

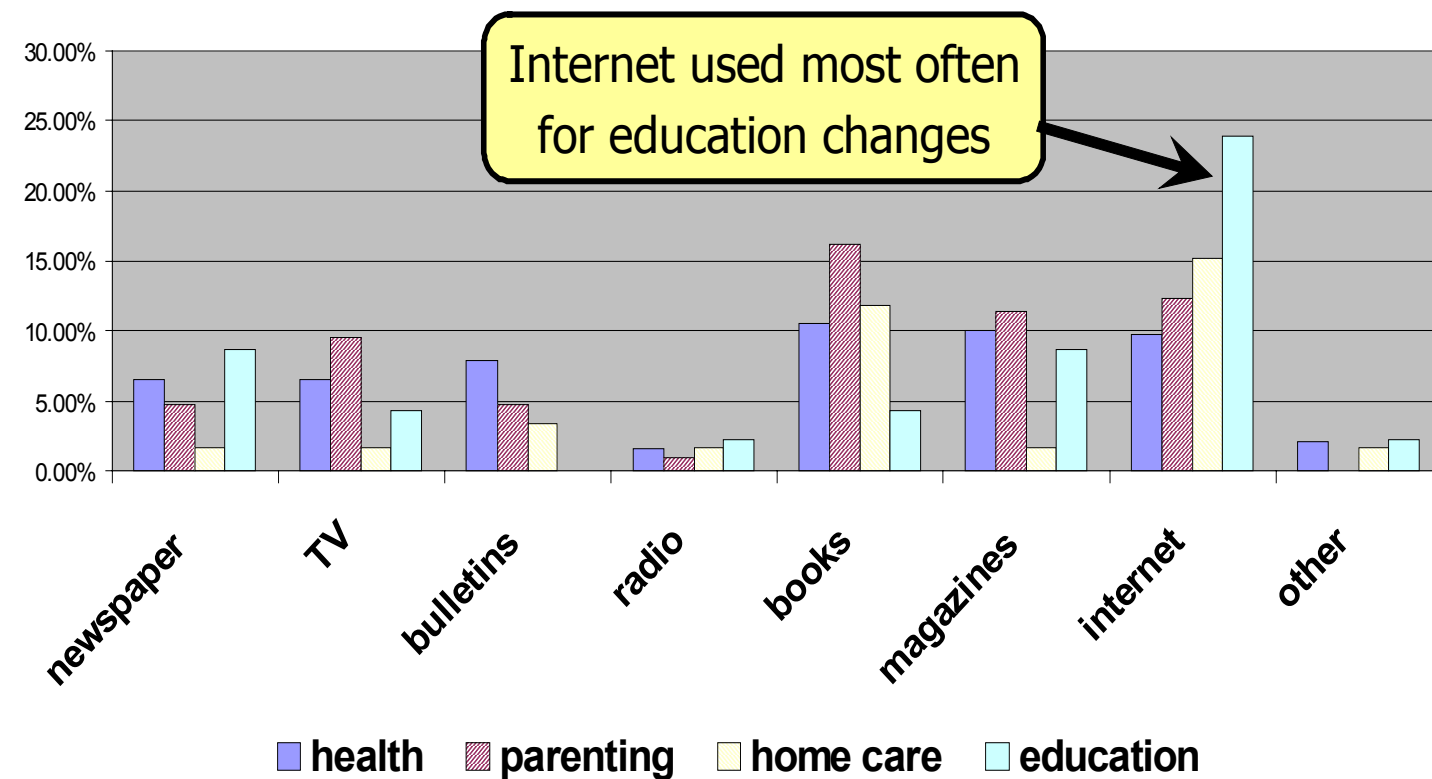
RURAL MATTERS

Communication Matters

The NRE survey shows that while the availability of communications tools is not highly correlated with use, economic stability and institutional capacity affect the availability of communication instruments. The type of media used is related to the type of change.

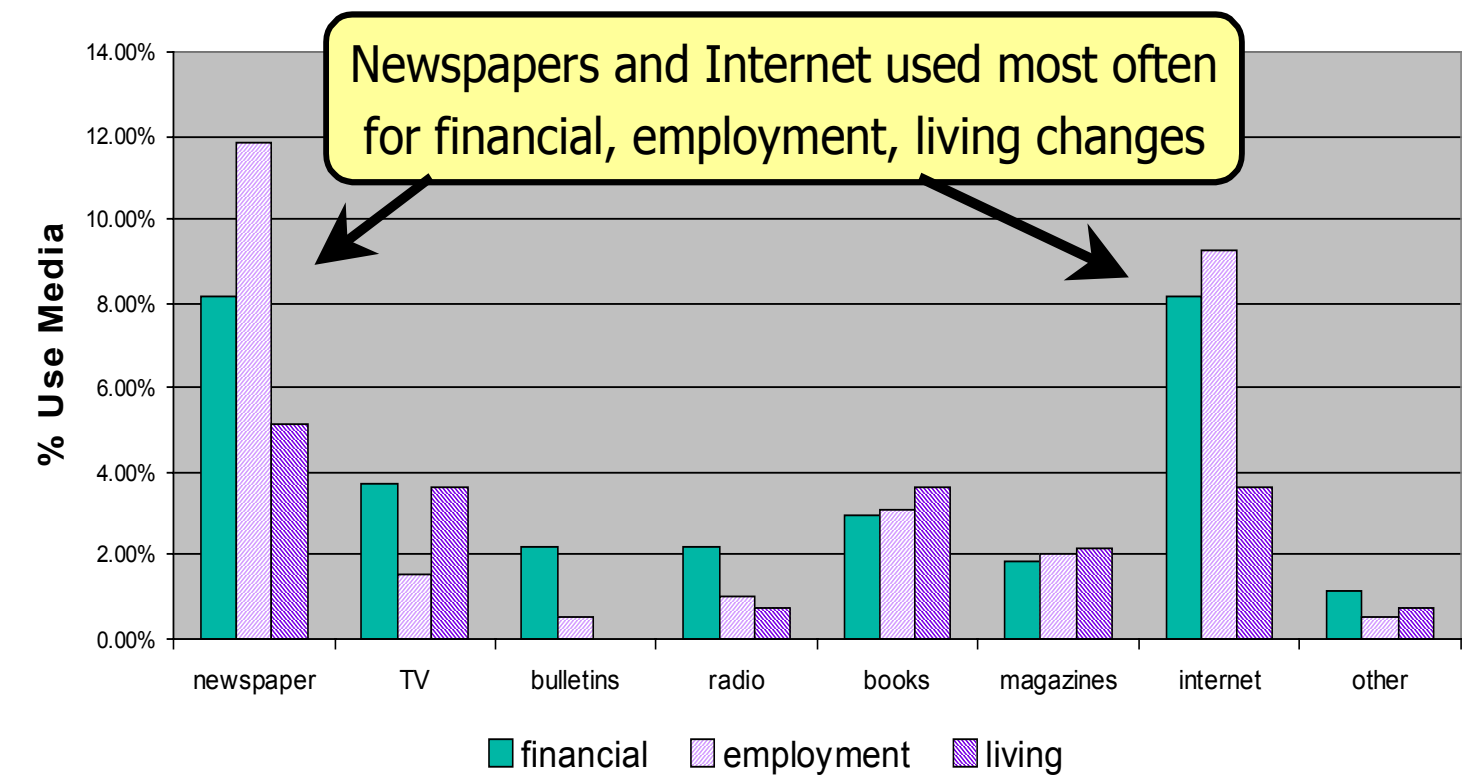
As the graphs show, the internet is used most often for education changes, while newspapers and the internet are used most often for financial, employment and living changes. More efforts need to be made to ensure that rural and small towns have improved access to internet services and local newspapers to help cope with household changes of all kinds.

% Media Used for Health, Parenting, Home Care, Education Changes



NRE Household Sample – 1995 cases

% Media Used for Financial, Employment, or Living Changes



NRE Household Sample – 1995 cases