

Table 6. Percentage distribution and selected mean values of study participants by selected characteristics, and odds ratios showing likelihood of modern contraceptive use, according to model (N=571)

Characteristic	%/mean	Odds ratio		
		Model 1†	Model 2‡	Model 3§
IDEATION/PRIOR METHOD USE				
Prior contraceptive use				
Modern	15.6	5.76***	5.58***	7.40***
Traditional	22.2	1.27	1.18	1.48
None, intending to use modern	32.0	1.49	1.46	1.83
None, not intending to use modern (ref)	30.2	1.00	1.00	1.00
Current ideation				
Mean	2.6	1.41***	na	1.04
Estimated error	na	na	na	1.41
No. of modern methods known	4.7	na	3.11**	na
Approves of family planning				
Yes	72.8	na	1.48	na
No (ref)	18.2	na	1.00	na
Partner/spouse approves of family planning				
Yes	37.6	na	1.10	na
No (ref)	62.4	na	1.00	na
Discusses family planning with partner/spouse				
Yes	45.2	na	1.34	na
No	54.8	na	1.00	na
Discusses family planning with other people				
Yes	32.4	na	1.42	na
No	67.6	na	1.00	na
SOCIAL/DEMOGRAPHIC CHARACTERISTICS				
Education				
No education (ref)	18.2	1.00	1.00	1.00
Primary	25.9	0.87	0.85	1.07
≥secondary	55.9	0.73	0.63	1.06
Religion				
Christian	77.1	4.11**	4.18**	4.37**
Non-Christian (ref)	22.9	1.00	1.00	1.00
Region of residence				
Southwest (ref)	18.6	1.00	1.00	1.00
North	27.1	0.59	0.65	0.46
West/Littoral	19.3	0.81	0.73	0.69
Center	35.0	0.82	0.84	0.67
Age-group				
<25 years (ref)	41.3	1.00	1.00	1.00
25–34	28.9	0.99	0.95	1.11
≥35	29.8	1.20	1.09	1.35
Parity				
0 (ref)	26.4	1.00	1.00	1.00
1–3	37.1	0.75	0.68	0.88
4–6	22.1	0.85	0.77	1.04
≥7	14.4	1.35	1.33	1.66
Prior exposure to family planning messages				
Mean no.	1.35	1.04	1.01	1.09
% exposed to other messages in past 12 months				
Yes	36.1	1.16	1.07	1.19
No (ref)	63.9	1.00	1.00	1.00
CAMPAIGN				
Campaign exposure				
Exposed	36.8	1.80*	1.75*	2.48
Not exposed	63.2	1.00	1.00	1.00
Estimated error from campaign exposure	na	na	na	0.89
<i>% of variance explained (pseudo-R²)</i>		20.1	21.3	20.3
<i>Hosmer-Lemeshow χ^2 (8 groups)</i>		4.58	7.44	6.14
<i>p of χ^2</i>		.599	.282	.407
<i>% correctly classified</i>		82.5	83.2	82.7

*p≤.05. **p≤.01. ***p≤.001. †Campaign exposure and ideation assumed exogenous; overall ideation score used. ‡Campaign exposure and ideation assumed exogenous; various components of ideation introduced individually. §Campaign exposure and ideation assumed endogenous. Notes: ref=reference group. na=not applicable.