

**FAMILY OF THE FUTURE
ASSOCIATION**

PN-REC-260

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**"Oral Tracking Study":
The Effectiveness of Norminst
Advertising Campaign**

Introduction

F.O.F. has the pleasure to publish this final report of the "Oral Tracking Study" which measures the effectiveness of Norminest advertising campaign. This study is to go parallel with another one concerning the same product, i.e., "The Oral Monitoring Study", which is measuring the attitudes of the initial Norminest users.

The present research is a pre-after study with interval of about three months. The sample was selected from different govern- orates all over the country.

In this respect, the research department will continue its efforts toward providing the decision maker and those who are interested in family planning, with essential scientific informa- tion; that we fulfil our objectives through social marketing.

Finally, the research department is to acknowledge the International Information and Communications Consultants for carrying out this piece of research. Also, we acknowledge all those who have participated in the different stages of this research.

Research Department

F.O.F.

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INTRODUCTION

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PROBLEM AND METHODOLOGY

Problem and Methodology

The present research aims at measuring the effectiveness of an advertisement campaign organized and carried out by the Family of the future Society (F.O.F.) to probagate a new product in the field of family planning and contraceptives , a new kind of oral pills under the brand " NORMINEST FE."

The present research has been carried out with a view to assess such an effectiveness and to describe the corresponding changes obtaining in the course of the distribution of this new brand of oral pills so that the findings may be made use of in planning for future campaigns .

Research Objectives

Main Objective :

To assess the effectiveness of the advertisement campaign under question through analysins and co-relating

its findings on the basis of an objective criterion, i.e., the content of the very campaign and to which extent such a content was successfully communicated to the targeted sample.

Detailed Research Objectives:

- 1- to assess the awareness of the advertisement under question;
- 2- to assess how far the advertised message has been perceived;
- 3- to assess the ability to recall the content of the advertised message ;
- 4- to assess the awareness of the product under question;
- 5- to identify those advertising media that proved most effective in transmitting the relevant advertised message; and
- 6- to identify the different attitudes towards using NORMINEST pills;

Secondary Objectives:

- 1- to assess the degree of awareness of contraceptives by the targeted sample;
- 2- to measure the attitudes of females towards family planning;
- 3- to measure the attitudes of females towards using oral pills;

- 4- to assess the role played by opinion leaders;
and
- 5- to assess the degree of awareness of F.O.F. and
their activities by the targeted sample.

Research Steps and Methodology:

To realise the objectives of the present research, the type of research known as " tracking studies " has been adopted.

Tracking Study is one of the methods used in handling the problems of development and change. It implies the carrying out of a number of successive studies at regular intervals on the same group of individuals or on similar groups over a certain period.

The present research is phased up into two parts. The first one was carried out while the first advertisement wave was in progress. In that phase, field work was done in the second half of May 1984 . The second phase was to be synchronous with the second wave , i.e , three months after the conclusion of the first wave . Field work of this phase started in the first week of September .

Questionnaire was the means of data- collection for this purpose.

Following is a quick glance at the steps of the development of the questionnaire to finally make it applicable to the community under question, and the modifications which were introduced in the process;

- 1- The determination of the required data in the light of research objectives, both quantitatively and qualitatively;
- 2- Designing the main structure of the questionnaire in the form of a series of successive units. Each unit covers a single problem about which data are to be collected. This is followed by putting those units in a logical sequence;
- 3- The development of the questionnaire in its initial form. Then questions were divided up into two categories;
 - a) Open - ended questions that give a respondent the freedom to answer them in her own language as she deems fit without being confined to a number of probable answers already prepared by the research team, and
 - b) Closed questions with different answers out of which a respondent has to choose an alternative or a group of alternatives.
- 4- Putting the questionnaire to test with a view

to ascertain its appropriateness, both logically and experimentally, through:

- x A discussion of the questionnaire among the research team and the consultants;
- x A discussion of the questionnaire with those who are in charge of the Research Department under F.O.F. That discussion aimed at ascertaining that the design of the questionnaire duly served the research objectives, that it was sufficient to collect the required data both quantitatively and qualitatively, and that it was properly developed and clearly composed. The research team as well as those in charge of the Research Department under F.O.F. were considered experts in the research field under question;
- x Carrying out a pretest of a limited sample of cases (respondants) that consisted of 24 respondents. It was made sure, while selecting this limited sample, that it was representative of the whole sample. It was also taken into account that it should represent the different educational levels so as to

find out how simple the questions included in the questionnaire were. The limited sample also covered all the age categories within the age range under question (females between 24 and 35 years) so as to identify how far the respondents perceived the questions, and the terms used, to identify the extent of the clarity of those terms and to what extent the respondents would respond to each question and the time it would take to collect data, remarks and comments on all the aspects of the questionnaire in form and content .

- 5- The final development of the questionnaire after modifying it on the basis of the views expressed by experts and the pretest of the limited sample;
- 6- Training the female researchers who would apply the questionnaire, and briefing them on how to fill in the forms, before starting the field work. This was corresponded with the preparation of a guide of the procedural definitions as well as instructions that would help the female researchers in the course of field work.
- 7- The application of the questionnaire during the

period May 15 through the end of May 1984 ; and

8- Carrying out a consistency test . A random Sample of 24 cases representing the areas of the study (8 cases from greater Cairo: Sayedda, Dokki and Qalyoub, 8 cases from Assyout, and 8 cases from Mansoura and AL- Mahalla AL- Kobra) was collected. Then other researchers once again filled in forms which had been filled in by the same respondents. That step, which came a week after the starting of field work, was taken through an exchange of positions among the researchers.

Determination of the community to be studied and the technique of Sampling:

The community under study consists of females between 24 and 35 years, an age period which comes right in the middle of fertility age , i.e., 15-45 years .

The sample was selected in a way that geographically represents a community covering three areas, namely, greater Cairo, lower Egypt and Upper Egypt .

It was agreed with the officers in charge of research under F.O.F. that the sample volume would be 500 components through out the three areas, divided up into two equal parts each corresponding to a phase of the research. 150 components were sorted out from three areas in Greater Cairo, namely, Dokki (representing a mixed area of Giza Governorate),

Sayed a Zeinab (representing a common Locality of Cairo Governorate), and Qalyoub (representing a rural area of Qalyoubiya Governorate) on the basis of 50 components from each . In Lower Egypt a 75 - component sample was sorted out from each of Mansoura and AL-Mahalla AL - Kobra where as 150 components were sorted out from Assyout (representing Upper Egypt).

Random sampling was phased as follows:

- 1- a random selection of localities so as to secure the selection in each area of two localities, one representing a relatively low economic and social standard, and the other representing a relatively high economic and social standard. Details are as follows :

x Greater Cairo:

a- Sayed a Zeinab:

- x AL- Darb AL- Gadeed locality and its side-streets (Sweigat- al- Lala, AL- Darb AL- Gadeed St., Sweigat AL- Sabba'een, and Qawaweer).
- x Al-Ainy locality and its side - streets (Al- Saba'a Saggayat, AL- Sadd AL-Barrani, Workers Quarters of Abi-el-Reesh, Eastern side of Qasr AL- Ainy St.)

B- Dokki:

x Al-Mesaha locality (Okasha, A'amer, Rafa'a, Rushdan, and Al- Tahreer).

x Bein Al-Sarayat locality (Ahmed Al-Zayyat St. , Al Sukkari, Al- Wakeel, and Oueis).

C- Qalyoub:

Sidi Al- Ra'ai, Sidi Haib, Yahya St., Al-Oumara'a St., Saeed Pasha St., and 10 Ramadan St.).

x Assyout:

- Al- Hamra Area (representing the lower Social and economic standard) .

- Alexan & Qulta Area - representing the higher Social and economic standard).

x Lower Egypt:

a- Mansoura:

- Judeila locality (Jami'e Al- Kholi) and its side - streets (Madrasat Jazeerat Al - Ward St., Ezbet Ali, Jami'e Al- Kholi St., and Al - Shaheed Abd-el Mone'm Riyad St.

- Torail locality and its side - streets (Talat Harb, Rizgallah housing Scheme, Botari St., Mukhtar Al - Misri, and Ali bin Abi Taleb).

b- Al- Mahalla Al- Kobra:

- x Ezbet El - Gomhouriya
- x Shukri El- Quwatli

2- A regular random selection of houses : it was agreed that a survey of all the houses of the locality under question should be made, then the total number of houses by the volume of the sample of each area. The result would be the regular difference between two components. The first house was selected through the simple random selection and it was agreed that the researcher would apply the questionnaire to only one respondent in each house . A respondent had to be chosen according to age categories, i.e.,:

1st category: from 24 to below 27 years.

2nd category: from 27 to below 31 years .

3rd category: from 31 to below 35 years .

Determination of Data Processing Techniques:

- 1- A desk review of the forms was made to make sure that all the relevant data would be covered there by. That led to the conclusion that there was still a need for some additions . They were duly made by the researchers .
- 2- Initial tabling of questionnaires, including the open-ended questions, was carried out .

- 3- A plan for statistical analysis was developed on the basis of seeking correlations between characteristics and variables.

- 4- That was followed by typifying and categorising the data , developing the basic tables, correlation tables relating to the correlation between exposition to advertising media and the demographic characteristics, and the correlation between exposition to advertising media and the demographic characteristics, and the correlation between the characteristics, awareness of the new pills and the source of Knowledge, all according to the statistical analysis plan .

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PART ONE

FINDINGS OF PHASE I OF
RESEARCH

I - Findings Related to Basic
Objectives

I- The Degree of Awareness of Advertisement on the
New Product " NORMINEST Fe " :

- 1- The analysis has shown that most of the respondents, 76.9 % of the total number of respondents (346 out of 450 respondents) were aware of the advertisement on the new product and that they learnt about the new pills. The highest percentage in this regard was recorded in Delta (AL-Mahalla and Mansoura), i.e., 87.3 % while the lowest percentage was recorded in Assyout, i.e., 34.7 % (Details to be given on table I).

2- In the same Vein, the analysis of the data has shown that most of the respondents, 63.4 % of the total number of those who learnt about the pills under question, were aware of the right brand of the pills, i.e., NORMINEST, and that the percentage of those who failed to mention the right brand was as low as 0.6 %. The highest percentage of awareness of the right brand of the new pills was recorded in Delta (Al- Mahalla and Mansoura) , i.e., 74 % . No respondent in that area failed to mention the right brand of the pills under question. (Details to be given on table 2).

3- The analysis has shown that a high percentage of those respondents who learnt about the new pills, 41.1 % in all the governorates covered by the research, were aware of the body that provides those pills, namely, F.O.F. The highest percentage in this regard was recorded in Delta, i.e., 56.5 % while the lowest percentage was recorded in Greater Cairo, i.e., 17.4 only . The percentage of those who failed to mention the right name of the body under question, namely, F.O.F., was 7.7 % and the lowest percentage in this regard was recorded in Assyout, i.e., 1% only. (Details to be given on table 3).

II- The Degree of Perceiving the Advertised Message and the Ability to Recall its Content:

- The analysis has generally shown that the advertised

message relating to " NORM NEST " Pills was perceived to a great extent through all advertising Media , percentage variations between various Media notwithstanding.

- It has been found out that respondents could recall a relatively big part of the content of such a message, percentage variations between various Media (T.V., Radio, Newspapers and Magazines) notwithstanding.

Details are given hereunder:

1- T.V.:

a- Conference AD :

- 69.1 % of the total number of respondents who watched the " Conference AD " on T.V. (123 respondents throughout the governorates covered by the present research) perceived that the AD under question dealt with the instructions related to the intake of the new pills while 14.6 % of them could not remember whether the AD dealt with such instructions .

The highest percentage of perception was recorded in Delta (Mansoura and AL- Mahalla) at 83.6 % . The highest percentage of failure to remember was recorded in Greater Cairo (Sayeda,

Dokki, and Qalyoub) at 19.2 %.

- 65.9 % of the total number of respondents who watched that AD (on T.V.) perceived that the new pills were to be taken on a regular daily basis . The highest percentage in this regard was also recorded in Delta at 78.3 % while the lowest percentage was recorded in Assyout at as low as 37.5 % .

17.6 % of the total number of those respondents who stated that the AD under question dealt with the period of intake (85 respondents throughout the governorates covered by the present research) stated that the pills were to be intaken daily, failing to state a specific period of intake, while 14.1 % stated that pills were to be intaken for 21 days a month. Both answers were wrong.

- 79.7 % of the total number of respondents who watched the AD under question (on T.V.) perceived that the AD dealt with the advantages of the new pills. The percentages recorded in this regard were : 100 % in Assyout, 80 % in Delta , and 73.1 % in Greater Cairo. Those who could not remember counted for 13 % of the total number.

- 32.4 % stated that the advantages of the new pills, as projected by the AD under question, centred around having no side-effects, 24 % stated that the new pills additionally combined iron, and 15.3 % stated that the new pills were suitable for those ladies who used no method before. (Details to be given on table No. 6). Other advantages counted for lower percentages as follows :

x	Easy to intake	9.6 %
x	They are suitable for those ladies who stopped intake of pills no less than 3 months.	7.4 %
x	They are to be intaken continuously for 28 days	4.4 %
x	They do not affect fertility	2.6 %

- Respondants succeeded, to a great extent, in partially recalling the content of the advertised message related to the " Conference AD " as follows:

- 1- That the new pills have only limited side-effects 39 frequencies.
- 2- That they additionally combine iron 21 frequencies .
- 3- That "NORMINEST" pills are newly introduced in the market 15 frequencies .

- 4- That they are suitable for those ladies who used no method before 11 frequencies
- 5- That the new packet contains 28 pills . 9 frequencies
- 6- Other components were recorded at lower frequencies such as : that after holding a meeting, physicians affirmed that these pills were good for use ; that researches have proved their effectiveness ; that they are oral ; and that they are suitable for use by those ladies who stopped pills intake .

B - The "Packet Ad " :

- 71.9 % of the total number of those respondents who watched the " packet Ad " on T.V. (334 respondents throughout the governorates covered by the research) understood that the advertisement under question explained the instructions of intake related to the new pills . Those who failed to remember that accounted for 11.7 % . The highest percentage of awareness in this regard was also recorded in Delta at 78.4 % while the highest percentage of failure to remember

in this regard was also recorded in Greater Cairo at 12.5 % .

- 59.5 % of the total number of respondents stated that they understood that the new pills were to be used on a regular daily basis , 6.2 % failed to remember that.

The highest percentage of awareness in this regard was recorded in Delta at 79.6 % while the lowest was recorded in Assyout at 40.8 % . Those who stated that the pills were to be used for 21 days (incorrect answers) and those who stated that they were to be used daily without mentioning any specific period accounted for an equal percentage , i.e. , 16.1 % .

- 69.5 % of the total number of those respondents who watched the " Packet AD " stated that it indicated some advantages of the new pills . 19.5 % of those respondents could not remember whether that AD indicated such advantages .

The highest percentage of those who stated that the AD under question dealt with some for those advantages was recorded in Delta at 87.2 % while the lowest percentage was recorded in Greater Cairo at 53.8 %.

- Right answers on the advantages of the new pills as projected in the " Packet AD " accounted for 67.2% whereas a few respondents , 20.3 % , stated some advantages which were not dealt with in that AD .

Right answers included that those pills have less side - effects (30.4 %) , that they additionally combine iron (32.3 %) , and that they are to be taken continuously for 28 days (4.5 %) .

Wrong answers included that the new pills were suitable for ladies who never used any method before (10.4 %) , that they were suitable for those ladies who stopped pill - intake for not less than 3 months (9.3 %) , and that they do not affect fertility (0.6 %) . Th That must have taken place due to a confusion between the " Packet AD "

and the " Conference AD ".

- Respondants also succeed in partially recalling the content of the advertised message related to the " Packet AD " as follows :

- 1- That the packet additionally combined iron tablets 99 frequencies
- 2- That the new pills have less side-effects 92 frequencies
- 3- That they are oral 15 frequencies
- 4- That they are to be intaken daily 11 frequencies
- 5- Other content items with less frequencies were stated such as : that the AD under question was meant for physicians and pharmacists, that the AD showed the instructions of intake, that the new pills were available in all pharmacies, that a lady has to put the pill strip in the packet before intake, and that the new pills are provided by F.O.F.

2- Newspapers:

A- Open Advertisement in Newspapers and Magazines (" Photo AD "):

- Respondants succeeded, to a great extent, in recalling some of the items of the

content of the advertised message in
Newspapers as follows :

- 1- That the AD dealt with "NORMINEST"
pills and their advantages 13 frequencies
- 2- The call by F.O.F. upon
ladies to use these pills 9 frequencies
- 3- That the pills have less
side-effects 6 frequencies
- 4- That the "AD" included a
picture of the pills'
packet 5 frequencies
- 5- That the "AD" was just a
photograph of a lady 3 frequencies
- 6- That any lady could use
the new pills 3 frequencies
- 7- That the new packet of pills
additionally combines iron 2 frequencies
- 8- That the "AD" give instructions
for intake 2 frequencies
- 9- That the new pills are oral one case

One respondent confused up the AD under
question with some other AD's and, hence, stated
that the "AD" showed a picture of a family.

- In the case of magazines, respondents were , relatively, more able to recall some of the items of the content of the advertised message as follows :

- 1- That the "AD" showed a photograph of a lady with a packet of pills in her hand 18 frequencies
- 2- That the AD showed a packet of pills 16 frequencies
- 3- That the AD explained instructions for intake 4 frequencies
- 4- That the AD showed a photograph alongwith an article on pills 3 frequencies
- 5- Few respondents stated some other items with limited frequencies, such as: that the AD under question dealt with the advantages of the pills and that it mentioned that pills were being provided by F.O.F.

Few answers were given where at the respondent showed confusion of the contents of some AD's such as: that the AD was projected as a conference, that it was a

cartoon, and that it was just questions and answers .

B- The Indirect "AD" in Newspapers and Magazines
(Article AD):

- 60 % of those respondents who read the indirect AD in some newspapers and magazines stated that it dealt only with the new pills, a fact that shows lack of understanding that AD as well as failure to recall it.

Those who replied that the AD dealt with other things (3 respondents) stated that it generally dealt with family planning, breast-feeding, and that it provides advices to pregnant ladies.

3- Radio:

Respondants who listened to the advertisement on the new pills on radio succeeded in recalling most of its items as follows:

- 1- That the AD stated that the new pills had limited side - effects 22 frequencies
- 2- That the AD dealt with the advantages of these pills 15 frequencies

- 3- That it calls ladies for using "NORMINEST" new pills 11 frequencies
- 4- That the AD stated that pills were to be taken daily 7 frequencies
- 5- That it stated that they additionally combined iron tablets 4 frequencies
- 6- And that they are being provided by F.O.F.

III- Advertising Media Considered Most Effective in Delivery of Advertised Messages :

The analysis has generally shown that T.V. was the most effective among the advertising media in projecting the advertised message about " NORMINEST " pills . Second to it came magazines with a considerable gap . Those who learnt about the new pills through T.V. counted for 74.3 % of the entire range of sources , while magazines accounted for 8.4 % of those sources.

The analysis has shown that radio was, to some extent, the least effective among such media, as those who learnt about the new pills through radio counted only for 7 % .

Individual and plural contacts counted for a low percentage in this regard, i.e., 2.9 % . (Details to be given on table No. 10).

Here is a detailed account of the relative effectiveness of each of the advertising media under question:

1- T.V.:

The analysis has shown that the " Packet AD " on T.V. was the one most watched as it counted for 62.6% out of the total number of those who watched AD's on the new pills on T.V. The " Conference AD " counted for the lowest percentage in this regard, i.e., 25 % only .

The highest percentage for watching the " Packet AD " was recorded in Assyout at 82 % while the lowest was recorded in Delta at 54.1 % .

The highest percentage for watching the " Conference AD " was recorded in greater Cairo at 29.7 % .(Details to be given on table 4).

The main reasons given for not watching the AD's on new pills on T.V. were as follows :

- That a respondent generally does not pay concentrated attention to watching while advertisements are displayed 14 frequencies
- That a respondent is too busy to find time to watch advertisements 11 frequencies

- That a respondent does not watch T.V. at all while advertisements are displayed 7 frequencies
 - That a respondent is not a regular viewer of T.V. 5 frequencies
 - That T.V. went out of order while AD wave was on . 3 frequencies
- Other reasons such as the non-availability of a T.V. with a respondent , and that a respondent is not at home while advertisement wave is on.

Now we will deal with the degree of effectiveness of both the " Conference AD " and the " Packet AD " from respondents ' points of view :

A- The "Conference AD " :

- The time preceeding the Arabic drama series at 7.15 P.M. was the most common time for watching the " Conference AD " at 53.6 % . The percentages recorded in this regard were 50 % in Greater Cairo, 55.4 % in Delta , and 55.6 % in Assyout .

The least common time for watching was mid-day , as watching percentage at this time was as low as 3.3 % . (Details to be given on Table 5).

- Most of those respondents who watched the " Conference AD " , 88.6 % , were impressed by it. The highest percentage in this regard was recorded in Delta at 92.7 % . (Details to be given on Table 7).

Aspects that impressed the respondents most are given here in a descending order:

- x That it is supported by physicians' opinions and documented 46 frequencies
- x That it highlights the advantages of the new pills 22 frequencies
- x That it is easy to understand 18 frequencies
- x That it explains instructions for intake 13 frequencies
- x That it publicises a new useful contraceptive 12 frequencies
- x That it was presented in a new manner 3 frequencies
- x That it was frank one case
- x That the style of speech was impressive one case

- 11.4 % of those respondents who watched the " Conference AD " , (123 respondents) were not

impressed by it, giving the following reasons in a descending order:

- | | | |
|---|--|---------------|
| x | That it was rough | 6 frequencies |
| x | That it was not clear enough | 5 frequencies |
| x | That the " Packet AD" was more attractive | 5 frequencies |
| x | That it was rather theatric than real | 5 frequencies |
| x | That the new pills , according to 4 respondant , were not useful | 4 frequencies |

B- The " Packet AD ":

- The time preceeding the Arabic drama series at 7.15 P.M. , in this case as well, was the most common time for watching the " Packet AD " at 47 %. The percentages recorded in this regard were 57.4 % in Greater Cairo, 49 % in Delta , and 32.4 % in Assyout.

No percentage of watching at mid- day materialised (Details to be given on Table 8).

- Most of those respondants who watch the

" Packet AD " ,i.e., 91.9 %, were impressed by it. The highest percentage in this regard was recorded in Greater Cairo (Sayedda, Dokki, and Galyoub) at 94.2 % (Details to be given on Table 11).

Aspects that impressed the respondents most are given here in a descending order:

x	The design of the packet	82 frequencies
x	That the AD explains instructions of intake	40 "
x	That it highlights the advantages of the new pills and that they have limited side - effects	34 frequencies
x	That the AD is clear and easy to understand	33 frequencies
x	The way the AD is presented	28 frequencies
x	The high quality of the AD	25 frequencies
x	That the AD is serious	19 frequencies
x	That it calls for family planning	14 frequencies
x	That it is convincing	8 frequencies
x	That it is attractive	3 frequencies

x That it is the first AD on
contraceptives that is not
conceivable by children 2 frequencies

- 8.1 % of those respondents who watched the " Packet
AD " (27 respondents) were not impressed by it,
giving the following reasons in a descending
order:

x That it is not attractive 7 frequencies

x That she does not use an oral-
pill - contraceptive 6 frequencies

x That it does not show the
advantages of pills precisely 5 frequencies

x That it is meant for physicians
and pharmacists only and because it
calls the attention of children
to contraceptives, a fact that
embarrasses the mother who, ab
initio, does not believe in
family planning

2- Newspapers:

The " Packet AD " in Magazines was the one preferred
most by those respondents who watched the AD on the new pills
in newspapers and magazines at 75 % , followed by the

newspapers at 11.5 % , then came the " indirect AD " , i.e. , articles, in magazines at 5.8 % . No respondent expressed appreciation of the " indirect AD " in newspapers.(Details to be given on Table 16).

The main reasons for not watching AD's on the new pills in newspapers were as follows :

x	That the AD did not grasp her attention at all	59 frequencies
x	That she abinitio does not use any contraceptive	22 frequencies
x	That she is not a regular reader of newspapers	18 frequencies
x	That she is not interested in family planning	9 frequencies
x	That she is not interested in AD's	9 frequencies
x	That the AD is not clear	3 frequencies
x	That she has no time	one case

The " Packet AD " published in the weekly " Akhbar el - Yom " was the one most seen by those respondents who saw it in newspapers, at 47.4 % , followed by the " Packet AD "

in the daily " Al- Ahram " at 44.7 % . (Details to be given on Table 12).

66.7 % of the respondents were impressed by the AD under question for the following reasons :

- | | | | |
|---|--|----|-------------|
| x | The way it is presented | 10 | frequencies |
| x | That the picture of the lady and the packet was a big and bright one | 6 | frequencies |
| x | That its diction is easy to understand | 5 | frequencies |
| x | That it is attractive | 5 | frequencies |
| x | The design of the packet | 4 | frequencies |
| x | That it explains instructions of intake | 2 | frequencies |

(Details to be given on Table 13).

33 % of those respondents who saw the " Packet AD " in newspapers were not impressed by it for the following reasons :

- | | | | |
|---|-------------------------------------|---|-------------|
| x | That it was not clear | 2 | frequencies |
| x | That magazines were more attractive | 2 | frequencies |
| x | That it is not attractive | 2 | frequencies |

x That it is not easy to understand
at certain educational levels one case

The " Packet AD " published in " Hawa'ia " illustrated weekly was the one most seen by those respondents who saw the AD under question in magazines, at 67.6 % , followed by the " Picture AD" published in " Akher Sa'a illustrated weekly at 12.2 % , then " October" illustrated weekly at 9.5 %.

No respondent stated that she saw the AD under question in " Tabibak al - Khas " magazine . (Details to be given on Table 14).

93 % of those respondents who saw the " Picture AD " in magazines were impressed by it. They were attracted most by the following :

x	The design of the packet	15 frequencies
x	The way the AD is presented	5 frequencies
x	The clarity of the AD under question	6 frequencies
x	That it highlights the advantages of the new pills	6 frequencies
x	The fine colours of the AD under question	3 frequencies
x	That it is attractive	2 frequencies
x	The prettiness of the lady who holds the packet	2 frequencies

- That a respondent does not pay attention to what is broadcast on radio 29 frequencies
- That the program she regularly listens to does not broadcast AD's 28 frequencies
- That she is neither interested in family planning nor in contraceptives 17 frequencies
- That she does not listen to radio while AD's are broadcast 13 frequencies
- That the AD on new pills did not grasp her attention 8 frequencies
- That she listens only to a certain program on radio 7 frequencies

90.5 % of those who got the AD on radio were impressed by it for the following reasons :

- 1- That it explains instructions for intake 14 frequencies
- 2- The way it is presented 11 frequencies
- 3- That it is easy to understand 10 frequencies
- 4- That it is broadcast before, or after, good programs (The timing of broadcast) 5 frequencies

- | | | |
|----|--|---------------|
| 5- | Clarity | 4 frequencies |
| 6- | That it highlights the advantages of the pills | 4 frequencies |

Those respondents who were not impressed by the AD under question stated, for a reason, that it lacked clarity.

Comparability of Advertising Media:

54 % of the respondents, throughout the governorates covered by the present research, were impressed by the "Packet AD" telecast on T.V., followed by the "indirect AD" in newspapers that counted for 0.4 %. The "Photo AD" in newspapers counted for as low as 0.8% . (Details to be given on Table 17).

The main reasons given by the respondents for being impressed by the " Packet AD " on T.V. were as follows :

- | | | |
|----|--|----------------|
| 1- | The way it is presented | 34 frequencies |
| 2- | The clarity of the AD under question | 31 frequencies |
| 3- | That it explains instructions for intake | 17 frequencies |
| 4- | That it is audeo - Visual | 10 frequencies |
| 5- | The design of the packet | |
| 6- | That the idea of the AD is new one | 7 frequencies |
| 7- | That it highlights the advantages of the pills | 4 frequencies |

Those who were impressed by the " Conference AD " on T.V. gave the following main reasons:

- 1- That it broadly spoke about the advantages of the pills 20 frequencies
- 2- That it adopts a scientific way in argumentation 15 frequencies
- 3- Using pictures in explaining instructions for intake 12 frequencies
- 4- The clarity of the AD
- 5- That it is based on presenting physicians ' views 4 frequencies

IV- Attitudes of Female Respondants Towards Use of NORMINEST Pills:

The analysis has shown that a majority of female respondants ' 54.4 % , are convinced by Norminest Fe. Pills. The highest percentage was in Delta (Mahalla and Mansours) 58.3 % . (see Table 18).

Reasons given by female respondants for being convinced by the new pills were as follows :

- 1- It additionally contains iron tablets 65 frequencies
- 2- Marginal side - effects 26 frequencies
- 3- A good contraceptive 21 frequencies

- | | | |
|----|--|---------------|
| 4- | Easy to use | 7 frequencies |
| 5- | Its results found better than those of other contraceptives through experience | 6 frequencies |
| 6- | Better than I.U.D. | |
| 7- | Because physicians accepted it at the conference | 2 frequencies |
| 8- | Its daily use helps avoiding forgetting or error | 2 frequencies |

Reasons given by female respondents who are not confined by pills were as follows :

- | | | |
|----|----------------------------------|----------------|
| 1- | No experience with it | 70 frequencies |
| 2- | It needs physicians consulting | 31 frequencies |
| 3- | It is harmful | 2 frequencies |
| 4- | A woman may forget to take pills | one case |
| 5- | I.U.D. is a better contraceptive | one case |

A good number of female respondents have mentioned that the new pills " Norminest Fe." compared with other brands, have more advantages. The average percentage of this attitude was 53.1 % . The highest percentage recorded, i.e. 64 % was in Delta.

Advantages of the pills as seen by female respondents were as follows ;

- | | | |
|----|-------------------------------|-----------------|
| 1- | It additionally contains iron | 148 frequencies |
| 2- | Marginal side-effects | 51 frequencies |

- 3- Nice package 8 frequencies
- 4- Easy to use 8 frequencies
- 5- The most modern contraceptive 3 frequencies

V- Correlation between exposure to various advertising media and demographic characteristics of female respondents:

1- Correlation between exposure to advertising media and age^x:

- The analysis has shown that a majority of the sampled female respondents do not read newspapers, illiterate who numbered 101 out of the total number of 450 sampled respondents throughout all the governorates excluded. It has also shown that this prevails most in the age category of 31-35 years and prevails least in the age category of 27 below 31 years .
- The analysis has shown that a good percentage of female respondents read newspapers and magazines as well. This prevails most in the age category of 31-35 years and prevails least in the age category of 24 below 27 years.
- The analysis has shown that the category of 27 below 31 years mostly read only newspapers,

* It has been confined here to the age categories of female respondents sampled for the present study, i.e., from 24 to 35 years .

and that the category of 24 below 27 years mostly read only magazines. Yet, the percentage of reading only magazines is limited in all the age categories within the sampled age range.

- The analysis has shown that a majority of female respondents always listen to radio (263 out of 450 respondents) , and that various age categories are more or less similar in this regard. however, the age category of 27 below 31 years shows a higher tendency .
- The analysis has shown that the highest percentage of those who do not listen to radio are in the age category of 31-35 years. Furthermore, this category also includes a good percentage of those who are irregular listeners.
- Furthermore, lady respondents always watch T.V. (400 out of the total of 450 who were sampled). Most of them come in the age category of 24 - below 27 years . The least among them come in the age category of 27- below 31 years .
- The percentage of those who never watch T.V. is extremely marginal, i.e., 26 respondents only. However the majority of them comes in the age category of 31-35 years .

Thus , it could be said , in general, that the age category of 31-35 years is, comparatively, the category least exposed to different advertising media .

Correlation between exposure to advertising media and work :

.. The analysis has shown that most of the females who do not work never read newspapers (146 out of 240 female respondents do not work). The high percentage of illiteracy among the non - workers may be the reason. Most of the literate do not work. This may find a partial explanation in the fact that the percentage of workers in the sample was high.

- The analysis has shown that most of the female non - workers always listen to radio (145 out of 240 female respondents) then come the employees . Most of those who never listen to radio are professionals (within the sample) .

A majority of non - workers always watch T.V. (210 out of 240 female respondents). Employees constitute the majority among workers who watch T.V. The analysis has shown that an extremely marginal percentage of female respondents (workers and non - workers) never watch T.V. (only 19 female respondents).

Thus , it generally appears that non - workers are more exposed to T.V., then radio, then newspapers. Employees are more exposed to T.V. , then newspapers, then radio . Professionals are more exposed to T.V.,then newspapers, then radio. Workers, as a sub - category of professionals, are exposed to T.V. , then radio , then newspapers.

3- Correlation between exposure to advertising media and the educational level :

- The analysis has shown that a good percentage of female respondents never read newspapers despite the fact that they are not illiterate (89 female correspondants, most of whom are only able to read and write, a fact which is expected because those can read with difficulty). Most of those who read newspapers are intermediate - and secondary - level educated, then come the highly educated. However, the percentage of those who never read newspapers among the intermediate - and secondary - level educated is higher than that of the highly educated (17.5 % against 11.4 %).
- The analysis has shown that most of those who always or sometimes listen to radio are those who only read and write (85.5 %), then those who are below intermediate (85.4 %), then those who are highly educated (85.2 %), then those who are intermediate - and - secondary - level educated (81.7 %).
- The analysis has shown that all those who are able to read and write, and the above - secondary - level educated (within the sample) watch T.V. A marginal percentage of those who are below intermediate,

intermediate - and - secondary - level educated, and highly educated, do not watch T.V. (2.4% , 2.5 % and 3.4 % respectively) . The percentage of those among the illiterate who do not watch T.V. is as high as 9.1 % . The percentage of those among the higher level educated who do not watch T.V. is 50 % (3 out of a total of 6 female respondents) .

Thus , it generally appears that while most of female respondents are exposed to T.V. , exposure is reversely proportional to educational level. However, there is a deviation from that attitude among the illiterate as the percentage of relative non - exposure is high. A similar reverse proportionality could be found between exposure to newspapers and educational level. The percentage of non - exposure among those who only read and write is high, whereas it diminishes among who only are higher - level educated. Yet , this is not true in the case of radio. (details on table 19).

VI- Correlation between the source of learning of the new " Norminest Fe " pills and exposure to advertising media :

- The analysis has shown that female respondents who learnt about the new pills through T.V. are the most exposed to various advertising media . Most of them always read newspapers and magazines and listen to radio . All of them watch T.V.

- All who learnt about "NORMINEST FE" pills through magazines do read newspapers and magazines. Most of them listen to radio and watch T.V. However, they do not confine themselves to reading newspapers .
- The same is also true with those who learnt about those pills through radio . All of them listen to radio and all of them are regular listeners - but they also watch T.V. and most of them are regular viewers and most of them read newspapers and magazines . However, they do not confine themselves to reading magazines .
- As for those who learnt about the new pills through newspapers , all of them read newspapers and magazines and , at the same time, watch T.V. Most of them listen to radio as well.
- Despite the fact that a percentage of female respondents is exposed to various advertising media, they learnt about the new pills only through some personal contact cadres, i.e., relatives, friends or colleagues. Most of those who came to learn about the new pills through relatives do listen to radio and all of them read newspapers and watch T.V. Most of those who came to learn about the new pills through friends or colleagues do read newspapers , listen to

radio and watch T.V. (Details on Tables 20, 25, 26, 26 A , 26 B and 26 C).

VII- The preference of a specific AD in different advertising media , its correlation with demographic characteristics:

- The analysis has shown that those , within the sample, who give top preference to conference AD on T.V. belong to age category of 24 - below 27 years and are highly educated employees.
- Those who prefer the Packet AD on T.V. belong to age categoris of 24 below 27 and 31 -35 years . Most of them are non workers and intermediate - and - secondary - level educated .
- There has been an equal preference of the Photo AD on newspapers as each category was represented by one case . One category belonged to non- workers, a second to employees and the third to professionals. As for the educational level, one case was at an intermediate - and - secondary level and two cases were at a high education level.
- As for the Article AD on newspapers (preferred by only two cases), those two cases belonged to the age category of 27 - below 31 years, both professionals . One case was at high education level and the other was at intermediate- and -

secondary - education level .

- There has been an equal preference of the Photo AD on magazines by the age categories of 24 - below 27 and 31 -35 years . those who preferred it most were non- workers who were highly educated .
- Only four cases preferred the Article AD on magazines, out of whom three belonged to the age category of 31-35 years who were non - workers . Most of them were intermediate - and- secondary - level educated .
- No respondent preferred the AD on Radio .

VIII- Correlation between satisfaction with " NORMINEST Fe" pills and the demographic characteristics of the female respondents :

- The analysis has shown that the age category who was most satisfied with " NORMINEST Fe" was that of 31- 35 years , followed , with a slight difference , by that of 27 below 31 years . The reason may be that , at this age, a lady may think of using a contraceptive after having given birth to the number of children she desired.
- This is also supported by the high percentage

of those who are not satisfied with pills within the age category of 24 - below 27 years (19.7 % of the total number of respondents in this category) compared with those who are not satisfied with them within the age category of 31-35 years (18 % of the total number of respondents in this category).

- The analysis has shown that most of the sampled workers are satisfied with the new pills , i.e., 50.7 % of the total number of the sampled workers . However, a relatively high percentage of non - satisfaction with the new pills within the sample (21.5 % out of the total number of workers respondents against 15 % out of that of non - number respondents). It is worth mentioning here that the percentages of those who replied in the negative to this question and those who gave no reply thereto. In the first case, the percentage was as high as 15 % , and 20.9 % in the second.
- As for the educational level, the analysis has shown that a high percentage of the intermediate- and - secondary - level educated are satisfied with these pills , i.e., 60.9 % of this

category of the sample . Then comes the category of below - intermediate as the percentage of satisfaction was 60.5 % . The least satisfied category was that of the illiterate, as the percentage of satisfaction was as low as 27.5 % .

IX- Correlation between satisfaction with the new pills and source of learning thereabout:

- The analysis has shown that a high percentage of satisfaction with the new pills appeared among those who learnt about them through radio as a mass advertising medium (82.4 % out of the total number of those who learnt about them through radio. Then comes the percentage of those who learnt about the new pills through magazines (56.1 % out of the total number of those who learnt about them through magazines).
- The lowest percentage of satisfaction was that of those who learnt about the new pills through T.V., i.e., 22.1 % out of the total number of those who learnt about them through T. V. However , it should be taken into consideration that a high percentage of this category gave no

reply to the question concerning their satisfaction with the new pills or otherwise.

X- Correlation between satisfaction with the new pills and the method adopted by female respondents as a contraceptive :

- The analysis has shown that there is a great deal of correlation between the satisfaction of female respondents with " NORMINEST Fe " and their preference of oral pills as a contraceptive method . The percentage of satisfaction recorded within this category was 46.3 % while that of non- satisfaction was only 15 %.
- There was a high percentage of non - satisfaction with the new pills among those who prefer the I.U.D. as a contraception method, i.e., 25.8 % of this category .
- Two cases who prefer creams as a contraception method have shown satisfaction with the new pills.

2 - Findings Related to the Secondary
Objectives of the Research

I- Awareness of the Targets of F.O.F and its Activities:

- The analysis has shown that most of the sampled respondents have learnt about F.O.F., i.e., 67.3%. The highest percentage recorded was in Delta, i.e., 76.7 % while the lowest was recorded in Assiyout, i.e., 62 % out of the total number of respondents .
- The main source of such knowledge was T.V. (73%) then came radio through which only 9.2 % learnt about F.O.F., followed by newspapers at 5.3 %.
- The percentage of those who learnt about F.O.F. through its Rallies was only 1.9 % of the sample, whereas 1.6 % learnt about F.O.F through pharmacist(details on table 21).
- A good percentage of the sample could successfully define the activities of F.O.F. as follows:
 - That it calls for family
planning 130 frequencies
 - That it distributes
contraception methods 38 frequencies

- That it distributes "Norminest" pills. 11 frequencies

There were some other replies as follows:

- That it develops AD's on contraception methods. 10 frequencies
 - That it treats mothers and children. 2 frequencies
 - That it distributes "Amaan" tablets. 2 frequencies
 - That it is a medical Society 2 frequencies
 - That it holds conferences on family planning one case
 - That it examines ladies before determining the suitable contraception method. one case
- 43 respondents, i.e., 14.2 % out of the total number who could confirm learning about F.O.F., could not define its activities .
- The analysis has shown that a good percentage of the respondents who have learnt about F.O.F., i.e., 64 %, have also learnt about the methods promoted by F.O.F. The highest percentage recorded in this regard was in Delta (71.3 %) while the lowest was in Greater Cairo (54.7 %).

- The percentage of those who use such methods was only 45.4 % of those who learnt about them. The percentage of those who stopped using such methods was 3.6 %.
- The percentage of those who do not use the methods promoted by F.O.F. despite learning about them was 48.5 % , an obviously high percentage.
- I.U.D came at the top of the methods learnt about by the sample as those promoted by F.O.F., as the percentage of knowledge there of was 42.4 % , then came the " Amaan " Tablets at 36.2 % , and the last one was " Tops " condoms at 21.4 %.
- I.U.D. continued to be the most well-known throughout the two Zones of Greater Cairo as well as Delta, while " Amaan " foam tablets, were the most well - known methods for the respondents in Assyout . However, they also had a more - or - less knowledge of I.U.D.
- I.U.D. was the F.O.F. promoted means which was widely used by the sampled group, as it has been used by 46 female respondents, whereas foam tablets have been used by only 16 female respondents . Only 9 ladies intimated that their

husbands used "Tops " condoms .

- The female respondents gave the following reasons for preferring I.U.D.
 - That it does not affect lactation . 14 frequencies
 - That it is comfortable 14 frequencies
 - That it is used upon a physician's advice. 12 frequencies
 - That it is safe to use as there is no probability of forgetting , if compared to pills. 6 frequencies
- The analysis has shown that a good percentage of the female respondents who have learnt about F.O.F. have not learnt that there are special clinics under F.O.F. (75.2 %) . The highest percentage of knowledge of F.O.F. clinics was recorded in Greater Cairo (50.5 %) . This may be natural in view of the fact that the three F.O.F. clinics in Greater Cairo are located in Dokki , Sayeda, and Imbaba .
- The percentage of the clients of those clinics did not exceed 15.3 % out of the total number of those who have learnt about them.

II- The General knowledge of Family Planning Methods:

- Oral pills were the method most learnt about by

the sampled respondents (392 frequencies) followed by I.U.D. (337 frequencies), then foam tablets (157 frequencies) then condoms (130 frequencies) , then ovariectomy (28 frequencies) and finally coitus interruptus (7 frequencies).

- It may be worth mentioning here that numerous contraception methods were referred to as known ones (details on table 3).
- The analysis has shown that T.V. was , generally, the main source of knowledge about contraception methods, as the percentage of those who learnt about such methods through T.V. was 35.4 % compared to other sources of knowledge, followed by neighbours or colleagues (14 %) . Radio accounted for 9.1 % , physician 8.4% , newspapers 8% , magazines 7.7 % , Pharmacist 0.5 % and seminars 1.7 % (details on table 4).
- The research has shown that a majority of the sampled group are currently using a contraception method at 64 % in the three Zones (Greater Cairo, Delta and Assyout) . However , the percentage in the Delta sample was as high as 74.7 % .

- The female respondents who stopped using a contraception method accounted for 7.8 % . The percentage of this category in Greater Cairo was as high as 14 % out of the total number of respondents in this Zone.

- The highest percentage of non- use of any contraception method was recorded in Assyout, i.e., 37.4 % out of the total number of respondents in that Zone .

- Oral pills were the method most widely used by the respondents , i.e., 154 frequencies, followed by I.U.D. (93 frequencies) then came the following methods:
 - Condoms 11 frequencies
 - Foam tablets 8 frequencies
 - Safe period 7 frequencies
 - Coitus interruptus 5 frequencies
 - injections 2 frequencies
 - ovariectomy one case
 - Amaan tables one case
 - Diaphragm one case

- Oral pills came at the top of methods stopped by some respondents after being used (20 frequencies)

followed by I.U.D. (9 frequencies) foam tablets (2 frequencies) , and finally one case for each of safe period and condoms.

- The analysis has shown that there is a positive correlation between the knowledge of the respondents of contraception methods and their using such methods , and a positive correlation between the knowledge of a certain contraception method and the adoption of the same . The percentage of those who use family planning methods was 65.9 % out of the total number of those who learnt about them . The percentage of those who use a certain method ranged from 64.9 % to 83.3 % out of the total number of those who learnt about that specific method .
- The analysis has shown that a good percentage of the female respondents who currently use no contraception methods tend to use such methods in future . The percentage recorded in this regard was 88.3 % . This attitude was found highest in Assyout, i.e., 95.1 % , followed by 92.1 % in Delta , and 79.4 % in Greater Cairo .
- Oral pills came at the top of contraception methods which female respondents intend to use in future

(121 frequencies) followed by I.U.D. (57 frequencies) , safe period (5 frequencies) , ovariectomy (4 frequencies) and finally 2 frequencies for each of coitus interruptus, condoms , foam tablets, injections, and subcutaneous capsules .

- The main reasons for the preference of oral pills by the female respondents were as follows ;

- A method used before, proved comfortable. 39 frequencies
- The best method for family planning 31 frequencies
- Its results are guaranteed 30 frequencies
- It does not affect the ability to have children in future 5 frequencies
- It is easy to use 5 frequencies
- It has no side - effects 4 frequencies
- It is being used upon physician's advice 4 frequencies
- There is no knowledge of another method 2 frequencies

III- Views of Targets on Family Planning :

- The analysis has shown that most of the sampled respondents are aware of the over- population problem in Egypt (96.9 % out of the entire sample). The percentage of awareness in this regard was 98 % in Delta and Upper Egypt (Assyout) whereas it was 94.7 % in Greater Cairo .

- The analysis has shown that most of the sampled category who were aware of the over- population problem in Egypt were, to a great extent, exposed to advertising media . The percentage of their exposure to T.V. (always) was 89.7 % , to radio (always) 59.1 % , and that of reading newspapers and magazines 58.1 % .

Those who are exposed to advertising media but are not aware of the over- population problem account for as low as 1.1 % for each advertising medium.

- The findings of the research have proved that the age category of 24 - below 27 years was the category the most aware of the over- population problem (97.9 % of the total sample of this category).

- Craftswomen and female employees were the

categories the most aware of the over- population problem (100 % for the first category and 98 % for the second one).

- It may be mentioned that a high percentage of awareness of the over- population problem in Egypt has been recorded also among non- workers , i.e., 96.3 % , a fact that showed the ineffectiveness of the work non- work variable on the awareness of the over- population problem.

- Also there was no considerable effect of the educational level on the awareness, or non- awareness, of the over- population problem . Most of the sampled groups, their educational levels notwithstanding, were aware of the over- population problem . The percentage was 100% for below - intermediate and higher education levels, whereas that for the illiterate was 91.2 % of the total number of illiterate sampled.

- Family planning came at the top of the solutions suggested to face the over- population problem from the points of view of the respondents . This accounted for 71 % of the entire sample. The highest percentage was recorded in Assyout ,i.e., 76.4 % . Then followed guidance and information as a suggested solution to the over- population problem as it accounted for 12.7 % , and finally

the reclamation and agriculture- automation accounted for 5 % .

- The analysis has shown that most of those who suggested family planning to the over- population problem are those who always read newspapers, listen to radio and watch T.V. (details on table 22).
- It has been generally noticed that the ability of a female respondent to suggest solutions to the over - population problem is correlated - to a great extent - with her exposure, always, to various advertising media (newspapers, radio and T.V).
- Most of the sampled respondents are satisfied with the number of children they already have, and do not think of having more children.
The average percentage of this attitude was 60 % .
Its highest percentage recorded was in Greater Cairo, i.e., 64.7 % while the lowest percentage recorded was in Assyout, i.e., 54.7 % . However, 28.4 % of the respondents think of having more children . The highest percentage recorded in this regard was in Assyout, i.e., 32.6 % whereas the lowest one was in Delta, i.e., 24 % .
- The analysis has shown no considerable correlation between exposure to advertising media and thinking

of having more children . A good percentage, i.e., 32.8 % of those who read newspapers, 30 % of those who always listen to radio, and 28.6 % of those who always watch T.V. think of having more children.

There are, as well , 64.9 % of those who read newspapers , 59.5 % who do not listen to radio and 63.6% of those who watch T.V. do not think of having more children .

This may be an indication that there are other factors that affect the decision to have more children, such as the desire of the husband or that of parents, the impact of friends, religious considerations, the desire to have a male child, and the psychological and social factors with which some ladies are still obsessed, a fact that may lead them to feel that having more children would secure a stable family life .

This makes it imperative to understand the limits of the impact which communication and information media can have on a decision to have children .

- The analysis , has shown that the elder a lady becomes the more she tends to be satisfied with

the number of children she already had and the less she tends to think of having more children. The percentage of those ladies in the age category of 31-35 years who are satisfied with the number of children they already have was 77 % out of the total number of the sample in this age category . The percentage of those ladies in the age category of 24 - below 27 years who think of having more children was 45.1 % out of the total number of respondents in this category . This is natural as the younger are oftenly the more recently married .

- There has been no considerable correlation between work and the trend towards having more children. The percentage of those ladies who are satisfied with the number of children they already have and do not think of having more children in future was 63.3 % of the total number of the non- workers sampled, whereas it was 60.6 % in the case of employees and 56.6 % in the case of professionals .

- Also there has been no considerable correlation between the educational level and the trend towards having more children in future . The percentage of those illiterate who are satisfied with the

number of children they already have was 67.6 % , whereas it was only 50 % in the case of highly educated, 60.9 % in the case of above- intermediate level and 63 % in the case of intermediate - and - secondary - level educated. This fact reflects the existence of some other factors that have their impact on a decision to have more children in future .

Table 1

Awareness of the Sample of Advertisement on
New Pills by area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Awareness of AD on new Pills.								
Have learnt about them	117	78	131	87.3	98	65.3	346	76.9
Never heard of them	23	22	19	12.7	52	34.7	104	23.1
Total	150	100	150	100	150	100	450	100

Table 2

Awareness of the Sample of the Brand
of the " Product" by area

	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Awareness of the brand of pills.								
Mentioned right brand	56	46.3	97	74	69	70.4	222	63.4
Mentioned a wrong brand	2	1.7	-	-	-	-	2	0.6
No knowledge	10	8.3	1	0.8	-	-	11	3.1
Do not remember	34	28	7	5.4	13	13.3	54	15.5
No answer	19	15.7	26	19.8	16	16.3	61	17.4
Total	121	100	131	100	98	100	350	100

Table 3

Awareness of the Sample of F.O.F. who
distributes " NORMINEST " pills by
area

Area	Greater Cairo		Delta		Assyout		Total	
	freq.	%	freq	%	freq	%	freq	%
Awareness of the Body that distributes pills.								
Mentioned right name	21	17.4	74	56.5	49	50	144	41.1
Mentioned a wrong name	9	7.4	17	13	1	1	27	7.7
No Knowledge	21	17.4	8	6.1	28	28.6	57	16.3
Do not remember	48	39.7	2	1.5	4	4.1	54	15.5
No answer	22	18.1	30	22.9	16	16.3	68	19.4
Total	121	100	131	100	98	100	350	100

Table 4

Percentage of watching T.V. advertisements
on "NORMINEST" pills by area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Size of T.V. advertisement viewers								
Conference AD	52	29.7	55	23.8	16	12.5	123	23
Packet AD	104	59.4	125	54.1	105	82	334	62.6
Other	11	6.3	49	21.2	-	-	60	11.2
Do not remember	8	4.6	2	0.9	7	5.5	17	3.2
Total	175	100	231	100	128	100	534	100

Table 5

Timing distribution of watching
conference Advertisement by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Time of watching Conference AD								
At noon	2	2.9	2	2.2	2	11.1	6	3.3
Before Arabic Drama Series	35	50	51	55.4	10	55.5	96	53.3
Evening time	20	28.6	15	16.3	4	22.2	39	21.7
Night time	6	8.5	23	25	1	5.6	30	16.7
Do not remember	7	10	1	1.1	1	5.6	9	5
Total	70	100	92	100	18	100	180	100

Table 6

Advantages of the pills mentioned by " Conference AD "
Viewers by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
No side effect	21	36.8	41	29.3	12	37.5	74	32.4
Suitable for ladies who never used any method before.	4	7	25	17.9	6	18.9	35	15.3
Suitable for those who stopped using pills for less than 3 months.	1	1.8	14	10	2	6.2	17	7.4
Do not affect ability to have children.	4	7	1	0.7	1	3.1	6	2.6
Easy to use	3	5.3	17	12.1	2	6.2	22	9.6
include iron	16	28	32	22.9	7	21.9	55	24
Used continuously for 28 days	1	1.8	8	5.7	1	3.1	10	4.4
Other	3	5.3	-	-	1	3.1	4	1.7
Do not remember	4	7	2	1.4	-	-	6	2.6
Total	57	100	140	100	32	100	229	100

Table 7

Respondants Views on Conference

AD by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Views expressed								
Impressed by it	46	88.5	51	92.7	12	75	109	88.6
Not impressed by it .	6	11.5	4	7.3	4	20	14	11.4
Total	52	100	55	100	16	100	123	100

Table 8
Timing distribution of watching Packet
Advertisement by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Time of watching Packet Ad								
At Noon								
Before Drama Series	70	57.4	72	49	34	32.4	176	47
Evening Time	11	9	16	10.9	22	21.	49	13.1
Night Time	34	27.9	24	16.3	31	29.5	89	23.8
Do not remember	7	5.7	3	2	-	-	10	2.7
No answer	-	-	32	21.8	18	17.1	50	13.4
Total	122	100	147	100	105	100	374	100.

Table 9

Advantages of the pills mentioned by " Packet AD "
Sampled Viewers by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Advantages of Pills mentioned								
No side effects	32	36.4	80	28	35	32.2	147	30.4
Suitable for ladies who never used pills before	3	3.4	45	15.7	2	1.8	50	10.4
Suitable for ladies who stopped used pills for not less than 3 months	3	3.4	39	13.6	3	2.8	45	9.3
Do not affect ability to have children	2	2.3	-	-	1	0.9	3	0.6
Easy to use	7	8	21	7.3	12	11	40	8.3
Include iron	26	29.5	78	27.3	52	47.7	156	32.3
used for 28 days	-	-	20	7.1	2	1.8	22	4.5
Do not rembber	5	5.7	2	0.7	2	1.8	9	1.9
Other	10	11.3	1	0.3	-	-	11	2.3
Total	88	100	286	100	109	100	483	100

Table 10

Distribution of Sources of knowledge of Norminest pills by area

Area	Greater Cairo								Delta						Assyout		Total	
	Sayeda		Dokki		Qalyoub		Total		Mehalla		Mansoura		Total					
	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%		
T.V.	41	66.1	45	67.1	36	69.3	122	67.4	71	78	64	66.7	135	72.1	105	88.2	362	74.3
Newspapers	8	12.9	6	9	4	7.7	18	9.9	3	3.3	8	8.3	11	5.9	7	5.9	36	7.4
Magazines	7	11.3	10	14.9	2	3.8	19	10.5	8	8.8	11	11.4	19	10.2	3	2.5	41	8.4
Radio	4	6.5	4	6	6	11.5	14	7.7	7	7.7	11	11.4	18	9.6	2	1.7	34	7
F.O.F Seminars	1	1.6	-	-	-	-	1	0.6	-	-	2	2.2	2	1.1	-	-	3	0.6
A relative	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
A friend or a Colleague	-	-	-	-	1	1.9	1	0.6	2	2.2	-	-	2	1.1	2	1.7	5	1.1
Other	1	1.6	2	3	3	5.8	6	3.3	-	-	-	-	-	-	-	-	-	-
Total	62	100	67	100	52	100	161	100	91	100	96	100	187	100	119	100	487	100

Table 11

Respondant's Views on " Packet AD "
by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	98	94.2	115	92	94	89.5	307	91.9
Not impressed by it	6	5.8	10	8	11	10.5	27	8.1
Total	104	100	125	100	105	100	334	100

Table 12

Newspaper in which respondents saw
 " Norminest " pills ' AD by
 Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
AL- AHRAM	18	46.2	10	33.3	6	85.7	34	44.7
AL- AKHBAR	18	46.2	17	56.7	1	14.3	36	47.4
Do not remember	2	5.1	3	10	-	-	5	6.6
Other	1	2.5	-	-	-	-	1	1.3
Total	39	100	30	100	7	100	76	100

Table 13

Respondants' Views on Advertisement on Pills
published in Newspapers by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	16	57.1	13	68.4	7	100	36	66.7
Not impressed by it	12	42.9	6	31.6	-	-	18	33.3
Total	28	100	19	100	7	100	54	100

Magazine in which respondents saw "NOrminest"
Pills AD by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Magazine								
Tabibak AL-Khas								
Akher Sa'a	3	9.1	6	16.2	-	-	9	12.2
October	7	21.2	-	-	-	-	7	9.5
Howwa'a	18	54.5	28	75.7	4	10	50	67.6
Other	3	9.1	2	5.4	-	-	5	6.7
Do not remember	2	6.1	1	2.7	-	-	3	4
Total	33	100	37	100	4	100	74	100

Table 15

Respondants ' Views on Advertisement on Pills
published in Magazines by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	23	88.5	26	96.3	4	100	53	93
Not impressed by it	3	11.5	-	-	-	-	3	5.3
No Answer	-	-	1	3.7	-	-	1	1.7
Total	26	100	27	100	4	100	57	100

Table 16

Distribution of Respondants preference of AD's on
Pills in Newspapers and Magazines by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Photo AD in Newspapers.	1	4.8	4	14.8	1	25	6	11.5
Photo AD in Magazines	19	90.4	19	70.4	1	25	39	75
Articles in Newspapers	-	-	-	-	-	-	-	-
Articles in Magazines	1	4.8	2	7.4	-	-	3	5.8
No answer	-	-	2	7.4	2	50	4	7.7
Total	21	100	27	100	4	100	52	100

Table 17
Respondants' preference of AD's on pills by Area

Area Preference by AD's	Greater Cairo								Delta						Assyout		Total	
	Sayeda		Dokki		Qalyoub		Total		Mahalla		Mansoura		Total					
	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%
Conference AD on T.V.	12	60	15	31.9	4	28.6	31	38.7	13	27.1	13	27.1	31	24.8	7	24.2	69	29.4
Packet AD on T.V.	4	20	26	55.3	9	64.3	39	48.1	26	54.2	26	54.2	71	56.8	17	58.6	127	54
Photo AD in newspapers	-	-	-	-	-	-	-	-	1	1.3	1	2.1	2	1.6	-	-	2	0.8
Indirect AD in newspapers	-	-	-	-	-	-	-	-	-	-	1	2.1	1	0.8	-	-	1	0.4
Photo AD in magazines	3	15	3	6.4	-	-	6	7.4	5	6.5	7	14.5	12	9.6	-	-	18	7.7
Indirect AD in magazines	-	-	3	6.4	-	-	3	3.7	-	-	-	-	-	-	-	-	3	1.3
AD on Radio	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
All equal (no preference)	1	5	-	-	1	7.1	2	2.5	8	10.4	-	-	8	6.4	1	3.4	11	4.7
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	4	13.8	4	1.7
Total	20	100	47	100	14	100	81	100	77	100	48	100	125	100	29	100	235	100

Table 18

Sample's Satisfaction with Norminest pills by Area

Area Respondants , Views	Greater Cairo								Delta						Assyout		Total	
	Sayeda		Dokki		Qalyoub		Total		Mahalla		Mansoura		Total					
	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%	freq	%		
Use of new pills advisable	17	40.5	26	57.8	15	45.5	58	48.3	28	39.4	53	77.9	81	58.3	63	56.3	202	54.4
Use of new pills unadvisable	14	33.3	11	24.4	2	6.1	27	22.5	30	42.3	5	7.4	35	25.2	24	21.4	86	23.2
Undetermined	11	26.2	8	17.8	16	48.4	35	29.2	13	18.3	10	14.7	23	16.5	24	21.4	82	22.1
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	1	0.9	1	0.3
Total	42	100	45	100	33	100	120	100	71	100	68	100	139	100	112	100	371	100

Table 19

Sample Distribution of exposure to advertising media by Characteristics

Characteristics	Age				Occupation							Educational level									
	24 - 28	28 - 31-34	31-34	Total	No work	Labour	Employee	Professional	Business	Crafts	No answer	Total	Illiterate	Read & Write	Below Intermediate	Intermediate	Above Secondary	High	Higher	No answer	Total
Read Newspapers	31	38	31	100	33	6	36	23	1	-	1	100	-	17	9	48	7	18	-	1	100
Read magazines	4	2	1	7	2	-	3	2	-	-	-	7	-	1	-	5	-	-	1	-	7
Read both	44	49	59	152	59	3	47	41	1	-	-	152	-	10	19	46	12	60	5	-	152
No reading	63	58	70	191	146	12	13	17	-	3	-	191	102	39	15	20	4	10	-	1	191
Total	142	147	161	450	240	21	99	83	2	4	1	450	102	67	43	119	23	88	6	2	450
Listen to Radio always	88	89	86	263	145	11	62	43	1	2	-	263	54	37	31	73	12	51	5	-	263
Listen to Radio sometimes	26	39	37	102	47	7	23	22	1	2	-	102	19	20	6	25	5	24	1	2	102
Do not listen to radio	27	19	38	84	48	3	15	18	-	-	-	84	28	10	6	21	6	13	-	-	84
No answer	1	-	-	1	-	-	-	-	-	-	1	1	1	-	-	-	-	-	-	-	1
Total	142	147	161	450	240	21	99	83	2	4	1	450	102	67	43	119	23	88	6	2	450
Watch T.V. always	129	127	143	399	211	19	88	75	1	4	1	399	82	62	39	112	17	82	3	2	399
Watch T.V. sometimes	7	13	9	29	15	-	9	4	1	-	-	29	9	4	3	4	6	3	-	-	29
Do not watch T.V.	6	7	9	22	14	2	2	4	-	-	-	22	11	1	1	3	-	3	3	-	22
Total	142	147	161	450	240	21	99	83	2	4	1	450	102	67	43	119	23	88	6	2	450

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Table 20

Distribution of Respondents' Sources of knowledge of Norminest pills
by exposure to advertising media

Exposure to advertising media	Read Newspapers				Listen to Radio				Watch T.V.				
	Newspapers	Magazines	Both	No reading	Total	Always	Sometimes	Do not listen	Total	Always	Sometimes	Do not Watch	Total
T. V .	91	4	137	130	362	213	89	60	362	341	21	-	362
Newspapers	8	1	27	-	36	18	9	9	36	35	1	-	36
Magazines	-	2	39	-	41	20	16	5	41	34	6	1	41
Radio	19	-	15	-	34	27	7	-	34	33	1	-	34
F.O.F. Seminars	-	-	3	-	3	3	-	-	3	3	-	-	3
A relative	-	-	-	-	-	-	-	-	-	-	-	-	-
A friend or a colleague	1	1	2	1	5	4	1	-	5	4	-	1	5
Other Sources	1	-	3	2	6	4	2	-	6	5	1	-	6
Total	120	8	226	133	487	289	124	74	487	455	30	2	487

Table 21

Source of knowledge of F.O.F for Respondants by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Radio	14	10.6	19	12.9	2	2	35	9.2
T.V.	79	59.9	112	76.2	85	85.9	276	7.3
Newspapers	15	11.4	5	3.4	-	-	20	5.3
Road AD's	2	1.5	-	-	6	6.1	8	2.1
Pharmacist	2	1.5	4	2.7	-	-	6	1.6
Colleague or freind	4	3	2	1.4	2	2	8	2.1
Sister or Mother	5	3.8	-	-	1	1	6	1.6
Husband	-	-	1	0.7	-	-	1	0.3
F.O.F. Seminars	3	2.3	4	2.7	-	-	7	1.9
Other	7	5.3	-	-	2	2	9	2.4
Do not remember	1	0.8	-	-	1	1	2	0.5
Total	132	100	147	100	99	100	378	100

Table 22

Solutions for Over- population Problem in Egypt Suggested
by Respondants by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Family Planning	115	71	138	66.3	133	76.4	386	71
Geographic Rehabilitation	6	3.7	4	1.9	1	0.6	11	2
Emigration Abroad	3	1.9	2	1	1	0.6	60	1.1
Reclamation and Land Property	13	8	12	5.8	2	1.2	27	5
Guidance & Information	5	3.1	40	19.3	24	13.8	69	12.7
Efforts for Increasing National income	-	-	9	4.3	10	5.7	19	3.4
Other	20	12.3	3	1.4	3	1.7	26	4.7
Total	162	100	208	100	174	100	544	100

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Table 23

Contraceptives known by respondents by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Oral pills	112	33.8	136	29	144	30.8	392	30.9
I.U.D.	97	29.3	117	24.9	123	26.2	337	26.6
Diaphragm	10	3	19	4.1	16	3.4	45	3.5
Foam tablets	44	13.4	58	12.4	55	11.8	157	12.4
Condoms	36	10.9	48	10.2	46	9.8	130	10.2
Creams	8	2.4	12	2.6	11	2.3	31	2.4
Coitus interruptus	1	0.3	5	1	1	0.2	7	0.6
Sub-skin Capsules	5	1.5	7	1.5	16	5.5	38	3
Ovariectomy	4	1.2	22	4.7	2	0.4	28	2.2
Safe Period	4	1.2	22	4.7	14	3	40	3.2
Injections	10	3	23	4.9	31	6.6	64	5
Total	331	100	469	100	469	100	1269	100

Table 24

Respondants' Sources of information on Contraceptives
by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Newspapers	39	10.6	28	7.3	15	5.5	82	8
Magazines	30	8.2	36	9.4	13	5	79	7.7
T. V .	115	31.3	134	34.9	113	41.7	362	35.4
Motion Pictures	10	2.7	3	0.8	2	0.7	15	1.5
Radio	48	13.1	29	7.5	16	5.9	93	9.1
Bulletins	4	1.1	7	1.8	2	0.7	13	1.3
Posters	5	1.4	27	7	10	3.7	42	4.1
Physician	16	4.4	43	11.2	27	10	86	8.4
Pharmacist	2	0.5	2	0.5	1	0.4	5	0.5
Neighbour or Colleague	50	13.6	34	8.9	59	21.8	143	14
Seminars	2	0.5	8	2.1	7	2.6	17	1.7
Husband	7	1.9	26	6.8	3	1	36	3.5
Other	34	9.3	7	1.8	-	-	41	4
Do not remember	5	1.4	-	-	3	1	8	0.8
Total	367	100	384	100	271	100	1022	100

Table 25

Distribution of Respondants' Knowledge of Norminest pills by Characteristic

Characteristics	Age				Occupation								Educational Level								Number of Children								
	24 -	27 -	31-34	Total	No work	Labour	Employee	Profession	Business	Crafts	Non-professionals	Total	Illiterate	Read & Write	Below intermediate	Intermediate	Above Secondary	High	Higher	Non-professionals	Total	0	1	2	3	4	5	Band aware	Total
know about pills	125	108	116	349	172	16	88	68	-	4	1	349	59	50	33	102	19	80	4	2	349	32	72	109	84	35	8	9	349
NO knowledge	17	39	45	101	68	5	11	15	2	-	-	101	43	17	10	17	44	8	2	-	101	3	18	26	26	18	7	3	101
Total	142	147	161	450	240	21	99	83	2	4	1	450	102	67	43	119	63	88	6	2	450	35	90	135	110	53	15	12	450

Table 26

Frequency distribution of Sample's knowledge of Norminest pills by exposure to Various advertising media

Exposure to advertising media	Read Newspapers					Listen to Radio					Watch T . V.			
	Newspapers	Magazines	Read both	No reading	Total	Always	Sometimes	Do not listen	No answer	Total	Always	Sometimes	Do not Watch	Total
Know about them	90	6	131	122	349	204	84	60	1	349	321	23	5	349
No Knowledge	10	1	21	69	101	59	18	24	-	101	78	6	17	101
Total	100	7	152	191	450	263	102	84	1	450	399	29	22	450

Table 26 A

Frequency distribution of Greater Cairo's Sample's knowledge of Norminest pills by exposure to Various advertising media (covering Sayeda, Dokki, and Qalyoub)

Exposure to advertising media	Read Newspapers				Listen to Radio					Watch T.V.				
	Newspapers	Magazines	Read both	No reading	Total	Always	Sometimes	Do not listen	No answer	Total	Always	Sometimes	Do not Watch	Total
Know about them	20	1	56	41	118	62	40	16	-	118	103	14	1	118
No knowledge	3	1	7	21	32	13	9	10	-	32	26	3	3	32
Total	23	2	63	62	150	75	49	26	-	150	129	17	4	150

Table 26 B

Frequency Distribution of Lower Egypt's Sample's knowledge of Norminest pills by exposure to Various advertising media (covering Mahalla & Mansoura)

Exposure to advertising media	Read Newspapers					Listen to Radio					Watch T.V.			
	Newspapers	Magazines	Read both	No reading	Total	Always	Sometimes	Do not listen	No answer	Total	Always	Sometimes	Do not watch	Total
Know about them	45	3	49	35	132	82	30	19	1	132	125	6	1	132
No knowledge	2	-	3	13	18	13	5	-	-	18	15	1	2	18
Total	47	3	52	48	150	95	35	19	1	150	140	7	3	150

Table 26 C

Frequency Distribution of Upper Egypt's Sample's knowledge of Normirest pills by exposure to Various advertising media (covering Assyout)

Exposure to advertising media	Read Newspapers					Listen to Radio					Watch T . V .			
	Newspapers	Magazines	Read both	No reading	Total	Always	Sometimes	Do not listen	No answer	Total	Always	Sometimes	Do not watch	Total
Know about them	25	2	26	46	99	60	14	25	-	99	93	3	3	99
No knowledge	5	-	11	35	51	33	4	14	-	51	37	2	12	51
Total	30	2	37	81	150	93	18	39	-	150	130	5	15	150

PART II

FINDINGS OF PHASE II OF THE RESEARCH

- 1- Findings related to basic objectives
- 2- Findings related to Secondary objectives

1- Findings pertaining to basic objectives

1- The Degree of Awareness of Advertisement on the New product " NERMINEST FE " :

1- The analysis of the findings has shown that a high percentage of respondents were aware of the advertisement on "NORMINEST" pills. Those who have learnt about the new pills accounted for 81.3 % of the total number of respondents (366 out of 450 respondents). The highest percentage in this regard was recorded in Delta (Mansoura and AL- Mahalla) at 86.7 %. Lack of awareness was highest in Assyout as it accounted for as high as 73.3 %. (Details to be given on Table 27).

2- The analysis has shown that most of the respondents , i.e., 81.1 % of those who learnt about the new pills, were aware of the right brand of " NORMINEST" pills. Those who gave a wrong brand amounted for 4.6 % . The highest percentage of awareness of the right brand was recorded in Delta at 96.8 % . Only one respondent in that area gave a wrong brand for the pills. (Details to be given on Table 28).

3- 37.2 % of those respondents who have learnt about the new pills gave the right name of the body that provides those pills, namely, F.O.F. That was true in all the governorates covered by this study. The highest percentage in this regard was recorded in Delta at 63.1 % while the lowest was recorded in Greater Cairo at only 15.9 % . Those who gave a wrong name amounted for 26.2 % . The lowest percentage in this regard was recorded in Delta at only 14.6 % . (Details to be given on Table 29).

II- The Degree of Perceiving the Advertised Message and the Ability to Recall its Content :

- The analysis has shown that the advertised message relating to " NORMINEST " pills was perceived to a great extent through all advertising Media, percentage variations among various Media notwithstanding.

Details are given hereunder:

1- T.V. :

- 76.6 % of the total number of respondents who watched the " Packet AD " on T.V. (268

respondants throughout the governorates covered by the present research) perceived that the AD under question dealt with intake instructions related to the new pills while 6.8 % of them could not remember whether the AD dealt with such instructions . The highest percentage in this regard was recorded in Delta at 82.2 % . The highest percentage of failure to remember was also recorded in Delta at 10.8 % .

- 56.3 % of the total number of respondents who watched that AD (on T.V.) perceived that the new pills were to be taken on a regular daily basis . The highest percentage in this regard was recorded in Assyut at 77.9 % while the lowest percentage was recorded in Greater Cairo at as low as 29.4 %.

It may be noteworthy here that a good percentage of respondents who watched the "Packet AD " (on T.V.) in Greater Cairo and Delta stated that the pills under question were to be taken daily without giving a specific period, an answer that could be considered as a right one to some extent . Percentages in this regard were recorded in those two areas at 35.3 % and 10.4 % respectively.

- 22.8 % of the total number of respondents, who stated that the AD under question dealt with the period of intake (61 respondents throughout the governorates covered by the present research) stated that the pills were to be taken for 21 days a month, an answer which was wrong.
- 71.2 % of the total number of respondents who watched the " Packet AD " on T.V. perceived that it dealt with the advantages of the new pills . The percentage recorded in Delta in this regard was 81.4 % while that of Greater Cairo did not exceed 53.8 %.

Those who failed to remember accounted for 19.1 % of the total number of respondents throughout the governorates covered by the present research.

- The percentage of right answers on the advantages of the new pills as dealt with by the " Packet AD " was 63.3 % while some respondents, i.e., 34.2 %, mentioned some advantages which were not dealt with by the " Packet AD " . 2.5 % of respondents (14 out of the total number of respondents who stated that the AD dealt with the advantages of the pills) said they could not remember the

advantages dealt with by the AD .

Right answers given included that the new pills had less side - effects (28.7 %) , that they additionally combine iron (29.9 %) , and that they were to be taken regularly for 28 days (4.7 %) . (Details to be given on Table 30).

Wrong answers given included that the new pills were suitable for ladies who never used any means before (13.1 %) , that they were suitable for those ladies who stopped pill- intake for not less than 3 months (4 %) and that they do not affect fertility (3.3 %) . That must have taken place due to confusion by some respondents between the " Packet AD " and the " conference AD", both on pills .

- Respondants succeeded in partially recalling the content of the advertised message related to the " Packet AD " as follows :

- | | | |
|----|---|-----------------|
| 1- | That the pills' packet contains iron pills | 154 frequencies |
| 2- | That these pills are improved with minor side - effects | 75 frequencies |

- | | | |
|----|--|----------------|
| 3- | That they are to be taken daily | 33 frequencies |
| 4- | That they are aral | 28 frequencies |
| 5- | That they are contraception pills for family planning purposes | 19 frequencies |
| 6- | That they are easy to use | 25 frequencies |
| 7- | That they are used after consulting a physician; | 8 frequencies |
| | That pills come out of the packet by pressing the latter | 8 frequencies |
| 8- | That they are new and they are available at all pharmacies . | 5 frequencies |
| 9- | That these pills come in two different colours. | 2 frequencies |

Some wrong answers were given such as : that these pills are suitable for ladies who had not used pills for the last three months (a component of the content of the " conference AD " and not of the " Packet AD ") (30 frequencies); that they are practical and that they could be kept in a lady's beauty case (a component of the AD

published in Newspapers) (one case); and that a lady who wants to have a fresh start of her daily program should use these pills (a component of the content of the AD on radio) (one case).

78 respondents (23.3 of the total number of respondents who watched the " Packet AD ") could not recall the components of the advertised message .

2- Newspapers:

A - Open Advertisement in Newspapers and Magazines
(" Photo AD "):

- Respondants succeeded, to a great extent, in recalling some of the items of the content of the advertised message in Newspapers as follows :

1- That the "AD " dealt with the effectiveness of " NORMINEST" pills and its minor side-effects.

16 frequencies

- 2- That the " AD " was formed
up of a lady's photo and
a packet of pills . 11 frequencies
- 3- That the " AD " dealt with
new pills provided with
additional iron tablets. 4 frequencies
- 4- That they are suitable for
ladies who had previously
stopped pills' intake 2 frequencies
- 5- That they are to be used daily 2 frequencies

Some respondents confused up the content of this " AD " and those of other " AD's " . 17 respondents stated that the AD dealt with the advantages of the pills and their effect on the freshness of ladies while performing their activities (a component of the content of the AD on radio).

13 out of the total number of respondents who stated that they had seen the AD in newspapers, failed to recall the components of the advertised message in newspapers .

Respondants were relatively more able to recall some of the components of the content of

the advertised message in magazines, as follows:

- 1- That the AD showed a happy
looking lady holding a
packet of pills . 25 frequencies
- 2- That it showed a picture
of the packet . 3 frequencies
- 3- That it explained that
the packet additionally
contained iron tablets 3 frequencies
- 4- That the AD showed a packet out of
which there was a strip
carrying " NORMINEST FE"
brand . 2 frequencies
- 5- That it was an AD that dealt
with the instructions of pills
intake as well as their
advantages 2 frequencies
for each

Some answers were given where respondents
confused up the contents of different AD's such as:
that the AD showed a small family of a father, a
mother and two children .

B- The indirect " AD " in Newspapers and Magazines
(Article AD) :

- 63.6 % of those respondents who had read the indirect AD in some newspapers and magazines stated that it dealt , inter alia, with the new pills, a fact that shows the ability of respondents to perceive and recall the AD .

Other aspects mentioned by respondents included : dealing with contraceptives in general . Such as I.U.D. and providing medical guidance to ladies .

3- Radio:

Respondants who had got the AD on the new pills on radio succeeded in clearly recalling its components, as follows :

- 1- That the AD dealt with a day in the life of an active lady who concluded her daily program with taking " NORMINEST " pills . 45 frequencies
- 2- That the AD emphasized the importance of the pills for

- ladies as pills do not cause
any fatigue after any effort
indoors or outdoors . 10 frequencies
- 3- That " NORMINEST " pills
intake is safely guaranteed; 4 frequencies
That " NORMINEST " includes
iron . 4 frequencies

Some respondents recalled other components at
less frequencies such as: that pills are provided by
F.O.F. and that they are new pills .

8 out of the total number of respondents who stated
that they had got the AD on radio could not recall its
components .

III- Advertising Media considered Most Effective in Delivery
of Advertised Messages:

The analysis has generally shown that T.V. was the
most effective among the advertising media in
projecting the advertised message about " NORMINEST "
pills . Those who learnt about the pills under
question through T.V. accounted for 64.5 % of the
total number of sources . Second to it came radio with
a wide gap at 13.8 % .

Magazines were the least effective among mass media in this regard as it accounted only for 7.1%.

Personal contacts (individual and plural) together made up a low percentage that did not exceed 3.2 % (Details to be given on Table 31).

We deal separately hereunder with the degree of effectiveness of each of these advertising media:

1- T.V.:

- The analysis has shown that the " Packet AD " was the one most watched as it counted for 95.6 %. The highest percentage in this regard was recorded in Delta at 99.2 % while the lowest was recorded in Assyout at 92.8 % (Details to be given on Table 32).

- The time preceeding the Arabic drama series (on both Channels) was the most common time for watching the " Packet AD " ; at 38.4 % , followed by the evening time AD wave , at 31.2 %.

watching the AD directly before the arabic drama series accounted for 39.2 in Greater Cairo, 38.7 % in Delta , and 37 % in Assyout .

A low watching percentage was recorded at noon at 3.9 % (Details to be given on Table 33).

- Most of respondents who watched the " Packet AD", 92 % , were impressed by it . The highest percentage in this regard was recorded in Assyout at 94.1 % . (Details to be given on Table 34).

Aspects that impressed the respondents most are given below in a descending order :

- The design of the packet 87 frequencies
- Seriousness of the style of the AD 50 frequencies
- Clarity of the AD 48 frequencies
- Its call for family planning 40 frequencies
- That it explains instructions of intake and advantages of the pills 36 frequencies
- That it is attractive and gives an impression of credibility of these pills 21 frequencies
- That it gives a clear idea about the pills ; 17 frequencies
and about their benefits 17 frequencies

- That it introduced to the public a new brand of pills . 15 frequencies
- The high frequency of its screening encouraged some respondents to try pills 5 frequencies
- That it is easy to understand 2 frequencies
- That it cannot be easily perceived by children one case

Few respondents took , for advantages of the " Packet AD " , some advantages of the pills such as that it (the AD) additionally combines iron, that it is easy to use, and that it has minor side- effects.

- 8 % of respondents who watched this AD , 28 respondents, did not feel impressed by it for the following reasons (given in a descending order):

- That it is not attractive being based on no music or songs 11 frequencies
(all in Mahalla AL-Kobra).
- That it is generally not exciting 9 frequencies

- That a respondent is not interested at all in this issue 4 frequencies
- That it provides nothing new ; 2 frequencies
- That it did not explain the advantages of the pills; 2 frequencies
- That it is projected in a routine oft-repeated style; 2 frequencies
- That it is meant for physicians and pharmacists rather than ladies; 2 frequencies
- That it is perceivable only by few people 2 frequencies
- That she discovered, while using the packet, that it contained instructions quite different from those projected in the AD with the result that she felt reluctant to use pills one case

Few respondents gave some reasons that were related to pills in principle rather than advertisement on them, such as: that a lady never uses pills, that pills are not a guaranteed contraceptive, and that

contraception is prohibited by religion.

2- Newspapers:

- The " Packet AD " in newspapers was the one most preferred by respondents who saw it in dailies and periodicals, at 44.1 % , followed with narrow gap by the " packet AD " in magazines at 32.1% . An equal degree of preference was recorded in so far as the two " Indirect AD's" in newspapers and magazines were concerned. (Details to be given on Table 35).
- The " Packet AD " in " Al-Ahram " daily was the one most preferred by respondents who saw it in the newspapers, at 39.5 % , followed by the one in " Akhbar - el- Yom" weekly at 28.9 % (Details to be given on Table 36).

81.1 % of respondents who read the " Packet AD " in newspapers felt impressed by it for the following reasons :

- The way it is presented 12 frequencies
- The " AD " was attractive
being published on a large
space . 9 frequencies

- That it dealt with the advantages of the pills. 6 frequencies
- That it was easy to understand 5 frequencies
- The design of the Packet 5 frequencies
- The serious tune of the AD 2 frequencies
- The appearance of the lady who looked fresh; one case
- The frequency of the AD's appearance one case

- 18.9 % of respondents who read the " Packet AD " in newspapers did not feel impressed by it for the following reasons :

- It is less informative than the " Packet AD " on T.V.; 3 frequencies
- It is not attractive 3 frequencies
- It merely contained a picture; 2 frequencies
and lack of clarity 2 frequencies
- It is a static sort of AD one case

(Details to be given on Table 37)

- The " Packet AD " in the weekly illustrated " Haww'a " was the one most read by respondents who saw it in magazines, at 72.8 % , follows with a wide gap by the

" Picture AD " in the illustrated weekly " Akher Sa'a"; at 9.1 %. No respondent stated that she had seen that AD in " Tabibak AL- Khas " (literally " Your Private Physician) magazine . (Details to be given on table 38).

Most of respondents who stated that they had seen the " Picture AD " in magazines, i.e., 92.5 %, felt impressed by it, making emphasis on the following :

- The design of the Packet 16 frequencies
- The smile of the lady snapped for the AD gives the impression that pills do not cause any harm 9 frequencies
- The attractive way of presenting the AD 8 frequencies
- That it dealt with the advantages of the new pills 3 frequencies
- That the lady looks normal 2 frequencies

(Details to be given on Table 39).

Some wrong answers were give due to the confusing up by few respondents of the contents of different AD's , such as : The smaller a family is, the better

they enjoy life, and that the picture shows a happy, active family .

Those who were not impressed by the AD under question gave reasons such as : that the lady looked an Arabian rather than an Egyptian , that there was explanation under the lady's picture and the packet, that uneducated ladies could not understand it.

Those who read the " Indirect AD " in newspapers counted for a low percentage , i.e., 10.8 % , of the total number of those who learnt about the new pills through dailies and periodicals . Most of them read it in the weekly " Haww'a " (8 frequencies) followed by the daily " AL- Gomhouriya " (2 frequencies) and the weekly " Sabah - el - Khair " -(one case)

3- Radio:

- The " New Pills " AD on the commercial network " AL- Sharq AL- Awsat " was the one most listened to as it counted for 89.9 % of respondants who got on radio (99 respondants) while " AL - Sha'b " network counted for as low as 2 % .

13% of respondents who listened to the radio AD were not impressed by it, giving reasons such as: it looked exaggerated, it took a long time, it is nothing new, hence unattractive.

Comparability of Advertising Media :

Most of respondents were impressed by the " Packet AD " on T.V. that counted for 81.5 % through the entire package of interviews of the research, whereas no respondents was impressed by the " Indirect AD " in newspapers and magazines. (Details to be given on Table 40).

The most important reasons given by respondents for being impressed by the " Packet AD " on T.V. were as follows :

- | | | |
|----|---|----------------|
| 1- | That it is audeo - visual | 71 frequencies |
| 2- | That it explains instructions
intake | 18 frequencies |
| 3- | The clarity of the AD and
the attractive way in which
it is presented | 13 frequencies |
| 4- | That it explains the
advantages of the pills and
encourages their use | 9 frequencies |

The most important reason given by respondents for being impressed by the radio was that radio presented the AD in an attractive and nice way . (6.7 % of respondents throughout the governorates covered by the present research felt impressed by the three AD's on radio, namely, the " Female Peasant ", the " School " and the " Housewife " .

IV- Attitudes of Respondants Towards use of "NORMINEST"

Pills :

- The analysis has shown that a high percentage, 45.6 % , of respondents were satisfied with " NORMINEST" pills . The highest percentage in this regard was recorded in Delta at 55.4 % . However , the percentage of lack of satisfaction could not be considered high as it did not exceed 33.6 % throughout the governorates covered by the present research. It has been noticed that a considerable percentage of respondents could not express a clear-cut opinion in this respect . (Details to be given on Table 41).

Reasons given by respondents for being satisfied with the new pills included the

following (in a descending order):

- | | | |
|----|---|----------------|
| 1- | That they additionally combine
iron tablets | 68 frequencies |
| 2- | Minor side - effects | 64 frequencies |
| 3- | That they are easy to use and
effective | 59 frequencies |
| 4- | That they are new, obviously
clear of old shortcomings | 17 frequencies |
| 5- | They are a good method of
family planning | 10 frequencies |

Some other reasons were given at lower frequencies such as : that they are available in the market (3 frequencies) , that the percentage of hormone in it is lower in comparison with other brands (2 frequencies), that the packet keeps them invulnerable to microbes, that they are cheap.

The most important reasons given by those respondents who were not satisfied with the new pills were as follows:

- | | | |
|----|---|----------------|
| 1- | because she had not tried
them before | 74 frequencies |
| 2- | because that depends upon
physicians' consultation | 41 frequencies |

- 3- because she must choose
the method suitable for her 8 frequencies

Few respondents gave some other reasons at lower frequencies, such as : that I.U.D. is the best contraception method (6 frequencies), that pills' cost is high (2 frequencies), that the physician said that new pills results to the occurrence of the period more than once a month (2 frequencies), that forgetting to take a pill in time results in a haemorrhage (2 frequencies), that she suffered from troubles after trying those pills (one case) , and that she learnt from somebody that they are harmful (one case).

- A large number of respondents (62.3 %) expressed the view that " NORMINEST" pills are better than other brands . The highest percentage in this regard was recorded in Delta at 81.5 % .

- The striking advantages of the new pills from the points of view of respondents were as follows :
 - 1- they additionally combine iron
tablets 179 frequencies
 - 2- they have minor side-effects and that they do

	not affect mother's health	62 frequencies
3-	they are easy to use	32 frequencies
4-	the design of the packet	11 frequencies
5-	they are to be used on a regular basis	10 frequencies
6-	they are effective	6 frequencies
7-	they make a lady feel fresh	5 frequencies
8-	they are suitable for ladies who never used pills before	5 frequencies
9-	they are new , the new being always better	4 frequencies
10-	they contain a lower percentage of hormones	2 frequencies

Some other reasons were given in only one case each , such as : they were accepted by physicians , they were put to some tests and experiments .

V- Correlation between exposure to various advertising media and demographic characteristics of respondents :

1- Correlation between exposure to advertising media and age :

- The analysis has shown that a majority of sampled respondents read newspapers as those who read newspapers among them, illiterate respondents numbering 84 excluded, counted for 74.3 % of the total number of educated respondents . That prevails most in the age category of 24 - below 31 years and prevails least in the age category of 27 - below 31 years .
- The analysis has shown that reading only newspapers prevails most in the age category of 24 - less than 27 years . However, the percentage of reading only magazines is limited in all the age categories within the sampled age range .
- The analysis has also revealed that a majority of respondents (304 out of 450 respondents) always listen to radio . The highest percentage in this regard was recorded in the age category of 24 - below 27 years .

- The analysis has shown that the highest percentage of those who do not listen to radio concentrates around the age category of 27 - below 31 years , as it counted for 21. 8 % of the total number of respondents in that age category .
- A majority of the sampled respondents always watch T.V. (400 out of 450 respondents) This prevails most in the age category of 31- 35 years ; followed with a narrow gap by the age category of 27 - below 31 years .
- Those who never watch T.V. count for a very limited percentage (only to respondents most of who are in the age category of 31-35 years).

Thus, it could be said in general , that the age category of 27 - below 31 years is the category least exposed to newspapers and radio, within the age range of the sample , and that the age category of 31 - 35 years is the category least exposed to T.V.

2 - Correlation between exposure to advertising media and work :

- The analysis has shown that almost one third of

the non- worker females never read newspapers (41 out of 136 respondents are non- workers), and that reading newspapers prevails most among professional and employees. Professionals who read newspapers counted for 83.5 % of the total number of professionals against 74.4 % among the employees .

- It has been found out that most of the female non- workers always listen to radio, i.e., 159 out of 214 respondents , counting for 74.4 %) followed by lady employees . Non- skilled female workers (as a sub- category of professionals) never listen to radio .
- A majority of female non- workers always watch T.V. (189 out of 214 respondents , i.e., 88.3 %) . Employees constitute a majority among female workers who watch T.V. . The analysis has shown that a very limited percentage of the sampled respondents. (workers and non- workers) never watch T.V. (only 10 respondents).

Thus , it generally appears that non- workers are more exposed to T.V. , then radio , then newspapers. Employees

are more exposed to T.V. , then newspapers, then radio. Professionals are more exposed to T.V. , then newspapers, then radio . Non- skilled workers, as a sub- category of professionals, are exposed to T.V. , then newspapers, then radio .

3- Correlation between exposure to advertising media and educational level:

- The analysis has shown that slightly more than one quarter of the sampled respondents (25.7 %) never read newspapers despite the fact they are not illiterate) only 36.2 % out of those who never read newspapers are able to only read and write , thus finding it difficult to read newspapers . Yet it has been found out that 37.2 % of respondents of inter- mediate level never read newspapers). A majority of newspaper readers is among the above - intermediate and high education levels (89.2 % and 86.3 % respectively).
- The analysis of the data has shown that most of those who listen to radio -(always or sometimes) are among the intermediate level respondents (87.1 % of the total number of

respondants of that educational level) followed by the below - intermediate level (85.7 %) then followed the above-intermediate (81.1 %) and the illiterate (81 %). Higher-education - level respondants are those who listen to radio least (always or sometimes) at 76.5 % .

- The analysis has also revealed that all the above - intermediate level as well as the higher education level respondants watch T.V. and that a limited percentage of respondants who are above - intermediate - level educated and those of higher - education level do not watch T.V. (8.8 % , 1.8 % ; 2.4 % and 2.9 % respondants). Illiterate respondants who do not watch T.V. count for 6 % of the total number of illiterate, the reason being the non-availability of T.V. set.

Thus , it generally appears that the categories of intermediate and above- intermediate are the ones that are exposed most to all advertising media : newspapers , radio, and T.V. (Details to be given on table 42).

VI- Correlation between the source of learning of the new
" NORMINEST FE " pills and exposure to advertising
media :

- The analysis has shown that respondents who learnt about the new pills through T.V. are the ones most exposed to different advertising media as most of them always read newspapers and magazines and listen to radio and a majority of them always watch T.V.
- It has been found out that all those who learnt about the new pills through newspapers do read newspapers and magazines and that a majority of them listen to radio and watch T.V.
- Also it has been found out that all those who learnt about the new pills through magazines do read newspapers and magazines and watch T.V. and that a majority of them listen to radio.
- In so far as those who learnt about the new pills through radio, the analysis has shown that all of them do listen to radio , most of them being regular listeners, that all of them do watch T.V. , most of them being regular viewers,

and that most of them are newspaper -- and-
magazine readers .

- Data have revealed that quite a few respondents came to learn about the new pills through cadres of personal contact such as relatives, friends or colleagues despite the fact that all those who learnt about the new pills through relatives do read newspapers, listen to radio and watch T.V. and that most of those who learnt about them through friends or colleagues do read newspapers, listen to radio and watch T.V. (Details to be given on Tables 43, 44, 45, 45 A , 45 B and 45 C).

VII- The correlation between the preference of a specific AD in different advertising media and demographic characteristics :

- The analysis has shown that most of targets who gave top preference to the " Packet AD " on T.V. belong to the age category of 31-34 years among above - intermediate level employees .
- Only 4 cases gave preference in favour of the " Housewife" radio AD , of whom two

belong to the age category of 24 - below 27 years and two belong to the age - category of 31 - 37 years . Two of them are non- workers and two are employees . Education- wise, one is below- intermediate , another is above - intermediate and two are intermediate .

- The " Female Peasant " radio AD was given preference by only three respondents two of whom belonged to the age -- category of 24 - below 27 years and one to that of 27 - below 31 years. The three cases belonged to non- workers. Education - wise , one was a graduate, another was intermediate, and the third below - intermediate .

- The " Picture AD " in newspapers was given preference by only two respondents one of whom belonged to the age - category of 27 - below 31 years and the other to that of 31 - 35 years . Both were non workers . Education - wise , one was a graduate and the other was intermediate.

- Both the " Picture AD " in magazines and the " School AD " on radio were given preference by

only one case, each . One of them belonged to the age - category of 27 - below 31 years , non - worker intermediate . The other belonged to the age - category of 31-35 years , non - worker , below intermediate .

- No respondent gave preference to the indirect AD in newspapers and magazines .

VIII- Correlation between satisfaction with " NORMINEST FE" pills and the demographic characteristics of respondents :

- The analysis has shown that the age category most satisfied with " NORMINEST FE " pills was that of 27- below 31 years, followed with a narrow gap by the age category of 24 - below 27 years (41 % of respondents in the first category against 37.6 % in the second).

It is noteworthy that there was a high percentage of dissatisfaction among those of the age category of 31- 35 years , i.e., 32.3 % , against 21.1 % in the age category of 24 - below 27 years and 26.3 % in the age category of 27 - below 31 years .

- The analysis has revealed a satisfaction of a good percentage of female workers among sampled respondents with the new pills (41.1 % of the total number of female workers among sampled respondents) . However, the percentage of dissatisfaction with the new pills on the part of female workers was quite high , i.e., 33.1 %).

- Satisfaction with the new pills among female non- workers within the sample was recorded at 30.8 % (of the total number of female non-workers) against 20.1 % who expressed dissatisfaction with the new pills .
Those who could not express a clear-cut opinion in this regard or could not give any reply at all counted for a quite high percentage ; 16.2 % in the first case and 20.7 % in the second .

- The analysis has shown that those of below-intermediate and intermediate levels are the categories the most satisfied with using the new pills . Satisfaction in the first case was recorded at 45.2 % of the total number of respondents of each category .

- Dissatisfaction with the new pills was highest among the higher - education level respondents as it counted for 16.7 % of the total number of respondents in this category.
- However, it should be noted here that some of the reasons given by dissatisfied respondents did not include rejection of the new pills; some reasons were rather logical such as : that using such pills depended upon consulting a physician who may advise a lady as to which contraception method was suitable for her, or that a lady had not tried the new pills before, nence her inability to judge them .

IX- Correlation between satisfaction with the new pills and sources of learning thereabout:

- The analysis has shown that a high percentage of satisfaction with the new pills appeared among respondents who learnt about them through newspapers as a mass advertising medium (58.5 % of those who learnt about them through newspapers) followed by respondents who learnt about them through radio (54.5 %).

- The lowest percentage of satisfaction with the new pills was recorded among those respondents who learnt about the new pills through T.V. It should be noted here that a high percentage of respondents who learnt about the new pills through T.V. (20.8 %) could not form a clear-cut opinion in this respect, a fact that coincides to some extent with a high percentage of illiteracy among respondents who learnt about the new pills through T.V.

X- Correlation between satisfaction with the new pills and the contraception method preferred by respondents:

- The analysis has shown the concurrence, to a great extent, of satisfaction with "NORMLINEST" pills by respondents and the preference of oral pills as a contraception method. Among those who prefer oral pills as a contraception method, 48.9 % expressed satisfaction with the new pills against 17.9 % who expressed dissatisfaction.
- Among those who prefer I.U.D. as a contraception method, 31.1 % expressed dissatisfaction with the new pills.

2 - Findings Related to Secondary

Objectives of the Research

I- Awareness of the Targets of F.O.F. and its Activities:

- The analysis has shown that most of the sampled respondents are aware of F.O.F. (75.8 %). The highest percentage in this regard was recorded in Greater Cairo at 80.7 % and the lowest in Assyout at 68.7 % .
- T.V. was the most popular source of learning about F.O.F. , at 70.5 % , followed with a wide gap by radio at 10.3 % , then came newspapers at 6.3 % .

Those who learn about F.O.F. through the latter's seminars counted only for 3 % of the sample where as Pharmacists counted for only 0.8 % of the total volume of sources for the sample.

(Details to given on Table 46).

- A good percentage could successfully identify the activities of F.O.F. 38.4 % of the total number of replies that F.O.F. is a Society that organises conferences for probagating family planning . 29.9 % cited that it is a society engaged in distributing contraceptives - 13.3 %

said it is a society that is active in calling for family planning . (Details to be given on Table 47).

- 33 respondents , i.e., 9.7 % of the total number of those who replied in the affirmative as to whether they were aware of F.O.F. could not identify the activities of that society .
- The analysis has shown that a high percentage, i.e., 69.2 % of those respondents aware of F.O.F. were also aware by methods made available by that society . The highest percentage in this regard was recorded in Assyout at 79.6 % and the lowest in Greater Cairo at 51.2 % .
- The most well known method among respondents was I.U.D. that counted for 33.7 % of the total number of answers, followed by " NOEMINEST " pills at 28.6 % , then came " Amaan " foam tablets at 22 % and finally came " Toys " condoms at only 15.7 % .
- I.U.D. continues to be the most well- known method in Greater Cairo and Assyout , whereas " NOEMINEST " pills have been the most well-

known method in Delta , followed with a narrow gap by I.U.D.

- Among those respondents who are aware of such methods, only 37.3 % use them . Those who stopped using them counted for 8.5 % .
of those who are aware of methods provided by F.O.F. , 54.2 % do not use any, obviously a high percentage .
- The F.O.F. provided method most used by targets was I.U.D. , as it was used by 66 respondents , followed by " Amaan " foam tablets (20 respondents) then came " NORMINEST " pills (18 respondents) . 12 respondents stated that their husbands were using " Tops " condoms .
- The analysis has shown that a high percentage, i.e., 76.8 % of respondents who are aware of F.O.F. , are , however, unaware of the fact that F.O.F. has its own clinics . The highest percentage of awareness of such clinics was recorded in Greater Cairo at 52.1 % whereas Assyout counted for only 1% and Delta for 17.1 % . This finds explanation in the light of the fact that the three main clinics run by F.O.F. are in Greater Cairo .

- Among those respondents who are aware of F.O.F. clinics, only 12.6 % were visitors of such clinics . However, the percentage recorded in Greater Cairo was 17.2 % .

II- The Awareness, in General , by Resopndants of Family Planning Methods :

- Oral pills have been the contraceptive most well- known by the sampled respondents as they counted for 28.5 % of the total number of answers, followed by I.U.D. at 25.2 % , then came foam tablets (11.2 %) and condoms (8.3 %) . The least known methods among respondents were injections (0.5 %) , creams (0.1 %) , Coitus interruptus (2.2 %) and diaphragms (3 %) .
- It may be noted worthy here that a respondent is usually aware of a diversity of contraception methods . (Details to be given on Table 48) .
- Also the analysis has shown that , generally, T.V. was the main source of knowledge on contraceptives for respondents as 41.1 % of them received such knowledge through T.V. , followed by neighbours or colleagues (13.3 %) ,

radio and physician (9.5 % each), newspapers (7.6 %), magazines (4.9 %), pharmacist (2.3 %) and seminars (1.1 %) . Details to be given on Table 49).

- The analysis has shown that a majority , i.e., 58 % of the sample are currently using contraception methods throughout the three zones of research . However , the percentage was higher in Delta as it was recorded at 66%.

Those who stopped using contraception methods counted for 8 % . The highest percentage in this regard was recorded in Cairo at 14.7%.

The highest percentage of non-use of any contraceptive was recorded in Assyout at 50.7 % of the total number of respondents in that Zone .

- Oral pills were the method most widely-used by respondents (143 frequencies) followed by I.U.D. (92 frequencies) followed by other methods at lower frequencies :

- . Condoms , foam tablets 7 frequencies each
- . Safety period 5 frequencies

- Coitus interruptus 3 frequencies
- injections 2 frequencies
- Subcutaneous capsules,
 ovariotomy. one case each

No respondents has used diaphragms or creams.

- Oral pills came at the top of methods stopped by few respondents (20 frequencies) , followed by I.U.D. (13 frequencies) , foam tablets (2 frequencies) and injections (one case) .
- The analysis of the findings has revealed that a high percentage of respondents , i.e., 82.7 % who currently use no method, intend to use such methods in future . The highest percentage in this regard was recorded in Greater Cairo at 88.3 % , followed by Assyout at 80.8 % and Delta at 78.4 % .
- Oral pills came at the top of methods which respondents or their husbands intend to use in future at 19 frequencies , followed by I.U.D. at 148 frequencies, condoms at 8 frequencies , Safety period at 5 frequencies , then came foam tablets and ovariotomy at 4 frequencies each .

53 respondents 11.8 % of the total number of respondents , stated that they use

methods other than those tabled in the present research .

- The main reasons given by respondents for preferring oral pills were as follows (in a descending order):

- pills have many advantages 45 frequencies
- they cause no harm 43 frequencies
- they are the easiest method to use 27 frequencies
- recommended by a physician 11 frequencies
- apprehensive of using I.U.D. 8 frequencies

- The reasons given by respondents for preferring I.U.D. were as follows (in descending order):

- it is comfortable , credible 98 frequencies
- a lady may forget to take pills sometimes 43 frequencies
- pills weaken a lady's health 18 frequencies
- she got pregnant despite using pills 3 frequencies

- . I.U.D. is more proper after
a certain age 2 frequencies

III- Views of targets on Family Planning:

- The analysis has shown that most of the sampled respondents are aware of an over- population problem in Egypt (96.5 % of the entire sample). The percentages recorded in this regard were 98.7 % in Assyout , 96 % in Delta and 94.7 % in Greater Cairo .
- The analysis also has confirmed that most of those respondents who are aware of an over- population problem in Egypt are, to a great extent , exposed to various advertising media. They have been always exposed to T.V. (89.7 %) to radio (68 %) and they read newspapers and magazines (61.1 %) .

Respondants who are not aware of an over- population in Egypt, despite being exposed to advertising media , counted for as low as 2.4 % for each advertising medium.
- The analysis has shown that the age category of 31 - 35 years , within the age range of the present research , was the one most aware of

an over- population in Egypt , counting for 98.8 % of the entire sample of this age - category .

If we exclude the categories of " business- women " and " craftswomen " (that appeared in the sample at limited frequencies , i.e., one case and 6 cases respectively , all of them aware of an over - population problem) we will find out that professionals are the category the most aware of an over- population problem at 97.6 % of the total number of professionals within the sample .

- Education level had no substantial effect on the awareness , or otherwise, of an over- population problem in Egypt . Most of the sampled respondents , of different education levels were aware of an over- population problem. The percentages recorded in this regard were: 100 % among higher - education level respondents, 99.2 % among intermediate- level ones, 97.6% among the below- intermediate level ones and 97.3 % among the above - intermediate level ones.

The percentage recorded among illiterate respondents within the sample was 91.7 %.

- Family planning was at the top of solutions suggested by respondents to overcome the over-population problem as it was suggested by 64.3 % of respondents throughout the three zones of research . The highest percentage in this regard was recorded in Assyout at 70.9 % .

 - Then, with a wide gap , followed guidance and information as a suggestion solution to the over-population problem, at 18.6 % , followed by raising the national income at 5 . 9 % , reclamation of land and agricultural mechanisation at 5.4 % . (Details to be given on Table 50) .

 - The analysis has revealed that most of those who suggested family planning as a solution to the over- population problem do read newspapers, always listen to radio and always watch T.V.
- Also it has been generally noticed that the more a respondent is exposed to advertising , the more able to suggest solutions to the over-population problem she becomes .
- A majority of the sampled respondents ,i.e.,

56.4 % felt satisfied with the number of children they already had . Hence , they do not want to have more children. This attitude was recorded highest in Greater Cairo at 60.7 % and lowest in Assyout at 53.3 %.

- 28.7 % of the sampled respondents intend to have more children . This attitude was recorded highest in Assyout at 36 % and lowest in Delta at 24.7 % .

- No considerable correlation has been established between exposure to advertising media and the desire to have more children . Thus respondents who intend to have more children counted for 37% of those who read newspapers, 29.9 % of those who always listen to radio and 29.5 % of those who always watch T.V.

At the same time , those respondents who felt satisfied with the number of children they already had and , hence , they do not intend to have more children in future, counted for 59 % of those who do not read newspapers,

57.9 % of those who do not listen to radio and 70 % of those who do not watch T.V.

- The analysis has also revealed that the elder a respondent was, the more she felt satisfied with the number of children she already had. Hence, the absence of desire to have more children in future. 73.3 % of those respondents in the age category of 31 - 34 years felt satisfied with the number of children they already had whereas 48.9 % of those respondents in the age category of 24 - below 27 years intend to have more children in future.
- The analysis has shown that work had little effect on thinking of having more children in future. 57 % of non-worker respondents felt satisfied with the number of children they already had, whereas labourers (as a sub-category of professionals) counted for 27.8 %; employees for 54 % and professional, in general, for 61.2 %.
- Like wise, no considerable correlation has been established between educational level and the

intention to have more children in future.
65.5 % of illiterate respondents felt
satisfied with the number of children they
already have, whereas higher- education level
counted for 52 . 9 % , intermediate- level
for 51 . 6 % , and below - intermediate
level for 42 . 9 % .

TABLES OF PHASE II OF
THE RESEARCH

Table 27

Awareness of the Sample of Advertisement on
" NORMINEST " Pills by area

Area Awareness of AD on new product	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Have learnt about the new pills.	126	84	130	86.7	110	73.3	366	81.3
Never heard of them	24	16	20	13.3	40	26.7	84	18.7
Total	150	100	150	100	150	100	450	100

Table 28

Awareness of the Sample of the Brand
of the Product by area

Awareness of the Brand of Pills	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Mentioned right brand	70	55.6	126	96.8	101	91.8	297	81.1
Mentioned a wrong brand	13	10.3	1	0.8	3	2.7	17	4.6
No knowledge	2	1.6	1	0.8	2	1.8	5	1.4
Do not remember	41	32.5	1	0.8	4	3.7	46	12.6
No answer	-	-	1	0.8	-	-	1	0.3
Total	126	100	130	100	110	100	366	100

Table 29

Awareness of the Sample of F.O.F. who distributes "NORMINEST" pills by area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Awareness of the body that distributes pills								
Mentioned right name.	20	15.9	82	63.1	34	30.9	136	37.2
Mentioned a wrong name	31	24.6	19	14.6	45	41.9	96	26.2
No knowledge	14	11.1	19	14.6	27	24.5	60	16.4
Do not remember	60	47.6	8	6.2	3	2.7	71	19.4
No answer	1	0.8	2	1.5	-	-	3	0.8
Total	126	100	130	100	110	100	366	100

Table 30

Advantages of the pills mentioned by the
 " Packet AD " Sampled Viewers by Area

Area Advantages of pills mentioned	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
No side effects	35	41.6	80	25.9	49	27.6	164	28.7
Suitable for ladies who never used pills before	6	7.1	59	19	9	5.1	74	13.1
Suitable for ladies who stopped using pills for not less than 3 months	1	1.2	19	6.1	3	1.7	23	4
Do not affect ability to have children	1	1.2	13	4.2	5	2.8	19	3.3
Easy to use	2	2.4	42	13.5	35	19.8	79	13.8
Include iron	26	31	81	26.2	64	36.2	171	29.9
To be used for 28 days .	-	-	15	4.8	12	6.8	27	4.7
Do not remember	13	15.5	1	0.3	-	-	14	2.5
Other	-	-	-	-	-	-	-	-
Total	84	100	310	100	177	100	571	100

Table 31

Distribution of Sources of Knowledge of M...est pills by area

Area Source of Knowledge	Greater Cairo								Delta						Assyout		Total	
	Sayeda		Dokki		Qalyoub		Total		Mehalla		Mansouria		Total		Freq	%	Freq	%
	Freq	%	freq	%	freq	%	Freq	%	Freq	%	Freq	%						
T . V.	40	77	44	67.7	42	79.2	126	74.1	69	51.2	60	48	129	49.6	106	81.6	361	64.5
Newspapers	3	5.8	-	-	2	3.8	5	2.9	15	11.1	19	15.2	34	13.1	14	10.8	53	9.5
Magazines	2	3.8	6	9.2	3	5.7	11	6.5	15	11.1	9	7.2	24	9.2	5	3.8	40	7.1
Radio	2	3.8	8	12.3	3	5.7	13	7.6	31	23	32	25.6	63	24.2	1	0.8	77	13.8
F.O.F Seminars	-	-	-	-	-	-	-	-	-	-	-	-	-	-	2	1.5	2	0.4
A relative	1	1.9	2	3.1	-	-	7	1.8	1	0.7	1	0.8	2	0.8	-	-	5	0.9
A friend or a Colleague	1	1.9	-	-	1	1.8	2	1.2	3	2.2	4	3.2	7	2.7	2	1.5	11	1.9
Other	3	5.8	5	7.7	2	3.8	10	5.9	1	0.7	-	-	1	0.4	-	-	11	1.9
Total	52	100	65	100	53	100	170	100	135	100	125	100	260	100	130	100	560	100

Table 32

Percentages of watching the " Packet AD "
 compared to other materials on the new pills
on T.V. by area

Area Size of T.V. packet AD viewers	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Viewed packet AD	119	94.4	129	99.2	102	92.8	350	95.6
Viewed other material	3	2.4	-	-	4	3.6	7	1.9
Did not view any	4	3.2	1	0.8	4	3.6	9	2.5
Total	126	100	130	100	110	100	366	100

Table 33

Timing distribution of watching conference
Advertisement according to respondents'
answers by Area

Area Time of watching conference AD	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
At noon	10	7.2	4	2.3	4	2.7	18	3.9
Before Arabic Drama Series	54	39.2	67	38.7	54	37	175	38.4
Evening time	46	33.4	55	31.8	42	28.8	143	31.3
Night time	22	15.9	43	24.9	43	29.5	108	23.6
Do not remember	6	4.3	4	2.3	3	2	13	2.8
Total	138	100	173	100	146	100	457	100

Table 34

Respondants views on the
" packet AD " by Area

Area Views expressed	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	106	89.1	120	93	96	94.1	322	92
Not impressed by it	13	10.9	9	7	6	5.9	28	8
Total	119	100	129	100	102	100	350	100

Table 35

Distribution of Respondants preference of Ad's
on pills in Newspapers and Magazines by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Photo AD in Newspapers	2	40	10	55.6	3	27.3	15	44.1
Photo AD in magazines	1	20	6	33.3	4	36.3	11	32.4
Articles in Newspapers	1	20	-	-	1	9.1	2	5.9
Articles in Magazines	-	-	2	11.1	-	-	-	5.9
Not impressed by any	-	-	-	-	3	27.3	3	8.8
Indifferent	-	-	-	-	-	-	-	-
No answer	1	20	-	-	-	-	1	2.9
Total	5	100	18	100	11	100	34	100

Table 36

Newspaper in which respondents saw
 " Norminest " pills ' AD by Area

Area Newspaper	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
AL-Ahram	1	10	21	42.9	8	47.1	30	39.5
AL-Akhbar	3	30	13	26.5	6	35.3	22	28.9
Do not remember	3	30	8	16.3	3	17.6	14	18.4
Other	3	30	7	14.3	-	-	10	13.2
Total	10	100	49	100	17	100	76	100

Table 37

Respondants' Views on Advertisement on pills
published in Newspapers by Area

Area Views expressed	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	2	40	32	94.1	9	64.3	43	81.1
Not impressed by it	3	60	2	5.9	5	35.7	10	18.9
Total	5	100	34	100	14	100	53	100

Table 38

Magazine in which respondents saw "NORMINEST"
pills AD by Area

Area Magazine	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Tabibak AL-Khas	-	-	-	-	-	-	-	-
Akher Sa'a	2	14.3	2	8.3	-	-	4	9.1
October	1	7.1	2	8.3	-	-	3	6.8
Howwa'a	10	71.5	17	70.8	5	83.3	32	72.8
Other	-	-	3	12.6	-	-	3	6.8
Do not remember	1	7.1	-	-	1	16.7	2	4.5
Total	14	100	24	100	6	100	44	100

Table 39

Respondants ' Views on Advertisement on pills
published in Magazines by Area

Area	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Impressed by it	9	81.8	24	100	4	80	37	92.5
Not impressed by it	2	18.2	-	-	1	20	3	7.5
Total	11	100	24	100	5	100	40	100

Table 40

Respondants' preference of AD's on pills by Area

Area Preference by AD's	Greater Cairo						Delta						Assyout		Total			
	Sayeda		Dokki		Qalyoub		Total		Mahalla		Mansoura		Total		Freq	%	Freq	%
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%						
Packet AD on TV	4	100	8	72.7	5	71.4	17	77.4	23	65.7	39	90.8	62	79.5	17	94.4	96	81.5
Photo AD in newspapers	-	-	-	-	-	-	-	-	-	-	1	2.3	1	1.3	1	5.6	2	1.7
Indirect AD in newspapers	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Photo AD in magazines	-	-	-	-	1	14.3	1	4.5	-	-	-	-	-	-	-	-	1	0.8
Indirect AD in magazines	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
AD on Radio (Female Peasant)	-	-	1	9.1	-	-	1	4.5	2	5.7	-	-	2	2.6	-	-	3	2.5
AD on Radio (School)	-	-	-	-	-	-	-	-	-	-	1	2.3	1	1.3	-	-	1	0.8
AD on Radio (Housewife)	-	-	1	9.1	-	-	1	4.5	2	5.7	1	2.3	3	3.8	-	-	4	3.4
AD's equal (no preference)	-	-	1	9.1	1	14.3	2	9.1	7	20	1	2.3	8	10.2	-	-	10	8.5
No Answer	-	-	-	-	-	-	-	-	1	2.9	-	-	1	1.3	-	-	1	0.8
Total	4	100	11	100	7	100	22	100	25	100	43	100	78	100	18	100	113	100

Table 41

Sample's Satisfaction with Norminest pills by Area

Area Respondants, Views	Greater Cairo								Delta									
	Sayeda		Dokki		Qalyoub		Total		Mahalla		Mansoura		Total		Assyout		Total	
	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%	Freq	%
Use of new pills Adviseable	18	42.9	18	40.9	21	52.5	57	45.3	24	34.8	48	78.7	72	55.4	38	34.6	167	45.6
Use of new pills Unadviseable	13	30.9	18	40.9	12	30	43	34.1	38	55.1	7	11.5	45	34.6	35	31.8	123	33.6
Undetermined	11	26.2	8	18.2	7	17.5	26	20.6	7	10.1	6	9.8	13	10	37	33.6	76	20.8
No answer	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-	-
Total	42	100	44	100	40	100	126	100	69	100	61	100	130	100	110	100	366	100

Table 42

Sample Distribution of exposure to advertising media by Characteristics

Characteristics	Age				Occupation							Educational level									
	24	27 -	31 - 34	Total	No work	Labour	Employee	professional	Bussiness	Crafts	No answer	Total	Illiterate	Read & write	below inter- mediate	Intermediate	Above Secondary	High	Higher	No answer	Total
Read newspapers	33	46	36	115	32	6	48	28	-	1	-	115	1	9	10	48	17	30	1	-	115
Read magazines	2	-	2	4	1	-	2	1	-	-	-	4	-	-	1	1	1	1	-	-	4
Read both	42	45	66	153	62	4	43	42	1	1	-	153	-	12	25	40	15	57	4	-	153
No reading	23	39	32	94	41	6	32	14	-	1	-	94	-	34	6	35	4	14	1	-	94
Total	100	130	136	366	136	16	125	85	1	3	-	366	-	55	42	124	37	102	6	-	366
Listen to Radio always.	99	92	113	304	159	9	81	51	-	4	-	304	60	36	34	85	23	61	5	-	304
Listen to Radio sometimes.	21	34	21	76	32	6	23	14	-	1	-	76	15	9	6	15	7	24	-	-	76
Do not listen to radio	12	28	26	66	21	3	20	20	1	1	-	66	8	8	2	23	7	17	1	-	66
No answer	1	2	1	4	2	-	2	-	-	-	-	4	1	2	-	1	-	-	-	-	4
Total	133	156	161	450	214	18	126	85	1	6	-	450	84	55	42	124	37	102	6	-	450
Watch TV always	121	137	142	400	189	16	114	76	-	5	-	400	73	50	35	117	34	86	5	-	400
Watch TV some- times.	3	3	4	10	6	-	2	2	-	-	-	10	4	1	1	1	-	3	-	-	10
Do not watch TV	9	15	15	39	18	2	10	7	1	1	-	39	6	4	6	6	3	13	1	-	39
No answer	-	1	-	1	1	-	-	-	-	-	-	1	1	-	-	-	-	-	-	-	1
Total	133	156	161	450	214	18	126	85	1	6	-	450	84	55	42	124	37	102	6	-	450

Table 43

Distribution of Respondants' Sources of knowledge of Norminest pills by exposure to advertising media

Exposure to advertising media	Read Newspapers (4/1)					Listen to Radio (6/1)				Watch T.V. (7/ 1)			
	Newspapers	Magazines	Both	No reading	Total	Always	Do not listen	Sometimes	Total	Always	Do not watch	sometimes	Total
TV	104	3	133	121	361	245	63	53	361	329	2	30	361
Newspapers	23	2	28	-	53	38	2	13	53	46	1	6	53
Magazines	2	1	37	-	40	31	1	8	40	35	-	5	40
Radio	27	1	40	9	77	61	-	16	77	72	-	5	77
F.O.F. Seminars	1	-	-	1	2	2	-	-	2	1	-	1	2
A relative	3	-	2	-	5	5	-	-	5	4	-	1	5
A friend or a colleague	7	-	3	1	11	8	1	2	11	10	1	-	11
Other Sources	-	-	9	2	11	7	2	2	11	10	-	1	11
Total	167	7	252	134	560	397	69	94	560	507	4	49	560

Table 44

Distribution of Respondants ' knowledge of Norminest pills by Characteristics

Characteristics	Age				Occupation							Educational Level										
	24 -	27 -	31 - 34	Total	No work	Labour	Employee	Profession	Business	Crafts	No given	Total	Illiterate	Read & write	Below intermediate	Intermediate	Above Secondary	High	Higher	Not given	Total	
Knowledge of pills																						
Know about pills.	103	132	131	366	152	15	114	78	1	6	-	366	50	39	36	110	34	91	6	-	366	
No knowledge	30	24	30	84	62	3	12	7	-	-	-	84	34	16	6	14	3	11	-	-	84	
Total	132	156	161	450	214	18	126	85	1	6	-	450	84	55	42	124	37	102	6	-	450	

Table 45

Frequency distribution of Sample's knowledge of Norminest pills by exposure to Various advertising media

Exposure to advertising media	Read newspapers (4/1)					Listen to Radio (6/ 1)					Watch T. V . (7/1)				
	Newspapers	Magazines	Read both	No reading	Total	Always	Some times	Do not listen	No answer	Total	Always	Some times	Do not watch	No answer	Total
Know about them	104	3	136	73	316	249	54	61	2	366	334	29	3	-	366
No knowledge	11	1	17	21	50	55	12	15	2	84	67	9	7	1	84
Total	115	4	153	94	366	304	66	76	4	450	401	38	10	1	450

Table 45 A

Frequency distribution of Greater Cairo's Sample's knowledge of Norminest pills by exposure to Various advertising media

Exposure to advertising media	Read Newspapers (4/ 1)					Listen to Radio (6/ 1)					Watch T. V. (7/ 1)			
	Newspapers	Magazines	Read both	No reading	Total	Always	Do not listen	Sometimes	No answer	Total	Always	Sometimes	Do not Watch	Total
Know about them	15	-	67	14	96	94	20	12	-	126	111	14	1	126
No knowledge	2	1	7	2	12	18	4	2	-	24	18	4	2	24
Total	17	1	74	16	108	112	24	14	-	150	129	18	3	150

Table 45 - B

Frequency Distribution of Delta's Sample's knowledge of Norminest pills by exposure to Various advertising media

Exposure to advertising media Knowledge of pills	Read Newspapers(4/1)				Listen to Radio(6/1)					Watch T.V. (7/1)				
	Newspapers	Magazines	Read both	No reading	Total	Always	do not listen	Sometimes	No answer	Total	Always	Sometimes	Do not watch	Total
know about them	48	1	44	27	120	85	10	34	1	130	120	10	-	130
No knowledge	2	-	2	11	15	6	7	6	1	20	18	2	-	20
Total	50	1	46	38	135	91	17	40	2	150	138	12	-	150

Table 45 - C

Frequency Distribution of Assyout's Sample's knowledge of Norminest pills
by exposure to Various advertising media

Exposure to advertising media	Read Newspapers (4/1)					Listen to Radio (6/1)					Watch T.V. (7/ 1)				
	Newspapers	Magazines	Read both	No reading	Total	Always	Sometimes	Do not listen	No answer	Total	Always	Do not Watch	Sometimes	No answer	Total
Know about them	41	2	25	32	100	70	8	31	1	110	102	2	6	-	110
No knowledge	7	-	8	8	23	31	4	4	1	40	31	5	3	1	40
Total	48	2	33	40	123	101	12	35	2	150	133	7	9	1	150

Table 46

Source of Knowledge of F.O.F. for Respondants by Area

Area Source of knowledge	Greater Cairo		Delta		Assyout		Total	
	Freq	%	Freq	%	Freq	%	Freq	%
Radio	7	4.9	29	18.3	8	6.3	44	10.3
T.V.	101	71.1	102	64.2	99	77.3	302	70.5
Newspapers	12	8.5	8	5	7	5.5	27	6.3
Road AD's	3	2.1	11	6.9	5	3.9	19	4.4
Pharmacist	-	-	-	-	1	0.8	1	0.2
Colleague or friend	2	1.4	1	0.6	4	3.1	7	1.6
Sister or Mother	1	0.7	1	0.6	-	-	2	0.5
Husband	1	0.7	-	-	-	-	1	0.2
F.O.F. Seminars	2	1.4	7	4.4	4	3.1	13	3
Other	12	8.5	-	-	-	-	12	2.8
Do not remember	1	0.7	-	-	-	-	1	0.2
Total	142	100	159	100	128	100	429	100

Table 47

Activities of F.O.F. as mentioned by respondents
by area

Area F.O.F. Activities	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Probagation of Family Planning	54	41.5	3	1.8	-	-	57	13.3
Holding conferences for call for F.P.	13	10	80	46.7	71	55.9	164	38.4
Distribution of contraceptives	8	6.2	66	38.6	54	42.5	128	29.9
Rendering services of Mother and child care.	7	5.4	20	11.7	1	0.8	28	6.5
Other	48	36.9	2	1.2	1	0.8	51	11.9
Total	130	100	171	100	127	100	428	100

Table 48

Contraceptives known by respondents by Area

Area Methods known by respondents	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Oral pills	145	37.4	137	24.2	156	26.9	438	28.5
I.U.D.	129	33.2	122	21.5	136	23.4	387	25.2
Diaphragm	8	2.1	19	3.4	20	3.4	47	3
Foam tablets	39	10	70	12.3	63	10.8	172	11.2
Condoms	27	7	54	9.5	46	7.9	127	8.3
Creams	3	0.8	15	2.6	14	2.4	32	2.1
Coitus interruptus	-	-	21	3.7	12	2.1	33	2.2
Subcutaneous Capsules	10	2.6	37	6.5	54	9.3	101	6.6
Ovariectomy	6	1.5	51	9	41	7.1	98	6.4
Safe Period	15	3.9	39	6.9	39	6.7	93	6
Injections	6	1.5	2	0.4	-	-	8	0.5
Total	338	100	567	100	581	100	1536	100

Table 49

Respondants' Sources of information on Contraceptives by Area

Area Source of information	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Newspapers	18	7.5	23	5.4	32	11	73	7.6
Magazines	12	4.9	22	5.2	13	4.5	47	4.9
T.V.	131	53.9	126	29.9	135	46.3	392	41.1
Motion Pictures	2	0.8	-	-	2	0.7	4	0.4
Radio	23	9.5	48	11.4	20	6.8	91	9.5
Bulletins	-	-	3	0.7	1	0.3	4	0.4
Posters	2	0.8	12	2.8	15	5.9	29	3
Physician	20	8.2	65	15.4	6	2.1	91	9.5
Pharmacist	2	0.8	15	3.6	5	1.7	22	2.3
Neighbour or Colleague	10	4.1	62	14.7	55	18.8	127	13.3
Seminars	3	1.2	5	1.2	3	1	11	1.1
Husband	2	0.8	33	7.8	3	1	38	4
Other	18	7.5	8	1.9	-	-	26	2.7
Do not remember	-	-	-	-	2	0.7	2	0.2
Total	343	100	422	100	292	100	957	100

Table 50

Solutions for Over- population Problem in Egypt Suggested
by Respondants by Area

Area Solutions suggested	Greater Cairo		Delta		Assyout		Total	
	freq	%	freq	%	freq	%	freq	%
Family Planning	111	69.5	141	56	139	70.9	391	64.3
Geographic Re- habilitation	1	0.6	7	2.8	1	0.5	9	1.5
Emigration Abroad	1	0.6	2	0.8	1	0.5	4	0.7
Reclamation and agricultural mechanisation.	5	3.1	24	9.5	4	2.1	33	5.4
Guidance & Information	25	15.6	51	20.2	37	18.9	113	18.6
Efforts for Increasing National income	1	0.6	23	9.1	12	6.1	36	5.9
Other	16	10	4	1.6	2	1	22	3.6
Total	160	100	252	100	196	100	608	100

.197'

PART III

Comparability of Findings of
Phases I and II

- 1- Findings Related to Basic Objectives
- 2- Findings Related to Secondary Objectives

1 - Findings Related to Basic Objectives

1- Awareness of Advertisement of "NORMINEST FE":

1- The analysis has shown that the degree of awareness on advertisement on "NORMINEST" pills has risen in Phase II of the research compared to Phase I, as shown in Diagram 1.

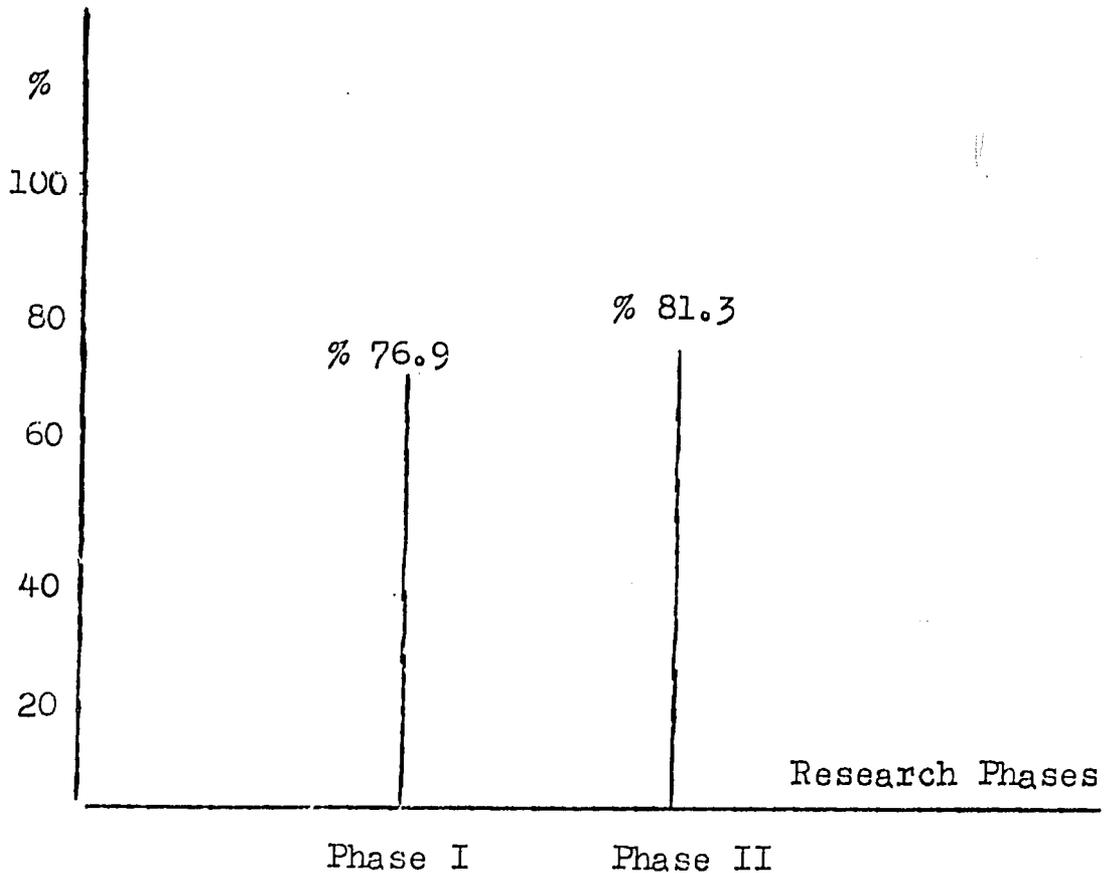


Diagram 1

Development of Awareness of the product through Phases of Research .

Also it has been noticed that the degree of awareness of the advertisement under question has risen considerably in Assyout , to 73.7 % in Phase II against only 34.7 % in Phase I.

2- Likewise , the percentage of those who gave the right brand of the new pills rose to 81.1 % in Phase II against 63.4 % in Phase I . However , the percentage of those who gave a wrong brand for the new pills rose to 4.6 % in Phase II against only 0.6 % in phase I throughout the governorates covered by the present research . This might be the outcome of confusion on the part of some respondents between those pills and other contraceptives, pills or otherwise .

3- It has been noticed in Phase II that, compared to phase I, the percentage of those who rightly gave the right name of the body that provides the pills, namely , F.O.F. , has declined as shown by Diagram 2 :

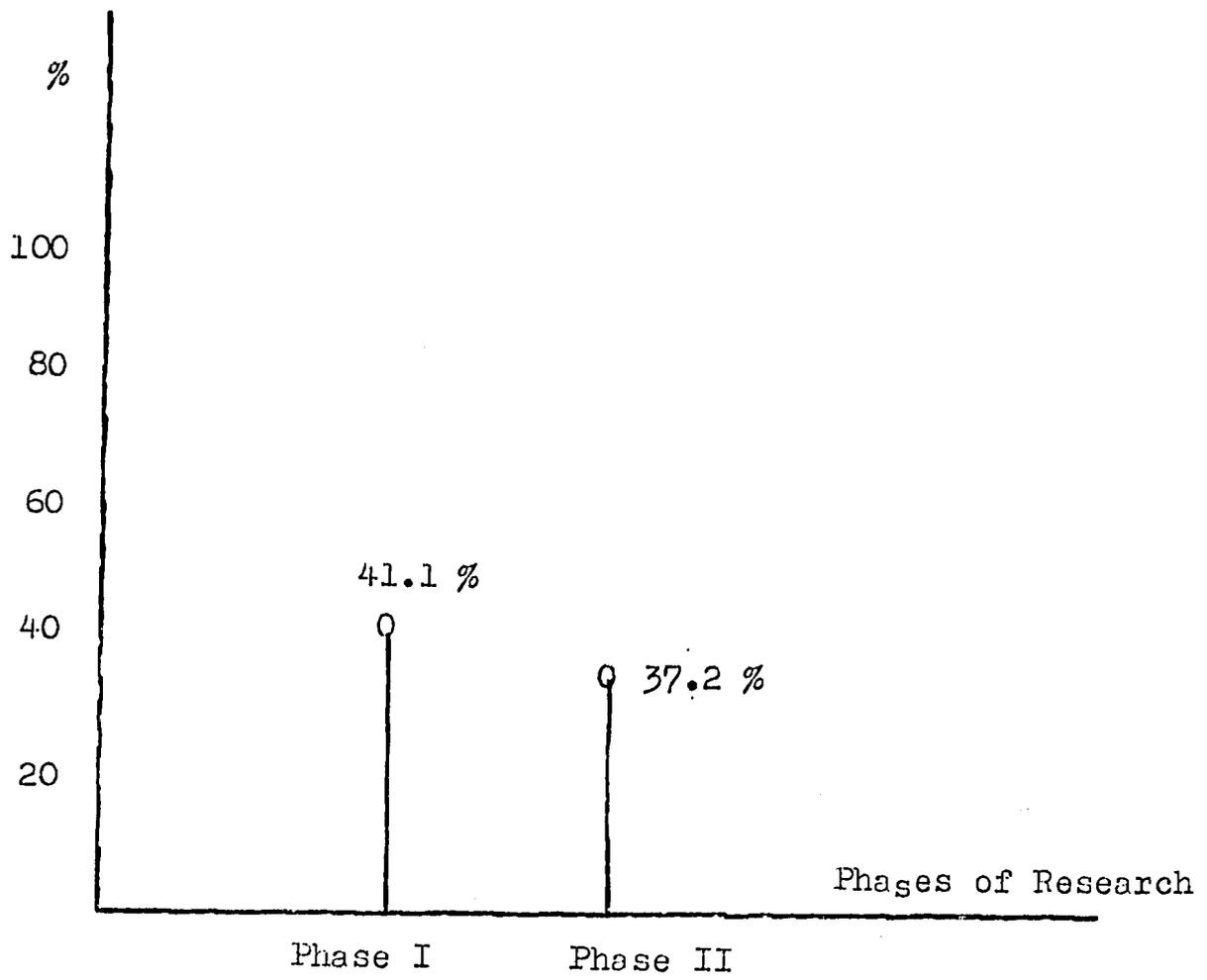


Diagram (2)

Development of Awareness of the Body that
Provides the Pills through Phases of Research



Moreover, the percentage of those who failed to give the right name of that body throughout the governorates covered by the present research rose to 26.2 % in phase II against only 7.7 % in phase I .

II- The Degree of Perceiving the Advertised Message and the Ability to Recall its content :

1- The " Packet AD " on T.V.:

- The degree of perceiving the message of the " packet AD " , as regards instructions for intake, on the part of those respondents who watched that AD , reached 76.6 % in Phase II against 71.9 % in Phase I.

The percentage of those who failed to remember that fell down to 0.8 % against 11.7 % in Phase I.

The percentage of respondents ' perception of the time range of using the new pills has also decreased . In Phase II 56.3 % of the total number of respondents could rightly perceive that pills are to be taken daily on a regular basis, against 59.5 % in Phase I.

- A rise has been recorded in the percentage of perception by those respondents who watched the " Packet AD " that it dealt with the advantages of the new pills in Phase II compared to Phase I .

- A decline has been recorded in the percentage of right answers on the advantages of the new pills mentioned in the " Packet AD " in Phase II , i.e., 63.3 % against 67.2 % in Phase I. Hence the rise in the percentage of wrong answers, i.e., 34.2 % against 20.3 % in Phase I.

Variations in percentages notwithstanding, right advantages followed the same order obtained through respondents' answers in Phase I . The same applies to the order of wrong answers.

- The point relating to the additional including of iron tablets in the pills' packet took a lead among the points of the advertised message of the " Packet AD " which respondents could recall through research Phases . However, they were more successful in Phase II in this respect .

While the point of the regular daily use was the fourth one in order in Phase I, it was the third one in order in Phase II at frequencies three times higher than those in Phase I .

The same applies to the point that the new pills are oral . This point was the third in order in Phase I whereas it was the fourth in order in Phase II. However, frequencies almost doubled in Phase II.

Some respondents could recall some points in Phase I , but could not do so in Phase II. Those points (of the " Packet AD ") included: that the AD was addressed to physicians and pharmacists, and that the new pills were provided by F.O.F.

On the other hand, some respondents could recall some points of the " Packet AD " in Phase II, but could not do so in Phase I. They included: that pills are to be used upon consulting a physician, and that they come in two colours (the colour of iron tablets being different). However, these points were recorded at low

frequencies in both cases .

Findings of research in Phase II exclusively witnessed the appearance of some wrong points attributed to the " Packet AD " due to confusion on the part of some respondents between different advertised messages on the new pills such as the " Conference AD " on T.V. , the radio AD, and the newspapers AD .

2- Newspapers AD :

a- Direct AD in newspapers and magazines (the Photo AD ") :

Respondants were relatively more successful in recalling the points of the content of the advertised message in magazines in Phase II than they were in Phase I .

The point on the advantages of the pills in the newspaper AD took lead throughout the phases of research .

The points that the AD included a picture of a pill- packet and that the AD showed a lady,

came simultaneasuly second in phase II, whereas in phase I the one came third and the other fourth .

The point that the new pills additionally included iron tablets came third in phase II of research with few more frequencies, whereas it came seventh in phase I.

In phase I , some respondants could recall few other points of the advertised messages, such as : that the AD dealt with instructions of intake, that it was a call by F.O.F. for using those pills . This , however, was not possible for respondants to do in phase II.

Phase II findings exclusively witnessed the ability of few respondants to recall some of the components of the advertised message which were not recalled in phase I , such as: that the new pills were suitable for ladies who stopped pill-intake and that they were to be used daily on a regular basis .

The point that the AD showed a photo of a lady holding a pill- packet took a lead in magazine AD throughout research phases . However, some

respondants added , in phase II, that the lady looked happy .

In phase II, few respondents could recall some components of the advertised message which they had not been able to recall in phase I , such as : that the AD showed that the pill-packet additionally contained iron tablets and that it dealt with the advantages of the new pills .

B- The Indirect AD in Newspapers and Magazines
(Article AD) :

In phase II, respondents were able to perceive and recall the AD under question , whereas most of respondents failed to do so in phase I.

3- Radio :

Respondants who listened to the AD on the new pills on radio were able , in phase II, to recall some of its components in a better way than it was in phase I , so much so that few respondents were able to recall some of the components in the very words used in the AD itself .

III- Advertising Media Considered Most Effective in
Delivery of Advertised Message :

Throughout the phases of research , T.V . continued to be the most effective advertising medium in conveying the advertised message . However, the percentage recorded in this regard was higher in phase I than in Phase II.

Magazines were the medium considered least effective in conveying such a message in phase II, whereas radio was so termed in phase I. In this regard , individual and plural contacts counted for marginal percentages . However, they were more present in phase II than in phase I . This is shown in the following Diagram :

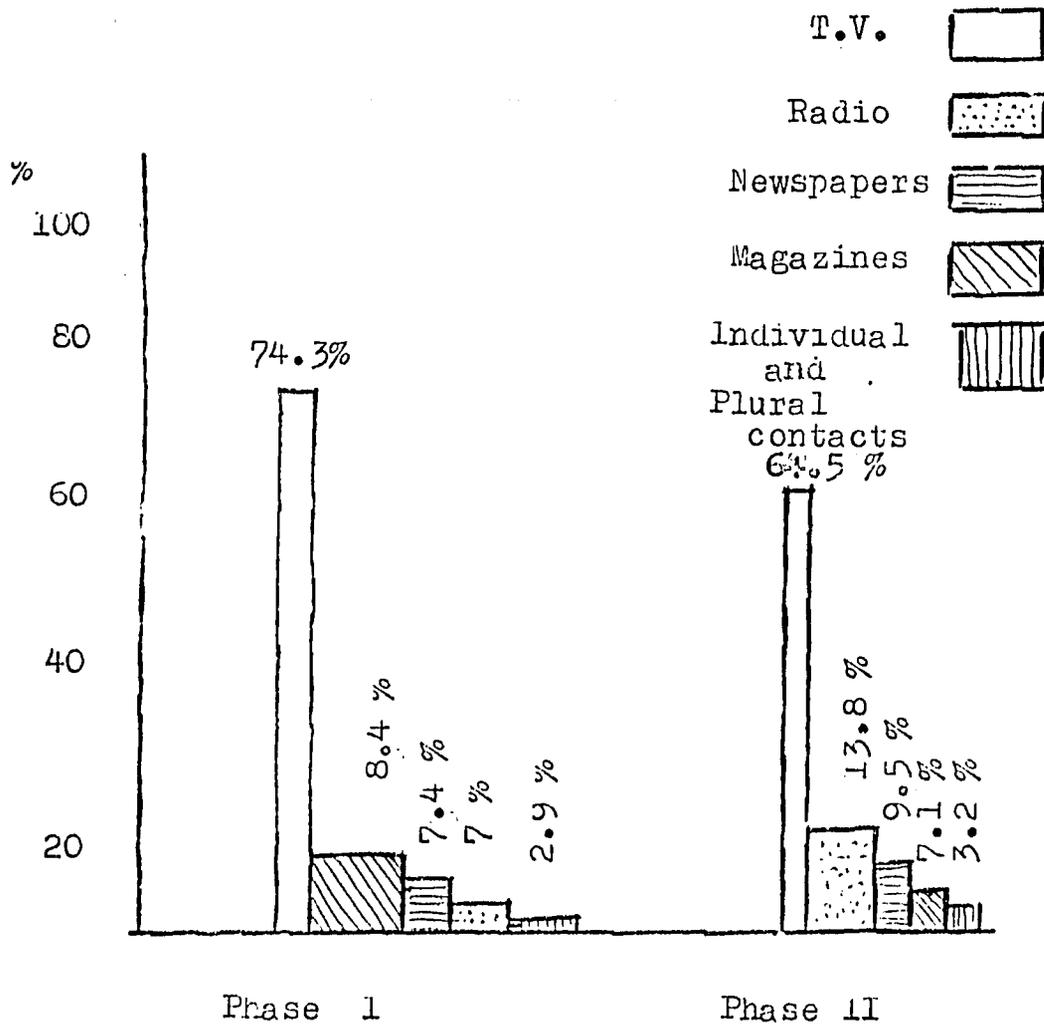


Diagram 3

Sources of Learning of the New Pills through Phases of Research

A comparison is held, hereunder, between phase I and Phase II with regard to each of the AD's under question :

1- The " Packet AD " on T.V.:

- The " Packet AD " watching percentage reached 95.6 % in phase II throughout the governorates

covered by research against 62.5 % in phase I

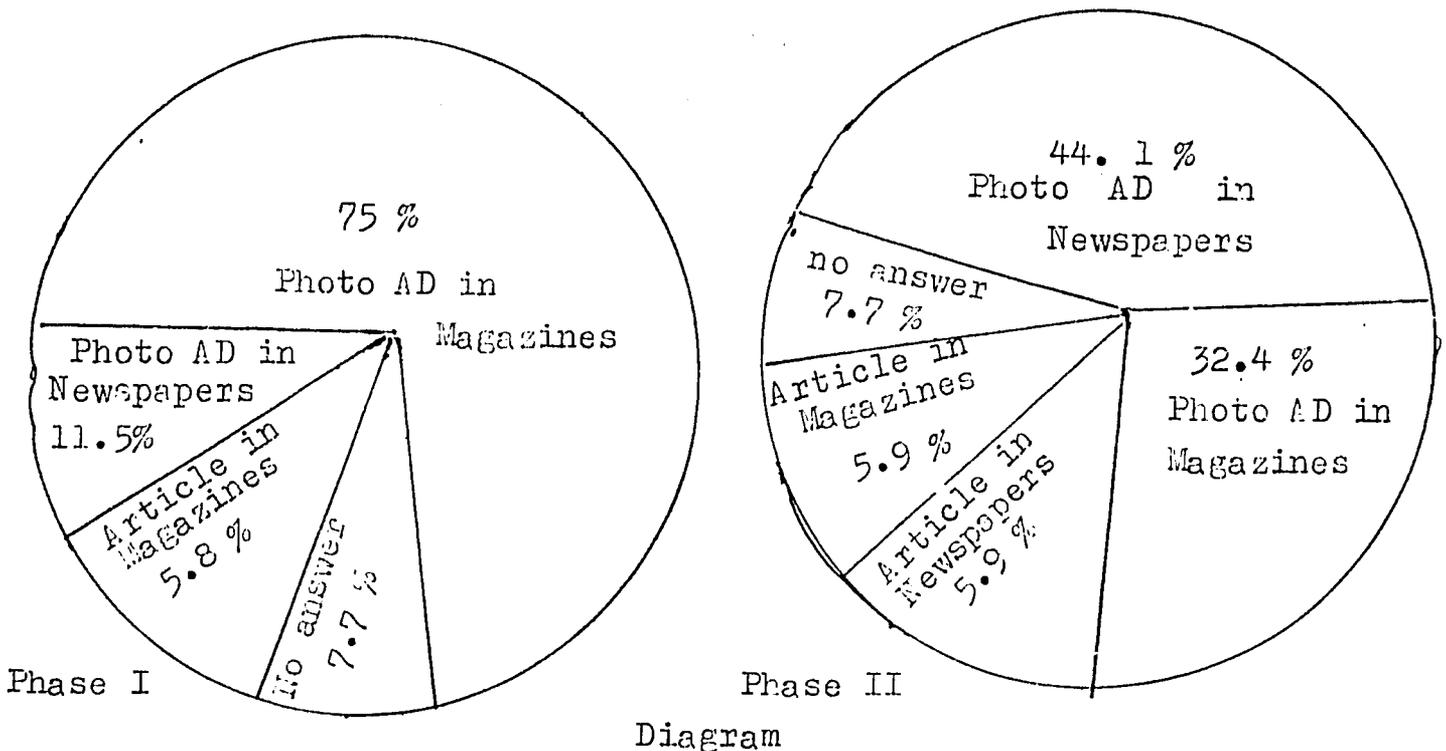
- The best time to watch the " Packet AD " was :
the time preceeding the Arabic drama series, in
both phases of research . A relatively lower
watching percentage was recorded at mid-day in
phase II against ^{nil} in phase I.
- In phase II, the percentage of respondants who
were impressed by the " packet AD " reached 92 %
throughout the governorates covered by research,
against 91.9 % in phase I .
- The design of the packet was the most attractive
aspect of the AD under question in both phases
at almost equal frequencies .
- In both phases , few respondants stated that they
had been most unhappy with the inattractiveness of
the " Packet AD " as it did not include music or
singing .

Reasons given by some respondants for being
unimpressed by the " Packet AD " through the Phases of
research included : that it was addressed only for
physicians and pharmacists , or that a respondant was,
ab initio, disinterested in the issue because, for
example , she does not use pills as a contraceptive.

In Phase II, noteworthy given by some respondents included: that when they started using pills they discovered that the packet contained some instructions other than those explained in the AD , a fact that rendered them apprehensive of using those pills.

2 Newspapers :

In Phase II, The " packet AD " in newspapers took lead among the AD's favoured most by respondents who saw the " Packet AD " in newspapers, whereas the " Packet Picture AD " in magazines was favoured most by respondents in Phase I , as shown by the following Diagram:



Diagram

Comparison of preference of the " Packet AD " in Newspapers with the " Packet Picture AD " in Magazines Through Phases of

- The " Packet picture AD " published in the Daily " AL - Ahram " was the one most read in Phase II, whereas the AD published in the Weekly " Akhbar - el - Yom " was the one most read in Phase I .

- Respondants were impressed most through both Phases of research by the way the " Packet picture AD " was presented , then came the fact that it could easily call attention owing to its size .

- It may be noted that 81.1 % of those respondants who saw the " Packet picture AD " in newspapers in Phase II felt impressed by it against 66.7 % in Phase I .

- Through phases of research , there has been consistency in a number of reasons given by some respondants for being unable to feel impressed by the " Packet AD " in newspapers , such as : that it was unattractive or that it lacked clarity . In Phase II , some respondants added other reasons such as :

that it contained relatively less information in comparison with the " Packet AD " on T.V. and that it seemed tough .

- The " Packet AD " in the weekly magazine " Hawwa'a " continued to enjoy the highest percentage of readership among those respondents who read that AD in magazines . The percentages recorded in this regard were 67.6 % and 72.8 % in Phases I and II respectively . Then came the " Packet Picture AD " in the Weekly Magazine " A'kher Sa'a " despite the fact that it counted for a lower percentage in Phase II.
- The " Packet AD " in "Tabibak AL- Khas " Magazine did not enjoy any readership at all in both Phases .
- The " Packet AD " in magazines enjoyed almost the same percentage of readership in both Phases as it counted for 93 % and 92.5 % in Phases I and II respectively .
- The design of the packet continued to be the prime factor catching respondents' attention in the " Photo AD " in magazines in both Phases .

In Phase I , few respondents stated other advantages of that AD , which were not repeated in Phase II, such as : the nice colour combination, the prettiness of the lady holding the packet , and her dress .

In Phase II, some respondents stated other advantages which , in turn , were not mentioned in Phase I, such as: that the smile of the lady in the picture was an indication that the pills were not harmful, and that the lady looked normal .

While those respondents who felt unimpressed by the " Photo AD " in magazines, in Phase I, explained that response in terms of the lack of clarity in the AD under question, respondents give various reasons for that in Phase II, as they viewed that the lady (in the AD) seemed an Arabian rather than Egyptian, and the inclusion of too much details under the Photo of the lady holding the Packet .

In both Phases of research , there was a limited percentage of reading with regard to the " indirect AD " in newspapers and magazines . However it was higher in Phase I , i.e., 14.3 % , against 10.8 % in Phase II .

The majority of those respondents read that " AD " in the illustrated Weekly " Haww'a " Magazine.

3- Radio:

- The AD on the new pills on the Commercial network of " AL- Sharq - AL- Awsat " has been the one more listened to than Ad's on AL-Sha'ab network . Furthermore, the percentage reached 89.9 % in Phase II against 79.4 % in Phase I .
- The " Female Peasant AD " counted for the highest percentage of listening in Phase II, compared with the rest of radio AD's , namely, the " School " and " Housewife " AD's .
- Despite the fact that Phase II witnessed a rise in the percentage of listening to radio AD, the percentage of favouring that AD declined in Phase II .
- The main reasons given by respondents for being impressed by the radio AD in Phase I included: that it explained intake instructions, the way it was presented and that it was easy

to understand . Some of those reasons were repeated in Phase II such as : the way it was presented and that it was easy to understand. However, other reasons were given . Those included : that radio AD was presented in different forms , the character of the " lady" who looks fresh and seems to be leading a happy life, as presented by the AD , and that , according to some respondents, the AD looked vivid and natural.

- Some respondents expressed being unimpressed by the radio AD giving reasons such as : that it lacked clarity . In Phase II, other respondents gave reasons such as: that it seemed exaggerating , that it takes too much time, and that it was found unattractive .

Comparability of Advertising Media :

In both Phases of research , the " Packet AD " on T.V. continued to be the most favoured one with a higher percentage of preference in Phase II, whereas the " indirect AD " in newspapers was the least favoured one, not to speak of the fact that the "indirect AD " in newspapers and magazines received no preference at all in Phase II, as shown by the following Diagram:

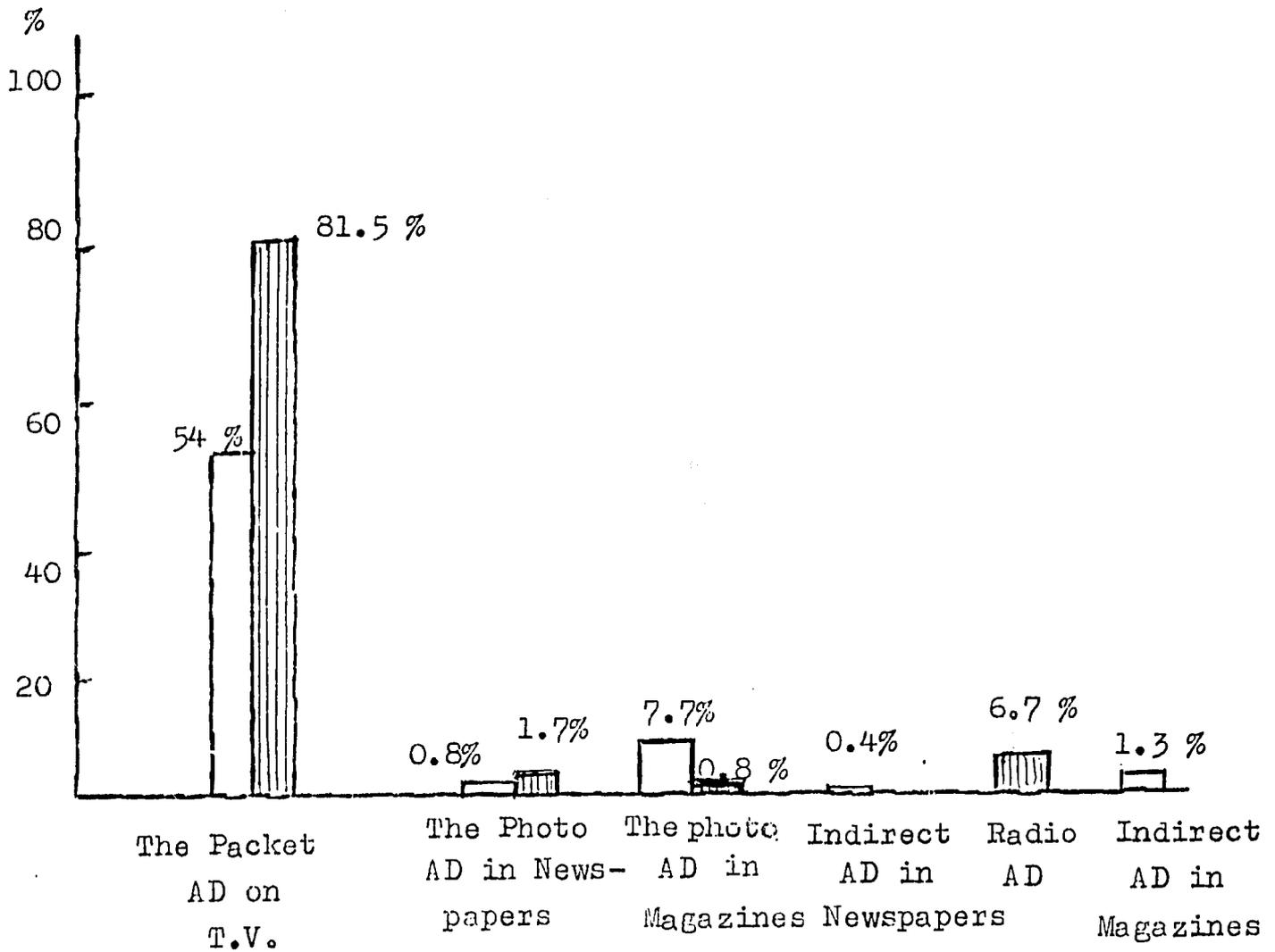


Diagram 5

Camparability of preference of different AD's in Different Advertising Media through Phases of Research .

As for the main reasons given by respondants for preferring the " Packet AD " on T.V. in both Phases of research , the reason that it was audeo - visual took lead in Phase II while it had come fourth in Phase I . " The way the AD was

presented " retreated from the lead in Phase I to come third in Phase II, simultaneously with " the clarity of the AD " that had come second in Phase I .

IV- Respondants ' Attitudes towards using " NORMINEST Fe" Pills :

It has been noticed that satisfaction with " NORMINEST " pills on the part of respondents witnessed a decline in Phase II, compared to Phase I , both in individual governorates and through the entire field of research . In return , dissatisfaction with the new pills was recorded higher in Phase II both in individual governorates and through the entire field of research , as shown by the following Diagram:

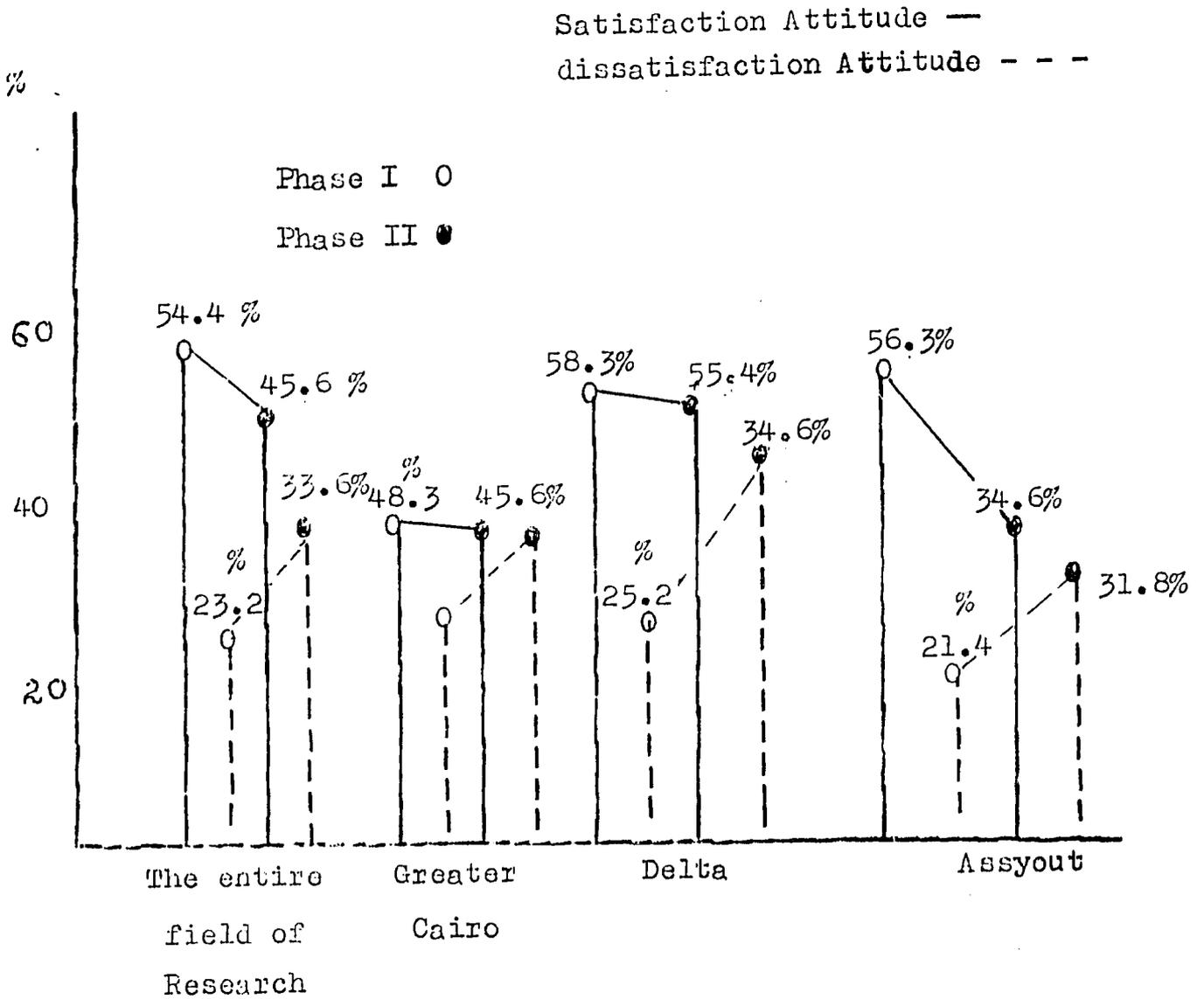


Diagram 6

Satisfaction and Dissatisfaction Attitudes
Through Phases of Research and Through the Entire
Field of Research and in Individual
Governorates .

The main reason given by respondents for being
satisfied with the new pills in both Phases was " that they

additionally combined iron tablets, then came the reason that they had minor side-effects, that they are a good contraceptive (third in Phase I, fifth in Phase I, third in Phase II).

Some reasons , which had been given in Phase I, were not mentioned in Phase II . Those included : that the new pills were accepted by physicians at the conference , that they were better than the I.U.D. , that they were to be taken daily on a regular basis with no chance for forgetting.

Reasons given only in Phase II included: that the pills under question were new, thus avoiding shortcomings of previous brands , that they contained a lower percentage of hormones than other brands, and that the packet was to keep them away from microbes.

The main justification given by those respondents who expressed dissatisfaction with the new pills through both Phases of research , was that they had not tried those pills before , hence their inability to judge them. Then followed the justification , also in both Phases, that use of , or adviseability of using , the new pills depend upon physicians ' consultation. These are logical reasons that cannot be construed as attributing any shortcomings to the pills themselves.

In both Phases, few respondents gave some other reasons that applied to pills in general as a contraceptive and not specifically to "NORMINEST", such as : that a respondent considers pills a harmful contraceptive with side-effects and that she prefers using the I.U.D.

Respondants who stated that the new brand was better than other brands counted for 62.3 % in Phase II against 53.1 % in Phase I .

The main advantages of the new pills , from the points of view of respondents through Phases of research, included: that they additionally combined iron tablets, that they have minor side-effects, that it is easy to use , and the design of the packet . In Phase II , some respondents added other advantages such as : that the new pills make a lady feel fresh , the low percentage of hormones in the new pills . This reflects the fact that some respondents were under the impact of new AD's presented through radio in new forms .

V- Correlation between Exposure to Various Advertising Media and the Demographic characteristics of Respondants:

1- Correlation between Exposure to Advertising Media and Age :

- Comparison of the findings of the two Phases

of research has shown some basic differences as well as resemblances .

Basic differences included that : most of the sampled respondents in Phase II do read newspapers while most of those in Phase I do not , illiterate excluded in both cases .

It has been found out that the age - category of 27 - below 31 years counted for the highest percentage of listening to radio in Phase I, while in Phase II the age - category of 24 below 27 years did .

While the age category of 31 - 35 years encompassed the highest percentage of those who do not listen to radio , in Phase I , the age-category of 31 -35 years took lead in this regard in Phase II.

Basic resemblances included :

- That in both phases , a good percentage of respondents do read both newspapers and magazines. In this regard, the age - category of 31 -35 years took lead .
- The age - category of 24 - below 27 years counted for the highest percentage of those respondents

who read only newspapers, in both Phases .

- Most of those respondents who never watch T.V. are within the age - category of 31 - 35 years.

2- Correlation between exposure to advertising media and Work:

The findings of the analysis , in both phases have shown a good deal of consistency to the effect that non- worker respondents were exposed most to T.V. , then to radio, then to newspapers . Employees were most exposed to T.V. , then newspapers then to radio . Professionals were most exposed to T.V. , then to newspapers, then to radio . Labour respondents (as a sub - category of professionals , were relatively different. In phase I , this sub- category was most exposed to T.V. , then to radio , then to newspapers , whereas in Phase II, it was T.V. , then newspapers, then radio .

3- Correlation between exposure to advertising media with educational level :

The findings of the analysis , through phases of research , have shown some aspects of consistency as well as some other aspects of inconsistency .

The main aspects of consistency included :

- the appearance , in both phases, of a good percentage of respondents who never read newspapers despite the fact that they are not illiterate ;
- that graduates came second in order among those who read newspapers in both phases ;
- the high percentage of non- watching of T.V. among the illiterate respondents in both phases, the variation in percentage from phase I to phase II notwithstanding.

The main aspects of inconsistency included:

- that most of those who listen to radio , in phase I, were those who only read and write, then followed , with a narrow gap , the below - intermediate level respondents whereas intermediate - level respondents took lead in phase II in this respect .
- that the analysis has shown , in phase I, a reverse correlation , oftenly , between exposure to T.V. and the educational level . However , that was not the case with illiterate respondents . A reverse correlation was also established between exposure to newspapers and the educational level . Yet , that reverse correlation was relatively less striking in phase II.

VI- Correlation between Source of Knowledge about the
New pills and Exposure to Advertising Media :

The findings of the analysis , through phases of research , were consistence as to the concrete correlation between a given source of knowledge and the exposure to that source as an advertising medium . Those who knew about the new pills through T.V. in both phases were the most exposed to various advertising media .

It also has been established that those who knew about the new pills through a given source are always, or oftently, exposed to numerous sources . Most of those who knew about the new pills through newspapers, for instance , do listen to radio and watch T.V. Most of those who knew about the new pills through radio do read newspapers and magazines and always watch T.V.

The correlation between obtaining knowledge and the continious exposure to such a source has also been established . All those who knew about the new pills through magazines , for instance , do read newspapers and magazines, and most of them listen to radio and watch T.V.

VII- Correlation between preference of a given AD in Various
Advertising Media and the Demographic characteristics:

The analysis has , to a great extent, shown inconsistency in the findings related to the correlation between preference

of a given AD and the demographic characteristics. Most of those who gave preference in favour of the " Pac et AD " in phase I , for instance , were in the age - category of 31 - 35 years . That was consistent with the findings of the analysis in phase II as . But characteristics differed , as those in phase I were non - workers at intermediate level , while in phase II they were employees at above - intermediate level .

In phase I , no preference was attributed to the radio AD's , whereas some respondents expressed preferring that AD in phase II. It may be noteworthy here that coincided, to a great extent , with the change in the forms in which those AD were presented in phase II.

VIII- Correlation between satisfaction with " NORMINEST Fe" pills and the Demographic characteristics of Respondants :

Comparison of the findings of analysis , with regard to age through phases of research , has shown a substantial inconsistency . In phase I , the age - category of 24 - below 27 years took a lead among the sampled age - categories with regard to satisfaction with the new pills , whereas a substantially high percentage of dissatisfaction within the age - category of 31 - 35 years .

The findings of the analysis has shown consistency as regards the impact of work as a variable upon the degree of satisfaction with the new pills . A high percentage of the sampled worker - respondents in both phases expressed satisfaction with the new pills . However , a considerable percentage of dissatisfaction was also recorded within the same category in both phases .

The findings related to the impact of educational level upon the degree of satisfaction with the new pills through phases of study have not shown consistency . The above- intermediate level respondents counted for the highest percentage of satisfaction in phase I , whereas the below - intermediate and intermediate level respondents counted for the highest percentage of satisfaction in phase II.

IX- Correlation between satisfaction with the New pills and Sources of knowledge thereabout :

The findings of the analysis through phases of research have shown consistency in that those who knew about the new pills through T.V. counted for the lowest percentage of satisfaction with them, despite the fact that T.V. was the source no. 1 through which respondents came to know about the new pills . That gives an indication

that T.V. is a source of information rather than persuasion as many females do watch T.V. just for entertainment.

On the other hand , those who knew about the new pills through radio and magazines counted for a high percentage of satisfaction with the new pills in phase I . That was , to a great extent , consistent with the findings of analysis in phase II as those who knew about the new pills through newspapers and radio counted for a high percentage of satisfaction with them.

X- Correlation between satisfaction with the New pills and the contraceptive preferred by Respondants:

The findings of the analysis have shown consistency through phases of research in a considerable positive correlation between the satisfaction on the part of respondents with "NORMINES" pills and their preference of oral pills as a contraceptive . It has also shown a high percentage of dissatisfaction with the new pills among those respondents who prefer I.U.D. as a contraceptive.

2 - Finding Related to Secondary Research

Objectives

- 1- The Degree of Awareness on the part of Respondants of P.O.P. and their Activities :

- Those respondents who were aware of F.O.F. counted for 75.8 % of the total number of sampled respondents in phase II against 67.3 % in phase I.

The order of importance of sources of knowledge about F.O.F. in both phases showed a good deal of consistency, as shown by the following Diagram :

Percentage

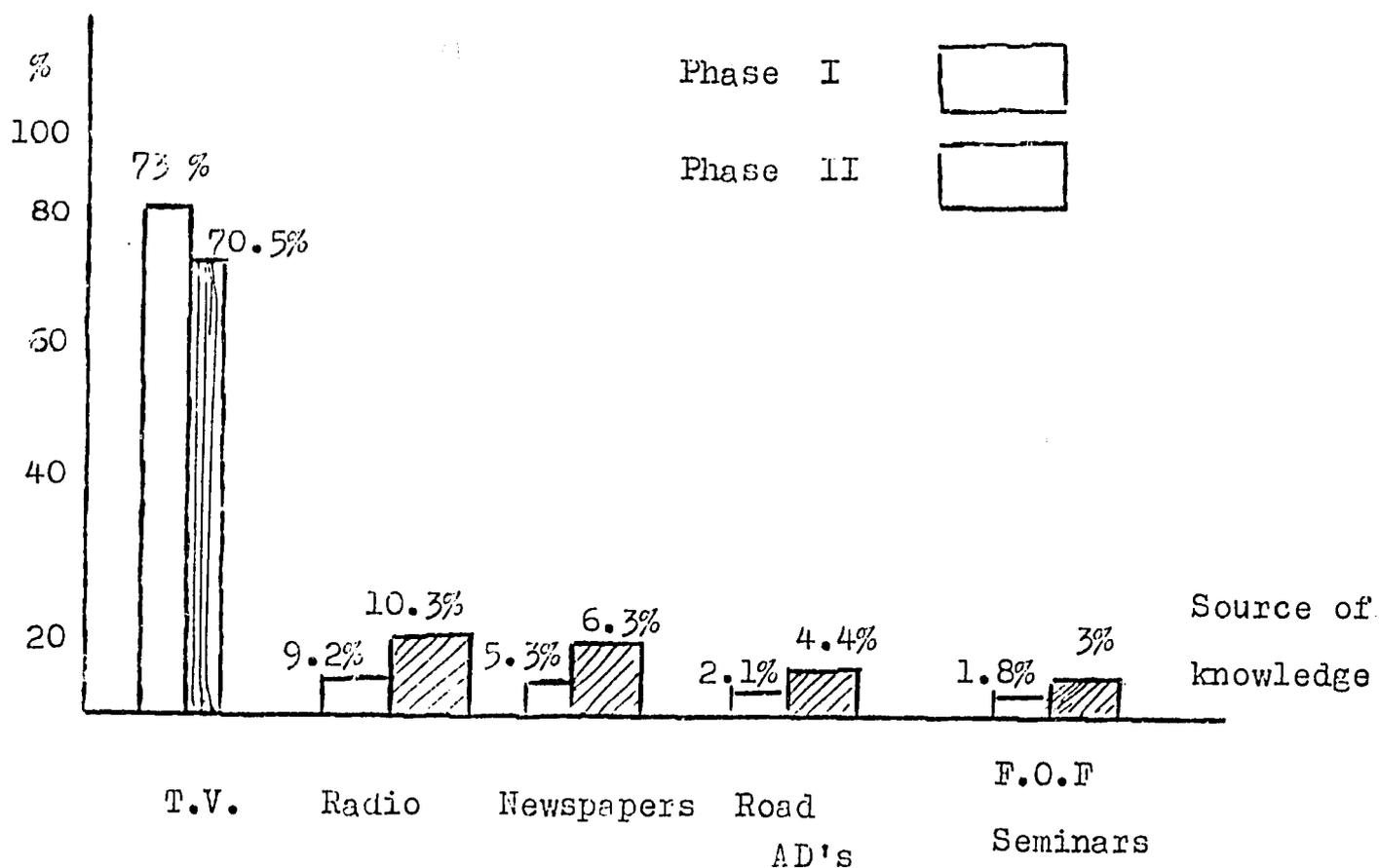


Diagram 7

A Comparison between phases of Research in terms of Degree of Knowledge about F.O.F.

- Among those respondents who confirmed that they knew about F.O.F , the percentage of these respondents who failed to identify the activities of F.O.F. declined to 9.7 % in phase II against 14.2 % in phase I .

- The percentage of those respondents who were aware of methods provided by F.O.F. rose to 69.2 % in phase II against 64 % in phase I .

- I.U.D. continued to be the most well - known method provided by F.O.F. through phases of research . However, the percentage recorded in this regard declined in phase II . " Aman " foam tablets came second in phase I, third in phase II , while " NORMINEST " pills came second order in phase II.

- The percentage of those respondents who use F.O.F. - provided methods, among those who know F.O.F. , declined in phase II, as shown by the following diagram .

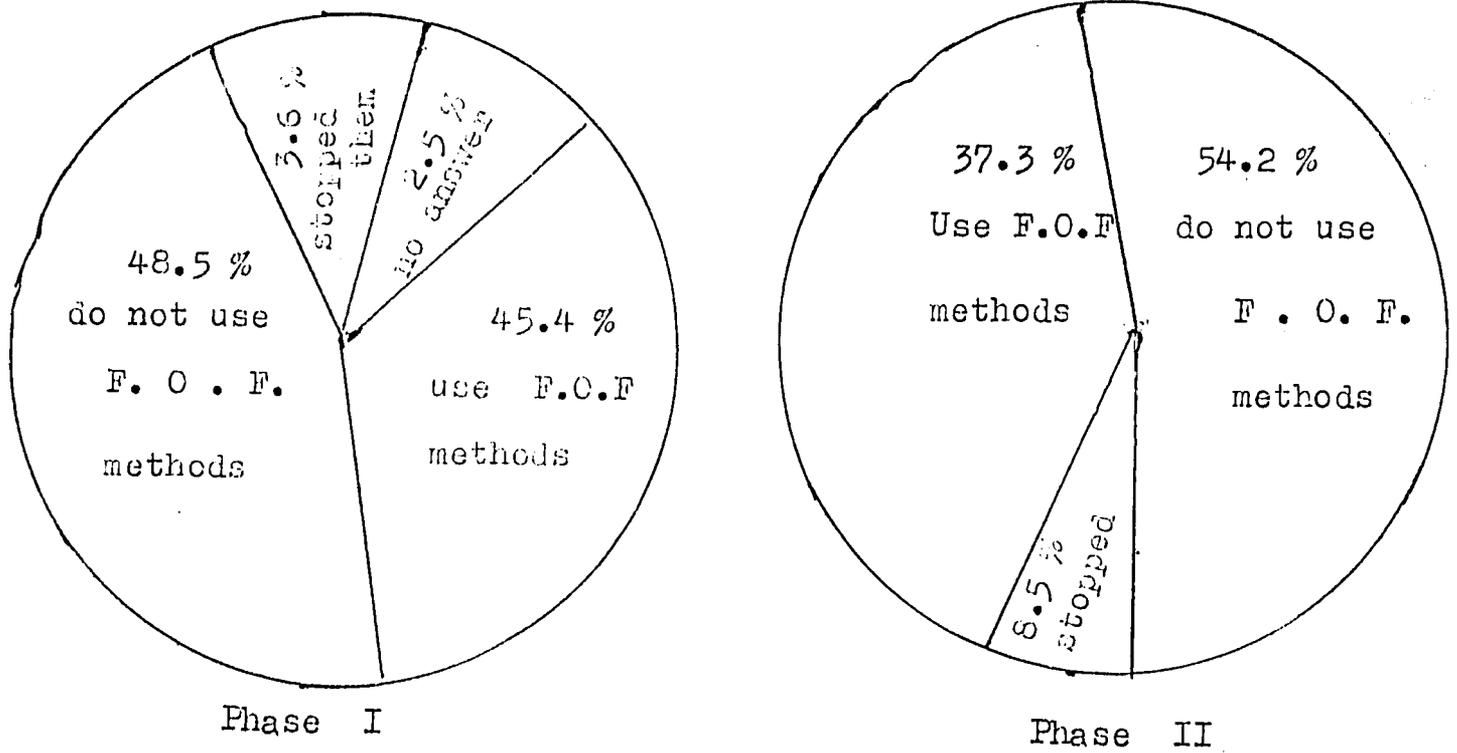


Diagram 8

Comparison between phases of Research in terms of the Volume of use of F.O.F. Provided Methods.

- I.U.D. continued to be the method No. 1 used by respondents, among F.O.F. - provided methods, through phases of research, followed by foam tablets " Aman " .

The percentage of those who were not aware of clinics run by F.O.F. showed only a narrow gap between both phases (76.8 % in phase II against 75.2 % in

phase I) . This was also true in the case of the percentage of clientship of those clinics among respondents who were aware of them (12.6 % in phase II against 15.3 % in phase I).

II- The Degree of Respondants' Awareness of Family
planning Methods in General :

- Through phases of research , oral pills continued to be the contraceptive most well- known by the sampled respondents , followed by I.U.D.
- T.V. continued to be the main source of knowledge for respondents on contraceptives in general . It counted 41.1 % of the entire amalgam of sources in phase II against 35.4 % in phase I, followed by the neighbour or colleague at 13.4 % in phase II against 14 % in phase I .
- In phase II, those who knew about family planning methods through physicians and pharmacists counted for 9.5 % and 2.3 % against 8.4 % and 0.5 % respectively in phase I .
- The findings of the research showed consistency through both phases in that a majority of the sampled respondents are currently using contraceptives . However, the percentage

recorded in their regard throughout the governorates covered by the present research declined to 58 % in phase II against 64 % in phase I . Those who stopped using contraceptives counted for 8 % in phase II against 7.8 % in phase I , thus showing a slight increase .

- Oral pills continued to be the contraceptive that counted for the highest percentage of use among respondents in both phases, followed by I.U.D.
- Also oral pills continued to be the contraceptive that counted for the highest percentage of respondents who stopped using contraceptives, also followed by I.U.D.
- The findings of the analysis through phases of research have shown a consistency in the positive tendency among respondents , who currently do not use contraceptives , to use such methods in future . However, the percentage recorded in this regard showed some decline (82.5 % in phase II against 88.3% in phase I).
- Oral pills took a lead among contraceptives which respondents intend to use in future, in both phases of research .

III- Views of Targets on Family Planning:

- Through phases of research , the findings of the analysis have shown consistency in that a majority of the sampled respondents were aware of an over- population problem in Egypt with only a narrow gap between the phases of research (96.5 % in phase II against 96.9 % in phase I).
- A considerable degree of consistency was also established as regards the exposure of those respondents , who were aware of an over- population problem in Egypt, to advertising media -(89.7 % of those always exposed to T.V. in phase II against 89.6 % in phase I ; 68 % of those always exposed to radio in phase II against 59.1 % in phase I ; and 61.1 % of those who read newspapers in phase II against 58.1 % in phase I).
- The findings of research have shown inconsistency as regards the degree of awareness of an over- population problem among Various age - categories and work - categories , whereas they have shown a consistency in terms of positive impact of educational level on such an awareness . The age - category of 24 - below 27 years counted for the highest percentage of awareness of an

over- population problem in phase I , whereas the age - category of 31 -35 years took a lead in their regard in phase II . Craftswomen and female employees were the categories most aware of such a problem in phase I , where as professionals took a lead in this regard in phase II .

In both phases, educational level has not shown a considerable effect in this regard.

- Family planning continued to be the most prevailing solution suggested to face the over- population problem from the points of view of respondents in both phases of research . However the percentage recorded in this regard showed the same decline in phase II, 64.3 % against 71 % in phase I.

Consistency was also shown in the order of importance with regard to other solutions suggested by respondents to face that problem.

- Through phases of research a positive correlation was noticed between suggesting family planning as a solution to the over- population problem by respondents and their continuous exposure to advertising media . Also a generally positive correlation was noticed between respondents ability

to suggest solutions to that problem and their continuous exposure to advertising media .

- There has been some decline in the percentage of those respondents who felt satisfied with the number of children they already had and , hence , the absence of tendency on their part to have more children , in phase II . However, this attitude remained prevalent as shown by the following Diagram :

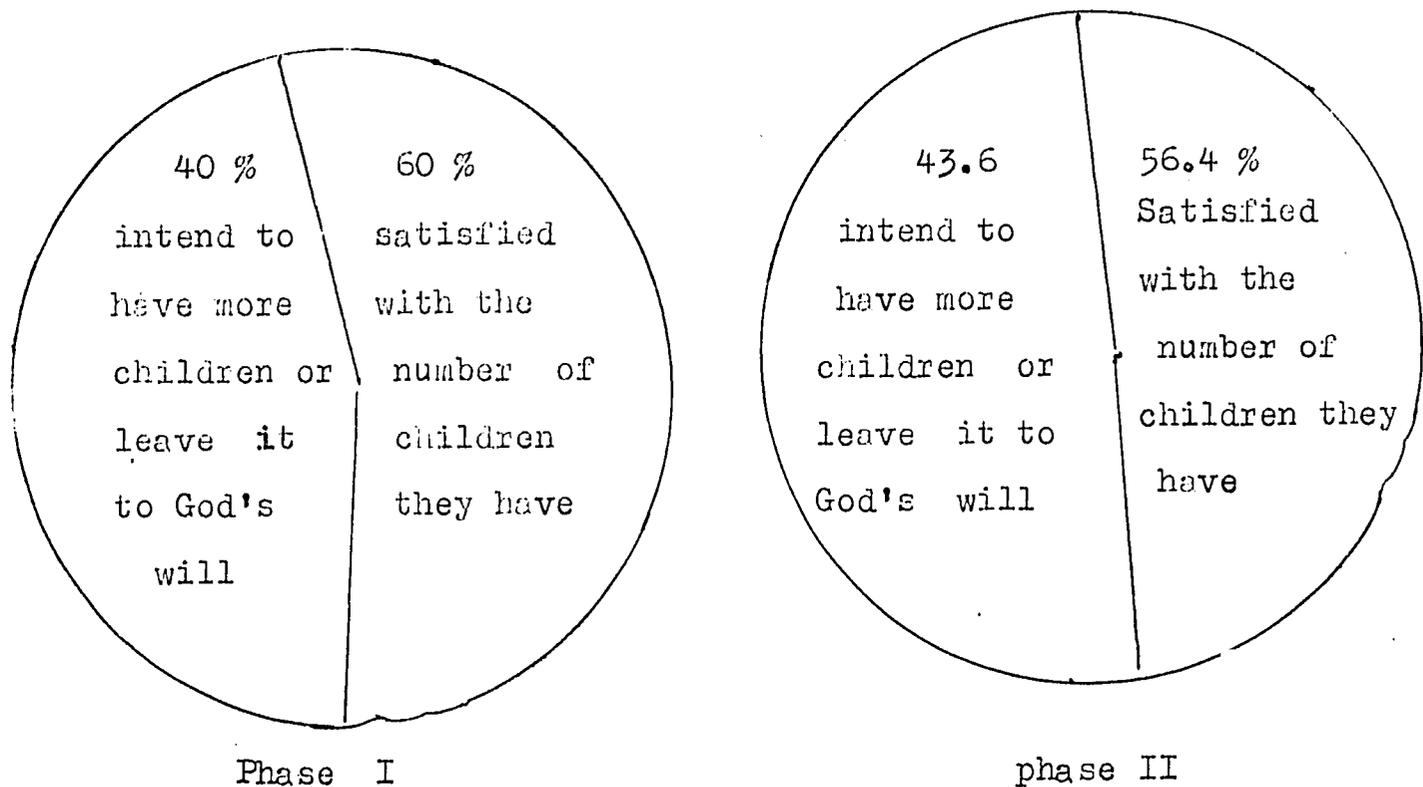


Diagram 9

Attitudes of Respondants towards having more children in Future Through Phases of Research.

- Through phases of research , the findings of the analysis have shown consistency in the absence of a considerable positive correlation between exposure to advertising media and the intention to have more children in future .

- A positive correlation between age and the intention to have more children in future has been found consistent in the findings of analysis . The elder a respondant was the less she thought of having more children in future .

- There was a consistency as to the limited effect of work as a variable on the intention to have more children in future . The same was true in the case of the effect of educational level through phases of research .

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CONCLUSION

GENERAL FINDINGS

and

INDICATORS

- 1- The advertisement campaign , in both its waves, proved effective to a good extent . This was proved by the findings of the analysis, particularly in phase II of the research . The awareness of respondents of the product sought to be probagated, namely, "NORMINEST PILLS" and its right brand, has increased. Also their perception of the content of the advertised message and its components increased . In phase II of the research , most of the sampled respondents successfully recalled those components in clearer way and that was true with regard to advertisement in various advertising media .

- 2- The research has proved that T.V. , as a mass advertising medium, was the most effective among such media in terms of presenting an advertised message . Most of respondents are exposed to it. It also has been their main source of information about the product sought to be probagated, namely " NORMINEST Fe", and of their information about F.O.F. that provides such pills and about contraceptives . Nevertheless, it has been established that T.V. has relatively been less able to persuade and affect , in comparison with other mass media (radio , newspapers ...) and individual contacts (neighbour, friend or relative).

3- In the same vein, it has been established the fact that T.V. is an audio - visual medium has been the main factor for impressing respondents through the " Packet AD " in both phases of research .

The analysis has shown that some variables have had a great impact on the degree of feeling impressed on the part of respondents by the advertisement campaign or by a certain AD the vein, on their belief , in principle, in the idea of family planning , their preference of pills as a contraceptive, their confidence that the advertised pills had been accepted by physicians and consolidated through research and studies the seriousness of the manner in which an AD is presented and its natural and smooth taste and finally the adoption in the AD of a style that cannot be easily understood by children, for some AD's on contraceptives are easily understood by children, thus causing embarrassment to mothers.

4- Despite a decline in satisfaction with "NORMINEST " pills in phase II of the research , a good percentage of respondents explained that in terms of their inability to judge the new pills as they had not tried them. This seems logical . Also it

has been noticed that satisfaction with "NOR-INEST" pills was positively correlated with an ab-initio satisfaction with pills as a contraceptive and that those who prefer using I.U.D. have not expressed satisfaction with "NOR-INEST" pills.

Thus, we cannot say that the advertisement campaign was not effective enough to persuade respondents to use the new pills.

- 5- The analysis has proved that emphasis on the fact that the new pill- packet additionally contained Iron - tablets was one of the factors that encouraged respondents to prefer the new brand "NOR-INEST Fe", as many respondents complained that other brands had caused fatigue to ladies who had used them. Furthermore, the design of the new packet was one of the advantages of the new product. Also respondents felt impressed by the frankness of the advertisement campaign as it admitted that, like other brands, the new pills had some side effects, albeit minor in comparison with other brands. It did not deny that fact.

The appearance of the lady in the AD's on the new pills in newspapers and radio (in the second

advertisement wave), looking fresh and smiling, had a favourable impact on respondents, so much so that some of them said that proved that the new pills were not harmful.

- 6- The findings of analysis have shown the poor effect of demographic characteristics (age , work, educational level) on the degree of satisfaction with the new pills . Despite the fact that phase I of the research had shown a positive correlation between satisfaction with the pills and age, the same could not be completely reconfirmed in phase II, thus making it difficult to generalise the attitude concluded in phase I .

- 7- The analysis has shown that , many times respondents confused up the contents of different advertised messages on family planning methods, They confused up the messages originating from the State Information Service, those originating from F.O.F. and the contents of the various messages on the product itself. For instance, there has been a confusion between the advertised message of the " Packet AD " on T.V. and the " conference AD " also on T.V. , a position that has to be rectified through proper steps , especially when advertisement campaigns are propagating a

certain product rather than the very idea of family planning.

- 8- The research has proved that the adoption of an open-style advertisement on the new pills and the use of techniques and methods of attraction such as photos and dramatic performance were more effective than the adoption of an indirect style based on mere citing, a fact that was confirmed by the inability of respondents to feel impressed by the articles published in newspapers and magazines, as the latter were looked upon by respondents as unattractive.
- 9- The research has also revealed that repetition and diversification were effective factors that helped the advertisement campaign under question succeed. The repetition of publishing or broadcasting / telecasting the AD's on the new pills had a great favourable effect on the success of the campaign. Diversification of the advertising media used (T.V. , radio and newspapers) and technical forms used realised a greater effectiveness to both waves of the advertisement campaign.
- 10- The research has proved that the selection of a suitable timing for broadcasting/telecasting the

AD's on pills (particularly the time preceeding the Arabic drama series) was very much effective. Also the selection of the Weekly issues of " AL-Ahram " and " Akhbar - el - Yom " was a successful one as these two newspapers enjoy the greatest readership . Hence , the greater chance that targets would read AD's published in both newspapers .

In the same vein, presenting some AD's through certain media was not successful due to the lack of exposure of respondents to those media such as " Tabibak AL- Khas " Magazine for example.

Finally , we can say that the advertisement campaign on " NORMINEST Fe " new pills was successful to a great extent . Its salient features are briefly given hereunder :

- the clarity of the idea, and the access to it by targets on a wide scale ;
- emphasising the advantages of the product in a way that enabled targets to easily perceive them ;
- the new style of the various AD, namely, the " Conference AD ", the AD's on radio, and the newspapers ' AD's ;

- the inclusion in the AD of sufficient information on the product ;
- the credibility and frankness of the advertised message ;
- repetition with diversification;
- the almost precise information given in the advertised message;
- making use of the characteristics of each advertising medium ;

However, shortcomings in this campaign may be summed up as follows :

- some of the presented advertised message were unnecessarily long;
- some educational levels found certain AD's difficult to understand, particularly the " conference AD " and the indirect AD's in newspapers .
- the impression sometimes on the part of some respondents that certain advertised messages were exaggerated , particularly the " conference AD " and the AD's on radio.
- some respondents sometimes turned away from an AD as the latter laid emphasis on talking about physicians and pharmacists (as in the case of

the " Packet AD " on T.V.) or laid emphasis on the necessity to consult a physician , fact that has side - effects though positive and honest ; and

The lack of clarity in some advertising media .

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