

# DATELINE PHILIPPINES

## Villar tops UP mock polls

by CHRISTINA MENDEZ  
Philstar.com

SEN. Manny Villar welcomed last March 15 the results of a survey conducted by University of the Philippines students where he topped the list of presidential contenders.

"This kind of recognition from the people could only inspire us to do more," Villar said.

The former Senate president said he is particularly happy with the result of the study showing wide reception and acceptance of the values of *sipag at tiyaga* (hard work and perseverance). A majority of the respondents cited as "desirable" Villar's slogan of *sipag at tiyaga* and his advocacy to help improve the condition of overseas Filipino workers.

"It only means that our message of *sipag at tiyaga* as values necessary for the country's progress has resonated well with our *kababayan* (countrymen)," he said.

The study showed that 15 percent of the respondents will vote for Villar, followed by Sen. Francis Escudero and Sen. Loren Legarda.

Escudero and Sen. Loren Legarda were also chosen by a majority of respondents as their choice for vice president, with eight percent each.

In the same survey, Villar



Sen. Manny Villar

emerged as the most popular potential candidate, with 79 percent of respondents saying he may run for office in 2010.

Following him were Legarda who got 48 percent, Vice President Noli de Castro with 45 percent, Sen. Mar Roxas (34 percent), Metropolitan Manila Development Authority chair Bayani Fernando (26 percent), Sen. Panfilo Lacson (25 percent), Escudero (22 percent), former President Joseph Estrada (16 percent), Makati Mayor Jejomar Binay (12 percent), and President Arroyo (6 percent).

The study titled *Impression: The importance of media presence on the bid for the 2010 national elections*, focused on perceptions on the media presence of possible presidential bets and vice presidential wannabes in the forthcoming polls.

It was conducted by

Communication Research 165 (Data Interpretation and Gathering) students of UP under the supervision of Dr. Jose Lacson Jr. and Prof. Almond Pilar Aguila.

Data gathering was done from November to December 2008

with 10 focus group discussions composed of six to eight participants.

A survey was also done on respondents who live in Manila, Rizal, Laguna, Cavite, Batangas, Quezon, Camarines Sur, Bulacan,

Tarlac and Pampanga.

The UP Communication Research Department has been named a Center for Excellence by the Commission on Higher Education.

### Importance of surveys

Senate Majority Leader Juan Miguel Zubiri, secretary-general of Lakas, said administration officials

who are hoping to get the party nomination should not disregard surveys and winnability as major factors to consider in eyeing the presidency.

Without directly naming MMDA chair Fernando, who is at the tail-end of poll surveys, Zubiri said those who have a low rating in

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