

Reclaiming the public

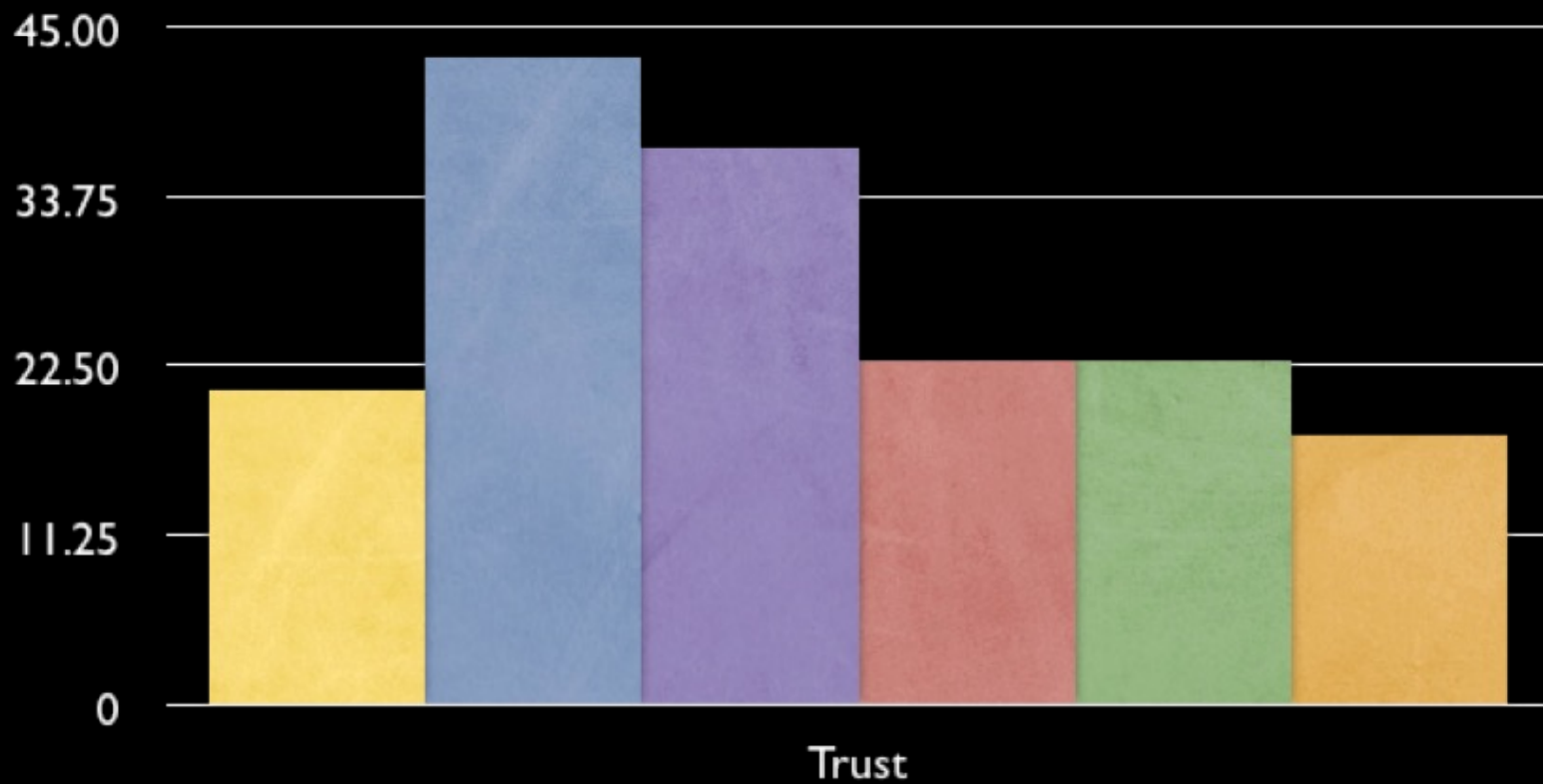
Messages for the anti-Cha-Cha campaign

Pessimism & Defeatism

- 80% Think life is worse or the same
- 75% Think life will get worse or stay the same

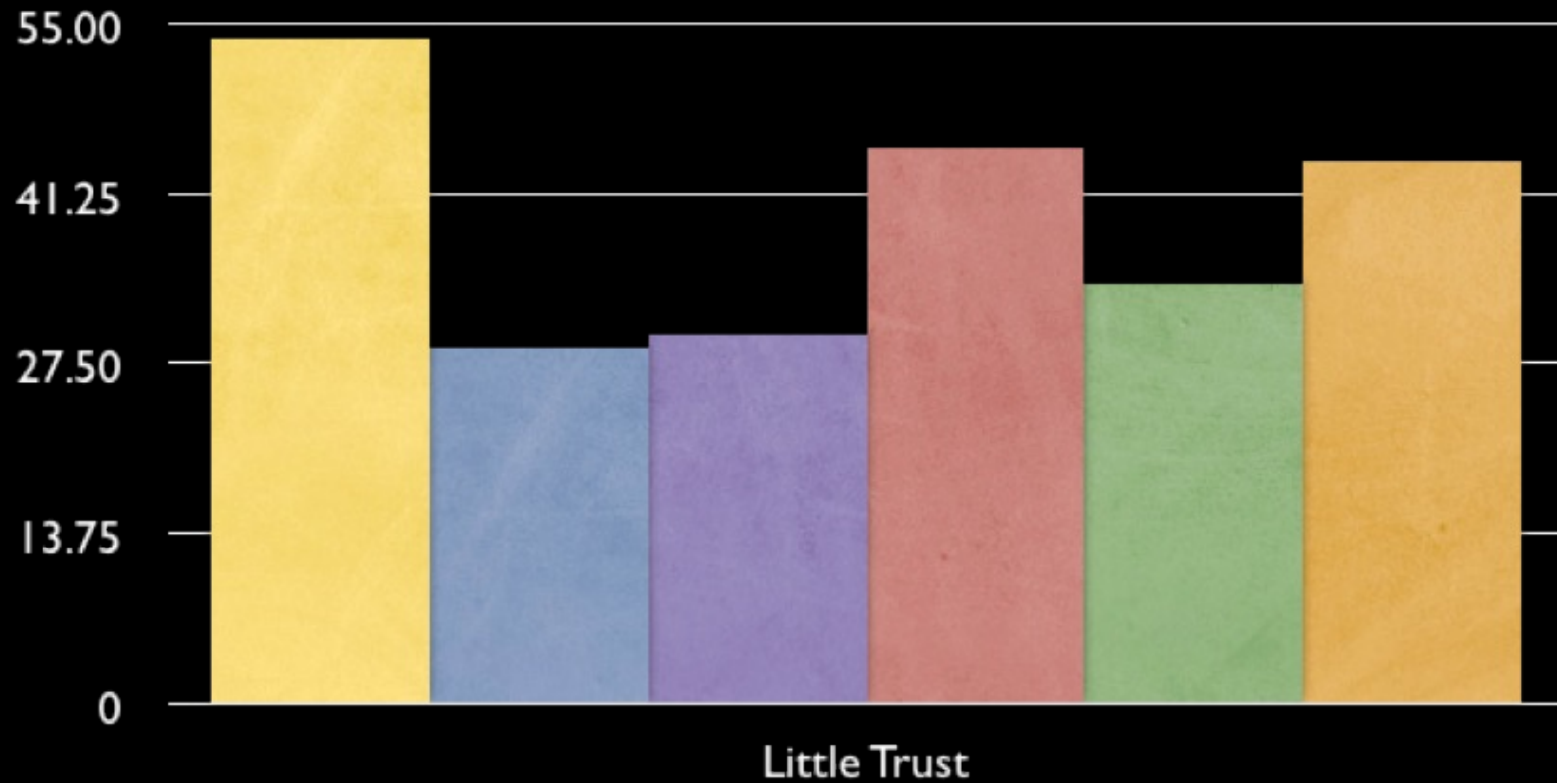
Trusted

■ GMA ■ Noli ■ Frank ■ JDV ■ Puno ■ Abalos

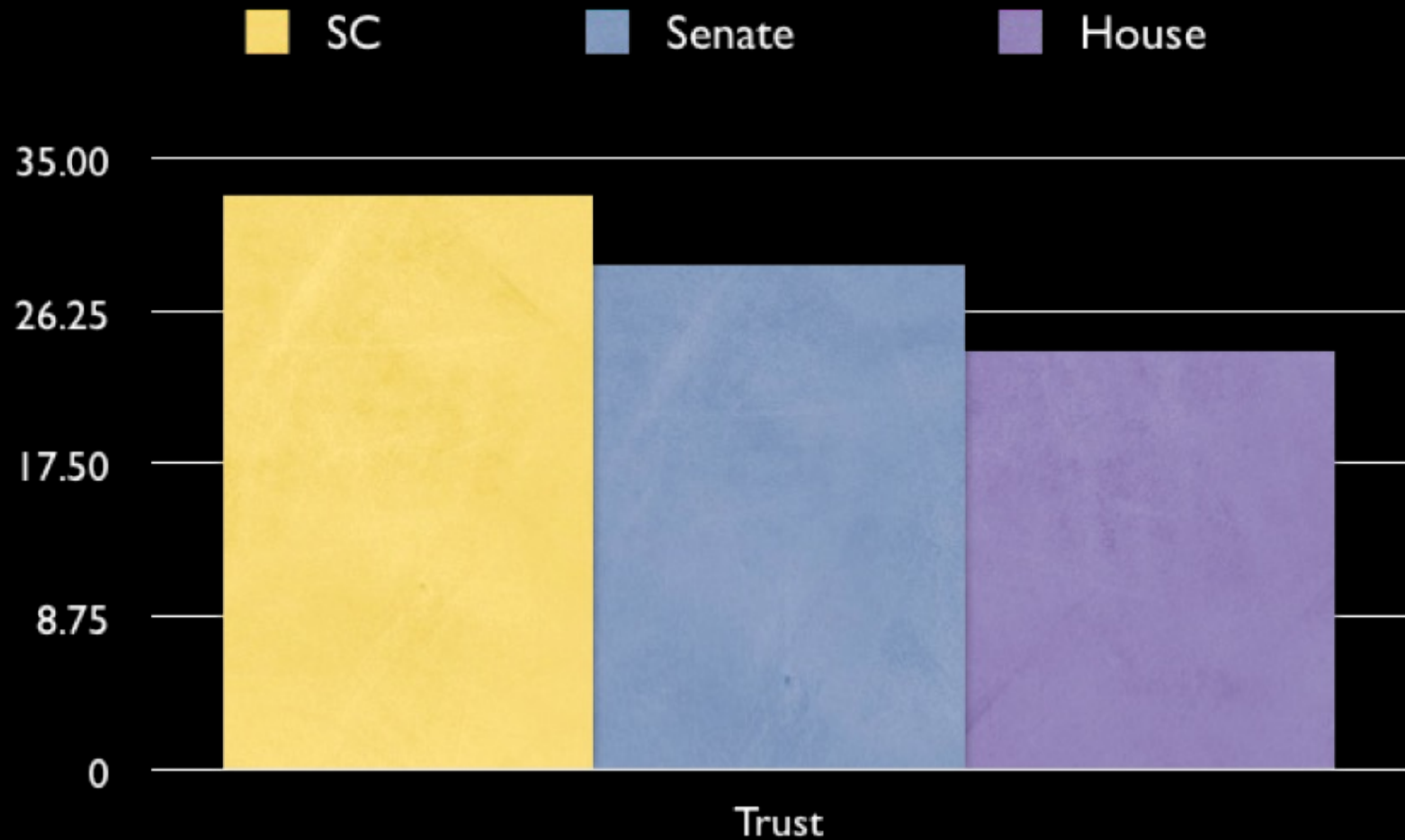


Distrusted

■ GMA ■ Noli ■ Frank ■ JDV ■ Puno ■ Abalos



Institutional Trust

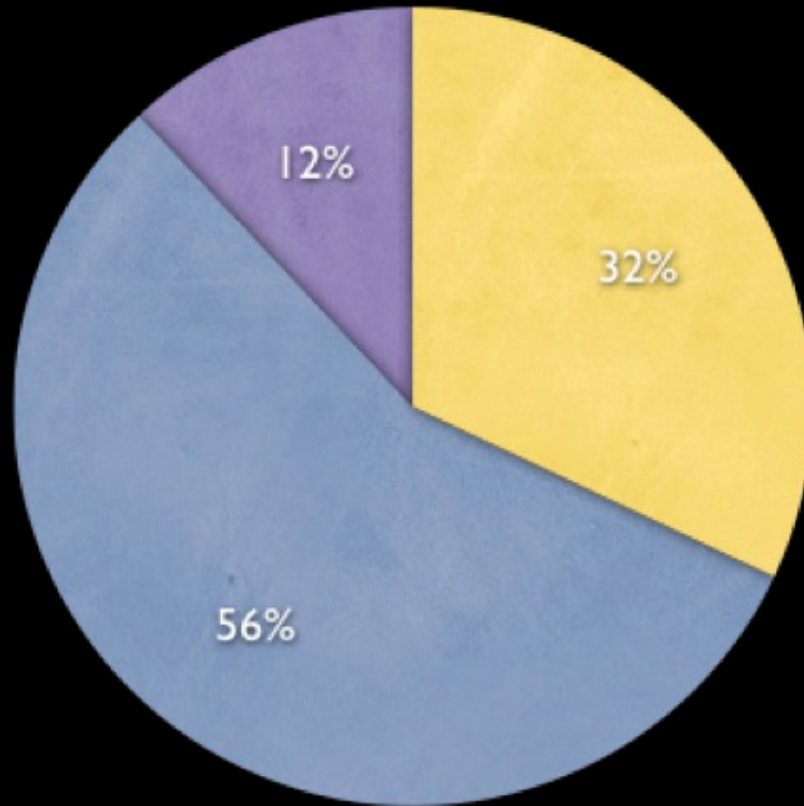


What Cha Cha proponents want

- Isn't necessarily what the public wants

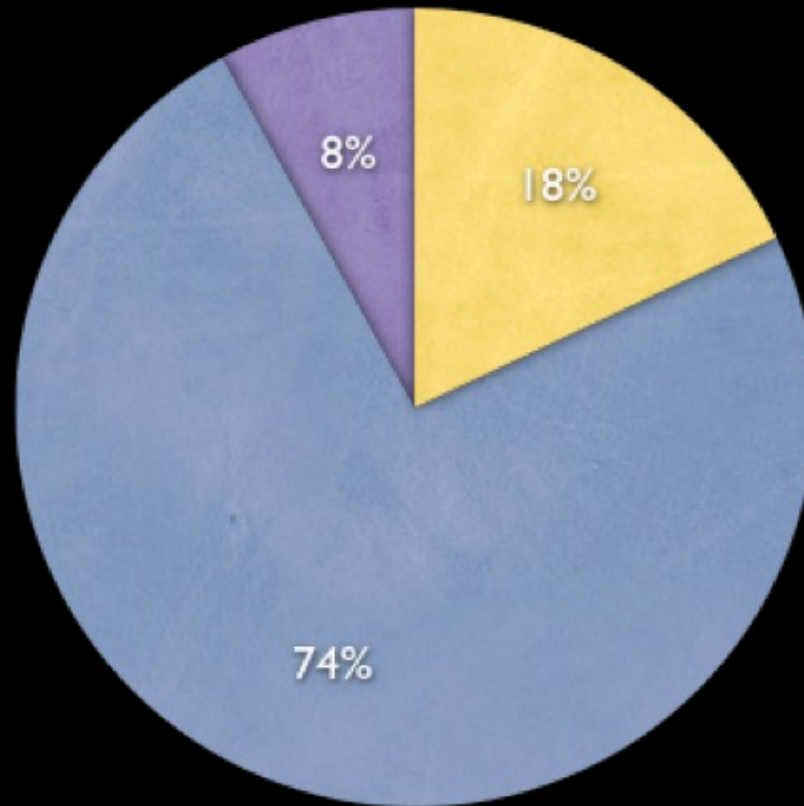
Presidential to Parliamentary:

● In Favor ● Not in Favor ● Undecided



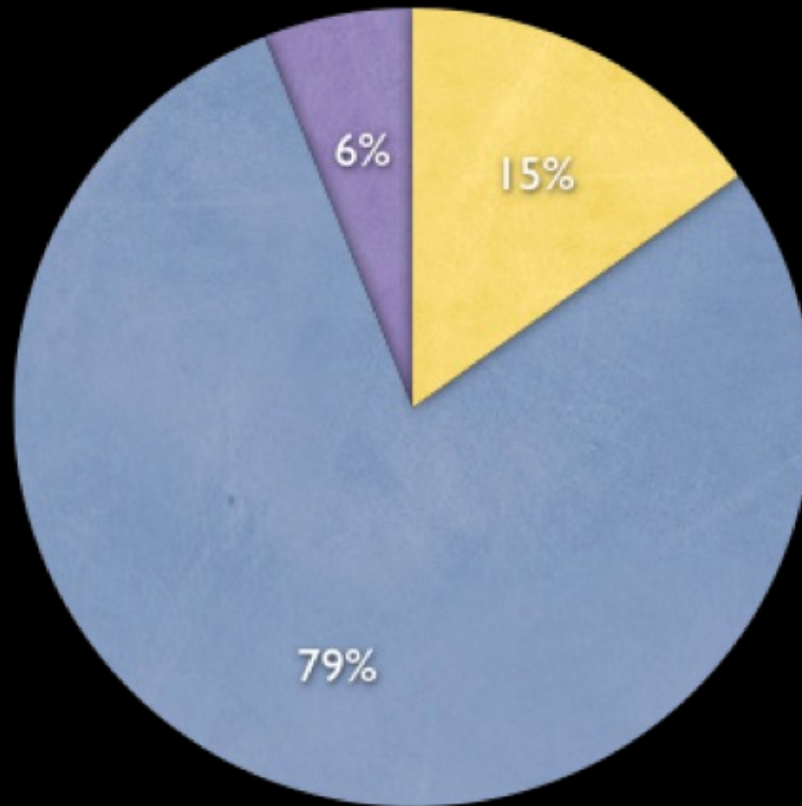
Only MP's choose President

● Favor ● Not in Favor ● Undecided



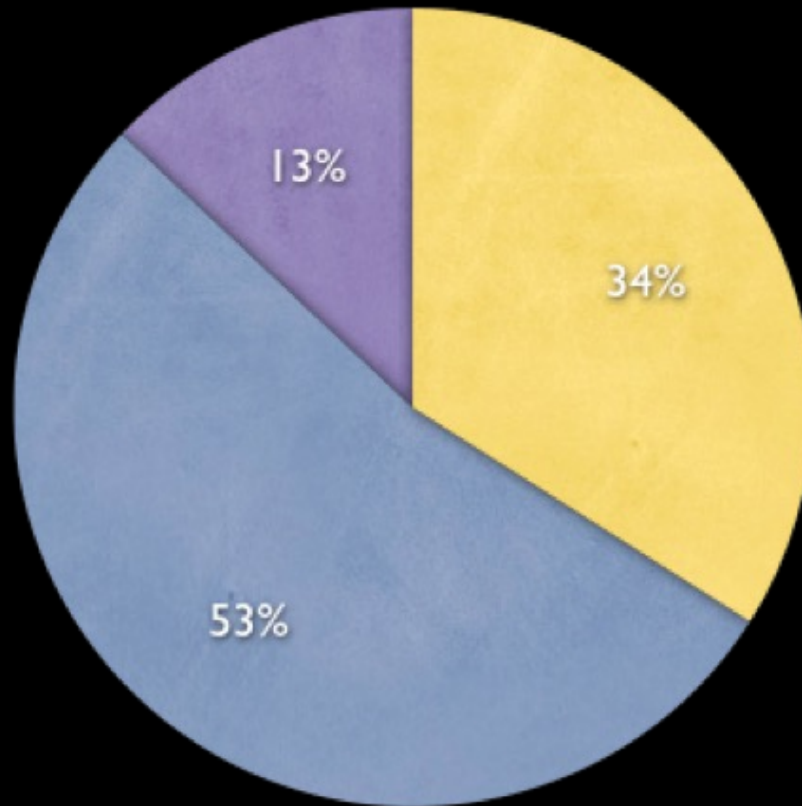
You will not personally vote for President

● In Favor ● Not in Favor ● Undecided



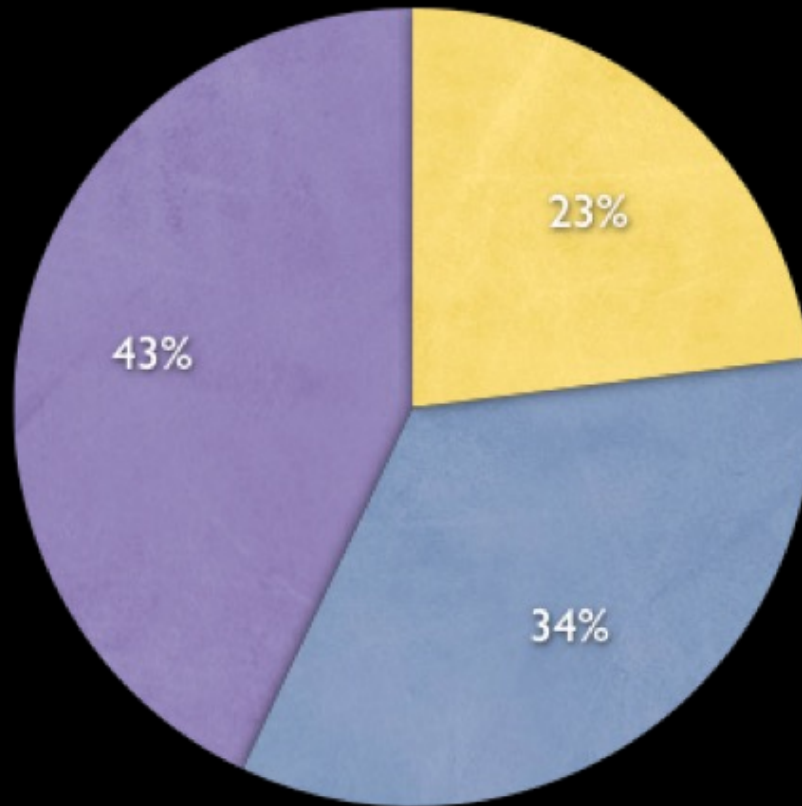
Bicameral to Unicameral

● In Favor ● Not in Favor ● Undecided



Credibility of COMELEC plebiscite

● Credible ● Not Credible ● Undecided

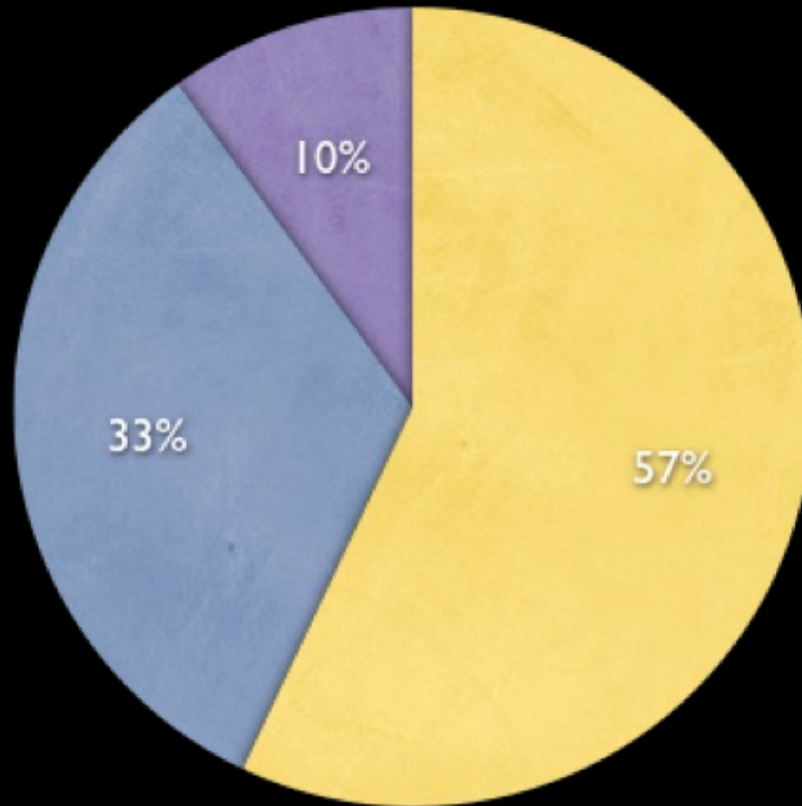


Abalos a factor

- Low Trust
- Public unsure of how COMELEC would conduct a plebiscite

People prefer Snap

● In Favor ● Not in Favor ● Undecided

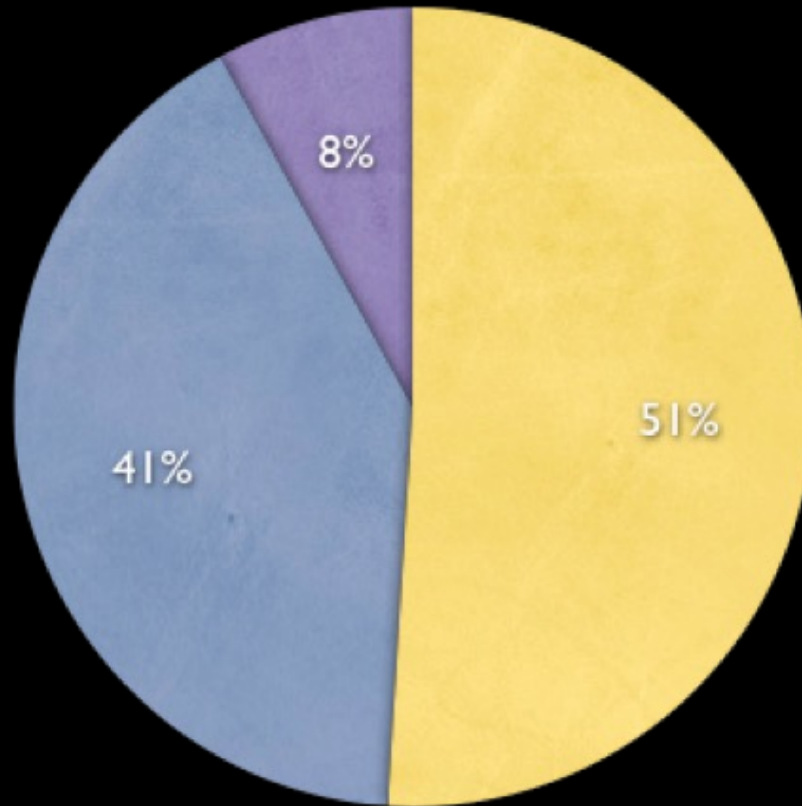


Looking at the 44%

What do they support and not support?

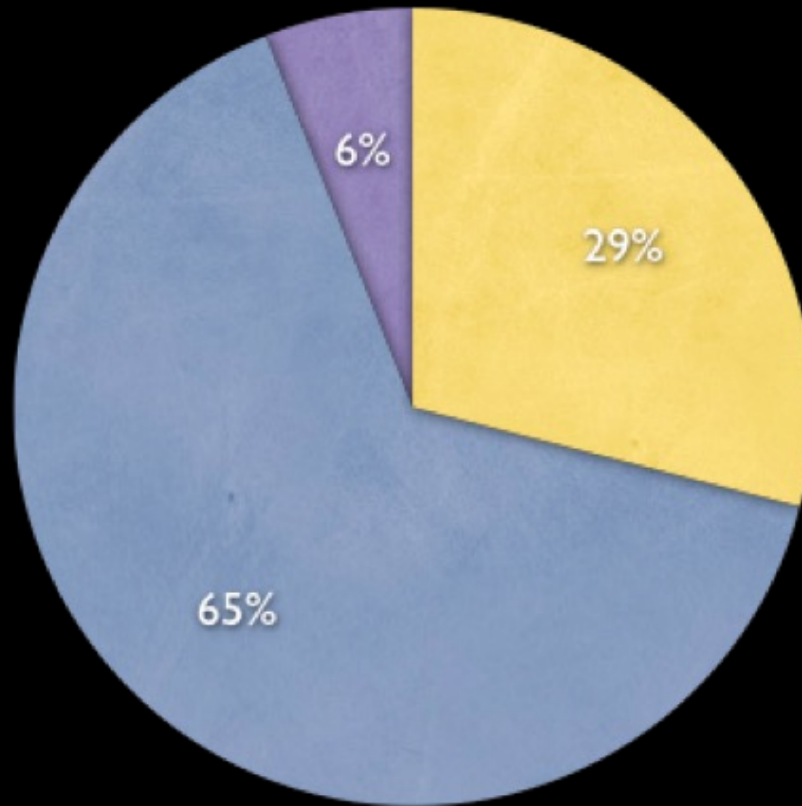
Shift to Parliamentary

● In Favor ● Not in Favor ● Undecided



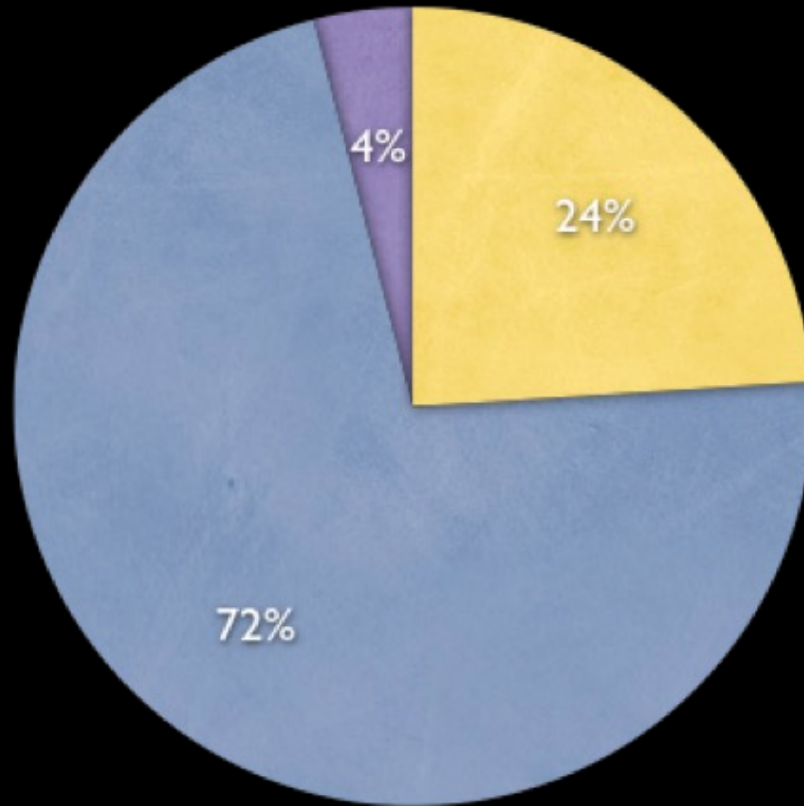
MP's elect President

● In Favor ● Not in Favor ● Undecided



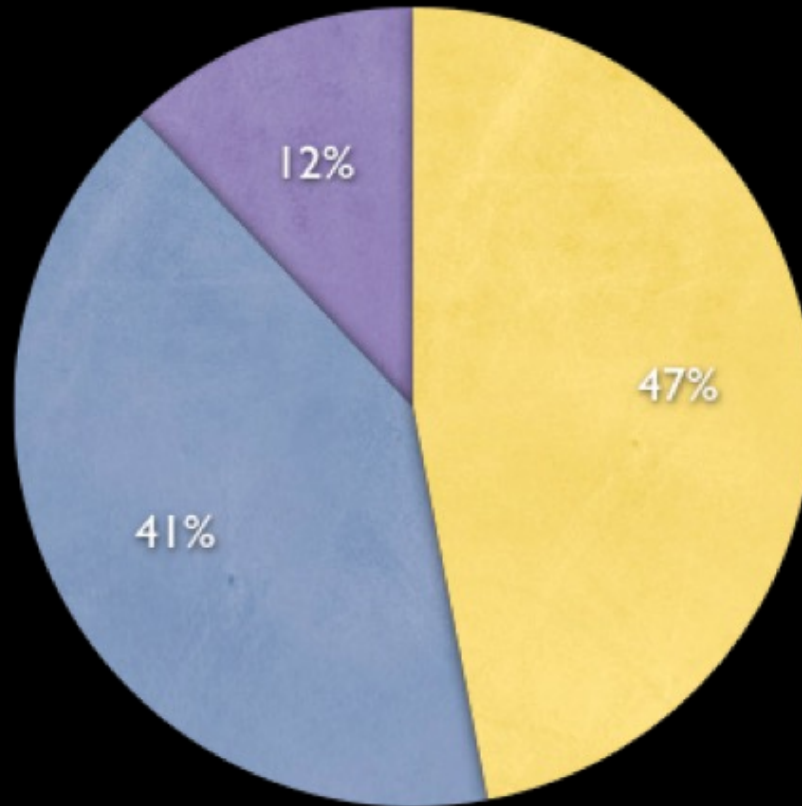
People won't vote for President

● In Favor ● Not in Favor ● Undecided



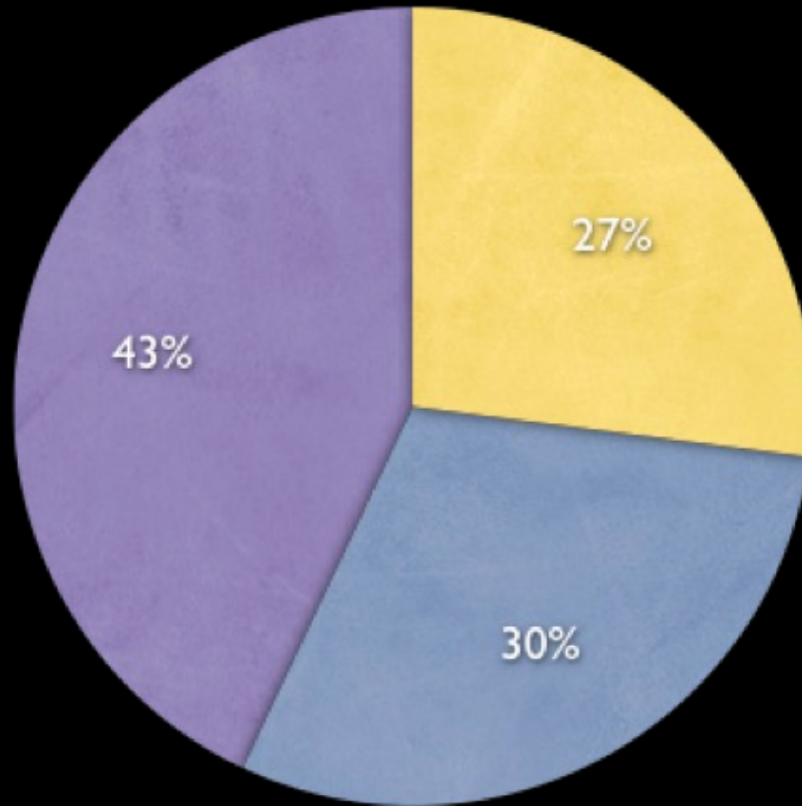
Shift to Unicameral

● In Favor ● Not in Favor ● Undecided



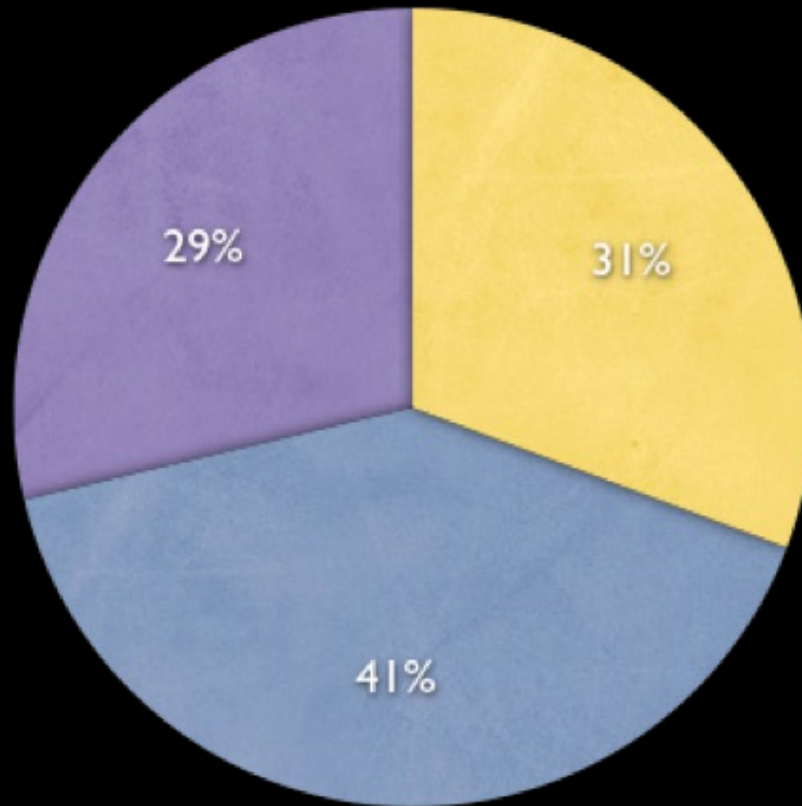
OK if COMELEC Credible

● Credible ● Not Credible ● Undecided



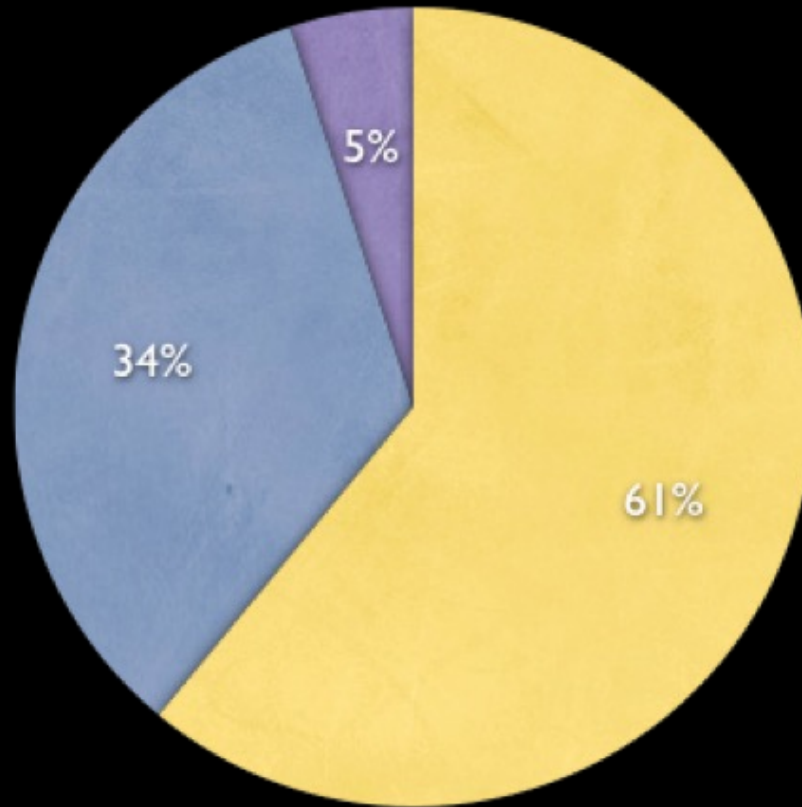
OK under GMA

● Agree ● Disagree ● Undecided



Cha-Cha OK if Snap OK

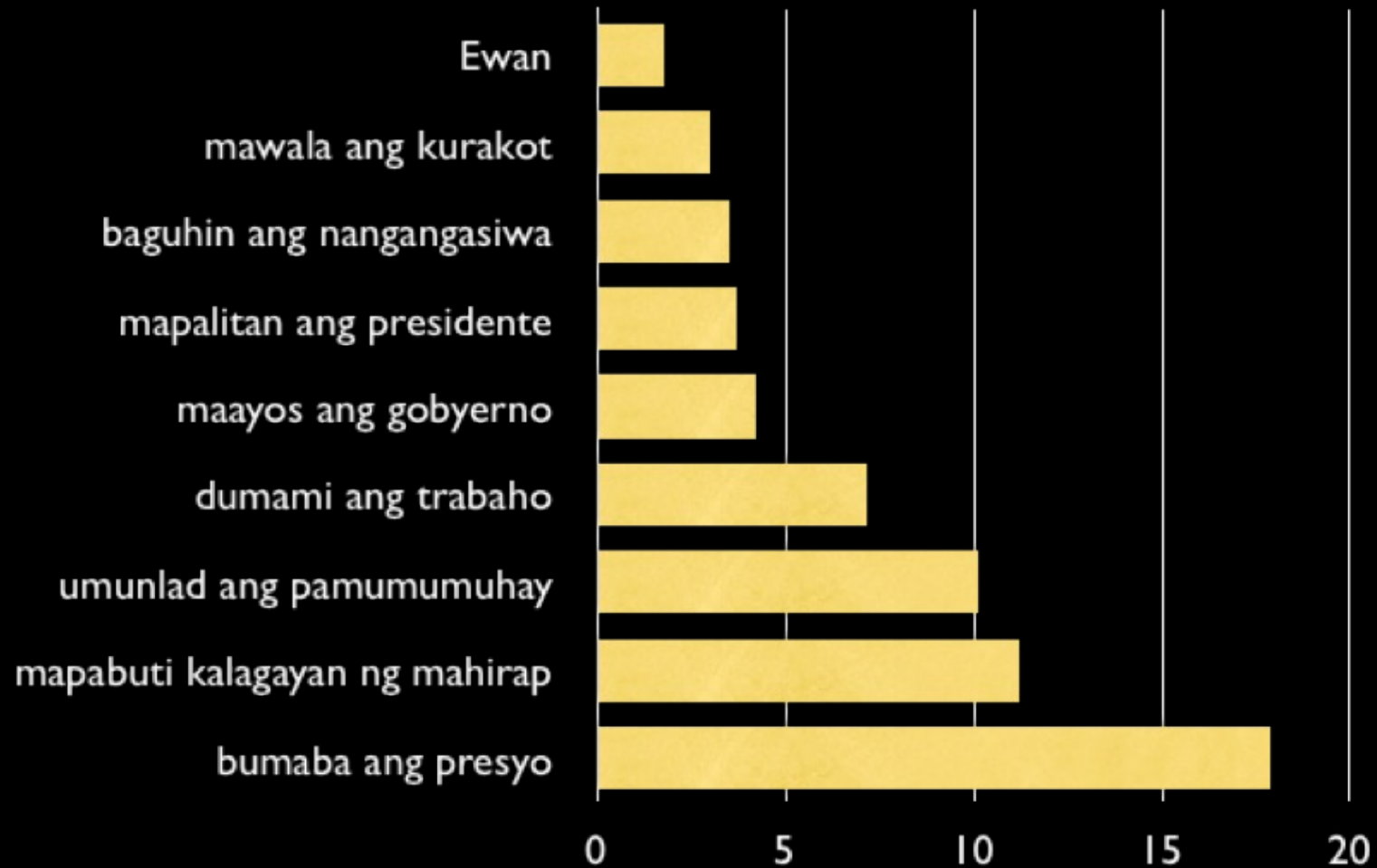
● In Favor ● Not in Favor ● Undecided



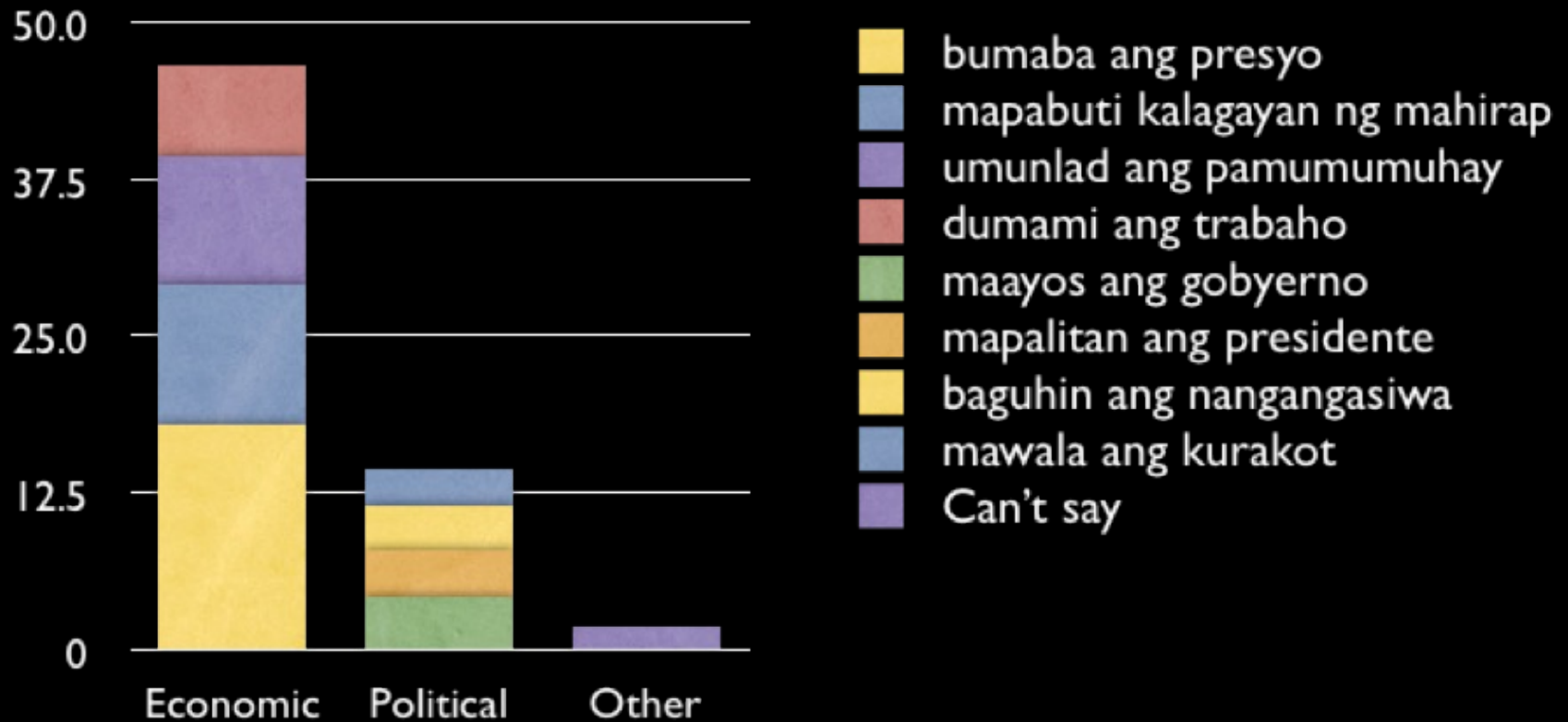
Important to 44%

- 1. Para bumaba ang presyo ng mga bilingin (17.9%)
- 2. Para mapabuti ang kalagayan ng mga mahihirap (11.2%)
- 3. Para umunlad ang pamumuhay ng mga Pilipino (10.1%)
- 4. Para dumami ang mapapasukang trabaho (7.2%)
- 5. Para maayos ang sistema ng gobyerno, hindi magulo (4.2%)
- 6. Para mapalitan ang Presidente (3.7%)
- 7. Para baguhin ang mga nangangasiwa sa bayan (3.5%)
- 8. Para mawala ang kurakot (3.0%)
- 9. Can't say (1.8%)

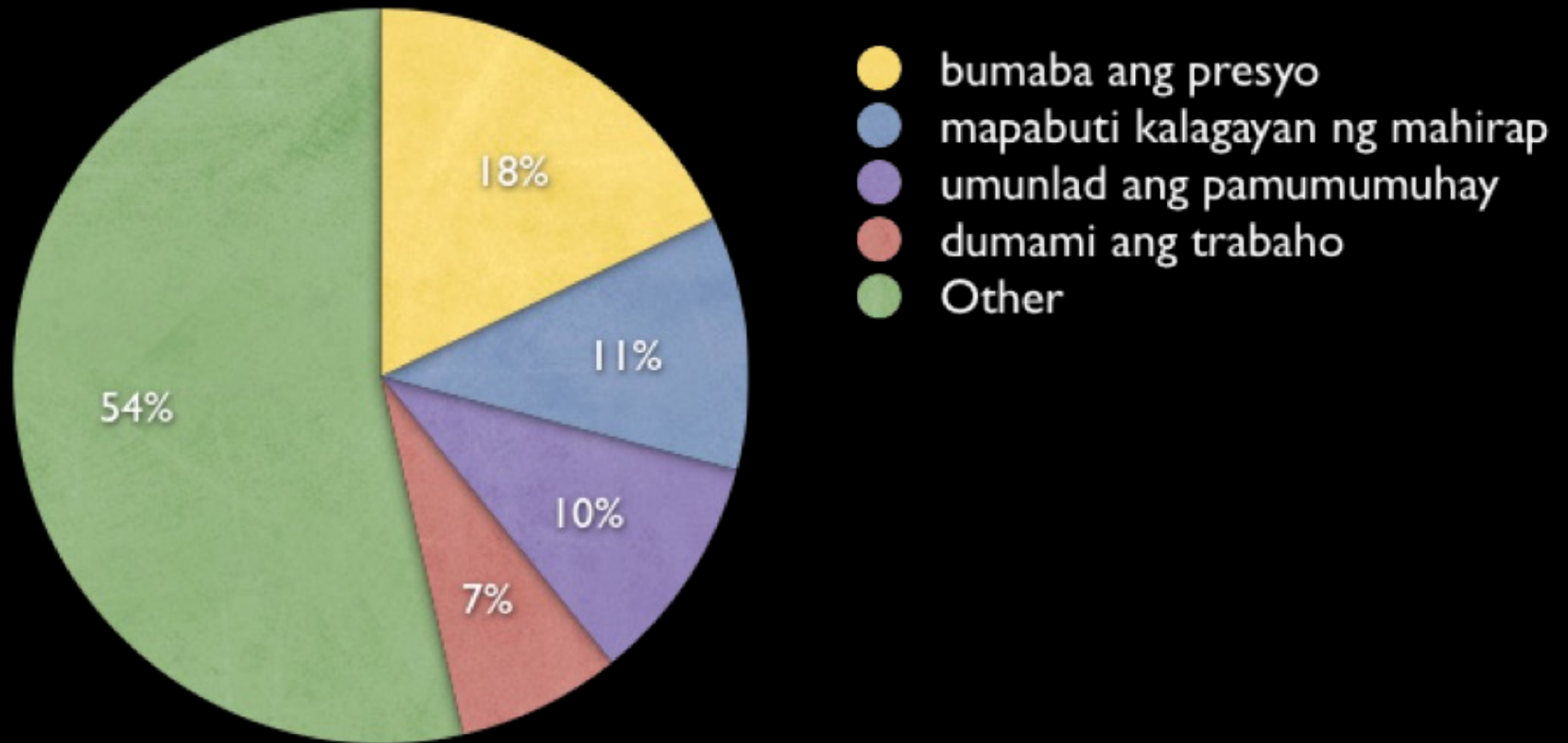
Why the 44% are Pro



The 44%: Support Cha-Cha for two reasons. Economic and Political.

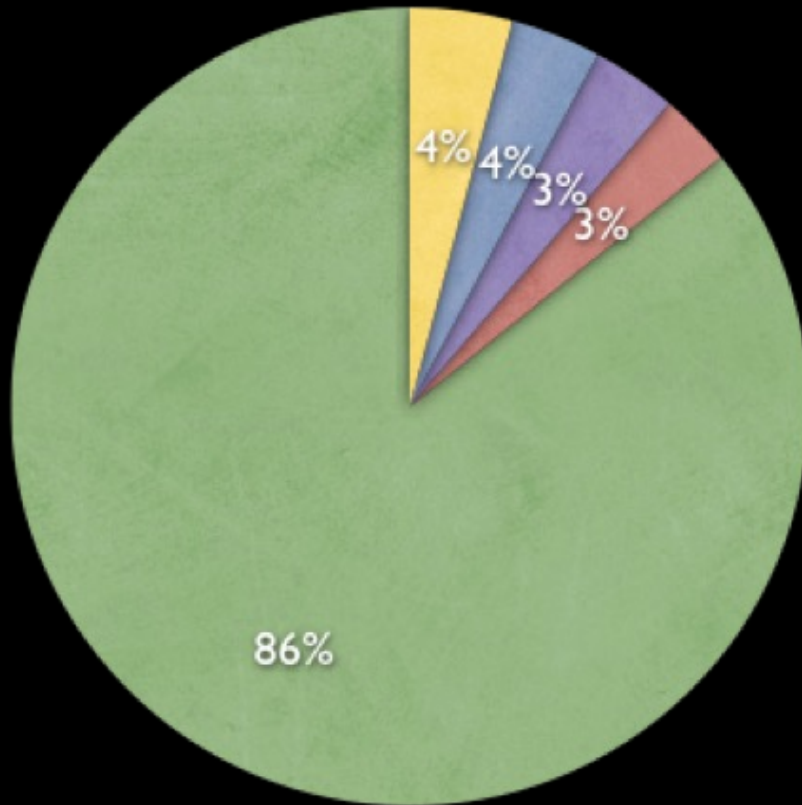


Economic Reasons of Pro



Political Reasons of Pro

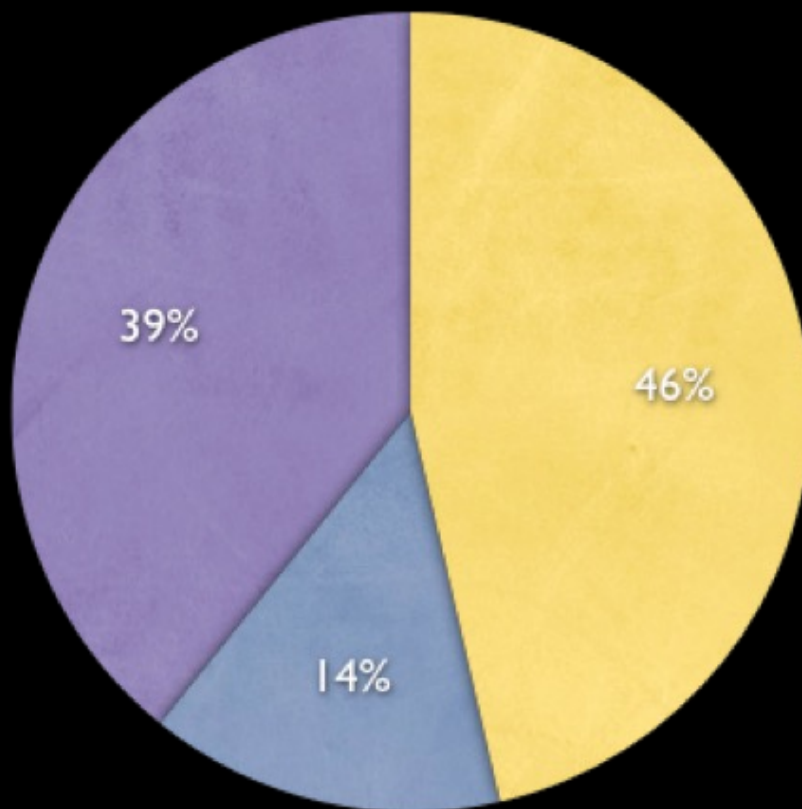
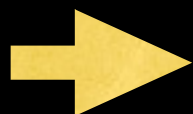
- maayos ang gobyerno
- mapalitan ang presidente
- baguhin ang nangangasiwa
- mawala ang kurakot
- Other



Carving up Pros

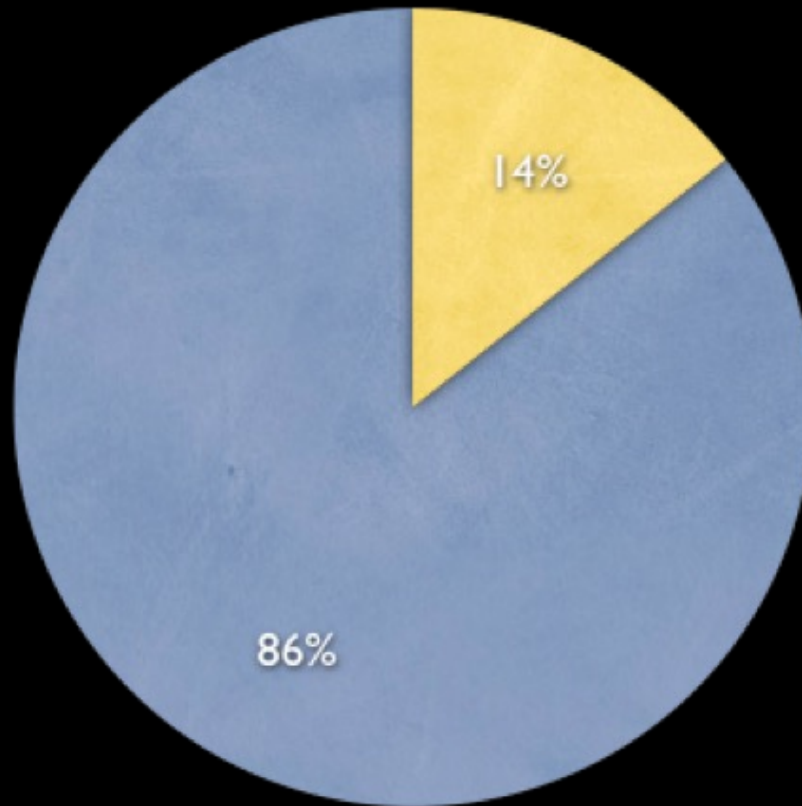
● Economic ● Political ● Other

GMA do or
die



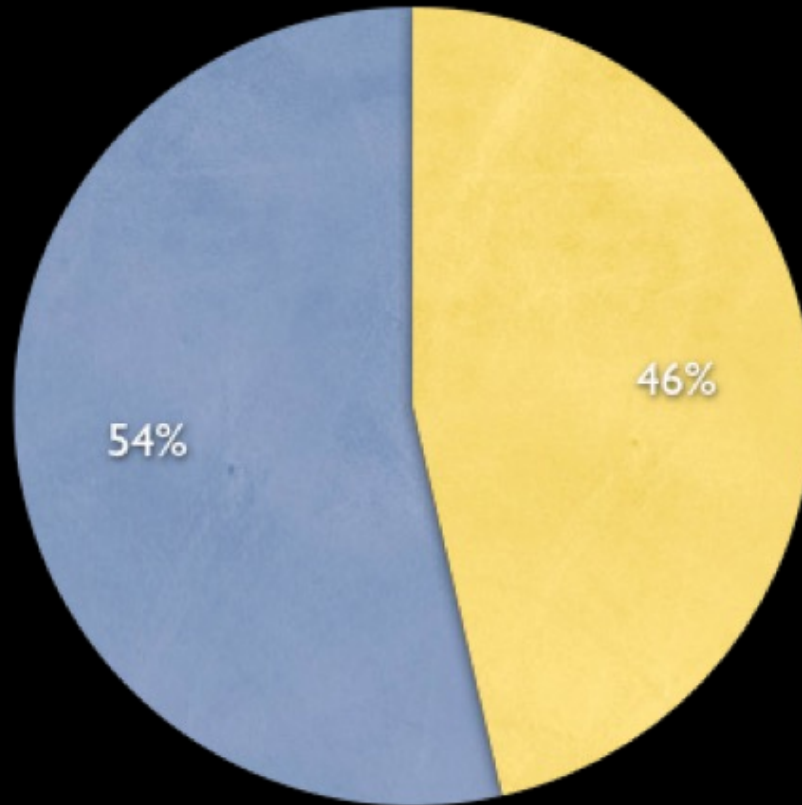
14.4% of the Pro are anti-GMA

● Anti GMA Reasons ● Other Reasons



46.4% of the Pro is due to Economic reasons

● Economic ● Other

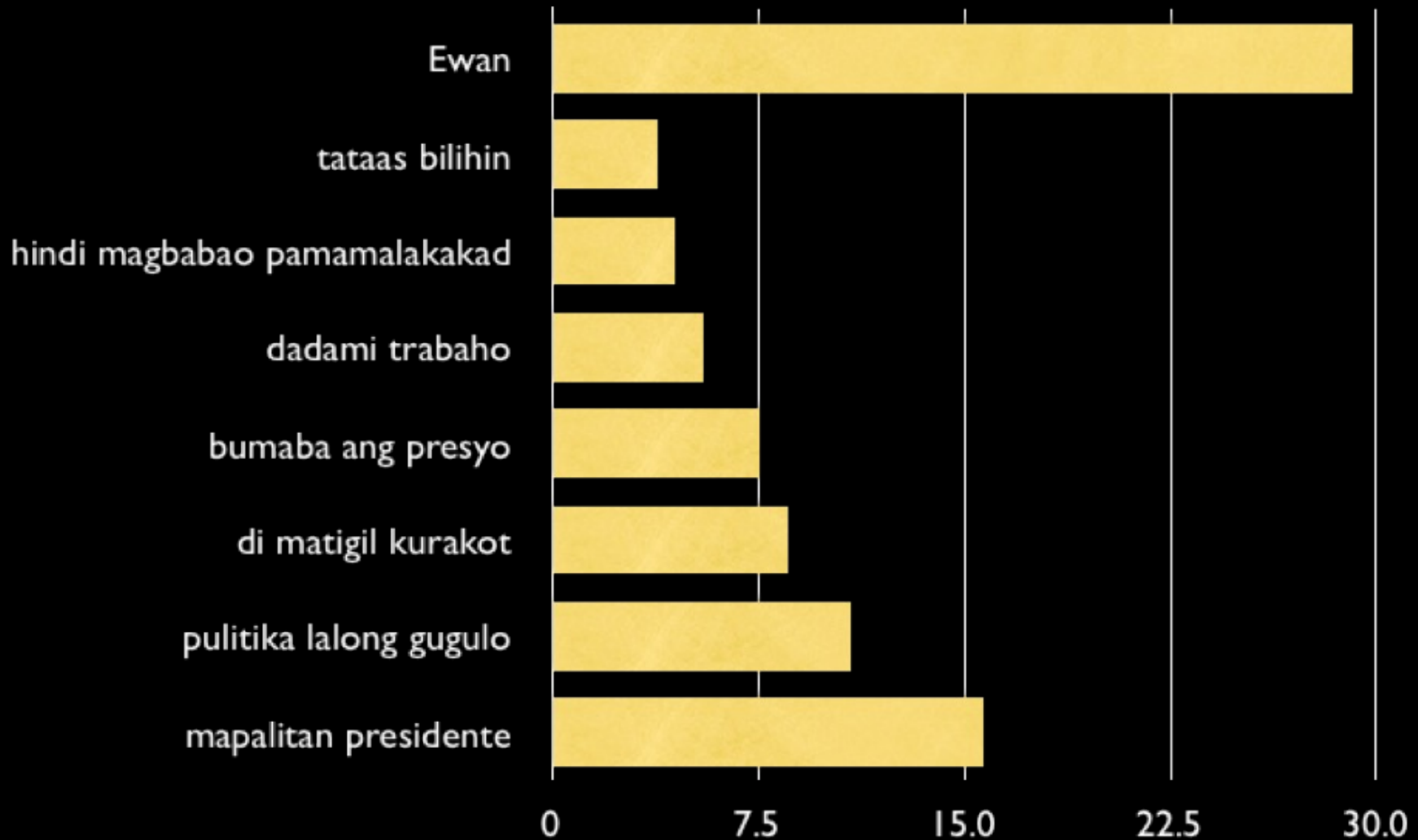


Conversion

Reasons the 44% Pro would turn Anti

- 1. Kung mapalitan ang Presidente o magbago ang pamamalakad niya (15.7%)
- 2. Kung ang pulitika ay lalung gugulo (10.9%)
- 3. Kung hindi matitigil ang pangungurakot (8.6%)
- 4. Kung mapababa ang presyo ng mga bilingin (7.6%)
- 5. Kung dadami ang mga trabaho (5.5%)
- 6. Kung hindi magbabago ang pamamalakad ng gobyerno (4.5%)
- 7. Kung lalung tataas ang presyo ng mga bilingin (3.9%)
- 8. Can't say (29.1%)

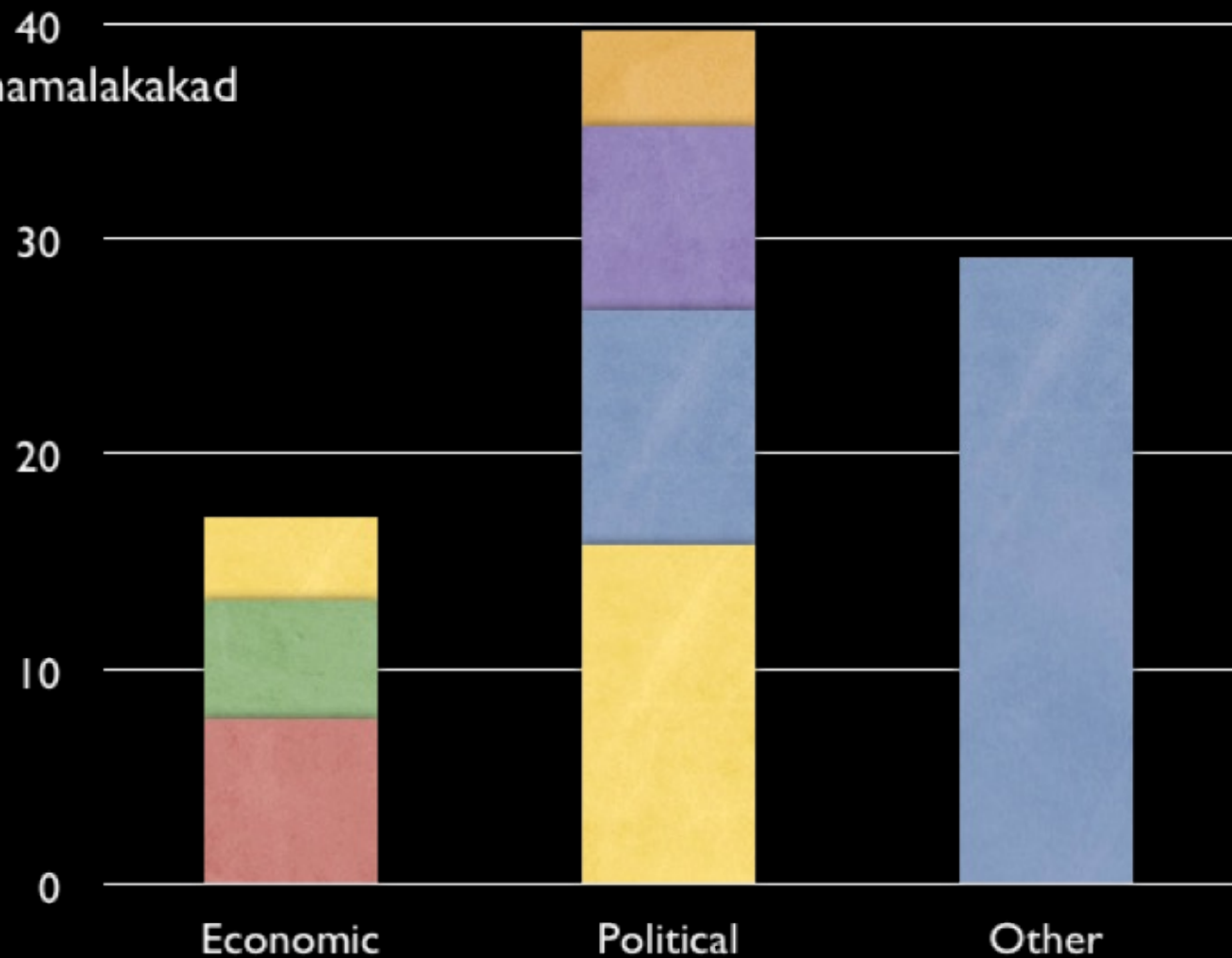
They'd turn Anti if...



Political = Conversion

- If Economics accounts for current support-
- Politics would account for shifting.

- mapalitan presidente
- pulitika lalong gugulo
- di matigil kurakot
- bumaba ang presyo
- dadami trabaho
- hindi magbabao pamamalakad
- tataas bilingin
- Ewan



GMA is the issue

Economic = Reasons for Support

Political (GMA) = Reasons to Withdraw Support

Our Base

- strongly against shift to parliamentary (75%)
- MP's choosing the president (86%)
- not being able to vote for the president (88%)
- change to unicameral (71%)
- Similar patterns of opinion with general population in favor of snap elections (56%) but significantly more doubtful of credibility of plebiscite under Comelec (43%) and acceptability of charter change under GMA (48%)

Important to 40%

- 1. Baka lalo lang magkagulo ang bansa (20.9%)
- 2. Hindi natin alam kung ano ang ipapalit at kung makabubuti ito (13.6%)
- 3. Dapat ang Presidente ang palitan hindi ang Constitution; lalo pang lalakas ang power ng di ko pinagtitiwalaan (13.3%)
- 4. Pareho lang ang mga mamumuno at lalo pang magiging powerful sila (9.7%)
- 5. Ganoon pa rin ang kahirapan; baka lalala pa (8.8%)
- 6. Mawawalan ng karapatan bumoto ang mga tao; sunod sunuran na lang sila (8.2%)
- 7. Wala ring pagbabago kahit baguhin ang Constitution (7.3%)
- 8. Ganoon pa rin ang pangungurakot at pandaraya; baka lalala pa (5.8%)
- 9. Mahal pa rin ang mga bilihan kahit baguhin ang Constitution (2.9%)
- 10. Ok naman ang kasalukuyang Constitution at ang Presidente (2.4%)
- 11. Ganoon pa rin maraming walang trabaho kahit baguhin ang Constitution (1.7%)
- 12. Baka magiging diktadurya lang (1.1 %)
- 13. Can't say (3.3%)

Continued...

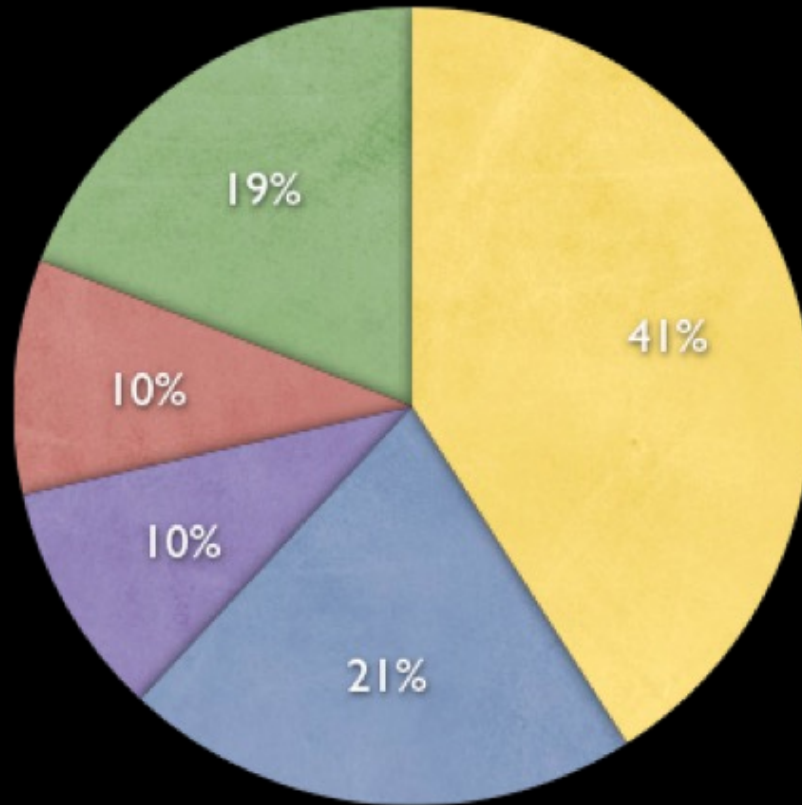
- 8. Ganoon pa rin ang pangungurakot at pandaraya; baka lalala pa (5.8%)
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- 11. Ganoon pa rin maraming walang trabaho kahit baguhin ang Constitution (1.7%)
- 12. Baka magiging diktadurya lang (1.1 %)
- 13. Can't say (3.3%)

What we're after

The fight is not for the solid base of support of GMA (roughly 20% of the country), but for the “soft” majority of the 44% who now support Cha-Cha.

Carving up the 44%

- Nothing Will Change
- Economy Same
- Concentrate Powers
- Corruption Stays
- GMA Stays



A large portion of those who are pro-Cha-Cha today, think it is a way of either removing the President, improving the economy, reducing corruption, etc.