Annexure 1: Detailed DHS Analysis

Slide 1

Family Planning Market Segmentation

Madagascar

Total Market Initiative
Marie Stopes International
Futures Group
UNFPA
January- December 2010

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Madagascar at a glance in 2009...

<table>
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<tr>
<th>Category</th>
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<tr>
<td>Total Fertility Rate</td>
<td>4.8 children per woman</td>
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<td>Contraceptive Prevalence</td>
<td>Total: 39.9</td>
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<td>Modern: 29.2</td>
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<td>Unmet Need</td>
<td>19% of married women ages 15-49</td>
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<td>Infant Mortality Rate</td>
<td>48 deaths per 1,000 live births</td>
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<td>Maternal Mortality Ratio</td>
<td>498 deaths per 100,000 live births</td>
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Source: 2009 Madagascar DHS Data
Demographics

Demographic Statistics: Age
Distribution of Age among Married Women

Source: 2009 Madagascar DHS
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**Demographic Statistics**
*Where Married Women Live*

Source: 2009 Madagascar DHS

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**Demographic Statistics**
*Place of Residence According to Standard of Living*

Source: 2009 Madagascar DHS
Contraceptive Use Among Married Women
All Methods – Including Non-Users

Source: 2009 Madagascar DHS

Total Fertility Rate (TFR)

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Market Segmentation

Slide 10

Sources of Contraceptives

The majority of married women rely on the public sector for modern contraceptives.
Slide 11

**Standard of Living Index**

**DHS Methodology**

- Factor analysis of assets including:
  - Household goods: radio, television, automobile, motorcycle, bicycle, etc.
  - Household amenities: electricity, improved water and sewage systems
  - Housing construction: flooring, roofing, wall material, number of rooms

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**Sources of Family Planning - 2009**

Sources of Family Planning for Married Women by Standard of Living Index

![Diagram showing sources of family planning by standard of living index](Source: 2009 Madagascar DHS Data)
Sources of Family Planning - 2009
Sources of Family Planning for Married Urban Women

Sources of Family Planning - 2009
Sources of Family Planning for Married Rural Women

Source: 2009 Madagascar DHS Data
Sources of Family Planning - 2009

Public Sources of Family Planning for Married Women

A Closer Look at Sources of Injectables...
Slide 17

Source of Injectables - 2004

Source: 2004 Madagascar DHS

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Sources of Injectables - 2009

Where Married Women Get Their Injectables...

Source: 2009 Madagascar DHS
Where Married Urban Women Get Their Injectables…

Source: 2009 Madagascar DHS Data

Sources of Injectables - 2009

Where Married Rural Women Get Their Injectables…

Source: 2009 Madagascar DHS Data
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Specific Sources of Injectables - 2004

Source: 2004 Madagascar DHS

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Specific Sources of Injectables - 2009

Private Sector Plays Small Role Outside of Highest Wealth Quintile

Source: 2009 Madagascar DHS
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Method Mix

Photo courtesy of the International Rice Research Institute

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Modern Contraceptive Method Mix - 2009

Modern Method Use by Married Women

Source: 2009 Madagascar DHS
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Modern Contraceptive Method Mix -2009

Married Women – Reliance on Resupply Methods

- Injections
- IUD
- Norplant
- Male Sterilization
- Female Sterilization
- Condoms
- Female Condom
- IUD
- PIL

Source: 2009 Madagascar DHS

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Unmet Need for Family Planning

Unmet Need for Family Planning Declined between 2004 and 2009
Unmet Need for Family Planning - 2004

Unmet Need for all Married Women

Source: 2004 Madagascar DHS

Unmet Need for Family Planning - 2009

Unmet Need for all Married Women

Source: 2009 Madagascar DHS
Unmet Need for Family Planning

Unmet Need for Urban Married Women

Source: 2009 Madagascar DHS

Unmet Need for Family Planning

Unmet Need for Rural Married Women

Source: 2009 Madagascar DHS
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2004 and 2009 Comparison

Photo by Francois de Halleux

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Sources of Family Planning
Comparison of Sources of Contraceptives 2004 vs. 2009

Source: 2004 and 2009 Madagascar DHS Data
Specific Sources of Family Planning
Comparison of Sources of Contraceptives 2004 vs. 2009

Source: 2009 and 2004 Madagascar DHS Data

Sources of Family Planning - 2004
Urban vs. Rural Breakdown

Source: 2004 Madagascar DHS Data
Comparison of the Urban and Rural populations to see where married women in these types of settings get their family planning needs. The rural population has a higher dependency on public/government sources (almost 80%) while the Urban population is about 30% lower.
Comparison of Unmet Need Levels between 2004 and 2009

Public Sector gained largely in Rural
Opportunity for Private Sector

A Sizeable Segment exists with Capacity to Pay

Source: 2009 Madagascar DHS
Largely 25-34 years, Secondary educated, living in Tana, Alaotra Mangoro, Vakinankara, Itasy, Atsinanana, Haute Matsiatra, Boeny and Sava

Demographics of Married Women Using Modern Methods in Top Two National Wealth Quintiles (population with willingness/ability to pay)

Yet using public sector as a source

Demographics of Married Women Using Modern Methods in Top Two Wealth Quintiles and Using Public Sector Sources of Contraceptives (potentially able/willing to pay for contraceptives)
Preference for Public Source lower among Urban middle to high socio economic groups

Use of Private Sector is Significant too
More so in Urban and Among Higher Socio Economic groups in Rural

Similar in Profile to Those with Capacity to Pay

Demographics of Married Women Using INJECTABLES in Top Two Wealth Quintiles and Using Public Sector Sources of Contraceptives (potentially able/willing to pay for contraceptives)
Demographics of Married Women Using Modern Methods in Top Two National Wealth Quintiles (population with willingness/ability to pay)

Demographics of Married Women Using Modern Methods in Top Two Wealth Quintiles and Using Public Sector Sources of Contraceptives (potentially able/willing to pay for contraceptives)
Demographics of Married Women Using INJECTABLES in Top Two Wealth Quintiles and Using Public Sector Sources of Contraceptives (potentially able/willing to pay for contraceptives)

Demographics of Married Women Who are Non-users and Who Have An Unmet Need (potential market)
Married Women With Unmet Need Who are Non-users: Crosstab Region and National Wealth Quintiles

### Row percentage: "Of all the people that live in Analamanga, 63.99% fall in the highest wealth quintile"

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### Column Percentage: "Of all the people that fall in the "higher" quintile, 53.70% live in Analamanga"

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