Table 4. Odds ratios (and standard errors) from logistic regression analyses showing the likelihood of current contraceptive use among women aged 15–49, by exposure to media sources of family planning information and social and demographic characteristics, according to type of method use

Source and characteristics	Any method vs. no method	Modern method vs. other/no method	Traditional method vs. other/no method
No. of media sources			
1	1.5 (0.1)***	2.2 (0.3)***	1.0 (0.1)
2	2.0 (0.3)***	3.4 (0.5)***	1.2 (0.2)
3	2.6 (0.4)***	3.8 (0.6)***	1.3 (0.2)
4	4.7 (0.8)***	4.9 (0.8)***	3.0 (0.2)**
5	4.8 (0.9)***	6.4 (1.1)***	2.0 (0.4)**
6	9.2 (2.3)***	11.2 (2.4)***	2.4 (0.5)**
7	6.4 (2.4)***	8.3 (2.1)***	2.1 (1.4)
Characteristic			
Is urban resident	1.3 (0.1)**	1.6 (0.2)***	0.8 (0.4)
Is aged 20–49	1.4 (0.2)**	1.2 (0.3)***	1.8 (0.4)*
Has some education	1.2 (0.1)	1.2 (0.2)	1.2 (0.1)
Is married	0.4 (0.1)***	0.4 (0.1)***	0.5 (0.1)**
Has surviving children	3.2 (0.5)***	3.0 (0.6)***	2.0 (0.4)***
Partner approves of family planning	1.5 (0.4)***	3.7 (0.4)***	2.1 (0.2)***
Has discussed family planning with spouse	1.5 (0.2)***	1.3 (0.2)*	1.5 (0.1)**
Owns radio	0.8 (0.1)**	0.8 (0.1)*	0.8 (0.1)
Owns television	1.4 (0.4)***	1.5 (0.4)	0.8 (0.6)
χ^2	697 (0.000)	587 (0.000)	136 (0.000)

*p<.05. **p<.01. ***p<.001. *Note:* Reference categories for media exposure variables are women not reporting any media exposure to family planning messages. Reference categories for social and demographic characteristics (other than for age) are their opposites; the reference category for women aged 20–49 is women aged 15–19.