

92, 3, 10 30  
PPA2-167  
130-54260

THE TIPPS PROJECT  
LEVER BROTHERS OF NIGERIA, LTD  
MALE SURVEY FINDINGS



DPE - 3035 - C - 00 - 3077 - 10



LEVER BROTHERS NIGERIA

MALE SURVEY FINDINGS

THE TIPPS PROJECT

JOHN SHORT & ASSOCIATES, INC.  
COLUMBIA, MARYLAND  
USA

## TABLE OF CONTENTS

	Page
Introduction	1
Background Characteristics	2
Number of Living Children	3
Desire for Additional Children	3
Preferred Number of Children	4
Attitude Towards Birth Spacing Methods or Contraceptives	4
Need for Family Planning Services	5
Summary	6
Tables:	
Table 1: Distribution of men by age	7
Table 2: Distribution of men by age and education	8
Table 3: Distribution of men by age and job class	9
Table 4: Distribution of men by age and marital status	10
Table 5: Number of living children by age for currently married men	11
Table 6: Desire for additional children by number of living children for currently married men	12
Table 7: Average additional number of children desired by number of living children for currently married men	13

	Page
Table 8: Preferred number of children by age for currently married men	14
Table 9: Opinion on birth spacing methods or contraceptives by age for currently married men	15
Table 10: Perceived need for more information about the use of birth spacing methods by age for currently married men	16
Table 11: Perception of wife's need for more information about the use of birth spacing methods by age for currently married men	17
Table 12: Desired change in the interval between the last two live births by age for currently married men	18

# LEVER BROTHERS NIGERIA, LTD.

## MALE SURVEY FINDINGS

### INTRODUCTION

The primary goal of the TIPPS Project (Technical Information on Population for the Private Sector) in Nigeria is to convince the management of private companies to invest in birth spacing services for employees and their dependents. Once management is convinced to invest in a company-sponsored birth spacing program, TIPPS provides technical assistance in establishing an appropriate program. Toward this end, TIPPS conducts market surveys among employees and spouses to estimate the demand for birth spacing services. The purpose of conducting these market surveys is twofold: 1) To demonstrate the unmet need for birth spacing services and 2) To provide base-line data for designing an effective birth spacing program, which reflects the knowledge, attitudes, and practices of the population. TIPPS subcontracted the data collection component of the market research to UNILAG CONSULT, a consulting branch of the University of Lagos.

In Nigeria TIPPS and the Enterprise Program collaborated to provide assistance to Lever Brothers Nigeria, Ltd. (LBN), in designing and implementing a birth spacing program for employees and eligible dependents. LBN is not only a consumer products industry leader, but also an innovator in adopting birth spacing service delivery. With financial assistance from the Enterprise Program, LBN began service delivery in February, 1987. These services are currently offered to all employees and dependents of senior employees only.

The TIPPS Project is providing technical assistance to LBN and the Enterprise Program by conducting two market surveys to project the demand for birth spacing services. These surveys include a sample of male employees and male spouses of female employees and a sample of female employees and female spouses of male employees. LBN will use the results of these surveys to modify the existing program design and to develop an IEC program. This report contains findings exclusively from the male survey, which includes a sample of 534 male employees. TIPPS designed this report so as to provide LBN with a greater understanding of its employees' fertility and birth spacing behavior as well as their attitudes toward birth spacing and their needs for birth spacing services.

## BACKGROUND CHARACTERISTICS

### Age

The age distribution of the men interviewed is shown in Table 1. The youngest age reported is 18, while the oldest is 55. A little over two-thirds of the respondents are in the age range 25-39. The average age of the respondents is 33 years, while the median age is 32 years.

### Education

Over three-quarters (77 percent) of the respondents have more than primary school education -- technical, high school or university (Table 2). Nearly half (48 percent) of these men have had high school education, while over a quarter (26 percent) have had technical education and a small fraction (2 percent) have had university education; the education reported includes both some and completed levels. Younger men are generally better educated than older men.

### Job Class

Over three-quarters (about 79 percent) of the men are in the junior job class, while roughly a fifth (about 21 percent) are in the senior job class (Table 3). Less than one percent of these men are in the management job class. Younger men are generally more likely to be in the junior job class than the older men.

### Place of Birth

An overwhelming majority (86 percent) were born outside Lagos, while about 13 percent were born in Lagos. Roughly one percent of these men were born outside Nigeria.

### Religion

The respondents are predominantly Christians (87 percent). The next major religious group is Moslem (12 percent). The remaining (1 percent) subscribe to traditional or other religions. The predominant denomination among the Christians is Catholic, and it is followed by Anglican and Protestant, in that order.

### Marital Status

The different categories of marital status provided in the questionnaire are 1) Married - living with wife, 2) Married - not living with wife, 3) Single, 4) Cohabit (married by public proclamation) and 5) Other. Note that the categories Divorced and Widowed are not explicitly provided. None of the respondents have reported their status as "Other", and it is not clear from the data how divorced and widowed men, if any, have reported their marital status.

The distribution of men according to age and marital status is given in Table 4. As can be easily seen, nearly three-fourths of the men are currently married, either living with wife or not living with wife. A little less than a fourth (23 percent) are single, while roughly 2 percent are cohabiting. Based on these four categories of marital status -- and for lack of any additional information -- the men who reported themselves as married, whether or not they are living with their wives, are considered as currently married in this analysis. Subsequent analysis is confined to this group, as they constitute the major group of interest from the point of view of birth spacing.

#### NUMBER OF LIVING CHILDREN

The number of living children for the currently married men in the sample of respondents varies from 0 to 12, with about 7 percent having no children, 45 percent having 1-3 children, about 43 percent having 4-7 children, and the remaining 5 percent having 8 or more children (Table 5). The average number of children for this group of men is 3.5. This average increases steadily with age, except for the age group 55-59; the small number of men (2 cases) in this oldest age group may be responsible for this reversal of the trend. Despite this reversal, there is a significant positive correlation, as should be expected, between age and number of living children.

#### DESIRE FOR ADDITIONAL CHILDREN

The respondents in this survey were asked whether they liked to have (more) children in the future, and if so, how many more. Overall more than two-thirds (68 percent) of the currently married men in the sample desire to have additional children, while a fifth desire no additional children, and roughly 6 percent are undecided about the matter. As the desire for additional children is very likely to be influenced by the present number of living children, a cross tabulation of these two is given in Table 6. It is seen that among those who have 3 living children, three-fourths desire additional children, but the proportion desiring additional children generally declines at higher levels of living children. It is important to note, however, that even at the level of 7 living children, over a third (36 percent) desire additional children. Thus, the desire for additional children persists even at fairly high levels of living children. As for the number of additional children desired, this group of currently married men (excluding those who did not give a numerical response to the question on additional number of children) desire an average of just under 2 children (Table 7). At the level of 0 (or no) living children, the average additional number of children desired is 4.7. The average additional number of children desired generally declines with increase in number of living children.

## PREFERRED NUMBER OF CHILDREN

Another matter of interest in this study is to ascertain the preferred number of children for the men surveyed. Clearly, this preference will have a bearing on the fertility behavior and contraceptive use of couples. To obtain the preferred number of children each respondent was asked: "If you are able to choose the number of children to have during your entire life, how many children would you have, or how many would you have had?". Although the question is somewhat hypothetical in nature, 90 percent of the currently married men in the sample have given a numerical response to the question. Nearly 80 percent of these men prefer 3-6 children (they are about evenly divided between 3-4 and 5-6 children), while about 18 percent prefer 7 or more children, and about 2 percent prefer 2 or fewer children (Table 8).

The younger men generally prefer fewer children than do the older men. The average preferred number of children for these men is 5.4. This average increases consistently from a level of 4.1 to 9.2 as age increases from 20-24 to 50-54. The smaller average observed for age group 55-59 is probably due to sampling error (note the small number of cases --2 - in that group).

## ATTITUDE TOWARDS BIRTH SPACING METHODS OR CONTRACEPTIVES

A topic of major interest in this study is to ascertain men's attitude towards birth spacing methods or contraceptives. For this purpose the respondent was asked: "Do you agree or disagree with birth spacing methods or contraceptives?". The responses obtained show that well over half (54 percent) of the men agree with "all or almost all methods", while a little less than a fourth (24 percent) agree "only with natural birth spacing methods, and a little over a sixth (18 percent) "don't believe in any method" (Table 9). About 5 percent do not have an opinion on the matter. The proportion agreeing with all or almost all methods decreases with age, which suggests that younger men are more likely than older men to agree with all or almost all methods. It is also seen that agreeing only with natural methods is more common among the older men than among the younger men.

## NEED FOR FAMILY PLANNING SERVICES

Questions were included in the survey to determine the perceived need for birth spacing, or family planning services among the sample of men. These questions are not necessarily direct, but they touch upon some dimensions of the said need.

One of these questions concerns the respondent's perceived need for more information about the use of birth spacing methods: "Do you think you need more information about the use of birth spacing methods?". Overall, three-fourths of the currently married men have said that they have the need, while a little less than a fourth (23 percent) have said that they have no such need, and

the remaining have no opinion on the matter (Table 10). It is possible that some of those who have said that they have no need for more information may have said so because they feel that they know enough about the use of birth spacing methods. For this reason, the expression of no need should not be construed as necessarily negative to the concept of family planning. As for age differentials in the perceived need for more information, proportionately more of the younger men than the older men tend to express the need for more information, but the variation by age is not systematic.

Another question asked on the subject is the respondent's perception of his wife's need for more information on the use of birth spacing methods. An impressive majority of these men (70 percent) have stated that their wives need more information, while a little less than a quarter (24 percent) have stated that their wives do not need more information, and the remaining (6 percent) have no opinion on the matter (Table 11). Proportionately more of the younger men, again, have expressed the said need, but the variation by age is not systematic. Among the many sources mentioned from which this information may be received, the most widely preferred source is the physician.

Another question employed in the survey to measure the need for family planning is to ask the respondent whether he would have changed the interval between the last two births if he could have, and if he would have, whether he would have liked to make it longer or shorter. This question measures preference regarding the length of that interval, preference for a longer interval (as opposed to a shorter one) generally implying the need for family planning services. About 60 percent of the men who responded to this question would not have changed the interval, while about 35 percent have preferred it be longer. The remaining (5 percent) have preferred it to be shorter (Table 12). The expressed desire in this regard does not vary systematically by age.

## SUMMARY

The TIPPS Project is providing technical assistance to LBN and the Enterprise Program by conducting two market surveys to project the demand for birth spacing services. These surveys include a survey of male employees and male spouses of female employees and a survey of female employees and female spouses of male employees. LBN will use the results of these surveys to modify the existing program design and to develop an IEC program. This report contains findings exclusively from the male survey, which includes a sample of 534 LBN male employees.

The respondents' ages vary from 18 to 55 years, but a little over two-thirds of them are in the age range 25-39 years. The average age of those men is 33 years. Nearly half of them have had high school education while over a quarter have had technical education. Over three-quarters of these men are in the junior job class. They are predominantly Christians, Catholics being the major denomination among the Christians. About three-quarters of these men are currently married, while the others are either single or cohabiting.

About 7 percent of the currently married men have no living children, while about 45 percent have 1-3 children, and the rest have 4 or more children. The average number of children for this group of men is 3.5. Over two-thirds (68 percent) of these men desire additional children, while a quarter desire no more. The desire for additional children persists even at fairly high levels of living children; e.g., at the level of 5 living children 40 percent desire additional children. The average additional number of children desired by these men is 1.9.

The average preferred number of children for these men is 5.4. The younger men generally prefer fewer children than do the older men.

Over half (54 percent) of these men agree with all or almost all birth spacing methods, while a little less than a quarter (24 percent) agree only with natural methods. About 18 percent don't believe in any method at all. The proportion agreeing with all or almost all methods decreases as age increases.

Three-quarters of these men perceive the need for more information on birth spacing methods. The proportion perceiving this need is fairly high among the different (broad) age groups considered. An impressive majority (70 percent) have stated that their wives need more information on birth spacing methods. Among those who have had at least two live births, a majority (60 percent) have preferred the interval between the last two live births unchanged while over a third (35 percent) have preferred longer intervals.

TABLE 1

## Distribution of men by age - Lever Brothers employees

Age	Number	Percentage
15-19	7	1.3
20-24	69	12.0
25-29	123	23.1
30-34	123	23.1
35-39	114	21.4
40-44	62	11.7
45-49	20	3.8
50-54	12	2.3
55-59	2	0.4
All	532	100.0

- i) Age is not available for two respondents.
- ii) The youngest age reported is 18, while the oldest is 55.
- iii) Mean age = 33.
- iv) Median age: 32.

TABLE 2

Distribution of men by age and education - Lever Brothers employees

Age	Education				All (N)
	Primary school or less*	Technical*	High school*	University*	
15-19	0.0	0.0	100.0	0.0	100.0 (7)
20-24	2.9	15.9	79.8	1.4	100.0 (69)
25-29	16.3	36.6	44.7	2.4	100.0 (123)
30-34	25.2	25.2	46.3	3.3	100.0 (123)
35-39	22.8	29.8	45.6	1.8	100.0 (114)
40-44	40.3	19.4	37.1	3.2	100.0 (62)
45-49	55.0	25.0	20.0	0.0	100.0 (20)
50-54	66.7	16.7	16.7	0.0	100.0 (12)
55-59	50.0	50.0	0.0	0.0	100.0 (2)
ALL	23.3	26.5	47.9	2.3	100.0 (532)

\* - Includes those who have not completed the level.

TABLE 3

Distribution of men by age and job class - Lever Brothers employees

Age	Job Class			All (N)
	Junior	Senior	Management	
15-19	100.0	0.0	0.0	100.0 (7)
20-24	95.7	4.3	0.0	100.0 (69)
25-29	83.7	16.3	0.0	100.0 (123)
30-34	77.2	22.8	0.0	100.0 (123)
35-39	67.5	31.6	0.9	100.0 (114)
40-44	75.8	21.0	3.2	100.0 (62)
45-49	75.0	25.0	0.0	100.0 (20)
50-54	66.7	33.3	0.0	100.0 (12)
55-59	50.0	50.0	0.0	100.0 (2)
ALL	78.8	20.7	0.5	100.0 (532)

TABLE 4

Distribution of men by age and marital status - Lever Brother employees

Age	Marital Status				All (N)
	Married living with wife	Married not living with wife	Single	Cohabit	
15-19	0.0	0.0	100.0	0.0	100.0 (7)
20-24	13.0	10.0	69.7	7.2	100.0 (69)
25-29	42.3	12.2	42.3	3.2	100.0 (123)
30-34	77.2	10.6	9.8	2.4	100.0 (123)
35-39	90.4	6.1	3.5	0.0	100.0 (114)
40-44	95.2	4.8	0.0	0.0	100.0 (62)
45-49	100.0	0.0	0.0	0.0	100.0 (20)
50-54	100.0	0.0	0.0	0.0	100.0 (12)
55-59	100.0	0.0	0.0	0.0	100.0 (2)
All	66.2	8.5	23.1	2.2	100.0 (532)

TABLE 5

Number of living children by age for currently married men - Lever Brothers employees

Number of living children	Age								
	20-24	25-29	30-34	35-39	40-44	45-49	50-54	55-59	All (%)
0	25.0	16.4	9.3	2.7	0.0	0.0	0.0	0.0	7.1 (28)
1	50.0	23.9	15.7	5.5	3.3	0.0	0.0	0.0	12.4 (49)
2	18.8	29.9	22.2	10.0	1.6	0.0	0.0	0.0	14.9 (59)
3	0.0	19.4	25.0	22.7	8.2	5.0	0.0	0.0	17.9 (71)
4	6.2	9.0	21.3	32.8	29.6	10.0	8.3	50.0	22.2 (88)
5	0.0	0.0	1.9	11.8	16.4	15.0	8.3	50.0	7.6 (30)
6	0.0	1.4	3.7	11.8	18.0	25.0	25.1	0.0	9.3 (37)
7	0.0	0.0	0.0	2.7	9.8	20.0	8.3	0.0	3.5 (14)
8	0.0	0.0	0.9	0.0	8.2	15.0	16.7	0.0	2.7 (11)
9	0.0	0.0	0.0	0.0	1.6	0.0	0.0	0.0	0.3 (1)
10	0.0	0.0	0.0	0.0	3.3	5.0	8.3	0.0	1.0 (4)
11	0.0	0.0	0.0	0.0	0.0	5.0	16.7	0.0	0.8 (3)
12	0.0	0.0	0.0	0.0	0.0	0.0	8.3	0.0	0.3 (1)
All	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
N	16	67	108	110	61	20	12	2	396
Average number of children	1.1	2.1	2.6	3.7	5.2	6.4	7.8	4.5	3.5

TABLE 6

Desire for additional children by number of living children for currently married men -  
Lever Brothers employees

Number of living children	Desire more children			All (N)
	Yes	No	Don't know	
0	85.7	0.0	14.3	100.0 (28)
1	98.0	2.0	0.0	100.0 (50)
2	88.1	6.8	5.1	100.0 (59)
3	75.0	13.9	11.1	100.0 (72)
4	63.7	31.8	4.5	100.0 (88)
5	40.0	50.0	10.0	100.0 (30)
6	40.5	51.4	8.1	100.0 (37)
7	35.7	64.3	0.0	100.0 (14)
8	36.4	54.5	9.1	100.0 (11)
9	0.0	100.0	0.0	100.0 (1)
10	25.0	75.0	0.0	100.0 (4)
11	0.0	100.0	0.0	100.0 (3)
12	0.0	100.0	0.0	100.0 (1)
ALL	68.4	25.1	6.5	100.0 (398)

TABLE 7

Average additional number of children desired by number of living children for currently married men - Lever Brothers employees

Number of living children	Average additional number of children desired	Number of cases
0	4.7	21
1	3.4	46
2	2.4	54
3	1.7	60
4	1.4	72
5	0.8	24
6	0.9	32
7 or more	0.7	33
All	1.9	342

Note: Men who did not know whether they desired additional children and men who did not specify the number of additional children desired are not included in this table.

TABLE 8

Preferred number of children by age for currently married men -  
Lever Brothers employees

Age	Preferred number of children				All (N)	Average Preferred
	0-2	3-4	5-6	7 or more		
20-24	12.5	62.5	25.0	0.0	100.0 (16)	4.1
25-29	4.9	55.7	36.1	3.3	100.0 (61)	4.5
30-34	2.0	43.5	42.4	12.1	100.0 (99)	5.0
35-39	1.0	37.1	41.9	20.0	100.0 (105)	5.6
40-44	0.0	23.5	49.0	27.5	100.0 (51)	6.1
45-49	0.0	17.6	29.4	52.9	100.0 (17)	7.9
50-54	0.0	0.0	30.0	70.0	100.0 (10)	9.2
55-59	0.0	0.0	50.0	50.0	100.0 (2)	6.5
All	2.2	39.1	40.4	18.3	100.0 (361)	5.4

Note: Those who did not give a numerical response to the question on preferred number of children are not included in this table.

TABLE 9

Opinion on birth spacing methods or contraceptives by age for currently married men -  
Lever Brothers employees

Age	Opinion				All (N)
	Agree with all/almost all methods	Agree only with natural methods	Don't believe in any method	No opinion	
20-29	57.9	21.7	12.0	8.4	100.0 (83)
30-39	55.5	22.5	17.4	4.6	100.0 (218)
40-49	47.6	26.8	23.2	2.4	100.0 (82)
50-59	42.9	35.7	21.4	0.0	100.0 (14)
All	53.9	23.7	17.6	4.8	100.0 (397)

TABLE 10

Perceived need for more information about the use of birth spacing methods by age for  
currently married men - Lever Brothers employees

Age	Perceived need			All (N)
	Yes	No	No Opinion	
20-29	79.5	19.3	1.2	100.0 (83)
30-39	76.6	22.5	0.9	100.0 (218)
40-49	68.3	29.3	2.4	100.0 (82)
50-59	71.4	28.6	0.0	100.0 (14)
All	75.3	23.4	1.3	100.0 (397)

TABLE 11

Perceived need of wife for more information about the use of birth spacing methods by age  
for currently married men - Lever Brothers employees

Age	Perceived need			All (N)
	Yes	No	Don't know	
20-29	76.5	18.5	4.9	100.0 (81)
30-39	71.1	23.9	5.0	100.0 (218)
40-49	61.8	29.6	8.6	100.0 (81)
50-59	64.3	35.7	0.0	100.0 (14)
All	70.1	24.4	5.6	100.0 (394)

TABLE 12

Desired change in the interval between the last two live births by age for currently married men - Lever Brothers employees:

Age	DESIRED CHANGE			All (N)
	Shorter	No Change	Longer	
20 - 29	6.3	58.3	35.4	100.0 (48)
30 - 39	6.3	61.1	32.6	100.0 (175)
40 - 49	1.3	56.0	42.7	100.0 (75)
50 - 59	14.3	64.3	21.4	100.0 (14)
ALL	5.4	59.6	34.9	100.0 (312)