

**COMPARATIVE STUDY OF ELECTORAL SYSTEMS**  
**Module 2: Sample Design and Data Collection Report**

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August 23, 2004

**Country: PHILIPPINES**

**Date of Election: MAY 10, 2004**

Type of Election: **PRESIDENTIAL** (e.g., presidential, parliamentary, legislative):

Organization that conducted the survey field work:

**SOCIAL WEATHER STATIONS**

**Investigators Responsible for Data Collection:**

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**A. Study Design**

 **Post-Election Study**

Pre-/Post-Election Panel Study

Date Post-Election Interviewing Began: **August 5, 2004**

Date Post-Election Interviewing Ended: **August 22, 2004**

<p><i>If Panel Study: <b>Not applicable</b></i></p> <p>Date Pre-Election Interviewing Began:</p> <p>Date Pre-Election Interviewing Ended:</p>
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Mode of (post-election) interview:

- In person, face-to-face**
- Telephone
- Mail or self-completion supplement

Language(s) used in questionnaire(s) (Please provide copies of questionnaires in all languages used, as well as a version translated in English, if applicable, as part of the Election Study Deposit):

- 1. Tagalog**
- 2. Cebuano**
- 3. Ilocano**
- 4. Ilonggo**
- 5. Bicolano**

**B. Sample Design and Sampling Procedures**

1. Eligibility Requirements

a) Age: Minimum **18 years old** Maximum **None**

b) Citizenship: Yes  No

c) Other requirements:

2. Sample Frame:

a) Were any regions of the country excluded from the sample frame?

No  Yes

If yes, please explain:

b) Were institutionalized persons excluded from the sample?

No  Yes

Please explain:

**Sampling of respondents is dwelling based (i.e. those 18 years old and above who are permanently residing in the household).**

c) Were military personnel excluded from the sample?

No  Yes

Please explain:

**Sampling of respondents is dwelling based (i.e. those 18 years old and above who are permanently residing in the household).**

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d) If interviews were conducted by telephone: **Not applicable**

i. What is the estimated percentage of households without a phone: \_\_\_\_\_%

ii. Were unlisted telephone numbers included in the population sampled?

No \_\_\_\_\_ Yes \_\_\_\_\_

Please explain:

iii. Were substitution methods used for unproductive sample points?

No \_\_\_\_\_ Yes \_\_\_\_\_

Please explain:

e) Were other persons excluded from the sample frame?

No  Yes \_\_\_\_\_

Please explain:

f) Estimated total (a + b + c + d + e) percentage of the eligible population excluded from the sample frame: \_\_\_\_\_ %

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3. Sample Selection Procedures:

- a) What were the primary sampling units?
- b) Were the primary sampling units randomly selected?

No \_\_\_\_\_ Yes

Please explain:

**Provinces per region are selected with probability proportional to household population size without replacement**

- c) Were there further stages of selection?

No \_\_\_\_\_ Yes

Please explain:

**The Philippines was divided into four study areas: National Capital Region (NCR), Balance Luzon, Visayas, and Mindanao. The sample size for each of the four study areas is 300 voting-age adults.**

**Multi-stage probability sampling was used in the selection of sample spots. The allocation of sample units in each stage was as follows:**

	Sample Prov.	Sample Mun.	Spots	Probability Respondents
<b>National Capital Region</b>	--	17	60	300
<b>Balance Luzon</b>	10	54	60	300
<b>Visayas</b>	5	49	60	300
<b>Mindanao</b>	6	40	60	300
	---	-----	-----	-----
	21	160**	240	1200

**\*\*The number of municipalities for Balance Luzon, Visayas and Mindanao is dependent on what spots, i.e., barangays, are actually selected. Thus, the number of municipalities may vary.**

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*For the National Capital Region*

**Stage 1. Selection of Sample Spots (Barangays)**

For NCR's first stage, 60 barangays are distributed among the 17 NCR cities and municipalities in such a way that each city/municipality was assigned a number of barangays that was roughly proportional to its population size. An additional provision was that each municipality must receive at least one barangay. Barangays were then selected at random from within each municipality.

**Stage 2. Selection of Sample Households**

In each sample barangay, five households were established by systematic sampling. Designated starting points were randomly assigned - it was either: 1) a municipal/barangay hall, 2) a school, 3) the barangay captain's house, or 4) a church/chapel/mosque. A random start from 1-6 was also randomly generated for each spot. Thus, if a particular spot has a random start of 4, the first sample household should be the 4<sup>th</sup> household from the designated starting point. Subsequent sample households were chosen using a fixed interval of 6 households in between the sampled ones; i.e. every 7<sup>th</sup> household was sampled.

**Stage 3. Selection of Sample Adult**

For the third stage, in each selected household, a respondent is randomly chosen among the household members who were 18 years of age and older, using a probability selection table. In selecting the probability respondent of a household, only male family members were pre-listed in the probability selection table of odd-numbered questionnaires; only female family members were pre-listed for even-numbered questionnaires. In cases where there was no qualified probability respondent of a given gender, the interval sampling of households would continue until five sample respondents were identified.

*For the rest of the Philippines*

**Stage 1. Allocation and Selection of Sample Provinces**

Balance Luzon was further divided into 5 regions: CAR + Region II, Region I, Region III, Region IV and Region V; Visayas into 3 regions: Region VI, Region VII and Region VIII; and Mindanao into 6 regions; Region IX, Region X, CARAGA, Region XI, Region XII and ARMM.

Using probability proportional to population size (PPS) of the region, the allocation of 10 provinces in Luzon, and 5 in Visayas and 6 in Mindanao were as follows:

<b>LUZON</b>		<b>VISAYAS</b>		<b>MINDANAO</b>	
<b>CAR/REG II</b>	<b>1</b>	<b>Region VI</b>	<b>2</b>	<b>Region IX</b>	<b>1</b>
<b>Region I</b>	<b>1</b>	<b>Region VII</b>	<b>1</b>	<b>Reg X</b>	<b>1</b>
<b>Region III</b>	<b>2</b>	<b>Region VIII</b>	<b>1</b>	<b>CARAGA</b>	<b>1</b>
<b>Region IV</b>	<b>3</b>	<b>Non-quota</b>	<b>1</b>	<b>Region XI</b>	<b>1</b>
<b>Region V</b>	<b>1</b>			<b>Region XII</b>	<b>1</b>
<b>Non-quota</b>	<b>2</b>			<b>ARMM</b>	<b>1</b>
	----		----		----
<b>TOTAL</b>	<b>10</b>		<b>5</b>		<b>6</b>

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The non-quota provinces were selected without replacement using probability proportional to their remainders. The remainders are fractions derived when the proportion of the regions (based on their respective study area) are multiplied by 10 for Luzon, and 5 for Visayas and 6 for Mindanao. For instance, if 1.45 is obtained for Region I, then 1 province is assigned to this region and remaining fraction of 0.45 is included for the allocation of the non-quota province.

Given the quota for each region, sample provinces were then selected by PPS, without replacement. An additional provision is that each region must receive at least one province.

**Stage 2. Allocation and Selection of Sample Spots**

Once the sample provinces have been selected, 60 spots for each of the major areas were allocated among the sample provinces. Using the quota set for each spot in each region, the spots were distributed in such a way the each province was assigned a number of spots roughly proportional to its population size.

LUZON		VISAYAS		MINDANAO	
CAR/REG II	8	Region VI	24	Region IX	10
Region I	8	Region VII	22	Reg X	9
Region III	15	Region VIII	14	CARAGA	7
Region IV	21			Region XI	17
Region V	8			Region XII	9
				ARMM	8
	----		----		----
TOTAL	60		60		60

Sample barangays within each sample province were randomly selected with equal probabilities.

Sample barangays were then classified as urban or rural based on the latest National Statistics Office classification (2000).

**Stage 3. Selection of Sample Households**

For the third stage, within each sample spot, five households were established by systematic sampling. In urban barangays as well as in rural barangays, designated starting points were randomly assigned - it was either: 1) a municipal/barangay hall, 2) a school, 3) the barangay captain's house, or 4) a church/chapel/mosque. A random start from 1-6 was also randomly generated for each spot. Thus, if a particular spot has a random start of 4, the first sample household should be the 4<sup>th</sup> household from the designated starting point. The sampling interval for urban barangays was seven, while for rural barangays it was two.

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d) How were individual respondents identified?

**The individual respondents are identified using a probability selection table or the Kish grid. The interviewers normally list down all the names of the qualified household members (*male for odd numbered questionnaire and female for even numbered questionnaire*) on the table. Based on the list of names our interviewers will then select a respondent using the kish grid method.**

e) Under what circumstances was a sample line designated non- sample?

Please check all that apply:

- Non-residential sample point**
- All members of household are ineligible**
- Housing unit is vacant**
- No answer at housing unit after 2 VALID callbacks**
- Other (Please explain):

f) Were non-sample replacement methods used?

No \_\_\_\_\_ Yes

Please describe:

Getting a substitute or replacement respondent

If original respondents are not successfully interviewed for varied reasons, replacement or substitution of respondent should be done.

1. *Replacement* - this is the term used in cases where there are no qualified respondents, meaning:

- no member of the family is aged 18 and over
- there is no qualified respondent ® for a given sex: Male or Female ( Male HH – Qre is odd-numbered; Female HH – Qre is even-numbered)

A replacement is established by continuing the interval sampling of HHs *after the last HH* for that sample precinct or sample barangay has been located. A replacement is *considered an original respondent* because no probability respondent was established, therefore no socio-demographic characteristics have been determined. (In the callsheet, replacements are marked – “/R”)



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When getting replacement, RID number is also followed in sequence. In the callsheet, separate the 5 original respondents by marking single bar line.

2. *Substitution* – this is the term used when an interview with the original respondent was not successfully completed. Substitution is done because of the following reasons:

2.1 After two (2) valid callbacks the following occurs:

- i. no body is home
- ii. door is locked
- iii. respondent is not available for interview, because:

only the kids are around  
R is working or out of the house  
R has no definite time of availability

2.2 Respondent is incapable of giving accurate answers, because:

- bedridden
- physically disabled
- senile
- mentally handicapped

2.3. Respondent outrightly refuses to be interviewed

2.4. Respondent refuses to continue the interview

In cases such as these, some of the socio-demographic characteristics of the original R have already been determined, i.e. Eco-class, Sex, Age, Working/not working (ESAW).

Approach in getting sub-R is clustered or at random, that is, one HH after the other or no order of Qre. number is followed. In the callsheet, names of substitute respondents is listed after the replaced Rs are interviewed, and separated by marking double bar lines.

When substituting, state the reason for skipping structures especially if the chosen structure is not a dwelling unit.

3. *Direct Substitution* - this is done in the absence of respondent from the locality for more than two (2) weeks; in the case of rural areas, direct substitution is applied if the qualified respondent would not be available for the duration of the survey in that area.

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g). For surveys conducted by telephone: **Not applicable**

i. Was the sample a random digit dial (RDD) sample? Yes\_\_\_\_\_ **No**

ii. Was the sample a listed sample? Yes\_\_\_\_\_ No\_\_\_\_\_

iii. Was the sample a dual frame sample? No\_\_\_\_\_ Yes\_\_\_\_\_

If yes, what % list frame\_\_\_\_\_ and what % RDD\_\_\_\_\_

h) For surveys conducted by mail: **Not applicable**

Was the sample a listed sample?

Yes\_\_\_\_\_ No\_\_\_\_\_

Please describe:

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4. Compliance:

Prior to the study:

a) Was a letter sent to respondent?

No  Yes \_\_\_\_\_

(If yes, please include a copy of the letter in the Deposit)

b) Was payment sent to respondent?

No  Yes \_\_\_\_\_

If yes, please describe:

c) Was a token gift sent to respondent?

No  Yes \_\_\_\_\_

If yes, please describe:

d) Were any other incentives used?

No  Yes \_\_\_\_\_

If yes, please describe:

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5. During the Field Period:

- a) How many contacts were made with the household before declaring it non-sample?

**Normally, households that are lock or no one's at home at the time of the first visit are re-visited for at least twice during the day for verification.**

- b) How many contacts were made with the household before declaring it non-interview?

**A minimum two valid callbacks are made by interviewers before declaring a household as a non-interview.**

- c) Maximum number of days over which a household was contacted?

**Normally, the fieldwork for each sample spot takes one whole day but it can spill-over for at least one more day if the sample spot is not yet finished.**

- d) Did interviewers vary the time of day at which they re-contacted the household? No \_\_\_\_\_ Yes

Please describe:

**Households are re-contacted depending on the interview schedule of the interviewers as well as the availability of potential respondents**

- e) Refusal Conversion:

- i. Were efforts made to persuade respondents who were reluctant to be interviewed?

No \_\_\_\_\_ Yes

Please describe:

**When target respondents refused to be interviewed, the field interviewers explain further the importance of the survey that there are no right or wrong answers, that data about the respondent's identity shall remain confidential and the results shall be analyzed at the aggregate level and not individual respondents.**

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ii. Were respondents who were reluctant to be interviewed sent a letter persuading them to take part?

No  Yes \_\_\_\_\_

If so, please describe (in addition, please include a copy of the letter in the deposit):

iii. Was payment offered to respondents who were reluctant to take part?

No  Yes \_\_\_\_\_

If yes, how much?

iv. Were respondents who were reluctant to take part turned over to a more experienced interviewer? No  Yes \_\_\_\_\_

v. What was the maximum number of re-contacts used to persuade respondent to be interviewed?

**NONE**

vi. Were any other methods used to persuade respondents reluctant to be interviewed to take part?

No  Yes \_\_\_\_\_

Please describe:

6. Response Rate:

(Note: if a panel study, please report response rate of the first wave)

Total number of sample lines issued: \_\_\_\_\_

Number of refusals: \_\_\_\_\_

Number never contacted (no-contact): \_\_\_\_\_

Other non-response: \_\_\_\_\_

Number of lines of non-sample: \_\_\_\_\_

Total number of completed interviews: \_\_\_\_\_

Response Rate: \_\_\_\_\_

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**7. Panel Attrition: Not applicable**

(Note: This only applies if CSES questionnaire is administered as part of a 2-wave panel study):

Total number of respondents in Wave I of the study: \_\_\_\_\_

Number of Wave I respondents re-interviewed in wave containing CSES Module: \_\_\_\_\_

Percent total panel attrition: \_\_\_\_\_

**8. Panel attrition by age and education (given as percentages; please indicate whether numbers provided are % re-interviewed or % attrition): Not applicable**

**Age**

18-25 \_\_\_\_\_ %  
26-40 \_\_\_\_\_ %  
41-65 \_\_\_\_\_ %  
65 & over \_\_\_\_\_ %

**Education**

None \_\_\_\_\_ %  
Incomplete primary \_\_\_\_\_ %  
Primary completed \_\_\_\_\_ %  
Incomplete secondary \_\_\_\_\_ %  
Secondary completed \_\_\_\_\_ %  
University incomplete \_\_\_\_\_ %  
University degree \_\_\_\_\_ %

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9. Sample Weights

a) Are weights included in the data file?

No  Yes

Please describe how the weights were constructed:

**Projected 2004 Voting- Age Adults, Households, and Total Population by Area\***

	<u>RP</u>	<u>NCR</u>	<u>Luzon</u>	<u>Visayas</u>	<u>Mindanao</u>
<b>NSO projected 2004 population</b>	<b>82,663,599</b>	<b>11,070,287</b>	<b>34,914,835</b>	<b>16,807,079</b>	<b>19,871,398</b>
	<b>5,973</b>	<b>1,489</b>	<b>1,465</b>	<b>1,512</b>	<b>1,507</b>
<b>SWS estimated adult population</b>	<b>49,123,530</b>	<b>7,245,306</b>	<b>20,796,326</b>	<b>9,777,073</b>	<b>11,304,824</b>
<b>Survey sample size</b>	<b>1,200</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>300</b>
	<b>24.151019880</b>				
<b>Weight for 1 respondent (in 000)</b>		<b>9</b>	<b>69.3210865858</b>	<b>32.5902439969</b>	<b>37.6827479489</b>
		<b>12.075509940</b>			
<b>Weight for 2 respondents (in 000)</b>		<b>5</b>	<b>34.6605432929</b>	<b>16.2951219985</b>	<b>18.8413739745</b>
<b>SWS estimated 2004 households</b>	<b>16,317,932</b>	<b>2,335,161</b>	<b>6,889,866</b>	<b>3,286,814</b>	<b>3,806,091</b>
<b>Survey sample size</b>	<b>1,200</b>	<b>300</b>	<b>300</b>	<b>300</b>	<b>300</b>
<b>Weight for households (in 000)</b>		<b>7.7838706845</b>	<b>22.9662193570</b>	<b>10.9560457079</b>	<b>12.6869710214</b>

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**\*Notes:**

Figures are based on official NSO 2004 medium projections by 5-year age group by region (obtained from NSO in Feb2000).

Since the year 1995 projections are by 5-year age groups and ages 18-19 are included in the 15-19 age group, figures for

ages 18-19 were computed based on their proportion in the 15-19 age group from the 1995 census.

To get estimated 2004 household number, the NSO projected 2004 population in each region was divided by the 1995 official average household

size per region. Household size and number per region were obtained from Report No. 2 of the 1995 Census of Population (pp. 148-169).

- b) Are the weights designed to compensate for disproportionate probability of selection at the respondent/household level?

No  Yes \_\_\_\_\_

Please describe:

**The weights used are for disproportionate allocation of respondents at the major study area level.**



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- c) Are the weights designed to match known demographic characteristics of the population?  
No  Yes

Please describe:

**The weights are used to match the major study areas (National Capital Region, Balance of Luzon, Visayas, Mindanao areas) distribution of adult population given recent official (census) projections.**

- d) Are the data weighted to correct for non-response?  
No  Yes

Please describe:

10. a) Please describe the interviewers (e.g., age, level of education, years of experience):

**Our interviewers are all women because culturally it is easy for women to penetrate designated sample spots than men because potential respondents are less suspicious if it is a woman rather than a man. Most of our interviewers are either college level or college graduates. They also have some experience either in market or public opinion research. . All SWS interviewers are also given training on how to deal with various types of respondents (ie. suspicious, reluctant, gossip type and hostile respondents)**

- b) Please provide a description of interviewer training:

- (a) **Training was conducted in 8 central locations: Manila, Baguio City, Iloilo City, Cebu City, Baybay, Leyte, Zamboanga City, Cagayan de Oro City and Cotabato City. The interviewers needed to cover Luzon were trained in Manila and Baguio City. Those trained in Iloilo City covered Iloilo and Negros Occidental, those trained in Cebu City covered Bohol and Cebu, while those trained in Baybay, Leyte covered Eastern Visayas areas. Those trained in Zamboanga City covered Zamboanga del Sur and Sulu areas, those trained in Cagayan de Oro City covered Misamis Oriental and Surigao del Norte, while those trained in Cotabato City covered North and South Cotabato areas.**
- (b) **Training time - The minimum training time for group supervisors and interviewers was 3 days prior to field implementation.**

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- (c) **Training Activities - These mainly consisted of:**  
**One or two days office training to learn the basics of the project. Mock interviews among participants, i.e. field interviewers interviewing field anchors as respondents are done to get accustomed to the flow of interviewing and questionnaire format.**

**Interviews were practiced with a supervisor around until the interviewer could be left on her own.**

- (d) **Evaluation of interviewer's work - All first interviews of each field interviewer were observed by her field supervisor, and then evaluated. Only after meeting a certain evaluation criteria was an interviewer left to interview on her own, although her field supervisor always stayed within the vicinity of the sample spot to conduct checks.**

11. Comparison of Sample to Population

Characteristic	<u>Population Estimates</u> %	<u>Sample Estimates</u>	
		Unweighted %	Weighted %
<u>Age</u>			
18-25	28	15	15
26-40	37	38	39
41-66	29	39	38
65 and over	7	8	8
<u>Education</u>			
None	4	2	2
Incomplete Primary			
Primary Completed	39	34	36
Incomplete Secondary	12	18	19
Secondary Completed	19	18	18
Post-Secondary Trade/ Vocational	3	5	4
Incomplete University	11	12	11
University Degree	12	11	11
<u>Gender</u>			
Male	50	50	50
Female	50	50	50