2023 SONA
Public Opinion Poll on the 2023 State of the Nation Address

Survey Period: July 2023

Prepared by:

acquisition apps, inc.

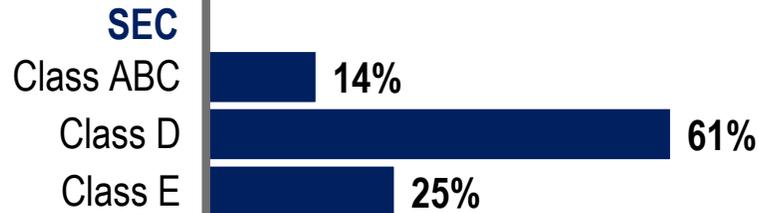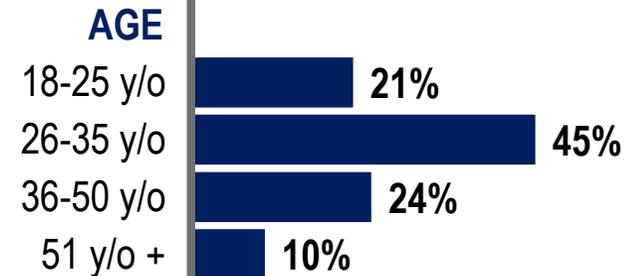# Survey Methodology

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	+/-2.3% at the 95% confidence level
Survey Area	Nationwide
Sampling Design	Convenience sampling
Survey Period	July 2023

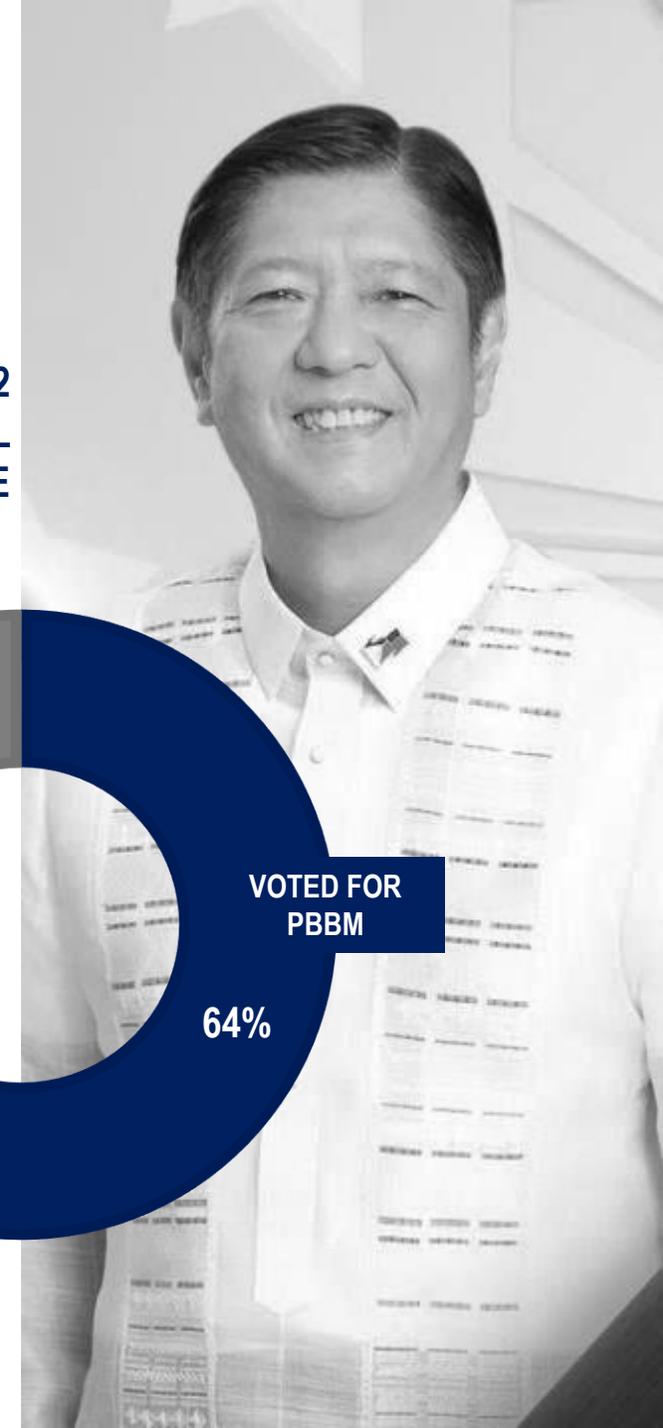*Tangere leveraged its mobile application that is available on:*

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n=2,400

Profile of Respondents

GENDER

Male — 56%
Female — 44%

AGE

18-25 y/o — 21%
26-35 y/o — 45%
36-50 y/o — 24%
51 y/o + — 10%

SEC

Class ABC — 14%
Class D — 61%
Class E — 25%

AREA

Nat'l Capital Region (NCR) — 12%
North/Central Luzon (NCL) — 23%
South Luzon/Bicol (SLB) — 22%
Visayas — 20%
Mindanao — 23%

2022 PRESIDENTIAL ELECTION VOTE

ABSTAINED/ DID NOT VOTE — 7%
DID NOT VOTE FOR PBBM — 29%
VOTED FOR PBBM — 64%
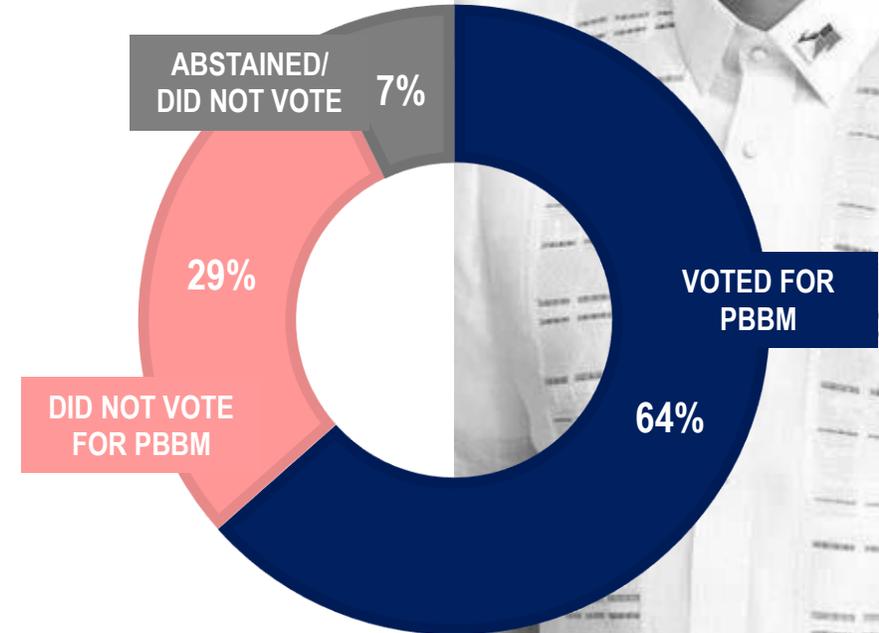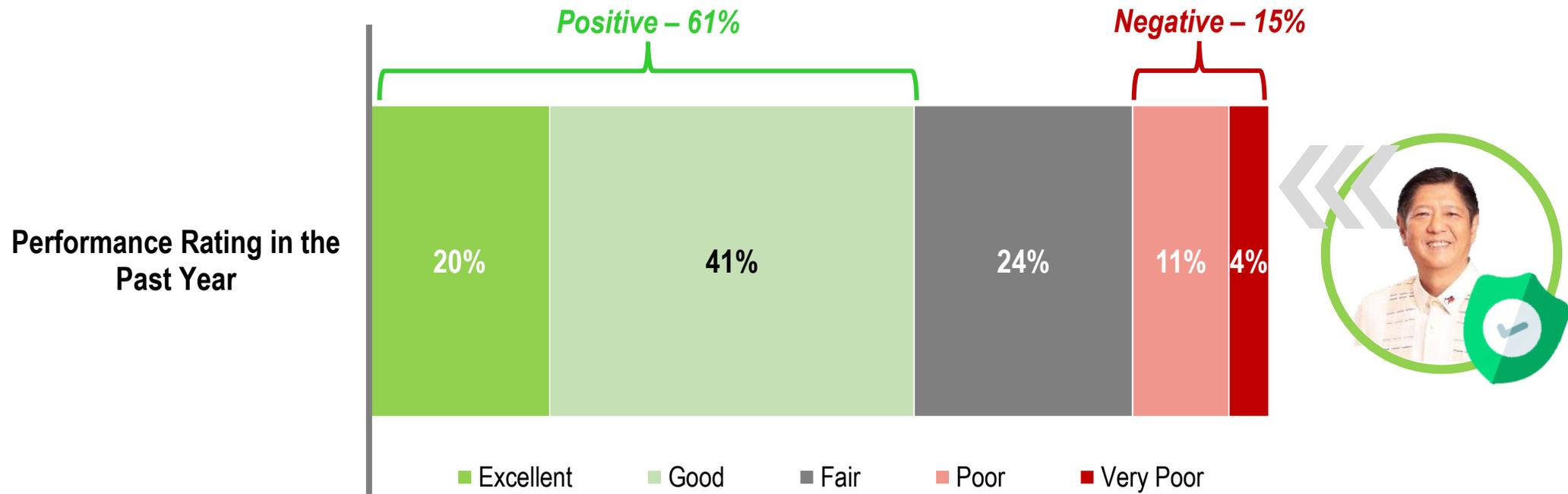
Notes in reading the report

- 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.

*Performance Rating of
President Ferdinand
"Bongbong" Marcos (PBBM)*

Majority, or about 6 out of 10 Filipinos, rate PBBM's past year performance positively

Positive – 61%

Negative – 15%

Performance Rating in the Past Year

| 20% | 41% | 24% | 11% | 4% |

■ Excellent   ■ Good   ■ Fair   ■ Poor   ■ Very Poor

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This positive rating is expectedly stronger in his bailiwick, North and Central Luzon (NCL) areas, as well as among those that previously supported him in the elections
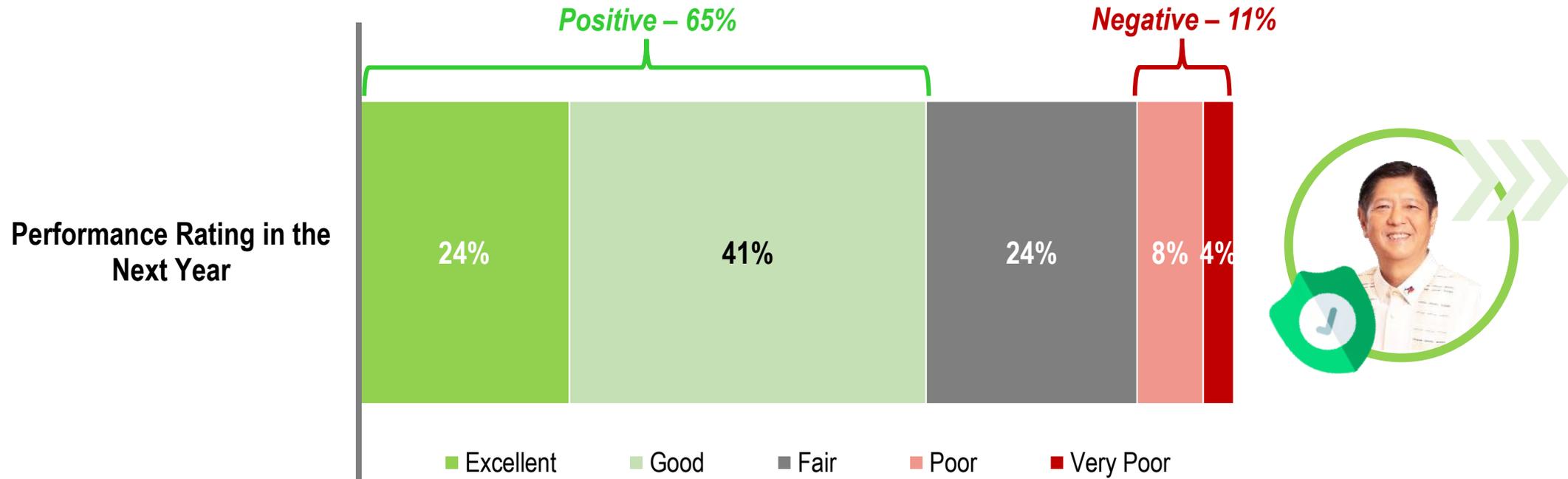
PERFORMANCE RATING OF PBBM IN PAST YEAR	TOTAL	GENDER		AGE				SEC			AREA					FOR PBBM IN 2022		
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o+	ABC	D	E	NCR	NCL	SLB	VIS	MIN	Vote	Not vote	Abstain
BASE - Total Interviews	1800	1000	800	384	813	427	176	260	1095	445	216	414	396	360	414	1142	528	130
POSITIVE (TOP 2 BOX)	61%	61%	60%	61%	63%	59%	52%	61%	59%	64%	57%	65%	64%	56%	58%	72%	39%	44%
Excellent	20%	20%	20%	21%	21%	19%	16%	23%	19%	22%	17%	25%	22%	17%	18%	26%	10%	11%
Good	41%	41%	40%	40%	42%	40%	35%	37%	40%	43%	40%	40%	42%	40%	40%	47%	29%	33%
Fair	24%	23%	26%	24%	23%	24%	31%	25%	25%	21%	26%	22%	23%	26%	26%	20%	29%	42%
Poor	11%	11%	10%	10%	10%	12%	13%	11%	11%	10%	13%	9%	9%	12%	12%	6%	22%	8%
Very Poor	4%	5%	4%	5%	3%	6%	5%	3%	5%	4%	4%	4%	4%	6%	4%	2%	10%	5%
NEGATIVE (BOTTOM 2 BOX)	15%	16%	14%	15%	14%	17%	18%	14%	16%	14%	17%	13%	13%	18%	16%	8%	31%	14%

One year after his election into office, he maintains to have detractors among his non-voters

BASE – Total interviews (1,800)
🟩🟥 – Significantly higher/lower vs. the total

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Meanwhile, there is positive outlook for PBBM's performance in the next year as well

Positive – 65%

Negative – 11%

Performance Rating in the Next Year

| 24% | 41% | 24% | 8% | 4% |

■ Excellent   ■ Good   ■ Fair   ■ Poor   ■ Very Poor

Q3. Sa iyong palagay, ano ang magiging performance ni Bongbong Marcos sa kanyang susunod na taon bilang bagong Pangulo ng Pilipinas?

BASE – Total interviews (1,800)

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It is again NCL areas and his supporters that drive high expectations for a positive performance in the next year

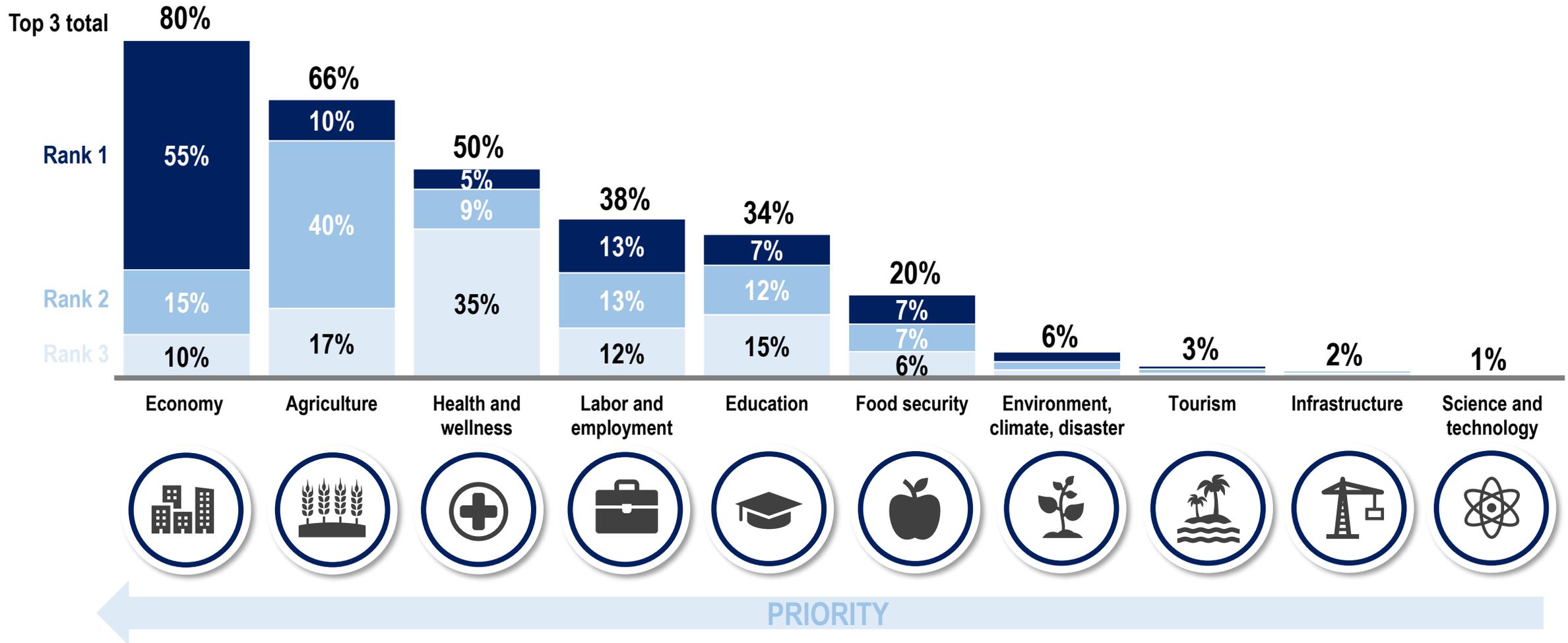| PERFORMANCE RATING OF PBBM IN NEXT YEAR	TOTAL	GENDER		AGE				SEC			AREA					FOR PBBM IN 2022		
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o+	ABC	D	E	NCR	NCL	SLB	VIS	MIN	Vote	Not vote	Abstain
BASE - Total Interviews	1800	1000	800	384	813	427	176	260	1095	445	216	414	396	360	414	1142	528	130
POSITIVE (TOP 2 BOX)	65%	65%	65%	64%	65%	68%	56%	66%	63%	68%	59%	71%	68%	61%	62%	76%	45%	51%
Excellent	24%	24%	24%	25%	23%	24%	26%	27%	22%	26%	20%	30%	26%	21%	21%	32%	10%	12%
Good	41%	41%	40%	40%	42%	44%	30%	39%	41%	41%	39%	41%	42%	40%	41%	44%	34%	39%
Fair	24%	23%	25%	22%	26%	19%	31%	25%	24%	23%	31%	21%	20%	24%	27%	19%	31%	38%
Poor	8%	8%	7%	10%	6%	8%	10%	6%	8%	7%	6%	4%	9%	10%	8%	3%	17%	8%
Very Poor	4%	3%	4%	3%	3%	5%	3%	3%	4%	2%	4%	4%	2%	5%	3%	2%	7%	2%
NEGATIVE (BOTTOM 2 BOX)	11%	12%	10%	13%	8%	13%	14%	8%	12%	9%	11%	8%	11%	15%	11%	5%	24%	11%

Q3. Sa iyong palagay, ano ang magiging performance ni Bongbong Marcos sa kanyang susunod na taon bilang bagong Pangulo ng Pilipinas?

BASE – Total interviews (1,800)

🟩🟥 – Significantly higher/lower vs. the total

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Expectations for 2023 SONA

In the upcoming SONA, majority of Filipinos want PBBM to prioritize the Philippine economy, with over half considering this their most important concern

Top 3 total

	Economy	Agriculture	Health and wellness	Labor and employment	Education	Food security	Environment, climate, disaster	Tourism	Infrastructure	Science and technology
Total	**80%**	**66%**	**50%**	**38%**	**34%**	**20%**	**6%**	**3%**	**2%**	**1%**
Rank 1	55%	10%	5%	13%	7%	7%				
Rank 2	15%	40%	9%	13%	12%	7%				
Rank 3	10%	17%	35%	12%	15%	6%				

PRIORITY

Q4. Alin sa mga sumusunod na usapin ng ating bansa ang dapat pinaka-pagtuunan ng pansin ni President Bongbong Marcos para sa kanyang SONA ngayong taon? I-rank ang mga sumusunod base sa kahalagahan ng gusto mong talakayin ni Bong Bong Marcos sa kanyang SONA. 1 - pinakamahalagang usapin, 2 - sumunod na mahalagang usapin, etc.
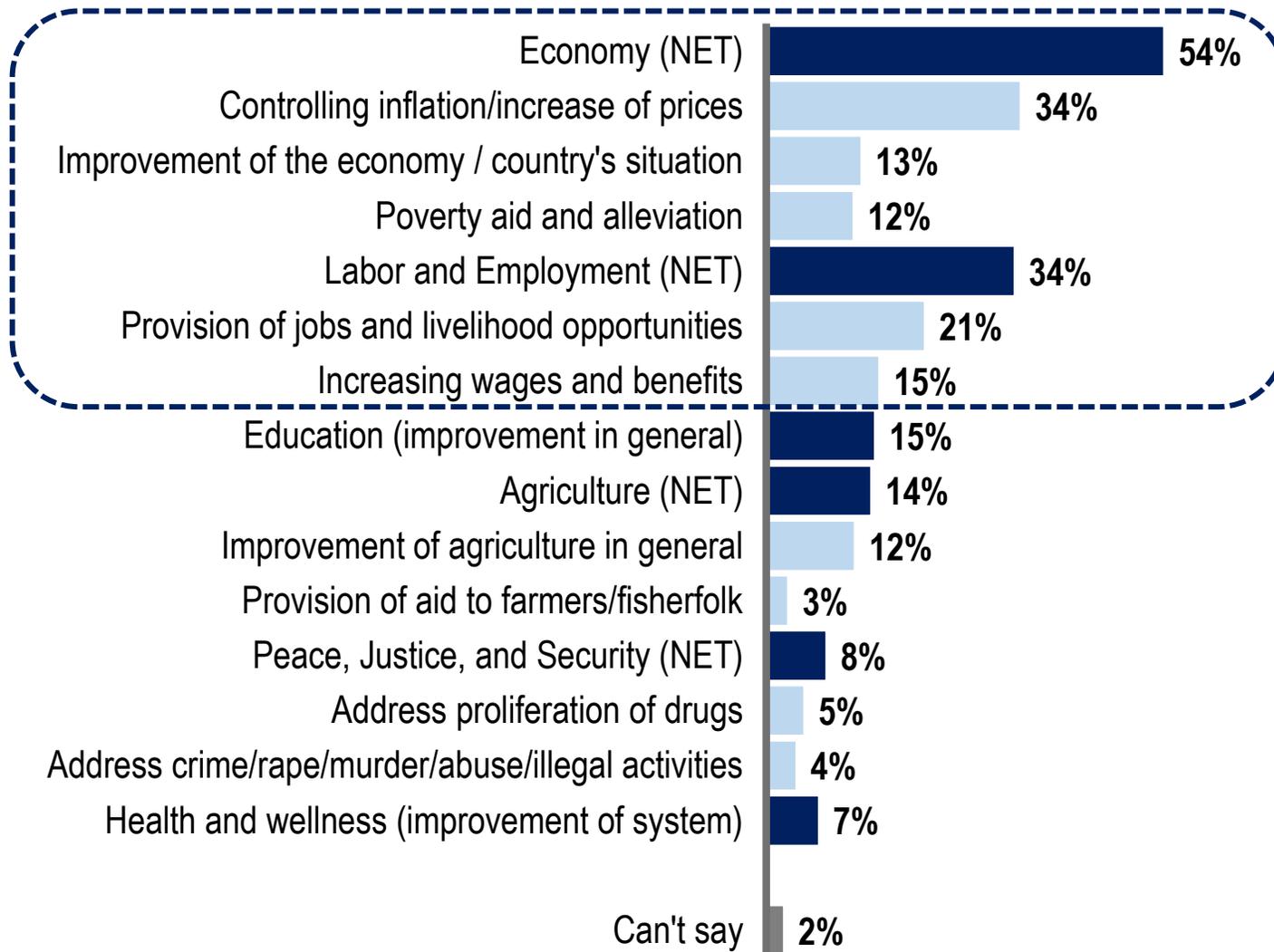
BASE – Total interviews (1,800)

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The older age segment, as well as the country's capital, drive the prioritization of the economy for the 2023 SONA

TOP NATIONAL CONCERNS WANT TO HEAR IN 2023 SONA	TOTAL	GENDER		AGE				SEC			AREA					FOR PBBM IN 2022		
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o+	ABC	D	E	NCR	NCL	SLB	VIS	MIN	Vote	Not vote	Abstain
BASE - Total Interviews	1800	1000	800	384	813	427	176	260	1095	445	216	414	396	360	414	1142	528	130
Economy	80%	81%	80%	77%	79%	82%	89%	84%	79%	82%	86%	80%	80%	78%	81%	80%	82%	79%
Agriculture	66%	67%	66%	70%	66%	64%	68%	65%	67%	66%	71%	67%	62%	65%	69%	67%	65%	66%
Health and Wellness	50%	49%	51%	45%	56%	45%	44%	47%	50%	50%	52%	49%	50%	51%	48%	51%	46%	52%
Labor & Employment	38%	40%	36%	37%	39%	38%	35%	40%	39%	35%	32%	37%	40%	38%	39%	36%	41%	44%
Education	34%	34%	34%	42%	32%	35%	27%	32%	35%	34%	27%	37%	36%	34%	33%	36%	33%	26%
Food security	20%	19%	21%	16%	19%	25%	22%	20%	19%	22%	22%	18%	21%	20%	19%	20%	20%	18%
Environment, climate adaptation, and disaster resilience	6%	5%	7%	9%	5%	5%	7%	7%	6%	6%	5%	5%	7%	8%	6%	6%	6%	8%
Tourism	3%	3%	3%	2%	3%	3%	2%	2%	3%	3%	2%	2%	3%	5%	2%	2%	4%	5%
Infrastructure	2%	2%	2%	2%	1%	3%	5%	2%	2%	2%	2%	3%	2%	1%	2%	2%	2%	1%
Science, Technology, and Innovation	1%	1%	0%	1%	1%	0%	1%	1%	1%	1%	0%	1%	0%	1%	1%	1%	1%	1%

Q4. Alin sa mga sumusunod na usapin ng ating bansa ang dapat pinaka-pagtuunan ng pansin ni President Bongbong Marcos para sa kanyang SONA ngayong taon? I-rank ang mga sumusunod base sa kahalagahan ng gusto mong talakayin ni Bong Bong Marcos sa kanyang SONA. 1 - pinakamahalagang usapin, 2 - sumusunod na mahalagang usapin, etc.

BASE – Total interviews (1,800)
■ ■ – Significantly higher/lower vs. the total

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Specifically, Filipinos are concerned of their purchasing power – they want to hear PBBM address rising prices as well as job and income opportunities

Concern	%
Economy (NET)	54%
Controlling inflation/increase of prices	34%
Improvement of the economy / country's situation	13%
Poverty aid and alleviation	12%
Labor and Employment (NET)	34%
Provision of jobs and livelihood opportunities	21%
Increasing wages and benefits	15%
Education (improvement in general)	15%
Agriculture (NET)	14%
Improvement of agriculture in general	12%
Provision of aid to farmers/fisherfolk	3%
Peace, Justice, and Security (NET)	8%
Address proliferation of drugs	5%
Address crime/rape/murder/abuse/illegal activities	4%
Health and wellness (improvement of system)	7%
Can't say	2%

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Inflation / Rising Prices of Goods

Employment / Wages

Inflation concerns go hand-in-hand with employment and wages, as both contribute to Filipinos' daily purchasing power and meeting of basic needs

Asia's prices are on rise. In the Philippines, they're soaring
By Raissa Robles
3 Apr 2023
Southeast Asia's fourth-largest economy sees inflation hit 8.6 percent, far above Thailand, Indonesia and Vietnam.
ALJAZEERA

Cost of living: How onions became a luxury in the Philippines
27 January
BBC

Bongbong Marcos on P20 per kilo rice: Coming soon
By: Daphne Galvez - Reporter / @DYGalvezINQ   INQUIRER.net / 11:46 AM March 16, 2023
INQUIRER.NET

Philippine workers seek hike in minimum wage amid inflation
Growth has been strong, but workers say rising prices are eroding earnings
NIKKEI Asia

30 May, 2022 Amid a fuel price hike and the erosion of real wages, Philippine unions are fighting for a living wage by filing petitions with the Regional Tripartite Wages and Productivity Boards (RTWPBs).
industriAll global union

Closer look at jobs picture shows growth in unstable employment
By: Kurt Dela Peña - Content Researcher Writer / @inquirerdotnet   INQUIRER.net / 03:31 PM July 10, 2023
INQUIRER.NET

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Inflation / Rising Prices of Goods

Employment / Wages

Inflation concerns go hand-in-hand with employment and wages, as both contribute to Filipinos' daily purchasing power and meeting of basic needs

> *Tungkol sa mga bilihin na **sana babala na ang mga presyo** dahil **mas nagmahal talaga pagka-upo niya** bilang presidente.*

> *Siguro 'yung bigyan ng **trabaho at hanapbuhay** ang mga mahihirap. Marami na kasi ang naghihirap ngayon at walang trabaho.*

*Pinanghahawakan ko 'yung sinabi niya na **pipilitin na ibaba ang mga presyo ng bilihin**. Naniniwala ako sa kaniya na magagawa niya 'yun.*

*Paano po masolusyunan ang **kahirapan at kawalan ng trabaho** ng bawat mamamayang Pilipino.*

*Ang presyo ng bilihin na halos hindi na kinakaya ng mamamayang Pilipino. Sa sobrang mahal ng mga bilihin, **hindi na afford na makabili ng masustansyang pagkain**.*

*Sahod ng mga manggagawa. **Hindi sapat ang sweldo** dahil sa mahal ang mga bilihin.*

*Pagtaas ng mga bilihin – at ang bigas, lalong tumataas, **wala ang 20 pesos [per kilo] na pangakong napako**.*

*Sana tumaas din ang sweldo lalo na dito sa probinsya, **'di 'yung sa NCR lang pinatupad na taasan** ang kanilang minimum wage.*

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Inflation is important among the 26-35 y/o segment, while upper income drive concern for increase in wages/benefits of employees

SPONTANEOUS CONCERNS WANT TO HEAR IN 2023 SONA	TOTAL	GENDER		AGE				SEC			AREA					FOR PBBM IN 2022		
		Male	Female	18-25 y/o	26-35 y/o	36-50 y/o	51 y/o+	ABC	D	E	NCR	NCL	SLB	VIS	MIN	Vote	Did not vote	Abstain
BASE - Total Interviews	1800	1000	800	384	813	427	176	260	1095	445	216	414	396	360	414	1142	528	130
Economy (NET)	54%	53%	54%	50%	56%	53%	53%	57%	53%	53%	52%	52%	55%	56%	54%	54%	54%	48%
Controlling inflation/increase of prices	34%	34%	35%	28%	39%	34%	30%	36%	35%	33%	38%	30%	37%	34%	35%	35%	35%	29%
Improvement of the economy / country's situation in general	13%	13%	12%	15%	10%	14%	16%	15%	12%	13%	13%	13%	12%	15%	12%	13%	12%	12%
Poverty aid and alleviation	12%	11%	13%	11%	13%	10%	11%	11%	12%	13%	7%	14%	13%	11%	12%	12%	13%	11%
Labor and Employment (NET)	34%	33%	35%	33%	35%	32%	33%	39%	32%	33%	39%	33%	36%	31%	32%	32%	36%	41%
Provision of jobs and livelihood opportunities	21%	22%	21%	22%	19%	23%	26%	20%	21%	23%	23%	23%	20%	21%	20%	21%	20%	32%
Increasing wages and benefits	15%	14%	16%	13%	18%	12%	13%	23%	14%	14%	19%	14%	18%	13%	14%	14%	18%	15%
Education (improvement in general)	15%	14%	15%	19%	11%	18%	14%	13%	14%	17%	12%	16%	15%	18%	12%	15%	13%	17%
Agriculture (NET)	14%	14%	14%	16%	13%	14%	15%	14%	14%	15%	13%	15%	13%	14%	16%	16%	11%	15%
Improvement of agriculture in general	12%	12%	12%	12%	11%	13%	15%	13%	12%	12%	11%	12%	11%	12%	14%	13%	9%	13%
Provision of aid to farmers/fisherfolk	3%	3%	3%	5%	3%	2%	1%	1%	3%	3%	3%	4%	3%	3%	2%	3%	2%	4%
Peace, Justice, and Security (NET)	8%	8%	9%	10%	7%	9%	7%	7%	8%	9%	10%	8%	6%	7%	10%	10%	5%	6%
Address proliferation of drugs	5%	5%	6%	4%	5%	7%	5%	5%	5%	6%	5%	4%	4%	4%	8%	6%	4%	2%
Address crime / rape / murder / abuse / illegal activities	4%	4%	5%	6%	4%	3%	3%	3%	4%	5%	5%	5%	3%	4%	4%	5%	2%	4%
Health and Wellness (improvement of healthcare system in general)	7%	8%	7%	6%	7%	8%	9%	7%	7%	8%	7%	6%	7%	11%	5%	8%	5%	8%
Can't say	2%	2%	3%	5%	2%	1%	2%	2%	2%	3%	1%	2%	1%	4%	3%	2%	3%	3%

Meanwhile, poor assessment of PBBM's past year performance is likely affected by issues experienced with rising prices of goods in the past year they now want addressed

SPONTANEOUS NATIONAL CONCERNS WANT TO HEAR IN 2023 SONA	TOTAL	PERFORMANCE RATING OF PBBM IN PAST YEAR						
		POSITIVE (TOP 2 BOX)	Excellent	Good	Fair	Poor	Very Poor	NEGATIVE (BOTTOM 2 BOX)
BASE - Total Interviews	1800	1090	361	729	437	193	80	273
Economy (NET)	54%	51%	52%	50%	55%	64%	60%	63%
Controlling inflation/increase of prices of goods/utilities/transportation	34%	31%	29%	32%	37%	46%	39%	44%
Improvement of the economy / country's situation in general	13%	13%	14%	13%	12%	11%	19%	13%
Poverty aid and alleviation	12%	12%	14%	11%	11%	13%	13%	13%
Labor and Employment (NET)	34%	33%	32%	33%	36%	35%	30%	34%
Provision of jobs and livelihood opportunities	21%	21%	19%	22%	24%	19%	20%	19%
Increasing wages and benefits	15%	15%	16%	15%	16%	19%	10%	16%
Education (improvement in general)	15%	14%	15%	13%	17%	14%	14%	14%
Agriculture (NET)	14%	14%	17%	12%	16%	12%	10%	12%
Improvement of agriculture in general	12%	12%	15%	10%	14%	11%	8%	10%
Provision of aid to farmers/fisherfolk	3%	3%	4%	3%	3%	2%	3%	2%
Peace, Justice, and Security (NET)	8%	8%	7%	9%	7%	9%	9%	9%
Address proliferation of drugs	5%	5%	4%	5%	5%	6%	8%	6%
Address crime / rape / murder / abuse / illegal activities	4%	4%	4%	4%	4%	4%	4%	4%
Health and Wellness (improvement of healthcare system in general)	7%	7%	7%	7%	8%	4%	9%	5%
Can't say	2%	2%	3%	2%	2%	2%	3%	2%

Performance Rating of PBBM and SONA 2023 Expectations

- After one year in office, President Bongbong Marcos has received a **majority positive performance rating**. This is highly driven by his known bailiwick and supporters, with **conversion of non-supporters still needed**.

- Most Filipinos are highly concerned with the **country's economy** – specifically, the upcoming SONA must be able to directly tackle top concerns of **inflation/rising prices**, **poverty alleviation**, **job generation**, and **increase of livable wages**.

- These concerns point towards Filipinos' purchasing power, especially in relation to basic needs such as **food**, **transportation**, and **utilities**.

- Those that have rated PBBM poorly for his performance in the past year are likely to point to **economic issues, such as inflation**, as their personal concerns that they want to be tackled in the SONA. PBBM must then show firm resolve and discuss concrete actions to alleviate Filipinos' economic burden to **convert those currently dissatisfied with his performance** as president.

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Thank you!