

### Additional file 3

#### Sources of information by channel and sub-categories

**Table 7:** Sources of information by major and sub-categories (multiple responses possible)

Information Source	All Households	If any Information
	% (95% CI)	% (95% CI)
<b>Campaign</b>	<b>19.7% (18.0, 21.5)</b>	<b>33.7% (30.9, 36.6)</b>
Leaflet	14.6% (13.1, 16.3)	25.0% (22.5, 27.8)
Team	6.2% ( 5.2, 7.3)	10.6% ( 9.0, 12.5)
Distribution Point	0.1% ( 0.0, 0.2)	0.1% ( 0.0, 0.3)
<b>Media</b>	<b>21.5% (19.7, 23.5)</b>	<b>36.8% (33.9, 39.8)</b>
Radio	16.4% (14.7, 18.1)	28.0% (25.4, 30.7)
Drama	5.9% ( 4.8, 7.3)	10.1% ( 8.1, 12.5)
Press	0.1% ( 0.1, 0.2)	0.2% ( 0.1, 0.4)
<b>Mediators</b>	<b>15.7% (14.1, 17.4)</b>	<b>26.8% (24.4, 29.4)</b>
Leaders	9.6% ( 8.5, 11.0)	16.5% (14.5, 18.6)
Town announcer	6.3% ( 5.4, 7.5)	10.9% ( 9.3, 12.8)
Faith based	1.9% ( 1.5, 2.4)	3.2% ( 2.5, 4.1)
<b>Health System</b>		
Health worker	<b>18.6% (16.9, 20.5)</b>	<b>31.9% (29.2, 34.7)</b>
<b>Social network</b>		
Family or friends	<b>14.8% (13.3, 16.5)</b>	<b>25.4% (23.0, 28.0)</b>