

Table A1. Exposure to the Different Forms of Mass Media During the Past Week of the Household Population 10 Years Old and Over by Region, Urban-Rural: November 1994

Region	Total household population 10 years old and over (in thousand)	Proportion of population exposed to different forms of mass media								Proportion not exposed to any of the 8 forms of mass media
		Newspaper	Magazine	Comics	Book	Radio	Television	Video Tape	Movie	
PHILIPPINES	50,392	29.8	14.4	22.7	36.1	80.8	56.7	14.1	7.2	7.3
Urban	25,271	42.7	17.4	23.0	39.0	81.6	74.3	16.3	10.2	4.5
Rural	25,120	16.9	11.5	22.3	33.2	79.9	38.9	11.8	4.2	10.1
National Capital Region (NCR)	6,786	69.1	20.9	24.8	41.2	83.3	91.1	18.9	17.4	1.8
Cordillera Administrative Region (CAR)	938	30.8	18.0	27.2	43.1	74.2	27.8	13.5	6.1	14.1
I. Ilocos	2,849	28.4	13.0	25.2	31.7	80.5	70.7	11.4	4.4	6.2
II. Cagayan Valley	2,012	23.1	22.0	27.9	31.9	86.8	35.2	13.8	4.0	7.5
III. Central Luzon	5,108	37.2	12.2	25.4	32.6	77.0	80.6	7.7	6.8	5.5
IV. Southern Tagalog	6,777	38.3	14.8	26.4	35.6	79.0	64.1	10.4	7.1	5.4
V. Bicol	3,481	20.1	15.8	33.1	38.9	80.3	44.5	18.9	8.3	8.3
VI. Western Visayas	4,542	16.2	15.5	26.6	37.8	85.8	49.1	15.6	4.1	6.2
VII. Central Visayas	3,762	16.4	10.1	12.6	30.0	85.1	41.6	10.9	3.4	8.7
VIII. Eastern Visayas	2,654	16.7	11.9	21.8	32.1	79.1	29.0	20.3	2.1	10.8
IX. Western Mindanao	2,020	20.7	11.1	14.6	36.2	78.1	35.2	13.8	5.6	12.5
X. Northern Mindanao	2,978	13.7	10.7	10.2	40.7	80.3	47.8	14.8	4.9	9.6
XI. Southern Mindanao	3,551	17.1	13.4	18.4	38.3	80.8	50.2	15.4	5.9	8.2
XII. Central Mindanao	1,567	13.7	10.0	16.6	37.8	81.4	46.4	14.9	5.5	9.5
Autonomous Region in Muslim Mindanao (ARMM)	1,368	10.0	9.1	16.1	31.9	67.4	14.0	12.0	10.3	20.5

Details may not add up to total due to rounding

Sources: 1989 (July) and 1994 (November) Functional Literacy, Education and Mass Media Survey (FLEMMS)
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