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# Agenda- setting: The neglected role of some agents of power-propaganda (rumour,gossip,religion. .)

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**Appendix4a (i)**

**Rural Area Demographics**

| Pop ID | Target size | Response size | Gender | | Age Categories | | | | | Occupation | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| | | | Female | Male | Below 20 years | 20-30 years | 30-40 years | 40-50 years | Above 50 years | H/Wife | Farmer/ Fisherman | Employed (Self=110 Govt=25) | Unemployed | Petty traders |
| **Rural** | 700 | 616 | 263 | 348 | 78 | 127 | 143 | 123 | 142 | 85 | 120 | 135 | 31 | 120 |

**Appendix 4b Rural Output**

| Variables 1a-4a.a | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1a | 1b | 2a | 2b | 2c | 2d | 2e | 3a.a | 3a.b | 3a.c | 3a.d | 3a.e | 3a.f | 3a.g | 3a.h | 3a.i | 3b.a | 3b.b | 3b.c | 3b.d | 4a.a |
| 348 | 263 | 78 | 127 | 143 | 123 | 142 | 85 | 120 | 51 | 25 | 110 | 31 | 118 | 23 | 48 | 13 | 62 | 26 | 28 | 133 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 4a.b-5b.e | | | | | | | | | | | | | | | | | | | | |
| 4a.b | 4a.c | 4a.d | 4a.e | 4a.f | 4a.g | 4a.h | 4b.a | 4b.b | 4b.c | 4b.d | 4b.e | 5a.a | 5a.b | 5a.c | 5a.d | 5b.a | 5b.b | 5b.c | 5b.d | 5b.e |
| 30 | 14 | 12 | 42 | 82 | 138 | 10 | 58 | 143 | 47 | 93 | 131 | 312 | 80 | 102 | 115 | 93 | 18 | 20 | 25 | 3 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 5.ca-7a.iv | | | | | | | | | | | | | | | | | | | | |
| 5c.a | 5c.b | 5c.c | 5c.d | 5c.e | 5d.a | 5d.b | 5d.c | 5d.d | 6a | 6b | 6c | 6d | 6e | 6f | 6g | 7a | 7a.i | 7a.ii | 7a.iii | 7a.iv |
| 132 | 14 | 32 | 36 | 20 | 12 | 57 | 26 | 76 | 31 | 111 | 10 | 16 | 148 | 3 | 18 | 72 | 43 | 8 | 15 | 7 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 7b-10b.d | | | | | | | | | | | | | | | | | | | | |
| 7b | 7c | 7d | 8a | 8b | 8c | 8d | 8e | 9a | 9b | 9c | 9c.i | 9c. ii | 9c. iii | 10a.a | 10a.b | 10a.c | 10b.a | 10b.b | 10b.c | 10b.d |
| 108 | 86 | 61 | 474 | 49 | 19 | 4 | 69 | 45 | 343 | 43 | 42 | 29 | 5 | 164 | 289 | 91 | 31 | 71 | 52 | 20 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 10c.a-13b.a | | | | | | | | | | | | | | | | | | | | |
| 10c.a | 10c.b | 10c.c | 10c.d | 10c.e | 11a | 11b | 11c | 11d | 11e | 12a | 12b | 12c | 12d | 12e | 13a.a | 13a.b | 13a.c | 13a.d | 13a.e | 13b.a |
| 75 | 4 | 6 | 5 | 7 | 9 | 34 | 20 | 21 | 22 | 14 | 31 | 36 | 10 | 8 | 58 | 244 | 87 | 114 | 56 | 15 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 13b.b-16a | | | | | | | | | | | | | | | | | | | | |
| 13b.b | 13b.c | 13b.d | 13b.e | 13b.f | 13b.g | 13b.h | 14a | 14b | 14c | 14d | 14e | 14f | 14g | 15a | 15b | 15c | 15d | 15e | 15f | 16a |
| 224 | 47 | 30 | 89 | 75 | 43 | 7 | 73 | 83 | 113 | 43 | 35 | 115 | 67 | 67 | 119 | 37 | 37 | 141 | 202 | 35 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 16b-17h | | | | | | | | | | | | | | | | | | | | |
| 16b | 16c | 16d | 16e | 16f | 16g | 16h | 16i | 17a | 17b | 17c | 17d | 17e | 17f | 17g | 17h | | | | | |
| 0 | 1 | 18 | 15 | 7 | 47 | 142 | 330 | 12 | 5 | 45 | 18 | 1 | 9 | 340 | 173 | | | | | |

**Appendix 4c Urban Output**

| Variables 1a-4a | | | | | | | | | | | | | | | | | | | | |
|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|---|
| 1a | 1b | 1c | 1d | 1e | 1f | 1g | 1h | 2a | 2b | 2c | 2d | 2e | 3a | 3b | 3c | 3d | 3e | 3f | 3g | 4a |
| 43 | 22 | 0 | 2 | 45 | 64 | 1 | 0 | 20 | 2 | 7 | 2 | 43 | 36 | 4 | 38 | 35 | 11 | 48 | 0 | 21 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 4b-8a | | | | | | | | | | | | | | | | | | | | |
| 4b | 4c | 4d | 4e | 4f | 4g | 5a | 5b | 5c | 5d | 5e | 5a | 6b | 6c | 6d | 6e | 7a | 7b | 7c | 7d | 8a |
| 20 | 7 | 2 | 64 | 4 | 11 | 19 | 22 | 5 | 64 | 11 | 2 | 16 | 11 | 1 | 2 | 174 | 10 | 1 | 0 | 13 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 8b-11d | | | | | | | | | | | | | | | | | | | | |
| 8b | 8c | 8d | 8e | 9a | 9b | 9c | 9d | 9e | 10a | 10b | 10c | 10d | 11a | 11a.i | 11a.ii | 11a.iii | 11a.iv | 11b | 11c | 11d |
| 55 | 3 | 44 | 58 | 21 | 42 | 14 | 35 | 67 | 10 | 12 | 47 | 38 | 160 | 25 | 0 | 4 | 10 | 8 | 10 | 0 |
| | | | | | | | | | | | | | | | | | | | | |
| Variables 11e-13h | | | | | | | | | | | | | | | | | | | | |
| 11e | 11f | 12a | 12b | 12c | 12d | 12e | 12f | 12g | 12h | 12i | 13a | 13b | 13c | 13d | 13e | 13f | 13g | 13h | | |
| 5 | 0 | 11 | 1 | 0 | 2 | 1 | 16 | 1 | 14 | 129 | 2 | 5 | 110 | 6 | 8 | 2 | 36 | 7 | | |
| | | | | | | | | | | | | | | | | | | | | |