

**Table B28: Main Source of Information of Households by Sex of Head and Rural-Urban Distribution**

Main Source of Information	Male Headed			Female Headed			Total		
	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
Radio	1,633,262	361,454	1,994,716	338,527	117,759	456,286	1,971,789	479,213	2,451,002
Television	10,764	13,662	24,426	2,841	4,540	7,381	13,605	18,202	31,807
Print media	9,167	19,562	28,729	2,176	5,899	8,075	11,343	25,461	36,804
Post mail	3,202	2,462	5,664	878	777	1,655	4,080	3,239	7,319
Hand mail	26,983	3,966	30,949	7,049	1,506	8,555	34,032	5,472	39,504
Word of mouth	1,722,982	110,125	1,833,107	624,238	63,386	687,624	2,347,220	173,511	2,520,731
Other	23,030	4,386	27,416	9,970	2,209	12,179	33,000	6,595	39,595
<b>Total</b>	<b>3,429,390</b>	<b>515,617</b>	<b>3,945,007</b>	<b>985,679</b>	<b>196,076</b>	<b>1,181,755</b>	<b>4,415,069</b>	<b>711,693</b>	<b>5,126,762</b>