



GIDEON

CAMPAIGN INTELLIGENCE SERVICE

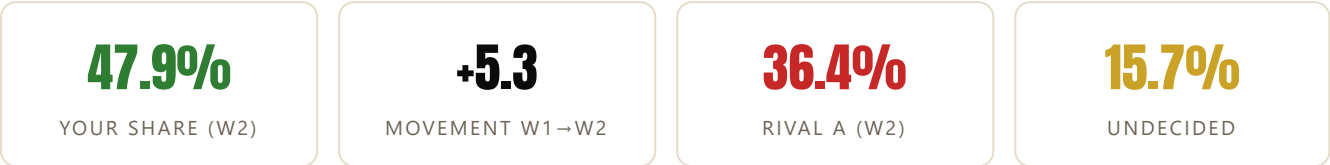
CAMPAIGN INTELLIGENCE **REPORT**

Barangay San Roque · Wave 2 Tracking Survey · n = 1,200 respondents

SAMPLE REPORT — ILLUSTRATIVE DATA

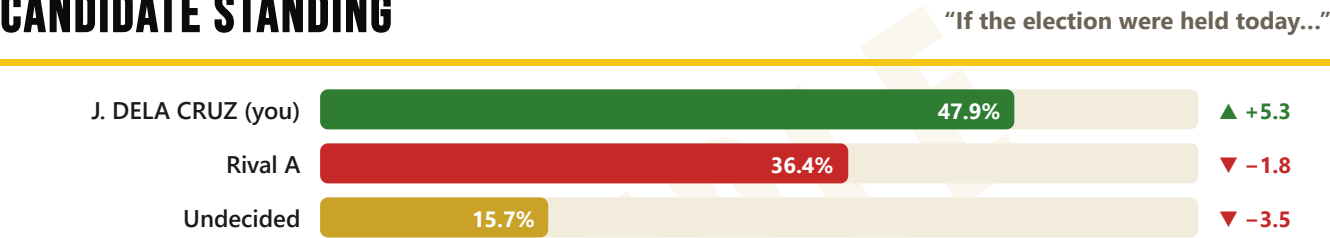
EXECUTIVE SUMMARY

Two survey waves were completed in Barangay San Roque covering **1,200 respondents** across all 7 street clusters under per-cluster quota control. Your standing improved from **42.6%** (Wave 1) to **47.9%** (Wave 2) — a gain of **+5.3 points** in five weeks — while Rival A slipped 1.8 points. The race has moved from a statistical tie to a clear lead outside the margin of error.



Bottom line: you are winning — but the lead is built on 4 of 7 street clusters. Looban St. and Bukid Rd. remain battlegrounds where the undecided block (≈19%) will decide the outcome.

CANDIDATE STANDING



Name recall rose to **91%** (from 84%). Among voters who can name at least one accomplishment of yours, your share is **63%** — message penetration is your strongest conversion lever.

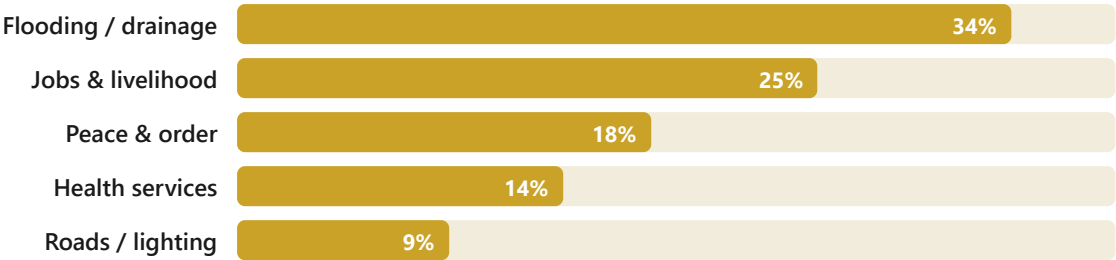
BATTLEGROUND — WHERE YOU WIN & LOSE

WIN 4 • EVEN 2 • LOSE 1

STREET / CLUSTER	SAMPLE	YOU	RIVAL A	UNDECIDED	TREND	STATUS
Riverside St.	171	55.6%	30.4%	14.0%	▲ +6.4	WIN
Mabini St. (Sentro)	172	52.9%	33.7%	13.4%	▲ +4.1	WIN
Looban St.	170	41.2%	39.4%	19.4%	▲ +2.9	EVEN
Rizal Ave.	172	50.0%	35.5%	14.5%	▲ +5.8	WIN
Bonifacio St.	171	49.7%	36.3%	14.0%	▲ +7.0	WIN
Bukid Rd.	172	40.7%	40.1%	19.2%	▲ +3.4	EVEN
Ilaya St.	172	37.2%	48.3%	14.5%	▲ +1.2	LOSE

ISSUES & CONCERNS

top voter priorities, Wave 2



Flooding dominates on Looban St. and Bukid Rd. (the two EVEN battlegrounds) at 41% and 44% — nearly double its weight elsewhere. Voters who name flooding as their top issue are also the most undecided (24%).

STRATEGIC RECOMMENDATIONS

- 1. **Concentrate the final push on Looban St. and Bukid Rd.** They hold 68% of all undecided voters. A 1-in-3 conversion closes the race mathematically.
- 2. **Lead with the drainage plan.** Flooding is the #1 issue in both battlegrounds; your credibility on it (52% "can solve") is 14 points above Rival A's.
- 3. **Defend, don't overspend, in Ilaya St..** The 11-point deficit is stable; resources shifted there yield less than half the return of the battlegrounds.
- 4. **Book the Wave 3 pulse for the final 10 days** to confirm conversion and catch any late swing while there is still time to respond.

METHODOLOGY & CONFIDENCE

PARAMETER	VALUE
Mode	Face-to-face intercept interviews by trained field enumerators
Sample	1,200 registered voters (600 per wave), quota-controlled per street / precinct cluster
Margin of error	±2.8% at 95% confidence (full sample)
Quality control	GPS-stamped responses, live quota dashboard, 10% back-check
Data privacy	Aggregates only; no respondent identities in any report (DPA-compliant)

This is a sample report with illustrative data. Your actual report is generated from your own survey waves and includes every section shown here, plus kagawad & team analysis, voter profile demographics, and AI-assisted strategic notes.