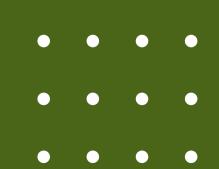


## SHOFAR **Political Analysis Beyond the Data Analytics** Presentation to the Pandesal Forum | 06 May 2022 | 13:30 PM





#### **Baseline of Disconnect** 1/2: Pulse Asia Survey

Table 1 2022 ELECTIONS: PRESIDENTIAL PREFERENCE April 16 - 21, 2022 / Philippines (In Percent)

Base: Those w	ith valid res	ponses fo	r presid	lent, 98%	6			
If the coming May 2022 elections were			LOC	CLASS				
held today, whom would you vote for as PRESIDENT OF THE PHILIPPINES?	RP	NCR	BL	VIS	MIN	ABC	D	E
MARCOS, BONGBONG (PFP)	56	57	54	47	67	57	56	57
ROBREDO, LENI (IND)	23	26	24	34	11	29	23	24
PACQUIAO, MANNY PACMAN (PROMDI)	7	2	2	12	14	1	6	13
DOMAGOSO, ISKO MORENO (AKSYON)	4	10	5	2	3	5	5	2
LACSON, PING (PDR)	2	3	3	0	0	1	2	0
ABELLA, ERNIE (IND)	1	0	1	1	1	0	1	0
MANGONDATO, FAISAL (KTPNAN)	1	0	0	0	2	2	0	1
DE GUZMAN, LEODY (PLM)	0.3	1	0	0	0	0	0	0
GONZALES, NORBERTO (PDSP)	0.1	0	0	0	0	0	0	0
MONTEMAYOR, JOSE JR. (DPP)	0.1	0	0	0	0	0	0	0
Outright refusal to accomplish ballot	5	0	9	3	2	2	6	2
None / Blank	1	0	1	1	0	2	1	0

Note: Valid responses are as follows: valid votes [no erasures or overvoting on filled up ballot; no preference shaded] or refused to indicate preference.

Q4. Kung ang darating na eleksyon sa Mayo 2022 ay gaganapin ngayon, sino po ang inyong iboboto bilang PRESIDENTE NG PILIPINAS? (SHOW SAMPLE BALLOT AND LIST OF CANDIDATES). Ito po ay sample ballot lamang na ginagamit sa survey na ito. Pakibasa po ang instruksyon sa sample ballot bago kayo bumoto. Mangyari po lamang na tandaan na ang balota ay baliktaran. Pagkatapos po ninyong bumoto, pakilagay na lang po ang balota sa loob ng envelope at ibigay sa akin ang envelope.







#### **Baseline of Disconnect** 2/2: Octa Research Survey

#### SOCTAResearch

Table 2a 2022 ELECTIONS: PRESIDENTIAL PREFERENCE TUGON NG MASA SURVEY RESULTS April 22 - 25, 2022 / PHILIPPINES (in Percent)

	Base: Likely V	oters, 789	6					Fage 10	
I have here a list of candidates for PRESIDENT of the			AR	EA	SOCIO-	SOCIO-ECONOMIC CLASS			
Philippines on May 2022. If the election will be held today, who will you likely vote for as PRESIDENT?	PH	NCR	BL	VIS	MIN	ABC	D	E	
MARCOS, BONGBONG	58	46	59	62	56	53	60	54	
ROBREDO, LENI	25	19	28	28	12	32	23	28	
DOMAGOSO, ISKO MORENO	8	32	5	3	8	4	9	9	
ACQUIAO, MANNY PACMAN	5	0	3	5	18	6	4	6	
ACSON, PING	2	1	2	2	3	2	2	1	
MANGONDATO, FAISAL	1	0	1	0	4	0	1	2	
ONZALES, NORBERTO	0.2	0	0	0	0	1	0	0	
DE GUZMAN, LEODY	0.2	1	0	0	0	0	0	1	
EFUSED/DON'T KNOW/NONE	0.4	1	1	0	0	1	0	0	
Don't know	0.1	0	0	0	0	0	0	0	
None	0.04	0	0	0	0	0	0	0	
Refused	0.3	0	1	0	0	1	0	0	

Q3a. Narito naman po ang listahan ng mga kandidato sa pagka PRESIDENTE ng Pilipinas sa Mayo 2022 eleksyon. Kung ang eleksyon ay gaganapin ngayon, sino sa kanila ang pinakamalamang na iboboto ninyo bilang PRESIDENTE?

#### Notes:

(1) Figures may not add up to 100% due to rounding off.

(2) Sample size of 2,400 with ±2% margin of error.

(3) Likely Voters are registered voters who intend to vote and with high chance of voting in May 2022.







Page 1 of 2

**2016 as a Defining Year for Traditional Pollster and Social Media Meetrics** 

#### Aggregate polls [edit]

Source of poll aggregation	Dates administered	Dates updated	Joe Biden Democratic	Donald Trump Republican	Other/ Undecided [b]	Margin 🗢
270 to Win 🗗	Oct 29, 2020 - November 2, 2020	November 3, 2020	47.5%	48.8%	3.7%	Trump +1.3
Real Clear Politics 🗗	October 20–31, 2020	November 3, 2020	46.5%	47.8%	5.7%	Trump +1.3
FiveThirtyEight &	until November 2, 2020	November 3, 2020	47.4%	48.6%	4.0%	Trump +1.1
	Average	47.1%	48.4%	4.5%	Trump +1.2	

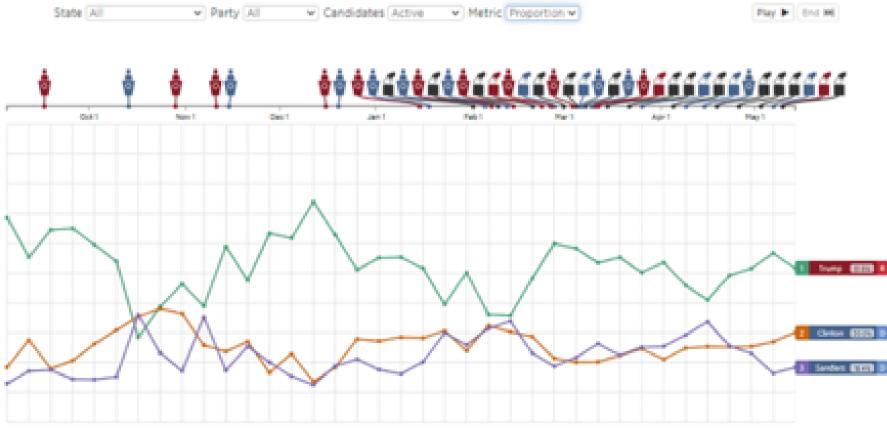


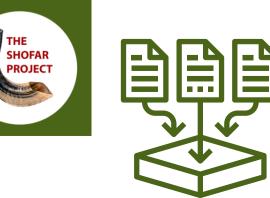


#### **2016 as a Defining Year for Traditional Pollster and Social Media Meetrics**

#### #interactive #Election2016: US Presidential Candidate Twitter Buzz

As the fortunes of the 2016 US presidential candidates rise and fall throughout the campaign, so does the amount of conversation about them on Twitter. Below is an interactive graphic that allows you to take a look back at the amount of buzz each presidential candidate received on Twitter since September. By default, the graphic ranks all candidates using national data, but you can filter by party, state and status of candidacy or order it proportionally.









1/4: Rally Attendance and **Intensity of Youth** 

## **The DISCONNECT Four Validated Metrics**

- **Robredo Metrics in Metro Manila** Voter Base = 3 million **Rally Attendance = 350, 000 Average** 
  - **Trumps Rally Metrics in 2020 Voter Base in Florida = 5.8 million Biggest Rally Attendance = 30,000**



# **Volunteerism / Enagagement**



### 2/4: Big Data and Social **Media Metrics**



National Metro Luzon Visayas Mindanao World

#### TRENDING NOW

ELECTION 2023, NEWS In Tagum, Andrew E, Toni highlight upcoming 'victory' for UniTeam In & hours

#### CELEBRITIES, ENTERTAINMENT, ENTERTAINMENT NEWS MANUES. Dingdong Dantes' vote belongs to a

mothe In & hours

CELEBRITIER, ENTERTAINMENT, ENTERTAINMENT NEWS, MOVIES Stars of Marvel Studios' "Doctor Strange in the Multiverse of Madness' walk the red carpet to celebrate the film's world premiere

#### CELEBRITIES, ENTERTAINMENT, ENTERTAINMENT NEWS, MOVIES

In 4 hours

MOVIE REVIEW: 'Doctor Strange in the Multiverse of Madness' in 2 hours

ELECTION 2003, NEWS Eleazar calls for vigilance vs 'guerrilla ops of online sabong in 2 hours

## HPE SYNERG

Taxan bakers | 🖑 15



NEWS / ELECTION 2000 / Robredo Jeods in presidential roce based on Pacebook analytics

Election 2022, News

Published Marsh 8, 0000, 5:01 PM by Reymund Lotonio

**Facebook analytics** 



Vice President Leni Robredo's closest rivel former Senator Ferdinand Marcos Jr. may be leading in election surveys, but energytics from social media showed otherwise.



Robredo, the ione female presidential candidate in the May 2022 elections, surpassed Marcos this month when it comes to Pacebook engagement score, which is perceived to help measure potential voters of a certain candidate.







LATEST NEWS

METRO, NEWS 1,468 Bulacan cops deployed to secure polling centers In 13 hours

DISTING ONLY NEWS Robredo back in Bicol to wrap opposition's nationwide campaign In 12 hours

METRO, NEWS Serendra fire damage estimated at F100,000 In 12 hours

DEPUTION COST NEWS Survey-leading UniTeam to 'pray for the results' of May 9 polls

In 12 hours

NEWS, WORLD New Ebola case confirmed in NW DR Congo: WHO In 11 hours

NEWS MODULE Israel launches manhunt after attack kills three in 10 hours

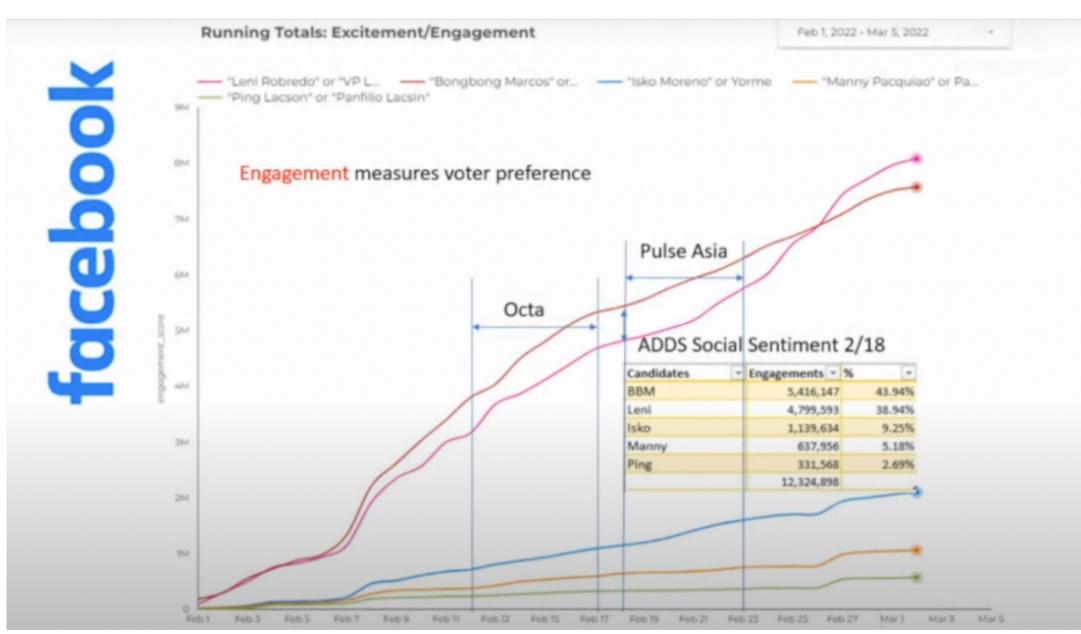
NEWS MINDLE Death toll rises to 26 in Chinese building collapse

MENNE MARKING

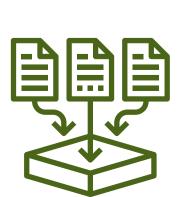
In 10 hours

## 2/4: Big Data and Social Media Metrics

#### From Wilson Flores Social Indicators









### 3/4: Foot soldier experience, Ayuda, livelihood, etc

#### Sureb Berus

Si Kuya palabas ng bahay nya sa Vergon subdivision sa Las Piñas. Nakasuot sya ng BabyM shirt. Nilapitan ko at nagpakilala akong Leni – Kiko volunteer. Leni naman daw sya at sinuot lang nya ang tshirt kasi sayang naman daw. Dami naming naienkwentrong ganyan. Leni Kiko #10RobredoPresident #7PangilinanVicePresident See Translation







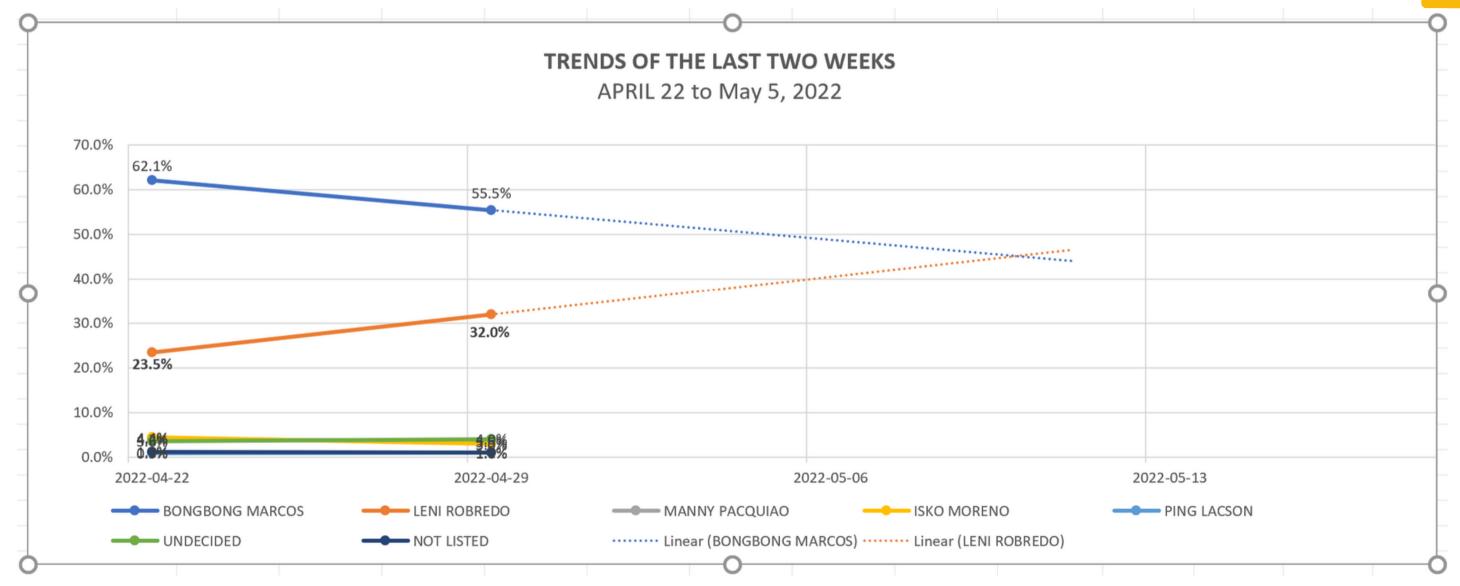








## 4/4: Momentum and Climbing numbers







### 4/4: Momentum and Climbing numbers: Octa

8	n. 1	- m - a	m		_	-1-
	UR.	. 1. 0	RO	50	arı	n -

Table 2a 2022 ELECTIONS: PRESIDENTIAL PREFERENCE TUGON NG MASA SURVEY RESULTS APRIL 2 - 6, 2022 / PHILIPPINES (in Percent)

have here a list of candidates for PRESIDENT of the	-		AR	EA	SOCIO-ECONOMIC CLASS			
Philippines on May 2022. If the election will be held today, who will you likely vote for as PRESIDENT?	PH	NCR	BL	VIS	MIN	ABC	D	E
MARCOS, BONGBONG	57	35	66	56	50	51	59	44
ROBREDO, LENI	22	25	21	23	23	28	20	33
DOMAGOSO, ISKO MORENO	9	35	4	7	8	5	9	8
PACQUIAO, MANNY PACMAN	7	3	2	13	12	6	6	14
LACSON, PING	4	2	7	2	4	5	5	1
ABELLA, ERNIE	1	0	0	0	3	5	0	0
MANGONDATO, FAISAL	0.1	0	0	0	0	0	0	0
DE GUZMAN, LEODY	0.1	0	0	0	0	0	0	0
GONZALES, NORBERTO	0.001	0	0	0	0	0	0	0
REFUSED/DON'T KNOW/NONE	1	0	1	0	0	0	1	0
Don't know	0.5	0	1	0	0	0	1	0
Refused	-	0	0	0	0	0	0	0
None	0.008	0	0	0	0	0	0	0

Q3a. Narito naman po ang listahan ng mga kandidato sa pagka PRESIDENTE ng Pilipinas sa Mayo 2022 eleksyon. Kung ang eleksyon ay gaganapin ngayon, sino sa kanila ang pinakamalamang na iboboto ninyo bilang PRESIDENTE?

(1) Figures may not add up to 100% due to rounding off.

(2) Sample size of 1,200 with ±3% margin of error.
(3) Likely Voters are registered voters who intend to vote and with high chance of voting in May 2022.

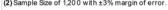
#### SOCTAResearch

Table 3 a 2022 ELECTIONS: PRESIDENTIAL PREFERENCE TUGON NG MASA SURVEY RESULTS February 12 - 17,2022 / PHILIPPINES (in Percent)

have here a list of candidates for PRESIDENT of the Philippines on M ay 2022. If the election will be held today, who will you likely rote for as PRESIDENT? You may give other names not included			AF	REA		SOCIO-E	соломі	CCLAS
in the list.	РН	NCR	BL	VIS	MIN	ABC	D	E
MARCOS, BONGBONG	55	46	56	47	65	58	54	55
ROBREDO, LENI	15	12	18	24	4	18	15	14
DOMAGOSO, ISKO MORENO	11	33	9	8	7	11	12	11
PACQUIAO, MANNY PACMAN	10	6	2	13	24	6	9	17
LACSON, PING	3	2	4	5	0	0	4	0
REFUSED/DON'T KNOW/NONE	6	2	12	2	0	6	6	3
Don't know	5	2	9	2	0	3	5	1
Refused	1	0	2	1	0	4	1	0
None	0.3	0	1	0	0	0	0	3

Q3a. Narito naman po ang listahan ng mga kandidato sa pagka PRESIDENTE ng Pilipinas sa Mayo 2022 eleksyon. Kung ang eleksyon ay gaganapin ngayon, sino sa kanila ang pinakamalamang na iboboto ninyo bilang PRESIDENTE? Maaari po kayong magbigay ng ibang pangalan na wala sa listaha Notes:

Notes: (1) Figures may not add up to 100% due to rounding off. (2) Sample Size of 1,200 with ±3% margin of error.







SOCTAResearch								
TUGO Februa	Table 3a FIONS: PRESIDE N NG MASA SUR ary 12 - 17, 2022 (in Percer	NTIAL P VEY RE / PHILIF nt)	SULTS	5	E			
	Base:Likely Vote	ers, 97.5	%					
I have here a list of candidates for PRESIDENT of the Philippines on M ay 2022. If the election will be held today, who will you likely vote for as PRESIDENT? You may give other names not included in the list.	РН							
		NCR	BL	VIS	MIN	ABC	D	
MARCOS, BONGBONG ROBREDO, LENI	55 15	46	56 18	47	65 4	58 18	54 15	
DOMAGOSO, ISKO MORENO	11	33	9	8	7	11	12	
PACQUIAO, MANNY PACMAN	10	6	2	13	24	6	9	
LACSON, PING	3	2	4	5	0	0	4	
REFUSED/DON'T KNOW/NONE	6	2	12	2	0	6	6	
Don't know	5	2	9	2	0	3	5	
Refused	1	0	2	1	0	4	1	
None	0.3	0	1	0	0	0	0	

CLASS E

55

0

1

0

Q3a. Narito naman po ang listahan ng mga kandidato sa pagka PRESIDENTE ng Pilipinas sa Mayo 2022 eleksyon. Kung ang eleksyon ay gaganapin ngayon, sino sa kanila ang pinakamalamang na iboboto ninyo bilang PRESIDENTE? Maaari po kayong magbigay ng ibang pangalan na wala sa listahan. Notes:

Page 1 of 2

(1) Figures may not add up to 100% due to rounding off.
(2) Sample Size of 1,200 with ±3% margin of error.

## 4/4: Momentum and Climbing numbers: Pulse Asia

Table 1 2022 ELECTIONS: FIRST CHOICE PRESIDENTIAL PREFERENCE January 19 - 24, 2022 / Philippines (In Percent)

Base:	Likel	y Voters,	100%

Ba	se: Likely	v Voters,	100%					
Of the people on this list, whom would you								
vote for as PRESIDENT OF THE PHILIPPINES			LOC	ATION			CLASS	
if the May 2022 elections were held today and they were candidates?	RP	NCR	BL	VIS	MIN	с	D	Е
MARCOS, BONGBONG (PFP)	60	57	61	53	66	50	61	56
ROBREDO, LENI (IND)	16	16	19	19	8	18	16	16
PACQUIAO, MANNY PACMAN (PROMDI)	8	1	3	18	13	6	7	20
DOMAGOSO, ISKO MORENO (AKSYON)	8	23	5	5	9	18	8	5
LACSON, PING (PDR)	4	2	6	4	2	2	5	1
MANGONDATO, FAISAL (KTPNAN)	0.3	0	0	0	1	0	0	0
ABELLA, ERNIE (IND)	0.05	0	0	0	0	0	0	0
DE GUZMAN, LEODY (PLM)	0.02	0	0	0	0	0	0	0
GONZALES, NORBERTO (PDSP)	0	0	0	0	0	0	0	0
MONTEMAYOR, JOSE JR. (DPP)	0	0	0	0	0	0	0	0
UNAIDED								
Don't Know/Refused/None	3	1	6	1	1	5	3	1
Don't know	2	0	4	0	0	1	2	1
Refused	1	0	2	0	0	3	1	0
None	1	0	1	1	0	1	1	0





Leni's Black Swan

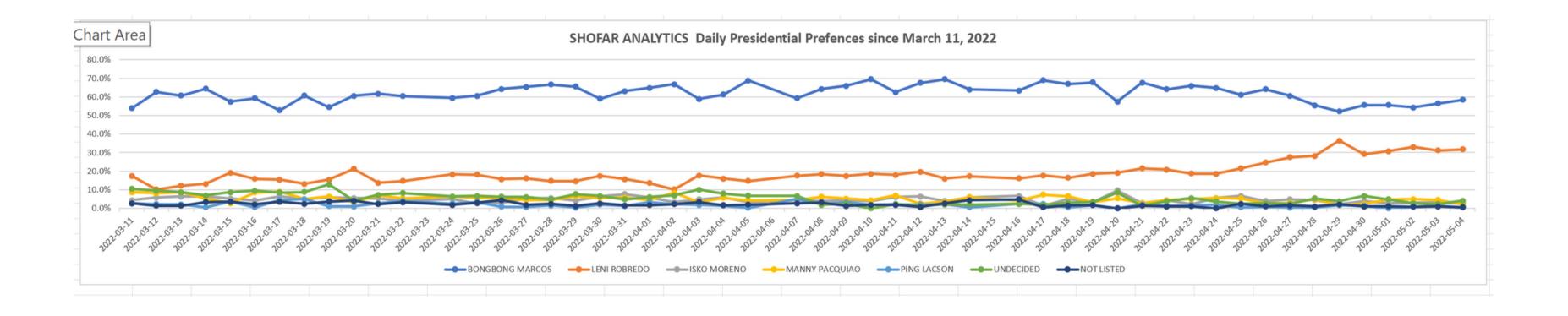
## The dotted lines that can connect the Disconnect is Leni's **Black Swan: THE HIDDEN VOTES**





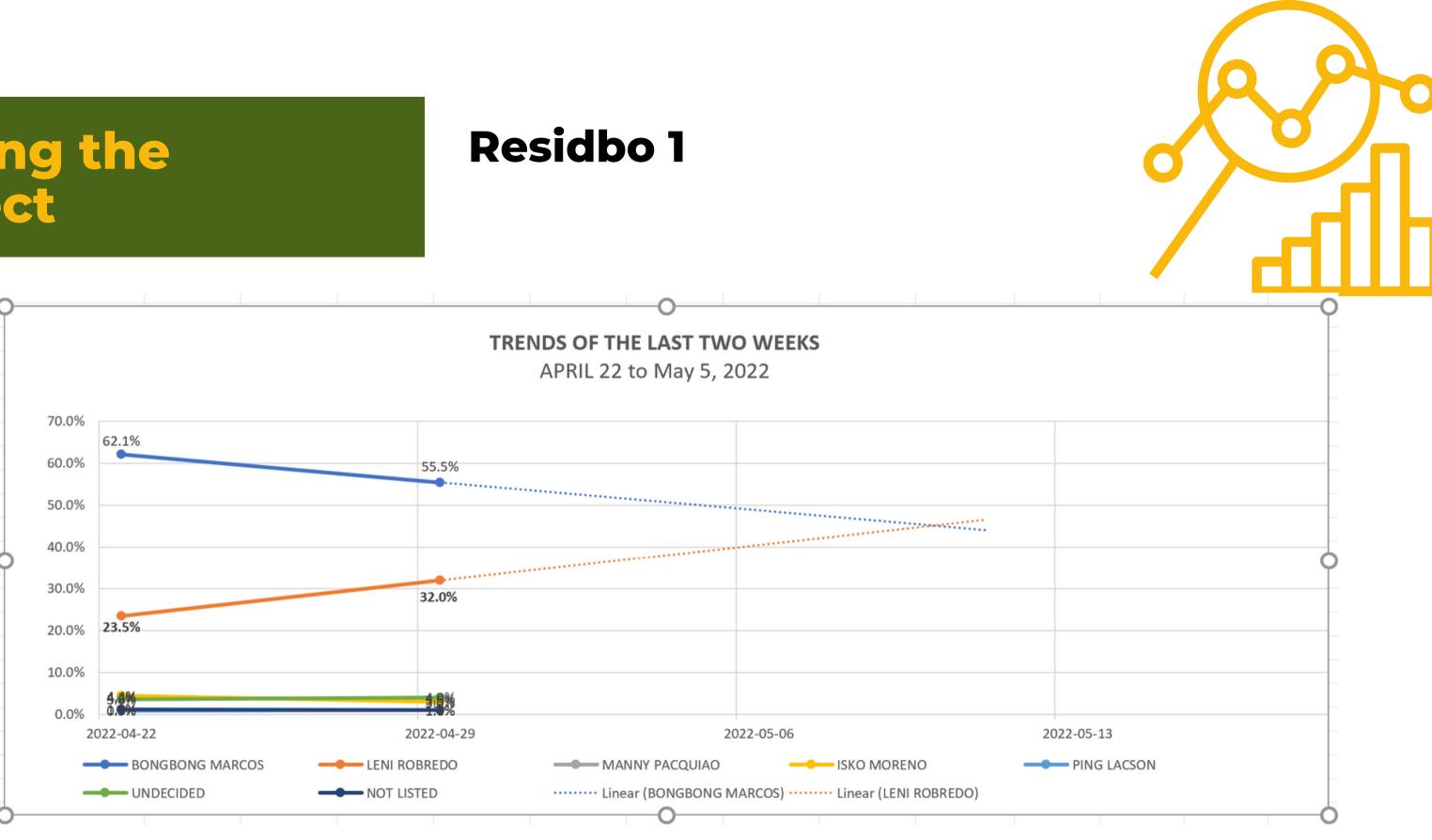


#### **Residbo 1**













#### **Resibo 2**

	RESULTS	OF THE SHO	FAR ANALYTI	CS PRESIDEN	<b>TIAL PREFER</b>	ENCE SURVE	PER WEEK		
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Candidate	2022-03-11	2022-03-18	2022-03-25	2022-04-01	2022-04-08	2022-04-15	2022-04-22	2022-04-29	2022-05-06
	2022-03-17	2022-03-24	2022-03-31	2022-04-07	2022-04-14	2022-04-21	2022-04-28	2022-05-05	2022-05-09
BONGBONG MARCOS	<b>58.7</b> %	<b>59.8</b> %	63.4%	63.7%	66.2%	<b>65.7</b> %	<b>62.1</b> %	55.5%	
LENI ROBREDO	14.7%	<b>16.0</b> %	16.1%	14.8%	17.9%	18.0%	23.5%	32.0%	
MANNY PACQUIAO	7.4%	5.5%	5.4%	5.1%	<b>5.0</b> %	5.2%	4.2%	<b>3.5</b> %	
ISKO MORENO	<b>5.6</b> %	5.1%	5.1%	4.6%	4.8%	4.6%	4.4%	3.0%	
PING LACSON	2.2%	2.8%	1.5%	2.1%	2.1%	1.6%	<b>0.9</b> %	<b>1.0</b> %	
UNDECIDED	<b>8.8</b> %	<b>7.9</b> %	6.1%	7.4%	1.7%	3.0%	<b>3.6</b> %	4.0%	
NOT LISTED	<b>2.6</b> %	<b>3.0</b> %	2.4%	2.2%	2.3%	1.8%	1.2%	1.1%	
	100.0%	<b>100.0%</b>	<b>100.0%</b>	100.0%	<b>100.0%</b>	100.0%	<b>100.0%</b>	<b>100.0%</b>	
Margin of Error of Sample	3.0%	2.7%	2.2%	2.4%	2.5%	3.4%	2.6%	2.8%	







#### **Resibo 3**

Candidate	SHOFAR	PULSE ASIA
<b>BONGBONG MARCOS</b>	65.7%	56.0%
LENI ROBREDO	18.0%	23.0%
MANNY PACQUIAO	5.2%	7.0%
ISKO MORENO	4.6%	4.0%
PING LACSON	1.6%	2.0%
Margin of Error at	+2 40/	+2.0%
95% conf. interval	<b>±3.4%</b>	<b>±2.0%</b>





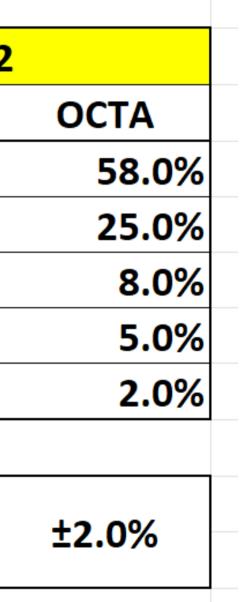


#### **Resibo 4**

Survey Apri	l 22-25, 202
Candidate	SHOFAR
<b>BONGBONG MARCOS</b>	<b>63.9%</b>
LENI ROBREDO	20.2%
ISKO MORENO	4.5%
MANNY PACQUIAO	5.0%
PING LACSON	1.4%
Margin of Error at	±2 00/
95% conf. interval	<b>±3.8%</b>







#### State of Play: A Pompous Ass Calls the Election



"Victory has a thousand fathers, but defeat is an orphan." -John F. Kennedy

Let me save you time. I, on behalf of AutoPolitic, am projecting the winner in the 2022 Philippines presidential election to be <u>Leni Robredo by at least 4% of the total</u> <u>votes.</u>





#### **Resibo 4: Leni Win by 4%**

My prediction is based on the social intelligence tracking work I have done with my friends at the ADDS group for the last 5 months. We have also used other social media platforms and google to confirm the direction of the campaigns, but Facebook is the primary source of data for the final call and the precision. (You can hear our talks <u>here</u>, <u>here</u> and <u>here</u>.)

	keyword
1.	("Leni Robro
2.	("Bongbong
3.	"Isko Moren
4.	"Manny Pac
5.	"Panfilo Lac
	keyword
1.	keyword ("Leni Robred
1.	
	("Leni Robred
2.	("Leni Robred ("Bongbong I

We reserve the right to be wrong. If we are right, no one except our competitor will ask us how we did it and we won't tell.

DDSSentimen			Apr 21, 2022 - May 4, 2022 -		
	engagement_score +	\$∆	# Median Fans	\$۵	
R "VP Leni" OR "Leni Lug_	7.46M	22.0% 1	123.66K	21.2% 1	
s" or bbm)	4.69M	8.7% t	163.32K	9.9% 1	
	696.08K	-56.5% +	60.11K	-22.8%	
	351.48K	3.3% 1	135.76K	24.1% #	
"Ping Lacson"	158.86K	-70.2%	99.45K	19.5% 1	

	post_count	**	Median Comment	*4	Median Reactions	۴۵	Median Shares	*4
"VP L	7,223	0.1% 1	540	52.6% 1	4,587	130.2% #	297	67.8% !
s" or b	5,628	0.6% 1	535	23.8% 1	3,337	13.5% #	336	22.4% 1
	2,428	-29.7%	12	-61.3%	81	-52.9%	7	-50.0%
	1,444	12.1% 1	29	11.5% #	140	13.8% 1	9	28.6% 1
Ping_	1,107	-40.3%	9	-57.1%	79	-34.7%	7	-30.0% +

## 15 Days isEternity in the Digital Age

RESULTS OF THE SHOFAR ANALYTICS PRESIDENTIAL PREFERENCE SURVEY PER WEEK									
	WEEK 1	WEEK 2	WEEK 3	WEEK 4	WEEK 5	WEEK 6	WEEK 7	WEEK 8	WEEK 9
Candidate	2022-03-11	2022-03-18	2022-03-25	2022-04-01	2022-04-08	2022-04-15	2022-04-22	2022-04-29	2022-05-06
	2022-03-17	2022-03-24	2022-03-31	2022-04-07	2022-04-14	2022-04-21	2022-04-28	2022-05-05	2022-05-09
BONGBONG MARCOS	58.7%	<b>59.8</b> %	63.4%	63.7%	<b>66.2</b> %	<b>65.7</b> %	62.1%	55.5%	
LENI ROBREDO	14.7%	<b>16.0</b> %	16.1%	14.8%	17.9%	18.0%	23.5%	32.0%	
MANNY PACQUIAO	7.4%	5.5%	5.4%	5.1%	<b>5.0</b> %	5.2%	4.2%	<b>3.5</b> %	
ISKO MORENO	5.6%	5.1%	5.1%	4.6%	4.8%	<b>4.6</b> %	4.4%	3.0%	
PING LACSON	2.2%	2.8%	1.5%	2.1%	2.1%	<b>1.6</b> %	<b>0.9</b> %	1.0%	
UNDECIDED	8.8%	<b>7.9</b> %	6.1%	7.4%	1.7%	3.0%	<b>3.6</b> %	4.0%	
NOT LISTED	2.6%	<b>3.0</b> %	2.4%	2.2%	2.3%	<b>1.8</b> %	1.2%	1.1%	
	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	100.0%	
Margin of Error of Sample	3.0%	2.7%	2.2%	2.4%	2.5%	3.4%	<mark>2.6</mark> %	2.8%	







## **15 Days isEternity** in the Digital Age

#### **SECTIONS** Tuesday, May 3, 2022

The voters made their choice for president a little later now. In the 2016 exit poll, 18 percent of those interviewed said they made their choice only on Election Day itself. Another 15 percent decided only during May 1-8, 12 percent did it in April, 8 percent in March, and 46 percent in February or earlier.





## **INQUIRER.NET**

#### **Resibo 2**

## Mega Endorsements







#### **Resibo 2**

## Switching from Local Politicians





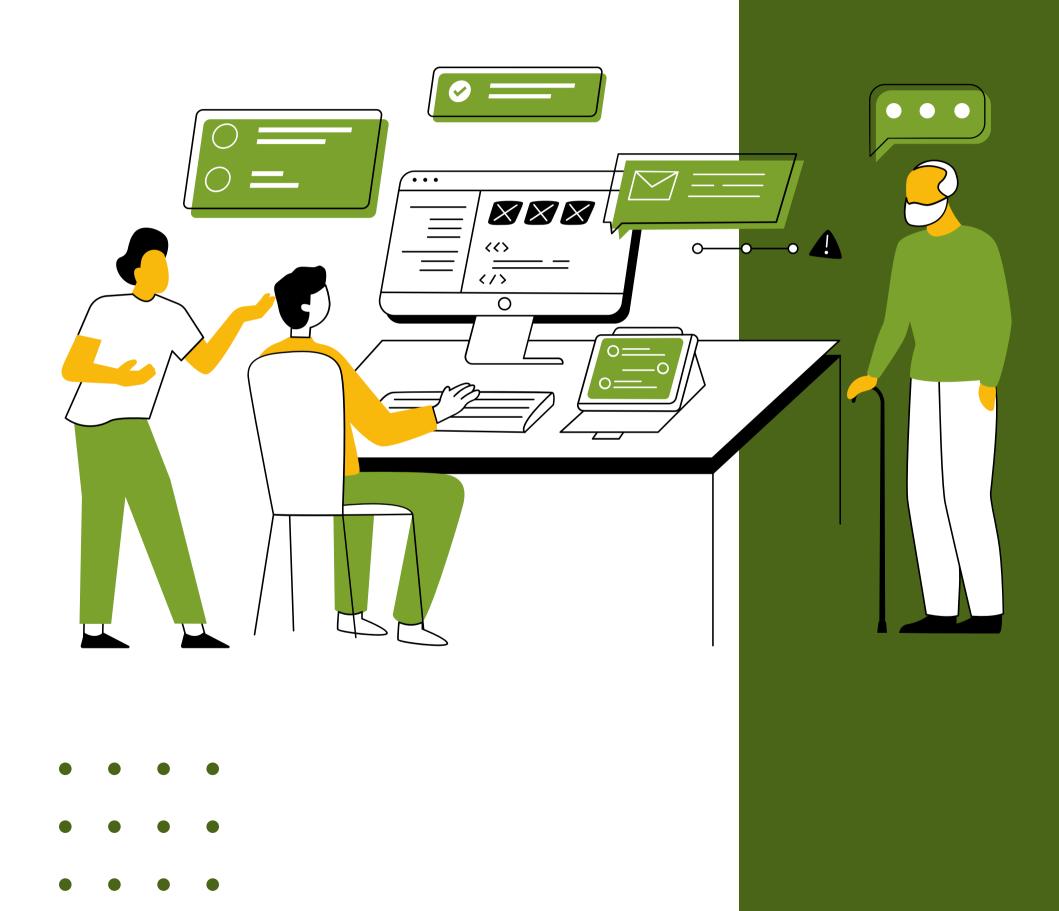


**Resibo 3** 

## Switching from Local Politicians (Pantalean Alvarez-Minda, Bulacan, Samar, Etc)







# HANK VOU



