

77% of Egyptian Facebook users browse for news

The recently compiled survey titled "*eMarketing Egypt insights 5th Edition 2014 Report*" pointed out that 60% of Egypt Facebook users have Google+ accounts, and 54% of them have also twitter accounts. Meanwhile, 21% of them don't have any other accounts on other social networks.

Female users percent reached 42% out of the Facebook only users if compared with male users. Age categorisation shows that 86% are below 35.



The Online Competitive Intelligence Manager in eMarketing Egypt, Ossama El-Badawy said; "Facebook is no more considered as just a social network." One of the main findings of the report is that 83% of Egypt Facebook users, use the platform "to stay in touch with friends and family", while 77% of them use it mainly "to get news and information".

"eMarketing Egypt " report added that 97% of Egypt Facebook users log-in to their accounts on daily basis, and 33% of them stay active online for more than two hours.

For more information please [download the report for free](#).

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