



eLife's transparent reporting form

We encourage authors to provide detailed information *within their submission* to facilitate the interpretation and replication of experiments. If you have any questions, please contact us: editorial@elifesciences.org.

Sample-size estimation

- You should state whether an appropriate sample size was computed when the study was being designed
- You should state the statistical method of sample size computation and any required assumptions
- If no explicit power analysis was used, you should describe how you decided what sample (replicate) size (number) to use

Please outline where this information can be found within the submission (e.g., page numbers or figure legends), or explain why this information doesn't apply to your submission:

Our study is an application of a novel segmentation technique, creating statistically and practically sound psychographic-behavioral segments. The study did not test a hypothesis, and therefore included no power analysis. For details on the sampling technique see page 6, from line 131:

Samples were distributed by age in proportion to the population size for each age group in each district. Households were randomly sampled in the selected districts and a male was approached in each household for the interview. If more than one eligible male lived in the household, selection among these males was made by random selection using a table of random numbers. Once a quota for an age group was reached in a district, only males who met open quota criteria were interviewed. If the household's selected male was not available or ineligible, the next household was approached. A small incentive was provided to compensate respondents for their time and refusal rates were low (<5%) and mostly due to men not having time to participate – consistent with rates experienced for other similar research.

Replicates

- You should report how often each experiment was performed
- You should include a definition of biological versus technical replication



- The data obtained should be provided and sufficient information should be provided to indicate the number of independent biological and/or technical replicates
- If you encountered any outliers, you should describe how these were handled
- Criteria for exclusion/inclusion of data should be clearly stated
- High-throughput sequence data should be uploaded before submission, with a private link for reviewers provided (these are available from both GEO and ArrayExpress)

Please outline where this information can be found within the submission (e.g., page numbers or figure legends), or explain why this information doesn't apply to your submission:

As this study does not include statistical hypothesis testing, most of these points do not apply. We did not exclude data of any participant, as stated here:

Page 6, from line 138:

All respondent data was used in analysis of the results; none were excluded.

Statistical reporting

- Statistical analysis methods should be described and justified
- Raw data should be presented in figures whenever informative to do so (typically when N per group is less than 10)
- For each experiment, you should identify the statistical tests used, exact values of N, definitions of center, methods of multiple test correction, and dispersion and precision measures (e.g., mean, median, SD, SEM, confidence intervals; and, for the major substantive results, a measure of effect size (e.g., Pearson's r , Cohen's d))
- Report exact p-values wherever possible alongside the summary statistics and 95% confidence intervals. These should be reported for all key questions and not only when the p-value is less than 0.05.

Please outline where this information can be found within the submission (e.g., page numbers or figure legends), or explain why this information doesn't apply to your submission:

Statistical information on the segmentation procedure can be found from page 7, line 144. Cluster analyses do not yield p values, but we describe in detail how we assess their validity with a variety of measures.

(For large datasets, or papers with a very large number of statistical tests, you may upload a single table file with tests, Ns, etc., with reference to page numbers in the manuscript.)



Additional data files (“source data”)

- We encourage you to upload relevant additional data files, such as numerical data that are represented as a graph in a figure, or as a summary table
- Where provided, these should be in the most useful format, and they can be uploaded as “Source data” files linked to a main figure or table
- Include model definition files including the full list of parameters used
- Include code used for data analysis (e.g., R, MatLab)
- Avoid stating that data files are “available upon request”

Please indicate the figures or tables for which source data files have been provided:

Please note that we are not in a position to publish our data set, as the data are owned by the governments of Zimbabwe and Zambia.