WR Numero

Philippine Public Opinion Monitor

Issue 4, Volume 2025

RECOMMENDED CITATION

About WR Numero Research

WR Numero Research, Inc. is an independent and non-partisan public opinion research firm. Our mission at WR Numero is to build innovative computational, qualitative, and quantitative research methodologies to understand the attitudes and trends that shape Philippine politics and society. WR Numero is a subsidiary of the public affairs firm, WR Advisory Group.

About WR Numero Philippine Public Opinion (PPOM)

The Philippine Public Opinion Monitor is the flagship research initiative of WR Numero that aims to measure and understand the socio-political opinions of Filipinos. This nationally-representative survey is conducted face-to-face every quarter among 1,800 Filipino adults across the country. Its unique contribution to the Philippine polling landscape is its specialized focus on tracking the political attitudes, behaviors, and preferences of Filipino adults from across the political spectrum, strategically segmenting partisan audiences and voter types, and analyzing the drivers of the dynamic shifts in their socio-political attitudes over time.

About the Cover

Conducted in the aftermath of the 2025 Philippine midterm elections and the fourth State of the Nation Address of President Ferdinand "Bongbong" Marcos Jr., the cover of the WR Numero Philippine Public Opinion Monitor Issue 4 of Volume 2025 brings together three foundations of Philippine democracy: the executive, legislative, and judiciary.

In particular, the cover highlights the Presidency, the Senate, and the Supreme Court—three institutions whose recent actions have dominated public conversations. From the President's address outlining his administration's achievements and agenda, to the High Court's dismissal of impeachment articles against Vice President Sara Duterte, to the Senate's handling of her impeachment trial, each institution demonstrates how power, accountability, and governance intersect in the country's political life.

More than symbols, these institutions carry out decisions that can either sustain or undermine democracy. Their actions ripple across Philippine society, shaping public trust and ultimately determining the direction the nation takes. In the Philippines, where democracy is constantly negotiated, the choices of these institutions carry significant implications for the country's future.

Executive Summary

The Philippine Public Opinion Monitor ("The Opinion Monitor") is a regular nationally-representative face-to-face survey of 1200 Filipino adults conducted by WR Numero.

The nationwide survey for Volume 2025, Issue 4 was conducted from July 29 to August 6, 2025, through face-to-face interviews with a nationally representative sample of 1,418 Filipinos. The nationwide survey has a margin of error of ±2% at a 95% confidence level. At the subnational level, the margin of error is ±7% for the National Capital Region, ±3% for the rest of Luzon, ±6% for the Visayas, and ±5% for Mindanao, all at the same 95% confidence level. No individuals or entities funded this national survey.

For a full discussion of the methodological and technical details of the survey, you may proceed to the **Methodology section**.

The Volume 2025, Issue 4 of The Opinion Monitor covers the following topics:
- Filipinos' Self-Identified Partisanships and Policy Priorities
- Performance Assessment of National Administration and Officials
- 2028 Pre-election Preferences for President and Vice President
- Views on the State of the Nation Address
- Views on the Impeachment Trial of Vice President Sara Duterte

The data and results of The Opinion Monitor are accessible in two options. The free and open-access The Opinion Monitor Public Brief provides a topline summary of the survey findings.

Subscribers to The Opinion Monitor Pro Report are given access to exclusive in-depth analysis and discussion of the survey findings as well as the rich datasets that underpin our reports and analysis.

Only subscribers to The Opinion Monitor Pro Report can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the ideological and partisan underpinnings of current public opinion. Read on to learn more about our

subscriber-exclusive data, analysis, and reports, and contact **subscriptions@wrnumero.com** to gain access.

Key Findings of Volume 2025, Issue 4

1. Nearly 4 in 10 Filipinos (37%) identify as independents, 29% are unsure, and 25% support the administration. Among factions, 29% back Duterte, 19% Marcos, and 16% the opposition.
2. Economic concerns top Filipinos' policy priorities, led by calls to lower food prices (42%) and raise wages (39%).
3. Satisfaction with President Ferdinand "Bongbong" Marcos Jr. rises to 35% in August from 29% in April, while Vice President Sara Duterte's satisfaction slips to 47% from 50% in April.
4. Among government institutions, the Senate's satisfaction improves to 49% satisfaction, while the House of Representatives falls to 44%. The Supreme Court posts the strongest gains with 58% satisfaction and 14% dissatisfaction
5. In early pre-election preferences for the 2028 presidential race, Sara Duterte leads with 31%, followed by Leni Robredo (13%) and Raffy Tulfo (10%), while 18% remain undecided.
6. In the vice-presidential race, 24% are undecided, while Bong Go (16%) and Raffy Tulfo (15%) emerge as early frontrunners among decided Filipinos
7. Filipinos are nearly evenly split on the country's direction after President Marcos' SONA, with 50.4% saying it is heading in the wrong direction and 49.6% saying it is heading in the right direction.
8. More than half of Filipinos (51%) did not watch, listen to, or follow news about the SONA.
9. Nearly 7 in 10 Filipinos (68%) are aware of VP Sara Duterte's impeachment trial, while one-third (33%) are not. Notably, more than 3 in 4 Filipinos (76%) say they have partial to no knowledge about the impeachment case.
10. There is no majority support for the Supreme Court ruling declaring the impeachment against the vice president unconstitutional.
11. An overwhelming majority (82%) stress that Senator-Judges must act fairly and independently, with many saying that the impeachment votes should be based on evidence (46%) and public opinion (33%).

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Introduction
Measuring government performance and legitimacy through polling

Public opinion research offers more than just numbers or trends—it provides a mirror of how citizens perceive and experience governance. By systematically capturing the voices of Filipinos, it highlights both the strengths and shortcomings of the country's government institutions.

In the wake of the 2025 Philippine midterm elections, the political landscape has been marked by key developments: the Supreme Court's ruling against the impeachment articles filed against Vice President Sara Duterte, the Senate's prolonged delay of her trial, and most recently, President Ferdinand "Bongbong" Marcos Jr.'s State of the Nation Address.

In moments like these, public opinion research becomes crucial. Polls do not simply track approval ratings; they capture trust, confidence, and dissatisfaction, grounding political debates in the lived realities of ordinary citizens rather than the confines of elite discourses.

In this way, public opinion research also strengthens accountability. When citizens' voices are systematically documented, government institutions are reminded that they are answerable to the people. Public opinion data brings transparency to the relationship between state and society, creating an evidence base that can challenge official claims or validate government efforts.

Beyond accountability, public opinion research has direct policy relevance. It signals which programs resonate with citizens, which policies fall short, and what priorities people expect their leaders to address. Governments that pay attention to public sentiment are better positioned to respond with policies that are not only technically sound but also socially legitimate. Ignoring these insights risks widening the gap between leaders and the governed.

Ultimately, valuing public opinion research affirms the democratic principle that governance should reflect the will and welfare of the people. It is not merely about

tracking approval ratings but about strengthening the responsiveness and legitimacy of institutions.

The Philippine Public Opinion Monitor

The WR Numero Philippine Public Opinion Monitor is a pioneering and innovative public opinion research initiative that further enriches the Philippine polling landscape. It is an ideal resource to understand and analyze the dynamic shifts in national political opinion and Filipino socio-political attitudes over time, especially as it relates to the national electoral cycle. Ever since the release of the first volume of The Opinion Monitor, diverse actors such as aspiring and elected politicians, businesses, international non-governmental organizations, think tanks, and universities have found the research to be useful in serving their high-impact missions.

The Opinion Monitor, given its specialized focus on tracking the political attitudes and preferences of Filipino voters, introduces novel demographic groupings. Drawn from contemporary political and social science scholarship, these new demographic groupings are those that matter the most to understanding and analyzing trends in political and social behavior.

Beyond providing a demographic breakdown of survey data according to usual socioeconomic demographic categories found in current surveys, The Opinion Monitor also features poll findings segmented according to partisanship, OFW-remittance receiving household or otherwise, voter type, age, sexual orientation, ideology, and media use (Table 1). Through this innovative approach, our survey results enable users to track dynamic shifts in public opinion not only at the national level, but also within distinct socio-political groups.

In Table 1, we show in detail the list of new demographic categories introduced by The Opinion Monitor in comparison to what is presently available in other surveys.

From its conception, The Opinion Monitor has always differentiated between administration and opposition supporters, households receiving remittances from overseas or otherwise, or among likely voters, first-time voters, and inactive voters. Furthermore, The Opinion Monitor also gives attention to important socio-demographic groups including age and sexual orientation. This allows for deeper political analysis, as these groupings are significant in generating nuanced insights into the attitudes and trends that shape Philippine politics and society today.

Table 1. Demographic groupings in the WR Numero Philippine Public Opinion Monitor

Other surveys	WR Numero Philippine Public Opinion Monitor
Total Philippines **Area** - NCR, Rest of Luzon, Visayas, Mindanao **Income** - A, B, C, D, E **Sex** - Male, Female **Residence** - Urban, Rural	Total Philippines **Area** - NCR, Rest of Luzon, Visayas, Mindanao **Income** - A, B, C, D, E **Sex** - Male, Female **Residence** - Urban, Rural **Age** - 30 and Below, 31 to 59, 60 and Above **Sexual Orientation** - Heterosexual, LGBTQIA+, Refused to Disclose **Partisanship** - Administration Supporters, Opposition Supporters, Independent **Household** - OFW Household, Non-OFW Household **Media Use** - TV, radio, social media

Equally important, this also allows the perspectives of otherwise marginalized or underrepresented groups such as the youth or the LGBTQIA+ community to be reflected in national surveys. With this, users of The Opinion Monitor are now more well-placed to investigate if developments in national political attitudes and preferences are also mirrored in Filipinos of different age groups (youth, adult, and senior) or sexual orientation (heterosexual, LGBTQIA+, etc).

Moreover, the incorporation of media-use demographics highlights the contemporary influence of various media platforms on public opinion. The segmentation of media users across types of media engaged with (such as radio, television, and social media) offers a comprehensive view of the media landscape's impact on shaping societal perceptions and political inclinations.

By integrating these novel demographic variables in our research, The Opinion Monitor is able to provide more nuanced insights on Filipino socio-political dynamics. In the coming issues and volumes of The Opinion Monitor, the list of demographic categories studied may be expanded more as scholarship on political and social behavior and survey research also develops. At WR Numero, we are committed to and driven by our mission to lead innovative public opinion research in the Philippines.

Filipinos' Self-identified Partisanships and Policy Priorities

Key Findings

- Nearly 4 in 10 Filipinos (37%) identify as independents, while 29% remain unsure, leaving only 25% with the administration and 10% with the opposition.
- Over a third (36%) do not align with major factions, though 29% support Duterte and his allies, 19% back Marcos and his allies, and 16% side with the opposition.
- Economic concerns dominate policy priorities, with 42% choosing lower food prices and 39% calling for higher wages.

The August 2025 Opinion Monitor examined how Filipinos identify themselves in terms of partisan and factional affiliations. It also looked at which national issues Filipinos consider most important for the government to prioritize.

General Partisanship

Nearly 4 in 10 Filipinos (37%) identify as independents, while another 29% remain unsure of their political alignment. Among partisans, 25% side with the administration. Only 10% identify with the opposition, the smallest partisan group.

Figure 1. Filipinos' Self-Identified Partisanship

Sa kasalukuyang pulitika sa ating bansa, ang ilang mga Pilipino ay inilalarawan ang kanilang sarili bilang taga-suporta ng administrasyon. Ang ilan naman ay bilang taga-suporta ng oposisyon. Paano mo ilalarawan ang iyong politika: taga-suporta ng administrasyon, oposisyon, o independent?
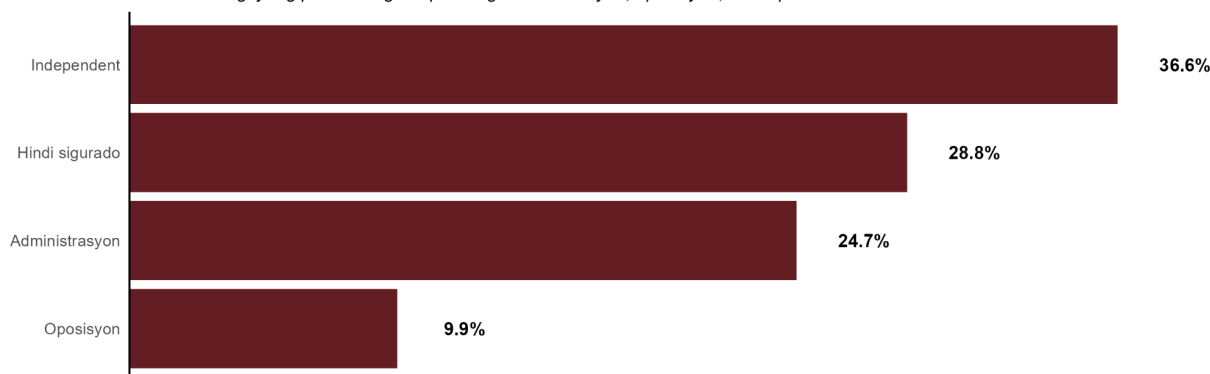
Independent	36.6%
Hindi sigurado	28.8%
Administrasyon	24.7%
Oposisyon	9.9%

Factional Partisanship

Figure 2. Filipinos' Self-Identified Factional Partisanship

Ang ilang mga Pilipino ay inilalarawan ang kanilang sarili bilang taga-suporta ng mga Marcos. Ang ilan naman ay sinasabing sila ay taga-suporta ng mga Duterte at ang iba ay sinasabing sila ay oposisyon. Paano mo ilalarawan ang iyong suporta?

Wala sa mga nabanggit	35.8%
Taga-suporta ng mga Duterte at kanilang mga ka-alyado	28.6%
Taga-suporta ng mga Marcos at kanilang mga ka-alyado	19.4%
Taga-suporta ng mga nasa Oposisyon kagaya nina Leni Robredo, Risa Hontiveros, Bam Aquino, at iba pa nilang mga ka-alyado	16.2%

Over a third of Filipinos (36%) say they do not identify with any of the major political factions. Nearly 3 in 10 (29%) consider themselves supporters of the Duterte family and his allies, while about 1 in 5 (19%) back Marcos and his allies. Meanwhile, 16% identify with the opposition, led by figures such as Leni Robredo, Risa Hontiveros, and Bam Aquino.

Policy Priorities

Figure 3. Top Policy Priorities of Filipinos

Ano sa mga sumusunod na pambansang usapin ang dapat bigyan ng prayoridad ng ating pamahalaan? Maaaring pumili ng hanggang tatlo./

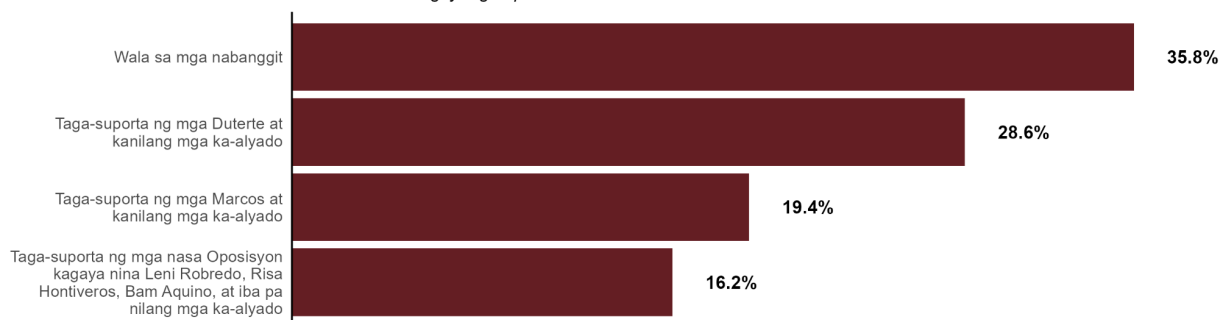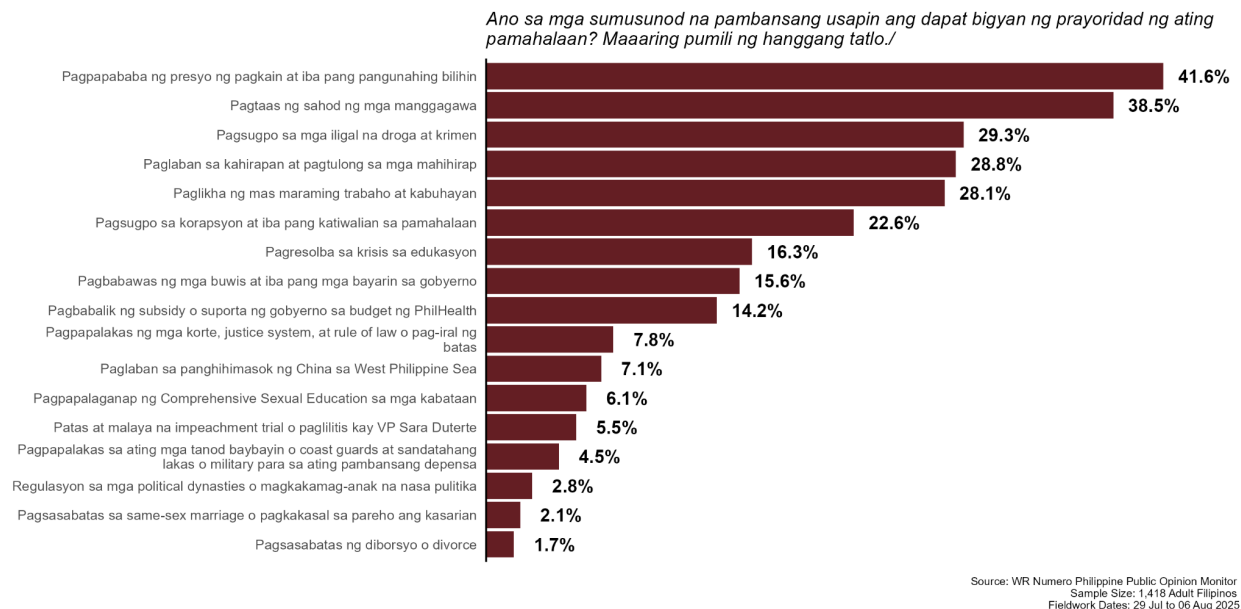| Policy	%
Pagpapababa ng presyo ng pagkain at iba pang pangunahing bilihin	41.6%
Pagtaas ng sahod ng mga manggagawa	38.5%
Pagsugpo sa mga iligal na droga at krimen	29.3%
Paglaban sa kahirapan at pagtulong sa mga mahihirap	28.8%
Paglikha ng mas maraming trabaho at kabuhayan	28.1%
Pagsugpo sa korapsyon at iba pang katiwalian sa pamahalaan	22.6%
Pagresolba sa krisis sa edukasyon	16.3%
Pagbabawas ng mga buwis at iba pang mga bayarin sa gobyerno	15.6%
Pagbabalik ng subsidy o suporta ng gobyerno sa budget ng PhilHealth	14.2%
Pagpapalakas ng mga korte, justice system, at rule of law o pag-iral ng batas	7.8%
Paglaban sa panghihimasok ng China sa West Philippine Sea	7.1%
Pagpapalaganap ng Comprehensive Sexual Education sa mga kabataan	6.1%
Patas at malaya na impeachment trial o paglilitis kay VP Sara Duterte	5.5%
Pagpapalakas sa ating mga tanod baybayin o coast guards at sandatahang lakas o military para sa ating pambansang depensa	4.5%
Regulasyon sa mga political dynasties o magkakamag-anak na nasa pulitika	2.8%
Pagsasabatas sa same-sex marriage o pagkakasal sa pareho ang kasarian	2.1%
Pagsasabatas ng diborsyo o divorce	1.7%

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

When asked about the policy areas the government should prioritize, Filipinos place the highest importance on lowering the price of food and other essentials (42%), followed closely by raising worker's wages (39%).

Around 3 in 10 highlight the need to tackle illegal drugs and crime (29%) and addressing poverty (29%) as pressing issues. On the other hand, the creation of more jobs and livelihood opportunities (28%) is also seen as a major priority.

Roughly 1 in 4 Filipinos stress the need to combat corruption in the government (23%). The education crisis (16%), reducing taxes and government fees (16%), and reinstating PhilHealth subsidy remain to be notable policy concerns.

Furthermore, a small share (8%) call for the strengthening courts and the justice system in the country. Fewer Filipinos point to other priorities, such as resisting China's interference in the West Philippine Sea (7%), dissemination of the Comprehensive Sexual Education to the youth (6%), and ensuring a fair impeachment trial for Vice President Sara Duterte (6%).

Some Filipinos support the strengthening of the military for national defense (5%),

regulating political dynasties (3%), legalizing same-sex marriage (2%), and passing divorce into law (2%).

A more in-depth and detailed analysis of the survey findings, as well as the complete data, are available in The Opinion Monitor Pro Report. Pro subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion.

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Performance Assessment of National Administration and Officials

Key Findings

- President Marcos Jr.'s satisfaction rose to 35% in August, with dissatisfaction falling to 32%.
- Vice President Sara Duterte's satisfaction dips to 47%, while her dissatisfaction remains at 21%.
- The Senate gains 49% satisfaction and 19% dissatisfaction, while the House drops to 44% satisfaction and 22% dissatisfaction.
- The Supreme Court leads in approval at 58%, with 14% dissatisfaction, and legislative district representatives earn 68% satisfaction.

The Opinion Monitor surveyed Filipinos on their assessment of the national administration and officials, including President Ferdinand "Bongbong" Marcos Jr. and Vice President Sara Duterte. Filipinos were also asked to evaluate the performance of the country's Senate, House of Representatives, Legislative district representatives, and the Supreme Court.

In the assessment, they were asked to rate the leader or institution's performance as: extremely unsatisfied, unsatisfied, unsure, satisfied, or extremely satisfied.

President Ferdinand "Bongbong" Marcos Jr.

President Ferdinand "Bongbong" Marcos Jr's satisfaction rating increased to 35%, while 32% of Filipinos were dissatisfied with his performance. Additionally, 33% are uncertain about their assessment of the president's performance.

Figure 4. Performance Assessment of President Marcos Jr.

Paano mo ilalarawan ang kasalukuyang pamumuno ng administrasyon ni Pangulong Bongbong Marcos sa bansang Pilipinas?
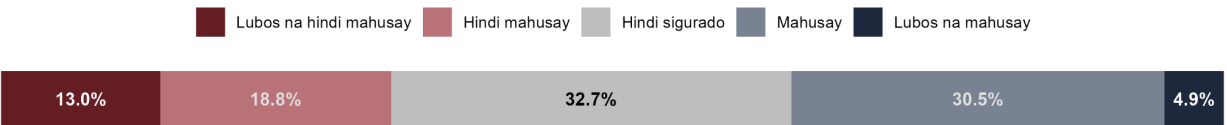
Lubos na hindi mahusay	Hindi mahusay	Hindi sigurado	Mahusay	Lubos na mahusay
13.0%	18.8%	32.7%	30.5%	4.9%

<div align="right">

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

</div>

President Marcos Jr.'s satisfaction rating rose to 35% in August, up by 6 percentage points from April and slightly above the 30% recorded in February. Over the same period, his dissatisfaction fell to 32%, a 10-percentage-point drop from April and below the 43% recorded in February, marking his lowest dissatisfaction rating in nearly a year.

Figure 5. Comparative Performance Assessment of President Marcos Jr.
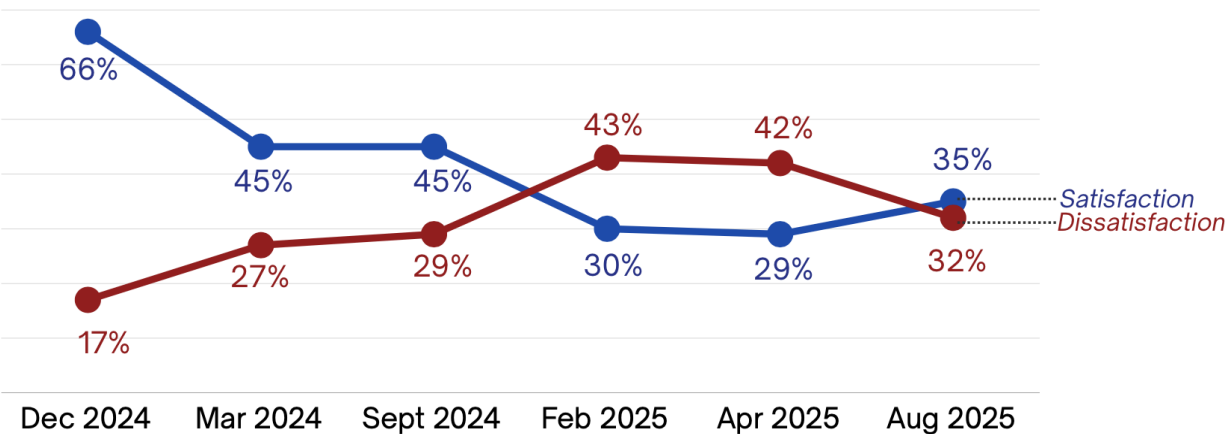
Vice President Sara Duterte

Vice President Sara Duterte's performance satisfaction rating dipped below 50% in the August 2025 survey.

The survey reported that 47% of Filipinos approve of the vice president's performance. In contrast, 1 in 5 Filipinos (21%) disapprove of her performance. Notably, 32% are unsure of their assessment of the vice president's performance.

Figure 6. Performance Assessment of Vice President Sara Duterte

Paano mo ilalarawan ang kasalukuyang pamumuno ni VP Sara Duterte sa bansang Pilipinas?
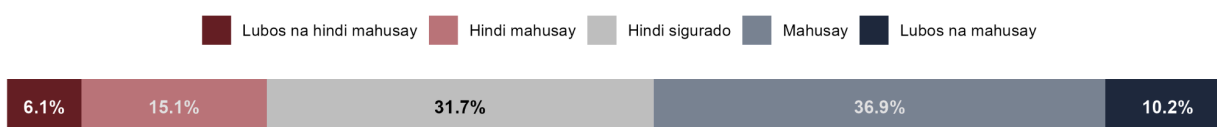
Legend: Lubos na hindi mahusay | Hindi mahusay | Hindi sigurado | Mahusay | Lubos na mahusay

| 6.1% | 15.1% | 31.7% | 36.9% | 10.2% |

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

Vice President Sara Duterte's satisfaction rating slipped by 3 percentage points, from a high of 50% in April to 47% in August, after an uptick in February. Her dissatisfaction rating held steady at 21% in April and August, down from 29% in February, her highest disapproval so far in 2025.

Figure 7. Comparative Performance Assessment of Vice President Sara Duterte

Satisfaction: Dec 2024: 73%, Mar 2024: 60%, Sept 2024: 47%, Feb 2025: 41%, Apr 2025: 50%, Aug 2025: 47%

Dissatisfaction: Dec 2024: 14%, Mar 2024: 15%, Sept 2024: 25%, Feb 2025: 29%, Apr 2025: 21%, Aug 2025: 21%
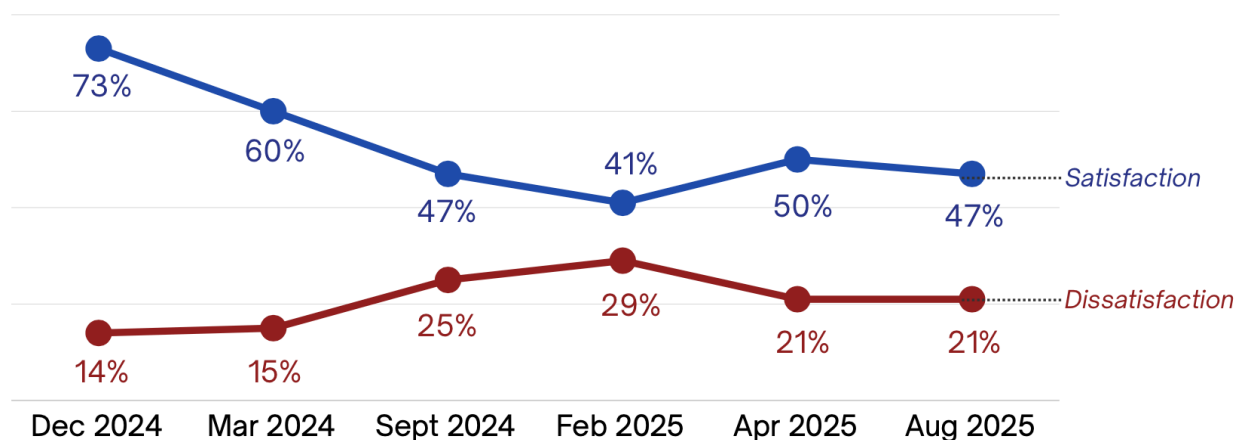
Senate of the Philippines

Almost half of Filipinos (49%) are satisfied with the performance of the Senate of the Philippines, while 19% disapprove of the upper chamber's performance. Meanwhile, 3 in 10 Filipinos (32%) are unsure how to assess the performance of the Senate according to its mandate.

Figure 8. Performance Assessment of the Philippine Senate

Ang ilan sa mga pangunahing trabaho ng Senado ng Pilipinas, kasama ng House of Representatives, ay paggawa ng mga batas at paglalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang Senado sa pag-gampan sa kanilang tungkulin?
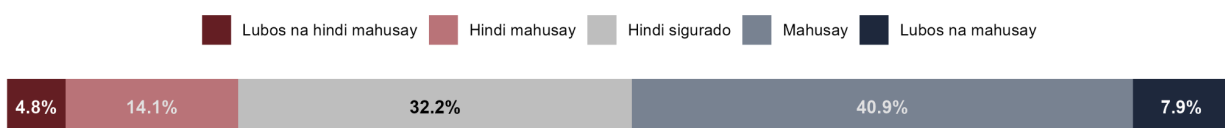
■ Lubos na hindi mahusay	■ Hindi mahusay	Hindi sigurado	Mahusay	■ Lubos na mahusay
4.8%	14.1%	32.2%	40.9%	7.9%

The upper chamber's satisfaction rating increased by 5 percentage points, from 44% in April to 49% in the latest survey. Its lowest rating this year was 41% in February. Meanwhile, its dissatisfaction rating declined by 5 percentage points to 19%, compared to 26% both in February and April 2025.

Figure 9. Comparative Performance Assessment of the Philippine Senate

	March 2024	September 2024	February 2025	April 2025	August 2025
Satisfaction	54%	54%	41%	44%	49%
Dissatisfaction	16%	17%	26%	26%	19%
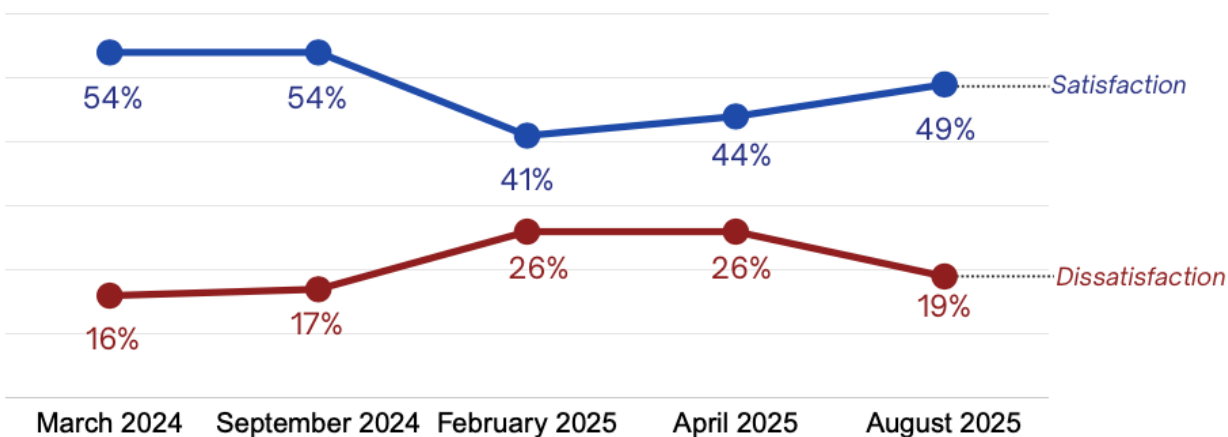
House of Representatives

A significant portion (44%) positively assessed the performance of the lower house, with 22% assessing it negatively. On the other hand, 3 in 10 (33%) are unsure of the House of Representative's performance of its mandates.

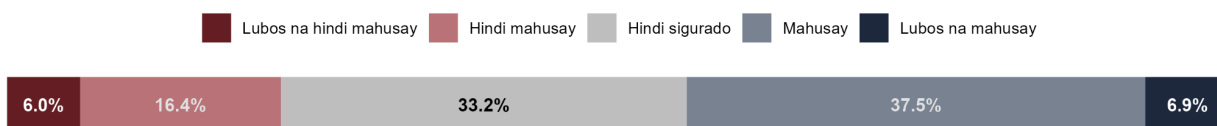*Figure 10. Performance Assessment of the House of Representatives*

Ang ilan sa mga pangunahing trabaho ng Kamara o House of Representatives, kasama ng Senado, ay paggawa ng mga batas at paglalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang House of Representatives sa pag-gampan sa kanilang tungkulin?

■ Lubos na hindi mahusay	■ Hindi mahusay	■ Hindi sigurado	■ Mahusay	■ Lubos na mahusay

6.0%	16.4%	33.2%	37.5%	6.9%

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

The lower chamber's satisfaction rating dropped by 4 percentage points, after an uptick in February to 48% from 43% in February. Meanwhile, its dissatisfaction rating dropped to 22% in August, down from 27% in April.

Figure 11. Comparative Performance Assessment of the House of Representatives

Satisfaction: 53% (March 2024), 49% (September 2024), 43% (February 2025), 48% (April 2025), 44% (August 2025)

Dissatisfaction: 14% (March 2024), 20% (September 2024), 26% (February 2025), 27% (April 2025), 22% (August 2025)

| March 2024 | September 2024 | February 2025 | April 2025 | August 2025 |
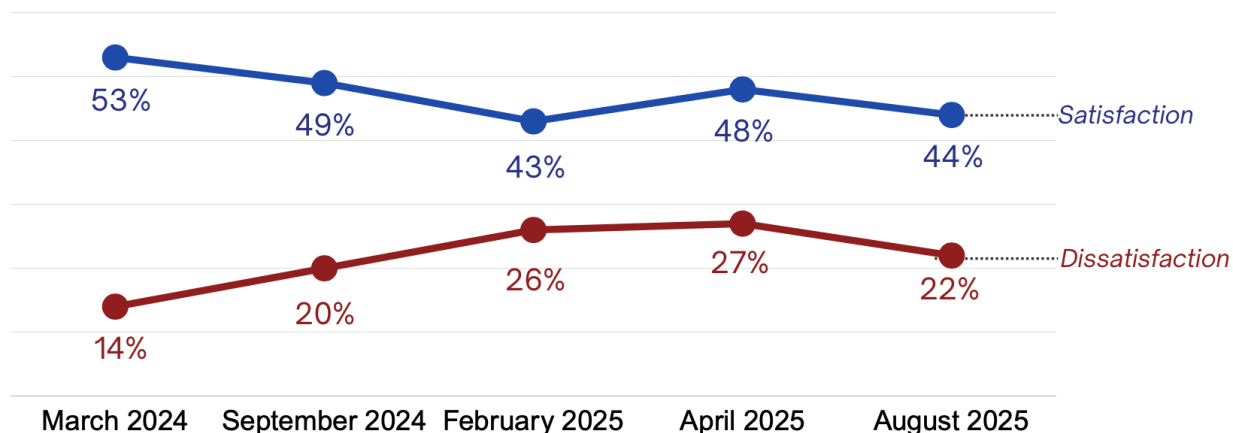
Legislative District Representative

When asked about the performance of their legislative district representative, a great majority (68%) has shown satisfaction with their incumbent representative, while only 7% are dissatisfied and 18% are unsure of their assessment. However, 7% do not know their elected representative in the House of Representatives.

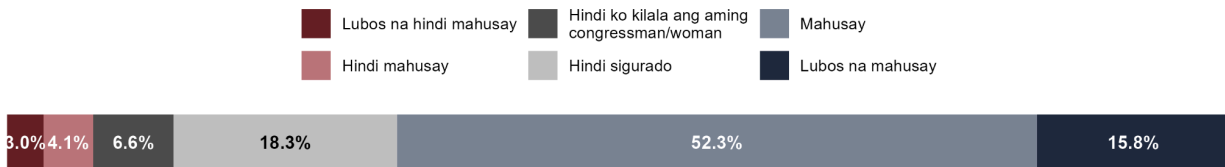*Figure 12. Performance Assessment of the Legislative District Representative*

Gaano naman kahusay sa pag-gampan ng kanyang tungkulin bilang mambabatas ang kasalukuyang congressman/woman o kinatawan ng inyong distrito sa Kamara o House of Representatives?

Legend:
- Lubos na hindi mahusay
- Hindi mahusay
- Hindi ko kilala ang aming congressman/woman
- Hindi sigurado
- Mahusay
- Lubos na mahusay

| 3.0% | 4.1% | 6.6% | 18.3% | 52.3% | 15.8% |

Supreme Court

More than half of Filipinos (58%) approve the performance of the Supreme Court, while 14% are dissatisfied. Meanwhile, 27% are unsure of their assessment of the court's ability to perform its duty.

Figure 13. Performance Assessment of the Supreme Court

Pinamumunuan ng Korte Suprema ang judicial branch o hudikatura ng Pilipinas. Sinisiguro ng Korte Suprema ang pananaig ng batas (rule of law) sa pamamagitan ng patas, mabilis at napapanahong proseso sa pagtatanggol ng konstitusyon, mga demokratikong karapatan at kapakanan ng mamamayang Pilipino. Gaano kahusay ang Korte Suprema sa paggampan sa kanilang tungkulin?
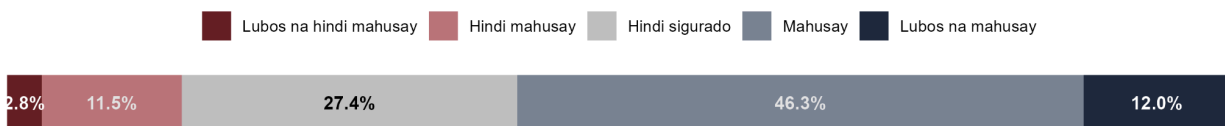
Legend: Lubos na hindi mahusay | Hindi mahusay | Hindi sigurado | Mahusay | Lubos na mahusay

| 2.8% | 11.5% | 27.4% | 46.3% | 12.0% |

The performance satisfaction of the highest court increased by 9 percentage points from the April 2025 rating of 49%, while the court's negative rating decreased by 11 percentage points from 25% to 14% in the latest survey. In February 2025, the satisfaction rating was at 51% while the dissatisfaction was at 16%.

Figure 14. Comparative Performance Assessment of the Supreme Court
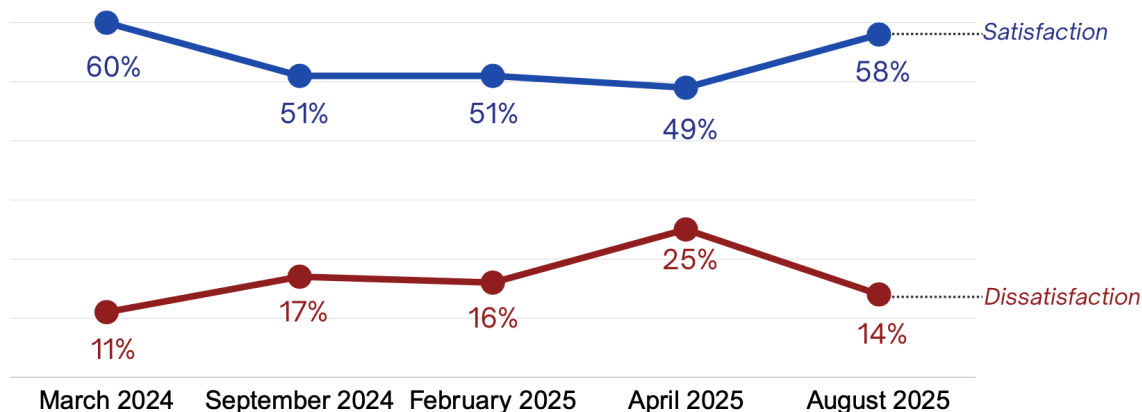
Satisfaction: 60%, 51%, 51%, 49%, 58%

Dissatisfaction: 11%, 17%, 16%, 25%, 14%

March 2024 | September 2024 | February 2025 | April 2025 | August 2025

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A more in-depth and detailed analysis of the survey findings, as well as the complete data, are available in The Opinion Monitor Pro Report. Pro subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion.

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2028 Pre-election Preferences

> ### Key Findings
>
> - Sara Duterte leads the early 2028 presidential poll with 31%, followed by Leni Robredo at 13% and Raffy Tulfo at 10%, while 18% remain undecided.
> - In the vice-presidential race, nearly 1 in 4 Filipinos (24%) are undecided. Among those decided, Bong Go (16%) and Raffy Tulfo (15%) are the early frontrunners.

WR Numero surveyed Filipinos about their preferred candidates among a roster of possible bets for the 2028 Presidential and Vice Presidential elections.

2028 Presidential Pre-election Preferences

The nationwide survey found that Vice President Sara Duterte remains the leading early contender for the 2028 presidential election, with 31% of voter preference. However, this is down 7 percentage points from the April 2025 survey, when she held 38% of voter preference.

She is followed by Naga City Mayor Leni Robredo (13%) and Sen. Raffy Tulfo (10%). Sen. Bong Go ranks fourth with 7%, followed by Sen. Imee Marcos (4%) and Sen. Bam Aquino (3%).

Former Sen. Grace Poe and Sen. Robin Padilla each have 2%. Sen. Risa Hontiveros, Senate President Chiz Escudero, and former Sen. Manny Pacquiao each garnered 1%. Less than 1% of respondents named House Speaker Martin Romualdez and Sen. Win Gatchalian.

Eighteen percent of Filipinos remain undecided, while 4% said their preferred candidates were not on the list.

Figure 15. Pre-election Preference for President in 2028
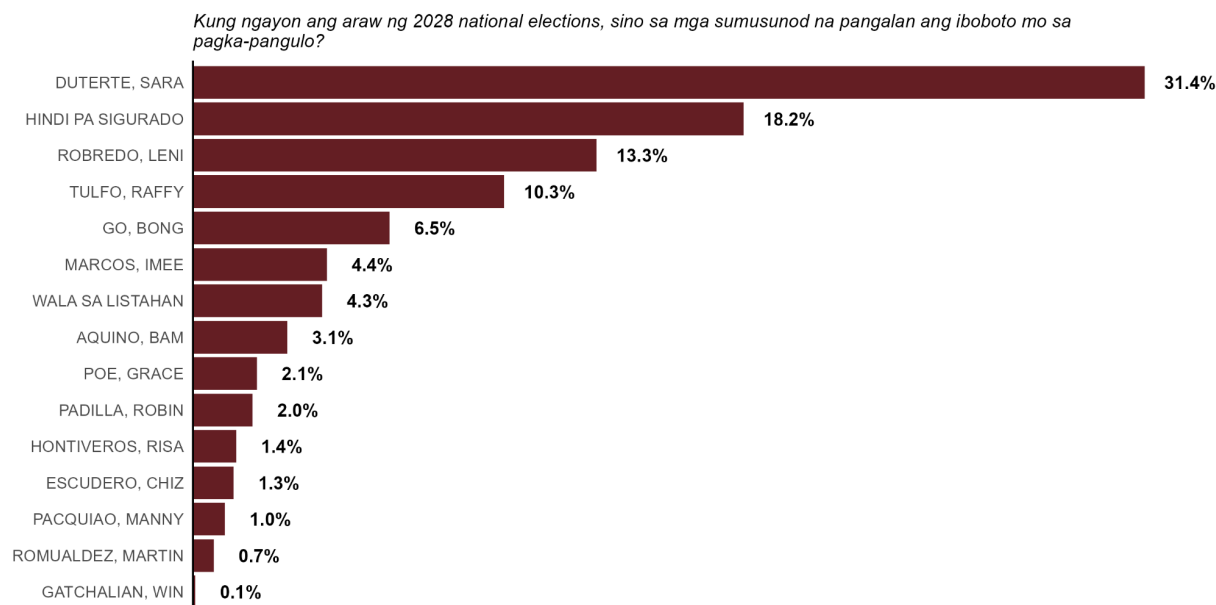
Kung ngayon ang araw ng 2028 national elections, sino sa mga sumusunod na pangalan ang iboboto mo sa pagka-pangulo?

DUTERTE, SARA	31.4%
HINDI PA SIGURADO	18.2%
ROBREDO, LENI	13.3%
TULFO, RAFFY	10.3%
GO, BONG	6.5%
MARCOS, IMEE	4.4%
WALA SA LISTAHAN	4.3%
AQUINO, BAM	3.1%
POE, GRACE	2.1%
PADILLA, ROBIN	2.0%
HONTIVEROS, RISA	1.4%
ESCUDERO, CHIZ	1.3%
PACQUIAO, MANNY	1.0%
ROMUALDEZ, MARTIN	0.7%
GATCHALIAN, WIN	0.1%

2028 Vice Presidential Pre-election Preferences

Figure 16. Pre-election Preference for Vice President in 2028
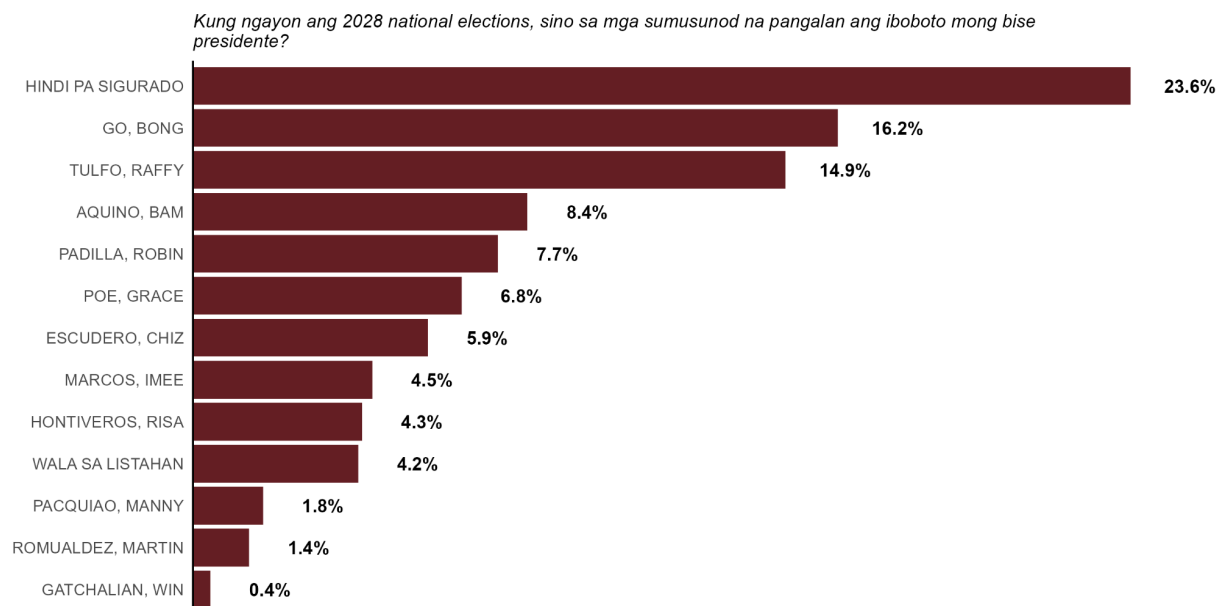
Kung ngayon ang 2028 national elections, sino sa mga sumusunod na pangalan ang iboboto mong bise presidente?

HINDI PA SIGURADO	23.6%
GO, BONG	16.2%
TULFO, RAFFY	14.9%
AQUINO, BAM	8.4%
PADILLA, ROBIN	7.7%
POE, GRACE	6.8%
ESCUDERO, CHIZ	5.9%
MARCOS, IMEE	4.5%
HONTIVEROS, RISA	4.3%
WALA SA LISTAHAN	4.2%
PACQUIAO, MANNY	1.8%
ROMUALDEZ, MARTIN	1.4%
GATCHALIAN, WIN	0.4%

Nearly one in four Filipinos (24%) remain undecided on their choice for vice president in 2028. Among those with a choice, Sen. Bong Go leads with 16% of voter preference, though his support fell 7 percentage points from the April 2025 survey. (See Table 3)

Sen. Raffy Tulfo follows closely with 15%, while Sen. Bam Aquino ranks third with 8%. Sen. Robin Padilla and former Sen. Grace Poe are tied at 7% each. (See Table 3)

Other preferred contenders include Senate President Chiz Escudero (6%), Sen. Imee Marcos (4%), and Sen. Risa Hontiveros (4%). Less than 2% named former Sen. Manny Pacquiao and House Speaker Martin Romualdez, and less than 1% named Sen. Win Gatchalian. Four percent said their preferred candidates were not on the list.

A more in-depth and detailed analysis of the survey findings, as well as the complete data, are available in The Opinion Monitor Pro Report. Pro subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion.

Read on to learn more about our subscriber-exclusive data, analysis, and reports and contact **subscriptions@wrnumero.com** to gain access.

Views on the State of the Nation Address

Key Findings

- Over half of Filipinos (51%) did not watch, listen to, or hear news about President Marcos Jr.'s SONA. Among those aware of the SONA, opinions are divided.
- Filipinos are almost evenly split on the country's direction after the SONA, with 50.4% saying it is heading in the wrong direction and 49.6% saying it is heading in the right direction.

The nationwide survey asked Filipinos about their views on President Marcos Jr's recent State of the Nation Address and whether they think the country is moving in the right or wrong direction.

Public Response to President Marcos Jr.'s SONA

Most Filipinos (51%) say they did not watch, listen to, or hear news about the contents of President Marcos Jr.'s State of the Nation Address. Among those who were aware of it, 24% agree with his statements during the SONA, while 25% disagree, indicating slightly that more Filipinos express disagreement than agreement.

Figure 17. Filipinos' views on the 2025 SONA of President Marcos

Sa kabuuan, gaano ka kasang-ayon o hindi sang-ayon sa nilalaman ng naging State of the Nation Address o SONA ni Pangulong Bongbong Marcos?
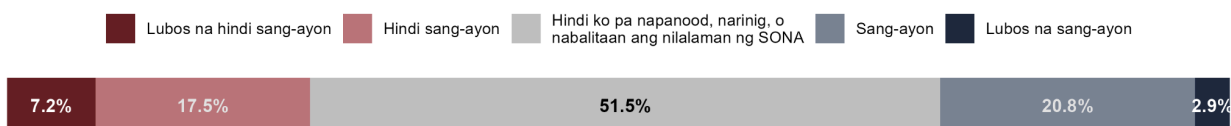
Lubos na hindi sang-ayon	Hindi sang-ayon	Hindi ko pa napanood, narinig, o nabalitaan ang nilalaman ng SONA	Sang-ayon	Lubos na sang-ayon
7.2%	17.5%	51.5%	20.8%	2.9%

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

Perceived Trajectory of the Marcos Administration

Figure 18. Views on the Direction of the Marcos Administration after the 2025 SONA

Batay sa naging State of the Nation Address o SONA ni Pangulong Bongbong Marcos, masasabi mo ba na nasa tama o mali na direksyon sa pangkabuuan ang pinatutunguhan ng administrasyong Marcos at bansang Pilipinas?

Maling direksyon	50.4%
Tamang direksyon	49.6%

Filipinos are nearly evenly divided on the country's trajectory after President Ferdinand 'Bongbong' Marcos Jr.'s SONA, with 50.4% saying the administration and the Philippines are heading in the wrong direction, and 49.6% saying they are moving in the right direction.

A more in-depth and detailed analysis of the survey findings, as well as the complete data, are available in The Opinion Monitor Pro Report. Pro subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion.

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Views on the Impeachment Trial of Vice President Sara Duterte

Key Findings

- 7 in 10 Filipinos (68%) are aware of VP Sara Duterte's impeachment trial, while 1 in 3 (33%) are not.
- More than 3 in 4 Filipinos (76%) say they have little to no information regarding the impeachment complaint against VP Sara Duterte.
- The Supreme Court ruling declaring the impeachment unconstitutional lacks majority support, with 40% unsure.
- A strong majority (82%) stress the importance of Senator-Judges being fair and independent. Many Filipinos say Senator-Judges should base their votes on strength of evidence (46%) and public opinion (33%).

The Opinion Monitor explored Filipino views on the ongoing impeachment trial of Vice President Sara Duterte, including awareness and understanding of the case.

It also examined reactions to the Supreme Court ruling declaring the impeachment unconstitutional, the importance of fairness and independence among Senator-Judges, and what factors should guide their votes.

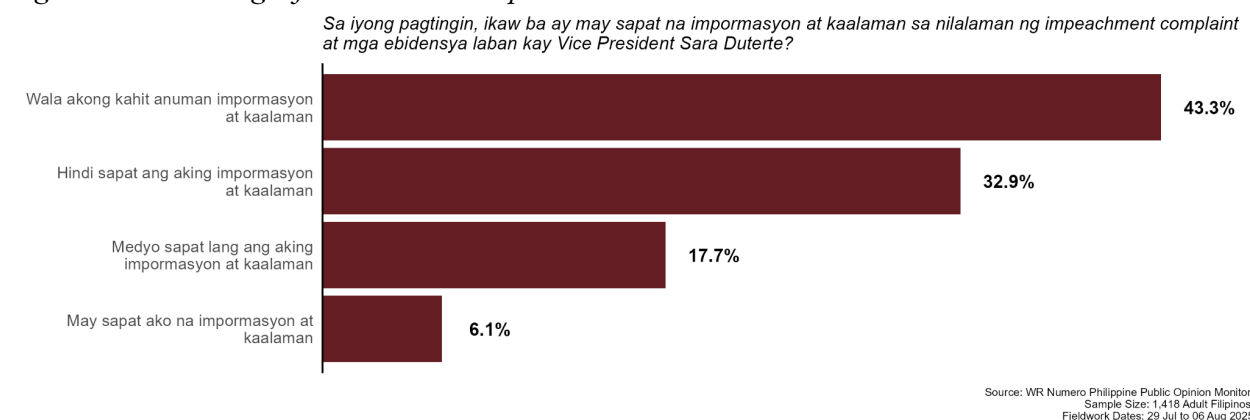## Awareness of VP Sara Duterte's Impeachment Trial

A strong majority of Filipinos (68%) say they are aware of the ongoing impeachment trial of Vice President Sara Duterte, while about 1 in 3 (33%) admit they are not aware of it.

Figure 19. Awareness of the Impeachment Trial of Vice President Sara Duterte

Alam mo ba na kasalukuyang isinasagawa ang impeachment trial o paglilitis ni Vice President Sara Duterte?

Oo	67.5%
Hindi	32.5%
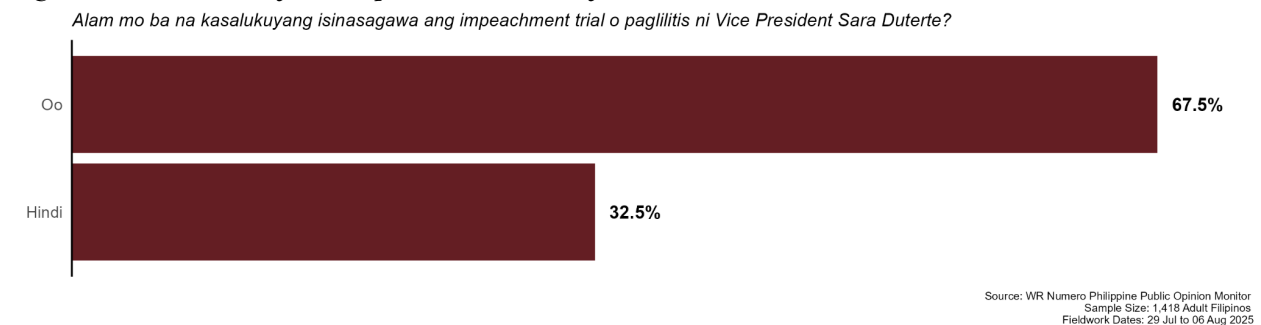
When Filipinos were asked about their knowledge of the impeachment complaint and evidence against Vice President Sara Duterte, 4 in 10 (43%) said they have no information at all, while 1 in 3 (33%) admitted their knowledge is insufficient. Another 18% felt they had only some information, and just 6% reported having enough knowledge about the complaint.

Figure 20. Knowledge of VP Duterte's Impeachment

Sa iyong pagtingin, ikaw ba ay may sapat na impormasyon at kaalaman sa nilalaman ng impeachment complaint at mga ebidensya laban kay Vice President Sara Duterte?

Wala akong kahit anuman impormasyon at kaalaman	43.3%
Hindi sapat ang aking impormasyon at kaalaman	32.9%
Medyo sapat lang ang aking impormasyon at kaalaman	17.7%
May sapat ako na impormasyon at kaalaman	6.1%

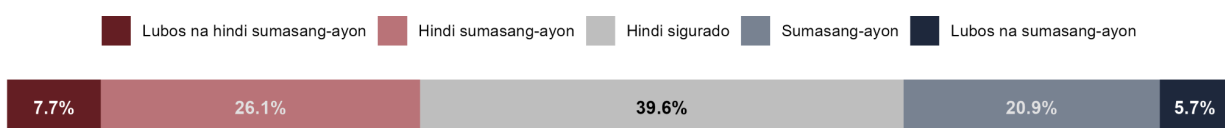## Supreme Court Ruling on VP Duterte's Impeachment

Filipinos are divided on the Supreme Court's decision declaring the impeachment case against Vice President Sara Duterte unconstitutional. About 1 in 3 (34%) disagree with

the ruling, while 26% agree. The largest group, comprising 4 in 10 Filipinos (40%), remain unsure about the highest court's decision.

Figure 21. Views on Supreme Court Ruling on VP Duterte's Impeachment

Sa bagong labas na desisyon ng Korte Suprema, idineklara nito na unconstitutional o labag sa Saligang Batas ang Articles of Impeachment laban kay Vice President Sara Duterte. Ayon sa Korte, nilabag ang karapatan sa due process at ang probisyon sa Saligang Batas na nagbabawal sa higit sa isang impeachment proceeding sa isang opisyal sa loob ng isang taon. Bagama't hindi nito pinawalang sala si VP Sara Duterte, ayon din sa Korte ay hindi maaaring masaklaw ng kapangyarihan ng Senado na dinggin ang impeachment. Gaano ka sumasang-ayon o hindi sumasang-ayon sa desisyon ng Korte Suprema na labag sa Saligang Batas ang Articles of Impeachment na inihain laban kay Vice President Sara Duterte?

Lubos na hindi sumasang-ayon	Hindi sumasang-ayon	Hindi sigurado	Sumasang-ayon	Lubos na sumasang-ayon

| 7.7% | 26.1% | 39.6% | 20.9% | 5.7% |

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

Views on the Senate's Impeachment Trial

A strong majority of Filipinos place importance on impartiality in the impeachment trial. Half (50%) say it is important, while another 32% consider it very important. Only a small minority of 14% say it is not important, in addition to 4% saying that it is not important at all.

Figure 22. Importance of Fairness and Independence in VP Duterte's Impeachment Trial

Gaano kahalaga sa iyo na ang mga Senador o Senator-Judges na huhusga sa impeachment trial o paglilitis kay Vice President Sara Duterte ay manatiling patas, walang kinikilingan, at independent sa buong paglilitis?

Lubos na hindi mahalaga	Hindi mahalaga	Mahalaga	Lubos na mahalaga

| 4.2% | 13.6% | 50.0% | 32.3% |

Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,418 Adult Filipinos
Fieldwork Dates: 29 Jul to 06 Aug 2025

When asked what should be the main basis of Senator-Judges in voting on the impeachment trial of Vice President Sara Duterte, 46% of Filipinos point to the strength or weakness of the evidence presented.

Meanwhile, 33% say it should follow public opinion, 13% cite political alliance, and 9% believe it should depend on the Senator-Judge's own conscience.

Figure 23. Preferred Basis for Senator-Judge's Impeachment Vote

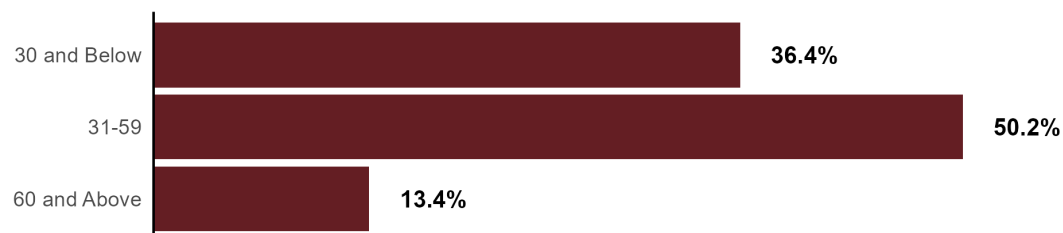*Ano sa tingin mo ang dapat na maging pangunahing batayan ng mga Senator-Judges sa kanilang pagboto sa impeachment trial o paglilitis kay Vice President Sara Duterte?*

Ayon sa kanilang pagsusuri sa lakas o hina ng ebidensya	**45.7%**
Batay sa opinyon ng publiko o mga Pilipino	**32.9%**
Batay sa kanilang mga ka-alyado sa pulitika	**12.6%**
Ayon sa kanilang sariling konsensya	**8.7%**

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Demographics

Figure 24. Respondents by age

Age	Percentage
30 and Below	36.4%
31-59	50.2%
60 and Above	13.4%

Figure 25. Respondents by sex

Sex	Percentage
Babae	49.9%
Lalaki	50.1%

Figure 26. Respondents by sexual orientation

Sexual orientation	Percentage
Straight/Heterosexual	88.6%
LGBTQIA+	5.1%
Prefer not to say	6.3%

Figure 27. Respondents by income class

Class ABC	10.4%
Class D	19.4%
Class E	70.2%
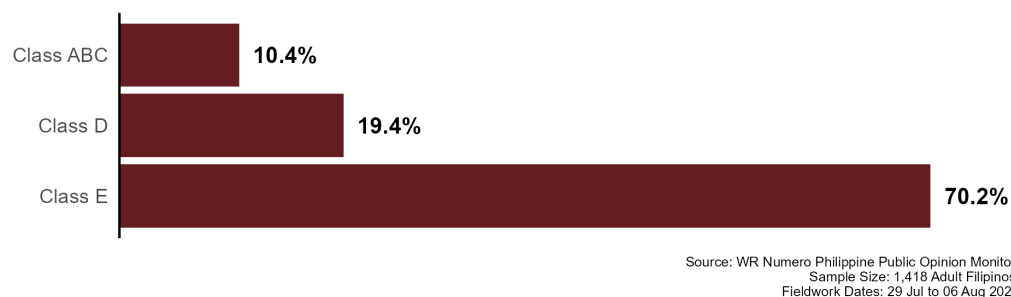
Figure 28. Respondents by regional cluster

Metro Manila	13.1%
Rest of Luzon	45.4%
Visayas	18.9%
Mindanao	22.6%
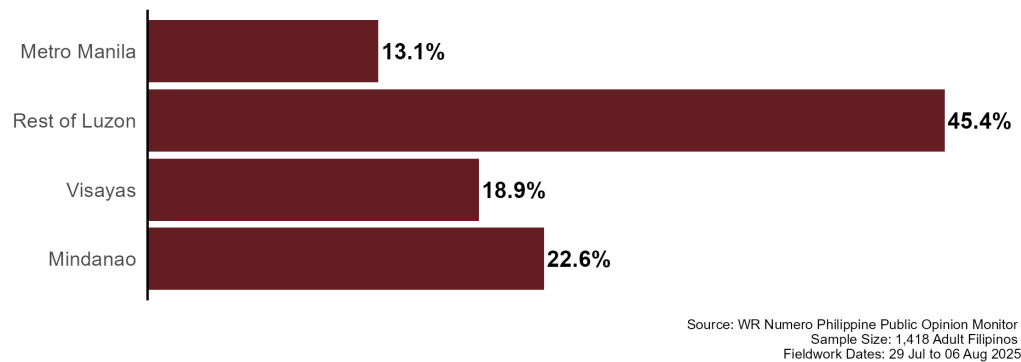
Figure 29. Respondents by residence

Rural	58.4%
Urban	41.6%

Figure 30. Respondents by OFW/non-OFW remittance receiving household

Non-OFW household	82.7%
OFW household	17.3%
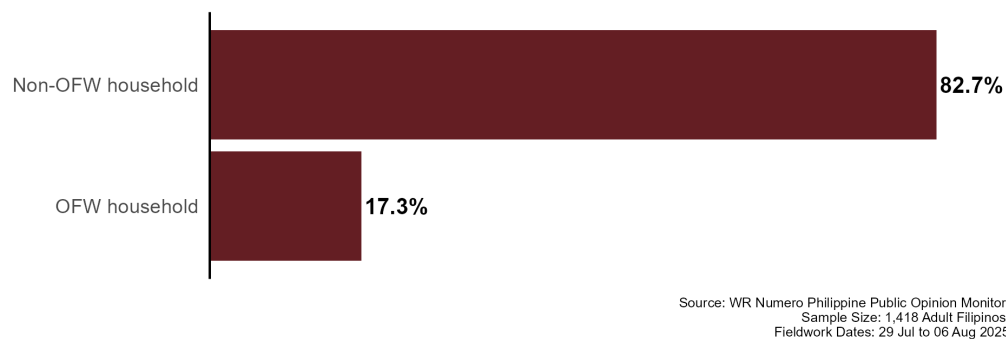
Figure 31. Respondents by media use

Sa mga sumusunod na pinagmumulan ng impormasyon, ipahayag ang dalas ng iyong paggamit sa bawat uri ng media:

Legend:
- Hindi kailanman
- Madalang (Halimbawa: Ginagamit sa isang araw lamang sa isang linggo)
- Minsan (Halimbawa: Ginagamit sa dalawa hanggang tatlong araw sa isang linggo)
- Madalas (Halimbawa: Ginagamit sa apat hanggang pitong araw sa isang linggo)

Media	Hindi kailanman	Madalang	Minsan	Madalas
Facebook	11.7%	7.5%	13.0%	67.9%
Youtube	18.0%	10.4%	29.0%	42.5%
Telebisyon (GMA, TV5, etc.)	18.6%	15.6%	21.6%	44.2%
Online News Websites (ABS-CBN News, Interaksyon, GMA News Online, Rappler, Philstar, etc.)	19.7%	15.4%	25.7%	39.2%
Radyo (Radio Pilipinas, DZRH News, DZMM Radyo Patrol, DWFT fm 104.3, teleradyo, etc.)	31.4%	18.6%	25.3%	24.7%
Tiktok	40.3%	15.8%	17.4%	26.4%
Instagram	65.4%	10.3%	13.0%	11.3%
Pahayagan, Print Media/Broadsheets (Manila Bulletin, Philippine Daily Inquirer, The Philippine Star, Malaya, etc.)	58.8%	20.3%	13.1%	7.8%
Tabloids (Abante, Bulgar, People's Tonight, Pilipino Star Ngayon, etc.)	69.5%	16.4%	10.5%	3.6%
Twitter o X	77.7%	11.6%	7.8%	2.9%

Methodology

This section of the report describes the survey methodology for the WR Numero Philippine Public Opinion Monitor Volume 2025, Issue 4. WR Numero voluntarily complies with the disclosure standards developed by the American Association for Public Opinion Research (AAPOR).

Overview

WR Numero conducted a probability survey among 1,418 Filipinos aged 18 and above. All aspects of the survey, from design and administration to processing and analysis, were carried out by WR Numero Research, Inc.

Sampling

The Philippines was divided into four study areas: National Capital Region (NCR), North and Central Luzon, South Luzon, Visayas, and Mindanao. The overall survey is nationally representative and survey results have a ± 2.60% error margin at the 95% confidence level. The margin of error of the survey results at the subnational level is at ± 7% for the National Capital Region, ± 3% for the rest of Luzon (± 4% for North and Central Luzon and ± 4% for South Luzon), ± 6% for Visayas, and ± 5% for Mindanao at a similar 95% confidence level.

By design, each of these sites were allocated sample sizes according to probability proportional to population size (PPS) of the study areas. The sample size for NCR is 191, North and Central Luzon is 327, South Luzon is 337, Visayas is 266, and Mindanao is 297.

Multi-stage probability sampling was used in the selection of the sample spots (barangays). In each stage, the sample units have been allocated according to the table below (Table 2).

Table 2. Allocation of sample units

Study Area	Sample Regions	Sample Cities / Municipalities	Sample Spots (Barangays)	Probability Respondents
National Capital Region (NCR)	1	16	40	191
North and Central Luzon	4	21	64	327
South Luzon	3	21	71	337
Visayas	4	21	56	266
Mindanao	6	21	83	297
Total	18	100	314	1418

For the National Capital Region

Stage 1: Selection of sample spots (barangays)
In the first stage for NCR, the 40 allocated sample spots (barangays) were distributed among the 16 cities and municipalities in such a way that each city/municipality was assigned a number of barangays that is roughly proportional to its population size. Each city/municipality must have at least one sample barangay. Barangays were then randomly selected without replacement from within each city/municipality. An additional provision is that the municipality of Pateros and the city of Taguig were combined and treated as one city/municipality in this survey.

Stage 2: Selection of sample households
In the second stage for NCR, systematic sampling was used to draw 8 sample households in each sample spot (barangay). The designated starting point could be a public elementary school, place of worship, multi-purpose hall or barangay hall. The first sample household was randomly selected from the households nearest to the chosen starting point. Subsequently, every fifth household was sampled.

Stage 3: Selection of probability respondent
In the last stage, a respondent was randomly chosen from among household members who are registered voters and expressed an intention to vote in the 2025 midterm elections in each selected sample household. If there are more than one eligible respondent, the eligible household member whose birthday is closest to the date of birth of the interviewer is selected as the probability respondent.

A selected probability respondent unavailable to do the interview at first contact will be visited at least twice in the field work period to reschedule the interview. But in cases where there is refusal or non-answer at first contact, non-consent, or no eligible respondents in the sampled household (i.e., because of sex or age requirement), the next interval sampling of households was continued until another eligible respondent was identified. In cases where the selected respondent of the sampled household has chronic illness or disability rendering the selected respondent unable to answer the survey, or the selected respondent is unavailable within the field period, the next eligible respondent of the household is selected for the survey.

For the rest of the Philippines
Stage 1: Selection of sample cities/municipalities
For the first stage, all administrative regions in the Philippines outside of NCR were included in the survey and were clustered as follows:

North and Central Luzon
- Cordillera Administrative Region (CAR)
- Region I - Ilocos
- Region II - Cagayan Valley
- Region III - Central Luzon

South Luzon
- Region IV-A - CALABARZON
- Region IV-B- MIMAROPA
- Region V - Bicol

Visayas
- Region VI - Western Visayas
- Region VII - Central Visayas
- Region VIII - Eastern Visayas
- Negros Island Region

Mindanao
- Region IX - Zamboanga Peninsula
- Region X - Northern Mindanao
- Region XI - Davao
- Region XII - SOCCSKSARGEN
- Region XIII - CARAGA
- Bangsamoro Autonomous Region of Muslim Mindanao (BARMM)

Each regional cluster was allocated with 21 cities and municipalities. Within each regional cluster, 21 cities and municipalities were allocated and distributed in proportion to the population size of the administrative region. Each region must also have at least one sample city or municipality. The sample cities and municipalities were selected randomly without replacement.

Stage 2: Selection of sample spots (barangays)
In the second stage, the 274 allocated sample spots (barangays) were distributed among the regional clusters in such a way that each regional cluster was assigned a number of barangays that is roughly proportional to its population size.

Once the cities and municipalities have been selected, the allocated number of barangays for each administrative region were distributed among the sample cities and municipalities that is proportional to population size of the city or municipality. Each city/municipality must have at least one sample barangay. Barangays were then randomly selected without replacement from within each city/municipality.

Stage 3: Selection of sample households
In the third stage, systematic sampling was used to draw 8 sample households in each sample barangay. The designated starting point could be a public elementary school, place of worship, multi-purpose hall or barangay hall.

In urban barangays and rural barangays, the designated starting point could be a public elementary school, place of worship, multi-purpose hall or barangay hall. The first sample household is the closest to the starting point. In instances where there is more than one closest household to the starting point, the first household is selected at random. Subsequently, every fifth household was sampled for urban barangays, while for rural barangays every other household was sampled.

Stage 4: Selection of probability respondent
In the last stage, a respondent was randomly chosen from among household members who are registered voters and expressed an intention to vote in the 2025 midterm elections. in each selected sample household. In selecting an eligible respondent, the CAPI software was programmed to pre-determine the sex of the eligible respondent in such a way that 50% of the sample barangays will require a male-female alternating scheme while the other 50% of the sample barangays will require a reverse female-male alternating scheme in selecting the eligible respondent. If there are more than one

eligible respondent, the eligible household member whose birthday is closest to the date of birth of the interviewer is selected as the probability respondent.

A selected probability respondent unavailable to do the interview at first contact will be visited at least twice in the field work period to reschedule the interview. But in cases where there is refusal or non-answer at first contact, non-consent, or no eligible respondents in the sampled household (i.e., because of sex or age requirement), the next interval sampling of households was continued until another eligible respondent was identified. In cases where the selected respondent of the sampled household has chronic illness or disability rendering the selected respondent unable to answer the survey, or the selected respondent is unavailable within the field period, the next eligible respondent of the household is selected for the survey.

Questionnaire

The questionnaire fielded during the survey was solely designed, tested, and programmed by WR Numero staff. A series of workshops among WR Numero staff were conducted to produce the questionnaire. The original questionnaire was prepared in Filipino and was also translated into Bisaya. Translation was prepared by experts and was assessed by a team of native speakers. The questionnaires were programmed into the CAPI device and can neither be amended nor revised by any of the interviewers.

A copy of the fielded questionnaire may be requested via inquiry@wrnumero.com.

Interviews

The mode of interview for the survey is computer-assisted personal interviewing (CAPI). The interviews were administered face-to-face using internet-capable devices like digital tablets or mobile phones. All interviews were conducted between July 29 to August 6, 2025. The interviews were conducted in Filipino and Bisaya. None of the respondents were given payment for their participation in the survey.

The interviewers were recruited, trained, and supervised by WR Numero staff. They come from different socio-economic backgrounds. They are generally multilingual in English, Filipino, Bisaya and in other Philippine languages.

Interviewers conducted fieldwork in areas where they speak the majority language. Most of the interviewers have significant experience in field research. All interviewers

also completed at least four day-long training sessions on survey methodology, sampling, field research, the survey questionnaire, and on the use of the CAPI device. Interviewers followed a fieldwork plan and their work was supervised daily.

Data Quality

To ensure high-quality data, WR Numero performed quality checks to identify any erroneous or fabricated interview. We conducted a spot check of a selection of responses received from the field. In this process, a set of completed interviews randomly selected according to the allocated quota for each of the main study areas have been reviewed for accuracy and consistency. This step included identification of basic errors in data entries including duplication of entries, missing information, and/or incomplete information. This step also included flagging of suspicious interview times, dates, locations, and durations inconsistent with the fieldwork plan as well as suspicious patterned responses. Audio recording of interviews for data entries considered suspicious are reviewed. Data entries which did not satisfy this step of the data quality checks were either removed from the dataset prior to weighting and analysis or corrected by the interviewer whichever is appropriate according to the data quality check protocol. At least 20% of all the responses received from the field underwent thorough data quality checks.

Weighting

To account for the sample design and to ensure appropriate estimation of variances, samples were weighted. To yield representative figures at the national level, census-based population weights are applied to the survey data. Samples were weighted using iterative proportional fitting (raking) that matches age, sex, and regional population distributions in the sample to parameters from the latest census data. Given the multi-stage stratified systematic area sampling with Kish Grid method, the procedure for generating weights followed the following steps:

Basic Sampling Weight Calculation

The Basic Sampling Weights correspond to the respective probabilities at each stage of the sampling design.

A. City/Municipality Selection Weight

The city/municipality selection weight is given by the formula

$$W_{\text{lgu},i} = \frac{1}{P_{\text{lgu},i}}$$

where $P_{\text{lgu},i}$ is the **probability of selecting city/municipality i within the region**. Given that cities/municipalities are selected proportionally and randomly within regions,

$$P_{\text{lgu},i} = \frac{\text{No. of required sample cities/municipalities in region}}{\text{Total no. of cities/municipalities in region}}$$

B. Barangay Selection Weight

The barangay selection weight is given by the formula

$$W_{\text{brgy},i} = \frac{1}{P_{\text{brgy},i}}$$

where $P_{\text{brgy},i}$ is the **probability of selecting barangay i within the respective city/municipality**. Given that cities/municipalities are selected proportionally and randomly within barangays,

$$P_{\text{brgy},i} = \frac{\text{No. of required sample barangays in city/municipality}}{\text{Total no. of barangays in city/municipality}}$$

C. Household Selection Weight

The household selection weight is given by the formula

$$W_{\text{hhold},i} = \frac{1}{P_{\text{hhold},i}}$$

where $P_{\text{hhold},i}$ is the **probability of selecting household i within the respective barangay**. Since 9 households are systematically selected from each barangay, and assuming an equal interval selection process,

$$P_{\text{hhold},i} = \frac{9}{\text{Total no. of households in barangay}}$$

D. Respondent Selection Weight

The respondent selection weight is given by

$$W_{\text{resp},i} = \frac{1}{P_{\text{resp},i}}$$

where $P_{\text{resp},i}$ is the **probability of selecting the respondent i within the household**. This probability is uniform if one respondent is selected per household, hence $P_{\text{resp},i} = 1$ if there's only one eligible respondent per the selection criteria, and more generally,

$$P_{\text{resp},i} = \frac{1}{\text{Total no. of eligible household members}}$$

Combining the Basic Weights

The total basic weight is calculated by getting the product of all of the weights from each sampling stage.

$$W_{\text{basic},i} = W_{\text{lgu},i} \times W_{\text{brgy},i} \times W_{\text{hhold},i} \times W_{\text{resp},i}$$

Non-Response Adjustment

After the base weights are generated, the weights must be adjusted for non-response to ensure the sample represents the intended population, including those who did not respond, or for sampling units which are over-represented in the sample. The adjustment is done at each sampling stage.

$$W_{\text{adjusted},i} = W_{\text{basic},i} \times \frac{1}{\text{Response Rate}}$$

Adjustment for non-response and oversampling is done at each stage of the sampling design. In the case of non-responses / under sampling, the designed weights are distributed evenly among the members of the sampling unit. Conversely, for oversampling, weights are deducted evenly from the members of the oversampled units.

Combining adjustment factors

The total adjustment factor for each respondent is calculated by getting the product of all of the adjustment factors from each sampling stage.

Post-Stratification Adjustment

After the base weights are generated and adjusted for non-response and over-sampling, the weights of the sample population are aligned with known demographic distributions from the official population counts for each stratum.

Final Weight Calculation

Finally, all the weights from the above steps are combined to derive the final weight for each respondent.

Dispositions and response rates

Table 3. Dispositions and response rates

	AAPOR code	Total
Completed interviews	I	1,431
Partial interviews	P	0
Refusals and break off	R	234
Non-contact	NC	29
Dropped Responses	-	13
Unknown household	UH	0
Unknown other	UO	0
Other	O	0
Total sample used	-	1418
Response rate	I/((I+P)+(R+NC+O)+(UH+UO))	84.5%
Cooperation rate	I/((I+P)+R+O)	85.9%
Refusal rate	R/((I+P)+(R+NC+O)+(UH+UO))	13.8%
Contact rate	((I+P)+R+O)/((I+P)+(R+NC+O)+(UH+UO))	98.3%

Scientific integrity

This nationwide survey was carried out with no funding from any third-party. This issue of The Opinion Monitor is a non-commissioned, independent, non-partisan, and scientific research project by WR Numero.

As a scientific exercise, users of this report and the broader public are reminded that sampling error is only one of many potential sources of errors in surveys and there may be other unmeasured errors in this or any other public opinion poll conducted by other organizations.

Definition of Terms

With regard to the demographic profile of The Opinion Monitor's respondents, this study used these definitions for the following terms.

Age - We asked respondents to provide their current age at the time of the interview. Using this information, we have categorized the respondents according to three age groups: 30 and Below, 31-59, and 60 and Above

Area - Respondents were categorized according to the cluster areas from which they reside in: Metro Manila, North-Central Luzon, South Luzon, Visayas, Mindanao.

Income Class - We asked respondents to provide an estimate of their current monthly household income. This refers to the cumulative income of all members of the household in a month. Using their answers, we have categorized the respondents according to the following six income class groups:

> Class A : Monthly household income is more than PHP 280,000
> Class B : Monthly household income is between PHP 168,001 to PHP 280,000
> Class C : Monthly household income is between PHP 28,001 to PHP 168,000
> Class D : Monthly household income is between is PHP 14,001 to PHP 28,000
> Class E : Monthly household income is less than PHP 14,000

Sex - We asked respondents to identify their sex at birth based on the following options: Male and Female.

Sexual Orientation - We asked respondents to identify their sexual orientation based on the following options: Straight, Gay -, Lesbian, Bisexual, Queer, Others, Refused to Answer. The term "bakla" is used in the questionnaire to improve comprehension but acknowledging that it encompasses sexual orientation, gender identity and expression. Using the answers, we have categorized the respondents according to three demographic groups: Heterosexual, LGBTQIA+, and Refused to Answer. This is an erratum to the previous volumes of the PPOM, which used the term "gender".

OFW Remittances-receiving Household - We asked respondents if they presently receive any remittances from any overseas Filipino worker. Using the answers, we have categorized the respondents according to two groups: OFW-Remittances Receiving Household and Non-OFWRemittances Receiving Household.

Partisanship - We asked respondents to self-identify their partisanship according to the following options: Administration Supporter, Opposition Supporter, Independent, Unsure.

Rural-Urban - Respondents were identified according to the type of populated area they reside in based on the following options: Rural and Urban.

Media Use - We asked respondents to rate how often they used the following media platforms: Print Media, Tabloids, Radio, Television, Online News Websites, Facebook, Tiktok, Instagram, Twitter, and YouTube. Using their answers, we have categorized the respondents according to three groups: Frequent TV Users, Frequent Radio Users, and Frequent Social Media Users.

Get Involved

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WR Numero leverages the depth, rigor, and uniqueness of The Opinion Monitor to empower leaders in business, development, government, politics, academia, and civil society to uncover actionable insights that can move their missions forward.

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Work with Us

Sponsor commissioned survey questions for the WR Numero Philippine Public Opinion Monitor.

The Opinion Monitor is trusted by leaders in development, industry, government, politics, academia, and civil society to understand socio-political trends affecting Filipinos. Every three months, we survey 1,800 nationally representative adults on key national issues. Since its founding in 2022, WR Numero has surveyed over one million Filipinos and continues to expand its reach.

We invite you to sponsor commissioned survey questions for the WR Numero Philippine Public Opinion Monitor. With our extensive research experience, we understand that reliable nationwide surveys can be expensive and cost-prohibitive. This initiative offers a cost-effective way to leverage our socio-political expertise and gain meaningful insights into Filipino sentiments across demographics. We hope it helps you accurately measure attitudes on key issues relevant to your organization's mission.

Email us now at **partnerships@wrnumero.com** to learn more about how we can include your preferred questions in our next survey.

We would also be happy to organize a **FREE CONSULTATION** at your earliest convenience so we can assist you in designing the survey questions that will best serve your needs.

For a sponsorship fee of **PHP 60,000.00** per survey question, you will get the following:
- Dedicated team of experts to provide bespoke advice on survey design, questions, objectives, and other methodological concerns
- Topline report with summary of findings by key demographic groups
- Tabulated comprehensive data (or cleaned and processed raw data)
- Comprehensive methodological and technical report
- In-depth discussion of results

We look forward to receiving your questions, and remain committed to WR Numero's mission of providing expertise in computational, qualitative, and quantitative socio-political research.

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PROF. ROBIN MICHAEL U. GARCIA, PhD

Founder and Chairman of the Board of Directors

Dr. Robin Michael U. Garcia is a Shanghai-trained political scientist, professor, and public affairs adviser. He is a 2023-24 Visiting Scholar at the Perry World House at the University of Pennsylvania, and a 2023 Eisenhower Global Fellow where he studies data analytics and opinion research.

He is the President and CEO of WR Advisory Group, a public affairs firm which specializes in data, strategy, and communications. Concurrently he is the Founder and Chairman of its opinion research arm, WR Numero Research. He is an Assistant Professor at the Political Economy Program of the University of Asia & the Pacific (UA&P) in Manila.

His research interests lie at the intersection of political economy, international relations, and political psychology applied to Southeast Asia, the Philippines, and China. He obtained a Doctor of Philosophy (Ph.D.) in International Politics from Fudan University in Shanghai where he was distinguished with the Dean's Award for Academic Excellence in 2017.

He obtained a Master of Public Administration from the University of the Philippines' National College of Public Administration and Governance (UP-NCPAG), as well as a BA in Development Studies from De La Salle University where he was awarded the Gawad Mag-aaral Award (Distinguished Student Award) for competitive parliamentary debating.

CLEVE V. ARGUELLES, MA
President and Chief Executive Officer

Cleve V. Arguelles is a political scientist whose scholarship examines contemporary challenges to democratization in the Philippines and Southeast Asia. Aside from leading WR Numero, he is also Assistant Professorial Lecturer in the Department of Political Science and Development Studies at De La Salle University Manila.

To date, Cleve has been awarded more than PHP 15 million in research grants and commissioned research funding. His research has explored public attitudes on populism, youth political participation, and the role of media systems in disinformation vulnerability. He is the author of more than 20 book chapters, journal articles, and public reports, as well as co-editor of several journal special issues. He has been consistently listed as among the top 10 political scientists and top 100 social scientists in the Philippines based on research citations (AD Scientific Index 2022, 2023, 2024).

Cleve also strongly contributes to public scholarship through consulting and policy work with leaders and organizations in civil society, development, and government. In 2023, he was named a UP President Edgardo J. Angara Fellow, a fellowship awarded to scholars that have made an impact on the public policy landscape of the Philippines, to provide policy recommendations to the Second Congressional Education Commission (EDCOM II). He also maintains an active profile in multimedia engagement. He regularly writes op-eds, gives interviews to media, and collaborates with journalists to improve public understanding of research and science.

Cleve previously served as Regent in the UP Board of Regents, Assistant Professor and Chair of Political Science Program in UP Manila, and Associate Editor of Asian Politics and Policy. He was also Research Fellow in the Institute of Leadership, Empowerment and Democracy (ILEAD), Writeshop Fellow in the UP Third World Studies Center, and Visiting Researcher in the Development Studies Program at the Ateneo De Manila University.
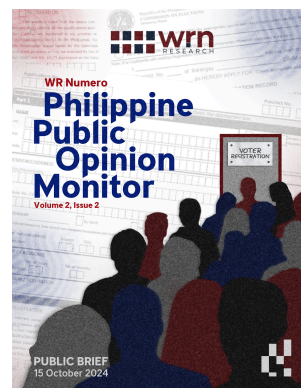
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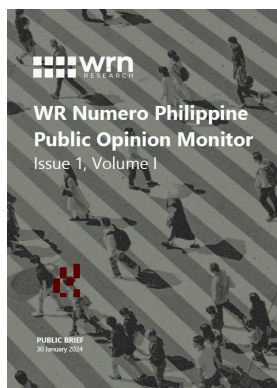
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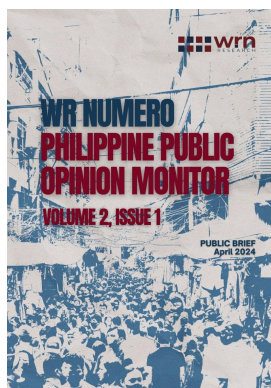
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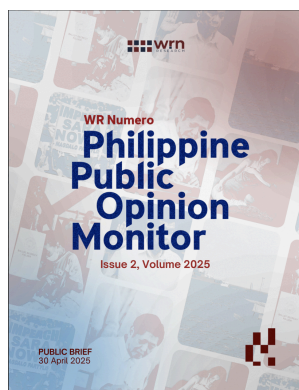
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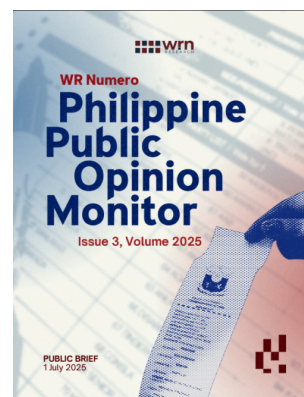
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