Uncovering the Voting Criteria of the 4Ps Grantees in Tacloban City: A Case Study

Kyle Sairen G. Bagulaya, Renz Jerome M. Balading, Reyboy P. Cabaljao, Marivic M. Cadorna, Paula Ericka D. Cagutom, Godwin Dale I. Cano, Maria Shebille Canonce, Hillary Shane M. Catenza; Michelle T. Daguplo, Jacqueline J. Daisog, Dionisio D. Cataga Jr.

[a] 1905991@lnu.edu.ph; 1905993@lnu.edu.ph; 1905999@lnu.edu.ph; 1906003@lnu.edu.ph; 1906064@lnu.edu.ph; 1905936@lnu.edu.ph; 1906076@lnu.edu.ph; 1905941@lnu.edu.ph; 1901296@lnu.edu.ph; 1906176@lnu.edu.ph

Leyte Normal University, Tacloban City, Leyte, 6500, Philippines

Abstract

The right to suffrage is a powerful right given to the citizens of a country. Making a voting criterion will lead to setting a standard that will help in choosing a qualified public servant. The Pantawid Pamilyang Pilipino Program (4'Ps) Grantees, the parents of the beneficiaries, as one of the groups in society which receive assistance from the government primarily for their children, play a crucial role in selecting political candidates that will continuously support and assist them.

This study uncovers how 4Ps grantees in Tacloban City create criteria in choosing whom to vote. With this, the researchers utilized a descriptive study to determine how the 4'Ps grantees assess electoral candidates and describe how such assessments influence the development of their criteria in choosing whom to vote during the election period. In-depth interviews were utilized in gathering the data with 10 4Ps grantees participants selected purposively. Furthermore, the data gathered were thoroughly analysed through thematic analysis.

The analysis of research findings indicate that the criteria set by the 4'Ps grantees in Tacloban City voters do not give emphasis on the gender, popularity, and background in voting for candidates. The results revealed that in choosing a candidate, 4Ps grantees set criteria that includes politically equipped, man of service, good personality, morally upright and gender neutral.

Keywords: Election; 4Ps; 4Ps grantees; Political preferences; Voting criteria

1. Introduction

1.1 Background of the Study

The right to suffrage is a privilege for all citizens of a country. It is their responsibility to participate in a democratic political process. That is why registered voters play a vital role in exercising their right to choose their desired candidate based on the criteria they set. Voters form their opinions and decisions in different ways, like their level of political sophistication, based on shallow factors such as the personal characteristics of national and local candidates. Most voters select the candidate they evaluate most positively, some chose those that can implement their preferred policy. Although political science has made strides in its understanding of voters' choices, there is still much to learn about how voters make their decisions.

Internationally, specifically in Jordan, voters select candidates based on their status in the political race. It is claimed that voters' sense of attachment to a political party (Kenski, 2005), important political

issues or voters' policy preferences, and voters' evaluation of the personal qualities or background of the candidates have high salience in voting preferences (Walgrave et al., 2017). Voters base their decision on the candidates' traits and the candidate's credibility, competence, and trustworthiness (Alsamdai & Khasaweh, 2013). The voters' preferences are also influenced by rational choice, confirmatory, fast and frugal, heuristic-based, and going with one's gut. (Lau, Kleinberg, & Ditonto, 2018). People with high levels of education do not rely on gut feelings as they formulate decisions, but rather prefer to critically and rationally think. Like in the country of Ghana, most voters' important basis for voting is a candidate who has a platform for key policy issues, such as education, health, and employment. (Adams & Agomor, 2015).

In the Philippines, voters prefer to choose by practical evidence. In the study by Batara, Labadan, and Roa (2021), it was found that youth favor candidates who are connected with the current administration or the opposition parties. Moreover, pre-election surveys impact the youth voters' preferences. This is because the results of surveys are accessible and presented to the public through mainstream media outlets. This could create a bandwagon and affect the voters' preferences. Many studies also focused on the voters' opinions of candidates' qualifications or backgrounds in explaining the voting preferences of Filipinos. (Murcia and Bolo, 2016; David and Legara, 2015; Gallardo, 2015). Such as, voters care about what exceptional characteristics and proposals each election candidate have to bring to the table (Osorio, 2015). The voters' electoral choices are manipulated by candidates because voters infer candidates' qualities from candidates' personalities and physical traits (Anderson, 2007). Young voters are even discouraged from voting for traditional politicians and chose TV actors and personalities instead, who have no experience or adequate education. (David & Atun, 2015).

In a study conducted in Cebu by Ereno and Langoyan (2016), it was perceived that Cebuanos are unpredictable during elections. It was discovered that Cebuanos do not stick to the one-party system. They prefer a presidential candidate who sympathizes with the poor, who can provide an occupation, someone who has a good personality, no issue of corruption, and a President with a good platform. This reveals that political sophistication is imperative in choosing a candidate.

Meanwhile Batara, E., Labadan, A. K., & Roa, M. (2021), claimed that the Philippine political system has been characterized to have prevailing political dynasties, preferring celebrities and other personalities who are less skilled in public offices, and weak party system. The poor information environment for voters with regards to the personal background of the electoral candidates in our society is also evident.

Although numerous studies have been conducted in the past explaining how the voters create a criterion, this study is based on a different context. There is no existing study conducted in the city of Tacloban. With that, the researchers will focus to study on how the grantees of Pantawid Pamilyang Pilipino Program (4Ps) residing in Tacloban city create criteria for their preference. According to Official Gazette (n. d), The Pantawid Pamilyang Pilipino Program (4Ps) is a human development measure of the national government that provides conditional cash grants to the poorest of the poor, to improve their health, nutrition, and the education of children aged 0-18.

The researchers choose 4P's grantees as they are considered poor sectors in their respective communities or those who have earned below minimum wage. They also directly received a subsidy from the government to support their daily needs and for the financial support for their children. Their participation in the electoral process is crucial as they have to select public servants who will represent them, their ideas as

well as those who will support their interests and needs. By these, the researchers want to know their criteria or basis in selecting a political candidate.

Uncovering the criteria of the voters from 4'Ps grantees is an important study that needs to be accomplished to give an appropriate basis to the right voting decision of people who belong to poor households. Recognizing that voters have the power to elect candidates has a significant impact on how well the country's political system will function in the coming years. Therefore, it is important to uncover the voting criteria of those who are considered the poorest of the poor. Their preferences can describe the kind of government and leader they need to represent them. With that, the study aimed to seek an answer to how voters create their criteria in choosing whom to vote for.

1.2 Statement of the Problem

This study determined how the 4'Ps grantees in Tacloban City set a criterion in choosing a candidate.

Specifically, it seeks to answers to the following questions:

1. What is the perspective or view of the 4Ps grantees' voters in terms of gender, popularity, and background of the running candidates?

2. How do 4P's grantees in Tacloban City arrive at the criteria for selecting a candidate?

1.3 Theoretical Framework

This research is based on the "Consideration Set Model of Electoral Choice" by Henrick Oscarsson which describes the voters' decision-making process, it begins with the background of all political parties competing in an election (universal set) and concludes with a vote choice.

When people learn that a new election is approaching, some people know right once which party or candidate they will support. This might be owing to a strong attachment and loyalty to a certain political party or practice of voting. Other citizens, on the other hand, may not be aware of this from the outset of the campaign. For them, voting entails making a conscious decision about who to vote for before entering the polling booth, or at the absolute least, before shading the ballots.

Voting behavior is viewed as the result of a two-stage decision process in the consideration set model of electoral choice: voters first narrow the number of alternatives to a smaller set of parties according to their desired criteria, and then, as election day approaches, they choose one party or candidate from these consideration criteria (Oscarsson et al., 1997; Shikano, 2003; Steenbergen and Hangartner, 2008; De Vries & Rosema, 2009).

1.4 Scope and Delimitation

The general intent of the study is to uncover and assess the criteria of the eligible voters who are 4Ps grantees on their political preferences. Hence, the study mainly focused on how the 4Ps grantees voters assess electoral candidates and the factors that contribute to the standards they set and generate in choosing whom to vote for in the local and national elections. Furthermore, the study delimited the participants to ten (10) selected 4Ps grantees in Tacloban, City to efficiently investigate the focus of the study. Also, Tacloban City served as the research locale of the study as this area has the greatest number of 4Ps grantees in Eastern Visayas and more achievable for the researchers to gather and access relevant and intended information and data.

1.5 Significance of the Study

The information and data that were gathered by the researcher will benefit and be valuable to a significant group of individuals. With the prevailing political dynasties, weak party systems, and aspiring politicians who lack competence that could primarily affect the marginalized sectors, this study aims to know the voting criteria and standards of individuals who are a 4P's grantees to those political candidates. Thus, this study will be a great benefit to the following:

Respondents. By participating in this study, the respondents will have an awareness of the importance of their vote and be more careful in choosing and voting for a political candidate. This may also increase their competency as a citizen in this society.

Students. Through this study, students may purposefully discover that they should set up standards and criteria when choosing and voting for a political candidate to ensure that a certain political candidate is suitable for the position. This may serve as a guide in creating their own standards and criteria for voting.

Government. This study will elucidate the choice and will of the 4P's grantees' voters. This will also become the basis of the authority of the government to make a collective decision for the genuine welfare of the 4P's grantees' individuals.

Community. The people in the community can have a clear idea and mindset about the standards of others in voting for a political candidate and will serve as a guide in becoming a practical and critical voter. Also, this will enlighten them about their differences and choices that will lead to respecting each other's political views.

Future Researchers. The findings of this study will contribute new knowledge that will expand the ideas of future researchers on the voting criteria of the 4P's grantees. This study has the potential to create a gap for the future study that the future researchers will conduct.

1.6 Definition of Terms

Election

Conceptually, election refers to the formal process of selecting a person for public office or of accepting or rejecting a political proposition by voting. Election in this study is viewed as an integral process that drives the 4'Ps in generating their voting criteria.

4P's

The Pantawid Pamilyang Pilipino Program (4Ps) is the program that provides cash grants to poor families to help them meet immediate needs. 4P's in this study refer to those individuals whose economic condition is equal to or below the provincial poverty threshold.

4P's Grantees

4Ps grantee means parents or guardians whose children are 4Ps beneficiaries. Their duties are to attend family development sessions. Operationally, these are the participants of the study. Their voting preferences are crucial in understanding how they creates voting criteria.

Voting Criteria

In this study, voting criteria are considered as the set of standards created by 4'Ps grantees in choosing whom to vote for during the election period.

2.0 Review of Related Literature and Studies

2.1 Foreign Studies

In international and foreign cases particularly those in democratic nations, civic engagement is imperative for the benefit of ensuring that public and political offices will be at competent hands. With this regards, voters' decision-making based on their criteria on whom to elect and cast their votes as their civic responsibility will immensely affect the political system of the certain country for the succeeding years. In the study of Alsamydai and Khasawneh (2013) about the voters of Jordan, it was highlighted how Jordan voters' selection decisions are influenced by the success of the political candidates. First, the candidates' personal attribute such as height, hair color, and the place where they were born were among the factors that influence voters' decisions. Second, the candidates' credibility which is the sum total of the voting public's perceptions of that individual's competence, goodwill, and trustworthiness as defined by Alsamydai and Khasawneh immensely contribute as a factor on the decision-making of Jordan voters' preferences. Third, communications and contact means used by the candidates to the voters wherein voters' electoral candidates to put primacy in having communication and contact with the public tend to gain more votes. In addition, public meetings have traditionally assisted in encouraging public voters to convey their views on detailed political issues and obliging politicians and public officials to give explanation for articular political actions. In this sense, such meetings fulfill a basic role in ensuring that electoral candidates stay in contact with the general public. And lastly, the campaign management which is considered as one of the integral components of electoral candidates. This component allows candidates to make the strategic electoral plan that fits with the possibilities of political organization or candidate and with the intended objectives. Therefore, the proper preparation for that plan will inevitably lead to positive results.

In terms of gender preferences in selecting whom to vote during elections, while many male candidates are thought to win the race, some studies suggest that female candidates also have a chance to dominate in running the election. According to the study (Grosholz, 2017), there is a strong misconception that sexism or gender stereotypes occur in voting for an electoral candidate, which gives an idea to women that they are less likely to win or less likely to be prepared for the campaign. Their study had also shown that the candidate's gender is sometimes less important in making a decision in voting. With this, they found out that the electoral candidates' gender is not an important characteristic for the participants. Instead, they proved that the voters' ideal politician is having a political experience, is well educated, and has a viewpoint that aligns with the voters.

Moreover, based on the study of Galeotti, F. and Zizzo, D. J. (2015), voters tend to care about the honesty of candidates. For them, honesty and trustworthiness of the candidate are great impact for them to be elected and voted upon. Additionally, voters are reluctant to support dishonest candidate, and they are sensitive in choosing a politician. As a result, they vote for a candidate who is more honest and reliable to promote common good.

2.2 Foreign Literatures

The voters' political preferences as set by standards are also influence as to how they make decisions, particularly the strategies applied in decision-making. According to the article of Lau, Kleinberg,

and Ditonto (2018), voters' decision-making styles and strategies on their political preferences are based on Rationale Choice, Confirmatory, Fast and Frugal, Heuristic-Based, and Going with Your Gut. From the article, it was emphasized how voters choose their preferred electoral candidates based on the aforementioned decision-making strategies. The empirical evidence of the article revealed that people with high levels of education apparently do not rely on following their guts in formulating decisions, rather they tend to critically and rationally think and draw decisions on their political preferences as educational systems provided them the opportunity to be trained in terms of thinking rationally. Furthermore, voters' political preferences based on confirmatory strategy tend to choose electoral candidates based on early affective-based socialization toward or against prominent symbols such as political parties. While voters who have Fast and Frugal strategies in terms of political decision tend to focus exclusively on a very limited variation of decision criteria without even specifying what they are. Also, heuristic-based decision-making strategy influence voters to make decisions based on familiarity, satisficing, and following the recommendations of trusted experts with regards to the personal background of the electoral candidate. And lastly, voters with Gut-based decision-making strategy tend to make decisions quickly without further deliberations.

2.3 Local Studies

In the Philippine context, empirical evidences with regards to voters' political preferences were highlighted in related studies and literatures. Filipino youth voters' political preferences are also affected by series of factors as revealed in the study of Batara, Labadan, and Roa (2021). From their study, it was be construed that the youths' political preferences are based on the candidate's affiliation with pro-administration or opposition parties. Furthermore, pre-election surveys are influential to the youth-voters' preference. This is apparently associated to the fact that results of pre-election surveys are regularly available to the public especially that they have been mainstreamed in all media outlets, especially in social media, and have been regularly conducted and published within the campaign period. Thus, they could potentially create a bandwagon effect on the voters.

In the study of Ereno and Langoyan entitled "Psychographics Study on the Voting Behavior of the Cebuano Electorate" it was indicated how Cebuanos perceived being unpredictable during elections. The frequency of respondents' preferences on the characteristics of a Presidentiable and Vice Presidentiable candidates of Cebu electorate was highlighted on their study. It was revealed that Cebuanos preferred Presidential candidate (1) who has a heart for the poor and the needy, (2) a president who can provide occupation, (3) a president who has a good personality/character, (4) a president who has good platforms, and (5) a president who has no issue of corruption. On the other hand, their least preferred were the following: (1) a president who can give money during campaign, (2) a president who supports gay marriage, (3) a president who had not held an office in politics yet, (4) a president who allows divorce, and 5) a president who is dictated by their religious group leader. Likewise, the same characteristics were preferred by the Cebuano voters in a vice president.

Furthermore, pre-campaign or informal campaigns are one important factor to win in the Philippines. According to (Montiel, 2012), being physically active in the community like attending fiestas, weddings, funerals; cutting the ribbon during inaugurations; kissing babies; becoming a sponsor, or ninong/ninang in any place regardless of whether relatives or not. As a part of Pilipino cultural expectations, he or she must always be ready to accommodate personal and community needs, by means of providing money or other requests that are monetary in nature. Also, a politician that is always available at home to entertain their constituents, and speaks their dialect fluently allows them to have a big chance to win elections.

The findings of the study conducted by Dolipas (2018) revealed how common people usually prefer politicians who obligingly help the needy and can be easily approached for help in times of need and crises. Miranda and Monson (n. d.) also claimed that most Filipino voters consider themselves as poor, hence, they looked for candidates who are pro-poor and sympathize with the general public, particularly the poor.

3.0 Research Methodology

This encompasses the research design, the population and samples, the data gathering procedure, and data analysis.

3.1 Research Design

Researchers employed descriptive case study under qualitative research. According to the Association of Collegiate Schools of Planning (n. d), a descriptive case study is a study about a real-world situation facing people or groups and how they addressed it. It includes a concise but thorough account of the facts of the situation and expert commentary to help the audience understand the cause of the problem, the forces behind the solution, the outcomes of implementation, lessons learned, and connections to theories, concepts, policies, and tools relevant to the situation.

This research design is applied to this study as researchers mainly aimed to uncover how the 4'Ps grantees assess electoral candidates and describe how such assessments influence the development of their criteria in choosing whom to vote for during the election period.

3.2 Research Locale

The area of the study is conducted in Tacloban City. This city is chosen because it is common knowledge that some of its constituents are grantees of 4Ps. According to the monthly report on Pantawid Pamilya Implementation, there are 13, 450 active Pantawid Pamilya beneficiary households in the said city. This allowed the researchers to understand how the 4Ps grantees from Tacloban City create their criteria in choosing whom to vote for.

3.2 Participants of the Study

The researchers utilized the purposive sampling method in order to gather qualitative responses, which leads to better insights and more accurate research results. This method is widely utilized by qualitative researchers to recruit an individual who is qualified to identify and offer in-depth and thorough information related to the phenomenon of interest (Palinkas et. al, 2015). The entire sampling will depend on the researcher's judgment and knowledge of the context. With that, the participants of the study were selected eligible registered voters residing in Tacloban City and identified as 4'Ps grantees. The total number of participants are ten 4Ps grantees that were purposively selected to offer thorough information related to the case being studied.

3.3 Data Collection Method

After purposively selecting the participant to be interviewed, a consent form was given to each of them to ensure voluntariness. A brief description of the study was printed in the consent form which also include confidentiality and disclosure of the respondent's personal information during and after the completion of the study. After the consent form have been signed, the participants were asked for their preferred time by which the interview will be scheduled. Also, it was stressed that participants can refuse and withdraw anytime without penalty or loss of benefits to which they are otherwise entitled. When all of the respondents have already been interviewed, the recorded answers were transcribed into texts for analyzation.

Since this study is descriptive in nature, the use of in-depth interview allowed the researcher to better understand the preferences of the selected and qualified participants with regard to their political choices. It also gave the researcher the opportunity to probe for more necessary information and clarification. In-depth interview was done in-person wherein participants were asked a series of open-ended questions with regards to the case being studied. The rationale of choosing this approach was that the researcher is seeking

knowledge about the 4P's grantees' criteria in selecting their electoral candidate which the participants would provide by the virtue of their experience. Thus, in this study only the 4P's grantees who were eligible were purposively selected.

3.4 Data Analysis

This study utilized a thematic analysis in analyzing the gathered data through in-person in-depth interview of the purposively selected 4Ps grantees participants. It is a qualitative data analysis method that involves reading through a data set. Thematic analysis refers to the process of identifying themes in the data that capture meanings that are relevant to the research question and also making links between such themes (Braun and Clarke, 2006). This method is significant in finding people's views, opinions, and experiences. This will enable researchers to generate new insights and concepts derived from the data.

This process includes six steps. The first is familiarization, where researchers will conduct a thorough overview of all the data collected. This involves transcribing the audio and text. This will be followed by taking initial notes where the researchers will go through the transcripts of every interview and highlight anything that jumps out as relevant or potentially interesting. Generating themes will be next in line. In the various codes created, the researchers will identify patterns and start generating themes. After creating the themes, the researchers will check the usefulness and accuracy of the themes. This is to fix the problem encountered with the themes. Necessary actions must be taken, such as splitting, combining, discarding, or adding a new theme. Naming and defining themes will also be done. This involves formulating the exact meaning of each theme and figuring out how it helped the researchers understand the data. A succinct and understandable name for each theme will also be done in this step. Lastly, a thematic map will be created to illustrate the relationship between the themes and will be followed by the writing of a narrative with a concise, coherent, logical, non-repetitive, and interesting account of the data within and across themes. (Braun and Clarke, 2006).

4.0 Results and Discussion

A total of ten participants were chosen to take part in the study. Transcripts of in-depth interview responses were the main source of data. The presented findings were related to the research questions outlined in the study and the results were presented in conformity with their main codes with raw quoted responses of the participants. Each code was ranked from most to least responses in each category. Analyzing the data thematically was the method used for analysis.

During the analysis there were (5) five main themes that were identified in this study. The following are: (1) Politically Equipped (2) Man of Service (3) Good Personality (4) Morally Upright and (5) Gender Neutral.

I.   Politically Equipped

Political candidates are expected to have the necessary skills, knowledge, experience, and attitude. They must possess positive characteristics including discipline, intelligence, courage, trustworthiness, and humaneness to enable them to carry out their responsibilities in the government successfully. In the collected data, it revealed that the 4Ps grantees preferred a political candidate who is politically equipped (e.g., skilled, knowledgeable, experienced).

Participant 2 stated:
Maaram hit responsibilidad, maaram magdara hin tawo, tumanon it saad (A politician who knows his responsibilities, knows how to be humane, and truthful to his promises).

Participant 4 said:
Maupay it iya performance, depende hit plataporma. (Have a good political performance, depends on his platforms).

Participant 6 stated:
Maupay magpamalakad. (Has excellent managing skills).

Participant 10 said:
Basta may experience na, may kapasidad, ngan maupay it performance. (A politician who has the experience, capacity, as well as good performance).

Political leaders are crucial – they determine the allocation of money and power through establishing partnerships with other stakeholders, formulating governmental policies, and making decisions that can have a major effect on a nation's well-being and its people. A political candidate who is well-equipped has a higher chance of becoming a successful leader. He is someone who can easily distinguish between success and failure. He has a visionary dream and understands how to turn his visions into reality in the contemporary world (B.PAC, 2020). Looking at the responses, one participant stated that an effective political candidate is responsible, humane, and truthful. Two participants admitted that they want a candidate who has a good political performance and platform. Further, one said that he desires to elect someone who has excellent managing skills. To end, this theme agreed with the theory called Consideration Set Model of Electoral Choice. Some of the 4Ps grantees revealed that they are looking for a nominee who is politically equipped. Hence, they are considering the qualities of the political candidates.

II.   Man of Service

An electoral candidate compassionately offers help and service, captures the interest and votes of the voter (Holian and Prysby, 2015). The findings of this study support the claim of Holian and Prysby (2015) as participants elect a political candidate who is not only a man of words but also a man of service, specifically a candidate who is obliging, conscientious, and helpful both to the constituents and for the betterment of the community they served in general.

Participant 3 stated.
Syempre an makakabulig ha mga tawo ghap (Of course those who could help the people).

Participant 5 responded.
Nagtitimangno hit kumunidad, mabuliganon ngan madali daupan (Serves the community, helpful and could easily be asked for help).

Participant 7 also emphasized.
It maupay nga lider, nadadaupan, mabubuligon (A good leader, could be asked for help, and willing to help), Kuan, serbisyo (pagserbisyo) (The way he/she served).

Participant 8
 Mabuligon hin kapobrehan, mahaharanian tapos waray pinipila ma pobre man o riko. (Helpful to the poor, approachable, and does not choose anyone whether poor or rich.).

Participant 9 stated.
Aktibo, tapos mabuliganon ha igkasi tawo. (Active and helpful to his/her fellow constituents).

Participant 10 responded.
Mabuligon tas maimprove it 4Ps. (Helpful and could improve the 4Ps).

An electoral candidate who is committed to service specifically in terms of providing help, good leadership, approachable, and active is more likely to be elected by most of the participants. Relatively, retrospective studies and literature underscored how voters evaluate candidates based on their commitment, conscientiousness, and willingness in terms of public service. In the study of Aichholzer and Willmann (2020), voters consider a politician that is conscientious specifically a more deliberate and orderly in service which supports the claim of this study as some of the participants prefer a leader who is active, good public servant, and serves the community, orderly. Furthermore, the data gathered is also supported by the findings of the study conducted by Dolipas (2018) which revealed how common people usually prefer politicians who obligingly help the needy and can be easily approached for help in times of need and crises. Miranda and Monson (n. d.) also claimed that most Filipino voters consider themselves as poor, hence, they looked for candidates who are pro-poor and sympathize with the general public, particularly the poor. This claim supports the responses of some of the participants as they usually resort to politicians who is helpful to the poor, served the poor, and are into pro-poor programs, specially the Pantawid Pamilyang Pilipino Program (4Ps). This finding also agrees to the claim of Ereno and Languyan (n. d.) wherein voters highly prefer candidate who has a heart for the poor and the needy. In the latest survey conducted by Social Weather Stations, it was found out that 80% of the 1, 200 surveyed voters will most likely to elect a political candidate who will support and sustain the flagship poverty alleviation program or the 4Ps which agrees to some of the responses of the participants as they prefer candidates who will help and improve the Pantawid Pamilyang Pilipino Program.

III.   Good Personality

An electoral candidate whose personality traits are good and nice captured the interest of the voters. The result of the study showed how the participants of the study elect a political candidate who is not only good at heart but also shows exemplary behaviors towards the people even out of the limelight. These are the common responses of the participants:

Participant 2 said:
It makatawo gad (na politiko) (A humane politician).

Participant 5 stated:
Buotan (kind)

Participant 7 stated:
Maupay hiya nga kandidato dire hiya malimbong, dire makiawayon. *(A good candidate who's not a cheater, and not a pacifist).*

Participant 10 stated:
Maupay makisama, madali daupan. (Knows how to get along, approachable)

From the statements of the respondents, we can infer that aside from experience and skills voters also assess candidates based on their personal traits. This was backed up by Willmann and Aichholzer (2017) who noted that what ideology is to parties, personality is to candidates. Since the personality profile of candidates are difficult to conceal and are frequently highlighted for electoral purposes, they provide ready-to-use cues for voters to judge what they can expect from a certain candidate if elected. Such cues appear to give a sufficiently trustworthy source of information to facilitate accurate personality assessment (e.g., Ambady, Bernieri, & Richeson, 2000; Borkenau, Mauer, Riemann, Spinath, & Angleitner, 2004; Kenny, Horner, Kashy, & Chu, 1992). Of course, the personality profile of voters will likely matter for their choices (e.g., Chirumbolo and Leone, 2010; Mondak, 2010; Nai and Maier, 2020a) including their candidate perception. But to some extent, voters hold onto the politician's personality as it is the determinant of what he or she will do during a term. They believe that what a political candidate does throughout a term is determined by his or her personality, while how he or she will do will be determined by his or her leadership abilities. In support of the statement, it shows that the recent presidential elections in the United States provide a clear demonstration of how voters were urged to choose not only between conflicting sets of policies but also between distinct personalities (e.g., Visser et al., 2017; Nai and Maier, 2018; Book et al., 2020).

IV.   Morally Upright

A political candidate that is honest, incorruptible, just, transparent, trustworthy, and never been entangled with criminal issues captivates the vote and support of the voters.

Participant 1 stated
Dire korap. (Not corrupt).

Participant 4 responded
Tapat, dre malisbot. (Honest, fair).

Participant 3 answered
Dre guom. (Not self-serving).

In the study of Galeotti, F. and Zizzo, D. J. (2015), appeared that voters care more about the honesty of the political candidates more than their family backgrounds, and someone who had a vision for a better society. For them, being honest, fair, and trustworthy of the candidates are crucial to determine whom candidate must be elected and voted. In connection, two participants answered that they preferrred a political candidate that adheres to honesty, transparency and integrity.

Furthermore, according to the study of Karahan, G. et. al. (2006), citizens mostly express a clear rejection of corruption and negatively evaluate politicians involved in corruption. Voters tend to choose a political candidate that does not have a history in corruption. And based on the participants, three of expressed that they wanted a candidate that do not practice corruption.

V.   Gender Neutral

Nowadays, it is common that we can see politicians of different genders running in the

election. Due to gender equality, female running in a national and local election is now evident in our society. Thus, in terms of gender preference, most of the 4Ps grantees prefer any gender in choosing a candidate.

Participant 4 said:
Dre importante it kasarian basta maupay na napalakad. (Gender is not important as long as they are good at running the government).

Participant 5 stated:
Dre, mapa babaye o lalake basta maupay it pamamalakad. (No, regardless of being a man or woman as long as they are good in running the government).

Participant 10 said:
Dire, waray man pipilion kon lalaki o babaye tim bobotoson basta maiha na hiya nga nagkukuan pagkuan na kandidato, makikita nimo it kapasidad kon anu kon maupay o dire. *(No, don't select whether man or woman you will vote as long as they are old-timer politician, you will see their capacity whether they are good or not)*

By analyzing the responses of the participants, we can determine that most of them are not exhibiting any sexist behavior in voting for a candidate. Despite some participants still prefer a male candidate, the majority of the responses are more on gender equality-based leadership. Furthermore, this result was supported by the study on the role of gender in perceptions of candidate qualifications, wherein genders were not an important characteristic based on their findings from the participants (Grosholdz, 2017) but rather a political candidate who has experience and visions aligned with the voters are most likely to be elected. However, despite women winning the election at the same rate as men, women perceived the electoral process to be challenging, and they must be overqualified to run in the election.

The results support the theory of Henrick Oscarsson "Consideration Set Model of Electoral Choice". The selected 4Ps grantees primarily assess the background of electoral candidates based on their desired criteria; politically equipped, man of service, communal sense, good personality, and morally upright. After thorough consideration guided with the established set of criteria, the 4Ps grantees voters then choose among the electoral candidates whom they foresee as fitted and qualified in the consideration set.

5. 0 Summary of Findings, Conclusion and Recommendations

This chapter presents the summary of the findings, conclusions based on the data analysis, and recommendations.

The purpose of this research is to uncover the criteria of the voters from 4'Ps grantees considering that voters have the power to elect candidates has a significant impact on the country's political system. Thus, it is important to uncover the voting criteria of those who are considered the poorest of the poor as their preferences can describe the kind of government and leader, they need to represent them. The data analysis of this research had come up with six (5) main themes that were identified in this study, the following are: (1)

Politically Equipped (2) Man of Service (3) Good Personality (4) Morally Upright and (5) Gender Neutral. Based on the findings of the study, the following conclusion are drawn:

5.1 Summary

The findings of the study were summarized according to the statement of the problem.

1. The perspectives or view of the 4Ps grantees in Tacloban City in terms of gender of the candidate does not matter when we they vote as long as the certain political candidate could do his/her duty and responsibilities as public servant and leader, hence they are gender-neutral.
2. 4Ps grantees do not place important on the popularity of a certain candidate, a morally upright politician is more important to be elected for them.
3. The background of the political candidate matters for the 4Ps grantees specifically those with good personality.
4. The 4Ps grantees arrived at the criteria for selecting a candidate through judging the political candidates as a man of service and politically equipped.

5.2 Conclusion

The present study aimed to examine how the 4Ps grantee develop criteria in selecting and voting political candidate. Uncovering their political preferences will help create a justifiable standards and criteria in terms of choosing a candidate.

Based on the result and findings of the study, the following conclusions have been made:

1. The 4P's grantees voters don't give emphasize on the gender, popularity, and background in voting for candidates. The participants underscored that regardless of gender, as long as the candidate can do his or her responsibilities and duties as a public servant, could be asked easily in times of needs and crises, and could serve and represent the marginalized group, he or she will most likely be casted with votes from the 4Ps grantees.

2. Contrary to the claim of Batara, E., Labadan, A. K., & Roa, M. (2021) that Filipino voters prefer popular celebrities rather than more skilled candidates as well as those who belong to political dynasties, the participants revealed that they prefer to vote candidates who have a good character and disposition, rather than popular ones and those who came from political families. The themes significantly suggest the important factors that 4Ps grantees consider in electing their preferred political candidate.

3. Based on the results, it highlighted how 4P's grantees voters set a criterion in choosing a candidate. The following themes came out as their criteria in voting for a political candidate: politically equipped, man of service, communal sense, and morally upright.

4. The participant's criteria expressed a desire for a political candidate with a strategy, as well as the skills, expertise, and experience necessary to manage in accordance with an effective strategy for the people. They stated that they prefer a political candidate who is helpful and willing to help, as well as having the ability to serve people and the community. They needed a candidate who is sensitive, humane, and soft-hearted to work for the good of the community. And they are open, trustworthy, and have never been involved in any criminal activity. The 4Ps grantees arrived at the criteria they set through placing important on the candidates' plan and

consideration to improve the assistance given to them as Pantawid Pamilyang Plipino Program grantees.

The data gathered from the study shows a clearer understanding as to how 4Ps grantees assess electoral candidates and the factors they consider in creating criteria on to whom they will cast their votes. It must be noted that 4Ps grantees consider how politically equipped the candidate, the willingness to serve the people and community, who prioritizes the constituents, who has good personality traits, and morally upright in choosing whom to vote and does not place important on what is the gender of the candidate nor how popular he or she may be.

5.2 Recommendations

After a thorough analysis of the findings of this study, the researchers recommended that the 4P's grantees must set a firm criterion on whom to vote, and choose a candidate who can represent and serve the constituents.

It is also recommended that the Commission on Election (COMELEC) must conduct a webinar regarding the rights of the people to vote. They should address the importance of casting the votes of the people, as well as giving emphasis that their vote can make a change.

Furthermore, since the study focuses on voting criteria of the 4P's grantees in Tacloban City with ten (10) participants, the results could not be generalized. Hence, the study suggested that future researchers should conduct research related to this study involving a larger population that will provide a broader perspective on how other people set a criterion in voting a political candidate.

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