



***Public Opinion Poll Center
(POPC) of the
Information & Decision Support Center (IDSC)***

URL	http://www.pollcenter.idsc.gov.eg	
Brief	<p>The Public Opinion Poll Center (POPC) was established in 2003 acting as the first center studying trends of the Egyptian public opinion around different issues on the national and regional levels. It presents these studies to decision makers so as to guide them in laying down different plans and policies. It also deals with measuring public opinion concerns, which may help in identifying issues of high priority that have to be on the list of concerns of decision makers.</p> <p>The establishment of the Center came as a result of IDSC's (Information and Decision Support Center) full perception of the indispensable role that public opinion polls play in the democratization process, reassuring the public that at some level their opinion counts. It also came in compliance with the IDSC's commitment to provide robust information and databases that could contribute in encountering national problems and issues, besides setting down advanced systems to measure the societal public opinion in developmental issues.</p> <p>During the past few years, the Center conducted polls on Egyptians' opinion around different issues of high concern, covering political, social, and economic matters. The Center is considered to be the first public poll center in Egypt and the Middle East conducting polls through phone lines. As a result, many national and foreign institutions resorted to the POPC in order to help them in conducting public opinion polls. A large number of experts, specialists and citizens were highly concerned with the results of these polls which occupied a large segment of public discussion.</p>	
Objectives/ Mission	<p>The mission of the Center is to achieve instant and accurate determination of the Egyptian public poll trends, which in turn supports the decision making process in economic, social, and political issues that are raised on the local, regional and international levels.</p> <p>Objectives of the Center include:</p> <ul style="list-style-type: none"> • Reinforcing the role of public opinion polls in supporting decision makers. • Achieving more communication between the government and citizens. • Contributing to the build-up of societal culture that encourages constructive participation. 	
Methodology and Tools	<p>POPC uses an Electronic Poll Management System (EPMS), considered a pioneer system in the field of public opinion polls management, because of its high capabilities in automating the work flow in surveying centers. POPC is considered the first professional Arab institution providing an integrated surveying solution based on the use of the latest technologies with ultimate support of theoretical and scientific standards and specifications used in public opinion surveys such as sampling methodologies, questionnaire validation and skip rules.</p> <p>After categorizing the governorates of Egypt, a one-layered strata sample is designed for adults (over 18 years of age) in different Egyptian governorates that have telephone lines installed in their homes. Governorates are divided into three categories; Urban governorates, governorates of Lower Egypt and governorates of Upper Egypt. Relative weights are used to represent each governorate according to its actual representation in society.</p> <ul style="list-style-type: none"> - A database of Egyptian home telephones is used by the POPC, provided by Egyptian Telecom. - The size of the primary sample is determined according to the percentage of responses received from the pre-test, which intends to reach around one thousand responses from families. This number insures that sampling errors do not exceed $\pm 3\%$ and therefore reaching a fair representation of the geographical distribution of the Egyptian society. <p>In order to avoid sampling errors:</p> <ul style="list-style-type: none"> • Data is collected by telephone interviews that take place throughout the day, between 11:00 - 15:00 and 16:00 - 20:00. • Qualitative and Quantitative data for the responses must be coded and categorized. • The responses of the interviewees are revised, while incomplete and inconsistent responses are disregarded. • Data included in responses must be statistically analyzed using the SPSS statistical package, and open-end questions should be qualitatively analyzed. • A factor analysis method is used to measure the economic level of the surveyed families. 	
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