

**Table 2.10 Exposure to mass media**

Percent distribution of women who usually read a newspaper once a week, watch television once a week, or listen to a radio daily, by background characteristics, Philippines 1998

Background characteristic	No mass media	Read newspaper weekly	Watch television weekly	Listen to radio daily	All three media	Number of women
<b>Age</b>						
15-19	2.9	70.8	85.8	83.1	57.0	2,924
20-24	3.5	69.0	82.4	81.8	54.1	2,299
25-29	4.5	63.2	78.7	80.0	47.5	2,209
30-34	6.0	58.2	78.8	76.8	43.4	2,058
35-39	6.9	57.5	75.5	77.5	43.4	1,842
40-44	6.3	58.5	76.5	76.9	45.0	1,480
45-49	6.6	53.9	74.2	76.9	40.1	1,170
<b>Residence</b>						
Urban	1.9	72.9	91.6	80.3	58.9	7,911
Rural	8.9	50.1	64.3	78.5	35.0	6,072
<b>Region</b>						
Metro Manila	0.7	82.1	95.8	78.9	66.0	2,818
Cordillera Admin.	15.4	49.9	50.1	74.0	32.8	207
Ilocos	2.8	70.7	86.5	91.8	65.0	689
Cagayan Valley	7.4	59.1	64.3	79.4	39.3	474
C. Luzon	1.2	66.9	92.9	80.5	53.3	1,414
S. Tagalog	3.0	67.2	84.6	80.2	52.4	1,917
Bicol	8.1	45.0	60.1	79.5	29.0	703
W. Visayas	2.3	69.3	82.3	86.1	54.9	1,045
C. Visayas	5.6	49.4	71.7	78.1	34.5	1,093
E. Visayas	7.3	49.5	65.8	79.1	36.0	553
W. Mindanao	13.8	52.2	58.1	79.7	38.2	530
N. Mindanao	10.8	43.9	67.6	73.6	31.8	482
S. Mindanao	4.2	50.8	83.0	74.9	37.4	925
C. Mindanao	4.0	63.8	77.7	84.0	49.7	425
ARMM	31.5	34.4	28.4	60.6	18.0	385
Caraga	5.9	53.8	75.8	78.7	40.4	323
<b>Education</b>						
No education	42.6	2.6	20.1	53.6	1.8	217
Elementary	10.4	39.1	61.7	73.3	25.1	3,664
High school	2.9	64.9	84.3	81.2	50.5	5,916
College or higher	1.0	84.4	92.2	84.0	68.8	4,186
<b>Total</b>	<b>4.9</b>	<b>63.0</b>	<b>79.8</b>	<b>79.6</b>	<b>48.5</b>	<b>13,983</b>