



Millennial Voting Behavior And Preferences In Tarlac City: Towards Proposed Engagement Measures

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Abstract: Elections were fundamental to democratic governance. Issues such as voter turnout, engagement, and generational preferences impact electoral outcomes. The significance of millennial participation had drawn attention, both globally and in the Philippines. The study examined the voting behavior and preferences of millennials in Tarlac City, revealing key demographic insights and their impact on electoral choices. The study used quantitative correlational research to explore connections between variables like demographics, voting behavior, and preferences among millennials in Tarlac City. Data collection involved questionnaires, interviews, and documentary analysis. The respondents were randomly and conveniently selected to get a diverse sample, and the data were analyzed using statistical tests and software to find patterns in millennials' preferences and behaviors when voting.

The research highlighted personality traits, particularly thoughtfulness, as crucial in candidate selection. Security platforms were the primary concern for voters. The political or family background of candidates significantly influenced millennial voting behavior. Social and peer pressure affected the respondents. Governance skills and leadership style were highly valued in candidates. And traditional campaign methods, like rallies and caucuses, were preferred. The study found significant correlations between various demographic profiles and voting behavior. Age, gender, education, marital status, occupation, and religion all play critical roles in shaping political preferences. Addressing election challenges, such as vote buying and procedural issues, was essential for ensuring a fair and inclusive electoral process. It is recommended to target millennials with voter education campaigns, modernize electoral processes with technology, and provide additional precincts. They may establish monitoring systems to assess interventions and campaign managers to commit to ethical practices and use innovative tactics to engage millennials were also recommended.

Index Terms - Voter engagement, voting behavior and preferences, election, Millennials voting patterns

I. INTRODUCTION

Elections are a fundamental pillar of democratic governance, with issues such as voter turnout, engagement, and generational preferences impacting outcomes. Millennials' participation has drawn global and national attention. Studies showed lower voter turnout among millennials, with only 46% voting in the 2016 U.S presidential elections, 42.8% in the 2019 European Parliament elections, and a decline in younger voter participation in the Philippines' 2019 midterm elections.

Millennials' political behavior was influenced by their core values, which guide their voting decisions. However, a disconnect between their values and political system often leads to apathy. Factors such as limited access to information and logistical barriers also contribute to lower turnout. In the Philippines, political issues and challenges such as vote-buying and political dynasties affect elections. Understanding millennials' voting behavior, particularly in regions like Tarlac City, was essential for improving electoral strategies and engagement. However, the study, using Input-Process-Output (IPO) model, only focused on evaluating the

voting preferences and behavior of registered millennial voters in Tarlac City for the year 2024. It included participants from all 76 barangays, excluding non-registered voters and those from other municipalities. This study aimed to fill the gap by providing insights into millennials voting preferences in Tarlac City, offering valuable information for policymakers and contributing to the academic discourse, and the challenges millennials faced during elections, offering solutions to enhance millennial participation.

II. METHODOLOGY

This study employed a quantitative correlational design to explore relationships between demographic profiles, voting behavior, and preferences of millennials in Tarlac City. Data were collected via questionnaires that was adapted from Santiago, et.al. (2015), interviews, and documentary analysis to identify electoral challenges and devise solutions.

The study, conducted in Tarlac City, used random and convenience sampling, resulting in 402 respondents. This study initially planned to involve 383 randomly selected registered voters from Tarlac City using the Cochran finite sampling method, based on 2022 Commission on Elections (COMELEC) data. Surveys were distributed via Google Forms to respondents across 76 barangays, ultimately exceeding the target with 402 participants due to higher-than-expected engagement.

Data were collected through validated questionnaires, supplementary interviews and documentary analysis, with Google Forms facilitating the process. The data were analyzed using Chi-square and Spearman rho to explore relationships between demographic profiles, voting behavior, and preferences, with SPSS software aiding in statistical analysis. Frequency, ranking, percentage, and weighted mean calculations quantified responses, while a five-point Likert scale assessed how candidate characteristics and campaign methods influence voting decisions. The comprehensive and policies aim to provide insights to millennial voting behavior and preferences, enhancing the studies validity and reliability.

ETHICAL CONSIDERATION

The study involved the voters from Tarlac City, focusing on the impartiality and fair treatment of experimental subjects and methods, as well as ensuring that rights and welfare interests served are respected. Before distributing questionnaires, the researcher carefully sought a consent, established trust, and privacy importantly emphasized.

To encourage voluntary participation and protect the privacy of their personal information, participants were fully informed about the objectives of this research. It was emphasized that all information obtained was strictly confidential. Under the Data Privacy Act of 2012, the whole process was put in place. These sweeping steps showed the researcher's great determination to make a thorough and above-board study that took seriously each participant's welfare and privacy as its prime concerns.

III. RESULTS AND DISCUSSIONS

This study evaluated the demographic profile, voting behavior and preferences of millennials in Tarlac City, examining how they chose candidates based on personality traits, platforms, popularity, and socio-cultural factors. In addition, the study explored the correlations of millennials' profile, voting behavior and preferences. The following hypotheses were tested:

Hypotheses:

Ho: There is no significant relationship between millennials' profile and voting behavior.

Ho: There is no significant relationship between millennials' profile and voting preferences.

Ho: There is no significant relationship between millennials' voting behavior and preferences

3.1 Profile of the Millennials

Demographic factors like age, gender, education, marital status, occupation, and religion are key to understanding millennials' political choices and engagement. Born in the late 20th century, millennials have unique perspectives on political and social issues. Examining these factors provides insights into their election participation and political decisions.

Table 1
Millennials Demographic Profile

Indicator	Category	f	%	
Age	27 to 33	222	55.2	
	34 to 40	103	25.6	
	41 to 47	77	19.2	
Gender	Female	179	44.5	
	Male	135	33.6	
	LGBTQIA+	88	21.9	
Educational Attainment	College Graduate	113	28.1	
	Undergraduate	88	21.9	
	Vocational	69	17.2	
	College Undergraduate	59	14.7	
	Senior High/ High School Graduate	49	12.2	
	Post Graduate	15	3.7	
	Junior High	9	2.2	
Marital Status	Single	236	58.7	
	Married	137	34.1	
	Solo Parent	28	7.0	
	Widowed	1	.2	
Occupation	Service and Sales Worker	91	22.6	
	Professional	77	19.2	
	Unemployed	77	19.2	
	Clerical Support Worker	59	14.7	
	Elementary occupation	42	10.4	
	Manager	19	4.7	
	Craft and related trade worker	14	3.5	
	Plant and machine operator and assembler	13	3.2	
	Technician and other professional	7	1.7	
	Skilled Agricultural	2	.5	
	Armed Forces occupation	1	.2	
	Religion	Roman Catholic	196	48.8
		Iglesia ni Cristo	116	28.9
Born Again Christian		44	10.9	
Seventh-Day Adventist		27	6.7	
Bible Baptist Church		15	3.7	
Islam		1	.2	
LDS		1	.2	
MCGI		1	.2	
Methodist		1	.2	

The respondents' demographics reveal a diverse yet predominantly young and progressive population. The largest age group is 27 to 33 years old, comprising 55.2% of the respondents, indicating a likely openness to progressive ideas and changes. In contrast, the smallest age group, 41 to 47 years, represents 19.2% and may prioritize policy continuity and stability. Females constitute the largest gender group at 44.5%, suggesting a strong focus on healthcare, family welfare, and related social policies, while the LGBTQIA+ community, at 21.9%, emphasizes rights and social justice. Educational attainment varies, with college graduates forming the largest group at 28.1%, indicative of higher political engagement and informed voting behaviour, whereas those with only a junior high school education, making up just 2.2%, may exhibit lower political participation.

Marital status shows that 58.7% of respondents are single, likely focusing on career growth, flexibility, and digital rights, while widowed individuals, the least represented at 0.2%, may prioritize social support and pensions. Occupation-wise, service and sales work is the most common, accounting for 22.6% of respondents, pointing to a focus on job security and employment-related policies. The least common occupations, skilled agricultural work and armed forces, each at 0.2%, suggest limited influence on the political landscape. Religiously, Roman Catholics dominate at 48.8%, exerting significant influence on social and ethical issues in politics, while the smallest religious groups, including Islam, LDS, MCGI, and Methodist, each at 0.2%, reflect minimal impact on overall political engagement.

3.2 Voting Behavior of the Millennials in Choosing their Candidates

Voting behavior encompassed the actions and decisions people made during elections, shaped by psychological, social, and economic factors such as party affiliations, candidate appeal and media influence (Blais, 2014; Franklin, 2020).

3.2.1 Personality Traits

Understanding millennials' voting behavior involved analyzing candidate personality traits to reveal the values influencing their choices. The study examined how frequently millennials of Tarlac City favored various traits and their impact on voting decisions.

Table 2
Voting Behavior of the Millennials based on
Personality Traits

Category	<i>f</i>	%	R
Thoughtful	308	76.6	1
Generous	305	75.9	2
Reserved	146	36.3	3
Assertive	139	34.6	4
Energetic	122	30.3	5
Outgoing	120	29.9	6
Charismatic	103	25.6	7

The analysis revealed that millennials prioritized thoughtfulness and generosity in candidates, followed by being reserved, assertive, energetic, outgoing, and charismatic. Based on the collective interview, millennials favored considerate and compassionate leaders capable of making well-informed decisions. Assertiveness and being reserved were also valued for indicating confidence and composure. Political campaigns should focus on these traits to effectively connect with millennials, who prefer leaders demonstrating thoughtfulness, generosity, and authenticity over charisma or extroverted energy.

3.2.2 Platforms

Identifying the platforms that mattered most to millennials in Tarlac City revealed their key issues and shaped their voting choices, as candidates' stances on these issues guided their decisions.

Table 3
Voting Behavior of the Millennials based on Platforms

Category	<i>f</i>	%	R
Security	257	63.9	1
Environment	234	58.2	2
Education	228	56.7	3
Social Welfare	225	56.0	4
HealthCare	197	49.0	5
Economy	174	43.3	6

The table 3 revealed that millennials in Tarlac City prioritized security as their top concern, followed by environmental issues due to climate change. Education and social welfare programs are also important,

highlighting a focus on quality education and social justice. Healthcare concerns are moderately valued, while economic issues receive the least attention.

3.2.3 Popularity

Millennials' voting behavior in Tarlac City was shaped by candidate popularity, with an analysis focusing on how they prioritized these popularity-based factors.

Table 4
Voting Behavior of the Millennials based on Popularity

Category	<i>f</i>	%	R
Political/Family Background	333	82.8	1
Party Affiliation	254	63.2	2
Appears on Ballot	154	38.3	3

The table 4 highlights the key factors influencing millennial voting behavior. Political or family backgrounds was the most significant factor, with a majority of millennials valuing it for its association with experience and continuity, though it may also reinforce dynastic politics. Party affiliation follows, with many millennials choosing candidates based on shared values and party platforms, which reflect policy consistency and social identity. Ballot visibility, though less influential, still affects voting choices, as recognizable names and active campaigning enhance a candidate's appeal. The high importance of these factors reflected the impact of political dynasties, party loyalty, and candidate visibility on millennials' electoral decisions.

3.2.3 Socio-cultural Factors

Millennials' voting behavior in Tarlac City was influenced by individual preferences, platform priorities, and sociocultural factors like social pressure, family, religion and election propaganda.

Table 5
Voting Behavior of the Millennials based on Other Socio-Cultural Factors

Category	<i>f</i>	%	R
Social/Peer Pressure	231	57.5	1
Family Decision	215	53.5	2
Religion	168	41.8	3
Bandwagon (Election propaganda)	115	28.6	4
Personal Decision	28	7.0	5

The table 5 highlighted that other socio-cultural factor significantly influenced millennials' voting behavior. Social or peer pressure was the most influential, followed by family decisions and religious beliefs. Bandwagon effects from propaganda also impacted voting choices, while personal decision-making was the least influential. These findings emphasized the importance of social networks, family, and religion in shaping political preferences, suggesting that political campaigns needed to address these factors to effectively engage millennials voters.

3.3 Voting Preferences of the Millennials in Choosing their Candidates

Voting preferences reflected voters' choices based on values, interests, and campaign strategies, influenced by policy, candidate traits, party affiliation, and perceived competence. They revealed key voter priorities and how they evolved over time.

3.3.1 Preferred Characteristics of Millennials on the Candidates

Recognizing millennials' preferred candidate traits was vital for successful campaigns. Velmonte (2020) study emphasized aligning strategies with these preferences, focusing on qualities valued by millennials in Tarlac City.

Table 6
Preferred Characteristics of the Millennials

Criteria	Mean	Adjectival Description
Skills on Governance/ Leadership style	4.62	Strongly Agree
Good political track record	4.62	Strongly Agree
Human Relational Skills	4.62	Strongly Agree
Educational Characteristics	4.61	Strongly Agree
Values and beliefs	4.22	Agree
Religion	4.06	Agree
Overall Mean	4.46	Agree

The table 6 showed that millennials preferred candidates with strong governance skills, a proven political track record, and good relational abilities. They also valued educational background and core values but placed less importance on religious affiliation. Based on the millennials' interviews, they were looking for leaders who could fulfill their desire for stability, competence and effective leadership skill in navigating the complex socio-political landscape. Overall, millennials prioritized skills and experience over ideological or religious factors, indicating that political campaigns needed to emphasize these attributes to engage effectively with this demographic.

3.3.2 Preferred Campaign Methods of the Millennials

Millennials' preferred campaign methods involved in analyzing strategies that resonated with them, including outreach efforts like rallies, ads, social media, job promises, and goods or cash distribution. This assessment aimed to understand how these tactics influenced their perceptions and voting behavior.

Table 7
Preferred Campaign Methods of the Millennials

Criteria	Mean	Adjectival Description
Campaign rallies and caucus	4.11	Agree
Audio-visual advertisements	3.87	Agree
Printed materials like tarpaulin, posters and pamphlets	3.75	Agree
Campaign Merchandise	3.72	Agree
Social media platforms (e.g Facebook, YouTube, Instagram, X)	3.65	Agree
Promise of Employment and Favors	3.27	Neither Agree nor Disagree
Distribution of Perishable Goods and Cash	3.17	Neither Agree nor Disagree
Overall Mean	3.65	Agree

The table 7 revealed that millennials preferred a mix of traditional and modern campaign strategies. They valued campaign rallies and in-person events for community engagement, found audio-visual ads important for media outreach, and continued to appreciate printed materials and campaign merchandise. Social media was also crucial, though slightly less favored. Promises of employment and material goods were viewed less favorably, highlighting the need for ethical campaigning. Overall, effective strategies combined personal interactions with digital outreach.

3.4 Correlations of Millennials Profile, Voting Behavior and Preferences in Tarlac City

The correlations between millennials' profile, voting behavior, and preferences in Tarlac City provided insights into the region's political dynamics. Understanding these connections was crucial for political strategies, policymakers, and researchers.

3.4.1 Correlations of Millennials Profile and Voting Behavior in Tarlac City

Millennials' preferred campaign methods involved in analyzing strategies that resonated with them, including outreach efforts like rallies, ads, social media, job promises, and goods or cash distribution. This assessment aimed to understand how these tactics influenced their perceptions and voting behavior.

Table 8

Correlation between Millennials Profile and Voting Behavior

Voting Behavior	Age			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	75.782	0.000	Reject H_0	Significant
Platforms	50.871	0.000	Reject H_0	Significant
Popularity	40.916	0.000	Reject H_0	Significant
Socio-Cultural Factors	35.452	0.000	Reject H_0	Significant

Voting Behavior	Gender			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	27.329	0.017	Reject H_0	Significant
Platforms	21.693	0.017	Reject H_0	Significant
Popularity	23.671	0.000	Reject H_0	Significant
Socio-Cultural Factors	20.083	0.003	Reject H_0	Significant

Voting Behavior	Educational Attainment			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	79.528	0.000	Reject H_0	Significant
Platforms	56.322	0.003	Reject H_0	Significant
Popularity	21.186	0.048	Reject H_0	Significant
Socio-Cultural Factors	39.865	0.002	Reject H_0	Significant

Voting Behavior	Marital Status			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	42.980	0.003	Reject H_0	Significant
Platforms	78.387	0.000	Reject H_0	Significant
Popularity	23.178	0.001	Reject H_0	Significant
Socio-Cultural Factors	6.845	0.653	Accept H_0	Not Significant

Voting Behavior	Occupation			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	111.059	0.001	Reject H_0	Significant
Platforms	79.607	0.005	Reject H_0	Significant
Popularity	68.408	0.000	Reject H_0	Significant
Socio-Cultural Factors	35.739	0.217	Accept H_0	Not Significant

Voting Behavior	Religion			
Component	Chi-square X^2	p -value	Decision	Result
Personality Traits	183.844	0.000	Reject H_0	Significant
Platforms	125.833	0.000	Reject H_0	Significant
Popularity	57.512	0.000	Reject H_0	Significant
Socio-Cultural Factors	50.689	0.001	Reject H_0	Significant

The findings from Chi-square test indicated that millennials voting behavior was significantly influenced by their demographic profiles across multiple components. Age, gender, educational attainment, marital status, occupation, and religion all played a role in shaping personality traits, platform preferences, and popularity considerations. However, social cultural factors were not significantly influenced by marital status

and occupation. These results underscored the complexity and multifaceted nature of voting behavior among millennials, highlighting the need for a nuance approach in understanding and addressing their political preferences and actions.

3.4.2. Correlations of Millennials Profile and Voting Preferences in Tarlac City

The table presented the results of Chi-square test that examined the correlation between various demographic factors of millennials (age, gender, educational attainment, marital status, occupation, and religion) and their voting preferences, which included characteristics and campaign strategies.

Table 9
Correlation between Millennials Profile and Voting Preferences

Voting Preferences	Age			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	41.508	0.579	Accept H_0	Not Significant
Campaign Methods	84.974	0.001	Reject H_0	Significant

Voting Preferences	Gender			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	60.499	0.050	Reject H_0	Significant
Campaign Methods	55.103	0.224	Accept H_0	Not Significant

Voting Preferences	Educational Attainment			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	124.763	0.660	Accept H_0	Not Significant
Campaign Methods	143.900	0.487	Accept H_0	Not Significant

Voting Preferences	Marital Status			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	50.162	0.926	Accept H_0	Not Significant
Campaign Methods	95.473	0.034	Reject H_0	Significant

Voting Preferences	Occupation			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	394.400	0.000	Reject H_0	Significant
Campaign Methods	293.325	0.011	Reject H_0	Significant

Voting Preferences	Religion			
Component	Chi-square X^2	p -value	Decision	Result
Characteristics	247.935	0.000	Reject H_0	Significant
Campaign Methods	224.395	0.055	Accept H_0	Not Significant

The Chi-square test indicated that certain demographic factors significantly influence millennials voting preferences. Age and marital status were significantly correlated with campaign methods, while gender, occupation, and religion were significantly correlated with characteristics. Interestingly, educational attainment did not show significant correlations with either voting preference component. This finding suggested that millennials voting preferences were shaped by specific demographic profiles, emphasizing the need for targeted political strategies that consider this demographic differences.

3.4.3. Correlations of Millennials Profile and Voting Behavior in Tarlac City

The table 9 presented the results of Spearman's rho correlation test that examined the relationship between various aspects of voting behavior (personality traits, platforms, popularity, and sociocultural factors), and voting preferences among millennials.

Table 10
Correlation between Voting Behavior and Voting Preferences of the Millennials

Component	Spearman rho	p-value	Decision	Result
Personality Traits	0.332	0.000	Reject H _o	Significant
Platforms	0.332	0.000	Reject H _o	Significant
Popularity	0.263	0.000	Reject H _o	Significant
Socio-Cultural Factors	0.203	0.000	Reject H _o	Significant

The results of the Spearman's rho correlation test indicated that there were significant positive correlations between all examined components of voting behavior and voting preferences among millennials. The strength of these correlations varied, with personality traits and platform showing the strongest relationships, followed by popularity and social cultural factors. These findings suggested that millennials voting behavior were closely aligned with their voting behaviors across multiple dimensions.

3.5 Problem Encountered During Elections

Millennial space significant electoral challenges, such as vote buying, long queues, and inadequate voting procedures, which undermined election integrity and efficiency. Studies highlighted how these issues along with commuting difficulties, preferential treatment, and security concerns, deterred voter participation. Addressing these problems through improved transparency, resource allocation and security measures was essential for ensuring fair and accessible elections.

Table 11
Problems Encountered by the Voting Millennials

Problems	f	%	R
Vote buying persists in their area, regardless of the amount of money offered by candidates, leading to concerns about the integrity of the electoral process and the potential for candidates to secure victory through unethical means.	366	91	1
Long queues and limited space both outside and inside the precinct is causing frustration among voters, highlighting the need for a more efficient and organized voting system to accommodate voters effectively.	326	81	2
Absence of a systematic voting procedure, including proper queue management and adequate voting tools, creates confusion and inefficiency in the voting process, impacting voters' ability to cast their votes accurately and efficiently.	253	63	3
Challenge of commuting long distances to vote, particularly for those working far from home, raises concerns about accessibility and convenience in the voting process, potentially leading to decreased voter turnout and participation.	215	54	4
Preferential treatment of certain individuals, such as those with connections to precinct staff or officials, undermines the fairness and equality of the voting process, creating an environment of favoritism and unfair advantage.	149	37	5
Lack of sufficient security personnel, such as Barangay Police or local officers, poses a risk to the safety and orderliness of polling precincts, potentially leading to disruptions and conflicts during the voting period.	116	29	6
Issue of voters not being familiar with the voting area or engaging in "HAKOT" practices contributes to chaos and	105	26	7

noise, detracting from the orderly conduct of the election process and potentially affecting voter confidence.			
Conflicts between candidates and their supporters outside the precinct create disturbances and tensions, impacting the peaceful and impartial conduct of elections and potentially influencing voter behavior.	86	21	8
Power outages during voting hours pose a significant challenge, disrupting the voting process and causing delays, highlighting the need for backup power sources and contingency plans.	83	20	9
Instances of physical assault reported on election day raise concerns about safety and security during the electoral process, reflecting broader issues of violence and conflict within the electoral context.	71	17	10

3.6 Propose Engagements Measures

To address millennials' election challenges in Tarlac City, measures included voter education to prevent vote buying, improved voting infrastructure to reduce congestion, and empowerment programs for navigating procedures. Mobile voting stations and shuttle services helped with commuting issues, while transparency and protection initiatives ensured fairness and safety. Conflict resolution, workshops and backup power solutions addressed security and power outages.

PROPOSED ENGAGEMENT MEASURES ADDRESSING THE PROBLEMS ENCOUNTERED OF THE MILLENNIALS DURING THE ELECTION IN TARLAC CITY

Problems Encountered	Measures	Objectives	Strategies	Expected Output
Vote Buying	Voter Education Campaigns	To raise awareness about the illegality and negative consequences of vote buying.	Organize seminars, workshops, and social media campaigns to educate millennials about the importance of fair and honest elections.	Increased understanding among millennials about the ethical and legal implications of vote buying, leading to a decrease in its occurrence.
Long Queues and Limited Space	Enhanced Voting Infrastructure	To improve efficiency and reduce waiting times during elections.	Advocate for the establishment of more polling precincts, use of technology for queue management, and better facilities for voters.	Reduced congestion, shorter waiting times, and improved overall voting experience for millennials.
Absence of Systematic Voting Procedure	Voter Empowerment Programs	To empower millennials to navigate the voting process effectively.	Conduct voter education programs, distribute voter guides, and provide online resources for understanding voting procedures.	Increased confidence and knowledge among millennials voters, leading to smoother voting procedures.
Commuting Challenges	Mobile Voting Stations	To improve accessibility and convenience for millennials voters.	Introduce mobile voting stations in areas with transportation difficulties, provide shuttle services for voters, and extend voting hours.	Increased voter turnout among millennials who face commuting challenges.
		To increase millennials voter turnout and participation.	Incentivize voting through awareness campaigns.	Higher millennials voter turnout and engagement in elections.

Preferential Treatment and Security Concerns	Transparency and Accountability Initiatives	To ensure fairness and safety in the electoral process.	Advocate for stricter monitoring of voting precincts, establish hotlines for reporting irregularities, and train millennials as election observers.	Reduced incidents of preferential treatment and enhanced security in polling places.
Conflicts, Disturbances Outside Precincts and Instances of Physical Assault	Conflict Resolution and Peacebuilding Workshops	To promote peaceful and orderly elections.	Organize workshops on conflict resolution, engage community leaders in promoting peace, and collaborate with law enforcement agencies to maintain order.	Reduced conflicts and disturbances during elections, creating a safer environment for voters.
	Voter Protection Programs	To ensure the safety of voters during elections.	Collaborate with law enforcement for increased security, establish safe zones near polling places, and provide legal assistance for victims of violence.	Reduced incidents of physical assault and increased confidence among voters in their safety during elections.
Unfamiliarity with Voting Areas and Election Procedures	Voter Information Campaigns	To educate millennials about voting locations and procedures.	Distribute voter guides, conduct voter registration drives, and use social media to share information about voting requirements.	Increased awareness and participation among millennials voters.
Power Outages	Backup Power Solutions	Ensure continuous voting operations despite power interruptions.	Provide backup generators or alternative power sources for polling places, prioritize areas prone to power outages during election planning.	Uninterrupted voting process even during power outages.

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