

Table 1: Unadjusted means and percentages of consistently using a condom with a non-marital, non-cohabitating partner among men aged 16-35 years old with 2 or more partners in the past year by segmentation and population characteristics

	Consistent Condom Use (N = 1373)		Odds Ratio	
	No	Yes		
Opportunity				
Brand Appeal (500_1)	1.77	1.89	1.38	*
Availability (500_2)	1.85	2.08	4.91	***
Ability				
Social Support (600_1)	—	—		
Social Norms (600_2)	—	—		
Trust (600_3)	—	—		
Motivation				
Outcome Expectations (700_1)	—	—		
Self-Efficacy (700_2)	—	—		
Risk Perception (700_3)	—	—		
Behavioural Intention (700_4)	1.65	1.81	1.52	*
Brand Characteristics				
Primary Condom Brand: SFH	—	—		
Population Characteristics				
Age	—	—		
Home Language: African	78.6	86.2	2.46	***
Work: Full-Time	23.5	16.9	0.39	***
Learner: Full-Time	—	—		
Residence: Township	78.9	77.0	0.56	*
Residence: Informal Settlement	—	—		
Partner Status: Lives with Married Spouse	7.8	8.6	2.67	**
Partner Status: Cohabiting	—	—		
Socio-Economic Status: Low	—	—		

*** Significant at $p \leq 0.001$

** Significant at $p \leq 0.01$

* Significant at $p \leq 0.05$

Table 2: Unadjusted Means, Percentages, and Relative Odds of SFH Condom as Primary Brand Among Men Aged 16-35 Years Old With 2 or More Partners by Segmentation and Population Characteristics

	Primary Brand (1195)		Odds Ratio
	Non-SFH	SFH	
Opportunity			
Brand Appeal (500_1)	1.73	2.15	6.20 ***
Availability (500_2)	2.02	2.03	0.31 **
Ability			
Social Support (600_1)	1.41	1.39	2.95 ***
Social Norms (600_2)	1.88	1.89	0.30 ***
Trust (600_3)	1.75	1.79	1.83 *
Motivation			
Outcome Expectations (700_1)	—	—	
Self-Efficacy (700_2)	2.04	2.10	2.01 *
Risk Perception (700_3)	1.83	1.81	0.17 ***
Behavioural Intention (700_4)	1.76	1.88	3.52 ***
Population Characteristics			
Age	—	—	
Home Language: African	—	—	
Work: Full-Time	15.47	29.18	2.11 *
Learner: Full-Time	23.67	13.37	0.39 *
Residence: Township	—	—	
Residence: Informal Settlement	—	—	
Partner Status: Married	—	—	
Partner Status: Cohabiting	—	—	
Socio-Economic Status: Low	—	—	

*** Significant At $P \leq 0.001$

** Significant At $P \leq 0.01$

* Significant At $P \leq 0.05$

Table 3: Unadjusted Means, Percentages, and Relative Odds of Lovers Plus vs. Trust as Primary Condom Brand among Men Aged 16-35 Years Old With 2 or More Partners by Segmentation and Population Characteristics

	Primary Brand (N=329)		Odds Ratio
	Trust	Lovers Plus	
Opportunity			
Brand Appeal (500_1)	—	—	
Availability (500_2)	—	—	
Ability			
Social Support (600_1)	—	—	
Social Norms (600_2)	—	—	
Trust (600_3)	—	—	
Motivation			
Outcome Expectations (700_1)	—	—	
Self-Efficacy (700_2)	—	—	
Risk Perception (700_3)	—	—	
Behavioural Intention (700_4)	—	—	
Population Characteristics			
Age	—	—	
Home Language: African	—	—	
Work: Full-Time	11.9	32.7	0.29 **
Learner: Full-Time	—	—	
Residence: Township	—	—	
Residence: Informal Settlement	—	—	
Partner Status: Married	—	—	
Partner Status: Cohabiting	—	—	
Socio-Economic Status: Low	—	—	

*** Significant at $p \leq 0.001$

** Significant at $p \leq 0.01$

* Significant at $p \leq 0.05$

Table 4: Unadjusted Means, Percentages, and Relative Odds of Public Sector vs. SFH as Primary Condom Brand among Men Aged 16-35 Years Old With 2 or More Partners by Segmentation and Population Characteristics

	Primary Brand (N=1144)		Odds Ratio
	Public Sector	SFH	
Opportunity			
Brand Appeal (500_1)	1.70	2.15	6.50 ***
Availability (500_2)	2.02	2.03	0.35 **
Ability			
Social Support (600_1)	1.40	1.39	2.27 ***
Social Norms (600_2)	1.88	1.89	0.31 ***
Trust (600_3)	—	—	
Motivation			
Outcome Expectations (700_1)	—	—	
Self-Efficacy (700_2)	—	—	
Risk Perception (700_3)	1.83	1.81	0.24 ***
Behavioural Intention (700_4)	1.75	1.88	4.76 ***
Population Characteristics			
Age	—	—	
Home Language: African	—	—	
Work: Full-Time	15.0	29.2	1.96 *
Learner: Full-Time	23.7	13.4	0.37 **
Residence: Township	—	—	
Residence: Informal Settlement	—	—	
Partner Status: Married	—	—	
Partner Status: Cohabiting	—	—	
Socio-Economic Status: Low	—	—	

*** Significant at $p \leq 0.001$

** Significant at $p \leq 0.01$

* Significant at $p \leq 0.05$

Table 5: Unadjusted Means, Percentages, and Relative Odds of Commercial vs. SFH as Primary Condom Brand among Men Aged 16-35 Years Old With 2 or More Partners by Segmentation and Population Characteristics

	Primary Brand (N=380)		Odds Ratio
	Commercial	SFH	
<i>Opportunity</i>			
Brand Appeal (500_1)	—	—	
Availability (500_2)	—	—	
<i>Ability</i>			
Social Support (600_1)	—	—	
Social Norms (600_2)	—	—	
Trust (600_3)	—	—	
<i>Motivation</i>			
Outcome Expectations (700_1)	—	—	
Self-Efficacy (700_2)	—	—	
Risk Perception (700_3)	—	—	
Behavioural Intention (700_4)	—	—	
<i>Population Characteristics</i>			
Age	—	—	
Home Language: African	52.9	88.7	6.78 ***
Work: Full-Time	—	—	
Learner: Full-Time	—	—	
Residence: Township	—	—	
Residence: Informal Settlement	—	—	
Partner Status: Married	—	—	
Partner Status: Cohabiting	—	—	
Socio-Economic Status: Low	—	—	

*** Significant at $p \leq 0.001$

** Significant at $p \leq 0.01$

* Significant at $p \leq 0.05$

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Table 6: Unadjusted Means, Percentages, and Relative Odds of Discontinuing Condom Use if Primary Brand Were Discontinued among Men Aged 16-35 Years Old With 2 or More Partners by Segmentation and Population Characteristics

	Stop Using Condoms		Odds Ratio
	No	Yes	
Opportunity			
Brand Appeal (500_1)	1.87	1.56	0.37 ***
Availability (500_2)	—	—	
Ability			
Social Support (600_1)	—	—	
Social Norms (600_2)	—	—	
Trust (600_3)	—	—	
Motivation			
Outcome Expectations (700_1)	—	—	
Self-Efficacy (700_2)	—	—	
Risk Perception (700_3)	1.83	1.66	0.20 ***
Behavioural Intention (700_4)	—	—	
Population Characteristics			
Age	—	—	
Home Language: African	—	—	
Work: Full-Time	—	—	
Learner: Full-Time	—	—	
Residence: Township	—	—	
Residence: Informal Settlement	—	—	
Partner Status: Married	—	—	
Partner Status: Cohabiting	—	—	
Socio-Economic Status: Low	27.61	44.44	2.65 **

*** Significant at $p \leq 0.001$

** Significant at $p \leq 0.01$

* Significant at $p \leq 0.05$

Table 7: Monitoring table: Behavioural and Socio-Demographic Characteristics of Men Aged 16-35 with 2 or More Partners in the Past Year

N=1373

Behavioural Outcomes

Consistent Condom Use	58.2
Ever Used a Condom	92.5
Stop Using a Condom	6.4

Primary Brand (N=1195)

Public Sector	68.2
Lovers Plus	22.5
Trust	5.0
Commercial	4.3

Opportunity

Brand Appeal (500_1)	1.84
Availability (500_2)	2.00

Ability

Social Support (600_1)	1.41
Social Norms (600_2)	1.87
Trust (600_3)	1.73

Motivation

Outcome Expectations (700_1)	2.02
Self-Efficacy (700_2)	2.03
Risk Perception (700_3)	1.80
Behavioural Intention (700_4)	1.75

Population Characteristics

Age	24.8
Home Language: African	83.0
Work: Full-Time	19.7
Learner: Full-Time	19.6
Residence: Township	77.8
Residence: Informal Settlement	30.3
Partner Status: Married	8.6
Partner Status: Cohabiting	20.4
Socio-Economic Status: Low	29.3

CONSTRUCT	NUMBER	ITEM	REVERSE CODED
500s OPPOdds RatioTUNITY: BRAND APPEAL			
	501	Condoms you get for free are just as good as the ones available in shops	R
	503	The brand of condom really does not matter to me	R
	504	Some condoms are better than others	
	509	Some condoms are stronger than others	
500s OPPOdds RatioTUNITY: AVAILABILITY			
	510	I can always find a condom when I need one during the day	
	511	Finding a place to store condoms is difficult	R
	512	Sometimes I don't use condoms even when I have one with me	R
	513	It's difficult to always have a condom at hand when I need one	R
	514	I can get a condom around here easily during the night	
	515	I always have condoms with me	
	516	Public sector condoms are easy to get when I need them	
	518	I feel embarrassed when I go to get condoms	R
	520	I don't know where to get condoms from	R
600s ABILITY: SOCIAL SUPPOdds RatioT			
	601	Boys are pressured by girls of their own age to have sex	R
	603	Girls are pressured to have sex	R
	604	Boys pressure each other to have sex	R
	605	Girls are pressured to have sex by boys of their own age	R
	606	Girls pressure each other to have sex	R
	607	Boys are pressured to have sex	R
	608	Boys are pressured to have sex by older women	R
600s ABILITY: SOCIAL NOdds RatioMS			
	612	You would be proud of a friend who stayed faithful to his/her partner	
	618	It's normal for partners to be "in love" without having sex	
	620	A girl can love her boyfriend and still not want to have sex with him	
	622	If a woman doesn't want to have sex with her boyfriend/spouse then the couple won't have sex	
	623	Men and women have equal rights in their sexual relationship	
600s ABILITY: TRUST			
	624	I feel scared when I think about catching AIDS from my partner	
	625	I think that my partner might have sex with someone else	
	626	There are times when my partner cannot be trusted	
	627	I feel nervous that a past partner could have given my partner AIDS	
	628	When I have sexual relations with my partner I worry about getting AIDS	
	629	I worry about what my partner and I should do to prevent catching AIDS	
	636	I would be asking for trouble if I assumed my partner does not have HIV	
	637	It would be best for my partner and I to get tested for HIV before we stopped using condoms	
	638	It is better for me to be cautious and use condoms	
700s MOTIVATION: OUTCOME EXPECTATIONS			
	701	Sex can be enjoyable with condoms	
	702	Condoms reduce pleasure for me	R
	703	Condoms are only for family planning	R
	704	Condoms are not effective in preventing HIV	R
	705	If a condom breaks during sex, it's not really a problem	R
	706	Condoms are inconvenient to use	R
	709	Drinking alcohol before sex makes you a better sexual partner	R
	710	Sex without alcohol is not as enjoyable	R
700s MOTIVATION: SELF EFFICACY			
	711	Using a condom all the time [consistently] is difficult for me	R
	712	I do not know how to convince my partner to use a condom	R
	713	Safe sex is very difficult	R
	714	It is not really up to me whether a condom is used or not	R
	715	Discussing condom use with my partner is difficult	R
	716	I know how to use a condom	
700s MOTIVATION: RISK PERCEPTION			
	722	AIDS is not as big a problem as the media suggests	R
	723	The idea of getting HIV doesn't bother me	R
	724	I am less likely than most people to get AIDS	R
	725	With the rollout of ARVs (Anti-Retrovirals), getting AIDS is not a problem anymore	R
	726	Because of AIDS, I feel nervous about initiating sexual relations	
	728	When I have sexual relations, I worry about getting AIDS	
	730	I am not the kind of person who is likely to get AIDS	R
	731	The fear of AIDS makes me feel nervous about engaging in sex	
	732	AIDS hasn't really affected my behaviour	R
	733	I am not concerned about protecting myself from AIDS	R
700s MOTIVATION: BEHAVIOURAL INTENTION			
	736	I am highly motivated to use condoms	
	737	I plan to get an HIV test	
	738	I would be able to abstain from sex if my partner did not want to have sex	
	741	I am highly motivated to stay faithful to my partner	
	742	My partner(s) is (are) highly motivated to use condoms.	
	743	Before starting a new relationship I would plan to test for HIV with my partner	
	744	I am motivated to abstain from sex until I find the right partner	