TABLE 3. Adjusted odds ratios (and 95% confidence intervals) from logistic regression analyses identifying associations between selected social and demographic characteristics and exposure to campaign messages in intervention districts at follow-up, by type of message

Characteristic	Any activity (N=721)	Interpersonal communication (N=721)	Street drama (N=721)	Wall sign or poster (N=721)
Age				
<25 (ref)	1.0	1.0	1.0	1.0
≥25	1.5 (1.0–2.1)*	1.7 (1.0–2.6)*	1.2 (0.8–1.9)	1.3 (0.9–1.9)
Education				
None (ref)	1.0	1.0	1.0	1.0
Primary	3.2 (1.9–5.6)***	2.9 (1.5–5.4)***	1.8 (0.9–3.5)	2.8 (1.6–4.7)***
Middle	2.6 (1.7–3.9)***	2.0 (1.2–3.3)**	2.2 (1.3–3.6)**	2.5 (1.6–3.7)***
Secondary	2.3 (1.2–4.3)**	1.1 (0.4–2.8)	1.3 (0.6–3.3)	2.6 (1.4–4.8)**
>secondary	4.1 (1.5–10.9)**	2.7 (0.9–8.0)	2.7 (0.9–7.9)	5.3 (2.0–14.1)***
Religion				
Hindu (ref)	1.0	1.0	1.0	1.0
Muslim	2.3 (1.4–3.9)***	1.4 (0.7–2.8)	2.3 (1.2–4.4)*	1.9 (1.1–3.1)*
Christian	2.0 (0.6–7.3)	1.4 (0.3–5.5)	0.5 (0.1–1.7)	1.7 (0.5–5.7)
Sarna	0.8 (0.3–2.1)	1.5 (0.5–4.5)	0.6 (0.2–1.4)	0.8 (0.3–1.9)
Caste				
General caste (ref)	1.0	1.0	1.0	1.0
Scheduled caste	2.5 (1.3–5.0)**	4.2 (1.5–12.1)**	1.7 (0.6–4.8)	2.1 (1.1–4.3)*
Scheduled tribe	3.4 (1.2–9.7)*	3.0 (0.7–12.4)	6.5 (1.9–22.0)**	2.3 (0.8–6.5)
Other backward class	1.1 (0.6–1.9)	2.0 (0.8–5.1)	1.2 (0.5–2.8)	1.0 (0.5–1.7)
Family type				
Nuclear (ref)	1.0	1.0	1.0	1.0
Joint/extended	0.8 (0.6–1.2)	0.8 (0.5–1.3)	0.6 (0.4–1.0)*	1.0 (0.7–1.4)
Wealth index				
Low (ref)	1.0	1.0	1.0	1.0
Medium	1.2 (0.8–1.8)	1.2 (0.7–2.0)	1.2 (0.7–2.0)	1.3 (0.8–1.9)
High	1.2 (0.6–2.4)	1.3 (0.6–3.3)	0.9 (0.3–2.3)	1.2 (0.6–2.4)
–2 log likelihood	*905.7*	*614.2*	*617.9*	*889.0*

*p<.05. **p<.01. ***p<.001. *Notes:* Models adjust for women's age, education, caste, family type and wealth. ref=reference group.