

**Communicating the National Unified
Information Education
Communication Program (NUIECP)**

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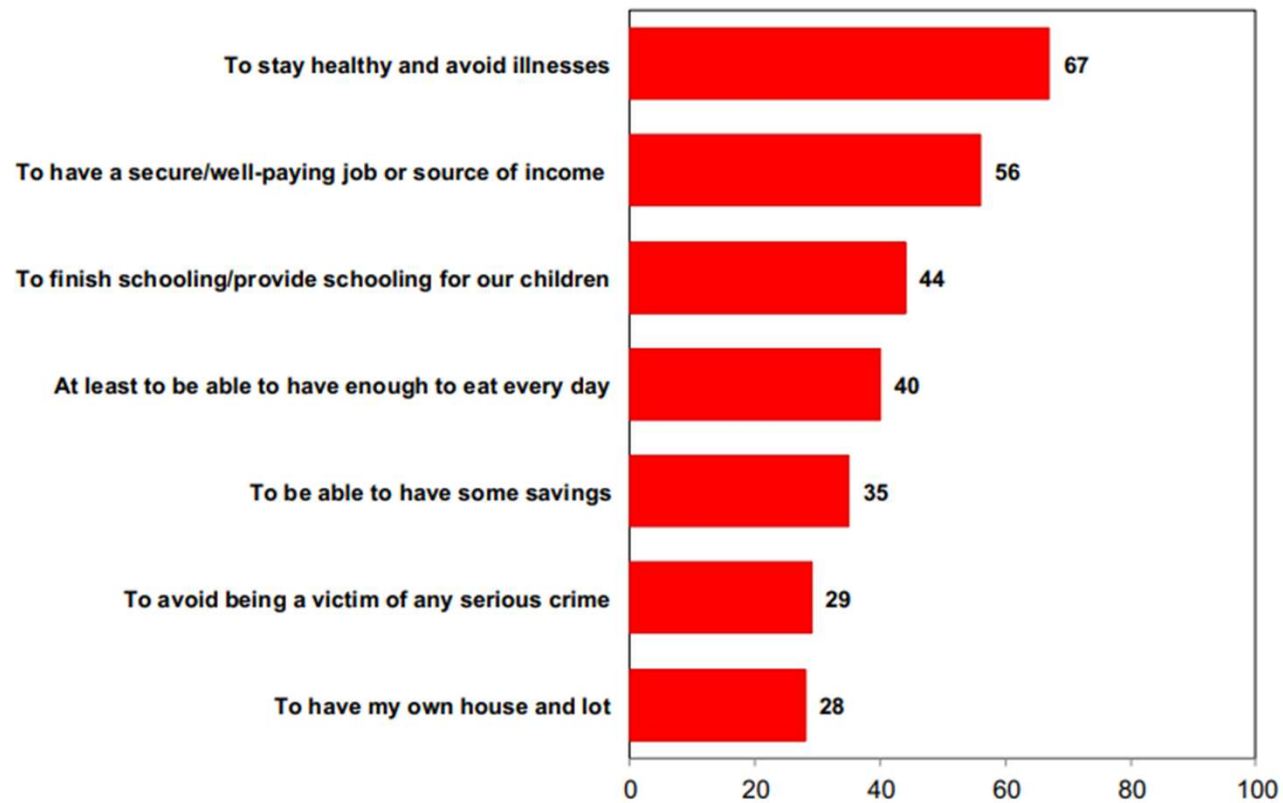
stratbase
An Advisory and Research Consultancy Group

THE PEOPLE WHO MAKE BUSINESS & POLITICS WORK



MOST URGENT PERSONAL CONCERNS

June 19 - 23, 2023 / Philippines
(Multiple Response Allowed / In Percent)



MOST URGENT NATIONAL CONCERNS: OVERALL

June 19 - 23, 2023 / Philippines

(In Percent / Multiple Response, up to 3 allowed)

Base: Total Interviews, 100%								
<u>NATIONAL CONCERNS</u>		LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
Controlling inflation	63	71	56	65	68	67	62	63
Increasing the pay of workers	44	51	44	45	40	44	43	47
Creating more jobs	31	32	32	21	34	31	30	33
Reducing the poverty of many Filipinos	30	35	33	23	26	37	28	33
Fighting graft and corruption in government	25	23	30	28	16	33	25	21
Enforcing the law on all, whether influential or ordinary people	16	13	10	24	23	17	14	26
Addressing the problem of involuntary hunger	16	11	13	17	22	11	17	16
Providing assistance to farmers including selling their products	15	6	14	15	21	8	17	10
Fighting criminality	13	11	18	11	6	19	14	6
Promoting peace in the country	11	9	12	12	9	10	11	12
Providing support to small entrepreneurs to restore their businesses	10	12	10	8	10	6	11	6
Reducing the amount of taxes paid	7	6	6	10	6	7	6	10
Stopping the destruction and abuse of our environment	7	5	5	9	8	5	6	10
Defending the integrity of Philippine territory against foreigners	6	8	8	2	3	3	7	2
Preparing to face any kind of terrorism	4	2	5	5	5	2	5	5
Protecting the welfare of OFWs	4	6	4	4	3	0	5	2

Q10. Sa mga sumusunod na isyung pambansa, pakisabi ang hanggang tatlong isyung dapat aksyunan agad ng administrasyon ni Presidente Ferdinand "Bongbong" R. Marcos Jr. Maaari kayong magbanggit ng iba pang wala sa listahan. Alin po ang unang isyung dapat aksyunan agad ng administrasyon? Ang pangalawa? Ang pangatlo?



INTERNET USE
March and June 2023 / Philippines
(In Percent)

Base: Total Interviews									
Do you use or access the internet or not?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Yes	Jun '23	73	79	80	59	66	89	74	50
	Mar '23	71	84	76	61	63	83	74	52
	Change*	+ 2	- 5	+ 4	- 2	+ 3	+ 6	0	- 2
No	Jun '23	27	21	20	41	34	11	26	50
	Mar '23	29	16	24	39	37	17	26	48
	Change*	- 2	+ 5	- 4	+ 2	- 3	- 6	0	+ 2

*Change = Figures of June 2023 minus Figures of March 2023.

Q. Kayo po ba ay gumagamit ng internet o hindi?



FREQUENCY OF INTERNET USE
March and June 2023 / Philippines
(In Percent)

Base: Those who use the internet									
How often do you access the internet?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
More than once a day	Jun '23	67	79	66	59	66	77	66	57
	Mar '23	67	85	66	59	63	77	66	65
	Change*	0	- 6	0	0	+ 3	0	0	- 8
Once a day	Jun '23	17	15	18	14	21	15	17	24
	Mar '23	13	8	13	16	14	11	13	11
	Change*	+ 4	+ 7	+ 5	- 2	+ 7	+ 4	+ 4	+13
2-6 times a week	Jun '23	12	5	12	22	9	7	12	16
	Mar '23	15	5	17	18	14	11	15	12
	Change*	- 3	0	- 5	+ 4	- 5	- 4	- 3	+ 4
Once a week	Jun '23	3	1	3	4	1	1	3	4
	Mar '23	5	1	3	6	9	0	4	12
	Change*	- 2	0	0	- 2	- 8	+ 1	- 1	- 8
Less often than once a week	Jun '23	1	0	2	0	3	1	2	0
	Mar '23	1	1	1	1	0	0	1	0
	Change*	0	- 1	+ 1	- 1	+ 3	+ 1	+ 1	0

*Change = Figures of June 2023 minus Figures of March 2023.

Q. Gaano po kayo kadalas gumamit ng internet?



PURPOSES FOR USING THE INTERNET
March and June 2023 / Philippines
(In Percent)

Base: Those who use the internet									
Do you use the internet to... You may mention others not included in this list.		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Check social media accounts like Facebook, Twitter, Instagram, etc.	Jun '23	100	100	100	100	100	100	100	100
	Mar '23	100	99	100	100	100	100	100	100
	Change*	0	+ 1	0	0	0	0	0	0
Read, watch, listen to the news regarding government or politics	Jun '23	93	97	92	97	92	90	94	94
	Mar '23	95	95	97	87	97	94	97	86
	Change*	- 2	+ 2	- 5	+10	- 5	- 4	- 3	+ 8
Read, watch, listen to other things of interest like movies, recipes, celebrity news, etc.	Jun '23	80	81	82	76	75	85	79	75
	Mar '23	71	69	70	68	76	63	72	72
	Change*	+ 9	+12	+12	+ 8	- 1	+22	+ 7	+ 3
Send/Receive/Read emails	Jun '23	57	68	50	79	48	57	56	62
	Mar '23	27	41	32	14	14	42	27	14
	Change*	+30	+27	+18	+65	+34	+15	+29	+48
Online Shopping, Buying and Selling Online	Jun '23	30	37	36	28	15	26	32	22
	Mar '23	28	31	32	15	25	29	30	12
	Change*	+ 2	+ 6	+ 4	+13	- 10	- 3	+ 2	+10
Formal and non-formal online learning	Jun '23	9	17	11	5	4	19	8	7
	Mar '23	8	8	3	13	13	6	8	4
	Change*	+ 1	+ 9	+ 8	- 8	- 9	+13	0	+ 3

*Change = Figures of June 2023 minus Figures of March 2023.

Q. Ginagamit po ba ninyo ang internet para...? Maaari po kayong magbanggit ng iba pang wala sa listahan.



SOCIAL MEDIA USE
March and June 2023 / Philippines
(In Percent)

Base: Those who use the internet to check social media accts/and or news									
What social media accounts do you have?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Facebook	Jun '23	100	100	100	100	100	100	100	99
	Mar '23	100	100	100	100	100	100	100	100
	Change*	0	0	0	0	0	0	0	- 1
YouTube	Jun '23	76	86	79	76	61	82	75	67
	Mar '23	80	88	86	62	71	67	84	61
	Change*	- 4	- 2	- 7	+14	- 10	+15	- 9	+ 6
TikTok	Jun '23	31	29	30	22	40	30	32	25
	Mar '23	22	24	21	15	31	19	24	17
	Change*	+ 9	+ 5	+ 9	+ 7	+ 9	+11	+ 8	+ 8
Instagram	Jun '23	16	29	13	7	19	20	15	15
	Mar '23	13	19	13	9	14	12	14	8
	Change*	+ 3	+10	0	- 2	+ 5	+ 8	+ 1	+ 7
Twitter	Jun '23	11	22	10	3	11	10	11	12
	Mar '23	11	10	14	6	9	12	12	5
	Change*	0	+12	- 4	- 3	+ 2	- 2	- 1	+ 7

*Change = Figures of June 2023 minus Figures of March 2023.

Q. Ano pong mga social media account ang mayroon kayo?



SOURCES OF NEWS ON SOCIAL MEDIA

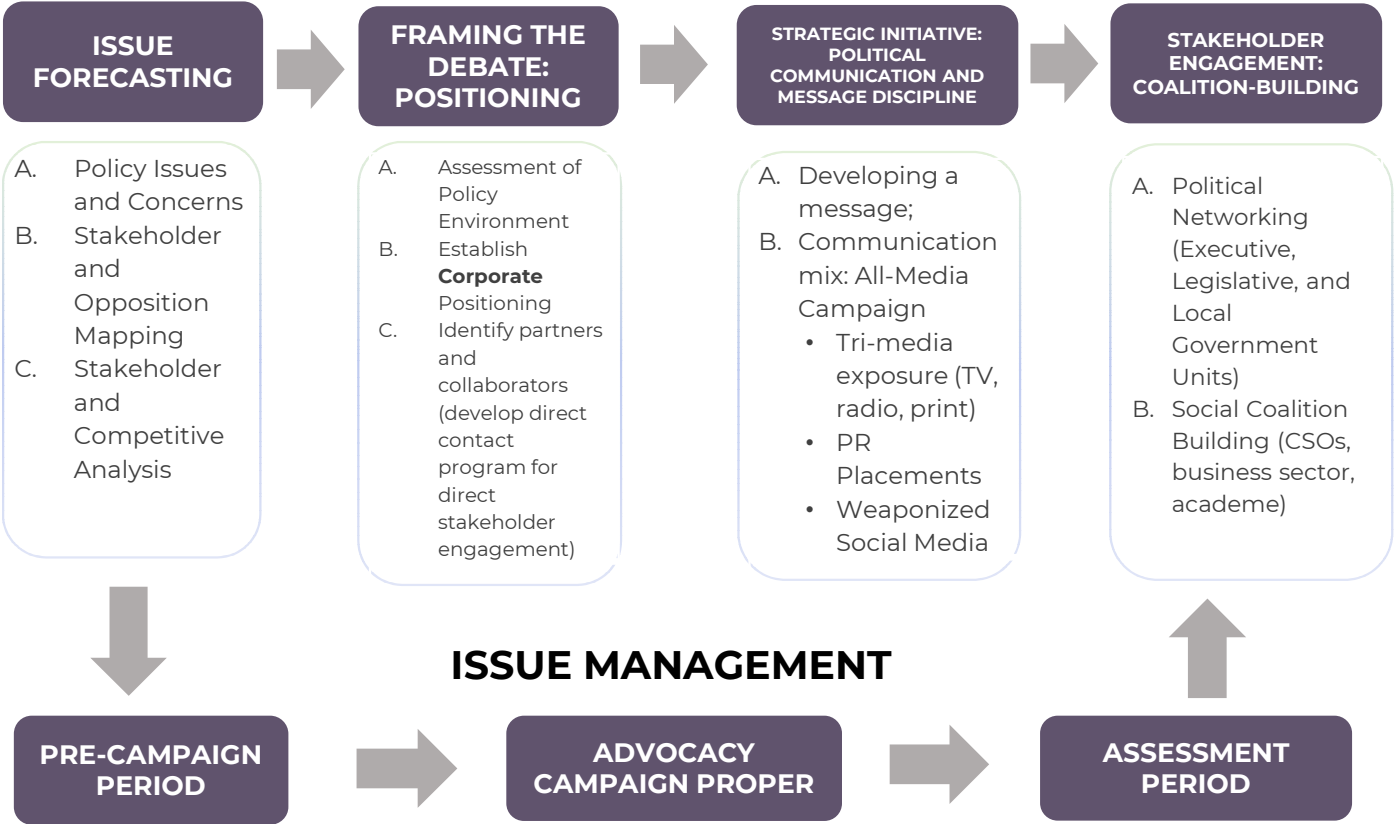
March and June 2023 / Philippines
(In Percent)

Base: Those with social media account									
Where do you read, listen to, or watch news on social media, online, or internet?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Facebook	Jun '23	93	97	90	98	93	90	94	94
	Mar '23	95	95	97	89	95	91	97	86
	Change*	- 2	+ 2	- 7	+ 9	- 2	- 1	- 3	+ 8
YouTube	Jun '23	68	82	69	65	57	69	70	55
	Mar '23	68	78	72	50	62	50	73	51
	Change*	0	+ 4	- 3	+15	- 5	+19	- 3	+ 4
TikTok	Jun '23	13	6	14	5	23	5	16	3
	Mar '23	9	7	11	7	5	3	10	3
	Change*	+ 4	- 1	+ 3	- 2	+18	+ 2	+ 6	0
Blog	Jun '23	10	10	5	4	25	9	10	5
	Mar '23	9	14	5	3	19	6	9	13
	Change*	+ 1	- 4	0	+ 1	+ 6	+ 3	+ 1	- 8
News Website	Jun '23	8	12	9	2	8	14	7	5
	Mar '23	9	9	9	1	15	9	9	6
	Change*	- 1	+ 3	0	+ 1	- 7	+ 5	- 2	- 1
Twitter	Jun '23	3	4	4	1	2	3	3	1
	Mar '23	5	6	7	1	3	4	5	2
	Change*	- 2	- 2	- 3	0	- 1	- 1	- 2	- 1
Instagram	Jun '23	2	9	0	1	3	2	2	4
	Mar '23	5	8	6	2	1	3	5	3
	Change*	- 3	+ 1	- 6	- 1	+ 2	- 1	- 3	+ 1
UNAIDED Not reading, listening, and/or watching the news on social media	Jun '23	6	2	8	4	7	9	6	6
	Mar '23	4	4	3	11	2	6	3	14
	Change*	+ 2	- 2	+ 5	- 7	+ 5	+ 3	+ 3	- 8

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Q. Saan po kayo nagbabasa, nakikinig, o nanonood ng balita sa social media, online, o internet?

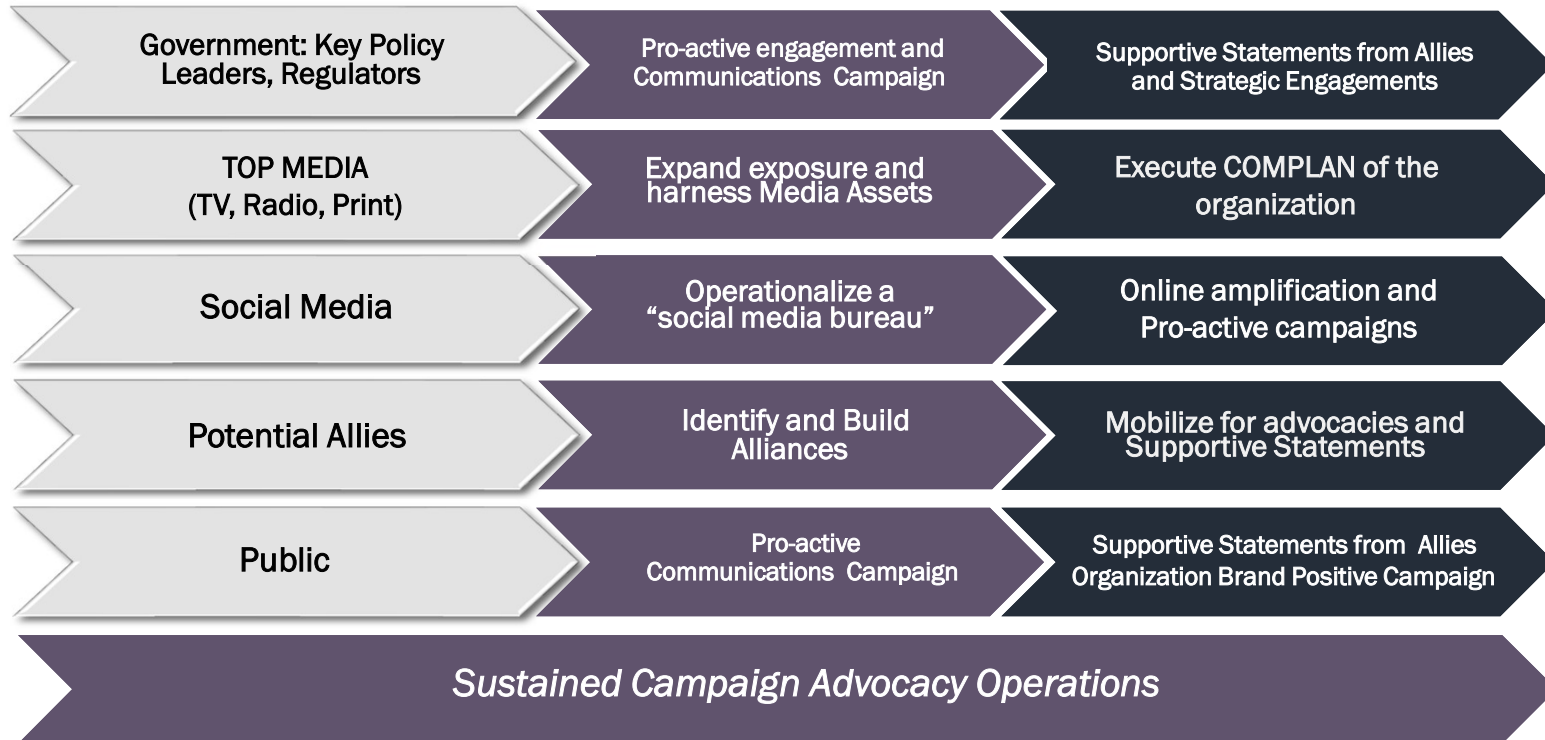
Strategic Communication and Policy Advocacy Framework



Corporate Positioning in the Philippine Policy Game



STRENGTHENING POLICY POSITIONING



POSITIONING AND WINNING IN THE POWER GAME: SHAPING PUBLIC OPINION AND POLITICAL DISCOURSE

Harness Tri-Media Networks

Work with the organization's Communications Team to organize and implement proactive strategic communication advocacy campaigns – *Message discipline and targeted communications*

- **Top Media**

Assess ongoing engagements of the organization's communication team with top media organizations: TV, Print, and Radio as leverage for more space for PR material

- **Social Media**

Work with the organization's existing communications team to align social media efforts (“social media bureau”)

Weaponize Social Media

Build and work with the organization's social media arm to design social media campaigns and messaging and work with the organization to organize its own “social media army”

Monitoring and Assessment of Campaigns

- Regularly conduct perception studies to serve as baseline data to guide communications objectives

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THANK YOU!

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