

Table 5. Odds ratios from univariate and multivariate analyses showing likelihood that women aged 15–49 have ever discussed family planning with their spouse, that they visited a family planning service site in the preceding 12 months and that they are currently using a modern contraceptive, by media sources of family planning information and social and demographic characteristics

Source and characteristics	Discussed family planning with spouse†		Visited family planning service site		Currently using family planning	
	Univariate	Multivariate	Univariate	Multivariate	Univariate	Multivariate
Media sources						
<i>Zinduka!</i>	2.9***	1.4***	1.8***	1.3***	4.1***	1.3*
Radio	3.3***	1.7***	1.4***	1.1	5.2***	1.9***
Logo	2.2***	1.0	2.9***	2.2***	5.1***	1.8***
Poster	2.4***	1.1	1.7***	1.4	4.1***	1.3*
Leaflet	2.6***	1.2	1.2	0.8	3.8***	1.2
Newspaper	2.7***	1.5***	1.2***	0.7***	3.9***	1.1
Television	1.6***	0.8	1.7**	1.2	3.4***	1.2
Characteristic						
Is urban resident	1.5***	1.0	1.6***	1.3**	3.2***	1.5***
Is aged 20–49	4.6***	0.9	1.6***	1.1	2.4***	1.1
Has some education	1.7***	1.2**	1.3***	1.3***	2.6***	1.2
Is married	na	na	1.4***	1.1	1.5***	0.4***
Has surviving children	5.9***	1.5**	1.6***	1.3**	3.0***	2.5***
Partner approves of family planning	15.6***	4.7***	1.5***	1.1	4.5***	3.5***
Approves of family planning	5.5***	1.6***	1.5***	1.1	13.0***	3.9***
Owens a radio	2.0***	1.1	1.0	0.7***	2.0***	0.8*

*p<.05. **p<.01. ***p<.001. †Married women only. Notes: na=not applicable. See note to Table 4.