

APPENDIX G: PROBIT RESULTS FOR VULNERABLE POPULATIONS

YOUNG WOMEN 15-24

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	13.61%	6.37%	20.85%	8.38%	4.23%	12.53%	0.1993	467
More than one partner within 3 months period (past 12 months)	8.91%	4.35%	13.47%	3.30%	0.94%	5.65%	0.0160	367
Reports currently (3mths) having more than one partner, among sexually experienced	18.22%	15.23%	21.21%	3.26%	-0.42%	6.94%	0.0074	171
Agrees that husband/cohabitating partner has another sex partner who is not a wife	32.43%	17.46%	47.40%	28.51%	17.76%	39.26%	0.6883	134
10+ year age difference between respondent and last sexual partner	7.22%	1.60%	12.85%	6.80%	2.43%	11.17%	0.9092	391
Thinks that last partner had other sexual partners	54.41%	42.68%	66.13%	51.39%	39.26%	63.53%	0.7647	415
Received gifts or money in exchange for sex with last partner b20	37.71%	23.82%	51.60%	39.19%	23.46%	54.91%	0.8818	419
Received gifts or money in exchange for sex with last partner, if casual	39.96%	24.71%	55.22%	44.38%	27.12%	61.64%	0.7117	285
Gave gifts or money in exchange for sex with last partner	22.22%	13.78%	30.67%	19.17%	10.19%	28.15%	0.5561	417
Gave gifts or money in exchange for sex with last partner, if casual	24.66%	15.48%	33.84%	21.06%	11.15%	30.98%	0.5428	271
Multiple sexual partners increase HIV risk (%True)	91.75%	88.41%	95.09%	92.56%	88.49%	96.64%	0.7422	728
Most married men faithful to wives (%Agree)	9.83%	5.61%	14.05%	5.28%	2.77%	7.80%	0.0134	728
Can resist temptation of sex with person besides main partner (%Agree)	80.75%	75.17%	86.33%	89.53%	82.48%	96.57%	0.0524	728
Need someone to fill gap (%Disagree)	65.84%	56.48%	75.20%	78.53%	71.65%	85.41%	0.0357	727
Men with many women are real men (%Disagree)	95.09%	92.93%	97.24%	98.17%	96.60%	99.75%	0.0239	728
Men have right to get sex for gifts (%Disagree)	88.07%	81.76%	94.37%	90.34%	85.61%	95.07%	0.6030	727
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	57.00%	47.03%	66.97%	58.53%	48.60%	68.46%	0.7655	727
Leaders discourage multiple partners (%Very often/sometimes)	28.74%	21.31%	36.17%	37.09%	26.54%	47.65%	0.1118	727
Leaders discourage men from having younger partners (%Very often/sometimes)	29.92%	22.04%	37.80%	41.43%	29.57%	53.29%	0.0483	726
Polygyny is practiced in community (%Very often/sometimes)	29.50%	20.15%	38.85%	27.26%	17.79%	36.74%	0.6921	725
Agrees that wife inheritance is practiced in the community	13.09%	5.64%	20.53%	19.15%	11.49%	26.82%	0.2453	697
Number of lifetime partners	1.4783	1.1319	1.8247	1.3535	1.1371	1.57	0.511	715
Age at first sex	17.9722	17.2624	18.682	17.8128	17.5113	18.1143	0.6785	460

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	13.61%	6.37%	20.85%	7.23%	1.93%	12.53%	0.1569	467
More than one partner within 3 months period (past 12 months)	8.91%	4.35%	13.47%	6.58%	2.99%	10.17%	0.4201	367
Reports currently (3mths) having more than one partner, among sexually experienced	18.22%	15.23%	21.21%	0.22%	-0.09%	0.53%	0.0158	171
Agrees that husband/cohabitating partner has another sex partner who is not a wife	32.43%	17.46%	47.40%	27.66%	19.67%	35.65%	0.6096	134
10+ year age difference between respondent and last sexual partner	7.22%	1.60%	12.85%	15.99%	8.89%	23.08%	0.0876	391
Thinks that last partner had other sexual partners	54.41%	42.68%	66.13%	56.44%	46.35%	66.52%	0.8108	415
Received gifts or money in exchange for sex with last partner b20	37.71%	23.82%	51.60%	43.71%	34.95%	52.46%	0.5238	419
Received gifts or money in exchange for sex with last partner, if casual	39.96%	24.71%	55.22%	47.79%	36.36%	59.23%	0.4567	285
Gave gifts or money in exchange for sex with last partner	22.22%	13.78%	30.67%	15.89%	7.84%	23.95%	0.2930	417
Gave gifts or money in exchange for sex with last partner, if casual	24.66%	15.48%	33.84%	17.03%	8.43%	25.64%	0.2404	271
Multiple sexual partners increase HIV risk (%True)	91.75%	88.41%	95.09%	87.94%	80.71%	95.17%	0.2965	728
Most married men faithful to wives (%Agree)	9.83%	5.61%	14.05%	13.84%	8.53%	19.16%	0.2019	728
Can resist temptation of sex with person besides main partner (%Agree)	80.75%	75.17%	86.33%	81.22%	74.93%	87.51%	0.9097	728
Need someone to fill gap (%Disagree)	65.84%	56.48%	75.20%	60.53%	49.12%	71.93%	0.4996	727
Men with many women are real men (%Disagree)	95.09%	92.93%	97.24%	96.16%	93.24%	99.09%	0.5568	728
Men have right to get sex for gifts (%Disagree)	88.07%	81.76%	94.37%	90.79%	86.70%	94.88%	0.4504	727
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	57.00%	47.03%	66.97%	65.99%	57.94%	74.04%	0.1045	727
Leaders discourage multiple partners (%Very often/sometimes)	28.74%	21.31%	36.17%	35.05%	26.77%	43.33%	0.3114	727
Leaders discourage men from having younger partners (%Very often/sometimes)	29.92%	22.04%	37.80%	41.62%	32.37%	50.87%	0.0468	726
Polygyny is practiced in community (%Very often/sometimes)	29.50%	20.15%	38.85%	38.38%	28.47%	48.29%	0.1785	725
Agrees that wife inheritance is practiced in the community	13.09%	5.64%	20.53%	11.34%	5.55%	17.14%	0.7470	697
Number of lifetime partners	1.4783	1.1319	1.8247	1.2089	0.8572	1.5605	0.2521	715
Age at first sex	17.9722	17.2624	18.682	17.6271	17.1412	18.113	0.3932	460

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	9.56%	5.52%	13.61%	9.48%	3.85%	15.12%	0.9813	461
More than one partner within 3 months period (past 12 months)	6.74%	3.67%	9.82%	5.16%	2.06%	8.25%	0.4850	364
Reports currently (3mths) having more than one partner, among sexually experienced	4.27%	3.18%	5.35%	5.35%	1.56%	9.13%	0.5945	169
Agrees that husband/cohabitating partner has another sex partner who is not a wife	26.43%	20.66%	32.20%	34.27%	25.16%	43.38%	0.1820	132
10+ year age difference between respondent and last sexual partner	15.47%	8.52%	22.42%	5.06%	1.43%	8.68%	0.0186	387
Thinks that last partner had other sexual partners	53.70%	46.62%	60.79%	54.63%	45.91%	63.35%	0.8818	411
Received gifts or money in exchange for sex with last partner b20	44.55%	36.55%	52.55%	34.91%	23.87%	45.96%	0.1022	415
Received gifts or money in exchange for sex with last partner, if casual	45.17%	34.97%	55.36%	42.96%	29.79%	56.12%	0.7816	283
Gave gifts or money in exchange for sex with last partner	22.36%	13.47%	31.26%	15.72%	9.52%	21.92%	0.1280	413
Gave gifts or money in exchange for sex with last partner, if casual	22.48%	12.13%	32.83%	19.28%	11.83%	26.72%	0.5962	269
Multiple sexual partners increase HIV risk (%True)	93.01%	90.62%	95.39%	88.16%	81.56%	94.76%	0.1236	713
Most married men faithful to wives (%Agree)	11.27%	6.56%	15.98%	7.09%	3.54%	10.63%	0.1924	713
Can resist temptation of sex with person besides main partner (%Agree)	84.63%	78.56%	90.71%	84.08%	78.58%	89.58%	0.8736	713
Need someone to fill gap (%Disagree)	65.40%	57.68%	73.12%	72.66%	66.03%	79.29%	0.1501	713
Men with many women are real men (%Disagree)	94.66%	92.04%	97.29%	98.57%	97.41%	99.74%	0.0064	713
Men have right to get sex for gifts (%Disagree)	85.11%	80.57%	89.66%	94.21%	91.74%	96.68%	0.0003	712
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	65.52%	56.47%	74.56%	55.68%	46.58%	64.79%	0.1141	712
Leaders discourage multiple partners (%Very often/sometimes)	31.93%	24.54%	39.31%	36.99%	27.59%	46.39%	0.4332	712
Leaders discourage men from having younger partners (%Very often/sometimes)	39.01%	30.89%	47.12%	38.06%	27.67%	48.44%	0.8819	711
Polygyny is practiced in community (%Very often/sometimes)	33.95%	26.90%	41.01%	29.62%	19.75%	39.48%	0.3980	710
Agrees that wife inheritance is practiced in the community	11.93%	7.39%	16.47%	18.13%	9.71%	26.54%	0.2157	682
Number of lifetime partners	1.4934	1.163	1.8238	1.1868	0.8964	1.4772	0.2006	700
Age at first sex	17.9001	17.5079	18.2923	17.6539	17.3447	17.9631	0.2648	454

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	8.08%	3.69%	12.47%	9.84%	3.66%	16.02%	0.6156	467
More than one partner within 3 months period (past 12 months) Reports currently (3mths) having more than one partner, among sexually experienced	4.71%	2.38%	7.04%	9.52%	4.17%	14.87%	0.0350	367
Agrees that husband/cohabitating partner has another sex partner who is not a wife	5.14%	4.04%	6.25%	8.77%	1.53%	16.02%	0.2676	171
10+ year age difference between respondent and last sexual partner	36.73%	27.40%	46.07%	25.31%	14.26%	36.37%	0.1592	134
Thinks that last partner had other sexual partners	7.73%	3.30%	12.15%	13.32%	5.85%	20.78%	0.1196	391
Received gifts or money in exchange for sex with last partner b20	53.48%	44.71%	62.25%	49.74%	35.56%	63.92%	0.6189	415
Received gifts or money in exchange for sex with last partner, if casual	34.82%	23.26%	46.38%	53.77%	38.93%	68.60%	0.0523	419
Gave gifts or money in exchange for sex with last partner	37.64%	22.82%	52.46%	56.35%	39.19%	73.50%	0.0742	285
Gave gifts or money in exchange for sex with last partner, if casual	17.08%	10.08%	24.08%	17.15%	9.46%	24.84%	0.9890	417
Multiple sexual partners increase HIV risk (%True)	18.00%	10.62%	25.38%	17.70%	9.34%	26.05%	0.9541	271
Most married men faithful to wives (%Agree)	90.19%	86.23%	94.15%	90.35%	83.86%	96.84%	0.9654	727
Can resist temptation of sex with person besides main partner (%Agree)	10.47%	6.23%	14.70%	12.33%	5.63%	19.04%	0.5629	727
Need someone to fill gap (%Disagree)	82.86%	76.45%	89.27%	84.02%	73.53%	94.51%	0.8419	727
Men with many women are real men (%Disagree)	71.94%	65.05%	78.83%	63.91%	50.69%	77.13%	0.2139	726
Men have right to get sex for gifts (%Disagree)	97.28%	95.71%	98.84%	91.90%	86.97%	96.84%	0.0184	727
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	88.55%	84.52%	92.58%	89.44%	84.13%	94.76%	0.7602	726
Leaders discourage multiple partners (%Very often/sometimes)	56.29%	45.99%	66.59%	66.96%	55.85%	78.07%	0.1043	726
Leaders discourage men from having younger partners (%Very often/sometimes)	31.43%	23.79%	39.06%	27.25%	17.80%	36.69%	0.5197	726
Polygyny is practiced in community (%Very often/sometimes)	35.68%	26.22%	45.13%	34.37%	20.94%	47.80%	0.8689	725
Agrees that wife inheritance is practiced in the community	31.01%	21.76%	40.27%	31.19%	19.67%	42.71%	0.9797	724
Number of lifetime partners	11.52%	7.29%	15.75%	14.95%	6.57%	23.32%	0.4466	696
Age at first sex	1.5758	1.2163	1.9353	1.3729	1.007	1.7389	0.3527	714
	17.5208	17.2209	17.8208	17.8154	17.3123	18.3185	0.3006	460

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	8.08%	3.69%	12.47%	11.60%	6.32%	16.88%	0.2749	467
More than one partner within 3 months period (past 12 months)	4.71%	2.38%	7.04%	6.56%	2.56%	10.57%	0.3758	367
Reports currently (3mths) having more than one partner, among sexually experienced	5.14%	4.04%	6.25%	1.25%	-0.14%	2.63%	0.0043	171
Agrees that husband/cohabitating partner has another sex partner who is not a wife	36.73%	27.40%	46.07%	21.54%	14.69%	28.39%	0.0320	134
10+ year age difference between respondent and last sexual partner	7.73%	3.30%	12.15%	12.62%	6.14%	19.11%	0.2099	391
Thinks that last partner had other sexual partners	53.48%	44.71%	62.25%	57.00%	47.39%	66.62%	0.6465	415
Received gifts or money in exchange for sex with last partner b20	34.82%	23.26%	46.38%	37.87%	25.30%	50.45%	0.7190	419
Received gifts or money in exchange for sex with last partner, if casual	37.64%	22.82%	52.46%	42.26%	28.76%	55.75%	0.6753	285
Gave gifts or money in exchange for sex with last partner	17.08%	10.08%	24.08%	22.25%	12.24%	32.26%	0.3028	417
Gave gifts or money in exchange for sex with last partner, if casual	18.00%	10.62%	25.38%	26.19%	14.25%	38.13%	0.2449	271
Multiple sexual partners increase HIV risk (%True)	90.19%	86.23%	94.15%	91.97%	88.25%	95.69%	0.3054	727
Most married men faithful to wives (%Agree)	10.47%	6.23%	14.70%	6.88%	3.16%	10.60%	0.1951	727
Can resist temptation of sex with person besides main partner (%Agree)	82.86%	76.45%	89.27%	85.50%	80.00%	91.00%	0.5171	727
Need someone to fill gap (%Disagree)	71.94%	65.05%	78.83%	68.54%	61.11%	75.97%	0.5216	726
Men with many women are real men (%Disagree)	97.28%	95.71%	98.84%	97.60%	95.91%	99.30%	0.7855	727
Men have right to get sex for gifts (%Disagree)	88.55%	84.52%	92.58%	90.92%	86.87%	94.98%	0.4033	726
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	56.29%	45.99%	66.59%	61.92%	55.00%	68.84%	0.2621	726
Leaders discourage multiple partners (%Very often/sometimes)	31.43%	23.79%	39.06%	39.72%	31.88%	47.55%	0.0873	726
Leaders discourage men from having younger partners (%Very often/sometimes)	35.68%	26.22%	45.13%	42.55%	34.31%	50.79%	0.1822	725
Polygyny is practiced in community (%Very often/sometimes)	31.01%	21.76%	40.27%	32.92%	23.43%	42.42%	0.7052	724
Agrees that wife inheritance is practiced in the community	11.52%	7.29%	15.75%	17.09%	10.17%	24.00%	0.0794	696
Number of lifetime partners	1.5758	1.2163	1.9353	1.1093	0.8984	1.3202	0.0245	714
Age at first sex	17.5208	17.2209	17.8208	18.0642	17.5261	18.6023	0.1022	460

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	13.82%	4.32%	23.31%	8.09%	3.05%	13.13%	0.2052	459
More than one partner within 3 months period (past 12 months)	7.96%	1.88%	14.04%	5.86%	2.77%	8.96%	0.4606	362
Agrees that husband/cohabitating partner has another sex partner who is not a wife	70.27%	45.47%	95.06%	17.53%	7.63%	27.43%	0.0023	132
10+ year age difference between respondent and last sexual partner	11.74%	1.19%	22.29%	4.67%	0.83%	8.51%	0.1500	386
Thinks that last partner had other sexual partners	53.03%	33.67%	72.39%	59.54%	47.95%	71.13%	0.5759	410
Received gifts or money in exchange for sex with last partner b20	38.39%	16.60%	60.17%	49.14%	36.61%	61.67%	0.3544	414
Received gifts or money in exchange for sex with last partner, if casual	37.12%	11.12%	63.13%	49.03%	33.27%	64.79%	0.3932	282
Gave gifts or money in exchange for sex with last partner	22.16%	7.69%	36.63%	27.69%	17.09%	38.28%	0.4207	412
Gave gifts or money in exchange for sex with last partner, if casual	22.09%	6.30%	37.88%	29.74%	18.03%	41.45%	0.3623	268
Multiple sexual partners increase HIV risk (%True)	86.48%	79.16%	93.81%	96.03%	92.66%	99.39%	0.0290	709
Most married men faithful to wives (%Agree)	9.80%	3.55%	16.05%	10.12%	4.55%	15.70%	0.9335	709
Can resist temptation of sex with person besides main partner (%Agree)	76.60%	65.56%	87.65%	87.29%	79.95%	94.62%	0.0813	709
Need someone to fill gap (%Disagree)	63.87%	50.39%	77.35%	72.54%	64.68%	80.41%	0.2794	709
Men with many women are real men (%Disagree)	92.92%	87.76%	98.07%	96.83%	95.05%	98.60%	0.0947	709
Men have right to get sex for gifts (%Disagree)	80.70%	69.55%	91.86%	91.74%	87.34%	96.14%	0.0700	708
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	55.83%	39.18%	72.48%	61.13%	48.39%	73.87%	0.4958	708
Leaders discourage multiple partners (%Very often/sometimes)	30.61%	17.92%	43.30%	28.48%	21.13%	35.83%	0.7219	708
Leaders discourage men from having younger partners (%Very often/sometimes)	36.11%	22.29%	49.93%	30.40%	20.26%	40.54%	0.4195	707
Polygyny is practiced in community (%Very often/sometimes)	18.89%	8.49%	29.30%	37.94%	26.21%	49.66%	0.0089	706
Agrees that wife inheritance is practiced in the community	3.54%	-0.71%	7.79%	15.68%	8.79%	22.57%	0.0159	678
Number of lifetime partners	1.8037	1.02	2.5873	1.367	1.0898	1.6443	0.3534	697
Age at first sex	16.9027	16.042	17.7634	17.7322	17.2472	18.2171	0.1068	453

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	13.82%	4.32%	23.31%	9.38%	5.21%	13.55%	0.2854	459
More than one partner within 3 months period (past 12 months)	7.96%	1.88%	14.04%	5.77%	3.10%	8.43%	0.4619	362
Agrees that husband/cohabitating partner has another sex partner who is not a wife	70.27%	45.47%	95.06%	30.12%	24.14%	36.10%	0.0054	132
10+ year age difference between respondent and last sexual partner	11.74%	1.19%	22.29%	14.35%	8.20%	20.50%	0.6927	386
Thinks that last partner had other sexual partners	53.03%	33.67%	72.39%	51.82%	44.40%	59.24%	0.9168	410
Received gifts or money in exchange for sex with last partner b20	38.39%	16.60%	60.17%	36.98%	27.60%	46.37%	0.9117	414
Received gifts or money in exchange for sex with last partner, if casual	37.12%	11.12%	63.13%	43.49%	33.18%	53.79%	0.6810	282
Gave gifts or money in exchange for sex with last partner	22.16%	7.69%	36.63%	14.91%	9.03%	20.79%	0.2796	412
Gave gifts or money in exchange for sex with last partner, if casual	22.09%	6.30%	37.88%	17.17%	10.16%	24.18%	0.5508	268
Multiple sexual partners increase HIV risk (%True)	86.48%	79.16%	93.81%	89.95%	85.30%	94.60%	0.4106	709
Most married men faithful to wives (%Agree)	9.80%	3.55%	16.05%	9.01%	5.35%	12.66%	0.8168	709
Can resist temptation of sex with person besides main partner (%Agree)	76.60%	65.56%	87.65%	84.42%	79.13%	89.71%	0.1478	709
Need someone to fill gap (%Disagree)	63.87%	50.39%	77.35%	68.21%	61.20%	75.22%	0.5401	709
Men with many women are real men (%Disagree)	92.92%	87.76%	98.07%	97.14%	95.24%	99.04%	0.0959	709
Men have right to get sex for gifts (%Disagree)	80.70%	69.55%	91.86%	90.69%	87.37%	94.01%	0.0611	708
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	55.83%	39.18%	72.48%	61.14%	54.30%	67.98%	0.5460	708
Leaders discourage multiple partners (%Very often/sometimes)	30.61%	17.92%	43.30%	37.37%	30.02%	44.72%	0.3648	708
Leaders discourage men from having younger partners (%Very often/sometimes)	36.11%	22.29%	49.93%	42.51%	34.89%	50.12%	0.4042	707
Polygyny is practiced in community (%Very often/sometimes)	18.89%	8.49%	29.30%	31.24%	23.84%	38.64%	0.0725	706
Agrees that wife inheritance is practiced in the community	3.54%	-0.71%	7.79%	16.11%	10.51%	21.72%	0.0114	678
Number of lifetime partners	1.8037	1.02	2.5873	1.2705	1.0105	1.5306	0.1731	697
Age at first sex	16.9027	16.042	17.7634	17.9467	17.6287	18.2646	0.0275	453

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	8.13%	4.80%	11.45%	26.35%	14.26%	38.44%	0.0001	456
More than one partner within 3 months period (past 12 months)	5.55%	3.34%	7.77%	15.90%	6.92%	24.89%	0.0065	359
Agrees that husband/cohabitating partner has another sex partner who is not a wife	30.03%	25.61%	34.46%	8.27%	-11.83%	28.36%	0.1470	130
10+ year age difference between respondent and last sexual partner	9.93%	6.25%	13.61%	34.79%	19.34%	50.24%	0.0003	382
Thinks that last partner had other sexual partners	51.43%	46.31%	56.54%	84.39%	69.42%	99.36%	0.0044	406
Received gifts or money in exchange for sex with last partner b20	39.49%	31.13%	47.84%	47.23%	30.00%	64.45%	0.4148	410
Received gifts or money in exchange for sex with last partner, if casual	43.22%	33.99%	52.45%	52.19%	34.82%	69.55%	0.3642	279
Gave gifts or money in exchange for sex with last partner	17.45%	11.14%	23.76%	28.27%	13.27%	43.26%	0.1285	408
Gave gifts or money in exchange for sex with last partner, if casual	18.80%	12.21%	25.40%	39.87%	23.33%	56.42%	0.0081	266
Multiple sexual partners increase HIV risk (%True)	91.16%	87.27%	95.04%	99.02%	97.52%	100.52%	0.0081	711
Most married men faithful to wives (%Agree)	9.51%	6.52%	12.50%	11.77%	0.89%	22.64%	0.6605	711
Can resist temptation of sex with person besides main partner (%Agree)	84.79%	80.44%	89.14%	87.38%	77.54%	97.23%	0.6646	711
Need someone to fill gap (%Disagree)	70.29%	65.15%	75.44%	60.22%	42.43%	78.01%	0.2553	710
Men have right to get sex for gifts (%Disagree)	89.37%	86.39%	92.34%	93.13%	85.41%	100.84%	0.4357	710
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	62.02%	54.77%	69.28%	43.34%	19.72%	66.97%	0.1478	710
Leaders discourage multiple partners (%Very often/sometimes)	34.30%	28.17%	40.44%	21.52%	5.78%	37.25%	0.1981	710
Leaders discourage men from having younger partners (%Very often/sometimes)	36.94%	29.62%	44.26%	46.59%	27.39%	65.80%	0.3704	709
Polygyny is practiced in community (%Very often/sometimes)	30.70%	22.94%	38.47%	46.55%	31.21%	61.90%	0.0981	709
Agrees that wife inheritance is practiced in the community	13.67%	8.95%	18.39%	25.06%	11.24%	38.88%	0.1043	683
Number of lifetime partners	1.3444	1.1313	1.5575	1.4401	0.9485	1.9317	0.7083	698
Age at first sex	17.734	17.4427	18.0252	18.3864	17.6445	19.1283	0.0868	449

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)	47.04%	37.18%	56.91%	42.91%	33.42%	52.39%	0.5627	699
Likely to be infected now (%Agree)	24.87%	16.31%	33.43%	25.49%	16.41%	34.57%	0.9220	670
If one spouse positive, the other too (%False)	73.65%	65.14%	82.16%	83.04%	76.55%	89.52%	0.0357	728
STIs decrease HIV infection (%False)	86.09%	80.88%	91.30%	92.53%	88.76%	96.30%	0.0421	728
TB can't be cured if HIV+ (%False)	51.19%	43.39%	58.98%	54.69%	47.41%	61.96%	0.5196	728
Risk of contracting HIV decreases for a circumcised man	79.83%	72.53%	87.13%	91.68%	87.87%	95.49%	0.0038	728
Knows where to get information about HIV/AIDS	89.01%	83.44%	94.58%	95.14%	92.18%	98.09%	0.0508	728

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	47.04%	37.18%	56.91%	49.68%	40.85%	58.50%	0.7047	699
Likely to be infected now (%Agree)	24.87%	16.31%	33.43%	24.34%	15.96%	32.72%	0.9276	670
If one spouse positive, the other too (%False)	73.65%	65.14%	82.16%	78.23%	71.16%	85.29%	0.3667	728
STIs decrease HIV infection (%False)	86.09%	80.88%	91.30%	87.46%	81.87%	93.04%	0.6952	728
TB can't be cured if HIV+ (%False)	51.19%	43.39%	58.98%	53.82%	43.46%	64.17%	0.7185	728
Risk of contracting HIV decreases for a circumcised man	79.83%	72.53%	87.13%	89.43%	84.32%	94.54%	0.0060	728
Knows where to get information about HIV/AIDS	89.01%	83.44%	94.58%	87.31%	81.68%	92.94%	0.6691	728

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	48.37%	41.31%	55.44%	44.59%	35.42%	53.76%	0.5623	684
Likely to be infected now (%Agree)	25.94%	18.79%	33.09%	24.06%	14.92%	33.20%	0.7729	656
If one spouse positive, the other too (%False)	79.08%	73.29%	84.87%	78.30%	68.30%	88.29%	0.8989	713
STIs decrease HIV infection (%False)	90.86%	87.33%	94.39%	86.07%	78.57%	93.57%	0.2805	713
TB can't be cured if HIV+ (%False)	51.09%	44.84%	57.35%	55.59%	46.89%	64.28%	0.4568	713
Risk of contracting HIV decreases for a circumcised man	85.51%	79.89%	91.12%	89.18%	84.49%	93.87%	0.3007	713
Knows where to get information about HIV/AIDS	88.15%	83.27%	93.04%	94.58%	90.80%	98.35%	0.0609	713

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	39.97%	31.44%	48.50%	56.00%	42.36%	69.64%	0.0935	698
Likely to be infected now (%Agree)	18.83%	12.85%	24.82%	22.42%	13.54%	31.29%	0.5602	669
If one spouse positive, the other too (%False)	81.80%	76.02%	87.58%	79.60%	70.01%	89.19%	0.6743	727
STIs decrease HIV infection (%False)	89.82%	85.80%	93.83%	79.46%	69.95%	88.98%	0.0312	727
TB can't be cured if HIV+ (%False)	55.01%	46.18%	63.84%	64.26%	53.04%	75.48%	0.1920	727
Risk of contracting HIV decreases for a circumcised man	86.25%	81.12%	91.38%	89.85%	82.72%	96.99%	0.4104	727
Knows where to get information about HIV/AIDS	89.59%	85.28%	93.91%	93.86%	89.39%	98.34%	0.1877	727

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	39.97%	31.44%	48.50%	47.83%	39.25%	56.41%	0.1970	698
Likely to be infected now (%Agree)	18.83%	12.85%	24.82%	31.59%	21.31%	41.86%	0.0110	669
If one spouse positive, the other too (%False)	81.80%	76.02%	87.58%	75.26%	67.04%	83.47%	0.1766	727
STIs decrease HIV infection (%False)	89.82%	85.80%	93.83%	93.35%	90.57%	96.13%	0.1031	727
TB can't be cured if HIV+ (%False)	55.01%	46.18%	63.84%	46.51%	38.09%	54.94%	0.2331	727
Risk of contracting HIV decreases for a circumcised man	86.25%	81.12%	91.38%	87.38%	82.50%	92.26%	0.7496	727
Knows where to get information about HIV/AIDS	89.59%	85.28%	93.91%	89.90%	85.42%	94.39%	0.9156	727

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	41.62%	24.55%	58.69%	45.28%	36.10%	54.45%	0.7365	680
Likely to be infected now (%Agree)	16.43%	5.57%	27.29%	26.88%	18.22%	35.53%	0.1595	653
If one spouse positive, the other too (%False)	74.11%	64.23%	84.00%	75.20%	65.28%	85.11%	0.8727	709
STIs decrease HIV infection (%False)	76.37%	65.56%	87.18%	92.99%	89.52%	96.45%	0.0000	709
TB can't be cured if HIV+ (%False)	43.31%	30.98%	55.65%	54.76%	45.51%	64.00%	0.1824	709
Risk of contracting HIV decreases for a circumcised man	81.21%	69.88%	92.54%	81.35%	75.04%	87.66%	0.9833	709
Knows where to get information about HIV/AIDS	81.85%	69.84%	93.86%	95.05%	91.89%	98.21%	0.0075	709

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	41.62%	24.55%	58.69%	48.07%	41.65%	54.49%	0.4991	680
Likely to be infected now (%Agree)	16.43%	5.57%	27.29%	25.43%	18.68%	32.18%	0.2086	653
If one spouse positive, the other too (%False)	74.11%	64.23%	84.00%	80.92%	75.03%	86.81%	0.2545	709
STIs decrease HIV infection (%False)	76.37%	65.56%	87.18%	89.55%	85.26%	93.84%	0.0208	709
TB can't be cured if HIV+ (%False)	43.31%	30.98%	55.65%	53.83%	47.43%	60.22%	0.1513	709
Risk of contracting HIV decreases for a circumcised man	81.21%	69.88%	92.54%	90.92%	87.06%	94.78%	0.0755	709
Knows where to get information about HIV/AIDS	81.85%	69.84%	93.86%	90.60%	86.67%	94.53%	0.1418	709

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	47.42%	41.66%	53.19%	40.79%	26.13%	55.45%	0.4432	682
Likely to be infected now (%Agree)	25.71%	20.06%	31.36%	17.90%	6.76%	29.03%	0.2409	654
If one spouse positive, the other too (%False)	78.27%	72.55%	83.98%	80.34%	69.06%	91.62%	0.7746	711
STIs decrease HIV infection (%False)	89.99%	86.47%	93.50%	90.01%	83.10%	96.91%	0.9956	711
TB can't be cured if HIV+ (%False)	53.50%	49.16%	57.83%	39.89%	22.31%	57.46%	0.1415	711
Risk of contracting HIV decreases for a circumcised man	87.66%	84.12%	91.21%	79.42%	65.51%	93.34%	0.1777	711
Knows where to get information about HIV/AIDS	91.59%	88.85%	94.34%	76.66%	60.69%	92.63%	0.0173	711

HIV COMMUNICATION

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	71.65%	61.35%	81.96%	72.48%	65.83%	79.14%	0.8775	714
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	75.97%	66.20%	85.74%	76.81%	71.29%	82.34%	0.8697	716
Sex life improves with communication with partner (%Agree)	88.05%	83.68%	92.43%	93.16%	89.66%	96.66%	0.0665	700
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	44.78%	23.85%	65.71%	15.68%	6.53%	24.82%	0.0447	113

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	71.65%	61.35%	81.96%	71.47%	62.90%	80.05%	0.9808	714
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	75.97%	66.20%	85.74%	77.85%	69.54%	86.17%	0.7862	716
Sex life improves with communication with partner (%Agree)	88.05%	83.68%	92.43%	88.24%	82.90%	93.59%	0.9581	700
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	44.78%	23.85%	65.71%	6.91%	1.15%	12.67%	0.0007	113

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	70.98%	64.12%	77.84%	73.03%	65.11%	80.95%	0.7259	699
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	75.02%	67.81%	82.23%	79.25%	71.95%	86.56%	0.4671	701
Sex life improves with communication with partner (%Agree)	91.49%	88.27%	94.70%	87.94%	83.34%	92.54%	0.2269	685
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	8.62%	4.40%	12.85%	20.67%	11.10%	30.24%	0.0336	111

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	58.21%	50.48%	65.95%	85.79%	77.85%	93.74%	0.0001	713
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	64.39%	56.66%	72.11%	91.09%	85.90%	96.29%	0.0000	715
Sex life improves with communication with partner (%Agree)	89.20%	85.20%	93.20%	91.34%	86.54%	96.13%	0.4986	699
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	11.97%	2.39%	21.56%	7.76%	-1.00%	16.52%	0.5878	113

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	58.21%	50.48%	65.95%	78.44%	71.79%	85.09%	0.0005	713
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	64.39%	56.66%	72.11%	81.60%	75.10%	88.10%	0.0015	715
Sex life improves with communication with partner (%Agree)	89.20%	85.20%	93.20%	90.15%	86.17%	94.13%	0.7437	699
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	11.97%	2.39%	21.56%	18.13%	10.23%	26.04%	0.3378	113

One Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	58.79%	44.71%	72.88%	70.66%	62.03%	79.30%	0.1171	695
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	63.99%	50.15%	77.84%	75.50%	67.26%	83.75%	0.0960	697
Sex life improves with communication with partner (%Agree)	84.59%	76.82%	92.35%	93.65%	89.78%	97.53%	0.0253	681
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	33.06%	-10.19%	76.30%	21.47%	2.53%	40.41%	0.5534	111

Two or More Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	58.79%	44.71%	72.88%	75.06%	69.60%	80.53%	0.0336	695
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	63.99%	50.15%	77.84%	80.02%	75.00%	85.03%	0.0261	697
Sex life improves with communication with partner (%Agree)	84.59%	76.82%	92.35%	89.85%	86.15%	93.55%	0.2053	681
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	33.06%	-10.19%	76.30%	10.23%	5.09%	15.37%	0.2525	111

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Friends	71.78%	66.47%	77.10%	73.19%	51.77%	94.61%	0.9071	697
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	76.80%	71.80%	81.81%	75.04%	53.78%	96.30%	0.8774	699
Sex life improves with communication with partner (%Agree)	90.05%	87.44%	92.67%	88.04%	78.51%	97.57%	0.6670	685

CONDOM USE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	69.27%	60.27%	78.28%	55.01%	43.83%	66.18%	0.0543	463
Condom use at last sex with regular partner	64.83%	54.04%	75.63%	56.25%	46.15%	66.36%	0.2862	412
Always uses condom with most recent partner	31.62%	21.43%	41.80%	26.33%	17.73%	34.94%	0.4482	415
Condom use in marriage accepted (%Strongly agree/agree)	62.28%	52.81%	71.75%	73.60%	65.19%	82.02%	0.0489	727
Women can ask regular partner to use condom (%Strongly agree/agree)	61.27%	52.82%	69.73%	72.26%	64.35%	80.16%	0.0613	726
Women can ask casual partner to use condom (%Strongly agree/agree)	41.01%	31.22%	50.80%	39.95%	29.62%	50.29%	0.8558	727

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	69.27%	60.27%	78.28%	74.61%	67.13%	82.08%	0.3680	463
Condom use at last sex with regular partner	64.83%	54.04%	75.63%	75.31%	67.06%	83.55%	0.1417	412
Always uses condom with most recent partner	31.62%	21.43%	41.80%	28.53%	16.48%	40.57%	0.7125	415
Condom use in marriage accepted (%Strongly agree/agree)	62.28%	52.81%	71.75%	66.94%	58.59%	75.30%	0.4717	727
Women can ask regular partner to use condom (%Strongly agree/agree)	61.27%	52.82%	69.73%	62.42%	55.90%	68.94%	0.8448	726
Women can ask casual partner to use condom (%Strongly agree/agree)	41.01%	31.22%	50.80%	43.23%	33.19%	53.28%	0.7189	727

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	69.46%	59.63%	79.29%	62.07%	51.26%	72.89%	0.3778	457
Condom use at last sex with regular partner	64.42%	56.12%	72.72%	67.00%	57.42%	76.58%	0.7131	408
Always uses condom with most recent partner	32.17%	24.19%	40.15%	23.92%	16.12%	31.72%	0.1583	411
Condom use in marriage accepted (%Strongly agree/agree)	68.32%	60.23%	76.42%	67.53%	58.63%	76.43%	0.9061	712
Women can ask regular partner to use condom (%Strongly agree/agree)	65.91%	58.77%	73.04%	65.29%	57.75%	72.82%	0.9196	711
Women can ask casual partner to use condom (%Strongly agree/agree)	46.50%	36.72%	56.28%	36.48%	26.97%	45.99%	0.1466	712

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	54.67%	45.59%	63.75%	77.20%	65.16%	89.24%	0.0111	463
Condom use at last sex with regular partner	55.83%	46.49%	65.16%	81.48%	71.84%	91.12%	0.0011	412
Always uses condom with most recent partner	25.06%	18.40%	31.71%	27.82%	16.84%	38.79%	0.6645	415
Condom use in marriage accepted (%Strongly agree/agree)	69.86%	61.91%	77.81%	68.51%	57.86%	79.16%	0.8430	726
Women can ask regular partner to use condom (%Strongly agree/agree)	66.88%	60.58%	73.17%	65.62%	55.41%	75.83%	0.8358	725
Women can ask casual partner to use condom (%Strongly agree/agree)	42.58%	34.69%	50.47%	52.18%	38.21%	66.14%	0.1824	726

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	54.67%	45.59%	63.75%	70.56%	59.95%	81.17%	0.0126	463
Condom use at last sex with regular partner	55.83%	46.49%	65.16%	66.29%	57.08%	75.50%	0.1112	412
Always uses condom with most recent partner	25.06%	18.40%	31.71%	32.91%	24.08%	41.74%	0.1663	415
Condom use in marriage accepted (%Strongly agree/agree)	69.86%	61.91%	77.81%	66.09%	58.86%	73.31%	0.4704	726
Women can ask regular partner to use condom (%Strongly agree/agree)	66.88%	60.58%	73.17%	64.46%	58.54%	70.38%	0.5888	725
Women can ask casual partner to use condom (%Strongly agree/agree)	42.58%	34.69%	50.47%	35.15%	26.97%	43.33%	0.0766	726

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	62.40%	47.87%	76.93%	60.55%	47.44%	73.66%	0.8365	455
Condom use at last sex with regular partner	54.99%	38.64%	71.33%	53.24%	42.39%	64.08%	0.8497	407
Always uses condom with most recent partner	25.48%	10.91%	40.04%	26.91%	18.03%	35.80%	0.8554	410
Condom use in marriage accepted (%Strongly agree/agree)	59.05%	43.04%	75.07%	75.08%	67.10%	83.06%	0.0286	708
Women can ask regular partner to use condom (%Strongly agree/agree)	58.18%	43.31%	73.05%	71.56%	64.74%	78.38%	0.0848	707
Women can ask casual partner to use condom (%Strongly agree/agree)	40.67%	24.31%	57.04%	47.37%	34.84%	59.89%	0.4708	708

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	62.40%	47.87%	76.93%	69.38%	62.71%	76.06%	0.3748	455
Condom use at last sex with regular partner Always uses condom with most recent partner	54.99%	38.64%	71.33%	72.69%	66.14%	79.25%	0.0520	407
Condom use in marriage accepted (%Strongly agree/agree)	25.48%	10.91%	40.04%	29.92%	21.26%	38.58%	0.6554	410
Women can ask regular partner to use condom (%Strongly agree/agree)	59.05%	43.04%	75.07%	66.18%	59.34%	73.01%	0.4092	708
Women can ask casual partner to use condom (%Strongly agree/agree)	58.18%	43.31%	73.05%	64.04%	58.41%	69.67%	0.4646	707
Women can ask casual partner to use condom (%Strongly agree/agree)	40.67%	24.31%	57.04%	39.38%	31.75%	47.02%	0.8825	708

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	64.54%	57.79%	71.30%	83.71%	69.60%	97.82%	0.0572	452
Condom use at last sex with regular partner Always uses condom with most recent partner	66.10%	59.93%	72.28%	54.73%	33.50%	75.97%	0.3055	404
Condom use in marriage accepted (%Strongly agree/agree)	28.71%	22.93%	34.48%	31.33%	10.87%	51.78%	0.8022	406
Condom use in marriage accepted (%Strongly agree/agree)	69.19%	63.56%	74.82%	47.97%	26.25%	69.69%	0.0495	710
Women can ask regular partner to use condom (%Strongly agree/agree)	65.31%	60.58%	70.04%	64.22%	41.86%	86.58%	0.9278	709
Women can ask casual partner to use condom (%Strongly agree/agree)	39.09%	31.73%	46.45%	57.90%	41.80%	73.99%	0.0416	710

HIV TESTING

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	55.96%	46.52%	65.40%	68.20%	63.23%	73.18%	0.0111	727
HIV Test in the Last 12 Months	45.98%	37.97%	53.99%	59.00%	52.99%	65.02%	0.0051	723
Discussed results of most recent HIV test	80.35%	71.88%	88.82%	86.09%	80.55%	91.62%	0.2414	457
Pregnant woman should test for HIV (%True)	93.39%	90.79%	95.99%	94.07%	91.40%	96.73%	0.7011	727
Leaders encourage HIV testing (%Strongly agree/agree)	53.82%	44.72%	62.92%	62.01%	53.50%	70.52%	0.1728	727
Number of Times Tested for HIV	1.8747	1.403	2.3464	2.3103	1.9731	2.6475	0.1417	717

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	55.96%	46.52%	65.40%	64.77%	57.49%	72.05%	0.2012	727
HIV Test in the Last 12 Months	45.98%	37.97%	53.99%	60.70%	52.71%	68.70%	0.0259	723
Discussed results of most recent HIV test	80.35%	71.88%	88.82%	66.21%	58.14%	74.28%	0.0144	457
Pregnant woman should test for HIV (%True)	93.39%	90.79%	95.99%	97.55%	95.53%	99.56%	0.0246	727
Leaders encourage HIV testing (%Strongly agree/agree)	53.82%	44.72%	62.92%	65.65%	58.37%	72.93%	0.0421	727
Number of Times Tested for HIV	1.8747	1.403	2.3464	2.0709	1.6537	2.4882	0.5526	717

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	64.86%	57.73%	72.00%	62.64%	55.32%	69.95%	0.7285	712
HIV Test in the Last 12 Months	55.72%	48.00%	63.44%	56.67%	49.17%	64.17%	0.887	708
Discussed results of most recent HIV test	70.64%	62.40%	78.88%	85.43%	79.53%	91.32%	0.0035	450
Pregnant woman should test for HIV (%True)	94.48%	90.96%	98.00%	94.74%	92.90%	96.58%	0.9037	712
Leaders encourage HIV testing (%Strongly agree/agree)	67.83%	60.98%	74.67%	52.76%	45.50%	60.02%	0.0036	712
Number of Times Tested for HIV	2.4816	2.0859	2.8773	1.7171	1.3522	2.0821	0.0186	702

One Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	59.67%	53.50%	65.84%	72.55%	63.91%	81.20%	0.0225	726
HIV Test in the Last 12 Months	49.51%	42.64%	56.37%	68.62%	59.22%	78.03%	0.0013	722
Discussed results of most recent HIV test	77.86%	70.86%	84.85%	69.53%	58.19%	80.86%	0.1538	457
Pregnant woman should test for HIV (%True)	94.40%	92.30%	96.50%	89.94%	84.25%	95.64%	0.1019	726
Leaders encourage HIV testing (%Strongly agree/agree)	57.65%	48.76%	66.54%	62.75%	51.39%	74.10%	0.4261	726
Number of Times Tested for HIV	2.254	1.8808	2.6271	2.1089	1.6296	2.5881	0.6256	716

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	59.67%	53.50%	65.84%	63.54%	58.88%	68.19%	0.3386	726
HIV Test in the Last 12 Months	49.51%	42.64%	56.37%	56.60%	51.41%	61.78%	0.1433	722
Discussed results of most recent HIV test	77.86%	70.86%	84.85%	82.42%	75.91%	88.94%	0.2793	457
Pregnant woman should test for HIV (%True)	94.40%	92.30%	96.50%	96.26%	94.71%	97.81%	0.1696	726
Leaders encourage HIV testing (%Strongly agree/agree)	57.65%	48.76%	66.54%	63.14%	57.38%	68.90%	0.2649	726
Number of Times Tested for HIV	2.254	1.8808	2.6271	1.9627	1.6513	2.2742	0.2697	716

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	53.95%	39.23%	68.68%	62.86%	55.31%	70.41%	0.2556	708
HIV Test in the Last 12 Months	43.04%	28.37%	57.71%	51.95%	43.54%	60.35%	0.2554	704
Discussed results of most recent HIV test	89.59%	78.06%	101.12%	80.00%	72.40%	87.60%	0.2006	448
Pregnant woman should test for HIV (%True)	86.25%	79.33%	93.16%	98.17%	96.17%	100.18%	0.0014	708
Leaders encourage HIV testing (%Strongly agree/agree)	56.13%	41.49%	70.76%	62.05%	52.73%	71.38%	0.4465	708
Number of Times Tested for HIV	2.1377	1.2204	3.055	2.4673	2.0198	2.9149	0.5292	698

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	53.95%	39.23%	68.68%	65.90%	61.23%	70.57%	0.1315	708
HIV Test in the Last 12 Months	43.04%	28.37%	57.71%	60.30%	55.17%	65.44%	0.0356	704
Discussed results of most recent HIV test	89.59%	78.06%	101.12%	75.38%	68.92%	81.84%	0.1233	448
Pregnant woman should test for HIV (%True)	86.25%	79.33%	93.16%	94.73%	93.07%	96.40%	0.0076	708
Leaders encourage HIV testing (%Strongly agree/agree)	56.13%	41.49%	70.76%	61.27%	55.43%	67.10%	0.4809	708
Number of Times Tested for HIV	2.1377	1.2204	3.055	1.9499	1.7295	2.1704	0.6833	698

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	64.02%	59.89%	68.15%	65.61%	54.19%	77.04%	0.8069	710
HIV Test in the Last 12 Months	55.80%	51.40%	60.20%	62.21%	49.42%	75.01%	0.3915	706
Discussed results of most recent HIV test	76.98%	71.44%	82.52%	83.39%	73.00%	93.78%	0.3238	448
Leaders encourage HIV testing (%Strongly agree/agree)	61.03%	55.18%	66.87%	57.62%	38.09%	77.15%	0.7472	710
Number of Times Tested for HIV	2.0404	1.8142	2.2666	3.1771	2.4115	3.9426	0.0077	700

HIV TREATMENT

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	16.57%	9.85%	23.28%	22.57%	13.80%	31.34%	0.2968	727
Willing to Care for Someone on ART	85.91%	77.77%	94.05%	95.11%	92.52%	97.70%	0.0077	695
PLHIV on ART can transmit HIV (%True)	88.93%	84.34%	93.52%	88.75%	81.82%	95.68%	0.9640	728
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.42%	87.46%	95.38%	92.66%	88.70%	96.62%	0.6188	728
ARVs prevent MCT during pregnancy	76.69%	69.03%	84.35%	86.37%	81.72%	91.03%	0.0127	726
ARVs prevent MCT during childbirth	71.83%	63.50%	80.15%	83.01%	77.85%	88.17%	0.0016	726
ARVs prevent MCT during childbirth	67.37%	58.20%	76.54%	82.61%	77.19%	88.03%	0.0016	727
People on ART have to stay on treatment for rest of lives	89.21%	84.08%	94.34%	89.87%	85.30%	94.44%	0.8076	728
Leaders encourage HIV treatment (%Strongly agree/agree)	55.72%	46.75%	64.69%	61.93%	52.67%	71.20%	0.2971	727
Has ever taken ARVs	2.41%	0.40%	4.42%	5.25%	2.36%	8.14%	0.0863	558
Participated in a PMTCT program	20.77%	12.96%	28.57%	19.08%	12.84%	25.31%	0.7481	617

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	16.57%	9.85%	23.28%	25.00%	17.86%	32.15%	0.1529	727
Willing to Care for Someone on ART	85.91%	77.77%	94.05%	91.09%	86.33%	95.85%	0.2112	695
PLHIV on ART can transmit HIV (%True)	88.93%	84.34%	93.52%	79.39%	70.72%	88.07%	0.0392	728
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.42%	87.46%	95.38%	96.77%	94.89%	98.64%	0.0151	728
ARVs prevent MCT during pregnancy	76.69%	69.03%	84.35%	81.11%	75.11%	87.11%	0.3980	726
ARVs prevent MCT during childbirth	71.83%	63.50%	80.15%	81.17%	75.60%	86.74%	0.0398	726
ARVs prevent MCT during childbirth	67.37%	58.20%	76.54%	76.44%	68.71%	84.18%	0.0835	727
People on ART have to stay on treatment for rest of lives	89.21%	84.08%	94.34%	86.92%	81.62%	92.22%	0.4492	728
Leaders encourage HIV treatment (%Strongly agree/agree)	55.72%	46.75%	64.69%	67.20%	59.45%	74.96%	0.0354	727
Has ever taken ARVs	2.41%	0.40%	4.42%	1.55%	0.11%	3.00%	0.5052	558
Participated in a PMTCT program	20.77%	12.96%	28.57%	17.32%	11.30%	23.34%	0.4628	617

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	22.18%	15.86%	28.51%	21.26%	14.38%	28.14%	0.8499	712
Willing to Care for Someone on ART	91.08%	86.40%	95.76%	91.43%	87.54%	95.31%	0.8911	680
PLHIV on ART can transmit HIV (%True)	88.38%	84.71%	92.04%	82.47%	75.01%	89.94%	0.0702	713
PLHIV does not need to use condoms because cannot transmit HIV (%False)	94.98%	92.08%	97.89%	92.87%	89.23%	96.52%	0.3998	713
ARVs prevent MCT during pregnancy	78.04%	71.57%	84.51%	85.84%	80.08%	91.60%	0.1114	711
ARVs prevent MCT during childbirth	78.04%	72.15%	83.93%	80.01%	72.53%	87.49%	0.6991	711
ARVs prevent MCT during childbirth	74.92%	68.84%	81.00%	77.49%	69.41%	85.57%	0.6261	712
People on ART have to stay on treatment for rest of lives	88.52%	84.11%	92.93%	88.69%	83.03%	94.35%	0.9601	713
Leaders encourage HIV treatment (%Strongly agree/agree)	66.23%	59.38%	73.08%	57.18%	47.49%	66.87%	0.1590	712
Has ever taken ARVs	3.33%	1.69%	4.96%	2.72%	0.26%	5.18%	0.6719	543
Participated in a PMTCT program	23.20%	17.41%	29.00%	13.71%	8.10%	19.33%	0.0433	604

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	25.44%	16.88%	34.01%	22.81%	14.02%	31.60%	0.6580	726
Willing to Care for Someone on ART	90.10%	84.13%	96.07%	88.29%	79.72%	96.87%	0.6697	694
PLHIV on ART can transmit HIV (%True)	89.19%	84.08%	94.29%	78.94%	68.77%	89.12%	0.0597	727
PLHIV does not need to use condoms because cannot transmit HIV (%False)	94.22%	91.61%	96.82%	94.09%	88.54%	99.64%	0.9681	727
ARVs prevent MCT during pregnancy	82.45%	76.48%	88.42%	90.94%	85.58%	96.30%	0.0312	725
ARVs prevent MCT during childbirth	79.15%	73.64%	84.66%	90.09%	85.15%	95.04%	0.0073	725
ARVs prevent MCT during childbirth	72.73%	65.46%	80.01%	86.50%	77.55%	95.45%	0.0270	726
People on ART have to stay on treatment for rest of lives	84.18%	77.84%	90.52%	93.70%	88.07%	99.34%	0.0402	727
Leaders encourage HIV treatment (%Strongly agree/agree)	60.82%	51.70%	69.94%	62.57%	51.01%	74.13%	0.7696	726
Has ever taken ARVs	4.91%	2.37%	7.46%	3.69%	-0.27%	7.65%	0.5868	557
Participated in a PMTCT program	16.69%	10.78%	22.60%	19.56%	8.60%	30.52%	0.5744	616

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	25.44%	16.88%	34.01%	18.03%	12.50%	23.55%	0.1306	726
Willing to Care for Someone on ART	90.10%	84.13%	96.07%	93.20%	90.21%	96.20%	0.2905	694
PLHIV on ART can transmit HIV (%True)	89.19%	84.08%	94.29%	85.57%	80.10%	91.04%	0.2041	727
PLHIV does not need to use condoms because cannot transmit HIV (%False)	94.22%	91.61%	96.82%	93.67%	90.81%	96.52%	0.7276	727
ARVs prevent MCT during pregnancy	82.45%	76.48%	88.42%	77.48%	70.48%	84.47%	0.2785	725
ARVs prevent MCT during childbirth	79.15%	73.64%	84.66%	73.81%	66.17%	81.44%	0.2227	725
ARVs prevent MCT during childbirth	72.73%	65.46%	80.01%	74.52%	66.73%	82.31%	0.7493	726
People on ART have to stay on treatment for rest of lives	84.18%	77.84%	90.52%	90.96%	86.25%	95.67%	0.1055	727
Leaders encourage HIV treatment (%Strongly agree/agree)	60.82%	51.70%	69.94%	62.96%	57.09%	68.84%	0.6839	726
Has ever taken ARVs	4.91%	2.37%	7.46%	1.07%	0.28%	1.87%	0.0038	557
Participated in a PMTCT program	16.69%	10.78%	22.60%	20.88%	14.38%	27.37%	0.4170	616

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	22.77%	11.34%	34.21%	20.96%	11.17%	30.75%	0.7870	708
Willing to Care for Someone on ART	83.37%	70.60%	96.14%	95.81%	92.70%	98.93%	0.0223	676
PLHIV on ART can transmit HIV (%True)	85.94%	77.73%	94.15%	90.07%	84.42%	95.71%	0.2904	709
PLHIV does not need to use condoms because cannot transmit HIV (%False)	87.71%	80.53%	94.90%	98.24%	96.74%	99.73%	0.0003	709
ARVs prevent MCT during pregnancy	72.94%	60.03%	85.85%	77.84%	70.01%	85.67%	0.4694	707
ARVs prevent MCT during childbirth	70.69%	59.90%	81.48%	76.14%	68.87%	83.40%	0.3440	707
ARVs prevent MCT during childbirth	66.13%	54.67%	77.60%	70.95%	62.34%	79.55%	0.4561	708
People on ART have to stay on treatment for rest of lives	88.23%	79.45%	97.01%	86.47%	80.20%	92.73%	0.7292	709
Leaders encourage HIV treatment (%Strongly agree/agree)	61.76%	46.96%	76.56%	60.64%	50.17%	71.11%	0.8893	708
Has ever taken ARVs	7.58%	1.44%	13.72%	5.39%	2.39%	8.40%	0.4179	540
Participated in a PMTCT program	14.01%	2.50%	25.51%	23.52%	15.15%	31.90%	0.1936	601

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	22.77%	11.34%	34.21%	22.14%	16.79%	27.50%	0.9194	708
Willing to Care for Someone on ART	83.37%	70.60%	96.14%	91.16%	87.39%	94.93%	0.1436	676
PLHIV on ART can transmit HIV (%True)	85.94%	77.73%	94.15%	83.74%	77.83%	89.64%	0.6398	709
PLHIV does not need to use condoms because cannot transmit HIV (%False)	87.71%	80.53%	94.90%	93.17%	90.47%	95.86%	0.1006	709
ARVs prevent MCT during pregnancy	72.94%	60.03%	85.85%	84.83%	80.90%	88.76%	0.0368	707
ARVs prevent MCT during childbirth	70.69%	59.90%	81.48%	81.50%	76.30%	86.71%	0.0446	707
ARVs prevent MCT during childbirth	66.13%	54.67%	77.60%	80.19%	74.25%	86.13%	0.0189	708
People on ART have to stay on treatment for rest of lives	88.23%	79.45%	97.01%	89.58%	85.35%	93.80%	0.7863	709
Leaders encourage HIV treatment (%Strongly agree/agree)	61.76%	46.96%	76.56%	62.38%	55.79%	68.97%	0.9375	708
Has ever taken ARVs	7.58%	1.44%	13.72%	1.68%	0.35%	3.00%	0.0151	540
Participated in a PMTCT program	14.01%	2.50%	25.51%	17.68%	13.54%	21.82%	0.5997	601

SAFAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	19.75%	15.04%	24.46%	27.43%	14.43%	40.42%	0.2544	710
Willing to Care for Someone on ART	91.18%	87.88%	94.48%	90.67%	81.81%	99.52%	0.8951	678
PLHIV on ART can transmit HIV (%True)	85.78%	80.62%	90.94%	94.47%	88.60%	100.35%	0.0838	711
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.94%	91.67%	96.22%	92.81%	86.92%	98.69%	0.6918	711
ARVs prevent MCT during pregnancy	82.76%	78.66%	86.86%	67.18%	46.74%	87.63%	0.1092	709
ARVs prevent MCT during childbirth	79.70%	75.20%	84.21%	65.48%	52.43%	78.54%	0.0408	709
ARVs prevent MCT during childbirth	76.56%	71.69%	81.44%	65.86%	49.17%	82.54%	0.2059	710
People on ART have to stay on treatment for rest of lives	89.48%	86.06%	92.91%	76.94%	62.98%	90.90%	0.0253	711
Leaders encourage HIV treatment (%Strongly agree/agree)	61.86%	55.70%	68.02%	62.24%	42.45%	82.02%	0.9728	710
Has ever taken ARVs	3.23%	1.66%	4.80%	2.22%	-1.11%	5.55%	0.6334	548
Participated in a PMTCT program	18.33%	14.04%	22.62%	27.86%	10.27%	45.45%	0.3006	600

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)	89.69%	83.98%	95.40%	97.58%	95.97%	99.20%	0.0019	728
Telling people you are HIV+ doesn't help (%Disagree)	59.39%	51.96%	66.83%	60.47%	52.54%	68.39%	0.8378	728
HIV is punishment for sinning (%Disagree)	82.71%	76.67%	88.75%	86.33%	82.11%	90.55%	0.3088	728
Only promiscuous people get HIV (%Disagree)	77.34%	70.48%	84.20%	83.75%	78.41%	89.09%	0.0514	728
Keep secret if family member has HIV (%Strongly agree/agree)	66.20%	56.49%	75.92%	71.21%	62.29%	80.13%	0.3968	727
People in the community join together to help PLHIV (%Strongly agree/agree)	47.88%	40.59%	55.18%	56.69%	48.85%	64.52%	0.0951	727

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)	89.69%	83.98%	95.40%	95.42%	92.26%	98.59%	0.0338	728
Telling people you are HIV+ doesn't help (%Disagree)	59.39%	51.96%	66.83%	66.07%	58.83%	73.32%	0.2057	728
HIV is punishment for sinning (%Disagree)	82.71%	76.67%	88.75%	72.46%	64.14%	80.78%	0.0416	728
Only promiscuous people get HIV (%Disagree)	77.34%	70.48%	84.20%	81.29%	76.13%	86.45%	0.3037	728
Keep secret if family member has HIV (%Strongly agree/agree)	66.20%	56.49%	75.92%	68.69%	61.08%	76.30%	0.6934	727
People in the community join together to help PLHIV (%Strongly agree/agree)	47.88%	40.59%	55.18%	54.09%	44.64%	63.53%	0.2783	727

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
When learn that you are HIV+, life is over (%Disagree)	94.49%	91.23%	97.75%	95.18%	92.25%	98.12%	0.7380	713
Telling people you are HIV+ doesn't help (%Disagree)	69.21%	62.61%	75.82%	53.37%	47.61%	59.12%	0.0006	713
HIV is punishment for sinning (%Disagree)	79.35%	74.19%	84.50%	81.92%	74.79%	89.06%	0.5957	713
Only promiscuous people get HIV (%Disagree)	78.35%	72.53%	84.17%	84.76%	79.36%	90.17%	0.0812	713
Keep secret if family member has HIV (%Strongly agree/agree)	59.06%	51.22%	66.89%	79.86%	74.14%	85.59%	0.0000	712
People in the community join together to help PLHIV (%Strongly agree/agree)	59.35%	51.97%	66.72%	46.69%	37.89%	55.50%	0.0564	712

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)	95.00%	92.33%	97.67%	93.97%	89.42%	98.52%	0.6257	727
Telling people you are HIV+ doesn't help (%Disagree)	69.79%	62.13%	77.46%	44.78%	31.47%	58.10%	0.0016	727
HIV is punishment for sinning (%Disagree)	77.08%	70.90%	83.25%	81.84%	73.98%	89.71%	0.3518	727
Only promiscuous people get HIV (%Disagree)	83.69%	78.87%	88.51%	86.25%	79.01%	93.49%	0.5448	727
Keep secret if family member has HIV (%Strongly agree/agree)	63.42%	53.77%	73.08%	78.26%	67.80%	88.72%	0.0277	726
People in the community join together to help PLHIV (%Strongly agree/agree)	49.74%	40.96%	58.53%	49.15%	36.73%	61.56%	0.9365	726

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)	95.00%	92.33%	97.67%	95.05%	92.29%	97.81%	0.9761	727
Telling people you are HIV+ doesn't help (%Disagree)	69.79%	62.13%	77.46%	63.84%	57.10%	70.57%	0.2730	727
HIV is punishment for sinning (%Disagree)	77.08%	70.90%	83.25%	83.06%	77.66%	88.46%	0.1064	727
Only promiscuous people get HIV (%Disagree)	83.69%	78.87%	88.51%	75.62%	68.63%	82.61%	0.0424	727
Keep secret if family member has HIV (%Strongly agree/agree)	63.42%	53.77%	73.08%	69.52%	62.53%	76.52%	0.3089	726
People in the community join together to help PLHIV (%Strongly agree/agree)	49.74%	40.96%	58.53%	58.75%	51.76%	65.74%	0.0997	726

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)	88.88%	80.26%	97.50%	94.31%	90.74%	97.87%	0.1535	709
Telling people you are HIV+ doesn't help (%Disagree)	69.13%	54.33%	83.93%	66.08%	56.74%	75.43%	0.7147	709
HIV is punishment for sinning (%Disagree)	77.79%	67.29%	88.30%	81.41%	74.47%	88.36%	0.5816	709
Only promiscuous people get HIV (%Disagree)	78.20%	69.32%	87.09%	80.60%	73.48%	87.72%	0.6583	709
Keep secret if family member has HIV (%Strongly agree/agree)	44.23%	27.81%	60.64%	74.62%	65.50%	83.75%	0.0009	708
People in the community join together to help PLHIV (%Strongly agree/agree)	44.23%	30.24%	58.23%	52.46%	43.57%	61.35%	0.2908	708

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)	88.88%	80.26%	97.50%	95.67%	93.37%	97.97%	0.0355	709
Telling people you are HIV+ doesn't help (%Disagree)	69.13%	54.33%	83.93%	59.44%	53.87%	65.00%	0.2719	709
HIV is punishment for sinning (%Disagree)	77.79%	67.29%	88.30%	80.51%	74.89%	86.13%	0.6458	709
Only promiscuous people get HIV (%Disagree)	78.20%	69.32%	87.09%	81.78%	76.76%	86.80%	0.4253	709
Keep secret if family member has HIV (%Strongly agree/agree)	44.23%	27.81%	60.64%	71.03%	64.65%	77.41%	0.0022	708
People in the community join together to help PLHIV (%Strongly agree/agree)	44.23%	30.24%	58.23%	55.18%	48.59%	61.77%	0.1486	708

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
When learn that you are HIV+, life is over (%Disagree)	94.67%	92.24%	97.09%	97.79%	94.64%	100.95%	0.2494	711
Telling people you are HIV+ doesn't help (%Disagree)	63.30%	58.55%	68.05%	61.00%	39.77%	82.22%	0.8362	711
HIV is punishment for sinning (%Disagree)	80.73%	76.06%	85.41%	73.02%	51.34%	94.70%	0.5094	711
Only promiscuous people get HIV (%Disagree)	80.28%	75.59%	84.98%	84.22%	70.36%	98.08%	0.6018	711
Keep secret if family member has HIV (%Strongly agree/agree)	68.82%	62.69%	74.96%	62.04%	42.76%	81.32%	0.5110	710
People in the community join together to help PLHIV (%Strongly agree/agree)	53.17%	47.62%	58.71%	51.56%	35.20%	67.92%	0.8551	710

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	4.46%	0.71%	8.21%	2.55%	1.08%	4.03%	0.2375	688
Physical GBV in the Last 12 Months	8.92%	4.75%	13.10%	7.79%	4.74%	10.84%	0.6442	726
Leaders speak out against GBV (%Strongly agree/agree)	52.37%	43.22%	61.52%	54.56%	45.18%	63.95%	0.6951	725

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	4.46%	0.71%	8.21%	2.79%	0.97%	4.61%	0.4019	688
Physical GBV in the Last 12 Months	8.92%	4.75%	13.10%	7.26%	4.34%	10.18%	0.5198	726
Leaders speak out against GBV (%Strongly agree/agree)	52.37%	43.22%	61.52%	69.50%	62.97%	76.02%	0.0023	725

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Forced Sex in the Last 12 Months	1.96%	0.74%	3.19%	4.20%	1.95%	6.45%	0.0590	674
Physical GBV in the Last 12 Months	7.30%	4.97%	9.63%	8.69%	5.65%	11.73%	0.4326	711
Leaders speak out against GBV (%Strongly agree/agree)	60.86%	51.75%	69.97%	58.07%	48.58%	67.57%	0.6898	710

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Forced Sex in the Last 12 Months	4.35%	1.81%	6.89%	1.95%	-0.20%	4.09%	0.1819	687
Physical GBV in the Last 12 Months	9.23%	4.80%	13.66%	8.91%	4.80%	13.02%	0.9208	725
Leaders speak out against GBV (%Strongly agree/agree)	61.61%	52.49%	70.74%	53.35%	40.68%	66.03%	0.2126	724

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Forced Sex in the Last 12 Months	4.35%	1.81%	6.89%	2.73%	0.98%	4.48%	0.2740	687
Physical GBV in the Last 12 Months	9.23%	4.80%	13.66%	6.21%	3.99%	8.44%	0.1860	725
Leaders speak out against GBV (%Strongly agree/agree)	61.61%	52.49%	70.74%	60.05%	53.37%	66.72%	0.7515	724

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Forced Sex in the Last 12 Months	1.86%	-1.54%	5.26%	3.09%	0.79%	5.40%	0.6192	670
Physical GBV in the Last 12 Months	10.43%	3.47%	17.38%	5.05%	2.27%	7.84%	0.0935	707
Leaders speak out against GBV (%Strongly agree/agree)	52.10%	38.16%	66.05%	60.54%	48.98%	72.10%	0.2367	706

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	1.86%	-1.54%	5.26%	2.96%	1.57%	4.34%	0.6155	670
Physical GBV in the Last 12 Months	10.43%	3.47%	17.38%	8.49%	6.19%	10.80%	0.5643	707
Leaders speak out against GBV (%Strongly agree/agree)	52.10%	38.16%	66.05%	59.78%	53.34%	66.22%	0.3007	706

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Forced Sex in the Last 12 Months	2.65%	1.44%	3.87%	6.28%	1.27%	11.29%	0.0594	672
Physical GBV in the Last 12 Months	8.32%	6.11%	10.52%	3.70%	-0.08%	7.47%	0.1294	709
Leaders speak out against GBV (%Strongly agree/agree)	59.47%	52.63%	66.31%	53.93%	30.20%	77.66%	0.6709	708

BORDER AREAS

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	18.27%	11.81%	24.74%	16.23%	11.93%	20.53%	0.5315	967
Multiple partners (past month), among sexually experienced	6.30%	3.21%	9.38%	3.39%	1.47%	5.30%	0.1307	850
More than one partner within 3 months period (past 12 months)	15.09%	10.53%	19.66%	6.91%	2.75%	11.07%	0.0132	854
Reports currently (3mths) having more than one partner, among sexually experience	11.21%	6.68%	15.75%	4.57%	1.52%	7.62%	0.0280	851
Agrees that husband/cohabitating partner has another sex partner who is not a wife	24.01%	14.92%	33.10%	22.95%	11.17%	34.73%	0.8683	262
10+ year age difference between respondent and last sexual partner	13.78%	10.72%	16.83%	12.77%	8.98%	16.56%	0.6829	751
Thinks that last partner had other sexual partners	49.56%	41.25%	57.88%	45.83%	37.73%	53.93%	0.4591	851
Received gifts or money in exchange for sex with last partner b20	33.58%	25.73%	41.44%	33.74%	25.92%	41.57%	0.9760	860
Received gifts or money in exchange for sex with last partner, if regular	32.36%	23.37%	41.35%	39.85%	31.91%	47.80%	0.0729	375
Received gifts or money in exchange for sex with last partner, if casual	32.72%	24.48%	40.97%	31.50%	23.40%	39.59%	0.8251	455
Gave gifts or money in exchange for sex with last partner	23.40%	17.21%	29.59%	24.84%	18.20%	31.49%	0.7302	857
Gave gifts or money in exchange for sex with last partner, if regular	20.70%	13.60%	27.81%	26.19%	16.49%	35.89%	0.3541	375
Gave gifts or money in exchange for sex with last partner, if casual	25.16%	16.54%	33.78%	24.87%	17.13%	32.60%	0.9595	453
Multiple sexual partners increase HIV risk (%True)	95.42%	92.33%	98.52%	95.32%	93.12%	97.52%	0.9577	1229
Most married men faithful to wives (%Agree)	16.53%	12.20%	20.86%	21.99%	16.22%	27.77%	0.0648	1231
Can resist temptation of sex with person besides main partner (%Agree)	73.82%	68.32%	79.32%	82.26%	76.51%	88.01%	0.0607	1231
Need someone to fill gap (%Disagree)	62.07%	55.35%	68.78%	61.53%	54.03%	69.02%	0.9204	1230
Men with many women are real men (%Disagree)	91.30%	87.72%	94.87%	94.96%	91.86%	98.07%	0.1366	1231

Men have right to get sex for gifts (%Disagree)	80.87%	74.64%	87.11%	87.39%	81.76%	93.01%	0.0257	1229
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	62.14%	55.96%	68.33%	57.22%	47.49%	66.94%	0.2325	1230
Leaders discourage multiple partners (%Very often/sometimes)	41.28%	35.63%	46.93%	41.61%	33.01%	50.21%	0.9253	1231
Leaders discourage men from having younger partners (%Very often/sometimes)	39.46%	34.49%	44.44%	44.14%	34.70%	53.58%	0.3356	1231
Polygyny is practiced in community (%Very often/sometimes)	30.62%	23.98%	37.26%	31.20%	25.57%	36.84%	0.9012	1226
Agrees that wife inheritance is practiced in the community	9.48%	5.46%	13.50%	10.67%	6.12%	15.21%	0.6227	1223
Number of lifetime partners	3.1999	1.9907	4.4092	3.9286	2.8397	5.0174	0.3982	1116
Age at first sex	18.0983	17.6504	18.5462	19.003	18.5595	19.4466	0.0275	943

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	18.27%	11.81%	24.74%	18.04%	11.83%	24.26%	0.9631	967
Multiple partners (past month), among sexually experienced	6.30%	3.21%	9.38%	4.19%	1.24%	7.13%	0.3507	850
More than one partner within 3 months period (past 12 months)	15.09%	10.53%	19.66%	13.49%	8.57%	18.41%	0.6127	854
Reports currently (3mths) having more than one partner, among sexually experience	11.21%	6.68%	15.75%	13.37%	9.47%	17.27%	0.4145	851
Agrees that husband/cohabitating partner has another sex partner who is not a wife	24.01%	14.92%	33.10%	37.88%	26.82%	48.93%	0.0694	262
10+ year age difference between respondent and last sexual partner	13.78%	10.72%	16.83%	15.88%	12.07%	19.68%	0.4244	751
Thinks that last partner had other sexual partners	49.56%	41.25%	57.88%	47.57%	38.39%	56.76%	0.7680	851
Received gifts or money in exchange for sex with last partner b20	33.58%	25.73%	41.44%	32.95%	24.76%	41.14%	0.9036	860
Received gifts or money in exchange for sex with last partner, if regular	32.36%	23.37%	41.35%	37.40%	29.57%	45.24%	0.3022	375

Received gifts or money in exchange for sex with last partner, if casual	32.72%	24.48%	40.97%	32.77%	21.41%	44.13%	0.9948	455
Gave gifts or money in exchange for sex with last partner	23.40%	17.21%	29.59%	30.11%	19.23%	40.99%	0.2612	857
Gave gifts or money in exchange for sex with last partner, if regular	20.70%	13.60%	27.81%	26.57%	16.74%	36.41%	0.2729	375
Gave gifts or money in exchange for sex with last partner, if casual	25.16%	16.54%	33.78%	33.92%	19.98%	47.85%	0.3079	453
Multiple sexual partners increase HIV risk (%True)	95.42%	92.33%	98.52%	93.43%	89.36%	97.49%	0.4273	1229
Most married men faithful to wives (%Agree)	16.53%	12.20%	20.86%	20.45%	13.14%	27.77%	0.2625	1231
Can resist temptation of sex with person besides main partner (%Agree)	73.82%	68.32%	79.32%	79.16%	72.44%	85.87%	0.1488	1231
Need someone to fill gap (%Disagree)	62.07%	55.35%	68.78%	63.92%	56.09%	71.75%	0.6790	1230
Men with many women are real men (%Disagree)	91.30%	87.72%	94.87%	94.30%	90.90%	97.70%	0.1505	1231
Men have right to get sex for gifts (%Disagree)	80.87%	74.64%	87.11%	88.30%	84.62%	91.98%	0.0304	1229
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	62.14%	55.96%	68.33%	68.18%	59.41%	76.94%	0.1894	1230
Leaders discourage multiple partners (%Very often/sometimes)	41.28%	35.63%	46.93%	52.84%	42.38%	63.31%	0.0234	1231
Leaders discourage men from having younger partners (%Very often/sometimes)	39.46%	34.49%	44.44%	49.17%	36.62%	61.71%	0.0951	1231
Polygyny is practiced in community (%Very often/sometimes)	30.62%	23.98%	37.26%	40.74%	29.15%	52.33%	0.0423	1226
Agrees that wife inheritance is practiced in the community	9.48%	5.46%	13.50%	15.96%	9.78%	22.14%	0.0867	1223
Number of lifetime partners	3.1999	1.9907	4.4092	3.6288	2.6303	4.6273	0.6348	1116
Age at first sex	18.0983	17.6504	18.5462	18.6574	18.145	19.1699	0.1271	943

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	15.47%	12.26%	18.68%	19.50%	14.00%	25.00%	0.1974	946
Multiple partners (past month), among sexually experienced	4.29%	2.08%	6.51%	4.71%	2.58%	6.85%	0.7882	835
More than one partner within 3 months period (past 12 months)	9.84%	6.42%	13.26%	13.00%	8.04%	17.96%	0.2248	839
Reports currently (3mths) having more than one partner, among sexually experience	7.59%	4.87%	10.32%	10.59%	6.24%	14.94%	0.1337	837
Agrees that husband/cohabitating partner has another sex partner who is not a wife	26.20%	17.51%	34.90%	32.59%	18.33%	46.85%	0.4474	257
10+ year age difference between respondent and last sexual partner	14.24%	10.95%	17.53%	13.66%	10.36%	16.95%	0.8219	735
Thinks that last partner had other sexual partners	49.50%	43.41%	55.58%	43.00%	35.16%	50.85%	0.0905	835
Received gifts or money in exchange for sex with last partner b20	31.87%	25.51%	38.23%	35.69%	26.79%	44.59%	0.4891	844
Received gifts or money in exchange for sex with last partner, if regular	36.47%	28.21%	44.72%	34.47%	24.14%	44.80%	0.7682	368
Received gifts or money in exchange for sex with last partner, if casual	28.25%	19.82%	36.67%	39.24%	30.38%	48.10%	0.1166	447
Gave gifts or money in exchange for sex with last partner	26.02%	19.40%	32.64%	25.61%	18.75%	32.48%	0.9245	841
Gave gifts or money in exchange for sex with last partner, if regular	25.39%	17.70%	33.08%	22.87%	15.59%	30.14%	0.6098	368
Gave gifts or money in exchange for sex with last partner, if casual	24.48%	16.77%	32.20%	30.79%	21.85%	39.72%	0.3225	445
Multiple sexual partners increase HIV risk (%True)	93.96%	91.29%	96.63%	96.65%	94.30%	99.00%	0.2097	1202
Most married men faithful to wives (%Agree)	20.75%	15.85%	25.65%	17.29%	11.37%	23.22%	0.3104	1204
Can resist temptation of sex with person besides main partner (%Agree)	79.38%	74.96%	83.81%	76.92%	70.11%	83.73%	0.5685	1204
Need someone to fill gap (%Disagree)	63.73%	57.55%	69.90%	60.85%	53.97%	67.74%	0.5785	1203
Men with many women are real men (%Disagree)	92.57%	89.28%	95.87%	94.95%	91.84%	98.07%	0.3132	1204
Men have right to get sex for gifts (%Disagree)	83.52%	78.56%	88.49%	87.75%	83.82%	91.68%	0.0458	1202

Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.40%	53.25%	67.55%	64.44%	55.81%	73.08%	0.3338	1203
Leaders discourage multiple partners (%Very often/sometimes)	41.85%	34.84%	48.85%	49.26%	40.42%	58.11%	0.0453	1204
Leaders discourage men from having younger partners (%Very often/sometimes)	44.38%	37.09%	51.67%	43.19%	32.89%	53.48%	0.8250	1204
Polygyny is practiced in community (%Very often/sometimes)	34.89%	28.51%	41.28%	31.34%	26.04%	36.64%	0.2443	1199
Agrees that wife inheritance is practiced in the community	10.72%	6.96%	14.48%	11.71%	6.70%	16.72%	0.7544	1196
Number of lifetime partners	3.0151	2.4128	3.6175	4.4329	3.0195	5.8463	0.1044	1092
Age at first sex	18.4284	18.1615	18.6954	18.8863	18.413	19.3595	0.1079	923

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	15.88%	9.55%	22.21%	19.19%	12.42%	25.95%	0.5742	965
Multiple partners (past month), among sexually experienced	4.99%	3.23%	6.75%	4.18%	1.17%	7.18%	0.5861	848
More than one partner within 3 months period (past 12 months)	8.79%	5.48%	12.11%	9.97%	4.56%	15.39%	0.7027	852
Reports currently (3mths) having more than one partner, among sexually experience	7.70%	4.35%	11.04%	6.36%	2.33%	10.40%	0.5975	849
Agrees that husband/cohabitating partner has another sex partner who is not a wife	29.64%	18.91%	40.37%	22.53%	10.38%	34.69%	0.3338	262
10+ year age difference between respondent and last sexual partner	13.87%	10.15%	17.59%	14.36%	5.97%	22.75%	0.9231	749
Thinks that last partner had other sexual partners	54.09%	47.94%	60.25%	42.98%	34.22%	51.73%	0.0532	849
Received gifts or money in exchange for sex with last partner b20	30.83%	23.85%	37.80%	42.81%	31.10%	54.52%	0.0841	858
Received gifts or money in exchange for sex with last partner, if regular	35.36%	23.95%	46.77%	47.08%	35.25%	58.91%	0.1847	375
Received gifts or money in exchange for sex with last partner, if casual	27.19%	20.60%	33.78%	41.32%	26.37%	56.27%	0.0656	453
Gave gifts or money in exchange for sex with last partner	25.48%	18.46%	32.49%	26.53%	17.06%	36.00%	0.8439	855

Gave gifts or money in exchange for sex with last partner, if regular	27.26%	16.98%	37.53%	28.38%	17.19%	39.56%	0.8656	375
Gave gifts or money in exchange for sex with last partner, if casual	23.87%	16.54%	31.19%	25.91%	13.52%	38.29%	0.7932	451
Multiple sexual partners increase HIV risk (%True)	93.48%	90.77%	96.18%	97.12%	94.68%	99.55%	0.0786	1227
Most married men faithful to wives (%Agree)	20.17%	14.24%	26.11%	20.49%	14.22%	26.77%	0.8878	1229
Can resist temptation of sex with person besides main partner (%Agree)	76.22%	70.02%	82.41%	80.30%	72.00%	88.61%	0.5121	1229
Need someone to fill gap (%Disagree)	64.98%	57.46%	72.50%	56.67%	49.26%	64.07%	0.1157	1228
Men with many women are real men (%Disagree)	93.88%	92.08%	95.67%	92.04%	86.43%	97.66%	0.4501	1229
Men have right to get sex for gifts (%Disagree)	82.82%	77.29%	88.36%	84.64%	78.88%	90.40%	0.6014	1227
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.04%	51.11%	68.98%	58.14%	47.84%	68.44%	0.7835	1228
Leaders discourage multiple partners (%Very often/sometimes)	44.38%	35.77%	53.00%	37.15%	28.72%	45.57%	0.2654	1229
Leaders discourage men from having younger partners (%Very often/sometimes)	43.43%	36.76%	50.09%	33.80%	25.07%	42.53%	0.0578	1229
Polygyny is practiced in community (%Very often/sometimes)	36.16%	30.27%	42.04%	32.17%	22.33%	42.01%	0.2823	1224
Agrees that wife inheritance is practiced in the community	11.88%	7.99%	15.77%	10.57%	5.40%	15.74%	0.6226	1221
Number of lifetime partners	2.9719	2.2896	3.6543	3.9135	2.1998	5.6273	0.3006	1114
Age at first sex	18.4418	18.1484	18.7352	18.6154	18.0139	19.2169	0.6381	941

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	15.88%	9.55%	22.21%	19.03%	13.48%	24.58%	0.5208	965
Multiple partners (past month), among sexually experienced	4.99%	3.23%	6.75%	3.95%	1.79%	6.11%	0.3566	848
More than one partner within 3 months period (past 12 months)	8.79%	5.48%	12.11%	15.90%	8.90%	22.90%	0.0519	852
Reports currently (3mths) having more than one partner, among sexually experience	7.70%	4.35%	11.04%	12.07%	7.82%	16.32%	0.0513	849
Agrees that husband/cohabitating partner has another sex partner who is not a wife	29.64%	18.91%	40.37%	24.80%	16.01%	33.58%	0.4457	262
10+ year age difference between respondent and last sexual partner	13.87%	10.15%	17.59%	14.02%	9.91%	18.13%	0.9597	749
Thinks that last partner had other sexual partners	54.09%	47.94%	60.25%	40.06%	30.81%	49.31%	0.0019	849
Received gifts or money in exchange for sex with last partner b20	30.83%	23.85%	37.80%	32.61%	24.35%	40.88%	0.7505	858
Received gifts or money in exchange for sex with last partner, if regular	35.36%	23.95%	46.77%	33.17%	22.89%	43.45%	0.8087	375
Received gifts or money in exchange for sex with last partner, if casual	27.19%	20.60%	33.78%	35.08%	25.45%	44.72%	0.1780	453
Gave gifts or money in exchange for sex with last partner	25.48%	18.46%	32.49%	25.60%	16.95%	34.26%	0.9801	855
Gave gifts or money in exchange for sex with last partner, if regular	27.26%	16.98%	37.53%	18.17%	10.11%	26.23%	0.2027	375
Gave gifts or money in exchange for sex with last partner, if casual	23.87%	16.54%	31.19%	32.26%	20.64%	43.87%	0.2591	451
Multiple sexual partners increase HIV risk (%True)	93.48%	90.77%	96.18%	95.77%	93.53%	98.01%	0.1782	1227
Most married men faithful to wives (%Agree)	20.17%	14.24%	26.11%	17.95%	14.40%	21.51%	0.4590	1229
Can resist temptation of sex with person besides main partner (%Agree)	76.22%	70.02%	82.41%	80.30%	75.17%	85.43%	0.3148	1229
Need someone to fill gap (%Disagree)	64.98%	57.46%	72.50%	60.97%	53.57%	68.37%	0.4879	1228
Men with many women are real men (%Disagree)	93.88%	92.08%	95.67%	92.94%	88.19%	97.69%	0.6738	1229
Men have right to get sex for gifts (%Disagree)	82.82%	77.29%	88.36%	88.69%	83.14%	94.24%	0.0968	1227

Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.04%	51.11%	68.98%	66.72%	58.73%	74.72%	0.1544	1228
Leaders discourage multiple partners (%Very often/sometimes)	44.38%	35.77%	53.00%	48.09%	38.88%	57.30%	0.3593	1229
Leaders discourage men from having younger partners (%Very often/sometimes)	43.43%	36.76%	50.09%	49.15%	38.10%	60.21%	0.2219	1229
Polygyny is practiced in community (%Very often/sometimes)	36.16%	30.27%	42.04%	29.94%	23.89%	35.99%	0.0832	1224
Agrees that wife inheritance is practiced in the community	11.88%	7.99%	15.77%	11.78%	5.95%	17.61%	0.9774	1221
Number of lifetime partners	2.9719	2.2896	3.6543	4.3873	3.1061	5.6685	0.0952	1114
Age at first sex	18.4418	18.1484	18.7352	18.8183	18.3547	19.2819	0.1821	941

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	17.65%	9.87%	25.44%	12.84%	5.91%	19.77%	0.2166	939
Multiple partners (past month), among sexually experienced	8.26%	2.71%	13.80%	3.27%	1.33%	5.22%	0.0754	830
More than one partner within 3 months period (past 12 months)	13.12%	6.73%	19.52%	9.23%	3.02%	15.44%	0.4140	834
Reports currently (3mths) having more than one partner, among sexually experienced	13.40%	6.65%	20.16%	3.70%	0.63%	6.77%	0.0076	832
Agrees that husband/cohabitating partner has another sex partner who is not a wife	26.90%	14.16%	39.65%	27.85%	14.68%	41.01%	0.9039	254
10+ year age difference between respondent and last sexual partner	12.49%	6.51%	18.47%	13.98%	9.13%	18.84%	0.7264	729
Thinks that last partner had other sexual partners	54.68%	40.93%	68.42%	50.85%	43.08%	58.61%	0.6426	829
Received gifts or money in exchange for sex with last partner b20	25.36%	15.58%	35.14%	34.34%	27.43%	41.25%	0.1014	838
Received gifts or money in exchange for sex with last partner, if regular	26.42%	12.68%	40.17%	36.60%	26.02%	47.17%	0.1135	365
Received gifts or money in exchange for sex with last partner, if casual	20.70%	9.49%	31.90%	33.70%	24.60%	42.79%	0.1160	445
Gave gifts or money in exchange for sex with last partner	21.06%	12.33%	29.80%	26.63%	18.67%	34.58%	0.2638	835

Gave gifts or money in exchange for sex with last partner, if regular	21.77%	10.14%	33.40%	25.56%	14.42%	36.71%	0.5127	365
Gave gifts or money in exchange for sex with last partner, if casual	18.53%	6.59%	30.47%	27.15%	18.09%	36.21%	0.2852	443
Multiple sexual partners increase HIV risk (%True)	93.18%	88.90%	97.45%	96.44%	94.14%	98.75%	0.2064	1193
Most married men faithful to wives (%Agree)	18.77%	12.30%	25.23%	21.34%	13.81%	28.87%	0.4781	1195
Can resist temptation of sex with person besides main partner (%Agree)	73.93%	64.82%	83.04%	79.76%	73.98%	85.55%	0.2535	1195
Need someone to fill gap (%Disagree)	65.54%	55.08%	75.99%	63.77%	56.14%	71.39%	0.7046	1194
Men with many women are real men (%Disagree)	92.09%	87.32%	96.86%	92.63%	89.53%	95.74%	0.8616	1195
Men have right to get sex for gifts (%Disagree)	79.80%	70.57%	89.03%	83.66%	77.62%	89.71%	0.4146	1193
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	62.68%	52.06%	73.30%	57.15%	48.56%	65.74%	0.3067	1194
Leaders discourage multiple partners (%Very often/sometimes)	39.60%	31.97%	47.24%	42.34%	33.34%	51.35%	0.5411	1195
Leaders discourage men from having younger partners (%Very often/sometimes)	41.96%	34.79%	49.13%	41.58%	35.23%	47.93%	0.9295	1195
Polygyny is practiced in community (%Very often/sometimes)	35.41%	27.59%	43.23%	38.34%	29.54%	47.15%	0.6155	1190
Agrees that wife inheritance is practiced in the community	11.13%	6.58%	15.68%	11.17%	7.36%	14.97%	0.9855	1187
Number of lifetime partners	1.9477	0.9251	2.9703	3.4412	2.3351	4.5473	0.043	1083
Age at first sex	17.5011	16.7669	18.2354	18.6055	18.2687	18.9423	0.0053	916

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	17.65%	9.87%	25.44%	19.82%	14.21%	25.43%	0.7042	939
Multiple partners (past month), among sexually experienced	8.26%	2.71%	13.80%	3.59%	1.79%	5.40%	0.0814	830
More than one partner within 3 months period (past 12 months)	13.12%	6.73%	19.52%	11.26%	7.20%	15.32%	0.6575	834
Reports currently (3mths) having more than one partner, among sexually experienced	13.40%	6.65%	20.16%	9.96%	7.32%	12.60%	0.3064	832
Agrees that husband/cohabitating partner has another sex partner who is not a wife	26.90%	14.16%	39.65%	27.18%	18.47%	35.89%	0.9735	254
10+ year age difference between respondent and last sexual partner	12.49%	6.51%	18.47%	14.55%	11.35%	17.75%	0.5821	729
Thinks that last partner had other sexual partners	54.68%	40.93%	68.42%	41.92%	35.02%	48.82%	0.0731	829
Received gifts or money in exchange for sex with last partner b20	25.36%	15.58%	35.14%	35.33%	27.30%	43.37%	0.1209	838
Received gifts or money in exchange for sex with last partner, if regular	26.42%	12.68%	40.17%	38.87%	30.46%	47.28%	0.1245	365
Received gifts or money in exchange for sex with last partner, if casual	20.70%	9.49%	31.90%	35.75%	26.74%	44.75%	0.0548	445
Gave gifts or money in exchange for sex with last partner	21.06%	12.33%	29.80%	26.82%	20.09%	33.55%	0.3440	835
Gave gifts or money in exchange for sex with last partner, if regular	21.77%	10.14%	33.40%	25.09%	18.98%	31.20%	0.6449	365
Gave gifts or money in exchange for sex with last partner, if casual	18.53%	6.59%	30.47%	29.46%	19.76%	39.15%	0.2464	443
Multiple sexual partners increase HIV risk (%True)	93.18%	88.90%	97.45%	95.58%	93.26%	97.90%	0.2760	1193
Most married men faithful to wives (%Agree)	18.77%	12.30%	25.23%	18.50%	13.89%	23.11%	0.9406	1195
Can resist temptation of sex with person besides main partner (%Agree)	73.93%	64.82%	83.04%	79.94%	76.06%	83.83%	0.2290	1195
Need someone to fill gap (%Disagree)	65.54%	55.08%	75.99%	61.30%	55.62%	66.98%	0.5107	1194
Men with many women are real men (%Disagree)	92.09%	87.32%	96.86%	94.78%	91.09%	98.47%	0.3726	1195
Men have right to get sex for gifts (%Disagree)	79.80%	70.57%	89.03%	89.47%	85.61%	93.32%	0.0201	1193

Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	62.68%	52.06%	73.30%	63.96%	56.79%	71.13%	0.8172	1194
Leaders discourage multiple partners (%Very often/sometimes)	39.60%	31.97%	47.24%	47.67%	40.15%	55.19%	0.0393	1195
Leaders discourage men from having younger partners (%Very often/sometimes)	41.96%	34.79%	49.13%	46.41%	36.40%	56.42%	0.3285	1195
Polygyny is practiced in community (%Very often/sometimes)	35.41%	27.59%	43.23%	29.69%	24.18%	35.21%	0.1714	1190
Agrees that wife inheritance is practiced in the community	11.13%	6.58%	15.68%	11.27%	7.33%	15.21%	0.9561	1187
Number of lifetime partners	1.9477	0.9251	2.9703	4.2653	3.2315	5.299	0.0149	1083
Age at first sex	17.5011	16.7669	18.2354	18.9243	18.4557	19.3929	0.0096	916

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Multiple partners (past 12 months) among sexually experienced	14.51%	11.56%	17.45%	35.85%	27.41%	44.29%	0.0000	959
Multiple partners (past month), among sexually experienced	4.53%	2.63%	6.42%	4.78%	1.51%	8.04%	0.8921	842
More than one partner within 3 months period (past 12 months)	9.14%	5.71%	12.57%	23.27%	13.00%	33.53%	0.0032	846
Reports currently (3mths) having more than one partner, among sexually experienced	7.41%	4.54%	10.28%	16.97%	9.26%	24.67%	0.0109	843
Agrees that husband/cohabitating partner has another sex partner who is not a wife	26.91%	18.99%	34.83%	38.25%	15.81%	60.69%	0.3282	258
10+ year age difference between respondent and last sexual partner	13.39%	10.76%	16.02%	17.95%	11.59%	24.31%	0.2314	745
Thinks that last partner had other sexual partners	46.83%	41.25%	52.40%	51.40%	36.89%	65.91%	0.5214	843
Received gifts or money in exchange for sex with last partner b20	32.96%	27.18%	38.74%	34.12%	23.61%	44.62%	0.8547	852
Received gifts or money in exchange for sex with last partner, if regular	37.11%	30.60%	43.62%	30.56%	19.49%	41.63%	0.3173	370
Received gifts or money in exchange for sex with last partner, if casual	31.19%	24.65%	37.72%	35.57%	18.66%	52.49%	0.6476	452
Gave gifts or money in exchange for sex with last partner	23.96%	18.21%	29.70%	32.87%	18.98%	46.76%	0.2137	849

Gave gifts or money in exchange for sex with last partner, if regular	23.15%	16.01%	30.30%	29.05%	14.94%	43.16%	0.5024	370
Gave gifts or money in exchange for sex with last partner, if casual	25.23%	19.63%	30.83%	33.71%	16.52%	50.90%	0.3342	450
Multiple sexual partners increase HIV risk (%True)	94.24%	92.25%	96.23%	99.25%	98.28%	100.22%	0.0013	1220
Most married men faithful to wives (%Agree)	20.70%	15.92%	25.49%	14.05%	7.66%	20.44%	0.0983	1222
Can resist temptation of sex with person besides main partner (%Agree)	78.76%	75.09%	82.43%	73.44%	63.55%	83.34%	0.2767	1222
Need someone to fill gap (%Disagree)	60.79%	55.92%	65.67%	71.53%	61.07%	82.00%	0.0838	1221
Men with many women are real men (%Disagree)	93.49%	90.86%	96.11%	91.90%	88.01%	95.80%	0.3669	1222
Men have right to get sex for gifts (%Disagree)	85.93%	82.25%	89.62%	77.65%	63.52%	91.77%	0.1917	1220
Leaders speak out about risk of HIV if MP (%Strongly agree/agree)	60.40%	54.29%	66.50%	73.30%	58.94%	87.67%	0.0751	1221
Leaders discourage multiple partners (%Very often/sometimes)	42.81%	36.66%	48.95%	56.48%	42.29%	70.67%	0.0256	1222
Leaders discourage men from having younger partners (%Very often/sometimes)	43.48%	36.42%	50.53%	46.66%	37.57%	55.76%	0.4705	1222
Polygyny is practiced in community (%Very often/sometimes)	32.30%	27.00%	37.59%	39.68%	30.68%	48.67%	0.0764	1217
Agrees that wife inheritance is practiced in the community	11.12%	7.98%	14.26%	14.36%	7.74%	20.99%	0.2961	1214
Number of lifetime partners	3.2508	2.7324	3.7693	5.7819	3.3127	8.2511	0.0593	1108
Age at first sex	18.4534	18.2489	18.6578	19.4792	18.6455	20.3129	0.0178	936

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)	49.68%	39.76%	59.60%	49.65%	41.59%	57.71%	0.9959	1132
Likely to be infected now (%Agree)	17.12%	10.07%	24.16%	20.92%	14.99%	26.85%	0.4529	1100
If one spouse positive, the other too (%False)	71.29%	65.01%	77.57%	77.00%	71.08%	82.93%	0.0763	1231
STIs decrease HIV infection (%False)	90.12%	87.24%	92.99%	91.73%	88.71%	94.76%	0.4800	1230
TB can't be cured if HIV+ (%False)	62.46%	56.38%	68.53%	60.34%	54.42%	66.26%	0.5734	1231
Risk of contracting HIV decreases for a circumcised man	87.82%	84.15%	91.49%	87.91%	83.48%	92.34%	0.9731	1231
Knows where to get information about HIV/AIDS	88.92%	84.25%	93.58%	91.67%	87.16%	96.19%	0.3568	1229

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	49.68%	39.76%	59.60%	47.50%	38.64%	56.36%	0.6817	1132
Likely to be infected now (%Agree)	17.12%	10.07%	24.16%	21.95%	16.04%	27.85%	0.2704	1100
If one spouse positive, the other too (%False)	71.29%	65.01%	77.57%	70.35%	62.21%	78.49%	0.8433	1231
STIs decrease HIV infection (%False)	90.12%	87.24%	92.99%	90.62%	87.21%	94.04%	0.8329	1230
TB can't be cured if HIV+ (%False)	62.46%	56.38%	68.53%	67.33%	60.22%	74.44%	0.2706	1231
Risk of contracting HIV decreases for a circumcised man	87.82%	84.15%	91.49%	89.93%	84.88%	94.99%	0.4723	1231
Knows where to get information about HIV/AIDS	88.92%	84.25%	93.58%	91.58%	87.17%	95.99%	0.3262	1229

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	48.69%	40.88%	56.51%	49.15%	38.72%	59.57%	0.9439	1110
Likely to be infected now (%Agree)	18.26%	13.22%	23.31%	21.02%	12.08%	29.96%	0.6219	1080
If one spouse positive, the other too (%False)	72.82%	67.62%	78.02%	74.98%	67.92%	82.03%	0.4670	1204
STIs decrease HIV infection (%False)	90.87%	88.77%	92.98%	90.69%	86.10%	95.28%	0.9510	1203
TB can't be cured if HIV+ (%False)	62.07%	57.19%	66.95%	64.77%	56.39%	73.14%	0.6112	1204
Risk of contracting HIV decreases for a circumcised man	88.12%	84.78%	91.45%	88.99%	84.17%	93.82%	0.7810	1204
Knows where to get information about HIV/AIDS	88.58%	84.04%	93.12%	94.84%	90.96%	98.73%	0.0094	1202

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	47.97%	39.74%	56.20%	53.52%	44.77%	62.27%	0.2616	1130
Likely to be infected now (%Agree)	18.39%	13.93%	22.85%	21.40%	12.69%	30.11%	0.4810	1098
If one spouse positive, the other too (%False)	68.91%	62.95%	74.87%	80.52%	72.59%	88.45%	0.0335	1229
STIs decrease HIV infection (%False)	89.14%	86.70%	91.58%	91.14%	87.23%	95.05%	0.4182	1228
TB can't be cured if HIV+ (%False)	61.09%	55.61%	66.56%	65.89%	56.84%	74.94%	0.4305	1229
Risk of contracting HIV decreases for a circumcised man	85.22%	82.21%	88.23%	94.49%	90.25%	98.73%	0.0040	1229
Knows where to get information about HIV/AIDS	89.56%	85.67%	93.45%	91.15%	85.18%	97.13%	0.5449	1227

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	47.97%	39.74%	56.20%	48.70%	40.91%	56.49%	0.8733	1130
Likely to be infected now (%Agree)	18.39%	13.93%	22.85%	21.19%	13.83%	28.56%	0.4984	1098
If one spouse positive, the other too (%False)	68.91%	62.95%	74.87%	76.59%	68.38%	84.80%	0.1049	1229
STIs decrease HIV infection (%False)	89.14%	86.70%	91.58%	93.48%	91.35%	95.62%	0.0159	1228
TB can't be cured if HIV+ (%False)	61.09%	55.61%	66.56%	64.19%	55.38%	73.00%	0.5550	1229
Risk of contracting HIV decreases for a circumcised man	85.22%	82.21%	88.23%	91.30%	87.90%	94.70%	0.0068	1229
Knows where to get information about HIV/AIDS	89.56%	85.67%	93.45%	92.26%	89.08%	95.44%	0.1301	1227

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	49.54%	35.10%	63.97%	45.19%	38.11%	52.27%	0.5645	1101
Likely to be infected now (%Agree)	13.23%	7.25%	19.22%	17.61%	12.82%	22.40%	0.1883	1071
If one spouse positive, the other too (%False)	67.72%	59.29%	76.14%	68.83%	60.93%	76.72%	0.8466	1195
STIs decrease HIV infection (%False)	87.56%	82.64%	92.47%	90.79%	88.35%	93.22%	0.2226	1194
TB can't be cured if HIV+ (%False)	60.14%	53.38%	66.91%	63.02%	56.97%	69.07%	0.4611	1195
Risk of contracting HIV decreases for a circumcised man	84.39%	78.03%	90.76%	89.48%	85.59%	93.38%	0.1433	1195
Knows where to get information about HIV/AIDS	85.93%	78.89%	92.97%	91.71%	87.73%	95.69%	0.1123	1193

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	49.54%	35.10%	63.97%	50.87%	44.17%	57.57%	0.8352	1101
Likely to be infected now (%Agree)	13.23%	7.25%	19.22%	22.47%	16.93%	28.01%	0.0320	1071
If one spouse positive, the other too (%False)	67.72%	59.29%	76.14%	79.25%	72.89%	85.62%	0.0511	1195
STIs decrease HIV infection (%False)	87.56%	82.64%	92.47%	91.99%	89.24%	94.74%	0.1537	1194
TB can't be cured if HIV+ (%False)	60.14%	53.38%	66.91%	63.76%	58.06%	69.46%	0.4454	1195
Risk of contracting HIV decreases for a circumcised man	84.39%	78.03%	90.76%	90.61%	87.07%	94.15%	0.1061	1195
Knows where to get information about HIV/AIDS	85.93%	78.89%	92.97%	92.03%	87.53%	96.53%	0.0902	1193

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Worried about becoming HIV infected (%Worried)	50.23%	44.23%	56.23%	39.26%	26.44%	52.09%	0.0698	1124
Likely to be infected now (%Agree)	20.10%	15.89%	24.30%	15.80%	7.73%	23.87%	0.2864	1092
If one spouse positive, the other too (%False)	73.93%	68.48%	79.38%	68.17%	58.54%	77.81%	0.2459	1222
STIs decrease HIV infection (%False)	91.03%	89.32%	92.74%	89.97%	84.57%	95.37%	0.7130	1221
TB can't be cured if HIV+ (%False)	63.08%	58.71%	67.45%	60.65%	51.54%	69.76%	0.6235	1222
Risk of contracting HIV decreases for a circumcised man	87.75%	84.45%	91.05%	92.32%	86.03%	98.62%	0.3227	1222
Knows where to get information about HIV/AIDS	90.20%	86.69%	93.71%	94.67%	89.70%	99.63%	0.1104	1220

HIV COMMUNICATION

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	58.12%	51.21%	65.03%	55.79%	46.51%	65.08%	0.6693	468
Discussed HIV/AIDS with Friends	70.28%	63.74%	76.82%	73.24%	68.15%	78.34%	0.5318	1211
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.05%	72.83%	85.27%	82.83%	78.52%	87.13%	0.3460	1222
Sex life improves with communication with partner (%Agree)	88.24%	83.85%	92.64%	93.34%	90.79%	95.89%	0.0204	1230
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.22%	12.81%	23.62%	19.19%	11.52%	26.87%	0.8245	422
Percentage who are satisfied when having sex with spouse/regular cohabitating	84.05%	78.13%	89.97%	92.79%	88.92%	96.66%	0.0053	418

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	58.12%	51.21%	65.03%	59.32%	50.20%	68.43%	0.8396	468
Discussed HIV/AIDS with Friends	70.28%	63.74%	76.82%	75.44%	66.59%	84.29%	0.3331	1211
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.05%	72.83%	85.27%	84.49%	78.24%	90.75%	0.1593	1222
Sex life improves with communication with partner (%Agree)	88.24%	83.85%	92.64%	90.63%	86.77%	94.50%	0.3389	1230
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	18.22%	12.81%	23.62%	12.80%	7.70%	17.90%	0.1249	422
Percentage who are satisfied when having sex with spouse/regular cohabitating	84.05%	78.13%	89.97%	85.38%	78.67%	92.10%	0.7590	418

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	54.87%	47.14%	62.59%	61.21%	52.74%	69.67%	0.2837	457
Discussed HIV/AIDS with Friends	73.21%	68.83%	77.59%	72.28%	66.05%	78.51%	0.7714	1185
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	82.52%	78.33%	86.71%	80.75%	74.95%	86.54%	0.5630	1195
Sex life improves with communication with partner (%Agree)	90.50%	87.82%	93.18%	91.82%	88.24%	95.40%	0.4588	1203
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	17.80%	13.35%	22.26%	16.05%	8.25%	23.85%	0.6467	415
Percentage who are satisfied when having sex with spouse/regular cohabitating	87.19%	81.85%	92.52%	87.53%	79.67%	95.38%	0.9497	411

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	55.92%	49.55%	62.29%	60.62%	51.31%	69.92%	0.2979	468
Discussed HIV/AIDS with Friends	68.44%	63.45%	73.44%	77.72%	70.76%	84.68%	0.0261	1209
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	77.51%	72.54%	82.48%	88.34%	83.39%	93.28%	0.0011	1220
Sex life improves with communication with partner (%Agree)	90.78%	87.82%	93.74%	90.60%	85.37%	95.82%	0.9476	1228
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	16.32%	11.09%	21.56%	17.36%	9.13%	25.59%	0.8485	421
Percentage who are satisfied when having sex with spouse/regular cohabitating	85.96%	80.86%	91.06%	87.88%	81.80%	93.97%	0.6499	417

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	55.92%	49.55%	62.29%	58.88%	49.00%	68.76%	0.6085	468
Discussed HIV/AIDS with Friends	68.44%	63.45%	73.44%	77.04%	71.02%	83.05%	0.0204	1209
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	77.51%	72.54%	82.48%	85.39%	81.33%	89.44%	0.0033	1220
Sex life improves with communication with partner (%Agree)	90.78%	87.82%	93.74%	90.61%	86.60%	94.62%	0.9394	1228
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	16.32%	11.09%	21.56%	18.42%	8.71%	28.12%	0.7091	421
Percentage who are satisfied when having sex with spouse/regular cohabitating	85.96%	80.86%	91.06%	90.07%	83.21%	96.92%	0.2765	417

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	59.65%	49.53%	69.76%	55.56%	48.34%	62.78%	0.5118	455
Discussed HIV/AIDS with Friends	71.03%	61.54%	80.52%	70.94%	66.03%	75.86%	0.9879	1176
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.59%	70.70%	88.48%	78.39%	73.42%	83.36%	0.7799	1186
Sex life improves with communication with partner (%Agree)	85.84%	79.97%	91.72%	93.78%	91.22%	96.35%	0.0037	1194
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	15.94%	6.04%	25.84%	18.30%	11.22%	25.37%	0.7585	412
Percentage who are satisfied when having sex with spouse/regular cohabitating	83.26%	72.73%	93.79%	85.32%	78.66%	91.98%	0.7047	408

Two or More Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	59.65%	49.53%	69.76%	56.95%	48.50%	65.40%	0.6640	455
Discussed HIV/AIDS with Friends	71.03%	61.54%	80.52%	76.29%	70.67%	81.91%	0.3130	1176
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	79.59%	70.70%	88.48%	86.41%	82.15%	90.67%	0.1560	1186
Sex life improves with communication with partner (%Agree)	85.84%	79.97%	91.72%	92.10%	89.07%	95.14%	0.0178	1194
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	15.94%	6.04%	25.84%	17.69%	10.19%	25.18%	0.7978	412
Percentage who are satisfied when having sex with spouse/regular cohabitating	83.26%	72.73%	93.79%	90.76%	85.58%	95.94%	0.2266	408

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Discussed HIV/AIDS with Kids	56.85%	51.15%	62.54%	61.76%	51.15%	72.37%	0.3183	463
Discussed HIV/AIDS with Friends	72.72%	68.62%	76.83%	72.13%	60.12%	84.13%	0.9238	1202
Discussed HIV/AIDS with Spouse, Kids, and/or Friends	81.97%	78.37%	85.56%	77.77%	65.08%	90.45%	0.5029	1213
Sex life improves with communication with partner (%Agree)	90.88%	88.06%	93.70%	89.78%	83.41%	96.16%	0.7411	1221
Percentage who are dissatisfied when having sex with spouse/regular cohabitating	15.79%	11.62%	19.95%	30.00%	16.94%	43.05%	0.0134	417
Percentage who are satisfied when having sex with spouse/regular cohabitating	86.72%	82.40%	91.04%	92.30%	85.14%	99.46%	0.2108	413

CONDOM USE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	59.96%	53.18%	66.74%	55.66%	50.20%	61.12%	0.2624	975
Condom use at last sex with regular partner	50.78%	43.90%	57.67%	50.90%	43.67%	58.12%	0.9830	851
Condom at last sex among those with multiple partners	66.42%	53.86%	78.98%	74.20%	64.43%	83.97%	0.3232	159
Condom at last sex with a regular partner, among those with multiple partners	55.42%	39.15%	71.69%	50.49%	35.81%	65.17%	0.7225	158
Always uses condom with most recent partner	26.36%	19.75%	32.98%	22.16%	16.10%	28.22%	0.3318	859
Condom use in marriage accepted (%Strongly agree/agree)	68.66%	62.80%	74.52%	80.34%	75.23%	85.46%	0.0013	1231
Women can ask regular partner to use condom (%Strongly agree/agree)	71.06%	65.13%	76.99%	77.72%	72.04%	83.39%	0.0189	1230
Women can ask casual partner to use condom (%Strongly agree/agree)	48.93%	38.66%	59.19%	53.16%	42.08%	64.23%	0.3556	1231

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	59.96%	53.18%	66.74%	67.17%	58.37%	75.97%	0.1665	975
Condom use at last sex with regular partner	50.78%	43.90%	57.67%	59.17%	48.43%	69.91%	0.2353	851
Condom at last sex among those with multiple partners	66.42%	53.86%	78.98%	64.19%	46.80%	81.57%	0.8438	159
Condom at last sex with a regular partner, among those with multiple partners	55.42%	39.15%	71.69%	60.33%	42.38%	78.28%	0.6999	158
Always uses condom with most recent partner	26.36%	19.75%	32.98%	24.83%	16.06%	33.59%	0.7768	859
Condom use in marriage accepted (%Strongly agree/agree)	68.66%	62.80%	74.52%	79.82%	70.62%	89.02%	0.0264	1231
Women can ask regular partner to use condom (%Strongly agree/agree)	71.06%	65.13%	76.99%	73.07%	66.43%	79.71%	0.5235	1230
Women can ask casual partner to use condom (%Strongly agree/agree)	48.93%	38.66%	59.19%	57.14%	43.78%	70.50%	0.1902	1231

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	60.69%	54.34%	67.05%	61.04%	54.09%	67.99%	0.9477	954
Condom use at last sex with regular partner	50.44%	43.66%	57.22%	58.11%	50.61%	65.62%	0.2117	835
Condom at last sex among those with multiple partners	72.69%	64.70%	80.68%	64.37%	53.70%	75.03%	0.3006	154
Condom at last sex with a regular partner, among those with multiple partners	56.51%	44.83%	68.20%	50.87%	35.33%	66.40%	0.6480	153
Always uses condom with most recent partner	23.24%	17.32%	29.17%	26.61%	19.66%	33.57%	0.4610	843
Condom use in marriage accepted (%Strongly agree/agree)	76.48%	71.74%	81.22%	73.24%	66.36%	80.13%	0.2928	1204
Women can ask regular partner to use condom (%Strongly agree/agree)	71.59%	66.10%	77.08%	78.34%	71.71%	84.97%	0.0694	1203
Women can ask casual partner to use condom (%Strongly agree/agree)	52.93%	42.62%	63.23%	51.55%	42.03%	61.08%	0.7519	1204

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	61.26%	55.62%	66.90%	55.29%	44.90%	65.67%	0.3536	973
Condom use at last sex with regular partner	52.80%	46.86%	58.74%	51.64%	39.79%	63.49%	0.8650	849
Condom at last sex among those with multiple partners	62.27%	50.45%	74.09%	72.31%	57.57%	87.05%	0.3778	158
Condom at last sex with a regular partner, among those with multiple partners	49.09%	38.90%	59.27%	61.32%	43.19%	79.45%	0.2886	157
Always uses condom with most recent partner	25.97%	20.78%	31.16%	22.26%	15.07%	29.45%	0.3050	857
Condom use in marriage accepted (%Strongly agree/agree)	75.06%	70.61%	79.52%	81.25%	73.05%	89.45%	0.2112	1229
Women can ask regular partner to use condom (%Strongly agree/agree)	74.81%	70.33%	79.29%	75.94%	66.52%	85.35%	0.8059	1228
Women can ask casual partner to use condom (%Strongly agree/agree)	53.14%	44.83%	61.46%	45.95%	30.77%	61.12%	0.1556	1229

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	61.26%	55.62%	66.90%	60.88%	53.35%	68.41%	0.9264	973
Condom use at last sex with regular partner	52.80%	46.86%	58.74%	53.79%	45.70%	61.89%	0.8616	849
Condom at last sex among those with multiple partners	62.27%	50.45%	74.09%	79.19%	68.35%	90.03%	0.1185	158
Condom at last sex with a regular partner, among those with multiple partners	49.09%	38.90%	59.27%	59.54%	44.91%	74.17%	0.2919	157
Always uses condom with most recent partner	25.97%	20.78%	31.16%	22.85%	15.60%	30.10%	0.3758	857
Condom use in marriage accepted (%Strongly agree/agree)	75.06%	70.61%	79.52%	73.18%	64.22%	82.13%	0.6573	1229
Women can ask regular partner to use condom (%Strongly agree/agree)	74.81%	70.33%	79.29%	71.12%	62.93%	79.31%	0.3092	1228
Women can ask casual partner to use condom (%Strongly agree/agree)	53.14%	44.83%	61.46%	55.19%	44.47%	65.91%	0.6382	1229

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	64.01%	55.67%	72.34%	60.47%	54.15%	66.80%	0.3365	947
Condom use at last sex with regular partner	50.55%	40.99%	60.10%	55.06%	48.03%	62.09%	0.4252	829
Condom at last sex among those with multiple partners	76.01%	60.17%	91.85%	63.99%	53.15%	74.83%	0.2727	154
Condom at last sex with a regular partner, among those with multiple partners	64.62%	41.64%	87.59%	48.58%	33.62%	63.53%	0.3090	153
Always uses condom with most recent partner	25.90%	15.50%	36.31%	25.29%	17.80%	32.77%	0.9311	837
Condom use in marriage accepted (%Strongly agree/agree)	69.53%	62.68%	76.38%	76.40%	71.20%	81.61%	0.0404	1195
Women can ask regular partner to use condom (%Strongly agree/agree)	67.85%	59.42%	76.28%	77.12%	72.59%	81.66%	0.0356	1194
Women can ask casual partner to use condom (%Strongly agree/agree)	48.06%	36.24%	59.87%	54.88%	43.07%	66.68%	0.3075	1195

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	64.01%	55.67%	72.34%	59.74%	55.08%	64.40%	0.3532	947
Condom use at last sex with regular partner	50.55%	40.99%	60.10%	53.56%	47.16%	59.96%	0.6467	829
Condom at last sex among those with multiple partners	76.01%	60.17%	91.85%	70.64%	62.22%	79.05%	0.5878	154
Condom at last sex with a regular partner, among those with multiple partners	64.62%	41.64%	87.59%	53.11%	42.17%	64.04%	0.4392	153
Always uses condom with most recent partner	25.90%	15.50%	36.31%	23.50%	18.05%	28.94%	0.7062	837
Condom use in marriage accepted (%Strongly agree/agree)	69.53%	62.68%	76.38%	78.43%	71.81%	85.06%	0.0448	1195
Women can ask regular partner to use condom (%Strongly agree/agree)	67.85%	59.42%	76.28%	74.51%	67.19%	81.83%	0.1119	1194
Women can ask casual partner to use condom (%Strongly agree/agree)	48.06%	36.24%	59.87%	52.93%	42.84%	63.02%	0.4346	1195

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Condom use at last sex	58.97%	54.45%	63.50%	65.23%	52.96%	77.51%	0.3425	967
Condom use at last sex with regular partner	51.15%	47.07%	55.22%	61.18%	48.86%	73.50%	0.1289	844
Condom at last sex among those with multiple partners	70.71%	63.42%	78.00%	65.21%	52.94%	77.48%	0.4701	158
Condom at last sex with a regular partner, among those with multiple partners	56.29%	48.99%	63.58%	47.78%	34.57%	60.98%	0.2954	157
Always uses condom with most recent partner	24.08%	18.87%	29.30%	27.65%	16.04%	39.26%	0.5664	851
Condom use in marriage accepted (%Strongly agree/agree)	74.95%	70.00%	79.91%	78.53%	69.53%	87.53%	0.4619	1222
Women can ask regular partner to use condom (%Strongly agree/agree)	73.53%	68.38%	78.67%	75.88%	66.35%	85.41%	0.6186	1221
Women can ask casual partner to use condom (%Strongly agree/agree)	51.69%	42.69%	60.69%	57.45%	41.29%	73.61%	0.3783	1222

HIV TESTING

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	67.00%	60.31%	73.69%	68.10%	61.05%	75.16%	0.8230	1231
HIV Test in the Last 12 Months	49.07%	41.98%	56.15%	48.95%	40.59%	57.31%	0.9846	1218
Discussed results of most recent HIV test	81.53%	73.49%	89.58%	85.67%	80.99%	90.36%	0.2373	835
Pregnant woman should test for HIV (%True)	96.55%	94.56%	98.54%	96.47%	95.08%	97.86%	0.9388	1229
Leaders encourage HIV testing (%Strongly agree/agree)	56.12%	47.67%	64.57%	59.09%	49.54%	68.64%	0.5452	1230
Number of Times Tested for HIV	2.188	1.8929	2.4832	2.1852	1.9318	2.4386	0.9877	1204

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	67.00%	60.31%	73.69%	71.09%	64.27%	77.91%	0.4477	1231
HIV Test in the Last 12 Months	49.07%	41.98%	56.15%	57.20%	48.76%	65.63%	0.2228	1218
Discussed results of most recent HIV test	81.53%	73.49%	89.58%	82.44%	75.72%	89.17%	0.7353	835
Pregnant woman should test for HIV (%True)	96.55%	94.56%	98.54%	98.14%	97.00%	99.27%	0.1272	1229
Leaders encourage HIV testing (%Strongly agree/agree)	56.12%	47.67%	64.57%	70.34%	61.34%	79.34%	0.0040	1230
Number of Times Tested for HIV	2.188	1.8929	2.4832	2.2079	1.8025	2.6133	0.9415	1204

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	63.28%	57.77%	68.78%	76.46%	70.58%	82.33%	0.0061	1204
HIV Test in the Last 12 Months	45.43%	39.87%	50.99%	61.36%	55.48%	67.23%	0.0006	1192
Discussed results of most recent HIV test	80.30%	73.38%	87.22%	87.11%	82.01%	92.22%	0.0464	818
Pregnant woman should test for HIV (%True)	96.15%	94.76%	97.55%	98.16%	96.50%	99.82%	0.1271	1202
Leaders encourage HIV testing (%Strongly agree/agree)	60.64%	52.88%	68.41%	62.26%	53.18%	71.34%	0.7283	1203
Number of Times Tested for HIV	2.0453	1.7871	2.3034	2.4726	2.1841	2.7611	0.0409	1178

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	64.46%	58.95%	69.97%	71.43%	64.70%	78.15%	0.0929	1229
HIV Test in the Last 12 Months	44.89%	39.43%	50.35%	54.05%	44.18%	63.91%	0.0419	1216
Discussed results of most recent HIV test	83.33%	77.51%	89.15%	83.25%	73.46%	93.05%	0.9845	834
Pregnant woman should test for HIV (%True)	96.05%	94.32%	97.78%	97.34%	95.60%	99.09%	0.3539	1227
Leaders encourage HIV testing (%Strongly agree/agree)	57.43%	49.29%	65.57%	61.71%	50.43%	72.99%	0.4586	1228
Number of Times Tested for HIV	2.1119	1.8194	2.4045	2.2309	1.658	2.8038	0.7301	1203

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	64.46%	58.95%	69.97%	73.15%	68.67%	77.63%	0.0035	1229
HIV Test in the Last 12 Months	44.89%	39.43%	50.35%	59.77%	54.82%	64.72%	0.0004	1216
Discussed results of most recent HIV test	83.33%	77.51%	89.15%	83.33%	77.11%	89.55%	0.9997	834
Pregnant woman should test for HIV (%True)	96.05%	94.32%	97.78%	98.11%	96.56%	99.66%	0.0885	1227
Leaders encourage HIV testing (%Strongly agree/agree)	57.43%	49.29%	65.57%	65.65%	57.55%	73.75%	0.0233	1228
Number of Times Tested for HIV	2.1119	1.8194	2.4045	2.3061	2.1162	2.4959	0.2939	1203

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	56.85%	44.86%	68.83%	66.93%	61.94%	71.92%	0.0518	1195
HIV Test in the Last 12 Months	42.90%	31.49%	54.30%	47.30%	40.41%	54.19%	0.5205	1183
Discussed results of most recent HIV test	80.36%	70.66%	90.05%	80.22%	72.09%	88.35%	0.9781	810
Pregnant woman should test for HIV (%True)	92.98%	88.52%	97.43%	97.82%	96.55%	99.08%	0.0100	1193
Leaders encourage HIV testing (%Strongly agree/agree)	57.14%	48.30%	65.98%	57.25%	47.48%	67.02%	0.9826	1194
Number of Times Tested for HIV	1.898	1.3504	2.4455	2.1732	1.8243	2.5222	0.3079	1169

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	56.85%	44.86%	68.83%	73.16%	67.84%	78.49%	0.0229	1195
HIV Test in the Last 12 Months	42.90%	31.49%	54.30%	58.04%	52.45%	63.64%	0.0440	1183
Discussed results of most recent HIV test	80.36%	70.66%	90.05%	85.80%	80.79%	90.81%	0.1797	810
Pregnant woman should test for HIV (%True)	92.98%	88.52%	97.43%	97.50%	96.18%	98.81%	0.0177	1193
Leaders encourage HIV testing (%Strongly agree/agree)	57.14%	48.30%	65.98%	64.78%	56.77%	72.79%	0.1595	1194
Number of Times Tested for HIV	1.898	1.3504	2.4455	2.3063	2.0186	2.5941	0.2365	1169

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Ever Tested for HIV	67.77%	63.39%	72.16%	71.63%	65.19%	78.07%	0.3231	1222
HIV Test in the Last 12 Months	50.50%	46.02%	54.98%	53.93%	45.17%	62.69%	0.4983	1209
Discussed results of most recent HIV test	83.99%	78.31%	89.67%	76.48%	67.29%	85.67%	0.0746	829
Pregnant woman should test for HIV (%True)	96.56%	95.31%	97.81%	99.18%	98.03%	100.34%	0.0398	1220
Leaders encourage HIV testing (%Strongly agree/agree)	59.89%	52.95%	66.83%	68.88%	57.30%	80.46%	0.0654	1221
Number of Times Tested for HIV	2.1459	1.9711	2.3206	2.4642	1.8102	3.1182	0.3503	1195

HIV TREATMENT

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	24.54%	19.76%	29.32%	18.21%	13.17%	23.25%	0.1411	1230
Willing to Care for Someone on ART	90.92%	85.86%	95.98%	94.79%	90.78%	98.81%	0.0307	1169
PLHIV on ART can transmit HIV (%True)	89.70%	84.89%	94.51%	91.94%	88.73%	95.15%	0.3662	1230
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.50%	89.21%	95.79%	89.17%	84.22%	94.12%	0.1952	1227
ARVs prevent MCT during pregnancy	79.70%	73.30%	86.09%	84.63%	80.11%	89.15%	0.0921	1230
ARVs prevent MCT during childbirth	75.20%	68.26%	82.13%	78.28%	72.70%	83.86%	0.2206	1231
ARVs prevent MCT during childbirth	74.98%	67.65%	82.32%	77.49%	71.48%	83.50%	0.5283	1230
People on ART have to stay on treatment for rest of lives	92.25%	89.24%	95.27%	90.46%	85.19%	95.73%	0.3968	1228
Leaders encourage HIV treatment (%Strongly agree/agree)	58.75%	49.72%	67.78%	55.41%	45.42%	65.39%	0.5925	1231
Participated in a PMTCT program	23.43%	14.91%	31.94%	19.72%	13.62%	25.81%	0.4684	569

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	24.54%	19.76%	29.32%	22.62%	15.51%	29.74%	0.6595	1230
Willing to Care for Someone on ART	90.92%	85.86%	95.98%	93.08%	89.33%	96.83%	0.5515	1169
PLHIV on ART can transmit HIV (%True)	89.70%	84.89%	94.51%	92.18%	88.84%	95.52%	0.3559	1230
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.50%	89.21%	95.79%	96.07%	93.44%	98.70%	0.1583	1227
ARVs prevent MCT during pregnancy	79.70%	73.30%	86.09%	74.94%	67.28%	82.59%	0.2883	1230
ARVs prevent MCT during childbirth	75.20%	68.26%	82.13%	74.02%	66.78%	81.26%	0.8179	1231
ARVs prevent MCT during childbirth	74.98%	67.65%	82.32%	68.93%	61.67%	76.20%	0.1427	1230
People on ART have to stay on treatment for rest of lives	92.25%	89.24%	95.27%	91.46%	87.54%	95.38%	0.7060	1228
Leaders encourage HIV treatment (%Strongly agree/agree)	58.75%	49.72%	67.78%	67.24%	58.12%	76.35%	0.1061	1231
Participated in a PMTCT program	23.43%	14.91%	31.94%	27.60%	18.35%	36.86%	0.4503	569

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	20.25%	16.67%	23.84%	24.54%	18.51%	30.57%	0.2554	1203
Willing to Care for Someone on ART	92.46%	88.41%	96.51%	93.00%	89.52%	96.48%	0.7775	1142
PLHIV on ART can transmit HIV (%True)	92.92%	90.61%	95.24%	86.34%	79.22%	93.46%	0.0398	1203
PLHIV does not need to use condoms because cannot transmit HIV (%False)	92.23%	88.55%	95.91%	92.00%	88.67%	95.33%	0.9331	1200
ARVs prevent MCT during pregnancy	79.90%	74.50%	85.31%	81.71%	77.17%	86.26%	0.4505	1203
ARVs prevent MCT during childbirth	75.00%	68.71%	81.28%	78.27%	73.07%	83.46%	0.3317	1204
ARVs prevent MCT during childbirth	75.26%	69.47%	81.04%	72.96%	65.90%	80.03%	0.4685	1203
People on ART have to stay on treatment for rest of lives	92.11%	89.52%	94.70%	89.88%	84.06%	95.69%	0.3044	1201
Leaders encourage HIV treatment (%Strongly agree/agree)	58.35%	51.35%	65.36%	63.00%	54.46%	71.53%	0.2392	1204
Participated in a PMTCT program	20.91%	14.21%	27.62%	27.80%	18.22%	37.39%	0.2817	553

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	21.11%	16.82%	25.40%	22.31%	15.19%	29.44%	0.7807	1228
Willing to Care for Someone on ART	90.55%	86.44%	94.66%	95.44%	92.01%	98.86%	0.0679	1167
PLHIV on ART can transmit HIV (%True)	92.30%	88.85%	95.74%	91.54%	86.65%	96.42%	0.7889	1228
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.82%	91.71%	95.93%	92.23%	87.55%	96.91%	0.4991	1225
ARVs prevent MCT during pregnancy	74.88%	68.49%	81.27%	88.28%	81.98%	94.58%	0.0029	1228
ARVs prevent MCT during childbirth	70.57%	63.55%	77.59%	82.77%	78.15%	87.40%	0.0003	1229
ARVs prevent MCT during childbirth	68.72%	61.71%	75.73%	80.97%	74.27%	87.67%	0.0014	1228
People on ART have to stay on treatment for rest of lives	89.84%	86.62%	93.06%	97.43%	95.03%	99.83%	0.0023	1226
Leaders encourage HIV treatment (%Strongly agree/agree)	56.60%	48.17%	65.03%	59.13%	49.02%	69.23%	0.6460	1229
Participated in a PMTCT program	18.73%	12.26%	25.20%	30.06%	18.01%	42.11%	0.1212	569

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	21.11%	16.82%	25.40%	22.11%	16.48%	27.75%	0.7743	1228
Willing to Care for Someone on ART	90.55%	86.44%	94.66%	94.86%	92.07%	97.65%	0.0013	1167
PLHIV on ART can transmit HIV (%True)	92.30%	88.85%	95.74%	88.37%	83.73%	93.00%	0.1463	1228
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.82%	91.71%	95.93%	89.09%	84.23%	93.95%	0.0274	1225
ARVs prevent MCT during pregnancy	74.88%	68.49%	81.27%	84.77%	77.60%	91.95%	0.0743	1228
ARVs prevent MCT during childbirth	70.57%	63.55%	77.59%	81.74%	74.58%	88.90%	0.0393	1229
ARVs prevent MCT during childbirth	68.72%	61.71%	75.73%	80.52%	74.04%	86.99%	0.0063	1228
People on ART have to stay on treatment for rest of lives	89.84%	86.62%	93.06%	91.27%	86.27%	96.27%	0.4921	1226
Leaders encourage HIV treatment (%Strongly agree/agree)	56.60%	48.17%	65.03%	64.74%	56.00%	73.47%	0.0927	1229
Participated in a PMTCT program	18.73%	12.26%	25.20%	26.62%	16.89%	36.36%	0.1631	569

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	23.96%	16.31%	31.61%	20.22%	15.09%	25.35%	0.3750	1194
Willing to Care for Someone on ART	88.54%	81.50%	95.57%	91.73%	87.69%	95.77%	0.2586	1135
PLHIV on ART can transmit HIV (%True)	92.72%	87.87%	97.57%	92.61%	90.57%	94.64%	0.9648	1194
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.14%	89.66%	96.61%	93.63%	91.17%	96.08%	0.7956	1191
ARVs prevent MCT during pregnancy	73.73%	63.16%	84.30%	75.36%	69.01%	81.70%	0.7294	1194
ARVs prevent MCT during childbirth	69.58%	58.36%	80.80%	74.63%	67.05%	82.21%	0.3106	1195
ARVs prevent MCT during childbirth	66.61%	55.52%	77.70%	74.39%	67.93%	80.85%	0.1214	1194
People on ART have to stay on treatment for rest of lives	91.64%	88.45%	94.82%	90.30%	86.20%	94.39%	0.6171	1192
Leaders encourage HIV treatment (%Strongly agree/agree)	61.39%	53.43%	69.34%	53.23%	43.57%	62.88%	0.1260	1195
Participated in a PMTCT program	13.56%	3.60%	23.52%	24.01%	17.30%	30.72%	0.0494	547

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	23.96%	16.31%	31.61%	21.44%	16.89%	26.00%	0.5883	1194
Willing to Care for Someone on ART	88.54%	81.50%	95.57%	95.00%	92.54%	97.46%	0.0118	1135
PLHIV on ART can transmit HIV (%True)	92.72%	87.87%	97.57%	90.18%	86.65%	93.71%	0.3340	1194
PLHIV does not need to use condoms because cannot transmit HIV (%False)	93.14%	89.66%	96.61%	90.58%	86.85%	94.30%	0.2300	1191
ARVs prevent MCT during pregnancy	73.73%	63.16%	84.30%	85.71%	81.20%	90.22%	0.0349	1194
ARVs prevent MCT during childbirth	69.58%	58.36%	80.80%	80.10%	74.89%	85.31%	0.0482	1195
ARVs prevent MCT during childbirth	66.61%	55.52%	77.70%	77.84%	71.25%	84.42%	0.0453	1194
People on ART have to stay on treatment for rest of lives	91.64%	88.45%	94.82%	91.96%	87.50%	96.42%	0.9039	1192
Leaders encourage HIV treatment (%Strongly agree/agree)	61.39%	53.43%	69.34%	63.45%	56.05%	70.86%	0.6562	1195
Participated in a PMTCT program	13.56%	3.60%	23.52%	26.33%	18.42%	34.24%	0.0800	547

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Cared for someone on ART	20.34%	17.60%	23.07%	30.42%	18.67%	42.17%	0.0728	1221
Willing to Care for Someone on ART	94.36%	92.60%	96.13%	83.36%	71.91%	94.82%	0.0098	1160
PLHIV on ART can transmit HIV (%True)	90.77%	87.88%	93.67%	92.79%	86.89%	98.69%	0.5359	1221
PLHIV does not need to use condoms because cannot transmit HIV (%False)	91.73%	88.99%	94.47%	95.01%	90.79%	99.22%	0.2131	1218
ARVs prevent MCT during pregnancy	79.57%	74.86%	84.27%	83.21%	76.01%	90.40%	0.3370	1221
ARVs prevent MCT during childbirth	75.28%	70.04%	80.52%	78.96%	70.99%	86.92%	0.4149	1222
ARVs prevent MCT during childbirth	73.64%	67.73%	79.54%	77.42%	68.34%	86.49%	0.4594	1221
People on ART have to stay on treatment for rest of lives	91.48%	88.58%	94.39%	91.39%	85.45%	97.33%	0.9660	1219
Leaders encourage HIV treatment (%Strongly agree/agree)	58.28%	51.65%	64.91%	70.44%	59.22%	81.66%	0.0156	1222
Participated in a PMTCT program	21.72%	17.06%	26.39%	36.33%	13.33%	59.33%	0.1649	562

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)	93.77%	91.69%	95.85%	93.55%	91.01%	96.09%	0.9055	1230
Telling people you are HIV+ doesn't help (%Disagree)	55.22%	50.55%	59.89%	62.27%	50.85%	73.69%	0.3588	1231
HIV is punishment for sinning (%Disagree)	75.81%	71.49%	80.12%	82.99%	79.91%	86.07%	0.0146	1231
Only promiscuous people get HIV (%Disagree)	78.45%	71.37%	85.54%	77.89%	72.66%	83.12%	0.8940	1231
Keep secret if family member has HIV (%Strongly agree/agree)	72.39%	66.55%	78.23%	76.71%	72.03%	81.40%	0.2967	1231
People in the community join together to help PLHIV (%Strongly agree/agree)	48.50%	39.73%	57.27%	53.09%	42.00%	64.17%	0.3254	1230

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)	93.77%	91.69%	95.85%	91.59%	87.10%	96.08%	0.3414	1230
Telling people you are HIV+ doesn't help (%Disagree)	55.22%	50.55%	59.89%	62.50%	54.95%	70.04%	0.1526	1231
HIV is punishment for sinning (%Disagree)	75.81%	71.49%	80.12%	80.00%	72.98%	87.01%	0.3051	1231
Only promiscuous people get HIV (%Disagree)	78.45%	71.37%	85.54%	84.30%	76.99%	91.61%	0.1467	1231
Keep secret if family member has HIV (%Strongly agree/agree)	72.39%	66.55%	78.23%	78.85%	72.73%	84.97%	0.0383	1231
People in the community join together to help PLHIV (%Strongly agree/agree)	48.50%	39.73%	57.27%	47.18%	38.19%	56.18%	0.7436	1230

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
When learn that you are HIV+, life is over (%Disagree)	92.21%	90.02%	94.40%	95.05%	92.37%	97.72%	0.1252	1203
Telling people you are HIV+ doesn't help (%Disagree)	61.00%	55.90%	66.10%	58.60%	51.32%	65.88%	0.5852	1204
HIV is punishment for sinning (%Disagree)	79.33%	75.54%	83.12%	80.60%	75.56%	85.64%	0.7022	1204
Only promiscuous people get HIV (%Disagree)	78.79%	73.76%	83.81%	81.39%	74.77%	88.01%	0.4736	1204
Keep secret if family member has HIV (%Strongly agree/agree)	72.76%	68.29%	77.22%	81.67%	76.57%	86.77%	0.0133	1204
People in the community join together to help PLHIV (%Strongly agree/agree)	50.03%	42.12%	57.95%	50.92%	40.06%	61.79%	0.8125	1203

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)	92.11%	89.92%	94.30%	94.81%	91.03%	98.59%	0.2513	1228
Telling people you are HIV+ doesn't help (%Disagree)	61.07%	55.54%	66.60%	57.29%	48.48%	66.09%	0.3672	1229
HIV is punishment for sinning (%Disagree)	75.86%	70.77%	80.95%	86.53%	80.62%	92.45%	0.0224	1229
Only promiscuous people get HIV (%Disagree)	79.91%	73.99%	85.83%	76.18%	69.49%	82.87%	0.3777	1229
Keep secret if family member has HIV (%Strongly agree/agree)	71.49%	65.34%	77.65%	77.42%	69.19%	85.64%	0.2760	1229
People in the community join together to help PLHIV (%Strongly agree/agree)	47.26%	38.00%	56.53%	49.34%	37.39%	61.29%	0.6919	1228

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)	92.11%	89.92%	94.30%	94.55%	91.97%	97.13%	0.1746	1228
Telling people you are HIV+ doesn't help (%Disagree)	61.07%	55.54%	66.60%	58.41%	50.47%	66.35%	0.6054	1229
HIV is punishment for sinning (%Disagree)	75.86%	70.77%	80.95%	82.52%	75.69%	89.36%	0.2051	1229
Only promiscuous people get HIV (%Disagree)	79.91%	73.99%	85.83%	81.04%	74.34%	87.75%	0.7553	1229
Keep secret if family member has HIV (%Strongly agree/agree)	71.49%	65.34%	77.65%	81.45%	77.41%	85.49%	0.0080	1229
People in the community join together to help PLHIV (%Strongly agree/agree)	47.26%	38.00%	56.53%	54.54%	46.09%	63.00%	0.0246	1228

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)	93.63%	90.17%	97.09%	89.86%	86.50%	93.22%	0.1807	1194
Telling people you are HIV+ doesn't help (%Disagree)	58.04%	51.07%	65.01%	63.48%	57.74%	69.22%	0.2715	1195
HIV is punishment for sinning (%Disagree)	68.99%	58.80%	79.18%	79.31%	74.56%	84.07%	0.0787	1195
Only promiscuous people get HIV (%Disagree)	75.24%	65.73%	84.75%	80.56%	75.64%	85.49%	0.1701	1195
Keep secret if family member has HIV (%Strongly agree/agree)	62.55%	53.61%	71.50%	76.13%	69.69%	82.56%	0.0080	1195
People in the community join together to help PLHIV (%Strongly agree/agree)	48.05%	37.96%	58.13%	47.36%	38.35%	56.38%	0.8710	1194

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)	93.63%	90.17%	97.09%	95.68%	93.58%	97.78%	0.3430	1194
Telling people you are HIV+ doesn't help (%Disagree)	58.04%	51.07%	65.01%	59.16%	51.38%	66.95%	0.8595	1195
HIV is punishment for sinning (%Disagree)	68.99%	58.80%	79.18%	85.23%	80.80%	89.65%	0.0114	1195
Only promiscuous people get HIV (%Disagree)	75.24%	65.73%	84.75%	81.04%	75.48%	86.60%	0.2272	1195
Keep secret if family member has HIV (%Strongly agree/agree)	62.55%	53.61%	71.50%	80.13%	76.27%	83.98%	0.0004	1195
People in the community join together to help PLHIV (%Strongly agree/agree)	48.05%	37.96%	58.13%	52.21%	42.46%	61.96%	0.4334	1194

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
When learn that you are HIV+, life is over (%Disagree)	93.52%	91.69%	95.35%	93.09%	89.83%	96.35%	0.8077	1221
Telling people you are HIV+ doesn't help (%Disagree)	59.05%	54.47%	63.63%	65.23%	56.55%	73.90%	0.1926	1222
HIV is punishment for sinning (%Disagree)	81.07%	78.69%	83.46%	68.43%	60.56%	76.30%	0.0003	1222
Only promiscuous people get HIV (%Disagree)	79.27%	74.35%	84.19%	81.14%	71.43%	90.84%	0.7166	1222
Keep secret if family member has HIV (%Strongly agree/agree)	75.02%	71.52%	78.52%	80.12%	71.65%	88.59%	0.2331	1222
People in the community join together to help PLHIV (%Strongly agree/agree)	49.33%	41.21%	57.44%	55.22%	39.86%	70.57%	0.3512	1221

GENDER-BASED VIOLENCE

One Radio Show	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	6.74%	4.34%	9.15%	6.94%	3.44%	10.44%	0.9164	1228
Leaders speak out against GBV (%Strongly agree/agree)	62.75%	56.65%	68.85%	61.52%	50.99%	72.05%	0.8421	1230

Two or More Radio Shows	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	6.74%	4.34%	9.15%	6.54%	3.74%	9.34%	0.9232	1228
Leaders speak out against GBV (%Strongly agree/agree)	62.75%	56.65%	68.85%	68.40%	60.53%	76.27%	0.2378	1230

Television	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	7.73%	5.47%	9.99%	5.50%	3.12%	7.89%	0.1964	1201
Leaders speak out against GBV (%Strongly agree/agree)	61.18%	54.27%	68.09%	69.51%	61.72%	77.29%	0.0571	1203

One Booklet	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	7.27%	4.03%	10.51%	8.37%	2.47%	14.27%	0.7920	1226
Leaders speak out against GBV (%Strongly agree/agree)	63.55%	55.38%	71.71%	54.95%	44.48%	65.43%	0.2656	1228

Two or More Booklets	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	7.27%	4.03%	10.51%	5.05%	2.95%	7.15%	0.1776	1226
Leaders speak out against GBV (%Strongly agree/agree)	63.55%	55.38%	71.71%	68.67%	59.97%	77.36%	0.2875	1228

One Media Channel	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	7.25%	2.18%	12.32%	6.77%	3.66%	9.88%	0.8859	1192
Leaders speak out against GBV (%Strongly agree/agree)	64.32%	56.65%	71.98%	59.52%	51.52%	67.53%	0.2740	1194

Two or More Media Channels	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	7.25%	2.18%	12.32%	7.01%	4.84%	9.17%	0.9313	1192
Leaders speak out against GBV (%Strongly agree/agree)	64.32%	56.65%	71.98%	66.59%	59.33%	73.85%	0.6767	1194

SAfAIDS	Unexposed	Lower Bound	Upper Bound	Exposed	Lower Bound	Upper Bound	P-Value	N
Physical GBV in the Last 12 Months	6.71%	4.99%	8.42%	7.29%	2.94%	11.63%	0.8040	1219
Leaders speak out against GBV (%Strongly agree/agree)	62.63%	57.00%	68.26%	73.36%	63.45%	83.28%	0.0143	1221