

## **MEDIA RELEASE**

(October 5, 2023)

**FROM: Ronald D. Holmes**  
**President**  
**Pulse Asia Research, Inc.**

**RE: Pulse Asia Research's September 2023 Nationwide Survey on Household Expenditures**

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Pulse Asia Research, Inc. is pleased to share with you some findings on *Household Expenditures* from the September 2023 *Ulat ng Bayan* national survey. We request you to assist us in informing the public by disseminating this information.

The survey fieldwork was conducted from **September 10 to 14, 2023** using face-to-face interviews. This nationwide survey is based on a sample of 1,200 representative adults 18 years old and above. It has a  $\pm 2.8\%$  error margin at the 95% confidence level. Subnational estimates for the geographic areas covered in the survey have the following error margins at 95% confidence level:  $\pm 5.7\%$  for Metro Manila, the rest of Luzon, Visayas, and Mindanao. Those interested in further technical details may refer to our website ([www.pulseasia.ph](http://www.pulseasia.ph))

The following are some of the key developments during the weeks immediately prior to and during the conduct of the survey interviews:

1. The congressional deliberations regarding the ₱ 5.7-trillion national budget for 2024, with the House Appropriations Committee approving the ₱ 4.8 billion in confidential and intelligence funds requested by some government entities, including the Office of the President (OP), the Office of the Vice-President (OVP), and the Department of Education (DepEd);
2. The statement released by the Armed Forces of the Philippines (AFP) regarding the so-called “concerning resurgence of swarming activity” in the West Philippine Sea (WPS) as indicated by the presence of about three (3) dozens Chinese fishing vessels in the area in late August 2023 and early September 2023 as well as efforts of Chinese vessels to block a Filipino resupply mission in Ayungin shoal;

3. The call made by the President during the 18<sup>th</sup> East Asia Summit held in Jakarta on 07 September 2023 to stop the “dangerous use” of coast guard and maritime militia vessels in contested areas in the South China Sea (SCS) and for stakeholders to adhere to international law in resolving territorial disputes in the SCS;
4. The rejection by the Philippines, along with India and Malaysia, of the 2023 standard map of China that includes the WPS as part of its territory as indicated by a 10-dash line, which encompasses the entire SCS and overlaps with the exclusive economic zones (EEZ) of the Philippines, Brunei, Indonesia, Malaysia, and Vietnam;
5. The new initiatives of the Department of National Defense (DND) to modernize the Philippine Navy and the Philippine Coast Guard amidst the continuing Chinese incursions into the WPS to be carried out through a comprehensive re-strategization and the forging of partnerships with allies;
6. The postponement of the administration’s plan to import rice due to high prices in the world market and the projection made by the United States Department of Agriculture (USDA) that the Philippines’ rice importation will reach 3.8 million metric tons for the marketing years 2023-2024, making it the top rice importer in the world;
7. The implementation of Executive Order (EO) No. 39, beginning 05 September 2023 and to last indefinitely, that sets the national price ceiling for regular milled rice at ₱ 41/kilo and ₱ 45/kilo for well-milled rice, a move that surprised members of the administration’s economic team since they were not consulted on the matter;
8. The Department of Social Welfare and Development’s (DSWD) distribution of cash assistance amounting to ₱ 15,000 beginning 09 September 2023 to rice micro traders across the country who are affected by the cap on rice prices;
9. The release of the August 2023 inflation figures showing an increase in headline inflation from 4.7% in July 2023 to 5.3% in August 2023 primarily due to the higher increase in the prices of food and non-alcoholic beverages, with rice and vegetables being the main drivers in the increase in the inflation rate for food items;
10. The acquittal of Ms. Maria Ressa and Rappler Holdings Corporation over charges of tax evasion by the Pasig City Regional Trial Court Branch 157, this being the last of five (5) charges of tax evasion filed against Ms. Ressa and Rappler during the Duterte administration;
11. The distribution by the Land Transportation Franchising and Regulatory Board (LTFRB) of the ₱ 3-billion fuel subsidy for public utility vehicle operators (PUV) beginning 13 September 2023, this following nine (9) consecutive weeks of oil price increases;
12. The filing of certificates of candidacy from 28 August to 02 September 2023 for the *barangay* and *Sangguniang Kabataan* elections to be held on 30 October 2023 and the launch on 08 September 2023 of the Committee on *Kontra Bigay* (CKB), the entity that will be responsible for implementing policies against vote buying and vote selling, among others;

13. The start of classes for academic year 2023-2024 in public schools across the country on 29 August 2023, with enrollment in elementary and high schools falling short of the DepEd target by around 2.5 million; while the Vice-President, who leads the department concurrently, blamed protest rallies for the shortfall, the Alliance of Concerned Teachers (ACT) attribute it to the shortage in classrooms, teachers, and education support personnel; prior to the start of classes, the Vice-President also called on teachers and school administrators to remove all wall decorations inside classrooms to avoid distracting students from their lessons;
14. The release of a DepEd memorandum dated 06 September 2023 requiring a change in the terms used in Grade 6 *Araling Panlipunan* curriculum on the martial law years from “*diktadurang Marcos*” (Marcos dictatorship) to simply “*diktadura*” (dictatorship), a move seen by critics of the DepEd as an effort to rebrand the Marcos family;
15. The expulsion of Negros Oriental Representative Arnolfo Teves, Jr. from the Lower House on 16 August 2023 and the issuance of a warrant of arrest for him on 05 September 2023 in connection with his role in the death of Negros Oriental Governor Roel Degamo and nine (9) other individuals in March 2023;
16. The deferral of the implementation of the revised departure guidelines for Filipino travelers, originally scheduled for implementation starting 03 September 2023, amidst concerns raised by lawmakers, migrant workers, human rights groups, the business community, and the public;
17. The recommendation made by the Office of the Ombudsman to file graft charges, instead of plunder, against former officials of the Procurement Service-Department of Budget and Management (PS-DBM) and officers of Pharmally Pharmaceutical Corporation in connection with the granting of various contracts to Pharmally for the delivery of medical supplies for the government’s response to the COVID-19 pandemic; and
18. The suspension of 22 reclamation projects in Manila on 09 August 2023 in order for the Department of Environment and Natural Resources (DENR) to assess their environmental and social impacts as well as their compliance with relevant regulations.

Pulse Asia Research’s pool of academic fellows takes full responsibility for the design and conduct of the survey, as well as for analyses it makes based on the survey data. In keeping with our academic nature, no religious, political, economic, or partisan group influenced any of these processes. Pulse Asia Research undertakes *Ulat ng Bayan* surveys on its own without any party singularly commissioning the research effort.

For any clarification or questions, kindly contact Ana Maria Tabunda, Research Director of Pulse Asia Research at 09189436816 or Ronald D. Holmes, Pulse Asia Research President via Telegram or WhatsApp at +639189335497 or at ronald.holmes@gmail.com (via email).

Pulse Asia Research's September 2023 *Ulat ng Bayan* Survey:  
Media Release on Household Expenditures  
05 October 2023

**Nearly all Filipino adults (95%) spent more on food in the past quarter – higher than the September 2022 figure (89%)<sup>1</sup>**

Food (95%) tops the list of household items Filipino adults spent more on in the last three (3) months, with 83% citing rice and 61% identifying non-rice food items in particular. Moreover, a sizeable majority of the adult population (62%) reports spending more on electricity. Non-majority figures are recorded relative to other items – gasoline/diesel (22%), medicine and other health-related needs (17%), water (16%), LPG (15%), transportation (13%), cellphone load (4%), and recreation-related expenses (3%). Other items are volunteered by 3% of adults. *(Please refer to Table 1.)*

**Table 1**  
**HOUSEHOLD EXPENDITURES SPENT MORE ON**  
**IN THE PAST THREE MONTHS**  
September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures SPENT MORE ON in the past 3 months	OVERALL	MENTIONED	
		FIRST	OTHERS
<b>FOOD</b>	<b>95</b>	<b>68</b>	<b>69</b>
<i>Rice</i>	<i>83</i>	<i>53</i>	<i>30</i>
<i>Other foods aside from rice</i>	<i>61</i>	<i>14</i>	<i>46</i>
<b>Electricity</b>	<b>62</b>	<b>19</b>	<b>44</b>
<b>Gasoline/Diesel</b>	<b>22</b>	<b>3</b>	<b>19</b>
<b>Medicine and other health needs</b>	<b>17</b>	<b>4</b>	<b>13</b>
<b>Water</b>	<b>16</b>	<b>2</b>	<b>14</b>
<b>LPG</b>	<b>15</b>	<b>1</b>	<b>14</b>
<b>Transportation</b>	<b>13</b>	<b>2</b>	<b>11</b>
<b>Cellphone Load</b>	<b>4</b>	<b>1</b>	<b>3</b>
<b>Expenses for outings like recreation, promenading, watching movies, vacations or eating out</b>	<b>3</b>	<b>0.3</b>	<b>2</b>
<b>Others</b>	<b>3</b>	<b>1</b>	<b>2</b>

*Q1. Nitong nakaraang tatlong buwan, alin sa mga sumusunod ang mas malaki ang inyong pinagkagastusan? Pumili ng hanggang tatlo lamang .  
Alin po dito ang pinaka una? Pangalawa? Pangatlo?*

<sup>1</sup> For the questions covered in this media release, survey respondents are asked to choose at least three (3) responses from a list. They are also allowed to give responses not included in the list as long as their total responses for each question does not exceed 3.

Across geographic areas and socio-economic, majorities cite food as one of the household items they spent more on in the previous quarter (89% to 98% and 94% to 99%, respectively). More specifically, most Filipino adults across the same subgroupings report spending more on rice (64% to 94% and 72% to 85%, respectively) and non-rice food items (52% to 71% and 57% to 74%, respectively). Electricity is the only other household item identified by majorities in these subgroupings (55% to 85% and 65% to 73%, respectively), with Mindanao and Class E as exceptions (44% and 40%, respectively). (Please refer to Table 2.)

**Table 2**  
**HOUSEHOLD EXPENDITURES SPENT MORE ON**  
**IN THE PAST THREE MONTHS: OVERALL**  
September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures SPENT MORE ON in the past 3 months	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
<b>FOOD</b>	<b>95</b>	<b>89</b>	<b>94</b>	<b>98</b>	<b>96</b>	<b>94</b>	<b>94</b>	<b>99</b>
<i>Rice</i>	83	64	81	89	94	72	84	85
<i>Other foods aside from rice</i>	61	52	54	71	69	57	59	74
Electricity	62	85	68	55	44	73	65	40
Gasoline/Diesel	22	11	20	25	29	42	21	13
Medicine and other health needs	17	17	16	18	17	18	14	31
Water	16	29	18	11	8	10	17	14
LPG	15	24	20	7	6	10	17	3
Transportation	13	6	10	13	23	9	13	16
Cellphone Load	4	4	4	4	3	6	3	5
Expenses for outings like recreation, promenading, watching movies, vacations or eating out	3	1	3	3	3	2	2	6
Others	3	5	4	1	2	1	3	6

Q1. Nitong nakaraang tatlong buwan, alin sa mga sumusunod ang mas malaki ang inyong pinagkagastusan? Pumili ng hanggang tatlo lamang.  
Alin po dito ang pinaka una? Pangalawa? Pangatlo?

Year-on-year, the only significant changes are recorded in relation to spending on food and electricity. At the national level, there is an increase in the percentage of adults who spent more on food (+6 percentage points), specifically rice (+16 percentage points), while the reverse hold true in connection with spending on electricity (-6 percentage points). In the different areas and classes, figures go up as far as spending on rice is concerned (+13 to +24 and +16 to +20 percentage points, respectively), apart from Class E. The only other marked movement between September 2022 and September 2023 is the decline in the percentage of Mindanawons who spent more on electricity (-14 percentage points). (Please refer to Table 3.)

**Table 3**  
**HOUSEHOLD EXPENDITURES SPENT MORE ON**  
**IN THE PAST THREE MONTHS: OVERALL**  
September 2022 and September 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures SPENT MORE ON in the past 3 months	RP	LOCATION					CLASS		
		NCR	BAL			ABC	D	E	
			LUZ	VIS	MIN				
<b>FOOD</b>	September 2023	95	89	94	98	96	94	94	99
	September 2022	89	83	87	89	94	79	89	95
	Change*	+ 6	+ 6	+ 7	+ 9	+ 2	+15	+ 5	+ 4
<i>Rice</i>	September 2023	83	64	81	89	94	72	84	85
	September 2022	67	40	68	76	74	52	68	79
	Change*	+16	+24	+13	+13	+20	+20	+ 16	+ 6
<i>Other foods aside from rice</i>	September 2023	61	52	54	71	69	57	59	74
	September 2022	60	61	53	65	70	55	59	69
	Change*	+ 1	- 9	+ 1	+ 6	- 1	+ 2	0	+ 5
<b>Electricity</b>	September 2023	62	85	68	55	44	73	65	40
	September 2022	68	80	72	60	58	78	70	49
	Change*	- 6	+ 5	- 4	- 5	-14	- 5	- 5	- 9
<b>Gasoline/Diesel</b>	September 2023	22	11	20	25	29	42	21	13
	September 2022	22	17	22	24	21	33	21	17
	Change*	0	- 6	- 2	+ 1	+ 8	+ 9	0	- 4
<b>Medicine and other health needs</b>	September 2023	17	17	16	18	17	18	14	31
	September 2022	18	18	15	25	19	15	18	24
	Change*	- 1	- 1	+ 1	- 7	- 2	+ 3	- 4	+ 7
<b>Water</b>	September 2023	16	29	18	11	8	10	17	14
	September 2022	21	35	23	5	21	15	23	16
	Change*	- 5	- 6	- 5	+ 6	-13	- 5	- 6	- 2
<b>LPG</b>	September 2023	15	24	20	7	6	10	17	3
	September 2022	19	26	26	10	7	25	18	16
	Change*	- 4	- 2	- 6	- 3	- 1	-15	- 1	-13
<b>Transportation</b>	September 2023	13	6	10	13	23	9	13	16
	September 2022	12	11	8	14	18	10	13	12
	Change*	+ 1	- 5	+ 2	- 1	+ 5	- 1	0	+ 4
<b>Cellphone Load</b>	September 2023	4	4	4	4	3	6	3	5
	September 2022	6	6	5	8	5	6	5	8
	Change*	- 2	- 2	- 1	- 4	- 2	0	- 2	- 3
<b>Expenses for outings like recreation, promenading, watching movies, vacations or eating out</b>	September 2023	3	1	3	3	3	2	2	6
	September 2022	3	1	2	7	0	5	3	0
	Change*	0	0	+ 1	- 4	+ 3	- 3	- 1	+ 6
<b>Others</b>	September 2023	3	5	4	1	2	1	3	6
	September 2022	4	4	4	5	4	6	3	6
	Change*	- 1	+ 1	0	- 4	- 2	- 5	0	0

Note: \*Change = Figures of September 2023 minus Figures of September 2022.

Q. Nitong nakaraang tatlong buwan, alin sa mga sumusunod ang mas malaki ang inyong pinagkagastusan? Pumili ng hanggang tatlo lamang.  
Alin po dito ang pinaka una? Pangalawa? Pangatlo?

**A little over half of the adult population (53%) reduced their food consumption in the past three (3) months; several notable differences may be noted between the September 2022 and September 2023 figures**

At the same time that nearly all adults (95%) report spending more on food in the previous quarter, a small majority of the adult population (53%) say they consumed less food in the same period. Specifically, 41% reduced their consumption of non-rice food items while 21% consumed less rice. Meanwhile, almost half of the adult population (49%) consumed less electricity. Other items that Filipino adults consumed less of in the last quarter are cellphone load (28%), water (25%), LPG (21%), gasoline/diesel (20%), recreation-related expenses (17%), transportation (16%), and medicine and other health-related needs (11%). On the other hand, 8% say they did not reduce their consumption of any of these items during the said period. (Please refer to Table 4.)

**Table 4**  
**HOUSEHOLD EXPENDITURES WHICH THE RESPONDENT**  
**CONSUMED LESS OF IN THE PAST THREE MONTHS**  
September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures CONSUMED LESS OF in the past 3 months	OVERALL	MENTIONED	
		FIRST	OTHERS
<b>FOOD</b>	<b>53</b>	<b>24</b>	<b>41</b>
<i>Rice</i>	21	9	14
<i>Other foods aside from rice</i>	41	16	30
<b>Electricity</b>	<b>49</b>	<b>29</b>	<b>24</b>
<b>Cellphone load</b>	<b>28</b>	<b>9</b>	<b>22</b>
<b>Water</b>	<b>25</b>	<b>7</b>	<b>20</b>
<b>LPG</b>	<b>21</b>	<b>5</b>	<b>19</b>
<b>Gasoline/Diesel</b>	<b>20</b>	<b>6</b>	<b>17</b>
<b>Expenses for outings like recreation, promenading, watching movies, vacations or eating out</b>	<b>17</b>	<b>5</b>	<b>13</b>
<b>Transportation</b>	<b>16</b>	<b>4</b>	<b>13</b>
<b>Medicine and other health needs</b>	<b>11</b>	<b>2</b>	<b>10</b>
<b>Others</b>	<b>1</b>	<b>0.4</b>	<b>1</b>
<b>None</b>	<b>8</b>	<b>8</b>	<b>0</b>

Q2. Alin sa mga sumusunod na pinagkagastusan ang binawasan ninyo ang pagkonsumo nitong nakaraang tatlong buwan?  
Pumili ng hanggang tatlo lamang. Alin po dito ang pinaka una? Pangalawa? Pangatlo?

Regarding the leading first-mentioned responses, these are electricity (29%) and food (24%). Additionally, food (41%) is the top other-mentioned household item that Filipinos consumed less of in the previous three (3) months.

Reduced consumption of food is reported by majorities in the rest of Luzon (56%), Mindanao (65%), Class D (52%), and Class E (63%). More particularly, more than half of Mindanawons (54%) and those belonging to Class E (55%) say they ate less non-rice food items in the last quarter. In Metro Manila, the leading responses are electricity (46%) and water (36%) while in the Visayas, the most often mentioned household items are food (45%), especially non-rice food items (37%), and electricity (47%). As for those in Class ABC, half of them (50%) reduced their power consumption while almost the same percentage (42%) ate less food during the same period. (Please refer to Table 5.)

**Table 5**  
**HOUSEHOLD EXPENDITURES WHICH THE RESPONDENT**  
**CONSUMED LESS OF IN THE PAST THREE MONTHS: OVERALL**

September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures CONSUMED LESS OF in the past 3 months	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
<b>FOOD</b>	53	29	56	46	65	42	52	63
<i>Rice</i>	21	8	22	17	29	10	22	21
<i>Other foods aside from rice</i>	41	25	41	37	54	34	40	55
<b>Electricity</b>	49	46	50	47	49	50	49	49
<b>Cellphone load</b>	28	26	27	32	28	28	29	23
<b>Water</b>	25	36	29	20	14	22	26	21
<b>LPG</b>	21	20	32	10	11	29	22	12
<b>Gasoline/Diesel</b>	20	9	19	19	29	22	21	12
<b>Expenses for outings like recreation, promenading, watching movies, vacations or eating out</b>	17	24	16	14	16	13	18	12
<b>Transportation</b>	16	9	16	14	20	21	15	18
<b>Medicine and other health needs</b>	11	8	10	9	16	3	11	13
<b>Others</b>	1	0	1	1	1	1	1	2
<b>None</b>	8	19	3	16	4	14	7	9

Q2. Alin sa mga sumusunod na pinagkagastusan ang binawasan ninyo ang pagkonsumo nitong nakaraang tatlong buwan?  
Pumili ng hanggang tatlo lamang. Alin po dito ang pinaka una? Pangalawa? Pangatlo?

Overall figures decline between September 2022 and September 2023 as far as the following items are concerned - electricity (-6 percentage points), transportation (-6 percentage points), recreation-related items (-6 percentage points), non-rice foodstuff (-8 percentage points), and cellphone load (-8 percentage points). Conversely, there is an increase in the percentage of adults who did not reduce their quarterly consumption of any of these items not only at the national level (+7 percentage points) but also in Metro Manila and the Visayas (both at +16 percentage points). (Please refer to Table 6.)

Year-on-year, there is a drop in the percentage of Metro Manilans (-26 percentage points) and Visayans (-29 percentage points) who consumed less food. More specifically, the same trend may be observed in relation to consumption of non-rice food items in Metro Manila (-24 percentage points) and of rice and non-rice foodstuff in the Visayas (-18 and -26 percentage points, respectively). Other significant movements between September 2022 and September 2023 are the decline in power consumption among Metro Manilans (-15 percentage points), transportation in Class D (-8 percentage points), and cellphone load in the rest of Luzon and Class E (-17 and -16 percentage points, respectively).



**Table 6**  
**HOUSEHOLD EXPENDITURES WHICH THE RESPONDENT**  
**CONSUMED LESS OF IN THE PAST THREE MONTHS: OVERALL**  
September 2022 and September 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Household expenditures CONSUMED LESS OF in the past 3 months		LOCATION					CLASS		
		RP	NCR	BAL			ABC	D	E
				LUZ	VIS	MIN			
FOOD	September 2023	53	29	56	46	65	42	52	63
	September 2022	57	55	46	75	66	48	56	75
	Change*	- 4	-26	+10	-29	- 1	- 6	- 4	-12
Rice	September 2023	21	8	22	17	29	10	22	21
	September 2022	19	8	14	35	24	17	19	22
	Change*	+ 2	0	+ 8	-18	+ 5	- 7	+ 3	- 1
Other foods aside from rice	September 2023	41	25	41	37	54	34	40	55
	September 2022	49	49	42	63	54	42	47	67
	Change*	- 8	-24	- 1	-26	0	- 8	- 7	-12
Electricity	September 2023	49	46	50	47	49	50	49	49
	September 2022	55	61	57	55	48	64	55	46
	Change*	- 6	-15	- 7	- 8	+ 1	-14	- 6	+ 3
Cellphone load	September 2023	28	26	27	32	28	28	29	23
	September 2022	36	36	44	25	27	32	36	39
	Change*	- 8	-10	-17	+ 7	+ 1	- 4	- 7	-16
Water	September 2023	25	36	29	20	14	22	26	21
	September 2022	25	38	29	11	19	33	25	18
	Change*	0	- 2	0	+ 9	- 5	-11	+ 1	+ 3
LPG	September 2023	21	20	32	10	11	29	22	12
	September 2022	18	18	25	11	11	17	21	5
	Change*	+ 3	+ 2	+ 7	- 1	0	+12	+ 1	+ 7
Gasoline/Diesel	September 2023	20	9	19	19	29	22	21	12
	September 2022	21	13	18	30	23	27	20	16
	Change*	- 1	- 4	+ 1	-11	+ 6	- 5	+ 1	- 4
Expenses for outings like recreation, promenading, watching movies, vacations or eating out	September 2023	17	24	16	14	16	13	18	12
	September 2022	23	25	27	18	19	30	24	13
	Change*	- 6	- 1	-11	- 4	- 3	-17	- 6	- 1
Transportation	September 2023	16	9	16	14	20	21	15	18
	September 2022	22	17	18	25	30	11	23	26
	Change*	- 6	- 8	- 2	-11	-10	+10	- 8	- 8
Medicine and other health needs	September 2023	11	8	10	9	16	3	11	13
	September 2022	15	12	13	18	18	12	15	19
	Change*	- 4	- 4	- 3	- 9	- 2	- 9	- 4	- 6
Others	September 2023	1	0	1	1	1	1	1	2
	September 2022	1	2	0	2	2	2	1	2
	Change*	0	- 2	+ 1	- 1	- 1	- 1	0	0
None	September 2023	8	19	3	16	4	14	7	9
	September 2022	1	3	1	0	0	2	1	0
	Change*	+ 7	+16	+ 2	+16	+ 4	+12	+ 6	+ 9

Note: \*Change = Figures of September 2023 minus Figures of September 2022.

Q. Alin sa mga sumusunod na pinagkagastusan ang binawasan ninyo ang pagkonsumo nitong nakaraang tatlong buwan?  
Pumili ng hanggang tatlo lamang. Alin po dito ang pinaka una? Pangalawa? Pangatlo?

**Virtually all Filipino adults (99%) observe price increases in commodities they regularly purchase, with food (95%) topping the list of such items – higher than the figure recorded a year ago (86%)**

In the Philippines as a whole (99%) as well as across geographic areas and socio-economic groupings (98% to 100% and 99% to 100%, respectively), essentially every adult observes an increase in the prices of basic goods that they regularly consume. The commodities cited by most adults are food (95%), particularly rice (90%) and non-rice foodstuff (60%). Other items with price increases in the past three (3) months are electricity (44%), gasoline/diesel (24%), LPG (19%), sugar-sweetened beverages (13%), transportation (12%), medicines (11%), water (7%), recreation (3%), cellphone load (3%), cigarettes (2%), and alcoholic drinks (1%). In addition, food is the leading first- and other-mentioned response (85% and 95%, respectively). (Please refer to Tables 7 to 8.)

**Table 7**  
**WHETHER OR NOT THERE ARE PRICE INCREASES IN GOODS OR COMMODITIES CONSUMED IN THE PAST THREE MONTHS**  
September 2022 and September 2023 / Philippines  
(In Percent)

Base: Total Interviews									
Are there goods or commodities that you or your family normally buy or spend on that became more expensive in the past three months?	RP	LOCATION				CLASS			
		NCR	BL	VIS	MIN	ABC	D	E	
		<b>YES</b>	September 2023	99	100	98	99	100	99
	September 2022	99	99	100	99	98	100	99	
	Change*	0	+ 1	- 2	0	+ 2	0	0	- 1
<b>NONE</b>	September 2023	1	0	2	1	0	0	1	1
	September 2022	1	1	0	1	2	0	1	0
	Change*	0	- 1	+ 2	0	- 2	0	0	+ 1

Note: \*Change = Figures of September 2023 minus Figures of September 2022.

Q. Mayroon po ba kayo o ang inyong pamilya na pangkaraniwang binibili o pinagkakagastusan na tumaas ang presyo nitong nakaraang tatlong buwan?

**Table 8**  
**GOODS OR COMMODITIES WITH PRICE INCREASE IN THE PAST THREE MONTHS**  
September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

GOODS OR COMMODITIES WITH PRICE INCREASE	OVERALL	MENTIONED	
		FIRST	OTHERS
<b>FOOD</b>	<b>95</b>	<b>85</b>	<b>95</b>
Rice	90	77	13
Other foods aside from rice	60	8	52
<b>Electricity</b>	<b>44</b>	<b>5</b>	<b>39</b>
<b>Gasoline/Diesel</b>	<b>24</b>	<b>4</b>	<b>20</b>
<b>LPG</b>	<b>19</b>	<b>2</b>	<b>17</b>
<b>Sugar-sweetened beverages like juice or softdrinks</b>	<b>13</b>	<b>1</b>	<b>12</b>
<b>Transportation</b>	<b>12</b>	<b>1</b>	<b>11</b>
<b>Medicine and other health needs</b>	<b>11</b>	<b>1</b>	<b>10</b>
<b>Water</b>	<b>7</b>	<b>1</b>	<b>6</b>
<b>Expenses for recreation, promenading, watching movies, vacations, or eating out</b>	<b>3</b>	<b>0.3</b>	<b>3</b>
<b>Cellphone load</b>	<b>3</b>	<b>0.04</b>	<b>3</b>
<b>Cigarettes</b>	<b>2</b>	<b>0.4</b>	<b>2</b>
<b>Alcoholic drinks</b>	<b>1</b>	<b>0.03</b>	<b>1</b>
<b>Others</b>	<b>1</b>	<b>0.02</b>	<b>1</b>

Q4. Maaari po bang pumili kayo sa mga sumusunod ng hanggang tatlong pangkaraniwang binibili o pinagkakagastusan ninyo o ng inyong pamilya na tumaas ang presyo nitong nakaraang tatlong buwan? Alin po dito ang una? Pangalawa? Pangatlo?

Most, if not practically all, adults across areas and classes observe that there was an increase in the prices of food items they regularly purchase (91% to 100% and 89% to 98%, respectively), rice in particular (83% to 98% and 76% to 95%, respectively). Non-rice food items are cited by small to big majorities in these subgroupings (54% to 81% and 51% to 61%, respectively). The only other item mentioned by a majority is electricity (i.e., 61% in Metro Manila). (Please refer to Table 9.)

**Table 9**  
**GOODS OR COMMODITIES WITH PRICE INCREASE IN THE PAST THREE MONTHS: OVERALL**  
September 10 - 14, 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Base: Those who experienced price increases, 99%								
GOODS OR COMMODITIES WITH PRICE INCREASE	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
<b>FOOD</b>	<b>95</b>	<b>98</b>	<b>91</b>	<b>96</b>	<b>100</b>	<b>89</b>	<b>95</b>	<b>98</b>
Rice	90	91	83	93	98	76	91	95
Other foods aside from rice	60	54	50	63	81	51	61	60
<b>Electricity</b>	<b>44</b>	<b>61</b>	<b>49</b>	<b>40</b>	<b>29</b>	<b>44</b>	<b>45</b>	<b>41</b>
<b>Gasoline/Diesel</b>	<b>24</b>	<b>14</b>	<b>18</b>	<b>35</b>	<b>33</b>	<b>32</b>	<b>25</b>	<b>11</b>
<b>LPG</b>	<b>19</b>	<b>35</b>	<b>24</b>	<b>13</b>	<b>5</b>	<b>26</b>	<b>19</b>	<b>13</b>
<b>Sugar-sweetened beverages like juice or softdrinks</b>	<b>13</b>	<b>3</b>	<b>15</b>	<b>11</b>	<b>16</b>	<b>19</b>	<b>12</b>	<b>18</b>
<b>Transportation</b>	<b>12</b>	<b>6</b>	<b>12</b>	<b>8</b>	<b>18</b>	<b>17</b>	<b>11</b>	<b>11</b>
<b>Medicine and other health needs</b>	<b>11</b>	<b>14</b>	<b>11</b>	<b>11</b>	<b>7</b>	<b>4</b>	<b>11</b>	<b>14</b>
<b>Water</b>	<b>7</b>	<b>11</b>	<b>6</b>	<b>11</b>	<b>2</b>	<b>8</b>	<b>6</b>	<b>14</b>
<b>Expenses for recreation, promenading, watching movies, vacations, or eating out</b>	<b>3</b>	<b>5</b>	<b>4</b>	<b>2</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b>Cellphone load</b>	<b>3</b>	<b>1</b>	<b>5</b>	<b>1</b>	<b>1</b>	<b>4</b>	<b>3</b>	<b>1</b>
<b>Cigarettes</b>	<b>2</b>	<b>2</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>2</b>	<b>2</b>	<b>10</b>
<b>Alcoholic drinks</b>	<b>1</b>	<b>1</b>	<b>2</b>	<b>1</b>	<b>0</b>	<b>4</b>	<b>1</b>	<b>2</b>
<b>Others</b>	<b>1</b>	<b>1</b>	<b>0</b>	<b>3</b>	<b>1</b>	<b>1</b>	<b>1</b>	<b>2</b>

Q4. Maaari po bang pumili kayo sa mga sumusunod ng hanggang tatlong pangkaraniwang binibili o pinagkakagastusan ninyo o ng inyong pamilya na tumaas ang presyo nitong nakaraang tatlong buwan? Alin po dito ang una? Pangalawa? Pangatlo?

For the period September 2022 to September 2023, there is an increase in the percentage of adults who observe an increase in the price of food in the past quarter (+9 percentage points), specifically rice (+35 percentage points). Conversely, figures decline in relation to transportation (-6 percentage points), sugar-sweetened beverages (-8 percentage points), and electricity (-10 percentage points). (Please refer to Table 10.)

In Metro Manila and Class D, the percentage of those saying food prices increased in the previous quarter also rise year-on-year (+12 and +8 percentage points, respectively). Across all areas and classes, figures go up in relation to the price of rice (+30 to +46 and +35 percentage points, respectively). Likewise, the percentage of Mindanawons who observe an increase in the price of non-foodstuff they regularly purchase is on an upward trend (+12 percentage points).

The reverse occurs in terms of the percentages of Mindanawons (-22 percentage points) and those in Classes ABC and D (-20 and -8 percentage points, respectively) who say power rates went up in the last three (3) months. Similar downward movements are recorded in relation to transportation (-9 percentage points in Class D) and sugar-sweetened beverages (-29 percentage points in the Visayas and -9 percentage points in Class D).

**Table 10**  
**GOODS OR COMMODITIES WITH PRICE INCREASE**  
**IN THE PAST THREE MONTHS: OVERALL**

September 2022 and September 2023 / Philippines  
(In Percent / Multiple Response, up to 3 allowed)

Base: Those who experienced price increases									
GOODS OR COMMODITIES WITH PRICE INCREASE		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
FOOD	September 2023	95	98	91	96	100	89	95	98
	September 2022	86	86	81	95	89	79	87	85
	Change*	+ 9	+12	+10	+ 1	+11	+10	+ 8	+13
Rice	September 2023	90	91	83	93	98	76	91	95
	September 2022	55	45	53	62	57	41	56	60
	Change*	+35	+46	+30	+31	+41	+35	+35	+35
Other foods aside from rice	September 2023	60	54	50	63	81	51	61	60
	September 2022	63	64	58	66	69	61	62	65
	Change*	- 3	-10	- 8	- 3	+12	-10	- 1	- 5
Electricity	September 2023	44	61	49	40	29	44	45	41
	September 2022	54	58	60	41	51	64	53	52
	Change*	-10	+ 3	-11	- 1	-22	-20	- 8	-11
Gasoline/Diesel	September 2023	24	14	18	35	33	32	25	11
	September 2022	25	21	24	26	28	37	25	15
	Change*	- 1	- 7	- 6	+ 9	+ 5	- 5	0	- 4
LPG	September 2023	19	35	24	13	5	26	19	13
	September 2022	22	37	30	10	7	24	24	13
	Change*	- 3	- 2	- 6	+ 3	- 2	+ 2	- 5	0
Sugar-sweetened beverages like juice or softdrinks	September 2023	13	3	15	11	16	19	12	18
	September 2022	21	11	15	40	22	19	21	19
	Change*	- 8	- 8	0	-29	- 6	0	- 9	- 1
Transportation	September 2023	12	6	12	8	18	17	11	11
	September 2022	18	17	19	12	21	17	20	10
	Change*	- 6	-11	- 7	- 4	- 3	0	- 9	+ 1
Medicine and other health needs	September 2023	11	14	11	11	7	4	11	14
	September 2022	14	17	12	11	16	16	11	21
	Change*	- 3	- 3	- 1	0	- 9	-12	0	- 7
Water	September 2023	7	11	6	11	2	8	6	14
	September 2022	11	18	15	1	8	8	10	16
	Change*	- 4	- 7	- 9	+10	- 6	0	- 4	- 2
Expenses for recreation, promenading, watching movies, vacations, or eating out	September 2023	3	5	4	2	1	4	3	1
	September 2022	1	2	1	3	1	4	1	2
	Change*	+ 2	+ 3	+ 3	- 1	0	0	+ 2	- 1
Cellphone load	September 2023	3	1	5	1	1	4	3	1
	September 2022	4	4	5	1	4	2	4	5
	Change*	- 1	- 3	0	0	- 3	+ 2	- 1	- 4
Cigarettes	September 2023	2	2	2	3	4	2	2	10
	September 2022	5	2	2	13	8	1	5	12
	Change*	- 3	0	0	-10	- 4	+ 1	- 3	- 2
Alcoholic drinks	September 2023	1	1	2	1	0	4	1	2
	September 2022	2	1	3	3	0	0	3	0
	Change*	- 1	0	- 1	- 2	0	+ 4	- 2	+ 2
Others	September 2023	1	1	0	3	1	1	1	2
	September 2022	0.4	0	0	0	0	0	0	1
	Change*	+0.6	+ 1	0	+ 3	+ 1	+ 1	+ 1	+ 1

Note: \*Change = Figures of September 2023 minus Figures of September 2022.

Q. Maaari po bang pumili kayo sa mga sumusunod ng hanggang tatlong pangkaraniwang binibili o pinagkakagastusan ninyo o ng inyong pamilya na tumaas ang presyo nitong nakaraang tatlong buwan? Alin po dito ang una? Pangalawa? Pangatlo?

