

WR Numero

# Philippine Public Opinion Monitor

Issue 5, Volume 2025



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**WR Numero Research, Inc. 2025**



Front and back cover designed by **Jezryl Xavier Genecera**.



## 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 November 2025, in the aftermath of the flood control scandal that rocked the country, the cover of the **WR Numero Philippine Public Opinion Monitor, Issue 5 of Volume 2025** situates public opinion in the middle of a crisis that tests public trust in institutions.

The cover foregrounds a stark contradiction: even as billions of pesos continue to pour into flood control projects, more communities remain submerged and families displaced. Looming over them are institutions and implementing bodies entrusted with safeguarding the public interest, but whose inaction and betrayal of public trust have deepened public suffering. All together, the picture paints a drowning nation, robbing many Filipinos of their safety and rights.

# 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 5 was conducted from 21-28 November, 2025, through face-to-face interviews with a nationally representative sample of 1,412 Filipinos. The nationwide survey has a margin of error of  $\pm 2.80\%$  at a 95% confidence level. At the subnational level, the margin of error is  $\pm 7.0\%$  for the National Capital Region,  $\pm 4.1\%$  for the rest of Luzon,  $\pm 5.8\%$  for the Visayas, and  $\pm 5.3\%$  for Mindanao, all at the same 95% confidence level. No individual or entity singularly 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 5 of The Opinion Monitor covers the following topics:

- Filipinos’ Self-Identified Partisanship and Policy Priorities;
- Performance Assessment of National Administration and Officials;
- 2028 Pre-election Preferences for President and Vice President;
- Views on the Flood Control Scandal, ICI Investigations, and Anti-Corruption Protests;
- Views on the ICC Proceedings;
- Views on the Armed Forces of the Philippines;
- Views on Disaster Preparedness and Accountability; and
- Views on the Holiday Season.

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](mailto:subscriptions@wrnumero.com) to gain access.

## **Key Findings of Volume 2025, Issue 5**

1. A plurality of Filipinos identify as Independent (41%), with declining support for both the administration and opposition; over a third remain unsure of their affiliation.
2. Backing for the Duterte family and allies is rising, Marcos camp support is declining, but 39% of Filipinos reject alignment with any major political faction.
3. Livelihood and cost-of-living concerns dominate public priorities, followed by strong demand to address government corruption. More than half of Filipinos report frequent difficulty in meeting basic household needs in recent months.
4. Public satisfaction with key national institutions, including the presidency, legislature, and Supreme Court, has fallen to record lows since monitoring began.
5. President Marcos Jr.'s satisfaction rating dropped to 21%, Vice President Duterte remains higher at 43%. Senate performance is rated lowest for legislators like Estrada, Dela Rosa, and Sotto, while Tulfo and Go lead.
6. VP Sara Duterte leads early presidential preferences for 2028, while vice-presidential support is less settled, with Senator Bong Go favored among decided voters.
7. Flood control and infrastructure scandals are widely recognized, with divided opinions on responsibility among the President, government agencies, and private contractors. Public confidence in enforcement is limited, though protests and support for independent commissions remain strong.
8. A plurality support former President Duterte staying in The Hague, with majority favoring prosecution of co-perpetrators. Public opinion is divided on enforcing ICC warrants against other officials like Senator Dela Rosa.
9. Despite limited personal exposure to the AFP, public trust is generally positive, with confidence in the military's defense capabilities, constitutional compliance, and support for strengthening international defense partnerships.
10. A majority of Filipinos (60%) were directly affected by recent typhoons, earthquakes, and other disasters. Four in ten attribute impacts to natural, government, and human factors combined, and nearly half express dissatisfaction with government disaster response, holding private contractors largely accountable.
11. Filipinos prioritize financial security and health in personal resolutions for the new year, and maintain overall optimism, with 55% expecting improved lives for themselves and their families in the coming year.

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# Introduction

## Measuring public opinion amid government distrust

Public opinion surveys become even more crucial at times when trust in government leaders and institutions is low. When official narratives lack credibility, surveys offer an independent and systematic way to understand what people truly think and how they assess the actions of those in power. In environments where public confidence in government is eroding, surveys provide a reliable pulse of citizen sentiment that leaders, media, and civil society can use to ground decisions in evidence rather than assumptions.

The Philippines is at a crossroads of eroding public trust and growing demands for accountability. The flood control corruption scandal has deepened skepticism toward leaders and agencies mandated to uphold the public interest. Yet the same government being called to account is also the institution expected to enforce that accountability. Large-scale protests led by various movements reflect widespread frustration and a collective push for consequences.

In this climate, public opinion research becomes an essential compass, an independent source of citizen sentiment that helps anchor national conversations beyond government narratives and partisan claims.

Public opinion surveys help illuminate gaps between the public's lived experiences and the government's claims about performance, priorities, or progress. They reveal whether dissatisfaction is isolated or widespread, whether concerns are emerging or intensifying, and which issues citizens want addressed most urgently. By making these patterns visible, surveys help counter the opacity that often accompanies mistrust, offering a clearer and more accountable picture of national mood.

Public opinion surveys also play a vital role in strengthening democratic discourse. When institutions struggle to command confidence, credible survey findings create shared reference points for public debate, helping anchor discussions in data rather than speculation. They allow stakeholders—from journalists to advocates to policymakers—to engage the public's perspectives more accurately and constructively.

In this way, surveys help keep democratic dialogue rooted in the realities people face every day.

Ultimately, the value of public opinion surveys is amplified, not diminished, when trust in government falters. By offering independent, evidence-based insights, they help fill the information void left by weakened institutions and contested leadership. In doing so, surveys become essential tools for accountability, transparency, and collective understanding—ensuring that the public’s voice remains audible even when confidence in those who govern is in question.

## **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 <b>Area</b> - NCR, Rest of Luzon, Visayas, Mindanao <b>Income</b> - A, B, C, D, E <b>Sex</b> - Male, Female <b>Residence</b> - Urban, Rural	Total Philippines <b>Area</b> - NCR, Rest of Luzon, Visayas, Mindanao <b>Income</b> - A, B, C, D, E <b>Sex</b> - Male, Female <b>Residence</b> - Urban, Rural <b>Age</b> - 30 and Below, 31 to 59, 60 and Above <b>Sexual Orientation</b> - Heterosexual, LGBTQIA+, Refused to Disclose <b>Partisanship</b> - Administration Supporters, Opposition Supporters, Independent <b>Household</b> - OFW Household, Non-OFW Household <b>Media Use</b> - 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 Partisanship and Policy Priorities

## Key Findings

- Partisan identification continues to weaken: a plurality of Filipinos identify as Independent (41%), while support for both the administration and the opposition has declined; over a third remain unsure of their partisanship.
- Factional support is increasingly fragmented, with backing for the Duterte family and allies rising, support for the Marcos camp declining, and a large share of Filipinos (39%) rejecting alignment with any major political faction.
- Economic issues dominate public priorities, with livelihood and cost-of-living concerns outranking other policy areas, followed by demands to address corruption in government.
- The majority of Filipinos report frequent difficulty in meeting basic household needs in recent months.

The November 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.



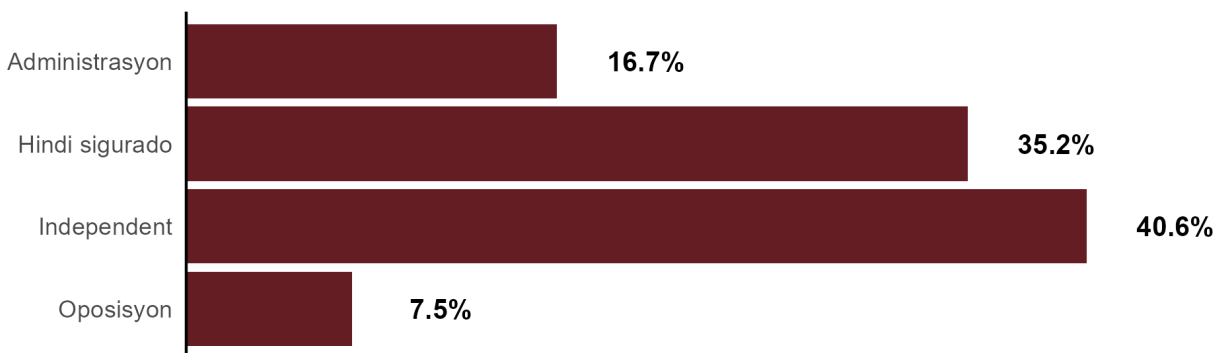
## General Partisanship

Forty-one percent of Filipinos identify as Independent, up by 5 percentage points from August 2025.

Administration supporters account for 17% of Filipinos, and only 8% align themselves with the opposition. These are down by 8 and 2 percentage points, respectively, from the August survey.

Notably, 35% are uncertain of their partisanship.

*Figure 1. Filipinos' Self-Identified Partisanship*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Factional Partisanship

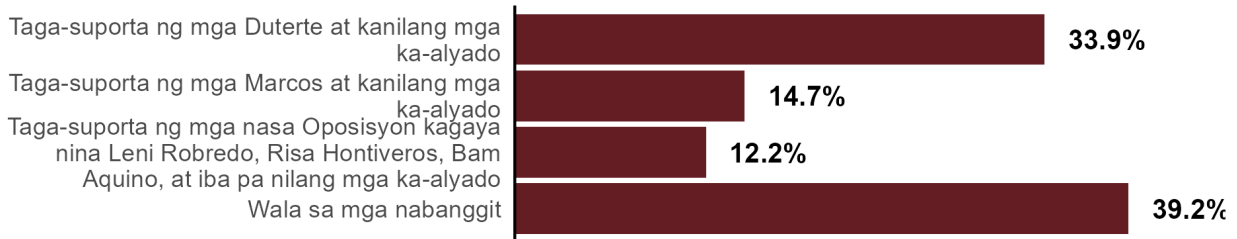
When asked about their fractional support, 34% of Filipinos say they support the Duterte family and their allies. This is a 5 point increase from the August 2025 survey.

About 15% expressed support for the Marcos family and their allies, marking a 4 point decline from the same time period.

Meanwhile, 12% of Filipinos form part of opposition supporters, or those aligned with leaders such as former Vice President Leni Robredo, Senators Risa Hontiveros and Bam Aquino, and their allies.

Notably, nearly 2 in 5 (39%) Filipinos say they do not align with any of the mentioned factions.

*Figure 2. Filipinos' Self-Identified Factional Partisanship*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Policy Priorities

Filipinos were asked about the pressing national issues that they think the government should prioritize. They were asked to select at most 3 from a list of issues.

Higher wages for workers and lowering of prices of food and other basic commodities are the top policy priorities for Filipinos, both at 34%.

Combatting corruption and other wrongdoing in the government ranks third at 28%, followed by fighting illegal drugs and crime, combating poverty and assisting the poor, and creating jobs and livelihood, all at 22%.

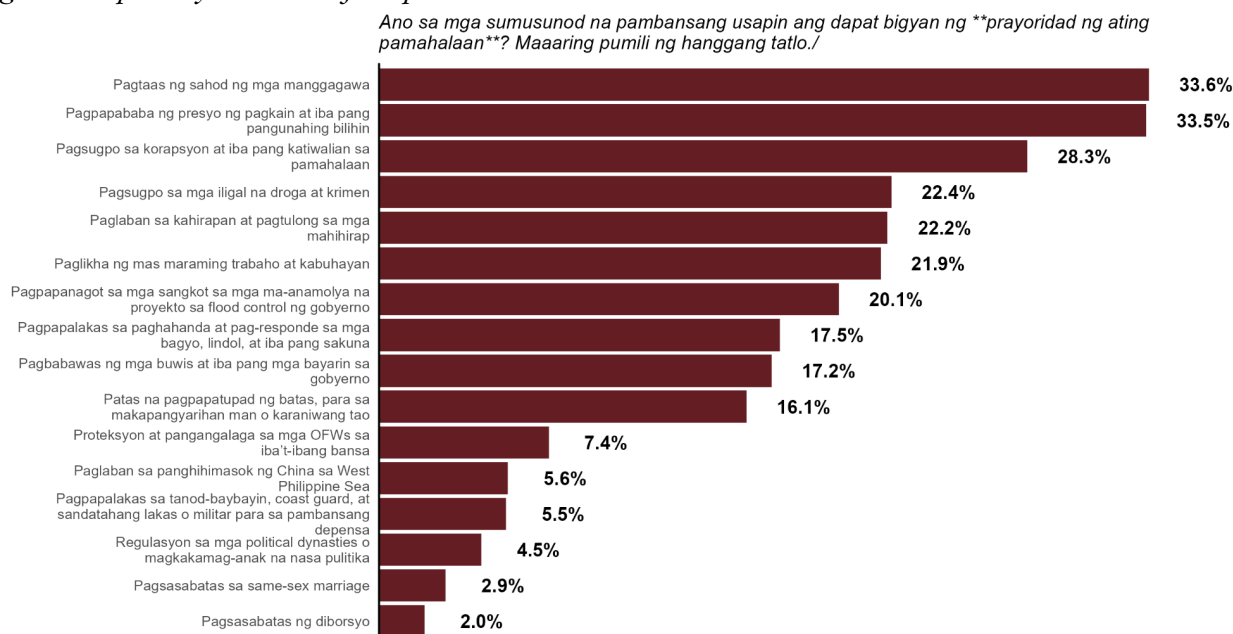
Two in ten (20%) Filipinos want the government to prioritize holding accountable government officials involved in the anomalous flood control projects.

This is followed by strengthening disaster preparedness and response (18%), reduction of taxes and other government fees (17%), and fair enforcement of the law for both the powerful and ordinary citizens (16%).

Other policy priorities mentioned are protection and care for Overseas Filipino Workers (7%), defense against China's intrusion in the West Philippine Sea (6%), strengthening our coast guards and armed forces for national defense (6%), and regulating political dynasties (5%).

Legalization of same-sex marriage (3%) and divorce (2%) are at the bottom of the priority list.

Figure 3. Top Policy Priorities of Filipinos



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

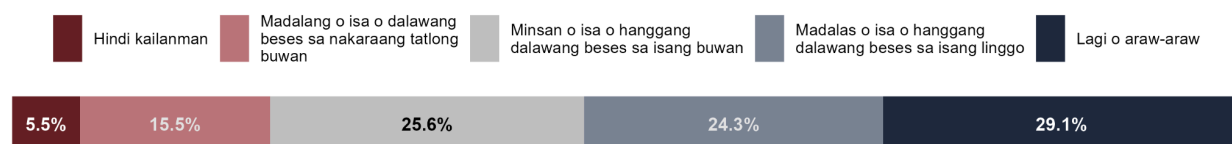
## Difficulty in Meeting Basic Needs

When asked about their ability to meet basic household needs, more than half of respondents (53%) reported experiencing difficulty often or always in the past three months.

About a quarter (26%) said they faced difficulties sometimes, while 16% reported doing so rarely. Only 6% indicated that they never experienced difficulty in meeting their household's basic needs.

Figure 4. Difficulty in meeting basic needs

Sa nakaraang tatlong buwan, gaano kadalas naging mahirap para sa iyo o sa inyong pamilya na tustusan ang mga pangunahing pangangailangan tulad ng pagkain, bayarin sa bahay, pamasaha at iba pa?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025



**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\*\*](mailto:subscriptions@wrnumero.com) to gain access.

# Performance Assessment of National Administration and Officials

## Key Findings

- Public satisfaction with national institutions has declined sharply, with multiple branches registering their lowest ratings since tracking began.
- President Ferdinand Marcos Jr.'s performance satisfaction fell to 21%, marking his steepest and lowest decline on record. Vice President Sara Duterte's satisfaction rating also dipped, though remains comparatively higher at 43%.
- The Senate and House of Representatives recorded their lowest performance satisfaction levels since monitoring began.
- Raffy Tulfo and Bong Go are the Filipinos' top performing senators, while Jinggoy Estrada, Bato Dela Rosa, and Tito Sotto are lowest-performing.
- Confidence in the Supreme Court dropped markedly, with satisfaction falling to 38%, its lowest rating since tracking started.

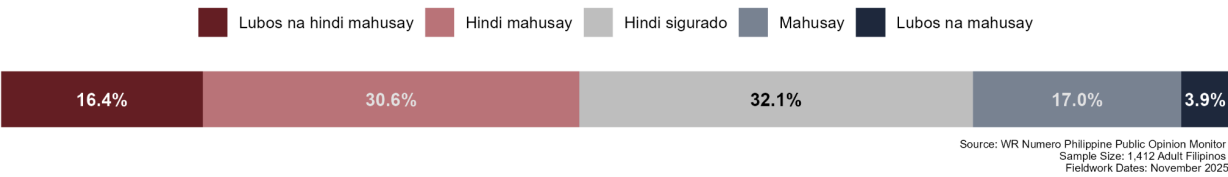
The Opinion Monitor surveyed Filipinos on their assessment of the national administration and officials, including President Ferdinand “Bongbong” Marcos Jr. and Vice President Sara Duterte. Filipinos were also asked to evaluate the performance of the country’s Senate, House of Representatives, Legislative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

Figure 5. Performance Assessment of President Marcos Jr.

Paano mo ilalarawan ang kasalukuyang pamumuno ng administrasyon ni \*\*Pangulong Bongbong Marcos\*\* sa bansang Pilipinas?

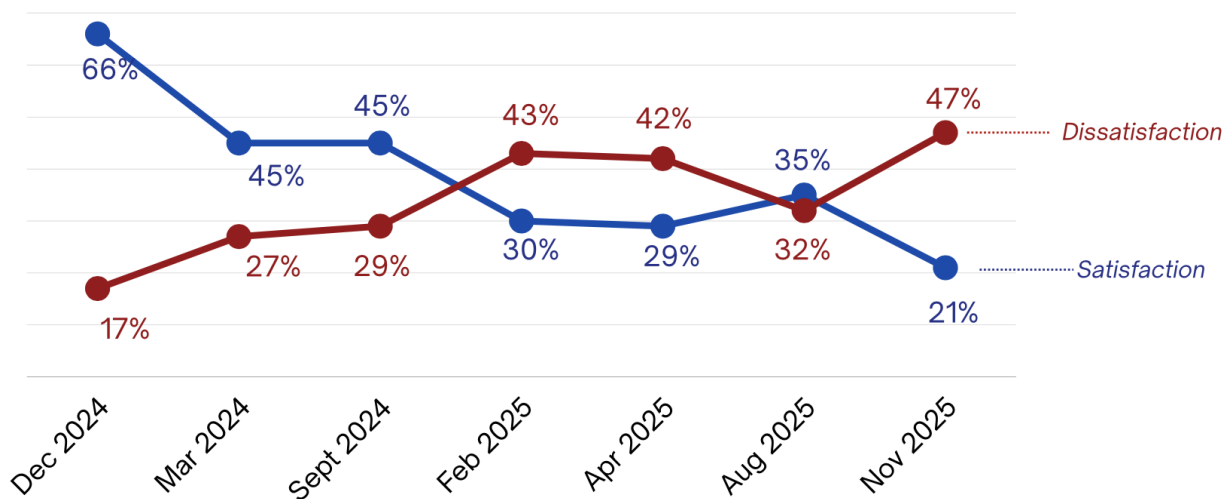


The nationwide survey found that satisfaction with President Ferdinand Marcos Jr.'s performance has fallen to 21%, a 14 percentage point drop from August 2025 – his steepest decline since February 2025. This marks his lowest since the Opinion Monitor began tracking in December 2023.

Nearly half of Filipinos (47%) said they are dissatisfied with the president's performance, a 15 percentage point increase from August and his highest dissatisfaction rating since December 2023.

Meanwhile, about three in 10 (32%) were unsure of their assessment.

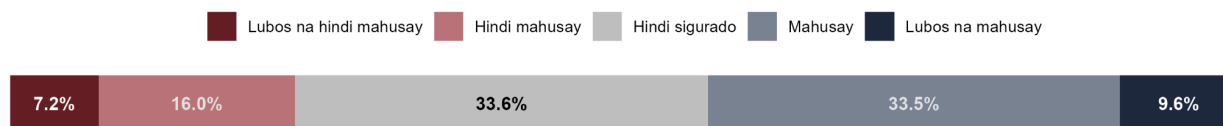
Figure 6. Comparative Performance Assessment of President Marcos Jr.



## Vice President Sara Duterte

Figure 7. Performance Assessment of Vice President Sara Duterte

Paano mo ilalarawan ang kasalukuyang pamumuno ni \*\*Vice President Sara Duterte\*\* sa bansang Pilipinas?

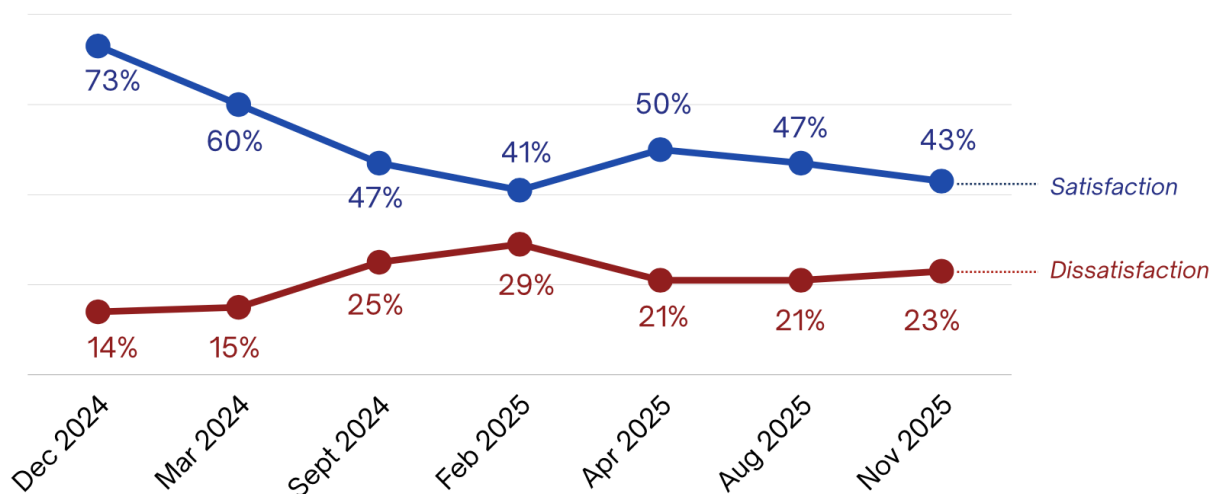


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

Vice President Sara Duterte's performance satisfaction rating stands at 43%, a 4 percentage point decline from her August 2025 rating of 47%. Dissatisfaction rose slightly to 23% in November from 21% in August.

More than one in three Filipinos (34%) remain unsure of their assessment.

Figure 8. Comparative Performance Assessment of Vice President Sara Duterte

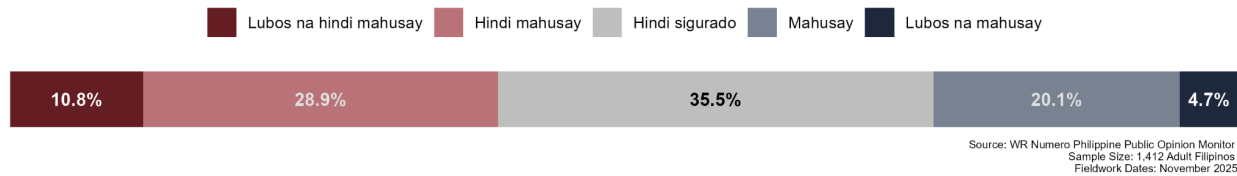


## Senate of the Philippines

Performance satisfaction in the Senate is at its lowest since the Opinion Monitor started tracking the Senate's numbers in March 2024. In the November 2025 survey, satisfaction is at 25%, a 24 percentage point decline from its August 2025 rating of 49%.

*Figure 9. Performance Assessment of the Philippine Senate*

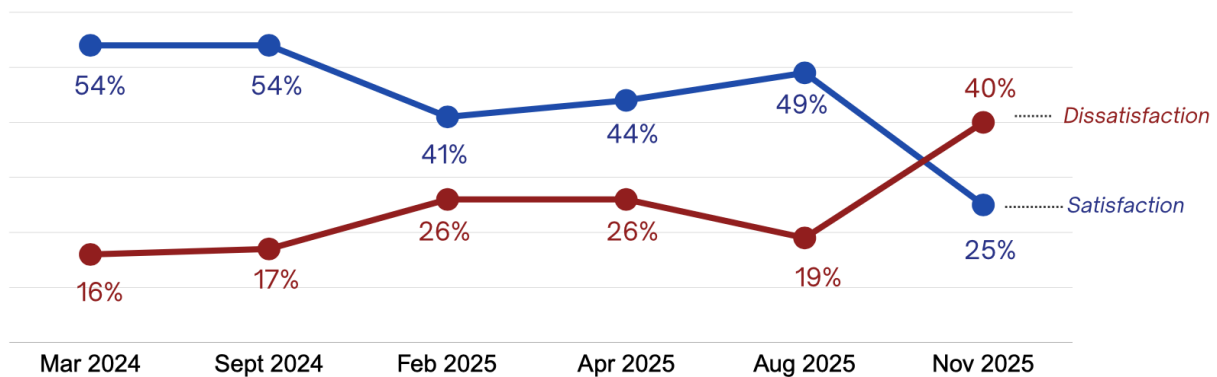
Ang ilan sa mga pangunahing trabaho ng **\*\*Senado ng Pilipinas\*\*** ay ang paggawa ng mga batas at paglalaan ng pambansang badyet. Gaano kahusay ang kasalukuyang Senado sa pag-gampan sa kanilang tungkulin?



Meanwhile, dissatisfaction hits a new high at 40%, a 21 point increase from the same time period. Notably, nearly 2 in 5 (35%) are unsure of their assessment.

This marks the first time where the upper chamber's dissatisfaction has overtaken its satisfaction numbers.

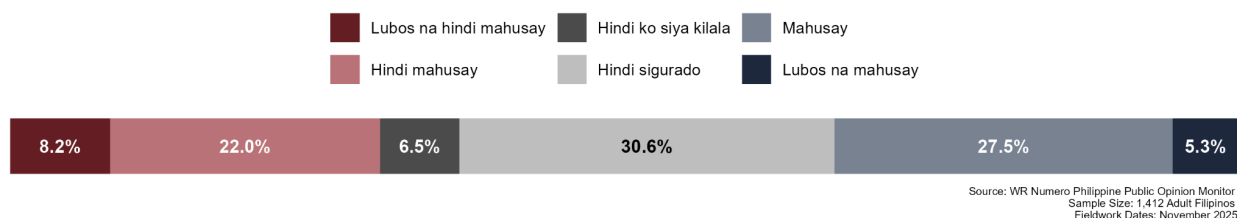
*Figure 10. Comparative Performance Assessment of the Philippine Senate*



When asked about the performance of Sen. Tito Sotto as senate president, opinion is divided: 33% are satisfied, 30% dissatisfied, and 31% unsure. Some 7% say they do not know who the senator is.

*Figure 11. Performance assessment of Sen. Tito Sotto as Senate President*

Paano mo ilalarawan ang kasalukuyang pamumuno ni **\*\*Senador Tito Sotto\*\*** bilang Senate President o taga-pangulo ng Senado?



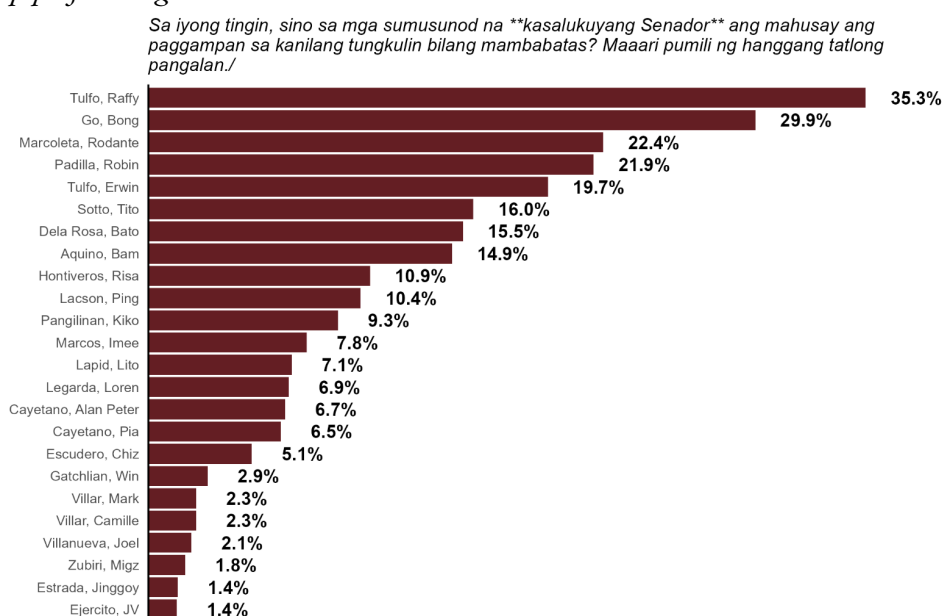


The Opinion Monitor also asked Filipinos who among the incumbent senators are the best and worst performing in their mandates as legislators. The respondents are asked to select at most 3 senators for each item.

Among the top performing senators, Senators Raffy Tulfo and Bong Go lead the pack, with 35% and 30% of Filipinos approving of their performance, respectively. The two are followed by Senators Rodante Marcoleta (22%), Robin Padilla (22%), and Erwin Tulfo (20%).

At the bottom of the list of best performing senators are Senators Migz Zubiri, Jinggoy Estrada, and JV Ejercito, all at less than 2% preference.

*Figure 12. Top-performing Senators*

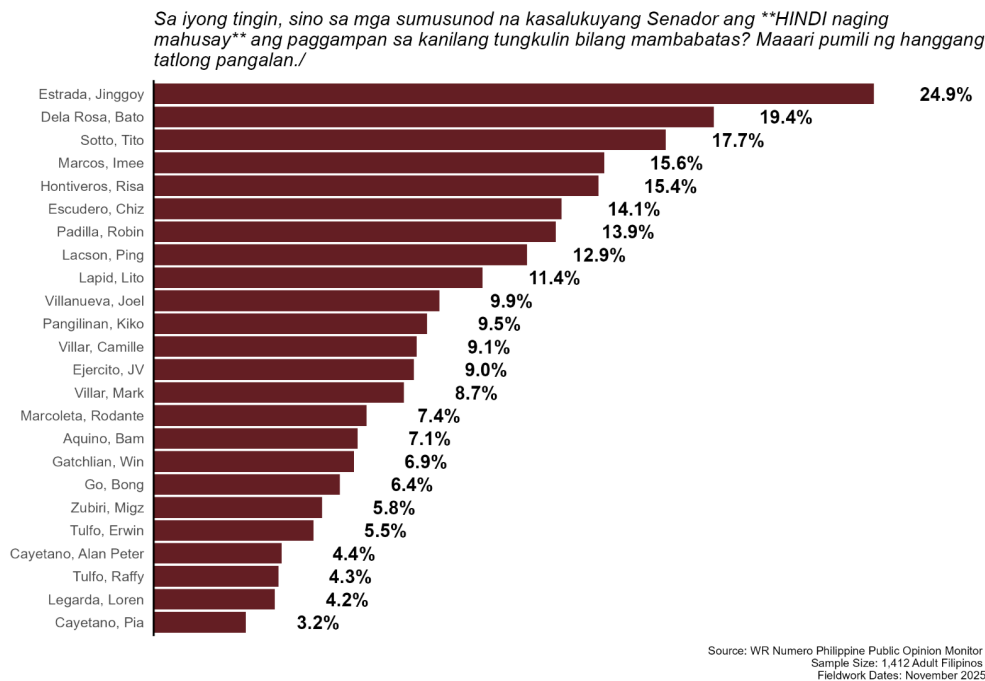


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

Estrada leads the list of lowest performing senators at 25%, followed by Dela Rosa (19%) and Sotto (18%). Senators Imee Marcos and Risa Hontiveros trail them behind at 16% and 15%, respectively.

At the bottom of the worst-performing senators are Senators Alan Peter Cayetano, Raffy Tulfo, Loren Legarda, and Pia Cayetano, with only less than 5% saying they are not good in fulfilling their mandate as legislators.

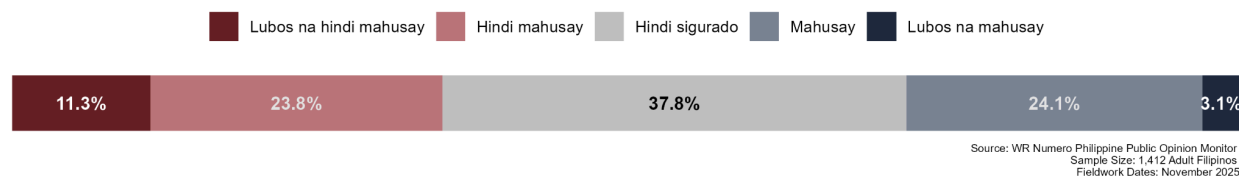
Figure 13. Worst-performing Senators



## House of Representatives

Figure 14. Performance Assessment of the House of Representatives

Ang ilan sa mga pangunahing trabaho ng **\*\*Kamara o House of Representatives\*\*** ay ang paggawa ng mga batas at paglalaan ng pambansang badyet. Gaano kahusay ang kasalukuyang Kamara o House of Representatives sa pag-gampán sa kanilang tungkulin?

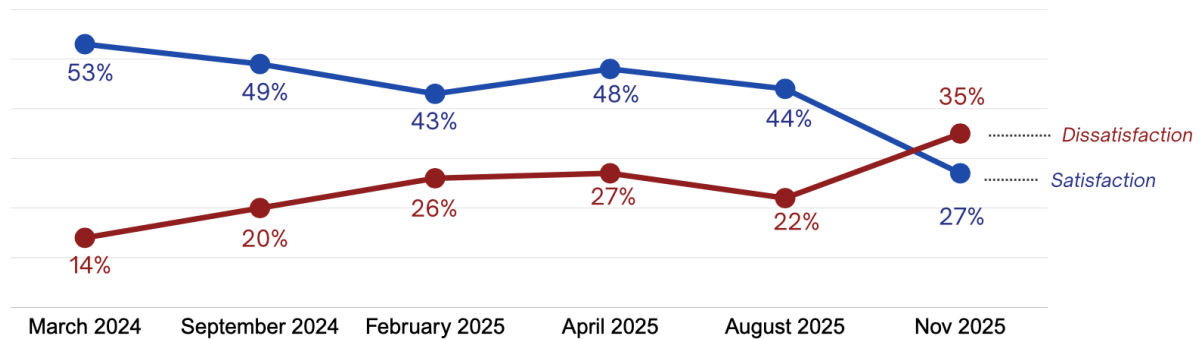


Satisfaction for the House of Representatives' performance is at 27%, marking its lowest rating since March 2024. This is a 17 percentage point difference from its August 2025 rating of 44%.

In contrast, dissatisfaction is at its peak, with 35% of Filipinos saying they disapprove of the lower house's performance. This marks the first time wherein the House's dissatisfaction numbers has outperformed its satisfaction rating.

Notably, about 2 in 5 (38%) are unsure of their assessment.

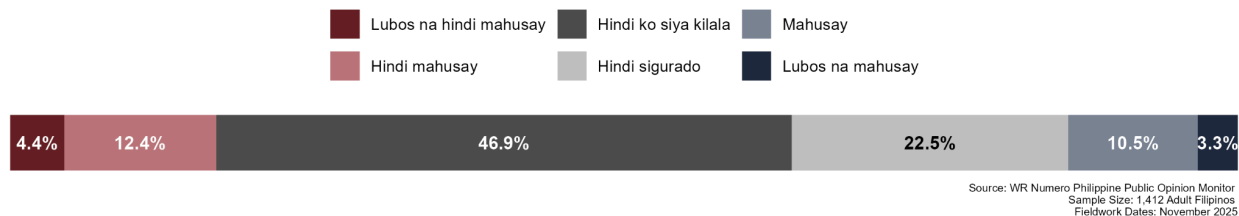
Figure 15. Comparative Performance Assessment of the House of Representatives



When asked about the performance of Cong. Bojie Dy as Speaker of the House, nearly half (47%) are unfamiliar with the congressman. Among those familiar with the Speaker, 23% are unsure, 17% dissatisfied, and 14% satisfied.

Figure 16. Performance assessment of Cong. Bojie Dy as House Speaker

Paano mo ilalarawan ang kasalukuyang pamumuno ni **Congressman Bojie Dy bilang Speaker of the House** o lider ng Kamara?

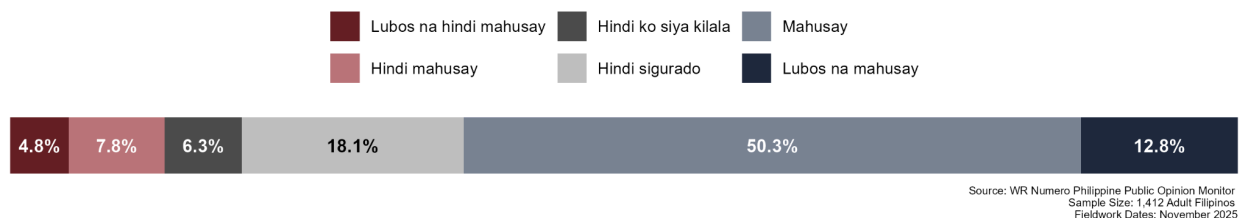


The Opinion Monitor also asked respondents to assess the performance of their legislative district representatives.

A great majority of Filipinos (63%) reported satisfaction with the performance of their respective district representatives, while only 13% say otherwise. Almost 1 in 5 (18%) are unsure of their assessment, and some 6% do not know their House representative.

Figure 17. Performance Assessment of the Legislative District Representative

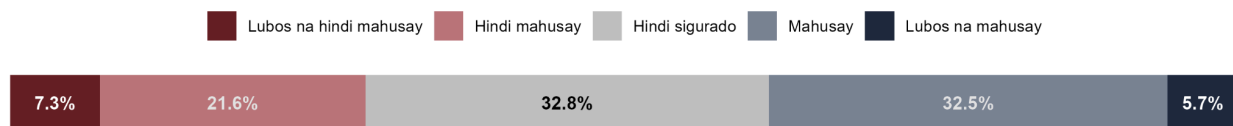
Dito sa inyong distrito, gaano naman kahusay sa pag-gampan ng kanyang tungkulin bilang mambabatas ang **inyong kasalukuyang congressman/woman o kinatawan sa Kamara o House of Representatives**?



## Supreme Court

*Figure 18. Performance Assessment of the Supreme Court*

Ang ilan sa pangunahing trabaho ng **Korte Suprema** ay ang pamunuan ang mga korte sa Pilipinas at siguraduhin ang pananaig ng batas at hustisya sa bansa. Gaano kahusay ang Korte Suprema sa paggampan sa kanilang tungkulin?



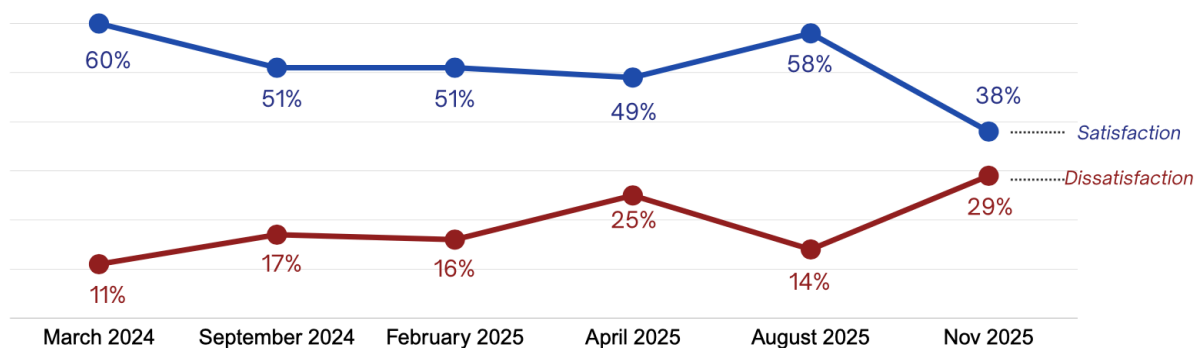
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

The November survey reported that nearly 2 in 10 (38%) Filipinos are satisfied with the Supreme Court's performance, a 20 point plunge from August 2025. This marks the high court's lowest performance rating since the Opinion Monitor started tracking in March 2024.

Meanwhile, almost 3 in 10 are dissatisfied, a 15 point increase from the last survey. This is also the court's highest dissatisfaction number in the Opinion Monitor.

Around 33% are unsure of their assessment.

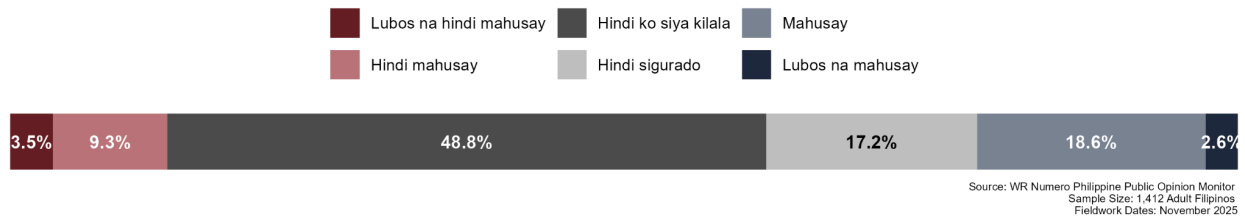
*Figure 19. Comparative Performance Assessment of the Supreme Court*



When asked about the performance of Chief Justice Alexander Gesmundo, nearly 1 in 2 (48%) Filipinos are unfamiliar with the chief magistrate. Among those familiar, 21% are satisfied, 13% dissatisfied, and 17% unsure.

*Figure 20. Performance assessment of Chief Justice Alexander Gesmundo*

*Paano mo ilalarawan ang kasalukuyang pamumuno ni \*\*Alexander Gesmundo bilang Chief Justice ng Supreme Court\*\* o pinunong mahistrado ng Korte Suprema?*



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# 2028 Pre-election Preferences

## Key Findings

- Vice President Sara Duterte emerges as the clear early frontrunner for the 2028 presidential race, commanding a sizable lead over other potential contenders.
- Voter preferences for the vice presidency are less settled, as a large share of Filipinos remain undecided. Among those decided, Senator Bong Go is most preferred.

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

Vice President Sara Duterte is the early top contender for the 2028 presidential elections, with 33% saying they would vote for her if the elections were held today. She is followed far behind by Sen. Raffy Tulfo and Naga City Mayor Leni Robredo (both at 13%).

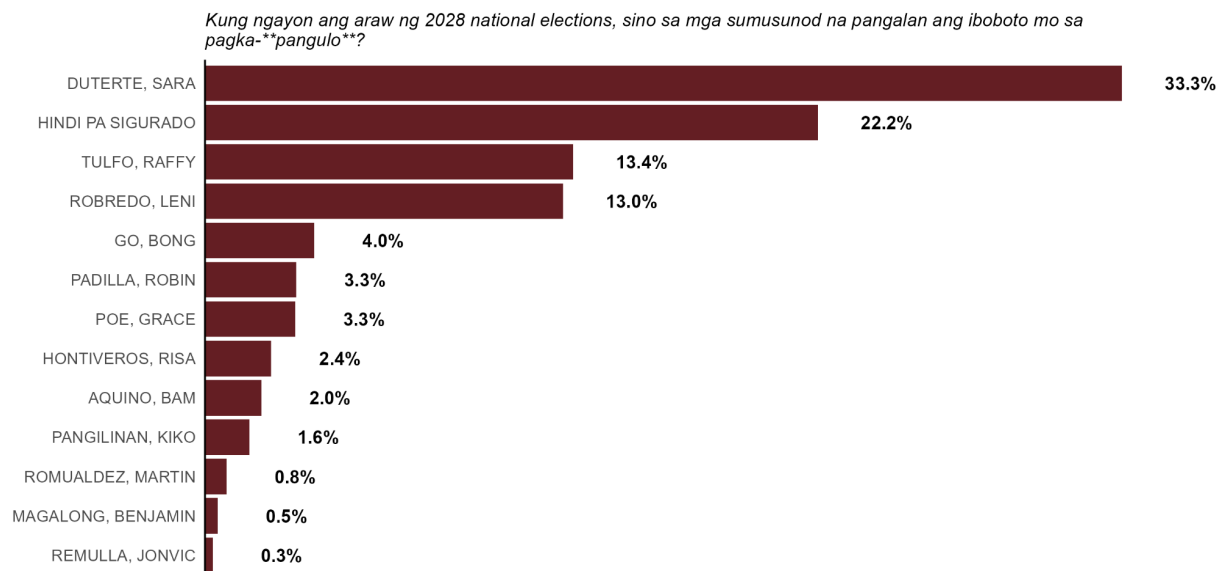
With less than 5% preference are Sen. Bong Go (4%), Sen. Robin Padilla (3%), former Sen. Grace Poe (3%), Sen. Risa Hontiveros (2%), Sen. Bam Aquino (2%), and Sen. Kiko Pangilinan (2%).

Former House Speaker Martin Romualdez, Baguio City Mayor Benjamin Magalong, and DILG Secretary Jonvic Remulla complete the list, all with less than 1% voter preference.

Notably, more than 2 in 10 (22%) Filipinos are still unsure on who to vote for president.



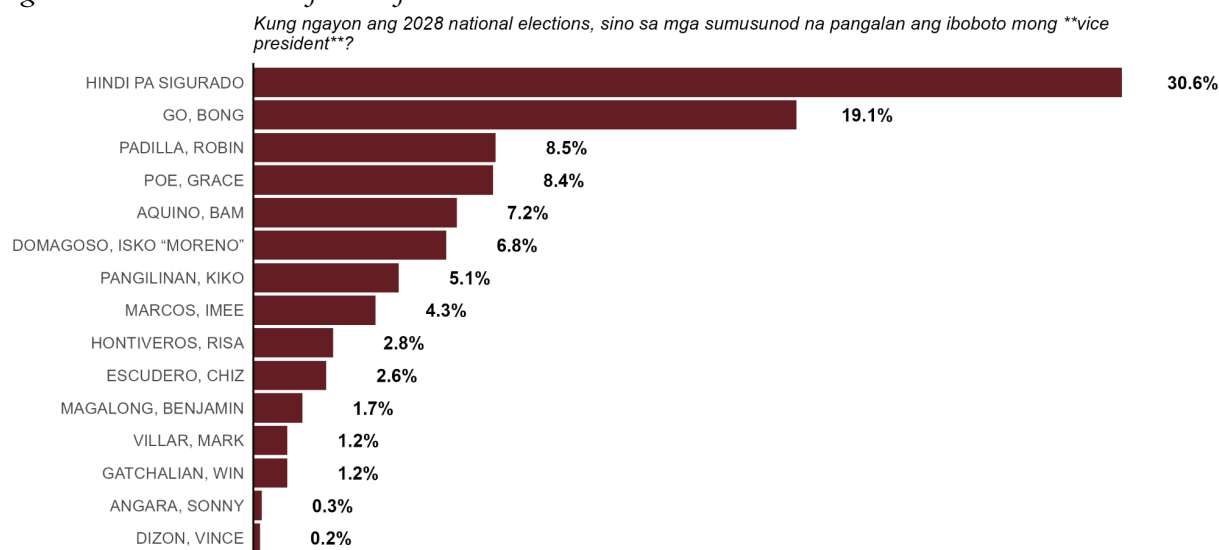
Figure 21. Pre-election Preference for President in 2028



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## 2028 Vice Presidential Pre-election Preferences

Figure 22. Pre-election Preference for Vice President in 2028



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

For vice president, more than 3 in 10 (31%) Filipinos are still undecided on who to vote for in the 2028 elections.

Among those decided, Sen. Bong Go leads preference at 19%. He is followed far behind by Sen. Robin Padilla (9%), former Sen. Grace Poe (8%), Sen. Bam Aquino (7%), and Manila Mayor Isko Moreno (7%).

Sen. Imee Marcos, Sen. Risa Hontiveros, and Sen. Chiz Escudero trail behind them at 4%, 3%, and 3%, respectively. Completing the list with less 2% of voter preference are Baguio City Mayor Benjamin Magalong, Sen. Mark Villar, Sen. Win Gatchalian, DepEd Secretary Sonny Angara, and DPWH chief Vince Dizon.

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# Views on the Flood Control Scandal, ICI Investigations, and Protests against Corruption

## Key Findings

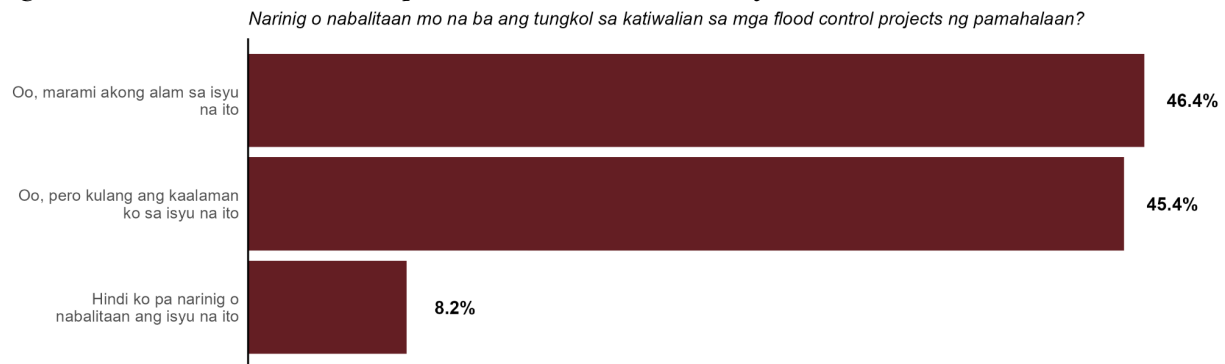
- Public awareness and concern over the flood control corruption scandal are near-universal, underscoring its salience in the national consciousness.
- Accountability is diffused in public opinion, with Filipinos divided on whether primary responsibility lies with the President, key government agencies, or private contractors.
- Confidence in consequences is limited: fewer than half are certain that those involved will be held accountable under the law.
- Trust in the administration's capacity to investigate and punish wrongdoing is low, and a significant share of Filipinos express distrust toward any institution to conduct an independent probe.
- Awareness of the Independent Commission for Infrastructure remains uneven, but among those familiar with it, there is support for its findings and recommendations.
- Protests against corruption enjoy high visibility and broad public solidarity, reflecting collective frustration and demands for accountability.

The November 2025 Opinion Monitor asked Filipinos about their views on the corruption in the government's anomalous flood control projects, the Independent Commission for Infrastructure and its investigations, and the anti-corruption protests.

## Awareness and Concern on the Flood Control Corruption Scandal

Almost all Filipinos (92%) reported full or partial awareness of the corruption related to the government's flood control projects, with 47% saying they have full awareness. Some 8% say they have never heard of the issue.

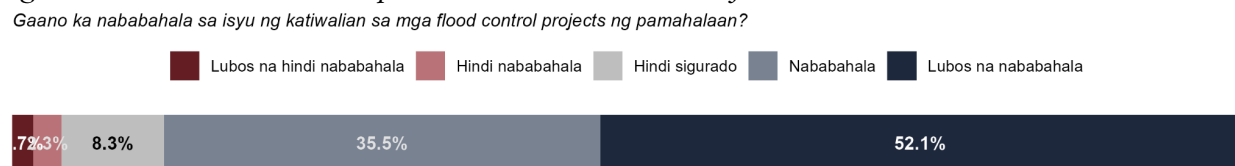
*Figure 23. Awareness on the Corruption in the Flood Control Projects*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

When asked about their concern on the issue, 88% of Filipinos say they are concerned, while some 4% say otherwise. More than 8% reported uncertainty on their concern.

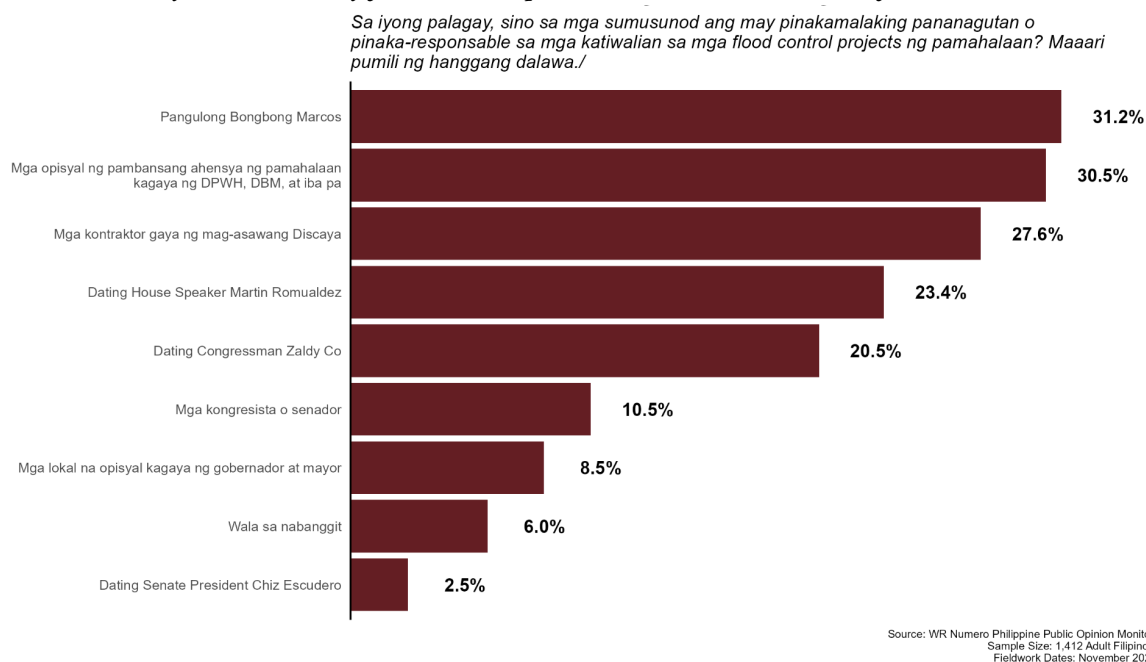
*Figure 24. Concern on the Corruption in the Flood Control Projects*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Accountability on the Flood Control Corruption Scandal

*Figure 25. Primary Accountability for the Corruption in the Flood Control Projects*



Filipinos were also asked who they think should primarily be accountable for the flood control corruption scandal. Respondents were given a list of names and positions.

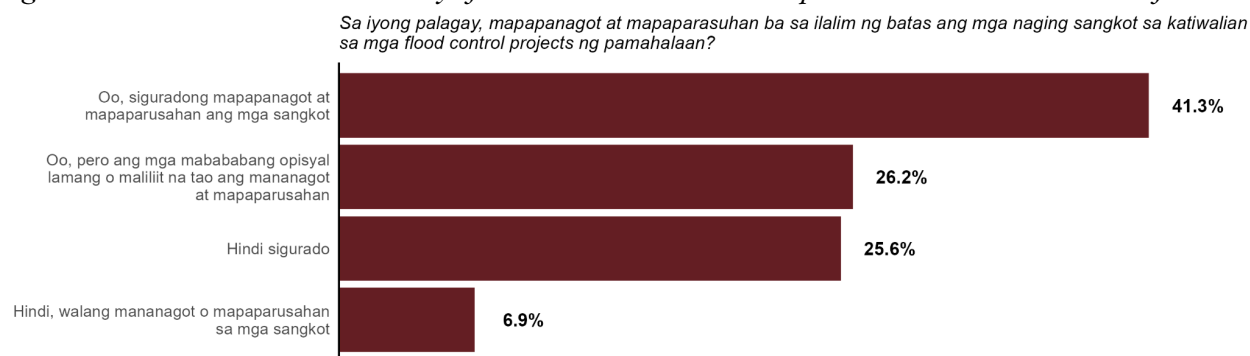
The survey revealed a divided opinion. About 3 in 10 Filipinos say that President Bongbong Marcos (31%), officials from government agencies such as DPWH and DBM (31%), and contractors such as the Discaya couple (28%) should be held accountable on the issue.

The three are followed by former House Speaker Martin Romualdez (23%) and former Congressman Zaldy Co (21%).

Other names/positions mentioned were congressmen and senators (11%), local officials such as governor and mayor (9%), and former Senate President Chiz Escudero (3%).

Some 6% said the names they wanted accountable were not in the list.

*Figure 26. Views on the Accountability of those involved in the Corruption in the Flood Control Projects*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

When asked if they think those involved in the corruption on flood control projects will be held accountable and penalized under the law, 41% say they are sure.

More than a quarter (26%) agreed but only low-ranking officials will be held accountable, while another 26% expressed uncertainty.

Some 7% expressed pessimism, saying that no one will be penalized among those implicated.

## Trust on Investigations Related to the Flood Control Projects

The survey also asked respondents about their institutional trust in pursuing investigations related to the corruption in the flood control projects.

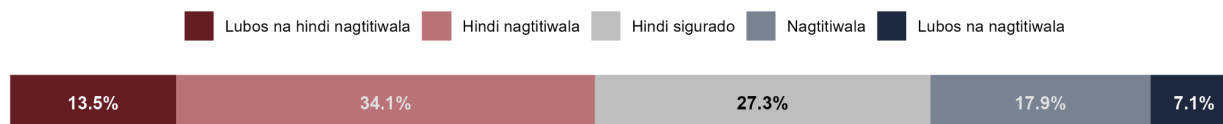
Nearly half of Filipinos (48%) say they do not trust the administration of Pres. Bongbong Marcos to investigate and punish those involved in the corruption in flood control projects, with a quarter (25%) saying otherwise.

Nearly 3 in 10 (27%) say they are sure whether they trust the current administration regarding the issue.



*Figure 27. Trust in the Marcos Administration on Investigations related to the Flood Control Scandal*

Gaano mo pinagkakatiwalaan ang kasalukayang administrasyon ni Pangulong Bongbong Marcos na imbestigahan at parusahan ang mga sangkot sa katiwalian sa flood control projects?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

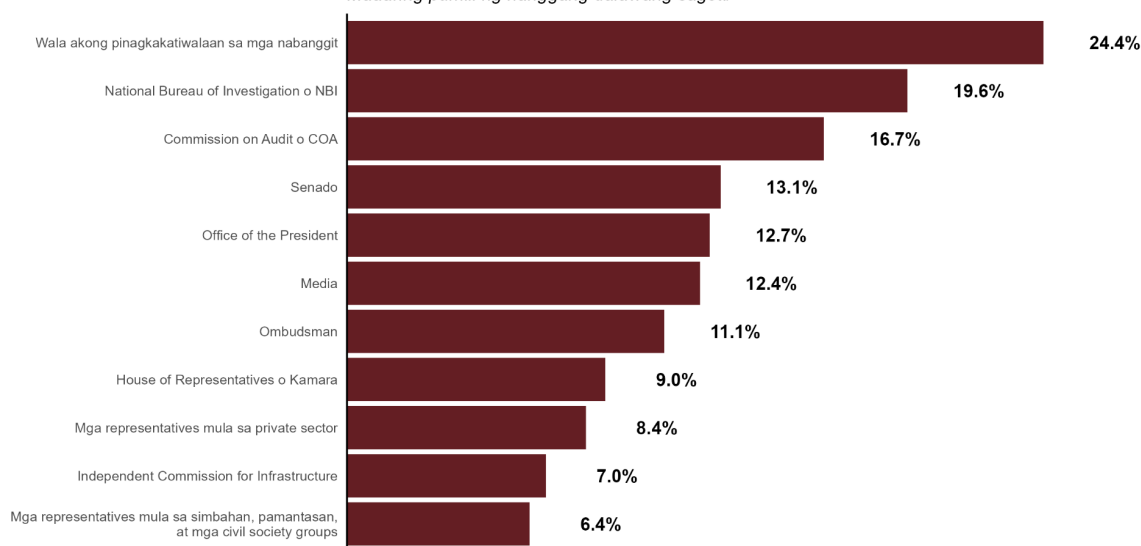
When asked which institutions do they trust to conduct a fair and independent investigation on the flood control corruption scandal, 24% of Filipinos said they do not trust any institutions.

Among those with a trusted institution, the National Bureau of investigation is the top trusted choice at 20%, followed by the Commission on Audit (17%). The Senate (13%), Office of the President (13%), the media (12%), and the Ombudsman (11%) trail behind.

At the bottom of the list are the House of Representatives (9%), private sector representatives (8%), the Independent Commission for Infrastructure (7%), and representatives from the church, universities, and civil society groups (6%),

*Figure 28. Most Trusted Institution to hold Investigations related to the Flood Control Scandal*

Alin sa mga sumusunod na institusyon o organisasyon ang lubos mong pinagkakatiwalaang magsagawa ng patas at malayang imbestigasyon sa katiwalian sa flood control projects? Maaaring pumili ng hanggang dalawang sagot./

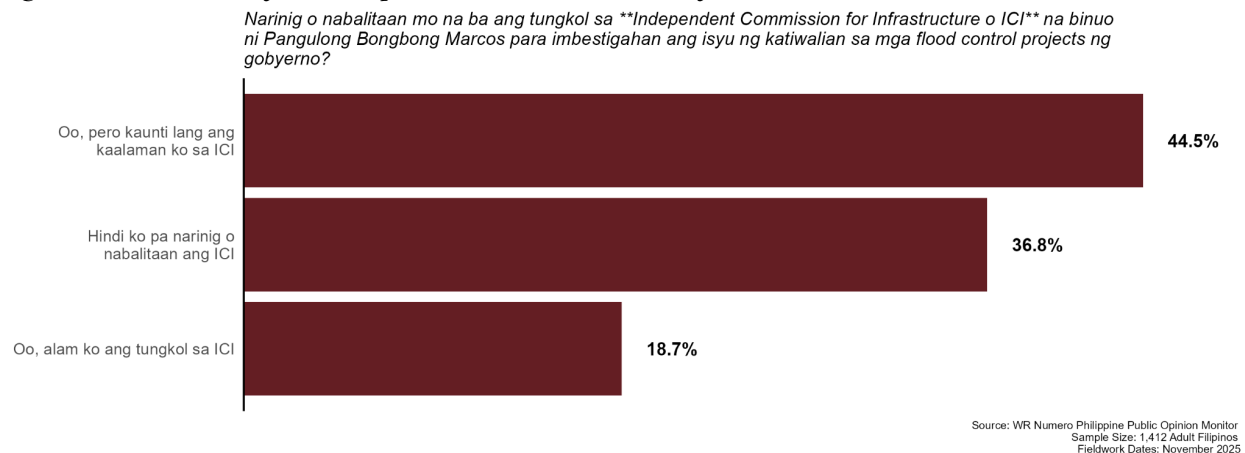


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Views on the *Independent Commission for Infrastructure*

Nearly 2 in 5 Filipinos (37%) have not heard of the Independent Commission for Infrastructure (ICI). Meanwhile, 63% say they are aware of the body, but only 19% report being fully aware of it.

*Figure 29. Awareness of the Independent Commission on Infrastructure*

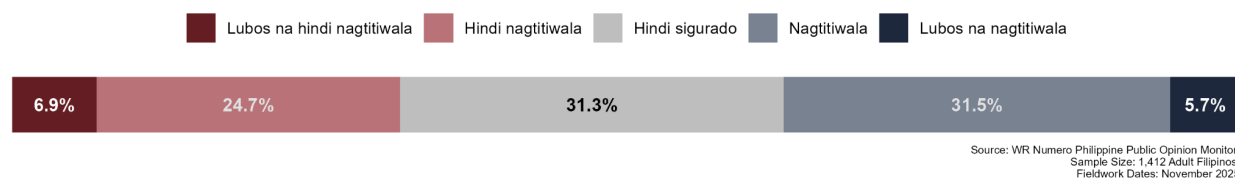


Among those who know about the independent commission, trust is split.

About 37% say they trust the ICI to conduct a fair and impartial investigation into corruption in the government's flood control projects, while 32% say they do not. Another 31% are unsure.

*Figure 30. Trust in the ICI*

Gaano mo pinagkakatiwalaan o hindi pinagkakatiwalaan ang ICI na magsagawa ng patas at tunay na independent na imbestigasyon ng katiwalian sa mga flood control ng pamahalaan?

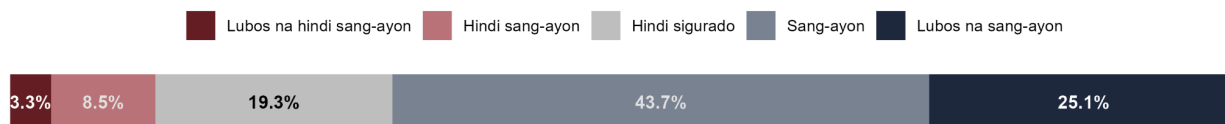


The Opinion Monitor also asked Filipinos about their views on the ICI's recommendation to file charges against government officials allegedly involved in corruption in flood control projects, including Sens. Joel Villanueva and Jinggoy Estrada, former Rep. Zaldy Co, and former officials of the Department of Public Works and Highways.

Among Filipinos aware of the ICI, nearly 7 in 10 (69%) say they agree with the body's recommendations. Some 12% express disapproval, while roughly 2 in 10 (19%) remain unsure.

*Figure 31. Views on the ICI's Recommendations to File Charges against Implicated Officials*

*Gaano ka sang-ayon o hindi sang-ayon sa rekomendasyon ng ICI na kasuhan ang mga opisyal ng pamahalaan na umano'y sangkot sa mga anomalya sa flood control projects, kabilang sina Joel Villanueva, Jinggoy Estrada, Zaldy Co, at mga dating opisyal ng DPWH?*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

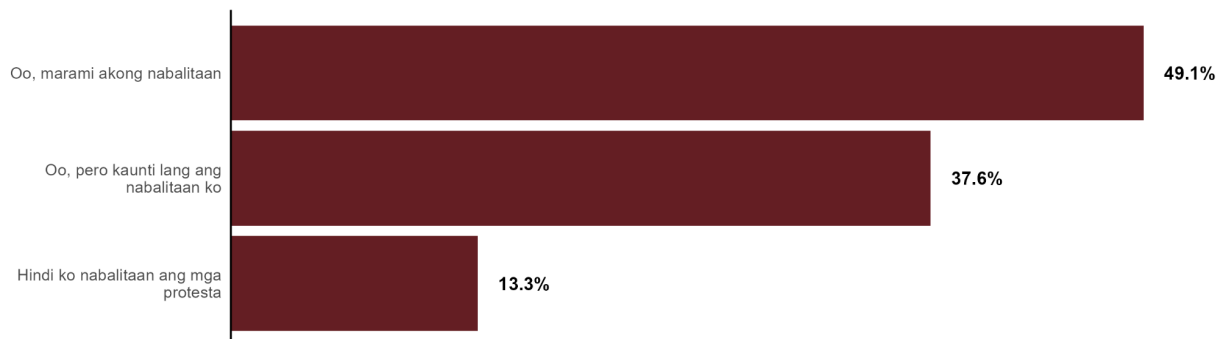
## Awareness and Views on the Anti-Corruption Protests

Almost 9 in 10 Filipinos (87%) are aware of the protests against the corruption related to the flood control projects and other corruption in government, with 49% saying they have heard much information about the issue.

Some 13% say they have not heard of any news about the protests.

*Figure 32. Awareness of Protests vs. Corruption in the Flood Control Projects*

*Nabalitaan mo ba ang mga protesta laban sa katiwalian sa flood control projects at iba pang korapsyon sa gobyerno?*

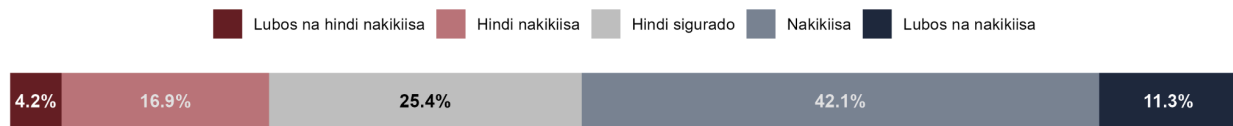


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

When asked if they support the protests, the majority of Filipinos (53%) expressed solidarity, with 21% saying otherwise. A quarter of Filipinos are unsure whether they support the protests.

*Figure 33. Support of Protests vs. Corruption in the Flood Control Projects*

Gaano ka nakikiisa o hindi nakikiisa sa mga nagprotesta laban sa katiwalian sa flood control projects at iba pang korapsyon sa gobyerno?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

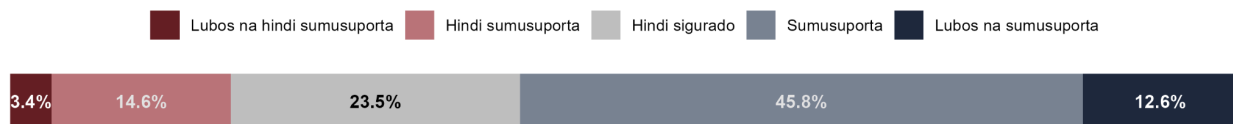
## Views on the November 30 and INC Anti-Corruption Protests

The majority of Filipinos expressed support for the recent November 30 protests against anomalies in flood control projects and other cases of corruption in government, with 58% of Filipinos supporting the recent protests against corruption.

In contrast, 1 in 5 Filipinos (18%) say they do not support the anti-corruption protests. Meanwhile, 24% of Filipinos remain undecided on what they think of the protests.

*Figure 34. Support of November 30 Protests vs. Corruption in the Flood Control Projects*

May inaasahang malaking protesta sa Kamaynilaan sa November 30 na kaarawan ni Andres Bonifacio, kaugnay ng naunang protesta laban sa katiwalian sa flood control projects at iba pang korapsyon sa gobyerno. Gaano ka sumusuporta o hindi sumusuporta sa nasabing protesta?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

On the protests held by Iglesia Ni Cristo last November 16 to 18 related to the corruption in the flood control projects, 55% expressed support for the religious group's effort, with 22% saying otherwise. Meanwhile, 23% said they were unsure.

*Figure 35. Support of Iglesia Ni Cristo Protests vs. Corruption in the Flood Control Projects*

Ang naging malaking protesta naman ng Iglesia Ni Cristo noong November 16 hanggang 18 ay kaugnay din ng katiwalian sa flood control projects. Gaano ka sumusuporta o hindi sumusuporta sa nasabing protesta?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

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# Views on the ICC proceedings

## Key Findings

- A plurality of Filipinos support former President Duterte remaining in The Hague to face charges related to the drug war, signaling sustained public demand for accountability.
- Accountability expectations extend beyond the former president, with a majority favoring the prosecution of alleged co-perpetrators.
- Public opinion is divided on whether President Marcos Jr. should enforce a potential ICC arrest warrant against Sen. Bato Dela Rosa. Views are similarly split on the Senate's role, with no clear consensus on whether it should shield Dela Rosa in the event of an ICC warrant.

The Opinion Monitor asked Filipinos about their views on recent developments in the International Criminal Court (ICC) proceedings concerning former President Rodrigo Duterte's arrest and detention in The Hague over charges linked to his administration's war on drugs.

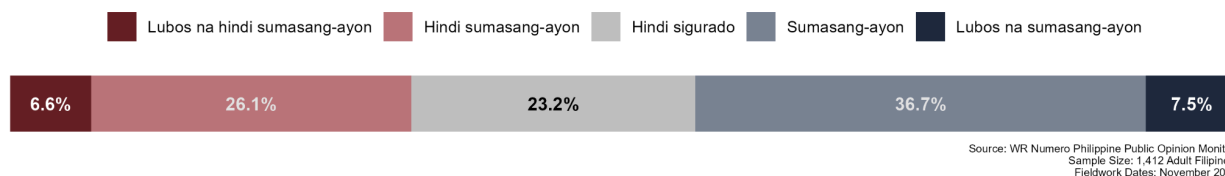
## Views on Bringing Former Pres. Duterte Home

The nationwide survey found that 44% of respondents think that the former president should stay in The Hague to continue to face charges for crimes against humanity of murder for killings related to the drug war.

Meanwhile, 33% disagree, and 23% are unsure.

*Figure 36. Views on bringing former Pres. Duterte home*

*Gaano ka sumasang-ayon o hindi sumasang-ayon sa sumusunod na pahayag?: Dapat manatili sa pangangalaga ng ICC si dating Pangulong Rodrigo Duterte at personal niyang harapin ang paratang ng krimen laban sa sangkatauhan (crimes against humanity) kaugnay ng war on drugs sa kanyang administrasyon?*



## Views on Potential Arrest of Drug War Co-Perpetrators

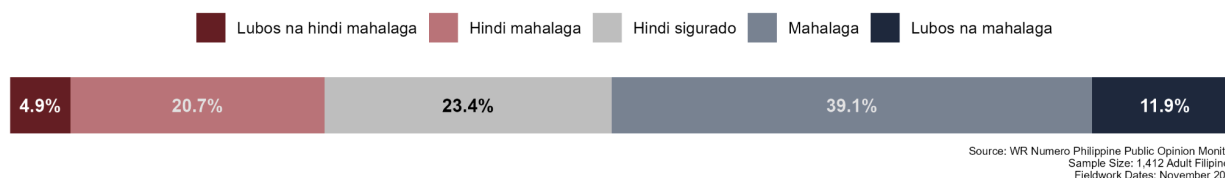
The demand for accountability extends beyond Duterte.

A majority of Filipinos (51%) believe it is important to bring former President Duterte's co-perpetrators to trial at the ICC for crimes against humanity related to the drug war, down 10 percentage points from April 2025.

Meanwhile, 25% view their arrest as unimportant, up four points from April, while 23% remain undecided, five points higher than earlier this year.

*Figure 37. Views on the potential arrest of former Pres. Duterte's alleged co-perpetrators*

*Ang mga sumusunod naman na katanungan ay kaugnay sa kaso ni dating Pangulong Duterte sa ICC. Gaano kahalaga sa iyong palagay na maaresto at iharap sa ICC ang mga kasabwat sa krimen noong war on drugs sa panahon ni Duterte?*



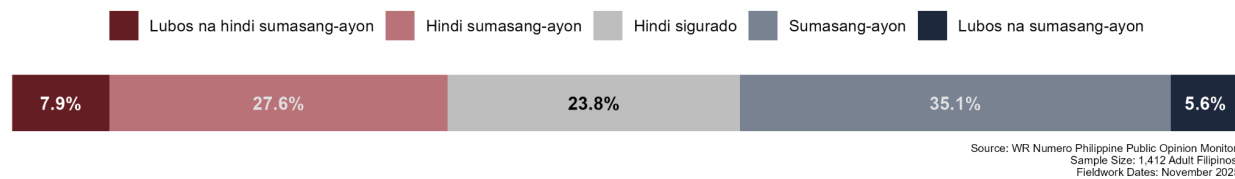
## Views on the Potential Arrest of Sen. Bato Dela Rosa

When asked whether President Marcos Jr. should prioritize enforcing the ICC arrest warrant against Sen. Bato Dela Rosa, opinion is split.

About 2 in 5 Filipinos (41%) say he should. In contrast, 36% disagree, while 24% are unsure.

*Figure 38. Views on the potential arrest of Sen. Bato Dela Rosa*

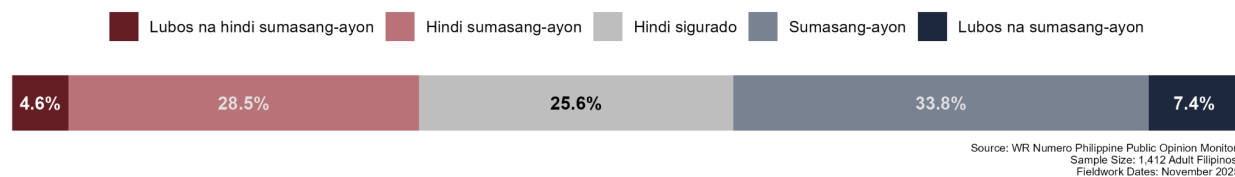
Ayon sa Ombudsman, naglabas na ang ICC ng arrest warrant laban kay Senador Bato Dela Rosa, na nanungkulan bilang PNP chief sa panahon ng war on drugs ni dating Pangulong Duterte. Sumasang-ayon ka ba na dapat gawing prayoridad ni Pangulong Marcos ang pagpapatupad ng arrest warrant na ito?



Regarding Dela Rosa seeking protection from the Senate should there be an ICC arrest warrant, 41% agree that the Senate should protect the senator, while 33% say otherwise. More than a quarter (26%) are unsure.

*Figure 39. Views on Sen. Bato Dela Rosa seeking Senate protection*

Kaugnay ng posibleng arrest warrant ng ICC kay Senador **Bato Dela Rosa**, humihingi siya ng tulong sa kasamahan sa Senado upang hindi maaresto. Sumasang-ayon ka ba na dapat protektahan siya ng Senado?



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# Views on the Armed Forces of the Philippines

## Key Findings

- Most Filipinos have limited personal exposure to the military, with a large majority reporting no personal ties to current or former AFP members.
- Public trust in the AFP remains generally positive, with a majority expressing confidence that the military acts in the public interest.
- Confidence is also strong in the AFP's commitment to civilian supremacy and constitutional order.
- A majority of Filipinos trust the AFP to defend the country's interests in the West Philippine Sea, and that it should deepen the AFP's defense partnerships with key regional allies.

The November 2025 survey asked Filipinos their perceptions on the Armed Forces of the Philippines (AFP), including its defense of the West Philippine Sea, defense partnerships with other countries, and the budget for its modernization.

## Trust on the Armed Forces of the Philippines

More than 4 in 5 Filipinos (81%) said they do not personally know any friends, relatives, or colleagues that are current or former members of the AFP, with 1 in 5 (19%) saying otherwise.

*Figure 40. Personal exposure to the AFP*

*Ikaw ba ay may personal na kakilala (kaibigan, kamag-anak o kasamahan sa trabaho) na kasalukuyang kasapi o dating kasapi ng Armed Forces of the Philippines o AFP?*

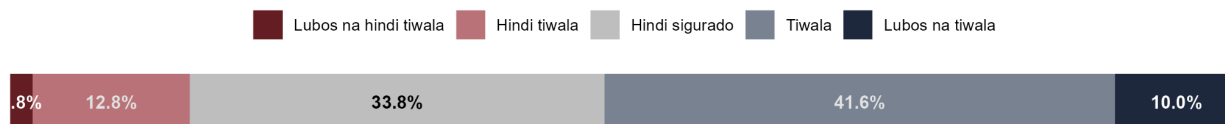


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

When asked if they trust the AFP to act in the interest of the public, the majority of the Filipinos (52%) say that they trust the country's military force, with 15% saying they do not. Around 34% are unsure.

*Figure 41. Trust in the AFP to act in public interest*

*Gaano ka nagtitiwala o hindi nagtitiwala na ang AFP ay kumikilos para sa kapakanan ng publiko?*

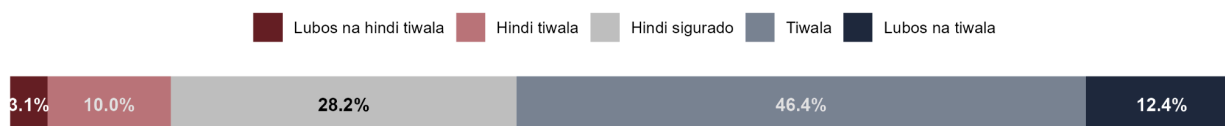


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

Three in five Filipinos (59%) believe that the AFP will respect the Philippine Constitution and the authority of civilians. Meanwhile, only 1 in 5 (13%) distrust the institution, and 28% uncertain of their trust.

*Figure 42. Trust in AFP to uphold the constitution*

*Gaano ka nagtitiwala o hindi nagtitiwala na ang AFP ay iginagalang ang Saligang Batas at ang awtoridad ng mga sibilyan?*



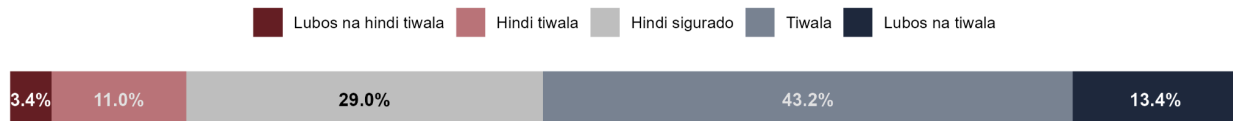
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Views on the AFP's Role in the West Philippine Sea

A great majority of Filipinos (57%) say that they trust the AFP to defend the West Philippine Sea against foreign threats, with 14% saying otherwise. Around 3 in 10 (29%) are uncertain if this is the case.

*Figure 43. Trust in AFP to protect the West Philippine Sea*

*Gaano ka nagtitiwala o hindi nagtitiwala na ang AFP ay ipagtatanggol ang West Philippine Sea laban sa mga panlabas na banta?*



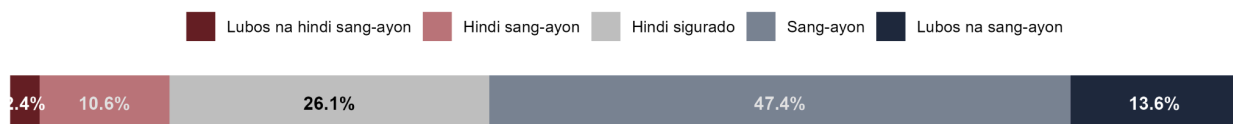
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Views on the AFP's Defense Partnerships and Modernization Budget

When asked if the AFP should continue strengthening its defense partnerships with countries like Australia, Japan, and South Korea, 61% say that the military institution should strengthen its partnerships. Some 13% disagree, and 26% are uncertain.

*Figure 44. Views on the AFP's defense partnership with Australia, Japan, and South Korea*

*Gaano ka sumasang-ayon o hindi sumasang-ayon sa mga pagsisikap ng AFP na palakasin ang mga defense partnerships o ugnayang pang-depensa sa mga bansang tulad ng Australia, Japan, at South Korea?*



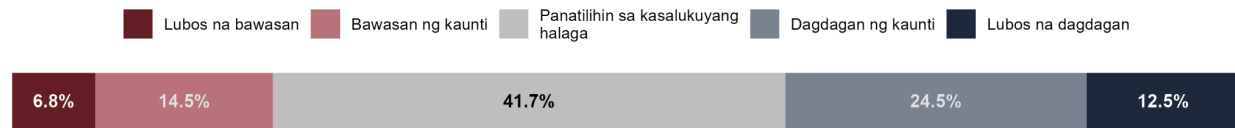
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

In 2025, the Armed Forces of the Philippines (AFP) received ₱35 billion for its modernization budget. The Opinion Monitor asked Filipinos what changes, if any, should be made to this allocation.

Public opinion is divided: 42% believe the current budget should be retained, 37% support increasing it, and 21% favor a reduction.

*Figure 45. Views on the AFP's modernization budget*

*Para sa taong 2025, tumanggap ang AFP ng 35 bilyon pesos na budget para sa programa ng modernisasyon nito. Sa iyong pagtingin, anong pagbabago ang dapat na gawin sa susunod na taon sa budget para sa modernisasyon ng AFP?*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

**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 Disaster Preparedness and Accountability

## Key Findings

- A majority of Filipinos (60%) have been directly affected by consecutive typhoons, earthquakes, and other disasters in the past three months.
- 4 in 10 Filipinos believe that natural factors, government negligence, and people's actions all contribute to the impact of disasters.
- Nearly half of Filipinos (46%) express dissatisfaction with the government's recent disaster response.
- Accountability is primarily attributed to private contractors and companies, with 45% of Filipinos holding them responsible for the widespread flooding and damage.

The Opinion Monitor surveyed Filipinos on their views on the country's disaster preparedness and response.

## Views on Disasters

In the past three months, 3 in 5 Filipinos (60%) report being directly affected by consecutive typhoons, earthquakes, and other disasters such as flooding, loss of electricity, damage to properties, evacuation, injury, or death of loved ones.

In contrast, 2 in 5 (41%) say that they have not been directly affected by successive disasters in the past three months.

*Figure 46. Direct exposure to disasters in the past 3 months*

*Sa nakalipas na tatlong buwan, ikaw ba o ang iyong pamilya ay direktang naapektuhan ng mga sunod-sunod na bagyo, lindol, o iba pang sakuna tulad ng pagbaha, pagkawala ng kuryente, pinsala sa ari-arian, paglikas, injury, o pagkamatay ng mahal sa buhay?*



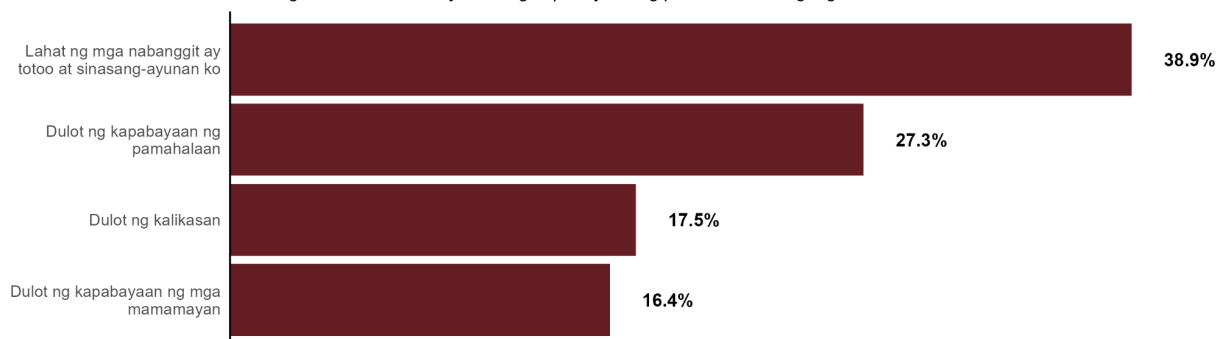
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

The Opinion Monitor also asked Filipinos whether they believe flooding and disaster-related damage are primarily caused by natural factors, government negligence, or people's actions.

Four in ten Filipinos (39%) believe all three factors contribute. Among those who identified a single main cause, 27% point to government negligence, 18% to natural causes, and 16% to people's negligence as the primary drivers of widespread flooding and damage.

*Figure 47. Views on the cause of flooding and damage brought by disasters*

*Sa nakalipas na tatlong buwan, sa iyong pananaw, ang pagbaha at pinsalang dala ng sakuna ay pangunahing sanhi ng kalikasan ba o ito'y dulot ng kapabayaan ng pamahalaan o ng mga tao?*



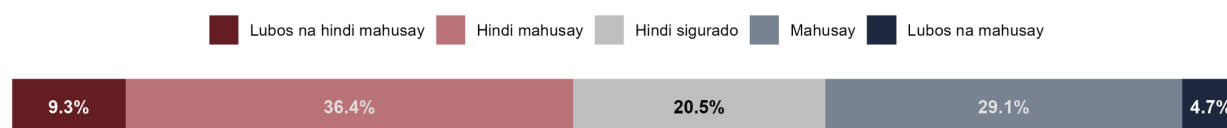
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Views on the Disaster Response and Accountability

In the past three months, nearly half of Filipinos (46%) say that they are not satisfied with the government's response to the recent typhoons, earthquakes, and other disasters. In contrast, 34% say otherwise, and 21% are unsure.

*Figure 48. Views on the government's response to disasters in the past 3 months*

*Sa nakalipas na tatlong buwan, gaano kahusay o hindi kahusay sa iyong tingin ang naging tugon ng pamahalaan sa mga nagdaang bagyo, lindol, at iba pang sakuna.*



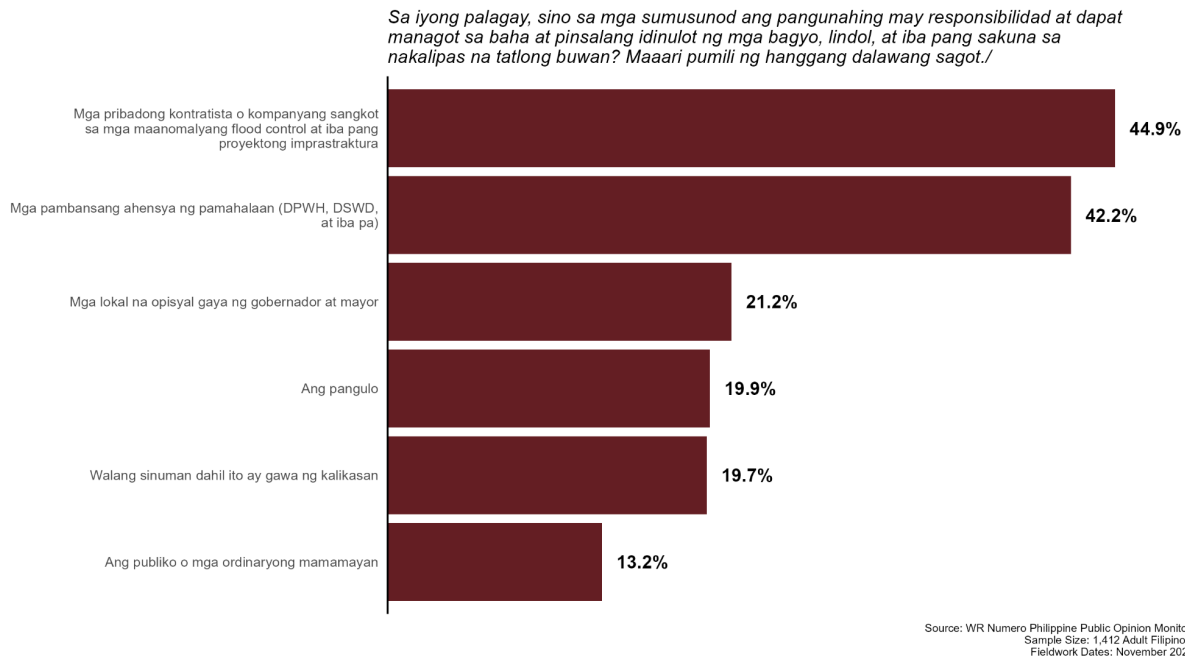
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

When asked who should primarily be responsible and accountable for the widespread flooding and damage brought forth by typhoons, earthquakes, and other disasters in the past three months, 45% of Filipinos believe that it should be private contractors and companies involved in the anomalous flood control and other infrastructure projects.

This is followed by national government agencies, such as the DPWH, DSWD, and others, at 42%. Local officials—such as governors and mayors—and the president trail behind, both at 20%.

Another 20% believe that no one should be responsible since it is caused by nature itself, while some 13% think that it is the public or ordinary citizens that should be accountable.

Figure 49. Views on the accountability for the flooding and damage brought by disasters



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# Views on the Holiday Season

## Key Findings

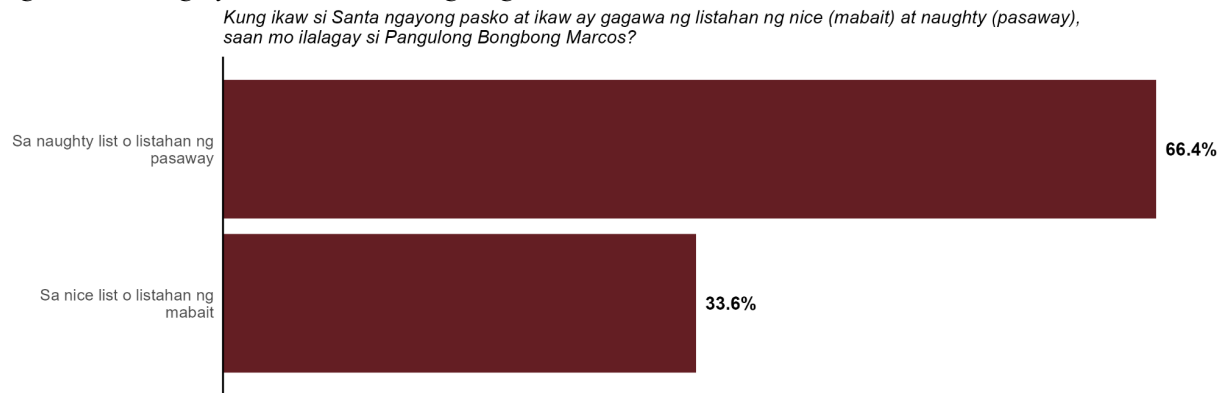
- Filipinos put Pres. Marcos in their “naughty list,” while VP Duterte is in their “nice list”.
- Senators Raffy Tulfo, Go, and Padilla lead Filipinos’ “nice list,” while Senators Estrada, Marcos, and Dela Rosa top the “naughty list.”
- Filipinos’ personal priorities for the new year center on financial security and health.
- Despite political dissatisfaction, optimism persists, as a majority of Filipinos expect their lives and their families’ lives to improve in the coming year.

The November 2025 survey also asked Filipinos for their views on whether certain national government officials have been “naughty” or “nice,” as well as their expectations and resolutions for the coming new year.

## Pres. Bongbong Marcos: Naughty or Nice?

Two-thirds of Filipinos (66%) say that President Bongbong Marcos is part of their naughty list this Christmas, with only one-third (34%) saying that he is part of their nice list.

Figure 50. Naughty or Nice: Pres. Bongbong Marcos

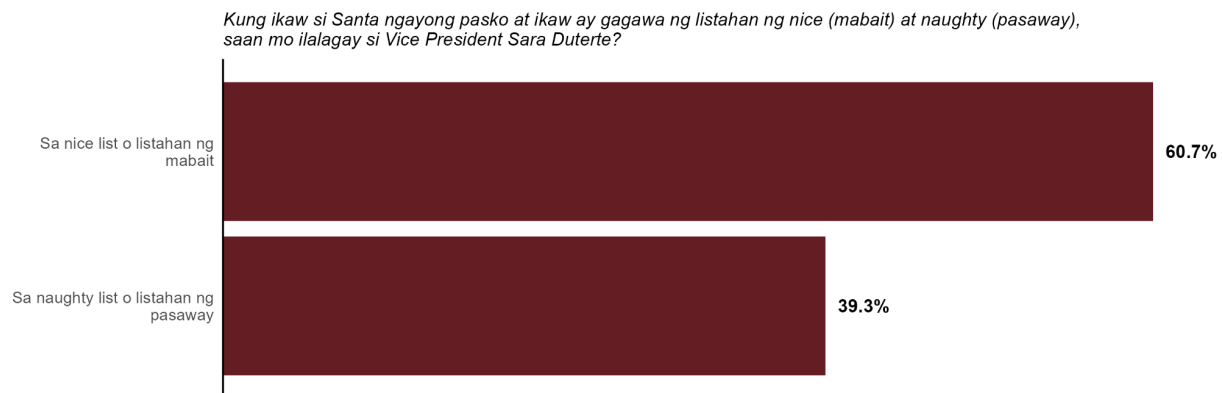


Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## VP Sara Duterte: Naughty or Nice?

When asked if Vice President Sara Duterte is part of their naughty or nice list, 3 in 5 Filipinos (61%) say that the vice president is in their nice list. In contrast, 2 in 5 (39%) say that she is part of their naughty list.

Figure 51. Naughty or Nice: VP Sara Duterte



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## Senators: Naughty vs. Nice

Respondents were also asked who among the sitting senators are part of their respective naughty and nice lists this Christmas. They were allowed to select multiple names.

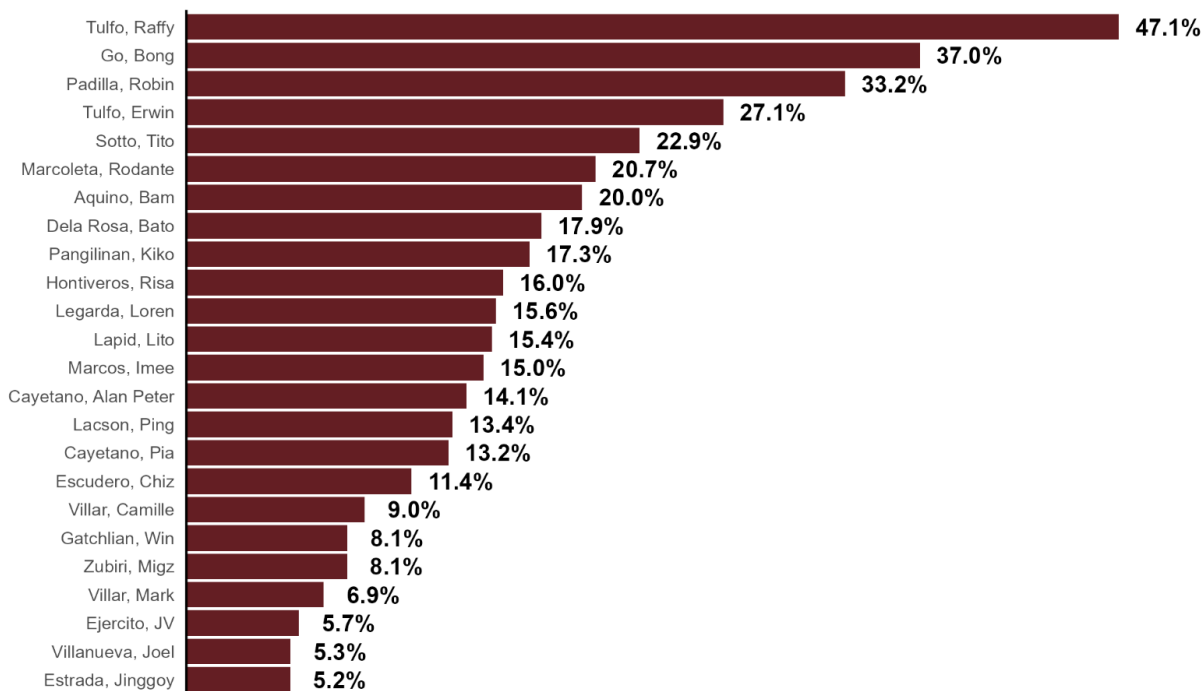
At the top of the Filipinos' nice list this Christmas is Sen. Raffy Tulfo at 47%, followed by Sen. Bong Go (37%) and Sen. Robin Padilla (33%).

Sen. Erwin Tulfo (27%), Senate President Tito Sotto (23%), Sen. Rodante Marcoleta, and Sen. Bam Aquino (20%) are also in the top of the Filipinos' nice list among senators.

Completing the top 10 in the nice list are Sen. Bato Dela Rosa (18%), Sen. Kiko Pangilinan (17%), and Sen. Risa Hontiveros (16%).

*Figure 52. Senators in the Nice list*

*Kung ikaw si Santa ngayong pasko at ikaw ay gagawa ng listahan ng nice (mabait) at naughty (pasaway), sino sa mga kasalukuyang Senador ang ilalagay mo sa listahan ng mga nice (mabait)? Maaari kang pumili ng lahat ng naaangkop./*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

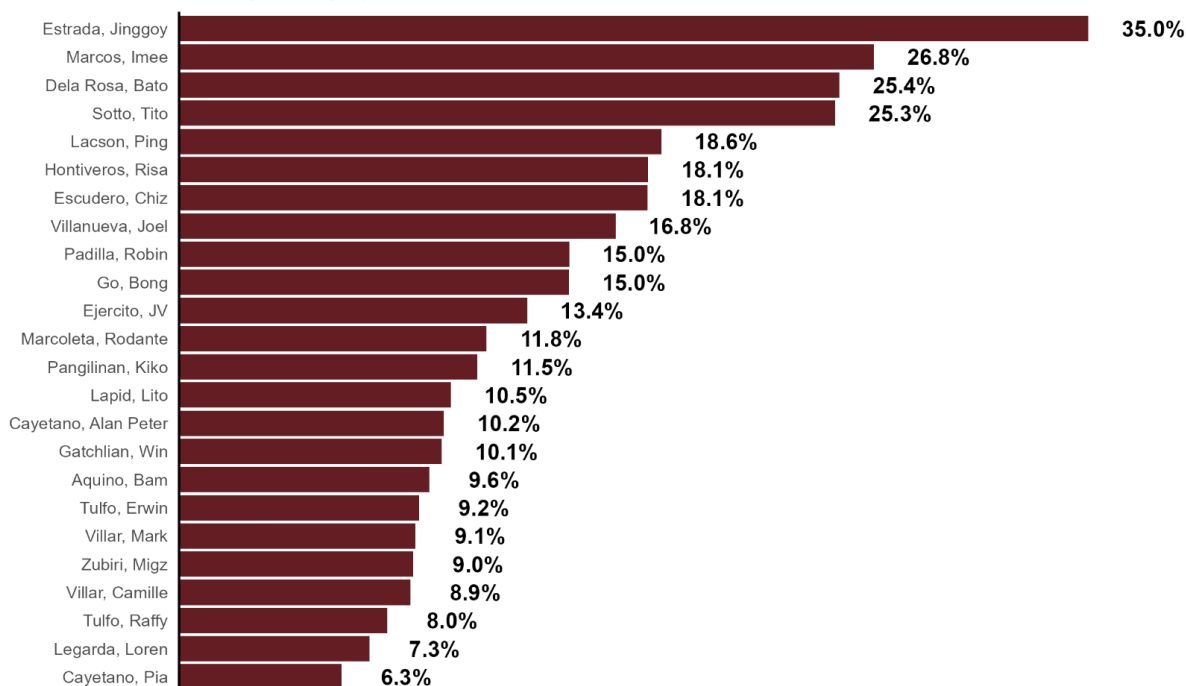
At the top of the Filipinos' naughty list is Sen. Jinggoy Estrada at 35%, followed by Senators Imee Marcos (27%), Dela Rosa (25%), and Sotto (25%).

Sen. Ping Lacson ranked fifth in the naughty list at 19%, trailed closely by Senators Hontiveros and Chiz Escudero, both at 18%.

Completing the top 10 of Filipinos' naughty list this Christmas are Senators Joel Villanueva (17%), Padilla (15%), and Go (15%).

Figure 53. Senators in the Naughty list

Sino naman ang ilalagay mo sa listahan ng mga naughty (pasaway)? Maaari kang pumili ng lahat ng naaangkop./



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

## 2026 New Year's Resolutions

The November 2025 survey also asked Filipinos their resolution of the coming new year. They were asked to select at least three resolutions from a provided list. Four in ten Filipinos want to save up money (38%) and take better care of their health (37%).

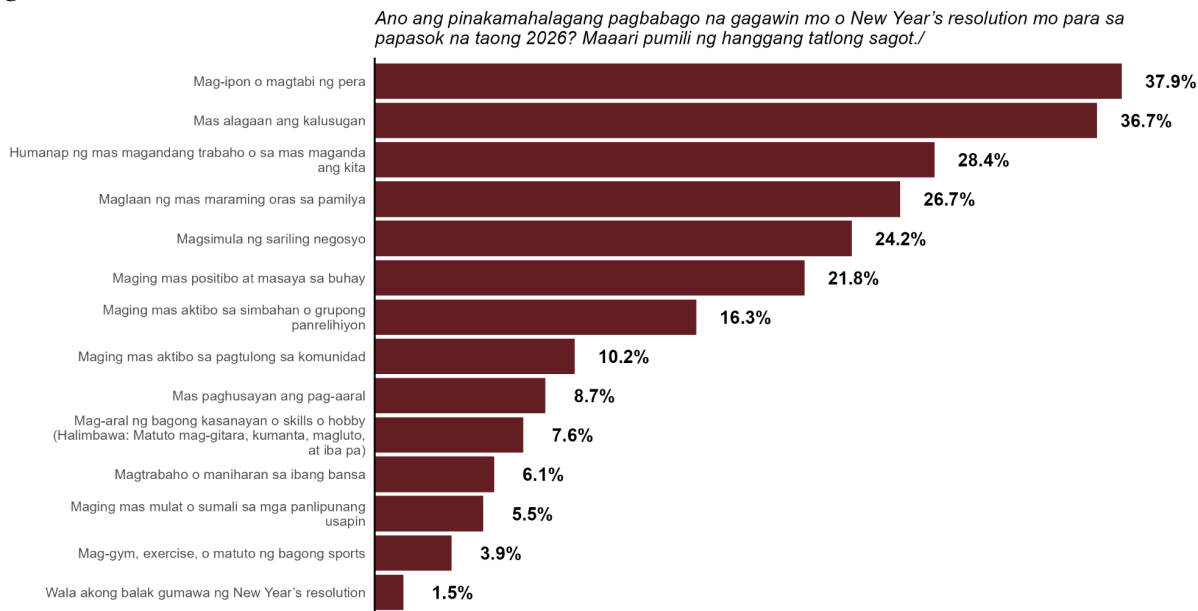
The two are followed by finding a better job or income (28%), spending more time with family (27%), and starting their own business (24%). Other resolutions of the Filipinos include to be more positive and happy in life (22%), and to be more active in church or religious groups (16%).

In 2026, Filipinos also want to be more active in the community (10%), to be better at studying (9%), and learn a new skill or hobby (8%).

Filipinos also mentioned wanting to work or live abroad (6%), and to be more aware or active in social issues (6%), and to go to the gym, exercising or learning a new sport (4%).

Some 2% say they do not plan to make a new year's resolution.

Figure 54. New Year's resolutions



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

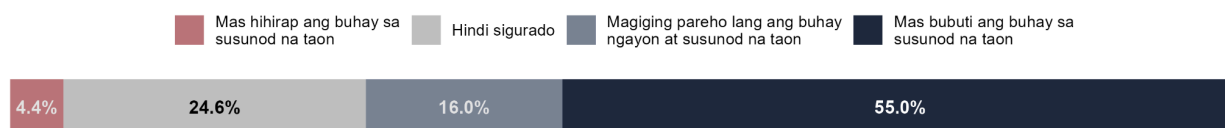
## Expectations for 2026

A majority of Filipinos (55%) are optimistic that their lives and their families' lives will improve in the coming year, while only 4% express pessimism.

At the same time, many remain uncertain: 45% say they are unsure whether life will get better in 2026, and 16% expect conditions to remain largely the same

Figure 55. Expectations in the coming new year

Sa kabuuan, inaasahan mo ba na bubuti ba o hindi ang buhay mo at ng iyong pamilya sa susunod na taon?



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

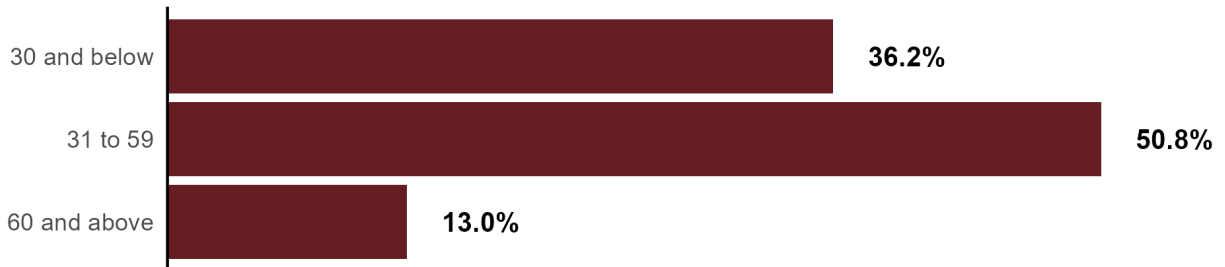
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# Demographics

*Figure 56. Respondents by age*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

*Figure 57. Respondents by sex*



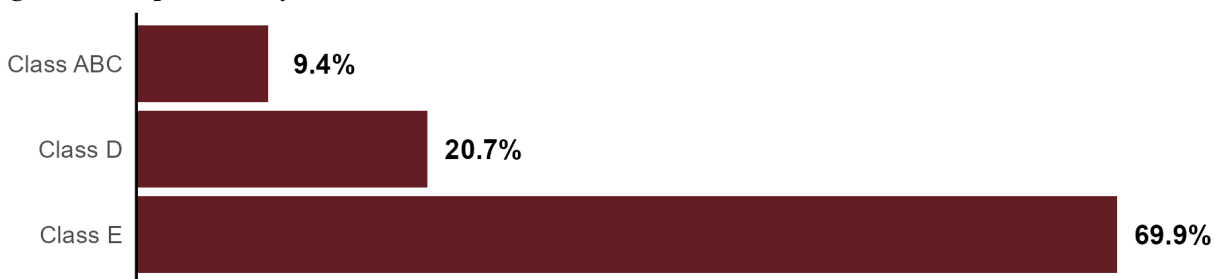
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

*Figure 58. Respondents by sexual orientation*



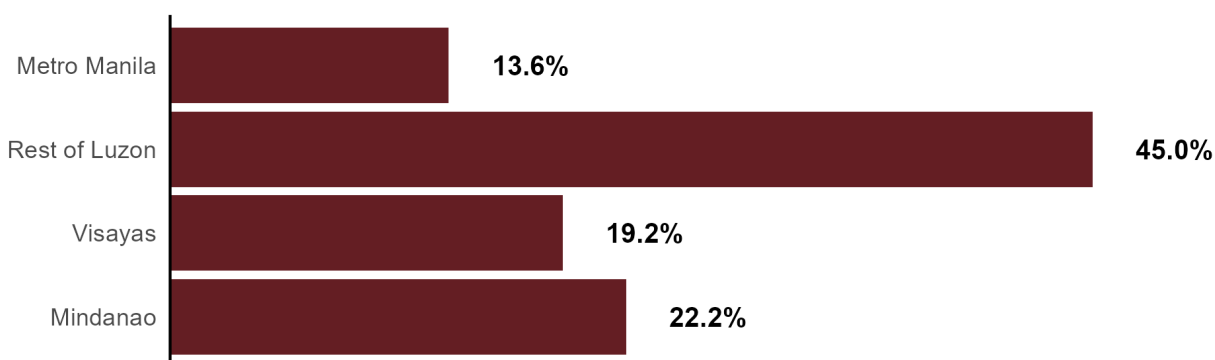
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

*Figure 59. Respondents by income class*



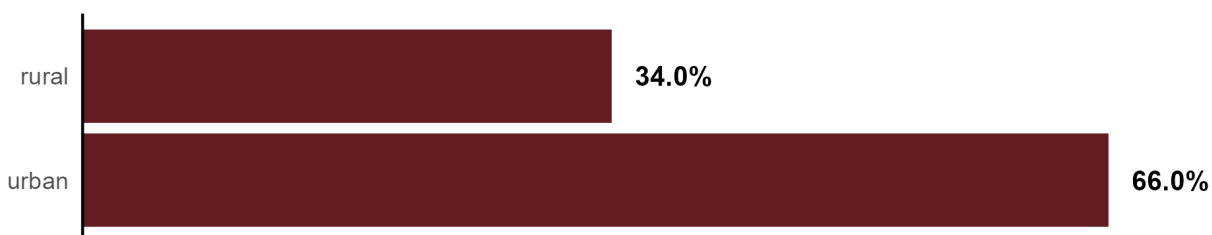
Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

*Figure 60. Respondents by regional cluster*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

*Figure 61. Respondents by residence*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025



*Figure 62. Respondents by OFW/non-OFW remittance receiving household*



Source: WR Numero Philippine Public Opinion Monitor  
Sample Size: 1,412 Adult Filipinos  
Fieldwork Dates: November 2025

# Methodology

This section of the report describes the survey methodology for the WR Numero Philippine Public Opinion Monitor Volume 2025, Issue 5. 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 1,412 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  $\pm 2.80\%$  error margin at the 95% confidence level. The margin of error of the survey results at the subnational level is at  $\pm 7.0\%$  for the National Capital Region,  $\pm 4.1\%$  for the rest of Luzon ( $\pm 6.4\%$  for North and Central Luzon,  $\pm 5.3\%$  for South Luzon),  $\pm 5.8\%$  for Visayas, and  $\pm 5.3\%$  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 199, North and Central Luzon is 238, South Luzon is 339, Visayas is 287, and Mindanao is 349.

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	25	199
North and Central Luzon	4	21	42	238
South Luzon	3	21	47	339
Visayas	4	21	37	287
Mindanao	6	21	49	349
Total	18	100	200	1,412

*Note: The columns for "Sample Cities/Municipalities" and "Sample Spots (Barangays)" represent the planned sample allocation under the original sampling design. The "Probability Respondents" column, however, reflects the total finalized sample cases.*

*A number of sampled cities/municipalities and barangay sample spots were not reached due to operational considerations such as unavailability of field researchers, safety and security concerns, and other access limitations. These changes were incorporated into weighting adjustments. Complete details on the disposition codes are presented in the latter part of the section.*

## **For the National Capital Region**

### *Stage 1: Selection of sample spots (barangays)*

In the first stage for NCR, the 25 allocated sample spots (barangays) were distributed among the 16 cities and municipality 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 at least 18 years old 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 was 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
- Region II – Cagayan Valley
- Region III – Central Luzon

#### **South Luzon**

- Region IV-A – CALABARZON
- MIMAROPA Region
- Region V – Bicol Region

#### **Visayas**

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

## Mindanao

- Region IX – Zamboanga Peninsula
- Region X – Northern Mindanao
- Region XI – Davao Region
- Region XII – SOCCSKSARGEN
- Region XIII – Caraga
- Bangsamoro Autonomous Region in 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 175 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 at least 18 years old 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 require a male-female alternating scheme while the other 50% of the sample barangays 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](mailto: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 21 to 28 November 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.

## 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

$$W_{mun/city(i)} = \frac{1}{P_{mun/city(i)}}$$

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

$$P_{mun/city(i)} = \frac{\text{No. of sampled cities / municipalities in region}}{\text{Total no. of cities / municipalities in region}}$$

### B. Barangay Selection Weight

The barangay selection weight is given by the formula

$$W_{bgv(ij)} = \frac{1}{P_{bgv(ij)}}$$

where  $P_{bgv(ij)}$  is the **probability of selecting barangay  $j$  within the selected city/municipality  $i$** . Given that barangays are selected proportionally and randomly within city/municipality,

$$P_{bgv(ij)} = \frac{\text{No. of sampled barangays in } i^{\text{th}} \text{ city / municipality}}{\text{Total no. of barangays in } i^{\text{th}} \text{ city / municipality}}$$

### C. Household Selection Weight

The household selection weight is given by the formula

$$W_{hhold(ijk)} = \frac{1}{P_{hhold(ijk)}}$$

where  $P_{hhold(ijk)}$  is the **probability of selecting the  $k^{\text{th}}$  household within the  $j^{\text{th}}$  selected barangay in the  $i^{\text{th}}$  city/municipality**. Assuming an equal interval selection process,

$$P_{hhold(ijk)} = \frac{\text{no. of sampled households in } j^{\text{th}} \text{ barangay in } i^{\text{th}} \text{ city / municipality}}{\text{Total no. of households in } j^{\text{th}} \text{ barangay in } i^{\text{th}} \text{ city / municipality}}$$

### D. Respondent Selection Weight

The respondent selection weight is given by

$$W_{resp(ijkl)} = \frac{1}{P_{resp(ijkl)}}$$

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



$$P_{resp(ijkl)} = \frac{1}{\text{Total no. of eligible household members in } k^{\text{th}} \text{ household in } j^{\text{th}} \text{ barangay in } i^{\text{th}} \text{ city / municipality}}$$

## Combining the Basic Weights

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

$$W_{basic(ijkl)} = W_{mun/city(i)} \times W_{bgj(ij)} \times W_{hhold(ijk)} \times W_{resp(ijkl)}$$

## 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.

$$W_{adjusted(ijkl)} = W_{basic(ijkl)} \times \frac{1}{\text{Response rate}}$$

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.

Because no 2025 age-sex distribution data are yet available, the 2020 Census of Population and Housing (CPH) was used. This data provides the best available benchmark for adult demographic composition. Raking was used to align the weighted sample with regional age-sex population totals. The 2025 adult population for each region was estimated by multiplying the latest population data from the 2024 Census of Population (POPCEN) from the sampling frame by the adult share derived from the 2020 CPH. The raking procedure iteratively adjusts the weights until the weighted sample conforms to the region-age-sex population totals, addressing residual distortions.

## 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	1,463
Partial interviews	P	0
Refusals and break-off	R	96
Non-contact	NC	141
Dropped Responses	-	51
Unknown household	UH	0
Unknown other	UO	0
Other	O	0
Total finalized sample cases	-	1,412
Response rate	$I/((I+P)+(R+NC+O)+(UH+UO))$	86.06%
Cooperation rate	$I/((I+P)+R+O)$	93.84%
Refusal rate	$R/((I+P)+(R+NC+O)+(UH+UO))$	5.65%
Contact rate	$((I+P)+R+O)/((I+P)+(R+NC+O)+(UH+UO))$	91.71%

*Note: Disposition codes classify all sampled units according to their field outcomes, including completed interviews, partial interviews, refusals and break-off, and non-contacts. Completed interviews that were later removed during post-data quality checks remain classified as "Completed Interviews (I)".*

*Total finalized sample cases, reported separately from the table, refer only to samples retained in the final dataset after all quality control checks. Dropped responses, also reported separately, refer to completed interviews that were excluded from the final dataset after data quality control.*

*Outcome rates were computed only for sampled households where field contact was attempted. Sample units in barangays that could not be visited due to safety or accessibility constraints, and those which do not have field researchers were excluded from the rate calculations because no field outcome could be assigned to them. These unattempted cases were documented separately and do not affect the outcome rate denominators.*

*A number of sampled cities/municipalities and barangay sample spots were not reached due to operational considerations. These include: Brgy. Lualhati (City of Baguio); Brgy. Garreta (Badoc, Ilocos Norte); Brgy. Paoc Norte (Santa Lucia, Ilocos Sur); Brgy. Leones East (Tubao, La Union); Brgy. Sto. Niño (Binalonan, Pangasinan); Brgy. Villa Belen (Capalonga, Camarines Norte); Brgy. Daug (Hinoba-an, Negros Occidental); Brgy. San Agustin (City of Tagum, Davao del Norte); Brgy. Arco (City of Lamitan, Basilan); Brgy. Bohe-languyan, (Sumisip, Basilan); and Brgy. Buan (Siasi, Sulu).*

## **Scientific integrity**

This nationwide survey was carried out with funding from WR Numero Research, Inc. and other third parties. No individual or entity singularly commissioned the entire national survey. The Opinion Monitor features both commissioned and non-commissioned survey items but only the non-commissioned items are presented in this report. This issue of The Opinion Monitor remains to be an independent, non-partisan, and scientific research project by WR Numero Research, Inc.

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

## Subscribe to WR Numero Philippine Public Opinion Monitor Pro.

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Aside from the complimentary The Opinion Monitor Public Brief, subscribers are provided with unlimited access to The Opinion Monitor Pro Report. The subscriber-only report is especially designed to give leaders and organizations in different industries the unparalleled opportunity to take advantage of our high-quality, high-frequency survey data to analyze the issues that matter the most to Filipinos across the country.

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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 1,200 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](mailto: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.

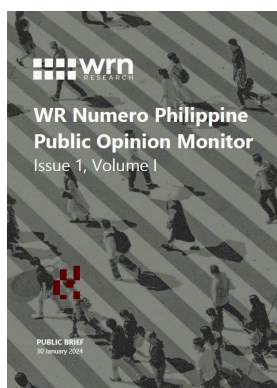
To date, Cleve has been awarded more than PHP 15 million in research grants and commissioned research funding. His research has explored public attitudes on populism, youth political participation, and the role of media systems in disinformation vulnerability. He is the author of more than 20 book chapters, 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.

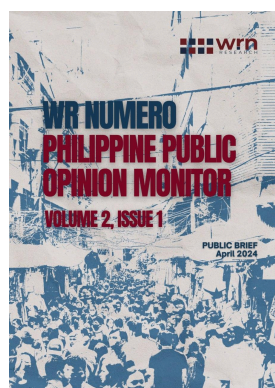
Cleve previously served as Regent in the UP Board of Regents, Assistant Professor and Chair of Political Science Program in UP Manila, and Associate Editor of Asian Politics and Policy. He was also Research Fellow in the Institute of Leadership, Empowerment and Democracy (ILEAD), Writeshop Fellow in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

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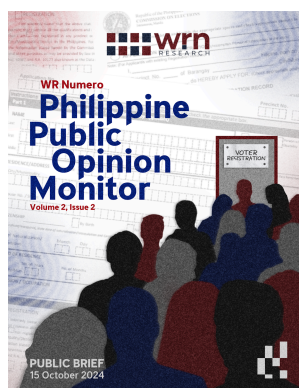
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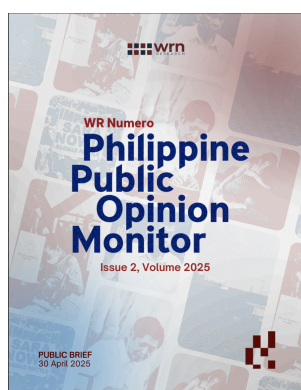
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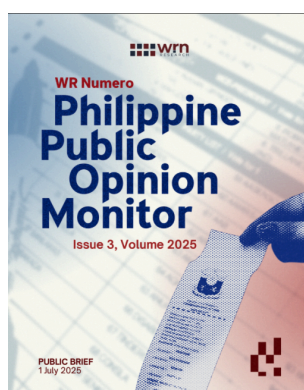
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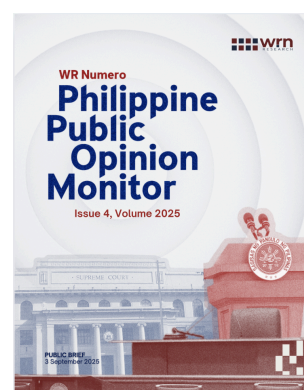
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