

TABLE M4. PERCENT OF THE HOUSEHOLD POPULATION 10 YEARS OLD AND OVER BY KIND OF MEDIUM MOST RELIED ON FOR INFORMATION ON CURRENT EVENTS/ISSUES BY REGION, URBAN-RURAL: NOVEMBER 1994

| REGION AND AREA CLASSIFICATION | HOUSEHOLD POPN. 10 YEARS AND OVER (IN 1,000) | KIND OF MEDIUM MOST RELIED ON FOR INFORMATION ON CURRENT EVENTS/ISSUES | | | | | | |
|--------------------------------------|--|--|-------|-------|----------|--------|------------|--------------|
| | | NEWSPAPER | TV | RADIO | MAGAZINE | OTHERS | DON'T KNOW | NOT REPORTED |
| PHILIPPINES | 50,392 | 9.17 | 36.37 | 46.16 | 0.17 | 2.13 | 5.99 | 0.02 |
| URBAN | 25,271 | 12.23 | 50.87 | 31.64 | 0.15 | 1.00 | 4.08 | 0.03 |
| RURAL | 25,120 | 6.10 | 21.79 | 60.76 | 0.19 | 3.26 | 7.90 | - |
| NATIONAL CAPITAL REGION . . | 6,786 | 18.08 | 67.93 | 11.50 | 0.12 | 0.47 | 1.89 | 0.02 |
| CORDILLERA ADMINISTRATIVE REGION | | | | | | | | |
| URBAN | 938 | 9.54 | 16.26 | 49.88 | 1.31 | 7.98 | 15.03 | - |
| RURAL | 282 | 13.02 | 32.38 | 38.29 | 0.49 | 1.22 | 14.59 | - |
| RURAL | 655 | 8.04 | 9.32 | 54.88 | 1.66 | 10.89 | 15.22 | - |
| REGION I - ILOCOS | 2,849 | 9.07 | 42.34 | 38.63 | 0.24 | 1.43 | 8.17 | 0.12 |
| URBAN | 1,107 | 7.70 | 52.43 | 30.64 | 0.12 | 1.97 | 6.82 | 0.31 |
| RURAL | 1,741 | 9.95 | 35.92 | 43.71 | 0.31 | 1.09 | 9.02 | - |
| REGION II - CAGAYAN | 2,012 | 14.02 | 15.85 | 60.01 | 0.03 | 2.15 | 7.95 | - |
| URBAN | 497 | 21.28 | 21.71 | 49.81 | 0.08 | 1.87 | 5.25 | - |
| RURAL | 1,515 | 11.63 | 13.92 | 63.36 | 0.01 | 2.25 | 8.83 | - |
| REGION III - CENTRAL LUZON | 5,108 | 11.04 | 55.50 | 26.85 | 0.12 | 1.03 | 5.45 | - |
| URBAN | 2,996 | 13.26 | 59.67 | 22.07 | 0.04 | 0.38 | 4.57 | - |
| RURAL | 2,112 | 7.89 | 49.59 | 33.63 | 0.24 | 1.96 | 6.69 | - |
| REGION IV - SOUTHERN TAGALOG | 6,777 | 8.31 | 46.97 | 38.73 | 0.10 | 1.68 | 4.22 | - |
| URBAN | 3,543 | 10.34 | 60.05 | 26.28 | 0.07 | 0.72 | 2.55 | - |
| RURAL | 3,234 | 6.10 | 32.64 | 52.37 | 0.12 | 2.73 | 6.05 | - |

| | | | | | | | | |
|-------------------------------|-------|-------|-------|-------|------|------|-------|------|
| REGION V - BICOL | 3,481 | 4.25 | 22.43 | 63.77 | 0.11 | 4.72 | 4.72 | - |
| URBAN | 1,122 | 4.74 | 36.11 | 52.79 | 0.15 | 1.95 | 4.25 | - |
| RURAL | 2,359 | 4.02 | 15.93 | 69.00 | 0.08 | 6.04 | 4.94 | - |
| REGION VI - WESTERN VISAYAS | 4,542 | 5.40 | 20.61 | 67.34 | 0.07 | 2.89 | 3.70 | - |
| URBAN | 1,753 | 8.09 | 31.36 | 55.12 | 0.15 | 1.02 | 4.26 | - |
| RURAL | 2,789 | 3.70 | 13.85 | 75.02 | 0.02 | 4.05 | 3.35 | - |
| REGION VII - CENTRAL VISAYAS | 3,762 | 8.04 | 21.85 | 62.65 | 0.23 | 1.32 | 5.83 | 0.08 |
| URBAN | 1,731 | 12.28 | 32.80 | 47.02 | 0.34 | 1.19 | 6.21 | 0.17 |
| RURAL | 2,031 | 4.42 | 12.52 | 75.97 | 0.14 | 1.43 | 5.51 | - |
| REGION VIII - EASTERN VISAYAS | 2,654 | 5.75 | 16.17 | 67.00 | 0.29 | 1.97 | 8.81 | - |
| URBAN | 798 | 10.32 | 29.70 | 51.88 | 0.46 | 1.60 | 6.05 | - |
| RURAL | 1,856 | 3.79 | 10.35 | 73.51 | 0.21 | 2.13 | 10.00 | - |
| REGION IX - WESTERN MINDANAO | 2,020 | 7.15 | 23.39 | 54.13 | 0.18 | 1.95 | 13.19 | - |
| URBAN | 717 | 12.96 | 41.66 | 39.16 | 0.51 | 0.91 | 4.80 | - |
| RURAL | 1,303 | 3.95 | 13.33 | 62.37 | | 2.53 | 17.82 | - |
| REGION X - NORTHERN MINDANAO | 2,978 | 5.44 | 29.53 | 58.03 | 0.08 | 1.66 | 5.26 | - |
| URBAN | 1,348 | 6.88 | 37.83 | 49.58 | 0.13 | 1.09 | 4.49 | - |
| RURAL | 1,630 | 4.25 | 22.66 | 65.02 | 0.03 | 2.13 | 5.90 | - |
| REGION XI - SOUTHERN MINDANAO | 3,551 | 7.96 | 34.49 | 49.65 | 0.17 | 1.48 | 6.25 | - |
| URBAN | 1,699 | 8.02 | 47.59 | 40.50 | 0.08 | 0.60 | 3.21 | - |
| RURAL | 1,852 | 7.90 | 22.47 | 58.05 | 0.25 | 2.29 | 9.04 | - |
| REGION XII - CENTRAL MINDANAO | 1,567 | 5.20 | 24.04 | 58.61 | 0.31 | 2.74 | 9.10 | - |
| URBAN | 553 | 7.69 | 27.05 | 55.01 | 0.36 | 3.51 | 6.38 | - |
| RURAL | 1,015 | 3.85 | 22.41 | 60.57 | 0.28 | 2.32 | 10.59 | - |

| | | | | | | | | |
|---|-------|------|------|-------|------|-------|-------|---|
| AUTONOMOUS REGION OF MUSLIM MINDANAO | 1,368 | 8.68 | 7.53 | 57.84 | 0.35 | 9.75 | 15.85 | - |
| URBAN | 339 | 5.22 | 6.88 | 59.34 | | 7.88 | 20.68 | - |
| RURAL | 1,028 | 9.83 | 7.75 | 57.34 | 0.47 | 10.36 | 14.25 | - |

* - LESS THAN 1,000

SOURCE: NSO-DECS

1994 Functional Literacy, Education and Mass Media (FLEMMS)