

TABLE 1. Selected social and demographic characteristics of the rural population in the intervention and comparison sites of a behavior change communication campaign evaluation, Bihar and Jharkhand, India, 2001

Characteristic	Bihar		Jharkhand	
	Patna (Intervention)	Sarna (Comparison)	Lohardaga (Intervention)	Gumla (Comparison)
Scheduled caste	19.6	12.2	3.5	5.0
Scheduled tribe	0.7	0.2	60.3	70.2
Literacy (general)	51.4	50.1	39.0	40.5
Literacy (female)	13.8	13.4	27.3	30.8
Working in nonagricultural activity	20.9	22.3	46.1	41.3

Source: Registrar General, India, *Census of India*, New Delhi: Government of India, 2001. Note: Figures are percentages.