

## Key Findings of the March 2025 *Ulat ng Bayan* Pre-election Preferences 11 April 2025

Pulse Asia Research, Inc. is pleased to share with the public the results of its pre-election preference survey for the 2025 senatorial and party-list races. These findings are based on the First Quarter *Ulat ng Bayan* survey, conducted from **March 23 to 29, 2025**, through face-to-face interviews.

The nationwide survey covered **2,400 randomly selected Filipino adults** (18 years old and above). With a 95% confidence level, the **margin of error at the national level is  $\pm 2\%$** . For the sub-national areas, the margins of error are as follows:

- **National Capital Region (NCR):  $\pm 5.7\%$**
- **Balance of Luzon:  $\pm 3\%$**
- **Visayas:  $\pm 4.6\%$**
- **Mindanao:  $\pm 4.1\%$**

With just over a month remaining before the May 2025 national and local elections, **38% of registered voters** (i.e., those who are likely to vote and who are undecided on the matter of casting their ballot in May 2025) are naming a full slate of 12 preferred senatorial candidates. On average, voters are identifying **nine (9)** candidates, with a **median of 10** names selected. Across geographic and socio-economic subgroupings, mean figures range from 7 to 10 while median figures vary from 7 to 12. *(Please refer to Table 1.)*

Out of the **64 senatorial candidates** vying for seats in the upcoming elections, **16 have a statistical chance of winning** if the May 2025 elections were held during the survey period. *(Please refer to Table 2.)*

**Incumbent Senator Christopher Go** leads the senatorial race in solo first place with a voter preference of **61.9%**. **ACT-CIS Representative Erwin Tulfo** (51.1%) and **incumbent Senator Ronald dela Rosa** (48.7%) are tied at the **2nd to 3rd ranks**.

**Former Senate President Vicente Sotto III** (44.2%) secures **4th place**. The other probable winners in the May 2025 senatorial election are:

- **Senator Pia Cayetano** (37.5%, 5<sup>th</sup> to 10<sup>th</sup> places);
- **Senator Ramon Revilla Jr.** (36.9%, 5<sup>th</sup> to 11<sup>th</sup> places);
- **former Senator Panfilo Lacson** (36.0%, 5<sup>th</sup> to 11<sup>th</sup> places);
- **Mr. Willie Revillame** (35.7%, 5<sup>th</sup> to 12<sup>th</sup> places);
- **Mr. Ben Tulfo** (35.4%, 5<sup>th</sup> to 12<sup>th</sup> places);
- **Makati City Mayor Marlen Abigail Binay** (35.3%, 5<sup>th</sup> to 12<sup>th</sup> places);
- **Senator Manuel Lapid** (33.3%, 6<sup>th</sup> to 13<sup>th</sup> places);
- **former Senator Emmanuel Pacquiao** (32.0%, 8<sup>th</sup> to 16<sup>th</sup> places);

- **Mr. Phillip Salvador** (30.9%, 11<sup>th</sup> to 17<sup>th</sup> places);
- **Las Piñas City Representative Camille Villar** (29.0%, 12<sup>th</sup> to 18<sup>th</sup> places);
- **former Senator Paolo Benigno A. Aquino IV** (28.6%, 12<sup>th</sup> to 18<sup>th</sup> places); and
- **SAGIP Party-list Representative Rodante Marcoleta** (28.3%, 12<sup>th</sup> to 18<sup>th</sup> places).

Meanwhile, **virtually all Filipinos (99%)** report awareness of the **party-list system**. Out of the **155 party-list groups** participating in the May 2025 elections, **45** would secure at least one seat if the elections were held during the survey period. *(Please refer to Table 3.)*

Among these, **five party-list groups** – **Tingog (6.11%)**, **ACT-CIS (5.57%)**, **Duterte Youth (4.74%)**, **PPP (4.64%)**, and **4PS (4.59%)** – are in a position to win the **maximum number of seats a party-list group can win (i.e., three seats each)**. *(Please refer to Table 4.)*

**Pulse Asia Research’s academic team assumes full responsibility** for the design and implementation of the survey, as well as for all analyses derived from the survey data. Consistent with our academic orientation, **no religious, political, partisan, or economic group exerts influence** over any aspect of the survey process.

**Pulse Asia Research, Inc. conducts its pre-election surveys independently**, without being commissioned by any party or organization.

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**Table 1**  
**2025 SENATORIAL ELECTIONS:**  
**FILL-UP RATES AND NUMBER OF PREFERENCES**  
March 23 - 29, 2025 / Philippines

<i>Base: Likely voters*, 100%</i>								
FILL-UP RATES (Number of names)	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
MEAN	9	9	7	10	10	8	8	10
MEDIAN	10	10	7	12	12	9	9	11
<b>NUMBER OF PREFERENCES</b> (In Percent)								
0	7	1	14	3	0	9	7	2
1	1	0	1	0	0	0	1	1
2	2	1	3	2	0	4	2	2
3	3	2	4	2	0	2	3	1
4	4	3	8	1	2	3	5	4
5	5	8	7	2	1	4	5	2
6	7	6	9	6	3	10	7	2
7	6	6	6	6	4	3	6	5
8	8	12	7	9	7	9	8	6
9	8	12	7	6	9	11	7	8
10	10	14	5	7	18	11	9	15
11	3	5	2	2	5	1	3	6
12	38	31	26	55	51	32	38	47

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

**Table 2**  
**2025 ELECTIONS: SENATORIAL PREFERENCES**

March 23 - 29, 2025 / Philippines  
(Multiple Response, up to 12 names allowed)

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Base: Likely voters*, 100%			
	Aware	Voting for	Rank
GO, BONG GO (PDPLBN)	100	61.9	1
TULFO, ERWIN (LAKAS)	100	51.1	2-3
DELA ROSA, BATO (PDPLBN)	100	48.7	2-3
SOTTO, TITO (NPC)	100	44.2	4
CAYETANO, PIA (NP)	100	37.5	5-10
BONG REVILLA, RAMON, JR. (LAKAS)	100	36.9	5-11
LACSON, PING (IND)	99	36.0	5-11
REVILLAME, WILLIE WIL (IND)	98	35.7	5-12
TULFO, BEN BITAG (IND)	97	35.4	5-12
BINAY, ABBY (NPC)	99	35.3	5-12
LAPID, LITO (NPC)	100	33.3	6-13
PACQUIAO, MANNY PACMAN (PFP)	100	32.0	8-16
SALVADOR, PHILLIP IPE (PDPLBN)	97	30.9	11-17
VILLAR, CAMILLE (NP)	98	29.0	12-18
AQUINO, BAM (KNP)	98	28.6	12-18
MARCOLETA, RODANTE (IND)	74	28.3	12-18
MARCOS, IMEE R. (NP)	100	27.6	13-18
PANGILINAN, KIKO (LP)	100	26.8	14-18
BONDOC, JIMMY (PDPLBN)	60	20.4	19-22
ABALOS, BENHUR (PFP)	95	20.3	19-22
TOLENTINO, FRANCIS TOL (PFP)	97	20.2	19-22
HONASAN, GRINGO (RP)	95	18.4	19-25
BOSITA, COLONEL (IND)	50	16.7	22-26
RODRIGUEZ, ATTY. VIC (IND)	38	15.8	22-26
HINLO, JAYVEE (PDPLBN)	25	15.5	22-26
LAMBINO, RAUL (PDPLBN)	25	15.2	23-26
QUIBOLOY, APOLLO (IND)	92	11.4	27
MATA, DOC MARITES (IND)	22	8.7	28
QUERUBIN, ARIEL PORFIRIO (NP)	53	4.7	29-30
MENDOZA, HEIDI (IND)	26	3.6	29-30
DE GUZMAN, KA LEODY (PLM)	16	2.1	31-40
CASTRO, TEACHER FRANCE (MKBYN)	21	2.0	31-41
ESPIRITU, LUKE (PLM)	14	1.9	31-42
CASIÑO, TEDDY (MKBYN)	27	1.6	31-43
MATULA, ATTY. SONNY (WPP)	10	1.6	31-43
MARTINEZ, ERIC (IND)	11	1.5	31-49

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

Q10. Kung ang eleksyon sa Mayo 2025 ay isasagawa ngayon, sinu-sino sa mga sumusunod na personalidad ang inyong iboboto bilang SENADOR? Maaari kayong pumili ng hanggang 12 na pangalan. [SHOWCARD]

Q11. May narinig, nabasa, o napanood na ba kayong kahit na ano tungkol sa mga sumusunod o wala pa? (SHUFFLE CARDS)

Note: Fill-up Rates (Mean = 9 and Median = 10)

**Table 2**  
**2025 ELECTIONS: SENATORIAL PREFERENCES**

March 23 - 29, 2025 / Philippines  
(Multiple Response, up to 12 names allowed)

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<i>Base: Likely voters*, 100%</i>			
	Aware	Voting for	Rank
SAHIDULLA, NUR-ANA (IND)	5	1.4	31-49
MUSTAPHA, SUBAIR (WPP)	3	1.3	31-49
LIDASAN, AMIRAH (MKBYN)	5	1.2	31-50
GAMBOA, MARC LOUIE (IND)	6	1.2	31-53
ARELLANO, ERNESTO (KTPNAN)	7	1.0	32-55
MAZA, LIZA (MKBYN)	14	0.9	33-56
DE ALBAN, ATTORNEY ANGELO (IND)	4	0.8	34-56
BROSAS, ARLENE (MKBYN)	13	0.7	36-59
RAMOS, DANILO (MKBYN)	7	0.7	36-61
BALLON, ROBERTO (IND)	6	0.7	36-61
MONTEMAYOR, JOEY (IND)	5	0.6	36-61
ESCOBAL, ARNEL (PM)	4	0.6	36-61
GONZALES, NORBERTO (PDSP)	13	0.6	36-61
AMAD, WILSON (IND)	4	0.5	39-62
CAPUYAN, ALLEN (PPP)	7	0.5	40-62
MARQUEZ, NORMAN (IND)	6	0.4	40-62
ADONIS, JEROME (MKBYN)	4	0.4	40-62
ARAMBULO, RONNEL (MKBYN)	4	0.4	41-63
VALBUENA, MAR MANIBELA (IND)	2	0.4	41-63
JOSE, RELLY JR. (KBL)	3	0.3	42-63
TAPADO, MICHAEL BONGBONG (PM)	4	0.2	44-64
OLIVAR, JOSE JESSIE (IND)	3	0.2	44-64
VERCELES, LEANDRO (IND)	2	0.2	44-64
DORINGO, NANAY MIMI (MKBYN)	1	0.1	45-64
D'ANGELO, DAVID (BUNYOG)	4	0.1	45-64
ANDAMO, NARS ALYN (MKBYN)	3	0.1	50-64
FLORANDA, MODY PISTON (MKBYN)	1	0.03	54-64
CABONEGRO, ROY (DPP)	4	0.0	57-64
Don't know	---	2.3	---
Refused	---	1.6	---
None	---	2.8	---

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

Q10. Kung ang eleksyon sa Mayo 2025 ay isasagawa ngayon, sinu-sino sa mga sumusunod na personalidad ang inyong iboboto bilang SENADOR? Maaari kayong pumili ng hanggang 12 na pangalan. [SHOWCARD]

Q11. May narinig, nabasa, o napanood na ba kayong kahit na ano tungkol sa mga sumusunod o wala pa? (SHUFFLE CARDS)

Note: Fill-up Rates (Mean = 9 and Median = 10)

**Table 3**  
**AWARENESS OF THE PARTY-LIST SYSTEM**  
March 23 - 29, 2025 / Philippines  
(In Percent)

*Base: Likely Voters\*, 100%*

**INTRO:** In this election of May 2025, Filipinos will also vote for their representatives in the Lower House. Twenty percent [20%] of the seats in the House of Representatives are reserved for so-called party-list representatives. The party-list system is being implemented to give smaller parties/groups/organizations the chance to have representatives in Congress. Voters will choose only one group among all those who are running under the party-list system.

<i>Have you heard, read or watched anything about the party-list system or not?</i>	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
Aware / Yes	99	99	99	99	100	100	99	100
Not aware / None	1	1	1	1	0	0	1	0

*\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.*

*SA ELEKSYON NG MAYO 2025 AY BOBOTO DIN PO ANG MGA PILIPINO PARA SA KANILANG MGA REPRESENTANTE SA MABABANG KAPULUNGAN. DALAWAMPUNG PORSYENTO (20%) NG MGA POSISYON SA MABABANG KAPULUNGAN AY NAKALANAN PARA SA MGA TINATAWAG NA PARTY-LIST REPRESENTATIVES. ANG SISTEMA NG PARTY-LIST AY ISINASAGAWA UPANG MABIGYAN NG PAGKAKATAON ANG MGA MALILIIT NA PARTIDO/GRUPO/ORGANISASYON NA MAGKARON NG REPRESENTANTE SA KONGRESO. ANG MGA BOTANTE AY PIPILI LAMANG NG ISANG GRUPO MULA SA LAHAT NG MGA TATAKBO SA ILALIM NG SISTEMA NG PARTY-LIST.*

*Q20. May narinig, nabasa o napanood na po ba kayo tungkol sa sistemang party-list o wala pa?*

**Table 4**  
**2025 ELECTIONS: PARTY-LIST GROUP PREFERENCE AND**  
**SEAT ALLOCATION (FINAL COMPUTATION)**

March 23 - 29, 2025 / Philippines

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PARTY-LIST GROUP PREFERENCE	BASE: WITH PREF ONLY*, 87%	ROUND 1 ASSURED OF 1 SEAT	ROUND 2				TOTAL NO. OF SEATS
			FIRST STEP		SECOND STEP		
			%	NO. OF ADD'L SEATS	%	NO. OF ADD'L SEATS	
TINGOG	6.11	1	3.06	2			3
ACT-CIS	5.57	1	2.79	2			3
DUTERTE YOUTH	4.74	1	2.37	2			3
PPP	4.64	1	2.32	2			3
4PS	4.59	1	2.30	2			3
SENIOR CITIZENS	3.55	1	1.78	1			2
AKO BICOL	3.23	1	1.62	1			2
USWAG ILONGGO	3.20	1	1.60	1			2
ALONA	2.97	1	1.49	1			2
1-RIDER PARTY-LIST	2.71	1	1.36	1			2
MALASAKIT@BAYANIHAN	2.31	1	1.16	1			2
CIBAC	2.18	1	1.09	1			2
AGAP	2.11	1	1.06	1			2
SWERTE	1.94					1	1
FPJ PANDAY BAYANIHAN	1.81					1	1
BICOL SARO	1.55					1	1
APEC	1.46					1	1
GABRIELA	1.42					1	1
BAYAN MUNA	1.36					1	1
TODA AKSYON	1.26					1	1
AKO BISAYA	1.22					1	1
AKBAYAN	1.18					1	1
AGIMAT	1.11					1	1
KALINGA	1.11					1	1
SOLID NORTH PARTY	1.10					1	1
ABONO	1.04					1	1
BHW	1.00					1	1
KAMALAYAN	0.96					1	1
TRABAHO	0.94					1	1
NANAY	0.94					1	1
TGP	0.93					1	1
KM NGAYON NA	0.93					1	1
MAGSASAKA	0.90					1	1
DAMAYANG FILIPINO	0.85					1	1
ABAMIN	0.83					1	1
LPGMA	0.82					1	1
APAT-DAPAT	0.77					1	1
TUPAD	0.76					1	1
ANG PROBINSIYANO	0.75					1	1
UNITED SENIOR CITIZENS	0.68					1	1
VENDORS	0.66					1	1
AGRI	0.63					1	1
ANGKASANGGA	0.63					1	1
1TAHANAN	0.60					1	1
ABANG LINGKOD	0.58					1	1
		13		18		32	63

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

Q21. Kung ang darating na eleksyon sa Mayo 2025 ay gaganapin ngayon, aling partido o grupong PARTY-LIST ang inyong iboboto? Pumili po lamang ng isa. (SHOW LIST)

**Table 4**  
**2025 ELECTIONS: PARTY-LIST GROUP PREFERENCE AND SEAT ALLOCATION (FINAL COMPUTATION)**

March 23 - 29, 2025 / Philippines

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PARTY-LIST GROUP PREFERENCE	BASE: WITH PREF ONLY*, 87%	ROUND 1 ASSURED OF 1 SEAT	ROUND 2				TOTAL NO. OF SEATS
			FIRST STEP		SECOND STEP		
			%	NO. OF ADD'L SEATS	%	NO. OF ADD'L SEATS	
API PARTY	0.57						
LINGAP	0.55						
BUHAY	0.55						
PBP	0.53						
ACT TEACHERS	0.50						
SSS-GSIS PENSYONADO	0.50						
SBP	0.47						
1PACMAN	0.46						
1MUNTI	0.46						
BATANG QUIAPO	0.45						
AHON MAHIRAP	0.45						
LAANG KAWAL	0.44						
CWS	0.44						
AKO TANOD	0.44						
ONE COOP	0.43						
SOLO PARENTS	0.42						
MANILA TEACHERS	0.40						
AKAY NI SOL	0.40						
ASAP NA	0.39						
ANGAT	0.39						
BTS BAYANING TSUPER	0.38						
BH - BAGONG HENERASYON	0.37						
LUNAS	0.36						
EDUAKSYON	0.34						
1AGILA	0.33						
KAMANGGAGAWA	0.33						
HEALTH WORKERS	0.32						
ANG TINIG NG SENIORS	0.30						
TURISMO	0.29						
SAGIP	0.28						
JUAN PINOY	0.28						
A TEACHER	0.28						
KABATAAN	0.27						
OFW	0.26						
PAMILYANG MAGSASAKA	0.24						
GILAS	0.23						
ASENSO PINOY	0.23						
TUTOK TO WIN	0.22						
BOSES PARTY-LIST	0.20						
AKTIBONG KAAGAPAY	0.18						
4K	0.17						
IPATUPAD	0.17						
PINOY AKO	0.17						
AANGAT TAYO	0.16						
KAPUSO PM	0.16						

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

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**Table 4**  
**2025 ELECTIONS: PARTY-LIST GROUP PREFERENCE AND**  
**SEAT ALLOCATION (FINAL COMPUTATION)**  
March 23 - 29, 2025 / Philippines

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PARTY-LIST GROUP PREFERENCE	BASE: WITH PREF ONLY*; 87%	ROUND 1	ROUND 2				TOTAL NO. OF SEATS
		ASSURED OF 1 SEAT	FIRST STEP		SECOND STEP		
			%	NO. OF ADD'L SEATS	%	NO. OF ADD'L SEATS	
KABABAIHAN PROBINSYANO AKO PBA COOP-NATCCO ML	0.16 0.16 0.16 0.15 0.15						
HUGPONG FEDERAL PHILRECA P3PWD KABAYAN BAGONG PILIPINAS	0.15 0.14 0.14 0.13 0.13						
PAMILYA MUNA ANAKALUSUGAN GP (GALING SA PUSO) MURANG KURYENTE AKO ILOCANO AKO	0.13 0.13 0.12 0.11 0.11						
TUCP ABP AKSYON DAPAT BBM MAGBUBUKID	0.11 0.10 0.08 0.08 0.08						
BUNYOG MAHARLIKA PROMDI TULUNGAN TAYO PINUNO	0.08 0.07 0.07 0.07 0.07						
ILOCANO DEFENDERS PBBM AKO OFW DUMPER PTDA EPANAW SAMBAYANAN	0.06 0.06 0.06 0.06 0.06						
AKO PADAYON GABAY BABAE AKO PAMILYA KO PINOY WORKERS	0.06 0.05 0.05 0.04 0.03						
KASAMBAHAY MPBL UGB ARISE PAMANA	0.03 0.03 0.03 0.02 0.02						
WIFI MAGDALO BIDA KATAGUMPAY ARTE	0.02 0.02 0.02 0.002						
<b>OTHER COMELEC PARTY-LIST GROUPS</b>							
PATROL MAAGAP SULONG DIGNIDAD CLICK PARTY ABANTE BISDAK TICTOK	BANAT ANG KOMADRONA PUSONG PINOY KUSUG TAUSUG ARANGKADA PILIPINO	BFF BG PARTY-LIST H.E.L.P. PILIPINAS PEOPLE'S CHAMP AA-KASOSYO PARTY	UNITED FRONTLINERS RAM KAUNLAD PINOY DIWA HEAL PH				

\*Those who are likely voters and those who cannot say if they will vote or not in the May 2025 elections.

Q21. Kung ang darating na eleksyon sa Mayo 2025 ay gaganapin ngayon, aling partido o grupong PARTY-LIST ang inyong iboboto? Pumili po lamang ng isa. (SHOW LIST)