PROJECT UBSEP2026
TECHNICAL DETAILS

A. LOCATION & FIELDWORK SCHEDULE

AREA	FIELDWORK DATES
National Capital Region	September 17 to 23, 2026
North/Central Luzon	September 17 to 23, 2026
South Luzon	September 17 to 24, 2026[1]
Visayas	September 17 to 23, 2026
Mindanao	September 17 to 23, 2026

B. RESPONDENTS AND INTERVIEW METHOD

Due to the length of the survey instrument, the sample size was increased to accommodate all questions while still maintaining a reasonable length of interview.

A total of 2,400 Filipino adults (18 years old and above) were interviewed via CAPI (computer assisted personal interviews). The interview included questions on quality of life, approval and trust ratings of personalities and instiutions, current social and political issues, media habits, as well as personal and household information.

C. SAMPLING METHOD

Sample sizes and Error Margins

Each of the country's four (4) areas was allocated with a sample size of 600 with a corresponding error margin of +/-4% at the 95% confidence level while the national sample size of 2,400 has an error margin of +/-2%.

AREA	SAMPLE BARANGAYS	SAMPLE SIZE	ERROR MARGIN
TOTAL PHILIPPINES	**480**	**2,400**	**+/-2%**
National Capital Region	120	600	+/-4%
Balance Luzon	120	600	+/-4%
Visayas	120	600	+/-4%
Mindanao	120	600	+/-4%

[1] *One (1) interview was conducted on September 24 due to Quality Control findings.*

C. SAMPLING METHOD (cont'd)

Multi-stage probability sampling was used in the selection of sample barangays and the allocation of sample units in each stage is as follows:

For the National Capital Region:

Stage 1: Selection of Sample Barangays

One hundred twenty (120) barangays were distributed among the 17 cities and municipality in such a way that each city/municipality was assigned a number of barangays that is roughly proportional to its population size. An additional provision was that each city/municipality must have one sample barangay. Barangays were randomly selected without replacement from within each city/municipality. An adjacent barangay of each sample barangay was selected for the other set of sample respondents.

Stage 2: Selection of Sample Households

In each sample barangay, interval sampling was used to draw 5 sample households. A starting street corner was drawn at random. The first sample household was randomly selected from the household nearest to the starting street corner. Subsequently, every 6th household was sampled.

Stage 3: Selection of the Sample Adult

In each selected household, a respondent was randomly chosen from among adult household members by the computer software. To ensure that half of the respondents were male and half were female, only male family members was pre-listed in the probability selection table of odd-numbered questionnaires while only female members was pre-listed for even-numbered questionnaires. In cases where there was no qualified respondent of a given gender, the interval sampling of households was continued until five sample respondents were identified.

For the rest of the Philippines:

Stage 1: Allocation of Sample barangays to Regions

The number of barangays allocated to each region was proportional to population size.

Stage 2: Allocation and Selection of Sample Cities/Municipalities to Major Areas

Within each major area, 15 cities/municipalities were allocated to the regions in proportion to population size. Sample cities/municipalities were selected without replacement and with probability proportional to household population size.

Stage 3: Selection of Sample Barangays

In each of the major areas 120 barangays were distributed among the sample cities/municipalities in such a way that each city/municipality was assigned a number of barangays roughly proportional to its population and urban-rural distribution. However, it was ensured that each city/municipality will be assigned at least one sample barangay. An adjacent barangay of each sample barangay was selected for the other set of sample respondents.

Sample barangays within each sample city/municipality were randomly selected without replacement.

Stage 4: Selection of Sample Households

Households in each barangay were selected through interval sampling. In urban barangays, a random corner was identified, a random start generated, and every 6th household was sampled. In rural barangays, the designated starting point could be a school, a church/mosque, a health center, or a barangay hall and every other household was sampled.

Stage 5: Selection of the Sample Adult

In each selected household, a respondent was randomly chosen from among adult household members by the computer software. To ensure that half of the respondents were male and half were female, only male family members was pre-listed in the probability selection table of odd-numbered questionnaires while only female members was pre-listed for even-numbered questionnaires. In cases where there was no qualified respondent of a given gender, the interval sampling of households was continued until five sample respondents were identified.

D. RESEARCH METHODOLOGY

Pre-fieldwork Preparations

The questionnaire was formulated in Filipino and was scripted in the CAPI software. The final Filipino version of the questionnaire was translated into Bicolano, Cebuano, Ilocano and Ilonggo by language experts.

Training of field interviewers were conducted face to face and online during which the objectives of the study, the questionnaire, using the CAPI application, interview techniques and interval sampling in the field were discussed.

Training sessions were conducted in several central locations: Quezon City, Cebu City, Iloilo City, Cagayan de Oro City, Zamboanga City and Davao City. The interviewers who covered Luzon were trained in Quezon City. Those trained in Iloilo City covered Ilonggo-speaking regions while those trained in Cebu City covered all of Cebuano-speaking areas (Central and Eastern Visayas). Mindanao interviewers attended the Quezon City training online.

Supervision

Supervisors reporting to the field manager monitored the study full-time. They observed interviewers (11% of total were observed by supervisors), followed-up and conducted surprise checks on the field interviewers. They also ensured that field logistics were received promptly and administered properly.

Field Quality Control

a. Spot checking

Spot checking was done at various stages of fieldwork. The first one took place after about 30% of interviews were completed. The second spot-checking was conducted after 60% completion and the last one, immediately after 90% completion of interviewing.

During spot-checking, 27% of the unsupervised interviews were re-interviewed/back-checked. If serious errors persisted after spot-checking, the original interviews were invalidated and respondents were re-interviewed. An error is considered serious if dishonesty in recording is apparent or if there was a serious misinterpretation of the study in that it resulted in wrong information.

If some questionnaires were found incomplete or had inconsistent answers, the interviewer was asked to go back to the respondent, so that the interview could be completed and corrected.

b. Number of Calls and Substitutions

Respondents sampled who were not available during first attempt were booked for an appointment within the day. Two (2) valid call backs were made within the same day and if probability respondent is still not available, a substitute who possessed the same qualities (in terms of gender, age bracket, working status and socio-economic class) as the original respondent was interviewed. The substitute respondent was taken from another household beyond the covered intervals in the sample barangay.

Preliminary Data Processing

Preliminary runs are conducted on the data wherein some frequency data tables are generated so as to check if the total results match the expected unweighted and weighted bases. In particular, the data are checked for accuracy of variable labels, variable values, completeness of data entries, and data consistency.

E. WEIGHTING PROCEDURE

Adult Weights and Household Weights

Base weights were computed to compensate for the unequal selection probabilities in the sample design. The associated base weight for the respondent ($\mathcal{R}$) in the lth household in the kth barangay in the αth city/municipality
in a given region is given by

$$B_{\alpha lk} = 1/p_{\alpha lk}$$

Where $p_{\alpha lk}$ is the unconditional joint probability of selecting the respondent into the sample.

The term $p_{\alpha lk}$ is the product of the

unconditional probability of randomly selecting the αth city/municipality in a given region (p_{α});
conditional probability of randomly selecting the kth barangay from the αth city/municipality ($p_{\alpha k}$);
conditional probability of randomly selecting the lth household from the kth barangay ($p_{\alpha kl}$) ;
and
conditional probability of randomly selecting respondent $\mathcal{R}$ from a roster of eligible respondents in his/her household ($p_{\alpha klR}$).

$$p_{\alpha lk} = p_{\alpha} * p_{\alpha k} * p_{\alpha kl} * p_{\alpha klR}$$

The cities and municipality in the National Capital Region and Cebu City and Davao City are chosen with probability 1.

The base weight for $\mathcal{R}$'s household is given by

$$B_{\alpha lk,HH} = p_{\alpha kl\mathcal{R}} * B_{\alpha lk}$$

The base weights were then adjusted to projected 2026 adult population counts and projected 2026 number of households.