

Sara Duterte Leads the 2028 Presidential Race at 49.5%, Nearly Double Leni Robredo's 26.5%

A nationwide Pulso Intelligence tracker finds a consolidated two-way contest (Duterte's base is bigger, skews older, and is just as firm as Robredo's), even as nearly six in ten Filipinos say the country is on the wrong track.

Vice-President Sara Duterte holds a commanding lead in the race to succeed President Ferdinand “Bongbong” Marcos Jr., according to the first wave of the 2028 Philippine Presidential Polls Survey, a nationwide tracker by Pulso Intelligence Labs, Inc. of 1,367 registered-voter respondents fielded in July 2026. Asked whom they would vote for if the 2028 presidential election were held today, 49.5% choose Duterte and 26.5% choose former Vice-President Leni Robredo, a 23-point lead, with no other candidate reaching 3%.

The contest is already highly consolidated. Both frontrunners command firm support (88.6% of Duterte's backers and 94.4% of Robredo's rate their choice a 4 or 5 on a five-point certainty scale), leaving only a modest swing bloc: 8.9% are undecided and 6.6% reject both frontrunners outright. On locked-in support alone, Duterte's edge widens to 43.9% of the total electorate against Robredo's 25.0%.

Duterte's coalition is broad and skews older, climbing from 41.7% among 18–30s to 53.1% among 31–59s, and is overwhelming in her Mindanao bailiwick (82.5% in South Mindanao, 72.3% in North Mindanao). Robredo's support is more concentrated, strongest in South Luzon (40.7%) and Metro Manila (33.7%) and among younger and middle-class voters. The national mood remains sour: 59.0% say the Philippines is on the wrong track against just 16.4% who say right track.

KEY FIGURES

- 49.5% would vote Sara Duterte for president in 2028; 26.5% Leni Robredo, a 23-point lead.
- 59.0% say the country is on the wrong track; just 16.4% say right track.
- Duterte and Robredo dominate unaided recall (36.4% and 22.5%); no other name breaks 5%.
- Duterte's support climbs with age: 41.7% among 18–30s to 53.1% among 31–59s.
- Duterte's Mindanao bailiwick is overwhelming: 82.5% (SMIN) and 72.3% (NMIN); Robredo leads only in South Luzon (40.7%).
- Both frontrunners are firmly held: 88.6% (Duterte) and 94.4% (Robredo) rate certainty 4–5.
- On firm support alone, Duterte leads 43.9% to 25.0% of the total base.
- Only 15.5% is in play: 8.9% undecided plus 6.6% rejecting both frontrunners.

“This isn't a fragmented field like the Senate race. It's a hardened two-way contest, and right now Duterte's base is bigger, older, and just as firm as Robredo's.”

Abraham Eleazar D. Quintos, Chief Executive Officer, Pulso Intelligence Labs, Inc.

About this report

This report presents the findings of the first wave of the 2028 Philippine Presidential Polls Survey, a nationwide Pulso Intelligence tracker of the 2028 presidential race. It is published for the general public. The summary on the preceding page sets out the headline results; the full findings, including each question, the response distributions, and the demographic and regional breakdowns, follow in the pages after it. The methodology and the firm's independence statement appear at the end.

How to read the figures

Unless otherwise noted, all percentages are based on 1,367 unique registered-voter respondents (1,365 of them weightable) surveyed through an online mobile-app panel in July 2026, and are weighted to COMELEC 2025 registered-voter benchmarks (Sex × Age × Region) so that the results reflect the national registered-voter population. Where a figure is based on a subgroup rather than the whole sample, the base and its size are stated beneath the relevant table. Subgroups below thirty unweighted respondents (marked with an asterisk) are directional only and are not for standalone reporting. Figures may not sum to 100% due to rounding.

Our methodology

Pulso Intelligence draws its respondents from a verified panel through quota-controlled sampling across demographic and regional cells, then weights the results so that they reflect the profile of the national registered voter population. The weighting combines calibration to official registered voter benchmarks with a propensity adjustment that corrects for differences between the composition of the panel and that of the target population. The full procedure (the sampling algorithm, the weight computation, the estimation procedure, and the validation framework) is documented in the firm's methodology paper published on our website.

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About Pulso Intelligence

Pulso Intelligence Labs, Inc. ("Pulso Intelligence") is an independent public opinion and market sentiment research firm, and the research arm of Geronimo Law. It maintains a verified respondent network of more than 1.6 million panel members across all 17 regions of the Philippines, and conducts socio-political and policy polling, brand and market research, and qualitative and deliberative studies.

This survey was designed, conducted, and funded solely by Pulso Intelligence Labs, Inc. No partisan group, candidate, political party, or commissioning interest influenced the survey or the reporting of its results.

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Signed,

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THE FULL FINDINGS

2028 Philippine Presidential Polls Survey (July 2026 Nationwide Survey, Wave 1)

The results below report the full study behind the findings summarized above. Figures are drawn from a nationwide survey of 1,367 registered-voter respondents (1,365 weightable; July 2026); all bases are weighted to COMELEC 2025 registered-voter benchmarks unless otherwise noted. Detailed methodology and the firm's independence statement appear at the end.

SECTION I

The National Mood

Nearly six in ten say the country is on the wrong track (59%)

The national mood is decidedly sour as the 2028 race takes shape. Nearly six in ten registered voters (59.0%) say the Philippines is generally headed in the wrong direction, against only about one in six (16.4%) who say it is on the right track. A further quarter (24.5%) are not sure. The –42.6-point gap between wrong- and right-track sentiment sets an unforgiving backdrop for any candidate associated with the status quo, and closely tracks the reading from the concurrent Senate wave, suggesting a stable rather than a spiking national mood.

TABLE 1

Q. Do you think the Philippines is generally headed in the right direction or the wrong direction? Total (in %)

Response	%
Wrong track	59.0
Not sure	24.5
Right track	16.4

Base: All weightable respondents, weighted (n=1,365; effective n=1,049.3). Questionnaire wording reconstructed to standard convention; exact field wording not supplied with the dataset.

SECTION II

The Presidential Race

Duterte and Robredo dominate unaided recall; no other name breaks 5%

Asked to name, without any list, the first candidate for national leadership that comes to mind, voters return an overwhelmingly two-name field. Sara Duterte is named by 36.4% and Leni Robredo by 22.5%, with a further 36.6% naming “Duterte” without specifying which family member (reported separately and not double-counted). No other figure reaches 5%: Pasig City Mayor Vico Sotto (5.0%) leads a distant remainder that includes Risa Hontiveros (1.9%), Bam Aquino (1.6%), Robin Padilla (1.5%), Raffy Tulfo (1.1%), and President Marcos himself (1.0%). Top-of-mind awareness is already concentrated on the two frontrunners before any prompting. (Please refer to Table 2.)

TABLE 2

Q. Who is the first candidate for national leadership that comes to mind, without any list to choose from? (unaided, in %)

Candidate	%
Sara / Sarah Duterte (specific)	36.4
Leni Robredo	22.5
Vico Sotto	5.0
Risa Hontiveros	1.9
Bam Aquino	1.6
Robin Padilla	1.5
Raffy Tulfo	1.1
BBM / Bongbong Marcos	1.0

Base: All approved respondents, weighted. An additional 36.6% named “Duterte” without specifying a family member (shown separately, not double-counted). Write-in mentions outside the aided shortlist.

Duterte leads the 2028 field at 49.5%, nearly double Robredo’s 26.5%

Presented with a shortlist, just under half of registered voters (49.5%) would vote for Sara Duterte if the 2028 presidential election were held today, nearly double the 26.5% who would vote for Leni Robredo. No other candidate is close: Raffy Tulfo (2.8%), Bam Aquino (2.6%), and Risa Hontiveros (2.0%) round out the named field. The remainder is a modest swing bloc (8.9% are undecided and 6.6% would vote for none of the candidates), leaving 15.5% of the electorate genuinely in play. The 23-point margin marks a far more consolidated contest than the fragmented Senate race. (Please refer to Table 3.)

TABLE 3

Q. If the 2028 presidential election were held today, which of the following would you vote for? Total (in %)

Candidate	%
Sara Duterte	49.5
Leni Robredo	26.5
Undecided	8.9
None	6.6
Raffy Tulfo	2.8
Bam Aquino	2.6
Risa Hontiveros	2.0

Base: All weightable respondents, weighted (n=1,365; effective n=1,049.3). Single-select. Candidates below n=30 (Benjie, Nic, Vince Dizon, Jonvic Remulla) shown in the Appendix, directional only.

Duterte’s support skews older; Robredo holds up better among 18–30s

Duterte’s lead widens sharply with age. Among voters aged 18–30 she draws 41.7%, rising to 53.1% among those aged 31–59, the clearest generational skew in the race. Robredo runs in the opposite direction, taking 33.6% of 18–30s but only 22.5% of 31–59s. Younger voters are thus Robredo’s single clearest relative strength, though Duterte still leads in both age bands. Whether this reflects a durable generational lean or merely softer name-building for Duterte among first-time voters is an open question for later waves. (Please refer to Table 4.)

TABLE 4

Q. 2028 presidential preference by age (in %)

Candidate	18–30	31–59
Sara Duterte	41.7	53.1

Candidate	18–30	31–59
Leni Robredo	33.6	22.5
Raffy Tulfo	2.2	3.2
Bam Aquino	3.9	1.9
Risa Hontiveros	3.0	1.4

Bases (unweighted, both ≥30): 18–30 n=768, 31–59 n=585. Voters aged 60+ (n=12) excluded from this cut (directional only, see Methodology).

Duterte’s Mindanao bailiwick is overwhelming; Robredo concentrates in South Luzon and NCR

Geography divides the race even more starkly than age. Duterte’s support rises to 82.5% in South Mindanao and 72.3% in North Mindanao, and she also leads across the Visayas (60.0% in Eastern Visayas, 44.6% in Western Visayas) and much of Luzon. Robredo leads in only one region, South Luzon (40.7% versus Duterte’s 33.5%), and runs competitively in Metro Manila (33.7% versus 37.6%). Her path depends on converting these Luzon and NCR strongholds into a national coalition large enough to offset Duterte’s commanding Mindanao and Visayas base, a tall order given the margins involved. (Please refer to Table 5.)

TABLE 5

Q. 2028 presidential preference, Duterte vs Robredo, by region (in %)

Region	Sara Duterte	Leni Robredo
NCR	37.6	33.7
NLUZ	32.1	29.5
CLUZ	42.0	28.0
SLUZ	33.5	40.7
WVIS	44.6	27.8
EVIS	60.0	19.7
NMIN	72.3	13.6
SMIN	82.5	7.8

Bases (unweighted, all ≥30): NCR 196, NLUZ 166, CLUZ 173, SLUZ 274, WVIS 97, EVIS 193, NMIN 143, SMIN 123.

Duterte’s support is broad and flat across class; Robredo skews middle-class

Duterte’s coalition is notable for its flatness across socioeconomic class: her support sits between 48.5% and 52.8% in every class from B down to E, dipping only in the small, directional Class A (49.2%) and Class C1 (40.4%) cells. Robredo’s support, by contrast, declines steadily down the class ladder, from 39.9% in Class A and 37.8% in Class B to 24.9% in Class D and 21.9% in Class E. Duterte’s strength is thus broadly distributed while Robredo’s is concentrated toward the middle and upper-middle class. (Please refer to Table 6.)

TABLE 6

Q. 2028 presidential preference, Duterte vs Robredo, by socioeconomic class (in %)

SEC	Sara Duterte	Leni Robredo
A*	49.2	39.9
B	52.8	37.8
C1	40.4	37.0
C2	48.5	30.5
D	52.7	24.9
E	50.3	21.9

SECTION III

Support Quality & Conversion

Both frontrunners are firmly held; Robredo's smaller base is slightly more certain

Support for both leaders is not only large but firm. Among those who picked Robredo, 94.4% rate their certainty a 4 or 5, edging Duterte's already-high 88.6%; Raffy Tulfo's much smaller base is also firm (90.3%). In other words, Robredo's smaller coalition is marginally more locked in than Duterte's larger one, but with firm support above the high 80s on both sides, this is a largely decided two-way race rather than a fluid one. (Please refer to Table 7.)

TABLE 7

Q. How certain are you that you would vote for [candidate]? Firm (4–5) vs soft (1–3), among each candidate's own backers (in %)

Candidate	Firm (4–5)	Soft (1–3)
Leni Robredo	94.4	5.6
Raffy Tulfo	90.3	9.7
Sara Duterte	88.6	11.4
Bam Aquino	83.7	16.3
Risa Hontiveros	80.5	19.5

Base: Respondents who selected each candidate. Firm = certainty 4–5; Soft = 1–3. Benjie / Nic / Vince Dizon / Jonvic Remulla excluded (n<30 each).

The reminder gap is small: both frontrunners are already well known

Comparing unaided recall with aided preference shows how little “reminding” the frontrunners need. Duterte converts from 40.1% top-of-mind recall to 49.5% aided preference, and Robredo from 20.0% to 26.5%, lifts of roughly nine and seven points. Across the five named candidates the average moves only from 12.8% unaided to 16.7% aided. Unlike the Senate race, where many candidates gain substantially once shown a list, the presidential reminder gap is small: both frontrunners are already close to fully known, so growth must come from persuasion rather than name recognition. (Please refer to Table 8.)

TABLE 8

Q. Conversion from unaided recall to aided preference (in %)

Candidate	Unaided recall	Aided preference	Lift
Sara Duterte	40.1	49.5	+9.4
Leni Robredo	20.0	26.5	+6.5
Raffy Tulfo	0.9	2.8	+1.9
Bam Aquino	1.3	2.6	+1.3
Risa Hontiveros	1.6	2.0	+0.4

Average across the five named candidates: 12.8% unaided, 16.7% aided. Unaided = named top-of-mind without a list; aided = selected from the shortlist. Base: all weightable respondents, weighted.

On locked-in support alone, Duterte's lead widens to 43.9% versus 25.0%

Combining choice and certainty sharpens the picture. Counting only voters who both picked a candidate and rated their certainty a 4 or 5, Duterte’s firm-support rate is 43.9% of the entire weighted electorate against Robredo’s 25.0%, a gap of nearly nineteen points, wider than the headline 23-point margin implies once softness is stripped out on both sides. No other candidate clears 3% on this measure. Duterte’s advantage is therefore not only larger but harder. (Please refer to Table 9.)

TABLE 9

Q. Firm support rate: picked the candidate AND rated certainty 4–5, as a share of the total base (in %)

Candidate	%
Sara Duterte	43.9
Leni Robredo	25.0
Raffy Tulfo	2.5
Bam Aquino	2.1
Risa Hontiveros	1.6

Firm Support Rate = % of the total weighted base who both selected the candidate and rated certainty 4–5. Base: n=1,365; effective n=1,049.3.

SECTION IV

Strategic Takeaways

A consolidated two-way race, not a fluid one

Three readings define this wave. First, the mood and the race point the same way: 59.0% wrong-track sentiment coexists with a clear frontrunner, and Duterte’s 49.5% preference is nearly double Robredo’s 26.5%, a far more consolidated contest than the concurrent Senate field. Second, both frontrunners’ bases are firm (88.6% and 94.4%), so this is a largely decided two-way match rather than an open field. Third, the movement that remains is concentrated in a narrow 15.5% of undecided-or-rejecting voters, plus whatever soft support can be pried loose at the margins. Duterte’s base is bigger, older-skewing, and just as firm as Robredo’s.

Recommendations

1. Robredo’s camp must expand beyond its current base. She trails by 23.0 points overall (26.5% versus 49.5%) and is weakest precisely where the electorate is largest, outside her South Luzon and NCR strongholds. A gap this size, with firm support high on both sides, rarely closes on its own.
2. Robredo should press her relative strength among younger voters. Her edge among 18–30s (33.6% against Duterte’s 41.7%) narrows sharply among 31–59s (22.5% versus 53.1%). This is currently her clearest demographic advantage and is not yet being fully leveraged.
3. The 15.5% undecided-or-rejecting bloc is the only real swing left. With 8.9% undecided and 6.6% rejecting both frontrunners in an otherwise hardened race, whichever camp fails to court this pool concedes the only movement still readily available. Late movement is likelier to come from this bloc, from soft-supporter defection, or from generational turnover than from wholesale realignment.

APPENDIX

Full Aided Preference Ranking

The complete single-select aided preference distribution, including candidates below the n=30 reporting floor (marked with an asterisk and shown for completeness only).

TABLE A1

Q. If the 2028 presidential election were held today, which of the following would you vote for? Full ranking

Candidate	Weighted %	n (unweighted)
Sara Duterte	49.5	631
Leni Robredo	26.5	392
Undecided	8.9	132
None	6.6	79
Raffy Tulfo	2.8	39
Bam Aquino	2.6	44
Risa Hontiveros	2.0	32
Benjie	0.7	9*
Vince Dizon	0.2	3*
Jonvic Remulla	0.2	1*
Nic	0.1	3*

*Base: All weightable respondents, weighted (n=1,365). *n<30, directional only, not for standalone reporting.*

Methodology & Independence

Methodology

The findings reported here are based on the first wave of the 2028 Philippine Presidential Polls Survey, a nationwide presidential-race tracker conducted by Pulso Intelligence Labs, Inc. in July 2026 through an online mobile application-based respondent panel. A total of 1,700 respondents were screened, of whom 1,630 were eligible and approved and 70 were rejected. De-duplication removed 263 approved respondents (16.1%) who had submitted more than once under the same profile, retaining the most recent submission in each case, for a final unique base of 1,367. Two respondents who self-identified as a gender outside male/female (for which no COMELEC benchmark category exists) are excluded from calibration weighting, leaving 1,365 fully weightable respondents.

Results are calibration-weighted to COMELEC 2025 National and Local Elections registered-voter counts by Sex × Age × Region, using cell weights $w_c = N_c / n_c$ (where N_c is the registered-voter count and n_c the de-duplicated approved respondents in cell c) and a weighted estimate $\hat{Y} = \sum(w_i \cdot y_i) / \sum w_i$. The design comprises 32 regular cells (Sex × Age [18–30 / 31–59] × 8 macro-regions) plus one collapsed-and-capped national 60+ cell, for 33 cells in total. The effective sample size is 1,049.3 (design effect 1.30).

Two caveats apply to small cells. Voters aged 60+ number only 12 of 1,365 weightable respondents (0.9%) against 16.8% of registered voters; this cell is collapsed to a single national weight capped at the highest regular-cell weight to prevent distortion, and 60+ subgroup reads are directional only. Seven regular cells, together with Class A (n=22), fall below thirty unweighted respondents and are likewise flagged directional

rather than collapsed further. Exact questionnaire wording was not supplied with the dataset for one measure (direction of the country); its phrasing follows standard convention for that measure type.

The sampling and estimation procedures applied in this survey follow the firm's published methodology paper, *"The Pulso Sampling and Estimation Method: Quota-Controlled Panel Sampling and Calibration Weighting for National and Local Survey Estimates"* by Leonard Allan F. Almero, Mark Jay P. Dating, and Marie Joy L. Relente, which sets out the sampling algorithm, the weight computation, the estimation procedure, and the validation framework, together with the reporting standards that govern the publication of results.

Independence and disclosure

Pulso Intelligence Labs, Inc.'s research team takes full responsibility for the design and conduct of the survey, including the formulation of the questionnaire, the drawing and weighting of the sample, the fieldwork, the processing of the data, and the analysis and interpretation of the findings. No partisan group, candidate, political party, or commissioning interest influenced any of these processes or the reporting of the results. The survey was undertaken and funded by Pulso Intelligence Labs, Inc. as part of its continuing program of independent public-opinion research.

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