

Annexes



Annex 1

Map of Research Areas

- Baguio City, Benguet
- Aringay, La Union
- Gapan, Nueva Ecija
- San Leonardo, Nueva Ecija
- Navotas
- Pasig City
- Iloilo City, Iloilo
- Bacolod City, Negros Occidental
- San Enrique, Negros Occidental
- Don Salvador Benedicto, Negros Occidental
- Valladolid, Negros Occidental
- Catbalogan, Samar
- Davao City, Davao del Sur
- Iligan City, Lanao del Norte
- Cotabato City, Maguindanao
- Sultan Kudarat (Nuling), Maguindanao



Annex 2

One of the objectives of this paper was to identify the factors that determine the electorate's choice of candidate. Eighteen questions that were asked pertain to what characteristics they look for in a politician; what / who influences his /her vote and what are his/her other considerations in voting. The respondents were asked to measure each of 18 items in a scale of 1 to 5 where :

- 1 - walang halaga
- 2 - walang gaanong halaga
- 3 - medyo mahalaga
- 4 - mahalaga
- 5 - mahalagang-mahalaga

The eighteen variables were:

CHAR1 - *madaling lapitan*

CHAR2 - *malinis na pagkatao*

CHAR3 - *matulungin sa mga nangangailangan*

CHAR4 - *pagiging artista*

CHAR5 - *pagiging sikat at popular*

INFLU1 - *endorsement of family or relative*

INFLU2 - *endorsement of the church*

INFLU3 - *endorsement of organization(s)*

INFLU4 - *endorsement of showbiz personalities*

INFLU5 - *endorsement of the political leader in the
community*

CONSI1 - *pagiging kabilang sa oposisyon*

CONSI2 - *matagal nang nanunungkulan at subok
na*

CONSI3 - *partidong kinabibilangan ng kandidato*

1995 Study

INDICATORS	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
CHAR1	.17340	.16108	.81944	.10121
CHAR2	.08191	.06807	.77717	.23166
CHAR3	.01288	.10455	.82865	.16018
CHAR4	.68803	.00965	-.17358	.17327
CHAR5	.68336	.18152	.18003	-.04917
INFLU1	.22049	.67153	.24381	-.02986
INFLU2	.20914	.76101	.03006	.10210
INFLU3	.05596	.69927	.09057	.29910
INFLU4	.64557	.52739	-.22015	.16933
INFLU5	.32845	.59776	.10942	.02320
CONSI1	.23007	.41152	.05865	.38003
CONSI2	.15925	.23734	.31791	.52961
CONSI3	.40583	.40713	.05379	.33780
CONSI4	.74505	.22726	-.01273	.15816
CONSI5	.70098	.23085	.23919	.17908
CONSI6	.63323	.21222	.22490	.08651
CONSI7	.24835	.08052	.07167	.73218
CONSI8	.00977	.06817	.25686	.77964

CONSI4 - *maraming poster at streamer*

CONSI5 - *mahusay magtalumpati sa pagtitipon*

CONSI6 - *nagbabahay-bahay sa panahon ng kampanya*

CONSI7 - *nagtataguyod ng programa ng gobyerno para sa kaunlaran*

CONSI8 - *nagtataguyod ng alternatibong programa para sa kaunlaran.*

A correlation analysis was performed to see that the variables have significant association with each other. This will determine how much collinearity or common variance are available among variables. After the

2003 Study

INDICATORS	FACTOR 1	FACTOR 2	FACTOR 3	FACTOR 4
CHAR1	.81935	.09208	-.01047	.05373
CHAR2	.81853	-.01508	.04815	.03512
CHAR3	.81643	.03694	-.02921	.02235
CHAR4	.01568	.06521	.83866	.09193
CHAR5	.04376	.06376	.83781	.11219
INFLU1	.03701	.33225	-.00666	.50858
INFLU2	-.02599	-.08361	.15506	.77717
INFLU3	.04748	.05108	.22474	.76652
INFLU4	-.09994	.05579	.73320	.35397
INFLU5	.01077	.07419	.43159	.64922
CONSI1	-.06578	.70149	-.06836	.25461
CONSI2	.21534	.33451	-.13161	.46247
CONSI3	.11901	.70017	-.03780	.20720
CONSI4	.08256	.59994	.47300	-.06980
CONSI5	.22679	.77597	.13832	-.09731
CONSI6	.18508	.67604	.15578	.03583
CONSI7	.75727	.22733	.1557	.01080
CONSI8	.75219	.20146	-.00650	.03975

correlation analysis was performed and the significant factor was extracted. The varimax rotated matrix group the variables from the most important factor up to the least important factor.

1995 Study Determinants of Vote

Factor 1

Characteristic 4 - Pagiging Artista

Characteristic 5 - Pagiging Sikat at Popular

Influence 4 – Endorsement of Showbiz personalities

Consideration 4 – Maraming Poster at streamers

Consideration 5 – Mahusay magtalumpati sa pagtitipon

Consideration 6 – Nagbabahay-bahay sa panahon ng kampanya

Factor 2

Influence 1 - endorsement of family or relative

Influence 2 - endorsement of the church

Influence 3 – endorsement of organization(s)

Influence 5 – endorsement of political leader in the community

Factor 3

Characteristic 1 – madaling lapitan

Characteristic 2 – malinis na pagkatao

Characteristic 3 – matulungin sa nangangailangan

Factor 4

Consideration 2 – Matagal na nanunungkulan at subok na

Consideration 7 – Nagtataguyod ng programa ng gobyerno para sa kaunlaran

Consideration 8 – Nagtataguyod ng alternatibong programa ng gobyerno para sa kaunlaran

2003 Study Determinants of Vote

Factor 1

Characteristic 1 - madaling lapitan

Characteristic 2 - malinis na pagkatao

Characteristic 3 - matulungin sa mga nangangailangan

Consideration 7 - nagtataguyod ng programa ng gobyerno para sa kaunlaran

Consideration 8 - nagtataguyod ng alternatibong programa para sa kaunlaran

Factor 2

Consideration 1 - pagiging kabilang sa oposisyon

Consideration 3 - partidong kinabibilangan ng kandidato

Consideration 4 - maraming poster at streamer

Consideration 5 - mahusay magtalumpati

Consideration 6 - nagbabahay bahay sa panahon ng kampanya

Factor 3

Characteristic 4 - pagiging artista

Characteristic 5 - pagiging sikat/popular

Influence 4 - pag-endorso ng artista

Factor 4

Influence 1 - pag-endorso ng pamilya at o kamag-anak

Influence 2 - pag-endorso ng simbahan

Influence 4 - pag-endorso ng samahan/organisasyon pag-endorso ng lider

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