

# 2013 FLEMMS

**Functional Literacy, Education  
and Mass Media Survey**

## FINAL REPORT



Republic of the Philippines  
PHILIPPINE STATISTICS AUTHORITY

### 6.1 BASIC OR SIMPLE LITERACY

*Basic or simple literacy* is the ability of a person to read and write with understanding a simple message in any language or dialect.

In 2013, 96.5 percent of 74 million Filipinos 10 years old and over were basically literate. The proportion of basically literate females was higher (97.0%) than their male counterparts (96.1%).

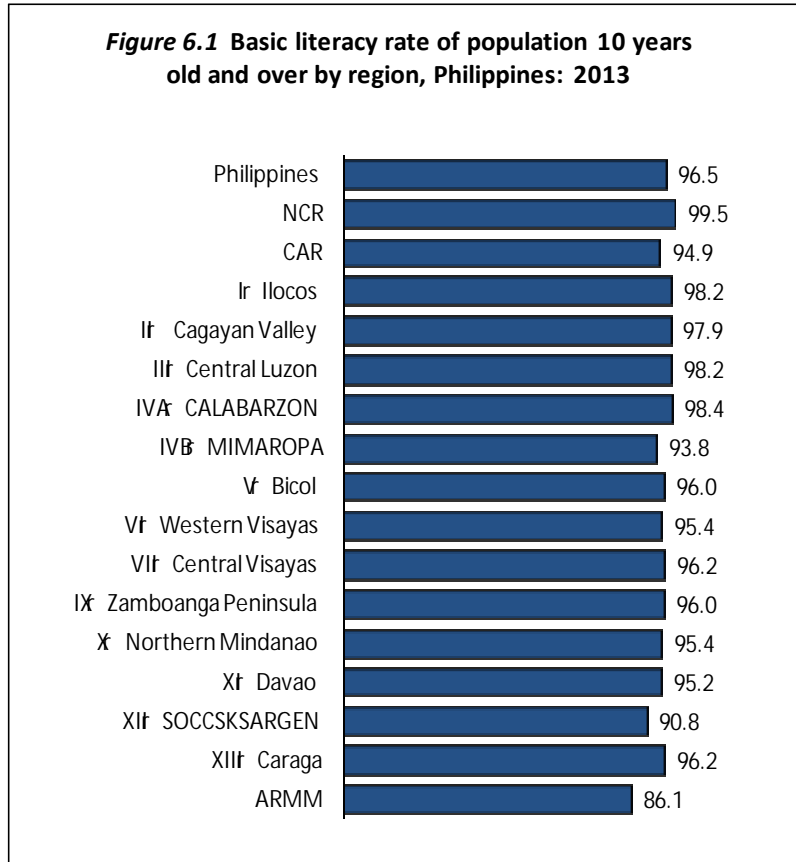
**Almost all  
Filipinos 10 years  
old and over were  
basically literate.**

The basic literacy rate in 2013 (96.5%) represents an improvement from 95.6 percent recorded in 2008.

Table D.1 Basic literacy rate of population 10 years old and over, by sex, by age group, Philippines: 2008 and 2013

Age Group	2013						2008					
	(In thousands)			(In Percent)			(In thousands)			(In Percent)		
	Population 10 years old and over			Basic literacy rate			Population 10 years old and over			Basic literacy rate		
	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female	Both Sexes	Male	Female
Philippines	73,740	36,978	36,762	96.5	96.1	97.0	70,818	35,495	35,323	95.6	95.1	96.1
10r 14	9,823	5,063	4,760	97.4	96.4	98.5	11,710	6,029	5,681	96.6	95.7	97.5
15r 19	9,593	4,898	4,695	98.3	97.7	99.0	10,638	5,259	5,379	97.8	96.9	98.6
20r 24	8,856	4,487	4,369	97.9	97.1	98.6	7,379	3,810	3,569	97.7	97.2	98.3
25r 29	7,737	3,909	3,828	97.8	97.4	98.3	7,212	3,628	3,583	97.2	97.0	97.3
30r 39	13,124	6,646	6,478	96.8	96.1	97.4	12,506	6,236	6,271	95.9	95.4	96.4
40r 49	10,463	5,293	5,170	95.9	95.6	96.2	9,551	4,847	4,704	94.9	94.4	95.4
50r 59	7,404	3,687	3,717	95.1	94.6	95.6	6,151	3,071	3,081	93.6	93.4	93.8
60 and over	6,741	2,995	3,745	91.5	91.9	91.3	5,671	2,615	3,056	87.6	87.4	87.7

Among the regions, NCR (99.5%), Ilocos (98.2%), Cagayan Valley (97.9%), Central Luzon (98.2%), and CALABARZON (98.4%) posted basic literacy rate higher than the national figure (96.5%). ARMM had the lowest literacy rate with 86.1 percent along with SOCCSKSARGEN (90.8%).



## 6.2 FUNCTIONAL LITERACY

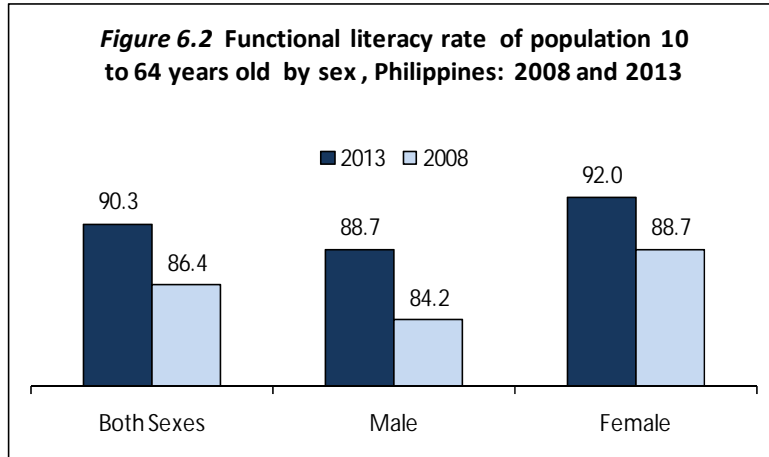
**Nine out of every ten Filipinos 10 to 64 years of age were functionally literate.**

Among the 69 million population 10 to 64 years old, 35 million were males and 34 million were females. Nine out of ten Filipinos were functionally literate (90.3%). The functional literacy rate among females (92.0%) was higher than among males (88.7%) [Table 9].

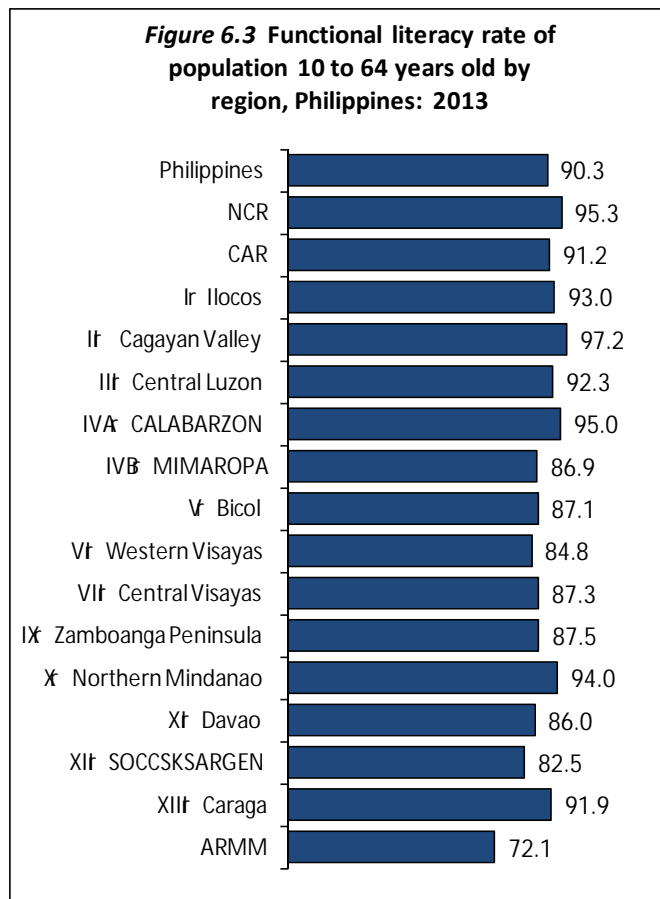
Table D.2 Percentage of population 10r64 years old who are classified into the different literacy levels by age group and sex, Philippines: 2013

Age Group and Sex	Literacy levels					Underr terminated
	Level 0	Level 1	Level 2	Level 3	Level 4	
	Cannot read and write	Can read and write	Can read, write and compute	Can read, write, compute and comprehend	High school graduate or higher	
Both Sexes	5.1	93.6	90.3	74.7	51.3	1.3
10r 14	6.4	91.1	83.2	54.8	r	2.5
15r 19	2.8	96.3	93.7	76.6	41.1	0.9
20r 24	2.7	96.6	95.1	86.9	74.9	0.6
25r 29	3.2	95.9	93.8	84.8	73.1	0.9
30r 39	5.1	93.9	91.5	79.2	65.1	1.0
40r 49	6.5	92.2	89.3	74.3	57.5	1.3
50r 59	7.4	91.0	87.5	70.4	51.2	1.6
60r 64	9.6	88.0	83.6	62.9	43.1	2.4
Male	6.1	92.3	88.7	71.6	48.1	1.5
10r 14	8.0	89.1	81.3	51.6	r	2.9
15r 19	3.8	95.0	91.9	71.8	36.0	1.2
20r 24	3.7	95.5	93.3	83.0	69.1	0.8
25r 29	3.8	94.8	92.4	81.9	68.3	1.3
30r 39	6.4	92.4	89.4	75.8	60.4	1.2
40r 49	7.5	91.0	87.7	72.0	55.4	1.5
50r 59	8.2	90.2	86.7	69.0	50.8	1.6
60r 64	10.2	87.2	82.5	62.5	45.2	2.6
Female	4.0	94.9	92.0	77.9	54.6	1.0
10r 14	4.8	93.1	85.2	58.2	r	2.1
15r 19	1.8	97.7	95.6	81.6	46.4	0.5
20r 24	1.7	97.9	97.0	90.9	80.8	0.4
25r 29	2.5	96.9	95.2	87.8	78.0	0.6
30r 39	3.8	95.4	93.5	82.7	69.8	0.8
40r 49	5.4	93.5	90.8	76.6	59.5	1.1
50r 59	6.7	91.8	88.3	71.7	51.6	1.6
60r 64	9.1	88.7	84.7	63.4	41.1	2.1

Figure 6.2 shows that the functional literacy rate in 2013 (90.3%) was higher compared with 86.4 percent in 2008. There are more females who were functionally literate than males.



Majority of regions in Luzon posted functional literacy rates higher than the national average. Northern Mindanao had the highest functional literacy rate (94.0%) among regions of Mindanao. ARMM had the lowest functional literacy rate (72.1%).



Functional literacy of a person increases with level of education. Almost all persons 10 to 64 years old who had reached high school were functionally literate. Eight out of ten persons 10 to 64 years old were elementary graduate and 7 out of 10 were in elementary level.

Table D.3. Percentage of population 10r64 years old who are classified into the different literacy levels by highest educational attainment, Philippines: 2013

Highest educational attainment and Region	Populati on 10r64 years old ('000)	Literacy levels					Undeterr mined <sup>c</sup>
		Level 0 Cannot read and write	Level 1 <sup>a</sup> Can read and write	Level 2 <sup>b</sup> Can read, write and compute	Level 3 Can read, write, compute and comrprehend	Level 4 <sup>d</sup> High school graduate or higher	
Philippines ('000)	69,438	5.1	93.6	90.3	74.7	51.3	1.3
No Grade Completed	1,027	97.2	2.8	2.4	0.8	0.0	0.0
Preschool	35	85.4	14.6	10.5	4.5	0.0	0.0
Elementary level	11,845	15.9	80.9	71.4	40.0	0.0	3.3
Elementary Graduate	8,486	4.5	92.5	85.5	48.6	0.0	3.1
High School level	12,408	1.8	96.1	91.3	59.5	0.0	2.0
High School Graduate or higher	35,637	*	100.0	100.0	100.0	100.0	0.0

Notes: Details may not add up to totals due to rounding. An asterisk denotes a figure less than 0.05 percent.

Due to sample size limitation, 100.0 percent here does not imply complete absence of illiteracy but implies a very high literacy rate.

a Population aged 10r64 years who can read and write only.

b Population aged 10r64 years who can read, write and compute or have numerical skill.

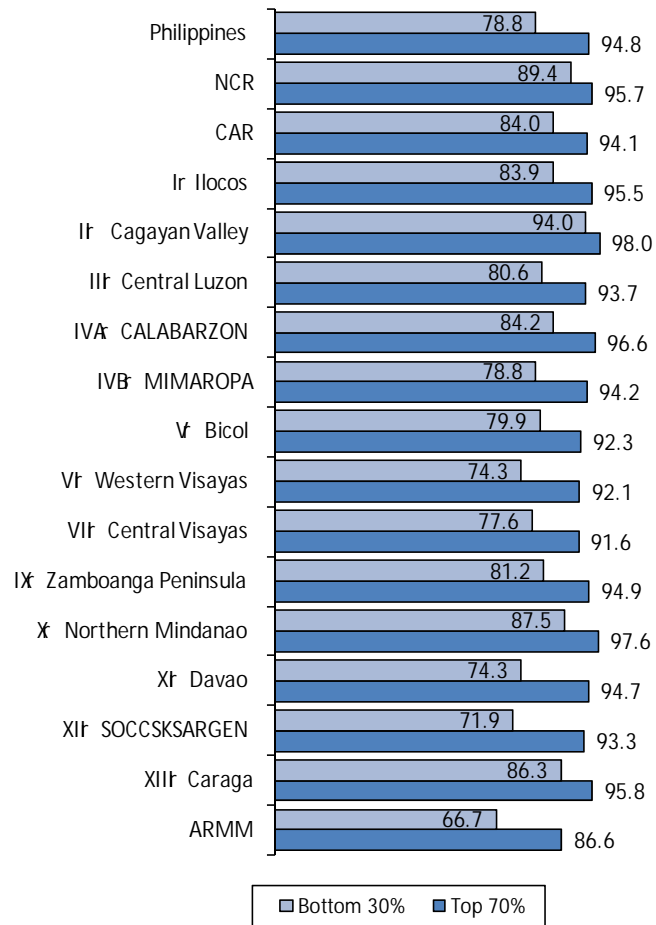
c Population who could not be classified into any of the levels of functional literacy based on the criteria used

d Population who graduated from high school or completed higher level of education are, in this tabulation, automatically considered functionally literate

Figure 6.4 shows that four out of every five persons 10 to 64 years old who were at the bottom 30% stratum and nine out of 10 among the top 70% stratum were functionally literate.

Data on functional literacy on socio-economic status by region shows that the functional literacy rate was lower in the bottom 30% compared to the top 70% stratum. Cagayan Valley posted the highest functional literacy rate among regions.

**Figure 6.4 Functional literacy rate of population 10 to 64 years old by socio-economic status, by region, Philippines: 2013**

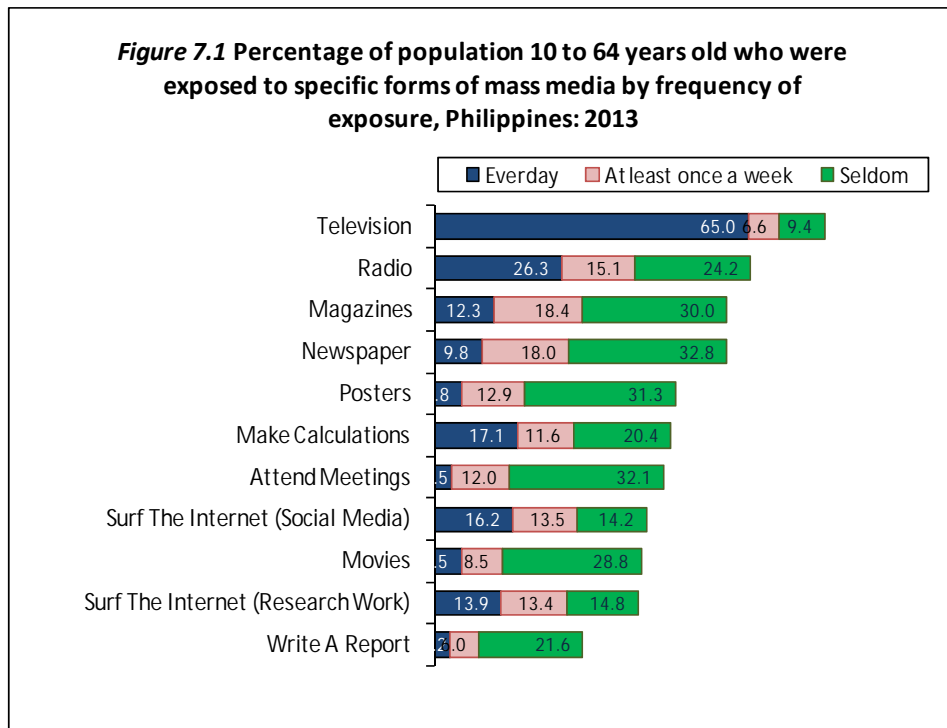


7.1 EXPOSURE TO MASS MEDIA

**Four in every five Filipinos watched television.**

Mass media is one of the tools to disseminate information, provides entertainment, and a tool that allows global interaction through social media. Access to information is essential in increasing people’s knowledge and awareness of what is taking place around them that may eventually affect their perceptions and behavior. In the 2013 FLEMMS, exposure to different forms of mass media was assessed by answering the self-administered questionnaire by indicating how often a respondents reads a newspaper, magazine, comics, books, posters, signs, brochures or flyers; watches or listens to television, radio, movies, or plays; checks email or surfs the internet; writes reports or correspondence; and makes calculations.

Majority of Filipinos 10 to 64 years old were exposed to television (81.0%), radio (65.6%), newspaper (60.7%) and magazine (60.6%). In this survey, exposure to the mass media means that respondent accessed the specific forms of mass media everyday or at least once a week or seldom in the last 12 months preceding the survey (Figure 7.1).

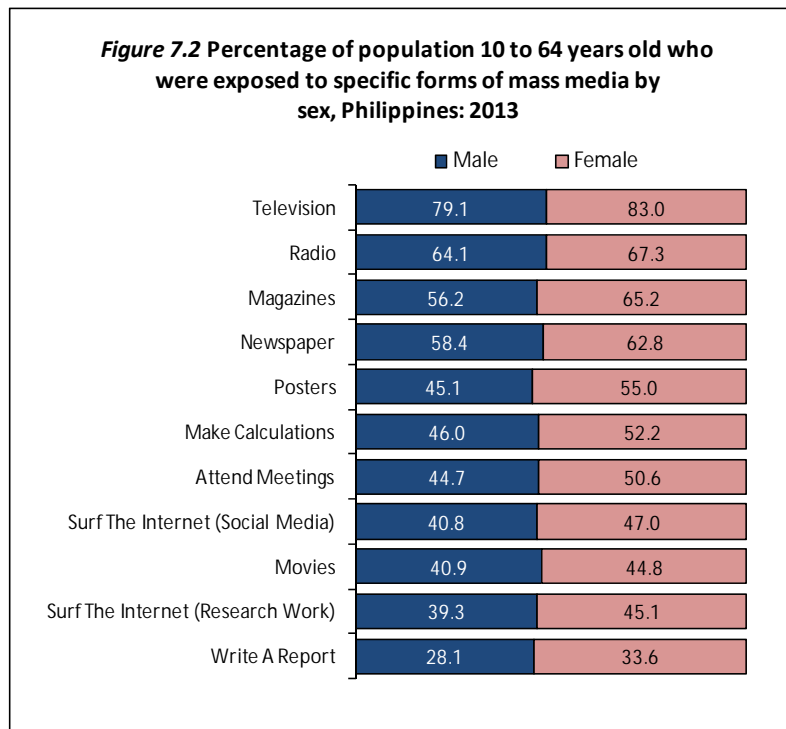




Television was the most popular form of mass media with 65.0 percent of Filipinos 10 to 64 years old watching television everyday while 26.3 percent listened to radio. Almost one in every ten Filipinos read magazine (12.3%) and newspaper (9.8%) everyday.

Sixteen percent of Filipinos 10 to 64 years old surfed the internet for social interaction (facebook, twitter, etc) everyday. Another 13.9 percent accessed the internet to do research work or study.

Among the Filipinos 10 to 64 years old, females were more exposed to specific forms mass media than males. In particular, about 83.0 percent of females 10 to 64 years old watched television compared to 79.1 percent of males.



The figures in Table 7.2 also suggests that there is no significant differences across ages in terms of exposure to specific forms of mass media except for surfing the internet for social media and research work. Younger Filipinos had more exposure to the internet than the older ones. Almost two in every three Filipinos 15 to 19 years old had exposure to internet: surf the internet for social media/interaction (67.8%) and surf the internet for research work (65.3%), compared with only 24.2 percent and 24.0 percent of those aged 40 to 49 years, respectively.

Mass media exposure increases with both educational level and socio-economic status of the respondent. Specifically, 83.3 percent of Filipinos 10 to 64 years old with college degree or higher watched television everyday, compared with 2.0 percent for persons with no grade completed/preschool. In addition, 21.2 percent of Filipinos 10 to 64 years old with college degree or higher read newspaper, compared with less than one percent of Filipinos 10 to 64 years old with no grade completed/preschool (Table 7.3).

In terms of socio-economic status, there were more Filipinos 10 to 64 years old in the top 70% stratum who were exposed to mass media compared to bottom 30% stratum, however, this varies in terms of frequency of exposure. In particular, 41.6 percent of Filipinos 10 to 64 years old in the bottom 30% stratum surfed the internet for social interaction everyday, compared with 26.2 percent of Filipinos 10 to 64 years old in the top 70% stratum. On the other hand, 15.9 percent of Filipinos 10 to 64 years old in the top 70% stratum surfed the internet for social interaction at least once a week compared with 9.8 percent of Filipinos 10 to 64 years old in the bottom 30% stratum (Table 7.4).

The 2013 FLEMMS also revealed that exposure to specific forms of mass media was generally higher among persons who were functional literate. It ranges from 96.4 percent for those who watched television to 97.9 percent for those who surfed the internet for social interaction. Functional literacy rates were about the same for females and males who had exposure to a specific form of mass media.

Table E.1 Functional literacy rate of population 10 to 64 years old by specific forms of mass media exposed to, by sex, Philippines: 2013

Form of Mass Media	Sex		
	Both Sexes	Male	Female
Philippines	69,438	35,155	34,283
Newspaper	97.0	96.7	97.4
Magazines	96.9	96.5	97.4
Posters	97.7	97.3	98.1
Television	96.4	95.8	96.9
Radio	96.7	96.2	97.2
Movies	97.6	97.3	97.9
Surf the internet (Research Work)	97.8	97.6	98.0
Surf the internet (Social Media)	97.9	97.5	98.2
Attend Meetings	97.4	97.1	97.7
Write a Report	97.1	96.8	97.4
Make Calculations	97.2	96.8	97.6



Table 7.1 Percent distribution of population 10 to 64 years old by exposure to specific forms of mass media, frequency of exposure and sex, Philippines: 2013

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Sex		
		Both sexes	Male	Female
NEWSPAPER	69,438	100.0	100.0	100.0
Everyday	6,778	9.8	10.6	8.9
At least once a week	12,487	18.0	17.0	19.0
Seldom	22,779	32.8	30.8	34.9
Not At All	12,954	18.7	19.3	18.0
Not Reported	12,222	17.6	18.5	16.7
Not applicable	2,218	3.2	3.9	2.5
MAGAZINES	69,438	100.0	100.0	100.0
Everyday	8,559	12.3	9.8	14.9
At least once a week	12,759	18.4	16.4	20.4
Seldom	20,802	30.0	30.0	29.9
Not At All	10,400	15.0	17.1	12.8
Not Reported	14,701	21.2	22.8	19.5
Not applicable	2,218	3.2	3.9	2.5
POSTERS	69,438	100.0	100.0	100.0
Everyday	4,049	5.8	5.2	6.5
At least once a week	8,942	12.9	10.7	15.1
Seldom	21,724	31.3	29.2	33.4
Not At All	15,117	21.8	24.4	19.1
Not Reported	17,389	25.0	26.6	23.5
Not applicable	2,218	3.2	3.9	2.5
TELEVISION	69,438	100.0	100.0	100.0
Everyday	45,156	65.0	62.5	67.6
At least once a week	4,575	6.6	7.0	6.2
Seldom	6,537	9.4	9.6	9.2
Not At All	1,690	2.4	2.4	2.5
Not Reported	9,263	13.3	14.6	12.0
Not applicable	2,218	3.2	3.9	2.5
RADIO	69,438	100.0	100.0	100.0
Everyday	18,289	26.3	25.5	27.2
At least once a week	10,517	15.1	14.8	15.5
Seldom	16,800	24.2	23.8	24.6
Not At All	6,551	9.4	9.2	9.6
Not Reported	15,064	21.7	22.7	20.6
Not applicable	2,218	3.2	3.9	2.5

Table 7.1r Continued

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Sex		
		Both sexes	Male	Female
MOVIES	69,438	100.0	100.0	100.0
Everyday	3,817	5.5	5.2	5.8
At least once a week	5,915	8.5	8.4	8.7
Seldom	19,965	28.8	27.3	30.3
Not At All	19,518	28.1	28.0	28.2
Not Reported	18,006	25.9	27.3	24.5
Not applicable	2,218	3.2	3.9	2.5
SURF THE INTERNET (RESEARCH WORK)	69,438	100.0	100.0	100.0
Everyday	9,681	13.9	13.2	14.7
At least once a week	9,317	13.4	12.2	14.7
Seldom	10,277	14.8	13.9	15.7
Not At All	22,451	32.3	33.2	31.4
Not Reported	15,494	22.3	23.6	21.0
Not applicable	2,218	3.2	3.9	2.5
SURF THE INTERNET (SOCIAL MEDIA)	69,438	100.0	100.0	100.0
Everyday	11,232	16.2	15.0	17.4
At least once a week	9,369	13.5	12.3	14.7
Seldom	9,848	14.2	13.5	14.9
Not At All	21,196	30.5	31.5	29.6
Not Reported	15,576	22.4	23.8	21.0
Not applicable	2,218	3.2	3.9	2.5
ATTEND MEETINGS	69,438	100.0	100.0	100.0
Everyday	2,410	3.5	3.5	3.5
At least once a week	8,341	12.0	11.2	12.9
Seldom	22,267	32.1	30.0	34.2
Not At All	18,348	26.4	27.1	25.8
Not Reported	15,855	22.8	24.5	21.2
Not applicable	2,218	3.2	3.9	2.5
WRITE A REPORT	69,438	100.0	100.0	100.0
Everyday	2,188	3.2	2.8	3.5
At least once a week	4,197	6.0	5.5	6.6
Seldom	15,011	21.6	19.8	23.5
Not At All	27,773	40.0	40.5	39.5
Not Reported	18,051	26.0	27.5	24.5
Not applicable	2,218	3.2	3.9	2.5

Table 7.1r Concluded

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Sex		
		Both sexes	Male	Female
MOVIES	69,438	100.0	100.0	100.0
Everyday	3,817	5.5	5.2	5.8
At least once a week	5,915	8.5	8.4	8.7
Seldom	19,965	28.8	27.3	30.3
Not At All	19,518	28.1	28.0	28.2
Not Reported	18,006	25.9	27.3	24.5
Not applicable	2,218	3.2	3.9	2.5
SURF THE INTERNET (RESEARCH WORK)	69,438	100.0	100.0	100.0
Everyday	9,681	13.9	13.2	14.7
At least once a week	9,317	13.4	12.2	14.7
Seldom	10,277	14.8	13.9	15.7
Not At All	22,451	32.3	33.2	31.4
Not Reported	15,494	22.3	23.6	21.0
Not applicable	2,218	3.2	3.9	2.5
SURF THE INTERNET (SOCIAL MEDIA)	69,438	100.0	100.0	100.0
Everyday	11,232	16.2	15.0	17.4
At least once a week	9,369	13.5	12.3	14.7
Seldom	9,848	14.2	13.5	14.9
Not At All	21,196	30.5	31.5	29.6
Not Reported	15,576	22.4	23.8	21.0
Not applicable	2,218	3.2	3.9	2.5
ATTEND MEETINGS	69,438	100.0	100.0	100.0
Everyday	2,410	3.5	3.5	3.5
At least once a week	8,341	12.0	11.2	12.9
Seldom	22,267	32.1	30.0	34.2
Not At All	18,348	26.4	27.1	25.8
Not Reported	15,855	22.8	24.5	21.2
Not applicable	2,218	3.2	3.9	2.5
WRITE A REPORT	69,438	100.0	100.0	100.0
Everyday	2,188	3.2	2.8	3.5
At least once a week	4,197	6.0	5.5	6.6
Seldom	15,011	21.6	19.8	23.5
Not At All	27,773	40.0	40.5	39.5
Not Reported	18,051	26.0	27.5	24.5
Not applicable	2,218	3.2	3.9	2.5
MAKE CALCULATIONS	69,438	100.0	100.0	100.0
Everyday	11,852	17.1	15.0	19.2
At least once a week	8,058	11.6	10.9	12.3
Seldom	14,169	20.4	20.1	20.7
Not At All	16,071	23.1	24.0	22.2
Not Reported	17,072	24.6	26.1	23.1
Not applicable	2,218	3.2	3.9	2.5

Table 7.2 Percent distribution of population 10 to 64 years old by exposure to specific forms of mass media, frequency of exposure and age group, Philippines: 2013

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Age group									
		Total	10r14	15r 19	20r 24	25r 29	30r 39	40r 49	50r 59	60r 64	
NEWSPAPER	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	6,778	9.8	6.6	6.3	8.7	8.9	11.8	12.3	13.0	11.2	11.2
At least once a week	12,487	18.0	13.2	19.3	21.4	21.8	19.9	16.7	14.5	13.4	13.4
Seldom	22,779	32.8	30.1	39.5	38.3	36.1	31.3	29.1	28.1	25.2	25.2
Not At All	12,954	18.7	26.3	19.7	17.6	16.0	16.5	17.2	17.8	17.2	17.2
Not Reported	12,222	17.6	21.3	13.9	12.1	15.1	17.1	20.2	21.2	25.8	25.8
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
MAGAZINES	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	8,559	12.3	28.0	22.1	11.9	8.1	7.0	6.0	4.7	4.4	4.4
At least once a week	12,759	18.4	19.2	25.7	24.0	22.1	17.3	12.3	10.7	9.2	9.2
Seldom	20,802	30.0	22.2	29.0	35.2	35.4	32.7	29.5	27.5	23.7	23.7
Not At All	10,400	15.0	9.2	9.7	12.6	14.9	16.5	19.7	21.4	20.6	20.6
Not Reported	14,701	21.2	18.9	12.1	14.4	17.3	23.1	28.1	30.2	35.1	35.1
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
POSTERS	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	4,049	5.8	5.3	7.5	7.7	7.1	5.7	4.3	4.0	3.3	3.3
At least once a week	8,942	12.9	12.0	17.4	17.2	15.5	13.2	9.0	7.5	5.8	5.8
Seldom	21,724	31.3	28.5	36.9	37.1	35.9	31.0	27.5	25.2	20.4	20.4
Not At All	15,117	21.8	24.7	19.2	18.9	18.6	20.7	24.1	25.2	25.8	25.8
Not Reported	17,389	25.0	27.0	17.5	17.1	20.8	25.9	30.6	32.5	37.7	37.7
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
TELEVISION	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	45,156	65.0	62.9	69.2	69.0	68.7	64.9	61.9	62.0	55.0	55.0
At least once a week	4,575	6.6	6.9	8.1	7.6	7.4	6.5	5.2	4.9	5.0	5.0
Seldom	6,537	9.4	10.1	10.1	10.0	9.1	9.4	9.1	8.1	7.7	7.7
Not At All	1,690	2.4	2.7	2.0	2.3	2.0	2.4	2.8	2.4	3.0	3.0
Not Reported	9,263	13.3	14.8	9.3	9.1	10.6	13.3	16.5	17.2	22.2	22.2
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1

Table 7.2r Continued

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Age group									
		Total	10r14	15r 19	20r 24	25r 29	30r 39	40r 49	50r 59	60r 64	
<b>RADIO</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	18,289	26.3	17.2	25.9	30.1	29.3	28.2	27.4	26.7	25.9	25.9
At least once a week	10,517	15.1	15.5	20.3	18.7	17.3	14.7	11.0	10.5	8.0	8.0
Seldom	16,800	24.2	27.9	29.2	26.6	25.3	22.3	20.9	19.3	16.2	16.2
Not At All	6,551	9.4	12.9	8.3	7.6	8.1	8.8	9.6	10.2	10.6	10.6
Not Reported	15,064	21.7	23.9	15.0	15.0	17.8	22.5	26.6	27.8	32.2	32.2
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
<b>MOVIES</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	3,817	5.5	7.3	8.4	7.0	5.7	4.8	3.6	2.6	2.0	2.0
At least once a week	5,915	8.5	9.5	12.9	12.3	10.8	7.4	4.8	3.9	2.6	2.6
Seldom	19,965	28.8	25.5	35.9	36.5	35.1	28.4	22.8	21.1	16.3	16.3
Not At All	19,518	28.1	27.7	23.7	24.1	24.9	28.7	32.5	33.5	33.3	33.3
Not Reported	18,006	25.9	27.4	17.9	18.2	21.4	27.2	31.9	33.5	38.7	38.7
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
<b>SURF THE INTERNET (RESEARCH WORK)</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	9,681	13.9	12.9	21.3	22.0	19.9	13.3	6.9	4.9	2.5	2.5
At least once a week	9,317	13.4	14.4	23.3	20.1	16.6	10.8	7.0	4.7	3.8	3.8
Seldom	10,277	14.8	16.9	20.7	20.0	16.8	13.5	10.1	8.1	5.7	5.7
Not At All	22,451	32.3	29.9	19.1	21.1	26.7	35.6	43.5	46.3	44.7	44.7
Not Reported	15,494	22.3	23.3	14.3	14.7	17.7	23.4	28.1	30.6	36.3	36.3
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
<b>SURF THE INTERNET (SOCIAL MEDIA)</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	11,232	16.2	15.5	25.9	27.7	22.9	14.3	6.6	4.9	2.7	2.7
At least once a week	9,369	13.5	13.3	22.5	20.3	18.0	11.5	7.0	5.1	3.4	3.4
Seldom	9,848	14.2	15.9	19.4	18.1	15.6	13.6	10.6	7.9	5.5	5.5
Not At All	21,196	30.5	29.9	17.1	17.8	24.1	33.6	41.7	45.1	43.9	43.9
Not Reported	15,576	22.4	22.7	13.8	14.1	17.3	23.6	29.6	31.5	37.4	37.4
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1



Table 7.2r Concluded

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Age group									
		Total	10r14	15r 19	20r 24	25r 29	30r 39	40r 49	50r 59	60r 64	
<b>ATTEND MEETINGS</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	2,410	3.5	4.4	4.1	3.3	2.5	3.0	3.4	3.7	3.5	3.5
At least once a week	8,341	12.0	9.1	13.6	12.9	12.6	13.0	12.3	10.9	9.3	9.3
Seldom	22,267	32.1	22.9	35.3	36.9	36.2	34.3	30.5	29.4	28.2	28.2
Not At All	18,348	26.4	35.2	29.0	28.0	27.3	23.4	22.0	22.4	19.9	19.9
Not Reported	15,855	22.8	25.9	16.6	16.9	19.2	22.9	27.4	28.1	31.9	31.9
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
<b>WRITE A REPORT</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	2,188	3.2	5.5	4.2	2.9	3.0	2.7	2.1	1.9	1.6	1.6
At least once a week	4,197	6.0	8.8	9.9	7.1	5.4	4.6	3.9	3.8	2.2	2.2
Seldom	15,011	21.6	22.7	30.7	27.2	23.5	19.8	16.2	13.6	12.6	12.6
Not At All	27,773	40.0	33.9	35.8	42.3	43.9	42.4	41.2	41.5	37.9	37.9
Not Reported	18,051	26.0	26.6	18.0	18.5	22.0	27.2	32.2	33.8	38.6	38.6
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1
<b>MAKE CALCULATIONS</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	11,852	17.1	13.0	15.1	17.0	18.3	20.0	18.2	17.6	14.6	14.6
At least once a week	8,058	11.6	9.5	12.0	13.2	13.5	12.5	10.9	10.5	8.1	8.1
Seldom	14,169	20.4	20.9	26.4	24.2	22.1	19.1	16.2	15.6	15.1	15.1
Not At All	16,071	23.1	27.1	27.6	25.8	22.9	20.3	20.5	19.6	18.7	18.7
Not Reported	17,072	24.6	26.9	17.6	17.8	20.9	24.7	29.7	31.1	36.4	36.4
Not applicable	2,218	3.2	2.6	1.3	2.0	2.2	3.4	4.4	5.5	7.1	7.1

□

Table 7.3 Percent distribution of population 10 to 64 years old by exposure to specific forms of mass media, frequency of exposure and age group, Philippines: 2013

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Total	Highest grade completed					
			No grade completed/ Preschool	Elementary Level	High School Level	Post secondary/ College Level	College Graduate/ Higher	
<b>NEWSPAPER</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	6,778	9.8	0.2	5.6	8.7	12.9	21.2	21.2
At least once a week	12,487	18.0	0.4	9.3	18.6	25.3	30.0	30.0
Seldom	22,779	32.8	0.9	25.1	35.3	40.0	37.4	37.4
Not At All	12,954	18.7	1.0	27.7	19.2	12.1	5.4	5.4
Not Reported	12,222	17.6	2.0	26.4	18.2	9.7	6.0	6.0
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0
<b>MAGAZINES</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	8,559	12.3	0.3	12.9	10.3	13.1	18.7	18.7
At least once a week	12,759	18.4	0.2	10.8	18.6	25.2	29.8	29.8
Seldom	20,802	30.0	1.0	21.6	32.0	37.4	37.3	37.3
Not At All	10,400	15.0	0.8	20.0	16.4	10.4	5.5	5.5
Not Reported	14,701	21.2	2.3	28.9	22.7	13.9	8.7	8.7
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0
<b>POSTERS</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	4,049	5.8	0.5	3.0	4.7	8.9	13.4	13.4
At least once a week	8,942	12.9	0.2	6.0	12.2	19.3	25.2	25.2
Seldom	21,724	31.3	0.7	20.9	32.5	41.2	43.5	43.5
Not At All	15,117	21.8	0.7	29.6	23.7	14.7	7.8	7.8
Not Reported	17,389	25.0	2.4	34.6	26.8	15.9	10.1	10.1
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0

Table 7.3r Continued

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Total	Highest grade completed					
			No grade completed/ Preschool	Elementary Level	High School Level	Post secondary/ College Level	College Graduate/ Higher	
<b>TELEVISION</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	45,156	65.0	2.0	49.0	67.8	79.7	83.3	83.3
At least once a week	4,575	6.6	0.2	6.6	7.1	6.2	6.2	6.2
Seldom	6,537	9.4	0.1	12.2	9.7	6.9	6.0	6.0
Not At All	1,690	2.4	0.2	4.4	2.2	1.0	0.5	0.5
Not Reported	9,263	13.3	2.1	21.9	13.1	6.3	4.0	4.0
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0
<b>RADIO</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	18,289	26.3	1.0	19.6	26.8	33.3	35.4	35.4
At least once a week	10,517	15.1	0.1	10.8	15.8	18.9	20.5	20.5
Seldom	16,800	24.2	0.6	22.1	24.4	26.4	28.8	28.8
Not At All	6,551	9.4	0.3	11.7	9.8	7.5	6.1	6.1
Not Reported	15,064	21.7	2.5	29.9	23.1	13.9	9.2	9.2
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0
<b>MOVIES</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	3,817	5.5	0.1	4.0	5.4	6.9	8.5	8.5
At least once a week	5,915	8.5	0.1	5.0	7.9	12.4	15.3	15.3
Seldom	19,965	28.8	0.6	17.2	27.4	40.6	50.2	50.2
Not At All	19,518	28.1	1.2	32.8	31.4	23.1	15.1	15.1
Not Reported	18,006	25.9	2.6	35.2	27.9	17.0	10.9	10.9
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0
<b>SURF THE INTERNET (RESEARCH WORK)</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	9,681	13.9	0.0	5.1	9.9	24.0	38.6	38.6
At least once a week	9,317	13.4	0.2	5.9	13.6	21.0	23.2	23.2
Seldom	10,277	14.8	0.4	9.1	16.2	20.0	19.0	19.0
Not At All	22,451	32.3	1.4	42.1	36.5	21.8	11.5	11.5
Not Reported	15,494	22.3	2.6	32.0	23.9	13.2	7.7	7.7
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0	0.0

Table 7.3r Concluded

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	Total	Highest grade completed				
			No grade completed/ Preschool	Elementary Level	High School Level	Post secondary/ College Level	College Graduate/ Higher
<b>SURF THE INTERNET (SOCIAL MEDIA)</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	11,232	16.2	0.3	6.3	12.7	28.1	39.0
At least once a week	9,369	13.5	0.2	6.0	14.1	19.9	22.8
Seldom	9,848	14.2	0.2	8.7	15.5	19.3	18.1
Not At All	21,196	30.5	1.4	40.7	33.8	19.7	11.9
Not Reported	15,576	22.4	2.4	32.4	23.8	12.9	8.1
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0
<b>ATTEND MEETINGS</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	2,410	3.5	0.0	3.4	3.5	3.0	4.4
At least once a week	8,341	12.0	0.3	6.7	11.6	16.7	22.0
Seldom	22,267	32.1	0.9	21.4	32.3	42.5	47.9
Not At All	18,348	26.4	1.0	30.8	28.4	23.3	16.2
Not Reported	15,855	22.8	2.4	31.8	24.2	14.5	9.5
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0
<b>WRITE A REPORT</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	2,188	3.2	0.1	3.0	2.2	3.1	7.5
At least once a week	4,197	6.0	0.1	4.0	5.0	7.9	13.0
Seldom	15,011	21.6	0.4	13.1	20.4	30.7	37.6
Not At All	27,773	40.0	1.2	39.0	44.2	41.2	30.7
Not Reported	18,051	26.0	2.7	35.0	28.1	17.1	11.2
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0
<b>MAKE CALCULATIONS</b>	69,438	100.0	100.0	100.0	100.0	100.0	100.0
Everyday	11,852	17.1	0.0	10.9	15.1	23.0	33.6
At least once a week	8,058	11.6	0.2	7.6	11.1	15.3	20.1
Seldom	14,169	20.4	0.9	16.8	21.1	24.9	23.2
Not At All	16,071	23.1	0.8	24.9	26.3	21.1	13.4
Not Reported	17,072	24.6	2.7	34.0	26.3	15.7	9.7
Not applicable	2,218	3.2	95.5	5.9	*	0.0	0.0

Table 7.4 Percent distribution of population 10 to 64 years old by exposure to specific forms of mass media, frequency of exposure and socioeconomic status, Philippines: 2013

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	SocioEconomic Status		
		All group	Bottom 30%	Top 70%
NEWSPAPER	69,438	100.0	100.0	100.0
Everyday	12,954	18.7	24.6	16.3
At least once a week	22,779	32.8	26.8	35.1
Seldom	12,487	18.0	10.0	21.1
Not At All	6,778	9.8	5.4	11.5
Not Reported	12,222	17.6	24.2	15.1
Not applicable	2,218	3.2	9.1	0.9
MAGAZINES	69,438	100.0	100.0	100.0
Everyday	10,400	15.0	19.4	13.3
At least once a week	20,802	30.0	24.5	32.1
Seldom	12,759	18.4	11.6	21.0
Not At All	8,559	12.3	9.4	13.5
Not Reported	14,701	21.2	26.1	19.3
Not applicable	2,218	3.2	9.1	0.9
POSTERS	69,438	100.0	100.0	100.0
Everyday	15,117	21.8	27.5	19.5
At least once a week	21,724	31.3	22.4	34.7
Seldom	8,942	12.9	6.5	15.4
Not At All	4,049	5.8	2.7	7.0
Not Reported	17,389	25.0	31.8	22.4
Not applicable	2,218	3.2	9.1	0.9
TELEVISION	69,438	100.0	100.0	100.0
Everyday	1,690	2.4	5.9	1.1
At least once a week	6,537	9.4	17.6	6.3
Seldom	4,575	6.6	9.1	5.6
Not At All	45,156	65.0	37.4	75.7
Not Reported	9,263	13.3	20.9	10.4
Not applicable	2,218	3.2	9.1	0.9
RADIO	69,438	100.0	100.0	100.0
Everyday	6,551	9.4	11.0	8.8
At least once a week	16,800	24.2	22.8	24.8
Seldom	10,517	15.1	10.4	17.0
Not At All	18,289	26.3	20.2	28.7
Not Reported	15,064	21.7	26.5	19.8
Not applicable	2,218	3.2	9.1	0.9

Table 7.4r Continued

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	SocioEconomic Status		
		All group	Bottom 30%	Top 70%
NEWSPAPER	69,438	100.0	100.0	100.0
Everyday	12,954	18.7	24.6	16.3
At least once a week	22,779	32.8	26.8	35.1
Seldom	12,487	18.0	10.0	21.1
Not At All	6,778	9.8	5.4	11.5
Not Reported	12,222	17.6	24.2	15.1
Not applicable	2,218	3.2	9.1	0.9
MAGAZINES	69,438	100.0	100.0	100.0
Everyday	10,400	15.0	19.4	13.3
At least once a week	20,802	30.0	24.5	32.1
Seldom	12,759	18.4	11.6	21.0
Not At All	8,559	12.3	9.4	13.5
Not Reported	14,701	21.2	26.1	19.3
Not applicable	2,218	3.2	9.1	0.9
POSTERS	69,438	100.0	100.0	100.0
Everyday	15,117	21.8	27.5	19.5
At least once a week	21,724	31.3	22.4	34.7
Seldom	8,942	12.9	6.5	15.4
Not At All	4,049	5.8	2.7	7.0
Not Reported	17,389	25.0	31.8	22.4
Not applicable	2,218	3.2	9.1	0.9
TELEVISION	69,438	100.0	100.0	100.0
Everyday	1,690	2.4	5.9	1.1
At least once a week	6,537	9.4	17.6	6.3
Seldom	4,575	6.6	9.1	5.6
Not At All	45,156	65.0	37.4	75.7
Not Reported	9,263	13.3	20.9	10.4
Not applicable	2,218	3.2	9.1	0.9
RADIO	69,438	100.0	100.0	100.0
Everyday	6,551	9.4	11.0	8.8
At least once a week	16,800	24.2	22.8	24.8
Seldom	10,517	15.1	10.4	17.0
Not At All	18,289	26.3	20.2	28.7
Not Reported	15,064	21.7	26.5	19.8
Not applicable	2,218	3.2	9.1	0.9

Table 7.4r Concluded

Form of mass media/ Frequency of exposure	Population 10 to 64 years old (in '000)	SocioEconomic Status		
		All group	Bottom 30%	Top 70%
MOVIES	69,438	100.0	100.0	100.0
Everyday	19,518	28.1	34.5	25.6
At least once a week	19,965	28.8	16.4	33.5
Seldom	5,915	8.5	4.5	10.1
Not At All	3,817	5.5	2.9	6.5
Not Reported	18,006	25.9	32.5	23.4
Not applicable	2,218	3.2	9.1	0.9
SURF THE INTERNET (RESEARCH WORK)	69,438	100.0	100.0	100.0
Everyday	22,451	32.3	43.3	28.1
At least once a week	10,277	14.8	9.7	16.8
Seldom	9,317	13.4	5.5	16.5
Not At All	9,681	13.9	2.9	18.2
Not Reported	15,494	22.3	29.6	19.5
Not applicable	2,218	3.2	9.1	0.9
SURF THE INTERNET (SOCIAL MEDIA)	69,438	100.0	100.0	100.0
Everyday	21,196	30.5	41.6	26.2
At least once a week	9,848	14.2	9.8	15.9
Seldom	9,369	13.5	5.7	16.5
Not At All	11,232	16.2	3.4	21.1
Not Reported	15,576	22.4	30.4	19.3
Not applicable	2,218	3.2	9.1	0.9
ATTEND MEETINGS	69,438	100.0	100.0	100.0
Everyday	18,348	26.4	27.6	26.0
At least once a week	22,267	32.1	24.1	35.1
Seldom	8,341	12.0	7.8	13.7
Not At All	2,410	3.5	2.9	3.7
Not Reported	15,855	22.8	28.5	20.6
Not applicable	2,218	3.2	9.1	0.9
WRITE A REPORT	69,438	100.0	100.0	100.0
Everyday	27,773	40.0	39.6	40.1
At least once a week	15,011	21.6	13.4	24.8
Seldom	4,197	6.0	3.6	7.0
Not At All	2,188	3.2	2.2	3.5
Not Reported	18,051	26.0	32.1	23.6
Not applicable	2,218	3.2	9.1	0.9
MAKE CALCULATIONS	69,438	100.0	100.0	100.0
Everyday	16,071	23.1	24.7	22.5
At least once a week	14,169	20.4	17.5	21.5
Seldom	8,058	11.6	7.2	13.3
Not At All	11,852	17.1	10.1	19.7
Not Reported	17,072	24.6	31.3	22.0
Not applicable	2,218	3.2	9.1	0.9

