

Table 2. Percentage of women aged 15–49 who recalled exposure to media messages about family planning in the preceding six months, by social and demographic characteristics

Characteristic	%
Age*	
15–19	48.0
20–34	61.0
35–49	47.1
Education*	
None	32.4
Some primary	50.1
Completed primary	68.2
≥secondary school	92.7
Residence*	
Urban	81.8
Rural	44.1
Number of surviving children	
0	51.6
1–2	62.3
3–4	57.0
5–6	48.3
≥7	44.6
Partner approves of family planning*	
Yes	72.0
No	46.5
Discussed family planning with partner*	
Yes	75.9
No	47.6
Married	
Yes	55.0
No	54.0
Radio ownership*	
Yes	75.7
No	37.4
Television ownership*	
Yes	94.9
No	54.0

*Differences across category are significant at $p < .001$.