



Contemporary Media Use in Egypt

Television viewing is ubiquitous in Egypt and by far the most common source of information for its residents. Nearly all (98.8%) Egyptians have a working television in their home, while just 37.9% of Egyptians have a radio. The percentage of Egyptians with a radio in their household is down significantly from 2012, when nearly half of the population (49.7%) reported having one. Internet access at home is up slightly from 22.3%, but remains fairly limited, with one in four Egyptians (25.5%) having Internet access in their household.

Television is by far the most common source of news for Egyptians. Nearly all Egyptians (94.1%) use the TV to get news at least once a week, and 84.2% use it daily or most days a week. In contrast, fewer than one in five (17.3%) Egyptians use the radio as a news source at least weekly, even though more than twice that many have access to a radio at home.

While only 20.5% of Egyptians use the Internet for news weekly, 75.5% of those with home Internet access use it for news at least weekly.

With the exception of television, men are significantly more likely than women to use all other sources of media for news and to use them more regularly.

Television

Nearly all viewers (95.8%) in Egypt watch satellite television through an individual dish. While some respondents reported using cable (2.4%) and a shared satellite dish (2.4%), they are a clear minority.

Of the viewing topics surveyed, Egyptians are most likely to be interested in watching TV programming on political topics; 74.1% are either somewhat or very interested in this. Healthcare topics are also popular: 58.8% of Egyptians are interested in seeing TV programming on health and healthcare.

Egyptian men are significantly more interested than Egyptian women in political and economic news. More than four in 10 male TV viewers are somewhat or very interested in economic news, while only 28.0% of women are. Men are also much more likely to say they are “very interested” in political news: 42.5% of men are very interested, compared

with 30.1% of women. In contrast, women are much more interested in news about health and healthcare (65.3%) than men (52.5%).

Radio

Fewer than one in five Egyptians (17.3%) use the radio weekly for news, however, there is strong overlap with other media sources. The vast majority of radio listeners are also daily or weekly TV viewers, and are somewhat more likely to regularly get news from newspapers, the Internet, friends and family members, and SMS messages than the population at large.

Education seems to have the biggest effect on radio use. Those with a post-secondary education are nearly twice as likely to have listened to radio in the past-week as those with primary education or less. Radio listenership also skews by gender; nearly one-third of men have listened to the radio in the past week, compared with 20.6% of women. Men are twice as likely to listen to the radio for news (24.4%) than women (12.1%) on a weekly basis. Additionally, those aged 55 or older are more likely than younger listeners to have listened to the radio in the past week.

FM is the most popular waveband for radio listening. More than six in 10 (62.4%) past-week radio listeners used FM to do so in the past week, while 37.8% listened via AM or medium wave. Shortwave use remains limited in Egypt, with only 5.0% of past-week radio listeners using it in that time period.

Internet and New Media

Fewer than one in four (23.2%) Egyptians access the Internet weekly, but those weekly users are active online. Users are most likely to have accessed the Internet in the past week to get the latest news (80.1%), followed by watching online videos (70.3%). More than half used the Internet for email, to listen to online audio, or share videos and photos.

Social Networking

Social networking is popular among Egyptian Internet users. While only one in five (20.8%) of all Egyptians have used a social network in the past week, 84.9% of past-week Internet users are active on social networking websites. Of those, essentially all (95.9%) use Facebook. Twitter, while still popular, remains much more of a niche with just 28.2% of social networking users accessing it in the past week, or

about one in 20 Egyptians (5.9%).

Facebook and YouTube are the most popular sites for news among past-week Internet users, with 48.0% and 27.2%, respectively, using them frequently for this purpose.

Internet Devices and Locations

Most weekly Internet users are going online at home or on mobile phones and tablets. Nearly eight in 10 (79.9%) past-week users have accessed the Internet from home in the past seven days. Mobile phones and tablets are also becoming increasingly common. While in 2012, only 28.8% of past-week Internet users used their mobile phone to access the Internet in the past week, in 2013, 41.1% did.

Although relatively few Egyptians have Internet access, access is not the chief barrier to use. Egyptians who have not used the Internet in the past four weeks (74.7%) are most likely to say they haven't used it because they don't know how to use it (69.2%). Half (50.4%) say that they don't want to use the Internet. But lack of access is the chief reason for four in 10 who haven't used it recently. This is significantly more common in rural areas, where nearly half (49.9%) of those who haven't used it cite access as the issue, compared with 35.3% in urban areas.

Older Egyptians who have not used the Internet recently, particularly those older than 55, are less likely to either know how to use the Internet (81.3%) or want to use the Internet (56.7%) than younger Egyptians. Younger Egyptians are more likely than older Egyptians to say they don't have access (55.8%), but more than half (55.6%) also say they don't know how.

Mobile Phones

Nearly eight in 10 (78.7%) Egyptians personally have a mobile phone, and another 14% (92.9% overall) have access to a mobile phone of someone close to them. Mobile phone ownership is common across all demographics and areas in Egypt, but women (69.0%) and those with limited education (62.0%) are the least likely to personally own a mobile phone.

Advanced mobile phone use, such as browsing the Internet or sending photos, remains limited among Egyptian mobile phone owners. While essentially all Egyptians use their phones to make or receive calls, only 59.0% have sent or received a text message in the past week, and even fewer (14.7%) have accessed the Internet or sent a photo (12.8%). Watching live television on mobile phones is practically unheard of because of slow data speeds and the high cost of live streaming.

As with Internet use, the mobile "power users" are the younger, more educated Egyptians. Those with a college

education are more than three times as likely to access the Internet (35.1%) as those with less education (10.9%). Nearly three in 10 (29.6%) mobile phone owners between the ages of 15 and 24 have downloaded and viewed a video clip, compared with 15.4% of all mobile phone owners.

News Interests and News Sharing

Egyptians are extremely interested in news, particularly about their own country. Three-quarters of Egyptians (76.8%) access the news at least once a day, with almost one in 10 (9.4%) accessing it once an hour or more, and 81.9% say they follow the news about Egypt somewhat or very closely.

Most Egyptians (92.0%) are somewhat or very interested in news about their own country. A little less than half are interested in news about the Arab world (45.6%), and only 23.4% are interested in news about the rest of the world.

Television is the most trusted source of news, with 72.5% of past-week users trusting the news and information available on television somewhat or strongly. The majority of past-week radio users (57.5%) trust the medium, and 69.5% of past-week users trust the Internet.

About six in 10 (60.1%) Egyptians can be considered frequent news sharers, discussing and sharing news with family and friends at least once a week. A little more than half of these people (31.9% overall) share news daily or most days of the week.

Methodology

This report contains results from a nationally representative, face-to-face survey of 2,000 Egyptians aged 15 and older. The survey is representative of the views and opinions of 57,391,026 Egyptian adults. Researchers conducted face-to-face interviews from Dec. 13-26, 2013, in Arabic. This study excluded the five frontier governorates (Matruh, Red Sea, New Valley, North Sinai, and South Sinai), as they are geographically remote and represent a small proportion of the population of the country. Together they represent 1.8% of the total adult population. All results are weighted by age, gender, and educational attainment to reflect the characteristics of the national population.

Contact

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