



VOTER BEHAVIOR AND POLITICAL PARTICIPATION IN BAGAMANOC, CATANDUANES

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ABSTRACT

This study examined voter behavior and political participation in Bagamanoc, Catanduanes using a descriptive quantitative design. It assessed voter demographics, political awareness, participation levels, barriers, and their relationship to civic involvement through a survey of 100 registered voters analyzed with descriptive statistics and chi-square tests. Results showed that most voters were young, single, college-educated, and from low-income households. Political awareness and participation were moderate, with consistent voting but limited involvement in campaigns. Barriers like transportation were minimal, while vote-buying and political intimidation remained moderate concerns. Significant associations were found between engagement and age, sex, civil status, education, and income. To address gaps, a multi-sectoral intervention was proposed, including voter education, anti-vote-buying campaigns, logistical support, and youth-focused programs to strengthen democratic engagement.

Keywords: *barriers to participation, civic engagement, demographic profile, electoral engagement, intervention plan*

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INTRODUCTION

Elections are a cornerstone of democratic systems, providing citizens with the vital opportunity to exercise their right to vote and choose their leaders. The legitimacy and stability of democratic governance heavily rely on voter engagement, which reflects public interest and trust in the political system. In the Philippines, voter turnout and political participation have exhibited considerable variation across regions, often influenced by a combination of social, economic, and cultural factors. Understanding these variations was essential to grasping the broader implications for democratic development in the country.

The municipality of Bagamanoc in the province of Catanduanes offered a distinct context for examining voter behavior and political participation. Situated in a geographically isolated area and facing persistent socioeconomic challenges, Bagamanoc presented unique conditions that might have influenced how its citizens engaged with the electoral process.

Additionally, the interplay between traditional political structures and emerging modern influences added complexity to the local political landscape. These factors made Bagamanoc a compelling case for exploring the deeper dynamics behind electoral engagement in rural communities.

This study aimed to explore the factors that shaped voter behavior and political participation in Bagamanoc, Catanduanes. By analyzing the social, economic, and cultural dimensions of electoral engagement in this locality, the research aimed to provide valuable insights into the motivations and barriers that influence voter activity. Ultimately, the study aimed to contribute to a broader understanding of electoral dynamics in rural Philippine settings and to inform initiatives that promote active civic participation and strengthen democratic processes at the grassroots level.

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Objectives of the Study

This study aims to examine the factors influencing voter behavior and political participation in Bagamanoc, Catanduanes by describing the respondents' demographic profile; determining their level of political awareness and knowledge; identifying the forms of political engagement beyond voting; and examining the common barriers that hinder participation. It further seeks to assess differences in political awareness when grouped according to profile variables, analyze the relationship between political awareness and political engagement, and ultimately propose an intervention plan to enhance voter education, strengthen civic participation, and promote electoral integrity in the municipality.

Statement of the Problem

This study aimed to examine the underlying factors that shaped voter behavior and political participation in Bagamanoc. By doing so, it sought to contribute to a deeper understanding of electoral dynamics in rural areas. It offered insights for both policymakers and civic organizations aiming to enhance democratic participation.

Specifically, this study sought to answer the following questions:

1. What was the profile of the respondents in terms of:

1.1 Age;

1.2 Sex;

1.3 Civil Status;

1.4 Educational Attainment;

1.5 Monthly Family Income;

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1.6 Occupation?

2. What was the level of political awareness and knowledge among the voters in Bagamanoc?

2.1 watched or read news about politics;

2.2 political issues on social media;

2.3 platforms of local candidates;

2.4 Roles and responsibilities of elected officials?

3. What forms of political engagement, other than voting, were practiced by voters in Bagamanoc?

3.1 consistently voted during elections;

3.2 participated in barangay assemblies or community political forums;

3.3 engaged in political discussions with family or peers;

3.4 Volunteered or supported a political campaign?

4. What were the common barriers to political participation experienced by the residents?

4.1 Lack of transportation to voting centers;

4.2 understood the platforms of candidates;

4.3 Vote buying or political intimidation?

5. Was there a significant difference in the level of political awareness and knowledge among the voters in Bagamanoc when grouped according to profile?

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6. Is there a significant relationship between the level of political awareness and forms of political engagement practiced by the respondents?

7. Based on the findings, what proposed intervention plan was developed?

METHODOLOGY

Research Design

This study employed a descriptive quantitative research design to systematically examine voter behavior and political participation in Bagamanoc, Catanduanes. This design was well-suited for identifying prevailing trends, observable patterns, and general characteristics of electoral engagement within the community, as it emphasized the collection and analysis of numerical data. By focusing on quantifiable aspects of voter behavior, the research aimed to generate objective and statistically grounded insights.

The primary aim of the study was to describe and interpret existing conditions and behavioral dynamics related to political participation, rather than to establish cause-and-effect relationships. Through the use of structured survey questionnaires, the research measured variables such as political awareness, voting frequency, access to political information, and perceived obstacles to participation. These variables will provided a comprehensive snapshot of the electoral landscape in Bagamanoc.

By concentrating on measurable indicators and statistically analyzing the responses of a representative sample, the study will presented a data-driven overview of voter behavior. This approach ensured that findings were generalizable and grounded in empirical evidence, contributing valuable knowledge for local policymakers, community leaders, and future researchers interested in rural political engagement.

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Population and Sampling

The target population for this study consisted of the 8,774 registered voters in the municipality of Bagamanoc, Catanduanes, as recorded in the latest data from the Commission on Elections (COMELEC) following the May 12, 2025, local election. These voters were distributed across 18 barangays, encompassing a diverse range of demographic, geographic, and socioeconomic characteristics. This diversity provided a comprehensive foundation for examining the various factors that influence voter behavior and political participation within the community.

To ensure that the study results accurately represented the broader voting population, a stratified random sampling technique was employed. This method allowed for the proportional inclusion of respondents from each barangay, ensuring that local variations in political behavior were accurately captured. By dividing the population into strata based on their barangay, the study accounted for potential differences in access to political information, community leadership, and civic engagement.

Using Slovin's formula, the sample size was calculated to include 100 respondents, allowing for a 10% margin of error and a 95% confidence level. This sample was distributed proportionally across the 18 barangays, with each barangay contributing approximately 5 to 6 respondents. This approach ensured balanced representation and strengthened the validity of the findings by reflecting the unique characteristics of each community within Bagamanoc.

Instrumentation

This study utilized a self-constructed survey questionnaire as the primary tool for collecting quantitative data on voter behavior and political participation in Bagamanoc, Catanduanes. The instrument was divided into six parts: (1) demographic profile, (2) political

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awareness and information access, (3) electoral participation, (4) influencing factors, (5) barriers to participation, and (6) perception of electoral integrity. Sections 2 to 6 employed a five-point Likert scale, with higher scores indicating stronger agreement or influence.

To establish validity, the questionnaire was reviewed by a panel of experts composed of a political science instructor, a local electoral officer, and a social science researcher. A pilot test with ten respondents from a nearby town was conducted, after which necessary revisions were made for clarity and relevance. Reliability was measured using Cronbach's Alpha, targeting a coefficient of 0.70 or higher.

The survey was administered face-to-face by the researchers and trained enumerators in all 18 barangays. Each session took about 15–20 minutes, with items read aloud in Filipino or Bikol for respondents with limited literacy. Responses were scored by computing item means and interpreted using a predefined scale, ensuring accuracy and consistency in data analysis.

Hypotheses of the Study

The study tested the following alternative hypotheses:

1. Political awareness was significantly related to electoral participation.
2. Socioeconomic status, education, and family background have a significant influence on voter behavior.
3. Access to political information enhanced political participation beyond voting.
4. Perceived barriers negatively impacted political participation.
5. Positive perceptions of electoral integrity were associated with higher voter engagement.

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RESULTS AND DISCUSSION

This section presents the demographic profile of voter respondents in Bagamanoc, Catanduanes, highlighting key characteristics such as age, sex, civil status, educational attainment, monthly family income, and occupation. These factors offer valuable insights into the social composition of the electorate and their potential influence on political awareness, behavior, and participation.

1. Profile of the Respondents

This section presents the demographic profile of the respondents, including their age, sex, civil status, and the highest level of educational attainment among voters.

1.1 Age. Table 1 presents the age distribution of the respondents. The data indicated that the majority (54%) of the respondents were between 18 and 25 years old, suggesting that most of the voters in the study were young adults who were likely more engaged and responsive in community or political activities, possibly due to increased awareness or accessibility to information through digital means.

The second-largest group consisted of individuals aged 26 to 35, accounting for 21% of the respondents. This indicated a significant representation from early-career adults who may also have been actively engaged in civic participation.

Meanwhile, 17% of the respondents were aged 46 to 55, showing moderate involvement of middle-aged individuals. Both the 36–45 and 56 and above age groups comprised 4% each of the sample, reflecting lower participation from older adults in this survey. The results suggested that younger generations, particularly those aged 18 to 25, comprised the majority of the voting population in the area studied and may have played a crucial role in shaping the political landscape.

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Table 1. Profile of the Respondents in Terms of Ages

Age	Frequency of Voter Respondents	Percentage	Rank
18–25	54	54%	1
26–35	21	21%	2
36–45	4	4%	4.5
46–55	17	17%	3
56 and above	4	4%	4.5
Total	100	100	

1.2 Sex. Table 2 presents the distribution of respondents according to sex. The data showed that the majority of the voters were female, accounting for 53% of the total respondents. Male voters made up 38%, while 9% chose not to disclose their sex.

This distribution suggested that there were more female than male voters among the respondents. The higher number of female participants reflected active political engagement or interest in civic duties among women in the area. The inclusion of those who preferred not

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to disclose their sex highlighted the importance of respecting individual privacy and promoting inclusivity in data collection.

Table 2. Profile of the Respondents in Terms of Sex

Sex	Frequency of Voter Respondents	Percentage	Rank
M	38	38%	2
F	53	53%	1
Prefer not to say	9	9%	3
Total	100	100	

1.3 Civil Status. Table 3 presents the distribution of civil status among the voter respondents. The data showed that the majority of respondents were single, comprising 43% of the total. This suggested that a significant portion of the voting population in the area consisted of individuals who are not yet married, which reflected the demographic composition of the community, possibly influenced by a younger age bracket.

Married individuals comprised the second-largest group, at 25%, indicating a substantial number of voters who may have family responsibilities that could influence their political preferences and participation.

Meanwhile, separated and widowed respondents accounted for 17% and 15% respectively, showing that a smaller portion of the voting population had experienced changes in marital status, which might also shape their perspectives and civic engagement differently. Overall,

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the data indicated that civil status played a role in shaping voter behavior, as different life situations could have influenced individuals' priorities and political concerns.

Table 3. Profile of the Respondents in Terms of Civil Status

Civil Status	Frequency of Voter Respondents	Percentage	Rank
Single	43	43%	1
Married	25	25%	2
Separated	17	17%	3
Widowed	15	15%	4
Total	100		

1.4 Educational Attainment. Table 4 shows the educational attainment of the voter respondents. The data revealed that the highest number of respondents, 34%, had attained a college-level education, indicating that a significant portion of the voting population had pursued higher education. This level of education contributed to greater political awareness, engagement, and critical evaluation of political issues and candidates.

Coming second were high school graduates, accounting for 31% of the respondents. This suggested that a substantial group of voters has completed secondary education, which could have supported active participation in the electoral process.

Respondents who had attained elementary education made up 14%, while those with vocational training were 12%. These groups reflected individuals with more practical or skills-

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based backgrounds, whose voting behavior might have been influenced by concerns related to employment or livelihood.

Lastly, 9% of the respondents held post-graduate degrees, representing the smallest group. Although fewer in number, these individuals might have exhibited higher levels of political literacy and involvement.

In summary, the data suggest that the majority of voters had at least completed secondary education, with a notable proportion having attained college or higher levels of education. This educational profile suggests that voters in the area were generally well-equipped to understand and engage in the political process.

Table 4. Profile of the Respondents in Terms of Educational Attainment

Educational Attainment	Frequency of Voter Respondents	Percentage	Rank
College	34	34%	1
High School	31	31%	2
Elementary	14	14%	3
Vocational	12	12%	4
Post-graduate	9	9%	5
Total	100	100	

1.5 Monthly Family Income. Table 5 presents the monthly family income distribution of the voter respondents. The data revealed that the largest group, comprising 45%, reported a

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monthly family income below P5,000.00, indicating that a significant portion of the respondents belonged to low-income households. This suggests that economic challenges might influence their political behavior and priorities, such as a strong interest in social welfare programs or employment opportunities.

The second-largest group, 25%, earned between P5,001 and P10,000.00, which also fell within the low- to lower-middle-income bracket. Meanwhile, 18% reported an income range of P10,001 to P20,000.00, and only 12% of the respondents belonged to families earning above P20,000.00, representing the higher-income group.

These findings suggested that most of the voter respondents in Bagamanoc, Catanduanes, came from economically disadvantaged backgrounds. This socioeconomic context played a crucial role in shaping their political preferences, decisions, and level of participation, potentially leading to the prioritization of candidates and policies focused on alleviating poverty and supporting livelihoods.

Table 5. Profile of the Respondents in Terms of Monthly Family Income

Monthly Family Income	Frequency of Voter Respondents	Percentage	Rank
Below P500.00	45	45%	1
P5001-P10,000.00	25	25%	2
P10,001-20,000.00	18	18%	3
Above P20,000.00	12	12%	4

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Total	100	100	
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1.6. Occupation. As shown in Table 6, the largest occupational group among the voter respondents was farmers, comprising 22% of the total. This reflected the agricultural foundation of the local economy in Bagamanoc, Catanduanes, where many residents relied on farming as their primary source of livelihood.

Students followed with 17%, indicating that a substantial portion of the voting population consisted of young people who might have been first-time voters and were beginning to engage in political participation. Laborers accounted for 13%, representing the working class who might have been concerned with job stability, wages, and access to labor opportunities.

Government employees (12%) and housewives (11%) also comprised a significant portion of the voters, with the former likely having higher awareness of governance issues. At the same time, the latter may have prioritized household-related policies, such as healthcare, education, and food security.

Other occupations, such as vendors (8%), teachers (6%), and civil engineers (2%), showed that the community also included small-scale entrepreneurs and professionals, although in smaller numbers. Notably, 9% of the respondents reported having no current occupation, which might have included retirees, unemployed individuals, or those temporarily out of work.

This occupational distribution suggested a politically diverse electorate, with interests ranging from agriculture and labor rights to education, public services, and youth development. Political platforms that addressed these varied concerns, especially those that support farming, job creation, education, and basic social services, were likely to resonate with the majority of the voting population.

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Table 6. Profile of the Respondents in Terms of Occupation

Occupation	Frequency of Voter Respondents	Percentage	Rank
Housewives	11	11%	5
Vendor	8	8%	7
Farmer	22	22%	1
Civil Engineer	2	2%	9
Teacher	6	6%	8
Laborer	13	13%	3
Student	17	17%	2
Government Employee	12	12%	4
None	9	9%	6
Total	100	100	

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Overall, the respondents are predominantly young, female, single, and college-educated, with most belonging to low-income households and either engaged in farming or pursuing studies. These demographic factors provide a foundation for understanding political behavior, awareness, and participation levels among voters in Bagamanoc.

2. Political Awareness and Access to Information. This part presents the level of political awareness and access to information among voter respondents in Bagamanoc, Catanduanes. It shows the mean scores for four key indicators related to political engagement and understanding, measured using a five-point Likert scale.

2.1 Political Awareness and Access to Information of Voter Respondents.

Table 7 shows that the data on political awareness and access to information among voter respondents in Bagamanoc, Catanduanes, revealed a moderate level of awareness across all indicators. The statement "I regularly watch or read news about politics" obtained a mean score of 3.24. At the same time, "I follow political issues on social media" had a mean of 2.94, both indicating moderate engagement with political content through traditional and digital media.

Likewise, the statement "I am aware of the platforms of local candidates" received a mean score of 3.28, suggesting that respondents have a fair understanding of what local candidates stand for.

Lastly, the statement "I understand the roles and responsibilities of elected officials" garnered a mean score of 3.19, further supporting the overall moderate level of political knowledge. These findings imply that while voters are somewhat informed and involved in political matters, there is still room for improvement in fostering deeper political awareness and encouraging more active and informed participation in the democratic process.

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Table 7. Political Awareness and Access to Information of Voter Respondents

Statement	Mean Score	Interpretation
1. I regularly watch or read the news about politics.	3.24	Moderate
2. I follow political issues on social media.	2.94	Moderate
3. I am aware of the platforms of local candidates.	3.28	Moderate
4. I understand the roles and responsibilities of elected officials.	3.19	Moderate

Range of Means: 4.21-5:00 - Very High 2.61-3.40 - Moderate 1.00-1.80- Very Low
3.41-4.20 - High 1.81-2.60- Low

3. Electoral Participation. This part presented the level of electoral participation among voter respondents in Bagamanoc, Catanduanes. It reflected their involvement in various political activities, such as voting, attending community forums, engaging in political discussions, and supporting campaigns, as indicated by their responses using a five-point Likert scale.

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3.1. Electoral Participation of Voter Respondents. Table 8 showed that voter respondents in Bagamanoc, Catanduanes, demonstrate a moderate level of engagement in electoral and political activities. The statement “I always vote during elections” received a mean score of 3.40, indicating that while most respondents did vote, consistent participation was not universal among them. Similarly, moderate mean scores were recorded for attending barangay assemblies or forums (3.32), engaging in political discussions (3.19), and supporting political campaigns (3.15). These findings suggest that, although voters participate in democratic processes to a certain extent, there is potential to encourage deeper and more active involvement in political life.

Table 8: Electoral Participation of Voter Respondents

Statement	Mean Score	Interpretation
1. I always vote during elections.	3.40	Moderate
2. I participate in barangay assemblies or community political forums.	3.32	Moderate
3. I engage in political discussions with family or peers.	3.19	Moderate
4. I volunteered or supported a political campaign.	3.15	Moderate

Range of Means: 4.21-5:00 - Very High 2.61-3.40 - Moderate 1.00-1.80- Very Low

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3.41-4.20 - High 1.81-2.60- Low

4. Barriers to Participation. This part presented the common barriers to electoral participation among voter respondents in Bagamanoc, Catanduanes. It highlighted issues such as lack of transportation, limited understanding of candidate platforms, and experiences with vote-buying or political intimidation, based on responses measured using a five-point Likert scale.

4.1 Barriers to Participation of Voter Respondents. Table 9 indicates that voter respondents faced varying degrees of barriers to electoral participation. The statements "I lack transportation to voting centers" and "I do not fully understand the platforms of candidates" both received low mean scores of 2.44 and 2.52, respectively. This suggested that while these were present issues, they were not strongly perceived as major obstacles by most respondents. Meanwhile, the item "I have encountered vote-buying or political intimidation" scored a moderate mean of 3.12, indicating that some respondents had experienced or observed such irregularities during the election process.

Overall, logistical and informational barriers were present but not severe, while unethical practices, such as vote-buying, warranted attention and further investigation.

Table 9 Barriers to Participation of Voter Respondents

Statement	Mean Score	Interpretation
I lack transportation to voting centers.	2.44	Low
I do not fully understand the platforms of the candidates.	2.52	Low

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I have encountered vote-buying or political intimidation	3.12	Moderate

Range of Means: 4.21-5.00 - Very High 2.61-3.40 - Moderate 1.00-1.80- Very Low
3.41-4.20 - High 1.81-2.60- Low

5. Significant Relationship Between the Profile of the Respondents and their Political Engagement. Table 10 presents the relationship between the respondents' demographic profile and their Political Engagement, as determined using the Chi-Square Test.

The results indicated that several demographic variables, namely age, sex, civil status, educational attainment, and monthly family income, had statistically significant associations with voter behavior and political participation among the respondents in Bagamanoc, Catanduanes. This indicated that these factors likely influenced how individuals engaged with the electoral process. Specifically, younger voters, females, single individuals, and those with higher educational backgrounds or lower income levels demonstrated distinct patterns of participation and political awareness, shaped by their life stage, socioeconomic conditions, or access to information.

Conversely, occupation was found to be not statistically significant, suggesting that the type of work or employment status of a voter may not have a substantial direct impact on their political involvement in this specific context. While occupational background could shape political perspectives, the diversity of job roles among respondents did not result in significant variation in participation.

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Overall, these findings underscore the need to design civic education and voter engagement initiatives for specific demographic segments, particularly youth, women, and low-income groups, who appeared to be more responsive and participative in the political sphere.

Table 10. Significant Relationship Between the Profile of the Respondents and Their Political Engagement.

Profile	Chi-Square Test value	p-value	Conclusion	Action Taken
Age	32.2226	0.0000	Significant	Reject Ho
18-25				
26-35				
36-45				
46-55				Accept Ha
56 and above				
Sex	18.7722	0.0001	Significant	Reject Ho
Male				Accept Ha
Female				

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Civil Status	11.0848	0.0113	Significant	Reject Ho
				Accept Ha
Educational Attainment	13.2334	0.0102	Significant	Reject Ho
				Accept Ha
Monthly Income	11.4214	0.0097	Significant	Reject Ho
				Accept Ha
Occupation	13.5835	0.0933	Not Significant	Reject Ho
				Accept Ha

6. Proposed Intervention Plans. The Development Plan to Enhance Voter Awareness and Political Participation served as a strategic response to the key challenges identified among voters in Bagamanoc, Catanduanes. These challenges included limited knowledge of political processes, moderate voter engagement in elections, and instances of unethical practices such as vote buying and intimidation. Guided by the study's findings, the plan was designed to empower the electorate by equipping them with the essential information, resources, and encouragement needed to participate meaningfully and responsibly in democratic activities.

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The primary objective of this plan was to foster informed, ethical, and inclusive political participation. It focused on deepening public understanding of the electoral process, the duties of elected officials, and the policy platforms of candidates. It also encouraged greater civic involvement through barangay assemblies, public forums, and community dialogues, while addressing common obstacles such as poor access to transportation and lack of reliable information, particularly in rural or underserved areas.

The significance of voter awareness and political participation could not be overstated. An informed electorate was the foundation of a strong democracy. When citizens are knowledgeable and engaged, they are better equipped to make decisions that reflect the public interest and hold leaders accountable. This development plan aimed to cultivate such awareness, particularly among young people and families, through educational initiatives, ethical voting campaigns, and grassroots mobilization. In doing so, it fostered a more transparent, inclusive, and participatory electoral environment. The detailed strategies and actions of this proposed intervention were outlined in Table 11.

Table 11. Proposed Intervention Plan to improve voter awareness and political participation.

Title:	Development Plan to Enhance Voter Awareness and Political Participation
Development Plan Goal	To increase political awareness, promote ethical electoral practices, and enhance active participation among voters in Bagamanoc, Catanduanes.
Target Participants	Registered voters, first-time voters, youth (ages 18–35), barangay officials, community leaders, and educators.

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Implementation	Collaborative approach involving COMELEC, LGUs, DepEd, SK officials, CSOs, and religious groups. Activities will be carried out at the barangay and municipal levels.			
Key Areas for Development	Objectives	Activities/Strategies	Timeframe	Performance Indicators
Voter Education	To increase understanding of electoral processes and candidate platforms	<ul style="list-style-type: none">- Conduct barangay-based seminars and info drives- Distribute infographics, flyers, and use social media campaigns	2–3 months before elections	Number of seminars held; % of voters demonstrating improved knowledge (survey-based)
Community Engagement	To encourage active participation in forums and assemblies	<ul style="list-style-type: none">Organize political forums, debates, and town hall meetings- Incentivize participation through community recognition	Quarterly / Pre-election period	Attendance rate in forums, number of events conducted
Ethical Voting Practices	To reduce vote-buying and political intimidation	Launch anti-vote-buying campaigns	3–6 months before elections	Reported cases of vote-buying; number of campaign

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		- Establish reporting mechanisms for violations		materials distributed
Accessibility to Voting	To address physical and logistical barriers to voting	<ul style="list-style-type: none">- Provide transportation support- Request satellite voting centers in remote areas	1 month before the election	Voter turnout in remote areas; transportation assistance provided
Youth and Family Involvement	To foster political discussions at home and school	<ul style="list-style-type: none">Integrate political literacy in youth programs- Use community storytelling and family-centered events	Ongoing, especially pre-election	Number of youth sessions conducted; feedback from families/youth leaders

CONCLUSIONS

The study found that the typical voter in Bagamanoc is a young, single, college-educated woman from a low-income household underscoring a demographic profile that shaped political attitudes and behavior.

Second, although voters displayed moderate levels of political awareness and participation, it was clear that civic engagement is present but not deeply rooted, suggesting an opportunity for greater depth and consistency.

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Third, while most logistical and informational barriers to voting were minor, unethical practices such as vote buying and intimidation were still observed, posing significant ethical and democratic concerns.

Fourth, demographic factors, particularly age, gender, marital status, educational attainment, and income, played a prominent role in influencing political engagement, while occupation appeared less predictive in this locality. These nuanced insights supported the notion that civic strategies needed to be targeted and tailored to specific population segments.

Finally, the proposed intervention plan focusing on voter education, ethical electoral conduct, improved access, and family/youth engagement was well-suited to address the identified gaps and vulnerabilities in this voting community.

RECOMMENDATIONS

Based on the conclusions, the following practical recommendations were proposed:

1. Enhanced Voter Education: Conduct barangay-based campaigns and use infographics, flyers, and social media two to three months before elections.
2. Increased Community Engagement: Organized regular town halls and political forums, particularly during pre-election periods, and incentivized participation through community recognition programs. These events aimed to foster dialogue and connect constituents with political stakeholders.
3. Combated Unethical Election Practices: Launched anti-vote-buying initiatives and established reporting mechanisms (e.g., hotlines, barangay liaisons) to deter intimidation and ensure accountability, working in collaboration with COMELEC and local law enforcement.

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4. Improved Electoral Access: Provided transportation support, such as shuttle services or organized rides for remote barangays, approximately one month before elections. Additionally, push for the establishment of satellite voting centers to increase accessibility.

5. Engaged Youth and Families: Developed political literacy activities within schools, youth councils, and family events. Family-centered dialogue sessions and community storytelling could promote intergenerational understanding and civic responsibility.

6. Monitored and Evaluated: Continuously traced key indicators, including turnout, knowledge improvement, forum attendance, reports of unethical practices, and youth/family engagement. Use this data to refine intervention strategies in a dynamic manner.

7. Tailored to Key Demographic Groups: Customized civic engagement programs for youth (18–35), women, single individuals, and low-income households, leveraging social media for younger voters and community groups for women and economically disadvantaged families.

8. Future Research: Conducted longitudinal studies across broader geographies, included qualitative methods for deeper insight into voter motivations, and evaluated the impact of implemented interventions to guide future policy development.

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