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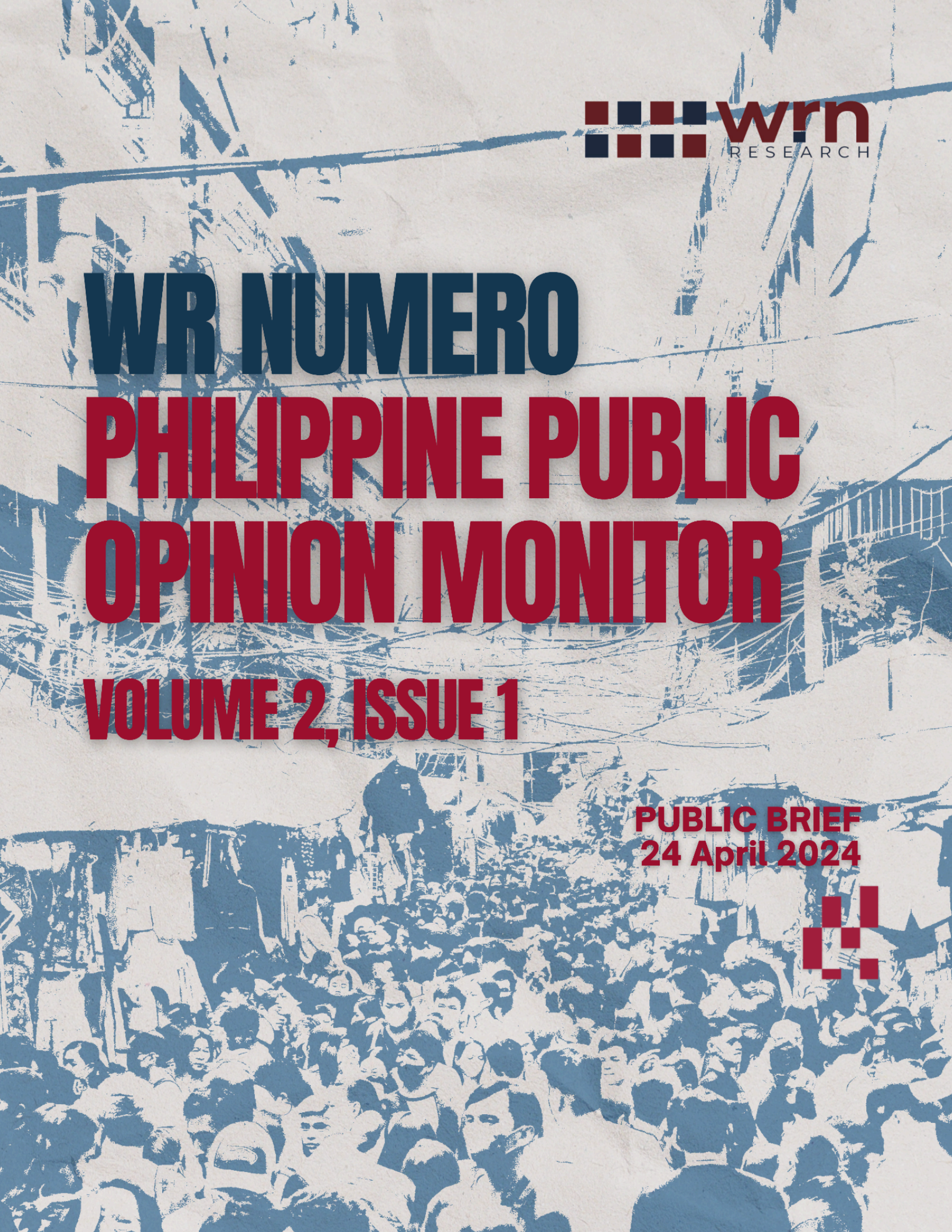

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About WR Numero Research

WR Numero Research, Inc. is a leading independent and non-partisan public opinion research firm. Our mission at WR Numero is to build innovative computational, qualitative, and quantitative research methodologies to understand the attitudes and trends that shape Philippine politics and society. WR Numero is a subsidiary of the public affairs firm, WR Advisory Group.

About WR Numero Philippine Public Opinion Monitor (PPOM)

The WR Numero PPOM is our flagship research initiative that aims to measure and understand the socio-political opinions of Filipinos. This nationally-representative survey is conducted face-to-face every quarter among 1,800 Filipino adults across the country. Its unique contribution to the Philippine polling landscape is its specialized focus on tracking the political attitudes, behaviors, and preferences of Filipino adults from across the political spectrum, strategically segmenting partisan audiences and voter types, and analyzing the drivers of the dynamic shifts in their socio-political attitudes over time.

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Methodology

This section of the report describes the survey methodology for the WR Numero Philippine Public Opinion Monitor. We adapted the methodology disclosure standards developed by the American Association for Public Opinion Research (AAPOR).

Overview

WR Numero conducted a probability survey among 1,765 Filipinos ages 18 and older across the Philippines. All aspects of the survey, from design and administration to processing and analysis, were carried out by WR Numero Research, Inc.

Sampling

The Philippines was divided into four study areas: National Capital Region (NCR), North and Central Luzon, South Luzon, Visayas, and Mindanao. The overall survey is nationally representative and has a ± 2.33% error margin at the 95% confidence level. At the subnational level, the estimates for error margin is at ± 6.37% for the National Capital Region, ± 4.93% for North and Central Luzon, ± 4.78% for South Luzon, ± 5.32% for Visayas, and ± 4.86% for Mindanao at a similar 95% confidence level.

Each of these sites were allocated sample sizes according to probability proportional to population size (PPS) of the study areas. The sample size for NCR is 237, North and Central Luzon is 396, South Luzon is 421, Visayas is 340, and Mindanao is 406.

Multi-stage probability sampling was used in the selection of the sample spots (barangays). In each stage, the sample units have been allocated according to the table below:

Study Area	Sample Regions	Sample Cities / Municipalities	Sample Spots (Barangays)	Probability Respondents
National Capital Region (NCR)	1	16	39	237
North and Central Luzon	4	21	66	396
South Luzon	3	21	70	421
Visayas	3	21	57	340
Mindanao	6	21	68	406

Total	17	100	300	1800

For the National Capital Region

Stage 1: Selection of sample spots (barangays)

In the first stage for NCR, the 39 allocated sample spots / barangays were distributed among the 16 cities and municipalities in such a way that each city/municipality was assigned a number of barangays that is roughly proportional to its population size. Each city/municipality must have at least one sample barangay. Barangays were then randomly selected without replacement from within each city/municipality. An additional provision is that the municipality of Pateros and the city of Taguig were combined and treated as one city/municipality in this study.

Stage 2: Selection of sample households

In the second stage for NCR, systematic sampling was used to draw five sample households in each sample barangay. A starting street corner was selected at random. The first sample household was randomly selected from the households nearest to the starting street corner. Subsequently, every sixth household was sampled.

Stage 3: Selection of probability respondent

In the last stage for NCR, a respondent was randomly chosen from among household members who are 18 years and older in each selected sample household. In selecting an eligible respondent, the CAPI device was programmed to predetermine the sex of the eligible respondent in such a way that 50% of the sample barangays will require a male-female alternating scheme while the other 50% of the sample barangays will require a reverse female-male alternating scheme in selecting the eligible respondent. If there are more than one eligible respondent, the eligible household member whose birthday is closest to the date of birth of the interviewer is selected as the probability respondent. A selected probability respondent unavailable to do the interview at first contact will be visited at least twice in the next few days to reschedule the interview. But in cases where there are no eligible respondents in the selected household (whether because of sex requirement or unavailability of the selected respondent), the interval sampling of households was continued until another eligible respondent was identified.

For the rest of the Philippines

Stage 1: Selection of sample cities/municipalities

For the first stage, the study areas outside of NCR were initially divided into 16 administrative regions. All administrative regions were included in the study and were clustered as follows:

North and Central Luzon

- Cordillera Administrative Region (CAR)
- Region I - Ilocos
- Region II - Cagayan Valley
- Region III - Central Luzon

South Luzon

- Region IV-A - CALABARZON
- Region IV-B- MIMAROPA
- Region V - Bicol

Visayas

- Region VI - Western Visayas
- Region VII - Central Visayas
- Region VIII - Eastern Visayas

Mindanao

- Bangsamoro Autonomous Region of Muslim Mindanao (BARMM)
- Region IX - Zamboanga Peninsula
- Region X - Northern Mindanao
- Region XI - Davao
- Region XII - SOCCSKSARGEN
- Region XIII - CARAGA

Each regional cluster was allocated with 21 cities and municipalities. Within each regional cluster, 21 cities and municipalities were allocated to each administrative region in proportion to population size of the administrative region. Each region must also have at least one sample city or municipality. The sample cities and municipalities were selected randomly without replacement.

Stage 2: Selection of sample spots (barangays)

In the second stage, the 261 allocated sample spots / barangays were distributed among the regional clusters in such a way that each regional cluster was assigned a number of barangays that is roughly proportional to its population size. Once the cities and municipalities have been selected, the allocated number of barangays were distributed among the sample cities and municipalities within each regional cluster proportional to population size of the administration region. Each city/municipality must have at least one sample barangay. Barangays were then randomly selected without replacement from within each city/municipality.

Stage 3: Selection of sample households

In the third stage, systematic sampling was used to draw six sample households in each sample barangay. A designated starting point was initially determined at random. In urban areas, a starting street corner was selected at random. The first sample household was

selected using interval sampling from the sixth household nearest to the starting street corner. Subsequently, every sixth household was sampled. In rural areas, the designated starting point could be a school, church, chapel, or barangay hall. The first sample household was selected through interval sampling from the second household nearest to the designated starting point. Every other household was sampled.

Stage 4: Selection of probability respondent
In the last stage, a respondent was randomly chosen from among household members who are 18 years and older in each selected sample household. In selecting an eligible respondent, the interview device was programmed to predetermine the sex of the eligible respondent in such a way that 50% of the sample barangays will require a male-female alternating scheme while the other 50% of the sample barangays will require a reverse female-male alternating scheme in selecting the eligible respondent. If there are more than one eligible respondent, the eligible household member whose birthday is closest to the date of birth of interviewer is selected as the probability respondent. A selected probability respondent unavailable to do the interview at first contact will be visited at least twice in the next few days to reschedule the interview. But in cases where there are no eligible respondents in the selected household (whether because of sex requirement or unavailability of the selected respondent), the interval sampling of households was continued until another eligible respondent was identified.

Questionnaire

The questionnaire fielded during the survey was solely designed, tested, and programmed by WR Numero staff. A series of workshops among WR Numero staff were conducted to produce the questionnaire. The full survey questionnaire was tested from 09 to 10 March 2024 prior to fieldwork. The original questionnaire was prepared in Filipino and was translated in Bisaya. The Bisaya translation was prepared by an expert and was assessed by a team of native speakers. Both versions of the questionnaire were programmed into the CAPI device and can neither be amended nor revised by any of the interviewers.

A copy of the fielded questionnaire may be requested via **inquiry@wrnumero.com.**

Interviews

The mode of interview for the survey is computer-assisted interviewing (CAPI). The interviews were administered face-to-face using internet-capable devices like digital tablets or mobile phones. All interviews were conducted between 12 March to 24 March 2024. The interviews were conducted primarily in Filipino, or a combination of both. Filipino citizens regardless of voter registration status were interviewed but no proof of citizenship was requested. None of the respondents were given payment for their participation in the survey.

The interviewers were recruited, trained, and supervised by WR Numero staff. They come from different socio-economic backgrounds but all have some forms of college education. They are generally multilingual in English, Filipino, and in another regional language. Interviewers conducted fieldwork in areas where they speak the majority language. Most of the interviewers have significant experience in field research. All interviewers also completed at least four day-long training sessions on survey methodology, field research, the survey questionnaire, and on the use of the CAPI device. Interviewers followed a fieldwork plan and their work was supervised daily.

Data Quality

To ensure high-quality data, WR Numero performed quality checks to identify any erroneous or fabricated interview. We conducted a spot check of a selection of responses received from the field. In this process, a set of completed interviews randomly selected according to the allocated quota for each of the main study areas have been reviewed for accuracy and consistency. This step included identification of basic errors in data entries including duplication of entries, missing information, and/or incomplete information. This step also included flagging of suspicious interview times, dates, locations, and durations inconsistent with the fieldwork plan as well as suspicious patterned responses. Audio recording of interviews for data entries considered suspicious are reviewed. Data entries which did not satisfy this step of the data quality checks were either removed from the dataset prior to weighting and analysis or corrected by the interviewer whichever is appropriate according to the data quality check protocol. At least 20% of all the responses received from the field underwent thorough data quality checks.

Weighting

To account for the sample design and to ensure appropriate estimation of variances, samples were weighted. To yield representative figures at the national level, census-based population weights are applied to the survey data. Samples were weighted using iterative proportional fitting (raking) that matches age, sex, and regional population distributions in the sample to parameters from the latest census data. Given the multi-stage stratified systematic area sampling with Kish Grid method, the procedure for generating weights followed the following steps:

Basic Sampling Weight Calculation

The Basic Sampling Weights correspond to the respective probabilities at each stage of the sampling design.

A. **City/Municipality Selection Weight**

The city/municipality selection weight is given by the formula

$$W_{\text{lgu},i} = \frac{1}{P_{\text{lgu},i}}$$

where $P_{\text{lgu},i}$ is the **probability of selecting city/municipality i within the region**. Given that cities/municipalities are selected proportionally and randomly within regions,

$$P_{\text{lgu},i} = \frac{\text{No. of required sample cities/municipalities in region}}{\text{Total no. of cities/municipalities in region}}$$

B. **Barangay Selection Weight**

The barangay selection weight is given by the formula

$$W_{\text{brgy},i} = \frac{1}{P_{\text{brgy},i}}$$

where $P_{\text{brgy},i}$ is the **probability of selecting barangay i within the respective city/municipality**. Given that cities/municipalities are selected proportionally and randomly within barangays,

$$P_{\text{brgy},i} = \frac{\text{No. of required sample barangays in city/municipality}}{\text{Total no. of barangays in city/municipality}}$$

C. **Household Selection Weight**

The household selection weight is given by the formula

$$W_{\text{hhold},i} = \frac{1}{P_{\text{hhold},i}}$$

where $P_{\text{hhold},i}$ is the **probability of selecting household i within the respective barangay**. Since 6 households are systematically selected from each barangay, and assuming an equal interval selection process,

$$P_{\text{hhold},i} = \frac{6}{\text{Total no. of households in barangay}}$$

D. **Respondent Selection Weight**

The respondent selection weight is given by

$$W_{\text{resp},i} = \frac{1}{P_{\text{resp},i}}$$

where $P_{\text{resp},i}$ is the **probability of selecting the respondent i within the household**. This probability is uniform if one respondent is selected per household, hence $P_{\text{resp},i} = 1$ if there's only one eligible respondent per the selection criteria, and more generally,

$$P_{\text{resp},i} = \frac{1}{\text{Total no. of eligible household members}}$$

Combining the Basic Weights The total basic weight is calculated by getting the product of all of the weights from each sampling stage.

$$W_{\text{basic},i} = W_{\text{lgu},i} \times W_{\text{brgy},i} \times W_{\text{hhold},i} \times W_{\text{resp},i}$$

Non-Response Adjustment

After the base weights are generated, the weights must be adjusted for non-response to ensure the sample represents the intended population, including those who did not respond, or for sampling units which are over-represented in the sample. The adjustment is done at each sampling stage. In general,

$$W_{\text{adjusted},i} = W_{\text{basic},i} \times \frac{1}{\text{Response Rate}}$$

Post-Stratification Adjustment

After the base weights are generated and adjusted for non-response and over-sampling, the weights of the sample population are aligned with known demographic distributions from the official population counts for each stratum.

Final Weight Calculation

Finally, all the weights from the above steps are combined to derive the final weight for each respondent.

Dispositions and response rates

	AAPOR code	Total
Completed interviews	I	1,765
Partial interviews	P	0
Refusals and break off	R	365
Non-contact	NC	96

Dropped Responses	-	47
Unknown household	UH	0
Unknown other	UO	0
Other	O	0
Total sample used	-	2,273
Response rate	I/((I+P)+(R+NC+O)+(UH+UO))	79%
Cooperation rate	I/((I+P)+R+O)	83%
Refusal rate	R/((I+P)+(R+NC+O)+(UH+UO))	1.6%
Contact rate	((I+P)+R+O)/((I+P)+(R+NC+O)+(UH+UO))	96%

Scientific integrity

This independent, non-partisan, and scientific survey was carried out with funding from WR Numero Research, Inc. and other individuals and organizations. These individuals and organizations have commissioned a set of survey questions fielded as part of the WR Numero Philippine Public Opinion Monitor. The results of the commissioned questions are not released to the public unless otherwise requested by the commissioning party. No individual or organization, partisan or non-partisan, has singularly commissioned the entire survey. The survey remains an independent, non-partisan, and scientific research project by WR Numero.

As a scientific exercise, users of this report and the broader public are reminded that sampling error is only one of many potential sources of errors in surveys and there may be other unmeasured errors in this or any other public opinion poll conducted by other organizations.

Terminology

With regard to the demographic profile of The Opinion Monitor's respondents, this study used these definitions for the following terms.

Age - We asked respondents to provide their current age at the time of the interview. Using this information, we have categorized the respondents according to three age groups: 30 and Below, 31-59, and 60 and Above

Income Class - We asked respondents to provide an estimate of their current monthly household income. This refers to the cumulative income of the all members of the household in a month. Using their answers, we have categorized the respondents according to the following six income class groups:

Class A : Monthly household income is more than PHP 280,000
Class B : Monthly household income is between PHP 168,001 to PHP 280,000
Class C : Monthly household income is between PHP 28,001 to PHP 168,000
Class D : Monthly household income is between is PHP 14,001 to PHP 28,000
Class E : Monthly household income is less than PHP 14,000

Sex - We asked respondents to identify their sex at birth based on the following options: Male and Female.

Gender - We asked respondents to identify their gender based on the following options: Straight, Gay *("bakla")*, Lesbian, Bisexual, Queer, Others, Refused to Answer. Using the answers, we have categorized the respondents according to three gender groups: Heterosexual, LGBTQIA+, and Refused to Answer

OFW-Remittances Receiving Household - We asked respondents if they presently receive any remittances from any overseas Filipino worker. Using the answers, we have categorized the respondents according to two groups: OFW-Remittances Receiving Household and Non-OFWRemittances Receiving Household.

Partisanship - We asked respondents to self-identify their partisanship according to the following options: Administration Supporter, Opposition Supporter, Independent, Unsure.

Ideology - We asked respondents to self-identify their ideological affiliation according to the following options: Left-wing, Right-wing, Centrist, and Unsure.

Voter Type - We asked respondents how they have participated, or otherwise, in the last local and national elections. Those who say that they have voted in the immediate past local and national elections and say that they will continue to vote are categorized as Likely Voters. Respondents who expressed that they have voted for the first time in the immediate past local and national elections are categorized as First Time Voters. Those who say that they have failed to vote in the immediate past local and national elections despite being registered voters were categorized as Non-Participating Eligible Voters. And the respondents who expressed that they are not registered voters despite being eligible were categorized as Unregistered Eligible Voters.

Media Use - We asked respondents to rate how often they used the following media platforms: Print Media, Tabloids, Radio, Television, Online News Websites, Facebook, Tiktok, Instagram, Twitter, and YouTube. Using their answers, we have categorized the respondents according to three groups: Frequent TV Users, Frequent Radio Users, and Frequent Social Media Users.

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WR Numero Executive Team

Prof. Robin Michael U. Garcia, PhD

Founder and Chairman of the Board of Directors

Dr. Robin Michael U. Garcia is a Shanghai-trained political scientist, professor, and public affairs adviser. He is a 2023-24 Visiting Scholar at the Perry World House at the University of Pennsylvania, and a 2023 Eisenhower Global Fellow where he studies data analytics and opinion research.

He is the President and CEO of WR Advisory Group, a public affairs firm which specializes in data, strategy, and communications. Concurrently he is the Founder and Chairman of its opinion research arm, WR Numero Research. He is an Assistant Professor at the Political Economy Program of the University of Asia & the Pacific (UA&P) in Manila.

His research interests lie at the intersection of political economy, international relations, and political psychology applied to Southeast Asia, the Philippines, and China. He obtained a Doctor of Philosophy (Ph.D.) in International Politics from Fudan University in Shanghai where he was distinguished with the Dean's Award for Academic Excellence in 2017.

He obtained a Master of Public Administration from the University of the Philippines' National College of Public Administration and Governance (UP-NCPAG), as well as a BA in Development Studies from De La Salle University where he was awarded the Gawad Magaaral Award (Distinguished Student Award) for competitive parliamentary debating.

Cleve V. Arguelles, MA

President and Chief Executive Officer

Cleve V. Arguelles is a political scientist whose scholarship examines contemporary challenges to democratization in the Philippines and Southeast Asia. Aside from leading WR Numero, he is also Assistant Professorial Lecturer in the Department of Political Science and Development Studies at De La Salle University Manila.

To date, Cleve has been awarded more than PHP 15 million in research grants and commissioned research funding. His research has explored public attitudes on populism, youth political participation, and the role of media systems in disinformation vulnerability. He is the author of more than 20 book chapters, journal articles, and public reports as well co-editor of several journal special issues.

He has been consistently listed as among the top 10 political scientists and top 100 social scientists in the Philippines based on research citations (AD Scientific Index 2022, 2023, 2024).

Cleve also strongly contributes to public scholarship through consulting and policy work with leaders and organizations in civil society, development, and government. In 2023, he was named a UP President Edgardo J. Angara Fellow, a fellowship awarded to scholars that have made an impact on the public policy landscape of the Philippines, to provide policy recommendations to the Second Congressional Education Commission (EDCOM II). He also maintains an active profile in multimedia engagement. He regularly writes op-eds, gives interviews to media, and collaborates with journalists to improve public understanding of research and science.

Cleve previously served as Regent in the UP Board of Regents, Assistant Professor and Chair of Political Science Program in UP Manila, and Associate Editor of Asian Politics and Policy. He was also Research Fellow in the Institute of Leadership, Empowerment and Democracy (ILEAD), Writeshop Fellow in the UP Third World Studies Center, and Visiting Researcher in the Development Studies Program at the Ateneo De Manila University

Joshua Angelo E. Bata, MSc

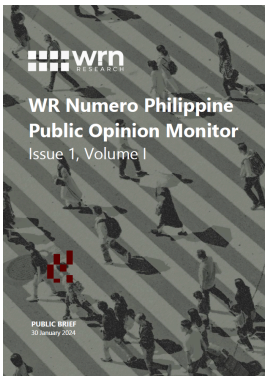
Fellow and Head of Research

Joshua Angelo E. Bata is a peace, security, and development researcher. He is trained in international development and has engaged with the Department of Agrarian Reform, the Philippine National Volunteer Service Coordinating Agency, and the Philippine Information Agency for the Task Force Bangon Marawi. He was previously a lecturer at Kalayaan College in Quezon City. During his stint in Geneva, Switzerland, he worked under the Conventional Arms and Ammunition Programme of the United Nations Institute for Disarmament Research that seeks multilateral solutions to global security challenges through arms control measures.

Josh has led commissioned research projects for local and international development organizations on children's rights, vulnerable and disadvantaged populations, youth participation, and unpaid work. Aside from heading the research department of WR Numero, his research agenda focuses on understanding the interlinkages between the tools of violence and security challenges in a world of polycrisis. His recent projects have delved into the use of weapons data in analyses frameworks employed when taking measures in preventing armed conflicts, and looking at the patterns of use of uncrewed aerial systems or drones by non-state armed groups.

Josh obtained his BA in Development Studies from the University of the Philippines Manila graduating cum laude. He also studied at the University of Tokyo with a scholarship from the Japan Student Services Organization. With funding from the Erasmus+, he obtained his MSc in International Development from Palacky University Olomouc in Czechia, Universite Clermont Auvergne in France, and Universita di Pavia in Italy.

Previous Issues



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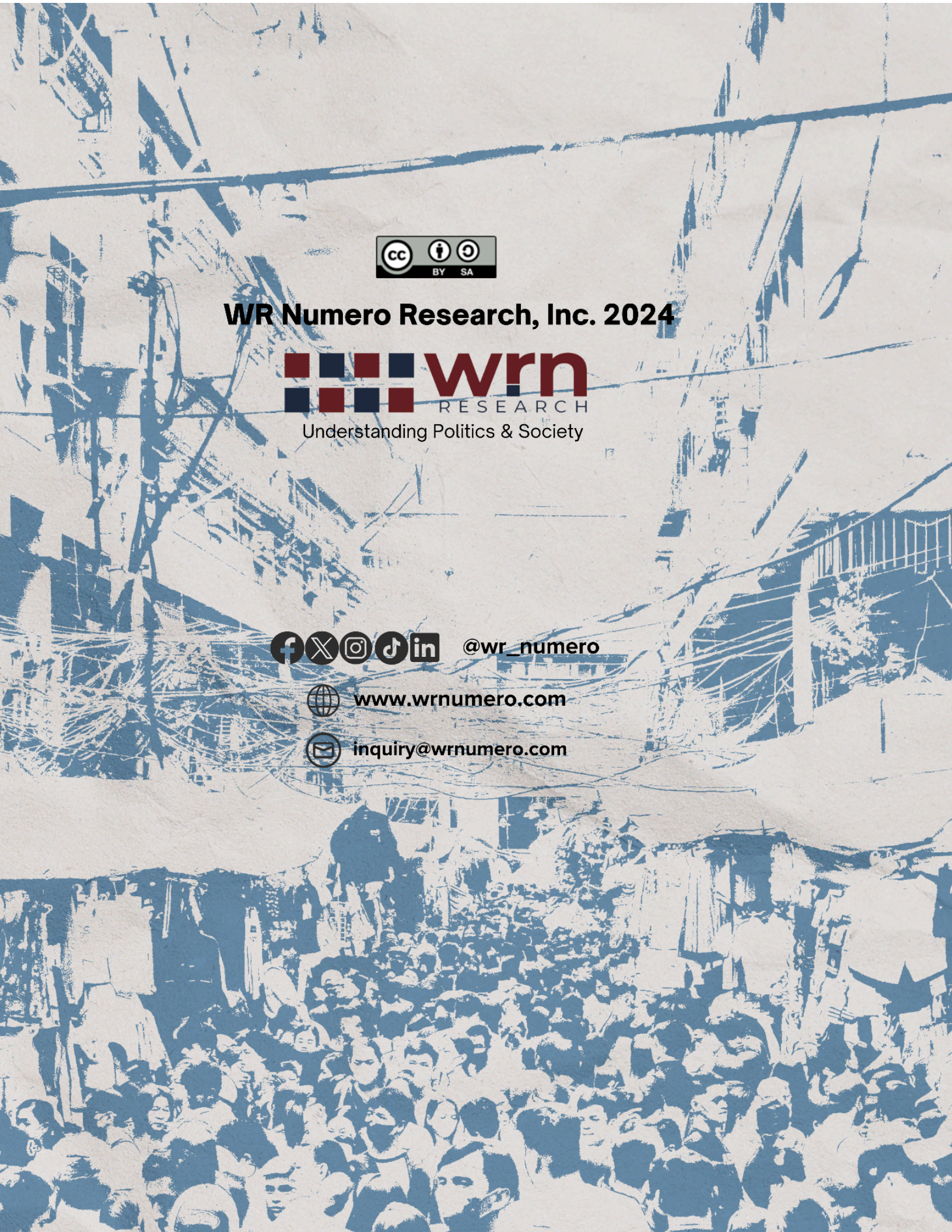

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