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**Effectiveness of Mass Media in Family Planning Knowledge, Attitudes and Practices in Egypt 2000-2003.**

This research will examine the influences of IEC activities on women's knowledge, attitudes and practices in Egypt. Data are primarily drawn from IEC centre, the impact survey (2002) and the EDHS (2000), the former survey collected information from representative samples of women of reproductive age in the areas covered by the EDHS Survey.

Additional supplementary information from information, education and communication centre will be utilized.

A logistic regression is used to assess the association between mass media exposure and family planning knowledge, attitudes and practices, controlling for individuals background characteristics.