
Press Release 21st September 2015

The Egyptian Coalition for Human Rights and Development

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Elections News Network

Issue Report about Evaluating TV Channels Performance in Covering Parliamentary Elections 2015

On Monday, 21st September 2015, the Egyptian Coalition for Human Rights and Development, in cooperation with Elections News Network, issued a report about evaluating the performance of TV channels in covering the parliamentary elections 2015. The report tackles the results of polls conducted during the period from 1/9/2015 to 17/9/2015. The report bases on the legal criteria regarding the law of practicing political rights no.45 of 2014.





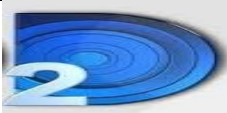





In its methodology, the report depends on general questionnaire for voters in 15 governorates targeting a sample that included 1200 people in those governorates. The sample included the category from 18 to 60 years old. The report bases on questionnaires through online interviewing schedule which means that the fault indicator reached 25%. The questionnaire reached some results, the most important of which are:

1. 62% of the sample sees that TV channels provide adequate information.

The polls' results revealed that 62% of the research sample sees that different TV channels provide adequate information regarding the electoral process, while 38% of the sample pointed out that that information provided by TV channels are not adequate and they have to follow up newspapers and news websites to have more information about the electoral process.

2. ON TV channel in the top of the Egyptian watcher's interests

The polls' results pointed out that ON TV channel attracts the Egyptian citizen, since it occupies the first grade in all fields of following up and credibility.

Arrange the TV channels according to their importance for you					
	Very important	Important	Middle	Less than middle	Not important
	300	254	539	97	10
	127	331	469	254	19
	121	297	327	420	35
	250	426	421	95	8
	210	258	260	462	10
	260	352	427	156	5
	200	407	324	261	8
	386	337	296	174	7
	124	245	456	247	128
	220	125	352	406	97

The polls' results pointed out that ON TV channel registered the highest watching rates by 18% with difference of 4% than the second grade occupied by Al Mehwar by 14%, then Al Kahara W El Nas by 12%, then CBC registered 11%.

3. Al Hayah channel is the most influenced by political money in elections and Al Kahara W El Nas is the least influenced.

13% of the sample stated that Al hayah channel is the most influenced by the political money, while CBC comes in the second grade by 12%. Sada El Balad channel comes in the third grade since 10% of the sample pointed out that it is influenced by political money. Al Kahara W EL Nas channel occupied the last grade

since only 8% stated that it is influenced by political money. The same ratio goes for EL News channel which is owned by the state. Then ON TV occupies the seventh grade by 10% of the sample's results.

4. The programs of ON TV, El Mehwar and CBC regarding the elections are the most followed

Regarding programs tackling and following up the elections, 17% of the sample pointed out that they are most interested in the programs of ON TV channel, while the programs of El Mehwar and CBC come in the second grade by 15%. The least grades are occupied by Dream channels by 5%, them Al Hayah channel by 4% and finally Nile News channel by 2%.

5. ON TV and El Mehwar channels are the most prominent channels through which Egyptians know the appointment of the next parliamentary elections

Concerning the channels through which Egyptians know the dates of the next parliamentary elections, the research sample revealed that ON TV, El Mehwar and CBC channels are the most prominent channels through which they know the dates of the parliamentary elections. ON TV channel comes in the top of the channels by 18% from the total of the sample. Then El Mehwar comes in the second grade by 17%, while CBC occupies the third grade by 12% to be equal with Al Kahara W El Nas and Al Nahar channels.

6. Al Hayah and Sada El Balad are the most partial in covering elections

The polls' results revealed that ON TV, Al Kahara W El Nas and Al Nahar channels are the impartial channels in covering the elections seen by the sample.

ON TV channel comes in the first grade by 15% with difference of 1% from Al Kahara W El Nas channel. Al Nahar channel comes in the third grade by 13% and

Dream and El Mehwar comes in the fourth grade by 12%. Al Hayah, Sada El Balad and Ten channels come in the last grade by 6%, while Nile News channel gets 7% of the sample's opinions.

7. ON TV and Al Kahara W El Nas are the most impartial channels in transmitting the political parties and powers' situations

The polls' results showed that 15% of the research sample sees that ON TV channel comes in the first grade as the most impartial channels in transmitting the situations of political parties, while 14% of the sample sees that Al Kahara W EL Nas comes in the second grade and Al Nahar comes in the third grade.

On the other hand, the polls' results revealed that Al Hayah channel is the most partial channel in transmitting news of political parties and powers followed by CBC channel.