Table 2 Selected sociodemographic parameters, 1996 and 2004				
Variable	1996 (n = 1504)	2004 (n = 3200)		P for 90% CI
	%	No.	%	
Education				
Attended school	97.8	3073	96.0	0.0008
Primary school only	11.6	343	10.7	NS
Low education	14.0		14.7	NS
Cannot read	6.3	277	7.1	NS
Married	44.2	760	23.8	> 0.0001
Mobility[a]	5.3		1.3	> 0.0001
Sexually active	63.8		66.8	0.0222
Media daily use				
TV	88.2	3124	97.6	> 0.0001
Radio	63.8	1355	42.3	> 0.0001
Magazines	27.3	594	18.6[b]	> 0.0001
Health reports				
Read	49.1	996[c]	33.5	> 0.0001
Listen to	41.8	796[d]	31.3	> 0.0001
Watch	56.9	1700[e]	54.4	0.0668
Best source of health information	79.3		54.4	
Television	39.1	1075	33.6	> 0.0001
Newspaper	27.8	522	16.3	> 0.0001
Radio	12.4	144	4.5	> 0.0001
Married < 20 years				
Females	44.2	272[f]	35.6	–
Males	9.6	45[g]	5.0	–

[a]People living ≤ 1 year in the community; [b]20% of literate; [c]n = 2973 newspaper/magazine readers; [d]n = 2543 radio listeners; [e]n = 3124 viewers; [f]n = 764; [g]n = 901. CI = confidence interval; NS = not significant.