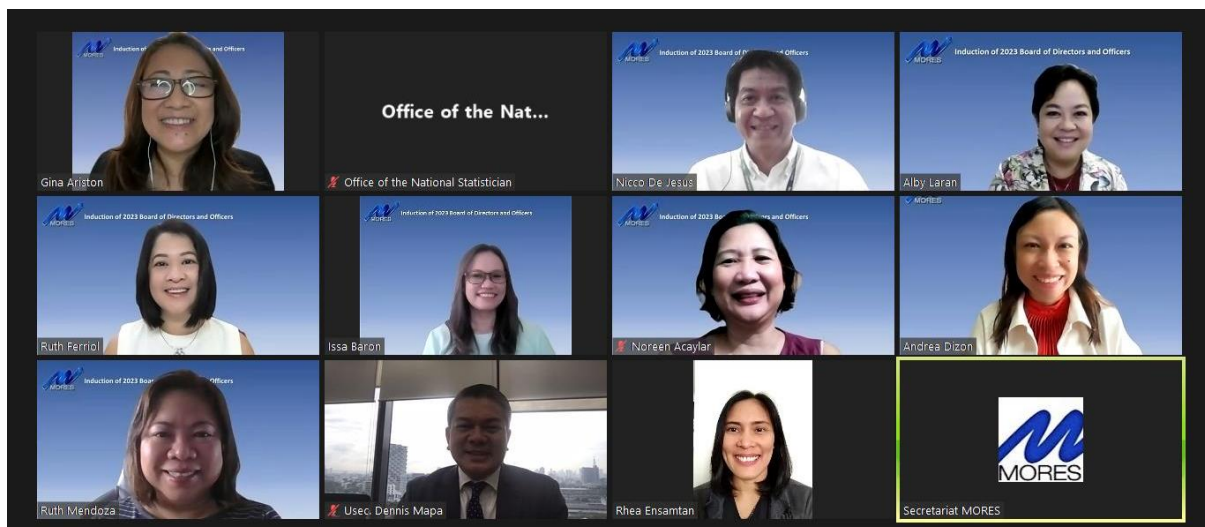




PRESS RELEASE

PSA Undersecretary Dennis Mapa inducts 2023 MORES Board of Directors

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2023 MORES Board of Directors and PSA Undersecretary Dennis S. Mapa during the picture taking.

The induction of the 2023 Marketing and Opinion Research Society of the Philippines, Inc. (MORES) Board of Directors was again led by Philippine Statistics Authority (PSA) Undersecretary Dennis S. Mapa, National Statistician and Civil Registrar General, on 24 January 2023 via Zoom. The event was attended by nine out of the eleven elected officers.

The PSA agreed to continue and strengthen the partnership with the MORES – a professional organization of marketing and opinion polling agencies, and market research practitioners in the Philippines. This is one of the initiatives of the PSA in sharing its data with the private sector.

Undersecretary Mapa underscored in his message some of the data being produced by the PSA, the use of data as assets, and how the PSA's data



can be utilized by the private sector. He also discussed the initiatives and improvements of the PSA in data sharing.

It was also discussed during the event how the PSA and MORES can work together in the review and clearance of online surveys in the government and private sectors, respectively. This will be similar to the [Statistical Survey Review and Clearance System](#) (SSRCS), a mechanism being implemented by the PSA in reviewing and clearing surveys in the government.

The PSA congratulates the new set of [2023 MORES Board of Directors](#).

- *Office of the National Statistician - Core*