Technical Details of the National Survey

FILIPINO 2040

Aspirations, Values, and Principles of Filipino People

Contents

1 BACKGROUND OF THE STUDY

1.1 Rationale

The National Economic and Development Authority (NEDA) is developing a long-term vision for the Philippines and the Filipino people, which is envisioned to be a basis of unity among Filipinos, a guide for development planning across administrations, as well as for international development assistance for the next 25 years. It is also intended to be a useful reference that should influence electoral platforms and that should set the terms of debate in 2016 and beyond. The national long-term vision intends to help successive administrations remain focused on the country's long-term goals, even as they respond to short- and medium-term needs and conditions. This can be achieved by ensuring that the national vision is genuinely owned by citizens who will reach their peak productive years between 2015 and 2040, and who will oblige government officials to stay on the course towards long-term development.

To ensure widespread stakeholder engagement, a national survey is deemed important that will capture the aspirations, values, and principles of the Filipino people.

1.2 Objective

The survey research intends to solicit responses that reflect the aspirations, values and principles of the Filipino people.

2 RESEARCH APPROACH

2.1 Methodology

Face-to-face personal interviews with the use of tablets
With two (2) valid call backs – one during weekday, one during weekend

2.2 Target respondents

Males/ Females, 15-50 years old, from ABCDE income homes

2.3 Sampling
Multi-stage area probability sampling

STAGE 1: The Philippines is divided into the 18 geographical regions. Using the 2010 Census of Population projected to 2015 (Refer to formula below), the sample size will be distributed proportionately across regions to ensure a well-represented sample that reflects nationwide proportions.

$$P_{t+n} = P_t \, (1+r)^n$$

Where P_t = Base year
r = Annual Growth Rate
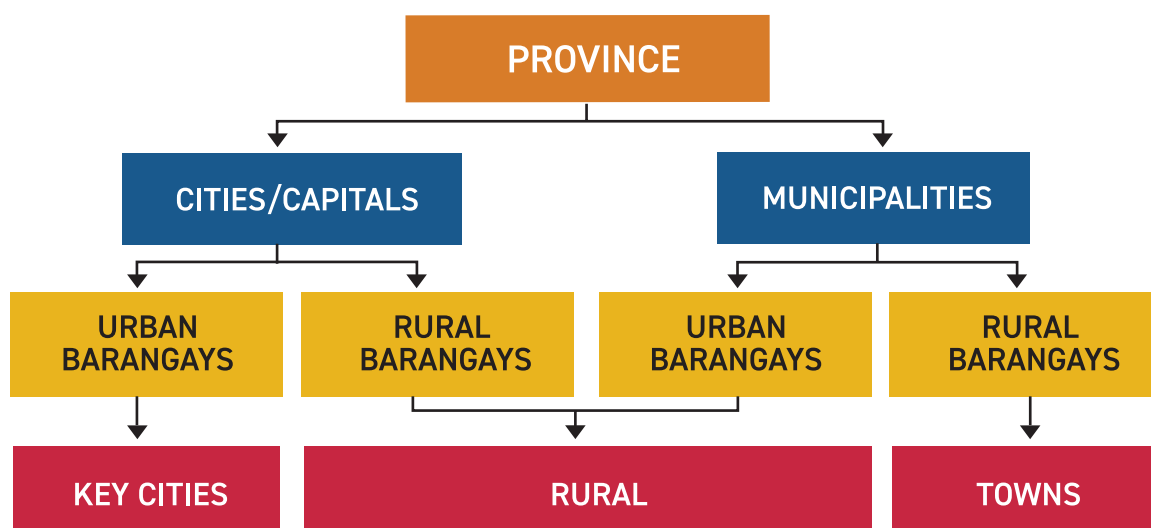n = Number of years relative to base year

NOTE: Basis of weights is PSA's 2015 Population Projections.

STAGE 2: Each specific region is then represented by different provinces from its domain. Proportionate sampling will also be employed to all provinces for a more accurate coverage (except for Batanes which has a considerably low population). The urban and rural split from the Philippine National Statistical Coordination Board (NSCB) definition will be followed for each province within each specific region to mirror the urban-rural proportions nationwide.

Based on NSCB definition, **"urban"** areas fall under the following categories:

1. In their entirety, all municipal jurisdictions which, whether designated chartered cities, provincial capital or not, have a population density of at least 1,000 persons per square kilometer: all barangays;

2. Poblacions or central districts of municipalities and cities which have a population density of at least 500 persons per square kilometer;

3. Poblacions or central districts not included in (1) and (2) regardless of the population size which have the following:

    - street pattern or network of streets in either parallel or right angel orientation;
    - at least six establishments (commercial, manufacturing, recreational and/or personal services)
    - at least three of the following: a town hall, church or chapel with religious service at least once a month; a public plaza, park or cemetery; a market place, or building, where trading activities are carried on at least once a week; or a public building, like a school, hospital, periculture and health center or library.

4. Barangays having at least 1,000 inhabitants which meet the conditions set forth in (3) above and where the occupation of the inhabitants is predominantly non- farming or fishing.

Illustration 1: Classification of Areas to Urban and Rural

2.4 Sample sizes and survey areas

A total of 10,000 interviews in Nationwide Urban/Rural areas. Breakdown of which is on the next two pages.

Table 1. Sample Distribution (continued)

	CENSUS 2010 PROJECTED 2015					SPOTS					INTERVIEWS				
	TOTAL	URBAN	Key Cities	Towns	RURAL	TOTAL	URBAN	Key Cities	Towns	RURAL	TOTAL	URBAN	Key Cities	Towns	RURAL
		46%	33%	13%	54%		46%	33%	13%	54%		46%	33%	13%	54%
TOTAL PHILIPPINES	101,699,001	46,696,162	33,234,840	13,461,322	55,002,839	1,000	462	330	132	538	10,000	4,620	3,300	1,320	5,380
NCR	12,989,298	12,989,298	12,989,298	0	0	128	128	128	0	0	1,280	1,280	1,280	0	0
CAR	1,760,832	470,449	362,895	107,554	1,290,383	17	5	4	1	12	170	50	40	10	120
BENGUET	804,959	404,485	304,030	100,454	400,474	9	4	3	1	5	90	40	30	10	50
KALINGA	216,981	43,334	43,334	0	173,647	3	1	1	0	2	30	10	10	0	20
IFUGAO	207,779	2,495	2,495	0	205,284	3	0	0	0	3	30	0	0	0	30
MOUNTAIN PROVINCE	161,411	9,125	3,172	5,953	152,286	2	0	0	0	2	20	0	0	0	20
REGION 1	5,049,265	640,962	374,072	266,890	4,408,303	50	6	4	2	44	500	60	40	20	440
PANGASINAN	2,971,172	503,545	283,925	219,620	2,467,627	29	5	3	2	24	290	50	30	20	240
LA UNION	787,891	91,484	54,599	36,886	696,407	8	1	1	0	7	80	10	10	0	70
ILOCOS SUR	693,210	18,154	12,393	5,761	675,056	7	0	0	0	7	70	0	0	0	70
ILOCOS NORTE	596,992	27,779	23,156	4,623	569,213	6	0	0	0	6	60	0	0	0	60
REGION 2	3,460,194	400,466	243,243	157,223	3,059,728	34	4	3	1	30	340	40	30	10	300
ISABELA	1,602,401	241,226	157,165	84,061	1,361,175	16	3	2	1	13	160	30	20	10	130
CAGAYAN	1,196,851	97,760	70,695	27,065	1,099,091	12	1	1	0	11	120	10	10	0	110
NUEVA VIZCAYA	451,465	47,496	6,992	40,503	403,969	4	0	0	0	4	40	0	0	0	40
QUIRINO	192,806	12,312	6,718	5,594	180,494	2	0	0	0	2	20	0	0	0	20
REGION 3	11,275,841	5,859,121	2,504,360	3,354,762	5,416,720	111	58	25	33	53	1,110	580	250	330	530
BULACAN	3,346,017	2,372,843	814,241	1,558,602	973,174	32	23	8	15	9	320	230	80	150	90
PAMPANGA	2,609,406	1,609,716	842,112	767,604	999,690	25	15	8	7	10	250	150	80	70	100
NUEVA ECIJA	2,122,103	578,991	306,635	272,357	1,543,112	21	6	3	3	15	210	60	30	30	150
TARLAC	1,389,299	481,554	208,333	273,221	907,745	14	5	2	3	9	140	50	20	30	90
ZAMBALES	829,307	427,318	265,210	162,109	401,989	9	5	3	2	4	90	50	30	20	40
BATAAN	763,137	367,096	51,639	315,456	396,041	8	4	1	3	4	80	40	10	30	40
AURORA	216,572	21,603	16,191	5,412	194,969	2	0	0	0	2	20	0	0	0	20
REGION 4A	14,708,207	8,897,516	4,603,595	4,293,921	5,810,691	145	88	46	42	57	1,450	880	460	420	570
CAVITE	3,782,042	2,388,305	1,462,857	925,448	1,393,737	38	24	15	9	14	380	240	150	90	140
LAGUNA	3,111,647	2,235,826	1,574,483	661,342	875,821	31	22	16	6	9	310	220	160	60	90
RIZAL	2,997,116	2,779,410	815,547	1,963,863	217,706	29	27	8	19	2	290	270	80	190	20
BATANGAS	2,655,862	867,775	492,630	375,145	1,788,087	26	9	5	4	17	260	90	50	40	170
QUEZON	2,161,540	626,200	258,078	368,122	1,535,340	21	6	2	4	15	210	60	20	40	150
REGION 4B	3,006,262	685,617	221,298	464,319	2,320,645	29	7	2	5	22	290	70	20	50	220
PALAWAN	1,141,067	383,675	162,569	221,105	757,392	11	4	2	2	7	110	40	20	20	70
ORIENTAL MINDORO	843,402	88,481	26,320	62,161	754,921	8	1	0	1	7	80	10	0	10	70
OCCIDENTAL MINDORO	494,260	209,107	28,055	181,053	285,153	5	2	0	2	3	50	20	0	20	30
ROMBLON	294,300	2,726	2,726	0	291,574	3	0	0	0	3	30	0	0	0	30
MARINDUQUE	233,233	1,628	1,628	0	231,605	2	0	0	0	2	20	0	0	0	20
REGION 5	5,829,362	894,271	577,019	317,253	4,935,091	57	9	6	3	48	570	90	60	30	480
CAMARINES SUR	1,974,844	382,675	266,780	115,895	1,592,169	20	4	3	1	16	200	40	30	10	160
ALBAY	1,311,177	239,413	145,442	93,971	1,071,764	13	3	2	1	10	130	30	20	10	100
MASBATE	906,264	80,363	50,355	30,008	825,901	8	0	0	0	8	80	0	0	0	80
SORSOGON	790,550	67,545	50,543	17,001	723,005	7	0	0	0	7	70	0	0	0	70
CAMARINES NORTE	583,147	117,131	57,513	59,618	466,016	7	2	1	1	5	70	20	10	10	50
CATANDUANES	263,380	7,144	6,385	759	256,236	2	0	0	0	2	20	0	0	0	20

Table 1. Sample Distribution (concluded)

	CENSUS 2010 PROJECTED 2015					SPOTS					INTERVIEWS				
	TOTAL	URBAN	Key Cities	Towns	RURAL	TOTAL	URBAN	Key Cities	Towns	RURAL	TOTAL	URBAN	Key Cities	Towns	RURAL
TOTAL PHILIPPINES	101,699,001	46,696,162	33,234,840	13,461,322	55,002,839	1,000	462	330	132	538	10,000	4,620	3,300	1,320	5,380
		46%	33%	13%	54%		46%	33%	13%	54%		46%	33%	13%	54%
REGION 6	4,500,638	616,495	439,472	177,023	3,884,143	44	6	4	2	38	440	60	40	20	380
ILO ILO	2,400,413	318,195	245,950	72,245	2,082,218	23	3	2	1	20	230	30	20	10	200
CAPIZ	754,900	140,313	113,279	27,034	614,587	7	1	1	0	6	70	10	10	0	60
ANTIQUE	586,783	44,482	22,756	21,726	542,301	5	0	0	0	5	50	0	0	0	50
AKLAN	583,697	105,456	50,705	54,751	478,241	7	2	1	1	5	70	20	10	10	50
GUIMARAS	174,845	8,049	6,782	1,267	166,796	2	0	0	0	2	20	0	0	0	20
REGION 7	6,047,090	2,853,736	2,279,594	574,142	3,193,354	59	28	22	6	31	590	280	220	60	310
CEBU	4,653,710	2,731,575	2,187,572	544,003	1,922,135	45	26	21	5	19	450	260	210	50	190
BOHOL	1,317,194	137,481	90,337	47,144	1,179,713	14	2	1	1	12	140	20	10	10	120
REGION 8	4,372,452	381,297	266,977	114,320	3,991,155	43	4	3	1	39	430	40	30	10	390
LEYTE	1,897,348	253,452	145,566	107,886	1,643,896	19	3	2	1	16	190	30	20	10	160
SAMAR (WESTERN SAMAR)	784,235	75,297	74,316	981	708,938	8	1	1	0	7	80	10	10	0	70
NORTHERN SAMAR	638,922	24,968	21,765	3,203	613,954	6	0	0	0	6	60	0	0	0	60
EASTERN SAMAR	458,166	5,619	5,619	0	452,547	4	0	0	0	4	40	0	0	0	40
SOUTHERN LEYTE	420,120	13,864	11,614	2,250	406,256	4	0	0	0	4	40	0	0	0	40
BILIRAN	173,661	8,096	8,096	0	165,565	2	0	0	0	2	20	0	0	0	20
REGION 18 (NEGROS ISLAND REGION)	4,469,220	2,427,307	1,890,409	536,898	2,041,913	45	24	19	5	21	450	240	190	50	210
NEGROS OCCIDENTAL	3,096,040	2,013,404	1,607,904	405,500	1,082,636	31	20	16	4	11	310	200	160	40	110
NEGROS ORIENTAL	1,373,180	413,903	282,505	131,398	959,277	14	4	3	1	10	140	40	30	10	100
REGION 9	3,743,794	1,279,531	1,088,026	191,505	2,464,263	37	13	11	2	24	370	130	110	20	240
ZAMBOANGA DEL SUR	1,963,039	999,172	915,929	83,243	963,867	19	10	9	1	9	190	100	90	10	90
ZAMBOANGA DEL NORTE	1,033,561	147,720	110,326	37,394	885,841	10	1	1	0	9	100	10	10	0	90
ZAMBOANGA SIBUGAY	633,916	101,870	31,003	70,868	532,046	6	1	0	1	5	60	10	0	10	50
City of Isabela	113,278	30,769	30,769	0	82,509	2	1	1	0	1	20	10	10	0	10
REGION 10	4,760,960	1,971,878	1,339,424	632,453	2,789,082	47	19	13	6	28	470	190	130	60	280
MISAMIS ORIENTAL	1,588,311	868,872	667,869	201,003	719,439	16	9	7	2	7	160	90	70	20	70
BUKIDNON	1,437,932	602,636	244,126	358,510	835,296	14	5	2	3	9	140	50	20	30	90
LANAO DEL NORTE	1,032,653	389,149	325,273	63,876	643,504	11	4	3	1	7	110	40	30	10	70
MISAMIS OCCIDENTAL	613,019	96,034	86,970	9,064	516,985	6	1	1	0	5	60	10	10	0	50
REGION 11	4,929,980	2,933,349	2,050,810	882,538	1,996,631	48	29	20	9	19	480	290	200	90	190
DAVAO DEL SUR	2,243,660	1,653,637	1,520,025	133,612	590,023	22	16	15	1	6	220	160	150	10	60
DAVAO DEL NORTE	1,066,396	681,255	410,056	271,199	385,141	11	7	4	3	4	110	70	40	30	40
COMPOSTELA VALLEY	747,994	322,659	36,814	285,844	425,335	7	3	0	3	4	70	30	0	30	40
DAVAO ORIENTAL	557,622	196,447	83,915	112,532	361,175	5	2	1	1	3	50	20	10	10	30
DAVAO OCCIDENTAL	314,308	79,351	0	79,351	234,957	3	1	0	1	2	30	10	0	10	20
REGION 12	4,650,574	2,176,107	1,299,255	876,852	2,474,467	46	22	13	9	24	460	220	130	90	240
TOTAL COTABATO	1,737,029	634,653	370,867	263,786	1,102,376	18	7	4	3	11	180	70	40	30	110
COTABATO (NORTH COTABATO)	1,387,004	331,187	67,401	263,786	1,055,817	15	4	1	3	11	150	40	10	30	110
Cotabato City	350,025	303,466	303,466	0	46,559	3	3	3	0	0	30	30	30	0	0
SOUTH COTABATO	1,520,323	1,039,943	718,468	321,475	480,380	15	10	7	3	5	150	100	70	30	50
SULTAN KUDARAT	843,201	286,965	148,259	138,706	556,236	7	2	1	1	5	70	20	10	10	50
SARANGANI	550,021	214,546	61,662	152,884	335,475	6	3	1	2	3	60	30	10	20	30
CARAGA	2,615,503	717,554	480,704	237,451	1,897,949	26	7	5	2	19	260	70	50	20	190
AGUSAN DEL SUR	710,689	192,739	70,048	122,691	517,950	7	2	1	1	5	70	20	10	10	50
AGUSAN DEL NORTE	692,029	252,701	218,353	34,348	439,328	7	2	2	0	5	70	20	20	0	50
SURIGAO DEL SUR	593,359	157,216	96,898	60,318	436,143	7	2	1	1	5	70	20	10	10	50
SURIGAO DEL NORTE	481,036	106,330	89,049	17,281	374,706	5	1	1	0	4	50	10	10	0	40
ARMM	3,509,529	481,206	224,788	256,418	3,028,323	34	5	2	3	29	340	50	20	30	290
MAGUINDANAO	1,025,776	168,259	17,656	150,603	857,517	14	2	0	2	12	140	20	0	20	120
LANAO DEL SUR	1,007,865	41,892	37,483	4,409	965,973	14	1	1	0	13	140	10	10	0	130
TAWI - TAWI	390,810	65,793	35,588	30,205	325,017	6	2	1	1	4	60	20	10	10	40

Note: The following areas were excluded in the sampling frame due to the following reasons:

1) Risk Areas: Abra, Sulu, Basilan
Given that Abra from CAR and Basilan and Sulu from ARMM were considered critical areas, sample for these areas were proportionately redistributed among the remaining provinces within their respective regions under the assumption that provinces within regions are in some ways homogeneous in their physical, demographical, and political characteristics. In doing this redistribution, we will be able to preserve the general profile of the region where they belong.

2) Small Population Size: Apayao, Batanes, Siquijor, Camiguin, Dinagat Islands Provinces with small population such as Apayao (CAR), Batanes (Region 2), Siquijor (Region 7), Camiguin (Region 10), and Dinagat Islands (CARAGA) were also not included in the sample. All of which have population of 150,000 or less and the small population does not merit inclusion in the sampling distribution given the proportionate sampling method. Same as with the provinces that were considered critical, spots were re-allocated to the other provinces within their respective regions.

2.5 Margin of error (MOE)

Margin of error for Total read is +/- 0.98%.
Corresponding MOE for each area of interest follows:

Table 2. MOE	BASE (n)	MOE (+/- %)
TOTAL PHILIPPINES	**10000**	**0.98**
Urban	4620	1.44
Rural	5380	1.34
LUZON (NET)	**5710**	**1.30**
NCR	1280	2.74
CAR	170	7.52
REGION 1	500	4.38
REGION 2	340	5.31
REGION 3	1110	2.94
REGION 4A	1450	2.57
REGION 4B	290	5.75
REGION 5	570	4.10
VISAYAS (NET)	**1910**	**2.24**
REGION 6	440	4.67
REGION 7	590	4.03
REGION 8	430	4.73
REGION 18	450	4.62
MINDANAO (NET)	**2380**	**2.01**
REGION 9	370	5.09
REGION 10	470	4.52
REGION 11	480	4.47
REGION 12	460	4.57
CARAGA	260	6.08
ARMM	340	5.31

2.6   Response rate

Summarized in Table 3 are the final results of the total sampled households. It shows that to achieve the 10,000 completed interviews, 20,406 households were knocked. Of the 20,406 households knocked, 4,362 gave no reply or door locked and 1,831 were not eligible primarily because no household member fits the age requirement. The response rate among eligible interviews was 70.4%.

Table 3. Response rate	TOTAL 20,406
A. COMPLETED INTERVIEWS	**10,000**
B. ELIGIBLE, NON-INTERVIEW	**4,213**
B1. Outright refusal	**4,213**
C. UNKNOWN ELIGIBILITY, NON-INTERVIEW	**4,362**
C1. No reply	**2,718**
C2. Door/ Gate locked	**1,644**
D. NOT ELIGIBLE	**1,831**
D1. Terminate - Not permanent HH member (Maid only, Boarder only)	**68**
D2. Terminate - Company affiliation	**478**
D3. Terminate - Age (over/ under age)	**1,285**
RESPONSE RATE [A/(A+B)]	**70.4%**

Source: The American Association for Public Opinion Research. 2015. Standard Definitions: Final Disposition Codes and Outcome Rates for Surveys.

3   QUESTIONNAIRE

This outlines the general structure of the questionnaire.

SCREENER
MAIN QUESTIONNAIRE
Part A. Vision

A1. General Future
A2. Standard of Living
A3. Health
A4. Education
A5. Employment
A6. Urbanization
A7. Economy
A8. Justice and Governance
A9. Peace and Security
A10. Cultural Diversity

Part B. Present Situation

B1. Standard of Living
B2. Health
B3. Education
B4. Employment
B5. Justice and Governance
B6. Peace and Security

4 TECHNICAL NOTES

4.1 Socio-economic class

In analyzing the results, the respondents were grouped based on their socio-economic status. This classification was based on the market research industry's (Marketing and Opinion Research Society of the Philippines, MORES) standards.

Seven factors were considered in classifying socio-economic status:
1) Durability of the home
2) Indoor quality: House maintenance
3) Neighborhood: Location of the house
4) Education of the Household Head
5) Occupation of the Household Head
6) Facilities of the house
7) Estimated household monthly income

Below is the matrix for classifying socio-economic status:

Table 3. Response rate

FACTORS	AB	UPPER C	BROAD C	D	E
DURABILITY OF THE HOME	Heavy, high quality materials (concrete wood and concrete, or first class wood, bricks) Permanent	Of good quality materials (wood and concrete or first class wood); generally permanent	Of mixed light and heavy materials, semi-permanent	Of light and cheap materials, poorly constructed; semi-permanent	Temporary structure barong-barong type or a poorly constructed one-room affair
INDOOR QUALITY: HOUSE MAINTENANCE	Well-painted; not in need of repair	Well-painted but may need a new coat of paint and some minor repairs	Painted but needs a new coat of paint and need some repairs	Generally unpainted and badly in need of repair	Unpainted and dilapidated
NEIGHBORHOOD: LOCATION OF THE HOUSE	Located in an exclusive subdivision/expensive neighborhood, enclaves, town houses, and condominiums. If in mixed neighborhood it must have a fence, at least	Maybe found in mixed neighborhood of larger and smaller houses, with predominantly larger houses	Generally found in mixed neighborhood with houses larger or smaller than it	Found mostly in neighborhoods of house with generally the same size, with occasional large houses	Located generally slum district interior or rural houses
EDUCATION OF THE HOUSEHOLD	Graduate of exclusive colleges and universities, including University of the Philippines	Graduate of state colleges and universities, excluding the University of the Philippines	Some college education but did not graduate/technical training/vocational	Some high school education	Elementary school graduate or less
OCCUPATION OF THE HOUSEHOLD HEAD	Moderate to big businessman, top executive. Maybe established or approaching a senior executive level or a professional. Middle to senior national, regional or city official	Junior executive or a young professional with moderate to high net value. Maybe approaching a senior executive level or a professional. He may be a provincial town official	Maybe a young/starting professional or semi-professional or a middle level supervisor. Small businessman or small farm-ownerl techinical or skilled overseas worker. Generally skilled or white collar worker	Lowly paid white collar worker or skilled worker. Lowland farmer, tenant, or foreman. Unskilled overseas worker. May have a small informal business	Farmland, fisherman, or unskilled worker or vendor. Not permanently employed or no regular income engaged in odd jobs such as plumbing, repairs, masonry, etc.
FACILITIES OF THE HOUSE	More than 10 facilities, and has a new car (not more that 5 years old)	8-10 facilities and has a car or jeep >10 with jeep >10 without jeep/car	5-7 facilities, with or without a car or jeep 8-10 without jeep/car	2-4 facilities	0-1 facility
ESTIMATED HOUSEHOLD MONTHLY INCOME	A- PHP 100,000 & up B- PHP 50,001- 99,000	PHP 30,001- PHP 50,000	PHP 15,001 - PHP 30,000	PHP 8,001 - PHP 15,000	Below PHP 8,000

Facilities considered: Running water, Electricity, Flush Toilet, Colored TV, Stereo CD, Home Entertainment System, VCD/DVD Player, Electric range, Cooking range with oven, Microwave oven, Refrigerator, Freezer, Aircon, Electric fan, Water heater installation, Vacuum cleaner, Floor polisher, Washing machine, Family computer, Personal computer/Laptop, Car/Jeep/Van, Landline/Cellphone, Internet Connection.

*Source: The American Association for Public Opinion Research. 2015. Standard Definitions: Final Disposition Codes and Outcome Rates for Surveys.

4.2   Significance test

Significance test versus Average of the Remainder or Multiple Comparison Test was used.

Formula:

$$z = \frac{p_1 - p_2}{\sqrt{P_t(1 - P_t)\left(\dfrac{1}{N_{1e}} + \dfrac{1}{N_{2e}}\right)}}$$

where p_1 = the proportion to be tested

p_2 = total minus the segment of interest

Confidence level is at 95% level of significance.