

## **MEDIA RELEASE**

(April 6, 2010)

**FROM: Prof. Ronald D. Holmes**  
**President and Managing Fellow**  
**Pulse Asia, Inc.**

**RE: Pulse Asia's *Ulat ng Bayan* March 2010**  
**Survey for National Elective Positions**

---

With just over a month to go before the May 10, 2010 elections, Pulse Asia is pleased to share some findings from the March 2010 *Ulat ng Bayan* survey.

The survey fieldwork was conducted from March 21 to 28, 2010 using face to face interviews. Prior to and during the conduct of the survey, several events grabbed the headlines and these are as follows: (1) the Supreme Court's declaration that President Gloria Macapagal-Arroyo has the authority to appoint the successor of Supreme Court Chief Justice Reynato S. Puno and the protests that followed the high court's decision; (2) various appointments made by the President following the Supreme Court's ruling; (3) the start of the official campaign season for the local elections; (4) election-related concerns including double registrants in the voters' list, downgrading of security features in the ballot, and questions regarding the nominees of several party-list groups and Commission on Elections (COMELEC) Chairperson Jose A.R. Melo's dismissal of a "failure of elections" scenario despite these and other problems; (5) the possible disqualification of several presidential candidates due to failure to abide by election laws regarding airtime limits on their campaign advertisements and placement and size of their campaign materials (e.g., billboards); (6) the expression of support for the Nacionalista Party's (NP) presidential candidate, Senator Manuel B. Villar, Jr., by some allies of President Arroyo in Cebu; (7) reports regarding the falling-out between President Arroyo

and Philippine National Police (PNP) Director General Jesus Versoza following the latter's declaration that he will not support any attempt to extend the President's term should there be a failure of elections in May 2010; (8) the government's decision to retain its original growth target of 2.6% to 3.6% despite the El Niño phenomenon; and (9) continued oil price hikes.

Based on a multistage probability sample of 3,000 representative adults, 18 years and above, Pulse Asia's *Ulat ng Bayan* survey has a +/- 2% error margin at the 95% confidence level. Subnational estimates for the geographic areas covered in the survey have the following error margins at 95% confidence level:  $\pm 5\%$  for Metro Manila,  $\pm 3\%$  for the rest of Luzon and  $\pm 4\%$  for each of Visayas and Mindanao. Face-to-face field interviews for this project were conducted from March 21 to 28, 2010. (Those interested in further technical details concerning the surveys' questionnaires and sampling design may request Pulse Asia in writing for fuller details, including copies of the pre-tested questions actually used.)

For the electoral preference module, Pulse Asia made us of a sample ballot, measuring 8.5" x 26", that is a facsimile of the COMELEC official ballot. Respondents were asked to indicate their preference on the ballot based on the instructions written therein.

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 / 9945602.

**Pulse Asia's February 2010 Pre-Election Survey  
Voter Preferences for National Positions  
April 6, 2010**

**PRESIDENTIAL ELECTIONS: Senator Benigno "Noynoy" C. Aquino III sustains his lead in the presidential race**

Liberal Party (LP) presidential candidate Senator Benigno "Noynoy" C. Aquino III, scoring a 37% voting preference, continues to lead the other presidential contenders. In second place is Senator Manuel "Manny" Villar (Nacionalista Party [NP]) with 25% voter support. Former President Joseph "Erap" Ejercito Estrada is the only other candidate with double digit support, at 18%, while the other candidates register single digit voter preferences—LAKAS-KAMPI-CMD Gilberto "Gibo" Teodoro with 7%; Bagumbayan standard-bearer Senator Richard "Dick" J. Gordon at 2%; and, Bangon Pilipinas candidate Brother Eddie Villanueva, with 2% voter preference. Nine percent of the survey respondents refused or remained undecided as to their presidential preference. (See Table 1, *First choice Presidential Preference*).

**Table 1  
FIRST CHOICE PRESIDENTIAL PREFERENCE**

March 21 - 28, 2010 / Philippines  
(Column Percent)

Base: Total Registered Voters, 100%								
If the coming 2010 election were held today, whom would you vote for as <b>PRESIDENT OF THE PHILIPPINES?</b>	LOCATION					CLASS		
	RP	NCR	BAL			ABC	D	E
			LUZ	VIS	MIN			
AQUINO, Benigno Simeon III C. "Noynoy"	37	42	33	41	37	49	37	34
VILLAR, Manuel Jr. B. "Manny"	25	17	26	30	23	17	25	28
ESTRADA EJERCITO, Joseph M. "Erap"	18	17	17	8	29	8	17	24
TEODORO, Gilberto Jr. C. "Gibo"	7	7	6	8	6	12	7	5
GORDON, Richard J. "Dick"	2	3	3	2	0	3	2	1
VILLANUEVA, Eduardo C. "Bro. Eddie"	2	3	2	2	2	2	2	1
PERLAS, Jesus Nicanor P. "Nick"	0.3	0	0	0	0	1	0	0
DE LOS REYES, John Carlos G. "JC"	0.2	0	0	0	0	0	0	0
MADRIGAL, Jamby AS. "Jamby"	0.1	1	0	0	0	0	0	0
ACOSTA, Vetallano S. "Dodong"	0.08	0	0	0	0	0	0	0
None / Refused / Undecided	9	10	13	8	2	8	10	7

Q15. Kung ang darating na eleksyon sa Mayo 2010 ay gaganapin ngayon, sino po ang inyong iboboto bilang PRESIDENTE NG PILIPINAS?

Senator Aquino enjoys a slight to significant lead over the second running contender in almost all areas and socio-economic classes ranging from a low of 7 percent in the Balance of Luzon (where Sen. Aquino's preference is at 33% versus Sen. Villar's 26%) to a high of 32% for the upper socio-economic class ABC (where Sen. Aquino's voting support is at 49% against 17% for Sen. Villar). In Mindanao and the lowest socio-economic class E, Sen. Aquino's preferences (37% and 34%) are statistically close to the

preferences of former President Estrada (in Mindanao at 29%) and Senator Villar (for Class E at 28%). (See Table 1, *Distribution of Presidential Preferences by Area and Socioeconomic Class* ).

Compared to the February Pre-election survey, the voter preferences for all the candidates are unchanged given the survey to survey margin of error. (See Table 2—*Comparative Presidential Preference, February and March 2010*.)

**Table 2**  
**COMPARATIVE PRESIDENTIAL PREFERENCE**  
February and March 2010 / Philippines  
(In Percent)

Presidential Preference	First Choice		Change*
	Feb10 (10 names)	Mar10 (10 names)	Mar10 - Feb10
AQUINO, Benigno Simeon III "Noynoy" C.	36	37	+ 1
VILLAR, Manuel Jr. "Manny" B.	29	25	- 4
ESTRADA EJERCITO, Joseph "Erap" M.	18	18	0
TEODORO, Gilberto Jr. "Gibo" C.	7	7	0
GORDON, Richard "Dick" J.	1	2	+ 1
VILLANUEVA, Eduardo "Bro. Eddie" C.	2	2	0
PERLAS, Jesus Nicanor "Nick" P.	0.20	0.30	+0.1
DE LOS REYES, John Carlos "JC" G.	0.00	0.20	+0.2
MADRIGAL, Jamby "Jamby" AS.	0.30	0.10	-0.2
ACOSTA, Vetallano "Dodong" S.	0.04	0.08	+0.04
None / Refused / Undecided	6	9	+ 3

Note: \*Change = Figures of March 2010 minus Figures of February 2010.

### **VICE-PRESIDENTIAL ELECTIONS: Senator Manuel “Mar” A. Roxas II remains as the leading vice-presidential candidate**

With 43% of the voting preferences, Senator Manuel “Mar” A. Roxas continues to enjoy a significant lead over the other vice presidential candidates. Senator Loren Legarda (NPC) places second with 23%, closely followed by Makati Mayor Jejomar “Jojo” Binay (PDP-LABAN) with 19%, the two candidates in a statistical tie. The other contenders received support of 3% or less. Nine percent of voters refused or did not indicate a preference for vice president. (See Table 3, *Distribution of Vice-Presidential Preferences by Area and Socioeconomic Class* ).

Senator Roxas’ vote preferences are significantly higher than Senator Legarda in the Balance of Luzon (39% versus 25%); Visayas (51% versus 21%); Mindanao (45% versus 24%); Class ABC (54% versus 12%); and, Class D (43% versus 21 %).

Registering a 40% voting preference, Senator Roxas marginally leads Mayor Binay in the NCR as well as Senator Legarda among the poorest socio-economic class E. (See Table 3, *Distribution of Vice-Presidential Preferences by Area and Socioeconomic Class* ).

**Table 3**  
**FIRST CHOICE VICE-PRESIDENTIAL PREFERENCE**  
 March 21 - 28, 2010 / Philippines  
 (In Percent)

Base: Total Registered Voters, 100%								
If the coming 2010 election were held today, whom would you vote for as VICE-PRESIDENT OF THE PHILIPPINES?	LOCATION					CLASS		
	RP	BAL				ABC	D	E
		NCR	LUZ	VIS	MIN			
ROXAS, Manuel II "Mar" A.	43	40	39	51	45	54	43	40
LEGARDA, Loren B.	23	15	25	21	24	12	21	29
BINAY, Jejomar "Jojo" C.	19	29	18	13	21	17	19	18
FERNANDO, Bayani "BF" F.	3	5	3	2	3	7	3	2
MANZANO, Eduardo "Edu" B.	2	1	1	4	4	0	2	3
YASAY, Perfecto "Kidlat" R.	1	1	0	0	1	0	1	0
SONZA, Jose "Jay Sonza" Y.	0.5	0	0	1	0	2	0	0
CHIPECO, Dominador Jr. "Jun" F.	0.1	0	0	0	0	0	0	0
None / Refused / Undecided	9	9	14	8	3	8	10	7

Q15. Kung ang darating na eleksyon sa Mayo 2010 ay gaganapin ngayon, sino po ang inyong iboboto bilang BISE-PRESIDENTE NG PILIPINAS? (SHOW SAMPLE BALLOT AND LIST OF CANDIDATES). Ito po ay sample ballot lamang na ginagamit sa survey na ito. Paki basa po ang instruksyon sa sample ballot bago kayo bumoto. Pagkatapos po ninyong bumoto, pakibalik po sa akin ang inyong sample ballot.

Senator Roxas' voting preference is unchanged from the February 2010 survey, while those of Sen. Legarda marginally declined, from 27% in February 2010 to 23% at present. Mayor Binay's voting support marginally increased from 15% in February 2010 to 19% at present. (See Table 4—Comparative Vice-Presidential Preference, February and March 2010.)

**Table 4**  
**COMPARATIVE VICE-PRESIDENTIAL PREFERENCE**  
 February and March 2010 / Philippines  
 (In Percent)

Vice-Presidential Preference	First Choice		Change*
	Feb10 (8 names)	Mar10 (8 names)	Mar10 - Feb10
ROXAS, Manuel II "Mar" A.	43	43	0
LEGARDA, Loren	27	23	- 4
BINAY, Jejomar "Jojo"	15	19	+ 4
FERNANDO, Bayani "BF"	4	3	- 1
MANZANO, Eduardo "Edu" B.	2	2	0
YASAY, Perfecto "Kidlat" R.	1	1	0
SONZA, Jose "Jay Sonza" Y.	1	0.5	- 0.5
CHIPECO, Dominador Jr. "Jun" F.	0.1	0.1	0
None / Refused / Undecided	7	9	+ 2

Note: \*Change = Figures of March 2010 minus Figures of February 2010.