



WR Numero Philippine Public Opinion Monitor

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Jezryl Xavier Genecera
Lead for Communication and Engagements
inquiry@wrnumero.com | +639272584678

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About WR Numero Research

WR Numero Research, Inc. is a leading 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 WR Numero PPOM is our flagship research initiative 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.

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Front and back cover designed by John Carlos Ilagan



WR NUMERO PHILIPPINE PUBLIC OPINION MONITOR
VOLUME 2, ISSUE 2

Executive Summary

The WR Numero Philippine Public Opinion Monitor is a regular nationally-representative face-to-face survey of 1,800 Filipino adults.

The nationwide non-commissioned survey for Volume 2, Issue 2 was conducted from September 5 to 23, 2024, with a sample of 1,729 adults aged 18 and older. The margin of error for this issue is $\pm 2\%$ at a 95% confidence level. At the subnational level, the margin of error is $\pm 6\%$ for the National Capital Region, $\pm 5\%$ for North and Central Luzon, $\pm 5\%$ for South Luzon, $\pm 6\%$ for Visayas, and $\pm 5\%$ for Mindanao, all at the same 95% confidence level.

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

The Volume 2, Issue 2 of The Opinion Monitor covers the following topics:

- Performance assessment of national administration and officials
- Views on the Marcos-Duterte tensions
- Views on national issues
 - Attitudes on political dynasties
 - Banning of the Philippine Offshore Gaming Operators (POGO)
 - Arrest of Pastor Apollo Quiboloy
- Views on world affairs
 - Philippine interests amid tensions with China in the West Philippine Sea
 - 2024 US presidential elections
 - Israel-Hamas conflict in the occupied territories of Palestine
- Pre-election Preferences
 - 2025 Senate elections
 - 2028 President and Vice President elections

The data and results of The Opinion Monitor is accessible in two options. The free and open-access **The Opinion Monitor Public Brief** provides a topline summary of the survey findings. Subscribers to **The Opinion Monitor Pro Report** are given access to exclusive in-depth analysis and discussion of the survey findings as well as the rich datasets that underpin our reports and analysis.

Only subscribers to **The Opinion Monitor Pro Report** can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the ideological and partisan underpinnings of current public opinion. Read on to learn more about our **subscriber-exclusive data, analysis, and reports** and contact subscriptions@wrnumero.com to gain access.

Key Findings of Volume 2, Issue 2

1. The performance satisfaction rating of President Ferdinand “Bongbong” Marcos Jr. holds steady at 45%, while Vice President Sara Duterte dips below 50% for the first time in The Opinion Monitor.
2. Less than 3 in 10 Filipinos think that President Marcos Jr. and Vice President Duterte prioritize their personal interests over the country’s interests. More Filipinos think the president has better plans and is a more suitable leader than the vice president.
3. Filipinos are nearly divided on whether the President Marcos Jr. administration should still consider Vice President Duterte as an ally or part of the opposition.
4. Most Filipinos see nothing wrong with political dynasties running for office, but most also believe officials from these dynasties are more likely to be corrupt.
5. Vast majority of Filipinos see an imminent war in the West Philippine Sea as the top threat to national security, while nearly half cite cybersecurity as a concern.
6. Most Filipinos support the banning of POGOs and credit Senator Risa Hontiveros and President Marcos Jr. for the policy shift.
7. Filipinos overwhelmingly agree that full force of the law should be used in the arrest of Pastor Apollo Quiboloy.
8. Majority of Filipinos are unfamiliar with Kamala Harris and Donald Trump, and are unsure which U.S. presidency will be better for the interest of the Philippines.
9. Most Filipinos believe the Philippines should stay neutral in the Israel-Hamas conflict in the occupied territories of Palestine, with half opposing direct involvement. Nearly 9 in 10 think military plans should minimize civilian casualties.
10. Incumbent ACT-CIS Partylist Representative Erwin Tulfo leads the list of most preferred potential senate candidates for the 2025 midterm elections. He is followed by former senator Tito Sotto and former president Rodrigo Duterte.
11. When asked to name potential Senate bets they are sure they will not be voting for in the 2025 elections, Filipinos overwhelmingly chose Pastor Apollo Quiboloy.
12. Vice President Sara Duterte leads the list of most preferred potential bets in the 2028 presidential elections, followed by Senator Raffy Tulfo. Most are unsure yet on who to vote for vice president, but Senator Grace Poe tops the list among those who are decided.

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Introduction

Polling during the elections

Public opinion research takes center stage in every election cycle across democracies worldwide. Political campaigns and candidates use survey data to design and assess their strategies, insights on how the public receives their political ambitions. Beyond these practical applications of public opinion polling, it can also provide invaluable insights to diverse actors studying election dynamics.

Public opinion research also allows different stakeholders to understand public attitudes and sentiments on crucial issues beyond election preferences. Business leaders, activists and advocates, policymakers, academics, journalists, and even the broader public rely on high-quality survey data to inform and fulfill their complementing role in our society. Among different polling initiatives, pre-election and election surveys are among the most popular. Not only have these surveys become integral to the national electoral cycle, but they are now also essential to the dynamism and health of Philippine democracy.

In the Philippines, however, issues of growing distrust and skepticism surround election surveys, making it harder for polling firms to establish credibility. Criticisms center on methodological inconsistencies, while others are more damaging, alleging that certain pollsters are partisan and paid to manipulate public opinion through ‘mind conditioning’.

This is where methodological rigor and innovation, as well as scientific independence and integrity come into play.

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, gender, 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 the table below, 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.

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

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

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 sociological demographic groups including age and gender. 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.

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 gender (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.

Performance Assessment of National Administration and Officials

Key Findings

- The performance satisfaction rating of President Ferdinand “Bongbong” Marcos Jr. holds steady at 45%, while Vice President Sara Duterte dips below 50% for the first time in The Opinion Monitor.
- The Senate maintains its satisfaction rating at 54%, while the House of Representatives suffers a 4-percentage-point decline from its March 2024 rating, now at 49%.
- Many Filipinos are still unsure of the ‘Bagong Pilipinas’ logo and slogan, with 44% saying it does not encapsulate the leadership of the Marcos Jr. administration.

The September 2024 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, and Supreme Court. The ‘Bagong Pilipinas’ governance branding of the Marcos Jr. administration was also assessed.

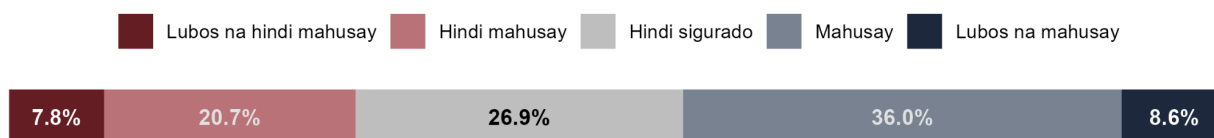
In the assessment, they were asked to rate the leader or institution’s performance as: extremely unsatisfied, unsatisfied, unsure, satisfied, or extremely satisfied.

President Ferdinand “Bongbong” Marcos Jr.

President Ferdinand “Bongbong” Marcos Jr. maintained a 45% performance satisfaction rating, while 29% of Filipinos were dissatisfied with his performance. Additionally, 27% are uncertain about their assessment of the president’s performance.

Figure 1. Performance Assessment of President Marcos Jr.

Paano mo ilalarawan ang kasalukuyang pamamumuno ng administrasyon ni Pangulong Bongbong Marcos sa bansang Pilipinas?

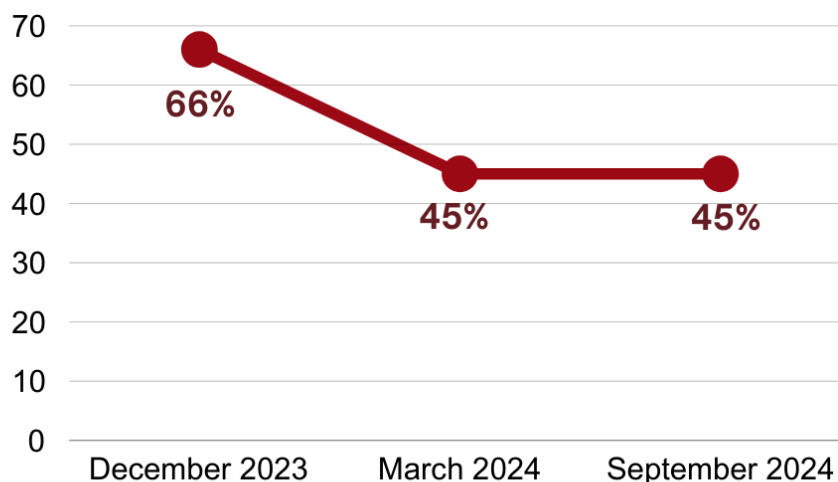


Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

President Marcos Jr. maintained his satisfaction rating in September from an initial decline in March. In the March survey, the president’s positive ratings fell to 45%, down from 66% in December 2023, leaving less than a majority of Filipinos in support of the president’s performance.

Figure 2. Comparative Performance Assessment of President Marcos Jr.

Data in this figure include those who answered “**lubos na mahusay**” and “**mahusay**” to the question:
Paano mo ilalarawan ang kasalukuyang pamumuno ng administration ni Pangulong Bongbong Marcos sa bansang Pilipinas?



Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)
WR Numero Philippine Public Opinion Monitor (Volume 1, Issue 1)

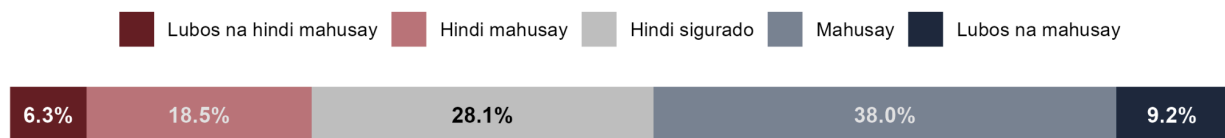
Vice President Sara Duterte

Vice President Sara Duterte's performance satisfaction rating dipped below 50% in the September 2024 survey—the first time in The Opinion Monitor.

The survey reported that 47% of Filipinos approve of the vice president's performance. In contrast, 1 in 4 Filipinos (25%) disapprove of her performance. Notably, 28% are unsure of their assessment of the vice president's performance.

Figure 3. Performance Assessment of Vice President Sara Duterte

Paano mo ilalarawan ang kasalukuyang pamumuno ni VP Sara Duterte sa bansang Pilipinas?

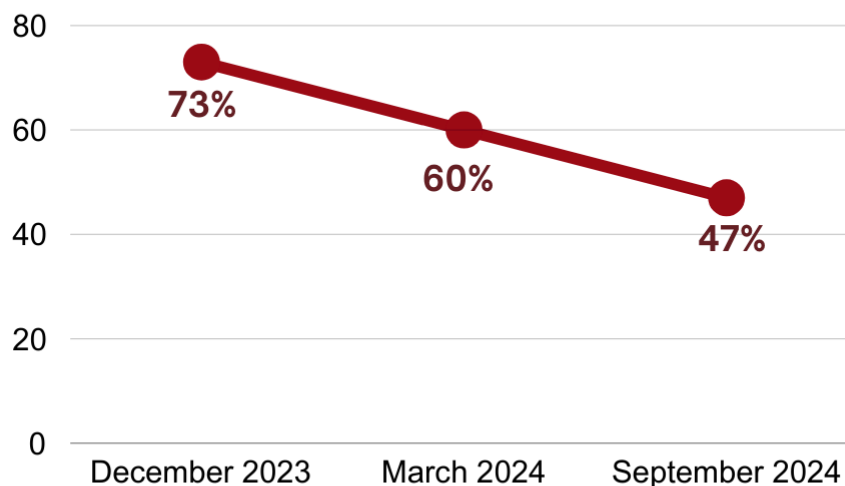


Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Vice President Duterte's satisfaction rating dropped 13 percentage points from 60% in March, marking the first time that less than half of Filipinos approve of her performance. In December 2023, her positive rating stood highest at 73%.

Figure 4. Comparative Performance Assessment of Vice President Sara Duterte

Data in this figure include those who answered "**lubos na mahusay**" and "**mahusay**" to the question:
Paano mo ilalarawan ang kasalukuyang pamumuno ng administration ni VP Sara Duterte sa bansang Pilipinas?



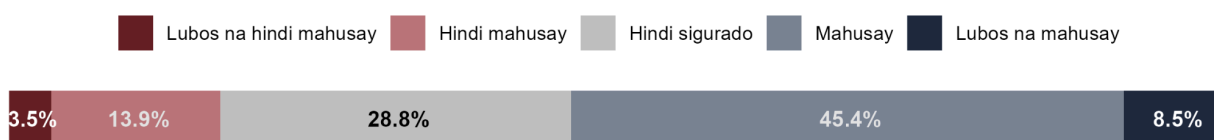
Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)
WR Numero Philippine Public Opinion Monitor (Volume 1, Issue 1)

Senate of the Philippines

Majority of Filipinos (54%) are satisfied with the performance of the Senate of the Philippines, while 17% disapprove of the upper chamber's performance. Meanwhile, 3 in 10 Filipinos are unsure how to assess the performance of the Senate according to its mandate.

Figure 5. Performance Assessment of the Philippine Senate

Ang ilan sa mga pangunahing trabaho ng Senado ng Pilipinas, kasama ng House of Representatives, ay pag-gawa ng mga batas at pag-lalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang Senado sa paggampan sa kanilang tungkulin?



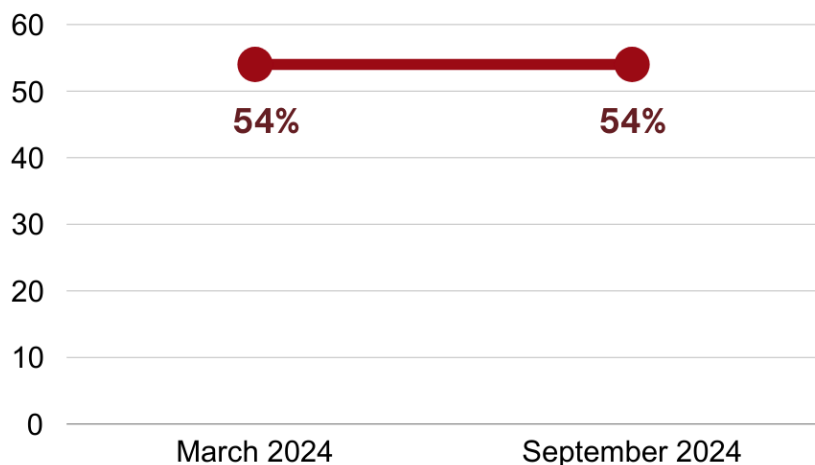
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

The performance satisfaction rating of the upper house is virtually unchanged from its March 2024 number. However, those who disapprove of the Senate's performance increased by 1 percentage point, and those uncertain dropped 2 percentage points.

Figure 6. Comparative Performance Assessment of the Philippine Senate

Data in this figure include those who answered "lubos na mahusay" and "mahusay" to the question:

Ang ilan sa mga pangunahing trabaho ng Senado ng Pilipinas, kasama ng House of Representatives, ay pag-gawa ng mga batas at pag-lalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang Senado sa paggampan sa kanilang tungkulin?



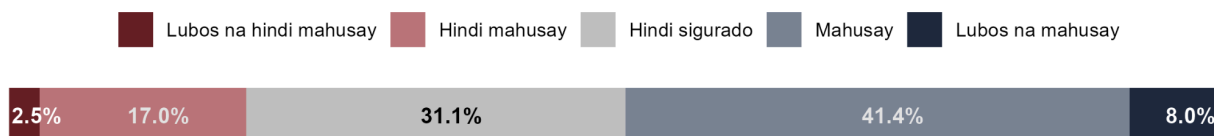
Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)

House of Representatives of the Philippines

Almost half of Filipinos (49%) positively assessed the performance of the lower house, with 20% assessing it negatively. On the other hand, 3 in 10 (31%) are unsure of the House of Representatives' performance of its mandates.

Figure 7. Performance Assessment of the House of Representatives

Ang ilan sa mga pangunahing trabaho ng Mababang Kapulungan ng Kongreso ng Pilipinas o House of Representatives, kasama ng Senado, ay pag-gawa ng mga batas at pag-lalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang House of Representatives sa paggampan sa kanilang tungkulin?



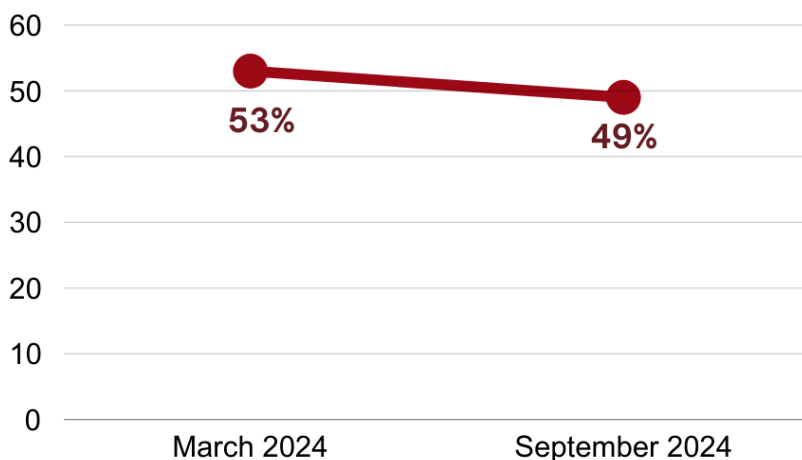
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

The lower chamber's positive rating suffered a decline of 4 percentage points from its March rating of 53%. Further, those dissatisfied increased by 6 percentage points.

Figure 8. Comparative Performance Assessment of the House of Representatives

Data in this figure include those who answered "lubos na mahusay" and "mahusay" to the question:

Ang ilan sa mga pangunahing trabaho ng Mababang Kapulungan ng Kongreso ng Pilipinas o House of Representatives, kasama ng Senado, ay pag-gawa ng mga batas at pag-lalaan ng pambansang badyet para sa kapakanan ng mamamayang Pilipino. Gaano kahusay ang kasalukuyang House of Representatives sa paggampan sa kanilang tungkulin?

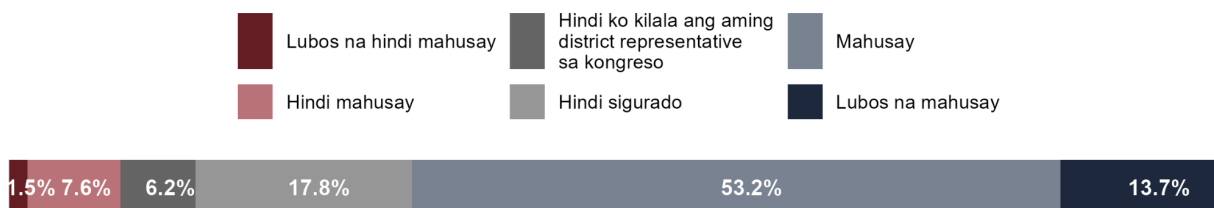


Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)

When asked about the performance of their legislative district representative, a great majority (67%) has shown satisfaction with their incumbent representative, while only 9% are dissatisfied and 6% are unsure of their assessment. However, 1 in 5 Filipinos (18%) do not know their elected representative in the House of Representatives.

Figure 9. Performance Assessment of the Legislative District Representative

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



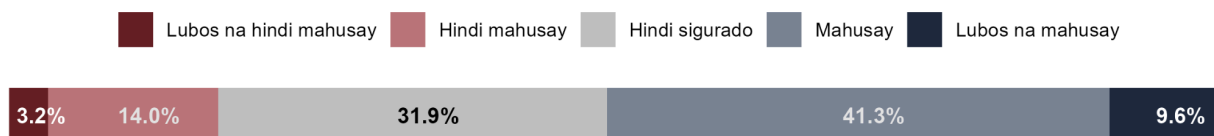
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Supreme Court of the Philippines

More than half of Filipinos (51%) approve of the performance of the Supreme Court, while 17% are dissatisfied. Meanwhile, 30% are unsure of their assessment of the court's ability to perform its duty.

Figure 10. Performance Assessment of the Supreme Court

Pinamumunan ng Korte Suprema ang judicial branch o hudikatura ng Pilipinas. Sinisiguro ng Korte Suprema ang pananaig ng batas (rule of law) sa pamamagitan ng patas, mabilis at napapanahong proseso sa pagtatanggol ng konstitusyon, mga demokratikong karapatan at kapakanan ng mamamayang Pilipino. Gaano kahusay ang Korte Suprema sa paggampan sa kanilang tungkulin?



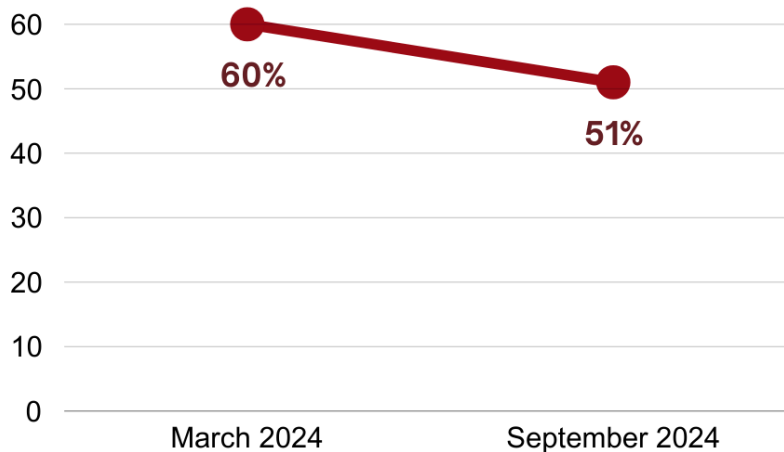
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

The positive ratings of the highest court dropped by 9 percentage points from the March 2024 rating of 60%, while the court's negative rating increased by 6 percentage points. Those unsure increased by 3 percentage points.

Figure 11. Comparative Performance Assessment of the Supreme Court

Data in this figure include those who answered "lubos na mahusay" and "mahusay" to the question:

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



Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)

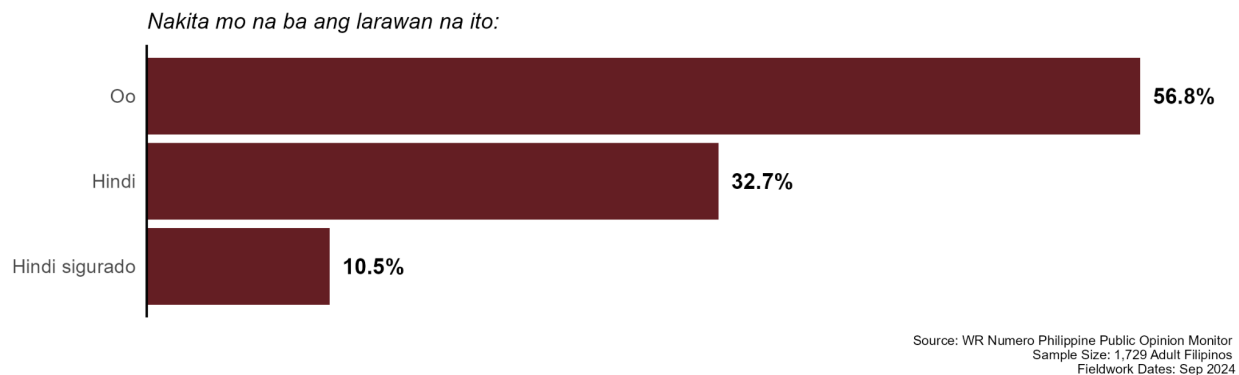
Brand of Governance: 'Bagong Pilipinas'

Figure 12. Bagong Pilipinas Logo



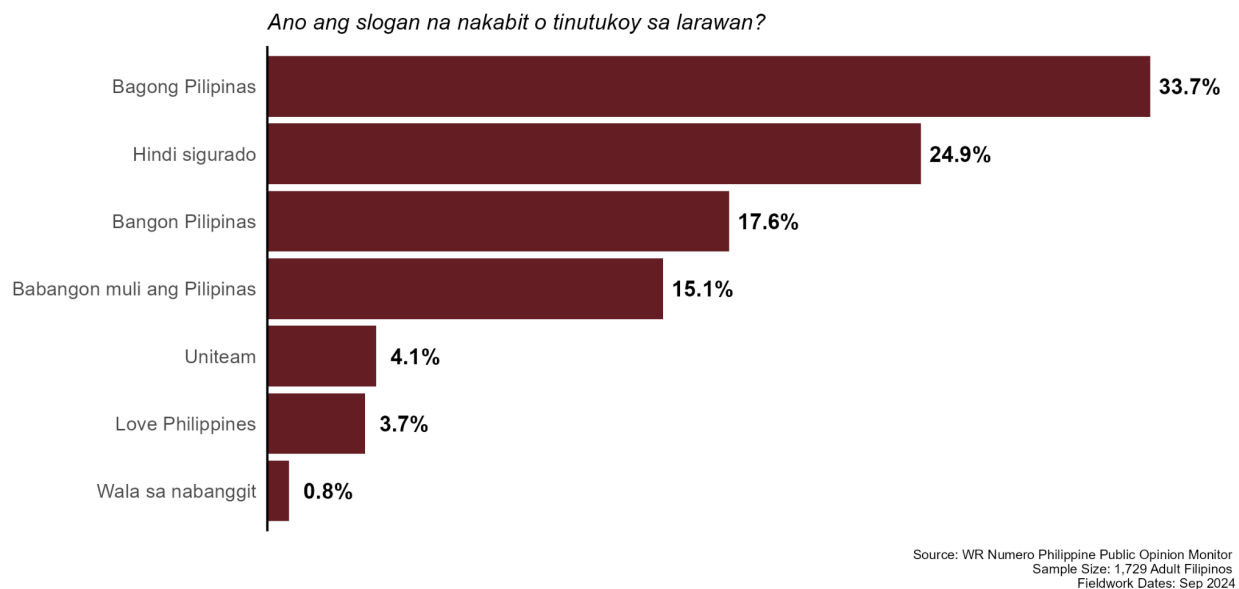
When asked about whether they are familiar with the photo above (Figure 7), a great majority of Filipinos (57%) are aware of the Marcos Jr. administration's *Bagong Pilipinas* logo, while 33% have not seen the logo. Meanwhile, 11% are unsure whether they have already seen the logo.

Figure 13. Awareness on 'Bagong Pilipinas'



Only 34% of Filipinos answered 'Bagong Pilipinas' when asked what the logo pertains to, while 1 in 4 (25%) were uncertain. 'Bangon Pilipinas' and 'Babangon muli ang Pilipinas' were answered by 18% and 15% of Filipinos, respectively, while 4% said the logo represented 'Uniteam' and 'Love Philippines'.

Figure 14. Awareness on 'Bagong Pilipinas'



A great majority of Filipinos (56%) agreed that the 'Bagong Pilipinas' logo and slogan encapsulates the leadership of President Marcos Jr. and his administration, while 44% disagreed.

Figure 15. Assessment of ‘Bagong Pilipinas’

Mahusay ba na naisasalarawan ng slogan at logo ng Bagong Pilipinas ang kalagayan ng bansa sa ilalim ng pamumuno ni pangulong Bongbong Marcos at kanyang administrasyon?



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

A more in-depth and detailed analysis of the survey findings as well as the complete data is available in The Opinion Monitor Pro Report. Pro Subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion. Read on to learn more about our **subscriber-exclusive data, analysis, and reports** and contact subscriptions@wrnumero.com to gain access.

Views on the Marcos-Duterte Political Tensions

Key Findings

- Most Filipinos generally think that both President Marcos Jr. and Vice President Duterte are good role models for the youth, deeply loves the country, compassionate towards the ordinary Filipino, willing to defend people's rights and freedoms, and understands the people's needs.
- Less than 3 in 10 Filipinos think that President Marcos Jr. and Vice President Duterte prioritize the interests of their family, allies, and friends over the country's interests. More Filipinos believe that the president has better plans for the country and is the more suitable leader than the vice president.
- Filipinos generally disagree that Vice President Duterte is uncooperative with the current administration, an absentee leader, untrustworthy to defend the country's interests, and a careless spender of people's money.
- Filipinos are nearly divided on whether the President Marcos Jr. administration should still consider Vice President Duterte as an ally (53%) or part of the opposition (47%). Meanwhile, 62% think that she should have remained in the Cabinet despite rifts with the president.

The nationwide survey asked Filipinos about their perceptions on the political tensions brewing between President Ferdinand “Bongbong” Marcos Jr. and Vice President Sara Duterte.

Qualities of Pres. Marcos Jr. and VP Duterte

The Opinion Monitor presented respondents with eight (8) qualities and asked them to indicate who they believe each quality best describes: President Marcos Jr., Vice President Duterte, both, or neither. In general, most Filipinos think that both leaders possess the listed qualities.

The survey revealed that 1 in every 3 Filipinos believe that both the president and vice president are good role models to the Filipino youth. However, 24% think that this better describes Vice President Duterte, while 22% chose President Marcos Jr. Meanwhile, 20% believe neither of the two leaders are good role models for the youth.

With respect to love for the country, 31% believe that both leaders have this quality. Although, 29% of Filipinos consider the president as the one with deep love for the country, while 1 in 4 think it is the vice president. In contrast, 15% regard neither of the two as having deep love for the country.

When asked whom they think has compassion for the ordinary Filipino, 34% of Filipinos said they consider both President Marcos Jr. and Vice President Duterte to have this quality. Both the president and vice president were seen by 26% of Filipinos as possessing compassion. Meanwhile, 13% think neither of them have this quality.

Some Filipinos (34%) believe that both leaders are willing to fight for the rights and freedom of the Filipino people. More Filipinos think that President Marcos Jr. is more capable in standing up for people's rights and freedoms (28%) than Vice President Duterte (21%). However, 18% consider neither of them are capable of asserting the Filipinos' rights and freedoms.

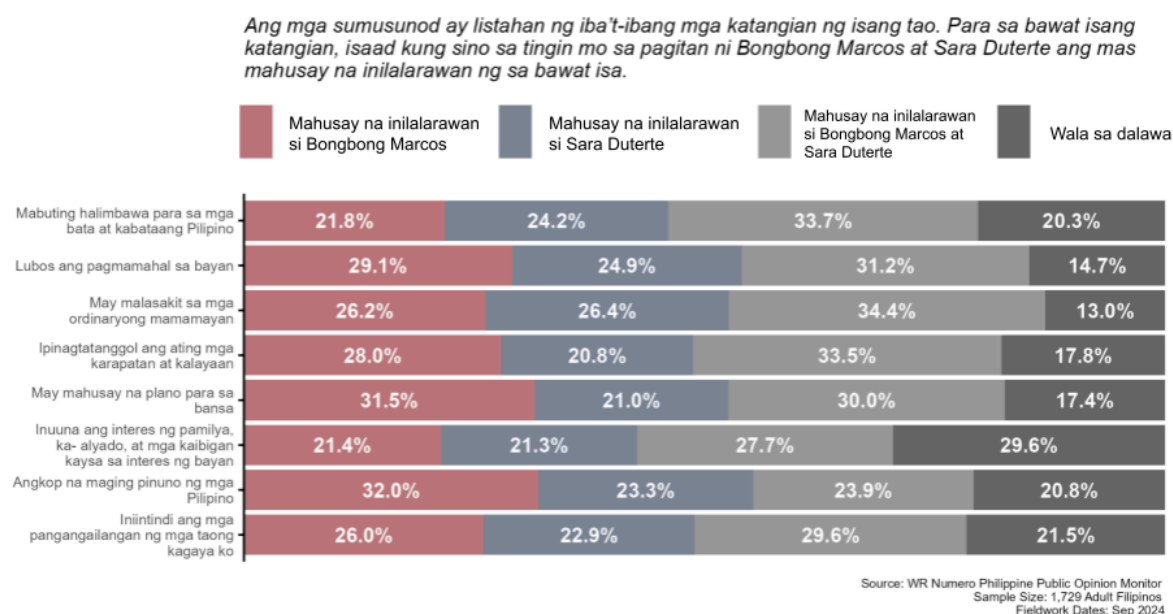
Only 32% of Filipinos believe that it is only President Marcos who has a good plan for the country, while only 21% chose Vice President Duterte. On the other hand, 1 in 3 Filipinos believe that both candidates have good plans for the country, while 19% feel that neither has viable plans.

In every 10 Filipinos, 3 think that neither leader prioritizes the interests of their family, allies, and friends over the country's interests. Meanwhile, 28% think that both leaders have the ability to put the country first. Both leaders received 21% each.

More Filipinos view President Marcos as the appropriate leader of the country (32%) than Vice President Duterte (23%). At the same time, 24% think that both leaders are fitting leaders, while 1 in 5 Filipinos believe neither of them are suitable leaders for the Philippines.

Finally, when asked who understands the needs of the people, 3 in 10 respondents indicated that both leaders do. In contrast, 22% think neither leader understands the Filipinos' needs. Concurrently, 26% of Filipinos think President Marcos Jr. understands the needs of the people, while 23% chose Vice President Duterte.

Figure 16. Views on the qualities of President Marcos Jr. and Vice President Duterte



Views on Vice President Duterte

The Opinion Monitor provided respondents with four (4) descriptions of the vice president and asked them whether they agreed or disagreed with each statement.

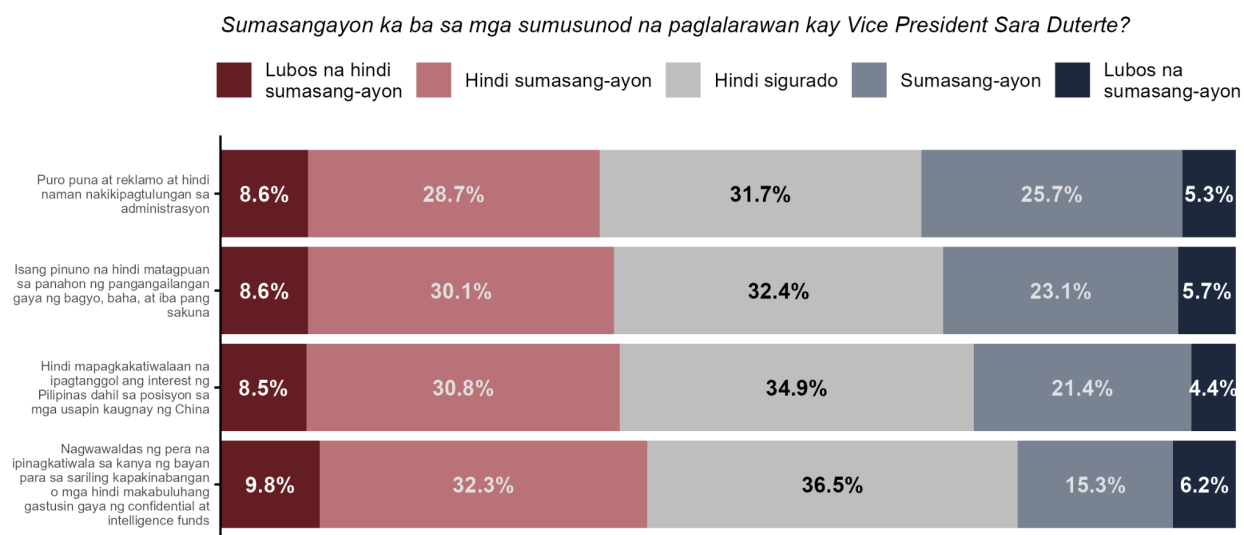
Thirty-seven percent of Filipinos disagree that Vice President Duterte is full of criticisms and complaints and unwilling to cooperate with the current administration, but a good 31% believe otherwise. Meanwhile, 32% are uncertain about this characterization of Vice President Duterte.

When asked if Vice President Duterte is a leader that cannot be found during times of need, such as during typhoons, floods, and other disasters, 39% disagree. 29% agreed that the vice president is an absentee leader in times of disaster. However, 32% are unsure.

Many Filipinos (39%) disagree that the vice president is untrustworthy to defend the country's interests because of her position with China. Meanwhile, 26% agreed with this description of Vice President Duterte, but 35% are unsure.

Forty-two percent of respondents disagreed with the notion that Vice President Duterte uses public funds for personal interests or insignificant expenses, such as confidential and intelligence funds, while only 22% believe otherwise. Additionally, 37% remain unsure whether the vice president is a significant spender for her own interests.

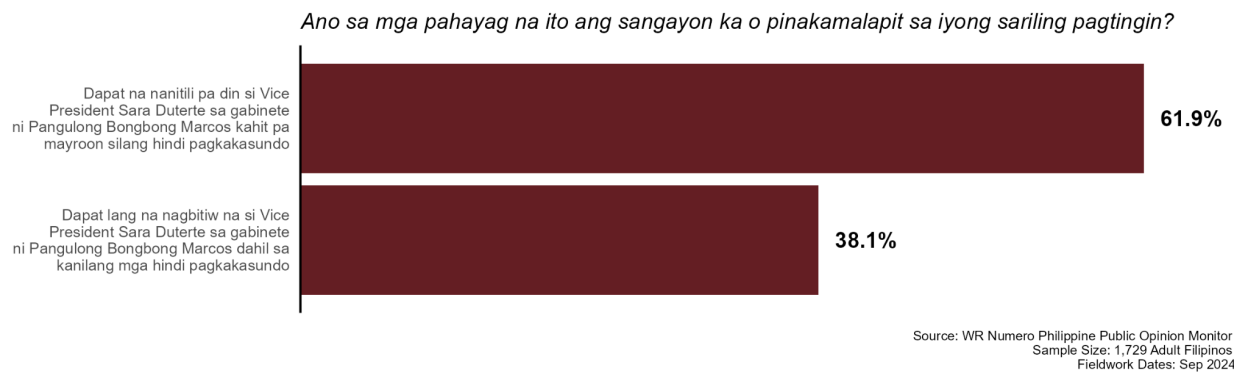
Figure 17. Views on Vice President Sara Duterte



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

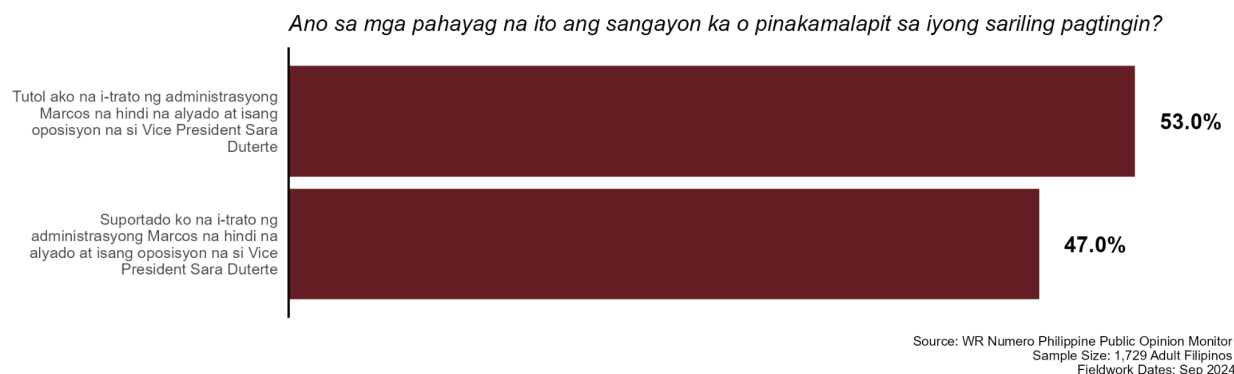
When asked whether they support Duterte's decision to resign as the secretary of the Department of Education (DepEd), 6 in 10 Filipinos (62%) believe she should have stayed despite disagreements with Marcos Jr. Meanwhile, 38% feel her resignation was appropriate given their differences.

Figure 18. Views on Vice President Sara Duterte's resignation from the Marcos Jr. administration



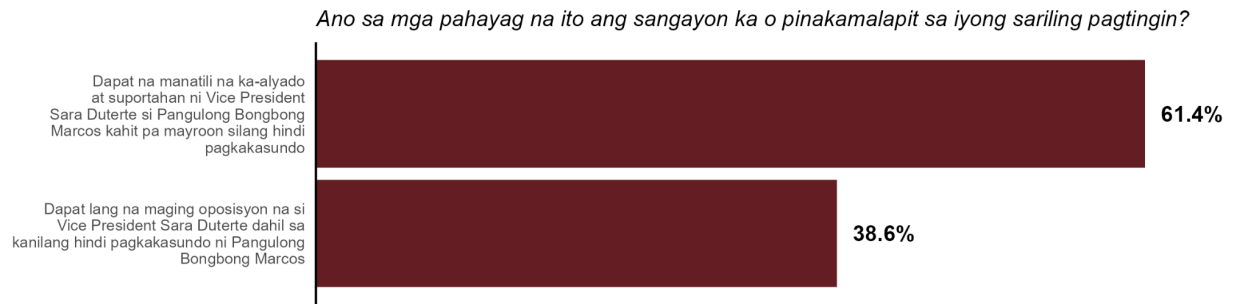
Filipinos are nearly divided on whether the President Marcos Jr. administration should still consider Vice President Duterte as an ally or part of the opposition. More than half of Filipinos (53%) believe the vice president should continue to be treated as an ally by the president, while less than half (47%) think that she should now be considered as part of the opposition.

Figure 19. Views on the Marcos Jr. administration's treatment of Vice President Sara Duterte



Interestingly, a great majority of the respondents (61%) think that Vice President Duterte should remain an ally of President Marcos Jr. despite their disagreements. However, 39% think that she should now be part of the opposition because of her conflict with the president.

Figure 20. Views on Vice President Sara Duterte's relationship with President Marcos Jr.



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

A more in-depth and detailed analysis of the survey findings as well as the complete data is 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 ideological and partisan underpinnings of current public opinion. Read on to learn more about our **subscriber-exclusive data, analysis, and reports** and contact subscriptions@wrnumero.com to gain access.

Views on National Issues

Key Findings

- In the last three months, 34% of Filipinos found it difficult to meet their expenses to satisfy their needs.
- Most Filipinos see nothing wrong with political dynasties running for office, but most also believe officials from these dynasties are more likely to be corrupt.
- Vast majority of Filipinos see an imminent war in the West Philippine Sea as the top threat to national security, while nearly half cite cybersecurity as a significant concern.
- Majority of Filipinos agree that POGOs should be banned, and that Senator Risa Hontiveros and President Marcos Jr. should be given credit for the change in policy concerning POGOs.
- Filipinos overwhelmingly agree that full force of the law should be used in the arrest of Pastor Apollo Quiboloy.

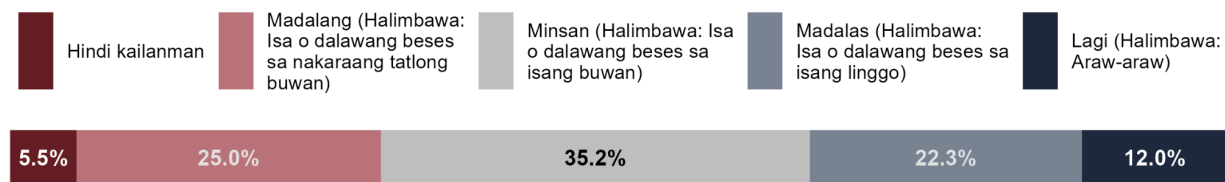
WR Numero's nationwide survey asked Filipinos about their opinions on a number of pressing national issues.

Basic Needs

Thirty-four percent of Filipino families say that in the past three months, their families either always or often faced difficulties in meeting their expenses to satisfy their needs. Meanwhile, 35% say that their families faced the same difficulty sometimes. Only 31% however, say that their families either rarely or never encounter this difficulty.

Figure 21. Difficulty for meeting expenses for basic needs

Sa nakaraang tatlong buwan, gaano kadalas naging mahirap para sa inyong pamilya na punan ang gastusin sa inyong mga pangunahing pangangailangan (halimbawa pagkain, gastusin sa bahay, transportasyon, iba pa)?



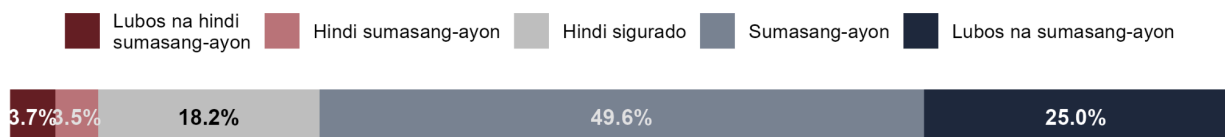
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Social Change and Mobility

We also asked Filipinos whether they believe the country needs radical change. An overwhelming majority agree, with 8 in 10 Filipinos or 75%, think that radical changes are necessary for the country. In contrast, only 7% think such changes are not important, while 18% remain uncertain.

Figure 22. Views on social change

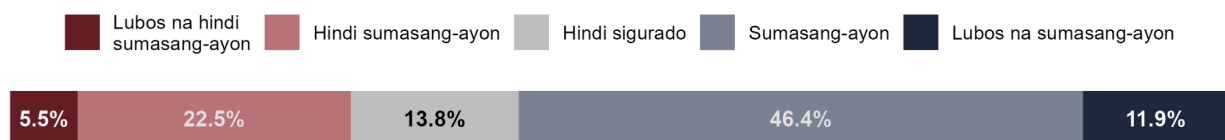
Naniniwala ako na nangangailangan ng radikal na pagbabago sa ating bansa.



When asked whether they believe the poor lack the perseverance to improve their lives, 6 in every 10 Filipinos agree that the poor lack motivation to improve their lives, while 3 in 10 disagree; only 1 remains unsure on the matter.

Figure 23. Views on social mobility

Naniniwala ako na ang mga mahihirap ay kulang sa pagpupursigi para itaas ang antas ng kanilang buhay.

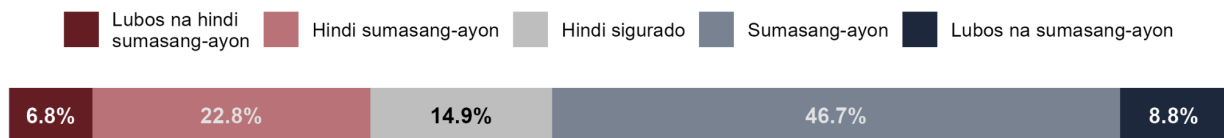


Political Dynasty

On their views on political dynasties, specifically whether they see any issue with candidates from the same family running in every election, 56% of Filipinos see nothing wrong with candidates from the same family running for elections. Meanwhile, 3 in 10 are in disagreement, with 15% unsure of the presence of political dynasties.

Figure 24. Views on the acceptability political dynasties

Sa tingin ko, wala naman mali kung galing sa iisang pamilya o magkakamag-anak ang tumatakbo tuwing eleksyon.



Furthermore, half of Filipinos (50%) agree that government officials from political dynasties are more likely to be corrupt. In contrast, 30% disagree, while 31% express uncertainty on the issue.

Figure 25. Views on corruption tendencies of political dynasties

Sa aking palagay, ang mga nakaupo sa gobyerno na galing sa ilang pamilya ay maaaring mas korap o kurakot



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

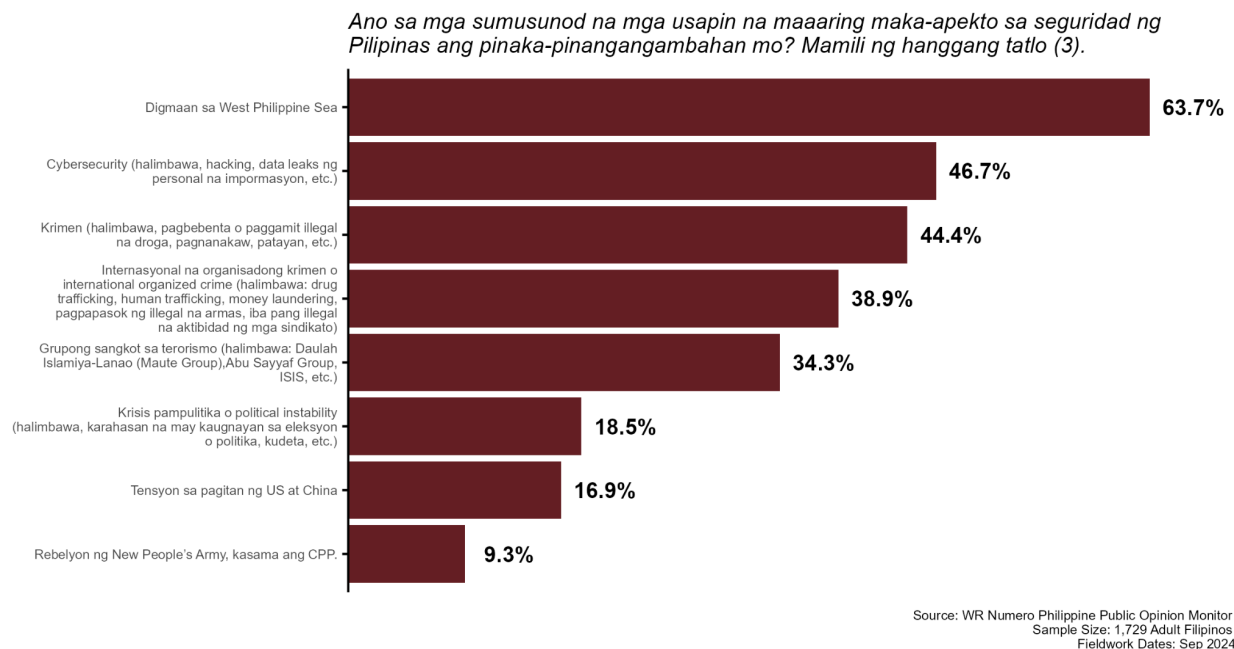
National Security

On the matter of national security, we asked Filipinos to identify three (3) issues possibly affecting the country's national security that they think are of most concern to them. As many as 64% of Filipinos are worried about a potential war in the West Philippine Sea.

Cybersecurity also remains to be a top concern for most Filipinos. Almost half of Filipinos (47%) are worried about the prevalence of cybersecurity issues, such as hacking and data leaks of personal information. Crimes come at a close third, with 44% of Filipinos expressing concern on the issue.

Filipinos are also concerned about international organized crimes (39%), terrorist-related groups (34%), political crisis (19%), tensions between the US and China (17%), and rebellion of the New People's Army (NPA), including the Communist Party of the Philippines (CPP) (9%).

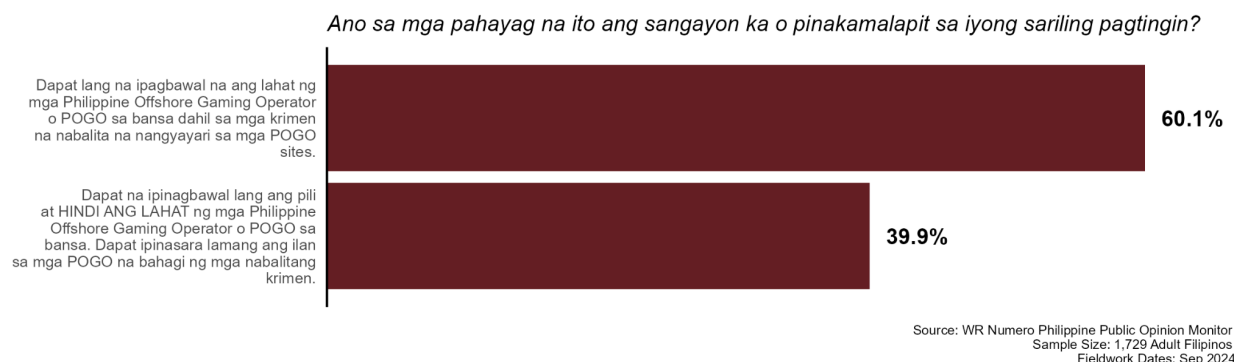
Figure 26. Views on National Security



Banning of Philippine Offshore Gaming Operator (POGO)

More than a majority of Filipinos (60%) agree that all Philippine Offshore Gaming Operators (POGOs) in the country should be banned due to crimes reported and associated with POGO sites. On the other hand, 40% think that only a select few and not all should be banned.

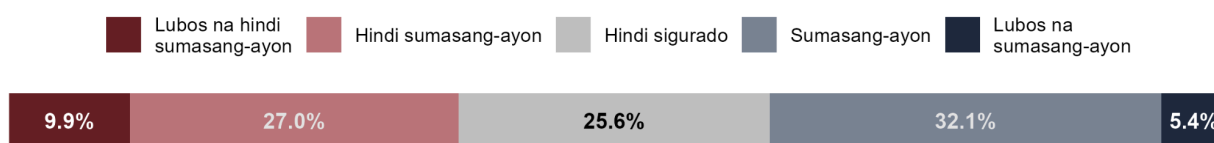
Figure 27. Views on banning POGOs



Meanwhile, Filipinos are divided on whether banning all Philippine Offshore Gaming Operators (POGOs) would lead to job and business losses. Specifically, 38% express concerns about its potential impact on employment and livelihoods, while 37% believe otherwise. Meanwhile, 26% remain uncertain on the issue.

Figure 28. Views on the POGO taking away jobs and businesses

Ikaw ba ay sumansangayon o hindi sumasangayon sa mga sumusunod na pahayag? Nangangamba ako sa mga trabaho at negosyo na maaaring mawala dahil sa pagbabawal sa lahat ng mga Philippine Offshore Gaming Operator o POGO sa bansa.



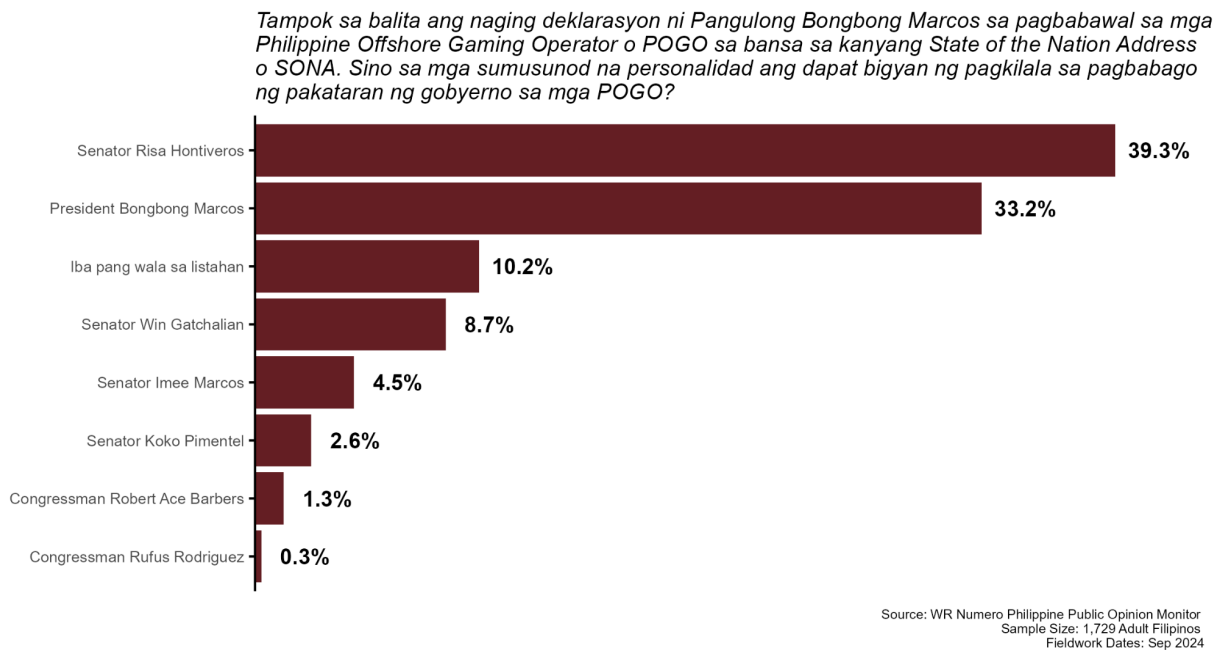
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

During his third State of the Nation Address (SONA) last July 2024, President Ferdinand 'Bongbong' Marcos Jr. formally declared the banning of POGOs in the country.

When asked which political personality should be recognized for the president's firm pronouncement on the banning of POGOs, 39% think Senator Risa Hontiveros should be given due recognition on the banning of POGOs. She is followed by President Bongbong Marcos (33%).

Among the list of other personalities included were Senator Win Gatchalian (9%), Senator Imee Marcos (5%), Senator Koko Pimentel (3%), Congressman Robert Ace Barbers (1%), and Congressman Rufus Rodriguez (0.3%). Although, 10% of Filipinos believe others, who are not on the list, should be recognized for the recent government direction on POGOs.

Figure 29. Views on Pres. Marcos Jr.'s banning of POGOs



Arrest of Pastor Apollo Quiboloy

In every 10 Filipinos, 7 of them agree that the government should use the full force of the law to arrest Kingdom of Jesus Christ Pastor Apollo Quiboloy because of the investigations and cases filed against him, while 17% disagreed with the statement. Meanwhile, 15% were uncertain whether the government should use the full force in the arrest of the disgraced pastor.

It is important to note that Pastor Quiboloy was arrested on September 8, 2024, well within the September 5 to 23 survey period. This may have potentially influenced the results.

Figure 30. Views on the arrest of Pastor Apollo Quiboloy

Dapat na gamitin ng gobyerno ang buong pwersa ng batas upang maaresto si Pastor Apollo Quiboloy ng Kingdom of Jesus Christ o KOJC dahil sa kanyang pagtanggì na makipagtulungan sa Senado ukol sa pagdinig nito kaugnay ng mga naiulat na human trafficking, panggagahasa, pangaabuso at karahasan na sekswal, at pangaabuso sa mga bata sa kanilang grupo na KOJC.



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

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Views on World Affairs

Key Findings

- 4 in 10 Filipinos believe that the government should reinforce the country's sovereign rights as recognized by international law, while 1 in 5 think that the country should strengthen military cooperation with the US, Canada, Japan, Australia, and other countries.
- Majority of Filipinos remain unfamiliar with Democratic Party presidential bet Kamala Harris and Republican Party presidential bet Donald Trump or unsure which U.S. presidential victory between the two will be better for the interest of the Philippines.
- Most Filipinos believe that the Philippines should remain neutral in the conflict between Israel and Hamas in occupied Palestinian territories, and that any military objective must ensure civilian casualties are minimized.
- Half of Filipinos said that the Philippines should not extend any direct help to both Israel and Palestine amid the ongoing armed conflict.
- Almost 9 in 10 Filipinos believed any military campaign, such as in the Israel-Hamas conflict, should ensure minimal civilian casualties, while 13.7% felt civilian deaths should not constrain military actions.

The Opinion Monitor asked its respondents about their opinion on some of the most prominent issues in the global scene: the Philippines' interest amid tensions with China, the 2024 presidential elections in the United States and the conflict between Israel and Hamas in occupied Palestinian territories.

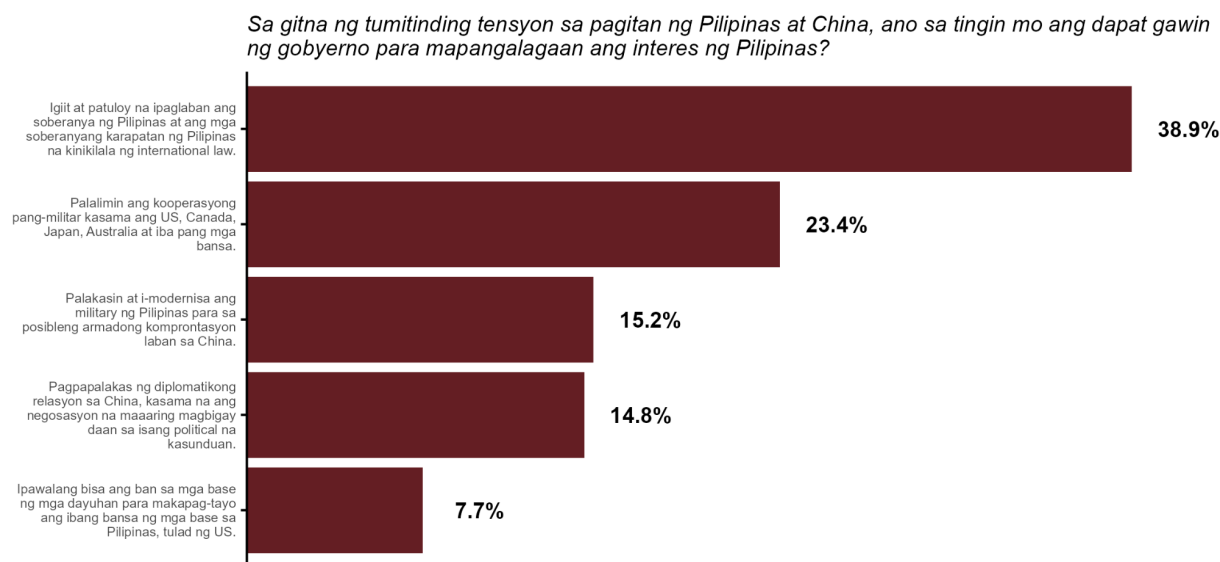
Philippine Interest amid China Tensions

Amid the rising tensions of the country with China, we asked Filipinos what the government should do to protect the interests of the country. Only 4 in 10 Filipinos believe that the government should reinforce and fight for the country's sovereignty and sovereign rights as recognized by international law. Meanwhile, 1 in 5 think that the government should strengthen its military cooperation with the United States of America, Canada, Japan, Australia, as well as other countries.

Meanwhile, 15% believe that the government should strengthen and modernize the country's military for a possible armed confrontation with China. This is in stark contrast to another 15% of Filipinos who think that the government should strengthen its diplomatic relationship with China, along with negotiations that may include a political agreement.

Some 8% of Filipinos also think that the government must cancel the ban on building military bases in the country, including the United States.

Figure 31. Views on the Philippines' actions to protect interests amid tensions with China

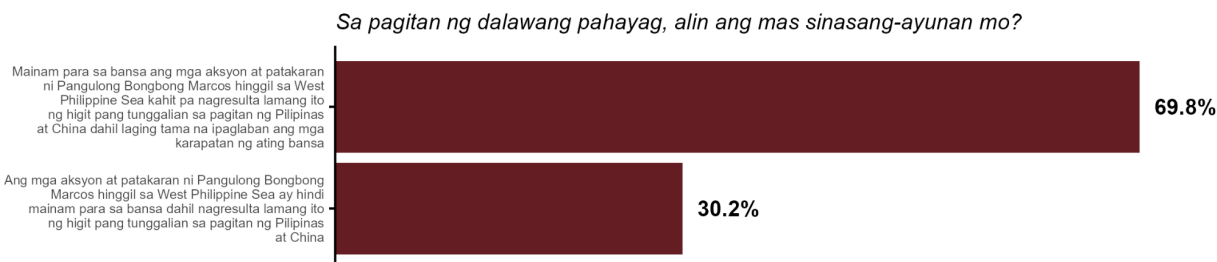


Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

In every 10 Filipinos, 7 also think that the actions and policies undertaken by President Ferdinand 'Bongbong' Marcos Jr. on the West Philippine Sea issue is appropriate even when it resulted in heightened tensions between China and the Philippines because it is

always right to fight for the rights of the country. This is in contrast to 3 in 10 who believe otherwise.

Figure 32. Views on Pres. Bongbong Marcos' response to China

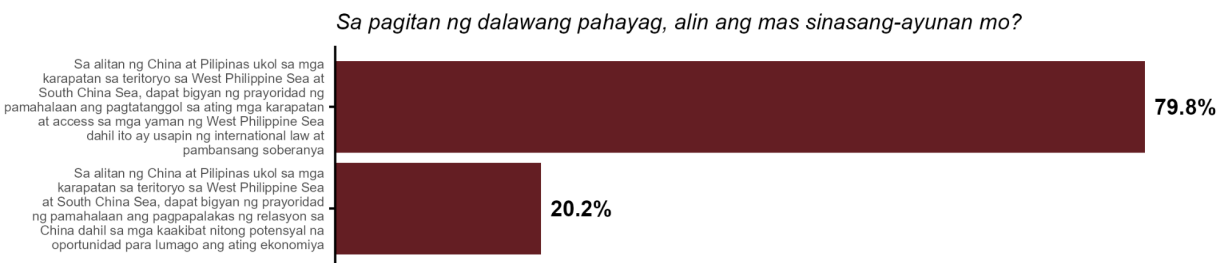


Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

We also asked Filipinos whether they think the government should prioritize defending the country's rights and access to resources in the West Philippine Sea or instead strengthen the country's relationship with China.

An overwhelming majority of Filipinos (80%) believe that the government must prioritize defending the country's rights and access to resources, believing that this is a concern on international law and national sovereignty. Constrastingly, 20% believe that strengthening the country's relationship with China should be prioritized, given the economic opportunities it can bring to the country's economy.

Figure 33. Views on government responses regarding the West Philippine Sea conflict



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

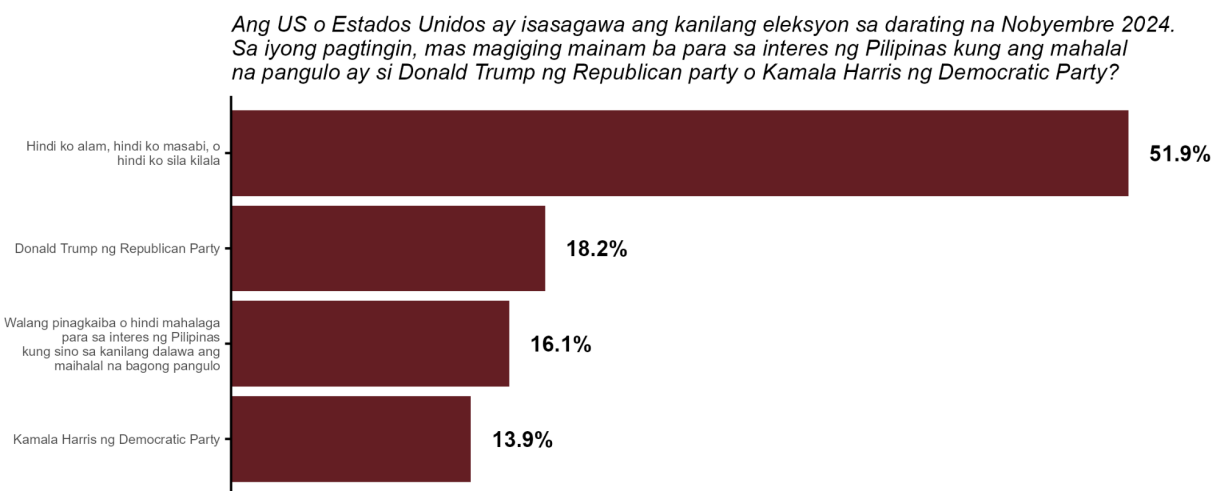
2024 US Presidential Election

The nationwide survey asked the public which candidate's victory in the November 2024 United States presidential election—Democratic Party presidential bet Kamala Harris or

Republican Party presidential bet Donald Trump—would be better for the interests of the Philippines.

Majority (51.9%) said they are unsure or unfamiliar with the two gunning for the top seat in the U.S. Almost 1 in 5 (18.2%) selected former President Trump. Sixteen percent of Filipinos believed that it is not important for the Filipinos interests whoever of the two wins. Meanwhile, incumbent Vice President Harris was preferred by 13.9%.

Figure 34. Views on the 2024 US President election



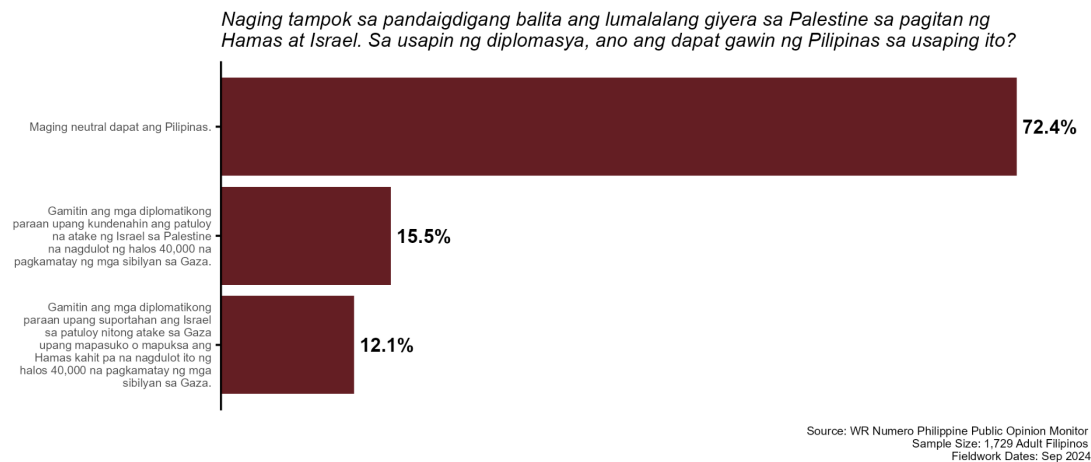
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Israel-Hamas Conflict in the Occupied Territories of Palestine

Filipinos were asked about their thoughts on the ongoing conflict between Israel and Hamas, the largest and bloodiest since Hamas was founded in 1987. Escalations since late 2023 have already led to the killing of more than 40,000 civilians by the Israeli forces in the Gaza strip of the Occupied Territories of Palestine.

When asked about what the Philippines should do in terms of diplomacy, most (72%) believe that the country should remain neutral. On the other hand, 16% said that the Philippines should diplomatically condemn the continued attacks in Gaza. Some 12% said that the country should diplomatically support Israel's persistent onslaught and expansionist campaign in the occupied strip to neutralize Hamas.

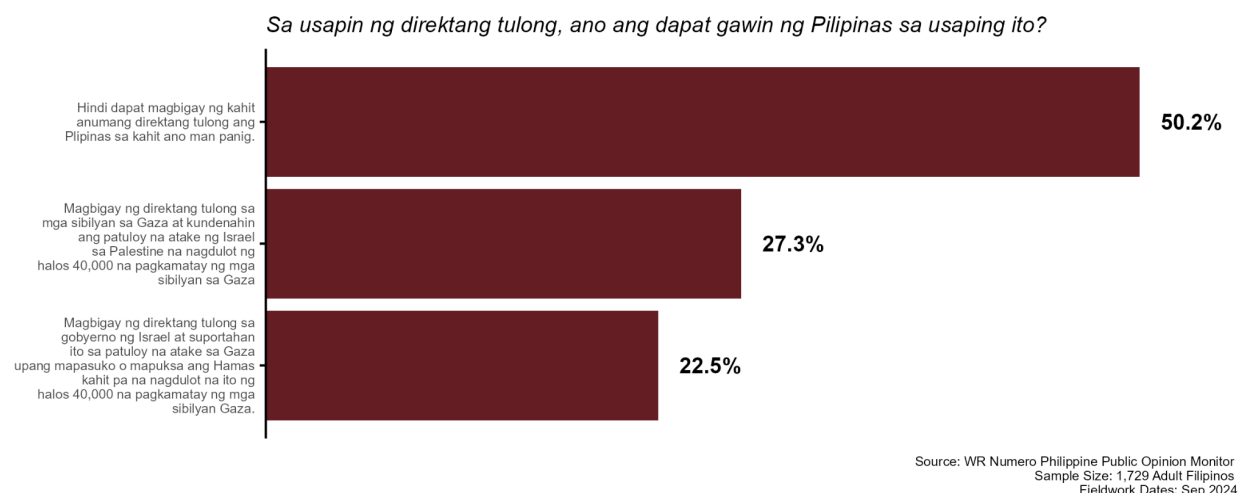
Figure 35. Views on the Israel-Hamas conflict in the occupied territories of Palestine



In terms of direct help, half (50%) of Filipinos expressed that the Philippines should not deliver any outright aid to both sides.

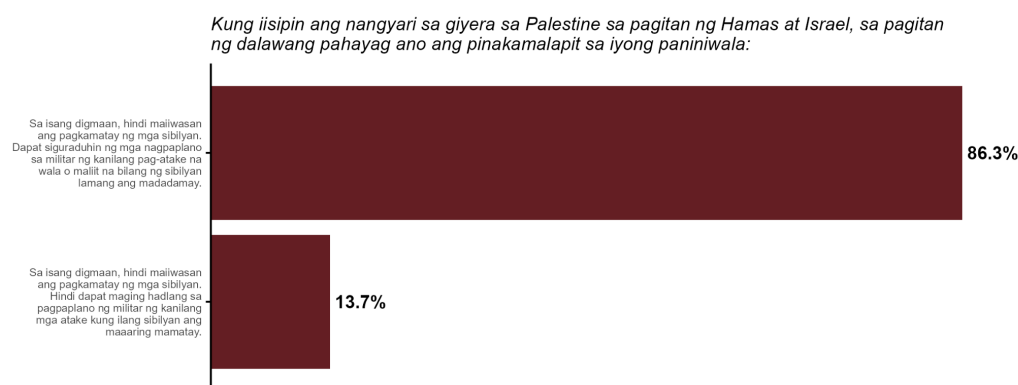
More than 1 in 4 (27%) believed that direct assistance should be extended to civilians in Gaza and Israel should be condemned for its continued military campaign and offensives in the Gaza strip. Some Filipinos (23%) said that the Philippines should directly help Israel's expansionist campaign in the besieged territories to neutralize Hamas despite Israel's killing of civilians.

Figure 36. Views on Philippines responses to the Israel-Hamas conflict



Most (86%) held the position that any military campaign, such as those seen in the Israel-Hamas conflict, should take into consideration the need to minimize the number of civilian casualties, regardless of the inevitability of such damages during an armed conflict. The remaining 14% believe that the potential number of civilian deaths, particularly when casualties are small, should not hinder any military objective.

Figure 37. Views on the protection of civilians in the armed conflict between Israel and Hamas



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

A more in-depth and detailed analysis of the survey findings as well as the complete data is available in The Opinion Monitor Pro Report. Pro Subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion. Read on to learn more about our **subscriber-exclusive data, analysis, and reports** and contact subscriptions@wrnumero.com to gain access.

Pre-Election Preferences for the 2025 and 2028 National Elections

Key Findings

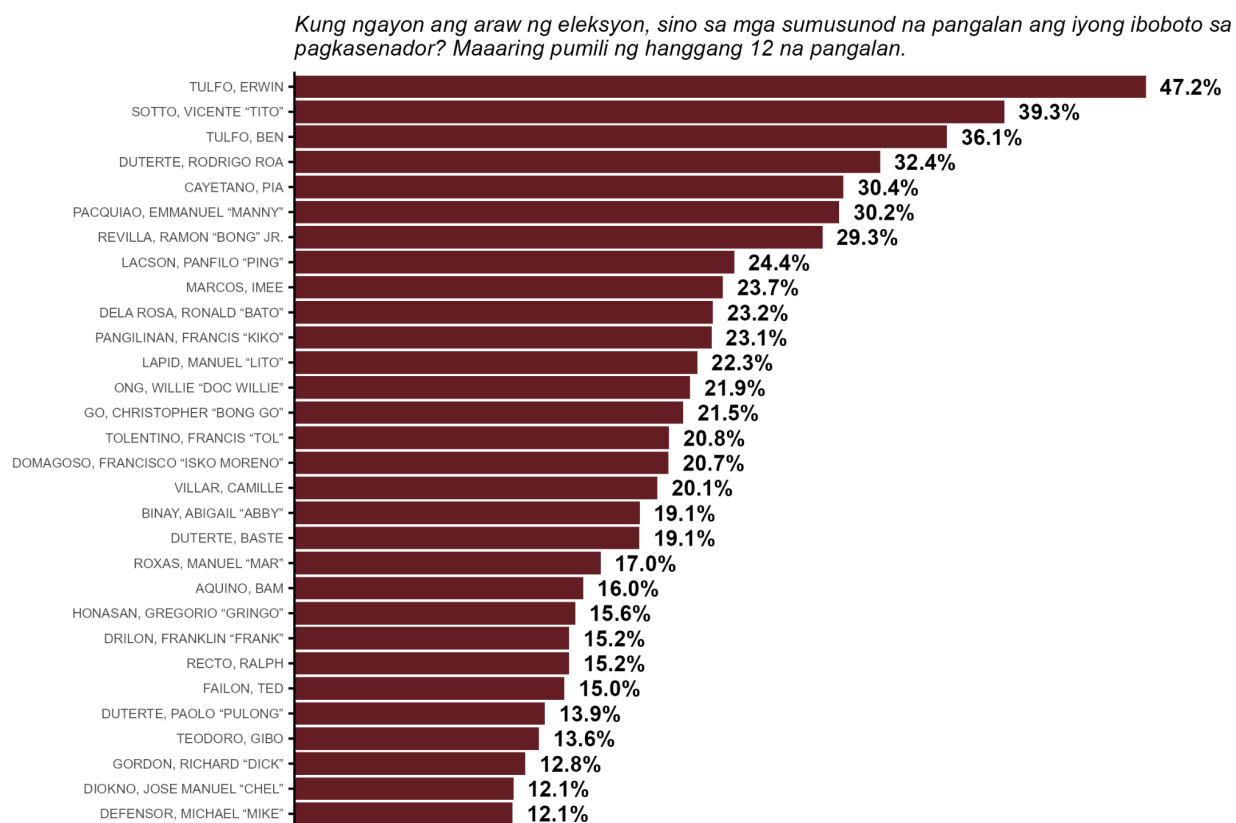
- Incumbent ACT-CIS Partylist Representative Erwin Tulfo leads the list of most preferred potential senate candidates for the 2025 midterm elections.
- When asked to name their top three (3) choices who they are sure they will vote for in the 2025 Senate elections, Erwin Tulfo led, followed by Rodrigo Duterte, with Ben Tulfo in third.
- When asked to name bets they are sure they will not be voting for in the coming elections, Filipinos overwhelmingly chose Pastor Apollo Quiboloy.
- Vice President Sara Duterte leads the list of most preferred possible bets in the 2028 presidential elections, followed by Raffy Tulfo. Most are unsure yet who to vote for vice president, but Senator Grace Poe tops the list among those who are decided.

The Opinion Monitor surveyed Filipinos about their preferred candidates among a roster of possible bets for the 2025 Senate election, and the 2028 President and Vice President elections.

They were also asked which candidates from a list of potential Senate contenders they are certain they will or will not vote for.

2025 Senate Elections

Figure 38. Pre-election Preferences - 2025 Senate elections



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

For the 2025 midterm polls, participants were asked to select their top 12 bets among a list of options that were given in a random order. Incumbent ACT-CIS Partylist Rep. Erwin Tulfo maintained the top spot in the survey, with almost half (47%) of Filipinos expressing intent to vote for him if the elections were held when the interview was conducted. This is consistent with his placement in the first quarter of 2024 of The Opinion Monitor, where 57% of Filipinos said they would vote for him.

Former senator Vicente "Tito" Sotto climbed one rank from the March 2024 poll, now enjoying his spot at the second rank at 39%. Ben Tulfo, who made his first appearance in The Opinion Monitor, placed third at 36%. Former Philippine president Rodrigo Duterte (32%) and incumbent Senator Pia Cayetano (30%) tied at fourth to fifth, while former senator Manny Pacquiao (30%) and Senator Ramon "Bong" Revilla Jr. (29%) secured fifth to seventh. Duterte slid down two ranks from the previous survey, Cayetano and Pacquiao by one, while Revilla maintained his placement.

Former senator Panfilo “Ping” Lacson (24%) landed at the eighth to 12th mark, ascending by two ranks from the previous survey. He is followed closely by Senator Imee Marcos (28%) at eight to 12th, three ranks down from March. Findings also show that Senator Ronald “Bato” Dela Rosa (23%) and former senator Francis “Kiko” Pangilinan (23%) tied at the eighth to 14th spot. Senator Manuel “Lito” Lapid (22%) managed to clinch the ninth to 16th rank, completing the potential bets in the Magic 12.

Trailing closely in joining the winning circle are Willie “Doc Willie” Ong (22%) who ranked ninth to 17th, and Senator Christopher “Bong Go” Go (22%) who placed 10th to 19th. They are followed by Senator Francis “Tol” Tolentino and former Manila mayor Francisco “Isko Moreno” Domagoso, tied at 12th to 19th rank with 21%.

Las Piñas District Representative Camille Villar and Davao City Mayor Sebastian “Baste” Duterte appeared for the first time and already contended near the winning circle, with the former at 13-19th rank with 20% and the latter at 15-19th with 19%.

Figure 39. Pre-election Preferences for the 2025 Senate elections: Comparative rankings from March 2024

Q: Kung ngayon ang araw ng eleksyon, sino sa mga sumusunod na pangalan ang iyong iboboto sa pagkasenador?

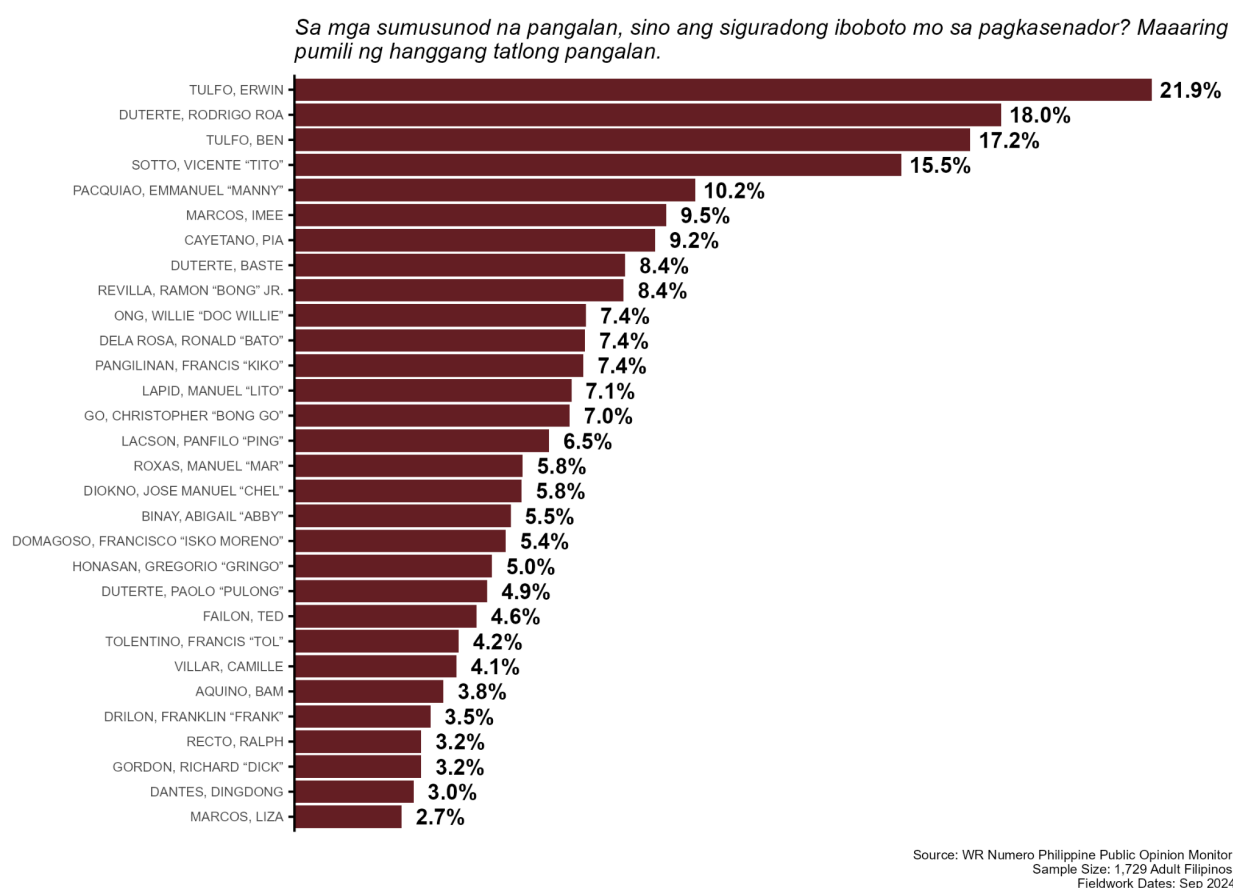
* +/- change from March 2024 Senate Pre-election Preferences



Source: WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 2)
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: 05 to 23 Sep 2024
Margin of Error (National): ±2%

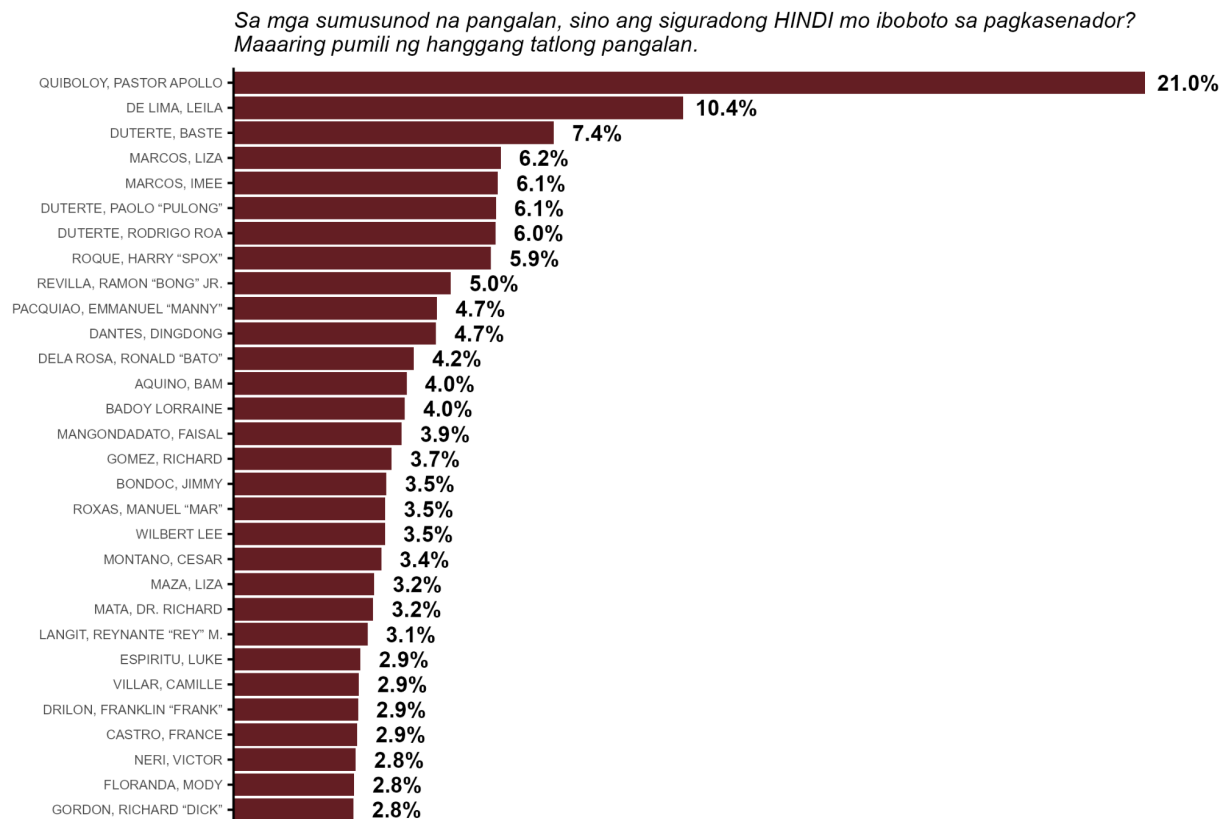
When asked to identify the three potential bets that they will certainly vote for in 2025, Erwin Tulfo maintained his lead, followed by Rodrigo Duterte at 22% and 18% respectively. Ben Tulfo ranked third at 17%, while Sotto landed at the fourth spot at 16%. Completing the top 12 candidates are Pacquiao (10%), Imee Marcos (10%), Cayetano (9%), Baste Duterte (8%), Revilla (8%), Ong (7%), Dela Rosa (7%), Pangilinan (7%), and Lapid (7%).

Figure 40. Pre-election Preferences - Will vote for sure in the 2025 senate elections



On the other hand, Pastor Apollo Quiboloy led the roster of possible bets the respondents were sure they would not vote for had the midterm polls commenced in September 2024. A total of 21% indicated they will not definitely vote for Quiboloy, followed by former senator Leila de Lima at 10%. She is then followed by Davao City mayor Baste Duterte (7%) and First Lady Liza Marcos (6%).

Figure 41. Pre-election Preferences - Will NOT vote for sure in the 2025 senate elections



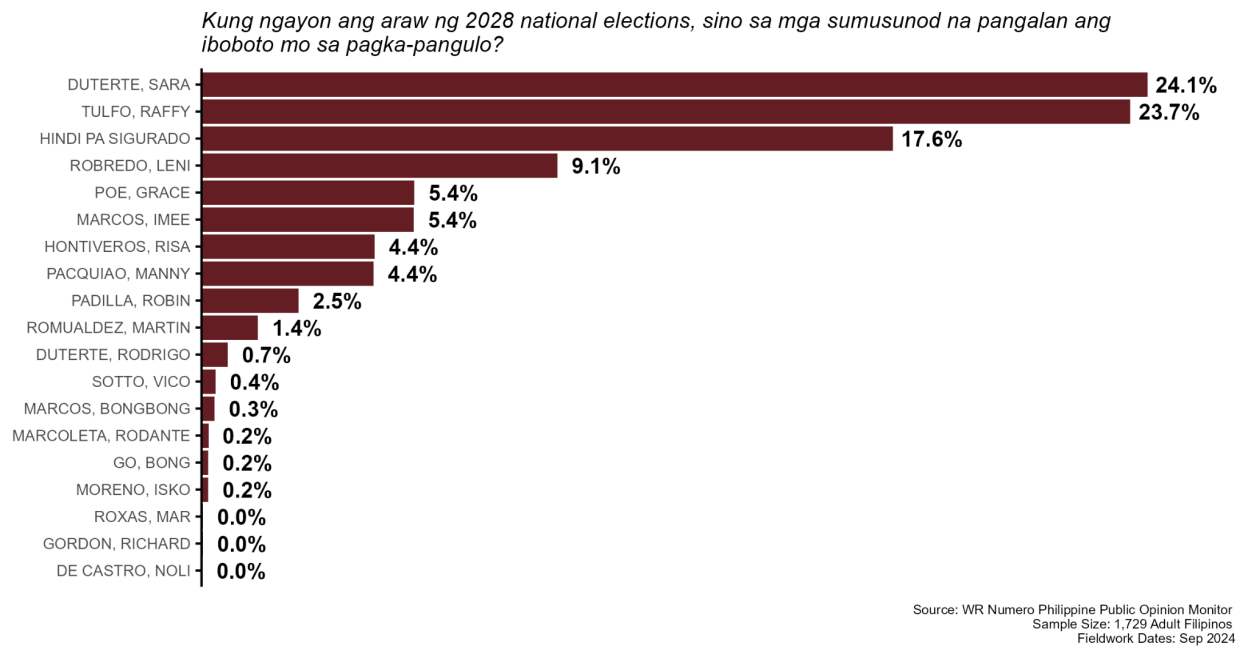
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

2028 President and Vice President Elections

For the 2028 national elections, Vice President Sara Duterte was identified as the top candidate among a list of potential bets that Filipinos were asked to select from as the one they will vote for if the elections were to be held at the day of the interview. She was preferred by 24%, a few percentage points drop from her 29% preference in March 2024. She is still followed by Senator Raffy Tulfo who gained ground and narrowed the gap at 23.7%.

The preference of about 29% of Filipinos were split among five possible candidates: former vice president Leni Robredo (9%), Senator Grace Poe (5%), Senator Imee Marcos (5%), Senator Risa Hontivers (4%), and former senator Manny Pacquiao (4%). Meanwhile, 18% are still unsure of their preference.

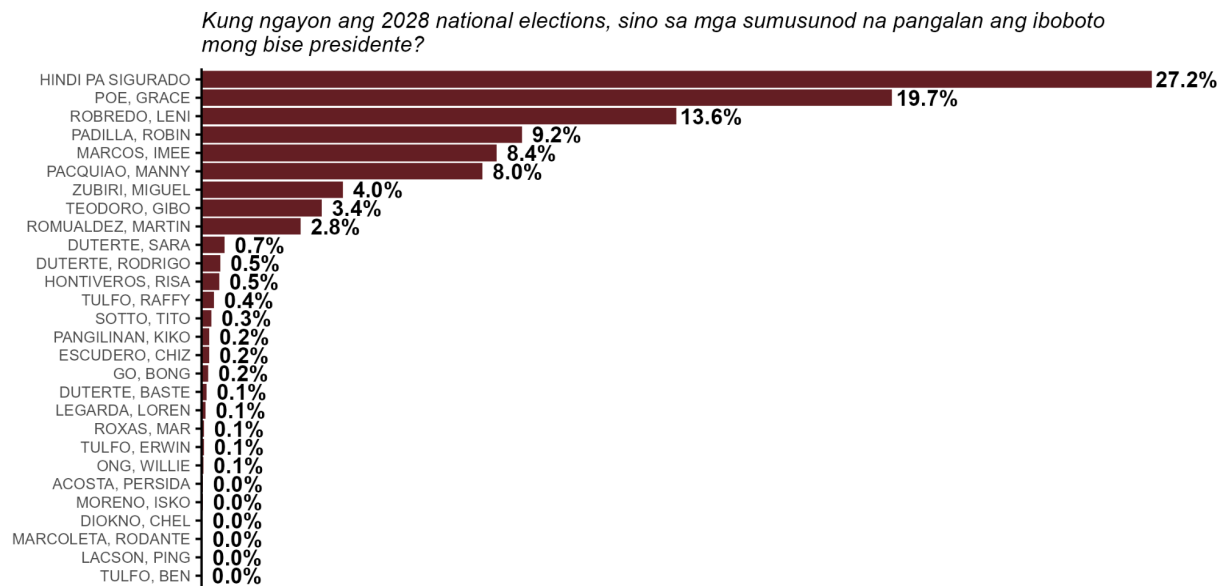
Figure 42. Pre-election Preferences - 2028 President Elections



When asked to identify who they will vote for among a roster of potential bets for the 2028 vice presidential race, 27% said they were still not sure, 2 percentage points higher than the previous Opinion Monitor. Poe followed at 20%. Robredo trailed after Poe at 14%, climbing by two ranks and four percentage points from the survey in the first quarter of 2024.

The preference of nearly 32% of Filipinos were split among the following: Senator Robin Padilla (9%), Imee Marcos (8%), Pacquiao (8%), Senator Miguel Zubiri (4%), Defense Secretary Gibo Teodoro (3%), and House Speaker Martin Romualdez (3%).

Figure 43. Pre-election Preferences - 2028 Vice President Elections



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

A more in-depth and detailed analysis of the survey findings as well as the complete data is available in The Opinion Monitor Pro Report. Pro Subscribers can take advantage of the complete demographic breakdown of data that makes The Opinion Monitor innovative, rich, and powerful—from the socio-economic drivers of vote choices to the partisan underpinnings of current public opinion. Read on to learn more about our **subscriber-exclusive data, analysis, and reports** and contact subscriptions@wrnumero.com to gain access.

Demographic Profile of Survey Respondents

Figure 44. Demographic profile of survey respondents: *sex*



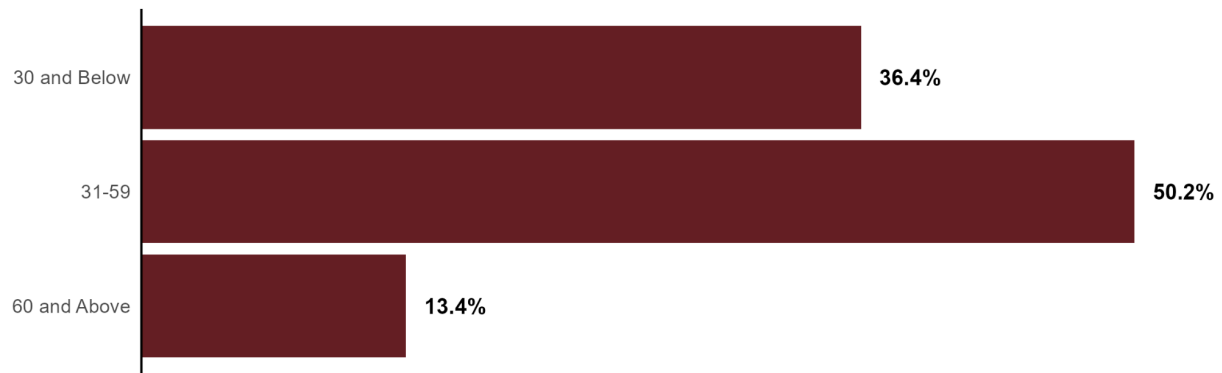
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 45. Demographic profile of survey respondents: *gender*



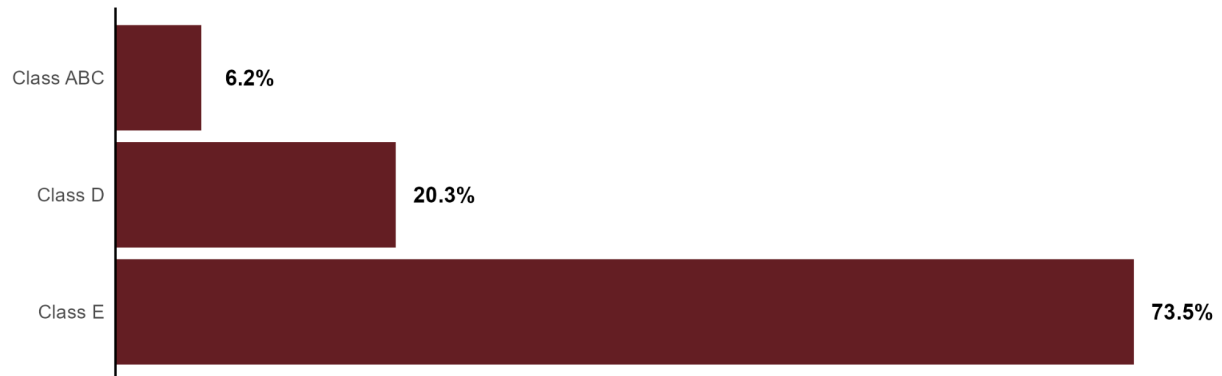
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 46. Demographic profile of survey respondents: *age group*



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 47. Demographic profile of survey respondents: *income class*



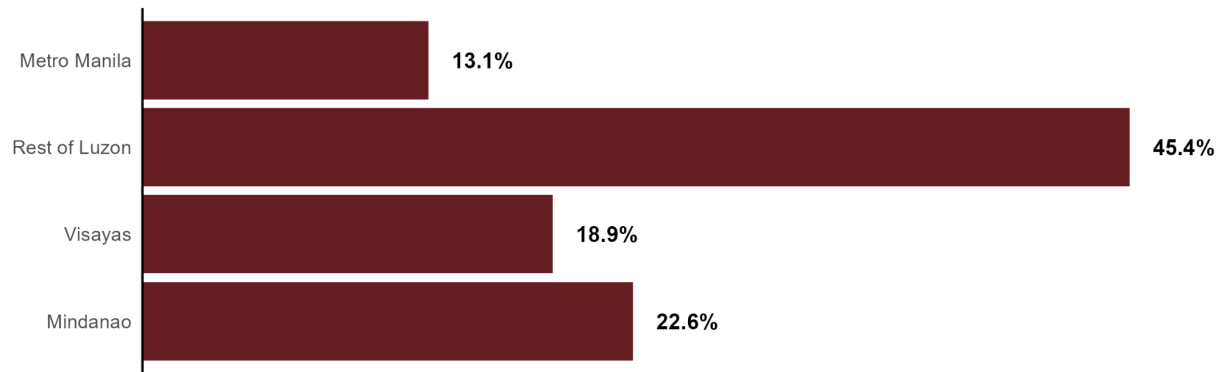
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 48. Demographic profile of survey respondents: *OFW remittances-receiving households*



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 49. Demographic profile of survey respondents: *area*



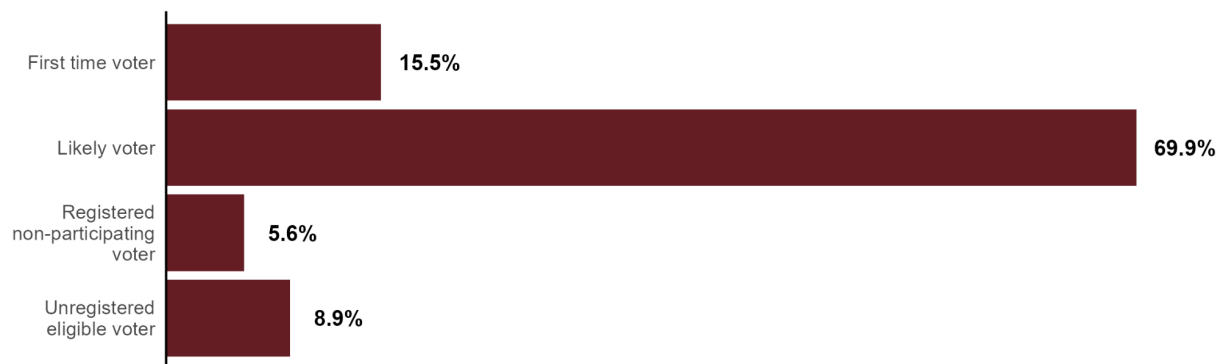
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 50. Demographic profile of survey respondents: *rural-urban*



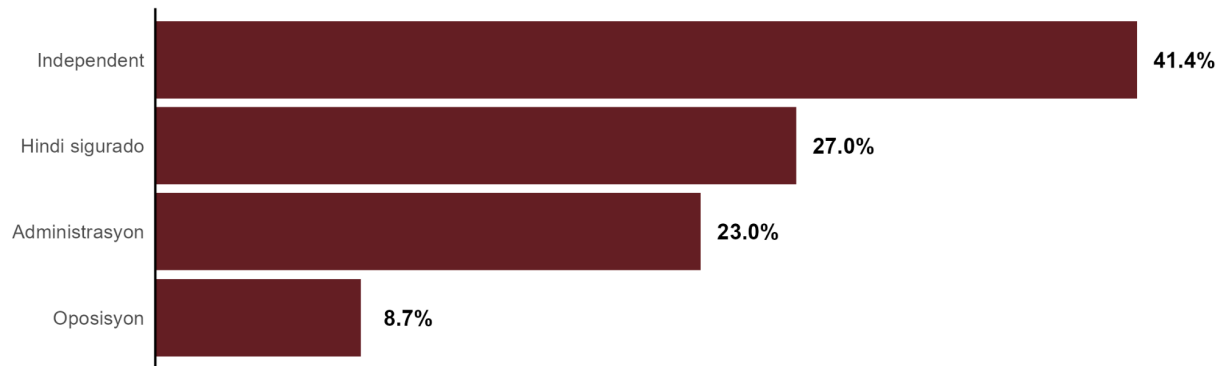
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 51. Demographic profile of survey respondents: *voter type*



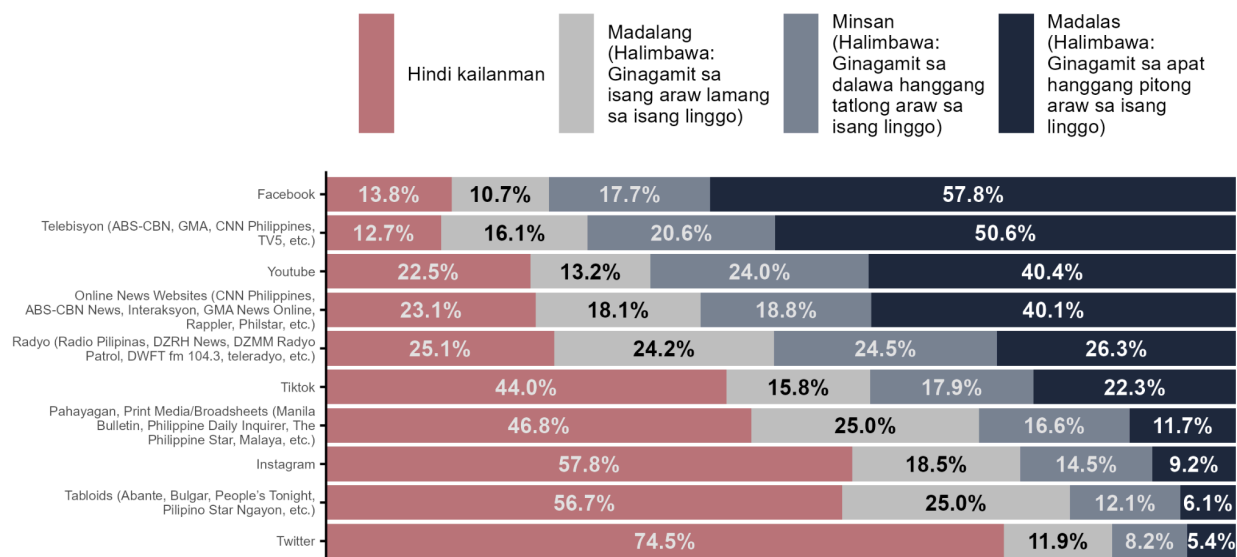
Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 52. Demographic profile of survey respondents: *self-identified partisanship*



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Figure 53. Demographic profile of survey respondents: *media use*



Source: WR Numero Philippine Public Opinion Monitor
Sample Size: 1,729 Adult Filipinos
Fieldwork Dates: Sep 2024

Methodology

This section of the report describes the survey methodology for the WR Numero Philippine Public Opinion Monitor Volume II, Issue 2. 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 1,729 Filipinos ages 18 and older across the Philippines. 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 $\pm 2.36\%$ error margin at the 95% confidence level. The margin of error of the survey results at the subnational level is at $\pm 6.08\%$ for the National Capital Region, $\pm 4.67\%$ for North and Central Luzon, $\pm 4.92\%$ for South Luzon, $\pm 5.67\%$ for Visayas, and $\pm 5.36\%$ 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 237, North and Central Luzon is 396, South Luzon is 421, Visayas is 340, and Mindanao is 406.

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	26	237
North and Central Luzon	4	21	44	396
South Luzon	3	21	47	421
Visayas	3	21	38	340
Mindanao	6	21	45	406
Total	17	100	200	1800

For the National Capital Region

Stage 1: Selection of sample spots (barangays)

In the first stage for NCR, the 26 allocated sample spots (barangays) were distributed among the 16 cities and municipalities in such a way that each city/municipality was assigned a number of barangays that is roughly proportional to its population size. Each city/municipality must have at least one sample barangay. Barangays were then randomly selected without replacement from within each city/municipality. An additional provision is that the municipality of Pateros and the city of Taguig were combined and treated as one city/municipality in this survey.

Stage 2: Selection of sample households

In the second stage for NCR, systematic sampling was used to draw nine 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 18 years and older in each selected sample household. In selecting an eligible respondent, the CAPI software was programmed to pre-determine the sex of the eligible respondent in such a way that 50% of the sample barangays will require a male-female alternating scheme while the other 50% of the sample barangays will require a reverse female-male alternating scheme in selecting the eligible respondent. If there are more

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

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

For the rest of the Philippines

Stage 1: Selection of sample cities/municipalities

For the first stage, all administrative regions in the Philippines outside of NCR were included in the survey and were clustered as follows:

North and Central Luzon

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

South Luzon

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

Visayas

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

Mindanao

- Bangsamoro Autonomous Region of Muslim Mindanao (BARMM)
- Region IX - Zamboanga Peninsula
- Region X - Northern Mindanao

- Region XI - Davao
- Region XII - SOCCSKSARGEN
- Region XIII - CARAGA

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 174 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. An additional provision was that sample spots (barangays) that are small remote islands, considered Geographically Isolated and Disadvantaged Area (GIDA), predominantly military areas, or armed conflict-affected areas were selected, the next sample spot on the randomized list is selected.

Stage 3: Selection of sample households

In the third stage, systematic sampling was used to draw 9 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, a starting point was selected at random. 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.

In 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 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 18 years and older in each selected sample household. In selecting an eligible respondent, the CAPI software was programmed to pre-determine the sex of the eligible respondent in such a way that 50% of the sample barangays will require a male-female alternating scheme while the other 50% of the sample barangays will require a reverse female-male alternating scheme in selecting the eligible respondent. If there are more than one eligible respondent, the eligible household member whose birthday is closest to the date of birth of the interviewer is selected as the probability respondent.

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

Questionnaire

The questionnaire fielded during the survey was solely designed, tested, and programmed by WR Numero staff. A series of workshops among WR Numero staff were conducted to produce the questionnaire. The original questionnaire was prepared in Filipino and was translated in Bisaya, Ilocano, Maranao, Maguindanao, and Tausug. These translations were prepared by experts and were assessed by a team of native speakers. The questionnaires were programmed into the Computer Assisted Personal Interview (CAPI) device and can neither be amended nor revised by any of the interviewers.

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

Interviews

The mode of interview for the survey is computer-assisted interviewing (CAPI). The interviews were administered face-to-face using internet-capable devices like digital tablets or mobile phones. All interviews were conducted between 05 September to 23 September 2024. The interviews were conducted in Filipino, Bisaya, Ilocano, Maguindanao, Maranao, Tausug, or a combination of these. Filipino citizens regardless of voter registration status were interviewed but no proof of citizenship was requested. 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 but all have some forms of college education. They are generally multilingual in English, Filipino, and in another regional language.

Interviewers conducted fieldwork in areas where they speak the majority language. Most of the interviewers have significant experience in field research. All interviewers also completed at least four day-long training sessions on survey methodology, sampling, field research, the survey questionnaire, and on the use of the CAPI device. Interviewers followed a fieldwork plan and their work was supervised daily.

Data Quality

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

Weighting

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

Basic Sampling Weight Calculation

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

A. City/Municipality Selection Weight

The city/municipality selection weight is given by the formula

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

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

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

B. Barangay Selection Weight

The barangay selection weight is given by the formula

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

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

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

C. Household Selection Weight

The household selection weight is given by the formula

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

where $P_{\text{hhold},i}$ is the **probability of selecting household i within the respective barangay**. Since 6 households are systematically selected from each barangay, and assuming an equal interval selection process,

$$P_{\text{hhold},i} = \frac{6}{\text{Total no. of households in barangay}}$$

D. Respondent Selection Weight

The respondent selection weight is given by

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

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

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

Combining the Basic Weights

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

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

Non-Response Adjustment

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

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

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

Combining adjustment factors

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

Post-Stratification Adjustment

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

Final Weight Calculation

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

Dispositions and response rates

Table 3. Dispositions and response rates

	AAPOR code	Total
Completed interviews	I	1,729
Partial interviews	P	0
Refusals and break off	R	483
Non-contact	NC	266
Dropped Responses	-	111
Unknown household	UH	0
Unknown other	UO	0
Other	0	
Total sample used	-	2,323
Response rate	$I/((I+P)+(R+NC+O)+(UH+UO))$	70%
Cooperation rate	$I/((I+P)+R+O)$	78%
Refusal rate	$R/((I+P)+(R+NC+O)+(UH+UO))$	19%
Contact rate	$((I+P)+R+O)/((I+P)+(R+NC+O)+(UH+UO))$	89%

Scientific integrity

This independent, non-partisan, and scientific survey was carried out with exclusive funding from WR Numero Research, Inc.. No individual or organization has commissioned survey questions for the WR Numero Philippine Public Opinion Monitor. The survey remains an independent, non-partisan, and scientific research project by WR Numero.

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

Definition of Terms

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

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

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.

Gender - We asked respondents to identify their gender based on the following options: Straight, Gay ("*bakla*"), Lesbian, Bisexual, Queer, Others, Refused to Answer. Using the answers, we have categorized the respondents according to three gender groups: Heterosexual, LGBTQIA+, and Refused to Answer

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.

Voter Type - We asked respondents how they have participated, or otherwise, in the last local and national elections. Those who say that they have voted in the immediate past local and national elections and say that they will continue to vote are categorized as Likely Voters. Respondents who expressed that they have voted for the first time in the immediate past local and national elections are categorized as First Time Voters. Those who say that they have failed to vote in the immediate past local and national elections despite being registered voters were categorized as Non-Participating Eligible Voters. And the respondents who expressed that they are not registered voters despite being eligible were categorized as Unregistered Eligible Voters.

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.

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Exclusive live briefing	-	Four live events in a year

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

The Opinion Monitor is trusted by leaders in development, industry, government, politics, academia, and civil society to understand socio-political trends affecting Filipinos. Every three months, we survey 1,800 nationally representative adults on key national issues. Since our 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.

The next survey fieldwork will be conducted in NOVEMBER 2024. Email us now at partnerships@wrnumero.com to learn more about how we can include your preferred questions in our next survey.

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

For a sponsorship fee of **PHP 60,000.00** per survey question, you will get the following:

- Dedicated team of experts to provide bespoke advice on survey design, questions, objectives, and other methodological concerns
- Topline report with summary of findings by key demographic groups
- Tabulated comprehensive data (or cleaned and processed raw data)
- Comprehensive methodological and technical report
- In-depth discussion of results

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

Research Team

PROJECT LEADS



CLEVE V. ARGUELLES, MA
Project Director
President and CEO, WR Numero



JOSHUA ANGELO E. BATA, MSc
Project Co-Director
Head of Methodology
Fellow and Head of Research, WR Numero



CID RYAN P. MANALO
Lead for Data Management
Senior Researcher, WR Numero



PAULA PATRICE HAMOY, MA
Lead for Field Operations
Senior Research Associate, WR Numero



SABRINA CARLOS
Lead for Project Management
Senior Research Associate, WR Numero



JEZRYL XAVIER GENECERA
Lead for Communication and Engagement
Research Associate, WR Numero



ALJON PATRICK ACUPAN
Lead for Business Development
WR Numero



FIL GARCIANO
Lead for Strategic Partnerships
WR Numero

PROJECT TEAM

METHODOLOGY TEAM

Nathaniel Noya
AJ Montesa
John Carlos Dayag
Kristan Jonas Banaag

FIELD OPERATIONS TEAM

Carmela Adelantar
Sitti Nasser Amani
Prince Harvey Arellano
Beatriz Bato, MA
James Stephen Balbuena

DATA MANAGEMENT TEAM

Rafael Lawrence Santos
Mirrasol Beloy
Karylle Castro
Mary Chelsea Mejillano
Daniela Marie Dagotdot
Elan Samuel Lunas

COMMUNICATION & ENGAGEMENT TEAM

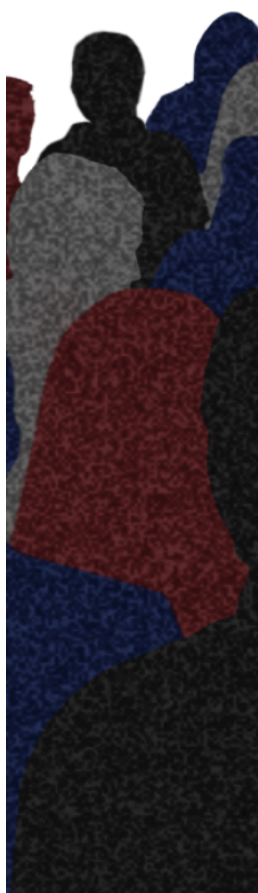
Petronilo Figueroa III
John Carlos Ilagan
Sean Marcus Ingalla
Euge Ivan Malsada
Alexandra Pauline Culla

BUSINESS DEVELOPMENT TEAM

Pio Francisco Ramirez

PROJECT MANAGEMENT TEAM

Andre Vhon Que



FIELD RESEARCHERS

Abinadab Hailanie
Aileen Bonjoc
Al-Jabber Mohammad
Lahab
Aljay Pletado
Almira Tuiza
Angelo Gabral
Angelo Labrador
Apple Joy Hechanova
Armeiza Pajarillo
Benjanstill Uy
Bergil Canono
Bhernie Rivera
Bianca Villareal
Casquejo John Jay
Catherine Ipio
Cecilia Salazar
Christian Jade Bongalon
Crestal Galula
Cyra Jaye Cusit
Emilya Cabangunay
Ensira Dangco Ditucalan
Fernaizah Alfad Unok
Floreza Ronda

Hamdanie Lomabao
Hanzel Mae Balsamo
Ishi Desiree Aguirre
Jamaila Olleta
Parayaoan
Janica Ivy Anacta
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Jherry Maruhom
Madcasim
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Lorena Leonor
Ma. Cristina Acla
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Maria Kristine Lopez
Maureen Abalos Santos
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Ryan Sherwin Cuevas
Salvacion Laudit
Sersahid Sadjail
Sohaila Pamaloy
Dipatuan
Yasser Ladtudan



WR Numero Executive Team

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.

JOSHUA ANGELO E. BATA, MSc

Fellow and Head of Research

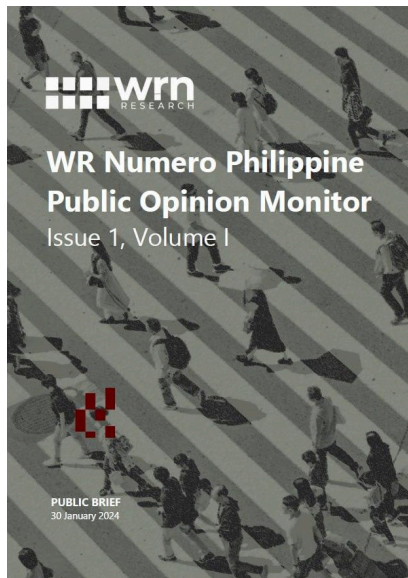


Joshua Angelo E. Bata is a peace, security, and development researcher. He has led commissioned research projects for local and international development organizations on children's rights, vulnerable and disadvantaged populations, youth participation, and unpaid work. Aside from heading the research department of WR Numero, his research agenda focuses on understanding the interlinkages between the tools of violence and security challenges in a world of polycrisis. His recent project has delved into the use of weapons data in analyses frameworks employed when taking measures in preventing or mitigating the effects of armed conflicts. He also looked at the patterns of use of uncrewed aerial systems or drones by non-state armed groups in select states and regions.

Josh is trained in international development economics and has worked with the Department of Agrarian Reform, the Philippine National Volunteer Service Coordinating Agency, and the Philippine Information Agency for the Task Force Bangon Marawi. He was also a lecturer at Kalayaan College in Quezon City. He is a researcher at the Conventional Arms and Ammunition Programme of the United Nations Institute for Disarmament Research that seeks multilateral solutions to global security challenges through arms control measures. He was based in Geneva, Switzerland before being stationed in Manila, Philippines in 2023.

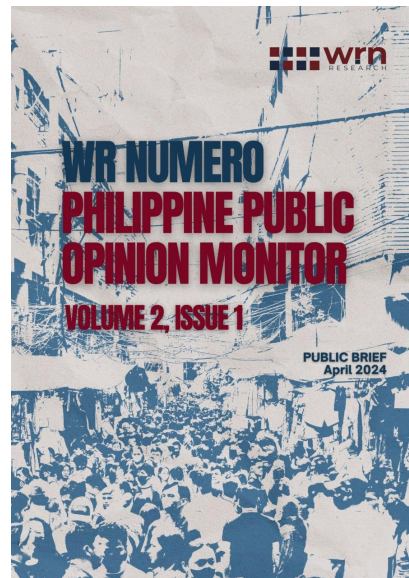
Josh obtained his BA in Development Studies from the University of the Philippines Manila graduating cum laude. He also studied at the University of Tokyo with a scholarship from the Japan Student Services Organization. With a grant from Erasmus, he obtained his Master of Science in International Development from Palácky University Olomouc in Czechia, Université Clermont Auvergne in France, and Università di Pavia in Italy.

Previous Issues



WR Numero Philippine Public Opinion Monitor (Volume 1, Issue 1)

Public Brief
30 January 2024



WR Numero Philippine Public Opinion Monitor (Volume 2, Issue 1)

Public Brief
24 April 2024



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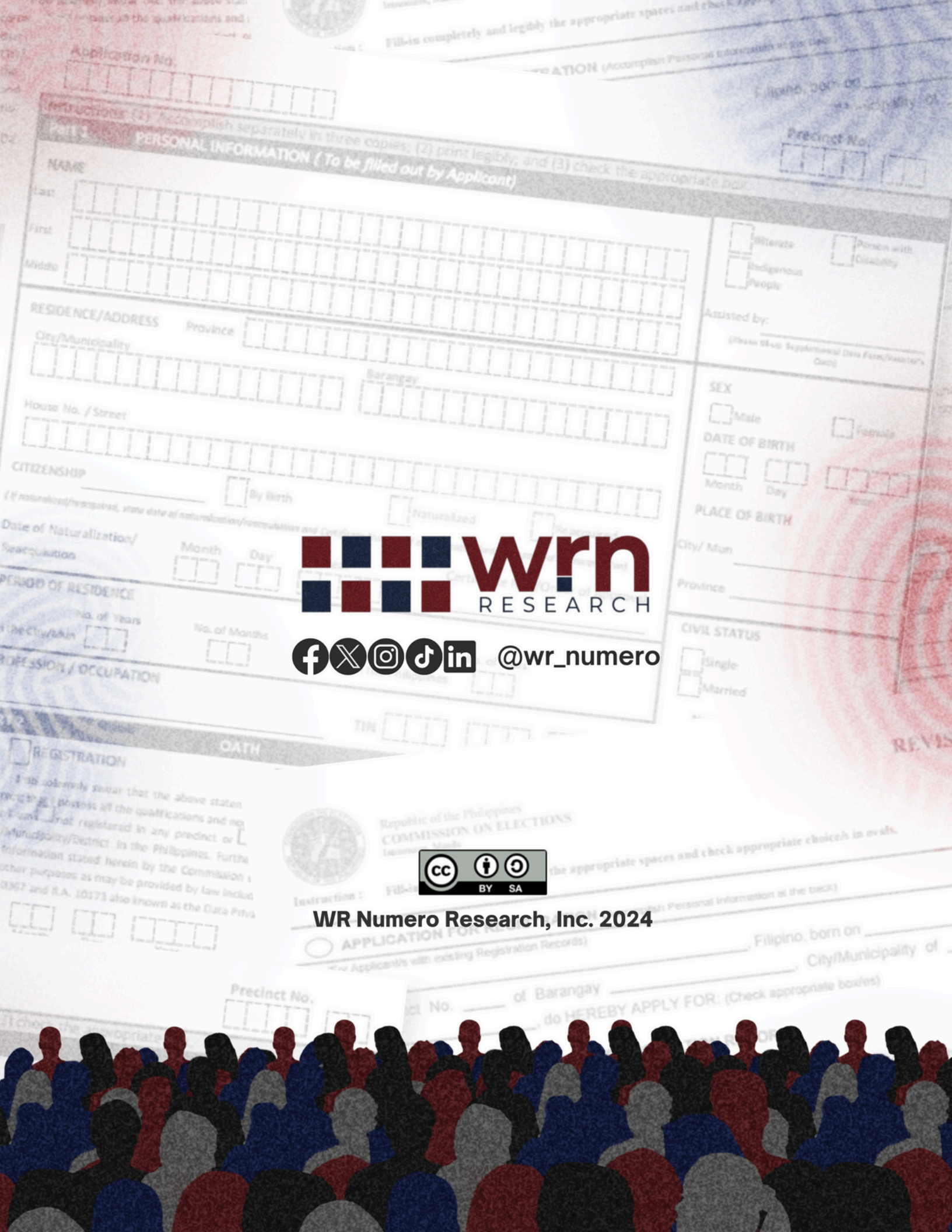
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