Conducting Exit Polls during the May 2016 Philippine National Elections

Linda Luz B. Guerrero, Vladymir Joseph V. Licudine and Gerardo A. Sandoval
Social Weather Stations, Philippines

WAPOR-Asia Conference, Taipei, Taiwan
May 24-27, 2018
SWS-TV5 Exit Poll Overview

National: All 81 provinces, Batanes to Tawi-Tawi + 17 cities/municipality in NCR

802 Voting centers selected PPS (out of 92,509 VCs)

Minimum sample: 40,100 (error margin 0.5%);
50 voter/respondents per VC

Interview mode: Face-to-face intercept interviews of those who have already voted (index finger with indelible ink)
Conducting Exit Polls during the May 2016 Philippine Elections

Project Implementation Organization

Project Director
(Linda Luz Guerrero)

Survey Consultant
(Mahar Mangahas)

Assistant Project Director
(Sheena Sabio)

Field Manager
(Josie Tayactac)

38 Supervising Anchors (SAs)

117 Provincial Anchors (PAs)

1604 Field Interviewers (FIs)

34 Runners/Bikers (NCR only)

Data Manager
(Jay Sandoval)

11 Technical Staff

6 Data Tabulators

112 Data Encoders

Admin and Logistics Manager
(Rommel Tabije)

13 Admin and Logistics Assistants

Fieldwork Progress Monitoring Staff

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Schedule

Interview period: 9 May 2016, from 6:00 AM to 6:00 PM

Broadcast of results: Primetime of 9 May 2016

Timeline:

- May 4  : Non-NCR-based Supervising Anchors travel to Manila
- May 5  : Supervising Anchors Training (SAT) in Manila
- May 6  : Travel to area (TOA) and Field Interviewers Training (FIT)
- May 7  : FIT continuation
- May 8  : Travel to area of assignment (TOAA)
- May 9  : Exit Poll intercept interviews (FW)
- May 10 : Wrap-up (WU)
- May 11 : Back Manila (BM)
May 5, 2016: Roby Alampay (A) of TV5 and Telibert Laoc (B) of NAMFREL at the Supervising Anchors’ Training at the UP ISSI.
Total field group, including support staff: 1,950+ persons

May 7-8, 2016: NCR Field Interviewers’ Training

Over 100 encoding stations
The TV5-SWS Exit Poll  
May 9, 2016 National Elections

**Target sample:** 40,100 (error margin ±0.5%; n=50 per Voting Center (VC))  
**Final sample:** 72,821 (error margin ±0.4%), 10:00 p.m., 18May16, 802 VCs

<table>
<thead>
<tr>
<th>Region</th>
<th>VCs</th>
<th>Region</th>
<th>VCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCR</td>
<td>92</td>
<td>NIR</td>
<td>36</td>
</tr>
<tr>
<td>CAR</td>
<td>14</td>
<td>Region VII</td>
<td>52</td>
</tr>
<tr>
<td>Region I</td>
<td>43</td>
<td>Region VIII</td>
<td>40</td>
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<tr>
<td>Region II</td>
<td>31</td>
<td>Region IX</td>
<td>29</td>
</tr>
<tr>
<td>Region III</td>
<td>88</td>
<td>Region X</td>
<td>37</td>
</tr>
<tr>
<td>Region IV- A</td>
<td>110</td>
<td>Region XI</td>
<td>39</td>
</tr>
<tr>
<td>Region IV-B</td>
<td>24</td>
<td>Region XII</td>
<td>33</td>
</tr>
<tr>
<td>Region V</td>
<td>46</td>
<td>ARMM</td>
<td>26</td>
</tr>
<tr>
<td>Region VI</td>
<td>39</td>
<td>CARAGA</td>
<td>23</td>
</tr>
</tbody>
</table>
Methodology

A
May-8 preparations

B
Conducting the intercept interviews

C
Transmission of completed coding sheets

D
Retrieving of transmitted coding sheets

E
Data encoding and processing

F
Analysis and transmission of results

Conducting Exit Polls during the May 2016 Philippine Elections
A. May-8 Preparations

1. Find home base

2. Check transmission facilities and charging stations
   - fax center
   - internet café
   - mobile signal

3. Check available transportation

4. Courtesy calls especially for critical areas
B. Conducting the Intercept Interviews

By 5:30 AM, FI secures her station at least 50 meters away from VC.

✓ Wear distinctive clothing (EX-16 shirt and cap).
✓ Check out entry/exit points.
✓ Locate nearest toilet and eating place.
✓ Interview only those with indelible ink
## Exit Poll 2016 Ballot

### President / Vote for 1
- **1. BINAY, JOJO (UNA)**
- **3. DUTERTE, RODY (PDP-Laban)**
- **5. ROXAS, MAR DAANG (LP)**
- **2. DEFENSOR SANTIAGO, MIRIAM (PRP)**
- **4. POE, GRACE (IND)**
- **6. SEÑERES, ROY (WPPPMM)**

### Vice-President / Vote for 1
- **1. CAYETANO, ALAN PETER (IND)**
- **3. HONASAN, GRINGO (UNA)**
- **5. ROBREDO, LEINI DAANG (LP)**
- **2. ESCUDERO, CHIZ (IND)**
- **4. MARCOS, BONGBONG (IND)**
- **6. TRILLANES, ANTONIO IV (IND)**

### Senator / Vote for 12
- **1. ALBANI, SHARIFF (IND)**
- **14. DORONA, RAY (IND)**
- **27. LAPIÑ, MARK (AKSYON)**
- **40. PANGILINAN, KIKO (LP)**
- **2. ALI, ALDIN (WPPPMM)**
- **15. DRILON, FRANK (LP)**
- **28. LIBAN, DANTE (IND)**
- **41. PETILLA, CARLOS JERICO (LP)**
- **3. ALUNAN, RAFFY (IND)**
- **16. GADON, LARRY (KBL)**
- **29. MAGANTO, ROMEO (LAKAS)**
- **42. RECTO, RALPH (LP)**
- **4. AMBOLONDO, INA (LP)**
- **17. GATCHALIAN, WIN (NPC)**
- **30. MANZANO, EDU (IND)**
- **43. ROMUALDEZ, MARTIN (LAKAS)**
- **5. ARQUIZA, GODOFREDO (IND)**
- **18. GORDON, DICK (IND)**
- **31. MONTANO, ALLAN (UNA)**
- **44. ROMULO, ROMAN (IND)**
- **6. BALIGOD, LEVITO (IND)**
- **19. GUINGONA, TG (LP)**
- **32. MONTANO, MON (IND)**
- **45. SANTIAGO, DIONISIO (IND)**
- **7. BELGICA, GREITO (IND)**
- **20. HONTIVEROS, RISA (AKSYON)**
- **33. NAFENAS, GETULIO (UNA)**
- **46. SOTTO, VICENTE (NPC)**
- **8. BELLO, WALDEN (IND)**
- **21. KABALU, EID (IND)**
- **34. OPLE, SUSAN (NP)**
- **47. TOLENTINO, FRANCIS (IND)**
- **9. CAM, SANDRA (PMP)**
- **22. KAPUNAN, ATTY. LORNA (AKSYON)**
- **35. OSMEÑA, SERGIO III (IND)**
- **48. VALEROSO, DIOSDADO (IND)**
- **10. CHAVEZ, MEL (PMP)**
- **23. KIRAM, PRINCESS (LNA)**
- **36. PACQUIAO, MANNY (UNA)**
- **49. VILLANUEVA, JOEL (LP)**
- **11. COLMENARES, NERI (MKBYN)**
- **24. LACSAMANA, ALMA MORENO (UNA)**
- **37. PASEZ, MR. COOP (IND)**
- **50. ZUBIRI, MIGZ (IND)**
- **12. DE LIMA, LEILA (LP)**
- **25. LACSON, PANFILO PIN (IND)**
- **38. PAGDILAO, SAMUEL (IND)**
- **13. DOMAGOSO, ISKO MORENO (PMP)**
- **26. LANGIT, REY (UNA)**
- **39. PALPARAN, JOVITO JR. (IND)**

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**Conducting Exit Polls during the May 2016 Philippine Elections**

**Bilang Pilipino 2016**

**Social Weather Stations**

**Page 11**
Showcard for Economic Class

**Class AB:** Most affluent group whose homes and lifestyles exude an obvious disregard for or lack of economizing.

**Class C:** Homes and lifestyle reflect comfortable living and the capacity to indulge in some luxuries.

**Class D:** Households who have some comfort and means but basically thrive on a hand-to-mouth existence.

**Class E:** Those who evidently face great difficulties in meeting their basic survival needs.
Conducting Exit Polls during the May 2016 Philippine Elections

Interviews near Voting Centers
C. Transmission of Coding Sheets

Mode of transmission should have been chosen:

- Fax
- Email at internet shop
- Email via smartphone
- Runner/Biker
- Dictation via EX-16 Hotline

Collecting of coding sheets:
- 9AM, 12 noon, 3PM, 5PM, 7PM
Conducting Exit Polls during the May 2016 Philippine Elections

### Coding Sheet

<table>
<thead>
<tr>
<th>Field Control</th>
<th>Data Management Validation L.C.</th>
<th>TechIDP Control</th>
<th>Mode</th>
</tr>
</thead>
<tbody>
<tr>
<td>Received by Name/Code:</td>
<td>Time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Edited by Name/Code:</td>
<td>Time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Encoded by Name/Code:</td>
<td>Time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Checked by Name/Code:</td>
<td>Time:</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Fax:</td>
<td>01</td>
<td></td>
<td></td>
</tr>
<tr>
<td>E-mail:</td>
<td>02</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Decipher:</td>
<td>03</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sign:</td>
<td>04</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Hand-delivered:</td>
<td>05</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Field Control**
- 1 = 1 respondents interviewed
- 2 = 2 respondents interviewed
- 3 = 3 respondents interviewed
- 4 = 4 respondents interviewed
- 5 = 5 respondents interviewed
- 6 = 6 respondents interviewed
- 7 = 7 respondents interviewed
- 8 = 8 respondents interviewed
- 9 = 9 respondents interviewed
- 10 = 10 respondents interviewed

<table>
<thead>
<tr>
<th>Senator</th>
<th>P</th>
<th>VP</th>
<th>Senator</th>
<th>P</th>
<th>VP</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>5</td>
<td>5</td>
<td>2</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>3</td>
<td>5</td>
<td>5</td>
<td>4</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>5</td>
<td>5</td>
<td>5</td>
<td>6</td>
<td>5</td>
<td>5</td>
</tr>
<tr>
<td>7</td>
<td>5</td>
<td>5</td>
<td>8</td>
<td>5</td>
<td>5</td>
</tr>
</tbody>
</table>

**Notes**
- P = Preference
- VP = Vice Preference
- Senator = Senate Preference

**Signature**

**Date**
- 2016-05-20

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**Social Weather Stations**

**Bilang Pilipino 2016**

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### D. Retrieval of Transmitted Coding Sheets

**Tech:**
- logs all transmitted coding sheets
- updates Fieldwork Progress Monitor

<table>
<thead>
<tr>
<th>REGION</th>
<th>TARGET MINIMUM RESPONDENTS</th>
<th>TARGET MAXIMUM RESPONDENTS</th>
<th>NO. OF COMPLETED RIDs</th>
<th>% COMPLETED FROM MINIMUM RESPONDENTS</th>
<th>% COMPLETED FROM MAXIMUM RESPONDENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TOTAL PH</td>
<td>40,100</td>
<td>80,200</td>
<td>72,530</td>
<td>180.9%</td>
<td>90.4%</td>
</tr>
<tr>
<td>NCR</td>
<td>4,600</td>
<td>9,200</td>
<td>8,782</td>
<td>190.9%</td>
<td>95.5%</td>
</tr>
<tr>
<td>REGION I</td>
<td>2,150</td>
<td>4,300</td>
<td>2,531</td>
<td>117.7%</td>
<td>58.9%</td>
</tr>
<tr>
<td>CAR</td>
<td>700</td>
<td>1,400</td>
<td>1,069</td>
<td>152.7%</td>
<td>76.4%</td>
</tr>
<tr>
<td>REGION II</td>
<td>1,550</td>
<td>3,100</td>
<td>2,811</td>
<td>181.4%</td>
<td>90.7%</td>
</tr>
<tr>
<td>REGION III</td>
<td>4,400</td>
<td>8,800</td>
<td>7,886</td>
<td>179.2%</td>
<td>89.6%</td>
</tr>
<tr>
<td>REGION IV-A</td>
<td>5,500</td>
<td>11,000</td>
<td>10,209</td>
<td>185.6%</td>
<td>92.8%</td>
</tr>
<tr>
<td>REGION IV-B</td>
<td>1,200</td>
<td>2,400</td>
<td>2,150</td>
<td>179.2%</td>
<td>89.6%</td>
</tr>
<tr>
<td>REGION V</td>
<td>2,300</td>
<td>4,600</td>
<td>4,123</td>
<td>179.3%</td>
<td>89.6%</td>
</tr>
<tr>
<td>REGION VI</td>
<td>1,950</td>
<td>3,900</td>
<td>3,097</td>
<td>158.8%</td>
<td>79.4%</td>
</tr>
<tr>
<td>NIR</td>
<td>1,800</td>
<td>3,600</td>
<td>3,556</td>
<td>197.6%</td>
<td>98.8%</td>
</tr>
<tr>
<td>REGION VII</td>
<td>2,600</td>
<td>5,200</td>
<td>4,656</td>
<td>179.1%</td>
<td>89.5%</td>
</tr>
<tr>
<td>REGION VIII</td>
<td>2,000</td>
<td>4,000</td>
<td>3,870</td>
<td>193.5%</td>
<td>96.8%</td>
</tr>
<tr>
<td>REGION IX</td>
<td>1,450</td>
<td>2,900</td>
<td>2,791</td>
<td>192.5%</td>
<td>96.2%</td>
</tr>
<tr>
<td>REGION X</td>
<td>1,850</td>
<td>3,700</td>
<td>3,300</td>
<td>178.4%</td>
<td>89.2%</td>
</tr>
<tr>
<td>REGION XI</td>
<td>1,950</td>
<td>3,900</td>
<td>3,816</td>
<td>195.7%</td>
<td>97.8%</td>
</tr>
<tr>
<td>REGION XII</td>
<td>1,650</td>
<td>3,300</td>
<td>3,174</td>
<td>192.4%</td>
<td>96.2%</td>
</tr>
<tr>
<td>CARAGA</td>
<td>1,150</td>
<td>2,300</td>
<td>2,300</td>
<td>200.0%</td>
<td>100.0%</td>
</tr>
<tr>
<td>ARMM:</td>
<td>1,300</td>
<td>2,600</td>
<td>2,409</td>
<td>185.3%</td>
<td>92.7%</td>
</tr>
</tbody>
</table>
Primary data tables generated at 2PM, 4PM, 6PM, 8PM and 9PM
Other How To’s

• How to communicate fieldwork problems
• How to replace sample villages
• How to contact HQ for data transmission
Question Items

- **Main Questionnaire (9 items):**
  - Votes for President, Vice-President, Senators
  - Attitudinal questions:
    - Platform vs. personality in choosing Pres.
    - Timing of vote decision
    - Ease/Difficulty of voting vs. 2013
    - Help of Pres. debates in choosing candidate
    - Help of VP debates in choosing candidate
    - Accuracy of voters receipt

- **Socio-demographic (13 items):**
  - Sex, Age, Educational attainment, Civil status, Class, Religion, Charismatic group membership, Language, Time voted, Region, Province, City/Municipality, Barangay

- **Questionnaire: 11 language translations**
# The TV5-SWS Exit Poll

## Progress of encoded sheets

<table>
<thead>
<tr>
<th>Date</th>
<th>Time</th>
<th>Respondents</th>
<th>Voting Centers</th>
<th>% of VC from 802</th>
<th>Balance from 802 VCs</th>
</tr>
</thead>
<tbody>
<tr>
<td>9 May</td>
<td>2:00 PM</td>
<td>3,506</td>
<td>179</td>
<td>22.3%</td>
<td>623</td>
</tr>
<tr>
<td>9 May</td>
<td>4:00 PM</td>
<td>10,102</td>
<td>392</td>
<td>48.9%</td>
<td>410</td>
</tr>
<tr>
<td>9 May</td>
<td>5:00 PM</td>
<td>18,116</td>
<td>501</td>
<td>62.5%</td>
<td>301</td>
</tr>
<tr>
<td>9 May</td>
<td>7:00 PM</td>
<td>27,458</td>
<td>600</td>
<td>74.8%</td>
<td>202</td>
</tr>
<tr>
<td>9 May</td>
<td>8:00 PM</td>
<td>32,367</td>
<td>633</td>
<td>78.9%</td>
<td>169</td>
</tr>
<tr>
<td>9 May</td>
<td>9:00 PM</td>
<td>36,795</td>
<td>676</td>
<td>84.3%</td>
<td>126</td>
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<tr>
<td>9 May</td>
<td>10:00 PM</td>
<td>45,123</td>
<td>733</td>
<td>91.4%</td>
<td>69</td>
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<tr>
<td>10 May</td>
<td>12:00 AM</td>
<td>54,064</td>
<td>766</td>
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<td>2:00 AM</td>
<td>62,485</td>
<td>785</td>
<td>97.9%</td>
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<td>8:00 PM</td>
<td>67,410</td>
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<td>71,380</td>
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<td>10:00 PM</td>
<td>72,821</td>
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Partial data broadcast at 6:15 PM
F. Analysis and Transmission of Results

Data, charts and tables sent to TV5, with date and time of dataset version

May 9, 6:15 PM: First airing at TV5, with Cheryl Cosim, Erwin Tulfo and Roby Alampay.
WHEN DID VOTERS DECIDE ON THEIR CHOICE FOR PRESIDENT?

Data as of 7:00 PM, May 9, 2016.
Partial sample of 27,458 voters from 40,100 sampled voting centers.

May 9, 8:00 PM: Results of other items aired on TV5.
Platform vs. Personality, Vote Decision, Debates

**IS PLATFORM OR PERSONALITY THE MAIN REASON FOR YOUR CHOICE OF CANDIDATE FOR PRESIDENT?**
Final sample of 72,821 voters, 10:00 p.m., May 18, 2016

<table>
<thead>
<tr>
<th>Platform</th>
<th>Personality</th>
<th>Can’t say/Refused</th>
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<tbody>
<tr>
<td>57.3</td>
<td>2.3</td>
<td>40.4</td>
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</tbody>
</table>

**WHEN DID YOU DECIDE ON YOUR VOTE FOR PRESIDENT?**
Final sample of 72,821 voters, 10:00 p.m., May 18, 2016

- Only now: 18.4%
- May 1-9: 14.8%
- In April: 12.2%
- In March: 8.1%
- In February or earlier: 45.8%
- Can’t say/Refused: 0.7%

**DID THE PRESIDENTIAL DEBATES HELP YOU IN CHOOSING YOUR PRESIDENT?**
Final sample of 72,821 voters, 10:00 p.m., May 18, 2016

- Can’t answer/refused: 72.7%
- Have not watched: 14.3%
- No: 11.8%
- Yes: 1.2%

**DID THE VICE-PRESIDENTIAL DEBATES HELP YOU IN CHOOSING YOUR VICE-PRESIDENT?**
Final sample of 72,821 voters, 10:00 p.m., May 18, 2016

- Can’t answer/refused: 68.7%
- Have not watched: 17.9%
- No: 12.2%
- Yes: 1.2%

---

Question: PLATAPORMA po ba o PAGKATAO ang inyong pangunahing dahilan sa pagpili ng kandidato sa pagka-Presidente? [Is PLATFORM or PERSONALITY the main reason for your choice of candidate for President?]

Question: Kailan po kayo nakapagdesisyon sa inyong boto sa pagka-Presidente? [When did you decide on your vote for president?]

Question: Ang mga debate po ba ng kandidato sa Presideense ay nakatulong o hindi nakatulong sa inyong pagpili ng PRESIDENTE o hindi po kayo nakapanood ng lahat ng debate? [Did the Presidential debates help you in choosing your PRESIDENT or were you not able to watch any debate?]

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Conducting Exit Polls during the May 2016 Philippine Elections
Conducting Exit Polls during the May 2016 Philippine Elections

**Election Evaluation**

**Question:** Kailan po kayo nakapagdesisyon sa inyong boto sa pagka-Presidente? [When did you decide on your vote for president?]

**Comparison:** Compared to previous elections, was voting easier or harder for you now?

- Easier now: 60.4%
- Same as before: 19.0%
- More difficult now: 31.4%
- First time to vote: 13%
- Can’t say/Refused: 7.7%

*Final sample of 72,821 voters, 10:00 p.m., May 18, 2016*

**Question:** Ang lumabas bang pangalan sa inyong voters receipt ay mga pangalan ng mga kandidatong inyong ibinoto o wala bang voters receipt na na-print? [Are the names that appeared in your voters receipt the names of the candidates you voted for or was there no voting receipt printed?]

- Yes: 95.1%
- No 1.9%
- No voters receipt: 1.8%
- Can’t answer/refused: 1.2%

*Final sample of 72,821 voters, 10:00 p.m., May 18, 2016*
### Comparison of the COMELEC FINAL OFFICIAL TALLY (Final canvass report, 20 May 2016) and TV5-SWS Exit Poll:

#### FOR SENATORS

<table>
<thead>
<tr>
<th>COMELEC Final tally</th>
<th>COMELEC %</th>
<th>Rank</th>
<th>TV5-SWS Exit Poll %</th>
<th>TV5-SWS Absolute Difference</th>
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<td>Drilon, Frank</td>
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</table>

**Average Absolute Difference**: 4.150

---

*% based on votes cast for President.

**Excludes Can’t Answer/Refused.
www.sws.org.ph

Thank you!

#52 Malingap Street,
Sikatuna Village, Quezon City
Tels: 926-4308, 924-4456, 924-4458, 924-4465

E-mail: sws_info@sws.org.ph

Conducting Exit Polls during the May 2016 Philippine Elections