| Background Characteristics | | Communication campaign | Community leaders | Friends famiy | government | healthcare providers | internet | other information | print media | radio | religious leaders | social media | tv | total |
| --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- | --- |
| Sex |  | |  |  |  |  |  |  |  |  |  |  |  |  |
| female | 9.3 | | 15.0 | 2.6 | 1.6 | 31.6 | 1.1 | 2.8 | 0.9 | 16.8 | 8.5 | 7.3 | 32 | 1,252 |
| male | 10.4 | | 14.7 | 4.9 | 3.6 | 24.5 | 2.4 | 1.7 | 1.3 | 16.2 | 9.0 | 8.3 | 14 | 469 |
| Age Group |  | |  |  |  |  |  |  |  |  |  |  |  |  |
| 18-30 | 9.2 | | 14.5 | 2.9 | 2.5 | 28.6 | 1.2 | 3.9 | 1.0 | 18.5 | 7.0 | 8.2 | 15 | 588 |
| 31-50 | 9.9 | | 14.4 | 3.2 | 1.9 | 28.5 | 1.9 | 2.2 | 0.8 | 16.7 | 9.1 | 8.5 | 22 | 755 |
| >50 | 9.8 | | 16.7 | 4.0 | 2.1 | 33.6 | 1.1 | 0.8 | 1.3 | 13.5 | 10.1 | 4.8 | 9 | 378 |
| Educatiom |  | |  |  |  |  |  |  |  |  |  |  |  |  |
| none | 7.8 | | 21.6 | 2.8 | 2.3 | 34.9 | 0.9 | 0.9 | 0.5 | 11.5 | 11.5 | 5.0 | 1 | 218 |
| primary | 10.5 | | 14.8 | 3.3 | 2.0 | 30.6 | 0.8 | 2.4 | 0.8 | 17.9 | 8.0 | 6.6 | 24 | 1,057 |
| secondary | 8.5 | | 12.5 | 3.5 | 1.8 | 26.0 | 3.2 | 3.5 | 1.5 | 16.5 | 8.8 | 10.0 | 17 | 400 |
| tertiary | 8.7 | | 6.5 | 2.2 | 8.7 | 15.2 | 4.3 | 4.3 | 2.2 | 13.0 | 6.5 | 19.6 | 4 | 46 |
| Religion |  | |  |  |  |  |  |  |  |  |  |  |  |  |
| Christianity | 10.5 | | 14.5 | 3.3 | 2.1 | 29.1 | 1.5 | 2.5 | 1.2 | 16.8 | 8.8 | 7.2 | 33 | 1,288 |
| Muslim | 6.49 | | 15.58 | 3.64 | 2.60 | 31.69 | 1.56 | 2.34 | 0.00 | 16.10 | 7.79 | 8.83 | 13 | 385 |
| Other | 12.50 | | 20.83 | 0.00 | 0.00 | 27.08 | 0.00 | 4.17 | 4.17 | 16.67 | 8.33 | 6.25 | 0 | 43 |
| n: 795 | | | | | | | | | | | | | | |