



# **The 2010 SWS Survey Review**

**14 January 2010  
Asian Institute of Management**



ASIAN INSTITUTE OF MANAGEMENT  
**POLICY CENTER**



Konrad  
Adenauer  
Stiftung



SOCIAL  
WEATHER  
STATIONS

***The 2010 Survey Review is based on:***

***the regular quarterly national Social Weather Surveys  
in February, June, September and December 2009;***

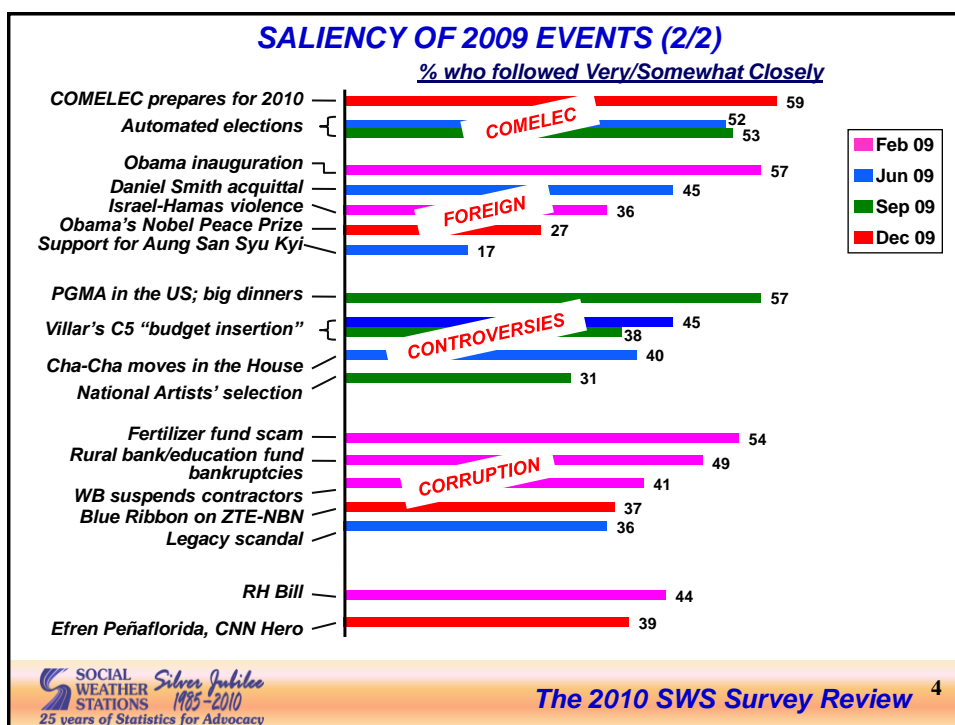
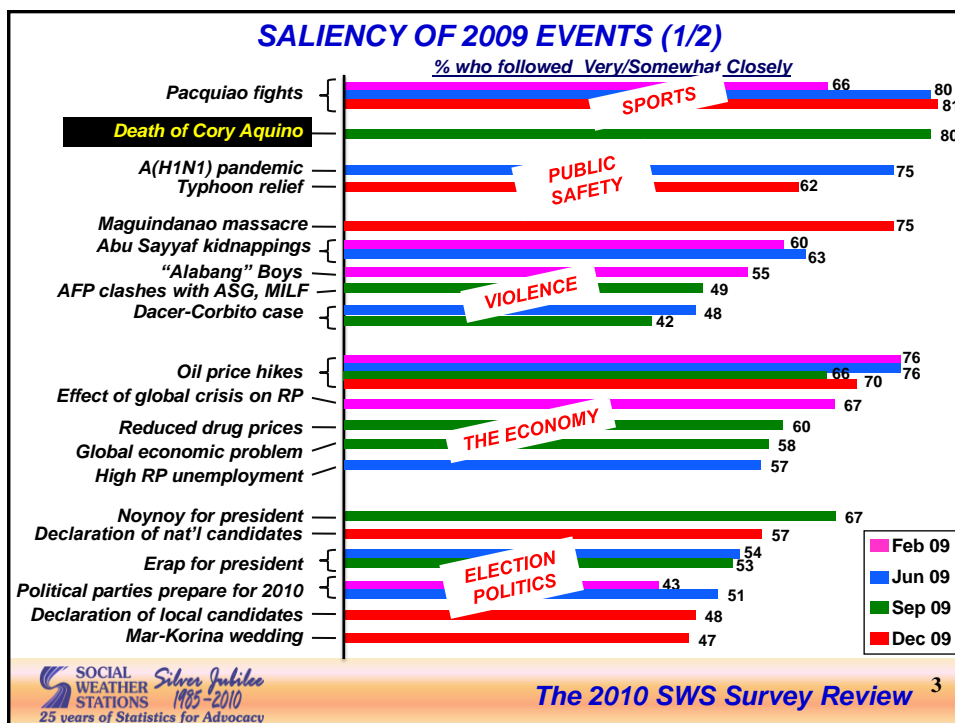
***special SWS national surveys in April/May,  
October, November and December 2009; and***

***local surveys in 2009 on Reproductive Health  
by SWS in Manila, Parañaque, and Cebu,  
and by Holy Name University in Bohol.***

***SWS is grateful to its 2009 sponsors, subscribers,  
and its media partner BusinessWorld, who believe in the  
importance of social surveys in a democratic society.***



**The 2010 SWS Survey Review <sup>2</sup>**





# GOVERNANCE: *passable for many matters, and many officials; but not for PGMA and the administration as a whole*

 **SOCIAL  
WEATHER  
STATIONS** *Silver Jubilee  
1985-2010*  
25 years of Statistics for Advocacy

*The 2010 SWS Survey Review* 5

TODAY'S ISSUE:  
4 SECTIONS  
28 PAGES

**ST/1-12**

**BusinessWorld**

MONDAY, JANUARY 11, 2010

■ A NEWSPAPER IS A PUBLIC TRUST ■

P25. MICRO-MANILA, PHILIPPINES

NEWS ONLINE  
www.bworldonline.com

## Satisfaction with Arroyo gov't falls to record low

**SATISFACTION** with the Arroyo administration's performance has fallen to the lowest on record with six months left before a new government takes over, a new Social Weather Stations (SWS) survey showed.

**NET\* SATISFACTION WITH GENERAL PERFORMANCE OF THE NATIONAL ADMINISTRATION, 1989 - DEC 2009**

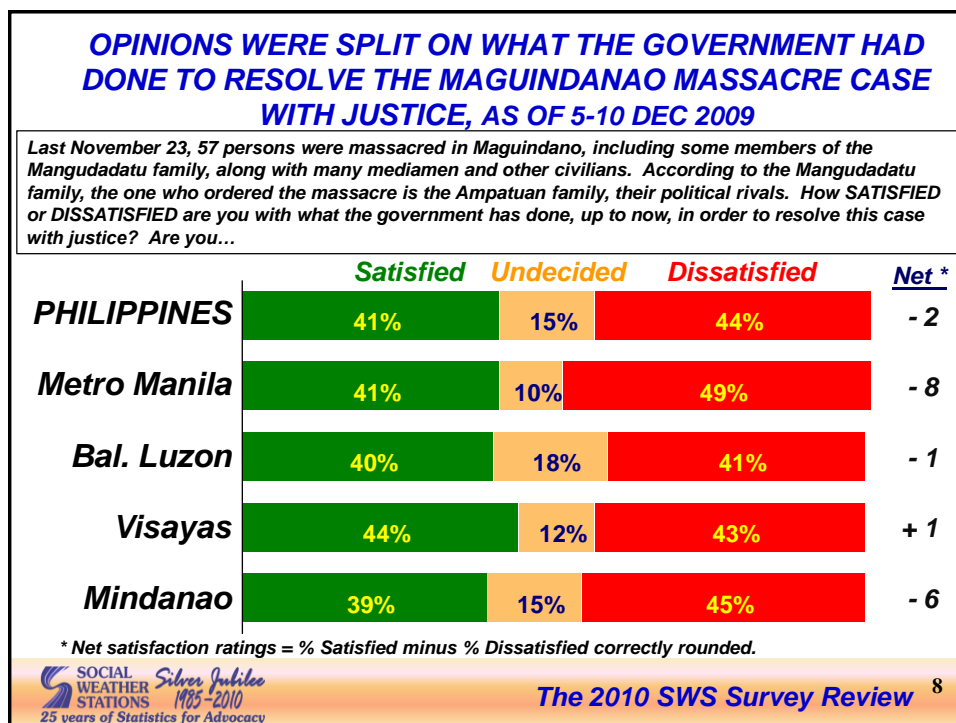
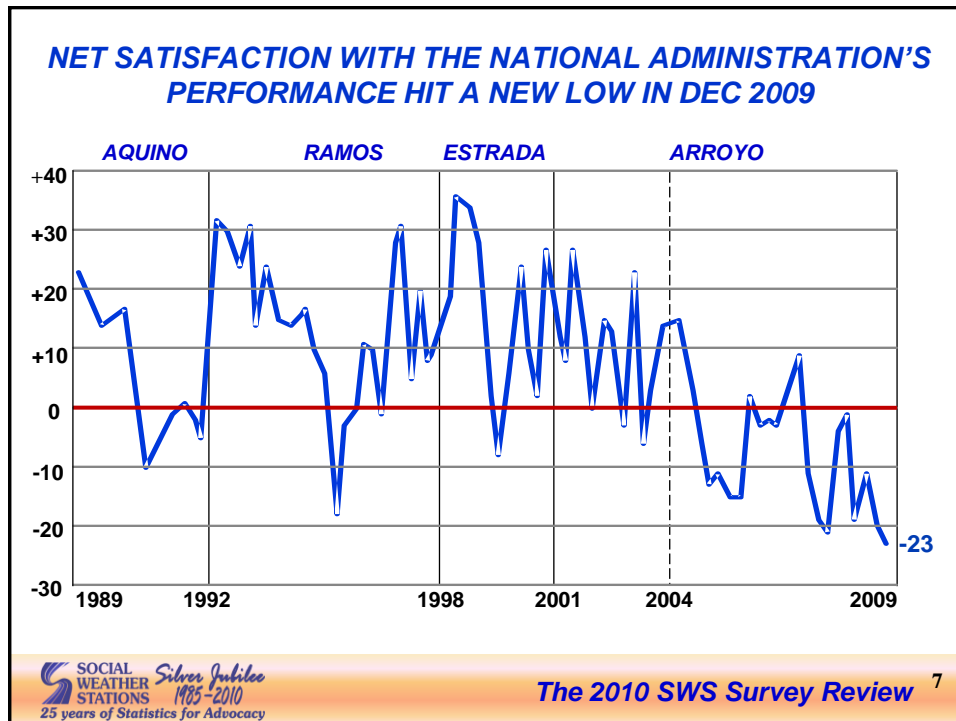


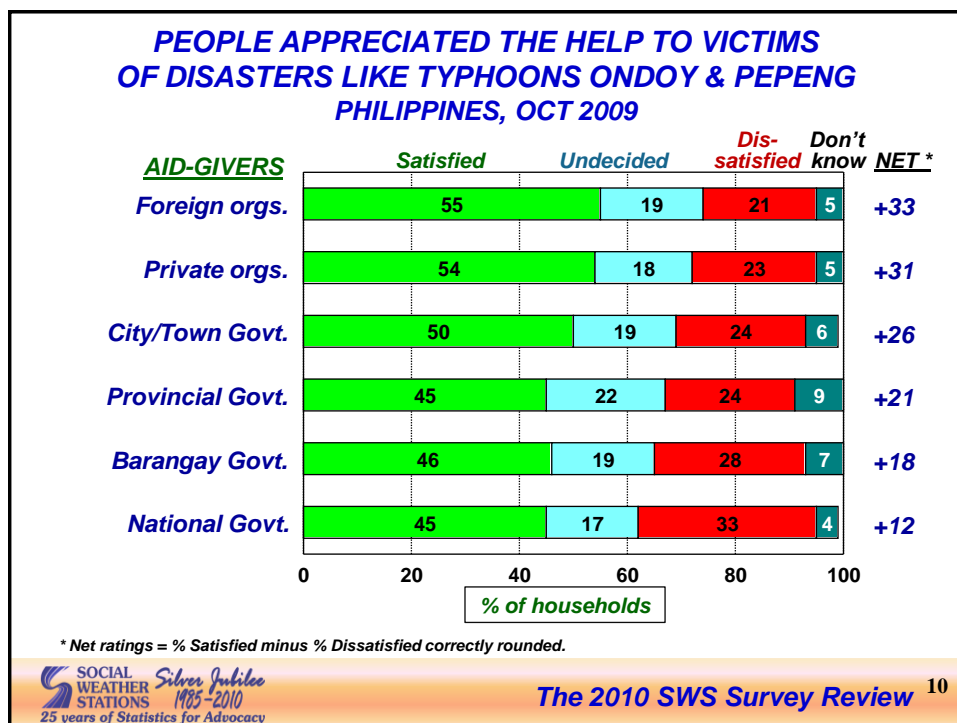
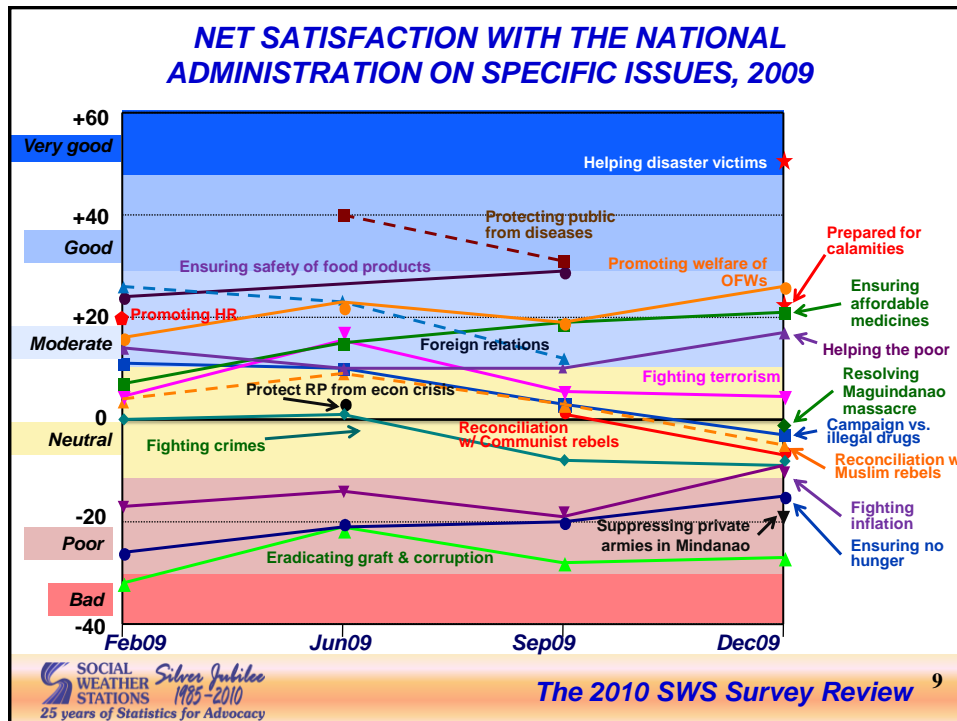
\* Net figures (% Satisfied minus % Dissatisfied) correctly rounded.

**SOCIAL WEATHER STATIONS** *1985-2010*  
25 years of Statistics for Advocacy

Fourth Quarter 2009 Social Weather Report  
December 8 - 18, 2009 National Survey

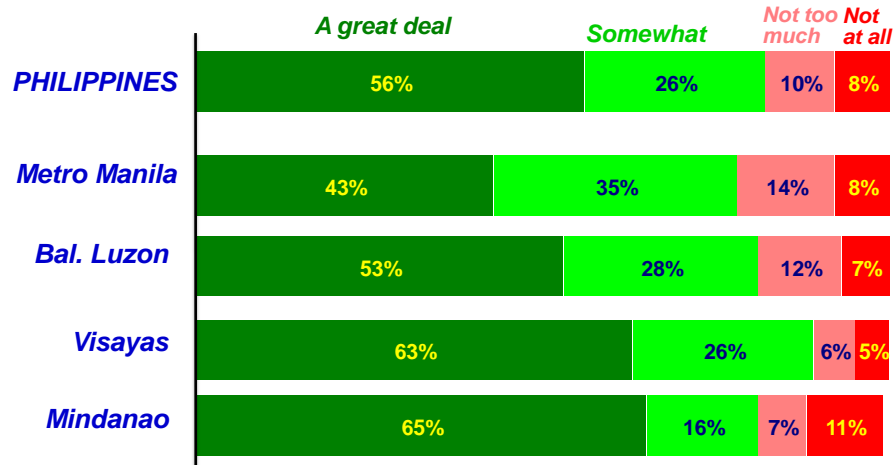
**view**







## DEGREE OF WORRY THAT SOMEONE IN THE IMMEDIATE FAMILY MIGHT CATCH A(H1N1) VIRUS, JUN 2009



SOCIAL WEATHER STATIONS  
25 years of Statistics for Advocacy  
Silver Jubilee 1985-2010

The 2010 SWS Survey Review 11

TODAY'S ISSUE:  
3 SECTIONS  
24 PAGES



# BusinessWorld

NEWS ONLINE  
www.bworldonline.com

TUESDAY, DECEMBER 29, 2009

A NEWSPAPER IS A PUBLIC TRUST

P25, METRO MANILA, PHILIPPINES S1/1

## 'Bad' satisfaction rating stays

NET SATISFACTION rating of President Gloria M. Arroyo stayed "bad" in the fourth quarter, unchanged from the preceding three months, the latest Social Weather Stations (SWS) survey showed.

The Fourth Quarter 2009 Social Weather Survey, conducted last Dec. 5-10 via face-to-face interviews with 2,100 adults nationwide, showed that 23% of the respondents were satisfied and 62% were not, yielding a net satisfaction rating of -38.

The president's net score was the same as her rating in the previous quarter which was classified as "bad."

SWS' rating scale indicates that a score of +50 and above is considered "very good"; +30 to +49, "good"; +10 to +29, "moderate"; -9 to -9, "neutral"; -10 to -29, "poor"; -30 to -49, "bad"; and -50 or lower, "very bad."

Mrs. Arroyo's net satisfaction

rating in Luzon outside of Metro Manila improved by 10 points to -35 from -45 in the previous quarter, with 24% saying they are satisfied with the president's performance, against 59% who said otherwise.

Her ratings likewise rose two points in Metro Manila to -44 from -46 previously, with 19% satisfied and 63% dissatisfied.

However, her ratings declined 13 points in the Visayas to -45 — with 21% satisfied and 66% dissatisfied — from -32.

The president's ratings in Mindanao also fell by eight points to -35 — with 26% satisfied and 60% dissatisfied — from -27.

Satisfaction, S1/3

### NET SATISFACTION RATINGS\* OF PHILIPPINE PRESIDENTS MAY 1986 TO DECEMBER 2009



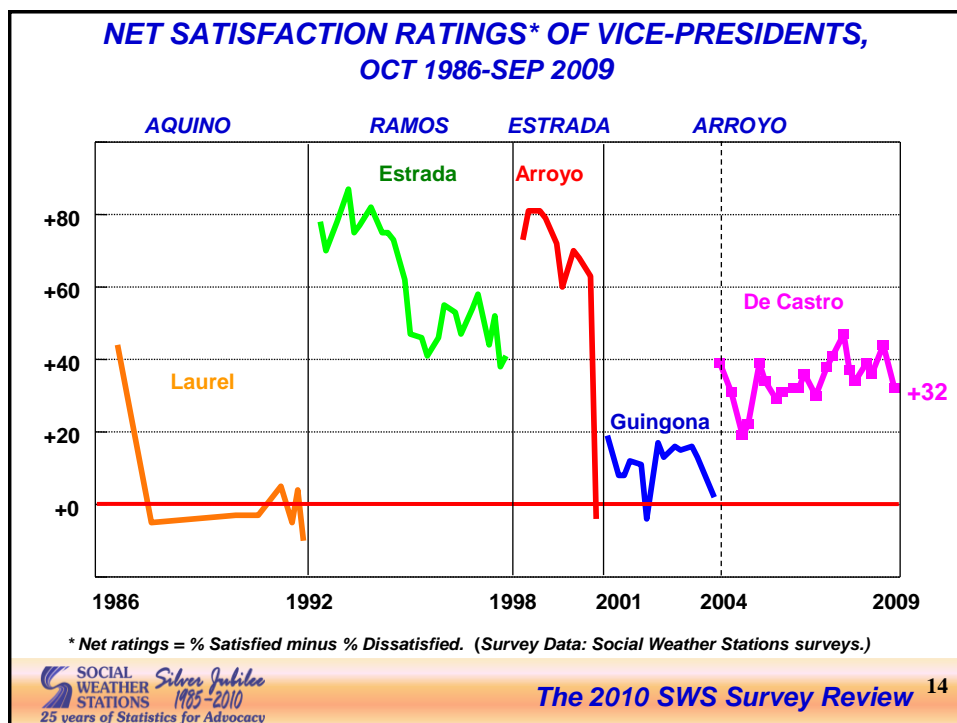
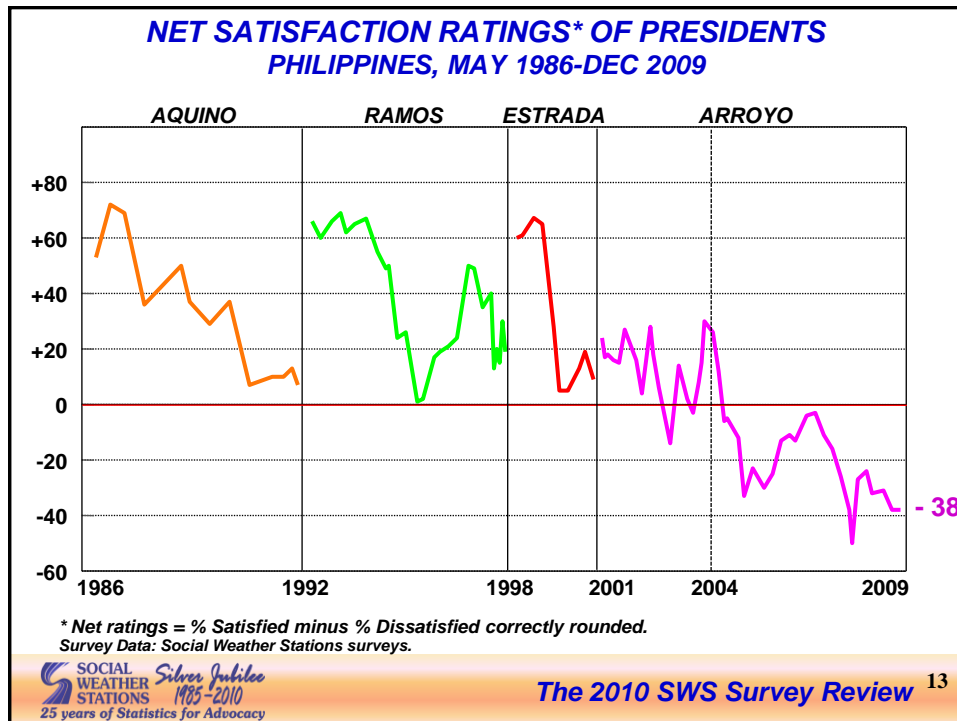
\* Net ratings = % Satisfied minus % Dissatisfied correctly rounded.  
Survey Data: Social Weather Stations surveys.

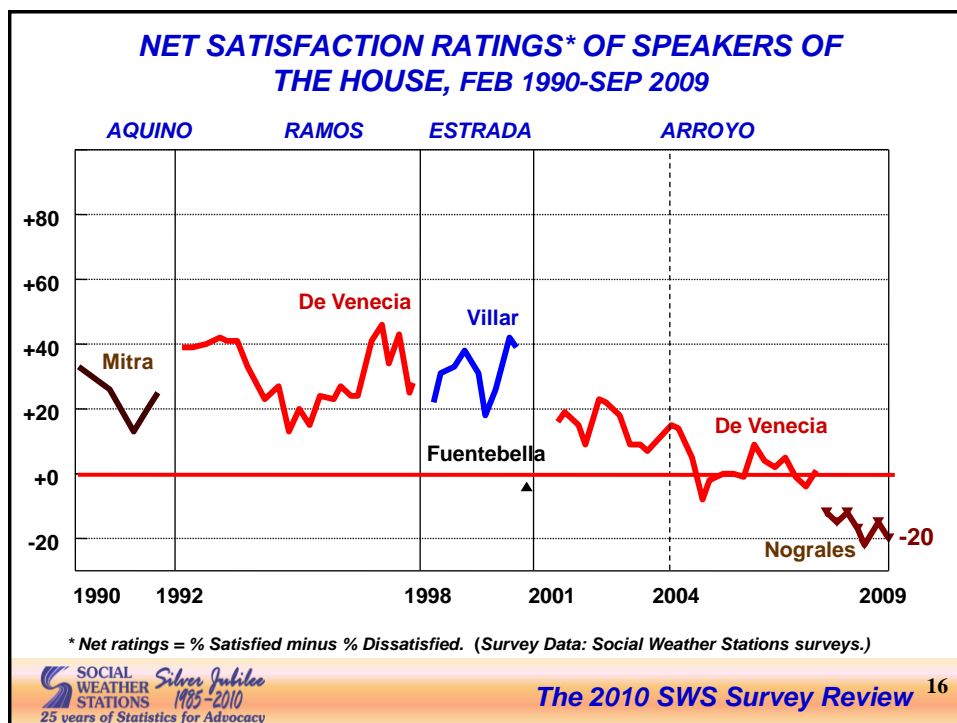
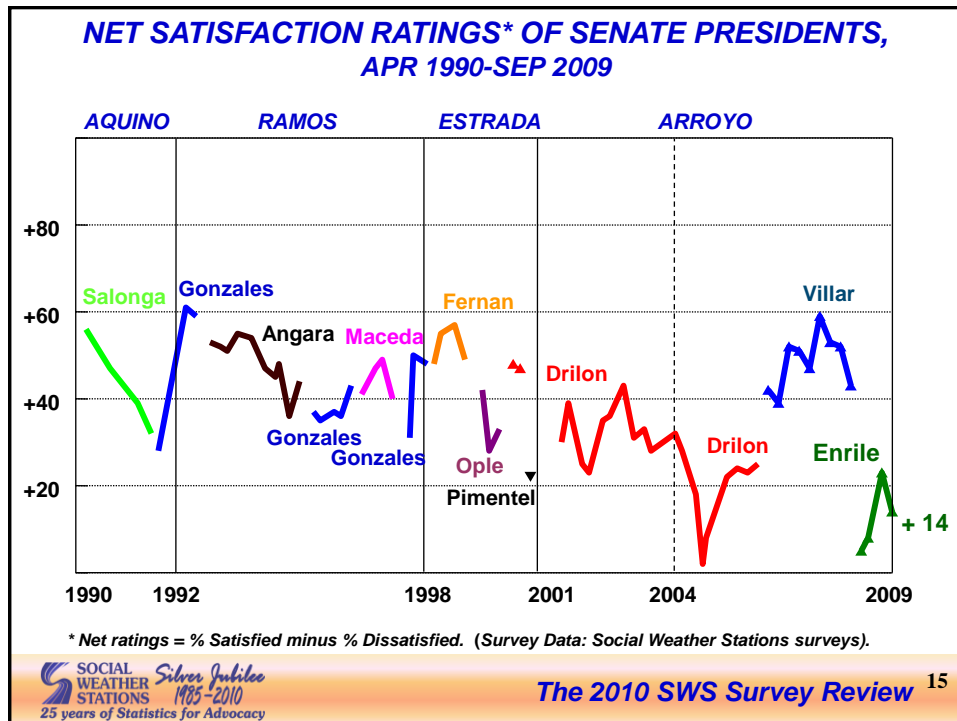
SOCIAL WEATHER STATIONS  
founded 1985  
Statistics for Advocacy

Fourth Quarter 2009 Social Weather Report  
December 5 - 10, 2009 National Survey

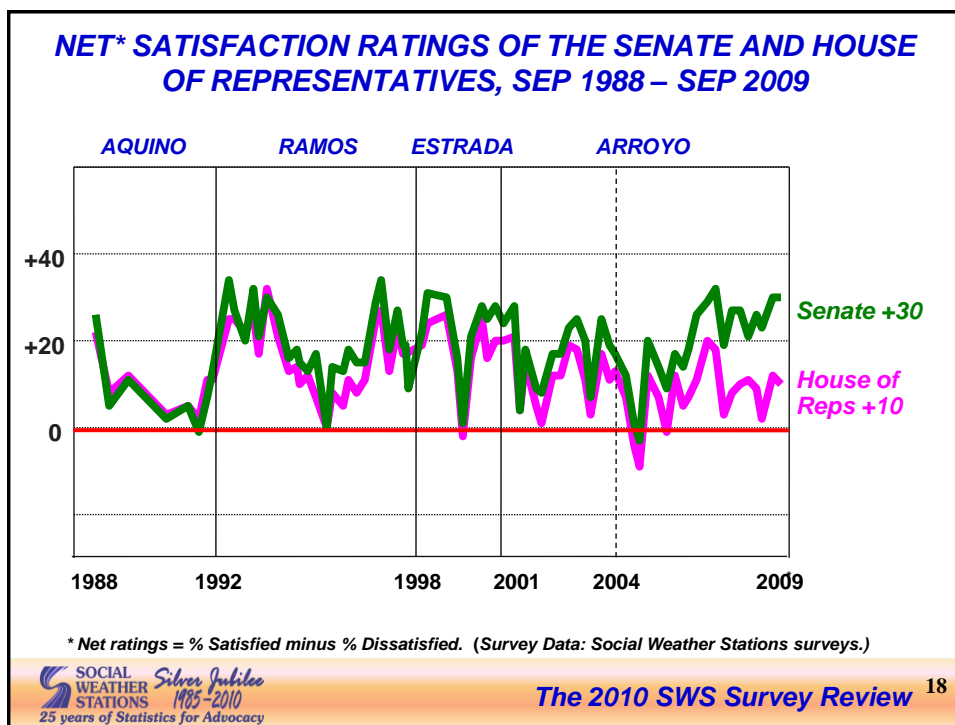
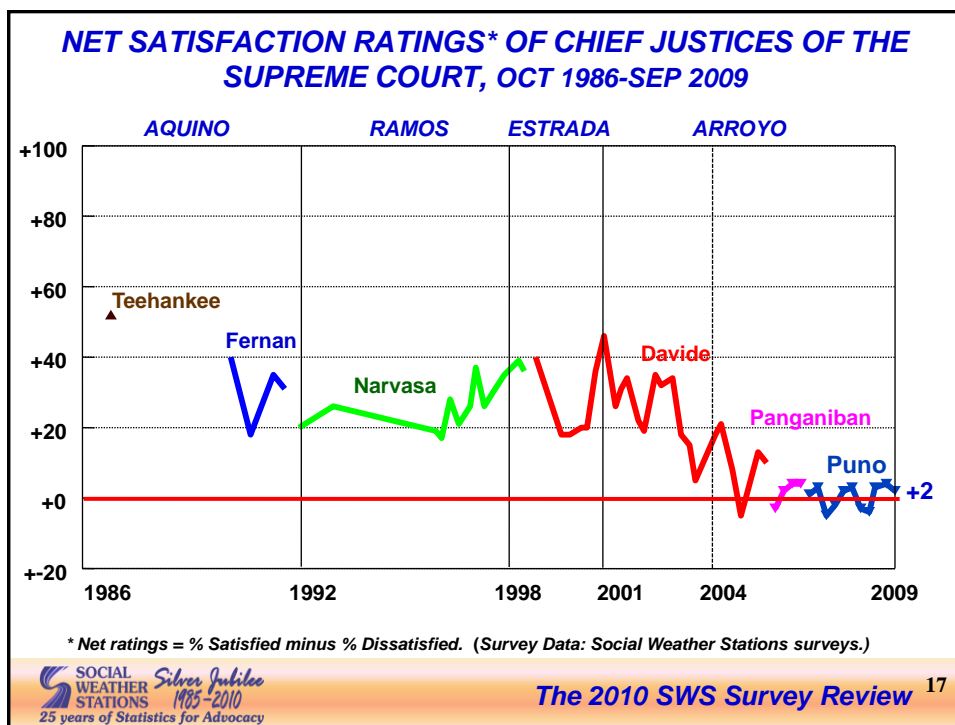
SOCIAL WEATHER STATIONS  
25 years of Statistics for Advocacy  
Silver Jubilee 1985-2010

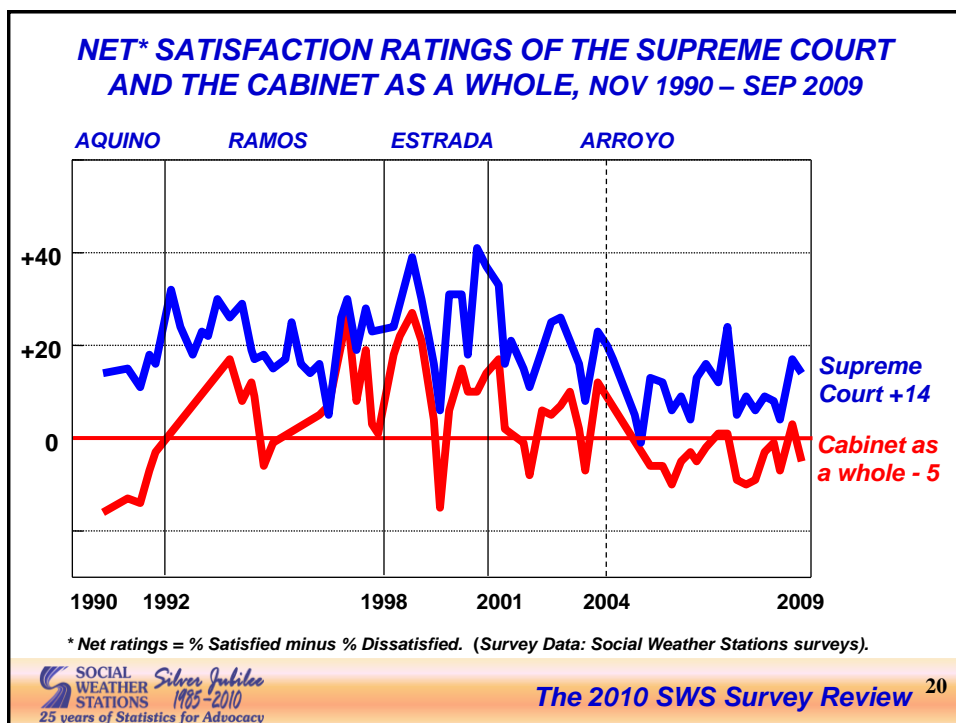
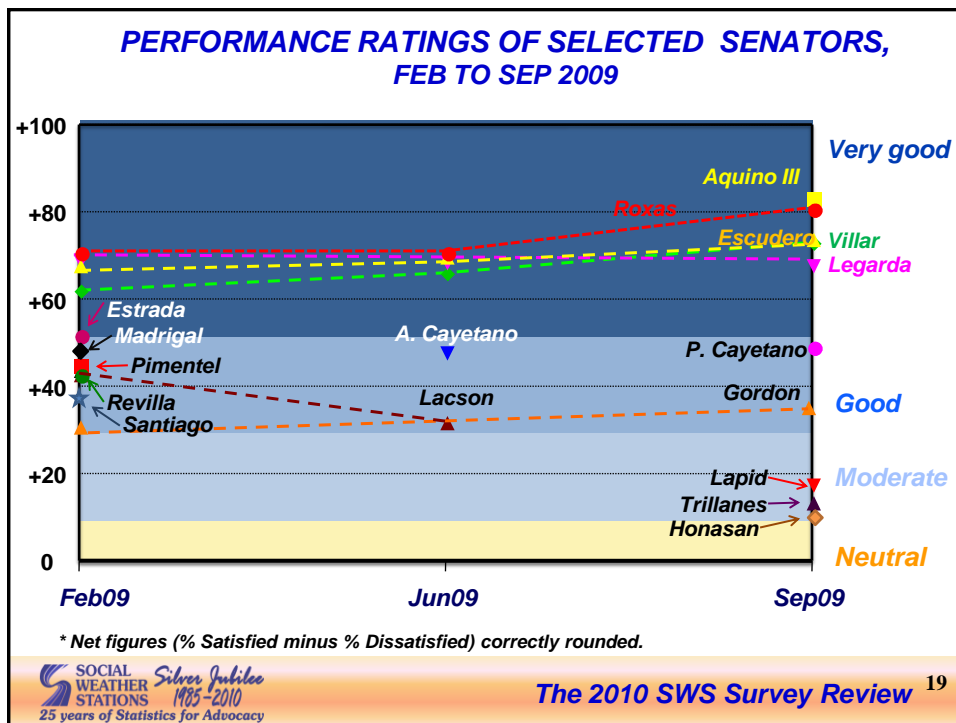
The 2010 SWS Survey Review 12

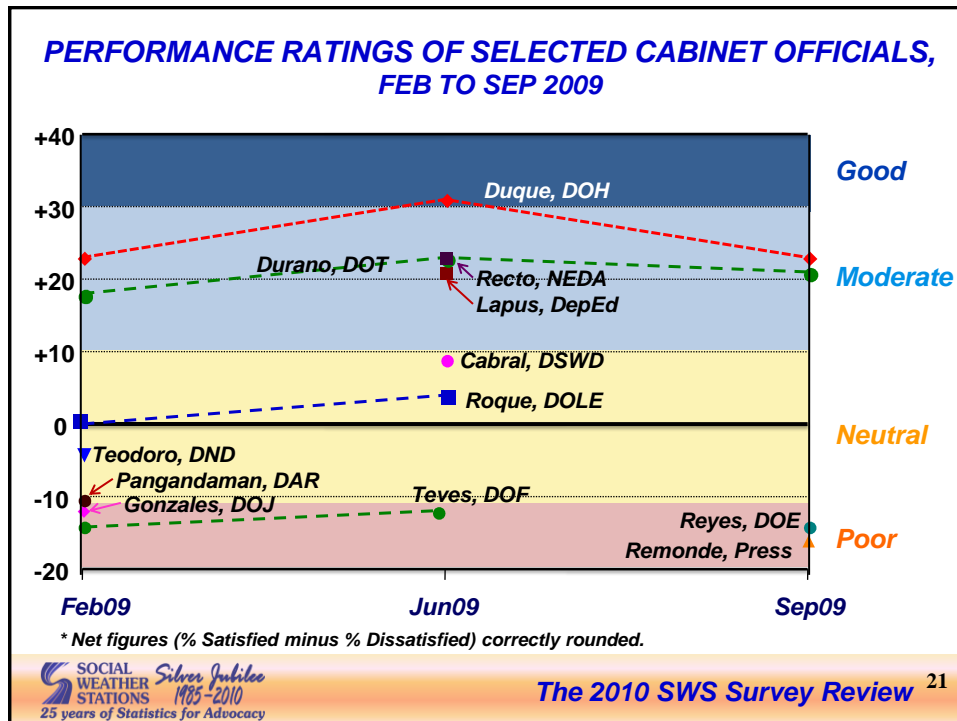




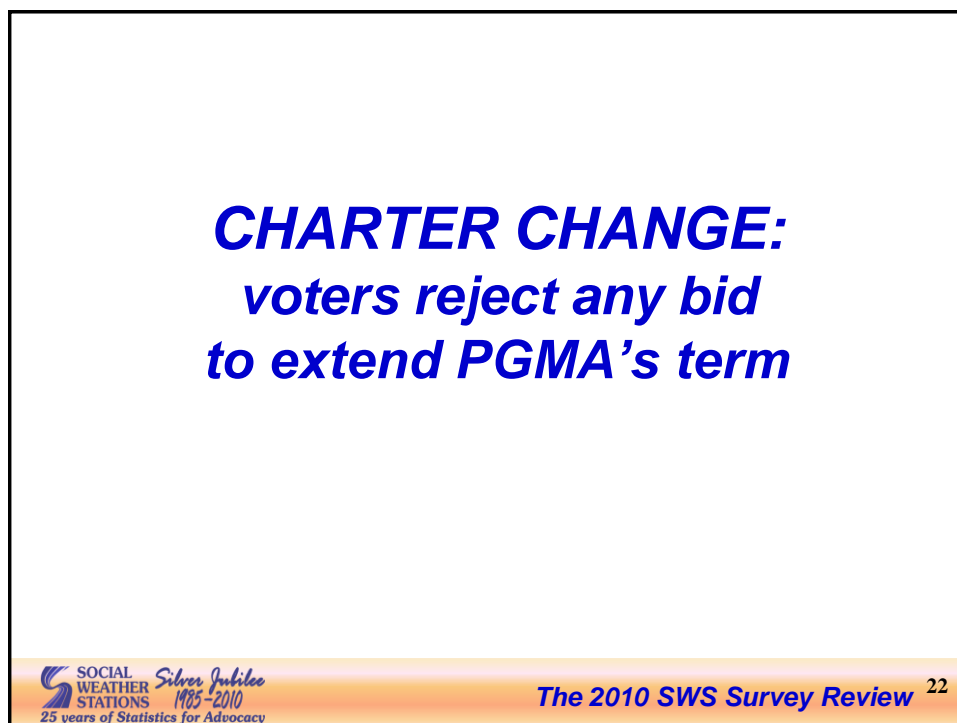








**CHARTER CHANGE:  
voters reject any bid  
to extend PGMA's term**





TODAY'S ISSUE:  
6 SECTIONS  
46 PAGES

S1/1-12

BusinessWorld

FRI-SAT., JULY 17-18, 2009

1987

A NEWSPAPER IS A PUBLIC TRUST

In this issue:  
• Imminent liberalization of online domains will transform the way we use the web - but is exposing tensions.  
• The Ultimate Fighting Championship is brutal, bloody and fast-growing.  
• What is the most influential piece of personal technology of the past two years? (3/7-2)

## More Pinoys reject 'cha-cha'

### Majority believe Arroyo behind moves to amend constitution

OPPOSITION TO CHARTER CHANGE has increased among Filipinos, most of whom also believe President Gloria Macapagal-Arroyo is the primary architect of the controversial proposal, a new Social Weather Stations (SWS) survey showed.

Results of the second-quarter survey, made exclusive to *BusinessWorld*, showed three-fourths (70%) of adult Filipinos as rejecting proposals to revise the 1987 Constitution if it means Mrs. Arroyo staying in office beyond June 30, 2010.

The figure is higher than the 66% recorded in February this year and the 64% in October 2008.

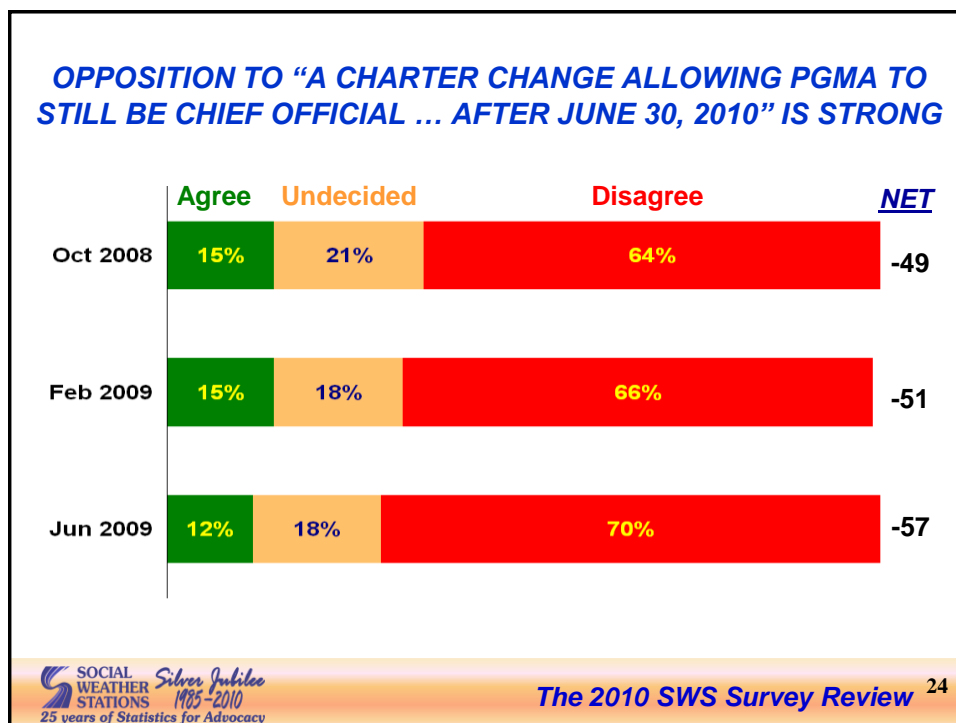
Survey results also showed that 55% of the respondents believe Mrs. Arroyo was behind fresh moves to amend the constitution in an effort to remain in power.

A political analyst traced the rising opposition to voters being more "intelligent," adding people no longer believe Malacañang's repeated claims the president will step down next year.

A Palace official, however, stressed those alleging that Mrs. Arroyo was working to hold on to

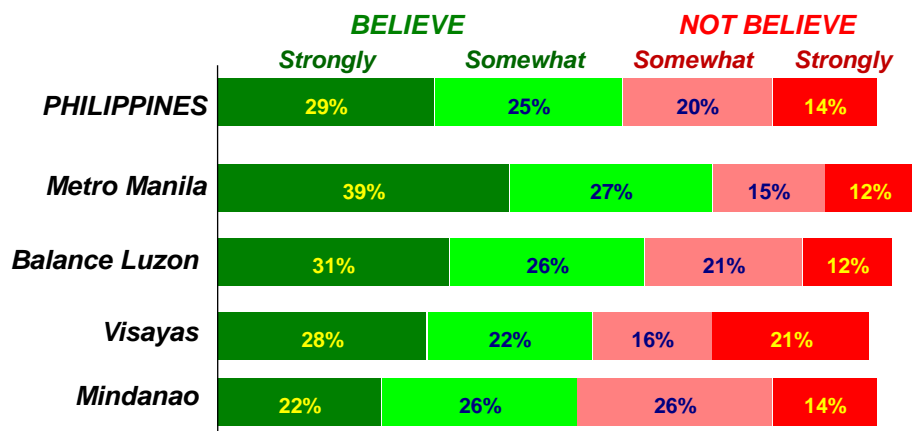


25 years of statistics for advocacy





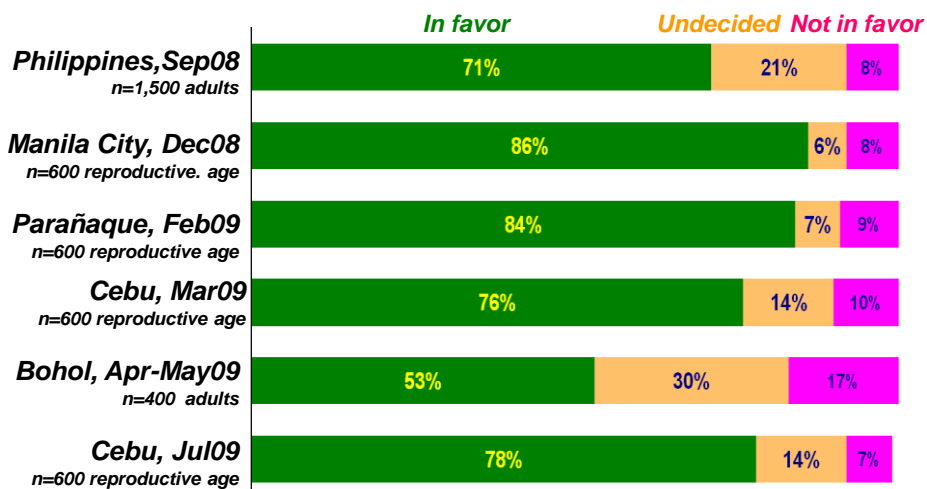
**“DO YOU BELIEVE PGMA IS BEHIND THE EFFORT TO AMEND THE CONSTITUTION IN ORDER TO EXTEND HER TERM?” JUNE 2009**



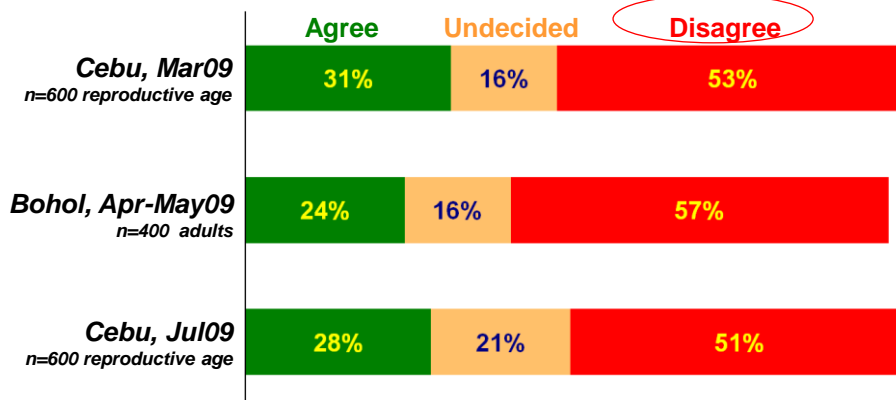
**THE REPRODUCTIVE  
HEALTH BILL:**  
*most are in favor, and  
don't regard artificial family  
planning methods as abortion*



## BIG MAJORITIES SUPPORT THE REPRODUCTIVE HEALTH BILL

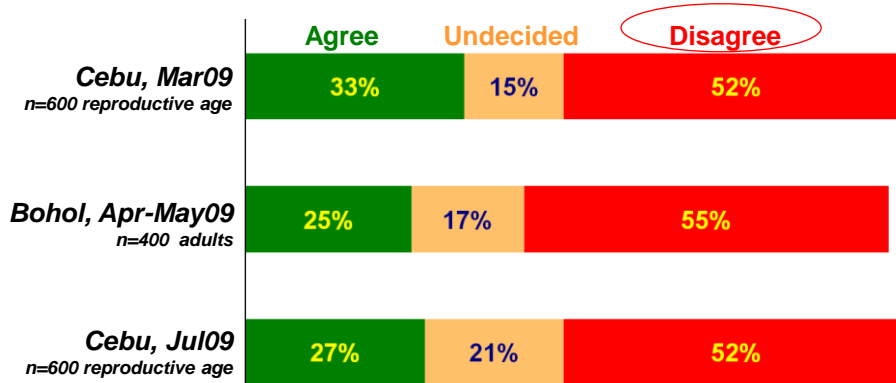


## "THE USE OF CONDOMS CAN ALSO BE CONSIDERED AS ABORTION," Cebu and Bohol, 2009

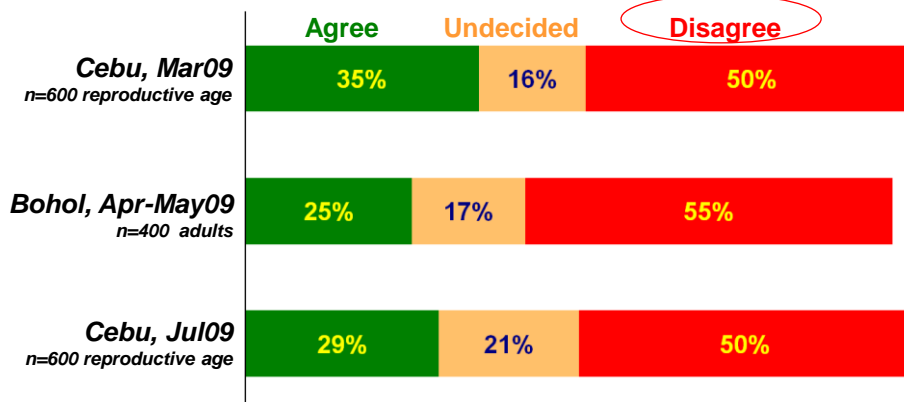




***“THE USE OF IUDS CAN ALSO BE CONSIDERED AS  
ABORTION,” Cebu and Bohol, 2009***



***“THE USE OF PILLS CAN ALSO BE CONSIDERED AS  
ABORTION,” Cebu and Bohol, 2009***





## CORY AQUINO: ICON OF DEMOCRACY

SATURDAY, AUGUST 8, 2009

PHILIPPINE DAILY INQUIRER

### OPINION

## A Cory legacy: opinion polls

BY RESTORING DEMOCRACY, AND PROTECTING it against serious authoritarian threats and tendencies, during and after her term of office, Corason Aquino restored, and then maintained, the Filipinos' freedom of expression. In jurisprudence, this freedom is a preferred right, legally prior to other rights.

This is not only the freedom to speak to the

### SOCIAL CLIMATE



*Mahar Mangahas*

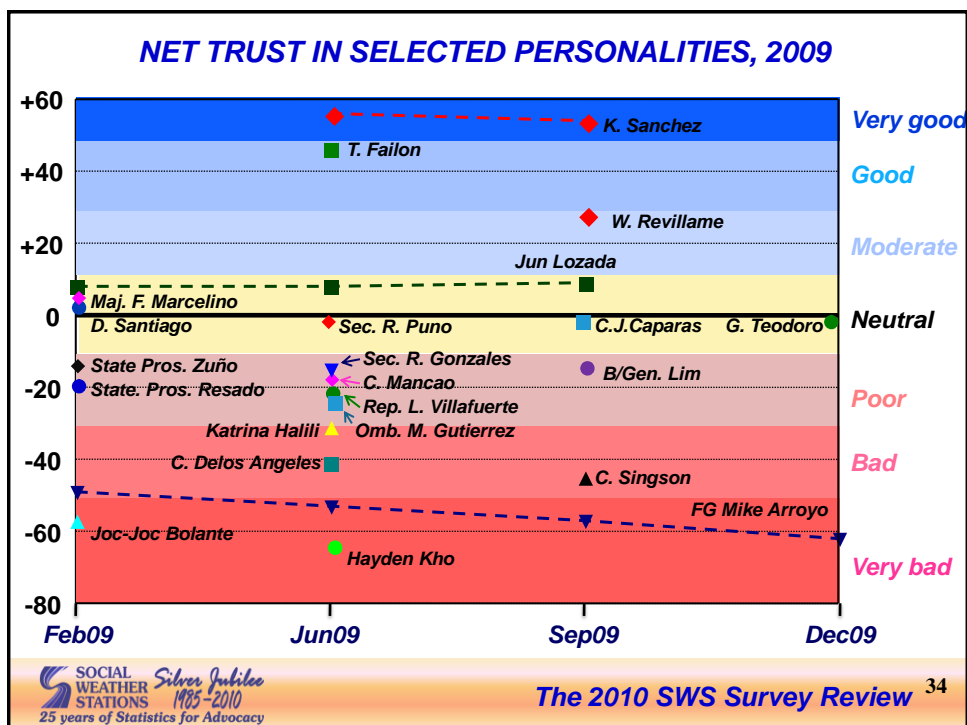
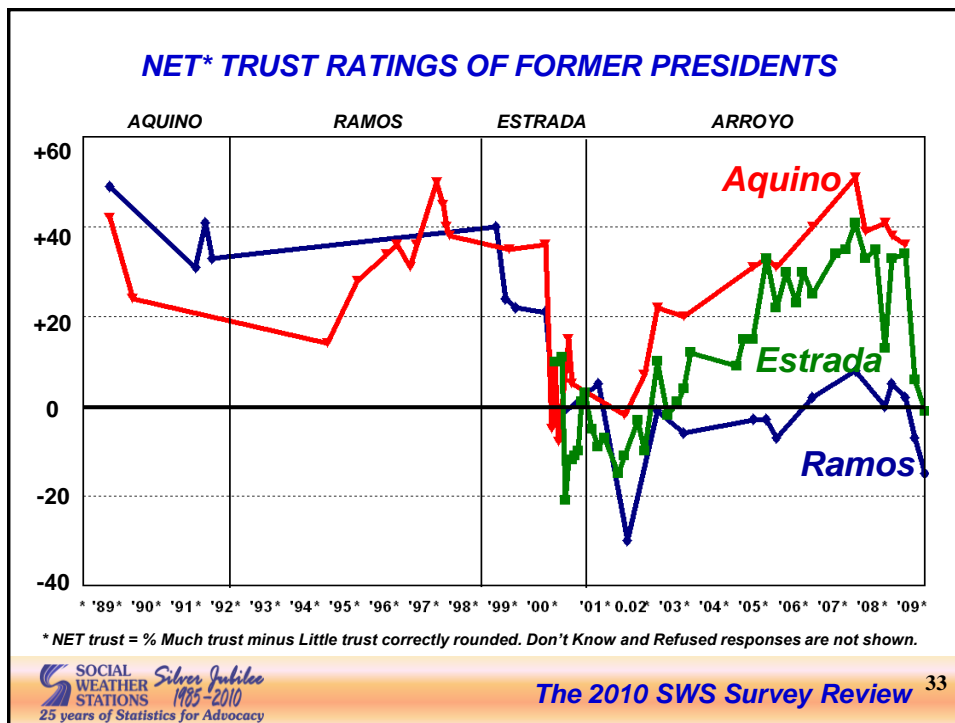
coup attempt only made the people rally behind her, she simply said, "Really? I thought they didn't like me anymore."

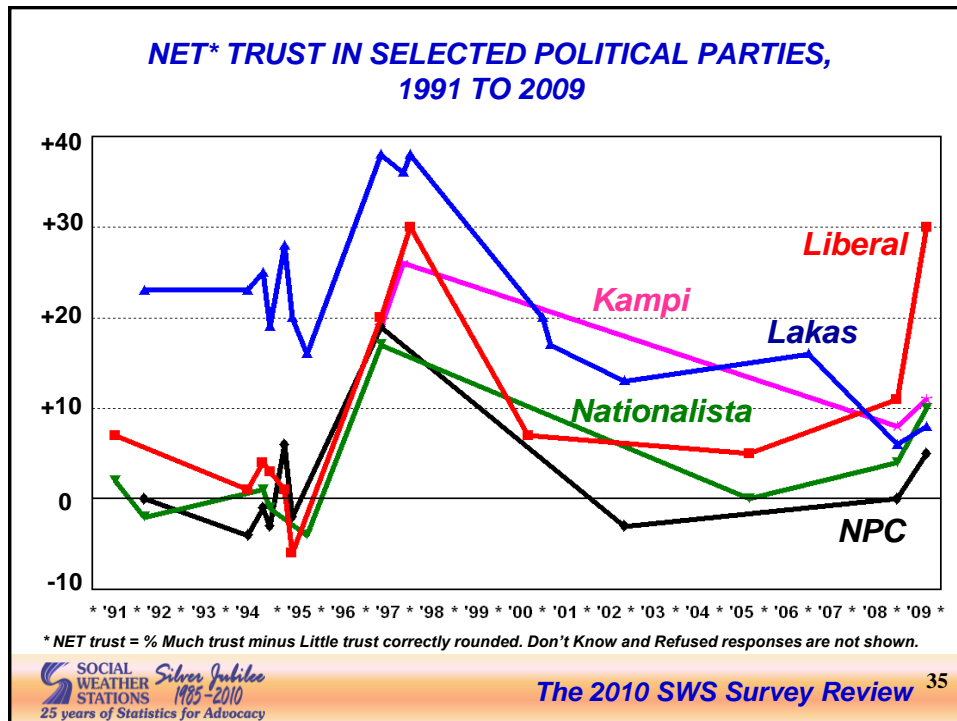
Open opinion polling becomes viable when democracy prevails. Since 1986, Filipinos have been able to take for granted that their voices will be expressed in open opinion polls. This would not have happened, were it not for Corason

**"SWS will forever honor the memory of Cory Aquino by remaining committed to our common democratic ideals, consistently applying best practices in its opinion research, and courageously reporting the truth."**

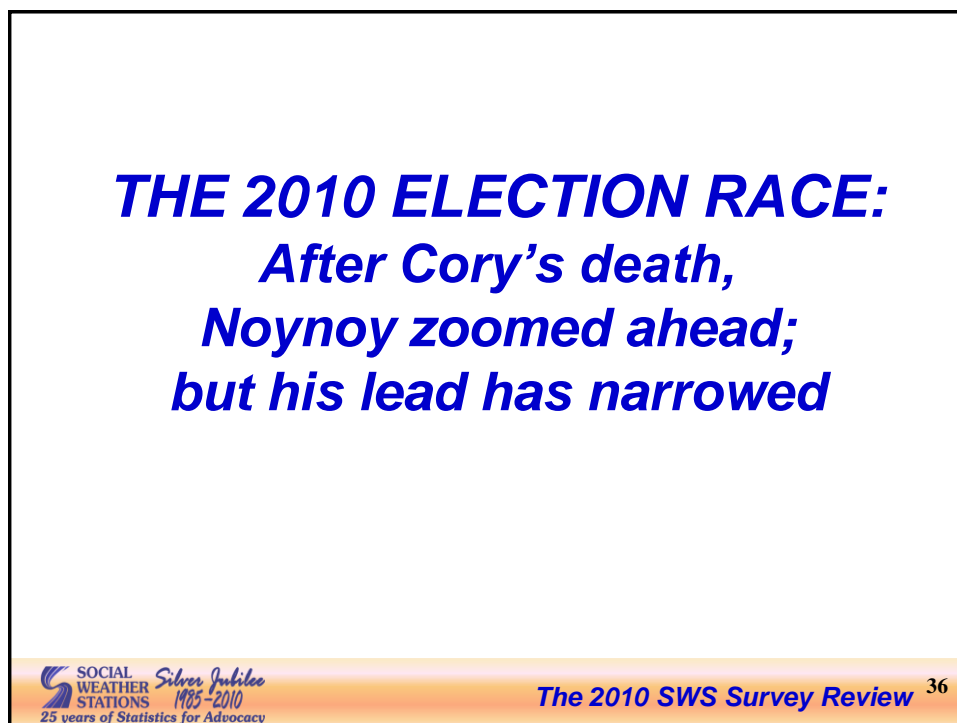
**- Letter of Condolences to Senator Benigno Aquino III from the SWS Board of Directors**







**THE 2010 ELECTION RACE:  
After Cory's death,  
Noynoy zoomed ahead;  
but his lead has narrowed**





TODAY'S ISSUE: 3 SECTIONS 24 PAGES  
1-12  
BusinessWorld  
A NEWSPAPER IS A PUBLIC TRUST  
P25, 11/17/2009  
WEDNESDAY, OCTOBER 14, 2009  
11/17  
NEWS ONLINE  
www.bworldonline.com

## Opposition figures preferred as Arroyo successors – survey

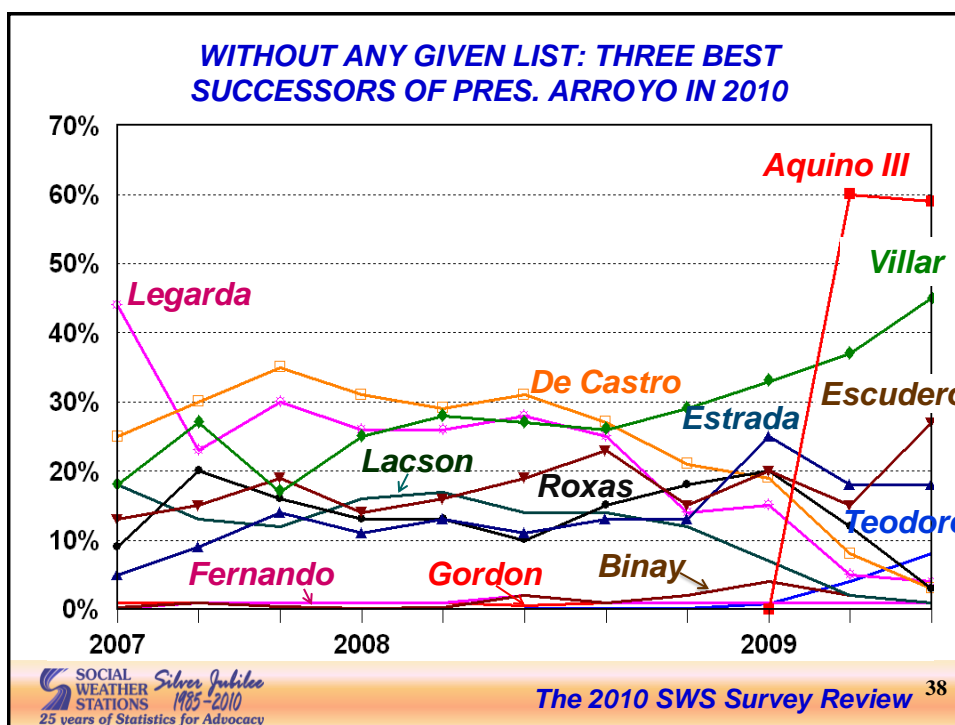
TWO OPPOSITION leaders bested 11 others as the “best leaders to succeed PGMA [President Gloria M. Arroyo] in 2010,” findings of a third-quarter Social Weather Stations (SWS) survey showed.

three points from the 33% he got in the June survey.

Incumbent President Gloria M. Arroyo was the least preferred at 0.5%, down from 1%.

Messrs. Aquino and Villar were followed by former Pres.

25 years of Statistics for Advocacy






S5 /1-4

# The BusinessWorld and Social Weather Stations Pre-election Survey

MONDAY, SEPTEMBER 22, 2009



## An indication of where voter sentiments are leaning

THIS 2010 ELECTIONS have been called critical, what with the fact that it will be the first fully automated exercise in the Philippines' history and concerns that it will be staged amid an environment of mounting uncertainty and instability.

Some ambiguity can even be traced to the aspirations themselves, who — after a protracted period of hiring and leasing — finally formalized their intent to run for office given a Dec. 1 Commission on Elections deadline.

While the full lists still have to be finalized by the poll body, BusinessWorld, in partnership with the Social Weather Stations, sought to shed some light on the national status of three races that for President, Vice-President and Senator.

Questions were commissioned in the independent research institutions fourth-quarter Social Weather Survey and the results are the first indication, post certificate of candidacy filing, of where voter sentiments are leaning.

Some findings support prior surveys: Sen. Benigno "Noy" C. Aquino II is still ahead of the pack, albeit with numbers that are apparently lower than when his mother's death propelled him into throwing his hat into the ring.

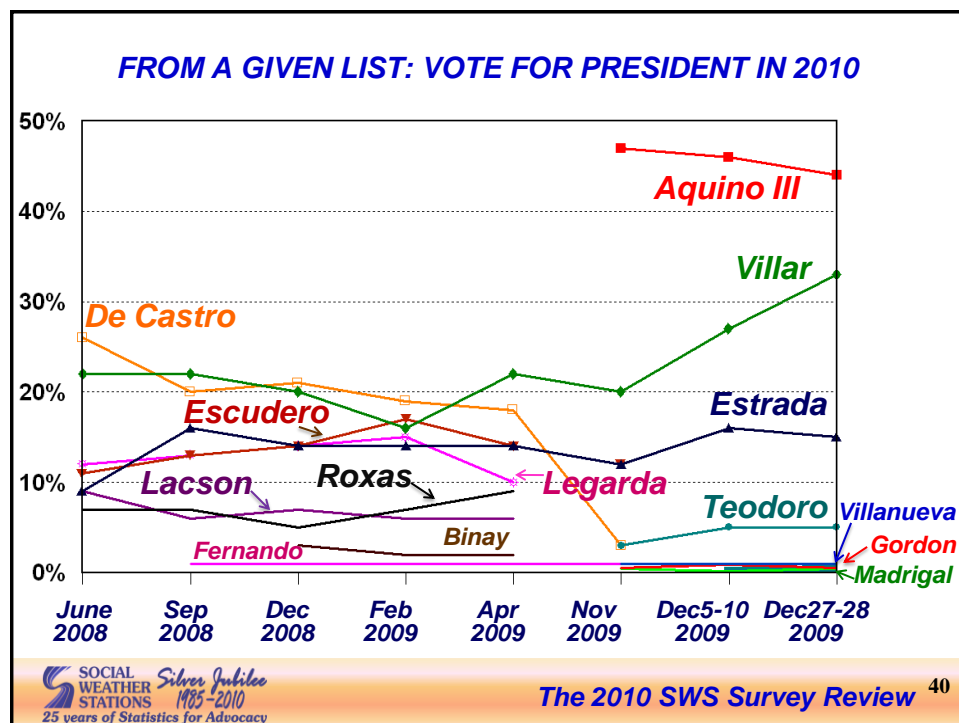
Nineteen points separate the legislator from Sen. Manuel "Manny" B. Villar while the administration bet, former Defense Secretary Gilberto "Gibo" C. Teodoro, Jr., is a distant fourth, well behind third-placed Joseph "Erap" M. Ejercito Estrada, the former president.

Meanwhile Mr. Aquino's running mate, Sen. Manuel "Mar" A. Roxas (who dropped his longstanding bid for the presidency), enjoys the advantage in the race for the second-highest elective post in the land, albeit with a much smaller lead over Mr. Villar's partner, Sen. Loren B. Legarda.

Finally, two administration allies and reelectionists — Miriam Defensor-Santiago and Ramon "Bong" Revilla Jr. — lead the quest to get into the top 12 in the senatorial derby.

**SOCIAL WEATHER STATIONS** Silver Jubilee 1985-2010 25 years of Statistics for Advocacy

**The 2010 SWS Survey Review** 39



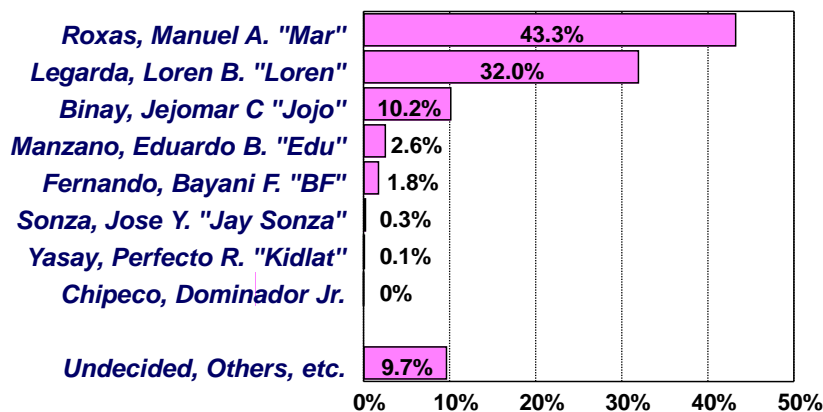


### PRESIDENTIAL PREFERENCE FOR THE 2010 ELECTIONS, PHILIPPINES

	<u>Dec 5-10, 2009</u>	<u>Dec 27-28, 2009</u>
Aquino, Benigno Simeon III C. "Noynoy"	46%	44%
Villar, Manuel Jr. B. "Manny"	27	33
Estrada Ejercito, Joseph M. "Erap"	16	15
Teodoro, Gilberto Jr. C. "Gibo"	5	5
Villanueva, Eduardo C. "Bro. Eddie"	1	1
Gordon, Richard J. "Dick"	0.9	0.5
Madrigal, Jamby A. S. "Jamby"	0.2	0.4
De Los Reyes, John Carlos G. "JC"	0.1	0.4
Lozano, Oliver O. "Oli"	0.1	not listed
Crespo, Mario B. "MJ"	0.1	not listed
Perlas, Jesus Nicanor P. "Nick"	0.03	not listed
<b>Undecided+</b>	<b>4</b>	<b>1</b>

Q. Sa mga sumusunod na pangalan sa listahang ito, sino po ang malamang ninyong iboboto bilang **PRESIDENTE** ng Pilipinas, kung ang eleksyon ay gaganapin ngayon?

### VOTING PREFERENCES FOR VICE-PRESIDENT, PHILIPPINES, 5-10 DECEMBER 2009



Q. Sa mga sumusunod na pangalan sa listahang ito, sino po ang malamang ninyong iboboto bilang **BISE-PRESIDENTE** ng Pilipinas, kung ang eleksyon ay gaganapin ngayon? (SHOW LIST)



**VOTING PREFERENCES FOR SENATOR,  
PHILIPPINES, 5-10 DECEMBER 2009** (page 1 of 4)

	<u>Party</u>	<u>Rank</u>	<u>%</u>
DEFENSOR SANTIAGO, MIRIAM	People's Reform Party	1	55
BONG REVILLA, RAMON, JR.	Lakas-Kampi-CMD	2	54
ESTRADA, JINGGOY	Pwersa ng Masang Pilipino	3	53
CAYETANO, PILAR JULIANA	Nacionalista Party	4	48
DRILON, FRANKLIN	Liberal Party	5	47
RECTO, RALPH	Liberal Party	6	44
SOTTO, VICENTE III	Nationalist People's Coalition	7	40
ENRILE, JUAN PONCE	Pwersa ng Masang Pilipino	8	37
MARCOS, FERDINAND JR.	Kilusang Bagong Lipunan	9	32
OSMEÑA, SERGIO III	Independent	10	31
GUINGONA, TEOFISTO III	Liberal Party	11	24
LAPID, MANUEL	Lakas-Kampi-CMD	12	23
DE VENECIA, JOSE III	Pwersa ng Masang Pilipino	13	21
BIAZON, ROZZANO RUFINO	Liberal Party	14	20
ROCO, SONIA	Liberal Party	15	18
PIMENTEL, GWENDOLYN	PDP-Laban	16	17

**VOTING PREFERENCES FOR SENATOR,  
PHILIPPINES, 5-10 DECEMBER 2009** (page 2 of 4)

	<u>Party</u>	<u>Rank</u>	<u>%</u>
LOZADA, JOSE APOLINARIO JR.	Pwersa ng Masang Pilipino	17-18	16
TATAD, FRANCISCO	Grand Alliance for Democracy	17-18	16
LACSON, ALEXANDER	Liberal Party	19	15
REMULLA, GILBERT CESAR	Nacionalista Party	20	10
MITRA, RAMON	Nacionalista Party	21-22	9
LIM, DANILO	Independent	21-22	9
TAMANO, ADEL	Nacionalista Party	23	8
OCAMPO, SATURNINO	Bayan Muna	24-27	7
BARAQUEL, ANA THERESIA	Liberal Party	24-27	7
OSMEÑA, EMILIO MARIO	(No CONA attached)	24-27	7
LANGIT, REY	Lakas-Kampi-CMD	24-27	7
QUERUBIN, ARIEL	Nacionalista Party	28	6
PAPIN, IMELDA	Kilusang Bagong Lipunan	29-30	5
ACOSTA, NEREUS JR.	Liberal Party	29-30	5
MAZA, LIZA	Independent	31-35	4
RECTO, RICHARD	Independent	31-35	4
ALONTO, ZAFRULLAH	Bangon Pilipinas Party	31-35	4



**VOTING PREFERENCES FOR SENATOR,  
PHILIPPINES, 5-10 DECEMBER 2009** (page 3 of 4)

	<u>Party</u>	<u>Rank</u>	<u>%</u>
OPLE, SUSAN	Nacionalista Party	31-35	4
ALBANI, SHARIFF IBRAHIM	Kilusang Bagong Lipunan	31-35	4
CALDERON, AMADO	Lapiang Manggagawa	36-40	3
BELLO, SILVESTRE III	Lakas-Kampi-CMD	36-40	3
BAUTISTA, MARTIN	Liberal Party	36-40	3
CASTELO, ANTHONY	Independent	36-40	3
BAUTISTA, J.V. LARION	Pwersa ng Masang Pilipino	36-40	3
VILLANUEVA, HECTOR	Kilusang Bagong Lipunan	41-50	2
LAO, YASMIN	Liberal Party	41-50	2
TAMAYO, REGINALD	Ang Kapatiran	41-50	2
MAGANTO, ROMEO	Independent	41-50	2
CABRERA, RODRIGO	Lapiang Manggagawa	41-50	2
DAVID, RIZALITO	Ang Kapatiran	41-50	2
PAREDES, ZOSIMO JESUS II	Ang Kapatiran	41-50	2
PALPARAN, JOVITO JR.	Independent	41-50	2
OCAMPO, RAMONCITO	Bangon Pilipinas Party	41-50	2
SISON, ADRIAN	Ang Kapatiran	41-50	2

**VOTING PREFERENCES FOR SENATOR,  
PHILIPPINES, 5-10 DECEMBER 2009** (page 4 of 4)

	<u>Party</u>	<u>Rank</u>	<u>%</u>
PLAZA, RODOLFO RODRIGO	Nationalist People's Coalition	51-61	1
GUICO, RAMON, JR.	Lakas-Kampi-CMD Party	51-61	1
TINSAY, ALEXANDER	Bangon Pilipinas Party	51-61	1
LAMBINO, RAUL	Lakas-Kampi-CMD	51-61	1
INOCENCIO, MA. KATHERINE	Bangon Pilipinas Party	51-61	1
MAAMBONG, REGALADO	Kilusang Bagong Lipunan	51-61	1
IMBONG, JO AUREA	Ang Kapatiran	51-61	1
CAUNAN, HENRY	PDP-Laban	51-61	1
REMOTO, DANTON	Independent	51-61	1
TARRAZONA, HECTOR	Ang Kapatiran	51-61	1
PRINCESA, REYNALDO	Bangon Pilipinas Party	51-61	1
MILLORA, MA. JUDEA	Kilusang Bagong Lipunan	62	0.4
VALDEHUESA, MANUEL JR.	Ang Kapatiran	63	0.3
RIÑOZA-PLAZO, MARIA GRACIA	Ang Kapatiran	64-66	0.2
VIRGINES, ISRAEL	Bangon Pilipinas Party	64-66	0.2
LOOD, ALMA	Kilusang Bagong Lipunan	64-66	0.2
Undecided, Others, etc.		4	

Q. Kung ang eleksyon ay gaganapin ngayon, sino ang pinakamalamang ninyong iboboto bilang mga Senador ng Pilipinas? Narito po ang listahan ng mga pangalan ng mga kandidato. Maaari po kayong pumili ng hanggang 12 pangalan. (SHOW LIST)





## **PREPARING FOR AUTOMATED ELECTIONS: *it's important; but many are worried***

 **SOCIAL  
WEATHER  
STATIONS** *Silver Jubilee  
1985-2010*  
25 years of Statistics for Advocacy

**The 2010 SWS Survey Review** 47

TODAY'S ISSUE:  
4 SECTIONS  
38 PAGES



## **BusinessWorld**

THURSDAY, JANUARY 14, 2010

■ A NEWSPAPER IS A PUBLIC TRUST ■

MANILA, PHILIPPINES  
Published in Manila  
Subscription Office  
(02) 475-0001 or  
(02) 475-0002

### **Marked election unease among Filipinos – SWS**

FILIPINOS ARE ANXIOUS over the upcoming national elections, a Social Weather Stations (SWS) survey found, with many doubting the robustness of the automated counting machines that will be used for the first time and even more agreeing that a failed exercise could lead to a fresh people power revolution.

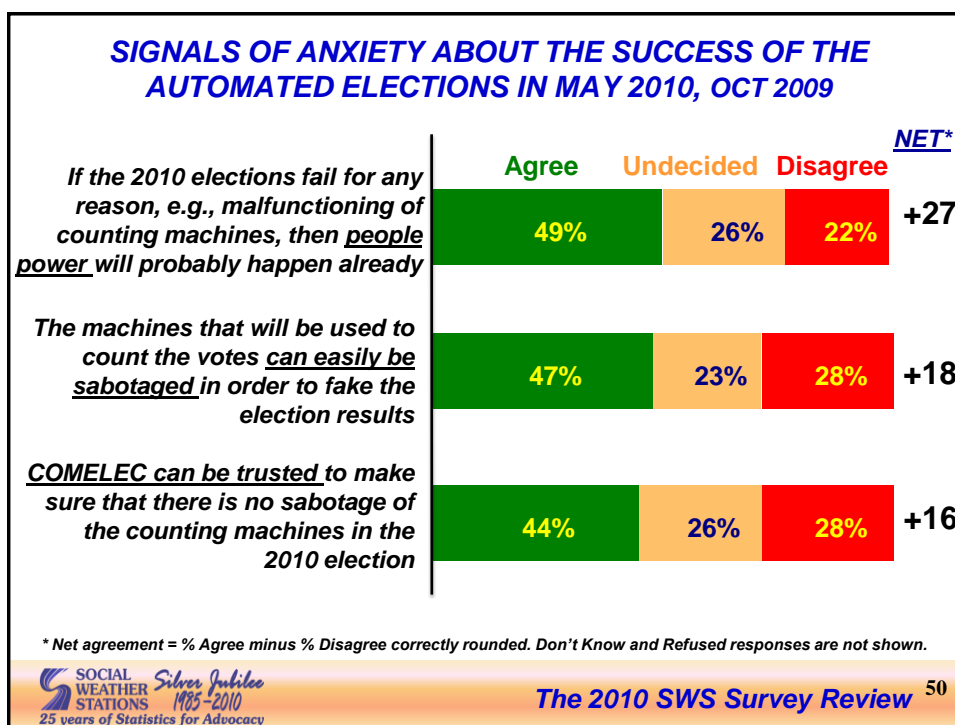
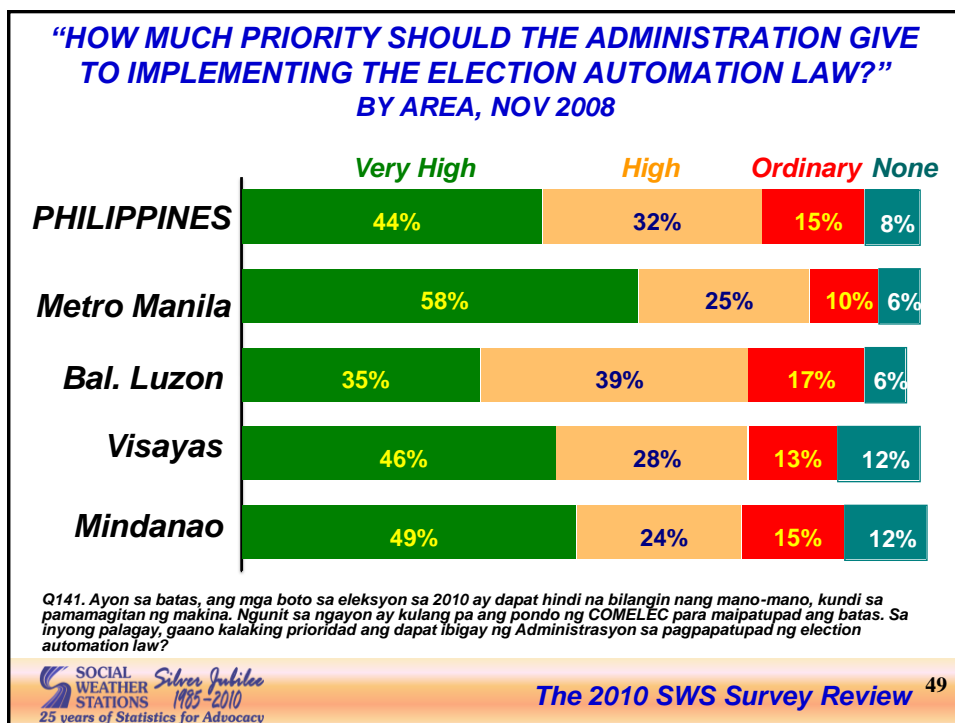
A statement was not immediately available from the poll body.

In an Oct. 24-27, 2009 national survey, the independent survey research institution tested the statement: "If the 2010 elections fail for any reason, e.g., malfunctioning of counting machines, then people power will probably happen

 **SOCIAL  
WEATHER  
STATIONS** *Silver Jubilee  
1985-2010*  
25 years of Statistics for Advocacy

**The 2010 SWS Survey Review** 48





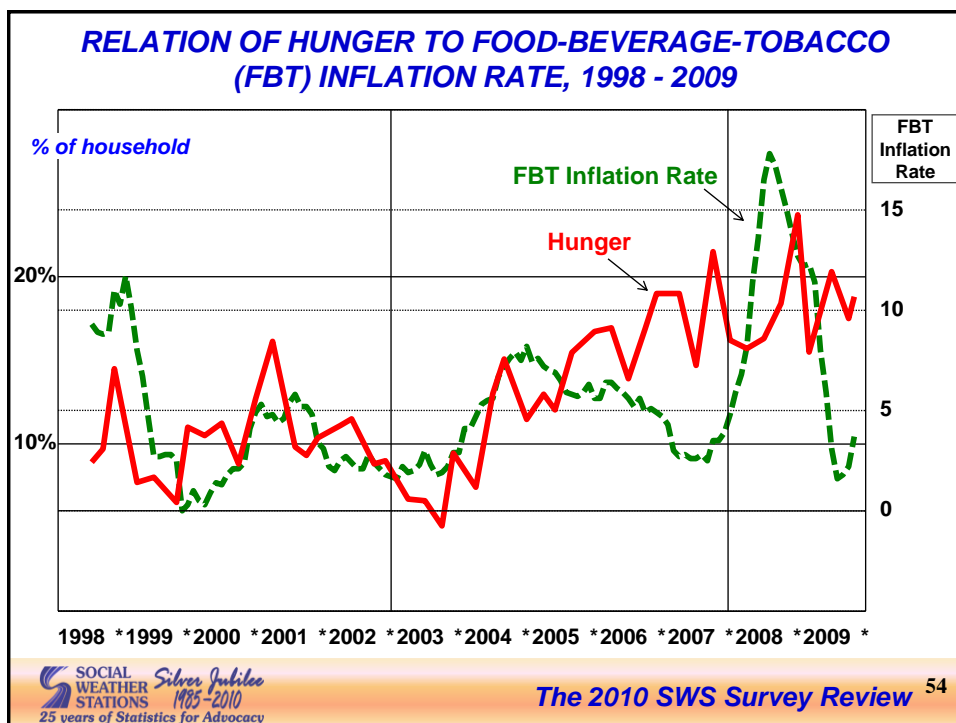
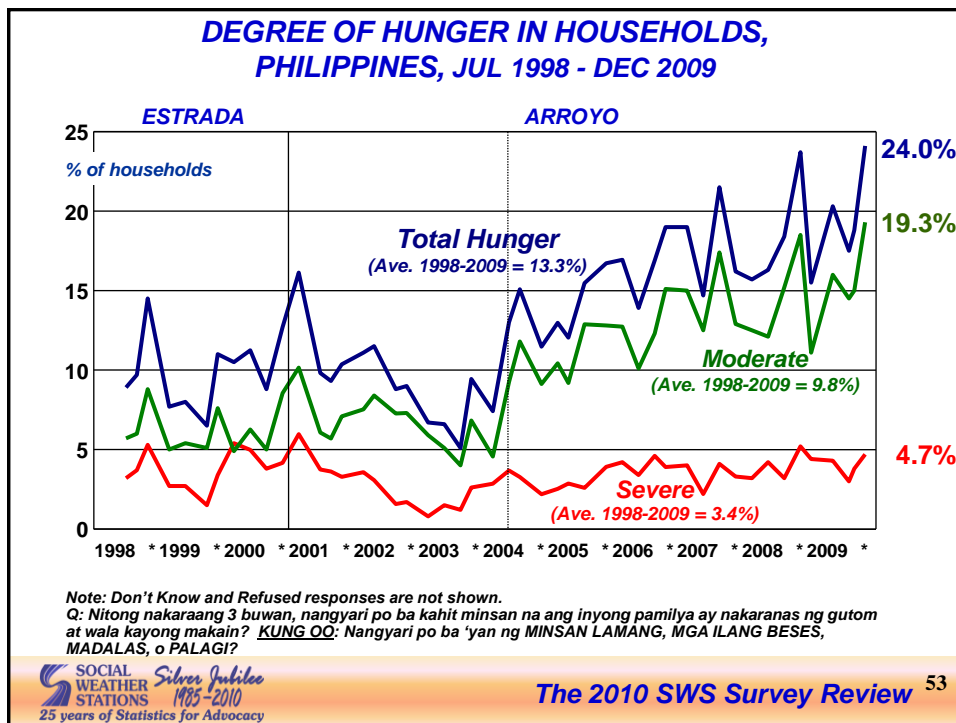


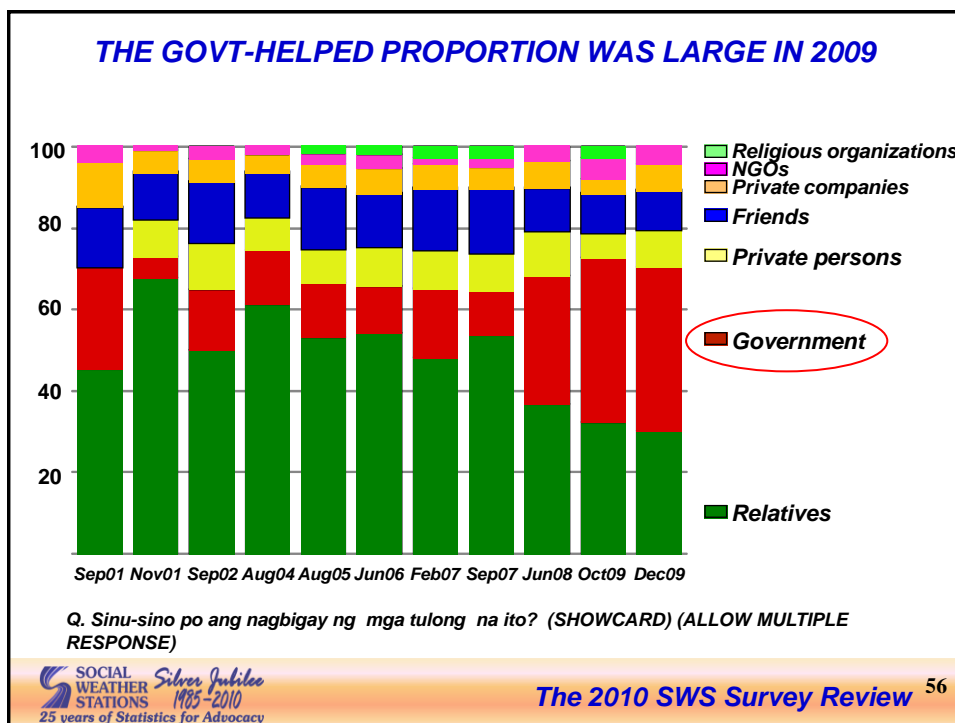
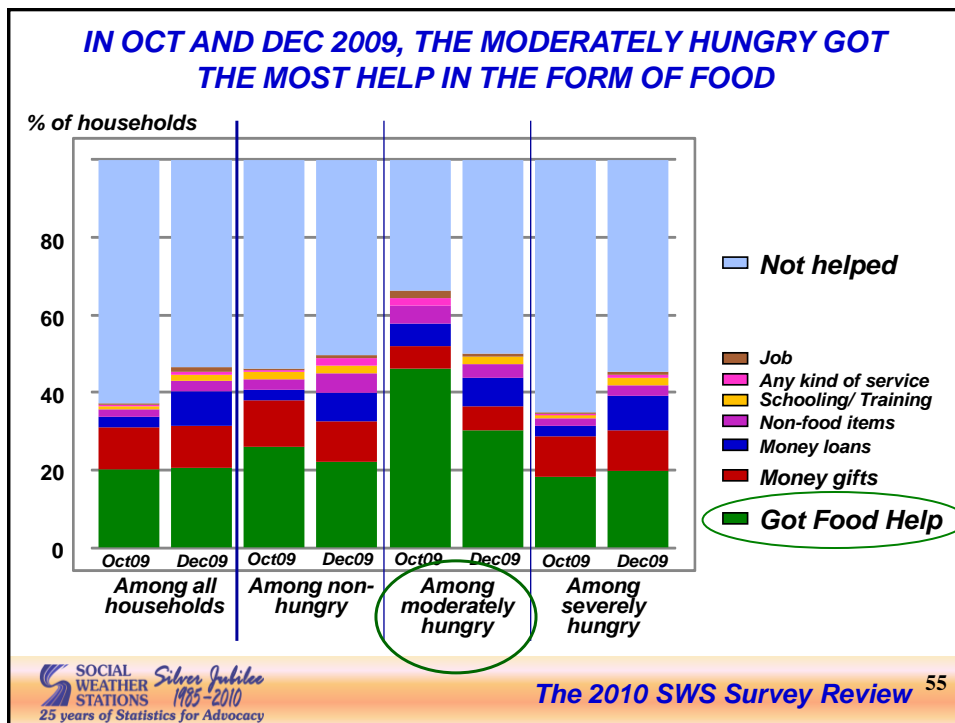
## ***ECONOMIC DEPRIVATION: hunger is record-high; inflation is the main culprit***

**SOCIAL WEATHER STATIONS** *Silver Jubilee 1985-2010*  
25 years of Statistics for Advocacy

**The 2010 SWS Survey Review** 51









TODAY'S ISSUE:  
4 SECTIONS  
28 PAGES

S1/1-12

**BusinessWorld**

MONDAY, NOVEMBER 30, 2009

A NEWSPAPER IS A PUBLIC TRUST

P25, METRO MANILA, PHILIPPINES

NEWS ONLINE  
www.bworldonline.com

## Most families still feel poor

51%, or 9.4 million households, consider themselves *mahirap*

THE NUMBER OF FAMILIES who consider themselves poor or "*mahirap*" remains in the majority despite declining slightly in the wake of recent typhoons, a special Social Weather Stations (SWS) survey showed.

Palace officials admitted the drop was negligible, and said measures aimed at a long-term reduction of poverty are being pursued.

The results of the survey, made exclusive to *BusinessWorld*, showed that 51% or 9.4 million families nationwide considered themselves as poor as of October, slightly lower than the 53% or 9.7 million in September.

The special poll, conducted from Oct. 24-27, was carried out to assess the effects of storms Ondoy (international name: Ketsana) and Pepeng (Parna) which hit late September and early October, causing over P38 billion in damage and almost a thousand deaths.

The latest SWS survey also showed that 40% or 7.4 million families considered themselves food-poor, slightly down from September's 41% or 7.5 million families.

The SWS attributed the overall self-rated poverty improvement – which was within the error margins used – to a three-point decline in Mindanao (54% from 57%) as well as a two-point drop in the Balance of Luzon (49% from 51%).

Self-rated poverty likewise dropped to 40% from 41% in Metro Manila while it remained at 60% in the Visayas.

It went up eight points in rural areas to 57% from 59%, which the SWS attributed to the impact of the typhoons, but was offset by a five-point decline in urban areas to 41% from 46%.

Page 57/3

### SELF-RATED POVERTY: PHILIPPINE HOUSEHOLDS WHO ARE "MAHIRAP" APRIL 1983 TO OCTOBER 2009

% of households

Self-Rated Poverty

Official (NSCB) Poverty Incidence \*

Self-Rated Poverty Question: Where would you place your family in this card? (Not poor, On the line, Poor)

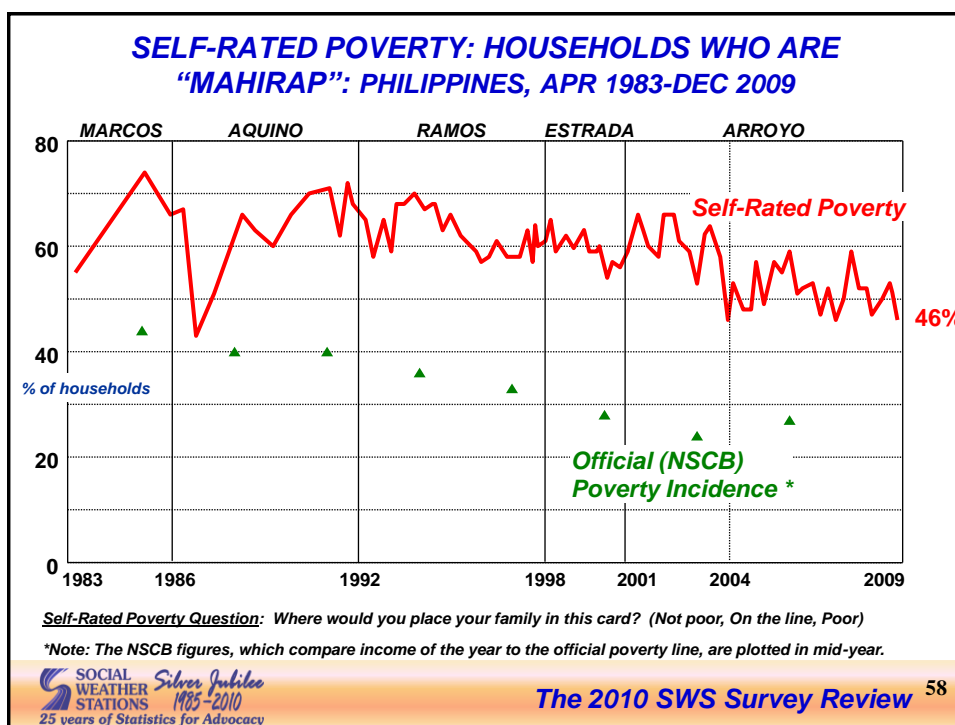
\*Note: The NSCB figures, which compare income of the year to the official poverty line, are plotted in June of the year.

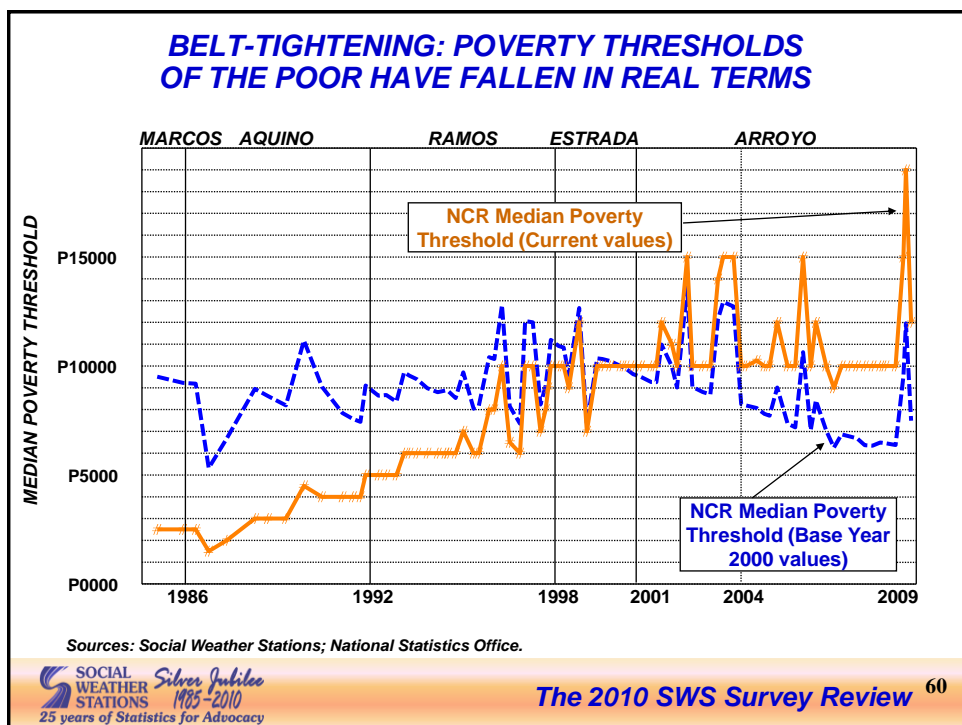
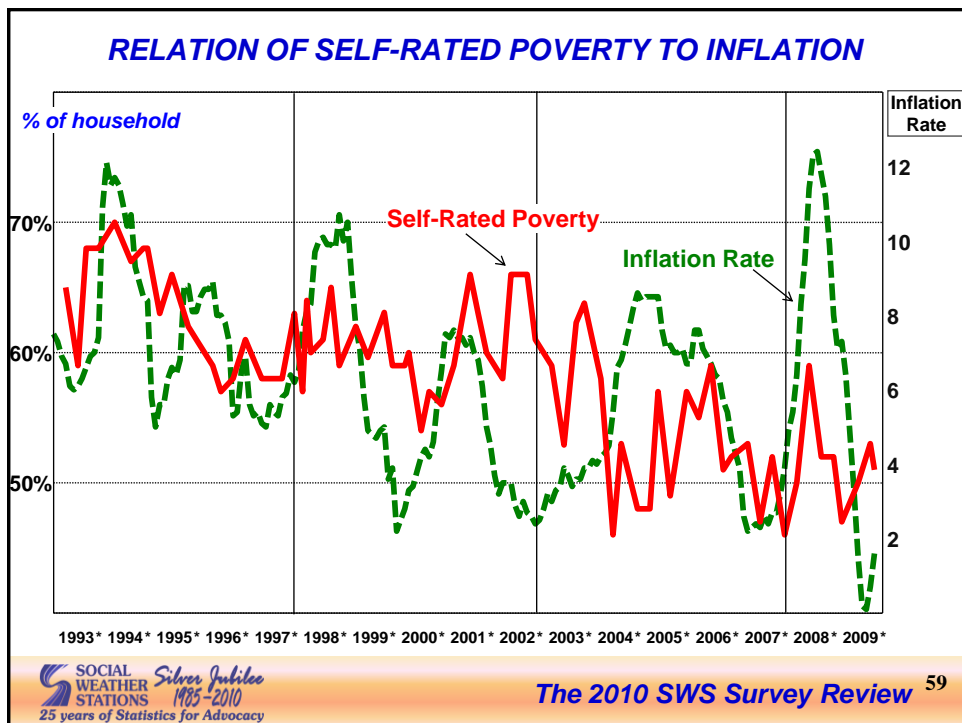
SWS October 2009 National Survey  
October 24-27, 2009 National Survey

SOCIAL WEATHER STATIONS  
25 years of Statistics for Advocacy

Silver Jubilee 1985-2010

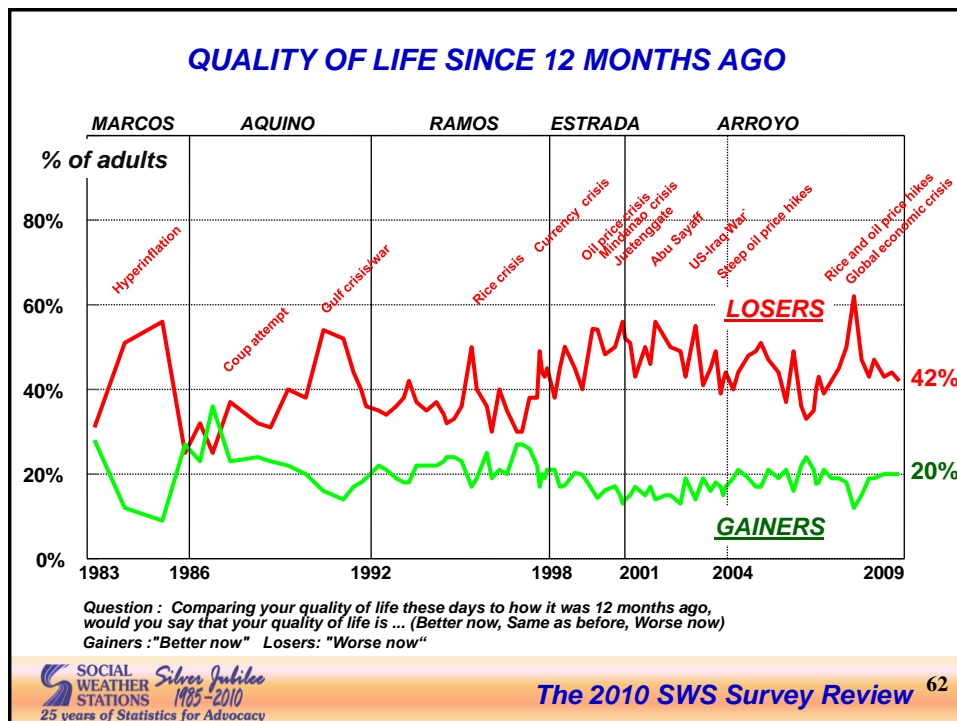
### The 2010 SWS Survey Review 57







## TRENDS IN THE QUALITY OF LIFE: the losers-gainers gap is still wide; but the optimism- pessimism spread is opening up







TODAY'S ISSUE:  
6 SECTIONS  
36 PAGES

ST 1-12

# BusinessWorld

MONDAY, AUGUST 24, 2009 P187

A NEWSPAPER IS A PUBLIC TRUST

P25, RETAILER'S PRICING: 57/1

BY BERNARDETTE S. STO. DOMINGO, Reporter

## Pinoys still hoping for the best

### Net optimism rises in new SWS poll

OPTIMISTS' NUMBERS declined in the last three months but a bigger drop among pessimists means that on a net basis more Filipinos are hopeful things will get better, a Social Weather Stations (SWS) survey found.

Net optimism – the number of optimists minus pessimists – improved slightly to +17 as of June from +14 in February, survey results made exclusive to *BusinessWorld* showed.

Some 29% of the adults polled replied that they expect their lives to improve over the next 12 months, while 12% figure it to worsen.

Optimists were down three points from February, but this was offset by a seven-point drop among pessimists.

Net optimism has been at double-digit positives for the past three quarters, ranging from +14 to +17, after being merely mediocre from March to September 2008, ranging from -6 to +9, the independent survey research institution said.

The SWS also found the number of "losers," or those who said their lives had worsened in the last 12 months, falling to 43% from 47%, while "gainers" hit 20% from 19%, bringing "gainers-losers gap" to -23, better than February's -28.

The gap, which reached a record "very low" -50 in June last year, has been in the "low" range for the last three quarters, the SWS said.

A government spokesman called the improvement "justified" and credited it to state pro-poor programs, while an economist said this may be attributable to lower food prices and some government intervention.

Optimism improved in all areas except in Luzon outside Metro Manila.

HOPEING: SVI 8

#### EXPECTED CHANGE IN QUALITY OF LIFE IN NEXT 12 MONTHS APRIL 1984 TO JUNE 2009

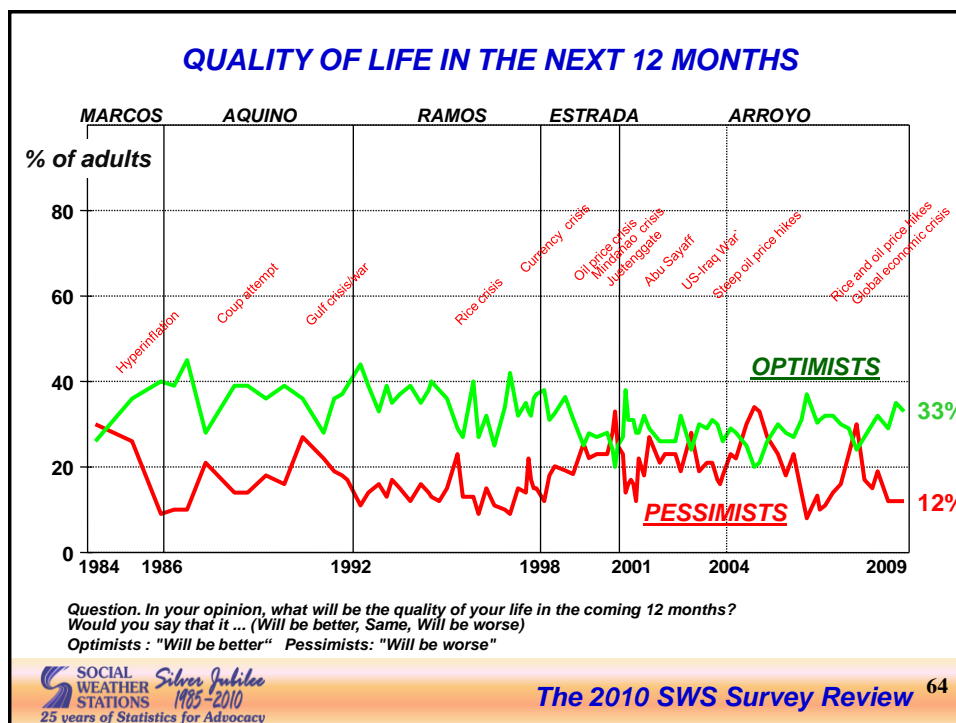
Question: In your opinion, what will be the quality of your life in the coming 12 months?  
Would you say that it ... (Will be better, Same, Will be worse)  
Optimists: "Will be better" Pessimists: "Will be worse"

SOCIAL WEATHER STATIONS Founded 1985

Second Quarter 2009 Social Weather Report

June 19-22, 2009 Metro Manila Survey

**The 2010 SWS Survey Review** 63







## ***The SWS Annual Survey Reviews 2010 Edition***

containing the full presentations of the  
SWS Survey Reviews from 2001 to 2010  
is available in CD-ROM at the SWS  
Survey Data Archives and Library.

For inquiries, please contact  
Ms. Jeanette Ureta  
<[jeanette.ureta@sws.org.ph](mailto:jeanette.ureta@sws.org.ph)>  
at 924-4456 or 924-4458.



SOCIAL  
WEATHER  
STATIONS  
25 years of Statistics for Advocacy

Silver Jubilee  
1985-2010

***The 2010 SWS Survey Review*** 65