

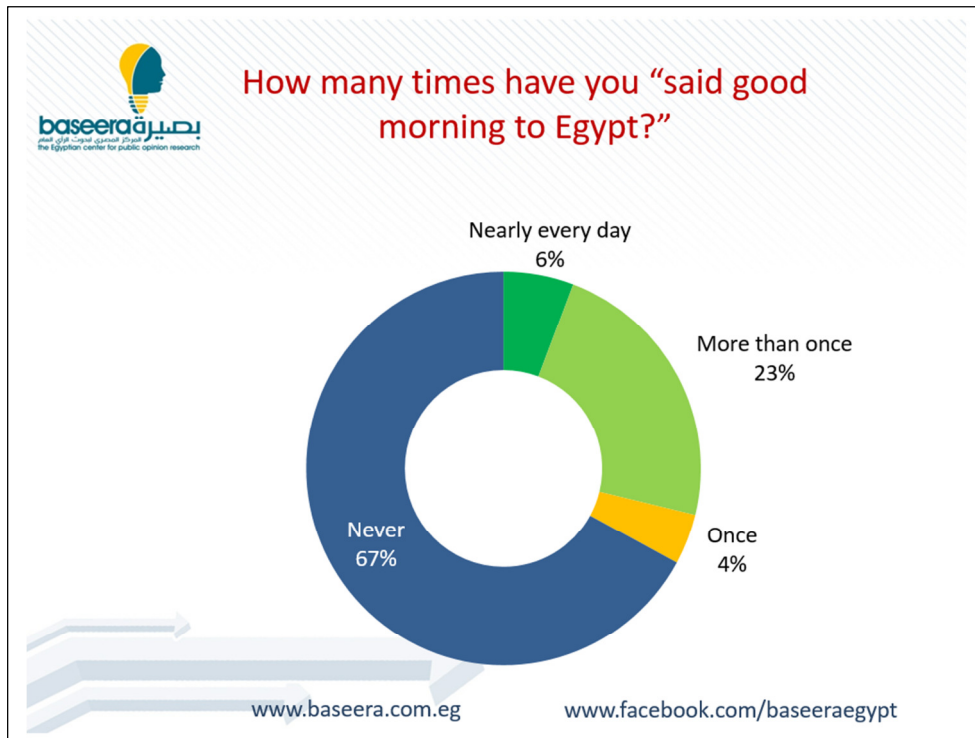
Press Release

The poll conducted by the Egyptian Center for Public Opinion Research (Baseera) on “Say Good Morning to Egypt” initiative

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One in 5 Egyptians didn’t hear of the “Say Good Morning to Egypt” initiative

One-third of Egyptians sent text messages to the “Say Good Morning to Egypt” numbers



The Egyptian Center for Public Opinion Research (Baseera) conducted a public opinion poll about the “Say Good Morning to Egypt” initiative which was launched by President al-Sisi in a bid to revive the Egyptian economy.

The poll showed that 21% of Egyptians never heard of the “Say Good Morning to Egypt” initiative. In urban areas, 16% of the population is unaware of the initiative, and the percentage increases to 25% in rural areas.

Among those who heard of the initiative, two-thirds believe it may improve economic conditions in Egypt; 21% said it will not bring about any improvement in the country’s situation; and 11% were undecided. The percentage of those who believed the initiative may help improve things decreases from 73% among those who have less than intermediate education to 56% among those with university education.

About two-thirds of the respondents said that they didn’t take part in the initiative or send text messages to the cellphone numbers the initiative provided. Nearly 4% said that they sent one message; 23% sent more than one message; and 6% said they had sent one message per day since the initiative started.

Men were more interested in the initiative than women. The percentage of those who sent at least one message was 29% among women and 37% among men. The older people also seem more interested in the initiative than the young. The percentage of those who participated in the initiative was 37% among those above the age of 50 compared to 27% among those aged 18 to 30. Worth noting that the percentage of participation didn’t witness high changes according to economic status (38% in the highest economic level and 31% in the lowest economic level).

Methodology:

The poll was conducted using both mobile phones and landlines on a sample of 1526 citizens aged 18 years old and above, and covering all governorates. All phone interviews were conducted from 8 to 9 March, 2016. The response rate was around 42%, and the margin of error in the results is around 3%. The poll was self-funded by Baseera as a part of its social responsibility activities.

For more information on the detailed findings and the methodology adopted, or to see the graphic presentation of results, please visit our website: www.baseera.com.eg

