

## PAHAYAG 2025 THIRD QUARTER

Executive Summary

9 October 2025

PAHAYAG is a *Corporate Social Responsibility* of PUBLiCUS Asia Inc. that runs on a quarterly basis. It is **an independent and non-commissioned survey**.

PAHAYAG 2025 Third Quarter or PQ3-2025 survey period was from **September 27-30, 2025**. It is a nationwide purposive sampling survey comprised of 1,500 respondents randomly drawn from the market research panel of registered Filipino voters maintained by the Singapore office of **PureSpectrum**, a US-based panel marketplace with a multinational presence.

Seven (7) modules are tracked quarterly, these were: State of Country, National, and Household Economic Outlook; National Issues; Macro and Micro Issues; Scorecard for National Leaders and Institutions (Approval and Trust Ratings); Emotional Quotient of Incumbent Leaders; Performances of Elected Officials in 2022 and Media Consumption Habits.

This quarter also includes an additional module covering other relevant issues, such as the change in leadership of the 20th Congress, the investigation of flood control projects, matters concerning budget transparency, and the September 21 rally addressing alleged anomalies in flood control projects, among others.

### On State of Country, National and Household Economic Outlook

Following a brief recovery in the preceding quarter, positive perceptions regarding the nation's current status, trajectory, and economic and financial outlook have uniformly decreased.

The country's present state is now considered strong by 27% of the population (a decline from 30% in Q2) and weak by 45% (an increase from 35%). Concerning the nation's direction, 33% believe it is progressing favorably, a reduction from 40% in Q2. Prospectively, 34% anticipate an improvement in economic conditions for the forthcoming quarter, while 50% expect an improvement in household economic situations. It is noteworthy that these declines were exclusively observed within the National Capital Region (NCR).

### On National Issues

Among the 24 national issues, 9 in 10 registered Filipino voters express strong support for key pro-people and accountability measures. These include: (1) higher train fare discounts for students, senior citizens, and persons with disabilities (PWDs); (2) lifestyle checks for all government officials; (3) the passage of the Konektadong Pinoy Act in Congress; (4) full implementation of PhilHealth's "No Balance Billing" policy and an expanded Konsulta package; (5) a total ban on online gambling; and (6) a public investigation into flood control projects.

Secondary issues, supported by 8 out of 10, mostly concern the investigation into anomalous DPWH flood control projects, the joint military drills in the West Philippine Sea with Australia and Canada, the inauguration of a new Forward Operating Base in Batanes, and the House of Representatives' probe into the alleged ₱8 billion budget insertion for the PNP's 2026 firearms procurement.

Third-level issues, backed by 7 in 10, include the House's call to investigate Villar-owned Primewater Infrastructure Corp., the ERC's revocation of the permit of Villar-owned SIPCOR, and the use of Dalian trains on MRT-3, nine years after their procurement. Slightly fewer respondents—6 in 10—support the Department of Agriculture's two-month suspension of rice and sugar importation and the proposal to lower the minimum age requirement for the President and Vice President.

Divided opinions (50-50) are observed on the impeachment complaint against Vice President Sara Duterte—which was declared unconstitutional by the Supreme Court and subsequently archived by the Senate—and the removal of PNP Chief Gen. Nicolas Torre III, replaced by Lt. Gen. Jose Melencio Nartatez Jr. as OIC Chief by President Marcos.

The least supported topics include the postponement of the Barangay and SK Elections to next year, with the proposal to extend the term to four years, and the unilateral imposition of tariffs on Philippine exports to the U.S., while select U.S. exports remain tariff-free.

### On Macro and Micro Issues

At the national level, inflation is regarded as the most pressing issue that President Marcos needs to address, as it directly impacts all Filipinos and their daily living costs. Secondary concerns include the rising government debt, labor market challenges—particularly underemployment—and disasters and climate risks that hamper economic growth and drive up prices of food and agricultural products.

At the household level, the impact of inflation is strongly felt through reduced purchasing power and a higher cost of living. While the employment rate has improved, income inequality, limited income growth, and underemployment remain persistent challenges. Moreover, delays and disruptions in government projects, along with climate-related events and global supply issues, continue to worsen economic pressures faced by Filipino families.

### On Scorecard for National Leaders and Institutions (Approval and Trust Ratings)

President Marcos and Vice President Sara Duterte maintain their approval and trust ratings from the previous quarter, while public dissatisfaction appears to have shifted toward officials allegedly linked to the controversy over anomalous DPWH flood control projects—notably Senate President Chiz Escudero and House Speaker Martin Romualdez.

Senate President Escudero recorded a decline in approval from 28% in Q1 to 19%, and in trust from 19% to 11%. Speaker Romualdez experienced the steepest drop, with approval falling from 15% to 7% and trust from 10% to 5%.

In contrast, President Marcos remains relatively stable, with 24% approval (slightly down from 25%) and 17% trust (down from 19%). Vice President Duterte likewise sustains her ratings, with 36% approval and 32% trust, virtually unchanged from the previous quarter.

Meanwhile, Chief Justice Alexander Gesmundo continues to see declining scores, with approval down to 16% (from 20%) and trust down to 11% (from 15%), possibly reflecting reactions from respondents critical of the Supreme Court's ruling on the Vice President's impeachment case.

Lastly, the increase in "no opinion" responses in CJ Gesmundo's ratings suggests growing disengagement or a sense of political irrelevance among a portion of respondents.

### On Emotional Quotient of Incumbent Leaders

Consistent perceptions of top officials remain, with their key personality traits largely unchanged. President Marcos (PBBM) is perceived as "concerned with his fellow Filipinos" by 22%. Vice President Sara Duterte is seen as "brave" by 44%. Senator Escudero is described as "eloquent" by 24%, a trait also attributed to Speaker Romualdez by 8%. Chief Justice Gesmundo is viewed as "upholding the law" by 13%.

### On Performances of Elected Officials in 2022

The overall performance of PBBM's administration declined to 27% from 31% last quarter, pulled down significantly in SL (29%).

Risa Hontiveros continues to be the most favored senator at 27%, further widening the gap from Raffy Tulfo (11%). Furthermore, senators implicated in the ongoing investigation into anomalous DPWH flood control projects have seen a sharp rise in unfavorability ratings, resulting in a significant negative gap in their favorability scores. These include Senators Chiz Escudero (-26%), Joel Villanueva (-29%), Mark Villar (-36%), and Jinggoy Estrada (-47%).

As expected, the Senate, House of Representatives, Supreme Court, and DPWH all recorded significant declines in approval and trust ratings this quarter, amid ongoing controversies surrounding anomalous flood control projects and the impeachment case against Vice President Sara Duterte.

Other agencies that also registered declines include the DOT, DENR, DOLE, DILG, COMELEC, DOF, DBM, and COA—possibly influenced by public concerns over weather-related disasters, underemployment, postponement of the Barangay and SK elections, budget allocations, and potential misuse of public funds.

### On Media Consumption Habits.

No changes in top sources of information on political news and current events – internet search (67%), Facebook/Meta (65%), and TV (62%) are still the platform kings.

Daily access to news is mostly through social media for 58% Filipino registered voters, while TV and streaming platforms are part of everyday life for 4 in 10 registered voters.

High and very high trust ratings for TV news outlets remain mostly stable quarter-on-quarter, with the sole gainer being Bilyonaryo News Channel, driven primarily by respondents from the NCR.

However, a resurgence in distrust is observed this quarter—most notably for TV5/Interaksyon, PTV4, Net25, UNTV, SMNI, Eagle News, and PRTV Prime Media.

Print and online news outlets remain largely stable, except for a decline in high and very high trust for the Philippine Daily Inquirer (PDI) and Summit Express. Meanwhile, increases in distrust are noted for the Philippine Star, Manila Times, BusinessWorld, BusinessMirror, and SunStar Philippines, with figures mostly reverting to Q1 levels.

DWPM 630 (formerly DZMM) continues to gain momentum, marking two consecutive quarters of increase in high and very high trust ratings, as more listeners become aware of the station.

In contrast, Bombo Radyo records a decline in trust alongside a rise in distrust, while DZRH, DZBB, and Radyo Pilipinas also see a significant drop in public confidence this quarter.

For more information on the survey methodology and detailed results, please visit [www.publicusasia.com/pahayag](http://www.publicusasia.com/pahayag).

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