

**Table 4. Percentage distribution of study participants and regression coefficients estimating the impact of campaign exposure, selected characteristics and prior family planning related attitudes and practices on ideation (N=571)**

| Independent variable  | % dist. | Model 1†   | Model 2‡   |
|---|---------|------------|------------|
| <b>SOCIAL/DEMOGRAPHIC CHARACTERISTICS</b>                   |         |            |            |
| <b>Education</b>  |         |            |            |
| None (ref)  | 18.2    | 0.00       | 0.00       |
| Primary   | 25.9    | 0.74***    | 0.49*      |
| ≥secondary  | 55.9    | 1.24***    | 0.83**     |
| <b>Religion</b>   |         |            |            |
| Christian   | 77.1    | 0.15       | 0.24       |
| Non-Christian (ref)   | 22.9    | 0.00       | 0.00       |
| <b>Region of residence</b>                                  |         |            |            |
| Southwest (ref)   | 18.6    | 0.00       | 0.00       |
| North   | 27.1    | -0.53**    | -0.66***   |
| West/Littoral   | 19.3    | -0.47**    | -0.50**    |
| Center  | 35.0    | -0.45**    | -0.65***   |
| <b>Age-group</b>  |         |            |            |
| <25 years (ref)   | 41.3    | 0.00       | 0.00       |
| 25–34   | 28.9    | 0.06       | 0.15       |
| ≥35   | 29.8    | 0.01       | 0.15       |
| <b>Residence status</b>                                     |         |            |            |
| City/large town   | 53.1    | -0.06      | -0.07      |
| Small town/village (ref)                                    | 46.9    | 0.00       | 0.00       |
| <b>Marital status</b>                                       |         |            |            |
| Single  | 24.2    | -0.78***   | -0.74***   |
| Ever-married (ref)  | 75.8    | 0.00       | 0.00       |
| <b>Visited health facility within last 12 months</b>        |         |            |            |
| Yes   | 73.2    | 0.33**     | 0.35**     |
| No (ref)  | 26.8    | 0.00       | 0.00       |
| <b>Exposure to other family planning interventions</b>      |         |            |            |
| Yes   | 36.1    | 0.38***    | 0.38***    |
| No (ref)  | 63.9    | 0.00       | 0.00       |
| <b>PRIOR ATTITUDES AND PRACTICES, 1998</b>                  |         |            |            |
| <b>Prior contraceptive use</b>                              |         |            |            |
| Modern  | 15.6    | 0.67***    | 0.53**     |
| Traditional   | 22.2    | 0.62***    | 0.54**     |
| None, intending to use modern                               | 32.0    | 0.44**     | 0.32*      |
| None, not intending to use modern (ref)                     | 30.2    | 0.00       | 0.00       |
| <b>Prior overall ideation</b>                               |         |            |            |
| Mean score  | 2.31    | 0.27***    | 0.23***    |
| <b>PROGRAM EXPOSURE</b>                                     |         |            |            |
| <b>Exposed to campaign</b>                                  |         |            |            |
| Yes   | 36.8    | 0.27**     | na         |
| No (ref)  | 65.2    | 0.00       | na         |
| Predicted campaign exposure                                 | na      | na         | 1.46*      |
| $R^2$   | na      | .511       | .510       |
| Ramsey regression specification error test (RESET) F/Prob>F | na      | 0.76/0.516 | 0.33/0.806 |
| Mean variance inflation factor                              | na      | 1.99       | 2.84       |

\*p≤.05. \*\*p≤.01. \*\*\*p≤.001. †Model assumes that campaign exposure is exogenous. ‡Estimated error term from campaign exposure regression is used to test for exogeneity. Notes: ref=reference group. na=not applicable.