Unique enrolments

3386

Did not complete any surveys = 827

HIV positive at first survey = 455

Missing/inconsistent HIV status = 57

Main sample, N=2047

Exposures assessed:
- Age group
- Ethnicity
- Sexuality
- SHA of residence
- Education
- Occupation
- Income
- Household composition
- Relationship status

Missing exposure data = 81

Did not complete Month 7 survey = 839

Sub-group 1, N=1127

Exposure added:
- THT "I Did It" print advert

Missing data for "I Did It" = 5

Did not complete Month 1 survey = 235

Sub-group 2, N=887

Exposures added:
- Lifetime sexual partners
- Average monthly casual sexual partners
- Most recent HIV test before joining survey

Missing exposure data = 8

Did not complete Month 13 survey = 160

Sub-group 3, N=719

Exposures added:
- THT "Clever Dick/Smart Arse" press adverts
- GMFA "Count Me In" campaign
- Calendar period

Did not complete Month 7 survey = 839