%	54.8%	0.0234	1744
HIV Test in the Last 12 Months	28.5%	21.0%	36.0%	37.6%	32.8%	42.4%	0.0404	1733
Received results of most recent HIV test	98.2%	96.5%	99.9%	96.6%	94.4%	98.9%	0.2691	994
Discussed results of most recent HIV test	81.9%	72.4%	91.3%	82.6%	75.9%	89.3%	0.8814	945
Pregnant woman should test for HIV (%True)	92.4%	87.7%	97.0%	94.3%	91.5%	97.0%	0.4031	1741
It is important to know your HIV status (%Agree)	98.2%	96.3%	100.1%	96.1%	94.0%	98.2%	0.1503	1745
Only way to know status is by blood test (%Agree)	96.8%	94.3%	99.2%	98.5%	97.5%	99.6%	0.0524	1743
Leaders encourage HIV testing (%Strongly agree/agree)	60.1%	51.4%	68.9%	67.1%	60.3%	74.0%	0.0974	1744
Number of Times Tested for HIV	1.0911	0.8179	1.3642	1.3436	1.1417	1.5454	0.0702	1721

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	39.6%	32.4%	46.9%	57.6%	51.7%	63.4%	0.0007	1744
HIV Test in the Last 12 Months	28.5%	21.0%	36.0%	45.6%	39.9%	51.3%	0.0002	1733
Received results of most recent HIV test	98.2%	96.5%	99.9%	95.1%	93.1%	97.2%	0.0426	994
Discussed results of most recent HIV test	81.9%	72.4%	91.3%	84.0%	79.0%	88.9%	0.6260	945
Pregnant woman should test for HIV (%True)	92.4%	87.7%	97.0%	92.9%	88.5%	97.4%	0.8656	1741
It is important to know your HIV status (%Agree)	98.2%	96.3%	100.1%	98.6%	97.8%	99.5%	0.6776	1745
Only way to know status is by blood test (%Agree)	96.8%	94.3%	99.2%	97.4%	95.4%	99.4%	0.7030	1743
Leaders encourage HIV testing (%Strongly agree/agree)	60.1%	51.4%	68.9%	72.8%	68.5%	77.1%	0.0050	1744
Number of Times Tested for HIV	1.0911	0.8179	1.3642	1.7148	1.4490	1.9807	0.0024	1721

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	52.2%	48.1%	56.4%	54.3%	45.4%	63.1%	0.6553	1768
HIV Test in the Last 12 Months	39.8%	35.3%	44.3%	46.0%	37.3%	54.8%	0.2090	1757
Received results of most recent HIV test	96.8%	95.3%	98.3%	92.2%	87.0%	97.3%	0.0447	1005
Discussed results of most recent HIV test	82.9%	77.8%	87.9%	86.6%	80.8%	92.4%	0.3503	956
Pregnant woman should test for HIV (%True)	93.4%	90.6%	96.2%	94.8%	91.8%	97.7%	0.4701	1766
It is important to know your HIV status (%Agree)	97.7%	96.7%	98.6%	98.7%	97.0%	100.4%	0.3588	1770
Only way to know status is by blood test (%Agree)	97.4%	96.0%	98.8%	98.9%	97.4%	100.4%	0.2434	1768
Leaders encourage HIV testing (%Strongly agree/agree)	67.0%	62.2%	71.9%	80.2%	73.9%	86.6%	0.0049	1769
Number of Times Tested for HIV	1.4573	1.2876	1.6269	1.7835	1.2523	2.3147	0.2654	1746

HIV TREATMENT

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.0%	9.2%	16.7%	9.9%	7.1%	12.8%	0.2061	1791
Willing to Care for Someone on ART	80.3%	74.4%	86.3%	88.8%	85.2%	92.4%	0.0079	1651
PLHIV on ART can transmit HIV (%True)	93.6%	91.2%	96.0%	91.7%	88.2%	95.1%	0.4323	1791
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.5%	91.2%	95.7%	93.6%	90.6%	96.6%	0.9583	1789
ARVs prevent MCT during pregnancy	63.5%	55.2%	71.9%	70.4%	65.8%	74.9%	0.1147	1793
ARVs prevent MCT during childbirth	60.1%	53.1%	67.2%	64.0%	59.6%	68.3%	0.2596	1792
ARVs prevent MCT during childbirth	59.4%	52.3%	66.5%	59.8%	53.8%	65.8%	0.9123	1793
People on ART have to stay on treatment for rest of lives	90.7%	87.0%	94.3%	92.6%	90.0%	95.1%	0.3386	1788
Leaders encourage HIV treatment (%Strongly agree/agree)	63.8%	57.0%	70.7%	68.5%	60.5%	76.5%	0.2840	1793
Has ever taken ARVs	4.6%	2.6%	6.7%	3.6%	2.2%	5.1%	0.3703	1764

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.0%	9.2%	16.7%	18.5%	14.1%	22.9%	0.0380	1791
Willing to Care for Someone on ART	80.3%	74.4%	86.3%	90.0%	86.3%	93.8%	0.0090	1651
PLHIV on ART can transmit HIV (%True)	93.6%	91.2%	96.0%	91.9%	88.4%	95.3%	0.3964	1791
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.5%	91.2%	95.7%	95.5%	93.3%	97.6%	0.2161	1789
ARVs prevent MCT during pregnancy	63.5%	55.2%	71.9%	65.7%	57.7%	73.6%	0.6985	1793
ARVs prevent MCT during childbirth	60.1%	53.1%	67.2%	56.9%	48.9%	64.9%	0.5027	1792
ARVs prevent MCT during childbirth	59.4%	52.3%	66.5%	53.1%	45.2%	61.1%	0.2127	1793
People on ART have to stay on treatment for rest of lives	90.7%	87.0%	94.3%	94.0%	91.5%	96.5%	0.1767	1788
Leaders encourage HIV treatment (%Strongly agree/agree)	63.8%	57.0%	70.7%	80.3%	75.7%	84.8%	0.0002	1793
Has ever taken ARVs	4.6%	2.6%	6.7%	4.6%	2.3%	6.8%	0.9646	1764

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	12.6%	9.8%	15.3%	15.0%	11.2%	18.8%	0.2899	1752
Willing to Care for Someone on ART	85.2%	81.7%	88.7%	87.3%	82.9%	91.8%	0.3931	1616
PLHIV on ART can transmit HIV (%True)	93.2%	91.4%	95.1%	90.8%	87.7%	93.9%	0.1849	1752
PLHIV does not need to use condoms because cannot transmit HIV (%False)	94.1%	92.3%	95.9%	93.6%	91.2%	96.0%	0.7427	1750
ARVs prevent MCT during pregnancy	62.8%	56.7%	68.8%	72.6%	65.9%	79.4%	0.0306	1754
ARVs prevent MCT during childbirth	57.0%	50.9%	63.1%	66.1%	59.2%	73.1%	0.0485	1753
ARVs prevent MCT during childbirth	55.0%	48.8%	61.1%	62.1%	54.8%	69.4%	0.1160	1754
People on ART have to stay on treatment for rest of lives	93.4%	91.5%	95.4%	88.5%	85.1%	92.0%	0.0073	1749
Leaders encourage HIV treatment (%Strongly agree/agree)	69.6%	63.7%	75.5%	70.3%	65.0%	75.5%	0.8509	1754
Has ever taken ARVs	4.0%	2.7%	5.4%	4.9%	2.3%	7.5%	0.5683	1726

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.3%	10.4%	16.1%	14.1%	8.3%	20.0%	0.7833	1787
Willing to Care for Someone on ART	83.3%	78.8%	87.9%	86.1%	80.4%	91.7%	0.3819	1648
PLHIV on ART can transmit HIV (%True)	93.9%	92.1%	95.7%	90.2%	86.1%	94.3%	0.0638	1787
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.9%	92.1%	95.7%	96.6%	94.4%	98.7%	0.0820	1785
ARVs prevent MCT during pregnancy	61.7%	55.2%	68.2%	74.7%	65.3%	84.1%	0.0072	1789
ARVs prevent MCT during childbirth	55.7%	48.9%	62.6%	69.2%	59.6%	78.9%	0.0099	1788
ARVs prevent MCT during childbirth	53.8%	46.9%	60.7%	66.6%	56.3%	76.9%	0.0106	1789
People on ART have to stay on treatment for rest of lives	91.9%	89.1%	94.6%	92.9%	89.6%	96.3%	0.6276	1784
Leaders encourage HIV treatment (%Strongly agree/agree)	65.8%	59.6%	71.9%	71.9%	66.3%	77.6%	0.1187	1789
Has ever taken ARVs	4.0%	2.2%	5.7%	4.0%	1.2%	6.8%	0.9807	1760

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.3%	10.4%	16.1%	13.7%	9.4%	18.0%	0.8583	1787
Willing to Care for Someone on ART	83.3%	78.8%	87.9%	90.1%	86.6%	93.5%	0.0210	1648
PLHIV on ART can transmit HIV (%True)	93.9%	92.1%	95.7%	91.0%	87.6%	94.5%	0.1317	1787
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.9%	92.1%	95.7%	93.0%	89.8%	96.3%	0.6616	1785
ARVs prevent MCT during pregnancy	61.7%	55.2%	68.2%	69.6%	63.2%	76.0%	0.1208	1789
ARVs prevent MCT during childbirth	55.7%	48.9%	62.6%	63.2%	56.2%	70.2%	0.1727	1788
ARVs prevent MCT during childbirth	53.8%	46.9%	60.7%	58.7%	51.1%	66.2%	0.3951	1789
People on ART have to stay on treatment for rest of lives	91.9%	89.1%	94.6%	92.0%	88.8%	95.2%	0.9526	1784
Leaders encourage HIV treatment (%Strongly agree/agree)	65.8%	59.6%	71.9%	75.3%	68.2%	82.4%	0.0182	1789
Has ever taken ARVs	4.0%	2.2%	5.7%	4.8%	3.0%	6.6%	0.4967	1760

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.4%	8.7%	18.0%	13.8%	10.1%	17.4%	0.8861	1743
Willing to Care for Someone on ART	79.7%	72.3%	87.2%	85.3%	80.8%	89.8%	0.1399	1610
PLHIV on ART can transmit HIV (%True)	95.0%	92.5%	97.5%	92.9%	90.2%	95.7%	0.3424	1743
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.7%	89.3%	96.0%	93.5%	91.3%	95.8%	0.6556	1741
ARVs prevent MCT during pregnancy	58.4%	47.8%	68.9%	59.0%	51.7%	66.3%	0.8850	1745
ARVs prevent MCT during childbirth	54.9%	44.7%	65.0%	56.0%	48.5%	63.5%	0.8095	1744
ARVs prevent MCT during childbirth	54.7%	44.4%	65.0%	53.6%	46.7%	60.6%	0.8217	1745
People on ART have to stay on treatment for rest of lives	93.1%	89.9%	96.2%	91.4%	88.1%	94.6%	0.2767	1740
Leaders encourage HIV treatment (%Strongly agree/agree)	61.9%	53.4%	70.3%	66.7%	59.0%	74.4%	0.2498	1745
Has ever taken ARVs	4.6%	1.6%	7.6%	5.5%	2.8%	8.2%	0.6606	1717

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.4%	8.7%	18.0%	13.5%	10.6%	16.3%	0.9646	1743
Willing to Care for Someone on ART	79.7%	72.3%	87.2%	89.1%	85.9%	92.3%	0.0113	1610
PLHIV on ART can transmit HIV (%True)	95.0%	92.5%	97.5%	90.6%	88.0%	93.3%	0.0645	1743
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.7%	89.3%	96.0%	94.7%	92.4%	97.0%	0.3686	1741
ARVs prevent MCT during pregnancy	58.4%	47.8%	68.9%	73.3%	67.9%	78.6%	0.0161	1745
ARVs prevent MCT during childbirth	54.9%	44.7%	65.0%	65.1%	59.0%	71.2%	0.0827	1744
ARVs prevent MCT during childbirth	54.7%	44.4%	65.0%	61.1%	54.5%	67.7%	0.2791	1745
People on ART have to stay on treatment for rest of lives	93.1%	89.9%	96.2%	92.1%	89.1%	95.1%	0.6971	1740
Leaders encourage HIV treatment (%Strongly agree/agree)	61.9%	53.4%	70.3%	74.8%	70.5%	79.2%	0.0026	1745
Has ever taken ARVs	4.6%	1.6%	7.6%	3.6%	2.2%	5.1%	0.5573	1717

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	13.0%	10.8%	15.2%	16.9%	11.3%	22.5%	0.1217	1768
Willing to Care for Someone on ART	88.4%	85.7%	91.2%	71.7%	61.1%	82.3%	0.0007	1629
PLHIV on ART can transmit HIV (%True)	92.7%	91.0%	94.4%	93.0%	87.5%	98.5%	0.9195	1768
PLHIV does not need to use condoms because cannot transmit HIV (%False)	94.1%	92.5%	95.6%	93.5%	88.6%	98.4%	0.8326	1766
ARVs prevent MCT during pregnancy	64.5%	59.4%	69.5%	79.6%	70.9%	88.3%	0.0037	1770
ARVs prevent MCT during childbirth	57.6%	52.3%	62.9%	78.0%	71.4%	84.5%	0.0000	1769
ARVs prevent MCT during childbirth	55.5%	49.9%	61.0%	70.8%	61.5%	80.1%	0.0045	1770
People on ART have to stay on treatment for rest of lives	92.0%	89.8%	94.2%	93.3%	89.8%	96.8%	0.5535	1765
Leaders encourage HIV treatment (%Strongly agree/agree)	67.9%	62.8%	72.9%	84.1%	79.7%	88.5%	0.0000	1770
Has ever taken ARVs	4.1%	2.9%	5.3%	5.5%	2.4%	8.7%	0.3200	1742

HIV STIGMA

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	95.3%	93.9%	96.7%	95.3%	93.5%	97.1%	0.9713	1791
Telling people you are HIV+ doesn't help (%Disagree)	59.9%	50.0%	69.7%	71.4%	63.9%	78.9%	0.0408	1790
HIV is punishment for sinning (%Disagree)	84.2%	78.7%	89.6%	76.6%	71.4%	81.8%	0.0078	1792
Only promiscuous people get HIV (%Disagree)	71.1%	65.3%	77.0%	69.9%	64.8%	75.1%	0.7177	1793
Keep secret if family member has HIV (%Strongly agree/agree)	81.0%	75.0%	87.0%	74.9%	66.0%	83.9%	0.1858	1793
People in the community join together to help PLHIV (%Strongly agree/agree)	58.5%	50.2%	66.8%	63.2%	55.6%	70.8%	0.2823	1789

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	95.3%	93.9%	96.7%	92.1%	89.7%	94.6%	0.0133	1791
Telling people you are HIV+ doesn't help (%Disagree)	59.9%	50.0%	69.7%	65.0%	57.6%	72.5%	0.3267	1790
HIV is punishment for sinning (%Disagree)	84.2%	78.7%	89.6%	84.0%	79.4%	88.6%	0.9622	1792
Only promiscuous people get HIV (%Disagree)	71.1%	65.3%	77.0%	85.0%	79.1%	91.0%	0.0016	1793
Keep secret if family member has HIV (%Strongly agree/agree)	81.0%	75.0%	87.0%	82.2%	76.1%	88.4%	0.7575	1793
People in the community join together to help PLHIV (%Strongly agree/agree)	58.5%	50.2%	66.8%	64.9%	59.7%	70.1%	0.1701	1789

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	95.3%	94.0%	96.5%	92.6%	90.2%	95.0%	0.0242	1752
Telling people you are HIV+ doesn't help (%Disagree)	68.2%	60.7%	75.6%	62.2%	55.3%	69.0%	0.1175	1751
HIV is punishment for sinning (%Disagree)	82.0%	78.2%	85.8%	79.6%	74.3%	84.8%	0.3426	1753
Only promiscuous people get HIV (%Disagree)	70.0%	64.3%	75.7%	81.1%	76.1%	86.1%	0.0087	1754
Keep secret if family member has HIV (%Strongly agree/agree)	76.6%	68.0%	85.2%	82.8%	77.5%	88.1%	0.2086	1754
People in the community join together to help PLHIV (%Strongly agree/agree)	64.1%	58.3%	70.0%	59.9%	53.4%	66.5%	0.2214	1750

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.2%	92.6%	95.9%	96.4%	94.0%	98.9%	0.1840	1787
Telling people you are HIV+ doesn't help (%Disagree)	69.2%	62.5%	75.9%	67.1%	55.7%	78.6%	0.7561	1786
HIV is punishment for sinning (%Disagree)	80.1%	74.4%	85.7%	81.4%	72.1%	90.7%	0.8070	1788
Only promiscuous people get HIV (%Disagree)	73.3%	68.0%	78.6%	69.0%	60.7%	77.3%	0.3815	1789
Keep secret if family member has HIV (%Strongly agree/agree)	78.1%	71.3%	84.9%	70.2%	58.4%	82.1%	0.0655	1789
People in the community join together to help PLHIV (%Strongly agree/agree)	56.7%	50.0%	63.4%	63.7%	56.9%	70.5%	0.1034	1785

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.2%	92.6%	95.9%	94.1%	92.0%	96.3%	0.9293	1787
Telling people you are HIV+ doesn't help (%Disagree)	69.2%	62.5%	75.9%	59.7%	51.1%	68.4%	0.0208	1786
HIV is punishment for sinning (%Disagree)	80.1%	74.4%	85.7%	83.1%	78.9%	87.2%	0.4112	1788
Only promiscuous people get HIV (%Disagree)	73.3%	68.0%	78.6%	79.1%	73.9%	84.2%	0.0549	1789
Keep secret if family member has HIV (%Strongly agree/agree)	78.1%	71.3%	84.9%	85.8%	82.3%	89.3%	0.0180	1789
People in the community join together to help PLHIV (%Strongly agree/agree)	56.7%	50.0%	63.4%	69.5%	62.6%	76.4%	0.0006	1785

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	95.3%	93.4%	97.2%	94.0%	91.7%	96.3%	0.4024	1743
Telling people you are HIV+ doesn't help (%Disagree)	66.0%	54.2%	77.8%	66.8%	59.2%	74.5%	0.8708	1742
HIV is punishment for sinning (%Disagree)	86.6%	81.0%	92.3%	78.6%	71.4%	85.9%	0.0632	1744
Only promiscuous people get HIV (%Disagree)	70.0%	62.0%	78.0%	70.5%	64.5%	76.5%	0.8885	1745
Keep secret if family member has HIV (%Strongly agree/agree)	79.1%	70.5%	87.6%	77.5%	70.1%	84.9%	0.6324	1745
People in the community join together to help PLHIV (%Strongly agree/agree)	59.1%	49.8%	68.4%	59.4%	51.5%	67.4%	0.9448	1741

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	95.3%	93.4%	97.2%	94.8%	93.3%	96.4%	0.7131	1743
Telling people you are HIV+ doesn't help (%Disagree)	66.0%	54.2%	77.8%	65.6%	58.2%	73.1%	0.9559	1742
HIV is punishment for sinning (%Disagree)	86.6%	81.0%	92.3%	80.7%	75.7%	85.6%	0.1040	1744
Only promiscuous people get HIV (%Disagree)	70.0%	62.0%	78.0%	77.7%	73.7%	81.8%	0.0732	1745
Keep secret if family member has HIV (%Strongly agree/agree)	79.1%	70.5%	87.6%	79.6%	74.1%	85.2%	0.8703	1745
People in the community join together to help PLHIV (%Strongly agree/agree)	59.1%	49.8%	68.4%	65.0%	59.5%	70.5%	0.2029	1741

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	94.5%	93.3%	95.8%	94.8%	92.0%	97.6%	0.8585	1768
Telling people you are HIV+ doesn't help (%Disagree)	65.0%	58.7%	71.4%	68.8%	59.7%	78.0%	0.3079	1767
HIV is punishment for sinning (%Disagree)	82.4%	79.1%	85.6%	74.1%	65.4%	82.8%	0.0231	1769
Only promiscuous people get HIV (%Disagree)	73.8%	69.6%	78.1%	75.7%	67.9%	83.5%	0.6828	1770
Keep secret if family member has HIV (%Strongly agree/agree)	78.2%	72.1%	84.4%	83.5%	76.8%	90.3%	0.1367	1770
People in the community join together to help PLHIV (%Strongly agree/agree)	60.6%	55.1%	66.1%	71.3%	62.8%	79.7%	0.0324	1766

GENDER-BASED VIOLENCE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.9%	0.5%	3.3%	0.6%	0.0%	1.2%	0.0355	1787
Physical GBV in the Last 12 Months	4.4%	2.1%	6.8%	4.7%	2.5%	6.8%	0.8834	1792
Leaders speak out against GBV (%Strongly agree/agree)	66.7%	60.1%	73.3%	70.5%	65.6%	75.3%	0.3119	1792

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.9%	0.5%	3.3%	1.8%	0.5%	3.1%	0.8669	1787
Physical GBV in the Last 12 Months	4.4%	2.1%	6.8%	3.7%	2.1%	5.3%	0.6341	1792
Leaders speak out against GBV (%Strongly agree/agree)	66.7%	60.1%	73.3%	78.3%	72.2%	84.3%	0.0198	1792

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.1%	0.3%	1.9%	2.1%	0.5%	3.7%	0.2266	1748
Physical GBV in the Last 12 Months	4.0%	2.4%	5.6%	4.9%	2.5%	7.3%	0.5376	1753
Leaders speak out against GBV (%Strongly agree/agree)	71.3%	67.0%	75.5%	70.3%	64.8%	75.7%	0.7548	1753

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.0%	0.3%	1.7%	2.6%	0.6%	4.6%	0.0306	1783
Physical GBV in the Last 12 Months	5.7%	3.4%	8.0%	3.8%	1.8%	5.7%	0.1846	1788
Leaders speak out against GBV (%Strongly agree/agree)	65.5%	60.0%	71.0%	73.8%	66.6%	81.0%	0.1214	1788

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.0%	0.3%	1.7%	1.7%	0.5%	2.9%	0.2054	1783
Physical GBV in the Last 12 Months	5.7%	3.4%	8.0%	2.5%	1.2%	3.8%	0.0120	1788
Leaders speak out against GBV (%Strongly agree/agree)	65.5%	60.0%	71.0%	79.1%	73.9%	84.3%	0.0001	1788

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.0%	-0.1%	2.1%	1.7%	0.5%	2.9%	0.3340	1739
Physical GBV in the Last 12 Months	5.5%	1.7%	9.2%	4.4%	2.1%	6.8%	0.6013	1744
Leaders speak out against GBV (%Strongly agree/agree)	64.8%	57.0%	72.6%	65.8%	59.5%	72.2%	0.7930	1744

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.0%	-0.1%	2.1%	1.5%	0.5%	2.5%	0.4877	1739
Physical GBV in the Last 12 Months	5.5%	1.7%	9.2%	4.0%	2.6%	5.4%	0.4261	1744
Leaders speak out against GBV (%Strongly agree/agree)	64.8%	57.0%	72.6%	76.5%	72.4%	80.6%	0.0075	1744

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced Sex in the Last 12 Months	1.3%	0.5%	2.0%	2.5%	0.1%	4.9%	0.2092	1764
Physical GBV in the Last 12 Months	4.1%	2.7%	5.5%	5.7%	2.3%	9.1%	0.3598	1769
Leaders speak out against GBV (%Strongly agree/agree)	69.8%	65.5%	74.2%	79.5%	72.5%	86.5%	0.0497	1769

FEMALES

MULTIPLE PARTNERS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	8.4%	5.4%	11.4%	3.8%	2.0%	5.7%	0.0110	1583
More than one partner within 3 months period (past 12 months)	6.2%	3.7%	8.8%	1.5%	0.4%	2.6%	0.0002	1335
Reports currently having more than one partner	7.2%	3.2%	11.1%	0.4%	0.0%	0.8%	0.0000	1331
Agrees that husband/cohabitating partner has another wife	16.9%	7.0%	26.8%	17.6%	11.4%	23.9%	0.9052	726
Agrees that husband/cohabitating partner has another sex partner who is not a wife	30.1%	22.5%	37.7%	24.1%	16.7%	31.6%	0.2317	719
10+ year age difference between respondent and last sexual partner	21.7%	16.1%	27.3%	12.8%	8.3%	17.3%	0.0181	1154
Thinks that last partner had other sexual partners	57.4%	49.1%	65.8%	49.7%	42.7%	56.8%	0.2021	1316
Received gifts or money in exchange for sex with last partner	40.3%	30.1%	50.6%	36.8%	28.9%	44.7%	0.4864	1329
Received gifts or money in exchange for sex with last regular partner	36.1%	25.9%	46.3%	31.7%	24.7%	38.7%	0.3867	671
Received gifts or money in exchange for sex with last casual partner	41.3%	29.7%	52.9%	43.0%	32.5%	53.5%	0.8206	640
Gave gifts or money in exchange for sex with last partner	20.8%	13.9%	27.6%	21.8%	14.3%	29.4%	0.7856	1327
Gave gifts or money in exchange for sex with last regular partner	23.4%	13.9%	32.9%	17.3%	12.6%	22.0%	0.1945	666
Gave gifts or money in exchange for sex with last casual partner	18.5%	12.2%	24.7%	26.1%	15.2%	37.0%	0.2193	637
Multiple sexual partners increase HIV risk (%True)	93.2%	89.1%	97.3%	94.3%	91.6%	96.9%	0.6087	1870
Most married men faithful to wives (%Agree)	10.1%	4.6%	15.6%	5.7%	2.5%	8.8%	0.0545	1872
Can resist temptation of sex with person besides main partner (%Agree)	82.8%	78.1%	87.5%	89.9%	85.2%	94.6%	0.0208	1872
Need someone to fill gap (%Disagree)	67.7%	62.3%	73.0%	76.1%	69.8%	82.4%	0.0645	1871
Men with many women are real men (%Disagree)	94.7%	92.5%	96.8%	98.2%	97.1%	99.3%	0.0014	1872
Men have right to get sex for gifts (%Disagree)	85.6%	78.2%	93.1%	90.5%	86.0%	95.0%	0.2684	1870
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	65.4%	58.5%	72.3%	63.8%	56.5%	71.1%	0.6251	1870
Leaders discourage multiple partners (%Very often/sometimes)	38.6%	31.3%	45.9%	40.8%	32.7%	49.0%	0.6281	1871
Leaders discourage men from having younger partners (%Very often/sometimes)	39.3%	31.9%	46.8%	44.6%	36.8%	52.3%	0.2567	1870
Polygyny is practiced in community (%Very often/sometimes)	33.9%	24.8%	43.1%	31.5%	22.9%	40.1%	0.5770	1864
Agrees that wife inheritance is practiced in the community	18.2%	10.2%	26.3%	15.2%	9.6%	20.7%	0.4363	1862
Number of lifetime partners	2.3036	2.0373	2.57	2.0426	1.7451	2.3401	0.1728	1785
Age at first sex	18.0885	17.6015	18.5755	18.2414	17.9879	18.4948	0.6112	1542

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	8.4%	5.4%	11.4%	7.5%	4.8%	10.2%	0.6776	1583
More than one partner within 3 months period (past 12 months)	6.2%	3.7%	8.8%	6.0%	2.8%	9.3%	0.9233	1335
Reports currently having more than one partner	7.2%	3.2%	11.1%	1.3%	0.4%	2.1%	0.0003	1331
Agrees that husband/cohabitating partner has another wife	16.9%	7.0%	26.8%	22.8%	16.6%	29.1%	0.3825	726
Agrees that husband/cohabitating partner has another sex partner who is not a wife	30.1%	22.5%	37.7%	30.6%	22.8%	38.4%	0.9344	719
10+ year age difference between respondent and last sexual partner	21.7%	16.1%	27.3%	20.6%	14.6%	26.6%	0.7868	1154
Thinks that last partner had other sexual partners	57.4%	49.1%	65.8%	62.9%	53.2%	72.6%	0.3717	1316
Received gifts or money in exchange for sex with last partner	40.3%	30.1%	50.6%	39.5%	33.4%	45.7%	0.8908	1329
Received gifts or money in exchange for sex with last regular partner	36.1%	25.9%	46.3%	30.3%	23.4%	37.2%	0.3001	671
Received gifts or money in exchange for sex with last casual partner	41.3%	29.7%	52.9%	47.2%	38.9%	55.4%	0.4458	640
Gave gifts or money in exchange for sex with last partner	20.8%	13.9%	27.6%	15.6%	10.0%	21.2%	0.2700	1327
Gave gifts or money in exchange for sex with last regular partner	23.4%	13.9%	32.9%	13.4%	8.6%	18.2%	0.0537	666
Gave gifts or money in exchange for sex with last casual partner	18.5%	12.2%	24.7%	17.9%	10.6%	25.2%	0.9003	637
Multiple sexual partners increase HIV risk (%True)	93.2%	89.1%	97.3%	94.5%	91.1%	98.0%	0.4831	1870
Most married men faithful to wives (%Agree)	10.1%	4.6%	15.6%	12.1%	7.9%	16.3%	0.5076	1872
Can resist temptation of sex with person besides main partner (%Agree)	82.8%	78.1%	87.5%	86.3%	82.3%	90.3%	0.2801	1872
Need someone to fill gap (%Disagree)	67.7%	62.3%	73.0%	64.1%	54.3%	74.0%	0.5481	1871
Men with many women are real men (%Disagree)	94.7%	92.5%	96.8%	96.8%	95.0%	98.5%	0.0792	1872
Men have right to get sex for gifts (%Disagree)	85.6%	78.2%	93.1%	87.4%	82.4%	92.4%	0.6765	1870
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	65.4%	58.5%	72.3%	69.9%	64.0%	75.8%	0.2845	1870
Leaders discourage multiple partners (%Very often/sometimes)	38.6%	31.3%	45.9%	43.9%	36.7%	51.2%	0.3081	1871
Leaders discourage men from having younger partners (%Very often/sometimes)	39.3%	31.9%	46.8%	45.9%	37.2%	54.5%	0.2709	1870
Polygyny is practiced in community (%Very often/sometimes)	33.9%	24.8%	43.1%	37.5%	28.4%	46.6%	0.5992	1864
Agrees that wife inheritance is practiced in the community	18.2%	10.2%	26.3%	11.0%	6.4%	15.7%	0.0702	1862
Number of lifetime partners	2.3036	2.0373	2.57	1.9373	1.6662	2.2085	0.0346	1785
Age at first sex	18.0885	17.6015	18.5755	18.2164	17.7856	18.6472	0.6403	1542

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	6.6%	4.5%	8.6%	5.9%	3.1%	8.7%	0.7303	1547
More than one partner within 3 months period (past 12 months)	4.6%	2.5%	6.6%	4.1%	1.4%	6.9%	0.8204	1312
Reports currently having more than one partner	2.8%	1.3%	4.2%	2.5%	0.0%	5.0%	0.8736	1308
Agrees that husband/cohabitating partner has another wife	17.6%	13.0%	22.2%	22.8%	16.5%	29.1%	0.1773	714
Agrees that husband/cohabitating partner has another sex partner who is not a wife	24.0%	18.3%	29.7%	37.1%	27.1%	47.2%	0.0395	707
10+ year age difference between respondent and last sexual partner	17.4%	12.6%	22.3%	19.9%	14.3%	25.5%	0.5263	1131
Thinks that last partner had other sexual partners	54.1%	47.6%	60.5%	59.8%	53.1%	66.5%	0.2585	1292
Received gifts or money in exchange for sex with last partner	37.5%	32.7%	42.3%	40.7%	32.1%	49.3%	0.4623	1305
Received gifts or money in exchange for sex with last regular partner	29.9%	23.6%	36.1%	35.5%	26.6%	44.3%	0.2418	660
Received gifts or money in exchange for sex with last casual partner	43.9%	36.7%	51.0%	45.1%	35.3%	54.9%	0.8328	628
Gave gifts or money in exchange for sex with last partner	17.6%	13.7%	21.5%	21.7%	14.4%	29.0%	0.2940	1303
Gave gifts or money in exchange for sex with last regular partner	13.3%	9.1%	17.4%	24.2%	15.5%	32.9%	0.0242	655
Gave gifts or money in exchange for sex with last casual partner	22.2%	15.8%	28.6%	19.8%	11.8%	27.8%	0.6322	625
Multiple sexual partners increase HIV risk (%True)	95.1%	92.8%	97.4%	92.6%	88.6%	96.5%	0.1066	1824
Most married men faithful to wives (%Agree)	7.9%	4.6%	11.2%	11.1%	3.9%	18.3%	0.4033	1826
Can resist temptation of sex with person besides main partner (%Agree)	86.4%	82.1%	90.7%	86.8%	82.4%	91.2%	0.8913	1826
Need someone to fill gap (%Disagree)	70.9%	64.8%	77.0%	68.0%	61.5%	74.5%	0.4792	1826
Men with many women are real men (%Disagree)	95.2%	93.2%	97.2%	98.5%	97.5%	99.5%	0.0052	1826
Men have right to get sex for gifts (%Disagree)	86.9%	81.9%	91.9%	88.9%	84.7%	93.1%	0.4951	1824
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	68.1%	62.7%	73.6%	63.9%	56.2%	71.6%	0.2778	1824
Leaders discourage multiple partners (%Very often/sometimes)	43.3%	37.0%	49.5%	38.2%	29.2%	47.2%	0.3751	1825
Leaders discourage men from having younger partners (%Very often/sometimes)	46.1%	40.2%	52.1%	40.6%	31.6%	49.7%	0.3313	1824
Polygyny is practiced in community (%Very often/sometimes)	35.3%	28.7%	41.9%	33.5%	24.6%	42.5%	0.7017	1818
Agrees that wife inheritance is practiced in the community	14.3%	9.4%	19.1%	14.9%	9.0%	20.8%	0.8224	1816
Number of lifetime partners	2.0352	1.7928	2.2777	2.1433	1.8673	2.4193	0.544	1743
Age at first sex	18.1981	17.8623	18.534	18.1773	17.8162	18.5383	0.9337	1508

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	6.0%	4.1%	8.0%	6.6%	2.9%	10.3%	0.8014	1582
More than one partner within 3 months period (past 12 months)	3.8%	1.7%	5.9%	5.8%	2.3%	9.3%	0.3669	1334
Reports currently having more than one partner	3.3%	1.4%	5.3%	2.6%	0.4%	4.8%	0.5844	1330
Agrees that husband/cohabitating partner has another wife	15.4%	11.0%	19.8%	21.0%	11.3%	30.6%	0.2802	725
Agrees that husband/cohabitating partner has another sex partner who is not a wife	28.5%	22.5%	34.6%	23.4%	12.8%	34.1%	0.4091	718
10+ year age difference between respondent and last sexual partner	14.9%	11.4%	18.3%	21.2%	13.7%	28.6%	0.0746	1153
Thinks that last partner had other sexual partners	54.5%	48.6%	60.4%	61.2%	49.5%	73.0%	0.2030	1315
Received gifts or money in exchange for sex with last partner	33.8%	26.6%	40.9%	49.8%	37.7%	61.9%	0.0277	1328
Received gifts or money in exchange for sex with last regular partner	29.6%	22.7%	36.5%	35.7%	25.9%	45.5%	0.2253	670
Received gifts or money in exchange for sex with last casual partner	34.2%	24.8%	43.7%	62.4%	46.8%	78.1%	0.0081	640
Gave gifts or money in exchange for sex with last partner	18.4%	13.4%	23.5%	15.8%	9.8%	21.8%	0.5185	1326
Gave gifts or money in exchange for sex with last regular partner	18.3%	13.2%	23.5%	14.2%	7.1%	21.4%	0.3467	665
Gave gifts or money in exchange for sex with last casual partner	18.6%	12.1%	25.1%	18.3%	10.2%	26.3%	0.9529	637
Multiple sexual partners increase HIV risk (%True)	93.2%	89.9%	96.4%	94.8%	90.0%	99.6%	0.5843	1868
Most married men faithful to wives (%Agree)	9.0%	4.8%	13.3%	6.9%	1.7%	12.2%	0.5596	1870
Can resist temptation of sex with person besides main partner (%Agree)	87.1%	81.9%	92.3%	83.3%	76.5%	90.0%	0.3621	1870
Need someone to fill gap (%Disagree)	70.0%	62.7%	77.4%	66.3%	54.7%	77.9%	0.3968	1869
Men with many women are real men (%Disagree)	96.7%	95.0%	98.4%	95.3%	92.5%	98.1%	0.3626	1870
Men have right to get sex for gifts (%Disagree)	88.2%	83.9%	92.5%	86.8%	78.7%	95.0%	0.7033	1868
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	65.5%	59.8%	71.3%	64.4%	55.8%	73.0%	0.7758	1868
Leaders discourage multiple partners (%Very often/sometimes)	42.3%	36.6%	48.0%	34.6%	26.6%	42.6%	0.0607	1869
Leaders discourage men from having younger partners (%Very often/sometimes)	42.2%	36.0%	48.4%	37.4%	27.7%	47.1%	0.3312	1868
Polygyny is practiced in community (%Very often/sometimes)	35.6%	27.3%	43.9%	34.4%	25.5%	43.2%	0.8222	1862
Agrees that wife inheritance is practiced in the community	11.9%	7.0%	16.7%	15.2%	9.0%	21.4%	0.1762	1860
Number of lifetime partners	2.1991	1.9681	2.4302	2.1538	1.8503	2.4572	0.7741	1783
Age at first sex	18.3377	18.0736	18.6018	17.5635	17.1101	18.0169	0.0006	1541

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	6.0%	4.1%	8.0%	6.7%	3.8%	9.6%	0.7138	1582
More than one partner within 3 months period (past 12 months)	3.8%	1.7%	5.9%	4.8%	1.6%	8.0%	0.6182	1334
Reports currently having more than one partner	3.3%	1.4%	5.3%	1.8%	0.5%	3.1%	0.1495	1330
Agrees that husband/cohabitating partner has another wife	15.4%	11.0%	19.8%	27.9%	15.9%	39.9%	0.0468	725
Agrees that husband/cohabitating partner has another sex partner who is not a wife	28.5%	22.5%	34.6%	29.4%	19.5%	39.4%	0.8775	718
10+ year age difference between respondent and last sexual partner	14.9%	11.4%	18.3%	22.0%	15.7%	28.2%	0.0176	1153
Thinks that last partner had other sexual partners	54.5%	48.6%	60.4%	57.3%	49.8%	64.7%	0.6051	1315
Received gifts or money in exchange for sex with last partner	33.8%	26.6%	40.9%	39.8%	32.9%	46.7%	0.1983	1328
Received gifts or money in exchange for sex with last regular partner	29.6%	22.7%	36.5%	35.6%	27.4%	43.8%	0.2497	670
Received gifts or money in exchange for sex with last casual partner	34.2%	24.8%	43.7%	45.5%	36.2%	54.8%	0.1096	640
Gave gifts or money in exchange for sex with last partner	18.4%	13.4%	23.5%	23.0%	16.5%	29.5%	0.1445	1326
Gave gifts or money in exchange for sex with last regular partner	18.3%	13.2%	23.5%	18.2%	11.7%	24.6%	0.9655	665
Gave gifts or money in exchange for sex with last casual partner	18.6%	12.1%	25.1%	26.1%	17.1%	35.2%	0.0934	637
Multiple sexual partners increase HIV risk (%True)	93.2%	89.9%	96.4%	94.7%	92.0%	97.5%	0.3964	1868
Most married men faithful to wives (%Agree)	9.0%	4.8%	13.3%	10.6%	5.8%	15.4%	0.4732	1870
Can resist temptation of sex with person besides main partner (%Agree)	87.1%	81.9%	92.3%	87.5%	83.4%	91.5%	0.9020	1870
Need someone to fill gap (%Disagree)	70.0%	62.7%	77.4%	70.4%	64.5%	76.2%	0.9494	1869
Men with many women are real men (%Disagree)	96.7%	95.0%	98.4%	97.1%	95.8%	98.5%	0.6818	1870
Men have right to get sex for gifts (%Disagree)	88.2%	83.9%	92.5%	88.0%	84.2%	91.7%	0.9270	1868
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	65.5%	59.8%	71.3%	68.5%	62.8%	74.3%	0.2778	1868
Leaders discourage multiple partners (%Very often/sometimes)	42.3%	36.6%	48.0%	43.3%	36.5%	50.1%	0.7586	1869
Leaders discourage men from having younger partners (%Very often/sometimes)	42.2%	36.0%	48.4%	48.6%	43.1%	54.1%	0.0540	1868
Polygyny is practiced in community (%Very often/sometimes)	35.6%	27.3%	43.9%	32.4%	25.9%	38.8%	0.3539	1862
Agrees that wife inheritance is practiced in the community	11.9%	7.0%	16.7%	18.5%	12.9%	24.1%	0.0125	1860
Number of lifetime partners	2.1991	1.9681	2.4302	1.8829	1.6508	2.115	0.0194	1783
Age at first sex	18.3377	18.0736	18.6018	18.3114	17.896	18.7268	0.9086	1541

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	8.4%	3.8%	13.0%	6.2%	3.8%	8.6%	0.3118	1533
More than one partner within 3 months period (past 12 months)	3.7%	0.4%	7.0%	5.5%	2.8%	8.1%	0.4148	1304
Reports currently having more than one partner	12.2%	3.4%	21.0%	1.5%	0.3%	2.7%	0.0003	1301
Agrees that husband/cohabitating partner has another wife	13.9%	7.4%	20.5%	16.4%	10.1%	22.6%	0.5799	711
Agrees that husband/cohabitating partner has another sex partner who is not a wife	21.7%	12.0%	31.4%	31.3%	22.3%	40.2%	0.1935	704
10+ year age difference between respondent and last sexual partner	15.4%	8.5%	22.3%	13.7%	10.9%	16.5%	0.6418	1124
Thinks that last partner had other sexual partners	53.3%	39.4%	67.2%	56.4%	49.1%	63.6%	0.6752	1285
Received gifts or money in exchange for sex with last partner	28.8%	18.9%	38.8%	41.4%	32.2%	50.6%	0.0348	1298
Received gifts or money in exchange for sex with last regular partner	18.9%	9.8%	28.0%	36.1%	25.5%	46.6%	0.0322	657
Received gifts or money in exchange for sex with last casual partner	33.8%	18.7%	48.9%	43.1%	31.0%	55.2%	0.3058	624
Gave gifts or money in exchange for sex with last partner	14.3%	8.0%	20.6%	22.3%	14.7%	29.9%	0.0935	1296
Gave gifts or money in exchange for sex with last regular partner	12.0%	5.3%	18.6%	22.0%	14.1%	29.9%	0.0722	652
Gave gifts or money in exchange for sex with last casual partner	15.8%	6.8%	24.8%	22.7%	13.6%	31.9%	0.2896	621
Multiple sexual partners increase HIV risk (%True)	90.5%	84.5%	96.6%	95.4%	93.0%	97.8%	0.0515	1808
Most married men faithful to wives (%Agree)	8.0%	1.9%	14.1%	7.4%	4.0%	10.7%	0.8342	1810
Can resist temptation of sex with person besides main partner (%Agree)	82.9%	75.5%	90.4%	86.3%	79.4%	93.1%	0.4632	1810
Need someone to fill gap (%Disagree)	67.2%	57.2%	77.3%	72.3%	64.9%	79.6%	0.4009	1810
Men with many women are real men (%Disagree)	91.6%	87.1%	96.1%	96.7%	95.2%	98.2%	0.0028	1810
Men have right to get sex for gifts (%Disagree)	86.6%	76.7%	96.6%	87.3%	82.5%	92.0%	0.8873	1808
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	68.3%	59.2%	77.4%	64.3%	57.0%	71.7%	0.4054	1808
Leaders discourage multiple partners (%Very often/sometimes)	44.6%	32.8%	56.4%	40.1%	33.5%	46.8%	0.4743	1809
Leaders discourage men from having younger partners (%Very often/sometimes)	46.7%	34.8%	58.6%	39.8%	33.3%	46.3%	0.2586	1808
Polygyny is practiced in community (%Very often/sometimes)	29.0%	16.2%	41.8%	40.1%	30.4%	49.7%	0.1168	1802
Agrees that wife inheritance is practiced in the community	16.3%	6.0%	26.6%	13.0%	8.5%	17.6%	0.3560	1800
Number of lifetime partners	2.1971	1.7702	2.6239	2.1619	1.9251	2.3986	0.8818	1728
Age at first sex	17.8885	17.2947	18.4822	18.2864	17.9306	18.6423	0.2121	1495

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	8.4%	3.8%	13.0%	5.8%	3.6%	8.0%	0.3162	1533
More than one partner within 3 months period (past 12 months)	3.7%	0.4%	7.0%	3.8%	1.8%	5.8%	0.9539	1304
Reports currently having more than one partner	12.2%	3.4%	21.0%	1.4%	0.5%	2.3%	0.0001	1301
Agrees that husband/cohabitating partner has another wife	13.9%	7.4%	20.5%	24.2%	18.1%	30.3%	0.0458	711
Agrees that husband/cohabitating partner has another sex partner who is not a wife	21.7%	12.0%	31.4%	27.3%	18.6%	36.0%	0.4225	704
10+ year age difference between respondent and last sexual partner	15.4%	8.5%	22.3%	21.9%	16.3%	27.5%	0.1196	1124
Thinks that last partner had other sexual partners	53.3%	39.4%	67.2%	57.2%	49.6%	64.7%	0.6418	1285
Received gifts or money in exchange for sex with last partner	28.8%	18.9%	38.8%	39.8%	34.0%	45.6%	0.0526	1298
Received gifts or money in exchange for sex with last regular partner	18.9%	9.8%	28.0%	32.5%	24.4%	40.7%	0.0235	657
Received gifts or money in exchange for sex with last casual partner	33.8%	18.7%	48.9%	47.6%	40.1%	55.1%	0.1241	624
Gave gifts or money in exchange for sex with last partner	14.3%	8.0%	20.6%	19.0%	14.2%	23.7%	0.2502	1296
Gave gifts or money in exchange for sex with last regular partner	12.0%	5.3%	18.6%	16.4%	11.1%	21.6%	0.2964	652
Gave gifts or money in exchange for sex with last casual partner	15.8%	6.8%	24.8%	21.5%	14.9%	28.1%	0.3559	621
Multiple sexual partners increase HIV risk (%True)	90.5%	84.5%	96.6%	94.2%	91.3%	97.0%	0.1808	1808
Most married men faithful to wives (%Agree)	8.0%	1.9%	14.1%	10.9%	6.7%	15.0%	0.4416	1810
Can resist temptation of sex with person besides main partner (%Agree)	82.9%	75.5%	90.4%	87.5%	84.4%	90.6%	0.2037	1810
Need someone to fill gap (%Disagree)	67.2%	57.2%	77.3%	68.8%	63.3%	74.4%	0.7811	1810
Men with many women are real men (%Disagree)	91.6%	87.1%	96.1%	97.9%	96.9%	99.0%	0.0007	1810
Men have right to get sex for gifts (%Disagree)	86.6%	76.7%	96.6%	88.4%	84.7%	92.2%	0.7005	1808
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	68.3%	59.2%	77.4%	66.7%	61.2%	72.3%	0.7344	1808
Leaders discourage multiple partners (%Very often/sometimes)	44.6%	32.8%	56.4%	41.1%	35.0%	47.1%	0.5611	1809
Leaders discourage men from having younger partners (%Very often/sometimes)	46.7%	34.8%	58.6%	45.7%	39.5%	51.9%	0.8691	1808
Polygyny is practiced in community (%Very often/sometimes)	29.0%	16.2%	41.8%	32.2%	25.7%	38.7%	0.6708	1802
Agrees that wife inheritance is practiced in the community	16.3%	6.0%	26.6%	15.0%	10.2%	19.8%	0.7851	1800
Number of lifetime partners	2.1971	1.7702	2.6239	2.0056	1.7587	2.2525	0.4591	1728
Age at first sex	17.8885	17.2947	18.4822	18.1725	17.8133	18.5317	0.411	1495

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Multiple partners (past 12 months)	5.9%	4.4%	7.4%	13.8%	7.0%	20.6%	0.0031	1556
More than one partner within 3 months period (past 12 months)	4.1%	2.7%	5.6%	9.0%	2.7%	15.3%	0.0622	1312
Reports currently having more than one partner	3.0%	1.6%	4.4%	0.6%	-0.7%	1.8%	0.1244	1308
Agrees that husband/cohabitating partner has another wife	18.6%	14.2%	23.0%	24.9%	12.6%	37.3%	0.3247	711
Agrees that husband/cohabitating partner has another sex partner who is not a wife	27.6%	22.6%	32.5%	33.3%	11.6%	55.0%	0.5953	704
10+ year age difference between respondent and last sexual partner	18.1%	14.5%	21.8%	21.8%	11.5%	32.2%	0.4266	1135
Thinks that last partner had other sexual partners	55.3%	50.8%	59.7%	67.7%	54.2%	81.2%	0.1015	1293
Received gifts or money in exchange for sex with last partner	37.6%	32.1%	43.0%	52.7%	38.8%	66.6%	0.0476	1307
Received gifts or money in exchange for sex with last regular partner	31.6%	26.2%	37.0%	39.7%	24.6%	54.9%	0.2492	659
Received gifts or money in exchange for sex with last casual partner	42.2%	35.9%	48.6%	64.5%	46.7%	82.3%	0.0315	630
Gave gifts or money in exchange for sex with last partner	18.8%	14.3%	23.4%	21.8%	11.2%	32.5%	0.6266	1304
Gave gifts or money in exchange for sex with last regular partner	16.7%	12.8%	20.6%	24.1%	12.7%	35.6%	0.1387	653
Gave gifts or money in exchange for sex with last casual partner	21.1%	15.3%	26.8%	19.9%	7.4%	32.3%	0.8724	627
Multiple sexual partners increase HIV risk (%True)	94.4%	91.9%	96.9%	94.8%	88.5%	101.1%	0.8904	1836
Most married men faithful to wives (%Agree)	9.2%	5.8%	12.7%	10.0%	3.2%	16.8%	0.8006	1838
Can resist temptation of sex with person besides main partner (%Agree)	86.9%	83.5%	90.2%	90.3%	85.2%	95.5%	0.3475	1838
Need someone to fill gap (%Disagree)	70.6%	65.8%	75.3%	62.1%	52.7%	71.6%	0.0513	1837
Men with many women are real men (%Disagree)	96.5%	95.2%	97.7%	98.7%	96.8%	100.6%	0.1458	1838
Men have right to get sex for gifts (%Disagree)	88.6%	85.2%	92.0%	83.0%	74.6%	91.3%	0.1408	1836
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	66.5%	61.2%	71.9%	61.3%	49.3%	73.3%	0.4042	1836
Leaders discourage multiple partners (%Very often/sometimes)	41.6%	36.3%	46.9%	31.4%	19.4%	43.4%	0.1391	1837
Leaders discourage men from having younger partners (%Very often/sometimes)	43.0%	38.2%	47.8%	42.4%	24.7%	60.1%	0.9417	1836
Polygyny is practiced in community (%Very often/sometimes)	33.9%	27.2%	40.5%	37.1%	27.2%	47.0%	0.5502	1831
Agrees that wife inheritance is practiced in the community	14.2%	9.3%	19.1%	17.2%	8.2%	26.1%	0.5354	1829
Number of lifetime partners	2.0919	1.9152	2.2685	2.0066	1.5069	2.5064	0.7309	1752
Age at first sex	18.1745	17.9827	18.3662	18.4623	17.3437	19.5809	0.5891	1515

OTHER HIV RISK FACTORS

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	49.1%	42.3%	55.9%	47.9%	41.4%	54.4%	0.8209	1695
Likely to be infected now (%Agree)	26.9%	20.4%	33.4%	30.5%	23.9%	37.0%	0.4797	1646
If one spouse positive, the other too (%False)	71.0%	63.7%	78.4%	82.3%	77.8%	86.7%	0.0009	1871
STIs decrease HIV infection (%False)	90.7%	87.8%	93.5%	93.1%	90.1%	96.2%	0.2874	1871
TB can't be cured if HIV+ (%False)	55.0%	47.9%	62.1%	54.8%	48.7%	60.9%	0.9619	1872
Risk of contracting HIV decreases for a circumcised man	87.1%	82.8%	91.3%	88.6%	85.5%	91.7%	0.5237	1872
Knows where to get information about HIV/AIDS	89.5%	85.6%	93.4%	94.4%	92.0%	96.8%	0.0049	1871

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	49.1%	42.3%	55.9%	51.5%	45.4%	57.6%	0.5865	1695
Likely to be infected now (%Agree)	26.9%	20.4%	33.4%	28.9%	22.1%	35.7%	0.5957	1646
If one spouse positive, the other too (%False)	71.0%	63.7%	78.4%	79.0%	73.6%	84.4%	0.0518	1871
STIs decrease HIV infection (%False)	90.7%	87.8%	93.5%	90.0%	85.9%	94.2%	0.7441	1871
TB can't be cured if HIV+ (%False)	55.0%	47.9%	62.1%	66.9%	60.9%	73.0%	0.0216	1872
Risk of contracting HIV decreases for a circumcised man	87.1%	82.8%	91.3%	87.7%	83.2%	92.2%	0.8051	1872
Knows where to get information about HIV/AIDS	89.5%	85.6%	93.4%	89.2%	85.1%	93.3%	0.8982	1871

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	46.7%	40.9%	52.4%	52.9%	46.9%	58.9%	0.1844	1655
Likely to be infected now (%Agree)	27.9%	22.4%	33.4%	29.6%	23.6%	35.5%	0.7008	1609
If one spouse positive, the other too (%False)	80.2%	76.2%	84.2%	74.2%	67.0%	81.4%	0.1172	1825
STIs decrease HIV infection (%False)	92.4%	89.8%	95.0%	89.0%	84.9%	93.1%	0.1705	1825
TB can't be cured if HIV+ (%False)	57.1%	52.0%	62.3%	60.6%	56.1%	65.1%	0.3601	1826
Risk of contracting HIV decreases for a circumcised man	88.0%	84.7%	91.3%	87.8%	84.3%	91.3%	0.9174	1826
Knows where to get information about HIV/AIDS	89.8%	86.3%	93.3%	94.3%	91.6%	96.9%	0.0239	1825

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.3%	39.6%	51.0%	58.0%	47.4%	68.7%	0.0717	1693
Likely to be infected now (%Agree)	26.3%	22.5%	30.1%	28.6%	22.0%	35.1%	0.5508	1644
If one spouse positive, the other too (%False)	81.2%	76.8%	85.5%	76.5%	68.6%	84.4%	0.2789	1869
STIs decrease HIV infection (%False)	91.2%	89.0%	93.5%	90.1%	84.4%	95.8%	0.7306	1869
TB can't be cured if HIV+ (%False)	58.9%	53.1%	64.7%	66.9%	58.8%	75.0%	0.0870	1870
Risk of contracting HIV decreases for a circumcised man	87.2%	84.4%	90.0%	92.8%	89.4%	96.3%	0.0111	1870
Knows where to get information about HIV/AIDS	91.6%	88.9%	94.4%	95.0%	92.0%	98.1%	0.0953	1869

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	45.3%	39.6%	51.0%	51.1%	45.2%	57.0%	0.1573	1693
Likely to be infected now (%Agree)	26.3%	22.5%	30.1%	32.7%	24.4%	41.0%	0.1001	1644
If one spouse positive, the other too (%False)	81.2%	76.8%	85.5%	72.5%	65.5%	79.5%	0.0257	1869
STIs decrease HIV infection (%False)	91.2%	89.0%	93.5%	92.4%	89.0%	95.8%	0.4577	1869
TB can't be cured if HIV+ (%False)	58.9%	53.1%	64.7%	54.5%	47.5%	61.5%	0.4120	1870
Risk of contracting HIV decreases for a circumcised man	87.2%	84.4%	90.0%	86.3%	81.3%	91.3%	0.7254	1870
Knows where to get information about HIV/AIDS	91.6%	88.9%	94.4%	88.1%	83.7%	92.6%	0.1103	1869

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	43.6%	33.5%	53.7%	44.0%	37.4%	50.7%	0.9422	1639
Likely to be infected now (%Agree)	20.8%	14.9%	26.6%	29.9%	23.7%	36.2%	0.0361	1594
If one spouse positive, the other too (%False)	73.6%	65.0%	82.2%	80.2%	73.7%	86.7%	0.2021	1809
STIs decrease HIV infection (%False)	86.4%	81.0%	91.8%	93.4%	91.4%	95.3%	0.0048	1809
TB can't be cured if HIV+ (%False)	51.7%	41.1%	62.3%	56.0%	48.2%	63.8%	0.5001	1810
Risk of contracting HIV decreases for a circumcised man	88.7%	82.7%	94.7%	84.5%	81.0%	88.0%	0.2296	1810
Knows where to get information about HIV/AIDS	84.0%	77.5%	90.5%	95.5%	93.8%	97.3%	0.0000	1809

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	43.6%	33.5%	53.7%	53.7%	48.6%	58.8%	0.0873	1639
Likely to be infected now (%Agree)	20.8%	14.9%	26.6%	29.6%	24.6%	34.6%	0.0235	1594
If one spouse positive, the other too (%False)	73.6%	65.0%	82.2%	77.3%	72.3%	82.3%	0.4639	1809
STIs decrease HIV infection (%False)	86.4%	81.0%	91.8%	91.2%	88.2%	94.2%	0.0944	1809
TB can't be cured if HIV+ (%False)	51.7%	41.1%	62.3%	61.5%	57.1%	65.8%	0.1000	1810
Risk of contracting HIV decreases for a circumcised man	88.7%	82.7%	94.7%	89.7%	86.3%	93.1%	0.7483	1810
Knows where to get information about HIV/AIDS	84.0%	77.5%	90.5%	90.4%	86.9%	93.8%	0.0523	1809

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Worried about becoming HIV infected (%Worried)	49.5%	45.3%	53.8%	53.3%	43.8%	62.8%	0.5089	1663
Likely to be infected now (%Agree)	29.2%	24.9%	33.6%	26.5%	14.8%	38.1%	0.6801	1616
If one spouse positive, the other too (%False)	77.3%	72.7%	81.9%	80.2%	72.5%	87.9%	0.5554	1837
STIs decrease HIV infection (%False)	92.1%	89.9%	94.3%	87.2%	80.7%	93.7%	0.0879	1837
TB can't be cured if HIV+ (%False)	58.0%	54.4%	61.6%	68.3%	55.7%	80.9%	0.1690	1838
Risk of contracting HIV decreases for a circumcised man	87.7%	84.8%	90.6%	87.4%	80.5%	94.4%	0.9422	1838
Knows where to get information about HIV/AIDS	91.5%	88.9%	94.1%	86.7%	78.2%	95.2%	0.2337	1837

HIV COMMUNICATION

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.1%	77.2%	91.0%	86.0%	81.6%	90.3%	0.5890	797
Discussed HIV/AIDS with Kids	60.2%	51.3%	69.2%	65.4%	58.6%	72.2%	0.3963	784
Discussed HIV/AIDS with Friends	72.8%	65.4%	80.2%	78.6%	73.9%	83.3%	0.1026	1844
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	82.0%	75.4%	88.6%	86.6%	83.3%	90.0%	0.1626	1855
A4-Sex life improves with communication with partner (%Agree)	93.3%	90.8%	95.8%	95.5%	93.1%	97.9%	0.1968	1872
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.4%	13.5%	25.3%	27.5%	20.1%	34.9%	0.0514	711
Percentage who have talked with spouse/regular cohabitating partner about sexual	78.9%	69.0%	88.7%	67.5%	59.8%	75.2%	0.1110	141
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.4%	82.3%	92.4%	90.9%	87.2%	94.6%	0.1765	706
Percentage who have talked with spouse/regular cohabitating partner about sexual	60.0%	52.6%	67.4%	72.7%	64.7%	80.7%	0.0350	619

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	84.1%	77.2%	91.0%	87.3%	80.3%	94.4%	0.4666	797
Discussed HIV/AIDS with Kids	60.2%	51.3%	69.2%	53.2%	46.3%	60.1%	0.2140	784
Discussed HIV/AIDS with Friends	72.8%	65.4%	80.2%	74.1%	67.9%	80.3%	0.7986	1844
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	82.0%	75.4%	88.6%	82.8%	77.3%	88.3%	0.8389	1855
A4-Sex life improves with communication with partner (%Agree)	93.3%	90.8%	95.8%	93.8%	91.4%	96.3%	0.7477	1872
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.4%	13.5%	25.3%	11.6%	6.6%	16.6%	0.0795	711
Percentage who have talked with spouse/regular cohabitating partner about sexual	78.9%	69.0%	88.7%	50.5%	38.6%	62.5%	0.0021	141
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.4%	82.3%	92.4%	85.1%	79.6%	90.6%	0.5131	706
Percentage who have talked with spouse/regular cohabitating partner about sexual	60.0%	52.6%	67.4%	77.2%	69.2%	85.2%	0.0021	619

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	85.9%	80.8%	91.1%	86.3%	79.6%	93.1%	0.9185	783
Discussed HIV/AIDS with Kids	59.8%	52.5%	67.0%	59.6%	50.8%	68.5%	0.9852	763
Discussed HIV/AIDS with Friends	76.3%	72.0%	80.6%	73.9%	68.0%	79.8%	0.4788	1799
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	84.3%	80.5%	88.2%	83.6%	78.5%	88.7%	0.8132	1809
A4-Sex life improves with communication with partner (%Agree)	94.2%	92.1%	96.3%	94.4%	92.3%	96.6%	0.8873	1826
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.5%	14.2%	22.9%	21.9%	16.2%	27.7%	0.3261	700
Percentage who have talked with spouse/regular cohabitating partner about sexual	71.3%	63.7%	79.0%	58.3%	44.6%	72.1%	0.1665	140
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	88.0%	83.9%	92.0%	88.7%	83.3%	94.0%	0.8345	695
Percentage who have talked with spouse/regular cohabitating partner about sexual	72.4%	66.6%	78.1%	66.8%	59.8%	73.7%	0.2219	610

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	86.4%	81.7%	91.1%	85.1%	76.5%	93.6%	0.7492	796
Discussed HIV/AIDS with Kids	57.5%	51.0%	64.0%	63.2%	51.0%	75.3%	0.4479	783
Discussed HIV/AIDS with Friends	69.6%	64.4%	74.8%	86.7%	81.5%	91.9%	0.0001	1842
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.8%	75.2%	84.4%	92.8%	89.6%	96.0%	0.0001	1853
A4-Sex life improves with communication with partner (%Agree)	94.4%	92.5%	96.2%	95.4%	93.2%	97.5%	0.4784	1870
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.0%	12.6%	23.4%	18.4%	9.1%	27.7%	0.9482	710
Percentage who have talked with spouse/regular cohabitating partner about sexual	67.7%	60.1%	75.4%	52.6%	35.8%	69.4%	0.1123	141
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.2%	82.5%	92.0%	89.8%	82.7%	96.9%	0.6161	705
Percentage who have talked with spouse/regular cohabitating partner about sexual	72.0%	66.8%	77.3%	56.4%	43.4%	69.3%	0.0269	618

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	86.4%	81.7%	91.1%	84.5%	77.9%	91.2%	0.5766	796
Discussed HIV/AIDS with Kids	57.5%	51.0%	64.0%	60.1%	51.4%	68.8%	0.6209	783
Discussed HIV/AIDS with Friends	69.6%	64.4%	74.8%	77.7%	71.0%	84.4%	0.0597	1842
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.8%	75.2%	84.4%	84.9%	79.3%	90.5%	0.1424	1853
A4-Sex life improves with communication with partner (%Agree)	94.4%	92.5%	96.2%	93.6%	91.0%	96.2%	0.5846	1870
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.0%	12.6%	23.4%	24.5%	17.7%	31.3%	0.1651	710
Percentage who have talked with spouse/regular cohabitating partner about sexual	67.7%	60.1%	75.4%	74.0%	62.2%	85.9%	0.4271	141
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	87.2%	82.5%	92.0%	89.5%	83.4%	95.5%	0.5240	705
Percentage who have talked with spouse/regular cohabitating partner about sexual	72.0%	66.8%	77.3%	76.7%	69.5%	83.9%	0.3407	618

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	85.9%	76.4%	95.3%	87.3%	81.5%	93.1%	0.7667	780
Discussed HIV/AIDS with Kids	65.8%	53.6%	77.9%	54.5%	46.5%	62.5%	0.1301	755
Discussed HIV/AIDS with Friends	66.8%	58.5%	75.0%	75.6%	70.7%	80.6%	0.0276	1783
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.5%	72.4%	86.6%	84.1%	79.6%	88.6%	0.1567	1793
A4-Sex life improves with communication with partner (%Agree)	91.7%	87.3%	96.0%	95.1%	92.6%	97.5%	0.1416	1810
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.7%	10.2%	29.3%	16.9%	10.2%	23.6%	0.6207	697
Percentage who have talked with spouse/regular cohabitating partner about sexual	86.7%	78.2%	95.1%	68.7%	60.9%	76.4%	0.0081	140
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	84.8%	77.7%	91.8%	88.6%	82.8%	94.4%	0.3755	692
Percentage who have talked with spouse/regular cohabitating partner about sexual	58.3%	39.1%	77.4%	63.4%	54.1%	72.7%	0.6383	189

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	85.9%	76.4%	95.3%	84.8%	78.6%	91.1%	0.8635	780
Discussed HIV/AIDS with Kids	65.8%	53.6%	77.9%	60.9%	53.7%	68.2%	0.5201	755
Discussed HIV/AIDS with Friends	66.8%	58.5%	75.0%	78.0%	73.2%	82.7%	0.0204	1783
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.5%	72.4%	86.6%	85.5%	81.5%	89.4%	0.1384	1793
A4-Sex life improves with communication with partner (%Agree)	91.7%	87.3%	96.0%	94.6%	92.8%	96.4%	0.1569	1810
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	19.7%	10.2%	29.3%	22.1%	15.9%	28.3%	0.7144	697
Percentage who have talked with spouse/regular cohabitating partner about sexual	86.7%	78.2%	95.1%	60.0%	51.3%	68.8%	0.0017	140
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	84.8%	77.7%	91.8%	89.1%	85.2%	93.0%	0.2301	692
Percentage who have talked with spouse/regular cohabitating partner about sexual	67.9%	54.4%	81.5%	70.9%	63.4%	78.3%	0.6705	608

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Discussed HIV/AIDS with spouse	86.1%	81.8%	90.4%	81.8%	71.0%	92.6%	0.3640	780
Discussed HIV/AIDS with Kids	57.8%	52.3%	63.4%	68.2%	53.7%	82.6%	0.2657	769
Discussed HIV/AIDS with Friends	75.6%	71.9%	79.4%	68.2%	51.4%	85.1%	0.3760	1811
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	84.0%	80.6%	87.4%	80.7%	67.8%	93.7%	0.6144	1822
A4-Sex life improves with communication with partner (%Agree)	94.1%	92.6%	95.7%	95.6%	91.2%	100.0%	0.5800	1838
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.8%	15.1%	22.4%	27.1%	14.3%	39.8%	0.1413	695
Percentage who have talked with spouse/regular cohabitating partner about sexual	65.4%	59.6%	71.3%	82.0%	69.1%	94.8%	0.0849	137
Percentage who are satisfied when having sex with spouse/regular cohabitating partner	88.3%	84.9%	91.7%	84.6%	75.0%	94.2%	0.4342	691
Percentage who have talked with spouse/regular cohabitating partner about sexual	70.6%	66.2%	75.0%	75.6%	63.1%	88.0%	0.4491	605

CONDOM USE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	62.6%	56.5%	68.8%	54.1%	47.7%	60.5%	0.0612	1549
Always uses condom with most recent partner	23.6%	15.5%	31.6%	21.6%	15.0%	28.2%	0.7235	1324
Condom use in marriage accepted (%Strongly agree/agree)	71.4%	64.0%	78.8%	77.2%	71.7%	82.6%	0.0894	1871
Women can ask regular partner to use condom (%Strongly agree/agree)	69.6%	62.3%	76.9%	74.8%	67.9%	81.7%	0.2038	1870
Women can ask casual partner to use condom (%Strongly agree/agree)	47.2%	37.6%	56.9%	40.7%	30.8%	50.5%	0.1092	1871

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	62.6%	56.5%	68.8%	63.1%	56.9%	69.3%	0.9278	1549
Always uses condom with most recent partner	23.6%	15.5%	31.6%	27.2%	19.2%	35.3%	0.4582	1324
Condom use in marriage accepted (%Strongly agree/agree)	71.4%	64.0%	78.8%	71.8%	67.2%	76.4%	0.9293	1871
Women can ask regular partner to use condom (%Strongly agree/agree)	69.6%	62.3%	76.9%	65.7%	58.0%	73.3%	0.4742	1870
Women can ask casual partner to use condom (%Strongly agree/agree)	47.2%	37.6%	56.9%	50.1%	42.6%	57.6%	0.6622	1871

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	61.8%	56.8%	66.7%	57.3%	50.4%	64.2%	0.3504	1512
Always uses condom with most recent partner	25.0%	17.4%	32.6%	23.8%	18.1%	29.4%	0.7665	1300
Condom use in marriage accepted (%Strongly agree/agree)	72.3%	67.5%	77.0%	74.7%	68.1%	81.3%	0.5489	1825
Women can ask regular partner to use condom (%Strongly agree/agree)	69.7%	64.3%	75.1%	70.1%	63.7%	76.6%	0.9023	1824
Women can ask casual partner to use condom (%Strongly agree/agree)	48.8%	41.8%	55.8%	41.4%	32.5%	50.4%	0.1359	1825

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.3%	52.3%	62.3%	64.1%	53.5%	74.6%	0.2055	1548
Always uses condom with most recent partner	22.3%	17.5%	27.0%	26.7%	14.1%	39.3%	0.4511	1323
Condom use in marriage accepted (%Strongly agree/agree)	74.4%	69.7%	79.2%	74.0%	66.4%	81.6%	0.9210	1869
Women can ask regular partner to use condom (%Strongly agree/agree)	70.4%	64.8%	76.1%	71.3%	63.1%	79.6%	0.8384	1868
Women can ask casual partner to use condom (%Strongly agree/agree)	43.6%	35.5%	51.7%	53.8%	42.9%	64.6%	0.1304	1869

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	57.3%	52.3%	62.3%	61.6%	54.1%	69.1%	0.3968	1548
Always uses condom with most recent partner	22.3%	17.5%	27.0%	25.6%	18.4%	32.8%	0.4303	1323
Condom use in marriage accepted (%Strongly agree/agree)	74.4%	69.7%	79.2%	71.8%	65.6%	78.1%	0.4166	1869
Women can ask regular partner to use condom (%Strongly agree/agree)	70.4%	64.8%	76.1%	68.9%	61.8%	75.9%	0.6894	1868
Women can ask casual partner to use condom (%Strongly agree/agree)	43.6%	35.5%	51.7%	45.0%	36.0%	54.1%	0.7533	1869

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	59.5%	50.6%	68.4%	61.8%	54.7%	69.0%	0.7175	1498
Always uses condom with most recent partner	17.2%	8.3%	26.1%	27.4%	19.4%	35.3%	0.0898	1293
Condom use in marriage accepted (%Strongly agree/agree)	73.2%	63.7%	82.8%	72.4%	64.8%	80.1%	0.8913	1809
Women can ask regular partner to use condom (%Strongly agree/agree)	68.1%	58.4%	77.7%	71.5%	62.8%	80.3%	0.5601	1808
Women can ask casual partner to use condom (%Strongly agree/agree)	46.9%	34.0%	59.8%	46.3%	36.5%	56.0%	0.9141	1809

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	59.5%	50.6%	68.4%	59.1%	55.0%	63.1%	0.9385	1498
Always uses condom with most recent partner	17.2%	8.3%	26.1%	24.6%	18.1%	31.0%	0.2179	1293
Condom use in marriage accepted (%Strongly agree/agree)	73.2%	63.7%	82.8%	74.2%	69.8%	78.7%	0.8414	1809
Women can ask regular partner to use condom (%Strongly agree/agree)	68.1%	58.4%	77.7%	69.2%	63.9%	74.6%	0.7991	1808
Women can ask casual partner to use condom (%Strongly agree/agree)	46.9%	34.0%	59.8%	45.0%	38.3%	51.7%	0.7726	1809

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Condom use at last sex	59.2%	55.4%	62.9%	64.4%	52.3%	76.5%	0.4160	1523
Always uses condom with most recent partner	23.2%	18.9%	27.5%	30.6%	11.8%	49.5%	0.3629	1301
Condom use in marriage accepted (%Strongly agree/agree)	74.0%	69.9%	78.1%	68.4%	57.8%	78.9%	0.2995	1837
Women can ask regular partner to use condom (%Strongly agree/agree)	70.7%	66.1%	75.3%	62.0%	41.7%	82.3%	0.3892	1836
Women can ask casual partner to use condom (%Strongly agree/agree)	44.9%	37.6%	52.2%	54.0%	39.3%	68.6%	0.3381	1837

HIV TESTING

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	74.2%	67.2%	81.2%	79.4%	74.3%	84.5%	0.2332	1870
HIV Test in the Last 12 Months	49.3%	40.7%	57.9%	59.1%	51.9%	66.4%	0.0639	1854
Received results of most recent HIV test	97.3%	95.4%	99.2%	98.0%	96.7%	99.2%	0.4304	1456
Discussed results of most recent HIV test	83.9%	78.0%	89.9%	82.9%	77.4%	88.5%	0.7485	1472
Pregnant woman should test for HIV (%True)	93.5%	89.6%	97.3%	95.8%	93.5%	98.1%	0.2696	1869
It is important to know your HIV status (%Agree)	97.5%	95.8%	99.3%	97.8%	96.4%	99.2%	0.7425	1872
Only way to know status is by blood test (%Agree)	98.3%	97.0%	99.6%	99.2%	98.6%	99.9%	0.1163	1795
Leaders encourage HIV testing (%Strongly agree/agree)	60.4%	54.4%	66.3%	64.3%	56.9%	71.7%	0.3608	1871
Number of Times Tested for HIV	2.6207	2.1758	3.0655	2.8213	2.5280	3.1146	0.4383	1813

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	74.2%	67.2%	81.2%	79.4%	74.3%	84.5%	0.2332	1870
HIV Test in the Last 12 Months	49.3%	40.7%	57.9%	59.1%	51.9%	66.4%	0.0639	1854
Received results of most recent HIV test	97.3%	95.4%	99.2%	98.0%	96.7%	99.2%	0.4304	1456
Discussed results of most recent HIV test	83.9%	78.0%	89.9%	82.9%	77.4%	88.5%	0.7485	1472
Pregnant woman should test for HIV (%True)	93.5%	89.6%	97.3%	95.8%	93.5%	98.1%	0.2696	1869
It is important to know your HIV status (%Agree)	97.5%	95.8%	99.3%	97.8%	96.4%	99.2%	0.7425	1872
Only way to know status is by blood test (%Agree)	98.3%	97.0%	99.6%	99.2%	98.6%	99.9%	0.1163	1795
Leaders encourage HIV testing (%Strongly agree/agree)	60.4%	54.4%	66.3%	64.3%	56.9%	71.7%	0.3608	1871
Number of Times Tested for HIV	2.6207	2.1758	3.0655	2.9114	2.6404	3.1825	0.3348	1813

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	81.4%	77.1%	85.7%	75.2%	69.8%	80.6%	0.1223	1824
HIV Test in the Last 12 Months	59.0%	51.9%	66.1%	58.5%	52.8%	64.2%	0.9194	1809
Received results of most recent HIV test	98.1%	97.1%	99.2%	97.8%	96.2%	99.3%	0.5807	1422
Discussed results of most recent HIV test	78.0%	73.0%	83.0%	84.7%	79.8%	89.6%	0.0316	1438
Pregnant woman should test for HIV (%True)	97.8%	96.6%	98.9%	94.4%	91.7%	97.0%	0.0105	1823
It is important to know your HIV status (%Agree)	96.0%	94.0%	98.1%	98.9%	98.4%	99.5%	0.0001	1826
Only way to know status is by blood test (%Agree)	98.9%	98.2%	99.6%	98.7%	97.6%	99.8%	0.7672	1750
Leaders encourage HIV testing (%Strongly agree/agree)	69.4%	63.9%	75.0%	57.7%	51.3%	64.1%	0.0030	1825
Number of Times Tested for HIV	3.0133	2.7870	3.2395	2.5189	2.2587	2.7792	0.0069	1769

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	79.6%	74.9%	84.4%	85.5%	80.2%	90.8%	0.0804	1868
HIV Test in the Last 12 Months	55.9%	49.0%	62.9%	68.5%	62.7%	74.2%	0.0075	1852
Received results of most recent HIV test	97.5%	95.9%	99.1%	99.3%	98.4%	100.1%	0.0661	1455
Discussed results of most recent HIV test	81.2%	75.7%	86.8%	73.9%	64.1%	83.6%	0.1403	1471
Pregnant woman should test for HIV (%True)	95.3%	93.1%	97.6%	97.4%	94.2%	100.6%	0.3676	1867
It is important to know your HIV status (%Agree)	96.9%	95.1%	98.7%	98.7%	97.2%	100.2%	0.0763	1870
Only way to know status is by blood test (%Agree)	98.6%	97.6%	99.6%	98.7%	97.2%	100.1%	0.9311	1793
Leaders encourage HIV testing (%Strongly agree/agree)	65.0%	58.7%	71.3%	62.6%	53.9%	71.2%	0.5250	1869
Number of Times Tested for HIV	2.9014	2.6210	3.1817	3.0165	2.7303	3.3028	0.5583	1811

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	79.6%	74.9%	84.4%	74.3%	70.9%	77.6%	0.0515	1868
HIV Test in the Last 12 Months	55.9%	49.0%	62.9%	57.6%	52.9%	62.3%	0.6794	1852
Received results of most recent HIV test	97.5%	95.9%	99.1%	97.9%	96.3%	99.5%	0.6476	1455
Discussed results of most recent HIV test	81.2%	75.7%	86.8%	84.9%	80.7%	89.1%	0.2373	1471
Pregnant woman should test for HIV (%True)	95.3%	93.1%	97.6%	96.6%	94.4%	98.8%	0.4162	1867
It is important to know your HIV status (%Agree)	96.9%	95.1%	98.7%	97.8%	96.6%	99.1%	0.3519	1870
Only way to know status is by blood test (%Agree)	98.6%	97.6%	99.6%	99.2%	98.5%	99.9%	0.3453	1793
Leaders encourage HIV testing (%Strongly agree/agree)	65.0%	58.7%	71.3%	65.1%	59.8%	70.4%	0.9806	1869
Number of Times Tested for HIV	2.9014	2.6210	3.1817	2.5006	2.2459	2.7554	0.0517	1811

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	73.0%	63.2%	82.8%	83.7%	80.0%	87.5%	0.0168	1808
HIV Test in the Last 12 Months	45.6%	32.6%	58.7%	57.7%	51.5%	63.9%	0.0533	1793
Received results of most recent HIV test	95.7%	91.8%	99.5%	98.4%	97.3%	99.5%	0.0426	1411
Discussed results of most recent HIV test	85.9%	77.9%	93.9%	83.6%	78.5%	88.7%	0.5700	1426
Pregnant woman should test for HIV (%True)	92.9%	89.4%	96.5%	97.1%	95.0%	99.1%	0.0394	1807
It is important to know your HIV status (%Agree)	96.4%	93.3%	99.4%	95.7%	93.0%	98.5%	0.6910	1810
Only way to know status is by blood test (%Agree)	98.1%	96.4%	99.8%	98.7%	97.6%	99.9%	0.4974	1736
Leaders encourage HIV testing (%Strongly agree/agree)	69.0%	60.4%	77.6%	64.3%	57.5%	71.1%	0.3202	1809
Number of Times Tested for HIV	2.8675	2.1172	3.6179	3.0239	2.7253	3.3226	0.7080	1753

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	73.0%	63.2%	82.8%	77.3%	73.4%	81.2%	0.4297	1808
HIV Test in the Last 12 Months	45.6%	32.6%	58.7%	62.9%	59.3%	66.5%	0.0109	1793
Received results of most recent HIV test	95.7%	91.8%	99.5%	98.3%	97.2%	99.4%	0.0525	1411
Discussed results of most recent HIV test	85.9%	77.9%	93.9%	77.8%	73.1%	82.5%	0.0504	1426
Pregnant woman should test for HIV (%True)	92.9%	89.4%	96.5%	96.3%	94.8%	97.8%	0.0283	1807
It is important to know your HIV status (%Agree)	96.4%	93.3%	99.4%	98.5%	97.6%	99.4%	0.0705	1810
Only way to know status is by blood test (%Agree)	98.1%	96.4%	99.8%	99.0%	98.3%	99.6%	0.3176	1736
Leaders encourage HIV testing (%Strongly agree/agree)	69.0%	60.4%	77.6%	63.7%	58.6%	68.7%	0.2416	1809
Number of Times Tested for HIV	2.8675	2.1172	3.6179	2.6504	2.4684	2.8325	0.5764	1753

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Ever Tested for HIV	78.7%	75.5%	81.8%	83.3%	74.7%	91.8%	0.3739	1836
HIV Test in the Last 12 Months	58.4%	53.5%	63.3%	63.0%	47.0%	79.1%	0.6376	1820
Received results of most recent HIV test	98.1%	97.1%	99.1%	97.7%	95.0%	100.5%	0.7406	1433
Discussed results of most recent HIV test	80.3%	76.1%	84.5%	84.8%	75.7%	94.0%	0.3896	1450
Pregnant woman should test for HIV (%True)	96.6%	95.2%	98.0%	97.6%	94.3%	100.9%	0.5800	1835
It is important to know your HIV status (%Agree)	97.6%	96.5%	98.7%	96.5%	93.5%	99.6%	0.4402	1838
Only way to know status is by blood test (%Agree)	98.9%	98.3%	99.5%	98.3%	96.7%	100.0%	0.4360	1763
Leaders encourage HIV testing (%Strongly agree/agree)	64.3%	59.6%	69.0%	66.8%	56.3%	77.3%	0.6273	1837
Number of Times Tested for HIV	2.7290	2.5577	2.9003	3.6937	3.0566	4.3309	0.0058	1781

HIV TREATMENT

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	21.7%	16.6%	26.7%	28.2%	23.1%	33.3%	0.0815	1870
Willing to Care for Someone on ART	91.4%	87.1%	95.7%	96.3%	94.7%	98.0%	0.0027	1807
PLHIV on ART can transmit HIV (%True)	87.6%	83.1%	92.2%	89.4%	85.3%	93.5%	0.5461	1871
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.7%	88.9%	96.5%	91.0%	87.5%	94.4%	0.4658	1871
ARVs prevent MCT during pregnancy	82.5%	77.8%	87.3%	88.7%	85.5%	91.9%	0.0110	1869
ARVs prevent MCT during childbirth	76.7%	70.7%	82.6%	86.9%	83.5%	90.3%	0.0001	1869
ARVs prevent MCT during childbirth	75.5%	69.6%	81.4%	85.0%	81.7%	88.2%	0.0010	1868
People on ART have to stay on treatment for rest of lives	93.4%	90.7%	96.0%	93.6%	91.0%	96.3%	0.8642	1870
Leaders encourage HIV treatment (%Strongly agree/agree)	61.3%	55.3%	67.2%	64.2%	56.7%	71.8%	0.4916	1871
Has ever taken ARVs	12.3%	7.7%	17.0%	10.5%	7.4%	13.6%	0.5090	1838
Received support from an ARV treatment buddy or CBV, among those who have ever	47.0%	32.8%	61.2%	47.2%	36.6%	57.7%	0.9856	180
Participated in a PMTCT program	24.5%	17.0%	32.1%	21.4%	16.9%	25.9%	0.4386	1704

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	21.7%	16.6%	26.7%	23.7%	19.2%	28.3%	0.5734	1870
Willing to Care for Someone on ART	91.4%	87.1%	95.7%	93.9%	90.6%	97.2%	0.1749	1807
PLHIV on ART can transmit HIV (%True)	87.6%	83.1%	92.2%	87.0%	82.2%	91.8%	0.8154	1871
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.7%	88.9%	96.5%	96.1%	94.4%	97.7%	0.0728	1871
ARVs prevent MCT during pregnancy	82.5%	77.8%	87.3%	87.5%	83.7%	91.3%	0.1028	1869
ARVs prevent MCT during childbirth	76.7%	70.7%	82.6%	89.8%	86.1%	93.4%	0.0002	1869
ARVs prevent MCT during childbirth	75.5%	69.6%	81.4%	84.0%	79.2%	88.7%	0.0334	1868
People on ART have to stay on treatment for rest of lives	93.4%	90.7%	96.0%	93.1%	90.1%	96.1%	0.8920	1870
Leaders encourage HIV treatment (%Strongly agree/agree)	61.3%	55.3%	67.2%	72.8%	67.3%	78.2%	0.0052	1871
Has ever taken ARVs	12.3%	7.7%	17.0%	10.4%	7.6%	13.2%	0.4416	1838
Received support from an ARV treatment buddy or CBV, among those who have ever	47.0%	32.8%	61.2%	45.6%	32.6%	58.6%	0.8968	180
Participated in a PMTCT program	24.5%	17.0%	32.1%	29.5%	24.8%	34.2%	0.2141	1704

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	24.4%	19.3%	29.6%	25.3%	20.5%	30.1%	0.8423	1824
Willing to Care for Someone on ART	93.9%	90.9%	96.9%	94.0%	91.2%	96.8%	0.9491	1762
PLHIV on ART can transmit HIV (%True)	90.3%	87.5%	93.1%	84.1%	78.4%	89.7%	0.0186	1825
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.6%	91.1%	96.2%	92.5%	89.4%	95.6%	0.5680	1825
ARVs prevent MCT during pregnancy	85.7%	82.9%	88.6%	88.0%	83.5%	92.5%	0.4311	1823
ARVs prevent MCT during childbirth	85.6%	82.4%	88.8%	83.4%	78.5%	88.3%	0.4310	1823
ARVs prevent MCT during childbirth	81.8%	78.1%	85.4%	81.6%	76.8%	86.4%	0.9487	1823
People on ART have to stay on treatment for rest of lives	93.7%	91.5%	95.9%	93.0%	90.0%	95.9%	0.6924	1825
Leaders encourage HIV treatment (%Strongly agree/agree)	69.7%	64.5%	74.9%	61.3%	53.8%	68.8%	0.0558	1825
Has ever taken ARVs	12.1%	8.8%	15.4%	8.8%	4.5%	13.2%	0.3113	1793
Received support from an ARV treatment buddy or CBV, among those who have ever	47.8%	40.7%	54.8%	42.5%	27.1%	57.8%	0.5854	172
Participated in a PMTCT program	30.0%	24.6%	35.4%	18.4%	12.3%	24.6%	0.0170	1663

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	27.4%	22.9%	31.9%	21.5%	15.0%	28.0%	0.1904	1868
Willing to Care for Someone on ART	94.9%	92.3%	97.6%	94.3%	91.0%	97.6%	0.7424	1805
PLHIV on ART can transmit HIV (%True)	90.1%	87.0%	93.3%	84.5%	78.7%	90.3%	0.0656	1869
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.8%	88.9%	94.7%	94.9%	91.6%	98.1%	0.1553	1869
ARVs prevent MCT during pregnancy	85.1%	81.2%	89.0%	94.1%	91.0%	97.2%	0.0017	1867
ARVs prevent MCT during childbirth	84.8%	81.7%	87.9%	93.0%	89.8%	96.1%	0.0008	1867
ARVs prevent MCT during childbirth	78.0%	74.2%	81.8%	89.8%	83.4%	96.2%	0.0109	1866
People on ART have to stay on treatment for rest of lives	91.5%	88.7%	94.3%	96.6%	94.2%	99.1%	0.0103	1868
Leaders encourage HIV treatment (%Strongly agree/agree)	66.1%	59.8%	72.3%	64.5%	55.9%	73.1%	0.6407	1869
Has ever taken ARVs	11.3%	8.1%	14.4%	12.9%	7.3%	18.6%	0.5656	1836
Received support from an ARV treatment buddy or CBV, among those who have ever	41.1%	31.7%	50.6%	62.6%	42.8%	82.4%	0.0801	179
Participated in a PMTCT program	25.6%	20.2%	31.0%	26.1%	18.5%	33.8%	0.9073	1702

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	27.4%	22.9%	31.9%	22.3%	18.0%	26.5%	0.1187	1868
Willing to Care for Someone on ART	94.9%	92.3%	97.6%	92.8%	89.0%	96.6%	0.2020	1805
PLHIV on ART can transmit HIV (%True)	90.1%	87.0%	93.3%	86.8%	82.3%	91.3%	0.1194	1869
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.8%	88.9%	94.7%	94.5%	91.9%	97.1%	0.1287	1869
ARVs prevent MCT during pregnancy	85.1%	81.2%	89.0%	84.6%	79.3%	89.9%	0.8568	1867
ARVs prevent MCT during childbirth	84.8%	81.7%	87.9%	80.6%	74.2%	86.9%	0.2045	1867
ARVs prevent MCT during childbirth	78.0%	74.2%	81.8%	82.7%	75.9%	89.6%	0.2953	1866
People on ART have to stay on treatment for rest of lives	91.5%	88.7%	94.3%	94.5%	91.6%	97.4%	0.1890	1868
Leaders encourage HIV treatment (%Strongly agree/agree)	66.1%	59.8%	72.3%	66.8%	61.4%	72.1%	0.8695	1869
Has ever taken ARVs	11.3%	8.1%	14.4%	9.2%	6.5%	11.9%	0.3555	1836
Received support from an ARV treatment buddy or CBV, among those who have ever	41.1%	31.7%	50.6%	45.7%	29.0%	62.3%	0.6804	179
Participated in a PMTCT program	25.6%	20.2%	31.0%	23.6%	17.6%	29.6%	0.5939	1702

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	25.4%	16.5%	34.4%	24.8%	18.1%	31.5%	0.8945	1808
Willing to Care for Someone on ART	90.6%	84.4%	96.8%	97.4%	95.9%	98.9%	0.0048	1746
PLHIV on ART can transmit HIV (%True)	87.5%	81.8%	93.1%	91.5%	88.4%	94.6%	0.1312	1809
PLHIV does not need to use condoms because cannot transmit HIV (%False)	90.9%	85.2%	96.6%	93.8%	91.4%	96.3%	0.2448	1809
ARVs prevent MCT during pregnancy	83.5%	77.8%	89.3%	82.9%	77.8%	88.0%	0.8721	1807
ARVs prevent MCT during childbirth	81.8%	76.9%	86.6%	82.3%	77.1%	87.4%	0.8914	1807
ARVs prevent MCT during childbirth	76.1%	69.7%	82.5%	78.1%	72.9%	83.3%	0.6123	1807
People on ART have to stay on treatment for rest of lives	93.3%	88.6%	98.0%	91.5%	88.3%	94.6%	0.5143	1809
Leaders encourage HIV treatment (%Strongly agree/agree)	70.4%	61.9%	79.0%	63.2%	56.0%	70.4%	0.1461	1809
Has ever taken ARVs	14.4%	8.1%	20.6%	11.4%	7.3%	15.5%	0.3043	1777
Received support from an ARV treatment buddy or CBV, among those who have ever	43.1%	25.7%	60.4%	39.9%	28.9%	50.8%	0.7517	172
Participated in a PMTCT program	20.8%	10.4%	31.2%	30.4%	23.6%	37.2%	0.0988	1649

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	25.4%	16.5%	34.4%	24.4%	21.3%	27.5%	0.8344	1808
Willing to Care for Someone on ART	90.6%	84.4%	96.8%	92.9%	89.7%	96.1%	0.3866	1746
PLHIV on ART can transmit HIV (%True)	87.5%	81.8%	93.1%	86.1%	82.3%	89.9%	0.6123	1809
PLHIV does not need to use condoms because cannot transmit HIV (%False)	90.9%	85.2%	96.6%	93.3%	91.1%	95.5%	0.3710	1809
ARVs prevent MCT during pregnancy	83.5%	77.8%	89.3%	89.5%	86.6%	92.4%	0.0673	1807
ARVs prevent MCT during childbirth	81.8%	76.9%	86.6%	86.8%	83.1%	90.6%	0.1214	1807
ARVs prevent MCT during childbirth	76.1%	69.7%	82.5%	85.2%	81.7%	88.7%	0.0141	1807
People on ART have to stay on treatment for rest of lives	93.3%	88.6%	98.0%	94.5%	92.4%	96.7%	0.6320	1809
Leaders encourage HIV treatment (%Strongly agree/agree)	70.4%	61.9%	79.0%	66.7%	61.3%	72.0%	0.4386	1809
Has ever taken ARVs	14.4%	8.1%	20.6%	9.8%	7.1%	12.5%	0.1971	1777
Received support from an ARV treatment buddy or CBV, among those who have ever	43.1%	25.7%	60.4%	54.2%	42.4%	66.0%	0.3371	172
Participated in a PMTCT program	20.8%	10.4%	31.2%	23.1%	19.2%	27.0%	0.6918	1649

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Cared for someone on ART	24.2%	21.4%	26.9%	23.7%	12.5%	35.0%	0.9424	1836
Willing to Care for Someone on ART	93.8%	91.3%	96.3%	94.8%	90.2%	99.5%	0.6504	1773
PLHIV on ART can transmit HIV (%True)	88.1%	84.7%	91.5%	93.3%	88.8%	97.7%	0.0932	1837
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.0%	90.9%	95.1%	94.6%	90.4%	98.9%	0.5030	1837
ARVs prevent MCT during pregnancy	86.7%	83.7%	89.8%	80.2%	69.9%	90.4%	0.2186	1835
ARVs prevent MCT during childbirth	85.1%	82.3%	87.9%	78.8%	67.9%	89.7%	0.2067	1835
ARVs prevent MCT during childbirth	82.3%	79.5%	85.1%	72.3%	58.8%	85.7%	0.1178	1834
People on ART have to stay on treatment for rest of lives	93.8%	92.1%	95.4%	88.0%	80.5%	95.5%	0.0541	1836
Leaders encourage HIV treatment (%Strongly agree/agree)	65.7%	61.0%	70.4%	68.9%	59.4%	78.4%	0.5194	1837
Has ever taken ARVs	10.5%	8.2%	12.8%	17.9%	5.1%	30.7%	0.2009	1806
Received support from an ARV treatment buddy or CBV, among those who have ever	43.3%	36.2%	50.3%	65.8%	47.9%	83.6%	0.0471	176
Participated in a PMTCT program	24.4%	20.4%	28.5%	34.9%	22.3%	47.6%	0.1048	1670

HIV STIGMA

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	91.6%	88.1%	95.1%	95.7%	93.8%	97.6%	0.0020	1872
Telling people you are HIV+ doesn't help (%Disagree)	61.0%	53.6%	68.4%	65.3%	59.3%	71.4%	0.3376	1872
HIV is punishment for sinning (%Disagree)	79.3%	74.0%	84.6%	83.3%	79.5%	87.2%	0.1801	1871
Only promiscuous people get HIV (%Disagree)	79.6%	73.4%	85.8%	83.7%	78.4%	89.1%	0.1339	1872
Keep secret if family member has HIV (%Strongly agree/agree)	68.6%	61.2%	75.9%	70.9%	65.3%	76.5%	0.5576	1871
People in the community join together to help PLHIV (%Strongly agree/agree)	58.6%	53.1%	64.0%	60.1%	53.5%	66.8%	0.7166	1871

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	91.6%	88.1%	95.1%	95.1%	92.6%	97.6%	0.0890	1872
Telling people you are HIV+ doesn't help (%Disagree)	61.0%	53.6%	68.4%	64.2%	56.5%	71.9%	0.5723	1872
HIV is punishment for sinning (%Disagree)	79.3%	74.0%	84.6%	79.1%	73.8%	84.4%	0.9646	1871
Only promiscuous people get HIV (%Disagree)	79.6%	73.4%	85.8%	83.4%	79.4%	87.4%	0.3518	1872
Keep secret if family member has HIV (%Strongly agree/agree)	68.6%	61.2%	75.9%	67.6%	62.0%	73.1%	0.8372	1871
People in the community join together to help PLHIV (%Strongly agree/agree)	58.6%	53.1%	64.0%	59.6%	52.0%	67.3%	0.8234	1871

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	92.3%	89.1%	95.5%	96.1%	93.9%	98.2%	0.0735	1826
Telling people you are HIV+ doesn't help (%Disagree)	68.9%	64.5%	73.4%	56.4%	50.1%	62.7%	0.0042	1826
HIV is punishment for sinning (%Disagree)	81.3%	78.5%	84.0%	79.3%	72.8%	85.8%	0.5834	1825
Only promiscuous people get HIV (%Disagree)	79.8%	76.0%	83.6%	85.6%	81.1%	90.1%	0.0125	1826
Keep secret if family member has HIV (%Strongly agree/agree)	63.3%	57.8%	68.7%	76.2%	70.8%	81.6%	0.0006	1825
People in the community join together to help PLHIV (%Strongly agree/agree)	62.3%	57.4%	67.3%	55.8%	48.5%	63.0%	0.1031	1825

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	93.9%	91.4%	96.5%	93.5%	89.5%	97.6%	0.8664	1870
Telling people you are HIV+ doesn't help (%Disagree)	68.8%	63.3%	74.4%	45.3%	34.3%	56.4%	0.0003	1870
HIV is punishment for sinning (%Disagree)	80.5%	76.3%	84.7%	85.9%	80.7%	91.0%	0.1402	1869
Only promiscuous people get HIV (%Disagree)	83.7%	80.4%	87.0%	83.1%	77.6%	88.6%	0.8308	1870
Keep secret if family member has HIV (%Strongly agree/agree)	67.1%	61.2%	73.0%	69.0%	60.1%	77.9%	0.6927	1869
People in the community join together to help PLHIV (%Strongly agree/agree)	59.9%	54.0%	65.7%	53.1%	42.9%	63.3%	0.1930	1869

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	93.9%	91.4%	96.5%	95.1%	92.9%	97.3%	0.4330	1870
Telling people you are HIV+ doesn't help (%Disagree)	68.8%	63.3%	74.4%	65.9%	59.1%	72.7%	0.4868	1870
HIV is punishment for sinning (%Disagree)	80.5%	76.3%	84.7%	78.0%	72.9%	83.1%	0.4389	1869
Only promiscuous people get HIV (%Disagree)	83.7%	80.4%	87.0%	79.0%	72.5%	85.5%	0.1445	1870
Keep secret if family member has HIV (%Strongly agree/agree)	67.1%	61.2%	73.0%	71.9%	65.7%	78.2%	0.3030	1869
People in the community join together to help PLHIV (%Strongly agree/agree)	59.9%	54.0%	65.7%	62.4%	57.4%	67.4%	0.4432	1869

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	88.5%	81.1%	95.9%	93.6%	91.0%	96.3%	0.0966	1810
Telling people you are HIV+ doesn't help (%Disagree)	62.3%	51.4%	73.1%	71.4%	64.4%	78.4%	0.1111	1810
HIV is punishment for sinning (%Disagree)	76.3%	68.9%	83.7%	81.4%	76.2%	86.7%	0.2229	1809
Only promiscuous people get HIV (%Disagree)	77.4%	70.3%	84.4%	82.6%	76.4%	88.9%	0.2571	1810
Keep secret if family member has HIV (%Strongly agree/agree)	60.2%	47.4%	73.1%	70.2%	63.0%	77.3%	0.0882	1809
People in the community join together to help PLHIV (%Strongly agree/agree)	60.5%	51.9%	69.1%	59.2%	53.0%	65.5%	0.8060	1809

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	88.5%	81.1%	95.9%	95.6%	93.6%	97.7%	0.0211	1810
Telling people you are HIV+ doesn't help (%Disagree)	62.3%	51.4%	73.1%	59.6%	55.4%	63.9%	0.6734	1810
HIV is punishment for sinning (%Disagree)	76.3%	68.9%	83.7%	81.2%	76.6%	85.7%	0.2750	1809
Only promiscuous people get HIV (%Disagree)	77.4%	70.3%	84.4%	83.1%	79.1%	87.0%	0.1143	1810
Keep secret if family member has HIV (%Strongly agree/agree)	60.2%	47.4%	73.1%	70.7%	65.3%	76.1%	0.1452	1809
People in the community join together to help PLHIV (%Strongly agree/agree)	60.5%	51.9%	69.1%	59.3%	53.6%	65.1%	0.8292	1809

SaFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
When learn that you are HIV+, life is over (%Disagree)	93.9%	91.8%	95.9%	97.3%	95.3%	99.4%	0.0443	1838
Telling people you are HIV+ doesn't help (%Disagree)	65.1%	61.6%	68.7%	50.1%	36.5%	63.6%	0.0225	1838
HIV is punishment for sinning (%Disagree)	81.0%	77.9%	84.2%	77.2%	69.2%	85.3%	0.4053	1837
Only promiscuous people get HIV (%Disagree)	82.0%	78.2%	85.8%	86.3%	77.4%	95.2%	0.4573	1838
Keep secret if family member has HIV (%Strongly agree/agree)	70.3%	66.5%	74.1%	53.9%	31.7%	76.2%	0.1367	1837
People in the community join together to help PLHIV (%Strongly agree/agree)	59.1%	54.5%	63.7%	63.1%	52.2%	74.0%	0.4502	1837

GENDER-BASED VIOLENCE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.0%	2.0%	6.0%	3.9%	2.3%	5.5%	0.9244	1859
Physical GBV in the last 12 months	6.7%	3.6%	9.8%	9.7%	6.6%	12.7%	0.2492	1869
Reported physical violence	62.8%	45.4%	80.2%	57.9%	48.7%	67.1%	0.6334	154
Leaders speak out against GBV (%Strongly agree/agree)	57.4%	50.6%	64.2%	60.3%	52.7%	67.8%	0.5333	1869

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.0%	2.0%	6.0%	5.2%	2.8%	7.6%	0.4455	1859
Physical GBV in the last 12 months	6.7%	3.6%	9.8%	7.3%	4.9%	9.8%	0.7758	1869
Reported physical violence	62.8%	45.4%	80.2%	76.6%	67.3%	86.0%	0.2109	154
Leaders speak out against GBV (%Strongly agree/agree)	57.4%	50.6%	64.2%	67.5%	60.2%	74.7%	0.0705	1869

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.0%	2.4%	5.6%	5.1%	2.6%	7.7%	0.4823	1813
Physical GBV in the last 12 months	7.9%	5.5%	10.3%	8.2%	5.2%	11.2%	0.8891	1823
Reported physical violence	69.7%	62.8%	76.7%	55.7%	43.3%	68.0%	0.0717	151
Leaders speak out against GBV (%Strongly agree/agree)	65.4%	59.5%	71.4%	58.5%	50.3%	66.7%	0.1764	1823

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.7%	3.1%	6.4%	4.0%	1.6%	6.4%	0.5876	1857
Physical GBV in the last 12 months	9.5%	6.9%	12.0%	7.9%	4.1%	11.7%	0.5274	1867
Reported physical violence	60.7%	49.4%	71.9%	73.5%	61.0%	86.1%	0.2171	153
Leaders speak out against GBV (%Strongly agree/agree)	62.9%	56.0%	69.8%	51.8%	43.7%	59.9%	0.0068	1867

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.7%	3.1%	6.4%	3.7%	2.1%	5.3%	0.3473	1857
Physical GBV in the last 12 months	9.5%	6.9%	12.0%	5.8%	3.9%	7.6%	0.0232	1867
Reported physical violence	60.7%	49.4%	71.9%	69.4%	56.2%	82.7%	0.3980	153
Leaders speak out against GBV (%Strongly agree/agree)	62.9%	56.0%	69.8%	65.8%	59.6%	71.9%	0.5248	1867

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	3.3%	0.7%	5.8%	5.1%	2.8%	7.3%	0.3578	1797
Physical GBV in the last 12 months	7.6%	1.8%	13.4%	8.5%	5.8%	11.3%	0.7886	1807
Reported physical violence	70.9%	47.5%	94.3%	65.2%	53.3%	77.1%	0.6779	149
Leaders speak out against GBV (%Strongly agree/agree)	65.5%	56.0%	75.1%	60.3%	53.2%	67.4%	0.2912	1807

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	3.3%	0.7%	5.8%	4.1%	2.6%	5.6%	0.5807	1797
Physical GBV in the last 12 months	7.6%	1.8%	13.4%	7.8%	5.8%	9.8%	0.9552	1807
Reported physical violence	70.9%	47.5%	94.3%	63.9%	53.9%	74.0%	0.6096	149
Leaders speak out against GBV (%Strongly agree/agree)	65.5%	56.0%	75.1%	62.5%	57.4%	67.5%	0.5543	1807

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-value	N
Forced sex in the last 12 months	4.1%	2.8%	5.3%	7.6%	2.5%	12.8%	0.0875	1825
Physical GBV in the last 12 months	8.3%	6.7%	9.9%	4.9%	1.5%	8.3%	0.1175	1835
Reported physical violence	63.6%	57.8%	69.4%	86.2%	69.6%	102.7%	0.0714	151
Leaders speak out against GBV (%Strongly agree/agree)	62.1%	57.2%	67.0%	56.4%	41.2%	71.6%	0.4623	1835