

EN-ADA-848



# **Solid Waste Management**

**Calro Southern Zone**

## **Social Marketing Research**

### **PART I**

#### **Summary Of Findings**

**27 October 2002**

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**Submitted by**

**Pan Arab Research Center**

**to**

**Academy For Educational Development**

**Green Com Task Order # 2905-807**

**US AGENCY FOR INTERNATIONAL DEVELOPMENT**

# 3002

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## 1- INTRODUCTION

*This document presents the main finding for the Solid Waste Management project which has been conducted by PAN ARAB RESEARCH CENTER on behalf of GREEN COM. The main objective of the study is to determine availability of garbage collection system in south Cairo areas and to measure the attitudes towards the new privatization system of municipal waste management.*

*All procedures and methods used in this survey comply with the ICC/ESOMAR international code of marketing and social research practice.*

## 2- RESEARCH METHOD & SAMPLE

The survey was conducted using face to face interviews with different segments located in south Cairo defined as follows :

- **Home Makers** :  
Decision makers of households Adults males & females
- **Children** :  
Males & females 10-12 years old
- **Small business**  
**Industrial worker**

### **Sample split :**

- **Home makers** : 300 interviews conducted with adults  
( decision makers )
- **Children** : 100 interviews (50% males & 50% Females)
- **Small business /  
Industrial worker** : 100 interviews (50 interview for each)

# Main Findings of SWM Project

## Home Makers

### ▪ Level of severity of certain environmental problems

From the results we can notice that the Homemaker's target segment suffers from some environmental problems, but with different degrees. However, some of the respondents consider these problems severe and the other very severe, it will be as follows:

#### Problems

	Severe & very severe
- Lack of clean drinking water	54%
- Air pollution	50%
- Noise from Traffic	43%
- Sewage	41%
- Garbage collection system	41%
- Flies	36%

### ▪ Homemakers habits in dealing with Garbage

The results of the study shows that the two third of the homemakers having a Garbage collection system, while one third don't have.

If we look upon the results by the income level, it is split equally at the lower income level between people who don't have and have a garbage collection system 50% for each of them, while we notice that the upper income category of the households, two thirds of them have a Garbage collection system.

Two third of the respondents their garbage are collected by the Zaballine.

We have concluded from the figures mentioned in the survey that the average amount paid for garbage collection system is L.E 2.6 per month.

Food was mentioned as a main content of the garbage most of the time.

As for the number of bags that each household generates every week, almost each household generates more than three bags per week.

## **Main Findings of SWM Project**

Most of the households of this sample are keeping their garbage in plastic bags by 78.7%, followed by the respondents whom they store their garbage in boxes and trash bins by 21.3%.

The day of garbage collection differs from one place to another, merely all the days are equal in percentage, only a few proportion of household whom their garbage are collected on Friday.

75% of the homemakers category their garbage have been collected on the same days last week, which emphasis the regularity of the garbage collection system in their neighbourhood.

Just about half of the households prefers garbage to be collected on a daily basis 47.3%, followed by 37% of the households, who want it to be collected three times per week, however, the majority of the target sample preferred their Garbage to be collected at morning and 20% only who wants it to be collected at evening.

### **▪ Satisfaction level from Garbage collection system**

23% only whom are not satisfied from the household's current garbage collection system. Moreover, we haven't noticed any differences among the different income groups.

### **▪ Awareness level of the privatization of SWM**

69% of the homemakers are not aware of the privatization of municipal waste management, and only 31.3% are aware of it.

We have noticed that the lower income level people have a lower knowledge of this system than the upper income level.

In the meantime, the people who know about the privatization of the Garbage collection system know it mainly from TV, followed by newspaper as a second source of knowledge. In addition to this, the majority of the people who are aware of this system are aware of the fees required for using this service (96%).

The total households are willing to pay by 82% for this service, regardless their income levels.

The average amount willing to pay is L.E 3 per month.

# Main Findings of SWM Project

## ▪ Likelihood of solving certain environmental problems

It is very clear that the respondents are aware of the relationship between solving the problems of Garbage collection and the improvement of the other environmental problems currently existed in the neighbourhood.

However, if we took the total percentage of the people who think that it is likely and very likely for these problems to be solved incase garbage problem has been solved, we will realize the possibility of each of these problems to be disappeared in the future.

### Likely & Very Likely

- Eliminate Flies	96%
- Reduce illnesses	93%
- Remove bad smells & adores	96%
- Building cleaner / sanitary	97%
- Eliminate Rates & Mice	87%
- Improve the quality of the environment	97%

## ▪ Participating in solving some of the problems

Almost all the target segment of the homemakers are feeling responsible toward the cleanness of their neighbourhood 98%, they also feel that the government has to play and enlarge its role in solving these problems that harm the environment.

Concerning the garbage collection problem in particular, we have notice that 46% of the homemaker sample believe that these particular problems could be solved through the private companies, while 53% put it upon the government responsibilities.

As a step forward for solving these problems, most of the respondents are very likely to help in solving all the problems.

### Likely & Very Likely

- Avoid throwing garbage on the streets	94.7%
- Pick up pieces of garbage and place it in public trash bins	61.6%
- Remind others to stop throwing garbage in street in pubic places	83%
- Take garbage to designated garbage pick up spot	85%
- Pay for garbage collection	93.3%

# Main Findings of SWM Project

## Children

### ▪ Habits in dealing with garbage

62% of the households of this segment, their garbage are collected by Zaballine and the other 38% mentioned that they are taking their garbage to one of the collection point places.

The majority of them are storing their garbage in plastic bags while the others are keeping their garbage in public trash bins by, 71% and 29% respectively.

91% of the children have trash bins at school and only 9% who don't have. In the meantime, almost all of them are taking their lunch with them to schools, which makes the availability of trash bins at school so important.

Most of the children are throwing the waste of food in these trash bins or boxes 75% and only 20% of them are keeping it in their bags till they go back home, while 4% are throwing it in school yards.

### ▪ Participating in solving some of the environmental problems

Almost all the target segment of the children are feeling responsible toward the cleanness of their neighbourhood 90%.

As a step forward for solving some of the environmental problems, most of the children are very likely to help in solving it.

	<b>Likely &amp; very likely</b>
- Avoid throwing garbage on the streets	<b>93%</b>
- Pick up pieces of garbage and place it in public trash bins	<b>86%</b>
- Remind others to stop throwing garbage in street in public places	<b>84%</b>
- Take garbage to designated garbage pick up spot	<b>91%</b>
- Pay for garbage collection	<b>82%</b>

# Main Findings of SWM Project

## ▪ Entertainment and media habits

Nearly half of the children are spending their leisure time with their family and 43% are spending it with their friends, only 4% are spending their time at the youth centers.

Regardless media type, the stories get the higher proportions of children interest, it gets 13% in radio, 89% in TV, and 53% in newspaper & magazines, followed by Cartoon with 34% in TV, and finally, sports with 27% in radio, 22% in TV, and 13% in newspaper & magazines.

As for the viewership habits, the majority of the sample are watching Channel 2, 1, 3, and Nile TV , 96%, 94% 76%, and 45% respectively.

While the local Channels almost have the same percentage between (32% and 29%).

On the other hand most of the respondents are watching TV almost everyday.

## ▪ Children programs like to watch on TV

78% mentioned that they are watching **Alam Semsem** program with average 3.5 episodes out of each 4.

As for **Bakar**, two third of the sample mentioned that they watch **Bakar** with average 3.9 episodes out of 4.

It is interesting to mention that 53% of the children whom are watching **Alam Semsem** are watching 4 episodes out of 4, while 84% from the children whom are watching **Bakar** are watching 4 episodes out of 4.

# Main Findings of SWM Project

## Small Business Owners & Industrials

### • Level of severity of certain environmental problems

The results of the industrial & small business owners present the level of severity of certain problems in neighbourhood.

It is observed that a bigger proportion of the sample suffers by a way or another from the following problems:

	Severe & Very Severe
- Lack of clean drinking water	46%
- Air Pollution	70%
- Garbage Collection	60%
- Flies	62%
- Noise from Traffic	53%
- Sewage	46%

### • Habits in dealing with Garbage

Going deeper into understanding the habits in dealing with garbage in neighbourhood, we have noticed the following:

Two third of industrial & small business segment mentioned that they have a garbage collection system in neighbourhood.

The day (s) of Garbage collection differs from one Area to another, few proportion of the sample mentioned that their garbage is collected on Fridays.

However, the garbage collection is being done on regular basis as mentioned by the majority of the sample (86%).

Industrial & Small business keep their garbage in plastic bags or in boxes and trash bins (59% & 54% respectively).

## **Main Findings of SWM Project**

The average amount of money paid for garbage collections is 8 L.E per month.

The average number of Garbage bags generates per week is 4.5.

The contents of garbage vary from the type of business to another.

Food	38%
Plastic	33%
Glass	5%
Aluminum	4%
Wood	14%
Paints & Varnish Box	37%
Leather	17%
Cartons	35%
Papers	11%
Fabric	30%

A significantly high proportion of the sample preferred that garbage to be collected on daily basis while about two third wants the garbage collection to be in the morning.

64% of the sample of the industrials & small business segment that have this service are satisfied or very satisfied with the current system of Garbage collection.

### **▪ Awareness level of the privatization of SWM**

Less than half of the sample (44%) aware of the project of privatization of municipal waste management of SWM.

Amongst those who know the project of privatization of municipal waste management nine in every ten respondents are aware of the cost for using this service.

Newspapers form the main medium through which the information about the SWM recalled.

Friends are considered to be a second source of awareness (45%).

About three fourths of the sample are willing to pay for the new service.

8 L.E is the average amount respondents are willing to pay.

## Main Findings of SWM Project

- **Likelihood of solving certain environmental problems.**

The results are presented below where it is evident that the respondents are well aware of the effectiveness of garbage problem on the whole environment in neighbourhood.

Problems	Likely & Very Likely
Reduce flies	88%
Reduce illnesses	93%
Remove bad smells	96%
Building Cleaner Sanitary	95%
Eliminate rates & mice	86%
Improve the quality of the environment	96%

Participating in solving some of the environmental problems.

Almost all the industrials & small business segment (98%) have the responsibility feeling towards the cleanness of the neighbourhood.

A significantly higher proportion of the sample considered the government as the main entities, which can solve the problems in neighbourhood.

	%	%	%	%
	Me	Community	private C.	Government
- Air Pollution	24	20	36	85
- Noise caused by traffic	12	4	21	88
- Garbage problem	33	19	52	58
- Flies problem	41	24	48	56
- Lack of clean drinking water	11	6	15	85

## **Main Findings of SWM Project**

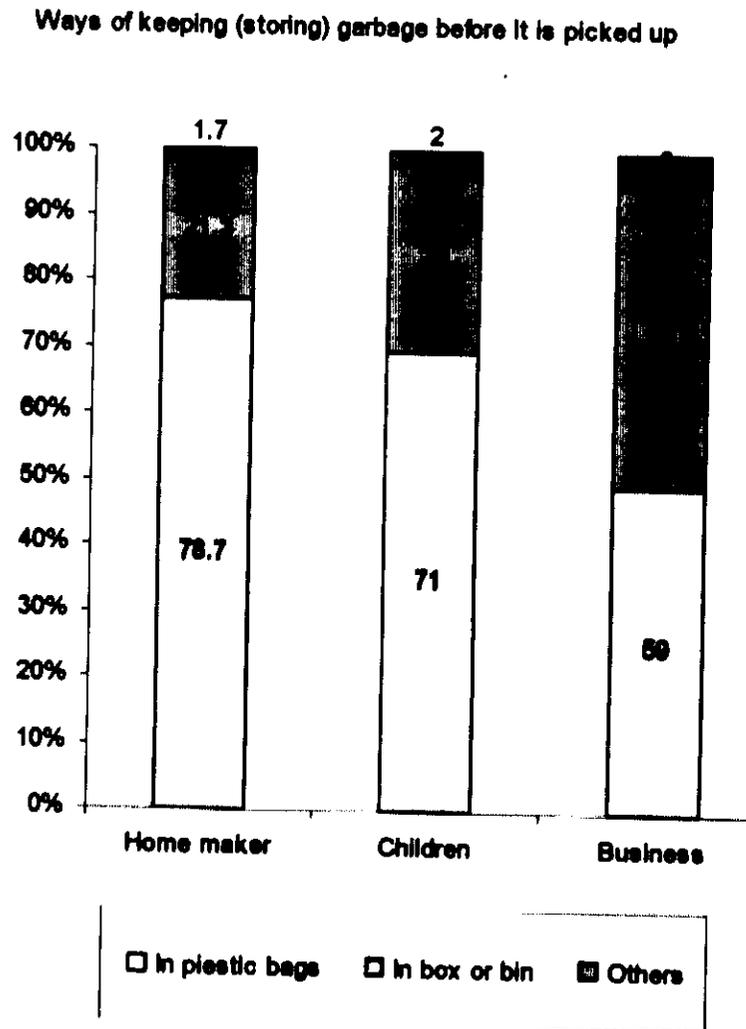
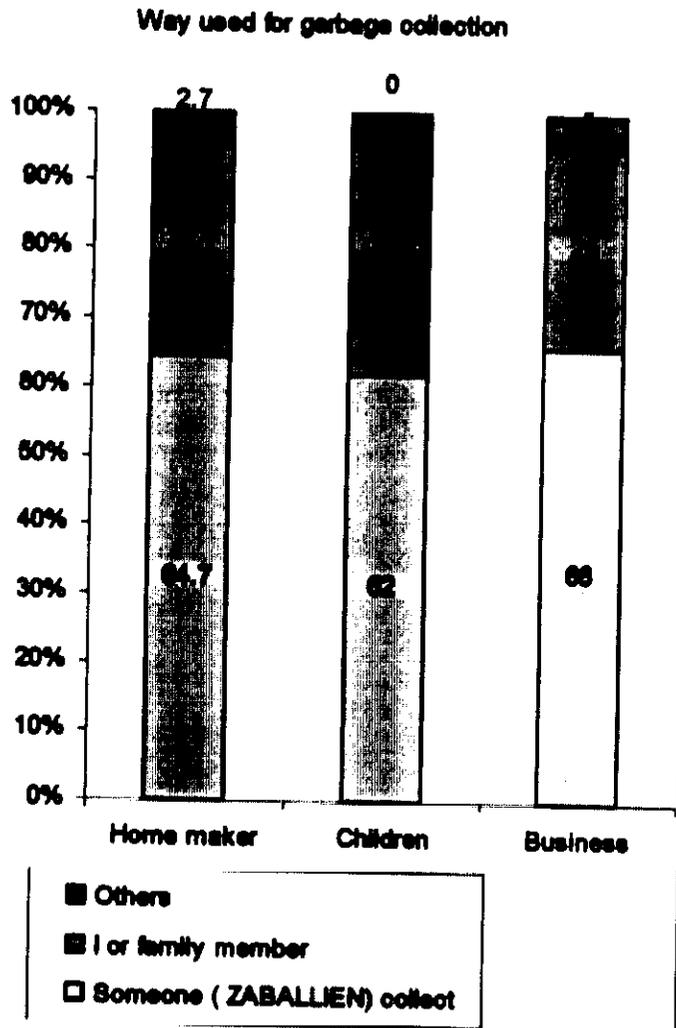
The results show a high level of willingness from the respondents to take a step forward for solving the environmental problems.

### **Likely & Very Likely**

- Avoid throwing garbage in public streets	96%
- Pick up pieces of garbage and place it in trash bins	85%
- Remind others to stop throwing garbage in the streets	87%
- Take garbage to designated garbage pick up place	95%
- Pay for garbage collection	89%

*Comparative Analysis*

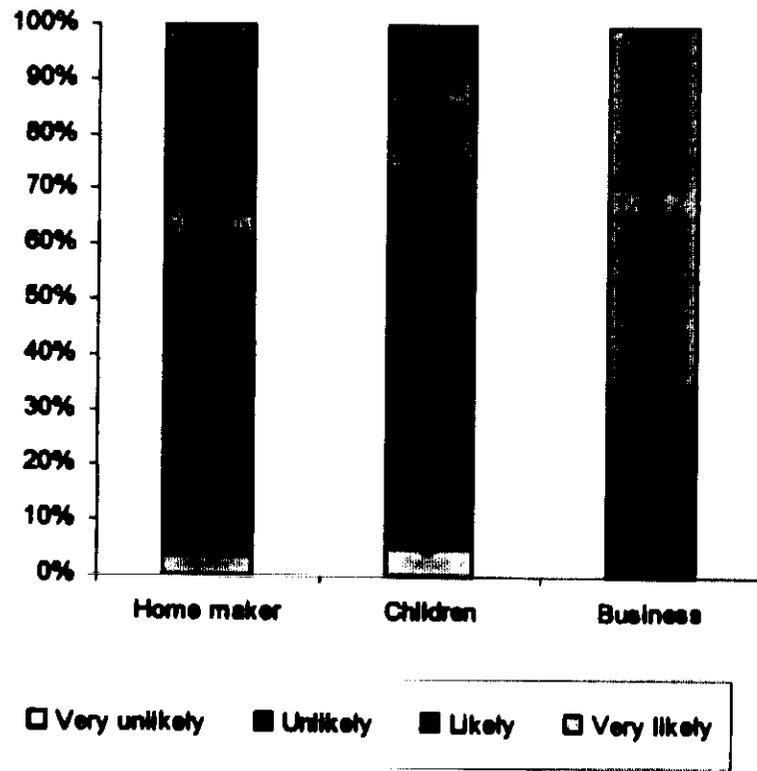
# SWM Comparative Analysis



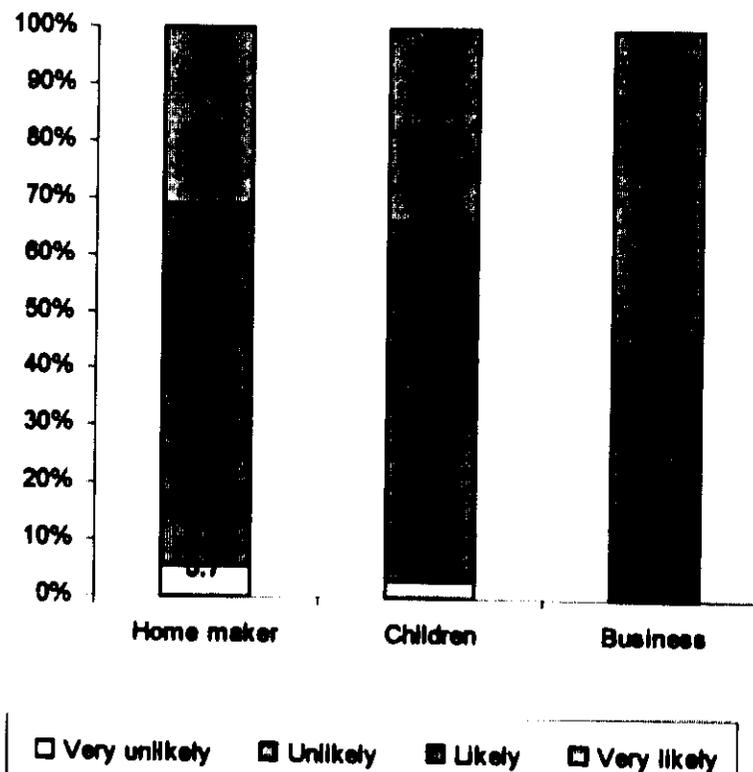
# SWM Comparative Analysis

## Likelihood of taking steps to help in solving the garbage problem

Remind others to stop throwing garbage in street public places



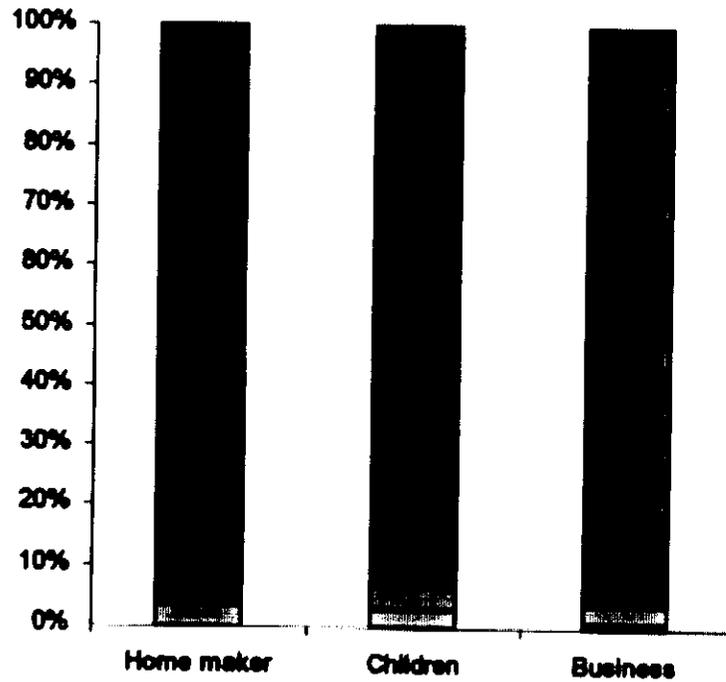
Package and take garbage to a designated garbage pick up spot place



# SWM Comparative Analysis

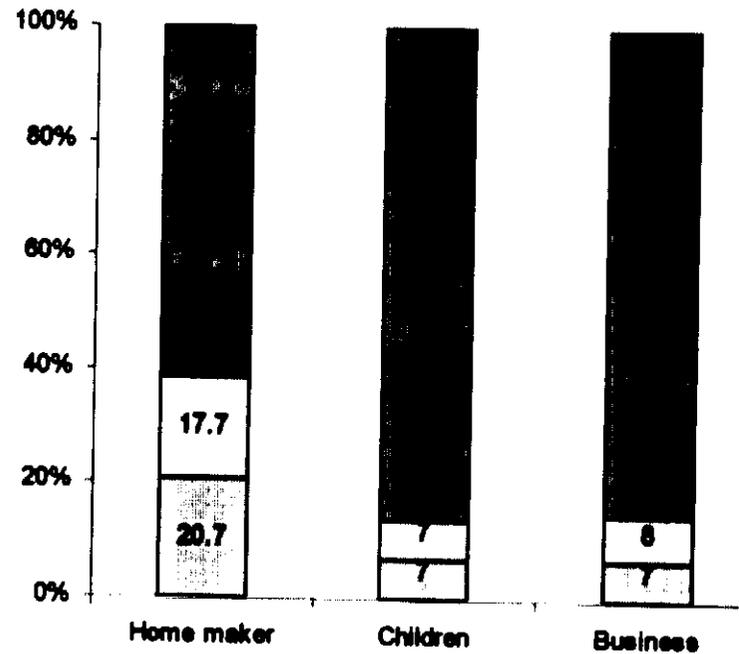
## Likelihood of taking steps to help in solving the garbage problem

**Avoid throwing garbage on the street public places**



Very unlikely  
  Unlikely  
  Likely  
  Very likely

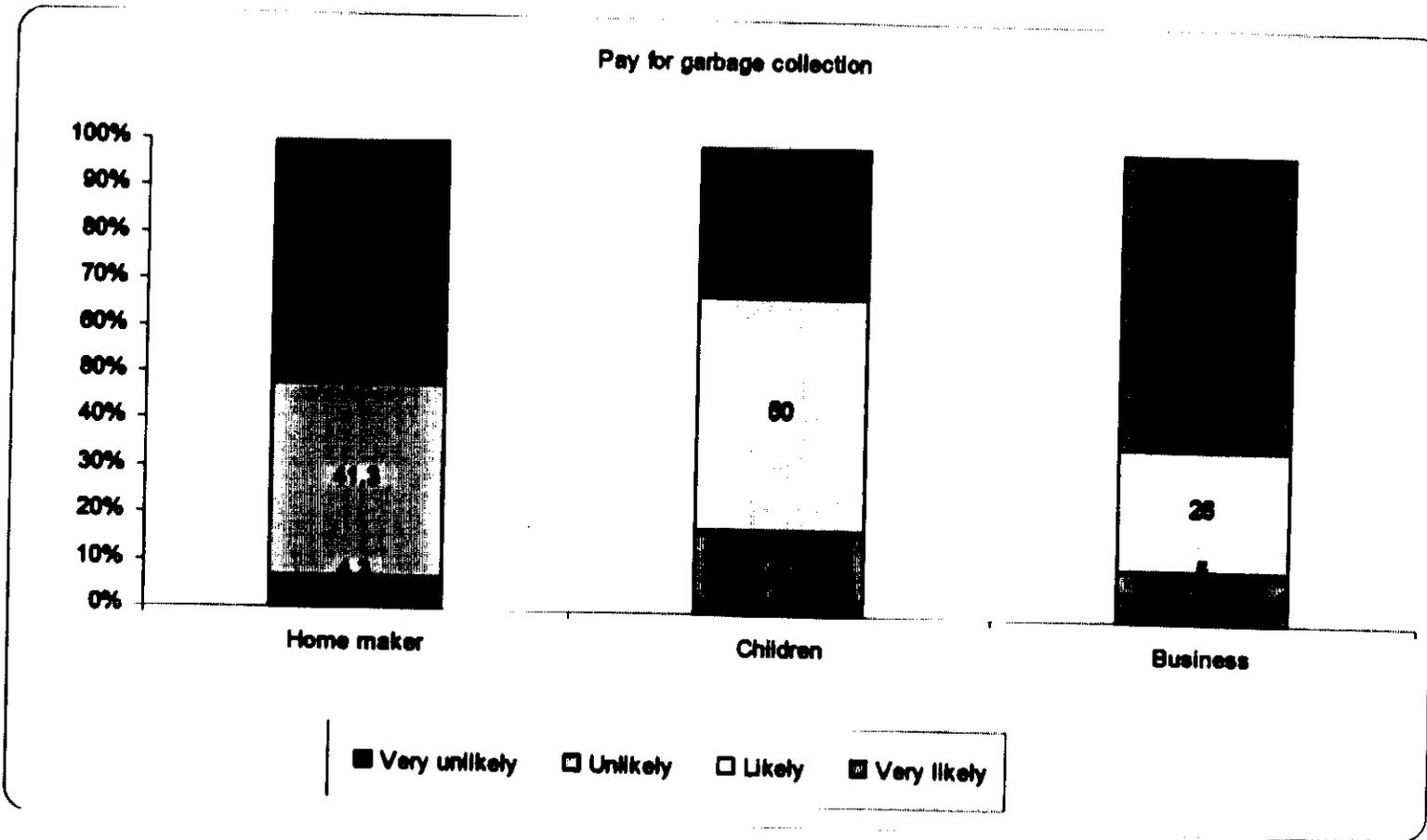
**Pick up pieces of garbage from the street and place in public trash bins**



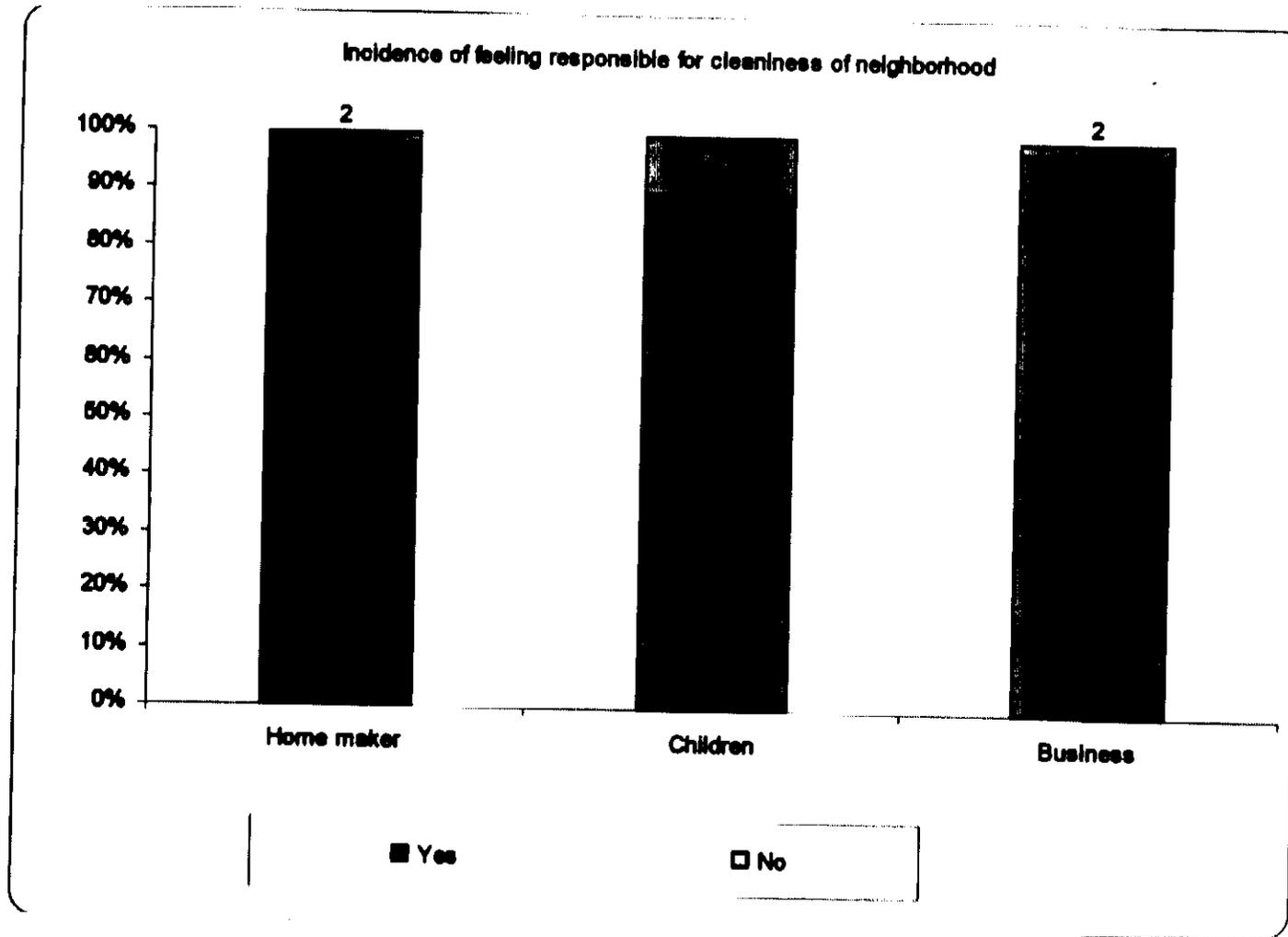
Very unlikely  
  Unlikely  
  Likely  
  Very likely

# SWM Comparative Analysis

## Likelihood of taking steps to help in solving the garbage problem

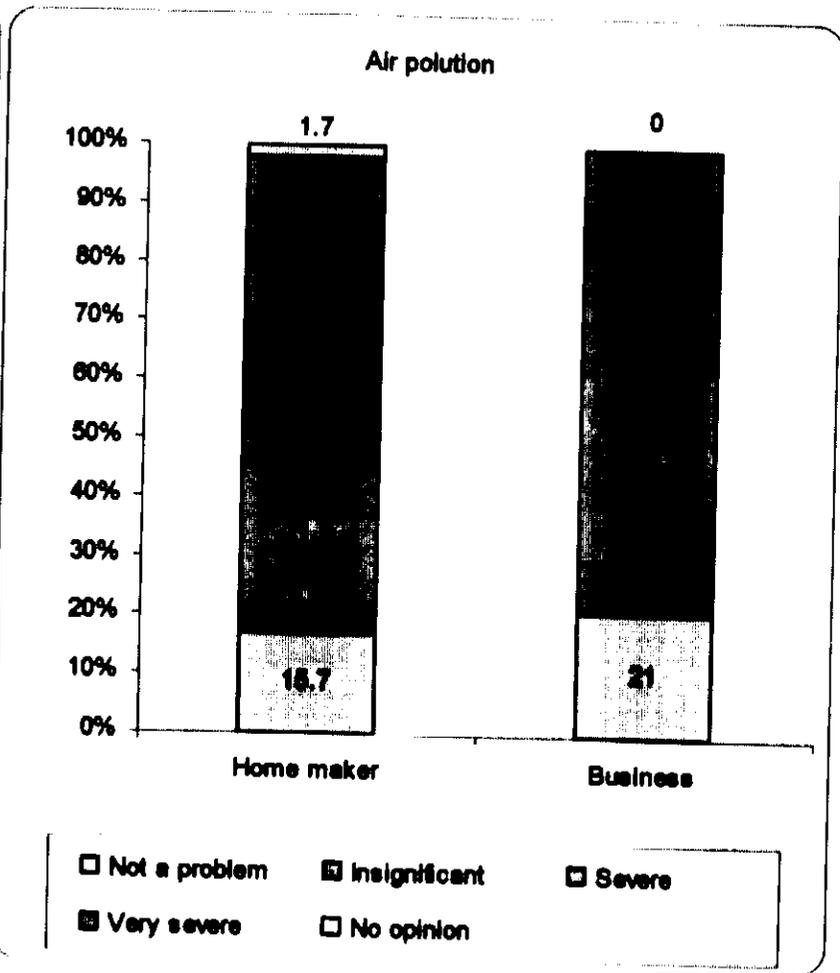
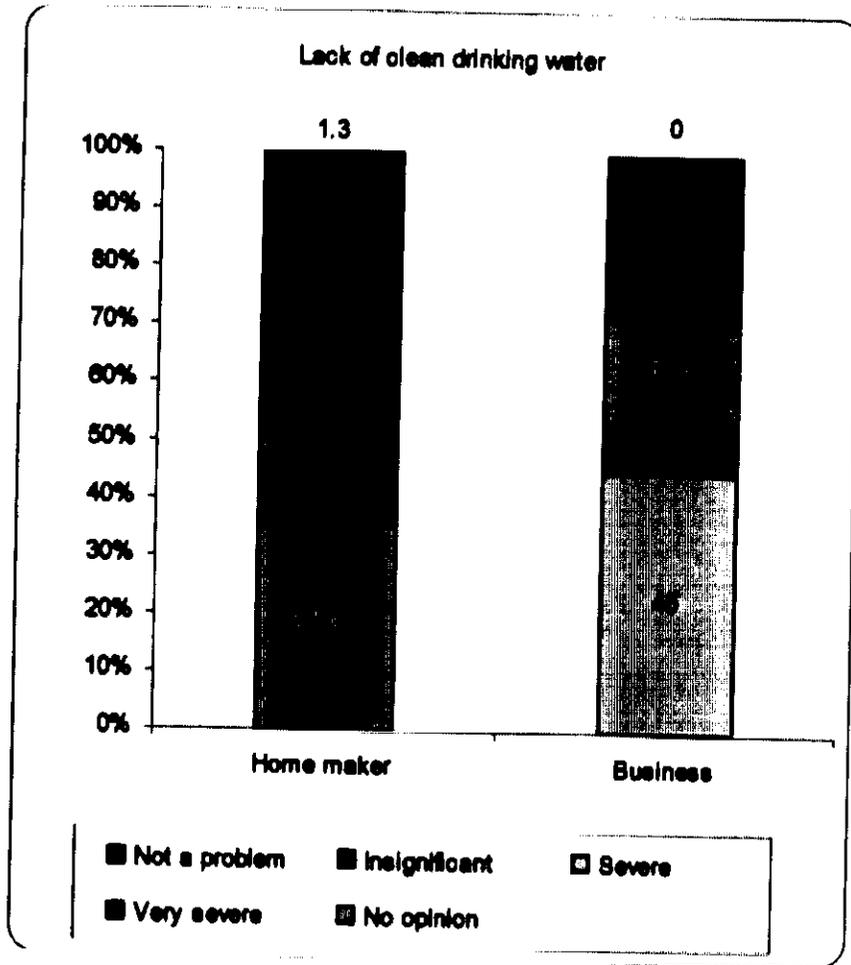


# SWM Comparative Analysis



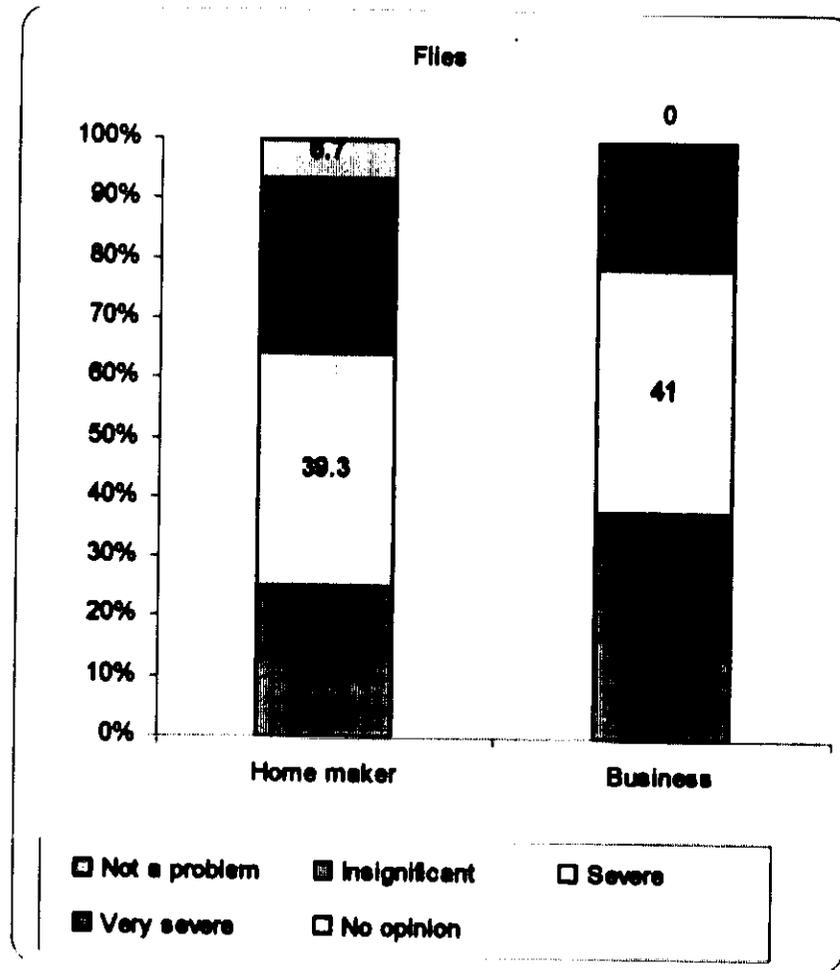
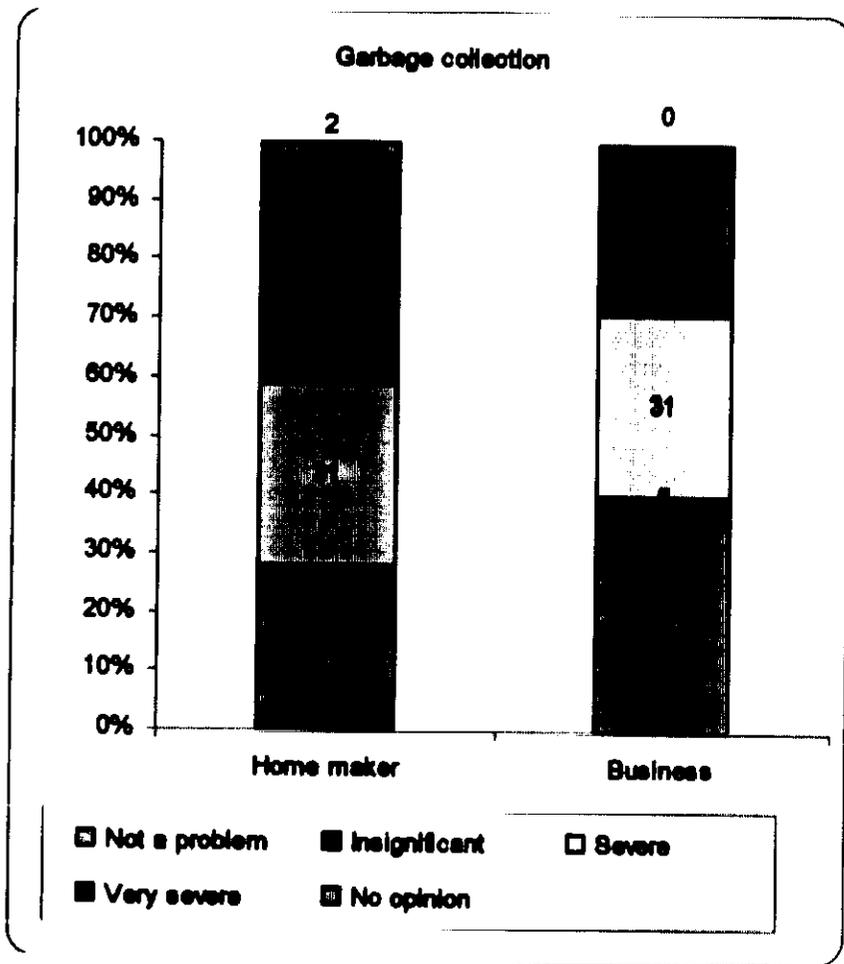
# SWM Comparative Analysis

## Level of severity of certain problems in neighborhood



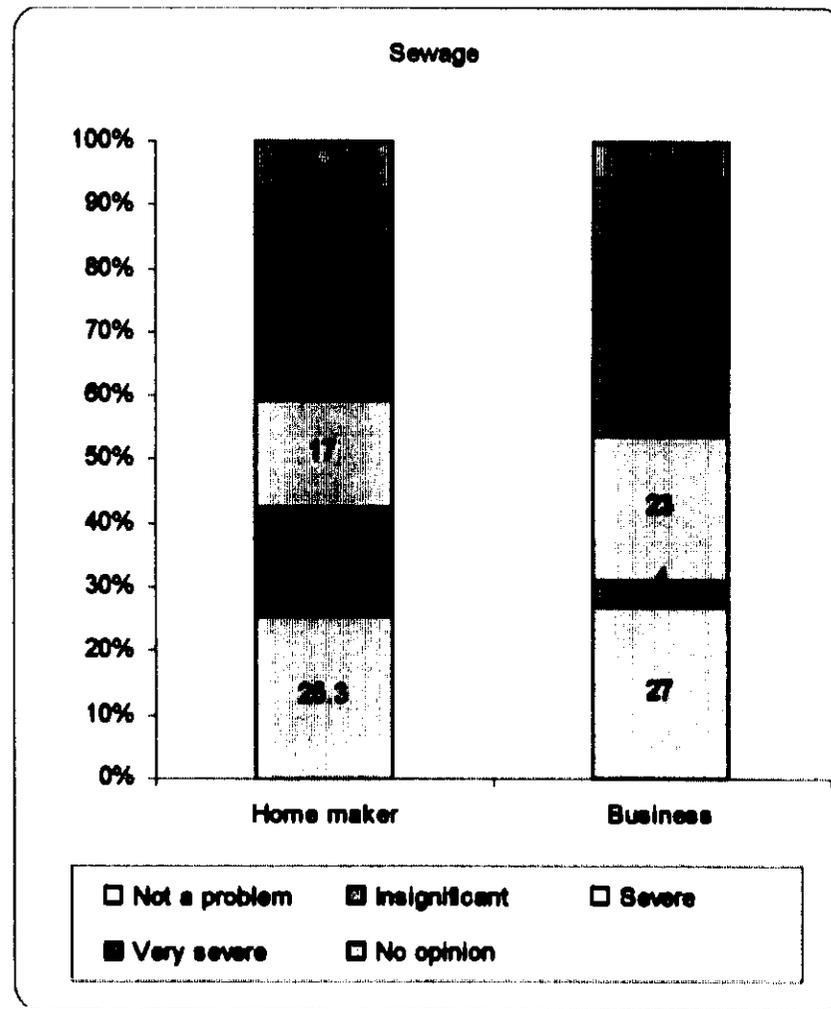
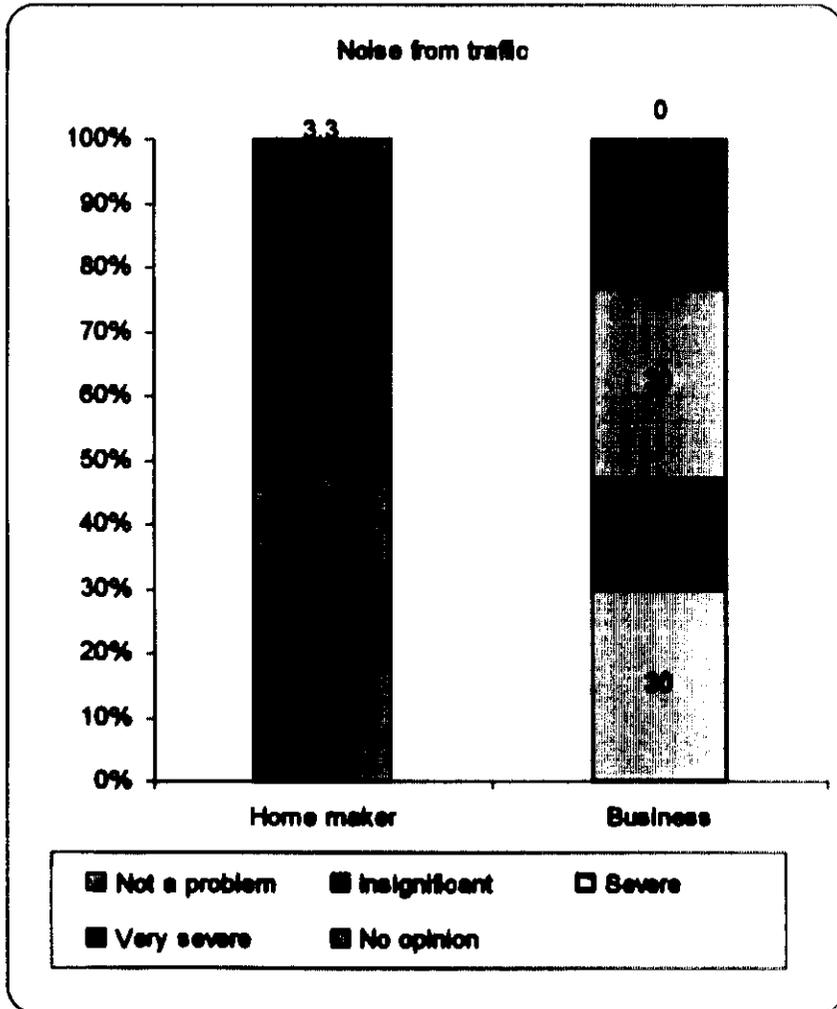
# SWM Comparative Analysis

## Level of severity of certain problems in neighborhood

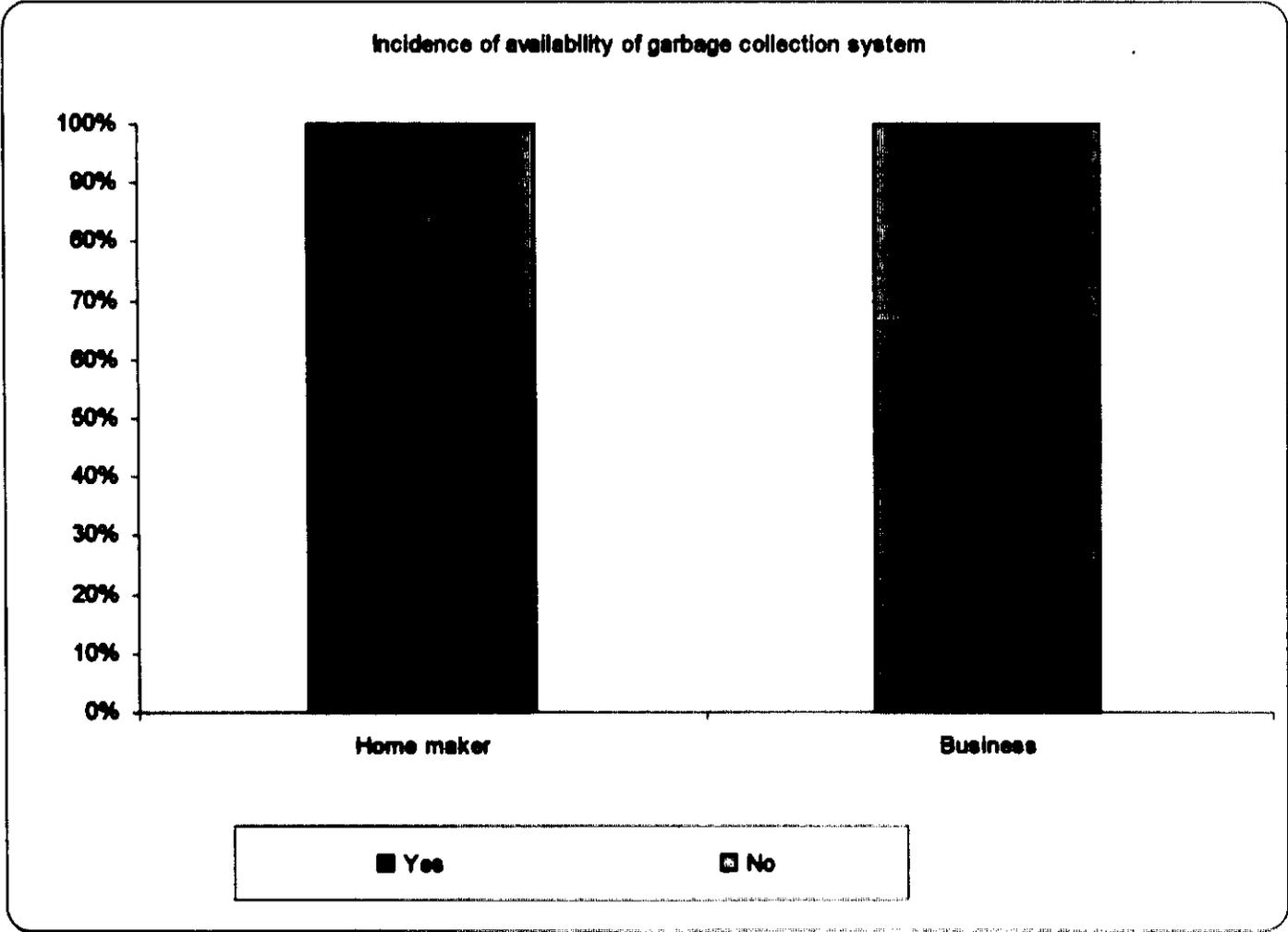


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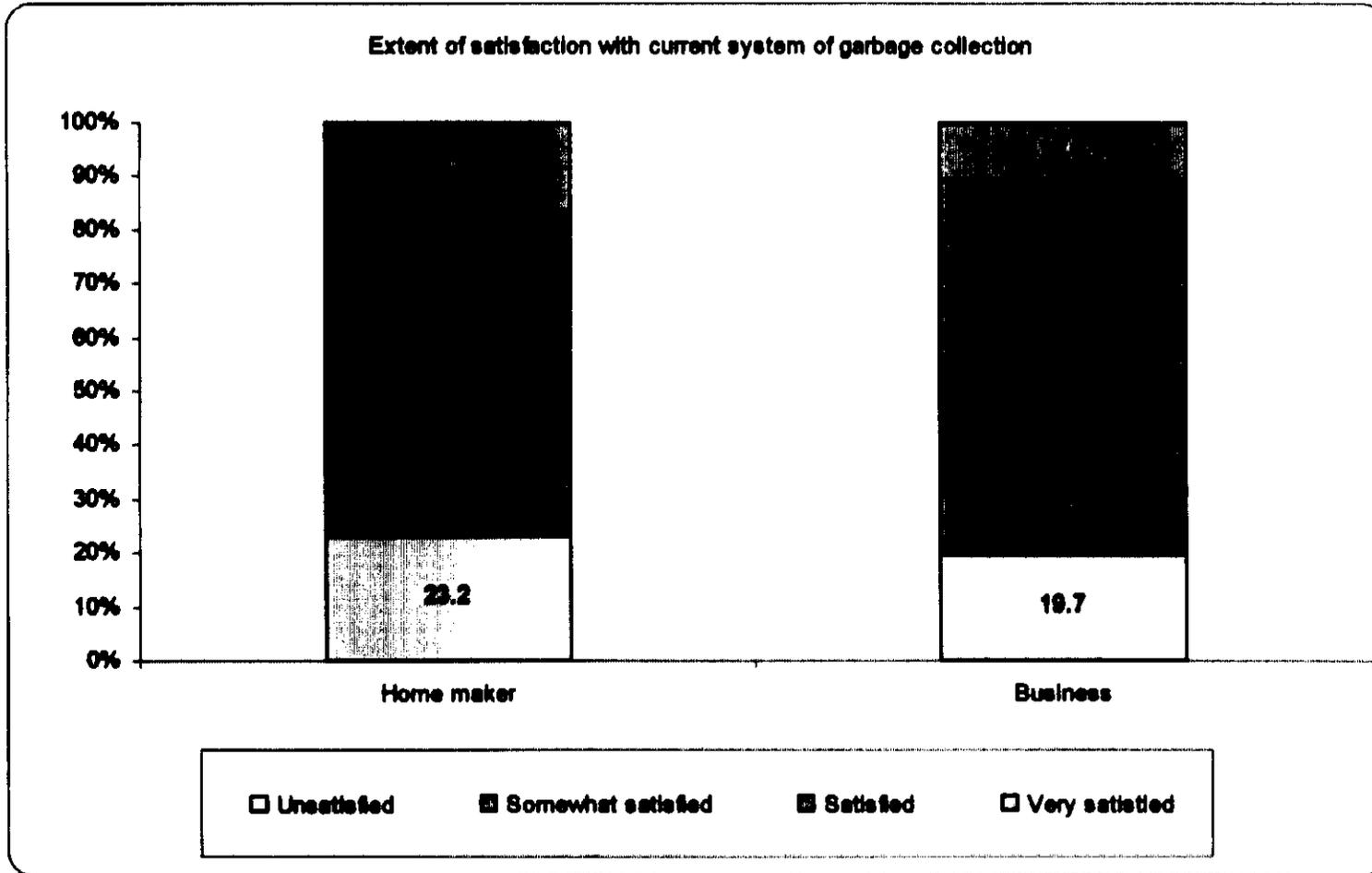
## Level of severity of certain problems in neighborhood



# SWM Comparative Analysis

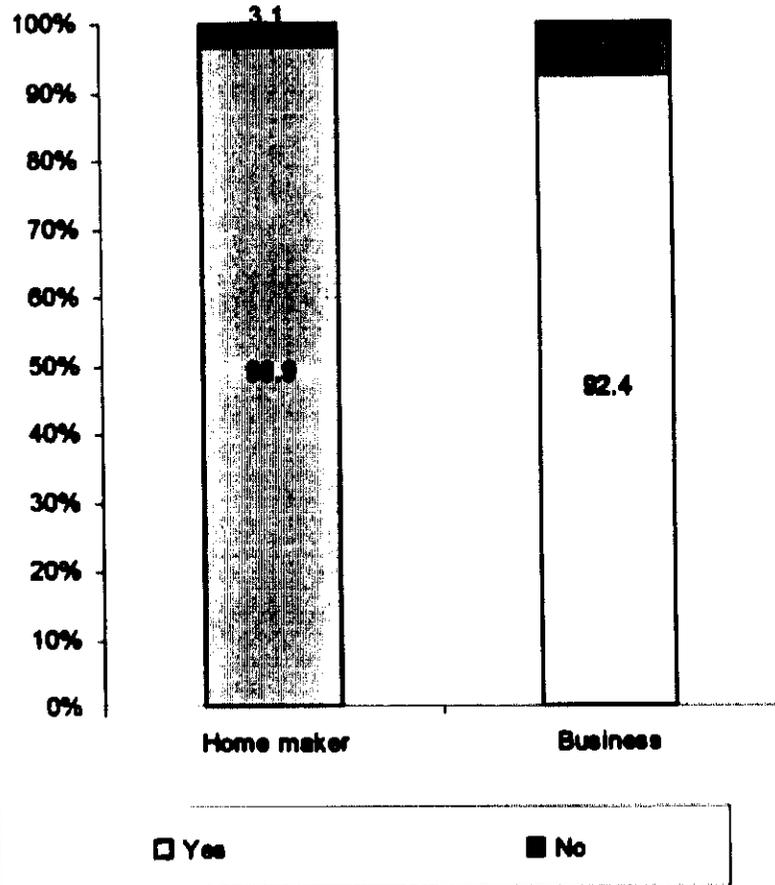


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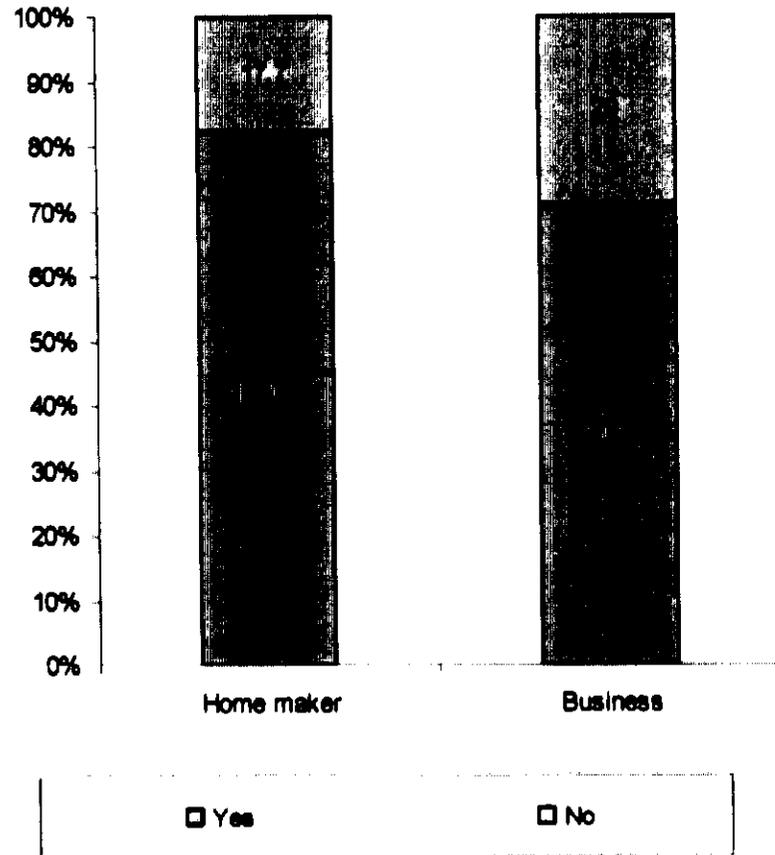


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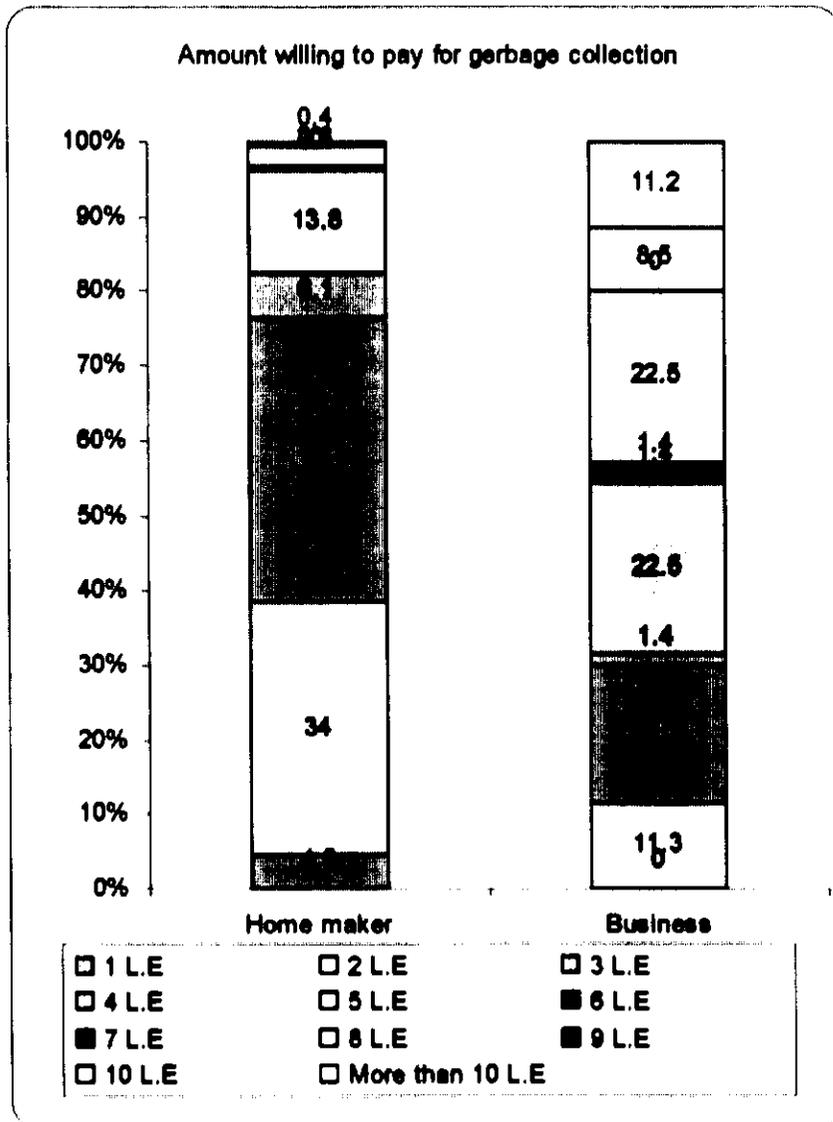
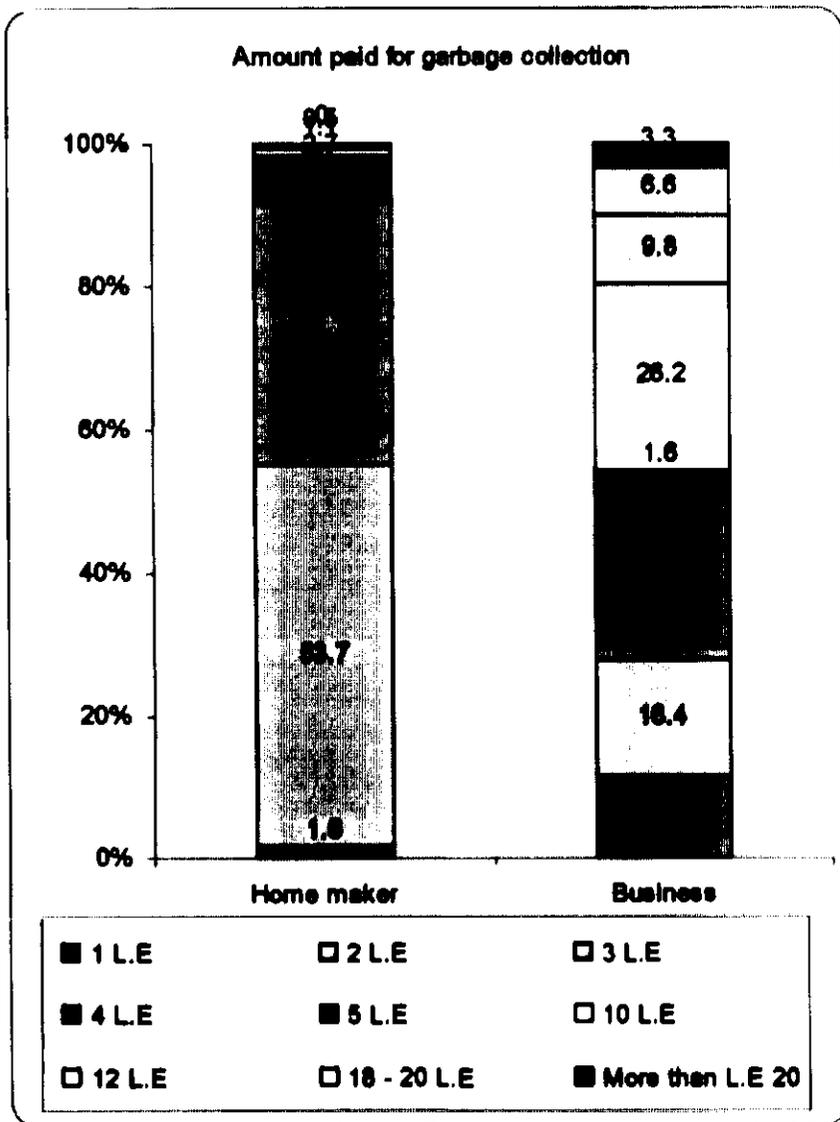
### Incidence of paying for garbage collection



### Willingness of paying for the service after privatization of SWM



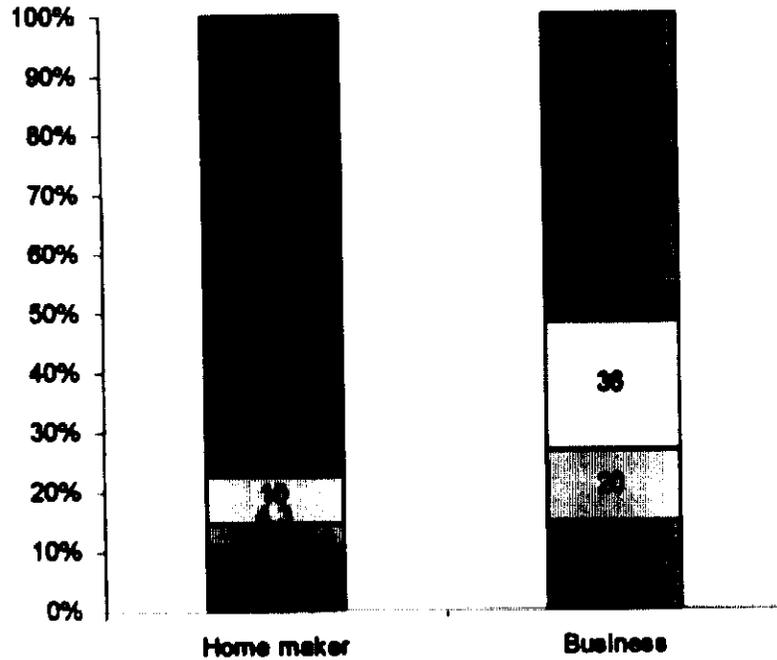
# SWM Comparative Analysis



# SWM Comparative Analysis

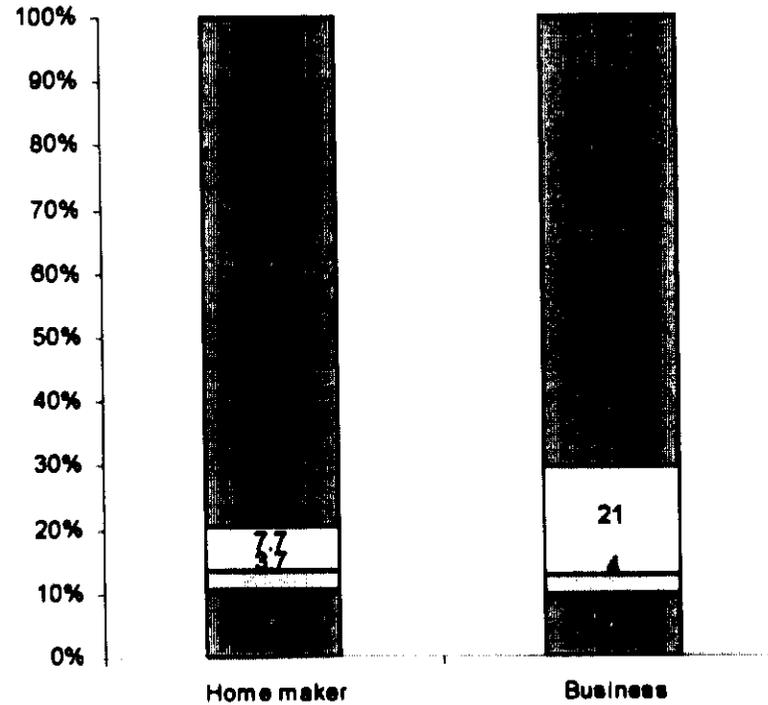
The entities which can solve the problem in neighborhood

### Air Pollution Problem



- Me
- Private company
- Community groups
- The government

### Noise caused by traffic

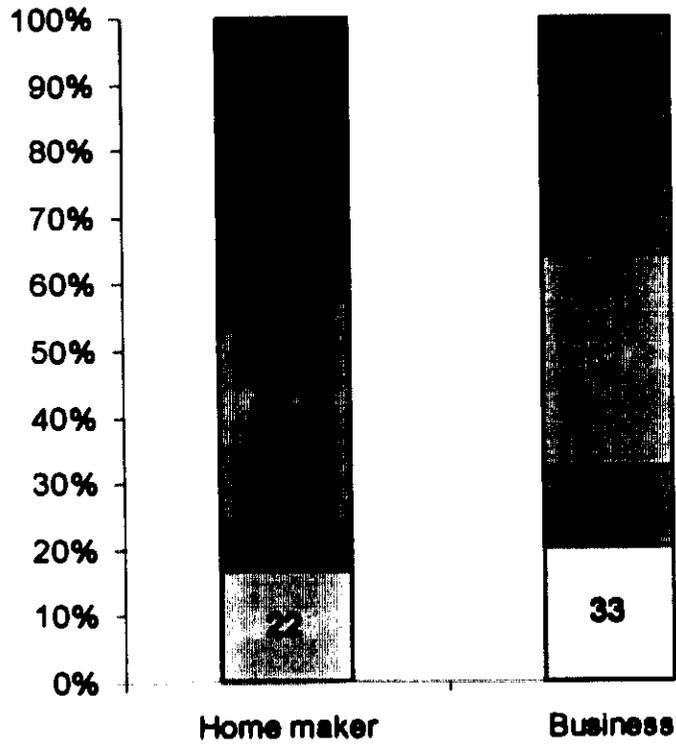


- Me
- Private company
- Community groups
- The government

# SWM Comparative Analysis

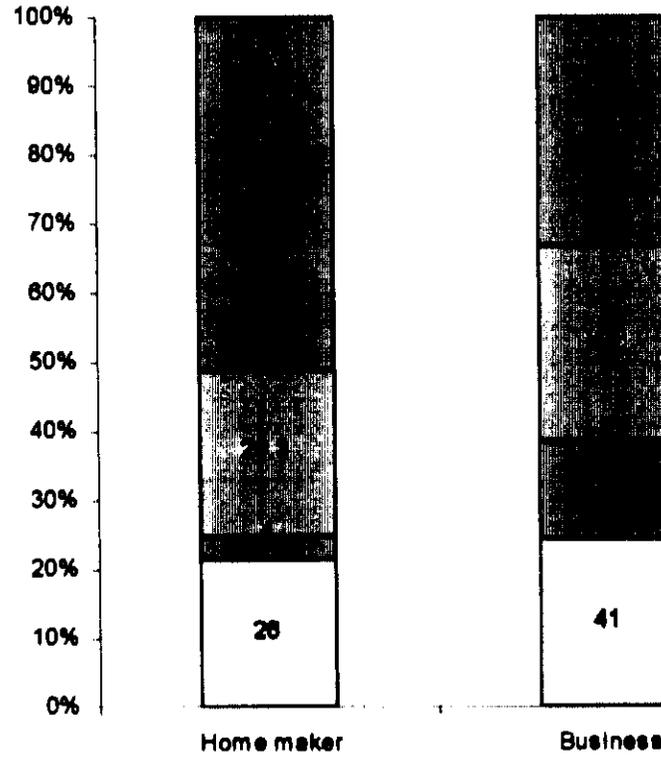
The entities which can solve the problem in neighborhood

The problem of garbage



- Me
- Private company
- Community groups
- The government

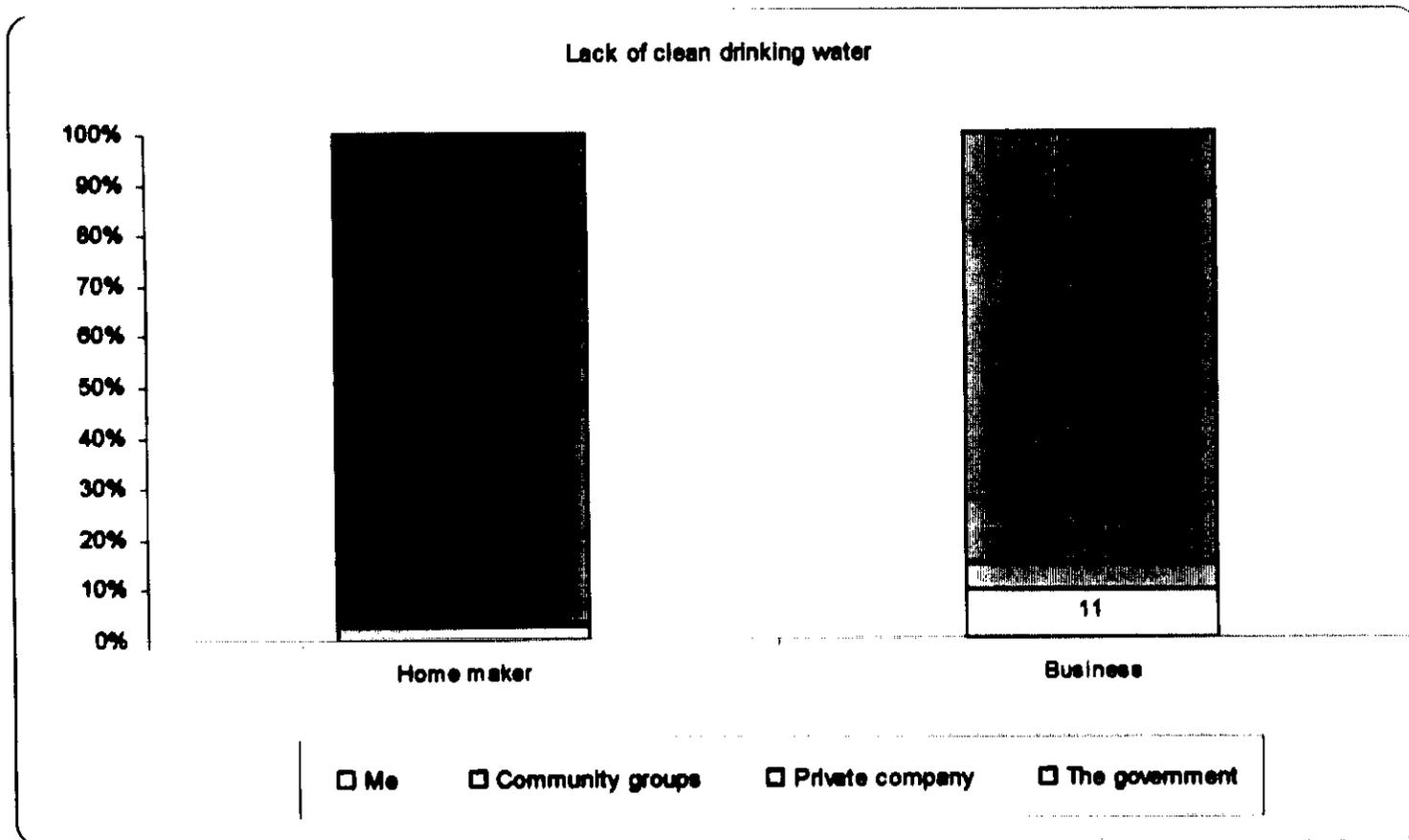
The problem of flies



- Me
- Private company
- Community groups
- The government

# SWM Comparative Analysis

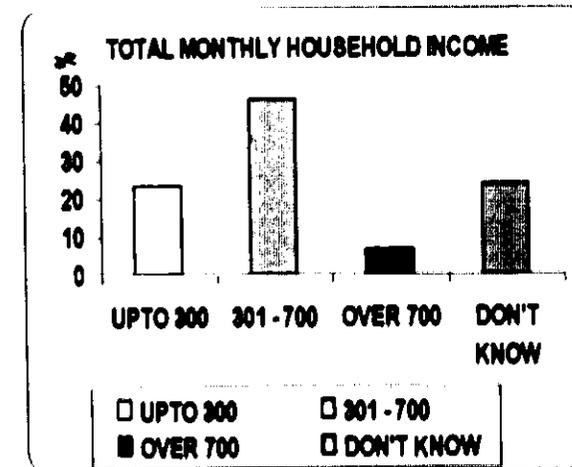
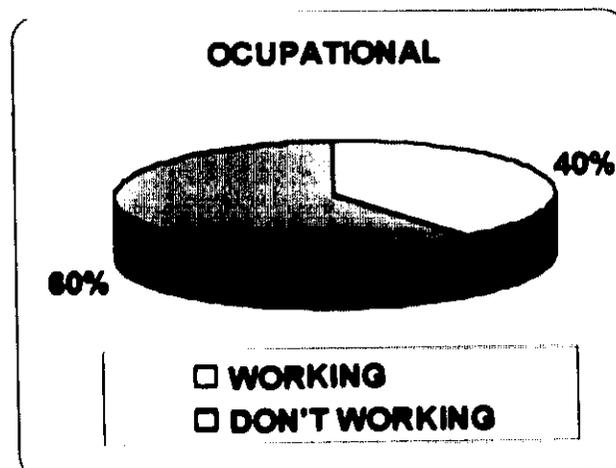
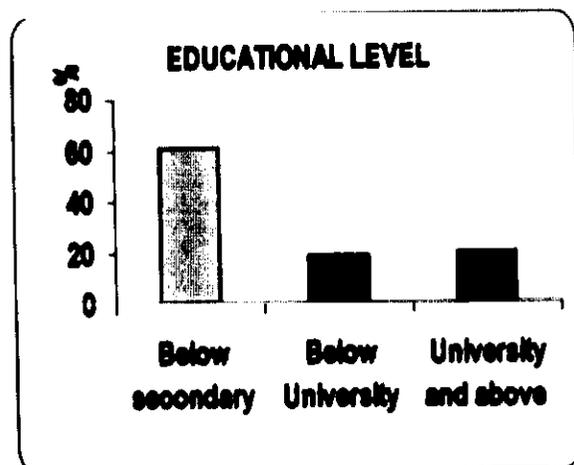
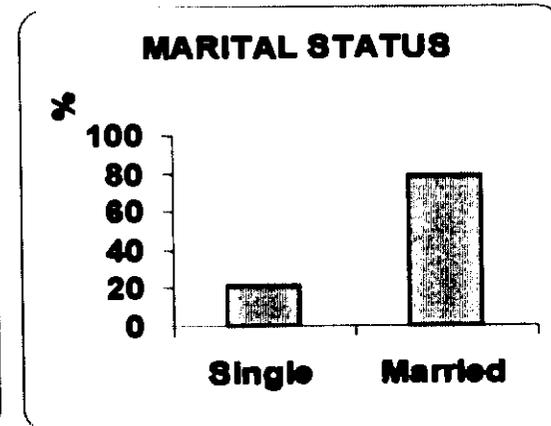
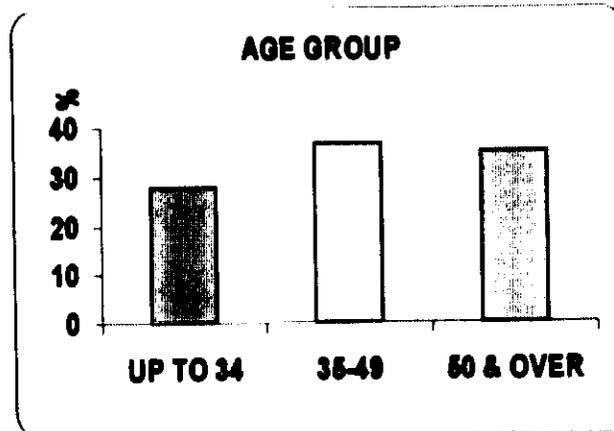
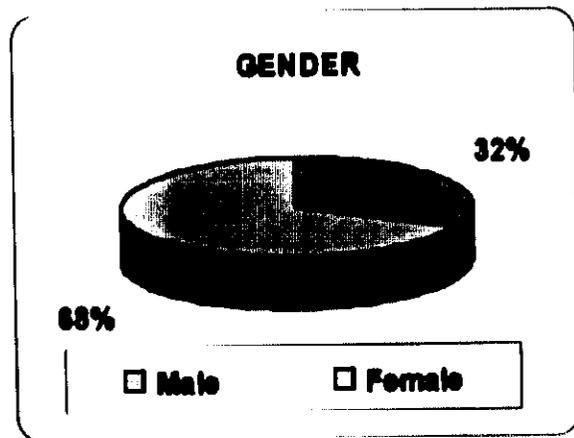
The entities which can solve the problem in neighborhood



# ***Home Makers***

# Solid Waste Management Project - CAIRO 2002

## HOME MAKER SOCIO DEMOGRAPHIC PROFILE OF SAMPLE



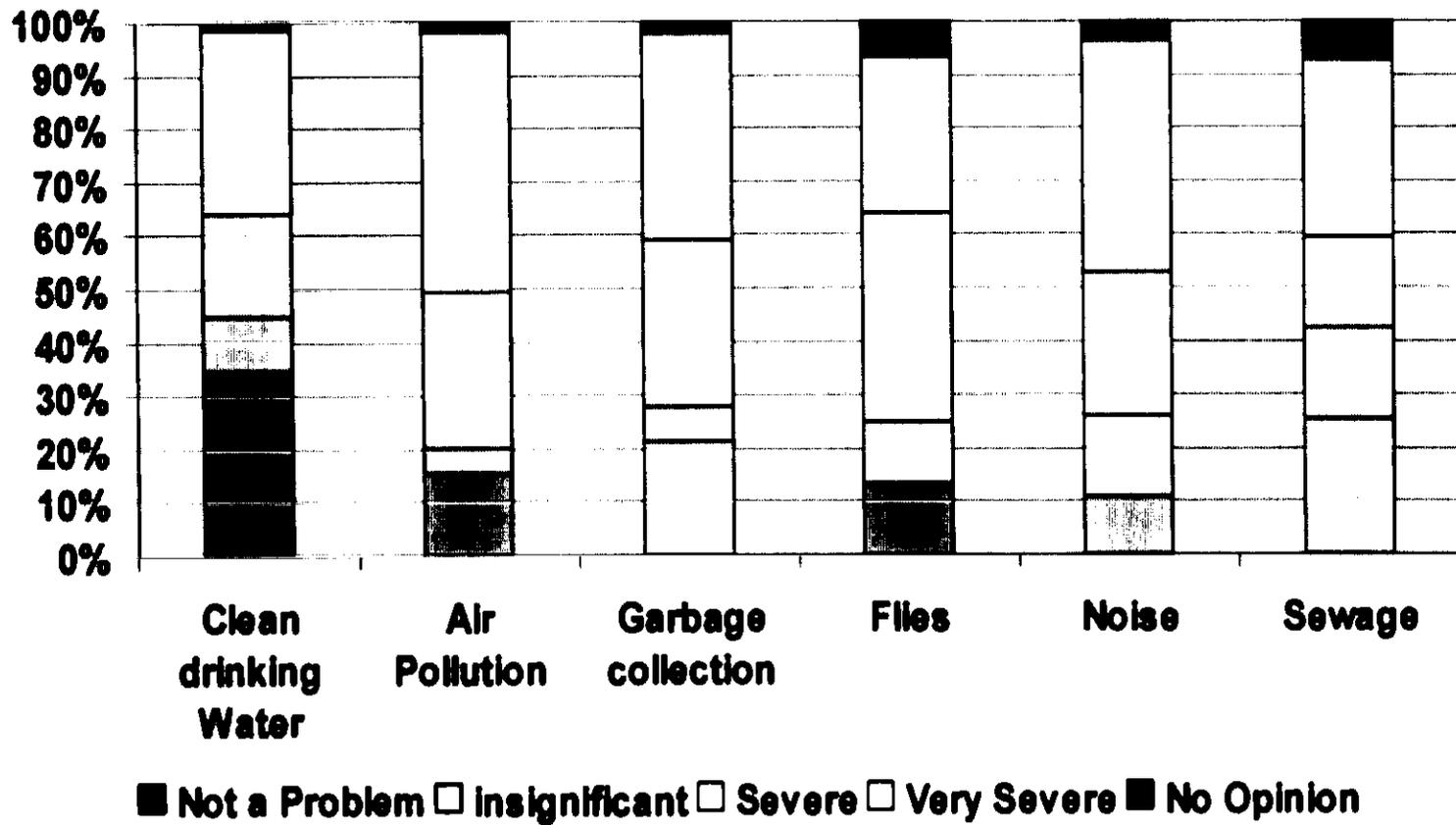
BASE - TOTAL SAMPLE 300

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# Solid Waste Management Project - CAIRO 2002

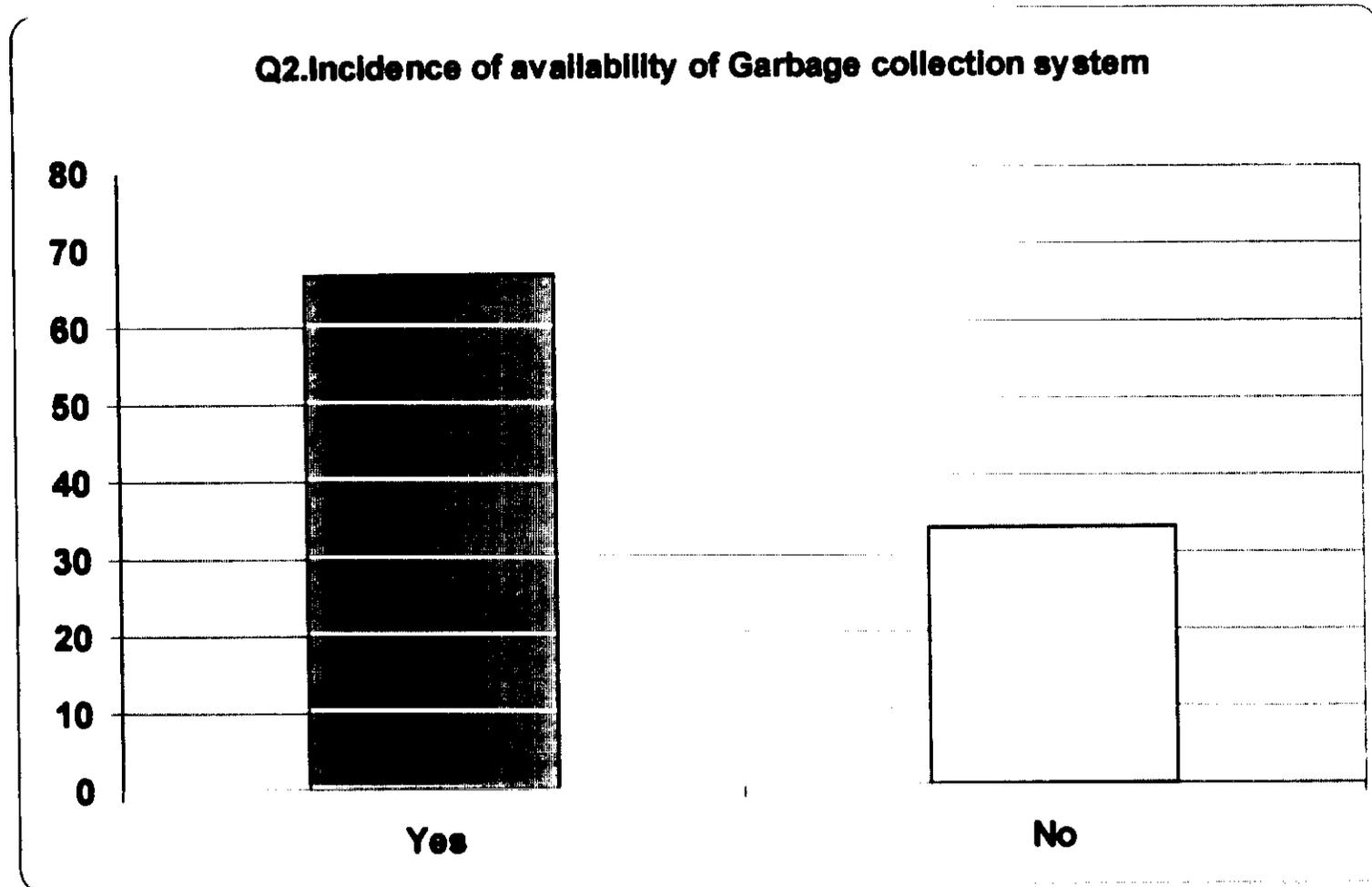
## HOME MAKER

**Q1. Level of severity of certain problems in neighborhood**



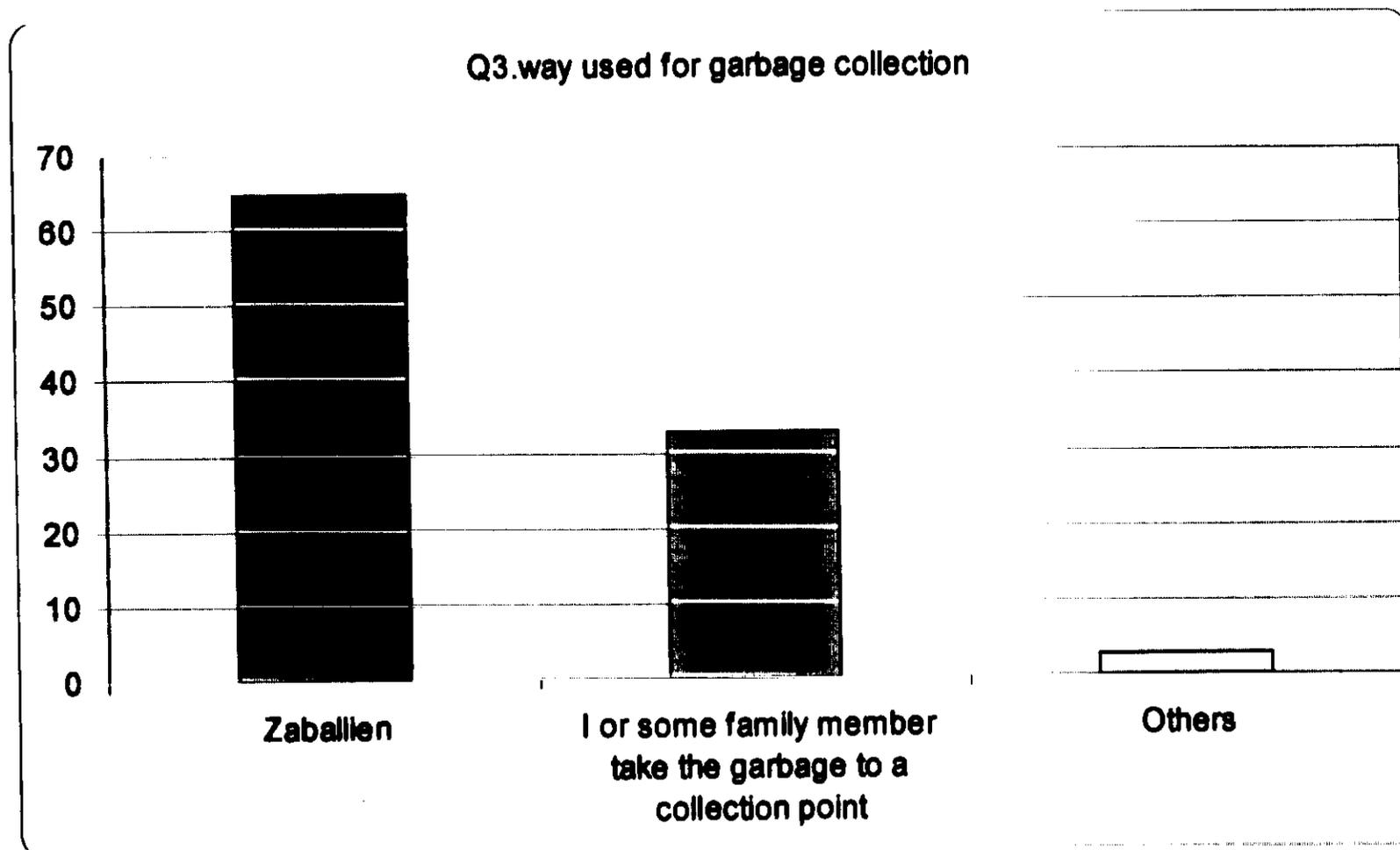
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

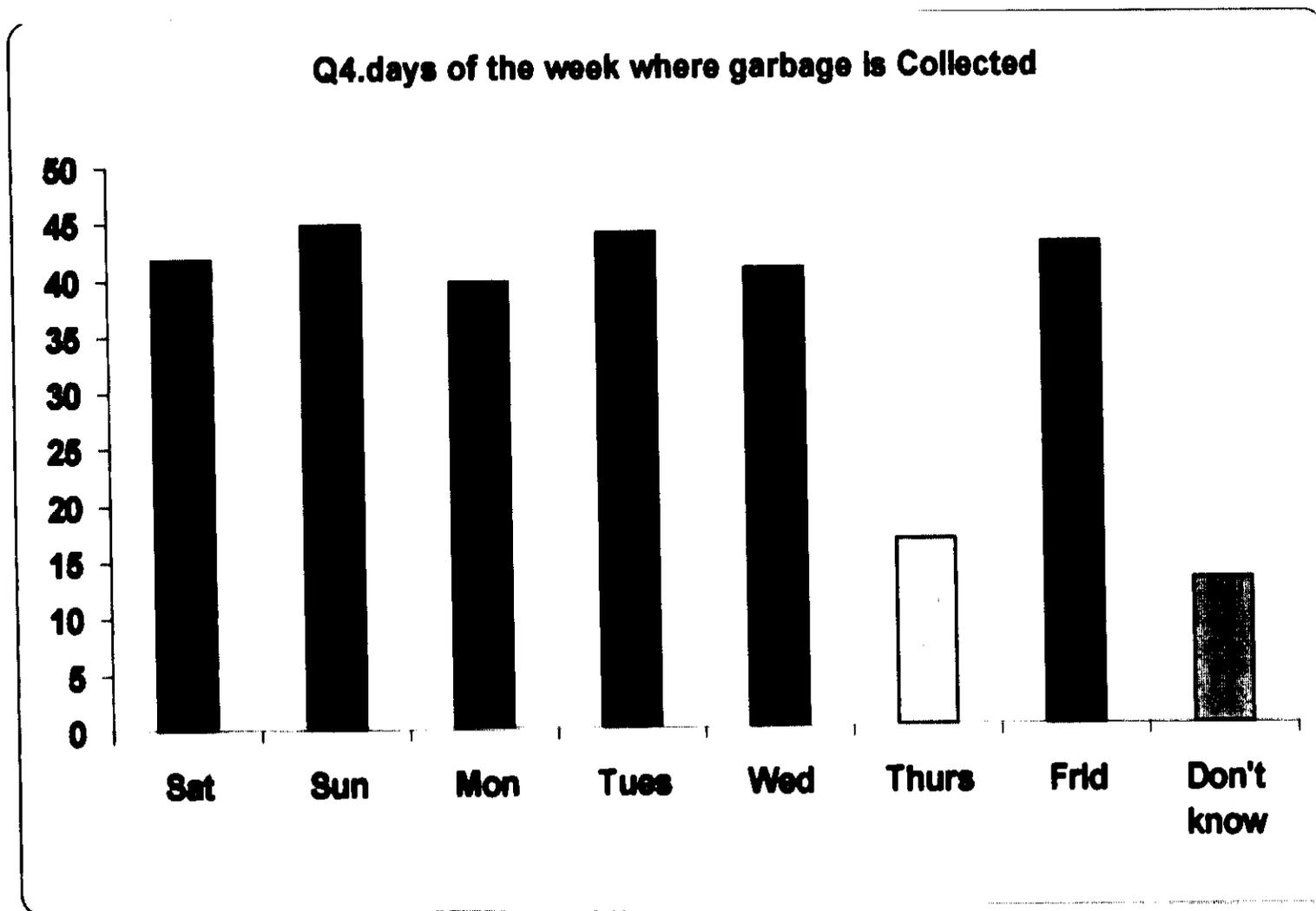


BASE = TOTAL SAMPLE 300

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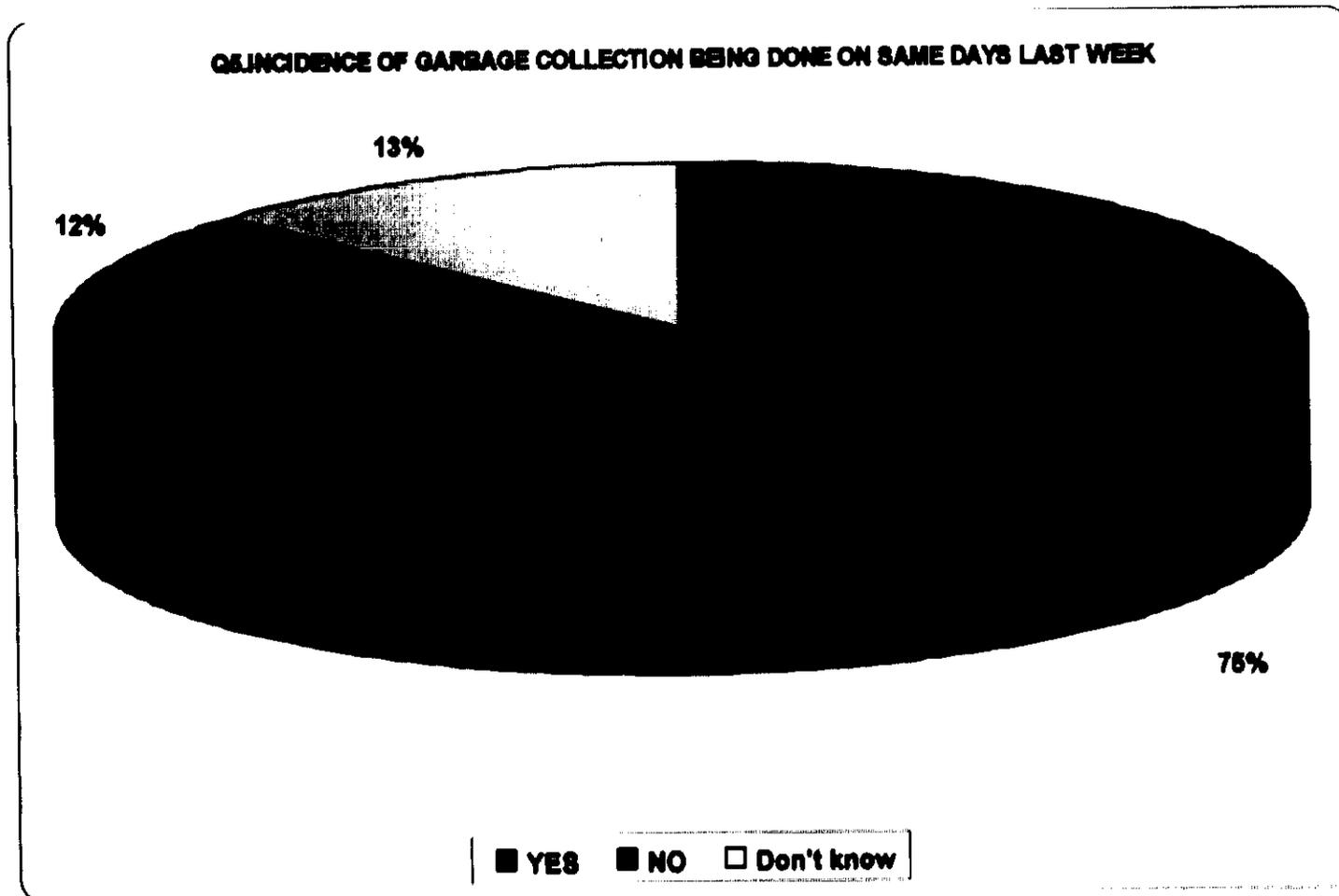
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

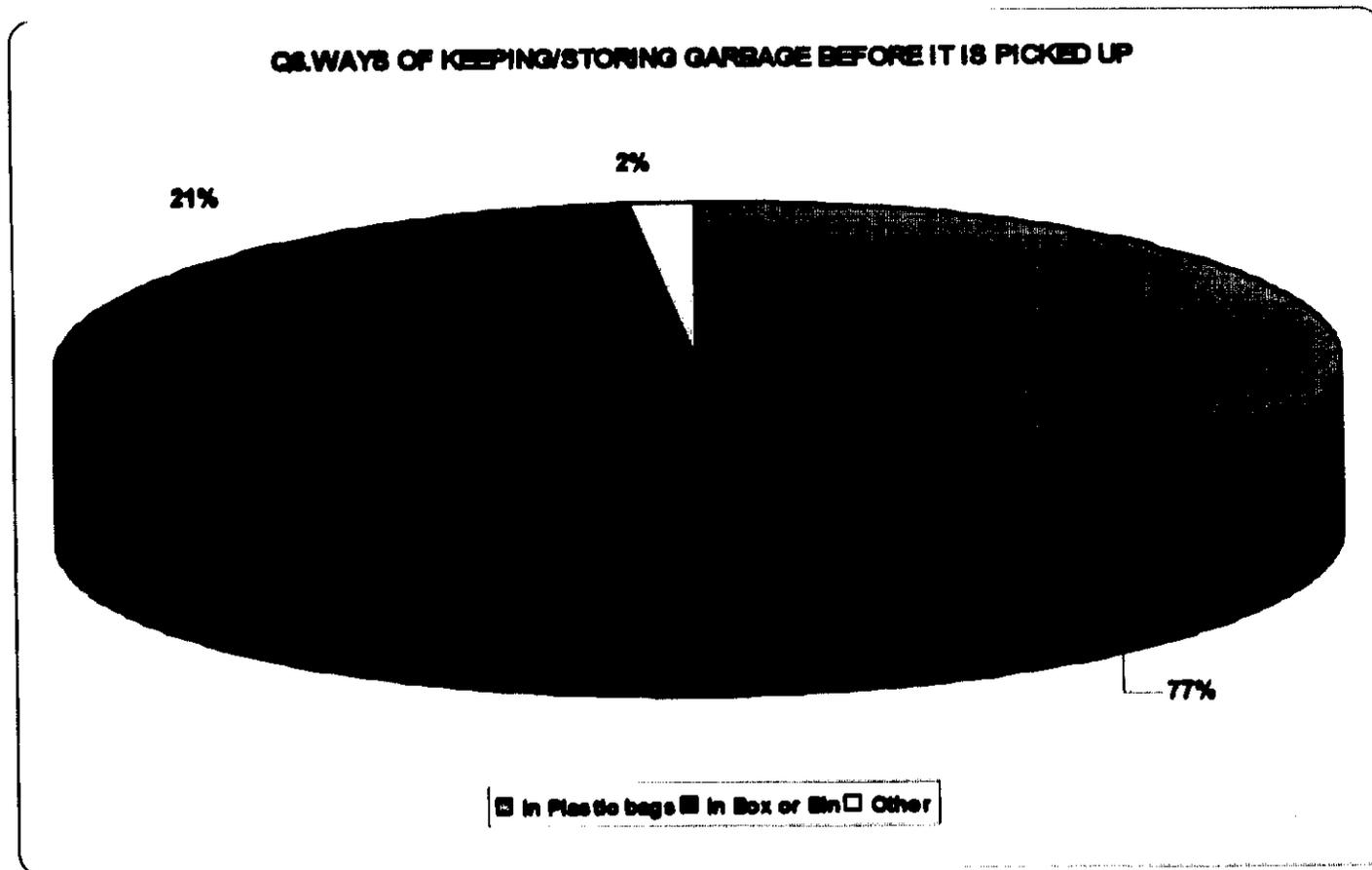


BASE = HAVE GARBAGE COLLECTION SYSTEM ( ZABALLIEN ) 194

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# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

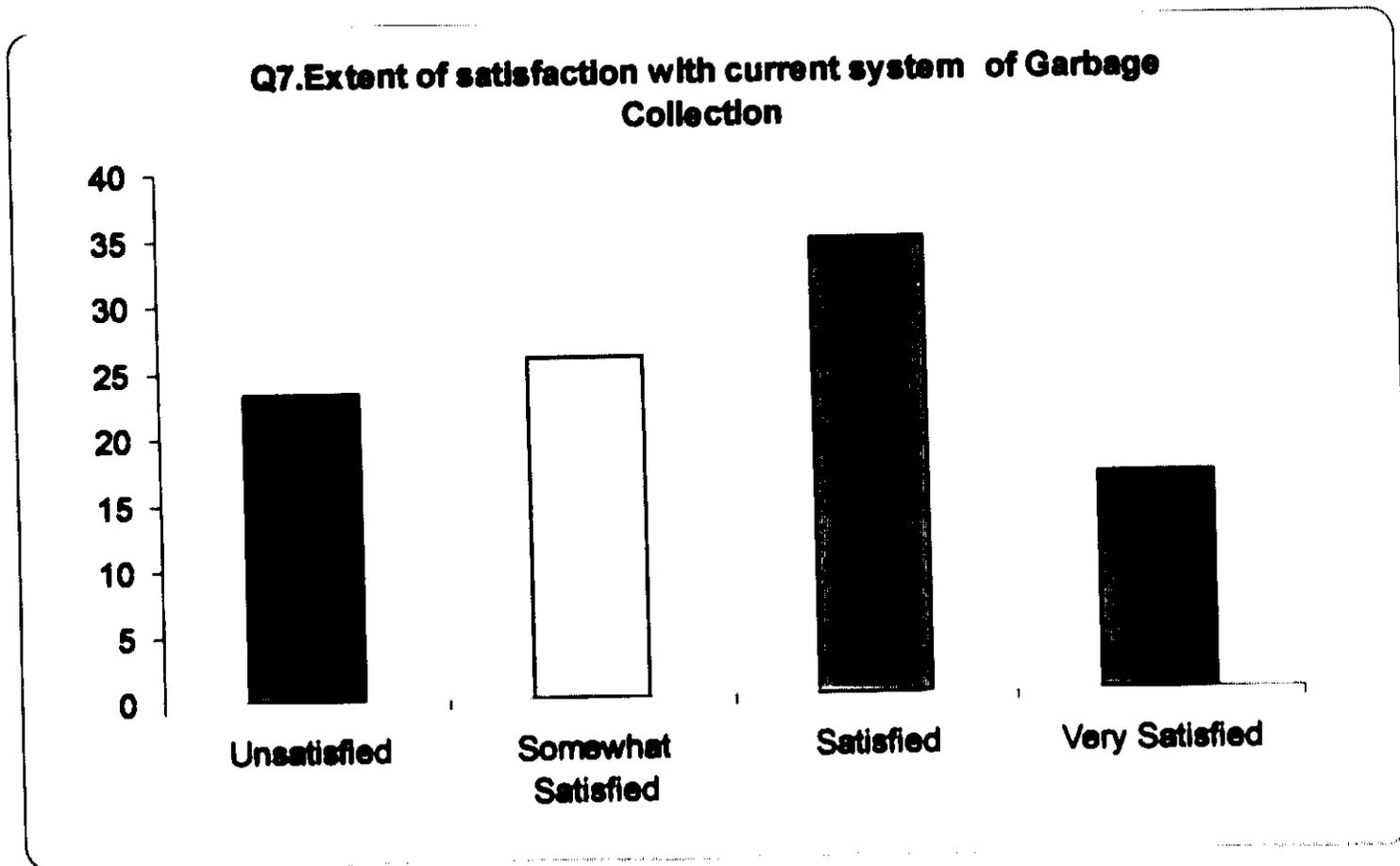


BASE = TOTAL SAMPLE 300

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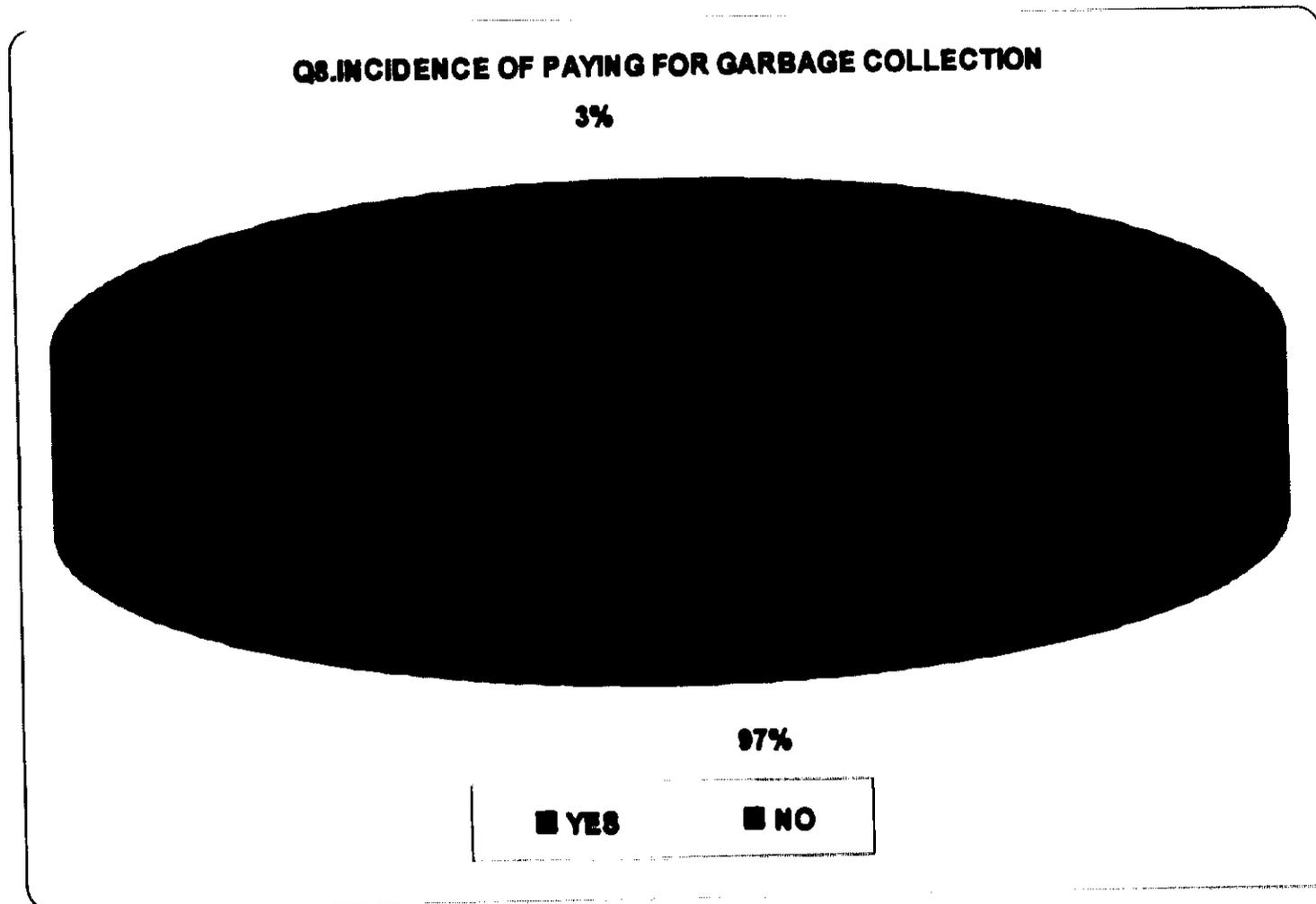
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



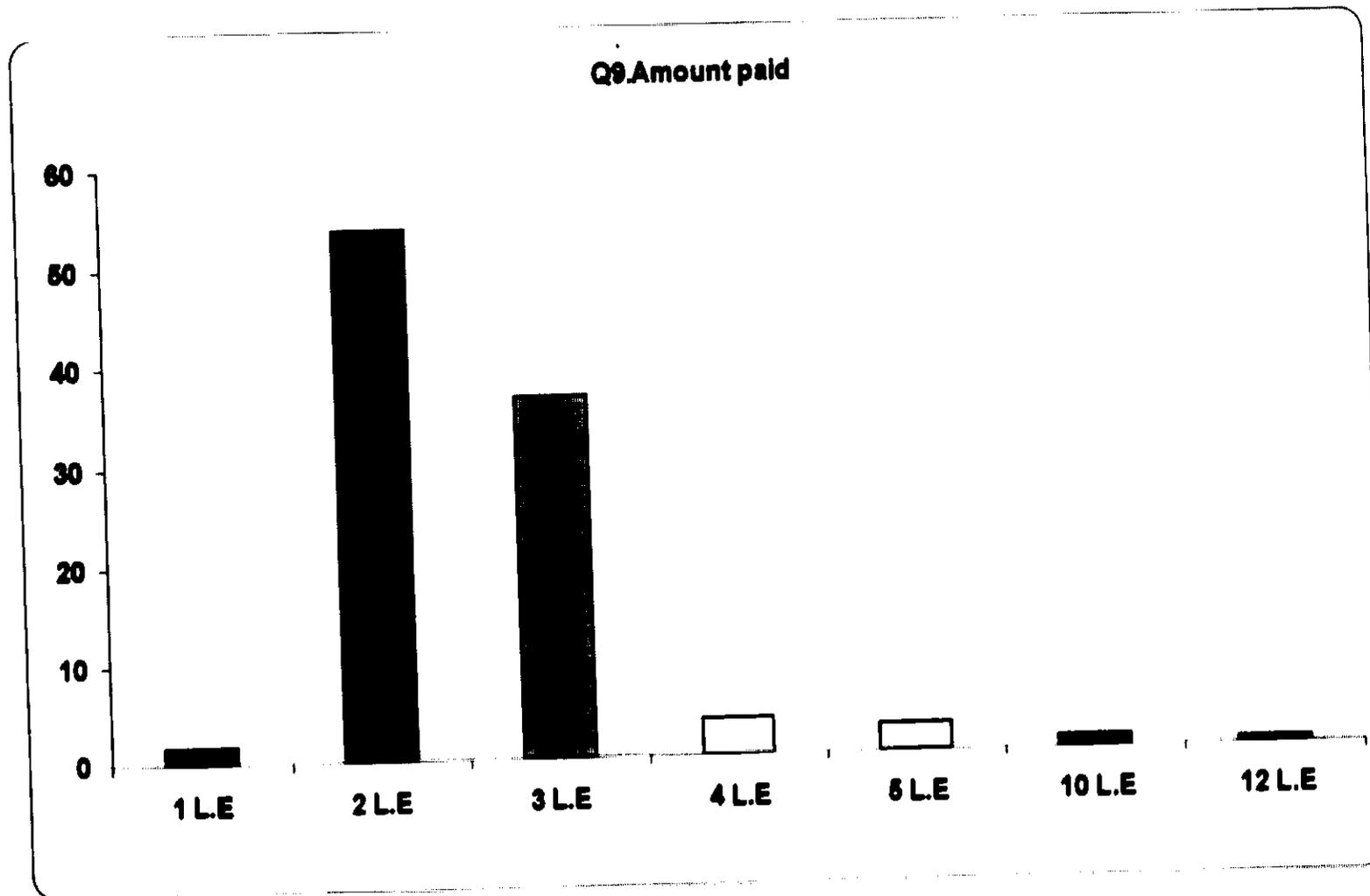
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



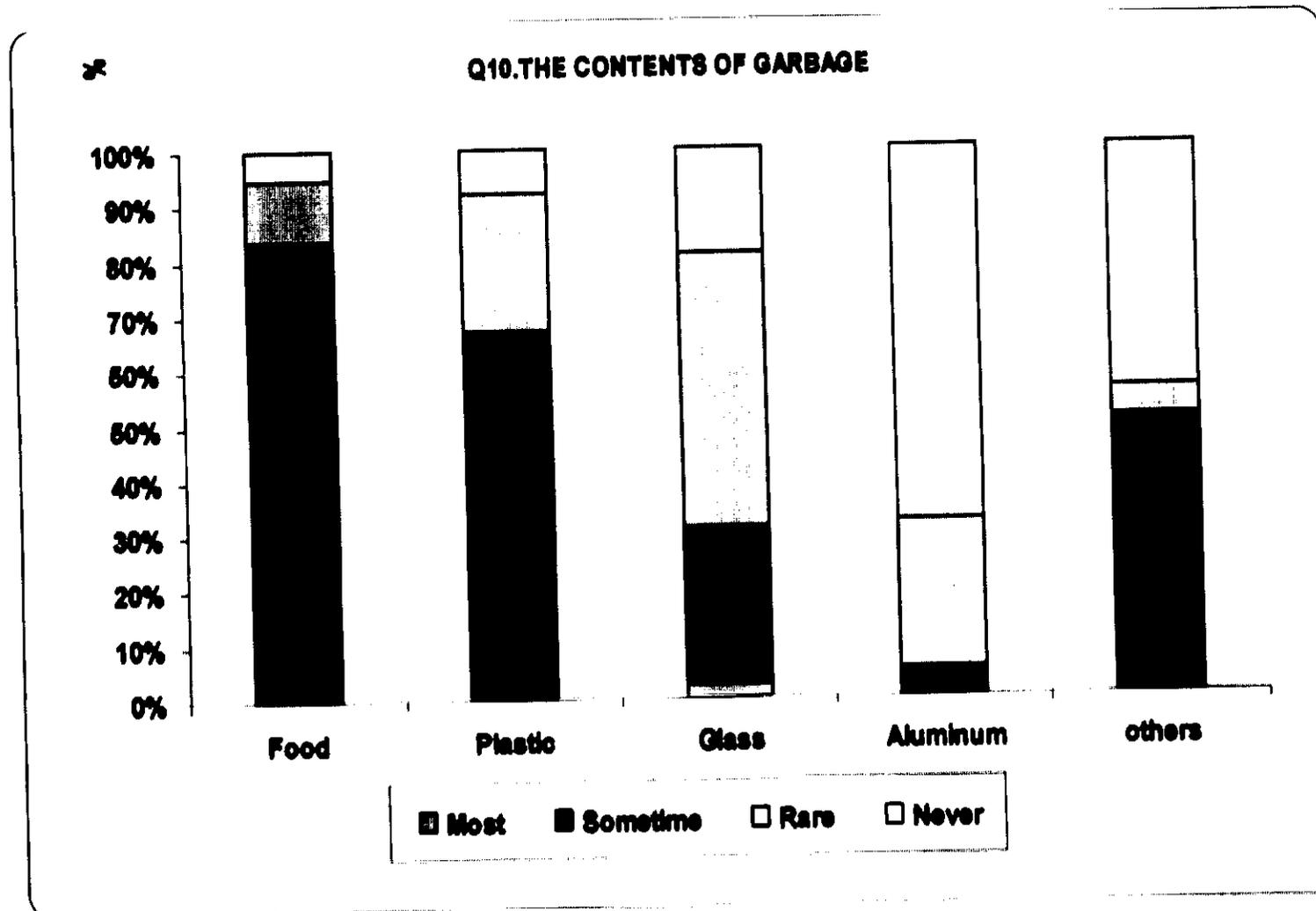
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



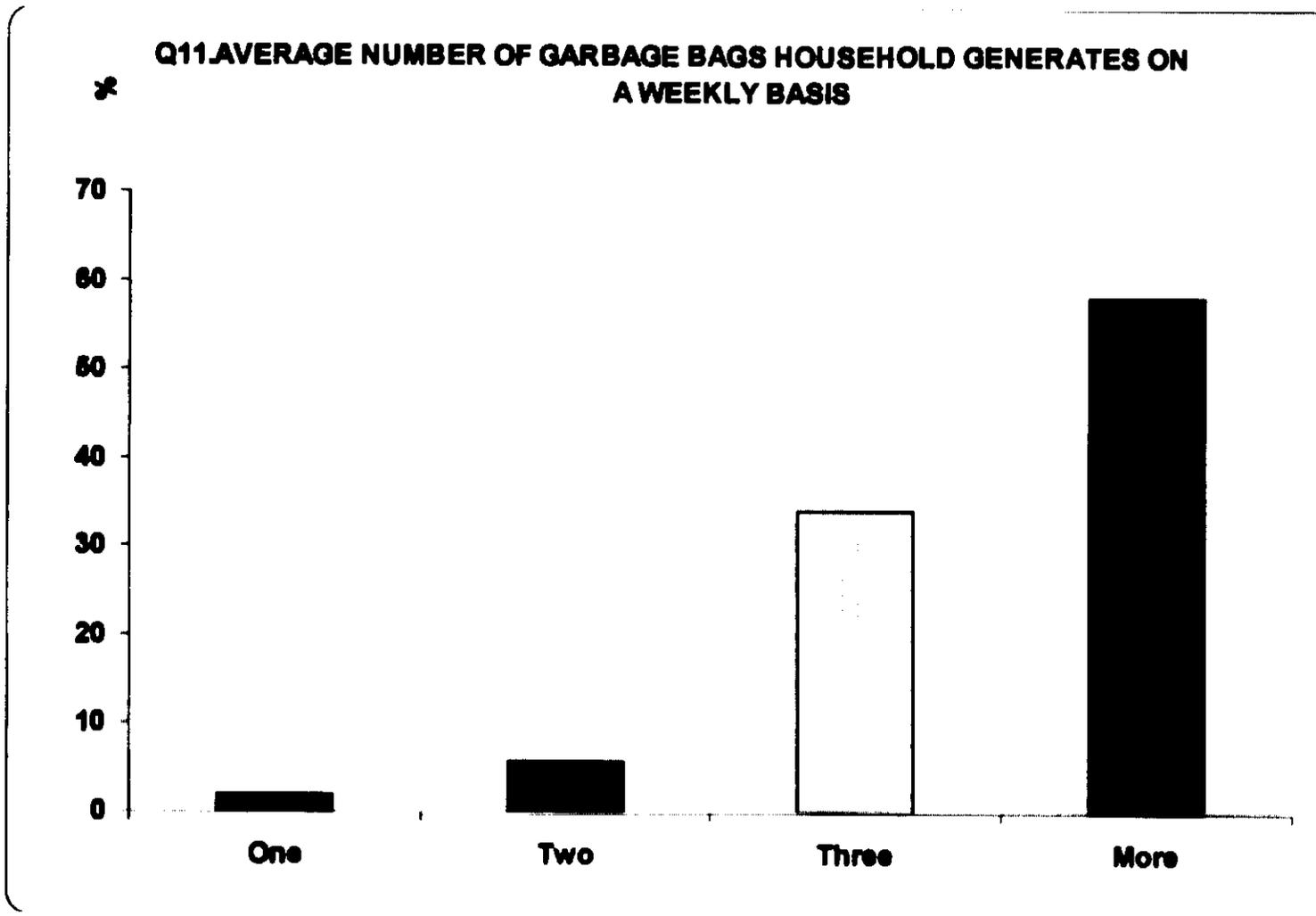
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

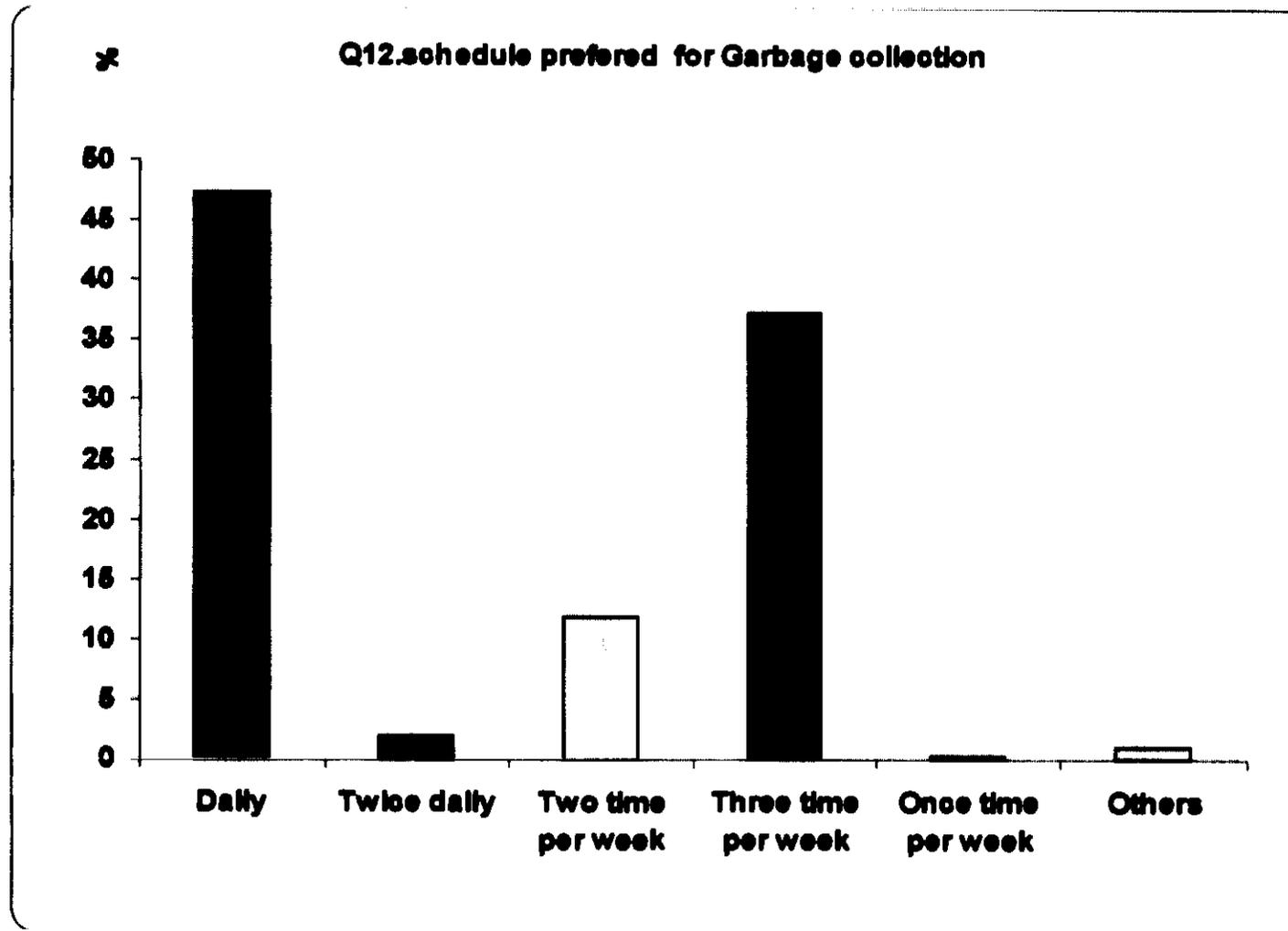


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# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

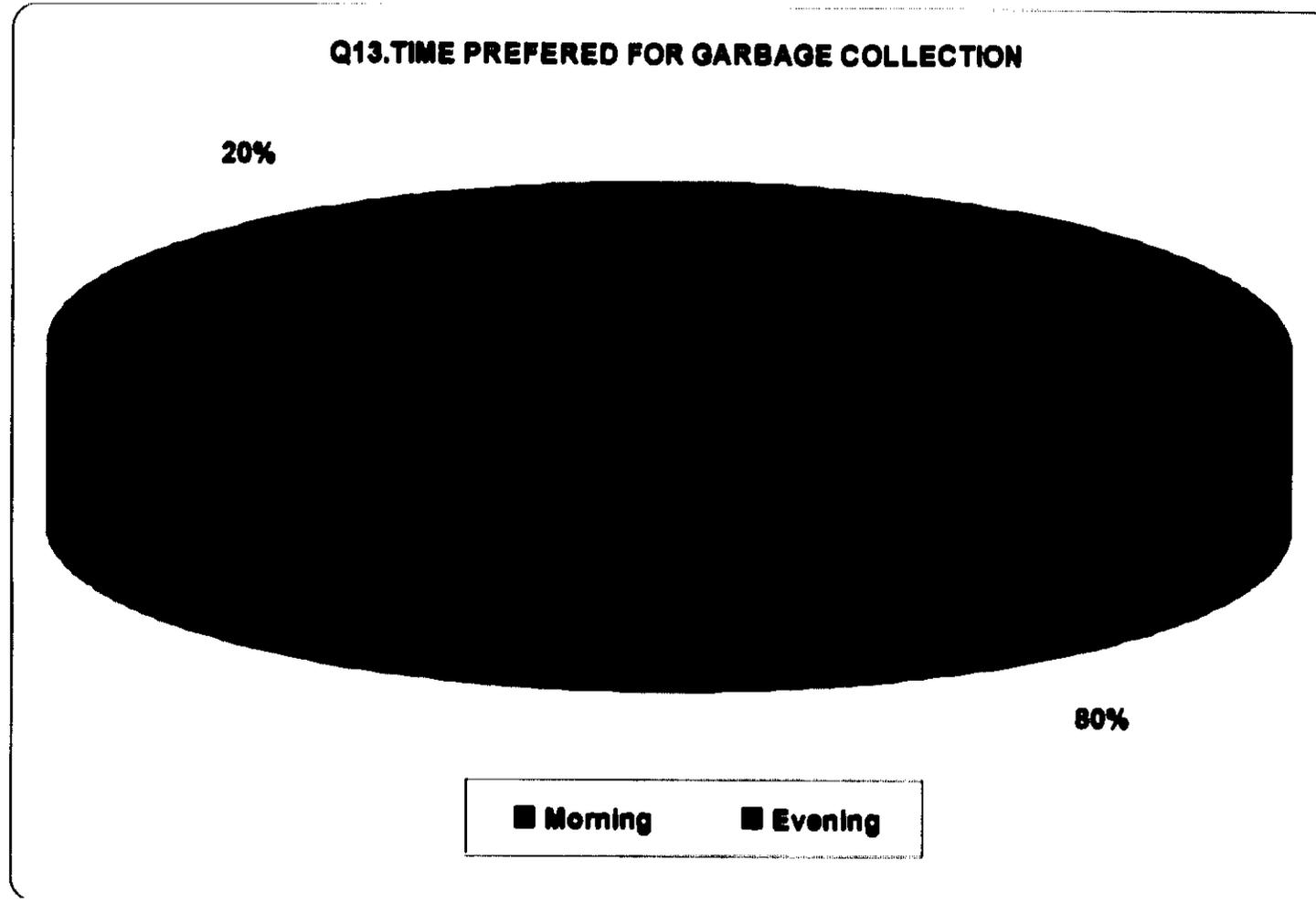


BASE - TOTAL SAMPLE 300

slide 13

# Solid Waste Management Project - CAIRO 2002

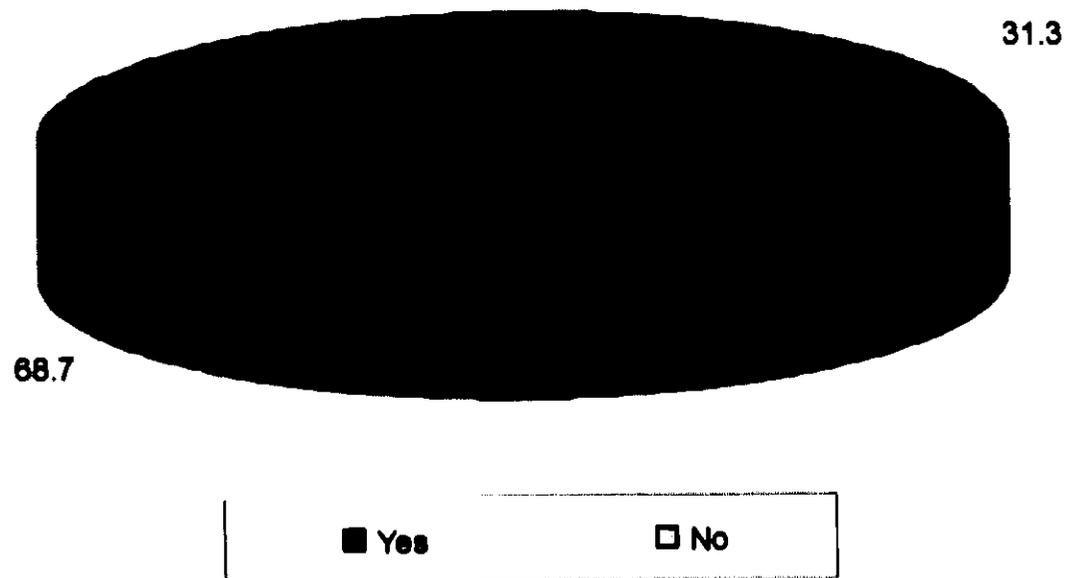
## HOME MAKER



# Solid Waste Management Project - CAIRO 2002

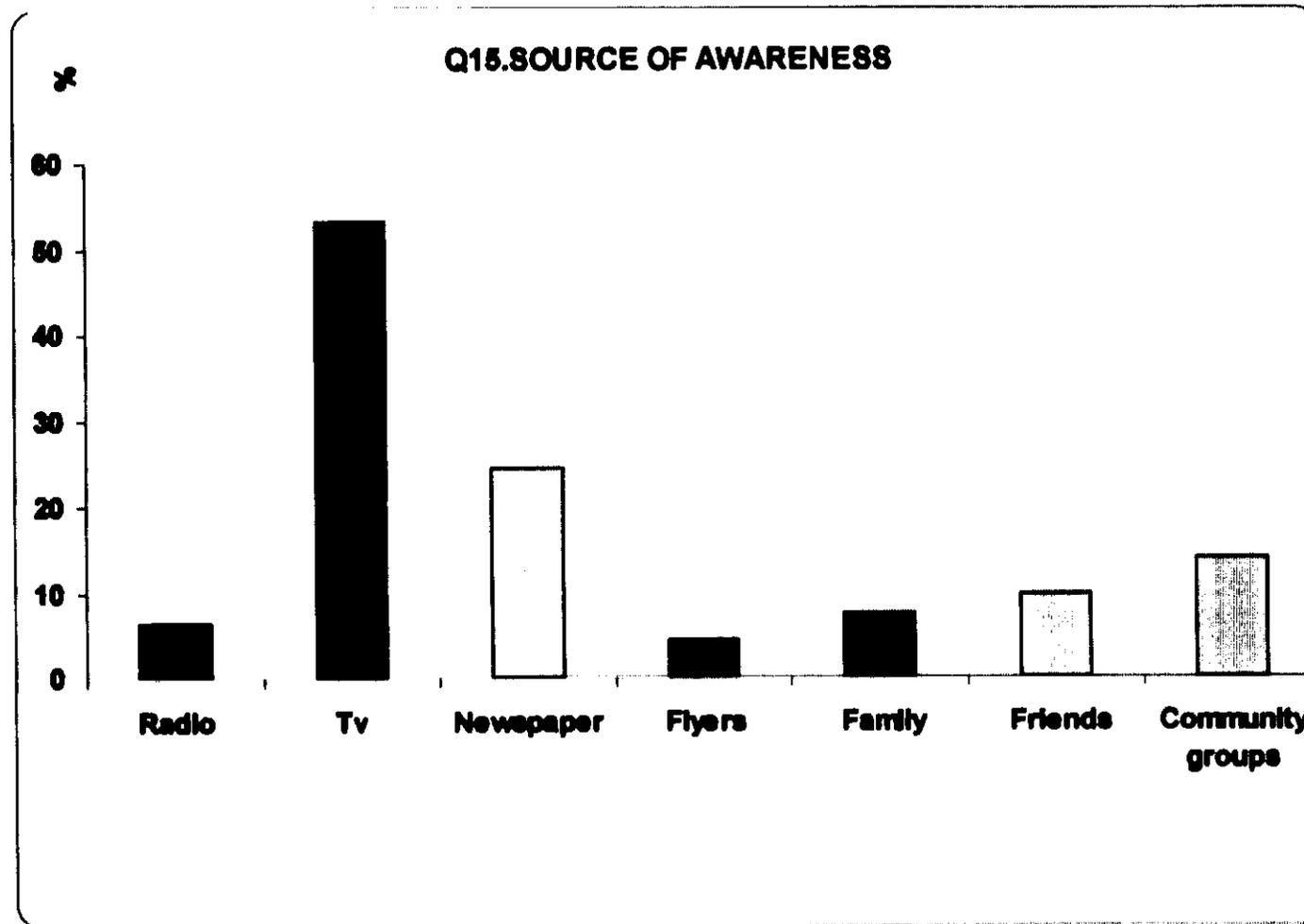
## HOME MAKER

Q14.AWARENESS OF PRIVATIZATION OF MUNICIPAL WASTE MANAGEMENT



# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

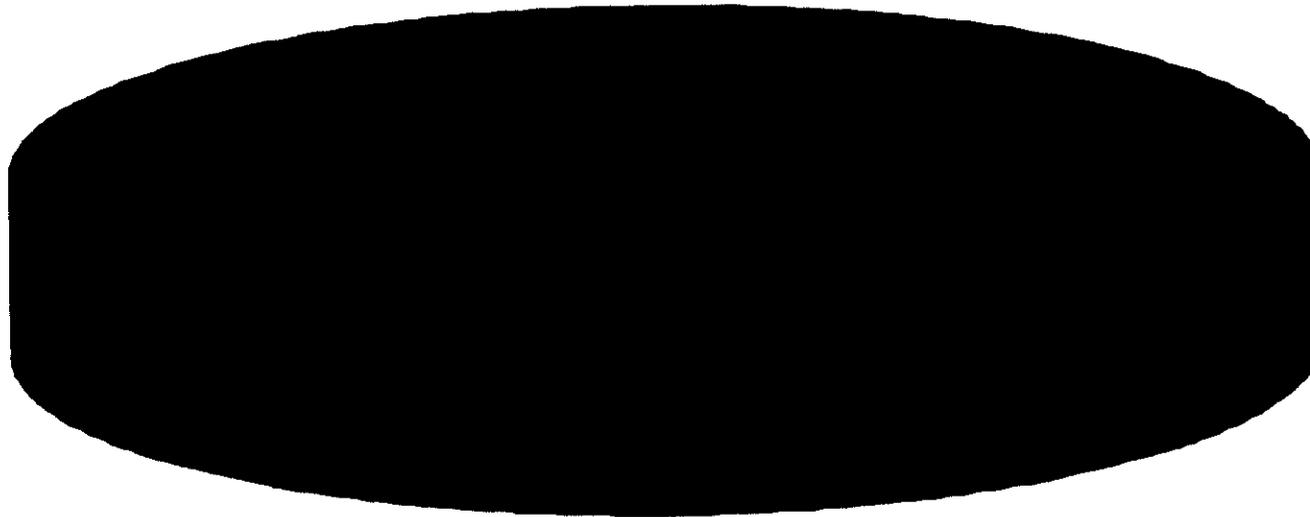


# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

Q16.AWARENESS OF THE COST FOR USING THE SERVICE

4%

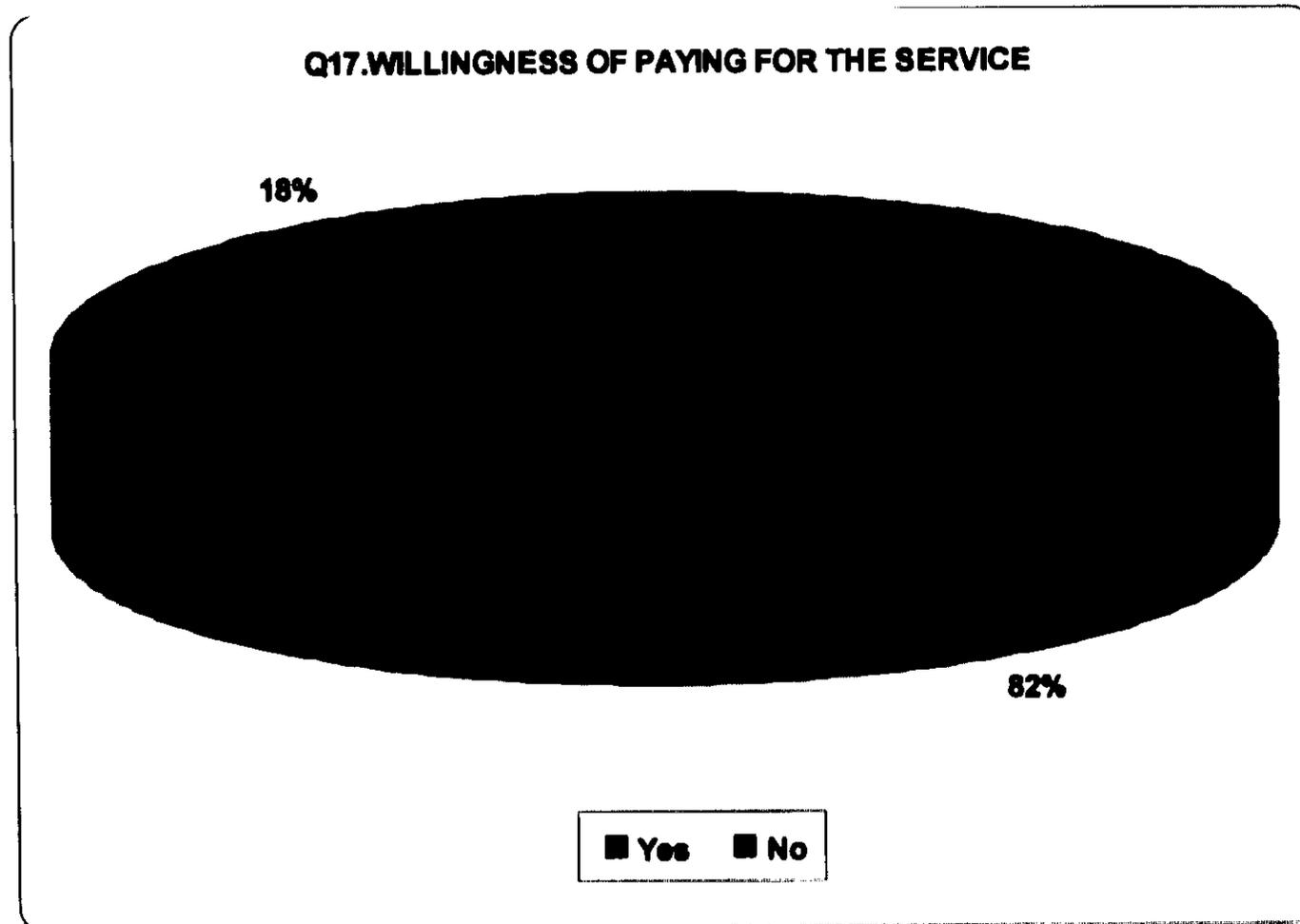


96%

■ Yes   ■ no

# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

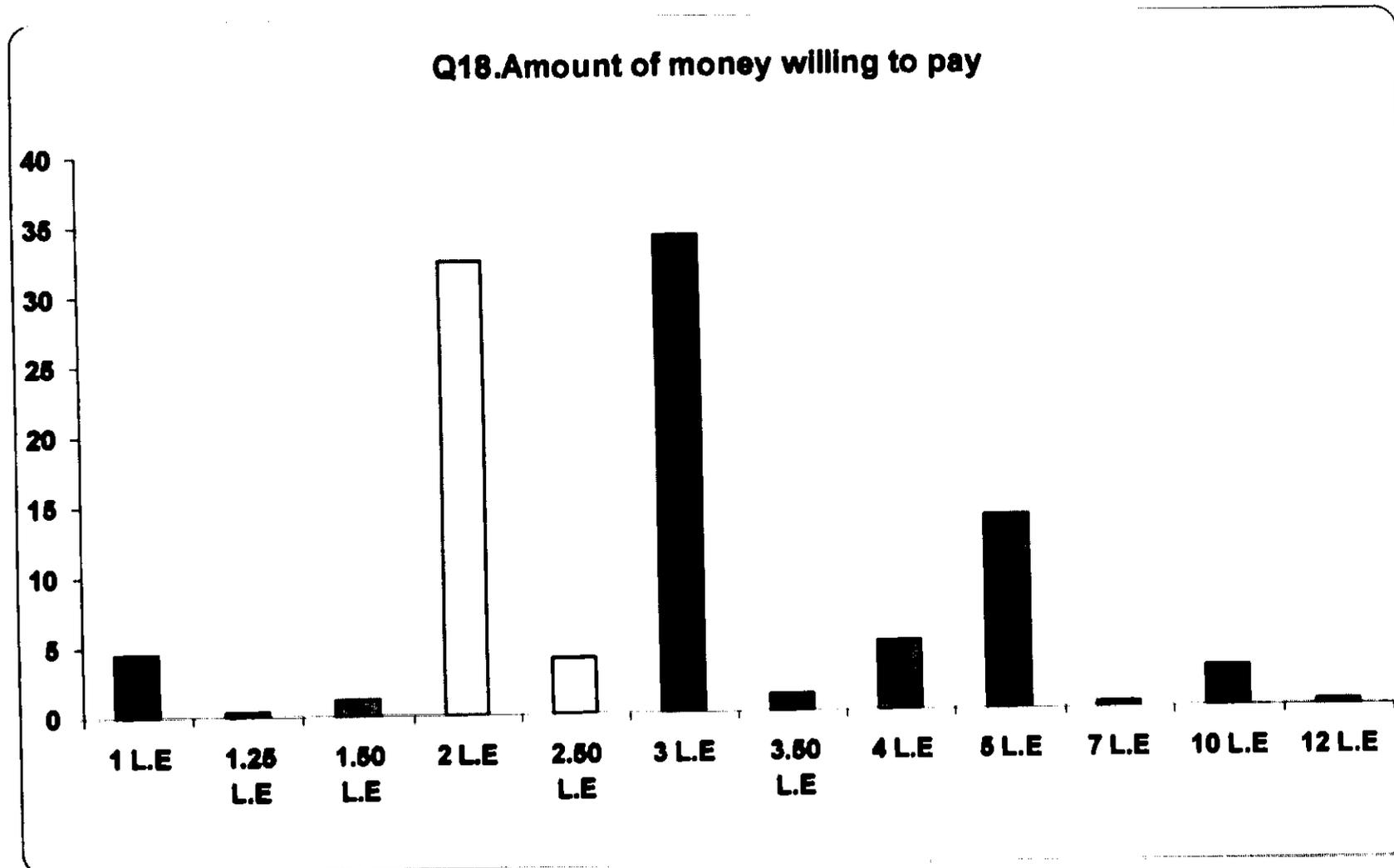


BASE - TOTAL SAMPLE 300

slide 18

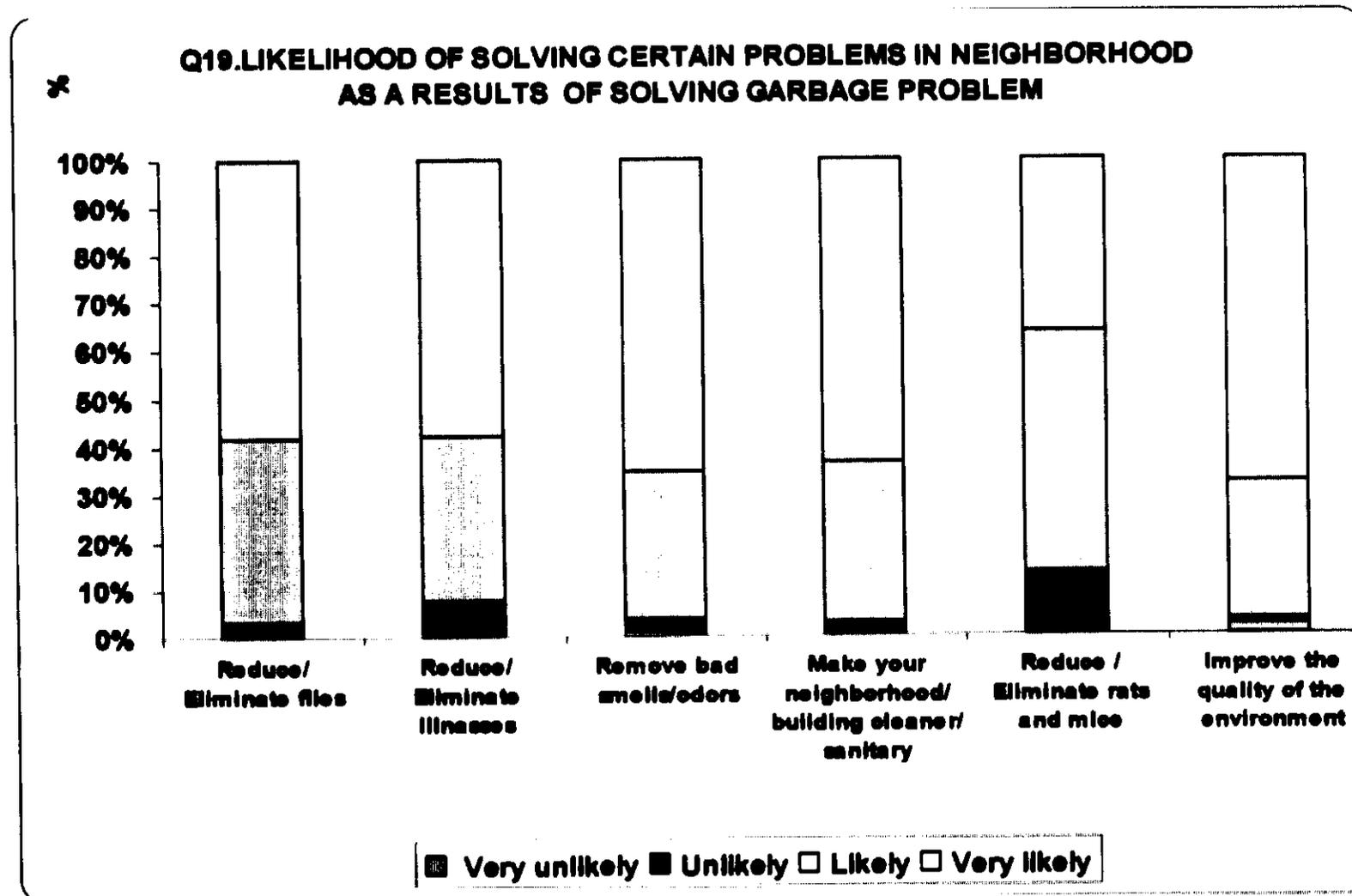
# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



# Solid Waste Management Project - CAIRO 2002

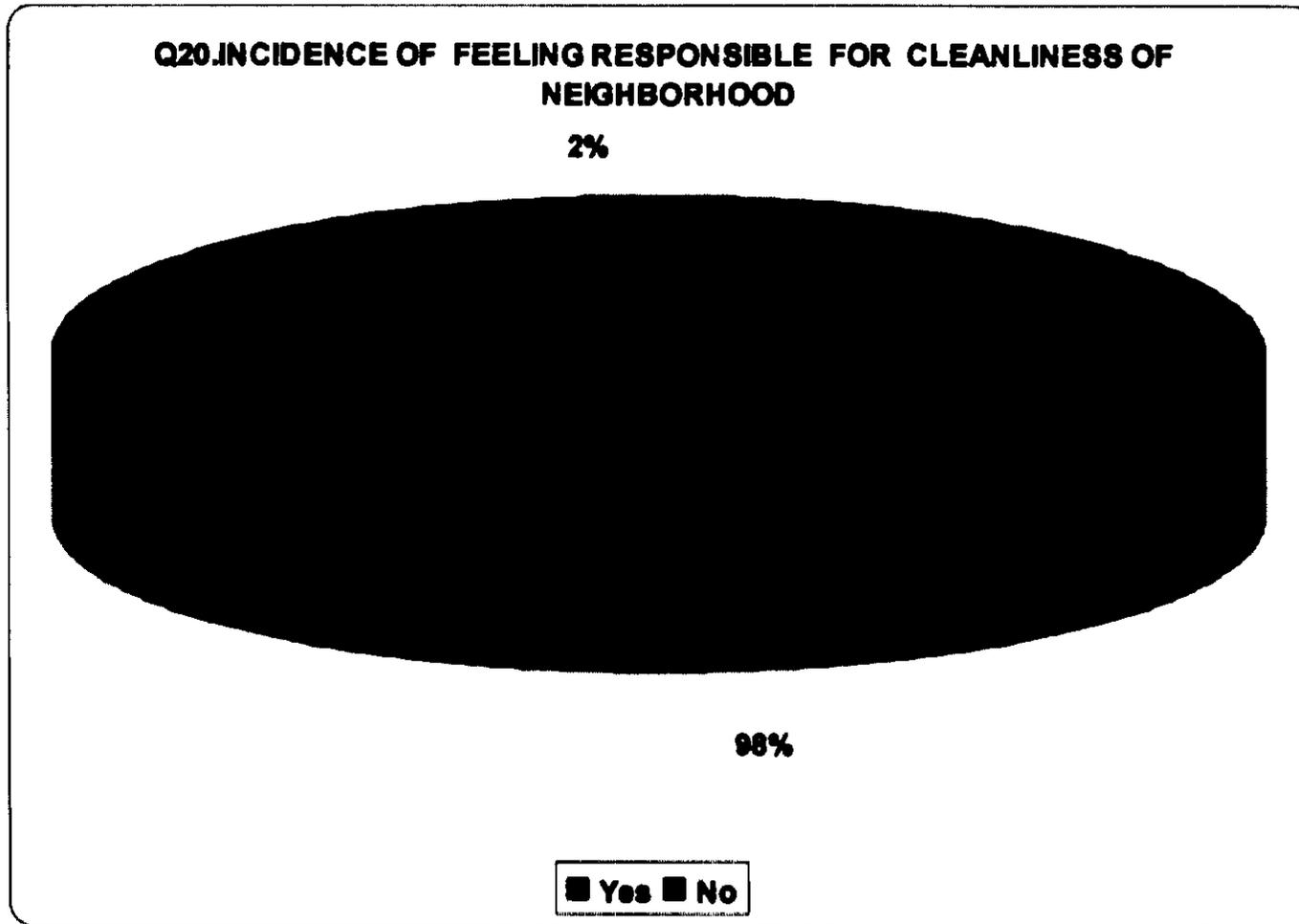
## HOME MAKER



BASE - TOTAL SAMPLE 300

# Solid Waste Management Project - CAIRO 2002

## HOME MAKER

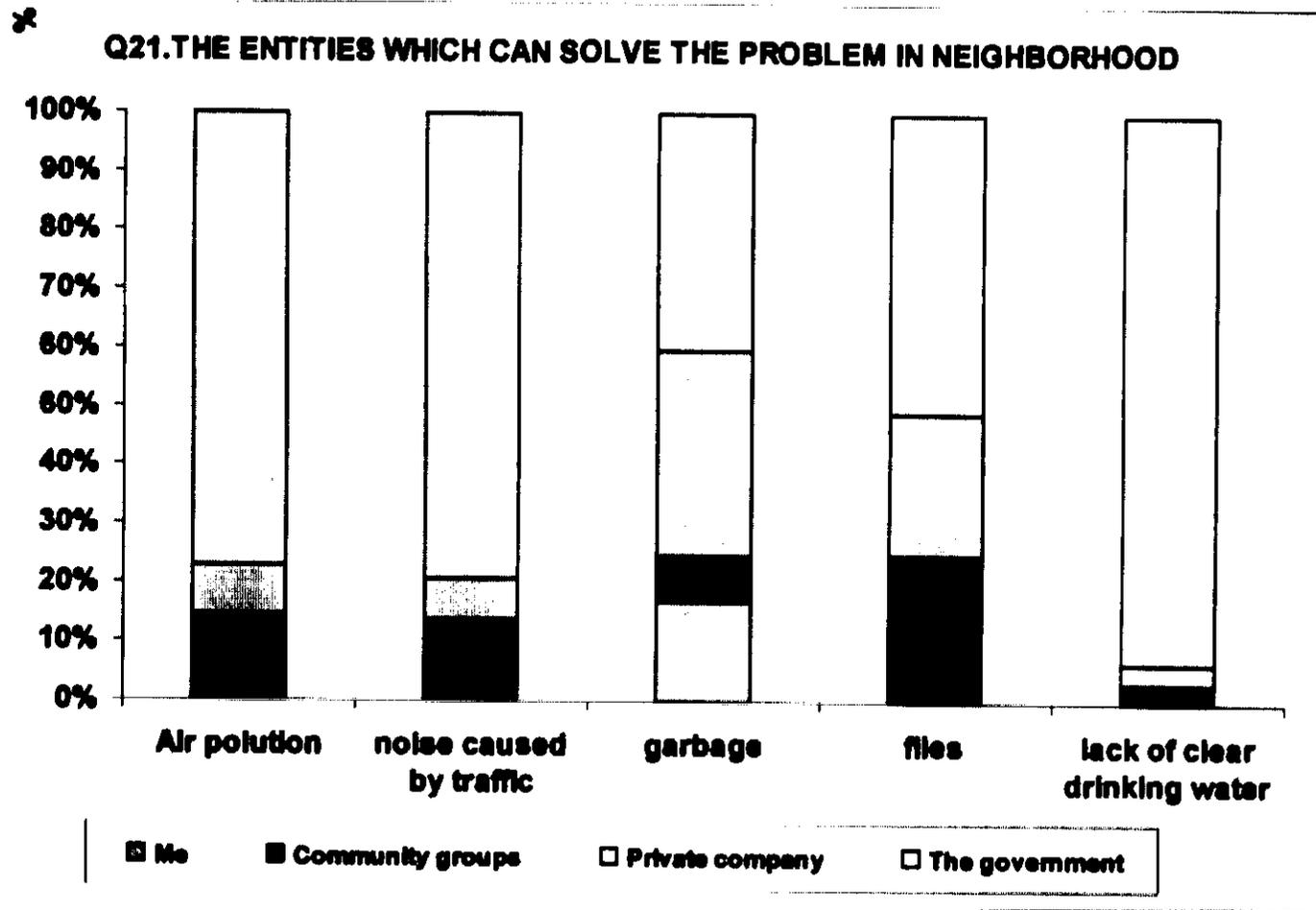


BASE - TOTAL SAMPLE 300

slide 21

# Solid Waste Management Project - CAIRO 2002

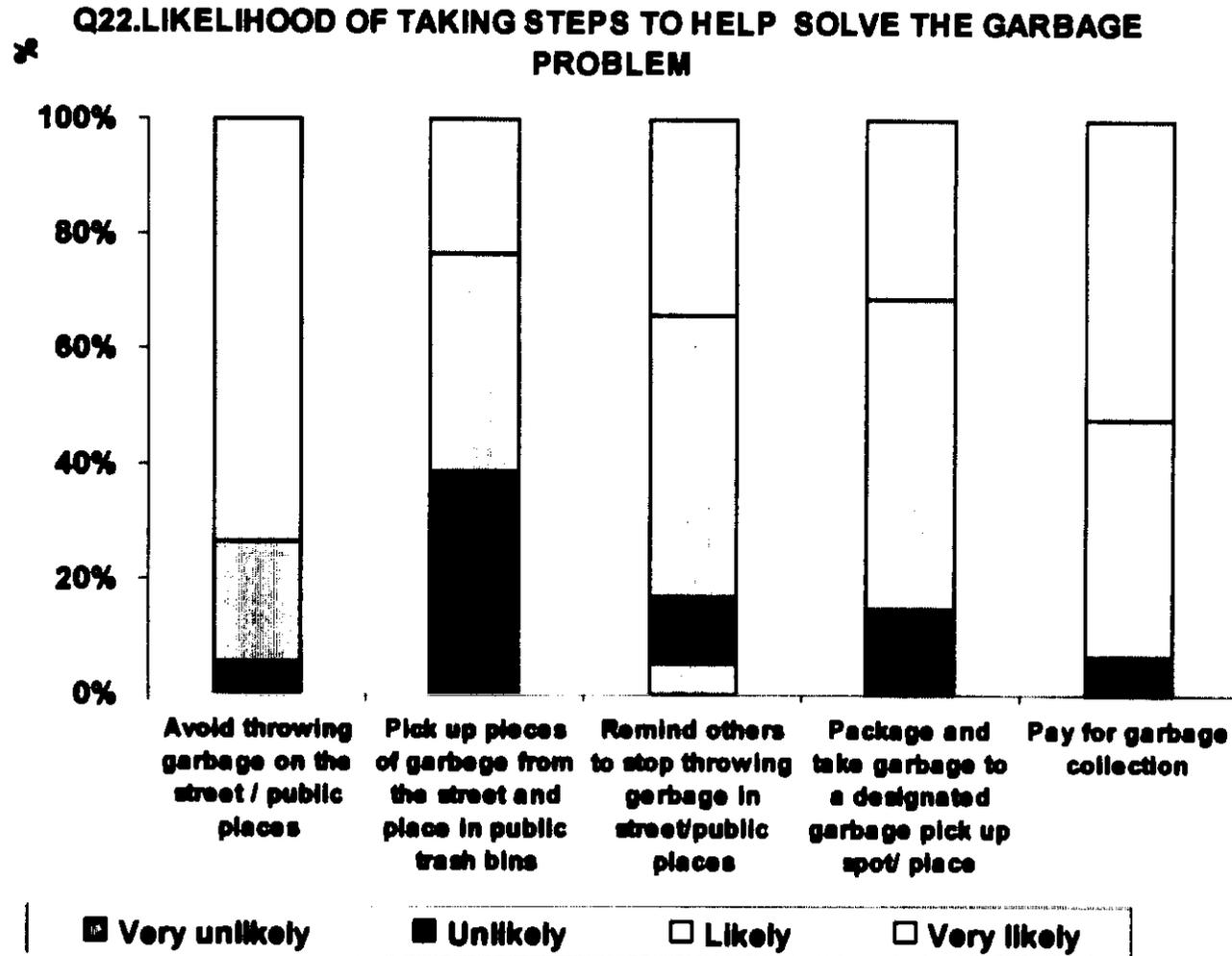
## HOME MAKER



BASE - TOTAL SAMPLE 300

# Solid Waste Management Project - CAIRO 2002

## HOME MAKER



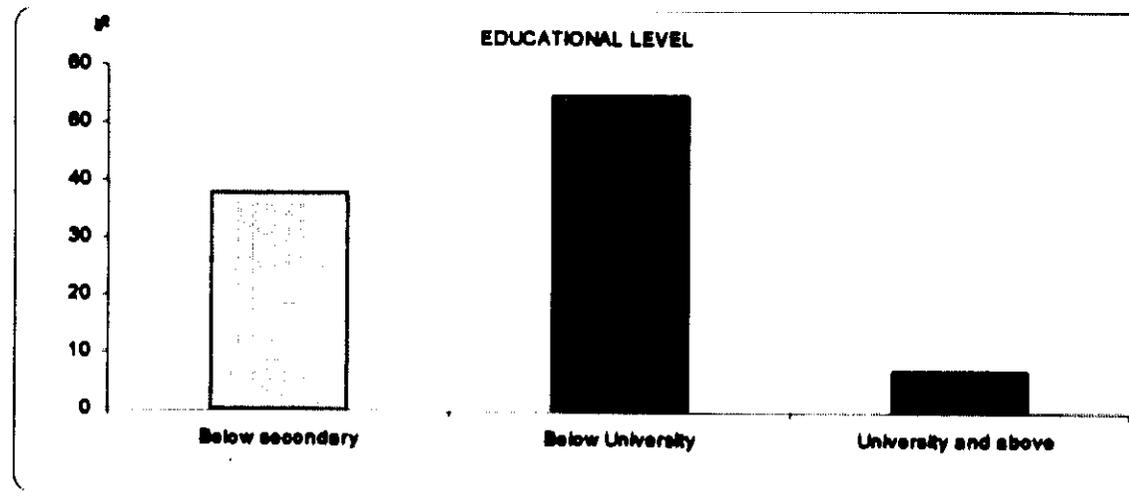
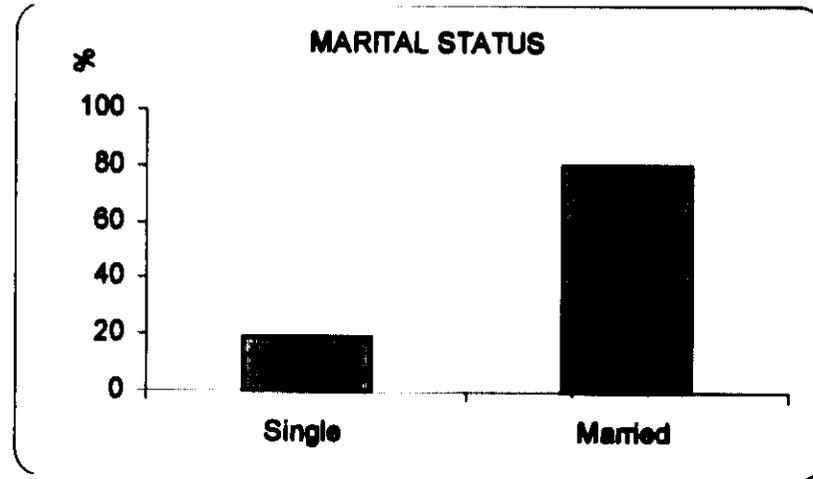
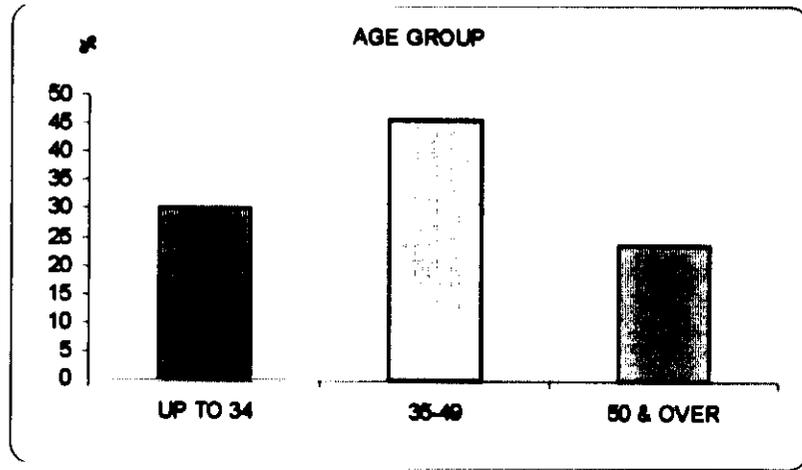
BASE = TOTAL SAMPLE 300

***Small Business  
Industrials***

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

### SOCIO DEMOGRAPHIC PROFILE OF SAMPLE

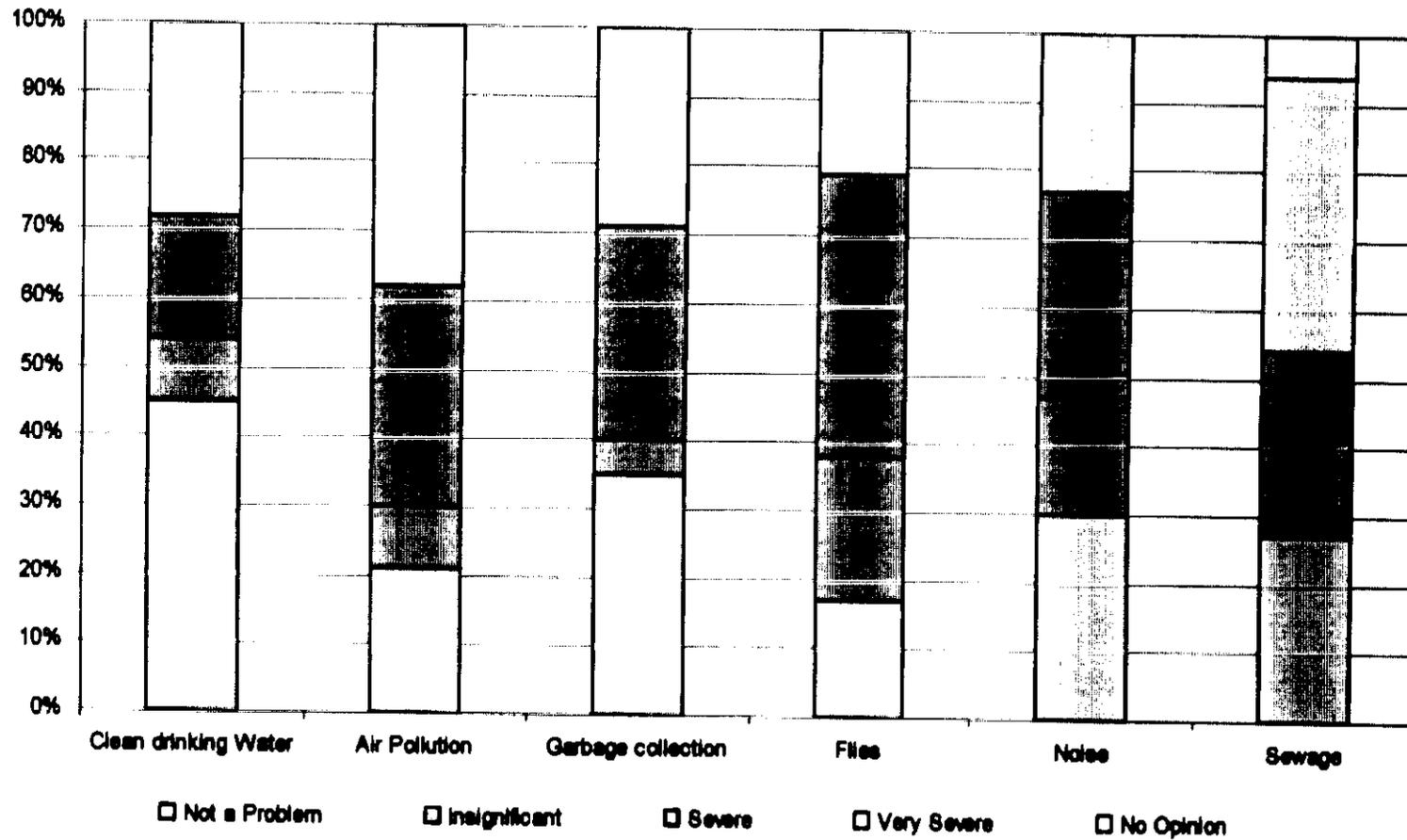


BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

Q1.LEVEL OF SEVERITY OF CERTAIN PROBLEMS IN NEIGHBORHOOD

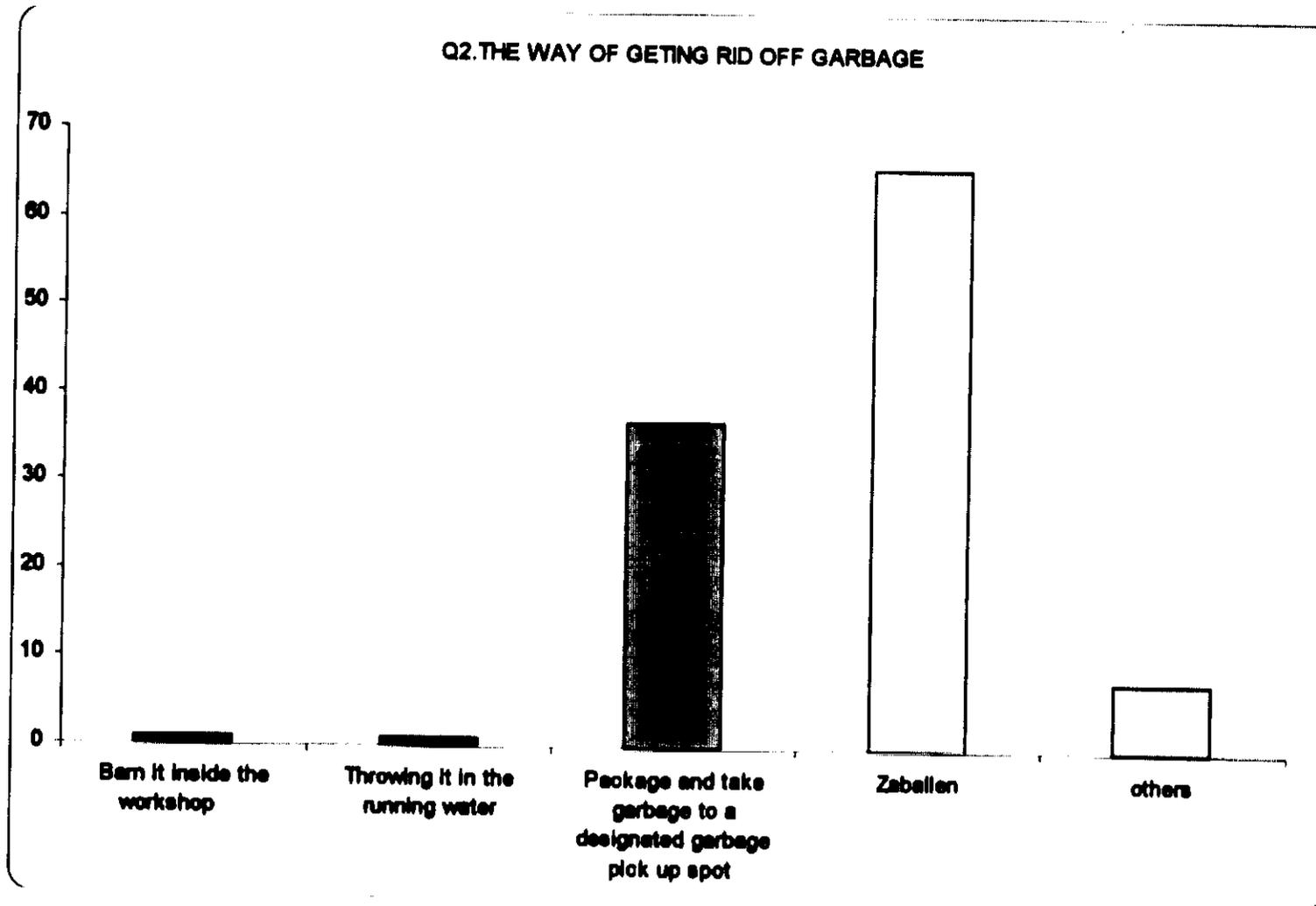


BASE = TOTAL SAMPLE 100

25

# Solid Waste Management Project - CAIRO 2002

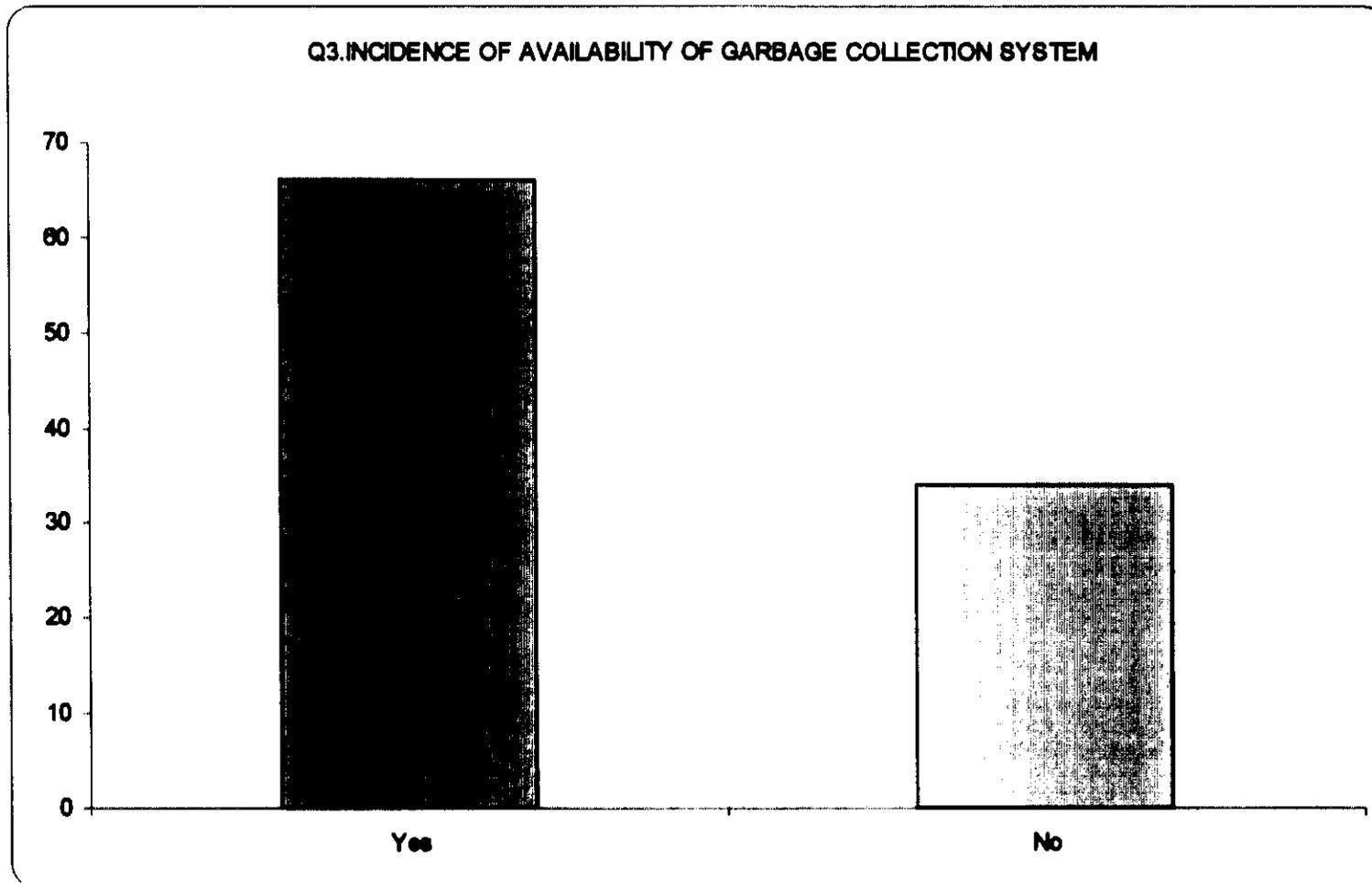
## INDUSTRIAL & SMALL BUSINESS



BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

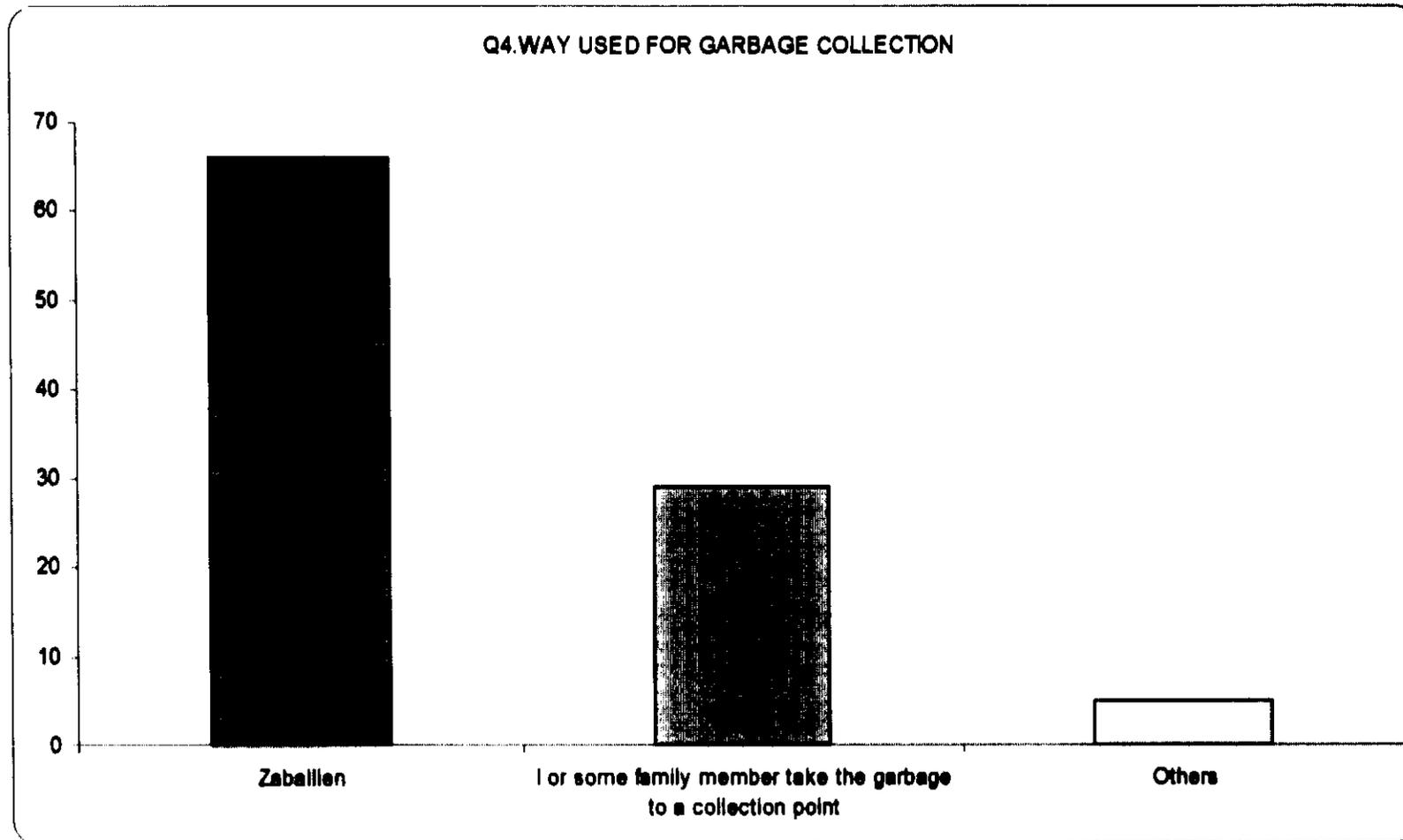


BASE = TOTAL SAMPLE 100

slide 4

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

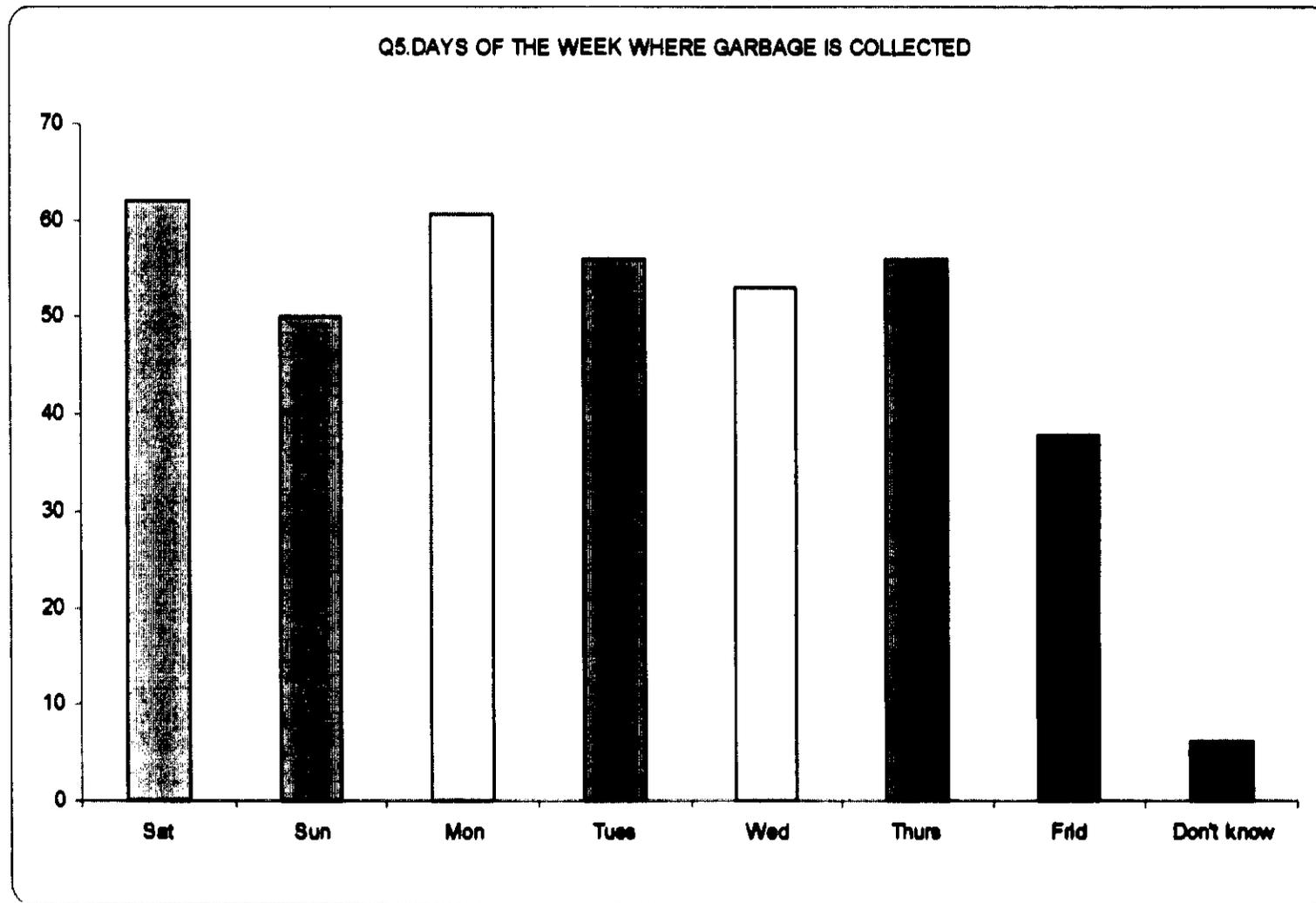


BASE - TOTAL SAMPLE 100

slide 5

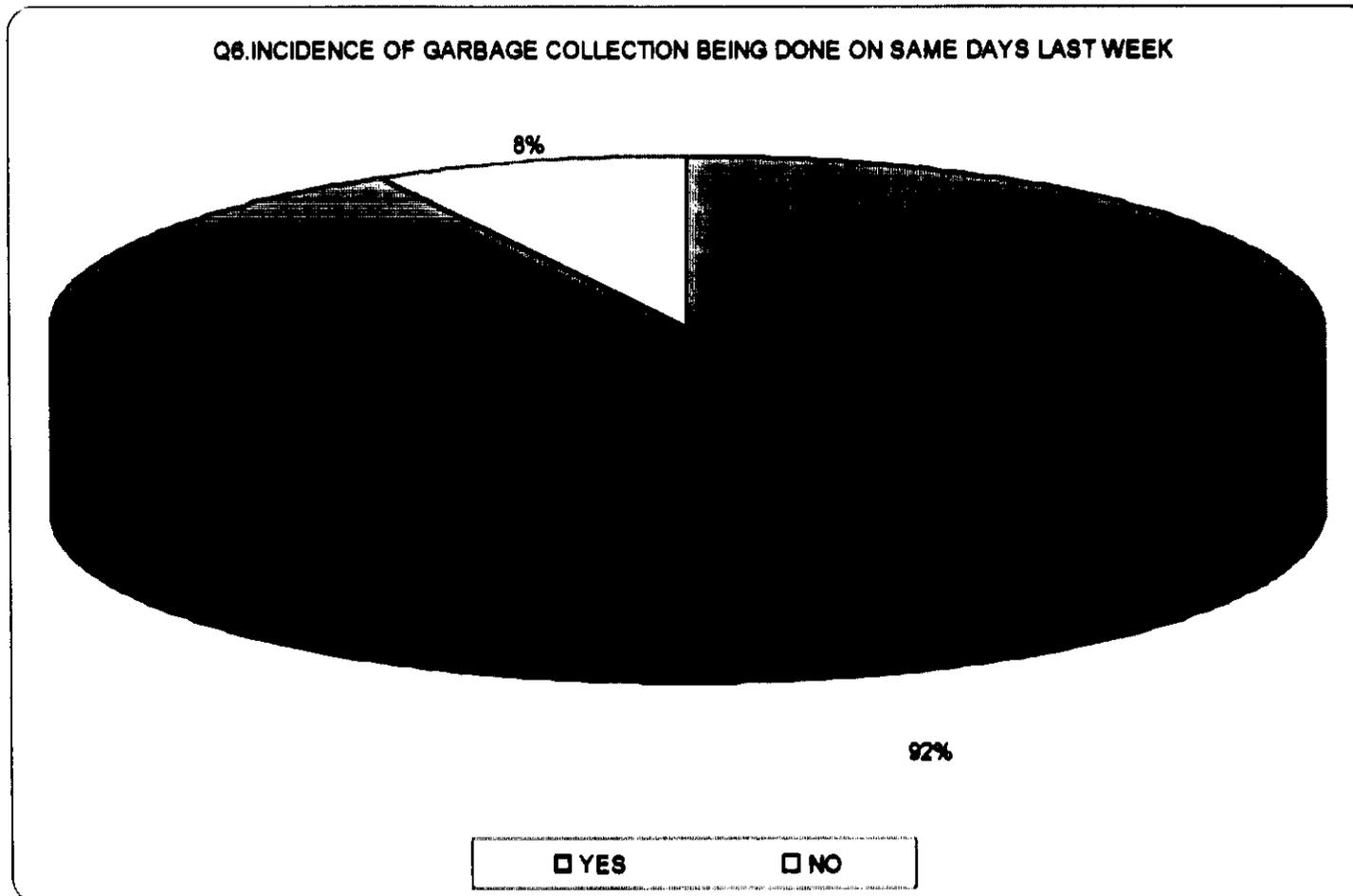
# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS



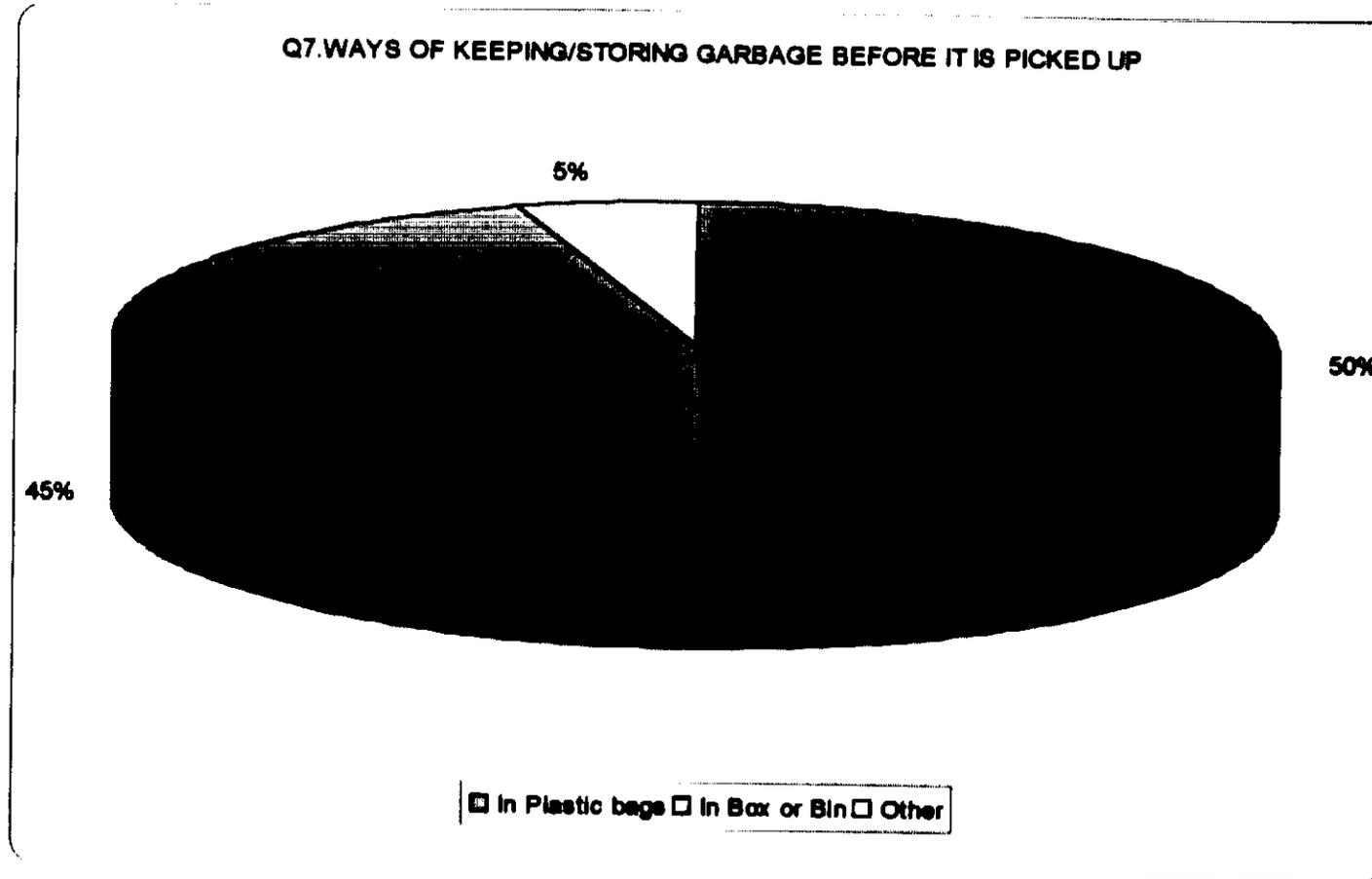
# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS



# Solid Waste Management Project - CAIRO 2002

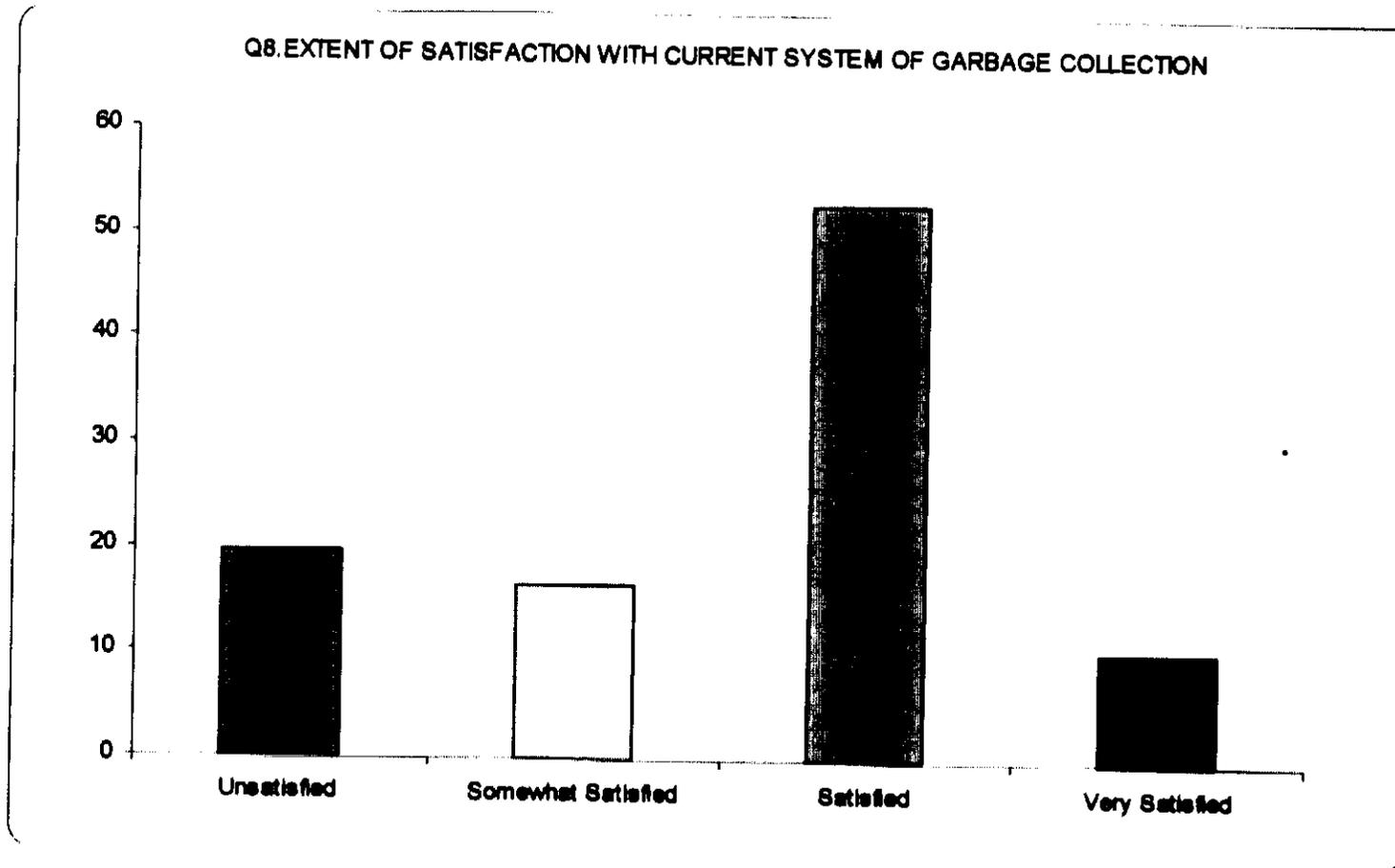
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

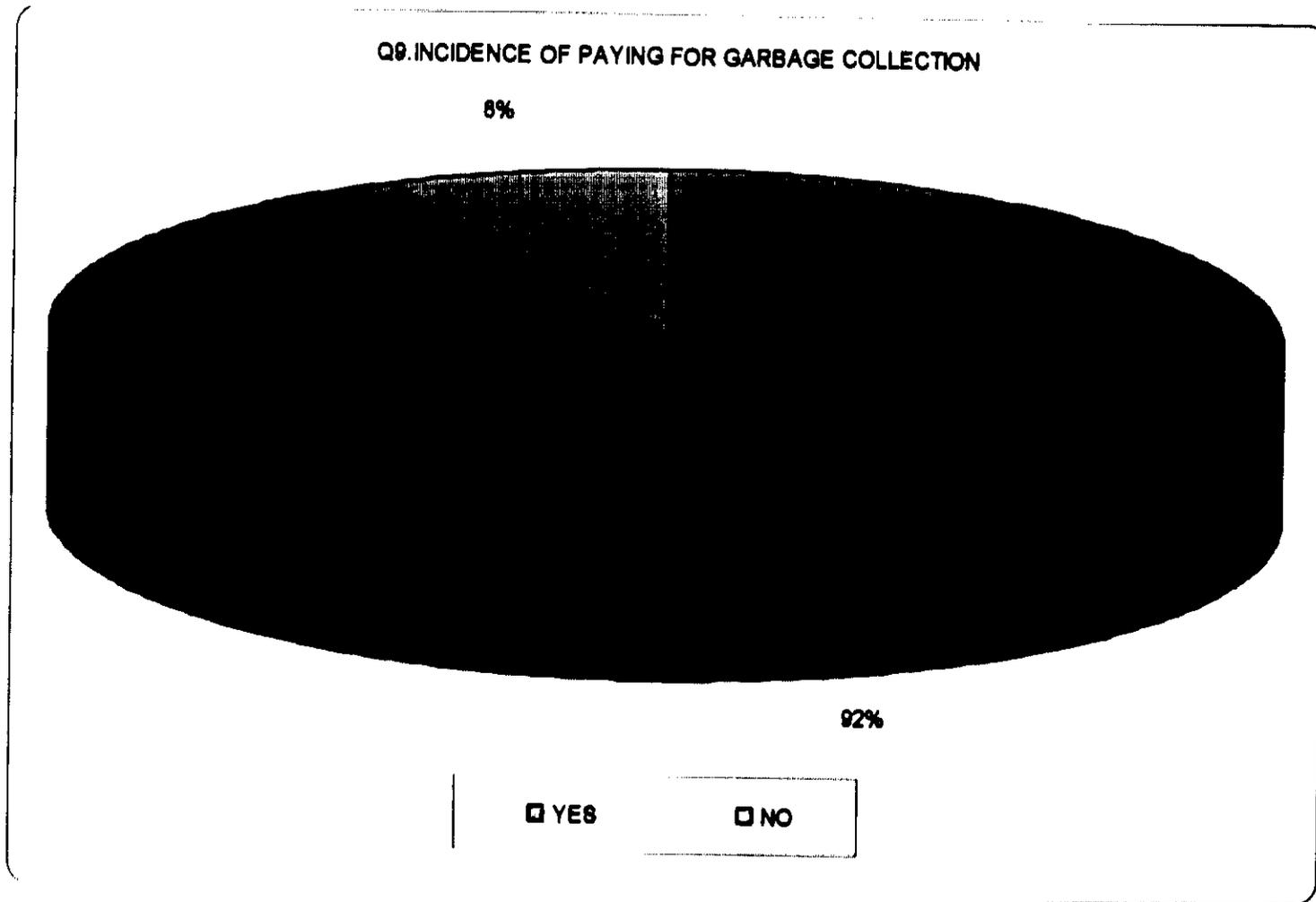


BASE - HAVE GARBAGE COLLECTION SYSTEM ( ZABALLIEN ) 66

slide 9

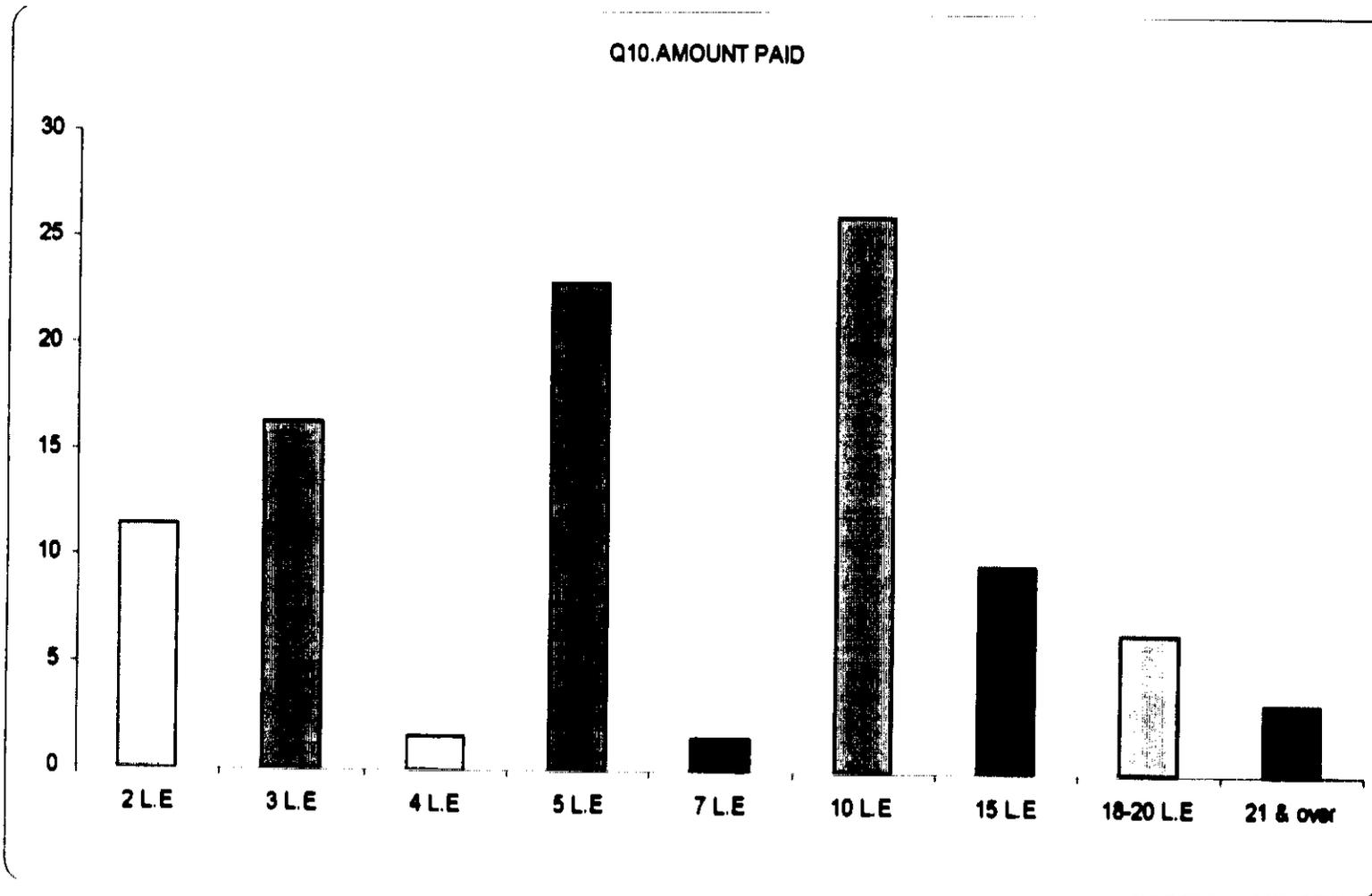
# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS



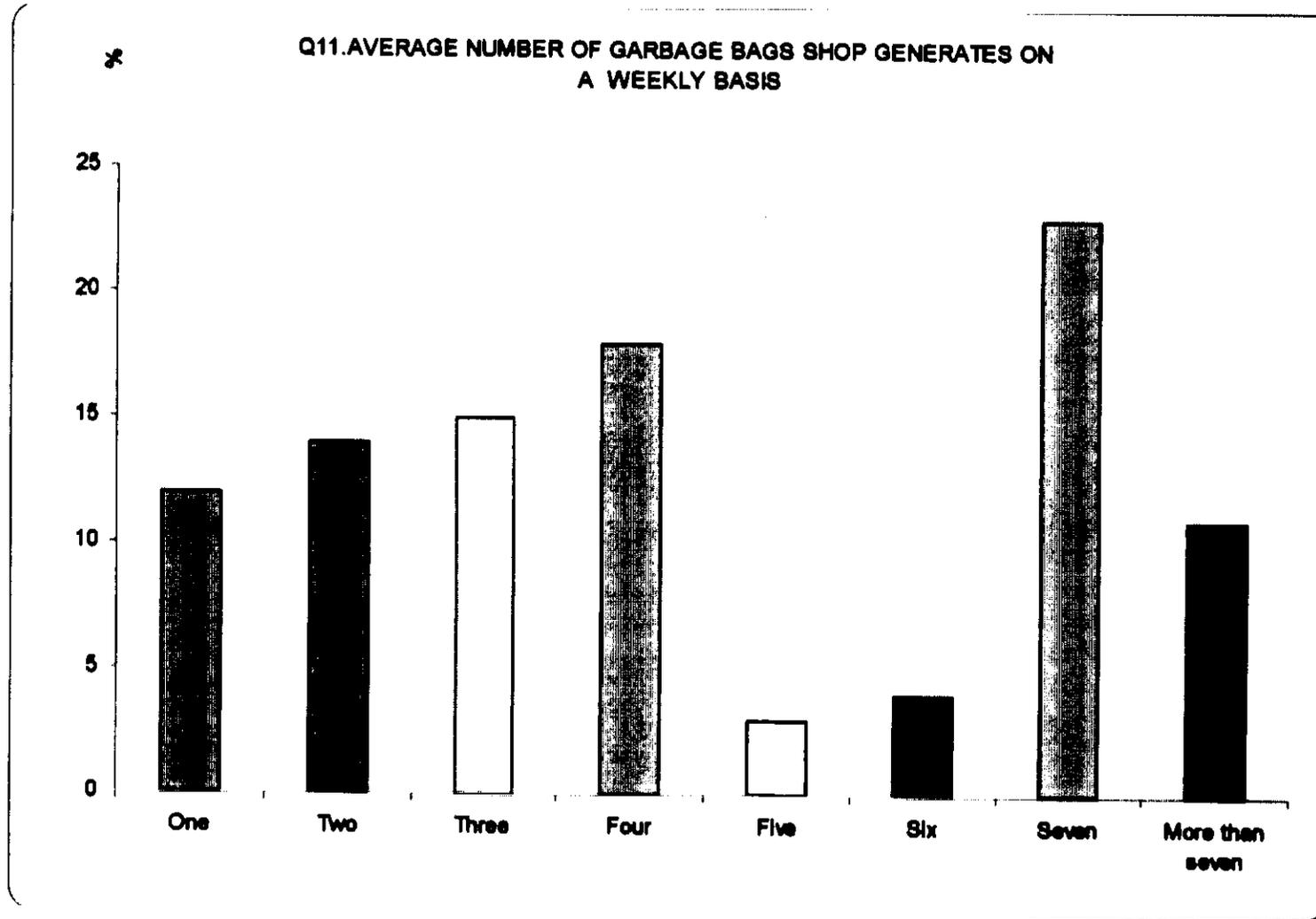
# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS



# Solid Waste Management Project - CAIRO 2002

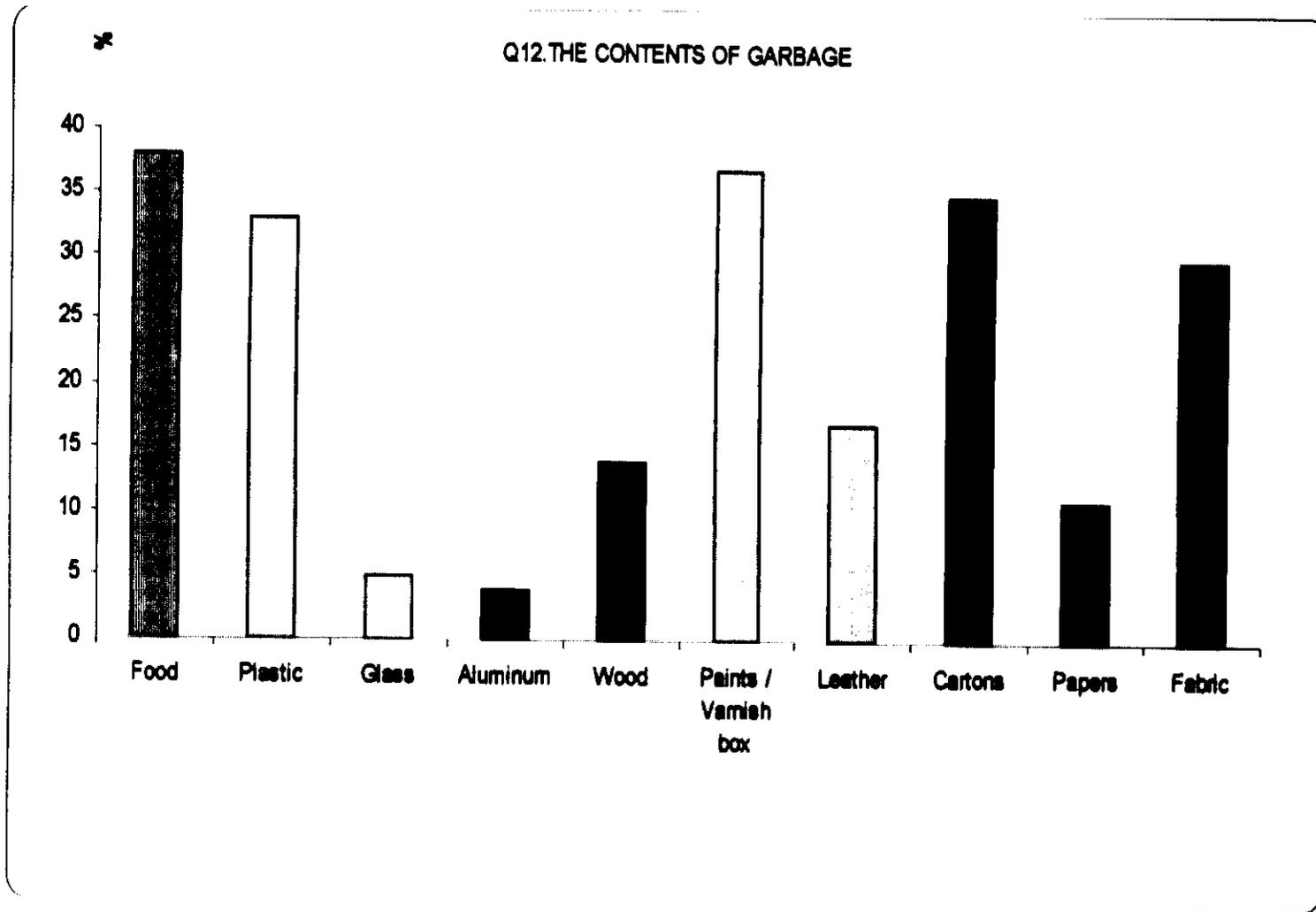
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

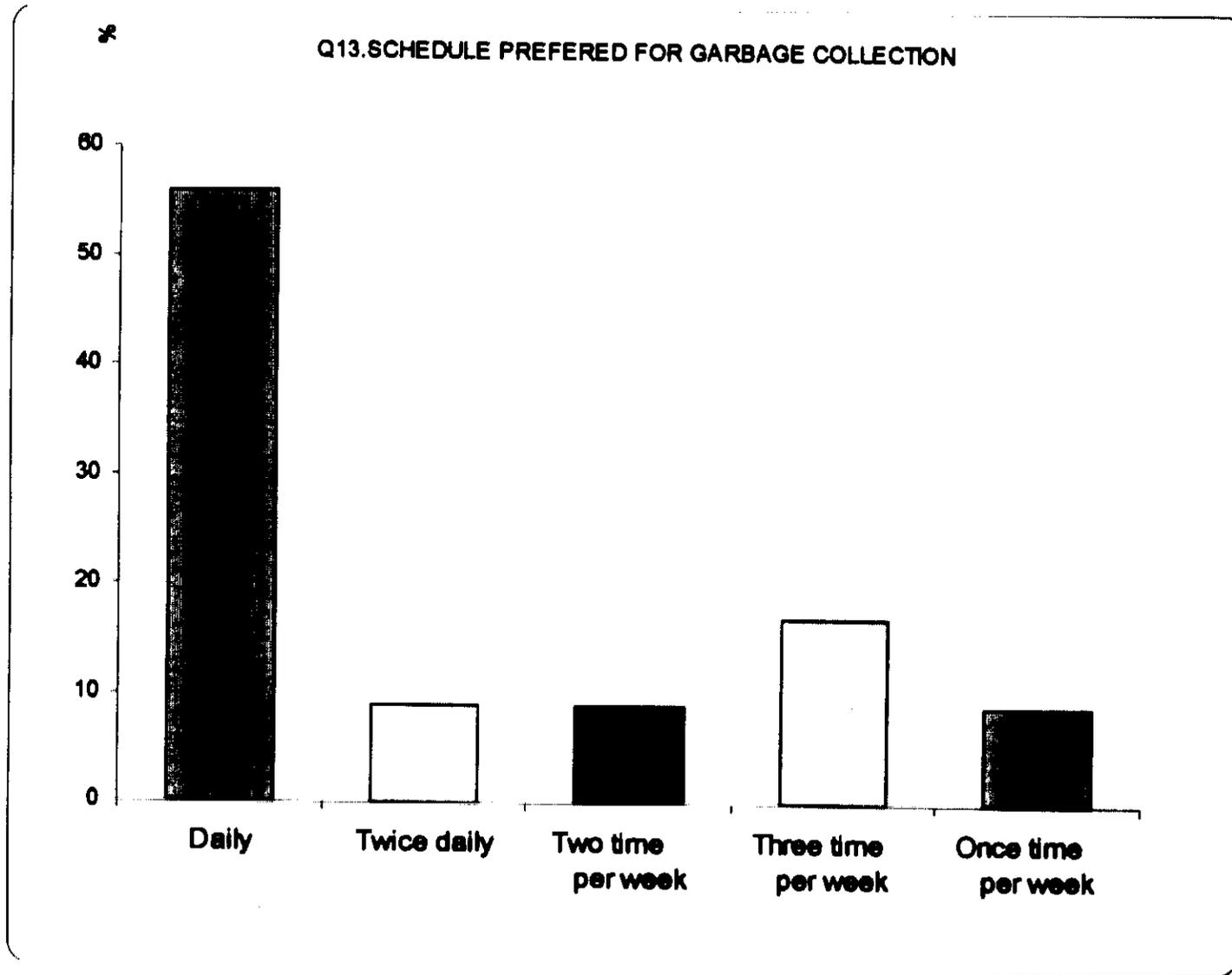
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

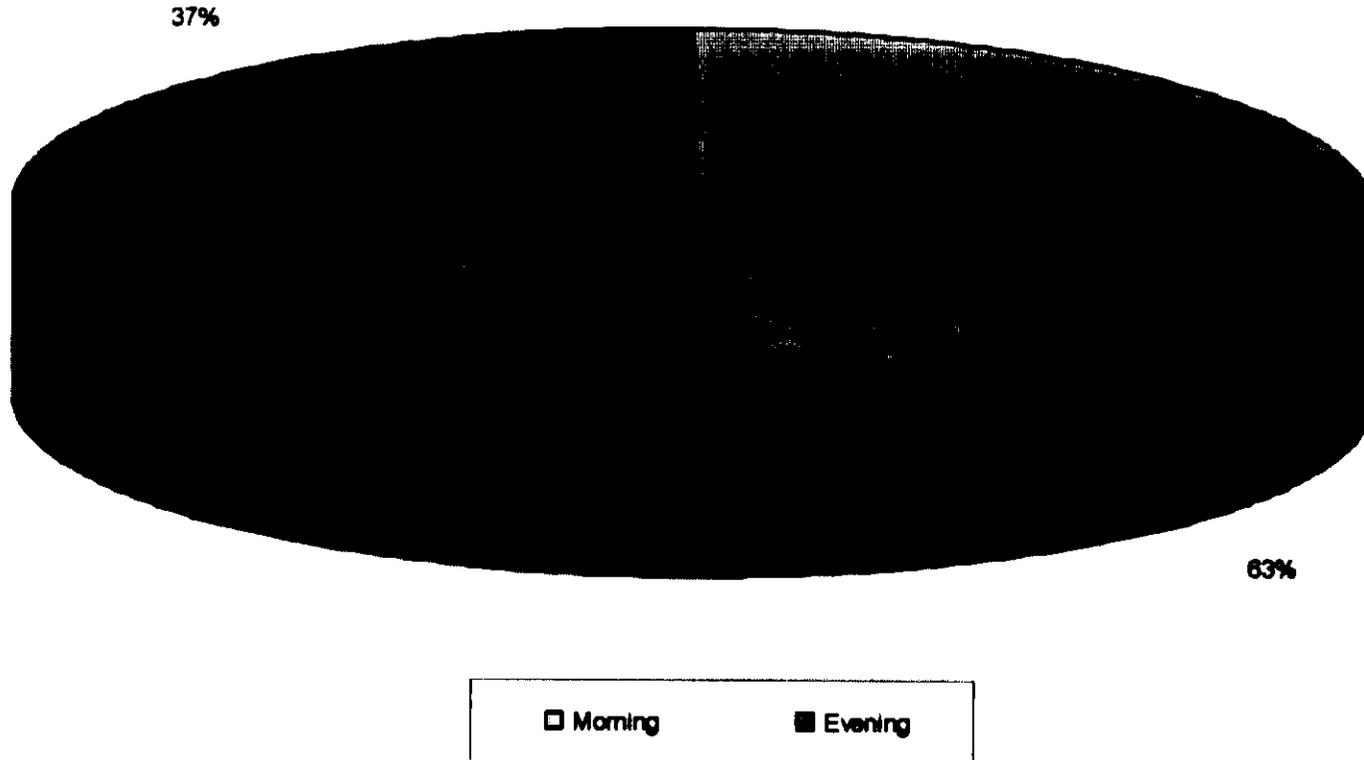


BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

Q14. TIME PREFERRED FOR GARBAGE COLLECTION

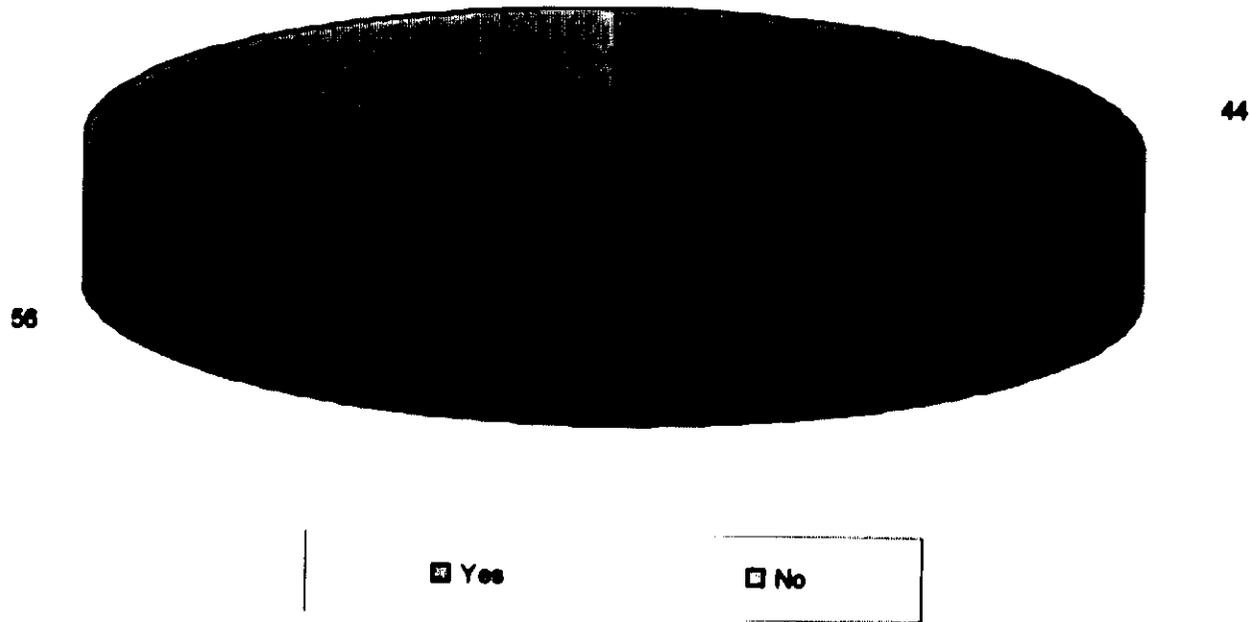


BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

Q15.AWARENESS OF PRIVATIZATION OF MUNICIPAL WASTE MANAGEMENT

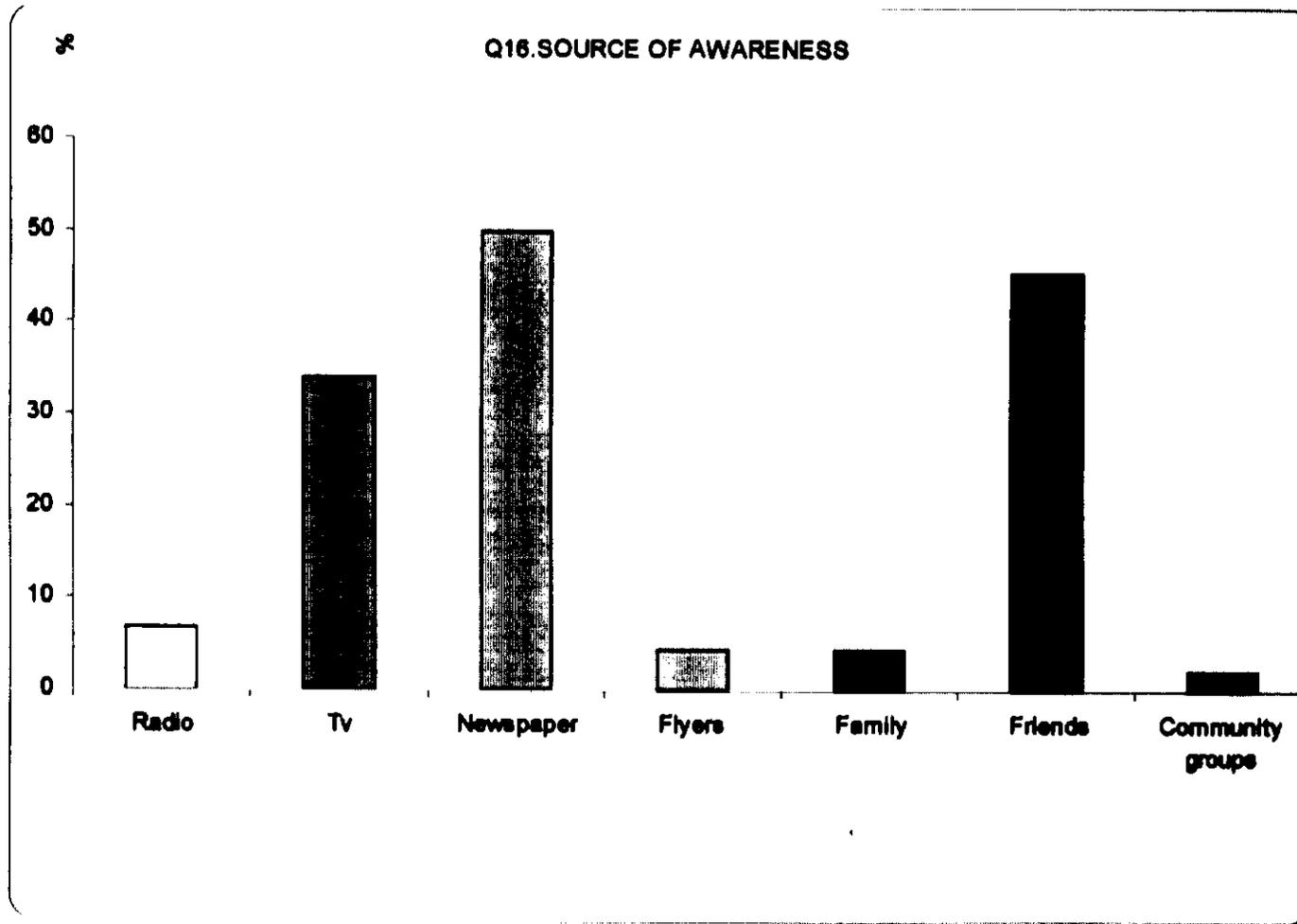


BASE = TOTAL SAMPLE 100

slide 16

# Solid Waste Management Project - CAIRO 2002

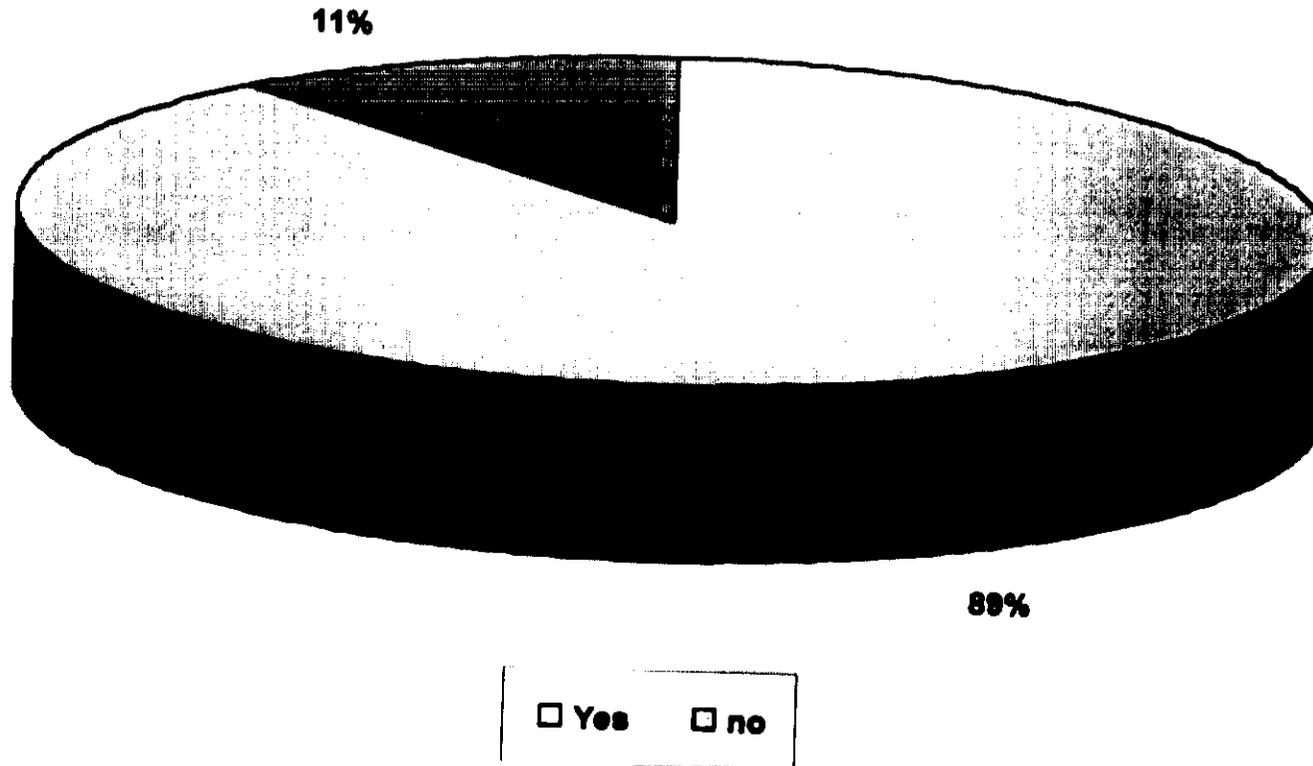
## INDUSTRIAL & SMALL BUSINESS



# Solid Waste Management Project - CAIRO 2002

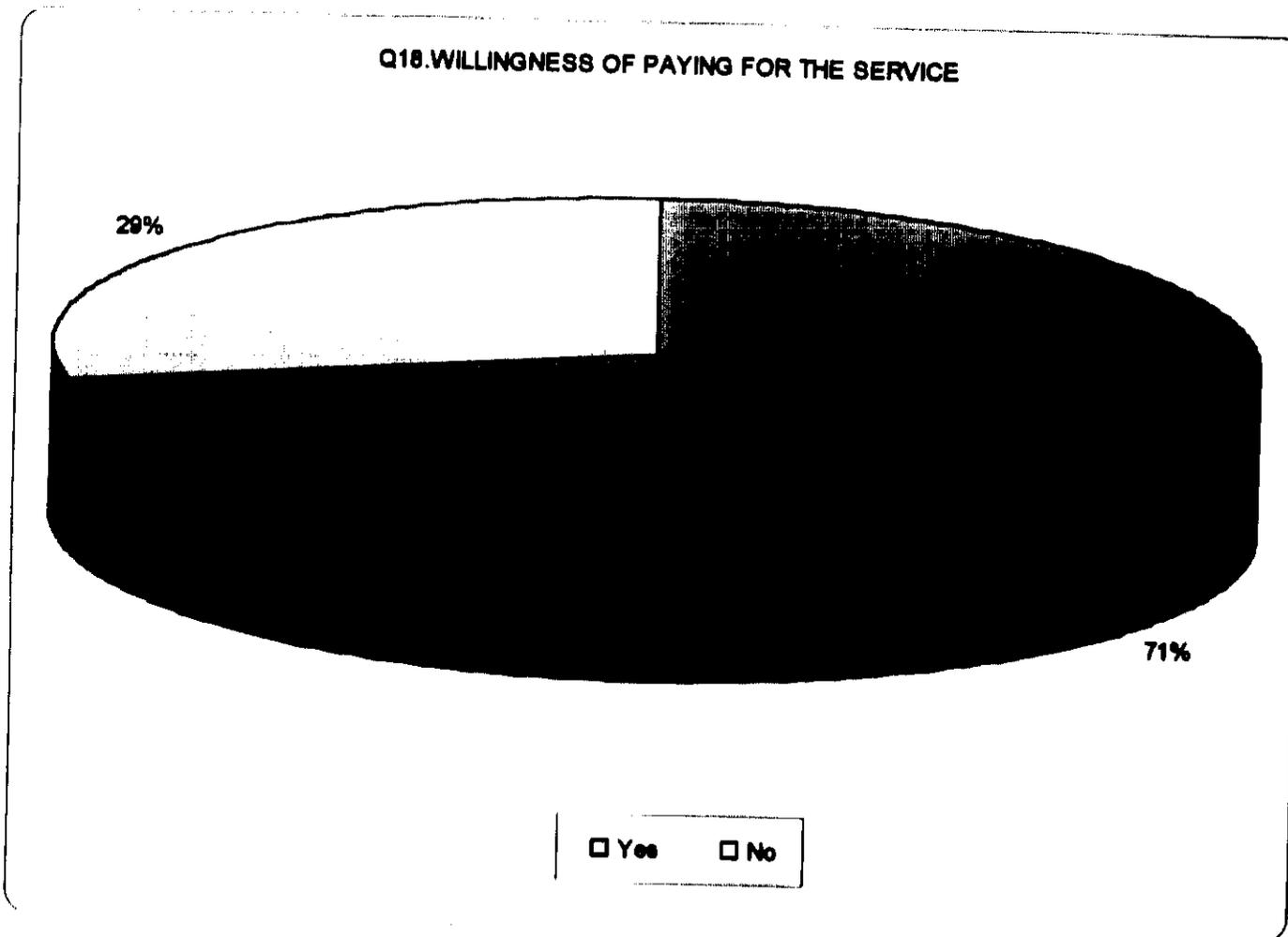
## INDUSTRIAL & SMALL BUSINESS

Q17.AWARENESS OF THE COST FOR USING THE SERVICE



# Solid Waste Management Project - CAIRO 2002

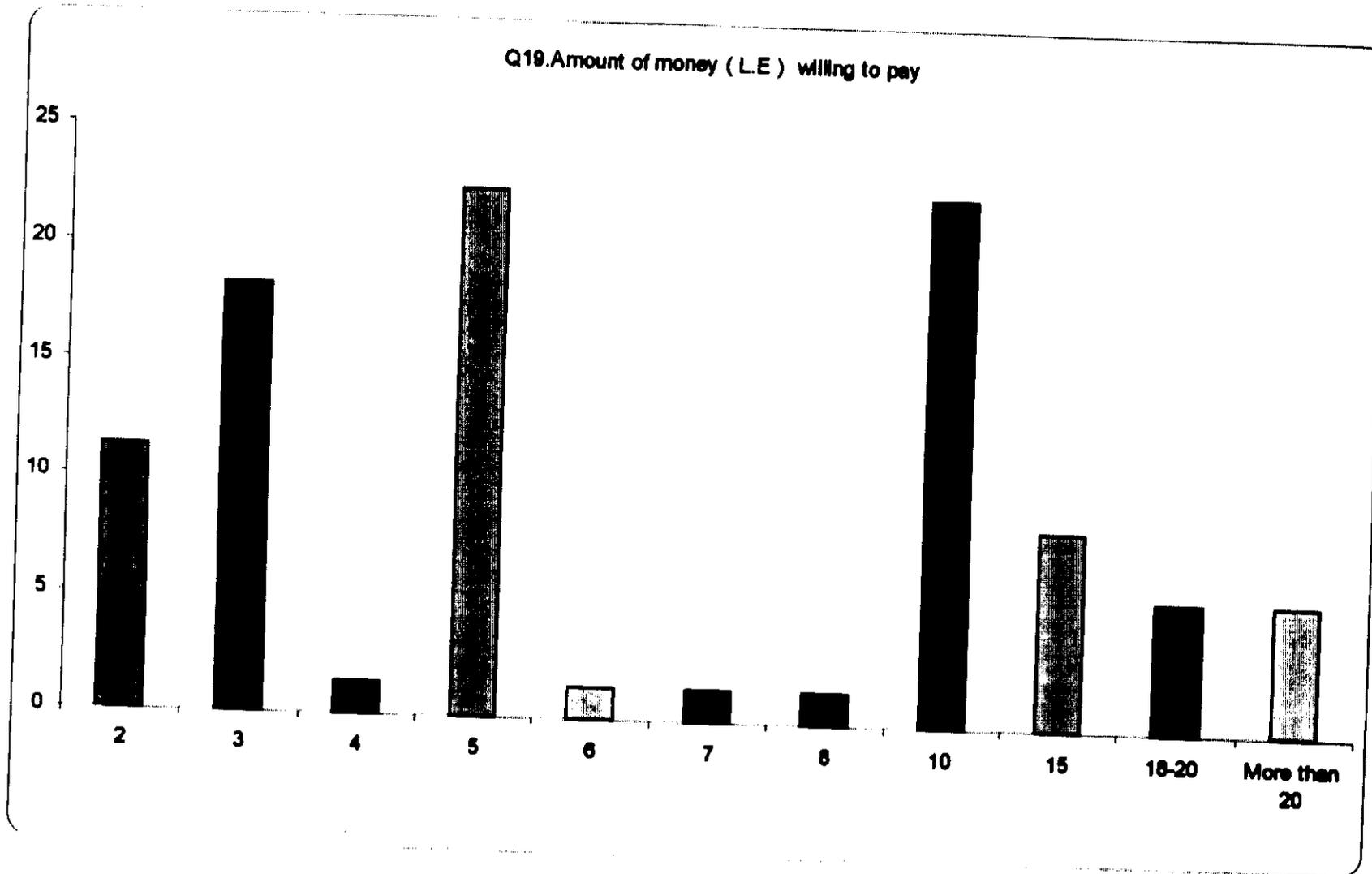
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

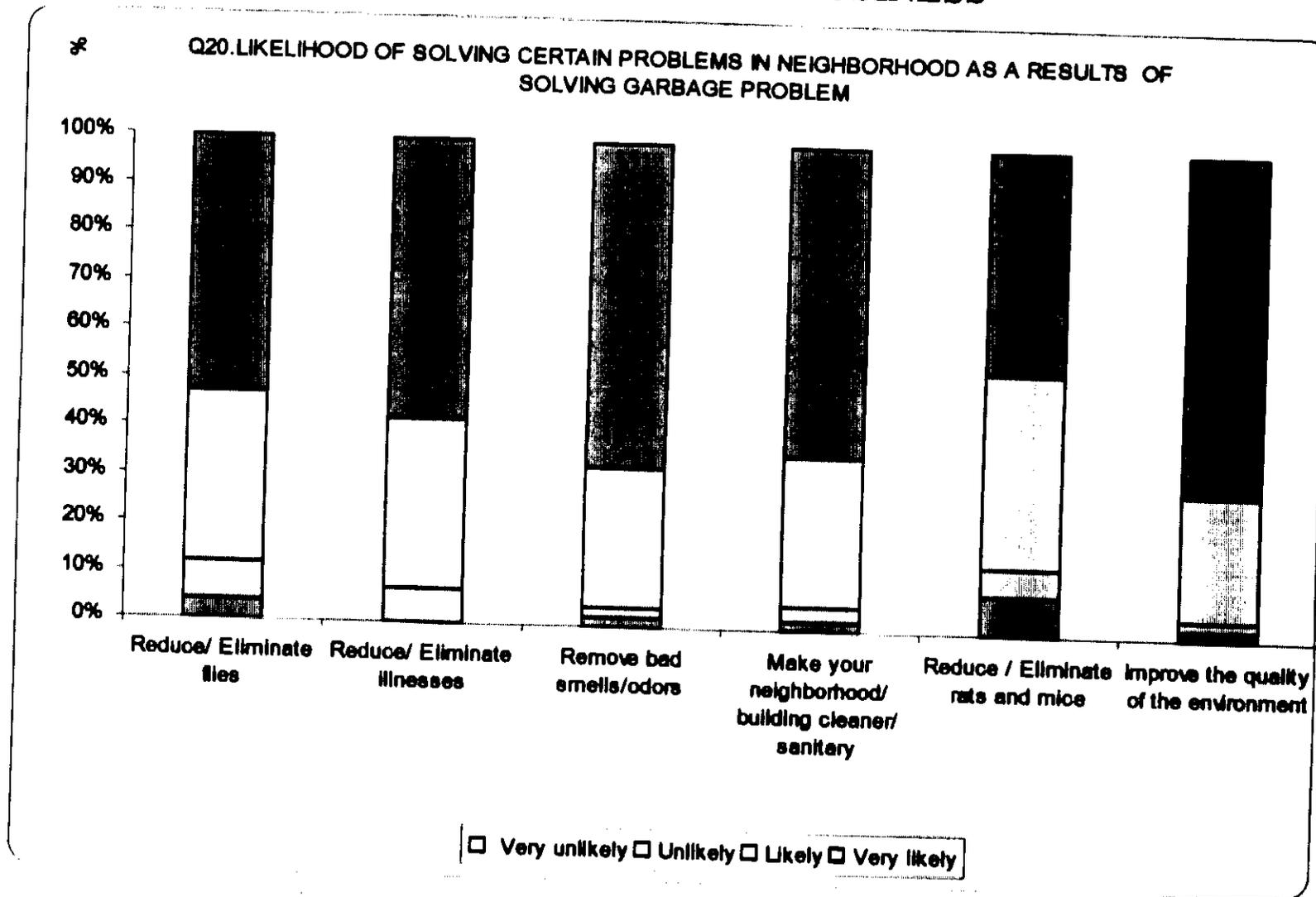
## INDUSTRIAL & SMALL BUSINESS



BASE = WILLING TO PAY 71

# Solid Waste Management Project - CAIRO 2002

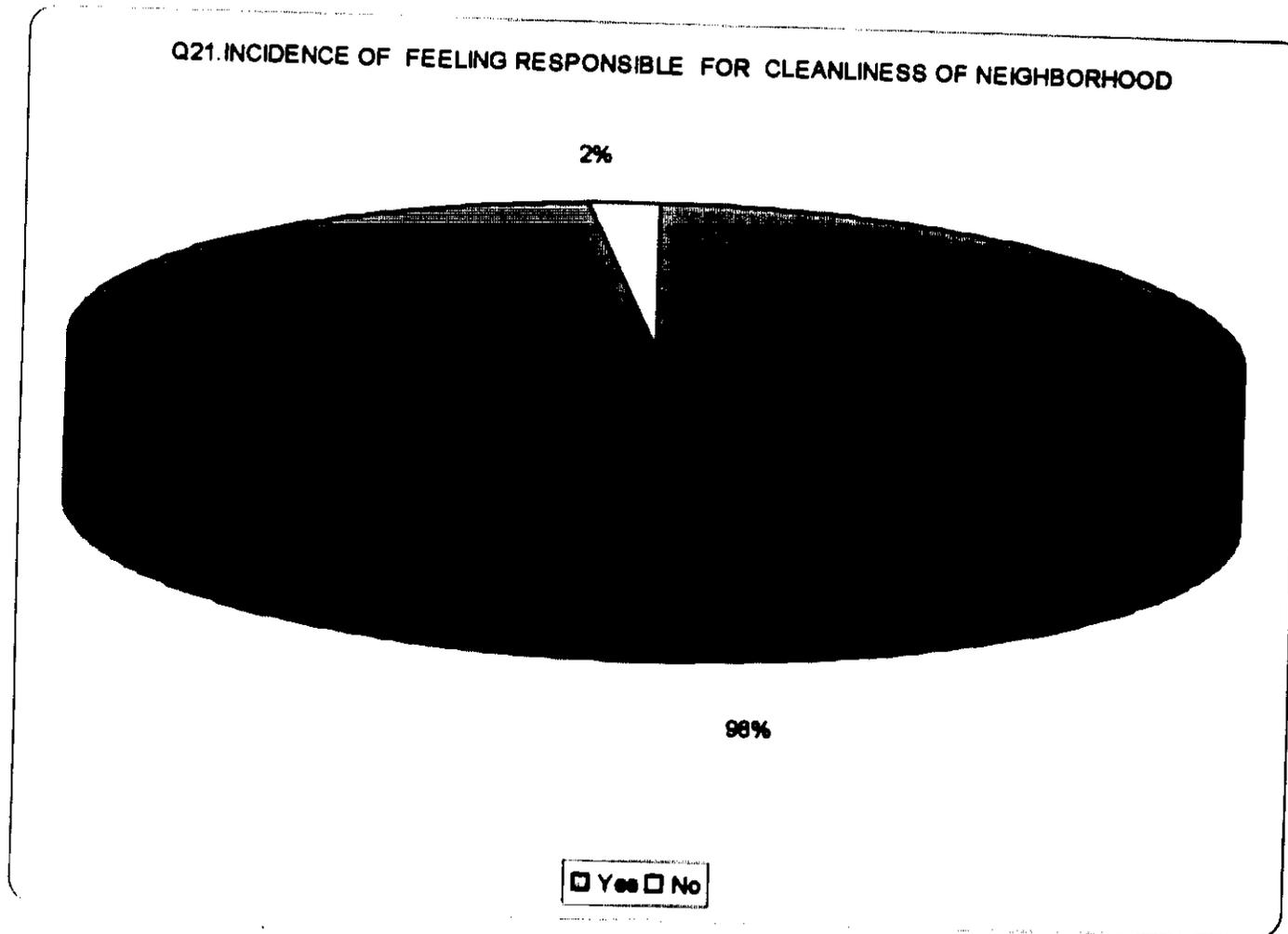
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

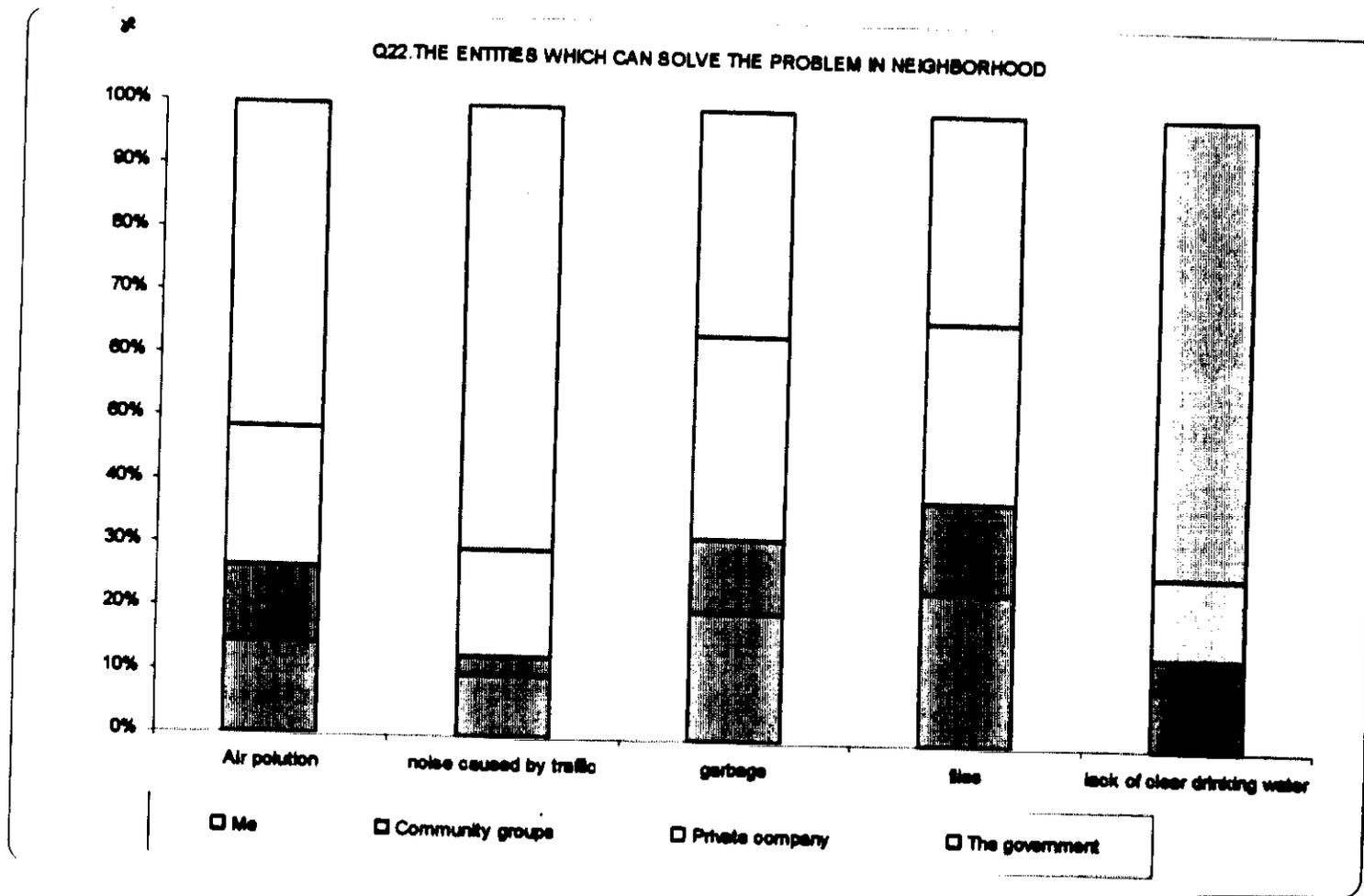
## INDUSTRIAL & SMALL BUSINESS



BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

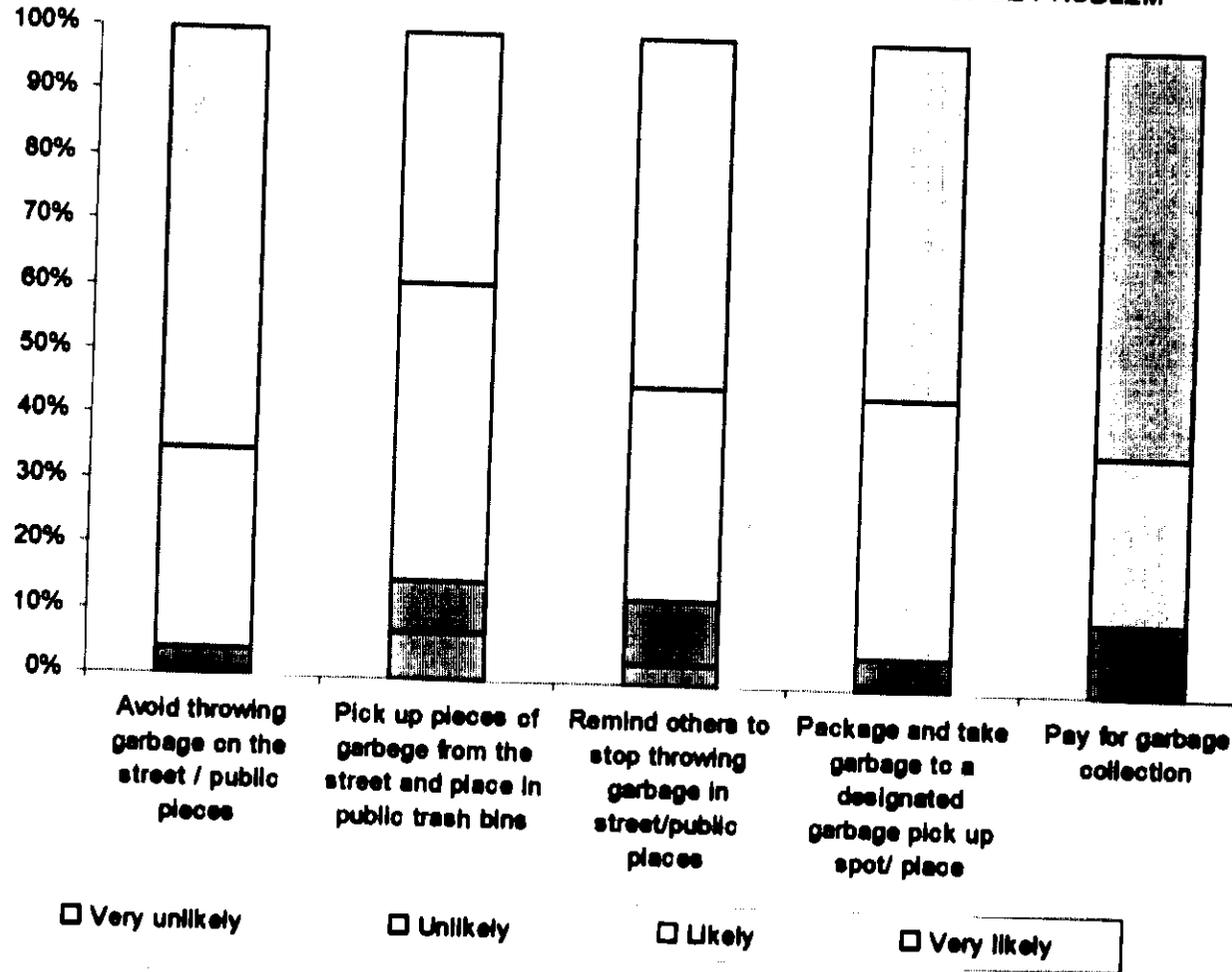


BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - CAIRO 2002

## INDUSTRIAL & SMALL BUSINESS

\* Q23. LIKELIHOOD OF TAKING STEPS TO HELP IN SOLVING THE GARBAGE PROBLEM

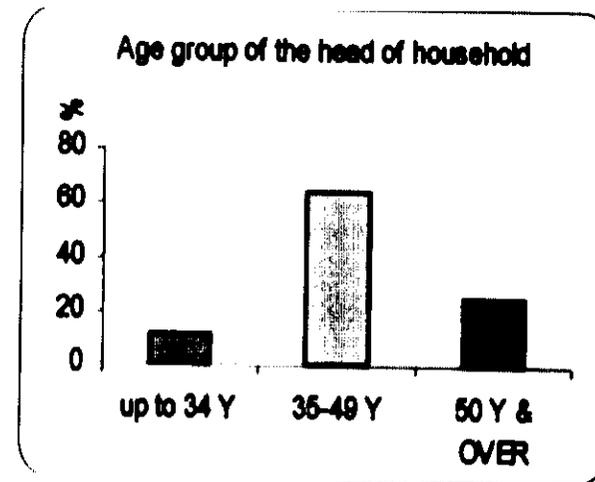
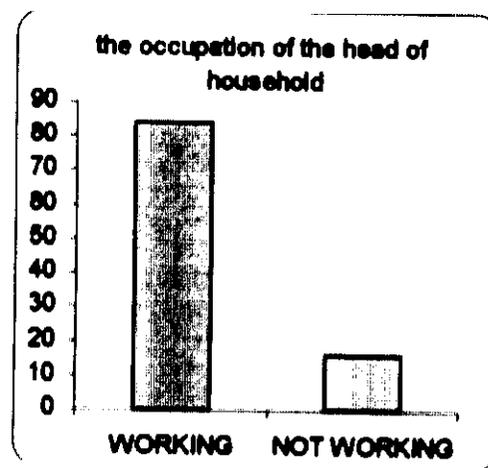
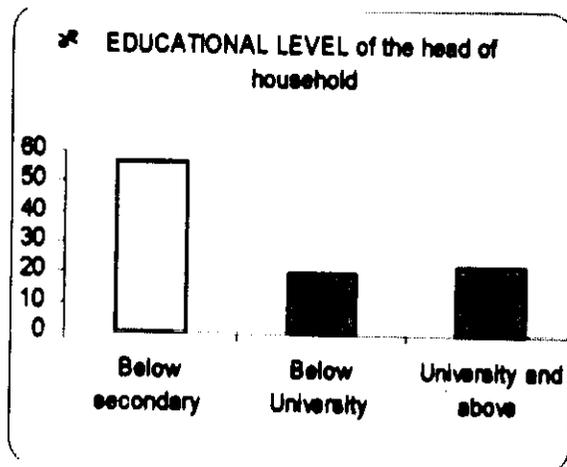
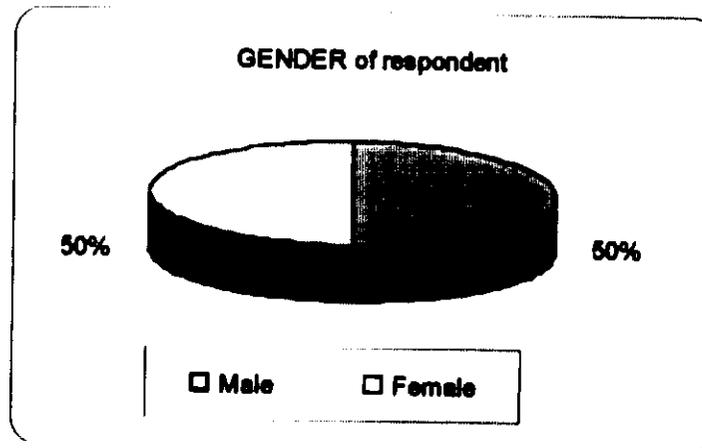


BASE = TOTAL SAMPLE 100

***Children***

# Solid Waste Management Project - Children - CAIRO 2002

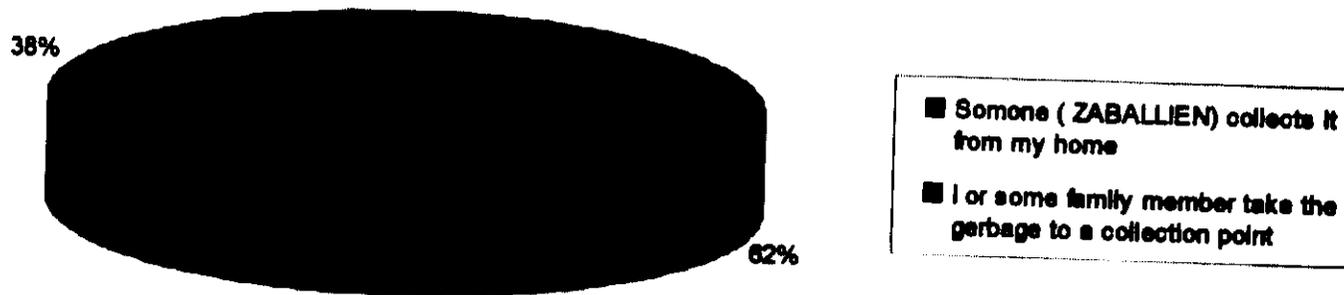
## SOCIO DEMOGRAPHIC PROFILE OF SAMPLE



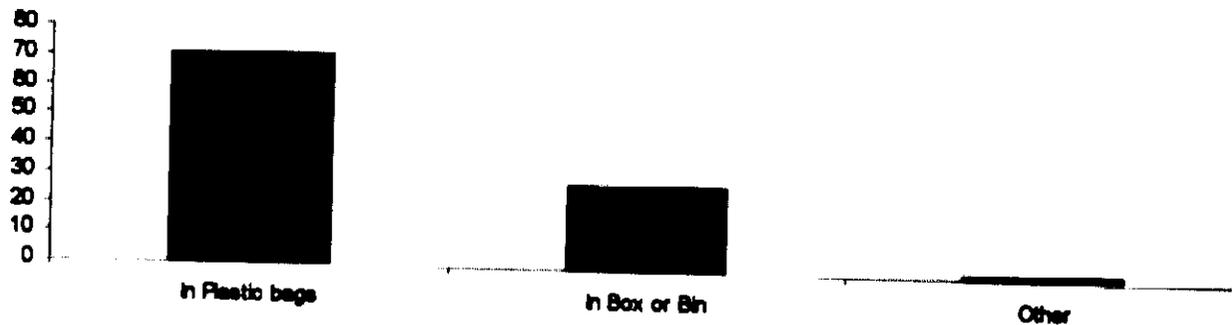
BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002

Q1.way used for garbage collection



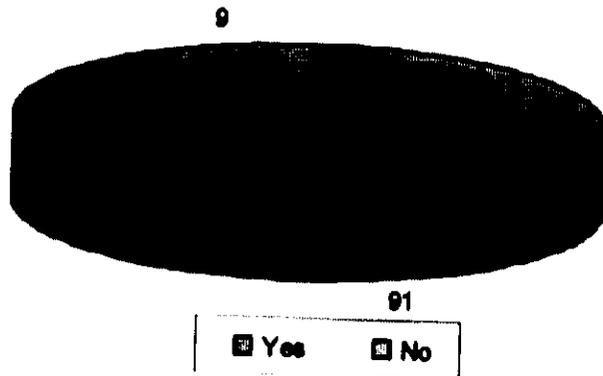
Q2.WAYS OF KEEPING/STORING GARBAGE BEFORE IT IS PICKED UP



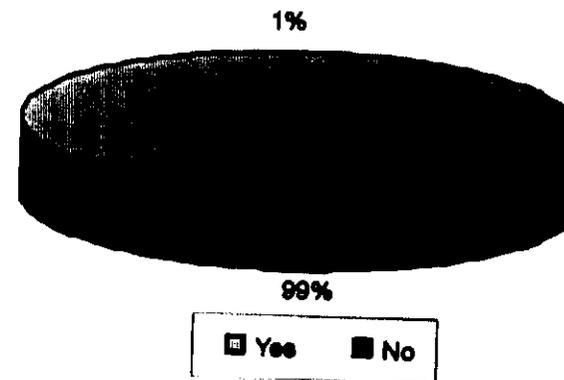
BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002

Q3. Incidence of availability of trash bins at school

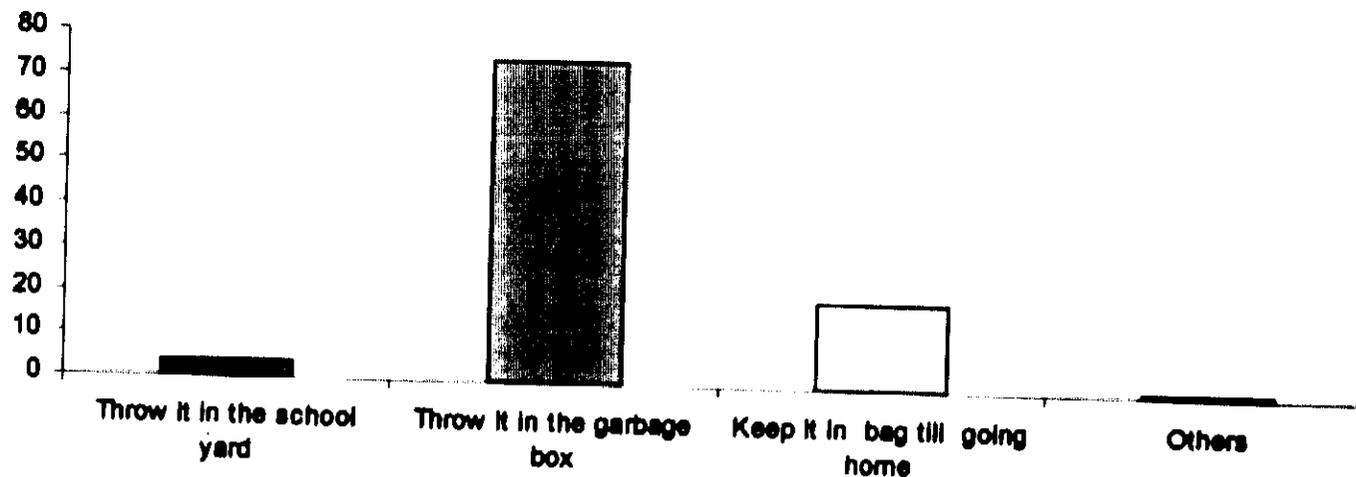


Q4. Incidence of taking the lunch to school



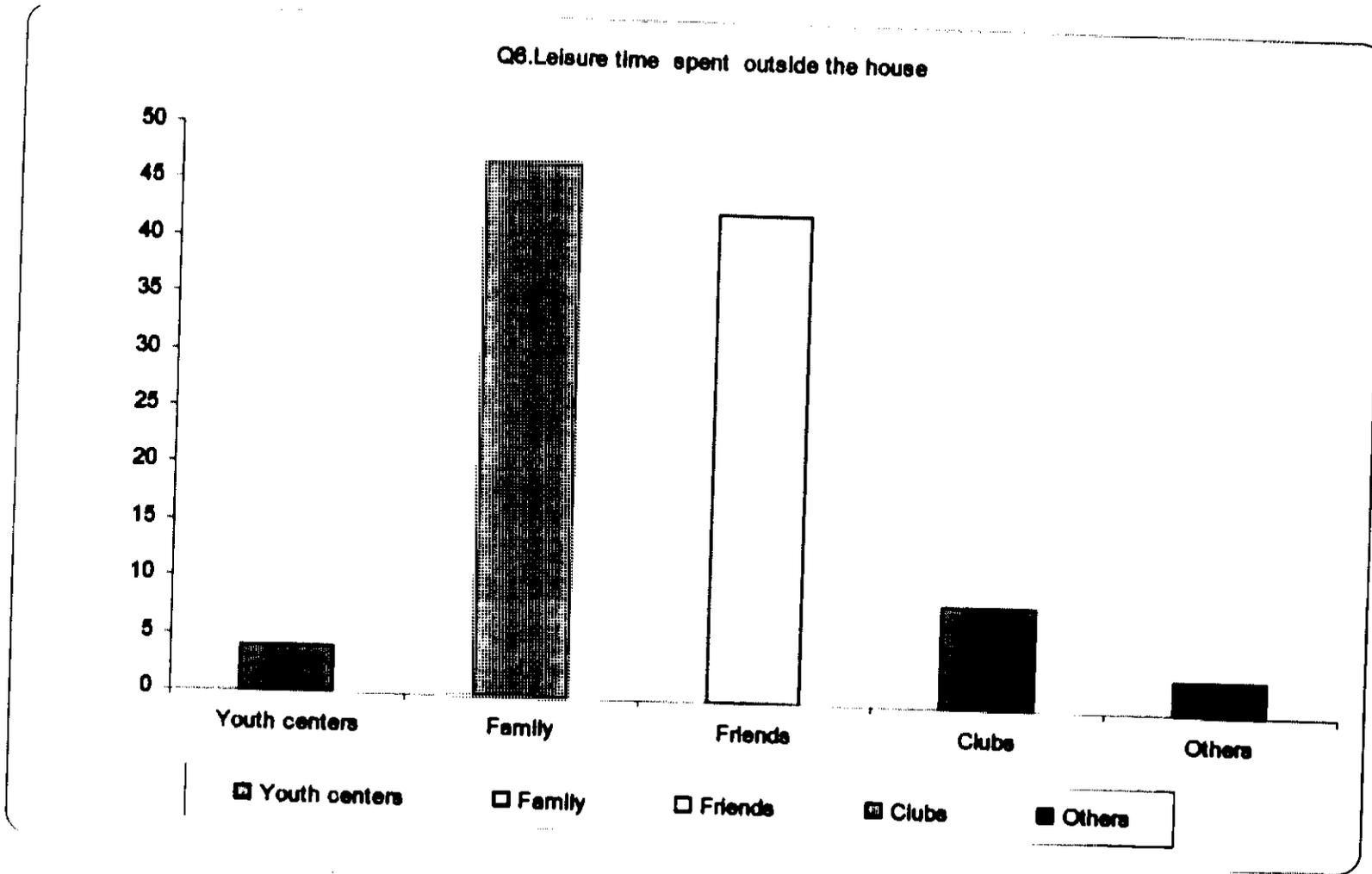
BASE - TOTAL SAMPLE 100

Q5. Way to get rid of the food wastes



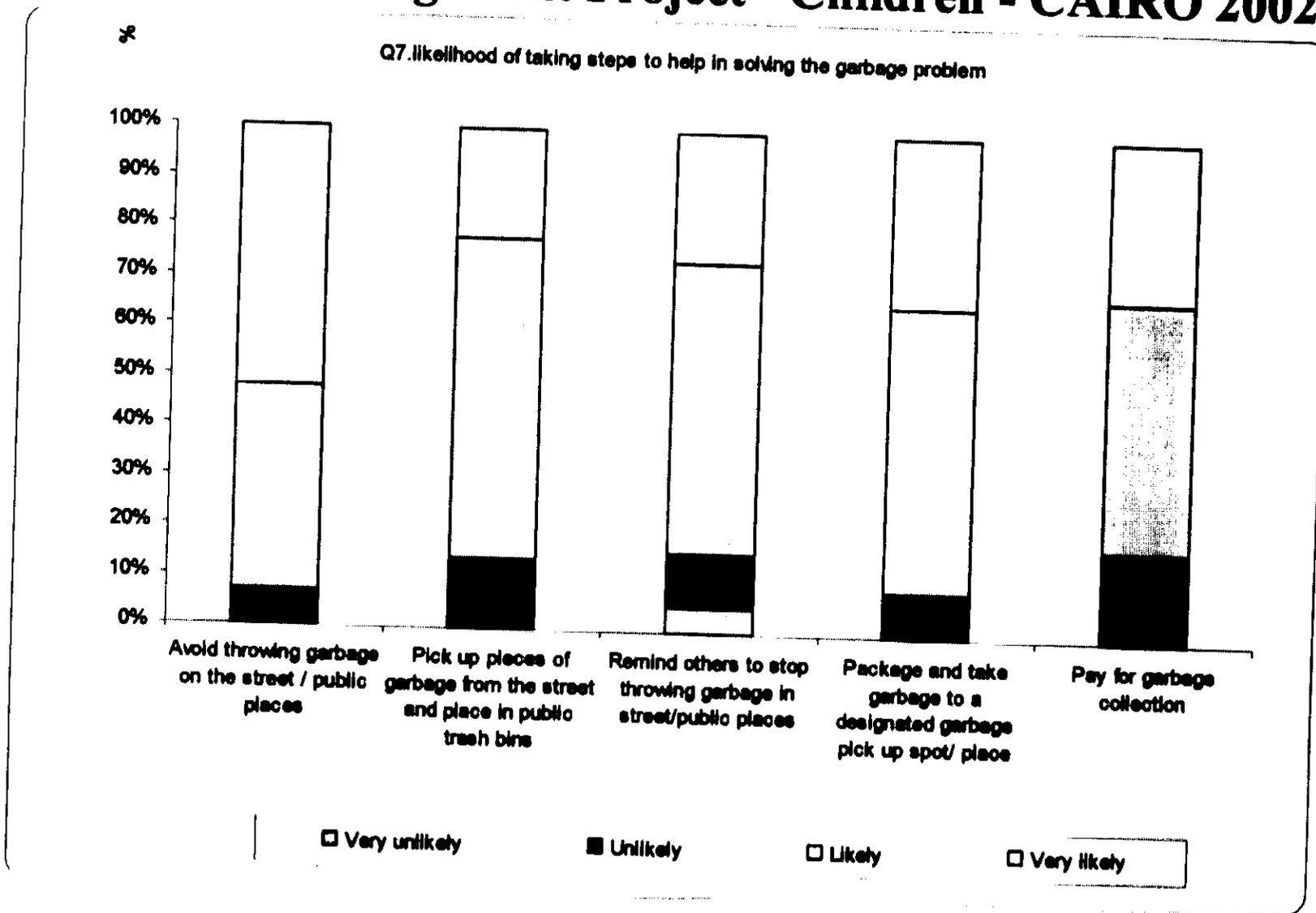
BASE - TAKES LUNCH TO SCHOOL 99

# Solid Waste Management Project - Children - CAIRO 2002



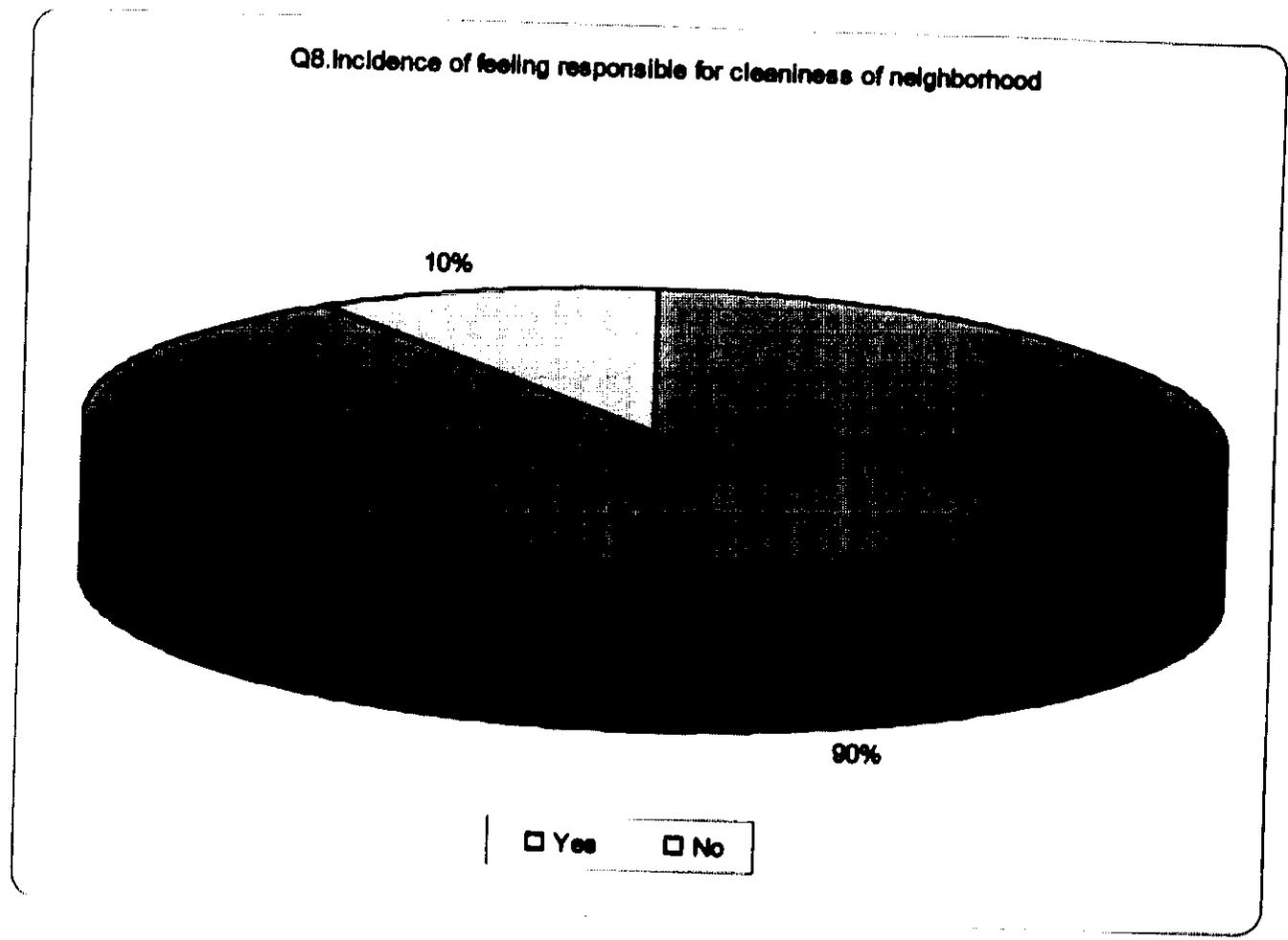
BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002



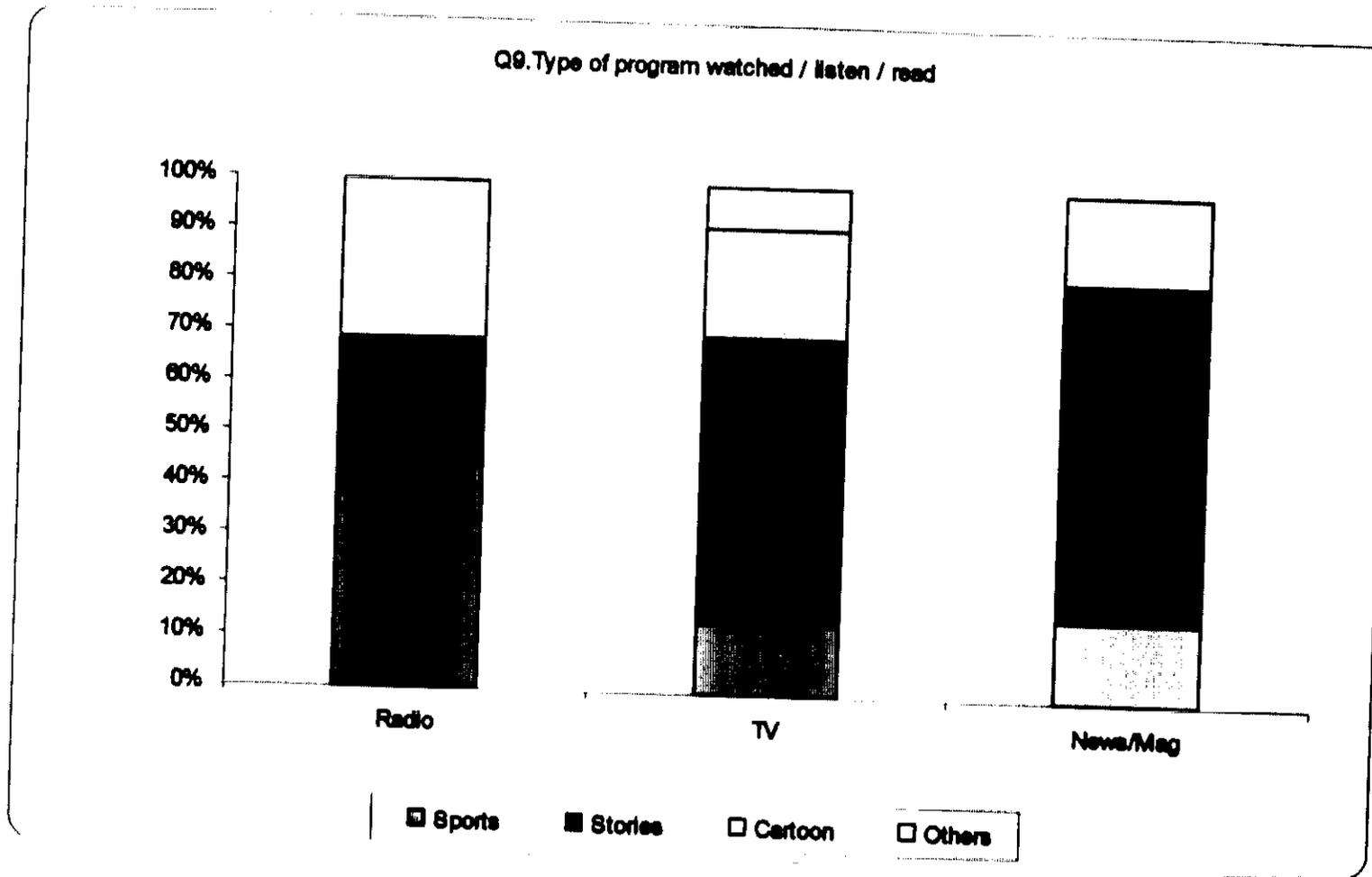
BASE = TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002



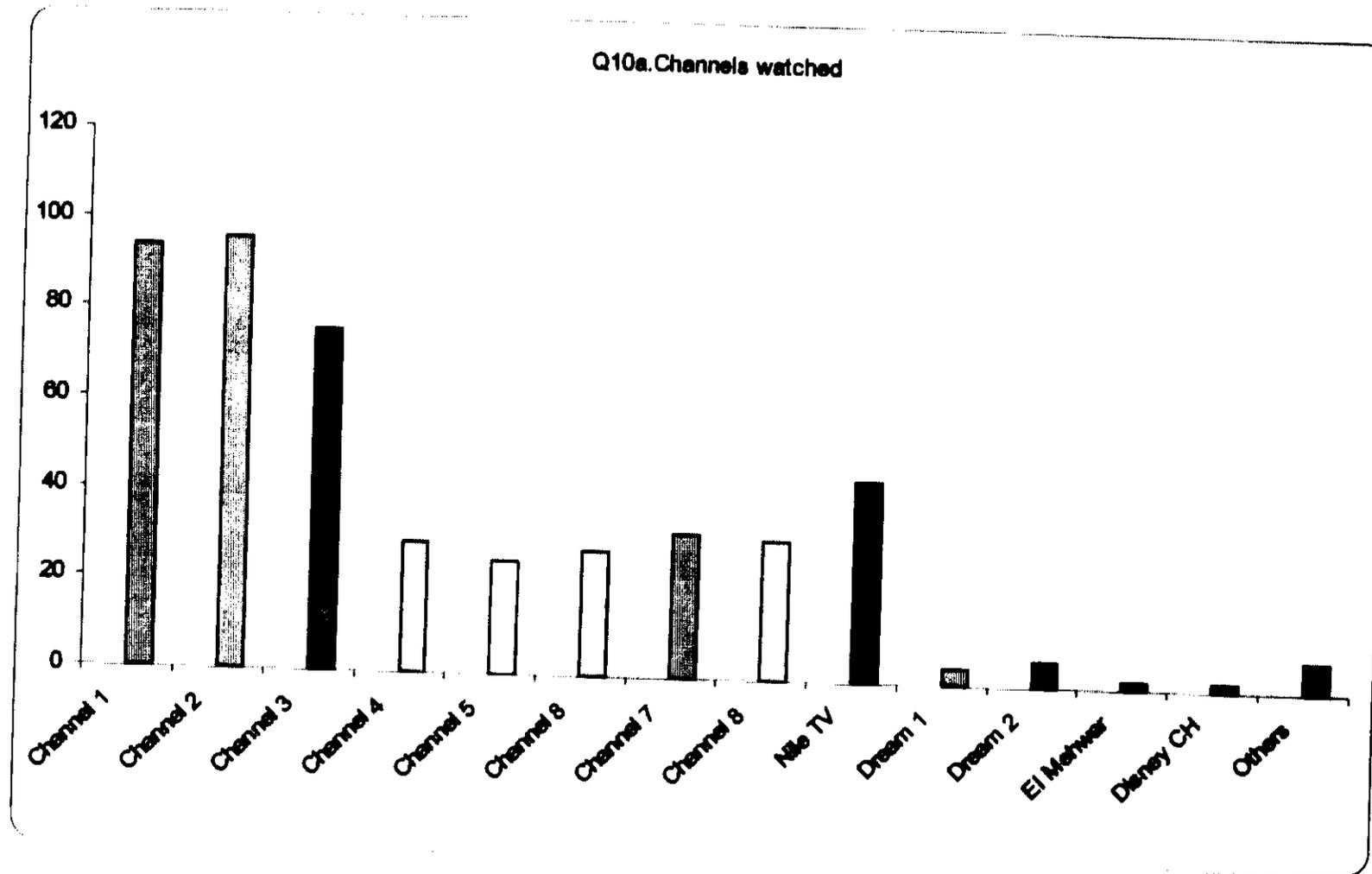
BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002



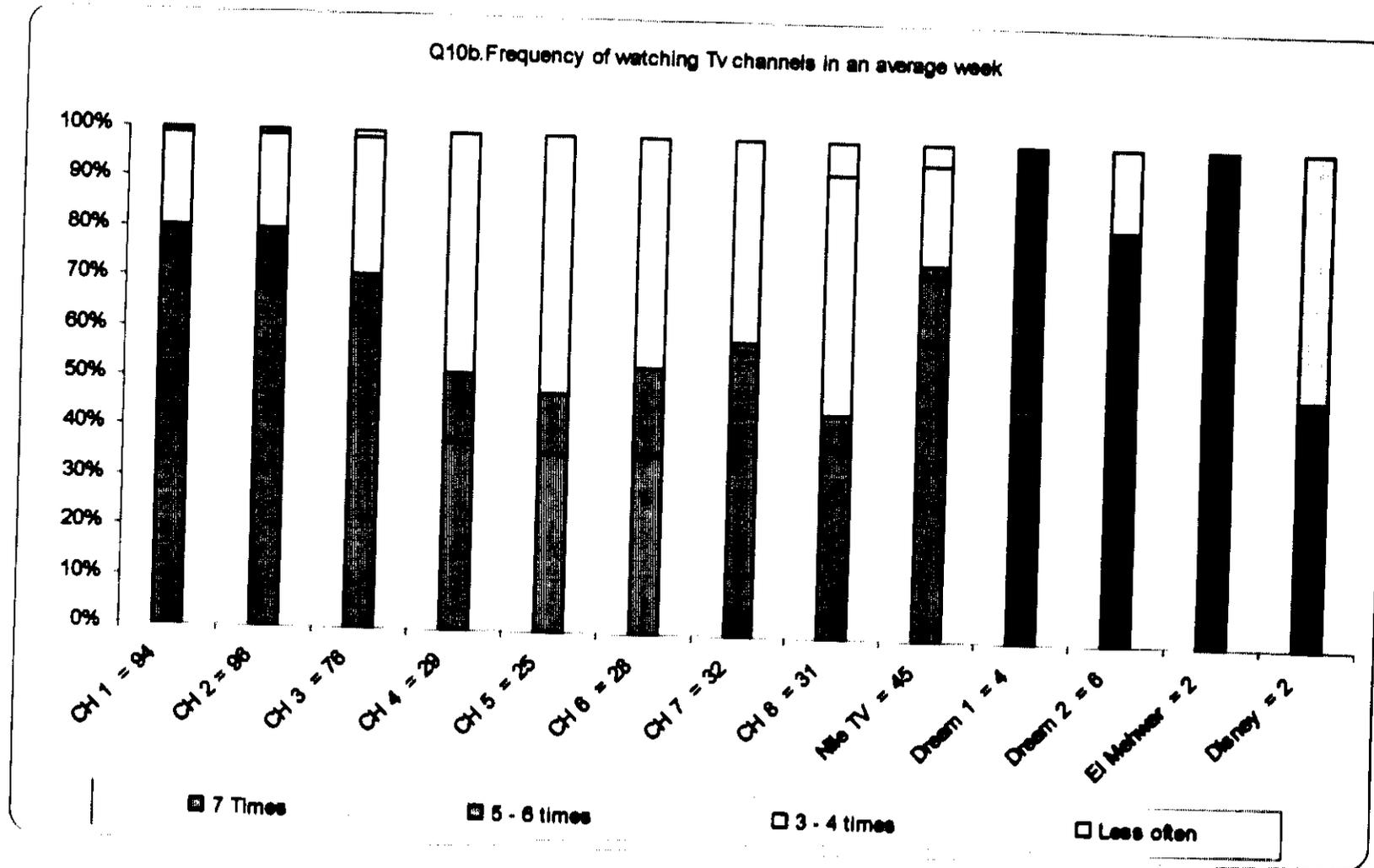
BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002



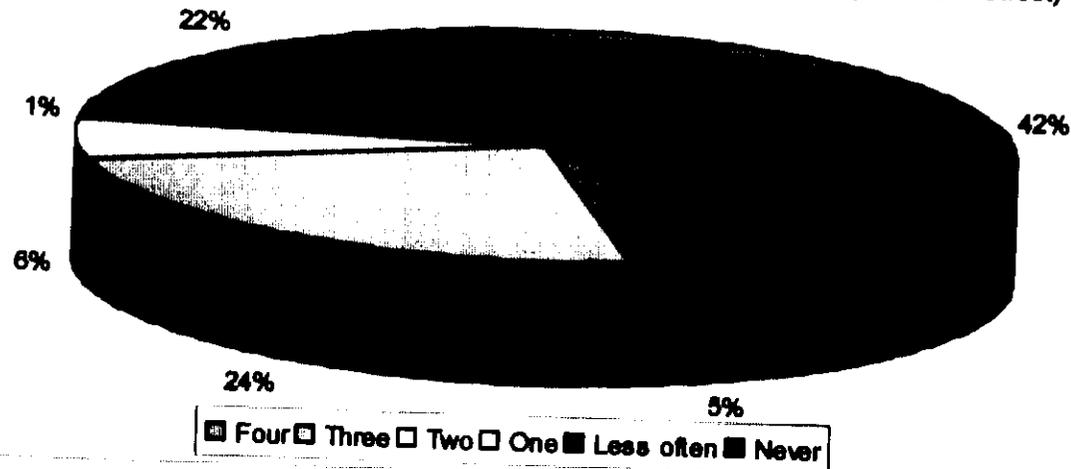
BASE - TOTAL SAMPLE 100

# Solid Waste Management Project - Children - CAIRO 2002

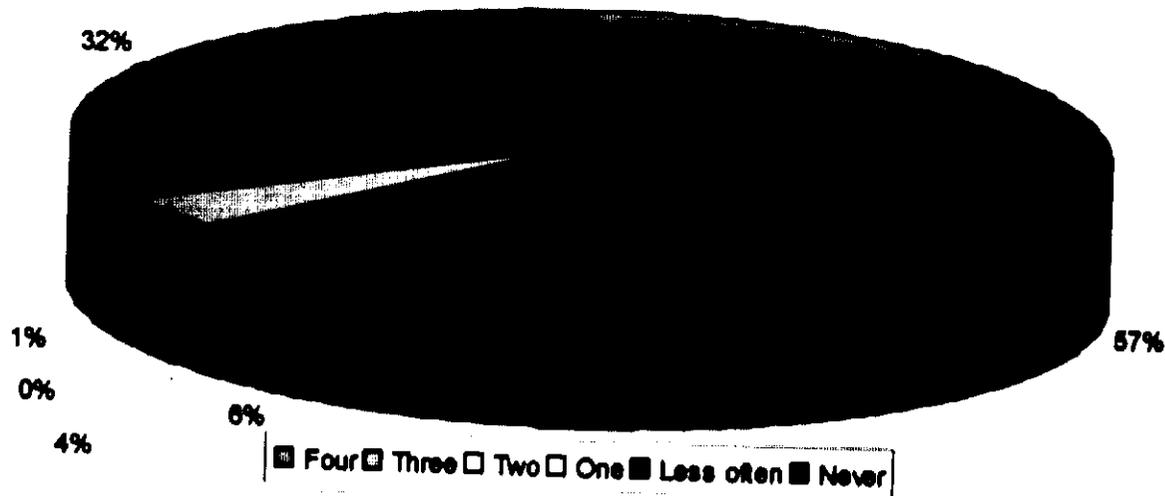


# Solid Waste Management Project - Children - CAIRO 2002

Q11. Number of episodes usually watched out of each four episodes of ( Semssem Street)



Q12. Number of episodes usually watched out of each four episodes of (Bakar)

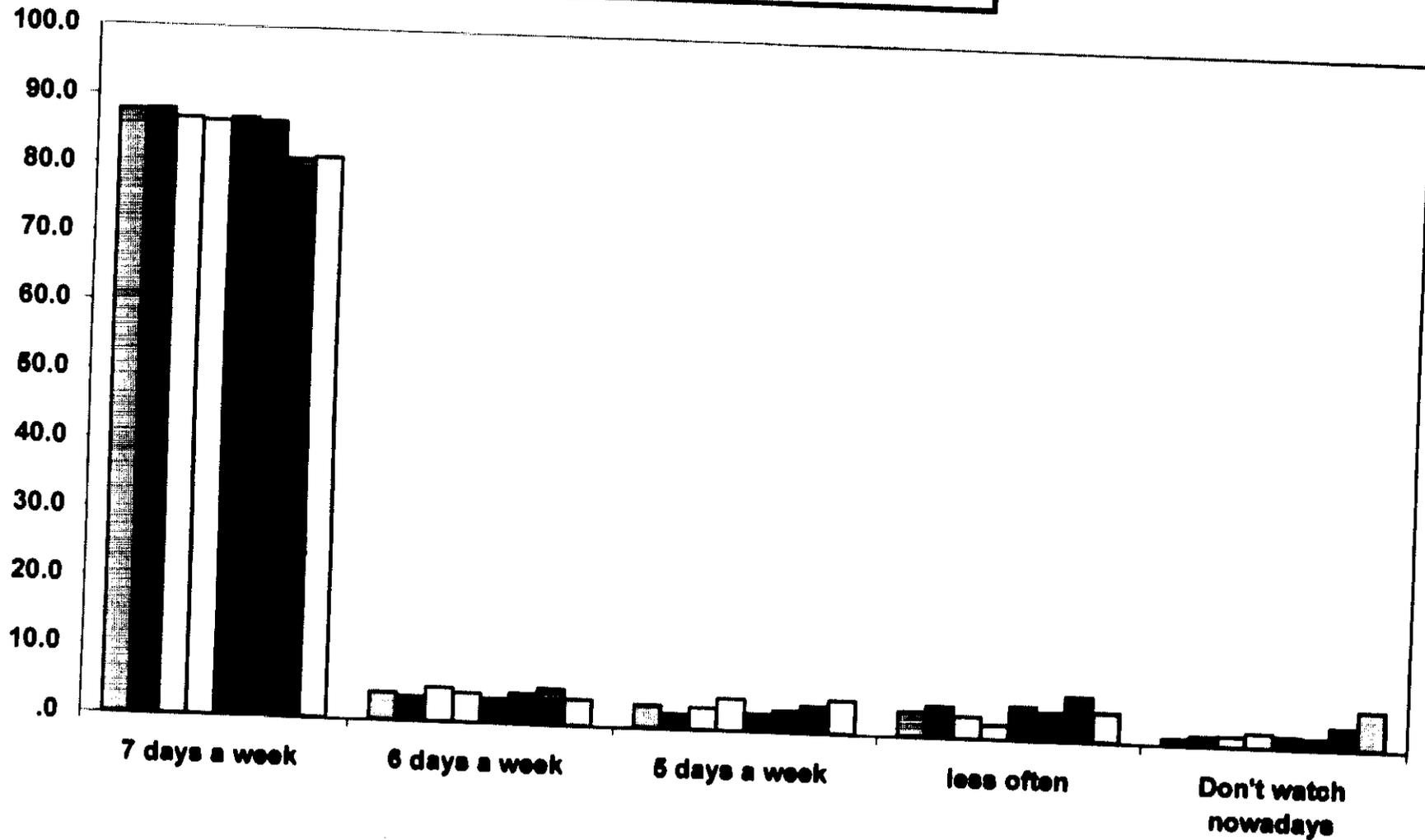


BASE - TOTAL SAMPLE 100

***Media Section***

# Frequency Of Watching Television

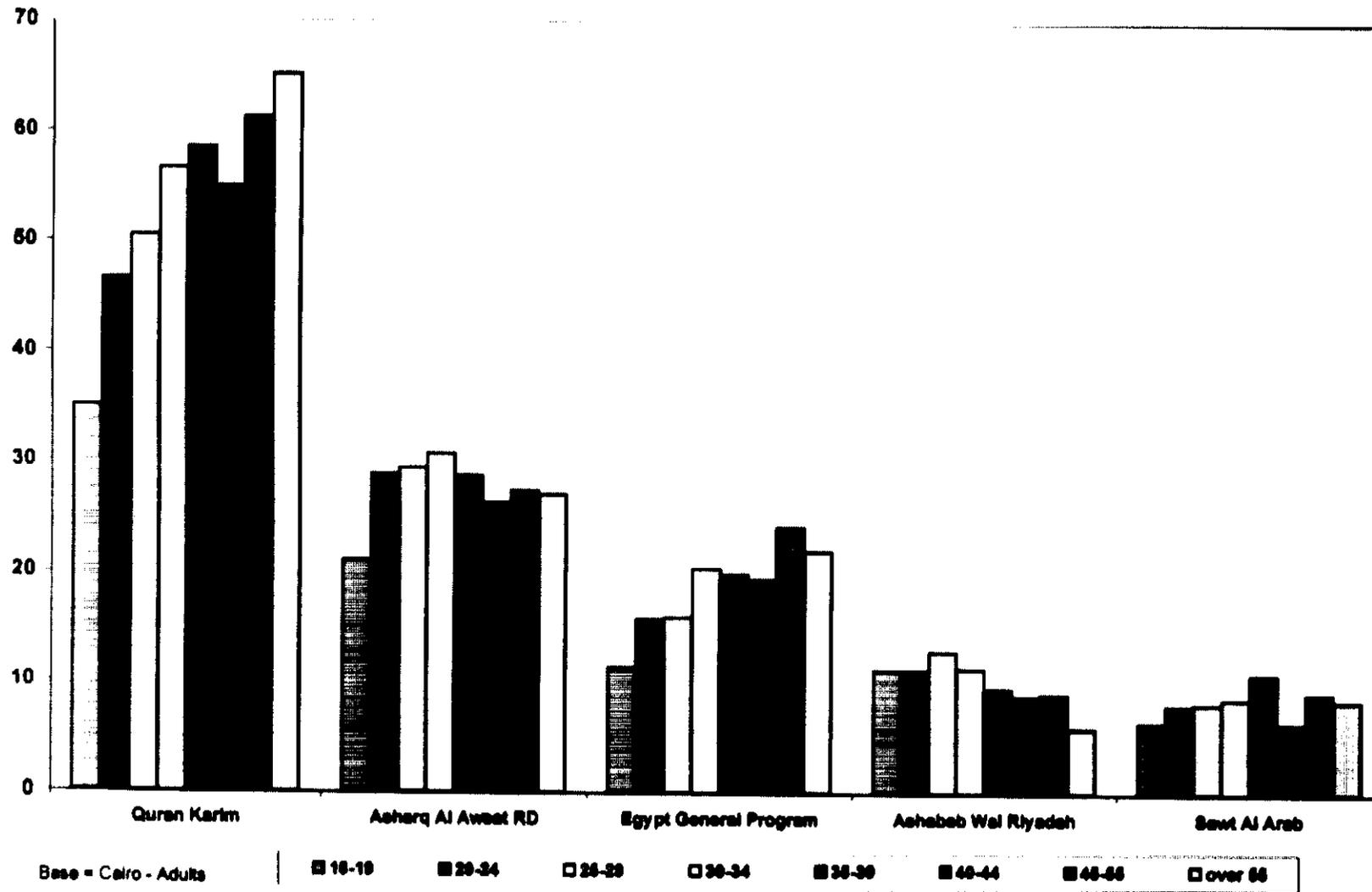
Egypt Tv & Radio Study 2001



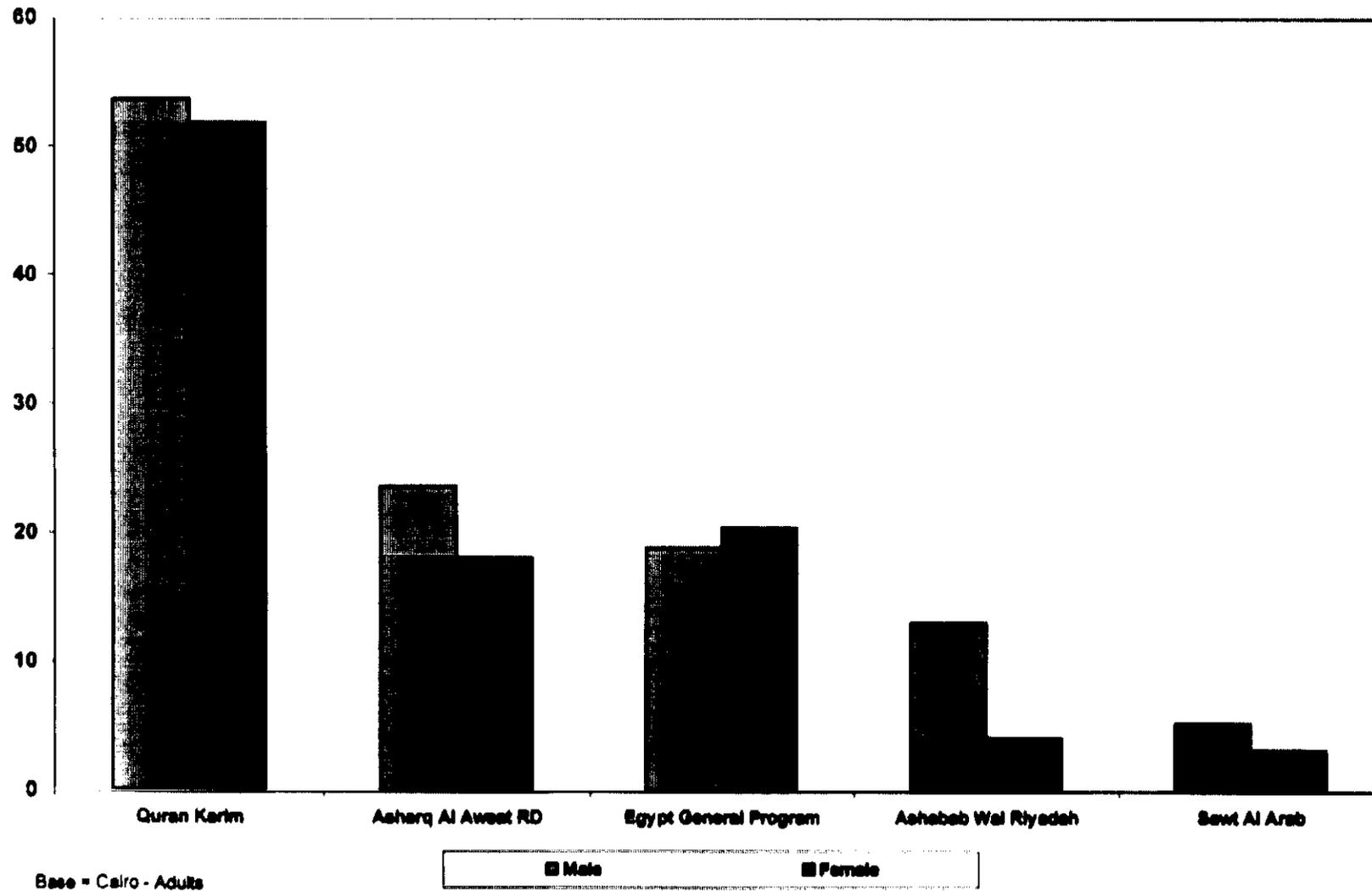
Base - Cairo - Adults

- 15-19
- 20-24
- 25-29
- 30-34
- 35-39
- 40-44
- 45-49
- over 50

Radio Stations - Average listenership - Penetration

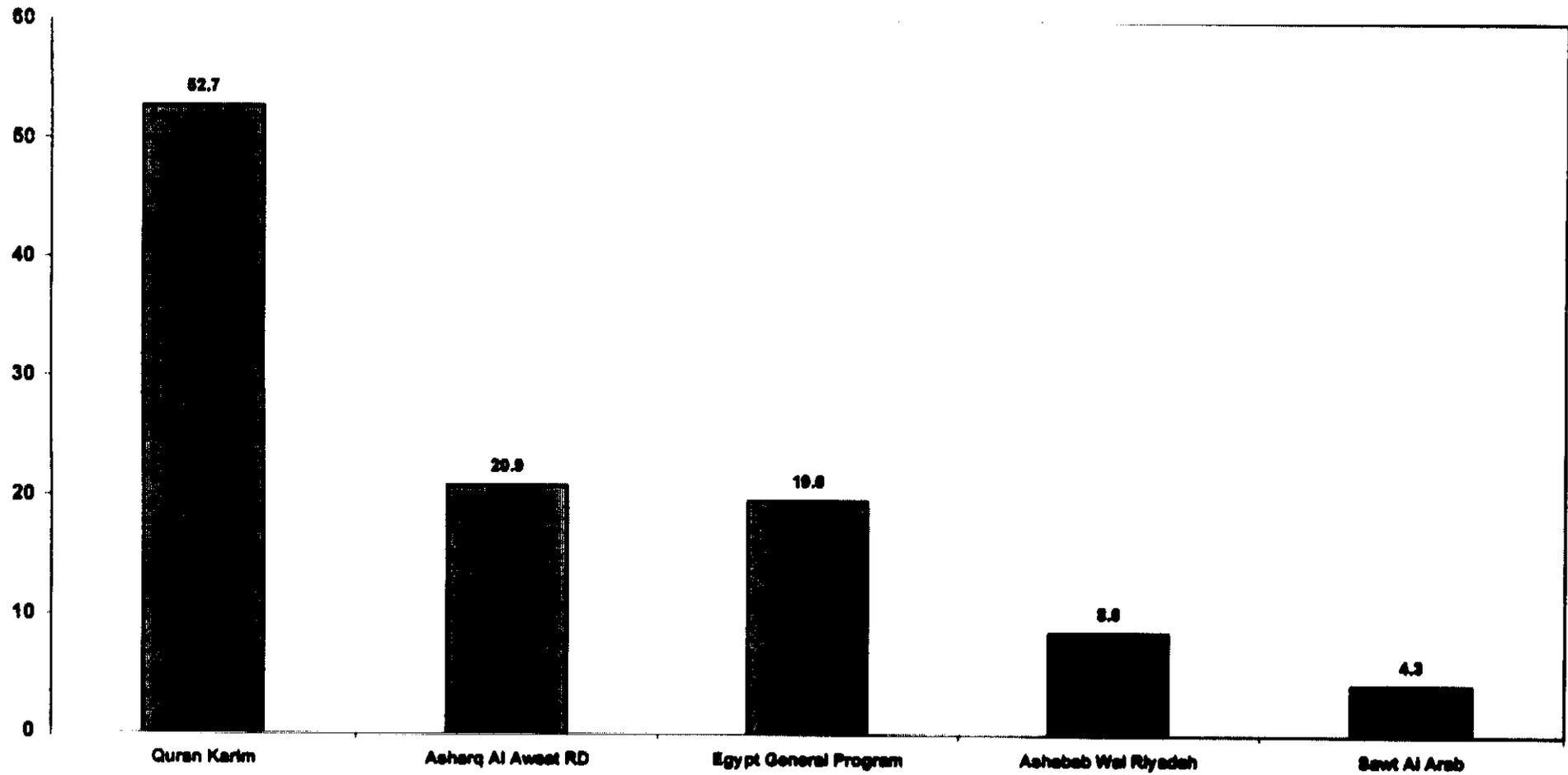


### Radio Stations - Average Listenership - Penetration



### Radio Stations - Average listenership - Penetration

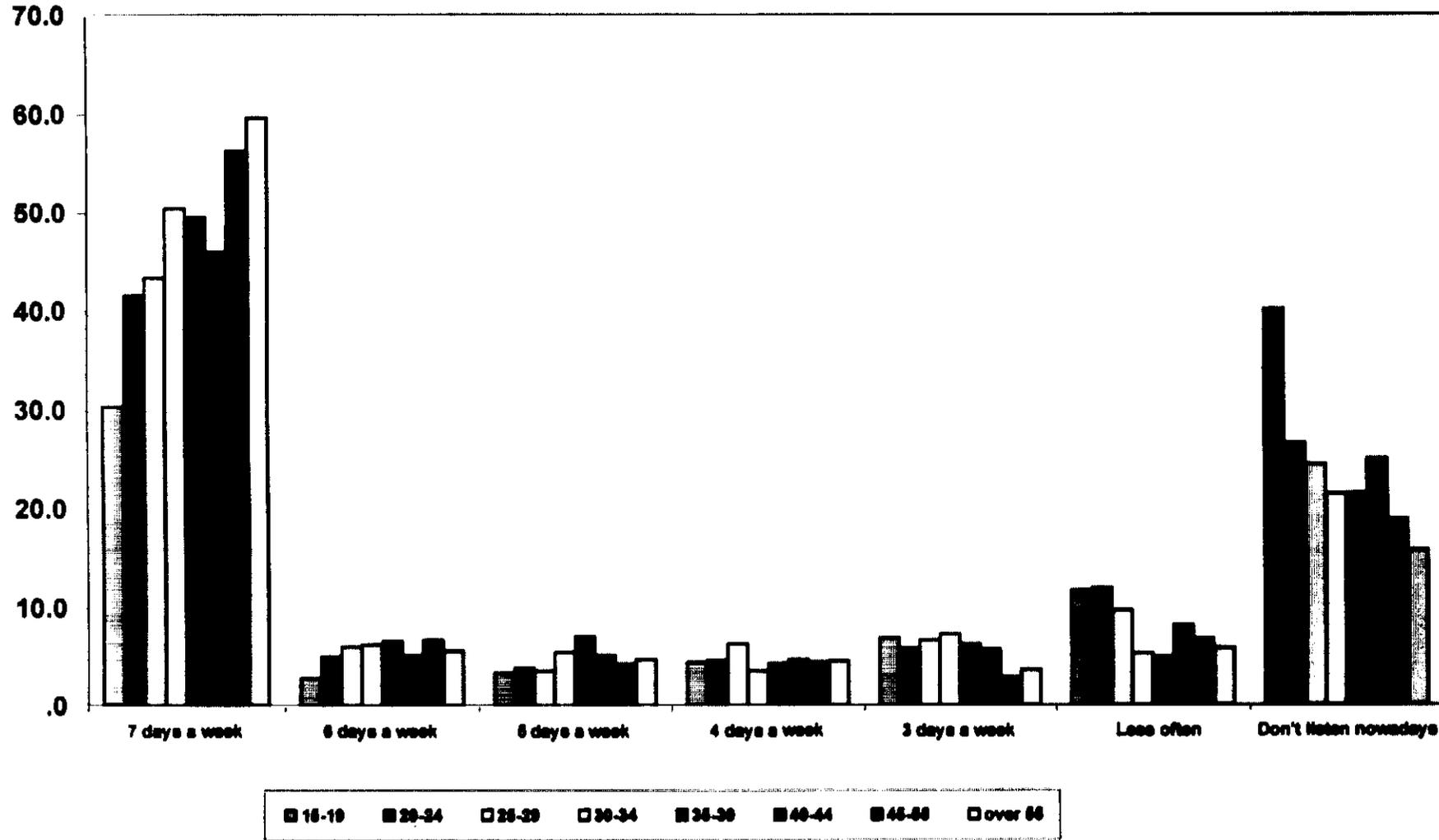
Egypt Tv & Radio Study 2001



Base = Cairo - Adults

# Frequency Of listening To Radio

Egypt Tv & Radio Study 2001

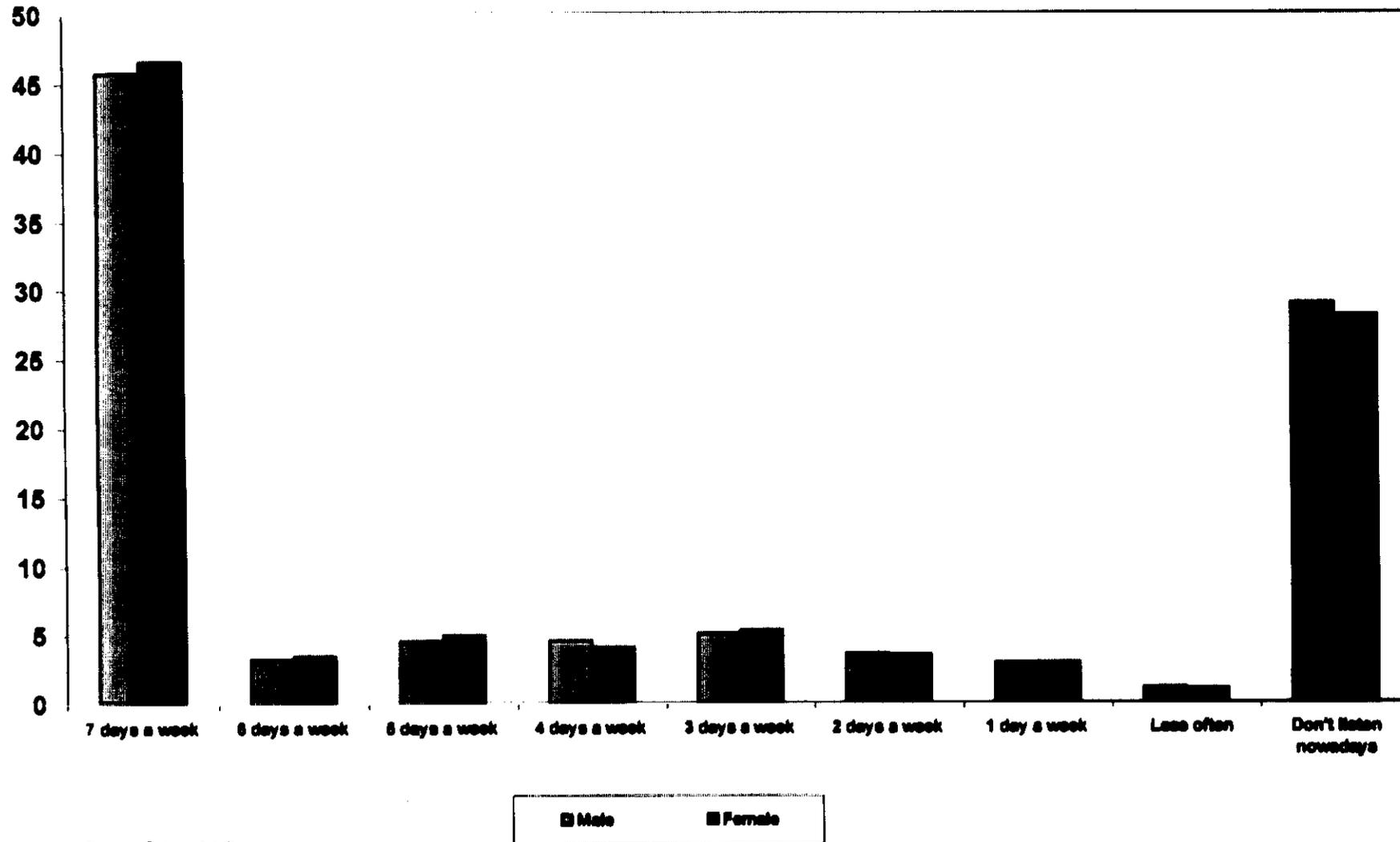


Base = Cairo - Adults

sb

# Frequency Of listening To Radio

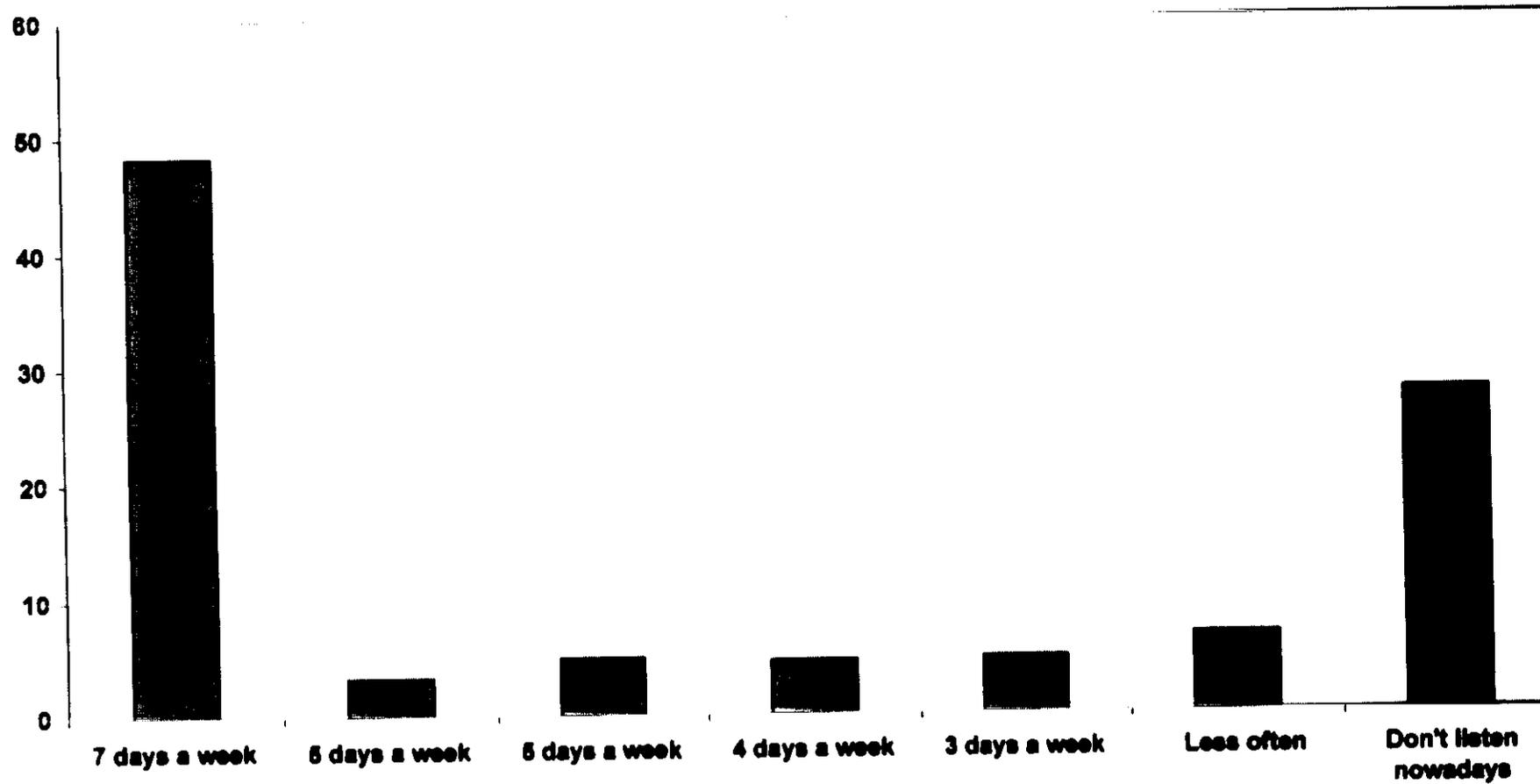
Egypt Tv & Radio Study 2001



Base = Cairo - Adults

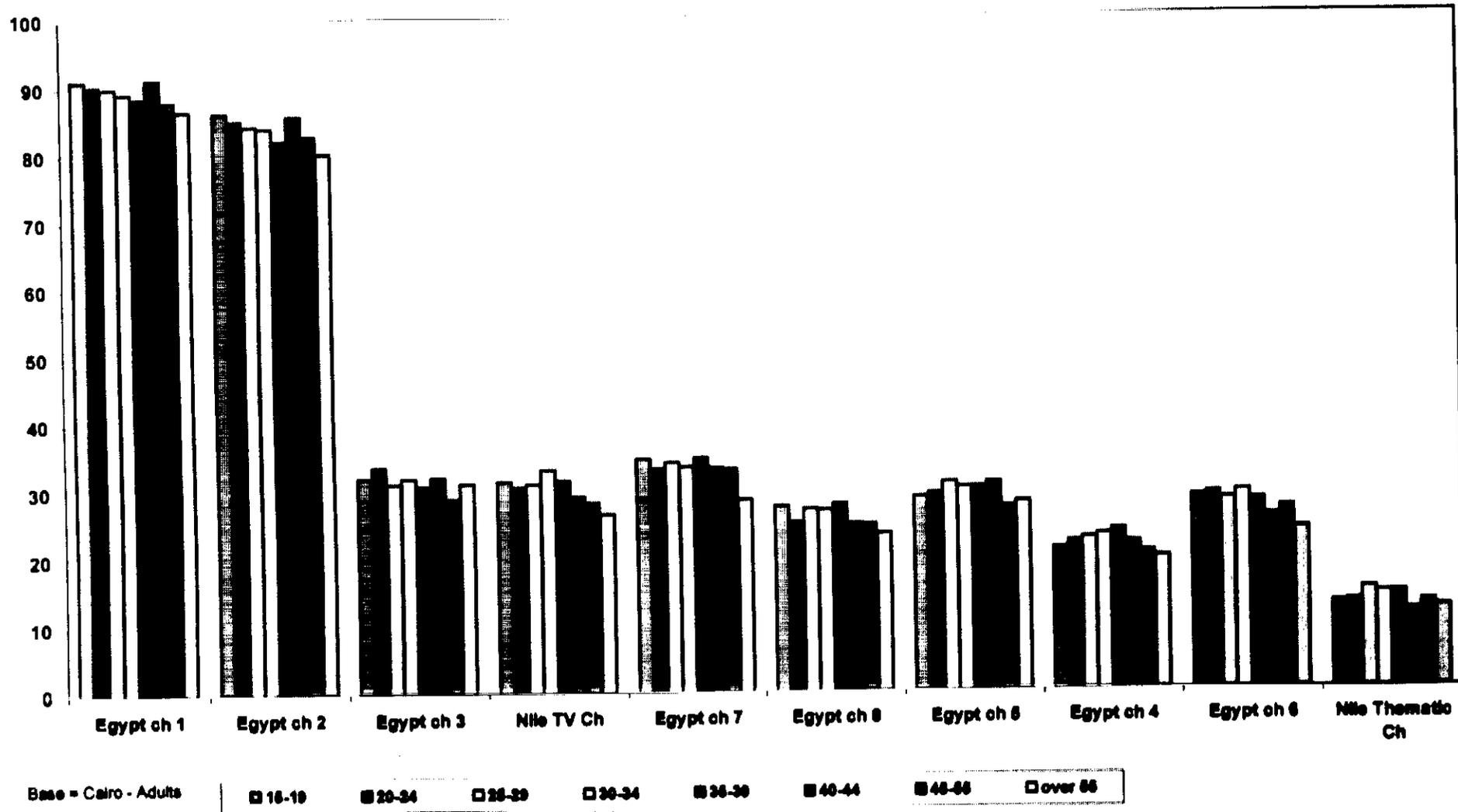
# Frequency Of listening To Radio

Egypt Tv & Radio Study 2001

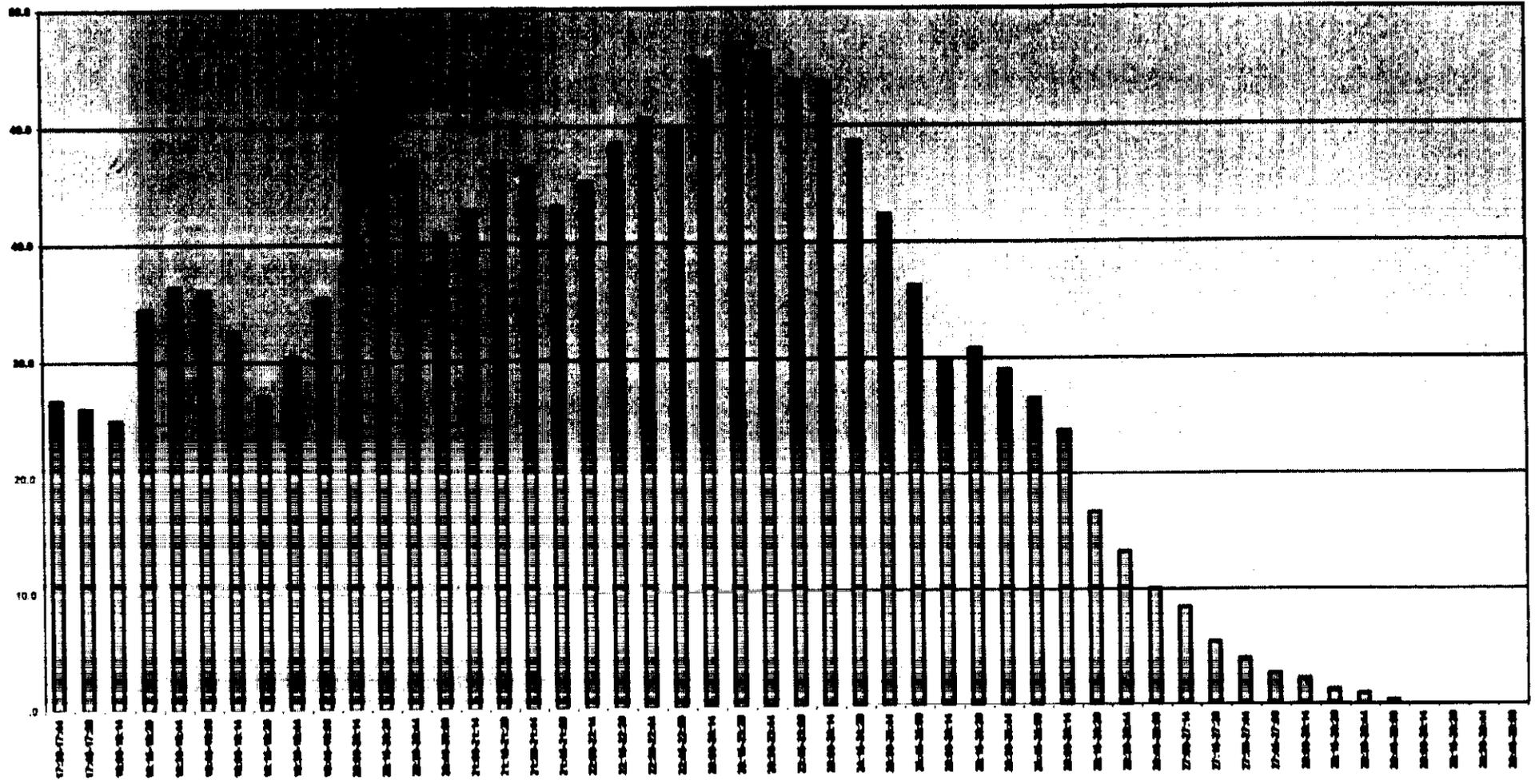


Base = Cairo - Adults

TV Channel - Average Viewership - Penetration

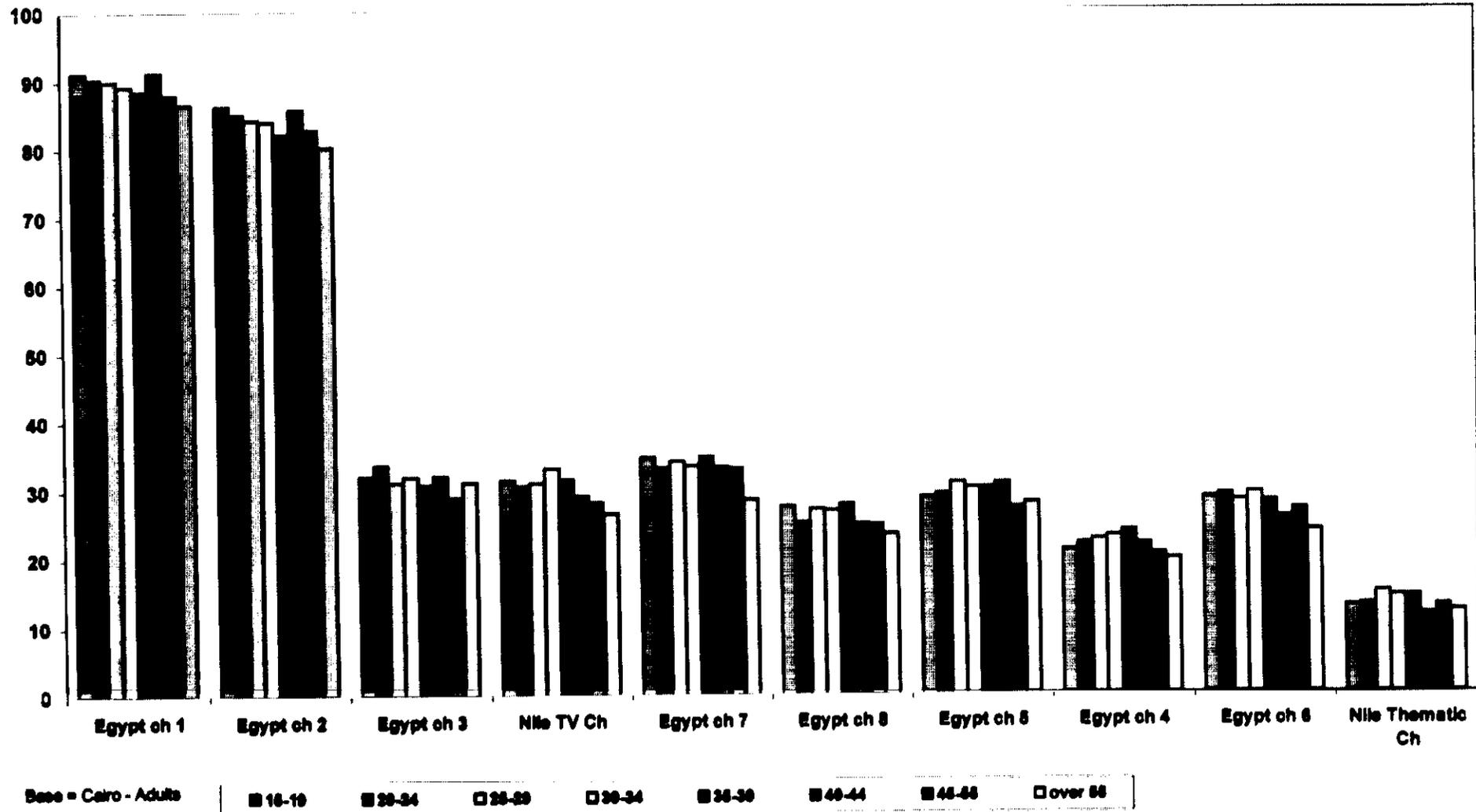


Tv Viewership By Time Segments In an average day of the week cont.

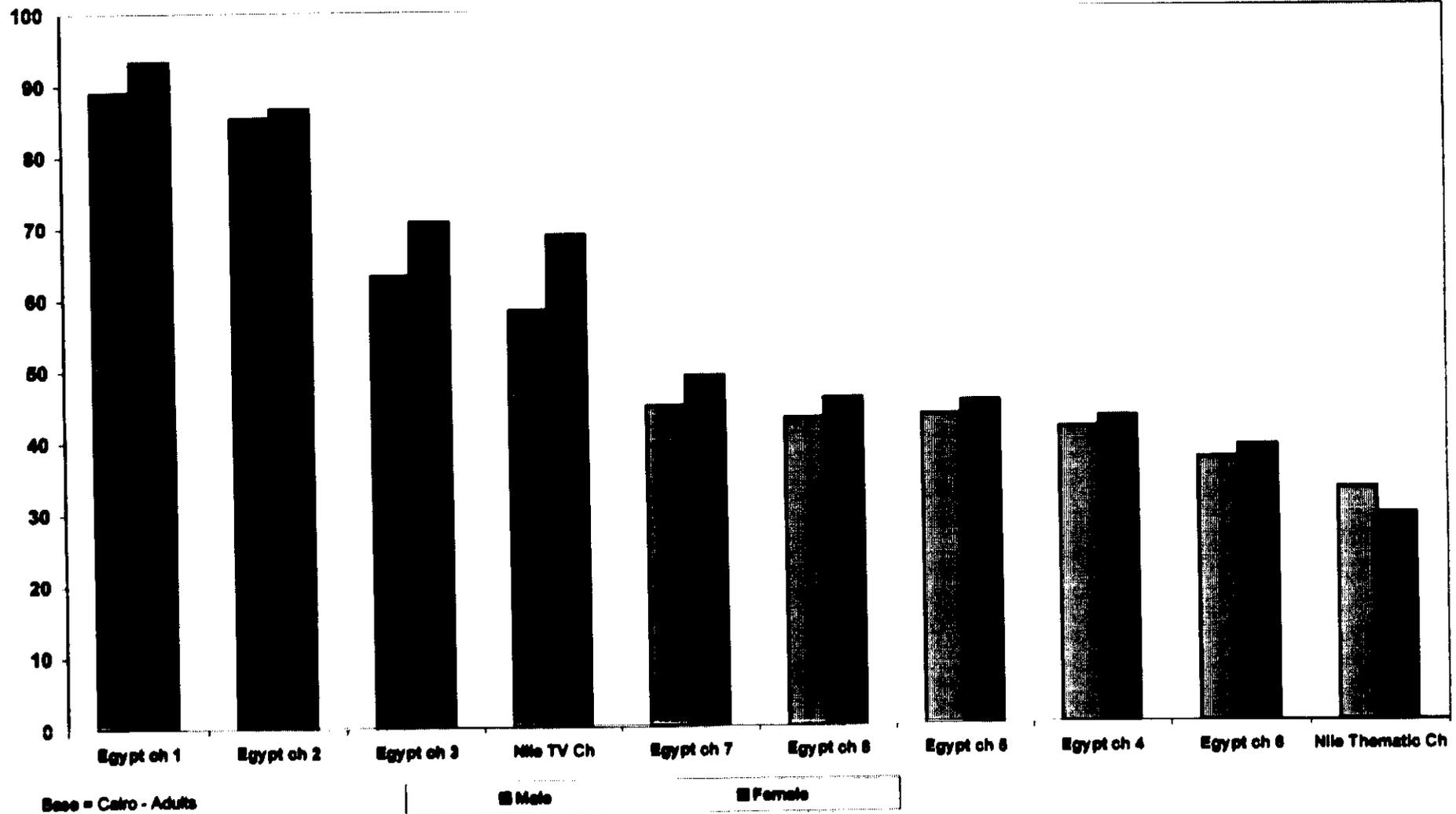


Base = Cairo Area

TV Channel - Average Viewership - Penetration

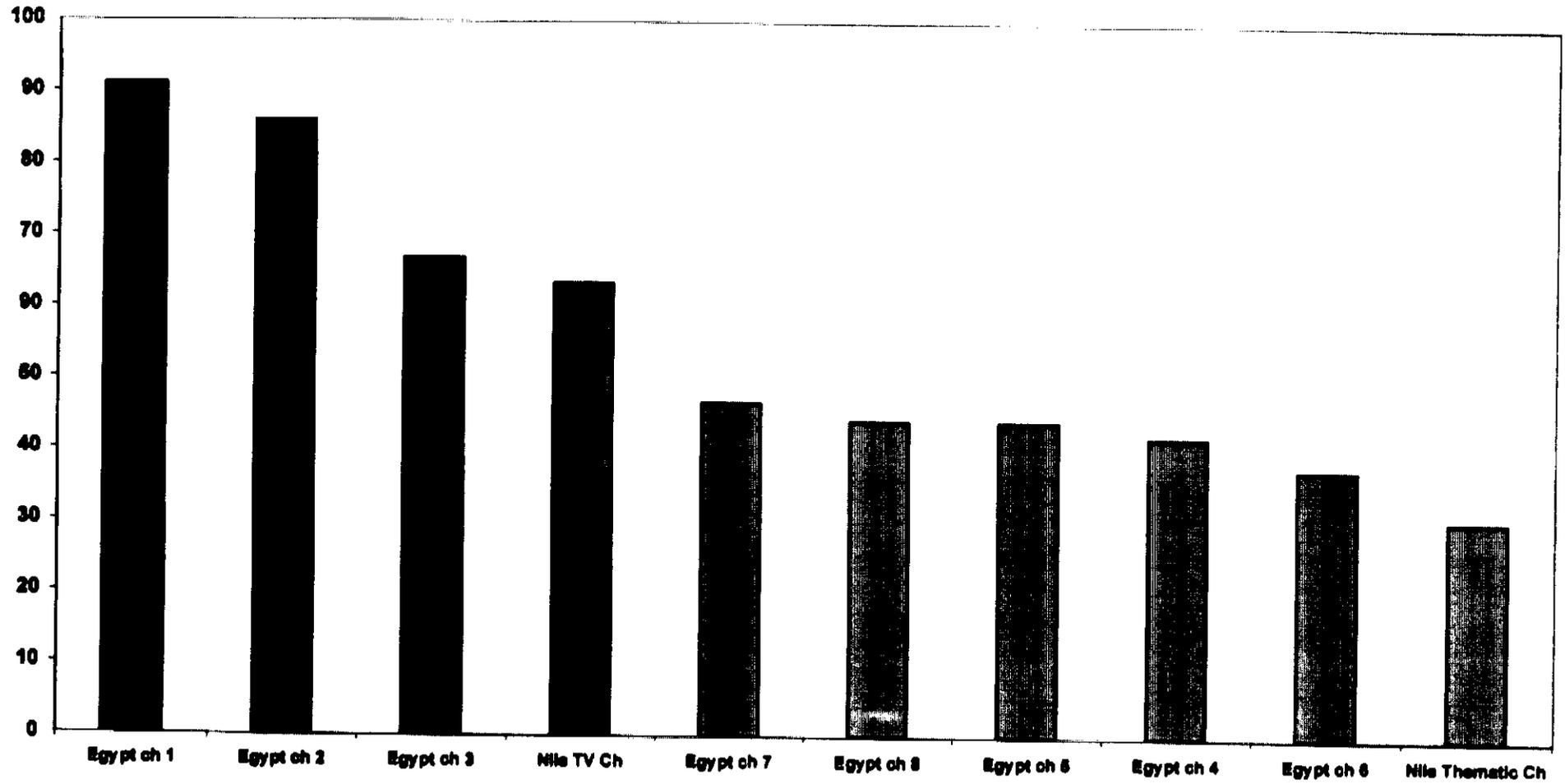


### TV Channel - Average Viewership - Penetration



# TV Channel - Average Viewership - Penetration

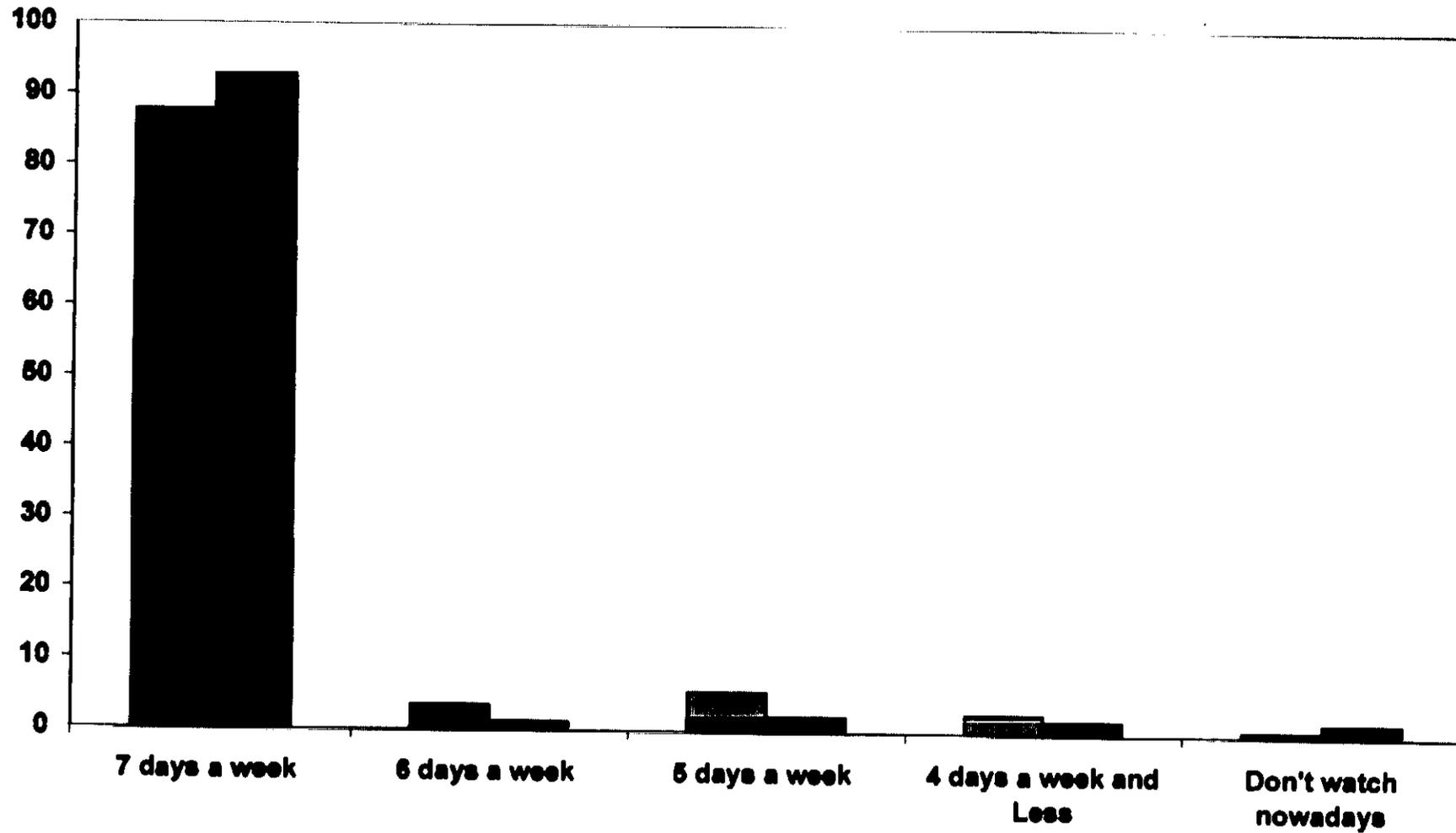
Egypt Tv & Radio Study 2001



Base = Cairo - Adults

# Frequency Of Watching Television

Egypt Tv & Radio Study 2001

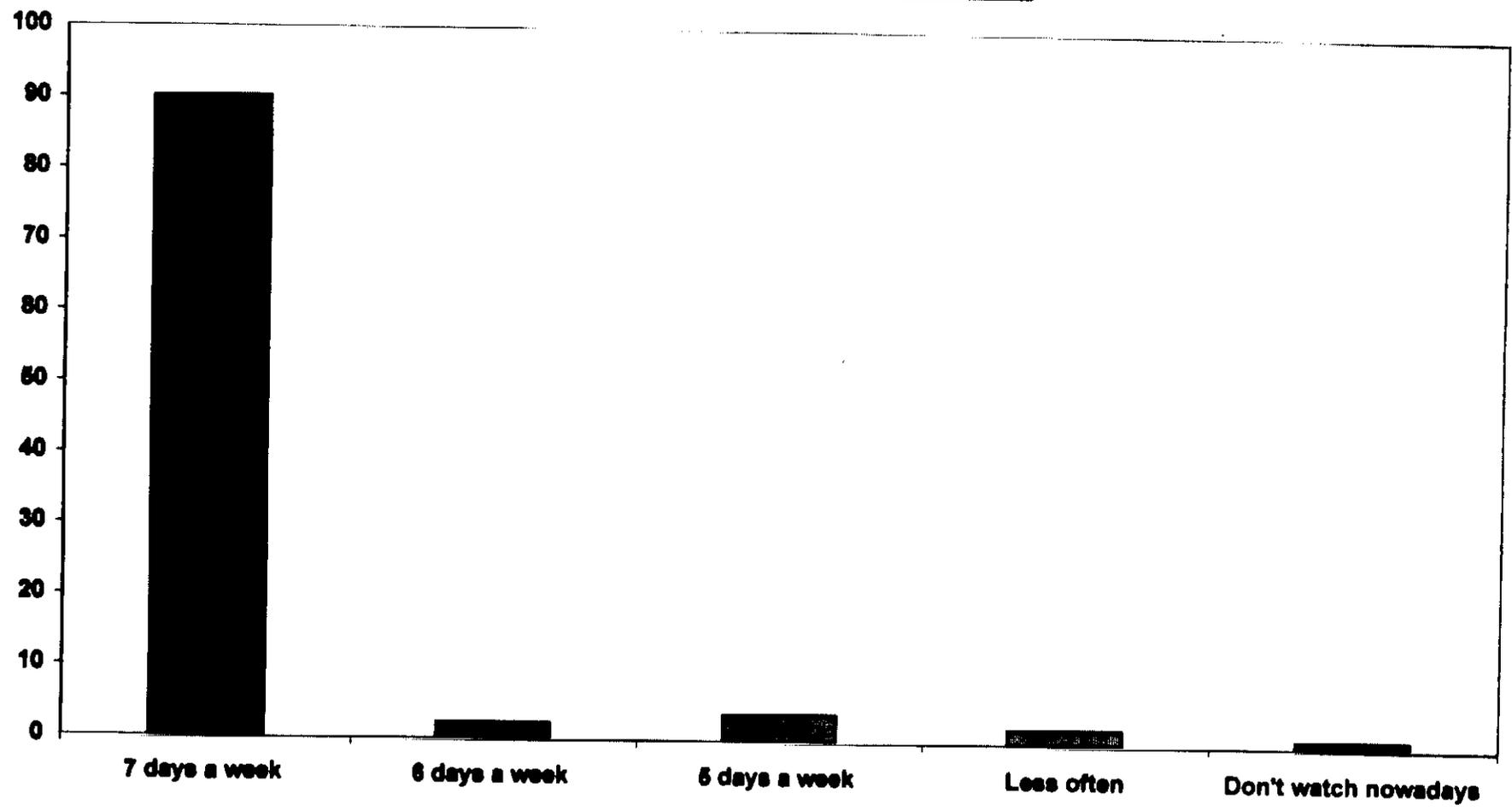


Base = Cairo - Adults

■ Male ■ Female

# Frequency Of Watching Television

Egypt Tv & Radio Study 2001



Base = Cairo - Adults

# Monthly Magazines - Average Readership - Penetration

Press National Study 2001

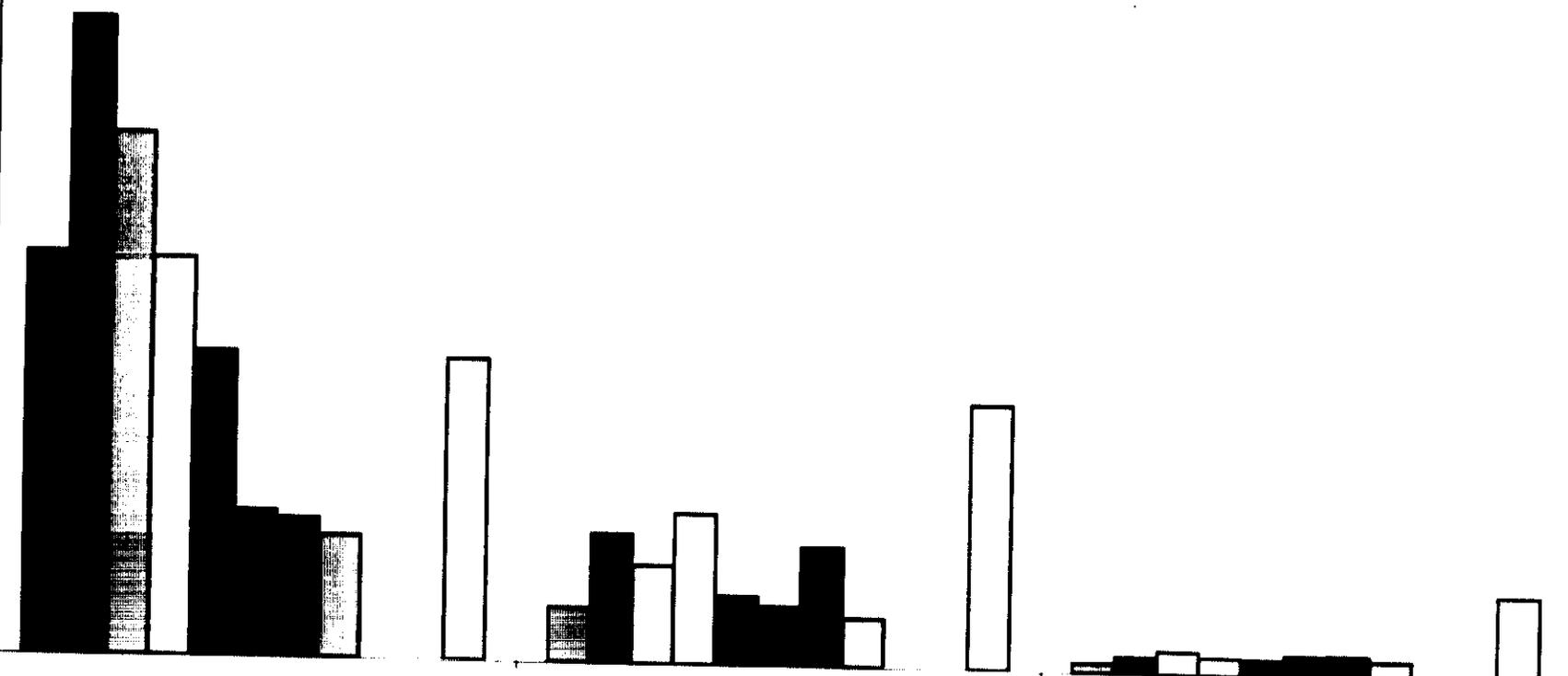
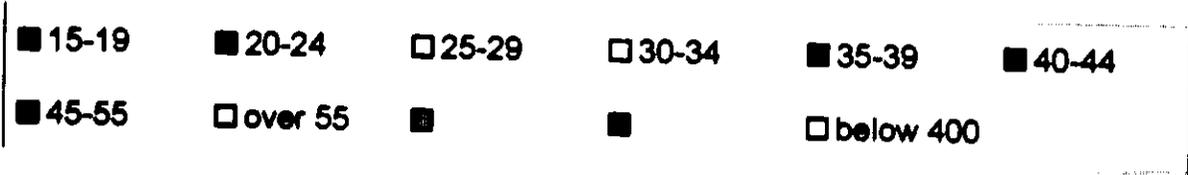
14.0  
12.0  
10.0  
8.0  
6.0  
4.0  
2.0  
.0

Al Shabab

Al Arabi

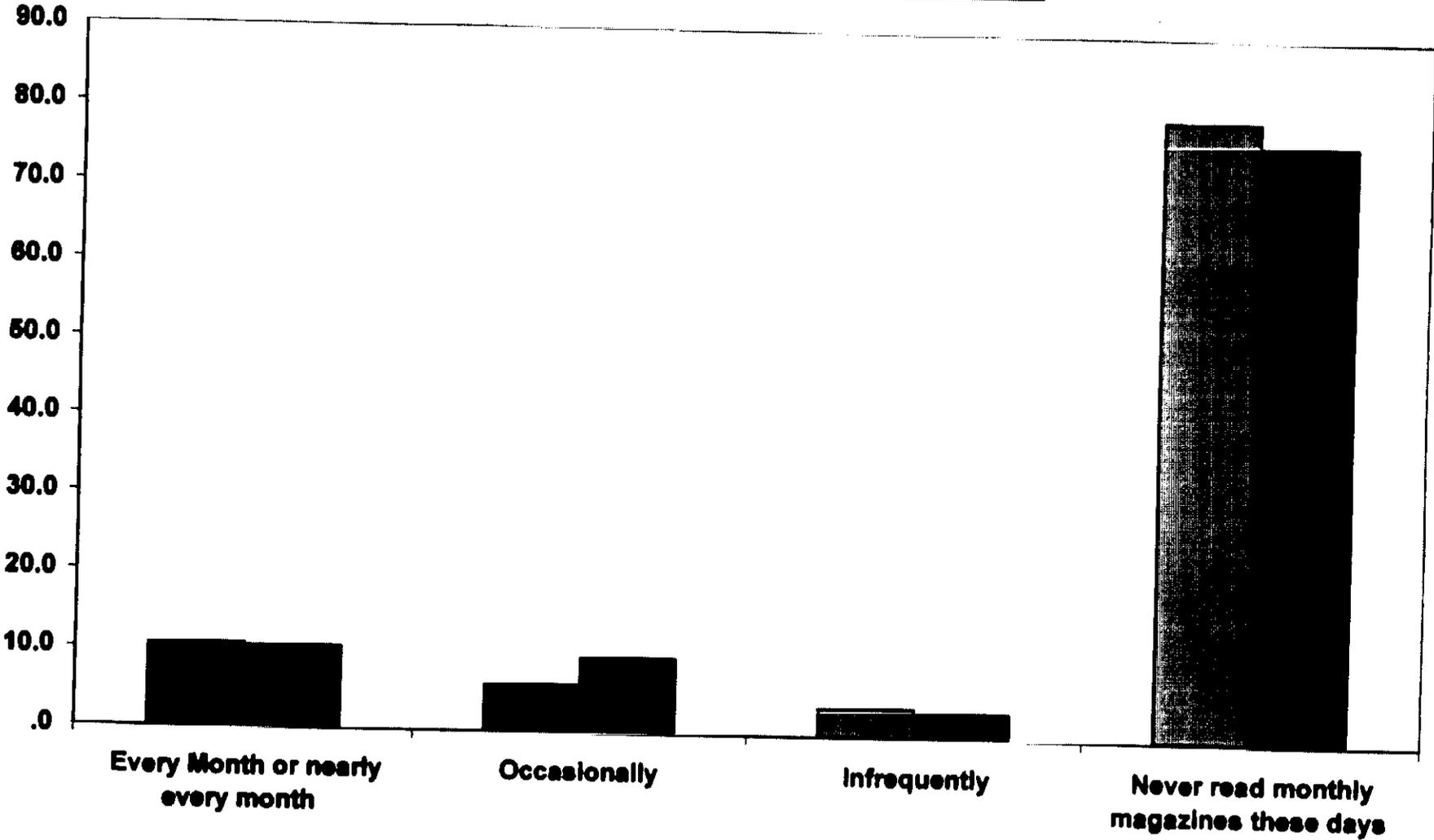
Al Nasr Cars

Base = Cairo - Adults



# Frequency Of Reading Monthly Magazines

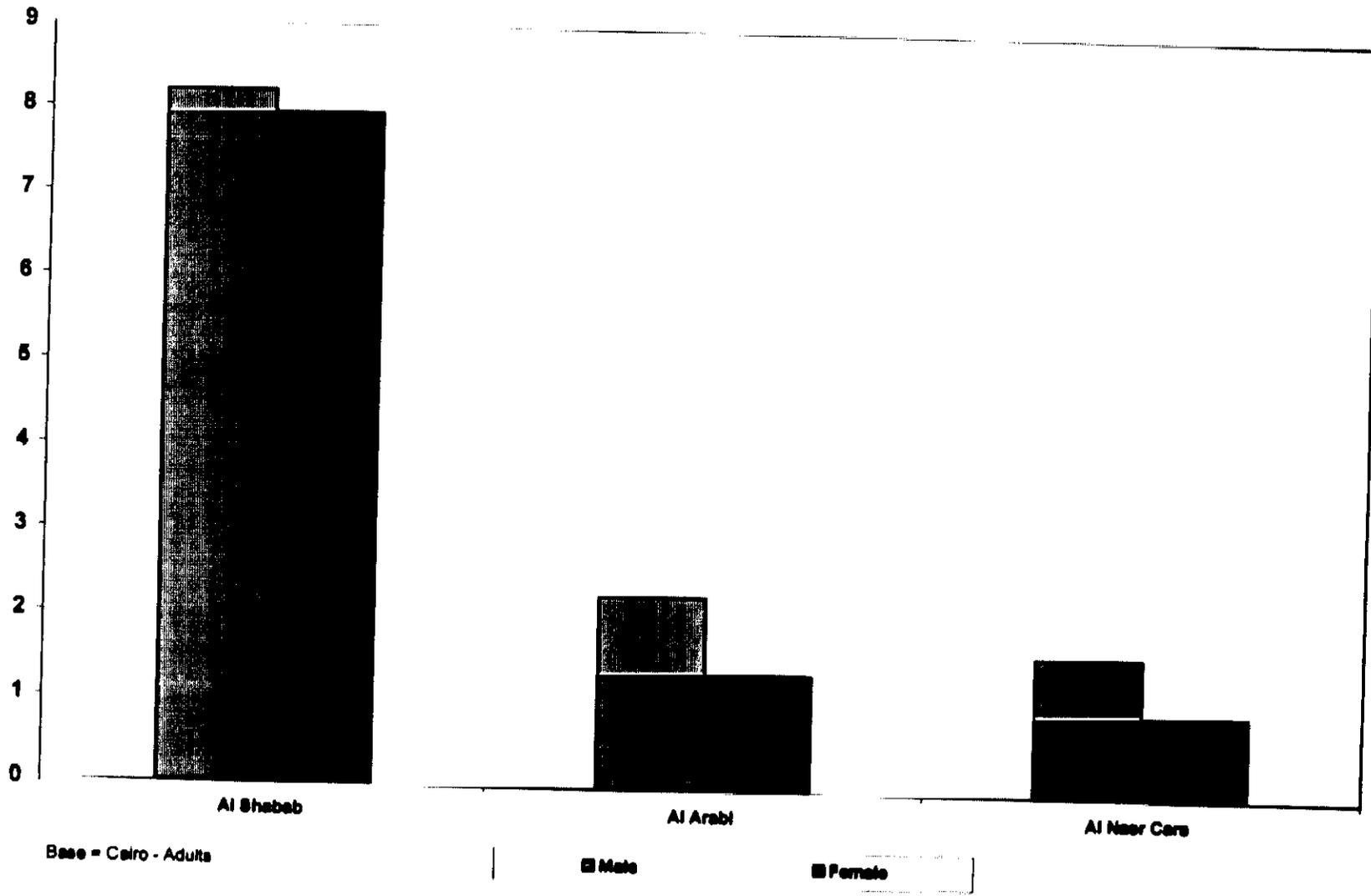
Press National Study 2001



Base = Cairo - Adults

■ Male ■ Female

### Monthly Magazines - Average Readership - Penetration

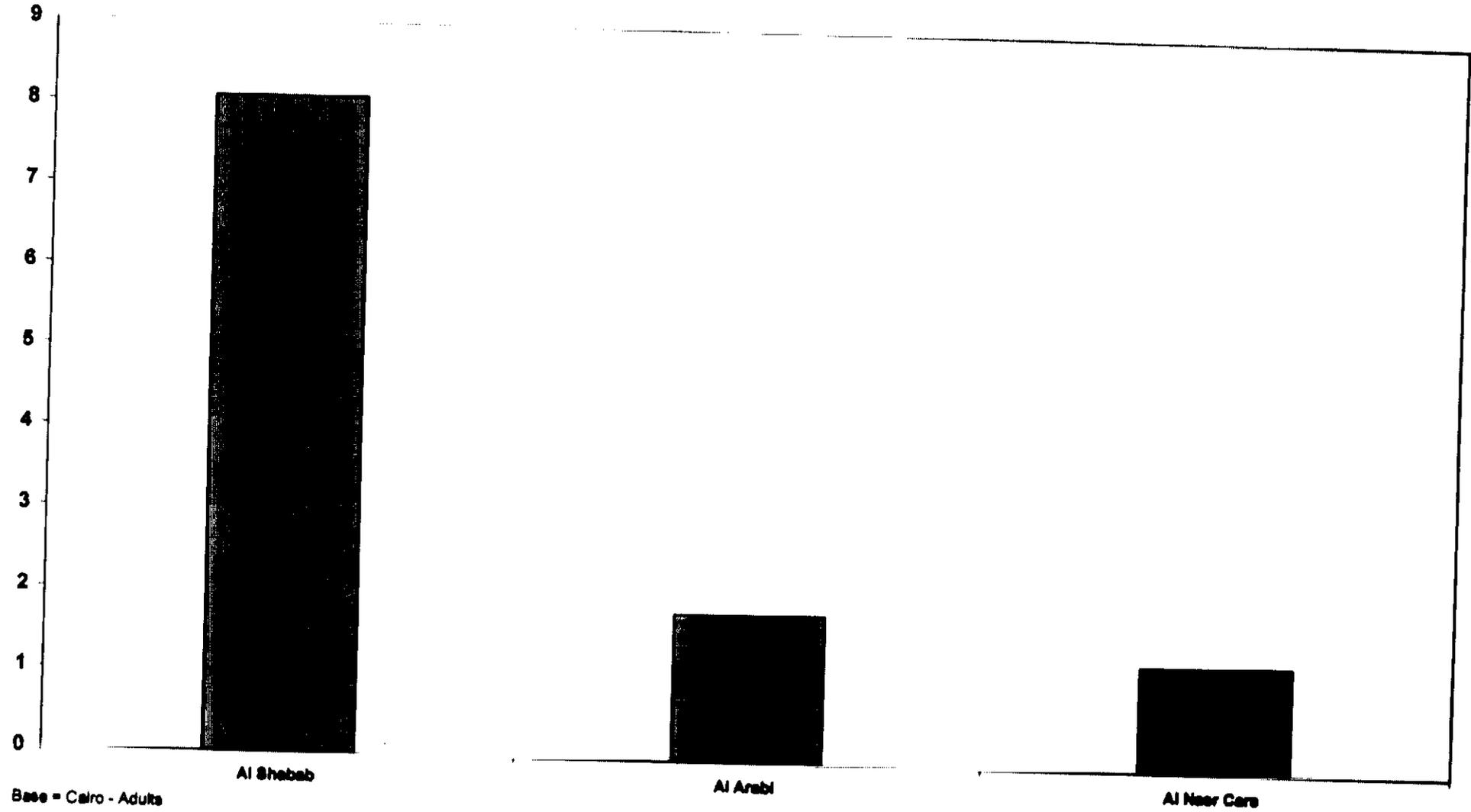


Base = Cairo - Adults

Male

Female

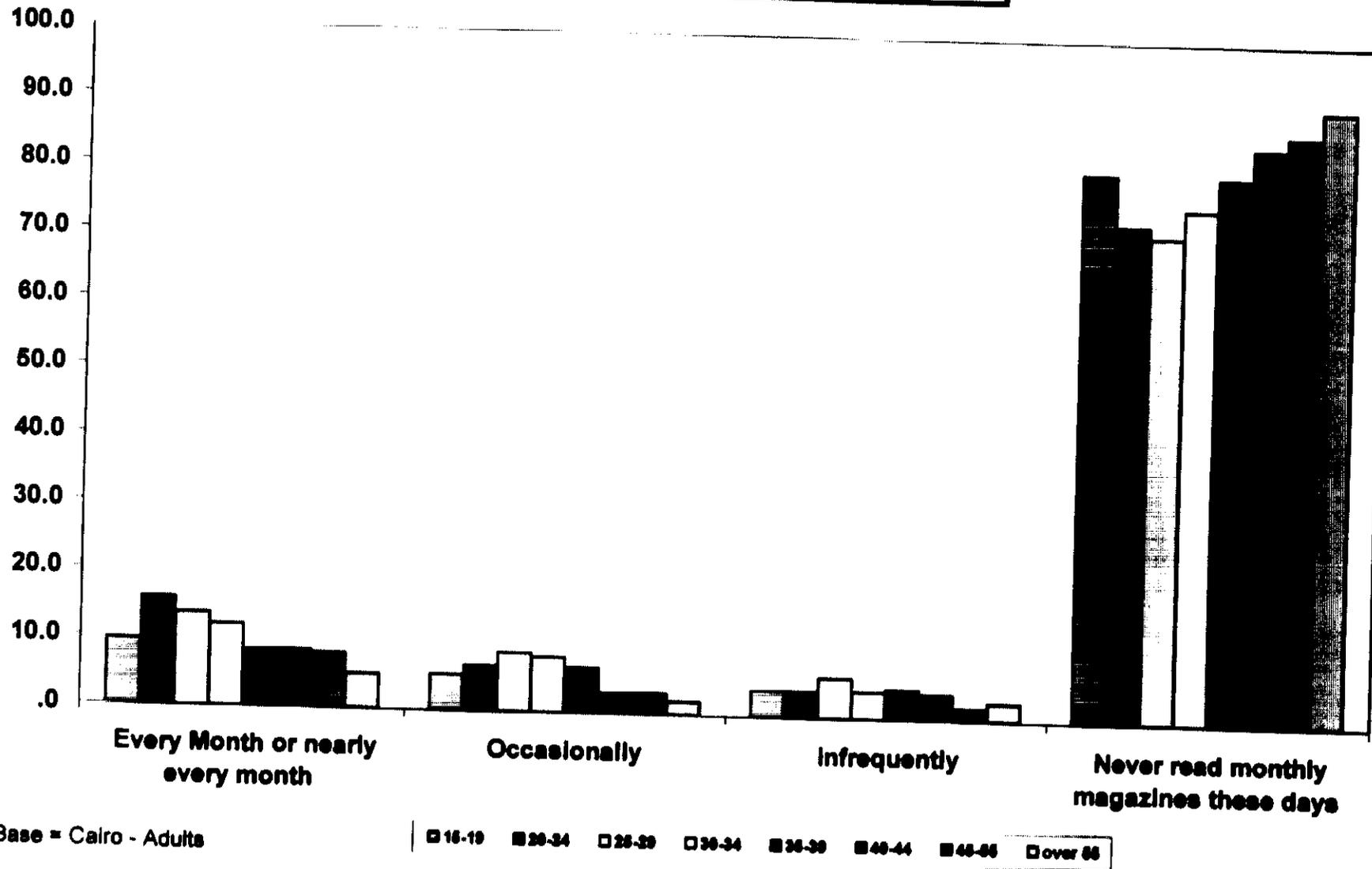
### Monthly Magazines - Average Readership - Penetration



Base = Cairo - Adults

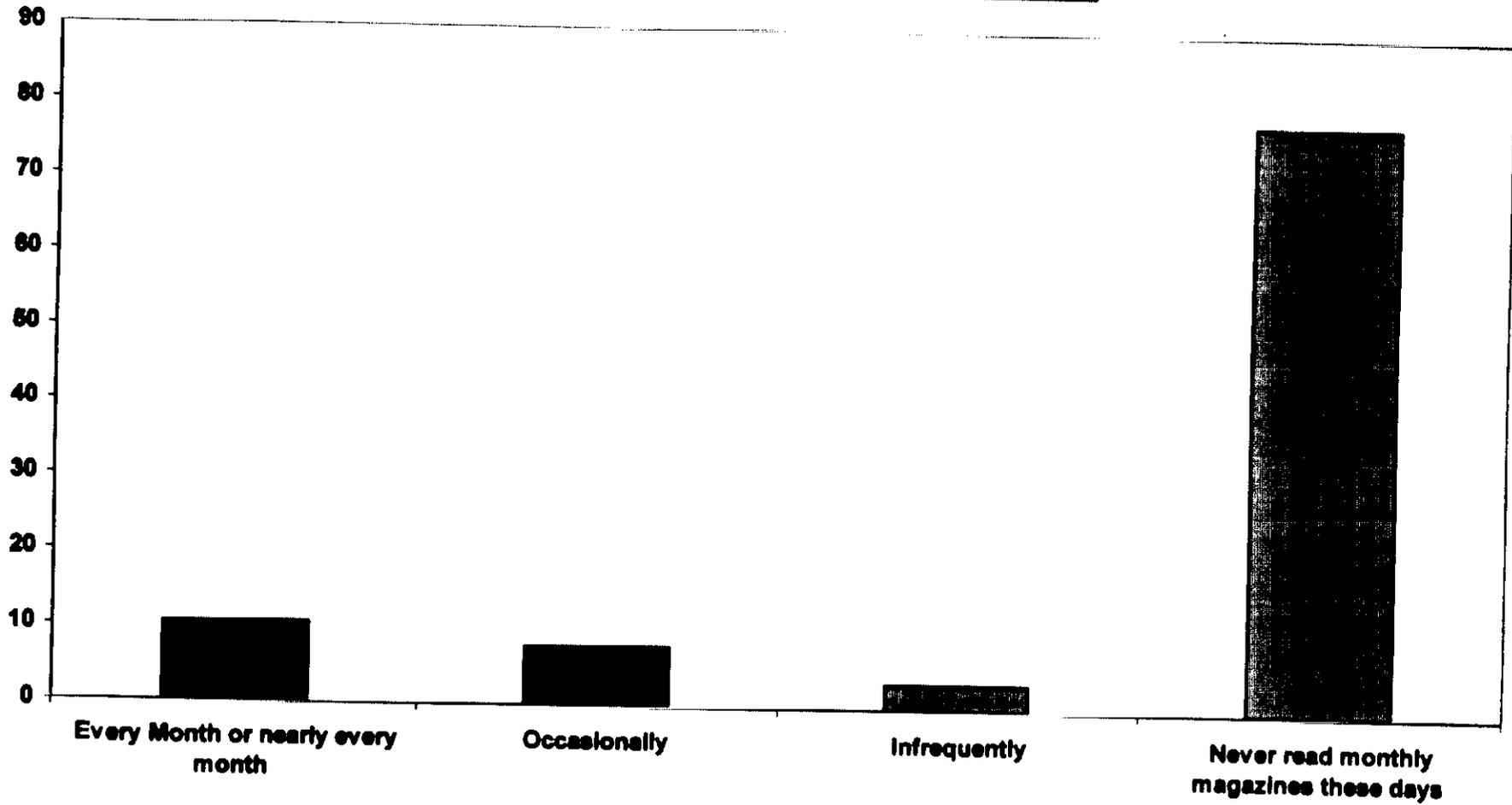
# Frequency Of Reading Monthly Magazines

Press National Study 2001



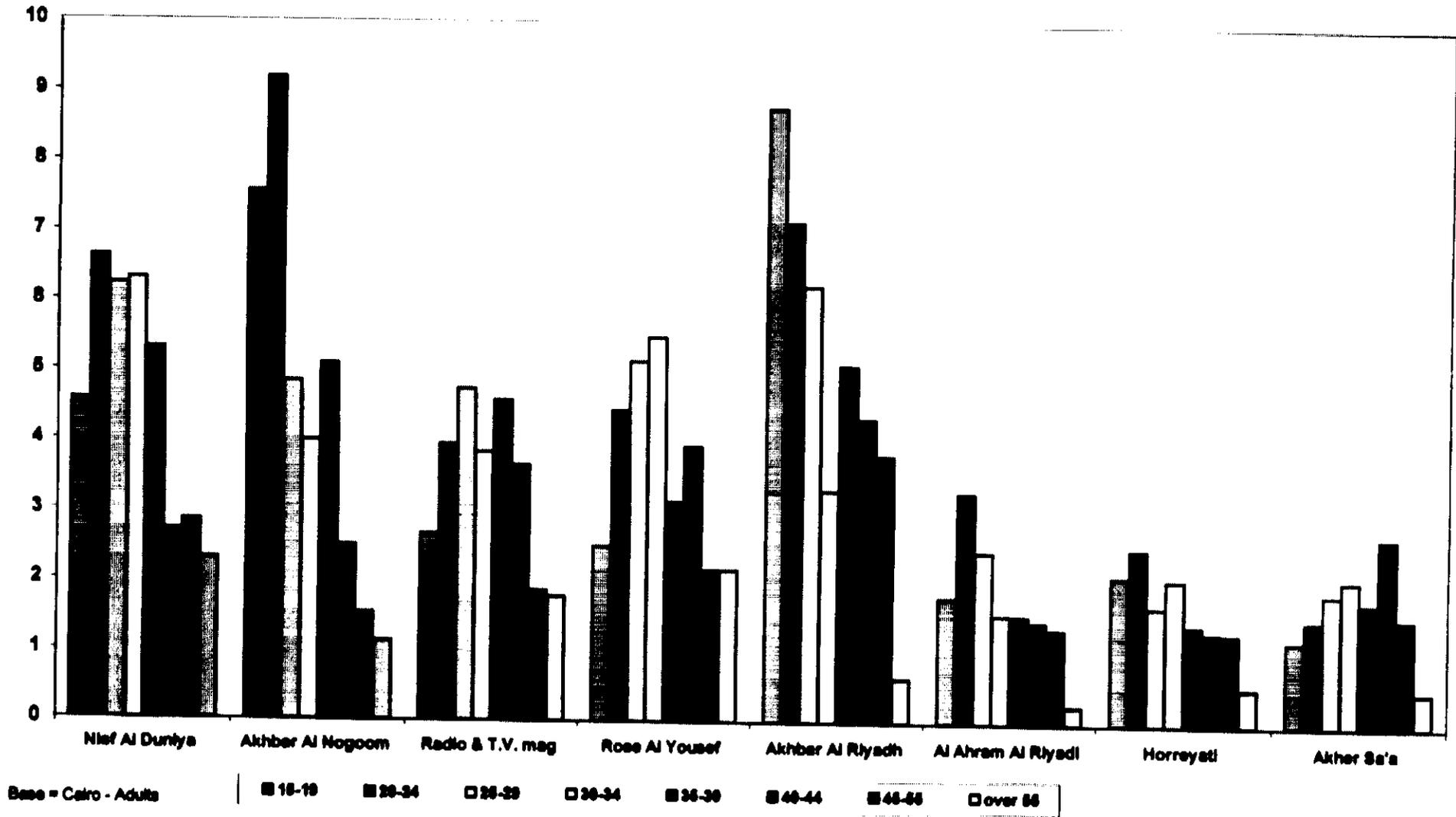
# Frequency Of Reading Monthly Magazines

Press National Study 2001

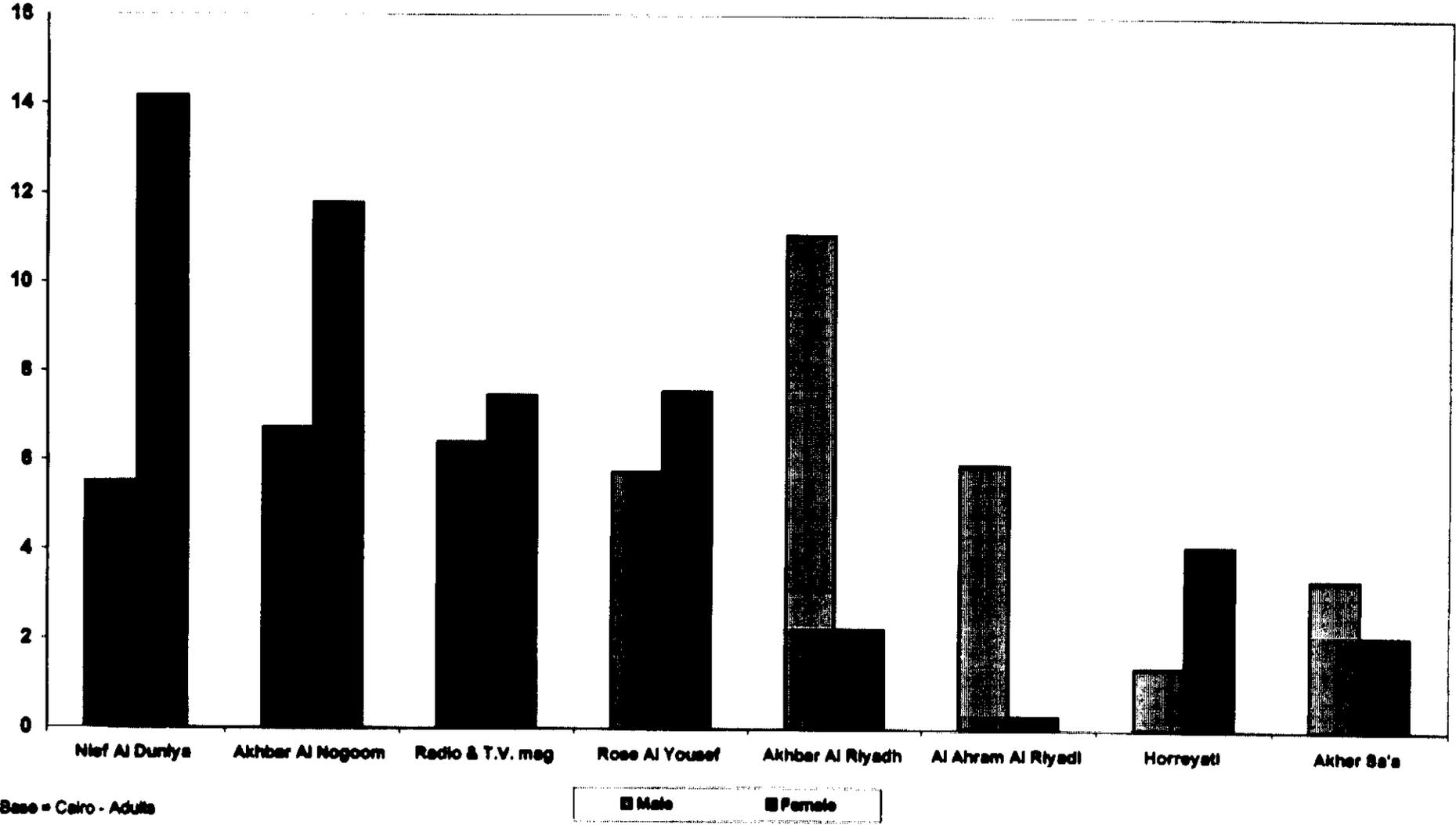


Base = Cairo - Adults

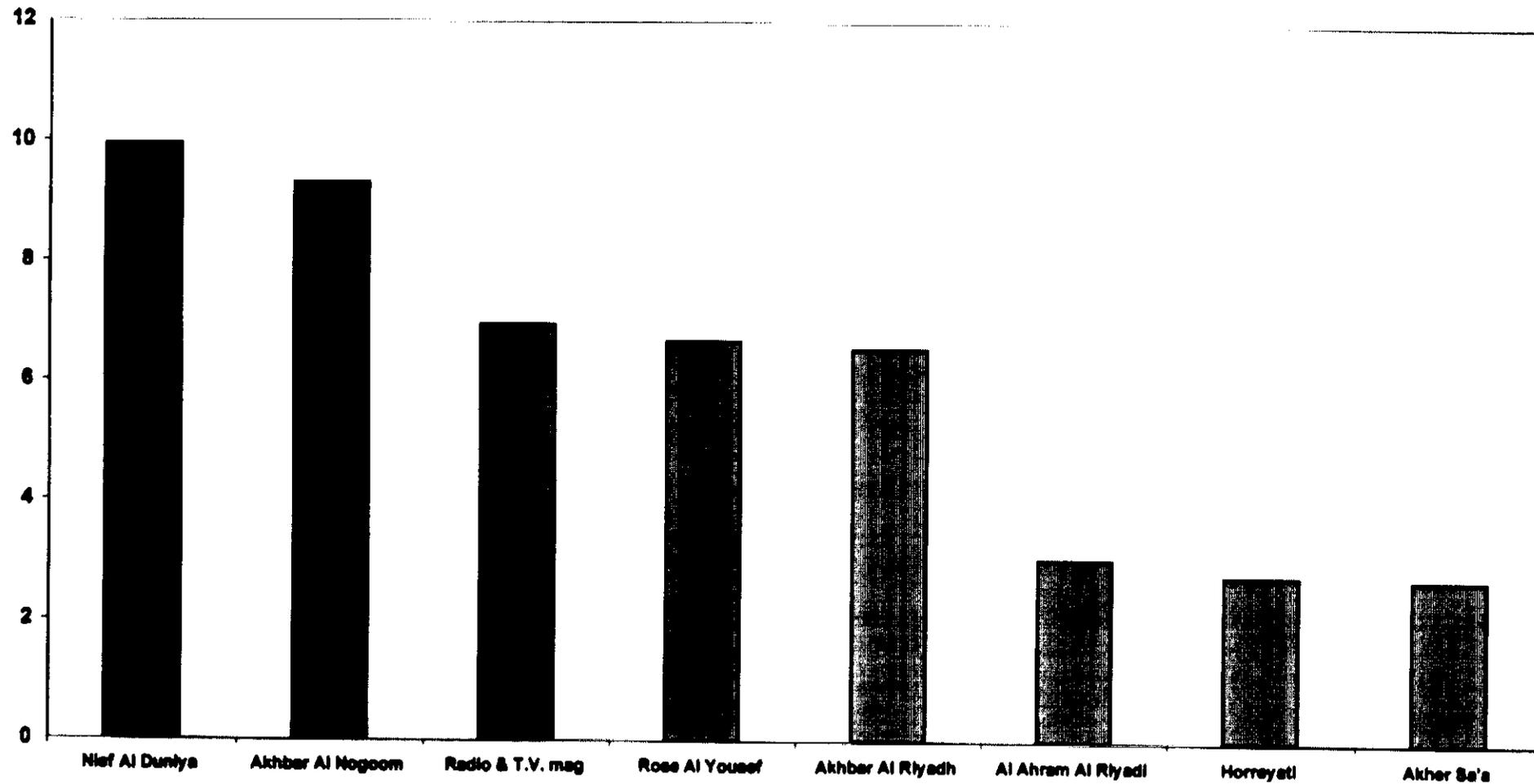
Weekly Magazines- Average Readership - Penetration



### Weekly Magazines- Average Readership - Penetration

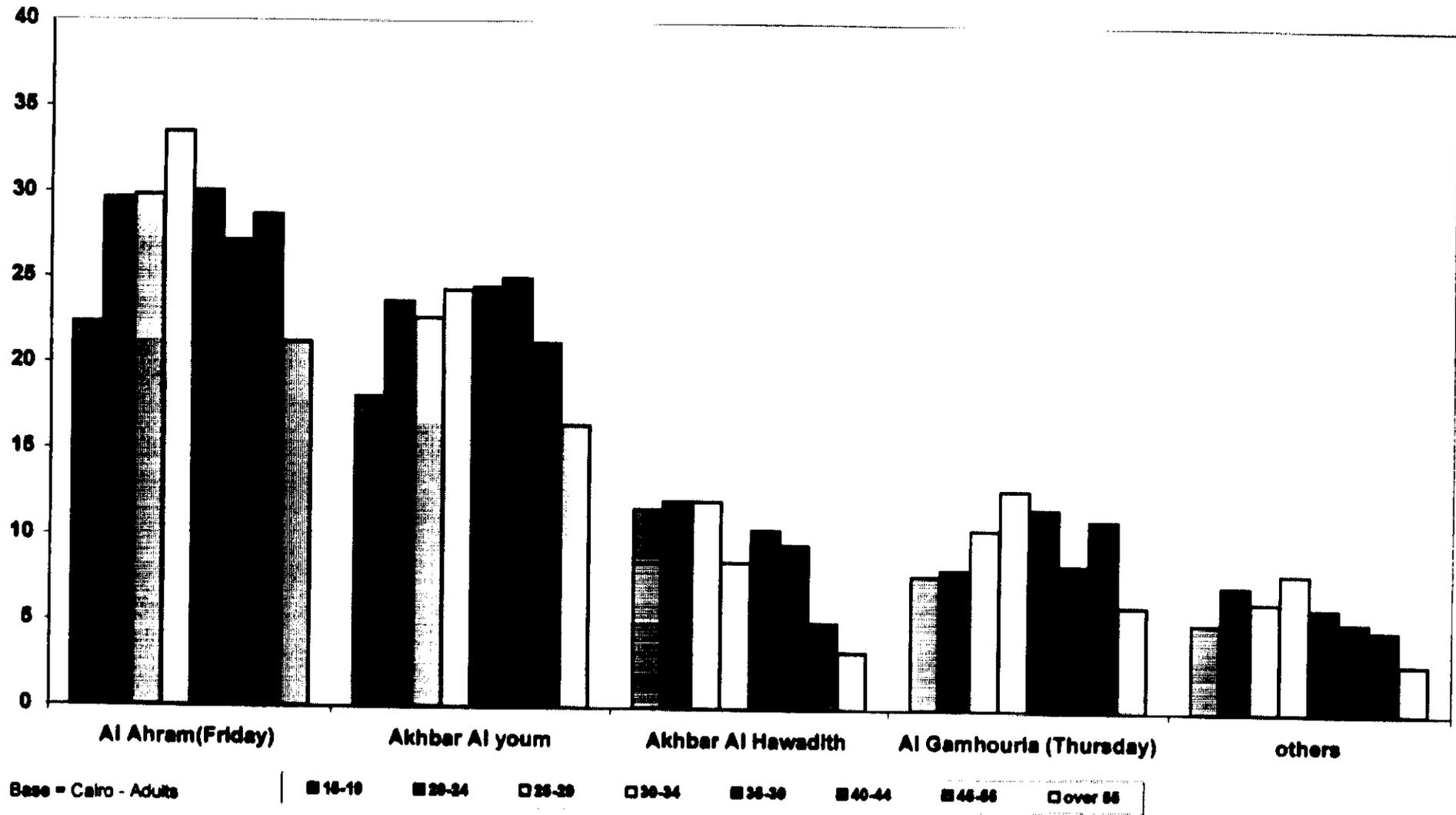


### Weekly Magazines- Average Readership - Penetration

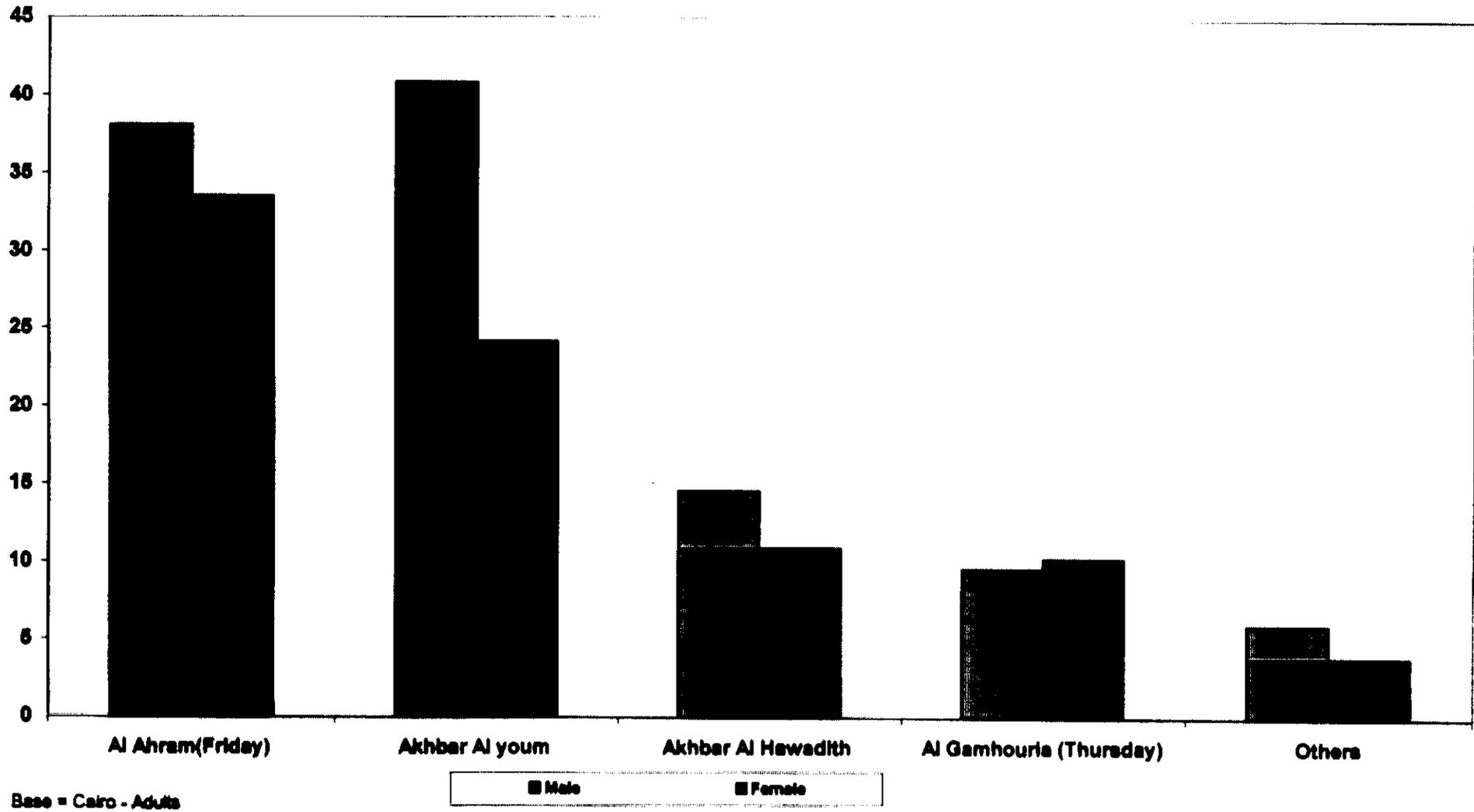


Base = Cairo - Adults

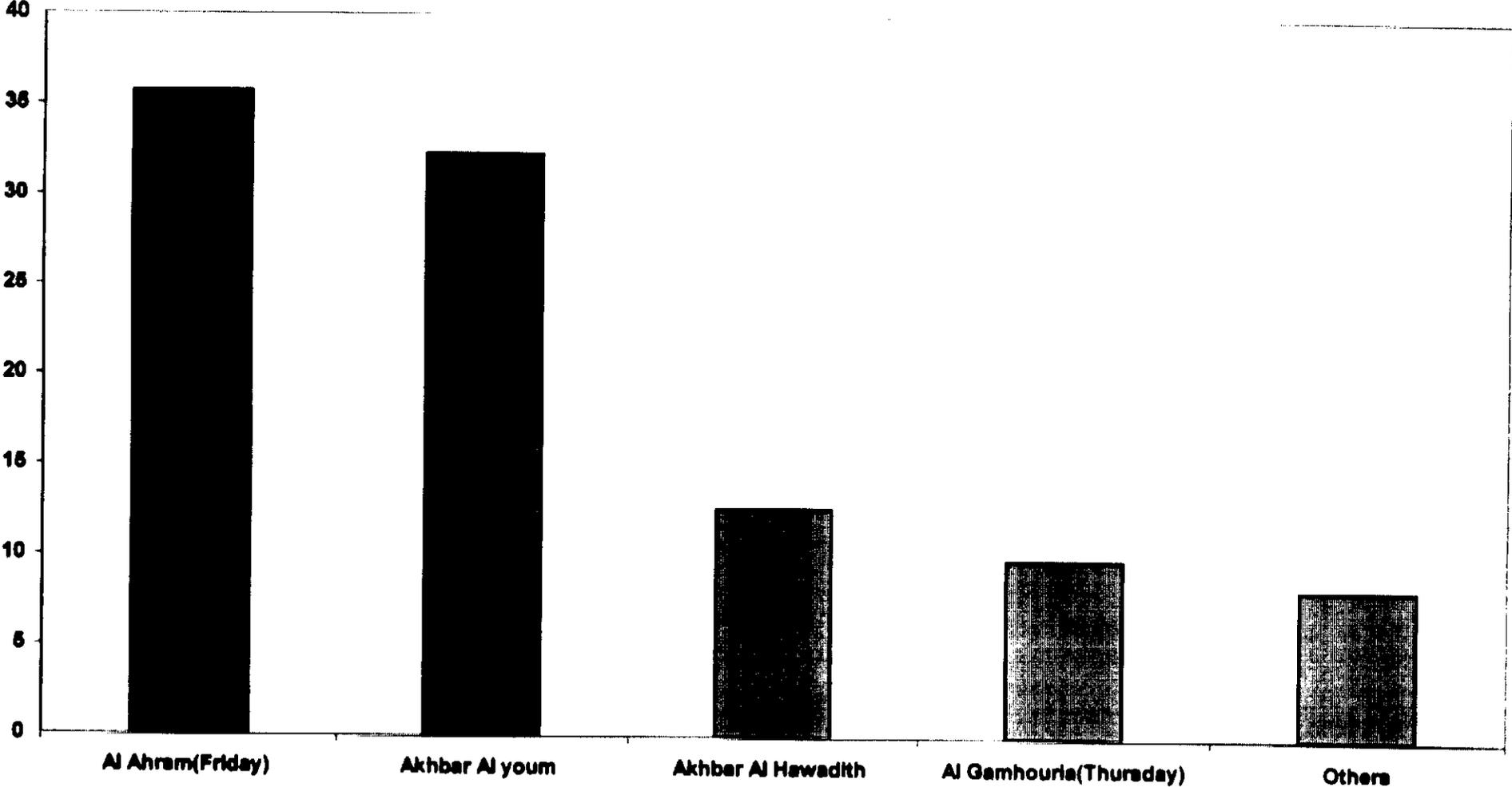
Weekly Newspaper- Average Readership - Penetration



### Weekly Newspaper- Average Readership - Penetration



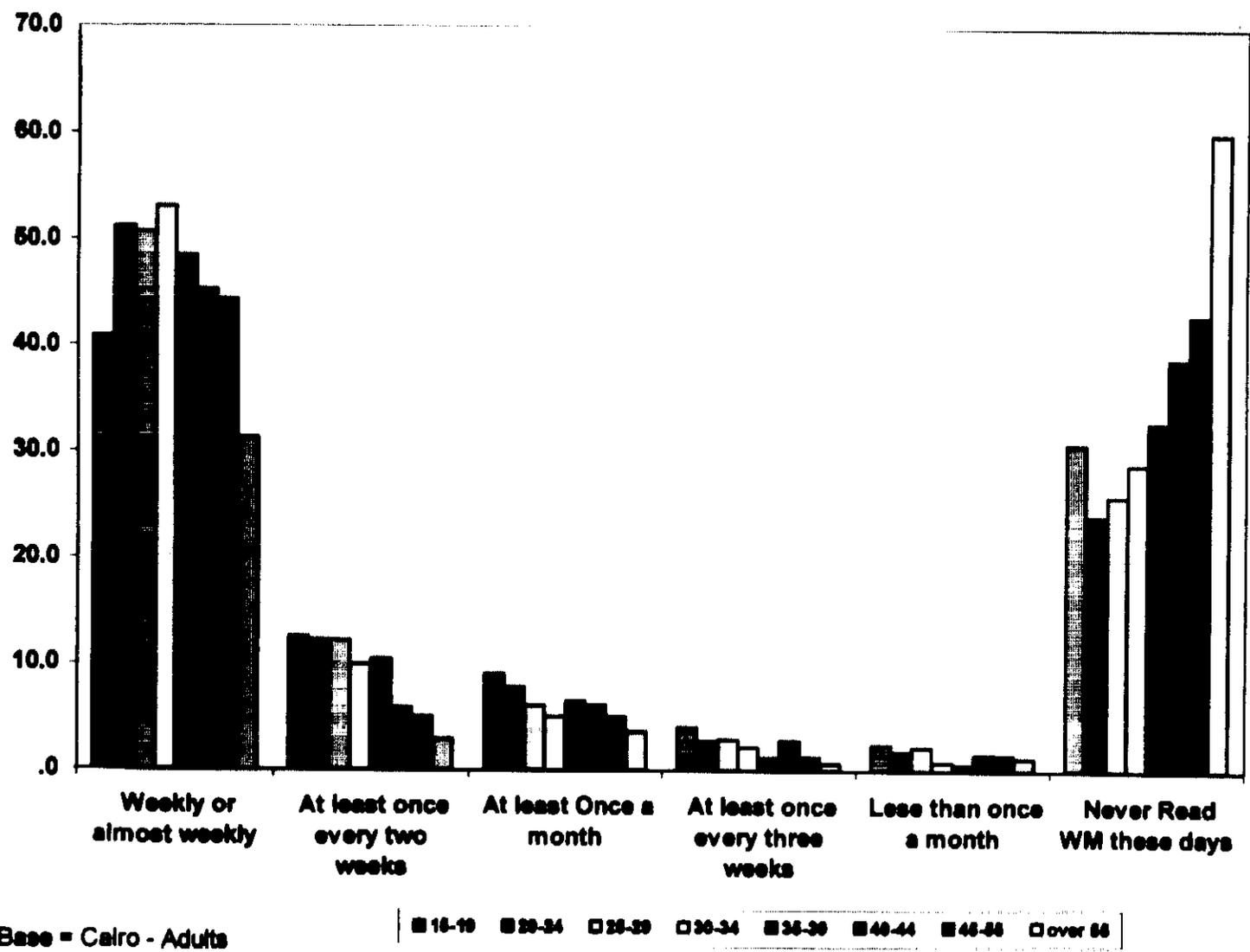
Weekly Newspaper- Average Readership - Penetration



Base = Cairo - Adults

# Frequency Of Reading Weekly Newspaper / Magazines

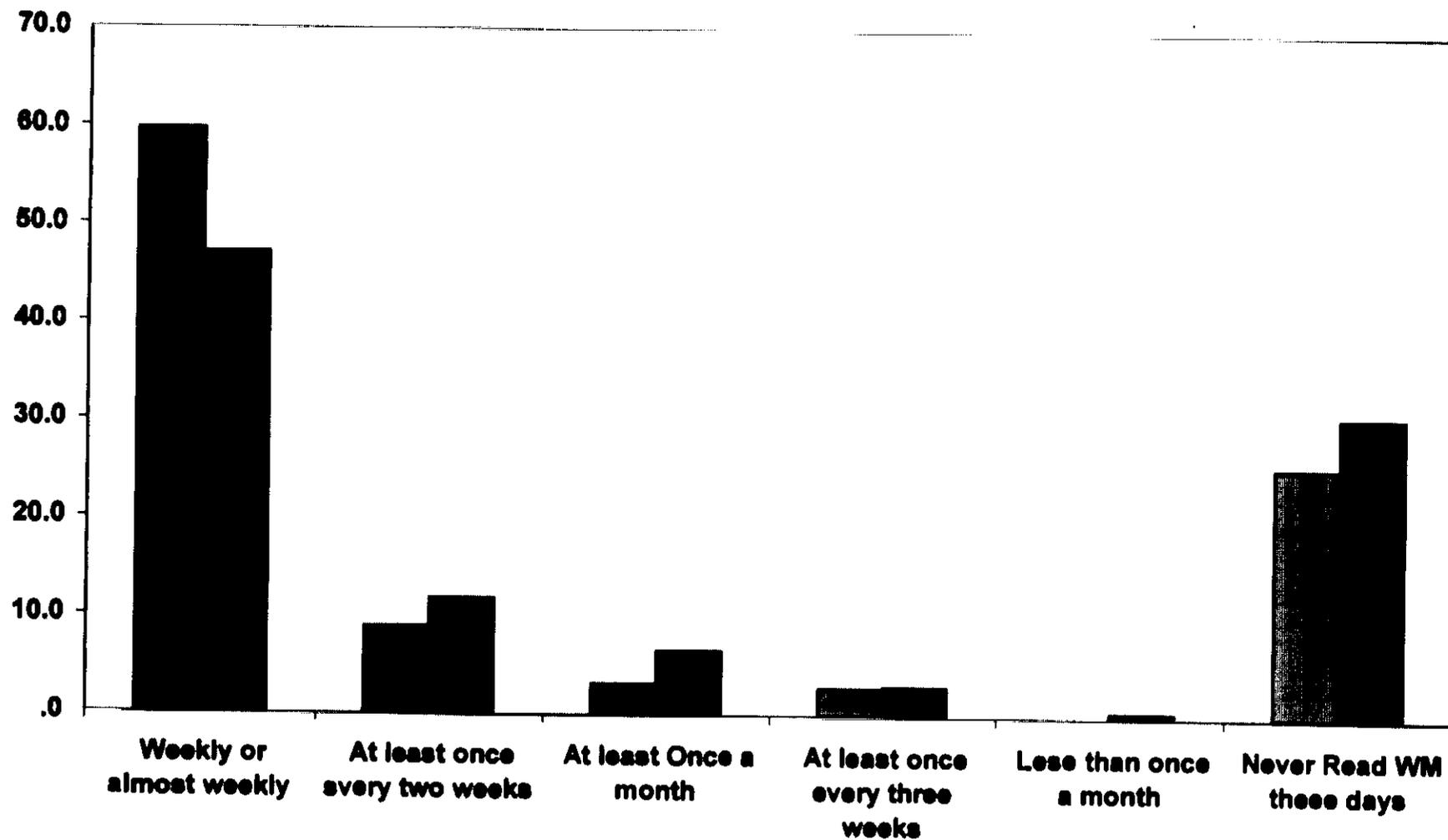
Press National Study 2001



Base = Cairo - Adults

# Frequency Of Reading Weekly Newspaper / Magazines

Press National Study 2001

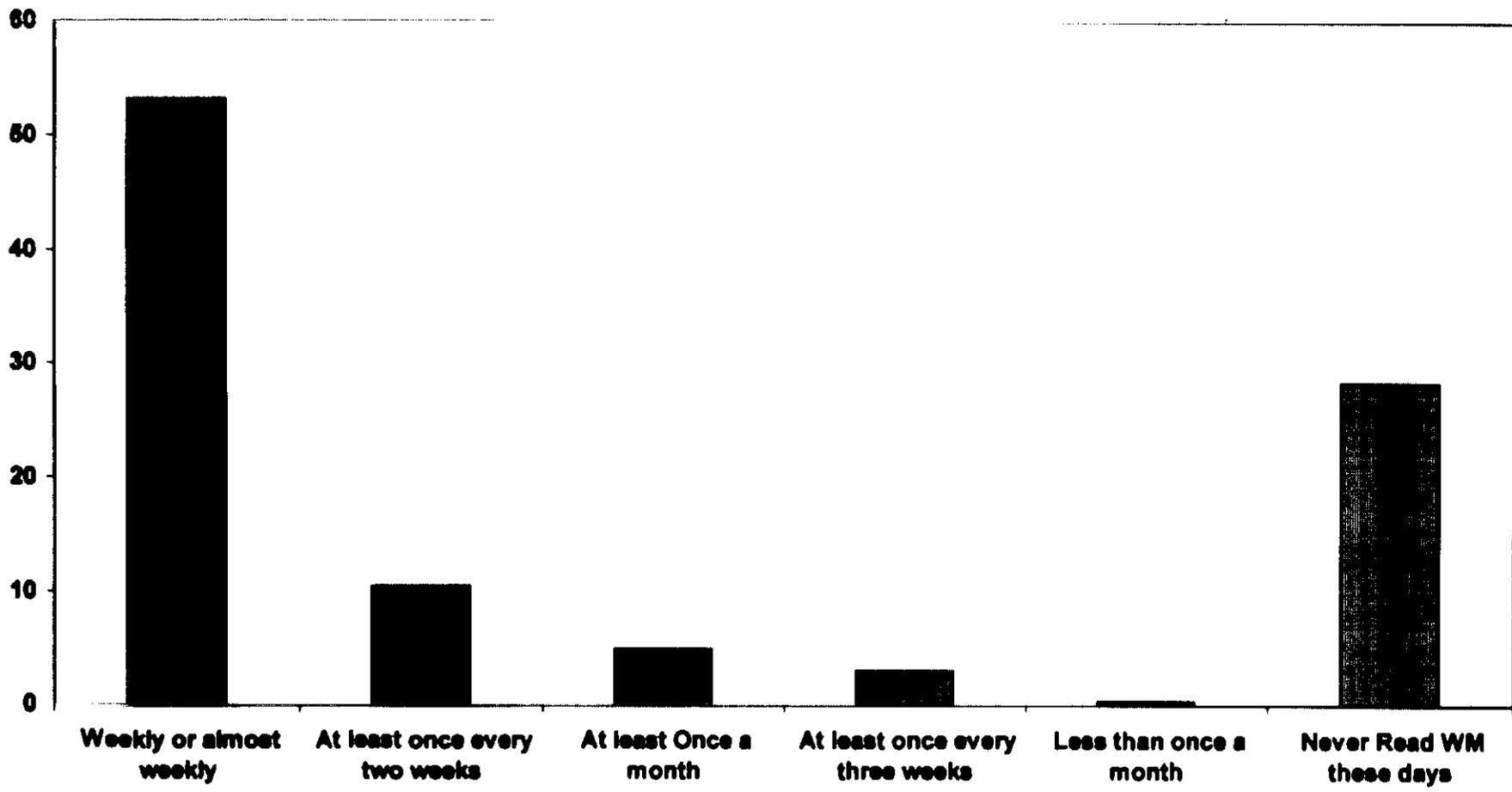


Base = Cairo - Adults

■ Male ■ Female

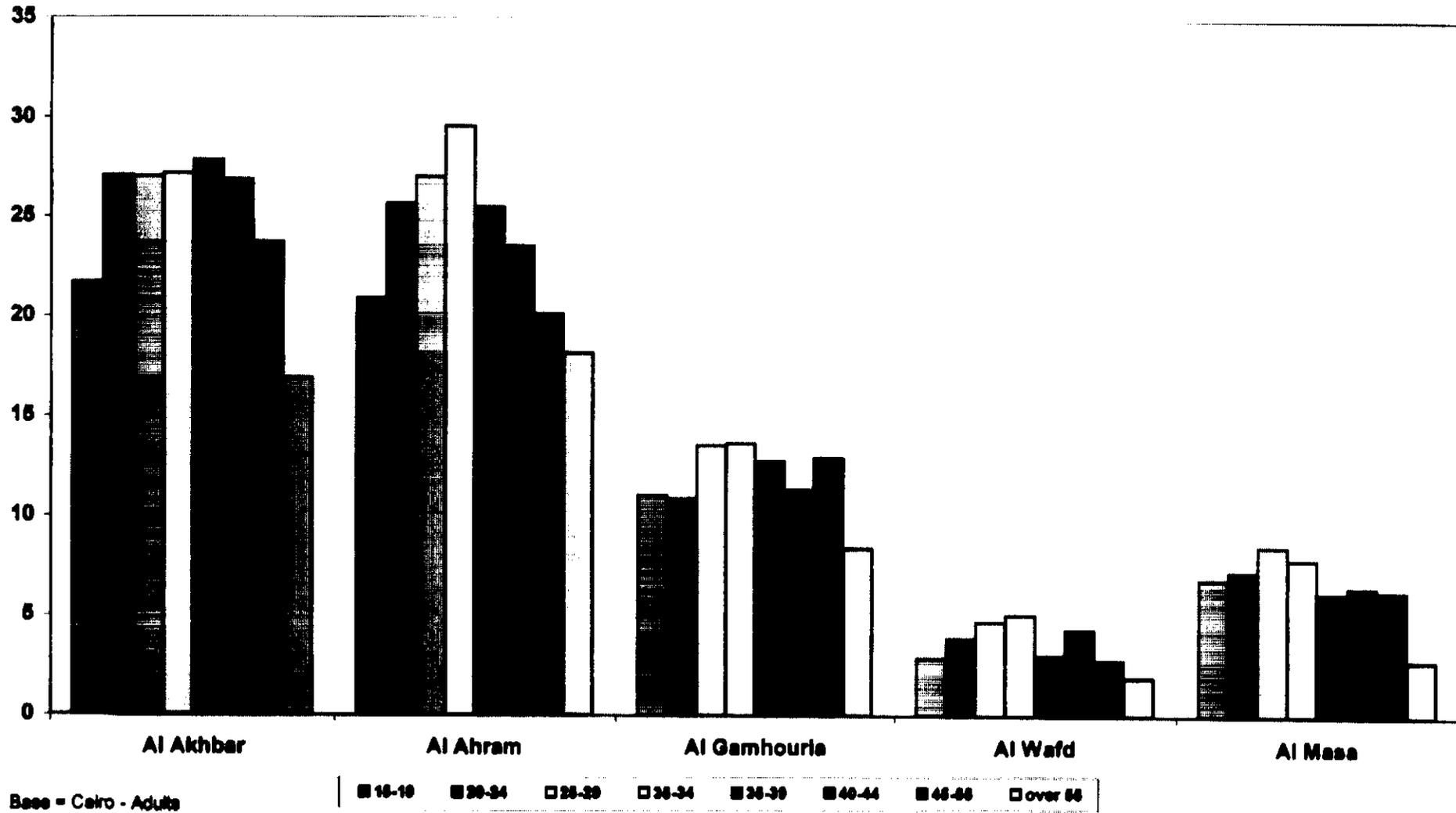
# Frequency Of Reading Weekly Newspaper / Magazines

Press National Study 2001

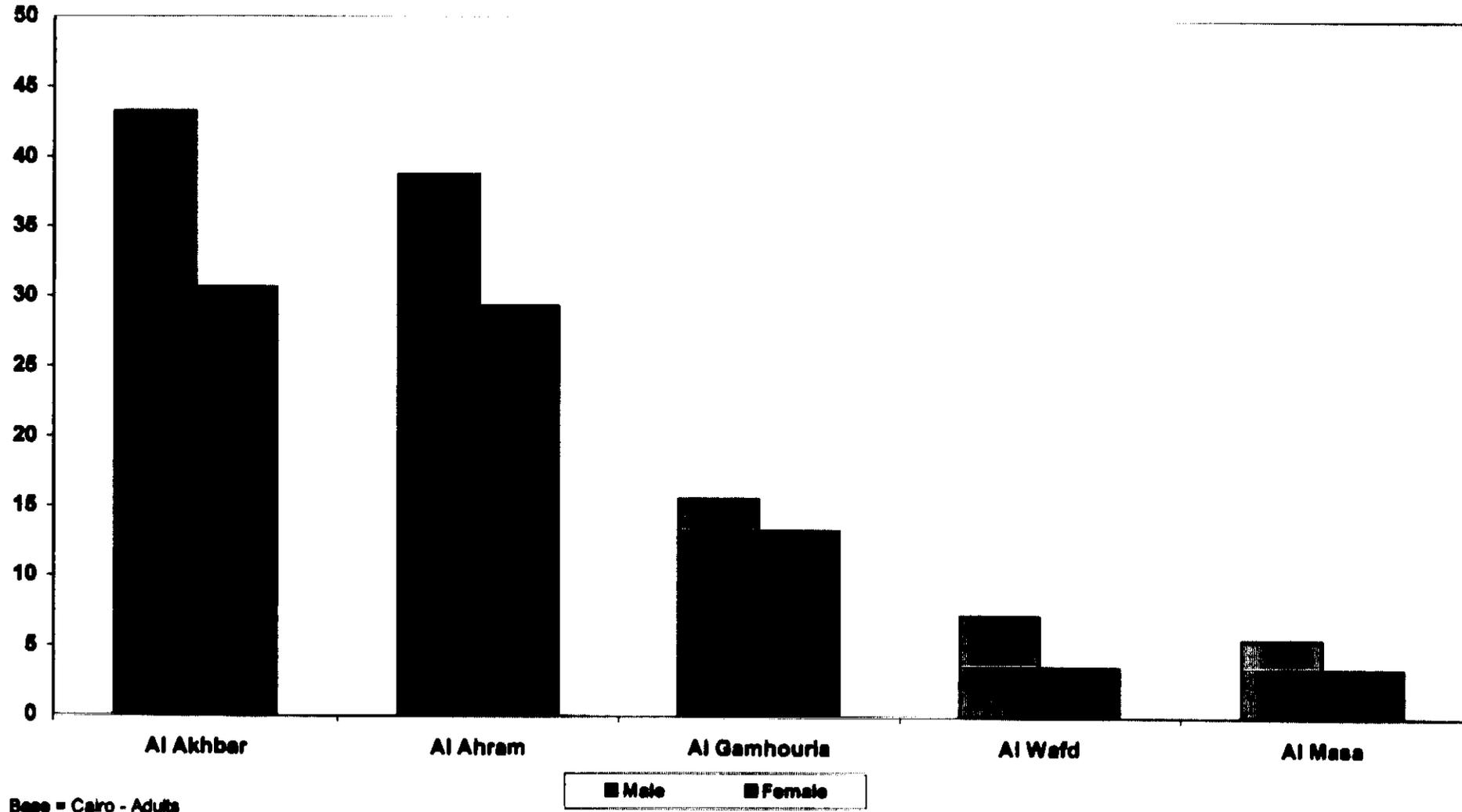


Base = Cairo - Adults

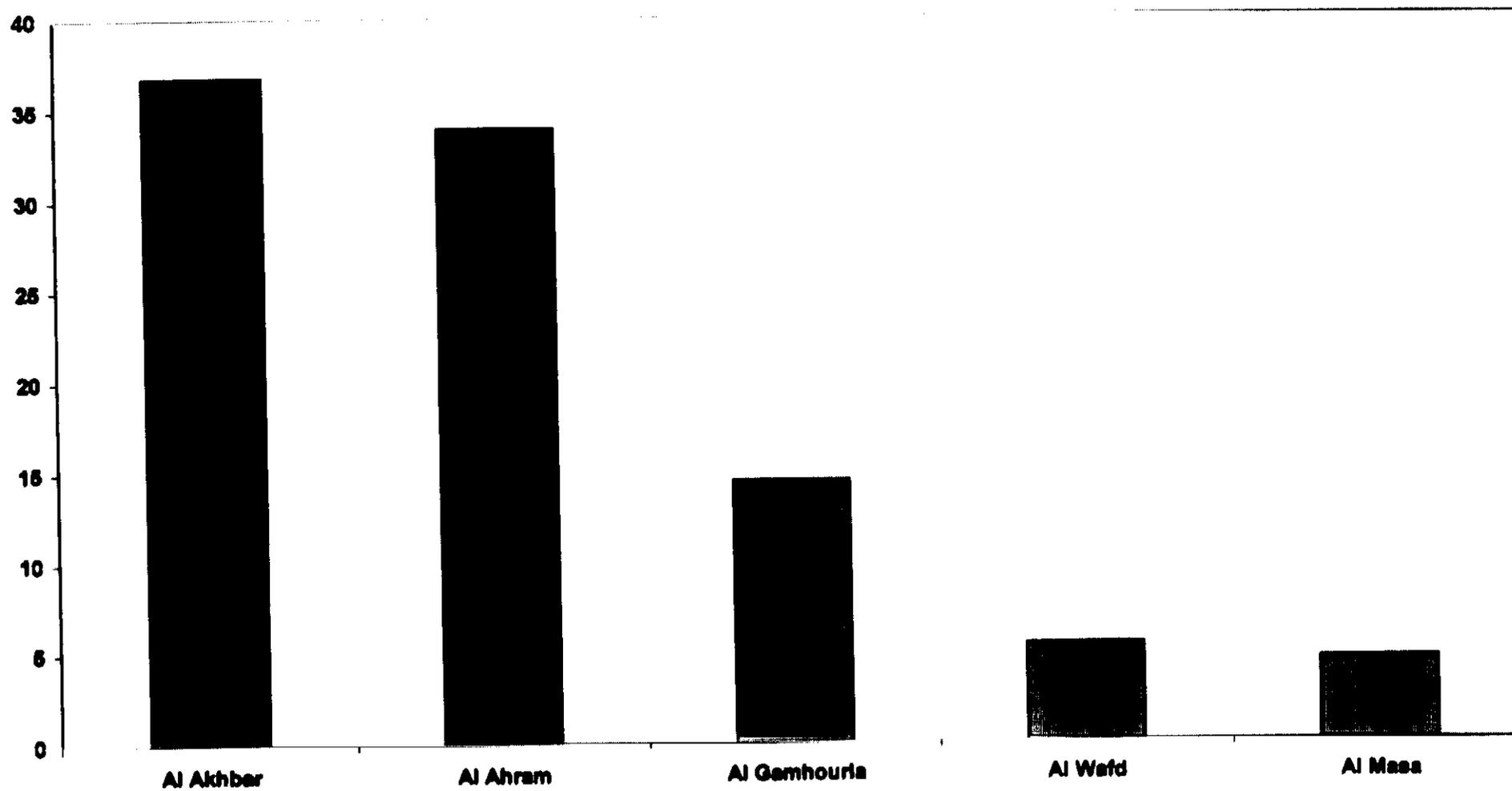
Daily Newspaper- Average Readership - Penetration



### Daily Newspaper- Average Readership - Penetration

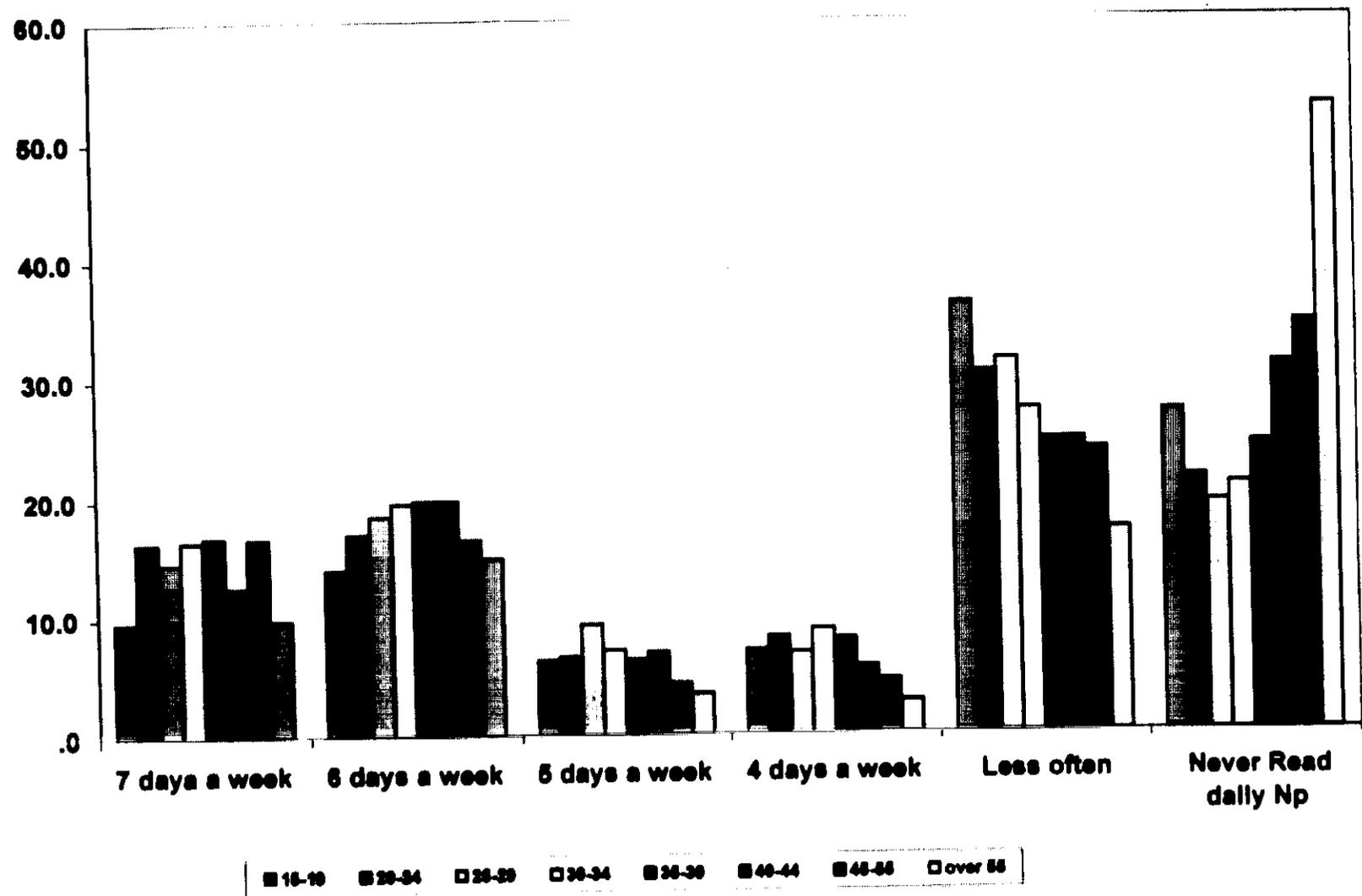


### Daily Newspaper - Average Readership - Penetration



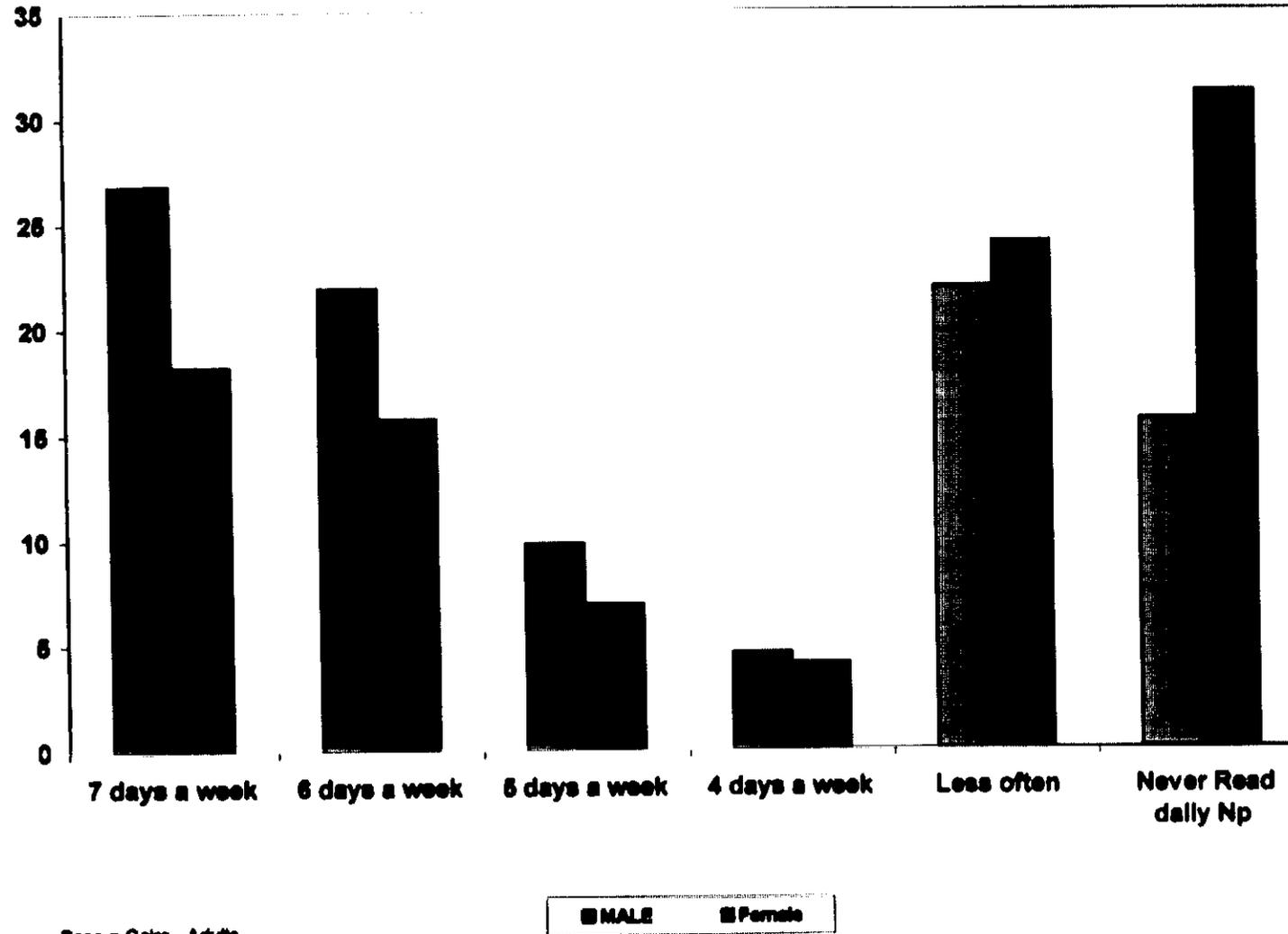
Base = Cairo - Adults

### Frequency Of Reading Daily Newspaper



Base = Catro - Adults

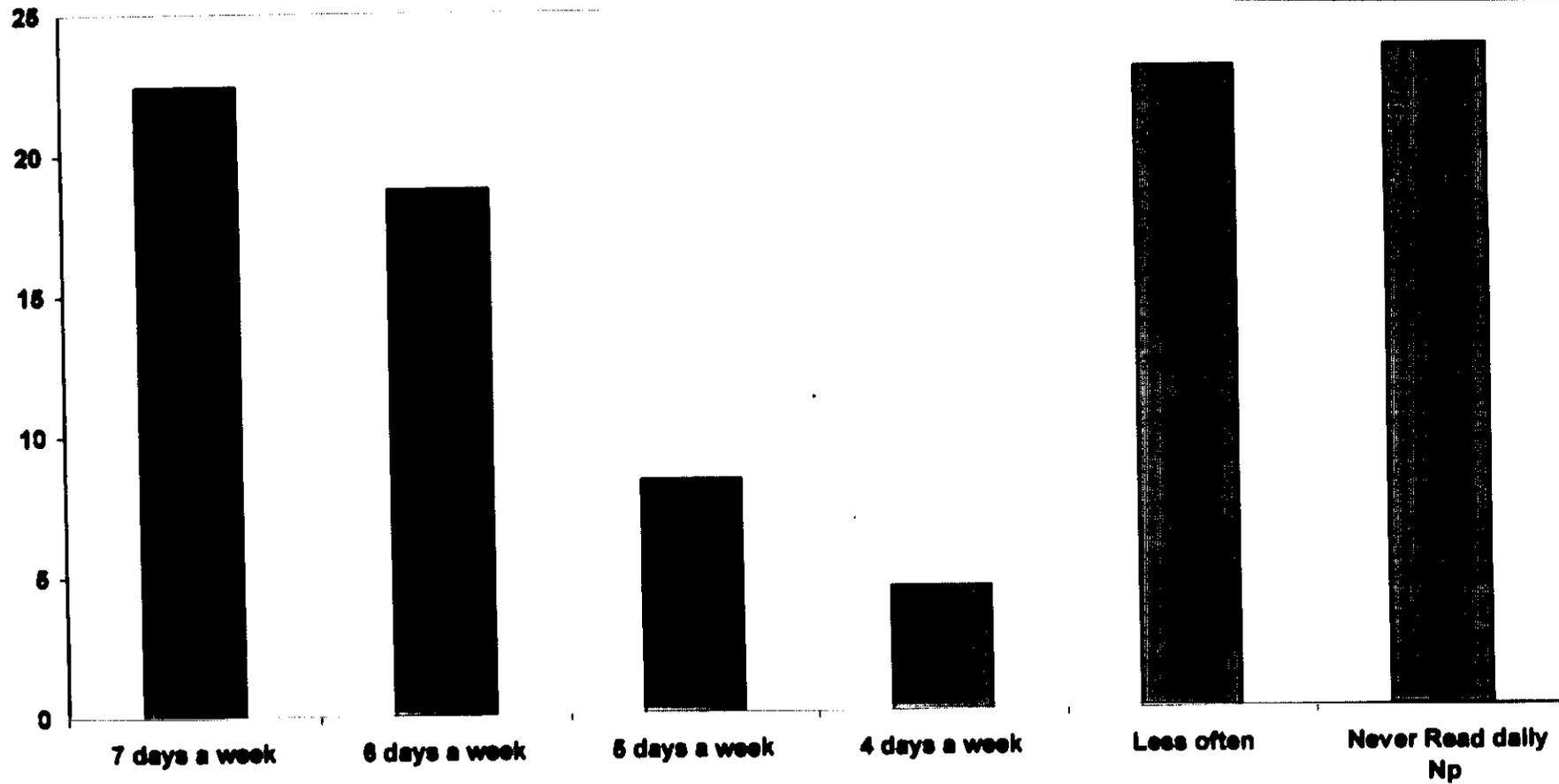
### Frequency Of Reading Daily Newspaper



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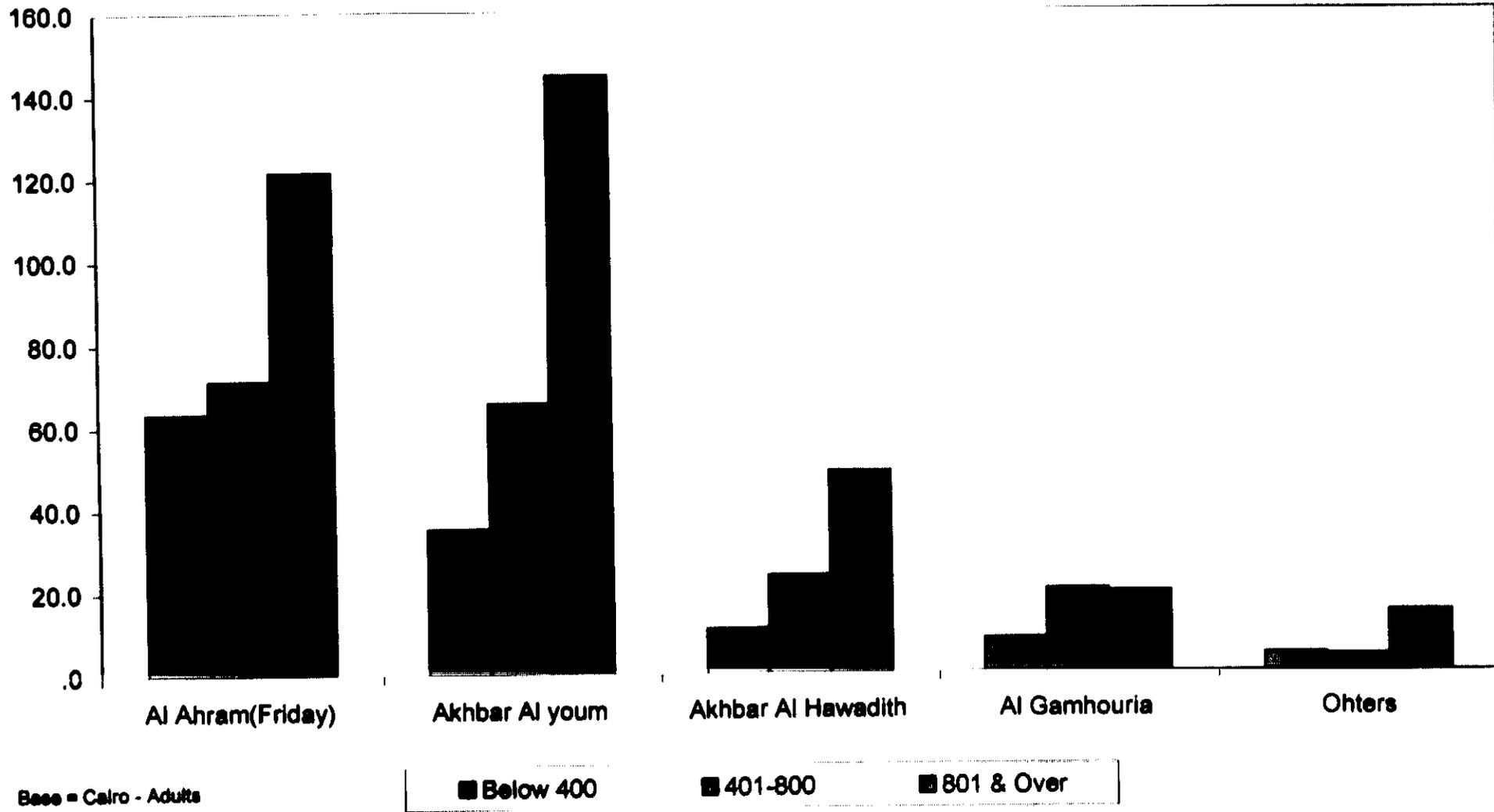
# Frequency Of Reading Daily Newspaper

Press National Study 2001

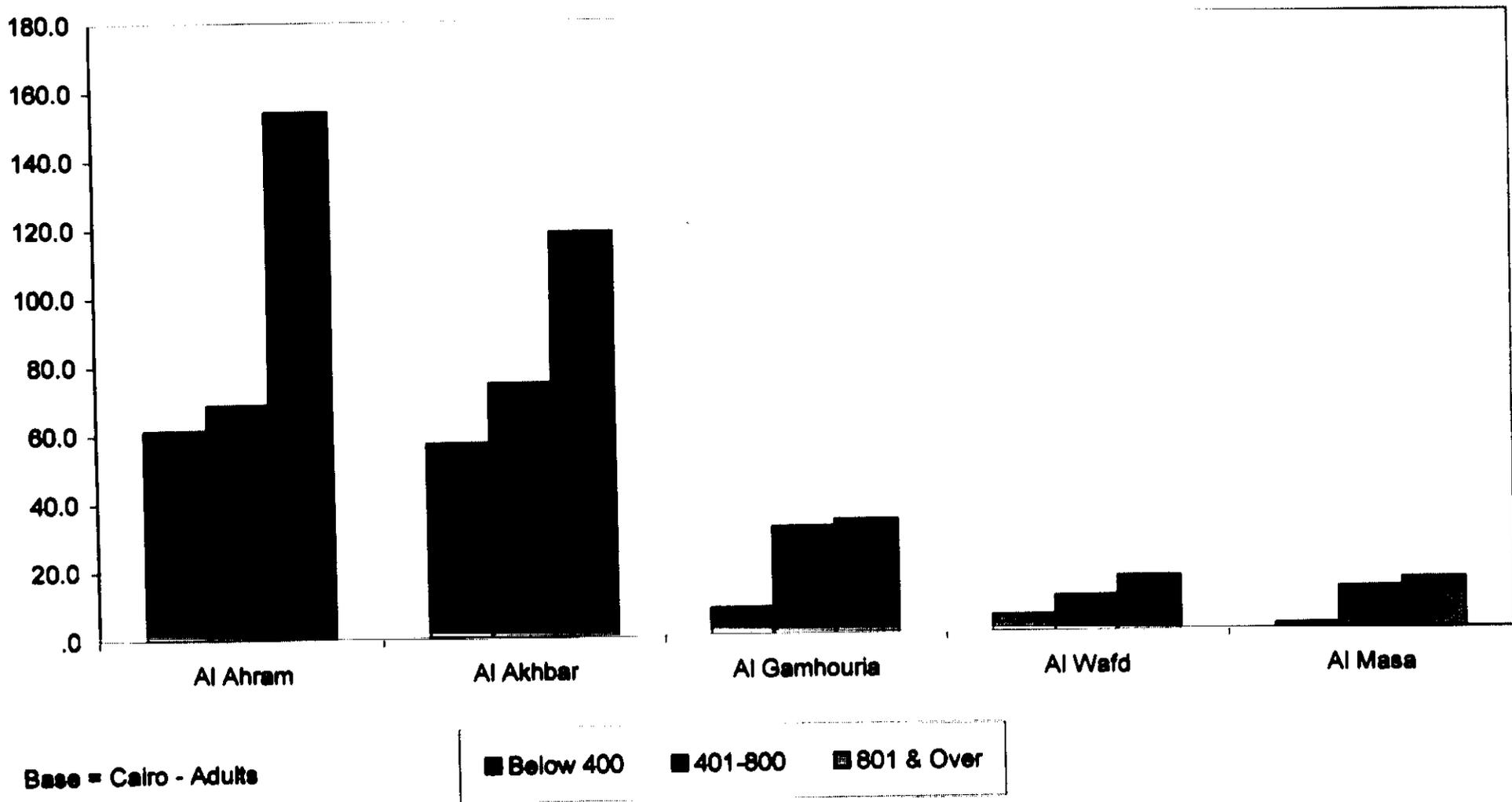


Base = Cairo - Adults

### Weekly NewsPapers - Average Readership - Penetration

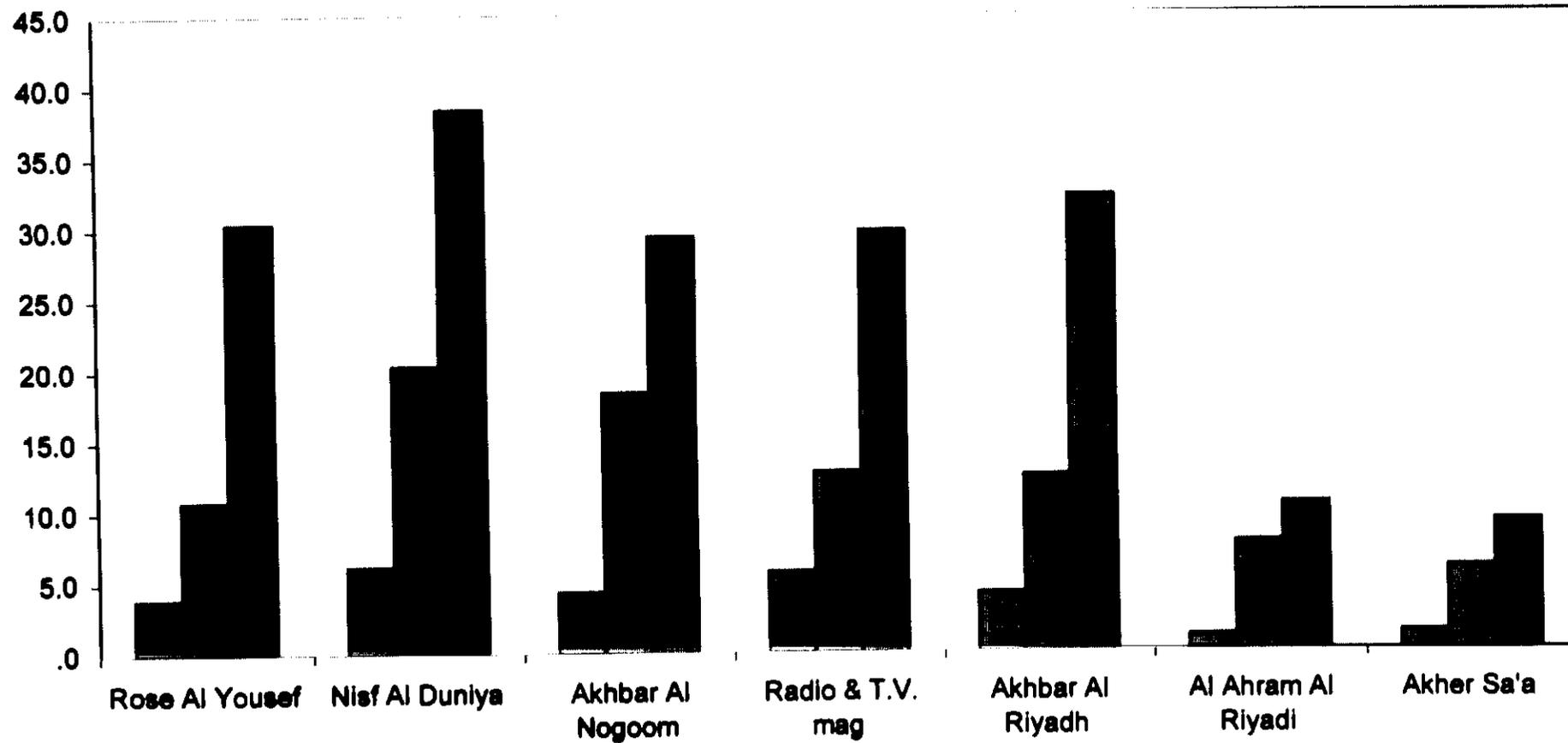


### Daily NewsPapers - Average Readership - Penetration



## Weekly Magazines - Average Readership - Penetration

Press National Study 2001



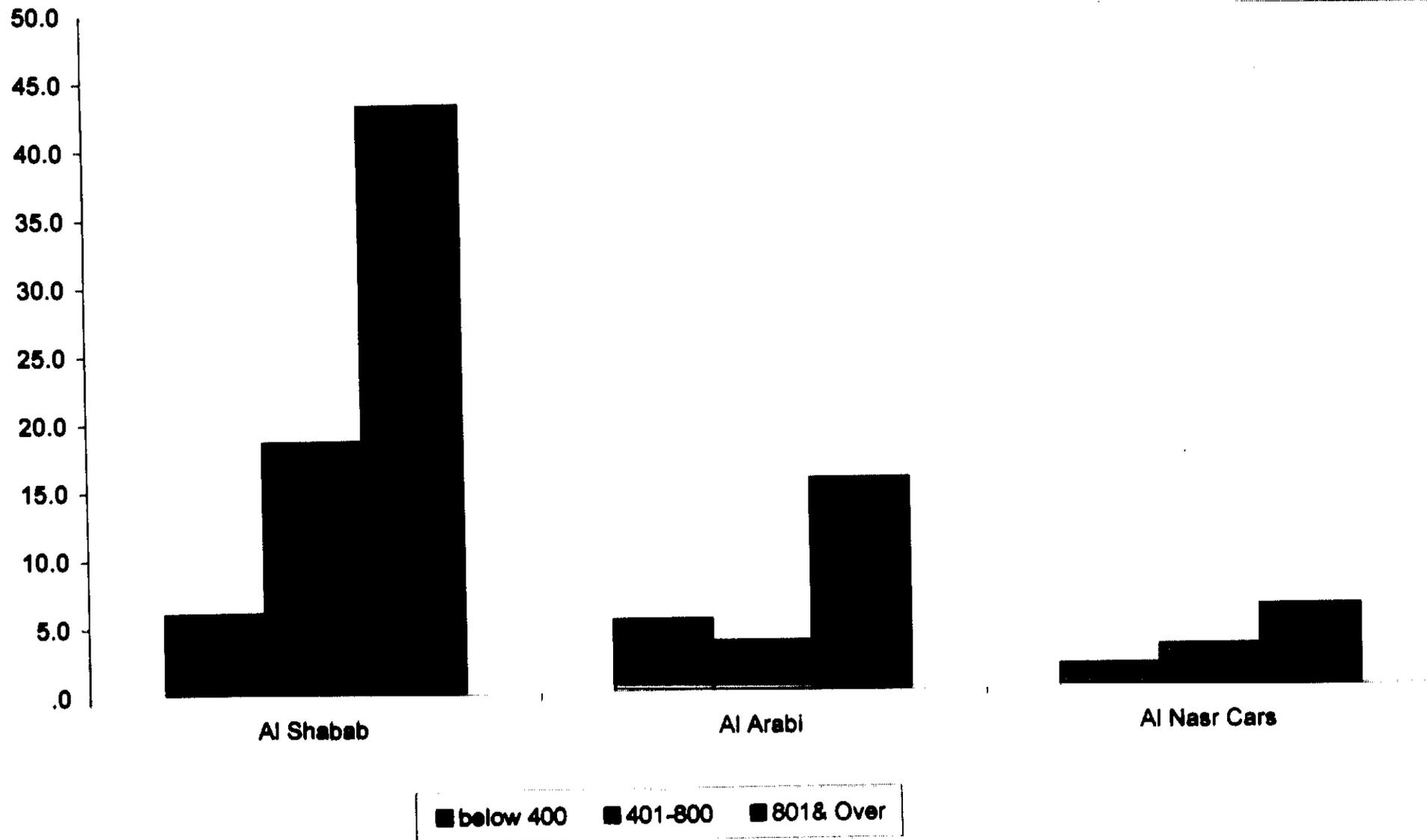
Base = Cairo - Adults

■ below 400

■ 401-800

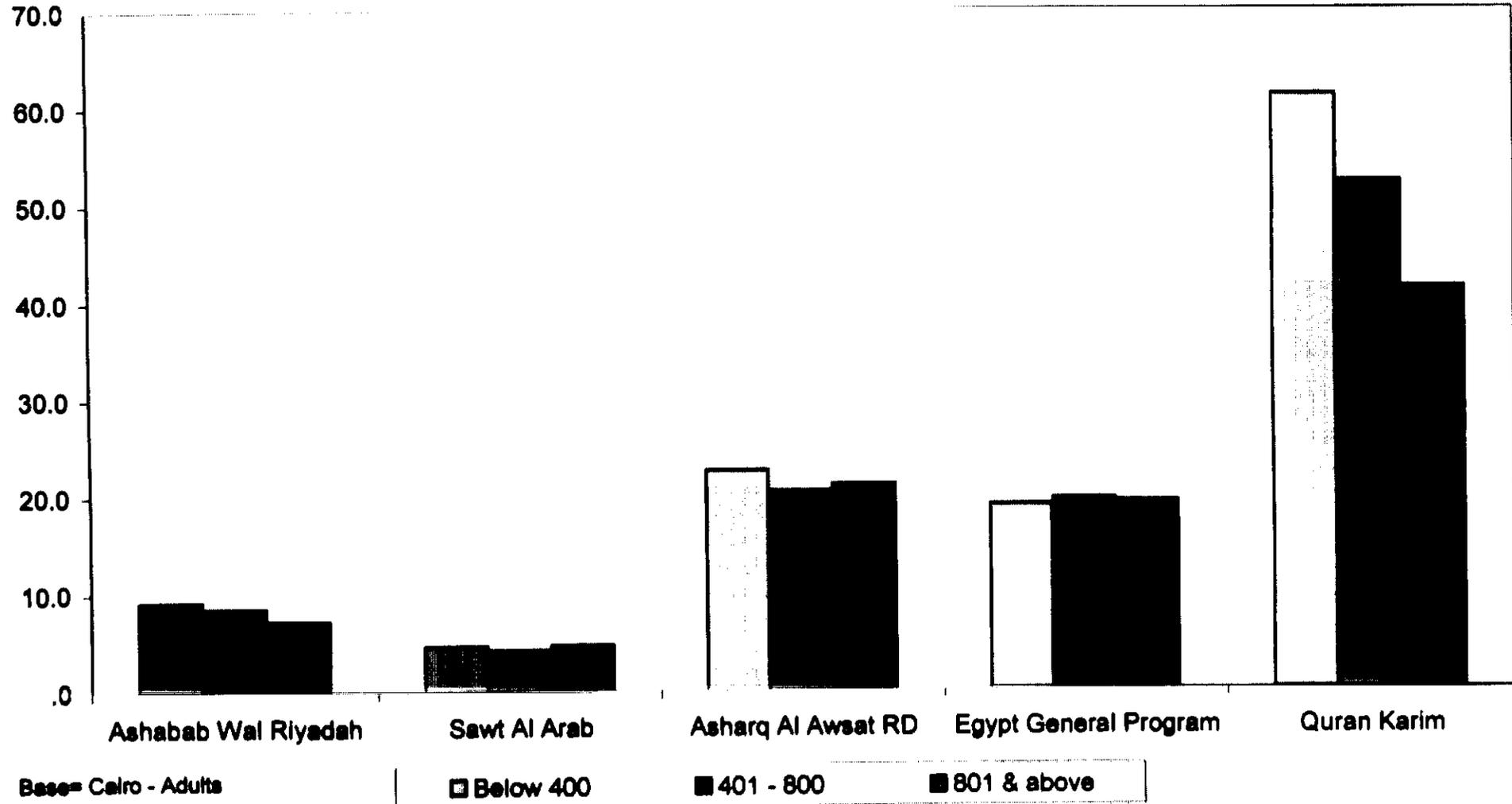
■ 801 & over

### Monthly Magazines - Average Readership - Penetration

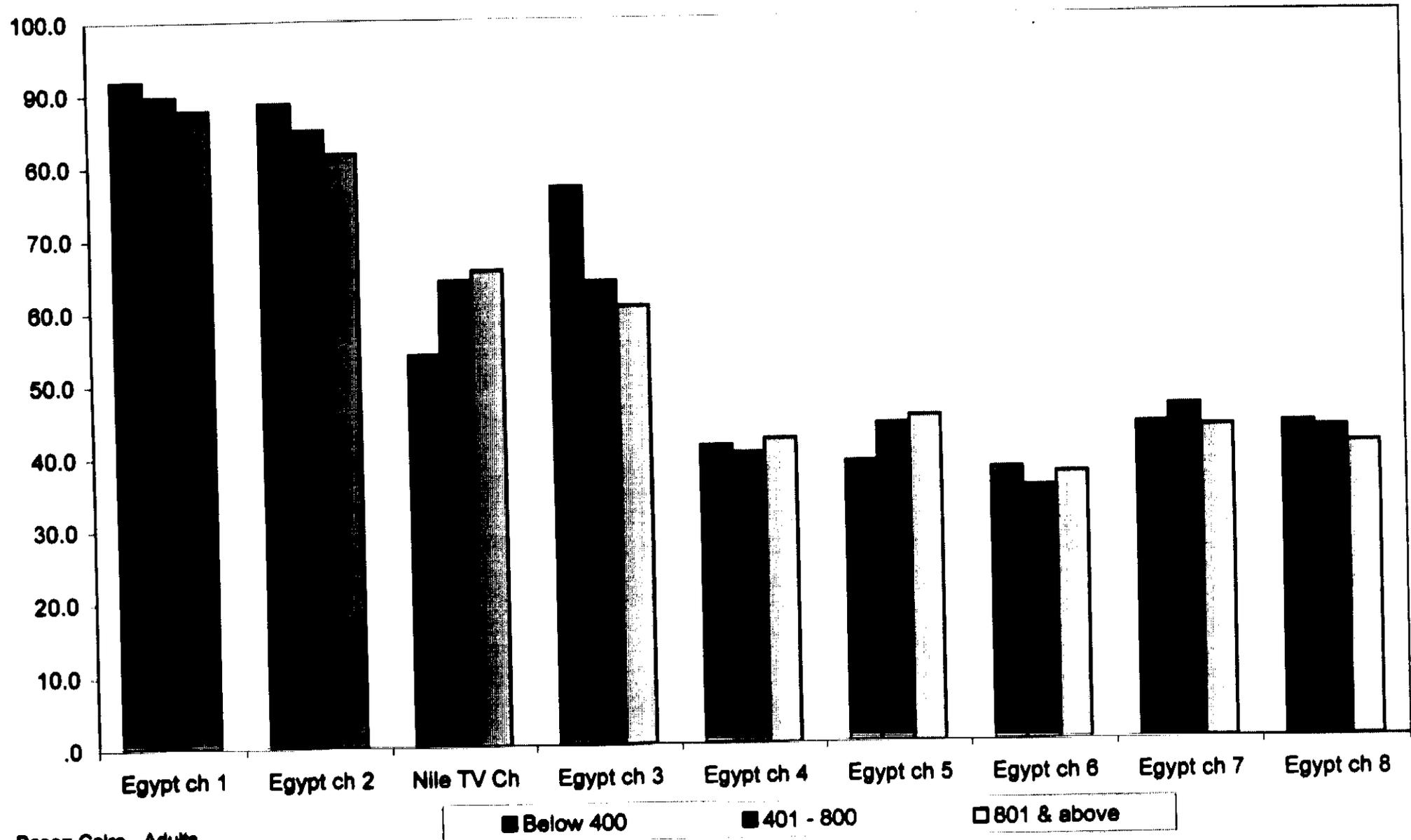


Base = Cairo - Adults

Radio Stations- Average Viewership - penetration



TV Channel-Average Viewership-penetration



Base= Cairo - Adults