MEDIA RELEASE

(June 01, 2009)

FROM: **Dr. Ana Maria L. Tabunda**
                 Chief Research Fellow
                 Pulse Asia, Inc.

RE: **Pulse Asia's May 2009 Nationwide Survey on**
               Filipinos' Presidential Preference for the May 2010 Elections

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Pulse Asia is pleased to share with you some findings on ***Filipinos' Presidential Preference for the May 2010 Elections*** from the May 2009 *Ulat ng Bayan* national survey. We request you to assist us in informing the public by disseminating this information.

The survey fieldwork was conducted from **May 4 to 17, 2009** using face-to-face interviews. Among the developments that dominated the news headlines prior to and during the conduct of the interviews for this survey were: the global spread of the AH1N1 virus; the declaration of additional winners in the May 2007 party-list elections; the disqualification of all poll automation bidders which fueled talks about a no-election scenario next year; the continued charter change discussions and in particular, House Speaker Prospero Nograles' declaration that a constitutional convention would be convened by August 2009; the Senate investigation into various issues most especially the ethics case against Senator Manuel B. Villar, Jr.; the deaths and destruction of properties from the typhoons that hit the Philippines recently; the tragedy that hit the Failon family and the ensuing verbal tussles involving the Philippine National Political (PNP), National Bureau of Investigation (NBI), and Department of Justice (DOJ) concerning the investigation of the case; the arrest of Engr. Rodolfo Lozada, Jr. on perjury charges; the latest boxing victory of Manny Pacquiao and speculations as regards

his political plans for May 2010; and the drop in Meralco power rates and the fluctuating prices of diesel and gasoline..

As in our previous surveys, this nationwide survey is based on a sample of 1,200 representative adults 18 years old and above. It has a ± 3% error margin at the 95% confidence level. Subnational estimates for each of the geographic areas covered in the survey (i.e., Metro Manila, the rest of Luzon, Visayas and Mindanao) have a ± 6% error margin, also at 95% confidence level. Those interested in further technical details concerning the survey's questionnaire and sampling design may request Pulse Asia in writing for fuller details, including copies of the pre-tested questions actually used.

Pulse Asia's pool of academic fellows takes full responsibility for the design and conduct of the survey, as well as for analyses it makes based on the survey data. In keeping with our academic nature, no religious, political, economic, or partisan group influenced any of these processes. Pulse Asia undertakes *Ulat ng Bayan* surveys on its own without any party singularly commissioning the research effort.

For any clarification or questions, kindly contact Prof. Ronald D. Holmes, Pulse Asia President at 09189335497 or Dr. Ana Maria Tabunda, Pulse Asia Chief Research Fellow at 09189436816.

May 2009 *Ulat ng Bayan* Survey:
Media Release on Filipinos' Presidential Preference for the May 2010 Elections
01 June 2009

Presidential race remains tight

Despite continued talks about a no-election scenario and uncertainties regarding the automation of the May 2010 elections, the level of public interest in the elections remains high with practically all Filipinos having favored presidential, vice-presidential, and senatorial candidates for May 2010. With about a year to go before the May 2010 elections, Filipinos are still divided when it comes to their choice of their next president. If the May 2010 elections were held today, five individuals would garner about the same percentages of votes cast. These are Vice-President Noli L. de Castro (18%), Senator Francis G. Escudero (17%), former President Joseph Estrada (15%), Senator Manuel B. Villar, Jr. (14%), and Senator Manuel A. Roxas II (13%). The other personalities included in the presidential probe register voter preference of 7% or less. Meanwhile, virtually all Filipinos already have a preferred presidential bet with only 4% disinclined to vote for any of the individuals whose presidential voter preferences are probed in this survey *(Table 1)*.

Table 1
2010 ELECTIONS: PRESIDENTIAL PREFERENCE
May 4 - 17, 2009 / Philippines
(In Percent)

Of the people on this list, whom would you vote for as PRESIDENT OF THE PHILIPPINES if the elections of 2010 were held today and they were presidential candidates? *(Base: Total Interviews, 100%)*		LOCATION				CLASS		
	RP	NCR	BAL LUZ	VIS	MIN	ABC	D	E
DE CASTRO, Noli "Kabayan" L.	18	15	18	18	21	11	17	25
ESCUDERO, Francis "Chiz" G.	17	26	18	15	12	26	16	15
ESTRADA, Joseph "Erap"	15	13	14	6	27	8	15	19
VILLAR, Manuel "Manny/Mr. Sipag At Tiyaga" Jr.	14	14	13	20	9	13	14	13
ROXAS, Manuel "Mr. Palengke/Mar" A. II	13	7	13	22	12	18	14	8
LEGARDA, Loren	7	6	7	5	8	4	7	7
BINAY, Jejomar "Jojo"	4	9	4	3	1	4	4	4
LACSON, Panfilo "Ping" M.	4	4	4	4	4	3	4	3
GORDON, Richard "Dick"	1	1	1	0	1	1	1	1
PANGILINAN, Manny	1	0	1	0	0	0	1	0
PUNO, Reynato	1	1	2	0	0	1	1	0
TEODORO, Gilbert C.	1	0	1	1	0	0	1	1
VILLANUEVA, Bro. Eddie	0.4	1	0	0	0	0	1	0
FERNANDO, Bayani "BF"	0.3	1	0	0	0	0	0	0
VELARDE, Bro. Mike	0.3	0	0	0	0	0	0	0
PANLILIO, Eduardo "Among Ed"	0.2	1	0	0	0	0	0	0
Others	1	0	0	1	0	2	0	2
None / Refused / Undecided	4	2	4	5	4	8	4	3

Q109. Sa mga taong nasa listahang ito, sino ang inyong iboboto bilang PRESIDENTE NG PILIPINAS kung ang eleksyon ng 2010 ay gaganapin ngayon at sila ay mga kandidato sa pagkapresidente?

In Metro Manila and the best-off Class ABC, Senator Escudero (26%) is the top presidential bet. In Mindanao, former President Estrada (27%) and Vice-President de Castro (21%) have almost the same voter preferences. The five presidential candidates currently leading at the national level also enjoy nearly the same levels of electoral support in the rest of Luzon (13% to 18%) and the most numerous Class D (14% to 17%). In the Visayas, the favored presidentiables are Senator Roxas (22%), Senator Villar (20%), Vice-President de Castro (18%), and Senator Escudero (15%), while class E favors Vice-President de Castro (25%), former President Estrada (19%), Senator Escudero (15%) and Senator Villar (13%) *(See Table 1)*.

Between February and May 2009, the movements in the voter preferences of these personalities fall within the survey's error margin of +/- 3 percentage points. The most marked changes during this period are the 5 percentage-point improvement enjoyed by Senator Roxas and the 5 percentage-point erosion recorded by Senator Loren Legarda *(Table 2)*.

Table 2
2010 ELECTIONS:
COMPARATIVE PRESIDENTIAL PREFERENCE
February and May 2009 / Philippines
(In Percent)

Presidential Preference	Feb 09 (9 names)	May 09 (16 names)	Change* May09 - Feb09
DE CASTRO, Noli "Kabayan" L.	19	18	- 1
ESCUDERO, Francis "Chiz" G.	17	17	0
ESTRADA, Joseph "Erap"	16	15	- 1
VILLAR, MANUEL "Manny" Jr.	15	14	- 1
ROXAS, Manuel "Mar" A. II	8	13	+ 5
LEGARDA, Loren	12	7	- 5
BINAY, Jejomar "Jojo"	2	4	+ 2
LACSON, Panfilo "Ping" M.	6	4	- 2
GORDON, Richard "Dick"	---	1	---
PANGILINAN, Manny	---	1	---
PUNO, Reynato	---	1	---
TEODORO, Gilbert C.	---	1	---
VELARDE, Bro. Mike	---	0.4	---
FERNANDO, Bayani "BF"	1	0.3	- 0.7
VILLANUEVA, Bro. Eddie	---	0.3	---
PANLILIO, Eduardo "Among Ed"	---	0.2	---
Others	1	1	0
None / Refused / Undecided	3	4	+ 1

*Note: * Change = Figures of May minus Figures of February 2009.*

About one in three Filipinos (34%) is voting for his/her preferred presidential bet because of the candidate's being helpful to others, particularly the poor (27.3%) and OFWs (6.6%). This is a view shared by 28.0% to 42.9% across geographic areas and socio-economic classes. For around one in ten Filipinos (11.6%), the chosen candidate's having many accomplishments is the reason cited for supporting his/her presidential bid. A candidate's being clean or not corrupt is cited by 7.1%, one's goodness as a person (i.e., being *mabait* or *mabuting tao*) is mentioned by 5.6%, and one's being a fighter (i.e., *palaban*) is identified by 5.4% as the reasons for favoring a presidential bet. On the other

hand, 30.6% of Filipinos cite a cluster of other attributes including a candidate's being intelligent (5.0%), his/her being from the same geographic area or ethnic group as the respondent (3.0%), having good intentions for the country (2.5%), being independent or *may sariling disposisyon* (2.4%), being good at what he/she does (2.3%), pro-people or *makatao* (1.9%), being knowledgeable in the management of governmental affairs (1.8%), being strict (1.6%), being hardworking (1.6%), having the ability to fulfill promises made and other things (1.3%), being loyal (1.3%), being used to poverty or being poor him/herself (1.1%), being young (1.1%), and being approachable (1.0%) *(Tables 3A, 3B and 3C).*

Table 3A
REASONS FOR PRESIDENTIAL PREFERENCE
May 4 - 17, 2009 / Philippines
(In Percent)

Page 1 of 3

			LOCATION				CLASS		
			BAL						
	RP	**NCR**	**LUZ**	**VIS**	**MIN**		**ABC**	**D**	**E**
Base: Those with 1st choice for President, 96%									
TUMUTULONG	34.0	28.0	32.7	42.9	32.3		32.8	32.6	39.4
PAGTULONG/PAGSUPORTA/PAGTINGIN SA MAHIHIRAP	27.3	24.6	28.6	29.8	24.4		26.8	26.6	30.0
matulungin sa mahihirap/matulungin	15.7	11.6	17.8	17.7	12.5		15.6	16.4	13.4
marami ng natulungan (lalo na ang mahihirap)	3.1	1.4	4.1	5.4	0.0		2.0	2.3	6.3
may pabahay para sa mahirap	3.5	5.1	2.6	3.8	4.1		4.4	3.1	4.5
makamasa	1.7	4.8	2.1	0.2	0.5		2.1	1.6	1.7
pantay ang tingin sa mayaman at mahirap	1.2	0.3	1.3	0.7	1.9		1.7	1.3	0.5
sumusuporta sa mahihirap	0.6	0.3	0.3	0.0	1.9		1.0	0.5	0.6
ipaglaban ang mahirap laban sa gobyerno	0.5	0.7	0.5	0.7	0.0		0.0	0.3	1.3
Others	1.1	0.3	0.0	1.3	3.5		0.0	1.1	1.7
MATULUNGIN SA OFW / IBANG SEKTOR	6.6	3.4	4.1	13.0	7.9		6.0	5.9	9.3
maraming natulungang OFW	5.5	3.1	3.1	12.1	5.9		3.7	5.4	6.8
tumutulong sa nasalanta ng kalamidad	0.7	0.0	1.0	0.0	1.1		2.3	0.2	1.6
Others	0.4	0.3	0.0	0.9	0.9		0.0	0.3	1.0
MAY NAGAWA /MARAMING NAGAWA/ MGA NAGAWA/MGA GINAGAWA	11.6	8.5	10.5	10.3	16.6		8.3	11.3	14.3
pagbaba ng presyo	3.3	1.4	2.3	1.6	7.8		1.6	2.9	5.5
nagbigay ng libreng pag-aaral	1.0	1.4	1.0	0.9	0.8		0.0	1.2	1.0
napanatili nya ang kapayapaan ng bansa	1.0	0.3	1.3	0.2	1.4		2.3	0.6	1.5
maganda ang kanyang performance	0.8	0.0	0.8	1.6	0.7		0.0	0.8	1.4
marami ng nagawang proyekto/marami ng nagawa	0.7	0.0	1.6	0.0	0.0		0.0	1.0	0.0
hindi mahirap ang buhay noong presidente natin siya	0.6	0.3	1.0	0.7	0.0		0.0	0.9	0.0
nagpagawa ng kalsada	0.6	0.0	0.3	2.2	0.0		0.0	0.4	1.4
nagbigay ng tamang timbangan para sa palengke	0.5	0.3	0.5	0.7	0.3		0.0	0.4	1.1
Others	3.2	4.8	1.8	2.3	5.6		4.4	3.2	2.4
HINDI CORRUPT, SINUSUGPO ANG NANGUNGURAKOT	7.1	10.9	7.0	4.4	7.4		8.6	8.1	2.8
hindi sya corrupt	3.2	6.1	3.1	1.0	3.4		4.0	3.6	1.4
hindi sya nasasangkot sa anumang anomalya	3.3	4.4	3.4	1.7	3.7		4.6	3.7	1.2
Others	0.7	0.3	0.5	1.6	0.4		0.0	0.9	0.2
MABAIT/MABUTI/DISENTE	5.6	5.1	5.7	5.9	5.5		6.9	4.5	8.7
mabait	4.0	4.8	5.7	1.6	2.5		5.4	2.9	7.3
mabuting tao	1.4	0.3	0.0	3.6	2.9		1.5	1.4	1.4
disenteng tao	0.1	0.0	0.0	0.7	0.0		0.0	0.2	0.0
MATAPANG / PALABAN	5.4	4.1	4.7	6.0	7.1		5.9	5.2	5.7
matapang magsalita sa katiwalian sa gobyerno	2.0	1.4	1.5	1.4	3.7		1.8	2.1	1.8
palaban sya kahit babae/palaban	1.4	1.7	1.3	1.3	1.7		2.1	1.0	2.7
matapang	1.3	0.0	1.3	2.4	1.3		0.0	1.7	0.7
Others	0.6	1.0	0.5	0.9	0.4		2.0	0.5	0.5

Q111. Bakit po ninyo iboboto si (Answer in Q109) bilang Presidente ng Pilipinas?

Table 3B
REASONS FOR PRESIDENTIAL PREFERENCE
May 4 - 17, 2009 / Philippines
(In Percent)

Base: Those with 1st choice for President, 96%								
			LOCATION				CLASS	
	RP	NCR	BAL LUZ	VIS	MIN	ABC	D	E
OTHER ATTRIBUTES	30.6	36.5	34.3	26.4	23.3	32.4	31.8	25.5
MATALINO	5.0	6.1	5.2	3.9	5.0	4.6	5.5	3.7
KABABAYAN/ KAREHIYON	3.0	0.3	4.1	5.6	0.3	3.4	2.5	4.7
kababayan ko sya	1.7	0.3	3.3	0.7	0.3	2.3	0.7	4.7
Ilonggo sya	0.6	0.0	0.0	3.1	0.0	0.0	0.9	0.0
Others	0.2	0.0	0.2	0.5	0.0	0.3	0.2	0.0
MAY MAGANDANG LAYUNIN/PAGBABAGO/PAG-ASA	2.5	1.4	2.3	2.0	4.1	0.6	2.9	2.0
may magandang layunin sa bayan tulad ng papaparami ng trabaho	1.8	1.0	1.0	1.8	3.7	0.6	1.9	2.0
Others	0.7	0.3	1.3	0.2	0.4	0.0	1.1	0.0
MAY SARILING DISPOSISYON / PRINSIPYO / PANINIDIGAN / INTEGREDAD	2.4	2.4	2.8	1.3	2.4	5.2	2.7	0.0
may sariling disposisyon	0.7	1.4	1.0	0.0	0.4	1.0	0.9	0.0
may prinsipyo	0.7	0.7	0.5	0.2	1.6	0.5	1.0	0.0
Others	0.2	0.1	0.3	0.3	0.1	0.9	0.2	0.0
MAGALING	2.3	3.8	3.1	0.2	1.7	3.7	1.9	2.8
magaling makipagtalastasan/magaling magsalita	1.4	2.7	1.8	0.0	0.8	1.4	1.2	1.7
Others	0.9	1.0	1.3	0.2	0.8	2.3	0.7	1.1
MAKATAO/MAKABAYAN/MAKAPILIPINO	1.9	1.7	3.6	0.0	0.5	2.6	2.0	1.4
makatao	1.2	0.3	2.6	0.0	0.3	0.0	1.5	1.1
Others	0.7	1.4	1.0	0.0	0.3	2.6	0.6	0.3
MARUNONG MAGPALAKAD/MAGANDA ANG PALAKAD	1.8	4.8	1.8	0.7	1.1	2.4	2.1	0.7
mahusay syang magpatakbo napaunlad ang Makati / Olongapo	0.8	1.7	0.5	0.7	0.7	1.0	0.8	0.7
marunong magpalakad	0.6	2.0	0.8	0.0	0.0	1.4	0.7	0.0
Others	0.5	1.0	0.5	0.0	0.4	0.0	0.7	0.0
STRIKTO/DATING MILITAR/DISCIPLINARIAN	1.6	3.8	1.0	2.2	0.8	2.0	1.7	1.2
MASIPAG / MASIKAP	1.6	2.4	2.3	0.0	0.9	0.5	2.1	0.3
MAY KAKAYAHAN	1.3	1.4	2.3	0.3	0.3	1.4	1.1	2.2
kayang tuparin ang mga sinasabi	0.8	0.7	1.3	0.3	0.3	0.5	1.1	0.0
Others	0.5	0.7	1.0	0.0	0.0	1.0	0.0	2.2

Q111. Bakit po ninyo iboboto si (Answer in Q109) bilang Presidente ng Pilipinas?

Table 3C
REASONS FOR PRESIDENTIAL PREFERENCE
May 4 - 17, 2009 / Philippines
(In Percent)

Base: Those with 1st choice for President, 96%								
			LOCATION			**CLASS**		
	RP	**NCR**	**BAL LUZ**	**VIS**	**MIN**	**ABC**	**D**	**E**
MATAPAT/SINSERO	1.3	1.7	0.8	1.6	1.9	1.4	1.4	1.1
matapat	1.1	1.4	0.8	0.9	1.6	1.0	1.1	1.1
sincere sa adhikain	0.3	0.3	0.0	0.7	0.3	0.5	0.3	0.0
SANAY SA HIRAP, GALING SA PAMILYANG MAHIRAP	1.1	1.0	0.5	2.4	1.3	1.0	1.1	1.2
BATA	1.1	3.4	0.8	1.4	0.0	2.8	1.0	0.6
MADALING LAPITAN	1.0	0.3	1.6	1.0	0.3	0.0	1.2	0.9
KILALA	0.9	0.3	0.5	2.6	0.4	0.0	0.8	1.6
kilala na naging vice-president na	0.7	0.3	0.3	2.4	0.4	0.0	0.6	1.4
matagal na sa larangan ng media	0.1	0.0	0.3	0.0	0.0	0.0	0.2	0.0
pag nagbabalita, kapanipaniwala								
RESPONSABLE/MAPAGKAKATIWALAAN	0.8	0.7	0.5	0.9	1.5	0.8	0.9	0.8
responsible	0.2	0.0	0.0	0.0	0.7	0.0	0.1	0.3
mapagkakatiwalaan	0.7	0.7	0.5	0.9	0.8	0.8	0.7	0.5
PANANALITA	0.8	1.0	1.0	0.2	0.9	0.0	1.1	0.3
prangka magsalita	0.8	0.7	1.0	0.2	0.9	0.0	1.0	0.3
mahinahon magsalita	0.0	0.3	0.0	0.0	0.0	0.0	0.1	0.0
NOT ELSEWHERE CLASSIFIED	4.6	6.8	4.4	2.7	5.4	4.4	5.2	2.6
marunong makibagay sa tao	0.8	0.0	1.3	0.3	0.7	0.0	0.9	0.6
may malawak na karanasan sa pulitika	0.7	0.7	0.0	0.9	1.9	0.8	0.7	0.7
dedicated sa ginagawa may isang salita	0.7	2.4	0.8	0.0	0.0	1.6	0.7	0.0
may takot sa Diyos	0.7	1.4	0.5	0.0	1.1	0.5	0.9	0.0
nasa lahi nila ang pagka presidente	0.6	0.0	0.8	0.2	0.8	0.0	0.8	0.2
totoong tao	0.5	0.3	0.8	0.5	0.0	0.0	0.4	0.9
Others	8.5	11.6	8.5	4.6	9.9	7.3	9.6	5.1
GUSTO SUBUKAN	0.9	0.0	0.8	0.7	1.8	0.4	1.0	0.6
CAN'T SAY	0.3	0.0	0.0	0.7	0.7	0.4	0.2	0.5

Q111. Bakit po ninyo iboboto si (Answer in Q109) bilang Presidente ng Pilipinas?