



Midterm Elections Study

February 2013

Problem Statement and Survey Objectives

With the nearing of elections, it is important to attain a better understanding of what the general Ateneo population seeks in the government, and consequently, their senators of choice in the upcoming national midterm elections. In doing this, the study aims to:

- Identify the top 12 candidates to Ateneo students
- Identify the top 5 political parties to Ateneo students
- Identify the characteristics and qualifications sought by Ateneo students in selecting a government official
- Identify the issues Ateneo students find most urgent for government to tackle

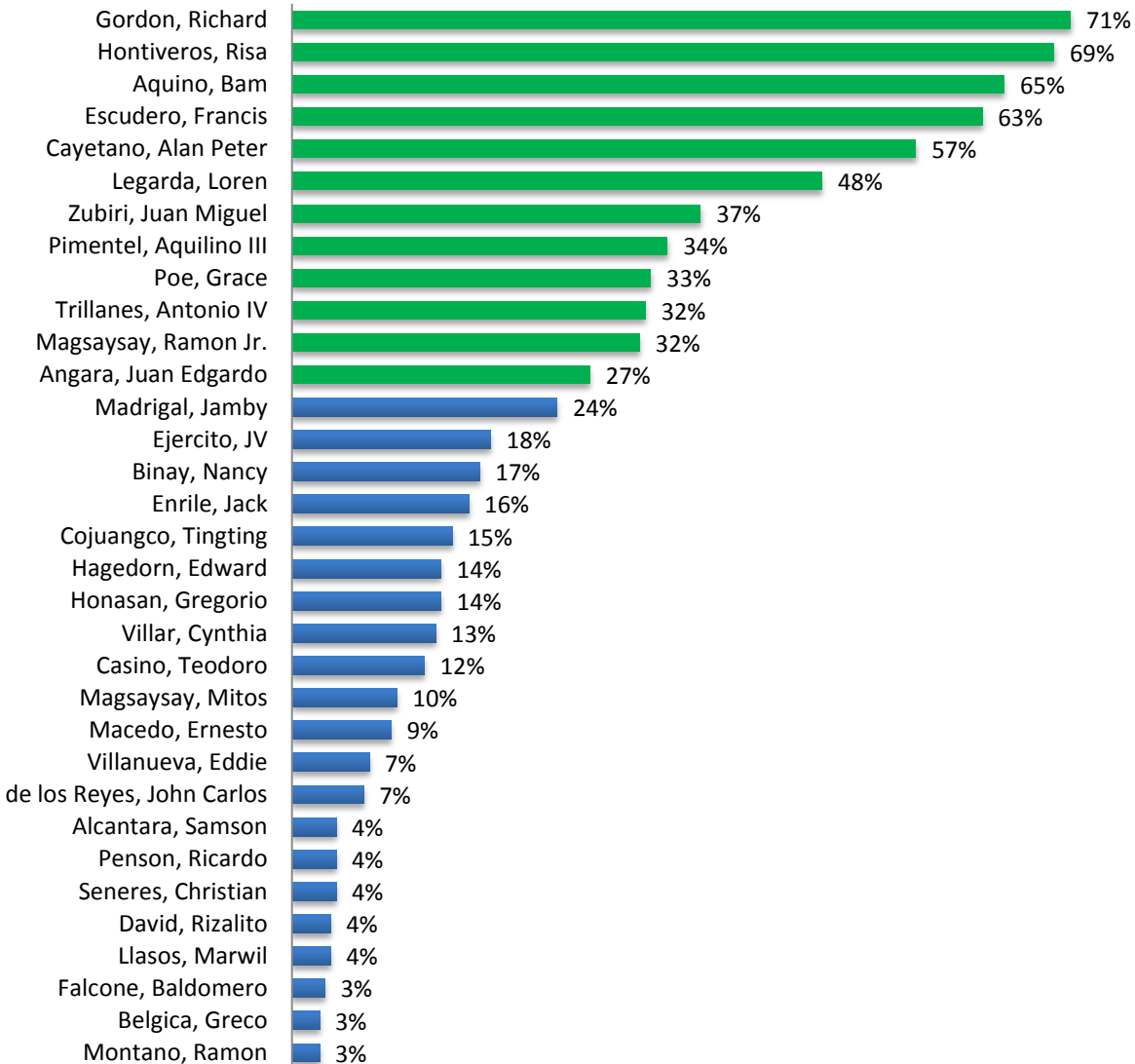
Methodology

The study was conducted through self-administered survey disseminated to 200 respondents who are eligible voters (registered and non-registered) in the upcoming national midterm elections in May 2013. The sample size was calculated with a 7% margin of error and 95% confidence level.

See Appendix for the demographics of the respondents and the survey instrument used in the study.

Results and Data Analysis

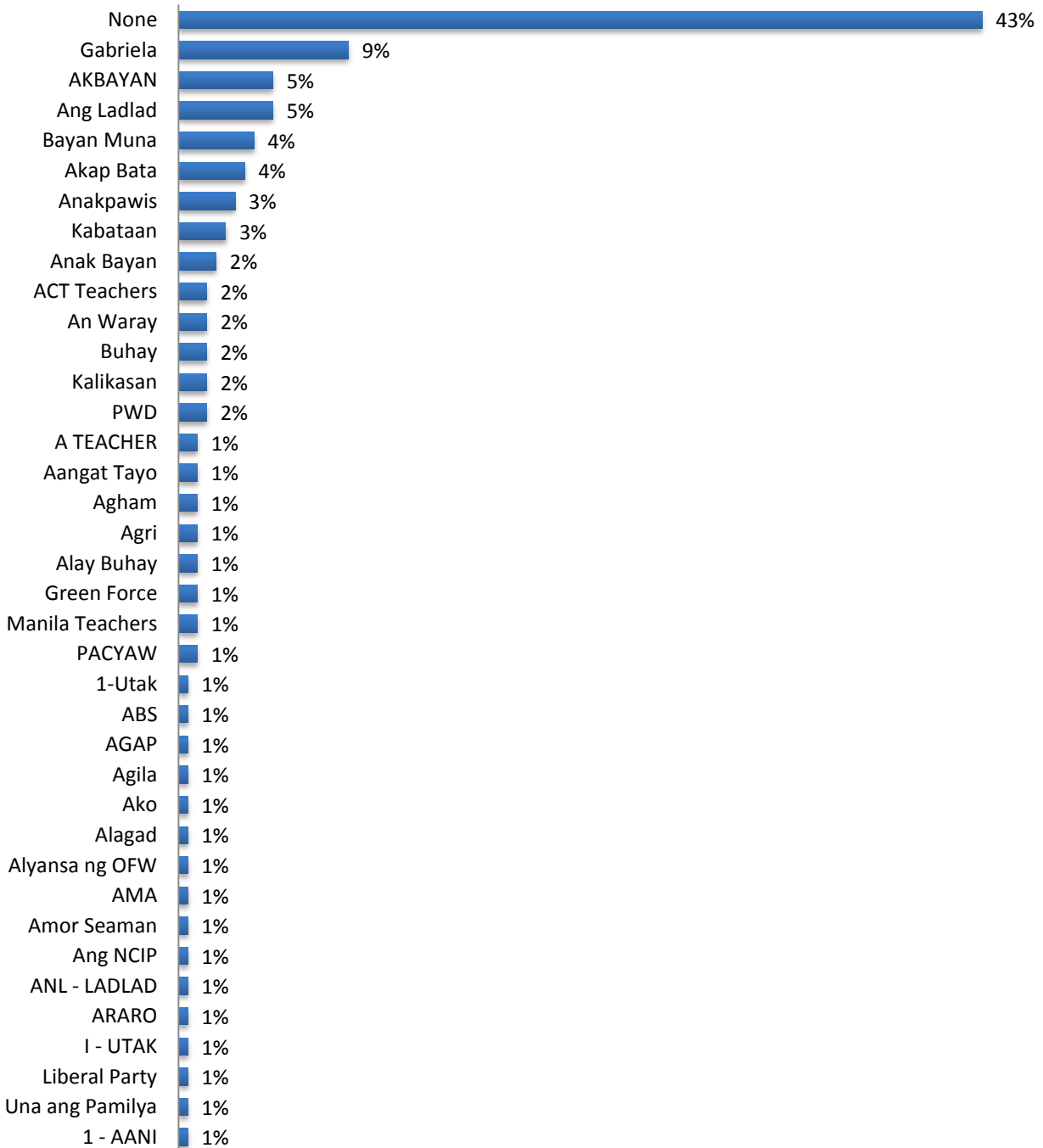
A. Top Senatorial Candidates



Richard Gordon (71%) and **Risa Hontiveros (69%)** topped the preferred senatorial candidates of Ateneans. Bam Aquino and Francis Escudero had a close race, at 65% and 63%, respectively. Ranking fifth was Alan Peter Cayetano, with 57% of the respondent; and at sixth was Loren Legarda with 48%. Juan Miguel Zubiri, Aquilino Pimentel III and Grace Poe ranked seventh through ninth, respectively, garnering very narrow margins at 37%, 34%, and 33%, respectively. Antonio Trillanes IV and Ramon Magsaysay Jr. tied up at the tenth and eleventh at 32%. Juan Edgardo Angara garnered 27%, putting him at the 12th spot among Ateneans' top senatorial candidates.

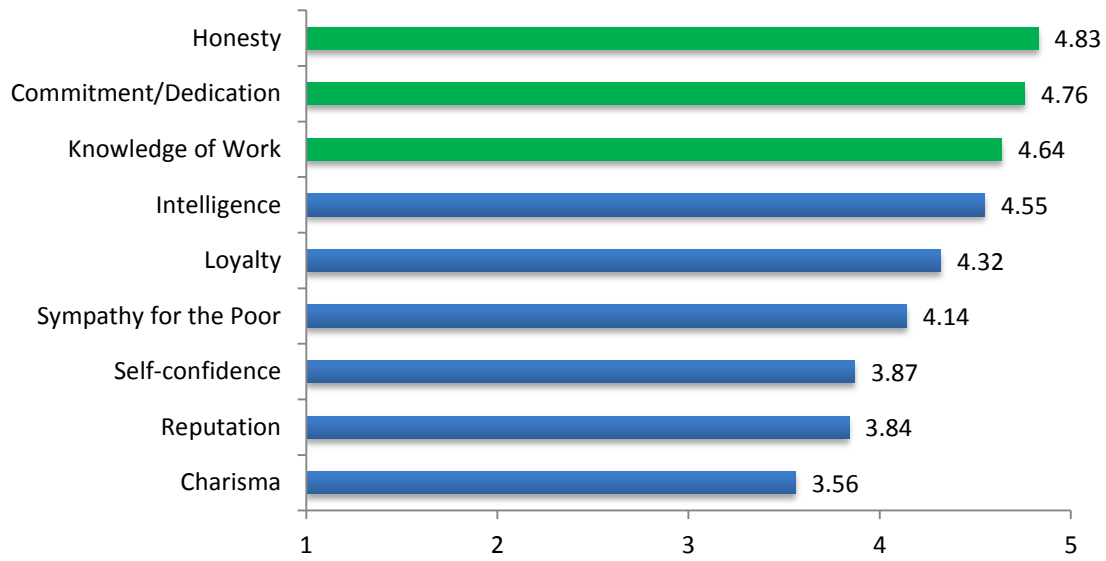
Only 25% of the respondents had a complete list of senators to vote, while half (50%) voted for at least 8 senators. Meanwhile, 5 respondents (3%) did not vote any of the senatorial candidates.

B. Top Party List



Gabriela (9%), Ang Ladlad (5%) and Akbayan (5%) led the poll for party-list. Bayan Muna followed at 4%; Akap Bata at 4%; Anakpawis and Kabataan at 3%, and several others at 2% and 1%. Meanwhile, majority of the respondents (**43%**) **did not vote for any party list**.

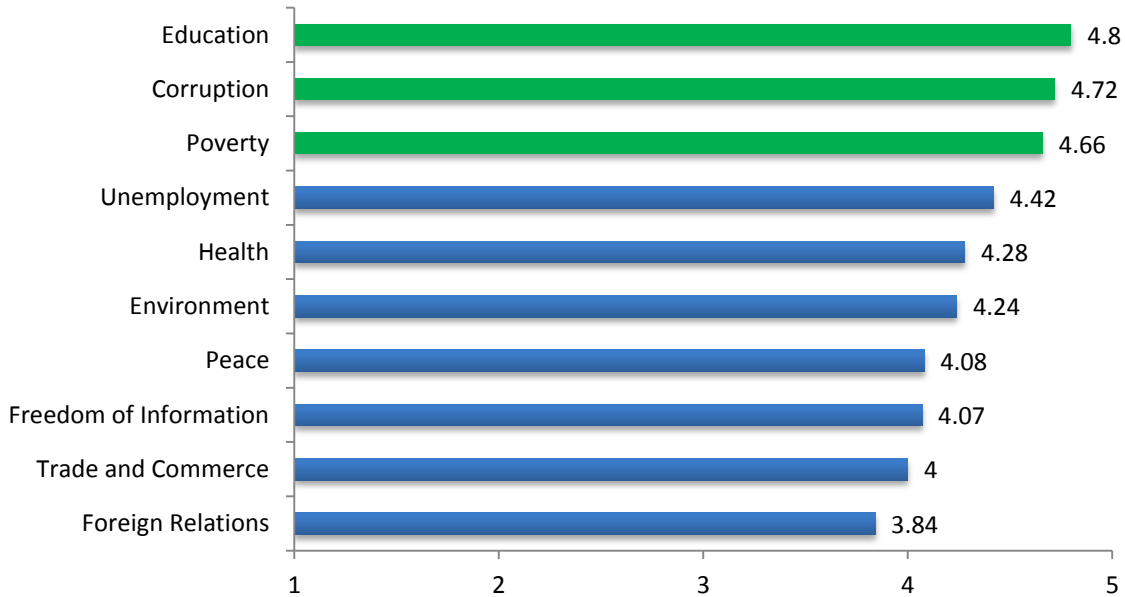
C. Qualities Sought in a Government Official



Ateneo students found **honesty (84%** of the respondents rating it as very important, or 5), **commitment/dedication (77%)** and **knowledge of work (71%)** to be significantly more important than the other qualities. This was followed by intelligence (59%), loyalty (56%) and sympathy for the poor (42%). The last three qualities, reputation (32%), self-confidence (29%) and charisma (18%), were deemed to be significantly less important.

By assigning corresponding values to the importance level of the qualities with 5 as very important, and 1 as not important at all, the average scores reflect the overall importance set by Ateneans on each characteristic (as shown in the figure above).

D. Pertinent Issues



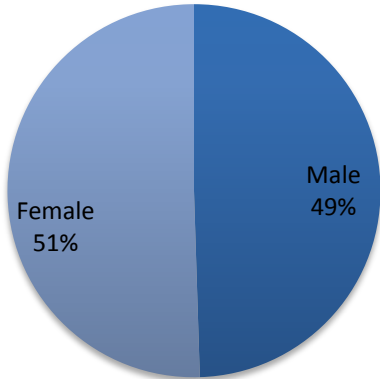
In light of common and recent issues in the Philippines, **education** (80% gave a rating of 5, or very urgent), **corruption** (77%) and **poverty** (71%) scored significantly higher among the issues that urgently need addressing by the government. These were followed by unemployment (52%), health (44%), environment (40%) and freedom of information (36%). The remaining three issues, peace (28%), trade and commerce (26%), and foreign relations (24%) were considered to less urgent.

By assigning corresponding values to the importance level of the qualities with 5 as very urgent, and 1 as not urgent at all, the average scores reflect the issues Ateneans feel must be addressed immediately (as shown in the figure above).

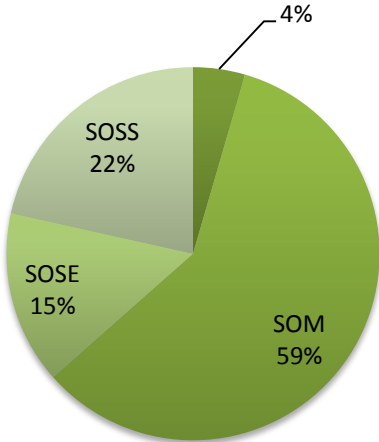
Appendix

Survey Demographics

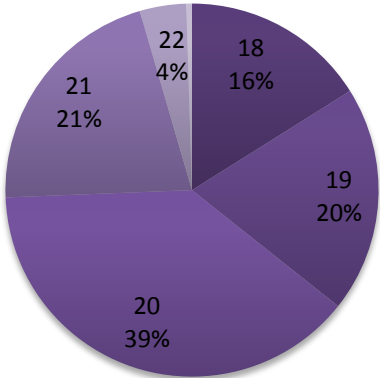
Sex



School



Age



Voter Profile



Survey Questionnaire

Good day! We're conducting a survey about the upcoming national midterm elections. Please take a few moments to answer this brief questionnaire. We appreciate your honesty and we assure you of the confidentiality of your answers. Thank you!



Age _____ Sex: M F School: SOH SOM SOSE SOSS
 Are you a registered voter? Yes No

A. Who are your top 12 senatorial candidates? Vote at most 12 names.

- 1 _____
- 2 _____
- 3 _____
- 4 _____
- 5 _____
- 6 _____
- 7 _____
- 8 _____
- 9 _____
- 10 _____
- 11 _____
- 12 _____

B. What party-list will you vote for?

- 1 _____

C. Rate the following characteristics/qualities you seek in a government official.
 5 - Very important; 1 - Not important at all

Charisma	1	2	3	4	5
Commitment/Dedication	1	2	3	4	5
Honesty	1	2	3	4	5
Intelligence	1	2	3	4	5
Knowledge of Work	1	2	3	4	5
Loyalty	1	2	3	4	5
Reputation	1	2	3	4	5
Self-Confidence	1	2	3	4	5
Sympathy for the Poor	1	2	3	4	5
Others, specify: _____	1	2	3	4	5

D. Rate the following pertinent issues, based on the need for urgent action.
 5 - Very urgent; 1 - Not urgent at all

Corruption	1	2	3	4	5
Environment	1	2	3	4	5
Freedom of Information	1	2	3	4	5
Health	1	2	3	4	5
Peace	1	2	3	4	5
Education	1	2	3	4	5
Poverty	1	2	3	4	5
Unemployment	1	2	3	4	5
Trade and Commerce	1	2	3	4	5
Foreign Relations	1	2	3	4	5
Others, specify: _____	1	2	3	4	5

Senatorial Candidates

Alcantara, Samson
 Angara, Juan Edgardo
 Aquino, Bam
 Belgica, Greco
 Binay, Nancy
 Casiño, Teodoro
 Cayetano, Alan Peter
 Cojuangco, Tingting
 David, Rizalito
 de los Reyes, John Carlos
 Ejercito, JV
 Enrile, Jack
 Escudero, Francis
 Falcone, Baldomero
 Gordon, Richard
 Hagedorn, Edward
 Honasan, Gregorio
 Hontiveros, Risa
 Legarda, Loren
 Llasos, Marwil
 Maceda, Ernesto
 Madrigal, Jamby
 Magsaysay, Mito
 Magsaysay, Ramon Jr.
 Montaña, Ramon
 Penson, Ricardo
 Pimentel, Aquilino III
 Poe, Grace
 Señeres, Christian
 Trillanes, Antonio IV
 Villanueva, Eddie
 Villar, Cynthia
 Zubiri, Juan Miguel

Party-List Candidates

1-ABILIDAD	Akapbata	Ang NCIP	1st KABAGIS
1BAP	Akbayan	ANGKLA	Kabataan
1GANAP Guardians	Ako	ACT-CIS	Kalikasan
1JAMG	AKB	Append	Kalinga
1-CARE	AKMA-PTM	ABS	KAKUSA
1-AAMOVER	Alay Buhay	APEC	Ang Kasangga
1-AAAP	Alagad	ARAL	AA-Kasosyo
1-AANI	ANAD	ALE	KAABAY
1-UTAK	AFPSEGCO	ALA-EH	Katribu
A Blessed	ARARO	AMOR Seaman	LPGMA
AMA	AAMA	AASENSO	Magdalo
Aangat Tayo	ABP-Bicolnon	Ating Guro	MTM Phils
Abakada Guro	ACT Teachers	Atong Paglaum	Manila Teachers
Abang Lingkod	ARC	BH	Migrante
Abante KA	AVE	Bayan Muna	OFW Family Club
ABAMIN	Allumad	Binhi	PBB
Abante Retirees	AMS	Bayani	Pasang Masda
ATM	AGHAM	BUHAY	PACYAW
Abono	Alyansa ng OFW	Butil	1Bro-PGBI
AI	Party	CIBAC	PWD
ABROAD	ABA	Senior Citizens	Piston
ALIM	AMIN	COCOFED	PBA
ADAM	Anakpawis	Coop-NATCCO	Ang Minero
ADING	AWAT Mindanao	DIWA	1-SAGIP
Agbiag	An Waray	FIRM 24K	SMART
ADA	AAMBIS-Owa	GABRIELA	BANTAY
Agri	AG	Green Force	TUCP
ATING Koop	Ang Profile	1-Aalalay	UMALAB KA
AKO BAHAY	Ang Ladlad	1-LAMBAT	Una ang Pamilya
A TEACHER	ALIF	1-PABAHAY	UNIMAD
A-IPRA	AMA	KAP	VFP
Agila	Ang Nars	KLBP	YACAP
AGAP			