

MEDIA RELEASE

(July 27, 2026)

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

RE: Pulse Asia Research's July 2026 Nationwide Survey
on Internet and Social Media Use

Pulse Asia Research, Inc. is pleased to share selected findings from the July 2026 *Ulat ng Bayan* national survey on **Internet and Social Media Use**. We would appreciate your assistance in helping inform the public by disseminating this information.

The survey fieldwork was conducted from **June 28 to July 3, 6, 2026** using face-to-face interviews. This nationwide survey is based on a sample of 2,400 representative adults 18 years old and above. It has a $\pm 2\%$ 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: $\pm 4\%$ for Metro Manila, the rest of Luzon, Visayas, and Mindanao. Those interested in further technical details may refer to our website (www.pulseasia.ph)

The following are some of the critical developments that took place in the weeks leading up to and during the conduct of the interviews for the July 2026 *Ulat ng Bayan* survey:

1. The preparations for the Vice-President's impeachment trial, with the Senate approving the amended rules on impeachment on 03 June 2026 and paving the way for Senator Francis Escudero to serve as the presiding officer of the Senate convened as an impeachment court; the impeachment trial began on 06 July 2026, with the Vice-President being absent from the initial hearing and the issue regarding opening her tax records still unresolved;

2. The election of Senator Sherwin Gatchalian as Senate President on 17 June 2026, ending the leadership struggle within the legislative chamber between the camp of Senator Gatchalian and that of Senator Alan Peter Cayetano;
3. The arrest of Senator Rodante Marcoleta on 06 July 2026 in connection with plunder charges against him involving P75 million in undisclosed campaign donations during the May 2025 elections; the three-day rally by the Iglesia ni Cristo (INC) in Manila and Quezon City held from 30 June to 02 July 2026 to show support for the lawmaker after the Office of the Ombudsman decided to file charges against him and three (3) other individuals; one of the lawmaker's co-accused, former AnaKalusugan Party-List Representative Michael Defensor, is also facing qualified human trafficking charges in connection with his ownership of properties that are reportedly being used for illegal activities;
4. The House of Representatives' final approval, on 03 June 2026, of House Bill (HB) No. 8389 that seeks to prohibit relatives up to the second degree of consanguinity or affinity from running for or holding elective posts at the same time and in the same jurisdiction; a counterpart measure in the Senate, which is still on second reading, proposes stricter limits as it favors banning relatives from simultaneously running for or holding public office in different jurisdictions and across levels of government;
5. The arrest of Senator Jinggoy Estrada on 01 June 2026 following the Sandiganbayan's issuance of an arrest warrant for plunder due to his alleged involvement in the flood control scandal; the Sandiganbayan also issued a 90-day preventive suspension order against the lawmaker and it took effect on 25 June 2026; the move of the Office of the Ombudsman to drop charges against former Department of Public Works and Highways (DPWH) Secretary Manuel Bonoan so he can serve as a state witness in the cases related to the flood control scandal; the Department of Justice (DOJ) has approved the filing of 44 criminal tax cases (i.e., stemming from reported tax liabilities amounting to more than P1.68 billion) against three (3) former DPWH Engineers involved in anomalous flood control projects in Bulacan; protest actions were again held in Makati City and Quezon City on 28 June 2026 to urge the government to hold accountable corrupt government officials, particularly those involved in the scandal;
6. The Senate Blue Ribbon Committee hearing on 04 June 2026, presided over by then Senate President Cayetano, during which 18 former military officers testified that as "bagmen" of former Ako Bicol Party-List Representative Elizaldy Co, they were ordered to deliver suitcases and packages full of cash to various government officials among which are the President, former House Speaker Ferdinand Martin Romualdez, and some former and incumbent lawmakers; those accused denied

these allegations, with a few of them even filing libel and cyber libel complaints against these ex-military officers;

7. The President's trip to Russia from 17 to 18 June 2026 to co-chair the Association of Southeast Asian Nations (ASEAN)-Russia Commemorative Summit and to meet with Russian President Vladimir Putin to discuss multilateral partnerships in trade, food and energy security, and anti-terrorism, among others; from 01 to 04 July 2026, the President went to Canada on a state visit during which the Philippines and Canada elevated their bilateral relations to a strategic partnership particularly in the areas of defense and economy; the Philippines hosted German President Frank-Walter Steinmeier during his state visit from 15 to 17 June 2026 and where issues such as maritime and defense security, trade and investments, climate change, labor and migration, and peace were discussed;
8. The World Bank's (WB) reclassification of the Philippines from a lower-middle-income economy to an upper-middle-income economy, a category that includes economies with a gross national income (GNI) per capita ranging from US\$4,636 to US\$14,375; the GNI per capita of the Philippines in 2025 was recorded at US\$4,850; meanwhile, the WB approved a \$1-billion loan and a \$20-million grant that would be used to help expand and improve Filipinos' access to electricity and water;
9. The increase in minimum wage in Metro Manila announced by the Department of Labor and Employment (DOLE) on 30 June 2026; the P85 wage hike, which is set to benefit about 1.1 million daily wage earners in the region, will be given out in two (2) tranches, with the first one (P60) to be implemented beginning 25 July 2026 while the second one will be in January 2027;
10. The decision of the Development Budget Coordination Committee (DBCC) to lower the Philippine economic growth target for the current year from 5%-6% to 3.5%-4.5% due to the Middle East war, rise in oil prices, and decline in government spending; for 2027 the incumbent administration is proposing a budget amounting to around P7.2 trillion, 6% more than the national budget for the current year, and that will restore allocations for local flood control projects;
11. The country's failure to secure a non-permanent seat in the United Nations (UN) Security Council for the period 2027-2028, losing to Kyrgyzstan through a vote of 142-49 during the fourth round of voting;
12. The decision of China to disallow Department of National Defense (DND) Secretary Gilbert Teodoro Jr. and his immediate family members from entering mainland China, Hong Kong, and Macao, as well as to conduct any business with Chinese organizations and individuals; the DND Secretary said the sanctions,

called by the Department of Foreign Affairs (DFA) as an "unfriendly act", came as a result of his strong criticism of China's aggressive actions in the West Philippine Sea (WPS);

13. The 7.8-magnitude earthquake on 08 June 2026 with an offshore epicenter west of Sarangani that resulted in the loss of at least 92 lives, the displacement of some 391,000 families across Mindanao, and damage to infrastructure estimated at more than P1.47 billion;
14. Incidents of school violence in Tacloban City where three (3) students were killed, in Zamboanga City with two (2) students being stabbed, and another stabbing of a student in San Carlos City, Negros Occidental; there were also various reports of online threats against schools and students in different parts of the country, which led the Department of Education (DepEd) to order schools to enforce stricter security measures in their campuses; there have been calls to ban violent online games and other apps that may be desensitizing minors to violence while a Senate investigation into these incidents has uncovered a link between a US-based Nihilistic Violent Extremist (NVE) network and the Tacloban City school shooting incident; and
15. The memorandum of agreement signed by the United States (US) and Iran on 17 June 2026 that deals with, among others, the immediate reopening of the Strait of Hormuz, the easing of some financial sanctions imposed on Iran, and the future of Iran's nuclear program; however, airstrikes have since resumed in the area, with both sides accusing the other of violating provisions of the agreement.

Pulse Asia Research's pool of academic fellows takes full responsibility for the design and conduct of the survey and 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 independently 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 July 2026 Ulat ng Bayan Survey:
Media Release on Internet and Social Media Use
27 July 2026

Most Filipino adults (85%) are internet users, with eight (8) in 10 of them (80%) going online more than once a day; these figures do not differ significantly from those recorded by Pulse Asia Research in March 2026

A huge majority of the adult population (85%) reports using the internet, with most adults in every area and class being internet users (78% to 93% and 64% to 90%, respectively). From March 2026 to July 2026, the only notable change in internet usage may be observed in the Visayas (+10 percentage points). (Please refer to Table 1.)

Table 1
INTERNET USE
March and July 2026 / Philippines
(In Percent)

Base: Total Interviews									
Do you use or access the internet or not?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Yes	Jul '26	85	93	88	82	78	90	87	64
	Mar '26	87	96	95	72	77	96	88	57
	Change*	- 2	- 3	- 7	+10	+ 1	- 6	- 1	+ 7
No	Jul '26	15	7	12	18	22	10	13	36
	Mar '26	13	4	5	28	23	4	12	43
	Change*	+ 2	+ 3	+ 7	- 10	- 1	+ 6	+ 1	- 7

Notes: (1) *Change = Figures of UB July 2026 minus Figures of UB March 2026.

(2) Figures of UB July 2026 (PR1&2).

Q. Kayo po ba ay gumagamit ng internet o hindi?

Among internet users, 80% access the internet more than once daily. The same is reported by big majorities across geographic and socioeconomic subgroupings (72% to 84% and 74% to 84%, respectively). Between March 2026 and July 2026, there is an increase in the percentage of those belonging to Class D who go online more than once a day (+7 percentage points). Meanwhile, the rest of internet users access the web once a day (14%), twice to six (6) times a week (5%), once a week (0.3%), or less often than once a week (0.2%). (Please refer to Table 2.)

Table 2
FREQUENCY OF INTERNET USE
March and July 2026 / Philippines
(In Percent)

Base: Those who use the internet									
How often do you access the internet?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
More than once a day	Jul '26	80	84	83	82	72	84	80	74
	Mar '26	76	89	77	73	69	93	73	74
	Change*	+ 4	- 5	+ 6	+ 9	+ 3	- 9	+ 7	0
Once a day	Jul '26	14	11	14	14	18	11	15	18
	Mar '26	14	7	10	20	24	4	16	18
	Change*	0	+ 4	+ 4	- 6	- 6	+ 7	- 1	0
2-6 times a week	Jul '26	5	3	3	4	10	4	5	7
	Mar '26	8	1	11	6	6	2	9	8
	Change*	- 3	+ 2	- 8	- 2	+ 4	+ 2	- 4	- 1
Once a week	Jul '26	0.3	1	0	0	0	1	0	0
	Mar '26	1	1	1	1	1	0	1	0
	Change*	- 0.7	0	- 1	- 1	- 1	+ 1	- 1	0
Less often than once a week	Jul '26	0.2	1	0	0	0	0	0	1
	Mar '26	1	2	1	0	0	1	1	0
	Change*	- 0.8	- 1	- 1	0	0	- 1	- 1	+ 1

Notes: (1) *Change = Figures of UB July 2026 minus Figures of UB March 2026.

(2) Figures of UB July 2026 (PR1&2).

Q. Gaano po kayo kadalas gumamit ng internet?

Use of the internet to check social media accounts is virtually universal (100%); quarter-to-quarter, the percentages of internet users who go online to buy/sell or send/receive/read electronic mail go up (+6 and +12 percentage points, respectively)

In addition to checking one's social media accounts, the other purposes for using the internet mentioned by most internet users in the Philippines are reading, watching, and/or listening either to political news (97%) or other things of interest to them (91%), and online buying and/or selling (55%). A little more than a third of internet users (37%) go online to send, receive, and/or read emails while less than a fifth (16%) use it for formal and/or non-formal learning. (Please refer to Table 3.)

In the various areas and classes, essentially all internet users access the web to check their social media accounts (all at 100%). Nearly every internet user across these same subgroupings go online to read, watch, and/or listen either to political news (96% to 98% and 97% to 98%, respectively) or to other things that interest them (84% to 94% and 88% to 94%, respectively). The only other activity reported by most internet users is online buying and/or selling (i.e., 66% in Metro Manila, 65% in the rest of Luzon, 64% in Class ABC, and 55% in Class D).

During the period March 2026 to July 2026, the following movements may be noted at the national level and in the different areas and classes:

1. online buying and/or selling — +6 percentage points in the Philippines, +12 percentage points in Metro Manila, +15 percentage points in the Visayas, +11 percentage points in Class D, and -15 percentage points in Class ABC;
2. sending, receiving, and/or reading emails — +12 percentage points in the Philippines, +10 percentage points in Metro Manila, +22 percentage points in the rest of Luzon, and +16 percentage points in Class D; and
3. formal and/or non-formal learning — +14 percentage points in Metro Manila, +17 percentage points in Class E, and -27 percentage points in Class ABC.

Table 3
PURPOSES FOR USING THE INTERNET
March and July 2026 / Philippines
(In Percent)

Base: Those who use the internet									
Do you use the internet to... You may mention others not included in this list.		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Check social media accounts like Facebook, X/Twitter, Instagram, etc.	Jul '26	100	100	100	100	100	100	100	100
	Mar '26	99	99	99	100	100	99	99	100
	Change*	+ 1	+ 1	+ 1	0	0	+ 1	+ 1	0
Read, watch, listen to the news regarding government or politics	Jul '26	97	98	97	96	97	98	97	98
	Mar '26	97	99	97	93	98	97	97	98
	Change*	0	- 1	0	+ 3	- 1	+ 1	0	0
Read, watch, listen to other things of interest like movies, recipes, celebrity news, etc.	Jul '26	91	92	94	84	90	94	91	88
	Mar '26	90	95	90	87	90	96	90	82
	Change*	+ 1	- 3	+ 4	- 3	0	- 2	+ 1	+ 6
Online Shopping, Buying or Selling Online	Jul '26	55	66	65	43	37	64	55	42
	Mar '26	49	54	61	28	33	79	44	29
	Change*	+ 6	+12	+ 4	+15	+ 4	- 15	+11	+13
Send/Receive/Read emails	Jul '26	37	34	52	24	16	49	36	22
	Mar '26	25	24	30	17	18	49	20	14
	Change*	+12	+10	+22	+ 7	- 2	0	+16	+ 8
Formal and non-formal online learning	Jul '26	16	21	22	8	7	12	17	20
	Mar '26	16	7	25	6	10	39	12	3
	Change*	0	+14	- 3	+ 2	- 3	- 27	+ 5	+17

Notes: (1) *Change = Figures of UB July 2026 minus Figures of UB March 2026.

(2) Figures of UB July 2026 (PR1&2).

Q. Ginagamit po ba ninyo ang internet para...? Maaari po kayong magbanggit ng iba pang wala sa listahan.

Practically all Filipino internet users (99%) are on Facebook while most have a YouTube account (73%); overall, the only marked movement in social media account ownership between March 2026 and July 2026 is the rise in self-reported ownership of a TikTok account (+7 percentage points)

Facebook continues to top the list of social media accounts that internet users in the country have (99%), with ownership being basically universal across areas and classes (98% to 100% and 97% to 99%, respectively). Meanwhile, around three-fourths of internet users (73%) have a YouTube account, with majority figures also being recorded in most areas and all classes (69% to 84% and 62% to 79%, respectively). At the national level, the other social media accounts of internet users are TikTok (42%), Instagram (17%), and X/Twitter (6%). Aside from Facebook and YouTube,

TikTok is the only other social media account owned by a majority in any subgrouping (i.e., 51% in Class ABC). (Please refer to Table 4.)

Table 4
OWNERSHIP OF SOCIAL MEDIA ACCOUNTS
March and July 2026 / Philippines
(In Percent)

Base: Those who use the internet to check social media accounts and/or news									
What social media accounts do you have?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Facebook	Jul '26	99	100	98	99	100	97	99	99
	Mar '26	99	99	99	100	99	99	99	100
	Change*	0	+ 1	- 1	- 1	+ 1	- 2	0	- 1
YouTube	Jul '26	73	83	84	69	46	79	73	62
	Mar '26	70	73	73	90	43	81	67	74
	Change*	+ 3	+10	+11	- 21	+ 3	- 2	+ 6	- 12
TikTok	Jul '26	42	50	48	33	33	51	42	35
	Mar '26	35	39	39	21	31	41	34	22
	Change*	+ 7	+11	+ 9	+12	+ 2	+10	+ 8	+13
Instagram	Jul '26	17	29	16	17	14	33	16	8
	Mar '26	18	19	24	7	9	40	14	3
	Change*	- 1	+10	- 8	+10	+ 5	- 7	+ 2	+ 5
X / Twitter	Jul '26	6	9	5	8	2	14	5	3
	Mar '26	5	7	7	0	1	12	4	2
	Change*	+ 1	+ 2	- 2	+ 8	+ 1	+ 2	+ 1	+ 1
UNAIDED									
None	Jul '26	0.1	0	0	0	0	0	0	0
	Mar '26	1	1	1	0	0	1	1	0
	Change*	- 0.9	- 1	- 1	0	0	- 1	- 1	0

Notes: (1) *Change = Figures of UB July 2026 minus Figures of UB March 2026.

(2) Figures of UB July 2026 (PR1&2).

Q. Ano pong mga social media account ang mayroon kayo?

Some changes from March 2026 to July 2026 across geographic and socioeconomic subgroupings are the following:

1. YouTube — +10 percentage points in Metro Manila, +11 percentage points in the rest of Luzon, +6 percentage points in Class D, and -21 percentage points in the Visayas;
2. TikTok — +11 percentage points in Metro Manila, +12 percentage points in the Visayas, and +8 percentage points in Class D; and
3. Instagram — +10 percentage points in Metro Manila and the Visayas.

Facebook is the leading online source of news of internet users (91%), with YouTube a distant second (61%); national figures are constant from March 2026 to July 2026

Just as nearly all internet users have a Facebook account (99%), this platform is also their most often cited online news source (91%). A sizeable majority of internet users (61%) get their online news from YouTube. Other online sources of news in the Philippines are TikTok (21%), vlogs (9%), news websites (5%), Instagram (4%), and X/Twitter (2%). The rest of internet users (3%) do not read, listen to, and/or watch online news. These figures do not differ significantly from those recorded in March 2026. (Please refer to Table 5.)

Facebook is the online news source of most, if not nearly all, internet users across the different areas and classes (89% to 95% and 90% to 98%, respectively). As for YouTube, it is also mentioned by small to huge majorities in most areas and classes (59% to 79% and 61% to 71%, respectively). The only marked movements from March 2026 to July 2026 are the decrease in the percentage of Visayans citing YouTube (-11 percentage points) and the rise in the percentage of Mindanawons getting their online news from vlogs (+16 percentage points).

Table 5
SOURCES OF ONLINE NEWS
March and July 2026 / Philippines
(In Percent)

Base: Those who access the internet									
Where do you read, listen to, or watch news on social media, online, or internet?		RP	LOCATION				CLASS		
			NCR	BL	VIS	MIN	ABC	D	E
Facebook	Jul '26	91	95	89	94	93	90	91	98
	Mar '26	94	98	93	93	96	93	94	98
	Change*	- 3	- 3	- 4	1	- 3	- 3	- 3	0
YouTube	Jul '26	61	79	63	59	47	71	61	48
	Mar '26	63	73	63	70	48	74	60	62
	Change*	- 2	+ 6	0	- 11	- 1	- 3	+ 1	- 14
TikTok	Jul '26	21	26	22	16	19	17	21	24
	Mar '26	23	24	28	12	18	28	22	18
	Change*	- 2	+ 2	- 6	+ 4	+ 1	- 11	- 1	+ 6
Vlog	Jul '26	9	13	1	5	27	13	7	16
	Mar '26	10	11	10	5	11	14	9	9
	Change*	- 1	+ 2	- 9	0	+16	- 1	- 2	+ 7
News Website	Jul '26	5	18	2	4	4	11	4	8
	Mar '26	5	11	5	1	4	10	4	0
	Change*	0	+ 7	- 3	+ 3	0	+ 1	0	+ 8
Instagram	Jul '26	4	7	3	3	5	5	4	3
	Mar '26	4	6	4	1	3	7	3	1
	Change*	0	+ 1	- 1	+ 2	+ 2	- 2	+ 1	+ 2
X / Twitter	Jul '26	2	4	2	2	1	11	1	3
	Mar '26	2	3	3	0	0	4	2	0
	Change*	0	+ 1	- 1	+ 2	+ 1	+ 7	- 1	+ 3
UNAIDED									
Not reading, listening to, and/or watching the news on the internet	Jul '26	3	2	3	4	3	2	3	1
	Mar '26	3	1	3	7	2	3	3	2
	Change*	0	+ 1	0	- 3	+ 1	- 1	0	- 1

Notes: (1) *Change = Figures of UB July 2026 minus Figures of UB March 2026.

(2) Figures of UB July 2026 (PR1&2).

Q. Saan po kayo nagbabasa, nakikinig, o nanonood ng balita sa social media, online, o internet?

Almost three-fourths of Filipino adults (72%) consider disinformation a big problem in the country

The spread of false information is a big problem in the Philippines, according to 72% of adults. This sentiment is shared by majorities in every area and class (69% to 74% and 65% to 83%, respectively). Nearly a quarter of the adult population (24%) expresses indecision on the matter while less than a tenth (4%) are of the view that disinformation is only a small problem. (Please refer to Table 6.)

Table 6
SEVERITY OF FALSE INFORMATION OR
DISINFORMATION IN THE PHILIPPINES
June 28 - July 3, 6, 2026 / Philippines / PR1&2
(In Percent)

Base: Total Interviews, 100%								
At present, would you say the problem of false information or disinformation in the Philippines is ...?	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
BIG	72	74	72	69	72	83	71	65
Very big	32	30	31	27	37	38	31	33
Somewhat big	40	45	41	42	34	45	40	32
CANNOT SAY IF BIG OR SMALL	24	24	25	29	18	13	25	32
SMALL	4	1	2	3	10	4	4	4
Somewhat small	4	1	2	3	10	4	4	4
Very small/None	0.4	0	1	0	0	0	0	0

PR1&2, Q114. Sa kasalukuyan, masasabi ba ninyo na ang problema ng maling impormasyon o disinformation sa Pilipinas ay...?

Notes: (1) % Big = % Very big plus % Somewhat big; % Small = % Somewhat small plus % Very small/ None.

(2) Figures may not add up to 100% due to rounding off or to Don't Know and Refuse responses.

A small majority (56%) would find another trustworthy source to verify which of two (2) different versions of information is true

Out of four (4) options, most adults (56%) opt to find a trustworthy source to determine which of varying versions of a piece of information is correct. Big pluralities to huge majorities across areas and classes echo this view (50% to 72% and 43% to 60%, respectively). (Please refer to Table 7.)

At the national level, the other options preferred by Filipino adults are to believe the information most people agree with (19%), believe the first information they encounter (14%), and simply accept that there are always two (2) sides to every story (11%).

Table 7
INFORMATION VERIFICATION PRACTICES
June 28 - July 3, 6, 2026 / Philippines / PR1&2
(In Percent)

Base: Total Interviews, 100%								
When there are two different versions of information, what are you more likely to do?	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
Find another trustworthy source	56	72	55	57	50	60	57	43
Believe in the information more people agree with	19	10	20	17	24	13	20	20
Believe the first information that you encounter	14	9	14	9	20	16	12	22
Just accept that there are two versions/stories	11	10	12	17	6	11	11	15

PR1&2, Q115. Kapag may dalawang magkaibang bersyon ng impormasyon, ano ang mas malamang ninyong gawin?

About the same percentages of internet users will either believe a piece of online information shared by many people (41%) or express indecision on the matter (44%)

While 41% of Filipino adults who access the web are inclined to believe something they encounter online that is shared by many people, 44% cannot say if they will believe or not believe such a piece of information. The same pattern of public opinion may be observed in Metro Manila (40% versus 47%), the Visayas (44% versus 46%), and Class D (43% versus 42%). The predominant sentiment in Mindanao (53%) and Class E (54%) is one of believability of such information while near to small majorities in the rest of Luzon (48%) and Class ABC (59%) are ambivalent on the matter. (Please refer to Table 8.)

Table 8
BELIEVABILITY OF WIDELY SHARED ONLINE INFORMATION
June 28 - July 3, 6, 2026 / Philippines / PR1&2
(In Percent)

Base: Those who use the internet, 85%								
When many people share an information online, how likely are you to believe or not believe this information?	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
BELIEVE	41	40	36	44	53	28	43	54
Will truly believe	8	10	6	5	13	6	7	12
Will somewhat believe	34	31	30	39	40	22	35	42
CANNOT SAY IF WILL BELIEVE OR NOT BELIEVE	44	47	48	46	31	59	42	38
NOT BELIEVE	15	13	17	10	15	13	15	8
Will somewhat not believe	12	9	13	10	13	12	12	7
Will not believe at all	3	3	4	0	2	2	3	2

PR1&2, Q116. Kung maraming tao ang magbahagi ng isang impormasyon online, gaano ka maniniwala o hindi maniniwala sa impormasyong ito?

Notes: (1) % Believe = % Will truly believe plus % Will somewhat believe; % Not Believe = % Will somewhat not believe plus % Will not believe at all.

(2) Figures may not add up to 100% due to rounding off or to Don't Know and Refuse responses.

A third of Filipino adults who access the web use either the source of news (35%) or their personal beliefs (33%) as a guide to determine which online information to believe

When they come across conflicting pieces of online information, essentially the same percentages of Filipino internet users determine which piece of information to believe based on either the source of such information (35%) or their own beliefs about an issue (33%) – a pattern that also exists in Metro Manila (41% versus 35%), the rest of Luzon (31% versus 37%), the Visayas (34% versus 37%), Class ABC (31% versus 41%), and Class D (35% versus 33%). Big pluralities in Mindanao and Class E (both at 41%) cite source of news as the means by which they decide which piece of online information to believe. (Please refer to Table 9.)

Overall, the other options mentioned by internet users are number of shares or likes (9%), opinion of their relatives and/or friends (9%), opinion of a trusted government personality (7%), opinion of a trusted personality from the private sector (5%), and opinion of a popular celebrity or influencer (2%).

Table 9
MOST OFTEN MEANS TO DETERMINE WHAT ONLINE INFORMATION TO BELIEVE
June 28 - July 3, 6, 2026 / Philippines / PR1&2
(In Percent)

Base: Those who use the internet, 85%								
Which of the following do you most often use to determine what online information to believe?	RP	LOCATION				CLASS		
		NCR	BL	VIS	MIN	ABC	D	E
Source of news	35	41	31	34	41	31	35	41
Personal beliefs	33	35	37	37	17	41	33	16
Number of shares or likes	9	6	13	7	6	4	10	12
Opinion of family/friends	9	4	6	14	15	9	9	15
Opinion of a trusted government personality	7	5	7	3	14	10	7	8
Opinion of a trusted personality from the private sector	5	8	5	4	3	4	5	8
Opinion of a popular celebrity or influencer	2	0	1	1	4	1	2	0

PR1&2, Alin sa mga sumusunod ang pinakamadalas ninyong ginagamit na batayan upang pagdesisyonan kung aling Q117. impormasyon online ang inyong paniniwalaan?