

**Table 3. Mean value or percentage of respondents reporting particular behavior, by baseline and follow-up values and percentage change, according to exposure to GO campaign (N=571)**

Variable	Total	Exposed	Not exposed
<b>Overall ideation score</b>			
Baseline	2.31	2.66	2.11
Follow-up	2.59	3.16	2.27
% change	12.1	18.4	7.5
t	4.606	4.757	2.131
p	.0001	.0001	.0338
<b>Mean no. of modern methods known</b>			
Baseline	4.72	5.18	4.45
Follow-up	4.74	5.70	4.18
% change	0.4	10.0	-5.8
t	0.284	4.042	-2.63
p	.776	.0001	.009
<b>% who approved of family planning</b>			
Baseline	70.7	80.0	65.4
Follow-up	72.8	85.7	65.4
% change	3.0	7.1	0.0
z	0.789	1.554	0.000
p	.430	.120	1.000
<b>% who discussed family planning with spouse or partner</b>			
Baseline	32.7	41.9	27.4
Follow-up	45.2	52.8	40.7
% change	38.2	26.5	48.5
z	4.308	2.248	3.789
p	.0001	.0246	.0002
<b>% who discussed family planning with others</b>			
Baseline	29.1	35.7	25.2
Follow-up	32.4	43.8	25.7
% change	11.3	22.7	2.0
z	1.219	1.695	0.171
p	.223	.090	.864
<b>% whose spouse or partner approves of family planning</b>			
Baseline	26.0	28.6	24.9
Follow-up	37.6	45.2	33.2
% change	43.8	58.0	33.3
z	4.125	3.539	2.458
p	.0001	.0004	.014