

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‡
SOCIAL/DEMOGRAPHIC CHARACTERISTICS			
Education			
None (ref)	18.2	0.00	0.00
Primary	25.9	0.74***	0.49*
≥secondary	55.9	1.24***	0.83**
Religion			
Christian	77.1	0.15	0.24
Non-Christian (ref)	22.9	0.00	0.00
Region of residence			
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***
Age-group			
<25 years (ref)	41.3	0.00	0.00
25–34	28.9	0.06	0.15
≥35	29.8	0.01	0.15
Residence status			
City/large town	53.1	-0.06	-0.07
Small town/village (ref)	46.9	0.00	0.00
Marital status			
Single	24.2	-0.78***	-0.74***
Ever-married (ref)	75.8	0.00	0.00
Visited health facility within last 12 months			
Yes	73.2	0.33**	0.35**
No (ref)	26.8	0.00	0.00
Exposure to other family planning interventions			
Yes	36.1	0.38***	0.38***
No (ref)	63.9	0.00	0.00
PRIOR ATTITUDES AND PRACTICES, 1998			
Prior contraceptive use			
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
Prior overall ideation			
Mean score	2.31	0.27***	0.23***
PROGRAM EXPOSURE			
Exposed to campaign			
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
<i>Ramsey regression specification error test (RESET) F/Prob>F</i>	na	0.76/0.516	0.33/0.806
<i>Mean variance inflation factor</i>	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.