Project Capital

Short survey on **NEGOSYO**

Survey Period: November 2023

Survey Methodology

Methodology	Self-accomplished online survey via Tangere app using a structured questionnaire and visual aids
Target respondents *(Qualifications)*	• Males and females • 18 years old and above • From SEC ABCDE households
Sample Size *(Base)*	A total of **n=1,800 interviews** were completed among qualified respondents
Margin of Error	+/-2.26% at the 95% confidence level
Survey Area	Nationwide
Sampling Design	Convenience sampling
Survey Period	November 2023

Tangere leveraged its mobile application that is available on:

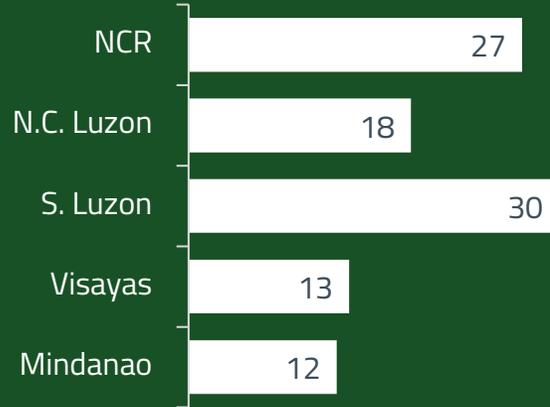GET IT ON Google Play   Download on the App Store   HUAWEI Download on AppGallery

Notes in reading the report

- All figures shown in tables and/or charts are in percentages (%).

- Base figures shown are unweighted and are the actual number of interviews. The study employed non-probability sampling, specifically convenience sampling.

- A minimum base of 30 is considered statistically stable to draw conclusions.

- For bases that are less than 30 (shaded in gray), if applicable, a notation is made that results must be read with caution due to high margin of error. Results for bases less than 30 shall be indicative only.

- Significance testing in data tables is denoted by green (as significantly higher vs. total) and pink (as significantly lower vs. total).

- No significance testing shall be applied for segments with bases less than 30.

- Any minor discrepancies are due to rounding off. Exact figures (e.g., with decimals) are to be provided in the raw data / Tableau dashboard by request.

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Respondent Demographics

AREA
- NCR — 27
- N.C. Luzon — 18
- S. Luzon — 30
- Visayas — 13
- Mindanao — 12

AGE
- 18 to 25 years old — 23
- 26 to 35 years old — 47
- 36 to 50 years old — 25
- 51 and up — 5

GENDER
- Female — 60
- Male — 40

SEC
- Class ABC — 8
- Class D — 73
- Class E — 19

CIVIL STATUS
- Single — 61
- Married — 37
- Separated — 1

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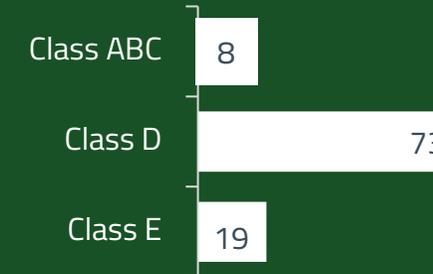
SUMMARY

- Manila Bulletin and Philippine Daily Inquirer leads the newspaper preference both closely at 1st and 2nd place in overall rankings.

- Filipinos sees different kinds of marketing advertisements and marketing initiatives from different brands in both traditional and online formats. However, the majority prefers Social Media as the top preferred channel for marketing communication.

- 8 out of 10 Filipinos are aware of the Go Negosyo institute or brand, with social media as the top preferred channel, information for Go Negosyo greatly come from different social media channels as well.

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MOST PREFERRED NEWSPAPER

Manila Bulletin leads the preferred newspaper outlet compared to its competitors. However, it is closely followed by Philippine Daily Inquirer with just a minimal score difference.

Manila Bulletin	Philippine Daily Inquirer	Philippine Star	The Manila Times	Others	Doesn't Read Newspaper
30%	29%	18%	2%	3%	18%

Number 1

on Rankings based on Tangere bayanihan survey with 30% of votes, results was analyzed and gathered latest of November 2023
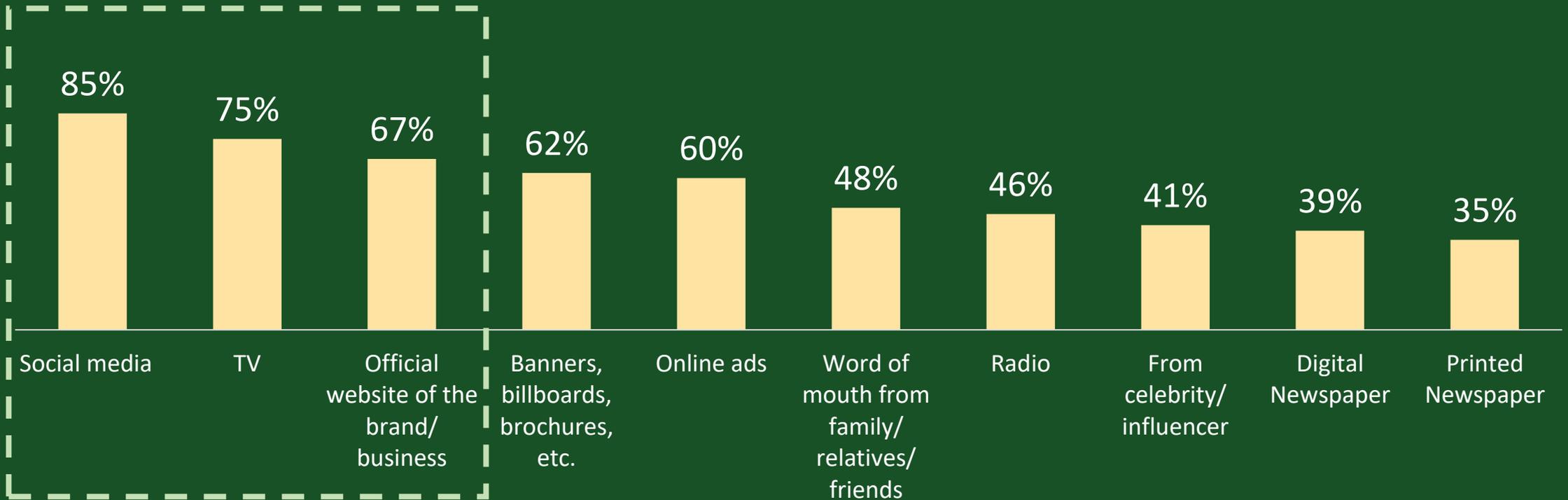

Number 2 on Rankings based on Tangere bayanihan survey with 29% of votes, results was analyzed and gathered latest of November 2023

Number 3 on Rankings based on Tangere bayanihan survey with 18% of votes, results was analyzed and gathered latest of November 2023

n=1800

Q. Which of the following newspapers do you prefer reading the most?

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PREFERRED CHANNELS FOR MARKETING COMMUNICATION

Advertising may come in both traditional and online means, and the top channels for brand advertising or marketing is on Social Media followed by TV and Websites.

Channel	Percentage
Social media	85%
TV	75%
Official website of the brand/ business	67%
Banners, billboards, brochures, etc.	62%
Online ads	60%
Word of mouth from family/ relatives/ friends	48%
Radio	46%
From celebrity/ influencer	41%
Digital Newspaper	39%
Printed Newspaper	35%

n=1800

Q. Which of the following channels/ materials is your preferred way to make you aware of a brand or business? Choose all the answers that apply to you.

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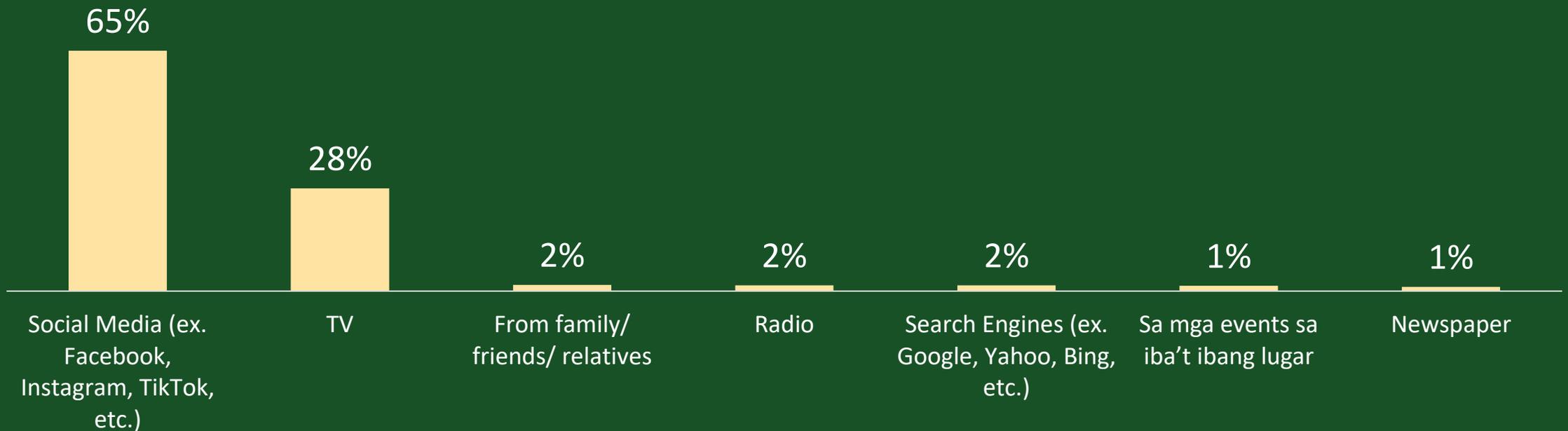# AWARENESS ON NEGOSYO
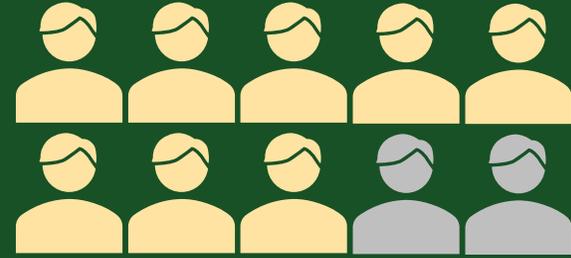
8 out of 10 FILIPINOS

are aware of Go Negosyo – an institution that helps MSMEs scale up their business thru coaching and mentoring.

n=1800

Q. Are you familiar with Go Negosyo?

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NEGOSYO SOURCES OF AWARENESS

From the 8 out 10 Filipinos that knew about Go Negosyo, most have seen or heard about Go Negosyo in Social Media channels like FaceBook, Instagram, Tiktok, etc.
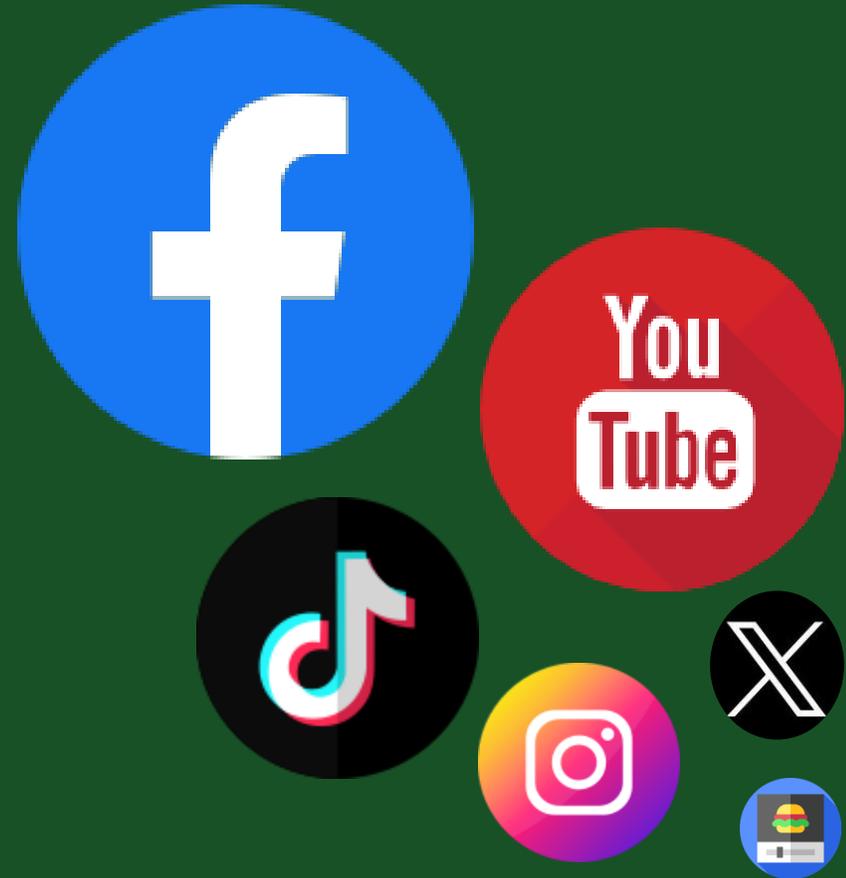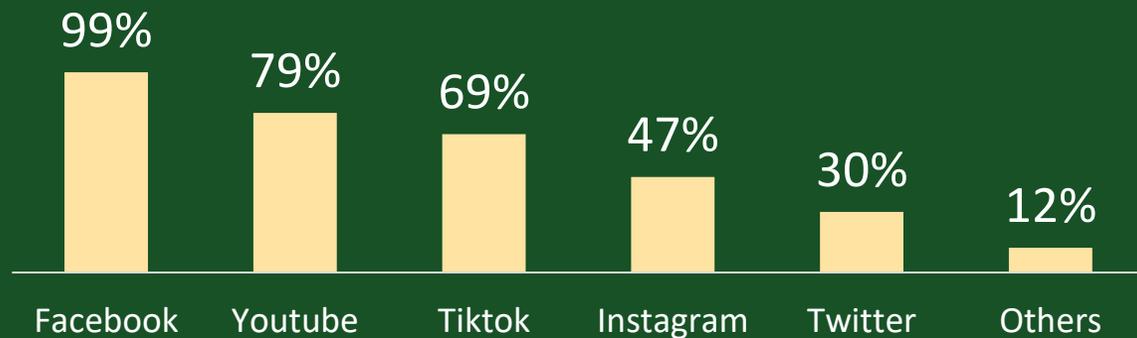

Source	Percentage
Social Media (ex. Facebook, Instagram, TikTok, etc.)	65%
TV	28%
From family/ friends/ relatives	2%
Radio	2%
Search Engines (ex. Google, Yahoo, Bing, etc.)	2%
Sa mga events sa iba't ibang lugar	1%
Newspaper	1%

n=1478

Q. How or where did you first hear about Go Negosyo?

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SOURCES OF INFORMATION BY SOCIAL MEDIA

Looking at the demographics present, it is the upper income class who drives the usage of Instagram and Twitter for the information relating to Go Negosyo.

SOURCE OF INFORMATION BY SOCIAL MEDIA			Facebook	Youtube	Tiktok	Instagram	Twitter	Others
Total		**954**	**99%**	**79%**	**69%**	**47%**	**30%**	**12%**
AGE GROUP	18 to 25 years old	186	99%	76%	70%	53%	30%	13%
	26 to 35 years old	496	99%	78%	70%	44%	30%	10%
	36 to 50 years old	233	99%	84%	67%	49%	31%	15%
	51 and up	39	97%	79%	51%	51%	28%	23%
GENDER	Female	597	99%	78%	71%	49%	29%	12%
	Male	357	99%	81%	64%	45%	32%	14%
AREA	NCR	278	99%	80%	68%	50%	32%	11%
	Northern and Central Luzon	154	99%	77%	66%	42%	24%	8%
	Southern Luzon and Bicol Region	295	99%	80%	67%	48%	32%	9%
	Visayas	117	100%	83%	76%	52%	33%	25%
	Mindanao	110	98%	73%	71%	43%	25%	16%
SEC	SEC AB	42	98%	86%	76%	64%	52%	17%
	SEC C	40	98%	83%	65%	50%	40%	15%
	SEC D	696	99%	78%	68%	46%	29%	13%
	SEC E	176	99%	81%	72%	49%	27%	10%
CIVIL STATUS	Single	568	99%	80%	68%	48%	30%	11%
	Married	375	99%	78%	69%	46%	29%	15%
	Separated (legally or not)	11	91%	91%	82%	91%	45%	18%

n=954

Q. How or where did you first hear about Go Negosyo?

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✓ **Do you want a better understanding of your** *Market?*

✓ **Are you in need of** *Consumer Insights?*

✓ **Are you targeting the** *Right Consumers?*

Contact Us!

Angela Gloria – Senior Accounts Manager
angela@tangereapp.com
+63 917 358 5158

Joseph Canuto – Business Dev Solutions Architect
jm@tangereapp.com
+63 906 412 1270