

Table 1. Percentage of women aged 15–49 who reported media exposure to family planning messages in preceding six months, by media type and number of media sources, Tanzania, 1994 (N=4,225)

Media exposure	%
Any media exposure	54.8
Type of medium	
Radio	48.9
<i>Zinduka!</i>	23.4
Logo campaign	15.6
Newspaper	22.6
Poster	17.6
Leaflet	8.1
Television	4.4
No. of media sources	
1	19.6
2	12.1
3	8.5
4	6.4
5	5.1
6	2.5
7	0.8