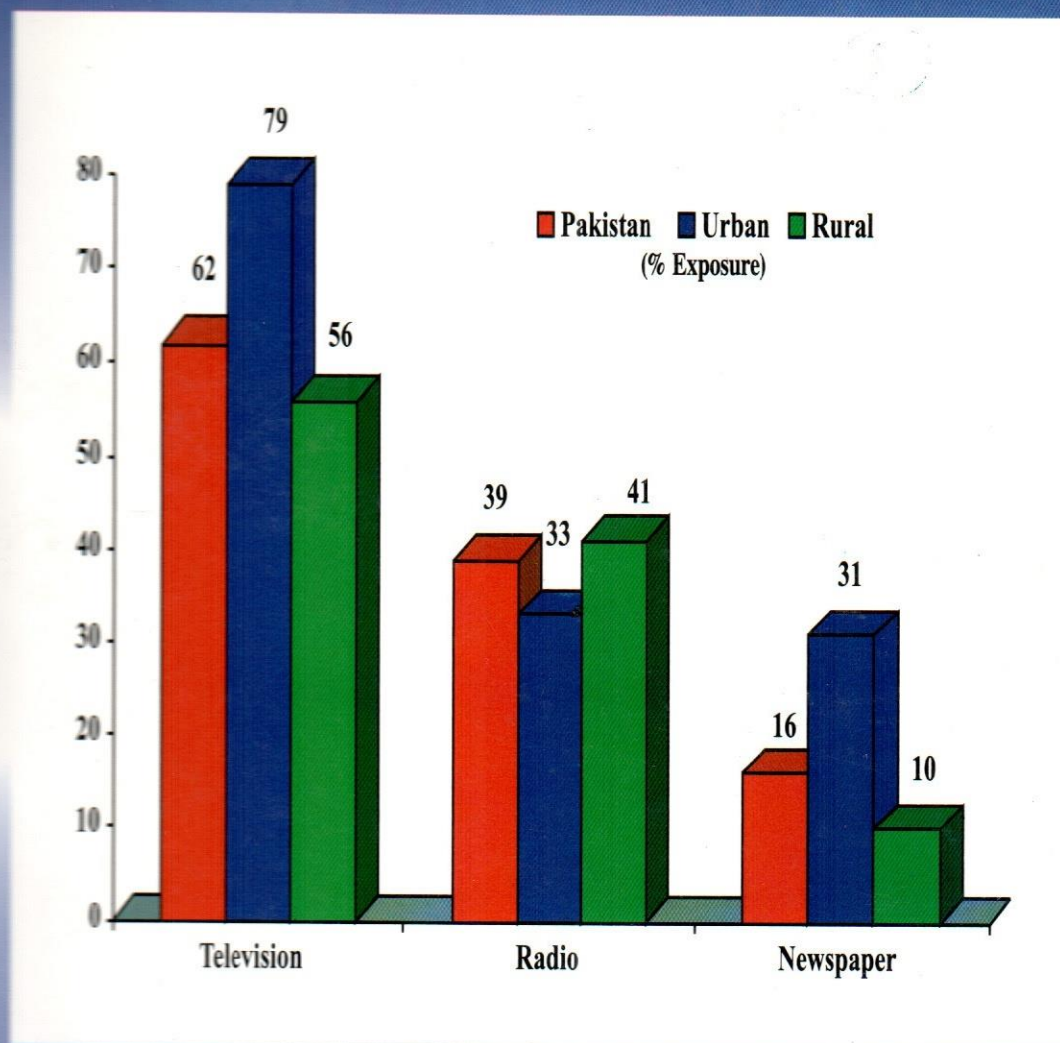


EFFECTIVENESS OF MEDIA MESSAGES IN PROMOTING FAMILY PLANNING PROGRAMME IN PAKISTAN



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National Institute of Population Studies, Islamabad

2000

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By

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FOREWORD

Since independence, Pakistan's population has been increasing rapidly. It was 32.5 million at the time of independence in 1947 and has reached 137.5 million in 2000. In 1960 the Government of Pakistan launched the Population Welfare Programme in order to arrest the increasing growth rate of population. The programme has remained operative since then, though with varying degrees of emphasis and different strategies evolved over the years.

The Programme is implemented through several components and is backed and supplemented by Information, Education and Communication (IEC) which now forms an integral part of the Programme. However, this very important component was a rather late introduction. It was only in the Seventh Five Year Plan that it was formally included among components of the Programme with a view to affecting behavioural changes and thus creating genuine demand for contraception. The present report evaluates impact of IEC implemented during the Seventh Plan i.e. between 1988 to 1993. Although, belated, the report is presented in the hope that its important findings will help evolve and adopt more effective IEC messages and strategies.

I wish to acknowledge the assistance provided by the Ministry of Population Welfare to NIPS to undertake this study.

Thanks are due to Dr. Abdul Hakim, Director, NIPS and Badar ud Din Tanweer, Research Associate, the authors of this report, who analyzed the data painstakingly and presented the results objectively.

Ahmad Shamsul Huda
Executive Director

ACKNOWLEDGEMENT

In view the importance of Information Education Communication (IEC) in the Population Welfare Programme and the heavy investment on this component by the Ministry of Population Welfare, the National Institute of Population Studies (NIPS) undertook the evaluation of the IEC component of the Population Welfare Programme in 1996. This report is based on the primary data collected during May - August, 1996. This survey data collection from the field was undertaken by teams of Female Interviewers led by Supervisors under the supervision of Mr. M.N.I. Farooqui who was the Principal Investigator of the project. Mr. M.N.I. Farooqui also worked on data collection and cleaning before his retirement in 1998. In the absence of Mr. M.N.I. Farooqui, Mr. Badar ud Din Tanweer supervised the data processing.

I am deeply grateful to Mr. M.N.I. Farooqui and Mr. Badar ud Din Tanweer for the hard work put by them. Thanks are particularly due to Mr. Badar ud Din Tanweer, Research Associate, for his assistance in data processing and report writing. Efforts and contribution of other members who worked in the field for collection of data are commendable. Assistance provided by Ms. Rabia Ahmad Syed, Research Associate and Mr. Shahid Munir, Associate Fellow is also acknowledged. Thanks also go to Mr. Mohammad Sabir and Mr. Mohammad Akbar for typing the report successfully.

The guidance and useful comments provided by Mr. Ahmad Shamsul Huda, Executive Director, NIPS are deeply appreciated. The comments and contribution of other senior researchers of NIPS are also duly acknowledged.

DR. ABDUL HAKIM
Director

EXECUTIVE SUMMARY

Information Education and Communication (IEC) is an essential component of the Population Welfare Programme of Pakistan with its aim to bring change in the behavior of the people. Since the inception of Pakistan's family planning programme in 1965, planners and policy makers have mainly focused their attention on the supply side of the programme. The demand side of the programme thus remained quite weak. Although the programme adopted many strategies yet these strategies were either not materialized or could not serve the purpose of demand creation. Hence, the IEC was considered as an integral part of the population welfare programme during the seventh and eighth five year plans 1988-1993 and 1993-1998.

The National Institute of Population Studies (NIPS) has evaluated IEC component of the programme by undertaking a national level sample survey. The main objective was to find out the impact of IEC component. From 3150 households, detailed information from 2681 respondents (Currently Married Women aged 15-49 years) covering both urban and rural areas of all the provinces of Pakistan was collected during 1997 and analyzed. Main findings are presented in the summary table.

It is evident, that a large proportion of households in Pakistan have electricity and it is almost universal in urban and rural areas. The possession of television is high as compared to radio. The percentage of exposure of radio indicate slightly higher proportion for rural listeners. The proportion of occasional listeners is higher than daily listeners.

The exposure to T.V. is higher, compared to radio. There is a large number of women who ever watched televisions in urban areas, compared to the rural areas. The daily viewers are significantly larger in number in urban areas, compared to rural areas.

Because of illiteracy and lower level of education, as expected, newspapers/magazines are ever read by a less number of women in rural compared to urban areas.

There is high number of currently married women who ever heard/watched/read about family planning programme in Pakistan and there is also a large number of women who ever watched about family planning programme on television. The perception of those who ever heard/watched/read about family planning indicate that the message of family planning according to their perception was mainly to limit the number of children. A large number of women agreed with family planning messages being effective in conveying the real objectives.

Three television plays on the theme of population welfare were telecasted. The main perceived message conveyed by the play 'Sidraan' was women need education. The main perceived message conveyed through the play 'Bhaithak' indicates higher age at marriage. The main message conveyed through the play 'Ghar Bhati' indicates the limiting of family. The effectiveness of family planning message through different sources/media indicates that messages conveyed through television about family planning were effective. The analysis also indicates that television is more effective than other sources.

Knowledge about family planning methods is high but the use rate of contraceptives is still low. There were different reasons indicated for non-use of family planning method with 5.6 percent female sterilization being highest, followed by condom 5.7 percent, followed by IUD 4.7 percent. It is observed that radio, television and newspapers contribute to the knowledge and use of contraceptives. The women who watch television are much more likely to use contraceptives. Hence, in the light of this study, proper and effective use of mass media and interpersonal communication to accelerate use of family planning method is recommended.

SUMMARY TABLE

INDICATORS OF INFORMATION EDUCATION AND COMMUNICATION COMPONENT OF POPULATION WELFARE PROGRAMME IN PAKISTAN

Indicators	Pakistan	Urban	Rural
I. Background Characteristics:			
Median Age	31.74	31.69	31.79
No Education (%)	72.1	51.7	80.3
Literacy (%)	27.1	47.0	18.9
Currently Working (%)	14.6	7.3	17.7
House Wife (%)	81.5	84.9	80.0
II. Possession: (%)			
Electricity	83.3	98.5	77.0
Radio	35.3	37.3	34.4
Television	45.9	67.3	37.1
III. Exposure: (%)			
Radio	44.3	42.5	45.1
Television	62.8	78.4	56.3
Newspapers	27.2	47.1	18.9
IV. Awareness of Family Planning By: (%)			
Any Media	69.3	82.7	63.7
Radio	38.7	33.3	41.0
Television	62.4	79.1	55.5
Printed Materials	16.1	31.4	9.7
V. Perception About Message: (%)			
Limit number of Children	61.1	69.7	56.7
Spacing of Children	24.9	17.2	29.0
Use of Contraception	3.5	2.3	4.1
Welfare of Family	3.2	4.5	2.5
Maternal and Child Health	4.5	3.7	4.9
Immunization	0.8	0.4	1.0

General Medical Advice	0.2	0.0	0.3
Other	0.3	0.6	0.1
Don't Know	1.6	1.5	1.6

VI. Effectiveness: (%)

Effectiveness of FP Messages	92.8	94.2	92.1
Not Effective	7.2	5.8	7.9
Adopt Family Planning	89.5	88.3	90.1
Not Adopt Family Planning	10.5	11.7	9.9

VII. About Family Planning Methods: (%)

Knowledge	83.0	86.1	81.8
Ever user	32.2	49.8	23.5
Current User	23.6	39.3	17.1

VIII. Source of Becoming Aware: (%)

Family Planning Workers	5.4	6.1	5.1
Spouse	10.6	13.3	9.4
Friends	4.8	4.4	5.0
Relative	15.5	7.6	19.0
Neighbour	8.1	7.3	8.5
Printed Material	0.5	1.3	0.1
Doctor	5.6	11.3	3.2
Radio	4.5	2.0	5.6
Television	36.4	40.4	34.7
LHV, Dai, Hakeem	6.9	4.9	7.9
Mother	0.8	1.1	0.7
Mother in Law	0.1	0.0	0.2
Married Sister	0.6	0.4	0.7

IX. Motivation Source for Ever Use: (%)

Family Planning Worker	7.5	10.6	4.8
Spouse	23.2	26.1	20.8
Friends	4.9	6.3	3.8

Relative	11.9	4.5	18.5
Neighbour	1.9	2.6	1.3
Newspapers	0.5	1.2	0.0
Poster/Chart/Calendar	0.1	0.0	0.1
Pamphlet/Leaflet	0.6	1.4	0.0
Public Meetings	0.1	0.1	0.0
Book/Booklet/Novel	0.0	0.0	0.0
Radio	3.0	1.8	4.1
Television	37.3	36.1	38.4
Traditional Media	1.0	0.6	1.5
Mother	1.0	1.0	1.0
Mother in Law	0.3	0.1	0.6
Married Sister	1.1	0.7	1.5
Other	5.1	6.8	3.8

X. Current use by: (%)

No Schooling	17.0	29.1	13.7
Primary or Less	34.0	40.3	30.9
Secondary	42.7	53.2	29.5
College	57.0	56.6	60.7
Ever Watched Television	32.6	45.2	25.4
Never Watched Television	8.4	17.8	6.5
Ever Listened Radio	29.0	45.1	22.8
Never Listened Radio	19.3	35.0	12.5
Ever Read Newspaper	41.0	50.3	31.5
Never Read Newspaper	17.1	29.5	13.8

XI. Source of Obtaining Methods: (%)

FWC	7.7	4.9	10.4
RHC	0.1	0.0	0.3
BHC	3.0	0.0	3.0
FWW	2.5	3.1	1.9
Hospital	25.3	23.6	26.8
Drug Store/Shop	15.3	20.5	10.3
MCH Center	1.0	0.6	1.4

NGO Center	0.6	1.3	0.0
Hakeem/Dai/LHV	8.8	5.3	12.2
Doctor	6.7	10.5	3.1
Other	6.4	6.1	6.5
Not Sure/Don't Know	7.4	8.9	6.0
Nor related	19.1	17.3	20.8

CHAPTER 1

INTRODUCTION

1.1 BACKGROUND AND JUSTIFICATION

The National Institute of Population Studies was requested by the Ministry of Population Welfare to evaluate the Information, Education and Communication (IEC) component, which is an essential component of the Population Welfare Programme aimed at bringing change in the reproductive behavior of the people of the country.

Since the launching of Pakistan's family planning programme in 1965, planners and policy makers have focused attention mostly on the supply side of the programme. The demand side of the programme thus remained quite weak. Although the programme adopted many strategies, these either did not materialize or could not serve the purpose of demand creation. Hence the IEC was included as an integral part of the population welfare programme during the seventh and eighth five year plans (1988-1993 & 1993-1998). Large sums of money was spend on IEC activities but the media messages were not so designed as to appeal to the target population in terms of adoption of programme methods. While designing the 8th Five Year Plan (1993-98) during early 1990, it was observed by the members of the Planning Committee that media messages of the programme did not take into consideration the socio-economic and cultural aspects of the target population and thus could not serve the purpose of motivating eligible couples to adopt contraception. As a result of this realisation, the Ministry of Population Welfare immediately started to pay due attention in early 1990 to the production of appropriate media messages to bespread through radio, television and print media. The Eighth Five Year Plan 1993-98 also emphasized the importance of interpersonal communication as a means of generating demand. According to the plan document, male motivators were removed from the Family Welfare Centers because they had not been

much useful in motivating males or in interpersonal communication. Therefore, female motivators in FWCs were reactivated to serve the purpose of interpersonal communication and related activities.

Recently, concern about increasing contraceptive prevalence and lowering the level of fertility in Pakistan has prompted the government to strengthen both the demand and supply sides of the programme. As a result, substantial amount of money is being currently spent on educating eligible couples about the advantages of fewer children and motivating them to adopt family limitation. Now, there is, understandably, a strong interest among policy makers and family planning managers in Pakistan in the potential impact of media messages on contraceptive behavior and reproductive preferences. The purpose of these efforts is to inform and motivate eligible couples on the methods and advantages of regulating fertility. The use of mass media to achieve these objectives has considerably increased and both Government and Non-Governmental Organizations, (NGOs) have been involved in developing and implementing programmes through the use of media facilities. The increasing availability of radio, television, and print material is expected to influence couples, decision about their reproductive behavior.

The IEC component was part of the Population Welfare Programme in the 6th Five Year Plan (1983-88) also. In order to evaluate it, a nation wide sample survey was undertaken in 1995. The results of this survey indicated that the major IEC element influencing contraceptive choice was interpersonal communication, followed by messages on radio and television. During the Seventh Five Year Plan (1988-93), IEC activities were further enhanced and were expected to have yielded better results. In the meantime, the electronic media gained further momentum and there was an upsurge in better and effective media messages in family planning. Has all this really had an impact? How far have media messages been able to actually create awareness and influence reproductive attitudes and behavior? These questions needed to be answered through scientific research. Hence this survey conducted in 1996-97.

1.2 OBJECTIVES

The specific objectives of the Information, Education and Communication (IEC) study were as follows:

1. To examine people's access to electronic (Radio, Television) and the print media.
2. To determine exposure to family planning messages.
3. To determine the impact of IEC component on knowledge, attitude and practices of family planning.
4. To determine the specific reasons for non-use of contraceptives.

CHAPTER 2

STUDY DESIGN

2.1 Sample

The sample of the study was selected from the national sampling frame designed by the Federal Bureau of Statistics. Two stage stratified cluster sampling procedure was adopted in designing the sample for the survey. Federal Bureau of Statistics developed new primary sampling units and secondary sampling units and the same were utilized for selecting the national sample for the proposed survey.

Total sample size was fixed at 3225 households; 1425 from rural and 1800 from urban areas. There were 215 household clusters throughout Pakistan, each cluster containing 15 contiguous households. The rural universe was represented by 120 clusters and the urban universe by 95 clusters. The sample clusters for each province and by urban-rural area are represented in table(2.1). The table also displays the households by provinces and gives their rural-urban breakdown. The sample estimates in terms of proportions are represented at 95 % level of confidence for Pakistan, urban-rural areas, provinces and their urban-rural areas, excluding FATA and military restricted areas.

TABLE 2.1

**SAMPLE DISTRIBUTION AND ACTUAL COVERAGE OF CLUSTERS, HOUSEHOLDS AND RESPONDENTS
PROVINCE AND URBAN-RURAL OF RESIDENCE, MM-1996**

REGION	CUSTER (PSU's)			HOUSEHOLDS (SSU's)			RESPONDENTS		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
PAKISTAN									
Selected	215	95	120	3225	1425	1800	3220	1461	1759
Covered	210	95	115	3150	1425	1725	2681	1207	1474
Response Rate	98.0	100	96.0	98.0	100.0	96.0	83.3	82.6	84.0
PUNJAB									
Selected	93	40	53	1395	600	795	1421	606	815
Covered	93	40	53	1395	600	795	1279	542	737
Response Rate	100.0	100.0	100.0	100.0	100.0	100.0	90.0	89.4	90.4
SINDH									
Selected	54	24	30	810	360	450	785	377	408
Covered	52	24	28	780	360	420	640	315	325
Response Rate	96.0	100.0	93.3	96.3	100.0	93.3	81.5	83.6	80.0
NWFP									
Selected	40	17	23	600	255	345	616	262	354
Covered	39	17	22	585	255	330	456	188	268
Response Rate	98.0	100.0	96.0	98.0	100.0	97.0	74.0	71.8	76.0
BALUCHISTAN									
Selected	28	14	14	420	210	210	398	216	182
Covered	26	14	12	390	210	180	306	162	144
Response Rate	93.0	100.0	86.0	93.0	100.0	86.0	77.0	75.0	79.1

2.2 QUESTIONNAIRE:

A detailed questionnaire was prepared and finalized after discussion in the technical advisory committee meeting and pretesting. The questionnaire consisted of the following four sections:

- i). Identification of households
- ii). Socio-demographic characteristics
- iii). Knowledge, attitude and exposure to mass media
- iv). Knowledge, attitude and practice of family planning

2.3 RECRUITMENT AND TRAINING OF FIELD STAFF:

Five teams each consisting of three female enumerators and one male supervisor, were recruited to undertake the survey in the four provinces. Two weeks training was imparted to the field staff at National Institute of Population Studies (NIPS), Islamabad. The senior research staff of NIPS and guest lectures from other organizations like FBS, RTI etc., were invited to impart training. The training covered methodology, sampling, interviewing techniques, filling of the questionnaires etc.

The female enumerators were trained to fill the questionnaires in the field from women respondents, aged 15-49 years. The male supervisors, besides looking after the logistic requirements, were trained to check the filled-in questionnaires on the spot in the clusters and ensure consistency along with coding of all questions.

2.4 DATA PROCESSING

The data collected from the field was checked again in the NIPS thoroughly and entered into the computers. Data cleaning was undertaken with reference to original data. After cleaning the data, the analysis was carried out by using Statistical Package (SPSS). After examining the frequency of all variables at national, urban, rural, provincial and their urban - rural area with reference to other key variables, tabulations were run. These tabulations were examined in terms of consistency and meaningfulness. After finalization of the tabulations, the analytical report was prepared.

CHAPTER 3

CHARACTERISTICS OF RESPONDENTS

Detailed information was obtained from the respondents about their age, education and work status. These are briefly discussed here to help understand the characteristics of the sampled respondents.

3.1 Age Composition:

It is found that Median Age of currently Married women (CMW) was 31.74 years, with 31.69 per cent in urban and 31.79 per cent in rural areas (Table 3.1). Rural respondents have still comparatively younger ages as compared to urban women.

TABLE 3.1

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN
BY AGE AND URBAN-RURAL RESIDENCE, MM-1996

Age	Pakistan	Urban	Rural
	%	%	%
15-19	4.1	3.5	4.3
20-24	15.3	12.1	16.6
25-29	21.0	23.6	19.9
30-34	20.1	23.0	18.9
35-39	19.4	18.2	19.9
40-44	13.2	13.1	13.2
45-49	7.0	6.5	7.2
Total	100.0	100.0	100.0
Number of Women	2681	784	1897
Median Age of Women	31.74	31.69	31.79

There has been consistent slight shift, from younger ages to older age groups, as compared to the previous surveys (Table 3.2). However, majority of respondents were still found to be in younger age groups, that is, below 35 years.

TABLE 3.2
PERCENTAGE DISTRIBUTION OF CURRENTLY
MARRIED WOMEN BY AGE, IEC-1994, PFPI-1993,
PDHS 1990-91 AND PCPS 1984-85

Age	EMMPFP 1996-97	IEC-1994	PFPI-1993	PDHS- 1990-91	PCPS- 1984-85
	Total	Total	Total	Total	Total
15-19	4.1	4.3	4.5	6.5	7.7
20-24	15.3	14.7	15.4	16.0	19.2
25-29	21.0	21.8	22.7	22.6	22.6
30-34	20.1	17.8	18.8	18.0	15.6
35-39	19.4	18.8	17.8	14.8	15.6
40-44	13.2	11.9	12.2	12.8	11.7
45-49	7.0	10.8	8.6	9.3	7.7
Total	100.0	100.0	100.0	100.0	100.0
Number of Women	2681	3308	8503	6611	7405

Note:

1. IEC = Information, Education and Communication, 1994
2. PFPI = Population and Family Planning Indicators, 1993
3. PDHS = Pakistan Demographic and Health Survey, 1990-91
4. PCPS = Pakistan Contraceptive Prevalence Survey, 1984-85
5. EMMPFP = Effectiveness of Media Messages in Promoting FP in Pakistan, 1996

3.2. Education and Literacy:

According to the findings of this study, 72.1 per cent CMW have no education in Pakistan with 51.7 per cent in urban and 80.3 per cent in rural areas. Highest number for no education is observed in Balochistan, (92.7%), followed by NWFP (86.7%), Sindh (74.9%) and Punjab (64.4%). The Primary level education is 12.2 per cent, Middle level 5.3 per cent, Secondary 7.1 per cent and College 3.3 per cent (Table 3.3).

TABLE 3.3

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY EDUCATION, AGE, URBAN-RURAL AND PROVINCE OF RESIDENCE, MM-1996

Age Group/ Residence	No Education	Primary	Middle	Secondary	College	Number of Women
15-19	79.6	9.3	6.9	1.8	1.9	109
20-24	65.2	9.7	9.5	12.7	2.9	410
25-29	68.6	12.8	5.7	7.0	5.8	563
30-34	70.8	13.0	3.8	9.5	2.9	539
35-39	71.1	16.8	3.9	5.3	3.0	520
40-44	79.9	8.9	5.6	3.3	2.3	354
45-49	85.6	8.4	2.1	4.3	1.7	186
Urban	51.7	13.8	9.3	14.7	10.4	784
Rural	80.3	11.5	3.7	4.0	0.4	1897
Punjab	64.4	14.8	6.5	8.9	3.4	1629
Sindh	74.9	11.0	4.5	5.5	4.2	589
NWFP	86.7	4.8	2.8	3.7	1.9	362
Balochistan	92.7	4.2	0.9	0.3	2.1	101
Pakistan	72.1	12.2	5.3	7.1	3.3	2681

The literacy rate for CMW is 27.1 per cent with 18.9 per cent in rural and 47.0 per cent in urban areas. Highest literacy rate is observed for Punjab (33.1%), followed by Sindh (23.4%), NWFP (12.8%) and Balochistan (4.5%) (Table 3.4). Another important finding is that younger women from aged 20-24 onward are more literate compared to the old age women.

TABLE 3.4

**PERCENT DISTRIBUTION OF CURRENTLY MARRIED WOMEN
AGED 15-49 YEARS BY AGE, LITERACY, URBAN-RURAL
AND PROVINCE OF RESIDENCE, MM-1996**

Age/Residence	Illiterate	Literate	Number of Women
15-19	79.7	20.3	109
20-24	65.7	34.3	410
25-29	70.0	30.0	563
30-34	71.3	28.7	539
35-39	73.1	26.9	520
40-44	80.2	19.8	354
45-49	83.1	16.9	186
Urban	53.0	47.0	784
Rural	81.1	18.9	1897
Punjab	66.9	33.1	1629
Sindh	76.6	23.4	589
NWFP	87.2	12.8	362
Balochistan	95.5	4.5	101
Pakistan	72.9	27.1	2681

3.3. Employment and Work Status:

It is found that 14.6 per cent women are currently working with 7.3 per cent in urban and 17.7 per cent in rural areas. Highest number of working women is found in Punjab (18.8%), followed by Sindh (12.5%), Balochistan (4.6%) and NWFP (2%) (Table 3.5).

TABLE 3.5

**PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
BY WORK STATUS, AGE, URBAN-RURAL AND
PROVINCE OF RESIDENCE, MM-1996**

Age/Residence	Currently working	Not working	Number of Women
15-19	10.2	89.8	109
20-24	16.0	84.0	410
25-29	12.8	87.2	563
30-34	16.3	83.7	539
35-39	13.2	86.8	520
40-44	14.6	85.4	354
45-49	19.1	80.9	186
Urban	7.3	92.7	784
Rural	17.7	82.3	1897
Punjab	18.8	81.2	1629
Sindh	12.5	87.5	589
NWFP	2.0	98.0	362
Balochistan	4.6	95.4	101
Pakistan	14.6	85.4	2681

Percentage distribution of currently married women who are looking for work is 3.7 percent with 7.4 percent in urban area and 2.2 percent in rural area of Pakistan. Within the provinces, highest proportion 5.8 percent currently married women are looking for work in Balochistan, followed by Sindh (4.7 percent), NWFP (3.8 percent) and Punjab (3.2 percent) (table 3.6).

TABLE 3.6

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
BY WORK STATUS OF LOOKING FOR WORK AND AGE, URBAN-RURAL AND PROVINCE
OF RESIDENCE, MM-1996

Age/Residence	Looking for work	Not looking for work	Currently working	Number of Women
15-19	19.8	70.0	10.0	109
20-24	3.7	80.3	16.0	410
25-29	5.0	82.2	12.8	563
30-34	2.6	81.1	16.3	539
35-39	2.2	84.6	13.2	520
40-44	2.0	83.4	14.6	354
45-49	1.1	79.8	19.1	186
Urban	7.4	85.2	7.3	784
Rural	2.2	80.2	17.7	1897
Punjab	3.2	78.0	18.8	1629
Sindh	4.7	82.8	12.5	589
NWFP	3.8	94.2	2.0	362
Balochistan	5.8	89.6	4.6	101
Pakistan	3.7	81.77	14.6	2681

In Pakistan, majority of women 81.5 percent still work as housewives and 7.6 per cent work as unpaid family workers. The proportion of housewives is higher in urban areas (84.9 percent), compared to rural areas (80.0 percent) (table 3.7).

TABLE 3.7**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
BY WORK STATUS AND PLACE OF RESIDENCE, MM-1996**

Work Status	Pakistan	Urban	Rural	Number of Women
Employer	0.9	1.1	0.8	25
Employee	5.0	3.7	5.5	134
Self Employee	1.2	1.1	1.2	31
Unpaid Family Worker	7.6	1.5	10.1	203
Looking For Work	3.7	7.4	2.2	99
Not Looking For Work	0.2	0.4	0.1	5
House Wife	81.5	84.9	80.0	2184

CHAPTER 4

FERTILITY

4.1 Mean Number of Children Ever Born:

The analysis indicates that mean number of children ever born (MNCEB) is 3.8 (Table 4.1). A possible reason for higher MNCEB is due to shift in age structure of women in age group 15-49 years which shows a slightly older population or less younger population compared to previous surveys (Table 3.2). As expected, mean number of children ever born increases with age.

TABLE 4.1

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY NUMBER AND
MEAN OF CHILDREN EVER BORN AND AGE, MM-1996

Age	Number of Children Ever Born								
	0	1	2	3	4	5	6+	Mean	N
15-19	56.1	31.7	11.6	0.6	0.0	0.0	0.0	0.56	109
20-24	22.3	24.0	28.1	16.4	6.3	2.3	0.6	1.69	410
25-29	8.04	10.8	17.9	20.3	18.0	14.8	10.1	3.14	563
30-34	2.9	4.0	8.4	15.8	17.5	16.6	34.9	4.30	539
35-39	1.2	2.6	3.6	9.2	11.0	10.5	61.9	5.05	520
40-44	2.2	1.9	4.0	4.9	6.9	10.4	69.7	5.22	354
45-49	1.0	1.6	4.7	8.8	5.0	9.2	69.7	5.22	186
15-49	8.5	8.9	11.8	13.0	11.7	10.9	35.3	3.84	2681

4.2. Mean Number of Living Children:

Mean number of living children is 3.56 (Table 4.2). There is very little difference between mean number of children ever born and surviving children, which shows an overall decline in death rate of infants over a period of time. Another important finding is that infants survival is higher for low parity, but lower for those groups where mean number of children ever born has been 5 or more (Tables 4.1 & 4.2).

TABLE 4.2

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY
NUMBER AND MEAN OF LIVING CHILDREN AND AGE, MM-1996**

Age	Number of Living Children							Mean	N
	0	1	2	3	4	5	6+		
15-19	57.9	31.4	10.6	0.1	0.0	0.0	0.0	0.52	109
20-24	25.1	24.2	32.7	10.2	5.8	1.4	0.5	1.53	410
25-29	9.71	12.5	18.8	24.1	18.6	9.88	6.6	2.85	563
30-34	3.3	5.4	9.33	19.1	20.8	17.1	25.1	4.00	539
35-39	1.6	2.3	4.0	12.7	16.1	23.9	39.6	4.68	520
40-44	2.4	3.1	4.4	5.6	15.9	11.7	57.0	4.94	354
45-49	1.3	3.2	6.7	8.8	8.2	12.0	59.8	4.94	186
15-49	9.6	9.8	13.1	14.2	14.8	12.7	25.5	3.56	2681

4.3. Mean Age at Marriage:

Mean age at Marriage has been noted to be 18.0 years for Pakistan, 18.2 years for urban and 18.3 years for rural women (Table 4.3). It is highest for Punjab (18.7 years), closely followed by NWFP (18.1 years), Sindh (17.3 years) and Balochistan (17.0 years).

TABLE 4.3**MEAN AGE AT MARRIAGE OF CURRENTLY MARRIED WOMEN BY AGE,
URBAN-RURAL, AND PROVINCE OF RESIDENCE, MM-1996**

Age group	Pakistan	Urban	Rural	Punjab	Sindh	NWFP	Balochistan
15-19	15.40	15.52	15.87	16.36	15.00	16.10	14.94
20-24	17.25	17.75	17.79	18.21	16.90	17.84	17.26
25-29	17.88	18.52	18.38	18.97	17.95	18.18	17.38
30-34	17.87	18.18	18.49	18.82	17.43	18.38	16.11
35-39	18.09	18.52	18.61	19.06	17.40	18.36	16.77
40-44	18.15	18.10	18.75	18.64	17.63	19.41	17.68
45-49	17.90	17.92	17.88	18.50	17.50	16.52	17.81
15-49	17.76	18.22	18.26	18.69	17.32	18.09	16.91

Rural - urban differentials in age at marriage are in the expected directions in Punjab and Sindh provinces indicating comparatively higher age at marriage for urban than in rural areas. However, in NWFP and Balochistan provinces age at marriage is higher for rural women compared to urban (Table 4.4).

TABLE 4.4**MEAN AGE AT MARRIAGE OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS BY URBAN-RURAL, AND PROVINCE OF RESIDENCE, MM-1996**

Region	Total	Urban	Rural
Pakistan	17.76	18.22	18.26
Punjab	18.69	18.84	18.65
Sindh	17.32	17.68	17.01
NWFP	18.09	17.90	18.12
Balochistan	16.91	16.47	17.30

4.4. Pregnancy Status:

At the time of the survey, there were 15.8 percent CMW who were pregnant with 12.5 percent in urban and 17.2 percent in rural areas (Table 4.6). In previous investigations, it was 16.2 percent in Pakistan Contraceptive Prevalence Survey (PCPS) 1994-95 and 15.5 percent in the Pakistan Demographic and Health Survey (PDHS) 1990-91.

TABLE 4.6

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN
AGED 15-49 YEARS WHO WERE PREGNANT BY URBAN-RURAL
RESIDENCE, MM-1996**

Pregnant	Pakistan		Urban		Rural	
	%	N	%	N	%	N
Yes	15.8	424	12.5	975	17.2	327
No	84.2	2257	87.5	687	82.8	1570
Total	100.0	2681	100.0	784	100.0	1897

4.5. Ideal Number of Children:

It has been found that mean ideal number of children indicated is 4.0 with 3.8 in urban and 4.1 for rural areas (Table 4.7). It is highest for Balochistan, followed equally by Punjab and Sindh and the lowest in NWFP.

TABLE 4.7

**MEAN NUMBER OF IDEAL CHILDREN OF CURRENTLY MARRIED WOMEN
AGE 15-49 YEARS BY URBAN-RURAL AND PROVINCE OF RESIDENCE,
MM-1996**

Region	Total	Urban	Rural
	(%)	(%)	(%)
Punjab	3.9	3.7	4.0
Sindh	3.9	3.7	4.1
NWFP	3.8	3.5	3.8
Balochistan	5.5	5.3	5.6
Pakistan	4.0	3.8	4.1

4.6. Desire for More Children:

In this study, it has been found that in Pakistan 60.8 per cent women do not want more children, with 69.9 per cent in rural and 33.1 per cent in urban areas. In the previous IEC survey conducted two years ago, the desire for no more children was 59.4 in Pakistan.

TABLE 4.8

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGE 15-49
YEARS WHO WANT NO MORE CHILDREN BY URBAN-RURAL
RESIDENCE, MM-1996**

Want More Children	Pakistan	Urban	Rural
	(%)	(%)	(%)
Yes	39.2	23.2	76.8
No	60.8	33.1	69.8
Total	100.0	29.2	70.8

4.7. Prefer To Next Child:

It is observed that 39.9 percent currently married women in Pakistan want the next child within one year with 41.5 percent in urban and 39.3 percent in rural areas, while 24.4 percent women want more children after two years and before three years in Pakistan with 19.2 percent in urban and 25.9 percent in rural area (Table 4.9).

TABLE 4.9

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGE 15-49YEARS, WHO WANT MORE CHILDREN BY PREFERENCE TO NEXT BABY BY URBAN-RURAL AND PROVINCE OF RESIDENCE, MM-1996

	Space to Next Child						Number of Women
	0-1 Year	1-2 Years	2-3 years	After three years	Whenever it happens	Not sure does not know	
Punjab	41.9	15.9	25.5	5.5	7.2	4.1	614
Sindh	48.8	15.3	15.8	7.5	7.0	5.6	233
NWFP	23.5	5.0	34.4	7.1	22.9	7.1	171
Balochistan	23.4	10.6	12.0	11.9	24.3	17.8	32
Urban	41.5	14.5	19.2	9.2	10.5	5.3	244
Rural	39.3	13.6	25.9	5.6	10.1	5.4	806
Pakistan	39.9	13.8	24.4	6.4	10.2	5.4	1050
Number of Women	418	145	256	68	107	56	

CHAPTER 5

ACCESS AND EXPOSURE TO MASS MEDIA AND ITS IMPACT

5.1 Possession of Radio and Television:

A large proportion of households in Pakistan have electricity (83.0 percent) and it is almost universal in urban areas (99.0 percent), compared to 77.0 percent in rural areas. Around 35.3 percent currently married women indicated possessing radio, 45.9 percent Television and 25.6 per cent both radio and television. There were 24.9 percent currently married women (CMW) having refrigerator. The possession of Radio is 37.3 percent in urban and 34.3 percent in rural areas. Availability of Television was 67.3 percent in urban and 37.1 percent in rural area. As expected, television was found more available in the urban areas, although there was also a sizeable rural population having television. It is also found that Radio is possessed by more CMW in urban areas, compared to rural areas (Table 5.1).

TABLE 5.1
PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS HAVING ELECTRICITY, RADIO/TRANSISTER AND TELEVISION
BY URBAN-RURAL RESIDENCE, MM-1996

Possession	Pakistan	Urban	Rural
	%	%	%
Electricity	83.3	98.5	77.0
Radio	35.3	37.3	34.3
Television	45.9	67.3	37.1
Both (Radio/TV)	25.6	33.6	22.3
Refrigerator	24.9	51.4	14.0
Number of Women	2681	784	1897

5.2 Exposure to Radio:

Exposure to radio is 44.3 percent in Pakistan, with 42.5 percent in urban and 45.1 percent in rural areas indicating slightly higher proportion for rural listeners. The proportion of occasional listeners is higher than daily listeners. Daily listeners of radio are 7.3 percent with 6.0 percent in urban and 7.8 percent in rural areas. (Table 5.2).

TABLE 5.2

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS EXPOSED TO RADIO BY URBAN-RURAL RESIDENCE, MM-1996**

Heard Radio	Pakistan	Urban	Rural
	%	%	%
Never	55.7	57.5	54.9
Daily	7.3	6.0	7.8
Not Fixed	33.3	32.2	33.7
Once a Week	1.4	2.1	1.1
Two to Three Times a Week	1.0	0.9	1.1
Four to Six Times a Week	1.3	1.2	1.4
Total	100.0	100.0	100.0
Number of Women	2681	784	1897

5.3 Exposure to Television:

Exposure to television is higher, compared to radio. There are 62.8 percent women who have ever watched television with 78.4 percent in urban and 56.3 percent in the rural areas (Table 5.3). There are 28.0 percent currently married women who watch television daily with 44.8 percent in urban and 20.9 percent in rural areas. The daily viewers are significantly larger in number in urban areas, compared to rural areas.

TABLE 5.3

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
EXPOSED TO TELEVISION BY URBAN-RURAL RESIDENCE,
MM-1996**

Watched Television	Pakistan	Urban	Rural
	%	%	%
Never	37.2	21.6	43.7
Daily	28.0	44.8	20.9
Not Fixed	31.8	28.5	33.3
Once a Week	1.4	2.4	1.0
Two to Three Times a Week	0.6	0.8	0.5
Four to Six Times a Week	1.0	1.9	0.6
Total	100.0	100.0	100.0
Number of Women	2681	784	1897

5.4 Exposure to Newspapers:

Because of illiteracy and lower level of education, as expected, newspapers/magazines are only ever read by 27.2 percent, with 47.1 percent in urban and 18.9 percent in rural areas (Table 5.4).

TABLE 5.4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
BY STATUS OF READING NEWSPAPER AND URBAN-RURAL RESIDENCE, MM-1996**

Read Newspaper	Pakistan	Urban	Rural
	%	%	%
Yes	27.2	47.1	18.9
No	72.8	52.9	81.1
Total	100.0	100.0	100.0
Number of Women	2681	784	1897

5.5 Awareness and Perception About Family Planning:

There are 69.3 percent currently married women who ever heard/watched/read about Family Planning Programme in Pakistan with 82.7 percent in urban and 63.7 percent in rural areas (Table 5.5).

TABLE 5.5

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO EVER HEARD/WATCHED AND READ ABOUT FAMILY PLANNING PROGRAMME BY URBAN-RURAL RESIDENCE, MM-1996

Ever Heard/ Watched/Read	Pakistan	Urban	Rural
	%	%	%
Yes	69.3	82.7	63.7
No	30.7	17.3	36.3
Total	100.0	100.0	100.0
Number of women	2681	784	1897

There are 62.4 percent currently married women who have ever watched something about family planning on television in Pakistan with 79.1 percent in urban and 55.5 percent in rural areas. Currently married women who have ever heard about family planning on radio are 38.7 percent with 33.3 percent in urban and 41.0 percent in rural areas. There are 16.1 percent women who have ever read about family planning in newspapers/magazines with 31.4 percent in urban and 9.7 percent in rural area (Table 5.6).

TABLE 5.6

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO EVER HEARD/WATCHED AND READ ABOUT FAMILY PLANNING PROGRAMME BY URBAN-RURAL RESIDENCE, MM-1996

Ever Heard/Watched/Read	Pakistan	Urban	Rural
Radio	38.7	33.3	41.0
Television	62.4	79.1	55.5
Newspaper other printed material	16.1	31.4	9.7
Number of Women	2681	784	1897

The perception of those who have ever heard/watched/read about family planning indicates that the message of family planning according to their perception was mainly to limit the number of children (61.1 percent), followed by spacing of children (24.9 percent), maternal and child health (4.5 percent), use of contraception (3.5 percent) and welfare of family (3.2 percent). Almost similar pattern is observed in urban and rural areas. However, the message for use of contraception is better understood in rural areas (Table 5.7).

TABLE 5.7

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
WITH SPECIFIC PERCEPTION ABOUT THE MESSAGE OF FAMILY
PLANNING HEARD/WATCHED/READ BY URBAN-RURAL
RESIDENCE, MM-1996**

Perception	Pakistan	Urban	Rural
	(%)	(%)	(%)
Limit the Number of Children	61.1	69.7	56.5
Spacing of Children	24.9	17.2	29.0
Use of Contraception	3.5	2.3	4.1
Welfare of Family	3.2	4.5	2.5
Maternal and Child Health	4.5	3.7	4.9
Immunization	0.8	0.4	1.0
General Medical Advice	0.2	0.0	0.3
Other	0.3	0.6	0.1
Don't Know/No Idea	1.6	1.5	1.6
Total	100.0	100.0	100.0
Number of Women	1038	261	777

There were 92.8 percent women who thought that family planning messages were effective in conveying the real objectives with 94.2 percent in urban and 92.1 percent in rural areas (Table 5.8).

TABLE 5.8

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HEARD ABOUT FAMILY PLANNING WITH EFFECTIVENESS OF FAMILY PLANNING PROGRAMME ON RADIO, TELEVISION, NEWSPAPER AND OTHER PRINTED MATERIAL BY URBAN-RURAL RESIDENCE, MM-1996

F.P. Messages	Pakistan	Urban	Rural
Effective	92.8	94.2	92.1
Not Effective	7.2	5.8	7.9
Total	100.0	100.0	100.0
Number of Women	1858	649	1209

The magnitude of women who heard to adopt family planning on radio, television and newspaper is fairly large, that is, 89.5 percent with 88.3 percent in urban and 90.1 percent in rural areas (Table 5.9).

TABLE 5.9

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HEARD ABOUT FAMILY PLANNING PROGRAMME TO ADOPT FAMILY PLANNING ON RADIO, TELEVISION, NEWSPAPER AND OTHER PRINTED MATERIAL BY URBAN-RURAL RESIDENCE, MM-1996

Adopt Family Planning	Pakistan	Urban	Rural
Yes	89.5	88.3	90.1
No	10.5	11.7	9.9
Total	100.0	100.0	100.0
Number of Women	190	93	127

5.6 Impact of Television:

Three television plays on the theme of population welfare were telecasted. These included 'Sidraan', 'Baithak' and 'Ghar Bhati'. The plays 'Sidraan' and 'Baithak' were telecast in Punjabi language while 'Ghar Bhati' was in Sindhi language.

The main message perceived to have been conveyed by 'Sidraan' was women need education as stated by 29.5 percent, followed by 22.2 percent who thought it was limiting the family and 13.8 percent who indicated higher age at marriage to be the central message. Then there were 6.7 percent women who indicated health of mother and child; and 2.7 percent women who perceived spacing between children to be the message of the play. There were 24.3 per cent women who did not remember what was the message (Table 5.10).

The message conveyed through 'Bhaithak' was perceived by 36.8 percent to be higher age at marriage, followed by limiting the family by 21.4 percent, spacing between children by 12.0 percent, women need education by 4.1 percent. A higher proportion of women (24.6 percent) did not remember the message as the play was telecast three years ago (Table 5.10).

The message conveyed through 'Ghar Bhati' was perceived by 26.7 percent as being limiting of family, by 9.5 percent as being health of mother and child; by 8.5 percent as being women need education; by 6.9 percent as being spacing between children; and by 1.5 percent as being higher age at marriage. A very high proportion of 45.8 percent did not remember the message as this play was telecast three years ago. The very high percentage of "Don't remember" replies in all three cases is a point to be seriously considered. Apart from the time lag between the telecast and the survey, the reason could also be that the plays did not convey the message as effectively as to sink into the viewer's memory (Table 5.10).

TABLE 5.10

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS WITH PERCEIVED MESSAGE CONVEYED THROUGH
SPECIFIC TELEVISION DRAMAS, MM-1996**

Message Conveyed	Sidraan	Baithak	Ghar Bhati
Limiting the Family	22.2	21.4	26.7
Higher Age at Marriage	13.8	36.8	1.5
Spacing	2.7	12.0	6.9
Health of Mother and Child	6.7	1.2	9.5
Women Need Education	29.5	4.1	8.5
Don't Remember	24.3	24.6	45.8
Other	0.8	0.0	1.9
Total	100.0	100.0	100.0
Number of Women	145	63	64

Table 5.11 gives an insight into women's perception about the effectiveness of the family planning messages conveyed through various means of mass communication and through the word of mouth. Among the electronic media, television is on top and documentary films are at the bottom. There were 55.1 percent women who indicated that television messages were effective/somewhat effective while 38.1 percent thought the same about radio. Messages conveyed through cinema slides were found to be effective/somewhat effective by only 2.3 percent and the percentage of those who had this impression about documentary films was even lower; only 1.7 percent.

Table 5.11 also indicates that among sources of interpersonal communication, relatives (48.8 percent), neighbours (46.4 percent), friends (43.3 percent) and husbands (43.1 percent) play the most important role in effectively conveying messages about family planning. Mothers (18.4 percent) and mother-in-law (14.8 percent) are also important sources. And when it comes to professionals, the message is most effectively conveyed and by doctors (30.4 percent), followed by traditional attendants (Dais) (21.7 percent) and family welfare workers (18.2 percent).

TABLE 5.11

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 14-49
YEARS WITH THE EFFECTIVENESS OF FAMILY PLANNING
MESSAGES THROUGH DIFFERENT SOURCES, MM-1996**

Media Source	Effective	Somewhat Effective	Not Effective	Not Applicable	Total	Number of Women
Friends	30.9	12.4	6.9	49.7	100.0	2681
Relatives	30.7	18.1	9.4	41.8	100.0	2681
Neighbours	27.4	19.0	8.0	45.6	100.0	2681
Husband	33.5	9.6	4.0	52.9	100.0	2681
Mother	11.3	7.1	8.2	73.4	100.0	2681
Mother-in-law	6.2	8.6	10.6	74.6	100.0	2681
F.W.Worker	9.3	8.9	7.3	74.5	100.0	2681
Radio	27.0	11.1	8.4	53.4	100.0	2681
Television	44.0	11.1	6.0	38.9	100.0	2681
Cinema Slides	0.9	1.4	8.5	89.2	100.0	2681
Documentry Film	0.6	1.1	7.7	90.5	100.0	2681
Public Meeting	0.5	1.5	8.6	89.3	100.0	2681
Traditional(Dai, Hakeem, LHV)	12.1	9.6	4.1	73.4	100.0	2681
Doctor	22.3	8.1	1.9	67.7	100.0	2681

Table 5.12 presents a summary of the effectiveness of printed messages for currently married women who could read and write. Messages published in newspapers were found to be effective/somewhat effective by 46.3 percent, posters by 39.3 percent, fixed publicity by 23.4 percent and pamphlets by 18.2 percent. However, a very large percentage indicated that these forms of printed material were not applicable to them. The fact that they could read and write, yet the printed material was reported to be non-applicable is an indication of their lack of access to these publicity media.

TABLE 5.12

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED LITERATE WOMEN AGED
14-49 YEARS WITH THE EFFECTIVENESS OF FAMILY PLANNING MESSAGES
THROUGH DIFFERENT MEDIA, MM-1996**

Media	Effective	Somewhat Effective	Not Effective	Not Applicable	Total	Number of women
Newspaper	33.3	12.5	3.1	50.6	100.0	727
Posters	26.3	13.6	7.7	52.4	100.0	727
Pamphlet	12.5	5.7	10.2	71.6	100.0	727
Fixed Publicity	16.5	6.9	7.4	67.3	100.0	727

The list of ads with duration of about thirty seconds put out through radio or television with status of hearing/watching and perception of women is placed under table 8 and table 9 of Annexure. The majority of the women who heard the family planning programmes/messages agreed with the message conveyed by these advertisements. There were some messages regarding family planning on radio which women thought needed improvement. The same perception about television ads (i.e. need for improvement) was found among a large number of women.

The main theme of these ads on radio and television were, spacing between children, adopt family planning methods, limit the number of children, welfare of family and maternal and child health (MCH).

CHAPTER 6

KNOWLEDGE AND USE OF CONTRACEPTIVES

6.1 Knowledge of Contraception and its Source:

The specific knowledge of any family planning method is 83.0 per cent, with 86.1 per cent in urban and 81.8 per cent in rural areas. Among methods, knowledge is highest about Pill (79.9 percent), followed by Injection (79.1 percent), Female Sterilization (78.5 percent), IUD (74.5 percent) and Condom (66.3 percent) (Table 6.1). Almost similar pattern is noticed in urban and rural areas.

Vaginal methods are the least known. Knowledge about these at Pakistan level is 31.5 percent followed by 38.4 percent in urban and 28.7 percent in rural areas. The obvious reason is that, due to cultural sensitivities, vaginal methods are not projected over mass media.

TABLE 6.1

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS BY KNOWLEDGE OF FAMILY PLANNING METHOD
AND URBAN-RURAL RESIDENCE, MM-1996**

Method	Pakistan	Urban	Rural
Any Method	83.0	86.1	81.8
Pill	79.9	82.7	75.9
Condom	66.3	77.7	61.7
Vaginal Methods	31.5	38.4	28.7
Injection	79.1	82.8	77.6
IUD	74.5	79.8	72.3
Female Sterilization	78.5	83.3	76.6
Male Sterilization	38.7	47.8	35.0
Rhythm	36.5	45.9	32.6
Withdrawal	43.9	56.8	38.6
Other	8.5	9.6	8.1
Number of Women	2681	784	1897

When it comes to sources of becoming aware about family Planning, the percentage is the highest for television (36.4 percent), followed by relative (15.5 percent), spouse (10.6 percent), neighbour (8.1 percent), LHV, Dai, Hakeem (6.9 percent), family planning workers (5.4 percent) and radio (4.5 percent) (Table 6.2). Although exposure to radio in Pakistan is 44.3 percent (table 5.2), the medium serves as source of awareness about family planning for only 4.5 percent women. Printed material accounts for only 0.5 percent.

TABLE 6.2

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED
15-49 YEARS BY SOURCE OF BECOMING AWARE ABOUT THE
FAMILY PLANNING METHOD AND URBAN-RURAL
RESIDENCE, MM-1996**

Source	Pakistan	Urban	Rural
Family Planning Workers	5.4	6.1	5.1
Spouse	10.6	13.3	9.4
Friends	4.8	4.4	5.0
Relative	15.5	7.6	19.0
Neighbour	8.1	7.3	8.5
Printed Material	0.5	1.3	0.1
Doctor	5.6	11.3	3.2
Radio	4.5	2.0	5.6
Television	36.4	40.4	34.7
LHV, Dai, Hakeem	6.9	4.9	7.9
Mother	0.8	1.1	0.7
Mother in Law	0.1	0.0	0.2
Married Sister	0.6	0.4	0.7
Number of Women	2227	676	1551

TABLE 6.3

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS WHO HAVE EVER USED ANY FAMILY PLANNING METHOD
BY URBAN-RURAL RESIDENCE, MM-1996**

Method	Pakistan	Urban	Rural
Any Method	32.2	49.8	23.5
Pill	7.0	13.6	4.2
Condom	11.9	23.6	7.1
Vaginal Methods	0.6	1.4	0.2
Injection	5.0	3.7	4.3
IUD	6.7	11.2	4.9
Female Sterilization	6.5	13.2	3.8
Male Sterilization	0.1	0.3	0.1
Rhythm	3.3	5.4	2.4
Withdrawal	5.1	7.6	4.0
Others	1.1	0.9	1.2
Number of Women	2681	784	1897

6.2 Ever Use of Contraception and Motivation Source:

Ever use of any contraceptive method has been 32.2 percent with 49.8 percent in urban and 23.5 percent in rural areas. Among specific methods, condom ranks as the highest ever used method, that is, 11.9 percent, with 23.6 percent in urban and 7.1 percent in rural areas (Table 6.3). Motivation source for the ever use of family planning methods is television in 37.3 percent cases, followed by spouse in 23.3 percent, relative in 11.9 percent and family planning workers in 7.5 percent cases (Table 6.4). Here too, radio's share is not encouraging i.e., only 3 percent and printed material, including newspapers have served as the source of motivation for the ever use of any method in the case of only 1.2 percent currently married women.

TABLE 6.4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN BY SOURCE
OF MOTIVATION FOR THE EVER USE OF FAMILY PLANNING METHOD
BY URBAN-RURAL RESIDENCE, MM-1996**

Motivation Source	Pakistan	Urban	Rural
Family Planning Workers	7.5	10.6	4.8
Spouse	23.3	26.1	20.8
Friends	4.9	6.3	3.8
Relative	11.9	4.5	18.5
Neighbour	1.9	2.6	1.3
Newspapers	0.5	1.2	0.0
Poster/Chart/Calendar	0.1	0.0	0.1
Pamphlet/Leaflet	0.6	1.4	0.0
Public Meetings	0.1	0.1	0.0
Book/Booklet/Novel /Short stories	0.0	0.0	0.0
Radio	3.0	1.8	4.1
Television	37.3	36.1	38.4
Traditional Media	1.0	0.6	1.5
Mother	1.0	1.0	1.0
Mother in Law	0.3	0.1	0.6
Marrfed Sister	1.1	0.7	1.5
Others (Specify)	5.1	6.8	3.8
Number of Women	836	391	445

6.3 Current Use of Contraception and Comparison:

Current use of any contraceptive is 23.6 per cent, with 39.3 per cent in urban and 17.1 per cent in rural areas. Highest method currently used is female sterilization, followed by Condom, IUD and Injection (Table 6.5). In urban areas the highest method currently used is female sterilization, followed by Condom and IUD. The same pattern is noticed in rural and urban areas.

TABLE 6.5

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS BY CURRENT USE OF ANY METHOD AND URBAN-RURAL
RESIDENCE, MM-1996**

Method	Pakistan	Urban	Rural
Any Method	23.6	39.3	17.1
Pill	1.3	2.1	0.9
Condom	5.7	11.0	3.5
Vaginal Methods	0.3	0.6	0.2
Injection	2.9	2.9	2.9
IUD	4.7	8.7	3.0
Female Sterilization	6.5	13.2	3.8
Male Sterilization	0.1	0.3	0.1
Rhythm	2.0	3.2	1.5
Withdrawal	2.2	4.1	1.4
Others	1.1	0.8	1.2
Number of Women	2681	784	1897

A comparison of the contraceptive prevalence rate of this survey with previous surveys Pakistan Fertility and Family Planning Survey 1996-97, Information, Education and Communication 1994 and Pakistan Demographic and Health Survey 1990-91, indicates that almost all the modern methods show an

increase in use over the years (Table 6.6). The increase in the use of condom and IUD is, however more visible and female sterilization has almost double since 1990-91.

TABLE 6.6
COMPARISON OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS WHO CURRENTLY USED ANY METHOD BY MM-1996,
PFFPS 1996-97 AND PDHS 1990-91

Method	EMMPFP 1996-97	PFFPS 1996-97	PDHS 1990-91
Any Method	23.6	23.9	11.8
Pill	1.3	1.6	0.7
Condom	5.7	4.2	2.7
Vaginal Methods	0.3	0.1	0.0
Injection	2.9	1.4	0.5
IUD	4.7	3.4	1.3
Female Sterilization	6.5	6.0	3.5
Male Sterilization	0.1	0.1	0.0
Rhythm	2.0	-	0.0
Withdrawal	2.2	4.6	1.2
Abstinent	-	1.9	1.3
Others	1.1	0.5	0.3
Number of Women	2681	7582	6364

Note.

1. **EMMPFP** = Effectiveness of Media Messages in Promoting Family Planning Programme in Pakistan, 1996-97
2. **PFFPS** = Pakistan Fertility and Family Planning Survey, 1996-97
3. **PDHS** = Pakistan Demographic and Health Survey, 1990-91

A large number of women currently using any method (25.3 percent) obtained the method from hospitals, with 23.9 per cent in the urban and 26.8 per cent in the rural areas of Pakistan. There were 15.3 per cent women who obtained their current method from drug store, with 20.5 per cent in urban and

10.3 per cent in rural areas. A visible component of the programme is Family Welfare Center (FWC) from where 7.7 percent of currently married women reported having obtained their current method with a higher proportion in rural areas. Another important component of the programme is the Family Welfare Workers who were accounted for only 2.5 percent.

TABLE 6.7

PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO WERE CURRENT USERS WITH SOURCE OF OBTAINING THE CURRENT METHOD BY URBAN-RURAL RESIDENCE, MM-1996

Method Obtain	Pakistan	Urban	Rural
	%	%	%
FWC	7.7	4.9	10.4
RHC	0.1	0.0	0.3
BHC	3.0	0.0	3.0
FWW	2.5	3.1	1.9
Hospital	25.3	23.9	26.8
Drug Store/Shop	15.3	20.5	10.3
MCH Centre	1.0	0.6	1.4
NGO Centre	0.6	1.3	0.0
Hakim/Dai/LHV	8.8	5.3	12.2
Doctor	6.7	10.5	3.1
Others	6.4	6.1	6.5
Not Sure/Dont Remember/Dont Know	7.4	8.9	6.0
Not related	19.1	17.3	20.8
Number of Women	633	308	325

6.4 Contraceptive use and Living Children

The most important factor associated positively with the use of contraceptives is the number of living children a couple has. The analysis shows that, the use of contraceptive increases with an increase in the number of living children. This is equally applicable in both urban and rural areas (Table 6.8).

TABLE 6.8

PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO WERE CURRENT USERS BY LIVING CHILDREN AND URBAN-RURAL RESIDENCE, MM-1996

Living Children	Pakistan	Urban	Rural
0	0.1	0.1	0.0
1	4.0	5.0	3.1
2	8.6	12.7	4.6
3	13.7	12.7	14.6
4	15.1	19.4	11.1
5	15.4	20.8	10.3
6+	43.1	29.3	56.2
Number of Women	2681	784	1897

6.5 Contraceptive use and Education:

Education for females is another important factor positively associated with the use of contraceptives. The analysis shows that with more education, the use of contraceptive increases in all categories (Table 6.9). This has been equally observed both in urban and rural areas.

TABLE 6.9

PERCENTAGE OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS
WHO WERE CURRENT USERS BY EDUCATION, PAKISTAN
AND URBAN-RURAL RESIDENCE, MM-1996

Education	Pakistan		Urban		Rural	
	%	N	%	N	%	N
No Education	17.0	1928	29.1	405	13.7	1523
Primary or Less	34.0	327	40.3	108	30.9	219
Secondary	42.7	336	53.2	188	29.5	148
College	57.0	89	56.6	82	60.7	7
Total	23.6	2681	39.3	784	17.1	1897

6.6 Contraceptive use and Mass Media:

Television, radio and newspapers also contribute to the knowledge and use of contraceptives with television playing the lead role of those who watch television, 32.6 percent are current users compared to 8.4 percent among those who never watched television. Similar differentials are noticed in both urban and rural areas (Table 6.10).

TABLE 6.10

PERCENT DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS, WHO WERE CURRENT USERS BY EXPOSURE TO TV, RADIO AND NEWSPAPER, PAKISTAN AND URBAN-RURAL RESIDENCE, MM-1996

Exposure to Media	Pakistan		Urban		Rural	
	%	N	%	N	%	N
Television						
Ever Watched	32.6	1684	45.2	615	25.4	1069
Never Watched	8.4	997	17.8	169	6.5	828
Radio						
Ever Listened	29.0	1188	45.1	333	22.8	855
Never Listened	19.3	1493	35.0	451	12.5	1042
Newspapers						
Ever Read	41.0	728	50.3	369	31.5	359
Never Read	17.1	1953	29.5	415	13.8	1538
Total	23.6	2681	39.3	784	17.1	1897

When it comes to radio, of those who listen to radio, 29.0 percent use contraceptive methods, compared to 19.3 percent who never listen to radio. Radio appears to be contributing much more in rural areas to the use of family planning methods, but not as much in urban areas (Table 6.10).

The high percentage of current users among radio listeners (29.0 percent) should however, be seen in conjuncture with table 6.2 and table 6.4 which indicate much lower percentages for radio as a

source of awareness and motivation. So far as television is concerned, the findings given in the three tables tell matching stories.

Since newspaper reading is closely correlated with education level, its positive contribution to the use of family planning methods is understandable and has been found significant both in urban and rural areas (Table 6.10).

Even controlling for education level of women, indicates significance of television to the use of contraceptives. Exposure to television has independent effect on the use of contraceptives. Those who had watched television have much more use of contraceptives compared to those who did not watch in all educational categories (Table 6.11).

TABLE 6.11

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED
15-49 WHO WERE CURRENT USERS BY EXPOSURE TO MEDIA
AND EDUCATION, MM-1996**

Exposure to Media	Education Level			
	No Schooling	Primary or Less	Higher	Total
Television				
Yes	26.1 (1023)	33.3 (335)	52.4 (326)	32.6 (1684)
No	6.6 (905)	28.4 (68)	18.5 (24)	8.4 (997)
Radio				
Yes	22.0 (765)	31.2 (231)	54.5 (192)	29.3 (1188)
No	13.7 (1163)	34.2 (172)	44.6 (158)	19.3 (1493)
Total	17.0 (1928)	32.4 (403)	50.1 (350)	23.6 (2681)

6.7 Never Users With Reasons and Intentions:

Those women who had knowledge of any family planning method but never used any method were asked to indicate reason for non-use. It has been found that major reasons for never using family planning methods is want more children, (31.0 percent), followed by husband's opposition (10.8 percent), breast feeding (9.1 percent) and religion (6.9 percent). The same pattern as found for Pakistan has been noted for rural areas. In urban areas the order is different. Although want for more children remains on top, it is followed by breast feeding, husband's opposition and fear of side effects (Table 6.12).

TABLE 6.12

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS BY MAIN REASONS OF NEVER USING FAMILY PLANNING METHODS,
PAKISTAN AND URBAN-RURAL RESIDENCE, MM-1996**

Reasons of Non Use	Pakistan	Urban	Rural
Want more children	31.0	28.8	31.7
Lack of knowledge	5.5	2.6	6.5
Husband opposed	10.8	10.0	11.0
Cost too much	0.9	0.2	1.1
Fear of side effect	3.8	5.2	3.4
Health concerns	2.3	2.5	2.3
Hard to get methods	3.1	2.0	3.5
Religion	6.9	4.9	6.8
Opposed to Family Planning	0.3	0.2	0.3
Fatalistic Attitude	0.7	0.9	0.7
Other people opposed	0.5	0.5	0.5
Infrequent sex	0.3	0.3	0.3
Difficult to get pregnant	5.9	6.0	5.9
Menopausal/had Hysterectomy (Removal of Reproductive System)	3.8	6.1	3.0
Inconvenient	0.1	0.1	0.1
Husband absent	2.1	0.8	2.5
Breast feeding	9.1	14.2	7.4
Others (Specify)	12.9	13.8	13.0
Number of Women	1961	467	1494

6.8 Satisfaction With Current Methods:

Among those currently married women who were current users of family planning methods, there is a very large proportion (94.1 percent) who were satisfied with their current method, with 92.3 percent in urban and 95.8 percent in rural area (Table 6.13). And as has been seen in table 6.5, the top three methods currently in use are Female Sterilization (6.5 percent), Condoms (5.7 percent) and IUD (4.7 percent).

TABLE 6.13

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN WHO WERE
CURRENT USER BY STATUS OF SATISFACTION WITH THE CURRENT
METHOD AND URBAN-RURAL RESIDENCE, MM-1996**

Satisfied with Current Method	Pakistan	Urban	Rural
Yes	94.1	92.3	95.8
No	5.9	7.7	4.2
Number of Women	633	308	325

CHAPTER 7

CONCLUSIONS

In this study, there are indications of improvement in the knowledge and use of contraceptives in Pakistan. However, there still exists wide gap between knowledge and practice as knowledge of specific method is around 83 percent while practice is only 23.6 percent.

2. Other factors related to the programme indicate that family sizes norm, although slightly declining, is still high. Number of children ever born (CEB) is still around four, while number of living children is also about four. Most of the women who had one or two children, want more children after two and before three years.
3. The role of mass media is important. Radio exposure is low, yet it is very important for rural population where its effect has been noted clearly. It should continued to be used properly.
4. Television is the most important medium both in urban and rural areas, although its viewership is more in the urban areas. Television messages should be strengthened further and made more focussed.
5. Messages about family planning conveyed through television, compared to those through radio campaigns, have been better understood by majority of the women.
6. The role of newspapers is also very important. However, it is very much related to education level of the couples. Education/literacy itself is the most important factor contributing to the use of family planning methods and this study has confirmed earlier findings of various studies in this regard.
7. Fixed and other printed material does not appear to have played much role and needs to be given greater attention to become more effective.

8. Interpersonal communication is either insufficient or not as effective as it should be. The new cadres of Village Based Family Planning Workers (VBFPW) and National Health Workers need special skills to motivate eligible couples for small family norms. This aspect should be given particular attention in their training.
9. The contraceptive users have high age and large number of living children, which indicates that most of the users only start contraceptive use for limiting their family size after they had certain number of children. There is need to emphasis use of contraceptives for spacing at a younger age and with low parity.
10. Desire for more children is the most prominent reason for the non-use of contraceptives in Pakistan. The IEC programme needs to address this problem through appropriate messages.
11. Another important reason for the non-use of contraceptives, particularly in rural areas, is religion. Here too, IEC needs to be used in more focussed and convincing ways.
12. Fear of side effects continues to be high, more so in urban area. The programme personnel should be more careful and provide quality services and do proper follow up.
13. Husband opposition has also figured high among reasons for non-use. It is important to provide appropriate counselling for family planning through IEC to the male segment of our population.

APPENDIXES

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TABLE 1

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS HAVING RADIO/TELEVISION BY REGION AND URBAN-RURAL
RESIDENCE, MM-1996**

Region of Residence	Radio			Television			Both		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	37.8	34.3	35.3	67.3	37.1	45.9	33.6	22.3	25.6
Punjab	43.6	44.5	44.3	70.0	44.0	50.5	49.5	30.3	35.1
Sindh	31.5	18.3	24.6	66.8	18.1	41.2	14.7	10.0	12.2
NWFP	18.8	11.7	12.7	66.1	34.7	39.3	14.8	6.0	7.3
Balochistan	45.8	23.0	33.8	48.3	3.1	24.5	30.2	2.5	15.6
Number of Women	784	1897	2681	784	1897	2681	784	1897	2681

TABLE 2

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS EXPOSED TO RADIO BY REGION AND URBAN-RURAL RESIDENCE,
MM-1996

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	57.5	54.9	55.7	42.5	45.1	44.3
Punjab	35.6	35.7	35.7	64.4	64.3	64.3
Sindh	79.5	85.3	82.5	20.5	14.7	17.5
NWFP	91.8	95.1	94.6	8.2	4.9	5.4
Balochistan	77.2	86.5	82.1	22.8	13.5	17.9
Number of Women	784	1897	2681	784	1897	2681

TABLE 3

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS EXPOSED TO TELEVISION BY REGION AND URBAN-RURAL
RESIDENCE, MM-1996

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	21.6	43.7	37.2	78.4	56.3	62.8
Punjab	7.6	27.0	22.2	92.4	73.0	77.8
Sindh	30.3	79.0	55.9	69.7	21.0	44.1
NWFP	43.5	65.2	62.1	56.5	34.8	37.9
Balochistan	64.2	96.5	81.2	35.8	3.5	18.8
Number of Women	784	1897	2681	784	1897	2681

TABLE 4

**PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS EXPOSED TO READ NEWSPAPER BY REGION AND URBAN-RURAL
RESIDENCE, MM-1996**

Region of Residence	Never			Ever		
	Urban (%)	Rural (%)	Total (%)	Urban (%)	Rural (%)	Total (%)
Pakistan	52.9	81.1	72.8	47.1	18.9	27.2
Punjab	40.0	75.9	66.9	60.0	24.1	33.1
Sindh	61.5	90.0	76.5	38.5	10.0	23.5
NWFP	70.6	89.9	87.2	29.4	10.1	12.8
Balochistan	92.7	98.0	95.5	7.3	2.0	4.5
Number of Women	784	1897	2681	784	1897	2681

TABLE 5

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE KNOWLEDGE OF FAMILY PLANNING METHODS BY REGION AND URBAN-RURAL RESIDENCE, MM-1996

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	87.5	93.7	85.5	53.5	75.2	34.0	88.9	90.8	88.6	24.2	25.7	22.9
Condom	77.6	90.8	73.3	45.9	66.3	27.5	62.0	78.8	59.1	18.5	28.6	9.6
Vaginal Methods	41.9	54.9	37.6	13.5	17.9	9.5	18.5	30.9	16.4	15.7	27.0	5.6
Injection	89.7	94.9	88.0	49.7	72.7	28.9	94.0	92.5	94.2	26.9	29.3	24.7
IUD	87.5	94.3	85.2	45.2	66.7	25.8	78.4	86.6	78.2	19.1	26.7	12.3
Female Sterilization	89.1	94.8	87.2	50.3	73.5	29.3	91.5	95.7	90.8	26.1	28.9	23.6
Male Sterilization	52.8	64.7	48.9	24.1	34.1	15.1	5.6	9.6	4.9	16.3	27.4	6.3
Rhythm	48.3	60.8	44.2	21.1	32.5	10.8	13.9	19.2	13.0	15.9	27.2	5.7
Withdrawal	59.9	78.3	53.9	22.7	38.1	8.9	14.7	20.4	13.8	13.5	23.8	4.3
Other	12.6	13.6	12.3	3.5	6.5	0.7	0.5	2.2	0.2	0.6	1.2	0.1
Any Method	91.9	96.5	90.5	60.0	78.6	43.1	96.0	98.3	95.7	27.6	29.4	26.0

TABLE 6

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO HAVE EVER USED ANY FAMILY PLANNING METHOD BY REGION AND URBAN-RURAL RESIDENCE, MM-1996

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	6.4	12.6	4.4	9.7	17.2	2.8	5.9	12.8	4.8	3.3	1.8	4.7
Condom	8.1	19.4	4.1	13.9	27.3	2.6	3.4	15.3	1.7	2.4	11.3	1.3
Vaginal Methods	0.2	0.3	0.2	0.6	0.9	0.3	1.0	1.1	1.0	0.1	1.0	0.0
Injection	3.4	6.0	2.5	8.6	13.0	4.8	10.9	14.2	10.5	2.3	11.1	1.3
IUD	5.2	7.6	4.3	13.0	18.7	8.2	7.7	14.5	6.7	0.1	0.7	0.0
Female Sterilization	6.1	11.6	4.2	15.4	27.3	5.4	7.2	7.8	7.1	1.0	1.7	0.9
Male Sterilization	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhythm	0.4	1.7	0.0	0.0	0.0	0.0	0.7	0.7	0.7	0.0	0.0	0.0
Withdrawal	5.3	8.3	4.3	0.8	1.6	0.1	0.3	2.8	0.0	0.1	1.1	0.0
Abstinence	0.6	1.1	0.4	0.1	0.2	0.0	0.6	1.2	0.5	0.0	0.0	0.0
Nor Plant	0.2	0.6	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0
Others	0.4	0.7	0.3	1.2	1.4	1.0	0.3	0.0	0.4	0.6	2.8	0.4
Any Method	25.3	44.3	18.7	38.7	62.3	18.8	33.4	57.7	29.8	8.9	27.8	6.6

TABLE 7

PERCENTAGE DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS WHO
HAVE CURRENTLY USED ANY FAMILY PLANNING METHOD BY REGION AND
URBAN-RURAL RESIDENCE, MM-1996

Methods	Punjab			Sindh			NWFP			Balochistan		
	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural	Total	Urban	Rural
Pill	0.8	1.4	0.6	1.7	2.6	0.9	4.2	4.7	4.1	1.8	3.6	1.6
Condom	4.4	10.1	2.4	4.5	8.6	1.0	2.5	10.7	1.4	1.4	5.6	0.8
Vaginal Methods	0.1	0.0	0.1	0.0	0.0	0.0	0.1	0.8	0.0	0.1	1.0	0.0
Injection	1.0	1.4	0.9	3.2	4.3	2.2	8.5	9.9	8.3	1.4	5.8	0.8
IUD	3.4	4.8	2.9	7.5	10.6	4.9	6.1	14.1	5.0	0.1	0.7	0.0
Female Sterilization	6.1	11.6	4.2	15.4	27.3	5.4	7.2	7.8	7.1	1.0	1.7	0.9
Male Sterilization	0.1	0.1	0.1	0.0	0.1	0.0	0.0	0.0	0.0	0.0	0.0	0.0
Rhythm	0.3	1.1	0.0	0.0	0.0	0.0	0.7	0.5	0.7	0.0	0.0	0.0
Withdrawal	3.7	5.6	3.1	0.5	1.0	0.1	0.3	2.8	0.0	0.1	1.1	0.0
Abstinence	0.3	0.6	0.2	0.0	0.0	0.0	0.6	1.2	0.5	0.0	0.0	0.0
Nor-Plant	0.2	0.6	0.0	0.0	0.0	0.0	0.8	0.0	1.0	0.0	0.0	0.0
Others	0.3	0.7	0.2	1.1	1.4	0.7	0.3	0.0	0.4	0.1	0.9	0.1
Any Method	20.6	37.4	14.7	33.0	54.0	15.2	29.5	50.3	26.5	6.0	19.8	4.3

TABLE 8

PERCENT DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS WITH STATUS OF HEARING AND PERCEPTION ABOUT ADS ON
RADIO, MM-1996

S.No	Advertizements	Heard	Agreed	Improvement
1	کم عمری کی شادی خوشیوں کی بربادی	23.1	23.1	2.1
2	نمایاں بچے بھوک اور غربت	19.9	20.0	2.0
3	بچے بہترین خوراک، تعلیم، لباس اور علاج کے حقدار ہیں۔	17.5	17.5	1.9
4	بچوں کی اوپر تلے پیداؤں عورت کی جان بھی لے سکتی ہے۔ (سونا چاندی)	19.0	19.0	1.5
5	اپنے کنبہ کو بہتر خوراک اور رہائش دینے کے لیے ہوشیاری سے کام لیں۔ (سونا چاندی)	17.0	17.0	1.5
6	بڑھتی ہوئی آبادی ہمارے وسائل کو جادو کی طرح غلبہ کر دے گی (سونا چاندی)	13.0	13.0	1.0
7	ہمارے دو کتنے ہوئے چار (سونا چاندی)	16.1	16.1	1.6
8	اضافی بچوں کا کوئی مستقبل نہیں ہوگا (سونا چاندی)	13.9	13.9	1.1
9	تیس سیکنڈ میں پانچ بچوں کا اضافہ اور ایک کی موت	12.0	12.0	0.6
10	آنے والا بچہ آپ کے وسائل پر بوجھ بن جائے گا۔	13.1	13.0	0.9

S.No	Advertisizements	Heard	Agreed	Improvement
11	گھڑی گھڑی	13.4	13.3	0.5
12	اب بوقت ستر اتر	16.8	16.8	1.5
13	کرم، دال، ایتنی	14.3	14.3	0.9
14	گھڑی گھڑی	9.3	9.3	0.4
15	کرم کرم	14.6	14.5	1.3
16	گھڑی گھڑی	14.5	14.5	1.8
17	تی اک اتنا شمشیروں (نظم)	24.4	24.4	2.1
18	(نظام) گھڑی گھڑی	12.3	12.3	0.4
19	(نظام) گھڑی گھڑی	11.5	11.4	0.1
20	دو چھوٹی چھوٹی گھڑی گھڑی	12.9	12.9	0.3
21	(نظام) گھڑی گھڑی	19.0	19.0	0.2

S.No	Advertizements	Heard	Agreed	Improvement
22	کذیہ مختصر رکھتے (محکمہ بہبود آبادی پنجاب)	21.3	21.6	0.6
23	خوشحال گھرانو (اردو، سندھی)	3.8	3.8	1.4
24	شائین لوگ (بلوچی)	0.6	0.6	0.2
25	آسانی (برہمی)	0.4	0.4	0.1
26	خوشحالہ آوند (پشتو، سرائیکی، ہندکو)	1.1	1.1	0.3
27	کم بچے زیادہ سکھ (پشتو، سرائیکی، ہندکو)	11.2	11.2	1.1
28	بچوں کی پیدائش میں مناسب وقفہ ضروری ہے (پشتو، سرائیکی، ہندکو)	17.3	0.2	1.3
29	چھوٹا خاندان زندگی آسان (پشتو، سرائیکی، ہندکو)	18.8	19.0	1.9
30	کم بچے خوشحال گھرانہ (پشتو، سرائیکی، ہندکو)	17.9	17.9	1.4
31	بچے کم تھوڑے غم (پشتو، سرائیکی، ہندکو)	16.1	16.3	1.4
32	ماں کا دودھ بچے کے لئے بہترین غذا ہے (پشتو، سرائیکی، ہندکو)	17.9	17.9	1.5
33	بچوں کی بہتر تربیت جب ہی ممکن ہے کہ انکی پیدائش میں مناسب وقفہ ہو (پشتو، سرائیکی، ہندکو)	16.6	16.6	0.9
34	بچوں کی پیدائش میں وقفہ کے لینے قریبی فلاحی مرکز سے رجوع کریں۔ (پشتو، سرائیکی، ہندکو)	16.0	16.1	1.1

TABLE 9

PERCENT DISTRIBUTION OF CURRENTLY MARRIED WOMEN AGED 15-49
YEARS WITH STATUS OF WATCHING AND PERCEPTION ABOUT ADS ON
TELEVISION, MM-1996

S.No	Advertisements	Watch	Agreed	Improvement
1	بچه کو روکھو نہ دیکھو نہ سونے دی	20.3	20.0	2.3
2	بچہ لی جائے یہ بہت زیادہ زہار	16.7	16.4	1.6
3	بچہ کی خواہش میں	28.4	27.6	4.6
4	کمرے کی شادی	29.4	28.8	4.1
5	بچہ کو روکھو نہ دیکھو نہ سونے دی (انگریزی)	19.5	19.0	1.8
6	کاروبار میں	18.1	17.8	2.2
7	بچہ کو روکھو نہ دیکھو نہ سونے دی	13.3	12.9	2.0
8	بچہ کو روکھو نہ دیکھو نہ سونے دی	22.0	12.9	2.9
9	بچہ کو روکھو نہ دیکھو نہ سونے دی	20.8	20.3	3.1
10	بچہ کو روکھو نہ دیکھو نہ سونے دی	14.8	14.6	2.5
11	بچہ کو روکھو نہ دیکھو نہ سونے دی	19.9	19.5	4.2

S.No	Advertisements	Watch	Agreed	Improvement
12	صاف و شفاف بنیاد	21.0	20.9	3.9
13	بان و بنیاد بنیاد	25.8	25.5	4.2
14	بنیاد بنیاد	38.3	38.3	4.4
15	بنیاد بنیاد بنیاد	21.8	21.2	3.5
16	بنیاد بنیاد بنیاد	17.0	16.6	2.8
17	بنیاد بنیاد بنیاد	21.7	21.3	1.5
18	بنیاد بنیاد بنیاد	17.8	27.5	4.2
19	بنیاد بنیاد بنیاد	36.7	36.3	5.5
20	بنیاد بنیاد بنیاد	25.0	24.7	3.9
21	بنیاد بنیاد بنیاد	33.0	32.7	2.0
22	بنیاد بنیاد بنیاد	14.3	14.0	1.5
23	بنیاد بنیاد بنیاد	32.3	31.6	6.7
24	بنیاد بنیاد بنیاد	20.7	30.3	6.7

S.No	Advertizements	Watch	Agreed	Improvement
25	ایک جوڑا اس کے بعد بے سٹھانچے۔ چارپائی ٹوٹ جاتی ہے۔ اسے تے فیر سونا ہی سی	30.0	29.4	3.1
26	(ملکہ ہیوڈ آبادی پنجاب) ایک کمرے میں گنجائش سے زیادہ افراد کی رہائش	22.0	21.7	1.9
27	(ملکہ ہیوڈ آبادی پنجاب) ایک کھانے والا سیر ہو کر روٹی کھاتا ہے جب زیادہ کھانے والے ہوں تو کسی کے بھی حصہ میں	21.4	21.2	3.6
28	کچھ نہیں آتا (ملکہ ہیوڈ آبادی پنجاب) پرکھ (سندھی کو تیز)	2.2	2.1	0.1
29	تھوڑو بال خوشحال گھرانہ (سندھی)	4.8	5.0	2.8
30	کم بچے خوشحال گھرانہ (ملکہ ہیوڈ آبادی سندھ)	20.3	19.9	6.6
31	غذائی منصوبہ بندی بچوں اور ماں کی صحت کی ضامن ہے (پشتو، سرائیکی، ہندکو)	22.5	22.1	6.1
32	کم بچے خوشحال گھرانہ (سندھی، پشتو، ہندکو)	13.6	13.4	6.3
33	بچے کم تھوڑے غم (پشتو، سرائیکی، ہندکو)	20.8	20.7	5.4
34	ماں کا دودھ بچے کی بہترین غذا ہے (پشتو، سرائیکی، ہندکو)	24.8	0.2	0.2
35	بچوں کی تربیت اسی صورت میں ممکن ہو کہ ان کی پیدائش میں مناسب وقفہ ہو	30.7	30.4	4.6
36	بچوں کی پیدائش میں مناسب وقفہ کے لیے قریبی فلاحی مرکزے رجوع کیجئے	32.7	31.7	4.8

S.No	Advertisements	Watch	Agreed	Improvement
37	اسلام	32.2	31.6	7.3
38	پڑھنا سے بڑھ کر سیکھنا	20.8	20.6	4.6
39	پڑھنا سے بڑھ کر سیکھنا	20.6	20.5	3.4
40	پڑھنا سے بڑھ کر سیکھنا	30.3	29.8	6.7

Questionnaire

EFFECTIVENESS OF MEDIA MESSAGES IN PROMOTING FAMILY PLANNING PROGRAMME IN PAKISTAN, 1995

SECTION 1

IDENTIFICATION OF HOUSEHOLD

IDENTIFICATION

Province

1. Punjab
2. Sindh
3. NWFP
4. Balochistan

Area

1. Major Urban (Major City)
2. Other Urban (Small City)
3. Rural (Village/Town)

Division / District / Major City _____

Cluster No. _____

Household No. _____

Mailing Address. _____

Type of House

1. Katcha
2. Pakka
3. Semi Pakka

Serial number of Respondent ----- (Name) -----

Number of persons living in the household

Male

Female

Total

Number of eligible women living in the household
(Aged 15-49 years currently married)

RESULT OF INTERVIEW

1. Completed
2. Incomplete

3. Refused
4. Household absent

Name
Date

Field Edited By

Office Edited By

Punched By

HOUSEHOLD

(Please list all the members of the household with their characteristics)

S.No	Name of Usual Members / Visitors	Usual member present=1 Temporary absent=2 Visitors=3	Relation with H of H.H. (A)	Age in complete years	Sex Male=1 Female=2	Marital Status 1=Never-Married 2=Currently married 3=Widowed 4=Divorced 5=Seperated	Eligible Female 15-49 Currently married
1	2	3	4	5	6	7	8
01							
02							
03							
04							
05							
06							
07							
08							
09							
10							
11							
12							
13							
14							

USE ADDITIONAL SHEET, IF NECESSARY

(A) CODE FOR RELATIONSHIP WITH HEAD

- | | | |
|----------------------------|-------------------------|--------------------|
| 01. Head | 06. Father/Mother | 11. Grand |
| Father/Mother | | |
| 02. Wife of Husband | 07. Rather/Mother | 12. Uncle/aunt |
| 03. Son or Daughter | 08. Brother/Sister | 13. Other Relative |
| 04. Son or Daughter in law | 09. Son/daughter in law | 14. Not Related |
| 05. Grand Son or Daughter | 10. Nephew/Niece | |

Number of live births to usual members during last 12 months

Line No. of mother ----- sex of child (M=1 & F=2)

Line No. of mother ----- sex of child (M=1 & F=2)

Number of deaths to usual members during last 12 months

Age of deceased (months) ----- Years ----- /Sex (M=1 & F=2)

Age of deceased (months) ----- Years ----- /Sex (M=1 & F=2)

SECTION II

(SOCIODEMOGRAPHIC CHARACTERISTICS OF CURRENTLY MARRIED WOMEN AGED 15-49 YEARS AND THEIR HUSBANDS)

Name of respondent _____

Serial number of person answering questions _____

Q.201. What is your age?

--	--

Q.202. How old were you at the time of first marriage

--	--

Q.203. How many classes (Grades) you have passed in the
schools (0,1,2,3,4.....16,.....)

--	--

Grades _____
(for 0-4 grades passed ask Q.204 otherwise
go to Q.205)

Q.204. Can you read and write a simple letter with
understanding an any language (Circle)

--

1. Yes
2. No

Q.205. What is your employment status (Circle)

--

1. Employer
2. Employee
3. Self employed
4. Unpaid family worker
5. Looking for work
6. Not looking for work
7. House wife

Q.206. What is your husband's age? _____

--	--

Q.207. How many classes (Grades) you have passed in the
schools (0,1,2,3,4.....16,.....)

--	--

Grades _____
(for 0-4 grades passed ask Q.208 otherwise go to Q.209)

Q.208. Can your husband read and write a simple letter
with understanding an any language (Circle)

--

1. Yes
2. No
3. Not sure/does not know

Q.209. Is your husband currently working?

☐

1. Yes Skit to Q.211
2. No

Q.210. If no, is your husband looking for work

☐

1. Yes
2. No

Q.211. What is your husband's usual occupation

☐

01. Professional, Technical and related worker
(Engineer, Doctor, Scientist, Teacher, Journalist)
02. Administrative and managerial worker
(Senior Govt., Officials and Business Executive)
03. Clerical and Related Worker
(Clerks, Steno, Cashier,)
04. Sales Worker
(Whole Sale/Retail Business)
05. Service Worker
(Cooks, Barbers, Washermen)
06. Agricultural, Animal Husbandry and Forestry Workers,
Fishermen (Farmers, Poultry Farming etc.)
07. Production and related Worker
(Tailor, Shoemakers, Carpenter, Plumber, Blacksmith,
Weaver, Electrical Fitter)
08. Transport Equipment Operator (Driver)
09. Laborer
10. Worker not Classified by Occupation
11. Unpaid Family Worker
12. Not in the Labour Force

Q.212. How many live births were born to you since your first marriage?
(Include those who lived only for a short while)

Boys

Girls

Total

☐☐☐

Q.213. How many children do you have? (Include those living
away from home)

Boys

Girls

Total

☐☐☐

Q.214. When did you have last live birth?

Month

Year

☐☐

Q.215. How long ago was your last live birth?

Month

--	--

Year

--	--

Q.216. Is the last live birth alive?

--

1. Yes (Skip to Q.218)
2. No

Q.217. State the date of death of last child?

Month

--	--

Year

--	--

Month _____ Year _____

Q.218. Are you pregnant now?

--

1. Yes
2. No (Skip to Q.220)

Q.219. If yes, did you want this pregnancy?

--

1. Yes
2. No

Q.220. Do you want have more children in future?
(In addition to one you are expecting)

--

1. Yes
2. No (Skip to Q.223)
3. Not sure/does not know (Skip to Q.223)

Q.221. How many more children do you want to have in the future?

Boys

--	--

Girls

--	--

Total

--	--

Q.222. When will you prefer to have your next child?

--

1. Within one year
2. After 1 but before 2 years
3. After 2 but before 3 years
4. After 3 years
5. Whenever it happens
6. Not sure/does not know

Q.223.

If you could determine the total number of children you want in your life time? (How many would that be?)

Boys	Girls	Total
<input type="text"/>	<input type="text"/>	<input type="text"/>

Q.224.

Have you ever discussed with your husband about the number of children you would like to have in your life time?

1. Never
2. Sometimes
3. Often

Q.225.

Who is responsible for making decisions in your family?

1. My husband only
2. My husband and my self together
3. Family elders
4. Myself alone
5. My husband on some matters and myself on others

SECTION III

KNOWLEDGE, ACCESS, ATTITUDE, AND EXPOSURE TO MASS MEDIA ON FAMILY PLANNING

Q.301. Do you have any of the followings in your household?

- | | | | |
|----|-----------------------|------------|--------------------------|
| 1. | Electricity | 1=Yes 2=No | <input type="checkbox"/> |
| 2. | Radio/Transistor only | 1=Yes 2=No | <input type="checkbox"/> |
| 3. | Television only | 1=Yes 2=No | <input type="checkbox"/> |
| 4. | Both radio and TV | 1=Yes 2=No | <input type="checkbox"/> |
| 5. | Refrigerator | 1=Yes 2=No | <input type="checkbox"/> |

Q.302. How often do you listen to radio/transistor?

- | | | |
|----|-----------------|--------------------------|
| 1. | Daily | <input type="checkbox"/> |
| 2. | 4-6 days a week | |
| 3. | 2-3 days a week | |
| 4. | Once a week | |
| 5. | Not fixed | |
| 6. | Never | |

Q.303. How often do you watch television?

- | | | |
|----|-----------------|--------------------------|
| 1. | Daily | <input type="checkbox"/> |
| 2. | 4-6 days a week | |
| 3. | 2-3 days a week | |
| 4. | Once a week | |
| 5. | Not fixed | |
| 6. | Never | |

Q.304. Do you read newspapers/magazines (if literate)?
(Check if yes to Q.204)

- | | | |
|----|-----|--------------------------|
| 1. | Yes | <input type="checkbox"/> |
| 2. | No | |

Q.305. Have you ever heard/watched/read any thing about family planning programme
(Circle)?

- | | | | | | | | | | |
|-----|---|----------------|---|--|--|--|--|--|--|
| 1. | On Radio | 1=Yes 2=No | <table border="1"> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> <tr><td></td><td></td></tr> </table> | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| | | | | | | | | | |
| 2. | On Television | 1=Yes 2=No | | | | | | | |
| 3. | Through newspaper/magazine/
poster/pamphlet/bill board/
Neonsign/cinema/film/seminar/
meeting/lok virsa/etc. | 1=Yes 2=No | | | | | | | |
| 48. | Never | (skip to Q401) | | | | | | | |

Q.306.

In your opinion what is the message of family planning programme?
(Three responses in order of preference)

--	--	--

1. Limiting the number of children
2. Spacing of children
3. Use of contraceptives
4. Welfare of family
5. Maternal and child health
6. Immunization
7. General medical advice
8. Other (specify) _____
9. Don't know/No idea

Q.307.

Do you agree that the message of family planning programme is effective in conveying the real objective of the family planning programme messages?

--

1. Yes
2. No (skip to Q.309)

Q.308.

Keeping in view the effectiveness of family planning message would you like to practically act on achieving the objective of family planning messages (Circle)?

--

1. Yes
2. No

Q.309.

Have you listened to any of the following family planning programmes/messages on radio? (Ask if yes to radio in Q.305. if no to radio in Q305 skip to 310). Do you agree with the contents of the messages. Also would you like some improvement in the contents of these messages?

S. No	Advertisements	Heard	Agree	Improvement.	Code			
1	کم عمری کی شادی خوشیوں کی بربادی	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<table><tr><td></td><td></td><td></td></tr></table>			
2	زیادہ بچے بھوک اور غربت	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<table><tr><td></td><td></td><td></td></tr></table>			
3	بچے بہترین خوراک، تعلیم، لباس اور علاج کے حقدار ہیں۔	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<table><tr><td></td><td></td><td></td></tr></table>			
4	بچوں کی اوپر تلے پیدائش عورت کی جان بھی لے سکتی ہے۔ (سوننا چاندی)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<table><tr><td></td><td></td><td></td></tr></table>			
5	اپنے کندہ کو بہتر خوراک اور رہائش دینے کے لیے (سوننا چاندی) ہوشمندی سے کام لیں۔	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<table><tr><td></td><td></td><td></td></tr></table>			

6	پہچانی ہوئی یا نہیں ہو سکتی ہے یا نہیں ہو سکتی ہے (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7	بہتر ہے یا نہیں ہو سکتی ہے (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8	اجناس کی تعداد میں کمی یا زیادتی (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9	تین سے زیادہ چیزیں یا چیزیں کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10	ان کے والدین یا والدین کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
11	کچھ چیزیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
12	کچھ چیزیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13	کچھ چیزیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
14	اب کی تعداد	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
15	خام کھانا	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
16	کچھ چیزیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
17	اب کی تعداد	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
18	کچھ چیزیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
19	ان کے والدین یا والدین کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
20	دو چیزیں یا چیزیں کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
21	کچھ چیزیں یا چیزیں کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
22	کچھ چیزیں یا چیزیں کی تعداد (سوال غلطی)	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

23

بھوں کی پیدائش میں مناسب وقفہ ہوتا ہے (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

24

خوشحال آباد (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

25

شاہین وادی (بھٹی)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

26

لم بچہ زبیر (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

27

اساتی (بھٹی)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

28

کونجھ رگھو (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

29

چھوٹا ناگراج (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

30

لم بچہ خوشحال گھرانہ (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

31

بچہ لم بھٹی (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

32

لم بچہ دودھ بچہ کے لئے (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

33

بھوں کی پیدائش میں مناسب وقفہ ہوتا ہے (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

34

بھوں کی پیدائش میں مناسب وقفہ ہوتا ہے (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

35

بھوں کی پیدائش میں مناسب وقفہ ہوتا ہے (بھٹی، سرائی، ہندکو)

1. Yes

2. No

1. Yes

2. No

1. Yes

2. No

Q.310.

Which of the following family planning programmes/ messages (Q.311-Q.317) have you seen on TV (if yes in Q.305 ask Q.311. If no in Q.305 then go to Q.318).

Q.311.

Have you watched the drama "Sadraan (Punjab)" on television?

1. Yes
2. No

(skip to Q.313)

Q.312. What message did it convey to you?

1. Limit the family
2. Higher age at marriage
3. Spacing
4. Health of mother and child
5. Women need education
6. Do you remember
7. Other (specify) _____

☐

Q.313. Have you watched the drama "Bbithak (Punjabi)" on television?

1. Yes
2. No (skip to Q.315)

☐

Q.314. What message did it convey to you?

1. Limit the family
2. Higher age at marriage
3. Spacing
4. Health of mother and child
5. Women need education
6. Do you remember
7. Other (specify) _____

☐

Q.315. Have you watched the drama "Ghar Bhati (Sindhi)" on television?

1. Yes
2. No (skip to Q.317)

☐

Q.316. What message did it convey to you?

1. Limit the family
2. Higher age at marriage
3. Spacing
4. Health of mother and child
5. Women need education
6. Do you remember
7. Other (specify) _____

☐

Q.317.

Have you watched any of the following family planning messages on television? (If no skip to Q.318). If yes do you agree with the contents of the messages. Also would you like some improvement in the contents of these messages?

S.No	Advertisements	Watched	Agree	Improvement	Code
1	انگل سہ گم	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
2	بڑے پیار سے بنایا ہے یہ آسٹین	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
3	یہ گھرانہ ماں زندگی کی بنیادی سہولتیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
4	رمضان تم ٹھیک کیوں نہیں لے لیتے	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
5	بچے پل جاتے تھے بیت گیا وہ زمانہ	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
6	بچے کو محدودیوں کا شکار نہ ہونے دیں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
7	بیٹے کی خواہش میں	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
8	کم عمری کی شادی	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
9	(پاپولیشن کلاک) انجام کیا ہوگا	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10	عارف دوبار کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
11	پردین شاہ کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
12	بشری انصاری کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
13	ریسا کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
14	غلام محی الدین کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
15	شفیع محمد کا پیغام	1. Yes 2. No	1. Yes 2. No	1. Yes 2. No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

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میں نے اپنے لیے کچھ بھی نہیں کیا (میں نے)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)
 (میں نے اپنے لیے کچھ بھی نہیں کیا)

1.Yes
1.Yes
1.Yes
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1.Yes
1.Yes
1.Yes
1.Yes
1.Yes
1.Yes
1.Yes
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1.Yes

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33	کم پچھ خوشحال گھرانہ (محکمہ بہبود آبادی سندھ)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
34	خاندانی منصوبہ بندی بچوں اور ماں کی صحت کی ضمانت ہے (پشتو، سرائیکی، ہندکو)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
35	کم پچھ خوشحال گھرانہ (سندھی، پشتو، ہندکو)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
36	ماں کا دودھ بچے کی بہترین غذا ہے (پشتو، سرائیکی، ہندکو)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
37	بچے کم تھوڑے غم (پشتو، سرائیکی، ہندکو)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
38	بچوں کی تربیت اسی صورت میں ممکن ہو کہ ان کی پیدائش میں مناسب وقفہ ہو	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
39	بچوں کی پیدائش میں مناسب وقفہ کے لیے قریبی فلاحی مرکز سے رجوع کیجئے	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
40	ایک کھانے والا سر ہو کر دو ٹی کھاتا ہے جب زیادہ کھانے والے ہوں تو کسی کے بھی حصہ میں	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
41	کچھ نہیں آتا (محکمہ بہبود آبادی پنجاب) پر کہ (سندھی کو تیز)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Q.318. How do you rate the following media/source in conveying overall family planning message (circle)?

(Please ask the respondent to rate effective, somewhat effective and not effective)

Media	Effective	Somewhat Effective	Not Effective	Not Applicable	Codes
1. Friends	1	2	3	4	
2. Relatives	1	2	3	4	
3. Neighbour	1	2	3	4	
4. Husband	1	2	3	4	
5. Mother	1	2	3	4	
6. Mother-in-law	1	2	3	4	
7. F.W.Worker	1	2	3	4	
8. Radio	1	2	3	4	
9. Television	1	2	3	4	
10. Cinema Slides	1	2	3	4	
11. Documentary Film	1	2	3	4	
12. Public meeting/ Seminar	1	2	3	4	
13. Traditional (Dai, Hakeem, LHV)	1	2	3	4	
14. Doctor	1	2	3	4	
CANNOT READ AND WRITE (IF 'NO' TO Q.204, SKIP TO Q.401)					
1. Newspaper	1	2	3	4	
2. Posters	1	2	3	4	
3. Pamphlet	1	2	3	4	
4. Fixed Publicity	1	2	3	4	

SECTION IV

KNOWLEDGE, ATTITUDE AND PRACTICE OF FAMILY PLANNING

Q.401. Do you know or have heard any of the family planning methods?

1. Yes

2. No

(Skip to Q.422)

☐

Q.402. Table:

Method	Knowledge		Ever use Q.403	Current Use Q.404	Codes
	Q.402A Unprompted	Q.402B Prompted			
01. Pill	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
02. Condom	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
03. Vaginal Method	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
04. Injection	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
05. IUD	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
06. Female Sterilization	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
07. Male Sterilization	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
08. Rhythm	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
09. Withdrawl	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>
10. Others----- (Specify)	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	1.Yes 2.No	<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>

Q.403. Have you/your spouse ever used a family planning method to avoid or to postpone pregnancy (Circle)?

1. Yes

2. No

(Circle appropriate codes in column Q.403 of the table)

(Skip to Q.408)

☐

Q.404. Are you / your spouse currently using any family planning method (Circle)?

☐

1. Yes (Circle appropriate contraceptive method code in Q.404 of the table)
2. No (Skip to Q.407)

Q.405. From where did you obtain your present method (circle and Code)?

(For rhythm and withdrawal do not ask. Give each code 99 in the box).

--	--

01. FWC 02. RHC 03. BHC 04. FWW 05. Hospital 06. Drug Store/Shop
07. MCH Centre 08. NGO Centre 09. Hakim/Dai/LHV 10. Doctor
11. Other _____ (Specify) 88. Not sure/does not know/does not remember.

Q.406. Are you satisfied with your current method?

☐

1. Yes
2. No (Reason for dissatisfaction _____
(Skip to Q.408)

Q.407. What are the main reasons that you/your spouse are not currently using any family planning method (Circle and code)? Three responses allowed in order of preference.

01. Want more children
02. Lack of knowledge
03. Husband opposed
04. Cost too much
05. Fear of side effects
06. Health concerns
07. Hard to get methods
08. Pregnant
09. Religion
10. Opposed of family planning
11. Fatalistic attitude
12. Other people opposed
13. Infrequent sex
14. Difficult to get pregnant (Skip to Q.422)
15. Menopausal/had Hysterectomy (Skip to Q.422)
(Removal of reproductive system)
16. Inconvenient
17. Husband absent
18. Breastfeeding
19. Others _____ (Specify)

1st

--	--

2nd

--	--

3rd

--	--

Q.408. Do you approve that couples should adopt family planning methods (Circle)?

1. Yes
2. No

☐

Q.409. Did you ever suggest to your husband for adopting family planning (Circle)?

1. Yes
2. No (Skip to Q.411)

☐

Q.410. What was your husband's reaction to your suggestion (Circle)?

1. Agreed
2. Not Agreed

--

Q.411. Did your husband ever suggest you to adopting family planning (Circle)?

1. Yes
2. No (Skip to Q.413)

--

Q.412. What was your reaction to your husband's suggestion (Circle)?

1. Agreed
2. Not Agreed

--

Q.413. Through which of the following media you become aware of the family planning methods recorded in columns Q.402A and A.402B of the table (circle and code). Only three responses allowed in order of preference.

01. Television (FP Messages)
 02. Radio (FP Messages)
 03. Printed Material (FP Messages)
 04. Family Planning Worker
 05. LHV, Dai, Hakeem
 06. Doctor
 07. Spouse
 08. Friends
 09. Relatives
 10. Neighbour
 11. Mother
 12. Mother-in-law
 13. Married Sister
- (For non-users skip to Q.418)

1st	
2nd	
3rd	

Q.414. Which source do you think motivated you / your spouse to use Family Planning methods? (Only three responses allowed in order of preference)

01. Television (FP Messages)
01. Radio (FP Messages)
02. Newspapers
03. Posters/Chart/Calendar
04. Pamphlet/Leaflet
05. Magazine/Periodical
06. Book/Booklet/Novel/Short Stories
07. Other Printed Material (FP Messages)
08. Family Planning Worker
09. Spouse
10. Friends
11. Relatives

1st	
2nd	
3rd	

12. Neighbour
13. Mother
14. Mother-in-law
15. Married Sister
16. Stage Drama
17. Cinema Slides
18. Film
19. Fixed publicity
20. Public Meeting/Gathering
21. Seminar
22. Traditional Media
23. Other (Specify) _____

Q.415. Please name the methods (recorded in column 403 of the Table) ever used by you
in order of use?

--	--	--	--

1st _____

2nd _____

3rd _____

4th _____

--	--	--	--

5th _____

--	--

Q.416. What was your age at the time of first use and how many children you had at that time?

Age _____ No. of Children _____

--	--	--	--

Q.417. Were you satisfied with your first method?

1 Yes

2 No (Reason for dissatisfaction) _____

--	--

Codes: 1 Want another child

2 Side effect

3 Health

4 Method not available

5 Method not effective

6 Method inconvenient

7 Method is costly

8 Other (specify) _____

(Skip to Q.423)

CHECK: ASK NONUSERS IF NO TO Q.403

Q.418. Do you intend to use any family planning method in future (Circle)?

1 Yes

2 No (Skip to Q. 421)

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Q.419. Which method you or your husband will prefer to use (Circle only one).

01. Pill
02. Condom
03. Vaginal Method
04. Injection
05. IUD
06. Norplant
07. Female Sterilization
08. Male Sterilization
09. Rhythm
10. Withdrawl
11. Others (Specify) _____
12. Use No Method (Skip to Q.422)
13. Not sure/does not know (Skip to Q.422)

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Q.420. Which media has motivated you to adopt family planning in the future?

Three responses allowed in order of preference.

- 1 Television (FP Messages)
- 2 Radio (FP Messages)
- 3 Printed Material (FP Messages)
- 4 Family Planning Worker
- 5 LHV, Dai, Hakeem
- 6 Doctor
- 7 Spouse
- 8 Friends
- 9 Relatives
- 10 Neighbour
- 11 Mother
- 12 Mother-in-law
- 13 Married Sister
(Skip to Q. 423)

1st

--	--

2nd

--	--

3rd

--	--

Q.421. What is the main reason that you do not intend to use contraceptive method?

- 1 Want Children
- 2 Lack of Knowledge
- 3 Husband opposed
- 4 Cost too much
- 5 Worry about side effects
- 6 Health concerns
- 7 Hard to get methods

--	--

- 8 Religion
- 9 Opposed to family planning
- 10 Fatalistic attitude
- 11 Other people opposed
- 12 Infrequent sex
- 13 Difficult to get pregnant
- 14 Menopausal/had hysterectomy
- 15 Inconvenient
- 16 Other _____ (Specify)
- 17 Do not know (DK)

Q.422. Do you think family planning messages through electronic/print media (check Q.305, if yes to radio or TV or other media) ever prompted you to learn about family planning?

- 1 Yes
- 2 No
- 3 Not seen/heard family planning messages

☐

Q.423. Please give your general comments about the interview and mention about others present at the time of interview.

Interview Ended at _____ Hours

Name of the Interviewer _____

Name of Supervisor _____

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