**S3 Table. Final model of first-use form completion times in minutes analysed using linear regression.** Multiple R2 = 0.47. Asterisks represent levels of significance (\* = p < 0.05, \*\* = p < 0.005, \*\*\* = p < 0.0005).

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
|  | **Transformations and categorical variables being compared to baseline** | **Estimate (in minutes) ± SE** | ***F*-statistic** | ***p*-value** |
| Intercept |  | 18.8 ± 1.86 | -- |  |
| Sector | Livestock field officer | -1.35 ± 1.05 | 6.61 | 0.013\* |
| Sex | Male | +3.55 ± 0.97 | 8.98 | 0.004\*\* |
| SMS per day | *loge* transformed | -1.26 ± 0.52 | 19.68 | 3.9e-5\*\*\* |
| Time owned  | *loge* transformed | -3.35 ± 1.07 | 8.48 | 0.005\*\* |
| Use Internet | Yes | -3.17 ± 0.99 | 10.29 | 0.002\*\* |