



## The Noble Wolf

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## Broken News : Aquino rated 50%

WASHINGTON, D.C., September 15 (PinoyGlobal)  
-As I have said in an earlier mail, the 2010 elections is fast becoming a copycat of the 1992. This time taking the strategy that Miriam Defensor employed then are Noynoy Aquino's makeover artists.

Trained public relations practitioners however, are not likely bedazzled by so-called 50% ratings. Miriam always took the line that half of the Filipino people were voting for her. She found it the hard way that a cheap trick such as this by those who use snowjob or "trending" to court a bandwagon prematurely, often become the butt of jokes. The irony is if this were true, then Noynoy is already a president hands down.. There is only one thing wrong with this picture - the elections is still eight long months away.

Let us use simple content analysis on this "breaking news" for the sake of those who are uneducated about Philippine politics:

1) Who hired the survey? "The survey was commissioned by private individuals and businessmen..." These are of course members of the Makati Business Club including Ramon del Rosario who was Cory Aquino's first secretary of finance. In short, this survey was paid by Noynoy's godparents.

2) To gain credibility, the Social Weather Station (SWS) one of the two best polling companies in the Philippines. We are not questioning SWS here, but what were the questions and how were they framed? I wish the news story would be more transparent. Often, responses are manipulated by the questions asked. Does this mean the results were contrived? I don't know because the questions were not included in the press release.

3) When was the survey conducted? "...on Sept. 5 and 6 among 1,200 respondents during the week before Aquino formally announced his decision to seek the highest post in the land." The engineers of this survey really knew what

opportuned timing it should have.

4) Where was it held? "The polling was done in Metro Manila, Pangasinan, Central Luzon and Calabarzon..." What's rotten with this geographic delineation? This is what is called the Lucena to Dagupan corridor, consisting of the only provinces where Cory Aquino led over Ferdinand Marcos in 1986 presidential elections. She lost in all the rest of the Philip[ines]. How that impacted the final count no one will ever know. Why? Because there was no final count. The People Power Revolution overtook events. The Ramos-Enrile coup d'etat superseded the elections and the turn of events necessitated Marcos' evacuation from Malacanang.

What a frame up! The coverage could not include Bicol because definitely Chiz Escudero would reign there being a Bicolano, and Northern Luzon will hardly vote for an Aquino.

5) Does that mean this count replicates that of her mother? In terms of goodwill yes, but numerically it is questionable. Why? "10 percent of respondents belonged to the A, B and C classes—the wealthy and the middle class—while 90 percent belonged to the D and E classes—the poor." The A, B and C classes voted for Cory. Exactly the reverse of the Noynoy survey and what's worrisome is the 90% that surveyed for him - most of them are not registered voters, and those who can sell their votes.

Let us remember that the People Power is primarily and A, B and upper C revolution. Cory swooped the silent majority. The masa in 1986 were mostly Marcos loyalists.

But assuming he really got 50% fair and square and granting that there is no discrepancy in the socio-economic classification, the result also said the area constitutes 40% of total votes in the entire Philippines. Simple arithmetic says 50 x 40 is 20% of the entire country. How much more will Noynoy get for the rest of the country? Nobody knows.

Twenty percentile is just about what Mar Roxas, tied with Chiz Escudero fared in the most recent national survey. Manny Villar polled 33%.

6) Lastly, it was ABS-CBN the oligarchic network that bicycled the burial of Cory and the wooing of Noynoy to run for president that released this broken news. What a con job!

What else is not new? It was Fidel Ramos, not Miriam who won the presidency in 1992.

## **Aquino tops Luzon poll**

Villar far second, says SWS

Philippine Daily Inquirer

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MANILA, Philippines—Sen. Benigno “Noynoy” Aquino III has topped a survey by the Social Weather Stations (SWS) in the vote-rich regions of Luzon, winning the nod of an overwhelming 50 percent of respondents and dislodging front-running Sen. Manny Villar who placed second with 14 percent, according to ABS-CBN.

The survey was commissioned by private individuals and businessmen and was conducted on Sept. 5 and 6 among 1,200 respondents during the week before Aquino formally announced his decision to seek the highest post in the land, the TV network reported Sunday night.

The polling was done in Metro Manila, Pangasinan, Central Luzon and Calabarzon—an area that is home to 40 percent of registered voters—and had a margin of error of plus or minus 3 percentage points.

ABS-CBN said that 10 percent of respondents belonged to the A, B and C classes—the wealthy and the middle class—while 90 percent belonged to the D and E classes—the poor.

According to the survey, 50 percent of respondents said they would vote for Aquino, followed by 14 percent who said they preferred Villar.

Former President Joseph Estrada followed with 13 percent, Sen. Francis Escudero posted 12 percent and Vice President Noli de Castro came in last with 7 percent.

On Wednesday, Aquino announced that he was seeking the presidency after he saw an outpouring of support on the death last month of his mother, former President Corazon Aquino, that left him without recourse but to accept the challenge of continuing her legacy of good governance.