

Table A2. Percentage Point Change in the 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: July 1989 and November 1994

Region	Total household population 10 years old and over (in thousand)		Exposure to different forms of mass media								Proportion not exposed to any of the 8 forms of mass media
	1994	1989	Newspaper	Magazine	Comics	Book	Radio	Television	Video Tape	Movie	
PHILIPPINES	50,392	42,754	-3.2	-8.0	-15.6	0.3	-1.0	8.7	2.4	-4.6	-0.8
Urban	25,271	16,802	-11.9	-15.4	-18.6	-4.0	-2.9	1.7	0.4	-8.0	1.7
Rural	25,120	25,952	-2.0	-4.3	-14.0	2.0	-0.3	5.8	3.1	-3.2	0.8
National Capital Region (NCR)	6,786	5,711	-9.7	-16.4	-10.9	-4.7	-2.3	-0.3	3.7	-9.3	0.3
Cordillera Administrative Region (CAR)	938	786	5.5	-4.4	-3.5	10.1	-1.7	8.1	7.3	-0.8	-1.0
I. Ilocos	2,849	2,467	0.1	-11.6	-15.4	-4.4	-0.1	4.2	3.0	-2.6	-1.2
II. Cagayan Valley	2,012	1,702	-3.0	-6.8	-16.5	6.1	-0.1	0.6	1.4	-6.9	-0.4
III. Central Luzon	5,108	4,330	-2.6	-7.6	-18.2	-1.2	-2.9	3.4	2.4	-2.0	0.3
IV. Southern Tagalog	6,777	5,558	0.9	-4.6	-19.0	-1.0	0.5	6.8	2.0	-1.5	-0.9
V. Bicol	3,481	2,983	-0.4	-1.1	-16.9	2.4	3.2	23.5	7.9	-6.6	-3.4
VI. Western Visayas	4,542	3,916	-3.0	-4.3	-13.7	3.9	0.9	10.4	7.9	-3.9	-2.2
VII. Central Visayas	3,762	3,305	-1.3	-6.0	-9.9	5.6	2.3	9.5	-1.6	-2.5	-3.1
VIII. Eastern Visayas	2,654	2,310	0.8	-5.3	-16.0	-0.6	-0.7	13.2	-0.8	-5.0	-2.3
IX. Western Mindanao *	2,020	2,198	-1.9	-5.0	-11.4	1.4	-4.6	8.4	1.7	-5.8	-0.1
X. Northern Mindanao	2,978	32,497	-6.4	-10.9	-17.7	2.4	2.7	14.2	-0.2	-4.8	-2.0
XI. Southern Mindanao	3,551	3,010	-10.1	-13.1	-23.6	-3.4	-8.6	16.7	-1.1	-7.8	3.2
XII. Central Mindanao *	1,567	1,982	-8.5	-10.3	-20.7	0.7	-4.5	9.2	5.8	3.0	0.8

Details may not add up to total due to rounding

* Includes Sulu and Tawi-Tawi

* Includes Lanao del Sur and Maguindanao

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