Research
# The Millennial Vote: 2019 Philippine National Election

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## Abstract

The composition of the 2019 Philippine voting populace is exceptional as compared to previous elections. Based on Commission on Elections (COMELEC) official social media, more than 61.8 million voters in the Philippines in that said year belonged to the Millennial generation. According to COMELEC's record, there are about 53.2% of young voters for the 2019 election. Thus, this study's goal was to know the different factors of the Millennial generation's voting preferences for the coming 2019 Philippine National Election. This study's respondents were composed of 138 college students who participated in the Voter's Education Program led by COMELEC Taguig. With the researcher's made survey instrument, the following were measured and correlated; the respondents' profile, Candidate's Attribute, Endorsement Method, Platform and Campaign Strategy, and top ten characteristics of the candidates, were all surveyed, tallied, and analyzed. The Platform and Campaign Strategy got the highest significance level based on the study results, which is 3.27. While in terms of profile, the statistical results revealed no significant relationship among the variables mentioned. While in terms of character, for millennials, the principal character they want for a candidate is not corrupt. In conclusion, the researcher hopes for this study to guide the next generation of voters. Finally, this research study aimed to bring new inspiration to those aspiring to run for public service.

**Keywords**: *Campaign Strategy, candidate's attribute, endorsement method, millennials, and platform*

## INTRODUCTION

The election is defined as the formal process of selecting a person for public office or accepting or rejecting a political proposition by voting (Webb, Eulau, & Gibbins, 2019). Furthermore, it is also described as a process wherein people vote to choose a person or group of people to hold an official position (Collins Dictionary, 2019). In short, the election process determines who should lead a group or organization employing democratic decisions.

Since the process of elections empowers voters to tap the quality leaders that they want and hold them accountable for their performance in office, this means that this is a progression of democratic decisions. The democratic decision implies that there is a democracy in a country. For it is the people who are to choose among themselves whom they want to lead. Thus, election breeds democracy.

Consequently, the etymological meaning of democracy was derived from the Greek words "demos," which means people, while on the other hand, "Kratos," meaning power, so democracy can be thought of as "power of the people": a way of governing which depends on the will of the people. Based on history, the ancient Greeks are attributed with crafting the first democracy, although there were almost certainly earlier examples of primitive democracy in other parts of the

world. The Greek model was established in the 5th century B.C. in the city of Athens. Among a sea of autocracies and oligarchies – which were the typical forms of government at the time – Athenian democracy stood out (Council of Europe, 2019).

Furthermore, democracy is described as a system of government that originated its legitimacy on the voluntary participation of the people. Although democratic governments come in wide varieties, they are consistently characterized by; (1) competitive elections, (2) the principle of political and legal equality, and (3) a high degree of individual freedom or civil liberties (Roots of American Government, 2019). As such, the term democracy is synonymous with the power of the people or the will of the people, and it is solely expressed in an election process wherein they are to choose who should lead the organization or society. As stated by Chitlaoarporn (2017), election activity is an element of the political process in a democratic institution wherein every political system employs the election as a symbol of democracy.

The Philippines, as a democratic state, employs the election process in choosing its leaders. Nevertheless, in essence, the election process and other democratic institutions basically were predominantly imported into the Philippines from the political system of western models. In effect, the advent of institutions such as constitutional law, the secret ballot system, the referendum process, the political party system, and the Philippines' legislature was an American colonialism product. Hence, colonialism is ironically the defining force in the emergence of democracy in the Philippines (Teehankee, 2019).

Furthermore, based on Teehankee's study (2019), the first legislative election in the Philippines was held on July 30, 1907. According to his article, the first Philippine election was administered under the Philippines' first General Election Law (Act No. 1532), which was enacted on January 9, 1907. This prominent Act provided the election of members of the unicameral Philippine Assembly, elective provincial officials, and all municipal officials by direct vote of qualified electors. As such, the law created the first Board of Election Inspectors to primarily direct, administer, and supervise the election process in the polling places to primarily prevent fraudulent activities.

From 1907 up to the present, the Philippines has had countless elections already, from National to Local. Moreover, Philippine Election 2019, as one historical event, is so vibrant that it generates a new trend in the country's political atmosphere. Having diverse composition of multi-sectoral candidates who came from distinctive avenues of political inclination and different roots of generation generates an ambiance of exceptional electoral uncertainties in the Philippine Election 2019. Nonetheless, what makes the Philippine election of 2019 vibrantly exciting and full of uncertainties rests profoundly in the voting population's structure and composition.

The structure of the voting population of the Philippines for the 2019 national election is uniquely different as paralleled to past elections. According to COMELEC's official social media (COMELEC, 2019), more than fifty percent of the 61.8 million registered Filipino voters in the Philippines belong to the young generation. Out of the 61.8 million registered Filipino voters, there are 53.2% of young voters for the 2019 National Philippine election. These young voters are approvingly classified as the Millennial generation. Connection to the Pew Research Center, the Millennials generation comprises individuals born between 1981 to 1996 (pewresearch.org, 2019). With these data at hand, the Philippine Election 2019 is undoubtedly an exciting occasion to observe. Thus, this makes the 2019 Philippine National election exceptional and fascinating not

only because of the diverse line of the new breed of political candidates but because of the dominant number of Millennial voters.

Of its own accord, this research study aimed to know how Millennials will vote. Furthermore, this study aimed to interpret and appreciate the Factors Influencing the Voting Preferences of Millennials for the Philippine National Election. With this academic quest, the researcher aspired to know how the Filipino Millennials will vote based on the following standpoints: political Candidate's Attributes, Endorsement Method, and lastly, their Platform and Campaign Strategy. More so, this research study pursued knowing the relationship between the respondents' profiles and how they voted based on the aspects mentioned above. Furthermore, as the last challenge of this study, this research also pursues to know the topmost characteristics of the political candidates that the Millennials wanted to vote for as what they perceived to be worthy of their trust and confidence.

With all these at hand, the researcher aspired to make this pursuit of being a commencing point. More so, may this research be a benchmark, a reference to future studies about how Filipino Millennials, particularly the new breed of dynamic college students, decide on casting their votes based on their standards and critical analysis.

## LITERATURE REVIEW

The Election period is always an opportunity to create change. It is an activity that can only be performed by a citizen who is qualified under the 1987 constitution, as specified in Article V section 1 (Official Gazette, 2019). Consequently, the Election procedure is a privilege reserved to those who know the essence of a Vote and understands the significance of decision-making utilizing the voting power.

However, in Ancient Greece, the earliest known voting procedure process is in the form of a "negative" vote. Since 508 B.C., Greeks already applies a "negative" vote wherein male landowners were asked to vote for the political leader or "candidates" they most wanted to be exiled for the next ten years (Hogan, 2019). Their way of election is not to vote who will lead their community but a process of choosing who must be exiled. As such, the process of their election is in a negative form. Commonly, the predominant form of the election process in the ancient Greek city-states was the lottery system (Avasthi, 2019). As history of progresses the election process evolves in many ways, particularly in Europe and the North American region. The origins of the election process in the contemporary world rest in the continuing emergence of representative government in the western side of the world, particularly in Europe and North America, commencing in the 17th century (Webb, Britannica Academic, 2019).

Today, most countries used the voting process to elect leaders through a manual or automatic election process. The Philippines, when it was proclaimed independent by virtue of Tydings-McDuffie or most popularly known as the Philippine Independence Act of 1934, the first national election was held on September 16, 1935 (GOVPH, 2019). From that instance, many Filipinos, primarily adults and well educated, enjoyed the privilege of selecting their desired leaders to be their representatives in the government position. At present, the privilege of voting is still being enjoyed by many Filipinos from different walks of life, young and old, rich and poor, educated or not; the process of election is a manifestation of democracy in the Philippines.

As the Philippine electoral process progresses, so too the voting population evolves. As a manifestation of its evolution, the 2019 National Election unveils its epitome. With the participation of Millennial voters, the Philippine National and local election was changed. Thus, this research study is all about appreciating the distinct factors that influence the voting preferences of the Millennial voters for the Philippine National Election 2019. The millennial generation is born between 1981 and 1996 (ages 23 to 38 in 2019) based in the Pew Research Center (Dimock, 2019).

Conversely, on the contrary, the millennial generation, or Generation Y, as many authors termed it to commonly depict a person who reached adulthood in the early 21st century and envelops the assembly of populace born between 1980 and 2000. Many authors and researchers, and various articles and publications use Millennials to describe those born from the 1970s to early 90s as their birth years. Nevertheless, some authors use up to 2004 as the ending birth year. In general, the early use of the phrase Millennials was used to describe those who would graduate high school in the year 2000. Although there are still diverse interpretations concerning the start and end birth dates of millennials, the generally conventional version is born after the 1980s who is of the first generation to come of age in the year 2000. The U.S. Census Bureau defines a millennial as a person born between 1982 and 2000 (Beal, 2019).

While numerous things have been said about the Millennial generation, it is also essential to understand their character, particularly their voting preference. In one article published in the Paw Research Center, younger generations, namely Generation X, Millennials, and Generation Z, make up an indistinct majority of America's voting-eligible population. As of November 2018, nearly six-in-ten adults eligible to vote (59%) were from one of these three generations, with Boomers and older generations making up the other 41%. Furthermore, in the 2016 U.S. election, Millennials, giving the younger generations a slight majority of total votes cast. However, higher shares of Silent/Greatest generation eligible voters (70%) and Boomers (69%) reported voting in the 2016 election compared with Gen X (63%) and Millennial (51%) eligible voters (Bialik, 2019).

In the Philippines, one-third of the population makes up millennials 15 to 35 years old (Decoding Millennials, 2019). And in terms of the voting population, based on data by the government agency that regulates the Philippines national and elections, the Commission on Elections (Comelec), Millennials, and Generation Z voters (born after the year 1980) constitute almost half of the registered voters. This information means that nearly 23 million voters are aged 25-39, with over 10 million aged 18-24 (Büchenbacher, 2019). Thus, with the strong presence of millennial voters, the Philippine election of 2019 is, in its essence, a testimony of a new era of the political atmosphere.

## RESEARCH METHOD

Considering that this study aimed to establish the different factors that influenced the Philippine election voting population's new era, the researcher selected students who enrolled in a local University. As the primary respondents of this research study, this group of respondents is presently registered voters for 2019. As such, the researcher took advantage of the forum about the Voter's Education Program of the Commission on Election (COMELEC) held last April 2019 at Taguig City University (TCU).   This study used a descriptive research method through a researcher's made survey instrument.

A total of 138 college students who took part in the Voter's Education Program are also the respondents. The said students attended the forum on the Voter's Education Program with a theme:

Boto Mo! Kinabukasan Mo. This event was held last April 2019 at 5th-floor Circular Administration Building Taguig City University. Moreover, the said program was organized by the Council of Public Administration and Governance Society (CPAGS) TCU Chapter with the coordination and cooperation of COMELEC Taguig, Atty. Edgar Feliciano Aringay, Election Officer IV; the Parish Pastoral Council for Responsible Voting (PPCRV) National Trustee Alternate Member of Comelec Advisory Council, Dr. Arwin Serrano; and the Founder of Save Me Movement, Dr. Edwin C. Monares.

When the event came to a conclusion, the students were given survey questionnaires to assess the different factors that they aimed to gauge as to how they will vote. Likewise, this research study employed a descriptive correlational method. With the respondents' profile, namely, Family Economic Status, Number of Times they voted, Religion, and Sex, a correlation was done vis-a-vis to their voting preference in terms of the following variables: Campaign Strategy, Candidate's Attributes, Endorsement Method, and Platform. Employing the 4-point Likert scale, the researcher used the subsequent range to interpret each variable's mean score; 1 to 1.49 for No significance at all; 1.5 to 2.40 for Less Significant; 2.5 to 3.49 for Significant; and 3.5 to 4 for Extremely Significant.

To conclude, this study's ultimate goal aspired to get the candidate's top ten characteristics: Millennials prefer to vote. With an open-ended question, the respondents were asked to give on a random basis at least ten features that they desire to see in a candidate. With the use of the ranking method, the researcher collated the highest ten characteristics from the answers of the respondents.

## RESULTS AND DISCUSSION

Grounded on the computed survey results of the research study, using frequency distribution, the data revealed in Tables 1 to 4 indicate the frequency and percentage results of the profile of the respondents.

As revealed in Table 1, almost all respondents, or 106 out of 138, answered that their combined family income is 18,000 and below. These 106 respondents are equivalent to 76.8 percent of the total population of this study.

Table 1
*Distribution of Respondents According to Family Income*

| Family Income | Frequency | Percent |
|---|---|---|
| Php 18,000 and Below | 106 | 76.8 |
| Php 18,001 - 29,000 | 17 | 12.3 |
| Php 29,001 - 39,000 | 7 | 5.1 |
| Php 39,001 - 40,000 | 8 | 5.8 |
| Total | 138 | 100 |

This data simply justified that the family of the participants who were also students of TCU belong to the minimum wage earners. While on the other hand, seven respondents out of 138 or 12.3 percent, answered that their family income is 29,001, and above per month. And eight respondents answered that their family income is 39,001 and above. This data revealed that the family of these respondents belong to the average and well- afford family. This can be concluded that not all students of TCU belong to a marginalized or low-income family. As such, Table 1 is an excellent opportunity to conduct further studies about the profile of students of TCU.
Table 2

*Distribution of Respondents According to Sex*

| Sex | Frequency | Percent |
|---|---|---|
| Male | 58 | 42 |
| Female | 80 | 58 |
| Total | 138 | 100 |

While in Table 2, the distribution of the respondents, according to Sex, is presented. Based on the tabulated result, the majority of the respondents are female or 58% of the total population of 138. Although most participants are female, this study does not seek the differences between the perception of male and female voters; thus, this data shows that in the seminar for Voter's Education Program, the majority of the participants are female.

Table 3

*Distribution of Respondents According to Religion*

| Religion | Frequency | Percent |
|---|---|---|
| Catholic | 103 | 74.6 |
| Muslim | 16 | 11.6 |
| Iglesia ni Cristo | 4 | 2.9 |
| Others | 15 | 10.9 |
| Total | 138 | 100 |

On the other hand, in Table 3, the distribution of respondents, according to Religion, is presented. Here in this Table, it affirmed that as the only Roman Catholic country in the Asian region, the majority of the respondents of this study are Catholics, and this is obvious in Table 3 wherein out of 138 respondents, there were 103 or 74.6% who partake this study and who attended the Voter's Education Program.

Table 4 *Distribution of Respondents According to Number of Times voted*

| Number of Times voted | Frequency | Percent |
|---|---|---|
| Once | 49 | 35.5 |
| 2 - 3 times | 8 | 5.8 |
| 4 and Above | 4 | 2.9 |
| Not Yet | 77 | 55.8 |
| Total | 138 | 100 |

Lastly, as presented in the distribution of respondents according to how many times they voted, Table 4 showed that 55.8% or 77 respondents had never experienced voting; consequently,

they are first-time voters for the 2019 election. It is also worthy to note that 49 out of 138 respondents, or 35.5%, already experienced voting at least once.

In terms of the major factors that influenced the voting preferences of the respondents, three categories were considered; these are Candidate's Attributes, Endorsement Method, and Endorsement Strategy.

Table 5

*Candidate's Attributes*

| ATTRIBUTE | Mean | Verbal Interpretation |
|---|---|---|
| easy to approach | 3.73 | Extremely Significant |
| unstained personality | 3.71 | Extremely Significant |
| helpful to those who are in need | 3.78 | Extremely Significant |
| showbiz personality | 1.92 | Less Significant |
| popular and famous | 2.29 | Less Significant |
| **OVERALL MEAN** | **3.09** | ***Significant*** |

Legend: 3.5-4= Extremely Significant, 2.5-3.49=Significant, 1.5-2.40=Less Significant, 1-1.49=No significance at all

As presented in Table 5, under the Candidate's Attribute, the item "helpful to those who are in need" got the highest mean score of 3.78 or verbally interpreted as Extremely Significant. For the respondents, this survey simply manifests their preference in terms of attitude and character. For the respondents, a candidate who knows the need of others is a significant factor.

While being a showbiz personality for the respondents means less significant, it got an average mean score of 1.92. This is such a motivating result, for it revealed the respondents' attitude who are also a member of the Millennial generation; they do not see showbiz personality as an edge to becoming a public servant.

Moreover, as an overall mean score, the respondents rated this category as significant or numerically interpreted as 3.09. This simply means that the candidate's attribute is a significant factor for the Millennials in deciding whom to vote.

In Table 6, data revealed that among the Endorsement Strategy, the factor that greatly influenced the voting preferences of the respondents is the category entitled "endorsement of family or relative." This item got an average mean of 3.13 or verbally interpreted as significant. Simultaneously, the least factor that influenced the respondents in voting is the "endorsement of showbiz personalities," which got an average mean score of 2.56 or verbally interpreted as significant also.

Table 6 *Endorsement Method*

| Endorsement Strategy | Mean | Verbal Interpretation |
|---|---|---|
| endorsement of family or relative | 3.13 | Significant |
| endorsement of church | 2.99 | Significant |
| endorsement of organization | 3.10 | Significant |
| endorsement of showbiz personalities and | 2.56 | Significant |
| endorsement of the political leader in the community | 3.12 | Significant |
| **OVERALL MEAN** | **2.98** | **Significant** |

Legend: 3.5-4= Extremely Significant, 2.5-3.49=Significant, 1.5-2.40=Less Significant, 1-1.49=No significance at all

From the data presented in Table 6, which is about the Endorsement Method, it is logical to conclude that the Millennials value the importance of family influence rather than what the showbiz personalities endorsed. This kind of result simply reflects the attitude of Millennials towards their concept of family. However, on the other hand, comparing the Millennials' attitude towards family, the item "endorsed by Religion got the 2nd lowest mean score. This type of result implies that Religion bears less influence on the decision-making of the Millennials' attitude towards voting for a candidate.

As an overall mean score of the category Endorsement Method as a factor that significantly influences the voting preferences of the respondents, Table 6 revealed that it is only 2.98 or verbally interpreted as significant. Among the three categories that greatly influence the voting preferences of the respondent, Table 6, or the Endorsement Strategy category, got the lowest rank. Although this category still falls under a significant level, it is still worthy to note that this kind of response reflects the attitude and maturity of the respondents in terms of voting a candidate. In conclusion, the Endorsement Method bears less bearing on how the respondents will vote for the 2019 Election.

Table 7 *Platform and Campaign Strategy*

| Platform and Campaign Strategy | Mean | Verbal Interpretation |
|---|---|---|
| member of the opposition; | 3.14 | Significant |
| long experience in public service and already tested | 3.59 | Extremely Significant |
| political party affiliation | 3.11 | Significant |
| numerous poster at streamer; | 2.39 | Less Significant |
| excellent in public speaking; | 3.31 | Significant |
| house-to-house campaign | 3.07 | Significant |
| promotes programs for the progress of the Philippines | 3.75 | Extremely Significant |
| promotes alternative programs for the youth | 3.79 | Extremely Significant |
| **OVERALL MEAN** | **3.27** | **Significant** |

Legend: 3.5-4= Extremely Significant, 2.5-3.49=Significant, 1.5-2.40=Less Significant, 1-1.49=No significance at all

Table 7, as the Platform and Campaign Strategy Table, reveals substantial information in terms of the different factors that influence the voting preference of the Millennials.

First and foremost, three items resulted in Extremely significant, to name one of them is the item that got the highest mean score of 3.79. This item that resulted in 3.79 mean scores is the

"promotes alternative programs for the youth." Although this is the result is already an apparent affirmation for this survey was rated by the respondents who belong to the youth sector, it is still interesting to note that the second highest item that got a mean score of 3.75 is the "promotes programs for the progress of the Philippines" item. This result justifies that the respondents, who are also called the Millennials, are seeking a candidate that can promote progress and not merely a candidate who is famous.

In connection to the second-highest item presented in Table 7, the "long experience in public service" item got the third-highest rating, which is 3.59. This is an affirmation to the second and first items because it coincided with the factor influencing the Millennials as to how they perceived a candidate. Furthermore, based on the three items, the Millennials are now seeking a candidate who can truly deliver and has a significant focus on the youth sector and the progress of this country.

In conclusion, this Platform and Campaign Strategy category as the last category in terms of factors that influenced the voting preference of the Millennials for the 2019 Philippine election, uncovers a very vibrant outcome. The Table 7 result, as based on the survey tally, was concrete proof that today's generation, the Millennials, are genuinely aware of what this country needs and what kind of candidate they wanted to vote for.

As stated in the Methodology section, using the profile of the respondents and correlating it to the voting preference in terms of; Candidate's Attributes, endorsement Method, Platform, and Campaign Strategy, the following Table revealed exciting results.

Table 8
*Pearson Correlation Test on Significant Relationship between the profile of the respondents and the Candidate's Attributes*

| Respondent's Profile | r | p-value | Decision | Interpretation |
|---|---|---|---|---|
| Family Economic Status | 0.02 | 0.85 | Accept Ho | Not Significant |
| Sex | 0.11 | 0.22 | Accept Ho | Not Significant |
| Religion | 0.09 | 0.32 | Accept Ho | Not Significant |
| Number of Times voted | 0.11 | 0.19 | Accept Ho | Not Significant |

If the p-value is less than the significance level (α = 0.05), Reject the null hypothesis.

As revealed in Table 8, all items under the Candidates Attributes in correlation to the profile of the respondents got a p-value of more than .05; this means that the decision is to accept the null hypothesis, which is statistically equivalent to no significant difference.

The data presented in Table 8 means that all items under the profile of the respondents do not have any relationship at all as to how they will vote in terms of Candidates' Attributes. In other words, regardless of economic status, Sex, Religion, or the number of times the respondents voted does not have a relationship as to how they perceived the attributes of the Candidates.

Table 9

*Pearson Correlation Test on Significant Relationship between the Profile of the respondents and endorsement Method*

| Respondent's Profile | r | p-value | Decision | Interpretation |
|---|---|---|---|---|
| Family Economic Status | 0.02 | 0.16 | Accept Ho | Not Significant |
| Sex | 0.10 | 0.23 | Accept Ho | Not Significant |
| Religion | 0.01 | 0.92 | Accept Ho | Not Significant |
| Number of Times voted | 0.00 | 0.97 | Accept Ho | Not Significant |

If the p-value is less than the significance level (α = 0.05), Reject the null hypothesis.

As exhibited in Table 9, all items under the Endorsement Method in correlation to the profile of the respondents got a p-value of more than .05; this means that the decision is to accept the null hypothesis, which is statistically equivalent no significant difference. This simply means that all items under the profile of the respondents do not have any relationship at all as to how they will vote in terms of the Endorsement Method. Again like in Table 8, regardless of the profile of the respondents, it's not a factor for them that can influence their voting attitude.

Table 10

*Pearson Correlation Test on Significant Relationship between the Profile of the respondents and*

| Respondent's Profile | r | p-value | Decision | Interpretation |
|---|---|---|---|---|
| Family Economic Status | 0.02 | 0.78 | Accept Ho | Not Significant |
| Sex | 0.03 | 0.74 | Accept Ho | Not Significant |
| Religion | 0.05 | 0.56 | Accept Ho | Not Significant |
| Number of Times voted | 0.02 | 0.80 | Accept Ho | Not Significant |

If the p-value is less than the significance level (α = 0.05), Reject the null hypothesis.

*Platform and Campaign Strategy*

Moreover, lastly, Table 10 reveals that the Platform and Campaign strategy concerning the profile of the respondents, like what Tables 8 and 9 revealed, their profile does not have a significant correlation to the Platform and Campaign strategy of the candidates. In short, regardless of the profile of the respondents, their voting preference does not have any correlation as to how they perceived candidates' Platforms and campaign strategies.

Since this study sought to know the top ten characteristics that the Millennials wanted for a candidate that they will vote, the researcher's made questionnaire uncovered the following impressive results:

1. Caring
2. Dependable
3. Godfearing
4. Humane
5. Kind
6. Not Corrupt
7. Patriotic
8. Righteous
9. Trustworthy
10. Wise

In view of the fact that the researcher's made questionnaire is an open-ended question, these top 10 characteristics, as enumerated in-order presentation, revealed an excellent outcome. This is because almost all characteristics are related to a person's attitude and values. Surprisingly Candidates' educational background, political experience, or even family and political affiliation were not part of the top 10 characteristics.

To sum it up, for the Millennials, what they wanted to vote for is no longer a candidate who has a sound political background or even an excellent educational laurel but more on what is inside the heart and soul of the candidate that has the desire in serving the country.

**CONCLUSION**

As a culmination of this study, the results of this research endeavor aimed at shedding light on the different factors as well as the preferences of the Millennials as to how they are going to vote for the Philippine Election 2019. Furthermore, this study seeks to answer the different problems presented in this study. Such problems are as follows; what are the major factors that influence the voting preferences of the respondents in terms of the Candidate's Attributes, Endorsement Method, and Platform and Campaign Strategy. In addition, another question that this study seeks to know is the relationship between the profile of the respondents in terms of the different variables mentioned above. And finally, this study seeks to know the top ten characteristics that a candidate should have as perceived by the respondents of this study.

Based on Table 1 to 4, tabulated results of the profile of the respondents indicate that 76.8% belong to the lower to the middle class of society as based on the National Statistics Coordinating Board (NSBC), now known as Philippine Statistics Authority or popularly known as PSA (Adrian, 2019). Besides, the respondents of this study are considered members of the Millennial group (COMELEC, 2019). Thus, the age category was not included already.

Likewise, most of the respondents of this study are female Catholics, and 55.8% are first-time voters. This data is very interesting to consider if this study will have a follow-up study because the aim of the forum that the COMELEC spearheaded is to educate the new and young voters. Besides, they are considered members of the Millennial generation. And according to an article posted in USA Today, the Millennials are "more civically and politically disengaged, more focused on materialistic values, and less concerned about helping the larger community than were Gen X (born 1962-1981) and Baby Boomers (born 1946 to about 1961) at the same ages," (Main, 2017).

Thus, it is imperative to note the different factors that influenced the Millennials' preference in voting for a candidate. As such, Table 5 to 10 presents the different answers that this study sought to understand. Based on the results of this study, the preference of the Millennials in terms of voting for a candidate revealed are presented in Tables 5 to 7. Based on the different results like the Candidates' Attribute category revealed in Table 5, the highest item that the millennials perceived as very significant is the item helpful to those who are in need, with a mean score of 3.78 or verbally interpreted as extremely significant. This kind of result simply reflects the Millennials' preference in terms of the supposed character that a candidate should have. As such, the Candidates' Attribute category got an overall mean of 3.09 or verbally interpreted as significant. This kind of preference revealed in the data reflects and confirms the article published in Psychology Today entitled "Why are Millennials so anxious and unhappy?". According to the said article, Millennials are said to be diverse, open with their emotions, deeply empathetic, and interested in making substantive, essential changes in the world they have grown into (Soeiro, 2019). More so, in a study conducted

by Murcia (2017) entitled Millennial's Voter's Preference for the 2016 Philippine Presidential Election: A simulation using conjoint analysis, the experience of the candidates in helping others got the highest rank. In relation to this study, like Murcia's study, his respondents are also Millennials. Murcia's study revealed that the Millennials prefer a candidate with vast experience if they vote for the Philippine president, with an overall value of 25.308%. Interestingly, these kinds of results validate that the new trend in the Philippine Election is in the hands of the new voting majority, which is the Millennial Vote.

On the other hand, the Endorsement method category does not show any intriguing factor that influences the voting preference of the Millennials. Based on the result of the study, as presented in Table 6, it merely manifests that the Millennials are already mature and wise enough to understand the dynamics of Endorsement strategy as part of the political system. Thus, for Millennials, the Endorsement method for them is not as significant as the other category. As such, it got a rating of significance or an overall mean of 2.98 only.

Furthermore, the Platform and Campaign strategy category, as presented in Table 7, revealed interesting results. The data in Table 7 expresses the Millennials' preference in terms of knowing the candidates' motives is evident to them. It is in this result that the sensibleness of the Millennials in voting for a candidate revealed how for them, a candidate should perform. It is in this category also that the characteristics of the candidate, his or her programs, and what he/she should prioritize as the Millennials assessed a public servant in the aspect of performance. As such, the Platform and Campaign strategy category got an overall average mean of 3.27. In relation to the study conducted by Santiago (2015), the result of his study revealed that the Candidate's Platform got the second-highest assessment, or 45%, as assessed by his respondents. While on the other hand, in this study, the Platform, and Campaign strategy category, as compared to the Candidate's Attribute and Endorsement Method, the Platform category got the top spot in terms of the mean score, which is 3.73.

To sum it up, it is very uplifting to appreciate that this study revealed how Millennials perceived candidates and what kind of candidates they wanted to vote. Thus, different factors influencing the Millennials' voting- behavior were clearly manifested in the different results of this study.

Moreover, the profile of the respondents of this study in relation to their voting preference was also correlated to know if there is a significant relationship. The result of this correlation is revealed in Tables 8 to 10.   wherein all categories, from  Candidates' Attributes,  Endorsement Method, and Platform and Campaign strategy, in correlation to the profile of the respondents, statically got a result of "no significant difference."

The purpose of this correlation is to unfold if the profile of the respondents can contribute to the voting preference of the Millennials. But with results revealed in Tables 8 to 10, it clearly shows that economic status, Sex, Religion, or even the number of times the Millennials voted do not have a significant relationship to how they will cast their vote for the Philippine Election 2019. Therefore, it can be concluded that the Millennials voting pattern can be attributed to an intelligent voting attitude. It is very evident in this study that the Millennials are now socially aware and wisely analyzing the candidate's background, Platform as well as a campaign strategy.

Lastly, the top ten characteristics that the Millennials wanted to see in a candidate justify how they perceived the Political system of the Philippines. For the Millennials and this study, since the researcher gave an open-ended question about what for them is their top choice that they wanted

to see in a candidate, the results are simply amazing and fascinating. Considering the top three characteristics, the respondents of this study are not all negative in quality. Although the not corrupt attitude got the highest rank, the rest, particularly the second, which is wise, and the third, which is a Godly person, and the rest are all in a positive quality.

Finally, if this study can be replicated in a bigger population of Millennials, this can be a great avenue of change in the Political atmosphere of the Philippines. Because the results of any study can yield and unfold a unique pattern of the new breed of the voting population, from this study alone, the essence of "vote" as a sacred thing is justified. But the real fruit of this study can only be seen if this Philippine Election 2019 will bring new generations of Political personalities.

The researcher hopes for this study to be a guide to the next generation of voters. Also, may this research bring new inspiration to those who are aspiring to run for public service. This research holds some realization that can only be achieved if this study is used for the greater good of this beloved country called the Philippines.

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