

Text S1: Construction of media exposure, perception of ARV treatment benefit and index of economic well-being.

- **Media exposure score**

One point was awarded for each medium used over the last 12 months.

	N	%
Listened to the radio (< 12 month)		
Yes	1120	29.0
No	2747	71.0
Watched television (< 12 month)		
Yes	2241	58.0
No	1626	42.0
Read the written press (< 12 month)		
Yes	363	9.4
No	3504	90.6
Went on the Internet (< 12 month)		
Yes	886	22.9
No	2981	77.1
Media exposure index		
Low (≤ 2)	2553	66.1
High (≥ 3)	1314	34.0

- **Perception of the ARV treatment benefit score**

One point was awarded for each time the participant agreed with the question asked.

	N	%
Thanks to ARVs. people use condoms less often than before.		
Agree	1826	47.2
Disagree	1276	33.0
Does not know	765	19.8
Thanks to ARVs. a pregnant woman can avoid transmitting the virus to her child.		
Agree	2538	65.6
Disagree	731	18.9
Does not know	599	15.5
Thanks to ARVs. infected people no longer transmit the HIV virus sexually.		
Agree	1461	37.8
Disagree	1766	45.7
Does not know	640	16.6
Thanks to ARVs. AIDS may be permanently cured.		
Agree	1469	38.0
Disagree	1698	43.9
Does not know	701	18.1
Less concerned about HIV/AIDS now that treatment has been improved.		
Agree	1941	50.2
Disagree	1536	39.7
Does not know	390	10.1
If I was HIV-infected. I would like to start treatment as soon as possible.		
Agree	3542	91.6
Disagree	144	3.7
Does not know	181	4.7
Perception of the ARV treatment benefit score		
Low (≤ 3)	2078	53.7
High (> 3)	1789	46.3

- **Index of Economic well-being**

An analysis of multiple matches from the questions below was conducted to construct a wealth index.

	N	%
Self-perceived wealth		
You are comfortable	448	11.6
Your income is sufficient	1393	36.0
You are poor	1908	49.3
You are very poor	118	3.1
Has already skipped a meal for lack of money (< 12 month)		
Yes. once	318	8.2
Yes. more than once	794	20.5
Never	2755	71.2
Has a refrigerator		
Yes	971	25.1
No	2896	74.9
Has running water		
Yes	2162	55.9
No	1705	44.1
Has electricity		
Yes	2931	75.8
No	936	24.2
Index of Economic well-being		
High	2509	64.9
Low	1358	35.1