

PN-ACXA-959

## **SOMARC LIBRARY**

**The Futures Group, Inc.**  
**CONTRACEPTIVE PREVALENCE**  
**SURVEY**

**JAMAICA, 1997**

**PILL MARKET:  
PROFILE OF PERSONAL CHOICE  
BRAND USERS,  
OTHER PILL BRAND USERS,  
AND POTENTIAL PILL USERS**

**PRELIMINARY FINDINGS (tables)**

**SOCIAL MARKETING FOR CHANGE (SOMARC) PROJECT**  
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**June 18, 1998**

## Jamaica 1997 CPS Data Analysis

### 1. Comparisons of pill prevalence and method mix in 1993 vs. 1997 (total female population and for high versus low socio-economic status respondents).

Table 1. Percentage distribution of all women by contraceptive method currently used in 1993 and 1997 (ages 15-44\*), according to SES.\*\*

	1993				1997			
	Low	Medium	High	Total	Low	Medium	High	Total
<b>Any Method</b>	<b>48.2</b>	<b>47.2</b>	<b>50.1</b>	<b>48.3</b>	<b>52.2</b>	<b>50.92</b>	<b>48.9</b>	<b>50.5</b>
<b>Any Modern Method</b>	<b>45.0</b>	<b>44.8</b>	<b>48.0</b>	<b>45.5</b>	<b>49.7</b>	<b>48.7</b>	<b>47.3</b>	<b>48.4</b>
Pill	15.1	17.6	17.1	16.4	16.0	15.4	16.8	16.1
Condom	16.4	11.4	11.7	13.7	10.7	14.9	15.9	14.1
Female Sterilization	8.2	10.1	12.8	9.9	10.3	7.9	7.3	8.4
Injection	4.3	4.9	5.4	4.7	12.3	9.6	5.0	8.6
IUD	0.7	0.8	0.6	0.7	0.3	0.5	1.4	0.8
Vaginal Methods	0.0	0.0	0.2	.04	0.0	0.0	0.03	0.01
Implant	0.1	0.0	0.0	0.1	0.0	0.13	0.2	0.2
Vasectomy	-	-	-	-	0.0	0.1	0.1	0.1
Spermicide	-	-	-	-	0.0	0.1	0.1	0.1
<b>Any Traditional Method</b>	<b>3.1</b>	<b>2.4</b>	<b>2.1</b>	<b>2.7</b>	<b>2.5</b>	<b>2.2</b>	<b>1.6</b>	<b>2.1</b>
Natural Methods	0.6	0.6	0.1	0.5	-	-	-	-
Withdrawal	2.5	1.8	2.0	2.2	2.5	2.2	1.6	2.0
Other	0.1	0.0	0.0	0.1	0.0	0.04	0.0	.01
<b>Not Currently Using</b>	<b>51.8</b>	<b>52.8</b>	<b>49.9</b>	<b>51.72</b>	<b>47.8</b>	<b>49.08</b>	<b>51.15</b>	<b>49.50</b>
Total Percent	100	100	100	100	100	100	100	100
Total Number	1255	1011	840	3106	2115	1957	1891	5963

\*1993 data collected: 15-44; 1997 data collected : 15-49.

\*\*Caution: SES for 1993 was not constructed identical to 1997. In 1993 question on household items was limited (information on TV, VCR).

Table 2. Percentage distribution of all women by contraceptive method currently used in 1993 and 1997 (ages 15-44\*), according to SES.\*\*

	IN UNION***							
	1993				1997			
	Low	Medium	High	Total	Low	Medium	High	Total
<b>Any Method</b>	<b>66.02</b>	<b>58.9</b>	<b>58.8</b>	<b>61.9</b>	<b>63.4</b>	<b>67.4</b>	<b>68.6</b>	<b>66.6</b>
<b>Any Modern Method</b>	<b>61.52</b>	<b>55.6</b>	<b>56.0</b>	<b>58.2</b>	<b>60.1</b>	<b>64.5</b>	<b>66.2</b>	<b>63.7</b>
Pill	21.5	22.4	20.4	21.5	20.7	21.0	25.3	22.34
Condom	20.9	13.9	13.9	16.9	12.7	19.2	20.1	17.6
Female Sterilization	12.1	11.9	14.1	12.5	12.1	9.9	9.8	10.5
Injection	5.7	6.3	6.9	6.2	14.4	13.3	7.3	11.5
IUD	1.1	1.1	0.5	0.9	0.3	0.6	2.2	1.1
Vaginal Methods	0.0	0.0	0.2	0.1	0.0	0.0	0.1	0.02
Implant	0.2	0.0	0.0	0.1	0.0	0.2	0.1	0.1
Vasectomy	-	-	-	-	0.0	0.2	0.1	0.1
Spermicide	-	-	-	-	0.0	0.1	0.2	0.1
<b>Any Traditional Method</b>	<b>4.3</b>	<b>3.3</b>	<b>2.8</b>	<b>3.6</b>	<b>3.3</b>	<b>2.9</b>	<b>2.4</b>	<b>2.9</b>
Natural Methods	0.9	0.8	0.2	0.7	-	-	-	-
Withdrawal	3.4	2.5	2.6	2.9	3.3	2.9	2.4	2.9
Other	0.2	0.0	0.0	0.1	0.0	0.1	0.0	0.02
<b>Not Currently Using</b>	<b>33.98</b>	<b>41.09</b>	<b>41.2</b>	<b>38.1</b>	<b>36.6</b>	<b>32.4</b>	<b>31.4</b>	<b>33.4</b>
Total Percent	100	100	100	100	100	100	100	100
Total Number	859	774	650	2283	1653	1422	1276	4351

\*1993 data collected: 15-44; 1997 data collected: 15-49.

\*\*Caution: SES for 1993 was not constructed identical to 1997. In 1993 question on household items was limited (information on TV, VCR).

\*\*\* In union includes legally married, common law union, visiting partner.

**2. Is there a market among D class women for a new low price, low-dose pill brand?**

Table 3. Percent Distribution of the Market Segments.

<b>Market Segments</b>	<b>Percent Distribution</b>	<b>Number of Cases</b>
Potential market for a new low-priced low dose pill		
Any woman who obtains oral contraceptives from the public sector and pays for them	5.1%	406
Any contraceptive user who would prefer to use the pill but doesn't because of price	.01%	2
Any non-user who says that "money reasons" are the reason that they do not use a method	0.1%	7
Any sexually active woman aged 15-24 who states that the pill is the most appropriate method but she cannot afford it	0.2%	11
Any pill user who is at the very lowest-end of the current private sector pill market	1.9%	150
Out of the market	92.7%	5808
<b>Total: 1997 Woman (15-49 years old)</b>	<b>100.0%</b>	<b>6384</b>

\*Lowest end of the current private sector -

1. SES was already created by CDC; therefore used their definition to capture the low end of the market.
2. Definition SES. Respondent received a point for the following items
  - 7 years or more of schooling
  - 3 or more rooms
  - water source: public piped into dwelling OR Private piped into dwelling
  - Toilet facilities: WC linked to sewer OR WC not linked into sewer
  - Has telephone, radio, TV, VCR, refrigerator, computer, working car
3. SES categorized into low, medium, and high

**3. Estimate the size of this potential market using census data**

- Need to get census information.

**4. Compare the socio-demographic, economic, and attitudinal characteristics of the potential market with the characteristics of the current pill users as a whole and current Microgynon and Perle users.**

Table 4. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to age.

Age Group	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
15-19 years	10.08	9.37	5.51	11.69
20-24 years	23.92	23.33	26.59	25.62
25-29 years	27.23	30.17	36.00	24.70
30-34 years	21.24	20.44	20.03	19.55
35-39 years	12.76	11.41	8.10	11.18
40-44 years	3.52	4.27	3.19	5.61
45-49 years	1.25	1.01	.59	1.65
Total Percent	100.0	100.0	100.0	100.0

Table 5. Median and mean age of potential pill market, overall current pill users, Minigynon users, and Perle users.

Age Group	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
Median				
Mean	28.35		27.25	27.8
Standard Deviation	6.44		6.72	8.57
Total Percent	100.0	100.0	100.0	100.0

Table 6. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to employment status.

Employment	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>Employed</b>	43.05	53.64	61.12	46.98
• Full time at home	5.41	7.49	7.18	6.43
• Full time away from home	28.61	39.48	49.64	33.13
• Part time at home	1.50	.98	1.18	.60
• Part time away from home	7.53	5.68	3.13	6.82
<b>Unemployed</b>	15.73	14.04	12.09	15.68
<b>Homemaker</b>	36.06	26.74	19.85	29.74
<b>Student</b>	5.16	5.55	6.71	7.60
<b>Incapable</b>	0.0	.03	.24	0.00
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 7. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to residence.

Urban/Rural	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>Urban</b>	29.86	48.95	62.64	46.31
• Kingston	15.62	31.54	33.74	28.64
• Other Urban areas	14.24	17.42	28.90	17.68
<b>Rural</b>	70.14	51.05	37.36	53.69
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 8. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to number of live births.

Number of Live Births	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>0</b>	7.14	18.05	24.83	16.43
<b>1</b>	29.88	33.52	45.95	29.14
<b>2</b>	28.52	24.95	14.87	26.64
<b>3</b>	15.64	12.52	8.92	14.78
<b>4 and more</b>	18.82	10.95	5.42	13.01
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 9. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to marital status.

Marital Status	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>In Union</b>	94.60	93.37	91.72	90.86
• Married	14.12	16.07	20.34	12.51
• Common Law	40.14	32.05	23.12	35.59
• Visiting	40.33	45.35	48.26	44.76
<b>Friend /Sex</b>	3.26	4.56	4.52	5.82
<b>Friend/No Sex</b>	0.20	.09	0.00	0.00
<b>No Steady Partner</b>	1.94	1.87	3.76	1.32
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 10. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to number years attending school.

Education	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>0-9 years</b>	44.01	28.44	18.20	33.64
<b>10-12 years</b>	50.83	57.97	64.92	53.76
<b>13+ years</b>	5.16	13.60	16.87	12.60
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 11. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to socio economic status.

Socio-economic Status	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
<b>Low</b>	59.21	28.35	17.49	32.53
<b>Medium</b>	24.92	31.69	30.00	33.20
<b>High</b>	15.87	39.96	52.51	34.26
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 12. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to religious attendance.

Attend Religious Services	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
At least once a week	18.60	18.28	15.70	18.27
At least once a month	20.03	21.70	20.55	22.09
Less than a month	15.65	17.84	22.59	14.26
Only for special occasions	33.86	31.45	32.21	32.69
Doesn't attend at all	11.85	10.73	8.95	12.69
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 13. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to number of additional children wanted.

More Children	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
0	49.47	38.07	29.23	42.21
1	23.27	26.94	26.94	27.04
2	10.41	15.76	24.42	15.93
3	2.39	3.24	4.06	1.53
4 and more	0.29	1.60	1.98	2.06
Don't Know	14.17	14.39	13.38	11.22
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 14. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to whether any unplanned pregnancy occurred in the last five years.

Pregnancy Status	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
Unplanned pregnancy	44.68	31.38	26.27	28.59
Planned Pregnancy	55.32	68.62	73.73	71.41
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 15. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users according to ever use modern methods.

Ever Used Modern Method	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
Yes	99.47	99.91	99.64	100.0
No	0.53	.09	.36	0.00
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 16. Percent distribution of Potential Pill Market, Overall Current Pill users, Minigynon Users and Perle Users according to whether money was paid for the method.

Pay for Contraceptive Methods	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=561	N=1065	N=135	N=320
Yes	98.08	95.52	96.69	96.02
No	1.76	3.43	2.76	3.50
Don't Know	0.16	1.05	.56	.48
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 17. Percent distribution of potential pill market, Overall Current Pill users, Minigynon Users and Perle Users according to source of method.

Source of Current Method	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=561	N=1065	N=135	N=320
<b>Government</b>	<b>71.96</b>	<b>35.0</b>	<b>8.41</b>	<b>28.44</b>
• Hospital	0.41	0.22	0.0	0.0
• Health Clinic/center	71.55	34.32	8.41	27.98
• Outreach Worker	0.08	0.46	0.0	0.46
<b>Private Sales</b>	<b>26.89</b>	<b>60.53</b>	<b>86.75</b>	<b>39.71</b>
• Pharmacy	25.73	60.10	86.75	68.46
• Supermarket /Shop/Bar	1.16	0.43	0.0	1.25
<b>Private Provider</b>	<b>1.07</b>	<b>3.5</b>	<b>4.36</b>	<b>1.75</b>
• Hospital	0.0	0.08	0.0	0.0
• Clinic	0.41	0.83	0.59	0.0
• Doctor	0.66	2.59	3.77	1.75
<b>Other</b>	<b>0.0</b>	<b>0.15</b>	<b>0.0</b>	<b>0.0</b>
<b>Don't Know</b>	<b>0.0</b>	<b>0.48</b>	<b>0.48</b>	<b>0.0</b>
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 18. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users according ever heard of family planning messages.

Ever Heard of Family Planning Messages	Potential Pill Market % N=576	Current Pill Users % N=1065	Minigynon Users % N=135	Perle Users % N=320
Yes	96.16	96.14	99.44	94.73
No	2.91	3.19	.56	5.79
Don't Know	0.92	.67	0.00	2.49
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 19. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users who have heard of family planning messages according ever heard of Personal Choice Program.

Ever Heard of Personal Choice Program	Potential Pill Market % N=554	Current Pill Users % N=1028	Minigynon Users % N=134	Perle Users % N=309
Yes	92.20	94.25	97.51	93.10
No	3.40	2.10	1.55	1.92
Don't Know	4.40	3.64	.95	4.98
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 20. Percent distribution of attitude towards pill use among potential pill market, overall current pill users, Minigynon users and Perle users .

How Safe is Pill for Woman's Health	Potential Pill Market % N=576	Current Pill Users % N=1065	Minigynon Users % N=135	Perle Users % N=320
Completely Safe	32.31	29.77	28.53	27.06
Almost Completely Safe	29.12	30.27	37.66	29.90
Not Very Safe	16.05	18.43	17.05	18.95
Unsafe	4.04	3.54	1.27	5.04
Depends on the Woman	12.50	12.92	10.58	14.32
Don't Know	5.98	5.07	6.91	4.71
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 21. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users according to total number of children desired in whole life.

Total Number of Children Desired in whole Life	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
0	1.25	1.21	0.27	0.23
1	4.67	6.08	7.46	6.90
2	40.01	44.84	50.78	43.90
3	23.30	22.91	23.30	21.90
4 and more	27.29	21.77	16.21	24.24
Fate, Up to God	0.69	0.69	0.83	0.21
Don't know	2.79	2.50	1.15	2.62
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 22. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users according to total number of pregnancies

Total Number of Pregnancies	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=	N=1065	N=135	N=320
0	6.17	17.09	24.29	15.32
1	27.86	30.16	38.36	25.70
2	27.35	24.37	19.01	27.77
3	16.21	14.24	9.19	15.62
4 and more	22.41	14.14	9.15	15.59
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 23. Percent distribution of attitudes and opinions towards family planning and health among potential pill market, overall current pill users, Minigynon users and Perle users.

General Attitudes and Opinions (Percent Agree)	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
If a woman doesn't have sex, she will get sick	12.65	9.67	7.41	9.13
A girl must have a baby by the time she is 18 years old	12.18	7.55	5.64	8.66
A girl can only get pregnant if she has seen her first period	49.17	45.72	41.45	53.84
A boy must have sex to show that he is a man	6.89	4.19	4.98	5.28
A girl can avoid getting pregnant by having sex standing up, using pepsi or going to the sea	5.65	3.75	8.28	1.92
It is not necessary to use a condom with a steady partner	34.66	29.94	27.66	28.18
Planning too far ahead is not wise since many things turn out to be a matter of god or bad luck	28.89	27.17	13.56	36.46
Your life is mostly controlled by people with more power than you	16.25	13.88	6.81	17.48
To get what you want, you have to conform to the wishes of others	15.98	12.16	6.45	16.17
What others in you family want should always come first before what you want	23.68	20.90	23.81	19.43
You can generally determine what will happen in your own life	30.31	33.04	36.17	29.60
When you get what you want, it is usually because you worked hard for it	90.06	88.66	88.72	90.29
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 24. Percent distribution of potential pill market, overall current pill users, Minigynon users and Perle users according to age at first sex.

Age at First Sex	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
10 and below	0.71	0.34	0.0	0.86
11 years	0.40	0.22	0.0	0.18
12 years	1.44	1.16	1.43	0.60
13 years	5.21	3.65	0.51	5.08
14 years	11.84	8.67	5.0	10.08
15 years	16.09	13.89	5.58	18.07
16 years	16.80	16.97	18.50	18.59
17 years	13.56	15.47	20.25	13.48
18 years	10.02	12.53	17.40	8.58
19 years	4.72	5.19	6.14	5.11
20 and above	6.11	9.05	10.9	6.04
Don't Know	10.34	8.37	9.32	8.72
Refused	2.76	4.31	4.97	4.61
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 25. Percent distribution of preference to use different method than current method to prevent pregnancy according to potential pill market, overall current pill users, Minigynon users and Perle users .

Prefer to use different method than current method to prevent pregnancy	Potential Pill Market %	Current Pill Users %	Minigynon Users %	Perle Users %
	N=576	N=1065	N=135	N=320
Yes	9.40	9.93	17.51	8.69
No	85.90	85.03	77.56	86.32
Don't know	4.70	5.03	4.94	5.00
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 26. Percent distribution of preferred method among those who preferred to use a different method than current method to prevent pregnancy.

Method preferred to use to prevent pregnancy	Potential Pill Market % N=56	Current Pill Users % N=20	Minigynon Users % N=28	Perle Users % N=28
Female Sterilization	31.57	16.73	14.63	13.01
Male Sterilization	0.0	2.60	0.0	9.42
Norplant	6.99	12.03	20.14	7.30
Injection	34.60	35.27	28.13	48.69
Pill	5.47	n/a	n/a	n/a
IUD/Coil	6.03	9.63	8.03	8.07
Condom	3.34	2.93	0.0	2.67
Foam/Cream/Jelly	0.0	6.94	23.17	0.0
Diaphragm	5.34	3.85	0.0	5.65
Other	6.67	10.03	5.91	5.19
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 27. Percent distribution of knowledge of source for preferred method (among those who preferred to use a different method) according to potential pill market, overall current pill users, Minigynon users, and Perle users.

Knows Source for Preferred method	Potential Pill Market % N=56	Current Pill Users % N=105	Minigynon Users % N=20	Perle Users % N=28
Yes	92.39	81.86	86.49	84.22
No	7.61	18.14	16.51	15.78
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 27. Percent distribution of sources among those who preferred to use a different method than current method according to potential pill market, overall current pill users, Minigynon users, and Perle users.

Source for Preferred Method	Potential Pill Market % N=52	Current Pill Users % N=90	Minigynon Users % N=18	Perle Users % N=23
Gov't Hospital	26.20	14.50	11.82	5.86
Gov't Health Clinic	55.98	52.17	30.40	73.92
Private Doctor	13.98	24.92	30.03	18.68
Pharmacy	3.84	8.41	27.75	1.54
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 28. Percent distribution of reasons for not using preferred method among those who preferred to use a different method than current method to prevent pregnancy.

Reasons for not using preferred method	Potential Pill Market % N=56	Current Pill Users % N=20	Mingynon Users % N=28	Perle Users % N=28
FP/ health official won't prescribe it	3.36	5.12	3.12	1.15
Too expensive	9.75	2.94	0.0	5.50
Not available/unreliable supply/difficult access	6.51	6.19	16.96	0.0
Don't know how to get it	1.63	7.45	3.18	10.13
Husband/Partner objects to it	2.49	4.80	0.0	9.42
Fear of side effects	12.55	15.48	2.51	31.84
Still thinking about it / Haven't made up my mind	45.60	44.94	61.21	33.72
Other	14.23	10.51	9.84	8.25
Don't know	3.36	2.58	3.18	0.0
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**5. Has the private sector become stronger with respect to the pill? What's happened to the public sector?**

Figure 1. Comparison of women purchasing pill from private and public sector in 1993 and 1997.

- 1997 sample - All women ages 15-44 : 1051
- 1993 sample - All women ages 15-44: 544

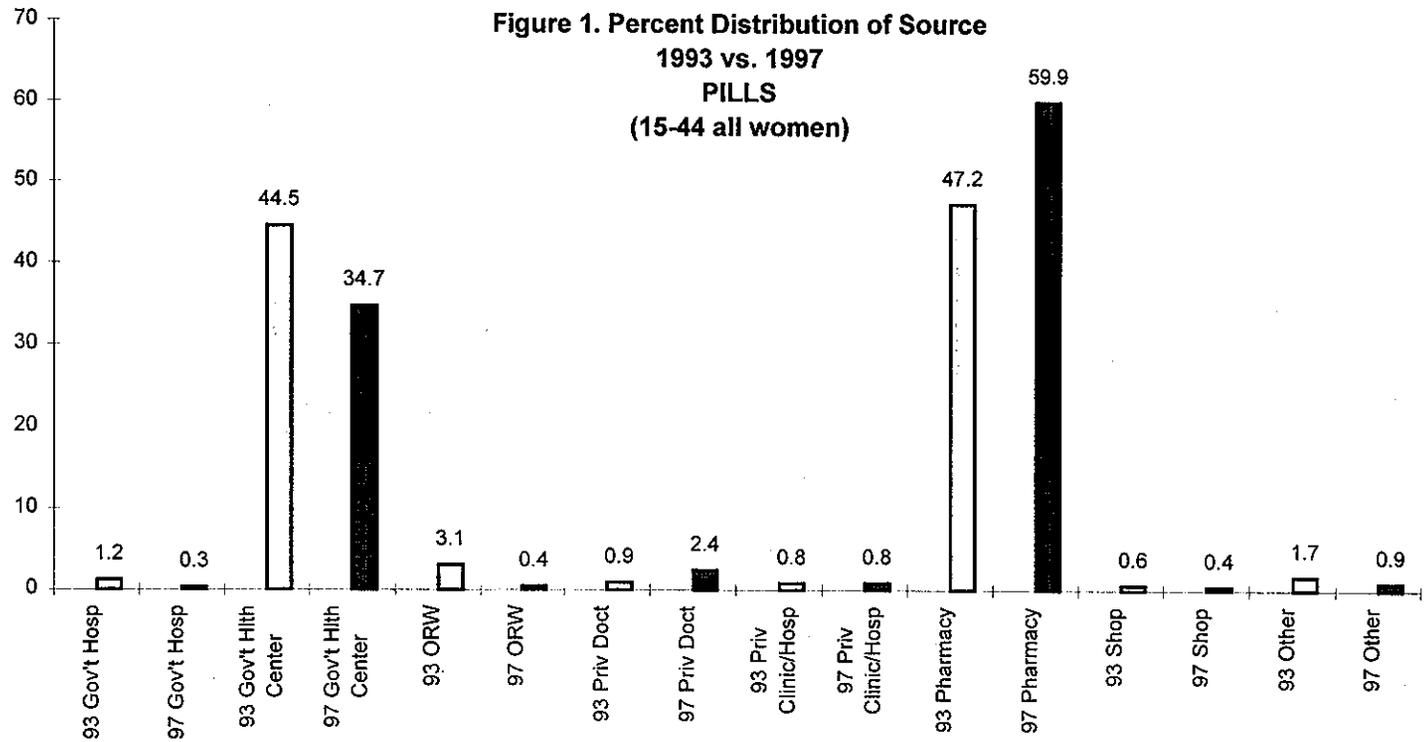
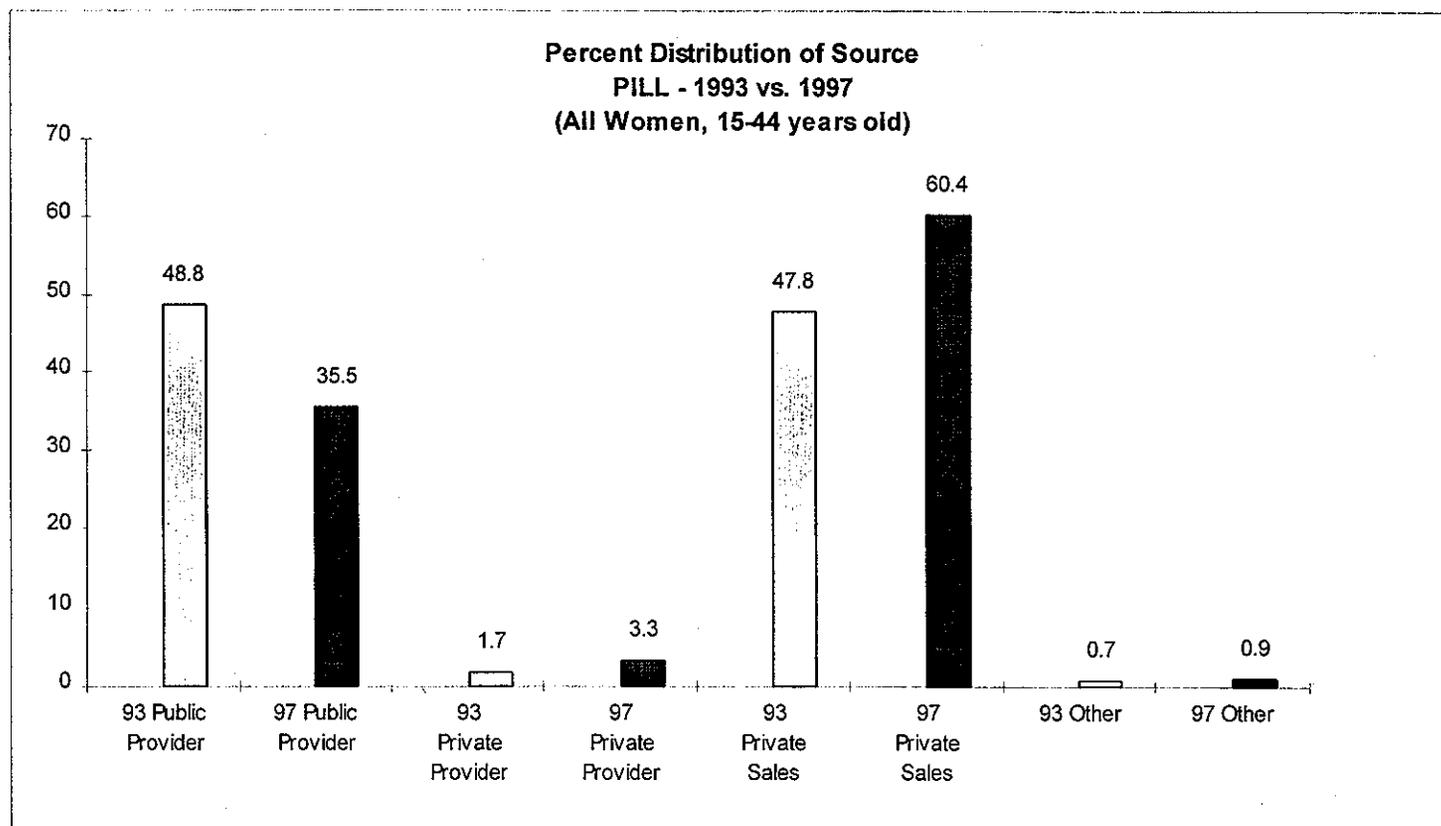


Figure 2. Comparison of women purchasing pill from private and public sector in 1993 and 1997.

- 1997 sample - All women ages 15-44 : 1051
- 1993 sample - All women ages 15-44: 544



**Definitions:** Public Provider - government hospital, government health center, outreach worker; Private Provider - private doctor and private clinic/hospital; Private Sales - pharmacy and shop; Other - other source.

**6. Have attitudes, knowledge and practice improved with respect to the pill? And have they improved among the target audience (C and D - low SES) in particular?**

**Table 29. Percent distribution regarding knowledge, practice and attitude among women in low socio economic situations and all women , ages 15-44 in 1993 and 1997.**

	1993		1997	
	Low SES	All Women	Low SES	All Women
Pill Awareness	99.0	99.0	99.0	99.0
Pill Prevalence	15.1	16.4	16.0	16.1
Heard FP messages	n/a	n/a	89.6	92.22
Exposure to Personal Choice Program via the Media	n/a	n/a	89.4	91.7
Total Number	1255	3106	2115	5963

Table 30. Attitudes regarding pill effectiveness among all women and women in low SES in 1993 and 1997.

If a woman takes the pill correctly, how sure can she be that she will not become pregnant?	1993		1997	
	Low SES 15-44 years	All women 15-44 years	Low SES 15-44 years	All women 15-44 years
	N=1255	N=3106	N=1215	N=5963
Completely sure	46.9	50.5	43.2	40.5
Slight risk of pregnancy	23.5	20.7	21.1	23.8
Some risk of pregnancy	14.8	14.6	10.6	12.9
Not sure at all	0.0	0.0	7.97	7.4
Don't Know	14.7	14.2	17.1	15.4
<b>Total Percent</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

Table 30. Attitudes regarding pill safety among all women and women in low SES in 1993 and 1997.

How safe for a woman's health is the pill?	1993		1997	
	Low SES 15-44 years	All women 15-44 years	Low SES 15-44 years	All women 15-44 years
	N=1255	N=3106	N=1215	N=5963
Completely safe	14.1	15.4	15.8	13.9
Slight risk	45.0	44.1	19.2	21.44
Unsafe	24.2	24.1	31.0	30.3
Depends on the woman	0.0	0.0	13.2	14.8
Don't Know	16.7	16.4	20.8	20.1
<b>Total Percent</b>	<b>100</b>	<b>100</b>	<b>100</b>	<b>100</b>

**7. What is the profile of Personal Choice pill users compared to users of other brands, including public sector brand?**

Table 31. Percent distribution of pill brands.

Pill Brands	Percent Distribution %	Number
<b>Personal Choice</b>		
Minigynon	13.2%	135
Perle I.D.	31.6%	320
<b>Public Sector Brands</b>		
Lofemenal	16.9%	201
Ovral	15.5%	178
<b>Other Commercial Sector Brands</b>		
Gynera	2.2%	16
Tri-Regol	5.0%	59
Nordette	7.4%	70
Other	6.5%	62
Don't Know	1.6%	24
<b>Total</b>	<b>100.0%</b>	<b>1065</b>

Table 32. Percent distribution of Personal Choice, commercial and public sector brands according to age.

Age Group	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Brand Users (%)	Perle Brand Users (%)	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
15-19 years	5.51	11.69	2.92	3.95	11.19
20-24 years	26.59	25.62	17.84	13.83	20.22
25-29 years	36.00	24.70	41.31	39.18	29.41
30-34 years	20.03	19.55	17.84	21.27	21.83
35-39 years	8.10	11.18	18.94	15.20	12.56
40-44 years	3.19	5.61	1.15	6.56	3.51
45-49 years	.59	1.65	0.0	0.0	1.28
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 33. Median and mean age of Personal Choice, commercial and public sector brands

Age Group	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
<b>Median</b>					
<b>Median</b>	27.25	27.8			27.9
<b>Standard Deviation</b>	6.72	8.57			7.14

Table 34. Percent distribution of Personal Choice, commercial and public sector brands according to employment status.

Employment	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
<b>Employed</b>	61.12	46.98	66.43	71.3	46.31
• Full time at home	7.18	6.43	6.10	10.15	6.40
• Full time away from home	49.64	33.13	55.80	59.74	29.93
• Part time at home	1.18	.60	0.0	0.0	1.96
• Part time away from home	3.13	6.82	4.53	1.41	8.02
<b>Unemployed</b>	12.09	15.68	9.12	16.78	15.30
<b>Homemaker</b>	19.85	29.74	18.37	11.92	34.51
<b>Student</b>	6.71	7.60	6.08	0.0	3.87
<b>Incapable</b>	.24	0.00	0.0	0.0	0.0
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 35. Percent distribution of Personal Choice, commercial and public sector brands according to residence.

Urban/Rural	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
<b>Urban</b>	62.64	46.31	63.25	66.91	36.89
• Kingston	33.74	28.64	45.21	55.40	21.54
• Other Urban areas	28.90	17.68	18.04	11.51	15.35
<b>Rural</b>	37.36	53.69	36.75	33.10	63.11
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 36. Percent distribution of Personal Choice, commercial and public sector brands according to number of live births.

Number of Live Births	Personal Choice Brands		Commercial Sector Brands		Public Sector Brand Users (%)
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	
	N=135	N=320	N=59	N=70	N=379
0	24.83	16.43	31.09	26.23	8.33
1	45.95	29.14	25.95	34.86	32.05
2	14.87	26.64	34.81	26.72	27.88
3	8.92	14.78	7.22	7.76	16.38
4 and more	5.42	13.01	0.93	4.43	15.85
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 37. Percent distribution of Personal Choice, commercial and public sector brands according to marital status.

Marital Status	Personal Choice Brands		Commercial Sector Brands		Public Sector Brand Users (%)
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	
	N=135	N=320	N=59	N=70	N=379
<b>In Union</b>	91.72	90.86	94.07	95.43	94.54
• Married	20.34	12.51	18.41	17.33	15.84
• Common Law	23.12	35.59	25.74	29.51	35.07
• Visiting	48.26	44.76	49.92	48.19	43.63
Friend /Sex	4.52	5.82	1.15	2.99	3.42
Friend/No Sex	0.00	0.00	0.0	0.0	0.29
No Steady Partner	3.76	1.32	4.78	1.98	1.75
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 38. Percent distribution of Personal Choice, commercial and public sector brands according to number years attending school.

Education	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
0-9 years	18.20	33.64	17.73	16.57	36.57
10-12 years	64.92	53.76	74.49	65.17	55.68
13+ years	16.87	12.60	7.78	18.26	7.75
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 39. Percent distribution of Personal Choice, commercial and public sector brands according to socio economic status.

Socio-economic Status	Personal Choice Brands		Commercial Sector Brands		
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
Low	17.49	32.53	11.58	8.40	39.32
Medium	30.00	33.20	26.87	16.69	34.64
High	52.51	34.26	61.55	74.91	26.04
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 40. Percent distribution of Personal Choice, commercial and public sector brands according to religious attendance.

Attend Religious Services	Personal Choice Brands		Commercial Sector Brands		Public Sector Brand Users (%)
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	
	N=135	N=320	N=59	N=70	N=379
At least once a week	15.70	18.27	28.40	20.21	18.42
At least once a month	20.55	22.09	19.15	20.75	20.99
Less than a month	22.59	14.26	15.93	21.37	19.33
Only for special occasions	32.21	32.69	33.48	29.75	32.05
Doesn't attend at all	8.95	12.69	3.05	7.93	9.21
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 41. Percent distribution of Personal Choice, commercial and public sector brands according to number of additional children wanted.

More Children	Personal Choice Brands		Commercial Sector Brands		Public Sector Brand Users (%)
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	
	N=135	N=320	N=59	N=70	N=379
0	29.23	42.21	32.44	29.30	45.89
1	26.94	27.04	26.46	30.06	22.25
2	24.42	15.93	17.41	21.36	9.78
3	4.06	1.53	7.47	0.0	2.50
4 and more	1.98	2.06	2.60	0.0	
Don't Know	13.38	11.22	13.62	19.28	17.88
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 42. Percent distribution of Personal Choice, commercial and public sector brands according to whether any unplanned pregnancy occurred in the last five years.

Pregnancy Status	Personal Choice Brands		Commercial Sector Brands		Public Sector Brand Users (%)
	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	
	N=135	N=320	N=59	N=70	N=379
Unplanned pregnancy	26.27	28.59	13.64	16.63	42.65
Planned Pregnancy	73.73	71.41	86.36	83.37	57.35
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 43. Percent distribution of Personal Choice, commercial and public sector brands according to ever use modern methods.

Ever Used Modern Method	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
Yes	99.64	100.0	100.0	100.0	99.86
No	.36	0.00	0.0	0.0	0.14
Total Percent	100.0	100.0	100.0	100.0	100.0

Table 44. Percent distribution of Personal Choice, commercial and public sector brands according to whether money was paid for the method.

Pay for Contraceptive Methods	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
Yes	96.69	96.02	92.89	93.83	95.40
No	2.76	3.50	1.53	0.42	4.22
Don't Know	.56	.48	5.58	5.74	0.37
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 45. Percent distribution of Personal Choice, commercial and public sector brands according to source of method.

Source of Current Method	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
<b>Government</b>	<b>8.41</b>	<b>28.44</b>	<b>8.12</b>	<b>12.98</b>	<b>67.27</b>
• Hospital	0.0	0.0	0.0	0.42	0.59
• Health Clinic/center	8.41	27.98	8.12	11.15	66.03
• Outreach Worker	0.0	0.46	0.0	1.41	0.65
<b>Private Sales</b>	<b>86.75</b>	<b>39.71</b>	<b>88.27</b>	<b>74.80</b>	<b>28.27</b>
• Pharmacy	86.75	68.46	88.27	74.80	28.27
• Supermarket/Shop /Bar	0.0	1.25	0.0	0.0	0.0
<b>Private Provider</b>	<b>4.36</b>	<b>1.75</b>	<b>3.61</b>	<b>8.72</b>	<b>3.0</b>
• Hospital	0.0	0.0	0.0	0.0	0.24
• Clinic	0.59	0.0	0.0	6.21	0.42
• Doctor	3.77	1.75	3.61	2.51	2.14
<b>Other</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.0</b>	<b>0.24</b>
<b>Don't Know</b>	<b>0.48</b>	<b>0.0</b>	<b>0.0</b>	<b>3.48</b>	<b>0.49</b>
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 46. Percent distribution of Personal Choice, commercial and public sector brands according ever heard of family planning messages.

Ever Heard of Family Planning Messages	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
Yes	99.44	94.73	100.0	93.77	95.56
No	.56	5.79	0.0	4.11	3.25
Don't Know	0.00	2.49	0.0	2.12	1.19
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Total Number of Children Desire in whole life	Mingyoon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
0	0.27	0.23	6.80	0.48	1.89
1	7.46	6.90	7.41	5.81	5.48
2	50.78	43.90	45.11	53.32	41.10
3	23.30	21.90	30.01	14.17	22.03
4 and more	16.21	24.24	7.87	18.26	27.37
Fate, Up to God	0.83	0.21	0.93	0.99	0.21
Don't know	1.15	2.62	1.87	6.97	1.92
Total Percent	N=135	N=320	N=59	N=70	N=379

Table 49. Percent distribution of Personal Choice, commercial and public sector brands users according to total number of children desired in whole life.

How Safe is Pill for Woman's Health	Mingyoon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
Completely Safe	28.53	27.06	26.30	25.08	33.89
Almost Completely Safe	37.66	29.90	29.64	45.56	26.24
Safe					
Not Very Safe	17.05	18.95	15.87	13.63	17.71
Unsafe	1.27	5.04	7.96	0.0	4.0
Depends on the Woman	10.58	14.32	15.65	15.73	11.47
Don't Know	6.91	4.71	4.58	0.0	6.70
Total Percent	N=135	N=320	N=59	N=70	N=379

Table 48. Percent distribution of attitude towards pill use of Personal Choice, commercial and public sector brands users.

Ever Heard of Personal Choice Program	Mingyoon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
Yes	97.51	93.10	92.18	95.61	94.16
No	1.55	1.92	3.08	1.86	2.63
Don't Know	.95	4.98	4.73	2.53	3.20
Total Percent	N=134	N=309	N=59	N=66	N=348

Table 47. Percent distribution of Personal Choice, commercial and public sector brands users who have heard of family planning messages according ever heard of Personal Choice Program.

Table 50. Percent of Personal Choice, commercial and public sector brands users according to total number of pregnancies

Total Number of Pregnancies	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
0	24.29	15.32	28.20	26.23	8.39
1	38.36	25.70	26.27	32.10	29.01
2	19.01	27.77	29.67	21.43	25.41
3	9.19	15.62	14.93	6.44	17.93
4 and more	9.15	15.59	0.93	13.8	19.26
Total Percent	100.0	100.0	100.0	100.0	100.0

Table 51. Percent distribution of attitudes and opinions towards family planning and health among Personal Choice, commercial and public sector brands users.

General Attitudes and Opinions (Percent Agree)	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
If a woman doesn't have sex, she will get sick	7.41	9.13	5.51	10.27	12.64
A girl must have a baby by the time she is 18 years old	5.64	8.66	0.0	5.13	10.65
A girl can only get pregnant if she has seen her first period	41.45	53.84	39.18	37.42	44.32
A boy must have sex to show that he is a man	4.98	5.28	0.93	3.72	4.53
A girl can avoid getting pregnant by having sex standing up, using pepsi or going to the sea	8.28	1.92	1.32	2.97	5.16
It is not necessary to use a condom with a steady partner	27.66	28.18	24.34	31.30	31.45
Planning too far ahead is not wise since many things turn out to be a matter of god or bad luck	13.56	36.46	24.23	27.79	26.38
Your life is mostly controlled by people with more power than you	6.81	17.48	4.87	11.71	17.48
To get what you want, you have to conform to the wishes of others	6.45	16.17	0.72	9.00	12.49
What others in you family want should always come first before what you want	23.81	19.43	12.39	26.37	20.62
You can generally determine what will happen in your own life	36.17	29.60	23.01	28.66	34.94
When you get what you want, it is usually because you worked hard for it.	88.72	90.29	90.17	81.06	87.95

Table 52. Percent of distribution of Personal Choice, commercial and public sector brands users according to age at first sex.

Age at First Sex	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
10 and below	0.0	0.86	0.0	0.0	0.19
11 years	0.0	0.18	0.0	0.0	0.23
12 years	1.43	0.60	0.0	0.0	1.61
13 years	0.51	5.08	0.72	0.0	3.88
14 years	5.0	10.08	5.98	9.58	10.92
15 years	5.58	18.07	10.73	8.33	16.09
16 years	18.50	18.59	11.07	14.97	15.82
17 years	20.25	13.48	25.51	13.85	13.39
18 years	17.40	8.58	15.69	19.67	11.09
19 years	6.14	5.11	1.44	5.24	5.23
20 and above	10.9	6.04	12.37	14.66	9.48
Don't Know	9.32	8.72	9.34	8.47	8.05
Refused	4.97	4.61	7.15	5.23	4.02
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 53. Percent distribution of preference to use different method than current method to prevent pregnancy according to Personal Choice, commercial and public sector brands users .

Prefer to use different method than current method to prevent pregnancy	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=135	N=320	N=59	N=70	N=379
Yes	17.51	8.69	1.54	13.27	7.36
No	77.56	86.32	89.18	76.96	88.78
Don't know	4.94	5.00	9.28	9.77	3.86
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 54. Percent distribution of preferred method among those who preferred to use a different method than current method to prevent pregnancy.

Method preferred to use to prevent pregnancy	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=28	N=28	N=1	N=7	N=32
Female Sterilization	14.63	13.01	0.0	0.0	37.27
Male Sterilization	0.0	9.42	0.0	0.0	0.0
Norplant	20.14	7.30	0.0	14.27	14.80
Injection	28.13	48.69	0.0	14.90	24.85
IUD/Coil	8.03	8.07	0.0	23.63	1.52
Condom	0.0	2.67	0.0	0.0	4.57
Foam/Cream/Jelly	23.17	0.0	100.0	7.81	0.0
Diaphragm	0.0	5.65	0.0	0.0	6.27
Other	5.91	5.19	0.0	39.39	10.72
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 55. Percent distribution of knowledge of source for preferred method (among those who preferred to use a different method) according to Personal Choice, commercial and public sector brands users.

Knows Source for Preferred method	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=20	N=28	N=1	N=7	N=32
Yes	86.49	84.22	n	n	84.47
No	16.51	15.78	n	n	15.53
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 56. Percent distribution of sources among those who preferred to use a different method than current method according to Personal Choice, commercial and public sector brands users.

Source for Preferred Method	Minigynon Users %	Perle Users %	Tri-Regol Brand Users (%)	Nordette Brand users (%)	Public Sector Brand Users (%)
	N=18	N=28	N=1	N=7	N=27
Gov't Hospital	11.82	5.86	n	n	38.92
Gov't Health Clinic	30.40	73.92			52.03
Private Doctor	30.03	18.68			7.28
Pharmacy	27.75	1.54			1.77
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

Table 57. Percent distribution of reasons for not using preferred method among those who preferred to use a different method than current method to prevent pregnancy.

Reasons for not using preferred method	Minigynon Users % N=28	Perle Users % N=28	Tri-Regol Brand Users (%) N=1	Nordette Brand users (%) N=7	Public Sector Brand Users (%) N=27
FP/ health official won't prescribe it <sup>11</sup>	3.12	1.15			6.15
Too expensive	0.0	5.50			1.52
Not available/unreliable supply/difficult access	16.96	0.0			5.42
Don't know how to get it	3.18	10.13			0.0
Husband/Partner objects to it	0.0	9.42			6.09
Fear of side effects	2.51	31.84			11.13
Still thinking about it / Haven't made up my mind	61.21	33.72			43.51
Other	9.84	8.25			20.01
Don't know	3.18	0.0			6.15
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

#### **8. Source of Supply for pills and Injectables and IUD and vasectomy**

- See Table 60 for sources for pills, Injectables. However for IUD and Vasectomy, number of individuals using these two methods were small. Among all women ages 15-44, vasectomy=2 cases (source - hospital) and IUD =44 cases (main source - private doctor, and public health clinic)

#### **9.Past Use for pills and Injectables and IUD and vasectomy**

not available

## 10. Attitudes and Opinions Towards FP

Table 58. Percent distribution of attitudes and opinions towards family planning and health among modern method users (all women, ages 15-49, 1997).

General Attitudes and Opinions (Percent Agree)	Pill n=1065	Condom n=839	Female Sterilization n=693	Injection n=599
If a woman doesn't have sex, she will get sick	9.85	10.21	15.35	16.14
A girl must have a baby by the time she is 18 years old	77.78	8.06	10.64	15.87
A girl can only get pregnant if she has seen her first period	45.55	42.32	46.89	54.87
A boy must have sex to show that he is a man	4.28	6.17	9.03	8.88
A girl can avoid getting pregnant by having sex standing up, using pepsi or going to the sea	3.80	2.66	5.13	6.04
It is not necessary to use a condom with a steady partner	28.89	18.07	32.04	33.79
Planning too far ahead is not wise since many things turn out to be a matter of god or bad luck	27.12	30.78	31.49	34.52
Your life is mostly controlled by people with more power than you	13.87	15.23	21.82	18.36
To get what you want, you have to conform to the wishes of others	12.34	14.26	17.19	21.17
What others in you family want should always come first before what you want	20.93	21.28	26.00	25.23
You can generally determine what will happen in your own life	32.98	36.71	32.32	33.58
When you get what you want, it is usually because you worked hard for it	88.63	89.81	92.62	88.52

**11. Source Questions for CDC: In 1997, for indictable the ‘other source category’ is 10.6% and in 1989 it is 2.9%. Why such a great difference (pg.32)**

- In 1997, the “other category” was defined differently to that of 1989. In 1997, “other source” included the following – private clinic, private doctor, outreach worker, factory worker, other people gave, and don’t know and other’

**12. Data: Get copies of the 1993 data set and current data set in ASCII or SPSS if possible, otherwise SAS**

- Need to get permission from the Jamaican family planning board. After the approval, we can get the 1993 data set from CDC. In regards to 1997 data set, need to wait till the final report is completed (expected around end of August, early Sept).

**Information for Lori:**

**13. Overall prevalence by method** - refer to Table 1 and Table 2.

**14. Characteristics of users by method (especially orals/Injectables) -age, education, urban / rural, union status**

**Table 59 . Percent distribution of Pills, Condoms, Female Sterilization, and Injection according to age, education, type of residence, and union status (all women, ages 15-44, 1997).**

Background Characteristics	Pills n=1053	Condoms n=819	Female Sterilization n=544	Injection n=595
<b>Age</b>				
15-19	9.35	20.25	0.0	7.69
20-24	23.56	27.31	1.85	22.24
25-29	30.67	20.86	6.46	29.81
30-34	20.80	13.52	21.34	21.70
35-39	11.25	12.22	29.25	14.88
40-44	4.37	5.85	41.11	3.67
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Urban/Rural</b>				
Kingston Metro Area	31.87	41.90	36.24	28.97
Other Urban Areas	17.26	14.58	15.27	16.59
Rural	50.57	43.52	48.49	54.44
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Years of Education</b>				
0-9 Years	27.82	22.16	47.36	38.50
10-12 Years	58.61	63.65	42.14	53.11
13 + Years	13.57	14.19	10.50	8.39
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Employment</b>				
Employed	53.60	45.36	51.63	44.32
Unemployed	46.40	54.64	48.37	55.68
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>
<b>Marital Status</b>				
Married	15.77	10.17	39.14	13.90
Common Law Union	32.06	26.82	27.91	40.44
Visiting Partner	45.62	47.09	17.78	35.76
Boy Friend w/ Sex	4.63	11.73	0.78	2.72
Boy Friend no Sex	0.10	0.64	0.45	0.23
No Current Partner	1.83	3.55	13.93	6.94
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**15. Source of supply for selected methods**

**Table 60. Percent distribution of source of supply among all women 15-44 (1997).**

Source of Supply	Pills	Condoms	Female Sterilization	Injection
	n=1053	n=819	n=544	n=595
<b>Government</b>				
Hospital	0.30	0.84	95.31	4.21
Health Center/Clinic	34.72	16.76	0.30	84.06
Out Reach Worker	0.44	0.70	0.24	0.0
<b>Private Sales</b>				
Pharmacy	59.94	54.30	0.15	1.15
Supermarket/shop/bar	0.44	17.48	0.0	0.0
<b>Private Provider</b>				
Clinic	0.84	0.22	0.0	2.92
Doctor	2.42	1.10	0.0	5.71
<b>Other/DK</b>	0.90	8.57	3.99	1.96
<b>Total Percent</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>	<b>100.0</b>

**15. Method switching: what methods did current orals users and current Injectables users use previously?**

Information on method switching (calendar data) was not ready.