

  
**PAHAYAG**  
FIRST QUARTER 2022

# Public Report on National Election Preferences

**SURVEY PERIOD**  
March 30 – April 6, 2022

Media Partner:

**The Manila Times<sup>®</sup>**

ISLAND REGION	BASE
PHILIPPINES	1,500
NATIONAL CAPITAL REGION	176
NORTH CENTRAL LUZON	329
SOUTH LUZON	344
VISAYAS	315
MINDANAO	336

**PAHAYAG 2022 First Quarter Survey** is an independent and non-commissioned poll conducted by PUBLICUS between **March 30, 2022 to April 6, 2022.**

It is a nationwide purposive sampling survey comprised of 1,500 respondents randomly drawn by the Singapore office of US-based firm **PureSpectrum** from its market research panel of over 200,000 Filipinos.

The final survey panel was restricted to registered voters. Parameters based on respondent age, gender, and location were also utilized in the sample formulation in order for the resulting sample to conform more closely to the features of the voting population, as defined by statistics from the COMELEC.

The sample margin of error is +/- 3%. The margin of error in NCR is ~7%, and 6% in other regional groupings.

**Note from PureSpectrum:** “PureSpectrum is a US-based panel marketplace with multinational presence. Samples provided by PureSpectrum are not affiliated with any bias or political party. All opinions voiced in the interpretation and analyses of the data are those of the writer and/or project sponsor.”



# DEMOGRAPHIC PROFILE

## AGE GROUP

	TOTAL	NCR	NCL	SL	VIS	MIN
<b>18 to 24</b>	<b>21.2</b>	<b>12.5</b>	<b>31.3</b>	<b>21.2</b>	<b>16.8</b>	<b>19.9</b>
25 to 29	19.3	21.6	21.3	16	21.3	17.9
30 to 39	23	22.2	23.1	22.7	23.5	23.2
40 to 49	20.4	13.6	14.3	18.9	24.8	27.4
50 to 59	11.2	17.6	8.2	13.7	10.5	8.9
60+	4.9	12.5	1.8	7.6	3.2	2.7

## RELIGION

	TOTAL	NCR	NCL	SL	VIS	MIN
<b>ROMAN CATHOLIC</b>	<b>75.5</b>	<b>77.3</b>	<b>69.3</b>	<b>80.5</b>	<b>83.2</b>	<b>68.5</b>
BORN AGAIN CHRISTIAN	10.7	11.4	12.2	9.3	8.3	12.8
IGLESIA NI CRISTO	4.1	3.4	7.3	4.1	1.9	3.6
ISLAM	2.7	1.1	2.1	1.2	1	7.1
OTHERS	5	4	7.3	2.6	4.4	6.2
NONE	1.9	2.8	1.8	2.3	1.3	1.8

## OFW IN FAMILY?

	TOTAL	NCR	NCL	SL	VIS	MIN
<b>No</b>	<b>57.3</b>	<b>55.7</b>	<b>56.5</b>	<b>55.2</b>	<b>56.2</b>	<b>62.2</b>
Yes	42.7	44.3	43.5	44.8	43.8	37.8

## HIGHEST EDUCATIONAL ATTAINMENT

	TOTAL	NCR	NCL	SL	VIS	MIN
NO FORMAL EDUCATION	0.2	0	0.3	0.3	0	0.3
SOME ELEMENTARY	0.2	0	0.3	0	0.3	0.3
ELEMENTARY GRADUATE	0.5	0	0.6	0.3	0.3	1.2
SOME HIGH SCHOOL	1.6	1.7	1.5	2.6	1.3	0.9
HIGH SCHOOL GRADUATE	10.3	6.2	12.2	10.8	9.5	11
VOCATIONAL	6	4	8.2	6.4	5.7	4.8
SOME COLLEGE	20.7	18.8	18.8	18.9	19.7	26.5
<b>COLLEGE GRADUATE</b>	<b>56</b>	<b>64.8</b>	<b>55.3</b>	<b>55.2</b>	<b>60.3</b>	<b>48.8</b>
BEYOND COLLEGE GRADUATE	4.4	4.5	2.7	5.5	2.9	6.2

## EDUC GROUP

	TOTAL	NCR	NCL	SL	VIS	MIN
UP TO VOCATIONAL	18.9	11.9	23.1	20.3	17.1	18.5
<b>AT LEAST SOME COLLEGE</b>	<b>81.1</b>	<b>88.1</b>	<b>76.9</b>	<b>79.7</b>	<b>82.9</b>	<b>81.5</b>

## INCOME LEVEL

	TOTAL	NCR	NCL	SL	VIS	MIN
POOR	8.4	2.8	8.2	8.4	8.6	11.3
LOW INCOME	16.8	12.5	17.6	16	17.1	18.8
<b>LOWER MIDDLE INCOME</b>	<b>27.1</b>	<b>22.7</b>	<b>29.5</b>	<b>31.1</b>	<b>24.8</b>	<b>25.3</b>
<b>MIDDLE INCOME</b>	<b>25.3</b>	<b>31.2</b>	<b>25.8</b>	<b>23.3</b>	<b>23.2</b>	<b>25.6</b>
UPPER MIDDLE INCOME	12.9	21	7.6	14	15.2	10.4
UPPER INCOME	4.5	6.2	4.9	3.8	5.4	3
RICH	3.9	3.4	4.6	2.9	4.8	3.9
DOES NOT KNOW	0.7	0	0.3	0.6	0.6	1.8
REFUSED TO ANSWER	0.4	0	1.5	0	0.3	0

## INCOME GROUP

	TOTAL	NCR	NCL	SL	VIS	MIN
ABC	46.5	61.9	42.9	43.9	48.6	42.9
<b>D</b>	<b>43.9</b>	<b>35.2</b>	<b>47.1</b>	<b>47.1</b>	<b>41.9</b>	<b>44</b>
E	8.4	2.8	8.2	8.4	8.6	11.3

WHAT IS YOUR CURRENT WORK STATUS?

	TOTAL	NCR	NCL	SL	VIS	MIN
NOT WORKING, NO EXPERIENCE, NOT LOOKING FOR WORK	3.6	2.3	5.2	3.5	3.8	2.7
NOT WORKING, WITH EXPERIENCE, NOT LOOKING FOR WORK	5.1	6.8	5.2	5.2	4.8	4.5
NOT WORKING, NO EXPERIENCE, LOOKING FOR WORK	3.9	0.6	7.3	1.5	5.1	3.9
NOT WORKING, WITH EXPERIENCE, LOOKING FOR WORK	10.1	5.7	7.9	12.2	11.1	11.6
WORKING PART TIME, LOOKING FOR MORE WORK	12.9	13.1	15.8	11.6	10.5	13.7
WORKING PART TIME, NOT LOOKING FOR MORE WORK	8.5	7.4	7.6	10.2	10.2	6.8
<b>WORKING FULL TIME</b>	<b>55.7</b>	<b>64.2</b>	<b>51.1</b>	<b>55.8</b>	<b>54.6</b>	<b>56.8</b>

WORK GROUP

	TOTAL	NCR	NCL	SL	VIS	MIN
NOT LOOKING FOR WORK	8.7	9.1	10.3	8.7	8.6	7.1
LOOKING FOR WORK	14.1	6.2	15.2	13.7	16.2	15.5
<b>WORKING</b>	<b>77.2</b>	<b>84.7</b>	<b>74.5</b>	<b>77.6</b>	<b>75.2</b>	<b>77.4</b>

## VIEWES ON THE ADMINISTRATION

	TOTAL	NCR	NCL	SL	VIS	MIN
STRONGLY ANTI ADMINISTRATION	9.5	9.7	10.3	9.9	10.5	7.1
MILDLY ANTI ADMINISTRATION	10.2	16.5	10.6	14	8.6	4.2
NEITHER ANTI ADMINISTRATION NOR PRO ADMINISTRATION	25	34.7	28.6	26.2	21.6	18.5
MILDLY PRO ADMINISTRATION	21.9	19.9	23.7	23	22.5	19.6
<b>STRONGLY PRO ADMINISTRATION</b>	<b>33.4</b>	<b>19.3</b>	<b>26.7</b>	<b>27</b>	<b>36.8</b>	<b>50.6</b>

## VIEWES ON THE OPPOSITION

	TOTAL	NCR	NCL	SL	VIS	MIN
STRONGLY ANTI OPPOSITION	23.4	14.2	20.7	23.3	24.4	30.1
MILDLY ANTI OPPOSITION	19.5	16.5	23.7	17.2	19.7	19
<b>NEITHER ANTI ADMINISTRATION NOR PRO OPPOSITION</b>	<b>39</b>	<b>48.3</b>	<b>41.3</b>	<b>39.2</b>	<b>35.2</b>	<b>35.1</b>
MILDLY PRO OPPOSITION	12.3	13.1	10	12.5	14.9	11.3
STRONGLY PRO OPPOSITION	5.9	8	4.3	7.8	5.7	4.5

## OWNERSHIP OF SMARTPHONE

	TOTAL	NCR	NCL	SL	VIS	MIN
PREPAID NON-SMARTPHONE	8.9	7.4	10.6	8.7	8.3	8.9
<b>PREPAID SMARTPHONE</b>	<b>73.1</b>	<b>71.6</b>	<b>76</b>	<b>71.5</b>	<b>73.3</b>	<b>72.3</b>
POSTPAID NON-SMARTPHONE	1.1	1.7	0.6	1.2	1.3	0.9
POSTPAID SMARTPHONE	8.7	11.9	6.4	9.3	8.9	8.3
PREPAID AND POSTPAID, AT LEAST ONE SMARTPHONE	5.7	5.7	4.3	6.7	6.3	5.7
PREPAID AND POSTPAID, NO SMARTPHONES	0.9	0.6	0.6	0.6	0.6	1.8
DO NOT OWN BUT USE A NON-SMARTPHONE	0.2	0.6	0	0.3	0	0.3
DO NOT OWN BUT USE A SMARTPHONE	0.7	0.6	0	0.6	0.6	1.8
DO NOT OWN AND DO NOT USE	0.7	0	1.5	1.2	0.6	0

## INTERNET ACCESS AT HOME

	TOTAL	NCR	NCL	SL	VIS	MIN
NO	6	1.7	7.9	7.8	3.5	6.8
<b>YES</b>	<b>94</b>	<b>98.3</b>	<b>92.1</b>	<b>92.2</b>	<b>96.5</b>	<b>93.2</b>

## CABLE TELEVISION ACCESS AT HOME

	TOTAL	NCR	NCL	SL	VIS	MIN
NO	32	23.9	35.9	34.3	31.1	31
<b>YES</b>	<b>68</b>	<b>76.1</b>	<b>64.1</b>	<b>65.7</b>	<b>68.9</b>	<b>69</b>



## FACEBOOK

	TOTAL	NCR	NCL	SL	VIS	MIN
NEVER / I DO NOT USE THIS (FB)	1.9	1.1	1.8	1.7	1.6	3
AN HOUR OR LESS (FB)	14.8	17.6	14.6	14.2	14.3	14.6
1 TO 3 HOURS (FB)	21.6	21	21.6	23.3	17.1	24.4
3 TO 5 HOURS (FB)	20.3	21.6	17.9	22.4	20	19.9
<b>MORE THAN 5 HOURS (FB)</b>	<b>41.4</b>	<b>38.6</b>	<b>44.1</b>	<b>38.4</b>	<b>47</b>	<b>38.1</b>

## YOUTUBE

	TOTAL	NCR	NCL	SL	VIS	MIN
NEVER / I DO NOT USE THIS (YT)	1.3	0.6	1.2	1.2	1.6	1.8
AN HOUR OR LESS (YT)	14.4	15.3	14.6	13.4	13.3	15.8
1 TO 3 HOURS (YT)	28.9	18.8	26.4	35.8	29.2	29.2
3 TO 5 HOURS (YT)	22.9	23.3	26.7	20.9	24.1	19.6
<b>MORE THAN 5 HOURS (YT)</b>	<b>32.5</b>	<b>42</b>	<b>31</b>	<b>28.8</b>	<b>31.7</b>	<b>33.6</b>

## INSTAGRAM

	TOTAL	NCR	NCL	SL	VIS	MIN
NEVER / I DO NOT USE THIS (IN)	26.8	22.2	22.8	28.8	27.6	30.4
<b>AN HOUR OR LESS (IN)</b>	<b>30.9</b>	<b>32.4</b>	<b>33.4</b>	<b>30.8</b>	<b>28.6</b>	<b>30.1</b>
1 TO 3 HOURS (IN)	18.7	18.2	17.6	19.5	18.4	19.3
3 TO 5 HOURS (IN)	12.8	15.3	15.2	11	14.6	9.2
MORE THAN 5 HOURS (IN)	10.8	11.9	10.9	9.9	10.8	11

## TWITTER

	TOTAL	NCR	NCL	SL	VIS	MIN
<b>NEVER / I DO NOT USE THIS (TW)</b>	<b>36.8</b>	<b>31.2</b>	<b>35.9</b>	<b>36.6</b>	<b>40</b>	<b>37.8</b>
AN HOUR OR LESS (TW)	30.4	35.8	28.9	30.5	30.8	28.6
1 TO 3 HOURS (TW)	14.5	11.9	14	15.4	14.3	15.8
3 TO 5 HOURS (TW)	9.3	9.7	9.4	8.7	7.6	11.3
MORE THAN 5 HOURS (TW)	8.9	11.4	11.9	8.7	7.3	6.5

## TIKTOK

	TOTAL	NCR	NCL	SL	VIS	MIN
<b>NEVER / I DO NOT USE THIS (TK)</b>	<b>32.1</b>	<b>31.8</b>	<b>34.3</b>	<b>31.1</b>	<b>28.3</b>	<b>34.8</b>
AN HOUR OR LESS (TK)	22.5	26.7	18.8	22.7	24.4	21.7
1 TO 3 HOURS (TK)	17.3	15.9	16.1	20.1	17.8	15.8
3 TO 5 HOURS (TK)	12.4	7.4	13.1	12.5	15.2	11.6
MORE THAN 5 HOURS (TK)	15.7	18.2	17.6	13.7	14.3	16.1



**Q: Who among the following will get your vote for PRESIDENT?**  
(Comparative Over Time)

	2021		2022		
	Oct 11-18	Dec 6-10	Feb 11-16	Mar 9-14	Mar 30-Apr 6
<b>MARCOS, FERDINAND BONGBONG JR</b>	<b>49</b>	<b>52</b>	<b>52</b>	<b>55</b>	<b>56</b>
ROBREDO MARIA LEONOR LENI	21	20	22	21	23
UNDECIDED	9	8	9	8	5
DOMAGOSO, FRANCISCO ISKO MORENO	9	8	9	8	9
LACSON, PANFILO PING	3	3	3	4	4
PACQUIAO, EMMANUEL MANNY	3	2	3	2	2
NONE	2	1	1	0	1
ABELLA, ERNESTO ERNIE	1	1	1	1	1

**FERDINAND “BONGBONG” MARCOS JR. (BBM)** notched a 56% preference share in the PQ1 survey of PUBLiCUS. This is in line with his MARCH TRACKER preference share of 55%. Upon considering his numbers in the PQ4 survey conducted last DECEMBER, it can be inferred that his numbers have risen – albeit with a rather gentle slope.

**MARIA LEONOR “LENI” ROBREDO (LENI)** received a preference share of 23% in the PQ1 survey. This is her highest preference share throughout the election season. It is important to note that this figure remains consistent with her numbers extending all the way back to OCTOBER 2021.

Given the absence of notable movements in the numbers of the other candidates, it is possible that the nominal gains posted by the two leading candidates came from previously undecided members of the population.

**Q: Who among the following will get your vote for PRESIDENT?**  
(Geographical)

	TOTAL	NCR	NCL	SL	VIS	MIN
n=	1500	176	329	344	315	336
<b>MARCOS, FERDINAND BONGBONG JR</b>	<b>56</b>	<b>45</b>	<b>57</b>	<b>46</b>	<b>56</b>	<b>71</b>
ROBREDO, MARIA LEONOR LENI	23	35	21	31	21	12
DOMAGOSO, FRANCISCO ISKO MORENO	9	9	10	10	11	5
UNDECIDED	5	3	6	4	5	7
LACSON, PANFILO PING	4	5	3	6	3	2
PACQUIAO, EMMANUEL MANNY	2	2	2	1	3	2
ABELLA, ERNESTO ERNIE	1	1	1	1	0	1
NONE	1	0	0	1	0	1
DE GUZMAN, KA LEODY	0	1	0	0	0	0
GONZALES, NORBERTO	0	1	0	0	0	0
OTHERS	0	0	0	0	0	0

**BBM maintains massive leads (at least 30%) in NCL, VIS, and MIN. His lead is markedly narrower in SL. BBM and LENI are statistically tied in NCR, which has a relatively higher margin of error (~7%) due to its smaller sample size compared to the other regional groupings.**

**Q: Who among the following will get your vote for PRESIDENT?**  
*(Economic Class)*

	TOTAL	ABC	D	E
n=	1500	698	659	126
<b>MARCOS, FERDINAND BONGBONG JR</b>	<b>56</b>	<b>54</b>	<b>57</b>	<b>60</b>
ROBREDO, MARIA LEONOR LENI	23	24	23	16
DOMAGOSO, FRANCISCO ISKO MORENO	9	9	9	7
UNDECIDED	5	5	5	9
LACSON, PANFILO PING	4	4	3	3
PACQUIAO, EMMANUEL MANNY	2	2	1	3
ABELLA, ERNESTO ERNIE	1	1	1	1
NONE	1	0	1	1
DE GUZMAN, KA LEODY	0	0	0	1
GONZALES, NORBERTO	0	0	0	0
OTHERS	0	0	0	0

**BBM leads LENI in all economic classes. BBM performs especially well among those in CLASS E with a 60% in-group preference share.**



**Q: Who among the following will get your vote for VICE PRESIDENT?**  
(Comparative Over Time)

	2021		2022		
	Oct 11-18	Dec 6-10	Feb 11-16	Mar 9-14	Mar 30-Apr 6
<b>DUTERTE-CARPIO, SARA INDAY</b>	<b>NA</b>	<b>55</b>	<b>54</b>	<b>57</b>	<b>58</b>
PANGILINAN, FRANCIS KIKO	12	10	14	13	15
SOTTO, VICENTE III	17	11	9	10	11
ONG, WILLIE DOC WILLIE	19	11	13	11	9
UNDECIDED	17	10	9	8	6
ATIENZA, JOSE LITO	3	2	1	1	1
NONE	6	2	1	1	1
BELLO, WALDEN	NA	1	0	1	1

**“INDAY” SARA DUTERTE (SARA)** posted a preference share of 58% in the PQ1 survey. This is consistent with her MARCH TRACKER preference share but slightly higher than her DECEMBER and JANUARY readings.

**FRANCIS “KIKO” PANGILINAN (KIKO)** notched a preference share of 15% which represents a modest increase over his numbers in FEBRUARY and MARCH. **VICENTE “TITO” SOTTO (SOTTO)** is holding steady at 11% – enough to put him in a statistical tie for second place with KIKO.

**“DOC WILLIE” ONG (ONG)** continues his decline in MARCH but remains in a statistical tie with KIKO and SOTTO at 9%.



**Q: Who among the following will get your vote for VICE PRESIDENT?  
(Geographical)**

	TOTAL	NCR	NCL	SL	VIS	MIN
n=	1500	176	329	344	315	336
<b>DUTERTE-CARPIO, SARA INDAY</b>	<b>58</b>	<b>40</b>	<b>52</b>	<b>46</b>	<b>64</b>	<b>80</b>
PANGILINAN, FRANCIS KIKO	15	21	15	20	14	5
SOTTO, VICENTE III	11	16	13	16	6	5
ONG, WILLIE DOC WILLIE	9	13	11	12	9	2
UNDECIDED	6	5	7	4	5	7
ATIENZA, JOSE LITO	1	2	1	1	0	1
NONE	1	1	1	1	1	1
BELLO, WALDEN	1	2	0	1	0	0

**SARA dominates the field in MIN, VIS, and NCL – with a minimum in-group margin of 37%. KIKO pushes past the 20% mark in NCR and SL but still lags far behind SARA’s numbers in these regions.**



**Q: Who among the following will get your vote for VICE PRESIDENT?**  
(Economic Class)

	TOTAL	ABC	D	E
n=	1500	698	659	126
<b>DUTERTE-CARPIO, SARA INDAY</b>	<b>58</b>	<b>58</b>	<b>58</b>	<b>63</b>
PANGILINAN, FRANCIS KIKO	15	16	14	12
SOTTO, VICENTE III	11	10	12	8
ONG, WILLIE DOC WILLIE	9	9	9	9
UNDECIDED	6	6	5	6
ATIENZA, JOSE LITO	1	1	1	1
NONE	1	0	1	2
BELLO, WALDEN	1	1	1	0

*The numbers of SARA appear to be stable in CLASSES A, B, C and D. She appears to poll better in CLASS E with a 63% preference share.*



**Q: Who among the following will get your vote for SENATOR?**

	CANDIDATE	VOTE
1	ESCUDERO	49.4
2	CAYETANO	43.8
3	LEGARDA	43.3
4	GATCHALIAN	42
5	TULFO	39.1
6	VILLAR	35.9
7	HONTIVEROS	34.4
8	ZUBIRI	33.5
9	DIOKNO	30.5
10	TEODORO	27.1
11	VILLANUEVA	26.7
12	GORDON	26
13	GADON	25.7
14	PADILLA, R.	25.7
15	EJERCITO	24.7
16	BAUTISTA	24.1
17	ROQUE	23.8
18	PANELO	21.1
19	BINAY	20.9
20	HONASAN	19.3

*ESCUDERO, CAYETANO, LEGARDA, and GATCHALIAN remain on top with preference shares on or above 42%. TULFO, VILLAR, HONTIVEROS, ZUBIRI, and DIOKNO remain in the relatively safe zone with preference shares above the 30% mark. Similar to the MARCH reading, 11 names are competing for the remaining 3 slots.*

*Included in this Competitive Zone are TEODORO, VILLANUEVA, GORDON, GADON, PADILLA (ROBIN), EJERCITO, BAUTISTA, ROQUE, PANELO, BINAY, and HONASAN. Of these names, PANELO represents a point of interest given that he was polling below the 15% in previous surveys.*

**Q: Who among the following will get your vote for SENATOR?**

	CANDIDATE	VOTE
21	ELEAZAR	18.7
22	ESTRADA	17.5
23	MARCOLETA	17.4
24	COLMENARES	16.7
25	TRILLANES	14.7
26	DELIMA	14.5
27	BAGUILAT	12.8
28	BALITA	11.3
29	PINOL	9.9
30	BELLO	9.6
31	BELGICA	9.5
32	MARCOS	9.5
33	LACSON	9.3
34	ESPIRITU	8.5
35	DELROSARIO	6.4
36	SISON	5.6
37	ARRANZA	4.9
38	GUTO	4.9
39	MATULA	4.3
40	PIMENTEL	4.3
41	CHAVEZ	3.8
42	AFUANG	3.7
43	PADILLA, M.	3.5

	CANDIDATE	VOTE
44	ALBANI	3.3
45	BAILEN	3.3
46	CASTRICIONES	3.1
47	LABOG	2.8
48	BARBO	2.4
49	CABONEGRO	2.3
50	LANGIT	2.3
51	ORENO	2
52	DANGELO	1.9
53	DIAZ	1.8
54	KIRAM	1.8
55	ZUBIAGA	1.7
56	JAVELLANA	1.4
57	FALCONE	1.2
58	VALEROS	1
59	SAHIDULLA	0.9
60	LIM	0.8
61	MINDALANO	0.8
62	OLARTE	0.7
63	RICABLANCA	0.7
64	MALLILLIN	0.5



**THANK YOU!**