Variable labels

In the codebook, variable labels are stored under the 'Variable labels' section, and value labels are stored under the 'Value labels' section. Variables can be linked to value labels using labels under the column 'Response options' in the 'Variable labels' section. For instance, for the variable 'e3_hhld', please refer to 'yndi' in the value labels section for the list of value labels for this variable.

Variables	Variable labels	Study component			Variable Type	Response options	Notes
		Market	Household	Digital			
id	Participant ID, automatically collected				String		
pilot	Indicates which pilot study participant was enrolled in				Categorical	pilot	Created variable
today_fmt	Today's date, automatically recorded				Date		
e0	City				Categorical	city	
e1_market	Market				Categorical	market	
e1_hhld	Locality				Categorical	locality	
e1_digital	Location				String		
e2	Age				Integer		
e3_hhld	Residence ("Do you live in this house?")				Categorical	yndi	
e4	Phone ownership ("Do you own a mobile phone?" for market/hhld, confirmed that participant is using her own mobile phone for digital)				Categorical	yndi	
e5	Has active WhatsApp account				Categorical	yndi	
e6_market	Sexually active				Categorical	yndi	
e6_hhld	Relationship status				Categorical	relationship	
e6_hhld_digital	Relationship status				Categorical	relationship	
e7	Currently pregnant				Categorical	yndi	
e8	Current use of family planning				Categorical	yndi	
e9	Wants any/more children				Categorical	children	
e10	Desired amount of time to wait before having a/another child				Categorical	wait	
lit_1	What is the color of the sun?				Categorical	color	Literacy test
lit_2	Potato				Categorical	yndi	Literacy test, lead-in is "Which of the following are foods?"
lit_3	Tree				Categorical	yndi	Literacy test, lead-in is "Which of the following are foods?"
lit_4	House				Categorical	yndi	Literacy test, lead-in is "Which of the following are foods?"
lit_5	Rice				Categorical	yndi	Literacy test, lead-in is "Which of the following are foods?"
lit_6	Naan				Categorical	yndi	Literacy test, lead-in is "Which of the following are foods?"
lit_7	Which country are you in?				Categorical	country	Literacy test
lit_8	Sheep				Categorical	yndi	Literacy test, lead-in is "Which of the following are animals?"
lit_9	Tree				Categorical	yndi	Literacy test, lead-in is "Which of the following are animals?"
lit_10	House				Categorical	yndi	Literacy test, lead-in is "Which of the following are animals?"
lit_11	Dog				Categorical	yndi	Literacy test, lead-in is "Which of the following are animals?"
lit_12	Grass				Categorical	yndi	Literacy test, lead-in is "Which of the following are animals?"
lit_13	What is the current year?				Integer		
q100	Current relationship status				Categorical	relationship	
q101	Ever attended school				Categorical	yn	
q102	Highest grade completed				Integer		Numbers correspond to grades completed, including post-secondary education (see this reference: https://www.scholaro.com/db/countries/india/education-system). "88" reflects a missing value.
q103	Currently employed				Categorical	yn	
q104	Ever used contraception				Categorical	yn	
q105	How frequently have you discussed contraception with your husband/partner?				Categorical	freq	
q106	How certain are you that you can obtain the method of family planning you want, if you want one?				Integer		Participants asked to respond on a scale of 0-10, with 0 being cannot do at all and 10 being highly certain they can do
q107	Have you ever used a digital application or website (on a mobile phone or computer) to get information on how to avoid pregnancy?				Categorical	yn	
q110	Interested in trying askNivi				Categorical	yn	
q111	FOR DATA COLLECTOR: Did the participant successfully join askNivi?				Categorical	yndi	
q112a	Did not think that she needed askNivi				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
q112b	Did not trust askNivi				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
q112c	Was not comfortable using WhatsApp				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
q112d	Other phone related issues				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
q112e	Other reasons				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
q112f	Refuse to answer				Categorical	yndi	Lead-in question is, q112. Please describe your reason for declining to try askNivi.
language	Interview language				Categorical	language	
fp_dispatcher_launche	Was the FP journey launched in askNivi?				Categorical	yndi	
received_referrals	Was an FP referral received by the participant in askNivi?				Categorical	yndi	
received_physical_referrals	Was a physical referral received by the participant in askNivi (i.e., were they given the name and location of a facility or shop to pick-up the FP method)?				Categorical	yndi	

Value labels

Response options	Values	Value labels
city	1	Bhopal
city	2	Indore
market	1	Market 1
market	2	Market 2
market	3	Market 3
market	4	Market 4
locality	1	Locality 1
locality	2	Locality 2
locality	3	Locality 3
locality	4	Locality 4
locality	5	Locality 5
locality	6	Locality 6
locality	7	Locality 7
locality	8	Locality 8
yndi	1	Yes
yndi	0	No
children	1	Yes, want child/more children
children	2	No, do not want child/more children
children	88	Undecided/don’t know
children	99	No response
wait	1	Less than 2 years
wait	2	2 years or more
wait	88	Undecided/don’t know
wait	99	No response
color	1	Red
color	2	Yellow
color	3	Black
color	4	Grey
color	5	Blue
country	1	Kenya
country	2	India
country	3	Sun
country	4	State
country	5	Pakistan

relationship	0	Not in a relationship
relationship	1	In a relationship, not married
relationship	2	Married
relationship	3	Divorced, separated, or widowed
yn	1	Yes
yn	0	No
yn	99	Refused
language	1	Hindi
language	2	English
pilot	1	Market-based
pilot	2	Household-based
pilot	3	Digital
digital_strategy	1	Bhopal & Indore
digital_strategy	2	Expanded