

**Title of Article:** Socio Economic Variables and Contraceptive Usage: Implications for social Marketing.

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**Abstract:** The study on the fertility behaviour, sexual; negotiation and contraceptive use among married couples was undertaken in Osogbo community of Osun State. It was aimed at examining how reproductive decisions and outcomes are negotiated within sexual unions and also to determine the factors that inhibits discussion of contraception among couples. It was observed that contraceptive use among couples were significantly affected by sex and religion. It was recommended that social marketing strategies should be employed.