

Project Vest Media Trust Survey *A Bayanihan Study*

Survey Period: February 8 – 10, 2024

Prepared for  **GMA**

RESPONDENT PROFILE

n=1,500

General population,
P6M users of identified
news sources

Sampling method:
Purposive/App-based

Margin of Error at
95% Confidence Level:
 $\pm 2\%$



HOUSEHOLD
INCOME
(SEC)



GENDER

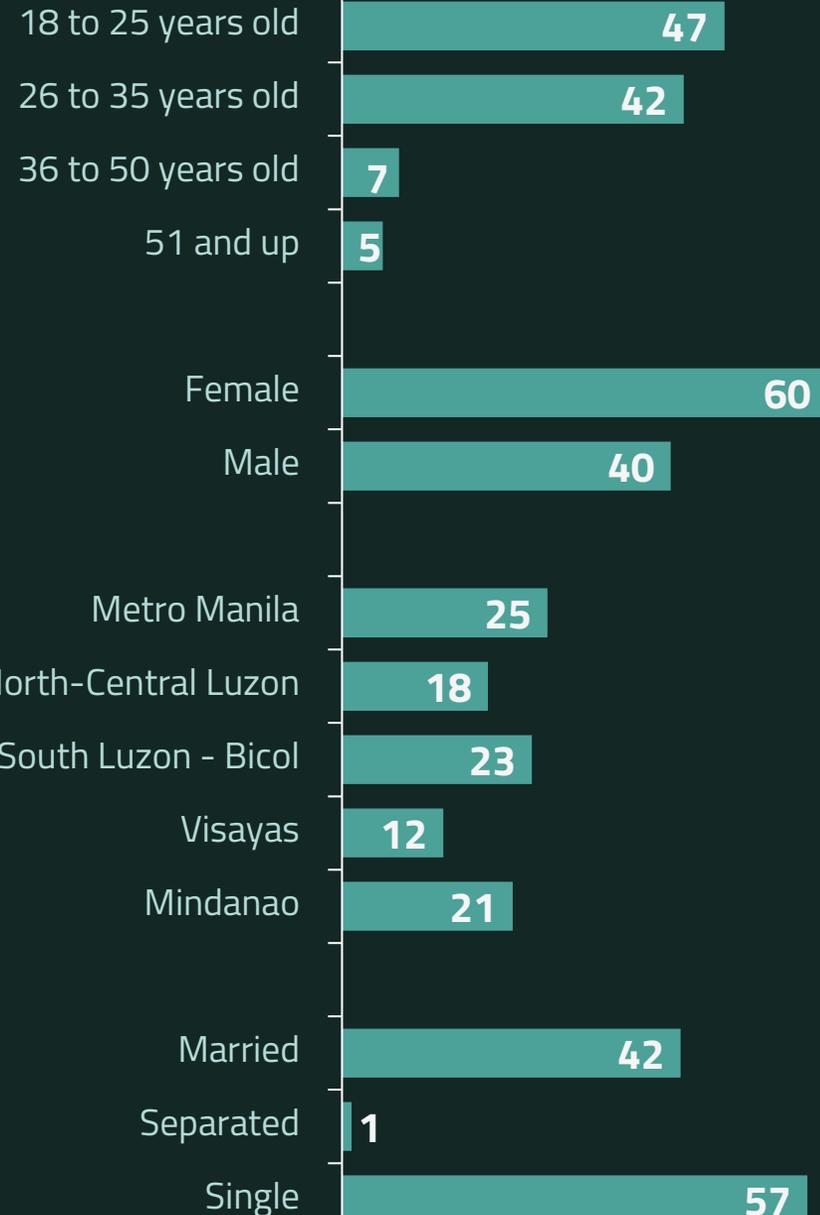


AREA



CIVIL
STATUS

In percent (%)

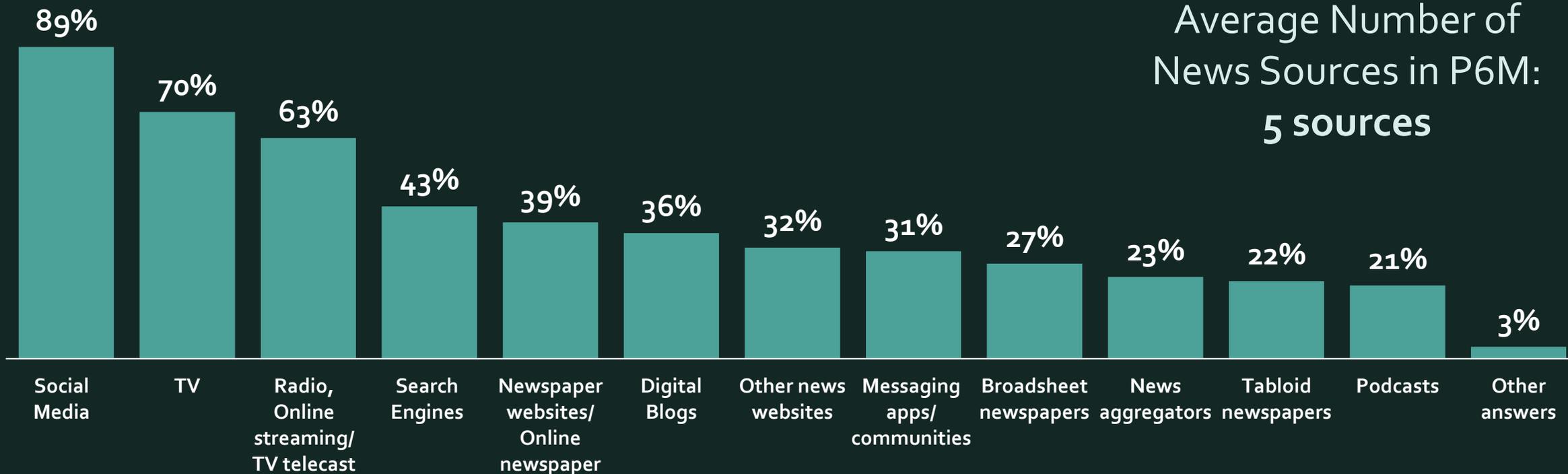




P6M NEWS SOURCES

SOURCE OF NEWS IN P6M

Of the 5 typical news sources of Filipinos, social media, TV, and radio are the top sources. They are followed by search engines, newspaper websites, and digital blogs.



Average Number of News Sources in P6M: **5 sources**

Which of the following media channels have you regularly read, listened, and/or watched to get information and/or catch up on news/ current events in the past 6 months? Choose all the answers that apply to you.

Total respondents: n=1500

SOURCE OF NEWS IN P6M

by demographics

Sig higher vs Total

Sig lower vs Total

*Demographics in gray are unreadable (n<30)

Older adults (36-50 yo) and Class E respondents drive the usage of TV and radio in P6M, respectively.

Meanwhile, Class ABC drives the sourcing of news from messaging apps, broadsheets, tabloid, and podcasts.

| SOURCE OF NEWS IN P6M | | Base | Social Media | TV | Radio, Online streaming/T V telecast of AM radio programs | Search Engines | Newspaper websites/ Online newspaper | Digital Blogs | Other news websites | Messaging apps/ communities | Broadsheet newspapers | News aggregators | Tabloid newspapers | Podcasts | Other answers |
|-----------------------|---------------------|-------------|--------------|------------|---|----------------|--------------------------------------|---------------|---------------------|-----------------------------|-----------------------|------------------|--------------------|------------|---------------|
| Total | | 1500 | 89% | 70% | 63% | 43% | 39% | 36% | 32% | 31% | 27% | 23% | 22% | 21% | 3% |
| AGE GROUP | 18 to 25 years old | 297 | 87% | 63% | 62% | 46% | 42% | 36% | 37% | 32% | 31% | 25% | 23% | 26% | 5% |
| | 26 to 35 years old | 762 | 89% | 70% | 62% | 41% | 35% | 35% | 28% | 27% | 25% | 22% | 20% | 19% | 3% |
| | 36 to 50 years old | 373 | 90% | 77% | 66% | 46% | 42% | 36% | 33% | 36% | 28% | 24% | 25% | 21% | 2% |
| | 51 and up | 68 | 87% | 69% | 66% | 40% | 47% | 41% | 40% | 35% | 29% | 29% | 29% | 22% | 6% |
| GENDER | Female | 894 | 89% | 71% | 61% | 44% | 39% | 37% | 30% | 31% | 26% | 23% | 22% | 20% | 3% |
| | Male | 606 | 89% | 70% | 66% | 42% | 39% | 34% | 34% | 30% | 29% | 23% | 22% | 22% | 3% |
| AREA | Metro Manila | 379 | 89% | 74% | 63% | 41% | 39% | 33% | 29% | 31% | 26% | 23% | 23% | 22% | 2% |
| | North-Central Luzon | 269 | 92% | 71% | 68% | 48% | 44% | 41% | 33% | 37% | 32% | 26% | 24% | 23% | 3% |
| | South Luzon - Bicol | 350 | 88% | 72% | 58% | 41% | 39% | 34% | 30% | 29% | 27% | 19% | 22% | 20% | 4% |
| | Visayas | 187 | 88% | 71% | 70% | 48% | 45% | 43% | 40% | 37% | 36% | 32% | 28% | 24% | 4% |
| | Mindanao | 315 | 89% | 63% | 60% | 41% | 31% | 33% | 30% | 23% | 20% | 20% | 15% | 17% | 5% |
| SEC | Class ABC | 126 | 92% | 71% | 68% | 43% | 44% | 40% | 36% | 44% | 44% | 30% | 30% | 30% | 3% |
| | Class D | 1270 | 89% | 70% | 62% | 43% | 38% | 36% | 31% | 29% | 25% | 22% | 21% | 20% | 3% |
| | Class E | 104 | 88% | 73% | 73% | 46% | 41% | 34% | 38% | 36% | 33% | 27% | 28% | 24% | 3% |
| CIVIL STATUS | Married | 624 | 89% | 72% | 63% | 42% | 37% | 38% | 30% | 32% | 26% | 23% | 22% | 20% | 3% |
| | Separated | 18 | 89% | 83% | 67% | 44% | 44% | 44% | 39% | 39% | 33% | 33% | 33% | 28% | 6% |
| | Single | 858 | 89% | 69% | 63% | 44% | 40% | 34% | 33% | 29% | 28% | 23% | 22% | 22% | 3% |

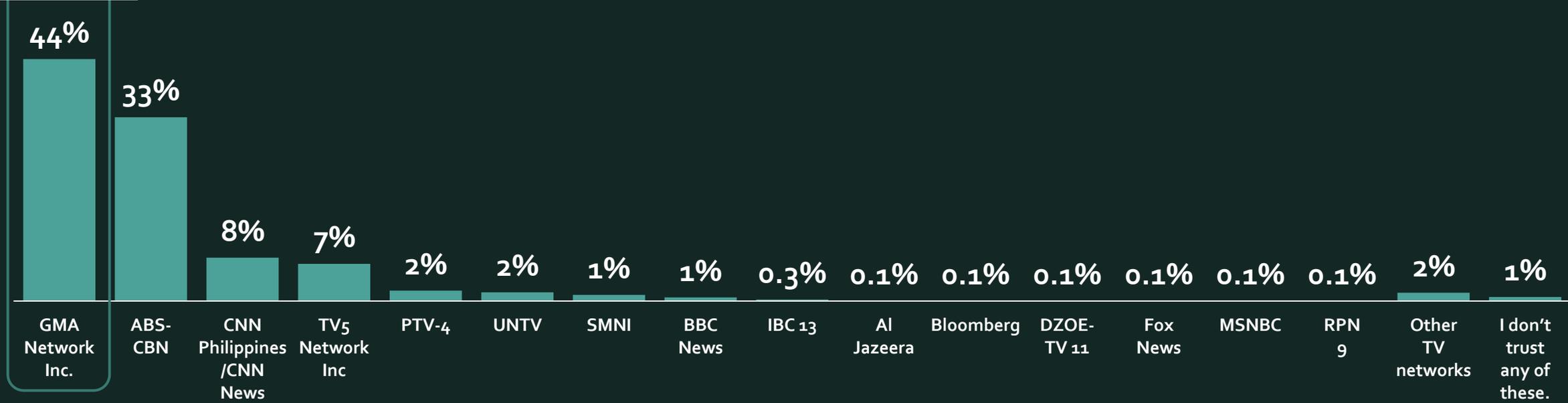
A futuristic news studio with a large circular screen displaying a globe and data charts. The screen is the central focus, showing a globe with a grid overlay and several concentric circles. The background is dark blue with some glowing elements. The text 'MOST TRUSTED NEWS SOURCES' is overlaid on the bottom left of the screen.

MOST TRUSTED NEWS SOURCES

MOST TRUSTED TV NETWORK

Among TV networks, *GMA Network* and *ABS-CBN* are the most trusted when sourcing news information.

CNN Philippines and *TV5 Network Inc.* are distant 3rd and 4th.



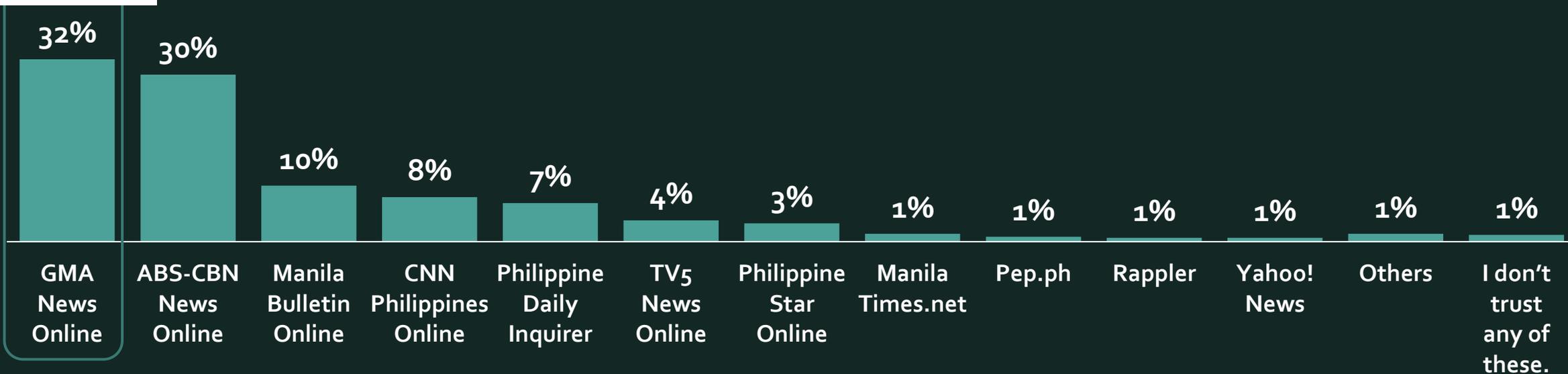
Which among the following TV networks or stations do you trust the most to get information from or catch up on news/ current events?

P6M users of TV: n=1056

MOST TRUSTED NEWS WEBSITE/ONLINE NEWSPAPER

GMA News Online and *ABS-CBN News Online* are parity regarding being trusted news websites, but *GMA News Online* is an inch better than *ABS-CBN News Online*.

Manila Bulletin Online and *CNN Philippines Online* are far 3rd and 4th most trusted online news sites.



How much do you trust or distrust the news from newspaper websites/ online newspapers/ digital newspapers and news sites?

P6M users of online news: n=583

MOST TRUSTED NEWS WEBSITE/ONLINE NEWSPAPER by demographics

Sig higher vs Total

Sig lower vs Total

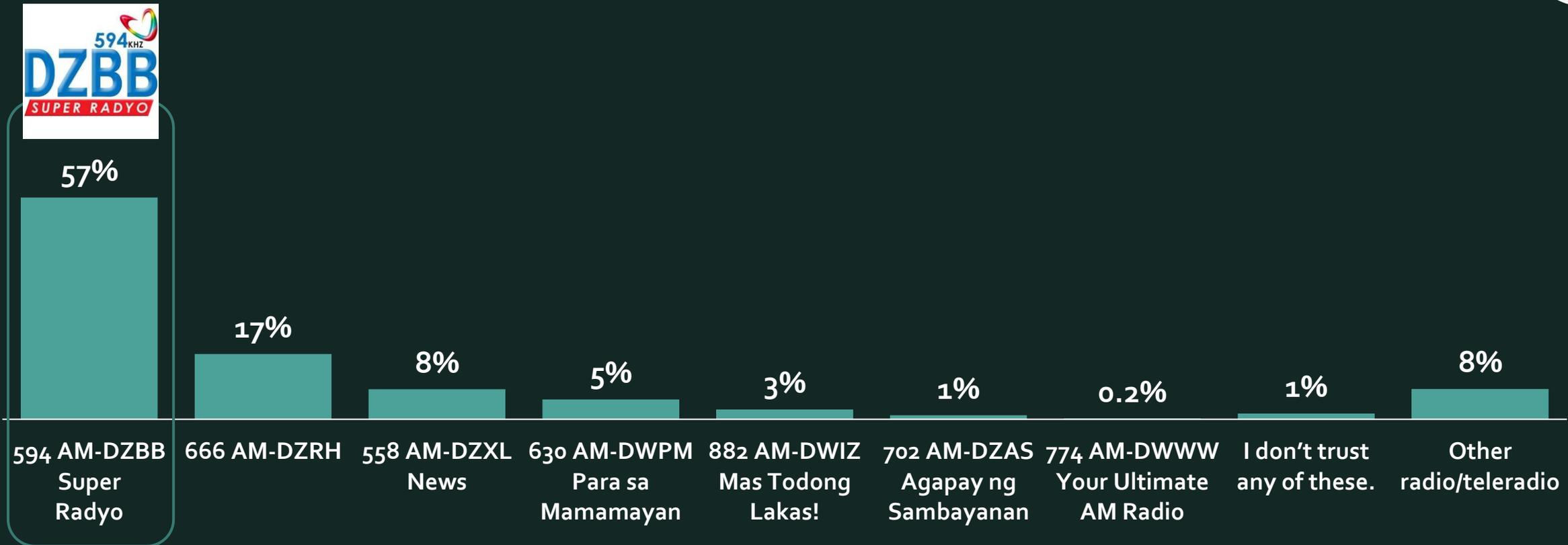
*Demographics in gray are unreadable (n<30)

While *GMA News Online* dominates on the overall, it can improve VisMin.

| MOST TRUSTED NEWS WEBSITE/ONLINE NEWSPAPER | | Base | GMA News Online | ABS-CBN News Online | Manila Bulletin Online | CNN Philippines Online | Philippine Daily Inquirer | TV5 News online | Philippine Star online | Manila Times.net | Pep.ph | Rappler | Yahoo! News | Others | I don't trust any of these. |
|--|---------------------|------------|-----------------|---------------------|------------------------|------------------------|---------------------------|-----------------|------------------------|------------------|-----------|-----------|-------------|-----------|-----------------------------|
| Total | | 583 | 32% | 30% | 10% | 8% | 7% | 4% | 3% | 1% | 1% | 1% | 1% | 1% | 1% |
| AGE GROUP | 18 to 25 years old | 125 | 34% | 34% | 8% | 10% | 6% | 0% | 5% | 0% | 0% | 1% | 0% | 1% | 3% |
| | 26 to 35 years old | 269 | 32% | 33% | 7% | 7% | 7% | 4% | 4% | 2% | 1% | 0% | 0% | 1% | 0% |
| | 36 to 50 years old | 157 | 31% | 25% | 15% | 8% | 6% | 7% | 1% | 2% | 1% | 1% | 1% | 1% | 1% |
| | 51 and up | 32 | 34% | 9% | 16% | 3% | 13% | 0% | 6% | 0% | 3% | 3% | 3% | 9% | 0% |
| GENDER | Female | 346 | 30% | 33% | 9% | 9% | 8% | 3% | 3% | 1% | 0% | 1% | 0% | 1% | 1% |
| | Male | 237 | 35% | 25% | 11% | 6% | 5% | 4% | 3% | 2% | 2% | 1% | 1% | 3% | 1% |
| AREA | Metro Manila | 147 | 37% | 18% | 14% | 5% | 9% | 5% | 3% | 3% | 1% | 1% | 1% | 1% | 2% |
| | North-Central Luzon | 119 | 36% | 26% | 12% | 10% | 3% | 5% | 3% | 1% | 1% | 1% | 1% | 2% | 0% |
| | South Luzon - Bicol | 135 | 36% | 38% | 6% | 6% | 8% | 1% | 1% | 1% | 1% | 0% | 1% | 1% | 1% |
| | Visayas | 85 | 26% | 39% | 12% | 4% | 5% | 6% | 5% | 1% | 1% | 0% | 1% | 1% | 0% |
| | Mindanao | 97 | 22% | 33% | 6% | 15% | 9% | 2% | 6% | 1% | 0% | 1% | 0% | 2% | 2% |
| SEC | Class ABC | 56 | 36% | 18% | 14% | 5% | 14% | 2% | 5% | 2% | 2% | 0% | 0% | 2% | 0% |
| | Class D | 484 | 32% | 30% | 9% | 8% | 7% | 4% | 3% | 1% | 1% | 1% | 1% | 1% | 1% |
| | Class E | 43 | 30% | 37% | 12% | 7% | 0% | 5% | 5% | 0% | 0% | 0% | 0% | 0% | 5% |
| CIVIL STATUS | Married | 233 | 30% | 29% | 8% | 9% | 9% | 6% | 3% | 1% | 2% | 1% | 0% | 1% | 1% |
| | Separated | 8 | 63% | 0% | 38% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Single | 342 | 34% | 31% | 11% | 7% | 5% | 3% | 4% | 1% | 0% | 1% | 1% | 1% | 1% |

MOST TRUSTED RADIO STATION

DZBB Super Radyo is the leader among radio stations when it comes to providing news information. It is followed distantly by *DZRH* and *DZXL News*.



Which among the following radio/ teleradio station do you trust he most to get information from or catch up on news/ current events?

P6M users of radio: n=945

MOST TRUSTED RADIO STATION

by demographics

Sig higher vs Total

Sig lower vs Total

*Demographics in gray are unreadable (n<30)

DZBB Super Radyo dominates all age groups, areas, and SECs, but improvement in the preference score of Visayas listeners is noted.

As the distant 2nd and 3rd most trusted radio stations, *DZRH* is more popular among older listeners. Meanwhile, *DZXL News* got some hold of VisMin.

| MOST TRUSTED RADIO STATION | | Base | 594 AM-DZBB Super Radyo | 666 AM-DZRH | 558 AM-DZXL News | 630 AM-DWPM Para sa Mamamayan | 882 AM-DWIZ Mas Todong Lakas! | 702 AM-DZAS Agapay ng Sambayanan | 774 AM-DWWW Your Ultimate AM Radio | Others | I don't trust any of these. |
|----------------------------|---------------------|------------|-------------------------|-------------|------------------|-------------------------------|-------------------------------|----------------------------------|------------------------------------|-----------|-----------------------------|
| Total | | 945 | 57% | 17% | 8% | 5% | 3% | 1% | 0.2% | 8% | 1% |
| AGE GROUP | 18 to 25 years old | 185 | 64% | 10% | 9% | 5% | 1% | 1% | 0% | 6% | 4% |
| | 26 to 35 years old | 470 | 59% | 15% | 8% | 5% | 3% | 1% | 0% | 8% | 0% |
| | 36 to 50 years old | 245 | 51% | 24% | 7% | 4% | 2% | 2% | 0% | 7% | 2% |
| | 51 and up | 45 | 51% | 29% | 0% | 4% | 2% | 0% | 0% | 13% | 0% |
| GENDER | Female | 546 | 58% | 15% | 9% | 5% | 2% | 1% | 0% | 8% | 2% |
| | Male | 399 | 57% | 19% | 6% | 5% | 4% | 1% | 0% | 8% | 1% |
| AREA | Metro Manila | 240 | 64% | 18% | 3% | 5% | 3% | 1% | 0% | 4% | 2% |
| | North-Central Luzon | 182 | 56% | 21% | 2% | 8% | 2% | 2% | 1% | 7% | 2% |
| | South Luzon - Bicol | 204 | 60% | 20% | 3% | 2% | 3% | 1% | 0% | 7% | 2% |
| | Visayas | 131 | 46% | 15% | 18% | 7% | 1% | 1% | 0% | 13% | 0% |
| | Mindanao | 188 | 55% | 9% | 16% | 4% | 3% | 0% | 0% | 11% | 1% |
| SEC | Class ABC | 86 | 56% | 20% | 8% | 7% | 3% | 1% | 0% | 5% | 0% |
| | Class D | 783 | 57% | 17% | 7% | 5% | 3% | 1% | 0% | 8% | 2% |
| | Class E | 76 | 59% | 11% | 13% | 7% | 0% | 0% | 0% | 8% | 3% |
| CIVIL STATUS | Married | 391 | 55% | 17% | 9% | 4% | 3% | 1% | 0% | 10% | 1% |
| | Separated | 12 | 58% | 42% | 0% | 0% | 0% | 0% | 0% | 0% | 0% |
| | Single | 542 | 59% | 16% | 7% | 6% | 3% | 1% | 0% | 6% | 2% |

THANK YOU!

GMA



**acquisition
apps, inc.**

- ✓ Do you want a better understanding of your **Market?**
- ✓ Are you in need of **Consumer Insights?**
- ✓ Are you targeting the **Right Consumers?**

Contact Us!

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