

Table 2. Percentage distribution of study participants and odds ratios showing likelihood of exposure to GO campaign, by social or demographic variable and prior family planning attitudes and practices

Variable	%	Odds ratio	z
SOCIAL/DEMOGRAPHIC CHARACTERISTICS			
Education			
None (ref)	18.2	1.00	na
Primary	25.9	4.20***	3.099
≥secondary	55.9	5.82***	3.560
Religion			
Christian	77.1	0.53	-1.923
Non-Christian (ref)	22.9	1.00	na
Region of residence			
Southwest (ref)	18.6	1.00	na
North	27.1	1.60	1.292
West/Littoral	19.3	1.18	0.517
Center	35.0	2.12**	2.589
Age-group			
<25 years (ref)	41.3	1.00	na
25–34	28.9	0.77	-1.086
≥35	29.8	0.57*	-2.075
Residence status			
City/large town	53.1	1.20	-0.871
Small town/village (ref)	46.9	1.00	na
Access to mass media			
No. of communication media	1.15	1.44***	3.496
PRIOR IDEATION & CONTRACEPTIVE USE, 1998			
Prior contraceptive use			
Modern	15.6	1.70	1.526
Traditional	22.2	1.33	0.883
None, intending to use modern	32.0	1.55	1.518
None, not intending to use modern (ref)	30.2	1.00	na
Prior overall ideation			
Mean score	2.31	1.11	1.208
<i>Pseudo-R²</i>	13.99		
<i>Hosmer-Lemeshow χ^2/prob.</i>	4.53/0.605		
<i>% correctly classified</i>	68.3		
<i>N</i>	571		

*p≤.05. **p≤.01. ***p≤.001. Notes: ref=reference group. na=not applicable.