

Generation Z's Preferred Platforms of Philippine Presidential Candidates

ESTER Y. LAPUT
GRESSA MAY R. ESTRADA
XHYE FAITH P. FABREA
CLETHEMY A. MAMINTAS

Jose Rizal Memorial State University – Dipolog Campus
esterlaput@jrmsu.edu.ph
estradagressamay@gmail.com
xhyefaithpfabrea@gmail.com
clethemymamintas@gmail.com

Abstract — The election process is critical to a nation's growth because it serves to select competent government representatives to address the country's concerns. The decisions made by the next generation of voters considerably impact the election of future qualified authorities. This study aims to investigate the impact of voting preferences of Generation Z voters and analyze the attributes of Philippine presidential candidates in terms of their platforms. The study uses Rational Choice Theory to investigate voting behaviors and the decision-making process of Generation Z voters while selecting among available political candidates based on their platform offerings. Respondents were presented with various political platforms that addressed problems critical to the country's progress. The findings suggest that political platforms representing candidates' competencies are more important to Generation Z voters. Notably, most of the college-educated respondents had distinct preferences and increased interest in the platforms given by presidential contenders. They had higher expectations for the candidates' platforms, emphasizing their proposed answers and national improvement objectives. The study highlights the importance of political candidate traits, particularly their platforms, in influencing Generation Z voters' voting preferences. The discriminating nature of this demographic's college students underlines their emphasis on candidates' competencies and hopes for a better future for the country. These insights into Generation Z voters' preferences have significance for future political campaigns and the Philippine electoral environment.

Keywords — *Generation Z Voters, Voting Preferences, Presidential Candidates' Platforms, Political Platforms.*

I. Introduction

The emergence of novel digital technologies, which support innovation and modernization of information transmission for communication, entertainment, and commerce—which the younger generation relies on—has significantly impacted the world. The researchers will tackle Generation Z's preferred platforms for the Philippine presidency in this study. This topic needs to be studied, for it is essential to help future political candidates plan their strategies to attract the

new generation of voters. In addition, it will serve as a tool for the new generation of voters to firm up their preferences based on the qualities of the political candidates in terms of their platforms.

Research says that physical attributes significantly affect an election's outcome. Students evaluate candidates based on their competency. Thus, present leaders seeking a higher position must establish their reputations based on their accomplishments, platforms, priorities, character, vocation, and experience to obtain the support of student voters, Anabo (2021). Aichholzer and Willmann (2020) claimed that voters evaluate legislators' support primarily on what they refer to as "valence traits" rather than personality congruence (leader attributes). As stated in the study by Juan et al. (2019), Filipino voters have unpredictable preferences and political opinions, leading to the election of incompetent government leaders. On the other hand, the younger generation of voters will play a significant role in selecting the most suitable future leaders who can live up to their criteria or expectations for a political candidate. As eloquently stated by Tallo (2022), since many members of Generation Z participated in this year's presidential election as first-time voters, they have increased their voices and gained attention for their opinions on politics and the election as a whole.

The next Generation of voters must focus on several aspects of Philippine politics to better understand and be aware of each candidate's leadership style. Finding competent candidates based on their platforms is one of these components, which the researchers argue is essential for society to help choose the best candidates during election campaigns based on particular qualities and techniques. In today's world, there has never been a time when everyone actively participates in political debates, power struggles, and policymaking. Voters like the young people that make up Generation Z are more politically engaged and inclined than members of the preceding Generation. Moreover, Generation Z's preference towards the platforms of Philippine presidentiables has not yet been explored, especially in Dipolog City.

To address this gap, the researchers examined the preferred platforms of the new generation of voters toward the Philippine presidentiables in five (5) barangays of Dipolog City, Zamboanga del Norte, namely Dicastas, Galas, Olingan, Sta. Isabel and Turno. The researchers took a quantitative approach, and a large sample was used to determine the Philippine president's qualities as perceived by Generation Z respondents in Dipolog City. Furthermore, this research explored whether respondents' preferred platforms were affected by their demographic profiles and how such factors may affect respondents' perceptions. Consequently, the result of this study will serve as a guide for future candidates for a political position in the executive department.

Literature Review

Gen Z enjoys learning independently with help from the internet and unprecedented comfort with modern technology. Gen Z is a self-starter who will explore topics without much guidance from superiors and sees peers and supervisors as resources to help them succeed (Seemiller & Grace, 2017). Generation Z's behavioral characteristics are influenced by their

environment because digital technology has significantly impacted their upbringing. Generation Z is the first to have had inadequate face-to-face interaction and is less likely to think using brain logic because they are fascinated with the digital world and lack physical interaction.

Since they are more engaging and alive, Generation Z favors hypertext websites to previous methods of teaching or disseminating a message, such as newspapers, textbooks, and manuals, despite being exceptionally technologically adept and depending on them to explore and use the information to advance their skills. Gen Z is more inclined to participate in demonstrations, marches, and fights for social change due to this desire to change the world (Weise, 2019). Although they are not opposed to hard work, they want their efforts to be recognized. Gen Zers need to feel appreciated as individuals and for their performance accomplishments.

As mentioned in the article by Jorge (2022), all eyes are on the youth in the 2022 presidential elections since they played a crucial role in this year's presidential elections.

Young people (commonly referred to as Gen Z) between the ages of 15 and 29 made up.

According to the Philippine Statistics Authority, 30% of the 110 million people called the Philippines home in 2020. In the 2022 election, they made up the majority of the electorate. Since democratic voters significantly impact politics and democracy, in addition to their ability to cast ballots, there is a strong desire to encourage them to vote and engage in politics. Generations of Filipino youth have participated in significant movements that have changed the social and political landscapes throughout Philippine history.

Aichholzer and Willmann (2020) argued that voters evaluate politicians' support based on what they refer to as "valence traits" rather than personality congruence (leader attributes). They found that parliamentarians who exhibit greater openness, conscientiousness, friendliness, extroverts, and emotional stability are typically rewarded regardless of perceived personality congruence.

As eloquently stated by Tallo (2022), since many members of Generation Z participated in this year's presidential election as first-time voters, they have increased their voices and gained attention for their opinions on politics and the election as a whole. Gen Z has its viewpoint on politics and is continuing to distinguish itself from the millennial generation. Gen Z is ultimately making the change with a new school of thought in politics. In contrast to earlier generations, Gen Z has strong opinions about where they should get their news, their political party affiliation, and government policies. Policies that are important to young voters may be viewed differently by Gen Zers than by older voters. The outbreak of COVID-19, accessibility to healthcare, and racial inequality are the president's top three priorities. Foreign policy, the government's budget deficit, and Supreme Court nominees are at the bottom of their priority list.

A college education is frequently costly to pursue. Each year, the tuition at many institutions rises. Tuition, accommodation and board, meals, school supplies, transportation costs,

and so forth are just a few of the expenses associated with attending college (Sosa, 2021). According to the College Board (2022), financial aid assists with college costs. It consists of loans, work-study programs, grants, and scholarships. Financial help is crucial for most students to afford college. Almost two-thirds of college students receive financial assistance according to their family's financial situation. This type of financial aid is sometimes called "need-based" (College Board, 2022). Furthermore, it's crucial to remember that the amount you will pay directly to the college differs from the planned family contribution. Depending on how much financial aid you receive and the tuition, fees, and other costs the college charges you, you may have to pay them directly.

According to the report of Peake et al. (2019), the core of any nation's success is safety and security. People want to feel secure and safe (protected from risk or harm) (free from danger or threat). Today, however, security is a concern in every part of our lives, and confidence in the organizations charged with keeping us secure is low. As a result, many people claim to feel or think they are unsafe, even in certain nations. Additionally, local, state, and federal governments must collaborate across borders to promote public safety (and security) in this new reality. According to Graeger and Lindgren (2018), security is a concern when protecting residents outside of state boundaries. But when examining how citizens may be safeguarded abroad or what assistance they can count on from governments or employers during emergencies, existing security ideas are mostly irrelevant. Conceptualizations of conventional or "hard" security emphasize preserving the state's existence and sovereignty against external dangers, especially border security.

According to Malasig (2019), older members of Generation Z make up 18.5% of all registered voters in the nation, or "almost a fifth" of the total registered voters. Many individuals experience difficulty affording proper medical treatment (Singer et al., 2022). A trip to the hospital always comes with costs. Based on the 2017 National Demographic and Health Survey, the average cost of treatment is PHP21,400 for those who are confined. The government-run Philippine Health Insurance Corporation, or PhilHealth, bears less than half this cost. Ernesto M. Penia believes rising out-of-pocket medical costs push more people into poverty. When a household spends more on hospital bills and medical care, it is forced to spend less on necessities like food, housing, and education. According to Morka (2019), economic growth becomes healthy when there is a high level of employment. As a result, small enterprises can expand their workforce, enabling economic growth and a decline in the overall unemployment rate. As the story of life rises over time, this allows our population to leave poverty.

The military, often known as the armed forces, guards a nation's air, sea, and land borders against invading troops. The sole purpose of soldiers is to defend their nation. There are other approaches to accomplishing this. However, many soldiers participate in combat if there is a war in the country. To help them overcome the enemy, they use weaponry and technology. In the study of Cove (2021), the AFP is outfitted with various imported weaponry, primarily used American

hardware. Since 2014, South Korea and Indonesia have been its top two arms suppliers. China and Russia provide additional military expenditures. In 2020, the Philippine army budget will account for only 1% of the country's GDP, which is half the average level for the world. The AFP keeps significant equipment assets that are no longer in use or appropriate for ongoing operating needs. According to Modig and Andersson (2022), military innovation is a compelling option for the growth of defense capabilities, especially for states with a highly educated populace and more aggressive neighbors. Even with limited resources, a player can still attempt to stop an invader or prevail in a battle using technology and military tactics in novel ways. Increasing the Army's self-reliance, maximizing its resources for optimum effectiveness in the present, and arming it with cutting-edge weaponry and weapon systems supported by technology-based systems to address future challenges are all part of modernization (Chitrajoshi, 2021).

Disasters are events that significantly impact humanity and the environment. Disasters necessitate government action. Disasters can have both natural and human origins, and the required steps may be beyond the capabilities of the community and the government. Disasters are unavoidable, albeit we can never predict when or where they will strike. However, their worst effects can be partially or wholly prevented by preparation, early warning, and swift, decisive responses (Cape Metropolitan Council Public Safety Advisories, n.d.).

Disaster management aims to lessen the likelihood of disasters occurring and the effects of those that cannot be avoided. The roles of local provincial and national governments in disaster management are defined by the government's White Paper and Act on Disaster Management. The Municipal Systems Act stipulates that every municipality must include a disaster management strategy in its Integrated Development Plans. As stated in the study of Cape Metropolitan Council Public Safety Advisories (n.d.), the government may declare places as disaster areas and allocate resources for both immediate relief and reconstruction under the disaster management policy and legislation. As well as food, blankets, and medical supplies, this also contains building collections for restoration. To complete this quickly, the municipal and provincial governments must prepare the proposal to the federal Department of Provincial and Local Government. By providing defined rules for the classification of disasters and the proclamation of states of tragedy, the Disaster Management Act focuses on accelerating reaction times and reducing red tape to guarantee that disasters are dealt with swiftly and effectively. World Bank's blog identified three key reasons to establish disaster funds, including the need to be prepared, act early, and facilitate an effective response (Cape Metropolitan Council Public Safety Advisories, n.d.).

In addition, people create judgments about the candidates' skills and personal qualities in addition to their positions on topics, and these opinions significantly influence how they vote. The candidates' experience and knowledge, which may be called competence, are other essential qualities; people are reluctant to support someone they feel unqualified to serve as president. The third important criterion to consider is the applicants' leadership abilities. Voters like leaders who are regarded as influential and inspirational. Finally, voters choose candidates who appear to be

concerned and compassionate. This expressive or emotional explanation is non-instrumental and does not require political content. However, personality has political or, to be more accurate, ideological content in politics. As a result, we propose that, in addition to facilitating attachment, personality congruence establishes unrealistic representation by the leader, which is critical for democratic functioning. Specific personality types' political affinity has been shown numerous times, which is valid for voters and politicians.

As stated by The Annie E. Casey Foundation (2021), Gen Z today cares about convenience, efficiency, and transparency when it comes to health care. For them, medical aid is a core issue that needs to be addressed as it affects the well-being of young adults. Members of this group are suffering from anxiety and depression due to the pressure of flexible learning brought on by the Covid 19 pandemic. This age group is least likely to report fair or excellent mental health. 35% of Gen Zers surveyed during the pandemic reported that their mental health has worsened for tragic world news is now delivered faster than ever which can augment [feelings of loneliness](#) and stress that are difficult to avoid.

In 1995, the internet made its public debut on the world stage, and the first Gen Z (also known as the iGeneration, Net Gen, or Digital Natives) was born (Wertz, 2018). Seemiller and Grace (2017) stated that during their brief existence, Gen Z had shared experiences with exponential technical developments, economic volatility and expansion, constant public violence, and social justice movements. Like the previous Generation, many environmental and external factors shape and influence Generation Z's behavioral traits. Being raised in a very sophisticated media and technological environment has given them more internet savvy than their forebears. They can multitask and like information that is delivered visually. However, costs are associated with this improved mobile communication. Multitasking, distraction, and abnormal societal expectations might lead to decreased physical interaction, high interactivity, and a lack of attention.

Although Gen Z can absorb much information rapidly, they may lose interest if they don't fully grasp the ramifications (Heitzman, 2018). Additionally, it shows the person's general traits and how the world is perceived in light of those traits. Every person has a unique personality and conduct. Along with age and inheritance, thoughts and feelings ingested into the human psyche and manifested as attitudes, values, and beliefs also impact behavior. Generation Z values engagement, connection, and information because they are emotionally invested in their actions. Compared to earlier generations, they are more so. Generation Z values the why and the what as equally important to them. They sought another job if they didn't feel like they were making a difference in a company or their leadership didn't appreciate their work (Rampton, 2017).

According to Anabo (2021), students evaluate someone based on competency traits. Current leaders pursuing a higher position must build their reputation based on their successes, platforms, priorities, character, vocation, and experience to win student voters' support. Students

continue to have consistent preferences for political leaders despite the nation's violent and dishonest voting process.

The relationship between a candidate's qualities and voter preference is interesting. Candidate qualities are even more crucial to the debate over voters' choices in the present media environment. Due to their unconventional behavior, candidates frequently gain a reputation with the major news networks and, as a result, with the general public. In today's media milieu, charisma, and leader narcissism are essential candidate traits that affect voter decisions (Williams et al., 2018). When evaluating candidate qualities, voters are frequently inclined to project an image onto a candidate. Numerous factors, all of which depend on perception, may affect a candidate's traits. Remember that characteristics result from many impressions when using them to characterize candidates. Actions create commonly stated virtues like honesty, while other traits are typically gained through political preferences.

Positive qualities like "intelligence" and "charm" seem to be disadvantageous for candidates (Warner and Banwart, 2016). There is some evidence that journalists tend to write more articles about appealing characteristics regarding presidential candidates' qualities and media coverage. It seems that traits like competence, honesty, reliability, charisma, and personnel were critical in past and present presidential elections when comparing the significance of candidate characteristics.

According to Aichholzer and Willmann's (2020) research, respondents want the ideal presidential candidate to possess more leadership traits. On the other hand, leaders have an impact on the present that extends far beyond their political platform and ultimately determines the nation's course. In other words, they decide on issues besides those for which they were elected. Politicians need a lot of information, knowledge, and a robust intellectual capacity to digest this information to recognize all possible possibilities and choose the best. Higher levels of competence, imagination, and receptivity to ideas are all implied, as well as higher levels of intelligence.

According to Parker & Igielnik (2022), Generation Z has the fewest drop - rates and the highest college enrollment rates. In actuality, obtaining a diploma and meeting the requirements for employment is Generation Z's primary motivation for enrolling. Gen Zers are also more likely to have a college-educated parent than the previous generations of young people, which helps them to pursue their education. In 2019, 44% of Gen Zers ages 7 to 17 lived with a parent with a bachelor's degree or more education, compared with 33% of Millennials when they were the same age.

According to Robin et al. (2022), students compose most of the participants and are eager to learn about politics to become more informed voters. Furthermore, Hudson (2018) observed that used to be widely disregarded the lack of interest and apathy among young people, especially those in high school and college in politics. However, a recent uptick in political protests and action

at the high school and collegiate levels has reignited interest in student involvement. It demonstrates how politically engaged Generation Z is, particularly when discussing a politician and their worries for the nation.

II. Methodology

The researcher used the descriptive-survey method in gathering the data wherein questionnaires were distributed to the selected respondents to get their responses on the qualities intended for an ideal president. This method is chosen to determine how politically inclined individuals are in the Generation Z category and how they perceive the qualities of an effective president to establish the significant relationship between the demographic profile and the rates of Philippine Presidents perceived by the respondents.

III. Results and Discussion

Problem No. 1. What is the profile of the respondents in terms of age, gender, socioeconomic status, income, occupation, and educational attainment?

Table 2 presents the demographic profile of the respondents in terms of age. Individuals aged 21-23 have the highest total of respondents, with a percentage of 46% out of 100%. Meanwhile, the respondents aged 24-25 have the lowest number, with 55 out of the 250 respondents, 22% of the total percentage.

Therefore, it can be concluded that most respondents are between the ages of 21 and 23. The majority of Generation Z respondents would be first-time voters.

Table 2 Respondents' Profile in Terms of Age

Age Bracket	F	Percentage
18-20	81	32 %
21-23	114	46 %
24-25	55	22 %
Total	250	100 %

Table 3 presents the respondents' demographic profile regarding their gender. As shown in the table below, male and female respondents have the same percentage, obtaining 44% each of the total percentage, while LGBTQI+ have 12% or 28 respondents out of 250 respondents.

As a result, the number of respondents overall is the same for males and females, who are also more numerous than LGBTQI+ respondents. This implies that female Generation Z is more active and vocal about their perception of the qualities of the presidential candidates.

Table 3. Respondents' Profile in Terms of Gender

Gender	F	Percentage
Male	111	44 %
Female	111	44 %
LGBTQI+	28	12 %
Total	250	100 %

Socio-economic status

Table 4 shows the respondents' Socioeconomic status according to their annual income. Most respondents, or 69%, have a yearly income of ninety-nine thousand nine-hundred ninety-nine pesos (PHP 99,999.00) and below. Thirty-eight respondents, or 15%, have an annual wage of one-hundred thousand pesos to one-hundred forty-nine thousand nine-hundred ninety-nine pesos (PHP 100,000.00 – 149,999.00), followed by 18 respondents, or 17%, who have a yearly income of five-hundred thousand pesos (PHP 500,000.00) and below. While 15 of the respondents, or 6%, have an annual income of one hundred fifty thousand pesos to one-hundred ninety-nine thousand nine-hundred ninety-nine pesos (PHP 150,000.00 – 199,999.00), and only 8 of the respondents, or 3% have an annual income of two-hundred thousand pesos to four-hundred ninety-nine thousand nine hundred ninety-nine pesos (PHP 200,000.00 – 499,999.00).

This concludes that most respondents have an annual income of ninety-nine thousand, nine-hundred ninety-nine pesos (PHP 99,999.00) and below. According to the gathered information from Consultancy Asia (2019), parents are more likely to support Gen Zers financially. This explains why, based on their annual pay, most Generation Z respondents in this study have the lowest socioeconomic position.

Table 4. Profile of the Respondents in Terms of Socioeconomic Status

Socio-Economic Status	F	Percentage
500,000 above	18	7 %
200,000 – 499,999	8	3 %
150,000 – 199,999	15	6 %
100,000 – 149,999	38	15 %
99,999 – below	171	69 %
Total	250	100 %

Occupation

The table shows that most respondents, or 60%, are students, 40, or 16% are unemployed, and 31 or 13%, are private employees. While 31 respondents, or 8%, are entrepreneurs, only 8, or 3%, are government employees.

In conclusion, most of the respondents of this study were students. This was supported by the study of Robin et al. (2022), who found that students compose most of their participants and are eager to learn more about politics to become more informed voters.

Hudson (2018) observed that it used to be widely disregarded the lack of interest and apathy among young people, especially those in high school and college politics.

However, a recent uptick in political protests and action at the high school and collegiate levels has reignited interest in student involvement. This demonstrates how politically engaged Generation Z is, particularly when discussing a politician and their worries for the nation.

Table 5. Profile of the Respondents in Terms of Occupation

Occupation	F	Percentage
Student	150	60 %
Government Employee	8	3 %
Private Employee	31	13 %
Entrepreneur	21	8 %
Unemployed	40	16 %
Total	250	100 %

Educational Attainment

As shown in Table 6, the demographic profile of respondents in terms of educational attainment implies that the individuals belonging to the college level have the highest percentage, 53%. 17% of the total percentage belongs to high school graduates. They were followed by the high school level, garnering 18% of the total percentage. 12% are college graduates, with a total of 29 respondents. Accumulating 2% of the total percentage is the elementary level, with 5 respondents. While 3 respondents, or 1% of the total percentage, are elementary graduates, no respondent attended graduate school.

Therefore, most of this study's survey respondents were at the college level. Parker & Igielnik (2022) state that Generation Z has the fewest dropout and highest college enrollment rates. In actuality, obtaining a diploma and meeting the requirements for employment is Generation Z's primary motivation for enrolling.

Table 6. Profile of Respondents in Terms of Educational Attainment

Educational Attainment	F	Percentage
Elementary Level	5	2 %
Elementary Graduate	3	1 %
High School Level	38	15%
High School Graduate	42	17 %
College Level	133	53 %

College Graduate	29	12 %
Graduate School	0	0 %
Total	250	100 %

Problem No 2. What are the qualities of the Philippine President as perceived by Generation Z in terms of education, economy, foreign policy, health care, poverty alleviation, national security, and disaster preparedness?

Table 7. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Education

Statements	WM	Description
1. Design a strategic plan that centers on financial aid to college students.	4.44	Strongly Agree
2. The presidential candidates envision expanding access to career and technical education.	4.22	Strongly Agree
3. Formulate projects to increase school buildings and facilities, especially in the far-flung areas.	4.31	Strongly Agree
4. Develop financial assistance for teachers to lessen out-of-pocket expenses.	4.25	Strongly Agree
5. Generate a plan to invest in improving, strengthening, upskilling, and reskilling the teachers.	4.24	Strongly Agree
Average Weighted Mean	4.29	Strongly Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

As presented in Table 7, the qualities of the Philippine Presidentiables in terms of platforms as perceived by Generation Z. Results show that the respondents strongly agreed with the platforms in education, with an average weighted mean of 4.29. Expressly, the respondents strongly agreed on the design of the strategic plan, which centers on financial aid to college students, with the highest Mean of 4.44. Next, the platform on the formulation of projects to increase school buildings and facilities, especially in the far-flung areas, with a mean of 4.31, and the platform on the development of financial assistance for teachers to lessen out-of-pocket expenses, with a mean of 4.25.

This implies that Generation Z respondents strongly agreed on the perceived qualities of Philippine presidential candidates in terms of platforms in education. In designing a strategic plan that centers on financial aid for college students. Platforms in education about the formulation of projects to increase school buildings and facilities, especially in far-flung areas, and the development of financial assistance for teachers to lessen out-of-pocket expenses.

A college education is frequently costly to pursue. Each year, the tuition at many institutions rises. Tuition, accommodation and board, meals, school supplies, transportation costs, and so forth are just a few of the expenses associated with attending college (Sosa, 2021). According to the College Board (2022), financial aid assists with college costs. It consists of loans, work-study programs, grants, and scholarships. Financial help is crucial for most students to afford college. Almost two-thirds of college students receive financial assistance according to their family's financial situation. This type of financial aid is sometimes called "need-based" (College Board, 2022). Furthermore, it was mentioned that it's crucial to remember that the amount you will pay directly to the college differs from the planned family contribution. Depending on how much financial aid you receive and the tuition, fees, and other costs the college charges you, you may have to pay them directly.

Table 8. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Economy

Statements	WM	Description
1. Presidential candidates provide clear policies on financial support for all farmers.	4.37	Strongly Agree
2. Presents innovative programs to strengthen the tourism industry.	4.26	Strongly Agree
3. Proposes a strategic policy for infrastructure projects.	4.18	Agree
4. Expansion and integration of foreign trade to generate employment, productivity, and other opportunities.	4.33	Strongly Agree
5. Provide a strategic plan that increases economic development.	4.26	Strongly Agree
Average Weighted Mean	4.28	Strongly Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 8 presents Generation Z's perceived qualities of the Philippine Presidentiables in terms of platforms on the economy. Results show that the respondents strongly agreed with the platform for the economy, with an average weighted mean of 4.28. Specifically, Generation Z respondents strongly agreed that the Presidential candidates provide a clear-cut policy on financial support for all farmers, with the highest weighted Mean of 4.37.

Next, platforms in the economy about the expansion and integration of foreign trade to generate employment, productivity, and other opportunities, with a mean of 4.33, also provide a strategic plan that increases the economic development and presents an innovative program to strengthen the tourism industry, with both means of 4.26.

It means that the Generation Z respondents strongly agreed on the perceived qualities of Philippine presidential candidates in terms of platforms in the economy. The leading perceived platform tackles providing a clear-cut policy on financial support for all farmers.

Rep. Martin Romualdez of Leyte stated that a more significant role for Philippine agriculture in national development is required. He said that if Congress could pass legislation supporting agriculture, we could maintain economic growth and make it advantageous to the average person. He also urged financial managers to implement a plan to allocate more resources nationwide to farmers. The main problems in agriculture are lack of capital, labor, and low yield (Porcalla, 2019). International Finance Cooperation (2022) claims that many people in developing and emerging nations, particularly rural areas, rely on agriculture for their work and way of life. A third of the GDP in emerging economies is typically contributed by agriculture, and industries based on agriculture contribute even more. However, as demand for agricultural financing far outweighs supply, it is frequently challenging to get. Many farmers are prevented from implementing new technologies and increasing their productivity by a lack of financial resources. Many farmers want assistance paying some of the running expenses and land funding. Although expensive, farm equipment is essential to operate a farm. Better tools allow you to transport farther and faster (TeamCFL, 2022).

Table 9. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Foreign Policy

Statements	WM	Description
1. Fostering a safe and secure environment favorable to inclusive progress and benefits the people in line with the rule of law.	4.29	Strongly Agree
2. Improvement of strategic correlation with the allies to ensure military deterrence.	4.14	Agree
3. Promotes foreign trade cooperation and global participation in international trade organizations.	4.16	Agree
4. Improving trade agreements to advance national development plans.	4.21	Strongly Agree
5. Upgrading diplomatic relations and international coordination cooperation to tackle challenges of global tension.	4.16	Agree
Average Weighted Mean	4.19	Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 9 presents Generation Z's perceived qualities of the Philippine Presidentiables in terms of platforms in foreign policy. Results show that the respondents agreed with the perceived rates of the Philippine Presidentiables in terms of platforms in foreign policy with an average weighted mean of 4.19. Specifically, Generation Z respondents strongly agreed on fostering a safe and secure environment favorable to inclusive progress and benefit the people in line with the rule of law, having the highest weighted Mean of 4.29. Next is improving trade agreements to advance national development plans, with a mean of 4.21. In addition, the platform promotes foreign trade

cooperation and global participation in international trade organizations and the upgrading of diplomatic relations and international coordination and collaboration to tackle challenges of global tension, with both means of 4.16.

This implies that Generation Z respondents agreed on Philippine presidential candidates' perceived qualities regarding foreign policy platforms. In addition, fostering a safe and secure environment that is favorable to inclusive progress and benefits the people in line with the rule of law is essential.

Following the report of Peake et al. (2019), the core of any nation's success is safety and security. People want to feel secure and safe (protected from risk or harm) (free from danger or threat). Today, however, security is a concern in every part of our lives, and confidence in the organizations charged with keeping us secure is low. As a result, many people claim to feel or think they are unsafe, even in certain nations. Additionally, local, state, and federal governments must collaborate across borders to promote public safety (and security) in this new reality. It is stated in the study of Graeger and Lindgren (2018) that security is a concern when protecting residents outside of state boundaries. But when examining how citizens may be safeguarded abroad or what assistance they can count on from governments or employers during emergencies, existing security ideas are mostly irrelevant. Conceptualizations of conventional or "hard" security emphasized preserving the state's existence and sovereignty against external dangers, especially border security.

Table 10. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Health Care

Statements	WM	Description
1. Presents a substantial program to subsidize hospital bills.	4.48	Strongly Agree
2. Provides a concrete plan for the advancements of medical equipment.	4.38	Strongly Agree
3. Initiates a plan wage increment for medical professionals.	4.23	Strongly Agree
4. Intends to build numerous health facilities and infrastructure in the far-flung areas.	4.31	Strongly Agree
5. Proposes allocating funds to provide free medicines and laboratories to poor citizens.	4.38	Strongly Agree
Average Weighted Mean	4.36	Strongly Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 10 presents Generation Z's perceived qualities of the Philippine Presidentiables regarding healthcare platforms. Results show that the respondents strongly agreed with the Philippine Presidentiables' perceived qualities in healthcare platforms, with a weighted mean of

4.36. Specifically, the respondents strongly agreed that the presidential candidates must present a substantial program to subsidize hospital bills, with the highest Mean of 4.48. They must provide a concrete plan for the advancements of medical equipment, and they propose an allocation of funds to provide free medicines and laboratories to poor citizens, with an average of 4.38.

It means that the Generation Z respondents strongly agreed with Philippine presidential candidates' perceived qualities regarding healthcare platforms. This further implies that Philippine presidential candidates must also present a substantial program to subsidize hospital bills on their platforms regarding health care.

Many individuals experience difficulty affording proper medical treatment.

(Singer, et al. 2022). A trip to the hospital always comes with costs. Based on the 2017 National Demographic and Health Survey, the average cost of treatment is PHP21,400 for those who are confined. The government-run Philippine Health Insurance Corporation, or PhilHealth, carries less than half of this burden. In Ernesto M. Penia's opinion, high out-of-pocket medical costs drive more individuals into poverty. Households are compelled to spend less on other essentials like food, shelter, and education when they spend more on hospital bills and medical care.

As stated by Lasco et al. (2022), health finance among low- and middle-income Filipinos is frequently a multistep process requiring the involvement of multiple actors and entailing known and unforeseen problems throughout the illness trajectory. Many of our clients find that tolerating the illness is their first option when they are ill rather than seeking out medical attention right away. Our study participants view borrowing money as the primary payment method for health care, particularly in times of urgency and seeking assistance from the government and non-government entities. This is especially true when they eventually visit a doctor or hospital.

Table 11. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Poverty Alleviation

Statements	WM	Description
1. Has a concrete plan for creating and offering more jobs.	4.33	Strongly Agree
2. Introduces training programs in any job to assist newly graduated workers in gaining experience.	4.25	Strongly Agree
3. Has an innovative plan to shift poor people from natural disaster-prone areas to more 'livable' areas.	4.22	Strongly Agree
4. Devises a clear-cut policy that can boost rural development and provide a stable income for rural residents.	4.21	Strongly Agree
5. Develop a program for people experiencing poverty that will increase assets, income, savings, and nutrition and food security improvements.	4.22	Strongly Agree
Average Weighted Mean	4.24	Strongly Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 11 presents Generation Z's perceived qualities of the Philippine Presidentiables in terms of platforms for poverty alleviation. Results show that the respondents strongly agreed with the Philippine Presidentiables' perceived quality in poverty alleviation platforms, with a weighted mean of 4.24. Specifically, the respondents strongly agreed that they must have a concrete plan for creating and offering more jobs, with the highest Mean of 4.33. They were followed by the platform introducing training programs in any position to assist newly graduated workers in gaining experience, with a mean of 4.25. Next, it has an innovative plan that aims to shift poor people from natural disaster-prone areas to more 'livable' spaces and develop a program for people experiencing poverty that will result in increased assets, income, and savings, as well as improvements in nutrition, and food security, with both, Mean of 4.22.

This implies that the Generation Z respondents strongly agreed on Philippine presidential candidates' perceived qualities in terms of poverty alleviation platforms. Moreover, a concrete plan for creating and offering more jobs for the people is one of the most important things that must be included in presidential candidates' platforms regarding alleviating poverty.

Rutkowski (2015) says that young people in poverty need better access to high-quality education and the skills they need to work in today's economy. However, it is also essential to improve employment opportunities, which can be accomplished by expanding the formal, higher-value-added sector of the economy. Labor regulations must be made simpler and more adaptable to reallocate labor from the informal sector to the formal sector and from activities that are less productive to those that are more productive. Poor workers' low skill levels, particularly among young people, may be alleviated by targeted training initiatives. Morka (2019) states that when

employment is high, economic growth becomes healthy. Small businesses can hire more people— as a result, allowing for economic expansion and a decrease in the overall unemployment rate. Our population can escape poverty as the standard of living rises over time.

Table 12. Qualities of the Philippine President in terms of platforms as perceived by respondents in terms of National Security

Statements	WM	Description
1. Develop an innovative plan for the influential armed forces, which helps protect the country.	4.24	Strongly Agree
2. Generates a constructive scheme focusing on the advancement of military equipment.	4.20	Agree
3. Rebuilding strategic alliances with countries that share our values and face common threats.	4.13	Agree
4. Proposes an implementation of monthly training for police and military personnel in case of a terrorist attack.	4.17	Agree
5. Proposes a strategic plan for civil defense and emergency preparedness measures.	4.11	Agree
Average Weighted Mean	4.17	Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 12 presents Generation Z's perceived qualities of the Philippine Presidentiables in terms of platforms in national security. Results show that the respondents agreed with the Philippine Presidentiables' perceived qualities regarding national security platforms, with a weighted mean of 4.17. Specifically, they strongly agreed on developing an innovative plan for influential armed forces, which helps protect the country, with the highest Mean of 4.24. Next, it generates a constructive scheme focusing on advancing military equipment, with a mean of 4.20. It proposes an implementation of monthly training for police and army personnel in case of a terrorist attack, with a mean of 4.17.

This implies that the Generation Z respondents strongly agreed on Philippine presidential candidates' perceived qualities regarding national security platforms. In the context of platforms for national security, fostering a safe and secure environment favorable to inclusive progress and benefits the people in line with the rule of law is one of the crucial factors to be emphasized.

The military, often known as the armed forces, guards a nation's air, sea, and land borders against invading troops. The sole purpose of soldiers is to defend their nation. There are other approaches to accomplishing this. However, many soldiers participate in combat if there is a war in the country. To help them overcome the enemy, they use weaponry and technology. In the study of Cove (2021), the AFP is outfitted with various imported weaponry, primarily used American hardware. Since 2014, South Korea and Indonesia have been its top two arms suppliers. China and Russia provide additional military expenditures. In 2020, the Philippine army budget will account

for only 1% of the country's GDP, which is half the average level for the world. The AFP keeps significant equipment assets that are no longer in use or appropriate for ongoing operating needs. According to Modig and Andersson (2022), military innovation is a compelling option for the growth of defense capabilities, especially for states with a highly educated populace and more aggressive neighbors. Increasing the Army's self-reliance, maximizing its resources for optimum effectiveness in the present, and arming it with cutting-edge weaponry and weapon systems supported by technology-based systems to address prospective challenges are all part of modernization (Chitrajoshi, 2021).

Table 13. Qualities of the Philippine President in terms of platforms as perceived by respondents in Terms of Disaster preparedness

Statements	WM	Description
1. Presents a strategic plan for allocating funds to each municipality in an emergency.	4.40	Strongly Agree
2. Propose a financial budget for a disaster preparedness program for quick response.	4.32	Strongly Agree
3. Develop innovative programs for seminars for disaster workers.	4.27	Strongly Agree
4. Plan on creating more programs on tree planting.	4.32	Strongly Agree
5. Initiate a plan to stop big companies' mining, which destroys the environment.	4.05	Agree
Average Weighted Mean	4.27	Strongly Agree

Legend: 5 (4.21-5.00) Strongly Agree; 4 (3.41-4.20) Agree; 3 (2.61-3.40) Moderately Agree; 2 (1.81-2.60) Disagree; and 1 (1.00-1.80 Strongly Disagree)

Table 13 presents Generation Z's perceived qualities of the Philippine Presidentiables in terms of platforms in disaster preparedness. Results show that the respondents agreed with the Philippine Presidentiables' perceived qualities regarding disaster preparedness platforms, with a weighted mean of 4.27. Specifically, it presents a strategic plan for allocating funds to each municipality in an emergency, with the highest Mean of 4.40. They were followed by proposing a financial budget for a disaster preparedness program for quick response and a plan to create more programs on tree planting, with a mean of 4.32. Next, it develops an innovative program for seminars for disaster workers, with a mean of 44.27.

This implies that the Generation Z respondents strongly agreed with Philippine presidential candidates' perceived qualities regarding disaster preparedness platforms.

This further implies that the presidential candidates must present a strategic plan for allocating funds to each municipality in an emergency to help the workers arrive at the scene with modernized equipment that can help make the job easier.

Disasters are events that have an enormous impact on humanity and the environment. Disasters necessitate government action. Disasters can have both natural and human origins, and the required steps may be beyond the capabilities of the community and the government. Disasters are unavoidable, albeit we can never predict when or where they will strike. However, their worst effects can be partially or wholly prevented by preparation, early warning, and swift, decisive responses (Cape Metropolitan Council Public Safety Advisories, n.d.).

Disaster management aims to lessen the likelihood of disasters occurring and the effects of those that cannot be avoided. The roles of local, provincial, and national governments in disaster management are defined by the government's White Paper and Act on Disaster Management. The Municipal Systems Act stipulates that every municipality must include a disaster management strategy in its Integrated Development Plans. As stated in the study of Cape Metropolitan Council Public Safety Advisories (n.d.), the government may declare places as disaster areas and allocate resources for both immediate relief and reconstruction under the disaster management policy and legislation. As well as food, blankets, and medical supplies, this also contains building supplies for restoration. To complete this quickly, the municipal and provincial governments must prepare the proposal to the federal Department of Provincial and Local Government. By providing defined rules for the classification of disasters and the proclamation of states of disaster, the Disaster Management Act focuses on accelerating reaction times and reducing red tape to guarantee that disasters are dealt with swiftly and effectively. World Bank's blog identified three key reasons to establish disaster funds, including the need to be prepared, act early, and facilitate an effective response (Cape Metropolitan Council Public Safety Advisories, n.d.).

Table 14. Qualities of the Philippine President in Terms of Platforms as Perceived by Respondents

Qualities	Weighted Mean	Rank
Health Care	4.36	1
Education	4.29	2
Economy	4.28	3
Preparedness	4.27	4
Poverty Alleviation	4.24	5
Foreign Policy Economy	4.19	6
National Security	4.17	7

Table 14 presents the ranking of the qualities of the Philippine president as perceived by Generation Z in terms of their platforms. Using the weighted Mean, we sort the order of the president's qualities according to their weighted average. Thus, the table reveals that health care accumulated to 4.36 as the highest quality of the Philippine president that the respondents most favor. As stated by The Annie E. Casey Foundation (2021), Gen Z today cares about convenience, efficiency, and transparency when it comes to health care. For them, medical aid is a core issue that needs to be addressed as it affects the well-being of young adults. Members of this group are

suffering from anxiety and depression due to the pressure of flexible learning brought on by the Covid 19 pandemic. This age group is least likely to report fair or excellent mental health. 35% of Gen Zers surveyed during the pandemic reported that their mental health has worsened for tragic world news is now delivered faster than ever which can augment [feelings of loneliness](#) and stress that are difficult to avoid.

Problem No 3. Is there a significant difference in the qualities of the Philippine President as perceived by the respondents' preferred platforms when grouped according to their profile?

Table 15. Test of Difference on the Qualities of the Philippine President as Perceived by the Respondents' preferred platforms when grouped according to their profile

Factors Compared	Qualities of the Philippine President in terms of Platforms as perceived by Respondents				
Respondents Profile	α	χ^2 -critical value	χ^2 -value	Interpretation	Action/ Decision
Age	$\alpha = 0.05$	3.841	0.6928	No Significant difference	H_0 was accepted
Gender	$\alpha = 0.05$	3.841	3.0251	No Significant difference	H_0 was accepted
Socio-Economic Status	$\alpha = 0.05$	9.488	4.1531	No Significant difference	H_0 was accepted
Occupation	$\alpha = 0.05$	9.488	5.8835	No Significant difference	H_0 was accepted
Highest Educational Attainment	$\alpha = 0.05$	9.488	16.0752	Significant difference	H_0 was rejected

Table 15 indicates the significant difference in the qualities of Philippine Presidentiables in terms of platforms as perceived by respondents when grouped according to their profile. According to their age, the table revealed computed χ^2 0.6928 at 0.05 significance level, which is less than the critical value of 3.841. Thus, the null hypothesis is accepted. This indicates that when respondents were grouped by age, there was no significant difference in how the Philippine Presidentiables were perceived regarding platforms. However, the study by (2021), which stated that most respondents were 19 years old, contradicted this finding.

According to their gender, the table revealed computed χ^2 3.0251 at 0.05 significance level, which is less than the critical value of 3.841. Thus, the null hypothesis is accepted. This means there was no significant difference in the qualities of the Philippine Presidentiables in terms of platforms as perceived by the respondents when grouped according to gender. Therefore, males, females, and LGBTQI+ have the same perception. However, this finding was also contradicted by

the study by Anabo (2021), who stated in his research that 74% of the participants were female, and twenty-six percent 26% of the participants were male.

According to their socioeconomic status, the table revealed computed χ^2 4.1531 at 0.05 significance level, which is less than the critical value of 9.488. Thus, the null hypothesis is accepted. This means there was no significant difference in the qualities of the Philippine Presidentiables in terms of platforms as perceived by the respondents when grouped according to socioeconomic status. This was supported by the study of Consultancy Asia (2019), which stated that Gen Zers are more likely to receive generous financial support from their parents than older generations. This explains why most of the respondents in this study have the lowest socioeconomic based on their annual income.

According to their occupation, the table revealed computed χ^2 5.8835 at 0.05 significance level, which is less than the critical value of 9.488. Thus, the null hypothesis is accepted. This indicates that respondents did not perceive any significant differences in the qualities of the Philippine Presidentiables in terms of platforms when they were grouped by occupation. The research carried out by Robin et al. (2022) showed that the majority of their participants are students who are eager to learn more about politics to be more knowledgeable voters.

According to their highest educational attainment, the table revealed computed χ^2 16.0752 at 0.05 significance level, which is less than the critical value of 9.488. Thus, the null hypothesis is rejected. This means there was a significant difference in the qualities of the Philippine Presidentiables in terms of platforms as perceived by the respondents when grouped according to highest educational attainment. This was supported by the study of Parker & Igielnik (2022); Generation Z has the lowest dropout rates and the highest college enrollment rates. In actuality, obtaining a diploma and meeting the requirements for employment is Generation Z's primary motivation for enrolling. Gen Zers are also more likely to have a college-educated parent than the previous generations of young people, which helps them to pursue their education. In 2019, 44% of Gen Zers ages 7 to 17 lived with a parent with a bachelor's degree or more education, compared with 33% of Millennials when they were the same age.

In conclusion, there was no significant difference in the qualities of the Philippine Presidentiables in terms of platforms as perceived by the respondents when grouped according to their age, gender, socioeconomic status, and occupation. However, it also reveals that when respondents were grouped according to their demographic profile, there was a significant difference in the respondent's perceptions when it came to the qualities of the Philippine presidential candidates in terms of platforms due to their educational attainment. Since most respondents were college students, there were differences in their perception and preference for a presidential candidate. They pay more attention and have higher expectations for the platforms of each candidate. Additionally, they placed a higher value on the presidential candidates' platforms in improving health care.

IV. Conclusion

In conclusion, this study sheds light on Generation Z's demographic profile and perceptions of Philippine presidential candidate qualities across different platforms. The research revealed a predominant group of young adults aged between 21-23, signifying a potentially significant voting bloc among first-time voters within Generation Z. The gender distribution showed parity between males and females, with a smaller representation of LGBTQI+ individuals. Economically, most respondents had relatively lower annual incomes, reflecting the trend of parental financial support for this demographic. Notably, a substantial portion of respondents were students, indicating a strong interest in political engagement within this cohort, with a majority being at the college level regarding educational attainment.

Regarding perceptions of presidential candidate qualities, Generation Z respondents exhibited robust support for educational reforms, economic policies benefiting farmers and trade, healthcare enhancements, poverty alleviation strategies, and initiatives focused on national security and disaster preparedness. Interestingly, while no significant differences were noted in perceptions across age, gender, socioeconomic status, or occupation, distinct variations were observed based on educational attainment. This aligns with Generation Z's higher college enrollment rates and the influence of parental education levels on their priorities and preferences.

Overall, this study underscores Generation Z's nuanced priorities and shared preferences in evaluating presidential candidate qualities. The findings emphasize the significance of healthcare, education, economic stability, and security as critical areas of concern for this demographic, offering valuable insights for political stakeholders aiming to resonate with and address the aspirations of this generation in future policymaking and political strategies.

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