



Bhutan

Media Impact Study

2008

DEPARTMENT OF INFORMATION AND MEDIA
Ministry of Information and Communications
Royal Government of Bhutan

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Foreword

In this new era – the age of information – Bhutanese society is being transformed by the media. The traditional and new media have become indispensable for modern living and they continue to influence the way we live, learn, work and relate to each other.

Given Bhutan's mountainous terrain and sparsely scattered population, with limited infrastructure and difficult communications, the converged ICT and media culture has become an important agent for social, cultural, and economic development as well as political evolution.

Synonymous with the country's phenomenal development achievements, we have seen a rapid increase in the number of print, audio, and visual media and entertainment companies. The Internet has enabled Bhutan to join the global village and the launching of the cellular mobile phone has revolutionised both internal and external communications.

Yet we face foreboding challenges. Computer and media literacy is low, rendering our population vulnerable to the discrepancies of the digital age and susceptible to the powerful force of the global media. **Rather than being critical consumers of the media, we are at risk of being consumed by the media.**

At this stage of development and progress, Bhutan must have comprehensive legislation, policies, and regulations for the healthy growth of the media. These must be drawn from a clear understanding of the roles and responsibilities as well as the impact of the media.

The Ministry of Information and Communications commissioned a Media Impact Study in 2003 to analyse the impact of media on Bhutanese society. This seminal work formed a basis for policies to nurture professional media and to enable the media to play a constructive role in Bhutan's overall development. The Media Impact Study 2008 is a follow up to update and re-assess the impact of media and the response to the small explosion of media growth. The in-depth findings of the study will be extremely valuable for policy makers, bureaucrats, parents and teachers, media professionals, and the youth of Bhutan.

This study was carried out in collaboration with M/s MediaComm Consult, under the UNDP's financial assistance. The study aims to help the stakeholders to understand the role of media in bringing about rapid changes in the social, political, economic, and cultural traditions of Bhutan. It will enhance the capability of the royal government to take the nation towards the path of equity and justice in achieving the noble aim of Gross National Happiness.



(NANDALAL RAI)
Minister

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Information and communication indicators

Media Impact Study 2008, Bhutan

Media	2003 Nos.	2008 Nos.	Source/remarks
Radio sets	37,000 (1997)	88,000	BBS 2006 audience survey
Televisions	35,000	47,125	NSB, BLSS 2007
Cable TV operators	33	52	MoIC
Cable subscribers	15,000 estimate	30,000	MoIC
DTH TV	-	About 2,000	Estimate from Cable Operators' Association
Internet			
Computers nationwide	About 8,000 – 10,000	13,500	2003 – DIT/Bhutan Telecom 2008 - Kezang & Whalley
Internet subscribers	1,900 with an estimated 5,000 users	10,000 users	2003 – Druknet figures 2008 - Kezang & Whalley
Leased lines	26	168	Estimates
Internet cafes	12	53	Trade dept. data
IT companies	16	20	DIT, MoIC
IT training institutes	18	18	DIT, MoIC
Newspaper/ Publications			
Contemporary books and publications by Bhutanese	207	1,181	2008- Centre for Bhutan Studies (1999-2008)
Film and Music			
Cinemas	8	8 + 2 video halls	Source: Ministry of Economic Affairs
No.of Bhutanese films produced to date		116	MPA= Motion Picture Association
Audio – Visual production companies	42	82 registered members with MPA. 96 registered companies with the MoEA	MPA and the Ministry of Economic Affairs
Music recording companies	-	14 registered members	MPA
Telephones			
Mobile users			
		250,000	Bhutan Telecom and Tashi Cell
Telephone users	21,600	28,000	Bhutan Telecom
Tele - density	2.9%	42%	Bhutan Telecom
General data			
PCO/STD phone booths		727	Trade Dept. data
Video game parlour	Not available	65	Trade Dept. data
Literacy rate	54%	56 %	NSB, BLSS 2007
Power coverage	35 %	72 %	NSB, BLSS 2007
Population		630,000	NSB, BLSS 2007

MoIC - Ministry of Information and Communications

DIT - Department of Information Technology

NSB – National Statistics Bureau

BLS – Bhutan Living Standards Survey

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Summary

Chapter 1: Introduction

The Media Impact Study 2003 (MIS 2003), conducted five years ago, had produced some thought-provoking results. The media were already very much a part of Bhutan's evolution, more than the Government and society had realised. Just four years after the introduction of television, this powerful medium was shaping the lifestyle and values and perspectives of the people, particularly children. The study pointed out some positive influences, like greater knowledge of the world. It also pointed out numerous problems, including a growing gap within Bhutanese society, particularly between age and income groups.

This study, the Media Impact Study 2008 (MIS 2008), detects some similar trends but the changes are more subtle and more complex. In five years from 2003, the media environment is far more diverse and their impact more protracted. The study looks at the changes in five years, not just to assess the impact of media in the five years, but also to gauge the present developments and future trends.

Traditional and contemporary (new) media are changing the way we work, live, do business, and even our view of life. One of the most significant developments in Bhutan in recent years is the convergence of media and ICT to form a potentially powerful industry. More than a third of the country's population now uses the mobile phone which is becoming a multipurpose tool. Other technologies are coming in and, with them, a variety of new media forms such as international direct dialing, computer games, CD ROMs, new interactive radio, TV and cable channels, online newspapers, and interactive websites.

A survey of the impact of the media, on its own, would be incomplete. So the MIS 2008 analyses them within the framework of national development, apart from studying the present media profiles, trends and impact. The study places media in the Government's Gross National Happiness (GNH) perspective to be consistent with the current development framework. Although the GNH pillars themselves are evolving, the study looks at the impact of media on culture, socio-economic development and good governance, to contribute to the development of information policies and the overall planning process.

The MIS 2008 is presented as a mix of survey analysis and more descriptive perspectives including direct quotes from the media audiences. The analysis is broken down into LITERATURE REVIEW, ACCESS, CONTENT, PEOPLE'S INPUT, CREDIBILITY, COMMERCIALISM, and INFLUENCE.

Objectives of study

In order to understand the pattern of information and media consumption, to analyse the impact of all media, and to facilitate the development of appropriate policies for the effective consumption of information and media services, the MIS 2008 focuses on the following issues:

- The pace of growth and development of media in Bhutan;
- Analysis of media trends and habits;
- Professionalism of Bhutanese media and challenges faced in its development;
- The working environment, pressures, and opportunities for media organisations and professionals;
- The role played by media in the dissemination of Government policies, laws, rules and regulations, and maintaining security in the country;
- Influence of media on men, women, children, family, and community;

- The response of decision-makers to media, exploring the concept of access to information.

These issues are analysed and the recommendations presented in a framework of Gross National Happiness.

Chapter 2: Methodology

The study uses both quantitative and qualitative approaches that include:

- In-depth interviews with policy/decision-makers, local leaders, stakeholders and key informants;
- Population survey that covers all regions of the country (using a similar framework as the MIS 2003);
- 21 focus group discussions with a cross-section of society. These discussions were held in various districts and places across the country;
- Reviews of surveys, studies and writings on media;

The survey covered the following areas:

- Five *Dzongkhags* (districts) representing the East, West, South and the Central regions of Bhutan. The districts include Bumthang, Sarpang, Trashigang, Chukha and Thimphu;
- All the towns in these districts including Phuentsholing town in Chukha *Dzongkhag*;

600 rural and 600 urban households were sampled. There were a total of 1,191 respondents. The survey was reviewed by media professionals as well as survey professionals including the National Statistics Bureau (NSB), and other stakeholders.

FINDINGS

Chapter 3: Access to Media

Policy makers and implementers, media professionals, and Bhutanese society - as consumers and citizens - are dealing with the media that have seen substantive growth in diversity and complexity in the past five years.

Access has greatly improved with more media on the scene but the urban bias remains. Although the rural population has more access today than ever before they are excluded in terms of proportion.

The most significant development is that private radio has a growing following, particularly among the youth. It is a foreign RJ culture that is becoming popular.

The Study compares media availability and overall use of a cross section of international and Bhutanese media. The top five media being used are: BBS radio 60.3%, BBS TV 53.9%, Kuzoo 41.6%, cinema 41.2%, Kuensel 34.7%.

Radio

In terms of age groups, the largest users of radio - BBS and Kuzoo – are between 25-44 years. The majority are farmers including farmers who live in small towns. Listeners to international radio have come down from 33.75% in 2003 to 9% in 2008.

Television

In TV viewing BBS has overtaken international channels, 54% to 30%. This was after BBS launched satellite TV in February, 2006, and the Government installed 172 TV sets in *Gups*' offices in *Geogs* without cable TV services in 2008. For those who get both TV and radio, most preferred TV for news and entertainment. TV channels increased from 1 to 30 with the introduction of international channels and will potentially increase to 200 with the introduction of Direct to Home TV (DTH). DTH is popular for sports and because families wanted the variety.

Mobile

The use of mobile phones has seen dramatic increase with more than 250,000 users, mostly farmers, compared with 28,000 fixed lines. 22.8% of the survey respondents said that they used the mobile for radio, 25% listen to music, 38% for SMS, 23% for photos, 27.5% play games.

Newspapers

Of the media, newspapers are the least popular. Among the respondents, 34.6% read Kuensel, 21.7% Bhutan Times and 20.9% Bhutan Observer.

Bhutan Today was not published when the survey was carried out.

Language

Dzongkha was the most popular language for TV (*Dzongkha* 48.5%, English 10%) and radio (*Dzongkha* 52.2%, English 5.6%). For newspapers, 28% read English and 13.7% read *Dzongkha*.

Internet

8% of the respondents have access to Internet which is used mostly in offices. One person in the sample used Internet on the mobile. The Internet has an estimated 10,000 subscribers.

Books

Of the books produced in Bhutan, most are school textbooks and then books for tourists. 3.4% of the respondents said that read up to about half an hour. More than 47.9% said they could not read. Among those who could read, 17.9% of the sample had access to books and did read, while another 18.2% had access to books but did not read. 63.9% said they had no access to books.

Cinema

41.2 % of the respondents said that they go to the cinema. 43% do not have access to films. 15.6% of the sample said they have access to the cinema but do not go.

Chapter 4: Media Content and Preferences

Media content is known to reflect the nature of a society. The most significant change between 2003 and 2008 was that while, in 2003, regular consumers used media for information, in 2008, they used media for entertainment.

Content

Asked whether they thought media covered important issues, 41.3% said 'frequently'. The higher the income group the more they thought that important issues were covered.

Asked whether people's views were represented in the media, 39.1% of the respondents said that BBS TV carried their views, 38.1% said radio, and 29.1% said that newspapers did.

On development topics – specifically the four GNH pillars – the rural households, more than the urban households, said that media provided enough information. Good governance and culture were seen to be better covered than socio-economic and environment.

Preferences

For news, the respondents said that their main source was BBS radio (49.4%), then BBS TV (37.6%), and Kuensel (27.5%). For entertainment, the main source was Kuzoo FM (35.8%), then international TV (21.7%), and BBS TV (7.7%).

The respondents listen most to Kuzoo - 13.6% listen more than three hours, and then BBS radio – 12.7% listen more than three hours. 40.7% listen to radio for news and 33.8% for entertainment. People listen to BBS for news and Kuzoo for entertainment.

As for the visual media, 5.9% watch more than three hours of BBS TV. 45.8% of the respondents watch TV for news and 44.8% for entertainment. TV serials are very popular, and are watched by 48.5% of women and 41.9% of men.

When it comes to print media, 36% read them for news, 15.2% for religion, 10% for sports, 8.4 % for advertisements, and 7.5% for editorials and opinion.

People's general perspectives on content:

- Youth are portrayed negatively, and gender are stereotyped (drunk males and weak women);
- Culture is being lost fast;
- Some media are becoming tabloid and focus on trivia;
- Media are more 'political' and becoming a 'critic of the nation';
- There should be more rural-urban balance;
- Want more information/coverage on laws - marriage, citizenship, policies, NOC, etc.

For films, the preference is for Bhutanese followed by Hindi and then Western films.

Chapter 5: Credibility of Media

When asked if radio were believable, 31.4% of the respondents said that BBS radio was believable most of the time and 15.4% said Kuzoo FM was believable. The other stations, based only in Thimphu, had negligible responses.

Bhutanese viewers have more trust in BBS TV than the international TV. 29.5% said BBS TV was believable all the time, compared with 7.5% who said international TV was believable.

Bhutanese newspapers enjoy greater credibility than the international print media. Asked which paper was believable, 14.1% said Kuensel, 6.5% said Bhutan Observer and 6.2% said Bhutan Times.

People pay some attention to advertisements in the media, although many say that the advertisements, coming largely from outside Bhutan, are not relevant to Bhutan. 5.8% of the sample said they believe the advertisements "all the time" and 15.4%, "some of the time".

TV is considered more believable because people see pictures. Interviews are seen to be more open.

The BBS weather report lacks credibility.

The newspapers are seen to be bolder. People see biases in media but there is generally a change for the better.

Competition

Emergence of more media has resulted in media expressing greater freedom but made people to question the accuracy, thus affecting the credibility. A focus group discussant said, competition drives them to write “anything that sells”. One criticised media for “attacking” one another. Many note sensationalism and degradation of content.

The civil service pay hike story has raised many questions such as, news leaks by government, reliability of ‘sources’, ethics of journalists, etc.

The educated question the ‘quality’ of media, saying they lack analysis, and have a tendency towards negative stories, stories that cater to baser impulses like crime, bribery and abortion. They say that media have sub-conscious compulsions to make the stories dramatic and suggestive, and use sensational imagery.

People in Phobjikha valley believe everything in the media because consider media as “official”. “Why should the Government lie to us?” But now they are being confused by differing views of media.

Balance

People in the rural areas feel left out. Even the rural stories are mostly about VIPs visits, and not about the people.

Self-censorship is known to exist. While people want independent media, people believe that the Government should have some control and say, particularly in national security and sovereignty.

One criticism: the media ‘watchdogs’ are never catching the ‘big ones’.

Chapter 6: Commercialism and Media

Expenditure

The expenditure on media services is increasing with a proliferation of the media and more services. In a month, 46.6% of the sample spends between Nu.100-300/- on cable TV, 19.6% spends between Nu. 100-300/- on film and 27% spends less than Nu.100/- on newspapers. The most significant spending is on the mobile phone, with 22.3% of the sample spending Nu. 301/- 600/- and 28.7% spending Nu.101-300/-.

Advertising: Bhutanese advertisements are mostly the Government announcements and tenders. There are rural/urban differences to people’s reaction to advertising. The survey suggests that urban households pay more attention to advertising on TV and newspapers. Rural households pay more attention to advertising on radio.

The respondents pay more attention to the local than the international advertisements. When asked how often commercial advertisements made them want to buy or use the products and services, the influences were small.

People’s views on advertising:

- useful information

- there are too many ads on Indian TV (not relevant to Bhutan)
- ads are repetitive and boring
- some suggest to set timing for ads
- instigates fuelling desire “for the time-being”

There are strong commercial pressures on all media. For example, films are catering to the market by emulating *Bollywood*. TV is copying international and regional trends with little localisation.

Chapter 7: Influence of Media

At no time in Bhutan’s history has media been such a strong force than it is now as the print, broadcast, and new media reach more Bhutanese than ever before. These developments have come about as a result of the rapidly changing socio-economic and political situation in Bhutan. The coming of democracy, for example, has mandated freedom of expression, and the media are seen as a vital part of Bhutan’s transition to democracy.

TV is the most powerful influence on a previously closed society. It has spurred the process of globalisation. TV is accelerating the adoption of new ideas and is extending into rural areas. A generation of children is growing up with the TV in the home. Radio has the widest reach and continues to influence the rural population. The print media have become more lively and diverse, and engage the urban and the literate people. They continue to influence policy makers.

A. Culture

The media, an important aspect of culture, are opening up Bhutanese society. They are also giving society a new identity. This section looks at some of visible influences on an evolving culture.

The survey asked people if what they see, hear, and read influence their talking, language, dress, behaviour and thinking. Their responses reflect people’s perceptions of the influence of media, not necessarily the real effects.

Language

In terms of language, most respondents said that BBS radio had the widest influence (33.8%), followed by BBS TV (29.5%), and then Indian TV (22.3%). Most said that the media has promoted *Dzongkha*, particularly since the election debates, and people in Zhemgang, Bumthang and the eastern *Dzongkhags* wanted more languages in media.

A significant development is the emergence of *Dzonglish* (a mixture of English and *Dzongkha*) particularly among the Bhutanese youth. A reaction to this among the conservatives is that the future generation will speak neither English nor *Dzongkha*, well.

The new FM radio stations are using some *Dzonglish*, and promoting a more informal style of speech as well as accents that are influenced by international television and radio.

Dress

The visual media has had the most influence on the sense of dress and general appearance, with advertising influencing make up. Bhutanese fashion follows international trends.

“It’s all about looking good, looking like stars, being slim. It’s more like having a sense of belonging which is vital,” said a recent graduate. The new look is international with the trends seen among the

youth all over Asia. Observers say that it is now difficult to identify some Bhutanese youth apart from other Asians.

The older people said that youth fashion is sensational, promoted by TV and newspapers. “It is not right to show their underpants and breasts in public,” said one Thimphu resident.

Behaviour

The respondents said that there was a growing influence of the media on the behaviour of people, mostly from Bhutanese TV. “My daughter talks back to me like children do in the movies,” said one mother. “She even uses the exact words.”

Thinking/ideas

Less noticeable, the media are known to influence thinking and ideas. Respondents and focus groups believe that the Bhutanese broadcast media had the greatest influence on mass thinking. Newspapers influence the decision makers.

The respondents were of the view that traditional Bhutanese culture is visible on TV (35.9% of respondents), largely attributed to the popularity of Bhutanese TV compared with international channels. 13.9% of the sample said Indian culture was the next most common followed by Western culture. We can infer, therefore, that more people watch Indian programmes than international channels.

New culture

Bhutan is adopting a new culture, greatly influenced by the entertainment media. For example, the youth are taken in by the fast-talking radio jockeys who present the image of generally being more open, informal, and approachable. They enjoy sharing their daily concerns on air (e.g. Kuzoo family). They are experimenting with new identities, hiding under anonymity, using nicknames like Virus, Punk, Devil, etc.

Radio is popularising *rigsar* and Western music like rap and hip-hop. A significant development since 2003 is that Hindi music has been replaced by *rigsar* in the public sphere including music played in taxis and buses. *Rigsar* dances are played like a screen saver on domestic cable TV channels that have either no programmes or just play poor quality *rigsar* songs and dance routines.

People generally accept the emerging new culture as a part of change, without thinking about it in depth.

There are a few critics of media influence. This includes new reality TV formats like *Bhutan Star* and programmes copied from Indian and Western TV that play on basic emotions. “If you don’t censor ‘rubbish’ channels, you breed rubbish,” warned a civil servant.

Older people are not happy with the “cut and thrust” interviewing, saying that people feel media is diluting social etiquette. “Our media people don’t show any respect for some of the people they interview, especially the elders.”

Newspapers and radio are seen to be more informative but have smaller audiences.

B. Socio-Economic change

In terms of the impact of media on the GNH pillar, sustainable socio-economic development, the MIS 2008 looks at it in separate sections - SOCIAL CHANGE and ECONOMY - to provide more clarity.

Social change

The most visible trend in the last five years is the demand for entertainment and the media, particularly TV, provides that.

The number of people who said, TV viewing affected the time they have for work and prayers, was higher (64.5%) in MIS 2003 than now - MIS 2008 (16.3%). Today, when people say that TV watching does not disrupt people's time for work and prayers, it is likely that TV is now considered a part of the daily life. Bhutanese have adjusted their lives around TV viewing.

Respondents said that TV viewing is a predominantly family affair (44.4%) compared with those who view alone (9.5%). This has implications on the types of programming that is considered 'permissible' or comfortable to watch as a family. TV serials are popular, with marginally more women than men saying they are likely to watch serials (women - 48.5%, men - 41.9%).

Values

In terms of the deeper values, a significant change is in the concept of beauty. The traditional notion of beauty associated to health and strength is now being replaced by the hour-glass figure for women.

A Kanglung student said that people have become more broad-minded because of the media. For example, male-female friendships in the past was viewed in a narrow sense but are accepted by more people now as friendships.

Children

Children in nearly a quarter (24.2%) of the households sampled watched TV between 1-3 hours a day and 9% said that they watched more than 3 hours day.

Respondents said this affected schoolwork but made children confident and more exposed. Twice as many parents said they let children watch TV to learn than those who said they let children watch to be entertained. In terms of guidance, 25.6% of the households place time limits on children, 9.8% let their children watch TV without limits, and 5.6% let children watch TV only after they have done their homework. As income levels go up there is a growing incidence of placing time limits on children watching TV.

Respondents said that TV influenced children's speech and some children acted like cartoon characters. Some were worried about sexualisation of children in dances, as young children aping older dancers in their dress and movements.

Educationists said they were now realising that media needed to be used much more to educate youth and parents.

Overall there is a lack of content for children, from radio/TV to newspapers. Bhutanese children are dependent on global TV and, when we say our children are growing up on TV, they are being subjected more to the global than Bhutanese culture, and more on adult than children's content.

Economy

Media are important employers and sources of revenue, like the film, music and mobile industries.

There have been more than 1,000 music productions over the years. Today, there are 14 active music production houses and 116 films produced by 82 companies registered with the Motion Picture Association of Bhutan. 18 films were made in 2008 alone.

The mobile has become a popular multi-purpose tool and is the best example of media convergence. It

shows how technology is enabling communication devices to become media for sharing information, engaging in media, as radios and computers, and for SMS voting. The estimated 250,000 mobile phones in Bhutan are used for communications, SMS, listening to the radio and playing games, and is a thriving business.

Advertising

The Government is the main advertiser in an industry that is estimated to be worth Nu. 100 million¹ and can boost healthy media growth with the right policies. All media agree that this important industry is not understood at all and need clear policy guidelines as well as regulations.

C. Governance

The media are helping to construct a new political culture in Bhutan. The GNH responsibility of the media – public service – requires Bhutanese media play an important role in educating Bhutanese society. In terms of good governance, the media must help a democratic culture to evolve by providing the public space for public discourse.

Compared with MIS 2003, when rural Bhutanese said they were completely left out of media, the MIS 2008 respondents said that remote places were covered in the news during the elections but the general impression is that the media is urban-biased. This was a critical message for the media.

The respondents emphasised that media must be independent/free of the influence from the Government, political parties, owners and advertisers. Both GNH and democracy require that the media educate people with right information to help them make the right decisions.

A senior bureaucrat said: “Media are doing a good job by default. Whether media are consciously recognising their responsibility and using a good motivation or not, time will tell.”

E-community

While the e-community’s influence is small, the Internet represents a more democratic media and has become an outlet for expression in Bhutan. People are more open but discourse per se has not improved because people either comment under the cover of anonymity or tend to personalise their comments and, therefore, lose credibility.

Chapter 8: Writing on Media in Bhutan - Literature review

Local discussions on the media in Bhutan tend to revolve around the recognition of Bhutan’s unique situation as a small country and culture in a globalised world.

Many academic papers written about the media in Bhutan place the media in the perspective of a small and vulnerable society transiting into a democracy. They support freedom of speech and information as basic tenets in a democracy but emphasise preservation of the culture and caution against a liberal, unrestrained media policy.

Participants at a conference on Media and Public Culture in 2006 called for discretion and careful judgment in the mass media so that they “support rather than destroy the culture and values of the country” as Bhutan undergoes the process of modernisation.

¹ Kuensel’s advertising income was estimated at about Nu. 45 million in 2008 up from Nu.40 million in 2007, and together with all other newspapers and broadcast stations, the advertising industry could be an estimated Nu. 100 million.

Academics, journalists, and analysts acknowledge the need for an open mass media but advocate for more responsible media. Of particular concern is the impact of media on children and the young, and the increasing advertising that fuels consumerism in society.

Many academics point out the need to find the right balance between liberalisation and media control. They point out to ways in which Bhutan should take advantage of the positive elements of media – public service - rather than being consumed by the market-driven media.

Chapter 9: Public Input and Engagement in Media

The MIS 2003 showed that people were generally unaware that they can be involved with the media. In contrary, the MIS 2008 shows a growing awareness of the people on the possibility and the need to engage and question media.

Limitations

Bhutan was traditionally, a hierarchical society, and the information flowed top-down. Culturally, people generally did not speak up. Public engagement/discourse is now an important element of a democratic culture.

Public engagement was limited among rural people by a lack of confidence. People (rural) are not confident enough to do call-in shows. They feel incapable of questioning media or expressing their views in the media. People generally never questioned authority and nobody wanted to upset the harmony in the community.

The urban population engage more in discourse but only under anonymity on sensitive issues. They do not want to risk being branded negatively, and, therefore, do not want to be identified. Most educated people, being in the civil service, are bound by the Bhutan Civil Service code of conduct and regulations.

Some complain about media editing and re-writing. They do not understand the need for editing.

There is limited understanding of freedom of expression, the responsibility, and issues like defamation.

Both media and public are immature in public discourse and do not know the rules of “live” programmes (flirting on air, defamation, etc).

The Internet has helped to create and strengthen the public space for ideas, issues and feedback. But online forums are generally petty and personalised.

New trends

The Bhutanese public is no longer a passive recipient but beginning to engage in media.

Internet was more vibrant during the elections and now there is an increase in blogging and social networking. A frequent online user said: “We have this culture of not expressing what we are thinking of about people, especially on things that are done wrongly by the Government. Internet gives us a way to do it.”

Radio call-ins are very popular among the young urban population. Public on radio are bolder, more open and less formal. “For once they can be somebody that everyone listens to on the radio,” said a radio jockey.

Chat culture – an oral society lends itself to radio and other spoken forms of media. Public space is

becoming a social space. They like to talk informally, in mixed languages. BBS is considered more “decent” but is criticised for reading news more like scriptures.

The mobile is engaging the public, for example, SMS for voting.

Chapter 10: Views of Media Professionals

For media professionals, 2008 was a demanding and exciting year. Democratisation had officially freed news media and opened up discourse.

Apart from some issues like national security and royal family, media are reporting openly on the Government and corruption. Newspapers, particularly, are more critical and playing a stronger watchdog role.

Media are also coming under more criticism, for everything from factual errors to biases to sensationalism. Journalists are sometimes behaving like activists and sometimes doing PR. The term, lowest common denominator, has cropped up in Bhutan, referring to overt commercialism.

This has instigated more discussion among media professionals making them ponder the role of media in a changing society. Media are questioning themselves. Editors, particularly, feel the need to strengthen professionalism in the media, for most journalists are young and inexperienced. They are worried that media might be the weak link in a new system.

Leaders are more accessible but journalists are somewhat intimidated by the enormity of political reporting. They are caught up in tensions of a small society.

There are common complaints from all media. Access to the Government and bureaucracy is difficult. For example information focal persons hinder the flow of information. Right to information has been delayed. Bureaucrats mistrust journalists. News-makers react emotionally/personally. There is a lack of media awareness.

Some feel that, with more newspapers, their impact is being dissipated. The Government is reacting less to stories.

Media are also concerned about survival, with the most important source of funds, advertising, being controlled by unclear policies.

Chapter 11: Recommendations

The MIS 2003 showed that Bhutanese people were looking mostly for **information** from the media. The MIS 2008 shows that the Bhutanese people are looking mostly for **entertainment**. As the media become viable businesses and the market share becomes more important in a competitive environment, are the Bhutanese media just following international trends? Are media agencies beginning to view their audience – readers, listeners, and viewers - more as consumers than as citizens?

The MIS 2008 also shows that there is growing engagement of citizens in the media but that there is a long way to go. It is a trend that needs to be encouraged.

As proposed, the MIS 2008 is analysed in a GNH perspective to be in tune with the Government policy. GNH requires that the Bhutanese media emphasise public service, not commercialism. It is important to note that media trends show otherwise.

This last chapter lists recommendations to the Government, media, the private sector and decision-makers. They are presented in the same sequence as the chapter on the influence of media:

- Culture
- Social
- Economy
- Governance
 - convergence
 - regulations
 - access
 - media literacy
 - what media must do

Conclusion

The biggest change in the past five years is that, while the Bhutanese media was a source of education and information in the past, they are now critical players in the political process of an emerging democracy. The media are not just watchdogs of society, but they are the changing society themselves. Media are constructing new realities and values.

When we accept this growing responsibility of the media, we must accept that there is much to be done to develop the Bhutanese media both in terms of professionalism and capacity. This study provides the insights that will provide the basis for policy decisions to ensure that media will strengthen Bhutanese society and the national identity because this goal has not changed.

The MIS 2008 emphasises the need to focus on access and content, and on viewing the Bhutanese media as a commercial entity even as they shape Bhutanese culture. Access to media resources is uneven nationwide. Access must be fair to rural Bhutan and not be urban centric. Content must be more Bhutanese and not just imported ideas. The media must be recognised as a viable industry that has a strong impact on society. The media have a critical role to strengthen and create dialogues that will contribute to the quality of life and the character of the Bhutanese society.

Bhutan's media must play a very significant, indeed a central, role in the development of Bhutan. It must place national interests and priorities before all other interests. The media must educate the population about Bhutan and the world in which Bhutan exists. On their mandate to inform, educate and entertain, the current trends need to be reversed because entertainment is overwhelming information and education. Bhutanese media must explain the global economic and political issues to the people and transmit the real values of Gross National Happiness so that these values become a part of the Bhutanese consciousness.

Chapter 1

INTRODUCTION

The Media Impact Study (MIS) 2003 conducted five years ago had produced some thought-provoking results. The media were already very much a part of Bhutan's evolution, more than the Government and society had realised. Just four years after the introduction of television, this powerful medium was shaping the lifestyle and values and perspectives of the people, particularly children. The study pointed out some positive influences, like greater knowledge of the world. It also revealed numerous problems, including a growing gap within Bhutanese society, particularly between age and income groups.

The Media Impact Study 2008 (MIS 2008) detects some similar trends but the changes are more subtle and more complex. In five years, the media environment has become far more diverse and their impact more protracted. The MIS 2008 looks at the changes in five years not just to assess media impact in the five years but to gauge present developments and future trends.

The traditional and new media are changing the way we work, live, do business, and even our views of life. The media is culture. In the modern world, the media creates the culture and the culture informs the media. The media as described in this study are the real way in which culture, with the exception of *tsechus* and festivals for e.g., is conveyed from generation to generation and also serves as a communal experience.

One of the most significant developments in Bhutan in recent years is the convergence of media and ICT into a potentially powerful industry. More than a third of the population now uses the mobile phone which is becoming a multipurpose tool. Other technologies are coming in and, with them, a variety of new media forms, such as international direct dialling, computer games, CD ROMs, new interactive radio, TV and cable channels, online newspapers and interactive websites.

Apart from studying the present media profiles, trends and impact, MIS 2008 analyses them within the framework of national development. The study places media in the Government's GNH perspective to be consistent with the current national development framework. Although GNH itself is yet to be better understood, the Government's perspective here means the four pillars that form the broad categories of the Government development plans. The study, therefore, looks at media impact on culture, socio-economic development, and good governance to contribute to the development of information policies and the overall planning process.

Global media

The experience of the global media is useful as an example of what we can learn and, equally important, what we should avoid. This is an important issue because the Bhutanese media face criticism that they are just aping the global media instead of drawing lessons from them. Critics of western imperialism claim that the trend is now media imperialism with western content, style and form dominates the rest of the world. We also see the rise of new media capitals in Asia which are shifting the balance of the global entertainment industry from Hollywood to newer centres in the region. India, South Korea and China are beginning to re-order global flows of information. We, therefore, need to think about what Bhutanese media should be like, and what kind of content and style are suitable for a country like Bhutan without succumbing to media imperialism.

The world has learnt that media ownership is being monopolised by commercial giants, many of

whom are non-journalistic corporations, at the cost of good journalism. Entertainment has superseded journalism. The media are also accused of serving only the metropolitan centres and neglecting the smaller and rural audiences.

Asian media are generally aping western media - films, serials, dramas, talk shows and music programmes - and Bhutan is showing the same trends. Bhutan is getting an increasing inflow of media from India, and this can escalate with the introduction of DTH. The template is global but the content is in the local language and produced locally.

Media in a GNH environment

Acknowledging that the foreign media “invasion” cannot be stopped, the only solution to this globalisation of the media is ‘glocalisation’¹, meaning that local cultures (societies, communities and countries) produce their own content. But content is expensive and media policies unclear, and the Bhutanese media are largely following the global template. Children’s programming is of particular worry because we are dependent on ready-made content that is too often profit driven and portrays unhealthy values. More importantly, they come from sources other than Bhutan and reflect different cultural values and experiences. The popularity of international channels is having a major impact on the minds of children in all developing countries. This raises the question: “What are Bhutanese children growing up on?” Is TV a medium that is ‘deculturalising’ our children? Many small countries have faced the same dilemma and Bhutan is now going through the same tussle with the rapid inflow of cultural programming without responding adequately with our own programming.

Just as media reflect society, it is the Bhutanese society that determines, to an extent, the type of media we have. The role of the media, in the GNH context, translates as public service. In Bhutan, the land in pursuit of Gross National Happiness, public service should be a responsibility for all media, public or private owned. Public service means providing the space for public discourse and by initiating healthy discourse.

The Constitution of Bhutan guarantees “freedom of speech, opinion, and expression” and the “right to information” to the people. In response to the broad Constitutional changes the Government has adopted the Bhutan Information, Communications and Media Act 2006 (Bhutan ICM Act 2006), drafted media regulations and a code of ethics. Codes for advertising and content for the broadcast and print media are being finalised. While the Ministry of Information and Communications (MoIC) is responsible for policy and overall media development, BICMA (Bhutan Information, Communications and Media Authority) was established to enforce media regulations.

It is the responsibility of the Government and the media to deliver these rights that are granted to the people by the Constitution. MIS 2008 comes at a time when all sections of Bhutanese society are trying to understand their roles in times of rapid change. Media professionals feel the growing pressure today, seeking credibility. For the Government, it is a learning process directing media growth. The audience should be equally demanding in terms of professional media services. The analysis of impact of media on society is a critical input for this understanding.

MIS 2008 presents the impact of media from extended surveys, focus group discussions, interviews with professionals and literature on the media. The study looks at how much time people devote to

1 ‘Glocalisation’ is a term popularised by English sociologist, Roland Robertson. It is a combination of the words globalisation and localisation.

different media. What content do people receive, prefer, ignore or dislike? What are the social conditions under which people consume different kinds of media content? What kind of impact and influence do media have on people? How much media coverage there is on GNH? What is the level of civic engagement?

MIS 2008 is presented as a mix of survey analysis and more descriptive perspectives including direct quotes from the media audiences. The analysis is broken down into LITERATURE REVIEW, ACCESS, CONTENT, PEOPLE'S INPUT, CREDIBILITY, COMMERCIALISM and INFLUENCE. The chapter on INFLUENCE is presented in the GNH format to make it easier to be translated into policy.

Thus MIS 2008 will provide a clear foundation for the development of legislation, policy, regulations, and professional standards for the Ministry of Information and Communications, and for media professionals. This is important at a time when the media are, wittingly and inadvertently, shaping the lives of the Bhutanese population.

Chapter 2

METHODOLOGY

Coverage

The survey covered four *Dzongkhags* (Districts) representing one each from the East, West, South and the Central regions. Phuentsholing town under Chukha Dzongkhag was included in this survey. A total of 1191 households were interviewed out of 1200 selected sample households.

Questionnaire

This survey was based on the MIS 2003 survey questionnaire and refined after several rounds of discussions and revisions. The questionnaire was presented to a cross-section of stakeholders and reviewed by the National Statistics Bureau, Professors and educationists from the Stanford University, Sherubtse College and the Paro College of Education (both colleges were partners in conducting the enumeration). The questionnaire (see Annexe 1) comprises 11 sections namely:

- A. Demographics
- B. General Media
- C. Media Coverage
- D. Media Use
- E. Media Credibility and Influence
- F. Radio Specifics
- G. Television Specifics
- H. Mobile Use Specifics
- I. Print Media Specifics
- J. Film Specifics
- K. Internet Use Specifics

Sample design

The sampling frame was developed on the basis of the Population and Housing Census 2005. The primary and secondary sampling units were **Blocks** for urban (towns) areas and **Geogs** for rural areas and households respectively. The Primary Sampling Unit (PSU) is blocks for urban and *geogs* for rural. Households form the Secondary Sampling Unit (SSU) for both urban and rural areas, selected randomly with the circular systematic sampling method.

The National Statistics Bureau reviewed the sampling design and approved the final survey. To get a comparison with the MIS 2003, it was agreed that the survey be conducted in the same districts. The sample targeted a balance of urban and rural areas since media use was more diversified in urban areas and rural areas are relatively more homogenous.

Sample size and allocation

Ten blocks were selected from a national total of 281 blocks. Five urban towns and two *geogs* each were selected from four *dzongkhags*.

Table 2.1 : Distribution of the sample

Type of area	Total	Sample	
	Total number of blocks/geogs	Blocks/geogs	Households
Urban	281	10	600
Rural	203	8	600
Total	-		1200

Table 2.2: Distribution of Sampled Blocks/Geogs and households under each Dzongkhag

Name of <i>Dzongkhag</i>	Urban		Rural		Total
	No. of sampled blocks	No. of sampled households	No. of sampled <i>geogs</i>	No. of sampled households	Total sampled households
Bumthang	2	120	2	150	270
Sarpang	2	120	2	150	270
Thimphu	2	120	2	150	270
Trashigang	2	120	2	150	270
Chukha*	2	120			120
Total	10	600	8	600	1200

* Note: Chukha - only Phuentsholing town was sampled in Chukha Dzongkhag to follow the same sampling frame as the MIS 2003. Phuentsholing was selected as it is a border town that has been able to receive media from India even before TV was introduced.

Survey teams

The survey component of the study was carried out in partnership with the Bhutan Centre for Media and Democracy and two academic institutions: the Sherubtse College in Kanglung and the Paro College of Education. We sought this partnership to build the technological capability of the institutions in media through training the supervisors and students in media research. More importantly, the staff and students were able to acquire exposure to the media trends in our society. Two training workshops that included an introduction to media development in Bhutan were held in both institutions.

Method of data collection

The direct interview method was used to collect the data. We recruited 25 enumerators and four supervisors from Sherubtse College and Paro College of Education.

Non-response rate

The non-response rate for this survey is 0.75% out of 1,200 selected sampled households. Nine households registered a non-response as the house was either locked or the head of the household was absent.

Data processing

The data entry was done in Microsoft Office Excel and later exported to SPSS for further processing and to generate the report.

Demographic Characteristics for the MIS 2008

Age-sex distribution of the sample population

Figure 2.1 Survey sample by gender

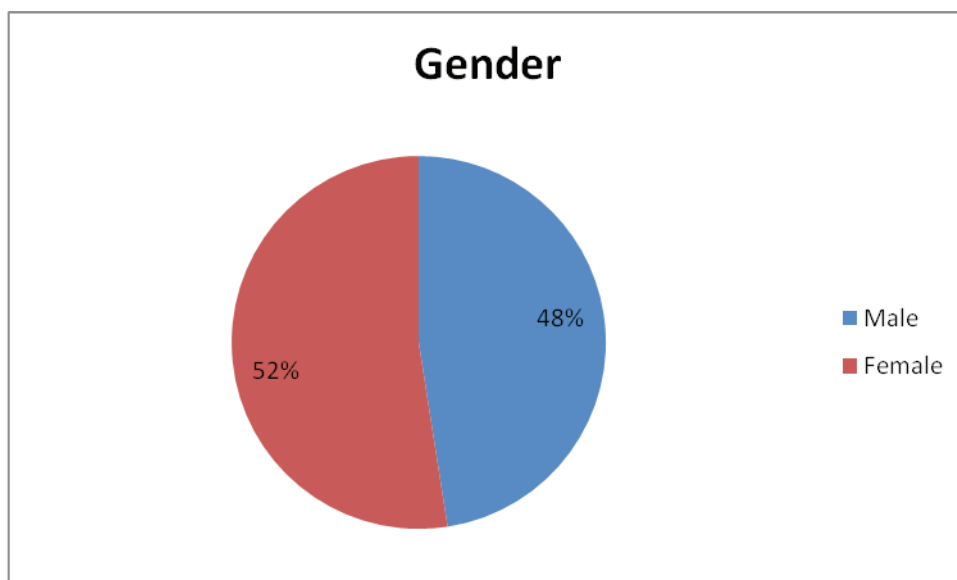
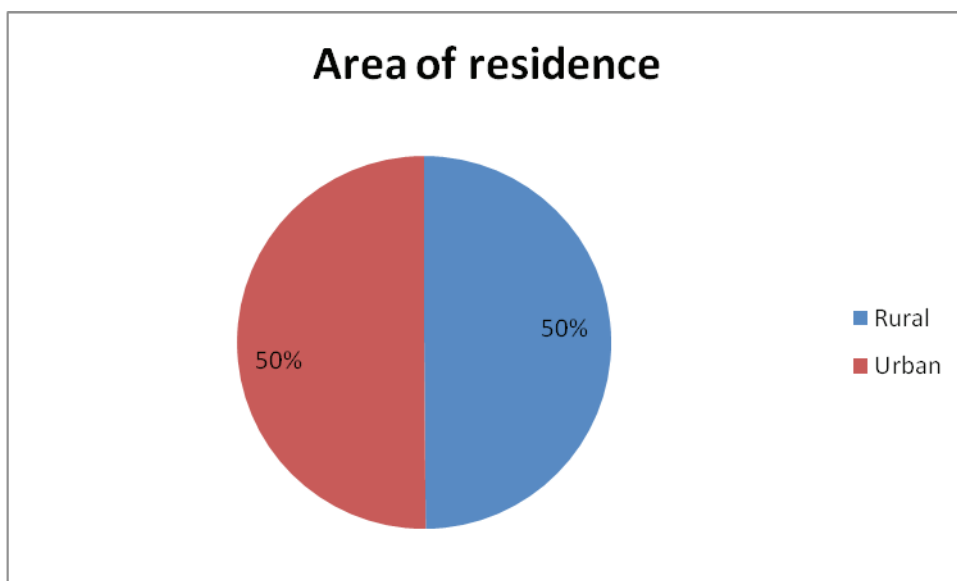


Figure 2.2 Survey sample by area of residence



Out of 1191 respondents in the survey, 48% is male and 52% female. The highest number of respondents is found in the age group 25-34 (30%) followed by 35-44 (23%), and the lowest is in the age group 65+ (6%).

Almost half the respondents are farmers (44%) with no education, followed by businessmen or women and persons taking care of the houses.

Figure 2.3 Survey sample by education

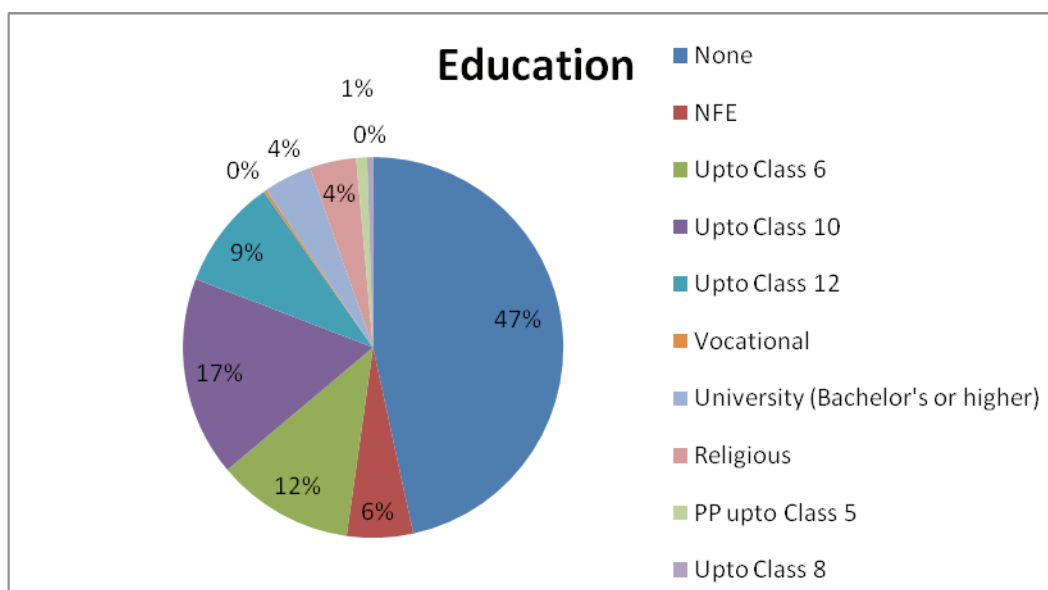
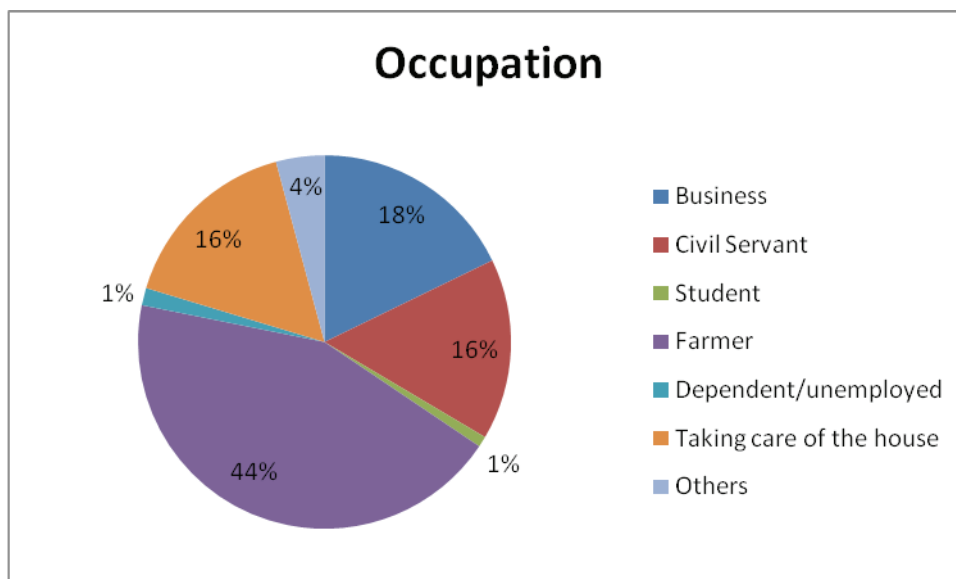


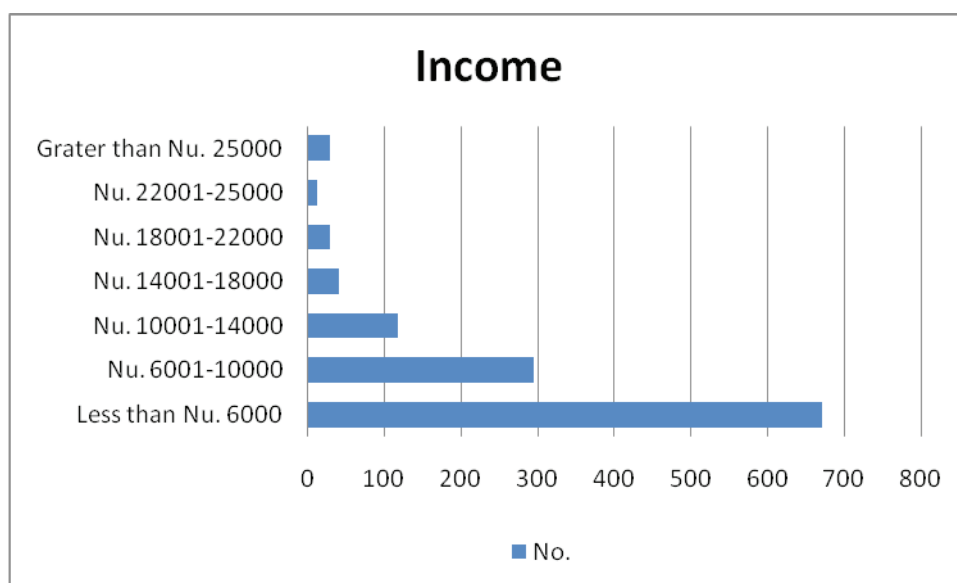
Figure 2.4 Survey sample by occupation



Focus Group Discussion

The MIS 2008 also used qualitative methods to understand the impact of media on a rapidly changing society. We conducted 20 Focus Group Discussions with 183 people from across the country. The group discussions were held with a cross section of the community: farmers, women, youth, children, monks, youths, parliamentarians and members of the business community (See Annexe 3).

Figure 2.5 Survey sample by income



Interviews were conducted with key persons from a cross-section of society, including *gups*, government officials, decision-makers and the media professionals.

Final Analysis

The final analysis includes the analysis of the survey data, along with the views of a cross-section of people on the impact of media on Bhutanese society. All these are placed against an understanding of the trends and overall development of media in and outside Bhutan.

Apart from the tables and figures listed in this main report, MIS 2008 also refers to a more detailed pdf tables that have been placed on the website of the Department of Information and Media (www.doim.gov.bt) as well as the website of the Ministry of Information and Communications (www.moic.gov.bt).

Chapter 3

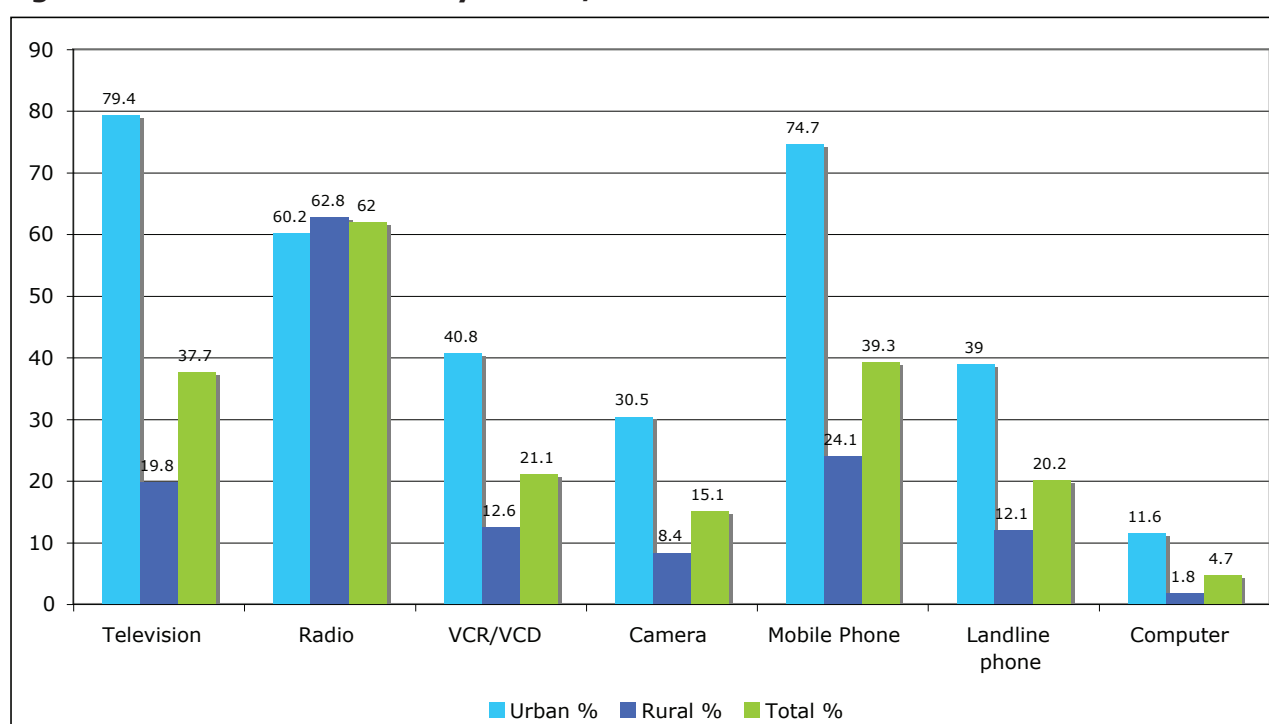
ACCESS TO MEDIA

Bhutanese people are consciously or subconsciously absorbing more information every day. The MIS 2008 shows a stark increase in the diversity and complexity of the Bhutanese media environment from 2003 (MIS 2003). Access to all media – information, entertainment, advertisement - has grown tremendously in the past five years.

Expanding infrastructure, more equipment in the market, and changing government policy has permitted media to grow. With the expansion of the road network, reach of electricity and telephone, computers, and internet connections including broadband are now available. There are more books, magazines, and newspapers, national as well as international radio and television, films, music tapes and CDs, mobile phones, and Internet.

However, the urban-rural bias in media access remains, and the disparity in access to media between urban and rural areas remain proportionately unchanged since 2003.

Figure 3.1 Household assets by Urban /Rural



Bhutan Living Standards Survey (BLSS), 2007

The most widely owned asset in Bhutanese households, in both urban and rural areas, is the radio/tape recorder, with 62% of households owning a radio, followed by 39.3% owning a mobile phone and 37.7% owning a TV set (BLSS 2007). Socio-economic and demographic indicators (2005) show that Gasa had the highest proportion of households owning radio/tape (81%) (See MIS indicators).

When examined across occupations, civil servants and people in business generally have the most

access to all media except for the mobile phone where farmers make up the largest group.

Radio:

Radio continues to reach a majority of people. Compared with MIS 2003, most people now listen to FM radio that provides not just clear signals but a whole new genre of entertainment programmes.

BBS continues to be the most listened to station followed by Kuzoo FM.

BBS FM radio reaches all 20 districts and an estimated 80% of the country (BBS estimates). BBS also broadcasts in SW reaching many areas where FM does not reach. A significant development in radio is the emergence of three entertainment channels since 2006, although these are largely confined to the capital, Thimphu. Kuzoo FM, a station targeting youth, is gaining popularity outside the capital and is now accessible to listeners in all districts. Public service radio broadcasting is now being overshadowed by entertainment, and all the new stations play a large volume of western music and modern *rigsar* songs that are popular among both urban and rural listeners.

The MIS 2008 shows that BBS radio has more rural listeners than urban listeners. Among those who say they have access to BBS radio and do not use it, urban households far double the number of rural households. On the other hand, there is little difference between rural and urban residents who have access to and use Kuzoo FM. At the same time, there are a larger number of urban residents who have access to Kuzoo FM but do not use listen to the station.

Table 3.1 Media Available and Use by Rural/Urban

Media Type	Total Use	% of Sample	Rural		Urban	
			No	%	No	%
BBS Radio	718	60.3	429	59.7	289	40.3
Kuzoo Radio	495	41.6	252	50.9	243	49.1
Radio Valley	25	2.1	11	44.0	14	56.0
Centennial Radio	12	1.0	2	16.7	10	83.3
International Radio	102	8.6	35	34.3	67	65.7
BBS TV	642	53.9	147	22.9	495	77.1
Domestic cable stations	100	8.4	22	22.0	78	78.0
Foreign TV	358	30.1	90	25.1	268	74.9
Mobile phone	897	75.3	354	39.5	543	60.5
Internet	95	8.0	12	12.6	83	87.4
Books	213	17.9	58	27.2	155	72.8
Computer games or video games	62	5.2	7	11.3	55	88.7
Music tapes / CD's / MP3 player	203	17.0	54	26.6	149	73.4
VCR/VCD/DVD	150	12.6	36	24.0	114	76.0
Cinema or public film screening	491	41.2	194	39.5	297	60.5
Kuensel	413	34.7	122	29.5	291	70.5
Bhutan Observer	249	20.9	57	22.9	192	77.1
Bhutan Times	259	21.7	55	21.2	204	78.8

N=1191

Overall, more people listen to BBS radio than Kuzoo FM among the sampled population. The number of urban listeners remain almost the same for BBS and Kuzoo. Radio Valley and Centennial Radio

only reach Thimphu listeners.

In terms of age groups, the largest users of BBS and Kuzoo radios are persons between the ages of 25 to 44 years. Occupation wise, farmers make up the largest group of radio listeners (for BBS and Kuzoo) in the sampled population followed by persons taking care of the households, business people and then civil servants (Table 3.2).

Table 3.2 Media Available, Use by Occupation

Media Type	Total %	Total Available	Business	Civil servant	Student	Farmer	Dependent/ Unemployed	Taking care of the house	Others
BBS Radio	60.3	718	108	92	5	371	12	112	18
Kuzoo Radio	41.6	495	82	75	8	205	10	99	16
Radio Valley	2.1	25	6	7	2	7	1	2	0
Centennial Radio	1.0	12	3	4	2	2	1	0	0
International Radio	8.6	102	33	22	3	31	2	7	4
BBS TV	53.9	642	174	155	9	118	8	141	37
Domestic cable stations	8.4	100	28	27	2	20	3	18	2
Foreign TV	30.1	358	106	93	6	74	3	71	5
Mobile phone	75.3	897	193	170	11	296	15	170	42
Internet	8.0	95	23	54	4	5	0	6	3
Books	17.9	213	51	75	8	40	8	22	9
Computer games or video games	5.2	62	18	30	2	3	0	7	2
Music tapes / CD's / MP3 player	17.0	203	55	61	6	42	4	31	4
VCR/VCD/DVD	12.6	150	36	58	4	24	1	23	4
Cinema or public film screening	41.2	491	107	81	9	157	11	95	31
Kuensel	34.7	413	104	134	10	76	12	60	17
Bhutan Observer	20.9	249	64	95	7	33	6	33	11
Bhutan Times	21.7	259	70	106	10	28	5	31	9

Note: Actual figures of 1191 households for each media type

Very few Bhutanese listen to international radio – less than 9% of the sample. The study shows that while about 38 % of the people have access to international radio, most do not tune in. This shows that fewer people listen to international radio today compared with MIS 2003 when about 33.73% of listeners did tune in.

A majority of people (almost 55%) listen to the radio in the home. A new and interesting finding in terms of radio listening, is that nearly a quarter - 22.9% - of the respondents listen to the radio on their mobile phones.

Television

Access to TV has improved tremendously and has now penetrated rural areas with the Government establishing power connections to 15,000 rural households in the final years of the Ninth Five-Year Development Plan (2005-2007) in a country of about 125,000 households. In February 2006, BBS TV launched satellite TV that has enabled its broadcasts to be beamed directly to more than 44 towns out of 61 towns in Bhutan¹, and beyond the national boundaries. BBS TV is now watched by the Bhutanese diaspora in Delhi and Bangkok and is also watched in other areas in India including Dharamsala and Arunachal Pradesh. This is a major advancement from 2003 when BBS TV broadcasts were sent by VHS tapes even to areas outside Thimphu, Paro and Phuentsholing, and replayed by local cable operators.

In 2008, with support from the Japanese government, the Government installed 172 TV sets in *gups*' offices in all the *geogs* without cable TV services. The first 70 sets were installed just before the elections in February 2008, and the remaining were installed by November 2008. This means that TV signals now penetrate even the remote areas of Merak and Sakten.

A striking development is that TV has superceded radio as the main source for news and entertainment of the surveyed population (MIS 2008). We note that for some remote outlying areas without electricity, radio continues to be the main source of information and entertainment (See chapter 4).

The MIS 2008 shows that BBS TV is the most watched TV station in Bhutan. Not surprisingly, urban residents (82.9%) have greater access to BBS TV than rural residents (24.4 %). Access to cable TV providing 31 international channels is lower (30% of respondents) than BBS TV (54% of respondents).

When we look at the profile of TV viewers, people in business top the list followed by civil servants and persons who look after the home, then farmers (Table 3.2).

Cable operators outside Thimphu provide a variety of channels ranging from 20 – 30 channels. This disparity exists despite the flat fee of Nu.300/- for each cable connection set by regulation. Cable service providers in smaller towns like Damphu, for e.g., do not always provide the full range of 30 channels.

Residents in rural areas without cable TV services have in recent years installed Direct-to-Home TV (DTH) through service providers in India although the service was not approved by the Government. These services provide up to more than 190 channels, largely Indian channels. BBS TV programmes, which is what the majority of people want, are not available on DTH services. Estimates from the Cable Operators' Association of Bhutan show that there are more than 2,000 DTH users in the country although the figures are not verified (figures from the supplier in India). DTH TV services are also used in some homes in urban towns.

Interviews with DTH users show that some of them subscribe to DTH for more choices like sports

¹ Total urban town figures from the National Urbanisation Strategy Report, Ministry of Works and Housing.

and children's programmes, while others (largely from the remote areas) do so because the families want TV. For many Bhutanese, TV is a sign of modern living that most homes aspire for.

The analysis in the next chapter (coverage and content) on the amount of use and the exposure to TV provides greater insight into how Bhutanese use media in Bhutan.

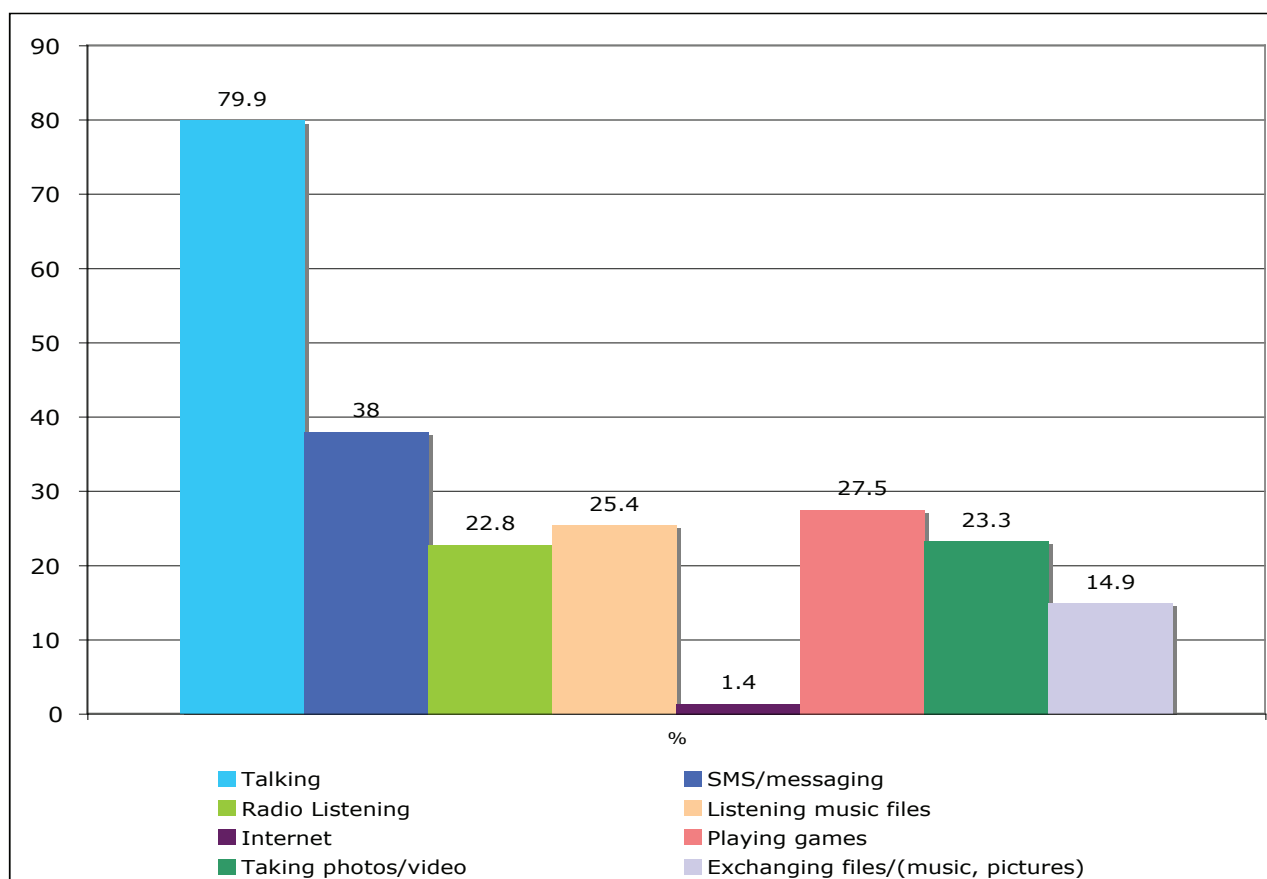
Mobile Phones access

The use of mobile phones has risen dramatically since it was introduced in 2003, and has now superceded fixed landlines. By the end of 2008, there will be more than 250,000 mobile users in the country compared with 28,000 fixed lines². The mobile has reached all 20 districts. About three-quarters (75.3%) of the survey respondents use mobile phones, 59.6% in rural areas compared with 91% in urban areas. The mobile phone supercedes use of TV and radio across all age groups. Persons without education are the largest group of phone users. Farmers make up the largest group of people owning and using mobiles (33% of sample), followed by people in business (21.5%), and civil servants and people taking care of homes, both showing an 18.9% access and use of phones.

The mobile phone is a form of media with 22.8 % of the people sampled saying they use the mobile to listen to the radio. In terms of where they listen most to the radio, 3.7% answered 'on the mobile', more than in the car (2.4%) and at work (1.9%). The figures also show that our average mobile phone user uses the phone not just to keep in touch, but about 25.4% of the sample uses the phone to listen to music, 38% for SMS messaging, 23.3% for taking photos, and 27.5% to play games on their phones. Some urban residents also use their mobile phones to access BBS TV.

2 Kezang and Whalley, 2008 and Bhutan Telecom)

Figure 3.2 Mobile use



Internet access

Internet use continues to be confined largely to the offices, followed by the home and then the Internet café. It is important to note that Internet use is almost negligible with 90.6% of the households having no access to the Internet. Only 8% of the respondents said they have access to the Internet and 9.5% of sample say that they do not use the Internet although it is available.

Only 1.4% (one person) use Internet on the phone.

Computer penetration remains a guesstimate since there is no track of computers being imported and used. In 2003, there was an estimate of 10,000 computers in Bhutan. Today the estimate has gone up to 13,500 with 10,000 Internet subscribers³.

The Internet in Bhutan has created a participatory platform that is breaking down traditional barriers of communication. There is a steadily increasing number of Bhutan originated content on the Internet ranging from blog sites to clips on You Tube. The Internet has also become a research tool for Bhutanese, made more valuable because of a lack of research and lending libraries

Books/reading

Reading is not a common habit. Nearly half (47.9%) of the respondents said they cannot read. Among those who can read, only 17.8% of them have access to and read books, while another 18.2% have access to books but do not read. There are more books available and read in urban areas (Table 3.3).

In terms of occupation, civil servants have the most access to books (35.2%), followed by people in business (23.9). Surprisingly, farmers make up 18.7% of those who have and read books, and students represent only 3.7% of those who have and use books.

Table 3.3 Books available and read by Urban/Rural

	Total		Rural		Urban	
	No.	%	No.	%	No.	%
Available use	213	17.9	59	9.8	155	26
Available, don't use	217	18.2	65	10.9	152	25.5
Not available	761	63.9	471	79.3	290	48.6
Total	1191	100	594	100	597	100

Computer/Video games: Computers and video games are not widely used in Bhutan with only 5.2% of the sample saying they use computer and video games. Of those who have access to and use computer and video games, the two largest users in terms of occupation are civil servants (48.3%) followed by people in business (29%).

Music tapes/CDs/Mp3 players access: 68.8% of the sample say they have no music tapes, CDs and Mp3 players, and 14.2% say they have access but do not use music tapes, CDs or Mp3 players. By occupation, civil servants (30%), people in business (27%) and farmers (20.6) represent the three largest groups of people who listened to music tapes, CDs and MP3 players.

VCD/VCR/DVD access: 72.2% of the sample do not own VCD/VCR and DVDs, and only 12.6% have and use VCD, VCR and DVDs. Here again, civil servants (38.6% of those who had access and use) make up the largest group of VCD/VCR/DVD users, followed by people in business (24%), farmers (16%) and people taking care of the house (15.3%).

Cinema access: Bhutanese cinema is becoming more popular. Many newcomers began experimenting in amateur film, resulting in an initial surge in movie-making, which peaked at 22 films in 2006. The number of films produced annually dropped to 18 in 2007 and 19 in 2008 (Motion Picture Association of Bhutan), largely attributed to the challenges of screening films in Bhutan with films lining up to be shown. Cinema is accessible to urban populations. Rural residents watch films only occasionally when they visit towns or when film producers screen their films at *tshechus* and other local festivals.

The trend is influenced by a shortage of screening facilities and locations in the country, with only eight cinemas, and the sparsely scattered rural population. 41.2% of the respondents watch films, and 43% do not have access to films. 15.6% of the sample said they have access to the cinema but do not go.

Occupation wise, the main cinema goers include farmers (31.9%), people in business (21.7%), persons taking care of the house (19.3%) and civil servants (16.4%). This is followed by dependents and unemployed (2.2%), students (1.83%) and others (6.3%).

Access to films will increase with the Government's plan to build one multi-purpose hall in every district that will also be used for film screening.

Table 3.4 Cinema available by Rural/Urban

Cinema Available	Total		Rural		Urban	
	No	%	No	%	No	%
Available, use	491	41.2	194	32.7	297	49.7
Available, Don't use	186	15.6	70	11.8	116	19.4
Not available	514	43.2	330	55.6	184	30.8
Total	1191	100.0	594	100.0	597	100.0

Table 3.5 Cinema available by Income

	Total		Less than Nu. 6000		Nu. 6001-10000		Nu. 10001-14000		Nu. 14001-18000		Nu. 18001-22000		6 Nu. 22001-25000		7 Greater than Nu. 25000	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Available, use	491	41.2	228	34.0	154	52.2	57	48.7	19	47.5	8	28.6	7	63.6	18	62.1
Available, Don't use	186	15.6	104	15.5	45	15.3	23	19.7	4	10.0	5	17.9	1	9.1	4	13.8
Not available	514	43.2	339	50.5	96	32.5	37	31.6	17	42.5	15	53.6	3	27.3	7	24.1
Total	1191	100.0	671	100.0	295	100.0	117	100.0	40	100.0	28	100.0	11	100.0	29	100.0

Newspapers

Newspapers have increased from one weekly newspaper in 2003 to four newspapers in 2008 (two bi-weekly, one weekly and one a daily). This study only covers three newspapers, Bhutan Observer, Bhutan Times and Kuensel, since it was conducted before the launch of the daily newspaper - Bhutan Today - in November, 2008.

Newspapers are less popular than radio (BBS Radio, Kuzoo FM) and BBS TV. Most respondents said they read Kuensel (34.67%), followed by Bhutan Times (21.7%) and Bhutan Observer (20.9%). Urban readers outnumber rural readers. In terms of occupations, the three main groups of newspaper readers are civil servants, people in business and farmers.

Newspaper access is also affected by the delays in distribution. Except for Kuensel, which prints in the East and is delivered on the same day, the other papers take from one to three days to reach all the districts. People outside Thimphu said they want their newspapers to be available on the day of publication or the news would be outdated. This accounts for the popularity of radio and TV as news sources in Bhutan.

Access to media remains disproportionate with urban Bhutan receiving more services than rural Bhutan. While the number of radio channels and newspapers have grown in recent years, distribution continues to be a challenge as these services are largely confined to urban towns, and suffer delays in distribution.

Despite efforts to expand BBS TV broadcasts, they do not reach everyone. Rural populations, in their efforts to acquire the entertainment that urban residents have, are resorting to new services like DTH TV which does not provide Bhutanese content.

Affordability

When it comes to prices of local newspapers and magazines, one third of the sampled population, (32.7%) said they are affordable and only about 10% said the prices of print media is expensive.

The price of film tickets are considered relatively expensive. 58.9% of the sampled population said movie ticket prices are expensive and 31.8% said they are affordable.

Some people feel that newspapers are expensive compared with Indian newspapers that cost only Rs.2/- an issue. With more newspapers on the market, people say that they are beginning to feel the pinch and are now buying only one or two newspapers.

Language: Accessibility also depends on language use in a country like Bhutan where media are provided in the national language, the working language (English), and on radio – in Scharchop and Lhotshampa.

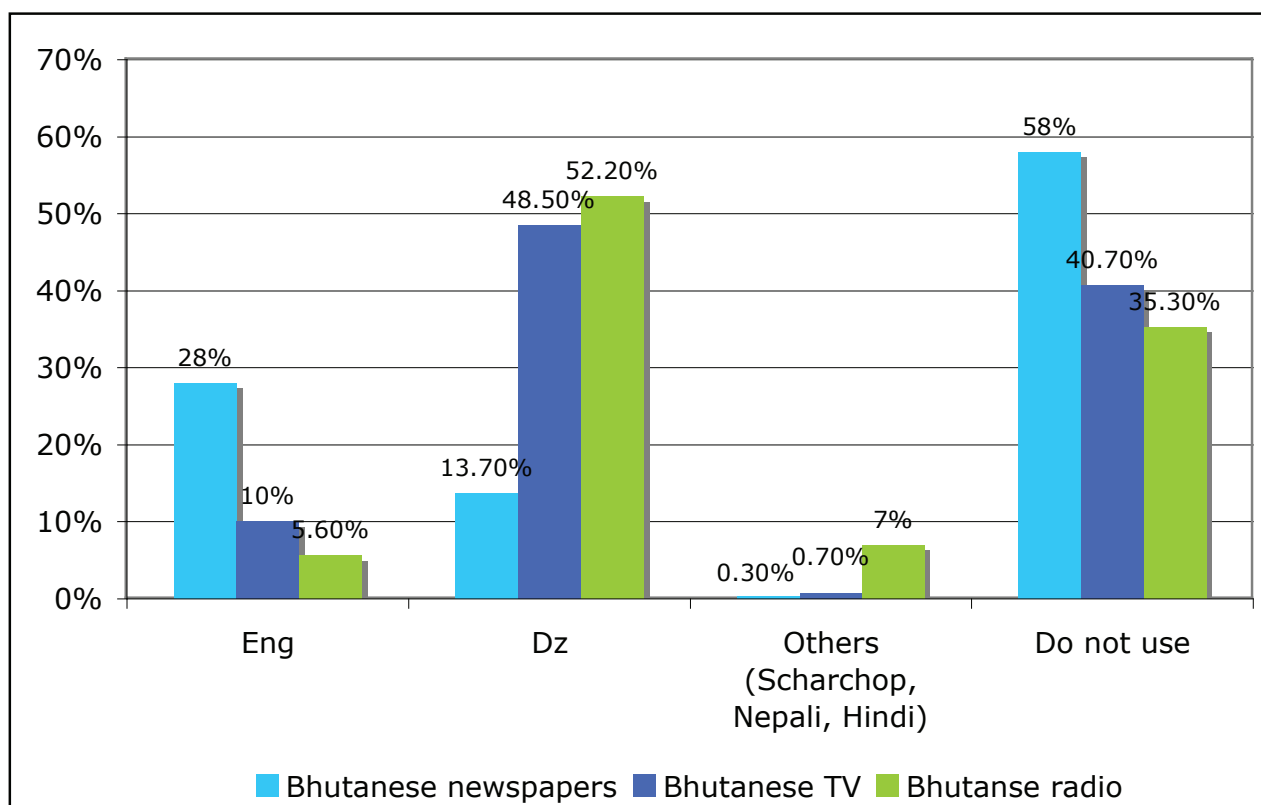
Dzongkha is the language most people use to watch Bhutanese TV (48.5%) and listen to Bhutanese radio (52.2%), compared with people who watch/listen to the English programmes (10% of sample for TV and 5.6% for Radio). This is due to the fact that there is relatively little English language TV on the national network (about two hours a day). Urban viewers of *Dzongkha* programmes are more than twice the number of rural viewers. Similarly, there are more urban viewers of English programmes. A very small number - 7% for radio, 0.7% TV and 0.3% for newspapers - use the media in Nepali, Scharchop and Hindi languages.

People in rural areas make up a larger number of the people who listen to radio in *Dzongkha*.

Newspapers cater largely to the urban, English-speaking population with 28% of the sampled population reading the English language papers and 13.7% reading the *Dzongkha* newspapers. It is interesting to note that there is very little difference between the numbers of urban and rural readers of *Dzongkha* newspapers. The survey shows that more people read in English (29.7%) than *Dzongkha* (19.8%). In terms of income level and language used for reading, the number of people in the lower income group (less than Nu.6,000/-) reading in English and *Dzongkha* are almost the same.

In the next higher income bracket (6,000/- to 10,000/-), the number of English readers nearly double people who read in *Dzongkha*, indicating the level of education. This indicates that people who have modern education earn higher salaries and are more conversant in English. The figures confirm that there is a larger *Dzongkha* speaking audience for radio and TV while newspapers are read more in English.

Figure 3.3 : Languages used for media



People's comments on access

Most people believe that radio has done a good job and is accessible to a majority of people, particularly in rural areas. TV is most popular as a source of entertainment along with Kuzoo FM.

People in a focus group discussion in Trashigang said that they would like to have more regional focus in the newspapers and other media, and suggest special time slots or sections dedicated to people in the East, for example.

Access: Areas without power limit people's access to BBS TV. People outside Zhemgang town listened to BBS radio because they had no electricity and, therefore, no TV. Similarly in Damphu, people living 10 km outside Damphu town also do not watch TV but they all report wanting to have TV.

People in Zhemgang say that there's been very little change and growth in access to media but they all believe that people want TV as soon as electricity lines are extended. "Changes and improvements only happen in Thimphu," said a focus group discussant. The small population base is another impediment to reaching services to smaller communities.

A shopkeeper in Yadi subscribed to DTH services via a provider in India. "My children wanted TV and BBS was not clear although we had a dish. So we got DTH." Her 21 years old daughter watches about 13 channels out of a possible 191. Her favourites are Pogo, Cartoon Network and Star TV.

Overall, most people appreciate the increasing options of media. But people in the Central, South and the East express frustration at having to wait for the newspapers. People who have Internet also prefer

to read news on the Internet. Readers buy newspapers to check on the information only if something is not clear on broadcast news.

In places without electricity, people are resorting to more innovative ways of using solar and batteries to power radio sets. In Phobjikha, one family invested in a small generator just to watch video films at night.

Young people in Phobjikha and in the East say they would like to listen to some of the new radio entertainment channels but the channels do not reach the remote areas.

The use of the mobile phone is becoming more evident and people say they use the mobile to SMS and listen to music. “It is fun to play with the phone when you are bored,” admits a businessperson in his 20s.

Many people talked of the wide knowledge gap in Bhutan between people who know things and those who do not. News coverage is largely urban-centred because people who know things live in urban areas.

People also emphasise the importance of access to media to help educate people on democracy.

Chapter 4

MEDIA CONTENT AND PREFERENCES

The type of media content and experience that the people are exposed to determines the nature and extent of impact that media have on the society. The MIS 2003 looked at the early impact of the media. Even with the urban population rapidly “modernising”, the rural population often felt under-represented in the media. People in Dorokha, for example, said that they did not feel they belonged to Bhutan because they were never in the news.

The MIS 2008 looks more closely at the the kind of media content people preferred and the type of media they turn to for purposes such as news, entertainment, or information and education. This chapter looks at the coverage of issues in the media, people’s preferences, and the time spent on using media.

Entertainment has quickly become the primary reason for media use and Bhutanese have become regular consumers of media, especially entertainment media, in the past five years. This follows the known international trends.

As media professionals and policy makers discuss the role of media in Bhutan’s changing society, the survey examines the extent to which issues of importance to people are covered by the media in Bhutan.

A. Content

The figures suggest that media, by and large, provide coverage on issues that viewers, readers and listeners consider important. 41.3% of the sample said important issues are covered frequently and 53.1% say that important issues are covered by media only sometimes. This conclusion is supported by the low percentage of people (2.4%) who say that media never covers issues of importance to them.

When we examine this in terms of income groups, we get a sense that people in the higher income brackets consider the coverage of issues important. 36.4% of households from the lower income group (earning less than Nu.6,000/- a month) say that important issues are covered by the media frequently. This percentage goes up correspondingly as income levels go up. 57.1% in the Nu.18,000-22,000/-and 9.1% in the Nu.22,001- 25,000/- income groups said that important issues are covered frequently. This supports the view that media tend to be urban-centric and urban residents tend to have higher incomes.

Do media represent people’s views?

The study asked respondents if media adequately represented people’s views (Tables 4.1, 4.2, 4.3). Overall, a majority of the households felt that media represented people’s views to some extent. People who felt that their views were not represented in the local media were in a minority (1.8%). The figures also suggest that more urban respondents believe people’s views in general were represented. This is with the exception of the radio, possibly because BBS radio caters largely to a rural audience with its focus on educational programming. Overall, the survey shows that media tend to favour urban stories.

Table 4.1 Media represents people's views, Bhutanese TV by Rural/ Urban

	Total		Rural		Urban	
	No	%	No	%	No	%
1 Yes	466	39.1	153	25.8	313	52.4
2 No	22	1.8	3	0.5	19	3.2
3 A Little	216	18.1	59	9.9	157	26.3
4 Don't Know	306	25.7	231	38.9	75	12.6
5 Do not use	181	15.2	148	24.9	33	5.5
Total	1191	100.0	594	100.0	597	100.0

Table 4.2 Media represents people's views, Bhutanese Radio by Rural/ Urban

	Total		Rural		Urban	
	No	%	No	%	No	%
1 Yes	454	38.1	257	43.3	197	33.0
2 No	23	1.9	12	2.0	11	1.8
3 A Little	206	17.3	103	17.3	103	17.3
4 Don't Know	320	26.9	144	24.2	176	29.5
5 Do not use	188	15.8	78	13.1	110	18.4
Total	1191	100.0	594	100.0	597	100.0

Table 4.3 Media represents people's views, Bhutanese Newspaper by Rural/ Urban

	Total		Rural		Urban	
	No	%	No	%	No	%
1 Yes	347	29.1	104	17.5	243	40.7
2 No	23	1.9	7	1.2	16	2.7
3 A Little	145	12.2	45	7.6	100	16.8
4 Don't Know	392	32.9	260	43.8	132	22.1
5 Do not use	284	23.8	178	30.0	106	17.8
Total	1191	100.0	594	100.0	597	100.0

The tables above show the differences between BBS TV, radio and the newspapers in terms of representing people's views—39.1% for BBS TV, 38.1% for Bhutanese radio, and 29.1% for Bhutanese newspapers.

Coverage of development topics

The Government's development philosophy of GNH is based on four pillars: socio-economic development; environment conservation; good governance; and preservation/promotion of culture. Coverage on these topics are, therefore, important in the context of GNH. The study examines how much information people get on these four pillars.

The survey shows that people think media provides enough information on the four topics. About half the respondents felt that the quality of information on the topics were good (on average between 48% - 54.8% of respondents) and about a third of them (34.8% - 42%) felt the information quality was adequate. Here again, more rural households appreciate the quality of information than urban households.

Finally, more people consider the quality of information on governance and cultural issues to be good compared with the other two topics on socio-economic and environmental issues.

B. Preference

The survey tried to get a sense of people's main sources of news and entertainment in the broad social context that goes beyond the media.

TV has become the main source of news and entertainment in Bhutan. The statistics show that households show a preference for TV as a source for news (45.8%) and as a source for entertainment (44.8%).

Table 4.4 Main Source of Entertainment by Rural/Urban

Main source of Entertainment	Total		Rural		Urban	
	No	%	No	%	No	%
Radio	403	33.8	313	52.7	90	15.1
TV	534	44.8	129	21.7	405	67.8
Video	12	1.0	9	1.5	3	0.5
Sports	17	1.4	7	1.2	10	1.7
Cinema films	2	0.2	0	0.0	2	0.3
Music listening	47	3.9	18	3.0	29	4.9
Reading	18	1.5	8	1.3	10	1.7
Socialising/chatting	92	7.7	74	12.5	18	3.0
Tshechu/festival	20	1.7	11	1.9	9	1.5
Others	46	3.9	25	4.2	21	3.5
Total	1191	100.0	594	100.0	597	100.0

Table 4.5 Main source of News by Rural/ Urban

Main source of News	Total		Rural		Urban	
	No	%	No	%	No	%
Radio	485	40.7	375	63.1	110	18.4
TV	545	45.8	125	21.0	420	70.4
Internet	6	0.5	2	0.3	4	0.7
Newspaper/magazine	47	3.9	11	1.9	36	6.0
Friends	59	5.0	44	7.4	15	2.5
Parents	5	0.4	4	0.7	1	0.2
Office colleagues	1	0.1	1	0.2	0	0.0
Local leaders	29	2.4	25	4.2	4	0.7
Others	14	1.2	7	1.2	7	1.2
Total	1191	100.0	594	100.0	597	100.0

Apart from media as sources of news, the figures suggest that personal contacts are also important sources of news. Marginally more people indicated friends (5%), parents (0.4%) and local leaders (2.4%) as sources of news than newspapers (3.9%). Rural respondents tended to show a higher tendency to indicate friends, parents and local leaders as their sources of news, compared to urban respondents. This is not surprising given the strong oral tradition in Bhutan where news, rumours, gossip and information are often spread through word of mouth.

People were also asked what their one main source of entertainment were. Table 4.4 shows that apart from TV (44.8%), and then radio (33.8 %), 7.7% of the respondents pointed to socialising and chatting as one main source of entertainment. 1.7% considered *tshechus* and festivals as sources of entertainment. We see how media entertainment have become more entrenched in Bhutanese society. The figures suggest that more people in rural areas, as opposed to urban residents, consider social and communal interaction (socialising and chatting) as a form of entertainment. Video watching (a popular form of entertainment before TV was introduced) shows a definite downward trend with only 1% viewership.

Respondents were also asked why they used specific media.

News: The top three main sources for news are BBS radio (49.4%), BBS TV (37.6%) and the newspaper, Kuensel (27.5%). Readers also turn to the Bhutan Observer (15.1%) and Bhutan Times (16.3%) for news. This shows the popularity of the broadcast media that provides daily news services compared with the newspapers included in the survey that are published weekly or bi-weekly.

Table 4.6 Media use for News/Entertainment

	News	Entertainment
BBS Radio	49.4 %	5.1 %
Kuzu	2.0	35.8
Radio valley	0.1	1.8
Centennial Radio	0	0.7
International radio	4.9	2.3
BBS TV	37.6	7.7
Domestic cable	1.4	5.5
Foreign TV	2.4	21.7
Mobile Phone	0.8	1.0
Internet	0.8	0.4
Others (Books/Cinema)	1.5	1.2
Kuensel	27.5	0.4
Bhutan Observer	15.1	0.3
Bhutan Times	16.3	0.5

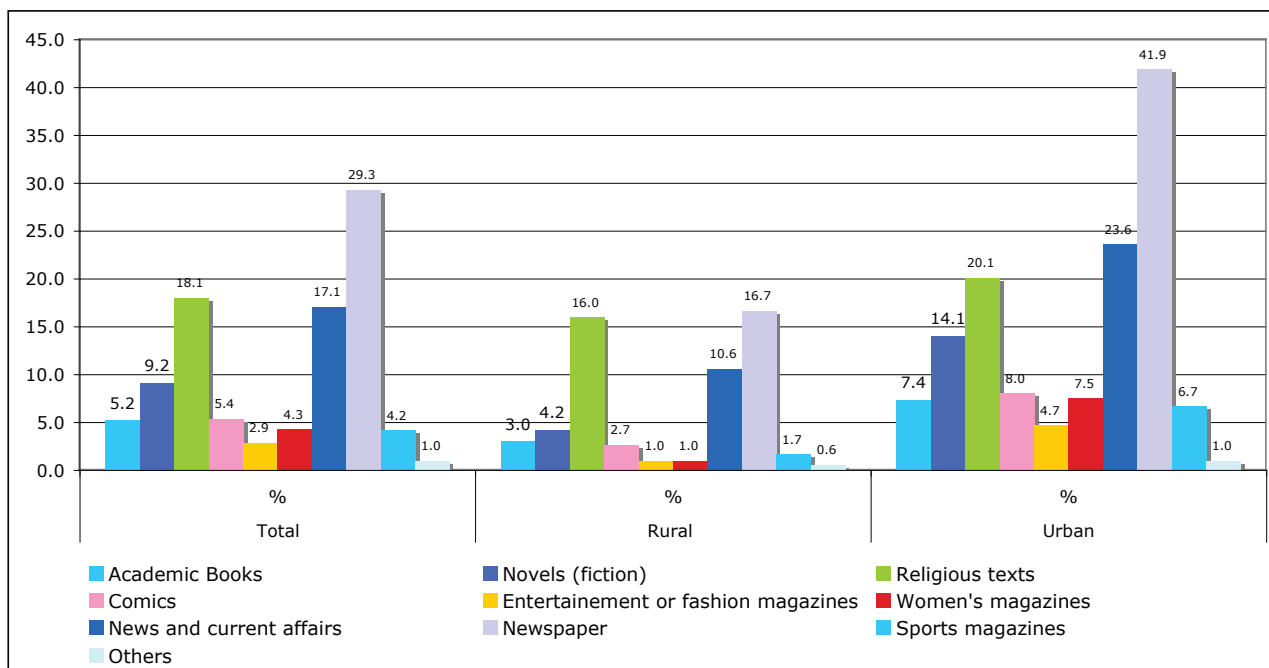
Books: People read a wide variety of print media. The most prolific readers are those who have studied to Class 10 and above. In terms of popularity of reading materials, newspapers ranked highest (29.3%) followed by religious texts or books (18.1%), news and current affairs (17.1%) and novels (9.2%). It should be noted that when academic books are indicated in the survey, they refer largely to school textbooks.

Table 4.7 Type of Books people read by Rural/ Urban

Type of Books	Total		Rural		Urban	
	No	%	No	%	No	%
Academic Books	62	5.2	18	3.0	44	7.4
Novels (fiction)	109	9.2	25	4.2	84	14.1
Religious texts	215	18.1	95	16.0	120	20.1
Comics	64	5.4	16	2.7	48	8.0
Entertainment or fashion magazines	34	2.9	6	1.0	28	4.7
Women's magazines	51	4.3	6	1.0	45	7.5
News and current affairs	204	17.1	63	10.6	141	23.6
Newspaper	349	29.3	99	16.7	250	41.9
Sports magazines	50	4.2	10	1.7	40	6.7
Others	11	1.0	3	0.6	8	1.0

(Respondents select more than one answer)

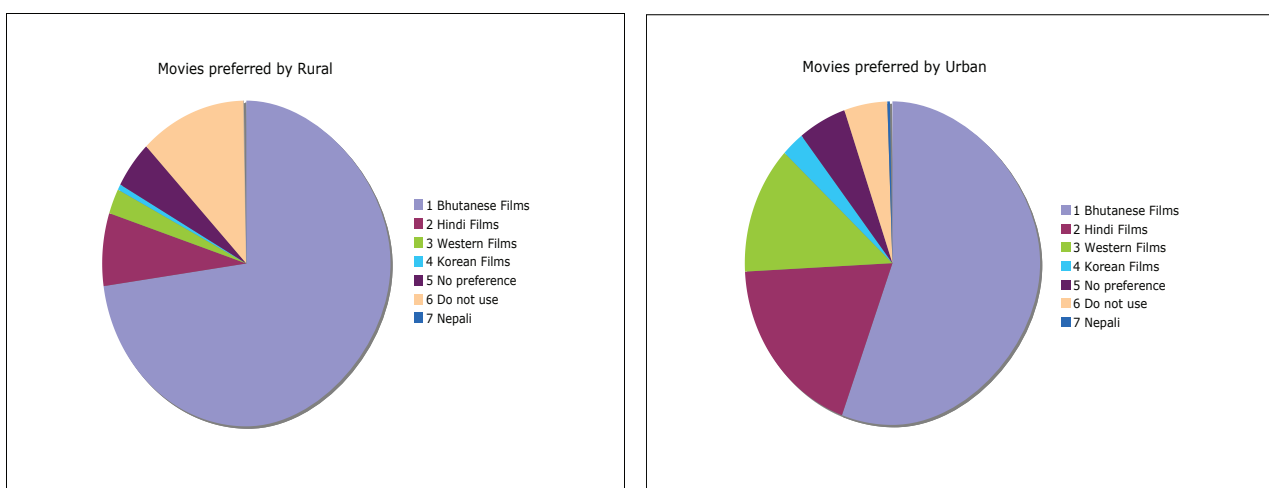
Figure 4.1 What people read by Rural/Urban



Entertainment: Households turn mostly Kuzoo FM (35.8%) and International TV channels (21.7%) for entertainment while BBS radio (5.1%) and BBS TV (7.7%) rank low on entertainment.

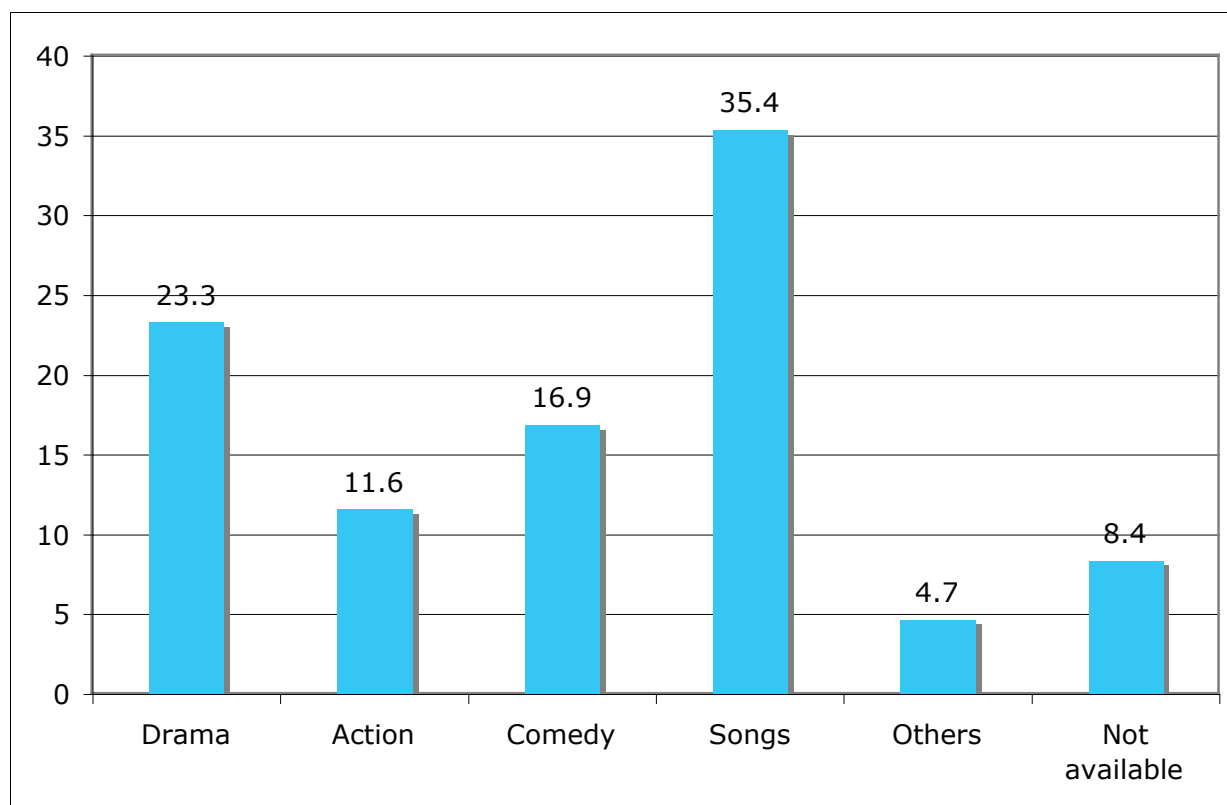
In terms of films, there is a strong preference for Bhutanese films, followed by Hindi films, and then western films. The survey suggests that the rural population prefer local films while Hindi and Western films are watched more by urban residents.

Figure 4.2 a + b Movies preferred by rural/urban



In general, people say that the quality of Bhutanese films are good (58.4%). Music is an important draw to Bhutanese films with 35.4% of the sample saying they like songs in local films. This is followed by drama (23.3%), comedy (16.9%) and action (11.6%) in that order. (See Figure 4.3)

Figure 4.3 Elements liked in Bhutanese Movies



Patterns of media use: This section examines the amount of people's media use.

The survey asked households to indicate how much time they spent on various media the previous day in an attempt to gauge a household's daily media exposure. This approach provides a reasonable estimate of how much media content Bhutanese are exposed to in units of time. The information helps us understand people's preferences for media and the possible extent of influence of media.

This is, however, not an accurate assessment of the amount of time each person spends using media because it does not allow for the time when people are using two or more media simultaneously, for example, listening to the radio and going on the Internet.

The results suggest that Bhutanese people spend a fair amount of time being exposed to one or more media. The two most popular radio stations are BBS radio and Kuzoo FM while the other two radio stations reflect low usage because their broadcasts are confined to the capital, Thimphu.

In terms of **radio**, 9% of the households say they listened to BBS radio for half an hour or less the previous day and another 0.8% listen for between half an hour to one hour. 25.4% listen for between 1-3 hours, and 12.7 % for more than three hours of BBS radio. For Kuzoo FM, it was 1.4% for up to 30 minutes and 2.2% for between 30 minutes to an hour, 13.4% for between 1-3 hours, and 13.6 % for more than 3 hours a day. Kuzoo is a 24 hour radio channel and has a captive audience after the other channels are closed.

The time spent on international radio are much lower, with 0.8% of the households reporting tuning in for up to 30 minutes, and another 2% listening for between 30 minutes to an hour.

TV viewing: shows varying results. 2.6% of households viewed BBS TV for up to 30 minutes, 7 %

between 30 minutes to an hour, 25.6% view for one to three hours and 12.6% for more than three hours the previous day.

Foreign TV: shows much less usage and this is probably due to the fact that about half of the respondents live in rural areas without access to cable TV. Again while these timings provide a sense of media exposure, it does not account for the fact that the same people watch both BBS TV and international TV, thus making their total viewing time much higher.

Music listening: seems to be a regular pastime with 2.9% of the households saying they listen to music from tapes, MP3players or CDs for up to 30 minutes the previous day, 0.2% listening from between 30 minutes to an hour and 5.6 % listening for between one to three hours.

Computer and video games: 2.5% of those who played computer and video games spent between one to three and one percent spent less than 30 minutes the previous day playing games.

Video and DVD viewing: 3.9% of the users watched VCDs, VCRs and DVDs for between one to three hours on average the previous day, and 1.1% for less than 30 minutes.

Internet use: 2.4% use the Internet for up to 30 minutes, and another 1.6% for between 30 minutes to an hour. When we examine the frequency of use of Internet sites, the survey suggests that people's usage of the Internet tend to vary from a few times a month to 2-3 times a week. People who said they used the Internet daily registered the lowest number.

A common reason cited for use of Internet sites belonging to the various media and the Government is for news. When we examine the frequency of use, the survey also suggests that most people use the Internet for email, followed closely by both the Government and the Kuensel site, and chat.

Mobile phone: Mobile phone use has become a relatively common activity with 43.7% of the households reporting that they used the mobile for up to 30 minutes the previous day, and another 21 % using between 30 minutes to an hour. Of those who listen to the radio on their mobiles, most are in the age groups between 16-34 (41.5% of sample). The mobile is largely used for communications (66% of sample with 34% of them in the lower income group of less than Nu.6,000/- a month).

Books: 3.4 % of the sampled households say they spend up to half an hour a day and 0.7% between 30 minutes to an hour for reading. It is interesting to note that 7.6% read between one to three hours. The largest number in this bracket are people in the 16 to 24 age group and are students. In terms of reasons cited for reading, 10.9% of the respondents said they read to learn about issues, 2.2% said they read for entertainment and 3% said they read to find out about news.

Newspapers: When asked how often they read the newspapers the previous week, 33.2% read Kuensel four times, 18.8% read the Bhutan Observer two times, and 20.9% read Bhutan Times two times.

In terms of print media, people paid a great deal of attention to the news (36%), religious content (15.2%), sports (10%), advertisements (8.4%) and then editorials and opinions (7.5%). In general, the sample shows Kuensel as the preferred paper followed by Bhutan Times and Bhutan Observer.

Table 4.8 Percentage with daily media exposure					
Media	Less than 30 mins.	30 - 59 mins.	Between 1- 3 hours	More than 3 hours	Not Available
BBS Radio	9.0	0.8	25.4	12.7	51.9
Kuzoo Radio	1.4	2.2	13.4	13.6	69.6
Radio Valley	0.6	0.0	0.9	0.6	98.1
Centennial Radio	0.1	0.1	0.2	0.3	99.4
International Radio	0.8	2.0	3.4	0.4	93.5
BBS TV	2.6	7.0	25.6	12.6	52.3
Domestic cable stations	0.2	1.5	3.9	1.4	93.1
Foreign TV	0.7	2.3	12.1	9.7	75.3
Mobile phone	43.7	21.0	14.6	4.8	31.0
Internet	2.4	1.6	2.7	0.3	94.5
Books	3.4	0.7	7.6	0.8	87.8
Computer games or video games	1.0	0.1	2.5	0.3	96.3
Music tapes / CD's / MP3 player	2.9	0.2	5.6	1.4	90
VCR/VCD/DVD	1.1	0.2	3.9	1.0	94

Radio and TV comparison¹

Radio Content: In terms of attention paid to the various types of programmes on radio, the survey suggests that people pay the most attention to news, followed by religious programmes, music, health, agriculture, live call/requests shows, educational and children's programmes. Advertising received little attention according to the survey.

Table 4.9 Attention paid to radio content						
Radio Content	Total %	A great deal	Some	A Little	None	NA
News	100	53.7	8.6	1.3	0.4	35.9
Live call in/request	100	25.6	21.0	6.8	10.7	35.9
Music	100	28.3	24.1	8.0	3.7	35.9
Children's	100	16.6	22.9	11.1	13.4	35.9
Religious	100	33.6	17.9	6.4	6.2	35.9
Health	100	27.2	22.1	8.1	6.7	35.9
Agriculture	100	27.9	19.2	8.6	8.3	35.9
Education	100	24.3	21.8	9.8	8.1	35.9
Advertisement	100	12.7	18.6	12.9	19.8	35.9

A trend that emerges is that rural listeners tend to outweigh urban listeners in paying greater attention to the programmes. The figures also show that people in rural areas tend to pay more attention to religious, health and agriculture programmes than urban listeners.

The statistics also highlight differences in preferences. BBS radio is the preferred station for news

¹ Some time use figures are available in 'In Attitudes towards media' by Tshering Dorji. His study found that respondents on average per week spend about 2 hours a week reading Kuensel, 4 hours listening to BBS radio, 3.5 hours watching BBS TV and 6 hours watching TV. He inferred that people spent a greater number of hours per week watching TV.

since Kuzoo FM provides very little news, and the other two FM stations based in Thimphu provide hardly any news at all.

Kuzoo FM is the preferred station for music and call-in request shows, and a majority of respondents chose BBS radio as the station they would pay most attention to for religious and educational programmes. This is not surprising since BBS radio's mandate, being a public service broadcaster, is to focus on educational programmes.

Respondents were also asked which channel they would most likely pay their attention to for a variety of TV programmes ranging from news to serials. About half the respondents said they were most likely to tune into BBS TV and only 4.5% would select an international TV channel for news. BBS TV was the top channel for most respondents for all the programmes indicated (talks, call-in, children's, even advertisements, etc.).

People tended to turn to international stations for nature and adventure programmes, and to Indian and international channels for cartoons and comedy. For movies, people preferred Indian channels (19.8%) followed by international channels (17.9%). For TV serials, 27.7% chose Indian channels and 11.3% chose BBS serials. Sports programmes were most sought after on international channels.

Table 4.10 People's preferred channels by Rural/ Urban (Percentage)

Programmes	Total	BBS			Indian TV			International TV			NA		
		Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban	Total
News	100	23.7	76.9	50.4	0.8	1.3	1.1	3.0	6.0	4.5	72.4	15.7	44.0
Live-call in /request	100	17.2	53.1	35.2	0.2	2.3	1.3	0.3	1.0	0.7	82.3	43.6	62.9
Talk shows	100	16.2	52.9	34.6	0.2	2.8	1.5	0.5	3.9	2.2	83.2	40.4	61.7
Music	100	17.5	42.2	29.9	3.4	21.3	12.3	2.9	9.4	6.1	76.3	27.1	51.6
Children's	100	18.5	47.6	33.1	1.0	5.7	3.4	1.2	8.5	4.9	79.3	38.2	58.7
Religious	100	21.4	67.0	44.2	0.3	1.8	1.1	0.7	2.3	1.5	77.6	28.8	53.1
Health	100	20.9	60.0	40.5	0.7	2.0	1.3	2.4	7.7	5.0	76.1	30.3	53.1
Agriculture	100	20.9	55.3	38.1	0.3	2.2	1.3	1.7	7.0	4.4	77.1	35.5	56.3
Business	100	14.6	39.2	27.0	0.7	4.2	2.4	3.5	12.2	7.9	81.1	44.4	62.7
Advertisements	100	16.3	45.1	30.7	1.2	9.1	5.1	1.7	7.5	4.6	80.8	38.4	59.5
Cartoons	100	2.0	3.5	2.8	5.1	17.9	11.5	6.6	18.6	12.6	86.4	60.0	73.1
Movies	100	4.7	11.7	8.2	7.9	31.7	19.8	8.8	27.0	17.9	78.6	29.6	54.1
Nature / adventure	100	4.2	6.7	5.5	1.2	6.7	3.9	12.1	44.4	28.3	82.5	42.2	62.3
Comedy	100	5.4	9.9	7.6	6.9	29.6	18.3	3.2	14.7	9.0	84.5	45.7	65.1
Serials	100	6.6	16.1	11.3	11.6	43.7	27.7	3.7	8.9	6.3	78.1	31.3	54.7
Sports	100	2.2	3.7	2.9	1.3	5.0	3.2	13.1	45.2	29.2	83.3	46.1	64.7

Gender wise, more women (48.5%) said they would tune into TV serials than men (41.9%). Of this number, business people and civil servants form the largest group of viewers, followed by persons taking care of the house and students.

More women than men said they would watch health programmes, and nature and adventure programmes. There were very little differences between gender for all other programme and TV channel preferences.

BBS TV is largely regarded as a source for news, while international TV channels are watched for entertainment purposes. This is not surprising since many people, ranging from civil servants to business people and farmers, all say they tune into BBS TV to see what is happening around the country. A business man remarked: “I never miss BBS TV as I need to know what is on the agenda.”

The number of people watching international TV channels for news is relatively low (4.5%).

C. People’s comments

Youth in media

Some young people and several teachers pointed out that news coverage on youth tended to portray them negatively with stories focussing on substance abuse, school drop-outs and youth in conflict with the law. They suggested that media try to provide some good role models and also to feature positive stories about youth.

Gender roles also tended to be stereotyped in Bhutanese media, particularly on TV and in film. Focus group participants felt that men were portrayed as being in control or as drunkards who beat their wives. Women also feel that they are being portrayed as being weak and subservient.

If women were featured in news stories, they tended to be fashion models or actresses, “on diet, or victims of domestic violence”, but there were few strong role models in stories about women. Women’s views rarely appear on media, and when they do, they do not appear as “experts” but simply as agents to relay the information. The experts on media are mostly men. In spite of an increasing number of women in media, many women feel that they are reporting men’s realities rather than trying to get a gender balance in views.

“There’s nothing to read about women in the media,” said a woman youth leader. A section on “*aumsu gi lerim*” (women’s news) would be a welcome programme on air. “It would be good to have more articulate women on the TV so they can explain their own reality,” said a working professional.

TV serials (Also see Chapter 7: Influence of Media)

Residents across the country talk about the popularity of Indian serials among women viewers. Zhemgang residents said that about 80% of women TV owners watch serials in the town area. Women in the Zhemgang focus group disagreed and said that it is a “waste of time” to be watching serials. The survey found that more women do watch serials although the number may be exaggerated.

Youth in the Paro College of Education talk of the women’s hostel where the residents pack the TV room every evening to watch the Indian serials. One young woman admitted to watching Indian serials everyday from 1pm - 4.30 pm when she took a year off school. In Trashigang district, a cable operator’s wife who does not speak Hindi says she watches the serials regularly because it is interesting to see the lives of women in other countries.

Most Indian serials are about fighting and disputes in the home, gossip among women, distrust, desire

for what they do not have and topics that may not be directly related to Bhutanese families but which strike a chord with many viewers.

Some people prefer Bhutanese serials but the Hindi serials seem to be more popular. A few people said that religious stories, the *namthars*, should be serialised on BBS.

With the growth in entertainment media, there has been a decline in focus on local culture and festivals. “Our media gives us more pictures and stories about the world outside than about our fast disappearing cultural practices,” said a bureaucrat. “Our culture is in a dilemma. We shouldn’t just copy everything from outside or we will lose our identity. Media have a role to play in promoting our culture,” said a Minister.

Bureaucrats and politicians believe that media developed very rapidly and are now tending to become tabloids, whether on TV serials, radio or in print.

Balanced coverage

Many people point out the need for more balanced media coverage. “Media are too urban-centric and Thimphu-centric,” said an observer in the bureaucracy. There is unanimous opinion among focus groups across the country that the media portray stories as if only Thimphu matters, and the remote areas and people from there do not matter.

Several people said they would like to invite media to come to their district and organise something and have it broadcast or telecast. “We want to be included and want equal coverage. We are not dumb people,” says a Geylephu resident.

“Rural news is not popular because it does not concern urban elites,” said a parliamentarian. “But civil servants are generally involved in Bhutan’s development and planning. One would think they would be interested in rural news and issues of daily life.”

The only newspaper that initially started with a focus on rural news very quickly switched to a largely urban content as it found that people were not interested in reading rural news. This is due partly to the lack of experienced reporters being based in rural areas, resulting in poorer quality news and information and partly the lack of interest in rural issues. Politics dominates news content, particularly among the newspapers.

The concentration of knowledge in urban centres, and the perceived notion that the educated know more, may be other reasons for the imbalance in coverage between rural and urban areas.

Many focus group discussants want to have more regional news in the media and suggested having regional news sections in the papers and on TV. “There’s so much happening around the country, so many good things happening that are never highlighted - people helping each other, individual sacrifices and such stories.” Students in Kanglung all agree: “The TV audience are more focused on fashion, and food or urban areas. Media must make rural stories more lively and attractive.”

Delay in delivery of newspaper is a reason for not purchasing papers for some. At the earliest, newspapers reach Bumthang a day after the publication. Many people say that by then, they have heard the news on TV and radio.

It is common for many restaurants to keep a TV on to attract customers although people generally do

not pay attention to the programmes. TV sets are also becoming more common in shops in towns and many shopkeepers are closely watching the live telecast of the first session of the new parliament in 2008. All 'live' events are also watched by shopkeepers. Some shops keep the radio on all day, again to provide entertainment and break the monotony of work.

People without TV go to their neighbours' or friends' houses to watch serials and other programmes like music. Some radio listeners complained that Kuzoo has too many songs making it boring to listen to, particularly when people with poor voices sing on air.

Preferred content

Some people in rural Bumthang found the programmes that discussed the laws, especially the marriage laws, very useful.

Damphu discussants said they would like to hear and see what is happening with the new Government. They felt media should cover useful information on policies including more on the citizenship laws and No-Objection Certificate (NOC).

A focus group discussant remarked that programmes should be used as part of education. Examples cited include agriculture for farmers, and programmes on tradition, customs and etiquette.

Participants in Bumthang felt that the religious programmes were especially good. "Even though we live in Bumthang we never knew about some pilgrim sites in Bumthang and their significance until we saw programmes about them on TV." Others in Drugyel village in Paro, however, said that while they appreciated the religious programmes that featured sacred sites, they believe that the publicity from such programmes have led to an increase in thefts at sacred sites.

A *gup* in Dawakha said: "My wife keeps other important works aside and watch Bhutanese serials though she is uneducated. I'd be thankful if there are more Bhutanese serials with good themes so the uneducated can at least think about important issues."

Newspaper content

According to MIS 2003, media were more concerned about society and community. Today (MIS 2008), media are showing a tendency towards trivia - entertainment, sports, consumerism - as well as politics. There are numerous stories on corruption but little on the educative process of democracy, what it means, citizens' rights and responsibilities.

Newspapers are providing more entertainment and leisure pages. Many people remarked on pictures of "half-naked" film stars. Many people say that it is a sign of media's new-found liberty but question if this is relevant to Bhutanese society. A Thimphu mother says her children like the newspaper only for the film stars while another woman in Trashigang says she has seen groups of people buy the newspaper and throw away the news section, reading only the entertainment pages. She and older readers, however, find that there's very little substance.

"I don't think sensationalism and tabloid style media will do any good. It's like bad ice-cream. Doesn't nourish the mind or the taste, it doesn't elevate people's knowledge and personality," said a cabinet Minister.

Pictures: While newspapers with large pictures of the royal family and religious personalities seem to sell better, it is also making people in rural areas concerned. Several people remarked: “Newspapers should not print pictures of the Kings, religious personalities, or *kuthangs* (pictures of deities) and *throngdels* (giant thangkhas). These pictures are desecrated when people walk on them or even use the papers to wrap food and meat.”

People also feel uncomfortable and even offended with the very graphic pictures that newspapers have been publishing. The picture of a foetus that appeared in a story on Bhutan Times led to spontaneous remarks across all focus groups. People felt that it was too violent to be shown and were concerned that their children will be affected by the picture since they are old enough to also read newspapers.

Chapter 5

CREDIBILITY OF MEDIA

There were mixed reactions to the credibility of the media in MIS 2003. The educated elite thought that the media was controlled by the Government. Rural people generally believed the media but some said they the media focused only on urban development. With the expansion of the Bhutanese media, MIS 2008 sought views on the credibility of media, focusing on the news media. This is important because the audience's confidence in the media will determine the quality of discourse.

The Government has passed the media law and regulations and even initiated a “code of ethics for journalists” in an attempt to ensure media professionalism and credibility. The regulatory Authority, BICMA, has also been monitoring media trends and issuing warning letters to media for not following regulations and “standards of decency”.

Popularity

BBS television is the most popular medium (39.5%) of the sample, followed by radio (37.3%), and then international TV (9.2%), showing that local media is more popular than the international. Bhutanese newspapers rank fourth (5.9%), six times more than the persons who chose international newspapers (Table 5.1).

People in rural areas preferred radio while urban residents prefer TV. But rural residents all say they want to get TV.

Table 5.1 Media preferred by Rural/ Urban

Media	Total		Rural		Urban	
	No	%	No	%	No	%
Bhutanese Newspaper	70	5.9	22	3.7	48	8.0
Bhutanese TV	471	39.5	129	21.7	342	57.3
Bhutanese Radio	444	37.3	347	58.4	97	16.2
International newspaper	12	1.0	3	0.5	9	1.5
International TV	110	9.2	38	6.4	72	12.1
International Radio	12	1.0	5	0.8	7	1.2
Internet	10	0.8	1	0.2	9	1.5
Not available	62	5.2	49	8.2	13	2.2
Total	1191	100	594	100	597	100

Table 5.2 Media preferred by Age Group

Media	Total		Age Group											
			16-24		25-34		35-44		45-54		55-64		65+	
	No	%	No	%	No	%	No	%	No	%	No	%	No	%
Bhutanese Newspaper	70	5.9	14	10.8	22	6.2	16	5.7	13	5.8	4	3.1	1	1.3
Bhutanese TV	471	39.5	51	39.2	178	50.3	127	45.5	69	30.8	28	22.1	18	23.4
Bhutanese Radio	444	37.3	36	27.7	89	25.1	99	35.5	102	45.5	71	55.9	47	61.0
International Newspaper	12	1.0	4	3.1	4	1.1	3	1.1	0	0.0	1	0.8	0	0.0
International TV	110	9.2	17	13.1	43	12.1	22	7.9	15	6.7	7	5.5	6	7.8
International Radio	12	1.0	0	0.0	3	0.8	2	0.7	5	2.2	2	1.6	0	0.0
Internet	10	0.8	4	3.1	6	1.7	0	0.0	0	0.0	0	0.0	0	0.0
Not available	62	5.2	4	3.1	9	2.5	10	3.6	20	8.9	14	11.0	5	6.5
Total	1191	100	130	100	354	100	279	100	224	100	127	100	77	100

Believability

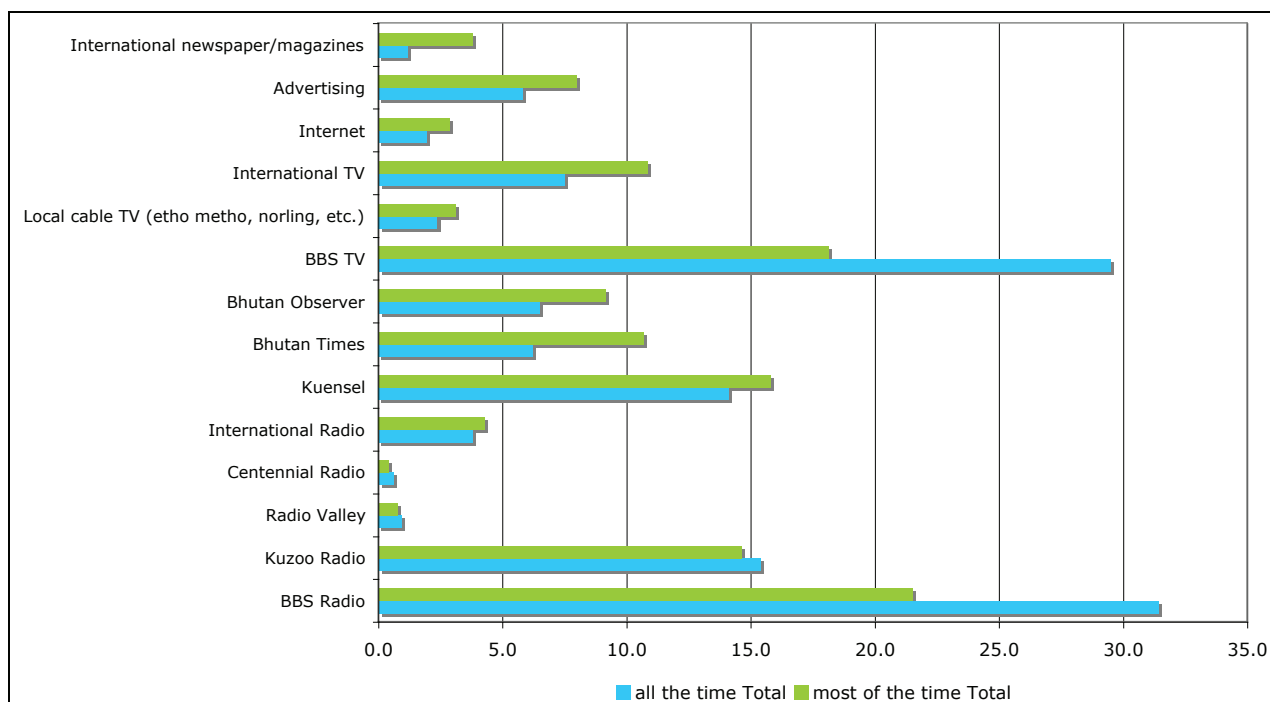
The respondents were asked if media were believable. About one-third or 31.4% of the respondents felt that BBS radio was believable most of the time, compared to 15.4% of the respondents who said Kuzoo FM is believable.

Bhutanese viewers have more trust in BBS TV than in the international TV. 29.5% said BBS TV was believable all the time and 7.5% said international TV was believable all the time.

The same trends are visible in newspapers, with Bhutanese newspapers enjoying greater credibility than international print media, largely because fewer people read international papers and magazines. Asked which newspaper was believable, 14.1% said Kuensel, 6.5% said Bhutan Observer and 6.2% said Bhutan Times (see Figure 5.1).

On consumerism, the study suggests that people are skeptical about advertising. 5.8% believed in the advertising in media “all the time” and 15.4% said they believed “some of the time”. This reflects either a healthy questioning mind or a lack of interest since the bulk of advertisements on TV channels are Indian and not relevant to the local market.

Figure 5.1 Believability of media



While there is a widespread skepticism of Internet forums and chat sites, people have some trust in the information on a few news sites and the online government site (Table 5.3).

Table 5.3 Belief in information on internet sites by Rural/ Urban (percentage)

Internet uses	Grand Total	all the time	most of the time	some of the time	very little of the time	none of the time	NA
BBS online	100	0.7	3.4	1.1	0.2	0.0	94.6
Kuzoo.net	100	0.3	1.3	1.2	0.2	0.0	97.1
Radio Valley online	100	0.2	1.3	0.1	0.0	0.1	98.3
Kuensel online	100	0.6	3.8	1.8	0.0	0.1	93.7
bhutantime.bt (newspaper)	100	0.3	1.8	1.7	0.0	0.0	96.1
bhutanobserver.bt	100	0.4	1.6	1.2	0.0	0.0	96.8
Blogsites	100	0.1	0.1	0.4	0.1	0.0	99.3
bhutantimes.com	100	0.2	1.7	1.5	0.3	0.0	96.3
Government / ministry	100	0.8	3.3	1.5	0.6	0.0	93.9
News sites	100	0.8	2.9	1.0	0.3	0.1	95.0

Note: Not many on Internet

People's comments

In MIS 2003, few people questioned the media. People perceived the media as being “official” and generally believed the Government. Media professionals believe that people generally did not question the media because of their limited education and a culture of being reliant on the Government. This is still relevant in rural areas. A political party worker in Phobjikha, for example, sees no reason to doubt media reports. “This is our Government, why should our Government lie to us?” But things are changing. The same woman said: “But we hear now that the media themselves have been accusing each other of mistakes, and we’re beginning to wonder.”

On media credibility, respondents said that TV is more believable because they see the pictures. A parliamentarian who uses all media attributes greatest credibility to BBS TV: “I think whatever is reported on TV is 90-95% true. But in print, sometimes, there are distortions of the facts. I know this because my friends were misquoted in the media.”

In general, people acknowledge a marked improvement in media credibility after the emergence of new stations and publications.

Stories have become bolder, there are more attempts at investigative stories, and the media - especially print media - are trying to become a watchdog of the society. People see biases in the media, but generally a change for the better. Even the interviews on TV are considered more open. “Now people speak more openly and more freely,” said an observer.

People also respond to media reports. A district officer said: “Media are very effective because they bring immediate action. There was, for example, a teacher shortage story reported on Wednesday and by Friday, a new teacher arrived in school.”

Several participants in a focus group joked about the believability of the weather forecast on BBS TV and say it is often wrong.

Competition

While the emergence of more media has resulted in a sense of greater freedom among journalists, it has also made the audience question the responsibility and accuracy of media.

For the public, it is disconcerting when newspapers start “fighting among themselves.” Some respondents say that media are losing credibility because of the competition that drives them to write anything that sells. “Media exaggerate stories to make people buy newspapers.”

A Sherubtse College student said: “The media may be creating this kind of news to show a negative image of their competitor. How can media be reliable if they do this?” Others attribute it to a lack of news in Bhutan, thus forcing media to “create” news. “In India there are bomb blasts and murders but here in Bhutan there are no news so media have to create the news or they will be out of business,” said another college student.

People did not appreciate the media using their own forums to attack one another. Media lost credibility. Many people also believe that media are tending to become more sensational with competition, thus losing trustworthiness. “I used to believe whatever the media said, but now I realise that maybe they’re not true,” said a senior teacher who used to read every page of the newspaper when there was

only Kuensel, and is now unable to read any of the newspapers from cover to cover.

One issue that has received media and public attention is the proposed government pay hike. Bhutanese audiences are also not used to news leaks on confidential issues like the 'pay hike' story. Most have been brought up on official announcements in media. "Whether reliable or true, media say they quote 'reliable sources' but we don't know if this is really trustworthy or are the media making up the sources?" questioned a member of parliament.

The story, however, created much interest throughout the country. Even members of the parliament were surprised with the news leak. "We told our constituents that we did not have access to this information and have not even discussed it. We do not know whether to believe the media or not."

Focus groups among educated people tend not to appreciate the growing sensationalism in the news. Prevailing news coverage focus on negative stories that many people believe cater to basic impulses – such as crime, sensational stories, court cases. etc. "When newspapers don't sell, they have to sensationalise and then it gets into printing anything and everything to sell their paper. The quality of our media is a question," said a corporate head.

"As much as journalism professes a high degree of quality, there seems to be a subconscious compulsion in Bhutan to make it dramatic or suggestive, and using more sensational imagery," said a parliamentarian.

Another member of parliament felt that the tendency towards sensationalism as seen in attempted nudity and graphic images like an aborted foetus represent the lowest common denominator. People are asking for accountability by the media. A mother in Thimphu questions "Can the media just do what it wants? Can they print such horrific pictures? I am concerned because my daughter is old enough now to read and understand, and I don't want her to see these pictures."

Internet forum sites, despite its limited reach, attracted attention, particularly during the election period. Many people find the online discussions very critical and too personal. A civil servant says: "There's so much venom discharged on these forums. Either they have genuine concerns or they might be trying to settle a score." Online discussions that become too petty and personal tend to lose credibility.

A bureaucrat said: "Don't criticise for the sake of criticising. People like to criticise but please be correct. Or you may misinform." "When journalists write in a small society, we can almost hear them talking about that one person," remarked a businessman.

"I don't think people take media seriously yet. Media will have to work hard to establish a level of credibility and integrity for itself that people can trust." This is the view of an urbane, literate person who is able to discern media credibility. And it is becoming increasingly evident from discussions and interviews with people that the audiences are beginning to question media.

People are becoming more sceptical. "Media respect the views of people only if they are in agreement with policies. If views are in contrary, media organisations do not cover them," said a resident in eastern Bhutan.

The lack of media literacy is more pronounced among people the further they are from the capital. Many express confusion with media accuracy as each media gives a different slant or angle to the

same story. For the first time, Bhutanese audiences are made to read, think and decide, and to figure out for themselves the various truths to a story. “Kuzoo FM talked about a flood this summer but it did not happen,” said a resident in Trashigang. “And the newspapers always give us different points of view. Who is correct?”

A teacher said : “I believe all stories in our media and did not give it a second thought. This week we saw one paper print a story, and another say it’s wrong, how did the media get it?”

Another civil servant said: “I have started disbelieving. We are becoming like some of our neighbouring countries, where more than 80% of their reports are bogus and rubbish. Now it’s creeping into our media”.

An older discussant in Zhemgang said that TV has the greatest influence on those who have limited access to TV. Relatives and visitors from rural areas who come to visit towns and have the chance to watch TV are especially vulnerable. “They think all they see is real.”

The increasing number of corrigenda in media are also making people rethink media accuracy.

News balance

People in rural areas feel left out. A focus group member in Bumthang says the media only focuses on the VIPs and visitors at functions, and never on the community that makes all the preparations for various state functions - from the flag hoisting ceremony to incense offerings. She pointed out that some recognition and appreciation through media coverage would be appreciated.

A political party worker in Trashigang recounts an election experience. “The newspaper reported that I stopped people from gathering in my constituency. If it’s true, we don’t mind but when it’s not the right thing, it hurts. When I went to Thimphu, everyone said I’d done something bad at home when I did nothing. I thought the other party’s people pressured the media to write that.”

The educated believe that there is self-censorship in the media. “No individual media or person is free from this inclination towards local sensitivities, but we all learn to read between the lines.” “Owners, whether it is the Government or others, influence media,” said a former journalist.

“But the truth comes out. Literate people are going to find out the truth. If media write fairly, they retain their integrity and credibility,” said a bureaucrat.

In terms of “control”, most people felt that there should be freedom and independence in terms of stories. Several felt that the Government should have some degree of say or guidance in crucial issues like religion, security and sovereignty.

In 2008, the regulator, BICMA, issued warnings and imposed fines on both print and broadcast media to maintain standards. This is the first time BICMA has taken such action.

While media are more independent in one sense, they are showing signs of being less independent from market forces in the way media scramble for the limited advertising market. “I think there’s lots of self-censorship. News people are worried about ramifications in terms of their advertising revenue,” observed a Trashigang resident.

Parliamentarians lament the lack of in-depth analysis in media. Many stories, they believe, are based

on hearsay and lack good investigation. People want more investigative, professional media.

Overall, people applaud the growing role of media as a watchdog and see it as an important development in a democracy. “People who did wrong were concealed in the past but media has started exposing some. The only problem is that the big ones are still untouched.”

Quality of media

Overall, people are generally satisfied with the quality of media in Bhutan. Many are happy with BBS TV and say that with Bhutan’s late start, BBS is doing well. People want more programmes for youth who tend to watch external channels and are thus not in touch with our own culture. TV has the advantage of providing pictures whereas radio does not.

People, especially the rural listeners, believe that BBS radio is doing well and the new stations are also providing good entertainment.

As for the news media, especially the newspapers, while people question the objectivity and balance in news coverage, they acknowledge that the print media are doing a good job of being “the critic of the nation”.

People in Phuentsholing and Gelephu say that the newspapers’ language should be simplified and improved to enable more people to read the stories, as reading the newspaper is possibly “the most reading a Bhutanese would do”.

The literate group that reads newspapers tend to have more comments on the quality of news, and question the credibility, accuracy and objectivity. The rural readers tend to believe that whatever is printed is good enough for them .

People also question media’s right to edit their contributions. What emerges is a sense that media are no longer sacrosanct compared with the early days when whatever was provided on BBS, for example, was considered to be of common good. People are learning to question the media and are judging what they read, hear and see.

With new media coming onto the scene, there is a sense of greater questioning as they see many angles to one story. Recent stories questioning the accuracy of news reports among the print media have also resulted in people becoming more skeptical of the accuracy of media in Bhutan.

Some people also questioned the content of media. “Do they have a right to censor my comments when I have taken the risk to send it to them for publishing,” said a public official. “What gives the media the right to change what I say?” asked another.

Others question media’s integrity. “Do reporters protect their own families and friends, and report negative stories only about people not related to them? How professional are the media?” asked a teacher.

These are all healthy questions, as it means that the Bhutanese at large are beginning to question media content. It shows a sense of greater understanding, although much more needs to be done to raise their media literacy as many of these questions are asked in a tone of bewilderment and not knowing if they can question the accountability of media.

Chapter 6

COMMERCIALISM AND MEDIA

The media are strongly influenced by commercialism, driven by global templates that are largely commercial in nature. This can undermine the public service responsibilities of Bhutanese media.

Advertising is a necessary reality but it is also a very powerful force that must be carefully monitored so that commercial values do not override the importance of public service and civic duty. All media agencies have been operating with their own in-house advertising policies and some of the agencies have prepared guidelines based on a public service mandate that prohibits advertisements for products and services deemed harmful to society - formula milk for example.

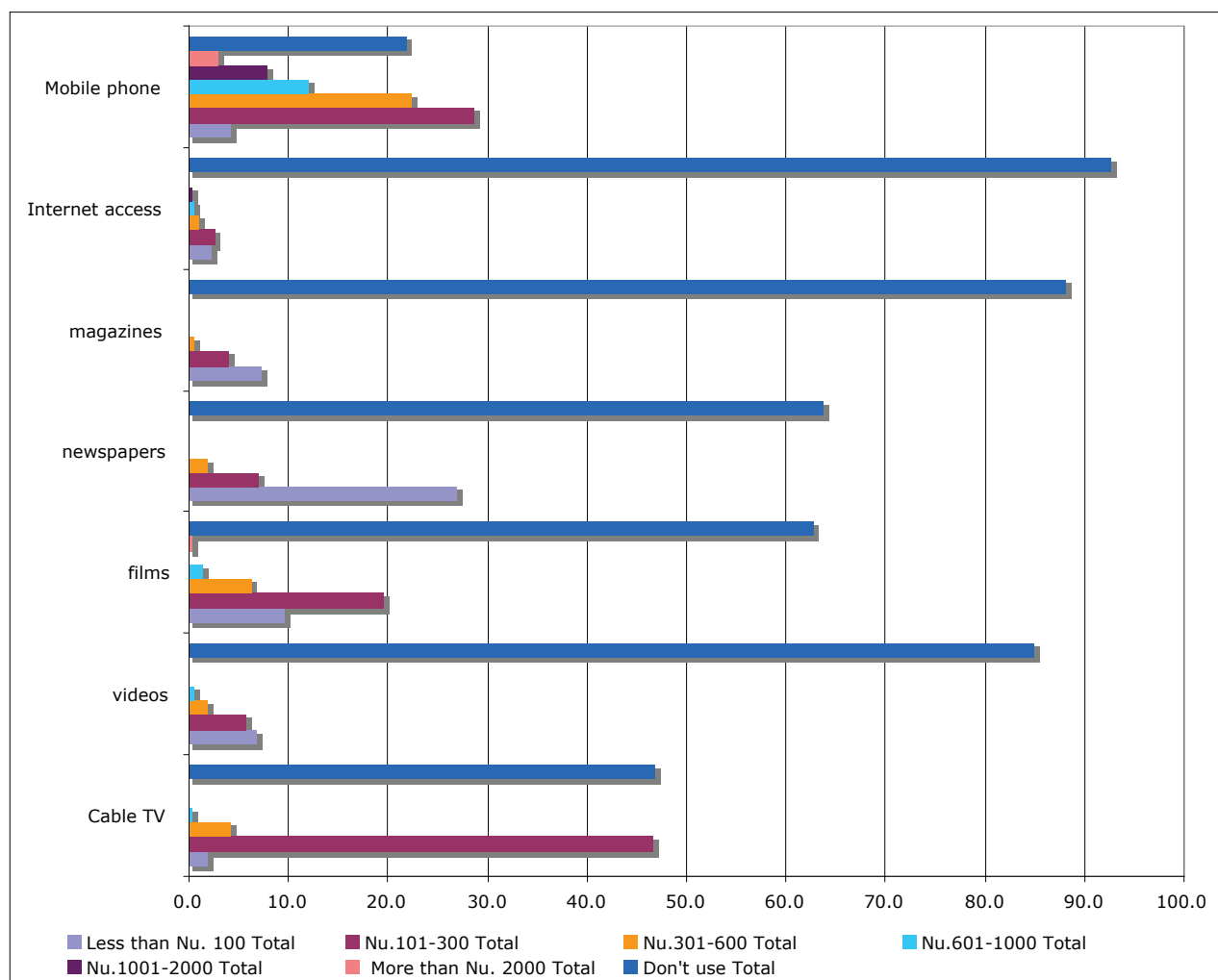
This section analyses the impact of advertising, as well as the understanding of commercialism, by media professionals and their audiences.

Expenditure on media services

Expenditure on media services is increasing as more services are available. On average almost half the households (46.6%) spend between Nu.100-300/- a month for cable TV, with a marginal number spending more - between Nu.301- 600/- - possibly due to households with additional DTH services. A fifth of the sample (19.6%) spends between Nu. 101-300/- on film. One third (27%) of the sample spends less than Nu. 100/- a month on newspapers.

The most significant spending is on the mobile phone. Figure 6.1 shows that Bhutanese people are spending more on mobile phones than on any other media. The figures show that urban households tend to spend more on mobile phones in the higher bracket of Nu. 301 - 600/- a month.

Figure 6.1 Monthly household expenditure on media by rural/urban



Advertising

People pay some attention to advertising in media although advertising is not a major reason for media use as shown in Table 6.

The findings are predictable. Urban people pay more attention to advertising on TV and rural people pay more attention to advertising on radio. Similarly, urban people pay more attention to advertisements on newspapers.

What is clear from the survey is that Bhutanese media attract more attention than those on international media. Tender notices and other government announcements constitute the bulk of advertising in Bhutan and the business/private sector do not yet have a thriving advertising environment.

Table 6.1 Attention paid to Radio Advertisement by Rural/ Urban

Attention paid to Radio Advertisement	Total		Rural		Urban	
	No	%	No	%	No	%
A great deal	151	12.7	84	14.1	67	11.2
Some	222	18.6	132	22.2	90	15.1
A little	154	12.9	77	13.0	77	12.9
None	236	19.8	153	25.8	83	13.9
NA	428	35.9	148	24.9	280	46.9
Total	1191	100	594	100	597	100

Table 6.2 Attention paid to TV Advertisement by Rural / Urban

Attention paid to TV Advertisements	Total		Rural		Urban	
	No	%	No	%	No	%
A great deal	139	11.7	37	6.2	102	17.1
Some	202	17.0	58	9.8	144	24.1
A little	142	11.9	20	3.4	122	20.4
None	191	16.0	52	8.8	139	23.3
NA	517	43.4	427	71.9	90	15.1
Total	1191	100	594	100	597	100

Table 6.3 Attention paid to Newspaper Advertisement by Rural/ Urban

Attention paid to newspaper Advertisements	Total		Rural		Urban	
	No	%	No	%	No	%
A great deal	100	8.4	28	4.7	72	12.1
Some	162	13.6	49	8.2	113	18.9
A little	79	6.6	18	3.0	61	10.2
None	164	13.8	63	10.6	101	16.9
NA	686	57.6	436	73.4	250	41.9
Total	1191	100	594	100	597	100

Table 6.4 Preferred radio station for Advertisements by Rural/ Urban

Advertisement	Total		Rural		Urban	
	No	%	No	%	No	%
BBS	413	34.7	238	40.1	175	29.3
Kuzoo	98	8.2	51	8.6	47	7.9
Radio Valley	3	0.3	2	0.3	1	0.2
International radio station	11	0.9	1	0.2	10	1.7
NA	666	55.9	302	50.8	364	61.0
Total	1191	100	594	100	597	100

Table 6.5 Preferred TV station for Advertisements by Rural/ Urban

TV station Advertisements	Total		Rural		Urban	
	No	%	No	%	No	%
BBS	366	30.7	97	16.3	269	45.1
Indian TV	61	5.1	7	1.2	54	9.1
International TV	55	4.6	10	1.7	45	7.5
NA	709	59.5	480	80.8	229	38.4
Total	1191	100	594	100	597	100

Table 6.6 Preferred Paper for Advertisements by Rural/ Urban

Paper Advertisements	Total		Rural		Urban	
	No	%	No	%	No	%
Bhutan Times	74	6.2	19	3.2	55	9.2
Bhutan Observer	21	1.8	8	1.3	13	2.2
Kuensel	237	19.9	70	11.8	167	28.0
International paper	14	1.2	0	0.0	14	2.3
NA	845	70.9	497	83.7	348	58.3
Total	1191	100	594	100	597	100

The survey asked people how often advertisements made them want to buy or use the products and services. The analysis suggests that the respondents are not overwhelmed by advertising but there is some influence (Table 6.7).

Table 6.7 Advertising influence by Media (%)

	Total	All the time	Often	Sometimes	Never	Don't use
BBS Radio	100	8.1	18.1	13.9	21.7	38.2
Kuzoo Radio	100	3.8	11.5	11.6	16.5	56.7
Radio Valley	100	0.5	1.2	0.7	2.4	95.2
Centennial Radio	100	0.3	0.2	0.6	2.4	96.5
International Radio	100	0.7	3.2	4.4	5.5	86.3
Kuensel	100	4.4	12.0	12.8	9.4	61.4
Bhutan Times	100	1.8	6.5	9.7	7.8	74.3
Bhutan Observer	100	1.8	5.8	9.3	8.4	74.7
BBS TV	100	9.2	15.4	16.8	12.0	46.6
Local cable TV (etho metho, norling, etc.)	100	0.7	4.3	5.0	4.6	85.5
International TV	100	1.4	5.4	10.9	13.5	68.8
Internet	100	0.4	2.1	3.5	5.4	88.6
International newspaper/magazines	100	0.5	2.9	3.9	4.7	88.0

People's comments

Tender notices and other government announcements constitute the bulk of advertising in Bhutan and the business or private sector do not yet have a thriving advertising environment. Government announcements and notices are very useful but are available only to those who have access to media. People in rural areas, for example, complain of a lack of access to these notices and they are penalised when they do not conform to governmental procedures, for example. A Geylephu resident said, "That's not fair on the illiterate people and there should be another way to reach the people."

Product/services advertising: People outside the capital have mixed feelings about local advertising. Some want advertising and find it useful to know what products and services are available. A businessman in Trashigang said: "Sometimes we don't know where to go to buy things so we always end up in Samdrup Jongkhar buying the same Indian things. But if we know we may go to Thimphu to buy Thai or Chinese furniture, for example."

Another person in Geylephu said that TV advertisements show mostly foreign products and does not promote local products. Others feel that there are too many advertisements on the Indian channels. People in the more remote areas find the advertisements repetitive and boring particularly since they "can't find the things anyway – so what's the use?". "Repetitive advertising on TV should be controlled and BBS should not follow the trend," said a parent in Mongar. A suggestion is to have scheduled timings for the airing of advertisements and notices.

Sherubtse students say "we like to see what stuff there are" but believe that advertising does not make them want to acquire the products and services. One student said that he learnt about advertising being not always right. "I saw a shoe ad, and when I went to Thimphu, the first thing I did was to go to the shop. But it was disappointing, nothing like what the ad said."

But advertising is fuelling desire, like it is everywhere else. "It makes us want some of the products for the time-being," admitted a *gup*. "People become more materialistic and may next resort to corruption," remarked a teacher who said many of her students want all the things they see on TV.

A cabinet Minister said: "GNH is supposed to stand on ideals of fulfillment, contentment and being satisfied with what one has. Media often panders to the wants of people, increasing the appetite or spirit. They make people aware of what's available, but what's around and commodities available may not necessarily be good or healthy."

Commercialism in media

Films: Commercial pressures are more evident in all media today (MIS 2008) compared to MIS 2003. Film makers are hard pressed by commercial returns when making films. An avid film-maker/director said that he has had to bow to commercial pressure from producers to ensure that the film sells. Hence film makers say that they often compromise on the story-line and make commercial films. Many scriptwriters, for example, say that they have to add the extra "bollywood masala" that includes songs and, at least, one disco scene to cater to local taste despite their interest in quality and more serious Bhutanese culture.

One of the Bhutan's most prominent film-makers said that the danger of aping Bollywood films is that portraying a form of "escapism" and "fantasy". This is contrary to Bhutan's traditions of spiritual practice in the search for understanding the reality.

Bhutanese films are also making their way to screens outside Bhutan, with several films being shown in the Indian states of Kolkotta, Tawang in Arunachal, and Darjeeling, and in the Thai capital, Bangkok.

Commercial models in programming are evident in reality TV shows like Bhutan Idol. The programme found a large following and introduced new concepts like voting through the mobile to select the best singers. Many people in interviews and focus group discussions said that the system of selecting the best voices through SMS is an unfair means of determining the winner, especially, since the singers themselves can cast their own votes and there is no limit to the number of SMS votes an individual can send. (Also see the 'culture' section in Chapter 7 - Influence of Media).

Women: A women's focus group noted the commercialisation of women in the Bhutanese media. They acknowledge that Bhutanese media are commercial now, and "women sell". Hence, the images of scantily clad women in newspapers, Miss Bhutan, etc. Some women do not mind the pictures as long as they are not pictures of Bhutanese women. Others are not bothered by the pictures. "You see it but you ignore it. You don't really look at it."

A mother of two says that her young teenage children do not really look at these pictures, while others say the teens are being influenced by these pictures that seem to encourage a more liberal lifestyle.

Chapter 7

INFLUENCE OF MEDIA

Introduction

Empirical studies conducted all over the world show that media content can and does influence people's beliefs, attitudes and behaviour. There is so much evidence that mass communications in Bhutan could be replacing other "socialisation agents" like as parents, temples and schools.

At no time in Bhutan's history have media been such a strong force than they are now as the print, broadcast and new media reach more Bhutanese than ever before. These developments have come about as a result of the rapidly changing socio-economic and political situation in Bhutan. The coming of democracy, for example, has mandated an open media as a vital part of Bhutan's transition.

TV is the most powerful influence on a previously closed society. It has spurred the process of globalisation. TV is accelerating the adoption of new ideas and is extending into rural areas. For the first time, a generation of Bhutanese children is growing up with the TV in the home. Radio has the widest reach and continues to influence the rural population. The print media have become more lively and diverse, and engages the literate people. They continue to influence policy makers.

While still in the early stages of growth, the media are influencing people, making them better informed, more engaged, more confused and more wanting.

INFLUENCE of the media being a critical issue, this chapter is presented in detail in the perspective of GNH. Media are an important influence particularly on three pillars: culture, socio-economic change, and governance. Combining findings of the survey and people's perspectives, this chapter highlights the impact of media on these three pillars of GNH.

A. CULTURE

The media are a prime element in the concept of culture, one of the pillars of GNH. This section looks at the Bhutanese media as a strong influence on culture as well as the media as an important element of Bhutanese culture. In both ways, the media are shaping Bhutanese culture.

The debate on whether media homogenises or diversifies culture is a valid concern in Bhutan. In the early years of media, content was focused on information and education and was appreciated at the time. "People were happy with media in the initial years," said a retired civil servant living in the village. "The audience and taste are changing. Today, we have so many channels and so many newspapers and still people feel there is not enough." What impact is this diversity having on society?

Survey response

The impact of TV on Bhutan is being debated with many writers tending to highlight the negative impact. It is accepted that TV has affected Bhutanese lifestyle and society, perhaps challenging the tenets of GNH. But the impact of media must be viewed in the context of the overall change in Bhutan and the growing interaction of Bhutanese with the world. The study attempts to understand the extent to which Bhutanese culture has been influenced by the media.

MIS 2008 asked people if what they see/hear/read influenced their talking/language/sense of dress/behaviour/thinking.

Table 7.1 Does what you see/hear/read in media influence your talking/ language?

	Bhutanese Radio			Bhutanese TV			Indian TV			Other Foreign TV			Bhutanese Newspaper			Internet		
	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	33.8	44.9	22.6	29.5	15.8	43.1	22.3	11.3	33.17	17.5	9.6	25.5	19.9	13.5	26.3	2.8	1.0	4.5
A little	19.4	19.9	18.9	18.1	8.9	27.3	15.2	6.9	23.45	13.1	5.2	20.9	11.0	7.1	14.9	3.2	0.5	5.9
No	10.1	7.9	12.2	7.1	2.2	12.1	8.9	2.9	14.91	9.2	3.4	14.9	7.6	1.5	13.6	4.7	0.5	8.9
Don't Know	15.8	10.6	20.9	19.6	30.1	9.2	23.8	32.8	14.74	26.4	34.2	18.8	28.0	33.0	22.9	38.1	39.1	37.2
NA	21.0	16.7	25.3	25.6	42.9	8.4	29.9	46.1	13.74	33.8	47.6	19.9	33.6	44.9	22.3	51.2	58.9	43.6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table 7.2 Does what you see/hear/read in media influence your dressing?

	Bhutanese Radio			Bhutanese TV			Indian TV			Other Foreign TV			Bhutanese Newspaper			Internet		
	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	18.6	25.8	11.6	16.9	9.8	24.0	13.8	6.6	20.9	10.2	5.6	14.7	7.4	5.9	8.9	1.5	0.5	2.5
A little	19.8	22.9	16.8	22.2	12.1	32.2	15.6	7.1	24.1	14.0	5.9	22.1	9.7	7.2	12.1	2.0	0.3	3.7
No	23.0	22.4	23.6	15.7	5.1	26.3	16.6	7.1	26.1	15.2	6.4	24.0	20.0	8.4	31.5	7.2	1.5	12.9
Don't Know	16.0	10.9	21.1	17.7	26.8	8.7	21.2	28.5	13.9	23.9	29.8	18.1	26.9	30.1	23.6	36.4	35.9	36.9
NA	22.5	18.0	27.0	27.5	46.3	8.9	32.8	50.8	14.9	36.7	52.4	21.1	36.1	48.3	24.0	52.9	61.8	44.1
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

Table 7.3 Does what you see/hear/read in media influence your behaviour?

	Bhutanese Radio			Bhutanese TV			Indian TV			Other Foreign TV			Bhutanese Newspaper			Internet		
	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	20.0	27.4	12.6	17.4	11.1	23.6	13.6	5.9	21.3	10.6	5.4	15.7	8.1	5.9	10.2	1.8	0.5	3.0
A little	24.7	30.3	19.1	19.4	11.1	27.6	12.7	7.1	18.3	12.6	5.6	19.6	11.8	8.2	15.4	1.7	0.3	3.0
No	16.5	13.5	19.4	16.5	4.5	28.3	18.2	7.7	28.6	15.9	6.7	25.0	16.6	6.6	26.6	7.1	1.3	12.9
Don't Know	16.5	11.3	21.8	19.4	26.9	11.9	22.3	28.6	16.1	24.1	29.6	18.6	26.8	30.6	22.9	36.2	35.9	36.5
NA	22.3	17.5	27.1	27.4	46.3	8.5	33.2	50.7	15.7	36.9	52.7	21.1	36.7	48.7	24.8	53.2	62.0	44.6
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

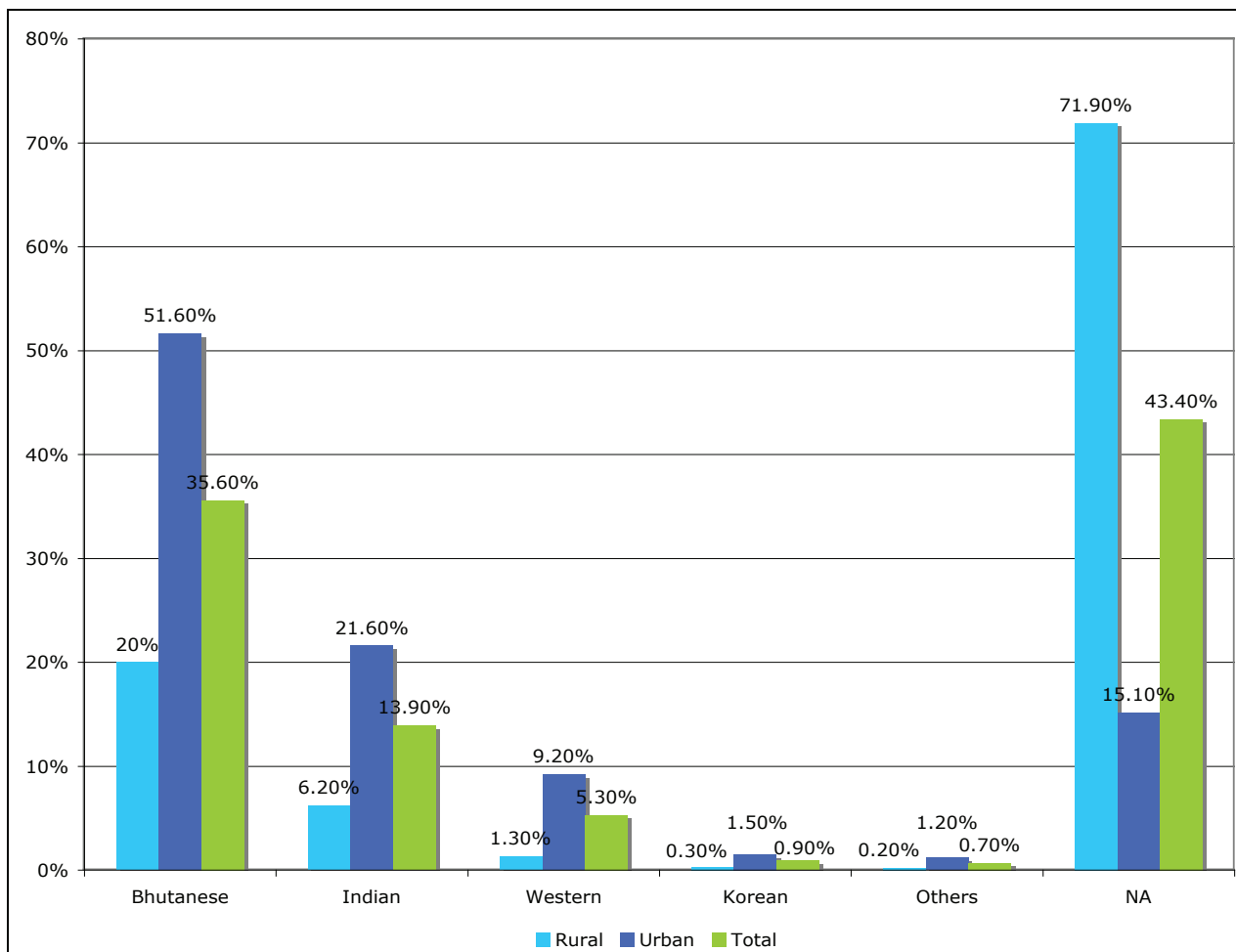
Table 7.4 Does what you see/hear/read in media influence your thinking?

	Bhutanese Radio			Bhutanese TV			Indian TV			Other Foreign TV			Bhutanese Newspaper			Internet		
	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U	Total	R	U
	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%	%
Yes	27.9	36.0	19.8	24.1	14.1	34.0	17.5	7.7	27.3	14.3	6.6	21.9	16.2	9.9	22.4	4.3	0.8	7.7
A little	24.5	29.6	19.4	19.7	9.3	30.2	13.9	6.9	20.9	12.9	6.2	19.6	12.8	9.1	16.6	2.4	0.8	3.9
No	10.5	6.9	14.1	9.7	3.5	15.7	13.2	5.6	20.8	12.3	4.7	19.8	8.6	2.5	14.7	4.4	0.7	8.0
Don't Know	14.6	9.4	19.8	18.6	26.1	11.1	22.2	28.5	15.9	23.7	29.6	17.8	25.9	29.8	21.9	35.4	35.4	35.5
NA	22.5	18.0	27.0	28.0	47.0	9.1	33.2	51.3	15.1	36.9	52.9	20.9	36.4	48.7	24.3	53.6	62.3	44.9
Total	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100	100

These tables indicate people's perceptions of media influence, what they think the influences are, not necessarily what the effects really are. People's own views need to be understood against the overall influence of family, peers and other factors.

The respondents (35.9%) were of the view that traditional Bhutanese culture is visible on TV. This could be due to the popularity of Bhutanese TV compared with international channels. 13.9% of the sample said India's culture was the next most common followed by western culture. We can infer, therefore, that more people watch channels from India than other international channels. Despite a perception that Korean culture has growing influence, the sample shows less than one percent (0.9%) who selected Korean TV as a common TV culture on TV, reflecting a limited viewing of Korean TV. These figures indicate only people's perceptions and it is difficult to ascertain the extent of influence of cultures. Those who selected Korean culture are from the younger age group of 16-24 years.

Figure 7.1 Most common culture on TV by Rural/Urban



Media have helped accelerate a new culture by introducing ideas of the modern and generally urban world. Compared with MIS 2003 when global channels ranked at the top, and there were fewer radio stations and newspapers, today's media scene is one that reflects a strong preference for the local. In this sense, Bhutanese culture is being reinforced with more Bhutanese media and content. And the new media approaches have also spawned new cultures.

In a generally disciplined and hierarchical society, the media are giving Bhutanese opportunity to express themselves in public. And to do this, Bhutanese are experimenting with new identities, hiding under anonymity, to speak up in the media and perhaps, becoming bolder in their speech. Radio callers on Kuzoo FM, as well as members on Kuzoo.net use nicknames that are generally taken from global characters such as Superman, Little Rosie, Virus, Peter Pan, Punk and Devil.

“Radio can create some sort of a mind-set and influence our way of life,” said a parliamentarian. “It influences how we speak in the long term. If the audience is large, it would influence the behaviour of the people and their whole conduct.”

Reinforced Bhutanese culture

Media have helped to reinforce national culture especially in the film and music industry. In recent years, Bhutanese films have replaced Bollywood and Hollywood films in the cinemas and there are more Bhutanese films queuing to be screened in the eight cinemas in the country.

Meanwhile hundreds of music tapes have been produced in recent years. *Rigsar* music is becoming increasingly popular and overshadows classical *zhungdra* and *boedra*. There was a noticeable absence of participants contesting in the *boedra* or *zhungdra* sections in an open air concert and song competition in Thimphu in autumn, 2008.

The concern here is that Bhutanese films and music are not culturally independent because they ape Bollywood film formulas. Lyrics and dance moves are strongly influenced by Bollywood. Producers defend this because Bhutan's market is limited and they have to cater to the masses to be commercially viable. Hence the need for a "masala" of song and disco dance sequences. A film producer said: "We've grown up on Bollywood films and culture so it's a natural tendency for us to copy them."

Amidst the growing popularity of modern music and dance, critics are not happy with the "hopping and jumping" replacing the elegance of traditional folk music. "Some of our hand movements and dance sequences are not Bhutanese at all," said a hotelier who is a regular TV viewer. "It looks really odd."

Young children have taken to even more modern trends like break dancing. In 2007, the National Film Review Board (Bhutan) requested the makers of a film to shorten scenes of break dancing saying it did not reflect Bhutanese culture. The 2008 youth festival has a stage for free style dancing with many Thimphu youths, some barely in their teens, taking part. This shows how quickly culture evolves and becomes accepted.

Language

In general, the sample suggests that media have some influence on people's language. BBS radio has the widest influence. 33.8% of the sample said BBS radio has an influence on their language, followed by Bhutanese TV (29.5%) (See Table 7.1). Indian TV has influence on people's language with 22.3% of the sample indicating 'yes', and 15.2% saying 'a little'. Other international channels also show some influence although on a smaller scale (Yes, does influence = 17.5%, A little = 13.1%).

Media have promoted language, especially the national language, *Dzongkha*, and the use of English. Kuensel and BBS radio have long been accepted as a promoter of *Dzongkha*. For those who acknowledged that BBS radio influenced their language, most of them were rural respondents, more than double the urban respondents.

The language on BBS, both English and *Dzongkha*, are good. But one man from Damphu said the Lhotsam broadcast on radio is too 'high flown'. "It is not the local Nepali, it is Sanskrit," he said.

The use of *Dzonglish* (*Dzongkha* and English mixed) on radio and in music is an indication of the mash-up culture of the 21st century. While *Dzonglish* is accepted as a reflection of the way many people speak in conversation, people generally prefer the media to use proper language. "Media should not adopt and copy whatever comes along. We have a duty to promote our own language," said a forester in the east. "But that's the way many people speak," said a radio jockey.

Dzonglish is beginning to get people's attention and many feel it is contrary to the Government's policy to promote *Dzongkha*. More people feel it will result in poorer language skills with Bhutanese children ultimately speaking "neither *Dzongkha* nor English properly".

One young graduate developed an American accent by the time she got to high school even though

she had never visited the west. “I guess I got it from watching TV. My father keeps telling me to stop speaking like a *chilip* (foreigner),” she said. “ But it comes naturally.” “It’s a matter of time - maybe in two to three years - we will speak like people in the west,” remarked a civil servant.

The FM stations inject a certain mood into society but are limited because of their reach. “I am not comfortable with it,” said a parliamentarian in his early 30s. “I am not used to the slang *Dzongkha* and *Dzonglish*. They are very imitative and not very Bhutanese.” “There are some RJs with unusual accents but it’s not something they come up with naturally. They sound artificial,” a listener from the east said.

Compared with the new stations, BBS radio announcers sound like “they’re reading the scriptures” – slow, respectful and formal. “But I prefer BBS radio style to the new radio announcements,” said a civil servant in his mid 30s.

Several people in Zhemgang and Bumthang and the East called for more languages to be used in the media. “We should have language diversity and be proud of it,” said a resident from Zhemgang.

Dress

Of all the media, visual media have the most influence on people’s dressing with 16.9% saying that Bhutanese TV influenced them strongly and 22.2% saying they were influenced “a little”. In comparison, 13.8% said that Indian TV influenced them strongly and 15.6% said they were uninfluenced “a little”.

“It’s all about looking good, looking like stars, being slim – it’s more like having a sense of belonging which is vital. At our age, we feel like outcasts and we want to belong,” said a 2008 graduate. A group of young women feel the Fashion TV channel should be reinstated. “As long as we know who we are, it’s OK,” said a woman who has just started work in the civil service. Several others in a woman focus group said it depends on the person’s capacity for being modern, and urban women are more exposed while rural women are vulnerable to influence. One woman dismissed the impact of fashion on rural women: “ They say, that’s *chilip* style, that’s what they do, but it doesn’t really have an impact on them.”

Many adults, especially those in rural areas pointed out the negative influences in dressing – “ underpants showing and pants hanging”. Some were particularly embarrassed about women wearing clothes with “an open chest almost showing their breasts”.

Behaviour

According to the survey, the media, especially the Bhutanese broadcast media, have “some” influence on their behaviour. The international and Indian channels have less influence. Bhutanese newspapers also show some influence on people’s behaviour. “My daughter talks back to me like children do in the movies,” said one mother. “She even uses the exact words.” Others said that as long as the mind is not influenced, dressing is only outward change. “Just because there are *goondas* (bad guys) in the movies, it does not mean the viewers will become *goondas* too,” said an elderly Bumthang resident.

Thinking/ideas

When asked if media influence their thinking and ideas, we again see that Bhutanese radio and TV have somewhat more influence on people. Indian and other foreign TV channels have marginally less influence. Here again, more people said Indian TV influences their thinking more than international channels, attributed to the fact that more people watch Indian TV. The study shows that Bhutanese newspapers also have some impact on people's thinking and ideas. Internet use is not widespread enough for any influence to be visible to people.

New culture

Bhutan is adopting a new culture, greatly influenced by the entertainment media. Along with the new patterns of speech, the FM stations are contributing to this new culture. Radio is connecting people from across the country, the way mobile phones and the Internet are doing. The Kuzoo radio family is now well entrenched and people who connect via radio feel a strong sense of community to the extent that when Kuzoo FM had a family day, listeners came from outside the capital to take part in the picnic and activities. Friendships have built up over the airwaves and people chat on radio as they would online (also see Chapter 9 - Public Input and Engagement in Media).

The new radio stations have brought about a whole new style of entertainment including the emergence of the Radio Jockey with a fast talking style aping American DJs. This has both attracted and repelled listeners but is popular among students and youth.

It has made the society more informal and casual, open and approachable. "I like the way the RJs talk and the way they question us," said an urban youth. Youth are being weaned on a whole new style of radio. Whatever the views are, the new radio style is here to stay. The increasing popularity of radio talk-shows represents a paradigm shift from the more formal broadcasting of the BBS. We now have talk-show hosts who banter about issues of daily life, and who engage in conversation with callers. The daily concerns of people have become the subject of conversation. Many young callers also use the radio as a means of expression to talk about their exams, their friendships and their relationships. People call the stations to meet friends, send messages to their families seek company and even advice.

The FM stations and their focus on entertainment has led to a growth in popularity of *rigsar* music, western hip hop, and techno music. Some focus group discussants said that since Kuzoo FM came on air, they have not bought many music cassettes (implying that they have enough music to listen to).

TV programme formats, such as the Bhutan Idol, have added to the popularity of reality shows although people are not comfortable with the new culture of "naming and shaming" – i.e. the open critiques of people's singing skills. In a society not used to open dissent or critique, it is quite a shock to see the judges openly review and even 'insult' the contestant's singing skills, and for the hosts to play to the contestants' and viewers' emotions by dramatising the announcements of results. Reality shows pander to people's emotions. The TV cameras have also learnt the moves of reality shows, zooming into close-ups of people crying after being voted out. "This is very cruel," remarked a grandfather who sits riveted to the programme. His granddaughter, in her late 20s, said: "This is so unfair, the best singer is going to lose because he has no friends to vote for him." Bhutan Idol has generated renewed interest in music on TV but it has also called for a re-thinking of the format to make it culturally more sensitive, and to give more dignity to the people involved.

In the absence of content, “student dances” fill the cable airwaves and music TV clips are repeatedly played to fill long moments between programmes. Unnarrated footage of parliamentarians sipping tea during the parliamentary tea break was beamed into homes across the country every day during the first session of the new parliament without any direction or purpose. Bhutan must be conscious not to fall prey to providing ‘screensavers’ to fill air-time instead of good programming. Media must make every programme count.

Another noticeable development is that media in their quest to play the role of the watchdog and be professional, are losing some of the graciousness of the society. Several people commented that media have become abrupt and have lost the knack of polite speech almost to the point of “being rude” when they interview senior officials and “high level persons”. “A degree of our culture is going down – media should uphold culture as it is one of the pillars of GNH. Our culture teaches respect for all the people... this freedom that comes with democracy should not lose that,” said a civil servant in his 40s.

Age differences

As people get older, the perceived influence of the various media on dressing and behaviour generally decreases but influence on language and thought remains constant.

The perceived influence of radio on language tends to extend across the age groups, including the elderly, above 65, who listen to BBS.

The influence of Bhutanese TV diminishes as people grow older. Indian and other foreign channels and Bhutanese newspapers also show the same diminishing influence with age.

As for the influence on thinking, a striking point is that the age group of 65 years and above showed the highest ‘yes’ answers. Several people in the higher age groups say that the older generation, having been weaned on BBS radio since the beginning, are more influenced.

An interesting finding is that Indian TV was the greatest distraction with more respondents saying watching Indian TV has affected their time for work, prayers and offerings, socialising and staying up late than the other two channels. Although more people watch BBS TV, they see Indian TV as being more distracting.

Table 7.5 Less time for work

	Bhutanese TV		Indian TV		Foreign TV	
	No	%	No	%	No	%
Yes	207	17.4	236	19.8	139	11.7
A little	167	14.0	148	12.4	143	12.0
No	274	23.0	186	15.6	210	17.6
Don't know	26	2.2	103	8.6	181	15.2
NA	517	43.4	518	43.5	518	43.5
Total	1191	100	1191	100	1191	100

Table 7.6 Less time for prayers/offerings

	Bhutanese TV		Indian TV		Foreign TV	
	No	%	No	%	No	%
Yes	107	9.0	127	10.7	87	7.3
A little	158	13.3	113	9.5	98	8.2
No	370	31.1	307	25.8	293	24.6
Don't know	39	3.3	126	10.6	195	16.4
NA	517	43.4	518	43.5	518	43.5
Total	1191	100	1191	100	1191	100

Table 7.7 Less time for friends/socialising

	Bhutanese TV		Indian TV		Foreign TV	
	No	%	No	%	No	%
Yes	77	6.5	101	8.5	68	5.7
A little	165	13.9	139	11.7	121	10.2
No	394	33.1	322	27.0	295	24.8
Don't know	38	3.2	111	9.3	189	15.9
NA	517	43.4	518	43.5	518	43.5
Total	1191	100	1191	100	1191	100

Youth culture

The influence of media is often viewed with reference to the younger generation who themselves have varying views on the influence of media on youth culture in Bhutan.

A youth in Paro acknowledged this impact: “Bhutan is going like the west, just as India is also becoming westernised. We are losing our culture by not wearing *ghos* all the time. There’s a revolution because of media in Bhutan.”

“Little knowledge can be a bad experience,” said a civil servant. “MTV and movies portray the west as paradise. But when you reach there, it’s no paradise. But most youth think and feel a longing to go to the west.”

Many youth expressed the need to accept change as a part of life. “If we don’t change, we will always be isolated. We want to walk the modern world,” said a youth in Phobjikha.

The younger generation find the Miss Bhutan programme an indication of being a part of the larger world. Older people said that the Miss Bhutan contest can help to popularise tradition and the wearing of the *kira*. “My children remarked: ‘Miss Bhutan is in a *kira*’ as if they didn’t expect the participants to be in traditional dress at all,” said a parent. “It’s good if they can promote our own culture.”

A graduate said: “All these things influence us. It’s the mind-set that we are in. Media puts it out there. If it’s attractive we adopt it but not to the extent that it would diminish our own cultural values.” Others argue that looking different on the outside does not make them less Bhutanese.

“Newspapers and radio are informative. They do not influence much. But TV influences – if you don’t censor “rubbish” channels, you will get rubbish,” said a civil servant.

B. Socio-Economic change

Media are also closely integrated with the GNH pillar, sustainable socio-economic growth. This study presents this pillar in two sections – SOCIAL CHANGE and ECONOMY – to provide more clarity. For example, media and social change is an important observation and media as an economically viable industry is a relatively new but important issue.

Social change

The survey asked respondents how watching TV affected their daily lives. The figures show 17.4% of respondents saying watching Bhutanese TV has resulted in less time for “work”, compared with 15.5% for Indian TV, and 17.6% for other international channels. Looking at the number of people who said ‘no effect’ (23%), we get the impression that TV watching has been accepted as a part of life (Table 7.5).

On how TV viewing affects time for prayers and offerings (Table 7.6), more respondents say that there has been no effect on their prayers and offerings compared with those who said ‘yes’, and ‘a little’. But family and public viewing situations show numerous examples where the elderly watch TV as they continue to turn their prayer wheels, or count their prayer beads. As one old meditation practitioner said: “They may seem to be counting but the merit derived from the action is halved since their focus is not fully on the prayer.”

We see the same pattern of answers in how TV viewing has affected people's time for socialising with negative answers registering higher than those who said 'yes', and 'a little'.

The study suggests (Table 7.8) that watching international channels, especially Indian channels, have kept them up later than BBS TV. This is not surprising because BBS TV closes earlier while the other channels are available round the clock.

Table 7.8 Stay up late at night by Rural/ Urban

Stay up late at late night	Bhutanese TV			Indian TV			Foreign TV		
	Total	Rural	Urban	Total	Rural	Urban	Total	Rural	Urban
	%	%	%	%	%	%	%	%	%
Yes	10.6	5.4	15.7	18.3	7.6	29.0	12.2	5.4	18.9
A little	11.8	6.6	16.9	12.3	6.4	18.3	9.7	5.9	13.4
No	31.4	12.6	50.1	17.2	7.9	26.5	19.6	8.2	30.8
Don't know	2.9	3.7	2.0	8.6	6.4	10.9	15.1	8.8	21.4
NA	43.4	71.7	15.2	43.5	71.7	15.4	43.5	71.7	15.4
Total	100	100	100	100	100	100	100	100	100

People stay up later at night watching Indian and other international TV. But, compared with MIS 2003, the number of people who said that TV viewing affected the time they have for work is much lower (64.5% in 2003 compared with 16.3% in 2008). This is probably because TV is now considered a part of the daily life.

But some are conscious of the change. 13.7% of the households say that they have less time for friends and socialising, compared with 3.13% in the MIS 2003. This could be due to several reasons: the growing popularity of Indian channels, the increased broadcast hours of BBS TV, the most popular TV channel, which re-broadcasts its programmes during the day.

Family

A decade after the formal introduction of TV in the country, Bhutanese people have adjusted their lifestyles around the TV. Where available, TV is the predominant media for both news and announcements. The most visible trend in the last five years is the demand for entertainment, and TV, provides that. People are "hungry for entertainment" particularly in the districts.

The demand for entertainment grows with the young generation exploding in number while the facilities are limited. As a journalist said: "People complain about having nothing to do in Zhemgang, but what is there to do here in Thimphu? We just have clubs and bars. And everything costs money."

A common concern is the impact of TV serials on the family and on youth. TV serials have a dedicated following. Concerned people say that the Bhutanese women are being "influenced" by the serials that portray another reality which is not Bhutanese - lives of rich women, married women who have extra-marital relationships, tensions with their in-laws, and other human intrigue (See chapter 4 - Media Content and Preferences). The survey shows that women who say they are likely to watch serials outnumber men marginally (48.5% female vs. 41.9% male).

TV viewing a family affair

TV viewing is a predominantly family affair with most respondents (44.4%) saying they watch with the family followed by viewing alone (9.5%). This has implications on the types of programming that is considered 'permissible' or comfortable to watch with in a family.

While there has been much conjecture as to who controls the viewing of TV at home, the study suggests that it is the adult male who has the most say, followed by the adult female, and then children. Elderly grandparents rank fourth among persons in the household who decide what to watch on TV.

Values

The media has opened up the world to Bhutan. The pictures of western film stars, scantily clad women in newspapers, the informality and boldness of FM radio are influences on Bhutanese society and the change taking place in society. The younger generation is adopting new values.

A Sherubtse student says that people have become more broad-minded. "Media have helped to open us up. Previously boys and girls could not be friends, now we're less narrow-minded. And we no longer regard male-female friendships as anything more than friendships." "Our young people are wearing such revealing clothing. Where do they get the ideas from if not from media?" asked a father of three.

Bhutanese youth are adopting an urban, fashionable lifestyle. Youth sport 'Korean hairstyles' inspired by Korean serials, movies and TV. A hairdresser in Kanglung said: "They copy from Arirang (a Korean channel), this Korean style – feathery and spiky, especially those who are in their 30s and below. Businesses in Thimphu bring in the latest "Korean" fashion that seems to do well among Bhutanese youth.

Violence

Respondents were asked if TV caused people to act with more violence, aggression or rebelliousness. There were no strong views, while 29.1% of the sample said "sometimes".

Several educationists and parents felt that the media fuelled some level of aggressive behaviour among the young. "In the 1980s and 1990s, we never had such aggression in our young people. But now they are picking up this aggressive behaviour."

A civil servant in Bumthang said: "We hear the news about young students carrying knives in the towns - Geylephu, Phuentsholing, Thimphu, etc. I think it's the influence of TV and movies they watch." This is significant in a society that has been largely gentle and has generally deferred to authority. Parents believe that the youth groups that hang out in the capital, for example, are aping a new youth culture that they see in the media and listen to in music. As for younger children, many teachers, without a doubt, say that children get more aggressive after they've watched wrestling on TV.

Children

Children are at the centre of the discussion on the impact of media. Children and youth (under 25 years) represent more than 59% of Bhutan's population. For many of the Bhutanese children, like children in the rest of the world, culture is something that they also learn from the electronic media. What is the nature of the content in media for this group of people? And what is their influence on the young? This section looks at media and children, beginning with an understanding of children's media habits.

Amount of time children spend on viewing TV

TV viewing is common among children, particularly among urban children. The survey figures show that children in nearly a quarter (24.2%) of the households sampled watched TV between 1-3 hours a day while 9% said they watched more than 3 hours a day. With school hours ending close to 4 pm and many children reaching home early in the evening, this is a substantial number of hours dedicated to TV viewing in the home. Children in 13% of households watched less than an hour a day.

Table 7.9 Time children spend on TV by Rural/ Urban

Time children spend on TV	Total		Rural		Urban	
	No	%	No	%	No	%
More than three hours a day	107	9.0	30	5.1	77	12.9
One to three hours a day	288	24.2	74	12.5	214	35.8
Less than one hour a day	155	13.0	48	8.1	107	17.9
No children	103	8.6	13	2.2	90	15.1
Never	21	1.8	2	0.3	19	3.2
Not Available	517	43.4	427	71.9	90	15.1
Total	1191	100	594	100	597	100

While 18.6% of the respondents said that TV has affected children's schoolwork, 10.1% of the respondents said that it has also given them more exposure to the world and made children more confident. This correlates with the views of households who were asked why they let children watch TV. About 25.9% of households pointed to educational reasons, saying that they let their children watch TV to learn. These views double those of households (13.9%) who let children watch TV for entertainment. A third group of 6% of the households stated that they let their children watch TV to keep them occupied and to keep them quiet. Most of these households are in the urban areas.

4.5% of households say that TV viewing has made children read less. 6.2% of the sample said they had not noticed any impact on children (See Figure 7.3). Very few differences emerge when we examine the answers in terms of gender.

Figure 7.2 Time children spent on TV

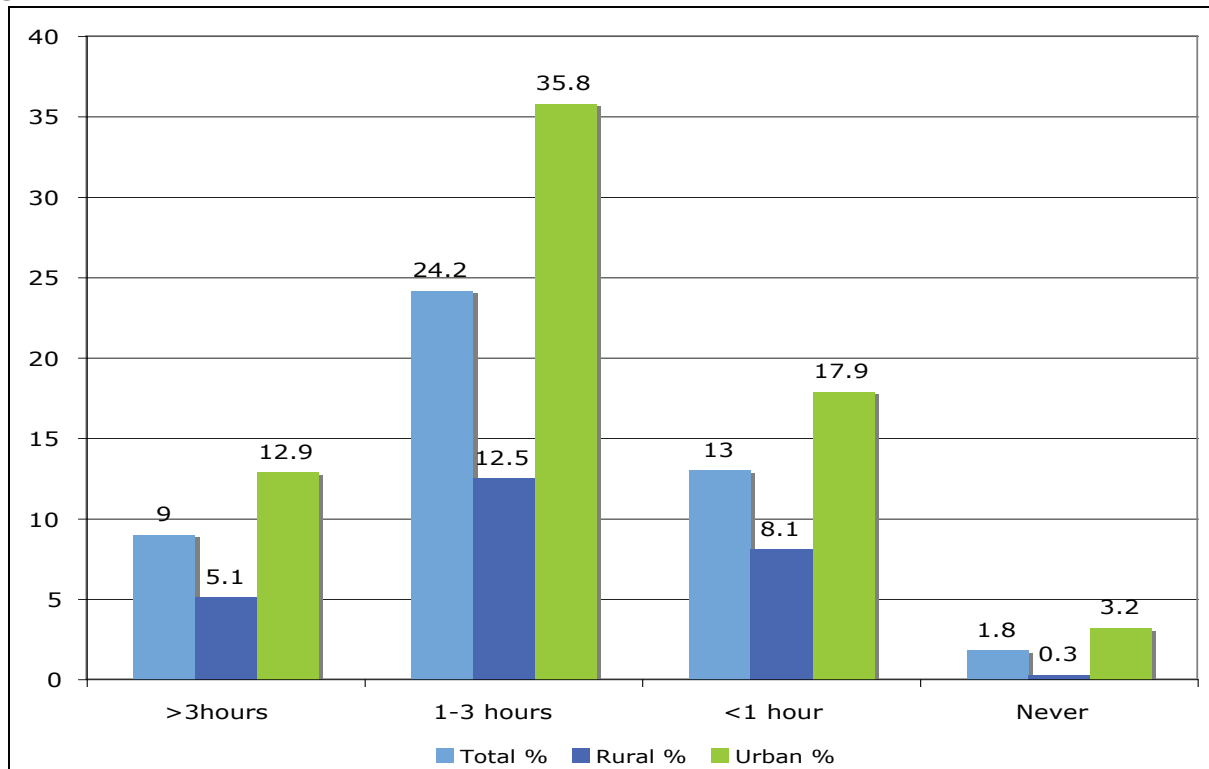
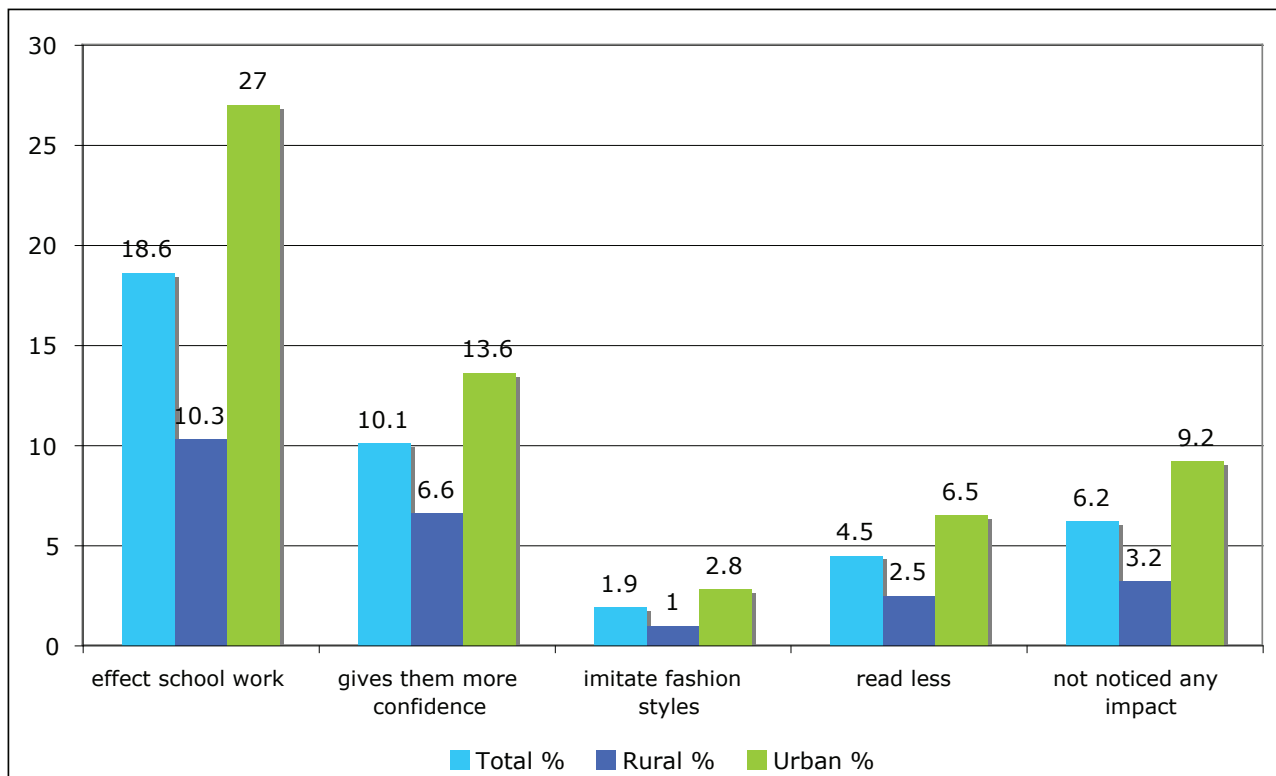


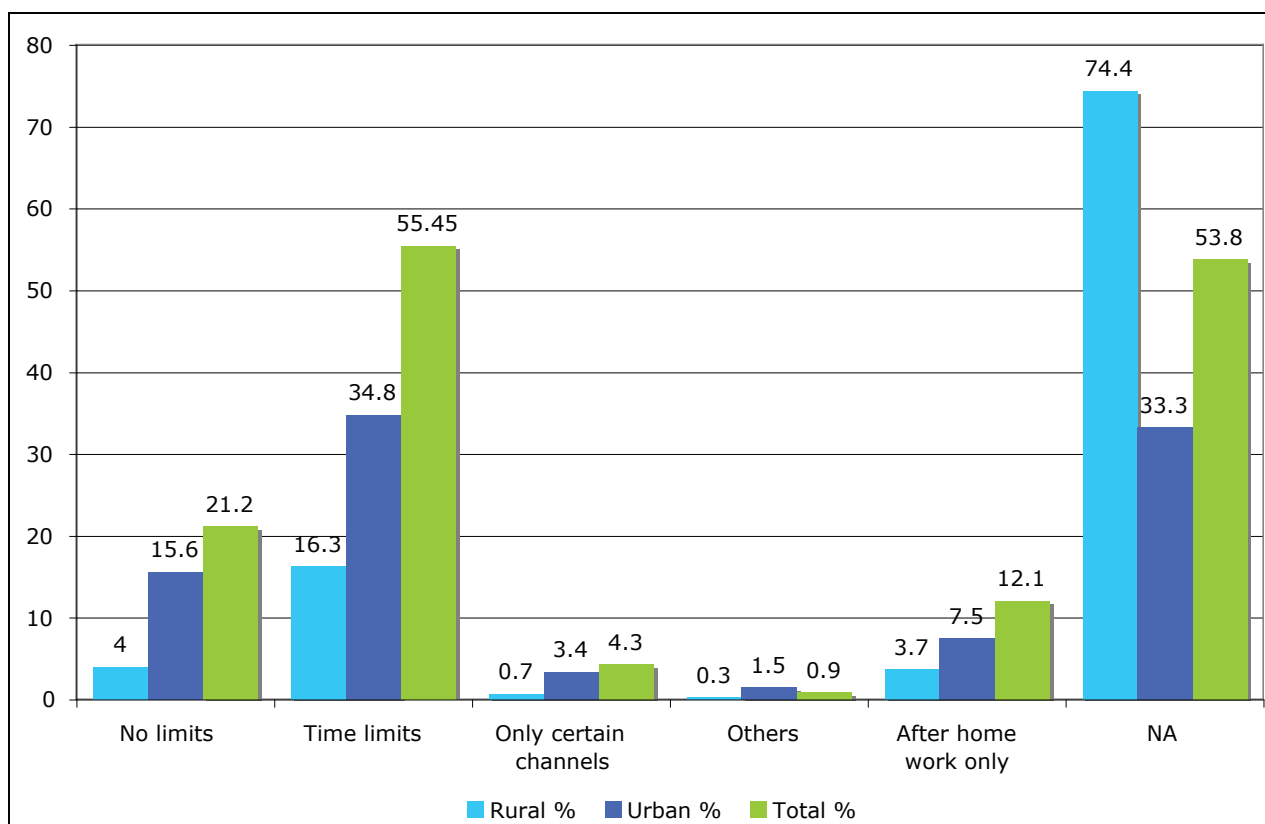
Figure 7.3 TV impact on children



The study also asked households if they provided any guidance in their children's viewing habits. 25.6% of households said they place time limits on children, while 9.8% let their children watch TV without limit. 5.6% of the households said their children could watch TV only after they have

done their homework. As income levels go up, there is a growing incidence of placing time limits on children watching TV (See Figure 7.4)

Figure 7.4 Guideline for children to watch TV



Young people are the target of media companies and advertisers in most countries. They are exposed to a steady stream of commercial messages via TV, and many TV programmes originating from the developed west are focused on selling products (toys, bags, clothing, etc) rather than just entertaining and educating children.

In Bhutan, there is a limited local programming for children and youth. BBS radio has no specific programming for children under 12, and BBS TV has a weekly programme that is produced under the banner “women and children” or “children and youth”. The newspapers have literary pages published upto twice a week and there are entertainment pages targeting the youth with a heavy emphasis on western and international film and music stars. Bhutanese children are dependent on global TV and when we say our children are growing up on TV, they are being socialised towards the global more than on our own culture. They are also watching more adult fare when they watch TV, particularly BBS TV.

People’s comments

“Our children’s lifestyle is changing, and they are watching TV a lot of the time,” said a mother in Mongar. “My children want to look and feel like those people on TV,” said a mother of three who is finding it increasingly difficult to guide her children to watch only the good programmes.

“I always see my children being like TV characters. My sons want to dress up, keep their hair like their wrestling hero. I try and change the channel if I’m at home, otherwise they always watch wrestling.”

Several parents said they worry about the growing tendency for young children to ape adults in music and dance. “We always watch programmes with our children, and the dances on Bollywood films, for example, are very provocative. It’s OK when they grow older, but not now and we sometimes forget that we have young ones with us.”

Some parents are concerned about the sexualisation of children on media. Several people pointed to Bhutanese music videos showing little girls dancing and aping grown up women in “provocative” dance moves. “These children are not even teenagers and they wear body-hugging adult like clothing and dance to songs that are really not suited to their age,” remarked a parent. “I feel very uncomfortable watching such dances and would not want my daughter to be a part of that performance,” said another parent.

“TV is bringing up our children,” said a parliamentarian who believes that a whole generation of children are now so used to TV viewing that they are losing touch with traditions. “My niece speaks like the cartoon characters. She’s in front of the TV from the time she wakes up. I hope she grows out of it.” Another pair of working parents acknowledge having problems with their youngest son, aged 4. He throws a tantrum when not allowed to watch TV or to watch cartoon network that he wants. “No one else can watch anything at home as long as he is awake,” said the mother. The parents now realise that they should have set limits to their son’s viewing when he was younger and that it’s getting harder to get him away from the habit.

A teacher and parent said: “Our children need guidance. The media may have a bad impact on younger children. And until they have reached 15-16 years, they don’t know what’s good and bad.”

A woman farmer in Paro said: “I let my children watch what they want. They know better. I’d rather watch BBS, but they always want to tune in to an Indian channel which I can’t understand. I go to sleep before they come to bed because I have to work in the morning.”

TV is an acknowledged baby sitter. A teacher trainee recalled: “We’ve seen many occasions when a child cries and the mother places the child in front of the TV. So the sound of the TV goes along with the sound of crying for a while till the child stops, attracted by the movement and sound on TV.” Teacher trainees cite examples of their nieces or nephews being placed in front of the TV from the moment they wake up.

A group of parents in Trashigang said that TV can be used to educate youth. “Many of us don’t talk to our children about sex education. We rarely talk to them about relationships and behaviour. This is not discussed among family and friends so young people learn from TV. It’s got more impact.”

Economy

As a powerful cultural industry, the media is an important employer and revenue generator. The mainstream media is a multi billion-dollar industry today and, even in Bhutan, newspapers, radio stations, TV and Internet are the fast growing industries. Including the printing industries that are related to the newspapers, it is relatively a large industry. The convergence with ICT makes this one of the most important industries today.

In the broader mass media, there are already more than 1,000 music productions and 116 films produced. The Motion Picture Association of Bhutan has 82 registered members and Bhutan produces 12-13 films a year with Bhutanese films capturing the local market since 2005. The film and cable TV industry paid the 12th highest income tax in 2004. There are 14 active music recording studios/

production houses but the market worth is not recorded and not clear.

The mobile phone is a thriving business, now giving away even cars in aggressive marketing and lotteries to keep their clients. Already a medium for news and information, the mobile is becoming a multi-purpose tool everywhere in the world as media converges.

Advertising is a very sophisticated culture and a major business on its own. In 2008, the advertising market alone jumped to an estimated Nu. 100 million¹ an increase over 2007. “Private and public media capitalise on people’s taste, sense of values, ideas of beauty, and what constitutes news and information. The Government is the main advertiser and can boost a healthy media growth with the right policies.

But this conflicts with the objective required for media to operate. As a bureaucrat pointed out: “As long as you have to depend on the Government for funds, your independence is limited. There’s nothing wrong with being a Government channel, but as long as funds are coming from the Government, there is a tendency for the Government to provide direction.”

The Government is already hoping that the IT park will be an important feature in the national economy. Media and the IT sector merge to form a massive industry.

C. Governance

The media are helping to construct a new political culture in Bhutan. The GNH responsibility of the media – public service – requires that the Bhutanese media play an important role in educating Bhutanese society. In terms of good governance the media must help a democratic culture to evolve.

During the elections, parliamentary debates on radio and TV held people’s attention throughout the country. Election debates boosted public discussion. A National Council member said: “During the election’s public debates - whether intended or not - TV and radio were a medium for national discussion. They could be used to develop a feeling of national unity in that public space.”

“Print media promoted open discourse during the elections. They made a positive contribution in terms of criticism and constructive comments,” said a member of the Anti-Corruption Commission.

Compared with MIS 2003, when rural Bhutanese felt completely left out of media, people said many remote places were covered in the news during the elections. But the general impression is that the media is urban biased.

Accepting the important influence and role of media, many people laud the attempts of media to become the fourth estate but call for more accountability and responsibility. A civil servant said: “Media must influence the people in the right way with the right information.”

“Newspapers should be free from the influence of political parties because they have a huge influence over everything. If the press is biased towards political parties they will misguide everyone,” said a *dzongkhag* official.

¹ Estimates from newspapers. Kuensel’s advertising income was estimated at about Nu. 45 million in 2008 up from Nu.40 million in 2007, and together with all other newspapers and broadcast stations, the advertising industry could be an estimated Nu. 100 million.

The Anti Corruption Commission and the Election Commission of Bhutan consider media as their most important partners in terms of fighting corruption and promoting democracy.

But media must be wary of being used. “For people today, everything is politically motivated. It’s a new bandwagon that media have to learn to assess and report on.” The concern is that the influence of the media will be used.

A senior bureaucrat said: “Media are doing a good job by default. Whether media are consciously recognising their responsibility and using a good motivation or not, time will tell.”

E-community

While the influence is small, the Internet has become an outlet for expression in Bhutan. People are more open but discourse per se has not improved because people tend to personalise their comments and, therefore, lose credibility.

For Bhutanese youth, it is a link to the world outside and it gives them an opportunity to be in touch with global issues and concerns, and more importantly, for them to be in touch with the Bhutanese diaspora around the world.

“I go online everyday on facebook and it really makes me feel less homesick when I meet all my friends online,” said a student in the United States who has not been home for two years. “ With the Internet, I chat with my family. It keeps me connected.” The Internet, therefore, is more a medium for social networking in Bhutan and has not yet realised its potential to be a democratic media providing access to education, and promoting democracy and governance.

Chapter 8

WRITINGS ON MEDIA IN BHUTAN - A REVIEW

Discussions on the media in Bhutan tend to revolve around the traditional paradigm of the all-powerful effects of media. This views content in either a negative or occasionally a celebratory manner. For example, the protectionist stance that sees most ‘foreign’ media products as dangerous and having negative effects on ‘Bhutanese’ ethics and culture. Or the view that the liberalising of the media economy has opened up a world of ideas to Bhutan and challenged negative attitudes and made Bhutanese less conservative. Most dominant, however, is the recognition of Bhutan’s unique situation as a small country and culture in a globalised world.

Many academic papers written about the media in Bhutan place the media in the perspective of a small and vulnerable society transiting into a democracy. They support freedom of speech and information as basic tenets in a democracy but emphasise preservation of the culture and caution against a liberal and unrestrained media policy.

Participants at a Media and Public Culture conference in 2006 called for discretion and careful judgment in the mass media in Bhutan so that they “support rather than destroy the culture and values of the country” as Bhutan undergoes through the process of modernisation. Some, like New Zealand professor Ross Macdonald¹, go to the extent of calling for the ban of advertising on TV to avoid the culture of consumerism that is considered counter-productive in a country that strives to maximise GNH rather than GDP.

Academics, journalists and analysts acknowledge the need for an open and independent mass media but advocate a more responsible media. Of particular concern is the impact of media on children and the young.

Many academics point out the need to find the right balance between liberalisation and media control. They point to ways in which Bhutan should take advantage of the positive elements of media – public service - rather than being consumed by the market-driven media.

The impact of TV content on Bhutanese culture has also been debated with many writers tending to conclude that the negative impacts outweigh the positive. Dorji and Pek (2006) recommend more investment in content to balance the global information invasion.

Several articles from the conference on Media and Public Culture call for clearer policies to prevent the negative impact of commercially driven media.

Thakur Singh Powdyel in ‘Media and the Maverick Mind’ alerts media to the need for higher aspirations to reinforce the human mind and to be a “conscience keeper of the nation”.

“Media will serve our country well if it can help raise ‘...the intellectual tone of the society, cultivating the public mind, purifying national taste, supplying the true principles of enthusiasm and sobriety to the ideas of the age, and facilitating the exercise of political power...If the opening of a brave new world only panders to cultivation of the flesh and leads to the debasement of the finer impulses of our people and society, the great opening will actually be

¹ Dr. Ross McDonald, *Selling Desire and Dissatisfaction: Why Advertising should be banned from Bhutanese Television in Media and Public Culture*, CBS, 2007.

a great closing of the Bhutanese mind.”

Others like Peter Hershock - a Buddhist economist - warns of the trappings of the “attention economy” – an economy driven by consumeristic mass media. He presents a strong argument against the pervasive mass media in Bhutan’s context and says that Bhutan’s public culture and environmental policies will be better served by limiting the overall time spent in media consumption, especially by children and youth². He warns that Bhutan’s steady integration into the global economy, and its commitment to increasingly democratic governance prohibit the ability for Bhutan to limit the overall time spent on media consumption with dire consequences and leaves little time left for “immediate and sustained appreciation of family and friends” and what he calls the “subtle presences” of life. Hershock recommends that policies and practices should be aimed at enhancing the sensitivities and sensibilities needed for the Bhutanese people to “realise the differences between taking advantage of what global media offer and being taken advantage of them.”

N. Balasubramanian and Jigme Nidup in the Role of Media in the Changing Socio-Political Situations in Bhutan, argue that a major challenge for media in Bhutan is “how to get the people out of this whirlpool of consumerism? What role will the media have in making the people at large rise from their individual selves to the spatial level of responsible citizenship? To what extent will the media in Bhutan be circumscribed by neutrality, impartiality, security, anonymity and meritocracy?” These are the major issues requiring Bhutan’s attention, according to the authors.

An interesting question asked is whether media project the view that there is a real feeling among the public that those who do not conform to this pattern are to be considered backward? The authors ask if Bhutan – with its value system and age-old traditions and customs - will be able to work out a masterplan to counter the ill effects of the media.

Tshering Dorji, in his paper, Attitudes Towards Mass Media, found that most respondents in his study spent the most time watching TV. He concluded that a majority of people considered information the most important reason for using Kuensel, listening to the radio and TV (2006 study). The study revealed that the impact of the newspaper Kuensel on respondents’ decision-making appears to be greater compared to BBS radio and BBS TV. And overall, the study says that Kuensel and BBS TV had influenced a greater number of people.

In Bhutan’s atmosphere of rapid socio-political and economic change the traditional “gatekeepers” of family and community value systems are slowly losing their impact (S.S.Pek-Dorji). Today, with traditional story telling on the wane³ and urbanisation on the rise, the traditional role of family and community elders in sharing values and societal norms through direct communications with the younger generation is weakening. People have less time for their children. The TV has replaced the family as the story-teller and keeper of traditions in the family. This development calls for stronger family interventions and media literacy. The gatekeepers – media, government and families – all play vital roles in filtering the news, information and values that we hold important in Bhutanese society. We must raise the bar to achieve quality media. That is the essence of GNH (ibid).

For democracy to work, media has the role to establish a diverse and vibrant public and cultural sphere, one that is truly Bhutanese and not copied. The media’s voice must be relevant to the average

2 Dr Peter Hershock, Media, Markets and Meaning: Placing Sustainable Development and Environmental Conservation and Enrichment at Risk, from Media and Public Culture, 2007.

3 Dorji Penjore in his article “Folktales and education: The role of Bhutanese folktales in Value transmission” states that the “Walls of rural Bhutanese houses may have once echoed and re-echoed with folktales narrations, but frequency of narrations today has become even fainter and lesser.”

citizen. Dorji and Pek (2006) argue that media, as required by GNH, means a strong public service role. It means providing space for public voices in the media. It also means addressing people as citizens rather than mere consumers, and it means addressing public service obligations above all else.

Kesang and Whalley point out that the expansion of mobile coverage has closed the digital divide. The authors suggest that this is one way to minimise the gap between the haves and have-nots, and support the development of a universal service fund that would provide funds to invest in areas of the country that are economically less attractive for investors to provide services in.

Internationally, Freedom House, an organisation that monitors democracy and freedom around the world, states that Bhutan's media diversity and freedom of expression have improved somewhat but is still limited. Its latest available report (2007) on Bhutan's freedom of the press states that the Bhutan Information, Communications and Media Act 2006 is concerned primarily with technological specifics, licensing and ownership, and provides no specific protection for journalists (www.freedomhouse.org accessed Dec.3rd,2008).

International media watchers generally hold the view that media are not totally independent in Bhutan. While acknowledging a growing openness, they point out that Bhutanese media are generally not free to discuss openly the issues concerning national security, the royal family and the issue of the thousands of refugees in Nepal.

The European Union's election observers reported that Bhutan's media coverage of the elections was free and fair.

An academic from the Westminster University in London noted that the best coverage of the Bhutanese transition to democracy came from Bhutan's own media. In her analysis of Bhutan's democracy and the international media⁴, Dr Nitasha Kaul pointed out a typical list of things that the international media stories on Bhutan would include. These are references to a hidden 'Shangri-la', their Majesties the Queen Mothers, 'isolated kingdom', Gross National Happiness, the late introduction of TV and the Internet, and the 'southern problem.' The report states that 'Shangri-la' and 'Southern Problem' polarities leave very little room for a meaningful discussion of Bhutan.

4 Published in the Kuensel op-ed pages on 3rd and 5th January, 2009

Chapter 9

PUBLIC INPUT AND ENGAGEMENT IN MEDIA

The level of public engagement and discourse in media is an important element of a democratic culture. In a largely hierarchical and traditional society where information flow has tended to be top-down, and from the centre to the periphery, a shift in people's thinking and engagement with media is required to promote public discourse. Democracy is about the informed participation of people, and media play a crucial role in defining and expanding the public space for discussion. More Bhutanese are engaging and participating in public discourse helped by a growing diversity of media – print, broadcast and the Internet.

The MIS 2003 showed that people were generally not aware that they can play a role in shaping the growth and direction of the media. Many people do not express their views mostly because of the sensitivities of a small society. That is why the Internet was more popular for views because of the anonymity it provided.

These trends remain in 2008, although there is much more discourse in the media.

Limitations to public engagement

Many rural people continue to feel that they cannot engage in the media. Some people do not even think that they can provide feedback and call-in or write to media on issues they care about. Many feel that they are amateurs who cannot challenge the professional media. "I don't think the views of readers will be taken seriously," said a Geylephu resident. People generally say they should not question openly anything said or written by professionals.

Few people in all the focus groups have taken part in call-in shows on radio, or write to a newspaper. Many attribute this to the lack of education and confidence. Others feel that they cannot question authority.

"People generally never question authority and nobody wants to upset the harmony in our community," said a Zhemgang resident. Another person, a businessman, said: "We are humble people, how can we even write to the newspapers?"

One focus group pointed out lessons from experience that taught them not to give feedback. "From our past experience of writing joint petitions to authorities, people were identified based on their signatures/thumbprints and were questioned."

But most rural people believe that their children will have the education, confidence and the correct language to engage in open discussions in the future.

Not surprisingly, people who engage in discussion in media are largely urban and educated. People from outside the capital are not used to giving feedback. The Internet forums are widely used by a small number of people who have access to the Internet.

Many educated people are also reluctant to be interviewed and to share their views and opinions, or engage in media. They believe that media tend to be negative and when they give an opinion they run the risk of being portrayed in a negative light or of being misquoted. This tendency is largely common among the educated group.

“Many of us think that dissent is not tolerated. So we shy away from talking to the media,” said a public servant. A frequent online user in his 30s said: “I don’t want people to know me. We have this culture of not expressing what we are thinking of about people, especially things that are done wrong by the Government. Internet gives us a way to do it.”

Several people in focus groups point out that in the beginning of the Internet, some senior officials tried to close down online forum sites, and state that such action dissuades them from participating in the media. Today, however, even the opposition leader has a blog site that people read.

Anonymous Feedback

A large section of Bhutan’s educated population is employed in the public service and are directly involved in governance and development. In several discussion groups and interviews, public servants point to inadequate feedback mechanisms within the system, including policy matters. They see the media as avenues for expression.

A visible trend is that feedback and opinions given in the media are done largely anonymously or under a pseudonym. Civil servants are bound by a civil service code of conduct not to make “any statement of fact or opinion in any medium, or in any document which may have adverse effects against policies or actions of the Government” (from the Bhutan Civil Service Rules 2006).

Hence, much of the discourse that takes place online, and reprinted in the newspapers are anonymous or under fictitious names. “We go to BhutanTimes.com and to Kuenselonline because it’s the only way to give feedback,” said a public servant. “But I think people only pay attention to the online forums if they are themselves implicated by the comments.”

The culture inhibits people from being open and frank. One Sherubtse student puts it down to the nature of people living in small societies. “We are very attached to our families and we don’t like criticism.”

“We are complacent by nature. Even if we do speak up, the person we are speaking about won’t accept it,” said a young professional in his early 30s. “We Bhutanese by nature are very quiet, we don’t like to raise our voices. We should learn to speak up,” said another college student.

One comment from several focus group discussions is the tendency for media to re-write letters and views received from people. This sometimes changes the original meaning of the articles. Teachers, monks and civil servants across the country say that their articles are often “ignored” by media, and if they are used, they are rewritten.

Many do not understand the need for editing. But in general, people are suspicious when media edit their views. “If what we write is too much “against” the authorities, the media tend to change our words and use other words,” said an active online discussant.

And when people do speak up in a new-found freedom of expression in a democratic environment, they are not always conscious of the responsibilities of free speech. Some people make allegations without understanding the implications of their words. A TV forum in December 2008, for example, had several taxi drivers accuse a senior official of bribery without any proof. The media did not pick up this defamatory statement at the time. The young media in Bhutan must learn to handle the responsibilities of free media especially in ‘live’ situations.

A radio manager said: “Our RJs are young and they don’t know how to handle callers who sometimes want to flirt with them, or go beyond the boundaries. Maybe we need more mature hosts for radio.” The immaturity of both the media and the public are showing up in all media today, and this is a characteristic pointed out by most discussants and interviewees in the study. While many are fairly forgiving, saying Bhutan is learning, there are also contrary views that emphasise the need for media to mature in order to play their role effectively.

Bhutan Online

People’s participation and input in online forums and on the Internet are growing although overall computer literacy is low. The public is beginning to engage with the media, generating content and passing comments on the work of the Government, businesses and even journalism. Digital media have provided Bhutanese platforms for creating and strengthening the public space. Online forums provide avenues for lively discussions on a variety of issues but are largely centred on governance and policy issues. Many of the forums are tending towards the personal and are publicly dismissed by bureaucrats even though they give an indication of what people feel and think. “Right now the Internet forums are full of bad quality discourse and it’s getting worse. They’re very personal and petty. They were once substantive especially during the elections,” said a senior civil servant.

The rise of blogging in Bhutan, although still limited, is changing the public’s relationship with media. The public is no longer a passive recipient but actively engaging in media. The first online defamation case was heard in 2007 where the court established that the defendant was libelous for an online post that was found to be “unsolicited, false and premeditated”¹.

Social networking is becoming popular among youth through online sites like Hi-5 (with 1,400 Bhutanese users²), Facebook (500 Bhutanese users). Kuzoo.net has more than 8,200 registered users. These sites are becoming more vibrant open spaces that connect Bhutanese from across the world. It also makes many young Bhutanese feel connected with the world. On Facebook, for example, many Bhutanese youth have signed up to support global e-movements on climate change, and child prostitution for example. The sites also give Bhutanese a chance to highlight their own priorities, the most recent being a ‘support the Fifth Druk Gyalpo forum’ which has 1,158 supporters listed, many from overseas.

While friends on Hi-5 and Facebook generally use their own names, people who engage in Kuzoo.net tend to use nicknames.

The social sites enable people to keep in touch and have helped to strengthen the Bhutanese diaspora. Chat is common and there are several stories of Bhutanese who met online and have gone on to get married. People have also started posting greetings and recipes on youtube for Bhutanese friends and family abroad.

The Internet has helped to create and strengthen the public space for ideas, issues and feedback on Bhutan and on being Bhutanese. It has, however, tended to become a social space.

¹ The judgement stated that there is no exception to the rule of defamation whether the defamatory comment is made in real life situation or in libelous comments posted in a virtual world situation through the Internet. The online defamation case was a public and open trial with judgement made in July 2007.

² Estimates of online users accessed December 9th, 2009

Broadcast Media – providing avenues for people’s participation

Media are also beginning to use more interactive approaches to getting people’s participation. Call-in shows on radio and TV are popular and enable people from all corners of Bhutan to ring in.

“I called in to a BBS TV panel discussion on corruption to ask people I would never be able to talk to sitting here in the east on issues that are important to us. Media is doing a good job,” said a public servant in Trashigang.

Radio call-ins have developed a fan following. Kuzoo FM’s shows asking for people to ring in and sing, or to call in and chat have resulted in the formation of Kuzoo family. Radio gives the average person a chance to be someone, to sing or be on the radio, and that is what attracts many to radio call-ins. “For once they can be somebody that everyone listens to on the radio,” said a radio jockey. While it has a keen following among certain communities, it is also having the effect of making others feel “left out” and, therefore, tune out. This was a view from both urban and rural residents from across the country.

“I used to like Kuzoo FM but not so much now,” said a mother of two in Kanglung. “We keep hearing the same people call in. Kuzu Ama Rangjung calling Kuzu Ama Mongar... they talk only to one another. It’s very annoying. And they dedicate songs to long lists of names.”

But people who call-in come from a cross section of society. And many complain of not being able to get their calls through. “I tried many nights in a row and I gave up. Now I just listen. But sometimes, I just feel like calling in and singing,” said a storekeeper in Bumthang. A teenager said she tries to call Kuzoo FM everyday and when she gets through, she shuts her room door to speak to the host undisturbed. A monk in Paro said he likes to call in to request songs and, in the process, gets to send wishes to his parents and family.

In a mountainous country where communications have been difficult and costly for a long time, radio is providing the means for communities to be connected. Also a traditionally strong oral society lends itself well to the chat culture and to the spoken medium.

Trends in public input

Radio has created a new social environment – from the Kuzoo family to a space where people are using radio to “chat” just like chatting online. The only difference is that people are using public space to chat and this results in some discomfort among listeners when the conversations become too familiar or too bold.

Radio Valley, for example, has set a new tempo in radio broadcasting with western-style fast talking and engaging hosts that appeal to the young.

The regulator, BICMA, issued a warning to the FM radio stations in 2008 asking them to maintain a certain decorum and avoid “open air flirting” and to “refrain from content which is indecent, obscene, false or offensive in nature”³. Some of the on-air conversations border between informality and promiscuity and is very subjective.

There is an excess of suggestive dialogues on radio, for example: “I’d like to adopt you as a brother.” “Only a brother or as something else?” asks the other person. BICMA was particularly concerned that

³ The cautionary notice issued in August 8, 2008 states that it has come to BICMA’s notice that FM stations are engaging in “open air flirting and conversations with listeners in foul language, including use of expletives, sexual innuendos and profanity.”

FM radio should understand their social responsibility for the healthy growth and development of the youth.

“We’re so used to conventional BBS which is decent,” said a parliamentarian, “BBS radio announcers speak like they are reading the *kanjur* and *tenjur*. And now we have the opposite, with very familiar, casual radio jockeys speaking as if they are our personal friend.” Public engagement in radio has become much bolder.

But many listeners agree that airwaves are public space and merit a certain sense of decency and respect. There are people who do not mind it, and those who do.

Another development is the use of mobiles to vote e.g. in the Bhutan Star programme. Using SMS has enabled Bhutanese viewers to participate in and determine the outcome of a programme. This is a formula that has worked in many countries with a resulting increase in viewership of TV programmes.

Media operate in a small society that has its setbacks. “Bhutan has become a sort of claustrophobic society. It’s like people are preying on you -- your neighbours know how you live, even the media are reporting on you. Our media should not create that kind of environment in a small society,” said a senior government official.

“We’re lacking a level of sensitivity to distinguish what’s good and what’s bad, what’s worthwhile and what’s worthless,” said the Education Minister. “We’ve not been able to find the space where both the society and the media have to get together. ”

In general, the level of citizen participation in media such as the level of participation of audiences in talk-back programmes, and space devoted to readers’ comments in newspapers are expanding faster than before. The Bhutanese public is no longer a passive recipient but beginning to engage in media.

Chapter 10

VIEWS OF MEDIA PROFESSIONALS

According to Bhutanese journalists the profession has never been as demanding, or as exciting, as it has been in 2008. At this stage, against the backdrop of Bhutan's rapid transition, Bhutanese society is confronted with the important question: What is the role of the media in this rapidly changing society? In trying to answer this, a growing number of people working as journalists are trying to come to terms with the essence of their work – professionalism.

Independence

Democracy has helped free reporting and open up discourse in the Bhutanese media, particularly in the newspapers that are covering stories that were considered “too sensitive” in the past. Newspapers have become more critical of the Government and taken on a watchdog role, reporting on issues like corruption within officialdom. In their role as a watchdog of society, media have become more aggressive. Broadcast media is providing space for public discussion on topics like domestic violence, punishment in schools, drug abuse and sexual behaviour among youth.

“There's no dearth of freedom – but the media experience is still too new for our society and our journalists to get a good perspective,” said a media manager. A reporter who has worked in India previously said he feels journalists enjoy the same amount of freedom as elsewhere. A Kuensel reporter explains: “Even as a partially government-owned paper, we have a lot of independence. We have criticised the Government and even our board members and we have not had problems.”

However, editors and reporters all agree that the Bhutanese media is very careful about reporting on the Monarchy. While there is no curb on reporting on the royal family, like in Thailand for example, His Majesty the King is held in such deep traditional reverence by all the people that the media are sensitive to these sentiments. Journalists also acknowledge that they must, first and foremost, understand national priorities and are, therefore, careful in reporting on national security issues.

Role

Editors and senior reporters say that the transition to democracy has brought focus on the need for a strong media. With just two members in the opposition in parliament, the bureaucracy and civil society is also calling on media to play the watchdog role. “We are being asked to play the role of opposition. But is that right?” asks a reporter.

An editor talked of the confusion among media practitioners. “Our media need to ask if they are doing journalism or activism. Many of the stories today lobby for a cause on one hand, and at the other extreme, they are more PR and promotional type stories.”

Bhutan has a strong Government and a strong bureaucracy. The media are a weak link in the system of democratic government, according to media practitioners. The editors, therefore, feel the need to strengthen the media. However, with the Constitution and media law and regulations in place, journalists say that media growth is on the right path.

Reporting on politics

The Bhutanese media reported the first general election in a tightly regulated environment. Journalists

say that it was an educative experience and a challenging task that made them realise the enormity of the transition in Bhutan. One journalist said: “This was the country’s first election and it gave us a new sense of responsibility. We realised that whoever they were - *dzongdags*, *dungpas*, *lyonpos* – they were like us. We were all doing this for the first time.”

The media were caught up in the tensions of political reporting and were accused of partisanship. “People take stories very personally in a small society,” said one reporter. “Politicians accused us of being partisan even though we tried to be as objective as possible.”

A change from the past was that access to leaders became much easier. “We can call politicians in the night or evening and they will get back to us even if they are busy,” said a reporter who acknowledged that the politicians may have an agenda but access to them has made work easier.

Obstacles

Despite the legal independence, the media continues to find government stories difficult to report. Journalists say that interviewees go back on their word after the story is printed. With the media covering contentious stories like the government pay hike, journalists are forced to tape interviews to prove their accuracy. One newspaper is considering recording all phone interviews to check facts and to ensure accuracy. Editors claim that some government organisations try to “bully” newspapers.

The bureaucracy is the most difficult to get information from according to Bhutanese media. The government’s spokesperson system, which was tried several times in the past, including a system of identifying focal persons for information-sharing introduced in 2008, is hindering reporting. All the media organisations agree that focal persons are reluctant to talk, and when they do, they tend to provide only superficial information. Spokespersons themselves are caught between an increasingly aggressive media and their bosses. Access to information remains a challenge.

Bureaucrats tend to mistrust reporters. “We have made mistakes but we can all learn from it,” said a news team. “We’re not yet like media in India where reporters go to any level to sensationalise and manipulate,” said a reporter. A common problem faced by media is that reporters are generally young and not well trained.

Another challenge for the media is reporting in a small society where people react personally and emotionally. This is sometimes good feedback for journalists, but more often than not, media are dealing with bitter complaints on the smallest issues. This leads to self-censorship and can be a deterrent to good journalism.

Bhutan is a hierarchical society where a person’s status is newsworthy. So the average citizen is given less importance. Journalists agree that while the media are increasingly featuring people’s views, there is room to improve. One constraint is the cost of reporting across the country, and many media organisations rely on a very few correspondents.

People are not used to dealing with media. “Our interviewees are not media savvy. They don’t know what to say and what not to say... they are like a dam letting it all out and telling us everything... and give A-Z instead of just giving what’s necessary. And then they complain that we leave out everything,” explained a reporter. “In rural areas people look at us as government officials and they want to say the right thing,” said another reporter. Editors say that people are not used to the idea of editing and misunderstandings arise.

An editor feels that people’s attention are being dissipated with more newspapers in the market. And

Government is no longer responding to the stories. “The Government doesn’t react to some of our more critical stories and that’s not good for Bhutan.”

According to a broadcast media, there is a commonly held belief that what the media covers is negative – and will show you in a negative light. As a result, it is often difficult to get panelists and people to speak to.

Lessons

As media professionals become more active they identify two forces that influence them: the response of the audience and the pressure of competition.

Journalists are learning more about their audiences. One reporter acknowledged that the use of critical language in stories “backfire” because people are not used to it. Media and reporters have been threatened, sued, and pressured.

In trying to get the story out, first they make mistakes or run with incomplete or inaccurate facts. With competition, a few reporters feel that media are becoming more sensational. “Independence and competition has not brought about the best possible outcome. It drives us too far in the wrong direction,” acknowledged another editor.

All the editors see the need to train a youthful media in Bhutan with the average age of reporters in their mid 20s. There is a constant need to guide reporters, and to build the maturity of media. They also claim that they have learnt from their mistakes. “Reporters go to get stories with a blank head, they have no questions ready, when they face newsmakers, they let newsmakers dictate,” said a newspaper editor.

The elections took the media right across the country, and into the remotest corners. It was the first experience not just of political change, but for urban-based reporters, it was an opportunity to get to know the country. “We met so many people we wouldn’t otherwise meet. For example, a poor farmer with just 2-3 trees, and I realised how little we know of our country,” said another newspaper editor.

Conclusion

Competition has its negative effects but has generally been good. It has made older media sit up and change their look, rethink their content. But all media agree that the market is going to get “tougher” as more media emerge. The media also believe that everyone should compete, and real talent will be the only ones to survive.

A team of reporters are optimistic: “We are starting from scratch in Bhutan. Here, we are somebody. We are needed here and we can contribute more.”

Media feel they have helped contribute to transparency and enhanced accountability. Driven by a sense of the growing corruption, media stories have helped to change some things within the bureaucracy and system. Officials and decision makers are more cautious.

A senior editor thinks ahead. “What we think of as problems are not serious problems. One day media will get corrupt. They will be controlled, not by the Government, but by owners and advertisers. Ownership will be monopolised. Officials will stop complaining but they will start using media more subtly and cleverly.”

Chapter 11

RECOMMENDATIONS

The MIS 2003 showed that Bhutanese people were looking mostly for information from the media. MIS 2008 shows that the Bhutanese people are looking mostly for entertainment. As the media become viable businesses and the market share becomes more important in a competitive environment, are the Bhutanese media just following international trends? Are media agencies beginning to view their audience – readers, listeners, and viewers - more as consumers than as citizens?

MIS 2008 also shows that there is growing engagement of citizens in the media but that there is a long way to go. It is a trend that needs to be encouraged.

As proposed, MIS 2008 is analysed in a GNH perspective to be in tune with government policy. Gross National Happiness requires that the Bhutanese media emphasise public service, not commercialism. It is important to note that media trends show otherwise.

When GNH represents a strong caution against commercialism the Bhutanese media cannot be left to “market forces”. The Government, media and civil society need to carefully define the role of the media in our kind of society at this stage of development. The creation of a small think-tank body that includes civil society will be helpful in analyzing the development and growth of media. Bhutan is a small society with limited resources and the future of the media must be defined as a rule to which resources can be devoted. The idea that the media will somehow develop in a competitive market, with commercial models, will not work in such a small country with limited resources.

Commercially driven global media has become a pure business activity with emphasis on entertainment and commercialism and little focus on quality journalism or educational content. The Bhutanese media are beginning to adopt more commercial models in content (e.g. Bhutan Star TV programme). How can the Bhutanese media help Bhutan to be the unique GNH society that the leaders aspire for?

The Government must define policies to balance commercial and public service programming. There is already a large volume of entertainment beamed by the international media. Bhutanese media must try to “glocalise” in the face of globalisation.

This includes clear policies on media as entertainment and on news-advertisement ratio in mainstream media. And there should be regulations to cap or prohibit advertising targeting children and promote a policy of non-commercialisation of childhood. Bhutan must place itself in a position to eventually control the advertisements that are beamed into the country and not be at the mercy of foreign advertisers.

As the Motion Pictures Association of Bhutan submits, Bhutanese media are dealing with a small market and are tempted to resort to commercialism. Instead of accepting this as the inevitable, the Government must help media to explore ways to produce quality content that is Bhutanese.

In terms of media content, GNH requires that Bhutan not just give the people the right to choose but they must be given choices. The people must be given choices in content. Then they can decide what to watch or listen or read. The media themselves are always making choices – what to broadcast, what to print. In a GNH context, regulators, the Government, professionals and people must make conscious choices for the good of the people.

This section – Recommendations – rationalises media trends in Bhutan. It provides analytical justifications for a number of recommendations that will contribute to policy, regulations and healthy media development. They provide the basis for specific action that the royal government and BICMA can adopt.

Like the Influence chapter, the recommendations are presented in a GNH sequence: Culture; Social and economic; Good governance.

CULTURE

Observations

The Bhutanese media must create a 21st century Bhutanese culture, not import foreign cultures. This calls for creative and participatory media rather than media that just re-produces foreign programmes and transmits foreign ideas.

The growth of media in Bhutan has been rapid with little or no clear policy guidance. The lack of a real media policy is reflected in the fact that the policy has been materially instrumental in allowing foreign media in and has not been thoughtful on the question of the shape and content of Bhutan's culture in the 21st century.

It is widely accepted that media are an important element of culture. Bhutanese media is already re-defining Bhutanese culture. For example the disco is a part of Bhutanese culture, like Miss Bhutan and Bhutan Star. So the question is what kind of culture are we constructing? How do media portray a modern Bhutanese culture?

When adapting global templates Bhutan must choose and/or adapt formats and templates that suit Bhutan's priorities. Media must be used to strengthen Bhutanese culture. Even reality TV, like the Bhutan Star programme, must be adapted. We had 60-year old *animas* trying to vote for a singer only because they were told to do so. We should avoid purely commercial models where votes are bought. Media are most powerful when they operate at an emotional level. That is a risk.

Take the example of the new radio stations. They are influencing culture, down to language and accents. Thousands of Bhutanese youth are copying RJs. Bhutan's media must create a "Bhutanese" style, something that is original in tone, language and values.

Recommendations:

- Promote quality programmes and "fillers" like the non-stop music or dancing should be avoided. Local channels should avoid repeating the low quality song and dance routines. Ask the question, why broadcast this programme?
- Support innovation of music, dance, and the arts to upgrade the entertainment organisations. Enable young Bhutanese to explore a new culture that is not just a copy of global culture, but a truly Bhutanese development in the arts.
- Invest in research, study and development of the arts, dance and music and drama, not just in traditional arts and crafts.
- Provide awards and grants for the entire range of media professionals and artists in the fine and performing arts, writers, film-makers, including the classical musicians and singers etc.

- Media should highlight and promote classical artists to give them encouragement and recognition. Similarly, feature quality contemporary artists for the same reason.
- Establish guidelines for commercial radio stations. Disc Jockeys or Radio Jockeys should be qualified and use proper grammar and pronunciation in all languages.
- Policies must support the development of quality local content.
- Media should promote discussion on the search for a modern Bhutanese culture, feature cultural traditions on the wane and make people think about and be a part of the definition of an evolving culture.
- Media should be encouraged and supported in conveying spiritual teachings and socially healthy messages.
- Media should adapt global content templates only with greater sensitivity to local culture.
- Continue live coverage of *tshechus* and festivals.
- The Government must encourage quality youth content in all media.

Today we are trying to understand culture, the living traditions that are evolving in Bhutan. Through all this we hear the question, is Bhutanese culture strong enough to withstand the forces of change? Media must ensure that culture evolves to survive.

SOCIAL

Observations

Media are not just journalism and entertainment and not just technology. Media perform a public function. Media are expressing values all the time. Media cultivate the public mind. Therefore, media must help society to understand change and, in the process, define and promote Bhutanese values, including public values, that contribute to the well-being of society.

Bhutanese media reflect society. If we want to understand our society, look at our media. For example popular programmes like Bhutan Star reflect the values of our people. A book written by a Class VII student portrays a strong western influence already visible in our youth, possibly reinforced by a lack of Bhutanese content – writing, books, radio and TV programming.

As a powerful agent of social change there is much that the media must do.

Recommendations:

- The media should feature more Bhutanese role models. The Kings have been powerful role models. New role models are emerging. Miss Bhutan was a beauty contest with an international format that emphasised the concept of modern beauty. The ACC chairperson, Dasho Neten Zam, was awarded the Druk Thuksey. Many Bhutanese youth look for role models outside, like sports stars and film stars. Media need a healthy balance of Bhutanese and international role models.
- The media should carry more positive stories on women and youth and avoid stereotyping.

Media professionals have to be trained to be gender sensitive and must consciously seek the views of women and youth.

- The media have a faster and wider reach than classrooms. Bhutan must explore the use of the media for educational purposes. Education, health, environment, the judiciary etc. must support/sponsor columns and broadcast channels to convey messages.
- Media content should be used to promote pro-social activities like public health, education, laws, driving tips, regulations, and sound values to build a GNH society.
- Programming for children and adolescents must carry simple and healthy messages: being friendly, tolerant, and being imaginative.
- Parents and families must be encouraged and taught to supervise and monitor their children's media use.
- In a society where radio listening and TV viewing are still social and shared occasions, one way to judge, if content is permissible is if a family can watch and listen to it together.
- Bhutanese serials should promote good pro-social messages. Content should embed democratic principles, concepts of responsibility and authority. Here media should pick up ideas from good international programmes and not the sensational ones.
- In the changing Bhutanese environment the media must present more voices from the streets, from the farms, from the elderly. It is important for media to present what the average person thinks and feels, their daily concerns about housing, roads and parking, litter, dog problems, safety on the streets etc.
- Media must present more rural news. Send seasoned experienced reporters to the field. Reporters should have an eye and a feel for the people and the issues that are important to them. They should tell the people's stories.
- Bhutan's story is, overall, a happy story. In a GNH society, happy stories and positive developments must be reflected. Negative developments need to be balanced with some optimism. Bhutan does not need to follow the dominant news template where bad news takes precedence.
- Online forum sites should promote good codes of conduct to raise the quality of discourse, particularly when it comes to political and social discourse. There must be more professionalism online.
- Train online webmasters and editors on the extent of free speech and on media law. Online forums must promote healthy discourse through the observation and promotion of good practices. Media literacy is also important for online users.
- The media need to engage the community and listen to their feedback on what media can do to best serve the community and society's many needs
- Studies show that even if we find ways to reduce the time children spend viewing TV, they will not automatically spend an increasing amount of time on reading, sports and other valued

activities on their own. Parents, schools and media must promote reading and other healthy leisure activities.

ECONOMY

Observations

ICT is driving many economies. This was anticipated in MIS 2003 but convergence was just a theory at that time. MIS 2008 sees media and ICT far more converged, particular in the use of the mobile telephone. This follows trends in Asia where mobile use is extensive.

Mobile devices are now much more than communication devices. They are used for cash transactions, banking, telemedicine, bartering, news and entertainment. A mobile device enables users to transcend boundaries. Mobile media technologies provide new tools for civic organisers, political candidates, activists and ordinary citizens to reach out to others and galvanise community action on a wide range of issues. Using it to SMS, vote, etc.

Bhutanese media are already promising to be thriving businesses. Film, music, and newspapers are starting to be viable businesses. Focus groups with journalists complained about unfair rules for different media. The government needs clear policies and regulations.

- Establish media policies and regulations that define a balance between commercial and public interests. A free market liberal media economy with a proliferation of media serving urban areas with larger markets (population) is not conducive to a GNH environment. Bhutan could have fewer, but quality media, rather than have a proliferation of poor quality media.
- Policies must differentiate between quality news media and entertainment media and prioritise and seek a balance.
- The media should be seen as an important employer and media policy should encourage a healthy competitive atmosphere.
- Subsidies should go to content and to providing an enabling environment for media development such as reducing taxes on postage of printed matter, newsprint, distribution services/costs and even essential media imports.
- In terms of content, media can cover more economic stories and initiate discourse on economy in a GNH society. For example there is the current debate on joining WTO which should have taken place before the decision. Feature good global practices that are sensitive to GNH thinking.
- Media and the relevant agencies should conduct training in advertising and government must have clear advertising policies based on professional norms.
- In a small commercial environment, perhaps the only way for advertising to thrive is for advertising agencies to develop an “advertising model” for Bhutan, one that is sensitive to Bhutan’s development situation, culture and priorities.
- Media should be encouraged to adopt a non-commercialisation of childhood policy.

GOVERNANCE

As a new democracy, Bhutan must begin to look into multi-level governance that seeks the participation of its people. Actors include people from civil society, and from local, regional and national as well as international representations.

Multi-level governance relies on networks, and on trust and confidence in a collaborative partnership. Media, for example, needs to seek closer partnership with the people they serve, and regulators need to involve civil society in decision-making.

This is a vast topic for obvious reasons. For easy reference MIS 2008 has categorised this chapter into media and democracy, technological convergence, regulations, access, and media literacy.

Media and democracy

In essence, the role of the media is not new. In a democracy the news media provides the public space for public discussion. It plays the watchdog role. Just as the Constitution does, the Government needs to recognise media as the fourth estate and give it room and support to grow.

Media means transparency in government and governance. They enable debate and feedback and, therefore, good decisions. In a democracy they ensure that people's interests are protected.

A democratic system without an educated public that understands political debate cannot be democratic. That is why an uninformed public is considered undemocratic in nature. Democracy and GNH are all about giving the public the right information.

Bhutan has gone through the mechanics of democracy through voting, but this does not mean we are now a democracy. A culture for democracy through public engagement and discourse where views and feedback are openly shared is yet to become visible except in the halls of parliament. Discourse has to go beyond the parliament and people have to be encouraged to be open with their views.

- Strengthen the feedback mechanism to government. Mechanisms for feedback must be integrated in policy-making and at all levels of governance to promote transparency and accountability.
- The Government should develop a clear media plan and strategy to strengthen their focal spokespersons system.
- Media should encourage people to speak up on issues of concern, and not to hide behind anonymity.
- Media should provide more discussion on democracy and people's role in a democracy.
- Efforts must be made to educate people on responsible speech and expression and to provide opportunities for such action.
- Establish Access to Information (right to information) law/ regulations/policies

Convergence and technology

Observations

Bhutan needs a vision and a plan to welcome the mobile generation and to provide opportunities for civic engagement of the mobile as it reaches far more people than the Internet. Bhutan is already offering the Internet on the phone, and soon we will be grappling with the weighty concerns of global mass culture being accessible through the mobile.

The new mobile technologies can be put to use in the sphere of civic engagement – we're already seeing mobiles being used to vote singers although the form is not democratic. Radio is experimenting with ways to get listeners to vote for their favourite programmes. Right now they're used mainly for commercial reasons but it needs to be tapped to bring about an era of connectivity that will enable citizens to take part in local causes, improve our communities, engage in politics and advance worthy social movements.

- Policy makers should set up a national task force of public and private “experts” to debate and envision Bhutan’s digital future and to come up with a policy that sets the framework for all media – internet, phone, broadcasting, DTH. We need to answer questions like: When should broadcasting switch to the digital format? How can we maximize the use of the mobile technology since mobile phones are primed to expand dramatically in Bhutan?
- Use the mobile to promote citizen-centred engagement by using SMS to vote or report on public issues to the authorities e.g. littering, urban facilities, public toilets, safety on the streets, local governance etc.
- Bhutan could leapfrog the computer age and go directly to the mobile technology for all digital media services.
- Policy-makers can focus on creating opportunities for ordinary citizens to come together online, deliberate, and take action collectively to address public problems or issues that citizens themselves define as important and in ways that citizens themselves decide are appropriate and/or needed. This can be political action, community service, volunteering, or organizing.
- Universal service obligations should be explored, not just for ICT but all media.
- Make websites lively, encourage public engagement.

Regulations

Observations

There is little space for civic participation in media in a society that's still dominantly oral in tradition. Apart from a small network of Bhutanese bloggers and web forums, few people provide feedback and discourse on media and its role in this changing scenario. Those who do, are anonymous contributors not yet ready to go public on issues.

We have a situation where there are a number of regulations and guidelines for media development within a relatively free media environment but these regulations are not implemented.

Media editors signed a code of ethics with the Ministry of Information and Communications. Ethics

cannot be imposed by the Government. It must come from the professionals.

Competition is testing the limits of ethics, values and social responsibility with repercussions in a small society. Co-regulation is the best answer for media. BICMA's move to involve people and users in providing feedback is one positive step.

Recommendations:

- BICMA, the regulator, must strengthen its independence and involve more people outside of the Government in its work to be more effective and to encourage civic participation. This will also reduce tendencies for it to be seen as a censorship body.
- Encourage a combination of authority control and voluntary self-regulatory approach to ensure high ethical and professional media practices. In the absence of a complaints cell, ombudsmen and other means of getting audience feedback, media and regulators must include civil society in the discussions.
- Bhutan should encourage public and peer scrutiny to enable regulators and the media agencies to understand people's views.
- Establish a system of co-regulation that combines the traditional control regulations and elements of self-regulations and self monitoring. Co-regulation is most successful when it engages all stakeholders within the media industry – publishers and owners, editors and journalists as well as the broader public.
- Ethical and professional codes of conduct that have been drafted should be made transparent and form daily practices.
- Ethical codes should be regularly debated and updated. Self regulatory/monitoring bodies should be independent of the Government and commercial interests.
- The regulators and media can jointly develop a complaints guideline to respond to alleged violations of ethical standards.
- Regulators and media can jointly establish a system to hear public complaints about alleged violations of ethical standards.
- Register the Journalists' Association of Bhutan to function as a professional group to raise and maintain professional standards in the Bhutanese media industry.
- Establish a Press or Media Council, comprising eminent and respected citizens, to clarify controversies. There are already numerous complaints by the audience against the media and by the media about harassment.

Access

Observations

Access to media is an important aspect of good governance. Apart from considerations to bridge the digital divide, Bhutan needs to consider how to bridge the knowledge divide and to address gaps between occupations, gender and between rural and urban residents. There is a vast gap between

those who know (particularly of government policies and thinking) and the public who are often not informed of policies and trends. People in Thimphu, the capital, have access to much more information and access to friends who know about things.

Differing levels of literacy and access continue to form barriers to communications, which so essential in a new democracy. Urban areas continue to enjoy more access to media, and media coverage itself is urban-centric. Most news in the Bhutanese media is about Thimphu. Many people in focus group discussions talk of the need to improve regional coverage. People in the east and other remote areas ask for more coverage of their news and more timely distribution.

Recommendations:

- The Government, through policy and regulations, must ensure a more balanced availability of media throughout the country. This will include newspaper distribution, TV and radio relay towers to ensure equal availability of media and to prevent a concentration of media only in the capital and larger towns.
- Policy makers and media agencies must work on providing a more balanced access in terms of infrastructure and hardware like telephones and electricity. This was one of the most important recommendations in the MIS 2003. But access must be prioritized and based on the quality of the content that the new access to media and technology bring.
- As it was brought up in the second session of parliament, access issues include *Dzongkha*. *Dzongkha* is seen as being commercially not viable and print media are reluctant to produce *Dzongkha* editions. So there is a need to look at incentives to encourage *Dzongkha* as a national priority.
- The Government recently approved DTH and regulations must be drawn up quickly. Apart from including BBS TV on DTH, there must be provision for Bhutanese channels to be included in the future.
- Regulate DTH content in the initial years before privatising DTH. There is much to learn from the experience with cable TV when drawing up regulations.
- Regulators could consider a smaller package of channels (nature, news and BBS). This would constitute a conscious choice to introduce the visual media in a phased manner without swamping remote homes with more than they need. The survey shows that BBS TV is the most watched and what most people want. This phased introduction of TV services in remote communities is also commensurate with their level of development since many of these places do not have landline phones or faxes, and probably do not have the local newspapers. It is logical, therefore, to begin with BBS TV and to slowly include quality TV that focus on public service and education. There is also a need to study the aesthetics of DTH on Bhutan's growing cities.
- The Government should encourage the development of more community information centres to expand people's access to the Internet. Support must be provided to increase local e-content to make the Internet more relevant.
- In the name of transparency, the Government should take the 'right to information' seriously and also appoint the highest officials like the Government Secretaries as spokespersons. Focal

persons can continue to provide direction to relevant information and sources. Implement appropriate policies to promote access to information.

- We need to enable people who hold the knowledge and information to share what they know. And since most of them also work in the civil service, the feedback mechanism within the Government should find ways to give voice to this large group of possibly the most literate people in the country. E.g. start an online website for feedback on policy.
- Public service organisations – the municipal corporations, bus services, Druk Air - must make use of media to provide essential and up-to-date information to people especially on the radio, TV and mobile.

Media literacy

Observations

MIS 2003 study showed that people were generally not aware that they can play a role in shaping the growth of the media and influencing its role. Many people do not provide feedback even if they have views. The visibility of a small society made people unwilling to go on record with their views. The Internet was more popular for views because of the anonymity it provided.

MIS 2008 shows that this is changing and more people are engaging in the media. Since the participation of people is the essence of democracy it is critical that the people be more engaged in the system through the media. To do this they must understand the media, its role and impact. Media literacy has become more critical than ever.

Recommendations:

- Media organisations/regulators and policy-makers should support innovative research and media literacy programmes to ensure people's, particularly children's, access to information. They need to recognise particularly information that is not healthy for the young audience.
- Media literacy needs to be promoted across the entire cross section of society – in school, among parents, youths, civil servants, politicians, and the business community. Parents and teachers must be particularly targeted because of their enormous influence on youth.
- It is urgent that Bhutanese society understand Bhutanese media. Citizens must not be consumed by the media but learn how to consume the media.
- Media literacy means a better understanding of democracy.

What media can do

The Bhutanese media needs to incorporate GNH concepts and values. Today, one of the most important priorities is not to allow the media to sink to the lowest common denominator in their policies and content. This is not easy under the pressure of globalisation but it can be done if the Bhutanese media began by exploring their own role in a small and rapidly changing society.

- In the new political system the mainstream media should focus on investigative journalism and analytical stories, not just surface reporting. But the media must serve educational functions, like programmes to enhance a democratic culture.

- Newspapers can devote educational space to important issues. Television and radio can allot time for programmes, well-designed and interesting, with humor, that would educate the people about economics, politics, GNH, and other contemporary issues.
- Emphasise professionalism of media through training. Journalists must be trained on all the issues important to a changing society including democratic concepts, cultural evolution, GNH, etc, to gain the depth and credibility in journalism.
- Media organisations should seek closer association with the people they serve through more regular consultations with civil society for direct feedback. Build and strengthen the interface between media and their listeners/readers/viewers/users.
- Media organisations should offer more channels for audience engagement through phone-ins, debates, and even citizen reporting or providing news tips to media. There is a lot of potential to engage people directly that goes beyond singing and light talk, but to turn to political and education programming.
- Apart from news and issues the media should also be a forum for regular debate on the quality of journalism and the role of media in Bhutan.
- Given the level of education of Bhutanese society audiences ask for more graphics and pictures.
- One direct feedback is that BBS's weather report needs to be more accurate.
- Localise content and pictures, wherever possible.
- Media organisations must be encouraged to engage with the people by organising and supporting social events. Be more active as a socially responsible profession.
- Media organisations must train their professionals in media including media law that is becoming important in dealing with socio-economic and political change that is becoming more complex by the day.

CONCLUSION

Gross National Happiness is not about happiness. Gross National Happiness is about giving people choices so that they can make their own decisions. For people to make good decisions they need to be empowered. Empowerment means having the right information. The responsibility of the media industry, and the broader information and ICT sector, is to make sure that Bhutanese citizens are educated and informed.

There has been dramatic change in the five years since MIS 2003 when there was one newspaper, one radio station, and one television station. There will be even more dramatic change in the next five years. The numbers of newspapers, radio stations, and television channels may multiply. Connectivity, especially mobile, will see further penetration. More Bhutanese will live in the virtual world.

The biggest change in the past five years is that, while the Bhutanese media were a source of education and information in the past, they are now critical players in the political process of an emerging democracy. The media are not just watchdogs of society, they are changing society itself. Media are constructing new realities and values, and new culture.

Urban Bhutan is seized in a media fervour with the thrust changing from information to entertainment. For rural Bhutan, however, media access has only marginally improved mainly with BBS radio and Kuzoo FM. BBS TV has made an appearance in *geog* headquarters and direct to home TV provides rural residents with access to more than 190 channels, but without BBS TV. Access to media resources is uneven nationwide. This could mean uneven development because media play a critical role in the process of change.

When we accept this growing responsibility of the media we must accept that there is much to be done to develop the Bhutanese media in terms of professionalism and capacity. This study provides the insights that will provide the basis for policy decisions to ensure that media will strengthen Bhutanese society and the national identity because this goal has not changed. The foundation for the healthy development of the Bhutanese media must be healthy policy, legislation, and regulations within which the media must be given freedom to grow.

MIS 2008 emphasises the need to focus on access, content, and on viewing the Bhutanese media as a commercial entity even as they shape Bhutanese culture. Access must be fair to rural Bhutan and not be urban centric. Content must be more Bhutanese and not just imported ideas. The media must be recognised as a viable industry that has a strong impact on society. The media have a critical role to strengthen and create dialogues that will contribute to the quality of life and the character of the Bhutanese society.

Bhutan's media must play a very significant, indeed a central, role in the development of Bhutan. It must place national interests and priorities before all other interests. The media must educate the population about Bhutan and the world in which Bhutan exists. On their mandate to inform, educate, and entertain, the current trends need to be reversed because entertainment is overwhelming information and education. Bhutanese media must explain the global economic and political issues to the people and transmit the real values of Gross National Happiness so that these values become a part of the Bhutanese consciousness.

B. General Media by Age Group

B1 AG Source of Entertainment * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Source of Entertainment	1 Radio	Count	33	84	96	94	59	37	403
		% within Age Group	25.4%	23.7%	34.4%	42.0%	46.5%	48.1%	33.8%
	10 Others	Count	6	9	8	9	8	6	46
		% within Age Group	4.6%	2.5%	2.9%	4.0%	6.3%	7.8%	3.9%
	2 TV	Count	61	214	138	75	27	19	534
		% within Age Group	46.9%	60.5%	49.5%	33.5%	21.3%	24.7%	44.8%
	3 Video	Count	3	3	1	2	2	1	12
		% within Age Group	2.3%	.8%	.4%	.9%	1.6%	1.3%	1.0%
	4 Sports	Count	1	10	4	1	1	0	17
		% within Age Group	.8%	2.8%	1.4%	.4%	.8%	.0%	1.4%
	5 Cinema films	Count	1	0	0	1	0	0	2
		% within Age Group	.8%	.0%	.0%	.4%	.0%	.0%	.2%
	6 Music listening	Count	15	12	11	6	3	0	47
		% within Age Group	11.5%	3.4%	3.9%	2.7%	2.4%	.0%	3.9%
	7 Reading	Count	3	6	4	4	1	0	18
		% within Age Group	2.3%	1.7%	1.4%	1.8%	.8%	.0%	1.5%
	8 Socializing/chatting	Count	6	13	13	26	25	9	92
		% within Age Group	4.6%	3.7%	4.7%	11.6%	19.7%	11.7%	7.7%
	9 Tshechu/festival	Count	1	3	4	6	1	5	20
		% within Age Group	.8%	.8%	1.4%	2.7%	.8%	6.5%	1.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B2 AG Main Source of News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Source of News	1 Radio	Count	42	97	111	117	73	45	485
		% within Age Group	32.3%	27.4%	39.8%	52.2%	57.5%	58.4%	40.7%
	2 TV	Count	68	214	144	71	30	18	545
		% within Age Group	52.3%	60.5%	51.6%	31.7%	23.6%	23.4%	45.8%
	3 Internet	Count	1	4	0	1	0	0	6
		% within Age Group	.8%	1.1%	.0%	.4%	.0%	.0%	.5%
	4 Newspaper/magazine	Count	10	21	9	6	1	0	47
		% within Age Group	7.7%	5.9%	3.2%	2.7%	.8%	.0%	3.9%
	5 Friends	Count	4	11	7	16	10	11	59
		% within Age Group	3.1%	3.1%	2.5%	7.1%	7.9%	14.3%	5.0%
	6 Parents	Count	2	0	1	1	1	0	5
		% within Age Group	1.5%	.0%	.4%	.4%	.8%	.0%	.4%
	7 Office colleagues	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	8 Local leaders	Count	1	3	5	9	10	1	29
		% within Age Group	.8%	.8%	1.8%	4.0%	7.9%	1.3%	2.4%
	9 Others	Count	2	3	2	3	2	2	14
		% within Age Group	1.5%	.8%	.7%	1.3%	1.6%	2.6%	1.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B3 AG Influence / Role Model * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Influence / Role Model	1 Family members	Count	58	149	100	77	40	25	449
		% within Age Group	44.6%	42.1%	35.8%	34.4%	31.5%	32.5%	37.7%
	2 Friends	Count	20	32	18	9	8	2	89
		% within Age Group	15.4%	9.0%	6.5%	4.0%	6.3%	2.6%	7.5%
	3 Religious figures	Count	10	41	32	38	28	19	168
		% within Age Group	7.7%	11.6%	11.5%	17.0%	22.0%	24.7%	14.1%
	4 National leaders	Count	23	69	73	61	24	15	265
		% within Age Group	17.7%	19.5%	26.2%	27.2%	18.9%	19.5%	22.3%
	5 Local leaders	Count	1	9	19	19	15	10	73
		% within Age Group	.8%	2.5%	6.8%	8.5%	11.8%	13.0%	6.1%
	6 Movie stars	Count	8	14	8	2	0	0	32
		% within Age Group	6.2%	4.0%	2.9%	.9%	.0%	.0%	2.7%
	7 Others	Count	10	40	29	18	12	6	115
		% within Age Group	7.7%	11.3%	10.4%	8.0%	9.4%	7.8%	9.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 AG Expenditure Cable TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Cable TV	1 Less than Nu. 100	Count	1	6	10	2	3	1	23
		% within Age Group	.8%	1.7%	3.6%	.9%	2.4%	1.3%	1.9%
	2 Nu.101-300	Count	74	222	137	73	30	19	555
		% within Age Group	56.9%	62.7%	49.1%	32.6%	23.6%	24.7%	46.6%
	3 Nu.301-600	Count	9	17	14	4	4	3	51
		% within Age Group	6.9%	4.8%	5.0%	1.8%	3.1%	3.9%	4.3%
	4 Nu.601-1000	Count	0	3	1	0	0	0	4
		% within Age Group	.0%	.8%	.4%	.0%	.0%	.0%	.3%
	5 Nu.1001-2000	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	7 Don't use	Count	46	106	117	145	89	54	557
		% within Age Group	35.4%	29.9%	41.9%	64.7%	70.1%	70.1%	46.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 AG Expenditure Video * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Video	1 Less than Nu. 100	Count	14	24	23	16	5	0	82
		% within Age Group	10.8%	6.8%	8.2%	7.1%	3.9%	.0%	6.9%
	2 Nu.101-300	Count	8	25	20	6	7	2	68
		% within Age Group	6.2%	7.1%	7.2%	2.7%	5.5%	2.6%	5.7%
	3 Nu.301-600	Count	7	6	6	2	1	1	23
		% within Age Group	5.4%	1.7%	2.2%	.9%	.8%	1.3%	1.9%
	4 Nu.601-1000	Count	2	3	0	1	0	0	6
		% within Age Group	1.5%	.8%	.0%	.4%	.0%	.0%	.5%
	6 More than Nu. 2000	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	7 Don't use	Count	99	295	230	199	114	74	1011
		% within Age Group	76.2%	83.3%	82.4%	88.8%	89.8%	96.1%	84.9%
	Total	Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 AG Expenditure Films * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Films	1 Less than Nu. 100	Count	23	37	19	20	12	3	114
		% within Age Group	17.7%	10.5%	6.8%	8.9%	9.4%	3.9%	9.6%
	2 Nu.101-300	Count	24	84	61	31	20	13	233
		% within Age Group	18.5%	23.7%	21.9%	13.8%	15.7%	16.9%	19.6%
	3 Nu.301-600	Count	17	23	22	8	3	2	75
		% within Age Group	13.1%	6.5%	7.9%	3.6%	2.4%	2.6%	6.3%
	4 Nu.601-1000	Count	5	7	2	1	1	0	16
		% within Age Group	3.8%	2.0%	.7%	.4%	.8%	.0%	1.3%
	5 Nu.1001-2000	Count	0	0	2	0	0	0	2
		% within Age Group	.0%	.0%	.7%	.0%	.0%	.0%	.2%
	6 More than Nu. 2000	Count	0	1	1	1	1	0	4
		% within Age Group	.0%	.3%	.4%	.4%	.8%	.0%	.3%
	7 Don't use	Count	61	202	172	163	90	59	747
		% within Age Group	46.9%	57.1%	61.6%	72.8%	70.9%	76.6%	62.7%
	Total	Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 AG Expenditure Newspaper * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Newspaper	1 Less than Nu. 100	Count	52	129	68	44	24	4	321
		% within Age Group	40.0%	36.4%	24.4%	19.6%	18.9%	5.2%	27.0%
	2 Nu.101-300	Count	13	32	17	16	3	2	83
		% within Age Group	10.0%	9.0%	6.1%	7.1%	2.4%	2.6%	7.0%
	3 Nu.301-600	Count	3	10	6	3	1	0	23
		% within Age Group	2.3%	2.8%	2.2%	1.3%	.8%	.0%	1.9%
	4 Nu.601-1000	Count	1	1	1	0	0	0	3
		% within Age Group	.8%	.3%	.4%	.0%	.0%	.0%	.3%
	7 Don't use	Count	61	182	187	161	99	71	761
		% within Age Group	46.9%	51.4%	67.0%	71.9%	78.0%	92.2%	63.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 AG Expenditure Magazines * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Magazines	1 Less than Nu. 100	Count	19	33	24	7	3	1	87
		% within Age Group	14.6%	9.3%	8.6%	3.1%	2.4%	1.3%	7.3%
	2 Nu.101-300	Count	9	16	13	7	3	0	48
		% within Age Group	6.9%	4.5%	4.7%	3.1%	2.4%	.0%	4.0%
	3 Nu.301-600	Count	3	0	3	0	0	0	6
		% within Age Group	2.3%	.0%	1.1%	.0%	.0%	.0%	.5%
	6 More than Nu. 2000	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	7 Don't use	Count	99	305	239	210	120	76	1049
		% within Age Group	76.2%	86.2%	85.7%	93.8%	94.5%	98.7%	88.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 AG Expenditure Internet Access * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Internet Access	1 Less than Nu. 100	Count	6	14	3	4	1	0	28
		% within Age Group	4.6%	4.0%	1.1%	1.8%	.8%	.0%	2.4%
	2 Nu.101-300	Count	6	15	8	2	0	0	31
		% within Age Group	4.6%	4.2%	2.9%	.9%	.0%	.0%	2.6%
	3 Nu.301-600	Count	3	7	3	0	0	0	13
		% within Age Group	2.3%	2.0%	1.1%	.0%	.0%	.0%	1.1%
	4 Nu.601-1000	Count	2	2	1	1	1	0	7
		% within Age Group	1.5%	.6%	.4%	.4%	.8%	.0%	.6%
	5 Nu.1001-2000	Count	1	0	1	1	2	0	5
		% within Age Group	.8%	.0%	.4%	.4%	1.6%	.0%	.4%
	6 More than Nu. 2000	Count	0	2	0	0	1	0	3
		% within Age Group	.0%	.6%	.0%	.0%	.8%	.0%	.3%
	7 Don't use	Count	112	314	263	216	122	77	1104
		% within Age Group	86.2%	88.7%	94.3%	96.4%	96.1%	100.0%	92.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 AG Expenditure Mobile Phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	5	10	12	11	7	5	50
		% within Age Group	3.8%	2.8%	4.3%	4.9%	5.5%	6.5%	4.2%
	2 Nu.101-300	Count	30	96	92	76	35	13	342
		% within Age Group	23.1%	27.1%	33.0%	33.9%	27.6%	16.9%	28.7%
	3 Nu.301-600	Count	35	92	72	44	12	11	266
		% within Age Group	26.9%	26.0%	25.8%	19.6%	9.4%	14.3%	22.3%
	4 Nu.601-1000	Count	23	60	32	18	9	2	144
		% within Age Group	17.7%	16.9%	11.5%	8.0%	7.1%	2.6%	12.1%
	5 Nu.1001-2000	Count	12	35	25	13	7	2	94
		% within Age Group	9.2%	9.9%	9.0%	5.8%	5.5%	2.6%	7.9%
	6 More than Nu. 2000	Count	5	17	7	5	1	0	35
		% within Age Group	3.8%	4.8%	2.5%	2.2%	.8%	.0%	2.9%
	7 Don't use	Count	20	44	39	57	56	44	260
		% within Age Group	15.4%	12.4%	14.0%	25.4%	44.1%	57.1%	21.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese Newspaper * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese Newspaper	1 English	Count	63	154	62	38	12	5	334
		% within Age Group	48.5%	43.5%	22.2%	17.0%	9.4%	6.5%	28.0%
	2 Dzongkha	Count	22	38	45	32	19	7	163
		% within Age Group	16.9%	10.7%	16.1%	14.3%	15.0%	9.1%	13.7%
	3 Others	Count	3	10	11	9	6	1	40
		% within Age Group	2.3%	2.8%	3.9%	4.0%	4.7%	1.3%	3.4%
	Do not use	Count	42	152	161	145	90	64	654
		% within Age Group	32.3%	42.9%	57.7%	64.7%	70.9%	83.1%	54.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese Newspaper Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese Newspaper Others	Others listed	Count	85	192	107	70	31	12	497
		% within Age Group	65.4%	54.2%	38.4%	31.3%	24.4%	15.6%	41.7%
	Do not use	Count	45	161	172	153	95	65	691
		% within Age Group	34.6%	45.5%	61.6%	68.3%	74.8%	84.4%	58.0%
	Hindi	Count	0	0	0	1	1	0	2
		% within Age Group	.0%	.0%	.0%	.4%	.8%	.0%	.2%
	Nepali	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese TV	1 English	Count	16	56	26	12	4	5	119
		% within Age Group	12.3%	15.8%	9.3%	5.4%	3.1%	6.5%	10.0%
	2 Dzongkha	Count	76	204	148	85	45	20	578
		% within Age Group	58.5%	57.6%	53.0%	37.9%	35.4%	26.0%	48.5%
	3 Others	Count	3	12	8	7	7	3	40
		% within Age Group	2.3%	3.4%	2.9%	3.1%	5.5%	3.9%	3.4%
	Do not use	Count	35	82	97	120	71	49	454
		% within Age Group	26.9%	23.2%	34.8%	53.6%	55.9%	63.6%	38.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese TV Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese TV Others	Others listed	Count	92	260	174	97	49	25	697
		% within Age Group	70.8%	73.4%	62.4%	43.3%	38.6%	32.5%	58.5%
	Do not use	Count	37	90	105	126	77	50	485
		% within Age Group	28.5%	25.4%	37.6%	56.3%	60.6%	64.9%	40.7%
	Hindi	Count	1	2	0	0	0	2	5
		% within Age Group	.8%	.6%	.0%	.0%	.0%	2.6%	.4%
	Nepali	Count	0	2	0	1	1	0	4
		% within Age Group	.0%	.6%	.0%	.4%	.8%	.0%	.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese Radio	1 English	Count	21	19	15	9	1	2	67
		% within Age Group	16.2%	5.4%	5.4%	4.0%	.8%	2.6%	5.6%
	2 Dzongkha	Count	62	172	151	122	75	40	622
		% within Age Group	47.7%	48.6%	54.1%	54.5%	59.1%	51.9%	52.2%
	3 Others	Count	13	21	27	26	20	9	116
		% within Age Group	10.0%	5.9%	9.7%	11.6%	15.7%	11.7%	9.7%
	Do not use	Count	34	142	86	67	31	26	386
		% within Age Group	26.2%	40.1%	30.8%	29.9%	24.4%	33.8%	32.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 AG Language used Bhutanese Radio Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Language used Bhutanese Radio Others	Others listed	Count	83	191	166	131	76	42	689
		% within Age Group	63.8%	54.0%	59.5%	58.5%	59.8%	54.5%	57.9%
	All	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Do not use	Count	36	151	93	73	38	29	420
		% within Age Group	27.7%	42.7%	33.3%	32.6%	29.9%	37.7%	35.3%
	Hindi	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	Nepali	Count	3	4	5	4	4	1	21
		% within Age Group	2.3%	1.1%	1.8%	1.8%	3.1%	1.3%	1.8%
	Sharchop	Count	7	8	15	16	8	5	59
		% within Age Group	5.4%	2.3%	5.4%	7.1%	6.3%	6.5%	5.0%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B. General Media by Type of Area

B1 A Source of Entertainment * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Source of Entertainment	1 Radio	Count	313	90	403
		% within Type of Area	52.7%	15.1%	33.8%
	10 Others	Count	25	21	46
		% within Type of Area	4.2%	3.5%	3.9%
	2 TV	Count	129	405	534
		% within Type of Area	21.7%	67.8%	44.8%
	3 Video	Count	9	3	12
		% within Type of Area	1.5%	.5%	1.0%
	4 Sports	Count	7	10	17
		% within Type of Area	1.2%	1.7%	1.4%
	5 Cinema films	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	6 Music listening	Count	18	29	47
		% within Type of Area	3.0%	4.9%	3.9%
	7 Reading	Count	8	10	18
		% within Type of Area	1.3%	1.7%	1.5%
	8 Socializing/chatting	Count	74	18	92
		% within Type of Area	12.5%	3.0%	7.7%
	9 Tshechu/festival	Count	11	9	20
		% within Type of Area	1.9%	1.5%	1.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B2 A Main Source of News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Source of News	1 Radio	Count	375	110	485
		% within Type of Area	63.1%	18.4%	40.7%
	2 TV	Count	125	420	545
		% within Type of Area	21.0%	70.4%	45.8%
	3 Internet	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	4 Newspaper/magazine	Count	11	36	47
		% within Type of Area	1.9%	6.0%	3.9%
	5 Friends	Count	44	15	59
		% within Type of Area	7.4%	2.5%	5.0%
	6 Parents	Count	4	1	5
		% within Type of Area	.7%	.2%	.4%
	7 Office colleagues	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	8 Local leaders	Count	25	4	29
		% within Type of Area	4.2%	.7%	2.4%
	9 Others	Count	7	7	14
		% within Type of Area	1.2%	1.2%	1.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B3 A Influence / Role Model * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Influence / Role Model	1 Family members	Count	208	241	449
		% within Type of Area	35.0%	40.4%	37.7%
	2 Friends	Count	36	53	89
		% within Type of Area	6.1%	8.9%	7.5%
	3 Religious figures	Count	96	72	168
		% within Type of Area	16.2%	12.1%	14.1%
	4 National leaders	Count	135	130	265
		% within Type of Area	22.7%	21.8%	22.3%
	5 Local leaders	Count	60	13	73
		% within Type of Area	10.1%	2.2%	6.1%
	6 Movie stars	Count	3	29	32
		% within Type of Area	.5%	4.9%	2.7%
	7 Others	Count	56	59	115
		% within Type of Area	9.4%	9.9%	9.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

B4 A Expenditure Cable TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Cable TV	1 Less than Nu. 100	Count	5	18	23
		% within Type of Area	.8%	3.0%	1.9%
	2 Nu.101-300	Count	117	438	555
		% within Type of Area	19.7%	73.4%	46.6%
	3 Nu.301-600	Count	11	40	51
		% within Type of Area	1.9%	6.7%	4.3%
	4 Nu.601-1000	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	5 Nu.1001-2000	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7 Don't use	Count	461	96	557
		% within Type of Area	77.6%	16.1%	46.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

B4 A Expenditure Video * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Video	1 Less than Nu. 100	Count	25	57	82
		% within Type of Area	4.2%	9.5%	6.9%
	2 Nu.101-300	Count	23	45	68
		% within Type of Area	3.9%	7.5%	5.7%
	3 Nu.301-600	Count	7	16	23
		% within Type of Area	1.2%	2.7%	1.9%
	4 Nu.601-1000	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	6 More than Nu. 2000	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7 Don't use	Count	537	474	1011
		% within Type of Area	90.4%	79.4%	84.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B4 A Expenditure Films * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Films	1 Less than Nu. 100	Count	51	63	114
		% within Type of Area	8.6%	10.6%	9.6%
	2 Nu.101-300	Count	91	142	233
		% within Type of Area	15.3%	23.8%	19.6%
	3 Nu.301-600	Count	14	61	75
		% within Type of Area	2.4%	10.2%	6.3%
	4 Nu.601-1000	Count	5	11	16
		% within Type of Area	.8%	1.8%	1.3%
	5 Nu.1001-2000	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	6 More than Nu. 2000	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	7 Don't use	Count	431	316	747
		% within Type of Area	72.6%	52.9%	62.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B4 A Expenditure Newspaper * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Newspaper	1 Less than Nu. 100	Count	110	211	321
		% within Type of Area	18.5%	35.3%	27.0%
	2 Nu.101-300	Count	20	63	83
		% within Type of Area	3.4%	10.6%	7.0%
	3 Nu.301-600	Count	2	21	23
		% within Type of Area	.3%	3.5%	1.9%
	4 Nu.601-1000	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	7 Don't use	Count	462	299	761
		% within Type of Area	77.8%	50.1%	63.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B4 A Expenditure Magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Magazines	1 Less than Nu. 100	Count	23	64	87
		% within Type of Area	3.9%	10.7%	7.3%
	2 Nu.101-300	Count	3	45	48
		% within Type of Area	.5%	7.5%	4.0%
	3 Nu.301-600	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	6 More than Nu. 2000	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7 Don't use	Count	567	482	1049
		% within Type of Area	95.5%	80.7%	88.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B4 A Expenditure Internet Access * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Internet Access	1 Less than Nu. 100	Count	2	26	28
		% within Type of Area	.3%	4.4%	2.4%
	2 Nu.101-300	Count	4	27	31
		% within Type of Area	.7%	4.5%	2.6%
	3 Nu.301-600	Count	4	9	13
		% within Type of Area	.7%	1.5%	1.1%
	4 Nu.601-1000	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	5 Nu.1001-2000	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
Total	6 More than Nu. 2000	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	7 Don't use	Count	583	521	1104
		% within Type of Area	98.1%	87.3%	92.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B4 A Expenditure Mobile Phone * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	28	22	50
		% within Type of Area	4.7%	3.7%	4.2%
	2 Nu.101-300	Count	180	162	342
		% within Type of Area	30.3%	27.1%	28.7%
	3 Nu.301-600	Count	97	169	266
		% within Type of Area	16.3%	28.3%	22.3%
	4 Nu.601-1000	Count	49	95	144
		% within Type of Area	8.2%	15.9%	12.1%
	5 Nu.1001-2000	Count	22	72	94
		% within Type of Area	3.7%	12.1%	7.9%
	6 More than Nu. 2000	Count	9	26	35
		% within Type of Area	1.5%	4.4%	2.9%
	7 Don't use	Count	209	51	260
		% within Type of Area	35.2%	8.5%	21.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese Newspaper * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese Newspaper	1 English	Count	77	257	334
		% within Type of Area	13.0%	43.0%	28.0%
	2 Dzongkha	Count	75	88	163
		% within Type of Area	12.6%	14.7%	13.7%
	3 Others	Count	25	15	40
		% within Type of Area	4.2%	2.5%	3.4%
	Do not use	Count	417	237	654
		% within Type of Area	70.2%	39.7%	54.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese Newspaper Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese Newspaper Others	Others listed	Count	152	345	497
		% within Type of Area	25.6%	57.8%	41.7%
	Do not use	Count	440	251	691
		% within Type of Area	74.1%	42.0%	58.0%
	Hindi	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	Nepali	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese TV	1 English	Count	23	96	119
		% within Type of Area	3.9%	16.1%	10.0%
	2 Dzongkha	Count	161	417	578
		% within Type of Area	27.1%	69.8%	48.5%
	3 Others	Count	28	12	40
		% within Type of Area	4.7%	2.0%	3.4%
	Do not use	Count	382	72	454
		% within Type of Area	64.3%	12.1%	38.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese TV Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese TV Others	Others listed	Count	184	513	697
		% within Type of Area	31.0%	85.9%	58.5%
	Do not use	Count	405	80	485
		% within Type of Area	68.2%	13.4%	40.7%
	Hindi	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	Nepali	Count	3	1	4
		% within Type of Area	.5%	.2%	.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese Radio	1 English	Count	10	57	67
		% within Type of Area	1.7%	9.5%	5.6%
	2 Dzongkha	Count	361	261	622
		% within Type of Area	60.8%	43.7%	52.2%
	3 Others	Count	89	27	116
		% within Type of Area	15.0%	4.5%	9.7%
	Do not use	Count	134	252	386
		% within Type of Area	22.6%	42.2%	32.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

B5 A Language used Bhutanese Radio Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Language used Bhutanese Radio Others	Others listed	Count % within Type of Area	371 62.5%	318 53.3%	689 57.9%
	All	Count % within Type of Area	0 .0%	1 .2%	1 .1%
	Do not use	Count % within Type of Area	157 26.4%	263 44.1%	420 35.3%
	Hindi	Count % within Type of Area	0 .0%	1 .2%	1 .1%
	Nepali	Count % within Type of Area	14 2.4%	7 1.2%	21 1.8%
	Sharchop	Count % within Type of Area	52 8.8%	7 1.2%	59 5.0%
	Total	Count % within Type of Area	594 100.0%	597 100.0%	1191 100.0%

B. General Media by Education

B1 E Source of Entertainment * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Source of Entertainment	1 Radio	Count	254	32	45	35	13	0	1
		% within Education	45.8%	47.8%	32.4%	17.3%	11.6%	.0%	2.0%
	10 Others	Count	33	1	1	1	1	1	3
		% within Education	5.9%	1.5%	.7%	.5%	.9%	33.3%	6.1%
	2 TV	Count	166	28	67	134	75	2	37
		% within Education	29.9%	41.8%	48.2%	66.3%	67.0%	66.7%	75.5%
	3 Video	Count	6	1	2	2	1	0	0
		% within Education	1.1%	1.5%	1.4%	1.0%	.9%	.0%	.0%
	4 Sports	Count	5	0	4	4	1	0	2
		% within Education	.9%	.0%	2.9%	2.0%	.9%	.0%	4.1%
	5 Cinema films	Count	2	0	0	0	0	0	0
		% within Education	.4%	.0%	.0%	.0%	.0%	.0%	.0%
	6 Music listening	Count	8	1	6	16	13	0	1
		% within Education	1.4%	1.5%	4.3%	7.9%	11.6%	.0%	2.0%
	7 Reading	Count	1	0	1	4	4	0	4
		% within Education	.2%	.0%	.7%	2.0%	3.6%	.0%	8.2%
	8 Socializing/chatting	Count	66	3	10	6	4	0	0
		% within Education	11.9%	4.5%	7.2%	3.0%	3.6%	.0%	.0%
	9 Tshechu/festival	Count	14	1	3	0	0	0	1
		% within Education	2.5%	1.5%	2.2%	.0%	.0%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B1 E Source of Entertainment * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Source of Entertainment	1 Radio	Count	15	6	2	403
		% within Education	31.9%	54.5%	33.3%	33.8%
	10 Others	Count	3	2	0	46
		% within Education	6.4%	18.2%	.0%	3.9%
	2 TV	Count	19	3	3	534
		% within Education	40.4%	27.3%	50.0%	44.8%
	3 Video	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	4 Sports	Count	0	0	1	17
		% within Education	.0%	.0%	16.7%	1.4%
	5 Cinema films	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	6 Music listening	Count	2	0	0	47
		% within Education	4.3%	.0%	.0%	3.9%
	7 Reading	Count	4	0	0	18
		% within Education	8.5%	.0%	.0%	1.5%
	8 Socializing/chatting	Count	3	0	0	92
		% within Education	6.4%	.0%	.0%	7.7%
	9 Tshechu/festival	Count	1	0	0	20
		% within Education	2.1%	.0%	.0%	1.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B2 E Main Source of News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Source of News	1 Radio	Count	299	30	57	47	18	0	2
		% within Education	53.9%	44.8%	41.0%	23.3%	16.1%	.0%	4.1%
	2 TV	Count	182	30	67	125	77	3	36
		% within Education	32.8%	44.8%	48.2%	61.9%	68.8%	100.0%	73.5%
	3 Internet	Count	0	0	0	2	1	0	2
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%	4.1%
	4 Newspaper/magazine	Count	2	2	4	19	11	0	7
		% within Education	.4%	3.0%	2.9%	9.4%	9.8%	.0%	14.3%
	5 Friends	Count	38	5	5	4	3	0	0
		% within Education	6.8%	7.5%	3.6%	2.0%	2.7%	.0%	.0%
	6 Parents	Count	4	0	1	0	0	0	0
		% within Education	.7%	.0%	.7%	.0%	.0%	.0%	.0%
	7 Office colleagues	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	8 Local leaders	Count	23	0	2	2	2	0	0
		% within Education	4.1%	.0%	1.4%	1.0%	1.8%	.0%	.0%
	9 Others	Count	6	0	3	3	0	0	2
		% within Education	1.1%	.0%	2.2%	1.5%	.0%	.0%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B2 E Main Source of News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	
Main Source of News	1 Radio	Count	22	7	3	485
		% within Education	46.8%	63.6%	50.0%	40.7%
	2 TV	Count	20	3	2	545
		% within Education	42.6%	27.3%	33.3%	45.8%
	3 Internet	Count	1	0	0	6
		% within Education	2.1%	.0%	.0%	.5%
	4 Newspaper/magazine	Count	1	1	0	47
		% within Education	2.1%	9.1%	.0%	3.9%
	5 Friends	Count	3	0	1	59
		% within Education	6.4%	.0%	16.7%	5.0%
	6 Parents	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	7 Office colleagues	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	8 Local leaders	Count	0	0	0	29
		% within Education	.0%	.0%	.0%	2.4%
	9 Others	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

B3 E Influence / Role Model * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Influence / Role Model	1 Family members	Count	211	26	62	83	32	0	17
		% within Education	38.0%	38.8%	44.6%	41.1%	28.6%	.0%	34.7%
	2 Friends	Count	35	5	6	21	15	0	4
		% within Education	6.3%	7.5%	4.3%	10.4%	13.4%	.0%	8.2%
	3 Religious figures	Count	92	11	9	15	14	3	3
		% within Education	16.6%	16.4%	6.5%	7.4%	12.5%	100.0%	6.1%
	4 National leaders	Count	93	14	41	50	37	0	19
		% within Education	16.8%	20.9%	29.5%	24.8%	33.0%	.0%	38.8%
	5 Local leaders	Count	47	6	8	9	0	0	0
		% within Education	8.5%	9.0%	5.8%	4.5%	.0%	.0%	.0%
	6 Movie stars	Count	7	0	4	8	10	0	2
		% within Education	1.3%	.0%	2.9%	4.0%	8.9%	.0%	4.1%
	7 Others	Count	70	5	9	16	4	0	4
		% within Education	12.6%	7.5%	6.5%	7.9%	3.6%	.0%	8.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B3 E Influence / Role Model * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Influence / Role Model	1 Family members	Count	15	1	2	449
		% within Education	31.9%	9.1%	33.3%	37.7%
	2 Friends	Count	1	1	1	89
		% within Education	2.1%	9.1%	16.7%	7.5%
	3 Religious figures	Count	18	3	0	168
		% within Education	38.3%	27.3%	.0%	14.1%
	4 National leaders	Count	7	1	3	265
		% within Education	14.9%	9.1%	50.0%	22.3%
	5 Local leaders	Count	1	2	0	73
		% within Education	2.1%	18.2%	.0%	6.1%
	6 Movie stars	Count	0	1	0	32
		% within Education	.0%	9.1%	.0%	2.7%
	7 Others	Count	5	2	0	115
		% within Education	10.6%	18.2%	.0%	9.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

B4 E Expenditure Cable TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Cable TV	1 Less than Nu. 100	Count	12	1	3	5	2	0	0
		% within Education	2.2%	1.5%	2.2%	2.5%	1.8%	.0%	.0%
	2 Nu.101-300	Count	176	29	62	140	75	2	43
		% within Education	31.7%	43.3%	44.6%	69.3%	67.0%	66.7%	87.8%
	3 Nu.301-600	Count	14	2	10	9	10	1	3
		% within Education	2.5%	3.0%	7.2%	4.5%	8.9%	33.3%	6.1%
	4 Nu.601-1000	Count	0	0	1	1	1	0	0
		% within Education	.0%	.0%	.7%	.5%	.9%	.0%	.0%
	5 Nu.1001-2000	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	352	35	63	47	24	0	3
		% within Education	63.4%	52.2%	45.3%	23.3%	21.4%	.0%	6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Cable TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Cable TV	1 Less than Nu. 100	Count	0	0	0	23
		% within Education	.0%	.0%	.0%	1.9%
	2 Nu.101-300	Count	21	3	4	555
		% within Education	44.7%	27.3%	66.7%	46.6%
	3 Nu.301-600	Count	0	1	1	51
		% within Education	.0%	9.1%	16.7%	4.3%
	4 Nu.601-1000	Count	1	0	0	4
		% within Education	2.1%	.0%	.0%	.3%
	5 Nu.1001-2000	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 Don't use	Count	25	7	1	557
		% within Education	53.2%	63.6%	16.7%	46.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Video * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Video	1 Less than Nu. 100	Count	21	8	14	14	13	0	9
		% within Education	3.8%	11.9%	10.1%	6.9%	11.6%	.0%	18.4%
	2 Nu.101-300	Count	12	7	9	12	16	1	5
		% within Education	2.2%	10.4%	6.5%	5.9%	14.3%	33.3%	10.2%
	3 Nu.301-600	Count	2	1	2	11	3	0	3
		% within Education	.4%	1.5%	1.4%	5.4%	2.7%	.0%	6.1%
	4 Nu.601-1000	Count	1	0	1	3	1	0	0
		% within Education	.2%	.0%	.7%	1.5%	.9%	.0%	.0%
	6 More than Nu. 2000	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	518	51	113	162	79	2	32
		% within Education	93.3%	76.1%	81.3%	80.2%	70.5%	66.7%	65.3%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Video * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Video	1 Less than Nu. 100	Count	2	0	1	82
		% within Education	4.3%	.0%	16.7%	6.9%
	2 Nu.101-300	Count	4	2	0	68
		% within Education	8.5%	18.2%	.0%	5.7%
	3 Nu.301-600	Count	0	0	1	23
		% within Education	.0%	.0%	16.7%	1.9%
	4 Nu.601-1000	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	6 More than Nu. 2000	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 Don't use	Count	41	9	4	1011
		% within Education	87.2%	81.8%	66.7%	84.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Films * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Films	1 Less than Nu. 100	Count	35	7	21	23	12	0	8
		% within Education	6.3%	10.4%	15.1%	11.4%	10.7%	.0%	16.3%
	2 Nu.101-300	Count	100	19	21	46	24	1	9
		% within Education	18.0%	28.4%	15.1%	22.8%	21.4%	33.3%	18.4%
	3 Nu.301-600	Count	22	3	10	17	15	0	4
		% within Education	4.0%	4.5%	7.2%	8.4%	13.4%	.0%	8.2%
	4 Nu.601-1000	Count	4	1	3	2	3	0	1
		% within Education	.7%	1.5%	2.2%	1.0%	2.7%	.0%	2.0%
	5 Nu.1001-2000	Count	0	0	1	1	0	0	0
		% within Education	.0%	.0%	.7%	.5%	.0%	.0%	.0%
	6 More than Nu. 2000	Count	1	0	2	1	0	0	0
		% within Education	.2%	.0%	1.4%	.5%	.0%	.0%	.0%
	7 Don't use	Count	393	37	81	112	58	2	27
		% within Education	70.8%	55.2%	58.3%	55.4%	51.8%	66.7%	55.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 E Expenditure Films * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Films	1 Less than Nu. 100	Count	4	3	1	114
		% within Education	8.5%	27.3%	16.7%	9.6%
	2 Nu.101-300	Count	9	2	2	233
		% within Education	19.1%	18.2%	33.3%	19.6%
	3 Nu.301-600	Count	4	0	0	75
		% within Education	8.5%	.0%	.0%	6.3%
	4 Nu.601-1000	Count	1	1	0	16
		% within Education	2.1%	9.1%	.0%	1.3%
	5 Nu.1001-2000	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	6 More than Nu. 2000	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	7 Don't use	Count	29	5	3	747
		% within Education	61.7%	45.5%	50.0%	62.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Newspaper * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Newspaper	1 Less than Nu. 100	Count	30	19	47	107	58	3	29
		% within Education	5.4%	28.4%	33.8%	53.0%	51.8%	100.0%	59.2%
	2 Nu.101-300	Count	6	1	9	32	24	0	7
		% within Education	1.1%	1.5%	6.5%	15.8%	21.4%	.0%	14.3%
	3 Nu.301-600	Count	3	0	2	6	5	0	5
		% within Education	.5%	.0%	1.4%	3.0%	4.5%	.0%	10.2%
	4 Nu.601-1000	Count	0	0	0	0	1	0	1
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	2.0%
	7 Don't use	Count	516	47	81	57	24	0	7
		% within Education	93.0%	70.1%	58.3%	28.2%	21.4%	.0%	14.3%
	Total	Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Newspaper * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Newspaper	1 Less than Nu. 100	Count	20	6	2	321
		% within Education	42.6%	54.5%	33.3%	27.0%
	2 Nu.101-300	Count	3	0	1	83
		% within Education	6.4%	.0%	16.7%	7.0%
	3 Nu.301-600	Count	2	0	0	23
		% within Education	4.3%	.0%	.0%	1.9%
	4 Nu.601-1000	Count	1	0	0	3
		% within Education	2.1%	.0%	.0%	.3%
	7 Don't use	Count	21	5	3	761
		% within Education	44.7%	45.5%	50.0%	63.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Magazines * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Expenditure Magazines	1 Less than Nu. 100	Count	6	3	15	29	16	2	12
		% within Education	1.1%	4.5%	10.8%	14.4%	14.3%	66.7%	24.5%
	2 Nu.101-300	Count	3	1	1	18	16	0	9
		% within Education	.5%	1.5%	.7%	8.9%	14.3%	.0%	18.4%
	3 Nu.301-600	Count	1	0	0	1	2	0	1
		% within Education	.2%	.0%	.0%	.5%	1.8%	.0%	2.0%
	6 More than Nu. 2000	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	7 Don't use	Count	545	63	123	153	78	1	27
		% within Education	98.2%	94.0%	88.5%	75.7%	69.6%	33.3%	55.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Magazines * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Magazines	1 Less than Nu. 100	Count	4	0	0	87
		% within Education	8.5%	.0%	.0%	7.3%
	2 Nu.101-300	Count	0	0	0	48
		% within Education	.0%	.0%	.0%	4.0%
	3 Nu.301-600	Count	0	1	0	6
		% within Education	.0%	9.1%	.0%	.5%
	6 More than Nu. 2000	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 Don't use	Count	43	10	6	1049
		% within Education	91.5%	90.9%	100.0%	88.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Internet Access * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Internet Access	1 Less than Nu. 100	Count	3	2	1	9	9	0	4
		% within Education	.5%	3.0%	.7%	4.5%	8.0%	.0%	8.2%
	2 Nu.101-300	Count	0	0	1	12	9	1	8
		% within Education	.0%	.0%	.7%	5.9%	8.0%	33.3%	16.3%
	3 Nu.301-600	Count	0	0	0	2	6	0	5
		% within Education	.0%	.0%	.0%	1.0%	5.4%	.0%	10.2%
	4 Nu.601-1000	Count	0	0	1	3	1	0	2
		% within Education	.0%	.0%	.7%	1.5%	.9%	.0%	4.1%
	5 Nu.1001-2000	Count	0	0	1	1	1	0	1
		% within Education	.0%	.0%	.7%	.5%	.9%	.0%	2.0%
	6 More than Nu. 2000	Count	1	0	0	2	0	0	0
		% within Education	.2%	.0%	.0%	1.0%	.0%	.0%	.0%
	7 Don't use	Count	551	65	135	173	86	2	29
		% within Education	99.3%	97.0%	97.1%	85.6%	76.8%	66.7%	59.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Internet Access * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Internet Access	1 Less than Nu. 100	Count	0	0	0	28
		% within Education	.0%	.0%	.0%	2.4%
	2 Nu.101-300	Count	0	0	0	31
		% within Education	.0%	.0%	.0%	2.6%
	3 Nu.301-600	Count	0	0	0	13
		% within Education	.0%	.0%	.0%	1.1%
	4 Nu.601-1000	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	5 Nu.1001-2000	Count	1	0	0	5
		% within Education	2.1%	.0%	.0%	.4%
	6 More than Nu. 2000	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	7 Don't use	Count	46	11	6	1104
		% within Education	97.9%	100.0%	100.0%	92.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Mobile Phone * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Expenditure Mobile Phone	1 Less than Nu. 100	Count	33	4	4	2	6	0	0
		% within Education	5.9%	6.0%	2.9%	1.0%	5.4%	.0%	.0%
	2 Nu.101-300	Count	154	26	48	62	26	1	7
		% within Education	27.7%	38.8%	34.5%	30.7%	23.2%	33.3%	14.3%
	3 Nu.301-600	Count	113	10	30	57	26	1	16
		% within Education	20.4%	14.9%	21.6%	28.2%	23.2%	33.3%	32.7%
	4 Nu.601-1000	Count	33	7	23	34	24	1	12
		% within Education	5.9%	10.4%	16.5%	16.8%	21.4%	33.3%	24.5%
	5 Nu.1001-2000	Count	23	7	15	23	11	0	8
		% within Education	4.1%	10.4%	10.8%	11.4%	9.8%	.0%	16.3%
	6 More than Nu. 2000	Count	7	1	2	10	7	0	4
		% within Education	1.3%	1.5%	1.4%	5.0%	6.3%	.0%	8.2%
	7 Don't use	Count	192	12	17	14	12	0	2
		% within Education	34.6%	17.9%	12.2%	6.9%	10.7%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 E Expenditure Mobile Phone * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	1	0	0	50
		% within Education	2.1%	.0%	.0%	4.2%
	2 Nu.101-300	Count	13	4	1	342
		% within Education	27.7%	36.4%	16.7%	28.7%
	3 Nu.301-600	Count	10	1	2	266
		% within Education	21.3%	9.1%	33.3%	22.3%
	4 Nu.601-1000	Count	5	3	2	144
		% within Education	10.6%	27.3%	33.3%	12.1%
	5 Nu.1001-2000	Count	7	0	0	94
		% within Education	14.9%	.0%	.0%	7.9%
	6 More than Nu. 2000	Count	4	0	0	35
		% within Education	8.5%	.0%	.0%	2.9%
	7 Don't use	Count	7	3	1	260
		% within Education	14.9%	27.3%	16.7%	21.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Newspaper * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese Newspaper	1 English	Count	16	2	44	132	88	3	43
		% within Education	2.9%	3.0%	31.7%	65.3%	78.6%	100.0%	87.8%
	2 Dzongkha	Count	50	24	20	28	6	0	3
		% within Education	9.0%	35.8%	14.4%	13.9%	5.4%	.0%	6.1%
	3 Others	Count	23	1	3	8	4	0	1
		% within Education	4.1%	1.5%	2.2%	4.0%	3.6%	.0%	2.0%
	Do not use	Count	466	40	72	34	14	0	2
		% within Education	84.0%	59.7%	51.8%	16.8%	12.5%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Newspaper * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese Newspaper	1 English	Count	1	2	3	334
		% within Education	2.1%	18.2%	50.0%	28.0%
	2 Dzongkha	Count	28	4	0	163
		% within Education	59.6%	36.4%	.0%	13.7%
	3 Others	Count	0	0	0	40
		% within Education	.0%	.0%	.0%	3.4%
	Do not use	Count	18	5	3	654
		% within Education	38.3%	45.5%	50.0%	54.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Newspaper Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese Newspaper Others	Others listed	Count	66	26	64	160	94	3	46
		% within Education	11.9%	38.8%	46.0%	79.2%	83.9%	100.0%	93.9%
	Do not use	Count	487	41	75	41	18	0	3
		% within Education	87.7%	61.2%	54.0%	20.3%	16.1%	.0%	6.1%
	Hindi	Count	1	0	0	1	0	0	0
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	.0%
	Nepali	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Newspaper Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese Newspaper Others	Others listed	Count	29	6	3	497
		% within Education	61.7%	54.5%	50.0%	41.7%
	Do not use	Count	18	5	3	691
		% within Education	38.3%	45.5%	50.0%	58.0%
	Hindi	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Nepali	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

Language used Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese TV	1 English	Count	9	3	10	41	36	1	15
		% within Education	1.6%	4.5%	7.2%	20.3%	32.1%	33.3%	30.6%
	2 Dzongkha	Count	233	32	77	114	57	2	30
		% within Education	42.0%	47.8%	55.4%	56.4%	50.9%	66.7%	61.2%
	3 Others	Count	17	0	4	13	4	0	1
		% within Education	3.1%	.0%	2.9%	6.4%	3.6%	.0%	2.0%
	Do not use	Count	296	32	48	34	15	0	3
		% within Education	53.3%	47.8%	34.5%	16.8%	13.4%	.0%	6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

Language used Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese TV	1 English	Count	0	2	2	119
		% within Education	.0%	18.2%	33.3%	10.0%
	2 Dzongkha	Count	28	2	3	578
		% within Education	59.6%	18.2%	50.0%	48.5%
	3 Others	Count	0	1	0	40
		% within Education	.0%	9.1%	.0%	3.4%
	Do not use	Count	19	6	1	454
		% within Education	40.4%	54.5%	16.7%	38.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese TV Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese TV Others	Others listed	Count	242	35	87	155	93	3	45
		% within Education	43.6%	52.2%	62.6%	76.7%	83.0%	100.0%	91.8%
	Do not use	Count	307	32	51	45	19	0	4
		% within Education	55.3%	47.8%	36.7%	22.3%	17.0%	.0%	8.2%
	Hindi	Count	3	0	0	2	0	0	0
		% within Education	.5%	.0%	.0%	1.0%	.0%	.0%	.0%
	Nepali	Count	3	0	1	0	0	0	0
		% within Education	.5%	.0%	.7%	.0%	.0%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese TV Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese TV Others	Others listed	Count	28	4	5	697
		% within Education	59.6%	36.4%	83.3%	58.5%
	Do not use	Count	19	7	1	485
		% within Education	40.4%	63.6%	16.7%	40.7%
	Hindi	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	Nepali	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese Radio	1 English	Count	3	3	5	17	24	0	12
		% within Education	.5%	4.5%	3.6%	8.4%	21.4%	.0%	24.5%
	2 Dzongkha	Count	318	43	84	86	34	1	13
		% within Education	57.3%	64.2%	60.4%	42.6%	30.4%	33.3%	26.5%
	3 Others	Count	71	8	8	13	10	0	2
		% within Education	12.8%	11.9%	5.8%	6.4%	8.9%	.0%	4.1%
	Do not use	Count	163	13	42	86	44	2	22
		% within Education	29.4%	19.4%	30.2%	42.6%	39.3%	66.7%	44.9%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese Radio	1 English	Count	0	2	1	67
		% within Education	.0%	18.2%	16.7%	5.6%
	2 Dzongkha	Count	33	7	3	622
		% within Education	70.2%	63.6%	50.0%	52.2%
	3 Others	Count	2	1	1	116
		% within Education	4.3%	9.1%	16.7%	9.7%
	Do not use	Count	12	1	1	386
		% within Education	25.5%	9.1%	16.7%	32.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

B5 E Language used Bhutanese Radio Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Language used Bhutanese Radio Others	Others listed	Count	321	46	89	103	58	1	25
		% within Education	57.8%	68.7%	64.0%	51.0%	51.8%	33.3%	51.0%
	All	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Do not use	Count	179	14	43	93	50	2	23
		% within Education	32.3%	20.9%	30.9%	46.0%	44.6%	66.7%	46.9%
	Hindi	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	Nepali	Count	11	1	4	2	3	0	0
		% within Education	2.0%	1.5%	2.9%	1.0%	2.7%	.0%	.0%
	Shar chop	Count	44	6	3	3	1	0	0
		% within Education	7.9%	9.0%	2.2%	1.5%	.9%	.0%	.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B5 E Language used Bhutanese Radio Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Language used Bhutanese Radio Others	Others listed	Count	33	9	4	689
		% within Education	70.2%	81.8%	66.7%	57.9%
	All	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Do not use	Count	12	2	2	420
		% within Education	25.5%	18.2%	33.3%	35.3%
	Hindi	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Nepali	Count	0	0	0	21
		% within Education	.0%	.0%	.0%	1.8%
	Sharchop	Count	2	0	0	59
		% within Education	4.3%	.0%	.0%	5.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

B. General Media by Gender

B1 G Source of Entertainment * Gender Crosstabulation

			Gender		Total
			Female	Male	
Source of Entertainment	1 Radio	Count	205	198	403
		% within Gender	32.8%	35.0%	33.8%
	10 Others	Count	27	19	46
		% within Gender	4.3%	3.4%	3.9%
	2 TV	Count	285	249	534
		% within Gender	45.6%	44.0%	44.8%
	3 Video	Count	7	5	12
		% within Gender	1.1%	.9%	1.0%
	4 Sports	Count	1	16	17
		% within Gender	.2%	2.8%	1.4%
	5 Cinema films	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	6 Music listening	Count	24	23	47
		% within Gender	3.8%	4.1%	3.9%
	7 Reading	Count	6	12	18
		% within Gender	1.0%	2.1%	1.5%
	8 Socializing/chatting	Count	53	39	92
		% within Gender	8.5%	6.9%	7.7%
	9 Tshechu/festival	Count	15	5	20
		% within Gender	2.4%	.9%	1.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B2 G Main Source of News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Source of News	1 Radio	Count	245	240	485
		% within Gender	39.2%	42.4%	40.7%
	2 TV	Count	301	244	545
		% within Gender	48.2%	43.1%	45.8%
	3 Internet	Count	0	6	6
		% within Gender	.0%	1.1%	.5%
	4 Newspaper/magazine	Count	19	28	47
		% within Gender	3.0%	4.9%	3.9%
	5 Friends	Count	33	26	59
		% within Gender	5.3%	4.6%	5.0%
	6 Parents	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	7 Office colleagues	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	8 Local leaders	Count	17	12	29
		% within Gender	2.7%	2.1%	2.4%
	9 Others	Count	6	8	14
		% within Gender	1.0%	1.4%	1.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B3 G Influence / Role Model * Gender Crosstabulation

			Gender		Total
			Female	Male	
Influence / Role Model	1 Family members	Count	265	184	449
		% within Gender	42.4%	32.5%	37.7%
	2 Friends	Count	43	46	89
		% within Gender	6.9%	8.1%	7.5%
	3 Religious figures	Count	84	84	168
		% within Gender	13.4%	14.8%	14.1%
	4 National leaders	Count	122	143	265
		% within Gender	19.5%	25.3%	22.3%
	5 Local leaders	Count	27	46	73
		% within Gender	4.3%	8.1%	6.1%
	6 Movie stars	Count	19	13	32
		% within Gender	3.0%	2.3%	2.7%
	7 Others	Count	65	50	115
		% within Gender	10.4%	8.8%	9.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Cable TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Cable TV	1 Less than Nu. 100	Count	12	11	23
		% within Gender	1.9%	1.9%	1.9%
	2 Nu.101-300	Count	303	252	555
		% within Gender	48.5%	44.5%	46.6%
	3 Nu.301-600	Count	20	31	51
		% within Gender	3.2%	5.5%	4.3%
	4 Nu.601-1000	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	5 Nu.1001-2000	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	7 Don't use	Count	287	270	557
		% within Gender	45.9%	47.7%	46.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Video * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Video	1 Less than Nu. 100	Count	47	35	82
		% within Gender	7.5%	6.2%	6.9%
	2 Nu.101-300	Count	28	40	68
		% within Gender	4.5%	7.1%	5.7%
	3 Nu.301-600	Count	9	14	23
		% within Gender	1.4%	2.5%	1.9%
	4 Nu.601-1000	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	6 More than Nu. 2000	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	7 Don't use	Count	537	474	1011
		% within Gender	85.9%	83.7%	84.9%
	Total	Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Films * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Films	1 Less than Nu. 100	Count	61	53	114
		% within Gender	9.8%	9.4%	9.6%
	2 Nu.101-300	Count	143	90	233
		% within Gender	22.9%	15.9%	19.6%
	3 Nu.301-600	Count	44	31	75
		% within Gender	7.0%	5.5%	6.3%
	4 Nu.601-1000	Count	8	8	16
		% within Gender	1.3%	1.4%	1.3%
	5 Nu.1001-2000	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	6 More than Nu. 2000	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	7 Don't use	Count	366	381	747
		% within Gender	58.6%	67.3%	62.7%
	Total	Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Newspaper * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Newspaper	1 Less than Nu. 100	Count	135	186	321
		% within Gender	21.6%	32.9%	27.0%
	2 Nu.101-300	Count	34	49	83
		% within Gender	5.4%	8.7%	7.0%
	3 Nu.301-600	Count	14	9	23
		% within Gender	2.2%	1.6%	1.9%
	4 Nu.601-1000	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	7 Don't use	Count	441	320	761
		% within Gender	70.6%	56.5%	63.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Magazines	1 Less than Nu. 100	Count	38	49	87
		% within Gender	6.1%	8.7%	7.3%
	2 Nu.101-300	Count	27	21	48
		% within Gender	4.3%	3.7%	4.0%
	3 Nu.301-600	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	6 More than Nu. 2000	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	7 Don't use	Count	557	492	1049
		% within Gender	89.1%	86.9%	88.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Internet Access * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Internet Access	1 Less than Nu. 100	Count	12	16	28
		% within Gender	1.9%	2.8%	2.4%
	2 Nu.101-300	Count	14	17	31
		% within Gender	2.2%	3.0%	2.6%
	3 Nu.301-600	Count	6	7	13
		% within Gender	1.0%	1.2%	1.1%
	4 Nu.601-1000	Count	3	4	7
		% within Gender	.5%	.7%	.6%
	5 Nu.1001-2000	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	6 More than Nu. 2000	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	7 Don't use	Count	588	516	1104
		% within Gender	94.1%	91.2%	92.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B4 G Expenditure Mobile Phone * Gender Crosstabulation

			Gender		Total
			Female	Male	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	29	21	50
		% within Gender	4.6%	3.7%	4.2%
	2 Nu.101-300	Count	179	163	342
		% within Gender	28.6%	28.8%	28.7%
	3 Nu.301-600	Count	138	128	266
		% within Gender	22.1%	22.6%	22.3%
	4 Nu.601-1000	Count	74	70	144
		% within Gender	11.8%	12.4%	12.1%
	5 Nu.1001-2000	Count	46	48	94
		% within Gender	7.4%	8.5%	7.9%
	6 More than Nu. 2000	Count	15	20	35
		% within Gender	2.4%	3.5%	2.9%
	7 Don't use	Count	144	116	260
		% within Gender	23.0%	20.5%	21.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

B5 G Language used Bhutanese Newspaper * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese Newspaper	1 English	Count	150	184	334
		% within Gender	24.0%	32.5%	28.0%
	2 Dzongkha	Count	62	101	163
		% within Gender	9.9%	17.8%	13.7%
	3 Others	Count	25	15	40
		% within Gender	4.0%	2.7%	3.4%
	Do not use	Count	388	266	654
		% within Gender	62.1%	47.0%	54.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

B5 G Language used Bhutanese Newspaper Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese Newspaper Others	Others listed	Count	212	285	497
		% within Gender	33.9%	50.4%	41.7%
	Do not use	Count	411	280	691
		% within Gender	65.8%	49.5%	58.0%
	Hindi	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	Nepali	Count	1	0	1
		% within Gender	.2%	.0%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B5 G Language used Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese TV	1 English	Count	47	72	119
		% within Gender	7.5%	12.7%	10.0%
	2 Dzongkha	Count	314	264	578
		% within Gender	50.2%	46.6%	48.5%
	3 Others	Count	21	19	40
		% within Gender	3.4%	3.4%	3.4%
	Do not use	Count	243	211	454
		% within Gender	38.9%	37.3%	38.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B5 G Language used Bhutanese TV Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese TV Others	Others listed	Count	361	336	697
		% within Gender	57.8%	59.4%	58.5%
	Do not use	Count	262	223	485
		% within Gender	41.9%	39.4%	40.7%
	Hindi	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	Nepali	Count	1	3	4
		% within Gender	.2%	.5%	.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B5 G Language used Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese Radio	1 English	Count	24	43	67
		% within Gender	3.8%	7.6%	5.6%
	2 Dzongkha	Count	337	285	622
		% within Gender	53.9%	50.4%	52.2%
	3 Others	Count	53	63	116
		% within Gender	8.5%	11.1%	9.7%
	Do not use	Count	211	175	386
		% within Gender	33.8%	30.9%	32.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

B5 G Language used Bhutanese Radio Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Language used Bhutanese Radio Others	Others listed	Count	361	328	689
		% within Gender	57.8%	58.0%	57.9%
	All	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Do not use	Count	228	192	420
		% within Gender	36.5%	33.9%	35.3%
	Hindi	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Nepali	Count	9	12	21
		% within Gender	1.4%	2.1%	1.8%
	Sharchop	Count	26	33	59
		% within Gender	4.2%	5.8%	5.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

B. General Media by Income

B1 I Source of Entertainment * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Source of Entertainment	1 Radio	Count	297	70	20	7	4
		% within Income	44.3%	23.7%	17.1%	17.5%	14.3%
	10 Others	Count	28	14	2	1	0
		% within Income	4.2%	4.7%	1.7%	2.5%	.0%
	2 TV	Count	204	179	74	23	22
		% within Income	30.4%	60.7%	63.2%	57.5%	78.6%
	3 Video	Count	8	1	1	1	0
		% within Income	1.2%	.3%	.9%	2.5%	.0%
	4 Sports	Count	8	5	3	0	1
		% within Income	1.2%	1.7%	2.6%	.0%	3.6%
	5 Cinema films	Count	2	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%
	6 Music listening	Count	24	11	10	1	0
		% within Income	3.6%	3.7%	8.5%	2.5%	.0%
	7 Reading	Count	8	3	2	4	1
		% within Income	1.2%	1.0%	1.7%	10.0%	3.6%
	8 Socializing/chatting	Count	76	12	3	1	0
		% within Income	11.3%	4.1%	2.6%	2.5%	.0%
	9 Tshechu/festival	Count	16	0	2	2	0
		% within Income	2.4%	.0%	1.7%	5.0%	.0%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

B1 I Source of Entertainment * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Source of Entertainment	1 Radio	Count	1	4	403
		% within Income	9.1%	13.8%	33.8%
	10 Others	Count	0	1	46
		% within Income	.0%	3.4%	3.9%
	2 TV	Count	10	22	534
		% within Income	90.9%	75.9%	44.8%
	3 Video	Count	0	1	12
		% within Income	.0%	3.4%	1.0%
	4 Sports	Count	0	0	17
		% within Income	.0%	.0%	1.4%
	5 Cinema films	Count	0	0	2
		% within Income	.0%	.0%	.2%
	6 Music listening	Count	0	1	47
		% within Income	.0%	3.4%	3.9%
	7 Reading	Count	0	0	18
		% within Income	.0%	.0%	1.5%
	8 Socializing/chatting	Count	0	0	92
		% within Income	.0%	.0%	7.7%
	9 Tshechu/festival	Count	0	0	20
		% within Income	.0%	.0%	1.7%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

B2 I Main Source of News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Source of News	1 Radio	Count	359	85	23	5	7	2
		% within Income	53.5%	28.8%	19.7%	12.5%	25.0%	18.2%
	2 TV	Count	204	183	81	27	18	9
		% within Income	30.4%	62.0%	69.2%	67.5%	64.3%	81.8%
	3 Internet	Count	1	3	0	0	2	0
		% within Income	.1%	1.0%	.0%	.0%	7.1%	.0%
	4 Newspaper/magazine	Count	13	13	11	7	1	0
		% within Income	1.9%	4.4%	9.4%	17.5%	3.6%	.0%
	5 Friends	Count	51	8	0	0	0	0
		% within Income	7.6%	2.7%	.0%	.0%	.0%	.0%
	6 Parents	Count	5	0	0	0	0	0
		% within Income	.7%	.0%	.0%	.0%	.0%	.0%
	7 Office colleagues	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	8 Local leaders	Count	27	1	0	1	0	0
		% within Income	4.0%	.3%	.0%	2.5%	.0%	.0%
	9 Others	Count	11	1	2	0	0	0
		% within Income	1.6%	.3%	1.7%	.0%	.0%	.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B2 I Main Source of News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Source of News	1 Radio	Count	4	485
		% within Income	13.8%	40.7%
	2 TV	Count	23	545
		% within Income	79.3%	45.8%
	3 Internet	Count	0	6
		% within Income	.0%	.5%
	4 Newspaper/magazine	Count	2	47
		% within Income	6.9%	3.9%
	5 Friends	Count	0	59
		% within Income	.0%	5.0%
	6 Parents	Count	0	5
		% within Income	.0%	.4%
	7 Office colleagues	Count	0	1
		% within Income	.0%	.1%
	8 Local leaders	Count	0	29
		% within Income	.0%	2.4%
	9 Others	Count	0	14
		% within Income	.0%	1.2%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

B3 | Influence / Role Model * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Influence / Role Model	1 Family members	Count	235	129	46	15	8	3
		% within Income	35.0%	43.7%	39.3%	37.5%	28.6%	27.3%
	2 Friends	Count	46	26	11	4	0	1
		% within Income	6.9%	8.8%	9.4%	10.0%	.0%	9.1%
	3 Religious figures	Count	95	46	11	4	5	2
		% within Income	14.2%	15.6%	9.4%	10.0%	17.9%	18.2%
	4 National leaders	Count	147	61	31	8	9	3
		% within Income	21.9%	20.7%	26.5%	20.0%	32.1%	27.3%
	5 Local leaders	Count	60	7	3	1	0	0
		% within Income	8.9%	2.4%	2.6%	2.5%	.0%	.0%
	6 Movie stars	Count	5	12	5	4	4	1
		% within Income	.7%	4.1%	4.3%	10.0%	14.3%	9.1%
	7 Others	Count	83	14	10	4	2	1
		% within Income	12.4%	4.7%	8.5%	10.0%	7.1%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B3 I Influence / Role Model * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Influence / Role Model	1 Family members	Count	13	449
		% within Income	44.8%	37.7%
	2 Friends	Count	1	89
		% within Income	3.4%	7.5%
	3 Religious figures	Count	5	168
		% within Income	17.2%	14.1%
	4 National leaders	Count	6	265
		% within Income	20.7%	22.3%
5 Local leaders	Count	2	73	
		% within Income	6.9%	6.1%
6 Movie stars	Count	1	32	
		% within Income	3.4%	2.7%
7 Others	Count	1	115	
		% within Income	3.4%	9.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

B4 I Expenditure Cable TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Cable TV	1 Less than Nu. 100	Count	10	7	4	1	1	0
		% within Income	1.5%	2.4%	3.4%	2.5%	3.6%	.0%
	2 Nu.101-300	Count	211	178	83	33	18	9
		% within Income	31.4%	60.3%	70.9%	82.5%	64.3%	81.8%
	3 Nu.301-600	Count	16	18	9	2	3	1
		% within Income	2.4%	6.1%	7.7%	5.0%	10.7%	9.1%
	4 Nu.601-1000	Count	1	1	1	1	0	0
		% within Income	.1%	.3%	.9%	2.5%	.0%	.0%
	5 Nu.1001-2000	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	7 Don't use	Count	433	90	20	3	6	1
		% within Income	64.5%	30.5%	17.1%	7.5%	21.4%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 I Expenditure Cable TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Cable TV	1 Less than Nu. 100	Count	0	23
		% within Income	.0%	1.9%
	2 Nu.101-300	Count	23	555
		% within Income	79.3%	46.6%
	3 Nu.301-600	Count	2	51
		% within Income	6.9%	4.3%
	4 Nu.601-1000	Count	0	4
		% within Income	.0%	.3%
	5 Nu.1001-2000	Count	0	1
		% within Income	.0%	.1%
	7 Don't use	Count	4	557
		% within Income	13.8%	46.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Video * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Video	1 Less than Nu. 100	Count	38	31	7	3	1	1
		% within Income	5.7%	10.5%	6.0%	7.5%	3.6%	9.1%
	2 Nu.101-300	Count	25	12	14	7	4	1
		% within Income	3.7%	4.1%	12.0%	17.5%	14.3%	9.1%
	3 Nu.301-600	Count	10	5	6	1	0	0
		% within Income	1.5%	1.7%	5.1%	2.5%	.0%	.0%
	4 Nu.601-1000	Count	1	2	2	0	1	0
		% within Income	.1%	.7%	1.7%	.0%	3.6%	.0%
	6 More than Nu. 2000	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	596	245	88	29	22	9
		% within Income	88.8%	83.1%	75.2%	72.5%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Video * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Video	1 Less than Nu. 100	Count	1	82
		% within Income	3.4%	6.9%
	2 Nu.101-300	Count	5	68
		% within Income	17.2%	5.7%
	3 Nu.301-600	Count	1	23
		% within Income	3.4%	1.9%
	4 Nu.601-1000	Count	0	6
		% within Income	.0%	.5%
	6 More than Nu. 2000	Count	0	1
		% within Income	.0%	.1%
	7 Don't use	Count	22	1011
		% within Income	75.9%	84.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Films * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Films	1 Less than Nu. 100	Count	61	32	14	1	4	1
		% within Income	9.1%	10.8%	12.0%	2.5%	14.3%	9.1%
	2 Nu.101-300	Count	102	71	28	16	5	5
		% within Income	15.2%	24.1%	23.9%	40.0%	17.9%	45.5%
	3 Nu.301-600	Count	21	22	16	6	0	2
		% within Income	3.1%	7.5%	13.7%	15.0%	.0%	18.2%
	4 Nu.601-1000	Count	6	3	2	2	2	0
		% within Income	.9%	1.0%	1.7%	5.0%	7.1%	.0%
	5 Nu.1001-2000	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	6 More than Nu. 2000	Count	2	0	1	0	0	1
		% within Income	.3%	.0%	.9%	.0%	.0%	9.1%
	7 Don't use	Count	479	166	56	15	17	2
		% within Income	71.4%	56.3%	47.9%	37.5%	60.7%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Films * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Films	1 Less than Nu. 100	Count	1	114
		% within Income	3.4%	9.6%
	2 Nu.101-300	Count	6	233
		% within Income	20.7%	19.6%
	3 Nu.301-600	Count	8	75
		% within Income	27.6%	6.3%
	4 Nu.601-1000	Count	1	16
		% within Income	3.4%	1.3%
	5 Nu.1001-2000	Count	1	2
		% within Income	3.4%	.2%
	6 More than Nu. 2000	Count	0	4
		% within Income	.0%	.3%
	7 Don't use	Count	12	747
		% within Income	41.4%	62.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Newspaper * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Newspaper	1 Less than Nu. 100	Count	126	91	60	15	12	4
		% within Income	18.8%	30.8%	51.3%	37.5%	42.9%	36.4%
	2 Nu.101-300	Count	19	29	14	6	9	3
		% within Income	2.8%	9.8%	12.0%	15.0%	32.1%	27.3%
	3 Nu.301-600	Count	5	8	6	4	0	0
		% within Income	.7%	2.7%	5.1%	10.0%	.0%	.0%
	4 Nu.601-1000	Count	0	0	0	3	0	0
		% within Income	.0%	.0%	.0%	7.5%	.0%	.0%
	7 Don't use	Count	521	167	37	12	7	4
		% within Income	77.6%	56.6%	31.6%	30.0%	25.0%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Newspaper * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Newspaper	1 Less than Nu. 100	Count	13	321
		% within Income	44.8%	27.0%
	2 Nu.101-300	Count	3	83
		% within Income	10.3%	7.0%
	3 Nu.301-600	Count	0	23
		% within Income	.0%	1.9%
	4 Nu.601-1000	Count	0	3
		% within Income	.0%	.3%
	7 Don't use	Count	13	761
		% within Income	44.8%	63.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Magazines * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Magazines	1 Less than Nu. 100	Count	27	30	16	3	6	2
		% within Income	4.0%	10.2%	13.7%	7.5%	21.4%	18.2%
	2 Nu.101-300	Count	11	11	13	5	3	1
		% within Income	1.6%	3.7%	11.1%	12.5%	10.7%	9.1%
	3 Nu.301-600	Count	1	2	0	2	1	0
		% within Income	.1%	.7%	.0%	5.0%	3.6%	.0%
	6 More than Nu. 2000	Count	0	0	0	0	1	0
		% within Income	.0%	.0%	.0%	.0%	3.6%	.0%
	7 Don't use	Count	632	252	88	30	17	8
		% within Income	94.2%	85.4%	75.2%	75.0%	60.7%	72.7%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Magazines * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Magazines	1 Less than Nu. 100	Count	3	87
		% within Income	10.3%	7.3%
	2 Nu.101-300	Count	4	48
		% within Income	13.8%	4.0%
	3 Nu.301-600	Count	0	6
		% within Income	.0%	.5%
	6 More than Nu. 2000	Count	0	1
		% within Income	.0%	.1%
	7 Don't use	Count	22	1049
		% within Income	75.9%	88.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Internet Access * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Internet Access	1 Less than Nu. 100	Count	7	10	9	1	1	0
		% within Income	1.0%	3.4%	7.7%	2.5%	3.6%	.0%
	2 Nu.101-300	Count	3	11	9	4	1	1
		% within Income	.4%	3.7%	7.7%	10.0%	3.6%	9.1%
	3 Nu.301-600	Count	0	5	3	5	0	0
		% within Income	.0%	1.7%	2.6%	12.5%	.0%	.0%
	4 Nu.601-1000	Count	0	2	1	1	1	1
		% within Income	.0%	.7%	.9%	2.5%	3.6%	9.1%
	5 Nu.1001-2000	Count	1	0	2	1	0	0
		% within Income	.1%	.0%	1.7%	2.5%	.0%	.0%
	6 More than Nu. 2000	Count	0	1	0	0	1	0
		% within Income	.0%	.3%	.0%	.0%	3.6%	.0%
	7 Don't use	Count	660	266	93	28	24	9
		% within Income	98.4%	90.2%	79.5%	70.0%	85.7%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Internet Access * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Internet Access	1 Less than Nu. 100	Count	0	28
		% within Income	.0%	2.4%
	2 Nu.101-300	Count	2	31
		% within Income	6.9%	2.6%
	3 Nu.301-600	Count	0	13
		% within Income	.0%	1.1%
	4 Nu.601-1000	Count	1	7
		% within Income	3.4%	.6%
	5 Nu.1001-2000	Count	1	5
		% within Income	3.4%	.4%
	6 More than Nu. 2000	Count	1	3
		% within Income	3.4%	.3%
	7 Don't use	Count	24	1104
		% within Income	82.8%	92.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B4 I Expenditure Mobile Phone * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Expenditure Mobile Phone	1 Less than Nu. 100	Count	33	9	7	0	0	0
		% within Income	4.9%	3.1%	6.0%	.0%	.0%	.0%
	2 Nu.101-300	Count	234	79	18	5	4	0
		% within Income	34.9%	26.8%	15.4%	12.5%	14.3%	.0%
	3 Nu.301-600	Count	130	81	31	9	6	4
		% within Income	19.4%	27.5%	26.5%	22.5%	21.4%	36.4%
	4 Nu.601-1000	Count	44	53	24	8	6	2
		% within Income	6.6%	18.0%	20.5%	20.0%	21.4%	18.2%
	5 Nu.1001-2000	Count	30	18	22	11	6	2
		% within Income	4.5%	6.1%	18.8%	27.5%	21.4%	18.2%
	6 More than Nu. 2000	Count	4	10	6	5	3	1
		% within Income	.6%	3.4%	5.1%	12.5%	10.7%	9.1%
	7 Don't use	Count	196	45	9	2	3	2
		% within Income	29.2%	15.3%	7.7%	5.0%	10.7%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 I Expenditure Mobile Phone * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	1	50
		% within Income	3.4%	4.2%
	2 Nu.101-300	Count	2	342
		% within Income	6.9%	28.7%
	3 Nu.301-600	Count	5	266
		% within Income	17.2%	22.3%
	4 Nu.601-1000	Count	7	144
		% within Income	24.1%	12.1%
	5 Nu.1001-2000	Count	5	94
		% within Income	17.2%	7.9%
	6 More than Nu. 2000	Count	6	35
		% within Income	20.7%	2.9%
	7 Don't use	Count	3	260
		% within Income	10.3%	21.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B5 I Language used Bhutanese Newspaper * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese Newspaper	1 English	Count	85	113	71	30	17	5
		% within Income	12.7%	38.3%	60.7%	75.0%	60.7%	45.5%
	2 Dzongkha	Count	96	38	16	2	4	2
		% within Income	14.3%	12.9%	13.7%	5.0%	14.3%	18.2%
	3 Others	Count	30	9	1	0	0	0
		% within Income	4.5%	3.1%	.9%	.0%	.0%	.0%
	Do not use	Count	460	135	29	8	7	4
		% within Income	68.6%	45.8%	24.8%	20.0%	25.0%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese Newspaper * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese Newspaper	1 English	Count	13	334
		% within Income	44.8%	28.0%
	2 Dzongkha	Count	5	163
		% within Income	17.2%	13.7%
	3 Others	Count	0	40
		% within Income	.0%	3.4%
	Do not use	Count	11	654
		% within Income	37.9%	54.9%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

B5 I Language used Bhutanese Newspaper Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese Newspaper Others	Others listed	Count	181	151	87	32	21	7
		% within Income	27.0%	51.2%	74.4%	80.0%	75.0%	63.6%
	Do not use	Count	488	143	30	8	7	4
		% within Income	72.7%	48.5%	25.6%	20.0%	25.0%	36.4%
	Hindi	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	Nepali	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Total		Count	671	295	117	40	28
			% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese Newspaper Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese Newspaper Others	Others listed	Count	18	497
		% within Income	62.1%	41.7%
	Do not use	Count	11	691
		% within Income	37.9%	58.0%
	Hindi	Count	0	2
		% within Income	.0%	.2%
	Nepali	Count	0	1
		% within Income	.0%	.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B5 I Language used Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese TV	1 English	Count	34	41	25	6	7	3
		% within Income	5.1%	13.9%	21.4%	15.0%	25.0%	27.3%
	2 Dzongkha	Count	263	172	71	26	17	7
		% within Income	39.2%	58.3%	60.7%	65.0%	60.7%	63.6%
	3 Others	Count	28	9	0	1	1	0
		% within Income	4.2%	3.1%	.0%	2.5%	3.6%	.0%
	Do not use	Count	346	73	21	7	3	1
		% within Income	51.6%	24.7%	17.9%	17.5%	10.7%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese TV	1 English	Count	3	119
		% within Income	10.3%	10.0%
	2 Dzongkha	Count	22	578
		% within Income	75.9%	48.5%
	3 Others	Count	1	40
		% within Income	3.4%	3.4%
	Do not use	Count	3	454
		% within Income	10.3%	38.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B5 I Language used Bhutanese TV Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese TV Others	Others listed	Count	297	213	96	32	24	10
		% within Income	44.3%	72.2%	82.1%	80.0%	85.7%	90.9%
	Do not use	Count	369	80	21	7	4	1
		% within Income	55.0%	27.1%	17.9%	17.5%	14.3%	9.1%
	Hindi	Count	2	1	0	1	0	0
		% within Income	.3%	.3%	.0%	2.5%	.0%	.0%
	Nepali	Count	3	1	0	0	0	0
		% within Income	.4%	.3%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese TV Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese TV Others	Others listed	Count	25	697
		% within Income	86.2%	58.5%
	Do not use	Count	3	485
		% within Income	10.3%	40.7%
	Hindi	Count	1	5
		% within Income	3.4%	.4%
	Nepali	Count	0	4
		% within Income	.0%	.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B5 I Language used Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese Radio	1 English	Count	19	16	15	7	6	1
		% within Income	2.8%	5.4%	12.8%	17.5%	21.4%	9.1%
	2 Dzongkha	Count	362	161	56	13	8	6
		% within Income	53.9%	54.6%	47.9%	32.5%	28.6%	54.5%
	3 Others	Count	94	15	6	0	0	0
		% within Income	14.0%	5.1%	5.1%	.0%	.0%	.0%
	Do not use	Count	196	103	40	20	14	4
		% within Income	29.2%	34.9%	34.2%	50.0%	50.0%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese Radio	1 English	Count	3	67
		% within Income	10.3%	5.6%
	2 Dzongkha	Count	16	622
		% within Income	55.2%	52.2%
	3 Others	Count	1	116
		% within Income	3.4%	9.7%
	Do not use	Count	9	386
		% within Income	31.0%	32.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

B5 I Language used Bhutanese Radio Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Language used Bhutanese Radio Others	Others listed	Count	381	177	71	20	14	7
		% within Income	56.8%	60.0%	60.7%	50.0%	50.0%	63.6%
	All	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Do not use	Count	219	111	43	20	14	4
		% within Income	32.6%	37.6%	36.8%	50.0%	50.0%	36.4%
	Hindi	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	Nepali	Count	14	5	1	0	0	0
		% within Income	2.1%	1.7%	.9%	.0%	.0%	.0%
	Shar chop	Count	56	2	1	0	0	0
		% within Income	8.3%	.7%	.9%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 I Language used Bhutanese Radio Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Language used Bhutanese Radio Others	Others listed	Count	19	689
		% within Income	65.5%	57.9%
	All	Count	0	1
		% within Income	.0%	.1%
	Do not use	Count	9	420
		% within Income	31.0%	35.3%
	Hindi	Count	0	1
		% within Income	.0%	.1%
	Nepali	Count	1	21
		% within Income	3.4%	1.8%
	Shar chop	Count	0	59
		% within Income	.0%	5.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

B. General Media by Occupation

B1 O Source of Entertainment * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Source of Entertainment	1 Radio	Count	41	21	0	280	3	45
		% within Occupation	19.3%	11.2%	.0%	53.7%	16.7%	23.4%
	10 Others	Count	5	5	2	19	1	14
		% within Occupation	2.4%	2.7%	18.2%	3.6%	5.6%	7.3%
	2 TV	Count	138	129	4	111	6	115
		% within Occupation	65.1%	69.0%	36.4%	21.3%	33.3%	59.9%
	3 Video	Count	2	1	0	6	0	2
		% within Occupation	.9%	.5%	.0%	1.2%	.0%	1.0%
	4 Sports	Count	5	6	0	4	1	0
		% within Occupation	2.4%	3.2%	.0%	.8%	5.6%	.0%
	5 Cinema films	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
Total	6 Music listening	Count	8	11	4	15	5	4
		% within Occupation	3.8%	5.9%	36.4%	2.9%	27.8%	2.1%
	7 Reading	Count	4	8	1	4	1	0
		% within Occupation	1.9%	4.3%	9.1%	.8%	5.6%	.0%
	8 Socializing/chatting	Count	7	2	0	71	0	10
		% within Occupation	3.3%	1.1%	.0%	13.6%	.0%	5.2%
	9 Tshechu/festival	Count	2	3	0	11	1	2
		% within Occupation	.9%	1.6%	.0%	2.1%	5.6%	1.0%
		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B1 O Source of Entertainment * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Source of Entertainment	1 Radio	Count	13	403
		% within Occupation	26.0%	33.8%
	10 Others	Count	0	46
		% within Occupation	.0%	3.9%
	2 TV	Count	31	534
		% within Occupation	62.0%	44.8%
	3 Video	Count	1	12
		% within Occupation	2.0%	1.0%
	4 Sports	Count	1	17
		% within Occupation	2.0%	1.4%
	5 Cinema films	Count	1	2
		% within Occupation	2.0%	.2%
Total	6 Music listening	Count	0	47
		% within Occupation	.0%	3.9%
	7 Reading	Count	0	18
		% within Occupation	.0%	1.5%
	8 Socializing/chatting	Count	2	92
		% within Occupation	4.0%	7.7%
	9 Tshechu/festival	Count	1	20
		% within Occupation	2.0%	1.7%
		Count	50	1191
		% within Occupation	100.0%	100.0%

B2 O Main Source of News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Source of News	1 Radio	Count	54	24	0	332	9	51
		% within Occupation	25.5%	12.8%	.0%	63.7%	50.0%	26.6%
	2 TV	Count	140	126	9	103	6	130
		% within Occupation	66.0%	67.4%	81.8%	19.8%	33.3%	67.7%
	3 Internet	Count	0	5	0	1	0	0
		% within Occupation	.0%	2.7%	.0%	.2%	.0%	.0%
	4 Newspaper/magazine	Count	12	26	1	4	3	0
		% within Occupation	5.7%	13.9%	9.1%	.8%	16.7%	.0%
	5 Friends	Count	5	4	0	42	0	6
		% within Occupation	2.4%	2.1%	.0%	8.1%	.0%	3.1%
Total	6 Parents	Count	0	0	0	2	0	2
		% within Occupation	.0%	.0%	.0%	.4%	.0%	1.0%
	7 Office colleagues	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	8 Local leaders	Count	0	2	0	26	0	1
		% within Occupation	.0%	1.1%	.0%	5.0%	.0%	.5%
	9 Others	Count	1	0	1	11	0	1
		% within Occupation	.5%	.0%	9.1%	2.1%	.0%	.5%
		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B2 O Main Source of News * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Source of News	1 Radio	Count	15	485
		% within Occupation	30.0%	40.7%
	2 TV	Count	31	545
		% within Occupation	62.0%	45.8%
	3 Internet	Count	0	6
		% within Occupation	.0%	.5%
	4 Newspaper/magazine	Count	1	47
		% within Occupation	2.0%	3.9%
	5 Friends	Count	2	59
		% within Occupation	4.0%	5.0%
	6 Parents	Count	1	5
		% within Occupation	2.0%	.4%
Total	7 Office colleagues	Count	0	1
		% within Occupation	.0%	.1%
	8 Local leaders	Count	0	29
		% within Occupation	.0%	2.4%
	9 Others	Count	0	14
		% within Occupation	.0%	1.2%
Total			Count	50
			% within Occupation	100.0%
				1191
				100.0%

B3 O Influence / Role Model * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Influence / Role Model	1 Family members	Count	101	65	5	173	9	85
		% within Occupation	47.6%	34.8%	45.5%	33.2%	50.0%	44.3%
	2 Friends	Count	17	25	3	31	1	10
		% within Occupation	8.0%	13.4%	27.3%	6.0%	5.6%	5.2%
	3 Religious figures	Count	23	19	0	87	0	30
		% within Occupation	10.8%	10.2%	.0%	16.7%	.0%	15.6%
	4 National leaders	Count	44	47	1	120	6	31
		% within Occupation	20.8%	25.1%	9.1%	23.0%	33.3%	16.1%
5 Local leaders	Count	4	2	0	58	0	8	
	% within Occupation	1.9%	1.1%	.0%	11.1%	.0%	4.2%	
6 Movie stars	Count	11	8	1	2	1	6	
	% within Occupation	5.2%	4.3%	9.1%	.4%	5.6%	3.1%	
7 Others	Count	12	21	1	50	1	22	
	% within Occupation	5.7%	11.2%	9.1%	9.6%	5.6%	11.5%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B3 O Influence / Role Model * Occupation Crosstabulation

			Occupatio	
			7 Others	
Influence / Role Model	1 Family members	Count	11	449
		% within Occupation	22.0%	37.7%
	2 Friends	Count	2	89
		% within Occupation	4.0%	7.5%
	3 Religious figures	Count	9	168
		% within Occupation	18.0%	14.1%
	4 National leaders	Count	16	265
		% within Occupation	32.0%	22.3%
	5 Local leaders	Count	1	73
		% within Occupation	2.0%	6.1%
	6 Movie stars	Count	3	32
		% within Occupation	6.0%	2.7%
	7 Others	Count	8	115
		% within Occupation	16.0%	9.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

B4 O Expenditure Cable TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Cable TV	1 Less than Nu. 100	Count	5	3	1	4	0	7
		% within Occupation	2.4%	1.6%	9.1%	.8%	.0%	3.6%
	2 Nu.101-300	Count	155	141	7	100	5	116
		% within Occupation	73.1%	75.4%	63.6%	19.2%	27.8%	60.4%
	3 Nu.301-600	Count	14	9	0	8	2	16
		% within Occupation	6.6%	4.8%	.0%	1.5%	11.1%	8.3%
	4 Nu.601-1000	Count	2	1	0	0	0	1
		% within Occupation	.9%	.5%	.0%	.0%	.0%	.5%
	5 Nu.1001-2000	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	35	33	3	409	11	52
		% within Occupation	16.5%	17.6%	27.3%	78.5%	61.1%	27.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Cable TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Expenditure Cable TV	1 Less than Nu. 100	Count	3	23
		% within Occupation	6.0%	1.9%
	2 Nu.101-300	Count	31	555
		% within Occupation	62.0%	46.6%
	3 Nu.301-600	Count	2	51
		% within Occupation	4.0%	4.3%
	4 Nu.601-1000	Count	0	4
		% within Occupation	.0%	.3%
	5 Nu.1001-2000	Count	0	1
		% within Occupation	.0%	.1%
	7 Don't use	Count	14	557
		% within Occupation	28.0%	46.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B4 O Expenditure Video * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Video	1 Less than Nu. 100	Count	22	22	0	22	1	14
		% within Occupation	10.4%	11.8%	.0%	4.2%	5.6%	7.3%
	2 Nu.101-300	Count	19	20	2	20	1	6
		% within Occupation	9.0%	10.7%	18.2%	3.8%	5.6%	3.1%
	3 Nu.301-600	Count	4	11	0	4	0	3
		% within Occupation	1.9%	5.9%	.0%	.8%	.0%	1.6%
	4 Nu.601-1000	Count	2	0	1	1	0	2
		% within Occupation	.9%	.0%	9.1%	.2%	.0%	1.0%
	6 More than Nu. 2000	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	164	134	8	474	16	167
		% within Occupation	77.4%	71.7%	72.7%	91.0%	88.9%	87.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Video * Occupation Crosstabulation

			Occupatio	
			7 Others	
Expenditure Video	1 Less than Nu. 100	Count	1	82
		% within Occupation	2.0%	6.9%
	2 Nu.101-300	Count	0	68
		% within Occupation	.0%	5.7%
	3 Nu.301-600	Count	1	23
		% within Occupation	2.0%	1.9%
	4 Nu.601-1000	Count	0	6
		% within Occupation	.0%	.5%
	6 More than Nu. 2000	Count	0	1
		% within Occupation	.0%	.1%
	7 Don't use	Count	48	1011
		% within Occupation	96.0%	84.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

B4 O Expenditure Films * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Films	1 Less than Nu. 100	Count	30	25	1	39	2	15
		% within Occupation	14.2%	13.4%	9.1%	7.5%	11.1%	7.8%
	2 Nu.101-300	Count	45	43	2	79	7	48
		% within Occupation	21.2%	23.0%	18.2%	15.2%	38.9%	25.0%
	3 Nu.301-600	Count	20	20	2	13	2	15
		% within Occupation	9.4%	10.7%	18.2%	2.5%	11.1%	7.8%
	4 Nu.601-1000	Count	7	3	0	3	1	2
		% within Occupation	3.3%	1.6%	.0%	.6%	5.6%	1.0%
	5 Nu.1001-2000	Count	2	0	0	0	0	0
		% within Occupation	.9%	.0%	.0%	.0%	.0%	.0%
	6 More than Nu. 2000	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	7 Don't use	Count	107	96	6	387	6	111
		% within Occupation	50.5%	51.3%	54.5%	74.3%	33.3%	57.8%
Total			Count	212	187	11	521	18
			% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Films * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Expenditure Films	1 Less than Nu. 100	Count	2	114
		% within Occupation	4.0%	9.6%
	2 Nu.101-300	Count	9	233
		% within Occupation	18.0%	19.6%
	3 Nu.301-600	Count	3	75
		% within Occupation	6.0%	6.3%
	4 Nu.601-1000	Count	0	16
		% within Occupation	.0%	1.3%
	5 Nu.1001-2000	Count	0	2
		% within Occupation	.0%	.2%
	6 More than Nu. 2000	Count	2	4
		% within Occupation	4.0%	.3%
	7 Don't use	Count	34	747
		% within Occupation	68.0%	62.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B4 O Expenditure Newspaper * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Newspaper	1 Less than Nu. 100	Count	77	92	10	72	11	48
		% within Occupation	36.3%	49.2%	90.9%	13.8%	61.1%	25.0%
	2 Nu.101-300	Count	29	31	1	13	2	3
		% within Occupation	13.7%	16.6%	9.1%	2.5%	11.1%	1.6%
	3 Nu.301-600	Count	5	10	0	1	0	7
		% within Occupation	2.4%	5.3%	.0%	.2%	.0%	3.6%
	4 Nu.601-1000	Count	1	1	0	0	0	1
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.5%
	7 Don't use	Count	100	53	0	435	5	133
		% within Occupation	47.2%	28.3%	.0%	83.5%	27.8%	69.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Newspaper * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Expenditure Newspaper	1 Less than Nu. 100	Count	11	321
		% within Occupation	22.0%	27.0%
	2 Nu.101-300	Count	4	83
		% within Occupation	8.0%	7.0%
	3 Nu.301-600	Count	0	23
		% within Occupation	.0%	1.9%
	4 Nu.601-1000	Count	0	3
		% within Occupation	.0%	.3%
	7 Don't use	Count	35	761
		% within Occupation	70.0%	63.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B4 O Expenditure Magazines * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Magazines	1 Less than Nu. 100	Count	20	37	3	15	3	7
		% within Occupation	9.4%	19.8%	27.3%	2.9%	16.7%	3.6%
	2 Nu.101-300	Count	15	24	1	2	1	5
		% within Occupation	7.1%	12.8%	9.1%	.4%	5.6%	2.6%
	3 Nu.301-600	Count	0	3	1	1	0	1
		% within Occupation	.0%	1.6%	9.1%	.2%	.0%	.5%
	6 More than Nu. 2000	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	7 Don't use	Count	176	123	6	503	14	179
		% within Occupation	83.0%	65.8%	54.5%	96.5%	77.8%	93.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Magazines * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Expenditure Magazines	1 Less than Nu. 100	Count	2	87
		% within Occupation	4.0%	7.3%
	2 Nu.101-300	Count	0	48
		% within Occupation	.0%	4.0%
	3 Nu.301-600	Count	0	6
		% within Occupation	.0%	.5%
	6 More than Nu. 2000	Count	0	1
		% within Occupation	.0%	.1%
	7 Don't use	Count	48	1049
		% within Occupation	96.0%	88.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B4 O Expenditure Internet Access * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Internet Access	1 Less than Nu. 100	Count	2	18	2	3	1	2
		% within Occupation	.9%	9.6%	18.2%	.6%	5.6%	1.0%
	2 Nu.101-300	Count	10	14	1	1	0	2
		% within Occupation	4.7%	7.5%	9.1%	.2%	.0%	1.0%
	3 Nu.301-600	Count	3	9	1	0	0	0
		% within Occupation	1.4%	4.8%	9.1%	.0%	.0%	.0%
	4 Nu.601-1000	Count	4	2	0	0	0	1
		% within Occupation	1.9%	1.1%	.0%	.0%	.0%	.5%
5 Nu.1001-2000	Count	4	0	0	1	0	0	
	% within Occupation	1.9%	.0%	.0%	.2%	.0%	.0%	
6 More than Nu. 2000	Count	3	0	0	0	0	0	
	% within Occupation	1.4%	.0%	.0%	.0%	.0%	.0%	
7 Don't use	Count	186	144	7	516	17	187	
	% within Occupation	87.7%	77.0%	63.6%	99.0%	94.4%	97.4%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

B4 O Expenditure Internet Access * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Expenditure Internet Access	1 Less than Nu. 100	Count	0	28
		% within Occupation	.0%	2.4%
	2 Nu.101-300	Count	3	31
		% within Occupation	6.0%	2.6%
	3 Nu.301-600	Count	0	13
		% within Occupation	.0%	1.1%
	4 Nu.601-1000	Count	0	7
		% within Occupation	.0%	.6%
	5 Nu.1001-2000	Count	0	5
		% within Occupation	.0%	.4%
	6 More than Nu. 2000	Count	0	3
		% within Occupation	.0%	.3%
	7 Don't use	Count	47	1104
		% within Occupation	94.0%	92.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B4 O Expenditure Mobile Phone * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Expenditure Mobile Phone	1 Less than Nu. 100	Count	5	4	1	26	1	11
		% within Occupation	2.4%	2.1%	9.1%	5.0%	5.6%	5.7%
	2 Nu.101-300	Count	38	45	2	175	8	56
		% within Occupation	17.9%	24.1%	18.2%	33.6%	44.4%	29.2%
	3 Nu.301-600	Count	59	51	5	80	2	61
		% within Occupation	27.8%	27.3%	45.5%	15.4%	11.1%	31.8%
	4 Nu.601-1000	Count	37	45	0	31	0	23
		% within Occupation	17.5%	24.1%	.0%	6.0%	.0%	12.0%
	5 Nu.1001-2000	Count	36	21	1	14	3	16
		% within Occupation	17.0%	11.2%	9.1%	2.7%	16.7%	8.3%
	6 More than Nu. 2000	Count	19	8	2	1	1	3
		% within Occupation	9.0%	4.3%	18.2%	.2%	5.6%	1.6%
	7 Don't use	Count	18	13	0	194	3	22
		% within Occupation	8.5%	7.0%	.0%	37.2%	16.7%	11.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B4 O Expenditure Mobile Phone * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Expenditure Mobile Phone	1 Less than Nu. 100	Count	2	50
		% within Occupation	4.0%	4.2%
	2 Nu.101-300	Count	18	342
		% within Occupation	36.0%	28.7%
	3 Nu.301-600	Count	8	266
		% within Occupation	16.0%	22.3%
	4 Nu.601-1000	Count	8	144
		% within Occupation	16.0%	12.1%
	5 Nu.1001-2000	Count	3	94
		% within Occupation	6.0%	7.9%
	6 More than Nu. 2000	Count	1	35
		% within Occupation	2.0%	2.9%
	7 Don't use	Count	10	260
		% within Occupation	20.0%	21.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B5 O Language used Bhutanese Newspaper * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese Newspaper	1 English	Count	99	127	9	39	6	44
		% within Occupation	46.7%	67.9%	81.8%	7.5%	33.3%	22.9%
	2 Dzongkha	Count	30	23	2	66	6	28
		% within Occupation	14.2%	12.3%	18.2%	12.7%	33.3%	14.6%
	3 Others	Count	2	1	0	26	0	11
		% within Occupation	.9%	.5%	.0%	5.0%	.0%	5.7%
	Do not use	Count	81	36	0	390	6	109
		% within Occupation	38.2%	19.3%	.0%	74.9%	33.3%	56.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese Newspaper * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Language used Bhutanese Newspaper	1 English	Count	10	334
		% within Occupation	20.0%	28.0%
	2 Dzongkha	Count	8	163
		% within Occupation	16.0%	13.7%
	3 Others	Count	0	40
		% within Occupation	.0%	3.4%
	Do not use	Count	32	654
		% within Occupation	64.0%	54.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

B5 O Language used Bhutanese Newspaper Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese Newspaper Others	Others listed	Count	129	150	11	105	12	72
		% within Occupation	60.8%	80.2%	100.0%	20.2%	66.7%	37.5%
	Do not use	Count	82	37	0	415	6	119
		% within Occupation	38.7%	19.8%	.0%	79.7%	33.3%	62.0%
	Hindi	Count	1	0	0	1	0	0
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.0%
	Nepali	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese Newspaper Others * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Language used Bhutanese Newspaper Others	Others listed	Count	18	497
		% within Occupation	36.0%	41.7%
	Do not use	Count	32	691
		% within Occupation	64.0%	58.0%
	Hindi	Count	0	2
		% within Occupation	.0%	.2%
	Nepali	Count	0	1
		% within Occupation	.0%	.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B5 O Language used Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese TV	1 English	Count	35	40	4	22	2	12
		% within Occupation	16.5%	21.4%	36.4%	4.2%	11.1%	6.3%
	2 Dzongkha	Count	139	125	6	134	8	132
		% within Occupation	65.6%	66.8%	54.5%	25.7%	44.4%	68.8%
	3 Others	Count	8	2	0	26	0	4
		% within Occupation	3.8%	1.1%	.0%	5.0%	.0%	2.1%
	Do not use	Count	30	20	1	339	8	44
		% within Occupation	14.2%	10.7%	9.1%	65.1%	44.4%	22.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Language used Bhutanese TV	1 English	Count	4	119
		% within Occupation	8.0%	10.0%
	2 Dzongkha	Count	34	578
		% within Occupation	68.0%	48.5%
	3 Others	Count	0	40
		% within Occupation	.0%	3.4%
	Do not use	Count	12	454
		% within Occupation	24.0%	38.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

B5 O Language used Bhutanese TV Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese TV Others	Others listed	Count	174	165	10	156	10	144
		% within Occupation	82.1%	88.2%	90.9%	29.9%	55.6%	75.0%
	Do not use	Count	35	22	1	361	8	46
		% within Occupation	16.5%	11.8%	9.1%	69.3%	44.4%	24.0%
	Hindi	Count	2	0	0	2	0	1
		% within Occupation	.9%	.0%	.0%	.4%	.0%	.5%
	Nepali	Count	1	0	0	2	0	1
		% within Occupation	.5%	.0%	.0%	.4%	.0%	.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese TV Others * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Language used Bhutanese TV Others	Others listed	Count	38	697
		% within Occupation	76.0%	58.5%
	Do not use	Count	12	485
		% within Occupation	24.0%	40.7%
	Hindi	Count	0	5
		% within Occupation	.0%	.4%
	Nepali	Count	0	4
		% within Occupation	.0%	.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B5 O Language used Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese Radio	1 English	Count	15	23	5	15	3	5
		% within Occupation	7.1%	12.3%	45.5%	2.9%	16.7%	2.6%
	2 Dzongkha	Count	96	72	5	305	11	113
		% within Occupation	45.3%	38.5%	45.5%	58.5%	61.1%	58.9%
	3 Others	Count	9	10	0	82	2	11
		% within Occupation	4.2%	5.3%	.0%	15.7%	11.1%	5.7%
	Do not use	Count	92	82	1	119	2	63
		% within Occupation	43.4%	43.9%	9.1%	22.8%	11.1%	32.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Language used Bhutanese Radio	1 English	Count	1	67
		% within Occupation	2.0%	5.6%
	2 Dzongkha	Count	20	622
		% within Occupation	40.0%	52.2%
	3 Others	Count	2	116
		% within Occupation	4.0%	9.7%
	Do not use	Count	27	386
		% within Occupation	54.0%	32.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

B5 O Language used Bhutanese Radio Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Language used Bhutanese Radio Others	Others listed	Count	111	95	10	320	14	118
		% within Occupation	52.4%	50.8%	90.9%	61.4%	77.8%	61.5%
	All	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	Do not use	Count	95	85	1	142	3	67
		% within Occupation	44.8%	45.5%	9.1%	27.3%	16.7%	34.9%
	Hindi	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
Nepali	Count	4	2	0	12	0	3	
	% within Occupation	1.9%	1.1%	.0%	2.3%	.0%	1.6%	
Shar chop	Count	1	5	0	47	1	3	
	% within Occupation	.5%	2.7%	.0%	9.0%	5.6%	1.6%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

B5 O Language used Bhutanese Radio Others * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Language used Bhutanese Radio Others	Others listed	Count	21	689
		% within Occupation	42.0%	57.9%
	All	Count	0	1
		% within Occupation	.0%	.1%
	Do not use	Count	27	420
		% within Occupation	54.0%	35.3%
	Hindi	Count	0	1
		% within Occupation	.0%	.1%
	Nepali	Count	0	21
		% within Occupation	.0%	1.8%
	Sharchop	Count	2	59
		% within Occupation	4.0%	5.0%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C. Media Coverage by Age Group

C1 AG Media Coverage * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Coverage	Don't know	Count	1	9	5	10	9	5	39
		% within Age Group	.8%	2.5%	1.8%	4.5%	7.1%	6.5%	3.3%
	1 Frequently	Count	51	161	100	102	52	26	492
		% within Age Group	39.2%	45.5%	35.8%	45.5%	40.9%	33.8%	41.3%
	2 Sometimes	Count	71	176	172	104	65	44	632
		% within Age Group	54.6%	49.7%	61.6%	46.4%	51.2%	57.1%	53.1%
	3 Never	Count	7	8	2	8	1	2	28
		% within Age Group	5.4%	2.3%	.7%	3.6%	.8%	2.6%	2.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

C2 AG Represents peoples views Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Represents peoples views Bhutanese TV	1 Yes	Count	57	160	117	74	34	24	466
		% within Age Group	43.8%	45.2%	41.9%	33.0%	26.8%	31.2%	39.1%
	2 No	Count	2	10	6	2	0	2	22
		% within Age Group	1.5%	2.8%	2.2%	.9%	.0%	2.6%	1.8%
	3 A Little	Count	36	78	56	24	18	4	216
		% within Age Group	27.7%	22.0%	20.1%	10.7%	14.2%	5.2%	18.1%
	4 Don't Know	Count	25	71	70	75	40	25	306
		% within Age Group	19.2%	20.1%	25.1%	33.5%	31.5%	32.5%	25.7%
Do not use	Count	10	35	30	49	35	22	181	
	% within Age Group	7.7%	9.9%	10.8%	21.9%	27.6%	28.6%	15.2%	
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 AG Represents peoples views Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Represents peoples views Bhutanese Radio	1 Yes	Count	54	115	124	99	39	23	454
		% within Age Group	41.5%	32.5%	44.4%	44.2%	30.7%	29.9%	38.1%
	2 No	Count	2	4	7	4	4	2	23
		% within Age Group	1.5%	1.1%	2.5%	1.8%	3.1%	2.6%	1.9%
	3 A Little	Count	26	66	39	27	34	14	206
		% within Age Group	20.0%	18.6%	14.0%	12.1%	26.8%	18.2%	17.3%
	4 Don't Know	Count	30	107	67	58	32	26	320
		% within Age Group	23.1%	30.2%	24.0%	25.9%	25.2%	33.8%	26.9%
	Do not use	Count	18	62	42	36	18	12	188
		% within Age Group	13.8%	17.5%	15.1%	16.1%	14.2%	15.6%	15.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

C2 AG Represents peoples views Bhutanese Newspaper * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Represents peoples views Bhutanese Newspaper	1 Yes	Count	57	149	72	45	17	7	347
		% within Age Group	43.8%	42.1%	25.8%	20.1%	13.4%	9.1%	29.1%
	2 No	Count	1	10	8	1	3	0	23
		% within Age Group	.8%	2.8%	2.9%	.4%	2.4%	.0%	1.9%
	3 A Little	Count	18	50	35	26	11	5	145
		% within Age Group	13.8%	14.1%	12.5%	11.6%	8.7%	6.5%	12.2%
	4 Don't Know	Count	36	80	103	86	54	33	392
		% within Age Group	27.7%	22.6%	36.9%	38.4%	42.5%	42.9%	32.9%
	Do not use	Count	18	65	61	66	42	32	284
		% within Age Group	13.8%	18.4%	21.9%	29.5%	33.1%	41.6%	23.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

C3 AG How much media Issues covered by Socioeconomic * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
How much media Issues covered by Socioeconomic	1 No info.	Count	3	9	6	2	2	0	22
		% within Age Group	2.3%	2.5%	2.2%	.9%	1.6%	.0%	1.8%
	2 a little info.	Count	38	112	84	61	49	27	371
		% within Age Group	29.2%	31.6%	30.1%	27.2%	38.6%	35.1%	31.2%
	3 enough info.	Count	67	173	145	112	51	33	581
		% within Age Group	51.5%	48.9%	52.0%	50.0%	40.2%	42.9%	48.8%
	4 a lot of info.	Count	11	33	20	21	10	6	101
		% within Age Group	8.5%	9.3%	7.2%	9.4%	7.9%	7.8%	8.5%
	5 don't know	Count	9	24	20	20	8	7	88
		% within Age Group	6.9%	6.8%	7.2%	8.9%	6.3%	9.1%	7.4%
	Do not use	Count	2	3	4	8	7	4	28
		% within Age Group	1.5%	.8%	1.4%	3.6%	5.5%	5.2%	2.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 AG How much media Issues covered by Environment * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
How much media Issues covered by Environment	1 No info.	Count	1	7	7	2	2	0	19
		% within Age Group	.8%	2.0%	2.5%	.9%	1.6%	.0%	1.6%
	2 a little info.	Count	47	110	98	62	47	22	386
		% within Age Group	36.2%	31.1%	35.1%	27.7%	37.0%	28.6%	32.4%
	3 enough info.	Count	60	172	127	110	52	36	557
		% within Age Group	46.2%	48.6%	45.5%	49.1%	40.9%	46.8%	46.8%
	4 a lot of info.	Count	13	37	26	24	9	7	116
		% within Age Group	10.0%	10.5%	9.3%	10.7%	7.1%	9.1%	9.7%
	5 don't know	Count	7	25	17	18	10	8	85
		% within Age Group	5.4%	7.1%	6.1%	8.0%	7.9%	10.4%	7.1%
	Do not use	Count	2	3	4	8	7	4	28
		% within Age Group	1.5%	.8%	1.4%	3.6%	5.5%	5.2%	2.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 AG How much media Issues covered by Governance * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
How much media Issues covered by Governance	1 No info.	Count	3	8	6	3	2	1	23
		% within Age Group	2.3%	2.3%	2.2%	1.3%	1.6%	1.3%	1.9%
	2 a little info.	Count	40	93	76	55	38	19	321
		% within Age Group	30.8%	26.3%	27.2%	24.6%	29.9%	24.7%	27.0%
	3 enough info.	Count	49	153	125	87	57	35	506
		% within Age Group	37.7%	43.2%	44.8%	38.8%	44.9%	45.5%	42.5%
	4 a lot of info.	Count	29	77	50	48	13	12	229
		% within Age Group	22.3%	21.8%	17.9%	21.4%	10.2%	15.6%	19.2%
	5 don't know	Count	6	20	18	23	10	6	83
		% within Age Group	4.6%	5.6%	6.5%	10.3%	7.9%	7.8%	7.0%
	Do not use	Count	3	3	4	8	7	4	29
		% within Age Group	2.3%	.8%	1.4%	3.6%	5.5%	5.2%	2.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 AG How much media Issues covered by Culture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
How much media Issues covered by Culture	1 No info.	Count	3	13	11	2	2	2	33
		% within Age Group	2.3%	3.7%	3.9%	.9%	1.6%	2.6%	2.8%
	2 a little info.	Count	41	99	75	51	36	20	322
		% within Age Group	31.5%	28.0%	26.9%	22.8%	28.3%	26.0%	27.0%
	3 enough info.	Count	58	167	141	108	60	33	567
		% within Age Group	44.6%	47.2%	50.5%	48.2%	47.2%	42.9%	47.6%
	4 a lot of info.	Count	20	56	28	37	13	10	164
		% within Age Group	15.4%	15.8%	10.0%	16.5%	10.2%	13.0%	13.8%
	5 don't know	Count	5	16	20	18	9	8	76
		% within Age Group	3.8%	4.5%	7.2%	8.0%	7.1%	10.4%	6.4%
	Do not use	Count	3	3	4	8	7	4	29
		% within Age Group	2.3%	.8%	1.4%	3.6%	5.5%	5.2%	2.4%
	Total	Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 AG Media Quality covered by Socioeconomic * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Quality covered by Socioeconomic	1 Good	Count	57	165	130	117	65	43	577
		% within Age Group	43.8%	46.6%	46.6%	52.2%	51.2%	55.8%	48.4%
	2 Adequate	Count	59	156	124	73	46	25	483
		% within Age Group	45.4%	44.1%	44.4%	32.6%	36.2%	32.5%	40.6%
	3 Poor	Count	6	16	7	7	2	1	39
		% within Age Group	4.6%	4.5%	2.5%	3.1%	1.6%	1.3%	3.3%
	Do not use	Count	8	17	18	27	14	8	92
		% within Age Group	6.2%	4.8%	6.5%	12.1%	11.0%	10.4%	7.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 AG Media Quality covered by Environment * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Quality covered by Environment	1 Good	Count	56	168	124	119	61	44	572
		% within Age Group	43.1%	47.5%	44.4%	53.1%	48.0%	57.1%	48.0%
	2 Adequate	Count	61	158	128	77	52	25	501
		% within Age Group	46.9%	44.6%	45.9%	34.4%	40.9%	32.5%	42.1%
	3 Poor	Count	6	12	10	2	0	0	30
		% within Age Group	4.6%	3.4%	3.6%	.9%	.0%	.0%	2.5%
	Do not use	Count	7	16	17	26	14	8	88
		% within Age Group	5.4%	4.5%	6.1%	11.6%	11.0%	10.4%	7.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 AG Media Quality covered by Governance * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Quality covered by Governance	1 Good	Count	63	200	150	131	65	44	653
		% within Age Group	48.5%	56.5%	53.8%	58.5%	51.2%	57.1%	54.8%
	2 Adequate	Count	54	126	101	62	47	25	415
		% within Age Group	41.5%	35.6%	36.2%	27.7%	37.0%	32.5%	34.8%
	3 Poor	Count	6	12	9	5	1	1	34
		% within Age Group	4.6%	3.4%	3.2%	2.2%	.8%	1.3%	2.9%
	Do not use	Count	7	16	19	26	14	7	89
		% within Age Group	5.4%	4.5%	6.8%	11.6%	11.0%	9.1%	7.5%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 AG Media Quality covered by Culture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Quality covered by Culture	1 Good	Count	61	188	139	129	72	49	638
		% within Age Group	46.9%	53.1%	49.8%	57.6%	56.7%	63.6%	53.6%
	2 Adequate	Count	54	138	109	64	41	19	425
		% within Age Group	41.5%	39.0%	39.1%	28.6%	32.3%	24.7%	35.7%
	3 Poor	Count	7	15	12	6	0	1	41
		% within Age Group	5.4%	4.2%	4.3%	2.7%	.0%	1.3%	3.4%
	Do not use	Count	8	13	19	25	14	8	87
		% within Age Group	6.2%	3.7%	6.8%	11.2%	11.0%	10.4%	7.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C. Media Coverage by Type of Area

C1 A Media Coverage * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Coverage	Don't know	Count	32	7	39
		% within Type of Area	5.4%	1.2%	3.3%
	1 Frequently	Count	275	217	492
		% within Type of Area	46.3%	36.3%	41.3%
	2 Sometimes	Count	274	358	632
		% within Type of Area	46.1%	60.0%	53.1%
	3 Never	Count	13	15	28
		% within Type of Area	2.2%	2.5%	2.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C2 A Represents peoples views Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Represents peoples views Bhutanese TV	1 Yes	Count	153	313	466
		% within Type of Area	25.8%	52.4%	39.1%
	2 No	Count	3	19	22
		% within Type of Area	.5%	3.2%	1.8%
	3 A Little	Count	59	157	216
		% within Type of Area	9.9%	26.3%	18.1%
	4 Don't Know	Count	231	75	306
		% within Type of Area	38.9%	12.6%	25.7%
Do not use	Count	148	33	181	
	% within Type of Area	24.9%	5.5%	15.2%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

C2 A Represents peoples views Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Represents peoples views Bhutanese Radio	1 Yes	Count	257	197	454
		% within Type of Area	43.3%	33.0%	38.1%
	2 No	Count	12	11	23
		% within Type of Area	2.0%	1.8%	1.9%
	3 A Little	Count	103	103	206
		% within Type of Area	17.3%	17.3%	17.3%
	4 Don't Know	Count	144	176	320
		% within Type of Area	24.2%	29.5%	26.9%
	Do not use	Count	78	110	188
		% within Type of Area	13.1%	18.4%	15.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

C2 A Represents peoples views Bhutanese Newspaper * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Represents peoples views Bhutanese Newspaper	1 Yes	Count	104	243	347
		% within Type of Area	17.5%	40.7%	29.1%
	2 No	Count	7	16	23
		% within Type of Area	1.2%	2.7%	1.9%
	3 A Little	Count	45	100	145
		% within Type of Area	7.6%	16.8%	12.2%
	4 Don't Know	Count	260	132	392
		% within Type of Area	43.8%	22.1%	32.9%
	Do not use	Count	178	106	284
		% within Type of Area	30.0%	17.8%	23.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C3 A How much media Issues covered by Socioeconomic * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
How much media Issues covered by Socioeconomic	1 No info.	Count	5	17	22
		% within Type of Area	.8%	2.8%	1.8%
	2 a little info.	Count	184	187	371
		% within Type of Area	31.0%	31.3%	31.2%
	3 enough info.	Count	279	302	581
		% within Type of Area	47.0%	50.6%	48.8%
	4 a lot of info.	Count	51	50	101
		% within Type of Area	8.6%	8.4%	8.5%
5 don't know	Count	49	39	88	
	% within Type of Area	8.2%	6.5%	7.4%	
Do not use	Count	26	2	28	
	% within Type of Area	4.4%	.3%	2.4%	
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C3 A How much media Issues covered by Environment * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
How much media Issues covered by Environment	1 No info.	Count	5	14	19
		% within Type of Area	.8%	2.3%	1.6%
	2 a little info.	Count	205	181	386
		% within Type of Area	34.5%	30.3%	32.4%
	3 enough info.	Count	260	297	557
		% within Type of Area	43.8%	49.7%	46.8%
	4 a lot of info.	Count	48	68	116
		% within Type of Area	8.1%	11.4%	9.7%
5 don't know	Count	50	35	85	
	% within Type of Area	8.4%	5.9%	7.1%	
Do not use	Count	26	2	28	
	% within Type of Area	4.4%	.3%	2.4%	
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C3 A How much media Issues covered by Governance * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
How much media Issues covered by Governance	1 No info.	Count	7	16	23
		% within Type of Area	1.2%	2.7%	1.9%
	2 a little info.	Count	167	154	321
		% within Type of Area	28.1%	25.8%	27.0%
	3 enough info.	Count	243	263	506
		% within Type of Area	40.9%	44.1%	42.5%
	4 a lot of info.	Count	106	123	229
		% within Type of Area	17.8%	20.6%	19.2%
	5 don't know	Count	45	38	83
		% within Type of Area	7.6%	6.4%	7.0%
	Do not use	Count	26	3	29
		% within Type of Area	4.4%	.5%	2.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C3 A How much media Issues covered by Culture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
How much media Issues covered by Culture	1 No info.	Count	10	23	33
		% within Type of Area	1.7%	3.9%	2.8%
	2 a little info.	Count	164	158	322
		% within Type of Area	27.6%	26.5%	27.0%
	3 enough info.	Count	266	301	567
		% within Type of Area	44.8%	50.4%	47.6%
	4 a lot of info.	Count	82	82	164
		% within Type of Area	13.8%	13.7%	13.8%
	5 don't know	Count	46	30	76
		% within Type of Area	7.7%	5.0%	6.4%
	Do not use	Count	26	3	29
		% within Type of Area	4.4%	.5%	2.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C4 A Media Quality covered by Socioeconomic * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Quality covered by Socioeconomic	1 Good	Count	319	258	577
		% within Type of Area	53.7%	43.2%	48.4%
	2 Adequate	Count	198	285	483
		% within Type of Area	33.3%	47.7%	40.6%
	3 Poor	Count	13	26	39
		% within Type of Area	2.2%	4.4%	3.3%
	Do not use	Count	64	28	92
		% within Type of Area	10.8%	4.7%	7.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C4 A Media Quality covered by Environment * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Quality covered by Environment	1 Good	Count	307	265	572
		% within Type of Area	51.7%	44.4%	48.0%
	2 Adequate	Count	218	283	501
		% within Type of Area	36.7%	47.4%	42.1%
	3 Poor	Count	6	24	30
		% within Type of Area	1.0%	4.0%	2.5%
	Do not use	Count	63	25	88
		% within Type of Area	10.6%	4.2%	7.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C4 A Media Quality covered by Governance * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Quality covered by Governance	1 Good	Count	345	308	653
		% within Type of Area	58.1%	51.6%	54.8%
	2 Adequate	Count	181	234	415
		% within Type of Area	30.5%	39.2%	34.8%
	3 Poor	Count	6	28	34
		% within Type of Area	1.0%	4.7%	2.9%
	Do not use	Count	62	27	89
		% within Type of Area	10.4%	4.5%	7.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C4 A Media Quality covered by Culture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Quality covered by Culture	1 Good	Count	347	291	638
		% within Type of Area	58.4%	48.7%	53.6%
	2 Adequate	Count	178	247	425
		% within Type of Area	30.0%	41.4%	35.7%
	3 Poor	Count	8	33	41
		% within Type of Area	1.3%	5.5%	3.4%
	Do not use	Count	61	26	87
		% within Type of Area	10.3%	4.4%	7.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

C. Media Coverage by Education

C1 E Media Coverage * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media Coverage	Don't know	Count	27	2	3	3	3	1	0
		% within Education	4.9%	3.0%	2.2%	1.5%	2.7%	33.3%	.0%
	1 Frequently	Count	196	30	57	82	58	1	29
		% within Education	35.3%	44.8%	41.0%	40.6%	51.8%	33.3%	59.2%
	2 Sometimes	Count	312	35	76	114	51	1	19
		% within Education	56.2%	52.2%	54.7%	56.4%	45.5%	33.3%	38.8%
	3 Never	Count	20	0	3	3	0	0	1
		% within Education	3.6%	.0%	2.2%	1.5%	.0%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C1 E Media Coverage * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media Coverage	Don't know	Count	0	0	0	39
		% within Education	.0%	.0%	.0%	3.3%
	1 Frequently	Count	29	7	3	492
		% within Education	61.7%	63.6%	50.0%	41.3%
	2 Sometimes	Count	17	4	3	632
		% within Education	36.2%	36.4%	50.0%	53.1%
	3 Never	Count	1	0	0	28
		% within Education	2.1%	.0%	.0%	2.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C2 E Represents peoples views Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Represents peoples views Bhutanese TV	1 Yes	Count	177	25	63	90	58	3	25
		% within Education	31.9%	37.3%	45.3%	44.6%	51.8%	100.0%	51.0%
	2 No	Count	8	0	4	5	2	0	1
		% within Education	1.4%	.0%	2.9%	2.5%	1.8%	.0%	2.0%
	3 A Little	Count	71	9	22	57	27	0	21
		% within Education	12.8%	13.4%	15.8%	28.2%	24.1%	.0%	42.9%
	4 Don't Know	Count	178	21	31	37	19	0	1
		% within Education	32.1%	31.3%	22.3%	18.3%	17.0%	.0%	2.0%
	Do not use	Count	121	12	19	13	6	0	1
		% within Education	21.8%	17.9%	13.7%	6.4%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 E Represents peoples views Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Represents peoples views Bhutanese TV	1 Yes	Count	19	4	2	466
		% within Education	40.4%	36.4%	33.3%	39.1%
	2 No	Count	1	0	1	22
		% within Education	2.1%	.0%	16.7%	1.8%
	3 A Little	Count	8	0	1	216
		% within Education	17.0%	.0%	16.7%	18.1%
4 Don't Know	Count	14	3	2	306	
	% within Education	29.8%	27.3%	33.3%	25.7%	
Do not use	Count	5	4	0	181	
	% within Education	10.6%	36.4%	.0%	15.2%	
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

C2 E Represents peoples views Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Represents peoples views Bhutanese Radio	1 Yes	Count	208	31	64	69	39	0	13
		% within Education	37.5%	46.3%	46.0%	34.2%	34.8%	.0%	26.5%
	2 No	Count	11	0	5	5	2	0	0
		% within Education	2.0%	.0%	3.6%	2.5%	1.8%	.0%	.0%
	3 A Little	Count	85	11	19	39	21	2	11
		% within Education	15.3%	16.4%	13.7%	19.3%	18.8%	66.7%	22.4%
	4 Don't Know	Count	146	18	35	56	34	1	19
		% within Education	26.3%	26.9%	25.2%	27.7%	30.4%	33.3%	38.8%
	Do not use	Count	105	7	16	33	16	0	6
		% within Education	18.9%	10.4%	11.5%	16.3%	14.3%	.0%	12.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 E Represents peoples views Bhutanese Radio * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Represents peoples views Bhutanese Radio	1 Yes	Count	23	5	2	454
		% within Education	48.9%	45.5%	33.3%	38.1%
	2 No	Count	0	0	0	23
		% within Education	.0%	.0%	.0%	1.9%
	3 A Little	Count	12	5	1	206
		% within Education	25.5%	45.5%	16.7%	17.3%
	4 Don't Know	Count	7	1	3	320
		% within Education	14.9%	9.1%	50.0%	26.9%
	Do not use	Count	5	0	0	188
		% within Education	10.6%	.0%	.0%	15.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C2 E Represents peoples views Bhutanese Newspaper * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Represents peoples views Bhutanese Newspaper	1 Yes	Count	56	12	48	103	72	1	35
		% within Education	10.1%	17.9%	34.5%	51.0%	64.3%	33.3%	71.4%
	2 No	Count	10	0	6	4	1	0	1
		% within Education	1.8%	.0%	4.3%	2.0%	.9%	.0%	2.0%
	3 A Little	Count	30	8	16	48	21	2	10
		% within Education	5.4%	11.9%	11.5%	23.8%	18.8%	66.7%	20.4%
	4 Don't Know	Count	262	29	42	26	10	0	3
		% within Education	47.2%	43.3%	30.2%	12.9%	8.9%	.0%	6.1%
	Do not use	Count	197	18	27	21	8	0	0
		% within Education	35.5%	26.9%	19.4%	10.4%	7.1%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 E Represents peoples views Bhutanese Newspaper * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Represents peoples views Bhutanese Newspaper	1 Yes	Count	14	2	4	347
		% within Education	29.8%	18.2%	66.7%	29.1%
	2 No	Count	1	0	0	23
		% within Education	2.1%	.0%	.0%	1.9%
	3 A Little	Count	5	3	2	145
		% within Education	10.6%	27.3%	33.3%	12.2%
	4 Don't Know	Count	18	2	0	392
		% within Education	38.3%	18.2%	.0%	32.9%
	Do not use	Count	9	4	0	284
		% within Education	19.1%	36.4%	.0%	23.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Socioeconomic * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
How much media Issues covered by Socioeconomic	1 No info.	Count	9	2	5	3	2	0	1
		% within Education	1.6%	3.0%	3.6%	1.5%	1.8%	.0%	2.0%
	2 a little info.	Count	173	20	43	68	34	0	14
		% within Education	31.2%	29.9%	30.9%	33.7%	30.4%	.0%	28.6%
	3 enough info.	Count	252	29	70	108	59	3	28
		% within Education	45.4%	43.3%	50.4%	53.5%	52.7%	100.0%	57.1%
	4 a lot of info.	Count	49	8	10	14	7	0	5
		% within Education	8.8%	11.9%	7.2%	6.9%	6.3%	.0%	10.2%
5 don't know	Count	50	7	10	8	8	0	1	
	% within Education	9.0%	10.4%	7.2%	4.0%	7.1%	.0%	2.0%	
Do not use	Count	22	1	1	1	2	0	0	
	% within Education	4.0%	1.5%	.7%	.5%	1.8%	.0%	.0%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Socioeconomic * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
How much media Issues covered by Socioeconomic	1 No info.	Count	0	0	0	22
		% within Education	.0%	.0%	.0%	1.8%
	2 a little info.	Count	12	3	4	371
		% within Education	25.5%	27.3%	66.7%	31.2%
	3 enough info.	Count	25	7	0	581
		% within Education	53.2%	63.6%	.0%	48.8%
	4 a lot of info.	Count	7	1	0	101
		% within Education	14.9%	9.1%	.0%	8.5%
	5 don't know	Count	2	0	2	88
		% within Education	4.3%	.0%	33.3%	7.4%
	Do not use	Count	1	0	0	28
		% within Education	2.1%	.0%	.0%	2.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Environment * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
How much media Issues covered by Environment	1 No info.	Count	10	2	4	2	1	0	0
		% within Education	1.8%	3.0%	2.9%	1.0%	.9%	.0%	.0%
	2 a little info.	Count	174	19	51	65	38	1	16
		% within Education	31.4%	28.4%	36.7%	32.2%	33.9%	33.3%	32.7%
	3 enough info.	Count	241	32	60	109	59	2	25
		% within Education	43.4%	47.8%	43.2%	54.0%	52.7%	66.7%	51.0%
	4 a lot of info.	Count	56	7	14	17	7	0	6
		% within Education	10.1%	10.4%	10.1%	8.4%	6.3%	.0%	12.2%
	5 don't know	Count	52	6	9	8	5	0	2
		% within Education	9.4%	9.0%	6.5%	4.0%	4.5%	.0%	4.1%
	Do not use	Count	22	1	1	1	2	0	0
		% within Education	4.0%	1.5%	.7%	.5%	1.8%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Environment * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
How much media Issues covered by Environment	1 No info.	Count	0	0	0	19
		% within Education	.0%	.0%	.0%	1.6%
	2 a little info.	Count	13	4	5	386
		% within Education	27.7%	36.4%	83.3%	32.4%
	3 enough info.	Count	24	5	0	557
		% within Education	51.1%	45.5%	.0%	46.8%
	4 a lot of info.	Count	7	2	0	116
		% within Education	14.9%	18.2%	.0%	9.7%
	5 don't know	Count	2	0	1	85
		% within Education	4.3%	.0%	16.7%	7.1%
	Do not use	Count	1	0	0	28
		% within Education	2.1%	.0%	.0%	2.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Governance * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
How much media Issues covered by Governance	1 No info.	Count	13	2	3	4	1	0	0
		% within Education	2.3%	3.0%	2.2%	2.0%	.9%	.0%	.0%
	2 a little info.	Count	157	22	38	52	23	1	13
		% within Education	28.3%	32.8%	27.3%	25.7%	20.5%	33.3%	26.5%
	3 enough info.	Count	221	22	52	98	57	2	24
		% within Education	39.8%	32.8%	37.4%	48.5%	50.9%	66.7%	49.0%
	4 a lot of info.	Count	91	14	37	38	23	0	11
		% within Education	16.4%	20.9%	26.6%	18.8%	20.5%	.0%	22.4%
	5 don't know	Count	51	6	8	8	6	0	1
		% within Education	9.2%	9.0%	5.8%	4.0%	5.4%	.0%	2.0%
	Do not use	Count	22	1	1	2	2	0	0
		% within Education	4.0%	1.5%	.7%	1.0%	1.8%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Governance * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
How much media Issues covered by Governance	1 No info.	Count	0	0	0	23
		% within Education	.0%	.0%	.0%	1.9%
	2 a little info.	Count	8	2	5	321
		% within Education	17.0%	18.2%	83.3%	27.0%
	3 enough info.	Count	24	6	0	506
		% within Education	51.1%	54.5%	.0%	42.5%
	4 a lot of info.	Count	12	3	0	229
		% within Education	25.5%	27.3%	.0%	19.2%
	5 don't know	Count	2	0	1	83
		% within Education	4.3%	.0%	16.7%	7.0%
	Do not use	Count	1	0	0	29
		% within Education	2.1%	.0%	.0%	2.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Culture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
How much media Issues covered by Culture	1 No info.	Count	17	4	2	4	5	0	1
		% within Education	3.1%	6.0%	1.4%	2.0%	4.5%	.0%	2.0%
	2 a little info.	Count	148	14	43	54	27	1	16
		% within Education	26.7%	20.9%	30.9%	26.7%	24.1%	33.3%	32.7%
	3 enough info.	Count	249	32	62	113	61	2	22
		% within Education	44.9%	47.8%	44.6%	55.9%	54.5%	66.7%	44.9%
	4 a lot of info.	Count	75	11	22	20	13	0	9
		% within Education	13.5%	16.4%	15.8%	9.9%	11.6%	.0%	18.4%
	5 don't know	Count	44	5	9	9	4	0	1
		% within Education	7.9%	7.5%	6.5%	4.5%	3.6%	.0%	2.0%
	Do not use	Count	22	1	1	2	2	0	0
		% within Education	4.0%	1.5%	.7%	1.0%	1.8%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 E How much media Issues covered by Culture * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
How much media Issues covered by Culture	1 No info.	Count	0	0	0	33
		% within Education	.0%	.0%	.0%	2.8%
	2 a little info.	Count	11	3	5	322
		% within Education	23.4%	27.3%	83.3%	27.0%
	3 enough info.	Count	21	5	0	567
		% within Education	44.7%	45.5%	.0%	47.6%
	4 a lot of info.	Count	11	3	0	164
		% within Education	23.4%	27.3%	.0%	13.8%
	5 don't know	Count	3	0	1	76
		% within Education	6.4%	.0%	16.7%	6.4%
	Do not use	Count	1	0	0	29
		% within Education	2.1%	.0%	.0%	2.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Socioeconomic * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media Quality covered by Socioeconomic	1 Good	Count	282	34	68	87	47	2	19
		% within Education	50.8%	50.7%	48.9%	43.1%	42.0%	66.7%	38.8%
	2 Adequate	Count	198	24	56	102	52	1	28
		% within Education	35.7%	35.8%	40.3%	50.5%	46.4%	33.3%	57.1%
	3 Poor	Count	16	2	6	6	6	0	1
		% within Education	2.9%	3.0%	4.3%	3.0%	5.4%	.0%	2.0%
	Do not use	Count	59	7	9	7	7	0	1
		% within Education	10.6%	10.4%	6.5%	3.5%	6.3%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Socioeconomic * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media Quality covered by Socioeconomic	1 Good	Count	29	4	5	577
		% within Education	61.7%	36.4%	83.3%	48.4%
	2 Adequate	Count	15	7	0	483
		% within Education	31.9%	63.6%	.0%	40.6%
	3 Poor	Count	1	0	1	39
		% within Education	2.1%	.0%	16.7%	3.3%
	Do not use	Count	2	0	0	92
		% within Education	4.3%	.0%	.0%	7.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Environment * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media Quality covered by Environment	1 Good	Count	275	31	68	95	42	2	19
		% within Education	49.5%	46.3%	48.9%	47.0%	37.5%	66.7%	38.8%
	2 Adequate	Count	213	31	57	93	58	1	28
		% within Education	38.4%	46.3%	41.0%	46.0%	51.8%	33.3%	57.1%
	3 Poor	Count	10	0	5	7	5	0	1
		% within Education	1.8%	.0%	3.6%	3.5%	4.5%	.0%	2.0%
	Do not use	Count	57	5	9	7	7	0	1
		% within Education	10.3%	7.5%	6.5%	3.5%	6.3%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Environment * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media Quality covered by Environment	1 Good	Count	31	5	4	572
		% within Education	66.0%	45.5%	66.7%	48.0%
	2 Adequate	Count	13	6	1	501
		% within Education	27.7%	54.5%	16.7%	42.1%
	3 Poor	Count	1	0	1	30
		% within Education	2.1%	.0%	16.7%	2.5%
	Do not use	Count	2	0	0	88
		% within Education	4.3%	.0%	.0%	7.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Governance * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media Quality covered by Governance	1 Good	Count	301	35	78	110	57	2	22
		% within Education	54.2%	52.2%	56.1%	54.5%	50.9%	66.7%	44.9%
	2 Adequate	Count	182	27	47	74	47	1	25
		% within Education	32.8%	40.3%	33.8%	36.6%	42.0%	33.3%	51.0%
	3 Poor	Count	13	1	6	9	2	0	1
		% within Education	2.3%	1.5%	4.3%	4.5%	1.8%	.0%	2.0%
	Do not use	Count	59	4	8	9	6	0	1
		% within Education	10.6%	6.0%	5.8%	4.5%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Governance * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media Quality covered by Governance	1 Good	Count	37	6	5	653
		% within Education	78.7%	54.5%	83.3%	54.8%
	2 Adequate	Count	6	5	1	415
		% within Education	12.8%	45.5%	16.7%	34.8%
	3 Poor	Count	2	0	0	34
		% within Education	4.3%	.0%	.0%	2.9%
	Do not use	Count	2	0	0	89
		% within Education	4.3%	.0%	.0%	7.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Culture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media Quality covered by Culture	1 Good	Count	310	37	74	99	56	2	18
		% within Education	55.9%	55.2%	53.2%	49.0%	50.0%	66.7%	36.7%
	2 Adequate	Count	177	25	48	83	43	1	29
		% within Education	31.9%	37.3%	34.5%	41.1%	38.4%	33.3%	59.2%
	3 Poor	Count	13	1	7	11	7	0	1
		% within Education	2.3%	1.5%	5.0%	5.4%	6.3%	.0%	2.0%
	Do not use	Count	55	4	10	9	6	0	1
		% within Education	9.9%	6.0%	7.2%	4.5%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 E Media Quality covered by Culture * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	
Media Quality covered by Culture	1 Good	Count	32	6	4	638
		% within Education	68.1%	54.5%	66.7%	53.6%
	2 Adequate	Count	12	5	2	425
		% within Education	25.5%	45.5%	33.3%	35.7%
	3 Poor	Count	1	0	0	41
		% within Education	2.1%	.0%	.0%	3.4%
	Do not use	Count	2	0	0	87
		% within Education	4.3%	.0%	.0%	7.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

C. Media Coverage by Gender

C1 G Media Coverage * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Coverage	Don't know	Count	23	16	39
		% within Gender	3.7%	2.8%	3.3%
	1 Frequently	Count	233	259	492
		% within Gender	37.3%	45.8%	41.3%
	2 Sometimes	Count	347	285	632
		% within Gender	55.5%	50.4%	53.1%
	3 Never	Count	22	6	28
		% within Gender	3.5%	1.1%	2.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

C2 G Represents peoples views Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Represents peoples views Bhutanese TV	1 Yes	Count	227	239	466
		% within Gender	36.3%	42.2%	39.1%
	2 No	Count	10	12	22
		% within Gender	1.6%	2.1%	1.8%
	3 A Little	Count	123	93	216
		% within Gender	19.7%	16.4%	18.1%
	4 Don't Know	Count	161	145	306
		% within Gender	25.8%	25.6%	25.7%
	Do not use	Count	104	77	181
		% within Gender	16.6%	13.6%	15.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

C2 G Represents peoples views Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Represents peoples views Bhutanese Radio	1 Yes	Count	205	249	454
		% within Gender	32.8%	44.0%	38.1%
	2 No	Count	11	12	23
		% within Gender	1.8%	2.1%	1.9%
	3 A Little	Count	121	85	206
		% within Gender	19.4%	15.0%	17.3%
	4 Don't Know	Count	185	135	320
		% within Gender	29.6%	23.9%	26.9%
	Do not use	Count	103	85	188
		% within Gender	16.5%	15.0%	15.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

C2 G Represents peoples views Bhutanese Newspaper * Gender Crosstabulation

			Gender		Total
			Female	Male	
Represents peoples views Bhutanese Newspaper	1 Yes	Count	160	187	347
		% within Gender	25.6%	33.0%	29.1%
	2 No	Count	11	12	23
		% within Gender	1.8%	2.1%	1.9%
	3 A Little	Count	67	78	145
		% within Gender	10.7%	13.8%	12.2%
	4 Don't Know	Count	220	172	392
		% within Gender	35.2%	30.4%	32.9%
	Do not use	Count	167	117	284
		% within Gender	26.7%	20.7%	23.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C3 G How much media Issues covered by Socioeconomic * Gender Crosstabulation

			Gender		Total
			Female	Male	
How much media Issues covered by Socioeconomic	1 No info.	Count	15	7	22
		% within Gender	2.4%	1.2%	1.8%
	2 a little info.	Count	185	186	371
		% within Gender	29.6%	32.9%	31.2%
	3 enough info.	Count	296	285	581
		% within Gender	47.4%	50.4%	48.8%
	4 a lot of info.	Count	55	46	101
		% within Gender	8.8%	8.1%	8.5%
	5 don't know	Count	55	33	88
		% within Gender	8.8%	5.8%	7.4%
	Do not use	Count	19	9	28
		% within Gender	3.0%	1.6%	2.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C3 G How much media Issues covered by Environment * Gender Crosstabulation

			Gender		Total
			Female	Male	
How much media Issues covered by Environment	1 No info.	Count	12	7	19
		% within Gender	1.9%	1.2%	1.6%
	2 a little info.	Count	202	184	386
		% within Gender	32.3%	32.5%	32.4%
	3 enough info.	Count	283	274	557
		% within Gender	45.3%	48.4%	46.8%
	4 a lot of info.	Count	59	57	116
		% within Gender	9.4%	10.1%	9.7%
	5 don't know	Count	50	35	85
		% within Gender	8.0%	6.2%	7.1%
	Do not use	Count	19	9	28
		% within Gender	3.0%	1.6%	2.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C3 G How much media Issues covered by Governance * Gender Crosstabulation

			Gender		Total
			Female	Male	
How much media Issues covered by Governance	1 No info.	Count	15	8	23
		% within Gender	2.4%	1.4%	1.9%
	2 a little info.	Count	188	133	321
		% within Gender	30.1%	23.5%	27.0%
	3 enough info.	Count	241	265	506
		% within Gender	38.6%	46.8%	42.5%
	4 a lot of info.	Count	107	122	229
		% within Gender	17.1%	21.6%	19.2%
	5 don't know	Count	54	29	83
		% within Gender	8.6%	5.1%	7.0%
	Do not use	Count	20	9	29
		% within Gender	3.2%	1.6%	2.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C3 G How much media Issues covered by Culture * Gender Crosstabulation

			Gender		Total
			Female	Male	
How much media Issues covered by Culture	1 No info.	Count	20	13	33
		% within Gender	3.2%	2.3%	2.8%
	2 a little info.	Count	175	147	322
		% within Gender	28.0%	26.0%	27.0%
	3 enough info.	Count	285	282	567
		% within Gender	45.6%	49.8%	47.6%
	4 a lot of info.	Count	82	82	164
		% within Gender	13.1%	14.5%	13.8%
	5 don't know	Count	43	33	76
		% within Gender	6.9%	5.8%	6.4%
	Do not use	Count	20	9	29
		% within Gender	3.2%	1.6%	2.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C4 G Media Quality covered by Socioeconomic * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Quality covered by Socioeconomic	1 Good	Count	298	279	577
		% within Gender	47.7%	49.3%	48.4%
	2 Adequate	Count	248	235	483
		% within Gender	39.7%	41.5%	40.6%
	3 Poor	Count	21	18	39
		% within Gender	3.4%	3.2%	3.3%
	Do not use	Count	58	34	92
		% within Gender	9.3%	6.0%	7.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C4 G Media Quality covered by Environment * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Quality covered by Environment	1 Good	Count	288	284	572
		% within Gender	46.1%	50.2%	48.0%
	2 Adequate	Count	270	231	501
		% within Gender	43.2%	40.8%	42.1%
	3 Poor	Count	13	17	30
		% within Gender	2.1%	3.0%	2.5%
	Do not use	Count	54	34	88
		% within Gender	8.6%	6.0%	7.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

C4 G Media Quality covered by Governance * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Quality covered by Governance	1 Good	Count	320	333	653
		% within Gender	51.2%	58.8%	54.8%
	2 Adequate	Count	230	185	415
		% within Gender	36.8%	32.7%	34.8%
	3 Poor	Count	17	17	34
		% within Gender	2.7%	3.0%	2.9%
	Do not use	Count	58	31	89
		% within Gender	9.3%	5.5%	7.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

C4 G Media Quality covered by Culture * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Quality covered by Culture	1 Good	Count	323	315	638
		% within Gender	51.7%	55.7%	53.6%
	2 Adequate	Count	224	201	425
		% within Gender	35.8%	35.5%	35.7%
	3 Poor	Count	24	17	41
		% within Gender	3.8%	3.0%	3.4%
	Do not use	Count	54	33	87
		% within Gender	8.6%	5.8%	7.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

C. Media Coverage by Income

C1 I Media Coverage * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media Coverage	Don't know	Count	31	5	2	1	0	0
		% within Income	4.6%	1.7%	1.7%	2.5%	.0%	.0%
	1 Frequently	Count	244	130	57	27	16	1
		% within Income	36.4%	44.1%	48.7%	67.5%	57.1%	9.1%
	2 Sometimes	Count	375	157	57	11	11	10
		% within Income	55.9%	53.2%	48.7%	27.5%	39.3%	90.9%
	3 Never	Count	21	3	1	1	1	0
		% within Income	3.1%	1.0%	.9%	2.5%	3.6%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C1 I Media Coverage * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media Coverage	Don't know	Count	0	39
		% within Income	.0%	3.3%
	1 Frequently	Count	17	492
		% within Income	58.6%	41.3%
	2 Sometimes	Count	11	632
		% within Income	37.9%	53.1%
	3 Never	Count	1	28
		% within Income	3.4%	2.4%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

C2 I Represents peoples views Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Represents peoples views Bhutanese TV	1 Yes	Count	200	150	55	30	9	4
		% within Income	29.8%	50.8%	47.0%	75.0%	32.1%	36.4%
	2 No	Count	11	6	1	1	2	0
		% within Income	1.6%	2.0%	.9%	2.5%	7.1%	.0%
	3 A Little	Count	87	59	39	5	13	7
		% within Income	13.0%	20.0%	33.3%	12.5%	46.4%	63.6%
	4 Don't Know	Count	245	39	13	3	2	0
		% within Income	36.5%	13.2%	11.1%	7.5%	7.1%	.0%
	Do not use	Count	128	41	9	1	2	0
		% within Income	19.1%	13.9%	7.7%	2.5%	7.1%	.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

C2 I Represents peoples views Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Represents peoples views Bhutanese TV	1 Yes	Count	18	466
		% within Income	62.1%	39.1%
	2 No	Count	1	22
		% within Income	3.4%	1.8%
	3 A Little	Count	6	216
		% within Income	20.7%	18.1%
	4 Don't Know	Count	4	306
		% within Income	13.8%	25.7%
	Do not use	Count	0	181
		% within Income	.0%	15.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C2 I Represents peoples views Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Represents peoples views Bhutanese Radio	1 Yes	Count	267	104	46	14	9	2
		% within Income	39.8%	35.3%	39.3%	35.0%	32.1%	18.2%
	2 No	Count	12	4	5	1	1	0
		% within Income	1.8%	1.4%	4.3%	2.5%	3.6%	.0%
	3 A Little	Count	109	56	21	3	8	3
		% within Income	16.2%	19.0%	17.9%	7.5%	28.6%	27.3%
	4 Don't Know	Count	183	75	30	13	8	3
		% within Income	27.3%	25.4%	25.6%	32.5%	28.6%	27.3%
	Do not use	Count	100	56	15	9	2	3
		% within Income	14.9%	19.0%	12.8%	22.5%	7.1%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 I Represents peoples views Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Represents peoples views Bhutanese Radio	1 Yes	Count	12	454
		% within Income	41.4%	38.1%
	2 No	Count	0	23
		% within Income	.0%	1.9%
	3 A Little	Count	6	206
		% within Income	20.7%	17.3%
4 Don't Know	Count	8	320	
	% within Income	27.6%	26.9%	
Do not use	Count	3	188	
	% within Income	10.3%	15.8%	
Total		Count	29	1191
		% within Income	100.0%	100.0%

C2 I Represents peoples views Bhutanese Newspaper * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Represents peoples views Bhutanese Newspaper	1 Yes	Count	117	112	63	28	11	4
		% within Income	17.4%	38.0%	53.8%	70.0%	39.3%	36.4%
	2 No	Count	13	2	5	2	0	0
		% within Income	1.9%	.7%	4.3%	5.0%	.0%	.0%
	3 A Little	Count	60	42	22	2	8	4
		% within Income	8.9%	14.2%	18.8%	5.0%	28.6%	36.4%
4 Don't Know	Count	303	66	10	3	4	0	
	% within Income	45.2%	22.4%	8.5%	7.5%	14.3%	.0%	
Do not use	Count	178	73	17	5	5	3	
	% within Income	26.5%	24.7%	14.5%	12.5%	17.9%	27.3%	
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 I Represents peoples views Bhutanese Newspaper * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Represents peoples views Bhutanese Newspaper	1 Yes	Count	12	347
		% within Income	41.4%	29.1%
	2 No	Count	1	23
		% within Income	3.4%	1.9%
	3 A Little	Count	7	145
		% within Income	24.1%	12.2%
	4 Don't Know	Count	6	392
		% within Income	20.7%	32.9%
	Do not use	Count	3	284
		% within Income	10.3%	23.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C3 I How much media Issues covered by Socioeconomic * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
How much media Issues covered by Socioeconomic	1 No info.	Count	12	4	1	1	1	2
		% within Income	1.8%	1.4%	.9%	2.5%	3.6%	18.2%
	2 a little info.	Count	222	82	41	8	7	3
		% within Income	33.1%	27.8%	35.0%	20.0%	25.0%	27.3%
	3 enough info.	Count	299	164	61	22	17	4
		% within Income	44.6%	55.6%	52.1%	55.0%	60.7%	36.4%
	4 a lot of info.	Count	52	23	12	6	3	2
		% within Income	7.7%	7.8%	10.3%	15.0%	10.7%	18.2%
	5 don't know	Count	60	20	2	3	0	0
		% within Income	8.9%	6.8%	1.7%	7.5%	.0%	.0%
	Do not use	Count	26	2	0	0	0	0
		% within Income	3.9%	.7%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 I How much media Issues covered by Socioeconomic * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
How much media Issues covered by Socioeconomic	1 No info.	Count	1	22
		% within Income	3.4%	1.8%
	2 a little info.	Count	8	371
		% within Income	27.6%	31.2%
	3 enough info.	Count	14	581
		% within Income	48.3%	48.8%
	4 a lot of info.	Count	3	101
		% within Income	10.3%	8.5%
	5 don't know	Count	3	88
		% within Income	10.3%	7.4%
	Do not use	Count	0	28
		% within Income	.0%	2.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C3 I How much media Issues covered by Environment * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
How much media Issues covered by Environment	1 No info.	Count	11	4	1	1	0	1
		% within Income	1.6%	1.4%	.9%	2.5%	.0%	9.1%
	2 a little info.	Count	219	85	44	12	12	2
		% within Income	32.6%	28.8%	37.6%	30.0%	42.9%	18.2%
	3 enough info.	Count	295	156	55	21	15	6
		% within Income	44.0%	52.9%	47.0%	52.5%	53.6%	54.5%
	4 a lot of info.	Count	58	32	15	4	1	2
		% within Income	8.6%	10.8%	12.8%	10.0%	3.6%	18.2%
	5 don't know	Count	62	16	2	2	0	0
		% within Income	9.2%	5.4%	1.7%	5.0%	.0%	.0%
	Do not use	Count	26	2	0	0	0	0
		% within Income	3.9%	.7%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 I How much media Issues covered by Environment * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
How much media Issues covered by Environment	1 No info.	Count	1	19
		% within Income	3.4%	1.6%
	2 a little info.	Count	12	386
		% within Income	41.4%	32.4%
	3 enough info.	Count	9	557
		% within Income	31.0%	46.8%
	4 a lot of info.	Count	4	116
		% within Income	13.8%	9.7%
	5 don't know	Count	3	85
		% within Income	10.3%	7.1%
	Do not use	Count	0	28
		% within Income	.0%	2.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C3 I How much media Issues covered by Governance * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
How much media Issues covered by Governance	1 No info.	Count	12	6	1	2	0	0
		% within Income	1.8%	2.0%	.9%	5.0%	.0%	.0%
	2 a little info.	Count	187	71	34	9	8	3
		% within Income	27.9%	24.1%	29.1%	22.5%	28.6%	27.3%
	3 enough info.	Count	278	131	49	20	14	6
		% within Income	41.4%	44.4%	41.9%	50.0%	50.0%	54.5%
	4 a lot of info.	Count	111	64	31	8	6	2
		% within Income	16.5%	21.7%	26.5%	20.0%	21.4%	18.2%
	5 don't know	Count	57	21	1	1	0	0
		% within Income	8.5%	7.1%	.9%	2.5%	.0%	.0%
	Do not use	Count	26	2	1	0	0	0
		% within Income	3.9%	.7%	.9%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 I How much media Issues covered by Governance * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
How much media Issues covered by Governance	1 No info.	Count	2	23
		% within Income	6.9%	1.9%
	2 a little info.	Count	9	321
		% within Income	31.0%	27.0%
	3 enough info.	Count	8	506
		% within Income	27.6%	42.5%
	4 a lot of info.	Count	7	229
		% within Income	24.1%	19.2%
	5 don't know	Count	3	83
		% within Income	10.3%	7.0%
	Do not use	Count	0	29
		% within Income	.0%	2.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C3 I How much media Issues covered by Culture * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
How much media Issues covered by Culture	1 No info.	Count	11	8	8	2	0	0
		% within Income	1.6%	2.7%	6.8%	5.0%	.0%	.0%
	2 a little info.	Count	188	79	28	8	11	1
		% within Income	28.0%	26.8%	23.9%	20.0%	39.3%	9.1%
	3 enough info.	Count	292	159	60	22	15	7
		% within Income	43.5%	53.9%	51.3%	55.0%	53.6%	63.6%
	4 a lot of info.	Count	100	30	20	7	2	2
		% within Income	14.9%	10.2%	17.1%	17.5%	7.1%	18.2%
	5 don't know	Count	54	17	0	1	0	1
		% within Income	8.0%	5.8%	.0%	2.5%	.0%	9.1%
	Do not use	Count	26	2	1	0	0	0
		% within Income	3.9%	.7%	.9%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 I How much media Issues covered by Culture * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
How much media Issues covered by Culture	1 No info.	Count	4	33
		% within Income	13.8%	2.8%
	2 a little info.	Count	7	322
		% within Income	24.1%	27.0%
	3 enough info.	Count	12	567
		% within Income	41.4%	47.6%
	4 a lot of info.	Count	3	164
		% within Income	10.3%	13.8%
	5 don't know	Count	3	76
		% within Income	10.3%	6.4%
	Do not use	Count	0	29
		% within Income	.0%	2.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C4 I Media Quality covered by Socioeconomic * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media Quality covered by Socioeconomic	1 Good	Count	320	146	58	19	14	6
		% within Income	47.7%	49.5%	49.6%	47.5%	50.0%	54.5%
	2 Adequate	Count	260	124	54	17	14	3
		% within Income	38.7%	42.0%	46.2%	42.5%	50.0%	27.3%
	3 Poor	Count	20	9	5	2	0	2
		% within Income	3.0%	3.1%	4.3%	5.0%	.0%	18.2%
	Do not use	Count	71	16	0	2	0	0
		% within Income	10.6%	5.4%	.0%	5.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 I Media Quality covered by Socioeconomic * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media Quality covered by Socioeconomic	1 Good	Count	14	577
		% within Income	48.3%	48.4%
	2 Adequate	Count	11	483
		% within Income	37.9%	40.6%
	3 Poor	Count	1	39
		% within Income	3.4%	3.3%
	Do not use	Count	3	92
		% within Income	10.3%	7.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

C4 I Media Quality covered by Environment * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media Quality covered by Environment	1 Good	Count	328	140	58	18	12	4
		% within Income	48.9%	47.5%	49.6%	45.0%	42.9%	36.4%
	2 Adequate	Count	263	132	55	19	14	6
		% within Income	39.2%	44.7%	47.0%	47.5%	50.0%	54.5%
	3 Poor	Count	12	7	4	2	2	1
		% within Income	1.8%	2.4%	3.4%	5.0%	7.1%	9.1%
	Do not use	Count	68	16	0	1	0	0
		% within Income	10.1%	5.4%	.0%	2.5%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 I Media Quality covered by Environment * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media Quality covered by Environment	1 Good	Count	12	572
		% within Income	41.4%	48.0%
	2 Adequate	Count	12	501
		% within Income	41.4%	42.1%
	3 Poor	Count	2	30
		% within Income	6.9%	2.5%
	Do not use	Count	3	88
		% within Income	10.3%	7.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C4 I Media Quality covered by Governance * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media Quality covered by Governance	1 Good	Count	371	161	64	19	19	5
		% within Income	55.3%	54.6%	54.7%	47.5%	67.9%	45.5%
	2 Adequate	Count	223	108	45	18	9	5
		% within Income	33.2%	36.6%	38.5%	45.0%	32.1%	45.5%
	3 Poor	Count	11	8	7	2	0	1
		% within Income	1.6%	2.7%	6.0%	5.0%	.0%	9.1%
	Do not use	Count	66	18	1	1	0	0
		% within Income	9.8%	6.1%	.9%	2.5%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 I Media Quality covered by Governance * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media Quality covered by Governance	1 Good	Count	14	653
		% within Income	48.3%	54.8%
	2 Adequate	Count	7	415
		% within Income	24.1%	34.8%
	3 Poor	Count	5	34
		% within Income	17.2%	2.9%
	Do not use	Count	3	89
		% within Income	10.3%	7.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

C4 I Media Quality covered by Culture * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media Quality covered by Culture	1 Good	Count	368	160	57	20	16	6
		% within Income	54.8%	54.2%	48.7%	50.0%	57.1%	54.5%
	2 Adequate	Count	227	110	47	17	10	4
		% within Income	33.8%	37.3%	40.2%	42.5%	35.7%	36.4%
	3 Poor	Count	10	9	12	2	2	1
		% within Income	1.5%	3.1%	10.3%	5.0%	7.1%	9.1%
	Do not use	Count	66	16	1	1	0	0
		% within Income	9.8%	5.4%	.9%	2.5%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 I Media Quality covered by Culture * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media Quality covered by Culture	1 Good	Count	11	638
		% within Income	37.9%	53.6%
	2 Adequate	Count	10	425
		% within Income	34.5%	35.7%
	3 Poor	Count	5	41
		% within Income	17.2%	3.4%
	Do not use	Count	3	87
		% within Income	10.3%	7.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

C. Media Coverage by Occupation

C1 O Media Coverage * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Coverage	Don't know	Count	1	2	0	33	0	3
		% within Occupation	.5%	1.1%	.0%	6.3%	.0%	1.6%
	1 Frequently	Count	74	88	5	225	13	70
		% within Occupation	34.9%	47.1%	45.5%	43.2%	72.2%	36.5%
	2 Sometimes	Count	126	96	5	253	5	114
		% within Occupation	59.4%	51.3%	45.5%	48.6%	27.8%	59.4%
	3 Never	Count	11	1	1	10	0	5
		% within Occupation	5.2%	.5%	9.1%	1.9%	.0%	2.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C1 O Media Coverage * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Coverage	Don't know	Count	0	39
		% within Occupation	.0%	3.3%
	1 Frequently	Count	17	492
		% within Occupation	34.0%	41.3%
	2 Sometimes	Count	33	632
		% within Occupation	66.0%	53.1%
	3 Never	Count	0	28
		% within Occupation	.0%	2.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C2 O Represents peoples views Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Represents peoples views Bhutanese TV	1 Yes	Count	111	95	7	122	9	99
		% within Occupation	52.4%	50.8%	63.6%	23.4%	50.0%	51.6%
	2 No	Count	10	1	0	7	0	2
		% within Occupation	4.7%	.5%	.0%	1.3%	.0%	1.0%
	3 A Little	Count	55	59	3	48	2	37
		% within Occupation	25.9%	31.6%	27.3%	9.2%	11.1%	19.3%
	4 Don't Know	Count	29	24	0	205	5	37
		% within Occupation	13.7%	12.8%	.0%	39.3%	27.8%	19.3%
	Do not use	Count	7	8	1	139	2	17
		% within Occupation	3.3%	4.3%	9.1%	26.7%	11.1%	8.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 O Represents peoples views Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Represents peoples views Bhutanese TV	1 Yes	Count	23	466
		% within Occupation	46.0%	39.1%
	2 No	Count	2	22
		% within Occupation	4.0%	1.8%
	3 A Little	Count	12	216
		% within Occupation	24.0%	18.1%
	4 Don't Know	Count	6	306
		% within Occupation	12.0%	25.7%
	Do not use	Count	7	181
		% within Occupation	14.0%	15.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C2 O Represents peoples views Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Represents peoples views Bhutanese Radio	1 Yes	Count	66	60	5	215	9	86
		% within Occupation	31.1%	32.1%	45.5%	41.3%	50.0%	44.8%
	2 No	Count	5	0	0	13	1	2
		% within Occupation	2.4%	.0%	.0%	2.5%	5.6%	1.0%
	3 A Little	Count	31	46	3	89	3	27
		% within Occupation	14.6%	24.6%	27.3%	17.1%	16.7%	14.1%
	4 Don't Know	Count	68	60	2	131	4	47
		% within Occupation	32.1%	32.1%	18.2%	25.1%	22.2%	24.5%
	Do not use	Count	42	21	1	73	1	30
		% within Occupation	19.8%	11.2%	9.1%	14.0%	5.6%	15.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 O Represents peoples views Bhutanese Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Represents peoples views Bhutanese Radio	1 Yes	Count	13	454
		% within Occupation	26.0%	38.1%
	2 No	Count	2	23
		% within Occupation	4.0%	1.9%
	3 A Little	Count	7	206
		% within Occupation	14.0%	17.3%
	4 Don't Know	Count	8	320
		% within Occupation	16.0%	26.9%
	Do not use	Count	20	188
		% within Occupation	40.0%	15.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C2 O Represents peoples views Bhutanese Newspaper * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Represents peoples views Bhutanese Newspaper	1 Yes	Count	88	107	8	68	12	54
		% within Occupation	41.5%	57.2%	72.7%	13.1%	66.7%	28.1%
	2 No	Count	9	1	0	5	1	4
		% within Occupation	4.2%	.5%	.0%	1.0%	5.6%	2.1%
	3 A Little	Count	43	37	3	34	1	20
		% within Occupation	20.3%	19.8%	27.3%	6.5%	5.6%	10.4%
	4 Don't Know	Count	37	31	0	246	3	70
		% within Occupation	17.5%	16.6%	.0%	47.2%	16.7%	36.5%
	Do not use	Count	35	11	0	168	1	44
		% within Occupation	16.5%	5.9%	.0%	32.2%	5.6%	22.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C2 O Represents peoples views Bhutanese Newspaper * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Represents peoples views Bhutanese Newspaper	1 Yes	Count	10	347
		% within Occupation	20.0%	29.1%
	2 No	Count	3	23
		% within Occupation	6.0%	1.9%
	3 A Little	Count	7	145
		% within Occupation	14.0%	12.2%
4 Don't Know	Count	5	392	
	% within Occupation	10.0%	32.9%	
Do not use	Count	25	284	
	% within Occupation	50.0%	23.8%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C3 O How much media Issues covered by Socioeconomic * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
How much media Issues covered by Socioeconomic	1 No info.	Count	8	4	0	5	1	3
		% within Occupation	3.8%	2.1%	.0%	1.0%	5.6%	1.6%
	2 a little info.	Count	77	59	4	170	6	43
		% within Occupation	36.3%	31.6%	36.4%	32.6%	33.3%	22.4%
	3 enough info.	Count	102	100	6	230	8	102
		% within Occupation	48.1%	53.5%	54.5%	44.1%	44.4%	53.1%
	4 a lot of info.	Count	15	17	0	38	3	26
		% within Occupation	7.1%	9.1%	.0%	7.3%	16.7%	13.5%
5 don't know	Count	10	7	1	52	0	16	
	% within Occupation	4.7%	3.7%	9.1%	10.0%	.0%	8.3%	
Do not use	Count	0	0	0	26	0	2	
	% within Occupation	.0%	.0%	.0%	5.0%	.0%	1.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 O How much media Issues covered by Socioeconomic * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
How much media Issues covered by Socioeconomic	1 No info.	Count	1	22
		% within Occupation	2.0%	1.8%
	2 a little info.	Count	12	371
		% within Occupation	24.0%	31.2%
	3 enough info.	Count	33	581
		% within Occupation	66.0%	48.8%
	4 a lot of info.	Count	2	101
		% within Occupation	4.0%	8.5%
	5 don't know	Count	2	88
		% within Occupation	4.0%	7.4%
	Do not use	Count	0	28
		% within Occupation	.0%	2.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C3 O How much media Issues covered by Environment * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
How much media Issues covered by Environment	1 No info.	Count	8	3	0	5	1	2
		% within Occupation	3.8%	1.6%	.0%	1.0%	5.6%	1.0%
	2 a little info.	Count	81	62	2	174	3	53
		% within Occupation	38.2%	33.2%	18.2%	33.4%	16.7%	27.6%
	3 enough info.	Count	87	101	9	224	9	96
		% within Occupation	41.0%	54.0%	81.8%	43.0%	50.0%	50.0%
	4 a lot of info.	Count	24	18	0	37	5	26
		% within Occupation	11.3%	9.6%	.0%	7.1%	27.8%	13.5%
	5 don't know	Count	12	3	0	55	0	13
		% within Occupation	5.7%	1.6%	.0%	10.6%	.0%	6.8%
	Do not use	Count	0	0	0	26	0	2
		% within Occupation	.0%	.0%	.0%	5.0%	.0%	1.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 O How much media Issues covered by Environment * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
How much media Issues covered by Environment	1 No info.	Count	0	19
		% within Occupation	.0%	1.6%
	2 a little info.	Count	11	386
		% within Occupation	22.0%	32.4%
	3 enough info.	Count	31	557
		% within Occupation	62.0%	46.8%
	4 a lot of info.	Count	6	116
		% within Occupation	12.0%	9.7%
	5 don't know	Count	2	85
		% within Occupation	4.0%	7.1%
	Do not use	Count	0	28
		% within Occupation	.0%	2.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C3 O How much media Issues covered by Governance * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
How much media Issues covered by Governance	1 No info.	Count	13	2	0	5	1	2
		% within Occupation	6.1%	1.1%	.0%	1.0%	5.6%	1.0%
	2 a little info.	Count	64	48	0	154	5	42
		% within Occupation	30.2%	25.7%	.0%	29.6%	27.8%	21.9%
	3 enough info.	Count	90	90	7	210	4	76
		% within Occupation	42.5%	48.1%	63.6%	40.3%	22.2%	39.6%
	4 a lot of info.	Count	37	42	4	76	8	50
		% within Occupation	17.5%	22.5%	36.4%	14.6%	44.4%	26.0%
	5 don't know	Count	8	5	0	50	0	19
		% within Occupation	3.8%	2.7%	.0%	9.6%	.0%	9.9%
	Do not use	Count	0	0	0	26	0	3
		% within Occupation	.0%	.0%	.0%	5.0%	.0%	1.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 O How much media Issues covered by Governance * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
How much media Issues covered by Governance	1 No info.	Count	0	23
		% within Occupation	.0%	1.9%
	2 a little info.	Count	8	321
		% within Occupation	16.0%	27.0%
	3 enough info.	Count	29	506
		% within Occupation	58.0%	42.5%
	4 a lot of info.	Count	12	229
		% within Occupation	24.0%	19.2%
	5 don't know	Count	1	83
		% within Occupation	2.0%	7.0%
	Do not use	Count	0	29
		% within Occupation	.0%	2.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C3 O How much media Issues covered by Culture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
How much media Issues covered by Culture	1 No info.	Count	11	3	1	10	1	7
		% within Occupation	5.2%	1.6%	9.1%	1.9%	5.6%	3.6%
	2 a little info.	Count	67	62	2	141	3	42
		% within Occupation	31.6%	33.2%	18.2%	27.1%	16.7%	21.9%
	3 enough info.	Count	99	97	8	230	8	94
		% within Occupation	46.7%	51.9%	72.7%	44.1%	44.4%	49.0%
	4 a lot of info.	Count	26	22	0	64	6	34
		% within Occupation	12.3%	11.8%	.0%	12.3%	33.3%	17.7%
	5 don't know	Count	9	3	0	50	0	12
		% within Occupation	4.2%	1.6%	.0%	9.6%	.0%	6.3%
	Do not use	Count	0	0	0	26	0	3
		% within Occupation	.0%	.0%	.0%	5.0%	.0%	1.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C3 O How much media Issues covered by Culture * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
How much media Issues covered by Culture	1 No info.	Count	0	33
		% within Occupation	.0%	2.8%
	2 a little info.	Count	5	322
		% within Occupation	10.0%	27.0%
	3 enough info.	Count	31	567
		% within Occupation	62.0%	47.6%
	4 a lot of info.	Count	12	164
		% within Occupation	24.0%	13.8%
	5 don't know	Count	2	76
		% within Occupation	4.0%	6.4%
	Do not use	Count	0	29
		% within Occupation	.0%	2.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C4 O Media Quality covered by Socioeconomic * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Quality covered by Socioeconomic	1 Good	Count	103	83	3	264	10	88
		% within Occupation	48.6%	44.4%	27.3%	50.7%	55.6%	45.8%
	2 Adequate	Count	91	98	7	174	8	85
		% within Occupation	42.9%	52.4%	63.6%	33.4%	44.4%	44.3%
	3 Poor	Count	13	5	1	13	0	4
		% within Occupation	6.1%	2.7%	9.1%	2.5%	.0%	2.1%
	Do not use	Count	5	1	0	70	0	15
		% within Occupation	2.4%	.5%	.0%	13.4%	.0%	7.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 O Media Quality covered by Socioeconomic * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media Quality covered by Socioeconomic	1 Good	Count	26	577
		% within Occupation	52.0%	48.4%
	2 Adequate	Count	20	483
		% within Occupation	40.0%	40.6%
	3 Poor	Count	3	39
		% within Occupation	6.0%	3.3%
	Do not use	Count	1	92
		% within Occupation	2.0%	7.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C4 O Media Quality covered by Environment * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Quality covered by Environment	1 Good	Count	94	85	5	256	13	94
		% within Occupation	44.3%	45.5%	45.5%	49.1%	72.2%	49.0%
	2 Adequate	Count	100	93	6	191	5	82
		% within Occupation	47.2%	49.7%	54.5%	36.7%	27.8%	42.7%
	3 Poor	Count	15	8	0	5	0	2
		% within Occupation	7.1%	4.3%	.0%	1.0%	.0%	1.0%
	Do not use	Count	3	1	0	69	0	14
		% within Occupation	1.4%	.5%	.0%	13.2%	.0%	7.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 O Media Quality covered by Environment * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media Quality covered by Environment	1 Good	Count	25	572
		% within Occupation	50.0%	48.0%
	2 Adequate	Count	24	501
		% within Occupation	48.0%	42.1%
	3 Poor	Count	0	30
		% within Occupation	.0%	2.5%
	Do not use	Count	1	88
		% within Occupation	2.0%	7.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C4 O Media Quality covered by Governance * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Quality covered by Governance	1 Good	Count	102	108	7	285	16	98
		% within Occupation	48.1%	57.8%	63.6%	54.7%	88.9%	51.0%
	2 Adequate	Count	85	76	4	162	2	74
		% within Occupation	40.1%	40.6%	36.4%	31.1%	11.1%	38.5%
	3 Poor	Count	21	2	0	7	0	3
		% within Occupation	9.9%	1.1%	.0%	1.3%	.0%	1.6%
	Do not use	Count	4	1	0	67	0	17
		% within Occupation	1.9%	.5%	.0%	12.9%	.0%	8.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 O Media Quality covered by Governance * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media Quality covered by Governance	1 Good	Count	37	653
		% within Occupation	74.0%	54.8%
	2 Adequate	Count	12	415
		% within Occupation	24.0%	34.8%
	3 Poor	Count	1	34
		% within Occupation	2.0%	2.9%
	Do not use	Count	0	89
		% within Occupation	.0%	7.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

C4 O Media Quality covered by Culture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Quality covered by Culture	1 Good	Count	103	95	4	295	13	97
		% within Occupation	48.6%	50.8%	36.4%	56.6%	72.2%	50.5%
	2 Adequate	Count	83	85	7	154	5	74
		% within Occupation	39.2%	45.5%	63.6%	29.6%	27.8%	38.5%
	3 Poor	Count	20	6	0	6	0	8
		% within Occupation	9.4%	3.2%	.0%	1.2%	.0%	4.2%
	Do not use	Count	6	1	0	66	0	13
		% within Occupation	2.8%	.5%	.0%	12.7%	.0%	6.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

C4 O Media Quality covered by Culture * Occupation Crosstabulation

			Occupatio	
			7 Others	
			Total	
Media Quality covered by Culture	1 Good	Count	31	638
		% within Occupation	62.0%	53.6%
	2 Adequate	Count	17	425
		% within Occupation	34.0%	35.7%
	3 Poor	Count	1	41
		% within Occupation	2.0%	3.4%
	Do not use	Count	1	87
		% within Occupation	2.0%	7.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

DEMOGRAPHICS

A: Type of Area

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Rural	594	49.9	49.9	49.9
	Urban	597	50.1	50.1	100.0
	Total	1191	100.0	100.0	

AG: Age Group

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	16-24	130	10.9	10.9	10.9
	25-34	354	29.7	29.7	40.6
	35-44	279	23.4	23.4	64.1
	45-54	224	18.8	18.8	82.9
	55-64	127	10.7	10.7	93.5
	65+	77	6.5	6.5	100.0
	Total	1191	100.0	100.0	

G: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Female	625	52.5	52.5	52.5
	Male	566	47.5	47.5	100.0
	Total	1191	100.0	100.0	

O: Occupation

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	1 Business	212	17.8	17.8	17.8
	2 Civil Servant	187	15.7	15.7	33.5
	3 Student	11	.9	.9	34.4
	4 Farmer	521	43.7	43.7	78.2
	5 Dependent/unemployed	18	1.5	1.5	79.7
	6 Taking care of the house	192	16.1	16.1	95.8
	7 Others	50	4.2	4.2	100.0
	Total	1191	100.0	100.0	

E: Education

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 None	555	46.6	46.6	46.6
2 NFE	67	5.6	5.6	52.2
3 Upto Class 6	139	11.7	11.7	63.9
4 Upto Class 10	202	17.0	17.0	80.9
5 Upto Class 12	112	9.4	9.4	90.3
6 Vocational	3	.3	.3	90.5
7 University(bachelor's or higher)	49	4.1	4.1	94.6
8 Religious	47	3.9	3.9	98.6
PP upto Class 5	11	.9	.9	99.5
Upto Class 8	6	.5	.5	100.0
Total	1191	100.0	100.0	

I: Income

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 1 Less than Nu. 6000	671	56.3	56.3	56.3
2 Nu. 6001-10000	295	24.8	24.8	81.1
3 Nu. 10001-14000	117	9.8	9.8	90.9
4 Nu. 14001-18000	40	3.4	3.4	94.3
5 Nu. 18001-22000	28	2.4	2.4	96.6
6 Nu. 22001-25000	11	.9	.9	97.6
7 Greater than Nu. 25000	29	2.4	2.4	100.0
Total	1191	100.0	100.0	

Age>18 yrs

	Frequency	Percent	Valid Percent	Cumulative Percent
Valid 0	5	.4	.4	.4
1	79	6.6	6.6	7.1
2	421	35.3	35.3	42.4
3	280	23.5	23.5	65.9
4	186	15.6	15.6	81.5
5	106	8.9	8.9	90.4
6	50	4.2	4.2	94.6
7	27	2.3	2.3	96.9
8	19	1.6	1.6	98.5
9	4	.3	.3	98.8
10	3	.3	.3	99.1
11	5	.4	.4	99.5
12	4	.3	.3	99.8
18	1	.1	.1	99.9
75	1	.1	.1	100.0
Total	1191	100.0	100.0	

Age<18 yrs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	0	230	19.3	19.3	19.3
	1	238	20.0	20.0	39.3
	2	355	29.8	29.8	69.1
	3	195	16.4	16.4	85.5
	4	103	8.6	8.6	94.1
	5	41	3.4	3.4	97.6
	6	19	1.6	1.6	99.2
	7	6	.5	.5	99.7
	8	2	.2	.2	99.8
	9	2	.2	.2	100.0
Total		1191	100.0	100.0	

D. Media Use by Age

D1 AG Media Available BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available BBS Radio	1 Available, use	Count	84	178	171	149	88	48	718
		% within Age Group	64.6%	50.3%	61.3%	66.5%	69.3%	62.3%	60.3%
	2 Availabe, Don't use	Count	28	116	65	36	21	18	284
		% within Age Group	21.5%	32.8%	23.3%	16.1%	16.5%	23.4%	23.8%
	3 Not available	Count	18	60	43	39	18	11	189
		% within Age Group	13.8%	16.9%	15.4%	17.4%	14.2%	14.3%	15.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Kuzoo Radio	1 Available, use	Count	69	146	117	84	52	27	495
		% within Age Group	53.1%	41.2%	41.9%	37.5%	40.9%	35.1%	41.6%
	2 Availabe, Don't use	Count	25	97	56	35	25	22	260
		% within Age Group	19.2%	27.4%	20.1%	15.6%	19.7%	28.6%	21.8%
	3 Not available	Count	36	111	106	105	50	28	436
		% within Age Group	27.7%	31.4%	38.0%	46.9%	39.4%	36.4%	36.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Radio Valley * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Radio Valley	1 Available, use	Count	9	8	0	5	2	1	25
		% within Age Group	6.9%	2.3%	.0%	2.2%	1.6%	1.3%	2.1%
	2 Availabe, Don't use	Count	8	46	24	19	7	7	111
		% within Age Group	6.2%	13.0%	8.6%	8.5%	5.5%	9.1%	9.3%
	3 Not available	Count	113	300	255	200	118	69	1055
		% within Age Group	86.9%	84.7%	91.4%	89.3%	92.9%	89.6%	88.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Centennial Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Centennial Radio	1 Available, use	Count	7	2	0	2	0	1	12
		% within Age Group	5.4%	.6%	.0%	.9%	.0%	1.3%	1.0%
	2 Availabe, Don't use	Count	7	42	22	18	8	7	104
		% within Age Group	5.4%	11.9%	7.9%	8.0%	6.3%	9.1%	8.7%
	3 Not available	Count	116	310	257	204	119	69	1075
		% within Age Group	89.2%	87.6%	92.1%	91.1%	93.7%	89.6%	90.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available International Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available International Radio	1 Available, use	Count	15	29	25	20	10	3	102
		% within Age Group	11.5%	8.2%	9.0%	8.9%	7.9%	3.9%	8.6%
	2 Availabe, Don't use	Count	51	132	108	81	49	29	450
		% within Age Group	39.2%	37.3%	38.7%	36.2%	38.6%	37.7%	37.8%
	3 Not available	Count	64	193	146	123	68	45	639
		% within Age Group	49.2%	54.5%	52.3%	54.9%	53.5%	58.4%	53.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available BBS TV	1 Available, use	Count	82	254	162	82	40	22	642
		% within Age Group	63.1%	71.8%	58.1%	36.6%	31.5%	28.6%	53.9%
	2 Availabe, Don't use	Count	13	18	26	19	11	6	93
		% within Age Group	10.0%	5.1%	9.3%	8.5%	8.7%	7.8%	7.8%
	3 Not available	Count	35	82	91	123	76	49	456
		% within Age Group	26.9%	23.2%	32.6%	54.9%	59.8%	63.6%	38.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Domestic cable stations * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Domestic cable stations	1 Available, use	Count	20	28	24	14	12	2	100
		% within Age Group	15.4%	7.9%	8.6%	6.3%	9.4%	2.6%	8.4%
	2 Availabe, Don't use	Count	11	27	25	19	3	3	88
		% within Age Group	8.5%	7.6%	9.0%	8.5%	2.4%	3.9%	7.4%
	3 Not available	Count	99	299	230	191	112	72	1003
		% within Age Group	76.2%	84.5%	82.4%	85.3%	88.2%	93.5%	84.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Foreign TV	1 Available, use	Count	49	130	97	48	23	11	358
		% within Age Group	37.7%	36.7%	34.8%	21.4%	18.1%	14.3%	30.1%
	2 Availabe, Don't use	Count	10	25	39	23	10	5	112
		% within Age Group	7.7%	7.1%	14.0%	10.3%	7.9%	6.5%	9.4%
	3 Not available	Count	71	199	143	153	94	61	721
		% within Age Group	54.6%	56.2%	51.3%	68.3%	74.0%	79.2%	60.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Mobile Phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Mobile Phone	1 Available, use	Count	109	305	230	160	62	31	897
		% within Age Group	83.8%	86.2%	82.4%	71.4%	48.8%	40.3%	75.3%
	2 Availabe, Don't use	Count	4	12	12	11	10	5	54
		% within Age Group	3.1%	3.4%	4.3%	4.9%	7.9%	6.5%	4.5%
	3 Not available	Count	17	37	37	53	55	41	240
		% within Age Group	13.1%	10.5%	13.3%	23.7%	43.3%	53.2%	20.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Internet	1 Available, use	Count	16	41	19	11	8	0	95
		% within Age Group	12.3%	11.6%	6.8%	4.9%	6.3%	.0%	8.0%
	2 Availabe, Don't use	Count	11	42	36	13	7	4	113
		% within Age Group	8.5%	11.9%	12.9%	5.8%	5.5%	5.2%	9.5%
	3 Not available	Count	103	271	224	200	112	73	983
		% within Age Group	79.2%	76.6%	80.3%	89.3%	88.2%	94.8%	82.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Books * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Books	1 Available, use	Count	44	80	41	27	15	6	213
		% within Age Group	33.8%	22.6%	14.7%	12.1%	11.8%	7.8%	17.9%
	2 Availabe, Don't use	Count	25	72	66	32	17	5	217
		% within Age Group	19.2%	20.3%	23.7%	14.3%	13.4%	6.5%	18.2%
	3 Not available	Count	61	202	172	165	95	66	761
		% within Age Group	46.9%	57.1%	61.6%	73.7%	74.8%	85.7%	63.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Computer/Video Games * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Computer/Video Games	1 Available, use	Count	15	28	9	8	2	0	62
		% within Age Group	11.5%	7.9%	3.2%	3.6%	1.6%	.0%	5.2%
	2 Availabe, Don't use	Count	14	76	56	28	14	3	191
		% within Age Group	10.8%	21.5%	20.1%	12.5%	11.0%	3.9%	16.0%
	3 Not available	Count	101	250	214	188	111	74	938
		% within Age Group	77.7%	70.6%	76.7%	83.9%	87.4%	96.1%	78.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Music tapes/CD's / MP3 Player * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	41	78	54	24	6	0	203
		% within Age Group	31.5%	22.0%	19.4%	10.7%	4.7%	.0%	17.0%
	2 Availabe, Don't use	Count	8	57	51	28	18	7	169
		% within Age Group	6.2%	16.1%	18.3%	12.5%	14.2%	9.1%	14.2%
	3 Not available	Count	81	219	174	172	103	70	819
		% within Age Group	62.3%	61.9%	62.4%	76.8%	81.1%	90.9%	68.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available VCR/VCD/DVD * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available VCR/VCD/DVD	1 Available, use	Count	36	62	32	17	2	1	150
		% within Age Group	27.7%	17.5%	11.5%	7.6%	1.6%	1.3%	12.6%
	2 Availabe, Don't use	Count	9	64	56	25	20	7	181
		% within Age Group	6.9%	18.1%	20.1%	11.2%	15.7%	9.1%	15.2%
	3 Not available	Count	85	228	191	182	105	69	860
		% within Age Group	65.4%	64.4%	68.5%	81.3%	82.7%	89.6%	72.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Cinema * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Cinema	1 Available, use	Count	76	174	109	76	35	21	491
		% within Age Group	58.5%	49.2%	39.1%	33.9%	27.6%	27.3%	41.2%
	2 Availabe, Don't use	Count	15	52	55	33	22	9	186
		% within Age Group	11.5%	14.7%	19.7%	14.7%	17.3%	11.7%	15.6%
	3 Not available	Count	39	128	115	115	70	47	514
		% within Age Group	30.0%	36.2%	41.2%	51.3%	55.1%	61.0%	43.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Kuensel * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Kuensel	1 Available, use	Count	70	168	90	49	30	6	413
		% within Age Group	53.8%	47.5%	32.3%	21.9%	23.6%	7.8%	34.7%
	2 Availabe, Don't use	Count	24	67	80	50	20	18	259
		% within Age Group	18.5%	18.9%	28.7%	22.3%	15.7%	23.4%	21.7%
	3 Not available	Count	36	119	109	125	77	53	519
		% within Age Group	27.7%	33.6%	39.1%	55.8%	60.6%	68.8%	43.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Bhutan Observer * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Bhutan Observer	1 Available, use	Count	42	103	57	29	16	2	249
		% within Age Group	32.3%	29.1%	20.4%	12.9%	12.6%	2.6%	20.9%
	2 Availabe, Don't use	Count	41	97	97	58	29	21	343
		% within Age Group	31.5%	27.4%	34.8%	25.9%	22.8%	27.3%	28.8%
	3 Not available	Count	47	154	125	137	82	54	599
		% within Age Group	36.2%	43.5%	44.8%	61.2%	64.6%	70.1%	50.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 AG Media Available Bhutan Times * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Available Bhutan Times	1 Available, use	Count	49	112	53	30	13	2	259
		% within Age Group	37.7%	31.6%	19.0%	13.4%	10.2%	2.6%	21.7%
	2 Availabe, Don't use	Count	34	91	95	57	28	21	326
		% within Age Group	26.2%	25.7%	34.1%	25.4%	22.0%	27.3%	27.4%
	3 Not available	Count	47	151	131	137	86	54	606
		% within Age Group	36.2%	42.7%	47.0%	61.2%	67.7%	70.1%	50.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D2 AG Hours BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours BBS Radio	.00	Count	67	217	141	103	55	35	618
		% within Age Group	51.5%	61.3%	50.5%	46.0%	43.3%	45.5%	51.9%
	.10	Count	0	1	1	1	0	0	3
		% within Age Group	.0%	.3%	.4%	.4%	.0%	.0%	.3%
	.15	Count	0	4	4	2	2	0	12
		% within Age Group	.0%	1.1%	1.4%	.9%	1.6%	.0%	1.0%
	.20	Count	1	0	5	0	1	0	7
		% within Age Group	.8%	.0%	1.8%	.0%	.8%	.0%	.6%
	.25	Count	0	1	0	1	0	0	2
		% within Age Group	.0%	.3%	.0%	.4%	.0%	.0%	.2%
	.30	Count	12	26	16	18	7	3	82
		% within Age Group	9.2%	7.3%	5.7%	8.0%	5.5%	3.9%	6.9%
	.40	Count	2	1	0	0	0	0	3
		% within Age Group	1.5%	.3%	.0%	.0%	.0%	.0%	.3%
	.45	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.50	Count	0	2	2	0	0	0	4
		% within Age Group	.0%	.6%	.7%	.0%	.0%	.0%	.3%
	1.00	Count	15	43	38	27	22	10	155
		% within Age Group	11.5%	12.1%	13.6%	12.1%	17.3%	13.0%	13.0%
	1.15	Count	0	0	1	0	1	0	2
		% within Age Group	.0%	.0%	.4%	.0%	.8%	.0%	.2%

D2 AG Hours BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours BBS Radio	1.20	Count	1	1	0	1	1	0	4
		% within Age Group	.8%	.3%	.0%	.4%	.8%	.0%	.3%
	1.30	Count	0	6	6	2	1	0	15
		% within Age Group	.0%	1.7%	2.2%	.9%	.8%	.0%	1.3%
	1.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.50	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	2.00	Count	12	22	27	30	13	19	123
		% within Age Group	9.2%	6.2%	9.7%	13.4%	10.2%	24.7%	10.3%
	2.15	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	2.30	Count	0	4	1	1	1	1	8
		% within Age Group	.0%	1.1%	.4%	.4%	.8%	1.3%	.7%
	3.00	Count	9	9	18	20	8	4	68
		% within Age Group	6.9%	2.5%	6.5%	8.9%	6.3%	5.2%	5.7%
	3.30	Count	2	1	1	3	1	0	8
		% within Age Group	1.5%	.3%	.4%	1.3%	.8%	.0%	.7%
	4.00	Count	4	5	6	9	10	4	38
		% within Age Group	3.1%	1.4%	2.2%	4.0%	7.9%	5.2%	3.2%
	4.30	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	5.00	Count	0	3	4	3	2	1	13
		% within Age Group	.0%	.8%	1.4%	1.3%	1.6%	1.3%	1.1%
	5.30	Count	1	1	1	0	0	0	3
		% within Age Group	.8%	.3%	.4%	.0%	.0%	.0%	.3%
	6.00	Count	1	2	4	1	1	0	9
		% within Age Group	.8%	.6%	1.4%	.4%	.8%	.0%	.8%
	7.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	8.00	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	9.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%

D2 AG Hours BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours	10.00	Count	0	2	1	1	1	0	5
BBS		% within Age Group	.0%	.6%	.4%	.4%	.8%	.0%	.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Kuzoo Radio	.00	Count	83	250	192	160	89	55	829
		% within Age Group	63.8%	70.6%	68.8%	71.4%	70.1%	71.4%	69.6%
	.05	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	.10	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	.15	Count	0	1	2	1	0	0	4
		% within Age Group	.0%	.3%	.7%	.4%	.0%	.0%	.3%
	.20	Count	1	4	3	1	0	0	9
		% within Age Group	.8%	1.1%	1.1%	.4%	.0%	.0%	.8%
	.30	Count	6	8	6	3	0	1	24
		% within Age Group	4.6%	2.3%	2.2%	1.3%	.0%	1.3%	2.0%
	.50	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	1.00	Count	11	24	12	7	8	2	64
		% within Age Group	8.5%	6.8%	4.3%	3.1%	6.3%	2.6%	5.4%
	1.15	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	1.30	Count	0	1	5	2	0	1	9
		% within Age Group	.0%	.3%	1.8%	.9%	.0%	1.3%	.8%
	1.50	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	2.00	Count	9	26	17	14	11	2	79
		% within Age Group	6.9%	7.3%	6.1%	6.3%	8.7%	2.6%	6.6%
	2.15	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%

D2 AG Hours Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Kuzoo Radio	2.30	Count	0	3	0	1	0	0	4
		% within Age Group	.0%	.8%	.0%	.4%	.0%	.0%	.3%
	3.00	Count	7	9	12	15	2	9	54
		% within Age Group	5.4%	2.5%	4.3%	6.7%	1.6%	11.7%	4.5%
	3.30	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
	3.40	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	4.00	Count	1	6	6	5	7	4	29
		% within Age Group	.8%	1.7%	2.2%	2.2%	5.5%	5.2%	2.4%
	4.30	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	5.00	Count	1	3	5	3	3	1	16
		% within Age Group	.8%	.8%	1.8%	1.3%	2.4%	1.3%	1.3%
	5.30	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	6.00	Count	0	3	4	2	1	1	11
		% within Age Group	.0%	.8%	1.4%	.9%	.8%	1.3%	.9%
	7.00	Count	1	0	3	0	3	0	7
		% within Age Group	.8%	.0%	1.1%	.0%	2.4%	.0%	.6%
	8.00	Count	0	1	2	1	1	0	5
		% within Age Group	.0%	.3%	.7%	.4%	.8%	.0%	.4%
	9.00	Count	0	1	1	0	0	0	2
		% within Age Group	.0%	.3%	.4%	.0%	.0%	.0%	.2%
	10.00	Count	0	3	0	0	0	1	4
		% within Age Group	.0%	.8%	.0%	.0%	.0%	1.3%	.3%
	11.00	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
	12.00	Count	2	5	2	5	0	0	14
		% within Age Group	1.5%	1.4%	.7%	2.2%	.0%	.0%	1.2%
	15.00	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	24.00	Count	3	3	2	1	0	0	9
		% within Age Group	2.3%	.8%	.7%	.4%	.0%	.0%	.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Radio Valley * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Radio Valley	.00	Count	123	346	278	220	125	76	1168
		% within Age Group	94.6%	97.7%	99.6%	98.2%	98.4%	98.7%	98.1%
	.15	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.30	Count	3	2	0	1	0	0	6
		% within Age Group	2.3%	.6%	.0%	.4%	.0%	.0%	.5%
	1.00	Count	2	5	0	0	2	0	9
		% within Age Group	1.5%	1.4%	.0%	.0%	1.6%	.0%	.8%
	2.00	Count	0	0	1	0	0	1	2
		% within Age Group	.0%	.0%	.4%	.0%	.0%	1.3%	.2%
	3.00	Count	1	0	0	2	0	0	3
		% within Age Group	.8%	.0%	.0%	.9%	.0%	.0%	.3%
	4.00	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	24.00	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Centennial Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Centennial Radio	.00	Count	128	353	278	222	127	76	1184
		% within Age Group	98.5%	99.7%	99.6%	99.1%	100.0%	98.7%	99.4%
	.10	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.45	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	2.00	Count	0	0	1	0	0	1	2
		% within Age Group	.0%	.0%	.4%	.0%	.0%	1.3%	.2%
	3.00	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	4.00	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	24.00	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours International Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours International Radio	.00	Count	120	335	254	208	122	74	1113
		% within Age Group	92.3%	94.6%	91.0%	92.9%	96.1%	96.1%	93.5%
	.10	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	.15	Count	0	2	1	1	1	0	5
		% within Age Group	.0%	.6%	.4%	.4%	.8%	.0%	.4%
	.20	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	.25	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.30	Count	3	7	5	5	1	0	21
		% within Age Group	2.3%	2.0%	1.8%	2.2%	.8%	.0%	1.8%
	.35	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.00	Count	4	7	5	8	1	0	25
		% within Age Group	3.1%	2.0%	1.8%	3.6%	.8%	.0%	2.1%
	1.30	Count	0	0	0	0	1	1	2
		% within Age Group	.0%	.0%	.0%	.0%	.8%	1.3%	.2%
	2.00	Count	2	2	8	0	1	1	14
		% within Age Group	1.5%	.6%	2.9%	.0%	.8%	1.3%	1.2%
	3.00	Count	0	0	3	0	0	0	3
		% within Age Group	.0%	.0%	1.1%	.0%	.0%	.0%	.3%
	5.00	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	6.00	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours BBS TV	.00	Count	58	134	130	149	95	57	623
		% within Age Group	44.6%	37.9%	46.6%	66.5%	74.8%	74.0%	52.3%
	.10	Count	0	1	1	1	1	0	4
		% within Age Group	.0%	.3%	.4%	.4%	.8%	.0%	.3%
	.15	Count	1	7	4	4	2	1	19
		% within Age Group	.8%	2.0%	1.4%	1.8%	1.6%	1.3%	1.6%
	.20	Count	2	0	3	1	0	1	7
		% within Age Group	1.5%	.0%	1.1%	.4%	.0%	1.3%	.6%
	.25	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.30	Count	12	37	9	10	5	5	78
		% within Age Group	9.2%	10.5%	3.2%	4.5%	3.9%	6.5%	6.5%
	.35	Count	0	3	0	0	0	0	3
		% within Age Group	.0%	.8%	.0%	.0%	.0%	.0%	.3%
	.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	.45	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.00	Count	24	50	43	21	7	3	148
		% within Age Group	18.5%	14.1%	15.4%	9.4%	5.5%	3.9%	12.4%
	1.15	Count	0	1	2	0	0	0	3
		% within Age Group	.0%	.3%	.7%	.0%	.0%	.0%	.3%
	1.20	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	1.30	Count	2	10	11	4	2	0	29
		% within Age Group	1.5%	2.8%	3.9%	1.8%	1.6%	.0%	2.4%
	1.45	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	2.00	Count	14	44	33	10	5	3	109
		% within Age Group	10.8%	12.4%	11.8%	4.5%	3.9%	3.9%	9.2%
	2.30	Count	3	6	1	2	0	0	12
		% within Age Group	2.3%	1.7%	.4%	.9%	.0%	.0%	1.0%
	2.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%

D2 AG Hours BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours BBS TV	3.00	Count	6	33	18	14	7	3	81
		% within Age Group	4.6%	9.3%	6.5%	6.3%	5.5%	3.9%	6.8%
	3.20	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	3.30	Count	0	1	2	1	0	0	4
		% within Age Group	.0%	.3%	.7%	.4%	.0%	.0%	.3%
	4.00	Count	2	15	9	2	1	2	31
		% within Age Group	1.5%	4.2%	3.2%	.9%	.8%	2.6%	2.6%
	5.00	Count	2	3	7	2	0	1	15
		% within Age Group	1.5%	.8%	2.5%	.9%	.0%	1.3%	1.3%
	5.30	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	6.00	Count	3	3	2	1	1	0	10
		% within Age Group	2.3%	.8%	.7%	.4%	.8%	.0%	.8%
	7.00	Count	0	1	0	0	1	1	3
		% within Age Group	.0%	.3%	.0%	.0%	.8%	1.3%	.3%
	8.00	Count	1	0	0	1	0	0	2
		% within Age Group	.8%	.0%	.0%	.4%	.0%	.0%	.2%
	9.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	11.00	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Domestic cable stations * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Domestic cable stations	.00	Count	118	332	255	214	116	74	1109
		% within Age Group	90.8%	93.8%	91.4%	95.5%	91.3%	96.1%	93.1%
	.20	Count	0	0	0	0	1	1	2
		% within Age Group	.0%	.0%	.0%	.0%	.8%	1.3%	.2%
	.30	Count	1	5	6	0	1	0	13
		% within Age Group	.8%	1.4%	2.2%	.0%	.8%	.0%	1.1%
	.35	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	.45	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	.50	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.00	Count	4	7	8	3	3	1	26
		% within Age Group	3.1%	2.0%	2.9%	1.3%	2.4%	1.3%	2.2%
	1.30	Count	2	1	0	0	0	0	3
		% within Age Group	1.5%	.3%	.0%	.0%	.0%	.0%	.3%
	2.00	Count	3	2	5	2	3	0	15
		% within Age Group	2.3%	.6%	1.8%	.9%	2.4%	.0%	1.3%
	2.30	Count	0	1	0	1	0	0	2
		% within Age Group	.0%	.3%	.0%	.4%	.0%	.0%	.2%
	3.00	Count	0	2	1	4	2	0	9
		% within Age Group	.0%	.6%	.4%	1.8%	1.6%	.0%	.8%
	4.00	Count	2	1	1	0	0	0	4
		% within Age Group	1.5%	.3%	.4%	.0%	.0%	.0%	.3%
	5.00	Count	0	2	0	0	1	0	3
		% within Age Group	.0%	.6%	.0%	.0%	.8%	.0%	.3%
	7.00	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Foreign TV	.00	Count	90	253	198	181	109	66	897
		% within Age Group	69.2%	71.5%	71.0%	80.8%	85.8%	85.7%	75.3%
	.10	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	.15	Count	0	0	1	3	1	0	5
		% within Age Group	.0%	.0%	.4%	1.3%	.8%	.0%	.4%
	.20	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	.30	Count	3	7	12	0	3	1	26
		% within Age Group	2.3%	2.0%	4.3%	.0%	2.4%	1.3%	2.2%
	.40	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	1.00	Count	6	15	21	6	4	1	53
		% within Age Group	4.6%	4.2%	7.5%	2.7%	3.1%	1.3%	4.5%
	1.30	Count	4	5	10	1	2	0	22
		% within Age Group	3.1%	1.4%	3.6%	.4%	1.6%	.0%	1.8%
	2.00	Count	7	15	16	11	6	3	58
		% within Age Group	5.4%	4.2%	5.7%	4.9%	4.7%	3.9%	4.9%
	2.15	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	2.30	Count	2	6	1	0	0	0	9
		% within Age Group	1.5%	1.7%	.4%	.0%	.0%	.0%	.8%
	2.35	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	3.00	Count	5	17	10	10	2	3	47
		% within Age Group	3.8%	4.8%	3.6%	4.5%	1.6%	3.9%	3.9%
	3.20	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	3.30	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	4.00	Count	4	12	4	6	0	2	28
		% within Age Group	3.1%	3.4%	1.4%	2.7%	.0%	2.6%	2.4%
	4.30	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%

D2 AG Hours Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Foreign TV	5.00	Count	3	8	4	1	0	1	17
		% within Age Group	2.3%	2.3%	1.4%	.4%	.0%	1.3%	1.4%
	5.30	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	6.00	Count	1	5	2	2	0	0	10
		% within Age Group	.8%	1.4%	.7%	.9%	.0%	.0%	.8%
	7.00	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	8.00	Count	2	3	0	0	0	0	5
		% within Age Group	1.5%	.8%	.0%	.0%	.0%	.0%	.4%
	10.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	12.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Mobile Phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Mobile Phone	.00	Count	29	73	61	75	77	54	369
		% within Age Group	22.3%	20.6%	21.9%	33.5%	60.6%	70.1%	31.0%
	.03	Count	0	1	0	1	1	0	3
		% within Age Group	.0%	.3%	.0%	.4%	.8%	.0%	.3%
	.04	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	.05	Count	5	3	3	11	0	1	23
		% within Age Group	3.8%	.8%	1.1%	4.9%	.0%	1.3%	1.9%
	.06	Count	0	1	1	0	0	1	3
		% within Age Group	.0%	.3%	.4%	.0%	.0%	1.3%	.3%
	.07	Count	1	0	0	1	0	0	2
		% within Age Group	.8%	.0%	.0%	.4%	.0%	.0%	.2%
	.08	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%

D2 AG Hours Mobile Phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Mobile Phone	.09	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	.10	Count	8	26	23	22	10	5	94
		% within Age Group	6.2%	7.3%	8.2%	9.8%	7.9%	6.5%	7.9%
	.12	Count	1	2	1	0	1	0	5
		% within Age Group	.8%	.6%	.4%	.0%	.8%	.0%	.4%
	.13	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	.14	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.15	Count	12	36	33	24	4	4	113
		% within Age Group	9.2%	10.2%	11.8%	10.7%	3.1%	5.2%	9.5%
	.16	Count	0	2	0	1	0	0	3
		% within Age Group	.0%	.6%	.0%	.4%	.0%	.0%	.3%
	.17	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	.18	Count	0	2	0	1	0	0	3
		% within Age Group	.0%	.6%	.0%	.4%	.0%	.0%	.3%
	.20	Count	10	28	19	12	3	2	74
		% within Age Group	7.7%	7.9%	6.8%	5.4%	2.4%	2.6%	6.2%
	.25	Count	2	5	1	2	2	0	12
		% within Age Group	1.5%	1.4%	.4%	.9%	1.6%	.0%	1.0%
	.30	Count	21	54	55	34	8	4	176
		% within Age Group	16.2%	15.3%	19.7%	15.2%	6.3%	5.2%	14.8%
	.35	Count	0	1	1	0	0	0	2
		% within Age Group	.0%	.3%	.4%	.0%	.0%	.0%	.2%
	.39	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	.40	Count	1	8	5	1	0	0	15
		% within Age Group	.8%	2.3%	1.8%	.4%	.0%	.0%	1.3%
	.45	Count	1	2	3	1	1	0	8
		% within Age Group	.8%	.6%	1.1%	.4%	.8%	.0%	.7%
	.50	Count	3	16	18	8	2	0	47
		% within Age Group	2.3%	4.5%	6.5%	3.6%	1.6%	.0%	3.9%

D2 AG Hours Mobile Phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Mobile Phone	1.00	Count	16	38	23	13	8	5	103
		% within Age Group	12.3%	10.7%	8.2%	5.8%	6.3%	6.5%	8.6%
	1.05	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	1.15	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	1.20	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
	1.30	Count	2	6	3	4	1	0	16
		% within Age Group	1.5%	1.7%	1.1%	1.8%	.8%	.0%	1.3%
	2.00	Count	6	20	14	5	3	0	48
		% within Age Group	4.6%	5.6%	5.0%	2.2%	2.4%	.0%	4.0%
	2.30	Count	0	2	0	0	1	0	3
		% within Age Group	.0%	.6%	.0%	.0%	.8%	.0%	.3%
	3.00	Count	5	15	2	3	1	0	26
		% within Age Group	3.8%	4.2%	.7%	1.3%	.8%	.0%	2.2%
	3.50	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	4.00	Count	2	4	2	1	1	0	10
		% within Age Group	1.5%	1.1%	.7%	.4%	.8%	.0%	.8%
	5.00	Count	1	4	5	0	2	0	12
		% within Age Group	.8%	1.1%	1.8%	.0%	1.6%	.0%	1.0%
	6.00	Count	0	2	1	1	0	1	5
		% within Age Group	.0%	.6%	.4%	.4%	.0%	1.3%	.4%
	7.00	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	8.00	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Internet	.00	Count	123	325	263	215	123	77	1126
		% within Age Group	94.6%	91.8%	94.3%	96.0%	96.9%	100.0%	94.5%
	.10	Count	0	3	1	1	0	0	5
		% within Age Group	.0%	.8%	.4%	.4%	.0%	.0%	.4%
	.15	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	.20	Count	0	1	0	0	1	0	2
		% within Age Group	.0%	.3%	.0%	.0%	.8%	.0%	.2%
	.30	Count	4	8	3	3	1	0	19
		% within Age Group	3.1%	2.3%	1.1%	1.3%	.8%	.0%	1.6%
	.40	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	.45	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.00	Count	1	6	8	2	0	0	17
		% within Age Group	.8%	1.7%	2.9%	.9%	.0%	.0%	1.4%
	1.30	Count	1	3	1	0	0	0	5
		% within Age Group	.8%	.8%	.4%	.0%	.0%	.0%	.4%
	2.00	Count	0	5	0	1	1	0	7
		% within Age Group	.0%	1.4%	.0%	.4%	.8%	.0%	.6%
	2.20	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	2.30	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
	3.00	Count	0	0	0	2	0	0	2
		% within Age Group	.0%	.0%	.0%	.9%	.0%	.0%	.2%
	4.00	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Books * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Books	.00	Count	99	301	248	210	115	73	1046
		% within Age Group	76.2%	85.0%	88.9%	93.8%	90.6%	94.8%	87.8%
	.10	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.13	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.15	Count	0	1	1	0	1	0	3
		% within Age Group	.0%	.3%	.4%	.0%	.8%	.0%	.3%
	.16	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.20	Count	0	3	1	0	1	0	5
		% within Age Group	.0%	.8%	.4%	.0%	.8%	.0%	.4%
	.25	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.30	Count	6	11	6	2	1	1	27
		% within Age Group	4.6%	3.1%	2.2%	.9%	.8%	1.3%	2.3%
	.40	Count	1	0	1	1	0	0	3
		% within Age Group	.8%	.0%	.4%	.4%	.0%	.0%	.3%
	.45	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	.50	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	1.00	Count	5	20	14	5	4	1	49
		% within Age Group	3.8%	5.6%	5.0%	2.2%	3.1%	1.3%	4.1%
	1.20	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	1.30	Count	2	3	2	0	0	1	8
		% within Age Group	1.5%	.8%	.7%	.0%	.0%	1.3%	.7%
	2.00	Count	9	10	4	3	3	0	29
		% within Age Group	6.9%	2.8%	1.4%	1.3%	2.4%	.0%	2.4%
	2.30	Count	1	1	1	0	0	0	3
		% within Age Group	.8%	.3%	.4%	.0%	.0%	.0%	.3%
	3.00	Count	3	0	0	1	2	0	6
		% within Age Group	2.3%	.0%	.0%	.4%	1.6%	.0%	.5%

D2 AG Hours Books * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Books	4.00	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	5.00	Count	1	0	0	0	0	1	2
		% within Age Group	.8%	.0%	.0%	.0%	.0%	1.3%	.2%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Computer/Video Games * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Computer/Video Games	.00	Count	119	337	270	217	127	77	1147
		% within Age Group	91.5%	95.2%	96.8%	96.9%	100.0%	100.0%	96.3%
	.10	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.15	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	.20	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	.30	Count	2	1	1	2	0	0	6
		% within Age Group	1.5%	.3%	.4%	.9%	.0%	.0%	.5%
	.50	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	1.00	Count	4	6	8	3	0	0	21
		% within Age Group	3.1%	1.7%	2.9%	1.3%	.0%	.0%	1.8%
	1.30	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	2.00	Count	1	4	0	2	0	0	7
		% within Age Group	.8%	1.1%	.0%	.9%	.0%	.0%	.6%
	3.00	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	5.00	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours Music tapes/CD's/MP3 player * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours Music tapes/CD's/MP3 player	.00	Count	105	305	252	207	126	77	1072
		% within Age Group	80.8%	86.2%	90.3%	92.4%	99.2%	100.0%	90.0%
	.10	Count	0	1	0	2	0	0	3
		% within Age Group	.0%	.3%	.0%	.9%	.0%	.0%	.3%
	.15	Count	0	1	1	1	0	0	3
		% within Age Group	.0%	.3%	.4%	.4%	.0%	.0%	.3%
	.20	Count	1	0	0	1	0	0	2
		% within Age Group	.8%	.0%	.0%	.4%	.0%	.0%	.2%
	.25	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.30	Count	4	10	9	3	0	0	26
		% within Age Group	3.1%	2.8%	3.2%	1.3%	.0%	.0%	2.2%
	.40	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	.45	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	1.00	Count	6	17	7	4	0	0	34
		% within Age Group	4.6%	4.8%	2.5%	1.8%	.0%	.0%	2.9%
	1.30	Count	0	0	1	2	0	0	3
		% within Age Group	.0%	.0%	.4%	.9%	.0%	.0%	.3%
	2.00	Count	9	12	5	3	0	0	29
		% within Age Group	6.9%	3.4%	1.8%	1.3%	.0%	.0%	2.4%
	3.00	Count	4	1	3	1	1	0	10
		% within Age Group	3.1%	.3%	1.1%	.4%	.8%	.0%	.8%
	4.00	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	5.40	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	6.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	7.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	10.00	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Hours VCR/VCD/DVD * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Hours VCR/VCD/DVD	.00	Count	116	327	262	213	126	76	1120
		% within Age Group	89.2%	92.4%	93.9%	95.1%	99.2%	98.7%	94.0%
	.10	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	.20	Count	0	1	1	0	0	0	2
		% within Age Group	.0%	.3%	.4%	.0%	.0%	.0%	.2%
	.30	Count	1	5	1	2	0	0	9
		% within Age Group	.8%	1.4%	.4%	.9%	.0%	.0%	.8%
	.45	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	.60	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	1.00	Count	6	7	5	3	0	0	21
		% within Age Group	4.6%	2.0%	1.8%	1.3%	.0%	.0%	1.8%
	1.30	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	1.50	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	2.00	Count	4	6	5	2	1	1	19
		% within Age Group	3.1%	1.7%	1.8%	.9%	.8%	1.3%	1.6%
	2.30	Count	0	2	1	0	0	0	3
		% within Age Group	.0%	.6%	.4%	.0%	.0%	.0%	.3%
	3.00	Count	2	5	2	2	0	0	11
		% within Age Group	1.5%	1.4%	.7%	.9%	.0%	.0%	.9%
	5.00	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Number of times Cinema * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Number of times Cinema	0	Count	78	225	194	168	104	63	832
		% within Age Group	60.0%	63.6%	69.5%	75.0%	81.9%	81.8%	69.9%
	1	Count	36	91	51	43	18	11	250
		% within Age Group	27.7%	25.7%	18.3%	19.2%	14.2%	14.3%	21.0%
	2	Count	13	29	30	10	4	3	89
		% within Age Group	10.0%	8.2%	10.8%	4.5%	3.1%	3.9%	7.5%
	3	Count	2	7	1	2	1	0	13
		% within Age Group	1.5%	2.0%	.4%	.9%	.8%	.0%	1.1%
	4	Count	1	0	3	1	0	0	5
		% within Age Group	.8%	.0%	1.1%	.4%	.0%	.0%	.4%
	5	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	7	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Number of times Kuensel * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Number of times Kuensel	0	Count	66	190	190	176	102	71	795
		% within Age Group	50.8%	53.7%	68.1%	78.6%	80.3%	92.2%	66.8%
	1	Count	22	40	22	15	7	1	107
		% within Age Group	16.9%	11.3%	7.9%	6.7%	5.5%	1.3%	9.0%
	2	Count	40	117	63	33	18	4	275
		% within Age Group	30.8%	33.1%	22.6%	14.7%	14.2%	5.2%	23.1%
	3	Count	1	6	2	0	0	1	10
		% within Age Group	.8%	1.7%	.7%	.0%	.0%	1.3%	.8%
	4	Count	1	1	2	0	0	0	4
		% within Age Group	.8%	.3%	.7%	.0%	.0%	.0%	.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D2 AG Number of times Bhutan Observer * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Number of times Bhutan Observer	0	Count	96	257	224	200	115	75	967
		% within Age Group	73.8%	72.6%	80.3%	89.3%	90.6%	97.4%	81.2%
	1	Count	26	76	44	19	9	1	175
		% within Age Group	20.0%	21.5%	15.8%	8.5%	7.1%	1.3%	14.7%
	2	Count	8	21	11	5	3	1	49
		% within Age Group	6.2%	5.9%	3.9%	2.2%	2.4%	1.3%	4.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D2 AG Number of times Bhutan Times * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Number of times Bhutan Times	0	Count	87	245	223	197	115	75	942
		% within Age Group	66.9%	69.2%	79.9%	87.9%	90.6%	97.4%	79.1%
	1	Count	28	64	37	15	8	1	153
		% within Age Group	21.5%	18.1%	13.3%	6.7%	6.3%	1.3%	12.8%
	2	Count	15	45	19	12	4	1	96
		% within Age Group	11.5%	12.7%	6.8%	5.4%	3.1%	1.3%	8.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 AG Main Reason BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason BBS Radio	1 News	Count	69	142	141	126	67	43	588
		% within Age Group	53.1%	40.1%	50.5%	56.3%	52.8%	55.8%	49.4%
	2 Learn about issues	Count	5	5	10	7	9	1	37
		% within Age Group	3.8%	1.4%	3.6%	3.1%	7.1%	1.3%	3.1%
	3 Entertainment	Count	10	22	11	7	9	2	61
		% within Age Group	7.7%	6.2%	3.9%	3.1%	7.1%	2.6%	5.1%
	5 Work or homework	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	7 others specify	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	Not available	Count	46	185	114	83	42	31	501
		% within Age Group	35.4%	52.3%	40.9%	37.1%	33.1%	40.3%	42.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Kuzoo Radio	1 News	Count	2	4	10	4	2	2	24
		% within Age Group	1.5%	1.1%	3.6%	1.8%	1.6%	2.6%	2.0%
	2 Learn about issues	Count	6	8	8	3	2	0	27
		% within Age Group	4.6%	2.3%	2.9%	1.3%	1.6%	.0%	2.3%
	3 Entertainment	Count	61	124	95	75	47	24	426
		% within Age Group	46.9%	35.0%	34.1%	33.5%	37.0%	31.2%	35.8%
	4 Communication	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	5 Work or homework	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	Not available	Count	60	217	165	141	76	51	710
		% within Age Group	46.2%	61.3%	59.1%	62.9%	59.8%	66.2%	59.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Radio Valley * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Radio Valley	1 News	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	2 Learn about issues	Count	1	0	0	0	1	0	2
		% within Age Group	.8%	.0%	.0%	.0%	.8%	.0%	.2%
	3 Entertainment	Count	8	8	0	5	0	1	22
		% within Age Group	6.2%	2.3%	.0%	2.2%	.0%	1.3%	1.8%
	Not available	Count	121	346	279	219	125	76	1166
		% within Age Group	93.1%	97.7%	100.0%	97.8%	98.4%	98.7%	97.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 AG Main Reason Centennial Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Centennial Radio	3 Entertainment	Count	4	1	0	2	0	1	8
		% within Age Group	3.1%	.3%	.0%	.9%	.0%	1.3%	.7%
	6 Advertising	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Not available	Count	125	353	279	222	127	76	1182
		% within Age Group	96.2%	99.7%	100.0%	99.1%	100.0%	98.7%	99.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 AG Main Reason International Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason International Radio	1 News	Count	9	18	17	10	3	1	58
		% within Age Group	6.9%	5.1%	6.1%	4.5%	2.4%	1.3%	4.9%
	2 Learn about issues	Count	3	2	5	0	0	0	10
		% within Age Group	2.3%	.6%	1.8%	.0%	.0%	.0%	.8%
	3 Entertainment	Count	4	6	6	7	3	1	27
		% within Age Group	3.1%	1.7%	2.2%	3.1%	2.4%	1.3%	2.3%
	5 Work or homework	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	Not available	Count	114	326	251	207	121	75	1094
		% within Age Group	87.7%	92.1%	90.0%	92.4%	95.3%	97.4%	91.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason BBS TV	1 News	Count	62	169	114	57	31	15	448
		% within Age Group	47.7%	47.7%	40.9%	25.4%	24.4%	19.5%	37.6%
	2 Learn about issues	Count	3	20	19	8	1	3	54
		% within Age Group	2.3%	5.6%	6.8%	3.6%	.8%	3.9%	4.5%
	3 Entertainment	Count	14	39	27	6	4	2	92
		% within Age Group	10.8%	11.0%	9.7%	2.7%	3.1%	2.6%	7.7%
	4 Communication	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	5 Work or homework	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	7 others specify	Count	1	5	0	1	0	0	7
		% within Age Group	.8%	1.4%	.0%	.4%	.0%	.0%	.6%
	Not available	Count	49	121	118	151	91	57	587
		% within Age Group	37.7%	34.2%	42.3%	67.4%	71.7%	74.0%	49.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Domestic cable stations * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Domestic cable stations	1 News	Count	3	3	5	2	4	0	17
		% within Age Group	2.3%	.8%	1.8%	.9%	3.1%	.0%	1.4%
	2 Learn about issues	Count	1	2	2	0	1	0	6
		% within Age Group	.8%	.6%	.7%	.0%	.8%	.0%	.5%
	3 Entertainment	Count	14	22	16	6	5	2	65
		% within Age Group	10.8%	6.2%	5.7%	2.7%	3.9%	2.6%	5.5%
	4 Communication	Count	0	0	1	0	0	1	2
		% within Age Group	.0%	.0%	.4%	.0%	.0%	1.3%	.2%
	6 Advertising	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	7 others specify	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	Not available	Count	111	324	255	216	117	74	1097
		% within Age Group	85.4%	91.5%	91.4%	96.4%	92.1%	96.1%	92.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Foreign TV	1 News	Count	5	6	11	1	4	1	28
		% within Age Group	3.8%	1.7%	3.9%	.4%	3.1%	1.3%	2.4%
	2 Learn about issues	Count	7	12	15	3	1	1	39
		% within Age Group	5.4%	3.4%	5.4%	1.3%	.8%	1.3%	3.3%
	3 Entertainment	Count	31	98	68	38	15	9	259
		% within Age Group	23.8%	27.7%	24.4%	17.0%	11.8%	11.7%	21.7%
	4 Communication	Count	2	1	1	1	1	0	6
		% within Age Group	1.5%	.3%	.4%	.4%	.8%	.0%	.5%
	5 Work or homework	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	6 Advertising	Count	1	2	0	1	0	0	4
		% within Age Group	.8%	.6%	.0%	.4%	.0%	.0%	.3%
	Not available	Count	84	234	184	180	106	66	854
		% within Age Group	64.6%	66.1%	65.9%	80.4%	83.5%	85.7%	71.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Mobile phone * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Mobile phone	1 News	Count	0	4	4	1	0	1	10
		% within Age Group	.0%	1.1%	1.4%	.4%	.0%	1.3%	.8%
	2 Learn about issues	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	3 Entertainment	Count	1	6	2	2	0	1	12
		% within Age Group	.8%	1.7%	.7%	.9%	.0%	1.3%	1.0%
	4 Communication	Count	97	259	209	142	55	23	785
		% within Age Group	74.6%	73.2%	74.9%	63.4%	43.3%	29.9%	65.9%
	5 Work or homework	Count	3	10	2	5	1	1	22
		% within Age Group	2.3%	2.8%	.7%	2.2%	.8%	1.3%	1.8%
	7 others specify	Count	0	1	1	1	0	0	3
		% within Age Group	.0%	.3%	.4%	.4%	.0%	.0%	.3%
	Not available	Count	28	74	61	73	71	51	358
		% within Age Group	21.5%	20.9%	21.9%	32.6%	55.9%	66.2%	30.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Internet	1 News	Count	2	3	1	4	0	0	10
		% within Age Group	1.5%	.8%	.4%	1.8%	.0%	.0%	.8%
	2 Learn about issues	Count	6	9	9	2	3	0	29
		% within Age Group	4.6%	2.5%	3.2%	.9%	2.4%	.0%	2.4%
	3 Entertainment	Count	1	2	1	0	1	0	5
		% within Age Group	.8%	.6%	.4%	.0%	.8%	.0%	.4%
	4 Communication	Count	3	12	7	3	0	0	25
		% within Age Group	2.3%	3.4%	2.5%	1.3%	.0%	.0%	2.1%
	5 Work or homework	Count	2	6	4	1	2	0	15
		% within Age Group	1.5%	1.7%	1.4%	.4%	1.6%	.0%	1.3%
	6 Advertising	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	7 others specify	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	Not available	Count	116	320	256	214	121	77	1104
		% within Age Group	89.2%	90.4%	91.8%	95.5%	95.3%	100.0%	92.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Books * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Books	1 News	Count	0	2	1	1	0	0	4
		% within Age Group	.0%	.6%	.4%	.4%	.0%	.0%	.3%
	2 Learn about issues	Count	31	44	27	17	8	3	130
		% within Age Group	23.8%	12.4%	9.7%	7.6%	6.3%	3.9%	10.9%
	3 Entertainment	Count	7	12	6	0	1	0	26
		% within Age Group	5.4%	3.4%	2.2%	.0%	.8%	.0%	2.2%
	5 Work or homework	Count	5	3	1	2	0	0	11
		% within Age Group	3.8%	.8%	.4%	.9%	.0%	.0%	.9%
	6 Advertising	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	7 others specify	Count	1	4	0	1	4	1	11
		% within Age Group	.8%	1.1%	.0%	.4%	3.1%	1.3%	.9%
	Not available	Count	86	287	244	203	114	73	1007
		% within Age Group	66.2%	81.1%	87.5%	90.6%	89.8%	94.8%	84.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Cinema * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Cinema	1 News	Count	1	5	3	3	2	0	14
		% within Age Group	.8%	1.4%	1.1%	1.3%	1.6%	.0%	1.2%
	2 Learn about issues	Count	3	0	3	0	0	0	6
		% within Age Group	2.3%	.0%	1.1%	.0%	.0%	.0%	.5%
	3 Entertainment	Count	63	156	84	60	32	18	413
		% within Age Group	48.5%	44.1%	30.1%	26.8%	25.2%	23.4%	34.7%
	4 Communication	Count	1	0	4	0	0	1	6
		% within Age Group	.8%	.0%	1.4%	.0%	.0%	1.3%	.5%
	6 Advertising	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	7 others specify	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Not available	Count	61	192	185	161	93	58	750
		% within Age Group	46.9%	54.2%	66.3%	71.9%	73.2%	75.3%	63.0%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Kuensel * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Kuensel	1 News	Count	50	137	74	43	19	5	328
		% within Age Group	38.5%	38.7%	26.5%	19.2%	15.0%	6.5%	27.5%
	2 Learn about issues	Count	12	17	7	4	4	1	45
		% within Age Group	9.2%	4.8%	2.5%	1.8%	3.1%	1.3%	3.8%
	3 Entertainment	Count	1	2	2	0	0	0	5
		% within Age Group	.8%	.6%	.7%	.0%	.0%	.0%	.4%
	6 Advertising	Count	3	2	3	0	0	0	8
		% within Age Group	2.3%	.6%	1.1%	.0%	.0%	.0%	.7%
	7 others specify	Count	0	1	0	1	0	1	3
		% within Age Group	.0%	.3%	.0%	.4%	.0%	1.3%	.3%
	Not available	Count	64	195	193	176	104	70	802
		% within Age Group	49.2%	55.1%	69.2%	78.6%	81.9%	90.9%	67.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 AG Main Reason Bhutan Observer * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Bhutan Observer	1 News	Count	27	82	42	17	11	1	180
		% within Age Group	20.8%	23.2%	15.1%	7.6%	8.7%	1.3%	15.1%
	2 Learn about issues	Count	8	16	11	6	2	0	43
		% within Age Group	6.2%	4.5%	3.9%	2.7%	1.6%	.0%	3.6%
	3 Entertainment	Count	1	0	2	0	0	0	3
		% within Age Group	.8%	.0%	.7%	.0%	.0%	.0%	.3%
	6 Advertising	Count	1	1	3	2	0	0	7
		% within Age Group	.8%	.3%	1.1%	.9%	.0%	.0%	.6%
	Not available	Count	93	255	221	199	114	76	958
		% within Age Group	71.5%	72.0%	79.2%	88.8%	89.8%	98.7%	80.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 AG Main Reason Bhutan Times * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Main Reason Bhutan Times	1 News	Count	29	88	41	24	11	1	194
		% within Age Group	22.3%	24.9%	14.7%	10.7%	8.7%	1.3%	16.3%
	2 Learn about issues	Count	10	14	10	2	1	0	37
		% within Age Group	7.7%	4.0%	3.6%	.9%	.8%	.0%	3.1%
	3 Entertainment	Count	1	2	3	0	0	0	6
		% within Age Group	.8%	.6%	1.1%	.0%	.0%	.0%	.5%
	5 Work or homework	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	6 Advertising	Count	2	3	4	0	0	0	9
		% within Age Group	1.5%	.8%	1.4%	.0%	.0%	.0%	.8%
	7 others specify	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	Not available	Count	88	244	221	198	115	76	942
		% within Age Group	67.7%	68.9%	79.2%	88.4%	90.6%	98.7%	79.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D. Media Use by Type of Area

D1 A Media Available BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available BBS Radio	1 Available, use	Count	429	289	718
		% within Type of Area	72.2%	48.4%	60.3%
	2 Availabe, Don't use	Count	91	193	284
		% within Type of Area	15.3%	32.3%	23.8%
	3 Not available	Count	74	115	189
		% within Type of Area	12.5%	19.3%	15.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Kuzoo Radio	1 Available, use	Count	252	243	495
		% within Type of Area	42.4%	40.7%	41.6%
	2 Availabe, Don't use	Count	99	161	260
		% within Type of Area	16.7%	27.0%	21.8%
	3 Not available	Count	243	193	436
		% within Type of Area	40.9%	32.3%	36.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Radio Valley * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Radio Valley	1 Available, use	Count	11	14	25
		% within Type of Area	1.9%	2.3%	2.1%
	2 Availabe, Don't use	Count	43	68	111
		% within Type of Area	7.2%	11.4%	9.3%
	3 Not available	Count	540	515	1055
		% within Type of Area	90.9%	86.3%	88.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Centennial Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Centennial Radio	1 Available, use	Count	2	10	12
		% within Type of Area	.3%	1.7%	1.0%
	2 Availabe, Don't use	Count	38	66	104
		% within Type of Area	6.4%	11.1%	8.7%
	3 Not available	Count	554	521	1075
		% within Type of Area	93.3%	87.3%	90.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available International Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available International Radio	1 Available, use	Count	35	67	102
		% within Type of Area	5.9%	11.2%	8.6%
	2 Availabe, Don't use	Count	205	245	450
		% within Type of Area	34.5%	41.0%	37.8%
	3 Not available	Count	354	285	639
		% within Type of Area	59.6%	47.7%	53.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available BBS TV	1 Available, use	Count	147	495	642
		% within Type of Area	24.7%	82.9%	53.9%
	2 Availabe, Don't use	Count	50	43	93
		% within Type of Area	8.4%	7.2%	7.8%
	3 Not available	Count	397	59	456
		% within Type of Area	66.8%	9.9%	38.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Domestic cable stations * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Domestic cable stations	1 Available, use	Count	22	78	100
		% within Type of Area	3.7%	13.1%	8.4%
	2 Availabe, Don't use	Count	20	68	88
		% within Type of Area	3.4%	11.4%	7.4%
	3 Not available	Count	552	451	1003
		% within Type of Area	92.9%	75.5%	84.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Foreign TV	1 Available, use	Count	90	268	358
		% within Type of Area	15.2%	44.9%	30.1%
	2 Availabe, Don't use	Count	40	72	112
		% within Type of Area	6.7%	12.1%	9.4%
	3 Not available	Count	464	257	721
		% within Type of Area	78.1%	43.0%	60.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Mobile Phone * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Mobile Phone	1 Available, use	Count	354	543	897
		% within Type of Area	59.6%	91.0%	75.3%
	2 Availabe, Don't use	Count	37	17	54
		% within Type of Area	6.2%	2.8%	4.5%
	3 Not available	Count	203	37	240
		% within Type of Area	34.2%	6.2%	20.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Internet	1 Available, use	Count	12	83	95
		% within Type of Area	2.0%	13.9%	8.0%
	2 Availabe, Don't use	Count	22	91	113
		% within Type of Area	3.7%	15.2%	9.5%
	3 Not available	Count	560	423	983
		% within Type of Area	94.3%	70.9%	82.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Books * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Books	1 Available, use	Count	58	155	213
		% within Type of Area	9.8%	26.0%	17.9%
	2 Availabe, Don't use	Count	65	152	217
		% within Type of Area	10.9%	25.5%	18.2%
	3 Not available	Count	471	290	761
		% within Type of Area	79.3%	48.6%	63.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Computer/Video Games * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Computer/Video Games	1 Available, use	Count	7	55	62
		% within Type of Area	1.2%	9.2%	5.2%
	2 Availabe, Don't use	Count	43	148	191
		% within Type of Area	7.2%	24.8%	16.0%
	3 Not available	Count	544	394	938
		% within Type of Area	91.6%	66.0%	78.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Music tapes/CD's / MP3 Player * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	54	149	203
		% within Type of Area	9.1%	25.0%	17.0%
	2 Availabe, Don't use	Count	44	125	169
		% within Type of Area	7.4%	20.9%	14.2%
	3 Not available	Count	496	323	819
		% within Type of Area	83.5%	54.1%	68.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available VCR/VCD/DVD * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available VCR/VCD/DVD	1 Available, use	Count	36	114	150
		% within Type of Area	6.1%	19.1%	12.6%
	2 Availabe, Don't use	Count	42	139	181
		% within Type of Area	7.1%	23.3%	15.2%
	3 Not available	Count	516	344	860
		% within Type of Area	86.9%	57.6%	72.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Cinema * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Cinema	1 Available, use	Count	194	297	491
		% within Type of Area	32.7%	49.7%	41.2%
	2 Availabe, Don't use	Count	70	116	186
		% within Type of Area	11.8%	19.4%	15.6%
	3 Not available	Count	330	184	514
		% within Type of Area	55.6%	30.8%	43.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Kuensel * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Kuensel	1 Available, use	Count	122	291	413
		% within Type of Area	20.5%	48.7%	34.7%
	2 Availabe, Don't use	Count	119	140	259
		% within Type of Area	20.0%	23.5%	21.7%
	3 Not available	Count	353	166	519
		% within Type of Area	59.4%	27.8%	43.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Bhutan Observer * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Bhutan Observer	1 Available, use	Count	57	192	249
		% within Type of Area	9.6%	32.2%	20.9%
	2 Availabe, Don't use	Count	154	189	343
		% within Type of Area	25.9%	31.7%	28.8%
	3 Not available	Count	383	216	599
		% within Type of Area	64.5%	36.2%	50.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D1 A Media Available Bhutan Times * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Available Bhutan Times	1 Available, use	Count	55	204	259
		% within Type of Area	9.3%	34.2%	21.7%
	2 Availabe, Don't use	Count	148	178	326
		% within Type of Area	24.9%	29.8%	27.4%
	3 Not available	Count	391	215	606
		% within Type of Area	65.8%	36.0%	50.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D2 A Hours BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours BBS Radio	.00	Count	239	379	618
		% within Type of Area	40.2%	63.5%	51.9%
	.10	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	.15	Count	5	7	12
		% within Type of Area	.8%	1.2%	1.0%
	.20	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	.25	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.30	Count	42	40	82
		% within Type of Area	7.1%	6.7%	6.9%
	.40	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.50	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	1.00	Count	91	64	155
		% within Type of Area	15.3%	10.7%	13.0%
	1.15	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%

D2 A Hours BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours BBS Radio	1.20	Count	2	2	4
		% within Type of Area	.3%	.3%	.3%
	1.30	Count	11	4	15
		% within Type of Area	1.9%	.7%	1.3%
	1.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.50	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	83	40	123
		% within Type of Area	14.0%	6.7%	10.3%
	2.15	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	2.30	Count	6	2	8
		% within Type of Area	1.0%	.3%	.7%
	3.00	Count	55	13	68
		% within Type of Area	9.3%	2.2%	5.7%
	3.30	Count	6	2	8
		% within Type of Area	1.0%	.3%	.7%
	4.00	Count	30	8	38
		% within Type of Area	5.1%	1.3%	3.2%
	4.30	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	5.00	Count	9	4	13
		% within Type of Area	1.5%	.7%	1.1%
	5.30	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	6.00	Count	4	5	9
		% within Type of Area	.7%	.8%	.8%
	7.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	8.00	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	9.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	10.00	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Kuzoo Radio	.00	Count	397	432	829
		% within Type of Area	66.8%	72.4%	69.6%
	.05	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.10	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%

D2 A Hours Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Kuzoo Radio	.15	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	.20	Count	2	7	9
		% within Type of Area	.3%	1.2%	.8%
	.30	Count	8	16	24
		% within Type of Area	1.3%	2.7%	2.0%
	.50	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	1.00	Count	38	26	64
		% within Type of Area	6.4%	4.4%	5.4%
	1.15	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	1.30	Count	4	5	9
		% within Type of Area	.7%	.8%	.8%
	1.50	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	43	36	79
		% within Type of Area	7.2%	6.0%	6.6%
	2.15	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	2.30	Count	3	1	4
		% within Type of Area	.5%	.2%	.3%
	3.00	Count	35	19	54
		% within Type of Area	5.9%	3.2%	4.5%
	3.30	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4.00	Count	21	8	29
		% within Type of Area	3.5%	1.3%	2.4%
	4.30	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	5.00	Count	14	2	16
		% within Type of Area	2.4%	.3%	1.3%
	5.30	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	6.00	Count	8	3	11
		% within Type of Area	1.3%	.5%	.9%
	7.00	Count	4	3	7
		% within Type of Area	.7%	.5%	.6%
	8.00	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	9.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	10.00	Count	2	2	4
		% within Type of Area	.3%	.3%	.3%
	11.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	12.00	Count	5	9	14
		% within Type of Area	.8%	1.5%	1.2%

D2 A Hours Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Kuzoo Radio	15.00	Count	2	0	2
		% within Type of Area	.3%	.0%	.2%
	24.00	Count	0	9	9
		% within Type of Area	.0%	1.5%	.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Radio Valley * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Radio Valley	.00	Count	583	585	1168
		% within Type of Area	98.1%	98.0%	98.1%
	.15	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.30	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	1.00	Count	6	3	9
		% within Type of Area	1.0%	.5%	.8%
	2.00	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3.00	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	4.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
24.00	Count	0	1	1	
	% within Type of Area	.0%	.2%	.1%	
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Centennial Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Centennial Radio	.00	Count	592	592	1184
		% within Type of Area	99.7%	99.2%	99.4%
	.10	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3.00	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	4.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
24.00	Count	0	1	1	
	% within Type of Area	.0%	.2%	.1%	
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours International Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours International Radio	.00	Count	569	544	1113
		% within Type of Area	95.8%	91.1%	93.5%
	.10	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.15	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	.20	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.25	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.30	Count	5	16	21
		% within Type of Area	.8%	2.7%	1.8%
	.35	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	10	15	25
		% within Type of Area	1.7%	2.5%	2.1%
	1.30	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	2.00	Count	4	10	14
		% within Type of Area	.7%	1.7%	1.2%
	3.00	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	5.00	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	6.00	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours BBS TV	.00	Count	468	155	623
		% within Type of Area	78.8%	26.0%	52.3%
	.10	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	.15	Count	2	17	19
		% within Type of Area	.3%	2.8%	1.6%
	.20	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	.25	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.30	Count	19	59	78
		% within Type of Area	3.2%	9.9%	6.5%
	.35	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%

D2 A Hours BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours BBS TV	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	34	114	148
		% within Type of Area	5.7%	19.1%	12.4%
	1.15	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	1.20	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.30	Count	4	25	29
		% within Type of Area	.7%	4.2%	2.4%
	1.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	24	85	109
		% within Type of Area	4.0%	14.2%	9.2%
	2.30	Count	1	11	12
		% within Type of Area	.2%	1.8%	1.0%
	2.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3.00	Count	25	56	81
		% within Type of Area	4.2%	9.4%	6.8%
	3.20	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3.30	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	4.00	Count	6	25	31
		% within Type of Area	1.0%	4.2%	2.6%
	5.00	Count	3	12	15
		% within Type of Area	.5%	2.0%	1.3%
	5.30	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	6.00	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	7.00	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	8.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	9.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	11.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Domestic cable stations * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Domestic cable stations	.00	Count	571	538	1109
		% within Type of Area	96.1%	90.1%	93.1%
	.20	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.30	Count	2	11	13
		% within Type of Area	.3%	1.8%	1.1%
	.35	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.50	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	8	18	26
		% within Type of Area	1.3%	3.0%	2.2%
	1.30	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	2.00	Count	6	9	15
		% within Type of Area	1.0%	1.5%	1.3%
	2.30	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3.00	Count	2	7	9
		% within Type of Area	.3%	1.2%	.8%
	4.00	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	5.00	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	7.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Foreign TV	.00	Count	517	380	897
		% within Type of Area	87.0%	63.7%	75.3%
	.10	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.15	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	.20	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.30	Count	7	19	26
		% within Type of Area	1.2%	3.2%	2.2%
	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	12	41	53
		% within Type of Area	2.0%	6.9%	4.5%
	1.30	Count	3	19	22
		% within Type of Area	.5%	3.2%	1.8%
	2.00	Count	24	34	58
		% within Type of Area	4.0%	5.7%	4.9%
	2.15	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.30	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	2.35	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3.00	Count	10	37	47
		% within Type of Area	1.7%	6.2%	3.9%
	3.20	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3.30	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	4.00	Count	6	22	28
		% within Type of Area	1.0%	3.7%	2.4%
	4.30	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5.00	Count	6	11	17
		% within Type of Area	1.0%	1.8%	1.4%
	5.30	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	6.00	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	7.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	8.00	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	10.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	12.00	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Mobile Phone * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Mobile Phone	.00	Count	273	96	369
		% within Type of Area	46.0%	16.1%	31.0%
	.03	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	.04	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.05	Count	8	15	23
		% within Type of Area	1.3%	2.5%	1.9%
	.06	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	.07	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.08	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.09	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.10	Count	38	56	94
		% within Type of Area	6.4%	9.4%	7.9%
	.12	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	.13	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.14	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.15	Count	48	65	113
		% within Type of Area	8.1%	10.9%	9.5%
	.16	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	.17	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.18	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	.20	Count	37	37	74
		% within Type of Area	6.2%	6.2%	6.2%
	.25	Count	6	6	12
		% within Type of Area	1.0%	1.0%	1.0%
	.30	Count	68	108	176
		% within Type of Area	11.4%	18.1%	14.8%
	.35	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.39	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	.40	Count	2	13	15
		% within Type of Area	.3%	2.2%	1.3%
	.45	Count	1	7	8
		% within Type of Area	.2%	1.2%	.7%
	.50	Count	18	29	47
		% within Type of Area	3.0%	4.9%	3.9%
	1.00	Count	35	68	103
		% within Type of Area	5.9%	11.4%	8.6%

D2 A Hours Mobile Phone * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Mobile Phone	1.05	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.15	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.20	Count	2	0	2
		% within Type of Area	.3%	.0%	.2%
	1.30	Count	4	12	16
		% within Type of Area	.7%	2.0%	1.3%
	2.00	Count	17	31	48
		% within Type of Area	2.9%	5.2%	4.0%
	2.30	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	3.00	Count	9	17	26
		% within Type of Area	1.5%	2.8%	2.2%
	3.50	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	4.00	Count	7	3	10
		% within Type of Area	1.2%	.5%	.8%
	5.00	Count	5	7	12
		% within Type of Area	.8%	1.2%	1.0%
	6.00	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	7.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	8.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Internet	.00	Count	586	540	1126
		% within Type of Area	98.7%	90.5%	94.5%
	.10	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	.15	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.20	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.30	Count	1	18	19
		% within Type of Area	.2%	3.0%	1.6%
	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	5	12	17
		% within Type of Area	.8%	2.0%	1.4%
	1.30	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	2.00	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	2.20	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.30	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	3.00	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	4.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Books * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Books	.00	Count	560	486	1046
		% within Type of Area	94.3%	81.4%	87.8%
	.10	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.13	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.15	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	.16	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.20	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	.25	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.30	Count	9	18	27
		% within Type of Area	1.5%	3.0%	2.3%
	.40	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	.45	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.50	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	1.00	Count	12	37	49
		% within Type of Area	2.0%	6.2%	4.1%
	1.20	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	1.30	Count	2	6	8
		% within Type of Area	.3%	1.0%	.7%
	2.00	Count	6	23	29
		% within Type of Area	1.0%	3.9%	2.4%
	2.30	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	3.00	Count	0	6	6
		% within Type of Area	.0%	1.0%	.5%
	4.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5.00	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Computer/Video Games * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Computer/Video Games	.00	Count	586	561	1147
		% within Type of Area	98.7%	94.0%	96.3%
	.10	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.15	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.20	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	.30	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	.50	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	4	17	21
		% within Type of Area	.7%	2.8%	1.8%
	1.30	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	3.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours Music tapes/CD's/MP3 player * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours Music tapes/CD's/MP3 player	.00	Count	564	508	1072
		% within Type of Area	94.9%	85.1%	90.0%
	.10	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	.15	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	.20	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.25	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.30	Count	8	18	26
		% within Type of Area	1.3%	3.0%	2.2%
	.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	11	23	34
		% within Type of Area	1.9%	3.9%	2.9%
	1.30	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	2.00	Count	4	25	29
		% within Type of Area	.7%	4.2%	2.4%
	3.00	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	4.00	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	5.40	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	6.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	10.00	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Hours VCR/VCD/DVD * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Hours VCR/VCD/DVD	.00	Count	578	542	1120
		% within Type of Area	97.3%	90.8%	94.0%
	.10	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.20	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	.30	Count	4	5	9
		% within Type of Area	.7%	.8%	.8%
	.45	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	.60	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.00	Count	5	16	21
		% within Type of Area	.8%	2.7%	1.8%
	1.30	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	1.50	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2.00	Count	4	15	19
		% within Type of Area	.7%	2.5%	1.6%
	2.30	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	3.00	Count	2	9	11
		% within Type of Area	.3%	1.5%	.9%
	5.00	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Number of times Cinema * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Number of times Cinema	0	Count	463	369	832
		% within Type of Area	77.9%	61.8%	69.9%
	1	Count	103	147	250
		% within Type of Area	17.3%	24.6%	21.0%
	2	Count	23	66	89
		% within Type of Area	3.9%	11.1%	7.5%
	3	Count	4	9	13
		% within Type of Area	.7%	1.5%	1.1%
	4	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	5	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Number of times Kuensel * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Number of times Kuensel	0	Count	484	311	795
		% within Type of Area	81.5%	52.1%	66.8%
	1	Count	40	67	107
		% within Type of Area	6.7%	11.2%	9.0%
	2	Count	65	210	275
		% within Type of Area	10.9%	35.2%	23.1%
	3	Count	4	6	10
		% within Type of Area	.7%	1.0%	.8%
	4	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Number of times Bhutan Observer * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Number of times Bhutan Observer	0	Count	544	423	967
		% within Type of Area	91.6%	70.9%	81.2%
	1	Count	42	133	175
		% within Type of Area	7.1%	22.3%	14.7%
	2	Count	8	41	49
		% within Type of Area	1.3%	6.9%	4.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D2 A Number of times Bhutan Times * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Number of times Bhutan Times	0	Count	541	401	942
		% within Type of Area	91.1%	67.2%	79.1%
	1	Count	36	117	153
		% within Type of Area	6.1%	19.6%	12.8%
	2	Count	17	79	96
		% within Type of Area	2.9%	13.2%	8.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

D3 A Main Reason BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason BBS Radio	1 News	Count	360	228	588
		% within Type of Area	60.6%	38.2%	49.4%
	2 Learn about issues	Count	26	11	37
		% within Type of Area	4.4%	1.8%	3.1%
	3 Entertainment	Count	26	35	61
		% within Type of Area	4.4%	5.9%	5.1%
	5 Work or homework	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	6 Advertising	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	7 others specify	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	Not available	Count	180	321	501
		% within Type of Area	30.3%	53.8%	42.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Kuzoo Radio	1 News	Count	14	10	24
		% within Type of Area	2.4%	1.7%	2.0%
	2 Learn about issues	Count	16	11	27
		% within Type of Area	2.7%	1.8%	2.3%
	3 Entertainment	Count	214	212	426
		% within Type of Area	36.0%	35.5%	35.8%
	4 Communication	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	5 Work or homework	Count	2	0	2
		% within Type of Area	.3%	.0%	.2%
	Not available	Count	347	363	710
		% within Type of Area	58.4%	60.8%	59.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Radio Valley * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Radio Valley	1 News	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	2 Learn about issues	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3 Entertainment	Count	12	10	22
		% within Type of Area	2.0%	1.7%	1.8%
	Not available	Count	580	586	1166
		% within Type of Area	97.6%	98.2%	97.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Centennial Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Centennial Radio	3 Entertainment	Count	2	6	8
		% within Type of Area	.3%	1.0%	.7%
	6 Advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Not available	Count	592	590	1182
		% within Type of Area	99.7%	98.8%	99.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason International Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason International Radio	1 News	Count	13	45	58
		% within Type of Area	2.2%	7.5%	4.9%
	2 Learn about issues	Count	2	8	10
		% within Type of Area	.3%	1.3%	.8%
	3 Entertainment	Count	17	10	27
		% within Type of Area	2.9%	1.7%	2.3%
	5 Work or homework	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	Not available	Count	562	532	1094
		% within Type of Area	94.6%	89.1%	91.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason BBS TV	1 News	Count	93	355	448
		% within Type of Area	15.7%	59.5%	37.6%
	2 Learn about issues	Count	19	35	54
		% within Type of Area	3.2%	5.9%	4.5%
	3 Entertainment	Count	20	72	92
		% within Type of Area	3.4%	12.1%	7.7%
	4 Communication	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 Work or homework	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	6 Advertising	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	7 others specify	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	Not available	Count	459	128	587
		% within Type of Area	77.3%	21.4%	49.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Domestic cable stations * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Domestic cable stations	1 News	Count	8	9	17
		% within Type of Area	1.3%	1.5%	1.4%
	2 Learn about issues	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	3 Entertainment	Count	13	52	65
		% within Type of Area	2.2%	8.7%	5.5%
	4 Communication	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	6 Advertising	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	7 others specify	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	Not available	Count	571	526	1097
		% within Type of Area	96.1%	88.1%	92.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Foreign TV	1 News	Count	10	18	28
		% within Type of Area	1.7%	3.0%	2.4%
	2 Learn about issues	Count	8	31	39
		% within Type of Area	1.3%	5.2%	3.3%
	3 Entertainment	Count	63	196	259
		% within Type of Area	10.6%	32.8%	21.7%
	4 Communication	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	5 Work or homework	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	6 Advertising	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	Not available	Count	510	344	854
		% within Type of Area	85.9%	57.6%	71.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Mobile phone * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Mobile phone	1 News	Count	4	6	10
		% within Type of Area	.7%	1.0%	.8%
	2 Learn about issues	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3 Entertainment	Count	2	10	12
		% within Type of Area	.3%	1.7%	1.0%
	4 Communication	Count	324	461	785
		% within Type of Area	54.5%	77.2%	65.9%
Total	5 Work or homework	Count	7	15	22
		% within Type of Area	1.2%	2.5%	1.8%
	7 others specify	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	Not available	Count	256	102	358
		% within Type of Area	43.1%	17.1%	30.1%
		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Internet	1 News	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	2 Learn about issues	Count	1	28	29
		% within Type of Area	.2%	4.7%	2.4%
	3 Entertainment	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	4 Communication	Count	2	23	25
		% within Type of Area	.3%	3.9%	2.1%
Total	5 Work or homework	Count	2	13	15
		% within Type of Area	.3%	2.2%	1.3%
	6 Advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7 others specify	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	Not available	Count	583	521	1104
		% within Type of Area	98.1%	87.3%	92.7%
Total			594	597	1191
			100.0%	100.0%	100.0%

D3 A Main Reason Books * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Books	1 News	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	2 Learn about issues	Count	39	91	130
		% within Type of Area	6.6%	15.2%	10.9%
	3 Entertainment	Count	5	21	26
		% within Type of Area	.8%	3.5%	2.2%
	5 Work or homework	Count	2	9	11
		% within Type of Area	.3%	1.5%	.9%
Total	6 Advertising	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	7 others specify	Count	4	7	11
		% within Type of Area	.7%	1.2%	.9%
	Not available	Count	542	465	1007
		% within Type of Area	91.2%	77.9%	84.6%
		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Cinema * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Cinema	1 News	Count	5	9	14
		% within Type of Area	.8%	1.5%	1.2%
	2 Learn about issues	Count	3	3	6
		% within Type of Area	.5%	.5%	.5%
	3 Entertainment	Count	164	249	413
		% within Type of Area	27.6%	41.7%	34.7%
	4 Communication	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
Total	6 Advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	7 others specify	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Not available	Count	420	330	750
		% within Type of Area	70.7%	55.3%	63.0%
		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Kuensel * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Kuensel	1 News	Count	91	237	328
		% within Type of Area	15.3%	39.7%	27.5%
	2 Learn about issues	Count	17	28	45
		% within Type of Area	2.9%	4.7%	3.8%
	3 Entertainment	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	6 Advertising	Count	3	5	8
		% within Type of Area	.5%	.8%	.7%
	7 others specify	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	Not available	Count	483	319	802
		% within Type of Area	81.3%	53.4%	67.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Bhutan Observer * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Bhutan Observer	1 News	Count	36	144	180
		% within Type of Area	6.1%	24.1%	15.1%
	2 Learn about issues	Count	13	30	43
		% within Type of Area	2.2%	5.0%	3.6%
	3 Entertainment	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	6 Advertising	Count	2	5	7
		% within Type of Area	.3%	.8%	.6%
	Not available	Count	542	416	958
		% within Type of Area	91.2%	69.7%	80.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D3 A Main Reason Bhutan Times * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Main Reason Bhutan Times	1 News	Count	39	155	194
		% within Type of Area	6.6%	26.0%	16.3%
	2 Learn about issues	Count	7	30	37
		% within Type of Area	1.2%	5.0%	3.1%
	3 Entertainment	Count	0	6	6
		% within Type of Area	.0%	1.0%	.5%
	5 Work or homework	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	6 Advertising	Count	6	3	9
		% within Type of Area	1.0%	.5%	.8%
	7 others specify	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	Not available	Count	542	400	942
		% within Type of Area	91.2%	67.0%	79.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

D. Media Use by Education

D1 E Media Available BBS Radio * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available BBS Radio	1 Available, use	Count	360	53	88	98	55	2
		% within Education	64.9%	79.1%	63.3%	48.5%	49.1%	66.7%
	2 Availabe, Don't use	Count	116	8	32	54	37	1
		% within Education	20.9%	11.9%	23.0%	26.7%	33.0%	33.3%
	3 Not available	Count	79	6	19	50	20	0
		% within Education	14.2%	9.0%	13.7%	24.8%	17.9%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available BBS Radio * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available BBS Radio	1 Available, use	Count	19	30	9	4	718
		% within Education	38.8%	63.8%	81.8%	66.7%	60.3%
	2 Availabe, Don't use	Count	17	15	2	2	284
		% within Education	34.7%	31.9%	18.2%	33.3%	23.8%
	3 Not available	Count	13	2	0	0	189
		% within Education	26.5%	4.3%	.0%	.0%	15.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Kuzoo Radio * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Kuzoo Radio	1 Available, use	Count	249	28	50	80	35	1
		% within Education	44.9%	41.8%	36.0%	39.6%	31.3%	33.3%
	2 Availabe, Don't use	Count	126	13	29	44	25	0
		% within Education	22.7%	19.4%	20.9%	21.8%	22.3%	.0%
	3 Not available	Count	180	26	60	78	52	2
		% within Education	32.4%	38.8%	43.2%	38.6%	46.4%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Kuzoo Radio * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Kuzoo Radio	1 Available, use	Count	17	22	8	5	495
		% within Education	34.7%	46.8%	72.7%	83.3%	41.6%
	2 Availabe, Don't use	Count	13	8	1	1	260
		% within Education	26.5%	17.0%	9.1%	16.7%	21.8%
	3 Not available	Count	19	17	2	0	436
		% within Education	38.8%	36.2%	18.2%	.0%	36.6%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Radio Valley * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Radio Valley	1 Available, use	Count	8	0	3	4	7	0
		% within Education	1.4%	.0%	2.2%	2.0%	6.3%	.0%
	2 Availabe, Don't use	Count	50	3	12	22	12	1
		% within Education	9.0%	4.5%	8.6%	10.9%	10.7%	33.3%
	3 Not available	Count	497	64	124	176	93	2
		% within Education	89.5%	95.5%	89.2%	87.1%	83.0%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Radio Valley * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Radio Valley	1 Available, use	Count	3	0	0	0	25
		% within Education	6.1%	.0%	.0%	.0%	2.1%
	2 Availabe, Don't use	Count	6	5	0	0	111
		% within Education	12.2%	10.6%	.0%	.0%	9.3%
	3 Not available	Count	40	42	11	6	1055
		% within Education	81.6%	89.4%	100.0%	100.0%	88.6%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Centennial Radio * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Centennial Radio	1 Available, use	Count	1	0	1	2	7	0
		% within Education	.2%	.0%	.7%	1.0%	6.3%	.0%
	2 Availabe, Don't use	Count	49	3	11	21	10	0
		% within Education	8.8%	4.5%	7.9%	10.4%	8.9%	.0%
	3 Not available	Count	505	64	127	179	95	3
		% within Education	91.0%	95.5%	91.4%	88.6%	84.8%	100.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 E Media Available Centennial Radio * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Centennial Radio	1 Available, use	Count	1	0	0	0	12
		% within Education	2.0%	.0%	.0%	.0%	1.0%
	2 Availabe, Don't use	Count	6	4	0	0	104
		% within Education	12.2%	8.5%	.0%	.0%	8.7%
	3 Not available	Count	42	43	11	6	1075
		% within Education	85.7%	91.5%	100.0%	100.0%	90.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available International Radio * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available International Radio	1 Available, use	Count	13	2	18	28	27	1
		% within Education	2.3%	3.0%	12.9%	13.9%	24.1%	33.3%
	2 Availabe, Don't use	Count	237	21	47	66	35	1
		% within Education	42.7%	31.3%	33.8%	32.7%	31.3%	33.3%
	3 Not available	Count	305	44	74	108	50	1
		% within Education	55.0%	65.7%	53.2%	53.5%	44.6%	33.3%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 E Media Available International Radio * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available International Radio	1 Available, use	Count	6	4	2	1	102
		% within Education	12.2%	8.5%	18.2%	16.7%	8.6%
	2 Availabe, Don't use	Count	17	18	5	3	450
		% within Education	34.7%	38.3%	45.5%	50.0%	37.8%
	3 Not available	Count	26	25	4	2	639
		% within Education	53.1%	53.2%	36.4%	33.3%	53.7%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available BBS TV * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available BBS TV	1 Available, use	Count	206	33	80	152	89	3
		% within Education	37.1%	49.3%	57.6%	75.2%	79.5%	100.0%
	2 Availabe, Don't use	Count	61	4	13	8	2	0
		% within Education	11.0%	6.0%	9.4%	4.0%	1.8%	.0%
	3 Not available	Count	288	30	46	42	21	0
		% within Education	51.9%	44.8%	33.1%	20.8%	18.8%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available BBS TV * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available BBS TV	1 Available, use	Count	44	26	4	5	642
		% within Education	89.8%	55.3%	36.4%	83.3%	53.9%
	2 Availabe, Don't use	Count	2	3	0	0	93
		% within Education	4.1%	6.4%	.0%	.0%	7.8%
	3 Not available	Count	3	18	7	1	456
		% within Education	6.1%	38.3%	63.6%	16.7%	38.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Domestic cable stations * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Domestic cable stations	1 Available, use	Count	27	7	11	18	20	1
		% within Education	4.9%	10.4%	7.9%	8.9%	17.9%	33.3%
	2 Availabe, Don't use	Count	38	3	16	14	10	1
		% within Education	6.8%	4.5%	11.5%	6.9%	8.9%	33.3%
	3 Not available	Count	490	57	112	170	82	1
		% within Education	88.3%	85.1%	80.6%	84.2%	73.2%	33.3%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Domestic cable stations * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Domestic cable stations	1 Available, use	Count	9	5	2	0	100
		% within Education	18.4%	10.6%	18.2%	.0%	8.4%
	2 Availabe, Don't use	Count	4	2	0	0	88
		% within Education	8.2%	4.3%	.0%	.0%	7.4%
	3 Not available	Count	36	40	9	6	1003
		% within Education	73.5%	85.1%	81.8%	100.0%	84.2%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Foreign TV * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Foreign TV	1 Available, use	Count	101	19	38	103	52	2
		% within Education	18.2%	28.4%	27.3%	51.0%	46.4%	66.7%
	2 Availabe, Don't use	Count	59	9	20	12	3	1
		% within Education	10.6%	13.4%	14.4%	5.9%	2.7%	33.3%
	3 Not available	Count	395	39	81	87	57	0
		% within Education	71.2%	58.2%	58.3%	43.1%	50.9%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Foreign TV * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Foreign TV	1 Available, use	Count	27	11	1	4	358
		% within Education	55.1%	23.4%	9.1%	66.7%	30.1%
	2 Availabe, Don't use	Count	2	6	0	0	112
		% within Education	4.1%	12.8%	.0%	.0%	9.4%
	3 Not available	Count	20	30	10	2	721
		% within Education	40.8%	63.8%	90.9%	33.3%	60.5%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Mobile Phone * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Mobile Phone	1 Available, use	Count	352	50	115	180	101	3
		% within Education	63.4%	74.6%	82.7%	89.1%	90.2%	100.0%
	2 Availabe, Don't use	Count	40	1	5	3	2	0
		% within Education	7.2%	1.5%	3.6%	1.5%	1.8%	.0%
	3 Not available	Count	163	16	19	19	9	0
		% within Education	29.4%	23.9%	13.7%	9.4%	8.0%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 E Media Available Mobile Phone * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Mobile Phone	1 Available, use	Count	46	37	7	6	897
		% within Education	93.9%	78.7%	63.6%	100.0%	75.3%
	2 Availabe, Don't use	Count	1	1	1	0	54
		% within Education	2.0%	2.1%	9.1%	.0%	4.5%
	3 Not available	Count	2	9	3	0	240
		% within Education	4.1%	19.1%	27.3%	.0%	20.2%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Internet * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Internet	1 Available, use	Count	1	0	4	29	31	0
		% within Education	.2%	.0%	2.9%	14.4%	27.7%	.0%
	2 Availabe, Don't use	Count	45	4	15	22	18	0
		% within Education	8.1%	6.0%	10.8%	10.9%	16.1%	.0%
	3 Not available	Count	509	63	120	151	63	3
		% within Education	91.7%	94.0%	86.3%	74.8%	56.3%	100.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Internet * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Internet	1 Available, use	Count	26	3	1	0	95
		% within Education	53.1%	6.4%	9.1%	.0%	8.0%
	2 Availabe, Don't use	Count	6	3	0	0	113
		% within Education	12.2%	6.4%	.0%	.0%	9.5%
	3 Not available	Count	17	41	10	6	983
		% within Education	34.7%	87.2%	90.9%	100.0%	82.5%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Books * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Books	1 Available, use	Count	17	9	23	66	47	2
		% within Education	3.1%	13.4%	16.5%	32.7%	42.0%	66.7%
	2 Availabe, Don't use	Count	95	8	29	51	21	1
		% within Education	17.1%	11.9%	20.9%	25.2%	18.8%	33.3%
	3 Not available	Count	443	50	87	85	44	0
		% within Education	79.8%	74.6%	62.6%	42.1%	39.3%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Books * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Books	1 Available, use	Count	34	10	4	1	213
		% within Education	69.4%	21.3%	36.4%	16.7%	17.9%
	2 Availabe, Don't use	Count	3	9	0	0	217
		% within Education	6.1%	19.1%	.0%	.0%	18.2%
	3 Not available	Count	12	28	7	5	761
		% within Education	24.5%	59.6%	63.6%	83.3%	63.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Computer/Video Games * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Computer/Video Games	1 Available, use	Count	2	0	7	19	18	1
		% within Education	.4%	.0%	5.0%	9.4%	16.1%	33.3%
	2 Availabe, Don't use	Count	58	7	27	47	28	1
		% within Education	10.5%	10.4%	19.4%	23.3%	25.0%	33.3%
	3 Not available	Count	495	60	105	136	66	1
		% within Education	89.2%	89.6%	75.5%	67.3%	58.9%	33.3%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Computer/Video Games * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Computer/Video Games	1 Available, use	Count	15	0	0	0	62
		% within Education	30.6%	.0%	.0%	.0%	5.2%
	2 Availabe, Don't use	Count	15	7	1	0	191
		% within Education	30.6%	14.9%	9.1%	.0%	16.0%
	3 Not available	Count	19	40	10	6	938
		% within Education	38.8%	85.1%	90.9%	100.0%	78.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Music tapes/CD's / MP3 Player * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	37	10	22	60	40	1
		% within Education	6.7%	14.9%	15.8%	29.7%	35.7%	33.3%
	2 Availabe, Don't use	Count	68	7	23	35	20	1
		% within Education	12.3%	10.4%	16.5%	17.3%	17.9%	33.3%
	3 Not available	Count	450	50	94	107	52	1
		% within Education	81.1%	74.6%	67.6%	53.0%	46.4%	33.3%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Music tapes/CD's / MP3 Player * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	27	4	1	1	203
		% within Education	55.1%	8.5%	9.1%	16.7%	17.0%
	2 Availabe, Don't use	Count	8	7	0	0	169
		% within Education	16.3%	14.9%	.0%	.0%	14.2%
	3 Not available	Count	14	36	10	5	819
		% within Education	28.6%	76.6%	90.9%	83.3%	68.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available VCR/VCD/DVD * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available VCR/VCD/DVD	1 Available, use	Count	27	8	17	38	34	2
		% within Education	4.9%	11.9%	12.2%	18.8%	30.4%	66.7%
	2 Availabe, Don't use	Count	69	7	26	39	19	1
		% within Education	12.4%	10.4%	18.7%	19.3%	17.0%	33.3%
	3 Not available	Count	459	52	96	125	59	0
		% within Education	82.7%	77.6%	69.1%	61.9%	52.7%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available VCR/VCD/DVD * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available VCR/VCD/DVD	1 Available, use	Count	20	1	1	2	150
		% within Education	40.8%	2.1%	9.1%	33.3%	12.6%
	2 Availabe, Don't use	Count	12	8	0	0	181
		% within Education	24.5%	17.0%	.0%	.0%	15.2%
	3 Not available	Count	17	38	10	4	860
		% within Education	34.7%	80.9%	90.9%	66.7%	72.2%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Cinema * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Cinema	1 Available, use	Count	204	28	58	102	51	0
		% within Education	36.8%	41.8%	41.7%	50.5%	45.5%	.0%
	2 Availabe, Don't use	Count	95	10	21	24	15	1
		% within Education	17.1%	14.9%	15.1%	11.9%	13.4%	33.3%
	3 Not available	Count	256	29	60	76	46	2
		% within Education	46.1%	43.3%	43.2%	37.6%	41.1%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Cinema * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Cinema	1 Available, use	Count	17	21	7	3	491
		% within Education	34.7%	44.7%	63.6%	50.0%	41.2%
	2 Availabe, Don't use	Count	12	6	0	2	186
		% within Education	24.5%	12.8%	.0%	33.3%	15.6%
	3 Not available	Count	20	20	4	1	514
		% within Education	40.8%	42.6%	36.4%	16.7%	43.2%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Kuensel * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Kuensel	1 Available, use	Count	38	23	59	146	84	1
		% within Education	6.8%	34.3%	42.4%	72.3%	75.0%	33.3%
	2 Availabe, Don't use	Count	190	20	29	7	3	0
		% within Education	34.2%	29.9%	20.9%	3.5%	2.7%	.0%
	3 Not available	Count	327	24	51	49	25	2
		% within Education	58.9%	35.8%	36.7%	24.3%	22.3%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Kuensel * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Kuensel	1 Available, use	Count	37	19	4	2	413
		% within Education	75.5%	40.4%	36.4%	33.3%	34.7%
	2 Availabe, Don't use	Count	0	7	1	2	259
		% within Education	.0%	14.9%	9.1%	33.3%	21.7%
	3 Not available	Count	12	21	6	2	519
		% within Education	24.5%	44.7%	54.5%	33.3%	43.6%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Bhutan Observer * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Bhutan Observer	1 Available, use	Count	21	7	25	99	56	1
		% within Education	3.8%	10.4%	18.0%	49.0%	50.0%	33.3%
	2 Availabe, Don't use	Count	197	27	46	31	18	0
		% within Education	35.5%	40.3%	33.1%	15.3%	16.1%	.0%
	3 Not available	Count	337	33	68	72	38	2
		% within Education	60.7%	49.3%	48.9%	35.6%	33.9%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Bhutan Observer * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Bhutan Observer	1 Available, use	Count	27	9	3	1	249
		% within Education	55.1%	19.1%	27.3%	16.7%	20.9%
	2 Availabe, Don't use	Count	6	13	2	3	343
		% within Education	12.2%	27.7%	18.2%	50.0%	28.8%
	3 Not available	Count	16	25	6	2	599
		% within Education	32.7%	53.2%	54.5%	33.3%	50.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Bhutan Times * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media Available Bhutan Times	1 Available, use	Count	16	4	28	104	67	2
		% within Education	2.9%	6.0%	20.1%	51.5%	59.8%	66.7%
	2 Availabe, Don't use	Count	195	28	42	28	8	0
		% within Education	35.1%	41.8%	30.2%	13.9%	7.1%	.0%
	3 Not available	Count	344	35	69	70	37	1
		% within Education	62.0%	52.2%	49.6%	34.7%	33.0%	33.3%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 E Media Available Bhutan Times * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media Available Bhutan Times	1 Available, use	Count	34	2	2	0	259
		% within Education	69.4%	4.3%	18.2%	.0%	21.7%
	2 Availabe, Don't use	Count	3	15	3	4	326
		% within Education	6.1%	31.9%	27.3%	66.7%	27.4%
	3 Not available	Count	12	30	6	2	606
		% within Education	24.5%	63.8%	54.5%	33.3%	50.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason BBS Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason BBS Radio	1 News	Count	293	36	73	87	45	1	19
		% within Education	52.8%	53.7%	52.5%	43.1%	40.2%	33.3%	38.8%
	2 Learn about issues	Count	21	4	6	1	1	0	0
		% within Education	3.8%	6.0%	4.3%	.5%	.9%	.0%	.0%
	3 Entertainment	Count	37	8	4	6	3	0	0
		% within Education	6.7%	11.9%	2.9%	3.0%	2.7%	.0%	.0%
	5 Work or homework	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	7 others specify	Count	1	0	1	0	0	0	0
		% within Education	.2%	.0%	.7%	.0%	.0%	.0%	.0%
	Not available	Count	202	19	55	108	62	2	30
		% within Education	36.4%	28.4%	39.6%	53.5%	55.4%	66.7%	61.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason BBS Radio * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason BBS Radio	1 News	Count	23	7	4	588
		% within Education	48.9%	63.6%	66.7%	49.4%
	2 Learn about issues	Count	4	0	0	37
		% within Education	8.5%	.0%	.0%	3.1%
	3 Entertainment	Count	2	1	0	61
		% within Education	4.3%	9.1%	.0%	5.1%
	5 Work or homework	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 others specify	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	18	3	2	501
		% within Education	38.3%	27.3%	33.3%	42.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Kuzoo Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Kuzoo Radio	1 News	Count	11	1	2	6	2	0	0
		% within Education	2.0%	1.5%	1.4%	3.0%	1.8%	.0%	.0%
	2 Learn about issues	Count	14	2	2	5	2	0	0
		% within Education	2.5%	3.0%	1.4%	2.5%	1.8%	.0%	.0%
	3 Entertainment	Count	216	24	46	63	28	1	18
		% within Education	38.9%	35.8%	33.1%	31.2%	25.0%	33.3%	36.7%
	4 Communication	Count	1	0	0	1	0	0	0
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	.0%
	5 Work or homework	Count	1	1	0	0	0	0	0
		% within Education	.2%	1.5%	.0%	.0%	.0%	.0%	.0%
	Not available	Count	312	39	89	127	80	2	31
		% within Education	56.2%	58.2%	64.0%	62.9%	71.4%	66.7%	63.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Kuzoo Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Kuzoo Radio	1 News	Count	2	0	0	24
		% within Education	4.3%	.0%	.0%	2.0%
	2 Learn about issues	Count	2	0	0	27
		% within Education	4.3%	.0%	.0%	2.3%
	3 Entertainment	Count	18	7	5	426
		% within Education	38.3%	63.6%	83.3%	35.8%
	4 Communication	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	5 Work or homework	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	25	4	1	710
		% within Education	53.2%	36.4%	16.7%	59.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Radio Valley * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Main Reason Radio Valley	1 News	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	2 Learn about issues	Count	1	0	0	1	0	0	0
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	.0%
	3 Entertainment	Count	6	0	3	3	5	1	4
		% within Education	1.1%	.0%	2.2%	1.5%	4.5%	33.3%	8.2%
	Not available	Count	547	67	136	198	107	2	45
		% within Education	98.6%	100.0%	97.8%	98.0%	95.5%	66.7%	91.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Radio Valley * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Radio Valley	1 News	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	2 Learn about issues	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	3 Entertainment	Count	0	0	0	22
		% within Education	.0%	.0%	.0%	1.8%
	Not available	Count	47	11	6	1166
		% within Education	100.0%	100.0%	100.0%	97.9%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Centennial Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Main Reason Centennial Radio	3 Entertainment	Count	1	0	1	1	4	0	1
		% within Education	.2%	.0%	.7%	.5%	3.6%	.0%	2.0%
	6 Advertising	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Not available	Count	554	67	138	200	108	3	48
		% within Education	99.8%	100.0%	99.3%	99.0%	96.4%	100.0%	98.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Centennial Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Centennial Radio	3 Entertainment	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	6 Advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Not available	Count	47	11	6	1182
		% within Education	100.0%	100.0%	100.0%	99.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason International Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Main Reason International Radio	1 News	Count	6	1	9	17	17	0	4
		% within Education	1.1%	1.5%	6.5%	8.4%	15.2%	.0%	8.2%
	2 Learn about issues	Count	0	0	1	3	5	0	0
		% within Education	.0%	.0%	.7%	1.5%	4.5%	.0%	.0%
	3 Entertainment	Count	5	0	7	8	5	0	1
		% within Education	.9%	.0%	5.0%	4.0%	4.5%	.0%	2.0%
	5 Work or homework	Count	0	1	0	0	0	0	1
		% within Education	.0%	1.5%	.0%	.0%	.0%	.0%	2.0%
	Not available	Count	544	65	122	174	85	3	43
		% within Education	98.0%	97.0%	87.8%	86.1%	75.9%	100.0%	87.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason International Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason International Radio	1 News	Count	2	1	1	58
		% within Education	4.3%	9.1%	16.7%	4.9%
	2 Learn about issues	Count	1	0	0	10
		% within Education	2.1%	.0%	.0%	.8%
	3 Entertainment	Count	1	0	0	27
		% within Education	2.1%	.0%	.0%	2.3%
	5 Work or homework	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	43	10	5	1094
		% within Education	91.5%	90.9%	83.3%	91.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason BBS TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason BBS TV	1 News	Count	141	22	50	106	69	1	38
		% within Education	25.4%	32.8%	36.0%	52.5%	61.6%	33.3%	77.6%
	2 Learn about issues	Count	17	1	10	11	7	0	5
		% within Education	3.1%	1.5%	7.2%	5.4%	6.3%	.0%	10.2%
	3 Entertainment	Count	40	3	16	22	6	0	1
		% within Education	7.2%	4.5%	11.5%	10.9%	5.4%	.0%	2.0%
	4 Communication	Count	0	1	0	0	0	0	0
		% within Education	.0%	1.5%	.0%	.0%	.0%	.0%	.0%
	5 Work or homework	Count	0	1	0	0	0	0	0
		% within Education	.0%	1.5%	.0%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	0	1	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%
	7 others specify	Count	1	0	1	3	2	0	0
		% within Education	.2%	.0%	.7%	1.5%	1.8%	.0%	.0%
	Not available	Count	356	39	61	60	28	2	5
		% within Education	64.1%	58.2%	43.9%	29.7%	25.0%	66.7%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason BBS TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason BBS TV	1 News	Count	16	3	2	448
		% within Education	34.0%	27.3%	33.3%	37.6%
	2 Learn about issues	Count	1	0	2	54
		% within Education	2.1%	.0%	33.3%	4.5%
	3 Entertainment	Count	2	1	1	92
		% within Education	4.3%	9.1%	16.7%	7.7%
	4 Communication	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 Work or homework	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 others specify	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	Not available	Count	28	7	1	587
		% within Education	59.6%	63.6%	16.7%	49.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Domestic cable stations * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Domestic cable stations	1 News	Count	1	0	2	3	10	0	1
		% within Education	.2%	.0%	1.4%	1.5%	8.9%	.0%	2.0%
	2 Learn about issues	Count	0	2	1	2	1	0	0
		% within Education	.0%	3.0%	.7%	1.0%	.9%	.0%	.0%
	3 Entertainment	Count	26	2	8	12	9	0	4
		% within Education	4.7%	3.0%	5.8%	5.9%	8.0%	.0%	8.2%
	4 Communication	Count	1	0	0	1	0	0	0
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	.0%
	6 Advertising	Count	0	0	0	1	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	.0%
	7 others specify	Count	0	0	0	0	0	0	2
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	4.1%
	Not available	Count	527	63	128	183	91	3	42
		% within Education	95.0%	94.0%	92.1%	90.6%	81.3%	100.0%	85.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Domestic cable stations * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Domestic cable stations	1 News	Count	0	0	0	17
		% within Education	.0%	.0%	.0%	1.4%
	2 Learn about issues	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	3 Entertainment	Count	2	1	1	65
		% within Education	4.3%	9.1%	16.7%	5.5%
	4 Communication	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	6 Advertising	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	7 others specify	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	45	10	5	1097
		% within Education	95.7%	90.9%	83.3%	92.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Foreign TV	1 News	Count	3	0	4	10	6	1	4
		% within Education	.5%	.0%	2.9%	5.0%	5.4%	33.3%	8.2%
	2 Learn about issues	Count	12	2	5	8	5	0	5
		% within Education	2.2%	3.0%	3.6%	4.0%	4.5%	.0%	10.2%
	3 Entertainment	Count	79	13	28	75	34	1	17
		% within Education	14.2%	19.4%	20.1%	37.1%	30.4%	33.3%	34.7%
	4 Communication	Count	2	0	1	1	2	0	0
		% within Education	.4%	.0%	.7%	.5%	1.8%	.0%	.0%
	5 Work or homework	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	6 Advertising	Count	1	0	0	1	2	0	0
		% within Education	.2%	.0%	.0%	.5%	1.8%	.0%	.0%
	Not available	Count	458	52	101	106	63	1	23
		% within Education	82.5%	77.6%	72.7%	52.5%	56.3%	33.3%	46.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Foreign TV	1 News	Count	0	0	0	28
		% within Education	.0%	.0%	.0%	2.4%
	2 Learn about issues	Count	2	0	0	39
		% within Education	4.3%	.0%	.0%	3.3%
	3 Entertainment	Count	9	0	3	259
		% within Education	19.1%	.0%	50.0%	21.7%
	4 Communication	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	5 Work or homework	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	Not available	Count	36	11	3	854
		% within Education	76.6%	100.0%	50.0%	71.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Mobile phone * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Mobile phone	1 News	Count	5	0	1	1	2	0	0
		% within Education	.9%	.0%	.7%	.5%	1.8%	.0%	.0%
	2 Learn about issues	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	3 Entertainment	Count	7	0	0	1	4	0	0
		% within Education	1.3%	.0%	.0%	.5%	3.6%	.0%	.0%
	4 Communication	Count	302	46	106	162	85	2	42
		% within Education	54.4%	68.7%	76.3%	80.2%	75.9%	66.7%	85.7%
	5 Work or homework	Count	8	0	2	4	5	0	2
		% within Education	1.4%	.0%	1.4%	2.0%	4.5%	.0%	4.1%
	7 others specify	Count	2	0	0	0	0	0	1
		% within Education	.4%	.0%	.0%	.0%	.0%	.0%	2.0%
	Not available	Count	231	21	30	34	15	1	4
		% within Education	41.6%	31.3%	21.6%	16.8%	13.4%	33.3%	8.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Mobile phone * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Mobile phone	1 News	Count	1	0	0	10
		% within Education	2.1%	.0%	.0%	.8%
	2 Learn about issues	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	3 Entertainment	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	4 Communication	Count	30	6	4	785
		% within Education	63.8%	54.5%	66.7%	65.9%
	5 Work or homework	Count	1	0	0	22
		% within Education	2.1%	.0%	.0%	1.8%
	7 others specify	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	Not available	Count	15	5	2	358
		% within Education	31.9%	45.5%	33.3%	30.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Internet	1 News	Count	0	0	0	2	5	0	3
		% within Education	.0%	.0%	.0%	1.0%	4.5%	.0%	6.1%
	2 Learn about issues	Count	0	0	0	10	9	0	9
		% within Education	.0%	.0%	.0%	5.0%	8.0%	.0%	18.4%
	3 Entertainment	Count	0	0	0	2	1	0	2
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%	4.1%
	4 Communication	Count	1	0	3	10	8	0	3
		% within Education	.2%	.0%	2.2%	5.0%	7.1%	.0%	6.1%
	5 Work or homework	Count	0	0	1	2	4	0	7
		% within Education	.0%	.0%	.7%	1.0%	3.6%	.0%	14.3%
	6 Advertising	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	7 others specify	Count	0	0	0	0	1	0	1
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	2.0%
	Not available	Count	554	67	135	176	83	3	24
		% within Education	99.8%	100.0%	97.1%	87.1%	74.1%	100.0%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Internet * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Internet	1 News	Count	0	0	0	10
		% within Education	.0%	.0%	.0%	.8%
	2 Learn about issues	Count	0	1	0	29
		% within Education	.0%	9.1%	.0%	2.4%
	3 Entertainment	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	4 Communication	Count	0	0	0	25
		% within Education	.0%	.0%	.0%	2.1%
	5 Work or homework	Count	1	0	0	15
		% within Education	2.1%	.0%	.0%	1.3%
	6 Advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 others specify	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	46	10	6	1104
		% within Education	97.9%	90.9%	100.0%	92.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Books * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Books	1 News	Count	0	0	0	2	1	0	1
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%	2.0%
	2 Learn about issues	Count	13	6	16	39	24	1	23
		% within Education	2.3%	9.0%	11.5%	19.3%	21.4%	33.3%	46.9%
	3 Entertainment	Count	1	0	2	7	11	0	5
		% within Education	.2%	.0%	1.4%	3.5%	9.8%	.0%	10.2%
	5 Work or homework	Count	0	0	2	3	2	0	4
		% within Education	.0%	.0%	1.4%	1.5%	1.8%	.0%	8.2%
	6 Advertising	Count	0	0	1	1	0	0	0
		% within Education	.0%	.0%	.7%	.5%	.0%	.0%	.0%
	7 others specify	Count	1	0	0	4	1	0	1
		% within Education	.2%	.0%	.0%	2.0%	.9%	.0%	2.0%
	Not available	Count	540	61	118	146	73	2	15
		% within Education	97.3%	91.0%	84.9%	72.3%	65.2%	66.7%	30.6%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Books * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Books	1 News	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	2 Learn about issues	Count	4	3	1	130
		% within Education	8.5%	27.3%	16.7%	10.9%
	3 Entertainment	Count	0	0	0	26
		% within Education	.0%	.0%	.0%	2.2%
	5 Work or homework	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	6 Advertising	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	7 others specify	Count	4	0	0	11
		% within Education	8.5%	.0%	.0%	.9%
	Not available	Count	39	8	5	1007
		% within Education	83.0%	72.7%	83.3%	84.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Cinema * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Cinema	1 News	Count	4	1	0	7	0	0	1
		% within Education	.7%	1.5%	.0%	3.5%	.0%	.0%	2.0%
	2 Learn about issues	Count	1	0	2	1	1	0	0
		% within Education	.2%	.0%	1.4%	.5%	.9%	.0%	.0%
	3 Entertainment	Count	175	21	46	81	50	0	18
		% within Education	31.5%	31.3%	33.1%	40.1%	44.6%	.0%	36.7%
	4 Communication	Count	4	0	0	1	0	0	0
		% within Education	.7%	.0%	.0%	.5%	.0%	.0%	.0%
	6 Advertising	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	7 others specify	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Not available	Count	371	45	91	110	61	3	30
		% within Education	66.8%	67.2%	65.5%	54.5%	54.5%	100.0%	61.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Cinema * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Cinema	1 News	Count	1	0	0	14
		% within Education	2.1%	.0%	.0%	1.2%
	2 Learn about issues	Count	1	0	0	6
		% within Education	2.1%	.0%	.0%	.5%
	3 Entertainment	Count	12	7	3	413
		% within Education	25.5%	63.6%	50.0%	34.7%
	4 Communication	Count	1	0	0	6
		% within Education	2.1%	.0%	.0%	.5%
	6 Advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	7 others specify	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Not available	Count	32	4	3	750
		% within Education	68.1%	36.4%	50.0%	63.0%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Kuensel * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Kuensel	1 News	Count	24	16	47	117	68	1	34
		% within Education	4.3%	23.9%	33.8%	57.9%	60.7%	33.3%	69.4%
	2 Learn about issues	Count	5	2	5	17	10	0	4
		% within Education	.9%	3.0%	3.6%	8.4%	8.9%	.0%	8.2%
	3 Entertainment	Count	0	0	0	1	3	0	1
		% within Education	.0%	.0%	.0%	.5%	2.7%	.0%	2.0%
	6 Advertising	Count	0	0	0	5	2	0	1
		% within Education	.0%	.0%	.0%	2.5%	1.8%	.0%	2.0%
	7 others specify	Count	0	0	0	0	2	0	1
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%	2.0%
	Not available	Count	526	49	87	62	27	2	8
		% within Education	94.8%	73.1%	62.6%	30.7%	24.1%	66.7%	16.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 E Main Reason Kuensel * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Kuensel	1 News	Count	16	3	2	328
		% within Education	34.0%	27.3%	33.3%	27.5%
	2 Learn about issues	Count	1	1	0	45
		% within Education	2.1%	9.1%	.0%	3.8%
	3 Entertainment	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	6 Advertising	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	7 others specify	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	Not available	Count	30	7	4	802
		% within Education	63.8%	63.6%	66.7%	67.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Bhutan Observer * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Main Reason Bhutan Observer	1 News	Count	15	1	19	76	38	1	21
		% within Education	2.7%	1.5%	13.7%	37.6%	33.9%	33.3%	42.9%
	2 Learn about issues	Count	3	3	3	16	10	0	7
		% within Education	.5%	4.5%	2.2%	7.9%	8.9%	.0%	14.3%
	3 Entertainment	Count	0	0	0	0	3	0	0
		% within Education	.0%	.0%	.0%	.0%	2.7%	.0%	.0%
	6 Advertising	Count	0	0	0	3	4	0	0
		% within Education	.0%	.0%	.0%	1.5%	3.6%	.0%	.0%
	Not available	Count	537	63	117	107	57	2	21
		% within Education	96.8%	94.0%	84.2%	53.0%	50.9%	66.7%	42.9%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Bhutan Observer * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Main Reason Bhutan Observer	1 News	Count	6	2	1	180
		% within Education	12.8%	18.2%	16.7%	15.1%
	2 Learn about issues	Count	1	0	0	43
		% within Education	2.1%	.0%	.0%	3.6%
	3 Entertainment	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	6 Advertising	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	Not available	Count	40	9	5	958
		% within Education	85.1%	81.8%	83.3%	80.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Bhutan Times * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Main Reason Bhutan Times	1 News	Count	13	2	21	80	44	1	31
		% within Education	2.3%	3.0%	15.1%	39.6%	39.3%	33.3%	63.3%
	2 Learn about issues	Count	2	0	3	14	13	0	5
		% within Education	.4%	.0%	2.2%	6.9%	11.6%	.0%	10.2%
	3 Entertainment	Count	0	0	0	2	4	0	0
		% within Education	.0%	.0%	.0%	1.0%	3.6%	.0%	.0%
	5 Work or homework	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	6 Advertising	Count	0	0	0	4	4	0	1
		% within Education	.0%	.0%	.0%	2.0%	3.6%	.0%	2.0%
	7 others specify	Count	0	0	0	0	1	0	1
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	2.0%
	Not available	Count	540	65	115	101	46	2	11
		% within Education	97.3%	97.0%	82.7%	50.0%	41.1%	66.7%	22.4%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 E Main Reason Bhutan Times * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Main Reason Bhutan Times	1 News	Count	0	2	0	194
		% within Education	.0%	18.2%	.0%	16.3%
	2 Learn about issues	Count	0	0	0	37
		% within Education	.0%	.0%	.0%	3.1%
	3 Entertainment	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	5 Work or homework	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	6 Advertising	Count	0	0	0	9
		% within Education	.0%	.0%	.0%	.8%
	7 others specify	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Not available	Count	47	9	6	942
		% within Education	100.0%	81.8%	100.0%	79.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

D. Media Use by Gender

D1 G Media Available BBS Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available BBS Radio	1 Available, use	Count	372	346	718
		% within Gender	59.5%	61.1%	60.3%
	2 Availabe, Don't use	Count	158	126	284
		% within Gender	25.3%	22.3%	23.8%
	3 Not available	Count	95	94	189
		% within Gender	15.2%	16.6%	15.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Kuzoo Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Kuzoo Radio	1 Available, use	Count	283	212	495
		% within Gender	45.3%	37.5%	41.6%
	2 Availabe, Don't use	Count	159	101	260
		% within Gender	25.4%	17.8%	21.8%
	3 Not available	Count	183	253	436
		% within Gender	29.3%	44.7%	36.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Radio Valley * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Radio Valley	1 Available, use	Count	13	12	25
		% within Gender	2.1%	2.1%	2.1%
	2 Availabe, Don't use	Count	59	52	111
		% within Gender	9.4%	9.2%	9.3%
	3 Not available	Count	553	502	1055
		% within Gender	88.5%	88.7%	88.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Centennial Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Centennial Radio	1 Available, use	Count	6	6	12
		% within Gender	1.0%	1.1%	1.0%
	2 Availabe, Don't use	Count	61	43	104
		% within Gender	9.8%	7.6%	8.7%
	3 Not available	Count	558	517	1075
		% within Gender	89.3%	91.3%	90.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available International Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available International Radio	1 Available, use	Count	37	65	102
		% within Gender	5.9%	11.5%	8.6%
	2 Availabe, Don't use	Count	281	169	450
		% within Gender	45.0%	29.9%	37.8%
	3 Not available	Count	307	332	639
		% within Gender	49.1%	58.7%	53.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available BBS TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available BBS TV	1 Available, use	Count	343	299	642
		% within Gender	54.9%	52.8%	53.9%
	2 Availabe, Don't use	Count	45	48	93
		% within Gender	7.2%	8.5%	7.8%
	3 Not available	Count	237	219	456
		% within Gender	37.9%	38.7%	38.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Domestic cable stations * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Domestic cable stations	1 Available, use	Count	44	56	100
		% within Gender	7.0%	9.9%	8.4%
	2 Availabe, Don't use	Count	48	40	88
		% within Gender	7.7%	7.1%	7.4%
	3 Not available	Count	533	470	1003
		% within Gender	85.3%	83.0%	84.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Foreign TV	1 Available, use	Count	203	155	358
		% within Gender	32.5%	27.4%	30.1%
	2 Availabe, Don't use	Count	59	53	112
		% within Gender	9.4%	9.4%	9.4%
	3 Not available	Count	363	358	721
		% within Gender	58.1%	63.3%	60.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Mobile Phone * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Mobile Phone	1 Available, use	Count	467	430	897
		% within Gender	74.7%	76.0%	75.3%
	2 Availabe, Don't use	Count	30	24	54
		% within Gender	4.8%	4.2%	4.5%
	3 Not available	Count	128	112	240
		% within Gender	20.5%	19.8%	20.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Internet	1 Available, use	Count	42	53	95
		% within Gender	6.7%	9.4%	8.0%
	2 Availabe, Don't use	Count	55	58	113
		% within Gender	8.8%	10.2%	9.5%
	3 Not available	Count	528	455	983
		% within Gender	84.5%	80.4%	82.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Books * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Books	1 Available, use	Count	89	124	213
		% within Gender	14.2%	21.9%	17.9%
	2 Availabe, Don't use	Count	124	93	217
		% within Gender	19.8%	16.4%	18.2%
	3 Not available	Count	412	349	761
		% within Gender	65.9%	61.7%	63.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Computer/Video Games * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Computer/Video Games	1 Available, use	Count	33	29	62
		% within Gender	5.3%	5.1%	5.2%
	2 Availabe, Don't use	Count	96	95	191
		% within Gender	15.4%	16.8%	16.0%
	3 Not available	Count	496	442	938
		% within Gender	79.4%	78.1%	78.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Music tapes/CD's / MP3 Player * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	109	94	203
		% within Gender	17.4%	16.6%	17.0%
	2 Availabe, Don't use	Count	88	81	169
		% within Gender	14.1%	14.3%	14.2%
	3 Not available	Count	428	391	819
		% within Gender	68.5%	69.1%	68.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available VCR/VCD/DVD * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available VCR/VCD/DVD	1 Available, use	Count	80	70	150
		% within Gender	12.8%	12.4%	12.6%
	2 Availabe, Don't use	Count	93	88	181
		% within Gender	14.9%	15.5%	15.2%
	3 Not available	Count	452	408	860
		% within Gender	72.3%	72.1%	72.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Cinema * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Cinema	1 Available, use	Count	284	207	491
		% within Gender	45.4%	36.6%	41.2%
	2 Availabe, Don't use	Count	102	84	186
		% within Gender	16.3%	14.8%	15.6%
	3 Not available	Count	239	275	514
		% within Gender	38.2%	48.6%	43.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Kuensel * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Kuensel	1 Available, use	Count	175	238	413
		% within Gender	28.0%	42.0%	34.7%
	2 Availabe, Don't use	Count	176	83	259
		% within Gender	28.2%	14.7%	21.7%
	3 Not available	Count	274	245	519
		% within Gender	43.8%	43.3%	43.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Bhutan Observer * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Bhutan Observer	1 Available, use	Count	115	134	249
		% within Gender	18.4%	23.7%	20.9%
	2 Availabe, Don't use	Count	208	135	343
		% within Gender	33.3%	23.9%	28.8%
	3 Not available	Count	302	297	599
		% within Gender	48.3%	52.5%	50.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D1 G Media Available Bhutan Times * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Available Bhutan Times	1 Available, use	Count	120	139	259
		% within Gender	19.2%	24.6%	21.7%
	2 Availabe, Don't use	Count	204	122	326
		% within Gender	32.6%	21.6%	27.4%
	3 Not available	Count	301	305	606
		% within Gender	48.2%	53.9%	50.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D3 G Main Reason BBS Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason BBS Radio	1 News	Count	301	287	588
		% within Gender	48.2%	50.7%	49.4%
	2 Learn about issues	Count	13	24	37
		% within Gender	2.1%	4.2%	3.1%
	3 Entertainment	Count	45	16	61
		% within Gender	7.2%	2.8%	5.1%
	5 Work or homework	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	6 Advertising	Count	0	1	1
		% within Gender	.0%	.2%	.1%
7 others specify	Count	0	2	2	
	% within Gender	.0%	.4%	.2%	
Not available	Count	265	236	501	
	% within Gender	42.4%	41.7%	42.1%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D3 G Main Reason Kuzoo Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Kuzoo Radio	1 News	Count	6	18	24
		% within Gender	1.0%	3.2%	2.0%
	2 Learn about issues	Count	13	14	27
		% within Gender	2.1%	2.5%	2.3%
	3 Entertainment	Count	256	170	426
		% within Gender	41.0%	30.0%	35.8%
	4 Communication	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	5 Work or homework	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	Not available	Count	349	361	710
		% within Gender	55.8%	63.8%	59.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Radio Valley * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Radio Valley	1 News	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	2 Learn about issues	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	3 Entertainment	Count	9	13	22
		% within Gender	1.4%	2.3%	1.8%
	Not available	Count	614	552	1166
		% within Gender	98.2%	97.5%	97.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Centennial Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Centennial Radio	3 Entertainment	Count	3	5	8
		% within Gender	.5%	.9%	.7%
	6 Advertising	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Not available	Count	621	561	1182
		% within Gender	99.4%	99.1%	99.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason International Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason International Radio	1 News	Count	24	34	58
		% within Gender	3.8%	6.0%	4.9%
	2 Learn about issues	Count	5	5	10
		% within Gender	.8%	.9%	.8%
	3 Entertainment	Count	12	15	27
		% within Gender	1.9%	2.7%	2.3%
	5 Work or homework	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	Not available	Count	582	512	1094
		% within Gender	93.1%	90.5%	91.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason BBS TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason BBS TV	1 News	Count	241	207	448
		% within Gender	38.6%	36.6%	37.6%
	2 Learn about issues	Count	27	27	54
		% within Gender	4.3%	4.8%	4.5%
	3 Entertainment	Count	54	38	92
		% within Gender	8.6%	6.7%	7.7%
	4 Communication	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	5 Work or homework	Count	0	1	1
	% within Gender	.0%	.2%	.1%	
6 Advertising	Count	0	1	1	
	% within Gender	.0%	.2%	.1%	
7 others specify	Count	2	5	7	
	% within Gender	.3%	.9%	.6%	
Not available	Count	300	287	587	
	% within Gender	48.0%	50.7%	49.3%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

D3 G Main Reason Domestic cable stations * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Domestic cable stations	1 News	Count	7	10	17
		% within Gender	1.1%	1.8%	1.4%
	2 Learn about issues	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	3 Entertainment	Count	28	37	65
		% within Gender	4.5%	6.5%	5.5%
	4 Communication	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	6 Advertising	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	7 others specify	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	Not available	Count	584	513	1097
		% within Gender	93.4%	90.6%	92.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Foreign TV	1 News	Count	11	17	28
		% within Gender	1.8%	3.0%	2.4%
	2 Learn about issues	Count	20	19	39
		% within Gender	3.2%	3.4%	3.3%
	3 Entertainment	Count	157	102	259
		% within Gender	25.1%	18.0%	21.7%
	4 Communication	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	5 Work or homework	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	6 Advertising	Count	3	1	4
		% within Gender	.5%	.2%	.3%
	Not available	Count	431	423	854
		% within Gender	69.0%	74.7%	71.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Mobile phone * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Mobile phone	1 News	Count	4	6	10
		% within Gender	.6%	1.1%	.8%
	2 Learn about issues	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	3 Entertainment	Count	8	4	12
		% within Gender	1.3%	.7%	1.0%
	4 Communication	Count	410	375	785
		% within Gender	65.6%	66.3%	65.9%
Total	5 Work or homework	Count	4	18	22
		% within Gender	.6%	3.2%	1.8%
	7 others specify	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	Not available	Count	197	161	358
		% within Gender	31.5%	28.4%	30.1%
		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Internet	1 News	Count	5	5	10
		% within Gender	.8%	.9%	.8%
	2 Learn about issues	Count	13	16	29
		% within Gender	2.1%	2.8%	2.4%
	3 Entertainment	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	4 Communication	Count	12	13	25
		% within Gender	1.9%	2.3%	2.1%
Total	5 Work or homework	Count	4	11	15
		% within Gender	.6%	1.9%	1.3%
	6 Advertising	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	7 others specify	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	Not available	Count	588	516	1104
		% within Gender	94.1%	91.2%	92.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Books * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Books	1 News	Count	1	3	4
		% within Gender	.2%	.5%	.3%
	2 Learn about issues	Count	56	74	130
		% within Gender	9.0%	13.1%	10.9%
	3 Entertainment	Count	13	13	26
		% within Gender	2.1%	2.3%	2.2%
	5 Work or homework	Count	2	9	11
		% within Gender	.3%	1.6%	.9%
Total	6 Advertising	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	7 others specify	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	Not available	Count	547	460	1007
		% within Gender	87.5%	81.3%	84.6%
		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Cinema * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Cinema	1 News	Count	9	5	14
		% within Gender	1.4%	.9%	1.2%
	2 Learn about issues	Count	1	5	6
		% within Gender	.2%	.9%	.5%
	3 Entertainment	Count	239	174	413
		% within Gender	38.2%	30.7%	34.7%
	4 Communication	Count	2	4	6
		% within Gender	.3%	.7%	.5%
Total	6 Advertising	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	7 others specify	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Not available	Count	372	378	750
		% within Gender	59.5%	66.8%	63.0%
		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Kuensel * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Kuensel	1 News	Count	144	184	328
		% within Gender	23.0%	32.5%	27.5%
	2 Learn about issues	Count	18	27	45
		% within Gender	2.9%	4.8%	3.8%
	3 Entertainment	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	6 Advertising	Count	3	5	8
		% within Gender	.5%	.9%	.7%
	7 others specify	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	Not available	Count	456	346	802
		% within Gender	73.0%	61.1%	67.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Bhutan Observer * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Bhutan Observer	1 News	Count	89	91	180
		% within Gender	14.2%	16.1%	15.1%
	2 Learn about issues	Count	14	29	43
		% within Gender	2.2%	5.1%	3.6%
	3 Entertainment	Count	3	0	3
		% within Gender	.5%	.0%	.3%
	6 Advertising	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	Not available	Count	515	443	958
		% within Gender	82.4%	78.3%	80.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D3 G Main Reason Bhutan Times * Gender Crosstabulation

			Gender		Total
			Female	Male	
Main Reason Bhutan Times	1 News	Count	92	102	194
		% within Gender	14.7%	18.0%	16.3%
	2 Learn about issues	Count	17	20	37
		% within Gender	2.7%	3.5%	3.1%
	3 Entertainment	Count	5	1	6
		% within Gender	.8%	.2%	.5%
	5 Work or homework	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	6 Advertising	Count	4	5	9
		% within Gender	.6%	.9%	.8%
	7 others specify	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	Not available	Count	504	438	942
		% within Gender	80.6%	77.4%	79.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

D2 Media Use hours and minutes used yesterday

Frequency Table

BBS Radio Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	724	60.8	60.8	60.8
	30 - 59 minutes	8	.7	.7	61.5
	between 1 - 3 hours	310	26.0	26.0	87.5
	more than 3 hours	149	12.5	12.5	100.0
	Total	1191	100.0	100.0	

Kuzoo Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	869	73.0	73.0	73.0
	30 - 59 minutes	2	.2	.2	73.1
	Between 1- 3 hours	159	13.4	13.4	86.5
	More than 3 hours	161	13.5	13.5	100.0
	Total	1191	100.0	100.0	

Radio Valley Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1175	98.7	98.7	98.7
	Between 1 - 3 hours	11	.9	.9	99.6
	More than 3 hours	5	.4	.4	100.0
	Total	1191	100.0	100.0	

Centennial Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1185	99.5	99.5	99.5
	30 - 59 minutes	1	.1	.1	99.6
	Between 1 - 3 hours	2	.2	.2	99.7
	More than 3 hours	3	.3	.3	100.0
	Total	1191	100.0	100.0	

International Hour

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1143	96.0	96.0	96.0
	30 - 59 minutes	2	.2	.2	96.1
	Between 1 - 3 hours	41	3.4	3.4	99.6
	More than 3 hours	5	.4	.4	100.0
	Total	1191	100.0	100.0	

BBSTV Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	732	61.5	61.5	61.5
	30 - 59 minutes	5	.4	.4	61.9
	Between 1 - 3 hours	304	25.5	25.5	87.4
	More than 3 hours	150	12.6	12.6	100.0
	Total	1191	100.0	100.0	

Domestic Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1124	94.4	94.4	94.4
	30 - 59 minutes	4	.3	.3	94.7
	Between 1 - 3 hours	46	3.9	3.9	98.6
	More than 3 hours	17	1.4	1.4	100.0
	Total	1191	100.0	100.0	

Foreign Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	931	78.2	78.2	78.2
	30 - 59 minutes	1	.1	.1	78.3
	Between 1 - 3 hours	144	12.1	12.1	90.3
	More than 3 hours	115	9.7	9.7	100.0
	Total	1191	100.0	100.0	

Mobile Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	887	74.5	74.5	74.5
	30 - 59 minutes	73	6.1	6.1	80.6
	Between 1 - 3 hours	174	14.6	14.6	95.2
	More than 3 hours	57	4.8	4.8	100.0
	Total	1191	100.0	100.0	

Internet Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1154	96.9	96.9	96.9
	30 - 59 minutes	2	.2	.2	97.1
	Between 1 - 3 hours	32	2.7	2.7	99.7
	More than 3 hours	3	.3	.3	100.0
	Total	1191	100.0	100.0	

Books Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1085	91.1	91.1	91.1
	30 - 59 minutes	7	.6	.6	91.7
	Between 1 - 3 hours	90	7.6	7.6	99.2
	More than 3 hours	9	.8	.8	100.0
	Total	1191	100.0	100.0	

ComputerGames Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1158	97.2	97.2	97.2
	30 - 59 minutes	1	.1	.1	97.3
	Between 1 - 3 hours	29	2.4	2.4	99.7
	More than 3 hours	3	.3	.3	100.0
	Total	1191	100.0	100.0	

Music Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1107	92.9	92.9	92.9
	30 - 59 minutes	2	.2	.2	93.1
	Between 1 - 3 hours	66	5.5	5.5	98.7
	More than 3 hours	16	1.3	1.3	100.0
	Total	1191	100.0	100.0	

CDDVD Hours

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Less than 30 minutes	1132	95.0	95.0	95.0
	30 - 59 minutes	1	.1	.1	95.1
	Between 1 - 3 hours	46	3.9	3.9	99.0
	More than 3 hours	12	1.0	1.0	100.0
	Total	1191	100.0	100.0	

D. Media Use by Income

D1 I Media Available BBS Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available BBS Radio	1 Available, use	Count	442	158	63	16	15
		% within Income	65.9%	53.6%	53.8%	40.0%	53.6%
	2 Availabe, Don't use	Count	130	89	36	14	6
		% within Income	19.4%	30.2%	30.8%	35.0%	21.4%
	3 Not available	Count	99	48	18	10	7
		% within Income	14.8%	16.3%	15.4%	25.0%	25.0%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available BBS Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available BBS Radio	1 Available, use	Count	5	19	718
		% within Income	45.5%	65.5%	60.3%
	2 Availabe, Don't use	Count	3	6	284
		% within Income	27.3%	20.7%	23.8%
	3 Not available	Count	3	4	189
		% within Income	27.3%	13.8%	15.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Kuzoo Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Kuzoo Radio	1 Available, use	Count	270	124	50	15	10
		% within Income	40.2%	42.0%	42.7%	37.5%	35.7%
	2 Availabe, Don't use	Count	132	77	29	7	8
		% within Income	19.7%	26.1%	24.8%	17.5%	28.6%
	3 Not available	Count	269	94	38	18	10
		% within Income	40.1%	31.9%	32.5%	45.0%	35.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Kuzoo Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Kuzoo Radio	1 Available, use	Count	6	20	495
		% within Income	54.5%	69.0%	41.6%
	2 Availabe, Don't use	Count	2	5	260
		% within Income	18.2%	17.2%	21.8%
	3 Not available	Count	3	4	436
		% within Income	27.3%	13.8%	36.6%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Radio Valley * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Radio Valley	1 Available, use	Count	12	3	3	2	2
		% within Income	1.8%	1.0%	2.6%	5.0%	7.1%
	2 Availabe, Don't use	Count	44	37	13	5	4
		% within Income	6.6%	12.5%	11.1%	12.5%	14.3%
	3 Not available	Count	615	255	101	33	22
		% within Income	91.7%	86.4%	86.3%	82.5%	78.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Radio Valley * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Radio Valley	1 Available, use	Count	1	2	25
		% within Income	9.1%	6.9%	2.1%
	2 Availabe, Don't use	Count	2	6	111
		% within Income	18.2%	20.7%	9.3%
	3 Not available	Count	8	21	1055
		% within Income	72.7%	72.4%	88.6%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Centennial Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Centennial Radio	1 Available, use	Count	6	0	2	1	2
		% within Income	.9%	.0%	1.7%	2.5%	7.1%
	2 Availabe, Don't use	Count	40	37	11	6	3
		% within Income	6.0%	12.5%	9.4%	15.0%	10.7%
	3 Not available	Count	625	258	104	33	23
		% within Income	93.1%	87.5%	88.9%	82.5%	82.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

D1 I Media Available Centennial Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Centennial Radio	1 Available, use	Count	0	1	12
		% within Income	.0%	3.4%	1.0%
	2 Availabe, Don't use	Count	1	6	104
		% within Income	9.1%	20.7%	8.7%
	3 Not available	Count	10	22	1075
		% within Income	90.9%	75.9%	90.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available International Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available International Radio	1 Available, use	Count	34	29	20	11	4
		% within Income	5.1%	9.8%	17.1%	27.5%	14.3%
	2 Availabe, Don't use	Count	242	123	40	12	10
		% within Income	36.1%	41.7%	34.2%	30.0%	35.7%
	3 Not available	Count	395	143	57	17	14
		% within Income	58.9%	48.5%	48.7%	42.5%	50.0%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available International Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available International Radio	1 Available, use	Count	1	3	102
		% within Income	9.1%	10.3%	8.6%
	2 Availabe, Don't use	Count	6	17	450
		% within Income	54.5%	58.6%	37.8%
	3 Not available	Count	4	9	639
		% within Income	36.4%	31.0%	53.7%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available BBS TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available BBS TV	1 Available, use	Count	252	205	93	34	22
		% within Income	37.6%	69.5%	79.5%	85.0%	78.6%
	2 Availabe, Don't use	Count	73	14	3	1	0
		% within Income	10.9%	4.7%	2.6%	2.5%	.0%
	3 Not available	Count	346	76	21	5	6
		% within Income	51.6%	25.8%	17.9%	12.5%	21.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available BBS TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available BBS TV	1 Available, use	Count	10	26	642
		% within Income	90.9%	89.7%	53.9%
	2 Availabe, Don't use	Count	0	2	93
		% within Income	.0%	6.9%	7.8%
	3 Not available	Count	1	1	456
		% within Income	9.1%	3.4%	38.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Domestic cable stations * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Domestic cable stations	1 Available, use	Count	44	31	14	6	3
		% within Income	6.6%	10.5%	12.0%	15.0%	10.7%
	2 Availabe, Don't use	Count	43	25	9	6	1
		% within Income	6.4%	8.5%	7.7%	15.0%	3.6%
	3 Not available	Count	584	239	94	28	24
		% within Income	87.0%	81.0%	80.3%	70.0%	85.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Domestic cable stations * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Domestic cable stations	1 Available, use	Count	1	1	100
		% within Income	9.1%	3.4%	8.4%
	2 Availabe, Don't use	Count	0	4	88
		% within Income	.0%	13.8%	7.4%
	3 Not available	Count	10	24	1003
		% within Income	90.9%	82.8%	84.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Foreign TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Foreign TV	1 Available, use	Count	125	115	57	19	15
		% within Income	18.6%	39.0%	48.7%	47.5%	53.6%
	2 Availabe, Don't use	Count	73	26	9	2	0
		% within Income	10.9%	8.8%	7.7%	5.0%	.0%
	3 Not available	Count	473	154	51	19	13
		% within Income	70.5%	52.2%	43.6%	47.5%	46.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Foreign TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Foreign TV	1 Available, use	Count	7	20	358
		% within Income	63.6%	69.0%	30.1%
	2 Availabe, Don't use	Count	0	2	112
		% within Income	.0%	6.9%	9.4%
	3 Not available	Count	4	7	721
		% within Income	36.4%	24.1%	60.5%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Mobile Phone * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Mobile Phone	1 Available, use	Count	446	245	108	38	24
		% within Income	66.5%	83.1%	92.3%	95.0%	85.7%
	2 Availabe, Don't use	Count	44	8	1	1	0
		% within Income	6.6%	2.7%	.9%	2.5%	.0%
	3 Not available	Count	181	42	8	1	4
		% within Income	27.0%	14.2%	6.8%	2.5%	14.3%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Mobile Phone * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Mobile Phone	1 Available, use	Count	9	27	897
		% within Income	81.8%	93.1%	75.3%
	2 Availabe, Don't use	Count	0	0	54
		% within Income	.0%	.0%	4.5%
	3 Not available	Count	2	2	240
		% within Income	18.2%	6.9%	20.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Internet * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Internet	1 Available, use	Count	8	34	26	14	6
		% within Income	1.2%	11.5%	22.2%	35.0%	21.4%
	2 Availabe, Don't use	Count	50	36	14	6	5
		% within Income	7.5%	12.2%	12.0%	15.0%	17.9%
	3 Not available	Count	613	225	77	20	17
		% within Income	91.4%	76.3%	65.8%	50.0%	60.7%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

D1 I Media Available Internet * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Internet	1 Available, use	Count	3	4	95
		% within Income	27.3%	13.8%	8.0%
	2 Availabe, Don't use	Count	0	2	113
		% within Income	.0%	6.9%	9.5%
	3 Not available	Count	8	23	983
		% within Income	72.7%	79.3%	82.5%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Books * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Books	1 Available, use	Count	81	50	34	22	11
		% within Income	12.1%	16.9%	29.1%	55.0%	39.3%
	2 Availabe, Don't use	Count	93	76	31	4	7
		% within Income	13.9%	25.8%	26.5%	10.0%	25.0%
	3 Not available	Count	497	169	52	14	10
		% within Income	74.1%	57.3%	44.4%	35.0%	35.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Books * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Books	1 Available, use	Count	4	11	213
		% within Income	36.4%	37.9%	17.9%
	2 Availabe, Don't use	Count	0	6	217
		% within Income	.0%	20.7%	18.2%
	3 Not available	Count	7	12	761
		% within Income	63.6%	41.4%	63.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Computer/Video Games * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Computer/Video Games	1 Available, use	Count	9	20	17	7	5
		% within Income	1.3%	6.8%	14.5%	17.5%	17.9%
	2 Availabe, Don't use	Count	66	59	29	14	10
		% within Income	9.8%	20.0%	24.8%	35.0%	35.7%
	3 Not available	Count	596	216	71	19	13
		% within Income	88.8%	73.2%	60.7%	47.5%	46.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Computer/Video Games * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Computer/Video Games	1 Available, use	Count	2	2	62
		% within Income	18.2%	6.9%	5.2%
	2 Availabe, Don't use	Count	2	11	191
		% within Income	18.2%	37.9%	16.0%
	3 Not available	Count	7	16	938
		% within Income	63.6%	55.2%	78.8%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Music tapes/CD's / MP3 Player * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	65	64	35	19	8
		% within Income	9.7%	21.7%	29.9%	47.5%	28.6%
	2 Availabe, Don't use	Count	70	50	26	5	9
		% within Income	10.4%	16.9%	22.2%	12.5%	32.1%
	3 Not available	Count	536	181	56	16	11
		% within Income	79.9%	61.4%	47.9%	40.0%	39.3%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Music tapes/CD's / MP3 Player * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	2	10	203
		% within Income	18.2%	34.5%	17.0%
	2 Availabe, Don't use	Count	1	8	169
		% within Income	9.1%	27.6%	14.2%
	3 Not available	Count	8	11	819
		% within Income	72.7%	37.9%	68.8%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available VCR/VCD/DVD * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available VCR/VCD/DVD	1 Available, use	Count	44	45	27	13	6
		% within Income	6.6%	15.3%	23.1%	32.5%	21.4%
	2 Availabe, Don't use	Count	70	53	26	10	11
		% within Income	10.4%	18.0%	22.2%	25.0%	39.3%
	3 Not available	Count	557	197	64	17	11
		% within Income	83.0%	66.8%	54.7%	42.5%	39.3%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available VCR/VCD/DVD * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available VCR/VCD/DVD	1 Available, use	Count	4	11	150
		% within Income	36.4%	37.9%	12.6%
	2 Availabe, Don't use	Count	1	10	181
		% within Income	9.1%	34.5%	15.2%
	3 Not available	Count	6	8	860
		% within Income	54.5%	27.6%	72.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Cinema * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Cinema	1 Available, use	Count	228	154	57	19	8
		% within Income	34.0%	52.2%	48.7%	47.5%	28.6%
	2 Availabe, Don't use	Count	104	45	23	4	5
		% within Income	15.5%	15.3%	19.7%	10.0%	17.9%
	3 Not available	Count	339	96	37	17	15
		% within Income	50.5%	32.5%	31.6%	42.5%	53.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Cinema * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Cinema	1 Available, use	Count	7	18	491
		% within Income	63.6%	62.1%	41.2%
	2 Availabe, Don't use	Count	1	4	186
		% within Income	9.1%	13.8%	15.6%
	3 Not available	Count	3	7	514
		% within Income	27.3%	24.1%	43.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Kuensel * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Kuensel	1 Available, use	Count	144	127	79	27	16
		% within Income	21.5%	43.1%	67.5%	67.5%	57.1%
	2 Availabe, Don't use	Count	150	81	14	2	4
		% within Income	22.4%	27.5%	12.0%	5.0%	14.3%
	3 Not available	Count	377	87	24	11	8
		% within Income	56.2%	29.5%	20.5%	27.5%	28.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Kuensel * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Kuensel	1 Available, use	Count	5	15	413
		% within Income	45.5%	51.7%	34.7%
	2 Availabe, Don't use	Count	3	5	259
		% within Income	27.3%	17.2%	21.7%
	3 Not available	Count	3	9	519
		% within Income	27.3%	31.0%	43.6%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Bhutan Observer * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Bhutan Observer	1 Available, use	Count	66	84	52	19	11
		% within Income	9.8%	28.5%	44.4%	47.5%	39.3%
	2 Availabe, Don't use	Count	188	104	27	7	7
		% within Income	28.0%	35.3%	23.1%	17.5%	25.0%
	3 Not available	Count	417	107	38	14	10
		% within Income	62.1%	36.3%	32.5%	35.0%	35.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Bhutan Observer * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Bhutan Observer	1 Available, use	Count	4	13	249
		% within Income	36.4%	44.8%	20.9%
	2 Availabe, Don't use	Count	4	6	343
		% within Income	36.4%	20.7%	28.8%
	3 Not available	Count	3	10	599
		% within Income	27.3%	34.5%	50.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D1 I Media Available Bhutan Times * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Available Bhutan Times	1 Available, use	Count	64	85	57	22	15
		% within Income	9.5%	28.8%	48.7%	55.0%	53.6%
	2 Availabe, Don't use	Count	182	99	24	5	5
		% within Income	27.1%	33.6%	20.5%	12.5%	17.9%
	3 Not available	Count	425	111	36	13	8
		% within Income	63.3%	37.6%	30.8%	32.5%	28.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 I Media Available Bhutan Times * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Available Bhutan Times	1 Available, use	Count	4	12	259
		% within Income	36.4%	41.4%	21.7%
	2 Availabe, Don't use	Count	4	7	326
		% within Income	36.4%	24.1%	27.4%
	3 Not available	Count	3	10	606
		% within Income	27.3%	34.5%	50.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D3 I Main Reason BBS Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason BBS Radio	1 News	Count	344	137	56	14	14	4
		% within Income	51.3%	46.4%	47.9%	35.0%	50.0%	36.4%
	2 Learn about issues	Count	30	4	2	0	0	1
		% within Income	4.5%	1.4%	1.7%	.0%	.0%	9.1%
	3 Entertainment	Count	44	12	3	1	1	0
		% within Income	6.6%	4.1%	2.6%	2.5%	3.6%	.0%
	5 Work or homework	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	7 others specify	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	Not available	Count	251	141	55	25	13	6
		% within Income	37.4%	47.8%	47.0%	62.5%	46.4%	54.5%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 I Main Reason BBS Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason BBS Radio	1 News	Count	19	588
		% within Income	65.5%	49.4%
	2 Learn about issues	Count	0	37
		% within Income	.0%	3.1%
	3 Entertainment	Count	0	61
		% within Income	.0%	5.1%
	5 Work or homework	Count	0	1
		% within Income	.0%	.1%
	6 Advertising	Count	0	1
		% within Income	.0%	.1%
	7 others specify	Count	0	2
		% within Income	.0%	.2%
	Not available	Count	10	501
		% within Income	34.5%	42.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Kuzoo Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Kuzoo Radio	1 News	Count	17	6	0	0	0	0
		% within Income	2.5%	2.0%	.0%	.0%	.0%	.0%
	2 Learn about issues	Count	20	3	2	1	0	1
		% within Income	3.0%	1.0%	1.7%	2.5%	.0%	9.1%
	3 Entertainment	Count	223	113	47	11	10	5
		% within Income	33.2%	38.3%	40.2%	27.5%	35.7%	45.5%
	4 Communication	Count	1	0	1	0	0	0
		% within Income	.1%	.0%	.9%	.0%	.0%	.0%
	5 Work or homework	Count	2	0	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%	.0%
	Not available	Count	408	173	67	28	18	5
		% within Income	60.8%	58.6%	57.3%	70.0%	64.3%	45.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Kuzoo Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Kuzoo Radio	1 News	Count	1	24
		% within Income	3.4%	2.0%
	2 Learn about issues	Count	0	27
		% within Income	.0%	2.3%
	3 Entertainment	Count	17	426
		% within Income	58.6%	35.8%
	4 Communication	Count	0	2
		% within Income	.0%	.2%
	5 Work or homework	Count	0	2
		% within Income	.0%	.2%
	Not available	Count	11	710
		% within Income	37.9%	59.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Radio Valley * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Main Reason Radio Valley	1 News	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	2 Learn about issues	Count	2	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%
	3 Entertainment	Count	9	3	4	1	2
		% within Income	1.3%	1.0%	3.4%	2.5%	7.1%
	Not available	Count	659	292	113	39	26
		% within Income	98.2%	99.0%	96.6%	97.5%	92.9%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Radio Valley * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Main Reason Radio Valley	1 News	Count	0	0	1
		% within Income	.0%	.0%	.1%
	2 Learn about issues	Count	0	0	2
		% within Income	.0%	.0%	.2%
	3 Entertainment	Count	1	2	22
		% within Income	9.1%	6.9%	1.8%
	Not available	Count	10	27	1166
		% within Income	90.9%	93.1%	97.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

D3 I Main Reason Centennial Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Centennial Radio	3 Entertainment	Count	4	0	2	0	1	0
		% within Income	.6%	.0%	1.7%	.0%	3.6%	.0%
	6 Advertising	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Not available	Count	666	295	115	40	27	11
		% within Income	99.3%	100.0%	98.3%	100.0%	96.4%	100.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 I Main Reason Centennial Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Centennial Radio	3 Entertainment	Count	1	8
		% within Income	3.4%	.7%
	6 Advertising	Count	0	1
		% within Income	.0%	.1%
	Not available	Count	28	1182
		% within Income	96.6%	99.2%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

D3 I Main Reason International Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Main Reason International Radio	1 News	Count	17	16	10	9	3
		% within Income	2.5%	5.4%	8.5%	22.5%	10.7%
	2 Learn about issues	Count	2	3	4	1	0
		% within Income	.3%	1.0%	3.4%	2.5%	.0%
	3 Entertainment	Count	13	7	4	1	1
		% within Income	1.9%	2.4%	3.4%	2.5%	3.6%
	5 Work or homework	Count	0	1	1	0	0
		% within Income	.0%	.3%	.9%	.0%	.0%
	Not available	Count	639	268	98	29	24
		% within Income	95.2%	90.8%	83.8%	72.5%	85.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 I Main Reason International Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Main Reason International Radio	1 News	Count	2	1	58
		% within Income	18.2%	3.4%	4.9%
	2 Learn about issues	Count	0	0	10
		% within Income	.0%	.0%	.8%
	3 Entertainment	Count	0	1	27
		% within Income	.0%	3.4%	2.3%
	5 Work or homework	Count	0	0	2
		% within Income	.0%	.0%	.2%
	Not available	Count	9	27	1094
		% within Income	81.8%	93.1%	91.9%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

D3 I Main Reason BBS TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason BBS TV	1 News	Count	167	144	62	29	19	6
		% within Income	24.9%	48.8%	53.0%	72.5%	67.9%	54.5%
	2 Learn about issues	Count	18	15	14	0	3	2
		% within Income	2.7%	5.1%	12.0%	.0%	10.7%	18.2%
	3 Entertainment	Count	46	31	11	1	0	2
		% within Income	6.9%	10.5%	9.4%	2.5%	.0%	18.2%
	4 Communication	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	5 Work or homework	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	7 others specify	Count	3	3	1	0	0	0
		% within Income	.4%	1.0%	.9%	.0%	.0%	.0%
	Not available	Count	435	101	29	10	6	1
		% within Income	64.8%	34.2%	24.8%	25.0%	21.4%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason BBS TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason BBS TV	1 News	Count	21	448
		% within Income	72.4%	37.6%
	2 Learn about issues	Count	2	54
		% within Income	6.9%	4.5%
	3 Entertainment	Count	1	92
		% within Income	3.4%	7.7%
	4 Communication	Count	0	1
		% within Income	.0%	.1%
	5 Work or homework	Count	0	1
		% within Income	.0%	.1%
	6 Advertising	Count	0	1
		% within Income	.0%	.1%
	7 others specify	Count	0	7
		% within Income	.0%	.6%
	Not available	Count	5	587
		% within Income	17.2%	49.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Domestic cable stations * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Domestic cable stations	1 News	Count	4	4	3	4	0	0
		% within Income	.6%	1.4%	2.6%	10.0%	.0%	.0%
	2 Learn about issues	Count	3	1	2	0	0	0
		% within Income	.4%	.3%	1.7%	.0%	.0%	.0%
	3 Entertainment	Count	30	24	7	1	1	1
		% within Income	4.5%	8.1%	6.0%	2.5%	3.6%	9.1%
	4 Communication	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	1	1	0	0	0
		% within Income	.0%	.3%	.9%	.0%	.0%	.0%
	7 others specify	Count	0	0	1	1	0	0
		% within Income	.0%	.0%	.9%	2.5%	.0%	.0%
	Not available	Count	633	264	103	34	27	10
		% within Income	94.3%	89.5%	88.0%	85.0%	96.4%	90.9%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Domestic cable stations * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Domestic cable stations	1 News	Count	2	17
		% within Income	6.9%	1.4%
	2 Learn about issues	Count	0	6
		% within Income	.0%	.5%
	3 Entertainment	Count	1	65
		% within Income	3.4%	5.5%
	4 Communication	Count	0	2
		% within Income	.0%	.2%
	6 Advertising	Count	0	2
		% within Income	.0%	.2%
	7 others specify	Count	0	2
		% within Income	.0%	.2%
	Not available	Count	26	1097
		% within Income	89.7%	92.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Foreign TV	1 News	Count	8	9	6	2	2	0
		% within Income	1.2%	3.1%	5.1%	5.0%	7.1%	.0%
	2 Learn about issues	Count	14	13	5	5	0	0
		% within Income	2.1%	4.4%	4.3%	12.5%	.0%	.0%
	3 Entertainment	Count	93	79	44	9	11	7
		% within Income	13.9%	26.8%	37.6%	22.5%	39.3%	63.6%
	4 Communication	Count	2	3	1	0	0	0
		% within Income	.3%	1.0%	.9%	.0%	.0%	.0%
	5 Work or homework	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	6 Advertising	Count	1	1	1	1	0	0
		% within Income	.1%	.3%	.9%	2.5%	.0%	.0%
	Not available	Count	553	190	59	23	15	4
		% within Income	82.4%	64.4%	50.4%	57.5%	53.6%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Foreign TV	1 News	Count	1	28
		% within Income	3.4%	2.4%
	2 Learn about issues	Count	2	39
		% within Income	6.9%	3.3%
	3 Entertainment	Count	16	259
		% within Income	55.2%	21.7%
	4 Communication	Count	0	6
		% within Income	.0%	.5%
	5 Work or homework	Count	0	1
		% within Income	.0%	.1%
	6 Advertising	Count	0	4
		% within Income	.0%	.3%
	Not available	Count	10	854
		% within Income	34.5%	71.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Mobile phone * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Mobile phone	1 News	Count	3	3	2	0	0	2
		% within Income	.4%	1.0%	1.7%	.0%	.0%	18.2%
	2 Learn about issues	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	3 Entertainment	Count	4	2	0	3	1	1
		% within Income	.6%	.7%	.0%	7.5%	3.6%	9.1%
	4 Communication	Count	391	217	99	29	22	6
		% within Income	58.3%	73.6%	84.6%	72.5%	78.6%	54.5%
	5 Work or homework	Count	11	7	3	0	1	0
		% within Income	1.6%	2.4%	2.6%	.0%	3.6%	.0%
	7 others specify	Count	2	0	0	1	0	0
		% within Income	.3%	.0%	.0%	2.5%	.0%	.0%
	Not available	Count	259	66	13	7	4	2
		% within Income	38.6%	22.4%	11.1%	17.5%	14.3%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Mobile phone * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Mobile phone	1 News	Count	0	10
		% within Income	.0%	.8%
	2 Learn about issues	Count	0	1
		% within Income	.0%	.1%
	3 Entertainment	Count	1	12
		% within Income	3.4%	1.0%
	4 Communication	Count	21	785
		% within Income	72.4%	65.9%
	5 Work or homework	Count	0	22
		% within Income	.0%	1.8%
	7 others specify	Count	0	3
		% within Income	.0%	.3%
	Not available	Count	7	358
		% within Income	24.1%	30.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Internet	1 News	Count	0	7	3	0	0	0
		% within Income	.0%	2.4%	2.6%	.0%	.0%	.0%
	2 Learn about issues	Count	1	13	5	8	2	0
		% within Income	.1%	4.4%	4.3%	20.0%	7.1%	.0%
	3 Entertainment	Count	1	0	3	1	0	0
		% within Income	.1%	.0%	2.6%	2.5%	.0%	.0%
	4 Communication	Count	3	11	5	0	2	1
		% within Income	.4%	3.7%	4.3%	.0%	7.1%	9.1%
	5 Work or homework	Count	2	4	5	1	2	0
		% within Income	.3%	1.4%	4.3%	2.5%	7.1%	.0%
	6 Advertising	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	7 others specify	Count	0	0	1	1	0	0
		% within Income	.0%	.0%	.9%	2.5%	.0%	.0%
	Not available	Count	664	260	94	29	22	10
		% within Income	99.0%	88.1%	80.3%	72.5%	78.6%	90.9%
	Total	Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Internet	1 News	Count	0	10
		% within Income	.0%	.8%
	2 Learn about issues	Count	0	29
		% within Income	.0%	2.4%
	3 Entertainment	Count	0	5
		% within Income	.0%	.4%
	4 Communication	Count	3	25
		% within Income	10.3%	2.1%
	5 Work or homework	Count	1	15
		% within Income	3.4%	1.3%
	6 Advertising	Count	0	1
		% within Income	.0%	.1%
	7 others specify	Count	0	2
		% within Income	.0%	.2%
	Not available	Count	25	1104
		% within Income	86.2%	92.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Books * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Books	1 News	Count	2	1	0	1	0	0
		% within Income	.3%	.3%	.0%	2.5%	.0%	.0%
	2 Learn about issues	Count	47	33	24	13	5	2
		% within Income	7.0%	11.2%	20.5%	32.5%	17.9%	18.2%
	3 Entertainment	Count	8	5	5	5	0	1
		% within Income	1.2%	1.7%	4.3%	12.5%	.0%	9.1%
	5 Work or homework	Count	3	3	3	0	2	0
		% within Income	.4%	1.0%	2.6%	.0%	7.1%	.0%
	6 Advertising	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	7 others specify	Count	5	3	0	1	2	0
		% within Income	.7%	1.0%	.0%	2.5%	7.1%	.0%
	Not available	Count	605	249	85	20	19	8
		% within Income	90.2%	84.4%	72.6%	50.0%	67.9%	72.7%
	Total	Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Books * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Books	1 News	Count	0	4
		% within Income	.0%	.3%
	2 Learn about issues	Count	6	130
		% within Income	20.7%	10.9%
	3 Entertainment	Count	2	26
		% within Income	6.9%	2.2%
	5 Work or homework	Count	0	11
		% within Income	.0%	.9%
	6 Advertising	Count	0	2
		% within Income	.0%	.2%
	7 others specify	Count	0	11
		% within Income	.0%	.9%
	Not available	Count	21	1007
		% within Income	72.4%	84.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Cinema * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Cinema	1 News	Count	3	8	2	0	1	0
		% within Income	.4%	2.7%	1.7%	.0%	3.6%	.0%
	2 Learn about issues	Count	4	1	0	1	0	0
		% within Income	.6%	.3%	.0%	2.5%	.0%	.0%
	3 Entertainment	Count	187	129	48	14	9	9
		% within Income	27.9%	43.7%	41.0%	35.0%	32.1%	81.8%
	4 Communication	Count	3	1	2	0	0	0
		% within Income	.4%	.3%	1.7%	.0%	.0%	.0%
	6 Advertising	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	7 others specify	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	Not available	Count	474	155	64	25	18	2
		% within Income	70.6%	52.5%	54.7%	62.5%	64.3%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Cinema * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Cinema	1 News	Count	0	14
		% within Income	.0%	1.2%
	2 Learn about issues	Count	0	6
		% within Income	.0%	.5%
	3 Entertainment	Count	17	413
		% within Income	58.6%	34.7%
	4 Communication	Count	0	6
		% within Income	.0%	.5%
6 Advertising	Count	0	1	
	% within Income	.0%	.1%	
7 others specify	Count	0	1	
	% within Income	.0%	.1%	
Not available	Count	12	750	
	% within Income	41.4%	63.0%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

D3 I Main Reason Kuensel * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Kuensel	1 News	Count	101	104	64	23	13	6
		% within Income	15.1%	35.3%	54.7%	57.5%	46.4%	54.5%
	2 Learn about issues	Count	20	12	9	2	2	0
		% within Income	3.0%	4.1%	7.7%	5.0%	7.1%	.0%
	3 Entertainment	Count	0	2	1	1	0	1
		% within Income	.0%	.7%	.9%	2.5%	.0%	9.1%
	6 Advertising	Count	2	3	1	0	2	0
		% within Income	.3%	1.0%	.9%	.0%	7.1%	.0%
	7 others specify	Count	0	0	0	1	2	0
		% within Income	.0%	.0%	.0%	2.5%	7.1%	.0%
	Not available	Count	548	174	42	13	9	4
		% within Income	81.7%	59.0%	35.9%	32.5%	32.1%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Kuensel * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Kuensel	1 News	Count	17	328
		% within Income	58.6%	27.5%
	2 Learn about issues	Count	0	45
		% within Income	.0%	3.8%
	3 Entertainment	Count	0	5
		% within Income	.0%	.4%
	6 Advertising	Count	0	8
		% within Income	.0%	.7%
	7 others specify	Count	0	3
		% within Income	.0%	.3%
	Not available	Count	12	802
		% within Income	41.4%	67.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D3 I Main Reason Bhutan Observer * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Main Reason Bhutan Observer	1 News	Count	43	61	40	12	8
		% within Income	6.4%	20.7%	34.2%	30.0%	28.6%
	2 Learn about issues	Count	16	12	5	5	2
		% within Income	2.4%	4.1%	4.3%	12.5%	7.1%
	3 Entertainment	Count	0	0	1	1	0
		% within Income	.0%	.0%	.9%	2.5%	.0%
	6 Advertising	Count	1	3	0	1	2
		% within Income	.1%	1.0%	.0%	2.5%	7.1%
	Not available	Count	611	219	71	21	16
		% within Income	91.1%	74.2%	60.7%	52.5%	57.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Bhutan Observer * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Main Reason Bhutan Observer	1 News	Count	4	12	180
		% within Income	36.4%	41.4%	15.1%
	2 Learn about issues	Count	1	2	43
		% within Income	9.1%	6.9%	3.6%
	3 Entertainment	Count	1	0	3
		% within Income	9.1%	.0%	.3%
	6 Advertising	Count	0	0	7
		% within Income	.0%	.0%	.6%
	Not available	Count	5	15	958
		% within Income	45.5%	51.7%	80.4%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

D3 I Main Reason Bhutan Times * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Main Reason Bhutan Times	1 News	Count	44	61	43	16	13	5
		% within Income	6.6%	20.7%	36.8%	40.0%	46.4%	45.5%
	2 Learn about issues	Count	12	14	4	4	2	0
		% within Income	1.8%	4.7%	3.4%	10.0%	7.1%	.0%
	3 Entertainment	Count	0	3	1	1	0	1
		% within Income	.0%	1.0%	.9%	2.5%	.0%	9.1%
	5 Work or homework	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	6 Advertising	Count	1	4	3	0	1	0
		% within Income	.1%	1.4%	2.6%	.0%	3.6%	.0%
	7 others specify	Count	0	0	1	1	0	0
		% within Income	.0%	.0%	.9%	2.5%	.0%	.0%
	Not available	Count	614	213	64	18	12	5
		% within Income	91.5%	72.2%	54.7%	45.0%	42.9%	45.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 I Main Reason Bhutan Times * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Main Reason Bhutan Times	1 News	Count	12	194
		% within Income	41.4%	16.3%
	2 Learn about issues	Count	1	37
		% within Income	3.4%	3.1%
	3 Entertainment	Count	0	6
		% within Income	.0%	.5%
	5 Work or homework	Count	0	1
		% within Income	.0%	.1%
	6 Advertising	Count	0	9
		% within Income	.0%	.8%
	7 others specify	Count	0	2
		% within Income	.0%	.2%
	Not available	Count	16	942
		% within Income	55.2%	79.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

D. Media Use by Occupation

D1 O Media Available BBS Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available BBS Radio	1 Available, use	Count	108	92	5	371	12	112
		% within Occupation	50.9%	49.2%	45.5%	71.2%	66.7%	58.3%
	2 Availabe, Don't use	Count	63	72	5	77	5	52
		% within Occupation	29.7%	38.5%	45.5%	14.8%	27.8%	27.1%
	3 Not available	Count	41	23	1	73	1	28
		% within Occupation	19.3%	12.3%	9.1%	14.0%	5.6%	14.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available BBS Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available BBS Radio	1 Available, use	Count	18	718
		% within Occupation	36.0%	60.3%
	2 Availabe, Don't use	Count	10	284
		% within Occupation	20.0%	23.8%
	3 Not available	Count	22	189
		% within Occupation	44.0%	15.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available Kuzoo Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Kuzoo Radio	1 Available, use	Count	82	75	8	205	10	99
		% within Occupation	38.7%	40.1%	72.7%	39.3%	55.6%	51.6%
	2 Availabe, Don't use	Count	58	59	0	88	0	46
		% within Occupation	27.4%	31.6%	.0%	16.9%	.0%	24.0%
	3 Not available	Count	72	53	3	228	8	47
		% within Occupation	34.0%	28.3%	27.3%	43.8%	44.4%	24.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Kuzoo Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Kuzoo Radio	1 Available, use	Count	16	495
		% within Occupation	32.0%	41.6%
	2 Availabe, Don't use	Count	9	260
		% within Occupation	18.0%	21.8%
	3 Not available	Count	25	436
		% within Occupation	50.0%	36.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Radio Valley * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Radio Valley	1 Available, use	Count	6	7	2	7	1	2
		% within Occupation	2.8%	3.7%	18.2%	1.3%	5.6%	1.0%
	2 Availabe, Don't use	Count	36	16	1	29	2	26
		% within Occupation	17.0%	8.6%	9.1%	5.6%	11.1%	13.5%
	3 Not available	Count	170	164	8	485	15	164
		% within Occupation	80.2%	87.7%	72.7%	93.1%	83.3%	85.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Radio Valley * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Radio Valley	1 Available, use	Count	0	25
		% within Occupation	.0%	2.1%
	2 Availabe, Don't use	Count	1	111
		% within Occupation	2.0%	9.3%
	3 Not available	Count	49	1055
		% within Occupation	98.0%	88.6%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available Centennial Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Centennial Radio	1 Available, use	Count	3	4	2	2	1	0
		% within Occupation	1.4%	2.1%	18.2%	.4%	5.6%	.0%
	2 Availabe, Don't use	Count	32	16	1	29	1	24
		% within Occupation	15.1%	8.6%	9.1%	5.6%	5.6%	12.5%
	3 Not available	Count	177	167	8	490	16	168
		% within Occupation	83.5%	89.3%	72.7%	94.0%	88.9%	87.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Centennial Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media Available Centennial Radio	1 Available, use	Count	0	12
		% within Occupation	.0%	1.0%
	2 Availabe, Don't use	Count	1	104
		% within Occupation	2.0%	8.7%
	3 Not available	Count	49	1075
		% within Occupation	98.0%	90.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available International Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available International Radio	1 Available, use	Count	33	22	3	31	2	7
		% within Occupation	15.6%	11.8%	27.3%	6.0%	11.1%	3.6%
	2 Availabe, Don't use	Count	92	73	3	188	5	84
		% within Occupation	43.4%	39.0%	27.3%	36.1%	27.8%	43.8%
	3 Not available	Count	87	92	5	302	11	101
		% within Occupation	41.0%	49.2%	45.5%	58.0%	61.1%	52.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available International Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available International Radio	1 Available, use	Count	4	102
		% within Occupation	8.0%	8.6%
	2 Availabe, Don't use	Count	5	450
		% within Occupation	10.0%	37.8%
	3 Not available	Count	41	639
		% within Occupation	82.0%	53.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available BBS TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available BBS TV	1 Available, use	Count	174	155	9	118	8	141
		% within Occupation	82.1%	82.9%	81.8%	22.6%	44.4%	73.4%
	2 Availabe, Don't use	Count	11	14	1	57	1	8
		% within Occupation	5.2%	7.5%	9.1%	10.9%	5.6%	4.2%
	3 Not available	Count	27	18	1	346	9	43
		% within Occupation	12.7%	9.6%	9.1%	66.4%	50.0%	22.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available BBS TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available BBS TV	1 Available, use	Count	37	642
		% within Occupation	74.0%	53.9%
	2 Availabe, Don't use	Count	1	93
		% within Occupation	2.0%	7.8%
	3 Not available	Count	12	456
		% within Occupation	24.0%	38.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Domestic cable stations * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Domestic cable stations	1 Available, use	Count	28	27	2	20	3	18
		% within Occupation	13.2%	14.4%	18.2%	3.8%	16.7%	9.4%
	2 Availabe, Don't use	Count	24	15	2	29	1	16
		% within Occupation	11.3%	8.0%	18.2%	5.6%	5.6%	8.3%
	3 Not available	Count	160	145	7	472	14	158
		% within Occupation	75.5%	77.5%	63.6%	90.6%	77.8%	82.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Domestic cable stations * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Domestic cable stations	1 Available, use	Count	2	100
		% within Occupation	4.0%	8.4%
	2 Availabe, Don't use	Count	1	88
		% within Occupation	2.0%	7.4%
	3 Not available	Count	47	1003
		% within Occupation	94.0%	84.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Foreign TV	1 Available, use	Count	106	93	6	74	3	71
		% within Occupation	50.0%	49.7%	54.5%	14.2%	16.7%	37.0%
	2 Availabe, Don't use	Count	25	23	0	46	0	18
		% within Occupation	11.8%	12.3%	.0%	8.8%	.0%	9.4%
	3 Not available	Count	81	71	5	401	15	103
		% within Occupation	38.2%	38.0%	45.5%	77.0%	83.3%	53.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Foreign TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Foreign TV	1 Available, use	Count	5	358
		% within Occupation	10.0%	30.1%
	2 Availabe, Don't use	Count	0	112
		% within Occupation	.0%	9.4%
	3 Not available	Count	45	721
		% within Occupation	90.0%	60.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Mobile Phone * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Mobile Phone	1 Available, use	Count	193	170	11	296	15	170
		% within Occupation	91.0%	90.9%	100.0%	56.8%	83.3%	88.5%
	2 Availabe, Don't use	Count	5	6	0	37	1	5
		% within Occupation	2.4%	3.2%	.0%	7.1%	5.6%	2.6%
	3 Not available	Count	14	11	0	188	2	17
		% within Occupation	6.6%	5.9%	.0%	36.1%	11.1%	8.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Mobile Phone * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Mobile Phone	1 Available, use	Count	42	897
		% within Occupation	84.0%	75.3%
	2 Availabe, Don't use	Count	0	54
		% within Occupation	.0%	4.5%
	3 Not available	Count	8	240
		% within Occupation	16.0%	20.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Internet	1 Available, use	Count	23	54	4	5	0	6
		% within Occupation	10.8%	28.9%	36.4%	1.0%	.0%	3.1%
	2 Availabe, Don't use	Count	22	36	0	28	2	24
		% within Occupation	10.4%	19.3%	.0%	5.4%	11.1%	12.5%
	3 Not available	Count	167	97	7	488	16	162
		% within Occupation	78.8%	51.9%	63.6%	93.7%	88.9%	84.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Internet * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Internet	1 Available, use	Count	3	95
		% within Occupation	6.0%	8.0%
	2 Availabe, Don't use	Count	1	113
		% within Occupation	2.0%	9.5%
	3 Not available	Count	46	983
		% within Occupation	92.0%	82.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Books * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Books	1 Available, use	Count	51	75	8	40	8	22
		% within Occupation	24.1%	40.1%	72.7%	7.7%	44.4%	11.5%
	2 Availabe, Don't use	Count	54	45	2	64	3	47
		% within Occupation	25.5%	24.1%	18.2%	12.3%	16.7%	24.5%
	3 Not available	Count	107	67	1	417	7	123
		% within Occupation	50.5%	35.8%	9.1%	80.0%	38.9%	64.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Books * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Books	1 Available, use	Count	9	213
		% within Occupation	18.0%	17.9%
	2 Availabe, Don't use	Count	2	217
		% within Occupation	4.0%	18.2%
	3 Not available	Count	39	761
		% within Occupation	78.0%	63.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Computer/Video Games * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Computer/Video Games	1 Available, use	Count	18	30	2	3	0	7
		% within Occupation	8.5%	16.0%	18.2%	.6%	.0%	3.6%
	2 Availabe, Don't use	Count	51	55	3	46	2	32
		% within Occupation	24.1%	29.4%	27.3%	8.8%	11.1%	16.7%
	3 Not available	Count	143	102	6	472	16	153
		% within Occupation	67.5%	54.5%	54.5%	90.6%	88.9%	79.7%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Computer/Video Games * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Computer/Video Games	1 Available, use	Count	2	62
		% within Occupation	4.0%	5.2%
	2 Availabe, Don't use	Count	2	191
		% within Occupation	4.0%	16.0%
	3 Not available	Count	46	938
		% within Occupation	92.0%	78.8%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available Music tapes/CD's / MP3 Player * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	55	61	6	42	4	31
		% within Occupation	25.9%	32.6%	54.5%	8.1%	22.2%	16.1%
	2 Availabe, Don't use	Count	41	41	2	51	2	30
		% within Occupation	19.3%	21.9%	18.2%	9.8%	11.1%	15.6%
	3 Not available	Count	116	85	3	428	12	131
		% within Occupation	54.7%	45.5%	27.3%	82.1%	66.7%	68.2%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Music tapes/CD's / MP3 Player * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Music tapes/CD's / MP3 Player	1 Available, use	Count	4	203
		% within Occupation	8.0%	17.0%
	2 Availabe, Don't use	Count	2	169
		% within Occupation	4.0%	14.2%
	3 Not available	Count	44	819
		% within Occupation	88.0%	68.8%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available VCR/VCD/DVD * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available VCR/VCD/DVD	1 Available, use	Count	36	58	4	24	1	23
		% within Occupation	17.0%	31.0%	36.4%	4.6%	5.6%	12.0%
	2 Availabe, Don't use	Count	54	42	2	48	1	32
		% within Occupation	25.5%	22.5%	18.2%	9.2%	5.6%	16.7%
	3 Not available	Count	122	87	5	449	16	137
		% within Occupation	57.5%	46.5%	45.5%	86.2%	88.9%	71.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available VCR/VCD/DVD * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available VCR/VCD/DVD	1 Available, use	Count	4	150
		% within Occupation	8.0%	12.6%
	2 Availabe, Don't use	Count	2	181
		% within Occupation	4.0%	15.2%
	3 Not available	Count	44	860
		% within Occupation	88.0%	72.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D1 O Media Available Cinema * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Cinema	1 Available, use	Count	107	81	9	157	11	95
		% within Occupation	50.5%	43.3%	81.8%	30.1%	61.1%	49.5%
	2 Availabe, Don't use	Count	34	41	2	67	0	40
		% within Occupation	16.0%	21.9%	18.2%	12.9%	.0%	20.8%
	3 Not available	Count	71	65	0	297	7	57
		% within Occupation	33.5%	34.8%	.0%	57.0%	38.9%	29.7%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D1 O Media Available Cinema * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Cinema	1 Available, use	Count	31	491
		% within Occupation	62.0%	41.2%
	2 Availabe, Don't use	Count	2	186
		% within Occupation	4.0%	15.6%
	3 Not available	Count	17	514
		% within Occupation	34.0%	43.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Kuensel * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Kuensel	1 Available, use	Count	104	134	10	76	12	60
		% within Occupation	49.1%	71.7%	90.9%	14.6%	66.7%	31.3%
	2 Availabe, Don't use	Count	45	24	1	105	3	76
		% within Occupation	21.2%	12.8%	9.1%	20.2%	16.7%	39.6%
	3 Not available	Count	63	29	0	340	3	56
		% within Occupation	29.7%	15.5%	.0%	65.3%	16.7%	29.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Kuensel * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Available Kuensel	1 Available, use	Count	17	413
		% within Occupation	34.0%	34.7%
	2 Availabe, Don't use	Count	5	259
		% within Occupation	10.0%	21.7%
	3 Not available	Count	28	519
		% within Occupation	56.0%	43.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Bhutan Observer * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Bhutan Observer	1 Available, use	Count	64	95	7	33	6	33
		% within Occupation	30.2%	50.8%	63.6%	6.3%	33.3%	17.2%
	2 Availabe, Don't use	Count	70	47	3	128	4	86
		% within Occupation	33.0%	25.1%	27.3%	24.6%	22.2%	44.8%
	3 Not available	Count	78	45	1	360	8	73
		% within Occupation	36.8%	24.1%	9.1%	69.1%	44.4%	38.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Bhutan Observer * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Bhutan Observer	1 Available, use	Count	11	249
		% within Occupation	22.0%	20.9%
	2 Availabe, Don't use	Count	5	343
		% within Occupation	10.0%	28.8%
	3 Not available	Count	34	599
		% within Occupation	68.0%	50.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D1 O Media Available Bhutan Times * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Available Bhutan Times	1 Available, use	Count	70	106	10	28	5	31
		% within Occupation	33.0%	56.7%	90.9%	5.4%	27.8%	16.1%
	2 Availabe, Don't use	Count	64	39	0	126	4	86
		% within Occupation	30.2%	20.9%	.0%	24.2%	22.2%	44.8%
	3 Not available	Count	78	42	1	367	9	75
		% within Occupation	36.8%	22.5%	9.1%	70.4%	50.0%	39.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D1 O Media Available Bhutan Times * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media Available Bhutan Times	1 Available, use	Count	9	259
		% within Occupation	18.0%	21.7%
	2 Availabe, Don't use	Count	7	326
		% within Occupation	14.0%	27.4%
	3 Not available	Count	34	606
		% within Occupation	68.0%	50.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D3 O Main Reason BBS Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason BBS Radio	1 News	Count	93	68	5	307	10	88
		% within Occupation	43.9%	36.4%	45.5%	58.9%	55.6%	45.8%
	2 Learn about issues	Count	3	7	0	23	1	2
		% within Occupation	1.4%	3.7%	.0%	4.4%	5.6%	1.0%
	3 Entertainment	Count	8	10	0	27	1	15
		% within Occupation	3.8%	5.3%	.0%	5.2%	5.6%	7.8%
	5 Work or homework	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	6 Advertising	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	7 others specify	Count	0	0	0	1	0	1
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.5%
	Not available	Count	107	102	6	163	6	85
		% within Occupation	50.5%	54.5%	54.5%	31.3%	33.3%	44.3%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 O Main Reason BBS Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason BBS Radio	1 News	Count	17	588
		% within Occupation	34.0%	49.4%
	2 Learn about issues	Count	1	37
		% within Occupation	2.0%	3.1%
	3 Entertainment	Count	0	61
		% within Occupation	.0%	5.1%
	5 Work or homework	Count	0	1
		% within Occupation	.0%	.1%
	6 Advertising	Count	0	1
		% within Occupation	.0%	.1%
	7 others specify	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	32	501
		% within Occupation	64.0%	42.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Kuzoo Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Kuzoo Radio	1 News	Count	6	3	1	10	2	2
		% within Occupation	2.8%	1.6%	9.1%	1.9%	11.1%	1.0%
	2 Learn about issues	Count	3	5	1	13	1	1
		% within Occupation	1.4%	2.7%	9.1%	2.5%	5.6%	.5%
	3 Entertainment	Count	72	64	6	176	5	91
		% within Occupation	34.0%	34.2%	54.5%	33.8%	27.8%	47.4%
	4 Communication	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	5 Work or homework	Count	0	0	0	2	0	0
		% within Occupation	.0%	.0%	.0%	.4%	.0%	.0%
	Not available	Count	130	115	3	320	10	98
		% within Occupation	61.3%	61.5%	27.3%	61.4%	55.6%	51.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 O Main Reason Kuzoo Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Main Reason Kuzoo Radio	1 News	Count	0	24
		% within Occupation	.0%	2.0%
	2 Learn about issues	Count	3	27
		% within Occupation	6.0%	2.3%
	3 Entertainment	Count	12	426
		% within Occupation	24.0%	35.8%
	4 Communication	Count	1	2
		% within Occupation	2.0%	.2%
	5 Work or homework	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	34	710
		% within Occupation	68.0%	59.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Radio Valley * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Radio Valley	1 News	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	2 Learn about issues	Count	1	0	0	1	0	0
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.0%
	3 Entertainment	Count	6	7	2	6	0	1
		% within Occupation	2.8%	3.7%	18.2%	1.2%	.0%	.5%
	Not available	Count	205	180	9	513	18	191
		% within Occupation	96.7%	96.3%	81.8%	98.5%	100.0%	99.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Radio Valley * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Radio Valley	1 News	Count	0	1
		% within Occupation	.0%	.1%
	2 Learn about issues	Count	0	2
		% within Occupation	.0%	.2%
	3 Entertainment	Count	0	22
		% within Occupation	.0%	1.8%
	Not available	Count	50	1166
		% within Occupation	100.0%	97.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D3 O Main Reason Centennial Radio * Occupation Crosstabulation

			Occupation					
							5	
			1 Business	2 Civil Servant	3 Student	4 Farmer	Dependent/u nemployed	6 Taking care of the house
Main Reason Centennial Radio	3 Entertainment	Count	2	2	2	2	0	0
		% within Occupation	.9%	1.1%	18.2%	.4%	.0%	.0%
	6 Advertising	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	Not available	Count	209	185	9	519	18	192
		% within Occupation	98.6%	98.9%	81.8%	99.6%	100.0%	100.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Centennial Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Main Reason Centennial Radio	3 Entertainment	Count	0	8
		% within Occupation	.0%	.7%
	6 Advertising	Count	0	1
		% within Occupation	.0%	.1%
	Not available	Count	50	1182
		% within Occupation	100.0%	99.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

D3 O Main Reason International Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason International Radio	1 News	Count	20	16	1	10	2	7
		% within Occupation	9.4%	8.6%	9.1%	1.9%	11.1%	3.6%
	2 Learn about issues	Count	4	2	2	2	0	0
		% within Occupation	1.9%	1.1%	18.2%	.4%	.0%	.0%
	3 Entertainment	Count	6	3	0	15	0	2
		% within Occupation	2.8%	1.6%	.0%	2.9%	.0%	1.0%
	5 Work or homework	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	Not available	Count	182	165	8	494	16	182
		% within Occupation	85.8%	88.2%	72.7%	94.8%	88.9%	94.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 O Main Reason International Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Main Reason International Radio	1 News	Count	2	58
		% within Occupation	4.0%	4.9%
	2 Learn about issues	Count	0	10
		% within Occupation	.0%	.8%
	3 Entertainment	Count	1	27
		% within Occupation	2.0%	2.3%
	5 Work or homework	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	47	1094
		% within Occupation	94.0%	91.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason BBS TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason BBS TV	1 News	Count	125	107	7	82	5	96
		% within Occupation	59.0%	57.2%	63.6%	15.7%	27.8%	50.0%
	2 Learn about issues	Count	19	16	0	8	0	10
		% within Occupation	9.0%	8.6%	.0%	1.5%	.0%	5.2%
	3 Entertainment	Count	23	21	2	16	1	27
		% within Occupation	10.8%	11.2%	18.2%	3.1%	5.6%	14.1%
	4 Communication	Count	0	0	0	0	1	0
		% within Occupation	.0%	.0%	.0%	.0%	5.6%	.0%
	5 Work or homework	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	6 Advertising	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	7 others specify	Count	1	3	0	0	0	0
		% within Occupation	.5%	1.6%	.0%	.0%	.0%	.0%
	Not available	Count	43	40	2	414	11	59
		% within Occupation	20.3%	21.4%	18.2%	79.5%	61.1%	30.7%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason BBS TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason BBS TV	1 News	Count	26	448
		% within Occupation	52.0%	37.6%
	2 Learn about issues	Count	1	54
		% within Occupation	2.0%	4.5%
	3 Entertainment	Count	2	92
		% within Occupation	4.0%	7.7%
	4 Communication	Count	0	1
		% within Occupation	.0%	.1%
	5 Work or homework	Count	0	1
		% within Occupation	.0%	.1%
	6 Advertising	Count	0	1
		% within Occupation	.0%	.1%
	7 others specify	Count	3	7
		% within Occupation	6.0%	.6%
	Not available	Count	18	587
		% within Occupation	36.0%	49.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Domestic cable stations * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Domestic cable stations	1 News	Count	5	6	0	6	0	0
		% within Occupation	2.4%	3.2%	.0%	1.2%	.0%	.0%
	2 Learn about issues	Count	4	1	0	0	1	0
		% within Occupation	1.9%	.5%	.0%	.0%	5.6%	.0%
	3 Entertainment	Count	16	17	2	12	1	16
		% within Occupation	7.5%	9.1%	18.2%	2.3%	5.6%	8.3%
	4 Communication	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	6 Advertising	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	7 others specify	Count	0	2	0	0	0	0
		% within Occupation	.0%	1.1%	.0%	.0%	.0%	.0%
	Not available	Count	186	160	9	503	16	174
		% within Occupation	87.7%	85.6%	81.8%	96.5%	88.9%	90.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Domestic cable stations * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Domestic cable stations	1 News	Count	0	17
		% within Occupation	.0%	1.4%
	2 Learn about issues	Count	0	6
		% within Occupation	.0%	.5%
	3 Entertainment	Count	1	65
		% within Occupation	2.0%	5.5%
	4 Communication	Count	0	2
		% within Occupation	.0%	.2%
	6 Advertising	Count	0	2
		% within Occupation	.0%	.2%
	7 others specify	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	49	1097
		% within Occupation	98.0%	92.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Foreign TV	1 News	Count	13	8	1	2	0	3
		% within Occupation	6.1%	4.3%	9.1%	.4%	.0%	1.6%
	2 Learn about issues	Count	3	21	1	3	1	8
		% within Occupation	1.4%	11.2%	9.1%	.6%	5.6%	4.2%
	3 Entertainment	Count	86	53	2	59	0	56
		% within Occupation	40.6%	28.3%	18.2%	11.3%	.0%	29.2%
	4 Communication	Count	0	1	1	3	0	1
		% within Occupation	.0%	.5%	9.1%	.6%	.0%	.5%
	5 Work or homework	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	6 Advertising	Count	1	2	0	1	0	0
		% within Occupation	.5%	1.1%	.0%	.2%	.0%	.0%
	Not available	Count	109	101	6	453	17	124
		% within Occupation	51.4%	54.0%	54.5%	86.9%	94.4%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Foreign TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Foreign TV	1 News	Count	1	28
		% within Occupation	2.0%	2.4%
	2 Learn about issues	Count	2	39
		% within Occupation	4.0%	3.3%
	3 Entertainment	Count	3	259
		% within Occupation	6.0%	21.7%
	4 Communication	Count	0	6
		% within Occupation	.0%	.5%
	5 Work or homework	Count	0	1
		% within Occupation	.0%	.1%
	6 Advertising	Count	0	4
		% within Occupation	.0%	.3%
	Not available	Count	44	854
		% within Occupation	88.0%	71.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Mobile phone * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Mobile phone	1 News	Count	5	1	0	3	0	0
		% within Occupation	2.4%	.5%	.0%	.6%	.0%	.0%
	2 Learn about issues	Count	0	0	1	0	0	0
		% within Occupation	.0%	.0%	9.1%	.0%	.0%	.0%
	3 Entertainment	Count	4	2	0	2	1	3
		% within Occupation	1.9%	1.1%	.0%	.4%	5.6%	1.6%
	4 Communication	Count	163	150	9	263	10	151
		% within Occupation	76.9%	80.2%	81.8%	50.5%	55.6%	78.6%
	5 Work or homework	Count	7	6	1	6	0	1
		% within Occupation	3.3%	3.2%	9.1%	1.2%	.0%	.5%
	7 others specify	Count	1	1	0	1	0	0
		% within Occupation	.5%	.5%	.0%	.2%	.0%	.0%
	Not available	Count	32	27	0	246	7	37
		% within Occupation	15.1%	14.4%	.0%	47.2%	38.9%	19.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Mobile phone * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Main Reason Mobile phone	1 News	Count	1	10
		% within Occupation	2.0%	.8%
	2 Learn about issues	Count	0	1
		% within Occupation	.0%	.1%
	3 Entertainment	Count	0	12
		% within Occupation	.0%	1.0%
	4 Communication	Count	39	785
		% within Occupation	78.0%	65.9%
	5 Work or homework	Count	1	22
		% within Occupation	2.0%	1.8%
	7 others specify	Count	0	3
		% within Occupation	.0%	.3%
	Not available	Count	9	358
		% within Occupation	18.0%	30.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Internet	1 News	Count	2	4	2	2	0	0
		% within Occupation	.9%	2.1%	18.2%	.4%	.0%	.0%
	2 Learn about issues	Count	6	18	2	0	0	2
		% within Occupation	2.8%	9.6%	18.2%	.0%	.0%	1.0%
	3 Entertainment	Count	0	3	0	2	0	0
		% within Occupation	.0%	1.6%	.0%	.4%	.0%	.0%
	4 Communication	Count	11	11	0	0	0	2
		% within Occupation	5.2%	5.9%	.0%	.0%	.0%	1.0%
	5 Work or homework	Count	3	12	0	0	0	0
		% within Occupation	1.4%	6.4%	.0%	.0%	.0%	.0%
	6 Advertising	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	7 others specify	Count	0	2	0	0	0	0
		% within Occupation	.0%	1.1%	.0%	.0%	.0%	.0%
	Not available	Count	190	136	7	517	18	188
		% within Occupation	89.6%	72.7%	63.6%	99.2%	100.0%	97.9%
Total			212	187	11	521	18	192
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Internet * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Internet	1 News	Count	0	10
		% within Occupation	.0%	.8%
	2 Learn about issues	Count	1	29
		% within Occupation	2.0%	2.4%
	3 Entertainment	Count	0	5
		% within Occupation	.0%	.4%
	4 Communication	Count	1	25
		% within Occupation	2.0%	2.1%
	5 Work or homework	Count	0	15
		% within Occupation	.0%	1.3%
	6 Advertising	Count	0	1
		% within Occupation	.0%	.1%
	7 others specify	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	48	1104
		% within Occupation	96.0%	92.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Books * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Books	1 News	Count	1	2	0	1	0	0
		% within Occupation	.5%	1.1%	.0%	.2%	.0%	.0%
	2 Learn about issues	Count	30	47	4	27	5	14
		% within Occupation	14.2%	25.1%	36.4%	5.2%	27.8%	7.3%
	3 Entertainment	Count	7	11	1	2	2	3
		% within Occupation	3.3%	5.9%	9.1%	.4%	11.1%	1.6%
	5 Work or homework	Count	2	4	3	0	0	1
		% within Occupation	.9%	2.1%	27.3%	.0%	.0%	.5%
	6 Advertising	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	7 others specify	Count	3	2	0	2	0	0
		% within Occupation	1.4%	1.1%	.0%	.4%	.0%	.0%
	Not available	Count	168	121	3	489	11	173
		% within Occupation	79.2%	64.7%	27.3%	93.9%	61.1%	90.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Books * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Books	1 News	Count	0	4
		% within Occupation	.0%	.3%
	2 Learn about issues	Count	3	130
		% within Occupation	6.0%	10.9%
	3 Entertainment	Count	0	26
		% within Occupation	.0%	2.2%
	5 Work or homework	Count	1	11
		% within Occupation	2.0%	.9%
	6 Advertising	Count	0	2
		% within Occupation	.0%	.2%
	7 others specify	Count	4	11
		% within Occupation	8.0%	.9%
	Not available	Count	42	1007
		% within Occupation	84.0%	84.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Cinema * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Cinema	1 News	Count	3	4	1	3	0	3
		% within Occupation	1.4%	2.1%	9.1%	.6%	.0%	1.6%
	2 Learn about issues	Count	1	1	0	3	1	0
		% within Occupation	.5%	.5%	.0%	.6%	5.6%	.0%
	3 Entertainment	Count	91	68	7	135	8	77
		% within Occupation	42.9%	36.4%	63.6%	25.9%	44.4%	40.1%
	4 Communication	Count	2	0	0	1	0	1
		% within Occupation	.9%	.0%	.0%	.2%	.0%	.5%
	6 Advertising	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	7 others specify	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	Not available	Count	114	113	3	379	9	111
		% within Occupation	53.8%	60.4%	27.3%	72.7%	50.0%	57.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Cinema * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Cinema	1 News	Count	0	14
		% within Occupation	.0%	1.2%
	2 Learn about issues	Count	0	6
		% within Occupation	.0%	.5%
	3 Entertainment	Count	27	413
		% within Occupation	54.0%	34.7%
	4 Communication	Count	2	6
		% within Occupation	4.0%	.5%
	6 Advertising	Count	0	1
		% within Occupation	.0%	.1%
	7 others specify	Count	0	1
		% within Occupation	.0%	.1%
	Not available	Count	21	750
		% within Occupation	42.0%	63.0%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Kuensel * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Kuensel	1 News	Count	89	103	8	59	5	50
		% within Occupation	42.0%	55.1%	72.7%	11.3%	27.8%	26.0%
	2 Learn about issues	Count	10	18	0	9	4	3
		% within Occupation	4.7%	9.6%	.0%	1.7%	22.2%	1.6%
	3 Entertainment	Count	1	4	0	0	0	0
		% within Occupation	.5%	2.1%	.0%	.0%	.0%	.0%
	6 Advertising	Count	4	1	0	0	2	1
		% within Occupation	1.9%	.5%	.0%	.0%	11.1%	.5%
	7 others specify	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	Not available	Count	107	60	3	453	7	138
		% within Occupation	50.5%	32.1%	27.3%	86.9%	38.9%	71.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Kuensel * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Main Reason Kuensel	1 News	Count	14	328
		% within Occupation	28.0%	27.5%
	2 Learn about issues	Count	1	45
		% within Occupation	2.0%	3.8%
	3 Entertainment	Count	0	5
		% within Occupation	.0%	.4%
	6 Advertising	Count	0	8
		% within Occupation	.0%	.7%
	7 others specify	Count	1	3
		% within Occupation	2.0%	.3%
	Not available	Count	34	802
		% within Occupation	68.0%	67.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Bhutan Observer * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Bhutan Observer	1 News	Count	54	65	3	20	5	25
		% within Occupation	25.5%	34.8%	27.3%	3.8%	27.8%	13.0%
	2 Learn about issues	Count	8	19	3	9	0	3
		% within Occupation	3.8%	10.2%	27.3%	1.7%	.0%	1.6%
	3 Entertainment	Count	0	2	0	0	1	0
		% within Occupation	.0%	1.1%	.0%	.0%	5.6%	.0%
	6 Advertising	Count	4	1	0	1	0	0
		% within Occupation	1.9%	.5%	.0%	.2%	.0%	.0%
	Not available	Count	146	100	5	491	12	164
		% within Occupation	68.9%	53.5%	45.5%	94.2%	66.7%	85.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

D3 O Main Reason Bhutan Observer * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Main Reason Bhutan Observer	1 News	Count	8	180
		% within Occupation	16.0%	15.1%
	2 Learn about issues	Count	1	43
		% within Occupation	2.0%	3.6%
	3 Entertainment	Count	0	3
		% within Occupation	.0%	.3%
6 Advertising	Count	1	7	
	% within Occupation	2.0%	.6%	
Not available	Count	40	958	
	% within Occupation	80.0%	80.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

D3 O Main Reason Bhutan Times * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Main Reason Bhutan Times	1 News	Count	64	72	5	20	3	23
		% within Occupation	30.2%	38.5%	45.5%	3.8%	16.7%	12.0%
	2 Learn about issues	Count	5	20	3	4	0	4
		% within Occupation	2.4%	10.7%	27.3%	.8%	.0%	2.1%
	3 Entertainment	Count	0	5	0	0	0	1
		% within Occupation	.0%	2.7%	.0%	.0%	.0%	.5%
	5 Work or homework	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
6 Advertising	Count	4	2	0	1	2	0	
	% within Occupation	1.9%	1.1%	.0%	.2%	11.1%	.0%	
7 others specify	Count	0	2	0	0	0	0	
	% within Occupation	.0%	1.1%	.0%	.0%	.0%	.0%	
Not available	Count	138	86	3	496	13	164	
	% within Occupation	65.1%	46.0%	27.3%	95.2%	72.2%	85.4%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

D3 O Main Reason Bhutan Times * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Main Reason Bhutan Times	1 News	Count	7	194
		% within Occupation	14.0%	16.3%
	2 Learn about issues	Count	1	37
		% within Occupation	2.0%	3.1%
	3 Entertainment	Count	0	6
		% within Occupation	.0%	.5%
	5 Work or homework	Count	0	1
		% within Occupation	.0%	.1%
	6 Advertising	Count	0	9
		% within Occupation	.0%	.8%
	7 others specify	Count	0	2
		% within Occupation	.0%	.2%
	Not available	Count	42	942
		% within Occupation	84.0%	79.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E. Media Credibility and Influence by Age

E1 AG Media Credibility and Influence * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media Credibility and Influence	1 Bhutanese Newspaper	Count	14	22	16	13	4	1	70
		% within Age Group	10.8%	6.2%	5.7%	5.8%	3.1%	1.3%	5.9%
	2 Bhutanese television	Count	51	178	127	69	28	18	471
		% within Age Group	39.2%	50.3%	45.5%	30.8%	22.0%	23.4%	39.5%
	3 Bhutanese Radio	Count	36	89	99	102	71	47	444
		% within Age Group	27.7%	25.1%	35.5%	45.5%	55.9%	61.0%	37.3%
	4 International newspaper	Count	4	4	3	0	1	0	12
		% within Age Group	3.1%	1.1%	1.1%	.0%	.8%	.0%	1.0%
	5 International TV	Count	17	43	22	15	7	6	110
		% within Age Group	13.1%	12.1%	7.9%	6.7%	5.5%	7.8%	9.2%
	6 International Radio	Count	0	3	2	5	2	0	12
		% within Age Group	.0%	.8%	.7%	2.2%	1.6%	.0%	1.0%
	7 Internet	Count	4	6	0	0	0	0	10
		% within Age Group	3.1%	1.7%	.0%	.0%	.0%	.0%	.8%
	Not available	Count	4	9	10	20	14	5	62
		% within Age Group	3.1%	2.5%	3.6%	8.9%	11.0%	6.5%	5.2%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 AG Media influence language Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Bhutanese Radio	1 Yes	Count	40	91	95	93	50	33	402
		% within Age Group	30.8%	25.7%	34.1%	41.5%	39.4%	42.9%	33.8%
	2 A little	Count	36	56	57	41	29	12	231
		% within Age Group	27.7%	15.8%	20.4%	18.3%	22.8%	15.6%	19.4%
	3 No	Count	13	43	32	18	9	5	120
		% within Age Group	10.0%	12.1%	11.5%	8.0%	7.1%	6.5%	10.1%
	4 Don't Know	Count	16	74	41	30	18	9	188
		% within Age Group	12.3%	20.9%	14.7%	13.4%	14.2%	11.7%	15.8%
	NA	Count	25	90	54	42	21	18	250
		% within Age Group	19.2%	25.4%	19.4%	18.8%	16.5%	23.4%	21.0%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 AG Media influence language Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Bhutanese TV	1 Yes	Count	40	125	100	50	26	10	351
		% within Age Group	30.8%	35.3%	35.8%	22.3%	20.5%	13.0%	29.5%
	2 A little	Count	34	88	49	23	15	7	216
		% within Age Group	26.2%	24.9%	17.6%	10.3%	11.8%	9.1%	18.1%
	3 No	Count	11	33	20	12	4	5	85
		% within Age Group	8.5%	9.3%	7.2%	5.4%	3.1%	6.5%	7.1%
	4 Don't Know	Count	24	50	53	59	29	19	234
		% within Age Group	18.5%	14.1%	19.0%	26.3%	22.8%	24.7%	19.6%
	NA	Count	21	58	57	80	53	36	305
		% within Age Group	16.2%	16.4%	20.4%	35.7%	41.7%	46.8%	25.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.1 AG Media influence language Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Indian TV	1 Yes	Count	39	95	66	37	20	8	265
		% within Age Group	30.0%	26.8%	23.7%	16.5%	15.7%	10.4%	22.3%
	2 A little	Count	26	85	42	17	7	4	181
		% within Age Group	20.0%	24.0%	15.1%	7.6%	5.5%	5.2%	15.2%
	3 No	Count	17	36	32	13	6	2	106
		% within Age Group	13.1%	10.2%	11.5%	5.8%	4.7%	2.6%	8.9%
	4 Don't Know	Count	24	63	68	69	38	21	283
		% within Age Group	18.5%	17.8%	24.4%	30.8%	29.9%	27.3%	23.8%
	NA	Count	24	75	71	88	56	42	356
		% within Age Group	18.5%	21.2%	25.4%	39.3%	44.1%	54.5%	29.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.1 AG Media influence language Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Foreign TV	1 Yes	Count	33	76	51	29	15	5	209
		% within Age Group	25.4%	21.5%	18.3%	12.9%	11.8%	6.5%	17.5%
	2 A little	Count	26	72	35	10	9	4	156
		% within Age Group	20.0%	20.3%	12.5%	4.5%	7.1%	5.2%	13.1%
	3 No	Count	17	38	28	16	6	4	109
		% within Age Group	13.1%	10.7%	10.0%	7.1%	4.7%	5.2%	9.2%
	4 Don't Know	Count	23	78	82	72	38	22	315
		% within Age Group	17.7%	22.0%	29.4%	32.1%	29.9%	28.6%	26.4%
	NA	Count	31	90	83	97	59	42	402
		% within Age Group	23.8%	25.4%	29.7%	43.3%	46.5%	54.5%	33.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 AG Media influence language Bhutanese Newspapers * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Bhutanese Newspapers	1 Yes	Count	39	91	50	41	15	1	237
		% within Age Group	30.0%	25.7%	17.9%	18.3%	11.8%	1.3%	19.9%
	2 A little	Count	23	55	29	13	9	2	131
		% within Age Group	17.7%	15.5%	10.4%	5.8%	7.1%	2.6%	11.0%
	3 No	Count	18	34	19	9	7	3	90
		% within Age Group	13.8%	9.6%	6.8%	4.0%	5.5%	3.9%	7.6%
	4 Don't Know	Count	26	83	91	71	38	24	333
		% within Age Group	20.0%	23.4%	32.6%	31.7%	29.9%	31.2%	28.0%
	NA	Count	24	91	90	90	58	47	400
		% within Age Group	18.5%	25.7%	32.3%	40.2%	45.7%	61.0%	33.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 AG Media influence language Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence language Internet	1 Yes	Count	10	13	5	4	1	0	33
		% within Age Group	7.7%	3.7%	1.8%	1.8%	.8%	.0%	2.8%
	2 A little	Count	7	19	5	5	2	0	38
		% within Age Group	5.4%	5.4%	1.8%	2.2%	1.6%	.0%	3.2%
	3 No	Count	8	23	18	3	3	1	56
		% within Age Group	6.2%	6.5%	6.5%	1.3%	2.4%	1.3%	4.7%
	4 Don't Know	Count	47	131	117	84	49	26	454
		% within Age Group	36.2%	37.0%	41.9%	37.5%	38.6%	33.8%	38.1%
	NA	Count	58	168	134	128	72	50	610
		% within Age Group	44.6%	47.5%	48.0%	57.1%	56.7%	64.9%	51.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.2 AG Media influence dress Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Bhutanese Radio	1 Yes	Count	19	56	46	53	25	23	222
		% within Age Group	14.6%	15.8%	16.5%	23.7%	19.7%	29.9%	18.6%
	2 A little	Count	28	52	64	47	32	13	236
		% within Age Group	21.5%	14.7%	22.9%	21.0%	25.2%	16.9%	19.8%
	3 No	Count	39	76	68	49	29	13	274
		% within Age Group	30.0%	21.5%	24.4%	21.9%	22.8%	16.9%	23.0%
	4 Don't Know	Count	16	71	43	33	19	9	191
		% within Age Group	12.3%	20.1%	15.4%	14.7%	15.0%	11.7%	16.0%
	NA	Count	28	99	58	42	22	19	268
		% within Age Group	21.5%	28.0%	20.8%	18.8%	17.3%	24.7%	22.5%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 AG Media influence dress Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Bhutanese TV	1 Yes	Count	26	65	54	30	20	6	201
		% within Age Group	20.0%	18.4%	19.4%	13.4%	15.7%	7.8%	16.9%
	2 A little	Count	38	95	75	34	14	8	264
		% within Age Group	29.2%	26.8%	26.9%	15.2%	11.0%	10.4%	22.2%
	3 No	Count	22	85	41	20	11	8	187
		% within Age Group	16.9%	24.0%	14.7%	8.9%	8.7%	10.4%	15.7%
	4 Don't Know	Count	22	42	47	56	28	16	211
		% within Age Group	16.9%	11.9%	16.8%	25.0%	22.0%	20.8%	17.7%
	NA	Count	22	67	62	84	54	39	328
		% within Age Group	16.9%	18.9%	22.2%	37.5%	42.5%	50.6%	27.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.2 AG Media influence dress Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Indian TV	1 Yes	Count	27	67	32	22	12	4	164
		% within Age Group	20.8%	18.9%	11.5%	9.8%	9.4%	5.2%	13.8%
	2 A little	Count	27	71	54	24	5	5	186
		% within Age Group	20.8%	20.1%	19.4%	10.7%	3.9%	6.5%	15.6%
	3 No	Count	27	77	52	21	16	5	198
		% within Age Group	20.8%	21.8%	18.6%	9.4%	12.6%	6.5%	16.6%
	4 Don't Know	Count	24	49	63	63	36	17	252
		% within Age Group	18.5%	13.8%	22.6%	28.1%	28.3%	22.1%	21.2%
	NA	Count	25	90	78	94	58	46	391
		% within Age Group	19.2%	25.4%	28.0%	42.0%	45.7%	59.7%	32.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.2 AG Media influence dress Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Foreign TV	1 Yes	Count	20	47	24	16	10	4	121
		% within Age Group	15.4%	13.3%	8.6%	7.1%	7.9%	5.2%	10.2%
	2 A little	Count	30	62	44	20	7	4	167
		% within Age Group	23.1%	17.5%	15.8%	8.9%	5.5%	5.2%	14.0%
	3 No	Count	25	74	45	18	14	5	181
		% within Age Group	19.2%	20.9%	16.1%	8.0%	11.0%	6.5%	15.2%
	4 Don't Know	Count	23	65	77	66	36	18	285
		% within Age Group	17.7%	18.4%	27.6%	29.5%	28.3%	23.4%	23.9%
	NA	Count	32	106	89	104	60	46	437
		% within Age Group	24.6%	29.9%	31.9%	46.4%	47.2%	59.7%	36.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 AG Media influence dress Bhutanese Newspapers * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Bhutanese Newspapers	1 Yes	Count	13	27	20	19	8	1	88
		% within Age Group	10.0%	7.6%	7.2%	8.5%	6.3%	1.3%	7.4%
	2 A little	Count	14	44	31	16	10	0	115
		% within Age Group	10.8%	12.4%	11.1%	7.1%	7.9%	.0%	9.7%
	3 No	Count	47	101	42	28	14	6	238
		% within Age Group	36.2%	28.5%	15.1%	12.5%	11.0%	7.8%	20.0%
	4 Don't Know	Count	29	81	89	65	37	19	320
		% within Age Group	22.3%	22.9%	31.9%	29.0%	29.1%	24.7%	26.9%
	NA	Count	27	101	97	96	58	51	430
		% within Age Group	20.8%	28.5%	34.8%	42.9%	45.7%	66.2%	36.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 AG Media influence dress Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence dress Internet	1 Yes	Count	5	8	1	4	0	0	18
		% within Age Group	3.8%	2.3%	.4%	1.8%	.0%	.0%	1.5%
	2 A little	Count	7	11	4	0	2	0	24
		% within Age Group	5.4%	3.1%	1.4%	.0%	1.6%	.0%	2.0%
	3 No	Count	13	38	20	8	5	2	86
		% within Age Group	10.0%	10.7%	7.2%	3.6%	3.9%	2.6%	7.2%
	4 Don't Know	Count	47	125	116	77	47	21	433
		% within Age Group	36.2%	35.3%	41.6%	34.4%	37.0%	27.3%	36.4%
	NA	Count	58	172	138	135	73	54	630
		% within Age Group	44.6%	48.6%	49.5%	60.3%	57.5%	70.1%	52.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 AG Media influence behaviour Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Bhutanese Radio	1 Yes	Count	22	57	50	53	31	25	238
		% within Age Group	16.9%	16.1%	17.9%	23.7%	24.4%	32.5%	20.0%
	2 A little	Count	34	71	75	68	32	14	294
		% within Age Group	26.2%	20.1%	26.9%	30.4%	25.2%	18.2%	24.7%
	3 No	Count	26	59	50	29	21	11	196
		% within Age Group	20.0%	16.7%	17.9%	12.9%	16.5%	14.3%	16.5%
	4 Don't Know	Count	20	70	45	32	21	9	197
		% within Age Group	15.4%	19.8%	16.1%	14.3%	16.5%	11.7%	16.5%
	NA	Count	28	97	59	42	22	18	266
		% within Age Group	21.5%	27.4%	21.1%	18.8%	17.3%	23.4%	22.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 AG Media influence behaviour Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Bhutanese TV	1 Yes	Count	22	71	58	28	22	6	207
		% within Age Group	16.9%	20.1%	20.8%	12.5%	17.3%	7.8%	17.4%
	2 A little	Count	35	90	57	29	12	8	231
		% within Age Group	26.9%	25.4%	20.4%	12.9%	9.4%	10.4%	19.4%
	3 No	Count	24	84	43	26	11	8	196
		% within Age Group	18.5%	23.7%	15.4%	11.6%	8.7%	10.4%	16.5%
	4 Don't Know	Count	27	44	59	57	28	16	231
		% within Age Group	20.8%	12.4%	21.1%	25.4%	22.0%	20.8%	19.4%
	NA	Count	22	65	62	84	54	39	326
		% within Age Group	16.9%	18.4%	22.2%	37.5%	42.5%	50.6%	27.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 AG Media influence behaviour Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Indian TV	1 Yes	Count	23	68	39	19	8	5	162
		% within Age Group	17.7%	19.2%	14.0%	8.5%	6.3%	6.5%	13.6%
	2 A little	Count	25	63	33	16	10	4	151
		% within Age Group	19.2%	17.8%	11.8%	7.1%	7.9%	5.2%	12.7%
	3 No	Count	32	78	57	30	15	5	217
		% within Age Group	24.6%	22.0%	20.4%	13.4%	11.8%	6.5%	18.2%
	4 Don't Know	Count	25	54	69	65	36	17	266
		% within Age Group	19.2%	15.3%	24.7%	29.0%	28.3%	22.1%	22.3%
	NA	Count	25	91	81	94	58	46	395
		% within Age Group	19.2%	25.7%	29.0%	42.0%	45.7%	59.7%	33.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 AG Media influence behaviour Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Foreign TV	1 Yes	Count	17	52	28	15	10	4	126
		% within Age Group	13.1%	14.7%	10.0%	6.7%	7.9%	5.2%	10.6%
	2 A little	Count	27	60	36	14	9	4	150
		% within Age Group	20.8%	16.9%	12.9%	6.3%	7.1%	5.2%	12.6%
	3 No	Count	30	72	47	23	12	5	189
		% within Age Group	23.1%	20.3%	16.8%	10.3%	9.4%	6.5%	15.9%
	4 Don't Know	Count	25	63	78	67	36	18	287
		% within Age Group	19.2%	17.8%	28.0%	29.9%	28.3%	23.4%	24.1%
	NA	Count	31	107	90	105	60	46	439
		% within Age Group	23.8%	30.2%	32.3%	46.9%	47.2%	59.7%	36.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 AG Media influence behaviour Bhutanese Newspapers * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	12	34	23	16	10	1	96
		% within Age Group	9.2%	9.6%	8.2%	7.1%	7.9%	1.3%	8.1%
	2 A little	Count	25	52	33	21	10	0	141
		% within Age Group	19.2%	14.7%	11.8%	9.4%	7.9%	.0%	11.8%
	3 No	Count	36	88	35	23	10	6	198
		% within Age Group	27.7%	24.9%	12.5%	10.3%	7.9%	7.8%	16.6%
	4 Don't Know	Count	27	79	88	67	39	19	319
		% within Age Group	20.8%	22.3%	31.5%	29.9%	30.7%	24.7%	26.8%
	NA	Count	30	101	100	97	58	51	437
		% within Age Group	23.1%	28.5%	35.8%	43.3%	45.7%	66.2%	36.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 AG Media influence behaviour Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence behaviour Internet	1 Yes	Count	4	10	3	3	1	0	21
		% within Age Group	3.1%	2.8%	1.1%	1.3%	.8%	.0%	1.8%
	2 A little	Count	4	10	4	1	1	0	20
		% within Age Group	3.1%	2.8%	1.4%	.4%	.8%	.0%	1.7%
	3 No	Count	18	36	17	7	5	2	85
		% within Age Group	13.8%	10.2%	6.1%	3.1%	3.9%	2.6%	7.1%
	4 Don't Know	Count	46	123	116	78	47	21	431
		% within Age Group	35.4%	34.7%	41.6%	34.8%	37.0%	27.3%	36.2%
	NA	Count	58	175	139	135	73	54	634
		% within Age Group	44.6%	49.4%	49.8%	60.3%	57.5%	70.1%	53.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 AG Media influence thinking Bhutanese Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Bhutanese Radio	1 Yes	Count	35	81	75	75	39	27	332
		% within Age Group	26.9%	22.9%	26.9%	33.5%	30.7%	35.1%	27.9%
	2 A little	Count	36	71	71	62	35	17	292
		% within Age Group	27.7%	20.1%	25.4%	27.7%	27.6%	22.1%	24.5%
	3 No	Count	18	41	36	15	10	5	125
		% within Age Group	13.8%	11.6%	12.9%	6.7%	7.9%	6.5%	10.5%
	4 Don't Know	Count	15	65	39	30	16	9	174
		% within Age Group	11.5%	18.4%	14.0%	13.4%	12.6%	11.7%	14.6%
	NA	Count	26	96	58	42	27	19	268
		% within Age Group	20.0%	27.1%	20.8%	18.8%	21.3%	24.7%	22.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 AG Media influence thinking Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Bhutanese TV	1 Yes	Count	31	104	76	44	25	7	287
		% within Age Group	23.8%	29.4%	27.2%	19.6%	19.7%	9.1%	24.1%
	2 A little	Count	38	94	54	30	12	7	235
		% within Age Group	29.2%	26.6%	19.4%	13.4%	9.4%	9.1%	19.7%
	3 No	Count	16	46	29	10	7	7	115
		% within Age Group	12.3%	13.0%	10.4%	4.5%	5.5%	9.1%	9.7%
	4 Don't Know	Count	24	42	56	54	29	16	221
		% within Age Group	18.5%	11.9%	20.1%	24.1%	22.8%	20.8%	18.6%
	NA	Count	21	68	64	86	54	40	333
		% within Age Group	16.2%	19.2%	22.9%	38.4%	42.5%	51.9%	28.0%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 AG Media influence thinking Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Indian TV	1 Yes	Count	31	85	49	25	13	6	209
		% within Age Group	23.8%	24.0%	17.6%	11.2%	10.2%	7.8%	17.5%
	2 A little	Count	27	69	41	18	8	3	166
		% within Age Group	20.8%	19.5%	14.7%	8.0%	6.3%	3.9%	13.9%
	3 No	Count	20	56	41	24	11	5	157
		% within Age Group	15.4%	15.8%	14.7%	10.7%	8.7%	6.5%	13.2%
	4 Don't Know	Count	28	52	69	62	37	16	264
		% within Age Group	21.5%	14.7%	24.7%	27.7%	29.1%	20.8%	22.2%
	NA	Count	24	92	79	95	58	47	395
		% within Age Group	18.5%	26.0%	28.3%	42.4%	45.7%	61.0%	33.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 AG Media influence thinking Foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Foreign TV	1 Yes	Count	25	66	40	23	11	5	170
		% within Age Group	19.2%	18.6%	14.3%	10.3%	8.7%	6.5%	14.3%
	2 A little	Count	27	65	33	16	10	3	154
		% within Age Group	20.8%	18.4%	11.8%	7.1%	7.9%	3.9%	12.9%
	3 No	Count	21	54	40	17	9	5	146
		% within Age Group	16.2%	15.3%	14.3%	7.6%	7.1%	6.5%	12.3%
	4 Don't Know	Count	26	61	77	64	37	17	282
		% within Age Group	20.0%	17.2%	27.6%	28.6%	29.1%	22.1%	23.7%
	NA	Count	31	108	89	104	60	47	439
		% within Age Group	23.8%	30.5%	31.9%	46.4%	47.2%	61.0%	36.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 AG Media influence thinking Bhutanese Newspapers * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	30	76	43	29	13	2	193
		% within Age Group	23.1%	21.5%	15.4%	12.9%	10.2%	2.6%	16.2%
	2 A little	Count	27	65	29	21	9	2	153
		% within Age Group	20.8%	18.4%	10.4%	9.4%	7.1%	2.6%	12.8%
	3 No	Count	22	36	21	13	8	3	103
		% within Age Group	16.9%	10.2%	7.5%	5.8%	6.3%	3.9%	8.6%
	4 Don't Know	Count	23	75	88	65	39	18	308
		% within Age Group	17.7%	21.2%	31.5%	29.0%	30.7%	23.4%	25.9%
	NA	Count	28	102	98	96	58	52	434
		% within Age Group	21.5%	28.8%	35.1%	42.9%	45.7%	67.5%	36.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 AG Media influence thinking Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media influence thinking Internet	1 Yes	Count	12	20	11	3	5	0	51
		% within Age Group	9.2%	5.6%	3.9%	1.3%	3.9%	.0%	4.3%
	2 A little	Count	4	18	4	2	0	0	28
		% within Age Group	3.1%	5.1%	1.4%	.9%	.0%	.0%	2.4%
	3 No	Count	11	19	11	7	2	2	52
		% within Age Group	8.5%	5.4%	3.9%	3.1%	1.6%	2.6%	4.4%
	4 Don't Know	Count	44	119	114	78	47	20	422
		% within Age Group	33.8%	33.6%	40.9%	34.8%	37.0%	26.0%	35.4%
	NA	Count	59	178	139	134	73	55	638
		% within Age Group	45.4%	50.3%	49.8%	59.8%	57.5%	71.4%	53.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable BBS Radio	1 all the time	Count	36	91	78	92	48	29	374
		% within Age Group	27.7%	25.7%	28.0%	41.1%	37.8%	37.7%	31.4%
	2 most of the time	Count	34	62	71	52	24	13	256
		% within Age Group	26.2%	17.5%	25.4%	23.2%	18.9%	16.9%	21.5%
	3 some of the time	Count	15	33	25	11	14	6	104
		% within Age Group	11.5%	9.3%	9.0%	4.9%	11.0%	7.8%	8.7%
	4 none of the time	Count	1	4	4	0	1	0	10
		% within Age Group	.8%	1.1%	1.4%	.0%	.8%	.0%	.8%
	5 don't know	Count	21	74	50	25	20	15	205
		% within Age Group	16.2%	20.9%	17.9%	11.2%	15.7%	19.5%	17.2%
	6 not available	Count	23	90	51	44	20	14	242
		% within Age Group	17.7%	25.4%	18.3%	19.6%	15.7%	18.2%	20.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Kuzoo Radio	1 all the time	Count	14	50	40	41	22	16	183
		% within Age Group	10.8%	14.1%	14.3%	18.3%	17.3%	20.8%	15.4%
	2 most of the time	Count	30	49	39	31	15	10	174
		% within Age Group	23.1%	13.8%	14.0%	13.8%	11.8%	13.0%	14.6%
	3 some of the time	Count	21	50	33	13	10	1	128
		% within Age Group	16.2%	14.1%	11.8%	5.8%	7.9%	1.3%	10.7%
	4 none of the time	Count	2	2	5	3	2	0	14
		% within Age Group	1.5%	.6%	1.8%	1.3%	1.6%	.0%	1.2%
	5 don't know	Count	21	77	52	31	25	19	225
		% within Age Group	16.2%	21.8%	18.6%	13.8%	19.7%	24.7%	18.9%
	6 not available	Count	42	126	110	105	53	31	467
		% within Age Group	32.3%	35.6%	39.4%	46.9%	41.7%	40.3%	39.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Radio Valley * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Radio Valley	1 all the time	Count	2	4	1	2	1	1	11
		% within Age Group	1.5%	1.1%	.4%	.9%	.8%	1.3%	.9%
	2 most of the time	Count	3	5	0	1	0	0	9
		% within Age Group	2.3%	1.4%	.0%	.4%	.0%	.0%	.8%
	3 some of the time	Count	4	4	0	1	2	0	11
		% within Age Group	3.1%	1.1%	.0%	.4%	1.6%	.0%	.9%
	4 none of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	5 don't know	Count	10	36	23	24	9	9	111
		% within Age Group	7.7%	10.2%	8.2%	10.7%	7.1%	11.7%	9.3%
	6 not available	Count	111	304	255	196	115	67	1048
		% within Age Group	85.4%	85.9%	91.4%	87.5%	90.6%	87.0%	88.0%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Centennial Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Centennial Radio	1 all the time	Count	2	2	1	1	0	1	7
		% within Age Group	1.5%	.6%	.4%	.4%	.0%	1.3%	.6%
	2 most of the time	Count	3	2	0	0	0	0	5
		% within Age Group	2.3%	.6%	.0%	.0%	.0%	.0%	.4%
	3 some of the time	Count	2	0	0	1	0	0	3
		% within Age Group	1.5%	.0%	.0%	.4%	.0%	.0%	.3%
	4 none of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	5 don't know	Count	9	33	23	22	11	11	109
		% within Age Group	6.9%	9.3%	8.2%	9.8%	8.7%	14.3%	9.2%
	6 not available	Count	114	316	255	200	116	65	1066
		% within Age Group	87.7%	89.3%	91.4%	89.3%	91.3%	84.4%	89.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable International Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable International Radio	1 all the time	Count	7	18	9	5	5	1	45
		% within Age Group	5.4%	5.1%	3.2%	2.2%	3.9%	1.3%	3.8%
	2 most of the time	Count	8	17	13	9	4	0	51
		% within Age Group	6.2%	4.8%	4.7%	4.0%	3.1%	.0%	4.3%
	3 some of the time	Count	10	15	17	3	2	0	47
		% within Age Group	7.7%	4.2%	6.1%	1.3%	1.6%	.0%	3.9%
	4 none of the time	Count	0	4	5	0	0	0	9
		% within Age Group	.0%	1.1%	1.8%	.0%	.0%	.0%	.8%
	5 don't know	Count	51	124	113	83	61	39	471
		% within Age Group	39.2%	35.0%	40.5%	37.1%	48.0%	50.6%	39.5%
	6 not available	Count	54	176	122	124	55	37	568
		% within Age Group	41.5%	49.7%	43.7%	55.4%	43.3%	48.1%	47.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Kuensel * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Kuensel	1 all the time	Count	37	65	29	19	13	5	168
		% within Age Group	28.5%	18.4%	10.4%	8.5%	10.2%	6.5%	14.1%
	2 most of the time	Count	26	75	52	28	6	1	188
		% within Age Group	20.0%	21.2%	18.6%	12.5%	4.7%	1.3%	15.8%
	3 some of the time	Count	15	38	20	15	11	1	100
		% within Age Group	11.5%	10.7%	7.2%	6.7%	8.7%	1.3%	8.4%
	4 none of the time	Count	0	0	3	1	0	0	4
		% within Age Group	.0%	.0%	1.1%	.4%	.0%	.0%	.3%
	5 don't know	Count	30	74	89	62	39	30	324
		% within Age Group	23.1%	20.9%	31.9%	27.7%	30.7%	39.0%	27.2%
	6 not available	Count	22	102	86	99	58	40	407
		% within Age Group	16.9%	28.8%	30.8%	44.2%	45.7%	51.9%	34.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Bhutan Times * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Bhutan Times	1 all the time	Count	18	28	9	10	7	2	74
		% within Age Group	13.8%	7.9%	3.2%	4.5%	5.5%	2.6%	6.2%
	2 most of the time	Count	19	59	30	14	5	0	127
		% within Age Group	14.6%	16.7%	10.8%	6.3%	3.9%	.0%	10.7%
	3 some of the time	Count	16	38	23	8	5	0	90
		% within Age Group	12.3%	10.7%	8.2%	3.6%	3.9%	.0%	7.6%
	4 none of the time	Count	1	1	4	1	0	0	7
		% within Age Group	.8%	.3%	1.4%	.4%	.0%	.0%	.6%
	5 don't know	Count	41	100	108	73	46	31	399
		% within Age Group	31.5%	28.2%	38.7%	32.6%	36.2%	40.3%	33.5%
	6 not available	Count	35	128	105	118	64	44	494
		% within Age Group	26.9%	36.2%	37.6%	52.7%	50.4%	57.1%	41.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Bhutan Observer * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Bhutan Observer	1 all the time	Count	19	25	11	7	12	3	77
		% within Age Group	14.6%	7.1%	3.9%	3.1%	9.4%	3.9%	6.5%
	2 most of the time	Count	15	54	26	11	3	0	109
		% within Age Group	11.5%	15.3%	9.3%	4.9%	2.4%	.0%	9.2%
	3 some of the time	Count	14	35	29	11	4	0	93
		% within Age Group	10.8%	9.9%	10.4%	4.9%	3.1%	.0%	7.8%
	4 none of the time	Count	1	1	2	1	0	0	5
		% within Age Group	.8%	.3%	.7%	.4%	.0%	.0%	.4%
	5 don't know	Count	44	99	108	73	45	31	400
		% within Age Group	33.8%	28.0%	38.7%	32.6%	35.4%	40.3%	33.6%
	6 not available	Count	37	140	103	121	63	43	507
		% within Age Group	28.5%	39.5%	36.9%	54.0%	49.6%	55.8%	42.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable BBS TV	1 all the time	Count	40	135	87	48	25	16	351
		% within Age Group	30.8%	38.1%	31.2%	21.4%	19.7%	20.8%	29.5%
	2 most of the time	Count	28	92	52	31	8	5	216
		% within Age Group	21.5%	26.0%	18.6%	13.8%	6.3%	6.5%	18.1%
	3 some of the time	Count	14	19	30	7	4	2	76
		% within Age Group	10.8%	5.4%	10.8%	3.1%	3.1%	2.6%	6.4%
	4 none of the time	Count	1	1	1	1	0	0	4
		% within Age Group	.8%	.3%	.4%	.4%	.0%	.0%	.3%
	5 don't know	Count	20	25	35	32	22	12	146
		% within Age Group	15.4%	7.1%	12.5%	14.3%	17.3%	15.6%	12.3%
	6 not available	Count	27	82	74	105	68	42	398
		% within Age Group	20.8%	23.2%	26.5%	46.9%	53.5%	54.5%	33.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Local cable TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Local cable TV	1 all the time	Count	2	11	4	4	6	1	28
		% within Age Group	1.5%	3.1%	1.4%	1.8%	4.7%	1.3%	2.4%
	2 most of the time	Count	3	17	9	4	3	1	37
		% within Age Group	2.3%	4.8%	3.2%	1.8%	2.4%	1.3%	3.1%
	3 some of the time	Count	9	18	25	8	2	2	64
		% within Age Group	6.9%	5.1%	9.0%	3.6%	1.6%	2.6%	5.4%
	4 none of the time	Count	2	3	2	3	1	0	11
		% within Age Group	1.5%	.8%	.7%	1.3%	.8%	.0%	.9%
	5 don't know	Count	22	35	38	32	19	12	158
		% within Age Group	16.9%	9.9%	13.6%	14.3%	15.0%	15.6%	13.3%
	6 not available	Count	92	270	201	173	96	61	893
		% within Age Group	70.8%	76.3%	72.0%	77.2%	75.6%	79.2%	75.0%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable International TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable International TV	1 all the time	Count	14	31	19	13	6	6	89
		% within Age Group	10.8%	8.8%	6.8%	5.8%	4.7%	7.8%	7.5%
	2 most of the time	Count	17	59	28	13	11	1	129
		% within Age Group	13.1%	16.7%	10.0%	5.8%	8.7%	1.3%	10.8%
	3 some of the time	Count	16	48	37	15	6	1	123
		% within Age Group	12.3%	13.6%	13.3%	6.7%	4.7%	1.3%	10.3%
	4 none of the time	Count	9	9	5	3	0	0	26
		% within Age Group	6.9%	2.5%	1.8%	1.3%	.0%	.0%	2.2%
	5 don't know	Count	33	65	76	50	26	19	269
		% within Age Group	25.4%	18.4%	27.2%	22.3%	20.5%	24.7%	22.6%
	6 not available	Count	41	142	114	130	78	50	555
		% within Age Group	31.5%	40.1%	40.9%	58.0%	61.4%	64.9%	46.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Internet	1 all the time	Count	5	12	4	2	0	0	23
		% within Age Group	3.8%	3.4%	1.4%	.9%	.0%	.0%	1.9%
	2 most of the time	Count	6	15	9	3	1	0	34
		% within Age Group	4.6%	4.2%	3.2%	1.3%	.8%	.0%	2.9%
	3 some of the time	Count	5	18	7	8	4	0	42
		% within Age Group	3.8%	5.1%	2.5%	3.6%	3.1%	.0%	3.5%
	4 none of the time	Count	1	7	2	2	1	0	13
		% within Age Group	.8%	2.0%	.7%	.9%	.8%	.0%	1.1%
	5 don't know	Count	27	57	66	38	28	16	232
		% within Age Group	20.8%	16.1%	23.7%	17.0%	22.0%	20.8%	19.5%
	6 not available	Count	86	245	191	171	93	61	847
		% within Age Group	66.2%	69.2%	68.5%	76.3%	73.2%	79.2%	71.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable Advertising * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable Advertising	1 all the time	Count	12	22	12	12	5	6	69
		% within Age Group	9.2%	6.2%	4.3%	5.4%	3.9%	7.8%	5.8%
	2 most of the time	Count	17	30	23	15	4	6	95
		% within Age Group	13.1%	8.5%	8.2%	6.7%	3.1%	7.8%	8.0%
	3 some of the time	Count	22	68	54	19	17	4	184
		% within Age Group	16.9%	19.2%	19.4%	8.5%	13.4%	5.2%	15.4%
	4 none of the time	Count	4	22	4	3	3	2	38
		% within Age Group	3.1%	6.2%	1.4%	1.3%	2.4%	2.6%	3.2%
	5 don't know	Count	41	79	73	53	34	23	303
		% within Age Group	31.5%	22.3%	26.2%	23.7%	26.8%	29.9%	25.4%
	6 not available	Count	34	133	113	122	64	36	502
		% within Age Group	26.2%	37.6%	40.5%	54.5%	50.4%	46.8%	42.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 AG Media believable International Newspaper/Magazines * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Media believable International Newspaper/Magazines	1 all the time	Count	3	5	1	2	1	2	14
		% within Age Group	2.3%	1.4%	.4%	.9%	.8%	2.6%	1.2%
	2 most of the time	Count	9	19	12	3	2	0	45
		% within Age Group	6.9%	5.4%	4.3%	1.3%	1.6%	.0%	3.8%
	3 some of the time	Count	12	22	14	7	3	0	58
		% within Age Group	9.2%	6.2%	5.0%	3.1%	2.4%	.0%	4.9%
	4 none of the time	Count	2	4	2	0	1	0	9
		% within Age Group	1.5%	1.1%	.7%	.0%	.8%	.0%	.8%
	5 don't know	Count	30	56	67	39	31	14	237
		% within Age Group	23.1%	15.8%	24.0%	17.4%	24.4%	18.2%	19.9%
	6 not available	Count	74	248	183	173	89	61	828
		% within Age Group	56.9%	70.1%	65.6%	77.2%	70.1%	79.2%	69.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence BBS Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence BBS Radio	1 All of the time	Count	6	26	22	31	7	5	97
		% within Age Group	4.6%	7.3%	7.9%	13.8%	5.5%	6.5%	8.1%
	2 Often	Count	28	70	53	45	15	5	216
		% within Age Group	21.5%	19.8%	19.0%	20.1%	11.8%	6.5%	18.1%
	3 Sometimes	Count	20	43	43	25	26	8	165
		% within Age Group	15.4%	12.1%	15.4%	11.2%	20.5%	10.4%	13.9%
	4 Never	Count	35	45	57	53	37	31	258
		% within Age Group	26.9%	12.7%	20.4%	23.7%	29.1%	40.3%	21.7%
	5 Don't listen/view/read advertisements	Count	41	170	104	70	42	28	455
		% within Age Group	31.5%	48.0%	37.3%	31.3%	33.1%	36.4%	38.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Kuzoo Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Kuzoo Radio	1 All of the time	Count	3	22	7	12	1	0	45
		% within Age Group	2.3%	6.2%	2.5%	5.4%	.8%	.0%	3.8%
	2 Often	Count	17	47	31	29	9	4	137
		% within Age Group	13.1%	13.3%	11.1%	12.9%	7.1%	5.2%	11.5%
	3 Sometimes	Count	21	40	39	17	16	5	138
		% within Age Group	16.2%	11.3%	14.0%	7.6%	12.6%	6.5%	11.6%
	4 Never	Count	30	42	46	33	27	18	196
		% within Age Group	23.1%	11.9%	16.5%	14.7%	21.3%	23.4%	16.5%
	5 Don't listen/view/read advertisements	Count	59	203	156	133	74	50	675
		% within Age Group	45.4%	57.3%	55.9%	59.4%	58.3%	64.9%	56.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Radio Valley * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Radio Valley	1 All of the time	Count	2	2	1	1	0	0	6
		% within Age Group	1.5%	.6%	.4%	.4%	.0%	.0%	.5%
	2 Often	Count	4	7	0	2	1	0	14
		% within Age Group	3.1%	2.0%	.0%	.9%	.8%	.0%	1.2%
	3 Sometimes	Count	2	3	0	2	1	0	8
		% within Age Group	1.5%	.8%	.0%	.9%	.8%	.0%	.7%
	4 Never	Count	4	8	9	2	4	2	29
		% within Age Group	3.1%	2.3%	3.2%	.9%	3.1%	2.6%	2.4%
	5 Don't listen/view/read advertisements	Count	118	334	269	217	121	75	1134
		% within Age Group	90.8%	94.4%	96.4%	96.9%	95.3%	97.4%	95.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Centennial Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Centennial Radio	1 All of the time	Count	1	1	1	1	0	0	4
		% within Age Group	.8%	.3%	.4%	.4%	.0%	.0%	.3%
	2 Often	Count	2	0	0	0	0	0	2
		% within Age Group	1.5%	.0%	.0%	.0%	.0%	.0%	.2%
	3 Sometimes	Count	2	3	0	1	1	0	7
		% within Age Group	1.5%	.8%	.0%	.4%	.8%	.0%	.6%
	4 Never	Count	4	8	10	2	3	2	29
		% within Age Group	3.1%	2.3%	3.6%	.9%	2.4%	2.6%	2.4%
	5 Don't listen/view/read advertisements	Count	121	342	268	220	123	75	1149
		% within Age Group	93.1%	96.6%	96.1%	98.2%	96.9%	97.4%	96.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence International Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence International Radio	1 All of the time	Count	1	5	1	1	0	0	8
		% within Age Group	.8%	1.4%	.4%	.4%	.0%	.0%	.7%
	2 Often	Count	9	14	9	4	2	0	38
		% within Age Group	6.9%	4.0%	3.2%	1.8%	1.6%	.0%	3.2%
	3 Sometimes	Count	9	18	16	4	5	0	52
		% within Age Group	6.9%	5.1%	5.7%	1.8%	3.9%	.0%	4.4%
	4 Never	Count	10	16	18	11	8	2	65
		% within Age Group	7.7%	4.5%	6.5%	4.9%	6.3%	2.6%	5.5%
	5 Don't listen/view/read advertisements	Count	101	301	235	204	112	75	1028
		% within Age Group	77.7%	85.0%	84.2%	91.1%	88.2%	97.4%	86.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Kuensel * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Kuensel	1 All of the time	Count	6	26	9	9	1	1	52
		% within Age Group	4.6%	7.3%	3.2%	4.0%	.8%	1.3%	4.4%
	2 Often	Count	23	51	41	20	7	1	143
		% within Age Group	17.7%	14.4%	14.7%	8.9%	5.5%	1.3%	12.0%
	3 Sometimes	Count	28	57	35	19	12	2	153
		% within Age Group	21.5%	16.1%	12.5%	8.5%	9.4%	2.6%	12.8%
	4 Never	Count	22	41	19	13	13	4	112
		% within Age Group	16.9%	11.6%	6.8%	5.8%	10.2%	5.2%	9.4%
	5 Don't listen/view/read advertisements	Count	51	179	175	163	94	69	731
		% within Age Group	39.2%	50.6%	62.7%	72.8%	74.0%	89.6%	61.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Bhutan Times * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Bhutan Times	1 All of the time	Count	2	14	3	2	0	0	21
		% within Age Group	1.5%	4.0%	1.1%	.9%	.0%	.0%	1.8%
	2 Often	Count	14	31	21	7	4	0	77
		% within Age Group	10.8%	8.8%	7.5%	3.1%	3.1%	.0%	6.5%
	3 Sometimes	Count	21	47	27	12	7	1	115
		% within Age Group	16.2%	13.3%	9.7%	5.4%	5.5%	1.3%	9.7%
	4 Never	Count	19	34	19	11	8	2	93
		% within Age Group	14.6%	9.6%	6.8%	4.9%	6.3%	2.6%	7.8%
	5 Don't listen/view/read advertisements	Count	74	228	209	192	108	74	885
		% within Age Group	56.9%	64.4%	74.9%	85.7%	85.0%	96.1%	74.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Bhutan Observer * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Bhutan Observer	1 All of the time	Count	2	13	3	1	1	1	21
		% within Age Group	1.5%	3.7%	1.1%	.4%	.8%	1.3%	1.8%
	2 Often	Count	10	28	24	4	3	0	69
		% within Age Group	7.7%	7.9%	8.6%	1.8%	2.4%	.0%	5.8%
	3 Sometimes	Count	18	45	28	12	7	1	111
		% within Age Group	13.8%	12.7%	10.0%	5.4%	5.5%	1.3%	9.3%
	4 Never	Count	23	32	20	13	10	2	100
		% within Age Group	17.7%	9.0%	7.2%	5.8%	7.9%	2.6%	8.4%
	5 Don't listen/view/read advertisements	Count	77	236	204	194	106	73	890
		% within Age Group	59.2%	66.7%	73.1%	86.6%	83.5%	94.8%	74.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence BBS TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence BBS TV	1 All of the time	Count	9	54	26	14	4	2	109
		% within Age Group	6.9%	15.3%	9.3%	6.3%	3.1%	2.6%	9.2%
	2 Often	Count	24	68	56	21	10	5	184
		% within Age Group	18.5%	19.2%	20.1%	9.4%	7.9%	6.5%	15.4%
	3 Sometimes	Count	30	70	51	29	14	6	200
		% within Age Group	23.1%	19.8%	18.3%	12.9%	11.0%	7.8%	16.8%
	4 Never	Count	20	47	33	21	11	11	143
		% within Age Group	15.4%	13.3%	11.8%	9.4%	8.7%	14.3%	12.0%
	5 Don't listen/view/read advertisements	Count	47	115	113	139	88	53	555
		% within Age Group	36.2%	32.5%	40.5%	62.1%	69.3%	68.8%	46.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Local cable TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Local cable TV	1 All of the time	Count	0	3	3	1	1	0	8
		% within Age Group	.0%	.8%	1.1%	.4%	.8%	.0%	.7%
	2 Often	Count	1	21	16	5	7	1	51
		% within Age Group	.8%	5.9%	5.7%	2.2%	5.5%	1.3%	4.3%
	3 Sometimes	Count	10	21	16	8	3	1	59
		% within Age Group	7.7%	5.9%	5.7%	3.6%	2.4%	1.3%	5.0%
	4 Never	Count	15	14	14	4	4	4	55
		% within Age Group	11.5%	4.0%	5.0%	1.8%	3.1%	5.2%	4.6%
	5 Don't listen/view/read advertisements	Count	104	295	230	206	112	71	1018
		% within Age Group	80.0%	83.3%	82.4%	92.0%	88.2%	92.2%	85.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence International TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence International TV	1 All of the time	Count	2	9	3	2	1	0	17
		% within Age Group	1.5%	2.5%	1.1%	.9%	.8%	.0%	1.4%
	2 Often	Count	13	24	15	6	5	1	64
		% within Age Group	10.0%	6.8%	5.4%	2.7%	3.9%	1.3%	5.4%
	3 Sometimes	Count	20	56	35	10	8	1	130
		% within Age Group	15.4%	15.8%	12.5%	4.5%	6.3%	1.3%	10.9%
	4 Never	Count	24	57	40	25	10	5	161
		% within Age Group	18.5%	16.1%	14.3%	11.2%	7.9%	6.5%	13.5%
	5 Don't listen/view/read advertisements	Count	71	208	186	181	103	70	819
		% within Age Group	54.6%	58.8%	66.7%	80.8%	81.1%	90.9%	68.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Advertising influence Internet	1 All of the time	Count	1	2	0	1	1	0	5
		% within Age Group	.8%	.6%	.0%	.4%	.8%	.0%	.4%
	2 Often	Count	6	11	6	1	1	0	25
		% within Age Group	4.6%	3.1%	2.2%	.4%	.8%	.0%	2.1%
	3 Sometimes	Count	6	20	10	5	1	0	42
		% within Age Group	4.6%	5.6%	3.6%	2.2%	.8%	.0%	3.5%
	4 Never	Count	14	25	13	5	5	2	64
		% within Age Group	10.8%	7.1%	4.7%	2.2%	3.9%	2.6%	5.4%
	5 Don't listen/view/read advertisements	Count	103	296	250	212	119	75	1055
		% within Age Group	79.2%	83.6%	89.6%	94.6%	93.7%	97.4%	88.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence International Newspaper/Magazines * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Advertising influence International Newspaper/Magazines	1 All of the time	Count	2	4	0	0	0
		% within Age Group	1.5%	1.1%	.0%	.0%	.0%
	2 Often	Count	9	12	8	4	0
		% within Age Group	6.9%	3.4%	2.9%	1.8%	.0%
	3 Sometimes	Count	8	19	10	5	4
		% within Age Group	6.2%	5.4%	3.6%	2.2%	3.1%
	4 Never	Count	10	22	14	5	4
		% within Age Group	7.7%	6.2%	5.0%	2.2%	3.1%
	5 Don't listen/view/read advertisements	Count	101	297	247	210	119
		% within Age Group	77.7%	83.9%	88.5%	93.8%	93.7%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 AG Advertising influence International Newspaper/Magazines * Age Group Crosstabulation

			Age	Total
			65+	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	0	6
		% within Age Group	.0%	.5%
	2 Often	Count	1	34
		% within Age Group	1.3%	2.9%
	3 Sometimes	Count	1	47
		% within Age Group	1.3%	3.9%
	4 Never	Count	1	56
		% within Age Group	1.3%	4.7%
	5 Don't listen/view/read advertisements	Count	74	1048
		% within Age Group	96.1%	88.0%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

E. Media Credibility and Influence by Type of Area

E1 A Media Credibility and Influence * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media Credibility and Influence	1 Bhutanese Newspaper	Count	22	48	70
		% within Type of Area	3.7%	8.0%	5.9%
	2 Bhutanese television	Count	129	342	471
		% within Type of Area	21.7%	57.3%	39.5%
	3 Bhutanese Radio	Count	347	97	444
		% within Type of Area	58.4%	16.2%	37.3%
	4 International newspaper	Count	3	9	12
		% within Type of Area	.5%	1.5%	1.0%
	5 International TV	Count	38	72	110
		% within Type of Area	6.4%	12.1%	9.2%
	6 International Radio	Count	5	7	12
		% within Type of Area	.8%	1.2%	1.0%
	7 Internet	Count	1	9	10
		% within Type of Area	.2%	1.5%	.8%
	Not available	Count	49	13	62
		% within Type of Area	8.2%	2.2%	5.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.1 A Media influence language Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Bhutanese Radio	1 Yes	Count	267	135	402
		% within Type of Area	44.9%	22.6%	33.8%
	2 A little	Count	118	113	231
		% within Type of Area	19.9%	18.9%	19.4%
	3 No	Count	47	73	120
		% within Type of Area	7.9%	12.2%	10.1%
	4 Don't Know	Count	63	125	188
		% within Type of Area	10.6%	20.9%	15.8%
	NA	Count	99	151	250
		% within Type of Area	16.7%	25.3%	21.0%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.1 A Media influence language Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Bhutanese TV	1 Yes	Count	94	257	351
		% within Type of Area	15.8%	43.0%	29.5%
	2 A little	Count	53	163	216
		% within Type of Area	8.9%	27.3%	18.1%
	3 No	Count	13	72	85
		% within Type of Area	2.2%	12.1%	7.1%
	4 Don't Know	Count	179	55	234
		% within Type of Area	30.1%	9.2%	19.6%
	NA	Count	255	50	305
		% within Type of Area	42.9%	8.4%	25.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.1 A Media influence language Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Indian TV	1 Yes	Count	67	198	265
		% within Type of Area	11.3%	33.2%	22.3%
	2 A little	Count	41	140	181
		% within Type of Area	6.9%	23.5%	15.2%
	3 No	Count	17	89	106
		% within Type of Area	2.9%	14.9%	8.9%
	4 Don't Know	Count	195	88	283
		% within Type of Area	32.8%	14.7%	23.8%
	NA	Count	274	82	356
		% within Type of Area	46.1%	13.7%	29.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.1 A Media influence language Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Foreign TV	1 Yes	Count	57	152	209
		% within Type of Area	9.6%	25.5%	17.5%
	2 A little	Count	31	125	156
		% within Type of Area	5.2%	20.9%	13.1%
	3 No	Count	20	89	109
		% within Type of Area	3.4%	14.9%	9.2%
	4 Don't Know	Count	203	112	315
		% within Type of Area	34.2%	18.8%	26.4%
	NA	Count	283	119	402
		% within Type of Area	47.6%	19.9%	33.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.1 A Media influence language Bhutanese Newspapers * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Bhutanese Newspapers	1 Yes	Count	80	157	237
		% within Type of Area	13.5%	26.3%	19.9%
	2 A little	Count	42	89	131
		% within Type of Area	7.1%	14.9%	11.0%
	3 No	Count	9	81	90
		% within Type of Area	1.5%	13.6%	7.6%
	4 Don't Know	Count	196	137	333
		% within Type of Area	33.0%	22.9%	28.0%
	NA	Count	267	133	400
		% within Type of Area	44.9%	22.3%	33.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.1 A Media influence language Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence language Internet	1 Yes	Count	6	27	33
		% within Type of Area	1.0%	4.5%	2.8%
	2 A little	Count	3	35	38
		% within Type of Area	.5%	5.9%	3.2%
	3 No	Count	3	53	56
		% within Type of Area	.5%	8.9%	4.7%
	4 Don't Know	Count	232	222	454
		% within Type of Area	39.1%	37.2%	38.1%
	NA	Count	350	260	610
		% within Type of Area	58.9%	43.6%	51.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.2 A Media influence dress Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Bhutanese Radio	1 Yes	Count	153	69	222
		% within Type of Area	25.8%	11.6%	18.6%
	2 A little	Count	136	100	236
		% within Type of Area	22.9%	16.8%	19.8%
	3 No	Count	133	141	274
		% within Type of Area	22.4%	23.6%	23.0%
	4 Don't Know	Count	65	126	191
		% within Type of Area	10.9%	21.1%	16.0%
	NA	Count	107	161	268
		% within Type of Area	18.0%	27.0%	22.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.2 A Media influence dress Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Bhutanese TV	1 Yes	Count	58	143	201
		% within Type of Area	9.8%	24.0%	16.9%
	2 A little	Count	72	192	264
		% within Type of Area	12.1%	32.2%	22.2%
	3 No	Count	30	157	187
		% within Type of Area	5.1%	26.3%	15.7%
	4 Don't Know	Count	159	52	211
		% within Type of Area	26.8%	8.7%	17.7%
	NA	Count	275	53	328
		% within Type of Area	46.3%	8.9%	27.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.2 A Media influence dress Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Indian TV	1 Yes	Count	39	125	164
		% within Type of Area	6.6%	20.9%	13.8%
	2 A little	Count	42	144	186
		% within Type of Area	7.1%	24.1%	15.6%
	3 No	Count	42	156	198
		% within Type of Area	7.1%	26.1%	16.6%
	4 Don't Know	Count	169	83	252
		% within Type of Area	28.5%	13.9%	21.2%
	NA	Count	302	89	391
		% within Type of Area	50.8%	14.9%	32.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.2 A Media influence dress Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Foreign TV	1 Yes	Count	33	88	121
		% within Type of Area	5.6%	14.7%	10.2%
	2 A little	Count	35	132	167
		% within Type of Area	5.9%	22.1%	14.0%
	3 No	Count	38	143	181
		% within Type of Area	6.4%	24.0%	15.2%
	4 Don't Know	Count	177	108	285
		% within Type of Area	29.8%	18.1%	23.9%
	NA	Count	311	126	437
		% within Type of Area	52.4%	21.1%	36.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.2 A Media influence dress Bhutanese Newspapers * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Bhutanese Newspapers	1 Yes	Count % within Type of Area	35 5.9%	53 8.9%	88 7.4%
	2 A little	Count % within Type of Area	43 7.2%	72 12.1%	115 9.7%
	3 No	Count % within Type of Area	50 8.4%	188 31.5%	238 20.0%
	4 Don't Know	Count % within Type of Area	179 30.1%	141 23.6%	320 26.9%
	NA	Count % within Type of Area	287 48.3%	143 24.0%	430 36.1%
Total		Count % within Type of Area	594 100.0%	597 100.0%	1191 100.0%

E2.2 A Media influence dress Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence dress Internet	1 Yes	Count % within Type of Area	3 .5%	15 2.5%	18 1.5%
	2 A little	Count % within Type of Area	2 .3%	22 3.7%	24 2.0%
	3 No	Count % within Type of Area	9 1.5%	77 12.9%	86 7.2%
	4 Don't Know	Count % within Type of Area	213 35.9%	220 36.9%	433 36.4%
	NA	Count % within Type of Area	367 61.8%	263 44.1%	630 52.9%
Total		Count % within Type of Area	594 100.0%	597 100.0%	1191 100.0%

E2.3 A Media influence behaviour Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Bhutanese Radio	1 Yes	Count % within Type of Area	163 27.4%	75 12.6%	238 20.0%
	2 A little	Count % within Type of Area	180 30.3%	114 19.1%	294 24.7%
	3 No	Count % within Type of Area	80 13.5%	116 19.4%	196 16.5%
	4 Don't Know	Count % within Type of Area	67 11.3%	130 21.8%	197 16.5%
	NA	Count % within Type of Area	104 17.5%	162 27.1%	266 22.3%
Total		Count % within Type of Area	594 100.0%	597 100.0%	1191 100.0%

E2.3 A Media influence behaviour Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Bhutanese TV	1 Yes	Count	66	141	207
		% within Type of Area	11.1%	23.6%	17.4%
	2 A little	Count	66	165	231
		% within Type of Area	11.1%	27.6%	19.4%
	3 No	Count	27	169	196
		% within Type of Area	4.5%	28.3%	16.5%
	4 Don't Know	Count	160	71	231
		% within Type of Area	26.9%	11.9%	19.4%
	NA	Count	275	51	326
		% within Type of Area	46.3%	8.5%	27.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.3 A Media influence behaviour Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Indian TV	1 Yes	Count	35	127	162
		% within Type of Area	5.9%	21.3%	13.6%
	2 A little	Count	42	109	151
		% within Type of Area	7.1%	18.3%	12.7%
	3 No	Count	46	171	217
		% within Type of Area	7.7%	28.6%	18.2%
	4 Don't Know	Count	170	96	266
		% within Type of Area	28.6%	16.1%	22.3%
	NA	Count	301	94	395
		% within Type of Area	50.7%	15.7%	33.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.3 A Media influence behaviour Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Foreign TV	1 Yes	Count	32	94	126
		% within Type of Area	5.4%	15.7%	10.6%
	2 A little	Count	33	117	150
		% within Type of Area	5.6%	19.6%	12.6%
	3 No	Count	40	149	189
		% within Type of Area	6.7%	25.0%	15.9%
	4 Don't Know	Count	176	111	287
		% within Type of Area	29.6%	18.6%	24.1%
	NA	Count	313	126	439
		% within Type of Area	52.7%	21.1%	36.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.3 A Media influence behaviour Bhutanese Newspapers * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	35	61	96
		% within Type of Area	5.9%	10.2%	8.1%
	2 A little	Count	49	92	141
		% within Type of Area	8.2%	15.4%	11.8%
	3 No	Count	39	159	198
		% within Type of Area	6.6%	26.6%	16.6%
	4 Don't Know	Count	182	137	319
		% within Type of Area	30.6%	22.9%	26.8%
	NA	Count	289	148	437
		% within Type of Area	48.7%	24.8%	36.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.3 A Media influence behaviour Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence behaviour Internet	1 Yes	Count	3	18	21
		% within Type of Area	.5%	3.0%	1.8%
	2 A little	Count	2	18	20
		% within Type of Area	.3%	3.0%	1.7%
	3 No	Count	8	77	85
		% within Type of Area	1.3%	12.9%	7.1%
	4 Don't Know	Count	213	218	431
		% within Type of Area	35.9%	36.5%	36.2%
	NA	Count	368	266	634
		% within Type of Area	62.0%	44.6%	53.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E2.4 A Media influence thinking Bhutanese Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Bhutanese Radio	1 Yes	Count	214	118	332
		% within Type of Area	36.0%	19.8%	27.9%
	2 A little	Count	176	116	292
		% within Type of Area	29.6%	19.4%	24.5%
	3 No	Count	41	84	125
		% within Type of Area	6.9%	14.1%	10.5%
	4 Don't Know	Count	56	118	174
		% within Type of Area	9.4%	19.8%	14.6%
	NA	Count	107	161	268
		% within Type of Area	18.0%	27.0%	22.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.4 A Media influence thinking Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Bhutanese TV	1 Yes	Count	84	203	287
		% within Type of Area	14.1%	34.0%	24.1%
	2 A little	Count	55	180	235
		% within Type of Area	9.3%	30.2%	19.7%
	3 No	Count	21	94	115
		% within Type of Area	3.5%	15.7%	9.7%
	4 Don't Know	Count	155	66	221
		% within Type of Area	26.1%	11.1%	18.6%
	NA	Count	279	54	333
		% within Type of Area	47.0%	9.0%	28.0%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.4 A Media influence thinking Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Indian TV	1 Yes	Count	46	163	209
		% within Type of Area	7.7%	27.3%	17.5%
	2 A little	Count	41	125	166
		% within Type of Area	6.9%	20.9%	13.9%
	3 No	Count	33	124	157
		% within Type of Area	5.6%	20.8%	13.2%
	4 Don't Know	Count	169	95	264
		% within Type of Area	28.5%	15.9%	22.2%
	NA	Count	305	90	395
		% within Type of Area	51.3%	15.1%	33.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.4 A Media influence thinking Foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Foreign TV	1 Yes	Count	39	131	170
		% within Type of Area	6.6%	21.9%	14.3%
	2 A little	Count	37	117	154
		% within Type of Area	6.2%	19.6%	12.9%
	3 No	Count	28	118	146
		% within Type of Area	4.7%	19.8%	12.3%
	4 Don't Know	Count	176	106	282
		% within Type of Area	29.6%	17.8%	23.7%
	NA	Count	314	125	439
		% within Type of Area	52.9%	20.9%	36.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.4 A Media influence thinking Bhutanese Newspapers * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	59	134	193
		% within Type of Area	9.9%	22.4%	16.2%
	2 A little	Count	54	99	153
		% within Type of Area	9.1%	16.6%	12.8%
	3 No	Count	15	88	103
		% within Type of Area	2.5%	14.7%	8.6%
	4 Don't Know	Count	177	131	308
		% within Type of Area	29.8%	21.9%	25.9%
	NA	Count	289	145	434
		% within Type of Area	48.7%	24.3%	36.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E2.4 A Media influence thinking Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media influence thinking Internet	1 Yes	Count	5	46	51
		% within Type of Area	.8%	7.7%	4.3%
	2 A little	Count	5	23	28
		% within Type of Area	.8%	3.9%	2.4%
	3 No	Count	4	48	52
		% within Type of Area	.7%	8.0%	4.4%
	4 Don't Know	Count	210	212	422
		% within Type of Area	35.4%	35.5%	35.4%
	NA	Count	370	268	638
		% within Type of Area	62.3%	44.9%	53.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E3 A Media believable BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable BBS Radio	1 all the time	Count	247	127	374
		% within Type of Area	41.6%	21.3%	31.4%
	2 most of the time	Count	135	121	256
		% within Type of Area	22.7%	20.3%	21.5%
	3 some of the time	Count	55	49	104
		% within Type of Area	9.3%	8.2%	8.7%
	4 none of the time	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	5 don't know	Count	60	145	205
		% within Type of Area	10.1%	24.3%	17.2%
	6 not available	Count	94	148	242
		% within Type of Area	15.8%	24.8%	20.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E3 A Media believable Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Kuzoo Radio	1 all the time	Count	109	74	183
		% within Type of Area	18.4%	12.4%	15.4%
	2 most of the time	Count	94	80	174
		% within Type of Area	15.8%	13.4%	14.6%
	3 some of the time	Count	47	81	128
		% within Type of Area	7.9%	13.6%	10.7%
	4 none of the time	Count	7	7	14
		% within Type of Area	1.2%	1.2%	1.2%
	5 don't know	Count	87	138	225
		% within Type of Area	14.6%	23.1%	18.9%
	6 not available	Count	250	217	467
		% within Type of Area	42.1%	36.3%	39.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Radio Valley * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Radio Valley	1 all the time	Count	5	6	11
		% within Type of Area	.8%	1.0%	.9%
	2 most of the time	Count	5	4	9
		% within Type of Area	.8%	.7%	.8%
	3 some of the time	Count	7	4	11
		% within Type of Area	1.2%	.7%	.9%
	4 none of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 don't know	Count	53	58	111
		% within Type of Area	8.9%	9.7%	9.3%
	6 not available	Count	524	524	1048
		% within Type of Area	88.2%	87.8%	88.0%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Centennial Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Centennial Radio	1 all the time	Count	2	5	7
		% within Type of Area	.3%	.8%	.6%
	2 most of the time	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	3 some of the time	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	4 none of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 don't know	Count	53	56	109
		% within Type of Area	8.9%	9.4%	9.2%
	6 not available	Count	537	529	1066
		% within Type of Area	90.4%	88.6%	89.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E3 A Media believable International Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable International Radio	1 all the time	Count	15	30	45
		% within Type of Area	2.5%	5.0%	3.8%
	2 most of the time	Count	11	40	51
		% within Type of Area	1.9%	6.7%	4.3%
	3 some of the time	Count	5	42	47
		% within Type of Area	.8%	7.0%	3.9%
	4 none of the time	Count	2	7	9
		% within Type of Area	.3%	1.2%	.8%
	5 don't know	Count	253	218	471
		% within Type of Area	42.6%	36.5%	39.5%
	6 not available	Count	308	260	568
		% within Type of Area	51.9%	43.6%	47.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E3 A Media believable Kuensel * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Kuensel	1 all the time	Count	45	123	168
		% within Type of Area	7.6%	20.6%	14.1%
	2 most of the time	Count	55	133	188
		% within Type of Area	9.3%	22.3%	15.8%
	3 some of the time	Count	32	68	100
		% within Type of Area	5.4%	11.4%	8.4%
	4 none of the time	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	5 don't know	Count	174	150	324
		% within Type of Area	29.3%	25.1%	27.2%
	6 not available	Count	287	120	407
		% within Type of Area	48.3%	20.1%	34.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Bhutan Times * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Bhutan Times	1 all the time	Count	16	58	74
		% within Type of Area	2.7%	9.7%	6.2%
	2 most of the time	Count	29	98	127
		% within Type of Area	4.9%	16.4%	10.7%
	3 some of the time	Count	16	74	90
		% within Type of Area	2.7%	12.4%	7.6%
	4 none of the time	Count	2	5	7
		% within Type of Area	.3%	.8%	.6%
	5 don't know	Count	206	193	399
		% within Type of Area	34.7%	32.3%	33.5%
	6 not available	Count	325	169	494
		% within Type of Area	54.7%	28.3%	41.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Bhutan Observer * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Bhutan Observer	1 all the time	Count	20	57	77
		% within Type of Area	3.4%	9.5%	6.5%
	2 most of the time	Count	23	86	109
		% within Type of Area	3.9%	14.4%	9.2%
	3 some of the time	Count	19	74	93
		% within Type of Area	3.2%	12.4%	7.8%
	4 none of the time	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	5 don't know	Count	205	195	400
		% within Type of Area	34.5%	32.7%	33.6%
	6 not available	Count	327	180	507
		% within Type of Area	55.1%	30.2%	42.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable BBS TV	1 all the time	Count	82	269	351
		% within Type of Area	13.8%	45.1%	29.5%
	2 most of the time	Count	48	168	216
		% within Type of Area	8.1%	28.1%	18.1%
	3 some of the time	Count	20	56	76
		% within Type of Area	3.4%	9.4%	6.4%
	4 none of the time	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	5 don't know	Count	99	47	146
		% within Type of Area	16.7%	7.9%	12.3%
	6 not available	Count	344	54	398
		% within Type of Area	57.9%	9.0%	33.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Local cable TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Local cable TV	1 all the time	Count	13	15	28
		% within Type of Area	2.2%	2.5%	2.4%
	2 most of the time	Count	10	27	37
		% within Type of Area	1.7%	4.5%	3.1%
	3 some of the time	Count	7	57	64
		% within Type of Area	1.2%	9.5%	5.4%
	4 none of the time	Count	1	10	11
		% within Type of Area	.2%	1.7%	.9%
	5 don't know	Count	80	78	158
		% within Type of Area	13.5%	13.1%	13.3%
	6 not available	Count	483	410	893
		% within Type of Area	81.3%	68.7%	75.0%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable International TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable International TV	1 all the time	Count	30	59	89
		% within Type of Area	5.1%	9.9%	7.5%
	2 most of the time	Count	30	99	129
		% within Type of Area	5.1%	16.6%	10.8%
	3 some of the time	Count	20	103	123
		% within Type of Area	3.4%	17.3%	10.3%
	4 none of the time	Count	4	22	26
		% within Type of Area	.7%	3.7%	2.2%
	5 don't know	Count	113	156	269
		% within Type of Area	19.0%	26.1%	22.6%
	6 not available	Count	397	158	555
		% within Type of Area	66.8%	26.5%	46.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Internet	1 all the time	Count	4	19	23
		% within Type of Area	.7%	3.2%	1.9%
	2 most of the time	Count	4	30	34
		% within Type of Area	.7%	5.0%	2.9%
	3 some of the time	Count	1	41	42
		% within Type of Area	.2%	6.9%	3.5%
	4 none of the time	Count	3	10	13
		% within Type of Area	.5%	1.7%	1.1%
	5 don't know	Count	99	133	232
		% within Type of Area	16.7%	22.3%	19.5%
	6 not available	Count	483	364	847
		% within Type of Area	81.3%	61.0%	71.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable Advertising * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable Advertising	1 all the time	Count	19	50	69
		% within Type of Area	3.2%	8.4%	5.8%
	2 most of the time	Count	44	51	95
		% within Type of Area	7.4%	8.5%	8.0%
	3 some of the time	Count	57	127	184
		% within Type of Area	9.6%	21.3%	15.4%
	4 none of the time	Count	9	29	38
		% within Type of Area	1.5%	4.9%	3.2%
	5 don't know	Count	148	155	303
		% within Type of Area	24.9%	26.0%	25.4%
	6 not available	Count	317	185	502
		% within Type of Area	53.4%	31.0%	42.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E3 A Media believable International Newspaper/Magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Media believable International Newspaper/Magazines	1 all the time	Count	2	12	14
		% within Type of Area	.3%	2.0%	1.2%
	2 most of the time	Count	5	40	45
		% within Type of Area	.8%	6.7%	3.8%
	3 some of the time	Count	9	49	58
		% within Type of Area	1.5%	8.2%	4.9%
	4 none of the time	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	5 don't know	Count	102	135	237
		% within Type of Area	17.2%	22.6%	19.9%
	6 not available	Count	475	353	828
		% within Type of Area	80.0%	59.1%	69.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence BBS Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence BBS Radio	1 All of the time	Count	73	24	97
		% within Type of Area	12.3%	4.0%	8.1%
	2 Often	Count	110	106	216
		% within Type of Area	18.5%	17.8%	18.1%
	3 Sometimes	Count	79	86	165
		% within Type of Area	13.3%	14.4%	13.9%
	4 Never	Count	170	88	258
		% within Type of Area	28.6%	14.7%	21.7%
	5 Don't listen/view/read advertisements	Count	162	293	455
		% within Type of Area	27.3%	49.1%	38.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Kuzoo Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Kuzoo Radio	1 All of the time	Count	24	21	45
		% within Type of Area	4.0%	3.5%	3.8%
	2 Often	Count	71	66	137
		% within Type of Area	12.0%	11.1%	11.5%
	3 Sometimes	Count	61	77	138
		% within Type of Area	10.3%	12.9%	11.6%
	4 Never	Count	109	87	196
		% within Type of Area	18.4%	14.6%	16.5%
	5 Don't listen/view/read advertisements	Count	329	346	675
		% within Type of Area	55.4%	58.0%	56.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Radio Valley * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Radio Valley	1 All of the time	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	2 Often	Count	8	6	14
		% within Type of Area	1.3%	1.0%	1.2%
	3 Sometimes	Count	6	2	8
		% within Type of Area	1.0%	.3%	.7%
	4 Never	Count	15	14	29
		% within Type of Area	2.5%	2.3%	2.4%
	5 Don't listen/view/read advertisements	Count	564	570	1134
		% within Type of Area	94.9%	95.5%	95.2%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Centennial Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Centennial Radio	1 All of the time	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	2 Often	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	3 Sometimes	Count	4	3	7
		% within Type of Area	.7%	.5%	.6%
	4 Never	Count	14	15	29
		% within Type of Area	2.4%	2.5%	2.4%
	5 Don't listen/view/read advertisements	Count	576	573	1149
		% within Type of Area	97.0%	96.0%	96.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence International Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence International Radio	1 All of the time	Count	3	5	8
		% within Type of Area	.5%	.8%	.7%
	2 Often	Count	5	33	38
		% within Type of Area	.8%	5.5%	3.2%
	3 Sometimes	Count	9	43	52
		% within Type of Area	1.5%	7.2%	4.4%
	4 Never	Count	25	40	65
		% within Type of Area	4.2%	6.7%	5.5%
	5 Don't listen/view/read advertisements	Count	552	476	1028
		% within Type of Area	92.9%	79.7%	86.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Kuensel * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Kuensel	1 All of the time	Count	20	32	52
		% within Type of Area	3.4%	5.4%	4.4%
	2 Often	Count	47	96	143
		% within Type of Area	7.9%	16.1%	12.0%
	3 Sometimes	Count	40	113	153
		% within Type of Area	6.7%	18.9%	12.8%
	4 Never	Count	32	80	112
		% within Type of Area	5.4%	13.4%	9.4%
	5 Don't listen/view/read advertisements	Count	455	276	731
		% within Type of Area	76.6%	46.2%	61.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Bhutan Times * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Bhutan Times	1 All of the time	Count	4	17	21
		% within Type of Area	.7%	2.8%	1.8%
	2 Often	Count	18	59	77
		% within Type of Area	3.0%	9.9%	6.5%
	3 Sometimes	Count	23	92	115
		% within Type of Area	3.9%	15.4%	9.7%
	4 Never	Count	26	67	93
		% within Type of Area	4.4%	11.2%	7.8%
	5 Don't listen/view/read advertisements	Count	523	362	885
		% within Type of Area	88.0%	60.6%	74.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Bhutan Observer * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Bhutan Observer	1 All of the time	Count	6	15	21
		% within Type of Area	1.0%	2.5%	1.8%
	2 Often	Count	12	57	69
		% within Type of Area	2.0%	9.5%	5.8%
	3 Sometimes	Count	25	86	111
		% within Type of Area	4.2%	14.4%	9.3%
	4 Never	Count	29	71	100
		% within Type of Area	4.9%	11.9%	8.4%
	5 Don't listen/view/read advertisements	Count	522	368	890
		% within Type of Area	87.9%	61.6%	74.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence BBS TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence BBS TV	1 All of the time	Count	28	81	109
		% within Type of Area	4.7%	13.6%	9.2%
	2 Often	Count	39	145	184
		% within Type of Area	6.6%	24.3%	15.4%
	3 Sometimes	Count	42	158	200
		% within Type of Area	7.1%	26.5%	16.8%
	4 Never	Count	42	101	143
		% within Type of Area	7.1%	16.9%	12.0%
	5 Don't listen/view/read advertisements	Count	443	112	555
		% within Type of Area	74.6%	18.8%	46.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Local cable TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Local cable TV	1 All of the time	Count	3	5	8
		% within Type of Area	.5%	.8%	.7%
	2 Often	Count	12	39	51
		% within Type of Area	2.0%	6.5%	4.3%
	3 Sometimes	Count	9	50	59
		% within Type of Area	1.5%	8.4%	5.0%
	4 Never	Count	15	40	55
		% within Type of Area	2.5%	6.7%	4.6%
	5 Don't listen/view/read advertisements	Count	555	463	1018
		% within Type of Area	93.4%	77.6%	85.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence International TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence International TV	1 All of the time	Count	3	14	17
		% within Type of Area	.5%	2.3%	1.4%
	2 Often	Count	13	51	64
		% within Type of Area	2.2%	8.5%	5.4%
	3 Sometimes	Count	21	109	130
		% within Type of Area	3.5%	18.3%	10.9%
	4 Never	Count	49	112	161
		% within Type of Area	8.2%	18.8%	13.5%
	5 Don't listen/view/read advertisements	Count	508	311	819
		% within Type of Area	85.5%	52.1%	68.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

E4 A Advertising influence Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence Internet	1 All of the time	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	2 Often	Count	4	21	25
		% within Type of Area	.7%	3.5%	2.1%
	3 Sometimes	Count	3	39	42
		% within Type of Area	.5%	6.5%	3.5%
	4 Never	Count	13	51	64
		% within Type of Area	2.2%	8.5%	5.4%
	5 Don't listen/view/read advertisements	Count	573	482	1055
		% within Type of Area	96.5%	80.7%	88.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E4 A Advertising influence International Newspaper/Magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	2 Often	Count	6	28	34
		% within Type of Area	1.0%	4.7%	2.9%
	3 Sometimes	Count	7	40	47
		% within Type of Area	1.2%	6.7%	3.9%
	4 Never	Count	10	46	56
		% within Type of Area	1.7%	7.7%	4.7%
	5 Don't listen/view/read advertisements	Count	570	478	1048
		% within Type of Area	96.0%	80.1%	88.0%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

E. Media Credibility and Influence by Education

E1 E Media Credibility and Influence * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media Credibility and Influence	1 Bhutanese Newspaper	Count	7	2	7	19	20	0	10
		% within Education	1.3%	3.0%	5.0%	9.4%	17.9%	.0%	20.4%
	2 Bhutanese television	Count	200	20	67	88	47	1	20
		% within Education	36.0%	29.9%	48.2%	43.6%	42.0%	33.3%	40.8%
	3 Bhutanese Radio	Count	293	35	44	38	4	0	1
		% within Education	52.8%	52.2%	31.7%	18.8%	3.6%	.0%	2.0%
	4 International newspaper	Count	1	0	2	0	7	0	2
		% within Education	.2%	.0%	1.4%	.0%	6.3%	.0%	4.1%
	5 International TV	Count	10	8	11	42	26	2	10
		% within Education	1.8%	11.9%	7.9%	20.8%	23.2%	66.7%	20.4%
	6 International Radio	Count	4	0	1	5	1	0	1
		% within Education	.7%	.0%	.7%	2.5%	.9%	.0%	2.0%
	7 Internet	Count	0	0	0	3	2	0	5
		% within Education	.0%	.0%	.0%	1.5%	1.8%	.0%	10.2%
	Not available	Count	40	2	7	7	5	0	0
		% within Education	7.2%	3.0%	5.0%	3.5%	4.5%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E1 E Media Credibility and Influence * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Media Credibility and Influence	1 Bhutanese Newspaper	Count	5	0	0	70
		% within Education	10.6%	.0%	.0%	5.9%
	2 Bhutanese television	Count	23	3	2	471
		% within Education	48.9%	27.3%	33.3%	39.5%
	3 Bhutanese Radio	Count	18	7	4	444
		% within Education	38.3%	63.6%	66.7%	37.3%
	4 International newspaper	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	5 International TV	Count	0	1	0	110
		% within Education	.0%	9.1%	.0%	9.2%
	6 International Radio	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	7 Internet	Count	0	0	0	10
		% within Education	.0%	.0%	.0%	.8%
	Not available	Count	1	0	0	62
		% within Education	2.1%	.0%	.0%	5.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Bhutanese Radio	1 Yes	Count	192	23	55	64	34	0	8
		% within Education	34.6%	34.3%	39.6%	31.7%	30.4%	.0%	16.3%
	2 A little	Count	120	17	21	34	15	0	8
		% within Education	21.6%	25.4%	15.1%	16.8%	13.4%	.0%	16.3%
	3 No	Count	55	12	14	14	13	1	6
		% within Education	9.9%	17.9%	10.1%	6.9%	11.6%	33.3%	12.2%
	4 Don't Know	Count	85	7	27	31	19	2	6
		% within Education	15.3%	10.4%	19.4%	15.3%	17.0%	66.7%	12.2%
	NA	Count	103	8	22	59	31	0	21
		% within Education	18.6%	11.9%	15.8%	29.2%	27.7%	.0%	42.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.1 E Media influence language Bhutanese Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Bhutanese Radio	1 Yes	Count	17	7	2	402
		% within Education	36.2%	63.6%	33.3%	33.8%
	2 A little	Count	11	3	2	231
		% within Education	23.4%	27.3%	33.3%	19.4%
	3 No	Count	4	0	1	120
		% within Education	8.5%	.0%	16.7%	10.1%
	4 Don't Know	Count	9	1	1	188
		% within Education	19.1%	9.1%	16.7%	15.8%
NA	Count	6	0	0	250	
	% within Education	12.8%	.0%	.0%	21.0%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Bhutanese TV	1 Yes	Count	105	16	48	83	55	2	25
		% within Education	18.9%	23.9%	34.5%	41.1%	49.1%	66.7%	51.0%
	2 A little	Count	73	13	25	48	27	1	14
		% within Education	13.2%	19.4%	18.0%	23.8%	24.1%	33.3%	28.6%
	3 No	Count	36	5	10	18	8	0	4
		% within Education	6.5%	7.5%	7.2%	8.9%	7.1%	.0%	8.2%
	4 Don't Know	Count	155	13	23	21	6	0	2
		% within Education	27.9%	19.4%	16.5%	10.4%	5.4%	.0%	4.1%
NA	Count	186	20	33	32	16	0	4	
	% within Education	33.5%	29.9%	23.7%	15.8%	14.3%	.0%	8.2%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Bhutanese TV	1 Yes	Count	13	3	1	351
		% within Education	27.7%	27.3%	16.7%	29.5%
	2 A little	Count	12	0	3	216
		% within Education	25.5%	.0%	50.0%	18.1%
	3 No	Count	2	1	1	85
		% within Education	4.3%	9.1%	16.7%	7.1%
	4 Don't Know	Count	11	2	1	234
		% within Education	23.4%	18.2%	16.7%	19.6%
NA	Count	9	5	0	305	
	% within Education	19.1%	45.5%	.0%	25.6%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Indian TV	1 Yes	Count	56	9	41	63	58	2	24
		% within Education	10.1%	13.4%	29.5%	31.2%	51.8%	66.7%	49.0%
	2 A little	Count	49	14	22	51	24	1	11
		% within Education	8.8%	20.9%	15.8%	25.2%	21.4%	33.3%	22.4%
	3 No	Count	36	5	9	34	9	0	7
		% within Education	6.5%	7.5%	6.5%	16.8%	8.0%	.0%	14.3%
	4 Don't Know	Count	194	15	27	21	5	0	2
		% within Education	35.0%	22.4%	19.4%	10.4%	4.5%	.0%	4.1%
	NA	Count	220	24	40	33	16	0	5
		% within Education	39.6%	35.8%	28.8%	16.3%	14.3%	.0%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Indian TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Indian TV	1 Yes	Count	8	4	0	265
		% within Education	17.0%	36.4%	.0%	22.3%
	2 A little	Count	5	1	3	181
		% within Education	10.6%	9.1%	50.0%	15.2%
	3 No	Count	4	0	2	106
		% within Education	8.5%	.0%	33.3%	8.9%
4 Don't Know	Count	17	1	1	283	
	% within Education	36.2%	9.1%	16.7%	23.8%	
NA	Count	13	5	0	356	
	% within Education	27.7%	45.5%	.0%	29.9%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Foreign TV	1 Yes	Count	36	8	26	56	45	2	28
		% within Education	6.5%	11.9%	18.7%	27.7%	40.2%	66.7%	57.1%
	2 A little	Count	37	9	15	48	26	1	12
		% within Education	6.7%	13.4%	10.8%	23.8%	23.2%	33.3%	24.5%
	3 No	Count	36	6	17	31	10	0	3
		% within Education	6.5%	9.0%	12.2%	15.3%	8.9%	.0%	6.1%
	4 Don't Know	Count	210	19	35	21	7	0	1
		% within Education	37.8%	28.4%	25.2%	10.4%	6.3%	.0%	2.0%
	NA	Count	236	25	46	46	24	0	5
		% within Education	42.5%	37.3%	33.1%	22.8%	21.4%	.0%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Foreign TV	1 Yes	Count	4	4	0	209
		% within Education	8.5%	36.4%	.0%	17.5%
	2 A little	Count	6	0	2	156
		% within Education	12.8%	.0%	33.3%	13.1%
	3 No	Count	4	0	2	109
		% within Education	8.5%	.0%	33.3%	9.2%
	4 Don't Know	Count	18	2	2	315
		% within Education	38.3%	18.2%	33.3%	26.4%
	NA	Count	15	5	0	402
		% within Education	31.9%	45.5%	.0%	33.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Bhutanese Newspapers * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Bhutanese Newspapers	1 Yes	Count	15	11	33	83	55	1	26
		% within Education	2.7%	16.4%	23.7%	41.1%	49.1%	33.3%	53.1%
	2 A little	Count	18	4	20	47	25	1	8
		% within Education	3.2%	6.0%	14.4%	23.3%	22.3%	33.3%	16.3%
	3 No	Count	18	9	12	26	11	0	7
		% within Education	3.2%	13.4%	8.6%	12.9%	9.8%	.0%	14.3%
	4 Don't Know	Count	245	18	35	9	4	1	1
		% within Education	44.1%	26.9%	25.2%	4.5%	3.6%	33.3%	2.0%
NA	Count	259	25	39	37	17	0	7	
	% within Education	46.7%	37.3%	28.1%	18.3%	15.2%	.0%	14.3%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Bhutanese Newspapers * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Bhutanese Newspapers	1 Yes	Count	8	4	1	237
		% within Education	17.0%	36.4%	16.7%	19.9%
	2 A little	Count	6	1	1	131
		% within Education	12.8%	9.1%	16.7%	11.0%
	3 No	Count	5	1	1	90
		% within Education	10.6%	9.1%	16.7%	7.6%
	4 Don't Know	Count	17	1	2	333
		% within Education	36.2%	9.1%	33.3%	28.0%
	NA	Count	11	4	1	400
		% within Education	23.4%	36.4%	16.7%	33.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence language Internet	1 Yes	Count	0	0	4	8	10	0	11
		% within Education	.0%	.0%	2.9%	4.0%	8.9%	.0%	22.4%
	2 A little	Count	1	0	1	11	13	1	10
		% within Education	.2%	.0%	.7%	5.4%	11.6%	33.3%	20.4%
	3 No	Count	12	2	5	16	12	0	7
		% within Education	2.2%	3.0%	3.6%	7.9%	10.7%	.0%	14.3%
	4 Don't Know	Count	253	26	57	57	28	1	6
		% within Education	45.6%	38.8%	41.0%	28.2%	25.0%	33.3%	12.2%
NA	Count	289	39	72	110	49	1	15	
	% within Education	52.1%	58.2%	51.8%	54.5%	43.8%	33.3%	30.6%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 E Media influence language Internet * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence language Internet	1 Yes	Count	0	0	0	33
		% within Education	.0%	.0%	.0%	2.8%
	2 A little	Count	1	0	0	38
		% within Education	2.1%	.0%	.0%	3.2%
	3 No	Count	1	1	0	56
		% within Education	2.1%	9.1%	.0%	4.7%
	4 Don't Know	Count	19	4	3	454
		% within Education	40.4%	36.4%	50.0%	38.1%
	NA	Count	26	6	3	610
		% within Education	55.3%	54.5%	50.0%	51.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Bhutanese Radio	1 Yes	Count	120	14	29	31	10	0	3
		% within Education	21.6%	20.9%	20.9%	15.3%	8.9%	.0%	6.1%
	2 A little	Count	119	15	29	39	17	0	2
		% within Education	21.4%	22.4%	20.9%	19.3%	15.2%	.0%	4.1%
	3 No	Count	124	21	32	34	30	1	15
		% within Education	22.3%	31.3%	23.0%	16.8%	26.8%	33.3%	30.6%
	4 Don't Know	Count	88	9	25	33	18	2	7
		% within Education	15.9%	13.4%	18.0%	16.3%	16.1%	66.7%	14.3%
	NA	Count	104	8	24	65	37	0	22
		% within Education	18.7%	11.9%	17.3%	32.2%	33.0%	.0%	44.9%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Bhutanese Radio	1 Yes	Count	9	5	1	222
		% within Education	19.1%	45.5%	16.7%	18.6%
	2 A little	Count	8	4	3	236
		% within Education	17.0%	36.4%	50.0%	19.8%
	3 No	Count	15	1	1	274
		% within Education	31.9%	9.1%	16.7%	23.0%
	4 Don't Know	Count	7	1	1	191
		% within Education	14.9%	9.1%	16.7%	16.0%
	NA	Count	8	0	0	268
		% within Education	17.0%	.0%	.0%	22.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Bhutanese TV	1 Yes	Count	66	6	28	48	24	1	13
		% within Education	11.9%	9.0%	20.1%	23.8%	21.4%	33.3%	26.5%
	2 A little	Count	87	19	34	58	39	1	17
		% within Education	15.7%	28.4%	24.5%	28.7%	34.8%	33.3%	34.7%
	3 No	Count	66	9	22	37	27	0	14
		% within Education	11.9%	13.4%	15.8%	18.3%	24.1%	.0%	28.6%
	4 Don't Know	Count	138	13	22	21	4	1	1
		% within Education	24.9%	19.4%	15.8%	10.4%	3.6%	33.3%	2.0%
	NA	Count	198	20	33	38	18	0	4
		% within Education	35.7%	29.9%	23.7%	18.8%	16.1%	.0%	8.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Bhutanese TV	1 Yes	Count	12	3	0	201
		% within Education	25.5%	27.3%	.0%	16.9%
	2 A little	Count	6	0	3	264
		% within Education	12.8%	.0%	50.0%	22.2%
	3 No	Count	9	1	2	187
		% within Education	19.1%	9.1%	33.3%	15.7%
	4 Don't Know	Count	8	2	1	211
		% within Education	17.0%	18.2%	16.7%	17.7%
	NA	Count	12	5	0	328
		% within Education	25.5%	45.5%	.0%	27.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Indian TV	1 Yes	Count	38	4	23	43	36	1	13
		% within Education	6.8%	6.0%	16.5%	21.3%	32.1%	33.3%	26.5%
	2 A little	Count	47	13	26	49	32	1	8
		% within Education	8.5%	19.4%	18.7%	24.3%	28.6%	33.3%	16.3%
	3 No	Count	58	13	20	50	23	1	22
		% within Education	10.5%	19.4%	14.4%	24.8%	20.5%	33.3%	44.9%
	4 Don't Know	Count	175	13	26	20	3	0	1
		% within Education	31.5%	19.4%	18.7%	9.9%	2.7%	.0%	2.0%
NA	Count	237	24	44	40	18	0	5	
	% within Education	42.7%	35.8%	31.7%	19.8%	16.1%	.0%	10.2%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Indian TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Indian TV	1 Yes	Count	3	3	0	164
		% within Education	6.4%	27.3%	.0%	13.8%
	2 A little	Count	7	0	3	186
		% within Education	14.9%	.0%	50.0%	15.6%
	3 No	Count	8	1	2	198
		% within Education	17.0%	9.1%	33.3%	16.6%
4 Don't Know	Count	11	2	1	252	
	% within Education	23.4%	18.2%	16.7%	21.2%	
NA	Count	18	5	0	391	
	% within Education	38.3%	45.5%	.0%	32.8%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Foreign TV	1 Yes	Count	25	6	14	33	26	1	12
		% within Education	4.5%	9.0%	10.1%	16.3%	23.2%	33.3%	24.5%
	2 A little	Count	38	10	19	48	32	1	12
		% within Education	6.8%	14.9%	13.7%	23.8%	28.6%	33.3%	24.5%
	3 No	Count	46	8	26	47	22	1	19
		% within Education	8.3%	11.9%	18.7%	23.3%	19.6%	33.3%	38.8%
	4 Don't Know	Count	193	18	32	21	4	0	1
		% within Education	34.8%	26.9%	23.0%	10.4%	3.6%	.0%	2.0%
NA	Count	253	25	48	53	28	0	5	
	% within Education	45.6%	37.3%	34.5%	26.2%	25.0%	.0%	10.2%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Foreign TV	1 Yes	Count	1	3	0	121
		% within Education	2.1%	27.3%	.0%	10.2%
	2 A little	Count	5	0	2	167
		% within Education	10.6%	.0%	33.3%	14.0%
	3 No	Count	9	1	2	181
		% within Education	19.1%	9.1%	33.3%	15.2%
	4 Don't Know	Count	12	2	2	285
		% within Education	25.5%	18.2%	33.3%	23.9%
NA	Count	20	5	0	437	
	% within Education	42.6%	45.5%	.0%	36.7%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese Newspapers * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Bhutanese Newspapers	1 Yes	Count	3	4	15	39	12	0	8
		% within Education	.5%	6.0%	10.8%	19.3%	10.7%	.0%	16.3%
	2 A little	Count	19	7	17	34	23	1	3
		% within Education	3.4%	10.4%	12.2%	16.8%	20.5%	33.3%	6.1%
	3 No	Count	27	11	34	74	54	1	25
		% within Education	4.9%	16.4%	24.5%	36.6%	48.2%	33.3%	51.0%
	4 Don't Know	Count	227	19	33	16	2	1	6
		% within Education	40.9%	28.4%	23.7%	7.9%	1.8%	33.3%	12.2%
	NA	Count	279	26	40	39	21	0	7
		% within Education	50.3%	38.8%	28.8%	19.3%	18.8%	.0%	14.3%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Bhutanese Newspapers * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Bhutanese Newspapers	1 Yes	Count	4	3	0	88
		% within Education	8.5%	27.3%	.0%	7.4%
	2 A little	Count	7	2	2	115
		% within Education	14.9%	18.2%	33.3%	9.7%
	3 No	Count	10	1	1	238
		% within Education	21.3%	9.1%	16.7%	20.0%
	4 Don't Know	Count	13	1	2	320
		% within Education	27.7%	9.1%	33.3%	26.9%
	NA	Count	13	4	1	430
		% within Education	27.7%	36.4%	16.7%	36.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence dress Internet	1 Yes	Count	0	0	3	5	6	0	4
		% within Education	.0%	.0%	2.2%	2.5%	5.4%	.0%	8.2%
	2 A little	Count	1	0	1	9	7	1	4
		% within Education	.2%	.0%	.7%	4.5%	6.3%	33.3%	8.2%
	3 No	Count	11	1	7	20	24	0	20
		% within Education	2.0%	1.5%	5.0%	9.9%	21.4%	.0%	40.8%
	4 Don't Know	Count	238	27	55	56	26	1	7
		% within Education	42.9%	40.3%	39.6%	27.7%	23.2%	33.3%	14.3%
NA	Count	305	39	73	112	49	1	14	
	% within Education	55.0%	58.2%	52.5%	55.4%	43.8%	33.3%	28.6%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 E Media influence dress Internet * Education Crosstabulation

			Education			
				PP upto Class 5		
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence dress Internet	1 Yes	Count	0	0	0	18
		% within Education	.0%	.0%	.0%	1.5%
	2 A little	Count	1	0	0	24
		% within Education	2.1%	.0%	.0%	2.0%
	3 No	Count	2	1	0	86
		% within Education	4.3%	9.1%	.0%	7.2%
	4 Don't Know	Count	16	4	3	433
		% within Education	34.0%	36.4%	50.0%	36.4%
NA	Count	28	6	3	630	
	% within Education	59.6%	54.5%	50.0%	52.9%	
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E2.3 E Media influence behaviour Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Bhutanese Radio	1 Yes	Count	131	13	32	30	13	0	3
		% within Education	23.6%	19.4%	23.0%	14.9%	11.6%	.0%	6.1%
	2 A little	Count	142	24	33	48	20	0	5
		% within Education	25.6%	35.8%	23.7%	23.8%	17.9%	.0%	10.2%
	3 No	Count	88	14	21	27	25	1	11
		% within Education	15.9%	20.9%	15.1%	13.4%	22.3%	33.3%	22.4%
	4 Don't Know	Count	88	8	29	34	18	2	8
		% within Education	15.9%	11.9%	20.9%	16.8%	16.1%	66.7%	16.3%
	NA	Count	106	8	24	63	36	0	22
		% within Education	19.1%	11.9%	17.3%	31.2%	32.1%	.0%	44.9%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Bhutanese Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence behaviour Bhutanese Radio	1 Yes	Count	9	6	1	238
		% within Education	19.1%	54.5%	16.7%	20.0%
	2 A little	Count	16	3	3	294
		% within Education	34.0%	27.3%	50.0%	24.7%
	3 No	Count	7	1	1	196
		% within Education	14.9%	9.1%	16.7%	16.5%
	4 Don't Know	Count	8	1	1	197
		% within Education	17.0%	9.1%	16.7%	16.5%
	NA	Count	7	0	0	266
		% within Education	14.9%	.0%	.0%	22.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Bhutanese TV	1 Yes	Count	71	7	31	47	25	1	15
		% within Education	12.8%	10.4%	22.3%	23.3%	22.3%	33.3%	30.6%
	2 A little	Count	68	16	32	54	33	2	13
		% within Education	12.3%	23.9%	23.0%	26.7%	29.5%	66.7%	26.5%
	3 No	Count	71	10	18	44	29	0	12
		% within Education	12.8%	14.9%	12.9%	21.8%	25.9%	.0%	24.5%
	4 Don't Know	Count	147	14	25	21	7	0	5
		% within Education	26.5%	20.9%	18.0%	10.4%	6.3%	.0%	10.2%
	NA	Count	198	20	33	36	18	0	4
		% within Education	35.7%	29.9%	23.7%	17.8%	16.1%	.0%	8.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Bhutanese TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Media influence behaviour Bhutanese TV	1 Yes	Count	7	3	0	207
		% within Education	14.9%	27.3%	.0%	17.4%
	2 A little	Count	10	0	3	231
		% within Education	21.3%	.0%	50.0%	19.4%
	3 No	Count	9	1	2	196
		% within Education	19.1%	9.1%	33.3%	16.5%
	4 Don't Know	Count	9	2	1	231
		% within Education	19.1%	18.2%	16.7%	19.4%
NA	Count		12	5	0	326
	% within Education		25.5%	45.5%	.0%	27.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Indian TV	1 Yes	Count	39	4	23	45	31	1	13
		% within Education	7.0%	6.0%	16.5%	22.3%	27.7%	33.3%	26.5%
	2 A little	Count	37	7	22	43	24	1	8
		% within Education	6.7%	10.4%	15.8%	21.3%	21.4%	33.3%	16.3%
	3 No	Count	61	15	23	52	35	1	18
		% within Education	11.0%	22.4%	16.5%	25.7%	31.3%	33.3%	36.7%
	4 Don't Know	Count	180	15	26	22	4	0	5
		% within Education	32.4%	22.4%	18.7%	10.9%	3.6%	.0%	10.2%
NA	Count		238	26	45	40	18	0	5
	% within Education		42.9%	38.8%	32.4%	19.8%	16.1%	.0%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Indian TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence behaviour Indian TV	1 Yes	Count	2	4	0	162
		% within Education	4.3%	36.4%	.0%	13.6%
	2 A little	Count	7	0	2	151
		% within Education	14.9%	.0%	33.3%	12.7%
	3 No	Count	9	0	3	217
		% within Education	19.1%	.0%	50.0%	18.2%
4 Don't Know	Count	11	2	1	266	
	% within Education	23.4%	18.2%	16.7%	22.3%	
NA	Count	18	5	0	395	
	% within Education	38.3%	45.5%	.0%	33.2%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Foreign TV	1 Yes	Count	28	6	16	34	22	1	14
		% within Education	5.0%	9.0%	11.5%	16.8%	19.6%	33.3%	28.6%
	2 A little	Count	35	4	17	48	26	1	14
		% within Education	6.3%	6.0%	12.2%	23.8%	23.2%	33.3%	28.6%
	3 No	Count	47	14	26	46	31	1	11
		% within Education	8.5%	20.9%	18.7%	22.8%	27.7%	33.3%	22.4%
	4 Don't Know	Count	190	18	31	22	5	0	5
		% within Education	34.2%	26.9%	22.3%	10.9%	4.5%	.0%	10.2%
NA	Count	255	25	49	52	28	0	5	
	% within Education	45.9%	37.3%	35.3%	25.7%	25.0%	.0%	10.2%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence behaviour Foreign TV	1 Yes	Count	2	3	0	126
		% within Education	4.3%	27.3%	.0%	10.6%
	2 A little	Count	3	1	1	150
		% within Education	6.4%	9.1%	16.7%	12.6%
	3 No	Count	10	0	3	189
		% within Education	21.3%	.0%	50.0%	15.9%
	4 Don't Know	Count	12	2	2	287
		% within Education	25.5%	18.2%	33.3%	24.1%
NA	Count	20	5	0	439	
	% within Education	42.6%	45.5%	.0%	36.9%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Bhutanese Newspapers * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	6	5	15	40	13	0	7
		% within Education	1.1%	7.5%	10.8%	19.8%	11.6%	.0%	14.3%
	2 A little	Count	18	11	19	44	32	1	8
		% within Education	3.2%	16.4%	13.7%	21.8%	28.6%	33.3%	16.3%
	3 No	Count	28	6	28	64	39	1	20
		% within Education	5.0%	9.0%	20.1%	31.7%	34.8%	33.3%	40.8%
	4 Don't Know	Count	222	19	34	14	6	1	7
		% within Education	40.0%	28.4%	24.5%	6.9%	5.4%	33.3%	14.3%
NA	Count	281	26	43	40	22	0	7	
	% within Education	50.6%	38.8%	30.9%	19.8%	19.6%	.0%	14.3%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Bhutanese Newspapers * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	7	3	0	96
		% within Education	14.9%	27.3%	.0%	8.1%
	2 A little	Count	5	1	2	141
		% within Education	10.6%	9.1%	33.3%	11.8%
	3 No	Count	8	2	2	198
		% within Education	17.0%	18.2%	33.3%	16.6%
	4 Don't Know	Count	14	1	1	319
		% within Education	29.8%	9.1%	16.7%	26.8%
	NA	Count	13	4	1	437
		% within Education	27.7%	36.4%	16.7%	36.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence behaviour Internet	1 Yes	Count	0	0	2	8	5	0	6
		% within Education	.0%	.0%	1.4%	4.0%	4.5%	.0%	12.2%
	2 A little	Count	1	0	2	7	4	1	4
		% within Education	.2%	.0%	1.4%	3.5%	3.6%	33.3%	8.2%
	3 No	Count	14	1	6	17	27	0	17
		% within Education	2.5%	1.5%	4.3%	8.4%	24.1%	.0%	34.7%
	4 Don't Know	Count	232	27	55	57	27	1	8
		% within Education	41.8%	40.3%	39.6%	28.2%	24.1%	33.3%	16.3%
	NA	Count	308	39	74	113	49	1	14
		% within Education	55.5%	58.2%	53.2%	55.9%	43.8%	33.3%	28.6%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 E Media influence behaviour Internet * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence behaviour Internet	1 Yes	Count	0	0	0	21
		% within Education	.0%	.0%	.0%	1.8%
	2 A little	Count	1	0	0	20
		% within Education	2.1%	.0%	.0%	1.7%
	3 No	Count	2	1	0	85
		% within Education	4.3%	9.1%	.0%	7.1%
	4 Don't Know	Count	16	4	4	431
		% within Education	34.0%	36.4%	66.7%	36.2%
	NA	Count	28	6	2	634
		% within Education	59.6%	54.5%	33.3%	53.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Bhutanese Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Bhutanese Radio	1 Yes	Count	164	20	41	47	28	0	10
		% within Education	29.5%	29.9%	29.5%	23.3%	25.0%	.0%	20.4%
	2 A little	Count	149	19	36	44	18	0	6
		% within Education	26.8%	28.4%	25.9%	21.8%	16.1%	.0%	12.2%
	3 No	Count	56	11	15	16	14	1	5
		% within Education	10.1%	16.4%	10.8%	7.9%	12.5%	33.3%	10.2%
	4 Don't Know	Count	75	8	24	32	18	2	7
		% within Education	13.5%	11.9%	17.3%	15.8%	16.1%	66.7%	14.3%
	NA	Count	111	9	23	63	34	0	21
		% within Education	20.0%	13.4%	16.5%	31.2%	30.4%	.0%	42.9%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Bhutanese Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence thinking Bhutanese Radio	1 Yes	Count	13	7	2	332
		% within Education	27.7%	63.6%	33.3%	27.9%
	2 A little	Count	15	3	2	292
		% within Education	31.9%	27.3%	33.3%	24.5%
	3 No	Count	5	1	1	125
		% within Education	10.6%	9.1%	16.7%	10.5%
	4 Don't Know	Count	7	0	1	174
		% within Education	14.9%	.0%	16.7%	14.6%
NA	Count	7	0	0	268	
	% within Education	14.9%	.0%	.0%	22.5%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Bhutanese TV	1 Yes	Count	80	13	41	73	39	2	20
		% within Education	14.4%	19.4%	29.5%	36.1%	34.8%	66.7%	40.8%
	2 A little	Count	76	15	30	51	35	1	19
		% within Education	13.7%	22.4%	21.6%	25.2%	31.3%	33.3%	38.8%
	3 No	Count	49	7	11	24	13	0	4
		% within Education	8.8%	10.4%	7.9%	11.9%	11.6%	.0%	8.2%
	4 Don't Know	Count	147	12	23	18	7	0	2
		% within Education	26.5%	17.9%	16.5%	8.9%	6.3%	.0%	4.1%
	NA	Count	203	20	34	36	18	0	4
		% within Education	36.6%	29.9%	24.5%	17.8%	16.1%	.0%	8.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence thinking Bhutanese TV	1 Yes	Count	13	4	2	287
		% within Education	27.7%	36.4%	33.3%	24.1%
	2 A little	Count	6	0	2	235
		% within Education	12.8%	.0%	33.3%	19.7%
	3 No	Count	6	0	1	115
		% within Education	12.8%	.0%	16.7%	9.7%
4 Don't Know	Count	9	2	1	221	
	% within Education	19.1%	18.2%	16.7%	18.6%	
NA	Count	13	5	0	333	
	% within Education	27.7%	45.5%	.0%	28.0%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Indian TV	1 Yes	Count	50	5	30	57	39	1	18
		% within Education	9.0%	7.5%	21.6%	28.2%	34.8%	33.3%	36.7%
	2 A little	Count	36	10	21	48	30	1	12
		% within Education	6.5%	14.9%	15.1%	23.8%	26.8%	33.3%	24.5%
	3 No	Count	51	11	18	38	18	1	10
		% within Education	9.2%	16.4%	12.9%	18.8%	16.1%	33.3%	20.4%
	4 Don't Know	Count	176	16	27	20	7	0	4
		% within Education	31.7%	23.9%	19.4%	9.9%	6.3%	.0%	8.2%
	NA	Count	242	25	43	39	18	0	5
		% within Education	43.6%	37.3%	30.9%	19.3%	16.1%	.0%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Indian TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence thinking Indian TV	1 Yes	Count	3	4	2	209
		% within Education	6.4%	36.4%	33.3%	17.5%
	2 A little	Count	7	0	1	166
		% within Education	14.9%	.0%	16.7%	13.9%
	3 No	Count	8	0	2	157
		% within Education	17.0%	.0%	33.3%	13.2%
4 Don't Know	Count	11	2	1	264	
	% within Education	23.4%	18.2%	16.7%	22.2%	
NA	Count	18	5	0	395	
	% within Education	38.3%	45.5%	.0%	33.2%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Foreign TV	1 Yes	Count	32	6	20	48	31	1	23
		% within Education	5.8%	9.0%	14.4%	23.8%	27.7%	33.3%	46.9%
	2 A little	Count	36	9	15	48	26	1	14
		% within Education	6.5%	13.4%	10.8%	23.8%	23.2%	33.3%	28.6%
	3 No	Count	43	9	22	36	22	1	4
		% within Education	7.7%	13.4%	15.8%	17.8%	19.6%	33.3%	8.2%
	4 Don't Know	Count	187	19	33	19	5	0	3
		% within Education	33.7%	28.4%	23.7%	9.4%	4.5%	.0%	6.1%
	NA	Count	257	24	49	51	28	0	5
		% within Education	46.3%	35.8%	35.3%	25.2%	25.0%	.0%	10.2%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence thinking Foreign TV	1 Yes	Count	4	3	2	170
		% within Education	8.5%	27.3%	33.3%	14.3%
	2 A little	Count	4	1	0	154
		% within Education	8.5%	9.1%	.0%	12.9%
	3 No	Count	7	0	2	146
		% within Education	14.9%	.0%	33.3%	12.3%
	4 Don't Know	Count	12	2	2	282
		% within Education	25.5%	18.2%	33.3%	23.7%
NA	Count	20	5	0	439	
	% within Education	42.6%	45.5%	.0%	36.9%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Bhutanese Newspapers * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Bhutanese Newspapers	1 Yes	Count	14	9	26	70	39	0	19
		% within Education	2.5%	13.4%	18.7%	34.7%	34.8%	.0%	38.8%
	2 A little	Count	16	8	24	52	34	1	11
		% within Education	2.9%	11.9%	17.3%	25.7%	30.4%	33.3%	22.4%
	3 No	Count	23	6	18	26	15	1	7
		% within Education	4.1%	9.0%	12.9%	12.9%	13.4%	33.3%	14.3%
	4 Don't Know	Count	218	18	30	15	5	1	5
		% within Education	39.3%	26.9%	21.6%	7.4%	4.5%	33.3%	10.2%
	NA	Count	284	26	41	39	19	0	7
		% within Education	51.2%	38.8%	29.5%	19.3%	17.0%	.0%	14.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.4 E Media influence thinking Bhutanese Newspapers * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	12	4	0	193
		% within Education	25.5%	36.4%	.0%	16.2%
	2 A little	Count	4	1	2	153
		% within Education	8.5%	9.1%	33.3%	12.8%
	3 No	Count	5	1	1	103
		% within Education	10.6%	9.1%	16.7%	8.6%
	4 Don't Know	Count	13	1	2	308
		% within Education	27.7%	9.1%	33.3%	25.9%
	NA	Count	13	4	1	434
		% within Education	27.7%	36.4%	16.7%	36.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media influence thinking Internet	1 Yes	Count	1	0	2	13	17	0	16
		% within Education	.2%	.0%	1.4%	6.4%	15.2%	.0%	32.7%
	2 A little	Count	2	0	1	10	7	1	7
		% within Education	.4%	.0%	.7%	5.0%	6.3%	33.3%	14.3%
	3 No	Count	15	2	7	9	13	0	4
		% within Education	2.7%	3.0%	5.0%	4.5%	11.6%	.0%	8.2%
	4 Don't Know	Count	227	26	55	57	26	1	7
		% within Education	40.9%	38.8%	39.6%	28.2%	23.2%	33.3%	14.3%
	NA	Count	310	39	74	113	49	1	15
		% within Education	55.9%	58.2%	53.2%	55.9%	43.8%	33.3%	30.6%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 E Media influence thinking Internet * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media influence thinking Internet	1 Yes	Count	1	1	0	51
		% within Education	2.1%	9.1%	.0%	4.3%
	2 A little	Count	0	0	0	28
		% within Education	.0%	.0%	.0%	2.4%
	3 No	Count	2	0	0	52
		% within Education	4.3%	.0%	.0%	4.4%
	4 Don't Know	Count	16	4	3	422
		% within Education	34.0%	36.4%	50.0%	35.4%
	NA	Count	28	6	3	638
		% within Education	59.6%	54.5%	50.0%	53.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E3 E Media believable BBS Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media believable BBS Radio	1 all the time	Count	209	25	42	44	14	0	11
		% within Education	37.7%	37.3%	30.2%	21.8%	12.5%	.0%	22.4%
	2 most of the time	Count	105	16	33	40	32	0	12
		% within Education	18.9%	23.9%	23.7%	19.8%	28.6%	.0%	24.5%
	3 some of the time	Count	51	7	17	16	9	0	2
		% within Education	9.2%	10.4%	12.2%	7.9%	8.0%	.0%	4.1%
	4 none of the time	Count	6	0	1	1	1	0	1
		% within Education	1.1%	.0%	.7%	.5%	.9%	.0%	2.0%
	5 don't know	Count	93	8	23	41	21	2	7
		% within Education	16.8%	11.9%	16.5%	20.3%	18.8%	66.7%	14.3%
	6 not available	Count	91	11	23	60	35	1	16
		% within Education	16.4%	16.4%	16.5%	29.7%	31.3%	33.3%	32.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable BBS Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable BBS Radio	1 all the time	Count	18	8	3	374
		% within Education	38.3%	72.7%	50.0%	31.4%
	2 most of the time	Count	14	2	2	256
		% within Education	29.8%	18.2%	33.3%	21.5%
	3 some of the time	Count	2	0	0	104
		% within Education	4.3%	.0%	.0%	8.7%
	4 none of the time	Count	0	0	0	10
		% within Education	.0%	.0%	.0%	.8%
	5 don't know	Count	8	1	1	205
		% within Education	17.0%	9.1%	16.7%	17.2%
	6 not available	Count	5	0	0	242
		% within Education	10.6%	.0%	.0%	20.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Kuzoo Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Kuzoo Radio	1 all the time	Count	109	11	15	24	5	0	3
		% within Education	19.6%	16.4%	10.8%	11.9%	4.5%	.0%	6.1%
	2 most of the time	Count	82	7	20	30	17	0	6
		% within Education	14.8%	10.4%	14.4%	14.9%	15.2%	.0%	12.2%
	3 some of the time	Count	48	10	12	29	12	1	10
		% within Education	8.6%	14.9%	8.6%	14.4%	10.7%	33.3%	20.4%
	4 none of the time	Count	6	1	2	3	1	0	1
		% within Education	1.1%	1.5%	1.4%	1.5%	.9%	.0%	2.0%
	5 don't know	Count	120	10	28	31	16	0	9
		% within Education	21.6%	14.9%	20.1%	15.3%	14.3%	.0%	18.4%
	6 not available	Count	190	28	62	85	61	2	20
		% within Education	34.2%	41.8%	44.6%	42.1%	54.5%	66.7%	40.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Kuzoo Radio * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Media believable Kuzoo Radio	1 all the time	Count	10	3	3	183
		% within Education	21.3%	27.3%	50.0%	15.4%
	2 most of the time	Count	9	2	1	174
		% within Education	19.1%	18.2%	16.7%	14.6%
	3 some of the time	Count	3	2	1	128
		% within Education	6.4%	18.2%	16.7%	10.7%
	4 none of the time	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	5 don't know	Count	8	2	1	225
		% within Education	17.0%	18.2%	16.7%	18.9%
	6 not available	Count	17	2	0	467
		% within Education	36.2%	18.2%	.0%	39.2%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Radio Valley * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Radio Valley	1 all the time	Count	7	0	1	2	0	0	1
		% within Education	1.3%	.0%	.7%	1.0%	.0%	.0%	2.0%
	2 most of the time	Count	1	0	2	2	2	0	1
		% within Education	.2%	.0%	1.4%	1.0%	1.8%	.0%	2.0%
	3 some of the time	Count	3	0	2	0	4	1	1
		% within Education	.5%	.0%	1.4%	.0%	3.6%	33.3%	2.0%
	4 none of the time	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	5 don't know	Count	53	3	11	20	10	0	5
		% within Education	9.5%	4.5%	7.9%	9.9%	8.9%	.0%	10.2%
	6 not available	Count	490	64	123	178	96	2	41
		% within Education	88.3%	95.5%	88.5%	88.1%	85.7%	66.7%	83.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Radio Valley * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Radio Valley	1 all the time	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	2 most of the time	Count	1	0	0	9
		% within Education	2.1%	.0%	.0%	.8%
	3 some of the time	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	4 none of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 don't know	Count	6	2	1	111
		% within Education	12.8%	18.2%	16.7%	9.3%
	6 not available	Count	40	9	5	1048
		% within Education	85.1%	81.8%	83.3%	88.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Centennial Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Centennial Radio	1 all the time	Count	4	0	0	2	0	0	1
		% within Education	.7%	.0%	.0%	1.0%	.0%	.0%	2.0%
	2 most of the time	Count	1	0	0	0	3	0	1
		% within Education	.2%	.0%	.0%	.0%	2.7%	.0%	2.0%
	3 some of the time	Count	0	0	1	0	2	0	0
		% within Education	.0%	.0%	.7%	.0%	1.8%	.0%	.0%
	4 none of the time	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	5 don't know	Count	52	3	14	18	8	0	4
		% within Education	9.4%	4.5%	10.1%	8.9%	7.1%	.0%	8.2%
	6 not available	Count	497	64	124	182	99	3	43
		% within Education	89.5%	95.5%	89.2%	90.1%	88.4%	100.0%	87.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Centennial Radio * Education Crosstabulation

			Education			
				PP upto Class 5		
			8 Religious		Upto Class 8	Total
Media believable Centennial Radio	1 all the time	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	2 most of the time	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	3 some of the time	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	4 none of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 don't know	Count	7	2	1	109
		% within Education	14.9%	18.2%	16.7%	9.2%
	6 not available	Count	40	9	5	1066
		% within Education	85.1%	81.8%	83.3%	89.5%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable International Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable International Radio	1 all the time	Count	8	0	5	14	9	0	6
		% within Education	1.4%	.0%	3.6%	6.9%	8.0%	.0%	12.2%
	2 most of the time	Count	6	1	8	10	13	1	12
		% within Education	1.1%	1.5%	5.8%	5.0%	11.6%	33.3%	24.5%
	3 some of the time	Count	1	3	9	17	13	0	2
		% within Education	.2%	4.5%	6.5%	8.4%	11.6%	.0%	4.1%
	4 none of the time	Count	0	0	0	1	4	0	1
		% within Education	.0%	.0%	.0%	.5%	3.6%	.0%	2.0%
	5 don't know	Count	282	22	50	55	22	0	7
		% within Education	50.8%	32.8%	36.0%	27.2%	19.6%	.0%	14.3%
	6 not available	Count	258	41	67	105	51	2	21
		% within Education	46.5%	61.2%	48.2%	52.0%	45.5%	66.7%	42.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable International Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable International Radio	1 all the time	Count	0	2	1	45
		% within Education	.0%	18.2%	16.7%	3.8%
	2 most of the time	Count	0	0	0	51
		% within Education	.0%	.0%	.0%	4.3%
	3 some of the time	Count	2	0	0	47
		% within Education	4.3%	.0%	.0%	3.9%
	4 none of the time	Count	3	0	0	9
		% within Education	6.4%	.0%	.0%	.8%
	5 don't know	Count	24	6	3	471
		% within Education	51.1%	54.5%	50.0%	39.5%
	6 not available	Count	18	3	2	568
		% within Education	38.3%	27.3%	33.3%	47.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Kuensel * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Kuensel	1 all the time	Count	24	8	16	65	23	2	15
		% within Education	4.3%	11.9%	11.5%	32.2%	20.5%	66.7%	30.6%
	2 most of the time	Count	12	8	27	55	54	1	23
		% within Education	2.2%	11.9%	19.4%	27.2%	48.2%	33.3%	46.9%
	3 some of the time	Count	9	7	21	34	15	0	6
		% within Education	1.6%	10.4%	15.1%	16.8%	13.4%	.0%	12.2%
	4 none of the time	Count	0	0	3	0	0	0	0
		% within Education	.0%	.0%	2.2%	.0%	.0%	.0%	.0%
	5 don't know	Count	249	14	31	13	3	0	0
		% within Education	44.9%	20.9%	22.3%	6.4%	2.7%	.0%	.0%
	6 not available	Count	261	30	41	35	17	0	5
		% within Education	47.0%	44.8%	29.5%	17.3%	15.2%	.0%	10.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Kuensel * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Kuensel	1 all the time	Count	9	4	2	168
		% within Education	19.1%	36.4%	33.3%	14.1%
	2 most of the time	Count	7	1	0	188
		% within Education	14.9%	9.1%	.0%	15.8%
	3 some of the time	Count	7	1	0	100
		% within Education	14.9%	9.1%	.0%	8.4%
	4 none of the time	Count	1	0	0	4
		% within Education	2.1%	.0%	.0%	.3%
	5 don't know	Count	10	1	3	324
		% within Education	21.3%	9.1%	50.0%	27.2%
	6 not available	Count	13	4	1	407
		% within Education	27.7%	36.4%	16.7%	34.2%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Bhutan Times * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Bhutan Times	1 all the time	Count	7	2	3	39	9	1	8
		% within Education	1.3%	3.0%	2.2%	19.3%	8.0%	33.3%	16.3%
	2 most of the time	Count	2	0	15	47	43	1	18
		% within Education	.4%	.0%	10.8%	23.3%	38.4%	33.3%	36.7%
	3 some of the time	Count	9	2	16	31	17	0	14
		% within Education	1.6%	3.0%	11.5%	15.3%	15.2%	.0%	28.6%
	4 none of the time	Count	0	0	4	0	2	0	0
		% within Education	.0%	.0%	2.9%	.0%	1.8%	.0%	.0%
	5 don't know	Count	263	24	44	26	11	0	2
		% within Education	47.4%	35.8%	31.7%	12.9%	9.8%	.0%	4.1%
	6 not available	Count	274	39	57	59	30	1	7
		% within Education	49.4%	58.2%	41.0%	29.2%	26.8%	33.3%	14.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Bhutan Times * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Bhutan Times	1 all the time	Count	3	2	0	74
		% within Education	6.4%	18.2%	.0%	6.2%
	2 most of the time	Count	1	0	0	127
		% within Education	2.1%	.0%	.0%	10.7%
	3 some of the time	Count	1	0	0	90
		% within Education	2.1%	.0%	.0%	7.6%
	4 none of the time	Count	1	0	0	7
		% within Education	2.1%	.0%	.0%	.6%
	5 don't know	Count	22	4	3	399
		% within Education	46.8%	36.4%	50.0%	33.5%
	6 not available	Count	19	5	3	494
		% within Education	40.4%	45.5%	50.0%	41.5%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Bhutan Observer * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Bhutan Observer	1 all the time	Count	9	4	2	39	8	0	6
		% within Education	1.6%	6.0%	1.4%	19.3%	7.1%	.0%	12.2%
	2 most of the time	Count	3	1	16	43	31	1	13
		% within Education	.5%	1.5%	11.5%	21.3%	27.7%	33.3%	26.5%
	3 some of the time	Count	9	4	15	27	21	0	12
		% within Education	1.6%	6.0%	10.8%	13.4%	18.8%	.0%	24.5%
	4 none of the time	Count	0	0	3	0	2	0	0
		% within Education	.0%	.0%	2.2%	.0%	1.8%	.0%	.0%
	5 don't know	Count	262	23	44	27	15	1	4
		% within Education	47.2%	34.3%	31.7%	13.4%	13.4%	33.3%	8.2%
	6 not available	Count	272	35	59	66	35	1	14
		% within Education	49.0%	52.2%	42.4%	32.7%	31.3%	33.3%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Bhutan Observer * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Bhutan Observer	1 all the time	Count	6	2	1	77
		% within Education	12.8%	18.2%	16.7%	6.5%
	2 most of the time	Count	1	0	0	109
		% within Education	2.1%	.0%	.0%	9.2%
	3 some of the time	Count	4	0	1	93
		% within Education	8.5%	.0%	16.7%	7.8%
	4 none of the time	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	5 don't know	Count	18	4	2	400
		% within Education	38.3%	36.4%	33.3%	33.6%
	6 not available	Count	18	5	2	507
		% within Education	38.3%	45.5%	33.3%	42.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable BBS TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable BBS TV	1 all the time	Count	127	21	35	81	42	2	20
		% within Education	22.9%	31.3%	25.2%	40.1%	37.5%	66.7%	40.8%
	2 most of the time	Count	54	11	30	53	40	1	20
		% within Education	9.7%	16.4%	21.6%	26.2%	35.7%	33.3%	40.8%
	3 some of the time	Count	32	3	12	15	7	0	4
		% within Education	5.8%	4.5%	8.6%	7.4%	6.3%	.0%	8.2%
	4 none of the time	Count	0	0	1	1	1	0	0
		% within Education	.0%	.0%	.7%	.5%	.9%	.0%	.0%
	5 don't know	Count	95	9	15	14	3	0	1
		% within Education	17.1%	13.4%	10.8%	6.9%	2.7%	.0%	2.0%
	6 not available	Count	247	23	46	38	19	0	4
		% within Education	44.5%	34.3%	33.1%	18.8%	17.0%	.0%	8.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable BBS TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable BBS TV	1 all the time	Count	16	3	4	351
		% within Education	34.0%	27.3%	66.7%	29.5%
	2 most of the time	Count	5	1	1	216
		% within Education	10.6%	9.1%	16.7%	18.1%
	3 some of the time	Count	3	0	0	76
		% within Education	6.4%	.0%	.0%	6.4%
	4 none of the time	Count	1	0	0	4
		% within Education	2.1%	.0%	.0%	.3%
	5 don't know	Count	9	0	0	146
		% within Education	19.1%	.0%	.0%	12.3%
	6 not available	Count	13	7	1	398
		% within Education	27.7%	63.6%	16.7%	33.4%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Local cable TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Local cable TV	1 all the time	Count	8	3	3	6	3	2	1
		% within Education	1.4%	4.5%	2.2%	3.0%	2.7%	66.7%	2.0%
	2 most of the time	Count	6	3	7	11	4	1	3
		% within Education	1.1%	4.5%	5.0%	5.4%	3.6%	33.3%	6.1%
	3 some of the time	Count	17	6	7	12	15	0	4
		% within Education	3.1%	9.0%	5.0%	5.9%	13.4%	.0%	8.2%
	4 none of the time	Count	1	0	1	3	1	0	3
		% within Education	.2%	.0%	.7%	1.5%	.9%	.0%	6.1%
	5 don't know	Count	91	5	17	16	9	0	8
		% within Education	16.4%	7.5%	12.2%	7.9%	8.0%	.0%	16.3%
	6 not available	Count	432	50	104	154	80	0	30
		% within Education	77.8%	74.6%	74.8%	76.2%	71.4%	.0%	61.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Local cable TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Local cable TV	1 all the time	Count	2	0	0	28
		% within Education	4.3%	.0%	.0%	2.4%
	2 most of the time	Count	1	1	0	37
		% within Education	2.1%	9.1%	.0%	3.1%
	3 some of the time	Count	2	1	0	64
		% within Education	4.3%	9.1%	.0%	5.4%
	4 none of the time	Count	1	1	0	11
		% within Education	2.1%	9.1%	.0%	.9%
	5 don't know	Count	9	2	1	158
		% within Education	19.1%	18.2%	16.7%	13.3%
	6 not available	Count	32	6	5	893
		% within Education	68.1%	54.5%	83.3%	75.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable International TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Media believable International TV	1 all the time	Count	15	4	9	27	14	1	12
		% within Education	2.7%	6.0%	6.5%	13.4%	12.5%	33.3%	24.5%
	2 most of the time	Count	25	5	19	28	29	1	18
		% within Education	4.5%	7.5%	13.7%	13.9%	25.9%	33.3%	36.7%
	3 some of the time	Count	16	5	16	45	25	1	9
		% within Education	2.9%	7.5%	11.5%	22.3%	22.3%	33.3%	18.4%
	4 none of the time	Count	3	1	5	12	4	0	0
		% within Education	.5%	1.5%	3.6%	5.9%	3.6%	.0%	.0%
	5 don't know	Count	170	14	30	29	8	0	1
		% within Education	30.6%	20.9%	21.6%	14.4%	7.1%	.0%	2.0%
	6 not available	Count	326	38	60	61	32	0	9
		% within Education	58.7%	56.7%	43.2%	30.2%	28.6%	.0%	18.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable International TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable International TV	1 all the time	Count	3	1	3	89
		% within Education	6.4%	9.1%	50.0%	7.5%
	2 most of the time	Count	2	1	1	129
		% within Education	4.3%	9.1%	16.7%	10.8%
	3 some of the time	Count	4	2	0	123
		% within Education	8.5%	18.2%	.0%	10.3%
	4 none of the time	Count	1	0	0	26
		% within Education	2.1%	.0%	.0%	2.2%
	5 don't know	Count	15	1	1	269
		% within Education	31.9%	9.1%	16.7%	22.6%
	6 not available	Count	22	6	1	555
		% within Education	46.8%	54.5%	16.7%	46.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Internet	1 all the time	Count	0	0	2	5	8	0	8
		% within Education	.0%	.0%	1.4%	2.5%	7.1%	.0%	16.3%
	2 most of the time	Count	0	1	2	8	11	1	11
		% within Education	.0%	1.5%	1.4%	4.0%	9.8%	33.3%	22.4%
	3 some of the time	Count	3	0	3	15	12	0	8
		% within Education	.5%	.0%	2.2%	7.4%	10.7%	.0%	16.3%
	4 none of the time	Count	1	0	1	2	3	0	4
		% within Education	.2%	.0%	.7%	1.0%	2.7%	.0%	8.2%
	5 don't know	Count	123	13	30	34	13	0	4
		% within Education	22.2%	19.4%	21.6%	16.8%	11.6%	.0%	8.2%
	6 not available	Count	428	53	101	138	65	2	14
		% within Education	77.1%	79.1%	72.7%	68.3%	58.0%	66.7%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Internet * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Media believable Internet	1 all the time	Count	0	0	0	23
		% within Education	.0%	.0%	.0%	1.9%
	2 most of the time	Count	0	0	0	34
		% within Education	.0%	.0%	.0%	2.9%
	3 some of the time	Count	1	0	0	42
		% within Education	2.1%	.0%	.0%	3.5%
	4 none of the time	Count	1	1	0	13
		% within Education	2.1%	9.1%	.0%	1.1%
	5 don't know	Count	11	3	1	232
		% within Education	23.4%	27.3%	16.7%	19.5%
	6 not available	Count	34	7	5	847
		% within Education	72.3%	63.6%	83.3%	71.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Advertising * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Media believable Advertising	1 all the time	Count	27	5	4	16	8	0	3
		% within Education	4.9%	7.5%	2.9%	7.9%	7.1%	.0%	6.1%
	2 most of the time	Count	33	3	14	15	17	1	5
		% within Education	5.9%	4.5%	10.1%	7.4%	15.2%	33.3%	10.2%
	3 some of the time	Count	60	10	25	49	22	0	14
		% within Education	10.8%	14.9%	18.0%	24.3%	19.6%	.0%	28.6%
	4 none of the time	Count	10	4	4	9	2	0	6
		% within Education	1.8%	6.0%	2.9%	4.5%	1.8%	.0%	12.2%
	5 don't know	Count	169	16	33	35	18	0	5
		% within Education	30.5%	23.9%	23.7%	17.3%	16.1%	.0%	10.2%
	6 not available	Count	256	29	59	78	45	2	16
		% within Education	46.1%	43.3%	42.4%	38.6%	40.2%	66.7%	32.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable Advertising * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Media believable Advertising	1 all the time	Count	4	0	2	69
		% within Education	8.5%	.0%	33.3%	5.8%
	2 most of the time	Count	5	1	1	95
		% within Education	10.6%	9.1%	16.7%	8.0%
	3 some of the time	Count	2	1	1	184
		% within Education	4.3%	9.1%	16.7%	15.4%
	4 none of the time	Count	3	0	0	38
		% within Education	6.4%	.0%	.0%	3.2%
	5 don't know	Count	20	6	1	303
		% within Education	42.6%	54.5%	16.7%	25.4%
	6 not available	Count	13	3	1	502
		% within Education	27.7%	27.3%	16.7%	42.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E3 E Media believable International Newspaper/Magazines * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Media believable International Newspaper/Magazines	1 all the time	Count	1	0	2	5	3	0
		% within Education	.2%	.0%	1.4%	2.5%	2.7%	.0%
	2 most of the time	Count	0	1	5	14	12	1
		% within Education	.0%	1.5%	3.6%	6.9%	10.7%	33.3%
	3 some of the time	Count	4	1	2	21	20	0
		% within Education	.7%	1.5%	1.4%	10.4%	17.9%	.0%
	4 none of the time	Count	0	0	1	2	3	0
		% within Education	.0%	.0%	.7%	1.0%	2.7%	.0%
	5 don't know	Count	128	11	31	32	9	2
		% within Education	23.1%	16.4%	22.3%	15.8%	8.0%	66.7%
	6 not available	Count	422	54	98	128	65	0
		% within Education	76.0%	80.6%	70.5%	63.4%	58.0%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 E Media believable International Newspaper/Magazines * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Media believable International Newspaper/Magazines	1 all the time	Count	2	1	0	0	14
		% within Education	4.1%	2.1%	.0%	.0%	1.2%
	2 most of the time	Count	12	0	0	0	45
		% within Education	24.5%	.0%	.0%	.0%	3.8%
	3 some of the time	Count	9	0	1	0	58
		% within Education	18.4%	.0%	9.1%	.0%	4.9%
	4 none of the time	Count	1	2	0	0	9
		% within Education	2.0%	4.3%	.0%	.0%	.8%
	5 don't know	Count	4	15	4	1	237
		% within Education	8.2%	31.9%	36.4%	16.7%	19.9%
	6 not available	Count	21	29	6	5	828
		% within Education	42.9%	61.7%	54.5%	83.3%	69.5%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence BBS Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Advertising influence BBS Radio	1 All of the time	Count	55	5	11	10	4	0	3
		% within Education	9.9%	7.5%	7.9%	5.0%	3.6%	.0%	6.1%
	2 Often	Count	87	15	31	36	23	0	6
		% within Education	15.7%	22.4%	22.3%	17.8%	20.5%	.0%	12.2%
	3 Sometimes	Count	75	8	20	29	15	1	10
		% within Education	13.5%	11.9%	14.4%	14.4%	13.4%	33.3%	20.4%
	4 Never	Count	152	20	24	25	16	0	6
		% within Education	27.4%	29.9%	17.3%	12.4%	14.3%	.0%	12.2%
	5 Don't listen/view/read advertisements	Count	186	19	53	102	54	2	24
		% within Education	33.5%	28.4%	38.1%	50.5%	48.2%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence BBS Radio * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Advertising influence BBS Radio	1 All of the time	Count	7	2	0	97
		% within Education	14.9%	18.2%	.0%	8.1%
	2 Often	Count	12	3	3	216
		% within Education	25.5%	27.3%	50.0%	18.1%
	3 Sometimes	Count	5	2	0	165
		% within Education	10.6%	18.2%	.0%	13.9%
	4 Never	Count	10	3	2	258
		% within Education	21.3%	27.3%	33.3%	21.7%
	5 Don't listen/view/read advertisements	Count	13	1	1	455
		% within Education	27.7%	9.1%	16.7%	38.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Kuzoo Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Kuzoo Radio	1 All of the time	Count	23	3	4	6	3	0	2
		% within Education	4.1%	4.5%	2.9%	3.0%	2.7%	.0%	4.1%
	2 Often	Count	69	7	15	20	10	0	4
		% within Education	12.4%	10.4%	10.8%	9.9%	8.9%	.0%	8.2%
	3 Sometimes	Count	62	9	16	26	11	1	8
		% within Education	11.2%	13.4%	11.5%	12.9%	9.8%	33.3%	16.3%
	4 Never	Count	104	11	14	32	14	0	7
		% within Education	18.7%	16.4%	10.1%	15.8%	12.5%	.0%	14.3%
	5 Don't listen/view/read advertisements	Count	297	37	90	118	74	2	28
		% within Education	53.5%	55.2%	64.7%	58.4%	66.1%	66.7%	57.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Kuzoo Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Kuzoo Radio	1 All of the time	Count	3	1	0	45
		% within Education	6.4%	9.1%	.0%	3.8%
	2 Often	Count	8	1	3	137
		% within Education	17.0%	9.1%	50.0%	11.5%
	3 Sometimes	Count	3	2	0	138
		% within Education	6.4%	18.2%	.0%	11.6%
	4 Never	Count	9	3	2	196
		% within Education	19.1%	27.3%	33.3%	16.5%
	5 Don't listen/view/read advertisements	Count	24	4	1	675
		% within Education	51.1%	36.4%	16.7%	56.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Radio Valley * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Radio Valley	1 All of the time	Count	3	0	0	2	0	0	1
		% within Education	.5%	.0%	.0%	1.0%	.0%	.0%	2.0%
	2 Often	Count	4	1	2	1	5	0	0
		% within Education	.7%	1.5%	1.4%	.5%	4.5%	.0%	.0%
	3 Sometimes	Count	1	0	3	1	1	1	1
		% within Education	.2%	.0%	2.2%	.5%	.9%	33.3%	2.0%
	4 Never	Count	15	2	1	5	5	0	1
		% within Education	2.7%	3.0%	.7%	2.5%	4.5%	.0%	2.0%
	5 Don't listen/view/read advertisements	Count	532	64	133	193	101	2	46
		% within Education	95.9%	95.5%	95.7%	95.5%	90.2%	66.7%	93.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Radio Valley * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Radio Valley	1 All of the time	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	2 Often	Count	1	0	0	14
		% within Education	2.1%	.0%	.0%	1.2%
	3 Sometimes	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	4 Never	Count	0	0	0	29
		% within Education	.0%	.0%	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	46	11	6	1134
		% within Education	97.9%	100.0%	100.0%	95.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Centennial Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Centennial Radio	1 All of the time	Count	2	0	0	1	0	0	1
		% within Education	.4%	.0%	.0%	.5%	.0%	.0%	2.0%
	2 Often	Count	0	0	0	0	2	0	0
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%	.0%
	3 Sometimes	Count	2	1	1	1	2	0	0
		% within Education	.4%	1.5%	.7%	.5%	1.8%	.0%	.0%
	4 Never	Count	14	2	2	5	5	0	1
		% within Education	2.5%	3.0%	1.4%	2.5%	4.5%	.0%	2.0%
	5 Don't listen/view/read advertisements	Count	537	64	136	195	103	3	47
		% within Education	96.8%	95.5%	97.8%	96.5%	92.0%	100.0%	95.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Centennial Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Centennial Radio	1 All of the time	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	2 Often	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	3 Sometimes	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	4 Never	Count	0	0	0	29
		% within Education	.0%	.0%	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	47	11	6	1149
		% within Education	100.0%	100.0%	100.0%	96.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence International Radio	1 All of the time	Count	2	0	0	3	2	0	1
		% within Education	.4%	.0%	.0%	1.5%	1.8%	.0%	2.0%
	2 Often	Count	0	0	4	12	13	1	6
		% within Education	.0%	.0%	2.9%	5.9%	11.6%	33.3%	12.2%
	3 Sometimes	Count	7	3	8	12	14	0	8
		% within Education	1.3%	4.5%	5.8%	5.9%	12.5%	.0%	16.3%
	4 Never	Count	17	3	10	16	8	0	7
		% within Education	3.1%	4.5%	7.2%	7.9%	7.1%	.0%	14.3%
	5 Don't listen/view/read advertisements	Count	529	61	117	159	75	2	27
		% within Education	95.3%	91.0%	84.2%	78.7%	67.0%	66.7%	55.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International Radio * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence International Radio	1 All of the time	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	2 Often	Count	1	1	0	38
		% within Education	2.1%	9.1%	.0%	3.2%
	3 Sometimes	Count	0	0	0	52
		% within Education	.0%	.0%	.0%	4.4%
	4 Never	Count	2	1	1	65
		% within Education	4.3%	9.1%	16.7%	5.5%
	5 Don't listen/view/read advertisements	Count	44	9	5	1028
		% within Education	93.6%	81.8%	83.3%	86.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Kuensel * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Kuensel	1 All of the time	Count	5	2	8	18	8	2	5
		% within Education	.9%	3.0%	5.8%	8.9%	7.1%	66.7%	10.2%
	2 Often	Count	10	5	20	48	31	1	17
		% within Education	1.8%	7.5%	14.4%	23.8%	27.7%	33.3%	34.7%
	3 Sometimes	Count	18	6	21	56	31	0	13
		% within Education	3.2%	9.0%	15.1%	27.7%	27.7%	.0%	26.5%
	4 Never	Count	18	9	15	32	22	0	8
		% within Education	3.2%	13.4%	10.8%	15.8%	19.6%	.0%	16.3%
	5 Don't listen/view/read advertisements	Count	504	45	75	48	20	0	6
		% within Education	90.8%	67.2%	54.0%	23.8%	17.9%	.0%	12.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Kuensel * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Kuensel	1 All of the time	Count	2	2	0	52
		% within Education	4.3%	18.2%	.0%	4.4%
	2 Often	Count	8	1	2	143
		% within Education	17.0%	9.1%	33.3%	12.0%
	3 Sometimes	Count	7	1	0	153
		% within Education	14.9%	9.1%	.0%	12.8%
	4 Never	Count	6	2	0	112
		% within Education	12.8%	18.2%	.0%	9.4%
	5 Don't listen/view/read advertisements	Count	24	5	4	731
		% within Education	51.1%	45.5%	66.7%	61.4%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Bhutan Times * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Bhutan Times	1 All of the time	Count	1	0	1	10	3	2	4
		% within Education	.2%	.0%	.7%	5.0%	2.7%	66.7%	8.2%
	2 Often	Count	0	1	8	30	24	1	11
		% within Education	.0%	1.5%	5.8%	14.9%	21.4%	33.3%	22.4%
	3 Sometimes	Count	9	1	11	52	25	0	15
		% within Education	1.6%	1.5%	7.9%	25.7%	22.3%	.0%	30.6%
	4 Never	Count	15	3	15	25	20	0	11
		% within Education	2.7%	4.5%	10.8%	12.4%	17.9%	.0%	22.4%
	5 Don't listen/view/read advertisements	Count	530	62	104	85	40	0	8
		% within Education	95.5%	92.5%	74.8%	42.1%	35.7%	.0%	16.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Bhutan Times * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Bhutan Times	1 All of the time	Count	0	0	0	21
		% within Education	.0%	.0%	.0%	1.8%
	2 Often	Count	2	0	0	77
		% within Education	4.3%	.0%	.0%	6.5%
	3 Sometimes	Count	1	1	0	115
		% within Education	2.1%	9.1%	.0%	9.7%
	4 Never	Count	3	1	0	93
		% within Education	6.4%	9.1%	.0%	7.8%
	5 Don't listen/view/read advertisements	Count	41	9	6	885
		% within Education	87.2%	81.8%	100.0%	74.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Bhutan Observer * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Bhutan Observer	1 All of the time	Count	3	0	1	10	4	1	2
		% within Education	.5%	.0%	.7%	5.0%	3.6%	33.3%	4.1%
	2 Often	Count	3	2	11	25	16	2	8
		% within Education	.5%	3.0%	7.9%	12.4%	14.3%	66.7%	16.3%
	3 Sometimes	Count	10	3	8	47	24	0	13
		% within Education	1.8%	4.5%	5.8%	23.3%	21.4%	.0%	26.5%
	4 Never	Count	15	4	16	29	20	0	9
		% within Education	2.7%	6.0%	11.5%	14.4%	17.9%	.0%	18.4%
	5 Don't listen/view/read advertisements	Count	524	58	103	91	48	0	17
		% within Education	94.4%	86.6%	74.1%	45.0%	42.9%	.0%	34.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence Bhutan Observer * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Bhutan Observer	1 All of the time	Count	0	0	0	21
		% within Education	.0%	.0%	.0%	1.8%
	2 Often	Count	2	0	0	69
		% within Education	4.3%	.0%	.0%	5.8%
	3 Sometimes	Count	4	1	1	111
		% within Education	8.5%	9.1%	16.7%	9.3%
	4 Never	Count	5	1	1	100
		% within Education	10.6%	9.1%	16.7%	8.4%
	5 Don't listen/view/read advertisements	Count	36	9	4	890
		% within Education	76.6%	81.8%	66.7%	74.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence BBS TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence BBS TV	1 All of the time	Count	26	10	15	26	15	0	8
		% within Education	4.7%	14.9%	10.8%	12.9%	13.4%	.0%	16.3%
	2 Often	Count	59	11	18	38	30	2	14
		% within Education	10.6%	16.4%	12.9%	18.8%	26.8%	66.7%	28.6%
	3 Sometimes	Count	69	7	26	50	31	1	13
		% within Education	12.4%	10.4%	18.7%	24.8%	27.7%	33.3%	26.5%
	4 Never	Count	53	8	14	35	14	0	9
		% within Education	9.5%	11.9%	10.1%	17.3%	12.5%	.0%	18.4%
	5 Don't listen/view/read advertisements	Count	348	31	66	53	22	0	5
		% within Education	62.7%	46.3%	47.5%	26.2%	19.6%	.0%	10.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 E Advertising influence BBS TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Advertising influence BBS TV	1 All of the time	Count	6	2	1	109
		% within Education	12.8%	18.2%	16.7%	9.2%
	2 Often	Count	9	1	2	184
		% within Education	19.1%	9.1%	33.3%	15.4%
	3 Sometimes	Count	3	0	0	200
		% within Education	6.4%	.0%	.0%	16.8%
	4 Never	Count	7	1	2	143
		% within Education	14.9%	9.1%	33.3%	12.0%
	5 Don't listen/view/read advertisements	Count	22	7	1	555
		% within Education	46.8%	63.6%	16.7%	46.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Local cable TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Local cable TV	1 All of the time	Count	2	0	1	3	1	0	0
		% within Education	.4%	.0%	.7%	1.5%	.9%	.0%	.0%
	2 Often	Count	9	5	11	9	6	2	5
		% within Education	1.6%	7.5%	7.9%	4.5%	5.4%	66.7%	10.2%
	3 Sometimes	Count	15	4	5	12	14	1	6
		% within Education	2.7%	6.0%	3.6%	5.9%	12.5%	33.3%	12.2%
	4 Never	Count	17	4	3	15	9	0	4
		% within Education	3.1%	6.0%	2.2%	7.4%	8.0%	.0%	8.2%
	5 Don't listen/view/read advertisements	Count	512	54	119	163	82	0	34
		% within Education	92.3%	80.6%	85.6%	80.7%	73.2%	.0%	69.4%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Local cable TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Advertising influence Local cable TV	1 All of the time	Count	1	0	0	8
		% within Education	2.1%	.0%	.0%	.7%
	2 Often	Count	3	1	0	51
		% within Education	6.4%	9.1%	.0%	4.3%
	3 Sometimes	Count	1	1	0	59
		% within Education	2.1%	9.1%	.0%	5.0%
	4 Never	Count	1	1	1	55
		% within Education	2.1%	9.1%	16.7%	4.6%
	5 Don't listen/view/read advertisements	Count	41	8	5	1018
		% within Education	87.2%	72.7%	83.3%	85.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence International TV	1 All of the time	Count	3	0	2	6	3	1	1
		% within Education	.5%	.0%	1.4%	3.0%	2.7%	33.3%	2.0%
	2 Often	Count	10	5	9	13	15	0	8
		% within Education	1.8%	7.5%	6.5%	6.4%	13.4%	.0%	16.3%
	3 Sometimes	Count	15	4	15	42	32	2	16
		% within Education	2.7%	6.0%	10.8%	20.8%	28.6%	66.7%	32.7%
	4 Never	Count	39	7	23	45	24	0	15
		% within Education	7.0%	10.4%	16.5%	22.3%	21.4%	.0%	30.6%
	5 Don't listen/view/read advertisements	Count	488	51	90	96	38	0	9
		% within Education	87.9%	76.1%	64.7%	47.5%	33.9%	.0%	18.4%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence International TV	1 All of the time	Count	0	1	0	17
		% within Education	.0%	9.1%	.0%	1.4%
	2 Often	Count	3	1	0	64
		% within Education	6.4%	9.1%	.0%	5.4%
	3 Sometimes	Count	2	2	0	130
		% within Education	4.3%	18.2%	.0%	10.9%
	4 Never	Count	5	0	3	161
		% within Education	10.6%	.0%	50.0%	13.5%
	5 Don't listen/view/read advertisements	Count	37	7	3	819
		% within Education	78.7%	63.6%	50.0%	68.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Advertising influence Internet	1 All of the time	Count	0	0	0	1	2	0	2
		% within Education	.0%	.0%	.0%	.5%	1.8%	.0%	4.1%
	2 Often	Count	0	0	2	3	12	1	7
		% within Education	.0%	.0%	1.4%	1.5%	10.7%	33.3%	14.3%
	3 Sometimes	Count	2	0	0	15	13	0	11
		% within Education	.4%	.0%	.0%	7.4%	11.6%	.0%	22.4%
	4 Never	Count	11	3	7	16	11	0	11
		% within Education	2.0%	4.5%	5.0%	7.9%	9.8%	.0%	22.4%
	5 Don't listen/view/read advertisements	Count	542	64	130	167	74	2	18
		% within Education	97.7%	95.5%	93.5%	82.7%	66.1%	66.7%	36.7%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence Internet * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Advertising influence Internet	1 All of the time	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	2 Often	Count	0	0	0	25
		% within Education	.0%	.0%	.0%	2.1%
	3 Sometimes	Count	1	0	0	42
		% within Education	2.1%	.0%	.0%	3.5%
	4 Never	Count	3	1	1	64
		% within Education	6.4%	9.1%	16.7%	5.4%
	5 Don't listen/view/read advertisements	Count	43	10	5	1055
		% within Education	91.5%	90.9%	83.3%	88.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International Newspaper/Magazines * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Advertising influence International Newspaper/Magazines	1 All of the time	Count	0	0	0	3	3	0
		% within Education	.0%	.0%	.0%	1.5%	2.7%	.0%
	2 Often	Count	1	1	3	6	14	1
		% within Education	.2%	1.5%	2.2%	3.0%	12.5%	33.3%
	3 Sometimes	Count	2	1	1	20	14	0
		% within Education	.4%	1.5%	.7%	9.9%	12.5%	.0%
	4 Never	Count	10	1	6	20	9	0
		% within Education	1.8%	1.5%	4.3%	9.9%	8.0%	.0%
	5 Don't listen/view/read advertisements	Count	542	64	129	153	72	2
		% within Education	97.7%	95.5%	92.8%	75.7%	64.3%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 E Advertising influence International Newspaper/Magazines * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	0	0	0	0	6
		% within Education	.0%	.0%	.0%	.0%	.5%
	2 Often	Count	8	0	0	0	34
		% within Education	16.3%	.0%	.0%	.0%	2.9%
	3 Sometimes	Count	8	0	1	0	47
		% within Education	16.3%	.0%	9.1%	.0%	3.9%
	4 Never	Count	7	3	0	0	56
		% within Education	14.3%	6.4%	.0%	.0%	4.7%
	5 Don't listen/view/read advertisements	Count	26	44	10	6	1048
		% within Education	53.1%	93.6%	90.9%	100.0%	88.0%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

E. Media Credibility and Influence by Gender

E1 G Media Credibility and Influence * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media Credibility and Influence	1 Bhutanese Newspaper	Count	27	43	70
		% within Gender	4.3%	7.6%	5.9%
	2 Bhutanese television	Count	265	206	471
		% within Gender	42.4%	36.4%	39.5%
	3 Bhutanese Radio	Count	231	213	444
		% within Gender	37.0%	37.6%	37.3%
	4 International newspaper	Count	3	9	12
		% within Gender	.5%	1.6%	1.0%
	5 International TV	Count	54	56	110
		% within Gender	8.6%	9.9%	9.2%
	6 International Radio	Count	6	6	12
		% within Gender	1.0%	1.1%	1.0%
	7 Internet	Count	4	6	10
		% within Gender	.6%	1.1%	.8%
	Not available	Count	35	27	62
		% within Gender	5.6%	4.8%	5.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.1 G Media influence language Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Bhutanese Radio	1 Yes	Count	183	219	402
		% within Gender	29.3%	38.7%	33.8%
	2 A little	Count	134	97	231
		% within Gender	21.4%	17.1%	19.4%
	3 No	Count	64	56	120
		% within Gender	10.2%	9.9%	10.1%
	4 Don't Know	Count	113	75	188
		% within Gender	18.1%	13.3%	15.8%
	NA	Count	131	119	250
		% within Gender	21.0%	21.0%	21.0%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.1 G Media influence language Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Bhutanese TV	1 Yes	Count	172	179	351
		% within Gender	27.5%	31.6%	29.5%
	2 A little	Count	121	95	216
		% within Gender	19.4%	16.8%	18.1%
	3 No	Count	45	40	85
		% within Gender	7.2%	7.1%	7.1%
	4 Don't Know	Count	123	111	234
		% within Gender	19.7%	19.6%	19.6%
	NA	Count	164	141	305
		% within Gender	26.2%	24.9%	25.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.1 G Media influence language Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Indian TV	1 Yes	Count	124	141	265
		% within Gender	19.8%	24.9%	22.3%
	2 A little	Count	97	84	181
		% within Gender	15.5%	14.8%	15.2%
	3 No	Count	66	40	106
		% within Gender	10.6%	7.1%	8.9%
	4 Don't Know	Count	151	132	283
		% within Gender	24.2%	23.3%	23.8%
	NA	Count	187	169	356
		% within Gender	29.9%	29.9%	29.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.1 G Media influence language Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Foreign TV	1 Yes	Count	83	126	209
		% within Gender	13.3%	22.3%	17.5%
	2 A little	Count	88	68	156
		% within Gender	14.1%	12.0%	13.1%
	3 No	Count	65	44	109
		% within Gender	10.4%	7.8%	9.2%
	4 Don't Know	Count	178	137	315
		% within Gender	28.5%	24.2%	26.4%
	NA	Count	211	191	402
		% within Gender	33.8%	33.7%	33.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.1 G Media influence language Bhutanese Newspapers * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Bhutanese Newspapers	1 Yes	Count	100	137	237
		% within Gender	16.0%	24.2%	19.9%
	2 A little	Count	53	78	131
		% within Gender	8.5%	13.8%	11.0%
	3 No	Count	47	43	90
		% within Gender	7.5%	7.6%	7.6%
	4 Don't Know	Count	204	129	333
		% within Gender	32.6%	22.8%	28.0%
	NA	Count	221	179	400
		% within Gender	35.4%	31.6%	33.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.1 G Media influence language Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence language Internet	1 Yes	Count	12	21	33
		% within Gender	1.9%	3.7%	2.8%
	2 A little	Count	18	20	38
		% within Gender	2.9%	3.5%	3.2%
	3 No	Count	31	25	56
		% within Gender	5.0%	4.4%	4.7%
	4 Don't Know	Count	253	201	454
		% within Gender	40.5%	35.5%	38.1%
	NA	Count	311	299	610
		% within Gender	49.8%	52.8%	51.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 G Media influence dress Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Bhutanese Radio	1 Yes	Count	109	113	222
		% within Gender	17.4%	20.0%	18.6%
	2 A little	Count	117	119	236
		% within Gender	18.7%	21.0%	19.8%
	3 No	Count	146	128	274
		% within Gender	23.4%	22.6%	23.0%
	4 Don't Know	Count	114	77	191
		% within Gender	18.2%	13.6%	16.0%
	NA	Count	139	129	268
		% within Gender	22.2%	22.8%	22.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 GMedia influence dress Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Bhutanese TV	1 Yes	Count	95	106	201
		% within Gender	15.2%	18.7%	16.9%
	2 A little	Count	141	123	264
		% within Gender	22.6%	21.7%	22.2%
	3 No	Count	105	82	187
		% within Gender	16.8%	14.5%	15.7%
	4 Don't Know	Count	107	104	211
		% within Gender	17.1%	18.4%	17.7%
	NA	Count	177	151	328
		% within Gender	28.3%	26.7%	27.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 G Media influence dress Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Indian TV	1 Yes	Count	78	86	164
		% within Gender	12.5%	15.2%	13.8%
	2 A little	Count	99	87	186
		% within Gender	15.8%	15.4%	15.6%
	3 No	Count	112	86	198
		% within Gender	17.9%	15.2%	16.6%
	4 Don't Know	Count	131	121	252
		% within Gender	21.0%	21.4%	21.2%
	NA	Count	205	186	391
		% within Gender	32.8%	32.9%	32.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 G Media influence dress Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Foreign TV	1 Yes	Count	56	65	121
		% within Gender	9.0%	11.5%	10.2%
	2 A little	Count	83	84	167
		% within Gender	13.3%	14.8%	14.0%
	3 No	Count	96	85	181
		% within Gender	15.4%	15.0%	15.2%
	4 Don't Know	Count	160	125	285
		% within Gender	25.6%	22.1%	23.9%
	NA	Count	230	207	437
		% within Gender	36.8%	36.6%	36.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 G Media influence dress Bhutanese Newspapers * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Bhutanese Newspapers	1 Yes	Count	31	57	88
		% within Gender	5.0%	10.1%	7.4%
	2 A little	Count	47	68	115
		% within Gender	7.5%	12.0%	9.7%
	3 No	Count	116	122	238
		% within Gender	18.6%	21.6%	20.0%
	4 Don't Know	Count	192	128	320
		% within Gender	30.7%	22.6%	26.9%
	NA	Count	239	191	430
		% within Gender	38.2%	33.7%	36.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.2 G Media influence dress Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence dress Internet	1 Yes	Count	8	10	18
		% within Gender	1.3%	1.8%	1.5%
	2 A little	Count	8	16	24
		% within Gender	1.3%	2.8%	2.0%
	3 No	Count	45	41	86
		% within Gender	7.2%	7.2%	7.2%
	4 Don't Know	Count	242	191	433
		% within Gender	38.7%	33.7%	36.4%
	NA	Count	322	308	630
		% within Gender	51.5%	54.4%	52.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.3 G Media influence behaviour Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Bhutanese Radio	1 Yes	Count	118	120	238
		% within Gender	18.9%	21.2%	20.0%
	2 A little	Count	140	154	294
		% within Gender	22.4%	27.2%	24.7%
	3 No	Count	111	85	196
		% within Gender	17.8%	15.0%	16.5%
	4 Don't Know	Count	116	81	197
		% within Gender	18.6%	14.3%	16.5%
	NA	Count	140	126	266
		% within Gender	22.4%	22.3%	22.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.3 G Media influence behaviour Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Bhutanese TV	1 Yes	Count	98	109	207
		% within Gender	15.7%	19.3%	17.4%
	2 A little	Count	126	105	231
		% within Gender	20.2%	18.6%	19.4%
	3 No	Count	103	93	196
		% within Gender	16.5%	16.4%	16.5%
	4 Don't Know	Count	122	109	231
		% within Gender	19.5%	19.3%	19.4%
	NA	Count	176	150	326
		% within Gender	28.2%	26.5%	27.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.3 G Media influence behaviour Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Indian TV	1 Yes	Count	74	88	162
		% within Gender	11.8%	15.5%	13.6%
	2 A little	Count	79	72	151
		% within Gender	12.6%	12.7%	12.7%
	3 No	Count	123	94	217
		% within Gender	19.7%	16.6%	18.2%
	4 Don't Know	Count	140	126	266
		% within Gender	22.4%	22.3%	22.3%
NA	Count	209	186	395	
	% within Gender	33.4%	32.9%	33.2%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.3 G Media influence behaviour Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Foreign TV	1 Yes	Count	53	73	126
		% within Gender	8.5%	12.9%	10.6%
	2 A little	Count	74	76	150
		% within Gender	11.8%	13.4%	12.6%
	3 No	Count	107	82	189
		% within Gender	17.1%	14.5%	15.9%
	4 Don't Know	Count	160	127	287
		% within Gender	25.6%	22.4%	24.1%
	NA	Count	231	208	439
		% within Gender	37.0%	36.7%	36.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E2.3 G Media influence behaviour Bhutanese Newspapers * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	37	59	96
		% within Gender	5.9%	10.4%	8.1%
	2 A little	Count	54	87	141
		% within Gender	8.6%	15.4%	11.8%
	3 No	Count	98	100	198
		% within Gender	15.7%	17.7%	16.6%
	4 Don't Know	Count	193	126	319
		% within Gender	30.9%	22.3%	26.8%
	NA	Count	243	194	437
		% within Gender	38.9%	34.3%	36.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.3 G Media influence behaviour Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence behaviour Internet	1 Yes	Count	11	10	21
		% within Gender	1.8%	1.8%	1.8%
	2 A little	Count	9	11	20
		% within Gender	1.4%	1.9%	1.7%
	3 No	Count	41	44	85
		% within Gender	6.6%	7.8%	7.1%
	4 Don't Know	Count	240	191	431
		% within Gender	38.4%	33.7%	36.2%
	NA	Count	324	310	634
		% within Gender	51.8%	54.8%	53.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Bhutanese Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Bhutanese Radio	1 Yes	Count	159	173	332
		% within Gender	25.4%	30.6%	27.9%
	2 A little	Count	147	145	292
		% within Gender	23.5%	25.6%	24.5%
	3 No	Count	73	52	125
		% within Gender	11.7%	9.2%	10.5%
	4 Don't Know	Count	105	69	174
		% within Gender	16.8%	12.2%	14.6%
	NA	Count	141	127	268
		% within Gender	22.6%	22.4%	22.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Bhutanese TV	1 Yes	Count	139	148	287
		% within Gender	22.2%	26.1%	24.1%
	2 A little	Count	128	107	235
		% within Gender	20.5%	18.9%	19.7%
	3 No	Count	66	49	115
		% within Gender	10.6%	8.7%	9.7%
	4 Don't Know	Count	112	109	221
		% within Gender	17.9%	19.3%	18.6%
	NA	Count	180	153	333
		% within Gender	28.8%	27.0%	28.0%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Indian TV	1 Yes	Count	98	111	209
		% within Gender	15.7%	19.6%	17.5%
	2 A little	Count	87	79	166
		% within Gender	13.9%	14.0%	13.9%
	3 No	Count	95	62	157
		% within Gender	15.2%	11.0%	13.2%
	4 Don't Know	Count	135	129	264
		% within Gender	21.6%	22.8%	22.2%
	NA	Count	210	185	395
		% within Gender	33.6%	32.7%	33.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Foreign TV	1 Yes	Count	68	102	170
		% within Gender	10.9%	18.0%	14.3%
	2 A little	Count	79	75	154
		% within Gender	12.6%	13.3%	12.9%
	3 No	Count	86	60	146
		% within Gender	13.8%	10.6%	12.3%
	4 Don't Know	Count	160	122	282
		% within Gender	25.6%	21.6%	23.7%
	NA	Count	232	207	439
		% within Gender	37.1%	36.6%	36.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Bhutanese Newspapers * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	73	120	193
		% within Gender	11.7%	21.2%	16.2%
	2 A little	Count	62	91	153
		% within Gender	9.9%	16.1%	12.8%
	3 No	Count	60	43	103
		% within Gender	9.6%	7.6%	8.6%
	4 Don't Know	Count	187	121	308
		% within Gender	29.9%	21.4%	25.9%
	NA	Count	243	191	434
		% within Gender	38.9%	33.7%	36.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E2.4 G Media influence thinking Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media influence thinking Internet	1 Yes	Count	22	29	51
		% within Gender	3.5%	5.1%	4.3%
	2 A little	Count	13	15	28
		% within Gender	2.1%	2.7%	2.4%
	3 No	Count	31	21	52
		% within Gender	5.0%	3.7%	4.4%
	4 Don't Know	Count	231	191	422
		% within Gender	37.0%	33.7%	35.4%
	NA	Count	328	310	638
		% within Gender	52.5%	54.8%	53.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E3 G Media believable BBS Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable BBS Radio	1 all the time	Count	200	174	374
		% within Gender	32.0%	30.7%	31.4%
	2 most of the time	Count	127	129	256
		% within Gender	20.3%	22.8%	21.5%
	3 some of the time	Count	49	55	104
		% within Gender	7.8%	9.7%	8.7%
	4 none of the time	Count	6	4	10
		% within Gender	1.0%	.7%	.8%
	5 don't know	Count	122	83	205
		% within Gender	19.5%	14.7%	17.2%
	6 not available	Count	121	121	242
		% within Gender	19.4%	21.4%	20.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E3 G Media believable Kuzoo Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Kuzoo Radio	1 all the time	Count	109	74	183
		% within Gender	17.4%	13.1%	15.4%
	2 most of the time	Count	105	69	174
		% within Gender	16.8%	12.2%	14.6%
	3 some of the time	Count	67	61	128
		% within Gender	10.7%	10.8%	10.7%
	4 none of the time	Count	6	8	14
		% within Gender	1.0%	1.4%	1.2%
	5 don't know	Count	135	90	225
		% within Gender	21.6%	15.9%	18.9%
	6 not available	Count	203	264	467
		% within Gender	32.5%	46.6%	39.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Radio Valley * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Radio Valley	1 all the time	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	2 most of the time	Count	3	6	9
		% within Gender	.5%	1.1%	.8%
	3 some of the time	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	4 none of the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 don't know	Count	60	51	111
		% within Gender	9.6%	9.0%	9.3%
	6 not available	Count	554	494	1048
		% within Gender	88.6%	87.3%	88.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Centennial Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Centennial Radio	1 all the time	Count	3	4	7
		% within Gender	.5%	.7%	.6%
	2 most of the time	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	3 some of the time	Count	2	1	3
		% within Gender	.3%	.2%	.3%
	4 none of the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 don't know	Count	58	51	109
		% within Gender	9.3%	9.0%	9.2%
	6 not available	Count	561	505	1066
		% within Gender	89.8%	89.2%	89.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E3 G Media believable International Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable International Radio	1 all the time	Count	15	30	45
		% within Gender	2.4%	5.3%	3.8%
	2 most of the time	Count	26	25	51
		% within Gender	4.2%	4.4%	4.3%
	3 some of the time	Count	15	32	47
		% within Gender	2.4%	5.7%	3.9%
	4 none of the time	Count	4	5	9
		% within Gender	.6%	.9%	.8%
	5 don't know	Count	297	174	471
		% within Gender	47.5%	30.7%	39.5%
	6 not available	Count	268	300	568
		% within Gender	42.9%	53.0%	47.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E3 G Media believable Kuensel * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Kuensel	1 all the time	Count	77	91	168
		% within Gender	12.3%	16.1%	14.1%
	2 most of the time	Count	77	111	188
		% within Gender	12.3%	19.6%	15.8%
	3 some of the time	Count	42	58	100
		% within Gender	6.7%	10.2%	8.4%
	4 none of the time	Count	1	3	4
		% within Gender	.2%	.5%	.3%
	5 don't know	Count	211	113	324
		% within Gender	33.8%	20.0%	27.2%
	6 not available	Count	217	190	407
		% within Gender	34.7%	33.6%	34.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Bhutan Times * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Bhutan Times	1 all the time	Count	29	45	74
		% within Gender	4.6%	8.0%	6.2%
	2 most of the time	Count	60	67	127
		% within Gender	9.6%	11.8%	10.7%
	3 some of the time	Count	44	46	90
		% within Gender	7.0%	8.1%	7.6%
	4 none of the time	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	5 don't know	Count	242	157	399
		% within Gender	38.7%	27.7%	33.5%
	6 not available	Count	246	248	494
		% within Gender	39.4%	43.8%	41.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Bhutan Observer * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Bhutan Observer	1 all the time	Count	30	47	77
		% within Gender	4.8%	8.3%	6.5%
	2 most of the time	Count	56	53	109
		% within Gender	9.0%	9.4%	9.2%
	3 some of the time	Count	41	52	93
		% within Gender	6.6%	9.2%	7.8%
	4 none of the time	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	5 don't know	Count	243	157	400
		% within Gender	38.9%	27.7%	33.6%
	6 not available	Count	252	255	507
		% within Gender	40.3%	45.1%	42.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable BBS TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable BBS TV	1 all the time	Count	191	160	351
		% within Gender	30.6%	28.3%	29.5%
	2 most of the time	Count	111	105	216
		% within Gender	17.8%	18.6%	18.1%
	3 some of the time	Count	38	38	76
		% within Gender	6.1%	6.7%	6.4%
	4 none of the time	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	5 don't know	Count	75	71	146
		% within Gender	12.0%	12.5%	12.3%
	6 not available	Count	208	190	398
		% within Gender	33.3%	33.6%	33.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Local cable TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Local cable TV	1 all the time	Count	10	18	28
		% within Gender	1.6%	3.2%	2.4%
	2 most of the time	Count	16	21	37
		% within Gender	2.6%	3.7%	3.1%
	3 some of the time	Count	30	34	64
		% within Gender	4.8%	6.0%	5.4%
	4 none of the time	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	5 don't know	Count	83	75	158
		% within Gender	13.3%	13.3%	13.3%
	6 not available	Count	482	411	893
		% within Gender	77.1%	72.6%	75.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable International TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable International TV	1 all the time	Count	42	47	89
		% within Gender	6.7%	8.3%	7.5%
	2 most of the time	Count	63	66	129
		% within Gender	10.1%	11.7%	10.8%
	3 some of the time	Count	57	66	123
		% within Gender	9.1%	11.7%	10.3%
	4 none of the time	Count	16	10	26
		% within Gender	2.6%	1.8%	2.2%
	5 don't know	Count	165	104	269
		% within Gender	26.4%	18.4%	22.6%
	6 not available	Count	282	273	555
		% within Gender	45.1%	48.2%	46.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Internet	1 all the time	Count	12	11	23
		% within Gender	1.9%	1.9%	1.9%
	2 most of the time	Count	12	22	34
		% within Gender	1.9%	3.9%	2.9%
	3 some of the time	Count	18	24	42
		% within Gender	2.9%	4.2%	3.5%
	4 none of the time	Count	7	6	13
		% within Gender	1.1%	1.1%	1.1%
	5 don't know	Count	128	104	232
		% within Gender	20.5%	18.4%	19.5%
	6 not available	Count	448	399	847
		% within Gender	71.7%	70.5%	71.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable Advertising * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable Advertising	1 all the time	Count	38	31	69
		% within Gender	6.1%	5.5%	5.8%
	2 most of the time	Count	48	47	95
		% within Gender	7.7%	8.3%	8.0%
	3 some of the time	Count	101	83	184
		% within Gender	16.2%	14.7%	15.4%
	4 none of the time	Count	26	12	38
		% within Gender	4.2%	2.1%	3.2%
	5 don't know	Count	175	128	303
		% within Gender	28.0%	22.6%	25.4%
	6 not available	Count	237	265	502
		% within Gender	37.9%	46.8%	42.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E3 G Media believable International Newspaper/Magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Media believable International Newspaper/Magazines	1 all the time	Count	8	6	14
		% within Gender	1.3%	1.1%	1.2%
	2 most of the time	Count	18	27	45
		% within Gender	2.9%	4.8%	3.8%
	3 some of the time	Count	26	32	58
		% within Gender	4.2%	5.7%	4.9%
	4 none of the time	Count	6	3	9
		% within Gender	1.0%	.5%	.8%
	5 don't know	Count	126	111	237
		% within Gender	20.2%	19.6%	19.9%
	6 not available	Count	441	387	828
		% within Gender	70.6%	68.4%	69.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence BBS Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence BBS Radio	1 All of the time	Count	38	59	97
		% within Gender	6.1%	10.4%	8.1%
	2 Often	Count	107	109	216
		% within Gender	17.1%	19.3%	18.1%
	3 Sometimes	Count	80	85	165
		% within Gender	12.8%	15.0%	13.9%
	4 Never	Count	151	107	258
		% within Gender	24.2%	18.9%	21.7%
	5 Don't listen/view/read advertisements	Count	249	206	455
		% within Gender	39.8%	36.4%	38.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence Kuzoo Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Kuzoo Radio	1 All of the time	Count	30	15	45
		% within Gender	4.8%	2.7%	3.8%
	2 Often	Count	69	68	137
		% within Gender	11.0%	12.0%	11.5%
	3 Sometimes	Count	79	59	138
		% within Gender	12.6%	10.4%	11.6%
	4 Never	Count	114	82	196
		% within Gender	18.2%	14.5%	16.5%
	5 Don't listen/view/read advertisements	Count	333	342	675
		% within Gender	53.3%	60.4%	56.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence Radio Valley * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Radio Valley	1 All of the time	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	2 Often	Count	4	10	14
		% within Gender	.6%	1.8%	1.2%
	3 Sometimes	Count	2	6	8
		% within Gender	.3%	1.1%	.7%
	4 Never	Count	13	16	29
		% within Gender	2.1%	2.8%	2.4%
	5 Don't listen/view/read advertisements	Count	603	531	1134
		% within Gender	96.5%	93.8%	95.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence Centennial Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Centennial Radio	1 All of the time	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	2 Often	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	3 Sometimes	Count	3	4	7
		% within Gender	.5%	.7%	.6%
	4 Never	Count	13	16	29
		% within Gender	2.1%	2.8%	2.4%
	5 Don't listen/view/read advertisements	Count	607	542	1149
		% within Gender	97.1%	95.8%	96.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence International Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence International Radio	1 All of the time	Count	2	6	8
		% within Gender	.3%	1.1%	.7%
	2 Often	Count	15	23	38
		% within Gender	2.4%	4.1%	3.2%
	3 Sometimes	Count	21	31	52
		% within Gender	3.4%	5.5%	4.4%
	4 Never	Count	26	39	65
		% within Gender	4.2%	6.9%	5.5%
	5 Don't listen/view/read advertisements	Count	561	467	1028
		% within Gender	89.8%	82.5%	86.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence Kuensel * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Kuensel	1 All of the time	Count	19	33	52
		% within Gender	3.0%	5.8%	4.4%
	2 Often	Count	61	82	143
		% within Gender	9.8%	14.5%	12.0%
	3 Sometimes	Count	58	95	153
		% within Gender	9.3%	16.8%	12.8%
	4 Never	Count	54	58	112
		% within Gender	8.6%	10.2%	9.4%
	5 Don't listen/view/read advertisements	Count	433	298	731
		% within Gender	69.3%	52.7%	61.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence Bhutan Times * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Bhutan Times	1 All of the time	Count	7	14	21
		% within Gender	1.1%	2.5%	1.8%
	2 Often	Count	36	41	77
		% within Gender	5.8%	7.2%	6.5%
	3 Sometimes	Count	50	65	115
		% within Gender	8.0%	11.5%	9.7%
	4 Never	Count	44	49	93
		% within Gender	7.0%	8.7%	7.8%
	5 Don't listen/view/read advertisements	Count	488	397	885
		% within Gender	78.1%	70.1%	74.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence Bhutan Observer * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Bhutan Observer	1 All of the time	Count	9	12	21
		% within Gender	1.4%	2.1%	1.8%
	2 Often	Count	35	34	69
		% within Gender	5.6%	6.0%	5.8%
	3 Sometimes	Count	47	64	111
		% within Gender	7.5%	11.3%	9.3%
	4 Never	Count	44	56	100
		% within Gender	7.0%	9.9%	8.4%
	5 Don't listen/view/read advertisements	Count	490	400	890
		% within Gender	78.4%	70.7%	74.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence BBS TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence BBS TV	1 All of the time	Count	63	46	109
		% within Gender	10.1%	8.1%	9.2%
	2 Often	Count	89	95	184
		% within Gender	14.2%	16.8%	15.4%
	3 Sometimes	Count	101	99	200
		% within Gender	16.2%	17.5%	16.8%
	4 Never	Count	82	61	143
		% within Gender	13.1%	10.8%	12.0%
	5 Don't listen/view/read advertisements	Count	290	265	555
		% within Gender	46.4%	46.8%	46.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence Local cable TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Local cable TV	1 All of the time	Count	3	5	8
		% within Gender	.5%	.9%	.7%
	2 Often	Count	21	30	51
		% within Gender	3.4%	5.3%	4.3%
	3 Sometimes	Count	30	29	59
		% within Gender	4.8%	5.1%	5.0%
	4 Never	Count	20	35	55
		% within Gender	3.2%	6.2%	4.6%
	5 Don't listen/view/read advertisements	Count	551	467	1018
		% within Gender	88.2%	82.5%	85.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence International TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence International TV	1 All of the time	Count	8	9	17
		% within Gender	1.3%	1.6%	1.4%
	2 Often	Count	32	32	64
		% within Gender	5.1%	5.7%	5.4%
	3 Sometimes	Count	55	75	130
		% within Gender	8.8%	13.3%	10.9%
	4 Never	Count	83	78	161
		% within Gender	13.3%	13.8%	13.5%
	5 Don't listen/view/read advertisements	Count	447	372	819
		% within Gender	71.5%	65.7%	68.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

E4 G Advertising influence Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence Internet	1 All of the time	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	2 Often	Count	9	16	25
		% within Gender	1.4%	2.8%	2.1%
	3 Sometimes	Count	21	21	42
		% within Gender	3.4%	3.7%	3.5%
	4 Never	Count	29	35	64
		% within Gender	4.6%	6.2%	5.4%
	5 Don't listen/view/read advertisements	Count	565	490	1055
		% within Gender	90.4%	86.6%	88.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E4 G Advertising influence International Newspaper/Magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	5	1	6
		% within Gender	.8%	.2%	.5%
	2 Often	Count	15	19	34
		% within Gender	2.4%	3.4%	2.9%
	3 Sometimes	Count	16	31	47
		% within Gender	2.6%	5.5%	3.9%
	4 Never	Count	25	31	56
		% within Gender	4.0%	5.5%	4.7%
	5 Don't listen/view/read advertisements	Count	564	484	1048
		% within Gender	90.2%	85.5%	88.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

E. Media Credibility and Influence by Income

E1 I Media Credibility and Influence * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media Credibility and Influence	1 Bhutanese Newspaper	Count	20	22	12	9	6
		% within Income	3.0%	7.5%	10.3%	22.5%	21.4%
	2 Bhutanese television	Count	217	151	55	15	8
		% within Income	32.3%	51.2%	47.0%	37.5%	28.6%
	3 Bhutanese Radio	Count	336	75	19	5	4
		% within Income	50.1%	25.4%	16.2%	12.5%	14.3%
	4 International newspaper	Count	3	2	4	2	1
		% within Income	.4%	.7%	3.4%	5.0%	3.6%
	5 International TV	Count	33	33	24	5	8
		% within Income	4.9%	11.2%	20.5%	12.5%	28.6%
	6 International Radio	Count	6	4	1	1	0
		% within Income	.9%	1.4%	.9%	2.5%	.0%
	7 Internet	Count	2	2	2	2	1
		% within Income	.3%	.7%	1.7%	5.0%	3.6%
	Not available	Count	54	6	0	1	0
		% within Income	8.0%	2.0%	.0%	2.5%	.0%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E1 I Media Credibility and Influence * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media Credibility and Influence	1 Bhutanese Newspaper	Count	0	1	70
		% within Income	.0%	3.4%	5.9%
	2 Bhutanese television	Count	8	17	471
		% within Income	72.7%	58.6%	39.5%
	3 Bhutanese Radio	Count	1	4	444
		% within Income	9.1%	13.8%	37.3%
	4 International newspaper	Count	0	0	12
		% within Income	.0%	.0%	1.0%
Media Credibility and Influence	5 International TV	Count	2	5	110
		% within Income	18.2%	17.2%	9.2%
	6 International Radio	Count	0	0	12
		% within Income	.0%	.0%	1.0%
	7 Internet	Count	0	1	10
		% within Income	.0%	3.4%	.8%
	Not available	Count	0	1	62
		% within Income	.0%	3.4%	5.2%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

E2.1 I Media influence language Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Bhutanese Radio	1 Yes	Count	259	78	36	11	6	3
		% within Income	38.6%	26.4%	30.8%	27.5%	21.4%	27.3%
	2 A little	Count	132	54	21	4	4	5
		% within Income	19.7%	18.3%	17.9%	10.0%	14.3%	45.5%
	3 No	Count	62	31	16	5	4	1
		% within Income	9.2%	10.5%	13.7%	12.5%	14.3%	9.1%
	4 Don't Know	Count	95	59	20	6	6	1
		% within Income	14.2%	20.0%	17.1%	15.0%	21.4%	9.1%
	NA	Count	123	73	24	14	8	1
		% within Income	18.3%	24.7%	20.5%	35.0%	28.6%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 I Media influence language Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Bhutanese Radio	1 Yes	Count	9	402
		% within Income	31.0%	33.8%
	2 A little	Count	11	231
		% within Income	37.9%	19.4%
	3 No	Count	1	120
		% within Income	3.4%	10.1%
	4 Don't Know	Count	1	188
		% within Income	3.4%	15.8%
	NA	Count	7	250
		% within Income	24.1%	21.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E2.1 I Media influence language Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Bhutanese TV	1 Yes	Count	143	106	59	16	11	4
		% within Income	21.3%	35.9%	50.4%	40.0%	39.3%	36.4%
	2 A little	Count	80	79	23	13	6	5
		% within Income	11.9%	26.8%	19.7%	32.5%	21.4%	45.5%
	3 No	Count	40	19	12	4	5	1
		% within Income	6.0%	6.4%	10.3%	10.0%	17.9%	9.1%
	4 Don't Know	Count	190	29	10	2	2	0
		% within Income	28.3%	9.8%	8.5%	5.0%	7.1%	.0%
	NA	Count	218	62	13	5	4	1
		% within Income	32.5%	21.0%	11.1%	12.5%	14.3%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.1 I Media influence language Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Bhutanese TV	1 Yes	Count	12	351
		% within Income	41.4%	29.5%
	2 A little	Count	10	216
		% within Income	34.5%	18.1%
	3 No	Count	4	85
		% within Income	13.8%	7.1%
	4 Don't Know	Count	1	234
		% within Income	3.4%	19.6%
	NA	Count	2	305
		% within Income	6.9%	25.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.1 I Media influence language Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Indian TV	1 Yes	Count	98	83	38	15	13	3
		% within Income	14.6%	28.1%	32.5%	37.5%	46.4%	27.3%
	2 A little	Count	68	58	33	9	3	4
		% within Income	10.1%	19.7%	28.2%	22.5%	10.7%	36.4%
	3 No	Count	43	33	13	8	5	2
		% within Income	6.4%	11.2%	11.1%	20.0%	17.9%	18.2%
	4 Don't Know	Count	214	46	14	0	4	1
		% within Income	31.9%	15.6%	12.0%	.0%	14.3%	9.1%
	NA	Count	248	75	19	8	3	1
		% within Income	37.0%	25.4%	16.2%	20.0%	10.7%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 I Media influence language Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Indian TV	1 Yes	Count	15	265
		% within Income	51.7%	22.3%
	2 A little	Count	6	181
		% within Income	20.7%	15.2%
	3 No	Count	2	106
		% within Income	6.9%	8.9%
	4 Don't Know	Count	4	283
		% within Income	13.8%	23.8%
	NA	Count	2	356
		% within Income	6.9%	29.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.1 I Media influence language Foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Foreign TV	1 Yes	Count	69	66	36	12	9	4
		% within Income	10.3%	22.4%	30.8%	30.0%	32.1%	36.4%
	2 A little	Count	60	53	22	10	3	3
		% within Income	8.9%	18.0%	18.8%	25.0%	10.7%	27.3%
	3 No	Count	45	35	14	5	5	2
		% within Income	6.7%	11.9%	12.0%	12.5%	17.9%	18.2%
	4 Don't Know	Count	227	56	18	2	6	1
		% within Income	33.8%	19.0%	15.4%	5.0%	21.4%	9.1%
	NA	Count	270	85	27	11	5	1
		% within Income	40.2%	28.8%	23.1%	27.5%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 I Media influence language Foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Foreign TV	1 Yes	Count	13	209
		% within Income	44.8%	17.5%
	2 A little	Count	5	156
		% within Income	17.2%	13.1%
	3 No	Count	3	109
		% within Income	10.3%	9.2%
	4 Don't Know	Count	5	315
		% within Income	17.2%	26.4%
	NA	Count	3	402
		% within Income	10.3%	33.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.1 I Media influence language Bhutanese Newspapers * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Bhutanese Newspapers	1 Yes	Count	83	64	54	13	11	2
		% within Income	12.4%	21.7%	46.2%	32.5%	39.3%	18.2%
	2 A little	Count	47	39	21	11	4	4
		% within Income	7.0%	13.2%	17.9%	27.5%	14.3%	36.4%
	3 No	Count	35	35	7	7	3	1
		% within Income	5.2%	11.9%	6.0%	17.5%	10.7%	9.1%
	4 Don't Know	Count	248	57	16	2	2	1
		% within Income	37.0%	19.3%	13.7%	5.0%	7.1%	9.1%
	NA	Count	258	100	19	7	8	3
		% within Income	38.5%	33.9%	16.2%	17.5%	28.6%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 I Media influence language Bhutanese Newspapers * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Bhutanese Newspapers	1 Yes	Count	10	237
		% within Income	34.5%	19.9%
	2 A little	Count	5	131
		% within Income	17.2%	11.0%
	3 No	Count	2	90
		% within Income	6.9%	7.6%
	4 Don't Know	Count	7	333
		% within Income	24.1%	28.0%
	NA	Count	5	400
		% within Income	17.2%	33.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.1 I Media influence language Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence language Internet	1 Yes	Count	4	11	7	4	3	0
		% within Income	.6%	3.7%	6.0%	10.0%	10.7%	.0%
	2 A little	Count	4	15	9	7	1	2
		% within Income	.6%	5.1%	7.7%	17.5%	3.6%	18.2%
	3 No	Count	17	20	9	4	4	1
		% within Income	2.5%	6.8%	7.7%	10.0%	14.3%	9.1%
	4 Don't Know	Count	296	96	34	10	4	2
		% within Income	44.1%	32.5%	29.1%	25.0%	14.3%	18.2%
	NA	Count	350	153	58	15	16	6
		% within Income	52.2%	51.9%	49.6%	37.5%	57.1%	54.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 I Media influence language Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence language Internet	1 Yes	Count	4	33
		% within Income	13.8%	2.8%
	2 A little	Count	0	38
		% within Income	.0%	3.2%
	3 No	Count	1	56
		% within Income	3.4%	4.7%
	4 Don't Know	Count	12	454
		% within Income	41.4%	38.1%
	NA	Count	12	610
		% within Income	41.4%	51.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.2 I Media influence dress Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Bhutanese Radio	1 Yes	Count	144	47	14	6	4	2
		% within Income	21.5%	15.9%	12.0%	15.0%	14.3%	18.2%
	2 A little	Count	143	51	22	4	3	4
		% within Income	21.3%	17.3%	18.8%	10.0%	10.7%	36.4%
	3 No	Count	154	67	28	9	6	3
		% within Income	23.0%	22.7%	23.9%	22.5%	21.4%	27.3%
	4 Don't Know	Count	102	53	23	6	5	1
		% within Income	15.2%	18.0%	19.7%	15.0%	17.9%	9.1%
	NA	Count	128	77	30	15	10	1
		% within Income	19.1%	26.1%	25.6%	37.5%	35.7%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 I Media influence dress Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Bhutanese Radio	1 Yes	Count	5	222
		% within Income	17.2%	18.6%
	2 A little	Count	9	236
		% within Income	31.0%	19.8%
	3 No	Count	7	274
		% within Income	24.1%	23.0%
	4 Don't Know	Count	1	191
		% within Income	3.4%	16.0%
	NA	Count	7	268
		% within Income	24.1%	22.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.2 I Media influence dress Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Bhutanese TV	1 Yes	Count	91	56	25	10	8	3
		% within Income	13.6%	19.0%	21.4%	25.0%	28.6%	27.3%
	2 A little	Count	102	89	38	13	7	6
		% within Income	15.2%	30.2%	32.5%	32.5%	25.0%	54.5%
	3 No	Count	74	55	30	11	7	1
		% within Income	11.0%	18.6%	25.6%	27.5%	25.0%	9.1%
	4 Don't Know	Count	174	27	8	1	1	0
		% within Income	25.9%	9.2%	6.8%	2.5%	3.6%	.0%
	NA	Count	230	68	16	5	5	1
		% within Income	34.3%	23.1%	13.7%	12.5%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 I Media influence dress Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Bhutanese TV	1 Yes	Count	8	201
		% within Income	27.6%	16.9%
	2 A little	Count	9	264
		% within Income	31.0%	22.2%
	3 No	Count	9	187
		% within Income	31.0%	15.7%
	4 Don't Know	Count	0	211
		% within Income	.0%	17.7%
	NA	Count	3	328
		% within Income	10.3%	27.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.2 I Media influence dress Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Indian TV	1 Yes	Count	64	50	17	13	8	3
		% within Income	9.5%	16.9%	14.5%	32.5%	28.6%	27.3%
	2 A little	Count	67	60	31	11	5	4
		% within Income	10.0%	20.3%	26.5%	27.5%	17.9%	36.4%
	3 No	Count	79	62	33	8	8	2
		% within Income	11.8%	21.0%	28.2%	20.0%	28.6%	18.2%
	4 Don't Know	Count	194	40	13	0	2	1
		% within Income	28.9%	13.6%	11.1%	.0%	7.1%	9.1%
	NA	Count	267	83	23	8	5	1
		% within Income	39.8%	28.1%	19.7%	20.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 I Media influence dress Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Indian TV	1 Yes	Count	9	164
		% within Income	31.0%	13.8%
	2 A little	Count	8	186
		% within Income	27.6%	15.6%
	3 No	Count	6	198
		% within Income	20.7%	16.6%
	4 Don't Know	Count	2	252
		% within Income	6.9%	21.2%
NA	Count	4	391	
	% within Income	13.8%	32.8%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E2.2 I Media influence dress Foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Foreign TV	1 Yes	Count	46	33	19	9	6	3
		% within Income	6.9%	11.2%	16.2%	22.5%	21.4%	27.3%
	2 A little	Count	56	65	21	11	4	3
		% within Income	8.3%	22.0%	17.9%	27.5%	14.3%	27.3%
	3 No	Count	74	50	31	7	7	3
		% within Income	11.0%	16.9%	26.5%	17.5%	25.0%	27.3%
	4 Don't Know	Count	207	52	16	2	4	1
		% within Income	30.8%	17.6%	13.7%	5.0%	14.3%	9.1%
	NA	Count	288	95	30	11	7	1
		% within Income	42.9%	32.2%	25.6%	27.5%	25.0%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.2 I Media influence dress Foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Foreign TV	1 Yes	Count	5	121
		% within Income	17.2%	10.2%
	2 A little	Count	7	167
		% within Income	24.1%	14.0%
	3 No	Count	9	181
		% within Income	31.0%	15.2%
	4 Don't Know	Count	3	285
		% within Income	10.3%	23.9%
	NA	Count	5	437
		% within Income	17.2%	36.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.2 I Media influence dress Bhutanese Newspapers * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Bhutanese Newspapers	1 Yes	Count	37	23	13	7	4	0
		% within Income	5.5%	7.8%	11.1%	17.5%	14.3%	.0%
	2 A little	Count	39	30	28	5	4	4
		% within Income	5.8%	10.2%	23.9%	12.5%	14.3%	36.4%
	3 No	Count	89	78	34	18	9	3
		% within Income	13.3%	26.4%	29.1%	45.0%	32.1%	27.3%
	4 Don't Know	Count	232	56	19	3	3	1
		% within Income	34.6%	19.0%	16.2%	7.5%	10.7%	9.1%
	NA	Count	274	108	23	7	8	3
		% within Income	40.8%	36.6%	19.7%	17.5%	28.6%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 I Media influence dress Bhutanese Newspapers * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Bhutanese Newspapers	1 Yes	Count	4	88
		% within Income	13.8%	7.4%
	2 A little	Count	5	115
		% within Income	17.2%	9.7%
	3 No	Count	7	238
		% within Income	24.1%	20.0%
	4 Don't Know	Count	6	320
		% within Income	20.7%	26.9%
	NA	Count	7	430
		% within Income	24.1%	36.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.2 I Media influence dress Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence dress Internet	1 Yes	Count	5	4	3	2	2	0
		% within Income	.7%	1.4%	2.6%	5.0%	7.1%	.0%
	2 A little	Count	3	8	4	6	1	1
		% within Income	.4%	2.7%	3.4%	15.0%	3.6%	9.1%
	3 No	Count	23	31	17	6	4	2
		% within Income	3.4%	10.5%	14.5%	15.0%	14.3%	18.2%
	4 Don't Know	Count	276	94	35	11	5	2
		% within Income	41.1%	31.9%	29.9%	27.5%	17.9%	18.2%
	NA	Count	364	158	58	15	16	6
		% within Income	54.2%	53.6%	49.6%	37.5%	57.1%	54.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 I Media influence dress Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence dress Internet	1 Yes	Count	2	18
		% within Income	6.9%	1.5%
	2 A little	Count	1	24
		% within Income	3.4%	2.0%
	3 No	Count	3	86
		% within Income	10.3%	7.2%
	4 Don't Know	Count	10	433
		% within Income	34.5%	36.4%
	NA	Count	13	630
		% within Income	44.8%	52.9%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E2.3 I Media influence behaviour Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Bhutanese Radio	1 Yes	Count	149	52	16	7	4	2
		% within Income	22.2%	17.6%	13.7%	17.5%	14.3%	18.2%
	2 A little	Count	186	53	31	4	5	4
		% within Income	27.7%	18.0%	26.5%	10.0%	17.9%	36.4%
	3 No	Count	100	61	19	8	4	2
		% within Income	14.9%	20.7%	16.2%	20.0%	14.3%	18.2%
	4 Don't Know	Count	110	50	22	7	5	2
		% within Income	16.4%	16.9%	18.8%	17.5%	17.9%	18.2%
	NA	Count	126	79	29	14	10	1
		% within Income	18.8%	26.8%	24.8%	35.0%	35.7%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 I Media influence behaviour Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Bhutanese Radio	1 Yes	Count	8	238
		% within Income	27.6%	20.0%
	2 A little	Count	11	294
		% within Income	37.9%	24.7%
	3 No	Count	2	196
		% within Income	6.9%	16.5%
	4 Don't Know	Count	1	197
		% within Income	3.4%	16.5%
	NA	Count	7	266
		% within Income	24.1%	22.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E2.3 I Media influence behaviour Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Bhutanese TV	1 Yes	Count	92	57	27	10	8	4
		% within Income	13.7%	19.3%	23.1%	25.0%	28.6%	36.4%
	2 A little	Count	90	81	32	10	6	3
		% within Income	13.4%	27.5%	27.4%	25.0%	21.4%	27.3%
	3 No	Count	69	62	35	13	8	2
		% within Income	10.3%	21.0%	29.9%	32.5%	28.6%	18.2%
	4 Don't Know	Count	190	28	7	2	2	1
		% within Income	28.3%	9.5%	6.0%	5.0%	7.1%	9.1%
	NA	Count	230	67	16	5	4	1
		% within Income	34.3%	22.7%	13.7%	12.5%	14.3%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.3 I Media influence behaviour Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Bhutanese TV	1 Yes	Count	9	207
		% within Income	31.0%	17.4%
	2 A little	Count	9	231
		% within Income	31.0%	19.4%
	3 No	Count	7	196
		% within Income	24.1%	16.5%
	4 Don't Know	Count	1	231
		% within Income	3.4%	19.4%
	NA	Count	3	326
		% within Income	10.3%	27.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.3 I Media influence behaviour Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Indian TV	1 Yes	Count	61	49	19	11	9	3
		% within Income	9.1%	16.6%	16.2%	27.5%	32.1%	27.3%
	2 A little	Count	54	58	22	8	3	0
		% within Income	8.0%	19.7%	18.8%	20.0%	10.7%	.0%
	3 No	Count	87	61	39	10	9	5
		% within Income	13.0%	20.7%	33.3%	25.0%	32.1%	45.5%
	4 Don't Know	Count	202	42	13	2	2	2
		% within Income	30.1%	14.2%	11.1%	5.0%	7.1%	18.2%
	NA	Count	267	85	24	9	5	1
		% within Income	39.8%	28.8%	20.5%	22.5%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 I Media influence behaviour Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Indian TV	1 Yes	Count	10	162
		% within Income	34.5%	13.6%
	2 A little	Count	6	151
		% within Income	20.7%	12.7%
	3 No	Count	6	217
		% within Income	20.7%	18.2%
	4 Don't Know	Count	3	266
		% within Income	10.3%	22.3%
	NA	Count	4	395
		% within Income	13.8%	33.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.3 I Media influence behaviour Foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Foreign TV	1 Yes	Count	49	37	12	11	7	3
		% within Income	7.3%	12.5%	10.3%	27.5%	25.0%	27.3%
	2 A little	Count	49	60	21	8	3	2
		% within Income	7.3%	20.3%	17.9%	20.0%	10.7%	18.2%
	3 No	Count	78	51	36	8	6	3
		% within Income	11.6%	17.3%	30.8%	20.0%	21.4%	27.3%
	4 Don't Know	Count	208	49	17	3	5	2
		% within Income	31.0%	16.6%	14.5%	7.5%	17.9%	18.2%
	NA	Count	287	98	31	10	7	1
		% within Income	42.8%	33.2%	26.5%	25.0%	25.0%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 I Media influence behaviour Foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Foreign TV	1 Yes	Count	7	126
		% within Income	24.1%	10.6%
	2 A little	Count	7	150
		% within Income	24.1%	12.6%
	3 No	Count	7	189
		% within Income	24.1%	15.9%
	4 Don't Know	Count	3	287
		% within Income	10.3%	24.1%
	NA	Count	5	439
		% within Income	17.2%	36.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.3 I Media influence behaviour Bhutanese Newspapers * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	39	24	15	7	6	1
		% within Income	5.8%	8.1%	12.8%	17.5%	21.4%	9.1%
	2 A little	Count	49	47	28	4	5	2
		% within Income	7.3%	15.9%	23.9%	10.0%	17.9%	18.2%
	3 No	Count	74	61	32	16	7	2
		% within Income	11.0%	20.7%	27.4%	40.0%	25.0%	18.2%
	4 Don't Know	Count	233	54	19	4	1	2
		% within Income	34.7%	18.3%	16.2%	10.0%	3.6%	18.2%
	NA	Count	276	109	23	9	9	4
		% within Income	41.1%	36.9%	19.7%	22.5%	32.1%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 I Media influence behaviour Bhutanese Newspapers * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	4	96
		% within Income	13.8%	8.1%
	2 A little	Count	6	141
		% within Income	20.7%	11.8%
	3 No	Count	6	198
		% within Income	20.7%	16.6%
	4 Don't Know	Count	6	319
		% within Income	20.7%	26.8%
	NA	Count	7	437
		% within Income	24.1%	36.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.3 I Media influence behaviour Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence behaviour Internet	1 Yes	Count	3	8	4	2	1	0
		% within Income	.4%	2.7%	3.4%	5.0%	3.6%	.0%
	2 A little	Count	2	8	5	3	2	0
		% within Income	.3%	2.7%	4.3%	7.5%	7.1%	.0%
	3 No	Count	24	29	15	7	5	2
		% within Income	3.6%	9.8%	12.8%	17.5%	17.9%	18.2%
	4 Don't Know	Count	276	90	35	13	4	3
		% within Income	41.1%	30.5%	29.9%	32.5%	14.3%	27.3%
	NA	Count	366	160	58	15	16	6
		% within Income	54.5%	54.2%	49.6%	37.5%	57.1%	54.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 I Media influence behaviour Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence behaviour Internet	1 Yes	Count	3	21
		% within Income	10.3%	1.8%
	2 A little	Count	0	20
		% within Income	.0%	1.7%
	3 No	Count	3	85
		% within Income	10.3%	7.1%
4 Don't Know	Count	10	431	
	% within Income	34.5%	36.2%	
NA	Count	13	634	
	% within Income	44.8%	53.2%	
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Bhutanese Radio	1 Yes	Count	193	69	34	13	7	4
		% within Income	28.8%	23.4%	29.1%	32.5%	25.0%	36.4%
	2 A little	Count	189	60	26	4	3	2
		% within Income	28.2%	20.3%	22.2%	10.0%	10.7%	18.2%
	3 No	Count	68	37	11	3	3	2
		% within Income	10.1%	12.5%	9.4%	7.5%	10.7%	18.2%
	4 Don't Know	Count	89	51	20	6	5	2
		% within Income	13.3%	17.3%	17.1%	15.0%	17.9%	18.2%
	NA	Count	132	78	26	14	10	1
		% within Income	19.7%	26.4%	22.2%	35.0%	35.7%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Bhutanese Radio	1 Yes	Count	12	332
		% within Income	41.4%	27.9%
	2 A little	Count	8	292
		% within Income	27.6%	24.5%
	3 No	Count	1	125
		% within Income	3.4%	10.5%
	4 Don't Know	Count	1	174
		% within Income	3.4%	14.6%
	NA	Count	7	268
		% within Income	24.1%	22.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Bhutanese TV	1 Yes	Count	120	80	44	16	9	4
		% within Income	17.9%	27.1%	37.6%	40.0%	32.1%	36.4%
	2 A little	Count	89	85	35	8	7	3
		% within Income	13.3%	28.8%	29.9%	20.0%	25.0%	27.3%
	3 No	Count	49	31	14	9	6	2
		% within Income	7.3%	10.5%	12.0%	22.5%	21.4%	18.2%
	4 Don't Know	Count	177	31	9	2	1	1
		% within Income	26.4%	10.5%	7.7%	5.0%	3.6%	9.1%
	NA	Count	236	68	15	5	5	1
		% within Income	35.2%	23.1%	12.8%	12.5%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Bhutanese TV	1 Yes	Count	14	287
		% within Income	48.3%	24.1%
	2 A little	Count	8	235
		% within Income	27.6%	19.7%
	3 No	Count	4	115
		% within Income	13.8%	9.7%
	4 Don't Know	Count	0	221
		% within Income	.0%	18.6%
	NA	Count	3	333
		% within Income	10.3%	28.0%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Indian TV	1 Yes	Count	78	62	29	14	10	4
		% within Income	11.6%	21.0%	24.8%	35.0%	35.7%	36.4%
	2 A little	Count	54	63	28	8	5	1
		% within Income	8.0%	21.4%	23.9%	20.0%	17.9%	9.1%
	3 No	Count	68	43	23	9	6	3
		% within Income	10.1%	14.6%	19.7%	22.5%	21.4%	27.3%
	4 Don't Know	Count	202	41	16	0	2	2
		% within Income	30.1%	13.9%	13.7%	.0%	7.1%	18.2%
	NA	Count	269	86	21	9	5	1
		% within Income	40.1%	29.2%	17.9%	22.5%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Indian TV	1 Yes	Count	12	209
		% within Income	41.4%	17.5%
	2 A little	Count	7	166
		% within Income	24.1%	13.9%
	3 No	Count	5	157
		% within Income	17.2%	13.2%
	4 Don't Know	Count	1	264
		% within Income	3.4%	22.2%
	NA	Count	4	395
		% within Income	13.8%	33.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Foreign TV	1 Yes	Count	54	52	24	14	9	3
		% within Income	8.0%	17.6%	20.5%	35.0%	32.1%	27.3%
	2 A little	Count	55	60	21	8	3	3
		% within Income	8.2%	20.3%	17.9%	20.0%	10.7%	27.3%
	3 No	Count	61	42	25	6	6	2
		% within Income	9.1%	14.2%	21.4%	15.0%	21.4%	18.2%
	4 Don't Know	Count	211	45	17	2	3	2
		% within Income	31.4%	15.3%	14.5%	5.0%	10.7%	18.2%
	NA	Count	290	96	30	10	7	1
		% within Income	43.2%	32.5%	25.6%	25.0%	25.0%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Foreign TV	1 Yes	Count	14	170
		% within Income	48.3%	14.3%
	2 A little	Count	4	154
		% within Income	13.8%	12.9%
	3 No	Count	4	146
		% within Income	13.8%	12.3%
	4 Don't Know	Count	2	282
		% within Income	6.9%	23.7%
	NA	Count	5	439
		% within Income	17.2%	36.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese Newspapers * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Bhutanese Newspapers	1 Yes	Count	72	47	39	15	8	3
		% within Income	10.7%	15.9%	33.3%	37.5%	28.6%	27.3%
	2 A little	Count	53	54	27	4	7	2
		% within Income	7.9%	18.3%	23.1%	10.0%	25.0%	18.2%
	3 No	Count	42	36	10	9	3	1
		% within Income	6.3%	12.2%	8.5%	22.5%	10.7%	9.1%
	4 Don't Know	Count	225	52	20	3	1	2
		% within Income	33.5%	17.6%	17.1%	7.5%	3.6%	18.2%
	NA	Count	279	106	21	9	9	3
		% within Income	41.6%	35.9%	17.9%	22.5%	32.1%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Bhutanese Newspapers * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	9	193
		% within Income	31.0%	16.2%
	2 A little	Count	6	153
		% within Income	20.7%	12.8%
	3 No	Count	2	103
		% within Income	6.9%	8.6%
	4 Don't Know	Count	5	308
		% within Income	17.2%	25.9%
	NA	Count	7	434
		% within Income	24.1%	36.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E2.4 I Media influence thinking Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media influence thinking Internet	1 Yes	Count	6	17	11	8	2	1
		% within Income	.9%	5.8%	9.4%	20.0%	7.1%	9.1%
	2 A little	Count	5	13	5	4	1	0
		% within Income	.7%	4.4%	4.3%	10.0%	3.6%	.0%
	3 No	Count	19	17	8	3	3	1
		% within Income	2.8%	5.8%	6.8%	7.5%	10.7%	9.1%
	4 Don't Know	Count	272	88	34	10	6	3
		% within Income	40.5%	29.8%	29.1%	25.0%	21.4%	27.3%
	NA	Count	369	160	59	15	16	6
		% within Income	55.0%	54.2%	50.4%	37.5%	57.1%	54.5%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 I Media influence thinking Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media influence thinking Internet	1 Yes	Count	6	51
		% within Income	20.7%	4.3%
	2 A little	Count	0	28
		% within Income	.0%	2.4%
	3 No	Count	1	52
		% within Income	3.4%	4.4%
	4 Don't Know	Count	9	422
		% within Income	31.0%	35.4%
	NA	Count	13	638
		% within Income	44.8%	53.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable BBS Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable BBS Radio	1 all the time	Count	242	83	24	6	7	4
		% within Income	36.1%	28.1%	20.5%	15.0%	25.0%	36.4%
	2 most of the time	Count	138	58	38	9	4	2
		% within Income	20.6%	19.7%	32.5%	22.5%	14.3%	18.2%
	3 some of the time	Count	65	21	6	4	3	1
		% within Income	9.7%	7.1%	5.1%	10.0%	10.7%	9.1%
	4 none of the time	Count	6	1	1	1	1	0
		% within Income	.9%	.3%	.9%	2.5%	3.6%	.0%
	5 don't know	Count	100	59	26	8	5	1
		% within Income	14.9%	20.0%	22.2%	20.0%	17.9%	9.1%
	6 not available	Count	120	73	22	12	8	3
		% within Income	17.9%	24.7%	18.8%	30.0%	28.6%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable BBS Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable BBS Radio	1 all the time	Count	8	374
		% within Income	27.6%	31.4%
	2 most of the time	Count	7	256
		% within Income	24.1%	21.5%
	3 some of the time	Count	4	104
		% within Income	13.8%	8.7%
	4 none of the time	Count	0	10
		% within Income	.0%	.8%
	5 don't know	Count	6	205
		% within Income	20.7%	17.2%
	6 not available	Count	4	242
		% within Income	13.8%	20.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E3 I Media believable Kuzoo Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Kuzoo Radio	1 all the time	Count	109	42	18	3	3	4
		% within Income	16.2%	14.2%	15.4%	7.5%	10.7%	36.4%
	2 most of the time	Count	90	43	21	7	5	0
		% within Income	13.4%	14.6%	17.9%	17.5%	17.9%	.0%
	3 some of the time	Count	61	39	13	3	4	3
		% within Income	9.1%	13.2%	11.1%	7.5%	14.3%	27.3%
	4 none of the time	Count	7	3	2	0	1	0
		% within Income	1.0%	1.0%	1.7%	.0%	3.6%	.0%
	5 don't know	Count	128	56	19	9	4	2
		% within Income	19.1%	19.0%	16.2%	22.5%	14.3%	18.2%
	6 not available	Count	276	112	44	18	11	2
		% within Income	41.1%	38.0%	37.6%	45.0%	39.3%	18.2%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 I Media believable Kuzoo Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Kuzoo Radio	1 all the time	Count	4	183
		% within Income	13.8%	15.4%
	2 most of the time	Count	8	174
		% within Income	27.6%	14.6%
	3 some of the time	Count	5	128
		% within Income	17.2%	10.7%
	4 none of the time	Count	1	14
		% within Income	3.4%	1.2%
	5 don't know	Count	7	225
		% within Income	24.1%	18.9%
	6 not available	Count	4	467
		% within Income	13.8%	39.2%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E3 I Media believable Radio Valley * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Radio Valley	1 all the time	Count	6	2	0	1	1	1
		% within Income	.9%	.7%	.0%	2.5%	3.6%	9.1%
	2 most of the time	Count	3	3	1	0	1	0
		% within Income	.4%	1.0%	.9%	.0%	3.6%	.0%
	3 some of the time	Count	6	0	3	2	0	0
		% within Income	.9%	.0%	2.6%	5.0%	.0%	.0%
	4 none of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	5 don't know	Count	53	34	11	4	2	1
		% within Income	7.9%	11.5%	9.4%	10.0%	7.1%	9.1%
	6 not available	Count	603	255	102	33	24	9
		% within Income	89.9%	86.4%	87.2%	82.5%	85.7%	81.8%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 I Media believable Radio Valley * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Radio Valley	1 all the time	Count	0	11
		% within Income	.0%	.9%
	2 most of the time	Count	1	9
		% within Income	3.4%	.8%
	3 some of the time	Count	0	11
		% within Income	.0%	.9%
	4 none of the time	Count	0	1
		% within Income	.0%	.1%
	5 don't know	Count	6	111
		% within Income	20.7%	9.3%
	6 not available	Count	22	1048
		% within Income	75.9%	88.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E3 I Media believable Centennial Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Centennial Radio	1 all the time	Count	4	1	0	1	1	0
		% within Income	.6%	.3%	.0%	2.5%	3.6%	.0%
	2 most of the time	Count	2	0	2	0	0	0
		% within Income	.3%	.0%	1.7%	.0%	.0%	.0%
	3 some of the time	Count	1	0	1	1	0	0
		% within Income	.1%	.0%	.9%	2.5%	.0%	.0%
	4 none of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	5 don't know	Count	57	33	9	4	1	0
		% within Income	8.5%	11.2%	7.7%	10.0%	3.6%	.0%
	6 not available	Count	607	260	105	34	26	11
		% within Income	90.5%	88.1%	89.7%	85.0%	92.9%	100.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 I Media believable Centennial Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Centennial Radio	1 all the time	Count	0	7
		% within Income	.0%	.6%
	2 most of the time	Count	1	5
		% within Income	3.4%	.4%
	3 some of the time	Count	0	3
		% within Income	.0%	.3%
	4 none of the time	Count	0	1
		% within Income	.0%	.1%
	5 don't know	Count	5	109
		% within Income	17.2%	9.2%
	6 not available	Count	23	1066
		% within Income	79.3%	89.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable International Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable International Radio	1 all the time	Count	17	16	7	1	1	0
		% within Income	2.5%	5.4%	6.0%	2.5%	3.6%	.0%
	2 most of the time	Count	12	15	11	6	3	1
		% within Income	1.8%	5.1%	9.4%	15.0%	10.7%	9.1%
	3 some of the time	Count	15	14	7	7	3	1
		% within Income	2.2%	4.7%	6.0%	17.5%	10.7%	9.1%
	4 none of the time	Count	4	1	0	2	2	0
		% within Income	.6%	.3%	.0%	5.0%	7.1%	.0%
	5 don't know	Count	287	109	40	9	7	5
		% within Income	42.8%	36.9%	34.2%	22.5%	25.0%	45.5%
	6 not available	Count	336	140	52	15	12	4
		% within Income	50.1%	47.5%	44.4%	37.5%	42.9%	36.4%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable International Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable International Radio	1 all the time	Count	3	45
		% within Income	10.3%	3.8%
	2 most of the time	Count	3	51
		% within Income	10.3%	4.3%
	3 some of the time	Count	0	47
		% within Income	.0%	3.9%
	4 none of the time	Count	0	9
		% within Income	.0%	.8%
	5 don't know	Count	14	471
		% within Income	48.3%	39.5%
	6 not available	Count	9	568
		% within Income	31.0%	47.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable Kuensel * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Kuensel	1 all the time	Count	71	54	22	7	7	2
		% within Income	10.6%	18.3%	18.8%	17.5%	25.0%	18.2%
	2 most of the time	Count	48	59	44	17	9	4
		% within Income	7.2%	20.0%	37.6%	42.5%	32.1%	36.4%
	3 some of the time	Count	43	25	17	6	2	2
		% within Income	6.4%	8.5%	14.5%	15.0%	7.1%	18.2%
	4 none of the time	Count	2	2	0	0	0	0
		% within Income	.3%	.7%	.0%	.0%	.0%	.0%
	5 don't know	Count	219	70	15	6	3	3
		% within Income	32.6%	23.7%	12.8%	15.0%	10.7%	27.3%
	6 not available	Count	288	85	19	4	7	0
		% within Income	42.9%	28.8%	16.2%	10.0%	25.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable Kuensel * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Kuensel	1 all the time	Count	5	168
		% within Income	17.2%	14.1%
	2 most of the time	Count	7	188
		% within Income	24.1%	15.8%
	3 some of the time	Count	5	100
		% within Income	17.2%	8.4%
	4 none of the time	Count	0	4
		% within Income	.0%	.3%
	5 don't know	Count	8	324
		% within Income	27.6%	27.2%
	6 not available	Count	4	407
		% within Income	13.8%	34.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable Bhutan Times * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Bhutan Times	1 all the time	Count	27	24	11	1	4	1
		% within Income	4.0%	8.1%	9.4%	2.5%	14.3%	9.1%
	2 most of the time	Count	24	45	34	14	6	1
		% within Income	3.6%	15.3%	29.1%	35.0%	21.4%	9.1%
	3 some of the time	Count	27	24	16	8	6	3
		% within Income	4.0%	8.1%	13.7%	20.0%	21.4%	27.3%
	4 none of the time	Count	3	2	1	1	0	0
		% within Income	.4%	.7%	.9%	2.5%	.0%	.0%
	5 don't know	Count	258	93	24	8	4	5
		% within Income	38.5%	31.5%	20.5%	20.0%	14.3%	45.5%
	6 not available	Count	332	107	31	8	8	1
		% within Income	49.5%	36.3%	26.5%	20.0%	28.6%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable Bhutan Times * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Bhutan Times	1 all the time	Count	6	74
		% within Income	20.7%	6.2%
	2 most of the time	Count	3	127
		% within Income	10.3%	10.7%
	3 some of the time	Count	6	90
		% within Income	20.7%	7.6%
	4 none of the time	Count	0	7
		% within Income	.0%	.6%
	5 don't know	Count	7	399
		% within Income	24.1%	33.5%
	6 not available	Count	7	494
		% within Income	24.1%	41.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable Bhutan Observer * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Bhutan Observer	1 all the time	Count	31	22	13	1	4	1
		% within Income	4.6%	7.5%	11.1%	2.5%	14.3%	9.1%
	2 most of the time	Count	20	41	31	11	1	1
		% within Income	3.0%	13.9%	26.5%	27.5%	3.6%	9.1%
	3 some of the time	Count	30	26	16	7	6	3
		% within Income	4.5%	8.8%	13.7%	17.5%	21.4%	27.3%
	4 none of the time	Count	1	2	1	1	0	0
		% within Income	.1%	.7%	.9%	2.5%	.0%	.0%
	5 don't know	Count	255	91	25	10	6	5
		% within Income	38.0%	30.8%	21.4%	25.0%	21.4%	45.5%
	6 not available	Count	334	113	31	10	11	1
		% within Income	49.8%	38.3%	26.5%	25.0%	39.3%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable Bhutan Observer * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Bhutan Observer	1 all the time	Count	5	77
		% within Income	17.2%	6.5%
	2 most of the time	Count	4	109
		% within Income	13.8%	9.2%
	3 some of the time	Count	5	93
		% within Income	17.2%	7.8%
	4 none of the time	Count	0	5
		% within Income	.0%	.4%
	5 don't know	Count	8	400
		% within Income	27.6%	33.6%
	6 not available	Count	7	507
		% within Income	24.1%	42.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable BBS TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable BBS TV	1 all the time	Count	145	115	46	13	12	7
		% within Income	21.6%	39.0%	39.3%	32.5%	42.9%	63.6%
	2 most of the time	Count	73	70	36	16	9	2
		% within Income	10.9%	23.7%	30.8%	40.0%	32.1%	18.2%
	3 some of the time	Count	37	20	9	4	1	1
		% within Income	5.5%	6.8%	7.7%	10.0%	3.6%	9.1%
	4 none of the time	Count	1	1	0	2	0	0
		% within Income	.1%	.3%	.0%	5.0%	.0%	.0%
	5 don't know	Count	115	19	9	1	2	0
		% within Income	17.1%	6.4%	7.7%	2.5%	7.1%	.0%
	6 not available	Count	300	70	17	4	4	1
		% within Income	44.7%	23.7%	14.5%	10.0%	14.3%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable BBS TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable BBS TV	1 all the time	Count	13	351
		% within Income	44.8%	29.5%
	2 most of the time	Count	10	216
		% within Income	34.5%	18.1%
	3 some of the time	Count	4	76
		% within Income	13.8%	6.4%
	4 none of the time	Count	0	4
		% within Income	.0%	.3%
	5 don't know	Count	0	146
		% within Income	.0%	12.3%
	6 not available	Count	2	398
		% within Income	6.9%	33.4%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E3 I Media believable Local cable TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Local cable TV	1 all the time	Count	19	8	1	0	0	0
		% within Income	2.8%	2.7%	.9%	.0%	.0%	.0%
	2 most of the time	Count	13	13	10	1	0	0
		% within Income	1.9%	4.4%	8.5%	2.5%	.0%	.0%
	3 some of the time	Count	21	17	9	7	5	2
		% within Income	3.1%	5.8%	7.7%	17.5%	17.9%	18.2%
	4 none of the time	Count	3	3	2	1	0	1
		% within Income	.4%	1.0%	1.7%	2.5%	.0%	9.1%
	5 don't know	Count	102	32	11	6	1	1
		% within Income	15.2%	10.8%	9.4%	15.0%	3.6%	9.1%
	6 not available	Count	513	222	84	25	22	7
		% within Income	76.5%	75.3%	71.8%	62.5%	78.6%	63.6%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 I Media believable Local cable TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Local cable TV	1 all the time	Count	0	28
		% within Income	.0%	2.4%
	2 most of the time	Count	0	37
		% within Income	.0%	3.1%
	3 some of the time	Count	3	64
		% within Income	10.3%	5.4%
	4 none of the time	Count	1	11
		% within Income	3.4%	.9%
	5 don't know	Count	5	158
		% within Income	17.2%	13.3%
	6 not available	Count	20	893
		% within Income	69.0%	75.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

E3 I Media believable International TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable International TV	1 all the time	Count	41	21	13	4	5	1
		% within Income	6.1%	7.1%	11.1%	10.0%	17.9%	9.1%
	2 most of the time	Count	36	42	22	14	5	2
		% within Income	5.4%	14.2%	18.8%	35.0%	17.9%	18.2%
	3 some of the time	Count	36	43	25	8	4	3
		% within Income	5.4%	14.6%	21.4%	20.0%	14.3%	27.3%
	4 none of the time	Count	6	8	5	1	1	1
		% within Income	.9%	2.7%	4.3%	2.5%	3.6%	9.1%
	5 don't know	Count	171	63	21	6	3	1
		% within Income	25.5%	21.4%	17.9%	15.0%	10.7%	9.1%
	6 not available	Count	381	118	31	7	10	3
		% within Income	56.8%	40.0%	26.5%	17.5%	35.7%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 I Media believable International TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable International TV	1 all the time	Count	4	89
		% within Income	13.8%	7.5%
	2 most of the time	Count	8	129
		% within Income	27.6%	10.8%
	3 some of the time	Count	4	123
		% within Income	13.8%	10.3%
	4 none of the time	Count	4	26
		% within Income	13.8%	2.2%
	5 don't know	Count	4	269
		% within Income	13.8%	22.6%
	6 not available	Count	5	555
		% within Income	17.2%	46.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Internet	1 all the time	Count	2	7	5	4	3	0
		% within Income	.3%	2.4%	4.3%	10.0%	10.7%	.0%
	2 most of the time	Count	1	14	9	6	1	1
		% within Income	.1%	4.7%	7.7%	15.0%	3.6%	9.1%
	3 some of the time	Count	7	14	13	2	3	1
		% within Income	1.0%	4.7%	11.1%	5.0%	10.7%	9.1%
	4 none of the time	Count	3	3	3	2	1	1
		% within Income	.4%	1.0%	2.6%	5.0%	3.6%	9.1%
	5 don't know	Count	144	49	21	9	4	1
		% within Income	21.5%	16.6%	17.9%	22.5%	14.3%	9.1%
	6 not available	Count	514	208	66	17	16	7
		% within Income	76.6%	70.5%	56.4%	42.5%	57.1%	63.6%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Internet	1 all the time	Count	2	23
		% within Income	6.9%	1.9%
	2 most of the time	Count	2	34
		% within Income	6.9%	2.9%
	3 some of the time	Count	2	42
		% within Income	6.9%	3.5%
	4 none of the time	Count	0	13
		% within Income	.0%	1.1%
	5 don't know	Count	4	232
		% within Income	13.8%	19.5%
	6 not available	Count	19	847
		% within Income	65.5%	71.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable Advertising * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Media believable Advertising	1 all the time	Count	33	19	7	3	5	1
		% within Income	4.9%	6.4%	6.0%	7.5%	17.9%	9.1%
	2 most of the time	Count	48	26	13	5	1	0
		% within Income	7.2%	8.8%	11.1%	12.5%	3.6%	.0%
	3 some of the time	Count	89	50	25	10	3	1
		% within Income	13.3%	16.9%	21.4%	25.0%	10.7%	9.1%
	4 none of the time	Count	8	12	9	3	2	3
		% within Income	1.2%	4.1%	7.7%	7.5%	7.1%	27.3%
	5 don't know	Count	176	71	26	7	7	4
		% within Income	26.2%	24.1%	22.2%	17.5%	25.0%	36.4%
	6 not available	Count	317	117	37	12	10	2
		% within Income	47.2%	39.7%	31.6%	30.0%	35.7%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable Advertising * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Media believable Advertising	1 all the time	Count	1	69
		% within Income	3.4%	5.8%
	2 most of the time	Count	2	95
		% within Income	6.9%	8.0%
	3 some of the time	Count	6	184
		% within Income	20.7%	15.4%
	4 none of the time	Count	1	38
		% within Income	3.4%	3.2%
	5 don't know	Count	12	303
		% within Income	41.4%	25.4%
	6 not available	Count	7	502
		% within Income	24.1%	42.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

E3 I Media believable International Newspaper/Magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Media believable International Newspaper/Magazines	1 all the time	Count	5	4	2	0	1
		% within Income	.7%	1.4%	1.7%	.0%	3.6%
	2 most of the time	Count	6	13	13	7	4
		% within Income	.9%	4.4%	11.1%	17.5%	14.3%
	3 some of the time	Count	11	22	9	9	2
		% within Income	1.6%	7.5%	7.7%	22.5%	7.1%
	4 none of the time	Count	3	1	1	2	1
		% within Income	.4%	.3%	.9%	5.0%	3.6%
	5 don't know	Count	150	53	17	4	3
		% within Income	22.4%	18.0%	14.5%	10.0%	10.7%
	6 not available	Count	496	202	75	18	17
		% within Income	73.9%	68.5%	64.1%	45.0%	60.7%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E3 I Media believable International Newspaper/Magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Media believable International Newspaper/Magazines	1 all the time	Count	0	2	14
		% within Income	.0%	6.9%	1.2%
	2 most of the time	Count	0	2	45
		% within Income	.0%	6.9%	3.8%
	3 some of the time	Count	2	3	58
		% within Income	18.2%	10.3%	4.9%
	4 none of the time	Count	1	0	9
		% within Income	9.1%	.0%	.8%
	5 don't know	Count	2	8	237
		% within Income	18.2%	27.6%	19.9%
	6 not available	Count	6	14	828
		% within Income	54.5%	48.3%	69.5%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

E4 I Advertising influence BBS Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence BBS Radio	1 All of the time	Count	66	20	6	2	2
		% within Income	9.8%	6.8%	5.1%	5.0%	7.1%
	2 Often	Count	109	56	21	10	5
		% within Income	16.2%	19.0%	17.9%	25.0%	17.9%
	3 Sometimes	Count	87	44	23	3	5
		% within Income	13.0%	14.9%	19.7%	7.5%	17.9%
	4 Never	Count	182	43	18	6	3
		% within Income	27.1%	14.6%	15.4%	15.0%	10.7%
	5 Don't listen/view/read advertisements	Count	227	132	49	19	13
		% within Income	33.8%	44.7%	41.9%	47.5%	46.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence BBS Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence BBS Radio	1 All of the time	Count	0	1	97
		% within Income	.0%	3.4%	8.1%
	2 Often	Count	2	13	216
		% within Income	18.2%	44.8%	18.1%
	3 Sometimes	Count	1	2	165
		% within Income	9.1%	6.9%	13.9%
	4 Never	Count	3	3	258
		% within Income	27.3%	10.3%	21.7%
	5 Don't listen/view/read advertisements	Count	5	10	455
		% within Income	45.5%	34.5%	38.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Kuzoo Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Kuzoo Radio	1 All of the time	Count	21	11	5	3	2
		% within Income	3.1%	3.7%	4.3%	7.5%	7.1%
	2 Often	Count	72	36	10	5	4
		% within Income	10.7%	12.2%	8.5%	12.5%	14.3%
	3 Sometimes	Count	68	38	18	2	4
		% within Income	10.1%	12.9%	15.4%	5.0%	14.3%
	4 Never	Count	117	47	21	5	3
		% within Income	17.4%	15.9%	17.9%	12.5%	10.7%
	5 Don't listen/view/read advertisements	Count	393	163	63	25	15
		% within Income	58.6%	55.3%	53.8%	62.5%	53.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Kuzoo Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Kuzoo Radio	1 All of the time	Count	1	2	45
		% within Income	9.1%	6.9%	3.8%
	2 Often	Count	2	8	137
		% within Income	18.2%	27.6%	11.5%
	3 Sometimes	Count	2	6	138
		% within Income	18.2%	20.7%	11.6%
	4 Never	Count	1	2	196
		% within Income	9.1%	6.9%	16.5%
	5 Don't listen/view/read advertisements	Count	5	11	675
		% within Income	45.5%	37.9%	56.7%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Radio Valley * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Radio Valley	1 All of the time	Count	4	0	0	1	1
		% within Income	.6%	.0%	.0%	2.5%	3.6%
	2 Often	Count	4	5	2	1	1
		% within Income	.6%	1.7%	1.7%	2.5%	3.6%
	3 Sometimes	Count	5	1	1	1	0
		% within Income	.7%	.3%	.9%	2.5%	.0%
	4 Never	Count	17	6	5	1	0
		% within Income	2.5%	2.0%	4.3%	2.5%	.0%
	5 Don't listen/view/read advertisements	Count	641	283	109	36	26
		% within Income	95.5%	95.9%	93.2%	90.0%	92.9%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Radio Valley * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Radio Valley	1 All of the time	Count	0	0	6
		% within Income	.0%	.0%	.5%
	2 Often	Count	0	1	14
		% within Income	.0%	3.4%	1.2%
	3 Sometimes	Count	0	0	8
		% within Income	.0%	.0%	.7%
	4 Never	Count	0	0	29
		% within Income	.0%	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	11	28	1134
		% within Income	100.0%	96.6%	95.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Centennial Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Centennial Radio	1 All of the time	Count	2	0	0	1	1
		% within Income	.3%	.0%	.0%	2.5%	3.6%
	2 Often	Count	0	0	1	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%
	3 Sometimes	Count	5	1	1	0	0
		% within Income	.7%	.3%	.9%	.0%	.0%
	4 Never	Count	17	6	5	1	0
		% within Income	2.5%	2.0%	4.3%	2.5%	.0%
	5 Don't listen/view/read advertisements	Count	647	288	110	38	27
		% within Income	96.4%	97.6%	94.0%	95.0%	96.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Centennial Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Centennial Radio	1 All of the time	Count	0	0	4
		% within Income	.0%	.0%	.3%
	2 Often	Count	0	1	2
		% within Income	.0%	3.4%	.2%
	3 Sometimes	Count	0	0	7
		% within Income	.0%	.0%	.6%
	4 Never	Count	0	0	29
		% within Income	.0%	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	11	28	1149
		% within Income	100.0%	96.6%	96.5%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence International Radio * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence International Radio	1 All of the time	Count	3	3	1	1	0
		% within Income	.4%	1.0%	.9%	2.5%	.0%
	2 Often	Count	6	10	10	8	2
		% within Income	.9%	3.4%	8.5%	20.0%	7.1%
	3 Sometimes	Count	17	16	7	3	5
		% within Income	2.5%	5.4%	6.0%	7.5%	17.9%
	4 Never	Count	31	19	10	2	1
		% within Income	4.6%	6.4%	8.5%	5.0%	3.6%
	5 Don't listen/view/read advertisements	Count	614	247	89	26	20
		% within Income	91.5%	83.7%	76.1%	65.0%	71.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence International Radio * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence International Radio	1 All of the time	Count	0	0	8
		% within Income	.0%	.0%	.7%
	2 Often	Count	0	2	38
		% within Income	.0%	6.9%	3.2%
	3 Sometimes	Count	1	3	52
		% within Income	9.1%	10.3%	4.4%
	4 Never	Count	1	1	65
		% within Income	9.1%	3.4%	5.5%
	5 Don't listen/view/read advertisements	Count	9	23	1028
		% within Income	81.8%	79.3%	86.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Kuensel * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Kuensel	1 All of the time	Count	18	22	7	2	2
		% within Income	2.7%	7.5%	6.0%	5.0%	7.1%
	2 Often	Count	43	41	26	16	7
		% within Income	6.4%	13.9%	22.2%	40.0%	25.0%
	3 Sometimes	Count	54	47	30	8	5
		% within Income	8.0%	15.9%	25.6%	20.0%	17.9%
	4 Never	Count	52	32	17	4	4
		% within Income	7.7%	10.8%	14.5%	10.0%	14.3%
	5 Don't listen/view/read advertisements	Count	504	153	37	10	10
		% within Income	75.1%	51.9%	31.6%	25.0%	35.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 I Advertising influence Kuensel * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Kuensel	1 All of the time	Count	1	0	52
		% within Income	9.1%	.0%	4.4%
	2 Often	Count	1	9	143
		% within Income	9.1%	31.0%	12.0%
	3 Sometimes	Count	1	8	153
		% within Income	9.1%	27.6%	12.8%
	4 Never	Count	3	0	112
		% within Income	27.3%	.0%	9.4%
	5 Don't listen/view/read advertisements	Count	5	12	731
		% within Income	45.5%	41.4%	61.4%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Bhutan Times * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Bhutan Times	1 All of the time	Count	6	8	4	1	1
		% within Income	.9%	2.7%	3.4%	2.5%	3.6%
	2 Often	Count	13	23	15	13	6
		% within Income	1.9%	7.8%	12.8%	32.5%	21.4%
	3 Sometimes	Count	31	39	25	7	5
		% within Income	4.6%	13.2%	21.4%	17.5%	17.9%
	4 Never	Count	36	29	17	3	4
		% within Income	5.4%	9.8%	14.5%	7.5%	14.3%
	5 Don't listen/view/read advertisements	Count	585	196	56	16	12
		% within Income	87.2%	66.4%	47.9%	40.0%	42.9%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Bhutan Times * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Bhutan Times	1 All of the time	Count	1	0	21
		% within Income	9.1%	.0%	1.8%
	2 Often	Count	0	7	77
		% within Income	.0%	24.1%	6.5%
	3 Sometimes	Count	1	7	115
		% within Income	9.1%	24.1%	9.7%
	4 Never	Count	3	1	93
		% within Income	27.3%	3.4%	7.8%
	5 Don't listen/view/read advertisements	Count	6	14	885
		% within Income	54.5%	48.3%	74.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Bhutan Observer * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Bhutan Observer	1 All of the time	Count	5	7	5	1	1
		% within Income	.7%	2.4%	4.3%	2.5%	3.6%
	2 Often	Count	14	22	16	7	3
		% within Income	2.1%	7.5%	13.7%	17.5%	10.7%
	3 Sometimes	Count	32	38	22	9	4
		% within Income	4.8%	12.9%	18.8%	22.5%	14.3%
	4 Never	Count	42	30	17	3	4
		% within Income	6.3%	10.2%	14.5%	7.5%	14.3%
	5 Don't listen/view/read advertisements	Count	578	198	57	20	16
		% within Income	86.1%	67.1%	48.7%	50.0%	57.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Bhutan Observer * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Bhutan Observer	1 All of the time	Count	1	1	21
		% within Income	9.1%	3.4%	1.8%
	2 Often	Count	0	7	69
		% within Income	.0%	24.1%	5.8%
	3 Sometimes	Count	1	5	111
		% within Income	9.1%	17.2%	9.3%
	4 Never	Count	3	1	100
		% within Income	27.3%	3.4%	8.4%
	5 Don't listen/view/read advertisements	Count	6	15	890
		% within Income	54.5%	51.7%	74.7%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence BBS TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence BBS TV	1 All of the time	Count	31	45	19	4	1
		% within Income	4.6%	15.3%	16.2%	10.0%	3.6%
	2 Often	Count	61	56	27	18	8
		% within Income	9.1%	19.0%	23.1%	45.0%	28.6%
	3 Sometimes	Count	77	72	28	6	8
		% within Income	11.5%	24.4%	23.9%	15.0%	28.6%
	4 Never	Count	81	32	14	6	6
		% within Income	12.1%	10.8%	12.0%	15.0%	21.4%
	5 Don't listen/view/read advertisements	Count	421	90	29	6	5
		% within Income	62.7%	30.5%	24.8%	15.0%	17.9%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence BBS TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence BBS TV	1 All of the time	Count	2	7	109
		% within Income	18.2%	24.1%	9.2%
	2 Often	Count	1	13	184
		% within Income	9.1%	44.8%	15.4%
	3 Sometimes	Count	3	6	200
		% within Income	27.3%	20.7%	16.8%
	4 Never	Count	3	1	143
		% within Income	27.3%	3.4%	12.0%
	5 Don't listen/view/read advertisements	Count	2	2	555
		% within Income	18.2%	6.9%	46.6%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Local cable TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Local cable TV	1 All of the time	Count	3	5	0	0	0
		% within Income	.4%	1.7%	.0%	.0%	.0%
	2 Often	Count	20	12	11	3	2
		% within Income	3.0%	4.1%	9.4%	7.5%	7.1%
	3 Sometimes	Count	18	20	6	6	3
		% within Income	2.7%	6.8%	5.1%	15.0%	10.7%
	4 Never	Count	27	15	8	3	1
		% within Income	4.0%	5.1%	6.8%	7.5%	3.6%
	5 Don't listen/view/read advertisements	Count	603	243	92	28	22
		% within Income	89.9%	82.4%	78.6%	70.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Local cable TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Local cable TV	1 All of the time	Count	0	0	8
		% within Income	.0%	.0%	.7%
	2 Often	Count	1	2	51
		% within Income	9.1%	6.9%	4.3%
	3 Sometimes	Count	2	4	59
		% within Income	18.2%	13.8%	5.0%
	4 Never	Count	0	1	55
		% within Income	.0%	3.4%	4.6%
	5 Don't listen/view/read advertisements	Count	8	22	1018
		% within Income	72.7%	75.9%	85.5%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

E4 I Advertising influence International TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence International TV	1 All of the time	Count	5	8	1	1	1
		% within Income	.7%	2.7%	.9%	2.5%	3.6%
	2 Often	Count	18	18	10	10	2
		% within Income	2.7%	6.1%	8.5%	25.0%	7.1%
	3 Sometimes	Count	34	44	29	10	4
		% within Income	5.1%	14.9%	24.8%	25.0%	14.3%
	4 Never	Count	69	44	26	7	8
		% within Income	10.3%	14.9%	22.2%	17.5%	28.6%
	5 Don't listen/view/read advertisements	Count	545	181	51	12	13
		% within Income	81.2%	61.4%	43.6%	30.0%	46.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence International TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence International TV	1 All of the time	Count	0	1	17
		% within Income	.0%	3.4%	1.4%
	2 Often	Count	1	5	64
		% within Income	9.1%	17.2%	5.4%
	3 Sometimes	Count	2	7	130
		% within Income	18.2%	24.1%	10.9%
	4 Never	Count	3	4	161
		% within Income	27.3%	13.8%	13.5%
	5 Don't listen/view/read advertisements	Count	5	12	819
		% within Income	45.5%	41.4%	68.8%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence Internet * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence Internet	1 All of the time	Count	0	2	0	0	2
		% within Income	.0%	.7%	.0%	.0%	7.1%
	2 Often	Count	2	7	7	5	2
		% within Income	.3%	2.4%	6.0%	12.5%	7.1%
	3 Sometimes	Count	6	17	10	4	2
		% within Income	.9%	5.8%	8.5%	10.0%	7.1%
	4 Never	Count	22	20	12	6	2
		% within Income	3.3%	6.8%	10.3%	15.0%	7.1%
	5 Don't listen/view/read advertisements	Count	641	249	88	25	20
		% within Income	95.5%	84.4%	75.2%	62.5%	71.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

E4 I Advertising influence Internet * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence Internet	1 All of the time	Count	0	1	5
		% within Income	.0%	3.4%	.4%
	2 Often	Count	0	2	25
		% within Income	.0%	6.9%	2.1%
	3 Sometimes	Count	1	2	42
		% within Income	9.1%	6.9%	3.5%
	4 Never	Count	1	1	64
		% within Income	9.1%	3.4%	5.4%
	5 Don't listen/view/read advertisements	Count	9	23	1055
		% within Income	81.8%	79.3%	88.6%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E4 I Advertising influence International Newspaper/Magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Advertising influence International Newspaper/Magazines	1 All of the time	Count	1	3	0	1	1
		% within Income	.1%	1.0%	.0%	2.5%	3.6%
	2 Often	Count	5	6	10	4	3
		% within Income	.7%	2.0%	8.5%	10.0%	10.7%
	3 Sometimes	Count	12	15	8	8	3
		% within Income	1.8%	5.1%	6.8%	20.0%	10.7%
	4 Never	Count	21	18	8	4	3
		% within Income	3.1%	6.1%	6.8%	10.0%	10.7%
	5 Don't listen/view/read advertisements	Count	632	253	91	23	18
		% within Income	94.2%	85.8%	77.8%	57.5%	64.3%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 I Advertising influence International Newspaper/Magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	0	0	6
		% within Income	.0%	.0%	.5%
	2 Often	Count	1	5	34
		% within Income	9.1%	17.2%	2.9%
	3 Sometimes	Count	0	1	47
		% within Income	.0%	3.4%	3.9%
	4 Never	Count	1	1	56
		% within Income	9.1%	3.4%	4.7%
	5 Don't listen/view/read advertisements	Count	9	22	1048
		% within Income	81.8%	75.9%	88.0%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

E. Media Credibility and Influence by Occupation

E1 O Media Credibility and Influence * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media Credibility and Influence	1 Bhutanese Newspaper	Count	13	30	5	10	6	4
		% within Occupation	6.1%	16.0%	45.5%	1.9%	33.3%	2.1%
	2 Bhutanese television	Count	104	104	1	97	5	129
		% within Occupation	49.1%	55.6%	9.1%	18.6%	27.8%	67.2%
	3 Bhutanese Radio	Count	41	18	1	317	6	46
		% within Occupation	19.3%	9.6%	9.1%	60.8%	33.3%	24.0%
	4 International newspaper	Count	3	4	1	4	0	0
		% within Occupation	1.4%	2.1%	9.1%	.8%	.0%	.0%
	5 International TV	Count	43	20	3	33	1	9
		% within Occupation	20.3%	10.7%	27.3%	6.3%	5.6%	4.7%
	6 International Radio	Count	2	3	0	6	0	1
		% within Occupation	.9%	1.6%	.0%	1.2%	.0%	.5%
	7 Internet	Count	4	6	0	0	0	0
		% within Occupation	1.9%	3.2%	.0%	.0%	.0%	.0%
	Not available	Count	2	2	0	54	0	3
		% within Occupation	.9%	1.1%	.0%	10.4%	.0%	1.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E1 O Media Credibility and Influence * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media Credibility and Influence	1 Bhutanese Newspaper	Count	2	70
		% within Occupation	4.0%	5.9%
	2 Bhutanese television	Count	31	471
		% within Occupation	62.0%	39.5%
	3 Bhutanese Radio	Count	15	444
		% within Occupation	30.0%	37.3%
	4 International newspaper	Count	0	12
		% within Occupation	.0%	1.0%
	5 International TV	Count	1	110
		% within Occupation	2.0%	9.2%
	6 International Radio	Count	0	12
		% within Occupation	.0%	1.0%
	7 Internet	Count	0	10
		% within Occupation	.0%	.8%
	Not available	Count	1	62
		% within Occupation	2.0%	5.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Bhutanese Radio	1 Yes	Count	55	41	4	233	10	47
		% within Occupation	25.9%	21.9%	36.4%	44.7%	55.6%	24.5%
	2 A little	Count	38	34	2	104	3	45
		% within Occupation	17.9%	18.2%	18.2%	20.0%	16.7%	23.4%
	3 No	Count	23	25	1	43	3	21
		% within Occupation	10.8%	13.4%	9.1%	8.3%	16.7%	10.9%
	4 Don't Know	Count	40	44	3	51	1	39
		% within Occupation	18.9%	23.5%	27.3%	9.8%	5.6%	20.3%
	NA	Count	56	43	1	90	1	40
		% within Occupation	26.4%	23.0%	9.1%	17.3%	5.6%	20.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Bhutanese Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence language Bhutanese Radio	1 Yes	Count	12	402
		% within Occupation	24.0%	33.8%
	2 A little	Count	5	231
		% within Occupation	10.0%	19.4%
	3 No	Count	4	120
		% within Occupation	8.0%	10.1%
	4 Don't Know	Count	10	188
		% within Occupation	20.0%	15.8%
	NA	Count	19	250
		% within Occupation	38.0%	21.0%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Bhutanese TV	1 Yes	Count	100	80	5	83	5	61
		% within Occupation	47.2%	42.8%	45.5%	15.9%	27.8%	31.8%
	2 A little	Count	48	59	4	36	1	53
		% within Occupation	22.6%	31.6%	36.4%	6.9%	5.6%	27.6%
	3 No	Count	26	17	1	14	2	21
		% within Occupation	12.3%	9.1%	9.1%	2.7%	11.1%	10.9%
	4 Don't Know	Count	20	17	0	160	6	27
		% within Occupation	9.4%	9.1%	.0%	30.7%	33.3%	14.1%
	NA	Count	18	14	1	228	4	30
		% within Occupation	8.5%	7.5%	9.1%	43.8%	22.2%	15.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Bhutanese TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media influence language Bhutanese TV	1 Yes	Count	17	351
		% within Occupation	34.0%	29.5%
	2 A little	Count	15	216
		% within Occupation	30.0%	18.1%
	3 No	Count	4	85
		% within Occupation	8.0%	7.1%
4 Don't Know	Count	4	234	
	% within Occupation	8.0%	19.6%	
NA	Count	10	305	
	% within Occupation	20.0%	25.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Indian TV	1 Yes	Count	90	61	4	61	4	32
		% within Occupation	42.5%	32.6%	36.4%	11.7%	22.2%	16.7%
	2 A little	Count	40	54	4	30	0	38
		% within Occupation	18.9%	28.9%	36.4%	5.8%	.0%	19.8%
	3 No	Count	26	27	1	16	3	27
		% within Occupation	12.3%	14.4%	9.1%	3.1%	16.7%	14.1%
	4 Don't Know	Count	27	23	0	171	5	50
		% within Occupation	12.7%	12.3%	.0%	32.8%	27.8%	26.0%
NA	Count	29	22	2	243	6	45	
	% within Occupation	13.7%	11.8%	18.2%	46.6%	33.3%	23.4%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Indian TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media influence language Indian TV	1 Yes	Count	13	265
		% within Occupation	26.0%	22.3%
	2 A little	Count	15	181
		% within Occupation	30.0%	15.2%
	3 No	Count	6	106
		% within Occupation	12.0%	8.9%
4 Don't Know	Count	7	283	
	% within Occupation	14.0%	23.8%	
NA	Count	9	356	
	% within Occupation	18.0%	29.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Foreign TV	1 Yes	Count	65	57	7	49	3	21
		% within Occupation	30.7%	30.5%	63.6%	9.4%	16.7%	10.9%
	2 A little	Count	44	51	3	24	1	25
		% within Occupation	20.8%	27.3%	27.3%	4.6%	5.6%	13.0%
	3 No	Count	36	21	0	21	2	24
		% within Occupation	17.0%	11.2%	.0%	4.0%	11.1%	12.5%
	4 Don't Know	Count	30	31	0	178	5	64
		% within Occupation	14.2%	16.6%	.0%	34.2%	27.8%	33.3%
	NA	Count	37	27	1	249	7	58
		% within Occupation	17.5%	14.4%	9.1%	47.8%	38.9%	30.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Foreign TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence language Foreign TV	1 Yes	Count	7	209
		% within Occupation	14.0%	17.5%
	2 A little	Count	8	156
		% within Occupation	16.0%	13.1%
	3 No	Count	5	109
		% within Occupation	10.0%	9.2%
4 Don't Know	Count	7	315	
	% within Occupation	14.0%	26.4%	
NA	Count	23	402	
	% within Occupation	46.0%	33.8%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Bhutanese Newspapers * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Bhutanese Newspapers	1 Yes	Count	67	69	8	52	9	21
		% within Occupation	31.6%	36.9%	72.7%	10.0%	50.0%	10.9%
	2 A little	Count	34	46	1	25	2	19
		% within Occupation	16.0%	24.6%	9.1%	4.8%	11.1%	9.9%
	3 No	Count	28	24	1	10	3	19
		% within Occupation	13.2%	12.8%	9.1%	1.9%	16.7%	9.9%
4 Don't Know	Count	41	26	0	188	4	67	
	% within Occupation	19.3%	13.9%	.0%	36.1%	22.2%	34.9%	
NA	Count	42	22	1	246	0	66	
	% within Occupation	19.8%	11.8%	9.1%	47.2%	.0%	34.4%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Bhutanese Newspapers * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence language Bhutanese Newspapers	1 Yes	Count	11	237
		% within Occupation	22.0%	19.9%
	2 A little	Count	4	131
		% within Occupation	8.0%	11.0%
	3 No	Count	5	90
		% within Occupation	10.0%	7.6%
	4 Don't Know	Count	7	333
		% within Occupation	14.0%	28.0%
	NA	Count	23	400
		% within Occupation	46.0%	33.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.1 O Media influence language Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence language Internet	1 Yes	Count	7	18	3	3	0	1
		% within Occupation	3.3%	9.6%	27.3%	.6%	.0%	.5%
	2 A little	Count	8	26	1	1	0	1
		% within Occupation	3.8%	13.9%	9.1%	.2%	.0%	.5%
	3 No	Count	23	18	1	2	1	8
		% within Occupation	10.8%	9.6%	9.1%	.4%	5.6%	4.2%
	4 Don't Know	Count	78	59	3	212	8	82
		% within Occupation	36.8%	31.6%	27.3%	40.7%	44.4%	42.7%
	NA	Count	96	66	3	303	9	100
		% within Occupation	45.3%	35.3%	27.3%	58.2%	50.0%	52.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.1 O Media influence language Internet * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence language Internet	1 Yes	Count	1	33
		% within Occupation	2.0%	2.8%
	2 A little	Count	1	38
		% within Occupation	2.0%	3.2%
	3 No	Count	3	56
		% within Occupation	6.0%	4.7%
4 Don't Know	Count	12	454	
	% within Occupation	24.0%	38.1%	
NA	Count	33	610	
	% within Occupation	66.0%	51.2%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Bhutanese Radio	1 Yes	Count	31	19	2	128	3	32
		% within Occupation	14.6%	10.2%	18.2%	24.6%	16.7%	16.7%
	2 A little	Count	35	23	1	132	4	35
		% within Occupation	16.5%	12.3%	9.1%	25.3%	22.2%	18.2%
	3 No	Count	52	50	4	110	5	45
		% within Occupation	24.5%	26.7%	36.4%	21.1%	27.8%	23.4%
	4 Don't Know	Count	34	45	3	60	2	38
		% within Occupation	16.0%	24.1%	27.3%	11.5%	11.1%	19.8%
	NA	Count	60	50	1	91	4	42
		% within Occupation	28.3%	26.7%	9.1%	17.5%	22.2%	21.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 O Media influence dress Bhutanese Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Bhutanese Radio	1 Yes	Count	7	222
		% within Occupation	14.0%	18.6%
	2 A little	Count	6	236
		% within Occupation	12.0%	19.8%
	3 No	Count	8	274
		% within Occupation	16.0%	23.0%
	4 Don't Know	Count	9	191
		% within Occupation	18.0%	16.0%
	NA	Count	20	268
		% within Occupation	40.0%	22.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Bhutanese TV	1 Yes	Count	58	34	3	57	5	35
		% within Occupation	27.4%	18.2%	27.3%	10.9%	27.8%	18.2%
	2 A little	Count	66	71	5	50	1	59
		% within Occupation	31.1%	38.0%	45.5%	9.6%	5.6%	30.7%
	3 No	Count	53	51	2	24	1	42
		% within Occupation	25.0%	27.3%	18.2%	4.6%	5.6%	21.9%
	4 Don't Know	Count	15	15	0	150	6	20
		% within Occupation	7.1%	8.0%	.0%	28.8%	33.3%	10.4%
	NA	Count	20	16	1	240	5	36
		% within Occupation	9.4%	8.6%	9.1%	46.1%	27.8%	18.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 O Media influence dress Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Bhutanese TV	1 Yes	Count	9	201
		% within Occupation	18.0%	16.9%
	2 A little	Count	12	264
		% within Occupation	24.0%	22.2%
	3 No	Count	14	187
		% within Occupation	28.0%	15.7%
	4 Don't Know	Count	5	211
		% within Occupation	10.0%	17.7%
	NA	Count	10	328
		% within Occupation	20.0%	27.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Indian TV	1 Yes	Count	58	36	3	41	1	14
		% within Occupation	27.4%	19.3%	27.3%	7.9%	5.6%	7.3%
	2 A little	Count	50	56	4	30	1	33
		% within Occupation	23.6%	29.9%	36.4%	5.8%	5.6%	17.2%
	3 No	Count	50	50	2	33	3	50
		% within Occupation	23.6%	26.7%	18.2%	6.3%	16.7%	26.0%
	4 Don't Know	Count	19	20	0	156	5	44
		% within Occupation	9.0%	10.7%	.0%	29.9%	27.8%	22.9%
	NA	Count	35	25	2	261	8	51
		% within Occupation	16.5%	13.4%	18.2%	50.1%	44.4%	26.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 O Media influence dress Indian TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Indian TV	1 Yes	Count	11	164
		% within Occupation	22.0%	13.8%
	2 A little	Count	12	186
		% within Occupation	24.0%	15.6%
	3 No	Count	10	198
		% within Occupation	20.0%	16.6%
	4 Don't Know	Count	8	252
		% within Occupation	16.0%	21.2%
	NA	Count	9	391
		% within Occupation	18.0%	32.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Foreign TV	1 Yes	Count	40	26	4	35	2	8
		% within Occupation	18.9%	13.9%	36.4%	6.7%	11.1%	4.2%
	2 A little	Count	47	56	3	22	1	30
		% within Occupation	22.2%	29.9%	27.3%	4.2%	5.6%	15.6%
	3 No	Count	60	46	3	35	2	30
		% within Occupation	28.3%	24.6%	27.3%	6.7%	11.1%	15.6%
	4 Don't Know	Count	23	26	0	163	5	60
		% within Occupation	10.8%	13.9%	.0%	31.3%	27.8%	31.3%
	NA	Count	42	33	1	266	8	64
		% within Occupation	19.8%	17.6%	9.1%	51.1%	44.4%	33.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 O Media influence dress Foreign TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Foreign TV	1 Yes	Count	6	121
		% within Occupation	12.0%	10.2%
	2 A little	Count	8	167
		% within Occupation	16.0%	14.0%
	3 No	Count	5	181
		% within Occupation	10.0%	15.2%
	4 Don't Know	Count	8	285
		% within Occupation	16.0%	23.9%
	NA	Count	23	437
		% within Occupation	46.0%	36.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Bhutanese Newspapers * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Bhutanese Newspapers	1 Yes	Count	28	17	3	25	3	8
		% within Occupation	13.2%	9.1%	27.3%	4.8%	16.7%	4.2%
	2 A little	Count	27	38	2	28	3	13
		% within Occupation	12.7%	20.3%	18.2%	5.4%	16.7%	6.8%
	3 No	Count	72	81	5	33	4	33
		% within Occupation	34.0%	43.3%	45.5%	6.3%	22.2%	17.2%
	4 Don't Know	Count	40	26	0	175	5	65
		% within Occupation	18.9%	13.9%	.0%	33.6%	27.8%	33.9%
	NA	Count	45	25	1	260	3	73
		% within Occupation	21.2%	13.4%	9.1%	49.9%	16.7%	38.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.2 O Media influence dress Bhutanese Newspapers * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Bhutanese Newspapers	1 Yes	Count	4	88
		% within Occupation	8.0%	7.4%
	2 A little	Count	4	115
		% within Occupation	8.0%	9.7%
	3 No	Count	10	238
		% within Occupation	20.0%	20.0%
4 Don't Know	Count	9	320	
	% within Occupation	18.0%	26.9%	
NA	Count	23	430	
	% within Occupation	46.0%	36.1%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.2 O Media influence dress Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence dress Internet	1 Yes	Count	6	7	1	2	0	1
		% within Occupation	2.8%	3.7%	9.1%	.4%	.0%	.5%
	2 A little	Count	7	14	0	1	0	1
		% within Occupation	3.3%	7.5%	.0%	.2%	.0%	.5%
	3 No	Count	26	41	4	4	0	8
		% within Occupation	12.3%	21.9%	36.4%	.8%	.0%	4.2%
4 Don't Know	Count	75	58	3	198	9	78	
	% within Occupation	35.4%	31.0%	27.3%	38.0%	50.0%	40.6%	
NA	Count	98	67	3	316	9	104	
	% within Occupation	46.2%	35.8%	27.3%	60.7%	50.0%	54.2%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E2.2 O Media influence dress Internet * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence dress Internet	1 Yes	Count	1	18
		% within Occupation	2.0%	1.5%
	2 A little	Count	1	24
		% within Occupation	2.0%	2.0%
	3 No	Count	3	86
		% within Occupation	6.0%	7.2%
4 Don't Know	Count	12	433	
	% within Occupation	24.0%	36.4%	
NA	Count	33	630	
	% within Occupation	66.0%	52.9%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E2.3 O Media influence behaviour Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Bhutanese Radio	1 Yes	Count	35	22	2	139	5	27
		% within Occupation	16.5%	11.8%	18.2%	26.7%	27.8%	14.1%
	2 A little	Count	36	34	2	155	6	54
		% within Occupation	17.0%	18.2%	18.2%	29.8%	33.3%	28.1%
	3 No	Count	42	36	3	74	3	32
		% within Occupation	19.8%	19.3%	27.3%	14.2%	16.7%	16.7%
	4 Don't Know	Count	38	47	3	63	1	36
		% within Occupation	17.9%	25.1%	27.3%	12.1%	5.6%	18.8%
	NA	Count	61	48	1	90	3	43
		% within Occupation	28.8%	25.7%	9.1%	17.3%	16.7%	22.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Bhutanese Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence behaviour Bhutanese Radio	1 Yes	Count	8	238
		% within Occupation	16.0%	20.0%
	2 A little	Count	7	294
		% within Occupation	14.0%	24.7%
	3 No	Count	6	196
		% within Occupation	12.0%	16.5%
	4 Don't Know	Count	9	197
		% within Occupation	18.0%	16.5%
	NA	Count	20	266
		% within Occupation	40.0%	22.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.3 O Media influence behaviour Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Bhutanese TV	1 Yes	Count	63	42	3	57	4	30
		% within Occupation	29.7%	22.5%	27.3%	10.9%	22.2%	15.6%
	2 A little	Count	52	61	5	43	1	58
		% within Occupation	24.5%	32.6%	45.5%	8.3%	5.6%	30.2%
	3 No	Count	53	50	2	32	3	43
		% within Occupation	25.0%	26.7%	18.2%	6.1%	16.7%	22.4%
	4 Don't Know	Count	24	19	0	149	5	26
		% within Occupation	11.3%	10.2%	.0%	28.6%	27.8%	13.5%
	NA	Count	20	15	1	240	5	35
		% within Occupation	9.4%	8.0%	9.1%	46.1%	27.8%	18.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Bhutanese TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
				Total
Media influence behaviour Bhutanese TV	1 Yes	Count	8	207
		% within Occupation	16.0%	17.4%
	2 A little	Count	11	231
		% within Occupation	22.0%	19.4%
	3 No	Count	13	196
		% within Occupation	26.0%	16.5%
4 Don't Know	Count	8	231	
	% within Occupation	16.0%	19.4%	
NA	Count	10	326	
	% within Occupation	20.0%	27.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.3 O Media influence behaviour Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Indian TV	1 Yes	Count	56	39	3	32	3	17
		% within Occupation	26.4%	20.9%	27.3%	6.1%	16.7%	8.9%
	2 A little	Count	35	46	4	29	1	26
		% within Occupation	16.5%	24.6%	36.4%	5.6%	5.6%	13.5%
	3 No	Count	59	54	2	42	2	50
		% within Occupation	27.8%	28.9%	18.2%	8.1%	11.1%	26.0%
	4 Don't Know	Count	24	23	0	158	4	47
		% within Occupation	11.3%	12.3%	.0%	30.3%	22.2%	24.5%
NA	Count	38	25	2	260	8	52	
	% within Occupation	17.9%	13.4%	18.2%	49.9%	44.4%	27.1%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Indian TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence behaviour Indian TV	1 Yes	Count	12	162
		% within Occupation	24.0%	13.6%
	2 A little	Count	10	151
		% within Occupation	20.0%	12.7%
	3 No	Count	8	217
		% within Occupation	16.0%	18.2%
4 Don't Know	Count	10	266	
	% within Occupation	20.0%	22.3%	
NA	Count	10	395	
	% within Occupation	20.0%	33.2%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.3 O Media influence behaviour Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Foreign TV	1 Yes	Count	40	29	4	34	3	11
		% within Occupation	18.9%	15.5%	36.4%	6.5%	16.7%	5.7%
	2 A little	Count	40	53	3	20	2	24
		% within Occupation	18.9%	28.3%	27.3%	3.8%	11.1%	12.5%
	3 No	Count	61	46	3	36	1	36
		% within Occupation	28.8%	24.6%	27.3%	6.9%	5.6%	18.8%
	4 Don't Know	Count	26	27	0	163	4	59
		% within Occupation	12.3%	14.4%	.0%	31.3%	22.2%	30.7%
NA	Count	45	32	1	268	8	62	
	% within Occupation	21.2%	17.1%	9.1%	51.4%	44.4%	32.3%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Foreign TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence behaviour Foreign TV	1 Yes	Count	5	126
		% within Occupation	10.0%	10.6%
	2 A little	Count	8	150
		% within Occupation	16.0%	12.6%
	3 No	Count	6	189
		% within Occupation	12.0%	15.9%
4 Don't Know	Count	8	287	
	% within Occupation	16.0%	24.1%	
NA	Count	23	439	
	% within Occupation	46.0%	36.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.3 O Media influence behaviour Bhutanese Newspapers * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	34	19	3	24	4	7
		% within Occupation	16.0%	10.2%	27.3%	4.6%	22.2%	3.6%
	2 A little	Count	27	51	4	34	3	19
		% within Occupation	12.7%	27.3%	36.4%	6.5%	16.7%	9.9%
	3 No	Count	63	63	3	24	4	31
		% within Occupation	29.7%	33.7%	27.3%	4.6%	22.2%	16.1%
	4 Don't Know	Count	37	29	0	178	4	62
		% within Occupation	17.5%	15.5%	.0%	34.2%	22.2%	32.3%
	NA	Count	51	25	1	261	3	73
		% within Occupation	24.1%	13.4%	9.1%	50.1%	16.7%	38.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Bhutanese Newspapers * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence behaviour Bhutanese Newspapers	1 Yes	Count	5	96
		% within Occupation	10.0%	8.1%
	2 A little	Count	3	141
		% within Occupation	6.0%	11.8%
	3 No	Count	10	198
		% within Occupation	20.0%	16.6%
	4 Don't Know	Count	9	319
		% within Occupation	18.0%	26.8%
	NA	Count	23	437
		% within Occupation	46.0%	36.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.3 O Media influence behaviour Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence behaviour Internet	1 Yes	Count	7	10	1	2	0	0
		% within Occupation	3.3%	5.3%	9.1%	.4%	.0%	.0%
	2 A little	Count	3	13	1	1	0	2
		% within Occupation	1.4%	7.0%	9.1%	.2%	.0%	1.0%
	3 No	Count	25	39	3	3	1	11
		% within Occupation	11.8%	20.9%	27.3%	.6%	5.6%	5.7%
	4 Don't Know	Count	77	58	3	197	8	75
		% within Occupation	36.3%	31.0%	27.3%	37.8%	44.4%	39.1%
	NA	Count	100	67	3	318	9	104
		% within Occupation	47.2%	35.8%	27.3%	61.0%	50.0%	54.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.3 O Media influence behaviour Internet * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence behaviour Internet	1 Yes	Count	1	21
		% within Occupation	2.0%	1.8%
	2 A little	Count	0	20
		% within Occupation	.0%	1.7%
	3 No	Count	3	85
		% within Occupation	6.0%	7.1%
4 Don't Know	Count	13	431	
	% within Occupation	26.0%	36.2%	
NA	Count	33	634	
	% within Occupation	66.0%	53.2%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Bhutanese Radio	1 Yes	Count	54	37	2	180	11	41
		% within Occupation	25.5%	19.8%	18.2%	34.5%	61.1%	21.4%
	2 A little	Count	39	35	4	153	3	47
		% within Occupation	18.4%	18.7%	36.4%	29.4%	16.7%	24.5%
	3 No	Count	24	26	1	43	2	24
		% within Occupation	11.3%	13.9%	9.1%	8.3%	11.1%	12.5%
	4 Don't Know	Count	33	42	3	50	1	38
		% within Occupation	15.6%	22.5%	27.3%	9.6%	5.6%	19.8%
	NA	Count	62	47	1	95	1	42
		% within Occupation	29.2%	25.1%	9.1%	18.2%	5.6%	21.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media influence thinking Bhutanese Radio	1 Yes	Count	7	332
		% within Occupation	14.0%	27.9%
	2 A little	Count	11	292
		% within Occupation	22.0%	24.5%
	3 No	Count	5	125
		% within Occupation	10.0%	10.5%
4 Don't Know	Count	7	174	
	% within Occupation	14.0%	14.6%	
NA	Count	20	268	
	% within Occupation	40.0%	22.5%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Bhutanese TV	1 Yes	Count	91	64	3	66	5	45
		% within Occupation	42.9%	34.2%	27.3%	12.7%	27.8%	23.4%
	2 A little	Count	47	69	6	41	0	57
		% within Occupation	22.2%	36.9%	54.5%	7.9%	.0%	29.7%
	3 No	Count	33	21	1	25	3	28
		% within Occupation	15.6%	11.2%	9.1%	4.8%	16.7%	14.6%
	4 Don't Know	Count	20	16	0	146	5	26
		% within Occupation	9.4%	8.6%	.0%	28.0%	27.8%	13.5%
NA	Count	21	17	1	243	5	36	
	% within Occupation	9.9%	9.1%	9.1%	46.6%	27.8%	18.8%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media influence thinking Bhutanese TV	1 Yes	Count	13	287
		% within Occupation	26.0%	24.1%
	2 A little	Count	15	235
		% within Occupation	30.0%	19.7%
	3 No	Count	4	115
		% within Occupation	8.0%	9.7%
4 Don't Know	Count	8	221	
	% within Occupation	16.0%	18.6%	
NA	Count	10	333	
	% within Occupation	20.0%	28.0%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Indian TV	1 Yes	Count	72	55	4	38	3	24
		% within Occupation	34.0%	29.4%	36.4%	7.3%	16.7%	12.5%
	2 A little	Count	35	54	4	28	1	32
		% within Occupation	16.5%	28.9%	36.4%	5.4%	5.6%	16.7%
	3 No	Count	45	29	1	35	3	39
		% within Occupation	21.2%	15.5%	9.1%	6.7%	16.7%	20.3%
	4 Don't Know	Count	25	24	0	156	4	44
		% within Occupation	11.8%	12.8%	.0%	29.9%	22.2%	22.9%
NA	Count	35	25	2	264	7	53	
	% within Occupation	16.5%	13.4%	18.2%	50.7%	38.9%	27.6%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Indian TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media influence thinking Indian TV	1 Yes	Count	13	209
		% within Occupation	26.0%	17.5%
	2 A little	Count	12	166
		% within Occupation	24.0%	13.9%
	3 No	Count	5	157
		% within Occupation	10.0%	13.2%
4 Don't Know	Count	11	264	
	% within Occupation	22.0%	22.2%	
NA	Count	9	395	
	% within Occupation	18.0%	33.2%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Foreign TV	1 Yes	Count	59	47	6	35	1	17
		% within Occupation	27.8%	25.1%	54.5%	6.7%	5.6%	8.9%
	2 A little	Count	36	52	4	26	3	25
		% within Occupation	17.0%	27.8%	36.4%	5.0%	16.7%	13.0%
	3 No	Count	49	30	0	30	2	29
		% within Occupation	23.1%	16.0%	.0%	5.8%	11.1%	15.1%
	4 Don't Know	Count	25	26	0	161	4	58
		% within Occupation	11.8%	13.9%	.0%	30.9%	22.2%	30.2%
NA	Count	43	32	1	269	8	63	
	% within Occupation	20.3%	17.1%	9.1%	51.6%	44.4%	32.8%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Foreign TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence thinking Foreign TV	1 Yes	Count	5	170
		% within Occupation	10.0%	14.3%
	2 A little	Count	8	154
		% within Occupation	16.0%	12.9%
	3 No	Count	6	146
		% within Occupation	12.0%	12.3%
4 Don't Know	Count	8	282	
	% within Occupation	16.0%	23.7%	
NA	Count	23	439	
	% within Occupation	46.0%	36.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese Newspapers * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Bhutanese Newspapers	1 Yes	Count	58	59	3	39	9	16
		% within Occupation	27.4%	31.6%	27.3%	7.5%	50.0%	8.3%
	2 A little	Count	29	54	6	35	1	24
		% within Occupation	13.7%	28.9%	54.5%	6.7%	5.6%	12.5%
	3 No	Count	38	23	1	13	3	19
		% within Occupation	17.9%	12.3%	9.1%	2.5%	16.7%	9.9%
	4 Don't Know	Count	38	27	0	171	4	60
		% within Occupation	17.9%	14.4%	.0%	32.8%	22.2%	31.3%
	NA	Count	49	24	1	263	1	73
		% within Occupation	23.1%	12.8%	9.1%	50.5%	5.6%	38.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Bhutanese Newspapers * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media influence thinking Bhutanese Newspapers	1 Yes	Count	9	193
		% within Occupation	18.0%	16.2%
	2 A little	Count	4	153
		% within Occupation	8.0%	12.8%
	3 No	Count	6	103
		% within Occupation	12.0%	8.6%
	4 Don't Know	Count	8	308
		% within Occupation	16.0%	25.9%
	NA	Count	23	434
		% within Occupation	46.0%	36.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E2.4 O Media influence thinking Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media influence thinking Internet	1 Yes	Count	16	28	3	2	0	1
		% within Occupation	7.5%	15.0%	27.3%	.4%	.0%	.5%
	2 A little	Count	3	20	1	2	0	2
		% within Occupation	1.4%	10.7%	9.1%	.4%	.0%	1.0%
	3 No	Count	18	14	1	4	1	11
		% within Occupation	8.5%	7.5%	9.1%	.8%	5.6%	5.7%
	4 Don't Know	Count	73	57	3	195	8	73
		% within Occupation	34.4%	30.5%	27.3%	37.4%	44.4%	38.0%
	NA	Count	102	68	3	318	9	105
		% within Occupation	48.1%	36.4%	27.3%	61.0%	50.0%	54.7%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E2.4 O Media influence thinking Internet * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Media influence thinking Internet	1 Yes	Count	1	51
		% within Occupation	2.0%	4.3%
	2 A little	Count	0	28
		% within Occupation	.0%	2.4%
	3 No	Count	3	52
		% within Occupation	6.0%	4.4%
4 Don't Know	Count	13	422	
	% within Occupation	26.0%	35.4%	
NA	Count	33	638	
	% within Occupation	66.0%	53.6%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable BBS Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable BBS Radio	1 all the time	Count	49	30	2	219	7	56
		% within Occupation	23.1%	16.0%	18.2%	42.0%	38.9%	29.2%
	2 most of the time	Count	43	45	3	108	8	41
		% within Occupation	20.3%	24.1%	27.3%	20.7%	44.4%	21.4%
	3 some of the time	Count	20	19	0	50	0	14
		% within Occupation	9.4%	10.2%	.0%	9.6%	.0%	7.3%
	4 none of the time	Count	3	2	0	4	0	1
		% within Occupation	1.4%	1.1%	.0%	.8%	.0%	.5%
	5 don't know	Count	43	49	4	55	1	47
		% within Occupation	20.3%	26.2%	36.4%	10.6%	5.6%	24.5%
	6 not available	Count	54	42	2	85	2	33
		% within Occupation	25.5%	22.5%	18.2%	16.3%	11.1%	17.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 O Media believable BBS Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable BBS Radio	1 all the time	Count	11	374
		% within Occupation	22.0%	31.4%
	2 most of the time	Count	8	256
		% within Occupation	16.0%	21.5%
	3 some of the time	Count	1	104
		% within Occupation	2.0%	8.7%
	4 none of the time	Count	0	10
		% within Occupation	.0%	.8%
	5 don't know	Count	6	205
		% within Occupation	12.0%	17.2%
	6 not available	Count	24	242
		% within Occupation	48.0%	20.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Kuzoo Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Kuzoo Radio	1 all the time	Count	30	13	1	90	2	41
		% within Occupation	14.2%	7.0%	9.1%	17.3%	11.1%	21.4%
	2 most of the time	Count	27	26	5	74	7	27
		% within Occupation	12.7%	13.9%	45.5%	14.2%	38.9%	14.1%
	3 some of the time	Count	24	33	2	42	0	24
		% within Occupation	11.3%	17.6%	18.2%	8.1%	.0%	12.5%
	4 none of the time	Count	5	5	0	1	0	3
		% within Occupation	2.4%	2.7%	.0%	.2%	.0%	1.6%
	5 don't know	Count	43	48	0	82	1	44
		% within Occupation	20.3%	25.7%	.0%	15.7%	5.6%	22.9%
	6 not available	Count	83	62	3	232	8	53
		% within Occupation	39.2%	33.2%	27.3%	44.5%	44.4%	27.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Kuzoo Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Kuzoo Radio	1 all the time	Count	6	183
		% within Occupation	12.0%	15.4%
	2 most of the time	Count	8	174
		% within Occupation	16.0%	14.6%
	3 some of the time	Count	3	128
		% within Occupation	6.0%	10.7%
	4 none of the time	Count	0	14
		% within Occupation	.0%	1.2%
	5 don't know	Count	7	225
		% within Occupation	14.0%	18.9%
	6 not available	Count	26	467
		% within Occupation	52.0%	39.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Radio Valley * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Radio Valley	1 all the time	Count	7	1	0	3	0	0
		% within Occupation	3.3%	.5%	.0%	.6%	.0%	.0%
	2 most of the time	Count	1	3	0	2	1	2
		% within Occupation	.5%	1.6%	.0%	.4%	5.6%	1.0%
	3 some of the time	Count	1	3	2	5	0	0
		% within Occupation	.5%	1.6%	18.2%	1.0%	.0%	.0%
	4 none of the time	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	5 don't know	Count	22	19	1	39	3	25
		% within Occupation	10.4%	10.2%	9.1%	7.5%	16.7%	13.0%
	6 not available	Count	181	161	8	472	14	164
		% within Occupation	85.4%	86.1%	72.7%	90.6%	77.8%	85.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Radio Valley * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Radio Valley	1 all the time	Count	0	11
		% within Occupation	.0%	.9%
	2 most of the time	Count	0	9
		% within Occupation	.0%	.8%
	3 some of the time	Count	0	11
		% within Occupation	.0%	.9%
	4 none of the time	Count	0	1
		% within Occupation	.0%	.1%
	5 don't know	Count	2	111
		% within Occupation	4.0%	9.3%
	6 not available	Count	48	1048
		% within Occupation	96.0%	88.0%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Centennial Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Centennial Radio	1 all the time	Count	5	0	0	2	0	0
		% within Occupation	2.4%	.0%	.0%	.4%	.0%	.0%
	2 most of the time	Count	0	2	1	0	1	1
		% within Occupation	.0%	1.1%	9.1%	.0%	5.6%	.5%
	3 some of the time	Count	0	1	1	1	0	0
		% within Occupation	.0%	.5%	9.1%	.2%	.0%	.0%
	4 none of the time	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	5 don't know	Count	19	20	1	42	2	23
		% within Occupation	9.0%	10.7%	9.1%	8.1%	11.1%	12.0%
	6 not available	Count	188	164	8	476	15	167
		% within Occupation	88.7%	87.7%	72.7%	91.4%	83.3%	87.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Centennial Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Centennial Radio	1 all the time	Count	0	7
		% within Occupation	.0%	.6%
	2 most of the time	Count	0	5
		% within Occupation	.0%	.4%
	3 some of the time	Count	0	3
		% within Occupation	.0%	.3%
	4 none of the time	Count	0	1
		% within Occupation	.0%	.1%
	5 don't know	Count	2	109
		% within Occupation	4.0%	9.2%
	6 not available	Count	48	1066
		% within Occupation	96.0%	89.5%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable International Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable International Radio	1 all the time	Count	8	14	3	15	0	4
		% within Occupation	3.8%	7.5%	27.3%	2.9%	.0%	2.1%
	2 most of the time	Count	13	24	1	7	0	5
		% within Occupation	6.1%	12.8%	9.1%	1.3%	.0%	2.6%
	3 some of the time	Count	17	14	2	7	3	3
		% within Occupation	8.0%	7.5%	18.2%	1.3%	16.7%	1.6%
	4 none of the time	Count	4	3	0	2	0	0
		% within Occupation	1.9%	1.6%	.0%	.4%	.0%	.0%
	5 don't know	Count	82	57	3	222	5	90
		% within Occupation	38.7%	30.5%	27.3%	42.6%	27.8%	46.9%
	6 not available	Count	88	75	2	268	10	90
		% within Occupation	41.5%	40.1%	18.2%	51.4%	55.6%	46.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable International Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media believable International Radio	1 all the time	Count	1	45
		% within Occupation	2.0%	3.8%
	2 most of the time	Count	1	51
		% within Occupation	2.0%	4.3%
	3 some of the time	Count	1	47
		% within Occupation	2.0%	3.9%
	4 none of the time	Count	0	9
		% within Occupation	.0%	.8%
	5 don't know	Count	12	471
		% within Occupation	24.0%	39.5%
	6 not available	Count	35	568
		% within Occupation	70.0%	47.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E3 O Media believable Kuensel * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Kuensel	1 all the time	Count	41	47	4	35	5	28
		% within Occupation	19.3%	25.1%	36.4%	6.7%	27.8%	14.6%
	2 most of the time	Count	48	67	6	32	7	23
		% within Occupation	22.6%	35.8%	54.5%	6.1%	38.9%	12.0%
	3 some of the time	Count	35	25	1	23	2	12
		% within Occupation	16.5%	13.4%	9.1%	4.4%	11.1%	6.3%
	4 none of the time	Count	0	1	0	2	0	0
		% within Occupation	.0%	.5%	.0%	.4%	.0%	.0%
	5 don't know	Count	47	30	0	162	2	77
		% within Occupation	22.2%	16.0%	.0%	31.1%	11.1%	40.1%
	6 not available	Count	41	17	0	267	2	52
		% within Occupation	19.3%	9.1%	.0%	51.2%	11.1%	27.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 O Media believable Kuensel * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media believable Kuensel	1 all the time	Count	8	168
		% within Occupation	16.0%	14.1%
	2 most of the time	Count	5	188
		% within Occupation	10.0%	15.8%
	3 some of the time	Count	2	100
		% within Occupation	4.0%	8.4%
	4 none of the time	Count	1	4
		% within Occupation	2.0%	.3%
	5 don't know	Count	6	324
		% within Occupation	12.0%	27.2%
	6 not available	Count	28	407
		% within Occupation	56.0%	34.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Bhutan Times * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Bhutan Times	1 all the time	Count	22	22	2	15	1	9
		% within Occupation	10.4%	11.8%	18.2%	2.9%	5.6%	4.7%
	2 most of the time	Count	32	58	6	11	4	15
		% within Occupation	15.1%	31.0%	54.5%	2.1%	22.2%	7.8%
	3 some of the time	Count	39	27	2	7	2	9
		% within Occupation	18.4%	14.4%	18.2%	1.3%	11.1%	4.7%
	4 none of the time	Count	0	3	0	3	0	0
		% within Occupation	.0%	1.6%	.0%	.6%	.0%	.0%
	5 don't know	Count	63	42	0	187	5	94
		% within Occupation	29.7%	22.5%	.0%	35.9%	27.8%	49.0%
	6 not available	Count	56	35	1	298	6	65
		% within Occupation	26.4%	18.7%	9.1%	57.2%	33.3%	33.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Bhutan Times * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Bhutan Times	1 all the time	Count	3	74
		% within Occupation	6.0%	6.2%
	2 most of the time	Count	1	127
		% within Occupation	2.0%	10.7%
	3 some of the time	Count	4	90
		% within Occupation	8.0%	7.6%
	4 none of the time	Count	1	7
		% within Occupation	2.0%	.6%
	5 don't know	Count	8	399
		% within Occupation	16.0%	33.5%
	6 not available	Count	33	494
		% within Occupation	66.0%	41.5%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Bhutan Observer * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Bhutan Observer	1 all the time	Count	18	21	2	16	2	13
		% within Occupation	8.5%	11.2%	18.2%	3.1%	11.1%	6.8%
	2 most of the time	Count	28	47	5	9	3	14
		% within Occupation	13.2%	25.1%	45.5%	1.7%	16.7%	7.3%
	3 some of the time	Count	37	28	2	12	3	10
		% within Occupation	17.5%	15.0%	18.2%	2.3%	16.7%	5.2%
	4 none of the time	Count	0	2	0	2	0	0
		% within Occupation	.0%	1.1%	.0%	.4%	.0%	.0%
	5 don't know	Count	67	46	1	182	5	92
		% within Occupation	31.6%	24.6%	9.1%	34.9%	27.8%	47.9%
	6 not available	Count	62	43	1	300	5	63
		% within Occupation	29.2%	23.0%	9.1%	57.6%	27.8%	32.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Bhutan Observer * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media believable Bhutan Observer	1 all the time	Count	5	77
		% within Occupation	10.0%	6.5%
	2 most of the time	Count	3	109
		% within Occupation	6.0%	9.2%
	3 some of the time	Count	1	93
		% within Occupation	2.0%	7.8%
	4 none of the time	Count	1	5
		% within Occupation	2.0%	.4%
	5 don't know	Count	7	400
		% within Occupation	14.0%	33.6%
	6 not available	Count	33	507
		% within Occupation	66.0%	42.6%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable BBS TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable BBS TV	1 all the time	Count	89	69	5	71	5	85
		% within Occupation	42.0%	36.9%	45.5%	13.6%	27.8%	44.3%
	2 most of the time	Count	57	65	5	39	2	40
		% within Occupation	26.9%	34.8%	45.5%	7.5%	11.1%	20.8%
	3 some of the time	Count	29	18	1	16	1	9
		% within Occupation	13.7%	9.6%	9.1%	3.1%	5.6%	4.7%
	4 none of the time	Count	1	2	0	1	0	0
		% within Occupation	.5%	1.1%	.0%	.2%	.0%	.0%
	5 don't know	Count	15	15	0	91	4	18
		% within Occupation	7.1%	8.0%	.0%	17.5%	22.2%	9.4%
	6 not available	Count	21	18	0	303	6	40
		% within Occupation	9.9%	9.6%	.0%	58.2%	33.3%	20.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable BBS TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media believable BBS TV	1 all the time	Count	27	351
		% within Occupation	54.0%	29.5%
	2 most of the time	Count	8	216
		% within Occupation	16.0%	18.1%
	3 some of the time	Count	2	76
		% within Occupation	4.0%	6.4%
	4 none of the time	Count	0	4
		% within Occupation	.0%	.3%
	5 don't know	Count	3	146
		% within Occupation	6.0%	12.3%
	6 not available	Count	10	398
		% within Occupation	20.0%	33.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E3 O Media believable Local cable TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Local cable TV	1 all the time	Count	4	5	1	13	0	5
		% within Occupation	1.9%	2.7%	9.1%	2.5%	.0%	2.6%
	2 most of the time	Count	14	8	1	7	0	7
		% within Occupation	6.6%	4.3%	9.1%	1.3%	.0%	3.6%
	3 some of the time	Count	23	22	1	9	3	6
		% within Occupation	10.8%	11.8%	9.1%	1.7%	16.7%	3.1%
	4 none of the time	Count	4	3	1	1	0	2
		% within Occupation	1.9%	1.6%	9.1%	.2%	.0%	1.0%
	5 don't know	Count	22	29	1	73	2	26
		% within Occupation	10.4%	15.5%	9.1%	14.0%	11.1%	13.5%
	6 not available	Count	145	120	6	418	13	146
		% within Occupation	68.4%	64.2%	54.5%	80.2%	72.2%	76.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 O Media believable Local cable TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Local cable TV	1 all the time	Count	0	28
		% within Occupation	.0%	2.4%
	2 most of the time	Count	0	37
		% within Occupation	.0%	3.1%
	3 some of the time	Count	0	64
		% within Occupation	.0%	5.4%
	4 none of the time	Count	0	11
		% within Occupation	.0%	.9%
	5 don't know	Count	5	158
		% within Occupation	10.0%	13.3%
	6 not available	Count	45	893
		% within Occupation	90.0%	75.0%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable International TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable International TV	1 all the time	Count	25	19	2	28	1	8
		% within Occupation	11.8%	10.2%	18.2%	5.4%	5.6%	4.2%
	2 most of the time	Count	47	40	4	19	1	16
		% within Occupation	22.2%	21.4%	36.4%	3.6%	5.6%	8.3%
	3 some of the time	Count	40	41	2	18	2	17
		% within Occupation	18.9%	21.9%	18.2%	3.5%	11.1%	8.9%
	4 none of the time	Count	13	6	2	3	0	2
		% within Occupation	6.1%	3.2%	18.2%	.6%	.0%	1.0%
	5 don't know	Count	35	41	0	106	4	75
		% within Occupation	16.5%	21.9%	.0%	20.3%	22.2%	39.1%
	6 not available	Count	52	40	1	347	10	74
		% within Occupation	24.5%	21.4%	9.1%	66.6%	55.6%	38.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 O Media believable International TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Media believable International TV	1 all the time	Count	6	89
		% within Occupation	12.0%	7.5%
	2 most of the time	Count	2	129
		% within Occupation	4.0%	10.8%
	3 some of the time	Count	3	123
		% within Occupation	6.0%	10.3%
	4 none of the time	Count	0	26
		% within Occupation	.0%	2.2%
	5 don't know	Count	8	269
		% within Occupation	16.0%	22.6%
	6 not available	Count	31	555
		% within Occupation	62.0%	46.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E3 O Media believable Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Internet	1 all the time	Count	5	13	2	2	0	1
		% within Occupation	2.4%	7.0%	18.2%	.4%	.0%	.5%
	2 most of the time	Count	10	21	1	1	0	1
		% within Occupation	4.7%	11.2%	9.1%	.2%	.0%	.5%
	3 some of the time	Count	11	23	1	1	0	4
		% within Occupation	5.2%	12.3%	9.1%	.2%	.0%	2.1%
	4 none of the time	Count	3	5	0	3	0	2
		% within Occupation	1.4%	2.7%	.0%	.6%	.0%	1.0%
	5 don't know	Count	36	42	1	91	4	54
		% within Occupation	17.0%	22.5%	9.1%	17.5%	22.2%	28.1%
	6 not available	Count	147	83	6	423	14	130
		% within Occupation	69.3%	44.4%	54.5%	81.2%	77.8%	67.7%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E3 O Media believable Internet * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Internet	1 all the time	Count	0	23
		% within Occupation	.0%	1.9%
	2 most of the time	Count	0	34
		% within Occupation	.0%	2.9%
	3 some of the time	Count	2	42
		% within Occupation	4.0%	3.5%
	4 none of the time	Count	0	13
		% within Occupation	.0%	1.1%
	5 don't know	Count	4	232
		% within Occupation	8.0%	19.5%
	6 not available	Count	44	847
		% within Occupation	88.0%	71.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable Advertising * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Media believable Advertising	1 all the time	Count	21	13	0	13	5	11
		% within Occupation	9.9%	7.0%	.0%	2.5%	27.8%	5.7%
	2 most of the time	Count	18	25	2	31	2	15
		% within Occupation	8.5%	13.4%	18.2%	6.0%	11.1%	7.8%
	3 some of the time	Count	40	55	2	48	1	32
		% within Occupation	18.9%	29.4%	18.2%	9.2%	5.6%	16.7%
	4 none of the time	Count	5	13	1	6	0	13
		% within Occupation	2.4%	7.0%	9.1%	1.2%	.0%	6.8%
	5 don't know	Count	65	33	4	138	4	54
		% within Occupation	30.7%	17.6%	36.4%	26.5%	22.2%	28.1%
	6 not available	Count	63	48	2	285	6	67
		% within Occupation	29.7%	25.7%	18.2%	54.7%	33.3%	34.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable Advertising * Occupation Crosstabulation

			Occupatio	
			7 Others	
Media believable Advertising	1 all the time	Count	6	69
		% within Occupation	12.0%	5.8%
	2 most of the time	Count	2	95
		% within Occupation	4.0%	8.0%
	3 some of the time	Count	6	184
		% within Occupation	12.0%	15.4%
	4 none of the time	Count	0	38
		% within Occupation	.0%	3.2%
	5 don't know	Count	5	303
		% within Occupation	10.0%	25.4%
	6 not available	Count	31	502
		% within Occupation	62.0%	42.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E3 O Media believable International Newspaper/Magazines * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Media believable International Newspaper/Magazines	1 all the time	Count	5	5	1	2	0
		% within Occupation	2.4%	2.7%	9.1%	.4%	.0%
	2 most of the time	Count	11	25	2	4	2
		% within Occupation	5.2%	13.4%	18.2%	.8%	11.1%
	3 some of the time	Count	17	26	4	4	0
		% within Occupation	8.0%	13.9%	36.4%	.8%	.0%
	4 none of the time	Count	6	1	0	0	0
		% within Occupation	2.8%	.5%	.0%	.0%	.0%
	5 don't know	Count	39	40	1	96	4
		% within Occupation	18.4%	21.4%	9.1%	18.4%	22.2%
	6 not available	Count	134	90	3	415	12
		% within Occupation	63.2%	48.1%	27.3%	79.7%	66.7%
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

E3 O Media believable International Newspaper/Magazines * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Media believable International Newspaper/Magazines	1 all the time	Count	1	0	14
		% within Occupation	.5%	.0%	1.2%
	2 most of the time	Count	1	0	45
		% within Occupation	.5%	.0%	3.8%
	3 some of the time	Count	6	1	58
		% within Occupation	3.1%	2.0%	4.9%
	4 none of the time	Count	1	1	9
		% within Occupation	.5%	2.0%	.8%
	5 don't know	Count	52	5	237
		% within Occupation	27.1%	10.0%	19.9%
	6 not available	Count	131	43	828
		% within Occupation	68.2%	86.0%	69.5%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

E4 O Advertising influence BBS Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence BBS Radio	1 All of the time	Count	8	12	0	58	5	13
		% within Occupation	3.8%	6.4%	.0%	11.1%	27.8%	6.8%
	2 Often	Count	42	33	0	90	6	33
		% within Occupation	19.8%	17.6%	.0%	17.3%	33.3%	17.2%
	3 Sometimes	Count	33	28	2	72	2	25
		% within Occupation	15.6%	15.0%	18.2%	13.8%	11.1%	13.0%
	4 Never	Count	28	29	3	150	2	42
		% within Occupation	13.2%	15.5%	27.3%	28.8%	11.1%	21.9%
	5 Don't listen/view/read advertisements	Count	101	85	6	151	3	79
		% within Occupation	47.6%	45.5%	54.5%	29.0%	16.7%	41.1%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence BBS Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence BBS Radio	1 All of the time	Count	1	97
		% within Occupation	2.0%	8.1%
	2 Often	Count	12	216
		% within Occupation	24.0%	18.1%
	3 Sometimes	Count	3	165
		% within Occupation	6.0%	13.9%
	4 Never	Count	4	258
		% within Occupation	8.0%	21.7%
	5 Don't listen/view/read advertisements	Count	30	455
		% within Occupation	60.0%	38.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Kuzoo Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/unemployed	6 Taking care of the house
Advertising influence Kuzoo Radio	1 All of the time	Count	6	7	0	16	1	13
		% within Occupation	2.8%	3.7%	.0%	3.1%	5.6%	6.8%
	2 Often	Count	24	17	2	58	4	23
		% within Occupation	11.3%	9.1%	18.2%	11.1%	22.2%	12.0%
	3 Sometimes	Count	26	27	4	50	1	29
		% within Occupation	12.3%	14.4%	36.4%	9.6%	5.6%	15.1%
	4 Never	Count	30	30	2	92	2	35
		% within Occupation	14.2%	16.0%	18.2%	17.7%	11.1%	18.2%
	5 Don't listen/view/read advertisements	Count	126	106	3	305	10	92
		% within Occupation	59.4%	56.7%	27.3%	58.5%	55.6%	47.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 O Advertising influence Kuzoo Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	
Advertising influence Kuzoo Radio	1 All of the time	Count	2	45
		% within Occupation	4.0%	3.8%
	2 Often	Count	9	137
		% within Occupation	18.0%	11.5%
	3 Sometimes	Count	1	138
		% within Occupation	2.0%	11.6%
	4 Never	Count	5	196
		% within Occupation	10.0%	16.5%
	5 Don't listen/view/read advertisements	Count	33	675
		% within Occupation	66.0%	56.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Radio Valley * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Radio Valley	1 All of the time	Count	4	1	0	1	0	0
		% within Occupation	1.9%	.5%	.0%	.2%	.0%	.0%
	2 Often	Count	2	4	2	6	0	0
		% within Occupation	.9%	2.1%	18.2%	1.2%	.0%	.0%
	3 Sometimes	Count	2	2	0	3	0	1
		% within Occupation	.9%	1.1%	.0%	.6%	.0%	.5%
	4 Never	Count	7	4	0	14	1	3
		% within Occupation	3.3%	2.1%	.0%	2.7%	5.6%	1.6%
	5 Don't listen/view/read advertisements	Count	197	176	9	497	17	188
		% within Occupation	92.9%	94.1%	81.8%	95.4%	94.4%	97.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence Radio Valley * Occupation Crosstabulation

			Occupatio	
			7 Others	
Advertising influence Radio Valley	1 All of the time	Count	0	6
		% within Occupation	.0%	.5%
	2 Often	Count	0	14
		% within Occupation	.0%	1.2%
	3 Sometimes	Count	0	8
		% within Occupation	.0%	.7%
	4 Never	Count	0	29
		% within Occupation	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	50	1134
		% within Occupation	100.0%	95.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

E4 O Advertising influence Centennial Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Centennial Radio	1 All of the time	Count	3	0	0	1	0	0
		% within Occupation	1.4%	.0%	.0%	.2%	.0%	.0%
	2 Often	Count	0	1	1	0	0	0
		% within Occupation	.0%	.5%	9.1%	.0%	.0%	.0%
	3 Sometimes	Count	2	1	1	3	0	0
		% within Occupation	.9%	.5%	9.1%	.6%	.0%	.0%
	4 Never	Count	7	4	0	13	1	4
		% within Occupation	3.3%	2.1%	.0%	2.5%	5.6%	2.1%
	5 Don't listen/view/read advertisements	Count	200	181	9	504	17	188
		% within Occupation	94.3%	96.8%	81.8%	96.7%	94.4%	97.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence Centennial Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence Centennial Radio	1 All of the time	Count	0	4
		% within Occupation	.0%	.3%
	2 Often	Count	0	2
		% within Occupation	.0%	.2%
	3 Sometimes	Count	0	7
		% within Occupation	.0%	.6%
	4 Never	Count	0	29
		% within Occupation	.0%	2.4%
	5 Don't listen/view/read advertisements	Count	50	1149
		% within Occupation	100.0%	96.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence International Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence International Radio	1 All of the time	Count	1	1	2	3	0	0
		% within Occupation	.5%	.5%	18.2%	.6%	.0%	.0%
	2 Often	Count	12	16	1	4	1	3
		% within Occupation	5.7%	8.6%	9.1%	.8%	5.6%	1.6%
	3 Sometimes	Count	16	20	1	8	0	6
		% within Occupation	7.5%	10.7%	9.1%	1.5%	.0%	3.1%
	4 Never	Count	19	14	2	24	0	6
		% within Occupation	9.0%	7.5%	18.2%	4.6%	.0%	3.1%
	5 Don't listen/view/read advertisements	Count	164	136	5	482	17	177
		% within Occupation	77.4%	72.7%	45.5%	92.5%	94.4%	92.2%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence International Radio * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence International Radio	1 All of the time	Count	1	8
		% within Occupation	2.0%	.7%
	2 Often	Count	1	38
		% within Occupation	2.0%	3.2%
	3 Sometimes	Count	1	52
		% within Occupation	2.0%	4.4%
	4 Never	Count	0	65
		% within Occupation	.0%	5.5%
	5 Don't listen/view/read advertisements	Count	47	1028
		% within Occupation	94.0%	86.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Kuensel * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Kuensel	1 All of the time	Count	12	18	2	14	1	5
		% within Occupation	5.7%	9.6%	18.2%	2.7%	5.6%	2.6%
	2 Often	Count	39	46	2	31	7	15
		% within Occupation	18.4%	24.6%	18.2%	6.0%	38.9%	7.8%
	3 Sometimes	Count	45	44	3	28	4	23
		% within Occupation	21.2%	23.5%	27.3%	5.4%	22.2%	12.0%
	4 Never	Count	30	25	4	23	2	20
		% within Occupation	14.2%	13.4%	36.4%	4.4%	11.1%	10.4%
	5 Don't listen/view/read advertisements	Count	86	54	0	425	4	129
		% within Occupation	40.6%	28.9%	.0%	81.6%	22.2%	67.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 O Advertising influence Kuensel * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence Kuensel	1 All of the time	Count	0	52
		% within Occupation	.0%	4.4%
	2 Often	Count	3	143
		% within Occupation	6.0%	12.0%
	3 Sometimes	Count	6	153
		% within Occupation	12.0%	12.8%
	4 Never	Count	8	112
		% within Occupation	16.0%	9.4%
	5 Don't listen/view/read advertisements	Count	33	731
		% within Occupation	66.0%	61.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Bhutan Times * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Bhutan Times	1 All of the time	Count	9	10	0	1	0	1
		% within Occupation	4.2%	5.3%	.0%	.2%	.0%	.5%
	2 Often	Count	20	31	1	9	4	9
		% within Occupation	9.4%	16.6%	9.1%	1.7%	22.2%	4.7%
	3 Sometimes	Count	39	43	5	14	2	10
		% within Occupation	18.4%	23.0%	45.5%	2.7%	11.1%	5.2%
	4 Never	Count	30	24	4	17	0	13
		% within Occupation	14.2%	12.8%	36.4%	3.3%	.0%	6.8%
	5 Don't listen/view/read advertisements	Count	114	79	1	480	12	159
		% within Occupation	53.8%	42.2%	9.1%	92.1%	66.7%	82.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 O Advertising influence Bhutan Times * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence Bhutan Times	1 All of the time	Count	0	21
		% within Occupation	.0%	1.8%
	2 Often	Count	3	77
		% within Occupation	6.0%	6.5%
	3 Sometimes	Count	2	115
		% within Occupation	4.0%	9.7%
	4 Never	Count	5	93
		% within Occupation	10.0%	7.8%
	5 Don't listen/view/read advertisements	Count	40	885
		% within Occupation	80.0%	74.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Bhutan Observer * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Bhutan Observer	1 All of the time	Count	6	10	0	2	1	2
		% within Occupation	2.8%	5.3%	.0%	.4%	5.6%	1.0%
	2 Often	Count	22	23	0	7	2	12
		% within Occupation	10.4%	12.3%	.0%	1.3%	11.1%	6.3%
	3 Sometimes	Count	33	41	4	16	4	11
		% within Occupation	15.6%	21.9%	36.4%	3.1%	22.2%	5.7%
	4 Never	Count	29	25	5	20	0	15
		% within Occupation	13.7%	13.4%	45.5%	3.8%	.0%	7.8%
	5 Don't listen/view/read advertisements	Count	122	88	2	476	11	152
		% within Occupation	57.5%	47.1%	18.2%	91.4%	61.1%	79.2%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence Bhutan Observer * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence Bhutan Observer	1 All of the time	Count	0	21
		% within Occupation	.0%	1.8%
	2 Often	Count	3	69
		% within Occupation	6.0%	5.8%
	3 Sometimes	Count	2	111
		% within Occupation	4.0%	9.3%
	4 Never	Count	6	100
		% within Occupation	12.0%	8.4%
	5 Don't listen/view/read advertisements	Count	39	890
		% within Occupation	78.0%	74.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence BBS TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence BBS TV	1 All of the time	Count	31	24	2	17	4	28
		% within Occupation	14.6%	12.8%	18.2%	3.3%	22.2%	14.6%
	2 Often	Count	46	54	1	30	0	44
		% within Occupation	21.7%	28.9%	9.1%	5.8%	.0%	22.9%
	3 Sometimes	Count	60	51	5	37	2	31
		% within Occupation	28.3%	27.3%	45.5%	7.1%	11.1%	16.1%
	4 Never	Count	35	25	3	44	0	26
		% within Occupation	16.5%	13.4%	27.3%	8.4%	.0%	13.5%
	5 Don't listen/view/read advertisements	Count	40	33	0	393	12	63
		% within Occupation	18.9%	17.6%	.0%	75.4%	66.7%	32.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence BBS TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence BBS TV	1 All of the time	Count	3	109
		% within Occupation	6.0%	9.2%
	2 Often	Count	9	184
		% within Occupation	18.0%	15.4%
	3 Sometimes	Count	14	200
		% within Occupation	28.0%	16.8%
	4 Never	Count	10	143
		% within Occupation	20.0%	12.0%
	5 Don't listen/view/read advertisements	Count	14	555
		% within Occupation	28.0%	46.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Local cable TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Local cable TV	1 All of the time	Count	1	2	0	4	0	1
		% within Occupation	.5%	1.1%	.0%	.8%	.0%	.5%
	2 Often	Count	15	12	1	14	1	7
		% within Occupation	7.1%	6.4%	9.1%	2.7%	5.6%	3.6%
	3 Sometimes	Count	20	22	1	6	1	9
		% within Occupation	9.4%	11.8%	9.1%	1.2%	5.6%	4.7%
	4 Never	Count	14	15	2	13	1	9
		% within Occupation	6.6%	8.0%	18.2%	2.5%	5.6%	4.7%
	5 Don't listen/view/read advertisements	Count	162	136	7	484	15	166
		% within Occupation	76.4%	72.7%	63.6%	92.9%	83.3%	86.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence Local cable TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Advertising influence Local cable TV	1 All of the time	Count	0	8
		% within Occupation	.0%	.7%
	2 Often	Count	1	51
		% within Occupation	2.0%	4.3%
	3 Sometimes	Count	0	59
		% within Occupation	.0%	5.0%
	4 Never	Count	1	55
		% within Occupation	2.0%	4.6%
	5 Don't listen/view/read advertisements	Count	48	1018
		% within Occupation	96.0%	85.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence International TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence International TV	1 All of the time	Count	8	6	0	2	0	1
		% within Occupation	3.8%	3.2%	.0%	.4%	.0%	.5%
	2 Often	Count	19	23	1	10	1	8
		% within Occupation	9.0%	12.3%	9.1%	1.9%	5.6%	4.2%
	3 Sometimes	Count	40	49	4	15	2	16
		% within Occupation	18.9%	26.2%	36.4%	2.9%	11.1%	8.3%
	4 Never	Count	60	28	4	41	2	20
		% within Occupation	28.3%	15.0%	36.4%	7.9%	11.1%	10.4%
	5 Don't listen/view/read advertisements	Count	85	81	2	453	13	147
		% within Occupation	40.1%	43.3%	18.2%	86.9%	72.2%	76.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

E4 O Advertising influence International TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence International TV	1 All of the time	Count	0	17
		% within Occupation	.0%	1.4%
	2 Often	Count	2	64
		% within Occupation	4.0%	5.4%
	3 Sometimes	Count	4	130
		% within Occupation	8.0%	10.9%
	4 Never	Count	6	161
		% within Occupation	12.0%	13.5%
	5 Don't listen/view/read advertisements	Count	38	819
		% within Occupation	76.0%	68.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Advertising influence Internet	1 All of the time	Count	2	3	0	0	0	0
		% within Occupation	.9%	1.6%	.0%	.0%	.0%	.0%
	2 Often	Count	6	16	1	1	0	0
		% within Occupation	2.8%	8.6%	9.1%	.2%	.0%	.0%
	3 Sometimes	Count	14	20	2	1	1	3
		% within Occupation	6.6%	10.7%	18.2%	.2%	5.6%	1.6%
	4 Never	Count	14	27	3	12	2	5
		% within Occupation	6.6%	14.4%	27.3%	2.3%	11.1%	2.6%
	5 Don't listen/view/read advertisements	Count	176	121	5	507	15	184
		% within Occupation	83.0%	64.7%	45.5%	97.3%	83.3%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

E4 O Advertising influence Internet * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Advertising influence Internet	1 All of the time	Count	0	5
		% within Occupation	.0%	.4%
	2 Often	Count	1	25
		% within Occupation	2.0%	2.1%
	3 Sometimes	Count	1	42
		% within Occupation	2.0%	3.5%
	4 Never	Count	1	64
		% within Occupation	2.0%	5.4%
	5 Don't listen/view/read advertisements	Count	47	1055
		% within Occupation	94.0%	88.6%
	Total	Count	50	1191
		% within Occupation	100.0%	100.0%

E4 O Advertising influence International Newspaper/Magazines * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Advertising influence International Newspaper/Magazines	1 All of the time	Count	2	3	0	0	0
		% within Occupation	.9%	1.6%	.0%	.0%	.0%
	2 Often	Count	10	18	2	3	0
		% within Occupation	4.7%	9.6%	18.2%	.6%	.0%
	3 Sometimes	Count	14	22	2	5	0
		% within Occupation	6.6%	11.8%	18.2%	1.0%	.0%
	4 Never	Count	18	18	3	10	3
		% within Occupation	8.5%	9.6%	27.3%	1.9%	16.7%
	5 Don't listen/view/read advertisements	Count	168	126	4	503	15
		% within Occupation	79.2%	67.4%	36.4%	96.5%	83.3%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

E4 O Advertising influence International Newspaper/Magazines * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Advertising influence International Newspaper/Magazines	1 All of the time	Count	1	0	6
		% within Occupation	.5%	.0%	.5%
	2 Often	Count	0	1	34
		% within Occupation	.0%	2.0%	2.9%
	3 Sometimes	Count	4	0	47
		% within Occupation	2.1%	.0%	3.9%
	4 Never	Count	3	1	56
		% within Occupation	1.6%	2.0%	4.7%
	5 Don't listen/view/read advertisements	Count	184	48	1048
		% within Occupation	95.8%	96.0%	88.0%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

F. Radio Specifics by Age

F1 AG Listen to Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Listen to Radio	1 At Home	Count	69	156	164	141	83	48	661
		% within Age Group	53.1%	44.1%	58.8%	62.9%	65.4%	62.3%	55.5%
	2 In the car	Count	2	12	7	3	5	0	29
		% within Age Group	1.5%	3.4%	2.5%	1.3%	3.9%	.0%	2.4%
	3 At work	Count	2	6	8	5	1	1	23
		% within Age Group	1.5%	1.7%	2.9%	2.2%	.8%	1.3%	1.9%
	4 On the mobile	Count	13	14	9	6	2	0	44
		% within Age Group	10.0%	4.0%	3.2%	2.7%	1.6%	.0%	3.7%
	Friends place	Count	1	0	1	1	0	0	3
		% within Age Group	.8%	.0%	.4%	.4%	.0%	.0%	.3%
	in the shop	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
	other's home	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	Whenever there is time	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 AG Attention paid to listen News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen News	1 A great deal	Count	67	145	157	142	83	46	640
		% within Age Group	51.5%	41.0%	56.3%	63.4%	65.4%	59.7%	53.7%
	2 Some	Count	19	32	29	11	7	4	102
		% within Age Group	14.6%	9.0%	10.4%	4.9%	5.5%	5.2%	8.6%
	3 A little	Count	2	9	2	2	1	0	16
		% within Age Group	1.5%	2.5%	.7%	.9%	.8%	.0%	1.3%
	4 None	Count	0	2	2	1	0	0	5
		% within Age Group	.0%	.6%	.7%	.4%	.0%	.0%	.4%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Live call in/request * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Live call in/request	1 A great deal	Count	37	78	77	68	28	17	305
		% within Age Group	28.5%	22.0%	27.6%	30.4%	22.0%	22.1%	25.6%
	2 Some	Count	27	56	59	50	38	20	250
		% within Age Group	20.8%	15.8%	21.1%	22.3%	29.9%	26.0%	21.0%
	3 A little	Count	11	20	17	18	8	7	81
		% within Age Group	8.5%	5.6%	6.1%	8.0%	6.3%	9.1%	6.8%
	4 None	Count	13	34	37	20	17	6	127
		% within Age Group	10.0%	9.6%	13.3%	8.9%	13.4%	7.8%	10.7%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Music * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Music	1 A great deal	Count	47	93	77	69	35	16	337
		% within Age Group	36.2%	26.3%	27.6%	30.8%	27.6%	20.8%	28.3%
	2 Some	Count	31	68	72	60	35	21	287
		% within Age Group	23.8%	19.2%	25.8%	26.8%	27.6%	27.3%	24.1%
	3 A little	Count	10	16	25	19	16	9	95
		% within Age Group	7.7%	4.5%	9.0%	8.5%	12.6%	11.7%	8.0%
	4 None	Count	0	11	16	8	5	4	44
		% within Age Group	.0%	3.1%	5.7%	3.6%	3.9%	5.2%	3.7%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Children's * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Children's	1 A great deal	Count	18	48	41	50	29	12	198
		% within Age Group	13.8%	13.6%	14.7%	22.3%	22.8%	15.6%	16.6%
	2 Some	Count	31	51	78	58	36	19	273
		% within Age Group	23.8%	14.4%	28.0%	25.9%	28.3%	24.7%	22.9%
	3 A little	Count	17	43	33	17	14	8	132
		% within Age Group	13.1%	12.1%	11.8%	7.6%	11.0%	10.4%	11.1%
	4 None	Count	22	46	38	31	12	11	160
		% within Age Group	16.9%	13.0%	13.6%	13.8%	9.4%	14.3%	13.4%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Religious * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Religious	1 A great deal	Count	34	74	93	99	60	40	400
		% within Age Group	26.2%	20.9%	33.3%	44.2%	47.2%	51.9%	33.6%
	2 Some	Count	29	65	51	40	21	7	213
		% within Age Group	22.3%	18.4%	18.3%	17.9%	16.5%	9.1%	17.9%
	3 A little	Count	12	23	27	8	4	2	76
		% within Age Group	9.2%	6.5%	9.7%	3.6%	3.1%	2.6%	6.4%
	4 None	Count	13	26	19	9	6	1	74
		% within Age Group	10.0%	7.3%	6.8%	4.0%	4.7%	1.3%	6.2%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 AG Attention paid to listen Health * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Health	1 A great deal	Count	30	67	78	72	46	31	324
		% within Age Group	23.1%	18.9%	28.0%	32.1%	36.2%	40.3%	27.2%
	2 Some	Count	32	78	63	53	26	11	263
		% within Age Group	24.6%	22.0%	22.6%	23.7%	20.5%	14.3%	22.1%
	3 A little	Count	17	27	28	11	9	4	96
		% within Age Group	13.1%	7.6%	10.0%	4.9%	7.1%	5.2%	8.1%
	4 None	Count	9	16	21	20	10	4	80
		% within Age Group	6.9%	4.5%	7.5%	8.9%	7.9%	5.2%	6.7%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Agriculture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Agriculture	1 A great deal	Count	25	62	86	83	50	26	332
		% within Age Group	19.2%	17.5%	30.8%	37.1%	39.4%	33.8%	27.9%
	2 Some	Count	33	63	50	43	22	18	229
		% within Age Group	25.4%	17.8%	17.9%	19.2%	17.3%	23.4%	19.2%
	3 A little	Count	18	29	32	11	9	4	103
		% within Age Group	13.8%	8.2%	11.5%	4.9%	7.1%	5.2%	8.6%
	4 None	Count	12	34	22	19	10	2	99
		% within Age Group	9.2%	9.6%	7.9%	8.5%	7.9%	2.6%	8.3%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Education * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Education	1 A great deal	Count	34	54	77	64	40	21	290
		% within Age Group	26.2%	15.3%	27.6%	28.6%	31.5%	27.3%	24.3%
	2 Some	Count	29	69	62	56	30	14	260
		% within Age Group	22.3%	19.5%	22.2%	25.0%	23.6%	18.2%	21.8%
	3 A little	Count	14	36	32	15	12	8	117
		% within Age Group	10.8%	10.2%	11.5%	6.7%	9.4%	10.4%	9.8%
	4 None	Count	11	29	19	21	9	7	96
		% within Age Group	8.5%	8.2%	6.8%	9.4%	7.1%	9.1%	8.1%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Advertisement * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Advertisement	1 A great deal	Count	17	36	42	27	19	10	151
		% within Age Group	13.1%	10.2%	15.1%	12.1%	15.0%	13.0%	12.7%
	2 Some	Count	27	52	51	54	27	11	222
		% within Age Group	20.8%	14.7%	18.3%	24.1%	21.3%	14.3%	18.6%
	3 A little	Count	23	42	38	26	19	6	154
		% within Age Group	17.7%	11.9%	13.6%	11.6%	15.0%	7.8%	12.9%
	4 None	Count	21	58	59	49	26	23	236
		% within Age Group	16.2%	16.4%	21.1%	21.9%	20.5%	29.9%	19.8%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 AG Attention paid to listen Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Attention paid to listen Others	4 None	Count	88	188	190	156	91	50	763
		% within Age Group	67.7%	53.1%	68.1%	69.6%	71.7%	64.9%	64.1%
	NA	Count	42	166	89	68	36	27	428
		% within Age Group	32.3%	46.9%	31.9%	30.4%	28.3%	35.1%	35.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F3 AG Station News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station News	1 BBS	Count	80	177	178	149	87	50	721
		% within Age Group	61.5%	50.0%	63.8%	66.5%	68.5%	64.9%	60.5%
	2 Kuzoo	Count	7	8	7	6	3	0	31
		% within Age Group	5.4%	2.3%	2.5%	2.7%	2.4%	.0%	2.6%
	3 Radio Valley	Count	0	0	2	0	0	0	2
		% within Age Group	.0%	.0%	.7%	.0%	.0%	.0%	.2%
	5 Intl. radio station specify	Count	1	1	1	0	1	0	4
		% within Age Group	.8%	.3%	.4%	.0%	.8%	.0%	.3%
	NA	Count	42	168	91	69	36	27	433
		% within Age Group	32.3%	47.5%	32.6%	30.8%	28.3%	35.1%	36.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Live call in/request * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Live call in/request	1 BBS	Count	28	64	73	66	41	24	296
		% within Age Group	21.5%	18.1%	26.2%	29.5%	32.3%	31.2%	24.9%
	2 Kuzoo	Count	45	90	78	69	33	20	335
		% within Age Group	34.6%	25.4%	28.0%	30.8%	26.0%	26.0%	28.1%
	3 Radio Valley	Count	1	0	2	0	0	0	3
		% within Age Group	.8%	.0%	.7%	.0%	.0%	.0%	.3%
	4 Centennial	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	55	200	126	88	53	33	555
		% within Age Group	42.3%	56.5%	45.2%	39.3%	41.7%	42.9%	46.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Music * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Music	1 BBS	Count	27	64	67	69	48	21	296
		% within Age Group	20.8%	18.1%	24.0%	30.8%	37.8%	27.3%	24.9%
	2 Kuzoo	Count	53	102	94	72	36	24	381
		% within Age Group	40.8%	28.8%	33.7%	32.1%	28.3%	31.2%	32.0%
	3 Radio Valley	Count	1	1	3	0	0	0	5
		% within Age Group	.8%	.3%	1.1%	.0%	.0%	.0%	.4%
	4 Centennial	Count	1	1	0	1	0	0	3
		% within Age Group	.8%	.3%	.0%	.4%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	6	9	10	5	2	1	33
		% within Age Group	4.6%	2.5%	3.6%	2.2%	1.6%	1.3%	2.8%
	NA	Count	42	177	105	77	41	31	473
		% within Age Group	32.3%	50.0%	37.6%	34.4%	32.3%	40.3%	39.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Children's * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Children's	1 BBS	Count	53	113	121	108	64	35	494
		% within Age Group	40.8%	31.9%	43.4%	48.2%	50.4%	45.5%	41.5%
	2 Kuzoo	Count	9	25	24	14	13	4	89
		% within Age Group	6.9%	7.1%	8.6%	6.3%	10.2%	5.2%	7.5%
	3 Radio Valley	Count	1	0	2	0	2	0	5
		% within Age Group	.8%	.0%	.7%	.0%	1.6%	.0%	.4%
	4 Centennial	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	3	4	5	1	0	0	13
		% within Age Group	2.3%	1.1%	1.8%	.4%	.0%	.0%	1.1%
	NA	Count	64	212	127	100	48	38	589
		% within Age Group	49.2%	59.9%	45.5%	44.6%	37.8%	49.4%	49.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Religious * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Religious	1 BBS	Count	64	143	153	140	77	48	625
		% within Age Group	49.2%	40.4%	54.8%	62.5%	60.6%	62.3%	52.5%
	2 Kuzoo	Count	10	16	14	5	8	1	54
		% within Age Group	7.7%	4.5%	5.0%	2.2%	6.3%	1.3%	4.5%
	3 Radio Valley	Count	0	0	2	1	0	0	3
		% within Age Group	.0%	.0%	.7%	.4%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	1	1	2	0	0	0	4
		% within Age Group	.8%	.3%	.7%	.0%	.0%	.0%	.3%
	NA	Count	55	194	108	78	42	28	505
		% within Age Group	42.3%	54.8%	38.7%	34.8%	33.1%	36.4%	42.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Health * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Health	1 BBS	Count	67	145	150	125	73	46	606
		% within Age Group	51.5%	41.0%	53.8%	55.8%	57.5%	59.7%	50.9%
	2 Kuzoo	Count	7	22	12	10	7	0	58
		% within Age Group	5.4%	6.2%	4.3%	4.5%	5.5%	.0%	4.9%
	3 Radio Valley	Count	2	1	2	0	0	0	5
		% within Age Group	1.5%	.3%	.7%	.0%	.0%	.0%	.4%
	5 Intl. radio station specify	Count	3	3	5	0	1	0	12
		% within Age Group	2.3%	.8%	1.8%	.0%	.8%	.0%	1.0%
	NA	Count	51	183	110	89	46	31	510
		% within Age Group	39.2%	51.7%	39.4%	39.7%	36.2%	40.3%	42.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Agriculture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Agriculture	1 BBS	Count	66	141	154	129	74	48	612
		% within Age Group	50.8%	39.8%	55.2%	57.6%	58.3%	62.3%	51.4%
	2 Kuzoo	Count	6	13	9	8	7	0	43
		% within Age Group	4.6%	3.7%	3.2%	3.6%	5.5%	.0%	3.6%
	3 Radio Valley	Count	2	0	2	0	0	0	4
		% within Age Group	1.5%	.0%	.7%	.0%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	2	0	2	0	0	0	4
		% within Age Group	1.5%	.0%	.7%	.0%	.0%	.0%	.3%
	NA	Count	54	200	112	87	46	29	528
		% within Age Group	41.5%	56.5%	40.1%	38.8%	36.2%	37.7%	44.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Education * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Education	1 BBS	Count	66	143	155	127	75	43	609
		% within Age Group	50.8%	40.4%	55.6%	56.7%	59.1%	55.8%	51.1%
	2 Kuzoo	Count	7	11	11	7	6	0	42
		% within Age Group	5.4%	3.1%	3.9%	3.1%	4.7%	.0%	3.5%
	3 Radio Valley	Count	1	0	2	1	1	0	5
		% within Age Group	.8%	.0%	.7%	.4%	.8%	.0%	.4%
	4 Centennial	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	2	4	2	0	0	0	8
		% within Age Group	1.5%	1.1%	.7%	.0%	.0%	.0%	.7%
	NA	Count	53	196	109	89	45	34	526
		% within Age Group	40.8%	55.4%	39.1%	39.7%	35.4%	44.2%	44.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Advertisement * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Advertisement	1 BBS	Count	45	100	102	93	52	21	413
		% within Age Group	34.6%	28.2%	36.6%	41.5%	40.9%	27.3%	34.7%
	2 Kuzoo	Count	19	25	24	13	12	5	98
		% within Age Group	14.6%	7.1%	8.6%	5.8%	9.4%	6.5%	8.2%
	3 Radio Valley	Count	1	0	1	1	0	0	3
		% within Age Group	.8%	.0%	.4%	.4%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	2	5	3	0	1	0	11
		% within Age Group	1.5%	1.4%	1.1%	.0%	.8%	.0%	.9%
	NA	Count	63	224	149	117	62	51	666
		% within Age Group	48.5%	63.3%	53.4%	52.2%	48.8%	66.2%	55.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 AG Station Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65+	
Station Others	NA	Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F. Radio Specifics by Type of Area

F1 A Listen to Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Listen to Radio	1 At Home	Count	417	244	661
		% within Type of Area	70.2%	40.9%	55.5%
	2 In the car	Count	3	26	29
		% within Type of Area	.5%	4.4%	2.4%
	3 At work	Count	12	11	23
		% within Type of Area	2.0%	1.8%	1.9%
	4 On the mobile	Count	11	33	44
		% within Type of Area	1.9%	5.5%	3.7%
	Friends place	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	in the shop	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
NA		Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
other's home		Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Whenever there is time		Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F2 A Attention paid to listen News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen News	1 A great deal	Count	411	229	640
		% within Type of Area	69.2%	38.4%	53.7%
	2 Some	Count	30	72	102
		% within Type of Area	5.1%	12.1%	8.6%
	3 A little	Count	3	13	16
		% within Type of Area	.5%	2.2%	1.3%
	4 None	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F2 A Attention paid to listen Live call in/request * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Live call in/request	1 A great deal	Count	181	124	305
		% within Type of Area	30.5%	20.8%	25.6%
	2 Some	Count	156	94	250
		% within Type of Area	26.3%	15.7%	21.0%
	3 A little	Count	49	32	81
		% within Type of Area	8.2%	5.4%	6.8%
	4 None	Count	60	67	127
		% within Type of Area	10.1%	11.2%	10.7%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F2 A Attention paid to listen Music * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Music	1 A great deal	Count	200	137	337
		% within Type of Area	33.7%	22.9%	28.3%
	2 Some	Count	170	117	287
		% within Type of Area	28.6%	19.6%	24.1%
	3 A little	Count	50	45	95
		% within Type of Area	8.4%	7.5%	8.0%
	4 None	Count	26	18	44
		% within Type of Area	4.4%	3.0%	3.7%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F2 A Attention paid to listen Children's * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Children's	1 A great deal	Count	131	67	198
		% within Type of Area	22.1%	11.2%	16.6%
	2 Some	Count	177	96	273
		% within Type of Area	29.8%	16.1%	22.9%
	3 A little	Count	62	70	132
		% within Type of Area	10.4%	11.7%	11.1%
	4 None	Count	76	84	160
		% within Type of Area	12.8%	14.1%	13.4%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F2 A Attention paid to listen Religious * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Religious	1 A great deal	Count	277	123	400
		% within Type of Area	46.6%	20.6%	33.6%
	2 Some	Count	106	107	213
		% within Type of Area	17.8%	17.9%	17.9%
	3 A little	Count	32	44	76
		% within Type of Area	5.4%	7.4%	6.4%
	4 None	Count	31	43	74
		% within Type of Area	5.2%	7.2%	6.2%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F2 A Attention paid to listen Health * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Health	1 A great deal	Count	219	105	324
		% within Type of Area	36.9%	17.6%	27.2%
	2 Some	Count	141	122	263
		% within Type of Area	23.7%	20.4%	22.1%
	3 A little	Count	47	49	96
		% within Type of Area	7.9%	8.2%	8.1%
	4 None	Count	39	41	80
		% within Type of Area	6.6%	6.9%	6.7%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F2 A Attention paid to listen Agriculture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Agriculture	1 A great deal	Count	253	79	332
		% within Type of Area	42.6%	13.2%	27.9%
	2 Some	Count	123	106	229
		% within Type of Area	20.7%	17.8%	19.2%
	3 A little	Count	33	70	103
		% within Type of Area	5.6%	11.7%	8.6%
	4 None	Count	37	62	99
		% within Type of Area	6.2%	10.4%	8.3%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F2 A Attention paid to listen Education * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Education	1 A great deal	Count	186	104	290
		% within Type of Area	31.3%	17.4%	24.3%
	2 Some	Count	150	110	260
		% within Type of Area	25.3%	18.4%	21.8%
	3 A little	Count	61	56	117
		% within Type of Area	10.3%	9.4%	9.8%
	4 None	Count	49	47	96
		% within Type of Area	8.2%	7.9%	8.1%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F2 A Attention paid to listen Advertisement * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Advertisement	1 A great deal	Count	84	67	151
		% within Type of Area	14.1%	11.2%	12.7%
	2 Some	Count	132	90	222
		% within Type of Area	22.2%	15.1%	18.6%
	3 A little	Count	77	77	154
		% within Type of Area	13.0%	12.9%	12.9%
	4 None	Count	153	83	236
		% within Type of Area	25.8%	13.9%	19.8%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F2 A Attention paid to listen Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to listen Others	4 None	Count	446	317	763
		% within Type of Area	75.1%	53.1%	64.1%
	NA	Count	148	280	428
		% within Type of Area	24.9%	46.9%	35.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station News	1 BBS	Count	433	288	721
		% within Type of Area	72.9%	48.2%	60.5%
	2 Kuzoo	Count	10	21	31
		% within Type of Area	1.7%	3.5%	2.6%
	3 Radio Valley	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	5 Intl. radio station specify	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	NA	Count	150	283	433
		% within Type of Area	25.3%	47.4%	36.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Live call in/request * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Live call in/request	1 BBS	Count	195	101	296
		% within Type of Area	32.8%	16.9%	24.9%
	2 Kuzoo	Count	190	145	335
		% within Type of Area	32.0%	24.3%	28.1%
	3 Radio Valley	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	4 Centennial	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 Intl. radio station specify	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	208	347	555
		% within Type of Area	35.0%	58.1%	46.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Music * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Music	1 BBS	Count	201	95	296
		% within Type of Area	33.8%	15.9%	24.9%
	2 Kuzoo	Count	199	182	381
		% within Type of Area	33.5%	30.5%	32.0%
	3 Radio Valley	Count	3	2	5
		% within Type of Area	.5%	.3%	.4%
	4 Centennial	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	5 Intl. radio station specify	Count	16	17	33
		% within Type of Area	2.7%	2.8%	2.8%
	NA	Count	175	298	473
		% within Type of Area	29.5%	49.9%	39.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Children's * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Children's	1 BBS	Count	324	170	494
		% within Type of Area	54.5%	28.5%	41.5%
	2 Kuzoo	Count	42	47	89
		% within Type of Area	7.1%	7.9%	7.5%
	3 Radio Valley	Count	3	2	5
		% within Type of Area	.5%	.3%	.4%
	4 Centennial	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 Intl. radio station specify	Count	0	13	13
		% within Type of Area	.0%	2.2%	1.1%
	NA	Count	225	364	589
		% within Type of Area	37.9%	61.0%	49.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Religious * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Religious	1 BBS	Count	387	238	625
		% within Type of Area	65.2%	39.9%	52.5%
	2 Kuzoo	Count	25	29	54
		% within Type of Area	4.2%	4.9%	4.5%
	3 Radio Valley	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	5 Intl. radio station specify	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	NA	Count	180	325	505
		% within Type of Area	30.3%	54.4%	42.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Health * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Health	1 BBS	Count	379	227	606
		% within Type of Area	63.8%	38.0%	50.9%
	2 Kuzoo	Count	25	33	58
		% within Type of Area	4.2%	5.5%	4.9%
	3 Radio Valley	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	5 Intl. radio station specify	Count	1	11	12
		% within Type of Area	.2%	1.8%	1.0%
	NA	Count	188	322	510
		% within Type of Area	31.6%	53.9%	42.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Agriculture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Agriculture	1 BBS	Count	389	223	612
		% within Type of Area	65.5%	37.4%	51.4%
	2 Kuzoo	Count	19	24	43
		% within Type of Area	3.2%	4.0%	3.6%
	3 Radio Valley	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	5 Intl. radio station specify	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	NA	Count	185	343	528
		% within Type of Area	31.1%	57.5%	44.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Education * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Education	1 BBS	Count	374	235	609
		% within Type of Area	63.0%	39.4%	51.1%
	2 Kuzoo	Count	19	23	42
		% within Type of Area	3.2%	3.9%	3.5%
	3 Radio Valley	Count	3	2	5
		% within Type of Area	.5%	.3%	.4%
	4 Centennial	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 Intl. radio station specify	Count	0	8	8
		% within Type of Area	.0%	1.3%	.7%
NA	Count	198	328	526	
	% within Type of Area	33.3%	54.9%	44.2%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

F3 A Station Advertisement * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Advertisement	1 BBS	Count	238	175	413
		% within Type of Area	40.1%	29.3%	34.7%
	2 Kuzoo	Count	51	47	98
		% within Type of Area	8.6%	7.9%	8.2%
	3 Radio Valley	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
	5 Intl. radio station specify	Count	1	10	11
		% within Type of Area	.2%	1.7%	.9%
	NA	Count	302	364	666
		% within Type of Area	50.8%	61.0%	55.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

F3 A Station Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Station Others NA	Count		594	597	1191
	% within Type of Area		100.0%	100.0%	100.0%
Total	Count		594	597	1191
	% within Type of Area		100.0%	100.0%	100.0%

F. Radio Specifics by Education

F1 E Listen to Radio * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Listen to Radio	1 At Home	Count	362	47	83	83	31	1	12
		% within Education	65.2%	70.1%	59.7%	41.1%	27.7%	33.3%	24.5%
	2 In the car	Count	5	1	2	8	4	0	7
		% within Education	.9%	1.5%	1.4%	4.0%	3.6%	.0%	14.3%
	3 At work	Count	6	3	5	4	1	0	1
		% within Education	1.1%	4.5%	3.6%	2.0%	.9%	.0%	2.0%
	4 On the mobile	Count	3	0	5	10	20	0	4
		% within Education	.5%	.0%	3.6%	5.0%	17.9%	.0%	8.2%
	Friends place	Count	1	1	0	0	1	0	0
		% within Education	.2%	1.5%	.0%	.0%	.9%	.0%	.0%
	in the shop	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
NA	Count	176	15	44	96	55	2	25	
	% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%	
other's home	Count	1	0	0	0	0	0	0	
	% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%	
Whenever there is time	Count	0	0	0	1	0	0	0	
	% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%	
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F1 E Listen to Radio * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Listen to Radio	1 At Home	Count	31	9	2	661
		% within Education	66.0%	81.8%	33.3%	55.5%
	2 In the car	Count	1	1	0	29
		% within Education	2.1%	9.1%	.0%	2.4%
	3 At work	Count	1	0	2	23
		% within Education	2.1%	.0%	33.3%	1.9%
	4 On the mobile	Count	2	0	0	44
		% within Education	4.3%	.0%	.0%	3.7%
	Friends place	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	in the shop	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
	other's home	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Whenever there is time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Attention paid to listen News	1 A great deal	Count	323	45	80	88	46	1	12
		% within Education	58.2%	67.2%	57.6%	43.6%	41.1%	33.3%	24.5%
	2 Some	Count	46	6	13	15	10	0	10
		% within Education	8.3%	9.0%	9.4%	7.4%	8.9%	.0%	20.4%
	3 A little	Count	7	1	1	3	1	0	1
		% within Education	1.3%	1.5%	.7%	1.5%	.9%	.0%	2.0%
	4 None	Count	3	0	1	0	0	0	1
		% within Education	.5%	.0%	.7%	.0%	.0%	.0%	2.0%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 E Attention paid to listen News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen News	1 A great deal	Count	32	9	4	640
		% within Education	68.1%	81.8%	66.7%	53.7%
	2 Some	Count	2	0	0	102
		% within Education	4.3%	.0%	.0%	8.6%
	3 A little	Count	1	1	0	16
		% within Education	2.1%	9.1%	.0%	1.3%
	4 None	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Live call in/request * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Live call in/request	1 A great deal	Count	146	26	43	47	14	0	5
		% within Education	26.3%	38.8%	30.9%	23.3%	12.5%	.0%	10.2%
	2 Some	Count	143	14	25	29	22	0	7
		% within Education	25.8%	20.9%	18.0%	14.4%	19.6%	.0%	14.3%
	3 A little	Count	38	7	12	9	4	1	4
		% within Education	6.8%	10.4%	8.6%	4.5%	3.6%	33.3%	8.2%
	4 None	Count	52	5	15	21	17	0	8
		% within Education	9.4%	7.5%	10.8%	10.4%	15.2%	.0%	16.3%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 E Attention paid to listen Live call in/request * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Live call in/request	1 A great deal	Count	15	5	4	305
		% within Education	31.9%	45.5%	66.7%	25.6%
	2 Some	Count	7	3	0	250
		% within Education	14.9%	27.3%	.0%	21.0%
	3 A little	Count	6	0	0	81
		% within Education	12.8%	.0%	.0%	6.8%
	4 None	Count	7	2	0	127
		% within Education	14.9%	18.2%	.0%	10.7%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Music * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Music	1 A great deal	Count	166	21	42	52	23	0	10
		% within Education	29.9%	31.3%	30.2%	25.7%	20.5%	.0%	20.4%
	2 Some	Count	148	18	33	35	23	1	10
		% within Education	26.7%	26.9%	23.7%	17.3%	20.5%	33.3%	20.4%
	3 A little	Count	48	6	12	12	9	0	3
		% within Education	8.6%	9.0%	8.6%	5.9%	8.0%	.0%	6.1%
	4 None	Count	17	7	8	7	2	0	1
		% within Education	3.1%	10.4%	5.8%	3.5%	1.8%	.0%	2.0%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 E Attention paid to listen Music * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Music	1 A great deal	Count	15	5	3	337
		% within Education	31.9%	45.5%	50.0%	28.3%
	2 Some	Count	14	4	1	287
		% within Education	29.8%	36.4%	16.7%	24.1%
	3 A little	Count	5	0	0	95
		% within Education	10.6%	.0%	.0%	8.0%
	4 None	Count	1	1	0	44
		% within Education	2.1%	9.1%	.0%	3.7%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Children's * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Children's	1 A great deal	Count	102	11	28	23	12	0	1
		% within Education	18.4%	16.4%	20.1%	11.4%	10.7%	.0%	2.0%
	2 Some	Count	155	18	23	38	15	0	7
		% within Education	27.9%	26.9%	16.5%	18.8%	13.4%	.0%	14.3%
	3 A little	Count	63	7	16	20	13	0	7
		% within Education	11.4%	10.4%	11.5%	9.9%	11.6%	.0%	14.3%
	4 None	Count	59	16	28	25	17	1	9
		% within Education	10.6%	23.9%	20.1%	12.4%	15.2%	33.3%	18.4%
NA	Count	176	15	44	96	55	2	25	
	% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Children's * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Children's	1 A great deal	Count	14	5	2	198
		% within Education	29.8%	45.5%	33.3%	16.6%
	2 Some	Count	11	4	2	273
		% within Education	23.4%	36.4%	33.3%	22.9%
	3 A little	Count	6	0	0	132
		% within Education	12.8%	.0%	.0%	11.1%
	4 None	Count	4	1	0	160
		% within Education	8.5%	9.1%	.0%	13.4%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Religious * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Religious	1 A great deal	Count	218	25	50	44	21	0	6
		% within Education	39.3%	37.3%	36.0%	21.8%	18.8%	.0%	12.2%
	2 Some	Count	116	13	17	33	20	0	7
		% within Education	20.9%	19.4%	12.2%	16.3%	17.9%	.0%	14.3%
	3 A little	Count	23	5	17	15	7	0	6
		% within Education	4.1%	7.5%	12.2%	7.4%	6.3%	.0%	12.2%
	4 None	Count	22	9	11	14	9	1	5
		% within Education	4.0%	13.4%	7.9%	6.9%	8.0%	33.3%	10.2%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Religious * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Religious	1 A great deal	Count	27	6	3	400
		% within Education	57.4%	54.5%	50.0%	33.6%
	2 Some	Count	5	2	0	213
		% within Education	10.6%	18.2%	.0%	17.9%
	3 A little	Count	2	1	0	76
		% within Education	4.3%	9.1%	.0%	6.4%
4 None	Count	1	1	1	74	
	% within Education	2.1%	9.1%	16.7%	6.2%	
NA	Count	12	1	2	428	
	% within Education	25.5%	9.1%	33.3%	35.9%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Health * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Health	1 A great deal	Count	170	20	42	41	17	0	6
		% within Education	30.6%	29.9%	30.2%	20.3%	15.2%	.0%	12.2%
	2 Some	Count	147	17	22	36	19	0	9
		% within Education	26.5%	25.4%	15.8%	17.8%	17.0%	.0%	18.4%
	3 A little	Count	36	6	12	17	15	1	5
		% within Education	6.5%	9.0%	8.6%	8.4%	13.4%	33.3%	10.2%
4 None	Count	26	9	19	12	6	0	4	
	% within Education	4.7%	13.4%	13.7%	5.9%	5.4%	.0%	8.2%	
NA	Count	176	15	44	96	55	2	25	
	% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Health * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Health	1 A great deal	Count	20	5	3	324
		% within Education	42.6%	45.5%	50.0%	27.2%
	2 Some	Count	10	3	0	263
		% within Education	21.3%	27.3%	.0%	22.1%
	3 A little	Count	3	1	0	96
		% within Education	6.4%	9.1%	.0%	8.1%
	4 None	Count	2	1	1	80
		% within Education	4.3%	9.1%	16.7%	6.7%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Agriculture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Agriculture	1 A great deal	Count	190	20	47	37	11	0	2
		% within Education	34.2%	29.9%	33.8%	18.3%	9.8%	.0%	4.1%
	2 Some	Count	121	15	19	34	17	0	9
		% within Education	21.8%	22.4%	13.7%	16.8%	15.2%	.0%	18.4%
	3 A little	Count	40	6	10	16	18	1	7
		% within Education	7.2%	9.0%	7.2%	7.9%	16.1%	33.3%	14.3%
	4 None	Count	28	11	19	19	11	0	6
		% within Education	5.0%	16.4%	13.7%	9.4%	9.8%	.0%	12.2%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Agriculture * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Agriculture	1 A great deal	Count	18	5	2	332
		% within Education	38.3%	45.5%	33.3%	27.9%
	2 Some	Count	11	3	0	229
		% within Education	23.4%	27.3%	.0%	19.2%
	3 A little	Count	4	1	0	103
		% within Education	8.5%	9.1%	.0%	8.6%
	4 None	Count	2	1	2	99
		% within Education	4.3%	9.1%	33.3%	8.3%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Education * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Education	1 A great deal	Count	134	19	44	40	22	0	7
		% within Education	24.1%	28.4%	31.7%	19.8%	19.6%	.0%	14.3%
	2 Some	Count	156	13	20	31	18	0	9
		% within Education	28.1%	19.4%	14.4%	15.3%	16.1%	.0%	18.4%
	3 A little	Count	53	9	14	18	10	1	5
		% within Education	9.5%	13.4%	10.1%	8.9%	8.9%	33.3%	10.2%
	4 None	Count	36	11	17	17	7	0	3
		% within Education	6.5%	16.4%	12.2%	8.4%	6.3%	.0%	6.1%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Education * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to listen Education	1 A great deal	Count	16	5	3	290
		% within Education	34.0%	45.5%	50.0%	24.3%
	2 Some	Count	12	1	0	260
		% within Education	25.5%	9.1%	.0%	21.8%
	3 A little	Count	5	2	0	117
		% within Education	10.6%	18.2%	.0%	9.8%
4 None	Count	2	2	1		96
	% within Education	4.3%	18.2%	16.7%		8.1%
NA	Count	12	1	2		428
	% within Education	25.5%	9.1%	33.3%		35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Advertisement * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Advertisement	1 A great deal	Count	63	9	24	21	15	0	3
		% within Education	11.4%	13.4%	17.3%	10.4%	13.4%	.0%	6.1%
	2 Some	Count	116	15	18	38	11	0	9
		% within Education	20.9%	22.4%	12.9%	18.8%	9.8%	.0%	18.4%
	3 A little	Count	66	11	24	25	16	0	6
		% within Education	11.9%	16.4%	17.3%	12.4%	14.3%	.0%	12.2%
	4 None	Count	134	17	29	22	15	1	6
		% within Education	24.1%	25.4%	20.9%	10.9%	13.4%	33.3%	12.2%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Advertisement * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to listen Advertisement	1 A great deal	Count	11	3	2	151
		% within Education	23.4%	27.3%	33.3%	12.7%
	2 Some	Count	10	3	2	222
		% within Education	21.3%	27.3%	33.3%	18.6%
	3 A little	Count	5	1	0	154
		% within Education	10.6%	9.1%	.0%	12.9%
	4 None	Count	9	3	0	236
		% within Education	19.1%	27.3%	.0%	19.8%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to listen Others	4 None	Count	379	52	95	106	57	1	24
		% within Education	68.3%	77.6%	68.3%	52.5%	50.9%	33.3%	49.0%
	NA	Count	176	15	44	96	55	2	25
		% within Education	31.7%	22.4%	31.7%	47.5%	49.1%	66.7%	51.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 E Attention paid to listen Others * Education Crosstabulation

			Education			
				PP upto Class 5	Upto Class 8	
			8 Religious			Total
Attention paid to listen Others	4 None	Count	35	10	4	763
		% within Education	74.5%	90.9%	66.7%	64.1%
	NA	Count	12	1	2	428
		% within Education	25.5%	9.1%	33.3%	35.9%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

F3 E Station News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Station News	1 BBS	Count	365	52	89	93	52	1	21
		% within Education	65.8%	77.6%	64.0%	46.0%	46.4%	33.3%	42.9%
	2 Kuzoo	Count	9	0	5	13	3	0	1
		% within Education	1.6%	.0%	3.6%	6.4%	2.7%	.0%	2.0%
	3 Radio Valley	Count	2	0	0	0	0	0	0
		% within Education	.4%	.0%	.0%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	0	0	0	2	0	1
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%	2.0%
	NA	Count	179	15	45	96	55	2	26
		% within Education	32.3%	22.4%	32.4%	47.5%	49.1%	66.7%	53.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station News	1 BBS	Count	35	9	4	721
		% within Education	74.5%	81.8%	66.7%	60.5%
	2 Kuzoo	Count	0	0	0	31
		% within Education	.0%	.0%	.0%	2.6%
	3 Radio Valley	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	5 Intl. radio station specify	Count	0	1	0	4
		% within Education	.0%	9.1%	.0%	.3%
	NA	Count	12	1	2	433
		% within Education	25.5%	9.1%	33.3%	36.4%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Live call in/request * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Station Live call in/request	1 BBS	Count	144	29	42	39	19	1	6
		% within Education	25.9%	43.3%	30.2%	19.3%	17.0%	33.3%	12.2%
	2 Kuzoo	Count	181	18	38	45	20	0	9
		% within Education	32.6%	26.9%	27.3%	22.3%	17.9%	.0%	18.4%
	3 Radio Valley	Count	2	0	0	0	1	0	0
		% within Education	.4%	.0%	.0%	.0%	.9%	.0%	.0%
	4 Centennial	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	5 Intl. radio station specify	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	NA	Count	228	20	59	117	72	2	33
		% within Education	41.1%	29.9%	42.4%	57.9%	64.3%	66.7%	67.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Live call in/request * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Live call in/request	1 BBS	Count	11	3	2	296
		% within Education	23.4%	27.3%	33.3%	24.9%
	2 Kuzoo	Count	17	5	2	335
		% within Education	36.2%	45.5%	33.3%	28.1%
	3 Radio Valley	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	4 Centennial	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	19	3	2	555
		% within Education	40.4%	27.3%	33.3%	46.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Music * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Station Music	1 BBS	Count	152	26	44	30	19	0	5
		% within Education	27.4%	38.8%	31.7%	14.9%	17.0%	.0%	10.2%
	2 Kuzoo	Count	202	17	37	61	23	1	15
		% within Education	36.4%	25.4%	26.6%	30.2%	20.5%	33.3%	30.6%
	3 Radio Valley	Count	2	0	1	1	0	0	0
		% within Education	.4%	.0%	.7%	.5%	.0%	.0%	.0%
	4 Centennial	Count	0	0	0	0	2	0	1
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%	2.0%
	5 Intl. radio station specify	Count	5	2	5	7	11	0	2
		% within Education	.9%	3.0%	3.6%	3.5%	9.8%	.0%	4.1%
	NA	Count	194	22	52	103	57	2	26
		% within Education	35.0%	32.8%	37.4%	51.0%	50.9%	66.7%	53.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Music * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Music	1 BBS	Count	17	2	1	296
		% within Education	36.2%	18.2%	16.7%	24.9%
	2 Kuzoo	Count	16	6	3	381
		% within Education	34.0%	54.5%	50.0%	32.0%
	3 Radio Valley	Count	1	0	0	5
		% within Education	2.1%	.0%	.0%	.4%
	4 Centennial	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	1	0	33
		% within Education	.0%	9.1%	.0%	2.8%
	NA	Count	13	2	2	473
		% within Education	27.7%	18.2%	33.3%	39.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Children's * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Station Children's	1 BBS	Count	278	33	55	57	28	0	9
		% within Education	50.1%	49.3%	39.6%	28.2%	25.0%	.0%	18.4%
	2 Kuzoo	Count	36	3	10	19	7	0	4
		% within Education	6.5%	4.5%	7.2%	9.4%	6.3%	.0%	8.2%
	3 Radio Valley	Count	4	0	0	1	0	0	0
		% within Education	.7%	.0%	.0%	.5%	.0%	.0%	.0%
	4 Centennial	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	5 Intl. radio station specify	Count	1	0	2	4	5	0	1
		% within Education	.2%	.0%	1.4%	2.0%	4.5%	.0%	2.0%
	NA	Count	236	31	72	121	72	3	34
		% within Education	42.5%	46.3%	51.8%	59.9%	64.3%	100.0%	69.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Children's * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Children's	1 BBS	Count	26	5	3	494
		% within Education	55.3%	45.5%	50.0%	41.5%
	2 Kuzoo	Count	5	4	1	89
		% within Education	10.6%	36.4%	16.7%	7.5%
	3 Radio Valley	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	4 Centennial	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	0	0	13
		% within Education	.0%	.0%	.0%	1.1%
	NA	Count	16	2	2	589
		% within Education	34.0%	18.2%	33.3%	49.5%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Religious * Education Crosstabulation

			Education						
									7 University(b achelor's or higher)
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	
Station Religious	1 BBS	Count	329	41	75	76	44	0	18
		% within Education	59.3%	61.2%	54.0%	37.6%	39.3%	.0%	36.7%
	2 Kuzoo	Count	24	2	7	14	3	0	0
		% within Education	4.3%	3.0%	5.0%	6.9%	2.7%	.0%	.0%
	3 Radio Valley	Count	2	0	1	0	0	0	0
		% within Education	.4%	.0%	.7%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	0	1	1	1	0	1
		% within Education	.0%	.0%	.7%	.5%	.9%	.0%	2.0%
	NA	Count	200	24	55	111	64	3	30
		% within Education	36.0%	35.8%	39.6%	55.0%	57.1%	100.0%	61.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Religious * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Religious	1 BBS	Count	31	8	3	625
		% within Education	66.0%	72.7%	50.0%	52.5%
	2 Kuzoo	Count	3	1	0	54
		% within Education	6.4%	9.1%	.0%	4.5%
	3 Radio Valley	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	NA	Count	13	2	3	505
		% within Education	27.7%	18.2%	50.0%	42.4%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Health * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Station Health	1 BBS	Count	325	40	65	79	41	1	17
		% within Education	58.6%	59.7%	46.8%	39.1%	36.6%	33.3%	34.7%
	2 Kuzoo	Count	24	3	8	11	5	0	1
		% within Education	4.3%	4.5%	5.8%	5.4%	4.5%	.0%	2.0%
	3 Radio Valley	Count	2	0	0	2	1	0	0
		% within Education	.4%	.0%	.0%	1.0%	.9%	.0%	.0%
	5 Intl. radio station specify	Count	0	0	3	2	4	0	2
		% within Education	.0%	.0%	2.2%	1.0%	3.6%	.0%	4.1%
	NA	Count	204	24	63	108	61	2	29
		% within Education	36.8%	35.8%	45.3%	53.5%	54.5%	66.7%	59.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Health * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Health	1 BBS	Count	27	8	3	606
		% within Education	57.4%	72.7%	50.0%	50.9%
	2 Kuzoo	Count	6	0	0	58
		% within Education	12.8%	.0%	.0%	4.9%
	3 Radio Valley	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	5 Intl. radio station specify	Count	0	1	0	12
		% within Education	.0%	9.1%	.0%	1.0%
	NA	Count	14	2	3	510
		% within Education	29.8%	18.2%	50.0%	42.8%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Agriculture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Station Agriculture	1 BBS	Count	328	40	71	75	41	1	16
		% within Education	59.1%	59.7%	51.1%	37.1%	36.6%	33.3%	32.7%
	2 Kuzoo	Count	20	1	4	11	2	0	1
		% within Education	3.6%	1.5%	2.9%	5.4%	1.8%	.0%	2.0%
	3 Radio Valley	Count	2	0	0	1	1	0	0
		% within Education	.4%	.0%	.0%	.5%	.9%	.0%	.0%
	5 Intl. radio station specify	Count	0	0	1	0	2	0	1
		% within Education	.0%	.0%	.7%	.0%	1.8%	.0%	2.0%
	NA	Count	205	26	63	115	66	2	31
		% within Education	36.9%	38.8%	45.3%	56.9%	58.9%	66.7%	63.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Agriculture * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Agriculture	1 BBS	Count	29	9	2	612
		% within Education	61.7%	81.8%	33.3%	51.4%
	2 Kuzoo	Count	4	0	0	43
		% within Education	8.5%	.0%	.0%	3.6%
	3 Radio Valley	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	NA	Count	14	2	4	528
		% within Education	29.8%	18.2%	66.7%	44.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Education * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Station Education	1 BBS	Count	318	40	70	79	43	1	19
		% within Education	57.3%	59.7%	50.4%	39.1%	38.4%	33.3%	38.8%
	2 Kuzoo	Count	20	1	5	10	2	0	0
		% within Education	3.6%	1.5%	3.6%	5.0%	1.8%	.0%	.0%
	3 Radio Valley	Count	4	0	1	0	0	0	0
		% within Education	.7%	.0%	.7%	.0%	.0%	.0%	.0%
	4 Centennial	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	5 Intl. radio station specify	Count	0	0	2	0	4	0	2
		% within Education	.0%	.0%	1.4%	.0%	3.6%	.0%	4.1%
	NA	Count	213	26	61	113	62	2	28
		% within Education	38.4%	38.8%	43.9%	55.9%	55.4%	66.7%	57.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Education * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Station Education	1 BBS	Count	28	8	3	609
		% within Education	59.6%	72.7%	50.0%	51.1%
	2 Kuzoo	Count	4	0	0	42
		% within Education	8.5%	.0%	.0%	3.5%
	3 Radio Valley	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	4 Centennial	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	NA	Count	15	3	3	526
		% within Education	31.9%	27.3%	50.0%	44.2%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

F3 E Station Advertisement * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Station Advertisement	1 BBS	Count	188	30	55	66	30	0
		% within Education	33.9%	44.8%	39.6%	32.7%	26.8%	.0%
	2 Kuzoo	Count	52	5	9	15	7	0
		% within Education	9.4%	7.5%	6.5%	7.4%	6.3%	.0%
	3 Radio Valley	Count	1	0	1	1	0	0
		% within Education	.2%	.0%	.7%	.5%	.0%	.0%
	5 Intl. radio station specify	Count	2	0	1	2	5	0
		% within Education	.4%	.0%	.7%	1.0%	4.5%	.0%
	NA	Count	312	32	73	118	70	3
		% within Education	56.2%	47.8%	52.5%	58.4%	62.5%	100.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Advertisement * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Station Advertisement	1 BBS	Count	14	20	6	4	413
		% within Education	28.6%	42.6%	54.5%	66.7%	34.7%
	2 Kuzoo	Count	3	6	1	0	98
		% within Education	6.1%	12.8%	9.1%	.0%	8.2%
	3 Radio Valley	Count	0	0	0	0	3
		% within Education	.0%	.0%	.0%	.0%	.3%
	5 Intl. radio station specify	Count	1	0	0	0	11
		% within Education	2.0%	.0%	.0%	.0%	.9%
	NA	Count	31	21	4	2	666
		% within Education	63.3%	44.7%	36.4%	33.3%	55.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 E Station Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Station Others	NA	Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F3 E Station Others * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Station Others NA	Count		11	6	1191
	% within Education		100.0%	100.0%	100.0%
Total	Count		11	6	1191
	% within Education		100.0%	100.0%	100.0%

F. Radio Specifics by Gender

F1 G Listen to Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Listen to Radio	1 At Home	Count	355	306	661
		% within Gender	56.8%	54.1%	55.5%
	2 In the car	Count	8	21	29
		% within Gender	1.3%	3.7%	2.4%
	3 At work	Count	12	11	23
		% within Gender	1.9%	1.9%	1.9%
	4 On the mobile	Count	18	26	44
		% within Gender	2.9%	4.6%	3.7%
	Friends place	Count	2	1	3
		% within Gender	.3%	.2%	.3%
	in the shop	Count	0	1	1
		% within Gender	.0%	.2%	.1%
NA		Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
other's home		Count	0	1	1
		% within Gender	.0%	.2%	.1%
Whenever there is time		Count	1	0	1
		% within Gender	.2%	.0%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

F2 G Attention paid to listen News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen News	1 A great deal	Count	324	316	640
		% within Gender	51.8%	55.8%	53.7%
	2 Some	Count	61	41	102
		% within Gender	9.8%	7.2%	8.6%
	3 A little	Count	9	7	16
		% within Gender	1.4%	1.2%	1.3%
	4 None	Count	2	3	5
		% within Gender	.3%	.5%	.4%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

F2 G Attention paid to listen Live call in/request * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Live call in/request	1 A great deal	Count	158	147	305
		% within Gender	25.3%	26.0%	25.6%
	2 Some	Count	131	119	250
		% within Gender	21.0%	21.0%	21.0%
	3 A little	Count	39	42	81
		% within Gender	6.2%	7.4%	6.8%
	4 None	Count	68	59	127
		% within Gender	10.9%	10.4%	10.7%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Music * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Music	1 A great deal	Count	180	157	337
		% within Gender	28.8%	27.7%	28.3%
	2 Some	Count	148	139	287
		% within Gender	23.7%	24.6%	24.1%
	3 A little	Count	45	50	95
		% within Gender	7.2%	8.8%	8.0%
	4 None	Count	23	21	44
		% within Gender	3.7%	3.7%	3.7%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Children's * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Children's	1 A great deal	Count	89	109	198
		% within Gender	14.2%	19.3%	16.6%
	2 Some	Count	142	131	273
		% within Gender	22.7%	23.1%	22.9%
	3 A little	Count	71	61	132
		% within Gender	11.4%	10.8%	11.1%
	4 None	Count	94	66	160
		% within Gender	15.0%	11.7%	13.4%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Religious * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Religious	1 A great deal	Count	186	214	400
		% within Gender	29.8%	37.8%	33.6%
	2 Some	Count	119	94	213
		% within Gender	19.0%	16.6%	17.9%
	3 A little	Count	43	33	76
		% within Gender	6.9%	5.8%	6.4%
	4 None	Count	48	26	74
		% within Gender	7.7%	4.6%	6.2%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Health * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Health	1 A great deal	Count	150	174	324
		% within Gender	24.0%	30.7%	27.2%
	2 Some	Count	147	116	263
		% within Gender	23.5%	20.5%	22.1%
	3 A little	Count	52	44	96
		% within Gender	8.3%	7.8%	8.1%
	4 None	Count	47	33	80
		% within Gender	7.5%	5.8%	6.7%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Agriculture * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Agriculture	1 A great deal	Count	157	175	332
		% within Gender	25.1%	30.9%	27.9%
	2 Some	Count	128	101	229
		% within Gender	20.5%	17.8%	19.2%
	3 A little	Count	56	47	103
		% within Gender	9.0%	8.3%	8.6%
	4 None	Count	55	44	99
		% within Gender	8.8%	7.8%	8.3%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Education * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Education	1 A great deal	Count	133	157	290
		% within Gender	21.3%	27.7%	24.3%
	2 Some	Count	142	118	260
		% within Gender	22.7%	20.8%	21.8%
	3 A little	Count	65	52	117
		% within Gender	10.4%	9.2%	9.8%
	4 None	Count	56	40	96
		% within Gender	9.0%	7.1%	8.1%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Advertisement * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Advertisement	1 A great deal	Count	66	85	151
		% within Gender	10.6%	15.0%	12.7%
	2 Some	Count	110	112	222
		% within Gender	17.6%	19.8%	18.6%
	3 A little	Count	90	64	154
		% within Gender	14.4%	11.3%	12.9%
	4 None	Count	130	106	236
		% within Gender	20.8%	18.7%	19.8%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F2 G Attention paid to listen Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to listen Others	4 None	Count	396	367	763
		% within Gender	63.4%	64.8%	64.1%
	NA	Count	229	199	428
		% within Gender	36.6%	35.2%	35.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

F3 G Station News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station News	1 BBS	Count	373	348	721
		% within Gender	59.7%	61.5%	60.5%
	2 Kuzoo	Count	19	12	31
		% within Gender	3.0%	2.1%	2.6%
	3 Radio Valley	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	5 Intl. radio station specify	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	NA	Count	231	202	433
		% within Gender	37.0%	35.7%	36.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Live call in/request * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Live call in/request	1 BBS	Count	130	166	296
		% within Gender	20.8%	29.3%	24.9%
	2 Kuzoo	Count	197	138	335
		% within Gender	31.5%	24.4%	28.1%
	3 Radio Valley	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	4 Centennial	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 Intl. radio station specify	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	297	258	555
		% within Gender	47.5%	45.6%	46.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Music * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Music	1 BBS	Count	132	164	296
		% within Gender	21.1%	29.0%	24.9%
	2 Kuzoo	Count	222	159	381
		% within Gender	35.5%	28.1%	32.0%
	3 Radio Valley	Count	2	3	5
		% within Gender	.3%	.5%	.4%
	4 Centennial	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	5 Intl. radio station specify	Count	15	18	33
		% within Gender	2.4%	3.2%	2.8%
	NA	Count	253	220	473
		% within Gender	40.5%	38.9%	39.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Children's * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Children's	1 BBS	Count	247	247	494
		% within Gender	39.5%	43.6%	41.5%
	2 Kuzoo	Count	49	40	89
		% within Gender	7.8%	7.1%	7.5%
	3 Radio Valley	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	4 Centennial	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 Intl. radio station specify	Count	4	9	13
		% within Gender	.6%	1.6%	1.1%
	NA	Count	324	265	589
		% within Gender	51.8%	46.8%	49.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Religious * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Religious	1 BBS	Count	309	316	625
		% within Gender	49.4%	55.8%	52.5%
	2 Kuzoo	Count	35	19	54
		% within Gender	5.6%	3.4%	4.5%
	3 Radio Valley	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	5 Intl. radio station specify	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	NA	Count	279	226	505
		% within Gender	44.6%	39.9%	42.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Health * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Health	1 BBS	Count	303	303	606
		% within Gender	48.5%	53.5%	50.9%
	2 Kuzoo	Count	37	21	58
		% within Gender	5.9%	3.7%	4.9%
	3 Radio Valley	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	5 Intl. radio station specify	Count	4	8	12
		% within Gender	.6%	1.4%	1.0%
	NA	Count	278	232	510
		% within Gender	44.5%	41.0%	42.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Agriculture * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Agriculture	1 BBS	Count	310	302	612
		% within Gender	49.6%	53.4%	51.4%
	2 Kuzoo	Count	28	15	43
		% within Gender	4.5%	2.7%	3.6%
	3 Radio Valley	Count	1	3	4
		% within Gender	.2%	.5%	.3%
	5 Intl. radio station specify	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	NA	Count	284	244	528
		% within Gender	45.4%	43.1%	44.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Education * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Education	1 BBS	Count	311	298	609
		% within Gender	49.8%	52.7%	51.1%
	2 Kuzoo	Count	26	16	42
		% within Gender	4.2%	2.8%	3.5%
	3 Radio Valley	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	4 Centennial	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 Intl. radio station specify	Count	2	6	8
		% within Gender	.3%	1.1%	.7%
	NA	Count	285	241	526
		% within Gender	45.6%	42.6%	44.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Advertisement * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Advertisement	1 BBS	Count	207	206	413
		% within Gender	33.1%	36.4%	34.7%
	2 Kuzoo	Count	54	44	98
		% within Gender	8.6%	7.8%	8.2%
	3 Radio Valley	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	5 Intl. radio station specify	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	NA	Count	359	307	666
		% within Gender	57.4%	54.2%	55.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

F3 G Station Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Station Others NA	Count		625	566	1191
	% within Gender		100.0%	100.0%	100.0%
Total	Count		625	566	1191
	% within Gender		100.0%	100.0%	100.0%

F. Radio Specifics by Income

F1 I Listen to Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Listen to Radio	1 At Home	Count	412	158	52	11	7	6
		% within Income	61.4%	53.6%	44.4%	27.5%	25.0%	54.5%
	2 In the car	Count	6	5	3	5	4	1
		% within Income	.9%	1.7%	2.6%	12.5%	14.3%	9.1%
	3 At work	Count	15	4	1	1	1	1
		% within Income	2.2%	1.4%	.9%	2.5%	3.6%	9.1%
	4 On the mobile	Count	13	14	10	3	4	0
		% within Income	1.9%	4.7%	8.5%	7.5%	14.3%	.0%
	Friends place	Count	2	1	0	0	0	0
		% within Income	.3%	.3%	.0%	.0%	.0%	.0%
	in the shop	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
	other's home	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Whenever there is time	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F1 I Listen to Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Listen to Radio	1 At Home	Count	15	661
		% within Income	51.7%	55.5%
	2 In the car	Count	5	29
		% within Income	17.2%	2.4%
	3 At work	Count	0	23
		% within Income	.0%	1.9%
	4 On the mobile	Count	0	44
		% within Income	.0%	3.7%
	Friends place	Count	0	3
		% within Income	.0%	.3%
	in the shop	Count	0	1
		% within Income	.0%	.1%
	NA	Count	9	428
		% within Income	31.0%	35.9%
other's home	Count	0	1	
	% within Income	.0%	.1%	
Whenever there is time	Count	0	1	
	% within Income	.0%	.1%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F2 I Attention paid to listen News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen News	1 A great deal	Count	396	143	55	14	11	7
		% within Income	59.0%	48.5%	47.0%	35.0%	39.3%	63.6%
	2 Some	Count	43	34	10	5	4	1
		% within Income	6.4%	11.5%	8.5%	12.5%	14.3%	9.1%
	3 A little	Count	9	4	0	1	1	0
		% within Income	1.3%	1.4%	.0%	2.5%	3.6%	.0%
	4 None	Count	3	1	1	0	0	0
		% within Income	.4%	.3%	.9%	.0%	.0%	.0%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 I Attention paid to listen News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen News	1 A great deal	Count	14	640
		% within Income	48.3%	53.7%
	2 Some	Count	5	102
		% within Income	17.2%	8.6%
	3 A little	Count	1	16
		% within Income	3.4%	1.3%
	4 None	Count	0	5
		% within Income	.0%	.4%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F2 I Attention paid to listen Live call in/request * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Live call in/request	1 A great deal	Count	184	72	31	8	7	1
		% within Income	27.4%	24.4%	26.5%	20.0%	25.0%	9.1%
	2 Some	Count	152	59	18	5	3	3
		% within Income	22.7%	20.0%	15.4%	12.5%	10.7%	27.3%
	3 A little	Count	55	12	7	2	1	1
		% within Income	8.2%	4.1%	6.0%	5.0%	3.6%	9.1%
	4 None	Count	60	39	10	5	5	3
		% within Income	8.9%	13.2%	8.5%	12.5%	17.9%	27.3%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 I Attention paid to listen Live call in/request * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Live call in/request	1 A great deal	Count	2	305
		% within Income	6.9%	25.6%
	2 Some	Count	10	250
		% within Income	34.5%	21.0%
	3 A little	Count	3	81
		% within Income	10.3%	6.8%
	4 None	Count	5	127
		% within Income	17.2%	10.7%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Music * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Music	1 A great deal	Count	205	78	31	8	9	2
		% within Income	30.6%	26.4%	26.5%	20.0%	32.1%	18.2%
	2 Some	Count	166	64	26	11	4	4
		% within Income	24.7%	21.7%	22.2%	27.5%	14.3%	36.4%
	3 A little	Count	56	24	7	1	2	2
		% within Income	8.3%	8.1%	6.0%	2.5%	7.1%	18.2%
	4 None	Count	24	16	2	0	1	0
		% within Income	3.6%	5.4%	1.7%	.0%	3.6%	.0%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Music * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Music	1 A great deal	Count	4	337
		% within Income	13.8%	28.3%
	2 Some	Count	12	287
		% within Income	41.4%	24.1%
	3 A little	Count	3	95
		% within Income	10.3%	8.0%
	4 None	Count	1	44
		% within Income	3.4%	3.7%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F2 I Attention paid to listen Children's * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Children's	1 A great deal	Count	144	34	16	2	0	0
		% within Income	21.5%	11.5%	13.7%	5.0%	.0%	.0%
	2 Some	Count	162	65	22	5	6	4
		% within Income	24.1%	22.0%	18.8%	12.5%	21.4%	36.4%
	3 A little	Count	71	33	12	5	6	1
		% within Income	10.6%	11.2%	10.3%	12.5%	21.4%	9.1%
	4 None	Count	74	50	16	8	4	3
		% within Income	11.0%	16.9%	13.7%	20.0%	14.3%	27.3%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 I Attention paid to listen Children's * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Children's	1 A great deal	Count	2	198
		% within Income	6.9%	16.6%
	2 Some	Count	9	273
		% within Income	31.0%	22.9%
	3 A little	Count	4	132
		% within Income	13.8%	11.1%
	4 None	Count	5	160
		% within Income	17.2%	13.4%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Religious * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Religious	1 A great deal	Count	268	83	26	8	4	4
		% within Income	39.9%	28.1%	22.2%	20.0%	14.3%	36.4%
	2 Some	Count	116	53	21	5	7	2
		% within Income	17.3%	18.0%	17.9%	12.5%	25.0%	18.2%
	3 A little	Count	34	24	10	4	2	0
		% within Income	5.1%	8.1%	8.5%	10.0%	7.1%	.0%
	4 None	Count	33	22	9	3	3	2
		% within Income	4.9%	7.5%	7.7%	7.5%	10.7%	18.2%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Religious * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Religious	1 A great deal	Count	7	400
		% within Income	24.1%	33.6%
	2 Some	Count	9	213
		% within Income	31.0%	17.9%
	3 A little	Count	2	76
		% within Income	6.9%	6.4%
	4 None	Count	2	74
		% within Income	6.9%	6.2%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Health * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Health	1 A great deal	Count	216	70	23	5	5	1
		% within Income	32.2%	23.7%	19.7%	12.5%	17.9%	9.1%
	2 Some	Count	143	68	23	7	5	6
		% within Income	21.3%	23.1%	19.7%	17.5%	17.9%	54.5%
	3 A little	Count	51	21	13	5	4	0
		% within Income	7.6%	7.1%	11.1%	12.5%	14.3%	.0%
	4 None	Count	41	23	7	3	2	1
		% within Income	6.1%	7.8%	6.0%	7.5%	7.1%	9.1%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Health * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Health	1 A great deal	Count	4	324
		% within Income	13.8%	27.2%
	2 Some	Count	11	263
		% within Income	37.9%	22.1%
	3 A little	Count	2	96
		% within Income	6.9%	8.1%
	4 None	Count	3	80
		% within Income	10.3%	6.7%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Agriculture * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Agriculture	1 A great deal	Count	229	66	25	3	5	0
		% within Income	34.1%	22.4%	21.4%	7.5%	17.9%	.0%
	2 Some	Count	130	57	17	5	4	6
		% within Income	19.4%	19.3%	14.5%	12.5%	14.3%	54.5%
	3 A little	Count	44	30	14	8	3	1
		% within Income	6.6%	10.2%	12.0%	20.0%	10.7%	9.1%
	4 None	Count	48	29	10	4	4	1
		% within Income	7.2%	9.8%	8.5%	10.0%	14.3%	9.1%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Agriculture * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Agriculture	1 A great deal	Count	4	332
		% within Income	13.8%	27.9%
	2 Some	Count	10	229
		% within Income	34.5%	19.2%
	3 A little	Count	3	103
		% within Income	10.3%	8.6%
	4 None	Count	3	99
		% within Income	10.3%	8.3%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Education * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Education	1 A great deal	Count	191	60	26	2	6	2
		% within Income	28.5%	20.3%	22.2%	5.0%	21.4%	18.2%
	2 Some	Count	148	61	24	10	4	5
		% within Income	22.1%	20.7%	20.5%	25.0%	14.3%	45.5%
	3 A little	Count	63	32	6	6	3	0
		% within Income	9.4%	10.8%	5.1%	15.0%	10.7%	.0%
	4 None	Count	49	29	10	2	3	1
		% within Income	7.3%	9.8%	8.5%	5.0%	10.7%	9.1%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Education * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Education	1 A great deal	Count	3	290
		% within Income	10.3%	24.3%
	2 Some	Count	8	260
		% within Income	27.6%	21.8%
	3 A little	Count	7	117
		% within Income	24.1%	9.8%
	4 None	Count	2	96
		% within Income	6.9%	8.1%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Advertisement * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Advertisement	1 A great deal	Count	95	31	15	2	4	0
		% within Income	14.2%	10.5%	12.8%	5.0%	14.3%	.0%
	2 Some	Count	135	50	20	6	4	1
		% within Income	20.1%	16.9%	17.1%	15.0%	14.3%	9.1%
	3 A little	Count	91	33	13	5	4	2
		% within Income	13.6%	11.2%	11.1%	12.5%	14.3%	18.2%
	4 None	Count	130	68	18	7	4	5
		% within Income	19.4%	23.1%	15.4%	17.5%	14.3%	45.5%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Advertisement * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Advertisement	1 A great deal	Count	4	151
		% within Income	13.8%	12.7%
	2 Some	Count	6	222
		% within Income	20.7%	18.6%
	3 A little	Count	6	154
		% within Income	20.7%	12.9%
	4 None	Count	4	236
		% within Income	13.8%	19.8%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F2 I Attention paid to listen Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to listen Others	4 None	Count	451	182	66	20	16	8
		% within Income	67.2%	61.7%	56.4%	50.0%	57.1%	72.7%
	NA	Count	220	113	51	20	12	3
		% within Income	32.8%	38.3%	43.6%	50.0%	42.9%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 I Attention paid to listen Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to listen Others	4 None	Count	20	763
		% within Income	69.0%	64.1%
	NA	Count	9	428
		% within Income	31.0%	35.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

F3 I Station News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Station News	1 BBS	Count	430	172	62	18	13	7
		% within Income	64.1%	58.3%	53.0%	45.0%	46.4%	63.6%
	2 Kuzoo	Count	17	7	3	1	1	1
		% within Income	2.5%	2.4%	2.6%	2.5%	3.6%	9.1%
	3 Radio Valley	Count	0	2	0	0	0	0
		% within Income	.0%	.7%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	1	0	0	1	2	0
		% within Income	.1%	.0%	.0%	2.5%	7.1%	.0%
	NA	Count	223	114	52	20	12	3
		% within Income	33.2%	38.6%	44.4%	50.0%	42.9%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Station News	1 BBS	Count	19	721
		% within Income	65.5%	60.5%
	2 Kuzoo	Count	1	31
		% within Income	3.4%	2.6%
	3 Radio Valley	Count	0	2
		% within Income	.0%	.2%
	5 Intl. radio station specify	Count	0	4
		% within Income	.0%	.3%
	NA	Count	9	433
		% within Income	31.0%	36.4%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F3 I Station Live call in/request * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Live call in/request	1 BBS	Count	205	55	24	5	2
		% within Income	30.6%	18.6%	20.5%	12.5%	7.1%
	2 Kuzoo	Count	186	84	32	10	8
		% within Income	27.7%	28.5%	27.4%	25.0%	28.6%
	3 Radio Valley	Count	0	3	0	0	0
		% within Income	.0%	1.0%	.0%	.0%	.0%
	4 Centennial	Count	0	0	0	0	1
		% within Income	.0%	.0%	.0%	.0%	3.6%
	5 Intl. radio station specify	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	NA	Count	280	152	61	25	17
		% within Income	41.7%	51.5%	52.1%	62.5%	60.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Live call in/request * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Live call in/request	1 BBS	Count	2	3	296
		% within Income	18.2%	10.3%	24.9%
	2 Kuzoo	Count	3	12	335
		% within Income	27.3%	41.4%	28.1%
	3 Radio Valley	Count	0	0	3
		% within Income	.0%	.0%	.3%
	4 Centennial	Count	0	0	1
		% within Income	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	0	1
		% within Income	.0%	.0%	.1%
	NA	Count	6	14	555
		% within Income	54.5%	48.3%	46.6%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

F3 I Station Music * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Station Music	1 BBS	Count	200	57	22	8	2	3
		% within Income	29.8%	19.3%	18.8%	20.0%	7.1%	27.3%
	2 Kuzoo	Count	208	95	39	10	10	5
		% within Income	31.0%	32.2%	33.3%	25.0%	35.7%	45.5%
	3 Radio Valley	Count	2	3	0	0	0	0
		% within Income	.3%	1.0%	.0%	.0%	.0%	.0%
	4 Centennial	Count	0	2	0	0	1	0
		% within Income	.0%	.7%	.0%	.0%	3.6%	.0%
	5 Intl. radio station specify	Count	16	9	3	2	2	0
		% within Income	2.4%	3.1%	2.6%	5.0%	7.1%	.0%
	NA	Count	245	129	53	20	13	3
		% within Income	36.5%	43.7%	45.3%	50.0%	46.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F3 I Station Music * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Station Music	1 BBS	Count	4	296
		% within Income	13.8%	24.9%
	2 Kuzoo	Count	14	381
		% within Income	48.3%	32.0%
	3 Radio Valley	Count	0	5
		% within Income	.0%	.4%
	4 Centennial	Count	0	3
		% within Income	.0%	.3%
	5 Intl. radio station specify	Count	1	33
		% within Income	3.4%	2.8%
	NA	Count	10	473
		% within Income	34.5%	39.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F3 I Station Children's * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Children's	1 BBS	Count	337	96	35	8	5
		% within Income	50.2%	32.5%	29.9%	20.0%	17.9%
	2 Kuzoo	Count	36	29	13	1	4
		% within Income	5.4%	9.8%	11.1%	2.5%	14.3%
	3 Radio Valley	Count	3	2	0	0	0
		% within Income	.4%	.7%	.0%	.0%	.0%
	4 Centennial	Count	0	0	0	0	1
		% within Income	.0%	.0%	.0%	.0%	3.6%
	5 Intl. radio station specify	Count	0	5	2	3	2
		% within Income	.0%	1.7%	1.7%	7.5%	7.1%
	NA	Count	295	163	67	28	16
		% within Income	44.0%	55.3%	57.3%	70.0%	57.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Children's * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Children's	1 BBS	Count	3	10	494
		% within Income	27.3%	34.5%	41.5%
	2 Kuzoo	Count	2	4	89
		% within Income	18.2%	13.8%	7.5%
	3 Radio Valley	Count	0	0	5
		% within Income	.0%	.0%	.4%
	4 Centennial	Count	0	0	1
		% within Income	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	1	13
		% within Income	.0%	3.4%	1.1%
	NA	Count	6	14	589
		% within Income	54.5%	48.3%	49.5%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

F3 I Station Religious * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Religious	1 BBS	Count	394	135	50	15	12
		% within Income	58.7%	45.8%	42.7%	37.5%	42.9%
	2 Kuzoo	Count	22	19	5	2	1
		% within Income	3.3%	6.4%	4.3%	5.0%	3.6%
	3 Radio Valley	Count	0	3	0	0	0
		% within Income	.0%	1.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	2	2	0	0
		% within Income	.0%	.7%	1.7%	.0%	.0%
	NA	Count	255	136	60	23	15
		% within Income	38.0%	46.1%	51.3%	57.5%	53.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Religious * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Religious	1 BBS	Count	3	16	625
		% within Income	27.3%	55.2%	52.5%
	2 Kuzoo	Count	3	2	54
		% within Income	27.3%	6.9%	4.5%
	3 Radio Valley	Count	0	0	3
		% within Income	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	0	4
		% within Income	.0%	.0%	.3%
	NA	Count	5	11	505
		% within Income	45.5%	37.9%	42.4%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

F3 I Station Health * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Station Health	1 BBS	Count	383	133	49	14	9	5
		% within Income	57.1%	45.1%	41.9%	35.0%	32.1%	45.5%
	2 Kuzoo	Count	19	20	7	3	3	2
		% within Income	2.8%	6.8%	6.0%	7.5%	10.7%	18.2%
	3 Radio Valley	Count	2	3	0	0	0	0
		% within Income	.3%	1.0%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	4	3	3	0	2	0
		% within Income	.6%	1.0%	2.6%	.0%	7.1%	.0%
	NA	Count	263	136	58	23	14	4
		% within Income	39.2%	46.1%	49.6%	57.5%	50.0%	36.4%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Health * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Station Health	1 BBS	Count	13	606
		% within Income	44.8%	50.9%
	2 Kuzoo	Count	4	58
		% within Income	13.8%	4.9%
	3 Radio Valley	Count	0	5
		% within Income	.0%	.4%
	5 Intl. radio station specify	Count	0	12
		% within Income	.0%	1.0%
	NA	Count	12	510
		% within Income	41.4%	42.8%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

F3 I Station Agriculture * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Agriculture	1 BBS	Count	383	135	50	14	9
		% within Income	57.1%	45.8%	42.7%	35.0%	32.1%
	2 Kuzoo	Count	18	13	5	2	2
		% within Income	2.7%	4.4%	4.3%	5.0%	7.1%
	3 Radio Valley	Count	1	3	0	0	0
		% within Income	.1%	1.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	2	1	0	1
		% within Income	.0%	.7%	.9%	.0%	3.6%
	NA	Count	269	142	61	24	16
		% within Income	40.1%	48.1%	52.1%	60.0%	57.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Agriculture * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Agriculture	1 BBS	Count	5	16	612
		% within Income	45.5%	55.2%	51.4%
	2 Kuzoo	Count	2	1	43
		% within Income	18.2%	3.4%	3.6%
	3 Radio Valley	Count	0	0	4
		% within Income	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	0	4
		% within Income	.0%	.0%	.3%
	NA	Count	4	12	528
		% within Income	36.4%	41.4%	44.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

F3 I Station Education * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Education	1 BBS	Count	384	127	49	16	10
		% within Income	57.2%	43.1%	41.9%	40.0%	35.7%
	2 Kuzoo	Count	15	16	6	2	1
		% within Income	2.2%	5.4%	5.1%	5.0%	3.6%
	3 Radio Valley	Count	2	3	0	0	0
		% within Income	.3%	1.0%	.0%	.0%	.0%
	4 Centennial	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	5	1	0	2
		% within Income	.0%	1.7%	.9%	.0%	7.1%
	NA	Count	270	143	61	22	15
		% within Income	40.2%	48.5%	52.1%	55.0%	53.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Education * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Education	1 BBS	Count	6	17	609
		% within Income	54.5%	58.6%	51.1%
	2 Kuzoo	Count	1	1	42
		% within Income	9.1%	3.4%	3.5%
	3 Radio Valley	Count	0	0	5
		% within Income	.0%	.0%	.4%
	4 Centennial	Count	0	0	1
		% within Income	.0%	.0%	.1%
	5 Intl. radio station specify	Count	0	0	8
		% within Income	.0%	.0%	.7%
	NA	Count	4	11	526
		% within Income	36.4%	37.9%	44.2%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

F3 I Station Advertisement * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Station Advertisement	1 BBS	Count	258	86	34	11	11
		% within Income	38.5%	29.2%	29.1%	27.5%	39.3%
	2 Kuzoo	Count	58	21	11	2	1
		% within Income	8.6%	7.1%	9.4%	5.0%	3.6%
	3 Radio Valley	Count	2	1	0	0	0
		% within Income	.3%	.3%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	1	6	3	0	0
		% within Income	.1%	2.0%	2.6%	.0%	.0%
	NA	Count	352	181	69	27	16
		% within Income	52.5%	61.4%	59.0%	67.5%	57.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 I Station Advertisement * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Station Advertisement	1 BBS	Count	3	10	413
		% within Income	27.3%	34.5%	34.7%
	2 Kuzoo	Count	0	5	98
		% within Income	.0%	17.2%	8.2%
	3 Radio Valley	Count	0	0	3
		% within Income	.0%	.0%	.3%
	5 Intl. radio station specify	Count	0	1	11
		% within Income	.0%	3.4%	.9%
	NA	Count	8	13	666
		% within Income	72.7%	44.8%	55.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

F3 I Station Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Station Others	NA	Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F3 I Station Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Station Others NA	Count		29	1191
	% within Income		100.0%	100.0%
Total	Count		29	1191
	% within Income		100.0%	100.0%

F. Radio Specifics by Occupation

F1 O Listen to Radio * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Listen to Radio	1 At Home	Count	84	71	3	367	10	111
		% within Occupation	39.6%	38.0%	27.3%	70.4%	55.6%	57.8%
	2 In the car	Count	13	9	1	1	0	3
		% within Occupation	6.1%	4.8%	9.1%	.2%	.0%	1.6%
	3 At work	Count	7	1	0	10	0	4
		% within Occupation	3.3%	.5%	.0%	1.9%	.0%	2.1%
	4 On the mobile	Count	14	14	2	3	4	4
		% within Occupation	6.6%	7.5%	18.2%	.6%	22.2%	2.1%
	Friends place	Count	0	0	1	1	0	1
		% within Occupation	.0%	.0%	9.1%	.2%	.0%	.5%
	in the shop	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
Total	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
	other's home	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	Whenever there is time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
Total			212	187	11	521	18	192
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F1 O Listen to Radio * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Listen to Radio	1 At Home	Count	15	661
		% within Occupation	30.0%	55.5%
	2 In the car	Count	2	29
		% within Occupation	4.0%	2.4%
	3 At work	Count	1	23
		% within Occupation	2.0%	1.9%
	4 On the mobile	Count	3	44
		% within Occupation	6.0%	3.7%
	Friends place	Count	0	3
		% within Occupation	.0%	.3%
	in the shop	Count	0	1
		% within Occupation	.0%	.1%
Total	NA	Count	29	428
		% within Occupation	58.0%	35.9%
	other's home	Count	0	1
		% within Occupation	.0%	.1%
	Whenever there is time	Count	0	1
		% within Occupation	.0%	.1%
Total			50	1191
			100.0%	100.0%

F2 O Attention paid to listen News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen News	1 A great deal	Count	93	65	3	355	12	94
		% within Occupation	43.9%	34.8%	27.3%	68.1%	66.7%	49.0%
	2 Some	Count	22	23	4	25	2	24
		% within Occupation	10.4%	12.3%	36.4%	4.8%	11.1%	12.5%
	3 A little	Count	4	7	0	1	0	4
		% within Occupation	1.9%	3.7%	.0%	.2%	.0%	2.1%
	4 None	Count	0	1	0	2	0	1
		% within Occupation	.0%	.5%	.0%	.4%	.0%	.5%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 O Attention paid to listen News * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention paid to listen News	1 A great deal	Count	18	640
		% within Occupation	36.0%	53.7%
	2 Some	Count	2	102
		% within Occupation	4.0%	8.6%
	3 A little	Count	0	16
		% within Occupation	.0%	1.3%
	4 None	Count	1	5
		% within Occupation	2.0%	.4%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Live call in/request * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Live call in/request	1 A great deal	Count	44	30	1	152	9	60
		% within Occupation	20.8%	16.0%	9.1%	29.2%	50.0%	31.3%
	2 Some	Count	26	33	4	143	3	33
		% within Occupation	12.3%	17.6%	36.4%	27.4%	16.7%	17.2%
	3 A little	Count	15	11	1	39	1	13
		% within Occupation	7.1%	5.9%	9.1%	7.5%	5.6%	6.8%
	4 None	Count	34	22	1	49	1	17
		% within Occupation	16.0%	11.8%	9.1%	9.4%	5.6%	8.9%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Live call in/request * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to listen Live call in/request	1 A great deal	Count	9	305
		% within Occupation	18.0%	25.6%
	2 Some	Count	8	250
		% within Occupation	16.0%	21.0%
	3 A little	Count	1	81
		% within Occupation	2.0%	6.8%
4 None		Count	3	127
		% within Occupation	6.0%	10.7%
NA		Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Music * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Music	1 A great deal	Count	47	43	5	174	8	53
		% within Occupation	22.2%	23.0%	45.5%	33.4%	44.4%	27.6%
	2 Some	Count	43	39	2	141	5	49
		% within Occupation	20.3%	20.9%	18.2%	27.1%	27.8%	25.5%
	3 A little	Count	22	9	0	46	1	14
		% within Occupation	10.4%	4.8%	.0%	8.8%	5.6%	7.3%
	4 None	Count	7	5	0	22	0	7
		% within Occupation	3.3%	2.7%	.0%	4.2%	.0%	3.6%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F2 O Attention paid to listen Music * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention paid to listen Music	1 A great deal	Count	7	337
		% within Occupation	14.0%	28.3%
	2 Some	Count	8	287
		% within Occupation	16.0%	24.1%
	3 A little	Count	3	95
		% within Occupation	6.0%	8.0%
4 None	Count	3	44	
	% within Occupation	6.0%	3.7%	
NA	Count	29	428	
	% within Occupation	58.0%	35.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Children's * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Children's	1 A great deal	Count	24	27	0	112	2	26
		% within Occupation	11.3%	14.4%	.0%	21.5%	11.1%	13.5%
	2 Some	Count	37	31	3	145	5	44
		% within Occupation	17.5%	16.6%	27.3%	27.8%	27.8%	22.9%
	3 A little	Count	26	19	4	52	4	23
		% within Occupation	12.3%	10.2%	36.4%	10.0%	22.2%	12.0%
	4 None	Count	32	19	0	74	3	30
		% within Occupation	15.1%	10.2%	.0%	14.2%	16.7%	15.6%
NA	Count	93	91	4	138	4	69	
	% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Children's * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to listen Children's	1 A great deal	Count	7	198
		% within Occupation	14.0%	16.6%
	2 Some	Count	8	273
		% within Occupation	16.0%	22.9%
	3 A little	Count	4	132
		% within Occupation	8.0%	11.1%
	4 None	Count	2	160
		% within Occupation	4.0%	13.4%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Religious * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Religious	1 A great deal	Count	50	37	3	238	4	55
		% within Occupation	23.6%	19.8%	27.3%	45.7%	22.2%	28.6%
	2 Some	Count	31	35	4	93	6	39
		% within Occupation	14.6%	18.7%	36.4%	17.9%	33.3%	20.3%
	3 A little	Count	17	15	0	25	3	13
		% within Occupation	8.0%	8.0%	.0%	4.8%	16.7%	6.8%
	4 None	Count	21	9	0	27	1	16
		% within Occupation	9.9%	4.8%	.0%	5.2%	5.6%	8.3%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Religious * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to listen Religious	1 A great deal	Count	13	400
		% within Occupation	26.0%	33.6%
	2 Some	Count	5	213
		% within Occupation	10.0%	17.9%
	3 A little	Count	3	76
		% within Occupation	6.0%	6.4%
	4 None	Count	0	74
		% within Occupation	.0%	6.2%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Health * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Health	1 A great deal	Count	42	34	2	185	4	47
		% within Occupation	19.8%	18.2%	18.2%	35.5%	22.2%	24.5%
	2 Some	Count	43	35	4	122	6	46
		% within Occupation	20.3%	18.7%	36.4%	23.4%	33.3%	24.0%
	3 A little	Count	18	20	1	36	4	14
		% within Occupation	8.5%	10.7%	9.1%	6.9%	22.2%	7.3%
	4 None	Count	16	7	0	40	0	16
		% within Occupation	7.5%	3.7%	.0%	7.7%	.0%	8.3%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Health * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to listen Health	1 A great deal	Count	10	324
		% within Occupation	20.0%	27.2%
	2 Some	Count	7	263
		% within Occupation	14.0%	22.1%
	3 A little	Count	3	96
		% within Occupation	6.0%	8.1%
	4 None	Count	1	80
		% within Occupation	2.0%	6.7%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Agriculture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Agriculture	1 A great deal	Count	40	24	0	211	4	44
		% within Occupation	18.9%	12.8%	.0%	40.5%	22.2%	22.9%
	2 Some	Count	31	37	5	106	7	37
		% within Occupation	14.6%	19.8%	45.5%	20.3%	38.9%	19.3%
	3 A little	Count	22	25	0	28	3	19
		% within Occupation	10.4%	13.4%	.0%	5.4%	16.7%	9.9%
	4 None	Count	26	10	2	38	0	23
		% within Occupation	12.3%	5.3%	18.2%	7.3%	.0%	12.0%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Agriculture * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to listen Agriculture	1 A great deal	Count	9	332
		% within Occupation	18.0%	27.9%
	2 Some	Count	6	229
		% within Occupation	12.0%	19.2%
	3 A little	Count	6	103
		% within Occupation	12.0%	8.6%
4 None	Count	0	99	
	% within Occupation	.0%	8.3%	
NA	Count	29	428	
	% within Occupation	58.0%	35.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Education * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Education	1 A great deal	Count	47	37	1	151	5	41
		% within Occupation	22.2%	19.8%	9.1%	29.0%	27.8%	21.4%
	2 Some	Count	33	36	5	134	7	38
		% within Occupation	15.6%	19.3%	45.5%	25.7%	38.9%	19.8%
	3 A little	Count	19	16	1	52	2	22
		% within Occupation	9.0%	8.6%	9.1%	10.0%	11.1%	11.5%
	4 None	Count	20	7	0	46	0	22
		% within Occupation	9.4%	3.7%	.0%	8.8%	.0%	11.5%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Education * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to listen Education	1 A great deal	Count	8	290
		% within Occupation	16.0%	24.3%
	2 Some	Count	7	260
		% within Occupation	14.0%	21.8%
	3 A little	Count	5	117
		% within Occupation	10.0%	9.8%
	4 None	Count	1	96
		% within Occupation	2.0%	8.1%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Advertisement * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Advertisement	1 A great deal	Count	25	16	0	76	5	23
		% within Occupation	11.8%	8.6%	.0%	14.6%	27.8%	12.0%
	2 Some	Count	30	33	5	115	4	30
		% within Occupation	14.2%	17.6%	45.5%	22.1%	22.2%	15.6%
	3 A little	Count	31	32	1	62	2	23
		% within Occupation	14.6%	17.1%	9.1%	11.9%	11.1%	12.0%
	4 None	Count	33	15	1	130	3	47
		% within Occupation	15.6%	8.0%	9.1%	25.0%	16.7%	24.5%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Advertisement * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to listen Advertisement	1 A great deal	Count	6	151
		% within Occupation	12.0%	12.7%
	2 Some	Count	5	222
		% within Occupation	10.0%	18.6%
	3 A little	Count	3	154
		% within Occupation	6.0%	12.9%
4 None	Count	7	236	
	% within Occupation	14.0%	19.8%	
NA	Count	29	428	
	% within Occupation	58.0%	35.9%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F2 O Attention paid to listen Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to listen Others	4 None	Count	119	96	7	383	14	123
		% within Occupation	56.1%	51.3%	63.6%	73.5%	77.8%	64.1%
	NA	Count	93	91	4	138	4	69
		% within Occupation	43.9%	48.7%	36.4%	26.5%	22.2%	35.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F2 O Attention paid to listen Others * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to listen Others	4 None	Count	21	763
		% within Occupation	42.0%	64.1%
	NA	Count	29	428
		% within Occupation	58.0%	35.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F3 O Station News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station News	1 BBS	Count	111	86	6	371	14	114
		% within Occupation	52.4%	46.0%	54.5%	71.2%	77.8%	59.4%
	2 Kuzoo	Count	7	7	1	9	0	6
		% within Occupation	3.3%	3.7%	9.1%	1.7%	.0%	3.1%
	3 Radio Valley	Count	0	0	0	1	0	1
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.5%
	5 Intl. radio station specify	Count	1	2	0	0	0	1
		% within Occupation	.5%	1.1%	.0%	.0%	.0%	.5%
	NA	Count	93	92	4	140	4	70
		% within Occupation	43.9%	49.2%	36.4%	26.9%	22.2%	36.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station News * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Station News	1 BBS	Count	19	721
		% within Occupation	38.0%	60.5%
	2 Kuzoo	Count	1	31
		% within Occupation	2.0%	2.6%
	3 Radio Valley	Count	0	2
		% within Occupation	.0%	.2%
	5 Intl. radio station specify	Count	0	4
		% within Occupation	.0%	.3%
	NA	Count	30	433
		% within Occupation	60.0%	36.4%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Live call in/request * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Live call in/request	1 BBS	Count	34	32	2	180	6	35
		% within Occupation	16.0%	17.1%	18.2%	34.5%	33.3%	18.2%
	2 Kuzoo	Count	50	40	4	153	7	70
		% within Occupation	23.6%	21.4%	36.4%	29.4%	38.9%	36.5%
	3 Radio Valley	Count	0	1	0	1	0	1
		% within Occupation	.0%	.5%	.0%	.2%	.0%	.5%
	4 Centennial	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	127	113	5	187	5	86
		% within Occupation	59.9%	60.4%	45.5%	35.9%	27.8%	44.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Live call in/request * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Station Live call in/request	1 BBS	Count	7	296
		% within Occupation	14.0%	24.9%
	2 Kuzoo	Count	11	335
		% within Occupation	22.0%	28.1%
	3 Radio Valley	Count	0	3
		% within Occupation	.0%	.3%
	4 Centennial	Count	0	1
		% within Occupation	.0%	.1%
	5 Intl. radio station specify	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	32	555
		% within Occupation	64.0%	46.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

F3 O Station Music * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Music	1 BBS	Count	41	35	2	180	5	27
		% within Occupation	19.3%	18.7%	18.2%	34.5%	27.8%	14.1%
	2 Kuzoo	Count	62	49	5	163	7	83
		% within Occupation	29.2%	26.2%	45.5%	31.3%	38.9%	43.2%
	3 Radio Valley	Count	1	0	0	3	0	1
		% within Occupation	.5%	.0%	.0%	.6%	.0%	.5%
	4 Centennial	Count	1	2	0	0	0	0
		% within Occupation	.5%	1.1%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	7	5	0	14	2	5
		% within Occupation	3.3%	2.7%	.0%	2.7%	11.1%	2.6%
	NA	Count	100	96	4	161	4	76
		% within Occupation	47.2%	51.3%	36.4%	30.9%	22.2%	39.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

F3 O Station Music * Occupation Crosstabulation

			Occupatio	
			7 Others	
Station Music	1 BBS	Count	6	296
		% within Occupation	12.0%	24.9%
	2 Kuzoo	Count	12	381
		% within Occupation	24.0%	32.0%
	3 Radio Valley	Count	0	5
		% within Occupation	.0%	.4%
	4 Centennial	Count	0	3
		% within Occupation	.0%	.3%
	5 Intl. radio station specify	Count	0	33
		% within Occupation	.0%	2.8%
	NA	Count	32	473
		% within Occupation	64.0%	39.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Children's * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Children's	1 BBS	Count	63	60	5	274	10	71
		% within Occupation	29.7%	32.1%	45.5%	52.6%	55.6%	37.0%
	2 Kuzoo	Count	16	12	2	30	1	20
		% within Occupation	7.5%	6.4%	18.2%	5.8%	5.6%	10.4%
	3 Radio Valley	Count	1	0	0	3	0	1
		% within Occupation	.5%	.0%	.0%	.6%	.0%	.5%
	4 Centennial	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	6	5	0	1	0	1
		% within Occupation	2.8%	2.7%	.0%	.2%	.0%	.5%
	NA	Count	125	110	4	213	7	99
		% within Occupation	59.0%	58.8%	36.4%	40.9%	38.9%	51.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Children's * Occupation Crosstabulation

			Occupatio	
			7 Others	
Station Children's	1 BBS	Count	11	494
		% within Occupation	22.0%	41.5%
	2 Kuzoo	Count	8	89
		% within Occupation	16.0%	7.5%
	3 Radio Valley	Count	0	5
		% within Occupation	.0%	.4%
	4 Centennial	Count	0	1
		% within Occupation	.0%	.1%
	5 Intl. radio station specify	Count	0	13
		% within Occupation	.0%	1.1%
	NA	Count	31	589
		% within Occupation	62.0%	49.5%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Religious * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Religious	1 BBS	Count	86	80	6	334	12	89
		% within Occupation	40.6%	42.8%	54.5%	64.1%	66.7%	46.4%
	2 Kuzoo	Count	9	5	1	20	1	15
		% within Occupation	4.2%	2.7%	9.1%	3.8%	5.6%	7.8%
	3 Radio Valley	Count	1	0	0	1	0	1
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.5%
	5 Intl. radio station specify	Count	2	2	0	0	0	0
		% within Occupation	.9%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	114	100	4	166	5	87
		% within Occupation	53.8%	53.5%	36.4%	31.9%	27.8%	45.3%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Religious * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Station Religious	1 BBS	Count	18	625
		% within Occupation	36.0%	52.5%
	2 Kuzoo	Count	3	54
		% within Occupation	6.0%	4.5%
	3 Radio Valley	Count	0	3
		% within Occupation	.0%	.3%
	5 Intl. radio station specify	Count	0	4
		% within Occupation	.0%	.3%
	NA	Count	29	505
		% within Occupation	58.0%	42.4%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Health * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Health	1 BBS	Count	90	76	6	324	12	84
		% within Occupation	42.5%	40.6%	54.5%	62.2%	66.7%	43.8%
	2 Kuzoo	Count	9	7	1	17	1	18
		% within Occupation	4.2%	3.7%	9.1%	3.3%	5.6%	9.4%
	3 Radio Valley	Count	1	1	0	1	0	2
		% within Occupation	.5%	.5%	.0%	.2%	.0%	1.0%
	5 Intl. radio station specify	Count	3	5	0	0	1	2
		% within Occupation	1.4%	2.7%	.0%	.0%	5.6%	1.0%
	NA	Count	109	98	4	179	4	86
		% within Occupation	51.4%	52.4%	36.4%	34.4%	22.2%	44.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Health * Occupation Crosstabulation

			Occupatio	
			7 Others	
Station Health	1 BBS	Count	14	606
		% within Occupation	28.0%	50.9%
	2 Kuzoo	Count	5	58
		% within Occupation	10.0%	4.9%
	3 Radio Valley	Count	0	5
		% within Occupation	.0%	.4%
	5 Intl. radio station specify	Count	1	12
		% within Occupation	2.0%	1.0%
	NA	Count	30	510
		% within Occupation	60.0%	42.8%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Agriculture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Agriculture	1 BBS	Count	88	79	4	326	13	85
		% within Occupation	41.5%	42.2%	36.4%	62.6%	72.2%	44.3%
	2 Kuzoo	Count	4	3	1	17	1	13
		% within Occupation	1.9%	1.6%	9.1%	3.3%	5.6%	6.8%
	3 Radio Valley	Count	0	1	0	1	0	2
		% within Occupation	.0%	.5%	.0%	.2%	.0%	1.0%
	5 Intl. radio station specify	Count	1	3	0	0	0	0
		% within Occupation	.5%	1.6%	.0%	.0%	.0%	.0%
	NA	Count	119	101	6	177	4	92
		% within Occupation	56.1%	54.0%	54.5%	34.0%	22.2%	47.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Agriculture * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Station Agriculture	1 BBS	Count	17	612
		% within Occupation	34.0%	51.4%
	2 Kuzoo	Count	4	43
		% within Occupation	8.0%	3.6%
	3 Radio Valley	Count	0	4
		% within Occupation	.0%	.3%
	5 Intl. radio station specify	Count	0	4
		% within Occupation	.0%	.3%
	NA	Count	29	528
		% within Occupation	58.0%	44.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Education * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Education	1 BBS	Count	94	78	6	317	13	86
		% within Occupation	44.3%	41.7%	54.5%	60.8%	72.2%	44.8%
	2 Kuzoo	Count	3	4	1	16	1	13
		% within Occupation	1.4%	2.1%	9.1%	3.1%	5.6%	6.8%
	3 Radio Valley	Count	1	0	0	2	0	2
		% within Occupation	.5%	.0%	.0%	.4%	.0%	1.0%
	4 Centennial	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	5 Intl. radio station specify	Count	1	6	0	0	0	0
		% within Occupation	.5%	3.2%	.0%	.0%	.0%	.0%
	NA	Count	113	98	4	186	4	91
		% within Occupation	53.3%	52.4%	36.4%	35.7%	22.2%	47.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Education * Occupation Crosstabulation

			Occupatio	
			7 Others	
Station Education	1 BBS	Count	15	609
		% within Occupation	30.0%	51.1%
	2 Kuzoo	Count	4	42
		% within Occupation	8.0%	3.5%
	3 Radio Valley	Count	0	5
		% within Occupation	.0%	.4%
	4 Centennial	Count	0	1
		% within Occupation	.0%	.1%
	5 Intl. radio station specify	Count	1	8
		% within Occupation	2.0%	.7%
	NA	Count	30	526
		% within Occupation	60.0%	44.2%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Advertisement * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Station Advertisement	1 BBS	Count	66	56	4	208	11	60
		% within Occupation	31.1%	29.9%	36.4%	39.9%	61.1%	31.3%
	2 Kuzoo	Count	18	18	2	40	0	15
		% within Occupation	8.5%	9.6%	18.2%	7.7%	.0%	7.8%
	3 Radio Valley	Count	1	0	0	2	0	0
		% within Occupation	.5%	.0%	.0%	.4%	.0%	.0%
	5 Intl. radio station specify	Count	1	7	0	1	0	1
		% within Occupation	.5%	3.7%	.0%	.2%	.0%	.5%
	NA	Count	126	106	5	270	7	116
		% within Occupation	59.4%	56.7%	45.5%	51.8%	38.9%	60.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

F3 O Station Advertisement * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Station Advertisement	1 BBS	Count	8	413
		% within Occupation	16.0%	34.7%
	2 Kuzoo	Count	5	98
		% within Occupation	10.0%	8.2%
	3 Radio Valley	Count	0	3
		% within Occupation	.0%	.3%
	5 Intl. radio station specify	Count	1	11
		% within Occupation	2.0%	.9%
	NA	Count	36	666
		% within Occupation	72.0%	55.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

F3 O Station Others * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Station Others	NA	Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

F3 O Station Others * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Station Others	NA	Count	50	1191
		% within Occupation	100.0%	100.0%
Total	Count		50	1191
	% within Occupation		100.0%	100.0%

G8-11. Television Specifics (Children) by Age Group

G8 AG Children's time on watching TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Children's time on watching TV	1 more than three hours a day	Count	12	38	28	12	11	6	107
		% within Age Group	9.2%	10.7%	10.0%	5.4%	8.7%	7.8%	9.0%
	2 one to three hours a day	Count	32	108	84	40	17	7	288
		% within Age Group	24.6%	30.5%	30.1%	17.9%	13.4%	9.1%	24.2%
	3 Less than one hour a day	Count	12	62	39	32	8	2	155
		% within Age Group	9.2%	17.5%	14.0%	14.3%	6.3%	2.6%	13.0%
	4 No children	Count	24	39	19	10	4	7	103
		% within Age Group	18.5%	11.0%	6.8%	4.5%	3.1%	9.1%	8.6%
	5 Never	Count	4	13	1	2	1	0	21
		% within Age Group	3.1%	3.7%	.4%	.9%	.8%	.0%	1.8%
	NA	Count	46	94	108	128	86	55	517
		% within Age Group	35.4%	26.6%	38.7%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G9 AG TV impact on children * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
TV impact on children	1 affects school works	Count	22	82	63	34	12
		% within Age Group	16.9%	23.2%	22.6%	15.2%	9.4%
	2 affected sports/outdoor activities	Count	2	7	7	4	1
		% within Age Group	1.5%	2.0%	2.5%	1.8%	.8%
	3 given them more exposure/confidence	Count	11	49	26	21	9
		% within Age Group	8.5%	13.8%	9.3%	9.4%	7.1%
	4 made them better informed about Bhutan	Count	2	5	5	4	1
		% within Age Group	1.5%	1.4%	1.8%	1.8%	.8%
	5 made them imitate fashion styles	Count	3	10	4	2	4
		% within Age Group	2.3%	2.8%	1.4%	.9%	3.1%
	6 made them want to consume more/become more materialistic	Count	1	8	8	0	0
		% within Age Group	.8%	2.3%	2.9%	.0%	.0%
Total	7 made them read less	Count	4	20	19	8	2
		% within Age Group	3.1%	5.6%	6.8%	3.6%	1.6%
	8 not noticed any impact	Count	11	26	19	11	7
		% within Age Group	8.5%	7.3%	6.8%	4.9%	5.5%
	9 others Both good and Bad	Count	0	1	0	0	0
		% within Age Group	.0%	.3%	.0%	.0%	.0%
	NA	Count	74	146	128	140	91
		% within Age Group	56.9%	41.2%	45.9%	62.5%	71.7%
		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

G9 AG TV impact on children * Age Group Crosstabulation

			Age	Total
			65 +	
TV impact on children	1 affects school works	Count	9	222
		% within Age Group	11.7%	18.6%
	2 affected sports/outdoor activities	Count	0	21
		% within Age Group	.0%	1.8%
	3 given them more exposure/confidence	Count	4	120
		% within Age Group	5.2%	10.1%
	4 made them better informed about Bhutan	Count	0	17
		% within Age Group	.0%	1.4%
	5 made them imitate fashion styles	Count	0	23
		% within Age Group	.0%	1.9%
	6 made them want to consume more/become more materialistic	Count	1	18
		% within Age Group	1.3%	1.5%
Total	7 made them read less	Count	1	54
		% within Age Group	1.3%	4.5%
	8 not noticed any impact	Count	0	74
		% within Age Group	.0%	6.2%
	9 others Both good and Bad	Count	0	1
		% within Age Group	.0%	.1%
	NA	Count	62	641
		% within Age Group	80.5%	53.8%
Total			Count	77
			% within Age Group	100.0%
				1191
				100.0%

G10 AG Guideline for children to watch TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Guideline for children to watch TV	1 No limits	Count	17	55	25	12	5	3	117
		% within Age Group	13.1%	15.5%	9.0%	5.4%	3.9%	3.9%	9.8%
	2 Time limits	Count	23	112	87	54	20	9	305
		% within Age Group	17.7%	31.6%	31.2%	24.1%	15.7%	11.7%	25.6%
	3 Only certain channels	Count	5	11	4	2	1	1	24
		% within Age Group	3.8%	3.1%	1.4%	.9%	.8%	1.3%	2.0%
	4 Only with adults	Count	3	2	3	1	1	0	10
		% within Age Group	2.3%	.6%	1.1%	.4%	.8%	.0%	.8%
	5 Weekends only	Count	1	10	10	5	0	0	26
		% within Age Group	.8%	2.8%	3.6%	2.2%	.0%	.0%	2.2%
	6 After home work only	Count	7	18	21	10	9	2	67
		% within Age Group	5.4%	5.1%	7.5%	4.5%	7.1%	2.6%	5.6%
	NA	Count	74	146	128	140	91	62	641
		% within Age Group	56.9%	41.2%	45.9%	62.5%	71.7%	80.5%	53.8%
	Once a week	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G11 AG Reason children watch TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason children watch TV	1 To learn	Count	24	115	87	56	21	6	309
		% within Age Group	18.5%	32.5%	31.2%	25.0%	16.5%	7.8%	25.9%
	2 To be entertained	Count	25	65	38	20	11	7	166
		% within Age Group	19.2%	18.4%	13.6%	8.9%	8.7%	9.1%	13.9%
	3 To keep them occupied/quiet	Count	7	26	24	8	4	2	71
		% within Age Group	5.4%	7.3%	8.6%	3.6%	3.1%	2.6%	6.0%
	4 Freetime	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	4 Refresh	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	4 Relaxing	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	4 remove stress	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	NA	Count	74	146	128	140	91	62	641
		% within Age Group	56.9%	41.2%	45.9%	62.5%	71.7%	80.5%	53.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G8-11. Television Specifics (Children) by Type of Area

G8 A Children's time on watching TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Children's time on watching TV	1 more than three hours a day	Count	30	77	107
		% within Type of Area	5.1%	12.9%	9.0%
	2 one to three hours a day	Count	74	214	288
		% within Type of Area	12.5%	35.8%	24.2%
	3 Less than one hour a day	Count	48	107	155
		% within Type of Area	8.1%	17.9%	13.0%
	4 No children	Count	13	90	103
		% within Type of Area	2.2%	15.1%	8.6%
5 Never		Count	2	19	21
		% within Type of Area	.3%	3.2%	1.8%
NA		Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G9 A TV impact on children * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
TV impact on children	1 affects school works	Count	61	161	222
		% within Type of Area	10.3%	27.0%	18.6%
	2 affected sports/outdoor activities	Count	5	16	21
		% within Type of Area	.8%	2.7%	1.8%
	3 given them more exposure/confidence	Count	39	81	120
		% within Type of Area	6.6%	13.6%	10.1%
	4 made them better informed about Bhutan	Count	3	14	17
		% within Type of Area	.5%	2.3%	1.4%
	5 made them imitate fashion styles	Count	6	17	23
		% within Type of Area	1.0%	2.8%	1.9%
	6 made them want to consume more/become more materialistic	Count	4	14	18
		% within Type of Area	.7%	2.3%	1.5%
	7 made them read less	Count	15	39	54
		% within Type of Area	2.5%	6.5%	4.5%
	8 not noticed any impact	Count	19	55	74
		% within Type of Area	3.2%	9.2%	6.2%
	9 others Both good and Bad	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	442	199	641
		% within Type of Area	74.4%	33.3%	53.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G10 A Guideline for children to watch TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Guideline for children to watch TV	1 No limits	Count	24	93	117
		% within Type of Area	4.0%	15.6%	9.8%
	2 Time limits	Count	97	208	305
		% within Type of Area	16.3%	34.8%	25.6%
	3 Only certain channels	Count	4	20	24
		% within Type of Area	.7%	3.4%	2.0%
	4 Only with adults	Count	2	8	10
		% within Type of Area	.3%	1.3%	.8%
	5 Weekends only	Count	3	23	26
		% within Type of Area	.5%	3.9%	2.2%
	6 After home work only	Count	22	45	67
		% within Type of Area	3.7%	7.5%	5.6%
	NA	Count	442	199	641
		% within Type of Area	74.4%	33.3%	53.8%
	Once a week	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G11 A Reason children watch TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason children watch TV	1 To learn	Count	88	221	309
		% within Type of Area	14.8%	37.0%	25.9%
	2 To be entertained	Count	53	113	166
		% within Type of Area	8.9%	18.9%	13.9%
	3 To keep them occupied/quiet	Count	11	60	71
		% within Type of Area	1.9%	10.1%	6.0%
	4 Freetime	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 Refresh	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 Relaxing	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 remove stress	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	442	199	641
		% within Type of Area	74.4%	33.3%	53.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G8-11. Television Specifics (Children) by Education

G8 E Children's time on watching TV * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Children's time on watching TV	1 more than three hours a day	Count	33	4	13	23	13	1
		% within Education	5.9%	6.0%	9.4%	11.4%	11.6%	33.3%
	2 one to three hours a day	Count	98	21	35	68	39	0
		% within Education	17.7%	31.3%	25.2%	33.7%	34.8%	.0%
	3 Less than one hour a day	Count	47	6	25	38	18	0
		% within Education	8.5%	9.0%	18.0%	18.8%	16.1%	.0%
	4 No children	Count	31	2	8	25	22	1
		% within Education	5.6%	3.0%	5.8%	12.4%	19.6%	33.3%
	5 Never	Count	5	0	0	11	2	0
		% within Education	.9%	.0%	.0%	5.4%	1.8%	.0%
	NA	Count	341	34	58	37	18	1
		% within Education	61.4%	50.7%	41.7%	18.3%	16.1%	33.3%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G8 E Children's time on watching TV * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Children's time on watching TV	1 more than three hours a day	Count	7	7	5	1	107
		% within Education	14.3%	14.9%	45.5%	16.7%	9.0%
	2 one to three hours a day	Count	16	8	0	3	288
		% within Education	32.7%	17.0%	.0%	50.0%	24.2%
	3 Less than one hour a day	Count	13	8	0	0	155
		% within Education	26.5%	17.0%	.0%	.0%	13.0%
	4 No children	Count	11	3	0	0	103
		% within Education	22.4%	6.4%	.0%	.0%	8.6%
	5 Never	Count	1	1	0	1	21
		% within Education	2.0%	2.1%	.0%	16.7%	1.8%
NA		Count	1	20	6	1	517
		% within Education	2.0%	42.6%	54.5%	16.7%	43.4%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

G9 E TV impact on children * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
TV impact on children	1 affects school works	Count	74	11	30	63	21	0
		% within Education	13.3%	16.4%	21.6%	31.2%	18.8%	.0%
	2 affected sports/outdoor activities	Count	9	1	5	2	1	0
		% within Education	1.6%	1.5%	3.6%	1.0%	.9%	.0%
	3 given them more exposure/confidence	Count	27	7	16	33	19	1
		% within Education	4.9%	10.4%	11.5%	16.3%	17.0%	33.3%
	4 made them better informed about Bhutan	Count	5	2	3	2	3	0
		% within Education	.9%	3.0%	2.2%	1.0%	2.7%	.0%
	5 made them imitate fashion styles	Count	3	1	4	6	6	0
		% within Education	.5%	1.5%	2.9%	3.0%	5.4%	.0%
	6 made them want to consume more/become more materialistic	Count	2	1	3	4	3	0
		% within Education	.4%	1.5%	2.2%	2.0%	2.7%	.0%
Total	7 made then read less	Count	26	6	4	6	7	0
		% within Education	4.7%	9.0%	2.9%	3.0%	6.3%	.0%
	8 not noticed any impact	Count	32	2	8	12	10	0
		% within Education	5.8%	3.0%	5.8%	5.9%	8.9%	.0%
	9 others Both good and Bad	Count	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%
	NA	Count	377	36	66	73	42	2
		% within Education	67.9%	53.7%	47.5%	36.1%	37.5%	66.7%
		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G9 E TV impact on children * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
TV impact on children	1 affects school works	Count	12	10	0	1	222
		% within Education	24.5%	21.3%	.0%	16.7%	18.6%
	2 affected sports/outdoor activities	Count	1	2	0	0	21
		% within Education	2.0%	4.3%	.0%	.0%	1.8%
	3 given them more exposure/confidence	Count	9	5	3	0	120
		% within Education	18.4%	10.6%	27.3%	.0%	10.1%
	4 made them better informed about Bhutan	Count	1	1	0	0	17
		% within Education	2.0%	2.1%	.0%	.0%	1.4%
	5 made them imitate fashion styles	Count	2	0	1	0	23
		% within Education	4.1%	.0%	9.1%	.0%	1.9%
	6 made them want to consume more/become more materialistic	Count	5	0	0	0	18
		% within Education	10.2%	.0%	.0%	.0%	1.5%
	7 made them read less	Count	0	2	1	2	54
		% within Education	.0%	4.3%	9.1%	33.3%	4.5%
	8 not noticed any impact	Count	6	3	0	1	74
		% within Education	12.2%	6.4%	.0%	16.7%	6.2%
	9 others Both good and Bad	Count	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.1%
	NA	Count	13	24	6	2	641
		% within Education	26.5%	51.1%	54.5%	33.3%	53.8%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

G10 E Guideline for children to watch TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Guideline for children to watch TV	1 No limits	Count	44	7	17	23	15	0	6
		% within Education	7.9%	10.4%	12.2%	11.4%	13.4%	.0%	12.2%
	2 Time limits	Count	100	17	39	74	35	1	19
		% within Education	18.0%	25.4%	28.1%	36.6%	31.3%	33.3%	38.8%
	3 Only certain channels	Count	6	0	6	3	4	0	4
		% within Education	1.1%	.0%	4.3%	1.5%	3.6%	.0%	8.2%
	4 Only with adults	Count	2	1	2	3	2	0	0
		% within Education	.4%	1.5%	1.4%	1.5%	1.8%	.0%	.0%
	5 Weekends only	Count	5	1	2	10	6	0	1
		% within Education	.9%	1.5%	1.4%	5.0%	5.4%	.0%	2.0%
	6 After home work only	Count	20	5	7	16	8	0	6
		% within Education	3.6%	7.5%	5.0%	7.9%	7.1%	.0%	12.2%
NA		Count	377	36	66	73	42	2	13
		% within Education	67.9%	53.7%	47.5%	36.1%	37.5%	66.7%	26.5%
Once a week		Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G10 E Guideline for children to watch TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Guideline for children to watch TV	1 No limits	Count	3	0	2	117
		% within Education	6.4%	.0%	33.3%	9.8%
	2 Time limits	Count	14	4	2	305
		% within Education	29.8%	36.4%	33.3%	25.6%
	3 Only certain channels	Count	1	0	0	24
		% within Education	2.1%	.0%	.0%	2.0%
	4 Only with adults	Count	0	0	0	10
		% within Education	.0%	.0%	.0%	.8%
	5 Weekends only	Count	1	0	0	26
		% within Education	2.1%	.0%	.0%	2.2%
	6 After home work only	Count	4	1	0	67
		% within Education	8.5%	9.1%	.0%	5.6%
	NA	Count	24	6	2	641
		% within Education	51.1%	54.5%	33.3%	53.8%
	Once a week	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G11 E Reason children watch TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Reason children watch TV	1 To learn	Count	96	13	42	73	42	1	23
		% within Education	17.3%	19.4%	30.2%	36.1%	37.5%	33.3%	46.9%
	2 To be entertained	Count	55	10	20	44	17	0	9
		% within Education	9.9%	14.9%	14.4%	21.8%	15.2%	.0%	18.4%
	3 To keep them occupied/quiet	Count	26	8	11	10	10	0	4
		% within Education	4.7%	11.9%	7.9%	5.0%	8.9%	.0%	8.2%
	4 Freetime	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	4 Refresh	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	4 Relaxing	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	4 remove stress	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	NA	Count	377	36	66	73	42	2	13
		% within Education	67.9%	53.7%	47.5%	36.1%	37.5%	66.7%	26.5%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G11 E Reason children watch TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason children watch TV	1 To learn	Count	13	5	1	309
		% within Education	27.7%	45.5%	16.7%	25.9%
	2 To be entertained	Count	9	0	2	166
		% within Education	19.1%	.0%	33.3%	13.9%
	3 To keep them occupied/quiet	Count	1	0	1	71
		% within Education	2.1%	.0%	16.7%	6.0%
	4 Freetime	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	4 Refresh	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	4 Relaxing	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	4 remove stress	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	24	6	2	641
		% within Education	51.1%	54.5%	33.3%	53.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G8-11. Television Specifics (Children) by Gender

G8 G Children's time on watching TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Children's time on watching TV	1 more than three hours a day	Count	55	52	107
		% within Gender	8.8%	9.2%	9.0%
	2 one to three hours a day	Count	152	136	288
		% within Gender	24.3%	24.0%	24.2%
	3 Less than one hour a day	Count	82	73	155
		% within Gender	13.1%	12.9%	13.0%
	4 No children	Count	58	45	103
		% within Gender	9.3%	8.0%	8.6%
	5 Never	Count	10	11	21
		% within Gender	1.6%	1.9%	1.8%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G9 G TV impact on children * Gender Crosstabulation

			Gender		Total
			Female	Male	
TV impact on children	1 affects school works	Count	131	91	222
		% within Gender	21.0%	16.1%	18.6%
	2 affected sports/outdoor activities	Count	11	10	21
		% within Gender	1.8%	1.8%	1.8%
	3 given them more exposure/confidence	Count	51	69	120
		% within Gender	8.2%	12.2%	10.1%
	4 made them better informed about Bhutan	Count	12	5	17
		% within Gender	1.9%	.9%	1.4%
	5 made them imitate fashion styles	Count	10	13	23
		% within Gender	1.6%	2.3%	1.9%
	6 made them want to consume more/become more materialistic	Count	10	8	18
		% within Gender	1.6%	1.4%	1.5%
	7 made them read less	Count	29	25	54
		% within Gender	4.6%	4.4%	4.5%
	8 not noticed any impact	Count	34	40	74
		% within Gender	5.4%	7.1%	6.2%
	9 others Both good and Bad	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	336	305	641
		% within Gender	53.8%	53.9%	53.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G10 G Guideline for children to watch TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Guideline for children to watch TV	1 No limits	Count	65	52	117
		% within Gender	10.4%	9.2%	9.8%
	2 Time limits	Count	157	148	305
		% within Gender	25.1%	26.1%	25.6%
	3 Only certain channels	Count	16	8	24
		% within Gender	2.6%	1.4%	2.0%
	4 Only with adults	Count	6	4	10
		% within Gender	1.0%	.7%	.8%
	5 Weekends only	Count	15	11	26
		% within Gender	2.4%	1.9%	2.2%
	6 After home work only	Count	30	37	67
		% within Gender	4.8%	6.5%	5.6%
	NA	Count	336	305	641
		% within Gender	53.8%	53.9%	53.8%
	Once a week	Count	0	1	1
		% within Gender	.0%	.2%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G11 G Reason children watch TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason children watch TV	1 To learn	Count	148	161	309
		% within Gender	23.7%	28.4%	25.9%
	2 To be entertained	Count	96	70	166
		% within Gender	15.4%	12.4%	13.9%
	3 To keep them occupied/quiet	Count	42	29	71
		% within Gender	6.7%	5.1%	6.0%
	4 Freetime	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	4 Refresh	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	4 Relaxing	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	4 remove stress	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	336	305	641
		% within Gender	53.8%	53.9%	53.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G8-11. Television Specifics by Income

G8 I Children's time on watching TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Children's time on watching TV	1 more than three hours a day	Count	51	32	9	6	5
		% within Income	7.6%	10.8%	7.7%	15.0%	17.9%
	2 one to three hours a day	Count	120	90	44	13	10
		% within Income	17.9%	30.5%	37.6%	32.5%	35.7%
	3 Less than one hour a day	Count	55	43	28	6	6
		% within Income	8.2%	14.6%	23.9%	15.0%	21.4%
	4 No children	Count	29	41	18	9	2
		% within Income	4.3%	13.9%	15.4%	22.5%	7.1%
	5 Never	Count	5	12	0	2	1
		% within Income	.7%	4.1%	.0%	5.0%	3.6%
	NA	Count	411	77	18	4	4
		% within Income	61.3%	26.1%	15.4%	10.0%	14.3%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

G8 I Children's time on watching TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Children's time on watching TV	1 more than three hours a day	Count	3	1	107
		% within Income	27.3%	3.4%	9.0%
	2 one to three hours a day	Count	2	9	288
		% within Income	18.2%	31.0%	24.2%
	3 Less than one hour a day	Count	3	14	155
		% within Income	27.3%	48.3%	13.0%
	4 No children	Count	2	2	103
		% within Income	18.2%	6.9%	8.6%
	5 Never	Count	0	1	21
		% within Income	.0%	3.4%	1.8%
	NA	Count	1	2	517
		% within Income	9.1%	6.9%	43.4%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

G9 I TV impact on children * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
TV impact on children	1 affects school works	Count	86	75	27	7	11
		% within Income	12.8%	25.4%	23.1%	17.5%	39.3%
	2 affected sports/outdoor activities	Count	13	4	1	1	0
		% within Income	1.9%	1.4%	.9%	2.5%	.0%
	3 given them more exposure/confidence	Count	49	30	25	3	6
		% within Income	7.3%	10.2%	21.4%	7.5%	21.4%
	4 made then better informed about Bhutan	Count	7	7	1	1	0
		% within Income	1.0%	2.4%	.9%	2.5%	.0%
	5 made them imitate fashion styles	Count	5	6	9	1	1
		% within Income	.7%	2.0%	7.7%	2.5%	3.6%
	6 made them want to consume more/become more materialistic	Count	7	3	4	4	0
		% within Income	1.0%	1.0%	3.4%	10.0%	.0%
	7 made then read less	Count	23	16	6	5	0
		% within Income	3.4%	5.4%	5.1%	12.5%	.0%
	8 not noticed any impact	Count	36	23	8	3	3
		% within Income	5.4%	7.8%	6.8%	7.5%	10.7%
	9 others Both good and Bad	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	NA	Count	445	130	36	15	7
		% within Income	66.3%	44.1%	30.8%	37.5%	25.0%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

G9 I TV impact on children * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
TV impact on children	1 affects school works	Count	4	12	222
		% within Income	36.4%	41.4%	18.6%
	2 affected sports/outdoor activities	Count	0	2	21
		% within Income	.0%	6.9%	1.8%
	3 given them more exposure/confidence	Count	2	5	120
		% within Income	18.2%	17.2%	10.1%
	4 made then better informed about Bhutan	Count	1	0	17
		% within Income	9.1%	.0%	1.4%
	5 made them imitate fashion styles	Count	0	1	23
		% within Income	.0%	3.4%	1.9%
	6 made them want to consume more/become more materialistic	Count	0	0	18
		% within Income	.0%	.0%	1.5%
Total	7 made then read less	Count	1	3	54
		% within Income	9.1%	10.3%	4.5%
	8 not noticed any impact	Count	0	1	74
		% within Income	.0%	3.4%	6.2%
	9 others Both good and Bad	Count	0	0	1
		% within Income	.0%	.0%	.1%
	NA	Count	3	5	641
		% within Income	27.3%	17.2%	53.8%
		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

G10 I Guideline for children to watch TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Guideline for children to watch TV	1 No limits	Count	59	41	7	4	4
		% within Income	8.8%	13.9%	6.0%	10.0%	14.3%
	2 Time limits	Count	117	88	50	11	13
		% within Income	17.4%	29.8%	42.7%	27.5%	46.4%
	3 Only certain channels	Count	7	7	6	3	0
		% within Income	1.0%	2.4%	5.1%	7.5%	.0%
	4 Only with adults	Count	6	2	2	0	0
		% within Income	.9%	.7%	1.7%	.0%	.0%
	5 Weekends only	Count	4	9	9	2	0
		% within Income	.6%	3.1%	7.7%	5.0%	.0%
	6 After home work only	Count	32	18	7	5	4
		% within Income	4.8%	6.1%	6.0%	12.5%	14.3%
	NA	Count	445	130	36	15	7
		% within Income	66.3%	44.1%	30.8%	37.5%	25.0%
	Once a week	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

G10 | Guideline for children to watch TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Guideline for children to watch TV	1 No limits	Count	2	0	117
		% within Income	18.2%	.0%	9.8%
	2 Time limits	Count	5	21	305
		% within Income	45.5%	72.4%	25.6%
	3 Only certain channels	Count	0	1	24
		% within Income	.0%	3.4%	2.0%
	4 Only with adults	Count	0	0	10
		% within Income	.0%	.0%	.8%
	5 Weekends only	Count	1	1	26
		% within Income	9.1%	3.4%	2.2%
	6 After home work only	Count	0	1	67
		% within Income	.0%	3.4%	5.6%
	NA	Count	3	5	641
		% within Income	27.3%	17.2%	53.8%
	Once a week	Count	0	0	1
		% within Income	.0%	.0%	.1%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

G11 | Reason children watch TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason children watch TV	1 To learn	Count	112	98	51	15	11	7
		% within Income	16.7%	33.2%	43.6%	37.5%	39.3%	63.6%
	2 To be entertained	Count	84	44	20	6	7	1
		% within Income	12.5%	14.9%	17.1%	15.0%	25.0%	9.1%
	3 To keep them occupied/quiet	Count	30	22	8	4	3	0
		% within Income	4.5%	7.5%	6.8%	10.0%	10.7%	.0%
	4 Freetime	Count	0	0	0	0	0	0
		% within Income	.0%	.0%	.0%	.0%	.0%	.0%
	4 Refresh	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	4 Relaxing	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	4 remove stress	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	NA	Count	445	130	36	15	7	3
		% within Income	66.3%	44.1%	30.8%	37.5%	25.0%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G11 I Reason children watch TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason children watch TV	1 To learn	Count	15	309
		% within Income	51.7%	25.9%
	2 To be entertained	Count	4	166
		% within Income	13.8%	13.9%
	3 To keep them occupied/quiet	Count	4	71
		% within Income	13.8%	6.0%
	4 Freetime	Count	1	1
		% within Income	3.4%	.1%
	4 Refresh	Count	0	1
		% within Income	.0%	.1%
	4 Relaxing	Count	0	1
		% within Income	.0%	.1%
	4 remove stress	Count	0	1
		% within Income	.0%	.1%
	NA	Count	5	641
		% within Income	17.2%	53.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G8-11. Television Specifics (Children) by Occupation

G8 O Children's time on watching TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Children's time on watching TV	1 more than three hours a day	Count % within Occupation	25 11.8%	20 10.7%	3 27.3%	24 4.6%	1 5.6%	25 13.0%
	2 one to three hours a day	Count % within Occupation	76 35.8%	68 36.4%	5 45.5%	58 11.1%	5 27.8%	58 30.2%
	3 Less than one hour a day	Count % within Occupation	47 22.2%	34 18.2%	0 .0%	31 6.0%	3 16.7%	34 17.7%
	4 No children	Count % within Occupation	30 14.2%	32 17.1%	0 .0%	15 2.9%	0 .0%	23 12.0%
	5 Never	Count % within Occupation	6 2.8%	7 3.7%	1 9.1%	2 .4%	1 5.6%	4 2.1%
	NA	Count % within Occupation	28 13.2%	26 13.9%	2 18.2%	391 75.0%	8 44.4%	48 25.0%
	Total	Count % within Occupation	212 100.0%	187 100.0%	11 100.0%	521 100.0%	18 100.0%	192 100.0%

G8 O Children's time on watching TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Children's time on watching TV	1 more than three hours a day	Count	9	107
		% within Occupation	18.0%	9.0%
	2 one to three hours a day	Count	18	288
		% within Occupation	36.0%	24.2%
	3 Less than one hour a day	Count	6	155
		% within Occupation	12.0%	13.0%
	4 No children	Count	3	103
		% within Occupation	6.0%	8.6%
	5 Never	Count	0	21
		% within Occupation	.0%	1.8%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G9 O TV impact on children * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
TV impact on children	1 affects school works	Count	62	41	2	46	4
		% within Occupation	29.2%	21.9%	18.2%	8.8%	22.2%
	2 affected sports/outdoor activities	Count	7	3	1	5	0
		% within Occupation	3.3%	1.6%	9.1%	1.0%	.0%
	3 given them more exposure/confidence	Count	31	29	3	28	2
		% within Occupation	14.6%	15.5%	27.3%	5.4%	11.1%
	4 made them better informed about Bhutan	Count	4	3	0	2	1
		% within Occupation	1.9%	1.6%	.0%	.4%	5.6%
	5 made them imitate fashion styles	Count	5	6	0	5	0
		% within Occupation	2.4%	3.2%	.0%	1.0%	.0%
	6 made them want to consume more/become more materialistic	Count	6	7	0	2	0
		% within Occupation	2.8%	3.7%	.0%	.4%	.0%
Total	7 made then read less	Count	13	17	1	9	2
		% within Occupation	6.1%	9.1%	9.1%	1.7%	11.1%
	8 not noticed any impact	Count	20	15	1	16	0
		% within Occupation	9.4%	8.0%	9.1%	3.1%	.0%
	9 others Both good and Bad	Count	0	1	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%
	NA	Count	64	65	3	408	9
		% within Occupation	30.2%	34.8%	27.3%	78.3%	50.0%
		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

G9 O TV impact on children * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
TV impact on children	1 affects school works	Count	61	6	222
		% within Occupation	31.8%	12.0%	18.6%
	2 affected sports/outdoor activities	Count	4	1	21
		% within Occupation	2.1%	2.0%	1.8%
	3 given them more exposure/confidence	Count	16	11	120
		% within Occupation	8.3%	22.0%	10.1%
	4 made them better informed about Bhutan	Count	5	2	17
		% within Occupation	2.6%	4.0%	1.4%
	5 made them imitate fashion styles	Count	3	4	23
		% within Occupation	1.6%	8.0%	1.9%
	6 made them want to consume more/become more materialistic	Count	3	0	18
		% within Occupation	1.6%	.0%	1.5%
Total	7 made then read less	Count	12	0	54
		% within Occupation	6.3%	.0%	4.5%
	8 not noticed any impact	Count	13	9	74
		% within Occupation	6.8%	18.0%	6.2%
	9 others Both good and Bad	Count	0	0	1
		% within Occupation	.0%	.0%	.1%
	NA	Count	75	17	641
		% within Occupation	39.1%	34.0%	53.8%
		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

G10 O Guideline for children to watch TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Guideline for children to watch TV	1 No limits	Count	26	27	3	17	1	29
		% within Occupation	12.3%	14.4%	27.3%	3.3%	5.6%	15.1%
	2 Time limits	Count	90	61	4	76	5	57
		% within Occupation	42.5%	32.6%	36.4%	14.6%	27.8%	29.7%
	3 Only certain channels	Count	2	10	0	4	1	5
		% within Occupation	.9%	5.3%	.0%	.8%	5.6%	2.6%
	4 Only with adults	Count	3	3	0	0	0	3
		% within Occupation	1.4%	1.6%	.0%	.0%	.0%	1.6%
	5 Weekends only	Count	8	8	0	3	0	7
		% within Occupation	3.8%	4.3%	.0%	.6%	.0%	3.6%
	6 After home work only	Count	19	12	1	13	2	16
		% within Occupation	9.0%	6.4%	9.1%	2.5%	11.1%	8.3%
	NA	Count	64	65	3	408	9	75
		% within Occupation	30.2%	34.8%	27.3%	78.3%	50.0%	39.1%
	Once a week	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G10 O Guideline for children to watch TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Guideline for children to watch TV	1 No limits	Count	14	117
		% within Occupation	28.0%	9.8%
	2 Time limits	Count	12	305
		% within Occupation	24.0%	25.6%
	3 Only certain channels	Count	2	24
		% within Occupation	4.0%	2.0%
	4 Only with adults	Count	1	10
		% within Occupation	2.0%	.8%
	5 Weekends only	Count	0	26
		% within Occupation	.0%	2.2%
	6 After home work only	Count	4	67
		% within Occupation	8.0%	5.6%
	NA	Count	17	641
		% within Occupation	34.0%	53.8%
	Once a week	Count	0	1
		% within Occupation	.0%	.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G11 O Reason children watch TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason children watch TV	1 To learn	Count	93	69	4	63	5	55
		% within Occupation	43.9%	36.9%	36.4%	12.1%	27.8%	28.6%
	2 To be entertained	Count	36	37	3	38	2	43
		% within Occupation	17.0%	19.8%	27.3%	7.3%	11.1%	22.4%
	3 To keep them occupied/quiet	Count	18	15	1	12	2	17
		% within Occupation	8.5%	8.0%	9.1%	2.3%	11.1%	8.9%
	4 Freetime	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	4 Refresh	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	4 Relaxing	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	4 remove stress	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	NA	Count	64	65	3	408	9	75
		% within Occupation	30.2%	34.8%	27.3%	78.3%	50.0%	39.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G11 O Reason children watch TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Reason children watch TV	1 To learn	Count	20	309
		% within Occupation	40.0%	25.9%
	2 To be entertained	Count	7	166
		% within Occupation	14.0%	13.9%
	3 To keep them occupied/quiet	Count	6	71
		% within Occupation	12.0%	6.0%
	4 Freetime	Count	0	1
		% within Occupation	.0%	.1%
	4 Refresh	Count	0	1
		% within Occupation	.0%	.1%
	4 Relaxing	Count	0	1
		% within Occupation	.0%	.1%
	4 remove stress	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	17	641
		% within Occupation	34.0%	53.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1-7. Television Specifics by Age

G1 AG Attention paid to TV News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV News	1 A great deal	Count	55	212	141	83	35	22	548
		% within Age Group	42.3%	59.9%	50.6%	37.1%	27.6%	28.6%	46.0%
	2 Some	Count	20	37	23	10	4	0	94
		% within Age Group	15.4%	10.5%	8.2%	4.5%	3.1%	.0%	7.9%
	3 A little	Count	7	8	7	0	2	0	24
		% within Age Group	5.4%	2.3%	2.5%	.0%	1.6%	.0%	2.0%
	4 None	Count	2	2	0	4	0	0	8
		% within Age Group	1.5%	.6%	.0%	1.8%	.0%	.0%	.7%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Live call in /request * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Live call in /request	1 A great deal	Count	15	52	38	26	14	7	152
		% within Age Group	11.5%	14.7%	13.6%	11.6%	11.0%	9.1%	12.8%
	2 Some	Count	28	75	65	28	8	3	207
		% within Age Group	21.5%	21.2%	23.3%	12.5%	6.3%	3.9%	17.4%
	3 A little	Count	16	30	19	12	6	1	84
		% within Age Group	12.3%	8.5%	6.8%	5.4%	4.7%	1.3%	7.1%
	4 None	Count	25	102	49	31	13	11	231
		% within Age Group	19.2%	28.8%	17.6%	13.8%	10.2%	14.3%	19.4%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Talk Shows * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Talk Shows	1 A great deal	Count	14	48	40	32	14	6	154
		% within Age Group	10.8%	13.6%	14.3%	14.3%	11.0%	7.8%	12.9%
	2 Some	Count	27	88	59	23	7	6	210
		% within Age Group	20.8%	24.9%	21.1%	10.3%	5.5%	7.8%	17.6%
	3 A little	Count	15	35	25	8	6	3	92
		% within Age Group	11.5%	9.9%	9.0%	3.6%	4.7%	3.9%	7.7%
	4 None	Count	28	88	47	34	14	7	218
		% within Age Group	21.5%	24.9%	16.8%	15.2%	11.0%	9.1%	18.3%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Music * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Music	1 A great deal	Count	28	86	41	33	11	7	206
		% within Age Group	21.5%	24.3%	14.7%	14.7%	8.7%	9.1%	17.3%
	2 Some	Count	31	95	70	32	13	7	248
		% within Age Group	23.8%	26.8%	25.1%	14.3%	10.2%	9.1%	20.8%
	3 A little	Count	16	47	32	15	6	5	121
		% within Age Group	12.3%	13.3%	11.5%	6.7%	4.7%	6.5%	10.2%
	4 None	Count	9	31	28	17	11	3	99
		% within Age Group	6.9%	8.8%	10.0%	7.6%	8.7%	3.9%	8.3%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Children's * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Children's	1 A great deal	Count	15	61	39	23	11	7	156
		% within Age Group	11.5%	17.2%	14.0%	10.3%	8.7%	9.1%	13.1%
	2 Some	Count	21	78	57	29	13	5	203
		% within Age Group	16.2%	22.0%	20.4%	12.9%	10.2%	6.5%	17.0%
	3 A little	Count	21	54	33	12	9	4	133
		% within Age Group	16.2%	15.3%	11.8%	5.4%	7.1%	5.2%	11.2%
	4 None	Count	27	66	42	33	8	6	182
		% within Age Group	20.8%	18.6%	15.1%	14.7%	6.3%	7.8%	15.3%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Religious * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Religious	1 A great deal	Count	24	101	80	46	26	14	291
		% within Age Group	18.5%	28.5%	28.7%	20.5%	20.5%	18.2%	24.4%
	2 Some	Count	22	80	43	23	8	4	180
		% within Age Group	16.9%	22.6%	15.4%	10.3%	6.3%	5.2%	15.1%
	3 A little	Count	13	39	23	8	3	1	87
		% within Age Group	10.0%	11.0%	8.2%	3.6%	2.4%	1.3%	7.3%
	4 None	Count	25	39	25	20	4	3	116
		% within Age Group	19.2%	11.0%	9.0%	8.9%	3.1%	3.9%	9.7%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Helath * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Helath	1 A great deal	Count	21	88	59	33	19	8	228
		% within Age Group	16.2%	24.9%	21.1%	14.7%	15.0%	10.4%	19.1%
	2 Some	Count	28	95	54	30	10	9	226
		% within Age Group	21.5%	26.8%	19.4%	13.4%	7.9%	11.7%	19.0%
	3 A little	Count	14	44	26	13	5	2	104
		% within Age Group	10.8%	12.4%	9.3%	5.8%	3.9%	2.6%	8.7%
	4 None	Count	21	32	32	21	7	3	116
		% within Age Group	16.2%	9.0%	11.5%	9.4%	5.5%	3.9%	9.7%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Agriculture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Agriculture	1 A great deal	Count	14	66	43	32	19	10	184
		% within Age Group	10.8%	18.6%	15.4%	14.3%	15.0%	13.0%	15.4%
	2 Some	Count	24	84	59	26	8	5	206
		% within Age Group	18.5%	23.7%	21.1%	11.6%	6.3%	6.5%	17.3%
	3 A little	Count	21	52	34	15	6	3	131
		% within Age Group	16.2%	14.7%	12.2%	6.7%	4.7%	3.9%	11.0%
	4 None	Count	25	57	35	24	8	4	153
		% within Age Group	19.2%	16.1%	12.5%	10.7%	6.3%	5.2%	12.8%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Business * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Business	1 A great deal	Count	14	49	34	21	15	5	138
		% within Age Group	10.8%	13.8%	12.2%	9.4%	11.8%	6.5%	11.6%
	2 Some	Count	23	59	48	23	5	2	160
		% within Age Group	17.7%	16.7%	17.2%	10.3%	3.9%	2.6%	13.4%
	3 A little	Count	15	63	35	18	10	4	145
		% within Age Group	11.5%	17.8%	12.5%	8.0%	7.9%	5.2%	12.2%
	4 None	Count	32	88	54	35	11	11	231
		% within Age Group	24.6%	24.9%	19.4%	15.6%	8.7%	14.3%	19.4%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Advertisements * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Advertisements	1 A great deal	Count	12	58	35	20	10	4	139
		% within Age Group	9.2%	16.4%	12.5%	8.9%	7.9%	5.2%	11.7%
	2 Some	Count	29	70	58	28	11	6	202
		% within Age Group	22.3%	19.8%	20.8%	12.5%	8.7%	7.8%	17.0%
	3 A little	Count	20	64	35	11	9	3	142
		% within Age Group	15.4%	18.1%	12.5%	4.9%	7.1%	3.9%	11.9%
	4 None	Count	23	67	43	38	11	9	191
		% within Age Group	17.7%	18.9%	15.4%	17.0%	8.7%	11.7%	16.0%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Cartoon * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Cartoon	1 A great deal	Count	11	35	16	10	4	0	76
		% within Age Group	8.5%	9.9%	5.7%	4.5%	3.1%	.0%	6.4%
	2 Some	Count	23	56	41	15	11	2	148
		% within Age Group	17.7%	15.8%	14.7%	6.7%	8.7%	2.6%	12.4%
	3 A little	Count	15	37	25	10	7	1	95
		% within Age Group	11.5%	10.5%	9.0%	4.5%	5.5%	1.3%	8.0%
	4 None	Count	35	131	89	62	19	19	355
		% within Age Group	26.9%	37.0%	31.9%	27.7%	15.0%	24.7%	29.8%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Movies * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Movies	1 A great deal	Count	25	85	24	22	6	1	163
		% within Age Group	19.2%	24.0%	8.6%	9.8%	4.7%	1.3%	13.7%
	2 Some	Count	33	106	73	46	15	5	278
		% within Age Group	25.4%	29.9%	26.2%	20.5%	11.8%	6.5%	23.3%
	3 A little	Count	13	37	34	9	8	5	106
		% within Age Group	10.0%	10.5%	12.2%	4.0%	6.3%	6.5%	8.9%
	4 None	Count	13	31	40	20	12	11	127
		% within Age Group	10.0%	8.8%	14.3%	8.9%	9.4%	14.3%	10.7%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Nature/adventure * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Nature/adventure	1 A great deal	Count	13	70	30	24	11	7	155
		% within Age Group	10.0%	19.8%	10.8%	10.7%	8.7%	9.1%	13.0%
	2 Some	Count	29	70	44	18	9	2	172
		% within Age Group	22.3%	19.8%	15.8%	8.0%	7.1%	2.6%	14.4%
	3 A little	Count	21	40	34	17	6	4	122
		% within Age Group	16.2%	11.3%	12.2%	7.6%	4.7%	5.2%	10.2%
	4 None	Count	21	79	63	38	15	9	225
		% within Age Group	16.2%	22.3%	22.6%	17.0%	11.8%	11.7%	18.9%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 AG Attention paid to TV Comedy * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Comedy	1 A great deal	Count	14	52	28	15	8	1	118
		% within Age Group	10.8%	14.7%	10.0%	6.7%	6.3%	1.3%	9.9%
	2 Some	Count	26	77	50	24	8	5	190
		% within Age Group	20.0%	21.8%	17.9%	10.7%	6.3%	6.5%	16.0%
	3 A little	Count	17	38	30	12	6	4	107
		% within Age Group	13.1%	10.7%	10.8%	5.4%	4.7%	5.2%	9.0%
	4 None	Count	27	92	63	46	19	12	259
		% within Age Group	20.8%	26.0%	22.6%	20.5%	15.0%	15.6%	21.7%
	NA	Count	46	95	108	127	86	55	517
		% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 AG Attention paid to TV Serials * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Serials	1 A great deal	Count	42	132	59	43	10	8	294
		% within Age Group	32.3%	37.3%	21.1%	19.2%	7.9%	10.4%	24.7%
	2 Some	Count	17	55	63	22	15	4	176
		% within Age Group	13.1%	15.5%	22.6%	9.8%	11.8%	5.2%	14.8%
	3 A little	Count	9	33	12	12	2	2	70
		% within Age Group	6.9%	9.3%	4.3%	5.4%	1.6%	2.6%	5.9%
4 None	Count	16	39	37	20	14	8		134
	% within Age Group	12.3%	11.0%	13.3%	8.9%	11.0%	10.4%		11.3%
NA	Count	46	95	108	127	86	55		517
	% within Age Group	35.4%	26.8%	38.7%	56.7%	67.7%	71.4%		43.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 AG Attention paid to TV Sports * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Sports	1 A great deal	Count	21	64	37	26	12	5	165
		% within Age Group	16.2%	18.1%	13.3%	11.6%	9.4%	6.5%	13.9%
	2 Some	Count	22	65	35	22	9	4	157
		% within Age Group	16.9%	18.4%	12.5%	9.8%	7.1%	5.2%	13.2%
	3 A little	Count	16	38	25	15	3	1	98
		% within Age Group	12.3%	10.7%	9.0%	6.7%	2.4%	1.3%	8.2%
4 None	Count	25	91	74	34	17	12		253
	% within Age Group	19.2%	25.7%	26.5%	15.2%	13.4%	15.6%		21.2%
NA	Count	46	96	108	127	86	55		518
	% within Age Group	35.4%	27.1%	38.7%	56.7%	67.7%	71.4%		43.5%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 AG Attention paid to TV Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to TV Others	1 A great deal	Count	1	0	1	1	0	0	3
		% within Age Group	.8%	.0%	.4%	.4%	.0%	.0%	.3%
	3 A little	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	4 None	Count	82	257	170	94	41	22	666
		% within Age Group	63.1%	72.6%	60.9%	42.0%	32.3%	28.6%	55.9%
	NA	Count	46	96	108	129	86	55	520
		% within Age Group	35.4%	27.1%	38.7%	57.6%	67.7%	71.4%	43.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station News	1 BBS	Count	76	234	154	79	37	20	600
		% within Age Group	58.5%	66.1%	55.2%	35.3%	29.1%	26.0%	50.4%
	2 Indian TV	Count	1	4	2	5	0	1	13
		% within Age Group	.8%	1.1%	.7%	2.2%	.0%	1.3%	1.1%
	3 International TV	Count	6	21	14	8	4	1	54
		% within Age Group	4.6%	5.9%	5.0%	3.6%	3.1%	1.3%	4.5%
	NA	Count	47	95	109	132	86	55	524
		% within Age Group	36.2%	26.8%	39.1%	58.9%	67.7%	71.4%	44.0%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Live call in/request * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Live call in/request	1 BBS	Count	52	145	118	65	28	11	419
		% within Age Group	40.0%	41.0%	42.3%	29.0%	22.0%	14.3%	35.2%
	2 Indian TV	Count	5	7	3	0	0	0	15
		% within Age Group	3.8%	2.0%	1.1%	.0%	.0%	.0%	1.3%
	3 International TV	Count	2	5	1	0	0	0	8
		% within Age Group	1.5%	1.4%	.4%	.0%	.0%	.0%	.7%
	NA	Count	71	197	157	159	99	66	749
		% within Age Group	54.6%	55.6%	56.3%	71.0%	78.0%	85.7%	62.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Talk Shows * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Talk Shows	1 BBS	Count	49	152	112	60	25	14	412
		% within Age Group	37.7%	42.9%	40.1%	26.8%	19.7%	18.2%	34.6%
	2 Indian TV	Count	4	7	5	1	0	1	18
		% within Age Group	3.1%	2.0%	1.8%	.4%	.0%	1.3%	1.5%
	3 International TV	Count	3	12	7	2	2	0	26
		% within Age Group	2.3%	3.4%	2.5%	.9%	1.6%	.0%	2.2%
	NA	Count	74	183	155	161	100	62	735
		% within Age Group	56.9%	51.7%	55.6%	71.9%	78.7%	80.5%	61.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Music * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Music	1 BBS	Count	41	116	99	56	26	18	356
		% within Age Group	31.5%	32.8%	35.5%	25.0%	20.5%	23.4%	29.9%
	2 Indian TV	Count	19	76	32	16	3	1	147
		% within Age Group	14.6%	21.5%	11.5%	7.1%	2.4%	1.3%	12.3%
	3 International TV	Count	15	37	12	8	1	0	73
		% within Age Group	11.5%	10.5%	4.3%	3.6%	.8%	.0%	6.1%
	NA	Count	55	125	136	144	97	58	615
		% within Age Group	42.3%	35.3%	48.7%	64.3%	76.4%	75.3%	51.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Children's * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Children's	1 BBS	Count	41	147	108	55	29	14	394
		% within Age Group	31.5%	41.5%	38.7%	24.6%	22.8%	18.2%	33.1%
	2 Indian TV	Count	3	17	12	7	0	1	40
		% within Age Group	2.3%	4.8%	4.3%	3.1%	.0%	1.3%	3.4%
	3 International TV	Count	13	29	9	2	4	1	58
		% within Age Group	10.0%	8.2%	3.2%	.9%	3.1%	1.3%	4.9%
	NA	Count	73	161	150	160	94	61	699
		% within Age Group	56.2%	45.5%	53.8%	71.4%	74.0%	79.2%	58.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Religious * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Religious	1 BBS	Count	54	207	139	73	35	19	527
		% within Age Group	41.5%	58.5%	49.8%	32.6%	27.6%	24.7%	44.2%
	2 Indian TV	Count	0	6	5	1	1	0	13
		% within Age Group	.0%	1.7%	1.8%	.4%	.8%	.0%	1.1%
	3 International TV	Count	5	7	2	3	1	0	18
		% within Age Group	3.8%	2.0%	.7%	1.3%	.8%	.0%	1.5%
	NA	Count	71	134	133	147	90	58	633
		% within Age Group	54.6%	37.9%	47.7%	65.6%	70.9%	75.3%	53.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Health * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Health	1 BBS	Count	53	188	123	69	31	18	482
		% within Age Group	40.8%	53.1%	44.1%	30.8%	24.4%	23.4%	40.5%
	2 Indian TV	Count	0	6	8	1	1	0	16
		% within Age Group	.0%	1.7%	2.9%	.4%	.8%	.0%	1.3%
	3 International TV	Count	10	33	8	6	2	1	60
		% within Age Group	7.7%	9.3%	2.9%	2.7%	1.6%	1.3%	5.0%
	NA	Count	67	127	140	148	93	58	633
		% within Age Group	51.5%	35.9%	50.2%	66.1%	73.2%	75.3%	53.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Agriculture * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Agriculture	1 BBS	Count	48	171	122	67	30	16	454
		% within Age Group	36.9%	48.3%	43.7%	29.9%	23.6%	20.8%	38.1%
	2 Indian TV	Count	1	3	9	2	0	0	15
		% within Age Group	.8%	.8%	3.2%	.9%	.0%	.0%	1.3%
	3 International TV	Count	10	28	5	4	3	2	52
		% within Age Group	7.7%	7.9%	1.8%	1.8%	2.4%	2.6%	4.4%
	NA	Count	71	152	143	151	94	59	670
		% within Age Group	54.6%	42.9%	51.3%	67.4%	74.0%	76.6%	56.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Business * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Business	1 BBS	Count	37	115	90	46	23	10	321
		% within Age Group	28.5%	32.5%	32.3%	20.5%	18.1%	13.0%	27.0%
	2 Indian TV	Count	3	14	8	3	1	0	29
		% within Age Group	2.3%	4.0%	2.9%	1.3%	.8%	.0%	2.4%
	3 International TV	Count	12	42	19	14	6	1	94
		% within Age Group	9.2%	11.9%	6.8%	6.3%	4.7%	1.3%	7.9%
	NA	Count	78	183	162	161	97	66	747
		% within Age Group	60.0%	51.7%	58.1%	71.9%	76.4%	85.7%	62.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Advertisements * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Advertisements	1 BBS	Count	40	133	104	50	26	13	366
		% within Age Group	30.8%	37.6%	37.3%	22.3%	20.5%	16.9%	30.7%
	2 Indian TV	Count	12	31	12	5	1	0	61
		% within Age Group	9.2%	8.8%	4.3%	2.2%	.8%	.0%	5.1%
	3 International TV	Count	9	28	12	3	3	0	55
		% within Age Group	6.9%	7.9%	4.3%	1.3%	2.4%	.0%	4.6%
	NA	Count	69	162	151	166	97	64	709
		% within Age Group	53.1%	45.8%	54.1%	74.1%	76.4%	83.1%	59.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Cartoon * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Cartoon	1 BBS	Count	3	7	17	1	5	0	33
		% within Age Group	2.3%	2.0%	6.1%	.4%	3.9%	.0%	2.8%
	2 Indian TV	Count	16	61	35	15	9	1	137
		% within Age Group	12.3%	17.2%	12.5%	6.7%	7.1%	1.3%	11.5%
	3 International TV	Count	30	60	30	20	8	2	150
		% within Age Group	23.1%	16.9%	10.8%	8.9%	6.3%	2.6%	12.6%
	NA	Count	81	226	197	188	105	74	871
		% within Age Group	62.3%	63.8%	70.6%	83.9%	82.7%	96.1%	73.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Movies * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Movies	1 BBS	Count	9	31	27	20	7	4	98
		% within Age Group	6.9%	8.8%	9.7%	8.9%	5.5%	5.2%	8.2%
	2 Indian TV	Count	34	104	59	26	10	3	236
		% within Age Group	26.2%	29.4%	21.1%	11.6%	7.9%	3.9%	19.8%
	3 International TV	Count	28	94	45	30	12	4	213
		% within Age Group	21.5%	26.6%	16.1%	13.4%	9.4%	5.2%	17.9%
	NA	Count	59	125	148	148	98	66	644
		% within Age Group	45.4%	35.3%	53.0%	66.1%	77.2%	85.7%	54.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Nature/Adventure * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Nature/Adventure	1 BBS	Count	4	23	19	14	4	1	65
		% within Age Group	3.1%	6.5%	6.8%	6.3%	3.1%	1.3%	5.5%
	2 Indian TV	Count	5	22	6	8	4	2	47
		% within Age Group	3.8%	6.2%	2.2%	3.6%	3.1%	2.6%	3.9%
	3 International TV	Count	54	135	83	37	18	10	337
		% within Age Group	41.5%	38.1%	29.7%	16.5%	14.2%	13.0%	28.3%
	NA	Count	67	174	171	165	101	64	742
		% within Age Group	51.5%	49.2%	61.3%	73.7%	79.5%	83.1%	62.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Comedy * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Comedy	1 BBS	Count	8	30	29	14	7	3	91
		% within Age Group	6.2%	8.5%	10.4%	6.3%	5.5%	3.9%	7.6%
	2 Indian TV	Count	29	91	58	27	8	5	218
		% within Age Group	22.3%	25.7%	20.8%	12.1%	6.3%	6.5%	18.3%
	3 International TV	Count	20	46	21	11	7	2	107
		% within Age Group	15.4%	13.0%	7.5%	4.9%	5.5%	2.6%	9.0%
	NA	Count	73	187	171	172	105	67	775
		% within Age Group	56.2%	52.8%	61.3%	76.8%	82.7%	87.0%	65.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Serials * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Serials	1 BBS	Count	13	46	42	25	5	4	135
		% within Age Group	10.0%	13.0%	15.1%	11.2%	3.9%	5.2%	11.3%
	2 Indian TV	Count	46	137	81	42	16	8	330
		% within Age Group	35.4%	38.7%	29.0%	18.8%	12.6%	10.4%	27.7%
	3 International TV	Count	9	37	11	10	6	2	75
		% within Age Group	6.9%	10.5%	3.9%	4.5%	4.7%	2.6%	6.3%
	NA	Count	62	134	145	147	100	63	651
		% within Age Group	47.7%	37.9%	52.0%	65.6%	78.7%	81.8%	54.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Sports * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention to TV station Sports	1 BBS	Count	3	10	12	6	3	1	35
		% within Age Group	2.3%	2.8%	4.3%	2.7%	2.4%	1.3%	2.9%
	2 Indian TV	Count	8	11	10	5	2	2	38
		% within Age Group	6.2%	3.1%	3.6%	2.2%	1.6%	2.6%	3.2%
	3 International TV	Count	48	147	75	52	19	7	348
		% within Age Group	36.9%	41.5%	26.9%	23.2%	15.0%	9.1%	29.2%
	NA	Count	71	186	182	161	103	67	770
		% within Age Group	54.6%	52.5%	65.2%	71.9%	81.1%	87.0%	64.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 AG Attention to TV station Others * Age Group Crosstabulation

			Age Group						Total	
			16-24	25-34	35-44	45-54	55-64	65 +		
Attention to TV station Others	NA	Count	130	354	279	224	127	77	1191	
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Total		Count	130	354	279	224	127	77	1191	
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.1 AG Time use work Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use work Bhutanese TV	1 Yes	Count	22	78	60	32	11	4	207
		% within Age Group	16.9%	22.0%	21.5%	14.3%	8.7%	5.2%	17.4%
	2 A little	Count	26	60	43	22	10	6	167
		% within Age Group	20.0%	16.9%	15.4%	9.8%	7.9%	7.8%	14.0%
	3 No	Count	34	115	62	34	17	12	274
		% within Age Group	26.2%	32.5%	22.2%	15.2%	13.4%	15.6%	23.0%
	4 Don't know	Count	2	6	7	8	3	0	26
		% within Age Group	1.5%	1.7%	2.5%	3.6%	2.4%	.0%	2.2%
	NA	Count	46	95	107	128	86	55	517
		% within Age Group	35.4%	26.8%	38.4%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.1 AG Time use work Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use work Indian TV	1 Yes	Count	32	94	58	38	10	4	236
		% within Age Group	24.6%	26.6%	20.8%	17.0%	7.9%	5.2%	19.8%
	2 A little	Count	27	56	40	13	10	2	148
		% within Age Group	20.8%	15.8%	14.3%	5.8%	7.9%	2.6%	12.4%
	3 No	Count	21	78	47	20	11	9	186
		% within Age Group	16.2%	22.0%	16.9%	8.9%	8.7%	11.7%	15.6%
	4 Don't know	Count	4	30	27	25	10	7	103
		% within Age Group	3.1%	8.5%	9.7%	11.2%	7.9%	9.1%	8.6%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.1 AG Time use work Other foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use work Other foreign TV	1 Yes	Count	20	53	31	24	7	4	139
		% within Age Group	15.4%	15.0%	11.1%	10.7%	5.5%	5.2%	11.7%
	2 A little	Count	25	54	39	14	10	1	143
		% within Age Group	19.2%	15.3%	14.0%	6.3%	7.9%	1.3%	12.0%
	3 No	Count	29	85	55	19	13	9	210
		% within Age Group	22.3%	24.0%	19.7%	8.5%	10.2%	11.7%	17.6%
	4 Don't know	Count	10	66	47	39	11	8	181
		% within Age Group	7.7%	18.6%	16.8%	17.4%	8.7%	10.4%	15.2%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.2 AG Time use prayer Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use prayer Bhutanese TV	1 Yes	Count	10	37	27	20	10	3	107
		% within Age Group	7.7%	10.5%	9.7%	8.9%	7.9%	3.9%	9.0%
	2 A little	Count	21	53	46	20	12	6	158
		% within Age Group	16.2%	15.0%	16.5%	8.9%	9.4%	7.8%	13.3%
	3 No	Count	49	156	90	45	17	13	370
		% within Age Group	37.7%	44.1%	32.3%	20.1%	13.4%	16.9%	31.1%
	4 Don't know	Count	4	13	9	11	2	0	39
		% within Age Group	3.1%	3.7%	3.3%	4.9%	1.6%	.0%	3.3%
	NA	Count	46	95	107	128	86	55	517
		% within Age Group	35.4%	26.8%	38.4%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.2 AG Time use prayer Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use prayer Indian TV	1 Yes	Count	15	55	24	21	8	4	127
		% within Age Group	11.5%	15.5%	8.6%	9.4%	6.3%	5.2%	10.7%
	2 A little	Count	19	38	33	13	9	1	113
		% within Age Group	14.6%	10.7%	11.8%	5.8%	7.1%	1.3%	9.5%
	3 No	Count	41	127	82	34	13	10	307
		% within Age Group	31.5%	35.9%	29.4%	15.2%	10.2%	13.0%	25.8%
	4 Don't know	Count	9	38	33	28	11	7	126
		% within Age Group	6.9%	10.7%	11.8%	12.5%	8.7%	9.1%	10.6%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.2 AG Time use prayer Other foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use prayer Other foreign TV	1 Yes	Count	9	39	15	14	6	4	87
		% within Age Group	6.9%	11.0%	5.4%	6.3%	4.7%	5.2%	7.3%
	2 A little	Count	20	30	27	12	8	1	98
		% within Age Group	15.4%	8.5%	9.7%	5.4%	6.3%	1.3%	8.2%
	3 No	Count	42	118	78	29	17	9	293
		% within Age Group	32.3%	33.3%	28.0%	12.9%	13.4%	11.7%	24.6%
	4 Don't know	Count	13	71	52	41	10	8	195
		% within Age Group	10.0%	20.1%	18.6%	18.3%	7.9%	10.4%	16.4%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 AG Time use socializing Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use socializing Bhutanese TV	1 Yes	Count	7	29	18	14	7	2	77
		% within Age Group	5.4%	8.2%	6.5%	6.3%	5.5%	2.6%	6.5%
	2 A little	Count	30	57	43	22	8	5	165
		% within Age Group	23.1%	16.1%	15.4%	9.8%	6.3%	6.5%	13.9%
	3 No	Count	43	165	98	50	23	15	394
		% within Age Group	33.1%	46.6%	35.1%	22.3%	18.1%	19.5%	33.1%
	4 Don't know	Count	4	8	13	10	3	0	38
		% within Age Group	3.1%	2.3%	4.7%	4.5%	2.4%	.0%	3.2%
	NA	Count	46	95	107	128	86	55	517
		% within Age Group	35.4%	26.8%	38.4%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.3 AG Time use socializing Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use socializing Indian TV	1 Yes	Count	15	41	21	16	6	2	101
		% within Age Group	11.5%	11.6%	7.5%	7.1%	4.7%	2.6%	8.5%
	2 A little	Count	27	48	35	19	8	2	139
		% within Age Group	20.8%	13.6%	12.5%	8.5%	6.3%	2.6%	11.7%
	3 No	Count	35	137	86	36	17	11	322
		% within Age Group	26.9%	38.7%	30.8%	16.1%	13.4%	14.3%	27.0%
	4 Don't know	Count	7	32	30	25	10	7	111
		% within Age Group	5.4%	9.0%	10.8%	11.2%	7.9%	9.1%	9.3%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 AG Time use socializing Other foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use socializing Other foreign TV	1 Yes	Count	8	29	13	10	6	2	68
		% within Age Group	6.2%	8.2%	4.7%	4.5%	4.7%	2.6%	5.7%
	2 A little	Count	25	40	31	16	7	2	121
		% within Age Group	19.2%	11.3%	11.1%	7.1%	5.5%	2.6%	10.2%
	3 No	Count	38	120	78	32	17	10	295
		% within Age Group	29.2%	33.9%	28.0%	14.3%	13.4%	13.0%	24.8%
	4 Don't know	Count	13	69	50	38	11	8	189
		% within Age Group	10.0%	19.5%	17.9%	17.0%	8.7%	10.4%	15.9%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.4 AG Time use late night Bhutanese TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use late night Bhutanese TV	1 Yes	Count	17	51	32	18	6	2	126
		% within Age Group	13.1%	14.4%	11.5%	8.0%	4.7%	2.6%	10.6%
	2 A little	Count	18	48	40	19	10	5	140
		% within Age Group	13.8%	13.6%	14.3%	8.5%	7.9%	6.5%	11.8%
	3 No	Count	45	151	91	50	22	15	374
		% within Age Group	34.6%	42.7%	32.6%	22.3%	17.3%	19.5%	31.4%
	4 Don't know	Count	4	9	9	9	3	0	34
		% within Age Group	3.1%	2.5%	3.2%	4.0%	2.4%	.0%	2.9%
	NA	Count	46	95	107	128	86	55	517
		% within Age Group	35.4%	26.8%	38.4%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.4 AG Time use late night Indian TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use late night Indian TV	1 Yes	Count	34	99	50	27	6	2	218
		% within Age Group	26.2%	28.0%	17.9%	12.1%	4.7%	2.6%	18.3%
	2 A little	Count	19	51	45	21	9	2	147
		% within Age Group	14.6%	14.4%	16.1%	9.4%	7.1%	2.6%	12.3%
	3 No	Count	27	78	50	24	15	11	205
		% within Age Group	20.8%	22.0%	17.9%	10.7%	11.8%	14.3%	17.2%
	4 Don't know	Count	4	30	27	24	11	7	103
		% within Age Group	3.1%	8.5%	9.7%	10.7%	8.7%	9.1%	8.6%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.4 AG Time use late night Other foreign TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Time use late night Other foreign TV	1 Yes	Count	20	67	29	20	7	2	145
		% within Age Group	15.4%	18.9%	10.4%	8.9%	5.5%	2.6%	12.2%
	2 A little	Count	14	42	35	15	7	2	115
		% within Age Group	10.8%	11.9%	12.5%	6.7%	5.5%	2.6%	9.7%
	3 No	Count	39	85	60	23	16	10	233
		% within Age Group	30.0%	24.0%	21.5%	10.3%	12.6%	13.0%	19.6%
	4 Don't know	Count	11	64	48	38	11	8	180
		% within Age Group	8.5%	18.1%	17.2%	17.0%	8.7%	10.4%	15.1%
	NA	Count	46	96	107	128	86	55	518
		% within Age Group	35.4%	27.1%	38.4%	57.1%	67.7%	71.4%	43.5%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G4 AG Watch TV with * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Watch TV with	1 Alone	Count	24	50	24	9	3	3	113
		% within Age Group	18.5%	14.1%	8.6%	4.0%	2.4%	3.9%	9.5%
	2 Family	Count	53	196	142	82	37	19	529
		% within Age Group	40.8%	55.4%	50.9%	36.6%	29.1%	24.7%	44.4%
	3 Friends	Count	7	14	5	5	1	0	32
		% within Age Group	5.4%	4.0%	1.8%	2.2%	.8%	.0%	2.7%
	NA	Count	46	94	108	128	86	55	517
		% within Age Group	35.4%	26.6%	38.7%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G5 AG Who decides watching TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Who decides	1 Adult male	Count	27	97	61	36	17	8	246
		% within Age Group	20.8%	27.4%	21.9%	16.1%	13.4%	10.4%	20.7%

G5 AG Who decides watching TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Who decides watching TV	2 Adult female	Count	35	83	48	31	6	3	206
		% within Age Group	26.9%	23.4%	17.2%	13.8%	4.7%	3.9%	17.3%
	3 Children	Count	10	63	51	17	11	5	157
		% within Age Group	7.7%	17.8%	18.3%	7.6%	8.7%	6.5%	13.2%
	4 Elderly grandparents	Count	1	3	7	8	4	6	29
		% within Age Group	.8%	.8%	2.5%	3.6%	3.1%	7.8%	2.4%
	All	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Anybody	Count	0	3	0	0	0	0	3
		% within Age Group	.0%	.8%	.0%	.0%	.0%	.0%	.3%
	Depending on the interest	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	Depends on time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	Everyone	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	First come first	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	Friends	Count	3	2	0	0	0	0	5
		% within Age Group	2.3%	.6%	.0%	.0%	.0%	.0%	.4%
	Mutual understanding	Count	3	1	1	1	1	0	7
		% within Age Group	2.3%	.3%	.4%	.4%	.8%	.0%	.6%
	NA	Count	46	94	108	128	86	55	517
		% within Age Group	35.4%	26.6%	38.7%	57.1%	67.7%	71.4%	43.4%
	no choice	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	None	Count	0	0	0	1	1	0	2
		% within Age Group	.0%	.0%	.0%	.4%	.8%	.0%	.2%
	of similar choice	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	there is time distrubition	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	timetable	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%

G5 AG Who decides watching TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Who decides watching TV	timing	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	Turn wise	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	Whoever has the remote	Count	1	0	1	1	1	0	4
		% within Age Group	.8%	.0%	.4%	.4%	.8%	.0%	.3%
	Whoever likes	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G6 AG Violence caused by TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Violence caused by TV	1 Yes	Count	16	44	23	19	7	3	112
		% within Age Group	12.3%	12.4%	8.2%	8.5%	5.5%	3.9%	9.4%
	2 No	Count	26	83	57	32	12	6	216
		% within Age Group	20.0%	23.4%	20.4%	14.3%	9.4%	7.8%	18.1%
	3 Sometimes	Count	42	133	91	45	22	13	346
		% within Age Group	32.3%	37.6%	32.6%	20.1%	17.3%	16.9%	29.1%
	NA	Count	46	94	108	128	86	55	517
		% within Age Group	35.4%	26.6%	38.7%	57.1%	67.7%	71.4%	43.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G7 AG Countries culture TV * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Countries culture TV	1 Bhutanese	Count	40	154	119	64	32	18	427
		% within Age Group	30.8%	43.5%	42.7%	28.6%	25.2%	23.4%	35.9%
	2 Indian	Count	28	72	34	22	7	3	166
		% within Age Group	21.5%	20.3%	12.2%	9.8%	5.5%	3.9%	13.9%
	3 Western	Count	9	29	15	8	2	0	63
		% within Age Group	6.9%	8.2%	5.4%	3.6%	1.6%	.0%	5.3%
	4 Korean	Count	4	5	1	1	0	0	11
		% within Age Group	3.1%	1.4%	.4%	.4%	.0%	.0%	.9%
	All equal	Count	0	0	2	0	0	0	2
		% within Age Group	.0%	.0%	.7%	.0%	.0%	.0%	.2%
	dont know	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	History & wildlife channel	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	i don't see	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	46	94	108	128	86	55	517
		% within Age Group	35.4%	26.6%	38.7%	57.1%	67.7%	71.4%	43.4%
	No preference	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	None	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1-7. Television Specifics by Type of Area

G1 A Attention paid to TV News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV News	1 A great deal	Count	142	406	548
		% within Type of Area	23.9%	68.0%	46.0%
	2 Some	Count	16	78	94
		% within Type of Area	2.7%	13.1%	7.9%
	3 A little	Count	6	18	24
		% within Type of Area	1.0%	3.0%	2.0%
4 None		Count	3	5	8
		% within Type of Area	.5%	.8%	.7%
NA		Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Live call in /request * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Live call in /request	1 A great deal	Count	48	104	152
		% within Type of Area	8.1%	17.4%	12.8%
	2 Some	Count	43	164	207
		% within Type of Area	7.2%	27.5%	17.4%
	3 A little	Count	14	70	84
		% within Type of Area	2.4%	11.7%	7.1%
4 None		Count	62	169	231
		% within Type of Area	10.4%	28.3%	19.4%
NA		Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Talk Shows * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Talk Shows	1 A great deal	Count	54	100	154
		% within Type of Area	9.1%	16.8%	12.9%
	2 Some	Count	35	175	210
		% within Type of Area	5.9%	29.3%	17.6%
	3 A little	Count	11	81	92
		% within Type of Area	1.9%	13.6%	7.7%
4 None		Count	67	151	218
		% within Type of Area	11.3%	25.3%	18.3%
NA		Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Music * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Music	1 A great deal	Count	64	142	206
		% within Type of Area	10.8%	23.8%	17.3%
	2 Some	Count	49	199	248
		% within Type of Area	8.2%	33.3%	20.8%
	3 A little	Count	28	93	121
		% within Type of Area	4.7%	15.6%	10.2%
	4 None	Count	26	73	99
		% within Type of Area	4.4%	12.2%	8.3%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Children's * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Children's	1 A great deal	Count	51	105	156
		% within Type of Area	8.6%	17.6%	13.1%
	2 Some	Count	51	152	203
		% within Type of Area	8.6%	25.5%	17.0%
	3 A little	Count	21	112	133
		% within Type of Area	3.5%	18.8%	11.2%
	4 None	Count	44	138	182
		% within Type of Area	7.4%	23.1%	15.3%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Religious * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Religious	1 A great deal	Count	87	204	291
		% within Type of Area	14.6%	34.2%	24.4%
	2 Some	Count	37	143	180
		% within Type of Area	6.2%	24.0%	15.1%
	3 A little	Count	9	78	87
		% within Type of Area	1.5%	13.1%	7.3%
	4 None	Count	34	82	116
		% within Type of Area	5.7%	13.7%	9.7%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Helath * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Helath	1 A great deal	Count	72	156	228
		% within Type of Area	12.1%	26.1%	19.1%
	2 Some	Count	52	174	226
		% within Type of Area	8.8%	29.1%	19.0%
	3 A little	Count	18	86	104
		% within Type of Area	3.0%	14.4%	8.7%
	4 None	Count	25	91	116
		% within Type of Area	4.2%	15.2%	9.7%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Agriculture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Agriculture	1 A great deal	Count	74	110	184
		% within Type of Area	12.5%	18.4%	15.4%
	2 Some	Count	42	164	206
		% within Type of Area	7.1%	27.5%	17.3%
	3 A little	Count	20	111	131
		% within Type of Area	3.4%	18.6%	11.0%
	4 None	Count	31	122	153
		% within Type of Area	5.2%	20.4%	12.8%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Business * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Business	1 A great deal	Count	47	91	138
		% within Type of Area	7.9%	15.2%	11.6%
	2 Some	Count	36	124	160
		% within Type of Area	6.1%	20.8%	13.4%
	3 A little	Count	28	117	145
		% within Type of Area	4.7%	19.6%	12.2%
	4 None	Count	56	175	231
		% within Type of Area	9.4%	29.3%	19.4%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Advertisements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Advertisements	1 A great deal	Count	37	102	139
		% within Type of Area	6.2%	17.1%	11.7%
	2 Some	Count	58	144	202
		% within Type of Area	9.8%	24.1%	17.0%
	3 A little	Count	20	122	142
Total		% within Type of Area	3.4%	20.4%	11.9%
	4 None	Count	52	139	191
		% within Type of Area	8.8%	23.3%	16.0%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total			Count	594	597
			% within Type of Area	100.0%	100.0%

G1 A Attention paid to TV Cartoon * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Cartoon	1 A great deal	Count	23	53	76
		% within Type of Area	3.9%	8.9%	6.4%
	2 Some	Count	30	118	148
		% within Type of Area	5.1%	19.8%	12.4%
	3 A little	Count	27	68	95
Total		% within Type of Area	4.5%	11.4%	8.0%
	4 None	Count	87	268	355
		% within Type of Area	14.6%	44.9%	29.8%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total			Count	594	597
			% within Type of Area	100.0%	100.0%

G1 A Attention paid to TV Movies * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Movies	1 A great deal	Count	47	116	163
		% within Type of Area	7.9%	19.4%	13.7%
	2 Some	Count	60	218	278
		% within Type of Area	10.1%	36.5%	23.3%
	3 A little	Count	21	85	106
Total		% within Type of Area	3.5%	14.2%	8.9%
	4 None	Count	39	88	127
		% within Type of Area	6.6%	14.7%	10.7%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total			Count	594	597
			% within Type of Area	100.0%	100.0%

G1 A Attention paid to TV Nature/adventure * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Nature/adventure	1 A great deal	Count	48	107	155
		% within Type of Area	8.1%	17.9%	13.0%
	2 Some	Count	34	138	172
		% within Type of Area	5.7%	23.1%	14.4%
	3 A little	Count	22	100	122
		% within Type of Area	3.7%	16.8%	10.2%
	4 None	Count	63	162	225
		% within Type of Area	10.6%	27.1%	18.9%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Comedy * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Comedy	1 A great deal	Count	36	82	118
		% within Type of Area	6.1%	13.7%	9.9%
	2 Some	Count	39	151	190
		% within Type of Area	6.6%	25.3%	16.0%
	3 A little	Count	16	91	107
		% within Type of Area	2.7%	15.2%	9.0%
	4 None	Count	76	183	259
		% within Type of Area	12.8%	30.7%	21.7%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Serials * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Serials	1 A great deal	Count	72	222	294
		% within Type of Area	12.1%	37.2%	24.7%
	2 Some	Count	41	135	176
		% within Type of Area	6.9%	22.6%	14.8%
	3 A little	Count	17	53	70
		% within Type of Area	2.9%	8.9%	5.9%
	4 None	Count	37	97	134
		% within Type of Area	6.2%	16.2%	11.3%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G1 A Attention paid to TV Sports * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Sports	1 A great deal	Count	53	112	165
		% within Type of Area	8.9%	18.8%	13.9%
	2 Some	Count	23	134	157
		% within Type of Area	3.9%	22.4%	13.2%
	3 A little	Count	23	75	98
		% within Type of Area	3.9%	12.6%	8.2%
	4 None	Count	68	185	253
		% within Type of Area	11.4%	31.0%	21.2%
NA	Count	427	91	518	
	% within Type of Area	71.9%	15.2%	43.5%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G1 A Attention paid to TV Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to TV Others	1 A great deal	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	3 A little	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	4 None	Count	164	502	666
		% within Type of Area	27.6%	84.1%	55.9%
	NA	Count	429	91	520
		% within Type of Area	72.2%	15.2%	43.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G2 A Attention to TV station News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station News	1 BBS	Count	141	459	600
		% within Type of Area	23.7%	76.9%	50.4%
	2 Indian TV	Count	5	8	13
		% within Type of Area	.8%	1.3%	1.1%
	3 International TV	Count	18	36	54
		% within Type of Area	3.0%	6.0%	4.5%
	NA	Count	430	94	524
		% within Type of Area	72.4%	15.7%	44.0%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Live call in/request * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Live call in/request	1 BBS	Count	102	317	419
		% within Type of Area	17.2%	53.1%	35.2%
	2 Indian TV	Count	1	14	15
		% within Type of Area	.2%	2.3%	1.3%
	3 International TV	Count	2	6	8
		% within Type of Area	.3%	1.0%	.7%
	NA	Count	489	260	749
		% within Type of Area	82.3%	43.6%	62.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Talk Shows * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Talk Shows	1 BBS	Count	96	316	412
		% within Type of Area	16.2%	52.9%	34.6%
	2 Indian TV	Count	1	17	18
		% within Type of Area	.2%	2.8%	1.5%
	3 International TV	Count	3	23	26
		% within Type of Area	.5%	3.9%	2.2%
	NA	Count	494	241	735
		% within Type of Area	83.2%	40.4%	61.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Music * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Music	1 BBS	Count	104	252	356
		% within Type of Area	17.5%	42.2%	29.9%
	2 Indian TV	Count	20	127	147
		% within Type of Area	3.4%	21.3%	12.3%
	3 International TV	Count	17	56	73
		% within Type of Area	2.9%	9.4%	6.1%
	NA	Count	453	162	615
		% within Type of Area	76.3%	27.1%	51.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Children's * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Children's	1 BBS	Count	110	284	394
		% within Type of Area	18.5%	47.6%	33.1%
	2 Indian TV	Count	6	34	40
		% within Type of Area	1.0%	5.7%	3.4%
	3 International TV	Count	7	51	58
		% within Type of Area	1.2%	8.5%	4.9%
	NA	Count	471	228	699
		% within Type of Area	79.3%	38.2%	58.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Religious * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Religious	1 BBS	Count	127	400	527
		% within Type of Area	21.4%	67.0%	44.2%
	2 Indian TV	Count	2	11	13
		% within Type of Area	.3%	1.8%	1.1%
	3 International TV	Count	4	14	18
		% within Type of Area	.7%	2.3%	1.5%
	NA	Count	461	172	633
		% within Type of Area	77.6%	28.8%	53.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Health * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Health	1 BBS	Count	124	358	482
		% within Type of Area	20.9%	60.0%	40.5%
	2 Indian TV	Count	4	12	16
		% within Type of Area	.7%	2.0%	1.3%
	3 International TV	Count	14	46	60
		% within Type of Area	2.4%	7.7%	5.0%
	NA	Count	452	181	633
		% within Type of Area	76.1%	30.3%	53.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Agriculture * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Agriculture	1 BBS	Count	124	330	454
		% within Type of Area	20.9%	55.3%	38.1%
	2 Indian TV	Count	2	13	15
		% within Type of Area	.3%	2.2%	1.3%
	3 International TV	Count	10	42	52
		% within Type of Area	1.7%	7.0%	4.4%
	NA	Count	458	212	670
		% within Type of Area	77.1%	35.5%	56.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Business * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Business	1 BBS	Count	87	234	321
		% within Type of Area	14.6%	39.2%	27.0%
	2 Indian TV	Count	4	25	29
		% within Type of Area	.7%	4.2%	2.4%
	3 International TV	Count	21	73	94
		% within Type of Area	3.5%	12.2%	7.9%
	NA	Count	482	265	747
		% within Type of Area	81.1%	44.4%	62.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Advertisements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Advertisements	1 BBS	Count	97	269	366
		% within Type of Area	16.3%	45.1%	30.7%
	2 Indian TV	Count	7	54	61
		% within Type of Area	1.2%	9.0%	5.1%
	3 International TV	Count	10	45	55
		% within Type of Area	1.7%	7.5%	4.6%
	NA	Count	480	229	709
		% within Type of Area	80.8%	38.4%	59.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Cartoon * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Cartoon	1 BBS	Count	12	21	33
		% within Type of Area	2.0%	3.5%	2.8%
	2 Indian TV	Count	30	107	137
		% within Type of Area	5.1%	17.9%	11.5%
	3 International TV	Count	39	111	150
		% within Type of Area	6.6%	18.6%	12.6%
	NA	Count	513	358	871
		% within Type of Area	86.4%	60.0%	73.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Movies * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Movies	1 BBS	Count	28	70	98
		% within Type of Area	4.7%	11.7%	8.2%
	2 Indian TV	Count	47	189	236
		% within Type of Area	7.9%	31.7%	19.8%
	3 International TV	Count	52	161	213
		% within Type of Area	8.8%	27.0%	17.9%
	NA	Count	467	177	644
		% within Type of Area	78.6%	29.6%	54.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Nature/Adventure * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Nature/Adventure	1 BBS	Count	25	40	65
		% within Type of Area	4.2%	6.7%	5.5%
	2 Indian TV	Count	7	40	47
		% within Type of Area	1.2%	6.7%	3.9%
	3 International TV	Count	72	265	337
		% within Type of Area	12.1%	44.4%	28.3%
	NA	Count	490	252	742
		% within Type of Area	82.5%	42.2%	62.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Comedy * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Comedy	1 BBS	Count	32	59	91
		% within Type of Area	5.4%	9.9%	7.6%
	2 Indian TV	Count	41	177	218
		% within Type of Area	6.9%	29.6%	18.3%
	3 International TV	Count	19	88	107
		% within Type of Area	3.2%	14.7%	9.0%
	NA	Count	502	273	775
		% within Type of Area	84.5%	45.7%	65.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Serials * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Serials	1 BBS	Count	39	96	135
		% within Type of Area	6.6%	16.1%	11.3%
	2 Indian TV	Count	69	261	330
		% within Type of Area	11.6%	43.7%	27.7%
	3 International TV	Count	22	53	75
		% within Type of Area	3.7%	8.9%	6.3%
	NA	Count	464	187	651
		% within Type of Area	78.1%	31.3%	54.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Sports * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention to TV station Sports	1 BBS	Count	13	22	35
		% within Type of Area	2.2%	3.7%	2.9%
	2 Indian TV	Count	8	30	38
		% within Type of Area	1.3%	5.0%	3.2%
	3 International TV	Count	78	270	348
		% within Type of Area	13.1%	45.2%	29.2%
	NA	Count	495	275	770
		% within Type of Area	83.3%	46.1%	64.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G2 A Attention to TV station Others * Type of Area Crosstabulation

			Type of Area		Total	
			Rural	Urban		
Attention to TV station Others	NA	Count	594	597	1191	
		% within Type of Area	100.0%	100.0%	100.0%	
Total		Count	594	597	1191	
		% within Type of Area	100.0%	100.0%	100.0%	

G3.1 A Time use work Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use work Bhutanese TV	1 Yes	Count	46	161	207
		% within Type of Area	7.7%	27.0%	17.4%
	2 A little	Count	36	131	167
		% within Type of Area	6.1%	21.9%	14.0%
	3 No	Count	68	206	274
		% within Type of Area	11.4%	34.5%	23.0%
	4 Don't know	Count	18	8	26
		% within Type of Area	3.0%	1.3%	2.2%
	NA	Count	426	91	517
		% within Type of Area	71.7%	15.2%	43.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G3.1 A Time use work Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use work Indian TV	1 Yes	Count	50	186	236
		% within Type of Area	8.4%	31.2%	19.8%
	2 A little	Count	35	113	148
		% within Type of Area	5.9%	18.9%	12.4%
	3 No	Count	47	139	186
		% within Type of Area	7.9%	23.3%	15.6%
	4 Don't know	Count	36	67	103
		% within Type of Area	6.1%	11.2%	8.6%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G3.1 A Time use work Other foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use work Other foreign TV	1 Yes	Count	33	106	139
		% within Type of Area	5.6%	17.8%	11.7%
	2 A little	Count	35	108	143
		% within Type of Area	5.9%	18.1%	12.0%
	3 No	Count	47	163	210
		% within Type of Area	7.9%	27.3%	17.6%
	4 Don't know	Count	53	128	181
		% within Type of Area	8.9%	21.4%	15.2%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G3.2 A Time use prayer Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use prayer Bhutanese TV	1 Yes	Count	25	82	107
		% within Type of Area	4.2%	13.7%	9.0%
	2 A little	Count	35	123	158
		% within Type of Area	5.9%	20.6%	13.3%
	3 No	Count	86	284	370
		% within Type of Area	14.5%	47.6%	31.1%
	4 Don't know	Count	22	17	39
		% within Type of Area	3.7%	2.8%	3.3%
	NA	Count	426	91	517
		% within Type of Area	71.7%	15.2%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.2 A Time use prayer Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use prayer Indian TV	1 Yes	Count	26	101	127
		% within Type of Area	4.4%	16.9%	10.7%
	2 A little	Count	31	82	113
		% within Type of Area	5.2%	13.7%	9.5%
	3 No	Count	70	237	307
		% within Type of Area	11.8%	39.7%	25.8%
	4 Don't know	Count	41	85	126
		% within Type of Area	6.9%	14.2%	10.6%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.2 A Time use prayer Other foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use prayer Other foreign TV	1 Yes	Count	19	68	87
		% within Type of Area	3.2%	11.4%	7.3%
	2 A little	Count	26	72	98
		% within Type of Area	4.4%	12.1%	8.2%
	3 No	Count	67	226	293
		% within Type of Area	11.3%	37.9%	24.6%
	4 Don't know	Count	56	139	195
		% within Type of Area	9.4%	23.3%	16.4%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.3 A Time use socializing Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use socializing Bhutanese TV	1 Yes	Count	22	55	77
		% within Type of Area	3.7%	9.2%	6.5%
	2 A little	Count	36	129	165
		% within Type of Area	6.1%	21.6%	13.9%
	3 No	Count	90	304	394
		% within Type of Area	15.2%	50.9%	33.1%
	4 Don't know	Count	20	18	38
		% within Type of Area	3.4%	3.0%	3.2%
	NA	Count	426	91	517
		% within Type of Area	71.7%	15.2%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.3 A Time use socializing Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use socializing Indian TV	1 Yes	Count	20	81	101
		% within Type of Area	3.4%	13.6%	8.5%
	2 A little	Count	32	107	139
		% within Type of Area	5.4%	17.9%	11.7%
	3 No	Count	78	244	322
		% within Type of Area	13.1%	40.9%	27.0%
	4 Don't know	Count	38	73	111
		% within Type of Area	6.4%	12.2%	9.3%
NA	Count	426	92	518	
	% within Type of Area	71.7%	15.4%	43.5%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.3 A Time use socializing Other foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use socializing Other foreign TV	1 Yes	Count	11	57	68
		% within Type of Area	1.9%	9.5%	5.7%
	2 A little	Count	31	90	121
		% within Type of Area	5.2%	15.1%	10.2%
	3 No	Count	71	224	295
		% within Type of Area	12.0%	37.5%	24.8%
	4 Don't know	Count	55	134	189
		% within Type of Area	9.3%	22.4%	15.9%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.4 A Time use late night Bhutanese TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use late night Bhutanese TV	1 Yes	Count	32	94	126
		% within Type of Area	5.4%	15.7%	10.6%
	2 A little	Count	39	101	140
		% within Type of Area	6.6%	16.9%	11.8%
	3 No	Count	75	299	374
		% within Type of Area	12.6%	50.1%	31.4%
	4 Don't know	Count	22	12	34
		% within Type of Area	3.7%	2.0%	2.9%
	NA	Count	426	91	517
		% within Type of Area	71.7%	15.2%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.4 A Time use late night Indian TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use late night Indian TV	1 Yes	Count	45	173	218
		% within Type of Area	7.6%	29.0%	18.3%
	2 A little	Count	38	109	147
		% within Type of Area	6.4%	18.3%	12.3%
	3 No	Count	47	158	205
		% within Type of Area	7.9%	26.5%	17.2%
	4 Don't know	Count	38	65	103
		% within Type of Area	6.4%	10.9%	8.6%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G3.4 A Time use late night Other foreign TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Time use late night Other foreign TV	1 Yes	Count	32	113	145
		% within Type of Area	5.4%	18.9%	12.2%
	2 A little	Count	35	80	115
		% within Type of Area	5.9%	13.4%	9.7%
	3 No	Count	49	184	233
		% within Type of Area	8.2%	30.8%	19.6%
	4 Don't know	Count	52	128	180
		% within Type of Area	8.8%	21.4%	15.1%
	NA	Count	426	92	518
		% within Type of Area	71.7%	15.4%	43.5%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G4 A Watch TV with * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Watch TV with	1 Alone	Count	15	98	113
		% within Type of Area	2.5%	16.4%	9.5%
	2 Family	Count	139	390	529
		% within Type of Area	23.4%	65.3%	44.4%
	3 Friends	Count	13	19	32
		% within Type of Area	2.2%	3.2%	2.7%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G5 A Who decides watching TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Who decides watching TV	1 Adult male	Count	75	171	246
		% within Type of Area	12.6%	28.6%	20.7%
	2 Adult female	Count	45	161	206
		% within Type of Area	7.6%	27.0%	17.3%
	3 Children	Count	32	125	157
		% within Type of Area	5.4%	20.9%	13.2%
	4 Elderly grandparents	Count	9	20	29
		% within Type of Area	1.5%	3.4%	2.4%
	All	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Anybody	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	Depending on the interest	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Depends on time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Everyone	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	First come first	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	Friends	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	Mutual understanding	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
	no choice	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	None	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	of similar choice	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	there is time distrubition	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	timetable	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	timing	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	Turn wise	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	Whoever has the remote	Count	3	1	4
		% within Type of Area	.5%	.2%	.3%
	Whoever likes	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

G6 A Violence caused by TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Violence caused by TV	1 Yes	Count	28	84	112
		% within Type of Area	4.7%	14.1%	9.4%
	2 No	Count	52	164	216
		% within Type of Area	8.8%	27.5%	18.1%
	3 Sometimes	Count	87	259	346
		% within Type of Area	14.6%	43.4%	29.1%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

G7 A Countries culture TV * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Countries culture TV	1 Bhutanese	Count	119	308	427
		% within Type of Area	20.0%	51.6%	35.9%
	2 Indian	Count	37	129	166
		% within Type of Area	6.2%	21.6%	13.9%
	3 Western	Count	8	55	63
		% within Type of Area	1.3%	9.2%	5.3%
	4 Korean	Count	2	9	11
		% within Type of Area	.3%	1.5%	.9%
	All equal	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	dont know	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	History & wildlife channel	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
Total	i don't see	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	427	90	517
		% within Type of Area	71.9%	15.1%	43.4%
	No preference	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	None	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Count		594	597	1191
	% within Type of Area		100.0%	100.0%	100.0%

G1-7. Television Specifics by Education

G1 E Attention paid to TV News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Attention paid to TV News	1 A great deal	Count	174	29	69	123	80	1	38
		% within Education	31.4%	43.3%	49.6%	60.9%	71.4%	33.3%	77.6%
	2 Some	Count	34	3	10	28	10	1	6
		% within Education	6.1%	4.5%	7.2%	13.9%	8.9%	33.3%	12.2%
	3 A little	Count	5	2	1	12	1	0	3
		% within Education	.9%	3.0%	.7%	5.9%	.9%	.0%	6.1%
	4 None	Count	1	0	1	2	3	0	0
		% within Education	.2%	.0%	.7%	1.0%	2.7%	.0%	.0%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV News	1 A great deal	Count	26	4	4	548
		% within Education	55.3%	36.4%	66.7%	46.0%
	2 Some	Count	0	1	1	94
		% within Education	.0%	9.1%	16.7%	7.9%
	3 A little	Count	0	0	0	24
		% within Education	.0%	.0%	.0%	2.0%
	4 None	Count	1	0	0	8
		% within Education	2.1%	.0%	.0%	.7%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Live call in /request * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Live call in /request	1 A great deal	Count	45	10	25	35	12	0	8
		% within Education	8.1%	14.9%	18.0%	17.3%	10.7%	.0%	16.3%
	2 Some	Count	79	17	22	40	28	0	11
		% within Education	14.2%	25.4%	15.8%	19.8%	25.0%	.0%	22.4%
	3 A little	Count	26	4	13	22	10	0	7
		% within Education	4.7%	6.0%	9.4%	10.9%	8.9%	.0%	14.3%
	4 None	Count	64	3	21	68	44	2	21
		% within Education	11.5%	4.5%	15.1%	33.7%	39.3%	66.7%	42.9%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Live call in /request * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to TV Live call in /request	1 A great deal	Count	14	0	3	152
		% within Education	29.8%	.0%	50.0%	12.8%
	2 Some	Count	8	1	1	207
		% within Education	17.0%	9.1%	16.7%	17.4%
	3 A little	Count	2	0	0	84
		% within Education	4.3%	.0%	.0%	7.1%
	4 None	Count	3	4	1	231
		% within Education	6.4%	36.4%	16.7%	19.4%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Talk Shows * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Talk Shows	1 A great deal	Count	37	7	26	41	16	0	11
		% within Education	6.7%	10.4%	18.7%	20.3%	14.3%	.0%	22.4%
	2 Some	Count	71	13	24	48	34	0	16
		% within Education	12.8%	19.4%	17.3%	23.8%	30.4%	.0%	32.7%
	3 A little	Count	33	7	6	20	12	0	10
		% within Education	5.9%	10.4%	4.3%	9.9%	10.7%	.0%	20.4%
	4 None	Count	73	7	25	56	32	2	10
		% within Education	13.2%	10.4%	18.0%	27.7%	28.6%	66.7%	20.4%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Talk Shows * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Talk Shows	1 A great deal	Count	14	0	2	154
		% within Education	29.8%	.0%	33.3%	12.9%
	2 Some	Count	2	1	1	210
		% within Education	4.3%	9.1%	16.7%	17.6%
	3 A little	Count	4	0	0	92
		% within Education	8.5%	.0%	.0%	7.7%
	4 None	Count	7	4	2	218
		% within Education	14.9%	36.4%	33.3%	18.3%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Music * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Music	1 A great deal	Count	66	10	23	52	20	0	16
		% within Education	11.9%	14.9%	16.5%	25.7%	17.9%	.0%	32.7%
	2 Some	Count	84	13	27	55	42	1	15
		% within Education	15.1%	19.4%	19.4%	27.2%	37.5%	33.3%	30.6%
	3 A little	Count	38	9	19	26	16	0	9
		% within Education	6.8%	13.4%	13.7%	12.9%	14.3%	.0%	18.4%
	4 None	Count	26	2	12	32	16	1	7
		% within Education	4.7%	3.0%	8.6%	15.8%	14.3%	33.3%	14.3%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Music * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Music	1 A great deal	Count	15	0	4	206
		% within Education	31.9%	.0%	66.7%	17.3%
	2 Some	Count	8	3	0	248
		% within Education	17.0%	27.3%	.0%	20.8%
	3 A little	Count	2	1	1	121
		% within Education	4.3%	9.1%	16.7%	10.2%
	4 None	Count	2	1	0	99
		% within Education	4.3%	9.1%	.0%	8.3%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Children's * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Children's	1 A great deal	Count	59	8	19	34	13	0	6
		% within Education	10.6%	11.9%	13.7%	16.8%	11.6%	.0%	12.2%
	2 Some	Count	68	15	23	43	26	1	16
		% within Education	12.3%	22.4%	16.5%	21.3%	23.2%	33.3%	32.7%
	3 A little	Count	36	6	19	37	22	1	7
		% within Education	6.5%	9.0%	13.7%	18.3%	19.6%	33.3%	14.3%
	4 None	Count	51	5	20	51	33	0	18
		% within Education	9.2%	7.5%	14.4%	25.2%	29.5%	.0%	36.7%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Children's * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Children's	1 A great deal	Count	12	2	3	156
		% within Education	25.5%	18.2%	50.0%	13.1%
	2 Some	Count	8	2	1	203
		% within Education	17.0%	18.2%	16.7%	17.0%
	3 A little	Count	4	0	1	133
		% within Education	8.5%	.0%	16.7%	11.2%
	4 None	Count	3	1	0	182
		% within Education	6.4%	9.1%	.0%	15.3%
NA	Count	20	6	1	517	
	% within Education	42.6%	54.5%	16.7%	43.4%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Religious * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Religious	1 A great deal	Count	110	12	31	60	34	1	21
		% within Education	19.8%	17.9%	22.3%	29.7%	30.4%	33.3%	42.9%
	2 Some	Count	47	12	24	44	30	1	14
		% within Education	8.5%	17.9%	17.3%	21.8%	26.8%	33.3%	28.6%
	3 A little	Count	22	6	12	24	14	0	5
		% within Education	4.0%	9.0%	8.6%	11.9%	12.5%	.0%	10.2%
	4 None	Count	35	4	14	37	16	0	7
		% within Education	6.3%	6.0%	10.1%	18.3%	14.3%	.0%	14.3%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Religious * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Religious	1 A great deal	Count	17	3	2	291
		% within Education	36.2%	27.3%	33.3%	24.4%
	2 Some	Count	7	1	0	180
		% within Education	14.9%	9.1%	.0%	15.1%
	3 A little	Count	2	0	2	87
		% within Education	4.3%	.0%	33.3%	7.3%
	4 None	Count	1	1	1	116
		% within Education	2.1%	9.1%	16.7%	9.7%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Helath * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Helath	1 A great deal	Count	74	11	25	57	24	0	19
		% within Education	13.3%	16.4%	18.0%	28.2%	21.4%	.0%	38.8%
	2 Some	Count	72	16	25	49	38	2	15
		% within Education	13.0%	23.9%	18.0%	24.3%	33.9%	66.7%	30.6%
	3 A little	Count	32	4	16	24	15	0	6
		% within Education	5.8%	6.0%	11.5%	11.9%	13.4%	.0%	12.2%
	4 None	Count	36	3	15	35	17	0	7
		% within Education	6.5%	4.5%	10.8%	17.3%	15.2%	.0%	14.3%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Helath * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Helath	1 A great deal	Count	13	2	3	228
		% within Education	27.7%	18.2%	50.0%	19.1%
	2 Some	Count	8	1	0	226
		% within Education	17.0%	9.1%	.0%	19.0%
	3 A little	Count	5	0	2	104
		% within Education	10.6%	.0%	33.3%	8.7%
	4 None	Count	1	2	0	116
		% within Education	2.1%	18.2%	.0%	9.7%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Agriculture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Agriculture	1 A great deal	Count	71	8	20	40	18	0	10
		% within Education	12.8%	11.9%	14.4%	19.8%	16.1%	.0%	20.4%
	2 Some	Count	59	16	22	52	31	1	17
		% within Education	10.6%	23.9%	15.8%	25.7%	27.7%	33.3%	34.7%
	3 A little	Count	44	7	21	27	17	0	8
		% within Education	7.9%	10.4%	15.1%	13.4%	15.2%	.0%	16.3%
	4 None	Count	40	3	18	46	28	1	12
		% within Education	7.2%	4.5%	12.9%	22.8%	25.0%	33.3%	24.5%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Agriculture * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Agriculture	1 A great deal	Count	12	2	3	184
		% within Education	25.5%	18.2%	50.0%	15.4%
	2 Some	Count	7	1	0	206
		% within Education	14.9%	9.1%	.0%	17.3%
	3 A little	Count	6	0	1	131
		% within Education	12.8%	.0%	16.7%	11.0%
	4 None	Count	2	2	1	153
		% within Education	4.3%	18.2%	16.7%	12.8%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Business * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Business	1 A great deal	Count	47	2	18	39	13	0	5
		% within Education	8.5%	3.0%	12.9%	19.3%	11.6%	.0%	10.2%
	2 Some	Count	43	12	19	42	25	1	13
		% within Education	7.7%	17.9%	13.7%	20.8%	22.3%	33.3%	26.5%
	3 A little	Count	48	11	16	32	18	0	12
		% within Education	8.6%	16.4%	11.5%	15.8%	16.1%	.0%	24.5%
	4 None	Count	76	9	28	52	38	1	17
		% within Education	13.7%	13.4%	20.1%	25.7%	33.9%	33.3%	34.7%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Business * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to TV Business	1 A great deal	Count	11	1	2	138
		% within Education	23.4%	9.1%	33.3%	11.6%
	2 Some	Count	3	1	1	160
		% within Education	6.4%	9.1%	16.7%	13.4%
	3 A little	Count	8	0	0	145
		% within Education	17.0%	.0%	.0%	12.2%
	4 None	Count	5	3	2	231
		% within Education	10.6%	27.3%	33.3%	19.4%
NA	Count	20	6	1	517	
	% within Education	42.6%	54.5%	16.7%	43.4%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Advertisements * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Advertisements	1 A great deal	Count	46	4	19	37	12	0	8
		% within Education	8.3%	6.0%	13.7%	18.3%	10.7%	.0%	16.3%
	2 Some	Count	62	17	24	45	32	1	14
		% within Education	11.2%	25.4%	17.3%	22.3%	28.6%	33.3%	28.6%
	3 A little	Count	38	6	17	37	22	0	13
		% within Education	6.8%	9.0%	12.2%	18.3%	19.6%	.0%	26.5%
	4 None	Count	68	7	21	46	28	1	12
		% within Education	12.3%	10.4%	15.1%	22.8%	25.0%	33.3%	24.5%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Advertisements * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to TV Advertisements	1 A great deal	Count	10	0	3	139
		% within Education	21.3%	.0%	50.0%	11.7%
	2 Some	Count	6	1	0	202
		% within Education	12.8%	9.1%	.0%	17.0%
	3 A little	Count	7	1	1	142
		% within Education	14.9%	9.1%	16.7%	11.9%
	4 None	Count	4	3	1	191
		% within Education	8.5%	27.3%	16.7%	16.0%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Cartoon * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Attention paid to TV Cartoon	1 A great deal	Count	18	3	10	23	8	0
		% within Education	3.2%	4.5%	7.2%	11.4%	7.1%	.0%
	2 Some	Count	33	7	20	41	27	0
		% within Education	5.9%	10.4%	14.4%	20.3%	24.1%	.0%
	3 A little	Count	34	5	10	15	13	1
		% within Education	6.1%	7.5%	7.2%	7.4%	11.6%	33.3%
	4 None	Count	129	19	41	86	46	1
		% within Education	23.2%	28.4%	29.5%	42.6%	41.1%	33.3%
	NA	Count	341	33	58	37	18	1
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Cartoon * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Cartoon	1 A great deal	Count	4	2	1	76
		% within Education	8.5%	18.2%	16.7%	6.4%
	2 Some	Count	3	3	1	148
		% within Education	6.4%	27.3%	16.7%	12.4%
	3 A little	Count	7	0	2	95
		% within Education	14.9%	.0%	33.3%	8.0%
	4 None	Count	13	0	1	355
		% within Education	27.7%	.0%	16.7%	29.8%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Movies * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Movies	1 A great deal	Count	46	5	17	53	27	0	8
		% within Education	8.3%	7.5%	12.2%	26.2%	24.1%	.0%	16.3%
	2 Some	Count	70	17	40	63	45	2	24
		% within Education	12.6%	25.4%	28.8%	31.2%	40.2%	66.7%	49.0%
	3 A little	Count	43	7	12	19	10	0	10
		% within Education	7.7%	10.4%	8.6%	9.4%	8.9%	.0%	20.4%
	4 None	Count	55	5	12	30	12	0	5
		% within Education	9.9%	7.5%	8.6%	14.9%	10.7%	.0%	10.2%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Movies * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Movies	1 A great deal	Count	5	1	1	163
		% within Education	10.6%	9.1%	16.7%	13.7%
	2 Some	Count	12	4	1	278
		% within Education	25.5%	36.4%	16.7%	23.3%
	3 A little	Count	3	0	2	106
		% within Education	6.4%	.0%	33.3%	8.9%
	4 None	Count	7	0	1	127
		% within Education	14.9%	.0%	16.7%	10.7%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Nature/adventure * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Nature/adventure	1 A great deal	Count	42	3	17	45	26	1	10
		% within Education	7.6%	4.5%	12.2%	22.3%	23.2%	33.3%	20.4%
	2 Some	Count	45	12	20	44	26	1	18
		% within Education	8.1%	17.9%	14.4%	21.8%	23.2%	33.3%	36.7%
	3 A little	Count	40	8	16	23	20	0	9
		% within Education	7.2%	11.9%	11.5%	11.4%	17.9%	.0%	18.4%
	4 None	Count	87	11	28	53	22	0	10
		% within Education	15.7%	16.4%	20.1%	26.2%	19.6%	.0%	20.4%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Nature/adventure * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Nature/adventure	1 A great deal	Count	7	0	4	155
		% within Education	14.9%	.0%	66.7%	13.0%
	2 Some	Count	5	1	0	172
		% within Education	10.6%	9.1%	.0%	14.4%
	3 A little	Count	3	2	1	122
		% within Education	6.4%	18.2%	16.7%	10.2%
	4 None	Count	12	2	0	225
		% within Education	25.5%	18.2%	.0%	18.9%
NA	Count	20	6	1	517	
	% within Education	42.6%	54.5%	16.7%	43.4%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Comedy * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Attention paid to TV Comedy	1 A great deal	Count	34	6	19	32	12	0
		% within Education	6.1%	9.0%	13.7%	15.8%	10.7%	.0%
	2 Some	Count	43	12	23	52	29	1
		% within Education	7.7%	17.9%	16.5%	25.7%	25.9%	33.3%
	3 A little	Count	34	4	14	23	19	0
		% within Education	6.1%	6.0%	10.1%	11.4%	17.0%	.0%
4 None	Count	103	12	25	58	34	1	12
	% within Education	18.6%	17.9%	18.0%	28.7%	30.4%	33.3%	24.5%
NA	Count	341	33	58	37	18	1	2
	% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Comedy * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Comedy	1 A great deal	Count	7	0	2	118
		% within Education	14.9%	.0%	33.3%	9.9%
	2 Some	Count	6	2	2	190
		% within Education	12.8%	18.2%	33.3%	16.0%
	3 A little	Count	4	0	0	107
		% within Education	8.5%	.0%	.0%	9.0%
	4 None	Count	10	3	1	259
		% within Education	21.3%	27.3%	16.7%	21.7%
NA	Count	20	6	1	517	
	% within Education	42.6%	54.5%	16.7%	43.4%	
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Serials * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Serials	1 A great deal	Count	101	20	34	80	32	0	13
		% within Education	18.2%	29.9%	24.5%	39.6%	28.6%	.0%	26.5%
	2 Some	Count	56	6	21	32	32	1	17
		% within Education	10.1%	9.0%	15.1%	15.8%	28.6%	33.3%	34.7%
	3 A little	Count	17	5	9	22	9	0	5
		% within Education	3.1%	7.5%	6.5%	10.9%	8.0%	.0%	10.2%
	4 None	Count	40	3	17	31	21	1	12
		% within Education	7.2%	4.5%	12.2%	15.3%	18.8%	33.3%	24.5%
	NA	Count	341	33	58	37	18	1	2
		% within Education	61.4%	49.3%	41.7%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Serials * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Serials	1 A great deal	Count	9	2	3	294
		% within Education	19.1%	18.2%	50.0%	24.7%
	2 Some	Count	8	2	1	176
		% within Education	17.0%	18.2%	16.7%	14.8%
	3 A little	Count	2	0	1	70
		% within Education	4.3%	.0%	16.7%	5.9%
	4 None	Count	8	1	0	134
		% within Education	17.0%	9.1%	.0%	11.3%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Sports * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Sports	1 A great deal	Count	27	4	22	56	35	1	10
		% within Education	4.9%	6.0%	15.8%	27.7%	31.3%	33.3%	20.4%
	2 Some	Count	36	5	20	43	29	0	19
		% within Education	6.5%	7.5%	14.4%	21.3%	25.9%	.0%	38.8%
	3 A little	Count	30	7	15	20	13	1	10
		% within Education	5.4%	10.4%	10.8%	9.9%	11.6%	33.3%	20.4%
	4 None	Count	121	18	23	46	17	0	8
		% within Education	21.8%	26.9%	16.5%	22.8%	15.2%	.0%	16.3%
	NA	Count	341	33	59	37	18	1	2
		% within Education	61.4%	49.3%	42.4%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Sports * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Sports	1 A great deal	Count	7	1	2	165
		% within Education	14.9%	9.1%	33.3%	13.9%
	2 Some	Count	3	2	0	157
		% within Education	6.4%	18.2%	.0%	13.2%
	3 A little	Count	2	0	0	98
		% within Education	4.3%	.0%	.0%	8.2%
4 None	Count	15	2	3	253	
	% within Education	31.9%	18.2%	50.0%	21.2%	
NA	Count	20	6	1	518	
	% within Education	42.6%	54.5%	16.7%	43.5%	
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G1 E Attention paid to TV Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to TV Others	1 A great deal	Count	0	1	0	1	1	0	0
		% within Education	.0%	1.5%	.0%	.5%	.9%	.0%	.0%
	3 A little	Count	0	0	1	0	0	0	1
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	2.0%
	4 None	Count	213	33	79	164	92	2	46
		% within Education	38.4%	49.3%	56.8%	81.2%	82.1%	66.7%	93.9%
NA	Count	342	33	59	37	19	1	2	
	% within Education	61.6%	49.3%	42.4%	18.3%	17.0%	33.3%	4.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 E Attention paid to TV Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to TV Others	1 A great deal	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	3 A little	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	4 None	Count	27	5	5	666
		% within Education	57.4%	45.5%	83.3%	55.9%
	NA	Count	20	6	1	520
		% within Education	42.6%	54.5%	16.7%	43.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station News	1 BBS	Count	207	30	72	143	76	2	36
		% within Education	37.3%	44.8%	51.8%	70.8%	67.9%	66.7%	73.5%
	2 Indian TV	Count	5	0	2	5	0	0	1
		% within Education	.9%	.0%	1.4%	2.5%	.0%	.0%	2.0%
	3 International TV	Count	0	3	6	15	17	0	11
		% within Education	.0%	4.5%	4.3%	7.4%	15.2%	.0%	22.4%
	NA	Count	343	34	59	39	19	1	1
		% within Education	61.8%	50.7%	42.4%	19.3%	17.0%	33.3%	2.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station News	1 BBS	Count	26	3	5	600
		% within Education	55.3%	27.3%	83.3%	50.4%
	2 Indian TV	Count	0	0	0	13
		% within Education	.0%	.0%	.0%	1.1%
	3 International TV	Count	0	2	0	54
		% within Education	.0%	18.2%	.0%	4.5%
	NA	Count	21	6	1	524
		% within Education	44.7%	54.5%	16.7%	44.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Live call in/request * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Live call in/request	1 BBS	Count	146	29	59	91	45	0	20
		% within Education	26.3%	43.3%	42.4%	45.0%	40.2%	.0%	40.8%
	2 Indian TV	Count	4	1	0	3	4	0	3
		% within Education	.7%	1.5%	.0%	1.5%	3.6%	.0%	6.1%
	3 International TV	Count	0	0	1	3	1	0	3
		% within Education	.0%	.0%	.7%	1.5%	.9%	.0%	6.1%
	NA	Count	405	37	79	105	62	3	23
		% within Education	73.0%	55.2%	56.8%	52.0%	55.4%	100.0%	46.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Live call in/request * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	
Attention to TV station Live call in/request	1 BBS	Count	24	1	4	419
		% within Education	51.1%	9.1%	66.7%	35.2%
	2 Indian TV	Count	0	0	0	15
		% within Education	.0%	.0%	.0%	1.3%
	3 International TV	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	NA	Count	23	10	2	749
		% within Education	48.9%	90.9%	33.3%	62.9%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Talk Shows * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Talk Shows	1 BBS	Count	137	27	52	96	50	0	28
		% within Education	24.7%	40.3%	37.4%	47.5%	44.6%	.0%	57.1%
	2 Indian TV	Count	4	0	3	5	3	0	2
		% within Education	.7%	.0%	2.2%	2.5%	2.7%	.0%	4.1%
	3 International TV	Count	0	0	1	8	9	0	7
		% within Education	.0%	.0%	.7%	4.0%	8.0%	.0%	14.3%
	NA	Count	414	40	83	93	50	3	12
		% within Education	74.6%	59.7%	59.7%	46.0%	44.6%	100.0%	24.5%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Talk Shows * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Talk Shows	1 BBS	Count	19	0	3	412
		% within Education	40.4%	.0%	50.0%	34.6%
	2 Indian TV	Count	1	0	0	18
		% within Education	2.1%	.0%	.0%	1.5%
	3 International TV	Count	0	1	0	26
		% within Education	.0%	9.1%	.0%	2.2%
	NA	Count	27	10	3	735
		% within Education	57.4%	90.9%	50.0%	61.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Music * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Music	1 BBS	Count	144	24	46	62	28	1	20
		% within Education	25.9%	35.8%	33.1%	30.7%	25.0%	33.3%	40.8%
	2 Indian TV	Count	37	6	14	47	28	0	14
		% within Education	6.7%	9.0%	10.1%	23.3%	25.0%	.0%	28.6%
	3 International TV	Count	7	2	9	24	22	0	7
		% within Education	1.3%	3.0%	6.5%	11.9%	19.6%	.0%	14.3%
	NA	Count	367	35	70	69	34	2	8
		% within Education	66.1%	52.2%	50.4%	34.2%	30.4%	66.7%	16.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Music * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Music	1 BBS	Count	24	2	5	356
		% within Education	51.1%	18.2%	83.3%	29.9%
	2 Indian TV	Count	1	0	0	147
		% within Education	2.1%	.0%	.0%	12.3%
	3 International TV	Count	0	2	0	73
		% within Education	.0%	18.2%	.0%	6.1%
	NA	Count	22	7	1	615
		% within Education	46.8%	63.6%	16.7%	51.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Children's * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Children's	1 BBS	Count	144	25	52	85	37	2	19
		% within Education	25.9%	37.3%	37.4%	42.1%	33.0%	66.7%	38.8%
	2 Indian TV	Count	8	3	5	11	7	0	5
		% within Education	1.4%	4.5%	3.6%	5.4%	6.3%	.0%	10.2%
	3 International TV	Count	11	1	4	18	17	0	5
		% within Education	2.0%	1.5%	2.9%	8.9%	15.2%	.0%	10.2%
	NA	Count	392	38	78	88	51	1	20
		% within Education	70.6%	56.7%	56.1%	43.6%	45.5%	33.3%	40.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Children's * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Children's	1 BBS	Count	22	3	5	394
		% within Education	46.8%	27.3%	83.3%	33.1%
	2 Indian TV	Count	1	0	0	40
		% within Education	2.1%	.0%	.0%	3.4%
	3 International TV	Count	1	1	0	58
		% within Education	2.1%	9.1%	.0%	4.9%
	NA	Count	23	7	1	699
		% within Education	48.9%	63.6%	16.7%	58.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Religious * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Religious	1 BBS	Count	174	29	63	120	70	2	35
		% within Education	31.4%	43.3%	45.3%	59.4%	62.5%	66.7%	71.4%
	2 Indian TV	Count	2	1	2	3	3	0	2
		% within Education	.4%	1.5%	1.4%	1.5%	2.7%	.0%	4.1%
	3 International TV	Count	3	0	2	5	5	0	3
		% within Education	.5%	.0%	1.4%	2.5%	4.5%	.0%	6.1%
	NA	Count	376	37	72	74	34	1	9
		% within Education	67.7%	55.2%	51.8%	36.6%	30.4%	33.3%	18.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Religious * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Religious	1 BBS	Count	26	4	4	527
		% within Education	55.3%	36.4%	66.7%	44.2%
	2 Indian TV	Count	0	0	0	13
		% within Education	.0%	.0%	.0%	1.1%
	3 International TV	Count	0	0	0	18
		% within Education	.0%	.0%	.0%	1.5%
	NA	Count	21	7	2	633
		% within Education	44.7%	63.6%	33.3%	53.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Health * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Health	1 BBS	Count	165	29	62	107	60	1	26
		% within Education	29.7%	43.3%	44.6%	53.0%	53.6%	33.3%	53.1%
	2 Indian TV	Count	4	1	1	6	2	0	1
		% within Education	.7%	1.5%	.7%	3.0%	1.8%	.0%	2.0%
	3 International TV	Count	9	1	3	17	15	1	13
		% within Education	1.6%	1.5%	2.2%	8.4%	13.4%	33.3%	26.5%
	NA	Count	377	36	73	72	35	1	9
		% within Education	67.9%	53.7%	52.5%	35.6%	31.3%	33.3%	18.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Health * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Health	1 BBS	Count	25	2	5	482
		% within Education	53.2%	18.2%	83.3%	40.5%
	2 Indian TV	Count	1	0	0	16
		% within Education	2.1%	.0%	.0%	1.3%
	3 International TV	Count	0	1	0	60
		% within Education	.0%	9.1%	.0%	5.0%
	NA	Count	21	8	1	633
		% within Education	44.7%	72.7%	16.7%	53.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Agriculture * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Agriculture	1 BBS	Count	161	30	57	96	54	1	23
		% within Education	29.0%	44.8%	41.0%	47.5%	48.2%	33.3%	46.9%
	2 Indian TV	Count	2	0	2	6	3	0	2
		% within Education	.4%	.0%	1.4%	3.0%	2.7%	.0%	4.1%
	3 International TV	Count	11	1	4	17	9	0	10
		% within Education	2.0%	1.5%	2.9%	8.4%	8.0%	.0%	20.4%
	NA	Count	381	36	76	83	46	2	14
		% within Education	68.6%	53.7%	54.7%	41.1%	41.1%	66.7%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Agriculture * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Agriculture	1 BBS	Count	25	3	4	454
		% within Education	53.2%	27.3%	66.7%	38.1%
	2 Indian TV	Count	0	0	0	15
		% within Education	.0%	.0%	.0%	1.3%
	3 International TV	Count	0	0	0	52
		% within Education	.0%	.0%	.0%	4.4%
	NA	Count	22	8	2	670
		% within Education	46.8%	72.7%	33.3%	56.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Business * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Business	1 BBS	Count	112	23	37	71	33	1	20
		% within Education	20.2%	34.3%	26.6%	35.1%	29.5%	33.3%	40.8%
	2 Indian TV	Count	8	1	5	7	4	0	3
		% within Education	1.4%	1.5%	3.6%	3.5%	3.6%	.0%	6.1%
	3 International TV	Count	18	1	11	36	19	0	7
		% within Education	3.2%	1.5%	7.9%	17.8%	17.0%	.0%	14.3%
	NA	Count	417	42	86	88	56	2	19
		% within Education	75.1%	62.7%	61.9%	43.6%	50.0%	66.7%	38.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Business * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Business	1 BBS	Count	21	0	3	321
		% within Education	44.7%	.0%	50.0%	27.0%
	2 Indian TV	Count	1	0	0	29
		% within Education	2.1%	.0%	.0%	2.4%
	3 International TV	Count	0	2	0	94
		% within Education	.0%	18.2%	.0%	7.9%
	NA	Count	25	9	3	747
		% within Education	53.2%	81.8%	50.0%	62.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Advertisements * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Advertisements	1 BBS	Count	123	22	46	80	43	1	22
		% within Education	22.2%	32.8%	33.1%	39.6%	38.4%	33.3%	44.9%
	2 Indian TV	Count	15	5	5	17	13	0	6
		% within Education	2.7%	7.5%	3.6%	8.4%	11.6%	.0%	12.2%
	3 International TV	Count	8	0	9	21	10	0	7
		% within Education	1.4%	.0%	6.5%	10.4%	8.9%	.0%	14.3%
	NA	Count	409	40	79	84	46	2	14
		% within Education	73.7%	59.7%	56.8%	41.6%	41.1%	66.7%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Advertisements * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Advertisements	1 BBS	Count	23	2	4	366
		% within Education	48.9%	18.2%	66.7%	30.7%
	2 Indian TV	Count	0	0	0	61
		% within Education	.0%	.0%	.0%	5.1%
	3 International TV	Count	0	0	0	55
		% within Education	.0%	.0%	.0%	4.6%
	NA	Count	24	9	2	709
		% within Education	51.1%	81.8%	33.3%	59.5%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Cartoon * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Cartoon	1 BBS	Count	13	3	4	6	3	0	1
		% within Education	2.3%	4.5%	2.9%	3.0%	2.7%	.0%	2.0%
	2 Indian TV	Count	38	8	23	28	23	1	7
		% within Education	6.8%	11.9%	16.5%	13.9%	20.5%	33.3%	14.3%
	3 International TV	Count	34	4	13	46	22	0	20
		% within Education	6.1%	6.0%	9.4%	22.8%	19.6%	.0%	40.8%
	NA	Count	470	52	99	122	64	2	21
		% within Education	84.7%	77.6%	71.2%	60.4%	57.1%	66.7%	42.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Cartoon * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Cartoon	1 BBS	Count	3	0	0	33
		% within Education	6.4%	.0%	.0%	2.8%
	2 Indian TV	Count	7	1	1	137
		% within Education	14.9%	9.1%	16.7%	11.5%
	3 International TV	Count	4	4	3	150
		% within Education	8.5%	36.4%	50.0%	12.6%
	NA	Count	33	6	2	871
		% within Education	70.2%	54.5%	33.3%	73.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Movies * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Movies	1 BBS	Count	47	8	11	14	4	0	5
		% within Education	8.5%	11.9%	7.9%	6.9%	3.6%	.0%	10.2%
	2 Indian TV	Count	70	17	36	61	32	0	11
		% within Education	12.6%	25.4%	25.9%	30.2%	28.6%	.0%	22.4%
	3 International TV	Count	42	4	22	59	46	2	27
		% within Education	7.6%	6.0%	15.8%	29.2%	41.1%	66.7%	55.1%
	NA	Count	396	38	70	68	30	1	6
		% within Education	71.4%	56.7%	50.4%	33.7%	26.8%	33.3%	12.2%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Movies * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Movies	1 BBS	Count	8	0	1	98
		% within Education	17.0%	.0%	16.7%	8.2%
	2 Indian TV	Count	6	3	0	236
		% within Education	12.8%	27.3%	.0%	19.8%
	3 International TV	Count	6	2	3	213
		% within Education	12.8%	18.2%	50.0%	17.9%
	NA	Count	27	6	2	644
		% within Education	57.4%	54.5%	33.3%	54.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Nature/Adventure * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Nature/Adventure	1 BBS	Count	28	7	9	10	5	1	0
		% within Education	5.0%	10.4%	6.5%	5.0%	4.5%	33.3%	.0%
	2 Indian TV	Count	8	6	7	14	5	0	4
		% within Education	1.4%	9.0%	5.0%	6.9%	4.5%	.0%	8.2%
	3 International TV	Count	91	10	37	88	62	1	33
		% within Education	16.4%	14.9%	26.6%	43.6%	55.4%	33.3%	67.3%
	NA	Count	428	44	86	90	40	1	12
		% within Education	77.1%	65.7%	61.9%	44.6%	35.7%	33.3%	24.5%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Nature/Adventure * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Nature/Adventure	1 BBS	Count	5	0	0	65
		% within Education	10.6%	.0%	.0%	5.5%
	2 Indian TV	Count	3	0	0	47
		% within Education	6.4%	.0%	.0%	3.9%
	3 International TV	Count	7	3	5	337
		% within Education	14.9%	27.3%	83.3%	28.3%
	NA	Count	32	8	1	742
		% within Education	68.1%	72.7%	16.7%	62.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Comedy * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Comedy	1 BBS	Count	44	7	11	14	3	0	2
		% within Education	7.9%	10.4%	7.9%	6.9%	2.7%	.0%	4.1%
	2 Indian TV	Count	49	15	33	57	34	0	19
		% within Education	8.8%	22.4%	23.7%	28.2%	30.4%	.0%	38.8%
	3 International TV	Count	18	0	12	37	23	1	14
		% within Education	3.2%	.0%	8.6%	18.3%	20.5%	33.3%	28.6%
	NA	Count	444	45	83	94	52	2	14
		% within Education	80.0%	67.2%	59.7%	46.5%	46.4%	66.7%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Comedy * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Comedy	1 BBS	Count	8	0	2	91
		% within Education	17.0%	.0%	33.3%	7.6%
	2 Indian TV	Count	9	1	1	218
		% within Education	19.1%	9.1%	16.7%	18.3%
	3 International TV	Count	0	1	1	107
		% within Education	.0%	9.1%	16.7%	9.0%
	NA	Count	30	9	2	775
		% within Education	63.8%	81.8%	33.3%	65.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Serials * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Serials	1 BBS	Count	70	10	11	21	5	1	4
		% within Education	12.6%	14.9%	7.9%	10.4%	4.5%	33.3%	8.2%
	2 Indian TV	Count	88	19	45	85	55	0	26
		% within Education	15.9%	28.4%	32.4%	42.1%	49.1%	.0%	53.1%
	3 International TV	Count	16	2	8	28	13	0	5
		% within Education	2.9%	3.0%	5.8%	13.9%	11.6%	.0%	10.2%
	NA	Count	381	36	75	68	39	2	14
		% within Education	68.6%	53.7%	54.0%	33.7%	34.8%	66.7%	28.6%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Serials * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Serials	1 BBS	Count	12	0	1	135
		% within Education	25.5%	.0%	16.7%	11.3%
	2 Indian TV	Count	7	2	3	330
		% within Education	14.9%	18.2%	50.0%	27.7%
	3 International TV	Count	0	2	1	75
		% within Education	.0%	18.2%	16.7%	6.3%
	NA	Count	28	7	1	651
		% within Education	59.6%	63.6%	16.7%	54.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Sports * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Sports	1 BBS	Count	17	1	3	7	3	0	1
		% within Education	3.1%	1.5%	2.2%	3.5%	2.7%	.0%	2.0%
	2 Indian TV	Count	6	2	7	13	7	0	1
		% within Education	1.1%	3.0%	5.0%	6.4%	6.3%	.0%	2.0%
	3 International TV	Count	70	13	47	99	67	2	38
		% within Education	12.6%	19.4%	33.8%	49.0%	59.8%	66.7%	77.6%
	NA	Count	462	51	82	83	35	1	9
		% within Education	83.2%	76.1%	59.0%	41.1%	31.3%	33.3%	18.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Sports * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention to TV station Sports	1 BBS	Count	3	0	0	35
		% within Education	6.4%	.0%	.0%	2.9%
	2 Indian TV	Count	2	0	0	38
		% within Education	4.3%	.0%	.0%	3.2%
	3 International TV	Count	7	3	2	348
		% within Education	14.9%	27.3%	33.3%	29.2%
	NA	Count	35	8	4	770
		% within Education	74.5%	72.7%	66.7%	64.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G2 E Attention to TV station Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention to TV station Others	NA	Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G2 E Attention to TV station Others * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Attention to TV station Others	NA	Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .1 E Time use work Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use work Bhutanese TV	1 Yes	Count	79	12	26	48	18	1	9
		% within Education	14.2%	17.9%	18.7%	23.8%	16.1%	33.3%	18.4%
	2 A little	Count	59	9	18	36	26	1	10
		% within Education	10.6%	13.4%	12.9%	17.8%	23.2%	33.3%	20.4%
	3 No	Count	70	11	36	71	46	0	26
		% within Education	12.6%	16.4%	25.9%	35.1%	41.1%	.0%	53.1%
	4 Don't know	Count	6	1	2	10	4	0	2
		% within Education	1.1%	1.5%	1.4%	5.0%	3.6%	.0%	4.1%
	NA	Count	341	34	57	37	18	1	2
		% within Education	61.4%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .1 E Time use work Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use work Bhutanese TV	1 Yes	Count	11	1	2	207
		% within Education	23.4%	9.1%	33.3%	17.4%
	2 A little	Count	6	0	2	167
		% within Education	12.8%	.0%	33.3%	14.0%
	3 No	Count	10	3	1	274
		% within Education	21.3%	27.3%	16.7%	23.0%
	4 Don't know	Count	0	1	0	26
		% within Education	.0%	9.1%	.0%	2.2%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .1 E Time use work Indian TV * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Time use work Indian TV	1 Yes	Count	59	14	29	68	43	0	13	7
		% within Education	10.6%	20.9%	20.9%	33.7%	38.4%	.0%	26.5%	14.9%
	2 A little	Count	44	8	20	34	19	1	12	7
		% within Education	7.9%	11.9%	14.4%	16.8%	17.0%	33.3%	24.5%	14.9%
	3 No	Count	56	5	20	51	28	1	18	4
		% within Education	10.1%	7.5%	14.4%	25.2%	25.0%	33.3%	36.7%	8.5%
4 Don't know	Count	54	6	13	12	4	0	4	9	
	% within Education	9.7%	9.0%	9.4%	5.9%	3.6%	.0%	8.2%	19.1%	
NA	Count	342	34	57	37	18	1	2	20	
	% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%	42.6%	
Total	Count	555	67	139	202	112	3	49	47	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .1 E Time use work Indian TV * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Time use work Indian TV	1 Yes	Count	2	1	236
		% within Education	18.2%	16.7%	19.8%
	2 A little	Count	0	3	148
		% within Education	.0%	50.0%	12.4%
	3 No	Count	3	0	186
		% within Education	27.3%	.0%	15.6%
	4 Don't know	Count	0	1	103
		% within Education	.0%	16.7%	8.6%
	NA	Count	6	1	518
		% within Education	54.5%	16.7%	43.5%
Total	Count	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	

G3 .1 E Time use work Other foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use work Other foreign TV	1 Yes	Count	29	5	15	38	34	1	11
		% within Education	5.2%	7.5%	10.8%	18.8%	30.4%	33.3%	22.4%
	2 A little	Count	39	7	19	39	23	1	9
		% within Education	7.0%	10.4%	13.7%	19.3%	20.5%	33.3%	18.4%
	3 No	Count	60	9	28	56	25	0	22
		% within Education	10.8%	13.4%	20.1%	27.7%	22.3%	.0%	44.9%
	4 Don't know	Count	85	12	20	32	12	0	5
		% within Education	15.3%	17.9%	14.4%	15.8%	10.7%	.0%	10.2%
	NA	Count	342	34	57	37	18	1	2
		% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .1 E Time use work Other foreign TV * Education Crosstabulation

			Education			
				PP upto Class 5		
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use work Other foreign TV	1 Yes	Count	4	1	1	139
		% within Education	8.5%	9.1%	16.7%	11.7%
	2 A little	Count	3	1	2	143
		% within Education	6.4%	9.1%	33.3%	12.0%
	3 No	Count	6	3	1	210
		% within Education	12.8%	27.3%	16.7%	17.6%
	4 Don't know	Count	14	0	1	181
		% within Education	29.8%	.0%	16.7%	15.2%
NA	Count	20	6	1	518	
	% within Education	42.6%	54.5%	16.7%	43.5%	
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

G3 .2 E Time use prayer Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use prayer Bhutanese TV	1 Yes	Count	32	7	17	26	11	1	6
		% within Education	5.8%	10.4%	12.2%	12.9%	9.8%	33.3%	12.2%
	2 A little	Count	64	14	15	31	16	1	6
		% within Education	11.5%	20.9%	10.8%	15.3%	14.3%	33.3%	12.2%
	3 No	Count	111	9	47	95	61	0	29
		% within Education	20.0%	13.4%	33.8%	47.0%	54.5%	.0%	59.2%
	4 Don't know	Count	7	3	3	13	6	0	6
		% within Education	1.3%	4.5%	2.1%	6.4%	5.4%	.0%	12.2%
	NA	Count	341	34	57	37	18	1	2
		% within Education	61.4%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .2 E Time use prayer Bhutanese TV * Education Crosstabulation

			Education			
				PP upto Class 5		
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use prayer Bhutanese TV	1 Yes	Count	7	0	0	107
		% within Education	14.9%	.0%	.0%	9.0%
	2 A little	Count	7	1	3	158
		% within Education	14.9%	9.1%	50.0%	13.3%
	3 No	Count	13	3	2	370
		% within Education	27.7%	27.3%	33.3%	31.1%
	4 Don't know	Count	0	1	0	39
		% within Education	.0%	9.1%	.0%	3.3%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .2 E Time use prayer Indian TV * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Time use prayer Indian TV	1 Yes	Count	29	8	18	32	23	1	10	6
		% within Education	5.2%	11.9%	12.9%	15.8%	20.5%	33.3%	20.4%	12.8%
	2 A little	Count	40	6	15	26	15	1	3	5
		% within Education	7.2%	9.0%	10.8%	12.9%	13.4%	33.3%	6.1%	10.6%
	3 No	Count	88	12	35	86	47	0	25	7
		% within Education	15.9%	17.9%	25.2%	42.6%	42.0%	.0%	51.0%	14.9%
	4 Don't know	Count	56	7	14	21	9	0	9	9
		% within Education	10.1%	10.4%	10.1%	10.4%	8.0%	.0%	18.4%	19.1%
NA	Count	342	34	57	37	18	1	2	20	
	% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%	42.6%	
Total	Count	555	67	139	202	112	3	49	47	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .2 E Time use prayer Indian TV * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Time use prayer Indian TV	1 Yes	Count	0	0	127
		% within Education	.0%	.0%	10.7%
	2 A little	Count	1	1	113
		% within Education	9.1%	16.7%	9.5%
	3 No	Count	4	3	307
		% within Education	36.4%	50.0%	25.8%
	4 Don't know	Count	0	1	126
		% within Education	.0%	16.7%	10.6%
NA	Count	6	1	518	
	% within Education	54.5%	16.7%	43.5%	
Total	Count	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	

G3 .2 E Time use prayer Other foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use prayer Other foreign TV	1 Yes	Count	15	3	9	28	20	1	8
		% within Education	2.7%	4.5%	6.5%	13.9%	17.9%	33.3%	16.3%
	2 A little	Count	33	5	14	18	18	1	3
		% within Education	5.9%	7.5%	10.1%	8.9%	16.1%	33.3%	6.1%
	3 No	Count	80	12	36	84	41	0	27
		% within Education	14.4%	17.9%	25.9%	41.6%	36.6%	.0%	55.1%
	4 Don't know	Count	85	13	23	35	15	0	9
		% within Education	15.3%	19.4%	16.5%	17.3%	13.4%	.0%	18.4%
	NA	Count	342	34	57	37	18	1	2
		% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .2 E Time use prayer Other foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use prayer Other foreign TV	1 Yes	Count	3	0	0	87
		% within Education	6.4%	.0%	.0%	7.3%
	2 A little	Count	4	1	1	98
		% within Education	8.5%	9.1%	16.7%	8.2%
	3 No	Count	6	4	3	293
		% within Education	12.8%	36.4%	50.0%	24.6%
	4 Don't know	Count	14	0	1	195
		% within Education	29.8%	.0%	16.7%	16.4%
	NA	Count	20	6	1	518
		% within Education	42.6%	54.5%	16.7%	43.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .3 E Time use socializing Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use socializing Bhutanese TV	1 Yes	Count	20	4	10	18	14	1	4
		% within Education	3.6%	6.0%	7.2%	8.9%	12.5%	33.3%	8.2%
	2 A little	Count	56	12	15	48	20	0	9
		% within Education	10.1%	17.9%	10.8%	23.8%	17.9%	.0%	18.4%
	3 No	Count	128	15	53	88	54	1	30
		% within Education	23.1%	22.4%	38.1%	43.6%	48.2%	33.3%	61.2%
4 Don't know	Count	10	2	4	11	6	0	4	
	% within Education	1.8%	3.0%	2.9%	5.4%	5.4%	.0%	8.2%	
NA	Count	341	34	57	37	18	1	2	
	% within Education	61.4%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .3 E Time use socializing Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use socializing Bhutanese TV	1 Yes	Count	5	1	0	77
		% within Education	10.6%	9.1%	.0%	6.5%
	2 A little	Count	3	0	2	165
		% within Education	6.4%	.0%	33.3%	13.9%
	3 No	Count	19	3	3	394
		% within Education	40.4%	27.3%	50.0%	33.1%
4 Don't know	Count	0	1	0	38	
	% within Education	.0%	9.1%	.0%	3.2%	
NA	Count	20	6	1	517	
	% within Education	42.6%	54.5%	16.7%	43.4%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .3 E Time use socializing Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use socializing Indian TV	1 Yes	Count	23	4	10	28	25	0	7
		% within Education	4.1%	6.0%	7.2%	13.9%	22.3%	.0%	14.3%
	2 A little	Count	37	9	16	44	18	0	7
		% within Education	6.7%	13.4%	11.5%	21.8%	16.1%	.0%	14.3%
	3 No	Count	99	13	41	79	45	2	28
		% within Education	17.8%	19.4%	29.5%	39.1%	40.2%	66.7%	57.1%
	4 Don't know	Count	54	7	15	14	6	0	5
		% within Education	9.7%	10.4%	10.8%	6.9%	5.4%	.0%	10.2%
	NA	Count	342	34	57	37	18	1	2
		% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3 .3 E Time use socializing Indian TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use socializing Indian TV	1 Yes	Count	3	1	0	101
		% within Education	6.4%	9.1%	.0%	8.5%
	2 A little	Count	5	1	2	139
		% within Education	10.6%	9.1%	33.3%	11.7%
	3 No	Count	10	3	2	322
		% within Education	21.3%	27.3%	33.3%	27.0%
	4 Don't know	Count	9	0	1	111
		% within Education	19.1%	.0%	16.7%	9.3%
NA	Count	20	6	1	518	
	% within Education	42.6%	54.5%	16.7%	43.5%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .3 E Time use socializing Other foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use socializing Other foreign TV	1 Yes	Count	9	0	4	19	22	0	9
		% within Education	1.6%	.0%	2.9%	9.4%	19.6%	.0%	18.4%
	2 A little	Count	32	4	12	41	21	1	5
		% within Education	5.8%	6.0%	8.6%	20.3%	18.8%	33.3%	10.2%
	3 No	Count	87	17	45	70	36	1	27
		% within Education	15.7%	25.4%	32.4%	34.7%	32.1%	33.3%	55.1%
	4 Don't know	Count	85	12	21	35	15	0	6
		% within Education	15.3%	17.9%	15.1%	17.3%	13.4%	.0%	12.2%
	NA	Count	342	34	57	37	18	1	2
		% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .3 E Time use socializing Other foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use socializing Other foreign TV	1 Yes	Count	4	1	0	68
		% within Education	8.5%	9.1%	.0%	5.7%
	2 A little	Count	3	0	2	121
		% within Education	6.4%	.0%	33.3%	10.2%
	3 No	Count	6	4	2	295
		% within Education	12.8%	36.4%	33.3%	24.8%
	4 Don't know	Count	14	0	1	189
		% within Education	29.8%	.0%	16.7%	15.9%
	NA	Count	20	6	1	518
		% within Education	42.6%	54.5%	16.7%	43.5%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Bhutanese TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use late night Bhutanese TV	1 Yes	Count	35	2	25	33	13	0	6
		% within Education	6.3%	3.0%	18.0%	16.3%	11.6%	.0%	12.2%
	2 A little	Count	49	11	15	33	17	0	9
		% within Education	8.8%	16.4%	10.8%	16.3%	15.2%	.0%	18.4%
	3 No	Count	120	18	40	88	59	1	30
		% within Education	21.6%	26.9%	28.8%	43.6%	52.7%	33.3%	61.2%
	4 Don't know	Count	10	2	2	11	5	1	2
		% within Education	1.8%	3.0%	1.4%	5.4%	4.5%	33.3%	4.1%
	NA	Count	341	34	57	37	18	1	2
		% within Education	61.4%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Bhutanese TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use late night Bhutanese TV	1 Yes	Count	7	1	4	126
		% within Education	14.9%	9.1%	66.7%	10.6%
	2 A little	Count	5	1	0	140
		% within Education	10.6%	9.1%	.0%	11.8%
	3 No	Count	15	2	1	374
		% within Education	31.9%	18.2%	16.7%	31.4%
	4 Don't know	Count	0	1	0	34
		% within Education	.0%	9.1%	.0%	2.9%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Indian TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use late night Indian TV	1 Yes	Count	47	8	30	70	40	0	14
		% within Education	8.5%	11.9%	21.6%	34.7%	35.7%	.0%	28.6%
	2 A little	Count	40	12	18	33	25	0	11
		% within Education	7.2%	17.9%	12.9%	16.3%	22.3%	.0%	22.4%
	3 No	Count	75	6	20	50	24	1	19
		% within Education	13.5%	9.0%	14.4%	24.8%	21.4%	33.3%	38.8%
	4 Don't know	Count	51	7	14	12	5	1	3
		% within Education	9.2%	10.4%	10.1%	5.9%	4.5%	33.3%	6.1%
NA	Count	342	34	57	37	18	1	2	
	% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Indian TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Time use late night Indian TV	1 Yes	Count	6	1	2	218
		% within Education	12.8%	9.1%	33.3%	18.3%
	2 A little	Count	6	1	1	147
		% within Education	12.8%	9.1%	16.7%	12.3%
	3 No	Count	5	3	2	205
		% within Education	10.6%	27.3%	33.3%	17.2%
4 Don't know	Count	10	0	0	0	103
	% within Education	21.3%	.0%	.0%	.0%	8.6%
NA	Count	20	6	1	518	
	% within Education	42.6%	54.5%	16.7%	43.5%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Other foreign TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Time use late night Other foreign TV	1 Yes	Count	17	6	17	44	38	0	13
		% within Education	3.1%	9.0%	12.2%	21.8%	33.9%	.0%	26.5%
	2 A little	Count	36	3	13	32	20	0	8
		% within Education	6.5%	4.5%	9.4%	15.8%	17.9%	.0%	16.3%
	3 No	Count	75	14	31	59	22	1	21
		% within Education	13.5%	20.9%	22.3%	29.2%	19.6%	33.3%	42.9%
4 Don't know	Count	85	10	21	30	14	1	5	
	% within Education	15.3%	14.9%	15.1%	14.9%	12.5%	33.3%	10.2%	
NA	Count	342	34	57	37	18	1	2	
	% within Education	61.6%	50.7%	41.0%	18.3%	16.1%	33.3%	4.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3 .4 E Time use late night Other foreign TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Time use late night Other foreign TV	1 Yes	Count	7	1	2	145
		% within Education	14.9%	9.1%	33.3%	12.2%
	2 A little	Count	2	1	0	115
		% within Education	4.3%	9.1%	.0%	9.7%
	3 No	Count	4	3	3	233
		% within Education	8.5%	27.3%	50.0%	19.6%
	4 Don't know	Count	14	0	0	180
		% within Education	29.8%	.0%	.0%	15.1%
NA	Count	20	6	1	518	
	% within Education	42.6%	54.5%	16.7%	43.5%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G4 E Watch TV with * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Watch TV with	1 Alone	Count	31	7	14	25	21	1	11
		% within Education	5.6%	10.4%	10.1%	12.4%	18.8%	33.3%	22.4%
	2 Family	Count	174	26	67	129	67	1	34
		% within Education	31.4%	38.8%	48.2%	63.9%	59.8%	33.3%	69.4%
	3 Friends	Count	9	0	0	11	6	0	3
		% within Education	1.6%	.0%	.0%	5.4%	5.4%	.0%	6.1%
NA	Count	341	34	58	37	18	1	1	20
	% within Education	61.4%	50.7%	41.7%	18.3%	16.1%	33.3%	2.0%	42.6%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G4 E Watch TV with * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Watch TV with	1 Alone	Count	0	0	113
		% within Education	.0%	.0%	9.5%
	2 Family	Count	5	5	529
		% within Education	45.5%	83.3%	44.4%
	3 Friends	Count	0	0	32
		% within Education	.0%	.0%	2.7%
	NA	Count	6	1	517
		% within Education	54.5%	16.7%	43.4%
Total	Count	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	

G5 E Who decides watching TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Who decides watching TV	1 Adult male	Count	69	8	31	58	43	1	21
		% within Education	12.4%	11.9%	22.3%	28.7%	38.4%	33.3%	42.9%
	2 Adult female	Count	63	11	24	54	31	1	14
		% within Education	11.4%	16.4%	17.3%	26.7%	27.7%	33.3%	28.6%
	3 Children	Count	63	10	21	38	11	0	7
		% within Education	11.4%	14.9%	15.1%	18.8%	9.8%	.0%	14.3%
	4 Elderly grandparents	Count	9	3	3	2	6	0	0
		% within Education	1.6%	4.5%	2.2%	1.0%	5.4%	.0%	.0%
	All	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	Anybody	Count	1	0	0	1	0	0	1
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	2.0%
	Depending on the interest	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Depends on time	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Everyone	Count	0	0	1	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%
	First come first	Count	0	0	0	1	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	.0%
	Friends	Count	0	0	0	2	2	0	1
		% within Education	.0%	.0%	.0%	1.0%	1.8%	.0%	2.0%
	Mutual understanding	Count	3	0	1	3	0	0	0
		% within Education	.5%	.0%	.7%	1.5%	.0%	.0%	.0%
	NA	Count	341	34	58	37	18	1	1
		% within Education	61.4%	50.7%	41.7%	18.3%	16.1%	33.3%	2.0%
	no choice	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	None	Count	1	0	0	0	0	0	1
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	2.0%
	of similar choice	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%

G5 E Who decides watching TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Who decides watching TV	there is time distrubition	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	timetable	Count	1	0	0	0	0	0	1
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	2.0%
	timing	Count	0	0	0	2	0	0	0
		% within Education	.0%	.0%	.0%	1.0%	.0%	.0%	.0%
	Turn wise	Count	0	1	0	0	0	0	0
		% within Education	.0%	1.5%	.0%	.0%	.0%	.0%	.0%
	Whoever has the remote	Count	1	0	0	0	0	0	2
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	4.1%
	Whoever likes	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G5 E Who decides watching TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Who decides watching TV	1 Adult male	Count	10	2	3	246
		% within Education	21.3%	18.2%	50.0%	20.7%
	2 Adult female	Count	6	2	0	206
		% within Education	12.8%	18.2%	.0%	17.3%
	3 Children	Count	4	1	2	157
		% within Education	8.5%	9.1%	33.3%	13.2%
	4 Elderly grandparents	Count	6	0	0	29
		% within Education	12.8%	.0%	.0%	2.4%
	All	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Anybody	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	Depending on the interest	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Depends on time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Everyone	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	First come first	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Friends	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	Mutual understanding	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
	no choice	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	None	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	of similar choice	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%

G5 E Who decides watching TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Who decides watching TV	there is time distrubition	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	timetable	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	timing	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	Turn wise	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Whoever has the remote	Count	1	0	0	4
		% within Education	2.1%	.0%	.0%	.3%
	Whoever likes	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G6 E Violence caused by TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Violence caused by TV	1 Yes	Count	25	2	14	39	17	0	10
		% within Education	4.5%	3.0%	10.1%	19.3%	15.2%	.0%	20.4%
	2 No	Count	89	14	21	46	21	1	11
		% within Education	16.0%	20.9%	15.1%	22.8%	18.8%	33.3%	22.4%
	3 Sometimes	Count	100	17	46	80	56	1	27
		% within Education	18.0%	25.4%	33.1%	39.6%	50.0%	33.3%	55.1%
	NA	Count	341	34	58	37	18	1	1
		% within Education	61.4%	50.7%	41.7%	18.3%	16.1%	33.3%	2.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G6 E Violence caused by TV * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Violence caused by TV	1 Yes	Count	4	1	0	112
		% within Education	8.5%	9.1%	.0%	9.4%
	2 No	Count	7	2	4	216
		% within Education	14.9%	18.2%	66.7%	18.1%
	3 Sometimes	Count	16	2	1	346
		% within Education	34.0%	18.2%	16.7%	29.1%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G7 E Countries culture TV * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Countries culture TV	1 Bhutanese	Count	176	22	57	91	35	2	17
		% within Education	31.7%	32.8%	41.0%	45.0%	31.3%	66.7%	34.7%
	2 Indian	Count	26	10	21	52	34	0	14
		% within Education	4.7%	14.9%	15.1%	25.7%	30.4%	.0%	28.6%
	3 Western	Count	8	0	2	19	16	0	17
		% within Education	1.4%	.0%	1.4%	9.4%	14.3%	.0%	34.7%
	4 Korean	Count	1	0	0	2	8	0	0
		% within Education	.2%	.0%	.0%	1.0%	7.1%	.0%	.0%
	All equal	Count	1	1	0	0	0	0	0
		% within Education	.2%	1.5%	.0%	.0%	.0%	.0%	.0%
	dont know	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	History & wildlife channel	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	i don't see	Count	0	0	1	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%
	NA	Count	341	34	58	37	18	1	1
		% within Education	61.4%	50.7%	41.7%	18.3%	16.1%	33.3%	2.0%
	No preference	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	None	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G7 E Countries culture TV * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Countries culture TV	1 Bhutanese	Count	22	1	4	427
		% within Education	46.8%	9.1%	66.7%	35.9%
	2 Indian	Count	5	3	1	166
		% within Education	10.6%	27.3%	16.7%	13.9%
	3 Western	Count	0	1	0	63
		% within Education	.0%	9.1%	.0%	5.3%
	4 Korean	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	All equal	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	dont know	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	History & wildlife channel	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	i don't see	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	20	6	1	517
		% within Education	42.6%	54.5%	16.7%	43.4%
	No preference	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	None	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

G1-7. Television Specifics by Gender

G1 G Attention paid to TV News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV News	1 A great deal	Count	280	268	548
		% within Gender	44.8%	47.3%	46.0%
	2 Some	Count	61	33	94
		% within Gender	9.8%	5.8%	7.9%
	3 A little	Count	13	11	24
		% within Gender	2.1%	1.9%	2.0%
	4 None	Count	3	5	8
		% within Gender	.5%	.9%	.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Live call in /request * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Live call in /request	1 A great deal	Count	77	75	152
		% within Gender	12.3%	13.3%	12.8%
	2 Some	Count	107	100	207
		% within Gender	17.1%	17.7%	17.4%
	3 A little	Count	52	32	84
		% within Gender	8.3%	5.7%	7.1%
	4 None	Count	121	110	231
		% within Gender	19.4%	19.4%	19.4%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Talk Shows * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Talk Shows	1 A great deal	Count	66	88	154
		% within Gender	10.6%	15.5%	12.9%
	2 Some	Count	120	90	210
		% within Gender	19.2%	15.9%	17.6%
	3 A little	Count	58	34	92
		% within Gender	9.3%	6.0%	7.7%
	4 None	Count	113	105	218
		% within Gender	18.1%	18.6%	18.3%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Music * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Music	1 A great deal	Count	109	97	206
		% within Gender	17.4%	17.1%	17.3%
	2 Some	Count	140	108	248
		% within Gender	22.4%	19.1%	20.8%
	3 A little	Count	56	65	121
		% within Gender	9.0%	11.5%	10.2%
	4 None	Count	52	47	99
		% within Gender	8.3%	8.3%	8.3%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Children's * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Children's	1 A great deal	Count	87	69	156
		% within Gender	13.9%	12.2%	13.1%
	2 Some	Count	109	94	203
		% within Gender	17.4%	16.6%	17.0%
	3 A little	Count	70	63	133
		% within Gender	11.2%	11.1%	11.2%
	4 None	Count	91	91	182
		% within Gender	14.6%	16.1%	15.3%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Religious * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Religious	1 A great deal	Count	143	148	291
		% within Gender	22.9%	26.1%	24.4%
	2 Some	Count	99	81	180
		% within Gender	15.8%	14.3%	15.1%
	3 A little	Count	51	36	87
		% within Gender	8.2%	6.4%	7.3%
	4 None	Count	64	52	116
		% within Gender	10.2%	9.2%	9.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Helath * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Helath	1 A great deal	Count	107	121	228
		% within Gender	17.1%	21.4%	19.1%
	2 Some	Count	128	98	226
		% within Gender	20.5%	17.3%	19.0%
	3 A little	Count	59	45	104
		% within Gender	9.4%	8.0%	8.7%
	4 None	Count	63	53	116
		% within Gender	10.1%	9.4%	9.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Agriculture * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Agriculture	1 A great deal	Count	78	106	184
		% within Gender	12.5%	18.7%	15.4%
	2 Some	Count	123	83	206
		% within Gender	19.7%	14.7%	17.3%
	3 A little	Count	72	59	131
		% within Gender	11.5%	10.4%	11.0%
	4 None	Count	84	69	153
		% within Gender	13.4%	12.2%	12.8%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Business * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Business	1 A great deal	Count	55	83	138
		% within Gender	8.8%	14.7%	11.6%
	2 Some	Count	96	64	160
		% within Gender	15.4%	11.3%	13.4%
	3 A little	Count	73	72	145
		% within Gender	11.7%	12.7%	12.2%
	4 None	Count	133	98	231
		% within Gender	21.3%	17.3%	19.4%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Advertisements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Advertisements	1 A great deal	Count	70	69	139
		% within Gender	11.2%	12.2%	11.7%
	2 Some	Count	109	93	202
		% within Gender	17.4%	16.4%	17.0%
	3 A little	Count	78	64	142
		% within Gender	12.5%	11.3%	11.9%
	4 None	Count	100	91	191
		% within Gender	16.0%	16.1%	16.0%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Cartoon * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Cartoon	1 A great deal	Count	44	32	76
		% within Gender	7.0%	5.7%	6.4%
	2 Some	Count	82	66	148
		% within Gender	13.1%	11.7%	12.4%
	3 A little	Count	51	44	95
		% within Gender	8.2%	7.8%	8.0%
	4 None	Count	180	175	355
		% within Gender	28.8%	30.9%	29.8%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Movies * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Movies	1 A great deal	Count	94	69	163
		% within Gender	15.0%	12.2%	13.7%
	2 Some	Count	149	129	278
		% within Gender	23.8%	22.8%	23.3%
	3 A little	Count	51	55	106
		% within Gender	8.2%	9.7%	8.9%
	4 None	Count	63	64	127
		% within Gender	10.1%	11.3%	10.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Nature/adventure * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Nature/adventure	1 A great deal	Count	65	90	155
		% within Gender	10.4%	15.9%	13.0%
	2 Some	Count	105	67	172
		% within Gender	16.8%	11.8%	14.4%
	3 A little	Count	68	54	122
		% within Gender	10.9%	9.5%	10.2%
	4 None	Count	119	106	225
		% within Gender	19.0%	18.7%	18.9%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G1 G Attention paid to TV Comedy * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Comedy	1 A great deal	Count	58	60	118
		% within Gender	9.3%	10.6%	9.9%
	2 Some	Count	103	87	190
		% within Gender	16.5%	15.4%	16.0%
	3 A little	Count	59	48	107
		% within Gender	9.4%	8.5%	9.0%
	4 None	Count	137	122	259
		% within Gender	21.9%	21.6%	21.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G1 G Attention paid to TV Serials * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Serials	1 A great deal	Count	195	99	294
		% within Gender	31.2%	17.5%	24.7%
	2 Some	Count	82	94	176
		% within Gender	13.1%	16.6%	14.8%
	3 A little	Count	26	44	70
		% within Gender	4.2%	7.8%	5.9%
	4 None	Count	54	80	134
		% within Gender	8.6%	14.1%	11.3%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G1 G Attention paid to TV Sports * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Sports	1 A great deal	Count	53	112	165
		% within Gender	8.5%	19.8%	13.9%
	2 Some	Count	88	69	157
		% within Gender	14.1%	12.2%	13.2%
	3 A little	Count	57	41	98
		% within Gender	9.1%	7.2%	8.2%
	4 None	Count	159	94	253
		% within Gender	25.4%	16.6%	21.2%
	NA	Count	268	250	518
		% within Gender	42.9%	44.2%	43.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1 G Attention paid to TV Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to TV Others	1 A great deal	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	3 A little	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	4 None	Count	355	311	666
		% within Gender	56.8%	54.9%	55.9%
	NA	Count	269	251	520
		% within Gender	43.0%	44.3%	43.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station News	1 BBS	Count	328	272	600
		% within Gender	52.5%	48.1%	50.4%
	2 Indian TV	Count	6	7	13
		% within Gender	1.0%	1.2%	1.1%
	3 International TV	Count	20	34	54
		% within Gender	3.2%	6.0%	4.5%
	NA	Count	271	253	524
		% within Gender	43.4%	44.7%	44.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Live call in/request * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Live call in/request	1 BBS	Count	222	197	419
		% within Gender	35.5%	34.8%	35.2%
	2 Indian TV	Count	10	5	15
		% within Gender	1.6%	.9%	1.3%
	3 International TV	Count	3	5	8
		% within Gender	.5%	.9%	.7%
	NA	Count	390	359	749
		% within Gender	62.4%	63.4%	62.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Talk Shows * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Talk Shows	1 BBS	Count	226	186	412
		% within Gender	36.2%	32.9%	34.6%
	2 Indian TV	Count	7	11	18
		% within Gender	1.1%	1.9%	1.5%
	3 International TV	Count	11	15	26
		% within Gender	1.8%	2.7%	2.2%
	NA	Count	381	354	735
		% within Gender	61.0%	62.5%	61.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Music * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Music	1 BBS	Count	194	162	356
		% within Gender	31.0%	28.6%	29.9%
	2 Indian TV	Count	82	65	147
		% within Gender	13.1%	11.5%	12.3%
	3 International TV	Count	30	43	73
		% within Gender	4.8%	7.6%	6.1%
	NA	Count	319	296	615
		% within Gender	51.0%	52.3%	51.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Children's * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Children's	1 BBS	Count	216	178	394
		% within Gender	34.6%	31.4%	33.1%
	2 Indian TV	Count	24	16	40
		% within Gender	3.8%	2.8%	3.4%
	3 International TV	Count	26	32	58
		% within Gender	4.2%	5.7%	4.9%
	NA	Count	359	340	699
		% within Gender	57.4%	60.1%	58.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Religious * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Religious	1 BBS	Count	280	247	527
		% within Gender	44.8%	43.6%	44.2%
	2 Indian TV	Count	5	8	13
		% within Gender	.8%	1.4%	1.1%
	3 International TV	Count	8	10	18
		% within Gender	1.3%	1.8%	1.5%
	NA	Count	332	301	633
		% within Gender	53.1%	53.2%	53.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Health * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Health	1 BBS	Count	271	211	482
		% within Gender	43.4%	37.3%	40.5%
	2 Indian TV	Count	7	9	16
		% within Gender	1.1%	1.6%	1.3%
	3 International TV	Count	16	44	60
		% within Gender	2.6%	7.8%	5.0%
	NA	Count	331	302	633
		% within Gender	53.0%	53.4%	53.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Agriculture * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Agriculture	1 BBS	Count	249	205	454
		% within Gender	39.8%	36.2%	38.1%
	2 Indian TV	Count	6	9	15
		% within Gender	1.0%	1.6%	1.3%
	3 International TV	Count	18	34	52
		% within Gender	2.9%	6.0%	4.4%
	NA	Count	352	318	670
		% within Gender	56.3%	56.2%	56.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Business * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Business	1 BBS	Count	173	148	321
		% within Gender	27.7%	26.1%	27.0%
	2 Indian TV	Count	16	13	29
		% within Gender	2.6%	2.3%	2.4%
	3 International TV	Count	35	59	94
		% within Gender	5.6%	10.4%	7.9%
	NA	Count	401	346	747
		% within Gender	64.2%	61.1%	62.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Advertisements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Advertisements	1 BBS	Count	194	172	366
		% within Gender	31.0%	30.4%	30.7%
	2 Indian TV	Count	38	23	61
		% within Gender	6.1%	4.1%	5.1%
	3 International TV	Count	25	30	55
		% within Gender	4.0%	5.3%	4.6%
	NA	Count	368	341	709
		% within Gender	58.9%	60.2%	59.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Cartoon * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Cartoon	1 BBS	Count	16	17	33
		% within Gender	2.6%	3.0%	2.8%
	2 Indian TV	Count	74	63	137
		% within Gender	11.8%	11.1%	11.5%
	3 International TV	Count	87	63	150
		% within Gender	13.9%	11.1%	12.6%
	NA	Count	448	423	871
		% within Gender	71.7%	74.7%	73.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Movies * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Movies	1 BBS	Count	58	40	98
		% within Gender	9.3%	7.1%	8.2%
	2 Indian TV	Count	143	93	236
		% within Gender	22.9%	16.4%	19.8%
	3 International TV	Count	94	119	213
		% within Gender	15.0%	21.0%	17.9%
	NA	Count	330	314	644
		% within Gender	52.8%	55.5%	54.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Nature/Adventure * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Nature/Adventure	1 BBS	Count	41	24	65
		% within Gender	6.6%	4.2%	5.5%
	2 Indian TV	Count	28	19	47
		% within Gender	4.5%	3.4%	3.9%
	3 International TV	Count	169	168	337
		% within Gender	27.0%	29.7%	28.3%
	NA	Count	387	355	742
		% within Gender	61.9%	62.7%	62.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Comedy * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Comedy	1 BBS	Count	55	36	91
		% within Gender	8.8%	6.4%	7.6%
	2 Indian TV	Count	113	105	218
		% within Gender	18.1%	18.6%	18.3%
	3 International TV	Count	52	55	107
		% within Gender	8.3%	9.7%	9.0%
	NA	Count	405	370	775
		% within Gender	64.8%	65.4%	65.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Serials * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Serials	1 BBS	Count	77	58	135
		% within Gender	12.3%	10.2%	11.3%
	2 Indian TV	Count	193	137	330
		% within Gender	30.9%	24.2%	27.7%
	3 International TV	Count	33	42	75
		% within Gender	5.3%	7.4%	6.3%
	NA	Count	322	329	651
		% within Gender	51.5%	58.1%	54.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Sports * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Sports	1 BBS	Count	16	19	35
		% within Gender	2.6%	3.4%	2.9%
	2 Indian TV	Count	17	21	38
		% within Gender	2.7%	3.7%	3.2%
	3 International TV	Count	166	182	348
		% within Gender	26.6%	32.2%	29.2%
	NA	Count	426	344	770
		% within Gender	68.2%	60.8%	64.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G2 G Attention to TV station Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention to TV station Others	NA	Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.1 G Time use work Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use work Bhutanese TV	1 Yes	Count	122	85	207
		% within Gender	19.5%	15.0%	17.4%
	2 A little	Count	90	77	167
		% within Gender	14.4%	13.6%	14.0%
	3 No	Count	131	143	274
		% within Gender	21.0%	25.3%	23.0%
	4 Don't know	Count	13	13	26
		% within Gender	2.1%	2.3%	2.2%
	NA	Count	269	248	517
		% within Gender	43.0%	43.8%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.1 G Time use work Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use work Indian TV	1 Yes	Count	125	111	236
		% within Gender	20.0%	19.6%	19.8%
	2 A little	Count	85	63	148
		% within Gender	13.6%	11.1%	12.4%
	3 No	Count	96	90	186
		% within Gender	15.4%	15.9%	15.6%
	4 Don't know	Count	50	53	103
		% within Gender	8.0%	9.4%	8.6%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.1 G Time use work Other foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use work Other foreign TV	1 Yes	Count	58	81	139
		% within Gender	9.3%	14.3%	11.7%
	2 A little	Count	79	64	143
		% within Gender	12.6%	11.3%	12.0%
	3 No	Count	119	91	210
		% within Gender	19.0%	16.1%	17.6%
	4 Don't know	Count	100	81	181
		% within Gender	16.0%	14.3%	15.2%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.2 G Time use prayer Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use prayer Bhutanese TV	1 Yes	Count	63	44	107
		% within Gender	10.1%	7.8%	9.0%
	2 A little	Count	83	75	158
		% within Gender	13.3%	13.3%	13.3%
	3 No	Count	191	179	370
		% within Gender	30.6%	31.6%	31.1%
	4 Don't know	Count	19	20	39
		% within Gender	3.0%	3.6%	3.3%
	NA	Count	269	248	517
		% within Gender	43.0%	43.8%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.2 G Time use prayer Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use prayer Indian TV	1 Yes	Count	63	64	127
		% within Gender	10.1%	11.3%	10.7%
	2 A little	Count	58	55	113
		% within Gender	9.3%	9.7%	9.5%
	3 No	Count	175	132	307
		% within Gender	28.0%	23.3%	25.8%
	4 Don't know	Count	60	66	126
		% within Gender	9.6%	11.7%	10.6%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.2 G Time use prayer Other foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use prayer Other foreign TV	1 Yes	Count	36	51	87
		% within Gender	5.8%	9.0%	7.3%
	2 A little	Count	41	57	98
		% within Gender	6.6%	10.1%	8.2%
	3 No	Count	169	124	293
		% within Gender	27.0%	21.9%	24.6%
	4 Don't know	Count	110	85	195
		% within Gender	17.6%	15.0%	16.4%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G3.3 G Time use socializing Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use socializing Bhutanese TV	1 Yes	Count	38	39	77
		% within Gender	6.1%	6.9%	6.5%
	2 A little	Count	93	72	165
		% within Gender	14.9%	12.7%	13.9%
	3 No	Count	205	189	394
		% within Gender	32.8%	33.4%	33.1%
	4 Don't know	Count	20	18	38
		% within Gender	3.2%	3.2%	3.2%
	NA	Count	269	248	517
		% within Gender	43.0%	43.8%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.3 G Time use socializing Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use socializing Indian TV	1 Yes	Count	47	54	101
		% within Gender	7.5%	9.5%	8.5%
	2 A little	Count	70	69	139
		% within Gender	11.2%	12.2%	11.7%
	3 No	Count	187	135	322
		% within Gender	29.9%	23.9%	27.0%
	4 Don't know	Count	52	59	111
		% within Gender	8.3%	10.4%	9.3%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.3 G Time use socializing Other foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use socializing Other foreign TV	1 Yes	Count	21	47	68
		% within Gender	3.4%	8.3%	5.7%
	2 A little	Count	58	63	121
		% within Gender	9.3%	11.1%	10.2%
	3 No	Count	172	123	295
		% within Gender	27.5%	21.7%	24.8%
	4 Don't know	Count	105	84	189
		% within Gender	16.8%	14.8%	15.9%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.4 G Time use late night Bhutanese TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use late night Bhutanese TV	1 Yes	Count	64	62	126
		% within Gender	10.2%	11.0%	10.6%
	2 A little	Count	73	67	140
		% within Gender	11.7%	11.8%	11.8%
	3 No	Count	202	172	374
		% within Gender	32.3%	30.4%	31.4%
	4 Don't know	Count	17	17	34
		% within Gender	2.7%	3.0%	2.9%
	NA	Count	269	248	517
		% within Gender	43.0%	43.8%	43.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.4 G Time use late night Indian TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use late night Indian TV	1 Yes	Count	117	101	218
		% within Gender	18.7%	17.8%	18.3%
	2 A little	Count	72	75	147
		% within Gender	11.5%	13.3%	12.3%
	3 No	Count	117	88	205
		% within Gender	18.7%	15.5%	17.2%
	4 Don't know	Count	50	53	103
		% within Gender	8.0%	9.4%	8.6%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G3.4 G Time use late night Other foreign TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Time use late night Other foreign TV	1 Yes	Count	66	79	145
		% within Gender	10.6%	14.0%	12.2%
	2 A little	Count	50	65	115
		% within Gender	8.0%	11.5%	9.7%
	3 No	Count	141	92	233
		% within Gender	22.6%	16.3%	19.6%
	4 Don't know	Count	99	81	180
		% within Gender	15.8%	14.3%	15.1%
	NA	Count	269	249	518
		% within Gender	43.0%	44.0%	43.5%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G4 G Watch TV with * Gender Crosstabulation

			Gender		Total
			Female	Male	
Watch TV with	1 Alone	Count	61	52	113
		% within Gender	9.8%	9.2%	9.5%
	2 Family	Count	280	249	529
		% within Gender	44.8%	44.0%	44.4%
	3 Friends	Count	16	16	32
		% within Gender	2.6%	2.8%	2.7%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G5 G Who decides watching TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Who decides watching TV	1 Adult male	Count	96	150	246
		% within Gender	15.4%	26.5%	20.7%
	2 Adult female	Count	133	73	206
		% within Gender	21.3%	12.9%	17.3%
	3 Children	Count	91	66	157
		% within Gender	14.6%	11.7%	13.2%
	4 Elderly grandparents	Count	15	14	29
		% within Gender	2.4%	2.5%	2.4%
	All	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Anybody	Count	2	1	3
		% within Gender	.3%	.2%	.3%
	Depending on the interest	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Depends on time	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Everyone	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	First come first	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	Friends	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	Mutual understanding	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
	no choice	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	None	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	of similar choice	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	there is time distrubition	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	timetable	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	timing	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	Turn wise	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Whoever has the remote	Count	0	4	4
		% within Gender	.0%	.7%	.3%
	Whoever likes	Count	1	0	1
		% within Gender	.2%	.0%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

G6 G Violence caused by TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Violence caused by TV	1 Yes	Count	59	53	112
		% within Gender	9.4%	9.4%	9.4%
	2 No	Count	121	95	216
		% within Gender	19.4%	16.8%	18.1%
	3 Sometimes	Count	177	169	346
		% within Gender	28.3%	29.9%	29.1%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G7 G Countries culture TV * Gender Crosstabulation

			Gender		Total
			Female	Male	
Countries culture TV	1 Bhutanese	Count	235	192	427
		% within Gender	37.6%	33.9%	35.9%
	2 Indian	Count	83	83	166
		% within Gender	13.3%	14.7%	13.9%
	3 Western	Count	27	36	63
		% within Gender	4.3%	6.4%	5.3%
	4 Korean	Count	7	4	11
		% within Gender	1.1%	.7%	.9%
	All equal	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	dont know	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	History & wildlife channel	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	i don't see	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	268	249	517
		% within Gender	42.9%	44.0%	43.4%
No preference	Count	1	0	1	
	% within Gender	.2%	.0%	.1%	
None	Count	1	0	1	
	% within Gender	.2%	.0%	.1%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

G1-7. Television Specifics by Income

G1 I Attention paid to TV News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV News	1 A great deal	Count	219	176	77	28	19	8
		% within Income	32.6%	59.6%	65.8%	70.0%	67.9%	72.7%
	2 Some	Count	29	30	17	7	3	2
		% within Income	4.3%	10.2%	14.5%	17.5%	10.7%	18.2%
	3 A little	Count	9	9	5	1	0	0
		% within Income	1.3%	3.1%	4.3%	2.5%	.0%	.0%
	4 None	Count	4	3	0	0	1	0
		% within Income	.6%	1.0%	.0%	.0%	3.6%	.0%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 I Attention paid to TV News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV News	1 A great deal	Count	21	548
		% within Income	72.4%	46.0%
	2 Some	Count	6	94
		% within Income	20.7%	7.9%
	3 A little	Count	0	24
		% within Income	.0%	2.0%
	4 None	Count	0	8
		% within Income	.0%	.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Live call in /request * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Live call in /request	1 A great deal	Count	69	42	28	4	4	0
		% within Income	10.3%	14.2%	23.9%	10.0%	14.3%	.0%
	2 Some	Count	85	68	27	8	5	4
		% within Income	12.7%	23.1%	23.1%	20.0%	17.9%	36.4%
	3 A little	Count	33	25	14	5	3	2
		% within Income	4.9%	8.5%	12.0%	12.5%	10.7%	18.2%
	4 None	Count	74	83	30	19	11	4
		% within Income	11.0%	28.1%	25.6%	47.5%	39.3%	36.4%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 I Attention paid to TV Live call in /request * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Live call in /request	1 A great deal	Count	5	152
		% within Income	17.2%	12.8%
	2 Some	Count	10	207
		% within Income	34.5%	17.4%
	3 A little	Count	2	84
		% within Income	6.9%	7.1%
	4 None	Count	10	231
		% within Income	34.5%	19.4%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Talk Shows * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Talk Shows	1 A great deal	Count	70	37	23	7	10	2
		% within Income	10.4%	12.5%	19.7%	17.5%	35.7%	18.2%
	2 Some	Count	72	75	36	14	3	3
		% within Income	10.7%	25.4%	30.8%	35.0%	10.7%	27.3%
	3 A little	Count	34	30	15	5	4	1
		% within Income	5.1%	10.2%	12.8%	12.5%	14.3%	9.1%
	4 None	Count	85	76	25	10	6	4
		% within Income	12.7%	25.8%	21.4%	25.0%	21.4%	36.4%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Talk Shows * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Talk Shows	1 A great deal	Count	5	154
		% within Income	17.2%	12.9%
	2 Some	Count	7	210
		% within Income	24.1%	17.6%
	3 A little	Count	3	92
		% within Income	10.3%	7.7%
	4 None	Count	12	218
		% within Income	41.4%	18.3%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Music * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Music	1 A great deal	Count	93	61	31	6	7	3
		% within Income	13.9%	20.7%	26.5%	15.0%	25.0%	27.3%
	2 Some	Count	86	85	37	18	7	2
		% within Income	12.8%	28.8%	31.6%	45.0%	25.0%	18.2%
	3 A little	Count	48	36	18	5	4	4
		% within Income	7.2%	12.2%	15.4%	12.5%	14.3%	36.4%
	4 None	Count	34	36	13	7	5	1
		% within Income	5.1%	12.2%	11.1%	17.5%	17.9%	9.1%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Music * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Music	1 A great deal	Count	5	206
		% within Income	17.2%	17.3%
	2 Some	Count	13	248
		% within Income	44.8%	20.8%
	3 A little	Count	6	121
		% within Income	20.7%	10.2%
	4 None	Count	3	99
		% within Income	10.3%	8.3%
NA	Count	2	517	
	% within Income	6.9%	43.4%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G1 I Attention paid to TV Children's * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Children's	1 A great deal	Count	76	46	20	3	6	0
		% within Income	11.3%	15.6%	17.1%	7.5%	21.4%	.0%
	2 Some	Count	78	62	34	14	4	5
		% within Income	11.6%	21.0%	29.1%	35.0%	14.3%	45.5%
	3 A little	Count	48	44	22	6	2	2
		% within Income	7.2%	14.9%	18.8%	15.0%	7.1%	18.2%
4 None	Count	59	66	23	13	11	3	
	% within Income	8.8%	22.4%	19.7%	32.5%	39.3%	27.3%	
NA	Count	410	77	18	4	5	1	
	% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%	
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 I Attention paid to TV Children's * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Children's	1 A great deal	Count	5	156
		% within Income	17.2%	13.1%
	2 Some	Count	6	203
		% within Income	20.7%	17.0%
	3 A little	Count	9	133
		% within Income	31.0%	11.2%
	4 None	Count	7	182
		% within Income	24.1%	15.3%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Religious * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Religious	1 A great deal	Count	123	94	36	11	13	6
		% within Income	18.3%	31.8%	30.8%	27.5%	46.4%	54.5%
	2 Some	Count	58	69	26	11	4	3
		% within Income	8.6%	23.4%	22.2%	27.5%	14.3%	27.3%
	3 A little	Count	34	19	18	8	2	0
		% within Income	5.1%	6.4%	15.4%	20.0%	7.1%	.0%
	4 None	Count	46	36	19	6	4	1
		% within Income	6.9%	12.2%	16.2%	15.0%	14.3%	9.1%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Religious * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Religious	1 A great deal	Count	8	291
		% within Income	27.6%	24.4%
	2 Some	Count	9	180
		% within Income	31.0%	15.1%
	3 A little	Count	6	87
		% within Income	20.7%	7.3%
	4 None	Count	4	116
		% within Income	13.8%	9.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Helath * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Helath	1 A great deal	Count	97	72	31	11	9	5
		% within Income	14.5%	24.4%	26.5%	27.5%	32.1%	45.5%
	2 Some	Count	82	73	32	12	8	5
		% within Income	12.2%	24.7%	27.4%	30.0%	28.6%	45.5%
	3 A little	Count	38	33	18	6	4	0
		% within Income	5.7%	11.2%	15.4%	15.0%	14.3%	.0%
	4 None	Count	44	40	18	7	2	0
		% within Income	6.6%	13.6%	15.4%	17.5%	7.1%	.0%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Helath * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Helath	1 A great deal	Count	3	228
		% within Income	10.3%	19.1%
	2 Some	Count	14	226
		% within Income	48.3%	19.0%
	3 A little	Count	5	104
		% within Income	17.2%	8.7%
	4 None	Count	5	116
		% within Income	17.2%	9.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Agriculture * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Agriculture	1 A great deal	Count	83	57	27	6	6	1
		% within Income	12.4%	19.3%	23.1%	15.0%	21.4%	9.1%
	2 Some	Count	77	67	30	12	4	5
		% within Income	11.5%	22.7%	25.6%	30.0%	14.3%	45.5%
	3 A little	Count	48	46	15	7	7	3
		% within Income	7.2%	15.6%	12.8%	17.5%	25.0%	27.3%
	4 None	Count	53	48	27	11	6	1
		% within Income	7.9%	16.3%	23.1%	27.5%	21.4%	9.1%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Agriculture * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Agriculture	1 A great deal	Count	4	184
		% within Income	13.8%	15.4%
	2 Some	Count	11	206
		% within Income	37.9%	17.3%
	3 A little	Count	5	131
		% within Income	17.2%	11.0%
	4 None	Count	7	153
		% within Income	24.1%	12.8%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Business * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Business	1 A great deal	Count	62	42	20	3	6	0
		% within Income	9.2%	14.2%	17.1%	7.5%	21.4%	.0%
	2 Some	Count	56	53	23	12	6	4
		% within Income	8.3%	18.0%	19.7%	30.0%	21.4%	36.4%
	3 A little	Count	56	45	21	7	6	1
		% within Income	8.3%	15.3%	17.9%	17.5%	21.4%	9.1%
	4 None	Count	87	78	35	14	5	5
		% within Income	13.0%	26.4%	29.9%	35.0%	17.9%	45.5%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Business * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Business	1 A great deal	Count	5	138
		% within Income	17.2%	11.6%
	2 Some	Count	6	160
		% within Income	20.7%	13.4%
	3 A little	Count	9	145
		% within Income	31.0%	12.2%
	4 None	Count	7	231
		% within Income	24.1%	19.4%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Advertisements * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Advertisements	1 A great deal	Count	57	46	19	4	7	0
		% within Income	8.5%	15.6%	16.2%	10.0%	25.0%	.0%
	2 Some	Count	85	62	30	14	4	1
		% within Income	12.7%	21.0%	25.6%	35.0%	14.3%	9.1%
	3 A little	Count	50	44	23	10	4	5
		% within Income	7.5%	14.9%	19.7%	25.0%	14.3%	45.5%
	4 None	Count	69	66	27	8	8	4
		% within Income	10.3%	22.4%	23.1%	20.0%	28.6%	36.4%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Advertisements * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Advertisements	1 A great deal	Count	6	139
		% within Income	20.7%	11.7%
	2 Some	Count	6	202
		% within Income	20.7%	17.0%
	3 A little	Count	6	142
		% within Income	20.7%	11.9%
	4 None	Count	9	191
		% within Income	31.0%	16.0%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Cartoon * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Cartoon	1 A great deal	Count	27	30	11	3	3	1
		% within Income	4.0%	10.2%	9.4%	7.5%	10.7%	9.1%
	2 Some	Count	50	44	28	15	4	2
		% within Income	7.5%	14.9%	23.9%	37.5%	14.3%	18.2%
	3 A little	Count	51	23	10	4	4	1
		% within Income	7.6%	7.8%	8.5%	10.0%	14.3%	9.1%
	4 None	Count	133	121	50	14	12	6
		% within Income	19.8%	41.0%	42.7%	35.0%	42.9%	54.5%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Cartoon * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Cartoon	1 A great deal	Count	1	76
		% within Income	3.4%	6.4%
	2 Some	Count	5	148
		% within Income	17.2%	12.4%
	3 A little	Count	2	95
		% within Income	6.9%	8.0%
	4 None	Count	19	355
		% within Income	65.5%	29.8%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Movies * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Movies	1 A great deal	Count	60	55	23	10	4	3
		% within Income	8.9%	18.6%	19.7%	25.0%	14.3%	27.3%
	2 Some	Count	86	95	55	13	13	1
		% within Income	12.8%	32.2%	47.0%	32.5%	46.4%	9.1%
	3 A little	Count	52	25	10	5	5	6
		% within Income	7.7%	8.5%	8.5%	12.5%	17.9%	54.5%
	4 None	Count	63	43	11	8	1	0
		% within Income	9.4%	14.6%	9.4%	20.0%	3.6%	.0%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Movies * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Movies	1 A great deal	Count	8	163
		% within Income	27.6%	13.7%
	2 Some	Count	15	278
		% within Income	51.7%	23.3%
	3 A little	Count	3	106
		% within Income	10.3%	8.9%
	4 None	Count	1	127
		% within Income	3.4%	10.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Nature/adventure * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Nature/adventure	1 A great deal	Count	57	50	26	7	8	2
		% within Income	8.5%	16.9%	22.2%	17.5%	28.6%	18.2%
	2 Some	Count	53	63	33	12	5	1
		% within Income	7.9%	21.4%	28.2%	30.0%	17.9%	9.1%
	3 A little	Count	60	27	13	8	6	4
		% within Income	8.9%	9.2%	11.1%	20.0%	21.4%	36.4%
	4 None	Count	91	78	27	9	4	3
		% within Income	13.6%	26.4%	23.1%	22.5%	14.3%	27.3%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Nature/adventure * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Nature/adventure	1 A great deal	Count	5	155
		% within Income	17.2%	13.0%
	2 Some	Count	5	172
		% within Income	17.2%	14.4%
	3 A little	Count	4	122
		% within Income	13.8%	10.2%
	4 None	Count	13	225
		% within Income	44.8%	18.9%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G1 I Attention paid to TV Comedy * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Comedy	1 A great deal	Count	47	39	21	3	4	1
		% within Income	7.0%	13.2%	17.9%	7.5%	14.3%	9.1%
	2 Some	Count	65	58	34	15	4	6
		% within Income	9.7%	19.7%	29.1%	37.5%	14.3%	54.5%
	3 A little	Count	46	27	12	7	7	1
		% within Income	6.9%	9.2%	10.3%	17.5%	25.0%	9.1%
	4 None	Count	103	94	32	11	8	2
		% within Income	15.4%	31.9%	27.4%	27.5%	28.6%	18.2%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 I Attention paid to TV Comedy * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Comedy	1 A great deal	Count	3	118
		% within Income	10.3%	9.9%
	2 Some	Count	8	190
		% within Income	27.6%	16.0%
	3 A little	Count	7	107
		% within Income	24.1%	9.0%
	4 None	Count	9	259
		% within Income	31.0%	21.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Serials * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Serials	1 A great deal	Count	115	94	43	15	7	4
		% within Income	17.1%	31.9%	36.8%	37.5%	25.0%	36.4%
	2 Some	Count	63	53	33	9	9	3
		% within Income	9.4%	18.0%	28.2%	22.5%	32.1%	27.3%
	3 A little	Count	31	23	6	4	3	1
		% within Income	4.6%	7.8%	5.1%	10.0%	10.7%	9.1%
	4 None	Count	52	48	17	8	4	2
		% within Income	7.7%	16.3%	14.5%	20.0%	14.3%	18.2%
	NA	Count	410	77	18	4	5	1
		% within Income	61.1%	26.1%	15.4%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Serials * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Serials	1 A great deal	Count	16	294
		% within Income	55.2%	24.7%
	2 Some	Count	6	176
		% within Income	20.7%	14.8%
	3 A little	Count	2	70
		% within Income	6.9%	5.9%
	4 None	Count	3	134
		% within Income	10.3%	11.3%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Sports * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Sports	1 A great deal	Count	56	46	38	9	7	5
		% within Income	8.3%	15.6%	32.5%	22.5%	25.0%	45.5%
	2 Some	Count	47	56	22	15	7	3
		% within Income	7.0%	19.0%	18.8%	37.5%	25.0%	27.3%
	3 A little	Count	44	34	11	2	2	0
		% within Income	6.6%	11.5%	9.4%	5.0%	7.1%	.0%
	4 None	Count	114	82	28	10	6	2
		% within Income	17.0%	27.8%	23.9%	25.0%	21.4%	18.2%
	NA	Count	410	77	18	4	6	1
		% within Income	61.1%	26.1%	15.4%	10.0%	21.4%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Sports * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Sports	1 A great deal	Count	4	165
		% within Income	13.8%	13.9%
	2 Some	Count	7	157
		% within Income	24.1%	13.2%
	3 A little	Count	5	98
		% within Income	17.2%	8.2%
	4 None	Count	11	253
		% within Income	37.9%	21.2%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G1 I Attention paid to TV Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to TV Others	1 A great deal	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	3 A little	Count	0	0	2	0	0	0
		% within Income	.0%	.0%	1.7%	.0%	.0%	.0%
	4 None	Count	259	216	97	36	22	10
		% within Income	38.6%	73.2%	82.9%	90.0%	78.6%	90.9%
	NA	Count	411	78	18	4	6	1
		% within Income	61.3%	26.4%	15.4%	10.0%	21.4%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 I Attention paid to TV Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to TV Others	1 A great deal	Count	1	3
		% within Income	3.4%	.3%
	3 A little	Count	0	2
		% within Income	.0%	.2%
	4 None	Count	26	666
		% within Income	89.7%	55.9%
	NA	Count	2	520
		% within Income	6.9%	43.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station News	1 BBS	Count	241	196	84	33	17	9
		% within Income	35.9%	66.4%	71.8%	82.5%	60.7%	81.8%
	2 Indian TV	Count	4	1	5	0	1	0
		% within Income	.6%	.3%	4.3%	.0%	3.6%	.0%
	3 International TV	Count	11	19	10	3	5	1
		% within Income	1.6%	6.4%	8.5%	7.5%	17.9%	9.1%
	NA	Count	415	79	18	4	5	1
		% within Income	61.8%	26.8%	15.4%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station News	1 BBS	Count	20	600
		% within Income	69.0%	50.4%
	2 Indian TV	Count	2	13
		% within Income	6.9%	1.1%
	3 International TV	Count	5	54
		% within Income	17.2%	4.5%
	NA	Count	2	524
		% within Income	6.9%	44.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Live call in/request * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Attention to TV station Live call in/request	1 BBS	Count	181	125	64	17	11
		% within Income	27.0%	42.4%	54.7%	42.5%	39.3%
	2 Indian TV	Count	3	6	4	0	0
		% within Income	.4%	2.0%	3.4%	.0%	.0%
	3 International TV	Count	2	4	1	0	1
		% within Income	.3%	1.4%	.9%	.0%	3.6%
	NA	Count	485	160	48	23	16
		% within Income	72.3%	54.2%	41.0%	57.5%	57.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Live call in/request * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Attention to TV station Live call in/request	1 BBS	Count	6	15	419
		% within Income	54.5%	51.7%	35.2%
	2 Indian TV	Count	0	2	15
		% within Income	.0%	6.9%	1.3%
	3 International TV	Count	0	0	8
		% within Income	.0%	.0%	.7%
	NA	Count	5	12	749
		% within Income	45.5%	41.4%	62.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

G2 I Attention to TV station Talk Shows * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Talk Shows	1 BBS	Count	168	126	63	22	15	5
		% within Income	25.0%	42.7%	53.8%	55.0%	53.6%	45.5%
	2 Indian TV	Count	4	10	1	1	1	1
		% within Income	.6%	3.4%	.9%	2.5%	3.6%	9.1%
	3 International TV	Count	4	6	10	3	1	0
		% within Income	.6%	2.0%	8.5%	7.5%	3.6%	.0%
	NA	Count	495	153	43	14	11	5
		% within Income	73.8%	51.9%	36.8%	35.0%	39.3%	45.5%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Talk Shows * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Talk Shows	1 BBS	Count	13	412
		% within Income	44.8%	34.6%
	2 Indian TV	Count	0	18
		% within Income	.0%	1.5%
	3 International TV	Count	2	26
		% within Income	6.9%	2.2%
	NA	Count	14	735
		% within Income	48.3%	61.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Music * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Music	1 BBS	Count	163	106	48	15	8	5
		% within Income	24.3%	35.9%	41.0%	37.5%	28.6%	45.5%
	2 Indian TV	Count	40	53	27	7	7	4
		% within Income	6.0%	18.0%	23.1%	17.5%	25.0%	36.4%
	3 International TV	Count	24	23	11	7	4	0
		% within Income	3.6%	7.8%	9.4%	17.5%	14.3%	.0%
	NA	Count	444	113	31	11	9	2
		% within Income	66.2%	38.3%	26.5%	27.5%	32.1%	18.2%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Music * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Music	1 BBS	Count	11	356
		% within Income	37.9%	29.9%
	2 Indian TV	Count	9	147
		% within Income	31.0%	12.3%
	3 International TV	Count	4	73
		% within Income	13.8%	6.1%
	NA	Count	5	615
		% within Income	17.2%	51.6%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Children's * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Children's	1 BBS	Count	172	124	57	16	8	4
		% within Income	25.6%	42.0%	48.7%	40.0%	28.6%	36.4%
	2 Indian TV	Count	13	8	11	5	0	0
		% within Income	1.9%	2.7%	9.4%	12.5%	.0%	.0%
	3 International TV	Count	17	20	8	2	4	3
		% within Income	2.5%	6.8%	6.8%	5.0%	14.3%	27.3%
	NA	Count	469	143	41	17	16	4
		% within Income	69.9%	48.5%	35.0%	42.5%	57.1%	36.4%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Children's * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Children's	1 BBS	Count	13	394
		% within Income	44.8%	33.1%
	2 Indian TV	Count	3	40
		% within Income	10.3%	3.4%
	3 International TV	Count	4	58
		% within Income	13.8%	4.9%
	NA	Count	9	699
		% within Income	31.0%	58.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Religious * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Religious	1 BBS	Count	208	169	75	28	18	9
		% within Income	31.0%	57.3%	64.1%	70.0%	64.3%	81.8%
	2 Indian TV	Count	3	4	4	0	0	0
		% within Income	.4%	1.4%	3.4%	.0%	.0%	.0%
	3 International TV	Count	4	9	1	2	1	0
		% within Income	.6%	3.1%	.9%	5.0%	3.6%	.0%
	NA	Count	456	113	37	10	9	2
		% within Income	68.0%	38.3%	31.6%	25.0%	32.1%	18.2%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Religious * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Religious	1 BBS	Count	20	527
		% within Income	69.0%	44.2%
	2 Indian TV	Count	2	13
		% within Income	6.9%	1.1%
	3 International TV	Count	1	18
		% within Income	3.4%	1.5%
	NA	Count	6	633
		% within Income	20.7%	53.1%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Health * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Health	1 BBS	Count	195	157	66	25	17	8
		% within Income	29.1%	53.2%	56.4%	62.5%	60.7%	72.7%
	2 Indian TV	Count	3	5	4	0	1	1
		% within Income	.4%	1.7%	3.4%	.0%	3.6%	9.1%
	3 International TV	Count	19	16	11	4	3	1
		% within Income	2.8%	5.4%	9.4%	10.0%	10.7%	9.1%
	NA	Count	454	117	36	11	7	1
		% within Income	67.7%	39.7%	30.8%	27.5%	25.0%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Health * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Health	1 BBS	Count	14	482
		% within Income	48.3%	40.5%
	2 Indian TV	Count	2	16
		% within Income	6.9%	1.3%
	3 International TV	Count	6	60
		% within Income	20.7%	5.0%
	NA	Count	7	633
		% within Income	24.1%	53.1%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Agriculture * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Agriculture	1 BBS	Count	190	145	63	22	13	7
		% within Income	28.3%	49.2%	53.8%	55.0%	46.4%	63.6%
	2 Indian TV	Count	0	6	4	1	0	1
		% within Income	.0%	2.0%	3.4%	2.5%	.0%	9.1%
	3 International TV	Count	18	19	5	2	4	1
		% within Income	2.7%	6.4%	4.3%	5.0%	14.3%	9.1%
	NA	Count	463	125	45	15	11	2
		% within Income	69.0%	42.4%	38.5%	37.5%	39.3%	18.2%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Agriculture * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Agriculture	1 BBS	Count	14	454
		% within Income	48.3%	38.1%
	2 Indian TV	Count	3	15
		% within Income	10.3%	1.3%
	3 International TV	Count	3	52
		% within Income	10.3%	4.4%
	NA	Count	9	670
		% within Income	31.0%	56.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Business * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Business	1 BBS	Count	141	98	44	14	10	2
		% within Income	21.0%	33.2%	37.6%	35.0%	35.7%	18.2%
	2 Indian TV	Count	6	12	5	1	1	3
		% within Income	.9%	4.1%	4.3%	2.5%	3.6%	27.3%
	3 International TV	Count	28	30	15	7	7	0
		% within Income	4.2%	10.2%	12.8%	17.5%	25.0%	.0%
	NA	Count	496	155	53	18	10	6
		% within Income	73.9%	52.5%	45.3%	45.0%	35.7%	54.5%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Business * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Business	1 BBS	Count	12	321
		% within Income	41.4%	27.0%
	2 Indian TV	Count	1	29
		% within Income	3.4%	2.4%
	3 International TV	Count	7	94
		% within Income	24.1%	7.9%
	NA	Count	9	747
		% within Income	31.0%	62.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Advertisements * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Advertisements	1 BBS	Count	162	108	50	21	9	4
		% within Income	24.1%	36.6%	42.7%	52.5%	32.1%	36.4%
	2 Indian TV	Count	14	29	9	4	2	1
		% within Income	2.1%	9.8%	7.7%	10.0%	7.1%	9.1%
	3 International TV	Count	15	15	13	3	4	1
		% within Income	2.2%	5.1%	11.1%	7.5%	14.3%	9.1%
	NA	Count	480	143	45	12	13	5
		% within Income	71.5%	48.5%	38.5%	30.0%	46.4%	45.5%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Advertisements * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Advertisements	1 BBS	Count	12	366
		% within Income	41.4%	30.7%
	2 Indian TV	Count	2	61
		% within Income	6.9%	5.1%
	3 International TV	Count	4	55
		% within Income	13.8%	4.6%
	NA	Count	11	709
		% within Income	37.9%	59.5%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Cartoon * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Cartoon	1 BBS	Count	20	8	2	2	0	0
		% within Income	3.0%	2.7%	1.7%	5.0%	.0%	.0%
	2 Indian TV	Count	57	44	23	9	2	0
		% within Income	8.5%	14.9%	19.7%	22.5%	7.1%	.0%
	3 International TV	Count	52	45	24	11	9	4
		% within Income	7.7%	15.3%	20.5%	27.5%	32.1%	36.4%
	NA	Count	542	198	68	18	17	7
		% within Income	80.8%	67.1%	58.1%	45.0%	60.7%	63.6%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Cartoon * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Cartoon	1 BBS	Count	1	33
		% within Income	3.4%	2.8%
	2 Indian TV	Count	2	137
		% within Income	6.9%	11.5%
	3 International TV	Count	5	150
		% within Income	17.2%	12.6%
	NA	Count	21	871
		% within Income	72.4%	73.1%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Movies * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Movies	1 BBS	Count	38	34	13	3	3	3
		% within Income	5.7%	11.5%	11.1%	7.5%	10.7%	27.3%
	2 Indian TV	Count	86	80	38	11	7	3
		% within Income	12.8%	27.1%	32.5%	27.5%	25.0%	27.3%
	3 International TV	Count	73	61	37	14	13	4
		% within Income	10.9%	20.7%	31.6%	35.0%	46.4%	36.4%
	NA	Count	474	120	29	12	5	1
		% within Income	70.6%	40.7%	24.8%	30.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Movies * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Movies	1 BBS	Count	4	98
		% within Income	13.8%	8.2%
	2 Indian TV	Count	11	236
		% within Income	37.9%	19.8%
	3 International TV	Count	11	213
		% within Income	37.9%	17.9%
	NA	Count	3	644
		% within Income	10.3%	54.1%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Nature/Adventure * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Attention to TV station Nature/Adventure	1 BBS	Count	29	20	9	4	1
		% within Income	4.3%	6.8%	7.7%	10.0%	3.6%
	2 Indian TV	Count	18	16	7	2	2
		% within Income	2.7%	5.4%	6.0%	5.0%	7.1%
	3 International TV	Count	123	104	56	21	16
		% within Income	18.3%	35.3%	47.9%	52.5%	57.1%
	NA	Count	501	155	45	13	9
		% within Income	74.7%	52.5%	38.5%	32.5%	32.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Nature/Adventure * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Attention to TV station Nature/Adventure	1 BBS	Count	1	1	65
		% within Income	9.1%	3.4%	5.5%
	2 Indian TV	Count	2	0	47
		% within Income	18.2%	.0%	3.9%
	3 International TV	Count	4	13	337
		% within Income	36.4%	44.8%	28.3%
	NA	Count	4	15	742
		% within Income	36.4%	51.7%	62.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

G2 I Attention to TV station Comedy * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Comedy	1 BBS	Count	45	23	10	3	1	2
		% within Income	6.7%	7.8%	8.5%	7.5%	3.6%	18.2%
	2 Indian TV	Count	75	72	41	11	9	2
		% within Income	11.2%	24.4%	35.0%	27.5%	32.1%	18.2%
	3 International TV	Count	39	29	16	11	5	4
		% within Income	5.8%	9.8%	13.7%	27.5%	17.9%	36.4%
	NA	Count	512	171	50	15	13	3
		% within Income	76.3%	58.0%	42.7%	37.5%	46.4%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Comedy * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Comedy	1 BBS	Count	7	91
		% within Income	24.1%	7.6%
	2 Indian TV	Count	8	218
		% within Income	27.6%	18.3%
	3 International TV	Count	3	107
		% within Income	10.3%	9.0%
	NA	Count	11	775
		% within Income	37.9%	65.1%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Serials * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Serials	1 BBS	Count	62	38	23	5	0	2
		% within Income	9.2%	12.9%	19.7%	12.5%	.0%	18.2%
	2 Indian TV	Count	116	111	50	17	18	3
		% within Income	17.3%	37.6%	42.7%	42.5%	64.3%	27.3%
	3 International TV	Count	31	21	9	6	1	3
		% within Income	4.6%	7.1%	7.7%	15.0%	3.6%	27.3%
	NA	Count	462	125	35	12	9	3
		% within Income	68.9%	42.4%	29.9%	30.0%	32.1%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Serials * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Serials	1 BBS	Count	5	135
		% within Income	17.2%	11.3%
	2 Indian TV	Count	15	330
		% within Income	51.7%	27.7%
	3 International TV	Count	4	75
		% within Income	13.8%	6.3%
	NA	Count	5	651
		% within Income	17.2%	54.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Sports * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Sports	1 BBS	Count	16	10	5	1	2	0
		% within Income	2.4%	3.4%	4.3%	2.5%	7.1%	.0%
	2 Indian TV	Count	17	11	4	4	0	0
		% within Income	2.5%	3.7%	3.4%	10.0%	.0%	.0%
	3 International TV	Count	114	115	62	21	15	8
		% within Income	17.0%	39.0%	53.0%	52.5%	53.6%	72.7%
	NA	Count	524	159	46	14	11	3
		% within Income	78.1%	53.9%	39.3%	35.0%	39.3%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 I Attention to TV station Sports * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Sports	1 BBS	Count	1	35
		% within Income	3.4%	2.9%
	2 Indian TV	Count	2	38
		% within Income	6.9%	3.2%
	3 International TV	Count	13	348
		% within Income	44.8%	29.2%
	NA	Count	13	770
		% within Income	44.8%	64.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G2 I Attention to TV station Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention to TV station Others	NA	Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G2 I Attention to TV station Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention to TV station Others	NA	Count	29	1191
		% within Income	100.0%	100.0%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.1 I Time use work Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use work Bhutanese TV	1 Yes	Count	83	65	34	7	5	3
		% within Income	12.4%	22.0%	29.1%	17.5%	17.9%	27.3%
	2 A little	Count	70	54	24	11	3	2
		% within Income	10.4%	18.3%	20.5%	27.5%	10.7%	18.2%
	3 No	Count	96	90	38	17	15	5
		% within Income	14.3%	30.5%	32.5%	42.5%	53.6%	45.5%
	4 Don't know	Count	11	9	4	1	0	0
		% within Income	1.6%	3.1%	3.4%	2.5%	.0%	.0%
	NA	Count	411	77	17	4	5	1
		% within Income	61.3%	26.1%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.1 I Time use work Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use work Bhutanese TV	1 Yes	Count	10	207
		% within Income	34.5%	17.4%
	2 A little	Count	3	167
		% within Income	10.3%	14.0%
	3 No	Count	13	274
		% within Income	44.8%	23.0%
	4 Don't know	Count	1	26
		% within Income	3.4%	2.2%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.1 I Time use work Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use work Indian TV	1 Yes	Count	78	83	39	15	9	3
		% within Income	11.6%	28.1%	33.3%	37.5%	32.1%	27.3%
	2 A little	Count	65	42	25	6	1	3
		% within Income	9.7%	14.2%	21.4%	15.0%	3.6%	27.3%
	3 No	Count	66	62	25	11	11	3
		% within Income	9.8%	21.0%	21.4%	27.5%	39.3%	27.3%
	4 Don't know	Count	51	30	11	4	2	1
		% within Income	7.6%	10.2%	9.4%	10.0%	7.1%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.1 I Time use work Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use work Indian TV	1 Yes	Count	9	236
		% within Income	31.0%	19.8%
	2 A little	Count	6	148
		% within Income	20.7%	12.4%
	3 No	Count	8	186
		% within Income	27.6%	15.6%
	4 Don't know	Count	4	103
		% within Income	13.8%	8.6%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.1 I Time use work Other foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use work Other foreign TV	1 Yes	Count	41	45	26	9	7	2
		% within Income	6.1%	15.3%	22.2%	22.5%	25.0%	18.2%
	2 A little	Count	59	44	23	8	3	4
		% within Income	8.8%	14.9%	19.7%	20.0%	10.7%	36.4%
	3 No	Count	79	69	28	12	10	3
		% within Income	11.8%	23.4%	23.9%	30.0%	35.7%	27.3%
	4 Don't know	Count	81	59	23	7	3	1
		% within Income	12.1%	20.0%	19.7%	17.5%	10.7%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.1 | Time use work Other foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use work Other foreign TV	1 Yes	Count	9	139
		% within Income	31.0%	11.7%
	2 A little	Count	2	143
		% within Income	6.9%	12.0%
	3 No	Count	9	210
		% within Income	31.0%	17.6%
	4 Don't know	Count	7	181
		% within Income	24.1%	15.2%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.2 | Time use prayer Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use prayer Bhutanese TV	1 Yes	Count	38	29	23	5	3	3
		% within Income	5.7%	9.8%	19.7%	12.5%	10.7%	27.3%
	2 A little	Count	72	49	18	9	5	0
		% within Income	10.7%	16.6%	15.4%	22.5%	17.9%	.0%
	3 No	Count	136	127	52	20	14	6
		% within Income	20.3%	43.1%	44.4%	50.0%	50.0%	54.5%
	4 Don't know	Count	14	13	7	2	1	1
		% within Income	2.1%	4.4%	6.0%	5.0%	3.6%	9.1%
	NA	Count	411	77	17	4	5	1
		% within Income	61.3%	26.1%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 I Time use prayer Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use prayer Bhutanese TV	1 Yes	Count	6	107
		% within Income	20.7%	9.0%
	2 A little	Count	5	158
		% within Income	17.2%	13.3%
	3 No	Count	15	370
		% within Income	51.7%	31.1%
	4 Don't know	Count	1	39
		% within Income	3.4%	3.3%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.2 I Time use prayer Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use prayer Indian TV	1 Yes	Count	45	39	22	6	8	3
		% within Income	6.7%	13.2%	18.8%	15.0%	28.6%	27.3%
	2 A little	Count	44	38	16	4	1	1
		% within Income	6.6%	12.9%	13.7%	10.0%	3.6%	9.1%
	3 No	Count	116	101	45	20	10	5
		% within Income	17.3%	34.2%	38.5%	50.0%	35.7%	45.5%
	4 Don't know	Count	55	39	17	6	4	1
		% within Income	8.2%	13.2%	14.5%	15.0%	14.3%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 I Time use prayer Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use prayer Indian TV	1 Yes	Count	4	127
		% within Income	13.8%	10.7%
	2 A little	Count	9	113
		% within Income	31.0%	9.5%
	3 No	Count	10	307
		% within Income	34.5%	25.8%
	4 Don't know	Count	4	126
		% within Income	13.8%	10.6%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.2 I Time use prayer Other foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use prayer Other foreign TV	1 Yes	Count	24	27	18	5	6	2
		% within Income	3.6%	9.2%	15.4%	12.5%	21.4%	18.2%
	2 A little	Count	42	33	10	2	3	2
		% within Income	6.3%	11.2%	8.5%	5.0%	10.7%	18.2%
	3 No	Count	110	92	46	21	10	5
		% within Income	16.4%	31.2%	39.3%	52.5%	35.7%	45.5%
	4 Don't know	Count	84	65	26	8	4	1
		% within Income	12.5%	22.0%	22.2%	20.0%	14.3%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 I Time use prayer Other foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use prayer Other foreign TV	1 Yes	Count	5	87
		% within Income	17.2%	7.3%
	2 A little	Count	6	98
		% within Income	20.7%	8.2%
	3 No	Count	9	293
		% within Income	31.0%	24.6%
	4 Don't know	Count	7	195
		% within Income	24.1%	16.4%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.3 I Time use socializing Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use socializing Bhutanese TV	1 Yes	Count	30	16	15	6	5	1
		% within Income	4.5%	5.4%	12.8%	15.0%	17.9%	9.1%
	2 A little	Count	63	58	23	9	4	2
		% within Income	9.4%	19.7%	19.7%	22.5%	14.3%	18.2%
	3 No	Count	149	134	55	20	14	6
		% within Income	22.2%	45.4%	47.0%	50.0%	50.0%	54.5%
	4 Don't know	Count	18	10	7	1	0	1
		% within Income	2.7%	3.4%	6.0%	2.5%	.0%	9.1%
	NA	Count	411	77	17	4	5	1
		% within Income	61.3%	26.1%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 I Time use socializing Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use socializing Bhutanese TV	1 Yes	Count	4	77
		% within Income	13.8%	6.5%
	2 A little	Count	6	165
		% within Income	20.7%	13.9%
	3 No	Count	16	394
		% within Income	55.2%	33.1%
	4 Don't know	Count	1	38
		% within Income	3.4%	3.2%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.3 I Time use socializing Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use socializing Indian TV	1 Yes	Count	34	31	18	6	7	2
		% within Income	5.1%	10.5%	15.4%	15.0%	25.0%	18.2%
	2 A little	Count	56	43	21	7	4	2
		% within Income	8.3%	14.6%	17.9%	17.5%	14.3%	18.2%
	3 No	Count	114	112	48	19	10	5
		% within Income	17.0%	38.0%	41.0%	47.5%	35.7%	45.5%
	4 Don't know	Count	56	31	13	4	2	1
		% within Income	8.3%	10.5%	11.1%	10.0%	7.1%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 I Time use socializing Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use socializing Indian TV	1 Yes	Count	3	101
		% within Income	10.3%	8.5%
	2 A little	Count	6	139
		% within Income	20.7%	11.7%
	3 No	Count	14	322
		% within Income	48.3%	27.0%
	4 Don't know	Count	4	111
		% within Income	13.8%	9.3%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G3.3 I Time use socializing Other foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use socializing Other foreign TV	1 Yes	Count	19	16	13	8	7	1
		% within Income	2.8%	5.4%	11.1%	20.0%	25.0%	9.1%
	2 A little	Count	44	41	19	5	3	3
		% within Income	6.6%	13.9%	16.2%	12.5%	10.7%	27.3%
	3 No	Count	114	98	42	16	10	5
		% within Income	17.0%	33.2%	35.9%	40.0%	35.7%	45.5%
	4 Don't know	Count	83	62	26	7	3	1
		% within Income	12.4%	21.0%	22.2%	17.5%	10.7%	9.1%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.3 | Time use socializing Other foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use socializing Other foreign TV	1 Yes	Count	4	68
		% within Income	13.8%	5.7%
	2 A little	Count	6	121
		% within Income	20.7%	10.2%
	3 No	Count	10	295
		% within Income	34.5%	24.8%
	4 Don't know	Count	7	189
		% within Income	24.1%	15.9%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.4 | Time use late night Bhutanese TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use late night Bhutanese TV	1 Yes	Count	53	40	13	7	4	3
		% within Income	7.9%	13.6%	11.1%	17.5%	14.3%	27.3%
	2 A little	Count	60	46	18	6	4	1
		% within Income	8.9%	15.6%	15.4%	15.0%	14.3%	9.1%
	3 No	Count	131	123	62	22	15	6
		% within Income	19.5%	41.7%	53.0%	55.0%	53.6%	54.5%
	4 Don't know	Count	16	9	7	1	0	0
		% within Income	2.4%	3.1%	6.0%	2.5%	.0%	.0%
	NA	Count	411	77	17	4	5	1
		% within Income	61.3%	26.1%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.4 I Time use late night Bhutanese TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use late night Bhutanese TV	1 Yes	Count	6	126
		% within Income	20.7%	10.6%
	2 A little	Count	5	140
		% within Income	17.2%	11.8%
	3 No	Count	15	374
		% within Income	51.7%	31.4%
	4 Don't know	Count	1	34
		% within Income	3.4%	2.9%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G3.4 I Time use late night Indian TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use late night Indian TV	1 Yes	Count	74	83	34	13	7	3
		% within Income	11.0%	28.1%	29.1%	32.5%	25.0%	27.3%
	2 A little	Count	51	46	27	9	5	3
		% within Income	7.6%	15.6%	23.1%	22.5%	17.9%	27.3%
	3 No	Count	82	59	27	11	9	4
		% within Income	12.2%	20.0%	23.1%	27.5%	32.1%	36.4%
	4 Don't know	Count	53	29	12	3	2	0
		% within Income	7.9%	9.8%	10.3%	7.5%	7.1%	.0%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.4 I Time use late night Indian TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use late night Indian TV	1 Yes	Count	4	218
		% within Income	13.8%	18.3%
	2 A little	Count	6	147
		% within Income	20.7%	12.3%
	3 No	Count	13	205
		% within Income	44.8%	17.2%
	4 Don't know	Count	4	103
		% within Income	13.8%	8.6%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G3.4 I Time use late night Other foreign TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Time use late night Other foreign TV	1 Yes	Count	38	55	25	12	7	3
		% within Income	5.7%	18.6%	21.4%	30.0%	25.0%	27.3%
	2 A little	Count	50	37	15	6	2	2
		% within Income	7.5%	12.5%	12.8%	15.0%	7.1%	18.2%
	3 No	Count	92	68	36	11	11	3
		% within Income	13.7%	23.1%	30.8%	27.5%	39.3%	27.3%
	4 Don't know	Count	80	57	24	7	3	2
		% within Income	11.9%	19.3%	20.5%	17.5%	10.7%	18.2%
	NA	Count	411	78	17	4	5	1
		% within Income	61.3%	26.4%	14.5%	10.0%	17.9%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.4 I Time use late night Other foreign TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Time use late night Other foreign TV	1 Yes	Count	5	145
		% within Income	17.2%	12.2%
	2 A little	Count	3	115
		% within Income	10.3%	9.7%
	3 No	Count	12	233
		% within Income	41.4%	19.6%
	4 Don't know	Count	7	180
		% within Income	24.1%	15.1%
	NA	Count	2	518
		% within Income	6.9%	43.5%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G4 I Watch TV with * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Watch TV with	1 Alone	Count	44	29	20	10	5	0
		% within Income	6.6%	9.8%	17.1%	25.0%	17.9%	.0%
	2 Family	Count	205	180	73	23	18	10
		% within Income	30.6%	61.0%	62.4%	57.5%	64.3%	90.9%
	3 Friends	Count	11	9	6	3	1	0
		% within Income	1.6%	3.1%	5.1%	7.5%	3.6%	.0%
	NA	Count	411	77	18	4	4	1
		% within Income	61.3%	26.1%	15.4%	10.0%	14.3%	9.1%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G4 I Watch TV with * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Watch TV with	1 Alone	Count	5	113
		% within Income	17.2%	9.5%
	2 Family	Count	20	529
		% within Income	69.0%	44.4%
	3 Friends	Count	2	32
		% within Income	6.9%	2.7%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

G5 I Who decides watching TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Who decides watching TV	1 Adult male	Count	89	81	37	19	8
		% within Income	13.3%	27.5%	31.6%	47.5%	28.6%
	2 Adult female	Count	73	65	31	11	8
		% within Income	10.9%	22.0%	26.5%	27.5%	28.6%
	3 Children	Count	70	52	21	5	5
		% within Income	10.4%	17.6%	17.9%	12.5%	17.9%
	4 Elderly grandparents	Count	15	7	3	1	2
		% within Income	2.2%	2.4%	2.6%	2.5%	7.1%
	All	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	Anybody	Count	0	3	0	0	0
		% within Income	.0%	1.0%	.0%	.0%	.0%
	Depending on the interest	Count	0	0	0	0	0
		% within Income	.0%	.0%	.0%	.0%	.0%
	Depends on time	Count	0	0	1	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%
	Everyone	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	First come first	Count	0	1	1	0	0
		% within Income	.0%	.3%	.9%	.0%	.0%
	Friends	Count	1	3	1	0	0
		% within Income	.1%	1.0%	.9%	.0%	.0%
	Mutual understanding	Count	5	2	0	0	0
		% within Income	.7%	.7%	.0%	.0%	.0%
	NA	Count	411	77	18	4	4
		% within Income	61.3%	26.1%	15.4%	10.0%	14.3%
	no choice	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	None	Count	0	1	1	0	0
		% within Income	.0%	.3%	.9%	.0%	.0%
	of similar choice	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	there is time distrubition	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%

G5 I Who decides watching TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Who decides watching TV	timetable	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	timing	Count	0	0	2	0	0
		% within Income	.0%	.0%	1.7%	.0%	.0%
	Turn wise	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	Whoever has the remote	Count	3	0	0	0	1
		% within Income	.4%	.0%	.0%	.0%	3.6%
	Whoever likes	Count	0	0	1	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

G5 I Who decides watching TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Who decides watching TV	1 Adult male	Count	4	8	246
		% within Income	36.4%	27.6%	20.7%
	2 Adult female	Count	3	15	206
		% within Income	27.3%	51.7%	17.3%
	3 Children	Count	1	3	157
		% within Income	9.1%	10.3%	13.2%
	4 Elderly grandparents	Count	1	0	29
		% within Income	9.1%	.0%	2.4%
	All	Count	0	0	1
		% within Income	.0%	.0%	.1%
	Anybody	Count	0	0	3
		% within Income	.0%	.0%	.3%
	Depending on the interest	Count	1	0	1
		% within Income	9.1%	.0%	.1%
	Depends on time	Count	0	0	1
		% within Income	.0%	.0%	.1%
	Everyone	Count	0	0	1
		% within Income	.0%	.0%	.1%
	First come first	Count	0	0	2
		% within Income	.0%	.0%	.2%
	Friends	Count	0	0	5
		% within Income	.0%	.0%	.4%
	Mutual understanding	Count	0	0	7
		% within Income	.0%	.0%	.6%
	NA	Count	1	2	517
		% within Income	9.1%	6.9%	43.4%
	no choice	Count	0	0	1
		% within Income	.0%	.0%	.1%
	None	Count	0	0	2
		% within Income	.0%	.0%	.2%
	of similar choice	Count	0	0	1
		% within Income	.0%	.0%	.1%
	there is time distrubition	Count	0	0	1
		% within Income	.0%	.0%	.1%

G5 I Who decides watching TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Who decides watching TV	timetable	Count	0	1	2
		% within Income	.0%	3.4%	.2%
	timing	Count	0	0	2
		% within Income	.0%	.0%	.2%
	Turn wise	Count	0	0	1
		% within Income	.0%	.0%	.1%
	Whoever has the remote	Count	0	0	4
		% within Income	.0%	.0%	.3%
	Whoever likes	Count	0	0	1
		% within Income	.0%	.0%	.1%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

G6 I Violence caused by TV * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Violence caused by TV	1 Yes	Count	43	27	20	5	8	3
		% within Income	6.4%	9.2%	17.1%	12.5%	28.6%	27.3%
	2 No	Count	82	71	32	10	7	3
		% within Income	12.2%	24.1%	27.4%	25.0%	25.0%	27.3%
	3 Sometimes	Count	135	120	47	21	9	4
		% within Income	20.1%	40.7%	40.2%	52.5%	32.1%	36.4%
	NA	Count	411	77	18	4	4	1
		% within Income	61.3%	26.1%	15.4%	10.0%	14.3%	9.1%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G6 I Violence caused by TV * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Violence caused by TV	1 Yes	Count	6	112
		% within Income	20.7%	9.4%
	2 No	Count	11	216
		% within Income	37.9%	18.1%
	3 Sometimes	Count	10	346
		% within Income	34.5%	29.1%
	NA	Count	2	517
		% within Income	6.9%	43.4%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

G7 I Countries culture TV * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Countries culture TV	1 Bhutanese	Count	179	141	56	20	8
		% within Income	26.7%	47.8%	47.9%	50.0%	28.6%
	2 Indian	Count	56	57	27	9	8
		% within Income	8.3%	19.3%	23.1%	22.5%	28.6%
	3 Western	Count	17	16	13	7	7
		% within Income	2.5%	5.4%	11.1%	17.5%	25.0%
	4 Korean	Count	2	4	3	0	0
		% within Income	.3%	1.4%	2.6%	.0%	.0%
	All equal	Count	2	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%
	dont know	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	History & wildlife channel	Count	0	0	0	0	1
		% within Income	.0%	.0%	.0%	.0%	3.6%
	i don't see	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
NA	Count	411	77	18	4	4	
	% within Income	61.3%	26.1%	15.4%	10.0%	14.3%	
No preference	Count	1	0	0	0	0	
	% within Income	.1%	.0%	.0%	.0%	.0%	
None	Count	1	0	0	0	0	
	% within Income	.1%	.0%	.0%	.0%	.0%	
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

G7 I Countries culture TV * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Countries culture TV	1 Bhutanese	Count	5	18	427
		% within Income	45.5%	62.1%	35.9%
	2 Indian	Count	3	6	166
		% within Income	27.3%	20.7%	13.9%
	3 Western	Count	1	2	63
		% within Income	9.1%	6.9%	5.3%
	4 Korean	Count	1	1	11
		% within Income	9.1%	3.4%	.9%
	All equal	Count	0	0	2
		% within Income	.0%	.0%	.2%
	dont know	Count	0	0	1
		% within Income	.0%	.0%	.1%
	History & wildlife channel	Count	0	0	1
		% within Income	.0%	.0%	.1%
	i don't see	Count	0	0	1
		% within Income	.0%	.0%	.1%
	NA	Count	1	2	517
		% within Income	9.1%	6.9%	43.4%
	No preference	Count	0	0	1
		% within Income	.0%	.0%	.1%
	None	Count	0	0	1
		% within Income	.0%	.0%	.1%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

G1-7. Television Specifics by Occupation

G1 O Attention paid to TV News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV News	1 A great deal	Count	149	125	4	118	7	113
		% within Occupation	70.3%	66.8%	36.4%	22.6%	38.9%	58.8%
	2 Some	Count	24	25	3	6	3	29
		% within Occupation	11.3%	13.4%	27.3%	1.2%	16.7%	15.1%
	3 A little	Count	9	6	2	5	0	2
		% within Occupation	4.2%	3.2%	18.2%	1.0%	.0%	1.0%
	4 None	Count	2	4	0	2	0	0
		% within Occupation	.9%	2.1%	.0%	.4%	.0%	.0%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total			212	187	11	521	18	192
			100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV News * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention paid to TV News	1 A great deal	Count	32	548
		% within Occupation	64.0%	46.0%
	2 Some	Count	4	94
		% within Occupation	8.0%	7.9%
	3 A little	Count	0	24
		% within Occupation	.0%	2.0%
4 None		Count	0	8
		% within Occupation	.0%	.7%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Live call in /request * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Live call in /request	1 A great deal	Count	41	27	1	39	4	30
		% within Occupation	19.3%	14.4%	9.1%	7.5%	22.2%	15.6%
	2 Some	Count	49	49	1	40	2	51
		% within Occupation	23.1%	26.2%	9.1%	7.7%	11.1%	26.6%
	3 A little	Count	19	23	1	12	0	24
		% within Occupation	9.0%	12.3%	9.1%	2.3%	.0%	12.5%
4 None		Count	75	61	6	40	4	39
		% within Occupation	35.4%	32.6%	54.5%	7.7%	22.2%	20.3%
NA		Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Live call in /request * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to TV Live call in /request	1 A great deal	Count	10	152
		% within Occupation	20.0%	12.8%
	2 Some	Count	15	207
		% within Occupation	30.0%	17.4%
	3 A little	Count	5	84
		% within Occupation	10.0%	7.1%
4 None		Count	6	231
		% within Occupation	12.0%	19.4%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Talk Shows * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Talk Shows	1 A great deal	Count	46	32	0	38	3	24
		% within Occupation	21.7%	17.1%	.0%	7.3%	16.7%	12.5%
	2 Some	Count	46	60	0	29	2	55
		% within Occupation	21.7%	32.1%	.0%	5.6%	11.1%	28.6%
	3 A little	Count	32	25	3	10	1	19
		% within Occupation	15.1%	13.4%	27.3%	1.9%	5.6%	9.9%
	4 None	Count	60	43	6	54	4	46
		% within Occupation	28.3%	23.0%	54.5%	10.4%	22.2%	24.0%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Talk Shows * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Talk Shows	1 A great deal	Count	11	154
		% within Occupation	22.0%	12.9%
	2 Some	Count	18	210
		% within Occupation	36.0%	17.6%
	3 A little	Count	2	92
		% within Occupation	4.0%	7.7%
	4 None	Count	5	218
		% within Occupation	10.0%	18.3%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Music * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Music	1 A great deal	Count	54	49	5	47	3	35
		% within Occupation	25.5%	26.2%	45.5%	9.0%	16.7%	18.2%
	2 Some	Count	59	59	2	39	3	68
		% within Occupation	27.8%	31.6%	18.2%	7.5%	16.7%	35.4%
	3 A little	Count	38	30	1	21	3	25
		% within Occupation	17.9%	16.0%	9.1%	4.0%	16.7%	13.0%
	4 None	Count	33	22	1	24	1	16
		% within Occupation	15.6%	11.8%	9.1%	4.6%	5.6%	8.3%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Music * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to TV Music	1 A great deal	Count	13	206
		% within Occupation	26.0%	17.3%
	2 Some	Count	18	248
		% within Occupation	36.0%	20.8%
	3 A little	Count	3	121
		% within Occupation	6.0%	10.2%
4 None	Count	2	99	
	% within Occupation	4.0%	8.3%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G1 O Attention paid to TV Children's * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Children's	1 A great deal	Count	39	34	1	34	2	35
		% within Occupation	18.4%	18.2%	9.1%	6.5%	11.1%	18.2%
	2 Some	Count	38	57	1	40	1	52
		% within Occupation	17.9%	30.5%	9.1%	7.7%	5.6%	27.1%
	3 A little	Count	44	35	5	20	3	21
		% within Occupation	20.8%	18.7%	45.5%	3.8%	16.7%	10.9%
	4 None	Count	63	34	2	37	4	36
		% within Occupation	29.7%	18.2%	18.2%	7.1%	22.2%	18.8%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Children's * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Children's	1 A great deal	Count	11	156
		% within Occupation	22.0%	13.1%
	2 Some	Count	14	203
		% within Occupation	28.0%	17.0%
	3 A little	Count	5	133
		% within Occupation	10.0%	11.2%
	4 None	Count	6	182
		% within Occupation	12.0%	15.3%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Religious * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Religious	1 A great deal	Count	68	61	3	68	4	59
		% within Occupation	32.1%	32.6%	27.3%	13.1%	22.2%	30.7%
	2 Some	Count	46	60	0	27	1	42
		% within Occupation	21.7%	32.1%	.0%	5.2%	5.6%	21.9%
	3 A little	Count	27	23	5	11	3	17
		% within Occupation	12.7%	12.3%	45.5%	2.1%	16.7%	8.9%
	4 None	Count	43	16	1	25	2	26
		% within Occupation	20.3%	8.6%	9.1%	4.8%	11.1%	13.5%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Religious * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Religious	1 A great deal	Count	28	291
		% within Occupation	56.0%	24.4%
	2 Some	Count	4	180
		% within Occupation	8.0%	15.1%
	3 A little	Count	1	87
		% within Occupation	2.0%	7.3%
4 None	Count	3	116	
	% within Occupation	6.0%	9.7%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Helath * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Helath	1 A great deal	Count	60	54	3	51	4	42
		% within Occupation	28.3%	28.9%	27.3%	9.8%	22.2%	21.9%
	2 Some	Count	48	65	2	36	2	56
		% within Occupation	22.6%	34.8%	18.2%	6.9%	11.1%	29.2%
	3 A little	Count	36	22	2	20	2	21
		% within Occupation	17.0%	11.8%	18.2%	3.8%	11.1%	10.9%
	4 None	Count	40	19	2	24	2	25
		% within Occupation	18.9%	10.2%	18.2%	4.6%	11.1%	13.0%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Helath * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Helath	1 A great deal	Count	14	228
		% within Occupation	28.0%	19.1%
	2 Some	Count	17	226
		% within Occupation	34.0%	19.0%
	3 A little	Count	1	104
		% within Occupation	2.0%	8.7%
4 None		Count	4	116
		% within Occupation	8.0%	9.7%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Agriculture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Agriculture	1 A great deal	Count	43	42	1	50	3	31
		% within Occupation	20.3%	22.5%	9.1%	9.6%	16.7%	16.1%
	2 Some	Count	44	60	2	31	2	56
		% within Occupation	20.8%	32.1%	18.2%	6.0%	11.1%	29.2%
	3 A little	Count	40	30	2	21	3	28
		% within Occupation	18.9%	16.0%	18.2%	4.0%	16.7%	14.6%
4 None	Count	57	28	4	29	2	29	
	% within Occupation	26.9%	15.0%	36.4%	5.6%	11.1%	15.1%	
NA	Count	28	27	2	390	8	48	
	% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Agriculture * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Agriculture	1 A great deal	Count	14	184
		% within Occupation	28.0%	15.4%
	2 Some	Count	11	206
		% within Occupation	22.0%	17.3%
	3 A little	Count	7	131
		% within Occupation	14.0%	11.0%
4 None		Count	4	153
		% within Occupation	8.0%	12.8%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Business * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Business	1 A great deal	Count	72	22	0	23	1	12
		% within Occupation	34.0%	11.8%	.0%	4.4%	5.6%	6.3%
	2 Some	Count	41	49	0	29	1	36
		% within Occupation	19.3%	26.2%	.0%	5.6%	5.6%	18.8%
	3 A little	Count	26	41	2	26	5	30
		% within Occupation	12.3%	21.9%	18.2%	5.0%	27.8%	15.6%
	4 None	Count	45	48	7	53	3	66
		% within Occupation	21.2%	25.7%	63.6%	10.2%	16.7%	34.4%
NA	Count	28	27	2	390	8	48	
	% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Business * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Business	1 A great deal	Count	8	138
		% within Occupation	16.0%	11.6%
	2 Some	Count	4	160
		% within Occupation	8.0%	13.4%
	3 A little	Count	15	145
		% within Occupation	30.0%	12.2%
	4 None	Count	9	231
		% within Occupation	18.0%	19.4%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Advertisements * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Advertisements	1 A great deal	Count	51	24	1	22	4	24
		% within Occupation	24.1%	12.8%	9.1%	4.2%	22.2%	12.5%
	2 Some	Count	39	62	2	45	3	36
		% within Occupation	18.4%	33.2%	18.2%	8.6%	16.7%	18.8%
	3 A little	Count	35	46	4	15	2	37
		% within Occupation	16.5%	24.6%	36.4%	2.9%	11.1%	19.3%
	4 None	Count	59	28	2	49	1	47
		% within Occupation	27.8%	15.0%	18.2%	9.4%	5.6%	24.5%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Advertisements * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to TV Advertisements	1 A great deal	Count	13	139
		% within Occupation	26.0%	11.7%
	2 Some	Count	15	202
		% within Occupation	30.0%	17.0%
	3 A little	Count	3	142
		% within Occupation	6.0%	11.9%
4 None		Count	5	191
		% within Occupation	10.0%	16.0%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Cartoon * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Cartoon	1 A great deal	Count	16	21	4	14	0	14
		% within Occupation	7.5%	11.2%	36.4%	2.7%	.0%	7.3%
	2 Some	Count	46	39	2	23	1	32
		% within Occupation	21.7%	20.9%	18.2%	4.4%	5.6%	16.7%
	3 A little	Count	20	27	1	21	2	22
		% within Occupation	9.4%	14.4%	9.1%	4.0%	11.1%	11.5%
	4 None	Count	102	73	2	73	7	76
		% within Occupation	48.1%	39.0%	18.2%	14.0%	38.9%	39.6%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Cartoon * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Cartoon	1 A great deal	Count	7	76
		% within Occupation	14.0%	6.4%
	2 Some	Count	5	148
		% within Occupation	10.0%	12.4%
	3 A little	Count	2	95
		% within Occupation	4.0%	8.0%
4 None	Count	22	355	
	% within Occupation	44.0%	29.8%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Movies * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Movies	1 A great deal	Count	42	40	3	32	4	34
		% within Occupation	19.8%	21.4%	27.3%	6.1%	22.2%	17.7%
	2 Some	Count	76	71	3	45	2	64
		% within Occupation	35.8%	38.0%	27.3%	8.6%	11.1%	33.3%
	3 A little	Count	32	29	2	15	3	21
		% within Occupation	15.1%	15.5%	18.2%	2.9%	16.7%	10.9%
	4 None	Count	34	20	1	39	1	25
		% within Occupation	16.0%	10.7%	9.1%	7.5%	5.6%	13.0%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Movies * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Movies	1 A great deal	Count	8	163
		% within Occupation	16.0%	13.7%
	2 Some	Count	17	278
		% within Occupation	34.0%	23.3%
	3 A little	Count	4	106
		% within Occupation	8.0%	8.9%
4 None	Count	7	127	
	% within Occupation	14.0%	10.7%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Nature/adventure * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Nature/adventure	1 A great deal	Count	36	42	3	30	4	25
		% within Occupation	17.0%	22.5%	27.3%	5.8%	22.2%	13.0%
	2 Some	Count	45	51	2	26	2	38
		% within Occupation	21.2%	27.3%	18.2%	5.0%	11.1%	19.8%
	3 A little	Count	31	37	3	20	1	26
		% within Occupation	14.6%	19.8%	27.3%	3.8%	5.6%	13.5%
	4 None	Count	72	30	1	55	3	55
		% within Occupation	34.0%	16.0%	9.1%	10.6%	16.7%	28.6%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Nature/adventure * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Nature/adventure	1 A great deal	Count	15	155
		% within Occupation	30.0%	13.0%
	2 Some	Count	8	172
		% within Occupation	16.0%	14.4%
	3 A little	Count	4	122
		% within Occupation	8.0%	10.2%
	4 None	Count	9	225
		% within Occupation	18.0%	18.9%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Comedy * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Comedy	1 A great deal	Count	38	24	2	23	3	19
		% within Occupation	17.9%	12.8%	18.2%	4.4%	16.7%	9.9%
	2 Some	Count	46	61	2	27	2	43
		% within Occupation	21.7%	32.6%	18.2%	5.2%	11.1%	22.4%
	3 A little	Count	27	31	2	13	3	26
		% within Occupation	12.7%	16.6%	18.2%	2.5%	16.7%	13.5%
	4 None	Count	73	44	3	68	2	56
		% within Occupation	34.4%	23.5%	27.3%	13.1%	11.1%	29.2%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Comedy * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Comedy	1 A great deal	Count	9	118
		% within Occupation	18.0%	9.9%
	2 Some	Count	9	190
		% within Occupation	18.0%	16.0%
	3 A little	Count	5	107
		% within Occupation	10.0%	9.0%
	4 None	Count	13	259
		% within Occupation	26.0%	21.7%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G1 O Attention paid to TV Serials * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Serials	1 A great deal	Count	86	54	3	58	3	81
		% within Occupation	40.6%	28.9%	27.3%	11.1%	16.7%	42.2%
	2 Some	Count	39	52	2	30	4	33
		% within Occupation	18.4%	27.8%	18.2%	5.8%	22.2%	17.2%
	3 A little	Count	19	24	1	13	2	5
		% within Occupation	9.0%	12.8%	9.1%	2.5%	11.1%	2.6%
	4 None	Count	40	30	3	30	1	25
		% within Occupation	18.9%	16.0%	27.3%	5.8%	5.6%	13.0%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G1 O Attention paid to TV Serials * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Serials	1 A great deal	Count	9	294
		% within Occupation	18.0%	24.7%
	2 Some	Count	16	176
		% within Occupation	32.0%	14.8%
	3 A little	Count	6	70
		% within Occupation	12.0%	5.9%
4 None		Count	5	134
		% within Occupation	10.0%	11.3%
NA		Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G1 O Attention paid to TV Sports * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Sports	1 A great deal	Count	53	51	2	32	3	11
		% within Occupation	25.0%	27.3%	18.2%	6.1%	16.7%	5.7%
	2 Some	Count	45	48	2	18	4	34
		% within Occupation	21.2%	25.7%	18.2%	3.5%	22.2%	17.7%
	3 A little	Count	24	28	5	16	1	24
		% within Occupation	11.3%	15.0%	45.5%	3.1%	5.6%	12.5%
	4 None	Count	61	33	0	65	2	75
		% within Occupation	28.8%	17.6%	.0%	12.5%	11.1%	39.1%
NA	Count	29	27	2	390	8	48	
	% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Sports * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to TV Sports	1 A great deal	Count	13	165
		% within Occupation	26.0%	13.9%
	2 Some	Count	6	157
		% within Occupation	12.0%	13.2%
	3 A little	Count	0	98
		% within Occupation	.0%	8.2%
4 None	Count	17	253	
	% within Occupation	34.0%	21.2%	
NA	Count	14	518	
	% within Occupation	28.0%	43.5%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G1 O Attention paid to TV Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to TV Others	1 A great deal	Count	1	1	0	1	0	0
		% within Occupation	.5%	.5%	.0%	.2%	.0%	.0%
	3 A little	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	4 None	Count	181	157	9	129	10	144
		% within Occupation	85.4%	84.0%	81.8%	24.8%	55.6%	75.0%
	NA	Count	29	28	2	391	8	48
		% within Occupation	13.7%	15.0%	18.2%	75.0%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G1 O Attention paid to TV Others * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to TV Others	1 A great deal	Count	0	3
		% within Occupation	.0%	.3%
	3 A little	Count	0	2
		% within Occupation	.0%	.2%
	4 None	Count	36	666
		% within Occupation	72.0%	55.9%
	NA	Count	14	520
		% within Occupation	28.0%	43.7%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G2 O Attention to TV station News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station News	1 BBS	Count	164	139	8	113	8	136
		% within Occupation	77.4%	74.3%	72.7%	21.7%	44.4%	70.8%
	2 Indian TV	Count	5	1	0	3	0	3
		% within Occupation	2.4%	.5%	.0%	.6%	.0%	1.6%
	3 International TV	Count	12	19	1	12	2	5
		% within Occupation	5.7%	10.2%	9.1%	2.3%	11.1%	2.6%
	NA	Count	31	28	2	393	8	48
		% within Occupation	14.6%	15.0%	18.2%	75.4%	44.4%	25.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station News * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station News	1 BBS	Count	32	600
		% within Occupation	64.0%	50.4%
	2 Indian TV	Count	1	13
		% within Occupation	2.0%	1.1%
	3 International TV	Count	3	54
		% within Occupation	6.0%	4.5%
	NA	Count	14	524
		% within Occupation	28.0%	44.0%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Live call in/request * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Live call in/request	1 BBS	Count	105	88	3	88	6	100
		% within Occupation	49.5%	47.1%	27.3%	16.9%	33.3%	52.1%
	2 Indian TV	Count	4	6	0	0	0	4
		% within Occupation	1.9%	3.2%	.0%	.0%	.0%	2.1%
	3 International TV	Count	0	5	0	2	0	1
		% within Occupation	.0%	2.7%	.0%	.4%	.0%	.5%
	NA	Count	103	88	8	431	12	87
		% within Occupation	48.6%	47.1%	72.7%	82.7%	66.7%	45.3%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Live call in/request * Occupation Crosstabulation

			Occupatio	
			7 Others	
			Total	
Attention to TV station Live call in/request	1 BBS	Count	29	419
		% within Occupation	58.0%	35.2%
	2 Indian TV	Count	1	15
		% within Occupation	2.0%	1.3%
	3 International TV	Count	0	8
		% within Occupation	.0%	.7%
	NA	Count	20	749
		% within Occupation	40.0%	62.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G2 O Attention to TV station Talk Shows * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Talk Shows	1 BBS	Count	114	95	3	75	5	90
		% within Occupation	53.8%	50.8%	27.3%	14.4%	27.8%	46.9%
	2 Indian TV	Count	5	8	0	0	1	3
		% within Occupation	2.4%	4.3%	.0%	.0%	5.6%	1.6%
	3 International TV	Count	5	14	0	2	0	5
		% within Occupation	2.4%	7.5%	.0%	.4%	.0%	2.6%
	NA	Count	88	70	8	444	12	94
		% within Occupation	41.5%	37.4%	72.7%	85.2%	66.7%	49.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Talk Shows * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Talk Shows	1 BBS	Count	30	412
		% within Occupation	60.0%	34.6%
	2 Indian TV	Count	1	18
		% within Occupation	2.0%	1.5%
	3 International TV	Count	0	26
		% within Occupation	.0%	2.2%
	NA	Count	19	735
		% within Occupation	38.0%	61.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Music * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Music	1 BBS	Count	77	74	3	83	6	95
		% within Occupation	36.3%	39.6%	27.3%	15.9%	33.3%	49.5%
	2 Indian TV	Count	50	45	1	12	1	26
		% within Occupation	23.6%	24.1%	9.1%	2.3%	5.6%	13.5%
	3 International TV	Count	24	20	4	12	2	7
		% within Occupation	11.3%	10.7%	36.4%	2.3%	11.1%	3.6%
	NA	Count	61	48	3	414	9	64
		% within Occupation	28.8%	25.7%	27.3%	79.5%	50.0%	33.3%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Music * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention to TV station Music	1 BBS	Count	18	356
		% within Occupation	36.0%	29.9%
	2 Indian TV	Count	12	147
		% within Occupation	24.0%	12.3%
	3 International TV	Count	4	73
		% within Occupation	8.0%	6.1%
	NA	Count	16	615
		% within Occupation	32.0%	51.6%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Children's * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Children's	1 BBS	Count	92	93	5	83	6	93
		% within Occupation	43.4%	49.7%	45.5%	15.9%	33.3%	48.4%
	2 Indian TV	Count	15	12	0	5	0	6
		% within Occupation	7.1%	6.4%	.0%	1.0%	.0%	3.1%
	3 International TV	Count	14	21	2	6	0	9
		% within Occupation	6.6%	11.2%	18.2%	1.2%	.0%	4.7%
	NA	Count	91	61	4	427	12	84
		% within Occupation	42.9%	32.6%	36.4%	82.0%	66.7%	43.8%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Children's * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Children's	1 BBS	Count	22	394
		% within Occupation	44.0%	33.1%
	2 Indian TV	Count	2	40
		% within Occupation	4.0%	3.4%
	3 International TV	Count	6	58
		% within Occupation	12.0%	4.9%
	NA	Count	20	699
		% within Occupation	40.0%	58.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Religious * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Religious	1 BBS	Count	128	133	8	103	8	116
		% within Occupation	60.4%	71.1%	72.7%	19.8%	44.4%	60.4%
	2 Indian TV	Count	8	3	0	1	0	1
		% within Occupation	3.8%	1.6%	.0%	.2%	.0%	.5%
	3 International TV	Count	5	8	0	2	0	1
		% within Occupation	2.4%	4.3%	.0%	.4%	.0%	.5%
	NA	Count	71	43	3	415	10	74
		% within Occupation	33.5%	23.0%	27.3%	79.7%	55.6%	38.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Religious * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention to TV station Religious	1 BBS	Count	31	527
		% within Occupation	62.0%	44.2%
	2 Indian TV	Count	0	13
		% within Occupation	.0%	1.1%
	3 International TV	Count	2	18
		% within Occupation	4.0%	1.5%
	NA	Count	17	633
		% within Occupation	34.0%	53.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Health * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Health	1 BBS	Count	119	115	5	97	7	113
		% within Occupation	56.1%	61.5%	45.5%	18.6%	38.9%	58.9%
	2 Indian TV	Count	9	2	0	3	0	2
		% within Occupation	4.2%	1.1%	.0%	.6%	.0%	1.0%
	3 International TV	Count	16	24	2	7	1	4
		% within Occupation	7.5%	12.8%	18.2%	1.3%	5.6%	2.1%
	NA	Count	68	46	4	414	10	73
		% within Occupation	32.1%	24.6%	36.4%	79.5%	55.6%	38.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Health * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Health	1 BBS	Count	26	482
		% within Occupation	52.0%	40.5%
	2 Indian TV	Count	0	16
		% within Occupation	.0%	1.3%
	3 International TV	Count	6	60
		% within Occupation	12.0%	5.0%
	NA	Count	18	633
		% within Occupation	36.0%	53.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Agriculture * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Agriculture	1 BBS	Count	103	107	5	95	8	111
		% within Occupation	48.6%	57.2%	45.5%	18.2%	44.4%	57.8%
	2 Indian TV	Count	9	4	0	1	0	1
		% within Occupation	4.2%	2.1%	.0%	.2%	.0%	.5%
	3 International TV	Count	15	21	0	6	0	3
		% within Occupation	7.1%	11.2%	.0%	1.2%	.0%	1.6%
	NA	Count	85	55	6	419	10	77
		% within Occupation	40.1%	29.4%	54.5%	80.4%	55.6%	40.1%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Agriculture * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Agriculture	1 BBS	Count	25	454
		% within Occupation	50.0%	38.1%
	2 Indian TV	Count	0	15
		% within Occupation	.0%	1.3%
	3 International TV	Count	7	52
		% within Occupation	14.0%	4.4%
	NA	Count	18	670
		% within Occupation	36.0%	56.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G2 O Attention to TV station Business * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Business	1 BBS	Count	86	80	2	68	6	62
		% within Occupation	40.6%	42.8%	18.2%	13.1%	33.3%	32.3%
	2 Indian TV	Count	15	6	0	2	0	4
		% within Occupation	7.1%	3.2%	.0%	.4%	.0%	2.1%
	3 International TV	Count	38	26	0	9	1	12
		% within Occupation	17.9%	13.9%	.0%	1.7%	5.6%	6.3%
	NA	Count	73	75	9	442	11	114
		% within Occupation	34.4%	40.1%	81.8%	84.8%	61.1%	59.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Business * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Business	1 BBS	Count	17	321
		% within Occupation	34.0%	27.0%
	2 Indian TV	Count	2	29
		% within Occupation	4.0%	2.4%
	3 International TV	Count	8	94
		% within Occupation	16.0%	7.9%
	NA	Count	23	747
		% within Occupation	46.0%	62.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Advertisements * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Advertisements	1 BBS	Count	94	89	2	76	7	74
		% within Occupation	44.3%	47.6%	18.2%	14.6%	38.9%	38.5%
	2 Indian TV	Count	14	27	4	3	0	12
		% within Occupation	6.6%	14.4%	36.4%	.6%	.0%	6.3%
	3 International TV	Count	17	16	1	2	2	11
		% within Occupation	8.0%	8.6%	9.1%	.4%	11.1%	5.7%
	NA	Count	87	55	4	440	9	95
		% within Occupation	41.0%	29.4%	36.4%	84.5%	50.0%	49.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Advertisements * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Advertisements	1 BBS	Count	24	366
		% within Occupation	48.0%	30.7%
	2 Indian TV	Count	1	61
		% within Occupation	2.0%	5.1%
	3 International TV	Count	6	55
		% within Occupation	12.0%	4.6%
	NA	Count	19	709
		% within Occupation	38.0%	59.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G2 O Attention to TV station Cartoon * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Cartoon	1 BBS	Count	3	8	0	11	0	7
		% within Occupation	1.4%	4.3%	.0%	2.1%	.0%	3.6%
	2 Indian TV	Count	40	43	1	23	0	28
		% within Occupation	18.9%	23.0%	9.1%	4.4%	.0%	14.6%
	3 International TV	Count	39	36	6	25	3	33
		% within Occupation	18.4%	19.3%	54.5%	4.8%	16.7%	17.2%
	NA	Count	130	100	4	462	15	124
		% within Occupation	61.3%	53.5%	36.4%	88.7%	83.3%	64.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Cartoon * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention to TV station Cartoon	1 BBS	Count	4	33
		% within Occupation	8.0%	2.8%
	2 Indian TV	Count	2	137
		% within Occupation	4.0%	11.5%
	3 International TV	Count	8	150
		% within Occupation	16.0%	12.6%
	NA	Count	36	871
		% within Occupation	72.0%	73.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Movies * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Movies	1 BBS	Count	19	14	0	21	3	38
		% within Occupation	9.0%	7.5%	.0%	4.0%	16.7%	19.8%
	2 Indian TV	Count	60	56	4	37	3	62
		% within Occupation	28.3%	29.9%	36.4%	7.1%	16.7%	32.3%
	3 International TV	Count	71	71	4	33	3	19
		% within Occupation	33.5%	38.0%	36.4%	6.3%	16.7%	9.9%
	NA	Count	62	46	3	430	9	73
		% within Occupation	29.2%	24.6%	27.3%	82.5%	50.0%	38.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Movies * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Movies	1 BBS	Count	3	98
		% within Occupation	6.0%	8.2%
	2 Indian TV	Count	14	236
		% within Occupation	28.0%	19.8%
	3 International TV	Count	12	213
		% within Occupation	24.0%	17.9%
	NA	Count	21	644
		% within Occupation	42.0%	54.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Nature/Adventure * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Nature/Adventure	1 BBS	Count	11	10	0	17	2	24
		% within Occupation	5.2%	5.3%	.0%	3.3%	11.1%	12.5%
	2 Indian TV	Count	13	14	0	9	1	9
		% within Occupation	6.1%	7.5%	.0%	1.7%	5.6%	4.7%
	3 International TV	Count	88	106	8	50	4	56
		% within Occupation	41.5%	56.7%	72.7%	9.6%	22.2%	29.2%
	NA	Count	100	57	3	445	11	103
		% within Occupation	47.2%	30.5%	27.3%	85.4%	61.1%	53.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Nature/Adventure * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Nature/Adventure	1 BBS	Count	1	65
		% within Occupation	2.0%	5.5%
	2 Indian TV	Count	1	47
		% within Occupation	2.0%	3.9%
	3 International TV	Count	25	337
		% within Occupation	50.0%	28.3%
	NA	Count	23	742
		% within Occupation	46.0%	62.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Comedy * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Comedy	1 BBS	Count	23	9	0	22	3	30
		% within Occupation	10.8%	4.8%	.0%	4.2%	16.7%	15.6%
	2 Indian TV	Count	57	72	2	29	4	44
		% within Occupation	26.9%	38.5%	18.2%	5.6%	22.2%	22.9%
	3 International TV	Count	31	35	4	13	1	14
		% within Occupation	14.6%	18.7%	36.4%	2.5%	5.6%	7.3%
	NA	Count	101	71	5	457	10	104
		% within Occupation	47.6%	38.0%	45.5%	87.7%	55.6%	54.2%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Comedy * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Comedy	1 BBS	Count	4	91
		% within Occupation	8.0%	7.6%
	2 Indian TV	Count	10	218
		% within Occupation	20.0%	18.3%
	3 International TV	Count	9	107
		% within Occupation	18.0%	9.0%
	NA	Count	27	775
		% within Occupation	54.0%	65.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G2 O Attention to TV station Serials * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Serials	1 BBS	Count	30	21	1	30	4	39
		% within Occupation	14.2%	11.2%	9.1%	5.8%	22.2%	20.3%
	2 Indian TV	Count	95	86	3	58	2	68
		% within Occupation	44.8%	46.0%	27.3%	11.1%	11.1%	35.4%
	3 International TV	Count	19	23	2	13	3	12
		% within Occupation	9.0%	12.3%	18.2%	2.5%	16.7%	6.3%
	NA	Count	68	57	5	420	9	73
		% within Occupation	32.1%	30.5%	45.5%	80.6%	50.0%	38.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Serials * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Serials	1 BBS	Count	10	135
		% within Occupation	20.0%	11.3%
	2 Indian TV	Count	18	330
		% within Occupation	36.0%	27.7%
	3 International TV	Count	3	75
		% within Occupation	6.0%	6.3%
	NA	Count	19	651
		% within Occupation	38.0%	54.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Sports * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention to TV station Sports	1 BBS	Count	9	7	0	10	1	6
		% within Occupation	4.2%	3.7%	.0%	1.9%	5.6%	3.1%
	2 Indian TV	Count	15	10	0	5	1	4
		% within Occupation	7.1%	5.3%	.0%	1.0%	5.6%	2.1%
	3 International TV	Count	98	111	9	51	6	59
		% within Occupation	46.2%	59.4%	81.8%	9.8%	33.3%	30.7%
	NA	Count	90	59	2	455	10	123
		% within Occupation	42.5%	31.6%	18.2%	87.3%	55.6%	64.1%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G2 O Attention to TV station Sports * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention to TV station Sports	1 BBS	Count	2	35
		% within Occupation	4.0%	2.9%
	2 Indian TV	Count	3	38
		% within Occupation	6.0%	3.2%
	3 International TV	Count	14	348
		% within Occupation	28.0%	29.2%
	NA	Count	31	770
		% within Occupation	62.0%	64.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G2 O Attention to TV station Others * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed 6 Taking care of the house
Attention to TV station Others	NA	Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

G2 O Attention to TV station Others * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Attention to TV station Others	NA	Count	50	1191
		% within Occupation	100.0%	100.0%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.1 O Time use work Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use work Bhutanese TV	1 Yes	Count	57	42	1	38	4	51
		% within Occupation	26.9%	22.5%	9.1%	7.3%	22.2%	26.6%
	2 A little	Count	36	44	3	25	2	41
		% within Occupation	17.0%	23.5%	27.3%	4.8%	11.1%	21.4%
	3 No	Count	85	71	5	56	3	48
		% within Occupation	40.1%	38.0%	45.5%	10.7%	16.7%	25.0%
	4 Don't know	Count	6	3	0	12	1	4
		% within Occupation	2.8%	1.6%	.0%	2.3%	5.6%	2.1%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.1 O Time use work Bhutanese TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Time use work Bhutanese TV	1 Yes	Count	14	207
		% within Occupation	28.0%	17.4%
	2 A little	Count	16	167
		% within Occupation	32.0%	14.0%
	3 No	Count	6	274
		% within Occupation	12.0%	23.0%
4 Don't know	Count	0	26	
	% within Occupation	.0%	2.2%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G3.1 O Time use work Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use work Indian TV	1 Yes	Count	75	58	4	38	3	43
		% within Occupation	35.4%	31.0%	36.4%	7.3%	16.7%	22.4%
	2 A little	Count	38	39	2	29	3	28
		% within Occupation	17.9%	20.9%	18.2%	5.6%	16.7%	14.6%
	3 No	Count	50	48	2	37	1	42
		% within Occupation	23.6%	25.7%	18.2%	7.1%	5.6%	21.9%
4 Don't know	Count	20	15	1	27	3	31	
	% within Occupation	9.4%	8.0%	9.1%	5.2%	16.7%	16.1%	
NA	Count	29	27	2	390	8	48	
	% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.1 O Time use work Indian TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Time use work Indian TV	1 Yes	Count	15	236
		% within Occupation	30.0%	19.8%
	2 A little	Count	9	148
		% within Occupation	18.0%	12.4%
	3 No	Count	6	186
		% within Occupation	12.0%	15.6%
	4 Don't know	Count	6	103
		% within Occupation	12.0%	8.6%
	NA	Count	14	518
		% within Occupation	28.0%	43.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.1 O Time use work Other foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use work Other foreign TV	1 Yes	Count	43	41	4	29	3	11
		% within Occupation	20.3%	21.9%	36.4%	5.6%	16.7%	5.7%
	2 A little	Count	44	35	3	20	2	31
		% within Occupation	20.8%	18.7%	27.3%	3.8%	11.1%	16.1%
	3 No	Count	64	50	1	44	2	44
		% within Occupation	30.2%	26.7%	9.1%	8.4%	11.1%	22.9%
	4 Don't know	Count	32	34	1	38	3	58
		% within Occupation	15.1%	18.2%	9.1%	7.3%	16.7%	30.2%
	NA	Count	29	27	2	390	8	48
		% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.1 O Time use work Other foreign TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use work Other foreign TV	1 Yes	Count	8	139
		% within Occupation	16.0%	11.7%
	2 A little	Count	8	143
		% within Occupation	16.0%	12.0%
	3 No	Count	5	210
		% within Occupation	10.0%	17.6%
	4 Don't know	Count	15	181
		% within Occupation	30.0%	15.2%
	NA	Count	14	518
		% within Occupation	28.0%	43.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.2 O Time use prayer Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use prayer Bhutanese TV	1 Yes	Count	28	22	0	21	2	27
		% within Occupation	13.2%	11.8%	.0%	4.0%	11.1%	14.1%
	2 A little	Count	42	37	1	30	2	34
		% within Occupation	19.8%	19.8%	9.1%	5.8%	11.1%	17.7%
	3 No	Count	101	98	8	64	5	78
		% within Occupation	47.6%	52.4%	72.7%	12.3%	27.8%	40.6%
	4 Don't know	Count	13	3	0	16	1	5
		% within Occupation	6.1%	1.6%	.0%	3.1%	5.6%	2.6%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 O Time use prayer Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use prayer Bhutanese TV	1 Yes	Count	7	107
		% within Occupation	14.0%	9.0%
	2 A little	Count	12	158
		% within Occupation	24.0%	13.3%
	3 No	Count	16	370
		% within Occupation	32.0%	31.1%
	4 Don't know	Count	1	39
		% within Occupation	2.0%	3.3%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.2 O Time use prayer Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use prayer Indian TV	1 Yes	Count	42	32	2	22	1	18
		% within Occupation	19.8%	17.1%	18.2%	4.2%	5.6%	9.4%
	2 A little	Count	32	28	1	24	2	21
		% within Occupation	15.1%	15.0%	9.1%	4.6%	11.1%	10.9%
	3 no	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	3 No	Count	75	85	5	51	4	72
		% within Occupation	35.4%	45.5%	45.5%	9.8%	22.2%	37.5%
	4 Don't know	Count	34	15	1	34	3	32
		% within Occupation	16.0%	8.0%	9.1%	6.5%	16.7%	16.7%
	NA	Count	29	27	2	390	8	48
		% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 O Time use prayer Indian TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use prayer Indian TV	1 Yes	Count	10	127
		% within Occupation	20.0%	10.7%
	2 A little	Count	5	113
		% within Occupation	10.0%	9.5%
	3 no	Count	0	1
		% within Occupation	.0%	.1%
	3 No	Count	14	306
		% within Occupation	28.0%	25.7%
	4 Don't know	Count	7	126
		% within Occupation	14.0%	10.6%
	NA	Count	14	518
		% within Occupation	28.0%	43.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.2 O Time use prayer Other foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use prayer Other foreign TV	1 Yes	Count	28	27	2	18	2	4
		% within Occupation	13.2%	14.4%	18.2%	3.5%	11.1%	2.1%
	2 A little	Count	27	24	2	17	1	20
		% within Occupation	12.7%	12.8%	18.2%	3.3%	5.6%	10.4%
	3 No	Count	88	75	4	54	4	61
		% within Occupation	41.5%	40.1%	36.4%	10.4%	22.2%	31.8%
	4 Don't know	Count	40	34	1	42	3	59
		% within Occupation	18.9%	18.2%	9.1%	8.1%	16.7%	30.7%
NA	Count	29	27	2	390	8	48	
	% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.2 O Time use prayer Other foreign TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use prayer Other foreign TV	1 Yes	Count	6	87
		% within Occupation	12.0%	7.3%
	2 A little	Count	7	98
		% within Occupation	14.0%	8.2%
	3 No	Count	7	293
		% within Occupation	14.0%	24.6%
4 Don't know	Count	16	195	
	% within Occupation	32.0%	16.4%	
NA	Count	14	518	
	% within Occupation	28.0%	43.5%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.3 O Time use socializing Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use socializing Bhutanese TV	1 Yes	Count	27	15	0	15	1	14
		% within Occupation	12.7%	8.0%	.0%	2.9%	5.6%	7.3%
	2 A little	Count	43	40	3	30	1	39
		% within Occupation	20.3%	21.4%	27.3%	5.8%	5.6%	20.3%
	3 No	Count	105	97	6	73	7	86
		% within Occupation	49.5%	51.9%	54.5%	14.0%	38.9%	44.8%
	4 Don't know	Count	9	8	0	13	1	5
		% within Occupation	4.2%	4.3%	.0%	2.5%	5.6%	2.6%
NA	Count	28	27	2	390	8	48	
	% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 O Time use socializing Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use socializing Bhutanese TV	1 Yes	Count	5	77
		% within Occupation	10.0%	6.5%
	2 A little	Count	9	165
		% within Occupation	18.0%	13.9%
	3 No	Count	20	394
		% within Occupation	40.0%	33.1%
4 Don't know	Count	2	38	
	% within Occupation	4.0%	3.2%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.3 O Time use socializing Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use socializing Indian TV	1 Yes	Count	33	28	3	16	1	10
		% within Occupation	15.6%	15.0%	27.3%	3.1%	5.6%	5.2%
	2 A little	Count	42	38	3	25	3	24
		% within Occupation	19.8%	20.3%	27.3%	4.8%	16.7%	12.5%
	3 No	Count	86	75	2	62	2	81
		% within Occupation	40.6%	40.1%	18.2%	11.9%	11.1%	42.2%
	4 Don't know	Count	22	19	1	28	4	29
		% within Occupation	10.4%	10.2%	9.1%	5.4%	22.2%	15.1%
NA	Count	29	27	2	390	8	48	
	% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 O Time use socializing Indian TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use socializing Indian TV	1 Yes	Count	10	101
		% within Occupation	20.0%	8.5%
	2 A little	Count	4	139
		% within Occupation	8.0%	11.7%
	3 No	Count	14	322
		% within Occupation	28.0%	27.0%
	4 Don't know	Count	8	111
		% within Occupation	16.0%	9.3%
	NA	Count	14	518
		% within Occupation	28.0%	43.5%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.3 O Time use socializing Other foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use socializing Other foreign TV	1 Yes	Count	22	23	3	12	2	0
		% within Occupation	10.4%	12.3%	27.3%	2.3%	11.1%	.0%
	2 A little	Count	36	35	4	19	1	20
		% within Occupation	17.0%	18.7%	36.4%	3.6%	5.6%	10.4%
	3 No	Count	91	63	1	61	4	67
		% within Occupation	42.9%	33.7%	9.1%	11.7%	22.2%	34.9%
	4 Don't know	Count	34	39	1	39	3	57
		% within Occupation	16.0%	20.9%	9.1%	7.5%	16.7%	29.7%
	NA	Count	29	27	2	390	8	48
		% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.3 O Time use socializing Other foreign TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use socializing Other foreign TV	1 Yes	Count	6	68
		% within Occupation	12.0%	5.7%
	2 A little	Count	6	121
		% within Occupation	12.0%	10.2%
	3 No	Count	8	295
		% within Occupation	16.0%	24.8%
4 Don't know	Count	16	189	
	% within Occupation	32.0%	15.9%	
NA	Count	14	518	
	% within Occupation	28.0%	43.5%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.4 O Time use late night Bhutanese TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use late night Bhutanese TV	1 Yes	Count	37	29	0	20	3	27
		% within Occupation	17.5%	15.5%	.0%	3.8%	16.7%	14.1%
	2 A little	Count	35	33	1	32	0	30
		% within Occupation	16.5%	17.6%	9.1%	6.1%	.0%	15.6%
	3 No	Count	103	93	8	66	5	83
		% within Occupation	48.6%	49.7%	72.7%	12.7%	27.8%	43.2%
	4 Don't know	Count	9	5	0	13	2	4
		% within Occupation	4.2%	2.7%	.0%	2.5%	11.1%	2.1%
	NA	Count	28	27	2	390	8	48
		% within Occupation	13.2%	14.4%	18.2%	74.9%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.4 O Time use late night Bhutanese TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use late night Bhutanese TV	1 Yes	Count	10	126
		% within Occupation	20.0%	10.6%
	2 A little	Count	9	140
		% within Occupation	18.0%	11.8%
	3 No	Count	16	374
		% within Occupation	32.0%	31.4%
4 Don't know	Count	1	34	
	% within Occupation	2.0%	2.9%	
NA	Count	14	517	
	% within Occupation	28.0%	43.4%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G3.4 O Time use late night Indian TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use late night Indian TV	1 Yes	Count	65	59	4	32	2	38
		% within Occupation	30.7%	31.6%	36.4%	6.1%	11.1%	19.8%
	2 A little	Count	39	42	0	29	2	31
		% within Occupation	18.4%	22.5%	.0%	5.6%	11.1%	16.1%
	3 No	Count	58	43	4	43	2	48
		% within Occupation	27.4%	23.0%	36.4%	8.3%	11.1%	25.0%
	4 Don't know	Count	21	16	1	27	4	27
		% within Occupation	9.9%	8.6%	9.1%	5.2%	22.2%	14.1%
	NA	Count	29	27	2	390	8	48
		% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G3.4 O Time use late night Indian TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use late night Indian TV	1 Yes	Count	18	218
		% within Occupation	36.0%	18.3%
	2 A little	Count	4	147
		% within Occupation	8.0%	12.3%
	3 No	Count	7	205
		% within Occupation	14.0%	17.2%
4 Don't know	Count	7	103	
	% within Occupation	14.0%	8.6%	
NA	Count	14	518	
	% within Occupation	28.0%	43.5%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G3.4 O Time use late night Other foreign TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Time use late night Other foreign TV	1 Yes	Count	37	48	5	26	4	16
		% within Occupation	17.5%	25.7%	45.5%	5.0%	22.2%	8.3%
	2 A little	Count	38	33	0	21	0	18
		% within Occupation	17.9%	17.6%	.0%	4.0%	.0%	9.4%
	3 No	Count	76	42	3	47	2	56
		% within Occupation	35.8%	22.5%	27.3%	9.0%	11.1%	29.2%
	4 Don't know	Count	32	37	1	37	4	54
		% within Occupation	15.1%	19.8%	9.1%	7.1%	22.2%	28.1%
NA	Count	29	27	2	390	8	48	
	% within Occupation	13.7%	14.4%	18.2%	74.9%	44.4%	25.0%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G3.4 O Time use late night Other foreign TV * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Time use late night Other foreign TV	1 Yes	Count	9	145
		% within Occupation	18.0%	12.2%
	2 A little	Count	5	115
		% within Occupation	10.0%	9.7%
	3 No	Count	7	233
		% within Occupation	14.0%	19.6%
4 Don't know	Count	15	180	
	% within Occupation	30.0%	15.1%	
NA	Count	14	518	
	% within Occupation	28.0%	43.5%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G4 O Watch TV with * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Watch TV with	1 Alone	Count	28	32	3	10	3	30
		% within Occupation	13.2%	17.1%	27.3%	1.9%	16.7%	15.6%
	2 Family	Count	151	116	5	113	6	110
		% within Occupation	71.2%	62.0%	45.5%	21.7%	33.3%	57.3%
	3 Friends	Count	5	13	1	7	1	4
		% within Occupation	2.4%	7.0%	9.1%	1.3%	5.6%	2.1%
	NA	Count	28	26	2	391	8	48
		% within Occupation	13.2%	13.9%	18.2%	75.0%	44.4%	25.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

G4 O Watch TV with * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Watch TV with	1 Alone	Count	7	113
		% within Occupation	14.0%	9.5%
	2 Family	Count	28	529
		% within Occupation	56.0%	44.4%
	3 Friends	Count	1	32
		% within Occupation	2.0%	2.7%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G5 O Who decides watching TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Who decides watching TV	1 Adult male	Count	72	63	4	52	4	40
		% within Occupation	34.0%	33.7%	36.4%	10.0%	22.2%	20.8%
	2 Adult female	Count	52	49	2	37	2	50
		% within Occupation	24.5%	26.2%	18.2%	7.1%	11.1%	26.0%
	3 Children	Count	42	35	2	29	2	37
		% within Occupation	19.8%	18.7%	18.2%	5.6%	11.1%	19.3%
	4 Elderly grandparents	Count	5	5	0	10	2	7
		% within Occupation	2.4%	2.7%	.0%	1.9%	11.1%	3.6%
	All	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	Anybody	Count	0	2	0	0	0	1
		% within Occupation	.0%	1.1%	.0%	.0%	.0%	.5%
	Depending on the interest	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	Depends on time	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	Everyone	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	First come first	Count	2	0	0	0	0	0
		% within Occupation	.9%	.0%	.0%	.0%	.0%	.0%
	Friends	Count	1	3	0	0	0	1
		% within Occupation	.5%	1.6%	.0%	.0%	.0%	.5%
	Mutual understanding	Count	4	2	0	0	0	0
		% within Occupation	1.9%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	28	26	2	391	8	48
		% within Occupation	13.2%	13.9%	18.2%	75.0%	44.4%	25.0%
	no choice	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	None	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	of similar choice	Count	0	0	1	0	0	0
		% within Occupation	.0%	.0%	9.1%	.0%	.0%	.0%
	there is time distrubition	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%

G5 O Who decides watching TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Who decides watching TV	timetable	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	timing	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	Turn wise	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	Whoever has the remote	Count	3	0	0	1	0	0
		% within Occupation	1.4%	.0%	.0%	.2%	.0%	.0%
	Whoever likes	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G5 O Who decides watching TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Who decides watching TV	1 Adult male	Count	11	246
		% within Occupation	22.0%	20.7%
	2 Adult female	Count	14	206
		% within Occupation	28.0%	17.3%
	3 Children	Count	10	157
		% within Occupation	20.0%	13.2%
	4 Elderly grandparents	Count	0	29
		% within Occupation	.0%	2.4%
	All	Count	0	1
		% within Occupation	.0%	.1%
	Anybody	Count	0	3
		% within Occupation	.0%	.3%
	Depending on the interest	Count	0	1
		% within Occupation	.0%	.1%
	Depends on time	Count	0	1
		% within Occupation	.0%	.1%
	Everyone	Count	0	1
		% within Occupation	.0%	.1%
	First come first	Count	0	2
		% within Occupation	.0%	.2%
	Friends	Count	0	5
		% within Occupation	.0%	.4%
	Mutual understanding	Count	1	7
		% within Occupation	2.0%	.6%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
	no choice	Count	0	1
		% within Occupation	.0%	.1%
	None	Count	0	2
		% within Occupation	.0%	.2%
	of similar choice	Count	0	1
		% within Occupation	.0%	.1%
	there is time distrubition	Count	0	1
		% within Occupation	.0%	.1%

G5 O Who decides watching TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Who decides watching TV	timetable	Count	0	2
		% within Occupation	.0%	.2%
	timing	Count	0	2
		% within Occupation	.0%	.2%
	Turn wise	Count	0	1
		% within Occupation	.0%	.1%
	Whoever has the remote	Count	0	4
		% within Occupation	.0%	.3%
	Whoever likes	Count	0	1
		% within Occupation	.0%	.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

G6 O Violence caused by TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Violence caused by TV	1 Yes	Count	30	22	3	26	1	24
		% within Occupation	14.2%	11.8%	27.3%	5.0%	5.6%	12.5%
	2 No	Count	67	38	0	39	2	56
		% within Occupation	31.6%	20.3%	.0%	7.5%	11.1%	29.2%
	3 Sometimes	Count	87	101	6	65	7	64
		% within Occupation	41.0%	54.0%	54.5%	12.5%	38.9%	33.3%
	NA	Count	28	26	2	391	8	48
		% within Occupation	13.2%	13.9%	18.2%	75.0%	44.4%	25.0%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

G6 O Violence caused by TV * Occupation Crosstabulation

			Occupatio	
			7 Others	
Violence caused by TV	1 Yes	Count	6	112
		% within Occupation	12.0%	9.4%
	2 No	Count	14	216
		% within Occupation	28.0%	18.1%
	3 Sometimes	Count	16	346
		% within Occupation	32.0%	29.1%
	NA	Count	14	517
		% within Occupation	28.0%	43.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

G7 O Countries culture TV * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Countries culture TV	1 Bhutanese	Count	111	85	4	87	6	109
		% within Occupation	52.4%	45.5%	36.4%	16.7%	33.3%	56.8%
	2 Indian	Count	56	39	2	35	2	27
		% within Occupation	26.4%	20.9%	18.2%	6.7%	11.1%	14.1%
	3 Western	Count	16	28	3	6	1	4
		% within Occupation	7.5%	15.0%	27.3%	1.2%	5.6%	2.1%
	4 Korean	Count	0	9	0	0	1	1
		% within Occupation	.0%	4.8%	.0%	.0%	5.6%	.5%
	All equal	Count	1	0	0	1	0	0
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.0%
	dont know	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	History & wildlife channel	Count	0	0	0	0	0	0
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.0%
	i don't see	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
Total	NA	Count	28	26	2	391	8	48
		% within Occupation	13.2%	13.9%	18.2%	75.0%	44.4%	25.0%
	No preference	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	None	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
Total			Count	212	187	11	521	18
			% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

G7 O Countries culture TV * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Countries culture TV	1 Bhutanese	Count	25	427
		% within Occupation	50.0%	35.9%
	2 Indian	Count	5	166
		% within Occupation	10.0%	13.9%
	3 Western	Count	5	63
		% within Occupation	10.0%	5.3%
	4 Korean	Count	0	11
		% within Occupation	.0%	.9%
	All equal	Count	0	2
		% within Occupation	.0%	.2%
	dont know	Count	0	1
		% within Occupation	.0%	.1%
	History & wildlife channel	Count	1	1
		% within Occupation	2.0%	.1%
	i don't see	Count	0	1
		% within Occupation	.0%	.1%
Total	NA	Count	14	517
		% within Occupation	28.0%	43.4%
	No preference	Count	0	1
		% within Occupation	.0%	.1%
	None	Count	0	1
		% within Occupation	.0%	.1%
			50	1191
			100.0%	100.0%

H. Mobile Use Specifics by Age

H1 AG Fixed Phones * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Fixed Phones	1 Yes	Count	29	60	66	59	32	20	266
		% within Age Group	22.3%	16.9%	23.7%	26.3%	25.2%	26.0%	22.3%
	2 No	Count	101	294	213	165	95	57	925
		% within Age Group	77.7%	83.1%	76.3%	73.7%	74.8%	74.0%	77.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H2 AG Number of Mobile owned by household * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Number of Mobile owned by household	0	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
	1	Count	49	99	94	61	36	19	358
		% within Age Group	37.7%	28.0%	33.7%	27.2%	28.3%	24.7%	30.1%
	2	Count	37	144	99	63	18	5	366
		% within Age Group	28.5%	40.7%	35.5%	28.1%	14.2%	6.5%	30.7%
	3	Count	13	50	25	29	10	5	132
		% within Age Group	10.0%	14.1%	9.0%	12.9%	7.9%	6.5%	11.1%
	4	Count	7	16	12	11	4	3	53
		% within Age Group	5.4%	4.5%	4.3%	4.9%	3.1%	3.9%	4.5%
	5	Count	6	6	6	2	2	1	23
		% within Age Group	4.6%	1.7%	2.2%	.9%	1.6%	1.3%	1.9%
	6	Count	1	1	2	3	4	2	13
		% within Age Group	.8%	.3%	.7%	1.3%	3.1%	2.6%	1.1%
	7	Count	1	2	1	0	0	1	5
		% within Age Group	.8%	.6%	.4%	.0%	.0%	1.3%	.4%
	8	Count	0	2	0	0	1	0	3
		% within Age Group	.0%	.6%	.0%	.0%	.8%	.0%	.3%
	9	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	10	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	11	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for Talking * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Talking	1 Yes	Count	113	318	237	169	75	37	949
		% within Age Group	86.9%	89.8%	84.9%	75.4%	59.1%	48.1%	79.7%
	2 No	Count	1	2	3	1	0	0	7
		% within Age Group	.8%	.6%	1.1%	.4%	.0%	.0%	.6%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for SMS/messaging * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for SMS/messaging	1 Yes	Count	74	191	95	61	21	10	452
		% within Age Group	56.9%	54.0%	34.1%	27.2%	16.5%	13.0%	38.0%
	2 No	Count	40	129	145	109	54	27	504
		% within Age Group	30.8%	36.4%	52.0%	48.7%	42.5%	35.1%	42.3%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

H3 AG Use mobile for Listening to Radio * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Listening to Radio	1 Yes	Count	54	99	61	36	14	7	271
		% within Age Group	41.5%	28.0%	21.9%	16.1%	11.0%	9.1%	22.8%
	2 No	Count	60	221	179	134	61	30	685
		% within Age Group	46.2%	62.4%	64.2%	59.8%	48.0%	39.0%	57.5%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for Listening to Music files * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Listening to Music files	1 Yes	Count	62	131	60	31	12	6	302
		% within Age Group	47.7%	37.0%	21.5%	13.8%	9.4%	7.8%	25.4%
	2 No	Count	52	189	180	139	63	31	654
		% within Age Group	40.0%	53.4%	64.5%	62.1%	49.6%	40.3%	54.9%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

H3 AG Use mobile for Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Internet	1 Yes	Count	3	7	2	2	2	1	17
		% within Age Group	2.3%	2.0%	.7%	.9%	1.6%	1.3%	1.4%
	2 No	Count	111	313	238	168	73	36	939
		% within Age Group	85.4%	88.4%	85.3%	75.0%	57.5%	46.8%	78.9%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for Playing Games * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Playing Games	1 Yes	Count	60	131	61	48	19	9	328
		% within Age Group	46.2%	37.0%	21.9%	21.4%	15.0%	11.7%	27.5%
	2 No	Count	54	189	179	122	56	28	628
		% within Age Group	41.5%	53.4%	64.2%	54.5%	44.1%	36.4%	52.7%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for Taking photos/video * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Taking photos/video	1 Yes	Count	56	125	53	32	8	4	278
		% within Age Group	43.1%	35.3%	19.0%	14.3%	6.3%	5.2%	23.3%
	2 No	Count	58	195	187	138	67	33	678
		% within Age Group	44.6%	55.1%	67.0%	61.6%	52.8%	42.9%	56.9%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 AG Use mobile for Exchanging files(music, pic, video) * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	37	90	28	16	4	2	177
		% within Age Group	28.5%	25.4%	10.0%	7.1%	3.1%	2.6%	14.9%
	2 No	Count	77	230	212	154	71	35	779
		% within Age Group	59.2%	65.0%	76.0%	68.8%	55.9%	45.5%	65.4%
	NA	Count	16	34	39	54	52	40	235
		% within Age Group	12.3%	9.6%	14.0%	24.1%	40.9%	51.9%	19.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H. Mobile Use Specifics by Type of Area

H1 A Fixed Phones * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Fixed Phones	1 Yes	Count	108	158	266
		% within Type of Area	18.2%	26.5%	22.3%
	2 No	Count	486	439	925
		% within Type of Area	81.8%	73.5%	77.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H2 A Number of Mobile owned by household * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Number of Mobile owned by household	0	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
	1	Count	186	172	358
		% within Type of Area	31.3%	28.8%	30.1%
	2	Count	114	252	366
		% within Type of Area	19.2%	42.2%	30.7%
	3	Count	47	85	132
		% within Type of Area	7.9%	14.2%	11.1%
	4	Count	19	34	53
		% within Type of Area	3.2%	5.7%	4.5%
	5	Count	8	15	23
		% within Type of Area	1.3%	2.5%	1.9%
	6	Count	10	3	13
		% within Type of Area	1.7%	.5%	1.1%
	7	Count	3	2	5
		% within Type of Area	.5%	.3%	.4%
	8	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	9	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	10	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	11	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H3 A Use mobile for Talking * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Talking	1 Yes	Count	389	560	949
		% within Type of Area	65.5%	93.8%	79.7%
	2 No	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

H3 A Use mobile for SMS/messaging * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for SMS/messaging	1 Yes	Count	139	313	452
		% within Type of Area	23.4%	52.4%	38.0%
	2 No	Count	251	253	504
		% within Type of Area	42.3%	42.4%	42.3%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H3 A Use mobile for Listening to Radio * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Listening to Radio	1 Yes	Count	88	183	271
		% within Type of Area	14.8%	30.7%	22.8%
	2 No	Count	302	383	685
		% within Type of Area	50.8%	64.2%	57.5%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

H3 A Use mobile for Listening to Music files * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Listening to Music files	1 Yes	Count	72	230	302
		% within Type of Area	12.1%	38.5%	25.4%
	2 No	Count	318	336	654
		% within Type of Area	53.5%	56.3%	54.9%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H3 A Use mobile for Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Internet	1 Yes	Count	4	13	17
		% within Type of Area	.7%	2.2%	1.4%
	2 No	Count	386	553	939
		% within Type of Area	65.0%	92.6%	78.9%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H3 A Use mobile for Playing Games * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Playing Games	1 Yes	Count	122	206	328
		% within Type of Area	20.5%	34.5%	27.5%
	2 No	Count	268	360	628
		% within Type of Area	45.1%	60.3%	52.7%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

H3 A Use mobile for Taking photos/video * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Taking photos/video	1 Yes	Count	72	206	278
		% within Type of Area	12.1%	34.5%	23.3%
	2 No	Count	318	360	678
		% within Type of Area	53.5%	60.3%	56.9%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H3 A Use mobile for Exchanging files(music, pic, video) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	47	130	177
		% within Type of Area	7.9%	21.8%	14.9%
	2 No	Count	343	436	779
		% within Type of Area	57.7%	73.0%	65.4%
	NA	Count	204	31	235
		% within Type of Area	34.3%	5.2%	19.7%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

H. Mobile Use Specifics by Education

H1 E Fixed Phones * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)	8 Religious
Fixed Phones	1 Yes	Count	90	14	34	58	33	0	23	9
		% within Education	16.2%	20.9%	24.5%	28.7%	29.5%	.0%	46.9%	19.1%
	2 No	Count	465	53	105	144	79	3	26	38
		% within Education	83.8%	79.1%	75.5%	71.3%	70.5%	100.0%	53.1%	80.9%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H1 E Fixed Phones * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Fixed Phones	1 Yes	Count	3	2	266
		% within Education	27.3%	33.3%	22.3%
	2 No	Count	8	4	925
		% within Education	72.7%	66.7%	77.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H2 E Number of Mobile owned by household * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)	8 Religious
Number of Mobile owned by household	0	Count	179	14	16	10	6	0	1	7
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%	14.9%
	1	Count	156	21	50	59	39	0	11	15
		% within Education	28.1%	31.3%	36.0%	29.2%	34.8%	.0%	22.4%	31.9%
	2	Count	148	18	43	79	37	2	23	12
		% within Education	26.7%	26.9%	30.9%	39.1%	33.0%	66.7%	46.9%	25.5%
	3	Count	45	11	14	30	16	0	6	8
		% within Education	8.1%	16.4%	10.1%	14.9%	14.3%	.0%	12.2%	17.0%
	4	Count	14	1	11	13	8	1	4	1
		% within Education	2.5%	1.5%	7.9%	6.4%	7.1%	33.3%	8.2%	2.1%
	5	Count	5	1	2	5	5	0	2	1
		% within Education	.9%	1.5%	1.4%	2.5%	4.5%	.0%	4.1%	2.1%
	6	Count	6	1	1	2	1	0	1	1
		% within Education	1.1%	1.5%	.7%	1.0%	.9%	.0%	2.0%	2.1%
	7	Count	1	0	1	2	0	0	1	0
		% within Education	.2%	.0%	.7%	1.0%	.0%	.0%	2.0%	.0%
	8	Count	1	0	0	2	0	0	0	0
		% within Education	.2%	.0%	.0%	1.0%	.0%	.0%	.0%	.0%
	9	Count	0	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	.0%	2.1%
	10	Count	0	0	1	0	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%	.0%
	11	Count	0	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	.0%	2.1%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H2 E Number of Mobile owned by household * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Number of Mobile owned by household	0	Count	2	0	235
		% within Education	18.2%	.0%	19.7%
	1	Count	4	3	358
		% within Education	36.4%	50.0%	30.1%
	2	Count	2	2	366
		% within Education	18.2%	33.3%	30.7%
	3	Count	1	1	132
		% within Education	9.1%	16.7%	11.1%
	4	Count	0	0	53
		% within Education	.0%	.0%	4.5%
	5	Count	2	0	23
		% within Education	18.2%	.0%	1.9%
	6	Count	0	0	13
		% within Education	.0%	.0%	1.1%
	7	Count	0	0	5
		% within Education	.0%	.0%	.4%
	8	Count	0	0	3
		% within Education	.0%	.0%	.3%
	9	Count	0	0	1
		% within Education	.0%	.0%	.1%
	10	Count	0	0	1
		% within Education	.0%	.0%	.1%
	11	Count	0	0	1
		% within Education	.0%	.0%	.1%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H3 E Use mobile for Talking * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)	8 Religious
Use mobile for Talking	1 Yes	Count	374	53	122	191	105	3	47	40
		% within Education	67.4%	79.1%	87.8%	94.6%	93.8%	100.0%	95.9%	85.1%
	2 No	Count	2	0	1	1	1	0	1	0
		% within Education	.4%	.0%	.7%	.5%	.9%	.0%	2.0%	.0%
	NA	Count	179	14	16	10	6	0	1	7
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%	14.9%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Talking * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Use mobile for Talking	1 Yes	Count	8	6	949
		% within Education	72.7%	100.0%	79.7%
	2 No	Count	1	0	7
		% within Education	9.1%	.0%	.6%
	NA	Count	2	0	235
		% within Education	18.2%	.0%	19.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H3 E Use mobile for SMS/messaging * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Use mobile for SMS/messaging	1 Yes	Count	70	15	69	143	89	2	43
		% within Education	12.6%	22.4%	49.6%	70.8%	79.5%	66.7%	87.8%
	2 No	Count	306	38	54	49	17	1	5
		% within Education	55.1%	56.7%	38.8%	24.3%	15.2%	33.3%	10.2%
	NA	Count	179	14	16	10	6	0	1
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

H3 E Use mobile for SMS/messaging * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Use mobile for SMS/messaging	1 Yes	Count	14	3	4	452
		% within Education	29.8%	27.3%	66.7%	38.0%
	2 No	Count	26	6	2	504
		% within Education	55.3%	54.5%	33.3%	42.3%
	NA	Count	7	2	0	235
		% within Education	14.9%	18.2%	.0%	19.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Listening to Radio * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Use mobile for Listening to Radio	1 Yes	Count	71	16	32	72	45	0	18	10
		% within Education	12.8%	23.9%	23.0%	35.6%	40.2%	.0%	36.7%	21.3%
	2 No	Count	305	37	91	120	61	3	30	30
		% within Education	55.0%	55.2%	65.5%	59.4%	54.5%	100.0%	61.2%	63.8%
	NA	Count	179	14	16	10	6	0	1	7
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%	14.9%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Listening to Radio * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Use mobile for Listening to Radio	1 Yes	Count	5	2	271
		% within Education	45.5%	33.3%	22.8%
	2 No	Count	4	4	685
		% within Education	36.4%	66.7%	57.5%
	NA	Count	2	0	235
		% within Education	18.2%	.0%	19.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H3 E Use mobile for Listening to Music files * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Use mobile for Listening to Music files	1 Yes	Count	59	14	32	88	65	2	32
		% within Education	10.6%	20.9%	23.0%	43.6%	58.0%	66.7%	65.3%
	2 No	Count	317	39	91	104	41	1	16
		% within Education	57.1%	58.2%	65.5%	51.5%	36.6%	33.3%	32.7%
	NA	Count	179	14	16	10	6	0	1
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Listening to Music files * Education Crosstabulation

			Education			
				PP upto Class 5		
			8 Religious	PP upto Class 5	Upto Class 8	Total
Use mobile for Listening to Music files	1 Yes	Count	8	1	1	302
		% within Education	17.0%	9.1%	16.7%	25.4%
	2 No	Count	32	8	5	654
		% within Education	68.1%	72.7%	83.3%	54.9%
	NA	Count	7	2	0	235
		% within Education	14.9%	18.2%	.0%	19.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Internet * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Use mobile for Internet	1 Yes	Count	1	0	1	8	5	0	1	0
		% within Education	.2%	.0%	.7%	4.0%	4.5%	.0%	2.0%	.0%
	2 No	Count	375	53	122	184	101	3	47	40
		% within Education	67.6%	79.1%	87.8%	91.1%	90.2%	100.0%	95.9%	85.1%
	NA	Count	179	14	16	10	6	0	1	7
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%	14.9%
Total	Count	555	67	139	202	112	3	49	47	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

H3 E Use mobile for Internet * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Use mobile for Internet	1 Yes	Count	1	0	17
		% within Education	9.1%	.0%	1.4%
	2 No	Count	8	6	939
		% within Education	72.7%	100.0%	78.9%
	NA	Count	2	0	235
		% within Education	18.2%	.0%	19.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H3 E Use mobile for Playing Games * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Use mobile for Playing Games	1 Yes	Count	74	12	53	101	47	2	23	9
		% within Education	13.3%	17.9%	38.1%	50.0%	42.0%	66.7%	46.9%	19.1%
	2 No	Count	302	41	70	91	59	1	25	31
		% within Education	54.4%	61.2%	50.4%	45.0%	52.7%	33.3%	51.0%	66.0%
	NA	Count	179	14	16	10	6	0	1	7
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%	14.9%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Playing Games * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Use mobile for Playing Games	1 Yes	Count	4	3	328
		% within Education	36.4%	50.0%	27.5%
	2 No	Count	5	3	628
		% within Education	45.5%	50.0%	52.7%
	NA	Count	2	0	235
		% within Education	18.2%	.0%	19.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

H3 E Use mobile for Taking photos/video * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Use mobile for Taking photos/video	1 Yes	Count	37	9	41	93	55	1	32
		% within Education	6.7%	13.4%	29.5%	46.0%	49.1%	33.3%	65.3%
	2 No	Count	339	44	82	99	51	2	16
		% within Education	61.1%	65.7%	59.0%	49.0%	45.5%	66.7%	32.7%
	NA	Count	179	14	16	10	6	0	1
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Taking photos/video * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Use mobile for Taking photos/video	1 Yes	Count	6	3	1	278
		% within Education	12.8%	27.3%	16.7%	23.3%
	2 No	Count	34	6	5	678
		% within Education	72.3%	54.5%	83.3%	56.9%
	NA	Count	7	2	0	235
		% within Education	14.9%	18.2%	.0%	19.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Exchanging files(music, pic, video) * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	18	6	22	56	48	0	21
		% within Education	3.2%	9.0%	15.8%	27.7%	42.9%	.0%	42.9%
	2 No	Count	358	47	101	136	58	3	27
		% within Education	64.5%	70.1%	72.7%	67.3%	51.8%	100.0%	55.1%
	NA	Count	179	14	16	10	6	0	1
		% within Education	32.3%	20.9%	11.5%	5.0%	5.4%	.0%	2.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 E Use mobile for Exchanging files(music, pic, video) * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	4	2	0	177
		% within Education	8.5%	18.2%	.0%	14.9%
	2 No	Count	36	7	6	779
		% within Education	76.6%	63.6%	100.0%	65.4%
	NA	Count	7	2	0	235
		% within Education	14.9%	18.2%	.0%	19.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

H. Mobile Use Specifics by Gender

H1 G Fixed Phones * Gender Crosstabulation

			Gender		Total
			Female	Male	
Fixed Phones	1 Yes	Count	139	127	266
		% within Gender	22.2%	22.4%	22.3%
	2 No	Count	486	439	925
		% within Gender	77.8%	77.6%	77.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H2 G Number of Mobile owned by household * Gender Crosstabulation

			Gender		Total
			Female	Male	
Number of Mobile owned by household	0	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
	1	Count	183	175	358
		% within Gender	29.3%	30.9%	30.1%
	2	Count	197	169	366
		% within Gender	31.5%	29.9%	30.7%
	3	Count	77	55	132
		% within Gender	12.3%	9.7%	11.1%
	4	Count	22	31	53
		% within Gender	3.5%	5.5%	4.5%
	5	Count	9	14	23
		% within Gender	1.4%	2.5%	1.9%
	6	Count	6	7	13
		% within Gender	1.0%	1.2%	1.1%
	7	Count	2	3	5
		% within Gender	.3%	.5%	.4%
	8	Count	2	1	3
		% within Gender	.3%	.2%	.3%
	9	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	10	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	11	Count	0	1	1
		% within Gender	.0%	.2%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H3 G Use mobile for Talking * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Talking	1 Yes	Count	494	455	949
		% within Gender	79.0%	80.4%	79.7%
	2 No	Count	5	2	7
		% within Gender	.8%	.4%	.6%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

H3 G Use mobile for SMS/messaging * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for SMS/messaging	1 Yes	Count	215	237	452
		% within Gender	34.4%	41.9%	38.0%
	2 No	Count	284	220	504
		% within Gender	45.4%	38.9%	42.3%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H3 G Use mobile for Listening to Radio * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Listening to Radio	1 Yes	Count	132	139	271
		% within Gender	21.1%	24.6%	22.8%
	2 No	Count	367	318	685
		% within Gender	58.7%	56.2%	57.5%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H3 G Use mobile for Listening to Music files * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Listening to Music files	1 Yes	Count	161	141	302
		% within Gender	25.8%	24.9%	25.4%
	2 No	Count	338	316	654
		% within Gender	54.1%	55.8%	54.9%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

H3 G Use mobile for Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Internet	1 Yes	Count	8	9	17
		% within Gender	1.3%	1.6%	1.4%
	2 No	Count	491	448	939
		% within Gender	78.6%	78.2%	78.9%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H3 G Use mobile for Playing Games * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Playing Games	1 Yes	Count	158	170	328
		% within Gender	25.3%	30.0%	27.5%
	2 No	Count	341	287	628
		% within Gender	54.6%	50.7%	52.7%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H3 G Use mobile for Taking photos/video * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Taking photos/video	1 Yes	Count	140	138	278
		% within Gender	22.4%	24.4%	23.3%
	2 No	Count	359	319	678
		% within Gender	57.4%	56.4%	56.9%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

H3 G Use mobile for Exchanging files(music, pic, video) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	91	86	177
		% within Gender	14.6%	15.2%	14.9%
	2 No	Count	408	371	779
		% within Gender	65.3%	65.5%	65.4%
	NA	Count	126	109	235
		% within Gender	20.2%	19.3%	19.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

H. Mobile Use Specifics by Income

H1 I Fixed Phones * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Fixed Phones	1 Yes	Count	96	76	41	18	14	4
		% within Income	14.3%	25.8%	35.0%	45.0%	50.0%	36.4%
	2 No	Count	575	219	76	22	14	7
		% within Income	85.7%	74.2%	65.0%	55.0%	50.0%	63.6%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H1 I Fixed Phones * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Fixed Phones	1 Yes	Count	17	266
		% within Income	58.6%	22.3%
	2 No	Count	12	925
		% within Income	41.4%	77.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H2 I Number of Mobile owned by household * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Number of Mobile owned by household	0	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
	1	Count	236	74	28	11	4	3
		% within Income	35.2%	25.1%	23.9%	27.5%	14.3%	27.3%
	2	Count	153	129	50	11	10	1
		% within Income	22.8%	43.7%	42.7%	27.5%	35.7%	9.1%
	3	Count	53	39	22	6	4	3
		% within Income	7.9%	13.2%	18.8%	15.0%	14.3%	27.3%
	4	Count	18	12	9	6	4	2
		% within Income	2.7%	4.1%	7.7%	15.0%	14.3%	18.2%
	5	Count	10	5	1	3	2	0
		% within Income	1.5%	1.7%	.9%	7.5%	7.1%	.0%
	6	Count	7	2	1	1	1	0
		% within Income	1.0%	.7%	.9%	2.5%	3.6%	.0%
	7	Count	2	1	0	0	0	0
		% within Income	.3%	.3%	.0%	.0%	.0%	.0%
	8	Count	0	0	0	0	1	0
		% within Income	.0%	.0%	.0%	.0%	3.6%	.0%
	9	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	10	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	11	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H2 I Number of Mobile owned by household * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Number of Mobile owned by household	0	Count	1	235
		% within Income	3.4%	19.7%
	1	Count	2	358
		% within Income	6.9%	30.1%
	2	Count	12	366
		% within Income	41.4%	30.7%
	3	Count	5	132
		% within Income	17.2%	11.1%
	4	Count	2	53
		% within Income	6.9%	4.5%
	5	Count	2	23
		% within Income	6.9%	1.9%
	6	Count	1	13
		% within Income	3.4%	1.1%
	7	Count	2	5
		% within Income	6.9%	.4%
	8	Count	2	3
		% within Income	6.9%	.3%
	9	Count	0	1
		% within Income	.0%	.1%
	10	Count	0	1
		% within Income	.0%	.1%
	11	Count	0	1
		% within Income	.0%	.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H3 I Use mobile for Talking * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Talking	1 Yes	Count	479	261	110	36	26	9
		% within Income	71.4%	88.5%	94.0%	90.0%	92.9%	81.8%
	2 No	Count	2	2	1	2	0	0
		% within Income	.3%	.7%	.9%	5.0%	.0%	.0%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Talking * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Talking	1 Yes	Count	28	949
		% within Income	96.6%	79.7%
	2 No	Count	0	7
		% within Income	.0%	.6%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H3 I Use mobile for SMS/messaging * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for SMS/messaging	1 Yes	Count	152	147	80	31	17	8
		% within Income	22.7%	49.8%	68.4%	77.5%	60.7%	72.7%
	2 No	Count	329	116	31	7	9	1
		% within Income	49.0%	39.3%	26.5%	17.5%	32.1%	9.1%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for SMS/messaging * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for SMS/messaging	1 Yes	Count	17	452
		% within Income	58.6%	38.0%
	2 No	Count	11	504
		% within Income	37.9%	42.3%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

H3 I Use mobile for Listening to Radio * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Listening to Radio	1 Yes	Count	114	74	43	13	11	5
		% within Income	17.0%	25.1%	36.8%	32.5%	39.3%	45.5%
	2 No	Count	367	189	68	25	15	4
		% within Income	54.7%	64.1%	58.1%	62.5%	53.6%	36.4%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Listening to Radio * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Listening to Radio	1 Yes	Count	11	271
		% within Income	37.9%	22.8%
	2 No	Count	17	685
		% within Income	58.6%	57.5%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H3 I Use mobile for Listening to Music files * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Listening to Music files	1 Yes	Count	100	93	52	21	16	7
		% within Income	14.9%	31.5%	44.4%	52.5%	57.1%	63.6%
	2 No	Count	381	170	59	17	10	2
		% within Income	56.8%	57.6%	50.4%	42.5%	35.7%	18.2%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Listening to Music files * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Listening to Music files	1 Yes	Count	13	302
		% within Income	44.8%	25.4%
	2 No	Count	15	654
		% within Income	51.7%	54.9%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

H3 I Use mobile for Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Internet	1 Yes	Count	3	3	5	1	1	1
		% within Income	.4%	1.0%	4.3%	2.5%	3.6%	9.1%
	2 No	Count	478	260	106	37	25	8
		% within Income	71.2%	88.1%	90.6%	92.5%	89.3%	72.7%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Internet	1 Yes	Count	3	17
		% within Income	10.3%	1.4%
	2 No	Count	25	939
		% within Income	86.2%	78.9%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H3 I Use mobile for Playing Games * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Playing Games	1 Yes	Count	122	107	53	17	12	5
		% within Income	18.2%	36.3%	45.3%	42.5%	42.9%	45.5%
	2 No	Count	359	156	58	21	14	4
		% within Income	53.5%	52.9%	49.6%	52.5%	50.0%	36.4%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Playing Games * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Playing Games	1 Yes	Count	12	328
		% within Income	41.4%	27.5%
	2 No	Count	16	628
		% within Income	55.2%	52.7%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

H3 I Use mobile for Taking photos/video * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Taking photos/video	1 Yes	Count	74	95	50	23	14	7
		% within Income	11.0%	32.2%	42.7%	57.5%	50.0%	63.6%
	2 No	Count	407	168	61	15	12	2
		% within Income	60.7%	56.9%	52.1%	37.5%	42.9%	18.2%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Taking photos/video * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Taking photos/video	1 Yes	Count	15	278
		% within Income	51.7%	23.3%
	2 No	Count	13	678
		% within Income	44.8%	56.9%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

H3 I Use mobile for Exchanging files(music, pic, video) * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	40	63	38	12	11	4
		% within Income	6.0%	21.4%	32.5%	30.0%	39.3%	36.4%
	2 No	Count	441	200	73	26	15	5
		% within Income	65.7%	67.8%	62.4%	65.0%	53.6%	45.5%
	NA	Count	190	32	6	2	2	2
		% within Income	28.3%	10.8%	5.1%	5.0%	7.1%	18.2%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

H3 I Use mobile for Exchanging files(music, pic, video) * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use mobile for Exchanging files(music, pic, video)	1 Yes	Count	9	177
		% within Income	31.0%	14.9%
	2 No	Count	19	779
		% within Income	65.5%	65.4%
	NA	Count	1	235
		% within Income	3.4%	19.7%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

H3 O Use mobile for Internet * Occupation Crosstabulation

			Occupation			
			1 Business	2 Civil Servant	3 Student	4 Farmer
Use mobile for Internet	1 Yes	Count	6	6	0	1
		% within Occupation	2.8%	3.2%	.0%	.2%
	2 No	Count	197	172	11	328
		% within Occupation	92.9%	92.0%	100.0%	63.0%
	NA	Count	9	9	0	192
		% within Occupation	4.2%	4.8%	.0%	36.9%
Total		Count	212	187	11	521
		% within Occupation	100.0%	100.0%	100.0%	100.0%

H3 O Use mobile for Internet * Occupation Crosstabulation

			Occupation			Total
			5 Dependent/u nemployed	6 Taking care of the house	7 Others	
Use mobile for Internet	1 Yes	Count	0	3	1	17
		% within Occupation	.0%	1.6%	2.0%	1.4%
	2 No	Count	15	173	43	939
		% within Occupation	83.3%	90.1%	86.0%	78.9%
	NA	Count	3	16	6	235
		% within Occupation	16.7%	8.3%	12.0%	19.7%
Total	Count	18	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	

I. Print Media Specifics by Age

I1 AG Languages used for reading Cannot read * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading Cannot read	Others listed	Count	85	205	117	77	36	12	532
		% within Age Group	65.4%	57.9%	41.9%	34.4%	28.3%	15.6%	44.7%
	1 Cannot Read	Count	37	119	143	128	84	60	571
		% within Age Group	28.5%	33.6%	51.3%	57.1%	66.1%	77.9%	47.9%
	NA	Count	8	30	19	19	7	5	88
		% within Age Group	6.2%	8.5%	6.8%	8.5%	5.5%	6.5%	7.4%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 AG Languages used for reading Do not read * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading Do not read	Others listed	Count	85	205	117	77	36	12	532
		% within Age Group	65.4%	57.9%	41.9%	34.4%	28.3%	15.6%	44.7%
	2 Do not read	Count	8	30	19	19	7	5	88
		% within Age Group	6.2%	8.5%	6.8%	8.5%	5.5%	6.5%	7.4%
	NA	Count	37	119	143	128	84	60	571
		% within Age Group	28.5%	33.6%	51.3%	57.1%	66.1%	77.9%	47.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 AG Languages used for reading Dzongkha * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading Dzongkha	Others listed	Count	51	129	54	42	15	5	296
		% within Age Group	39.2%	36.4%	19.4%	18.8%	11.8%	6.5%	24.9%
	3 Dzongkha	Count	34	76	63	35	21	7	236
		% within Age Group	26.2%	21.5%	22.6%	15.6%	16.5%	9.1%	19.8%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 AG Languages used for reading English * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading English	Others listed	Count	21	42	49	32	25	9	178
		% within Age Group	16.2%	11.9%	17.6%	14.3%	19.7%	11.7%	14.9%
	4 English	Count	64	163	68	45	11	3	354
		% within Age Group	49.2%	46.0%	24.4%	20.1%	8.7%	3.9%	29.7%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 AG Languages used for reading Chokey * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading Chokey	Others listed	Count	84	198	109	74	29	10	504
		% within Age Group	64.6%	55.9%	39.1%	33.0%	22.8%	13.0%	42.3%
	5 Chokey	Count	1	7	8	3	7	2	28
		% within Age Group	.8%	2.0%	2.9%	1.3%	5.5%	2.6%	2.4%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 AG Languages used for reading Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Languages used for reading Others	Others listed	Count	85	205	116	74	35	12	527
		% within Age Group	65.4%	57.9%	41.6%	33.0%	27.6%	15.6%	44.2%
	Hindi	Count	0	0	1	0	1	0	2
		% within Age Group	.0%	.0%	.4%	.0%	.8%	.0%	.2%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
	Nepali	Count	0	0	0	3	0	0	3
		% within Age Group	.0%	.0%	.0%	1.3%	.0%	.0%	.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Academic books * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Academic books	Others listed	Count	74	185	103	66	31	11	470
		% within Age Group	56.9%	52.3%	36.9%	29.5%	24.4%	14.3%	39.5%
	1 Academic books	Count	11	20	14	11	5	1	62
		% within Age Group	8.5%	5.6%	5.0%	4.9%	3.9%	1.3%	5.2%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 AG Type of reading Novels(fiction) * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Novels(fiction)	Others listed	Count	56	161	100	62	33	11	423
		% within Age Group	43.1%	45.5%	35.8%	27.7%	26.0%	14.3%	35.5%
	2 Novel(fiction)	Count	29	44	17	15	3	1	109
		% within Age Group	22.3%	12.4%	6.1%	6.7%	2.4%	1.3%	9.2%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Religious texts * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Religious texts	Others listed	Count	56	145	64	36	12	4	317
		% within Age Group	43.1%	41.0%	22.9%	16.1%	9.4%	5.2%	26.6%
	3 Religious text	Count	29	60	53	41	24	8	215
		% within Age Group	22.3%	16.9%	19.0%	18.3%	18.9%	10.4%	18.1%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 AG Type of reading Comics * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Comics	Others listed	Count	75	178	102	68	33	12	468
		% within Age Group	57.7%	50.3%	36.6%	30.4%	26.0%	15.6%	39.3%
	4 Comics	Count	10	27	15	9	3	0	64
		% within Age Group	7.7%	7.6%	5.4%	4.0%	2.4%	.0%	5.4%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 AG Type of reading Entertainment or fashion magazines * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Type of reading Entertainment or fashion magazines	Others listed	Count	77	191	109	74	35
		% within Age Group	59.2%	54.0%	39.1%	33.0%	27.6%
	5 Entertainment/fashion magazines	Count	8	14	8	3	1
		% within Age Group	6.2%	4.0%	2.9%	1.3%	.8%
	NA	Count	45	149	162	147	91
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%
Total		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Entertainment or fashion magazines * Age Group Crosstabulation

			Age	Total
			65 +	
Type of reading Entertainment or fashion magazines	Others listed	Count	12	498
		% within Age Group	15.6%	41.8%
	5 Entertainment/fashion magazines	Count	0	34
		% within Age Group	.0%	2.9%
	NA	Count	65	659
		% within Age Group	84.4%	55.3%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

I2 AG Type of reading Women's magazines * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Type of reading Women's magazines	Others listed	Count	74	178	108	73	36
		% within Age Group	56.9%	50.3%	38.7%	32.6%	28.3%
	6 Women's magazine	Count	11	27	9	4	0
		% within Age Group	8.5%	7.6%	3.2%	1.8%	.0%
	NA	Count	45	149	162	147	91
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%
Total		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Women's magazines * Age Group Crosstabulation

			Age	Total
			65 +	
Type of reading Women's magazines	Others listed	Count	12	481
		% within Age Group	15.6%	40.4%
	6 Women's magazine	Count	0	51
		% within Age Group	.0%	4.3%
	NA	Count	65	659
		% within Age Group	84.4%	55.3%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

I2 AG Type of reading News and current affairs * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading News and current affairs	Others listed	Count	59	132	61	46	21	9	328
		% within Age Group	45.4%	37.3%	21.9%	20.5%	16.5%	11.7%	27.5%
	7 News and current affairs	Count	26	73	56	31	15	3	204
		% within Age Group	20.0%	20.6%	20.1%	13.8%	11.8%	3.9%	17.1%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Newspapers * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Newspapers	Others listed	Count	31	68	36	27	16	5	183
		% within Age Group	23.8%	19.2%	12.9%	12.1%	12.6%	6.5%	15.4%
	8 Newspaper	Count	54	137	81	50	20	7	349
		% within Age Group	41.5%	38.7%	29.0%	22.3%	15.7%	9.1%	29.3%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 AG Type of reading Sport magazines * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Sport magazines	Others listed	Count	78	181	106	74	31	12	482
		% within Age Group	60.0%	51.1%	38.0%	33.0%	24.4%	15.6%	40.5%
	9 Sports magazines	Count	7	24	11	3	5	0	50
		% within Age Group	5.4%	6.8%	3.9%	1.3%	3.9%	.0%	4.2%
	NA	Count	45	149	162	147	91	65	659
		% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 AG Type of reading Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Type of reading Others	Others listed	Count	83	203	112	77	35	11	521
		% within Age Group	63.8%	57.3%	40.1%	34.4%	27.6%	14.3%	43.7%
	Biography	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	Cosomology	Count	0	0	0	0	1	0	1
		% within Age Group	.0%	.0%	.0%	.0%	.8%	.0%	.1%
	Dz. story Book	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Dzongkha text	Count	1	0	3	0	0	0	4
		% within Age Group	.8%	.0%	1.1%	.0%	.0%	.0%	.3%
	History & Geograpy	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	Medicine	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
NA	Count	45	149	162	147	91	65	659	
	% within Age Group	34.6%	42.1%	58.1%	65.6%	71.7%	84.4%	55.3%	
Nature	Count	0	0	1	0	0	0	1	
	% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%	
Technically books related to any profession	Count	0	1	0	0	0	0	1	
	% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%	
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I3 AG Price of Bhutanese newspapers/magazines * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Price of Bhutanese newspapers/magazines	1 Expensive	Count	8	50	23	22	11	3	117
		% within Age Group	6.2%	14.1%	8.2%	9.8%	8.7%	3.9%	9.8%
	2 Affordable	Count	71	146	91	53	21	8	390
		% within Age Group	54.6%	41.2%	32.6%	23.7%	16.5%	10.4%	32.7%
	3 Cheap	Count	6	7	1	1	1	0	16
		% within Age Group	4.6%	2.0%	.4%	.4%	.8%	.0%	1.3%
	NA	Count	45	151	164	148	94	66	668
		% within Age Group	34.6%	42.7%	58.8%	66.1%	74.0%	85.7%	56.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 AG Attention paid to newspaper sections News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections News	1 A great deal	Count	64	167	89	70	29	10	429
		% within Age Group	49.2%	47.2%	31.9%	31.3%	22.8%	13.0%	36.0%
	2 Some	Count	14	19	14	2	1	0	50
		% within Age Group	10.8%	5.4%	5.0%	.9%	.8%	.0%	4.2%
	3 A little	Count	3	4	7	1	1	0	16
		% within Age Group	2.3%	1.1%	2.5%	.4%	.8%	.0%	1.3%
	4 None	Count	1	7	1	0	1	0	10
		% within Age Group	.8%	2.0%	.4%	.0%	.8%	.0%	.8%
NA	Count	48	157	168	151	95	67	686	
	% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%	
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 AG Attention paid to newspaper sections Editorials/Opinions * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	11	38	21	11	9	0	90
		% within Age Group	8.5%	10.7%	7.5%	4.9%	7.1%	.0%	7.6%
	2 Some	Count	30	64	41	23	11	2	171
		% within Age Group	23.1%	18.1%	14.7%	10.3%	8.7%	2.6%	14.4%
	3 A little	Count	17	18	9	4	5	0	53
		% within Age Group	13.1%	5.1%	3.2%	1.8%	3.9%	.0%	4.5%
	4 None	Count	24	77	40	35	7	8	191
		% within Age Group	18.5%	21.8%	14.3%	15.6%	5.5%	10.4%	16.0%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 AG Attention paid to newspaper sections Leisure/Literary * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	22	31	12	13	5	0	83
		% within Age Group	16.9%	8.8%	4.3%	5.8%	3.9%	.0%	7.0%
	2 Some	Count	29	59	40	19	15	1	163
		% within Age Group	22.3%	16.7%	14.3%	8.5%	11.8%	1.3%	13.7%
	3 A little	Count	12	31	15	4	4	1	67
		% within Age Group	9.2%	8.8%	5.4%	1.8%	3.1%	1.3%	5.6%
	4 None	Count	19	76	44	37	8	8	192
		% within Age Group	14.6%	21.5%	15.8%	16.5%	6.3%	10.4%	16.1%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 AG Attention paid to newspaper sections Letters to the Eds * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	13	29	18	9	6	0	75
		% within Age Group	10.0%	8.2%	6.5%	4.0%	4.7%	.0%	6.3%
	2 Some	Count	22	52	28	20	11	2	135
		% within Age Group	16.9%	14.7%	10.0%	8.9%	8.7%	2.6%	11.3%
	3 A little	Count	16	27	13	5	5	0	66
		% within Age Group	12.3%	7.6%	4.7%	2.2%	3.9%	.0%	5.5%
	4 None	Count	31	89	52	39	10	8	229
		% within Age Group	23.8%	25.1%	18.6%	17.4%	7.9%	10.4%	19.2%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 AG Attention paid to newspaper sections Advertisements * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	15	35	21	19	8	2	100
		% within Age Group	11.5%	9.9%	7.5%	8.5%	6.3%	2.6%	8.4%
	2 Some	Count	28	62	39	21	11	1	162
		% within Age Group	21.5%	17.5%	14.0%	9.4%	8.7%	1.3%	13.6%
	3 A little	Count	16	35	21	3	4	0	79
		% within Age Group	12.3%	9.9%	7.5%	1.3%	3.1%	.0%	6.6%
	4 None	Count	23	65	30	30	9	7	164
		% within Age Group	17.7%	18.4%	10.8%	13.4%	7.1%	9.1%	13.8%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 AG Attention paid to newspaper sections Newspaper Supplements * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	17	29	15	12	6	0	79
		% within Age Group	13.1%	8.2%	5.4%	5.4%	4.7%	.0%	6.6%
	2 Some	Count	28	39	31	12	13	2	125
		% within Age Group	21.5%	11.0%	11.1%	5.4%	10.2%	2.6%	10.5%
	3 A little	Count	7	24	16	7	2	0	56
		% within Age Group	5.4%	6.8%	5.7%	3.1%	1.6%	.0%	4.7%
	4 None	Count	30	105	49	42	11	8	245
		% within Age Group	23.1%	29.7%	17.6%	18.8%	8.7%	10.4%	20.6%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 AG Attention paid to newspaper sections Religious matters * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Religious matters	1 A great deal	Count	21	54	42	42	19	3	181
		% within Age Group	16.2%	15.3%	15.1%	18.8%	15.0%	3.9%	15.2%
	2 Some	Count	23	73	33	13	8	1	151
		% within Age Group	17.7%	20.6%	11.8%	5.8%	6.3%	1.3%	12.7%
	3 A little	Count	22	25	15	2	0	3	67
		% within Age Group	16.9%	7.1%	5.4%	.9%	.0%	3.9%	5.6%
	4 None	Count	16	45	21	16	5	3	106
		% within Age Group	12.3%	12.7%	7.5%	7.1%	3.9%	3.9%	8.9%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 AG Attention paid to newspaper sections Sports * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Sports	1 A great deal	Count	25	48	21	16	8	1	119
		% within Age Group	19.2%	13.6%	7.5%	7.1%	6.3%	1.3%	10.0%
	2 Some	Count	23	53	37	21	10	1	145
		% within Age Group	17.7%	15.0%	13.3%	9.4%	7.9%	1.3%	12.2%
	3 A little	Count	8	23	18	6	5	0	60
		% within Age Group	6.2%	6.5%	6.5%	2.7%	3.9%	.0%	5.0%
	4 None	Count	26	73	35	30	9	8	181
		% within Age Group	20.0%	20.6%	12.5%	13.4%	7.1%	10.4%	15.2%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 AG Attention paid to newspaper sections Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Attention paid to newspaper sections Others	4 None	Count	82	197	111	73	32	10	505
		% within Age Group	63.1%	55.6%	39.8%	32.6%	25.2%	13.0%	42.4%
	NA	Count	48	157	168	151	95	67	686
		% within Age Group	36.9%	44.4%	60.2%	67.4%	74.8%	87.0%	57.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 AG Preferred paper News * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper News	1 Bhutan Times	Count	15	32	10	6	5	1	69
		% within Age Group	11.5%	9.0%	3.6%	2.7%	3.9%	1.3%	5.8%
	2 Bhutan Observer	Count	5	7	6	2	3	0	23
		% within Age Group	3.8%	2.0%	2.2%	.9%	2.4%	.0%	1.9%
	3 Kuensel	Count	60	142	92	62	22	9	387
		% within Age Group	46.2%	40.1%	33.0%	27.7%	17.3%	11.7%	32.5%
	4 International paper	Count	1	3	2	2	1	0	9
		% within Age Group	.8%	.8%	.7%	.9%	.8%	.0%	.8%
	NA	Count	49	170	169	152	96	67	703
		% within Age Group	37.7%	48.0%	60.6%	67.9%	75.6%	87.0%	59.0%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Editorials/Opinions * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	20	24	10	9	5
		% within Age Group	15.4%	6.8%	3.6%	4.0%	3.9%
	2 Bhutan Observer	Count	6	8	7	5	4
		% within Age Group	4.6%	2.3%	2.5%	2.2%	3.1%
	3 Kuensel	Count	31	86	57	24	16
		% within Age Group	23.8%	24.3%	20.4%	10.7%	12.6%
	4 International paper	Count	2	2	1	1	0
		% within Age Group	1.5%	.6%	.4%	.4%	.0%
	NA	Count	71	234	204	185	102
		% within Age Group	54.6%	66.1%	73.1%	82.6%	80.3%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Editorials/Opinions * Age Group Crosstabulation

			Age	Total
			65 +	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	1	69
		% within Age Group	1.3%	5.8%
	2 Bhutan Observer	Count	0	30
		% within Age Group	.0%	2.5%
	3 Kuensel	Count	1	215
		% within Age Group	1.3%	18.1%
	4 International paper	Count	0	6
		% within Age Group	.0%	.5%
	NA	Count	75	871
		% within Age Group	97.4%	73.1%
Total		Count	77	1191
		% within Age Group	100.0%	100.0%

I5 AG Preferred paper Leisure/Literary * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Preferred paper Leisure/Literary	1 Bhutan Times	Count	17	29	12	7	6
		% within Age Group	13.1%	8.2%	4.3%	3.1%	4.7%
	2 Bhutan Observer	Count	5	7	4	7	5
		% within Age Group	3.8%	2.0%	1.4%	3.1%	3.9%
	3 Kuensel	Count	39	82	50	20	13
		% within Age Group	30.0%	23.2%	17.9%	8.9%	10.2%
	4 International paper	Count	4	8	5	2	0
		% within Age Group	3.1%	2.3%	1.8%	.9%	.0%
	NA	Count	65	228	208	188	103
		% within Age Group	50.0%	64.4%	74.6%	83.9%	81.1%
Total		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

I5 AG Preferred paper Leisure/Literary * Age Group Crosstabulation

			Age	Total
			65 +	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	0	71
		% within Age Group	.0%	6.0%
	2 Bhutan Observer	Count	0	28
		% within Age Group	.0%	2.4%
	3 Kuensel	Count	2	206
		% within Age Group	2.6%	17.3%
	4 International paper	Count	0	19
		% within Age Group	.0%	1.6%
	NA	Count	75	867
		% within Age Group	97.4%	72.8%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

I5 AG Preferred paper Letters to the Eds * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper Letters to the Eds	1 Bhutan Times	Count	13	30	11	8	8	1	71
		% within Age Group	10.0%	8.5%	3.9%	3.6%	6.3%	1.3%	6.0%
	2 Bhutan Observer	Count	2	3	6	5	1	0	17
		% within Age Group	1.5%	.8%	2.2%	2.2%	.8%	.0%	1.4%
	3 Kuensel	Count	38	75	48	24	12	1	198
		% within Age Group	29.2%	21.2%	17.2%	10.7%	9.4%	1.3%	16.6%
	4 International paper	Count	1	2	1	0	1	0	5
		% within Age Group	.8%	.6%	.4%	.0%	.8%	.0%	.4%
	NA	Count	76	244	213	187	105	75	900
		% within Age Group	58.5%	68.9%	76.3%	83.5%	82.7%	97.4%	75.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Advertisements * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Preferred paper Advertisements	1 Bhutan Times	Count	18	32	13	7	4
		% within Age Group	13.8%	9.0%	4.7%	3.1%	3.1%
	2 Bhutan Observer	Count	2	6	8	3	2
		% within Age Group	1.5%	1.7%	2.9%	1.3%	1.6%
	3 Kuensel	Count	37	87	58	34	18
		% within Age Group	28.5%	24.6%	20.8%	15.2%	14.2%
	4 International paper	Count	3	7	4	0	0
		% within Age Group	2.3%	2.0%	1.4%	.0%	.0%
	NA	Count	70	222	196	180	103
		% within Age Group	53.8%	62.7%	70.3%	80.4%	81.1%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Advertisements * Age Group Crosstabulation

			Age	Total
			65 +	
Preferred paper Advertisements	1 Bhutan Times	Count	0	74
		% within Age Group	.0%	6.2%
	2 Bhutan Observer	Count	0	21
		% within Age Group	.0%	1.8%
	3 Kuensel	Count	3	237
		% within Age Group	3.9%	19.9%
	4 International paper	Count	0	14
		% within Age Group	.0%	1.2%
	NA	Count	74	845
		% within Age Group	96.1%	70.9%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

I5 AG Preferred paper Newspaper Supplements * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	10	17	8	7	5	0	47
		% within Age Group	7.7%	4.8%	2.9%	3.1%	3.9%	.0%	3.9%
	2 Bhutan Observer	Count	2	7	2	2	2	0	15
		% within Age Group	1.5%	2.0%	.7%	.9%	1.6%	.0%	1.3%
	3 Kuensel	Count	39	65	51	21	13	2	191
		% within Age Group	30.0%	18.4%	18.3%	9.4%	10.2%	2.6%	16.0%
	4 International paper	Count	4	8	3	1	0	0	16
		% within Age Group	3.1%	2.3%	1.1%	.4%	.0%	.0%	1.3%
	NA	Count	75	257	215	193	107	75	922
		% within Age Group	57.7%	72.6%	77.1%	86.2%	84.3%	97.4%	77.4%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Religious matters * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper Religious matters	1 Bhutan Times	Count	14	30	11	7	5	0	67
		% within Age Group	10.8%	8.5%	3.9%	3.1%	3.9%	.0%	5.6%
	2 Bhutan Observer	Count	5	17	16	7	1	0	46
		% within Age Group	3.8%	4.8%	5.7%	3.1%	.8%	.0%	3.9%
	3 Kuensel	Count	47	99	61	43	21	7	278
		% within Age Group	36.2%	28.0%	21.9%	19.2%	16.5%	9.1%	23.3%
	4 International paper	Count	0	3	3	1	0	0	7
		% within Age Group	.0%	.8%	1.1%	.4%	.0%	.0%	.6%
	NA	Count	64	205	188	166	100	70	793
		% within Age Group	49.2%	57.9%	67.4%	74.1%	78.7%	90.9%	66.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Sports * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper Sports	1 Bhutan Times	Count	15	34	15	10	2	1	77
		% within Age Group	11.5%	9.6%	5.4%	4.5%	1.6%	1.3%	6.5%
	2 Bhutan Observer	Count	2	5	7	3	1	0	18
		% within Age Group	1.5%	1.4%	2.5%	1.3%	.8%	.0%	1.5%
	3 Kuensel	Count	28	49	39	27	16	1	160
		% within Age Group	21.5%	13.8%	14.0%	12.1%	12.6%	1.3%	13.4%
	4 International paper	Count	14	35	19	4	4	0	76
		% within Age Group	10.8%	9.9%	6.8%	1.8%	3.1%	.0%	6.4%
	NA	Count	71	231	199	180	104	75	860
		% within Age Group	54.6%	65.3%	71.3%	80.4%	81.9%	97.4%	72.2%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 AG Preferred paper Others * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Preferred paper Others	1 Bhutan Times	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	3 Kuensel	Count	0	2	1	0	1	1	5
		% within Age Group	.0%	.6%	.4%	.0%	.8%	1.3%	.4%
	4 International paper	Count	1	0	4	1	0	0	6
		% within Age Group	.8%	.0%	1.4%	.4%	.0%	.0%	.5%
	NA	Count	128	351	274	223	126	76	1178
		% within Age Group	98.5%	99.2%	98.2%	99.6%	99.2%	98.7%	98.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I6 AG Sharing Newspaper * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Sharing Newspaper	0	Count	8	39	20	17	11	3	98
		% within Age Group	6.2%	11.0%	7.2%	7.6%	8.7%	3.9%	8.2%
	1	Count	15	33	22	17	1	3	91
		% within Age Group	11.5%	9.3%	7.9%	7.6%	.8%	3.9%	7.6%
	10	Count	3	1	1	1	0	0	6
		% within Age Group	2.3%	.3%	.4%	.4%	.0%	.0%	.5%
	13	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	2	Count	22	56	35	19	6	1	139
		% within Age Group	16.9%	15.8%	12.5%	8.5%	4.7%	1.3%	11.7%
	20	Count	0	1	1	0	1	0	3
		% within Age Group	.0%	.3%	.4%	.0%	.8%	.0%	.3%
	3	Count	16	25	16	11	4	1	73
		% within Age Group	12.3%	7.1%	5.7%	4.9%	3.1%	1.3%	6.1%
	4	Count	6	15	7	5	2	0	35
		% within Age Group	4.6%	4.2%	2.5%	2.2%	1.6%	.0%	2.9%
	5	Count	4	14	7	2	5	1	33
		% within Age Group	3.1%	4.0%	2.5%	.9%	3.9%	1.3%	2.8%
	6	Count	4	4	0	0	2	1	11
		% within Age Group	3.1%	1.1%	.0%	.0%	1.6%	1.3%	.9%
7	Count	1	3	1	1	0	0	6	
	% within Age Group	.8%	.8%	.4%	.4%	.0%	.0%	.5%	
8	Count	3	3	0	1	0	0	7	
	% within Age Group	2.3%	.8%	.0%	.4%	.0%	.0%	.6%	
everyone	Count	0	1	0	0	0	0	1	
	% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%	
from office	Count	0	1	0	0	0	0	1	
	% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%	
lots	Count	0	0	1	0	0	0	1	
	% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%	
many	Count	0	1	0	0	0	0	1	
	% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%	
NA	Count	47	157	168	150	95	67	684	
	% within Age Group	36.2%	44.4%	60.2%	67.0%	74.8%	87.0%	57.4%	
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I. Print Media Specifics by Type of Area

I1 A Languages used for reading Cannot read * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading Cannot read	Others listed	Count	175	357	532
		% within Type of Area	29.5%	59.8%	44.7%
	1 Cannot Read	Count	361	210	571
		% within Type of Area	60.8%	35.2%	47.9%
	NA	Count	58	30	88
		% within Type of Area	9.8%	5.0%	7.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I1 A Languages used for reading Do not read * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading Do not read	Others listed	Count	175	357	532
		% within Type of Area	29.5%	59.8%	44.7%
	2 Do not read	Count	58	30	88
		% within Type of Area	9.8%	5.0%	7.4%
	NA	Count	361	210	571
		% within Type of Area	60.8%	35.2%	47.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I1 A Languages used for reading Dzongkha * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading Dzongkha	Others listed	Count	83	213	296
		% within Type of Area	14.0%	35.7%	24.9%
	3 Dzongkha	Count	92	144	236
		% within Type of Area	15.5%	24.1%	19.8%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I1 A Languages used for reading English * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading English	Others listed	Count	89	89	178
		% within Type of Area	15.0%	14.9%	14.9%
	4 English	Count	86	268	354
		% within Type of Area	14.5%	44.9%	29.7%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I1 A Languages used for reading Chokey * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading Chokey	Others listed	Count	162	342	504
		% within Type of Area	27.3%	57.3%	42.3%
	5 Chokey	Count	13	15	28
		% within Type of Area	2.2%	2.5%	2.4%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I1 A Languages used for reading Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Languages used for reading Others	Others listed	Count	172	355	527
		% within Type of Area	29.0%	59.5%	44.2%
	Hindi	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
	Nepali	Count	2	1	3
		% within Type of Area	.3%	.2%	.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I2 A Type of reading Academic books * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Academic books	Others listed	Count	157	313	470
		% within Type of Area	26.4%	52.4%	39.5%
	1 Academic books	Count	18	44	62
		% within Type of Area	3.0%	7.4%	5.2%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Novels(fiction) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Novels(fiction)	Others listed	Count	150	273	423
		% within Type of Area	25.3%	45.7%	35.5%
	2 Novel(fiction)	Count	25	84	109
		% within Type of Area	4.2%	14.1%	9.2%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Religious texts * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Religious texts	Others listed	Count	80	237	317
		% within Type of Area	13.5%	39.7%	26.6%
	3 Religious text	Count	95	120	215
		% within Type of Area	16.0%	20.1%	18.1%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Comics * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Comics	Others listed	Count	159	309	468
		% within Type of Area	26.8%	51.8%	39.3%
	4 Comics	Count	16	48	64
		% within Type of Area	2.7%	8.0%	5.4%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Entertainment or fashion magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Entertainment or fashion magazines	Others listed	Count	169	329	498
		% within Type of Area	28.5%	55.1%	41.8%
	5 Entertainment/fashion magazines	Count	6	28	34
		% within Type of Area	1.0%	4.7%	2.9%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Women's magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Women's magazines	Others listed	Count	169	312	481
		% within Type of Area	28.5%	52.3%	40.4%
	6 Women's magazine	Count	6	45	51
		% within Type of Area	1.0%	7.5%	4.3%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading News and current affairs * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading News and current affairs	Others listed	Count	112	216	328
		% within Type of Area	18.9%	36.2%	27.5%
	7 News and current affairs	Count	63	141	204
		% within Type of Area	10.6%	23.6%	17.1%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I2 A Type of reading Newspapers * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Newspapers	Others listed	Count	76	107	183
		% within Type of Area	12.8%	17.9%	15.4%
	8 Newspaper	Count	99	250	349
		% within Type of Area	16.7%	41.9%	29.3%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Sport magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Sport magazines	Others listed	Count	165	317	482
		% within Type of Area	27.8%	53.1%	40.5%
	9 Sports magazines	Count	10	40	50
		% within Type of Area	1.7%	6.7%	4.2%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I2 A Type of reading Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Type of reading Others	Others listed	Count	172	349	521
		% within Type of Area	29.0%	58.5%	43.7%
	Biography	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Cosomology	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Dz. story Book	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	Dzongkha text	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	History & Geograpy	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Medicine	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	419	240	659
		% within Type of Area	70.5%	40.2%	55.3%
	Nature	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Technically books related to any profession	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I3 A Price of Bhutanese newspapers/magazines * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Price of Bhutanese newspapers/magazines	1 Expensive	Count	31	86	117
		% within Type of Area	5.2%	14.4%	9.8%
	2 Affordable	Count	135	255	390
		% within Type of Area	22.7%	42.7%	32.7%
	3 Cheap	Count	2	14	16
		% within Type of Area	.3%	2.3%	1.3%
	NA	Count	426	242	668
		% within Type of Area	71.7%	40.5%	56.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections News	1 A great deal	Count	142	287	429
		% within Type of Area	23.9%	48.1%	36.0%
	2 Some	Count	11	39	50
		% within Type of Area	1.9%	6.5%	4.2%
	3 A little	Count	3	13	16
		% within Type of Area	.5%	2.2%	1.3%
	4 None	Count	2	8	10
		% within Type of Area	.3%	1.3%	.8%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Editorials/Opinions * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	20	70	90
		% within Type of Area	3.4%	11.7%	7.6%
	2 Some	Count	45	126	171
		% within Type of Area	7.6%	21.1%	14.4%
	3 A little	Count	13	40	53
		% within Type of Area	2.2%	6.7%	4.5%
	4 None	Count	80	111	191
		% within Type of Area	13.5%	18.6%	16.0%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Leisure/Literary * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	20	63	83
		% within Type of Area	3.4%	10.6%	7.0%
	2 Some	Count	50	113	163
		% within Type of Area	8.4%	18.9%	13.7%
	3 A little	Count	14	53	67
		% within Type of Area	2.4%	8.9%	5.6%
	4 None	Count	74	118	192
		% within Type of Area	12.5%	19.8%	16.1%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I4 A Attention paid to newspaper sections Letters to the Eds * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	17	58	75
		% within Type of Area	2.9%	9.7%	6.3%
	2 Some	Count	38	97	135
		% within Type of Area	6.4%	16.2%	11.3%
	3 A little	Count	11	55	66
		% within Type of Area	1.9%	9.2%	5.5%
4 None	Count	92	137	229	
	% within Type of Area	15.5%	22.9%	19.2%	
NA	Count	436	250	686	
	% within Type of Area	73.4%	41.9%	57.6%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Advertisements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	28	72	100
		% within Type of Area	4.7%	12.1%	8.4%
	2 Some	Count	49	113	162
		% within Type of Area	8.2%	18.9%	13.6%
	3 A little	Count	18	61	79
		% within Type of Area	3.0%	10.2%	6.6%
	4 None	Count	63	101	164
		% within Type of Area	10.6%	16.9%	13.8%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Newspaper Supplements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	19	60	79
		% within Type of Area	3.2%	10.1%	6.6%
	2 Some	Count	36	89	125
		% within Type of Area	6.1%	14.9%	10.5%
	3 A little	Count	11	45	56
		% within Type of Area	1.9%	7.5%	4.7%
	4 None	Count	92	153	245
		% within Type of Area	15.5%	25.6%	20.6%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Religious matters * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Religious matters	1 A great deal	Count	73	108	181
		% within Type of Area	12.3%	18.1%	15.2%
	2 Some	Count	42	109	151
		% within Type of Area	7.1%	18.3%	12.7%
	3 A little	Count	10	57	67
		% within Type of Area	1.7%	9.5%	5.6%
	4 None	Count	33	73	106
		% within Type of Area	5.6%	12.2%	8.9%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Sports * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Sports	1 A great deal	Count	28	91	119
		% within Type of Area	4.7%	15.2%	10.0%
	2 Some	Count	44	101	145
		% within Type of Area	7.4%	16.9%	12.2%
	3 A little	Count	17	43	60
		% within Type of Area	2.9%	7.2%	5.0%
	4 None	Count	69	112	181
		% within Type of Area	11.6%	18.8%	15.2%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I4 A Attention paid to newspaper sections Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Attention paid to newspaper sections Others	4 None	Count	158	347	505
		% within Type of Area	26.6%	58.1%	42.4%
	NA	Count	436	250	686
		% within Type of Area	73.4%	41.9%	57.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I5 A Preferred paper News * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper News	1 Bhutan Times	Count	17	52	69
		% within Type of Area	2.9%	8.7%	5.8%
	2 Bhutan Observer	Count	10	13	23
		% within Type of Area	1.7%	2.2%	1.9%
	3 Kuensel	Count	125	262	387
		% within Type of Area	21.0%	43.9%	32.5%
	4 International paper	Count	2	7	9
		% within Type of Area	.3%	1.2%	.8%
	NA	Count	440	263	703
		% within Type of Area	74.1%	44.1%	59.0%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I5 A Preferred paper Editorials/Opinions * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	16	53	69
		% within Type of Area	2.7%	8.9%	5.8%
	2 Bhutan Observer	Count	10	20	30
		% within Type of Area	1.7%	3.4%	2.5%
	3 Kuensel	Count	54	161	215
		% within Type of Area	9.1%	27.0%	18.1%
	4 International paper	Count	0	6	6
		% within Type of Area	.0%	1.0%	.5%
	NA	Count	514	357	871
		% within Type of Area	86.5%	59.8%	73.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I5 A Preferred paper Leisure/Literary * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	17	54	71
		% within Type of Area	2.9%	9.0%	6.0%
	2 Bhutan Observer	Count	10	18	28
		% within Type of Area	1.7%	3.0%	2.4%
	3 Kuensel	Count	59	147	206
		% within Type of Area	9.9%	24.6%	17.3%
	4 International paper	Count	0	19	19
		% within Type of Area	.0%	3.2%	1.6%
	NA	Count	508	359	867
		% within Type of Area	85.5%	60.1%	72.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I5 A Preferred paper Letters to the Eds * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Letters to the Eds	1 Bhutan Times	Count	16	55	71
		% within Type of Area	2.7%	9.2%	6.0%
	2 Bhutan Observer	Count	8	9	17
		% within Type of Area	1.3%	1.5%	1.4%
	3 Kuensel	Count	47	151	198
		% within Type of Area	7.9%	25.3%	16.6%
	4 International paper	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	NA	Count	523	377	900
		% within Type of Area	88.0%	63.1%	75.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I5 A Preferred paper Advertisements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Advertisements	1 Bhutan Times	Count	19	55	74
		% within Type of Area	3.2%	9.2%	6.2%
	2 Bhutan Observer	Count	8	13	21
		% within Type of Area	1.3%	2.2%	1.8%
	3 Kuensel	Count	70	167	237
		% within Type of Area	11.8%	28.0%	19.9%
	4 International paper	Count	0	14	14
		% within Type of Area	.0%	2.3%	1.2%
	NA	Count	497	348	845
		% within Type of Area	83.7%	58.3%	70.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I5 A Preferred paper Newspaper Supplements * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	15	32	47
		% within Type of Area	2.5%	5.4%	3.9%
	2 Bhutan Observer	Count	5	10	15
		% within Type of Area	.8%	1.7%	1.3%
	3 Kuensel	Count	45	146	191
		% within Type of Area	7.6%	24.5%	16.0%
	4 International paper	Count	1	15	16
		% within Type of Area	.2%	2.5%	1.3%
	NA	Count	528	394	922
		% within Type of Area	88.9%	66.0%	77.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I5 A Preferred paper Religious matters * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Religious matters	1 Bhutan Times	Count	25	42	67
		% within Type of Area	4.2%	7.0%	5.6%
	2 Bhutan Observer	Count	12	34	46
		% within Type of Area	2.0%	5.7%	3.9%
	3 Kuensel	Count	89	189	278
		% within Type of Area	15.0%	31.7%	23.3%
	4 International paper	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	NA	Count	468	325	793
		% within Type of Area	78.8%	54.4%	66.6%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I5 A Preferred paper Sports * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Sports	1 Bhutan Times	Count	25	52	77
		% within Type of Area	4.2%	8.7%	6.5%
	2 Bhutan Observer	Count	7	11	18
		% within Type of Area	1.2%	1.8%	1.5%
	3 Kuensel	Count	53	107	160
		% within Type of Area	8.9%	17.9%	13.4%
	4 International paper	Count	8	68	76
		% within Type of Area	1.3%	11.4%	6.4%
	NA	Count	501	359	860
		% within Type of Area	84.3%	60.1%	72.2%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I5 A Preferred paper Others * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Preferred paper Others	1 Bhutan Times	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	3 Kuensel	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	4 International paper	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	NA	Count	590	588	1178
		% within Type of Area	99.3%	98.5%	98.9%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

I6 A Sharing Newspaper * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Sharing Newspaper	0	Count	36	62	98
		% within Type of Area	6.1%	10.4%	8.2%
	1	Count	29	62	91
		% within Type of Area	4.9%	10.4%	7.6%
	10	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	13	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	2	Count	39	100	139
		% within Type of Area	6.6%	16.8%	11.7%
	20	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	3	Count	24	49	73
		% within Type of Area	4.0%	8.2%	6.1%
	4	Count	8	27	35
		% within Type of Area	1.3%	4.5%	2.9%
	5	Count	10	23	33
		% within Type of Area	1.7%	3.9%	2.8%
	6	Count	4	7	11
		% within Type of Area	.7%	1.2%	.9%
	7	Count	2	4	6
		% within Type of Area	.3%	.7%	.5%
	8	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	everyone	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	from office	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	lots	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	many	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	436	248	684
		% within Type of Area	73.4%	41.5%	57.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

I. Print Media Specifics by Education

I1 E Languages used for reading Cannot read * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Languages used for reading Cannot read	Others listed	Count	48	28	85	171	100	3	47
		% within Education	8.6%	41.8%	61.2%	84.7%	89.3%	100.0%	95.9%
	1 Cannot Read	Count	502	19	26	13	4	0	0
		% within Education	90.5%	28.4%	18.7%	6.4%	3.6%	.0%	.0%
	NA	Count	5	20	28	18	8	0	2
		% within Education	.9%	29.9%	20.1%	8.9%	7.1%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Cannot read * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Languages used for reading Cannot read	Others listed	Count	40	7	3	532
		% within Education	85.1%	63.6%	50.0%	44.7%
	1 Cannot Read	Count	5	1	1	571
		% within Education	10.6%	9.1%	16.7%	47.9%
	NA	Count	2	3	2	88
		% within Education	4.3%	27.3%	33.3%	7.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Do not read * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Languages used for reading Do not read	Others listed	Count	48	28	85	171	100	3	47
		% within Education	8.6%	41.8%	61.2%	84.7%	89.3%	100.0%	95.9%
	2 Do not read	Count	5	20	28	18	8	0	2
		% within Education	.9%	29.9%	20.1%	8.9%	7.1%	.0%	4.1%
	NA	Count	502	19	26	13	4	0	0
		% within Education	90.5%	28.4%	18.7%	6.4%	3.6%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Do not read * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	
Languages used for reading Do not read	Others listed	Count	40	7	3	532
		% within Education	85.1%	63.6%	50.0%	44.7%
	2 Do not read	Count	2	3	2	88
		% within Education	4.3%	27.3%	33.3%	7.4%
	NA	Count	5	1	1	571
		% within Education	10.6%	9.1%	16.7%	47.9%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

I1 E Languages used for reading Dzongkha * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Languages used for reading Dzongkha	Others listed	Count	15	3	43	115	76	1
		% within Education	2.7%	4.5%	30.9%	56.9%	67.9%	33.3%
	3 Dzongkha	Count	33	25	42	56	24	2
		% within Education	5.9%	37.3%	30.2%	27.7%	21.4%	66.7%
	NA	Count	507	39	54	31	12	0
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I1 E Languages used for reading Dzongkha * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Languages used for reading Dzongkha	Others listed	Count	30	8	3	2	296
		% within Education	61.2%	17.0%	27.3%	33.3%	24.9%
	3 Dzongkha	Count	17	32	4	1	236
		% within Education	34.7%	68.1%	36.4%	16.7%	19.8%
	NA	Count	2	7	4	3	659
		% within Education	4.1%	14.9%	36.4%	50.0%	55.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I1 E Languages used for reading English * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Languages used for reading English	Others listed	Count	34	26	32	29	5	1	6
		% within Education	6.1%	38.8%	23.0%	14.4%	4.5%	33.3%	12.2%
	4 English	Count	14	2	53	142	95	2	41
		% within Education	2.5%	3.0%	38.1%	70.3%	84.8%	66.7%	83.7%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I1 E Languages used for reading English * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Languages used for reading English	Others listed	Count	40	4	1	178
		% within Education	85.1%	36.4%	16.7%	14.9%
	4 English	Count	0	3	2	354
		% within Education	.0%	27.3%	33.3%	29.7%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Chokey * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Languages used for reading Chokey	Others listed	Count	45	27	84	167	98	3	41
		% within Education	8.1%	40.3%	60.4%	82.7%	87.5%	100.0%	83.7%
	5 Chokey	Count	3	1	1	4	2	0	6
		% within Education	.5%	1.5%	.7%	2.0%	1.8%	.0%	12.2%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I1 E Languages used for reading Chokey * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Languages used for reading Chokey	Others listed	Count	29	7	3	504
		% within Education	61.7%	63.6%	50.0%	42.3%
	5 Chokey	Count	11	0	0	28
		% within Education	23.4%	.0%	.0%	2.4%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Others * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Languages used for reading Others	Others listed	Count	45	27	85	171	99	3	47	40
		% within Education	8.1%	40.3%	61.2%	84.7%	88.4%	100.0%	95.9%	85.1%
	Hindi	Count	1	0	0	0	1	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.9%	.0%	.0%	.0%
	NA	Count	507	39	54	31	12	0	2	7
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%	14.9%
Nepali	Count	2	1	0	0	0	0	0	0	
	% within Education	.4%	1.5%	.0%	.0%	.0%	.0%	.0%	.0%	
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 E Languages used for reading Others * Education Crosstabulation

			Education		Total
			PP upto Class 5	Upto Class 8	
Languages used for reading Others	Others listed	Count	7	3	527
		% within Education	63.6%	50.0%	44.2%
	Hindi	Count	0	0	2
		% within Education	.0%	.0%	.2%
	NA	Count	4	3	659
		% within Education	36.4%	50.0%	55.3%
	Nepali	Count	0	0	3
		% within Education	.0%	.0%	.3%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

I2 E Type of reading Academic books * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading Academic books	Others listed	Count	42	23	79	154	83	3	40
		% within Education	7.6%	34.3%	56.8%	76.2%	74.1%	100.0%	81.6%
	1 Academic books	Count	6	5	6	17	17	0	7
		% within Education	1.1%	7.5%	4.3%	8.4%	15.2%	.0%	14.3%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Academic books * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading Academic books	Others listed	Count	36	7	3	470
		% within Education	76.6%	63.6%	50.0%	39.5%
	1 Academic books	Count	4	0	0	62
		% within Education	8.5%	.0%	.0%	5.2%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Novels(fiction) * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading Novels(fiction)	Others listed	Count	44	26	76	120	72	3	36
		% within Education	7.9%	38.8%	54.7%	59.4%	64.3%	100.0%	73.5%
	2 Novel(fiction)	Count	4	2	9	51	28	0	11
		% within Education	.7%	3.0%	6.5%	25.2%	25.0%	.0%	22.4%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Novels(fiction) * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading Novels(fiction)	Others listed	Count	37	7	2	423
		% within Education	78.7%	63.6%	33.3%	35.5%
	2 Novel(fiction)	Count	3	0	1	109
		% within Education	6.4%	.0%	16.7%	9.2%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading Religious texts * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading Religious texts	Others listed	Count	20	4	42	121	84	1	36
		% within Education	3.6%	6.0%	30.2%	59.9%	75.0%	33.3%	73.5%
	3 Religious text	Count	28	24	43	50	16	2	11
		% within Education	5.0%	35.8%	30.9%	24.8%	14.3%	66.7%	22.4%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading Religious texts * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading Religious texts	Others listed	Count	3	4	2	317
		% within Education	6.4%	36.4%	33.3%	26.6%
	3 Religious text	Count	37	3	1	215
		% within Education	78.7%	27.3%	16.7%	18.1%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Comics * Education Crosstabulation

			Education							
									7 University(b achelor's or higher)	
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational		8 Religious
Type of reading Comics	Others listed	Count	47	25	67	146	91	3	45	37
		% within Education	8.5%	37.3%	48.2%	72.3%	81.3%	100.0%	91.8%	78.7%
	4 Comics	Count	1	3	18	25	9	0	2	3
		% within Education	.2%	4.5%	12.9%	12.4%	8.0%	.0%	4.1%	6.4%
	NA	Count	507	39	54	31	12	0	2	7
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%	14.9%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Comics * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Type of reading Comics	Others listed	Count	5	2	468
		% within Education	45.5%	33.3%	39.3%
	4 Comics	Count	2	1	64
		% within Education	18.2%	16.7%	5.4%
	NA	Count	4	3	659
		% within Education	36.4%	50.0%	55.3%
Total	Count	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	

I2 E Type of reading Entertainment or fashion magazines * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Type of reading Entertainment or fashion magazines	Others listed	Count	48	26	82	153	95	3
		% within Education	8.6%	38.8%	59.0%	75.7%	84.8%	100.0%
	5 Entertainment/fashion magazines	Count	0	2	3	18	5	0
		% within Education	.0%	3.0%	2.2%	8.9%	4.5%	.0%
	NA	Count	507	39	54	31	12	0
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Entertainment or fashion magazines * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Type of reading Entertainment or fashion magazines	Others listed	Count	41	40	7	3	498
		% within Education	83.7%	85.1%	63.6%	50.0%	41.8%
	5 Entertainment/fashion magazines	Count	6	0	0	0	34
		% within Education	12.2%	.0%	.0%	.0%	2.9%
	NA	Count	2	7	4	3	659
		% within Education	4.1%	14.9%	36.4%	50.0%	55.3%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Women's magazines * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Type of reading Women's magazines	Others listed	Count	45	27	79	149	85	3
		% within Education	8.1%	40.3%	56.8%	73.8%	75.9%	100.0%
	6 Women's magazine	Count	3	1	6	22	15	0
		% within Education	.5%	1.5%	4.3%	10.9%	13.4%	.0%
	NA	Count	507	39	54	31	12	0
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading Women's magazines * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Type of reading Women's magazines	Others listed	Count	44	40	7	2	481
		% within Education	89.8%	85.1%	63.6%	33.3%	40.4%
	6 Women's magazine	Count	3	0	0	1	51
		% within Education	6.1%	.0%	.0%	16.7%	4.3%
	NA	Count	2	7	4	3	659
		% within Education	4.1%	14.9%	36.4%	50.0%	55.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading News and current affairs * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading News and current affairs	Others listed	Count	32	21	57	103	57	2	21
		% within Education	5.8%	31.3%	41.0%	51.0%	50.9%	66.7%	42.9%
	7 News and current affairs	Count	16	7	28	68	43	1	26
		% within Education	2.9%	10.4%	20.1%	33.7%	38.4%	33.3%	53.1%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading News and current affairs * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading News and current affairs	Others listed	Count	27	5	3	328
		% within Education	57.4%	45.5%	50.0%	27.5%
	7 News and current affairs	Count	13	2	0	204
		% within Education	27.7%	18.2%	.0%	17.1%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Newspapers * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading Newspapers	Others listed	Count	14	10	27	51	39	2	16
		% within Education	2.5%	14.9%	19.4%	25.2%	34.8%	66.7%	32.7%
	8 Newspaper	Count	34	18	58	120	61	1	31
		% within Education	6.1%	26.9%	41.7%	59.4%	54.5%	33.3%	63.3%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Newspapers * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading Newspapers	Others listed	Count	23	1	0	183
		% within Education	48.9%	9.1%	.0%	15.4%
	8 Newspaper	Count	17	6	3	349
		% within Education	36.2%	54.5%	50.0%	29.3%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Sport magazines * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Type of reading Sport magazines	Others listed	Count	48	28	78	147	88	3
		% within Education	8.6%	41.8%	56.1%	72.8%	78.6%	100.0%
	9 Sports magazines	Count	0	0	7	24	12	0
		% within Education	.0%	.0%	5.0%	11.9%	10.7%	.0%
	NA	Count	507	39	54	31	12	0
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading Sport magazines * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Type of reading Sport magazines	Others listed	Count	40	40	7	3	482
		% within Education	81.6%	85.1%	63.6%	50.0%	40.5%
	9 Sports magazines	Count	7	0	0	0	50
		% within Education	14.3%	.0%	.0%	.0%	4.2%
	NA	Count	2	7	4	3	659
		% within Education	4.1%	14.9%	36.4%	50.0%	55.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 E Type of reading Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Type of reading Others	Others listed	Count	48	25	85	168	98	2	46
		% within Education	8.6%	37.3%	61.2%	83.2%	87.5%	66.7%	93.9%
	Biography	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	Cosomology	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Dz. story Book	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Dzongkha text	Count	0	3	0	0	0	0	0
		% within Education	.0%	4.5%	.0%	.0%	.0%	.0%	.0%
	History & Geograpy	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	Medicine	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	NA	Count	507	39	54	31	12	0	2
		% within Education	91.4%	58.2%	38.8%	15.3%	10.7%	.0%	4.1%
	Nature	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Technically books related to any profession	Count	0	0	0	0	0	1	0
		% within Education	.0%	.0%	.0%	.0%	.0%	33.3%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 E Type of reading Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Type of reading Others	Others listed	Count	39	7	3	521
		% within Education	83.0%	63.6%	50.0%	43.7%
	Biography	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Cosomology	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Dz. story Book	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Dzongkha text	Count	1	0	0	4
		% within Education	2.1%	.0%	.0%	.3%
	History & Geograpy	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Medicine	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	7	4	3	659
		% within Education	14.9%	36.4%	50.0%	55.3%
	Nature	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Technically books related to any profession	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

I3 E Price of Bhutanese newspapers/magazines * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Price of Bhutanese newspapers/magazines	1 Expensive	Count	13	2	15	34	27	2	14
		% within Education	2.3%	3.0%	10.8%	16.8%	24.1%	66.7%	28.6%
	2 Affordable	Count	34	26	66	129	69	1	31
		% within Education	6.1%	38.8%	47.5%	63.9%	61.6%	33.3%	63.3%
	3 Cheap	Count	0	0	2	8	3	0	2
		% within Education	.0%	.0%	1.4%	4.0%	2.7%	.0%	4.1%
	NA	Count	508	39	56	31	13	0	2
		% within Education	91.5%	58.2%	40.3%	15.3%	11.6%	.0%	4.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

13 E Price of Bhutanese newspapers/magazines * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Price of Bhutanese newspapers/magazines	1 Expensive	Count	8	2	0	117
		% within Education	17.0%	18.2%	.0%	9.8%
	2 Affordable	Count	27	5	2	390
		% within Education	57.4%	45.5%	33.3%	32.7%
	3 Cheap	Count	0	0	1	16
		% within Education	.0%	.0%	16.7%	1.3%
	NA	Count	12	4	3	668
		% within Education	25.5%	36.4%	50.0%	56.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

14 E Attention paid to newspaper sections News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to newspaper sections News	1 A great deal	Count	37	18	66	144	84	2	44
		% within Education	6.7%	26.9%	47.5%	71.3%	75.0%	66.7%	89.8%
	2 Some	Count	5	5	10	17	9	0	0
		% within Education	.9%	7.5%	7.2%	8.4%	8.0%	.0%	.0%
	3 A little	Count	0	1	4	4	3	1	2
	% within Education	.0%	1.5%	2.9%	2.0%	2.7%	33.3%	4.1%	
	4 None	Count	1	1	2	3	2	0	0
	% within Education	.2%	1.5%	1.4%	1.5%	1.8%	.0%	.0%	
	NA	Count	512	42	57	34	14	0	3
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections News * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to newspaper sections News	1 A great deal	Count	24	7	3	429
		% within Education	51.1%	63.6%	50.0%	36.0%
	2 Some	Count	4	0	0	50
		% within Education	8.5%	.0%	.0%	4.2%
	3 A little	Count	1	0	0	16
		% within Education	2.1%	.0%	.0%	1.3%
	4 None	Count	1	0	0	10
		% within Education	2.1%	.0%	.0%	.8%
	NA	Count	17	4	3	686
		% within Education	36.2%	36.4%	50.0%	57.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Editorials/Opinions * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	6	1	9	23	26	1	18
		% within Education	1.1%	1.5%	6.5%	11.4%	23.2%	33.3%	36.7%
	2 Some	Count	14	11	26	63	32	0	15
		% within Education	2.5%	16.4%	18.7%	31.2%	28.6%	.0%	30.6%
	3 A little	Count	2	0	4	23	13	0	6
		% within Education	.4%	.0%	2.9%	11.4%	11.6%	.0%	12.2%
	4 None	Count	21	13	43	59	27	2	7
		% within Education	3.8%	19.4%	30.9%	29.2%	24.1%	66.7%	14.3%
	NA	Count	512	42	57	34	14	0	3
		% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Editorials/Opinions * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	4	1	1	90
		% within Education	8.5%	9.1%	16.7%	7.6%
	2 Some	Count	8	2	0	171
		% within Education	17.0%	18.2%	.0%	14.4%
	3 A little	Count	4	1	0	53
		% within Education	8.5%	9.1%	.0%	4.5%
4 None	Count	14	3	2	191	
	% within Education	29.8%	27.3%	33.3%	16.0%	
NA	Count	17	4	3	686	
	% within Education	36.2%	36.4%	50.0%	57.6%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Leisure/Literary * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	5	0	9	35	19	1
		% within Education	.9%	.0%	6.5%	17.3%	17.0%	33.3%
	2 Some	Count	13	6	26	53	36	0
		% within Education	2.3%	9.0%	18.7%	26.2%	32.1%	.0%
	3 A little	Count	4	3	5	28	13	2
		% within Education	.7%	4.5%	3.6%	13.9%	11.6%	66.7%
4 None	Count	21	16	42	52	30	0	
	% within Education	3.8%	23.9%	30.2%	25.7%	26.8%	.0%	
NA	Count	512	42	57	34	14	0	
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 E Attention paid to newspaper sections Leisure/Literary * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	10	4	0	0	83
		% within Education	20.4%	8.5%	.0%	.0%	7.0%
	2 Some	Count	14	11	2	2	163
		% within Education	28.6%	23.4%	18.2%	33.3%	13.7%
	3 A little	Count	9	2	1	0	67
		% within Education	18.4%	4.3%	9.1%	.0%	5.6%
	4 None	Count	13	13	4	1	192
		% within Education	26.5%	27.7%	36.4%	16.7%	16.1%
	NA	Count	3	17	4	3	686
		% within Education	6.1%	36.2%	36.4%	50.0%	57.6%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Letters to the Eds * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	4	1	8	26	20	0	13
		% within Education	.7%	1.5%	5.8%	12.9%	17.9%	.0%	26.5%
	2 Some	Count	13	4	20	46	26	0	14
		% within Education	2.3%	6.0%	14.4%	22.8%	23.2%	.0%	28.6%
	3 A little	Count	0	2	6	25	16	1	11
		% within Education	.0%	3.0%	4.3%	12.4%	14.3%	33.3%	22.4%
4 None	Count	26	18	48	71	36	2	8	
	% within Education	4.7%	26.9%	34.5%	35.1%	32.1%	66.7%	16.3%	
NA	Count	512	42	57	34	14	0	3	
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Letters to the Eds * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	3	0	0	75
		% within Education	6.4%	.0%	.0%	6.3%
	2 Some	Count	8	3	1	135
		% within Education	17.0%	27.3%	16.7%	11.3%
	3 A little	Count	4	1	0	66
		% within Education	8.5%	9.1%	.0%	5.5%
	4 None	Count	15	3	2	229
		% within Education	31.9%	27.3%	33.3%	19.2%
NA	Count	17	4	3	686	
	% within Education	36.2%	36.4%	50.0%	57.6%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Advertisements * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Attention paid to newspaper sections Advertisements	1 A great deal	Count	5	0	12	43	23	0
		% within Education	.9%	.0%	8.6%	21.3%	20.5%	.0%
	2 Some	Count	17	7	24	53	35	1
		% within Education	3.1%	10.4%	17.3%	26.2%	31.3%	33.3%
	3 A little	Count	3	2	10	31	17	1
		% within Education	.5%	3.0%	7.2%	15.3%	15.2%	33.3%
	4 None	Count	18	16	36	41	23	1
		% within Education	3.2%	23.9%	25.9%	20.3%	20.5%	33.3%
	NA	Count	512	42	57	34	14	0
		% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Advertisements * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	9	6	1	1	100
		% within Education	18.4%	12.8%	9.1%	16.7%	8.4%
	2 Some	Count	14	8	2	1	162
		% within Education	28.6%	17.0%	18.2%	16.7%	13.6%
	3 A little	Count	10	4	1	0	79
		% within Education	20.4%	8.5%	9.1%	.0%	6.6%
4 None	Count	13	12	3	1		164
	% within Education	26.5%	25.5%	27.3%	16.7%		13.8%
NA	Count	3	17	4	3		686
	% within Education	6.1%	36.2%	36.4%	50.0%		57.6%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Newspaper Supplements * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	5	1	8	30	24	0	9
		% within Education	.9%	1.5%	5.8%	14.9%	21.4%	.0%	18.4%
	2 Some	Count	9	3	22	45	20	0	13
		% within Education	1.6%	4.5%	15.8%	22.3%	17.9%	.0%	26.5%
	3 A little	Count	2	3	9	18	14	0	8
		% within Education	.4%	4.5%	6.5%	8.9%	12.5%	.0%	16.3%
4 None	Count	27	18	43	75	40	3		16
	% within Education	4.9%	26.9%	30.9%	37.1%	35.7%	100.0%		32.7%
NA	Count	512	42	57	34	14	0		3
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%		6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Newspaper Supplements * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	1	1	0	79
		% within Education	2.1%	9.1%	.0%	6.6%
	2 Some	Count	9	2	2	125
		% within Education	19.1%	18.2%	33.3%	10.5%
	3 A little	Count	2	0	0	56
		% within Education	4.3%	.0%	.0%	4.7%
	4 None	Count	18	4	1	245
		% within Education	38.3%	36.4%	16.7%	20.6%
	NA	Count	17	4	3	686
		% within Education	36.2%	36.4%	50.0%	57.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Religious matters * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to newspaper sections Religious matters	1 A great deal	Count	16	14	29	55	29	3	12
		% within Education	2.9%	20.9%	20.9%	27.2%	25.9%	100.0%	24.5%
	2 Some	Count	11	4	25	52	33	0	17
		% within Education	2.0%	6.0%	18.0%	25.7%	29.5%	.0%	34.7%
	3 A little	Count	4	3	6	29	16	0	8
		% within Education	.7%	4.5%	4.3%	14.4%	14.3%	.0%	16.3%
4 None	Count	12	4	22	32	20	0	9	
	% within Education	2.2%	6.0%	15.8%	15.8%	17.9%	.0%	18.4%	
NA	Count	512	42	57	34	14	0	3	
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Religious matters * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Religious matters	1 A great deal	Count	17	5	1	181
		% within Education	36.2%	45.5%	16.7%	15.2%
	2 Some	Count	7	1	1	151
		% within Education	14.9%	9.1%	16.7%	12.7%
	3 A little	Count	0	0	1	67
		% within Education	.0%	.0%	16.7%	5.6%
	4 None	Count	6	1	0	106
		% within Education	12.8%	9.1%	.0%	8.9%
NA	Count	17	4	3	686	
	% within Education	36.2%	36.4%	50.0%	57.6%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Sports * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to newspaper sections Sports	1 A great deal	Count	8	0	16	41	36	1	13
		% within Education	1.4%	.0%	11.5%	20.3%	32.1%	33.3%	26.5%
	2 Some	Count	12	6	25	49	30	1	15
		% within Education	2.2%	9.0%	18.0%	24.3%	26.8%	33.3%	30.6%
	3 A little	Count	3	1	9	19	15	0	9
		% within Education	.5%	1.5%	6.5%	9.4%	13.4%	.0%	18.4%
	4 None	Count	20	18	32	59	17	1	9
		% within Education	3.6%	26.9%	23.0%	29.2%	15.2%	33.3%	18.4%
NA	Count	512	42	57	34	14	0	3	
	% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Sports * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Sports	1 A great deal	Count	4	0	0	119
		% within Education	8.5%	.0%	.0%	10.0%
	2 Some	Count	3	3	1	145
		% within Education	6.4%	27.3%	16.7%	12.2%
	3 A little	Count	3	1	0	60
		% within Education	6.4%	9.1%	.0%	5.0%
	4 None	Count	20	3	2	181
		% within Education	42.6%	27.3%	33.3%	15.2%
NA	Count	17	4	3	686	
	% within Education	36.2%	36.4%	50.0%	57.6%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Attention paid to newspaper sections Others	4 None	Count	43	25	82	168	98	3	46
		% within Education	7.7%	37.3%	59.0%	83.2%	87.5%	100.0%	93.9%
	NA	Count	512	42	57	34	14	0	3
		% within Education	92.3%	62.7%	41.0%	16.8%	12.5%	.0%	6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 E Attention paid to newspaper sections Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Attention paid to newspaper sections Others	4 None	Count	30	7	3	505
		% within Education	63.8%	63.6%	50.0%	42.4%
	NA	Count	17	4	3	686
		% within Education	36.2%	36.4%	50.0%	57.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper News * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Preferred paper News	1 Bhutan Times	Count	8	4	5	27	18	1	3
		% within Education	1.4%	6.0%	3.6%	13.4%	16.1%	33.3%	6.1%
	2 Bhutan Observer	Count	0	0	5	8	3	0	2
		% within Education	.0%	.0%	3.6%	4.0%	2.7%	.0%	4.1%
	3 Kuensel	Count	32	18	67	126	72	2	39
		% within Education	5.8%	26.9%	48.2%	62.4%	64.3%	66.7%	79.6%
	4 International paper	Count	2	1	1	1	2	0	2
		% within Education	.4%	1.5%	.7%	.5%	1.8%	.0%	4.1%
	NA	Count	513	44	61	40	17	0	3
		% within Education	92.4%	65.7%	43.9%	19.8%	15.2%	.0%	6.1%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper News * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Preferred paper News	1 Bhutan Times	Count	1	2	0	69
		% within Education	2.1%	18.2%	.0%	5.8%
	2 Bhutan Observer	Count	3	2	0	23
		% within Education	6.4%	18.2%	.0%	1.9%
	3 Kuensel	Count	25	3	3	387
		% within Education	53.2%	27.3%	50.0%	32.5%
	4 International paper	Count	0	0	0	9
		% within Education	.0%	.0%	.0%	.8%
	NA	Count	18	4	3	703
		% within Education	38.3%	36.4%	50.0%	59.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Editorials/Opinions * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	3	3	6	21	23	0
		% within Education	.5%	4.5%	4.3%	10.4%	20.5%	.0%
	2 Bhutan Observer	Count	1	0	3	16	4	0
		% within Education	.2%	.0%	2.2%	7.9%	3.6%	.0%
	3 Kuensel	Count	19	8	32	71	41	3
		% within Education	3.4%	11.9%	23.0%	35.1%	36.6%	100.0%
	4 International paper	Count	0	1	2	0	3	0
		% within Education	.0%	1.5%	1.4%	.0%	2.7%	.0%
	NA	Count	532	55	96	94	41	0
		% within Education	95.9%	82.1%	69.1%	46.5%	36.6%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Editorials/Opinions * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	10	1	2	0	69
		% within Education	20.4%	2.1%	18.2%	.0%	5.8%
	2 Bhutan Observer	Count	2	2	2	0	30
		% within Education	4.1%	4.3%	18.2%	.0%	2.5%
	3 Kuensel	Count	27	13	0	1	215
		% within Education	55.1%	27.7%	.0%	16.7%	18.1%
	4 International paper	Count	0	0	0	0	6
		% within Education	.0%	.0%	.0%	.0%	.5%
	NA	Count	10	31	7	5	871
		% within Education	20.4%	66.0%	63.6%	83.3%	73.1%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Leisure/Literary * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Preferred paper Leisure/Literary	1 Bhutan Times	Count	4	2	6	27	20	0
		% within Education	.7%	3.0%	4.3%	13.4%	17.9%	.0%
	2 Bhutan Observer	Count	1	0	2	13	6	0
		% within Education	.2%	.0%	1.4%	6.4%	5.4%	.0%
	3 Kuensel	Count	19	7	33	72	38	3
		% within Education	3.4%	10.4%	23.7%	35.6%	33.9%	100.0%
	4 International paper	Count	1	0	3	5	7	0
		% within Education	.2%	.0%	2.2%	2.5%	6.3%	.0%
	NA	Count	530	58	95	85	41	0
		% within Education	95.5%	86.6%	68.3%	42.1%	36.6%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Leisure/Literary * Education Crosstabulation

			Education				
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	10	1	1	0	71
		% within Education	20.4%	2.1%	9.1%	.0%	6.0%
	2 Bhutan Observer	Count	2	2	2	0	28
		% within Education	4.1%	4.3%	18.2%	.0%	2.4%
	3 Kuensel	Count	18	14	0	2	206
		% within Education	36.7%	29.8%	.0%	33.3%	17.3%
	4 International paper	Count	3	0	0	0	19
		% within Education	6.1%	.0%	.0%	.0%	1.6%
	NA	Count	16	30	8	4	867
		% within Education	32.7%	63.8%	72.7%	66.7%	72.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Letters to the Eds * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Preferred paper Letters to the Eds	1 Bhutan Times	Count	5	2	3	30	19	0	8
		% within Education	.9%	3.0%	2.2%	14.9%	17.0%	.0%	16.3%
	2 Bhutan Observer	Count	1	0	2	6	5	0	1
		% within Education	.2%	.0%	1.4%	3.0%	4.5%	.0%	2.0%
	3 Kuensel	Count	16	7	33	62	37	2	28
		% within Education	2.9%	10.4%	23.7%	30.7%	33.0%	66.7%	57.1%
	4 International paper	Count	0	0	1	2	1	0	1
		% within Education	.0%	.0%	.7%	1.0%	.9%	.0%	2.0%
	NA	Count	533	58	100	102	50	1	11
		% within Education	96.0%	86.6%	71.9%	50.5%	44.6%	33.3%	22.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Letters to the Eds * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Preferred paper Letters to the Eds	1 Bhutan Times	Count	1	3	0	71
		% within Education	2.1%	27.3%	.0%	6.0%
	2 Bhutan Observer	Count	2	0	0	17
		% within Education	4.3%	.0%	.0%	1.4%
	3 Kuensel	Count	11	1	1	198
		% within Education	23.4%	9.1%	16.7%	16.6%
	4 International paper	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	NA	Count	33	7	5	900
		% within Education	70.2%	63.6%	83.3%	75.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Advertisements * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Preferred paper Advertisements	1 Bhutan Times	Count	3	1	6	31	23	1
		% within Education	.5%	1.5%	4.3%	15.3%	20.5%	33.3%
	2 Bhutan Observer	Count	1	1	3	7	4	0
		% within Education	.2%	1.5%	2.2%	3.5%	3.6%	.0%
	3 Kuensel	Count	20	8	38	82	44	2
		% within Education	3.6%	11.9%	27.3%	40.6%	39.3%	66.7%
	4 International paper	Count	0	0	3	4	4	0
		% within Education	.0%	.0%	2.2%	2.0%	3.6%	.0%
	NA	Count	531	57	89	78	37	0
		% within Education	95.7%	85.1%	64.0%	38.6%	33.0%	.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Advertisements * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Preferred paper Advertisements	1 Bhutan Times	Count	7	1	1	0	74
		% within Education	14.3%	2.1%	9.1%	.0%	6.2%
	2 Bhutan Observer	Count	3	2	0	0	21
		% within Education	6.1%	4.3%	.0%	.0%	1.8%
	3 Kuensel	Count	22	16	3	2	237
		% within Education	44.9%	34.0%	27.3%	33.3%	19.9%
	4 International paper	Count	3	0	0	0	14
		% within Education	6.1%	.0%	.0%	.0%	1.2%
	NA	Count	14	28	7	4	845
		% within Education	28.6%	59.6%	63.6%	66.7%	70.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Newspaper Supplements * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	3	1	5	22	9	0
		% within Education	.5%	1.5%	3.6%	10.9%	8.0%	.0%
	2 Bhutan Observer	Count	1	0	3	6	4	0
		% within Education	.2%	.0%	2.2%	3.0%	3.6%	.0%
	3 Kuensel	Count	15	8	29	62	44	1
		% within Education	2.7%	11.9%	20.9%	30.7%	39.3%	33.3%
	4 International paper	Count	0	0	3	5	2	0
		% within Education	.0%	.0%	2.2%	2.5%	1.8%	.0%
	NA	Count	536	58	99	107	53	2
		% within Education	96.6%	86.6%	71.2%	53.0%	47.3%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Newspaper Supplements * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	4	1	2	0	47
		% within Education	8.2%	2.1%	18.2%	.0%	3.9%
	2 Bhutan Observer	Count	0	1	0	0	15
		% within Education	.0%	2.1%	.0%	.0%	1.3%
	3 Kuensel	Count	20	9	1	2	191
		% within Education	40.8%	19.1%	9.1%	33.3%	16.0%
	4 International paper	Count	6	0	0	0	16
		% within Education	12.2%	.0%	.0%	.0%	1.3%
	NA	Count	19	36	8	4	922
		% within Education	38.8%	76.6%	72.7%	66.7%	77.4%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Religious matters * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Preferred paper Religious matters	1 Bhutan Times	Count	4	2	8	26	17	0
		% within Education	.7%	3.0%	5.8%	12.9%	15.2%	.0%
	2 Bhutan Observer	Count	2	1	6	15	15	0
		% within Education	.4%	1.5%	4.3%	7.4%	13.4%	.0%
	3 Kuensel	Count	25	16	46	92	45	3
		% within Education	4.5%	23.9%	33.1%	45.5%	40.2%	100.0%
	4 International paper	Count	0	1	2	1	1	0
		% within Education	.0%	1.5%	1.4%	.5%	.9%	.0%
	NA	Count	524	47	77	68	34	0
		% within Education	94.4%	70.1%	55.4%	33.7%	30.4%	.0%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Religious matters * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Preferred paper Religious matters	1 Bhutan Times	Count	7	1	2	0	67
		% within Education	14.3%	2.1%	18.2%	.0%	5.6%
	2 Bhutan Observer	Count	4	2	0	1	46
		% within Education	8.2%	4.3%	.0%	16.7%	3.9%
	3 Kuensel	Count	24	21	4	2	278
		% within Education	49.0%	44.7%	36.4%	33.3%	23.3%
	4 International paper	Count	2	0	0	0	7
		% within Education	4.1%	.0%	.0%	.0%	.6%
	NA	Count	12	23	5	3	793
		% within Education	24.5%	48.9%	45.5%	50.0%	66.6%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Sports * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Preferred paper Sports	1 Bhutan Times	Count	4	2	10	28	21	0	8
		% within Education	.7%	3.0%	7.2%	13.9%	18.8%	.0%	16.3%
	2 Bhutan Observer	Count	2	0	1	7	6	0	1
		% within Education	.4%	.0%	.7%	3.5%	5.4%	.0%	2.0%
	3 Kuensel	Count	18	7	31	55	27	2	10
		% within Education	3.2%	10.4%	22.3%	27.2%	24.1%	66.7%	20.4%
	4 International paper	Count	0	0	11	18	26	0	19
		% within Education	.0%	.0%	7.9%	8.9%	23.2%	.0%	38.8%
	NA	Count	531	58	86	94	32	1	11
		% within Education	95.7%	86.6%	61.9%	46.5%	28.6%	33.3%	22.4%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Sports * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Preferred paper Sports	1 Bhutan Times	Count	3	1	0	77
		% within Education	6.4%	9.1%	.0%	6.5%
	2 Bhutan Observer	Count	1	0	0	18
		% within Education	2.1%	.0%	.0%	1.5%
	3 Kuensel	Count	8	1	1	160
		% within Education	17.0%	9.1%	16.7%	13.4%
	4 International paper	Count	0	2	0	76
		% within Education	.0%	18.2%	.0%	6.4%
	NA	Count	35	7	5	860
		% within Education	74.5%	63.6%	83.3%	72.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

I5 E Preferred paper Others * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Preferred paper Others	1 Bhutan Times	Count	0	0	1	0	1	0	0
		% within Education	.0%	.0%	.7%	.0%	.9%	.0%	.0%
	3 Kuensel	Count	2	0	0	2	0	0	1
		% within Education	.4%	.0%	.0%	1.0%	.0%	.0%	2.0%
	4 International paper	Count	0	0	3	1	1	0	1
		% within Education	.0%	.0%	2.2%	.5%	.9%	.0%	2.0%
	NA	Count	553	67	135	199	110	3	47
		% within Education	99.6%	100.0%	97.1%	98.5%	98.2%	100.0%	95.9%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 E Preferred paper Others * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Preferred paper Others	1 Bhutan Times	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	3 Kuensel	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	4 International paper	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	NA	Count	47	11	6	1178
		% within Education	100.0%	100.0%	100.0%	98.9%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

I6 E Sharing Newspaper * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Sharing Newspaper	0	Count	8	11	11	25	22	0	7
		% within Education	1.4%	16.4%	7.9%	12.4%	19.6%	.0%	14.3%
	1	Count	11	3	20	24	15	0	10
		% within Education	2.0%	4.5%	14.4%	11.9%	13.4%	.0%	20.4%
	10	Count	0	0	0	3	1	0	2
		% within Education	.0%	.0%	.0%	1.5%	.9%	.0%	4.1%
	13	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	2	Count	12	4	23	52	27	1	13
		% within Education	2.2%	6.0%	16.5%	25.7%	24.1%	33.3%	26.5%
	20	Count	1	0	0	1	0	0	1
		% within Education	.2%	.0%	.0%	.5%	.0%	.0%	2.0%
	3	Count	7	5	10	27	9	2	8
		% within Education	1.3%	7.5%	7.2%	13.4%	8.0%	66.7%	16.3%
	4	Count	2	0	8	13	6	0	3
		% within Education	.4%	.0%	5.8%	6.4%	5.4%	.0%	6.1%
	5	Count	2	1	7	12	9	0	0
		% within Education	.4%	1.5%	5.0%	5.9%	8.0%	.0%	.0%
	6	Count	1	1	0	5	4	0	0
		% within Education	.2%	1.5%	.0%	2.5%	3.6%	.0%	.0%
7	Count	0	0	2	3	1	0	0	
	% within Education	.0%	.0%	1.4%	1.5%	.9%	.0%	.0%	
8	Count	0	0	0	4	1	0	1	
	% within Education	.0%	.0%	.0%	2.0%	.9%	.0%	2.0%	
everyone	Count	0	0	0	0	0	0	1	
	% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%	
from office	Count	0	0	1	0	0	0	0	
	% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%	
lots	Count	0	0	0	0	1	0	0	
	% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%	
many	Count	0	0	0	0	1	0	0	
	% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%	

I6 E Sharing Newspaper * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Sharing Newspaper	NA	Count	511	42	57	33	14	0	3
		% within Education	92.1%	62.7%	41.0%	16.3%	12.5%	.0%	6.1%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I6 E Sharing Newspaper * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Sharing Newspaper	0	Count	10	4	0	98
		% within Education	21.3%	36.4%	.0%	8.2%
	1	Count	8	0	0	91
		% within Education	17.0%	.0%	.0%	7.6%
	10	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	13	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	2	Count	3	1	3	139
		% within Education	6.4%	9.1%	50.0%	11.7%
	20	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	3	Count	4	1	0	73
		% within Education	8.5%	9.1%	.0%	6.1%
	4	Count	2	1	0	35
		% within Education	4.3%	9.1%	.0%	2.9%
	5	Count	2	0	0	33
		% within Education	4.3%	.0%	.0%	2.8%
	6	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	7	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	8	Count	1	0	0	7
		% within Education	2.1%	.0%	.0%	.6%
	everyone	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	from office	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	lots	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	many	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%

I6 E Sharing Newspaper * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Sharing NA Newspaper	Count		17	4	3	684
	% within Education		36.2%	36.4%	50.0%	57.4%
Total	Count		47	11	6	1191
	% within Education		100.0%	100.0%	100.0%	100.0%

I. Print Media Specifics by Gender

I1 G Languages used for reading Cannot read * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading Cannot read	Others listed	Count	225	307	532
		% within Gender	36.0%	54.2%	44.7%
	1 Cannot Read	Count	349	222	571
		% within Gender	55.8%	39.2%	47.9%
	NA	Count	51	37	88
		% within Gender	8.2%	6.5%	7.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I1 G Languages used for reading Do not read * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading Do not read	Others listed	Count	225	307	532
		% within Gender	36.0%	54.2%	44.7%
	2 Do not read	Count	51	37	88
		% within Gender	8.2%	6.5%	7.4%
	NA	Count	349	222	571
		% within Gender	55.8%	39.2%	47.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I1 G Languages used for reading Dzongkha * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading Dzongkha	Others listed	Count	141	155	296
		% within Gender	22.6%	27.4%	24.9%
	3 Dzongkha	Count	84	152	236
		% within Gender	13.4%	26.9%	19.8%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I1 G Languages used for reading English * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading English	Others listed	Count	60	118	178
		% within Gender	9.6%	20.8%	14.9%
	4 English	Count	165	189	354
		% within Gender	26.4%	33.4%	29.7%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I1 G Languages used for reading Chokey * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading Chokey	Others listed	Count	222	282	504
		% within Gender	35.5%	49.8%	42.3%
	5 Chokey	Count	3	25	28
		% within Gender	.5%	4.4%	2.4%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I1 G Languages used for reading Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Languages used for reading Others	Others listed	Count	222	305	527
		% within Gender	35.5%	53.9%	44.2%
	Hindi	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
	Nepali	Count	3	0	3
		% within Gender	.5%	.0%	.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I2 G Type of reading Academic books * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Academic books	Others listed	Count	201	269	470
		% within Gender	32.2%	47.5%	39.5%
	1 Academic books	Count	24	38	62
		% within Gender	3.8%	6.7%	5.2%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
	Total	Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I2 G Type of reading Novels(fiction) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Novels(fiction)	Others listed	Count	170	253	423
		% within Gender	27.2%	44.7%	35.5%
	2 Novel(fiction)	Count	55	54	109
		% within Gender	8.8%	9.5%	9.2%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading Religious texts * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Religious texts	Others listed	Count	149	168	317
		% within Gender	23.8%	29.7%	26.6%
	3 Religious text	Count	76	139	215
		% within Gender	12.2%	24.6%	18.1%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading Comics * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Comics	Others listed	Count	190	278	468
		% within Gender	30.4%	49.1%	39.3%
	4 Comics	Count	35	29	64
		% within Gender	5.6%	5.1%	5.4%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I2 G Type of reading Entertainment or fashion magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Entertainment or fashion magazines	Others listed	Count	203	295	498
		% within Gender	32.5%	52.1%	41.8%
	5 Entertainment/fashion magazines	Count	22	12	34
		% within Gender	3.5%	2.1%	2.9%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading Women's magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Women's magazines	Others listed	Count	182	299	481
		% within Gender	29.1%	52.8%	40.4%
	6 Women's magazine	Count	43	8	51
		% within Gender	6.9%	1.4%	4.3%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading News and current affairs * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading News and current affairs	Others listed	Count	143	185	328
		% within Gender	22.9%	32.7%	27.5%
	7 News and current affairs	Count	82	122	204
		% within Gender	13.1%	21.6%	17.1%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I2 G Type of reading Newspapers * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Newspapers	Others listed	Count	79	104	183
		% within Gender	12.6%	18.4%	15.4%
	8 Newspaper	Count	146	203	349
		% within Gender	23.4%	35.9%	29.3%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading Sport magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Sport magazines	Others listed	Count	211	271	482
		% within Gender	33.8%	47.9%	40.5%
	9 Sports magazines	Count	14	36	50
		% within Gender	2.2%	6.4%	4.2%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I2 G Type of reading Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Type of reading Others	Others listed	Count	222	299	521
		% within Gender	35.5%	52.8%	43.7%
	Biography	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Cosomology	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Dz. story Book	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Dzongkha text	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	History & Geograpy	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Medicine	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	400	259	659
		% within Gender	64.0%	45.8%	55.3%
	Nature	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Technically books related to any profession	Count	0	1	1
		% within Gender	.0%	.2%	.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I3 G Price of Bhutanese newspapers/magazines * Gender Crosstabulation

			Gender		Total
			Female	Male	
Price of Bhutanese newspapers/magazines	1 Expensive	Count	46	71	117
		% within Gender	7.4%	12.5%	9.8%
	2 Affordable	Count	165	225	390
		% within Gender	26.4%	39.8%	32.7%
	3 Cheap	Count	12	4	16
		% within Gender	1.9%	.7%	1.3%
	NA	Count	402	266	668
		% within Gender	64.3%	47.0%	56.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I4 G Attention paid to newspaper sections News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections News	1 A great deal	Count	182	247	429
		% within Gender	29.1%	43.6%	36.0%
	2 Some	Count	20	30	50
		% within Gender	3.2%	5.3%	4.2%
	3 A little	Count	8	8	16
		% within Gender	1.3%	1.4%	1.3%
	4 None	Count	6	4	10
		% within Gender	1.0%	.7%	.8%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Editorials/Opinions * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	29	61	90
		% within Gender	4.6%	10.8%	7.6%
	2 Some	Count	80	91	171
		% within Gender	12.8%	16.1%	14.4%
	3 A little	Count	25	28	53
		% within Gender	4.0%	4.9%	4.5%
	4 None	Count	82	109	191
		% within Gender	13.1%	19.3%	16.0%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Leisure/Literary * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	33	50	83
		% within Gender	5.3%	8.8%	7.0%
	2 Some	Count	72	91	163
		% within Gender	11.5%	16.1%	13.7%
	3 A little	Count	33	34	67
		% within Gender	5.3%	6.0%	5.6%
	4 None	Count	78	114	192
		% within Gender	12.5%	20.1%	16.1%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I4 G Attention paid to newspaper sections Letters to the Eds * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	25	50	75
		% within Gender	4.0%	8.8%	6.3%
	2 Some	Count	64	71	135
		% within Gender	10.2%	12.5%	11.3%
	3 A little	Count	29	37	66
		% within Gender	4.6%	6.5%	5.5%
	4 None	Count	98	131	229
		% within Gender	15.7%	23.1%	19.2%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Advertisements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	39	61	100
		% within Gender	6.2%	10.8%	8.4%
	2 Some	Count	63	99	162
		% within Gender	10.1%	17.5%	13.6%
	3 A little	Count	38	41	79
		% within Gender	6.1%	7.2%	6.6%
	4 None	Count	76	88	164
		% within Gender	12.2%	15.5%	13.8%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I4 G Attention paid to newspaper sections Newspaper Supplements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	35	44	79
		% within Gender	5.6%	7.8%	6.6%
	2 Some	Count	50	75	125
		% within Gender	8.0%	13.3%	10.5%
	3 A little	Count	20	36	56
		% within Gender	3.2%	6.4%	4.7%
	4 None	Count	111	134	245
		% within Gender	17.8%	23.7%	20.6%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Religious matters * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Religious matters	1 A great deal	Count	70	111	181
		% within Gender	11.2%	19.6%	15.2%
	2 Some	Count	64	87	151
		% within Gender	10.2%	15.4%	12.7%
	3 A little	Count	31	36	67
		% within Gender	5.0%	6.4%	5.6%
	4 None	Count	51	55	106
		% within Gender	8.2%	9.7%	8.9%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Sports * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Sports	1 A great deal	Count	36	83	119
		% within Gender	5.8%	14.7%	10.0%
	2 Some	Count	62	83	145
		% within Gender	9.9%	14.7%	12.2%
	3 A little	Count	27	33	60
		% within Gender	4.3%	5.8%	5.0%
	4 None	Count	91	90	181
		% within Gender	14.6%	15.9%	15.2%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I4 G Attention paid to newspaper sections Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Attention paid to newspaper sections Others	4 None	Count	216	289	505
		% within Gender	34.6%	51.1%	42.4%
	NA	Count	409	277	686
		% within Gender	65.4%	48.9%	57.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I5 G Preferred paper News * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper News	1 Bhutan Times	Count	33	36	69
		% within Gender	5.3%	6.4%	5.8%
	2 Bhutan Observer	Count	10	13	23
		% within Gender	1.6%	2.3%	1.9%
	3 Kuensel	Count	158	229	387
		% within Gender	25.3%	40.5%	32.5%
	4 International paper	Count	6	3	9
		% within Gender	1.0%	.5%	.8%
	NA	Count	418	285	703
		% within Gender	66.9%	50.4%	59.0%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Editorials/Opinions * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	36	33	69
		% within Gender	5.8%	5.8%	5.8%
	2 Bhutan Observer	Count	13	17	30
		% within Gender	2.1%	3.0%	2.5%
	3 Kuensel	Count	85	130	215
		% within Gender	13.6%	23.0%	18.1%
	4 International paper	Count	4	2	6
		% within Gender	.6%	.4%	.5%
	NA	Count	487	384	871
		% within Gender	77.9%	67.8%	73.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Leisure/Literary * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	32	39	71
		% within Gender	5.1%	6.9%	6.0%
	2 Bhutan Observer	Count	12	16	28
		% within Gender	1.9%	2.8%	2.4%
	3 Kuensel	Count	90	116	206
		% within Gender	14.4%	20.5%	17.3%
	4 International paper	Count	10	9	19
		% within Gender	1.6%	1.6%	1.6%
	NA	Count	481	386	867
		% within Gender	77.0%	68.2%	72.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Letters to the Eds * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Letters to the Eds	1 Bhutan Times	Count	30	41	71
		% within Gender	4.8%	7.2%	6.0%
	2 Bhutan Observer	Count	7	10	17
		% within Gender	1.1%	1.8%	1.4%
	3 Kuensel	Count	84	114	198
		% within Gender	13.4%	20.1%	16.6%
	4 International paper	Count	4	1	5
		% within Gender	.6%	.2%	.4%
	NA	Count	500	400	900
		% within Gender	80.0%	70.7%	75.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Advertisements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Advertisements	1 Bhutan Times	Count	31	43	74
		% within Gender	5.0%	7.6%	6.2%
	2 Bhutan Observer	Count	8	13	21
		% within Gender	1.3%	2.3%	1.8%
	3 Kuensel	Count	98	139	237
		% within Gender	15.7%	24.6%	19.9%
	4 International paper	Count	7	7	14
		% within Gender	1.1%	1.2%	1.2%
	NA	Count	481	364	845
		% within Gender	77.0%	64.3%	70.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Newspaper Supplements * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	17	30	47
		% within Gender	2.7%	5.3%	3.9%
	2 Bhutan Observer	Count	8	7	15
		% within Gender	1.3%	1.2%	1.3%
	3 Kuensel	Count	78	113	191
		% within Gender	12.5%	20.0%	16.0%
	4 International paper	Count	11	5	16
		% within Gender	1.8%	.9%	1.3%
	NA	Count	511	411	922
		% within Gender	81.8%	72.6%	77.4%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Religious matters * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Religious matters	1 Bhutan Times	Count	31	36	67
		% within Gender	5.0%	6.4%	5.6%
	2 Bhutan Observer	Count	22	24	46
		% within Gender	3.5%	4.2%	3.9%
	3 Kuensel	Count	107	171	278
		% within Gender	17.1%	30.2%	23.3%
	4 International paper	Count	3	4	7
		% within Gender	.5%	.7%	.6%
	NA	Count	462	331	793
		% within Gender	73.9%	58.5%	66.6%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Sports * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Sports	1 Bhutan Times	Count	30	47	77
		% within Gender	4.8%	8.3%	6.5%
	2 Bhutan Observer	Count	7	11	18
		% within Gender	1.1%	1.9%	1.5%
	3 Kuensel	Count	58	102	160
		% within Gender	9.3%	18.0%	13.4%
	4 International paper	Count	37	39	76
		% within Gender	5.9%	6.9%	6.4%
	NA	Count	493	367	860
		% within Gender	78.9%	64.8%	72.2%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I5 G Preferred paper Others * Gender Crosstabulation

			Gender		Total
			Female	Male	
Preferred paper Others	1 Bhutan Times	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	3 Kuensel	Count	0	5	5
		% within Gender	.0%	.9%	.4%
	4 International paper	Count	4	2	6
		% within Gender	.6%	.4%	.5%
	NA	Count	620	558	1178
		% within Gender	99.2%	98.6%	98.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

I6 G Sharing Newspaper * Gender Crosstabulation

			Gender		Total
			Female	Male	
Sharing Newspaper	0	Count	39	59	98
		% within Gender	6.2%	10.4%	8.2%
	1	Count	37	54	91
		% within Gender	5.9%	9.5%	7.6%
	10	Count	1	5	6
		% within Gender	.2%	.9%	.5%
	13	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	2	Count	67	72	139
		% within Gender	10.7%	12.7%	11.7%
	20	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	3	Count	32	41	73
		% within Gender	5.1%	7.2%	6.1%
	4	Count	10	25	35
		% within Gender	1.6%	4.4%	2.9%
	5	Count	15	18	33
		% within Gender	2.4%	3.2%	2.8%
	6	Count	7	4	11
		% within Gender	1.1%	.7%	.9%
	7	Count	2	4	6
		% within Gender	.3%	.7%	.5%
	8	Count	5	2	7
		% within Gender	.8%	.4%	.6%
	everyone	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	from office	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	lots	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	many	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	409	275	684
		% within Gender	65.4%	48.6%	57.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

I. Print Media Specifics by Income

I1 | Languages used for reading Cannot read * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading Cannot read	Others listed	Count	197	160	92	32	22	8
		% within Income	29.4%	54.2%	78.6%	80.0%	78.6%	72.7%
	1 Cannot Read	Count	421	111	17	7	4	3
		% within Income	62.7%	37.6%	14.5%	17.5%	14.3%	27.3%
	NA	Count	53	24	8	1	2	0
		% within Income	7.9%	8.1%	6.8%	2.5%	7.1%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 | Languages used for reading Cannot read * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading Cannot read	Others listed	Count	21	532
		% within Income	72.4%	44.7%
	1 Cannot Read	Count	8	571
		% within Income	27.6%	47.9%
	NA	Count	0	88
		% within Income	.0%	7.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I1 | Languages used for reading Do not read * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading Do not read	Others listed	Count	197	160	92	32	22	8
		% within Income	29.4%	54.2%	78.6%	80.0%	78.6%	72.7%
	2 Do not read	Count	53	24	8	1	2	0
		% within Income	7.9%	8.1%	6.8%	2.5%	7.1%	.0%
	NA	Count	421	111	17	7	4	3
		% within Income	62.7%	37.6%	14.5%	17.5%	14.3%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 I Languages used for reading Do not read * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading Do not read	Others listed	Count	21	532
		% within Income	72.4%	44.7%
	2 Do not read	Count	0	88
		% within Income	.0%	7.4%
	NA	Count	8	571
		% within Income	27.6%	47.9%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I1 I Languages used for reading Dzongkha * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading Dzongkha	Others listed	Count	95	86	57	21	16	7
		% within Income	14.2%	29.2%	48.7%	52.5%	57.1%	63.6%
	3 Dzongkha	Count	102	74	35	11	6	1
		% within Income	15.2%	25.1%	29.9%	27.5%	21.4%	9.1%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 | Languages used for reading Dzongkha * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading Dzongkha	Others listed	Count	14	296
		% within Income	48.3%	24.9%
	3 Dzongkha	Count	7	236
		% within Income	24.1%	19.8%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I1 | Languages used for reading English * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading English	Others listed	Count	99	43	20	4	4	1
		% within Income	14.8%	14.6%	17.1%	10.0%	14.3%	9.1%
	4 English	Count	98	117	72	28	18	7
		% within Income	14.6%	39.7%	61.5%	70.0%	64.3%	63.6%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 | Languages used for reading English * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading English	Others listed	Count	7	178
		% within Income	24.1%	14.9%
	4 English	Count	14	354
		% within Income	48.3%	29.7%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I1 | Languages used for reading Chokey * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading Chokey	Others listed	Count	185	151	89	30	20	8
		% within Income	27.6%	51.2%	76.1%	75.0%	71.4%	72.7%
	5 Chokey	Count	12	9	3	2	2	0
		% within Income	1.8%	3.1%	2.6%	5.0%	7.1%	.0%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 | Languages used for reading Chokey * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading Chokey	Others listed	Count	21	504
		% within Income	72.4%	42.3%
	5 Chokey	Count	0	28
		% within Income	.0%	2.4%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I1 | Languages used for reading Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Languages used for reading Others	Others listed	Count	193	160	91	32	22	8
		% within Income	28.8%	54.2%	77.8%	80.0%	78.6%	72.7%
	Hindi	Count	1	0	1	0	0	0
		% within Income	.1%	.0%	.9%	.0%	.0%	.0%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
	Nepali	Count	3	0	0	0	0	0
		% within Income	.4%	.0%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 | Languages used for reading Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Languages used for reading Others	Others listed	Count	21	527
		% within Income	72.4%	44.2%
	Hindi	Count	0	2
		% within Income	.0%	.2%
	NA	Count	8	659
		% within Income	27.6%	55.3%
	Nepali	Count	0	3
		% within Income	.0%	.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I2 | Type of reading Academic books * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Type of reading Academic books	Others listed	Count	169	149	81	28	17
		% within Income	25.2%	50.5%	69.2%	70.0%	60.7%
	1 Academic books	Count	28	11	11	4	5
		% within Income	4.2%	3.7%	9.4%	10.0%	17.9%
	NA	Count	474	135	25	8	6
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 I Type of reading Academic books * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Type of reading Academic books	Others listed	Count	7	19	470
		% within Income	63.6%	65.5%	39.5%
	1 Academic books	Count	1	2	62
		% within Income	9.1%	6.9%	5.2%
	NA	Count	3	8	659
		% within Income	27.3%	27.6%	55.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I2 I Type of reading Novels(fiction) * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading Novels(fiction)	Others listed	Count	164	124	69	25	21	5
		% within Income	24.4%	42.0%	59.0%	62.5%	75.0%	45.5%
	2 Novel(fiction)	Count	33	36	23	7	1	3
		% within Income	4.9%	12.2%	19.7%	17.5%	3.6%	27.3%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Novels(fiction) * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading Novels(fiction)	Others listed	Count	15	423
		% within Income	51.7%	35.5%
	2 Novel(fiction)	Count	6	109
		% within Income	20.7%	9.2%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I2 I Type of reading Religious texts * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading Religious texts	Others listed	Count	90	111	61	23	16	6
		% within Income	13.4%	37.6%	52.1%	57.5%	57.1%	54.5%
	3 Religious text	Count	107	49	31	9	6	2
		% within Income	15.9%	16.6%	26.5%	22.5%	21.4%	18.2%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Religious texts * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading Religious texts	Others listed	Count	10	317
		% within Income	34.5%	26.6%
	3 Religious text	Count	11	215
		% within Income	37.9%	18.1%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I2 I Type of reading Comics * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading Comics	Others listed	Count	168	145	80	30	20	6
		% within Income	25.0%	49.2%	68.4%	75.0%	71.4%	54.5%
	4 Comics	Count	29	15	12	2	2	2
		% within Income	4.3%	5.1%	10.3%	5.0%	7.1%	18.2%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Comics * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading Comics	Others listed	Count	19	468
		% within Income	65.5%	39.3%
	4 Comics	Count	2	64
		% within Income	6.9%	5.4%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I2 I Type of reading Entertainment or fashion magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Type of reading Entertainment or fashion magazines	Others listed	Count	190	147	85	27	22
		% within Income	28.3%	49.8%	72.6%	67.5%	78.6%
	5 Entertainment/fashion magazines	Count	7	13	7	5	0
		% within Income	1.0%	4.4%	6.0%	12.5%	.0%
	NA	Count	474	135	25	8	6
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 I Type of reading Entertainment or fashion magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Type of reading Entertainment or fashion magazines	Others listed	Count	7	20	498
		% within Income	63.6%	69.0%	41.8%
	5 Entertainment/fashion magazines	Count	1	1	34
		% within Income	9.1%	3.4%	2.9%
	NA	Count	3	8	659
		% within Income	27.3%	27.6%	55.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I2 I Type of reading Women's magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Type of reading Women's magazines	Others listed	Count	186	143	81	30	18
		% within Income	27.7%	48.5%	69.2%	75.0%	64.3%
	6 Women's magazine	Count	11	17	11	2	4
		% within Income	1.6%	5.8%	9.4%	5.0%	14.3%
	NA	Count	474	135	25	8	6
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 I Type of reading Women's magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Type of reading Women's magazines	Others listed	Count	6	17	481
		% within Income	54.5%	58.6%	40.4%
	6 Women's magazine	Count	2	4	51
		% within Income	18.2%	13.8%	4.3%
	NA	Count	3	8	659
		% within Income	27.3%	27.6%	55.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I2 I Type of reading News and current affairs * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading News and current affairs	Others listed	Count	146	86	53	15	10	6
		% within Income	21.8%	29.2%	45.3%	37.5%	35.7%	54.5%
	7 News and current affairs	Count	51	74	39	17	12	2
		% within Income	7.6%	25.1%	33.3%	42.5%	42.9%	18.2%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading News and current affairs * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading News and current affairs	Others listed	Count	12	328
		% within Income	41.4%	27.5%
	7 News and current affairs	Count	9	204
		% within Income	31.0%	17.1%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I2 I Type of reading Newspapers * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading Newspapers	Others listed	Count	75	52	27	9	11	2
		% within Income	11.2%	17.6%	23.1%	22.5%	39.3%	18.2%
	8 Newspaper	Count	122	108	65	23	11	6
		% within Income	18.2%	36.6%	55.6%	57.5%	39.3%	54.5%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Newspapers * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading Newspapers	Others listed	Count	7	183
		% within Income	24.1%	15.4%
	8 Newspaper	Count	14	349
		% within Income	48.3%	29.3%
	NA	Count	8	659
		% within Income	27.6%	55.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I2 I Type of reading Sport magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Type of reading Sport magazines	Others listed	Count	187	140	80	29	20
		% within Income	27.9%	47.5%	68.4%	72.5%	71.4%
	9 Sports magazines	Count	10	20	12	3	2
		% within Income	1.5%	6.8%	10.3%	7.5%	7.1%
	NA	Count	474	135	25	8	6
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Sport magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Type of reading Sport magazines	Others listed	Count	7	19	482
		% within Income	63.6%	65.5%	40.5%
	9 Sports magazines	Count	1	2	50
		% within Income	9.1%	6.9%	4.2%
	NA	Count	3	8	659
		% within Income	27.3%	27.6%	55.3%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I2 I Type of reading Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Type of reading Others	Others listed	Count	193	159	90	30	20	8
		% within Income	28.8%	53.9%	76.9%	75.0%	71.4%	72.7%
	Biography	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Cosomology	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Dz. story Book	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Dzongkha text	Count	1	1	0	1	1	0
		% within Income	.1%	.3%	.0%	2.5%	3.6%	.0%
	History & Geograpy	Count	0	0	0	0	1	0
		% within Income	.0%	.0%	.0%	.0%	3.6%	.0%
	Medicine	Count	0	0	0	1	0	0
		% within Income	.0%	.0%	.0%	2.5%	.0%	.0%
	NA	Count	474	135	25	8	6	3
		% within Income	70.6%	45.8%	21.4%	20.0%	21.4%	27.3%
	Nature	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	Technically books related to any profession	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 I Type of reading Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Type of reading Others	Others listed	Count	21	521
		% within Income	72.4%	43.7%
	Biography	Count	0	1
		% within Income	.0%	.1%
	Cosomology	Count	0	1
		% within Income	.0%	.1%
	Dz. story Book	Count	0	1
		% within Income	.0%	.1%
	Dzongkha text	Count	0	4
		% within Income	.0%	.3%
	History & Geograpy	Count	0	1
		% within Income	.0%	.1%
	Medicine	Count	0	1
		% within Income	.0%	.1%
	NA	Count	8	659
		% within Income	27.6%	55.3%
	Nature	Count	0	1
		% within Income	.0%	.1%
	Technically books related to any profession	Count	0	1
		% within Income	.0%	.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I3 I Price of Bhutanese newspapers/magazines * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Price of Bhutanese newspapers/magazines	1 Expensive	Count	50	39	11	5	4
		% within Income	7.5%	13.2%	9.4%	12.5%	14.3%
	2 Affordable	Count	135	114	80	26	18
		% within Income	20.1%	38.6%	68.4%	65.0%	64.3%
	3 Cheap	Count	6	4	1	1	0
		% within Income	.9%	1.4%	.9%	2.5%	.0%
	NA	Count	480	138	25	8	6
		% within Income	71.5%	46.8%	21.4%	20.0%	21.4%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I3 I Price of Bhutanese newspapers/magazines * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Price of Bhutanese newspapers/magazines	1 Expensive	Count	4	4	117
		% within Income	36.4%	13.8%	9.8%
	2 Affordable	Count	2	15	390
		% within Income	18.2%	51.7%	32.7%
	3 Cheap	Count	2	2	16
		% within Income	18.2%	6.9%	1.3%
	NA	Count	3	8	668
		% within Income	27.3%	27.6%	56.1%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections News	1 A great deal	Count	150	125	79	29	21	8
		% within Income	22.4%	42.4%	67.5%	72.5%	75.0%	72.7%
	2 Some	Count	17	18	11	3	0	0
		% within Income	2.5%	6.1%	9.4%	7.5%	.0%	.0%
	3 A little	Count	7	6	0	0	0	0
		% within Income	1.0%	2.0%	.0%	.0%	.0%	.0%
	4 None	Count	7	2	0	0	1	0
		% within Income	1.0%	.7%	.0%	.0%	3.6%	.0%
	NA	Count	490	144	27	8	6	3
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections News	1 A great deal	Count	17	429
		% within Income	58.6%	36.0%
	2 Some	Count	1	50
		% within Income	3.4%	4.2%
	3 A little	Count	3	16
		% within Income	10.3%	1.3%
	4 None	Count	0	10
		% within Income	.0%	.8%
	NA	Count	8	686
		% within Income	27.6%	57.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I4 I Attention paid to newspaper sections Editorials/Opinions * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	17	31	20	10	7	2
		% within Income	2.5%	10.5%	17.1%	25.0%	25.0%	18.2%
	2 Some	Count	57	54	29	13	7	3
		% within Income	8.5%	18.3%	24.8%	32.5%	25.0%	27.3%
	3 A little	Count	19	10	12	2	5	2
		% within Income	2.8%	3.4%	10.3%	5.0%	17.9%	18.2%
	4 None	Count	88	56	29	7	3	1
		% within Income	13.1%	19.0%	24.8%	17.5%	10.7%	9.1%
	NA	Count	490	144	27	8	6	3
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Editorials/Opinions * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	3	90
		% within Income	10.3%	7.6%
	2 Some	Count	8	171
		% within Income	27.6%	14.4%
	3 A little	Count	3	53
		% within Income	10.3%	4.5%
	4 None	Count	7	191
		% within Income	24.1%	16.0%
	NA	Count	8	686
		% within Income	27.6%	57.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I4 I Attention paid to newspaper sections Leisure/Literary * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	26	22	21	8	4
		% within Income	3.9%	7.5%	17.9%	20.0%	14.3%
	2 Some	Count	51	60	29	11	7
		% within Income	7.6%	20.3%	24.8%	27.5%	25.0%
	3 A little	Count	19	15	15	4	6
		% within Income	2.8%	5.1%	12.8%	10.0%	21.4%
	4 None	Count	85	54	25	9	5
		% within Income	12.7%	18.3%	21.4%	22.5%	17.9%
	NA	Count	490	144	27	8	6
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Leisure/Literary * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	1	1	83
		% within Income	9.1%	3.4%	7.0%
	2 Some	Count	2	3	163
		% within Income	18.2%	10.3%	13.7%
	3 A little	Count	1	7	67
		% within Income	9.1%	24.1%	5.6%
4 None	Count	4	10	192	
	% within Income	36.4%	34.5%	16.1%	
NA	Count	3	8	686	
	% within Income	27.3%	27.6%	57.6%	
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I4 I Attention paid to newspaper sections Letters to the Eds * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	23	22	13	8	6	1
		% within Income	3.4%	7.5%	11.1%	20.0%	21.4%	9.1%
	2 Some	Count	42	48	23	8	7	3
		% within Income	6.3%	16.3%	19.7%	20.0%	25.0%	27.3%
	3 A little	Count	20	17	17	4	2	1
		% within Income	3.0%	5.8%	14.5%	10.0%	7.1%	9.1%
4 None	Count	96	64	37	12	7	3	
	% within Income	14.3%	21.7%	31.6%	30.0%	25.0%	27.3%	
NA	Count	490	144	27	8	6	3	
	% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%	
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 I Attention paid to newspaper sections Letters to the Eds * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	2	75
		% within Income	6.9%	6.3%
	2 Some	Count	4	135
		% within Income	13.8%	11.3%
	3 A little	Count	5	66
		% within Income	17.2%	5.5%
4 None	Count	10	229	
	% within Income	34.5%	19.2%	
NA	Count	8	686	
	% within Income	27.6%	57.6%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I4 I Attention paid to newspaper sections Advertisements * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Attention paid to newspaper sections Advertisements	1 A great deal	Count	25	36	22	9	6
		% within Income	3.7%	12.2%	18.8%	22.5%	21.4%
	2 Some	Count	58	50	26	10	9
		% within Income	8.6%	16.9%	22.2%	25.0%	32.1%
	3 A little	Count	29	23	11	4	4
		% within Income	4.3%	7.8%	9.4%	10.0%	14.3%
	4 None	Count	69	42	31	9	3
		% within Income	10.3%	14.2%	26.5%	22.5%	10.7%
	NA	Count	490	144	27	8	6
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Advertisements * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	1	1	100
		% within Income	9.1%	3.4%	8.4%
	2 Some	Count	2	7	162
		% within Income	18.2%	24.1%	13.6%
	3 A little	Count	3	5	79
		% within Income	27.3%	17.2%	6.6%
	4 None	Count	2	8	164
		% within Income	18.2%	27.6%	13.8%
	NA	Count	3	8	686
		% within Income	27.3%	27.6%	57.6%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Newspaper Supplements * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	26	23	17	8	3
		% within Income	3.9%	7.8%	14.5%	20.0%	10.7%
	2 Some	Count	42	42	22	7	4
		% within Income	6.3%	14.2%	18.8%	17.5%	14.3%
	3 A little	Count	18	9	15	3	4
		% within Income	2.7%	3.1%	12.8%	7.5%	14.3%
	4 None	Count	95	77	36	14	11
		% within Income	14.2%	26.1%	30.8%	35.0%	39.3%
	NA	Count	490	144	27	8	6
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Newspaper Supplements * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	1	1	79
		% within Income	9.1%	3.4%	6.6%
	2 Some	Count	1	7	125
		% within Income	9.1%	24.1%	10.5%
	3 A little	Count	3	4	56
		% within Income	27.3%	13.8%	4.7%
	4 None	Count	3	9	245
		% within Income	27.3%	31.0%	20.6%
	NA	Count	3	8	686
		% within Income	27.3%	27.6%	57.6%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Religious matters * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections Religious matters	1 A great deal	Count	72	50	27	14	10	4
		% within Income	10.7%	16.9%	23.1%	35.0%	35.7%	36.4%
	2 Some	Count	50	52	27	10	3	2
		% within Income	7.5%	17.6%	23.1%	25.0%	10.7%	18.2%
	3 A little	Count	13	27	17	2	5	0
		% within Income	1.9%	9.2%	14.5%	5.0%	17.9%	.0%
	4 None	Count	46	22	19	6	4	2
		% within Income	6.9%	7.5%	16.2%	15.0%	14.3%	18.2%
	NA	Count	490	144	27	8	6	3
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Religious matters * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections Religious matters	1 A great deal	Count	4	181
		% within Income	13.8%	15.2%
	2 Some	Count	7	151
		% within Income	24.1%	12.7%
	3 A little	Count	3	67
		% within Income	10.3%	5.6%
	4 None	Count	7	106
		% within Income	24.1%	8.9%
	NA	Count	8	686
		% within Income	27.6%	57.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I4 I Attention paid to newspaper sections Sports * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections Sports	1 A great deal	Count	36	40	25	10	3	4
		% within Income	5.4%	13.6%	21.4%	25.0%	10.7%	36.4%
	2 Some	Count	40	46	28	10	9	3
		% within Income	6.0%	15.6%	23.9%	25.0%	32.1%	27.3%
	3 A little	Count	23	17	10	3	3	0
		% within Income	3.4%	5.8%	8.5%	7.5%	10.7%	.0%
	4 None	Count	82	48	27	9	7	1
		% within Income	12.2%	16.3%	23.1%	22.5%	25.0%	9.1%
	NA	Count	490	144	27	8	6	3
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Sports * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections Sports	1 A great deal	Count	1	119
		% within Income	3.4%	10.0%
	2 Some	Count	9	145
		% within Income	31.0%	12.2%
	3 A little	Count	4	60
		% within Income	13.8%	5.0%
4 None	Count	7	181	
	% within Income	24.1%	15.2%	
NA	Count	8	686	
	% within Income	27.6%	57.6%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I4 I Attention paid to newspaper sections Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Attention paid to newspaper sections Others	4 None	Count	181	151	90	32	22	8
		% within Income	27.0%	51.2%	76.9%	80.0%	78.6%	72.7%
	NA	Count	490	144	27	8	6	3
		% within Income	73.0%	48.8%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 I Attention paid to newspaper sections Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Attention paid to newspaper sections Others	4 None	Count	21	505
		% within Income	72.4%	42.4%
	NA	Count	8	686
		% within Income	27.6%	57.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I5 I Preferred paper News * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Preferred paper News	1 Bhutan Times	Count	28	19	15	3	2	1
		% within Income	4.2%	6.4%	12.8%	7.5%	7.1%	9.1%
	2 Bhutan Observer	Count	8	6	4	1	2	1
		% within Income	1.2%	2.0%	3.4%	2.5%	7.1%	9.1%
	3 Kuensel	Count	131	121	69	26	17	6
		% within Income	19.5%	41.0%	59.0%	65.0%	60.7%	54.5%
	4 International paper	Count	4	1	0	2	0	0
		% within Income	.6%	.3%	.0%	5.0%	.0%	.0%
	NA	Count	500	148	29	8	7	3
		% within Income	74.5%	50.2%	24.8%	20.0%	25.0%	27.3%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 I Preferred paper News * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Preferred paper News	1 Bhutan Times	Count	1	69
		% within Income	3.4%	5.8%
	2 Bhutan Observer	Count	1	23
		% within Income	3.4%	1.9%
	3 Kuensel	Count	17	387
		% within Income	58.6%	32.5%
	4 International paper	Count	2	9
		% within Income	6.9%	.8%
	NA	Count	8	703
		% within Income	27.6%	59.0%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I5 I Preferred paper Editorials/Opinions * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	23	13	17	5	7
		% within Income	3.4%	4.4%	14.5%	12.5%	25.0%
	2 Bhutan Observer	Count	11	9	3	2	3
		% within Income	1.6%	3.1%	2.6%	5.0%	10.7%
	3 Kuensel	Count	60	74	39	18	9
		% within Income	8.9%	25.1%	33.3%	45.0%	32.1%
	4 International paper	Count	2	3	1	0	0
		% within Income	.3%	1.0%	.9%	.0%	.0%
	NA	Count	575	196	57	15	9
		% within Income	85.7%	66.4%	48.7%	37.5%	32.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 I Preferred paper Editorials/Opinions * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	3	1	69
		% within Income	27.3%	3.4%	5.8%
	2 Bhutan Observer	Count	0	2	30
		% within Income	.0%	6.9%	2.5%
	3 Kuensel	Count	4	11	215
		% within Income	36.4%	37.9%	18.1%
	4 International paper	Count	0	0	6
		% within Income	.0%	.0%	.5%
	NA	Count	4	15	871
		% within Income	36.4%	51.7%	73.1%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I5 I Preferred paper Leisure/Literary * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Preferred paper Leisure/Literary	1 Bhutan Times	Count	18	18	19	7	6
		% within Income	2.7%	6.1%	16.2%	17.5%	21.4%
	2 Bhutan Observer	Count	9	9	2	2	3
		% within Income	1.3%	3.1%	1.7%	5.0%	10.7%
	3 Kuensel	Count	67	72	39	12	6
		% within Income	10.0%	24.4%	33.3%	30.0%	21.4%
	4 International paper	Count	4	5	4	2	2
		% within Income	.6%	1.7%	3.4%	5.0%	7.1%
	NA	Count	573	191	53	17	11
		% within Income	85.4%	64.7%	45.3%	42.5%	39.3%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I5 I Preferred paper Leisure/Literary * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	1	2	71
		% within Income	9.1%	6.9%	6.0%
	2 Bhutan Observer	Count	1	2	28
		% within Income	9.1%	6.9%	2.4%
	3 Kuensel	Count	4	6	206
		% within Income	36.4%	20.7%	17.3%
	4 International paper	Count	0	2	19
		% within Income	.0%	6.9%	1.6%
	NA	Count	5	17	867
		% within Income	45.5%	58.6%	72.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I5 I Preferred paper Letters to the Eds * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Preferred paper Letters to the Eds	1 Bhutan Times	Count	25	18	15	3	5	2
		% within Income	3.7%	6.1%	12.8%	7.5%	17.9%	18.2%
	2 Bhutan Observer	Count	5	4	3	2	3	0
		% within Income	.7%	1.4%	2.6%	5.0%	10.7%	.0%
	3 Kuensel	Count	59	72	33	14	7	4
		% within Income	8.8%	24.4%	28.2%	35.0%	25.0%	36.4%
	4 International paper	Count	1	0	2	1	1	0
		% within Income	.1%	.0%	1.7%	2.5%	3.6%	.0%
	NA	Count	581	201	64	20	12	5
		% within Income	86.6%	68.1%	54.7%	50.0%	42.9%	45.5%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 I Preferred paper Letters to the Eds * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Preferred paper Letters to the Eds	1 Bhutan Times	Count	3	71
		% within Income	10.3%	6.0%
	2 Bhutan Observer	Count	0	17
		% within Income	.0%	1.4%
	3 Kuensel	Count	9	198
		% within Income	31.0%	16.6%
	4 International paper	Count	0	5
		% within Income	.0%	.4%
	NA	Count	17	900
		% within Income	58.6%	75.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I5 I Preferred paper Advertisements * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Preferred paper Advertisements	1 Bhutan Times	Count	20	27	15	6	3
		% within Income	3.0%	9.2%	12.8%	15.0%	10.7%
	2 Bhutan Observer	Count	8	6	2	0	3
		% within Income	1.2%	2.0%	1.7%	.0%	10.7%
	3 Kuensel	Count	82	72	42	14	13
		% within Income	12.2%	24.4%	35.9%	35.0%	46.4%
	4 International paper	Count	2	6	2	3	0
		% within Income	.3%	2.0%	1.7%	7.5%	.0%
	NA	Count	559	184	56	17	9
		% within Income	83.3%	62.4%	47.9%	42.5%	32.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I5 I Preferred paper Advertisements * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Preferred paper Advertisements	1 Bhutan Times	Count	1	2	74
		% within Income	9.1%	6.9%	6.2%
	2 Bhutan Observer	Count	1	1	21
		% within Income	9.1%	3.4%	1.8%
	3 Kuensel	Count	4	10	237
		% within Income	36.4%	34.5%	19.9%
	4 International paper	Count	1	0	14
		% within Income	9.1%	.0%	1.2%
	NA	Count	4	16	845
		% within Income	36.4%	55.2%	70.9%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

I5 I Preferred paper Newspaper Supplements * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	15	15	12	1	2
		% within Income	2.2%	5.1%	10.3%	2.5%	7.1%
	2 Bhutan Observer	Count	7	5	2	0	1
		% within Income	1.0%	1.7%	1.7%	.0%	3.6%
	3 Kuensel	Count	68	50	35	16	7
		% within Income	10.1%	16.9%	29.9%	40.0%	25.0%
	4 International paper	Count	1	9	3	1	1
		% within Income	.1%	3.1%	2.6%	2.5%	3.6%
	NA	Count	580	216	65	22	17
		% within Income	86.4%	73.2%	55.6%	55.0%	60.7%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 I Preferred paper Newspaper Supplements * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	0	2	47
		% within Income	.0%	6.9%	3.9%
	2 Bhutan Observer	Count	0	0	15
		% within Income	.0%	.0%	1.3%
	3 Kuensel	Count	5	10	191
		% within Income	45.5%	34.5%	16.0%
	4 International paper	Count	1	0	16
		% within Income	9.1%	.0%	1.3%
	NA	Count	5	17	922
		% within Income	45.5%	58.6%	77.4%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I5 I Preferred paper Religious matters * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Preferred paper Religious matters	1 Bhutan Times	Count	21	20	14	3	5
		% within Income	3.1%	6.8%	12.0%	7.5%	17.9%
	2 Bhutan Observer	Count	12	11	12	3	5
		% within Income	1.8%	3.7%	10.3%	7.5%	17.9%
	3 Kuensel	Count	101	96	40	19	8
		% within Income	15.1%	32.5%	34.2%	47.5%	28.6%
	4 International paper	Count	3	1	3	0	0
		% within Income	.4%	.3%	2.6%	.0%	.0%
	NA	Count	534	167	48	15	10
		% within Income	79.6%	56.6%	41.0%	37.5%	35.7%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

I5 I Preferred paper Religious matters * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Preferred paper Religious matters	1 Bhutan Times	Count	1	3	67
		% within Income	9.1%	10.3%	5.6%
	2 Bhutan Observer	Count	1	2	46
		% within Income	9.1%	6.9%	3.9%
	3 Kuensel	Count	5	9	278
		% within Income	45.5%	31.0%	23.3%
	4 International paper	Count	0	0	7
		% within Income	.0%	.0%	.6%
	NA	Count	4	15	793
		% within Income	36.4%	51.7%	66.6%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

I5 I Preferred paper Sports * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Preferred paper Sports	1 Bhutan Times	Count	25	27	15	2	4	2
		% within Income	3.7%	9.2%	12.8%	5.0%	14.3%	18.2%
	2 Bhutan Observer	Count	7	5	3	0	2	0
		% within Income	1.0%	1.7%	2.6%	.0%	7.1%	.0%
	3 Kuensel	Count	62	47	24	12	6	2
		% within Income	9.2%	15.9%	20.5%	30.0%	21.4%	18.2%
	4 International paper	Count	13	25	20	8	3	3
		% within Income	1.9%	8.5%	17.1%	20.0%	10.7%	27.3%
	NA	Count	564	191	55	18	13	4
		% within Income	84.1%	64.7%	47.0%	45.0%	46.4%	36.4%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 I Preferred paper Sports * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Preferred paper Sports	1 Bhutan Times	Count	2	77
		% within Income	6.9%	6.5%
	2 Bhutan Observer	Count	1	18
		% within Income	3.4%	1.5%
	3 Kuensel	Count	7	160
		% within Income	24.1%	13.4%
4 International paper	Count	4	76	
	% within Income	13.8%	6.4%	
NA	Count	15	860	
	% within Income	51.7%	72.2%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I5 I Preferred paper Others * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Preferred paper Others	1 Bhutan Times	Count	1	1	0	0	0	0
		% within Income	.1%	.3%	.0%	.0%	.0%	.0%
	3 Kuensel	Count	3	1	1	0	0	0
		% within Income	.4%	.3%	.9%	.0%	.0%	.0%
	4 International paper	Count	3	1	1	0	0	0
		% within Income	.4%	.3%	.9%	.0%	.0%	.0%
	NA	Count	664	292	115	40	28	11
		% within Income	99.0%	99.0%	98.3%	100.0%	100.0%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 I Preferred paper Others * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Preferred paper Others	1 Bhutan Times	Count	0	2
		% within Income	.0%	.2%
	3 Kuensel	Count	0	5
		% within Income	.0%	.4%
	4 International paper	Count	1	6
		% within Income	3.4%	.5%
	NA	Count	28	1178
		% within Income	96.6%	98.9%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

I6 I Sharing Newspaper * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Sharing Newspaper	0	Count	48	22	15	6	3	2
		% within Income	7.2%	7.5%	12.8%	15.0%	10.7%	18.2%
	1	Count	34	38	7	6	3	1
		% within Income	5.1%	12.9%	6.0%	15.0%	10.7%	9.1%
	10	Count	1	3	1	0	1	0
		% within Income	.1%	1.0%	.9%	.0%	3.6%	.0%
	13	Count	0	0	0	0	0	0
		% within Income	.0%	.0%	.0%	.0%	.0%	.0%
	2	Count	37	42	34	10	7	2
		% within Income	5.5%	14.2%	29.1%	25.0%	25.0%	18.2%
	20	Count	1	0	1	0	0	0
		% within Income	.1%	.0%	.9%	.0%	.0%	.0%
	3	Count	28	21	15	3	2	1
		% within Income	4.2%	7.1%	12.8%	7.5%	7.1%	9.1%
	4	Count	13	9	5	4	2	0
		% within Income	1.9%	3.1%	4.3%	10.0%	7.1%	.0%
	5	Count	10	10	5	0	3	2
		% within Income	1.5%	3.4%	4.3%	.0%	10.7%	18.2%
	6	Count	4	3	3	1	0	0
		% within Income	.6%	1.0%	2.6%	2.5%	.0%	.0%
	7	Count	2	3	0	0	1	0
		% within Income	.3%	1.0%	.0%	.0%	3.6%	.0%
	8	Count	3	0	2	2	0	0
		% within Income	.4%	.0%	1.7%	5.0%	.0%	.0%
	everyone	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	from office	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	lots	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	many	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	NA	Count	489	143	27	8	6	3
		% within Income	72.9%	48.5%	23.1%	20.0%	21.4%	27.3%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I6 I Sharing Newspaper * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Sharing Newspaper	0	Count	2	98
		% within Income	6.9%	8.2%
	1	Count	2	91
		% within Income	6.9%	7.6%
	10	Count	0	6
		% within Income	.0%	.5%
	13	Count	1	1
		% within Income	3.4%	.1%
	2	Count	7	139
		% within Income	24.1%	11.7%
	20	Count	1	3
		% within Income	3.4%	.3%
	3	Count	3	73
		% within Income	10.3%	6.1%
	4	Count	2	35
		% within Income	6.9%	2.9%
	5	Count	3	33
		% within Income	10.3%	2.8%
	6	Count	0	11
		% within Income	.0%	.9%
	7	Count	0	6
		% within Income	.0%	.5%
	8	Count	0	7
		% within Income	.0%	.6%
	everyone	Count	0	1
		% within Income	.0%	.1%
	from office	Count	0	1
		% within Income	.0%	.1%
	lots	Count	0	1
		% within Income	.0%	.1%
	many	Count	0	1
		% within Income	.0%	.1%
	NA	Count	8	684
		% within Income	27.6%	57.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

I. Print Media Specifics by Occupation

I1 O Languages used for reading Cannot read * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading Cannot read	Others listed	Count	145	150	11	117	14	72
		% within Occupation	68.4%	80.2%	100.0%	22.5%	77.8%	37.5%
	1 Cannot Read	Count	51	34	0	351	1	109
		% within Occupation	24.1%	18.2%	.0%	67.4%	5.6%	56.8%
	NA	Count	16	3	0	53	3	11
		% within Occupation	7.5%	1.6%	.0%	10.2%	16.7%	5.7%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I1 O Languages used for reading Cannot read * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Languages used for reading Cannot read	Others listed	Count	23	532
		% within Occupation	46.0%	44.7%
	1 Cannot Read	Count	25	571
		% within Occupation	50.0%	47.9%
	NA	Count	2	88
		% within Occupation	4.0%	7.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I1 O Languages used for reading Do not read * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading Do not read	Others listed	Count	145	150	11	117	14	72
		% within Occupation	68.4%	80.2%	100.0%	22.5%	77.8%	37.5%
	2 Do not read	Count	16	3	0	53	3	11
		% within Occupation	7.5%	1.6%	.0%	10.2%	16.7%	5.7%
	NA	Count	51	34	0	351	1	109
		% within Occupation	24.1%	18.2%	.0%	67.4%	5.6%	56.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 O Languages used for reading Do not read * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Languages used for reading Do not read	Others listed	Count	23	532
		% within Occupation	46.0%	44.7%
	2 Do not read	Count	2	88
		% within Occupation	4.0%	7.4%
	NA	Count	25	571
		% within Occupation	50.0%	47.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I1 O Languages used for reading Dzongkha * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading Dzongkha	Others listed	Count	98	85	7	45	7	38
		% within Occupation	46.2%	45.5%	63.6%	8.6%	38.9%	19.8%
	3 Dzongkha	Count	47	65	4	72	7	34
		% within Occupation	22.2%	34.8%	36.4%	13.8%	38.9%	17.7%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 O Languages used for reading Dzongkha * Occupation Crosstabulation

			Occupatio	
			7 Others	
Languages used for reading Dzongkha	Others listed	Count	16	296
		% within Occupation	32.0%	24.9%
	3 Dzongkha	Count	7	236
		% within Occupation	14.0%	19.8%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I1 O Languages used for reading English * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading English	Others listed	Count	42	22	1	72	7	24
		% within Occupation	19.8%	11.8%	9.1%	13.8%	38.9%	12.5%
	4 English	Count	103	128	10	45	7	48
		% within Occupation	48.6%	68.4%	90.9%	8.6%	38.9%	25.0%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 O Languages used for reading English * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Languages used for reading English	Others listed	Count	10	178
		% within Occupation	20.0%	14.9%
	4 English	Count	13	354
		% within Occupation	26.0%	29.7%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I1 O Languages used for reading Chokey * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading Chokey	Others listed	Count	143	140	10	109	14	71
		% within Occupation	67.5%	74.9%	90.9%	20.9%	77.8%	37.0%
	5 Chokey	Count	2	10	1	8	0	1
		% within Occupation	.9%	5.3%	9.1%	1.5%	.0%	.5%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 O Languages used for reading Chokey * Occupation Crosstabulation

			Occupatio	
			7 Others	
Languages used for reading Chokey	Others listed	Count	17	504
		% within Occupation	34.0%	42.3%
	5 Chokey	Count	6	28
		% within Occupation	12.0%	2.4%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I1 O Languages used for reading Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Languages used for reading Others	Others listed	Count	142	150	11	115	14	72
		% within Occupation	67.0%	80.2%	100.0%	22.1%	77.8%	37.5%
	Hindi	Count	1	0	0	1	0	0
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.0%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
	Nepali	Count	2	0	0	1	0	0
		% within Occupation	.9%	.0%	.0%	.2%	.0%	.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I1 O Languages used for reading Others * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Languages used for reading Others	Others listed	Count	23	527
		% within Occupation	46.0%	44.2%
	Hindi	Count	0	2
		% within Occupation	.0%	.2%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
	Nepali	Count	0	3
		% within Occupation	.0%	.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I2 O Type of reading Academic books * Occupation Crosstabulation

			Occupation					
							5	
			1 Business	2 Civil Servant	3 Student	4 Farmer	Dependent/u nemployed	6 Taking care of the house
Type of reading Academic books	Others listed	Count	129	128	8	102	13	69
		% within Occupation	60.8%	68.4%	72.7%	19.6%	72.2%	35.9%
	1 Academic books	Count	16	22	3	15	1	3
		% within Occupation	7.5%	11.8%	27.3%	2.9%	5.6%	1.6%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 O Type of reading Academic books * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading Academic books	Others listed	Count	21	470
		% within Occupation	42.0%	39.5%
	1 Academic books	Count	2	62
		% within Occupation	4.0%	5.2%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Novels(fiction) * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading Novels(fiction)	Others listed	Count	114	117	5	103	12	55
		% within Occupation	53.8%	62.6%	45.5%	19.8%	66.7%	28.6%
	2 Novel(fiction)	Count	31	33	6	14	2	17
		% within Occupation	14.6%	17.6%	54.5%	2.7%	11.1%	8.9%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 O Type of reading Novels(fiction) * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading Novels(fiction)	Others listed	Count	17	423
		% within Occupation	34.0%	35.5%
	2 Novel(fiction)	Count	6	109
		% within Occupation	12.0%	9.2%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Religious texts * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading Religious texts	Others listed	Count	91	111	9	46	8	40
		% within Occupation	42.9%	59.4%	81.8%	8.8%	44.4%	20.8%
	3 Religious text	Count	54	39	2	71	6	32
		% within Occupation	25.5%	20.9%	18.2%	13.6%	33.3%	16.7%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading Religious texts * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading Religious texts	Others listed	Count	12	317
		% within Occupation	24.0%	26.6%
	3 Religious text	Count	11	215
		% within Occupation	22.0%	18.1%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Comics * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading Comics	Others listed	Count	126	134	10	107	11	63
		% within Occupation	59.4%	71.7%	90.9%	20.5%	61.1%	32.8%
	4 Comics	Count	19	16	1	10	3	9
		% within Occupation	9.0%	8.6%	9.1%	1.9%	16.7%	4.7%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 O Type of reading Comics * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Type of reading Comics	Others listed	Count	17	468
		% within Occupation	34.0%	39.3%
	4 Comics	Count	6	64
		% within Occupation	12.0%	5.4%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Entertainment or fashion magazines * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Type of reading Entertainment or fashion magazines	Others listed	Count	133	136	11	115	14
		% within Occupation	62.7%	72.7%	100.0%	22.1%	77.8%
	5 Entertainment/fashion magazines	Count	12	14	0	2	0
		% within Occupation	5.7%	7.5%	.0%	.4%	.0%
	NA	Count	67	37	0	404	4
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading Entertainment or fashion magazines * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Type of reading Entertainment or fashion magazines	Others listed	Count	67	22	498
		% within Occupation	34.9%	44.0%	41.8%
	5 Entertainment/fashion magazines	Count	5	1	34
		% within Occupation	2.6%	2.0%	2.9%
	NA	Count	120	27	659
		% within Occupation	62.5%	54.0%	55.3%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

I2 O Type of reading Women's magazines * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Type of reading Women's magazines	Others listed	Count	132	128	11	113	13
		% within Occupation	62.3%	68.4%	100.0%	21.7%	72.2%
	6 Women's magazine	Count	13	22	0	4	1
		% within Occupation	6.1%	11.8%	.0%	.8%	5.6%
	NA	Count	67	37	0	404	4
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

I2 O Type of reading Women's magazines * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Type of reading Women's magazines	Others listed	Count	62	22	481
		% within Occupation	32.3%	44.0%	40.4%
	6 Women's magazine	Count	10	1	51
		% within Occupation	5.2%	2.0%	4.3%
	NA	Count	120	27	659
		% within Occupation	62.5%	54.0%	55.3%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

I2 O Type of reading News and current affairs * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading News and current affairs	Others listed	Count	82	84	8	76	8	52
		% within Occupation	38.7%	44.9%	72.7%	14.6%	44.4%	27.1%
	7 News and current affairs	Count	63	66	3	41	6	20
		% within Occupation	29.7%	35.3%	27.3%	7.9%	33.3%	10.4%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading News and current affairs * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading News and current affairs	Others listed	Count	18	328
		% within Occupation	36.0%	27.5%
	7 News and current affairs	Count	5	204
		% within Occupation	10.0%	17.1%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I2 O Type of reading Newspapers * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading Newspapers	Others listed	Count	46	41	5	48	9	23
		% within Occupation	21.7%	21.9%	45.5%	9.2%	50.0%	12.0%
	8 Newspaper	Count	99	109	6	69	5	49
		% within Occupation	46.7%	58.3%	54.5%	13.2%	27.8%	25.5%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading Newspapers * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading Newspapers	Others listed	Count	11	183
		% within Occupation	22.0%	15.4%
	8 Newspaper	Count	12	349
		% within Occupation	24.0%	29.3%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Sport magazines * Occupation Crosstabulation

			Occupation					
							5	
			1 Business	2 Civil Servant	3 Student	4 Farmer	Dependent/u nemployed	6 Taking care of the house
Type of reading Sport magazines	Others listed	Count	126	131	10	110	14	69
		% within Occupation	59.4%	70.1%	90.9%	21.1%	77.8%	35.9%
	9 Sports magazines	Count	19	19	1	7	0	3
		% within Occupation	9.0%	10.2%	9.1%	1.3%	.0%	1.6%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading Sport magazines * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Type of reading Sport magazines	Others listed	Count	22	482
		% within Occupation	44.0%	40.5%
	9 Sports magazines	Count	1	50
		% within Occupation	2.0%	4.2%
	NA	Count	27	659
		% within Occupation	54.0%	55.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I2 O Type of reading Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Type of reading Others	Others listed	Count	144	147	11	116	14	70
		% within Occupation	67.9%	78.6%	100.0%	22.3%	77.8%	36.5%
	Biography	Count	0	0	0	0	0	0
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.0%
	Cosomology	Count	0	0	0	0	0	0
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.0%
	Dz. story Book	Count	0	0	0	0	0	0
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.0%
	Dzongkha text	Count	1	0	0	1	0	2
		% within Occupation	.5%	.0%	.0%	.2%	.0%	1.0%
	History & Geograpy	Count	0	0	0	0	0	0
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.0%
	Medicine	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	67	37	0	404	4	120
		% within Occupation	31.6%	19.8%	.0%	77.5%	22.2%	62.5%
	Nature	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	Technically books related to any profession	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I2 O Type of reading Others * Occupation Crosstabulation

			Occupatio	
			7 Others	
Type of reading Others	Others listed	Count	19	521
		% within Occupation	38.0%	43.7%
	Biography	Count	1	1
		% within Occupation	2.0%	.1%
	Cosomology	Count	1	1
		% within Occupation	2.0%	.1%
	Dz. story Book	Count	1	1
		% within Occupation	2.0%	.1%
	Dzongkha text	Count	0	4
		% within Occupation	.0%	.3%
	History & Geograpy	Count	1	1
		% within Occupation	2.0%	.1%
	Medicine	Count	0	1
		% within Occupation	.0%	.1%
NA	Count	27	659	
	% within Occupation	54.0%	55.3%	
Nature	Count	0	1	
	% within Occupation	.0%	.1%	
Technically books related to any profession	Count	0	1	
	% within Occupation	.0%	.1%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I3 O Price of Bhutanese newspapers/magazines * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Price of Bhutanese newspapers/magazines	1 Expensive	Count	25	38	4	30	2	10
		% within Occupation	11.8%	20.3%	36.4%	5.8%	11.1%	5.2%
	2 Affordable	Count	116	104	7	82	10	58
		% within Occupation	54.7%	55.6%	63.6%	15.7%	55.6%	30.2%
	3 Cheap	Count	2	8	0	0	2	4
		% within Occupation	.9%	4.3%	.0%	.0%	11.1%	2.1%
	NA	Count	69	37	0	409	4	120
		% within Occupation	32.5%	19.8%	.0%	78.5%	22.2%	62.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I3 O Price of Bhutanese newspapers/magazines * Occupation Crosstabulation

			Occupatio	
			7 Others	
Price of Bhutanese newspapers/magazines	1 Expensive	Count	8	117
		% within Occupation	16.0%	9.8%
	2 Affordable	Count	13	390
		% within Occupation	26.0%	32.7%
	3 Cheap	Count	0	16
		% within Occupation	.0%	1.3%
	NA	Count	29	668
		% within Occupation	58.0%	56.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections News	1 A great deal	Count	121	117	9	96	14	58
		% within Occupation	57.1%	62.6%	81.8%	18.4%	77.8%	30.2%
	2 Some	Count	14	21	1	5	0	8
		% within Occupation	6.6%	11.2%	9.1%	1.0%	.0%	4.2%
	3 A little	Count	4	7	1	1	0	1
		% within Occupation	1.9%	3.7%	9.1%	.2%	.0%	.5%
	4 None	Count	0	3	0	4	0	1
		% within Occupation	.0%	1.6%	.0%	.8%	.0%	.5%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I4 O Attention paid to newspaper sections News * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to newspaper sections News	1 A great deal	Count	14	429
		% within Occupation	28.0%	36.0%
	2 Some	Count	1	50
		% within Occupation	2.0%	4.2%
	3 A little	Count	2	16
		% within Occupation	4.0%	1.3%
4 None		Count	2	10
		% within Occupation	4.0%	.8%
NA		Count	31	686
		% within Occupation	62.0%	57.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Editorials/Opinions * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	21	39	2	13	2	9
		% within Occupation	9.9%	20.9%	18.2%	2.5%	11.1%	4.7%
	2 Some	Count	55	54	3	25	7	21
		% within Occupation	25.9%	28.9%	27.3%	4.8%	38.9%	10.9%
	3 A little	Count	15	21	3	5	1	6
		% within Occupation	7.1%	11.2%	27.3%	1.0%	5.6%	3.1%
	4 None	Count	48	34	3	63	4	32
		% within Occupation	22.6%	18.2%	27.3%	12.1%	22.2%	16.7%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

14 O Attention paid to newspaper sections Editorials/Opinions * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to newspaper sections Editorials/Opinions	1 A great deal	Count	4	90
		% within Occupation	8.0%	7.6%
	2 Some	Count	6	171
		% within Occupation	12.0%	14.4%
	3 A little	Count	2	53
		% within Occupation	4.0%	4.5%
4 None	Count	7	191	
	% within Occupation	14.0%	16.0%	
NA	Count	31	686	
	% within Occupation	62.0%	57.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

14 O Attention paid to newspaper sections Leisure/Literary * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	18	33	3	16	3	8
		% within Occupation	8.5%	17.6%	27.3%	3.1%	16.7%	4.2%
	2 Some	Count	46	60	6	26	5	17
		% within Occupation	21.7%	32.1%	54.5%	5.0%	27.8%	8.9%
	3 A little	Count	23	21	2	3	2	12
		% within Occupation	10.8%	11.2%	18.2%	.6%	11.1%	6.3%
	4 None	Count	52	34	0	61	4	31
		% within Occupation	24.5%	18.2%	.0%	11.7%	22.2%	16.1%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Leisure/Literary * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to newspaper sections Leisure/Literary	1 A great deal	Count	2	83
		% within Occupation	4.0%	7.0%
	2 Some	Count	3	163
		% within Occupation	6.0%	13.7%
	3 A little	Count	4	67
		% within Occupation	8.0%	5.6%
4 None	Count	10	192	
	% within Occupation	20.0%	16.1%	
NA	Count	31	686	
	% within Occupation	62.0%	57.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Letters to the Eds * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	23	26	3	14	2	4
		% within Occupation	10.8%	13.9%	27.3%	2.7%	11.1%	2.1%
	2 Some	Count	36	47	2	23	5	16
		% within Occupation	17.0%	25.1%	18.2%	4.4%	27.8%	8.3%
	3 A little	Count	21	30	2	3	0	8
		% within Occupation	9.9%	16.0%	18.2%	.6%	.0%	4.2%
	4 None	Count	59	45	4	66	7	40
		% within Occupation	27.8%	24.1%	36.4%	12.7%	38.9%	20.8%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Letters to the Eds * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to newspaper sections Letters to the Eds	1 A great deal	Count	3	75
		% within Occupation	6.0%	6.3%
	2 Some	Count	6	135
		% within Occupation	12.0%	11.3%
	3 A little	Count	2	66
		% within Occupation	4.0%	5.5%
4 None	Count	8	229	
	% within Occupation	16.0%	19.2%	
NA	Count	31	686	
	% within Occupation	62.0%	57.6%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I4 O Attention paid to newspaper sections Advertisements * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Advertisements	1 A great deal	Count	45	24	1	14	4	8
		% within Occupation	21.2%	12.8%	9.1%	2.7%	22.2%	4.2%
	2 Some	Count	34	60	3	32	5	22
		% within Occupation	16.0%	32.1%	27.3%	6.1%	27.8%	11.5%
	3 A little	Count	21	34	1	8	3	10
		% within Occupation	9.9%	18.2%	9.1%	1.5%	16.7%	5.2%
	4 None	Count	39	30	6	52	2	28
		% within Occupation	18.4%	16.0%	54.5%	10.0%	11.1%	14.6%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Advertisements * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to newspaper sections Advertisements	1 A great deal	Count	4	100
		% within Occupation	8.0%	8.4%
	2 Some	Count	6	162
		% within Occupation	12.0%	13.6%
	3 A little	Count	2	79
		% within Occupation	4.0%	6.6%
	4 None	Count	7	164
		% within Occupation	14.0%	13.8%
	NA	Count	31	686
		% within Occupation	62.0%	57.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Newspaper Supplements * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	26	27	3	10	4	7
		% within Occupation	12.3%	14.4%	27.3%	1.9%	22.2%	3.6%
	2 Some	Count	27	49	2	25	3	17
		% within Occupation	12.7%	26.2%	18.2%	4.8%	16.7%	8.9%
	3 A little	Count	21	22	0	4	0	5
		% within Occupation	9.9%	11.8%	.0%	.8%	.0%	2.6%
	4 None	Count	65	50	6	67	7	39
		% within Occupation	30.7%	26.7%	54.5%	12.9%	38.9%	20.3%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Newspaper Supplements * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to newspaper sections Newspaper Supplements	1 A great deal	Count	2	79
		% within Occupation	4.0%	6.6%
	2 Some	Count	2	125
		% within Occupation	4.0%	10.5%
	3 A little	Count	4	56
		% within Occupation	8.0%	4.7%
4 None	Count	11	245	
	% within Occupation	22.0%	20.6%	
NA	Count	31	686	
	% within Occupation	62.0%	57.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Religious matters * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Religious matters	1 A great deal	Count	55	38	1	55	3	21
		% within Occupation	25.9%	20.3%	9.1%	10.6%	16.7%	10.9%
	2 Some	Count	29	66	3	21	4	25
		% within Occupation	13.7%	35.3%	27.3%	4.0%	22.2%	13.0%
	3 A little	Count	15	27	6	4	4	11
		% within Occupation	7.1%	14.4%	54.5%	.8%	22.2%	5.7%
	4 None	Count	40	17	1	26	3	11
		% within Occupation	18.9%	9.1%	9.1%	5.0%	16.7%	5.7%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Religious matters * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to newspaper sections Religious matters	1 A great deal	Count	8	181
		% within Occupation	16.0%	15.2%
	2 Some	Count	3	151
		% within Occupation	6.0%	12.7%
	3 A little	Count	0	67
		% within Occupation	.0%	5.6%
4 None	Count	8	106	
	% within Occupation	16.0%	8.9%	
NA	Count	31	686	
	% within Occupation	62.0%	57.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Sports * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Sports	1 A great deal	Count	38	43	4	16	4	8
		% within Occupation	17.9%	23.0%	36.4%	3.1%	22.2%	4.2%
	2 Some	Count	46	55	4	23	3	12
		% within Occupation	21.7%	29.4%	36.4%	4.4%	16.7%	6.3%
	3 A little	Count	14	22	0	11	2	10
		% within Occupation	6.6%	11.8%	.0%	2.1%	11.1%	5.2%
	4 None	Count	41	28	3	56	5	38
		% within Occupation	19.3%	15.0%	27.3%	10.7%	27.8%	19.8%
NA	Count	73	39	0	415	4	124	
	% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%	
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Sports * Occupation Crosstabulation

			Occupatio	
			7 Others	
Attention paid to newspaper sections Sports	1 A great deal	Count	6	119
		% within Occupation	12.0%	10.0%
	2 Some	Count	2	145
		% within Occupation	4.0%	12.2%
	3 A little	Count	1	60
		% within Occupation	2.0%	5.0%
	4 None	Count	10	181
		% within Occupation	20.0%	15.2%
	NA	Count	31	686
		% within Occupation	62.0%	57.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I4 O Attention paid to newspaper sections Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Attention paid to newspaper sections Others	4 None	Count	139	148	11	106	14	68
		% within Occupation	65.6%	79.1%	100.0%	20.3%	77.8%	35.4%
	NA	Count	73	39	0	415	4	124
		% within Occupation	34.4%	20.9%	.0%	79.7%	22.2%	64.6%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I4 O Attention paid to newspaper sections Others * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Attention paid to newspaper sections Others	4 None	Count	19	505
		% within Occupation	38.0%	42.4%
	NA	Count	31	686
		% within Occupation	62.0%	57.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I5 O Preferred paper News * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper News	1 Bhutan Times	Count	21	26	2	12	0	7
		% within Occupation	9.9%	13.9%	18.2%	2.3%	.0%	3.6%
	2 Bhutan Observer	Count	4	4	1	4	1	6
		% within Occupation	1.9%	2.1%	9.1%	.8%	5.6%	3.1%
	3 Kuensel	Count	110	111	8	82	13	50
		% within Occupation	51.9%	59.4%	72.7%	15.7%	72.2%	26.0%
	4 International paper	Count	3	2	0	2	0	2
		% within Occupation	1.4%	1.1%	.0%	.4%	.0%	1.0%
	NA	Count	74	44	0	421	4	127
		% within Occupation	34.9%	23.5%	.0%	80.8%	22.2%	66.1%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 O Preferred paper News * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Preferred paper News	1 Bhutan Times	Count	1	69
		% within Occupation	2.0%	5.8%
	2 Bhutan Observer	Count	3	23
		% within Occupation	6.0%	1.9%
	3 Kuensel	Count	13	387
		% within Occupation	26.0%	32.5%
4 International paper	Count	0	9	
	% within Occupation	.0%	.8%	
NA	Count	33	703	
	% within Occupation	66.0%	59.0%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I5 O Preferred paper Editorials/Opinions * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	25	25	3	7	1
		% within Occupation	11.8%	13.4%	27.3%	1.3%	5.6%
	2 Bhutan Observer	Count	12	5	0	5	0
		% within Occupation	5.7%	2.7%	.0%	1.0%	.0%
	3 Kuensel	Count	55	82	4	32	9
		% within Occupation	25.9%	43.9%	36.4%	6.1%	50.0%
4 International paper	Count	0	2	1	1	0	
	% within Occupation	.0%	1.1%	9.1%	.2%	.0%	
NA	Count	120	73	3	476	8	
	% within Occupation	56.6%	39.0%	27.3%	91.4%	44.4%	
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 O Preferred paper Editorials/Opinions * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Preferred paper Editorials/Opinions	1 Bhutan Times	Count	6	2	69
		% within Occupation	3.1%	4.0%	5.8%
	2 Bhutan Observer	Count	4	4	30
		% within Occupation	2.1%	8.0%	2.5%
	3 Kuensel	Count	28	5	215
		% within Occupation	14.6%	10.0%	18.1%
	4 International paper	Count	1	1	6
		% within Occupation	.5%	2.0%	.5%
	NA	Count	153	38	871
		% within Occupation	79.7%	76.0%	73.1%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

I5 O Preferred paper Leisure/Literary * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Preferred paper Leisure/Literary	1 Bhutan Times	Count	16	33	4	7	2
		% within Occupation	7.5%	17.6%	36.4%	1.3%	11.1%
	2 Bhutan Observer	Count	12	9	0	3	0
		% within Occupation	5.7%	4.8%	.0%	.6%	.0%
	3 Kuensel	Count	57	66	6	36	9
		% within Occupation	26.9%	35.3%	54.5%	6.9%	50.0%
	4 International paper	Count	6	8	1	0	0
		% within Occupation	2.8%	4.3%	9.1%	.0%	.0%
	NA	Count	121	71	0	475	7
		% within Occupation	57.1%	38.0%	.0%	91.2%	38.9%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

I5 O Preferred paper Leisure/Literary * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Preferred paper Leisure/Literary	1 Bhutan Times	Count	7	2	71
		% within Occupation	3.6%	4.0%	6.0%
	2 Bhutan Observer	Count	3	1	28
		% within Occupation	1.6%	2.0%	2.4%
	3 Kuensel	Count	27	5	206
		% within Occupation	14.1%	10.0%	17.3%
	4 International paper	Count	3	1	19
		% within Occupation	1.6%	2.0%	1.6%
	NA	Count	152	41	867
		% within Occupation	79.2%	82.0%	72.8%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

I5 O Preferred paper Letters to the Eds * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper Letters to the Eds	1 Bhutan Times	Count	23	22	3	13	0	6
		% within Occupation	10.8%	11.8%	27.3%	2.5%	.0%	3.1%
	2 Bhutan Observer	Count	4	3	0	4	1	3
		% within Occupation	1.9%	1.6%	.0%	.8%	5.6%	1.6%
	3 Kuensel	Count	57	78	4	25	7	22
		% within Occupation	26.9%	41.7%	36.4%	4.8%	38.9%	11.5%
	4 International paper	Count	1	2	0	0	0	2
		% within Occupation	.5%	1.1%	.0%	.0%	.0%	1.0%
	NA	Count	127	82	4	479	10	159
		% within Occupation	59.9%	43.9%	36.4%	91.9%	55.6%	82.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 O Preferred paper Letters to the Eds * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Preferred paper Letters to the Eds	1 Bhutan Times	Count	4	71
		% within Occupation	8.0%	6.0%
	2 Bhutan Observer	Count	2	17
		% within Occupation	4.0%	1.4%
	3 Kuensel	Count	5	198
		% within Occupation	10.0%	16.6%
	4 International paper	Count	0	5
		% within Occupation	.0%	.4%
	NA	Count	39	900
		% within Occupation	78.0%	75.6%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I5 O Preferred paper Advertisements * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Preferred paper Advertisements	1 Bhutan Times	Count	18	39	2	7	2
		% within Occupation	8.5%	20.9%	18.2%	1.3%	11.1%
	2 Bhutan Observer	Count	4	5	0	8	0
		% within Occupation	1.9%	2.7%	.0%	1.5%	.0%
	3 Kuensel	Count	74	70	2	41	9
		% within Occupation	34.9%	37.4%	18.2%	7.9%	50.0%
	4 International paper	Count	4	5	1	0	1
		% within Occupation	1.9%	2.7%	9.1%	.0%	5.6%
	NA	Count	112	68	6	465	6
		% within Occupation	52.8%	36.4%	54.5%	89.3%	33.3%
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 O Preferred paper Advertisements * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Preferred paper Advertisements	1 Bhutan Times	Count	5	1	74
		% within Occupation	2.6%	2.0%	6.2%
	2 Bhutan Observer	Count	3	1	21
		% within Occupation	1.6%	2.0%	1.8%
	3 Kuensel	Count	32	9	237
		% within Occupation	16.7%	18.0%	19.9%
	4 International paper	Count	2	1	14
		% within Occupation	1.0%	2.0%	1.2%
	NA	Count	150	38	845
		% within Occupation	78.1%	76.0%	70.9%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

I5 O Preferred paper Newspaper Supplements * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	16	16	1	7	0	6
		% within Occupation	7.5%	8.6%	9.1%	1.3%	.0%	3.1%
	2 Bhutan Observer	Count	2	8	0	3	0	2
		% within Occupation	.9%	4.3%	.0%	.6%	.0%	1.0%
	3 Kuensel	Count	56	66	4	29	7	22
		% within Occupation	26.4%	35.3%	36.4%	5.6%	38.9%	11.5%
	4 International paper	Count	2	10	0	0	0	4
		% within Occupation	.9%	5.3%	.0%	.0%	.0%	2.1%
	NA	Count	136	87	6	482	11	158
		% within Occupation	64.2%	46.5%	54.5%	92.5%	61.1%	82.3%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 O Preferred paper Newspaper Supplements * Occupation Crosstabulation

			Occupatio	
			7 Others	
			Total	
Preferred paper Newspaper Supplements	1 Bhutan Times	Count	1	47
		% within Occupation	2.0%	3.9%
	2 Bhutan Observer	Count	0	15
		% within Occupation	.0%	1.3%
	3 Kuensel	Count	7	191
		% within Occupation	14.0%	16.0%
4 International paper	Count	0	16	
	% within Occupation	.0%	1.3%	
NA	Count	42	922	
	% within Occupation	84.0%	77.4%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I5 O Preferred paper Religious matters * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper Religious matters	1 Bhutan Times	Count	20	25	2	11	1	7
		% within Occupation	9.4%	13.4%	18.2%	2.1%	5.6%	3.6%
	2 Bhutan Observer	Count	9	20	1	10	0	5
		% within Occupation	4.2%	10.7%	9.1%	1.9%	.0%	2.6%
	3 Kuensel	Count	68	83	7	58	10	43
		% within Occupation	32.1%	44.4%	63.6%	11.1%	55.6%	22.4%
	4 International paper	Count	2	2	0	1	0	2
		% within Occupation	.9%	1.1%	.0%	.2%	.0%	1.0%
	NA	Count	113	57	1	441	7	135
		% within Occupation	53.3%	30.5%	9.1%	84.6%	38.9%	70.3%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 O Preferred paper Religious matters * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Preferred paper Religious matters	1 Bhutan Times	Count	1	67
		% within Occupation	2.0%	5.6%
	2 Bhutan Observer	Count	1	46
		% within Occupation	2.0%	3.9%
	3 Kuensel	Count	9	278
		% within Occupation	18.0%	23.3%
4 International paper	Count	0	7	
	% within Occupation	.0%	.6%	
NA	Count	39	793	
	% within Occupation	78.0%	66.6%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I5 O Preferred paper Sports * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper Sports	1 Bhutan Times	Count	18	33	5	12	1	7
		% within Occupation	8.5%	17.6%	45.5%	2.3%	5.6%	3.6%
	2 Bhutan Observer	Count	4	5	0	5	1	3
		% within Occupation	1.9%	2.7%	.0%	1.0%	5.6%	1.6%
	3 Kuensel	Count	54	45	0	32	6	16
		% within Occupation	25.5%	24.1%	.0%	6.1%	33.3%	8.3%
	4 International paper	Count	21	38	3	4	2	7
		% within Occupation	9.9%	20.3%	27.3%	.8%	11.1%	3.6%
	NA	Count	115	66	3	468	8	159
		% within Occupation	54.2%	35.3%	27.3%	89.8%	44.4%	82.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I5 O Preferred paper Sports * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Preferred paper Sports	1 Bhutan Times	Count	1	77
		% within Occupation	2.0%	6.5%
	2 Bhutan Observer	Count	0	18
		% within Occupation	.0%	1.5%
	3 Kuensel	Count	7	160
		% within Occupation	14.0%	13.4%
4 International paper	Count	1	76	
	% within Occupation	2.0%	6.4%	
NA	Count	41	860	
	% within Occupation	82.0%	72.2%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

I5 O Preferred paper Others * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Preferred paper Others	1 Bhutan Times	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	3 Kuensel	Count	2	2	0	1	0	0
		% within Occupation	.9%	1.1%	.0%	.2%	.0%	.0%
	4 International paper	Count	3	0	0	0	1	2
		% within Occupation	1.4%	.0%	.0%	.0%	5.6%	1.0%
	NA	Count	207	184	11	520	17	189
		% within Occupation	97.6%	98.4%	100.0%	99.8%	94.4%	98.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

I5 O Preferred paper Others * Occupation Crosstabulation

			Occupatio	
			7 Others	
Preferred paper Others	1 Bhutan Times	Count	0	2
		% within Occupation	.0%	.2%
	3 Kuensel	Count	0	5
		% within Occupation	.0%	.4%
	4 International paper	Count	0	6
		% within Occupation	.0%	.5%
	NA	Count	50	1178
		% within Occupation	100.0%	98.9%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

I6 O Sharing Newspaper * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Sharing Newspaper	0	Count	24	20	0	37	1	10
		% within Occupation	11.3%	10.7%	.0%	7.1%	5.6%	5.2%
	1	Count	16	26	3	24	2	17
		% within Occupation	7.5%	13.9%	27.3%	4.6%	11.1%	8.9%
	10	Count	2	2	1	1	0	0
		% within Occupation	.9%	1.1%	9.1%	.2%	.0%	.0%
	13	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	2	Count	41	44	2	18	4	25
		% within Occupation	19.3%	23.5%	18.2%	3.5%	22.2%	13.0%
	20	Count	0	2	0	1	0	0
		% within Occupation	.0%	1.1%	.0%	.2%	.0%	.0%
	3	Count	22	26	2	10	3	8
		% within Occupation	10.4%	13.9%	18.2%	1.9%	16.7%	4.2%
	4	Count	13	10	1	6	1	4
		% within Occupation	6.1%	5.3%	9.1%	1.2%	5.6%	2.1%
	5	Count	13	7	2	6	0	4
		% within Occupation	6.1%	3.7%	18.2%	1.2%	.0%	2.1%
	6	Count	5	3	0	2	1	0
		% within Occupation	2.4%	1.6%	.0%	.4%	5.6%	.0%
	7	Count	2	1	0	1	0	0
		% within Occupation	.9%	.5%	.0%	.2%	.0%	.0%
	8	Count	1	2	0	1	2	1
		% within Occupation	.5%	1.1%	.0%	.2%	11.1%	.5%
	everyone	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	from office	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	lots	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	many	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%

I6 O Sharing Newspaper * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Sharing Newspaper	NA	Count	73	39	0	414	4	123
		% within Occupation	34.4%	20.9%	.0%	79.5%	22.2%	64.1%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

I6 O Sharing Newspaper * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Sharing Newspaper	0	Count	6	98
		% within Occupation	12.0%	8.2%
	1	Count	3	91
		% within Occupation	6.0%	7.6%
	10	Count	0	6
		% within Occupation	.0%	.5%
	13	Count	0	1
		% within Occupation	.0%	.1%
	2	Count	5	139
		% within Occupation	10.0%	11.7%
	20	Count	0	3
		% within Occupation	.0%	.3%
	3	Count	2	73
		% within Occupation	4.0%	6.1%
	4	Count	0	35
		% within Occupation	.0%	2.9%
	5	Count	1	33
		% within Occupation	2.0%	2.8%
	6	Count	0	11
		% within Occupation	.0%	.9%
	7	Count	2	6
		% within Occupation	4.0%	.5%
	8	Count	0	7
		% within Occupation	.0%	.6%
	everyone	Count	0	1
		% within Occupation	.0%	.1%
	from office	Count	0	1
		% within Occupation	.0%	.1%
	lots	Count	0	1
		% within Occupation	.0%	.1%
	many	Count	0	1
		% within Occupation	.0%	.1%

I6 O Sharing Newspaper * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Sharing Newspaper	NA	Count	31	684
		% within Occupation	62.0%	57.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

J. Film Specifics by Age

J1 AG Movies preferred * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Movies preferred	1 Bhutanese Films	Count	72	205	199	153	87	48	764
		% within Age Group	55.4%	57.9%	71.3%	68.3%	68.5%	62.3%	64.1%
	2 Hindi Films	Count	29	69	26	18	9	4	155
		% within Age Group	22.3%	19.5%	9.3%	8.0%	7.1%	5.2%	13.0%
	3 Western Films	Count	14	49	16	8	2	1	90
		% within Age Group	10.8%	13.8%	5.7%	3.6%	1.6%	1.3%	7.6%
	4 Korean Films	Count	9	5	2	2	0	0	18
		% within Age Group	6.9%	1.4%	.7%	.9%	.0%	.0%	1.5%
	5 No preference	Count	6	15	14	11	9	4	59
		% within Age Group	4.6%	4.2%	5.0%	4.9%	7.1%	5.2%	5.0%
Do not use	Count	0	10	20	31	19	20	100	
	% within Age Group	.0%	2.8%	7.2%	13.8%	15.0%	26.0%	8.4%	
Nepali	Count	0	1	2	1	1	0	5	
	% within Age Group	.0%	.3%	.7%	.4%	.8%	.0%	.4%	
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

J2 AG Quality of the Bhutanese Movie * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Quality of the Bhutanese Movie	1 Very Good	Count	26	49	63	43	21	9	211
		% within Age Group	20.0%	13.8%	22.6%	19.2%	16.5%	11.7%	17.7%
	2 Good	Count	86	230	161	123	60	35	695
		% within Age Group	66.2%	65.0%	57.7%	54.9%	47.2%	45.5%	58.4%
	3 Adequate	Count	14	50	26	18	13	4	125
		% within Age Group	10.8%	14.1%	9.3%	8.0%	10.2%	5.2%	10.5%
	4 Poor	Count	1	3	2	0	0	1	7
Total		% within Age Group	.8%	.8%	.7%	.0%	.0%	1.3%	.6%
	5 Don't know	Count	3	12	7	9	14	8	53
		% within Age Group	2.3%	3.4%	2.5%	4.0%	11.0%	10.4%	4.5%
	NA	Count	0	10	20	31	19	20	100
		% within Age Group	.0%	2.8%	7.2%	13.8%	15.0%	26.0%	8.4%
		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J3 AG Element of the Bhutanese Movie * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Element of the Bhutanese Movie	1 Drama	Count	27	82	65	50	31	22	277
		% within Age Group	20.8%	23.2%	23.3%	22.3%	24.4%	28.6%	23.3%
	2 Action	Count	13	49	34	26	11	5	138
		% within Age Group	10.0%	13.8%	12.2%	11.6%	8.7%	6.5%	11.6%
	3 Comedy	Count	25	69	46	36	13	12	201
		% within Age Group	19.2%	19.5%	16.5%	16.1%	10.2%	15.6%	16.9%
	4 Songs	Count	60	124	104	71	47	16	422
		% within Age Group	46.2%	35.0%	37.3%	31.7%	37.0%	20.8%	35.4%
	All	Count	0	1	6	1	1	0	9
		% within Age Group	.0%	.3%	2.2%	.4%	.8%	.0%	.8%
	Character of attitude	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	Do not know	Count	0	8	1	4	5	0	18
		% within Age Group	.0%	2.3%	.4%	1.8%	3.9%	.0%	1.5%
	Do not watch	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%

J3 AG Element of the Bhutanese Movie * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Element of the Bhutanese Movie	Dress	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	Emotional movies	Count	2	4	0	2	0	0	8
		% within Age Group	1.5%	1.1%	.0%	.9%	.0%	.0%	.7%
	History Religious films	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	NA	Count	0	10	20	31	19	20	100
		% within Age Group	.0%	2.8%	7.2%	13.8%	15.0%	26.0%	8.4%
	Religious	Count	0	1	0	1	0	1	3
		% within Age Group	.0%	.3%	.0%	.4%	.0%	1.3%	.3%
	Sentimental	Count	0	2	1	0	0	0	3
		% within Age Group	.0%	.6%	.4%	.0%	.0%	.0%	.3%
	Story	Count	2	1	1	0	0	0	4
		% within Age Group	1.5%	.3%	.4%	.0%	.0%	.0%	.3%
	Story of Hardship	Count	0	0	0	0	0	1	1
		% within Age Group	.0%	.0%	.0%	.0%	.0%	1.3%	.1%
	Story of the film	Count	0	0	0	1	0	0	1
		% within Age Group	.0%	.0%	.0%	.4%	.0%	.0%	.1%
	Whole Movie	Count	0	1	1	0	0	0	2
		% within Age Group	.0%	.3%	.4%	.0%	.0%	.0%	.2%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J4 AG Price of a Movie Ticket * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Price of a Movie Ticket	1 Expensive	Count	75	232	153	121	80	41	702
		% within Age Group	57.7%	65.5%	54.8%	54.0%	63.0%	53.2%	58.9%
	2 Affordable	Count	55	110	103	69	26	16	379
		% within Age Group	42.3%	31.1%	36.9%	30.8%	20.5%	20.8%	31.8%
	3 Cheap	Count	0	1	3	2	0	0	6
		% within Age Group	.0%	.3%	1.1%	.9%	.0%	.0%	.5%
	NA	Count	0	11	20	32	21	20	104
		% within Age Group	.0%	3.1%	7.2%	14.3%	16.5%	26.0%	8.7%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J. Film specifics by Type of Area

J1 A Movies preferred * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Movies preferred	1 Bhutanese Films	Count	432	332	764
		% within Type of Area	72.7%	55.6%	64.1%
	2 Hindi Films	Count	44	111	155
		% within Type of Area	7.4%	18.6%	13.0%
	3 Western Films	Count	14	76	90
		% within Type of Area	2.4%	12.7%	7.6%
	4 Korean Films	Count	3	15	18
		% within Type of Area	.5%	2.5%	1.5%
	5 No preference	Count	28	31	59
		% within Type of Area	4.7%	5.2%	5.0%
	Do not use	Count	71	29	100
		% within Type of Area	12.0%	4.9%	8.4%
	Nepali	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

J2 A Quality of the Bhutanese Movie * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Quality of the Bhutanese Movie	1 Very Good	Count	125	86	211
		% within Type of Area	21.0%	14.4%	17.7%
	2 Good	Count	322	373	695
		% within Type of Area	54.2%	62.5%	58.4%
	3 Adequate	Count	43	82	125
		% within Type of Area	7.2%	13.7%	10.5%
	4 Poor	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	5 Don't know	Count	32	21	53
		% within Type of Area	5.4%	3.5%	4.5%
	NA	Count	71	29	100
		% within Type of Area	12.0%	4.9%	8.4%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

J3 A Element of the Bhutanese Movie * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Element of the Bhutanese Movie	1 Drama	Count	151	126	277
		% within Type of Area	25.4%	21.1%	23.3%
	2 Action	Count	72	66	138
		% within Type of Area	12.1%	11.1%	11.6%
	3 Comedy	Count	88	113	201
		% within Type of Area	14.8%	18.9%	16.9%
	4 Songs	Count	189	233	422
		% within Type of Area	31.8%	39.0%	35.4%
	All	Count	2	7	9
		% within Type of Area	.3%	1.2%	.8%
	Character of attitude	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	Do not know	Count	7	11	18
		% within Type of Area	1.2%	1.8%	1.5%
	Do not watch	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Dress	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	Emotional movies	Count	4	4	8
		% within Type of Area	.7%	.7%	.7%
	History Religious films	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	NA	Count	71	29	100
		% within Type of Area	12.0%	4.9%	8.4%
	Religious	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	Sentimental	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	Story	Count	3	1	4
		% within Type of Area	.5%	.2%	.3%
	Story of Hardship	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	Story of the film	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	Whole Movie	Count	2	0	2
		% within Type of Area	.3%	.0%	.2%
Total			Count	Count	Count
			594	597	1191
			% within Type of Area	% within Type of Area	% within Type of Area
			100.0%	100.0%	100.0%

J4 A Price of a Movie Ticket * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Price of a Movie Ticket	1 Expensive	Count	334	368	702
		% within Type of Area	56.2%	61.6%	58.9%
	2 Affordable	Count	187	192	379
		% within Type of Area	31.5%	32.2%	31.8%
	3 Cheap	Count	0	6	6
		% within Type of Area	.0%	1.0%	.5%
	NA	Count	73	31	104
		% within Type of Area	12.3%	5.2%	8.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

J. Film Specifics by Education

J1 E Movies preferred * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Movies preferred	1 Bhutanese Films	Count	418	51	89	102	34	3	16
		% within Education	75.3%	76.1%	64.0%	50.5%	30.4%	100.0%	32.7%
	2 Hindi Films	Count	33	9	28	50	26	0	5
		% within Education	5.9%	13.4%	20.1%	24.8%	23.2%	.0%	10.2%
	3 Western Films	Count	7	0	8	23	35	0	16
		% within Education	1.3%	.0%	5.8%	11.4%	31.3%	.0%	32.7%
	4 Korean Films	Count	0	0	0	6	8	0	3
		% within Education	.0%	.0%	.0%	3.0%	7.1%	.0%	6.1%
	5 No preference	Count	13	3	10	14	9	0	9
		% within Education	2.3%	4.5%	7.2%	6.9%	8.0%	.0%	18.4%
	Do not use	Count	81	3	4	7	0	0	0
		% within Education	14.6%	4.5%	2.9%	3.5%	.0%	.0%	.0%
	Nepali	Count	3	1	0	0	0	0	0
		% within Education	.5%	1.5%	.0%	.0%	.0%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J1 E Movies preferred * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Movies preferred	1 Bhutanese Films	Count	38	9	4	764
		% within Education	80.9%	81.8%	66.7%	64.1%
	2 Hindi Films	Count	2	0	2	155
		% within Education	4.3%	.0%	33.3%	13.0%
	3 Western Films	Count	0	1	0	90
		% within Education	.0%	9.1%	.0%	7.6%
	4 Korean Films	Count	1	0	0	18
		% within Education	2.1%	.0%	.0%	1.5%
	5 No preference	Count	1	0	0	59
		% within Education	2.1%	.0%	.0%	5.0%
	Do not use	Count	5	0	0	100
		% within Education	10.6%	.0%	.0%	8.4%
	Nepali	Count	0	1	0	5
		% within Education	.0%	9.1%	.0%	.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

J2 E Quality of the Bhutanese Movie * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Quality of the Bhutanese Movie	1 Very Good	Count	120	15	25	26	9	0	3
		% within Education	21.6%	22.4%	18.0%	12.9%	8.0%	.0%	6.1%
	2 Good	Count	287	38	93	131	80	3	29
		% within Education	51.7%	56.7%	66.9%	64.9%	71.4%	100.0%	59.2%
	3 Adequate	Count	39	4	14	31	16	0	16
		% within Education	7.0%	6.0%	10.1%	15.3%	14.3%	.0%	32.7%
	4 Poor	Count	1	0	0	2	3	0	0
		% within Education	.2%	.0%	.0%	1.0%	2.7%	.0%	.0%
	5 Don't know	Count	27	7	3	5	4	0	1
		% within Education	4.9%	10.4%	2.2%	2.5%	3.6%	.0%	2.0%
	NA	Count	81	3	4	7	0	0	0
		% within Education	14.6%	4.5%	2.9%	3.5%	.0%	.0%	.0%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

J2 E Quality of the Bhutanese Movie * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Quality of the Bhutanese Movie	1 Very Good	Count	8	3	2	211
		% within Education	17.0%	27.3%	33.3%	17.7%
	2 Good	Count	25	6	3	695
		% within Education	53.2%	54.5%	50.0%	58.4%
	3 Adequate	Count	4	1	0	125
		% within Education	8.5%	9.1%	.0%	10.5%
	4 Poor	Count	1	0	0	7
		% within Education	2.1%	.0%	.0%	.6%
	5 Don't know	Count	4	1	1	53
		% within Education	8.5%	9.1%	16.7%	4.5%
	NA	Count	5	0	0	100
		% within Education	10.6%	.0%	.0%	8.4%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

J3 E Element of the Bhutanese Movie * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Element of the Bhutanese Movie	1 Drama	Count	141	18	29	38	21	1	11
		% within Education	25.4%	26.9%	20.9%	18.8%	18.8%	33.3%	22.4%
	2 Action	Count	40	6	24	35	18	0	6
		% within Education	7.2%	9.0%	17.3%	17.3%	16.1%	.0%	12.2%
	3 Comedy	Count	80	11	25	41	23	0	11
		% within Education	14.4%	16.4%	18.0%	20.3%	20.5%	.0%	22.4%
	4 Songs	Count	191	22	51	77	46	0	19
		% within Education	34.4%	32.8%	36.7%	38.1%	41.1%	.0%	38.8%
	All	Count	6	2	1	0	0	0	0
		% within Education	1.1%	3.0%	.7%	.0%	.0%	.0%	.0%
	Character of attitude	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
	Do not know	Count	5	4	1	2	2	0	2
		% within Education	.9%	6.0%	.7%	1.0%	1.8%	.0%	4.1%
	Do not watch	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	Dress	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	Emotional movies	Count	5	0	1	0	1	0	0
		% within Education	.9%	.0%	.7%	.0%	.9%	.0%	.0%
	History Religious films	Count	0	0	1	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%
	NA	Count	81	3	4	7	0	0	0
		% within Education	14.6%	4.5%	2.9%	3.5%	.0%	.0%	.0%
	Religious	Count	2	0	0	0	0	0	0
		% within Education	.4%	.0%	.0%	.0%	.0%	.0%	.0%
	Sentimental	Count	0	0	0	0	0	2	0
		% within Education	.0%	.0%	.0%	.0%	.0%	66.7%	.0%
	Story	Count	1	1	1	1	0	0	0
		% within Education	.2%	1.5%	.7%	.5%	.0%	.0%	.0%
	Story of Hardship	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%

J3 E Element of the Bhutanese Movie * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Element of the Bhutanese Movie	Story of the film	Count	0	0	1	0	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%	.0%
	Whole Movie	Count	1	0	0	0	0	0	0
		% within Education	.2%	.0%	.0%	.0%	.0%	.0%	.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J3 E Element of the Bhutanese Movie * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Element of the Bhutanese Movie	1 Drama	Count	15	2	1	277
		% within Education	31.9%	18.2%	16.7%	23.3%
	2 Action	Count	8	1	0	138
		% within Education	17.0%	9.1%	.0%	11.6%
	3 Comedy	Count	8	1	1	201
		% within Education	17.0%	9.1%	16.7%	16.9%
	4 Songs	Count	7	5	4	422
		% within Education	14.9%	45.5%	66.7%	35.4%
	All	Count	0	0	0	9
		% within Education	.0%	.0%	.0%	.8%
	Character of attitude	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Do not know	Count	1	1	0	18
		% within Education	2.1%	9.1%	.0%	1.5%
	Do not watch	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Dress	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Emotional movies	Count	1	0	0	8
		% within Education	2.1%	.0%	.0%	.7%
	History Religious films	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	5	0	0	100
		% within Education	10.6%	.0%	.0%	8.4%
	Religious	Count	0	1	0	3
		% within Education	.0%	9.1%	.0%	.3%
	Sentimental	Count	1	0	0	3
		% within Education	2.1%	.0%	.0%	.3%
	Story	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	Story of Hardship	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%

J3 E Element of the Bhutanese Movie * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Element of the Bhutanese Movie	Story of the film	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	Whole Movie	Count	1	0	0	2
		% within Education	2.1%	.0%	.0%	.2%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

J4 E Price of a Movie Ticket * Education Crosstabulation

			Education							
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)	8 Religious
Price of a Movie Ticket	1 Expensive	Count	286	34	92	137	82	3	36	24
		% within Education	51.5%	50.7%	66.2%	67.8%	73.2%	100.0%	73.5%	51.1%
	2 Affordable	Count	184	29	43	57	28	0	12	17
		% within Education	33.2%	43.3%	30.9%	28.2%	25.0%	.0%	24.5%	36.2%
	3 Cheap	Count	2	1	0	0	1	0	1	1
		% within Education	.4%	1.5%	.0%	.0%	.9%	.0%	2.0%	2.1%
	NA	Count	83	3	4	8	1	0	0	5
		% within Education	15.0%	4.5%	2.9%	4.0%	.9%	.0%	.0%	10.6%
Total		Count	555	67	139	202	112	3	49	47
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J4 E Price of a Movie Ticket * Education Crosstabulation

			Education		
			PP upto Class 5	Upto Class 8	
Price of a Movie Ticket	1 Expensive	Count	4	4	702
		% within Education	36.4%	66.7%	58.9%
	2 Affordable	Count	7	2	379
		% within Education	63.6%	33.3%	31.8%
	3 Cheap	Count	0	0	6
		% within Education	.0%	.0%	.5%
	NA	Count	0	0	104
		% within Education	.0%	.0%	8.7%
Total		Count	11	6	1191
		% within Education	100.0%	100.0%	100.0%

J. Film Specifics by Gender

J1 G Movies preferred * Gender Crosstabulation

			Gender		Total
			Female	Male	
Movies preferred	1 Bhutanese Films	Count	418	346	764
		% within Gender	66.9%	61.1%	64.1%
	2 Hindi Films	Count	78	77	155
		% within Gender	12.5%	13.6%	13.0%
	3 Western Films	Count	30	60	90
		% within Gender	4.8%	10.6%	7.6%
	4 Korean Films	Count	11	7	18
		% within Gender	1.8%	1.2%	1.5%
	5 No preference	Count	25	34	59
		% within Gender	4.0%	6.0%	5.0%
	Do not use	Count	60	40	100
		% within Gender	9.6%	7.1%	8.4%
	Nepali	Count	3	2	5
		% within Gender	.5%	.4%	.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

J2 E Quality of the Bhutanese Movie * Gender Crosstabulation

			Gender		Total
			Female	Male	
Quality of the Bhutanese Movie	1 Very Good	Count	109	102	211
		% within Gender	17.4%	18.0%	17.7%
	2 Good	Count	371	324	695
		% within Gender	59.4%	57.2%	58.4%
	3 Adequate	Count	54	71	125
		% within Gender	8.6%	12.5%	10.5%
	4 Poor	Count	3	4	7
		% within Gender	.5%	.7%	.6%
	5 Don't know	Count	28	25	53
		% within Gender	4.5%	4.4%	4.5%
	NA	Count	60	40	100
		% within Gender	9.6%	7.1%	8.4%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

J3 E Element of the Bhutanese Movie * Gender Crosstabulation

			Gender		Total
			Female	Male	
Element of the Bhutanese Movie	1 Drama	Count	151	126	277
		% within Gender	24.2%	22.3%	23.3%
	2 Action	Count	50	88	138
		% within Gender	8.0%	15.5%	11.6%
	3 Comedy	Count	89	112	201
		% within Gender	14.2%	19.8%	16.9%
	4 Songs	Count	244	178	422
		% within Gender	39.0%	31.4%	35.4%
	All	Count	6	3	9
		% within Gender	1.0%	.5%	.8%
	Character of attitude	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Do not know	Count	12	6	18
		% within Gender	1.9%	1.1%	1.5%
	Do not watch	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Dress	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	Emotional movies	Count	7	1	8
		% within Gender	1.1%	.2%	.7%
	History Religious films	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	60	40	100
		% within Gender	9.6%	7.1%	8.4%
	Religious	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	Sentimental	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	Story	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	Story of Hardship	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Story of the film	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	Whole Movie	Count	1	1	2
		% within Gender	.2%	.2%	.2%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

J4 E Price of a Movie Ticket * Gender Crosstabulation

			Gender		Total
			Female	Male	
Price of a Movie Ticket	1 Expensive	Count	353	349	702
		% within Gender	56.5%	61.7%	58.9%
	2 Affordable	Count	206	173	379
		% within Gender	33.0%	30.6%	31.8%
	3 Cheap	Count	4	2	6
		% within Gender	.6%	.4%	.5%
	NA	Count	62	42	104
		% within Gender	9.9%	7.4%	8.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

J. Film Specifics by Income

J1 I Movies preferred * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Movies preferred	1 Bhutanese Films	Count	476	183	63	15	8	6
		% within Income	70.9%	62.0%	53.8%	37.5%	28.6%	54.5%
	2 Hindi Films	Count	58	52	23	7	8	1
		% within Income	8.6%	17.6%	19.7%	17.5%	28.6%	9.1%
	3 Western Films	Count	26	28	12	8	8	3
		% within Income	3.9%	9.5%	10.3%	20.0%	28.6%	27.3%
	4 Korean Films	Count	2	3	5	4	2	1
		% within Income	.3%	1.0%	4.3%	10.0%	7.1%	9.1%
5 No preference	Count	28	14	9	4	1	0	
	% within Income	4.2%	4.7%	7.7%	10.0%	3.6%	.0%	
Do not use	Count	76	15	5	2	1	0	
	% within Income	11.3%	5.1%	4.3%	5.0%	3.6%	.0%	
Nepali	Count	5	0	0	0	0	0	
	% within Income	.7%	.0%	.0%	.0%	.0%	.0%	
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

J1 I Movies preferred * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Movies preferred	1 Bhutanese Films	Count	13	764
		% within Income	44.8%	64.1%
	2 Hindi Films	Count	6	155
		% within Income	20.7%	13.0%
	3 Western Films	Count	5	90
		% within Income	17.2%	7.6%
	4 Korean Films	Count	1	18
		% within Income	3.4%	1.5%
	5 No preference	Count	3	59
		% within Income	10.3%	5.0%
	Do not use	Count	1	100
		% within Income	3.4%	8.4%
	Nepali	Count	0	5
		% within Income	.0%	.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

J2 I Quality of the Bhutanese Movie * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Quality of the Bhutanese Movie	1 Very Good	Count	142	42	18	4	0	2
		% within Income	21.2%	14.2%	15.4%	10.0%	.0%	18.2%
	2 Good	Count	363	189	68	27	19	7
		% within Income	54.1%	64.1%	58.1%	67.5%	67.9%	63.6%
	3 Adequate	Count	53	39	18	5	7	1
		% within Income	7.9%	13.2%	15.4%	12.5%	25.0%	9.1%
	4 Poor	Count	1	0	3	1	1	1
		% within Income	.1%	.0%	2.6%	2.5%	3.6%	9.1%
	5 Don't know	Count	36	10	5	1	0	0
		% within Income	5.4%	3.4%	4.3%	2.5%	.0%	.0%
	NA	Count	76	15	5	2	1	0
		% within Income	11.3%	5.1%	4.3%	5.0%	3.6%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J2 I Quality of the Bhutanese Movie * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Quality of the Bhutanese Movie	1 Very Good	Count	3	211
		% within Income	10.3%	17.7%
	2 Good	Count	22	695
		% within Income	75.9%	58.4%
	3 Adequate	Count	2	125
		% within Income	6.9%	10.5%
	4 Poor	Count	0	7
		% within Income	.0%	.6%
	5 Don't know	Count	1	53
		% within Income	3.4%	4.5%
	NA	Count	1	100
		% within Income	3.4%	8.4%
Total		Count	29	1191
		% within Income	100.0%	100.0%

J3 I Element of the Bhutanese Movie * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Element of the Bhutanese Movie	1 Drama	Count	158	71	23	5	4	4
		% within Income	23.5%	24.1%	19.7%	12.5%	14.3%	36.4%
	2 Action	Count	63	35	25	5	6	1
		% within Income	9.4%	11.9%	21.4%	12.5%	21.4%	9.1%
	3 Comedy	Count	97	54	23	10	8	2
		% within Income	14.5%	18.3%	19.7%	25.0%	28.6%	18.2%
	4 Songs	Count	240	112	37	16	8	4
		% within Income	35.8%	38.0%	31.6%	40.0%	28.6%	36.4%
	All	Count	6	1	1	0	0	0
		% within Income	.9%	.3%	.9%	.0%	.0%	.0%
	Character of attitude	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Do not know	Count	12	2	2	2	0	0
		% within Income	1.8%	.7%	1.7%	5.0%	.0%	.0%
	Do not watch	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	Dress	Count	0	0	0	0	1	0
		% within Income	.0%	.0%	.0%	.0%	3.6%	.0%
	Emotional movies	Count	6	2	0	0	0	0
		% within Income	.9%	.7%	.0%	.0%	.0%	.0%
	History Religious films	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	NA	Count	76	15	5	2	1	0
		% within Income	11.3%	5.1%	4.3%	5.0%	3.6%	.0%
	Religious	Count	1	2	0	0	0	0
		% within Income	.1%	.7%	.0%	.0%	.0%	.0%
	Sentimental	Count	2	1	0	0	0	0
		% within Income	.3%	.3%	.0%	.0%	.0%	.0%
	Story	Count	4	0	0	0	0	0
		% within Income	.6%	.0%	.0%	.0%	.0%	.0%
	Story of Hardship	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	Story of the film	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%

J3 I Element of the Bhutanese Movie * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Element of the	Whole Movie	Count	2	0	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J3 I Element of the Bhutanese Movie * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Element of the Bhutanese Movie	1 Drama	Count	12	277
		% within Income	41.4%	23.3%
	2 Action	Count	3	138
		% within Income	10.3%	11.6%
	3 Comedy	Count	7	201
		% within Income	24.1%	16.9%
	4 Songs	Count	5	422
		% within Income	17.2%	35.4%
	All	Count	1	9
		% within Income	3.4%	.8%
	Character of attitude	Count	0	1
		% within Income	.0%	.1%
	Do not know	Count	0	18
		% within Income	.0%	1.5%
	Do not watch	Count	0	1
		% within Income	.0%	.1%
	Dress	Count	0	1
		% within Income	.0%	.1%
	Emotional movies	Count	0	8
		% within Income	.0%	.7%
	History Religious films	Count	0	1
		% within Income	.0%	.1%
	NA	Count	1	100
		% within Income	3.4%	8.4%
	Religious	Count	0	3
		% within Income	.0%	.3%
	Sentimental	Count	0	3
		% within Income	.0%	.3%
	Story	Count	0	4
		% within Income	.0%	.3%
	Story of Hardship	Count	0	1
		% within Income	.0%	.1%
	Story of the film	Count	0	1
		% within Income	.0%	.1%

J3 | Element of the Bhutanese Movie * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Element of the	Whole Movie	Count	0	2
		% within Income	.0%	.2%
Total		Count	29	1191
		% within Income	100.0%	100.0%

J4 | Price of a Movie Ticket * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Price of a Movie Ticket	1 Expensive	Count	378	186	72	21	22	6
		% within Income	56.3%	63.1%	61.5%	52.5%	78.6%	54.5%
	2 Affordable	Count	213	92	40	16	4	4
		% within Income	31.7%	31.2%	34.2%	40.0%	14.3%	36.4%
	3 Cheap	Count	2	1	0	0	1	1
		% within Income	.3%	.3%	.0%	.0%	3.6%	9.1%
	NA	Count	78	16	5	3	1	0
		% within Income	11.6%	5.4%	4.3%	7.5%	3.6%	.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J4 I Price of a Movie Ticket * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Price of a Movie Ticket	1 Expensive	Count	17	702
		% within Income	58.6%	58.9%
	2 Affordable	Count	10	379
		% within Income	34.5%	31.8%
	3 Cheap	Count	1	6
		% within Income	3.4%	.5%
	NA	Count	1	104
		% within Income	3.4%	8.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

J. Film Specifics by occupation

J1 O Movies preferred * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Movies preferred	1 Bhutanese Films	Count	115	97	4	365	8	145
		% within Occupation	54.2%	51.9%	36.4%	70.1%	44.4%	75.5%
	2 Hindi Films	Count	55	32	1	31	5	28
		% within Occupation	25.9%	17.1%	9.1%	6.0%	27.8%	14.6%
	3 Western Films	Count	22	39	4	10	3	4
		% within Occupation	10.4%	20.9%	36.4%	1.9%	16.7%	2.1%
	4 Korean Films	Count	10	6	0	1	1	0
		% within Occupation	4.7%	3.2%	.0%	.2%	5.6%	.0%
	5 No preference	Count	9	11	2	31	0	4
		% within Occupation	4.2%	5.9%	18.2%	6.0%	.0%	2.1%
	Do not use	Count	1	2	0	79	1	10
		% within Occupation	.5%	1.1%	.0%	15.2%	5.6%	5.2%
	Nepali	Count	0	0	0	4	0	1
		% within Occupation	.0%	.0%	.0%	.8%	.0%	.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J1 O Movies preferred * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Movies preferred	1 Bhutanese Films	Count	30	764
		% within Occupation	60.0%	64.1%
	2 Hindi Films	Count	3	155
		% within Occupation	6.0%	13.0%
	3 Western Films	Count	8	90
		% within Occupation	16.0%	7.6%
	4 Korean Films	Count	0	18
		% within Occupation	.0%	1.5%
	5 No preference	Count	2	59
		% within Occupation	4.0%	5.0%
	Do not use	Count	7	100
		% within Occupation	14.0%	8.4%
	Nepali	Count	0	5
		% within Occupation	.0%	.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

J2 O Quality of the Bhutanese Movie * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Quality of the Bhutanese Movie	1 Very Good	Count	25	21	1	99	4	46
		% within Occupation	11.8%	11.2%	9.1%	19.0%	22.2%	24.0%
	2 Good	Count	146	125	7	270	11	114
		% within Occupation	68.9%	66.8%	63.6%	51.8%	61.1%	59.4%
	3 Adequate	Count	25	31	3	43	2	18
		% within Occupation	11.8%	16.6%	27.3%	8.3%	11.1%	9.4%
	4 Poor	Count	2	2	0	1	0	1
		% within Occupation	.9%	1.1%	.0%	.2%	.0%	.5%
	5 Don't know	Count	13	6	0	29	0	3
		% within Occupation	6.1%	3.2%	.0%	5.6%	.0%	1.6%
	NA	Count	1	2	0	79	1	10
		% within Occupation	.5%	1.1%	.0%	15.2%	5.6%	5.2%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

J2 O Quality of the Bhutanese Movie * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Quality of the Bhutanese Movie	1 Very Good	Count	15	211
		% within Occupation	30.0%	17.7%
	2 Good	Count	22	695
		% within Occupation	44.0%	58.4%
	3 Adequate	Count	3	125
		% within Occupation	6.0%	10.5%
	4 Poor	Count	1	7
	% within Occupation	2.0%	.6%	
	5 Don't know	Count	2	53
		% within Occupation	4.0%	4.5%
	NA	Count	7	100
		% within Occupation	14.0%	8.4%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

J3 O Element of the Bhutanese Movie * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Element of the Bhutanese Movie	1 Drama	Count	48	50	0	130	0	42
		% within Occupation	22.6%	26.7%	.0%	25.0%	.0%	21.9%
	2 Action	Count	43	24	1	49	5	10
		% within Occupation	20.3%	12.8%	9.1%	9.4%	27.8%	5.2%
	3 Comedy	Count	42	30	2	66	9	41
		% within Occupation	19.8%	16.0%	18.2%	12.7%	50.0%	21.4%
	4 Songs	Count	69	72	8	179	3	75
		% within Occupation	32.5%	38.5%	72.7%	34.4%	16.7%	39.1%
	All	Count	2	0	0	2	0	4
		% within Occupation	.9%	.0%	.0%	.4%	.0%	2.1%
	Character of attitude	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	Do not know	Count	5	3	0	8	0	1
		% within Occupation	2.4%	1.6%	.0%	1.5%	.0%	.5%
	Do not watch	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	Dress	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	Emotional movies	Count	0	1	0	0	0	7
		% within Occupation	.0%	.5%	.0%	.0%	.0%	3.6%
	History Religious films	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	1	2	0	79	1	10
		% within Occupation	.5%	1.1%	.0%	15.2%	5.6%	5.2%
	Religious	Count	1	0	0	1	0	1
		% within Occupation	.5%	.0%	.0%	.2%	.0%	.5%
	Sentimental	Count	0	2	0	1	0	0
		% within Occupation	.0%	1.1%	.0%	.2%	.0%	.0%
	Story	Count	0	1	0	1	0	1
		% within Occupation	.0%	.5%	.0%	.2%	.0%	.5%
	Story of Hardship	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%
	Story of the film	Count	0	0	0	1	0	0
		% within Occupation	.0%	.0%	.0%	.2%	.0%	.0%

J3 O Element of the Bhutanese Movie * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Element of the	Whole Movie	Count	0	0	0	2	0	0
		% within Occupation	.0%	.0%	.0%	.4%	.0%	.0%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J3 O Element of the Bhutanese Movie * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Element of the Bhutanese Movie	1 Drama	Count	7	277
		% within Occupation	14.0%	23.3%
	2 Action	Count	6	138
		% within Occupation	12.0%	11.6%
	3 Comedy	Count	11	201
		% within Occupation	22.0%	16.9%
	4 Songs	Count	16	422
		% within Occupation	32.0%	35.4%
	All	Count	1	9
		% within Occupation	2.0%	.8%
	Character of attitude	Count	0	1
		% within Occupation	.0%	.1%
	Do not know	Count	1	18
		% within Occupation	2.0%	1.5%
	Do not watch	Count	0	1
		% within Occupation	.0%	.1%
	Dress	Count	0	1
		% within Occupation	.0%	.1%
	Emotional movies	Count	0	8
		% within Occupation	.0%	.7%
	History Religious films	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	7	100
		% within Occupation	14.0%	8.4%
	Religious	Count	0	3
		% within Occupation	.0%	.3%
	Sentimental	Count	0	3
		% within Occupation	.0%	.3%
	Story	Count	1	4
		% within Occupation	2.0%	.3%
	Story of Hardship	Count	0	1
		% within Occupation	.0%	.1%
	Story of the film	Count	0	1
		% within Occupation	.0%	.1%

J3 O Element of the Bhutanese Movie * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Element of the Bhutanese Movie	Whole Movie	Count	0	2
		% within Occupation	.0%	.2%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

J4 O Price of a Movie Ticket * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Price of a Movie Ticket	1 Expensive	Count	140	115	10	303	10	96
		% within Occupation	66.0%	61.5%	90.9%	58.2%	55.6%	50.0%
	2 Affordable	Count	69	68	1	136	6	85
		% within Occupation	32.5%	36.4%	9.1%	26.1%	33.3%	44.3%
	3 Cheap	Count	0	2	0	1	1	1
		% within Occupation	.0%	1.1%	.0%	.2%	5.6%	.5%
	NA	Count	3	2	0	81	1	10
		% within Occupation	1.4%	1.1%	.0%	15.5%	5.6%	5.2%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

J4 O Price of a Movie Ticket * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Price of a Movie Ticket	1 Expensive	Count	28	702
		% within Occupation	56.0%	58.9%
	2 Affordable	Count	14	379
		% within Occupation	28.0%	31.8%
	3 Cheap	Count	1	6
		% within Occupation	2.0%	.5%
	NA	Count	7	104
		% within Occupation	14.0%	8.7%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K. Internet Use Specifics by Age

K1 AG Use of Internet * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Use of Internet	1 At home	Count	5	8	3	2	2	0	20
		% within Age Group	3.8%	2.3%	1.1%	.9%	1.6%	.0%	1.7%
	2 At office	Count	5	36	18	7	3	0	69
		% within Age Group	3.8%	10.2%	6.5%	3.1%	2.4%	.0%	5.8%
	3 At Internet cafe	Count	4	6	3	2	1	0	16
		% within Age Group	3.1%	1.7%	1.1%	.9%	.8%	.0%	1.3%
	4 Through mobile phone	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	5 both office and at home	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	5 college	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	5 Labs	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Email * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Email	1 Daily	Count	4	16	7	1	1	0	29
		% within Age Group	3.1%	4.5%	2.5%	.4%	.8%	.0%	2.4%
	2 2-3 times a week	Count	6	16	9	3	2	0	36
		% within Age Group	4.6%	4.5%	3.2%	1.3%	1.6%	.0%	3.0%
	3 once a week	Count	5	12	5	5	1	0	28
		% within Age Group	3.8%	3.4%	1.8%	2.2%	.8%	.0%	2.4%
	4 a few times a month	Count	1	6	2	0	2	0	11
		% within Age Group	.8%	1.7%	.7%	.0%	1.6%	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	0	2	1	2	0	0	5
		% within Age Group	.0%	.6%	.4%	.9%	.0%	.0%	.4%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Chat * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Chat	1 Daily	Count	2	7	4	2	1	0	16
		% within Age Group	1.5%	2.0%	1.4%	.9%	.8%	.0%	1.3%
	2 2-3 times a week	Count	7	7	5	0	0	0	19
		% within Age Group	5.4%	2.0%	1.8%	.0%	.0%	.0%	1.6%
	3 once a week	Count	1	8	5	0	1	0	15
		% within Age Group	.8%	2.3%	1.8%	.0%	.8%	.0%	1.3%
	4 a few times a month	Count	4	9	4	2	1	0	20
		% within Age Group	3.1%	2.5%	1.4%	.9%	.8%	.0%	1.7%
	5 Never(skip Question 3 & 4)	Count	2	21	6	7	3	0	39
		% within Age Group	1.5%	5.9%	2.2%	3.1%	2.4%	.0%	3.3%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use BBS online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use BBS online	1 Daily	Count	1	8	7	3	0	0	19
		% within Age Group	.8%	2.3%	2.5%	1.3%	.0%	.0%	1.6%
	2 2-3 times a week	Count	3	5	4	2	0	0	14
		% within Age Group	2.3%	1.4%	1.4%	.9%	.0%	.0%	1.2%
	3 once a week	Count	5	8	1	2	1	0	17
		% within Age Group	3.8%	2.3%	.4%	.9%	.8%	.0%	1.4%
	4 a few times a month	Count	1	9	2	1	1	0	14
		% within Age Group	.8%	2.5%	.7%	.4%	.8%	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	6	22	10	3	4	0	45
		% within Age Group	4.6%	6.2%	3.6%	1.3%	3.1%	.0%	3.8%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Kuzoo.net * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	3	2	2	0	0	7
		% within Age Group	.0%	.8%	.7%	.9%	.0%	.0%	.6%
	2 2-3 times a week	Count	1	3	2	1	0	0	7
		% within Age Group	.8%	.8%	.7%	.4%	.0%	.0%	.6%
	3 once a week	Count	2	3	2	0	2	0	9
		% within Age Group	1.5%	.8%	.7%	.0%	1.6%	.0%	.8%
	4 a few times a month	Count	4	6	2	0	0	0	12
		% within Age Group	3.1%	1.7%	.7%	.0%	.0%	.0%	1.0%
	5 Never(skip Question 3 & 4)	Count	9	37	16	8	4	0	74
		% within Age Group	6.9%	10.5%	5.7%	3.6%	3.1%	.0%	6.2%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Radio Valley online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Radio Valley online	1 Daily	Count	0	0	1	1	0	0	2
		% within Age Group	.0%	.0%	.4%	.4%	.0%	.0%	.2%
	2 2-3 times a week	Count	1	1	2	1	1	0	6
		% within Age Group	.8%	.3%	.7%	.4%	.8%	.0%	.5%
	3 once a week	Count	2	1	0	0	0	0	3
		% within Age Group	1.5%	.3%	.0%	.0%	.0%	.0%	.3%
	4 a few times a month	Count	2	5	2	0	0	0	9
		% within Age Group	1.5%	1.4%	.7%	.0%	.0%	.0%	.8%
	5 Never(skip Question 3 & 4)	Count	11	45	19	9	5	0	89
		% within Age Group	8.5%	12.7%	6.8%	4.0%	3.9%	.0%	7.5%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Kuensel online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Kuensel online	1 Daily	Count	1	5	5	3	0	0	14
		% within Age Group	.8%	1.4%	1.8%	1.3%	.0%	.0%	1.2%
	2 2-3 times a week	Count	6	12	3	5	1	0	27
		% within Age Group	4.6%	3.4%	1.1%	2.2%	.8%	.0%	2.3%
	3 once a week	Count	3	6	4	2	1	0	16
		% within Age Group	2.3%	1.7%	1.4%	.9%	.8%	.0%	1.3%
	4 a few times a month	Count	2	11	4	1	0	0	18
		% within Age Group	1.5%	3.1%	1.4%	.4%	.0%	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	4	18	8	0	4	0	34
		% within Age Group	3.1%	5.1%	2.9%	.0%	3.1%	.0%	2.9%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use bhutantimes.bt (newspaper) * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	0	3	5	2	0	0	10
		% within Age Group	.0%	.8%	1.8%	.9%	.0%	.0%	.8%
	2 2-3 times a week	Count	1	2	2	1	1	0	7
		% within Age Group	.8%	.6%	.7%	.4%	.8%	.0%	.6%
	3 once a week	Count	3	7	5	0	1	0	16
		% within Age Group	2.3%	2.0%	1.8%	.0%	.8%	.0%	1.3%
	4 a few times a month	Count	4	8	0	1	0	0	13
		% within Age Group	3.1%	2.3%	.0%	.4%	.0%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	8	32	12	7	4	0	63
		% within Age Group	6.2%	9.0%	4.3%	3.1%	3.1%	.0%	5.3%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use bhutanobserver.bt * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	0	2	5	2	0
		% within Age Group	.0%	.6%	1.8%	.9%	.0%
	2 2-3 times a week	Count	0	2	1	0	1
		% within Age Group	.0%	.6%	.4%	.0%	.8%
	3 once a week	Count	3	4	4	0	1
		% within Age Group	2.3%	1.1%	1.4%	.0%	.8%
	4 a few times a month	Count	4	8	0	1	0
		% within Age Group	3.1%	2.3%	.0%	.4%	.0%
	5 Never(skip Question 3 & 4)	Count	9	36	14	8	4
		% within Age Group	6.9%	10.2%	5.0%	3.6%	3.1%
	NA	Count	114	302	255	213	121
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%
Total		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use bhutanobserver.bt * Age Group Crosstabulation

			Age	Total
			65 +	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	0	9
		% within Age Group	.0%	.8%
	2 2-3 times a week	Count	0	4
		% within Age Group	.0%	.3%
	3 once a week	Count	0	12
		% within Age Group	.0%	1.0%
	4 a few times a month	Count	0	13
		% within Age Group	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	0	71
		% within Age Group	.0%	6.0%
	NA	Count	77	1082
		% within Age Group	100.0%	90.8%
	Total	Count	77	1191
		% within Age Group	100.0%	100.0%

K2 AG Frequency of Internet use Blogsites * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	3 once a week	Count	1	1	0	0	2	0	4
		% within Age Group	.8%	.3%	.0%	.0%	1.6%	.0%	.3%
	4 a few times a month	Count	0	2	0	1	0	0	3
		% within Age Group	.0%	.6%	.0%	.4%	.0%	.0%	.3%
	5 Never(skip Question 3 & 4)	Count	15	48	24	10	4	0	101
		% within Age Group	11.5%	13.6%	8.6%	4.5%	3.1%	.0%	8.5%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
	Total	Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use bhutantimes.com * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Frequency of Internet use bhutantimes.com	1 Daily	Count	1	2	5	2	0
		% within Age Group	.8%	.6%	1.8%	.9%	.0%
	2 2-3 times a week	Count	1	2	1	0	1
		% within Age Group	.8%	.6%	.4%	.0%	.8%
	3 once a week	Count	1	8	1	2	1
		% within Age Group	.8%	2.3%	.4%	.9%	.8%
	4 a few times a month	Count	5	7	1	3	0
		% within Age Group	3.8%	2.0%	.4%	1.3%	.0%
	5 Never(skip Question 3 & 4)	Count	8	33	16	4	4
		% within Age Group	6.2%	9.3%	5.7%	1.8%	3.1%
	NA	Count	114	302	255	213	121
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use bhutantimes.com * Age Group Crosstabulation

			Age	Total
			65 +	
Frequency of Internet use bhutantimes.com	1 Daily	Count	0	10
		% within Age Group	.0%	.8%
	2 2-3 times a week	Count	0	5
		% within Age Group	.0%	.4%
	3 once a week	Count	0	13
		% within Age Group	.0%	1.1%
	4 a few times a month	Count	0	16
		% within Age Group	.0%	1.3%
	5 Never(skip Question 3 & 4)	Count	0	65
		% within Age Group	.0%	5.5%
	NA	Count	77	1082
		% within Age Group	100.0%	90.8%
Total		Count	77	1191
		% within Age Group	100.0%	100.0%

K2 AG Frequency of Internet use Government/ministry * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Frequency of Internet use Government/ministry	1 Daily	Count	3	5	5	1	0
		% within Age Group	2.3%	1.4%	1.8%	.4%	.0%
	2 2-3 times a week	Count	3	5	4	1	1
		% within Age Group	2.3%	1.4%	1.4%	.4%	.8%
	3 once a week	Count	3	13	6	3	1
		% within Age Group	2.3%	3.7%	2.2%	1.3%	.8%
	4 a few times a month	Count	3	11	3	1	1
		% within Age Group	2.3%	3.1%	1.1%	.4%	.8%
	5 Never(skip Question 3 & 4)	Count	4	18	6	5	3
		% within Age Group	3.1%	5.1%	2.2%	2.2%	2.4%
	NA	Count	114	302	255	213	121
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%
Total		Count	130	354	279	224	127
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use Government/ministry * Age Group Crosstabulation

			Age	Total
			65 +	
Frequency of Internet use Government/ministry	1 Daily	Count	0	14
		% within Age Group	.0%	1.2%
	2 2-3 times a week	Count	0	14
		% within Age Group	.0%	1.2%
	3 once a week	Count	0	26
		% within Age Group	.0%	2.2%
	4 a few times a month	Count	0	19
		% within Age Group	.0%	1.6%
	5 Never(skip Question 3 & 4)	Count	0	36
		% within Age Group	.0%	3.0%
	NA	Count	77	1082
		% within Age Group	100.0%	90.8%
	Total	Count	77	1191
		% within Age Group	100.0%	100.0%

K2 AG Frequency of Internet use News sites * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use News sites	1 Daily	Count	4	7	6	1	0	0	18
		% within Age Group	3.1%	2.0%	2.2%	.4%	.0%	.0%	1.5%
	2 2-3 times a week	Count	4	9	3	0	0	0	16
		% within Age Group	3.1%	2.5%	1.1%	.0%	.0%	.0%	1.3%
	3 once a week	Count	2	3	4	1	2	0	12
		% within Age Group	1.5%	.8%	1.4%	.4%	1.6%	.0%	1.0%
	4 a few times a month	Count	1	9	4	0	0	0	14
		% within Age Group	.8%	2.5%	1.4%	.0%	.0%	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	5	24	7	9	4	0	49
		% within Age Group	3.8%	6.8%	2.5%	4.0%	3.1%	.0%	4.1%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	1	2	1	0	0
		% within Age Group	.8%	.6%	.4%	.0%	.0%
	2 2-3 times a week	Count	6	6	2	1	1
		% within Age Group	4.6%	1.7%	.7%	.4%	.8%
	3 once a week	Count	3	5	1	0	1
		% within Age Group	2.3%	1.4%	.4%	.0%	.8%
	4 a few times a month	Count	1	8	2	2	0
		% within Age Group	.8%	2.3%	.7%	.9%	.0%
	5 Never(skip Question 3 & 4)	Count	5	31	18	8	4
		% within Age Group	3.8%	8.8%	6.5%	3.6%	3.1%
	NA	Count	114	302	255	213	121
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Age Group Crosstabulation

			Age	Total
			65 +	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	4
		% within Age Group	.0%	.3%
	2 2-3 times a week	Count	0	16
		% within Age Group	.0%	1.3%
	3 once a week	Count	0	10
		% within Age Group	.0%	.8%
	4 a few times a month	Count	0	13
		% within Age Group	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	0	66
		% within Age Group	.0%	5.5%
	NA	Count	77	1082
		% within Age Group	100.0%	90.8%
Total		Count	77	1191
		% within Age Group	100.0%	100.0%

K2 AG Frequency of Internet use Music downloads * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Music downloads	1 Daily	Count	0	0	2	0	0	0	2
		% within Age Group	.0%	.0%	.7%	.0%	.0%	.0%	.2%
	2 2-3 times a week	Count	3	4	0	0	0	0	7
		% within Age Group	2.3%	1.1%	.0%	.0%	.0%	.0%	.6%
	3 once a week	Count	4	6	1	0	1	0	12
		% within Age Group	3.1%	1.7%	.4%	.0%	.8%	.0%	1.0%
	4 a few times a month	Count	4	10	4	4	1	0	23
		% within Age Group	3.1%	2.8%	1.4%	1.8%	.8%	.0%	1.9%
	5 Never(skip Question 3 & 4)	Count	5	32	17	7	4	0	65
		% within Age Group	3.8%	9.0%	6.1%	3.1%	3.1%	.0%	5.5%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 AG Frequency of Internet use Business * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Business	1 Daily	Count	1	4	3	1	1	0	10
		% within Age Group	.8%	1.1%	1.1%	.4%	.8%	.0%	.8%
	2 2-3 times a week	Count	2	4	2	2	1	0	11
		% within Age Group	1.5%	1.1%	.7%	.9%	.8%	.0%	.9%
	3 once a week	Count	3	2	1	0	1	0	7
		% within Age Group	2.3%	.6%	.4%	.0%	.8%	.0%	.6%
	4 a few times a month	Count	4	7	5	1	1	0	18
		% within Age Group	3.1%	2.0%	1.8%	.4%	.8%	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	6	35	13	7	2	0	63
		% within Age Group	4.6%	9.9%	4.7%	3.1%	1.6%	.0%	5.3%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 AG Frequency of Internet use Online games * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Frequency of Internet use Online games	1 Daily	Count	2	0	0	0	0	0	2
		% within Age Group	1.5%	.0%	.0%	.0%	.0%	.0%	.2%
	2 2-3 times a week	Count	1	2	2	0	0	0	5
		% within Age Group	.8%	.6%	.7%	.0%	.0%	.0%	.4%
	3 once a week	Count	4	1	0	1	1	0	7
		% within Age Group	3.1%	.3%	.0%	.4%	.8%	.0%	.6%
	4 a few times a month	Count	3	4	2	1	1	0	11
		% within Age Group	2.3%	1.1%	.7%	.4%	.8%	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	6	45	20	9	4	0	84
		% within Age Group	4.6%	12.7%	7.2%	4.0%	3.1%	.0%	7.1%
	NA	Count	114	302	255	213	121	77	1082
		% within Age Group	87.7%	85.3%	91.4%	95.1%	95.3%	100.0%	90.8%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable BBS online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content BBS online	1 all the time	Count	3	2	2	1	0	0	8
		% within Age Group	2.3%	.6%	.7%	.4%	.0%	.0%	.7%
	2 most of the time	Count	5	18	11	6	1	0	41
		% within Age Group	3.8%	5.1%	3.9%	2.7%	.8%	.0%	3.4%
	3 some of the time	Count	2	8	1	1	1	0	13
		% within Age Group	1.5%	2.3%	.4%	.4%	.8%	.0%	1.1%
	4 very little of the time	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	NA	Count	120	324	265	216	125	77	1127
		% within Age Group	92.3%	91.5%	95.0%	96.4%	98.4%	100.0%	94.6%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable Kuzoo.net * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content Kuzoo.net	1 all the time	Count	2	1	0	0	0	0	3
		% within Age Group	1.5%	.3%	.0%	.0%	.0%	.0%	.3%
	2 most of the time	Count	2	8	4	2	0	0	16
		% within Age Group	1.5%	2.3%	1.4%	.9%	.0%	.0%	1.3%
	3 some of the time	Count	3	4	4	1	2	0	14
		% within Age Group	2.3%	1.1%	1.4%	.4%	1.6%	.0%	1.2%
	4 very little of the time	Count	0	2	0	0	0	0	2
		% within Age Group	.0%	.6%	.0%	.0%	.0%	.0%	.2%
	NA	Count	123	339	271	221	125	77	1156
		% within Age Group	94.6%	95.8%	97.1%	98.7%	98.4%	100.0%	97.1%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable Radio Valley online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content Radio Valley online	1 all the time	Count	2	0	0	0	0	0	2
		% within Age Group	1.5%	.0%	.0%	.0%	.0%	.0%	.2%
	2 most of the time	Count	2	6	5	2	1	0	16
		% within Age Group	1.5%	1.7%	1.8%	.9%	.8%	.0%	1.3%
	3 some of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	5 none of the time	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	125	347	274	222	126	77	1171
		% within Age Group	96.2%	98.0%	98.2%	99.1%	99.2%	100.0%	98.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable Kuensel online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content Kuensel online	1 all the time	Count	3	2	1	0	1	0	7
		% within Age Group	2.3%	.6%	.4%	.0%	.8%	.0%	.6%
	2 most of the time	Count	8	20	8	8	1	0	45
		% within Age Group	6.2%	5.6%	2.9%	3.6%	.8%	.0%	3.8%
	3 some of the time	Count	1	11	7	3	0	0	22
		% within Age Group	.8%	3.1%	2.5%	1.3%	.0%	.0%	1.8%
	5 none of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	NA	Count	118	320	263	213	125	77	1116
		% within Age Group	90.8%	90.4%	94.3%	95.1%	98.4%	100.0%	93.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable bhutantimes.bt(newspaper) * Age Group Crosstabulation

			Age Group				
			16-24	25-34	35-44	45-54	55-64
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	2	0	1	0	1
		% within Age Group	1.5%	.0%	.4%	.0%	.8%
	2 most of the time	Count	2	11	5	3	1
		% within Age Group	1.5%	3.1%	1.8%	1.3%	.8%
	3 some of the time	Count	4	9	6	1	0
		% within Age Group	3.1%	2.5%	2.2%	.4%	.0%
	NA	Count	122	334	267	220	125
		% within Age Group	93.8%	94.4%	95.7%	98.2%	98.4%
Total	Count	130	354	279	224	127	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable bhutantimes.bt(newspaper) * Age Group Crosstabulation

			Age	Total
			65 +	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	0	4
		% within Age Group	.0%	.3%
	2 most of the time	Count	0	22
		% within Age Group	.0%	1.8%
	3 some of the time	Count	0	20
		% within Age Group	.0%	1.7%
	NA	Count	77	1145
		% within Age Group	100.0%	96.1%
Total	Count	77	1191	
	% within Age Group	100.0%	100.0%	

K3 AG Internet content believable bhutanobserver.bt * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content bhutanobserver.bt	1 all the time	Count	2	1	1	0	1	0	5
		% within Age Group	1.5%	.3%	.4%	.0%	.8%	.0%	.4%
	2 most of the time	Count	2	9	5	2	1	0	19
		% within Age Group	1.5%	2.5%	1.8%	.9%	.8%	.0%	1.6%
	3 some of the time	Count	3	6	4	1	0	0	14
		% within Age Group	2.3%	1.7%	1.4%	.4%	.0%	.0%	1.2%
	NA	Count	123	338	269	221	125	77	1153
		% within Age Group	94.6%	95.5%	96.4%	98.7%	98.4%	100.0%	96.8%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 AG Internet content believable Blogsites * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content Blogsites	1 all the time	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	2 most of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	3 some of the time	Count	0	2	0	1	2	0	5
		% within Age Group	.0%	.6%	.0%	.4%	1.6%	.0%	.4%
	4 very little of the time	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	NA	Count	129	350	279	223	125	77	1183
		% within Age Group	99.2%	98.9%	100.0%	99.6%	98.4%	100.0%	99.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable bhutantimes.com * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content bhutantimes.com	1 all the time	Count	1	1	0	0	0	0	2
		% within Age Group	.8%	.3%	.0%	.0%	.0%	.0%	.2%
	2 most of the time	Count	1	10	5	4	0	0	20
		% within Age Group	.8%	2.8%	1.8%	1.8%	.0%	.0%	1.7%
	3 some of the time	Count	5	8	2	2	1	0	18
		% within Age Group	3.8%	2.3%	.7%	.9%	.8%	.0%	1.5%
	4 very little of the time	Count	1	0	1	1	1	0	4
		% within Age Group	.8%	.0%	.4%	.4%	.8%	.0%	.3%
	NA	Count	122	335	271	217	125	77	1147
		% within Age Group	93.8%	94.6%	97.1%	96.9%	98.4%	100.0%	96.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 AG Internet content believable Government/ministry * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content Government/ministry	1 all the time	Count	4	2	3	0	0	0	9
		% within Age Group	3.1%	.6%	1.1%	.0%	.0%	.0%	.8%
	2 most of the time	Count	4	24	7	4	0	0	39
		% within Age Group	3.1%	6.8%	2.5%	1.8%	.0%	.0%	3.3%
	3 some of the time	Count	3	4	7	2	2	0	18
		% within Age Group	2.3%	1.1%	2.5%	.9%	1.6%	.0%	1.5%
	4 very little of the time	Count	1	4	1	0	1	0	7
		% within Age Group	.8%	1.1%	.4%	.0%	.8%	.0%	.6%
	NA	Count	118	320	261	218	124	77	1118
		% within Age Group	90.8%	90.4%	93.5%	97.3%	97.6%	100.0%	93.9%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 AG Internet content believable News sites * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Internet content News sites	1 all the time	Count	4	2	1	1	1	0	9
		% within Age Group	3.1%	.6%	.4%	.4%	.8%	.0%	.8%
	2 most of the time	Count	3	20	10	1	0	0	34
		% within Age Group	2.3%	5.6%	3.6%	.4%	.0%	.0%	2.9%
	3 some of the time	Count	2	4	5	0	1	0	12
		% within Age Group	1.5%	1.1%	1.8%	.0%	.8%	.0%	1.0%
	4 very little of the time	Count	1	2	1	0	0	0	4
		% within Age Group	.8%	.6%	.4%	.0%	.0%	.0%	.3%
	5 none of the time	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	119	326	262	222	125	77	1131
		% within Age Group	91.5%	92.1%	93.9%	99.1%	98.4%	100.0%	95.0%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 AG Reason for internet use BBS online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use BBS online	1 Research	Count	1	3	0	1	0	0	5
		% within Age Group	.8%	.8%	.0%	.4%	.0%	.0%	.4%
	2 News	Count	9	26	13	7	2	0	57
		% within Age Group	6.9%	7.3%	4.7%	3.1%	1.6%	.0%	4.8%
	4 advertising	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	5 others	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	NA	Count	120	324	265	216	125	77	1127
		% within Age Group	92.3%	91.5%	95.0%	96.4%	98.4%	100.0%	94.6%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 AG Reason for internet use Kuzoo.net * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use Kuzoo.net	2 News	Count	5	8	5	2	1	0	21
		% within Age Group	3.8%	2.3%	1.8%	.9%	.8%	.0%	1.8%
	3 Chatting	Count	1	3	1	1	1	0	7
		% within Age Group	.8%	.8%	.4%	.4%	.8%	.0%	.6%
	4 advertising	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	5 others	Count	1	4	1	0	0	0	6
		% within Age Group	.8%	1.1%	.4%	.0%	.0%	.0%	.5%
	NA	Count	123	339	271	221	125	77	1156
		% within Age Group	94.6%	95.8%	97.1%	98.7%	98.4%	100.0%	97.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 AG Reason for internet use Radio Valley online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use Radio Valley online	2 News	Count	3	5	3	2	1	0	14
		% within Age Group	2.3%	1.4%	1.1%	.9%	.8%	.0%	1.2%
	3 Chatting	Count	0	1	0	0	0	0	1
		% within Age Group	.0%	.3%	.0%	.0%	.0%	.0%	.1%
	4 advertising	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
	5 others	Count	1	1	1	0	0	0	3
		% within Age Group	.8%	.3%	.4%	.0%	.0%	.0%	.3%
	NA	Count	125	347	274	222	126	77	1171
		% within Age Group	96.2%	98.0%	98.2%	99.1%	99.2%	100.0%	98.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K4 AG Reason for internet use Kuensel online * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use Kuensel online	1 Research	Count	1	4	1	1	0	0	7
		% within Age Group	.8%	1.1%	.4%	.4%	.0%	.0%	.6%
	2 News	Count	9	27	11	10	2	0	59
		% within Age Group	6.9%	7.6%	3.9%	4.5%	1.6%	.0%	5.0%
	3 Chatting	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	4 advertising	Count	2	1	2	0	0	0	5
		% within Age Group	1.5%	.3%	.7%	.0%	.0%	.0%	.4%
	5 others	Count	0	2	1	0	0	0	3
		% within Age Group	.0%	.6%	.4%	.0%	.0%	.0%	.3%
	NA	Count	118	320	263	213	125	77	1116
		% within Age Group	90.8%	90.4%	94.3%	95.1%	98.4%	100.0%	93.7%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K4 AG Reason for internet use bhutantimes.bt(newspaper) * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	1	5	0	1	0	0	7
		% within Age Group	.8%	1.4%	.0%	.4%	.0%	.0%	.6%
	2 News	Count	6	14	10	3	2	0	35
		% within Age Group	4.6%	4.0%	3.6%	1.3%	1.6%	.0%	2.9%
	4 advertising	Count	1	1	1	0	0	0	3
		% within Age Group	.8%	.3%	.4%	.0%	.0%	.0%	.3%
	5 others	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	NA	Count	122	334	267	220	125	77	1145
		% within Age Group	93.8%	94.4%	95.7%	98.2%	98.4%	100.0%	96.1%
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 AG Reason for internet use bhutanobserver.bt * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use bhutanobserver.bt	1 Research	Count	1	2	0	0	0	0	3
		% within Age Group	.8%	.6%	.0%	.0%	.0%	.0%	.3%
	2 News	Count	5	14	8	3	2	0	32
		% within Age Group	3.8%	4.0%	2.9%	1.3%	1.6%	.0%	2.7%
	4 advertising	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	5 others	Count	1	0	1	0	0	0	2
		% within Age Group	.8%	.0%	.4%	.0%	.0%	.0%	.2%
NA	Count	123	338	269	221	125	77	1153	
	% within Age Group	94.6%	95.5%	96.4%	98.7%	98.4%	100.0%	96.8%	
Total		Count	130	354	279	224	127	77	1191
		% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 AG Reason for internet use Blogsites * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use Blogsites	1 Research	Count	0	4	0	1	0	0	5
		% within Age Group	.0%	1.1%	.0%	.4%	.0%	.0%	.4%
	2 News	Count	0	0	0	0	2	0	2
		% within Age Group	.0%	.0%	.0%	.0%	1.6%	.0%	.2%
	3 Chatting	Count	1	0	0	0	0	0	1
		% within Age Group	.8%	.0%	.0%	.0%	.0%	.0%	.1%
	NA	Count	129	350	279	223	125	77	1183
		% within Age Group	99.2%	98.9%	100.0%	99.6%	98.4%	100.0%	99.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K4 AG Reason for internet use bhutantimes.com * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use bhutantimes.com	1 Research	Count	0	1	0	1	0	0	2
		% within Age Group	.0%	.3%	.0%	.4%	.0%	.0%	.2%
	2 News	Count	7	16	6	5	1	0	35
		% within Age Group	5.4%	4.5%	2.2%	2.2%	.8%	.0%	2.9%
	3 Chatting	Count	1	0	0	0	1	0	2
		% within Age Group	.8%	.0%	.0%	.0%	.8%	.0%	.2%
	4 advertising	Count	0	1	1	1	0	0	3
		% within Age Group	.0%	.3%	.4%	.4%	.0%	.0%	.3%
	5 others	Count	0	1	1	0	0	0	2
		% within Age Group	.0%	.3%	.4%	.0%	.0%	.0%	.2%
	NA	Count	122	335	271	217	125	77	1147
		% within Age Group	93.8%	94.6%	97.1%	96.9%	98.4%	100.0%	96.3%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K4 AG Reason for internet use Government/ministry * Age Group Crosstabulation

			Age Group						Total
			16-24	25-34	35-44	45-54	55-64	65 +	
Reason for internet use Government/ministry	1 Research	Count	3	7	3	2	0	0	15
		% within Age Group	2.3%	2.0%	1.1%	.9%	.0%	.0%	1.3%
	2 News	Count	8	17	11	4	2	0	42
		% within Age Group	6.2%	4.8%	3.9%	1.8%	1.6%	.0%	3.5%
	3 Chatting	Count	0	0	1	0	0	0	1
		% within Age Group	.0%	.0%	.4%	.0%	.0%	.0%	.1%
	4 advertising	Count	1	3	0	0	1	0	5
		% within Age Group	.8%	.8%	.0%	.0%	.8%	.0%	.4%
	5 others	Count	0	7	3	0	0	0	10
		% within Age Group	.0%	2.0%	1.1%	.0%	.0%	.0%	.8%
	NA	Count	118	320	261	218	124	77	1118
		% within Age Group	90.8%	90.4%	93.5%	97.3%	97.6%	100.0%	93.9%
Total	Count	130	354	279	224	127	77	1191	
	% within Age Group	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K. Internet Use Specifics by Type of Area

K1 A Use of Internet * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Use of Internet	1 At home	Count	1	19	20
		% within Type of Area	.2%	3.2%	1.7%
	2 At office	Count	6	63	69
		% within Type of Area	1.0%	10.6%	5.8%
	3 At Internet cafe	Count	2	14	16
		% within Type of Area	.3%	2.3%	1.3%
	4 Through mobile phone	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 both office and at home	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
5 college		Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
5 Labs		Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
NA		Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Email * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Email	1 Daily	Count	1	28	29
		% within Type of Area	.2%	4.7%	2.4%
	2 2-3 times a week	Count	4	32	36
		% within Type of Area	.7%	5.4%	3.0%
	3 once a week	Count	4	24	28
		% within Type of Area	.7%	4.0%	2.4%
	4 a few times a month	Count	1	10	11
		% within Type of Area	.2%	1.7%	.9%
	5 Never(skip Question 3 & 4)	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
NA		Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Chat * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Chat	1 Daily	Count	1	15	16
		% within Type of Area	.2%	2.5%	1.3%
	2 2-3 times a week	Count	3	16	19
		% within Type of Area	.5%	2.7%	1.6%
	3 once a week	Count	0	15	15
		% within Type of Area	.0%	2.5%	1.3%
	4 a few times a month	Count	1	19	20
		% within Type of Area	.2%	3.2%	1.7%
	5 Never(skip Question 3 & 4)	Count	5	34	39
		% within Type of Area	.8%	5.7%	3.3%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use BBS online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use BBS online	1 Daily	Count	4	15	19
		% within Type of Area	.7%	2.5%	1.6%
	2 2-3 times a week	Count	1	13	14
		% within Type of Area	.2%	2.2%	1.2%
	3 once a week	Count	2	15	17
		% within Type of Area	.3%	2.5%	1.4%
	4 a few times a month	Count	0	14	14
		% within Type of Area	.0%	2.3%	1.2%
	5 Never(skip Question 3 & 4)	Count	3	42	45
		% within Type of Area	.5%	7.0%	3.8%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Kuzoo.net * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	2 2-3 times a week	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	3 once a week	Count	0	9	9
		% within Type of Area	.0%	1.5%	.8%
	4 a few times a month	Count	1	11	12
		% within Type of Area	.2%	1.8%	1.0%
	5 Never(skip Question 3 & 4)	Count	8	66	74
		% within Type of Area	1.3%	11.1%	6.2%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Radio Valley online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Radio Valley online	1 Daily	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	2 2-3 times a week	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	3 once a week	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	4 a few times a month	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	5 Never(skip Question 3 & 4)	Count	8	81	89
		% within Type of Area	1.3%	13.6%	7.5%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Kuensel online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Kuensel online	1 Daily	Count	3	11	14
		% within Type of Area	.5%	1.8%	1.2%
	2 2-3 times a week	Count	2	25	27
		% within Type of Area	.3%	4.2%	2.3%
	3 once a week	Count	3	13	16
		% within Type of Area	.5%	2.2%	1.3%
	4 a few times a month	Count	0	18	18
		% within Type of Area	.0%	3.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	2	32	34
		% within Type of Area	.3%	5.4%	2.9%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use bhutantimes.bt (newspaper) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	2	8	10
		% within Type of Area	.3%	1.3%	.8%
	2 2-3 times a week	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	3 once a week	Count	3	13	16
		% within Type of Area	.5%	2.2%	1.3%
	4 a few times a month	Count	1	12	13
		% within Type of Area	.2%	2.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	4	59	63
		% within Type of Area	.7%	9.9%	5.3%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use bhutanobserver.bt * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	2 2-3 times a week	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	3 once a week	Count	2	10	12
		% within Type of Area	.3%	1.7%	1.0%
	4 a few times a month	Count	1	12	13
		% within Type of Area	.2%	2.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	6	65	71
		% within Type of Area	1.0%	10.9%	6.0%
NA	Count	584	498	1082	
	% within Type of Area	98.3%	83.4%	90.8%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K2 A Frequency of Internet use Blogsites * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Blogsites	2 2-3 times a week	Count	1	0	1
		% within Type of Area	.2%	.0%	.1%
	3 once a week	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	4 a few times a month	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	5 Never(skip Question 3 & 4)	Count	9	92	101
		% within Type of Area	1.5%	15.4%	8.5%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K2 A Frequency of Internet use bhutantimes.com * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use bhutantimes.com	1 Daily	Count	2	8	10
		% within Type of Area	.3%	1.3%	.8%
	2 2-3 times a week	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	3 once a week	Count	1	12	13
		% within Type of Area	.2%	2.0%	1.1%
	4 a few times a month	Count	1	15	16
		% within Type of Area	.2%	2.5%	1.3%
	5 Never(skip Question 3 & 4)	Count	6	59	65
		% within Type of Area	1.0%	9.9%	5.5%
NA	Count	584	498	1082	
	% within Type of Area	98.3%	83.4%	90.8%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K2 A Frequency of Internet use Government/ministry * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Government/ministry	1 Daily	Count	2	12	14
		% within Type of Area	.3%	2.0%	1.2%
	2 2-3 times a week	Count	2	12	14
		% within Type of Area	.3%	2.0%	1.2%
	3 once a week	Count	3	23	26
		% within Type of Area	.5%	3.9%	2.2%
	4 a few times a month	Count	2	17	19
		% within Type of Area	.3%	2.8%	1.6%
	5 Never(skip Question 3 & 4)	Count	1	35	36
		% within Type of Area	.2%	5.9%	3.0%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K2 A Frequency of Internet use News sites * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use News sites	1 Daily	Count	1	17	18
		% within Type of Area	.2%	2.8%	1.5%
	2 2-3 times a week	Count	4	12	16
		% within Type of Area	.7%	2.0%	1.3%
	3 once a week	Count	1	11	12
		% within Type of Area	.2%	1.8%	1.0%
	4 a few times a month	Count	0	14	14
		% within Type of Area	.0%	2.3%	1.2%
	5 Never(skip Question 3 & 4)	Count	4	45	49
		% within Type of Area	.7%	7.5%	4.1%
NA	Count	584	498	1082	
	% within Type of Area	98.3%	83.4%	90.8%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K2 A Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	2 2-3 times a week	Count	1	15	16
		% within Type of Area	.2%	2.5%	1.3%
	3 once a week	Count	3	7	10
		% within Type of Area	.5%	1.2%	.8%
	4 a few times a month	Count	0	13	13
		% within Type of Area	.0%	2.2%	1.1%
	5 Never(skip Question 3 & 4)	Count	6	60	66
		% within Type of Area	1.0%	10.1%	5.5%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Music downloads * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Music downloads	1 Daily	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	2 2-3 times a week	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	3 once a week	Count	2	10	12
		% within Type of Area	.3%	1.7%	1.0%
	4 a few times a month	Count	2	21	23
		% within Type of Area	.3%	3.5%	1.9%
	5 Never(skip Question 3 & 4)	Count	5	60	65
		% within Type of Area	.8%	10.1%	5.5%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Business * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Business	1 Daily	Count	0	10	10
		% within Type of Area	.0%	1.7%	.8%
	2 2-3 times a week	Count	1	10	11
		% within Type of Area	.2%	1.7%	.9%
	3 once a week	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	4 a few times a month	Count	3	15	18
		% within Type of Area	.5%	2.5%	1.5%
	5 Never(skip Question 3 & 4)	Count	5	58	63
		% within Type of Area	.8%	9.7%	5.3%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K2 A Frequency of Internet use Online games * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Frequency of Internet use Online games	1 Daily	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	2 2-3 times a week	Count	2	3	5
		% within Type of Area	.3%	.5%	.4%
	3 once a week	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	4 a few times a month	Count	1	10	11
		% within Type of Area	.2%	1.7%	.9%
	5 Never(skip Question 3 & 4)	Count	7	77	84
		% within Type of Area	1.2%	12.9%	7.1%
	NA	Count	584	498	1082
		% within Type of Area	98.3%	83.4%	90.8%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K3 A Internet content believable BBS online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content BBS online	1 all the time	Count	3	5	8
		% within Type of Area	.5%	.8%	.7%
	2 most of the time	Count	4	37	41
		% within Type of Area	.7%	6.2%	3.4%
	3 some of the time	Count	0	13	13
		% within Type of Area	.0%	2.2%	1.1%
	4 very little of the time	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	NA	Count	587	540	1127
		% within Type of Area	98.8%	90.5%	94.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K3 A Internet content believable Kuzoo.net * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content Kuzoo.net	1 all the time	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	2 most of the time	Count	2	14	16
		% within Type of Area	.3%	2.3%	1.3%
	3 some of the time	Count	0	14	14
		% within Type of Area	.0%	2.3%	1.2%
	4 very little of the time	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	NA	Count	592	564	1156
		% within Type of Area	99.7%	94.5%	97.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable Radio Valley online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content Radio Valley online	1 all the time	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	2 most of the time	Count	2	14	16
		% within Type of Area	.3%	2.3%	1.3%
	3 some of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 none of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	592	579	1171
		% within Type of Area	99.7%	97.0%	98.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable Kuensel online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content Kuensel online	1 all the time	Count	3	4	7
		% within Type of Area	.5%	.7%	.6%
	2 most of the time	Count	2	43	45
		% within Type of Area	.3%	7.2%	3.8%
	3 some of the time	Count	3	19	22
		% within Type of Area	.5%	3.2%	1.8%
	5 none of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	586	530	1116
		% within Type of Area	98.7%	88.8%	93.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable bhutantimes.bt(newspaper) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	1	3	4
		% within Type of Area	.2%	.5%	.3%
	2 most of the time	Count	3	19	22
		% within Type of Area	.5%	3.2%	1.8%
	3 some of the time	Count	2	18	20
		% within Type of Area	.3%	3.0%	1.7%
	NA	Count	588	557	1145
		% within Type of Area	99.0%	93.3%	96.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable bhutanobserver.bt * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content bhutanobserver.bt	1 all the time	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	2 most of the time	Count	2	17	19
		% within Type of Area	.3%	2.8%	1.6%
	3 some of the time	Count	2	12	14
		% within Type of Area	.3%	2.0%	1.2%
	NA	Count	590	563	1153
		% within Type of Area	99.3%	94.3%	96.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable Blogsites * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content Blogsites	1 all the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	2 most of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	3 some of the time	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	4 very little of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	593	590	1183
		% within Type of Area	99.8%	98.8%	99.3%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K3 A Internet content believable bhutantimes.com * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content bhutantimes.com	1 all the time	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	2 most of the time	Count	2	18	20
		% within Type of Area	.3%	3.0%	1.7%
	3 some of the time	Count	2	16	18
		% within Type of Area	.3%	2.7%	1.5%
	4 very little of the time	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	NA	Count	590	557	1147
		% within Type of Area	99.3%	93.3%	96.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K3 A Internet content believable Government/ministry * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content Government/ministry	1 all the time	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	2 most of the time	Count	5	34	39
		% within Type of Area	.8%	5.7%	3.3%
	3 some of the time	Count	2	16	18
		% within Type of Area	.3%	2.7%	1.5%
	4 very little of the time	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	NA	Count	585	533	1118
		% within Type of Area	98.5%	89.3%	93.9%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K3 A Internet content believable News sites * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Internet content News sites	1 all the time	Count	1	8	9
		% within Type of Area	.2%	1.3%	.8%
	2 most of the time	Count	4	30	34
		% within Type of Area	.7%	5.0%	2.9%
	3 some of the time	Count	1	11	12
		% within Type of Area	.2%	1.8%	1.0%
	4 very little of the time	Count	0	4	4
		% within Type of Area	.0%	.7%	.3%
	5 none of the time	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	588	543	1131
		% within Type of Area	99.0%	91.0%	95.0%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use BBS online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use BBS online	1 Research	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	2 News	Count	6	51	57
		% within Type of Area	1.0%	8.5%	4.8%
	4 advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 others	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	588	539	1127
		% within Type of Area	99.0%	90.3%	94.6%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use Kuzoo.net * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use Kuzoo.net	2 News	Count	1	20	21
		% within Type of Area	.2%	3.4%	1.8%
	3 Chatting	Count	0	7	7
		% within Type of Area	.0%	1.2%	.6%
	4 advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 others	Count	1	5	6
		% within Type of Area	.2%	.8%	.5%
	NA	Count	592	564	1156
		% within Type of Area	99.7%	94.5%	97.1%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use Radio Valley online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use Radio Valley online	2 News	Count	1	13	14
		% within Type of Area	.2%	2.2%	1.2%
	3 Chatting	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 advertising	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	5 others	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	NA	Count	592	579	1171
		% within Type of Area	99.7%	97.0%	98.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use Kuensel online * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use Kuensel online	1 Research	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	2 News	Count	6	53	59
		% within Type of Area	1.0%	8.9%	5.0%
	3 Chatting	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 advertising	Count	0	5	5
		% within Type of Area	.0%	.8%	.4%
	5 others	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	NA	Count	586	530	1116
		% within Type of Area	98.7%	88.8%	93.7%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K4 A Reason for internet use bhutantimes.bt(newspaper) * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	1	6	7
		% within Type of Area	.2%	1.0%	.6%
	2 News	Count	5	30	35
		% within Type of Area	.8%	5.0%	2.9%
	4 advertising	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
	5 others	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	588	557	1145
		% within Type of Area	99.0%	93.3%	96.1%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K4 A Reason for internet use bhutanobserver.bt * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use bhutanobserver.bt	1 Research	Count	1	2	3
		% within Type of Area	.2%	.3%	.3%
	2 News	Count	3	29	32
		% within Type of Area	.5%	4.9%	2.7%
	4 advertising	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	5 others	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	NA	Count	590	563	1153
		% within Type of Area	99.3%	94.3%	96.8%
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K4 A Reason for internet use Blogsites * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use Blogsites	1 Research	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
	2 News	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	3 Chatting	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	NA	Count	593	590	1183
		% within Type of Area	99.8%	98.8%	99.3%
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use bhutantimes.com * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use bhutantimes.com	1 Research	Count	1	1	2
		% within Type of Area	.2%	.2%	.2%
	2 News	Count	3	32	35
		% within Type of Area	.5%	5.4%	2.9%
	3 Chatting	Count	0	2	2
		% within Type of Area	.0%	.3%	.2%
	4 advertising	Count	0	3	3
		% within Type of Area	.0%	.5%	.3%
5 others	Count	0	2	2	
	% within Type of Area	.0%	.3%	.2%	
NA	Count	590	557	1147	
	% within Type of Area	99.3%	93.3%	96.3%	
Total		Count	594	597	1191
		% within Type of Area	100.0%	100.0%	100.0%

K4 A Reason for internet use Government/ministry * Type of Area Crosstabulation

			Type of Area		Total
			Rural	Urban	
Reason for internet use Government/ministry	1 Research	Count	1	14	15
		% within Type of Area	.2%	2.3%	1.3%
	2 News	Count	6	36	42
		% within Type of Area	1.0%	6.0%	3.5%
	3 Chatting	Count	0	1	1
		% within Type of Area	.0%	.2%	.1%
	4 advertising	Count	1	4	5
		% within Type of Area	.2%	.7%	.4%
5 others	Count	1	9	10	
	% within Type of Area	.2%	1.5%	.8%	
NA	Count	585	533	1118	
	% within Type of Area	98.5%	89.3%	93.9%	
Total	Count	594	597	1191	
	% within Type of Area	100.0%	100.0%	100.0%	

K. Internet Use Specifics by Education

K1 E Use of Internet * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Use of Internet	1 At home	Count	0	0	2	10	4	0	3
		% within Education	.0%	.0%	1.4%	5.0%	3.6%	.0%	6.1%
	2 At office	Count	1	0	3	17	30	0	17
		% within Education	.2%	.0%	2.2%	8.4%	26.8%	.0%	34.7%
	3 At Internet cafe	Count	0	0	1	5	5	1	4
		% within Education	.0%	.0%	.7%	2.5%	4.5%	33.3%	8.2%
	4 Through mobile phone	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	5 both office and at home	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	5 college	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	5 Labs	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	NA	Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K1 E Use of Internet * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Use of Internet	1 At home	Count	1	0	0	20
		% within Education	2.1%	.0%	.0%	1.7%
	2 At office	Count	0	1	0	69
		% within Education	.0%	9.1%	.0%	5.8%
	3 At Internet cafe	Count	0	0	0	16
		% within Education	.0%	.0%	.0%	1.3%
	4 Through mobile phone	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 both office and at home	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 college	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 Labs	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Email * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Email	1 Daily	Count	0	0	2	14	7	0	6
		% within Education	.0%	.0%	1.4%	6.9%	6.3%	.0%	12.2%
	2 2-3 times a week	Count	0	0	1	6	16	1	11
		% within Education	.0%	.0%	.7%	3.0%	14.3%	33.3%	22.4%
	3 once a week	Count	0	0	2	9	13	0	4
		% within Education	.0%	.0%	1.4%	4.5%	11.6%	.0%	8.2%
	4 a few times a month	Count	0	0	0	3	4	0	3
		% within Education	.0%	.0%	.0%	1.5%	3.6%	.0%	6.1%
	5 Never(skip Question 3 & 4)	Count	1	0	1	1	1	0	1
		% within Education	.2%	.0%	.7%	.5%	.9%	.0%	2.0%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Email * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Email	1 Daily	Count	0	0	0	29
		% within Education	.0%	.0%	.0%	2.4%
	2 2-3 times a week	Count	0	1	0	36
		% within Education	.0%	9.1%	.0%	3.0%
	3 once a week	Count	0	0	0	28
		% within Education	.0%	.0%	.0%	2.4%
	4 a few times a month	Count	1	0	0	11
		% within Education	2.1%	.0%	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Chat * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Chat	1 Daily	Count	0	0	2	4	5	0	4
		% within Education	.0%	.0%	1.4%	2.0%	4.5%	.0%	8.2%
	2 2-3 times a week	Count	0	0	2	6	9	0	2
		% within Education	.0%	.0%	1.4%	3.0%	8.0%	.0%	4.1%
	3 once a week	Count	0	0	0	8	4	0	3
		% within Education	.0%	.0%	.0%	4.0%	3.6%	.0%	6.1%
	4 a few times a month	Count	0	0	0	5	10	0	5
		% within Education	.0%	.0%	.0%	2.5%	8.9%	.0%	10.2%
	5 Never(skip Question 3 & 4)	Count	1	0	2	10	13	1	11
		% within Education	.2%	.0%	1.4%	5.0%	11.6%	33.3%	22.4%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Chat * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Frequency of Internet use Chat	1 Daily	Count	0	1	0	16
		% within Education	.0%	9.1%	.0%	1.3%
	2 2-3 times a week	Count	0	0	0	19
		% within Education	.0%	.0%	.0%	1.6%
	3 once a week	Count	0	0	0	15
		% within Education	.0%	.0%	.0%	1.3%
	4 a few times a month	Count	0	0	0	20
		% within Education	.0%	.0%	.0%	1.7%
	5 Never(skip Question 3 & 4)	Count	1	0	0	39
		% within Education	2.1%	.0%	.0%	3.3%
	NA	Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use BBS online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Frequency of Internet use BBS online	1 Daily	Count	0	0	1	5	7	0	6
		% within Education	.0%	.0%	.7%	2.5%	6.3%	.0%	12.2%
	2 2-3 times a week	Count	0	0	0	4	7	0	3
		% within Education	.0%	.0%	.0%	2.0%	6.3%	.0%	6.1%
	3 once a week	Count	0	0	1	5	6	1	4
		% within Education	.0%	.0%	.7%	2.5%	5.4%	33.3%	8.2%
	4 a few times a month	Count	0	0	1	5	4	0	4
		% within Education	.0%	.0%	.7%	2.5%	3.6%	.0%	8.2%
	5 Never(skip Question 3 & 4)	Count	1	0	3	14	17	0	8
		% within Education	.2%	.0%	2.2%	6.9%	15.2%	.0%	16.3%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use BBS online * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use BBS online	1 Daily	Count	0	0	0	19
		% within Education	.0%	.0%	.0%	1.6%
	2 2-3 times a week	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	3 once a week	Count	0	0	0	17
		% within Education	.0%	.0%	.0%	1.4%
	4 a few times a month	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	1	1	0	45
		% within Education	2.1%	9.1%	.0%	3.8%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Kuzoo.net * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	0	0	2	3	0	2
		% within Education	.0%	.0%	.0%	1.0%	2.7%	.0%	4.1%
	2 2-3 times a week	Count	0	0	0	4	2	0	1
		% within Education	.0%	.0%	.0%	2.0%	1.8%	.0%	2.0%
	3 once a week	Count	0	0	0	4	3	0	2
		% within Education	.0%	.0%	.0%	2.0%	2.7%	.0%	4.1%
	4 a few times a month	Count	0	0	1	2	6	0	3
		% within Education	.0%	.0%	.7%	1.0%	5.4%	.0%	6.1%
	5 Never(skip Question 3 & 4)	Count	1	0	5	21	27	1	17
		% within Education	.2%	.0%	3.6%	10.4%	24.1%	33.3%	34.7%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Kuzoo.net * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	2 2-3 times a week	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	3 once a week	Count	0	0	0	9
		% within Education	.0%	.0%	.0%	.8%
	4 a few times a month	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	5 Never(skip Question 3 & 4)	Count	1	1	0	74
		% within Education	2.1%	9.1%	.0%	6.2%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Radio Valley online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Radio Valley online	1 Daily	Count	0	0	0	0	1	0	1
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	2.0%
	2 2-3 times a week	Count	0	0	0	4	1	0	1
		% within Education	.0%	.0%	.0%	2.0%	.9%	.0%	2.0%
	3 once a week	Count	0	0	0	1	1	0	1
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	2.0%
	4 a few times a month	Count	0	0	1	3	4	0	1
		% within Education	.0%	.0%	.7%	1.5%	3.6%	.0%	2.0%
	5 Never(skip Question 3 & 4)	Count	1	0	5	25	34	1	21
		% within Education	.2%	.0%	3.6%	12.4%	30.4%	33.3%	42.9%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Radio Valley online * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Radio Valley online	1 Daily	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	2 2-3 times a week	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
	3 once a week	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	4 a few times a month	Count	0	0	0	9
		% within Education	.0%	.0%	.0%	.8%
	5 Never(skip Question 3 & 4)	Count	1	1	0	89
		% within Education	2.1%	9.1%	.0%	7.5%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Kuensel online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Kuensel online	1 Daily	Count	0	0	0	4	5	0	5
		% within Education	.0%	.0%	.0%	2.0%	4.5%	.0%	10.2%
	2 2-3 times a week	Count	1	0	0	11	8	1	6
		% within Education	.2%	.0%	.0%	5.4%	7.1%	33.3%	12.2%
	3 once a week	Count	0	0	2	5	7	0	2
		% within Education	.0%	.0%	1.4%	2.5%	6.3%	.0%	4.1%
	4 a few times a month	Count	0	0	3	6	6	0	3
		% within Education	.0%	.0%	2.2%	3.0%	5.4%	.0%	6.1%
	5 Never(skip Question 3 & 4)	Count	0	0	1	7	15	0	9
		% within Education	.0%	.0%	.7%	3.5%	13.4%	.0%	18.4%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Kuensel online * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Frequency of Internet use Kuensel online	1 Daily	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	2 2-3 times a week	Count	0	0	0	27
		% within Education	.0%	.0%	.0%	2.3%
	3 once a week	Count	0	0	0	16
		% within Education	.0%	.0%	.0%	1.3%
	4 a few times a month	Count	0	0	0	18
		% within Education	.0%	.0%	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	1	1	0	34
		% within Education	2.1%	9.1%	.0%	2.9%
	NA	Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use bhutantimes.bt (newspaper) * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	0	0	0	4	2	0
		% within Education	.0%	.0%	.0%	2.0%	1.8%	.0%
	2 2-3 times a week	Count	0	0	0	2	2	0
		% within Education	.0%	.0%	.0%	1.0%	1.8%	.0%
	3 once a week	Count	0	0	0	3	8	1
		% within Education	.0%	.0%	.0%	1.5%	7.1%	33.3%
	4 a few times a month	Count	0	0	1	5	6	0
		% within Education	.0%	.0%	.7%	2.5%	5.4%	.0%
	5 Never(skip Question 3 & 4)	Count	1	0	5	19	23	0
		% within Education	.2%	.0%	3.6%	9.4%	20.5%	.0%
	NA	Count	554	67	133	169	71	2
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use bhutantimes.bt (newspaper) * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	4	0	0	0	10
		% within Education	8.2%	.0%	.0%	.0%	.8%
	2 2-3 times a week	Count	3	0	0	0	7
		% within Education	6.1%	.0%	.0%	.0%	.6%
	3 once a week	Count	4	0	0	0	16
		% within Education	8.2%	.0%	.0%	.0%	1.3%
	4 a few times a month	Count	1	0	0	0	13
		% within Education	2.0%	.0%	.0%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	13	1	1	0	63
		% within Education	26.5%	2.1%	9.1%	.0%	5.3%
	NA	Count	24	46	10	6	1082
		% within Education	49.0%	97.9%	90.9%	100.0%	90.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use bhutanobserver.bt * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	0	0	0	4	2	0
		% within Education	.0%	.0%	.0%	2.0%	1.8%	.0%
	2 2-3 times a week	Count	0	0	0	2	1	0
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%
	3 once a week	Count	0	0	0	2	4	0
		% within Education	.0%	.0%	.0%	1.0%	3.6%	.0%
	4 a few times a month	Count	0	0	1	5	6	0
		% within Education	.0%	.0%	.7%	2.5%	5.4%	.0%
	5 Never(skip Question 3 & 4)	Count	1	0	5	20	28	1
		% within Education	.2%	.0%	3.6%	9.9%	25.0%	33.3%
	NA	Count	554	67	133	169	71	2
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use bhutanobserver.bt * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	3	0	0	0	9
		% within Education	6.1%	.0%	.0%	.0%	.8%
	2 2-3 times a week	Count	1	0	0	0	4
		% within Education	2.0%	.0%	.0%	.0%	.3%
	3 once a week	Count	6	0	0	0	12
		% within Education	12.2%	.0%	.0%	.0%	1.0%
	4 a few times a month	Count	1	0	0	0	13
		% within Education	2.0%	.0%	.0%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	14	1	1	0	71
		% within Education	28.6%	2.1%	9.1%	.0%	6.0%
NA		Count	24	46	10	6	1082
		% within Education	49.0%	97.9%	90.9%	100.0%	90.8%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Blogsites * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	3 once a week	Count	0	0	0	1	1	0	1
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	2.0%
	4 a few times a month	Count	0	0	0	1	0	0	2
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	4.1%
	5 Never(skip Question 3 & 4)	Count	1	0	6	31	40	1	21
		% within Education	.2%	.0%	4.3%	15.3%	35.7%	33.3%	42.9%
	NA	Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Blogsites * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	3 once a week	Count	0	1	0	4
		% within Education	.0%	9.1%	.0%	.3%
	4 a few times a month	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	5 Never(skip Question 3 & 4)	Count	1	0	0	101
		% within Education	2.1%	.0%	.0%	8.5%
	NA	Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use bhutantimes.com * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Frequency of Internet use bhutantimes.com	1 Daily	Count	0	0	0	3	4	0
		% within Education	.0%	.0%	.0%	1.5%	3.6%	.0%
	2 2-3 times a week	Count	0	0	0	2	2	0
		% within Education	.0%	.0%	.0%	1.0%	1.8%	.0%
	3 once a week	Count	1	0	0	2	5	1
		% within Education	.2%	.0%	.0%	1.0%	4.5%	33.3%
	4 a few times a month	Count	0	0	1	5	6	0
		% within Education	.0%	.0%	.7%	2.5%	5.4%	.0%
	5 Never(skip Question 3 & 4)	Count	0	0	5	21	24	0
		% within Education	.0%	.0%	3.6%	10.4%	21.4%	.0%
NA	Count	554	67	133	169	71	2	
	% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use bhutantimes.com * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use bhutantimes.com	1 Daily	Count	3	0	0	0	10
		% within Education	6.1%	.0%	.0%	.0%	.8%
	2 2-3 times a week	Count	1	0	0	0	5
		% within Education	2.0%	.0%	.0%	.0%	.4%
	3 once a week	Count	4	0	0	0	13
		% within Education	8.2%	.0%	.0%	.0%	1.1%
	4 a few times a month	Count	4	0	0	0	16
		% within Education	8.2%	.0%	.0%	.0%	1.3%
	5 Never(skip Question 3 & 4)	Count	13	1	1	0	65
		% within Education	26.5%	2.1%	9.1%	.0%	5.5%
	NA	Count	24	46	10	6	1082
		% within Education	49.0%	97.9%	90.9%	100.0%	90.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use Government/ministry * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Frequency of Internet use Government/ministry	1 Daily	Count	0	0	0	4	6	0
		% within Education	.0%	.0%	.0%	2.0%	5.4%	.0%
	2 2-3 times a week	Count	0	0	1	4	5	0
		% within Education	.0%	.0%	.7%	2.0%	4.5%	.0%
	3 once a week	Count	0	0	1	12	8	1
		% within Education	.0%	.0%	.7%	5.9%	7.1%	33.3%
	4 a few times a month	Count	0	0	0	2	10	0
		% within Education	.0%	.0%	.0%	1.0%	8.9%	.0%
	5 Never(skip Question 3 & 4)	Count	1	0	4	11	12	0
		% within Education	.2%	.0%	2.9%	5.4%	10.7%	.0%
	NA	Count	554	67	133	169	71	2
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%
	Total	Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Government/ministry * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Government/ministry	1 Daily	Count	4	0	0	0	14
		% within Education	8.2%	.0%	.0%	.0%	1.2%
	2 2-3 times a week	Count	4	0	0	0	14
		% within Education	8.2%	.0%	.0%	.0%	1.2%
	3 once a week	Count	4	0	0	0	26
		% within Education	8.2%	.0%	.0%	.0%	2.2%
	4 a few times a month	Count	7	0	0	0	19
		% within Education	14.3%	.0%	.0%	.0%	1.6%
	5 Never(skip Question 3 & 4)	Count	6	1	1	0	36
		% within Education	12.2%	2.1%	9.1%	.0%	3.0%
	NA	Count	24	46	10	6	1082
		% within Education	49.0%	97.9%	90.9%	100.0%	90.8%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use News sites * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Frequency of Internet use News sites	1 Daily	Count	0	0	1	7	8	0	2
		% within Education	.0%	.0%	.7%	3.5%	7.1%	.0%	4.1%
	2 2-3 times a week	Count	0	0	0	2	6	1	7
		% within Education	.0%	.0%	.0%	1.0%	5.4%	33.3%	14.3%
	3 once a week	Count	0	0	1	5	3	0	2
		% within Education	.0%	.0%	.7%	2.5%	2.7%	.0%	4.1%
	4 a few times a month	Count	0	0	0	5	6	0	3
		% within Education	.0%	.0%	.0%	2.5%	5.4%	.0%	6.1%
	5 Never(skip Question 3 & 4)	Count	1	0	4	14	18	0	11
		% within Education	.2%	.0%	2.9%	6.9%	16.1%	.0%	22.4%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use News sites * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use News sites	1 Daily	Count	0	0	0	18
		% within Education	.0%	.0%	.0%	1.5%
	2 2-3 times a week	Count	0	0	0	16
		% within Education	.0%	.0%	.0%	1.3%
	3 once a week	Count	0	1	0	12
		% within Education	.0%	9.1%	.0%	1.0%
	4 a few times a month	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	1	0	0	49
		% within Education	2.1%	.0%	.0%	4.1%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	0	1	1	1	0
		% within Education	.0%	.0%	.7%	.5%	.9%	.0%
	2 2-3 times a week	Count	0	0	0	3	8	0
		% within Education	.0%	.0%	.0%	1.5%	7.1%	.0%
	3 once a week	Count	0	0	1	4	3	1
		% within Education	.0%	.0%	.7%	2.0%	2.7%	33.3%
	4 a few times a month	Count	0	0	1	5	4	0
		% within Education	.0%	.0%	.7%	2.5%	3.6%	.0%
	5 Never(skip Question 3 & 4)	Count	1	0	3	20	25	0
		% within Education	.2%	.0%	2.2%	9.9%	22.3%	.0%
NA		Count	554	67	133	169	71	2
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	1	0	0	0	4
		% within Education	2.0%	.0%	.0%	.0%	.3%
	2 2-3 times a week	Count	5	0	0	0	16
		% within Education	10.2%	.0%	.0%	.0%	1.3%
	3 once a week	Count	1	0	0	0	10
		% within Education	2.0%	.0%	.0%	.0%	.8%
	4 a few times a month	Count	3	0	0	0	13
		% within Education	6.1%	.0%	.0%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	15	1	1	0	66
		% within Education	30.6%	2.1%	9.1%	.0%	5.5%
NA		Count	24	46	10	6	1082
		% within Education	49.0%	97.9%	90.9%	100.0%	90.8%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Music downloads * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Music downloads	1 Daily	Count	0	0	0	1	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	.0%
	2 2-3 times a week	Count	0	0	1	2	2	0	2
		% within Education	.0%	.0%	.7%	1.0%	1.8%	.0%	4.1%
	3 once a week	Count	0	0	0	4	4	0	3
		% within Education	.0%	.0%	.0%	2.0%	3.6%	.0%	6.1%
	4 a few times a month	Count	0	0	1	9	9	0	4
		% within Education	.0%	.0%	.7%	4.5%	8.0%	.0%	8.2%
	5 Never(skip Question 3 & 4)	Count	1	0	4	17	25	1	16
		% within Education	.2%	.0%	2.9%	8.4%	22.3%	33.3%	32.7%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Music downloads * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Frequency of Internet use Music downloads	1 Daily	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	2 2-3 times a week	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	3 once a week	Count	0	1	0	12
		% within Education	.0%	9.1%	.0%	1.0%
	4 a few times a month	Count	0	0	0	23
		% within Education	.0%	.0%	.0%	1.9%
	5 Never(skip Question 3 & 4)	Count	1	0	0	65
		% within Education	2.1%	.0%	.0%	5.5%
NA		Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Business * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Business	1 Daily	Count	0	0	0	8	0	0	2
		% within Education	.0%	.0%	.0%	4.0%	.0%	.0%	4.1%
	2 2-3 times a week	Count	0	0	1	5	3	0	1
		% within Education	.0%	.0%	.7%	2.5%	2.7%	.0%	2.0%
	3 once a week	Count	0	0	0	2	3	0	2
		% within Education	.0%	.0%	.0%	1.0%	2.7%	.0%	4.1%
	4 a few times a month	Count	0	0	1	2	10	0	4
		% within Education	.0%	.0%	.7%	1.0%	8.9%	.0%	8.2%
	5 Never(skip Question 3 & 4)	Count	1	0	4	16	25	1	16
		% within Education	.2%	.0%	2.9%	7.9%	22.3%	33.3%	32.7%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Business * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Frequency of Internet use Business	1 Daily	Count	0	0	0	10
		% within Education	.0%	.0%	.0%	.8%
	2 2-3 times a week	Count	0	1	0	11
		% within Education	.0%	9.1%	.0%	.9%
	3 once a week	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	4 a few times a month	Count	1	0	0	18
		% within Education	2.1%	.0%	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	0	0	0	63
		% within Education	.0%	.0%	.0%	5.3%
	NA	Count	46	10	6	1082
		% within Education	97.9%	90.9%	100.0%	90.8%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K2 E Frequency of Internet use Online games * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Frequency of Internet use Online games	1 Daily	Count	0	0	0	2	0	0	0
		% within Education	.0%	.0%	.0%	1.0%	.0%	.0%	.0%
	2 2-3 times a week	Count	0	0	0	1	1	0	3
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	6.1%
	3 once a week	Count	0	0	0	1	5	0	1
		% within Education	.0%	.0%	.0%	.5%	4.5%	.0%	2.0%
	4 a few times a month	Count	0	0	2	2	3	0	4
		% within Education	.0%	.0%	1.4%	1.0%	2.7%	.0%	8.2%
	5 Never(skip Question 3 & 4)	Count	1	0	4	27	32	1	17
		% within Education	.2%	.0%	2.9%	13.4%	28.6%	33.3%	34.7%
NA		Count	554	67	133	169	71	2	24
		% within Education	99.8%	100.0%	95.7%	83.7%	63.4%	66.7%	49.0%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 E Frequency of Internet use Online games * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Frequency of Internet use Online games	1 Daily	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	2 2-3 times a week	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	3 once a week	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	4 a few times a month	Count	0	0	0	11
		% within Education	.0%	.0%	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	1	1	0	84
		% within Education	2.1%	9.1%	.0%	7.1%
NA	Count	46	10	6	1082	
	% within Education	97.9%	90.9%	100.0%	90.8%	
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable BBS online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Internet content BBS online	1 all the time	Count	0	0	0	3	4	0	1
		% within Education	.0%	.0%	.0%	1.5%	3.6%	.0%	2.0%
	2 most of the time	Count	0	0	2	12	15	1	11
		% within Education	.0%	.0%	1.4%	5.9%	13.4%	33.3%	22.4%
	3 some of the time	Count	0	0	1	3	5	0	4
		% within Education	.0%	.0%	.7%	1.5%	4.5%	.0%	8.2%
	4 very little of the time	Count	0	0	0	1	0	0	1
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	2.0%
NA	Count	555	67	136	183	88	2	32	
	% within Education	100.0%	100.0%	97.8%	90.6%	78.6%	66.7%	65.3%	
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable BBS online * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content BBS online	1 all the time	Count	0	0	0	8
		% within Education	.0%	.0%	.0%	.7%
	2 most of the time	Count	0	0	0	41
		% within Education	.0%	.0%	.0%	3.4%
	3 some of the time	Count	0	0	0	13
		% within Education	.0%	.0%	.0%	1.1%
	4 very little of the time	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	NA	Count	47	11	6	1127
		% within Education	100.0%	100.0%	100.0%	94.6%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Kuzoo.net * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Internet content Kuzoo.net	1 all the time	Count	0	0	0	2	1	0	0
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%	.0%
	2 most of the time	Count	0	0	1	5	6	0	4
		% within Education	.0%	.0%	.7%	2.5%	5.4%	.0%	8.2%
	3 some of the time	Count	0	0	0	4	7	0	3
		% within Education	.0%	.0%	.0%	2.0%	6.3%	.0%	6.1%
	4 very little of the time	Count	0	0	0	1	0	0	1
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	2.0%
	NA	Count	555	67	138	190	98	3	41
		% within Education	100.0%	100.0%	99.3%	94.1%	87.5%	100.0%	83.7%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Kuzoo.net * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content Kuzoo.net	1 all the time	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	2 most of the time	Count	0	0	0	16
		% within Education	.0%	.0%	.0%	1.3%
	3 some of the time	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	4 very little of the time	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	NA	Count	47	11	6	1156
		% within Education	100.0%	100.0%	100.0%	97.1%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Radio Valley online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Internet content Radio Valley online	1 all the time	Count	0	0	0	2	0	0	0
		% within Education	.0%	.0%	.0%	1.0%	.0%	.0%	.0%
	2 most of the time	Count	0	0	1	6	6	0	3
		% within Education	.0%	.0%	.7%	3.0%	5.4%	.0%	6.1%
	3 some of the time	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	5 none of the time	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	NA	Count	555	67	138	194	105	3	45
		% within Education	100.0%	100.0%	99.3%	96.0%	93.8%	100.0%	91.8%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Radio Valley online * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content Radio Valley online	1 all the time	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	2 most of the time	Count	0	0	0	16
		% within Education	.0%	.0%	.0%	1.3%
	3 some of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 none of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	11	6	1171
		% within Education	100.0%	100.0%	100.0%	98.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable Kuensel online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Internet content Kuensel online	1 all the time	Count	0	0	0	3	1	1	2
		% within Education	.0%	.0%	.0%	1.5%	.9%	33.3%	4.1%
	2 most of the time	Count	1	0	1	18	18	0	7
		% within Education	.2%	.0%	.7%	8.9%	16.1%	.0%	14.3%
	3 some of the time	Count	0	0	4	4	7	0	7
		% within Education	.0%	.0%	2.9%	2.0%	6.3%	.0%	14.3%
	5 none of the time	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	NA	Count	554	67	134	176	86	2	33
		% within Education	99.8%	100.0%	96.4%	87.1%	76.8%	66.7%	67.3%
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Kuensel online * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content Kuensel online	1 all the time	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	2 most of the time	Count	0	0	0	45
		% within Education	.0%	.0%	.0%	3.8%
	3 some of the time	Count	0	0	0	22
		% within Education	.0%	.0%	.0%	1.8%
	5 none of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	11	6	1116
		% within Education	100.0%	100.0%	100.0%	93.7%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable bhutantimes.bt(newspaper) * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	0	0	0	2	1	0
		% within Education	.0%	.0%	.0%	1.0%	.9%	.0%
	2 most of the time	Count	0	0	1	7	7	1
		% within Education	.0%	.0%	.7%	3.5%	6.3%	33.3%
	3 some of the time	Count	0	0	0	5	10	0
		% within Education	.0%	.0%	.0%	2.5%	8.9%	.0%
	NA	Count	555	67	138	188	94	2
		% within Education	100.0%	100.0%	99.3%	93.1%	83.9%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable bhutantimes.bt(newspaper) * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	1	0	0	0	4
		% within Education	2.0%	.0%	.0%	.0%	.3%
	2 most of the time	Count	6	0	0	0	22
		% within Education	12.2%	.0%	.0%	.0%	1.8%
	3 some of the time	Count	5	0	0	0	20
		% within Education	10.2%	.0%	.0%	.0%	1.7%
	NA	Count	37	47	11	6	1145
		% within Education	75.5%	100.0%	100.0%	100.0%	96.1%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable bhutanobserver.bt * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Internet content bhutanobserver.bt	1 all the time	Count	0	0	0	4	1	0
		% within Education	.0%	.0%	.0%	2.0%	.9%	.0%
	2 most of the time	Count	0	0	1	7	6	0
		% within Education	.0%	.0%	.7%	3.5%	5.4%	.0%
	3 some of the time	Count	0	0	0	2	6	0
		% within Education	.0%	.0%	.0%	1.0%	5.4%	.0%
	NA	Count	555	67	138	189	99	3
		% within Education	100.0%	100.0%	99.3%	93.6%	88.4%	100.0%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable bhutanobserver.bt * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Internet content bhutanobserver.bt	1 all the time	Count	0	0	0	0	5
		% within Education	.0%	.0%	.0%	.0%	.4%
	2 most of the time	Count	5	0	0	0	19
		% within Education	10.2%	.0%	.0%	.0%	1.6%
	3 some of the time	Count	6	0	0	0	14
		% within Education	12.2%	.0%	.0%	.0%	1.2%
	NA	Count	38	47	11	6	1153
		% within Education	77.6%	100.0%	100.0%	100.0%	96.8%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Blogsites * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Internet content Blogsites	1 all the time	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	2 most of the time	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	3 some of the time	Count	0	0	0	1	0	0	3
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	6.1%
	4 very little of the time	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
NA	Count	555	67	139	200	111	3	45	
	% within Education	100.0%	100.0%	100.0%	99.0%	99.1%	100.0%	91.8%	
Total	Count	555	67	139	202	112	3	49	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Blogsites * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content Blogsites	1 all the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	2 most of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	3 some of the time	Count	0	1	0	5
		% within Education	.0%	9.1%	.0%	.4%
	4 very little of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	10	6	1183
		% within Education	100.0%	90.9%	100.0%	99.3%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable bhutantimes.com * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Internet content bhutantimes.com	1 all the time	Count	0	0	0	2	0	0
		% within Education	.0%	.0%	.0%	1.0%	.0%	.0%
	2 most of the time	Count	1	0	1	6	6	1
		% within Education	.2%	.0%	.7%	3.0%	5.4%	33.3%
	3 some of the time	Count	0	0	0	3	10	0
		% within Education	.0%	.0%	.0%	1.5%	8.9%	.0%
	4 very little of the time	Count	0	0	0	1	1	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%
	NA	Count	554	67	138	190	95	2
		% within Education	99.8%	100.0%	99.3%	94.1%	84.8%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable bhutantimes.com * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Internet content bhutantimes.com	1 all the time	Count	0	0	0	0	2
		% within Education	.0%	.0%	.0%	.0%	.2%
	2 most of the time	Count	5	0	0	0	20
		% within Education	10.2%	.0%	.0%	.0%	1.7%
	3 some of the time	Count	5	0	0	0	18
		% within Education	10.2%	.0%	.0%	.0%	1.5%
	4 very little of the time	Count	2	0	0	0	4
		% within Education	4.1%	.0%	.0%	.0%	.3%
	NA	Count	37	47	11	6	1147
		% within Education	75.5%	100.0%	100.0%	100.0%	96.3%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Government/ministry * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Internet content Government/ministry	1 all the time	Count	0	0	0	4	4	0
		% within Education	.0%	.0%	.0%	2.0%	3.6%	.0%
	2 most of the time	Count	0	0	1	13	13	1
		% within Education	.0%	.0%	.7%	6.4%	11.6%	33.3%
	3 some of the time	Count	0	0	1	4	10	0
		% within Education	.0%	.0%	.7%	2.0%	8.9%	.0%
	4 very little of the time	Count	0	0	0	2	2	0
		% within Education	.0%	.0%	.0%	1.0%	1.8%	.0%
	NA	Count	555	67	137	179	83	2
		% within Education	100.0%	100.0%	98.6%	88.6%	74.1%	66.7%
Total	Count	555	67	139	202	112	3	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 E Internet content believable Government/ministry * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Internet content Government/ministry	1 all the time	Count	1	0	0	0	9
		% within Education	2.0%	.0%	.0%	.0%	.8%
	2 most of the time	Count	11	0	0	0	39
		% within Education	22.4%	.0%	.0%	.0%	3.3%
	3 some of the time	Count	3	0	0	0	18
		% within Education	6.1%	.0%	.0%	.0%	1.5%
	4 very little of the time	Count	3	0	0	0	7
		% within Education	6.1%	.0%	.0%	.0%	.6%
	NA	Count	31	47	11	6	1118
		% within Education	63.3%	100.0%	100.0%	100.0%	93.9%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable News sites * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Internet content News sites	1 all the time	Count	0	0	0	4	4	0	0
		% within Education	.0%	.0%	.0%	2.0%	3.6%	.0%	.0%
	2 most of the time	Count	0	0	2	10	10	1	11
		% within Education	.0%	.0%	1.4%	5.0%	8.9%	33.3%	22.4%
	3 some of the time	Count	0	0	0	4	6	0	2
		% within Education	.0%	.0%	.0%	2.0%	5.4%	.0%	4.1%
	4 very little of the time	Count	0	0	0	1	2	0	1
		% within Education	.0%	.0%	.0%	.5%	1.8%	.0%	2.0%
	5 none of the time	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	NA	Count	555	67	137	183	89	2	35
		% within Education	100.0%	100.0%	98.6%	90.6%	79.5%	66.7%	71.4%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 E Internet content believable News sites * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Internet content News sites	1 all the time	Count	0	1	0	9
		% within Education	.0%	9.1%	.0%	.8%
	2 most of the time	Count	0	0	0	34
		% within Education	.0%	.0%	.0%	2.9%
	3 some of the time	Count	0	0	0	12
		% within Education	.0%	.0%	.0%	1.0%
	4 very little of the time	Count	0	0	0	4
		% within Education	.0%	.0%	.0%	.3%
	5 none of the time	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	10	6	1131
		% within Education	100.0%	90.9%	100.0%	95.0%
Total	Count	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	

K4 E Reason for internet use BBS online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use BBS online	1 Research	Count	0	0	0	1	1	0	3
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	6.1%
	2 News	Count	0	0	3	16	22	1	15
		% within Education	.0%	.0%	2.2%	7.9%	19.6%	33.3%	30.6%
	4 advertising	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	5 others	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	NA	Count	555	67	136	183	89	2	31
		% within Education	100.0%	100.0%	97.8%	90.6%	79.5%	66.7%	63.3%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use BBS online * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use BBS online	1 Research	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	2 News	Count	0	0	0	57
		% within Education	.0%	.0%	.0%	4.8%
	4 advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 others	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	11	6	1127
		% within Education	100.0%	100.0%	100.0%	94.6%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Kuzoo.net * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use Kuzoo.net	2 News	Count	0	0	1	6	9	0	5
		% within Education	.0%	.0%	.7%	3.0%	8.0%	.0%	10.2%
	3 Chatting	Count	0	0	0	4	2	0	1
		% within Education	.0%	.0%	.0%	2.0%	1.8%	.0%	2.0%
	4 advertising	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	5 others	Count	0	0	0	2	3	0	1
		% within Education	.0%	.0%	.0%	1.0%	2.7%	.0%	2.0%
	NA	Count	555	67	138	190	98	3	41
		% within Education	100.0%	100.0%	99.3%	94.1%	87.5%	100.0%	83.7%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Kuzoo.net * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use Kuzoo.net	2 News	Count	0	0	0	21
		% within Education	.0%	.0%	.0%	1.8%
	3 Chatting	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	4 advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 others	Count	0	0	0	6
		% within Education	.0%	.0%	.0%	.5%
NA	Count		47	11	6	1156
	% within Education		100.0%	100.0%	100.0%	97.1%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Radio Valley online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use Radio Valley online	2 News	Count	0	0	1	6	5	0	2
		% within Education	.0%	.0%	.7%	3.0%	4.5%	.0%	4.1%
	3 Chatting	Count	0	0	0	1	0	0	0
		% within Education	.0%	.0%	.0%	.5%	.0%	.0%	.0%
	4 advertising	Count	0	0	0	0	1	0	1
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	2.0%
	5 others	Count	0	0	0	1	1	0	1
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	2.0%
NA	Count		555	67	138	194	105	3	45
	% within Education		100.0%	100.0%	99.3%	96.0%	93.8%	100.0%	91.8%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Radio Valley online * Education Crosstabulation

			Education			
			8 Religious	PP upto Class 5	Upto Class 8	Total
Reason for internet use Radio Valley online	2 News	Count	0	0	0	14
		% within Education	.0%	.0%	.0%	1.2%
	3 Chatting	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	4 advertising	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	5 others	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	NA	Count	47	11	6	1171
		% within Education	100.0%	100.0%	100.0%	98.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Kuensel online * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use Kuensel online	1 Research	Count	0	0	0	1	3	0	3
		% within Education	.0%	.0%	.0%	.5%	2.7%	.0%	6.1%
	2 News	Count	1	0	5	21	20	1	11
		% within Education	.2%	.0%	3.6%	10.4%	17.9%	33.3%	22.4%
	3 Chatting	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	4 advertising	Count	0	0	0	3	1	0	1
		% within Education	.0%	.0%	.0%	1.5%	.9%	.0%	2.0%
	5 others	Count	0	0	0	1	2	0	0
		% within Education	.0%	.0%	.0%	.5%	1.8%	.0%	.0%
	NA	Count	554	67	134	176	86	2	33
		% within Education	99.8%	100.0%	96.4%	87.1%	76.8%	66.7%	67.3%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Kuensel online * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use Kuensel online	1 Research	Count	0	0	0	7
		% within Education	.0%	.0%	.0%	.6%
	2 News	Count	0	0	0	59
		% within Education	.0%	.0%	.0%	5.0%
	3 Chatting	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	4 advertising	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	5 others	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	NA	Count	47	11	6	1116
		% within Education	100.0%	100.0%	100.0%	93.7%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutantimes.bt(newspaper) * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Reason for internet use bhutantimes.bt(newspaper)	1 Research	Count	0	0	0	3	3	0
		% within Education	.0%	.0%	.0%	1.5%	2.7%	.0%
	2 News	Count	0	0	1	11	12	1
		% within Education	.0%	.0%	.7%	5.4%	10.7%	33.3%
	4 advertising	Count	0	0	0	0	2	0
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%
	5 others	Count	0	0	0	0	1	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%
	NA	Count	555	67	138	188	94	2
		% within Education	100.0%	100.0%	99.3%	93.1%	83.9%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutantimes.bt(newspaper) * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	1	0	0	0	7
		% within Education	2.0%	.0%	.0%	.0%	.6%
	2 News	Count	10	0	0	0	35
		% within Education	20.4%	.0%	.0%	.0%	2.9%
	4 advertising	Count	1	0	0	0	3
		% within Education	2.0%	.0%	.0%	.0%	.3%
	5 others	Count	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.1%
	NA	Count	37	47	11	6	1145
		% within Education	75.5%	100.0%	100.0%	100.0%	96.1%
Total		Count	49	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutanobserver.bt * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(b achelor's or higher)
Reason for internet use bhutanobserver.bt	1 Research	Count	0	0	0	1	2	0	0
		% within Education	.0%	.0%	.0%	.5%	1.8%	.0%	.0%
	2 News	Count	0	0	1	12	8	0	11
		% within Education	.0%	.0%	.7%	5.9%	7.1%	.0%	22.4%
	4 advertising	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	5 others	Count	0	0	0	0	2	0	0
		% within Education	.0%	.0%	.0%	.0%	1.8%	.0%	.0%
	NA	Count	555	67	138	189	99	3	38
		% within Education	100.0%	100.0%	99.3%	93.6%	88.4%	100.0%	77.6%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutanobserver.bt * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use bhutanobserver.bt	1 Research	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	2 News	Count	0	0	0	32
		% within Education	.0%	.0%	.0%	2.7%
	4 advertising	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	5 others	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	NA	Count	47	11	6	1153
		% within Education	100.0%	100.0%	100.0%	96.8%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Blogsites * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use Blogsites	1 Research	Count	0	0	0	2	0	0	3
		% within Education	.0%	.0%	.0%	1.0%	.0%	.0%	6.1%
	2 News	Count	0	0	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	2.0%
	3 Chatting	Count	0	0	0	0	1	0	0
		% within Education	.0%	.0%	.0%	.0%	.9%	.0%	.0%
	NA	Count	555	67	139	200	111	3	45
		% within Education	100.0%	100.0%	100.0%	99.0%	99.1%	100.0%	91.8%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Blogsites * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use Blogsites	1 Research	Count	0	0	0	5
		% within Education	.0%	.0%	.0%	.4%
	2 News	Count	0	1	0	2
		% within Education	.0%	9.1%	.0%	.2%
	3 Chatting	Count	0	0	0	1
		% within Education	.0%	.0%	.0%	.1%
	NA	Count	47	10	6	1183
		% within Education	100.0%	90.9%	100.0%	99.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutantimes.com * Education Crosstabulation

			Education						
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational	7 University(bachelor's or higher)
Reason for internet use bhutantimes.com	1 Research	Count	0	0	0	0	0	0	2
		% within Education	.0%	.0%	.0%	.0%	.0%	.0%	4.1%
	2 News	Count	1	0	1	10	12	1	10
		% within Education	.2%	.0%	.7%	5.0%	10.7%	33.3%	20.4%
	3 Chatting	Count	0	0	0	1	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	.0%
	4 advertising	Count	0	0	0	0	3	0	0
		% within Education	.0%	.0%	.0%	.0%	2.7%	.0%	.0%
	5 others	Count	0	0	0	1	1	0	0
		% within Education	.0%	.0%	.0%	.5%	.9%	.0%	.0%
	NA	Count	554	67	138	190	95	2	37
		% within Education	99.8%	100.0%	99.3%	94.1%	84.8%	66.7%	75.5%
Total		Count	555	67	139	202	112	3	49
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use bhutantimes.com * Education Crosstabulation

			Education			Total
			8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use bhutantimes.com	1 Research	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	2 News	Count	0	0	0	35
		% within Education	.0%	.0%	.0%	2.9%
	3 Chatting	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	4 advertising	Count	0	0	0	3
		% within Education	.0%	.0%	.0%	.3%
	5 others	Count	0	0	0	2
		% within Education	.0%	.0%	.0%	.2%
	NA	Count	47	11	6	1147
		% within Education	100.0%	100.0%	100.0%	96.3%
Total		Count	47	11	6	1191
		% within Education	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Government/ministry * Education Crosstabulation

			Education					
			1 None	2 NFE	3 Upto Class 6	4 Upto Class 10	5 Upto Class 12	6 Vocational
Reason for internet use Government/ministry	1 Research	Count	0	0	0	5	4	0
		% within Education	.0%	.0%	.0%	2.5%	3.6%	.0%
	2 News	Count	0	0	1	9	21	0
		% within Education	.0%	.0%	.7%	4.5%	18.8%	.0%
	3 Chatting	Count	0	0	1	0	0	0
		% within Education	.0%	.0%	.7%	.0%	.0%	.0%
	4 advertising	Count	0	0	0	3	1	0
		% within Education	.0%	.0%	.0%	1.5%	.9%	.0%
	5 others	Count	0	0	0	5	3	1
		% within Education	.0%	.0%	.0%	2.5%	2.7%	33.3%
	NA	Count	555	67	137	180	83	2
		% within Education	100.0%	100.0%	98.6%	89.1%	74.1%	66.7%
Total		Count	555	67	139	202	112	3
		% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 E Reason for internet use Government/ministry * Education Crosstabulation

			Education				Total
			7 University(b achelor's or higher)	8 Religious	PP upto Class 5	Upto Class 8	
Reason for internet use Government/ministry	1 Research	Count	6	0	0	0	15
		% within Education	12.2%	.0%	.0%	.0%	1.3%
	2 News	Count	11	0	0	0	42
		% within Education	22.4%	.0%	.0%	.0%	3.5%
	3 Chatting	Count	0	0	0	0	1
		% within Education	.0%	.0%	.0%	.0%	.1%
	4 advertising	Count	1	0	0	0	5
		% within Education	2.0%	.0%	.0%	.0%	.4%
	5 others	Count	1	0	0	0	10
		% within Education	2.0%	.0%	.0%	.0%	.8%
	NA	Count	30	47	11	6	1118
		% within Education	61.2%	100.0%	100.0%	100.0%	93.9%
Total	Count	49	47	11	6	1191	
	% within Education	100.0%	100.0%	100.0%	100.0%	100.0%	

K. Internet Use Specifics by Gender

K1 G Use of Internet * Gender Crosstabulation

			Gender		Total
			Female	Male	
Use of Internet	1 At home	Count	13	7	20
		% within Gender	2.1%	1.2%	1.7%
	2 At office	Count	25	44	69
		% within Gender	4.0%	7.8%	5.8%
	3 At Internet cafe	Count	5	11	16
		% within Gender	.8%	1.9%	1.3%
	4 Through mobile phone	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 both office and at home	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	5 college	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 Labs	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Email * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Email	1 Daily	Count	12	17	29
		% within Gender	1.9%	3.0%	2.4%
	2 2-3 times a week	Count	17	19	36
		% within Gender	2.7%	3.4%	3.0%
	3 once a week	Count	9	19	28
		% within Gender	1.4%	3.4%	2.4%
	4 a few times a month	Count	3	8	11
		% within Gender	.5%	1.4%	.9%
	5 Never(skip Question 3 & 4)	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Chat * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Chat	1 Daily	Count	8	8	16
		% within Gender	1.3%	1.4%	1.3%
	2 2-3 times a week	Count	4	15	19
		% within Gender	.6%	2.7%	1.6%
	3 once a week	Count	9	6	15
		% within Gender	1.4%	1.1%	1.3%
	4 a few times a month	Count	7	13	20
		% within Gender	1.1%	2.3%	1.7%
	5 Never(skip Question 3 & 4)	Count	16	23	39
		% within Gender	2.6%	4.1%	3.3%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use BBS online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use BBS online	1 Daily	Count	8	11	19
		% within Gender	1.3%	1.9%	1.6%
	2 2-3 times a week	Count	4	10	14
		% within Gender	.6%	1.8%	1.2%
	3 once a week	Count	6	11	17
		% within Gender	1.0%	1.9%	1.4%
	4 a few times a month	Count	8	6	14
		% within Gender	1.3%	1.1%	1.2%
	5 Never(skip Question 3 & 4)	Count	18	27	45
		% within Gender	2.9%	4.8%	3.8%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Kuzoo.net * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Kuzoo.net	1 Daily	Count	6	1	7
		% within Gender	1.0%	.2%	.6%
	2 2-3 times a week	Count	2	5	7
		% within Gender	.3%	.9%	.6%
	3 once a week	Count	3	6	9
		% within Gender	.5%	1.1%	.8%
	4 a few times a month	Count	4	8	12
		% within Gender	.6%	1.4%	1.0%
	5 Never(skip Question 3 & 4)	Count	29	45	74
		% within Gender	4.6%	8.0%	6.2%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Radio Valley online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Radio Valley online	1 Daily	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	2 2-3 times a week	Count	4	2	6
		% within Gender	.6%	.4%	.5%
	3 once a week	Count	2	1	3
		% within Gender	.3%	.2%	.3%
	4 a few times a month	Count	4	5	9
		% within Gender	.6%	.9%	.8%
	5 Never(skip Question 3 & 4)	Count	33	56	89
		% within Gender	5.3%	9.9%	7.5%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Kuensel online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Kuensel online	1 Daily	Count	8	6	14
		% within Gender	1.3%	1.1%	1.2%
	2 2-3 times a week	Count	7	20	27
		% within Gender	1.1%	3.5%	2.3%
	3 once a week	Count	5	11	16
		% within Gender	.8%	1.9%	1.3%
	4 a few times a month	Count	10	8	18
		% within Gender	1.6%	1.4%	1.5%
	5 Never(skip Question 3 & 4)	Count	14	20	34
		% within Gender	2.2%	3.5%	2.9%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K2 G Frequency of Internet use bhutantimes.bt (newspaper) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	6	4	10
		% within Gender	1.0%	.7%	.8%
	2 2-3 times a week	Count	1	6	7
		% within Gender	.2%	1.1%	.6%
	3 once a week	Count	3	13	16
		% within Gender	.5%	2.3%	1.3%
	4 a few times a month	Count	7	6	13
		% within Gender	1.1%	1.1%	1.1%
	5 Never(skip Question 3 & 4)	Count	27	36	63
		% within Gender	4.3%	6.4%	5.3%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K2 G Frequency of Internet use bhutanobserver.bt * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	4	5	9
		% within Gender	.6%	.9%	.8%
	2 2-3 times a week	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	3 once a week	Count	2	10	12
		% within Gender	.3%	1.8%	1.0%
	4 a few times a month	Count	7	6	13
		% within Gender	1.1%	1.1%	1.1%
	5 Never(skip Question 3 & 4)	Count	29	42	71
		% within Gender	4.6%	7.4%	6.0%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Blogsites * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	3 once a week	Count	0	4	4
		% within Gender	.0%	.7%	.3%
	4 a few times a month	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	5 Never(skip Question 3 & 4)	Count	43	58	101
		% within Gender	6.9%	10.2%	8.5%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use bhutantimes.com * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use bhutantimes.com	1 Daily	Count	4	6	10
		% within Gender	.6%	1.1%	.8%
	2 2-3 times a week	Count	2	3	5
		% within Gender	.3%	.5%	.4%
	3 once a week	Count	2	11	13
		% within Gender	.3%	1.9%	1.1%
	4 a few times a month	Count	7	9	16
		% within Gender	1.1%	1.6%	1.3%
	5 Never(skip Question 3 & 4)	Count	29	36	65
		% within Gender	4.6%	6.4%	5.5%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Government/ministry * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Government/ministry	1 Daily	Count	8	6	14
		% within Gender	1.3%	1.1%	1.2%
	2 2-3 times a week	Count	4	10	14
		% within Gender	.6%	1.8%	1.2%
	3 once a week	Count	9	17	26
		% within Gender	1.4%	3.0%	2.2%
	4 a few times a month	Count	8	11	19
		% within Gender	1.3%	1.9%	1.6%
	5 Never(skip Question 3 & 4)	Count	15	21	36
		% within Gender	2.4%	3.7%	3.0%
NA	Count	581	501	1082	
	% within Gender	93.0%	88.5%	90.8%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K2 G Frequency of Internet use News sites * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use News sites	1 Daily	Count	8	10	18
		% within Gender	1.3%	1.8%	1.5%
	2 2-3 times a week	Count	3	13	16
		% within Gender	.5%	2.3%	1.3%
	3 once a week	Count	3	9	12
		% within Gender	.5%	1.6%	1.0%
	4 a few times a month	Count	5	9	14
		% within Gender	.8%	1.6%	1.2%
	5 Never(skip Question 3 & 4)	Count	25	24	49
		% within Gender	4.0%	4.2%	4.1%
NA	Count	581	501	1082	
	% within Gender	93.0%	88.5%	90.8%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K2 G Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	1	3	4
		% within Gender	.2%	.5%	.3%
	2 2-3 times a week	Count	6	10	16
		% within Gender	1.0%	1.8%	1.3%
	3 once a week	Count	2	8	10
		% within Gender	.3%	1.4%	.8%
	4 a few times a month	Count	7	6	13
		% within Gender	1.1%	1.1%	1.1%
	5 Never(skip Question 3 & 4)	Count	28	38	66
		% within Gender	4.5%	6.7%	5.5%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Music downloads * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Music downloads	1 Daily	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	2 2-3 times a week	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	3 once a week	Count	5	7	12
		% within Gender	.8%	1.2%	1.0%
	4 a few times a month	Count	8	15	23
		% within Gender	1.3%	2.7%	1.9%
	5 Never(skip Question 3 & 4)	Count	27	38	65
		% within Gender	4.3%	6.7%	5.5%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Business * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Business	1 Daily	Count	6	4	10
		% within Gender	1.0%	.7%	.8%
	2 2-3 times a week	Count	4	7	11
		% within Gender	.6%	1.2%	.9%
	3 once a week	Count	0	7	7
		% within Gender	.0%	1.2%	.6%
	4 a few times a month	Count	4	14	18
		% within Gender	.6%	2.5%	1.5%
	5 Never(skip Question 3 & 4)	Count	30	33	63
		% within Gender	4.8%	5.8%	5.3%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K2 G Frequency of Internet use Online games * Gender Crosstabulation

			Gender		Total
			Female	Male	
Frequency of Internet use Online games	1 Daily	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	2 2-3 times a week	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	3 once a week	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	4 a few times a month	Count	6	5	11
		% within Gender	1.0%	.9%	.9%
	5 Never(skip Question 3 & 4)	Count	29	55	84
		% within Gender	4.6%	9.7%	7.1%
	NA	Count	581	501	1082
		% within Gender	93.0%	88.5%	90.8%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K3 G Internet content believable BBS online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content BBS online	1 all the time	Count	2	6	8
		% within Gender	.3%	1.1%	.7%
	2 most of the time	Count	19	22	41
		% within Gender	3.0%	3.9%	3.4%
	3 some of the time	Count	4	9	13
		% within Gender	.6%	1.6%	1.1%
	4 very little of the time	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	NA	Count	599	528	1127
		% within Gender	95.8%	93.3%	94.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K3 G Internet content believable Kuzoo.net * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content Kuzoo.net	1 all the time	Count	3	0	3
		% within Gender	.5%	.0%	.3%
	2 most of the time	Count	8	8	16
		% within Gender	1.3%	1.4%	1.3%
	3 some of the time	Count	4	10	14
		% within Gender	.6%	1.8%	1.2%
	4 very little of the time	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	NA	Count	610	546	1156
		% within Gender	97.6%	96.5%	97.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K3 G Internet content believable Radio Valley online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content Radio Valley online	1 all the time	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	2 most of the time	Count	8	8	16
		% within Gender	1.3%	1.4%	1.3%
	3 some of the time	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	5 none of the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	614	557	1171
		% within Gender	98.2%	98.4%	98.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K3 G Internet content believable Kuensel online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content Kuensel online	1 all the time	Count	4	3	7
		% within Gender	.6%	.5%	.6%
	2 most of the time	Count	16	29	45
		% within Gender	2.6%	5.1%	3.8%
	3 some of the time	Count	9	13	22
		% within Gender	1.4%	2.3%	1.8%
	5 none of the time	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	595	521	1116
		% within Gender	95.2%	92.0%	93.7%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K3 G Internet content believable bhutantimes.bt(newspaper) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	3	1	4
		% within Gender	.5%	.2%	.3%
	2 most of the time	Count	9	13	22
		% within Gender	1.4%	2.3%	1.8%
	3 some of the time	Count	5	15	20
		% within Gender	.8%	2.7%	1.7%
	NA	Count	608	537	1145
		% within Gender	97.3%	94.9%	96.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K3 G Internet content believable bhutanobserver.bt * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content bhutanobserver.bt	1 all the time	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	2 most of the time	Count	9	10	19
		% within Gender	1.4%	1.8%	1.6%
	3 some of the time	Count	3	11	14
		% within Gender	.5%	1.9%	1.2%
	NA	Count	610	543	1153
		% within Gender	97.6%	95.9%	96.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K3 G Internet content believable Blogsites * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content Blogsites	1 all the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	2 most of the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	3 some of the time	Count	0	5	5
		% within Gender	.0%	.9%	.4%
	4 very little of the time	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	NA	Count	624	559	1183
		% within Gender	99.8%	98.8%	99.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K3 G Internet content believable bhutantimes.com * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content bhutantimes.com	1 all the time	Count	2	0	2
		% within Gender	.3%	.0%	.2%
	2 most of the time	Count	7	13	20
		% within Gender	1.1%	2.3%	1.7%
	3 some of the time	Count	4	14	18
		% within Gender	.6%	2.5%	1.5%
	4 very little of the time	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	NA	Count	610	537	1147
		% within Gender	97.6%	94.9%	96.3%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K3 G Internet content believable Government/ministry * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content Government/ministry	1 all the time	Count	3	6	9
		% within Gender	.5%	1.1%	.8%
	2 most of the time	Count	18	21	39
		% within Gender	2.9%	3.7%	3.3%
	3 some of the time	Count	3	15	18
		% within Gender	.5%	2.7%	1.5%
	4 very little of the time	Count	5	2	7
		% within Gender	.8%	.4%	.6%
	NA	Count	596	522	1118
		% within Gender	95.4%	92.2%	93.9%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K3 G Internet content believable News sites * Gender Crosstabulation

			Gender		Total
			Female	Male	
Internet content News sites	1 all the time	Count	2	7	9
		% within Gender	.3%	1.2%	.8%
	2 most of the time	Count	12	22	34
		% within Gender	1.9%	3.9%	2.9%
	3 some of the time	Count	3	9	12
		% within Gender	.5%	1.6%	1.0%
	4 very little of the time	Count	2	2	4
		% within Gender	.3%	.4%	.3%
	5 none of the time	Count	0	1	1
		% within Gender	.0%	.2%	.1%
NA	Count	606	525	1131	
	% within Gender	97.0%	92.8%	95.0%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K4 G Reason for internet use BBS online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use BBS online	1 Research	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	2 News	Count	24	33	57
		% within Gender	3.8%	5.8%	4.8%
	4 advertising	Count	1	0	1
		% within Gender	.2%	.0%	.1%
	5 others	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	599	528	1127
		% within Gender	95.8%	93.3%	94.6%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K4 G Reason for internet use Kuzoo.net * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use Kuzoo.net	2 News	Count	10	11	21
		% within Gender	1.6%	1.9%	1.8%
	3 Chatting	Count	2	5	7
		% within Gender	.3%	.9%	.6%
	4 advertising	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 others	Count	3	3	6
		% within Gender	.5%	.5%	.5%
	NA	Count	610	546	1156
		% within Gender	97.6%	96.5%	97.1%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K4 G Reason for internet use Radio Valley online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use Radio Valley online	2 News	Count	10	4	14
		% within Gender	1.6%	.7%	1.2%
	3 Chatting	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	4 advertising	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	5 others	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	NA	Count	614	557	1171
		% within Gender	98.2%	98.4%	98.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K4 G Reason for internet use Kuensel online * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use Kuensel online	1 Research	Count	2	5	7
		% within Gender	.3%	.9%	.6%
	2 News	Count	24	35	59
		% within Gender	3.8%	6.2%	5.0%
	3 Chatting	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	4 advertising	Count	3	2	5
		% within Gender	.5%	.4%	.4%
	5 others	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	NA	Count	595	521	1116
		% within Gender	95.2%	92.0%	93.7%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K4 G Reason for internet use bhutantimes.bt(newspaper) * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	2	5	7
		% within Gender	.3%	.9%	.6%
	2 News	Count	15	20	35
		% within Gender	2.4%	3.5%	2.9%
	4 advertising	Count	0	3	3
		% within Gender	.0%	.5%	.3%
	5 others	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	608	537	1145
		% within Gender	97.3%	94.9%	96.1%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K4 G Reason for internet use bhutanobserver.bt * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use bhutanobserver.bt	1 Research	Count	1	2	3
		% within Gender	.2%	.4%	.3%
	2 News	Count	14	18	32
		% within Gender	2.2%	3.2%	2.7%
	4 advertising	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	5 others	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	NA	Count	610	543	1153
		% within Gender	97.6%	95.9%	96.8%
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K4 G Reason for internet use Blogsites * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use Blogsites	1 Research	Count	1	4	5
		% within Gender	.2%	.7%	.4%
	2 News	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	3 Chatting	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	NA	Count	624	559	1183
		% within Gender	99.8%	98.8%	99.3%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K4 G Reason for internet use bhutantimes.com * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use bhutantimes.com	1 Research	Count	0	2	2
		% within Gender	.0%	.4%	.2%
	2 News	Count	12	23	35
		% within Gender	1.9%	4.1%	2.9%
	3 Chatting	Count	1	1	2
		% within Gender	.2%	.2%	.2%
	4 advertising	Count	1	2	3
		% within Gender	.2%	.4%	.3%
5 others	Count	1	1	2	
	% within Gender	.2%	.2%	.2%	
NA	Count	610	537	1147	
	% within Gender	97.6%	94.9%	96.3%	
Total	Count	625	566	1191	
	% within Gender	100.0%	100.0%	100.0%	

K4 G Reason for internet use Government/ministry * Gender Crosstabulation

			Gender		Total
			Female	Male	
Reason for internet use Government/ministry	1 Research	Count	4	11	15
		% within Gender	.6%	1.9%	1.3%
	2 News	Count	16	26	42
		% within Gender	2.6%	4.6%	3.5%
	3 Chatting	Count	0	1	1
		% within Gender	.0%	.2%	.1%
	4 advertising	Count	4	1	5
		% within Gender	.6%	.2%	.4%
	5 others	Count	5	5	10
		% within Gender	.8%	.9%	.8%
	NA	Count	596	522	1118
		% within Gender	95.4%	92.2%	93.9%
Total		Count	625	566	1191
		% within Gender	100.0%	100.0%	100.0%

K. Internet Use Specifics by Income

K1 I Use of Internet * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Use of Internet	1 At home	Count	0	7	5	4	0	1
		% within Income	.0%	2.4%	4.3%	10.0%	.0%	9.1%
	2 At office	Count	3	28	18	12	4	0
		% within Income	.4%	9.5%	15.4%	30.0%	14.3%	.0%
	3 At Internet cafe	Count	4	2	6	2	2	0
		% within Income	.6%	.7%	5.1%	5.0%	7.1%	.0%
	4 Through mobile phone	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	5 both office and at home	Count	0	0	0	0	0	1
		% within Income	.0%	.0%	.0%	.0%	.0%	9.1%
	5 college	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	5 Labs	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K1 I Use of Internet * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Use of Internet	1 At home	Count	3	20
		% within Income	10.3%	1.7%
	2 At office	Count	4	69
		% within Income	13.8%	5.8%
	3 At Internet cafe	Count	0	16
		% within Income	.0%	1.3%
	4 Through mobile phone	Count	0	1
		% within Income	.0%	.1%
	5 both office and at home	Count	0	1
		% within Income	.0%	.1%
	5 college	Count	0	1
		% within Income	.0%	.1%
	5 Labs	Count	0	1
		% within Income	.0%	.1%
	NA	Count	22	1082
		% within Income	75.9%	90.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K2 I Frequency of Internet use Email * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use Email	1 Daily	Count	1	12	7	3	2	0
		% within Income	.1%	4.1%	6.0%	7.5%	7.1%	.0%
	2 2-3 times a week	Count	4	14	6	10	0	2
		% within Income	.6%	4.7%	5.1%	25.0%	.0%	18.2%
	3 once a week	Count	1	9	10	4	3	0
		% within Income	.1%	3.1%	8.5%	10.0%	10.7%	.0%
	4 a few times a month	Count	2	1	6	1	1	0
		% within Income	.3%	.3%	5.1%	2.5%	3.6%	.0%
	5 Never(skip Question 3 & 4)	Count	0	2	1	0	0	0
		% within Income	.0%	.7%	.9%	.0%	.0%	.0%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 I Frequency of Internet use Email * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use Email	1 Daily	Count	4	29
		% within Income	13.8%	2.4%
	2 2-3 times a week	Count	0	36
		% within Income	.0%	3.0%
	3 once a week	Count	1	28
		% within Income	3.4%	2.4%
	4 a few times a month	Count	0	11
		% within Income	.0%	.9%
5 Never(skip Question 3 & 4)	Count	2	5	
	% within Income	6.9%	.4%	
NA	Count	22	1082	
	% within Income	75.9%	90.8%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

K2 I Frequency of Internet use Chat * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use Chat	1 Daily	Count	2	5	4	3	0	0
		% within Income	.3%	1.7%	3.4%	7.5%	.0%	.0%
	2 2-3 times a week	Count	3	8	3	4	0	0
		% within Income	.4%	2.7%	2.6%	10.0%	.0%	.0%
	3 once a week	Count	1	8	2	4	0	0
		% within Income	.1%	2.7%	1.7%	10.0%	.0%	.0%
	4 a few times a month	Count	2	3	9	2	2	1
		% within Income	.3%	1.0%	7.7%	5.0%	7.1%	9.1%
	5 Never(skip Question 3 & 4)	Count	0	14	12	5	4	1
		% within Income	.0%	4.7%	10.3%	12.5%	14.3%	9.1%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Chat * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use Chat	1 Daily	Count	2	16
		% within Income	6.9%	1.3%
	2 2-3 times a week	Count	1	19
		% within Income	3.4%	1.6%
	3 once a week	Count	0	15
		% within Income	.0%	1.3%
	4 a few times a month	Count	1	20
		% within Income	3.4%	1.7%
5 Never(skip Question 3 & 4)	Count	3	39	
	% within Income	10.3%	3.3%	
NA	Count	22	1082	
	% within Income	75.9%	90.8%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

K2 I Frequency of Internet use BBS online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use BBS online	1 Daily	Count	1	8	6	4	0	0
		% within Income	.1%	2.7%	5.1%	10.0%	.0%	.0%
	2 2-3 times a week	Count	2	3	1	3	4	0
		% within Income	.3%	1.0%	.9%	7.5%	14.3%	.0%
	3 once a week	Count	2	2	8	1	1	0
		% within Income	.3%	.7%	6.8%	2.5%	3.6%	.0%
	4 a few times a month	Count	1	7	4	1	0	1
		% within Income	.1%	2.4%	3.4%	2.5%	.0%	9.1%
	5 Never(skip Question 3 & 4)	Count	2	18	11	9	1	1
		% within Income	.3%	6.1%	9.4%	22.5%	3.6%	9.1%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use BBS online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use BBS online	1 Daily	Count	0	19
		% within Income	.0%	1.6%
	2 2-3 times a week	Count	1	14
		% within Income	3.4%	1.2%
	3 once a week	Count	3	17
		% within Income	10.3%	1.4%
	4 a few times a month	Count	0	14
		% within Income	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	3	45
		% within Income	10.3%	3.8%
	NA	Count	22	1082
		% within Income	75.9%	90.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K2 I Frequency of Internet use Kuzoo.net * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	3	2	2	0
		% within Income	.0%	1.0%	1.7%	5.0%	.0%
	2 2-3 times a week	Count	2	2	1	0	1
		% within Income	.3%	.7%	.9%	.0%	3.6%
	3 once a week	Count	1	4	2	1	0
		% within Income	.1%	1.4%	1.7%	2.5%	.0%
	4 a few times a month	Count	2	4	3	1	2
		% within Income	.3%	1.4%	2.6%	2.5%	7.1%
	5 Never(skip Question 3 & 4)	Count	3	25	22	14	3
		% within Income	.4%	8.5%	18.8%	35.0%	10.7%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Kuzoo.net * Income Crosstabulation

			Income		Total	
			6 Nu. 22001-25000	7 Greater than Nu. 25000		
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	0	7	
		% within Income	.0%	.0%	.6%	
	2 2-3 times a week	Count	0	1	7	
		% within Income	.0%	3.4%	.6%	
	3 once a week	Count	0	1	9	
		% within Income	.0%	3.4%	.8%	
	4 a few times a month	Count	0	0	12	
		% within Income	.0%	.0%	1.0%	
	5 Never(skip Question 3 & 4)	Count	2	5	74	
		% within Income	18.2%	17.2%	6.2%	
	NA	Count	9	22	1082	
		% within Income	81.8%	75.9%	90.8%	
	Total		Count	11	29	1191
			% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Radio Valley online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use Radio Valley online	1 Daily	Count	0	0	0	2	0	0
		% within Income	.0%	.0%	.0%	5.0%	.0%	.0%
	2 2-3 times a week	Count	2	2	2	0	0	0
		% within Income	.3%	.7%	1.7%	.0%	.0%	.0%
	3 once a week	Count	1	1	1	0	0	0
		% within Income	.1%	.3%	.9%	.0%	.0%	.0%
	4 a few times a month	Count	2	5	1	1	0	0
		% within Income	.3%	1.7%	.9%	2.5%	.0%	.0%
	5 Never(skip Question 3 & 4)	Count	3	30	26	15	6	2
		% within Income	.4%	10.2%	22.2%	37.5%	21.4%	18.2%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Radio Valley online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use Radio Valley online	1 Daily	Count	0	2
		% within Income	.0%	.2%
	2 2-3 times a week	Count	0	6
		% within Income	.0%	.5%
	3 once a week	Count	0	3
		% within Income	.0%	.3%
	4 a few times a month	Count	0	9
		% within Income	.0%	.8%
5 Never(skip Question 3 & 4)	Count	7	89	
	% within Income	24.1%	7.5%	
NA	Count	22	1082	
	% within Income	75.9%	90.8%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

K2 I Frequency of Internet use Kuensel online * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Kuensel online	1 Daily	Count	1	6	3	3	0
		% within Income	.1%	2.0%	2.6%	7.5%	.0%
	2 2-3 times a week	Count	3	11	4	2	4
		% within Income	.4%	3.7%	3.4%	5.0%	14.3%
	3 once a week	Count	2	3	8	2	1
		% within Income	.3%	1.0%	6.8%	5.0%	3.6%
	4 a few times a month	Count	1	5	3	5	1
		% within Income	.1%	1.7%	2.6%	12.5%	3.6%
	5 Never(skip Question 3 & 4)	Count	1	13	12	6	0
		% within Income	.1%	4.4%	10.3%	15.0%	.0%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Kuensel online * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use Kuensel online	1 Daily	Count	1	0	14
		% within Income	9.1%	.0%	1.2%
	2 2-3 times a week	Count	1	2	27
		% within Income	9.1%	6.9%	2.3%
	3 once a week	Count	0	0	16
		% within Income	.0%	.0%	1.3%
	4 a few times a month	Count	0	3	18
		% within Income	.0%	10.3%	1.5%
	5 Never(skip Question 3 & 4)	Count	0	2	34
		% within Income	.0%	6.9%	2.9%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use bhutantimes.bt (newspaper) * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	1	4	3	2	0
		% within Income	.1%	1.4%	2.6%	5.0%	.0%
	2 2-3 times a week	Count	0	4	2	0	1
		% within Income	.0%	1.4%	1.7%	.0%	3.6%
	3 once a week	Count	1	5	4	3	2
		% within Income	.1%	1.7%	3.4%	7.5%	7.1%
	4 a few times a month	Count	2	4	2	3	1
		% within Income	.3%	1.4%	1.7%	7.5%	3.6%
	5 Never(skip Question 3 & 4)	Count	4	21	19	10	2
		% within Income	.6%	7.1%	16.2%	25.0%	7.1%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use bhutantimes.bt (newspaper) * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	0	0	10
		% within Income	.0%	.0%	.8%
	2 2-3 times a week	Count	0	0	7
		% within Income	.0%	.0%	.6%
	3 once a week	Count	0	1	16
		% within Income	.0%	3.4%	1.3%
	4 a few times a month	Count	0	1	13
		% within Income	.0%	3.4%	1.1%
5 Never(skip Question 3 & 4)		Count	2	5	63
		% within Income	18.2%	17.2%	5.3%
NA		Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use bhutanobserver.bt * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	1	2	4	2	0
		% within Income	.1%	.7%	3.4%	5.0%	.0%
	2 2-3 times a week	Count	0	4	0	0	0
		% within Income	.0%	1.4%	.0%	.0%	.0%
	3 once a week	Count	1	5	0	3	2
		% within Income	.1%	1.7%	.0%	7.5%	7.1%
	4 a few times a month	Count	2	3	2	3	1
		% within Income	.3%	1.0%	1.7%	7.5%	3.6%
	5 Never(skip Question 3 & 4)	Count	4	24	24	10	3
		% within Income	.6%	8.1%	20.5%	25.0%	10.7%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use bhutanobserver.bt * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	0	0	9
		% within Income	.0%	.0%	.8%
	2 2-3 times a week	Count	0	0	4
		% within Income	.0%	.0%	.3%
	3 once a week	Count	0	1	12
		% within Income	.0%	3.4%	1.0%
	4 a few times a month	Count	1	1	13
		% within Income	9.1%	3.4%	1.1%
	5 Never(skip Question 3 & 4)	Count	1	5	71
		% within Income	9.1%	17.2%	6.0%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Blogsites * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	0	1	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%
	3 once a week	Count	1	2	0	0	0
		% within Income	.1%	.7%	.0%	.0%	.0%
	4 a few times a month	Count	0	0	0	2	1
		% within Income	.0%	.0%	.0%	5.0%	3.6%
	5 Never(skip Question 3 & 4)	Count	7	36	29	16	5
		% within Income	1.0%	12.2%	24.8%	40.0%	17.9%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 I Frequency of Internet use Blogsites * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	0	1
		% within Income	.0%	.0%	.1%
	3 once a week	Count	0	1	4
		% within Income	.0%	3.4%	.3%
	4 a few times a month	Count	0	0	3
		% within Income	.0%	.0%	.3%
	5 Never(skip Question 3 & 4)	Count	2	6	101
		% within Income	18.2%	20.7%	8.5%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use bhutantimes.com * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use bhutantimes.com	1 Daily	Count	1	3	4	2	0
		% within Income	.1%	1.0%	3.4%	5.0%	.0%
	2 2-3 times a week	Count	0	4	0	0	0
		% within Income	.0%	1.4%	.0%	.0%	.0%
	3 once a week	Count	1	4	2	2	2
		% within Income	.1%	1.4%	1.7%	5.0%	7.1%
	4 a few times a month	Count	1	5	2	3	3
		% within Income	.1%	1.7%	1.7%	7.5%	10.7%
	5 Never(skip Question 3 & 4)	Count	5	22	22	11	1
		% within Income	.7%	7.5%	18.8%	27.5%	3.6%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 I Frequency of Internet use bhutantimes.com * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use bhutantimes.com	1 Daily	Count	0	0	10
		% within Income	.0%	.0%	.8%
	2 2-3 times a week	Count	1	0	5
		% within Income	9.1%	.0%	.4%
	3 once a week	Count	0	2	13
		% within Income	.0%	6.9%	1.1%
	4 a few times a month	Count	1	1	16
		% within Income	9.1%	3.4%	1.3%
	5 Never(skip Question 3 & 4)	Count	0	4	65
		% within Income	.0%	13.8%	5.5%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Government/ministry * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Government/ministry	1 Daily	Count	1	6	3	4	0
		% within Income	.1%	2.0%	2.6%	10.0%	.0%
	2 2-3 times a week	Count	2	5	2	2	1
		% within Income	.3%	1.7%	1.7%	5.0%	3.6%
	3 once a week	Count	0	11	9	3	2
		% within Income	.0%	3.7%	7.7%	7.5%	7.1%
	4 a few times a month	Count	2	5	5	5	2
		% within Income	.3%	1.7%	4.3%	12.5%	7.1%
	5 Never(skip Question 3 & 4)	Count	3	11	11	4	1
		% within Income	.4%	3.7%	9.4%	10.0%	3.6%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Government/ministry * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use Government/ministry	1 Daily	Count	0	0	14
		% within Income	.0%	.0%	1.2%
	2 2-3 times a week	Count	0	2	14
		% within Income	.0%	6.9%	1.2%
	3 once a week	Count	0	1	26
		% within Income	.0%	3.4%	2.2%
	4 a few times a month	Count	0	0	19
		% within Income	.0%	.0%	1.6%
	5 Never(skip Question 3 & 4)	Count	2	4	36
		% within Income	18.2%	13.8%	3.0%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
	Total	Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use News sites * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use News sites	1 Daily	Count	1	10	3	3	0	0
		% within Income	.1%	3.4%	2.6%	7.5%	.0%	.0%
	2 2-3 times a week	Count	2	4	6	3	1	0
		% within Income	.3%	1.4%	5.1%	7.5%	3.6%	.0%
	3 once a week	Count	2	2	3	2	1	1
		% within Income	.3%	.7%	2.6%	5.0%	3.6%	9.1%
	4 a few times a month	Count	1	4	5	3	0	0
		% within Income	.1%	1.4%	4.3%	7.5%	.0%	.0%
	5 Never(skip Question 3 & 4)	Count	2	18	13	7	4	1
		% within Income	.3%	6.1%	11.1%	17.5%	14.3%	9.1%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use News sites * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use News sites	1 Daily	Count	1	18
		% within Income	3.4%	1.5%
	2 2-3 times a week	Count	0	16
		% within Income	.0%	1.3%
	3 once a week	Count	1	12
		% within Income	3.4%	1.0%
	4 a few times a month	Count	1	14
		% within Income	3.4%	1.2%
5 Never(skip Question 3 & 4)	Count	4	49	
	% within Income	13.8%	4.1%	
NA	Count	22	1082	
	% within Income	75.9%	90.8%	
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

K2 I Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	2 2-3 times a week	Count	2	7	4	2	0
		% within Income	.3%	2.4%	3.4%	5.0%	.0%
	3 once a week	Count	0	4	4	2	0
		% within Income	.0%	1.4%	3.4%	5.0%	.0%
	4 a few times a month	Count	1	5	1	3	2
		% within Income	.1%	1.7%	.9%	7.5%	7.1%
	5 Never(skip Question 3 & 4)	Count	5	21	21	11	4
		% within Income	.7%	7.1%	17.9%	27.5%	14.3%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	3	4
		% within Income	.0%	10.3%	.3%
	2 2-3 times a week	Count	0	1	16
		% within Income	.0%	3.4%	1.3%
	3 once a week	Count	0	0	10
		% within Income	.0%	.0%	.8%
	4 a few times a month	Count	1	0	13
		% within Income	9.1%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	1	3	66
		% within Income	9.1%	10.3%	5.5%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
	Total	Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Music downloads * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use Music downloads	1 Daily	Count	0	0	2	0	0	0
		% within Income	.0%	.0%	1.7%	.0%	.0%	.0%
	2 2-3 times a week	Count	1	2	3	0	0	1
		% within Income	.1%	.7%	2.6%	.0%	.0%	9.1%
	3 once a week	Count	3	4	1	3	0	0
		% within Income	.4%	1.4%	.9%	7.5%	.0%	.0%
	4 a few times a month	Count	1	11	4	3	2	0
		% within Income	.1%	3.7%	3.4%	7.5%	7.1%	.0%
	5 Never(skip Question 3 & 4)	Count	3	21	20	12	4	1
		% within Income	.4%	7.1%	17.1%	30.0%	14.3%	9.1%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Music downloads * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use Music downloads	1 Daily	Count	0	2
		% within Income	.0%	.2%
	2 2-3 times a week	Count	0	7
		% within Income	.0%	.6%
	3 once a week	Count	1	12
		% within Income	3.4%	1.0%
	4 a few times a month	Count	2	23
		% within Income	6.9%	1.9%
	5 Never(skip Question 3 & 4)	Count	4	65
		% within Income	13.8%	5.5%
	NA	Count	22	1082
		% within Income	75.9%	90.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K2 I Frequency of Internet use Business * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Frequency of Internet use Business	1 Daily	Count	1	4	3	1	1
		% within Income	.1%	1.4%	2.6%	2.5%	3.6%
	2 2-3 times a week	Count	4	4	1	0	1
		% within Income	.6%	1.4%	.9%	.0%	3.6%
	3 once a week	Count	1	2	1	2	0
		% within Income	.1%	.7%	.9%	5.0%	.0%
	4 a few times a month	Count	1	4	7	3	0
		% within Income	.1%	1.4%	6.0%	7.5%	.0%
	5 Never(skip Question 3 & 4)	Count	1	24	18	12	4
		% within Income	.1%	8.1%	15.4%	30.0%	14.3%
	NA	Count	663	257	87	22	22
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Business * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Frequency of Internet use Business	1 Daily	Count	0	0	10
		% within Income	.0%	.0%	.8%
	2 2-3 times a week	Count	0	1	11
		% within Income	.0%	3.4%	.9%
	3 once a week	Count	0	1	7
		% within Income	.0%	3.4%	.6%
	4 a few times a month	Count	1	2	18
		% within Income	9.1%	6.9%	1.5%
	5 Never(skip Question 3 & 4)	Count	1	3	63
		% within Income	9.1%	10.3%	5.3%
	NA	Count	9	22	1082
		% within Income	81.8%	75.9%	90.8%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Online games * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Frequency of Internet use Online games	1 Daily	Count	2	0	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%	.0%
	2 2-3 times a week	Count	0	1	1	2	0	1
		% within Income	.0%	.3%	.9%	5.0%	.0%	9.1%
	3 once a week	Count	0	2	3	2	0	0
		% within Income	.0%	.7%	2.6%	5.0%	.0%	.0%
	4 a few times a month	Count	1	5	2	1	0	1
		% within Income	.1%	1.7%	1.7%	2.5%	.0%	9.1%
	5 Never(skip Question 3 & 4)	Count	5	30	24	13	6	0
		% within Income	.7%	10.2%	20.5%	32.5%	21.4%	.0%
	NA	Count	663	257	87	22	22	9
		% within Income	98.8%	87.1%	74.4%	55.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 I Frequency of Internet use Online games * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Frequency of Internet use Online games	1 Daily	Count	0	2
		% within Income	.0%	.2%
	2 2-3 times a week	Count	0	5
		% within Income	.0%	.4%
	3 once a week	Count	0	7
		% within Income	.0%	.6%
	4 a few times a month	Count	1	11
		% within Income	3.4%	.9%
	5 Never(skip Question 3 & 4)	Count	6	84
		% within Income	20.7%	7.1%
	NA	Count	22	1082
		% within Income	75.9%	90.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K3 I Internet content believable BBS online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content BBS online	1 all the time	Count	2	1	3	0	1	0
		% within Income	.3%	.3%	2.6%	.0%	3.6%	.0%
	2 most of the time	Count	4	13	12	8	3	0
		% within Income	.6%	4.4%	10.3%	20.0%	10.7%	.0%
	3 some of the time	Count	0	6	3	1	1	1
		% within Income	.0%	2.0%	2.6%	2.5%	3.6%	9.1%
	4 very little of the time	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	NA	Count	665	275	98	31	23	10
		% within Income	99.1%	93.2%	83.8%	77.5%	82.1%	90.9%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable BBS online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Internet content BBS online	1 all the time	Count	1	8
		% within Income	3.4%	.7%
	2 most of the time	Count	1	41
		% within Income	3.4%	3.4%
	3 some of the time	Count	1	13
		% within Income	3.4%	1.1%
	4 very little of the time	Count	1	2
		% within Income	3.4%	.2%
	NA	Count	25	1127
		% within Income	86.2%	94.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K3 I Internet content believable Kuzoo.net * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content Kuzoo.net	1 all the time	Count	2	1	0	0	0	0
		% within Income	.3%	.3%	.0%	.0%	.0%	.0%
	2 most of the time	Count	2	7	4	3	0	0
		% within Income	.3%	2.4%	3.4%	7.5%	.0%	.0%
	3 some of the time	Count	1	5	4	1	2	0
		% within Income	.1%	1.7%	3.4%	2.5%	7.1%	.0%
	4 very little of the time	Count	0	0	0	0	1	0
		% within Income	.0%	.0%	.0%	.0%	3.6%	.0%
	NA	Count	666	282	109	36	25	11
		% within Income	99.3%	95.6%	93.2%	90.0%	89.3%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable Kuzoo.net * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Internet content Kuzoo.net	1 all the time	Count	0	3
		% within Income	.0%	.3%
	2 most of the time	Count	0	16
		% within Income	.0%	1.3%
	3 some of the time	Count	1	14
		% within Income	3.4%	1.2%
	4 very little of the time	Count	1	2
		% within Income	3.4%	.2%
	NA	Count	27	1156
		% within Income	93.1%	97.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K3 I Internet content believable Radio Valley online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content Radio Valley online	1 all the time	Count	2	0	0	0	0	0
		% within Income	.3%	.0%	.0%	.0%	.0%	.0%
	2 most of the time	Count	3	7	3	3	0	0
		% within Income	.4%	2.4%	2.6%	7.5%	.0%	.0%
	3 some of the time	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	5 none of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	NA	Count	666	287	113	37	28	11
		% within Income	99.3%	97.3%	96.6%	92.5%	100.0%	100.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 I Internet content believable Radio Valley online * Income Crosstabulation

			Income	
			7 Greater than Nu. 25000	Total
Internet content Radio Valley online	1 all the time	Count	0	2
		% within Income	.0%	.2%
	2 most of the time	Count	0	16
		% within Income	.0%	1.3%
	3 some of the time	Count	0	1
		% within Income	.0%	.1%
	5 none of the time	Count	0	1
		% within Income	.0%	.1%
	NA	Count	29	1171
		% within Income	100.0%	98.3%
Total	Count	29	1191	
	% within Income	100.0%	100.0%	

K3 I Internet content believable Kuensel online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content Kuensel online	1 all the time	Count	2	3	2	0	0	0
		% within Income	.3%	1.0%	1.7%	.0%	.0%	.0%
	2 most of the time	Count	5	16	10	5	4	1
		% within Income	.7%	5.4%	8.5%	12.5%	14.3%	9.1%
	3 some of the time	Count	0	5	6	7	2	1
		% within Income	.0%	1.7%	5.1%	17.5%	7.1%	9.1%
	5 none of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	NA	Count	664	270	99	28	22	9
		% within Income	99.0%	91.5%	84.6%	70.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable Kuensel online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Internet content Kuensel online	1 all the time	Count	0	7
		% within Income	.0%	.6%
	2 most of the time	Count	4	45
		% within Income	13.8%	3.8%
	3 some of the time	Count	1	22
		% within Income	3.4%	1.8%
	5 none of the time	Count	0	1
		% within Income	.0%	.1%
	NA	Count	24	1116
		% within Income	82.8%	93.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K3 I Internet content believable bhutantimes.bt(newspaper) * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	1	3	0	0	0
		% within Income	.1%	1.0%	.0%	.0%	.0%
	2 most of the time	Count	3	7	7	3	1
		% within Income	.4%	2.4%	6.0%	7.5%	3.6%
	3 some of the time	Count	0	7	4	5	3
		% within Income	.0%	2.4%	3.4%	12.5%	10.7%
	NA	Count	667	278	106	32	24
		% within Income	99.4%	94.2%	90.6%	80.0%	85.7%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable bhutantimes.bt(newspaper) * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	0	0	4
		% within Income	.0%	.0%	.3%
	2 most of the time	Count	0	1	22
		% within Income	.0%	3.4%	1.8%
	3 some of the time	Count	0	1	20
		% within Income	.0%	3.4%	1.7%
	NA	Count	11	27	1145
		% within Income	100.0%	93.1%	96.1%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

K3 I Internet content believable bhutanobserver.bt * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Internet content bhutanobserver.bt	1 all the time	Count	1	2	1	0	0
		% within Income	.1%	.7%	.9%	.0%	.0%
	2 most of the time	Count	3	7	5	3	0
		% within Income	.4%	2.4%	4.3%	7.5%	.0%
	3 some of the time	Count	0	5	0	5	3
		% within Income	.0%	1.7%	.0%	12.5%	10.7%
	NA	Count	667	281	111	32	25
		% within Income	99.4%	95.3%	94.9%	80.0%	89.3%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable bhutanobserver.bt * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Internet content bhutanobserver.bt	1 all the time	Count	1	0	5
		% within Income	9.1%	.0%	.4%
	2 most of the time	Count	0	1	19
		% within Income	.0%	3.4%	1.6%
	3 some of the time	Count	0	1	14
		% within Income	.0%	3.4%	1.2%
	NA	Count	10	27	1153
		% within Income	90.9%	93.1%	96.8%
Total	Count	11	29	1191	
	% within Income	100.0%	100.0%	100.0%	

K3 I Internet content believable Blogsites * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content Blogsites	1 all the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	2 most of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	3 some of the time	Count	1	0	1	1	1	0
		% within Income	.1%	.0%	.9%	2.5%	3.6%	.0%
	4 very little of the time	Count	0	0	0	1	0	0
		% within Income	.0%	.0%	.0%	2.5%	.0%	.0%
	NA	Count	670	293	116	38	27	11
		% within Income	99.9%	99.3%	99.1%	95.0%	96.4%	100.0%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 I Internet content believable Blogsites * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Internet content Blogsites	1 all the time	Count	0	1
		% within Income	.0%	.1%
	2 most of the time	Count	0	1
		% within Income	.0%	.1%
	3 some of the time	Count	1	5
		% within Income	3.4%	.4%
	4 very little of the time	Count	0	1
		% within Income	.0%	.1%
	NA	Count	28	1183
		% within Income	96.6%	99.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K3 I Internet content believable bhutantimes.com * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Internet content bhutantimes.com	1 all the time	Count	1	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%
	2 most of the time	Count	2	8	5	3	1
		% within Income	.3%	2.7%	4.3%	7.5%	3.6%
	3 some of the time	Count	0	7	3	3	3
		% within Income	.0%	2.4%	2.6%	7.5%	10.7%
	4 very little of the time	Count	0	1	0	1	1
		% within Income	.0%	.3%	.0%	2.5%	3.6%
	NA	Count	668	279	109	33	23
		% within Income	99.6%	94.6%	93.2%	82.5%	82.1%
Total	Count	671	295	117	40	28	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 I Internet content believable bhutantimes.com * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Internet content bhutantimes.com	1 all the time	Count	1	0	2
		% within Income	9.1%	.0%	.2%
	2 most of the time	Count	0	1	20
		% within Income	.0%	3.4%	1.7%
	3 some of the time	Count	0	2	18
		% within Income	.0%	6.9%	1.5%
	4 very little of the time	Count	1	0	4
		% within Income	9.1%	.0%	.3%
	NA	Count	9	26	1147
		% within Income	81.8%	89.7%	96.3%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K3 I Internet content believable Government/ministry * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Internet content Government/ministry	1 all the time	Count	1	3	2	1	1
		% within Income	.1%	1.0%	1.7%	2.5%	3.6%
	2 most of the time	Count	3	16	11	6	2
		% within Income	.4%	5.4%	9.4%	15.0%	7.1%
	3 some of the time	Count	1	4	5	5	1
		% within Income	.1%	1.4%	4.3%	12.5%	3.6%
	4 very little of the time	Count	0	3	1	2	1
		% within Income	.0%	1.0%	.9%	5.0%	3.6%
	NA	Count	666	269	98	26	23
		% within Income	99.3%	91.2%	83.8%	65.0%	82.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable Government/ministry * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Internet content Government/ministry	1 all the time	Count	0	1	9
		% within Income	.0%	3.4%	.8%
	2 most of the time	Count	0	1	39
		% within Income	.0%	3.4%	3.3%
	3 some of the time	Count	1	1	18
		% within Income	9.1%	3.4%	1.5%
	4 very little of the time	Count	0	0	7
		% within Income	.0%	.0%	.6%
	NA	Count	10	26	1118
		% within Income	90.9%	89.7%	93.9%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K3 I Internet content believable News sites * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Internet content News sites	1 all the time	Count	2	4	0	1	1	0
		% within Income	.3%	1.4%	.0%	2.5%	3.6%	.0%
	2 most of the time	Count	3	12	11	6	1	0
		% within Income	.4%	4.1%	9.4%	15.0%	3.6%	.0%
	3 some of the time	Count	1	3	5	1	0	1
		% within Income	.1%	1.0%	4.3%	2.5%	.0%	9.1%
	4 very little of the time	Count	0	0	1	3	0	0
		% within Income	.0%	.0%	.9%	7.5%	.0%	.0%
	5 none of the time	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	NA	Count	665	275	100	29	26	10
		% within Income	99.1%	93.2%	85.5%	72.5%	92.9%	90.9%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 I Internet content believable News sites * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Internet content News sites	1 all the time	Count	1	9
		% within Income	3.4%	.8%
	2 most of the time	Count	1	34
		% within Income	3.4%	2.9%
	3 some of the time	Count	1	12
		% within Income	3.4%	1.0%
	4 very little of the time	Count	0	4
		% within Income	.0%	.3%
	5 none of the time	Count	0	1
		% within Income	.0%	.1%
	NA	Count	26	1131
		% within Income	89.7%	95.0%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use BBS online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use BBS online	1 Research	Count	0	3	0	1	1	0
		% within Income	.0%	1.0%	.0%	2.5%	3.6%	.0%
	2 News	Count	6	17	17	9	4	1
		% within Income	.9%	5.8%	14.5%	22.5%	14.3%	9.1%
	4 advertising	Count	0	0	1	0	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%	.0%
	5 others	Count	0	0	0	0	0	0
		% within Income	.0%	.0%	.0%	.0%	.0%	.0%
	NA	Count	665	275	99	30	23	10
		% within Income	99.1%	93.2%	84.6%	75.0%	82.1%	90.9%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use BBS online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use BBS online	1 Research	Count	0	5
		% within Income	.0%	.4%
	2 News	Count	3	57
		% within Income	10.3%	4.8%
	4 advertising	Count	0	1
		% within Income	.0%	.1%
	5 others	Count	1	1
		% within Income	3.4%	.1%
	NA	Count	25	1127
		% within Income	86.2%	94.6%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use Kuzoo.net * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use Kuzoo.net	2 News	Count	4	5	5	3	2	0
		% within Income	.6%	1.7%	4.3%	7.5%	7.1%	.0%
	3 Chatting	Count	0	4	2	0	1	0
		% within Income	.0%	1.4%	1.7%	.0%	3.6%	.0%
	4 advertising	Count	0	0	0	1	0	0
		% within Income	.0%	.0%	.0%	2.5%	.0%	.0%
	5 others	Count	1	4	1	0	0	0
		% within Income	.1%	1.4%	.9%	.0%	.0%	.0%
	NA	Count	666	282	109	36	25	11
		% within Income	99.3%	95.6%	93.2%	90.0%	89.3%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use Kuzoo.net * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use Kuzoo.net	2 News	Count	2	21
		% within Income	6.9%	1.8%
	3 Chatting	Count	0	7
		% within Income	.0%	.6%
	4 advertising	Count	0	1
		% within Income	.0%	.1%
	5 others	Count	0	6
		% within Income	.0%	.5%
	NA	Count	27	1156
		% within Income	93.1%	97.1%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use Radio Valley online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use Radio Valley online	2 News	Count	4	4	4	2	0	0
		% within Income	.6%	1.4%	3.4%	5.0%	.0%	.0%
	3 Chatting	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	4 advertising	Count	0	1	0	1	0	0
		% within Income	.0%	.3%	.0%	2.5%	.0%	.0%
	5 others	Count	1	2	0	0	0	0
		% within Income	.1%	.7%	.0%	.0%	.0%	.0%
	NA	Count	666	287	113	37	28	11
		% within Income	99.3%	97.3%	96.6%	92.5%	100.0%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use Radio Valley online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use Radio Valley online	2 News	Count	0	14
		% within Income	.0%	1.2%
	3 Chatting	Count	0	1
		% within Income	.0%	.1%
	4 advertising	Count	0	2
		% within Income	.0%	.2%
	5 others	Count	0	3
		% within Income	.0%	.3%
	NA	Count	29	1171
		% within Income	100.0%	98.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use Kuensel online * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use Kuensel online	1 Research	Count	0	2	1	2	2	0
		% within Income	.0%	.7%	.9%	5.0%	7.1%	.0%
	2 News	Count	6	18	16	8	4	2
		% within Income	.9%	6.1%	13.7%	20.0%	14.3%	18.2%
	3 Chatting	Count	0	0	0	1	0	0
		% within Income	.0%	.0%	.0%	2.5%	.0%	.0%
	4 advertising	Count	1	2	1	1	0	0
		% within Income	.1%	.7%	.9%	2.5%	.0%	.0%
	5 others	Count	0	3	0	0	0	0
		% within Income	.0%	1.0%	.0%	.0%	.0%	.0%
	NA	Count	664	270	99	28	22	9
		% within Income	99.0%	91.5%	84.6%	70.0%	78.6%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use Kuensel online * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use Kuensel online	1 Research	Count	0	7
		% within Income	.0%	.6%
	2 News	Count	5	59
		% within Income	17.2%	5.0%
	3 Chatting	Count	0	1
		% within Income	.0%	.1%
	4 advertising	Count	0	5
		% within Income	.0%	.4%
	5 others	Count	0	3
		% within Income	.0%	.3%
	NA	Count	24	1116
		% within Income	82.8%	93.7%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use bhutantimes.bt(newspaper) * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	0	4	1	1	1
		% within Income	.0%	1.4%	.9%	2.5%	3.6%
	2 News	Count	4	11	9	6	3
		% within Income	.6%	3.7%	7.7%	15.0%	10.7%
	4 advertising	Count	0	1	1	1	0
		% within Income	.0%	.3%	.9%	2.5%	.0%
	5 others	Count	0	1	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%
	NA	Count	667	278	106	32	24
		% within Income	99.4%	94.2%	90.6%	80.0%	85.7%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use bhutantimes.bt(newspaper) * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	0	0	7
		% within Income	.0%	.0%	.6%
	2 News	Count	0	2	35
		% within Income	.0%	6.9%	2.9%
	4 advertising	Count	0	0	3
		% within Income	.0%	.0%	.3%
	5 others	Count	0	0	1
		% within Income	.0%	.0%	.1%
	NA	Count	11	27	1145
		% within Income	100.0%	93.1%	96.1%
Total		Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K4 I Reason for internet use bhutanobserver.bt * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use bhutanobserver.bt	1 Research	Count	0	1	1	1	0	0
		% within Income	.0%	.3%	.9%	2.5%	.0%	.0%
	2 News	Count	4	11	5	6	3	1
		% within Income	.6%	3.7%	4.3%	15.0%	10.7%	9.1%
	4 advertising	Count	0	0	0	1	0	0
		% within Income	.0%	.0%	.0%	2.5%	.0%	.0%
	5 others	Count	0	2	0	0	0	0
		% within Income	.0%	.7%	.0%	.0%	.0%	.0%
	NA	Count	667	281	111	32	25	10
		% within Income	99.4%	95.3%	94.9%	80.0%	89.3%	90.9%
Total	Count	671	295	117	40	28	11	
	% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K4 I Reason for internet use bhutanobserver.bt * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use bhutanobserver.bt	1 Research	Count	0	3
		% within Income	.0%	.3%
	2 News	Count	2	32
		% within Income	6.9%	2.7%
	4 advertising	Count	0	1
		% within Income	.0%	.1%
	5 others	Count	0	2
		% within Income	.0%	.2%
	NA	Count	27	1153
		% within Income	93.1%	96.8%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use Blogsites * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use Blogsites	1 Research	Count	0	1	1	2	1	0
		% within Income	.0%	.3%	.9%	5.0%	3.6%	.0%
	2 News	Count	1	0	0	0	0	0
		% within Income	.1%	.0%	.0%	.0%	.0%	.0%
	3 Chatting	Count	0	1	0	0	0	0
		% within Income	.0%	.3%	.0%	.0%	.0%	.0%
	NA	Count	670	293	116	38	27	11
		% within Income	99.9%	99.3%	99.1%	95.0%	96.4%	100.0%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use Blogsites * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use Blogsites	1 Research	Count	0	5
		% within Income	.0%	.4%
	2 News	Count	1	2
		% within Income	3.4%	.2%
	3 Chatting	Count	0	1
	% within Income	.0%	.1%	
	NA	Count	28	1183
		% within Income	96.6%	99.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use bhutantimes.com * Income Crosstabulation

			Income					
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000	6 Nu. 22001-25000
Reason for internet use bhutantimes.com	1 Research	Count	0	0	1	0	1	0
		% within Income	.0%	.0%	.9%	.0%	3.6%	.0%
	2 News	Count	3	11	7	6	3	2
		% within Income	.4%	3.7%	6.0%	15.0%	10.7%	18.2%
	3 Chatting	Count	0	2	0	0	0	0
		% within Income	.0%	.7%	.0%	.0%	.0%	.0%
	4 advertising	Count	0	1	0	1	1	0
		% within Income	.0%	.3%	.0%	2.5%	3.6%	.0%
	5 others	Count	0	2	0	0	0	0
		% within Income	.0%	.7%	.0%	.0%	.0%	.0%
	NA	Count	668	279	109	33	23	9
		% within Income	99.6%	94.6%	93.2%	82.5%	82.1%	81.8%
Total		Count	671	295	117	40	28	11
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use bhutantimes.com * Income Crosstabulation

			Income	Total
			7 Greater than Nu. 25000	
Reason for internet use bhutantimes.com	1 Research	Count	0	2
		% within Income	.0%	.2%
	2 News	Count	3	35
		% within Income	10.3%	2.9%
	3 Chatting	Count	0	2
		% within Income	.0%	.2%
	4 advertising	Count	0	3
		% within Income	.0%	.3%
	5 others	Count	0	2
		% within Income	.0%	.2%
	NA	Count	26	1147
		% within Income	89.7%	96.3%
Total		Count	29	1191
		% within Income	100.0%	100.0%

K4 I Reason for internet use Government/ministry * Income Crosstabulation

			Income				
			1 Less than Nu. 6000	2 Nu. 6001-10000	3 Nu. 10001-14000	4 Nu. 14001-18000	5 Nu. 18001-22000
Reason for internet use Government/ministry	1 Research	Count	0	4	5	3	3
		% within Income	.0%	1.4%	4.3%	7.5%	10.7%
	2 News	Count	4	16	10	8	2
		% within Income	.6%	5.4%	8.5%	20.0%	7.1%
	3 Chatting	Count	0	0	1	0	0
		% within Income	.0%	.0%	.9%	.0%	.0%
	4 advertising	Count	1	3	0	1	0
		% within Income	.1%	1.0%	.0%	2.5%	.0%
	5 others	Count	0	4	3	2	0
		% within Income	.0%	1.4%	2.6%	5.0%	.0%
	NA	Count	666	268	98	26	23
		% within Income	99.3%	90.8%	83.8%	65.0%	82.1%
Total		Count	671	295	117	40	28
		% within Income	100.0%	100.0%	100.0%	100.0%	100.0%

K4 I Reason for internet use Government/ministry * Income Crosstabulation

			Income		Total
			6 Nu. 22001-25000	7 Greater than Nu. 25000	
Reason for internet use Government/ministry	1 Research	Count	0	0	15
		% within Income	.0%	.0%	1.3%
	2 News	Count	0	2	42
		% within Income	.0%	6.9%	3.5%
	3 Chatting	Count	0	0	1
		% within Income	.0%	.0%	.1%
	4 advertising	Count	0	0	5
		% within Income	.0%	.0%	.4%
	5 others	Count	0	1	10
		% within Income	.0%	3.4%	.8%
	NA	Count	11	26	1118
		% within Income	100.0%	89.7%	93.9%
	Total	Count	11	29	1191
		% within Income	100.0%	100.0%	100.0%

K. Internet Use Specifics by Occupation

K1 O Use of Internet * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Use of Internet	1 At home	Count	12	4	2	0	0	2
		% within Occupation	5.7%	2.1%	18.2%	.0%	.0%	1.0%
	2 At office	Count	7	54	0	1	0	5
		% within Occupation	3.3%	28.9%	.0%	.2%	.0%	2.6%
	3 At Internet cafe	Count	9	4	1	1	1	0
		% within Occupation	4.2%	2.1%	9.1%	.2%	5.6%	.0%
	4 Through mobile phone	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	5 both office and at home	Count	0	0	0	0	0	1
		% within Occupation	.0%	.0%	.0%	.0%	.0%	.5%
	5 college	Count	0	0	1	0	0	0
		% within Occupation	.0%	.0%	9.1%	.0%	.0%	.0%
	5 Labs	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total			Count	212	187	11	521	18
			% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

K1 O Use of Internet * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Use of Internet	1 At home	Count	0	20
		% within Occupation	.0%	1.7%
	2 At office	Count	2	69
		% within Occupation	4.0%	5.8%
	3 At Internet cafe	Count	0	16
		% within Occupation	.0%	1.3%
	4 Through mobile phone	Count	0	1
		% within Occupation	.0%	.1%
	5 both office and at home	Count	0	1
		% within Occupation	.0%	.1%
	5 college	Count	0	1
		% within Occupation	.0%	.1%
	5 Labs	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Email * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Email	1 Daily	Count	9	15	1	0	0	3
		% within Occupation	4.2%	8.0%	9.1%	.0%	.0%	1.6%
	2 2-3 times a week	Count	8	22	1	1	0	3
		% within Occupation	3.8%	11.8%	9.1%	.2%	.0%	1.6%
	3 once a week	Count	9	16	2	0	0	1
		% within Occupation	4.2%	8.6%	18.2%	.0%	.0%	.5%
	4 a few times a month	Count	2	7	0	1	1	0
		% within Occupation	.9%	3.7%	.0%	.2%	5.6%	.0%
	5 Never(skip Question 3 & 4)	Count	1	3	0	0	0	1
		% within Occupation	.5%	1.6%	.0%	.0%	.0%	.5%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Email * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Email	1 Daily	Count	1	29
		% within Occupation	2.0%	2.4%
	2 2-3 times a week	Count	1	36
		% within Occupation	2.0%	3.0%
	3 once a week	Count	0	28
		% within Occupation	.0%	2.4%
	4 a few times a month	Count	0	11
		% within Occupation	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	0	5
		% within Occupation	.0%	.4%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Chat * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Chat	1 Daily	Count	3	8	0	0	0	5
		% within Occupation	1.4%	4.3%	.0%	.0%	.0%	2.6%
	2 2-3 times a week	Count	7	9	1	0	0	0
		% within Occupation	3.3%	4.8%	9.1%	.0%	.0%	.0%
	3 once a week	Count	6	9	0	0	0	0
		% within Occupation	2.8%	4.8%	.0%	.0%	.0%	.0%
	4 a few times a month	Count	5	11	2	1	1	0
		% within Occupation	2.4%	5.9%	18.2%	.2%	5.6%	.0%
	5 Never(skip Question 3 & 4)	Count	8	26	1	1	0	3
		% within Occupation	3.8%	13.9%	9.1%	.2%	.0%	1.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Chat * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Chat	1 Daily	Count	0	16
		% within Occupation	.0%	1.3%
	2 2-3 times a week	Count	2	19
		% within Occupation	4.0%	1.6%
	3 once a week	Count	0	15
		% within Occupation	.0%	1.3%
	4 a few times a month	Count	0	20
		% within Occupation	.0%	1.7%
	5 Never(skip Question 3 & 4)	Count	0	39
		% within Occupation	.0%	3.3%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use BBS online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use BBS online	1 Daily	Count	3	12	0	1	0	3
		% within Occupation	1.4%	6.4%	.0%	.2%	.0%	1.6%
	2 2-3 times a week	Count	4	10	0	0	0	0
		% within Occupation	1.9%	5.3%	.0%	.0%	.0%	.0%
	3 once a week	Count	5	7	3	0	0	2
		% within Occupation	2.4%	3.7%	27.3%	.0%	.0%	1.0%
	4 a few times a month	Count	3	9	0	0	1	0
		% within Occupation	1.4%	4.8%	.0%	.0%	5.6%	.0%
	5 Never(skip Question 3 & 4)	Count	14	25	1	1	0	3
		% within Occupation	6.6%	13.4%	9.1%	.2%	.0%	1.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use BBS online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use BBS online	1 Daily	Count	0	19
		% within Occupation	.0%	1.6%
	2 2-3 times a week	Count	0	14
		% within Occupation	.0%	1.2%
	3 once a week	Count	0	17
		% within Occupation	.0%	1.4%
	4 a few times a month	Count	1	14
	% within Occupation	2.0%	1.2%	
5 Never(skip Question 3 & 4)	Count	1	45	
	% within Occupation	2.0%	3.8%	
NA	Count	48	1082	
	% within Occupation	96.0%	90.8%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K2 O Frequency of Internet use Kuzoo.net * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Kuzoo.net	1 Daily	Count	2	4	0	0	0	1
		% within Occupation	.9%	2.1%	.0%	.0%	.0%	.5%
	2 2-3 times a week	Count	3	3	0	0	0	1
		% within Occupation	1.4%	1.6%	.0%	.0%	.0%	.5%
	3 once a week	Count	2	6	0	0	0	0
		% within Occupation	.9%	3.2%	.0%	.0%	.0%	.0%
	4 a few times a month	Count	2	6	2	0	1	1
	% within Occupation	.9%	3.2%	18.2%	.0%	5.6%	.5%	
5 Never(skip Question 3 & 4)	Count	20	44	2	2	0	5	
	% within Occupation	9.4%	23.5%	18.2%	.4%	.0%	2.6%	
NA	Count	183	124	7	519	17	184	
	% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%	
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 O Frequency of Internet use Kuzoo.net * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Frequency of Internet use Kuzoo.net	1 Daily	Count	0	7
		% within Occupation	.0%	.6%
	2 2-3 times a week	Count	0	7
		% within Occupation	.0%	.6%
	3 once a week	Count	1	9
		% within Occupation	2.0%	.8%
	4 a few times a month	Count	0	12
		% within Occupation	.0%	1.0%
	5 Never(skip Question 3 & 4)	Count	1	74
		% within Occupation	2.0%	6.2%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Radio Valley online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Radio Valley online	1 Daily	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	2 2-3 times a week	Count	3	2	0	0	0	1
		% within Occupation	1.4%	1.1%	.0%	.0%	.0%	.5%
	3 once a week	Count	1	2	0	0	0	0
		% within Occupation	.5%	1.1%	.0%	.0%	.0%	.0%
	4 a few times a month	Count	2	5	0	0	1	1
		% within Occupation	.9%	2.7%	.0%	.0%	5.6%	.5%
	5 Never(skip Question 3 & 4)	Count	22	54	4	2	0	5
		% within Occupation	10.4%	28.9%	36.4%	.4%	.0%	2.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Radio Valley online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Radio Valley online	1 Daily	Count	0	2
		% within Occupation	.0%	.2%
	2 2-3 times a week	Count	0	6
		% within Occupation	.0%	.5%
	3 once a week	Count	0	3
		% within Occupation	.0%	.3%
	4 a few times a month	Count	0	9
		% within Occupation	.0%	.8%
	5 Never(skip Question 3 & 4)	Count	2	89
		% within Occupation	4.0%	7.5%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Kuensel online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Kuensel online	1 Daily	Count	4	7	0	1	0	2
		% within Occupation	1.9%	3.7%	.0%	.2%	.0%	1.0%
	2 2-3 times a week	Count	7	16	2	0	0	2
		% within Occupation	3.3%	8.6%	18.2%	.0%	.0%	1.0%
	3 once a week	Count	6	7	1	0	0	1
		% within Occupation	2.8%	3.7%	9.1%	.0%	.0%	.5%
	4 a few times a month	Count	5	10	0	0	1	2
		% within Occupation	2.4%	5.3%	.0%	.0%	5.6%	1.0%
	5 Never(skip Question 3 & 4)	Count	7	23	1	1	0	1
		% within Occupation	3.3%	12.3%	9.1%	.2%	.0%	.5%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Kuensel online * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Frequency of Internet use Kuensel online	1 Daily	Count	0	14
		% within Occupation	.0%	1.2%
	2 2-3 times a week	Count	0	27
		% within Occupation	.0%	2.3%
	3 once a week	Count	1	16
		% within Occupation	2.0%	1.3%
	4 a few times a month	Count	0	18
		% within Occupation	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	1	34
		% within Occupation	2.0%	2.9%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use bhutantimes.bt (newspaper) * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	3	4	0	1	0
		% within Occupation	1.4%	2.1%	.0%	.2%	.0%
	2 2-3 times a week	Count	2	3	1	0	0
		% within Occupation	.9%	1.6%	9.1%	.0%	.0%
	3 once a week	Count	2	14	0	0	0
		% within Occupation	.9%	7.5%	.0%	.0%	.0%
	4 a few times a month	Count	4	6	0	0	1
		% within Occupation	1.9%	3.2%	.0%	.0%	5.6%
	5 Never(skip Question 3 & 4)	Count	18	36	3	1	0
		% within Occupation	8.5%	19.3%	27.3%	.2%	.0%
	NA	Count	183	124	7	519	17
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use bhutantimes.bt (newspaper) * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Frequency of Internet use bhutantimes.bt (newspaper)	1 Daily	Count	2	0	10
		% within Occupation	1.0%	.0%	.8%
	2 2-3 times a week	Count	0	1	7
		% within Occupation	.0%	2.0%	.6%
	3 once a week	Count	0	0	16
		% within Occupation	.0%	.0%	1.3%
	4 a few times a month	Count	2	0	13
		% within Occupation	1.0%	.0%	1.1%
5 Never(skip Question 3 & 4)	Count	4	1	63	
	% within Occupation	2.1%	2.0%	5.3%	
NA	Count	184	48	1082	
	% within Occupation	95.8%	96.0%	90.8%	
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K2 O Frequency of Internet use bhutanobserver.bt * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	3	3	0	0	0
		% within Occupation	1.4%	1.6%	.0%	.0%	.0%
	2 2-3 times a week	Count	1	3	0	0	0
		% within Occupation	.5%	1.6%	.0%	.0%	.0%
	3 once a week	Count	2	8	1	1	0
		% within Occupation	.9%	4.3%	9.1%	.2%	.0%
	4 a few times a month	Count	4	5	0	0	1
		% within Occupation	1.9%	2.7%	.0%	.0%	5.6%
5 Never(skip Question 3 & 4)	Count	19	44	3	1	0	
	% within Occupation	9.0%	23.5%	27.3%	.2%	.0%	
NA	Count	183	124	7	519	17	
	% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use bhutanobserver.bt * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Frequency of Internet use bhutanobserver.bt	1 Daily	Count	2	1	9
		% within Occupation	1.0%	2.0%	.8%
	2 2-3 times a week	Count	0	0	4
		% within Occupation	.0%	.0%	.3%
	3 once a week	Count	0	0	12
		% within Occupation	.0%	.0%	1.0%
	4 a few times a month	Count	3	0	13
		% within Occupation	1.6%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	3	1	71
		% within Occupation	1.6%	2.0%	6.0%
	NA	Count	184	48	1082
		% within Occupation	95.8%	96.0%	90.8%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Blogsites * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	3 once a week	Count	0	3	0	0	0	1
		% within Occupation	.0%	1.6%	.0%	.0%	.0%	.5%
	4 a few times a month	Count	0	3	0	0	0	0
		% within Occupation	.0%	1.6%	.0%	.0%	.0%	.0%
	5 Never(skip Question 3 & 4)	Count	29	56	4	2	1	7
		% within Occupation	13.7%	29.9%	36.4%	.4%	5.6%	3.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Blogsites * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Blogsites	2 2-3 times a week	Count	0	1
		% within Occupation	.0%	.1%
	3 once a week	Count	0	4
		% within Occupation	.0%	.3%
	4 a few times a month	Count	0	3
		% within Occupation	.0%	.3%
	5 Never(skip Question 3 & 4)	Count	2	101
		% within Occupation	4.0%	8.5%
NA	Count	48	1082	
	% within Occupation	96.0%	90.8%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K2 O Frequency of Internet use bhutantimes.com * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/unemployed
Frequency of Internet use bhutantimes.com	1 Daily	Count	3	5	0	0	0
		% within Occupation	1.4%	2.7%	.0%	.0%	.0%
	2 2-3 times a week	Count	1	2	1	0	0
		% within Occupation	.5%	1.1%	9.1%	.0%	.0%
	3 once a week	Count	4	9	0	0	0
		% within Occupation	1.9%	4.8%	.0%	.0%	.0%
	4 a few times a month	Count	5	10	0	0	0
		% within Occupation	2.4%	5.3%	.0%	.0%	.0%
5 Never(skip Question 3 & 4)	Count	16	37	3	2	1	
	% within Occupation	7.5%	19.8%	27.3%	.4%	5.6%	
NA	Count	183	124	7	519	17	
	% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 O Frequency of Internet use bhutantimes.com * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Frequency of Internet use bhutantimes.com	1 Daily	Count	2	0	10
		% within Occupation	1.0%	.0%	.8%
	2 2-3 times a week	Count	1	0	5
		% within Occupation	.5%	.0%	.4%
	3 once a week	Count	0	0	13
		% within Occupation	.0%	.0%	1.1%
	4 a few times a month	Count	1	0	16
		% within Occupation	.5%	.0%	1.3%
	5 Never(skip Question 3 & 4)	Count	4	2	65
		% within Occupation	2.1%	4.0%	5.5%
	NA	Count	184	48	1082
		% within Occupation	95.8%	96.0%	90.8%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Government/ministry * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Frequency of Internet use Government/ministry	1 Daily	Count	4	9	0	1	0
		% within Occupation	1.9%	4.8%	.0%	.2%	.0%
	2 2-3 times a week	Count	3	8	0	0	0
		% within Occupation	1.4%	4.3%	.0%	.0%	.0%
	3 once a week	Count	7	14	3	0	0
		% within Occupation	3.3%	7.5%	27.3%	.0%	.0%
	4 a few times a month	Count	3	13	1	1	1
		% within Occupation	1.4%	7.0%	9.1%	.2%	5.6%
	5 Never(skip Question 3 & 4)	Count	12	19	0	0	0
		% within Occupation	5.7%	10.2%	.0%	.0%	.0%
	NA	Count	183	124	7	519	17
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Government/ministry * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Frequency of Internet use Government/ministry	1 Daily	Count	0	0	14
		% within Occupation	.0%	.0%	1.2%
	2 2-3 times a week	Count	3	0	14
		% within Occupation	1.6%	.0%	1.2%
	3 once a week	Count	1	1	26
		% within Occupation	.5%	2.0%	2.2%
	4 a few times a month	Count	0	0	19
		% within Occupation	.0%	.0%	1.6%
	5 Never(skip Question 3 & 4)	Count	4	1	36
		% within Occupation	2.1%	2.0%	3.0%
	NA	Count	184	48	1082
		% within Occupation	95.8%	96.0%	90.8%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K2 O Frequency of Internet use News sites * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use News sites	1 Daily	Count	4	12	0	0	0	2
		% within Occupation	1.9%	6.4%	.0%	.0%	.0%	1.0%
	2 2-3 times a week	Count	3	12	1	0	0	0
		% within Occupation	1.4%	6.4%	9.1%	.0%	.0%	.0%
	3 once a week	Count	3	5	1	0	0	3
		% within Occupation	1.4%	2.7%	9.1%	.0%	.0%	1.6%
	4 a few times a month	Count	3	9	1	0	1	0
		% within Occupation	1.4%	4.8%	9.1%	.0%	5.6%	.0%
	5 Never(skip Question 3 & 4)	Count	16	25	1	2	0	3
		% within Occupation	7.5%	13.4%	9.1%	.4%	.0%	1.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use News sites * Occupation Crosstabulation

			Occupatio	
			7 Others	
Frequency of Internet use News sites	1 Daily	Count	0	18
		% within Occupation	.0%	1.5%
	2 2-3 times a week	Count	0	16
		% within Occupation	.0%	1.3%
	3 once a week	Count	0	12
		% within Occupation	.0%	1.0%
	4 a few times a month	Count	0	14
		% within Occupation	.0%	1.2%
	5 Never(skip Question 3 & 4)	Count	2	49
		% within Occupation	4.0%	4.1%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K2 O Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	2	2	0	0	0
		% within Occupation	.9%	1.1%	.0%	.0%	.0%
	2 2-3 times a week	Count	5	9	2	0	0
		% within Occupation	2.4%	4.8%	18.2%	.0%	.0%
	3 once a week	Count	2	5	1	1	0
		% within Occupation	.9%	2.7%	9.1%	.2%	.0%
	4 a few times a month	Count	4	9	0	0	0
		% within Occupation	1.9%	4.8%	.0%	.0%	.0%
	5 Never(skip Question 3 & 4)	Count	16	38	1	1	1
		% within Occupation	7.5%	20.3%	9.1%	.2%	5.6%
	NA	Count	183	124	7	519	17
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

K2 O Frequency of Internet use Networking(Facebook, Hi5, Myspace) * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Frequency of Internet use Networking(Facebook, Hi5, Myspace)	1 Daily	Count	0	0	4
		% within Occupation	.0%	.0%	.3%
	2 2-3 times a week	Count	0	0	16
		% within Occupation	.0%	.0%	1.3%
	3 once a week	Count	0	1	10
		% within Occupation	.0%	2.0%	.8%
	4 a few times a month	Count	0	0	13
		% within Occupation	.0%	.0%	1.1%
	5 Never(skip Question 3 & 4)	Count	8	1	66
		% within Occupation	4.2%	2.0%	5.5%
	NA	Count	184	48	1082
		% within Occupation	95.8%	96.0%	90.8%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Music downloads * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Music downloads	1 Daily	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	2 2-3 times a week	Count	1	3	1	0	0	1
		% within Occupation	.5%	1.6%	9.1%	.0%	.0%	.5%
	3 once a week	Count	4	6	0	1	0	1
		% within Occupation	1.9%	3.2%	.0%	.2%	.0%	.5%
	4 a few times a month	Count	9	11	1	0	0	2
		% within Occupation	4.2%	5.9%	9.1%	.0%	.0%	1.0%
	5 Never(skip Question 3 & 4)	Count	15	42	2	1	1	4
		% within Occupation	7.1%	22.5%	18.2%	.2%	5.6%	2.1%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Music downloads * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Music downloads	1 Daily	Count	1	2
		% within Occupation	2.0%	.2%
	2 2-3 times a week	Count	1	7
		% within Occupation	2.0%	.6%
	3 once a week	Count	0	12
		% within Occupation	.0%	1.0%
	4 a few times a month	Count	0	23
		% within Occupation	.0%	1.9%
	5 Never(skip Question 3 & 4)	Count	0	65
		% within Occupation	.0%	5.5%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Business * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Business	1 Daily	Count	6	4	0	0	0	0
		% within Occupation	2.8%	2.1%	.0%	.0%	.0%	.0%
	2 2-3 times a week	Count	5	3	0	0	0	3
		% within Occupation	2.4%	1.6%	.0%	.0%	.0%	1.6%
	3 once a week	Count	2	3	1	0	0	0
		% within Occupation	.9%	1.6%	9.1%	.0%	.0%	.0%
	4 a few times a month	Count	6	12	0	0	0	0
		% within Occupation	2.8%	6.4%	.0%	.0%	.0%	.0%
	5 Never(skip Question 3 & 4)	Count	10	41	3	2	1	5
		% within Occupation	4.7%	21.9%	27.3%	.4%	5.6%	2.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Business * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Frequency of Internet use Business	1 Daily	Count	0	10
		% within Occupation	.0%	.8%
	2 2-3 times a week	Count	0	11
		% within Occupation	.0%	.9%
	3 once a week	Count	1	7
		% within Occupation	2.0%	.6%
	4 a few times a month	Count	0	18
		% within Occupation	.0%	1.5%
	5 Never(skip Question 3 & 4)	Count	1	63
		% within Occupation	2.0%	5.3%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K2 O Frequency of Internet use Online games * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Frequency of Internet use Online games	1 Daily	Count	2	0	0	0	0	0
		% within Occupation	.9%	.0%	.0%	.0%	.0%	.0%
	2 2-3 times a week	Count	0	3	0	1	0	1
		% within Occupation	.0%	1.6%	.0%	.2%	.0%	.5%
	3 once a week	Count	2	2	2	0	0	1
		% within Occupation	.9%	1.1%	18.2%	.0%	.0%	.5%
	4 a few times a month	Count	3	7	0	0	0	1
		% within Occupation	1.4%	3.7%	.0%	.0%	.0%	.5%
	5 Never(skip Question 3 & 4)	Count	22	51	2	1	1	5
		% within Occupation	10.4%	27.3%	18.2%	.2%	5.6%	2.6%
	NA	Count	183	124	7	519	17	184
		% within Occupation	86.3%	66.3%	63.6%	99.6%	94.4%	95.8%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K2 O Frequency of Internet use Online games * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Frequency of Internet use Online games	1 Daily	Count	0	2
		% within Occupation	.0%	.2%
	2 2-3 times a week	Count	0	5
		% within Occupation	.0%	.4%
	3 once a week	Count	0	7
		% within Occupation	.0%	.6%
	4 a few times a month	Count	0	11
		% within Occupation	.0%	.9%
	5 Never(skip Question 3 & 4)	Count	2	84
		% within Occupation	4.0%	7.1%
	NA	Count	48	1082
		% within Occupation	96.0%	90.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K3 O Internet content believable BBS online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content BBS online	1 all the time	Count	3	4	0	0	0	0
		% within Occupation	1.4%	2.1%	.0%	.0%	.0%	.0%
	2 most of the time	Count	10	22	2	1	1	5
		% within Occupation	4.7%	11.8%	18.2%	.2%	5.6%	2.6%
	3 some of the time	Count	1	11	1	0	0	0
		% within Occupation	.5%	5.9%	9.1%	.0%	.0%	.0%
	4 very little of the time	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	NA	Count	197	149	8	520	17	187
		% within Occupation	92.9%	79.7%	72.7%	99.8%	94.4%	97.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 O Internet content believable BBS online * Occupation Crosstabulation

			Occupatio	
			7 Others	
			Total	
Internet content BBS online	1 all the time	Count	1	8
		% within Occupation	2.0%	.7%
	2 most of the time	Count	0	41
		% within Occupation	.0%	3.4%
	3 some of the time	Count	0	13
		% within Occupation	.0%	1.1%
	4 very little of the time	Count	0	2
		% within Occupation	.0%	.2%
	NA	Count	49	1127
		% within Occupation	98.0%	94.6%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K3 O Internet content believable Kuzoo.net * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content Kuzoo.net	1 all the time	Count	2	1	0	0	0	0
		% within Occupation	.9%	.5%	.0%	.0%	.0%	.0%
	2 most of the time	Count	4	9	0	0	1	2
		% within Occupation	1.9%	4.8%	.0%	.0%	5.6%	1.0%
	3 some of the time	Count	2	8	2	0	0	1
		% within Occupation	.9%	4.3%	18.2%	.0%	.0%	.5%
	4 very little of the time	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	NA	Count	203	168	9	521	17	189
		% within Occupation	95.8%	89.8%	81.8%	100.0%	94.4%	98.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable Kuzoo.net * Occupation Crosstabulation

			Occupatio	
			7 Others	
Internet content Kuzoo.net	1 all the time	Count	0	3
		% within Occupation	.0%	.3%
	2 most of the time	Count	0	16
		% within Occupation	.0%	1.3%
	3 some of the time	Count	1	14
		% within Occupation	2.0%	1.2%
	4 very little of the time	Count	0	2
		% within Occupation	.0%	.2%
	NA	Count	49	1156
		% within Occupation	98.0%	97.1%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K3 O Internet content believable Radio Valley online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content Radio Valley online	1 all the time	Count	2	0	0	0	0	0
		% within Occupation	.9%	.0%	.0%	.0%	.0%	.0%
	2 most of the time	Count	5	7	0	0	1	3
		% within Occupation	2.4%	3.7%	.0%	.0%	5.6%	1.6%
	3 some of the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	5 none of the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	205	178	11	521	17	189
		% within Occupation	96.7%	95.2%	100.0%	100.0%	94.4%	98.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable Radio Valley online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Internet content Radio Valley online	1 all the time	Count	0	2
		% within Occupation	.0%	.2%
	2 most of the time	Count	0	16
		% within Occupation	.0%	1.3%
	3 some of the time	Count	0	1
		% within Occupation	.0%	.1%
	5 none of the time	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	50	1171
		% within Occupation	100.0%	98.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K3 O Internet content believable Kuensel online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content Kuensel online	1 all the time	Count	3	3	0	1	0	0
		% within Occupation	1.4%	1.6%	.0%	.2%	.0%	.0%
	2 most of the time	Count	12	23	3	0	1	5
		% within Occupation	5.7%	12.3%	27.3%	.0%	5.6%	2.6%
	3 some of the time	Count	6	14	0	0	0	2
		% within Occupation	2.8%	7.5%	.0%	.0%	.0%	1.0%
	5 none of the time	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	NA	Count	190	147	8	520	17	185
		% within Occupation	89.6%	78.6%	72.7%	99.8%	94.4%	96.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 O Internet content believable Kuensel online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Internet content Kuensel online	1 all the time	Count	0	7
		% within Occupation	.0%	.6%
	2 most of the time	Count	1	45
		% within Occupation	2.0%	3.8%
	3 some of the time	Count	0	22
		% within Occupation	.0%	1.8%
5 none of the time	Count	0	1	
	% within Occupation	.0%	.1%	
NA	Count	49	1116	
	% within Occupation	98.0%	93.7%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K3 O Internet content believable bhutantimes.bt(newspaper) * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	2	1	0	1	0
		% within Occupation	.9%	.5%	.0%	.2%	.0%
	2 most of the time	Count	5	12	0	0	1
		% within Occupation	2.4%	6.4%	.0%	.0%	5.6%
	3 some of the time	Count	4	14	1	0	0
		% within Occupation	1.9%	7.5%	9.1%	.0%	.0%
	NA	Count	201	160	10	520	17
		% within Occupation	94.8%	85.6%	90.9%	99.8%	94.4%
Total	Count	212	187	11	521	18	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable bhutantimes.bt(newspaper) * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Internet content bhutantimes. bt(newspaper)	1 all the time	Count	0	0	4
		% within Occupation	.0%	.0%	.3%
	2 most of the time	Count	4	0	22
		% within Occupation	2.1%	.0%	1.8%
	3 some of the time	Count	0	1	20
		% within Occupation	.0%	2.0%	1.7%
	NA	Count	188	49	1145
		% within Occupation	97.9%	98.0%	96.1%
Total	Count	192	50	1191	
	% within Occupation	100.0%	100.0%	100.0%	

K3 O Internet content believable bhutanobserver.bt * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content bhutanobserver.bt	1 all the time	Count	2	1	0	0	0	1
		% within Occupation	.9%	.5%	.0%	.0%	.0%	.5%
	2 most of the time	Count	4	10	0	0	1	4
		% within Occupation	1.9%	5.3%	.0%	.0%	5.6%	2.1%
	3 some of the time	Count	4	8	1	1	0	0
		% within Occupation	1.9%	4.3%	9.1%	.2%	.0%	.0%
	NA	Count	202	168	10	520	17	187
		% within Occupation	95.3%	89.8%	90.9%	99.8%	94.4%	97.4%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable bhutanobserver.bt * Occupation Crosstabulation

			Occupatio	
			7 Others	
Internet content bhutanobserver.bt	1 all the time	Count	1	5
		% within Occupation	2.0%	.4%
	2 most of the time	Count	0	19
		% within Occupation	.0%	1.6%
	3 some of the time	Count	0	14
		% within Occupation	.0%	1.2%
	NA	Count	49	1153
		% within Occupation	98.0%	96.8%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K3 O Internet content believable Blogsites * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content Blogsites	1 all the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	2 most of the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	3 some of the time	Count	0	4	0	0	0	1
		% within Occupation	.0%	2.1%	.0%	.0%	.0%	.5%
	4 very little of the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	212	180	11	521	18	191
		% within Occupation	100.0%	96.3%	100.0%	100.0%	100.0%	99.5%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable Blogsites * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Internet content Blogsites	1 all the time	Count	0	1
		% within Occupation	.0%	.1%
	2 most of the time	Count	0	1
		% within Occupation	.0%	.1%
	3 some of the time	Count	0	5
		% within Occupation	.0%	.4%
	4 very little of the time	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	50	1183
		% within Occupation	100.0%	99.3%
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K3 O Internet content believable bhutantimes.com * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content bhutantimes.com	1 all the time	Count	1	0	0	0	0	1
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.5%
	2 most of the time	Count	6	11	0	0	0	3
		% within Occupation	2.8%	5.9%	.0%	.0%	.0%	1.6%
	3 some of the time	Count	4	13	1	0	0	0
		% within Occupation	1.9%	7.0%	9.1%	.0%	.0%	.0%
	4 very little of the time	Count	2	2	0	0	0	0
		% within Occupation	.9%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	199	161	10	521	18	188
		% within Occupation	93.9%	86.1%	90.9%	100.0%	100.0%	97.9%
Total	Count	212	187	11	521	18	192	
	% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	

K3 O Internet content believable bhutantimes.com * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Internet content bhutantimes.com	1 all the time	Count	0	2
		% within Occupation	.0%	.2%
	2 most of the time	Count	0	20
		% within Occupation	.0%	1.7%
	3 some of the time	Count	0	18
		% within Occupation	.0%	1.5%
	4 very little of the time	Count	0	4
		% within Occupation	.0%	.3%
	NA	Count	50	1147
		% within Occupation	100.0%	96.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K3 O Internet content believable Government/ministry * Occupation Crosstabulation

			Occupation				
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed
Internet content Government/ministry	1 all the time	Count	2	4	2	0	0
		% within Occupation	.9%	2.1%	18.2%	.0%	.0%
	2 most of the time	Count	7	26	1	0	1
		% within Occupation	3.3%	13.9%	9.1%	.0%	5.6%
	3 some of the time	Count	7	8	1	1	0
		% within Occupation	3.3%	4.3%	9.1%	.2%	.0%
	4 very little of the time	Count	1	5	0	1	0
		% within Occupation	.5%	2.7%	.0%	.2%	.0%
	NA	Count	195	144	7	519	17
		% within Occupation	92.0%	77.0%	63.6%	99.6%	94.4%
Total		Count	212	187	11	521	18
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%

K3 O Internet content believable Government/ministry * Occupation Crosstabulation

			Occupation		Total
			6 Taking care of the house	7 Others	
Internet content Government/ministry	1 all the time	Count	0	1	9
		% within Occupation	.0%	2.0%	.8%
	2 most of the time	Count	4	0	39
		% within Occupation	2.1%	.0%	3.3%
	3 some of the time	Count	1	0	18
		% within Occupation	.5%	.0%	1.5%
	4 very little of the time	Count	0	0	7
		% within Occupation	.0%	.0%	.6%
	NA	Count	187	49	1118
		% within Occupation	97.4%	98.0%	93.9%
Total		Count	192	50	1191
		% within Occupation	100.0%	100.0%	100.0%

K3 O Internet content believable News sites * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Internet content News sites	1 all the time	Count	3	4	1	0	0	1
		% within Occupation	1.4%	2.1%	9.1%	.0%	.0%	.5%
	2 most of the time	Count	6	23	1	0	1	3
		% within Occupation	2.8%	12.3%	9.1%	.0%	5.6%	1.6%
	3 some of the time	Count	3	7	1	0	0	1
		% within Occupation	1.4%	3.7%	9.1%	.0%	.0%	.5%
	4 very little of the time	Count	1	3	0	0	0	0
		% within Occupation	.5%	1.6%	.0%	.0%	.0%	.0%
	5 none of the time	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	199	149	8	521	17	187
		% within Occupation	93.9%	79.7%	72.7%	100.0%	94.4%	97.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K3 O Internet content believable News sites * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Internet content News sites	1 all the time	Count	0	9
		% within Occupation	.0%	.8%
	2 most of the time	Count	0	34
		% within Occupation	.0%	2.9%
	3 some of the time	Count	0	12
		% within Occupation	.0%	1.0%
	4 very little of the time	Count	0	4
		% within Occupation	.0%	.3%
5 none of the time	Count	0	1	
	% within Occupation	.0%	.1%	
NA	Count	50	1131	
	% within Occupation	100.0%	95.0%	
Total	Count	50	1191	
	% within Occupation	100.0%	100.0%	

K4 O Reason for internet use BBS online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use BBS online	1 Research	Count	1	4	0	0	0	0
		% within Occupation	.5%	2.1%	.0%	.0%	.0%	.0%
	2 News	Count	12	34	3	1	1	5
		% within Occupation	5.7%	18.2%	27.3%	.2%	5.6%	2.6%
	4 advertising	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	5 others	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	NA	Count	197	149	8	520	17	187
		% within Occupation	92.9%	79.7%	72.7%	99.8%	94.4%	97.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use BBS online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use BBS online	1 Research	Count	0	5
		% within Occupation	.0%	.4%
	2 News	Count	1	57
		% within Occupation	2.0%	4.8%
	4 advertising	Count	0	1
		% within Occupation	.0%	.1%
	5 others	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	49	1127
		% within Occupation	98.0%	94.6%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use Kuzoo.net * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use Kuzoo.net	2 News	Count	5	11	1	0	1	3
		% within Occupation	2.4%	5.9%	9.1%	.0%	5.6%	1.6%
	3 Chatting	Count	2	3	1	0	0	0
		% within Occupation	.9%	1.6%	9.1%	.0%	.0%	.0%
	4 advertising	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	5 others	Count	1	5	0	0	0	0
		% within Occupation	.5%	2.7%	.0%	.0%	.0%	.0%
	NA	Count	203	168	9	521	17	189
		% within Occupation	95.8%	89.8%	81.8%	100.0%	94.4%	98.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use Kuzoo.net * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use Kuzoo.net	2 News	Count	0	21
		% within Occupation	.0%	1.8%
	3 Chatting	Count	1	7
		% within Occupation	2.0%	.6%
	4 advertising	Count	0	1
		% within Occupation	.0%	.1%
	5 others	Count	0	6
		% within Occupation	.0%	.5%
	NA	Count	49	1156
		% within Occupation	98.0%	97.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use Radio Valley online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use Radio Valley online	2 News	Count	5	5	0	0	1	3
		% within Occupation	2.4%	2.7%	.0%	.0%	5.6%	1.6%
	3 Chatting	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	4 advertising	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	5 others	Count	1	2	0	0	0	0
		% within Occupation	.5%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	205	178	11	521	17	189
		% within Occupation	96.7%	95.2%	100.0%	100.0%	94.4%	98.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use Radio Valley online * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use Radio Valley online	2 News	Count	0	14
		% within Occupation	.0%	1.2%
	3 Chatting	Count	0	1
		% within Occupation	.0%	.1%
	4 advertising	Count	0	2
		% within Occupation	.0%	.2%
	5 others	Count	0	3
		% within Occupation	.0%	.3%
	NA	Count	50	1171
		% within Occupation	100.0%	98.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use Kuensel online * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use Kuensel online	1 Research	Count	2	4	0	0	0	1
		% within Occupation	.9%	2.1%	.0%	.0%	.0%	.5%
	2 News	Count	16	31	3	1	1	6
		% within Occupation	7.5%	16.6%	27.3%	.2%	5.6%	3.1%
	3 Chatting	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	4 advertising	Count	4	1	0	0	0	0
		% within Occupation	1.9%	.5%	.0%	.0%	.0%	.0%
	5 others	Count	0	3	0	0	0	0
		% within Occupation	.0%	1.6%	.0%	.0%	.0%	.0%
	NA	Count	190	147	8	520	17	185
		% within Occupation	89.6%	78.6%	72.7%	99.8%	94.4%	96.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use Kuensel online * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Reason for internet use Kuensel online	1 Research	Count	0	7
		% within Occupation	.0%	.6%
	2 News	Count	1	59
		% within Occupation	2.0%	5.0%
	3 Chatting	Count	0	1
		% within Occupation	.0%	.1%
	4 advertising	Count	0	5
		% within Occupation	.0%	.4%
5 others	Count	0	3	
	% within Occupation	.0%	.3%	
NA	Count	49	1116	
	% within Occupation	98.0%	93.7%	
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use bhutantimes.bt(newspaper) * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	3	3	0	0	0	1
		% within Occupation	1.4%	1.6%	.0%	.0%	.0%	.5%
	2 News	Count	8	20	1	1	1	3
		% within Occupation	3.8%	10.7%	9.1%	.2%	5.6%	1.6%
	4 advertising	Count	0	3	0	0	0	0
		% within Occupation	.0%	1.6%	.0%	.0%	.0%	.0%
	5 others	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	201	160	10	520	17	188
		% within Occupation	94.8%	85.6%	90.9%	99.8%	94.4%	97.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use bhutantimes.bt(newspaper) * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use bhutantimes. bt(newspaper)	1 Research	Count	0	7
		% within Occupation	.0%	.6%
	2 News	Count	1	35
		% within Occupation	2.0%	2.9%
	4 advertising	Count	0	3
		% within Occupation	.0%	.3%
	5 others	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	49	1145
		% within Occupation	98.0%	96.1%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use bhutanobserver.bt * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use bhutanobserver.bt	1 Research	Count	2	0	0	0	0	1
		% within Occupation	.9%	.0%	.0%	.0%	.0%	.5%
	2 News	Count	8	16	1	1	1	4
		% within Occupation	3.8%	8.6%	9.1%	.2%	5.6%	2.1%
	4 advertising	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	5 others	Count	0	2	0	0	0	0
		% within Occupation	.0%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	202	168	10	520	17	187
		% within Occupation	95.3%	89.8%	90.9%	99.8%	94.4%	97.4%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use bhutanobserver.bt * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use bhutanobserver.bt	1 Research	Count	0	3
		% within Occupation	.0%	.3%
	2 News	Count	1	32
		% within Occupation	2.0%	2.7%
	4 advertising	Count	0	1
		% within Occupation	.0%	.1%
	5 others	Count	0	2
		% within Occupation	.0%	.2%
	NA	Count	49	1153
		% within Occupation	98.0%	96.8%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use Blogsites * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use Blogsites	1 Research	Count	0	5	0	0	0	0
		% within Occupation	.0%	2.7%	.0%	.0%	.0%	.0%
	2 News	Count	0	1	0	0	0	1
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.5%
	3 Chatting	Count	0	1	0	0	0	0
		% within Occupation	.0%	.5%	.0%	.0%	.0%	.0%
	NA	Count	212	180	11	521	18	191
		% within Occupation	100.0%	96.3%	100.0%	100.0%	100.0%	99.5%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use Blogsites * Occupation Crosstabulation

			Occupatio	
			7 Others	
			Total	
Reason for internet use Blogsites	1 Research	Count	0	5
		% within Occupation	.0%	.4%
	2 News	Count	0	2
		% within Occupation	.0%	.2%
	3 Chatting	Count	0	1
		% within Occupation	.0%	.1%
	NA	Count	50	1183
		% within Occupation	100.0%	99.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use bhutantimes.com * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use bhutantimes.com	1 Research	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	2 News	Count	9	21	1	0	0	4
		% within Occupation	4.2%	11.2%	9.1%	.0%	.0%	2.1%
	3 Chatting	Count	1	1	0	0	0	0
		% within Occupation	.5%	.5%	.0%	.0%	.0%	.0%
	4 advertising	Count	2	1	0	0	0	0
	% within Occupation	.9%	.5%	.0%	.0%	.0%	.0%	
	5 others	Count	0	2	0	0	0	0
		% within Occupation	.0%	1.1%	.0%	.0%	.0%	.0%
	NA	Count	199	161	10	521	18	188
		% within Occupation	93.9%	86.1%	90.9%	100.0%	100.0%	97.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use bhutantimes.com * Occupation Crosstabulation

			Occupatio	Total
			7 Others	
Reason for internet use bhutantimes.com	1 Research	Count	0	2
		% within Occupation	.0%	.2%
	2 News	Count	0	35
		% within Occupation	.0%	2.9%
	3 Chatting	Count	0	2
		% within Occupation	.0%	.2%
	4 advertising	Count	0	3
		% within Occupation	.0%	.3%
	5 others	Count	0	2
		% within Occupation	.0%	.2%
	NA	Count	50	1147
		% within Occupation	100.0%	96.3%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

K4 O Reason for internet use Government/ministry * Occupation Crosstabulation

			Occupation					
			1 Business	2 Civil Servant	3 Student	4 Farmer	5 Dependent/u nemployed	6 Taking care of the house
Reason for internet use Government/ministry	1 Research	Count	1	9	3	0	0	1
		% within Occupation	.5%	4.8%	27.3%	.0%	.0%	.5%
	2 News	Count	9	26	1	2	1	3
		% within Occupation	4.2%	13.9%	9.1%	.4%	5.6%	1.6%
	3 Chatting	Count	1	0	0	0	0	0
		% within Occupation	.5%	.0%	.0%	.0%	.0%	.0%
	4 advertising	Count	3	2	0	0	0	0
		% within Occupation	1.4%	1.1%	.0%	.0%	.0%	.0%
	5 others	Count	3	7	0	0	0	0
		% within Occupation	1.4%	3.7%	.0%	.0%	.0%	.0%
	NA	Count	195	143	7	519	17	188
		% within Occupation	92.0%	76.5%	63.6%	99.6%	94.4%	97.9%
Total		Count	212	187	11	521	18	192
		% within Occupation	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%

K4 O Reason for internet use Government/ministry * Occupation Crosstabulation

			Occupatio	
			7 Others	Total
Reason for internet use Government/ministry	1 Research	Count	1	15
		% within Occupation	2.0%	1.3%
	2 News	Count	0	42
		% within Occupation	.0%	3.5%
	3 Chatting	Count	0	1
		% within Occupation	.0%	.1%
	4 advertising	Count	0	5
		% within Occupation	.0%	.4%
	5 others	Count	0	10
		% within Occupation	.0%	.8%
	NA	Count	49	1118
		% within Occupation	98.0%	93.9%
Total		Count	50	1191
		% within Occupation	100.0%	100.0%

Annexes

Annexe 1: MIS 2008 Survey Questionnaire

Annexe 2: List of people interviewed

Annexe 3: Foucus group discucssion list

References

MIS 2008 Survey Questionnaire

Data obtained in this survey cannot be used for taxation, investigation or enforcement purposes.

HOUSEHOLD IDENTIFICATION

Dzongkhag _____

Geog/town code _____

Size of Geog/Block _____

Village/Block code _____

Sample household serial no. _____

Status of questionnaire (fill at the end of the interview)

1. Completed ☐
2. Not completed due to refusal ☐
3. Not completed, household not found ☐
4. Incomplete ☐

I certify that the information gathered in this questionnaire was obtained/reviewed by me personally and in accordance with instructions.

Interviewer's Name _____ Date _____ Signature _____

Supervisor's Name _____ Date _____ Signature _____

A. DEMOGRAPHICS

- 1) Age:
- 2) Gender ☐ 1. Male ☐ 2. Female
- 3) How many adults (above 18 years) are there in your household (those who live and eat together including those who are temporarily absent)?
No. _____
- 4) How many children eighteen and below live in your household? No. _____
- 5) What is your occupation? (Tick one answer)
- | | |
|---|--|
| <input type="checkbox"/> 1. Business | <input type="checkbox"/> 5. Dependent/ unemployed
(no full-time work) |
| <input type="checkbox"/> 2. Civil service | <input type="checkbox"/> 6. Taking care of the house |
| <input type="checkbox"/> 3. Student | <input type="checkbox"/> 7. Others (specify) : _____ |
| <input type="checkbox"/> 4. Farmer | |
- 6) Education completed (Tick the highest education level):
- | | |
|--|---|
| <input type="checkbox"/> 1. None | <input type="checkbox"/> 6. University (Bachelor's or higher) |
| <input type="checkbox"/> 2. Non-Formal Education | <input type="checkbox"/> 7. Vocational |
| <input type="checkbox"/> 3. Up to class 6 | <input type="checkbox"/> 8. Religious |
| <input type="checkbox"/> 4. Up to class 10 | <input type="checkbox"/> 9. Others (specify): _____ |
| <input type="checkbox"/> 5. Up to class 12 | |
- 7) What is the average monthly income of your household?
- | | |
|---|--|
| <input type="checkbox"/> 1. Less than Nu. 6000 | <input type="checkbox"/> 5. Nu. 18001 – Nu. 22000 |
| <input type="checkbox"/> 2. Nu. 6001 – Nu. 10000 | <input type="checkbox"/> 6. Nu. 22001 – Nu. 25000 |
| <input type="checkbox"/> 3. Nu. 10001 – Nu. 14000 | <input type="checkbox"/> 7. Greater than Nu. 25000 |
| <input type="checkbox"/> 4. Nu. 14001 – Nu. 18000 | |

B. GENERAL MEDIA

1) What is your main source of entertainment? (Tick one)

- | | |
|--|---|
| <input type="checkbox"/> 1. Radio | <input type="checkbox"/> 6. Music listening |
| <input type="checkbox"/> 2. TV | <input type="checkbox"/> 7. Reading |
| <input type="checkbox"/> 3. Videos | <input type="checkbox"/> 8. Socializing / chatting |
| <input type="checkbox"/> 4. Sports | <input type="checkbox"/> 9. Tsechus/festivals |
| <input type="checkbox"/> 5. Cinema films | <input type="checkbox"/> 10. Others (specify) : _____ |

2) What is your main source of news? (Tick one)

- | | |
|-----------------------------|-----------------------------|
| 1. Radio | 6. Parents |
| 2. TV | 7. Office colleagues |
| 3. Internet | 8. Local leaders |
| 4. Newspapers and magazines | 9. Others (specify) : _____ |
| 5. Friends | |

3) Who is the your biggest influence / role model?

- | | |
|---------------------|-----------------------------|
| 1. Family member | 5. Local leaders |
| 2. Friends | 6. Movie star |
| 3. Religious figure | 7. Others (specify) : _____ |
| 4. National leaders | |

4) On average how much do you spend on the following media every month ?

- | | |
|------------------------|--------------------------|
| 1. Less than Nu. 100 | 5. Nu. 1,001 – Nu. 2,000 |
| 2. Nu. 101 – Nu. 300 | 6. More than Nu. 2,000 |
| 3. Nu. 301 – Nu. 600 | 7. Don't use |
| 4. Nu. 601 – Nu. 1,000 | |

Media	(Answer code no. 1 to 7)
Cable TV	
videos	
films	
newspapers	
magazines	
Internet access	
Mobile phone	

- 5) What is the main language you use to read/listen/watch media with?

Media type	1 = English 2 = Dzongkha 3 = Others (specify) :
Bhutanese newspapers	
Bhutanese TV	
Bhutanese radio	

C. MEDIA COVERAGE

- 1) Are issues that are important to you covered by Bhutanese media? Tick one

- ☐ 1. Frequently (more than once a week)
☐ 2. Sometimes (once or twice a month)
☐ 3. Never

- 2) Do the following media adequately represent people's views?

Media	1 = Yes 2 = No	3 = A little 4 = Don't know
Bhutanese TV		
Bhutanese radio		
Bhutanese newspapers		

Coverage of development topics: *The media cover all kinds of issues and topics.*

Please tell us how much information you get on the following issues, and whether the information is good, adequate or poor.

Questions	3)	4)
Topics: (Note There are 4 main issues: • Socioeconomic • Environment • Governance • Culture sub-topics below are for prompting only)	How much information do the Bhutanese media provide on the following issues? 1 = no information 2 = a little information 3 = enough information 4 = a lot of information 5 = don't know	What is the quality of the information on issues? 1 = Good 2 = Adequate/OK 3 = Poor
SOCIOECONOMIC		
Business / private sector/ Agriculture/Health		
Education /Employment / livelihood/Youth		
ENVIRONMENT		
Waste / garbage/ pollution/forestry		
Growth of towns / villages		
GOVERNANCE		
Gov. ministries / agencies/Parliament/ Judiciary /		
DYT/GYT / Local planning/ Corruption		
CULTURE		
Religion / spirituality/ legends/ Drama /		
folkstories / Sports, Music/ Fashion/Dress/Food		

D. MEDIA USE

Media access and use: *We're interested in finding out your media use. I will read out the different types of media in Bhutan, local and international. Please tell us if you get these media and why you use them.*

Questions	1)	2)		3)
Media Type	Is the following media available and do you read/listen or watch it? 1 = Available, use 2 = Available, don't use 3 = Not available (if 2 or 3 skip to next media)	# of hours and minutes used yesterday Hours Minutes		Main reason of use: 1. News 2. Learning about issues 3. Entertainment 4. Communication 5. Work or homework 6. Advertising 7. Other (specify) : ____ _____
BBS Radio				
Kuzoo Radio				
Radio Valley				
Centennial Radio				
International Radio				
BBS TV				
Domestic cable stations				
Foreign TV (circle one) a. cable b. DTH				
Mobile phone				
Internet				
Books				
Computer games or video games				
Music tapes / CD's / MP3 player				
VCR/VCD/DVD				
		How many times did you read/watch in last week?		
Cinema or public film screening				
Kuensel				
Bhutan Observer				
Bhutan Times				

E. MEDIA CREDIBILITY AND INFLUENCE

1) Which media do you prefer most? (Tick one)

☐ 1. Bhutanese newspaper

☐ 5. International TV

☐ 2. Bhutanese television

☐ 6. International radio

☐ 3. Bhutanese radio

☐ 7. Internet

☐ 4. International newspaper

Style and behavior: *We'd like to find out how media influence you. Please tell me what you think as I call out the various media types.*

Questions	2)			
Media Type	Does what you (see/hear/read) in (radio/TV/newspaper/online) influence your ... ? 1 = Yes 2 = A little 3 = No 4 = Don't know			
	Your talking / language?	Your dress?	Your behaviour?	Your thinking?
Bhutanese Radio				
Bhutanese TV				
Indian TV				
Other foreign TV				
Bhutanese Newspapers				
Internet				

Credibility: *I shall now ask you questions on advertising and whether media content are believable .*

Questions	3)	4)
(Note : If outside Thimphu district, fill in code 6 and draw a line through Radio Valley and Centennial Radio. Skip to the next media type)	Is the information of the following media believable? 1 = all of the time 2 = most of the time 3 = some of the time 4 = none of the time 5 = don't know 6 = not available	How often does advertising on the following media make you want to buy/use products and services? 1 = All of the time 2 = Often 3 = Sometimes 4 = Never 5 = Don't listen/view/read advertisements
BBS Radio		
Kuzoo Radio		
Radio Valley		
Centennial Radio		
International Radio: Specify which BBC, AIR,		
Kuensel		
Bhutan Times		
Bhutan Observer		
BBS TV		
Local cable TV (etho metho, norling, etc.)		
International TV		
Internet		
Advertising		
International newspaper/magazines		

F. RADIO SPECIFICS (if no radio, skip to H.)

1) Where do you listen to the radio most? (Tick one)

☐ 1. At home☐ 2. In the car☐ 3. At work☐ 4. On the mobile☐ 5. Others (specify) : _____**Radio content**

Questions	2) Listen	3) Station
Programmes (If survey is outside Thimphu, skip Cen- tennial and Radio Valley)	When do you listen to radio, how much attention do you pay to the following <i>programmes</i> ? 1 = a great deal 2 = some 3 = a little 4 = none (if 1 = none, skip to next programme type)	When you listen to the following programmes types, which station are you most likely to pay attention to? 1 = BBS 2 = Kuzoo 3 = Radio Valley 4 = Centennial 5 = Internation radio stations: specify which
	List programmes	Stations
News		
Live-call in /request		
Music		
Children's		
Religious		
Health		
Agriculture		
Education		
Advertisement		
Others (specify):		

G. TELEVISION SPECIFICS (if no television, skip to H.)

Television content : *I will now read out the various programs on TV. Please tell me if you watch these programs, and whether they provide useful information.*

Questions	1)	2)
Programmes	When you watch TV how much attention do you pay to the following <i>programmes</i> ? 1 = a great deal 2 = some 3 = a little 4 = none	When you watch the following <i>programme</i> types, which TV station are you most likely to pay attention? 1 = BBS 2 = Indian TV 3 = International TV
News		
Live-call in /request		
Talk shows		
Music		
Children's		
Religious		
Health		
Agriculture		
Business		
Advertisements		
Cartoons		
Movies		
Nature / adventure		
Comedy		
Serials		
Sports		
Others		

Time use *With more media available in Bhutan, we'd like to know how media affect your use of time. As I mention the types of media, please tell me how use of the media has affected your time for work, socializing, prayers, and your bed time.*

Questions	3) Does watching the following TV program make you...?			
Media Type	1 = Yes 2 = A little 3 = No 4 = Don't know			
	...have less time for work?	...have less time for prayer/offerings?	... less time for friends / socializing?	...stay up later at night?
Bhutanese TV				
Indian TV				
Other foreign TV				

4) Who do you watch TV with?

- ☐ 1. Alone

 ☐ 3. Friends
☐ 2. Family

 ☐ 4. Others (specify) : _____

5) Who in your household typically decides what to watch on TV?

- ☐ 1. Adult male

 ☐ 4. Elderly grandparents
☐ 2. Adult female

 ☐ 5. Other (specify): : _____
☐ 3. Children

6) Does TV cause people to act with more violence/ aggression/ rebelliousness?

- ☐ 1. Yes

 ☐ 3. Sometimes
☐ 2. No

7) What country's culture do you see most on TV?

- ☐ 1. Bhutanese

 ☐ 4. Korean
☐ 2. Indian

 ☐ 5. Other (specify): : _____
☐ 3. Western

- 8) How much time do your children spend watching TV per day
- | | |
|---|---|
| <input type="checkbox"/> 1. more than three hours a day | <input type="checkbox"/> 4. No children (skip to H) |
| <input type="checkbox"/> 2. one to three hours a day | <input type="checkbox"/> 5. Never |
| <input type="checkbox"/> 3. less than one hour a day | |
- 9) What impact has TV had on your children (up to 18 years or yourself if you're a teenager)? Choose any one.
- | | |
|--|--|
| <input type="checkbox"/> 1. affected school work | <input type="checkbox"/> 6. made them want to consume more/
become more materialistic |
| <input type="checkbox"/> 2. affected sports/outdoor activities | <input type="checkbox"/> 7. made them read less |
| <input type="checkbox"/> 3. given them more exposure/confidence | <input type="checkbox"/> 8. not noticed any impact |
| <input type="checkbox"/> 4. made them better informed about Bhutan | <input type="checkbox"/> 9. others (specify): _____ |
| <input type="checkbox"/> 5. made them imitate fashion styles | |
- 10) How do you limit or set guidelines for TV watching for your children?
- | | |
|---|--|
| <input type="checkbox"/> 1. No limits | <input type="checkbox"/> 5. Weekends only |
| <input type="checkbox"/> 2. Time limits | <input type="checkbox"/> 6. After homework only |
| <input type="checkbox"/> 3. Only certain channels | <input type="checkbox"/> 7. Other (specify): _____ |
| <input type="checkbox"/> 4. Only with adults | |
- 11) Why do you let your children watch TV?
- For them to:
- | | |
|---|---|
| <input type="checkbox"/> 1. To learn | <input type="checkbox"/> 3. To keep them occupied / quiet |
| <input type="checkbox"/> 2. To be entertained | <input type="checkbox"/> 4. Others (specify) : _____ |

H. MOBILE USE SPECIFICS (if not mobile, skip to I.)

1) Do you have a fixed phone line at your house?

☐ 1. Yes

☐ 2. No

2) How many mobiles are used by your household? (No.) _____

Question	3)
Mobile uses	Do you use your mobile for the following? 1 = yes 2 = no
Talking	
SMS / messaging	
Listening to radio	
Listening to music files	
Internet	
Playing games	
Taking photos / video	
Exchange files (music, pic, video)	

I. PRINT MEDIA SPECIFICS

1) In what languages can you read?

☐ 1. Cannot read (skip to J)

☐ 2. Do not read

☐ 3. Dzongkha

☐ 4. English

☐ 5. Chokey

☐ 6. Others (specify) : _____

2) What do you read (select three that apply)

☐ 1. Academic books

☐ 2. Novels (fiction)

☐ 3. Religious texts

☐ 4. Comics

☐ 5. Entertainment or fashion magazines

☐ 6. Women's magazines

☐ 7. News and current affairs

☐ 8. Newspapers

☐ 9. Sport magazines

☐ 10. Others (specify) : _____

3) How do you find the prices of Bhutanese newspapers/magazines?

- ☐ 1. Expensive
☐ 2. Affordable
☐ 3. Cheap

Newspaper content

Questions	4) Read	5) Preferred paper
Sections	<p>When you read newspapers how much attention do you pay to the following sections/contents?</p> <p>1 = A great deal 2 = A little 3 = Some 4 = None</p>	<p>When you read the following sections which newspaper are you most likely to pay attention to?</p> <p>1 = Bhutan Times 2 = Bhutan Observer 3 = Kuensel 4 = International paper</p>
	Read	Preferred paper
News		
Editorials/Opinions		
Leisure/Literary		
Letters to the Eds		
Advertisements		
Newspaper supplements		
Religious matters		
Sports		
Others (specify) : _____		

6) How many people do you share your newspaper with?

No. _____

J. FILM SPECIFICS

1) What movies do you prefer?

☐ 1. Bhutanese films

☐ 2. Hindi films

☐ 3. Western films

☐ 4. Korean films

☐ 5. No preference

☐ 6. Others (specify) : _____

2) How would you rate the quality of the Bhutanese movies you have seen?

☐ 1. Very good

☐ 2. Good

☐ 3. Adequate

☐ 4. Poor

☐ 5. Don't know

3) What elements of Bhutanese movies do you like the most?

☐ 1. Drama

☐ 2. Action

☐ 3. Comedy

☐ 4. Songs

☐ 5. Other (specify) : _____

4) How affordable is the price of a movie ticket?

☐ 1. Expensive

☐ 2. Affordable

☐ 3. Cheap

K. INTERNET USE SPECIFICS (if no internet, end interview)

1) Where do you use the internet?

☐ 1. At home☐ 4. Through mobile phone☐ 2. At office☐ 5. Other (specify): _____☐ 3. At internet cafe

Questions	2)	3)	4)
Internet uses	How often do you visit / do? 1 = Daily 2 = 2-3 times a week 3 = once a week 4 = a few times a month 5 = Never (If 5, skip Q3 and 4)	Is the content believable/ trustworthy? 1 = all of the time 2 = most of the time 3 = some of the time 4 = very little of the time 5 = none of the time	Why do you visit these sites 1. research 2. news 3. chatting 4. advertising 5. others
Email			
Chat			
BBS online			
Kuzoo.net			
Radio Valley online			
Kuensel online			
bhutantime.bt (newspaper)			
bhutanobserver.bt			
Blogsites			
bhutantimes.com			
Government / ministry			
News sites			
Networking (Facebook, Hi5, Myspace)			
Music downloads			
Business			
Online games			
Others (specify):			

Thank you for sharing your views with us.

It'll help us provide feedback to enable media to serve you better.

Annexe 2: Interviews/ discussions

- Lyonpo Nandalal Rai, Minister for Information and Communications
- Lyonpo Minjur Dorji, Minister for Home and Cultural Affairs
- Lyonpo Thakur Singh Powdyel, Minister for Education
- Lyonpo Sonam Tobgye, Chief Justice
- Tshering Tobgay, Leader of Opposition
- Dasho Sonam Tshering, Secretary, Ministry of Economic Affairs
- Dasho Kunzang Wangdi, Chief Election Commissioner
- Dasho Pema Thinley, Vice Chancellor, Royal University of Bhutan
- Dasho Neten Zangmo, Chairperson, Anti-Corruption Commission
- Drangpon Lungten Drubjor, Paro Drangpon
- Thinley Dorji, MD, Bhutan Telecom
- Singye Namgyal, Principal, Sherubtse College
- Sanjeev Mehta, Lecturer, Sherubtse College
- Tshering Choden, Lecturer, English Department, Sherubtse College
- Karma Tsetim, Secretary, GNH Commission
- Thukten Gyeltshen, Director, Paro College of Education
- Kezang Sherab, Paro College of Education
- Ugen Tshomo, English Department, Paro College of Education
- Lt. Karma, RBP
- Pema Choden, Managing Director, BBS
- Keysa, BBS radio
- Choki Tshomo, Kuzoo FM
- Dorji Wangchuk, Centennial Radio
- Gopilal Acharya, Executive Editor, Bhutan Times
- Passang, Reporter, Bhutan Times

- Ugen Penjor, Dy Editor, Kuensel
- Phuntsho Choden, Tenzing Lamzang, Kuensel reporters
- Needup Zangpo, Managing Editor, Bhutan Observer
- Kunga Tenzin, News editor, Bhutan Observer
- K.B.Lama, Editor, Bhutan Today
- Sherab Gyeltshen, Secretary, Motion Picture Association of Bhutan
- Norbu Wangchuk, private consultant/ script writer
- Kinley Wangchuk, Director, BICMA
- Wangay Dorji, BICMA
- Nawang Lhendup and Chimi Seldon, BICMA
- Pushpa Chhetri, Advertising Gerenal Manager, Kuensel
- Various political party workers
- Gups from Singye Geog, Geney Geog, Dawakha Geog, Geylephug Geog, Khaling, Samkhar geogs etc.

Annexe 3: Focus Group Discussion List

Place	Group
Paro	Community school teachers
	Isuna Community school x 2 groups
Drugyel	Farmers and rural residents
	High school students
	Monks
	College students
Trashigang	Cross section residents
Kanglung	Civil Society
	Students – youths X 2 groups
Thimphu	National Council – social /cultural committee members
	Parliamentarians
	Women – including pte. sector, business and civil servants
	Children from various schools
Zhemgang	Civil Society/ community
Geylephug	Cross section of residents
	Community representatives
Tsirang	Damphu residents
Bumthang- Chamkhar	Civil Society members
P'ling	School teachers and parents

- Total: 198 persons in 21 focus group discussions
- A preliminary questionnaire was also completed by the Royal Government's focal persons representatives

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