2028 Presidential Candidates

Survey Period: May 22-24, 2023

Methodology and Objectives

Quantitative: Online Survey via Tangere Mobile Application

Tangere leveraged its mobile application that is available on

GET IT ON Google Play   Download on the App Store   HUAWEI Download on AppGallery

The study surveyed n=2000 18 to 51+ year old with various civil status nationwide (both males and females) from ABCDE households, nationwide.

Tangere has its very own **bayanihan study** to gather insights regarding **2028 Presidential Election,** that decision makers may find useful, with the following objectives:

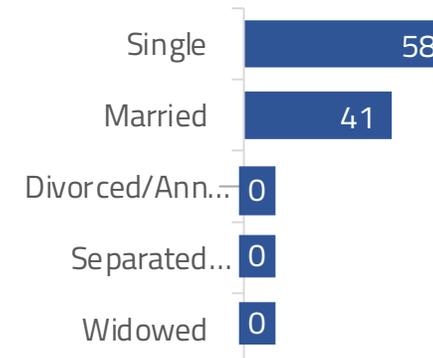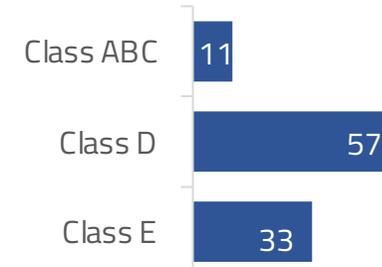- To know the presidential candidate preference of Filipinos
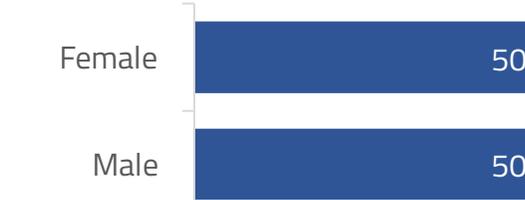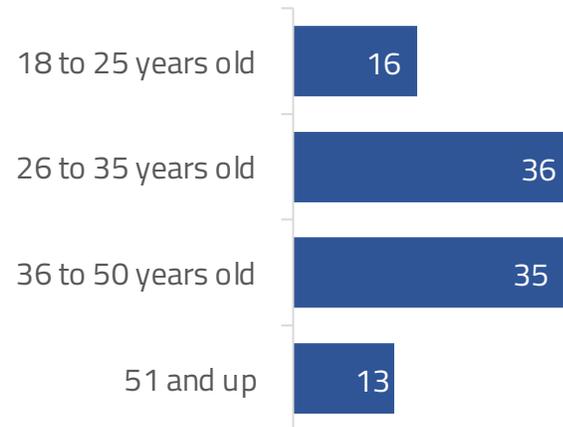
acquisition apps, inc.
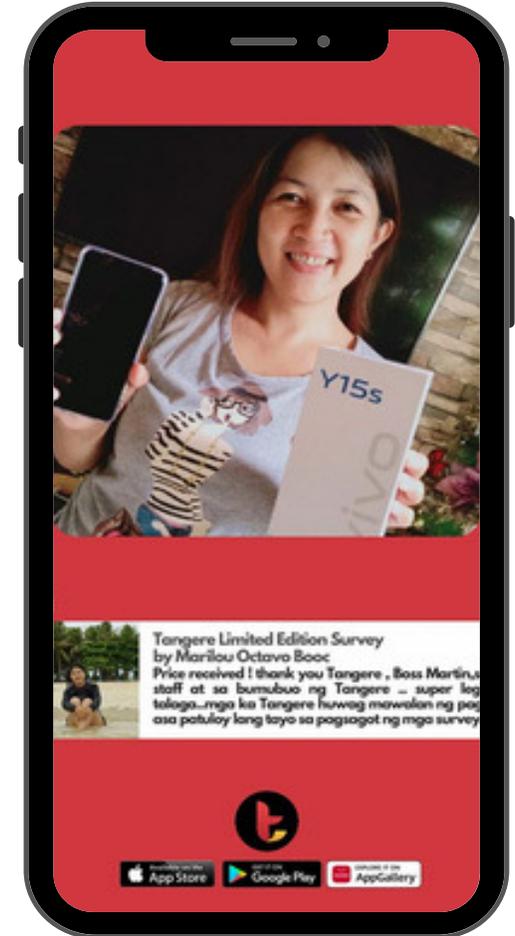
Notes in Reading the Report

- All figures shown in tables and/or charts are in percentages (%).

- Base figures shown are unweighted and are the actual number of interviews. The study employed non-probability sampling, specifically convenience sampling.*

- A minimum base of 30 is considered statistically stable to draw conclusions.

- For bases that are less than 30, a notation is made that results must be read with caution due to high margin of error. Results for bases less than 30 shall be indicative only.

- Significance testing in data tables is denoted by green (as significantly higher vs. total) and red (as significantly lower vs. total).

- No significance testing shall be applied for segments with bases less than 30.

- Any minor discrepancies are due to rounding off. Exact figures (e.g., with decimals)

acquisition apps, inc.

Respondent Demographics

AREA
- NCR: 12
- N.C. Luzon: 23
- S. Luzon: 22
- Visayas: 20
- Mindanao: 23

AGE
- 18 to 25 years old: 16
- 26 to 35 years old: 36
- 36 to 50 years old: 35
- 51 and up: 13

GENDER
- Female: 50
- Male: 50

SEC
- Class ABC: 11
- Class D: 57
- Class E: 33

CIVIL STATUS
- Single: 58
- Married: 41
- Divorced/Ann…: 0
- Separated…: 0
- Widowed: 0

acquisition apps, inc.
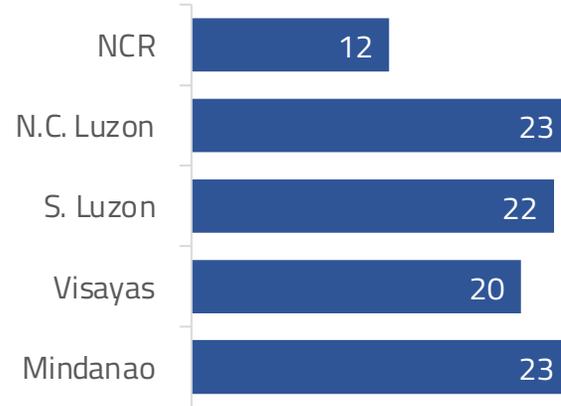
Presidential Elections First Choice

Sara Duterte is the first choice at **38%** for the next Filipino president, followed by **Raffy Tulfo** at **30%.**
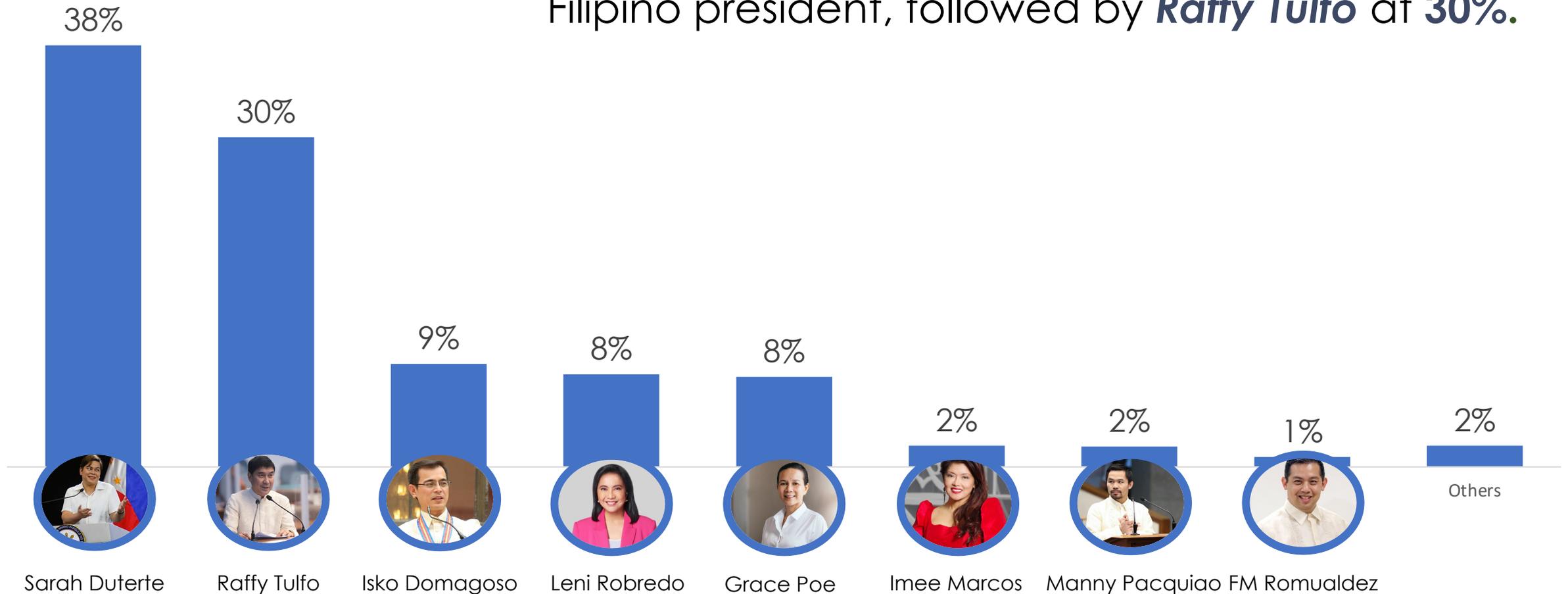
Sarah Duterte	Raffy Tulfo	Isko Domagoso	Leni Robredo	Grace Poe	Imee Marcos	Manny Pacquiao	FM Romualdez	Others
38%	30%	9%	8%	8%	2%	2%	1%	2%

acquisition apps, inc.

Presidential Elections First Choice by Demographics

Sara Duterte is propelled by *Mindanao dwellers* whereas is weak among NCR and SLB Region dwellers. Meanwhile, *Raffy Tulfo, Isko Domagoso, Leni Robredo and Grace Poe* as presidential choices are driven more from the *SLB Region*.

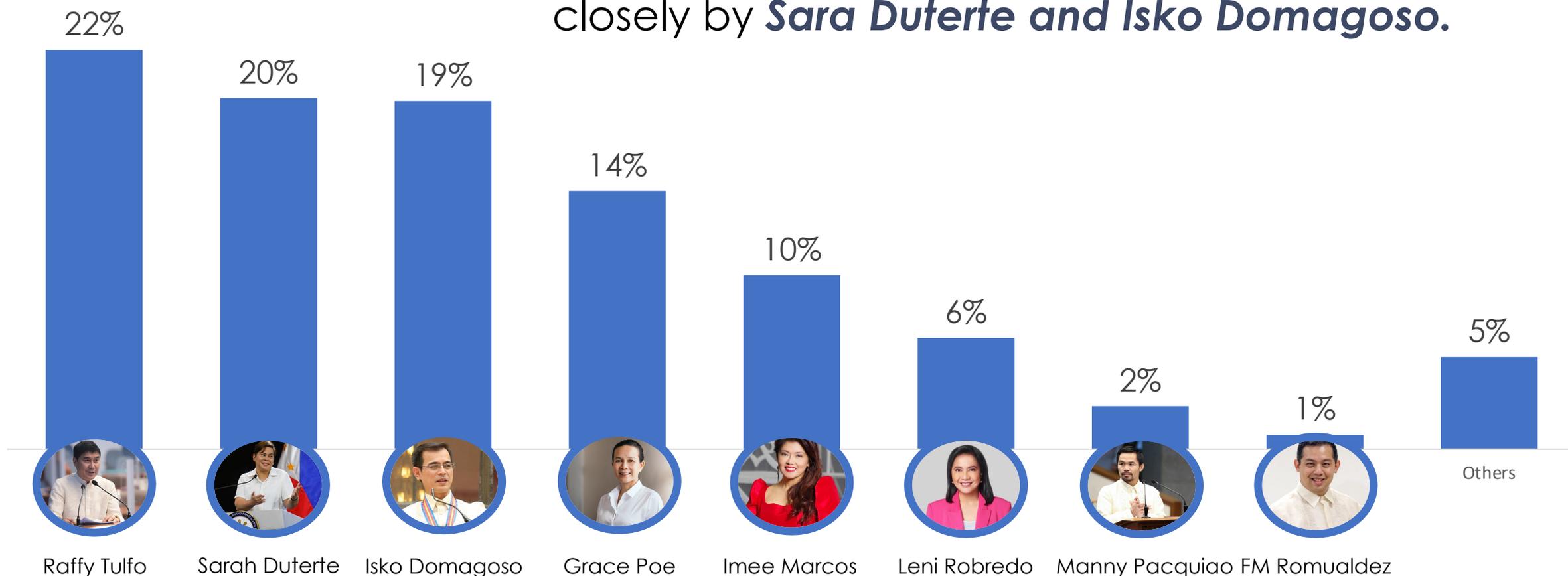|	PRESIDENTIAL FIRST CHOICE		Sara Duterte	Raffy Tulfo	Francisco "Isko" Moreno Domagoso	Maria Leonor "Leni" Robredo	Grace Poe	Imee Marcos	Emmanuel "Manny Pacman" Pacquiao	Ferdinand Martin Gomez Romualdez	Others
	Total	**2000**	**38%**	**30%**	**9%**	**8%**	**8%**	**2%**	**2%**	**1%**	**2%**
AGE	18 to 25 years old	322	36%	28%	5%	14%	9%	2%	3%	1%	2%
	26 to 35 years old	719	37%	32%	9%	6%	9%	2%	2%	1%	1%
	36 to 50 years old	692	40%	28%	11%	8%	7%	2%	2%	1%	2%
	51 and up	267	36%	29%	11%	9%	7%	2%	1%	1%	3%
GENDER	Female	1000	39%	29%	8%	8%	9%	1%	2%	1%	2%
	Male	1000	37%	30%	10%	9%	7%	2%	2%	1%	2%
AREA	NCR	240	30%	34%	16%	11%	5%	0%	3%	1%	1%
	Northern Luzon and Central Luzon	460	39%	28%	7%	6%	8%	8%	1%	1%	2%
	Southern Luzon and Bicol Region	440	3%	45%	14%	18%	16%	0%	1%	1%	4%
	Visayas	400	38%	33%	9%	7%	7%	1%	1%	2%	3%
	Mindanao	460	75%	12%	5%	2%	3%	0%	3%	0%	0%
SEC	Class ABC	211	40%	25%	11%	11%	8%	1%	0%	2%	1%
	Class D	1139	38%	31%	9%	8%	8%	2%	2%	1%	2%
	Class E	650	38%	29%	9%	8%	8%	2%	2%	1%	2%
CIVIL STATUS	Single	1165	36%	30%	9%	10%	8%	2%	2%	1%	2%
	Married	823	41%	29%	10%	6%	8%	2%	2%	1%	1%
	Divorced/Annulled	1	100%	0%	0%	0%	0%	0%	0%	0%	0%
	Separated (legally or not)	7	57%	29%	0%	14%	0%	0%	0%	0%	0%
	Widowed	4	0%	75%	0%	0%	0%	25%	0%	0%	0%

🟩 🟥 - *Significantly Higher/Lower vs. the Total*

acquisition apps, inc.

Presidential Elections Secondary Choice

Raffy Tulfo leads as the secondary choice or option in terms of the Filipino presidential choice, followed closely by *Sara Duterte and Isko Domagoso.*

22% — Raffy Tulfo
20% — Sarah Duterte
19% — Isko Domagoso
14% — Grace Poe
10% — Imee Marcos
6% — Leni Robredo
2% — Manny Pacquiao
1% — FM Romualdez
5% — Others

Q2. Kung HINDI tatakbo ang iyong unang napili sa pagkapangulo, sino sa mga sumusunod ang iboboto mo?

Among qualified respondents n=2000

acquisition apps, inc.

Secondary Presidential Choice Table

First Choice	Sara Duterte	Raffy Tulfo	Isko Domagoso	Leni Robredo	Grace Poe	Imee Marcos	Manny Pacquiao	FM Romualdez
n=760		**39%**	20%	3%	10%	22%	2%	1%
n=594	**42%**		26%	8%	14%	3%	3%	1%
n=186	27%	**33%**		8%	23%	1%	5%	1%
n=167	8%	19%	16%		**46%**	1%	4%	0%

acquisition apps, inc.

Secondary Presidential Choice Table

First Choice	Sara Duterte	Raffy Tulfo	Isko Domagoso	Leni Robredo	Grace Poe	Imee Marcos	Manny Pacquiao	FM Romualdez
n=162	23%	**26%**	24%	22%		2%	0%	1%
n=38	**61%**	16%	16%	3%	5%		0%	0%
n=37	**41%**	14%	14%	3%	22%	5%		3%
n=18	6%	33%	39%	6%	6%	11%	0%	

Least Presidential Candidate to Vote

Leni Robredo, Manny Pacquiao, and FM Romualdez are the top candidates Filipinos would not choose or vote for.

52%	43%	40%	31%	20%	19%	13%	11%	14%
Leni Robredo	Manny Pacquiao	FM Romualdez	Imee Marcos	Isko Domagoso	Grace Poe	Sarah Duterte	Raffy Tulfo	Others
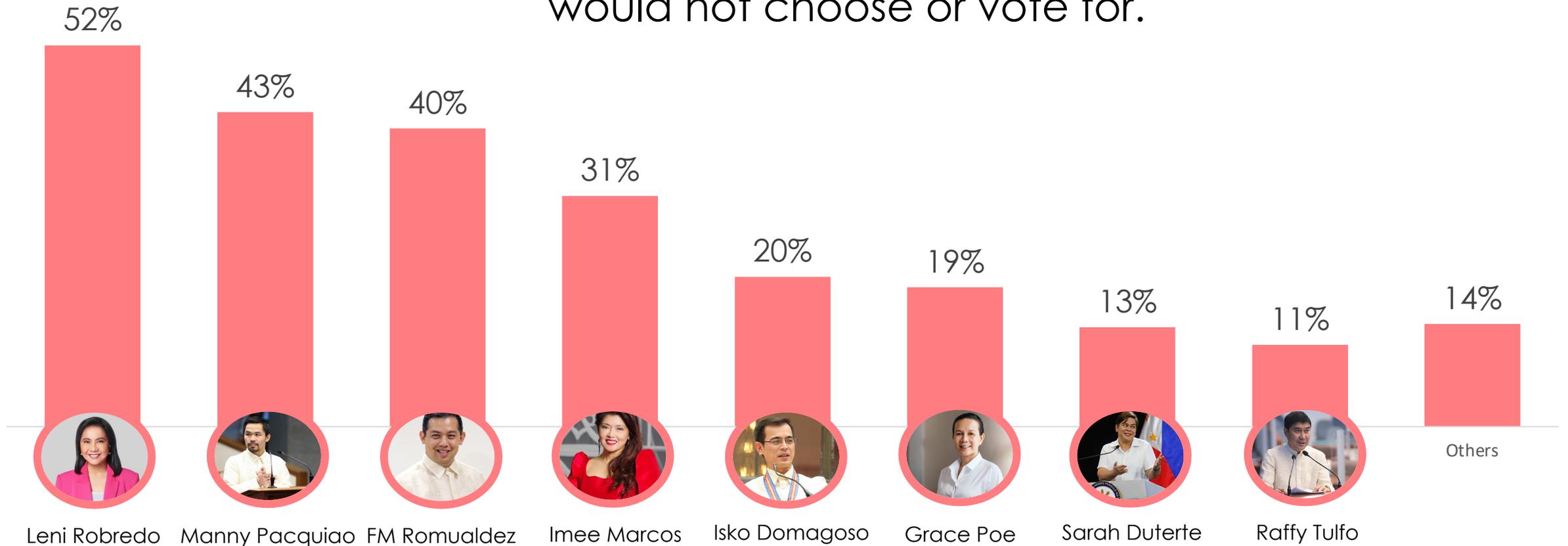
Q3. Kung ngayon gaganapin ang eleksyon, sino sa mga sumusunod ang sigurado kang HINDI mo iboboto sa pagka-pangulo? Piliin ang lahat ng angkop para sa inyo.

Among qualified respondents n=2000

acquisition apps, inc.

Least Presidential Candidate To Vote by Demographics

- Mindanao dwellers drive the choice to not vote Leni Robredo as their next president
- Imee Marcos and Sara Duterte non-voters are propelled by the SLB dwellers
- Manny Pacquiao and Raffy Tulfo non-voters are propelled by the senior age group (51 and above)

	CANDIDATES NOT TO VOTE		Maria Leonor "Leni" Robredo	Emmanuel "Manny Pacman" Pacquiao	Ferdinand Martin Gomez Romualdez	Imee Marcos	Francisco "Isko" Moreno Domagoso	Grace Poe	Sara Duterte	Raffy Tulfo	Others
	Total	**2000**	**52%**	**43%**	**40%**	**31%**	**20%**	**19%**	**13%**	**11%**	**14%**
AGE	18 to 25 years old	322	51%	36%	34%	30%	17%	15%	13%	11%	16%
	26 to 35 years old	719	49%	39%	40%	31%	19%	18%	12%	10%	14%
	36 to 50 years old	692	55%	45%	43%	31%	22%	21%	14%	11%	13%
	51 and up	267	51%	55%	42%	35%	24%	21%	16%	16%	13%
GENDER	Female	1000	51%	42%	39%	31%	21%	18%	13%	11%	13%
	Male	1000	52%	43%	42%	32%	20%	20%	14%	11%	14%
AREA	NCR	240	55%	44%	40%	31%	17%	21%	16%	10%	9%
	Northern Luzon and Central Luzon	460	56%	46%	43%	26%	22%	22%	11%	13%	12%
	Southern Luzon and Bicol Region	440	33%	41%	42%	44%	18%	13%	27%	10%	15%
	Visayas	400	55%	45%	43%	36%	22%	20%	12%	13%	16%
	Mindanao	460	60%	37%	35%	21%	21%	20%	3%	10%	16%
SEC	Class ABC	211	51%	43%	37%	33%	23%	18%	17%	13%	11%
	Class D	1139	54%	44%	42%	31%	20%	20%	13%	10%	13%
	Class E	650	47%	40%	39%	31%	20%	18%	12%	11%	17%
CIVIL STATUS	Single	1165	51%	41%	39%	32%	20%	17%	15%	11%	15%
	Married	823	52%	44%	42%	31%	20%	21%	11%	11%	12%
	Divorced/Annulled	1	100%	100%	100%	0%	0%	0%	0%	0%	0%
	Separated (legally or not)	7	71%	71%	57%	29%	57%	0%	29%	14%	0%
	Widowed	4	100%	75%	75%	50%	75%	50%	25%	0%	0%

■ ■ *- Significantly Higher/Lower vs. the Total*

acquisition apps, inc.

Summary of Findings

- *Sara Duterte, Raffy Tulfo, and Isko Domagoso* are the top choice for a presidential election.

- Sara Duterte is **dominantly strong** in Mindanao Region, whereas her competitors are stronger in Southern Luzon and Bicol Region.

- Leading as a **secondary choice** across almost all candidates are still both *Sara Duterte and Raffy Tulfo.*

- Leni Robredo, Manny Pacquiao, and FM Romualdez on the other hand is the **least choice** for the next presidential election.

acquisition apps, inc.

Thank You

acquisition apps, inc.

support@tangereapp.com
qual@tangereapp.com
martin@tangereapp.com
+63.920.959.0619