

Table 1. Percentage distribution of respondents to baseline and follow-up surveys, by selected characteristics, according to study site, Zimbabwe, 1997–1998

Characteristic	Campaign		Comparison	
	Baseline (N=973)	Follow-up (N=1,000)	Baseline (N=453)	Follow-up (N=400)
Sex				
Female	50.1	49.8	50.0	49.5
Male	49.9	50.2	50.0	50.5
Age†,‡				
10–14	33.0	21.9	19.7	23.8
15–19	45.3	54.3	49.8	54.0
20–24	21.7	23.8	30.5	22.3
Residence				
Urban	20.4	20.0	50.8	50.0
Rural	79.6	80.0	49.2	50.0
Education‡,§				
None	0.2	0.0	0.0	0.8
Primary	39.2	28.3	31.5	28.5
Secondary	60.5	71.5	68.1	70.5
University	0.1	0.2	0.4	0.3
School attendance				
Student	64.7	58.4	48.6	57.3
Working/unemployed	35.3	41.6	51.4	42.7
Marital status†				
Single	93.1	90.9	81.6	88.5
Married/other	6.9	9.1	18.4	11.5
Sexual experience†,‡,††				
No	79.2	65.6	70.4	69.8
Yes	20.8	34.4	29.6	30.2
Total	100.0	100.0	100.0	100.0

†Difference between campaign and comparison data at baseline is statistically significant at $p < .001$. ‡Difference between baseline and follow-up data in campaign area is statistically significant at $p < .001$. §Difference between campaign and comparison data at baseline is statistically significant at $p < .05$. ††Difference between baseline and follow-up data in comparison area is statistically significant at $p < .05$.