

Sam Solomon and David Peng
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Introduction

- National face-to-face survey of Egypt commissioned by D3 Systems
- Objective: To study the telephone-owning population of Egypt and telephone usage habits of Egyptians
- $n=2,501$
- Enumeration: February 13 – October 29, 2013
- Fieldwork: October 1 – December 18, 2013

Methodology

- Multi-stage stratified cluster design
- Stratification by governorate and urbanity
- *Shiakhnas* and villages serve as primary sampling units (PSUs)
- Enumeration of households within PSU using census maps
- Simple random sample of enumerated households and assignment to replicates
- Kish grid selection of respondent in household

Fieldwork Outcomes

- Enumeration and fieldwork conducted by 49 Egyptian interviewers
- Protests in Alexandria, Asyut, Cairo, Giza, and Minya delayed completion of enumeration
- Response Rate 3: 51.5%
- Disposition data collected on all 5,044 contacted households
- Telephone usage data collected on 7,413 household residents

Figure 1. Egyptians by User Type

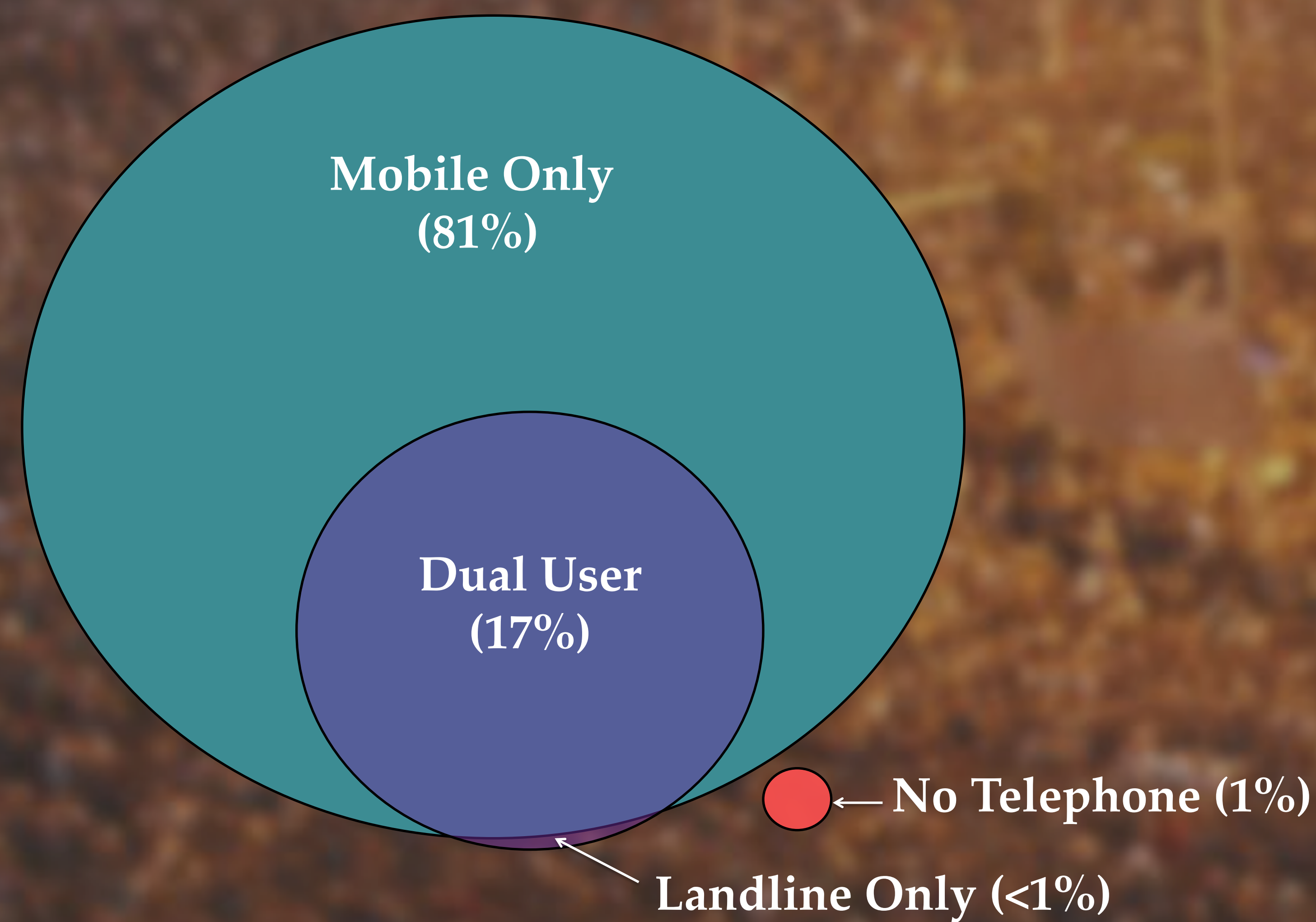


Figure 2. User Type Mix by Governorate

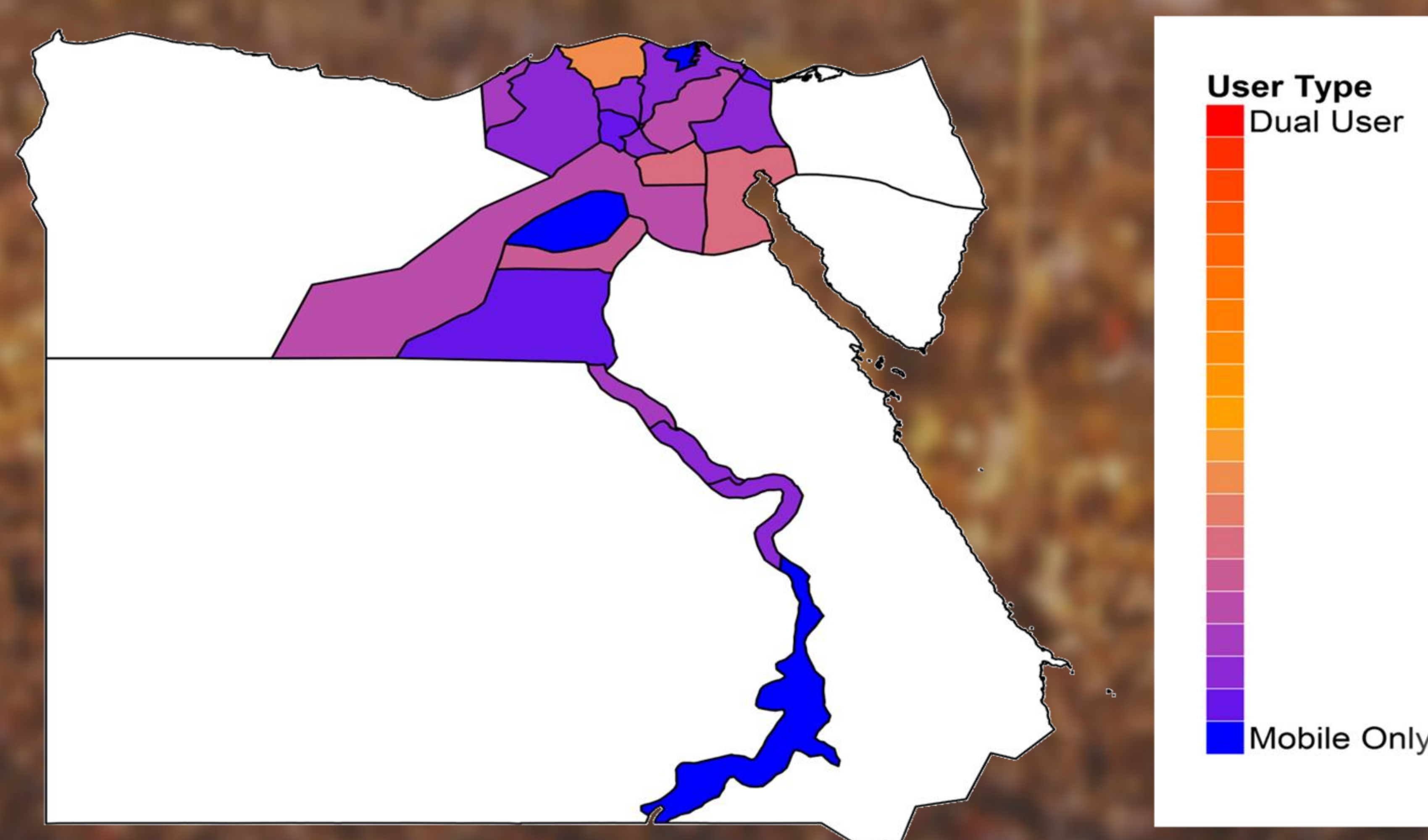
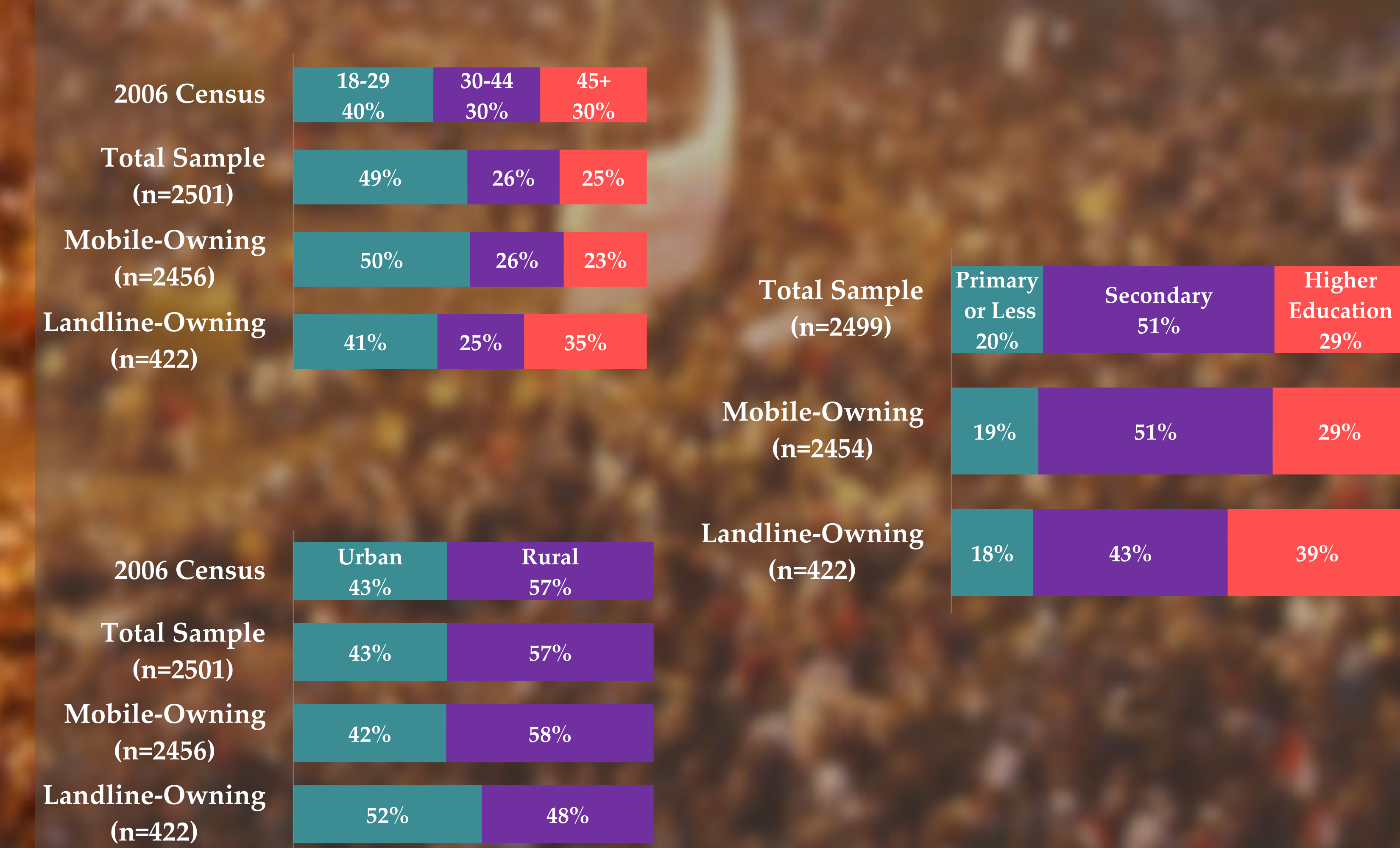


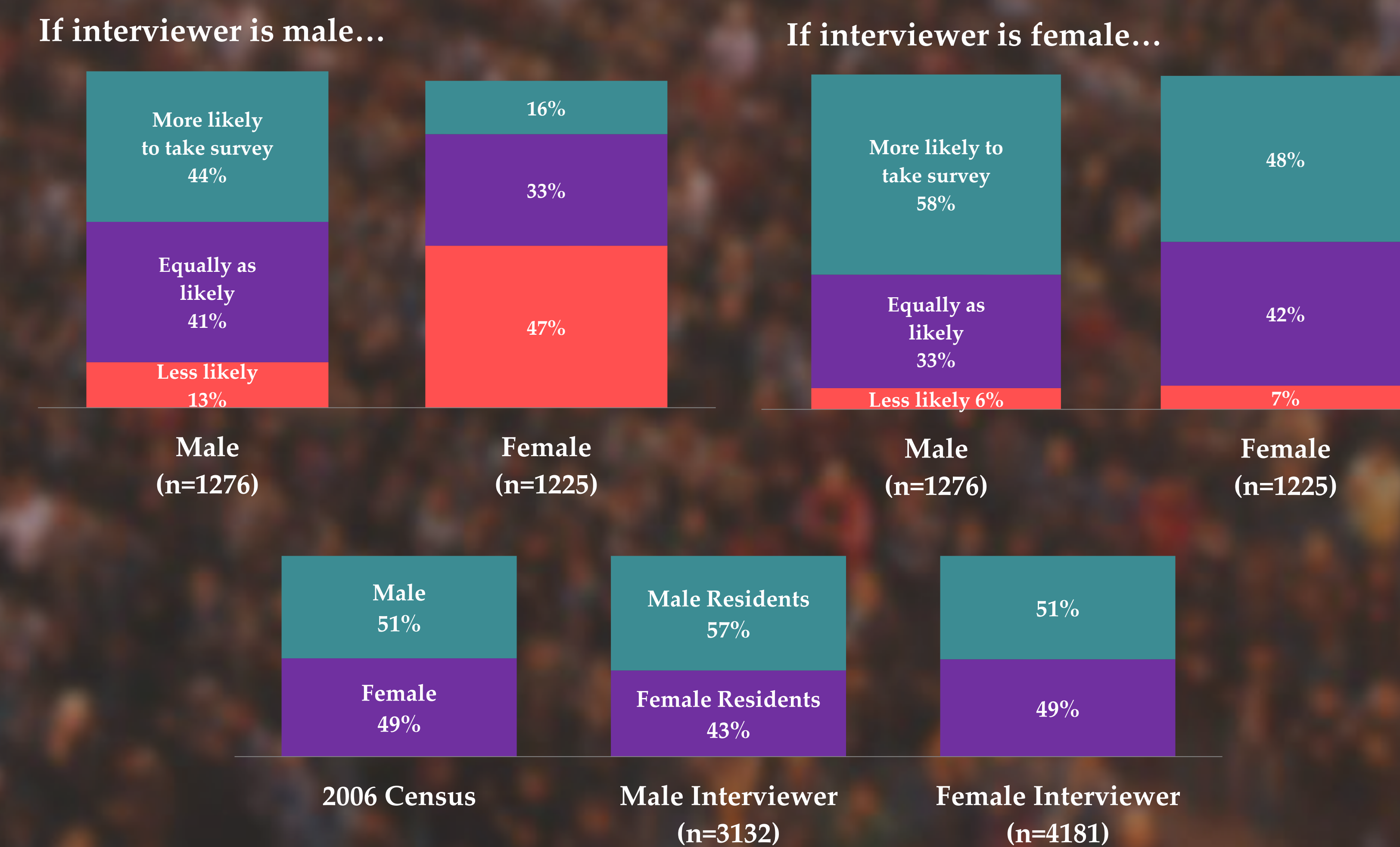
Figure 3. Age, Urban/Rural Status, and Education by User Type



Results

- **Methodology**
 - Most Egyptians have access to a mobile phone
 - Mobile-only respondents are more likely than dual users to be younger, less educated, lower class, and living in rural areas
 - Area and mobile provider codes collected for future computer-assisted telephone interviewing (CATI) research
- **Cultural Factors**
 - Dual users are more likely to answer their mobile phones than landline phones, even for calls outside of Egypt
 - Greater willingness to participate in surveys over mobile phone
 - Males more willing to participate in surveys than females
 - Female participation in interviews less likely with male interviewers

Figure 4. Cultural Gender Bias (Individual and Household)



Discussion

- Telephone penetration is very high in Egypt
- A complete mobile-only frame covers 98% of Egypt's population
- Sample allocation by frame will have an impact on sample demographics
- Interviewer gender will have an impact on sample demographics
- Disposition data and household roster data can be used for more detailed analysis of user type and cultural factors

References

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- Kuusela et al. 2008. "The Influence of Mobile Telephones on Telephone Surveys." Advances in Telephone Survey Methodology (Chapter 4).
- Peytchev, Andy and Benjamin Neely. 2013. "RDD Telephone Surveys: Toward a Single-Frame Cell-Phone Design." Public Opinion Quarterly 77 (1): 283-304.