


A large, stylized black sun logo is positioned on the left side of the slide. It features a central circle with several wavy rays extending outwards, each ending in a small black dot. The logo is partially obscured by the text on the right.

Addressing Young Voters in the Philippines

Cristita Marie Giangan
Chairperson, CDYAP

CDYAP Three small black stars are arranged in a vertical line to the right of the letter 'P' in the CDYAP acronym.

**CENTRIST DEMOCRATIC YOUTH
ASSOCIATION OF THE PHILIPPINES**

Who are the Youth?

TOTAL POPULATION

92,337,852 (May 2010)

Source: NSO

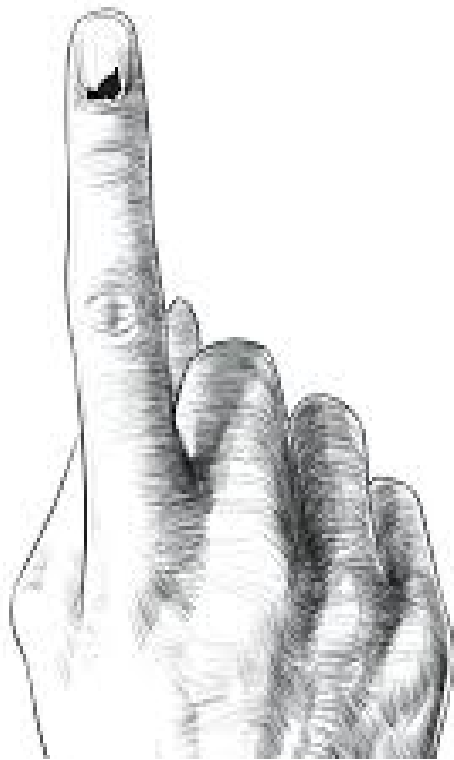
Definition of the Youth Sector Across Government Agencies

National Youth Commission (NYC)	<i>15-30 years</i>
Department of Labor and Employment (DOLE)	<i>15-24 years</i>
Department of Interior and Local Government (DILG)	<i>15-21 years</i>
Department of Education (DepEd)	<i>7-18 years</i>
Department of Social Welfare and Development (DSWD)	<i>7-18 years</i>



**Youth (15-24): 18 million
11 million (registered voters)**

Addressing Young Voters



- Many young voters agree that elections do not bring about change
- Elections are about the voters; not the candidates
 - *Segmentation, targeting and positioning can be only be done if the candidate knows his voters*

Addressing Young Voters



- Young voters care more about the character of the candidate
 - *Maka-Diyos (God –centered)*
 - *May malasakit (compassionate)*
 - *Mabilis magdesisyon at kumilos (decisive)*
 - *Matalino (intelligent)*
 - *Mapagkakatiwalaan (trustworthy)*

Issues that the next President should address



Livelihood/ jobs

Economy

Healthcare

Corruption

Factors that Affect Youth Voting

Contact

Availability of Information

Home Environment

- Cellphone is preferred over the landline
- TV is still the most popular medium for political ads
- News readership via the internet is at the same level as the newspaper's reach
- Family recommendation has the biggest influence on who to vote
- Most Filipinos do not think about whom to vote until a month before the election or less

Getting the Youth To Vote



Getting the Youth to Vote

**Personalized and
interactive contact
accounts**



Getting the Youth to Vote



