



Using Public Perception Surveys to Enhance Understanding of the Environment and Foster Interagency Collaboration

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Outline



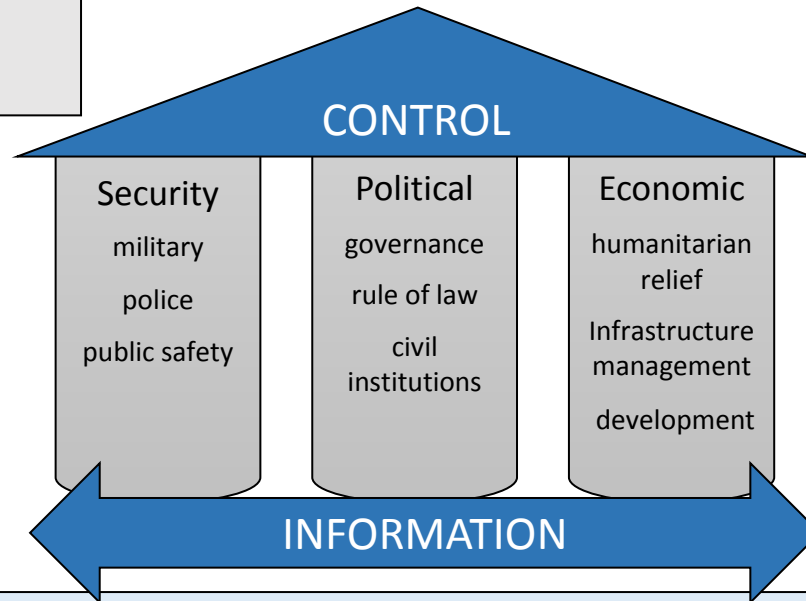
- Nature of Today's Conflicts
- Applications of Survey Data
- Limitations and Caveats
- Philippines Case Study
 - History of Conflict
 - Southern Philippines Public Perception Survey
 - Bangsamoro Plebiscite Survey

Nature of Today's Conflicts

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A complex conflict environment requires a multifaceted, interagency approach.



*Adapted from Dr. David J. Kilcullen's "Three Pillars of Counterinsurgency."

Information includes:

- Intelligence collection, analysis, and distribution
- Information Operations
- Media Operations and Public Diplomacy

These are all measures to counter the adversary's motivation, safe havens, and ideology.

Perception is critical in gaining influence over population groups.

Applications of Survey Data

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Assessment Data Source

- Has there been a measurable change in the environment you are trying to affect?
 - Example: level of popular support for violent extremist organizations
- Measuring and Evaluating Development Programs
 - Where are the most needy communities?
 - What public works projects would be most beneficial?

Designing Education Campaigns and Information Operations

- Where are people sympathetic towards violent extremist organizations?
- Why are they sympathetic?
- What are the demographics of that target population?
- What other common characteristics do they have?
- What medium is most effective reach that audience?

Potential Stakeholders of Survey Analysis:

Operators, Analysts, Decision-Makers, Congress, Policy-Makers, NGOs

Limitations and Caveats



Common Errors and Mitigation Techniques

Sampling Error (Did you ask enough people?)

FIX: Provide margins or error when showing analysis.

Measurement Error (Did respondents respond honestly?)

FIX: Vet the questions with Focus Group Discussions, have questions to check for consistency, ask the interviewer questions on whether they feel the respondent was answering faithfully.

Coverage Error (Did interviewers go where they were supposed to go?)

FIX: Conduct phone calls to interviewers, collect regular status reports from contractors, conduct site visits.

Other Errors (Was there malfeasance, incorrect coding, failure to follow interview protocol, etc.)

FIX: Compare data to other sources for consistency, conduct random checks on the contractor and backchecks on data (eg: length of interview, interview day, time started, time ended).

Context Matters.

Public perception data is just one data point. Include operational data, atmospheric, PMESII analysis, intelligence, etc., to get a complete picture of the situation and mitigate errors that will result from a survey.

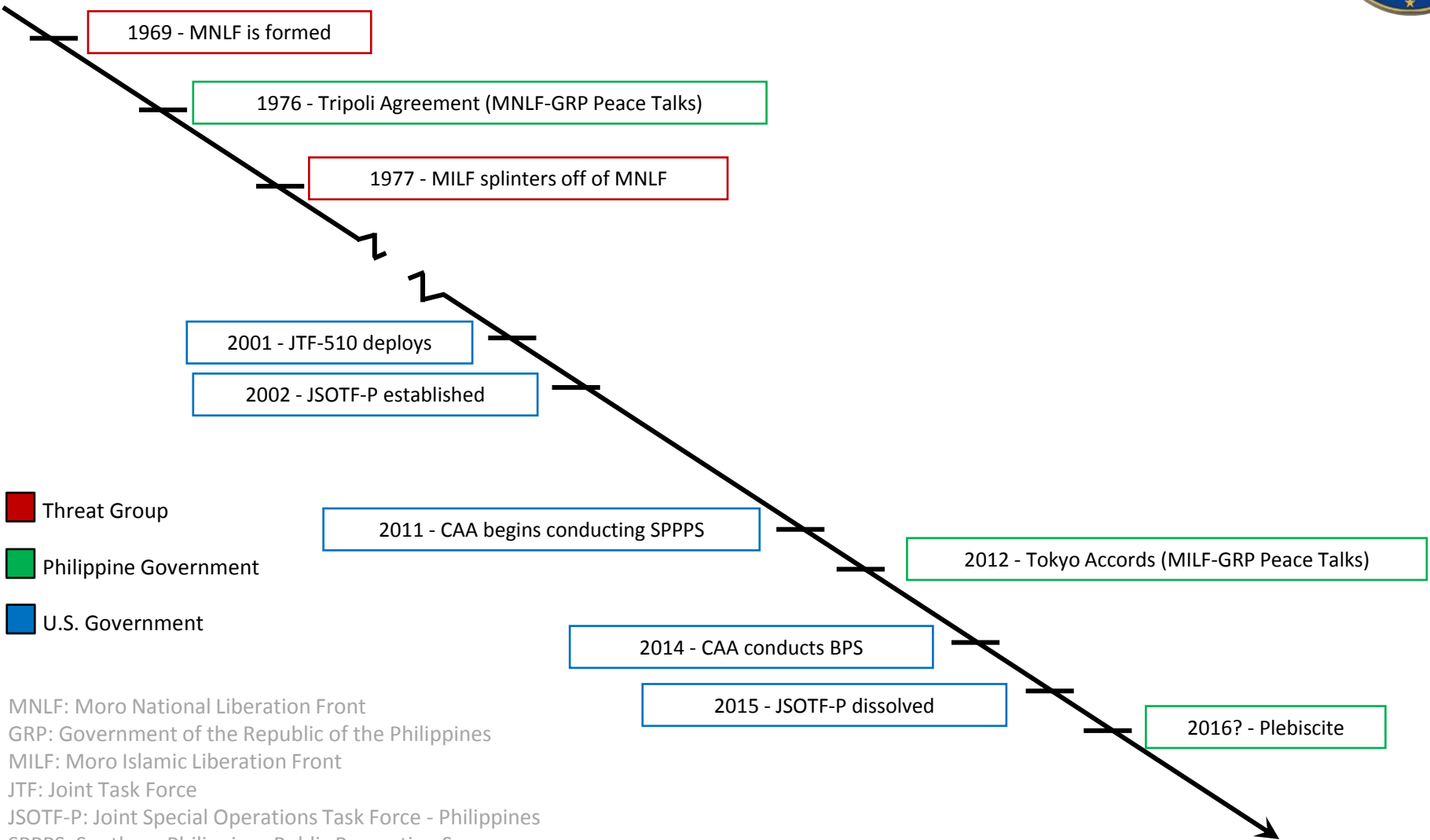


Philippines Case Study

Timeline



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Threat Group

Philippine Government

U.S. Government

MNLF: Moro National Liberation Front

GRP: Government of the Republic of the Philippines

MILF: Moro Islamic Liberation Front

JTF: Joint Task Force

JSOTF-P: Joint Special Operations Task Force - Philippines

SPPPS: Southern Philippines Public Perception Survey

BPS: Bangsamoro Plebiscite Survey

CAA: Southern Philippines Public Perception Survey (SPPPS) Analysis

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In support of Joint Special Operations Task Force – Philippines (JSOTF-P), CAA developed a semi-annual public perception survey in the Southern Philippines, utilizing both closed and open-ended questions. Now in the survey's fourth year, CAA conducts analysis for a broad set of stakeholders, including the U.S Department of Defense, the U.S. Embassy Manila, and Philippine counterparts. The analysis informs operational planning and budgetary and programmatic decision-making.

Survey topics include: empathy towards violent extremist organizations, public perception of the Philippine Government and security forces, governance and economic conditions, and the ongoing Peace Process.

Methodology:

- Conducted by professional polling company in local dialects by local interviewers.
- Six Conflict-Affected Areas (CAAs) in Mindanao: Zamboanga City, Cotabato City, Sulu, Isabela City, Southern Basilan, and Marawi City. Municipalities and barangays randomly selected in the six CAAs.
- 500 interviews conducted per survey area, total sample size is 3000.
- Margin of Error: $\pm 2\%$ (overall); $\pm 4\%$ (each CAA)

Primary Stakeholders:

- *United States:*
 - U.S. Embassy Manila (USEMB)
 - U.S Agency for International Development (USAID)
 - Special Operations Command Pacific (SOCPAC)
 - Joint Special Operations Task Force – Philippines (JSOTF-P)
- *Philippines:*
 - Office of the Presidential Advisor on the Peace Process (OPAPP)
 - Western Mindanao Command (WESMINCOM)



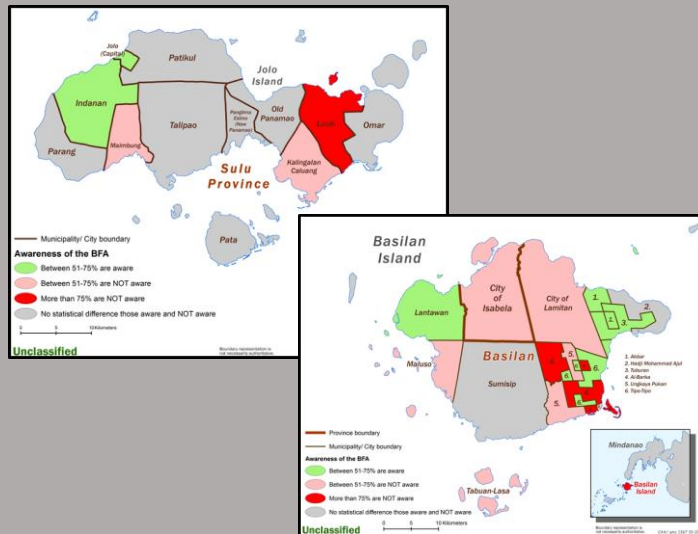
SPPPS Analysis Examples

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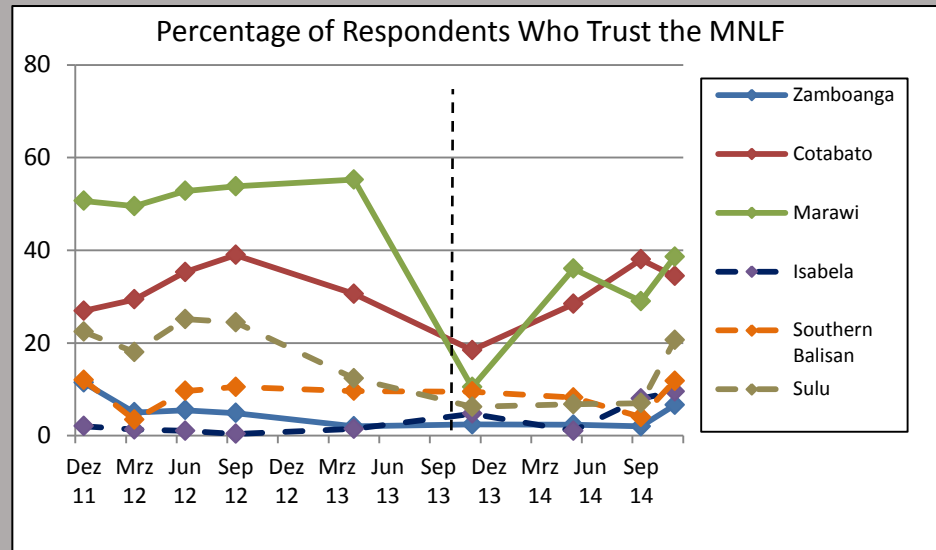
The SPPPS was initially created to feed assessments at JSOTF-P, and provide insights to primarily military stakeholders. Over the past four years, it provided decisional support to the wider interagency, both within the USG and Philippine Government.

Geospatial visualizations.



Areas in red signify municipalities where the majority of the population are unaware of the Bangsamoro Peace Process.

Longitudinal analysis.



Popular trust for the MNLF fell dramatically after the Zamboanga Crisis in September 2013 in the areas where it had been highest, but has largely rebounded.

Source: TNS – Bangsamoro Plebiscite Survey Project ACHILLES SPSS file; October 2014; Margin of Error (95% Confidence Level): ±4% for each CAA, ±14% for each municipality.

MNLF: Moro National Liberation Front
 GRP: Government of the Republic of the Philippines
 MILF: Moro Islamic Liberation Front

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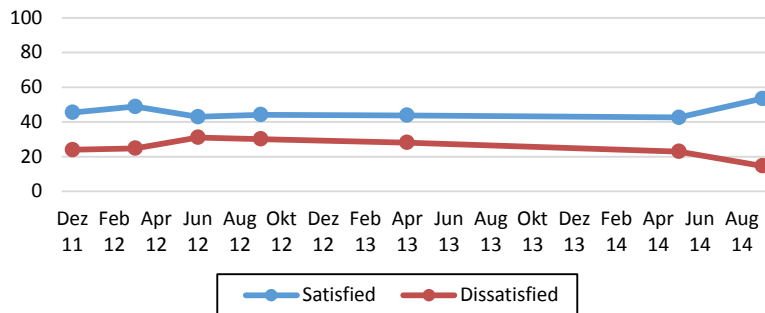
Applications Beyond the Military

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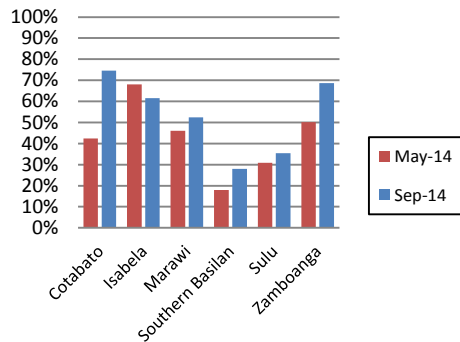


The demonstrated utility of the first eight waves of SPPPS led USAID to pay for the next four waves. As a result, the survey will now focus equally on security and development issues.

Percent Satisfied with Electricity Services Over Time



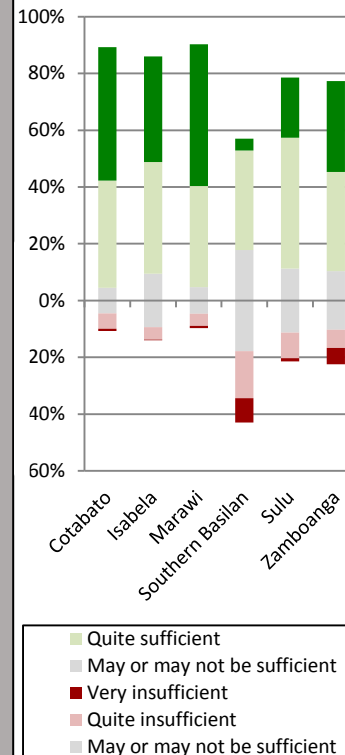
How satisfied are you with your electricity services?



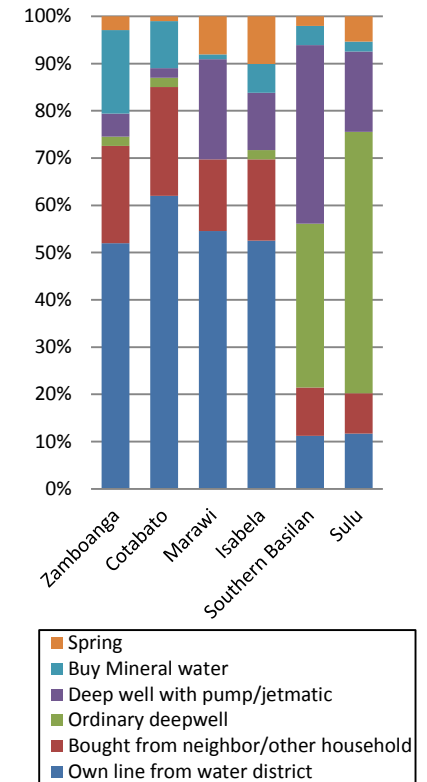
	May 2014	Sept 2014
Female	43%	52%
Male	42%	55%
Rural	39%	43%
Urban	47%	63%
Non-Muslim	55%	73%
Muslim	38%	46%

Demographic and sub-regional breakdowns.

How sufficient is the supply of clean water?



Where do you get your water supply?



Juxtaposition of related questions.

Source: TNS – Bangsamoro Plebiscite Survey Project ACHILLES SPSS file; October 2014; Margin of Error (95% Confidence Level): ±4% for each CAA, ±14% for each municipality.

Bangsamoro Plebiscite Survey



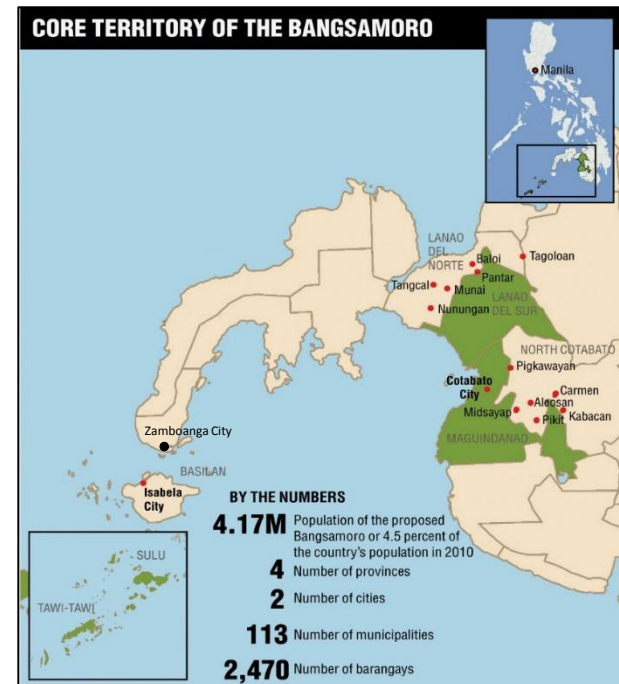
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Background: At the request of Philippine Western Mindanao Command (WESMINCOM) Commander, LTG Guerrero, CAA contracted a special run of the Southern Philippines Public Perception Survey (SPPPS).

Purpose: Enable the U.S.-Filipino interagency community to anticipate and prepare for potential violence associated with the Bangsamoro Referendum, initially planned for 2015.

Research Questions:

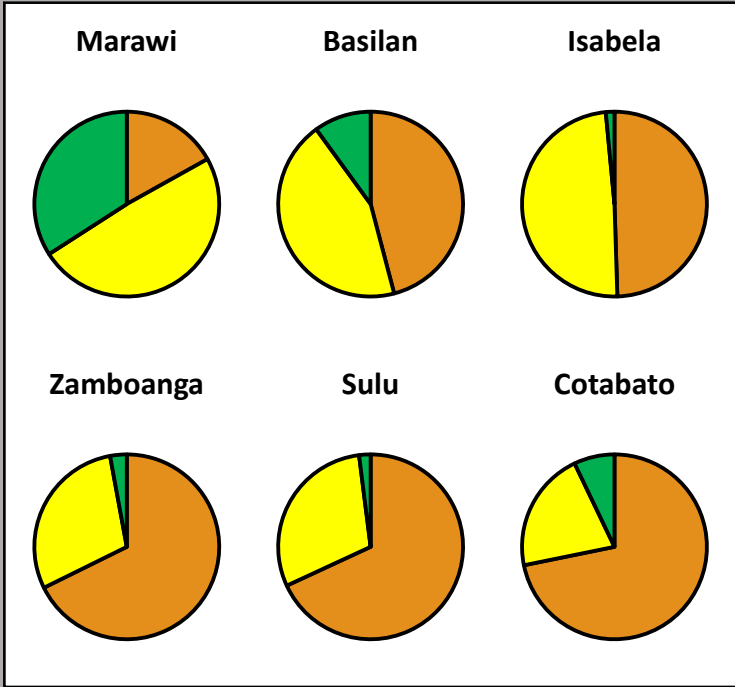
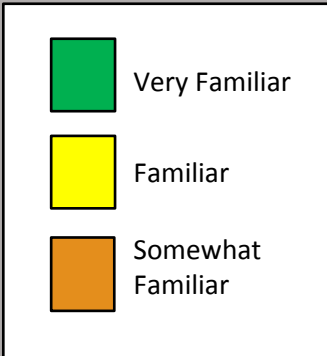
- What is the current state of familiarity with the Framework Agreement of the Bangsamoro (FAB)?
 - In which locations do respondents feel most familiar with the FAB and what are their main sources of information?
- What is the current state of support for the FAB?
 - Which areas are most likely to vote to join the Bangsamoro?
 - What are shared characteristics of FAB opponents?
- Where does the population anticipate violence during the referendum process?



Familiarity with the FAB



How familiar are you with the Framework Agreement of the Bangsamoro?



- Almost 75% of respondents in Zamboanga, Sulu, and Cotabato report having only minimal familiarity.
- Respondents in Marawi reported being significantly more familiar with the FAB than respondents in any other CAA. Chief source of information: religious leaders.
- Urban respondents report having greater familiarity than do rural respondents.

Open-ended questions and focus group discussions offer the “why.”

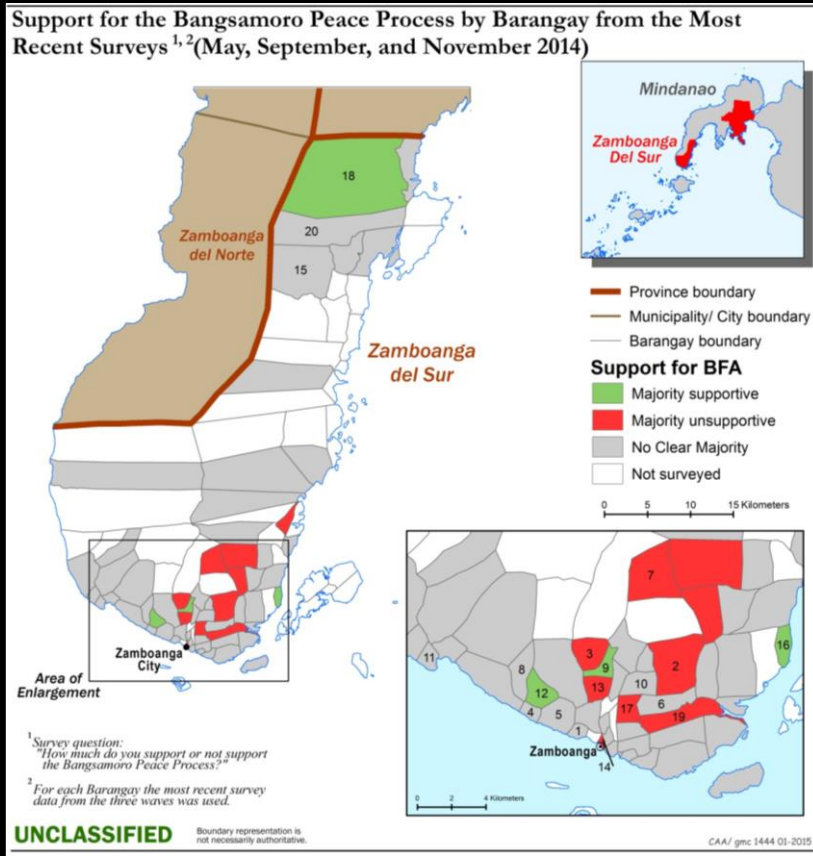
Source: TNS – Bangsamoro Plebiscite Survey Project IRINI SPSS file; November 2014; Margin of Error (95% Confidence Level): ±3.1% for each area.

FAB Support Levels in Zamboanga



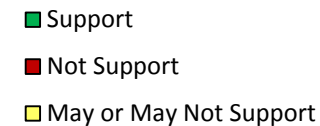
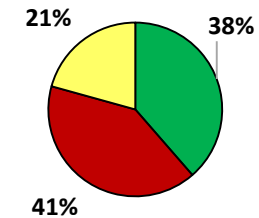
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Randomly selected sets of barangays in each area were sampled three times in 2014: in May, September, and November. The map depicts the barangays with significant differences between support and not support. The data below is from the most recent time that barangay was sampled.

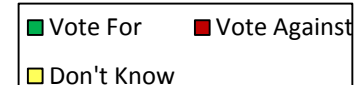
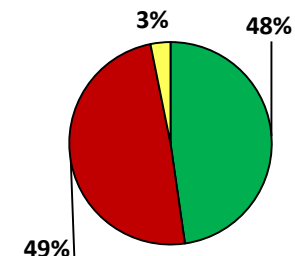


Source: TNS – Bangsamoro Plebiscite Survey Project ACHILLES 7, 8 and IRINI SPSS files; May, September, November 2014; Margin of Error (95% Confidence Level): ±14-30% for barangays.

Level of FAB Support



Voting Intention Among Likely Voters



Source: TNS – Bangsamoro Plebiscite Survey Project IRINI SPSS file; November 2014; Margin of Error (95% Confidence Level): ±3.1% for each area.

- Zamboanga respondents were evenly divided on both their support for the FAB and how they expect to vote.
- Indicators suggest that Zamboanga will meet the 10% support required to be included in the Plebiscite.

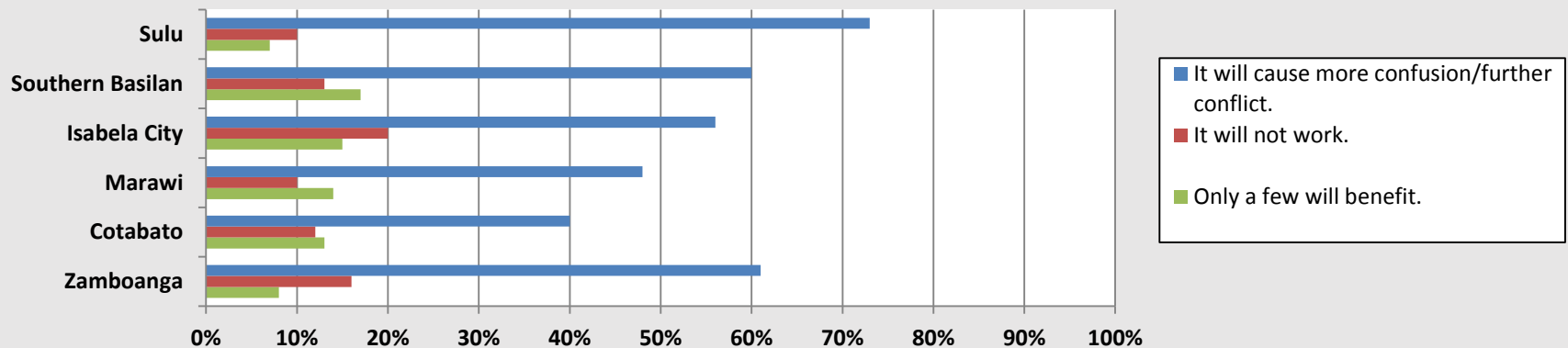
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Identifying Commonalities: FAB Opponents

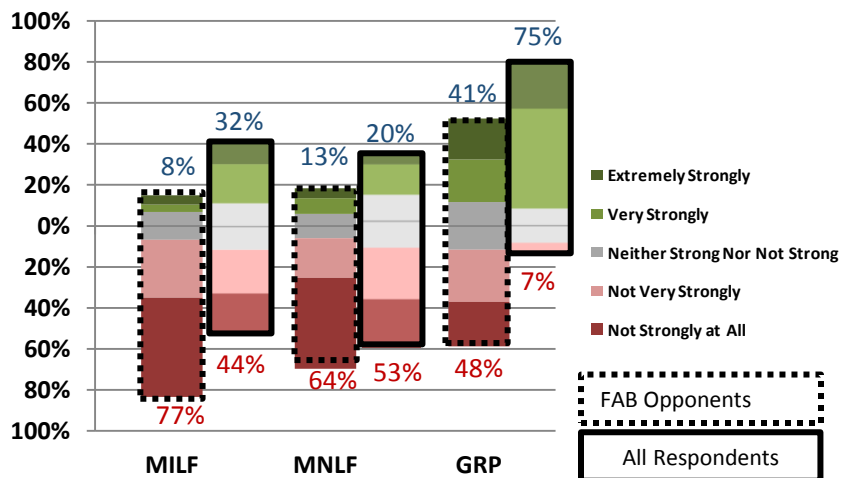
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Top Three Reasons Respondents Do Not Support the FAB



Trust for Various Organizations



- The reason given most often for opposing the FAB, regardless of location, is the same: “It will cause more confusion / further conflict.”
- Opponents have significantly lower trust in both the GRP and the MILF (especially the latter) than do the general population.
- Non-Muslims comprise only 22% of the total population, but make up over half of the opponents.
- Ethnicity is sometimes a factor in FAB support.

Source: TNS – Bangsamoro Plebiscite Survey Project IRINI SPSS file; November 2014; Margin of Error (95% Confidence Level): ±3.1% for each area, ±1.3% overall.

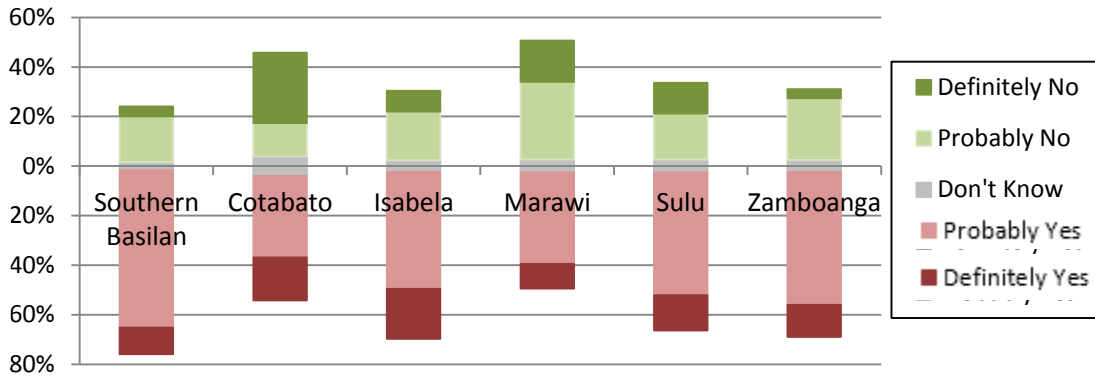
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Public Expectation of Violence



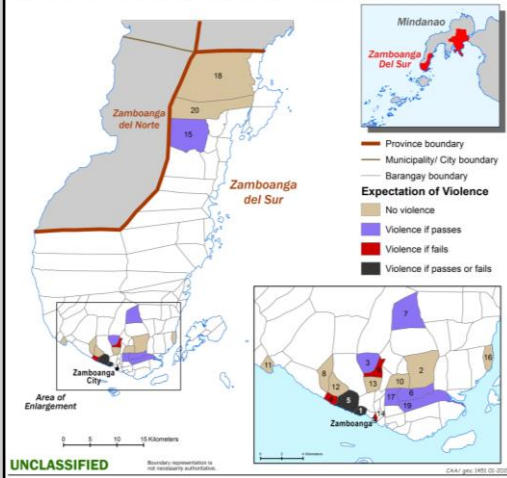
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Do you think there will be violence before or during the Bangsamoro Peace Agreement Plebiscite?



- Respondents varied by location in **who** they thought would most likely cause the violence: 38% in Zamboanga said MNLF, 29% in Cotabato said BIFF, 12% in Marawi said GRP, about 40% in Isabela City, Southern Basilan, and Sulu said ASG, and 32% in Sulu said MNLF.

IRINI Sampled Barangay, November 2014: Expectation of Violence Regarding Referendum, Whether it Passes or Fails



- Approximately 60% of respondents in Zamboanga anticipate violence if their communities vote to join the Bangsamoro.
- Zamboanga is the only area where more barangays expect violence if the Referendum passes than if it fails.

Source: TNS – Bangsamoro Plebiscite Survey Project IRINI SPSS file; November 2014; Margin of Error (95% Confidence Level): ±3% for each area.

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What We Can Do for You

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Why should we collaborate?

- Save Money and Resources
 - Surveys are expensive and budgets are shrinking.
 - Cut down on unnecessary duplication of efforts within and across agencies.
- Learn from Each Other.
 - Sharing cautions about contractors helps with project oversight.
 - Sharing potential vendors builds capacity.
- Share questions to provide comparisons and reaffirm results.

How can we collaborate?

- Products.
- Analytic support.
- Gallup World Poll data analysis.