globalwebindex

Philippines

Key digital behaviors and trends over time and across demographics

Internet Penetration*	64%
Sample Q3 2019–Q4 2019	4,695

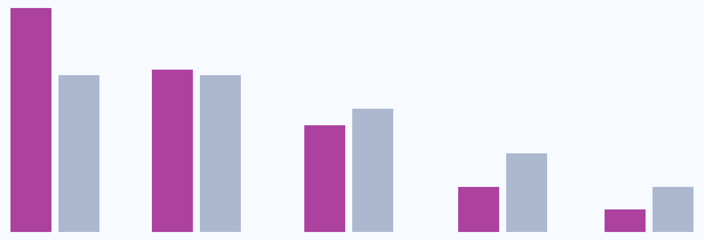
* GlobalWebIndex's forecasts for 2019 based on 2017 ITU data

PHILIPPINES GLOBAL AVERAGE

Who are they?

● PHILIPPINES ● GLOBAL AVERAGE

Age



	16-24	25-34	35-44	45-54	55-64
Philippines	40%	29%	19%	8%	4%
Global average	28%	28%	22%	14%	8%

Gender

	Male	Female
Philippines	50%	50%
Global average	54%	46%

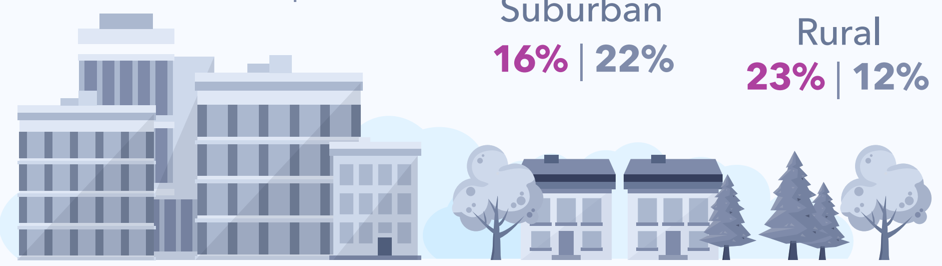
Parental Status

	Philippines	Global average
Non-parent	55%	50%
Parent	45%	50%

Education

	Philippines	Global average
Secondary or lower	34%	49%
Tertiary	66%	51%

Living Context



Urban 61% | 66%

Suburban 16% | 22%

Rural 23% | 12%

Employment Status

	Philippines	Global average
Full-time worker	41%	54%
Part-time worker	9%	8%
Self-employed	19%	10%
Full-time parent	6%	3%
Student	15%	13%
Unemployed	8%	7%
Retired	1%	3%
Other	1%	2%

Top 5 Interests

% who say they are interested in the following

	Philippines	Global average
Music	75%	56%
Gadgets	70%	32%
Food & drink	70%	51%
Cooking	68%	48%
Technology	67%	47%

Top 5 Sports Played

% who say they regularly play the following sports

Badminton 52% | 21%

Basketball 42% | 16%

Volleyball 40% | 13%

Swimming 29% | 29%

Exercise classes 27% | 15%

Travel Behaviors

% who say they typically do the following at least once every 6 months

Domestic vacation 48% | 49%

Vacation abroad 30% | 47%

Exercise

% who say they do the following at least once a week

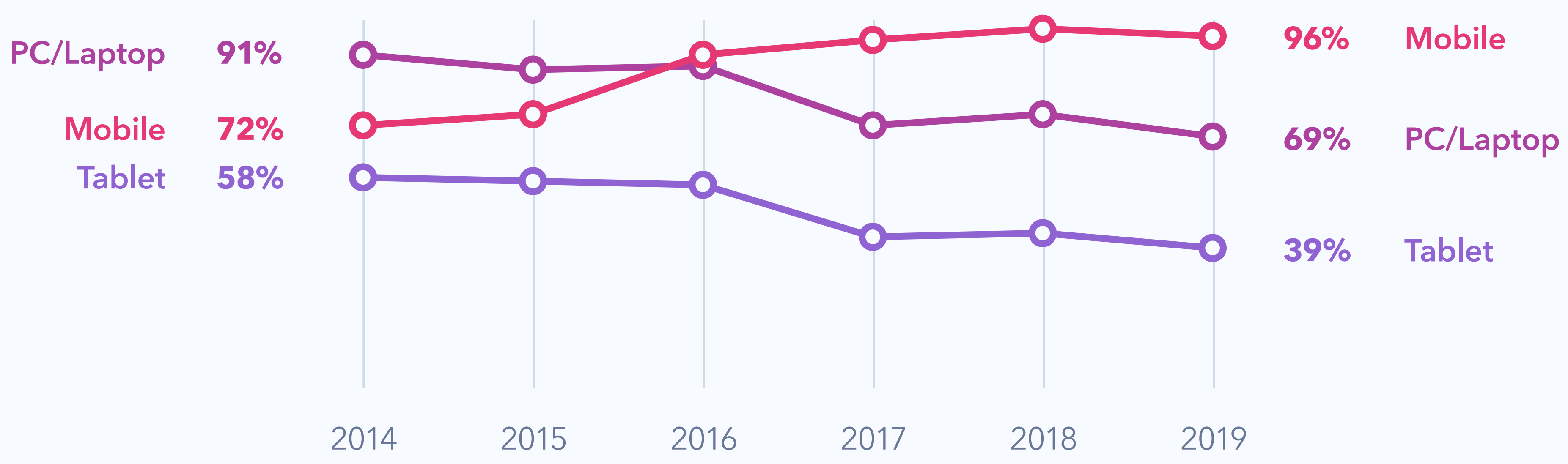
Go to the gym 24% | 41%

Go running 47% | 53%

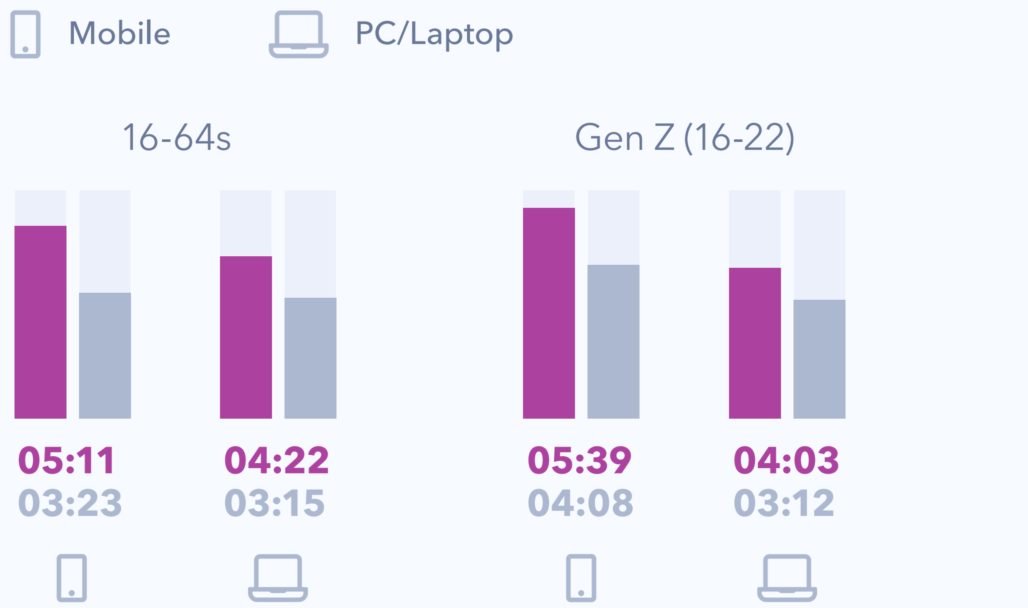
What devices do they use?

● PHILIPPINES ● GLOBAL AVERAGE

Device Ownership
% who say they own the following devices



Time Spent Online
Average hh:mm per day typically spent online on the following devices



Mobile Actions
% who say they have done the following mobile actions in the last month

	Philippines	Global average
Tracked your screen time	28%	24%
Tracked your spending	29%	34%
Used mobile payment	24%	28%
Used/scanned a QR code	43%	38%
Casted content onto TV	39%	29%

Top Mobile Payment Services
% who say they have used the following mobile payment services

GCash	PayPal	PayMaya	GrabPay
Gcash	PayPal	SmartMoney (by PayMaya)	GrabPay
20%	19%	10%	6%

Top 5 Mobile Handset Brands for Next Purchase
% who say the following brands would be their top choice when they next upgrade or buy a new mobile phone

SAMSUNG	iPhone	HUAWEI	oppo	vivo
58% | 52%	44% | 38%	28% | 14%	22% | 7%	18% | 4%

Note that global figures in this chart exclude China.

Voice Tech Adoption
% who have used voice-command tools in the last month

41% 44%

Mobile Purchase Timeframe
% who say they plan to buy a new phone or upgrade in the next 12 months

53% 58%

Privacy Tools
% who have done the following in the last month

Used an ad-blocker
60% | 46%

Used a VPN
40% | 30%

Reasons for Using Ad-Blockers Among Ad-Blocker Users
% of ad-blocker users who cite the following as their main reasons

	Philippines	Global average
Too many ads are annoying or irrelevant	56%	49%
There are too many ads on the internet	53%	49%
Ads sometimes contain viruses or bugs	52%	37%
To speed up page loading times	44%	33%
To avoid video ads before clips/shows	42%	30%

Where do they spend their time?

● PHILIPPINES ● GLOBAL AVERAGE

Daily Media Time

Average time spent per day on the following types of media in hh:mm

PHILIPPINES		GLOBAL
00:54	Radio	01:04
01:32	Games Consoles	01:13
02:03	Music Streaming	01:29
03:56	Social media	02:27
00:47	Online press	01:12
00:39	Physical press	00:53
02:14	Linear TV	01:57
01:27	Online TV	01:24

TV Behaviors by Device

% who have watched the following in the last month on each device

	TV	PC/Laptop	Mobile
Broadcast television live	71%	31%	46%
Catch-up/on-demand	47%	35%	47%
Subscription services	33%	39%	49%
TV in any form	92%	67%	84%

Top 3 Second-Screening Behaviors

% who say they do the following online when watching TV

77% | 59% Use social media

72% | 55% Chat to/message friends

56% | 43% Read my emails

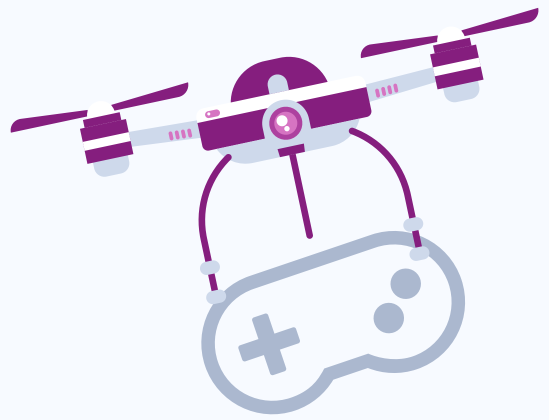
Spectator Gaming Engagement

% who say they have watched an esports tournament in the last year

	Philippines	Global
Overall	25%	19%
Gen Z (16-22)	31%	25%
Millennials (23-36)	28%	24%

Gaming Devices

% who have used the following to play games



87% | 69% Smartphone

49% | 41% Personal PC/Laptop

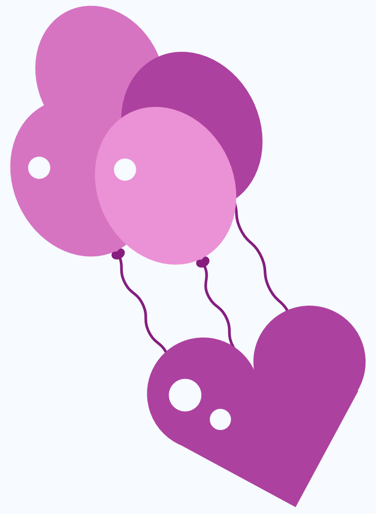
22% | 25% Games console

How do they use social media?

**Definitions:
Members – People who say they have an account on the platform in question.
Users – People who say that, within the last month, they have visited or used a social network's website or app via any device.

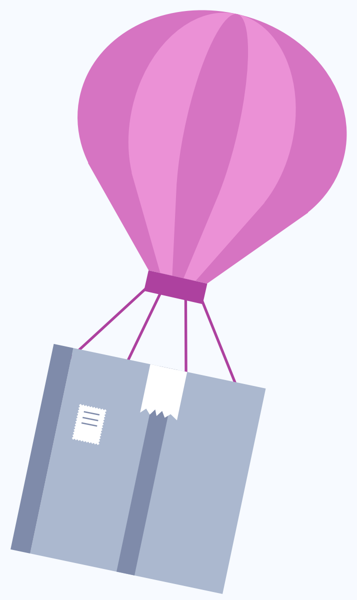
● PHILIPPINES ● GLOBAL AVERAGE

Accounts Followed
% who say they "follow" these accounts on social media



Brands you like
53% 38%

Brands you are thinking of buying something from
46% 26%



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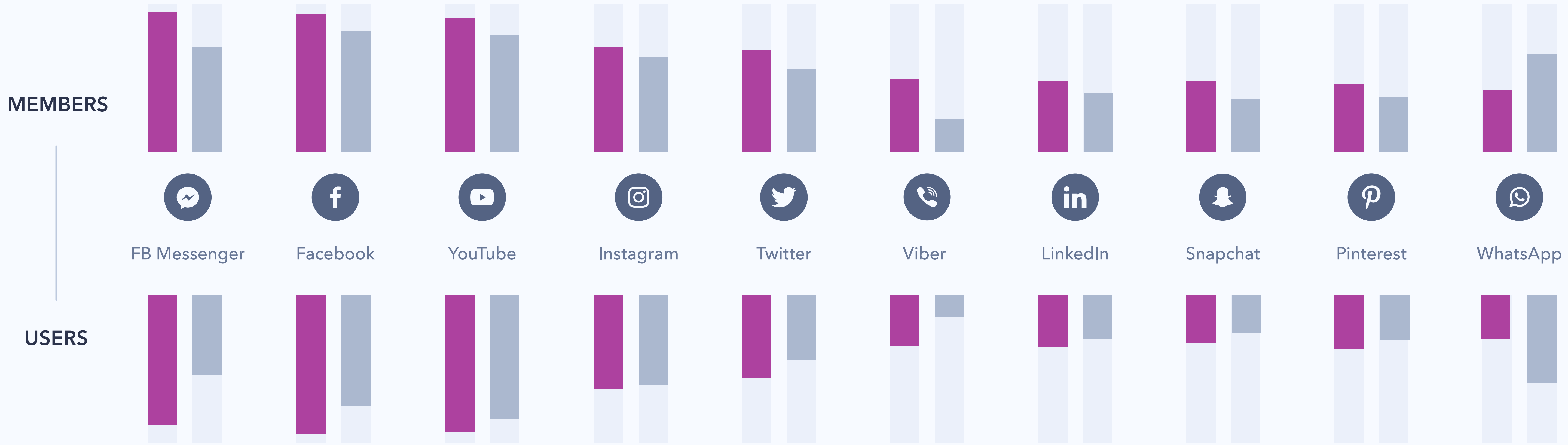
Top 10 Social Platforms
% who fall into the following groups**

Note that global figures in this chart exclude China.



Social Media Behaviors

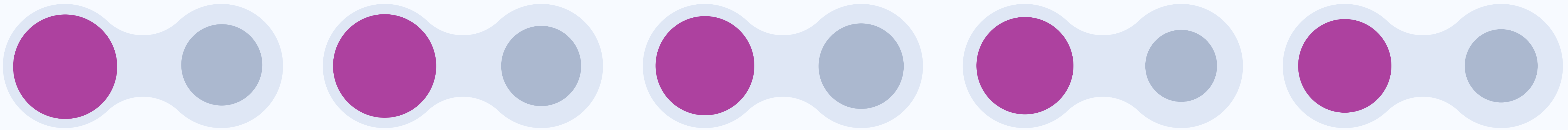
*Average number of accounts is calculated based on analysis of 52 named networks + "Other". Of the 52 individual platforms, 25 are global and 27 are specific to certain countries or regions

9.9 8.7
Average number of social media accounts*

100% 98%
have visited/used a social network in the last month

92% 88%
have contributed to at least one social network in the last month

Top Motivations for Using Social Media
% who say the following are main reasons for using social media



61% | **37%**
To stay up-to-date with news/current events

60% | **36%**
To stay in touch with what my friends are doing

55% | **35%**
To find funny or entertaining content

53% | **29%**
To research/find products to buy

49% | **30%**
To share photos or videos with others

How do they engage with brands?

● PHILIPPINES ● GLOBAL AVERAGE

Online Purchasing
% who have bought a product online in the last month via...

	Philippines	Global Average
Any device	77%	74%
PC/Laptop	30%	36%
Mobile	64%	51%

Online Reviewing
% who have posted a review of a product online in the last month via...

	Philippines	Global Average
Any device	52%	48%
PC/Laptop	20%	20%
Mobile	42%	34%

Brand/Product Discovery
% who say they discover brands/products via the following sources

	Philippines	Global Average
Ads seen on TV	50%	33%
Ads seen on social media	49%	27%
Online retail websites	42%	25%
Ads seen on mobile or tablet apps	39%	22%
Recommendations on social media	38%	23%

Online Brand/Product Research
% who say they use the following when looking for more information about a brand/product

	Philippines	Global Average
Social networks	65%	43%
Search engines	56%	53%
Consumer reviews	51%	37%
Mobile apps	44%	29%
Product/brand sites	44%	34%

Online Purchase Drivers
% who say the following would increase their likelihood of buying a product online

	Philippines	Global Average
Free delivery	66%	54%
Ability to pay with cash on delivery	53%	20%
Reviews from other customers	52%	36%
Coupons and discounts	50%	42%
Loyalty points	42%	29%

Brand Advocacy
% who say the following would motivate them to advocate a brand online

	Philippines	Global Average
High-quality products	66%	50%
Rewards (e.g. discounts, free gifts, etc)	57%	42%
Love for the brand	50%	36%
When I've received great customer service	49%	37%
When something is relevant to my own interests	42%	34%

How do they feel about coronavirus?

● PHILIPPINES ● ALL 13 COUNTRIES

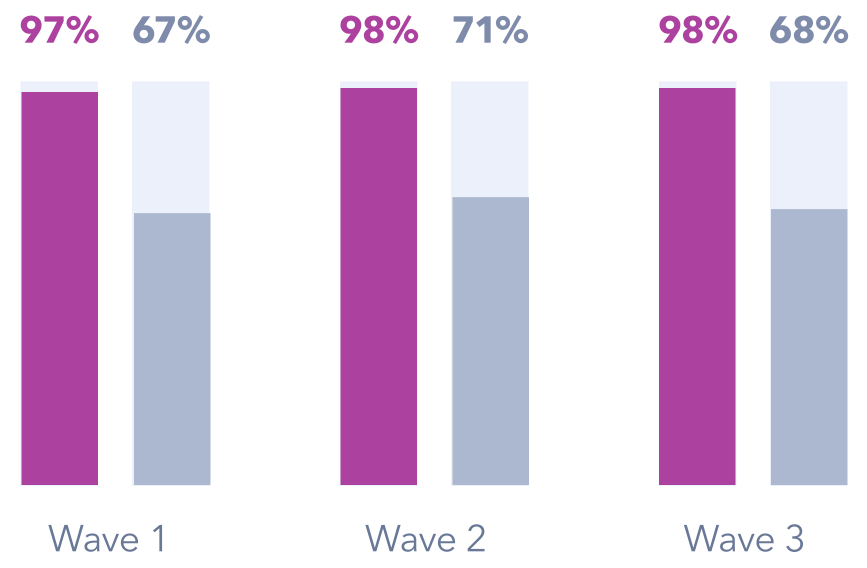
Wave 1 (March 16-20) 1,008 respondents
Wave 2 (March 31-April 3) 765 respondents
Wave 3 (April 21-23) 762 respondents

CORONAVIRUS CUSTOM RESEARCH METHODOLOGY

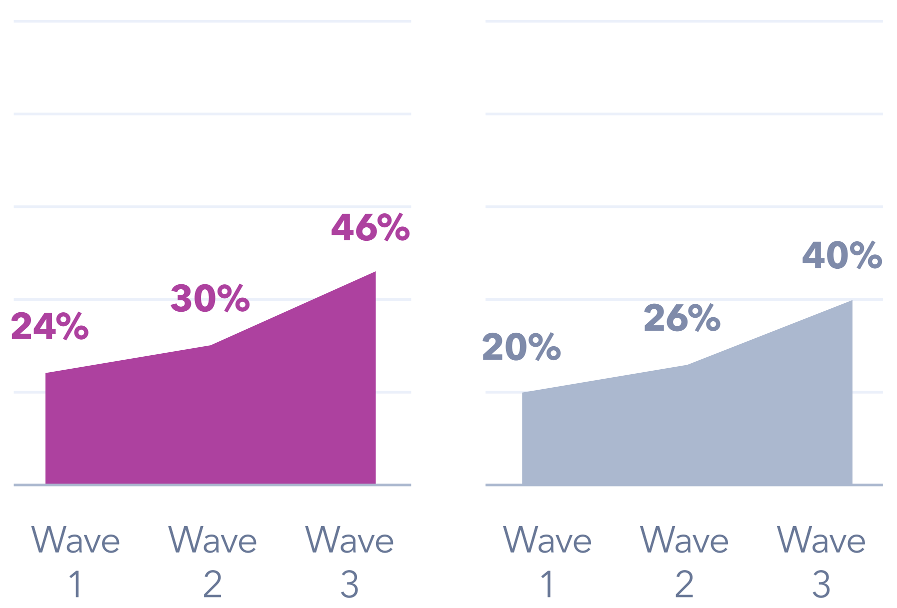
Stats related to coronavirus are from GlobalWebIndex custom recontact surveys fielded in 13 countries in Wave 1 (Australia, Brazil, China, France, Germany, Italy, Japan, Philippines, Singapore, South Africa, Spain, UK, and U.S.A.); and in 17 countries in Waves 2 and 3 (the same 13, plus Canada, India, Ireland, and New Zealand). About half of the questions included in Wave 3 were also included in Waves 1 and/or 2; therefore, here we are showing trended data among internet users aged 16-64 in Philippines compared to the 13 countries that featured in the three waves.

For more information on sample size and methodology please **click here**.

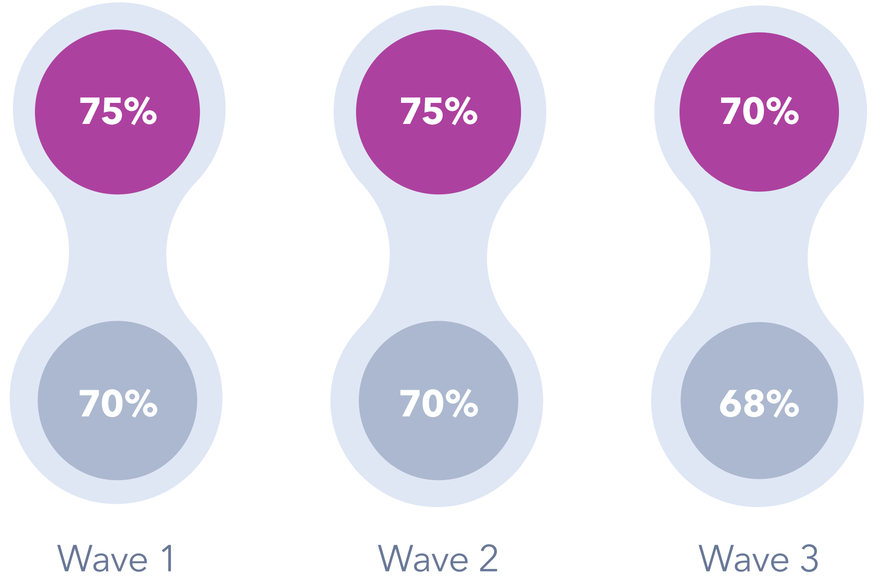
Levels of Concern (Own Country)
% who say they're extremely, very, or quite concerned about the coronavirus situation in their country



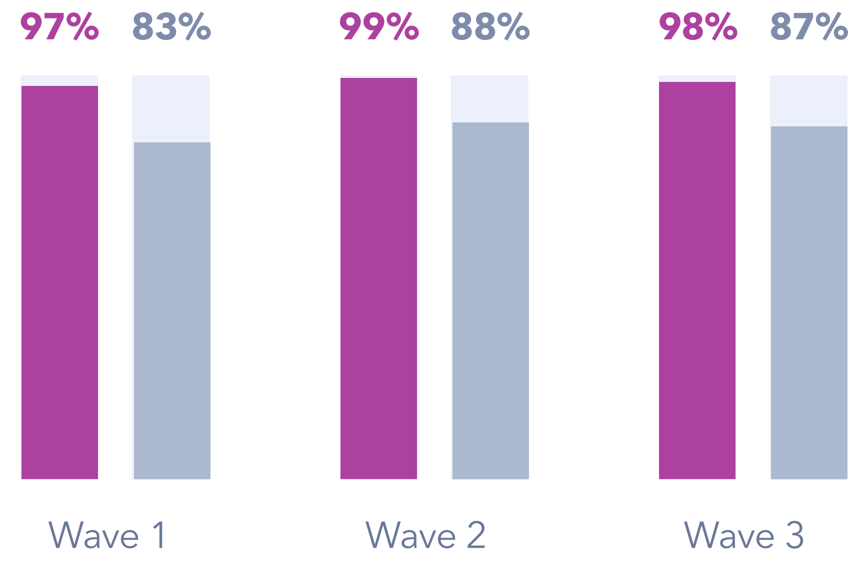
Expected Length of Outbreak (Own Country)
% who say they think the coronavirus outbreak will last 6 months or more in their country



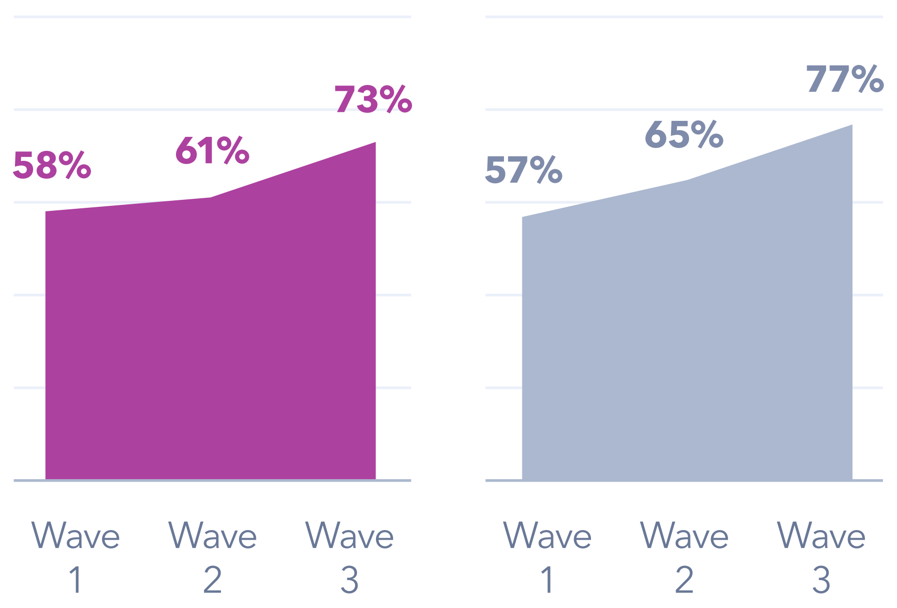
Levels of Optimism (Own Country)
% who say they feel optimistic that their country will overcome the coronavirus outbreak



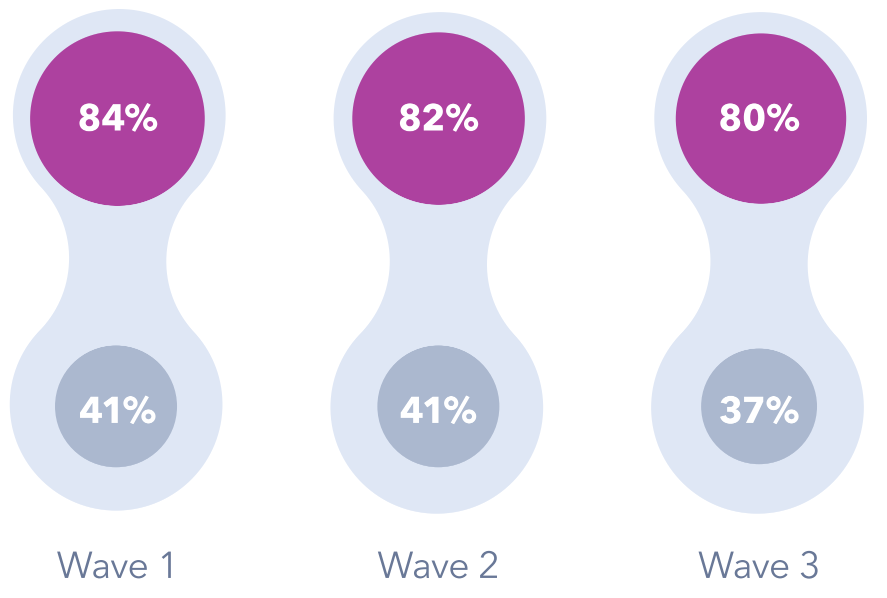
Levels of Concern (Global)
% who say they're extremely, very, or quite concerned about the coronavirus situation globally



Expected Length of Outbreak (Global)
% who say they think the coronavirus outbreak will last 6 months or more globally



Levels of Optimism (Global)
% who say they feel optimistic that the world will overcome the coronavirus outbreak

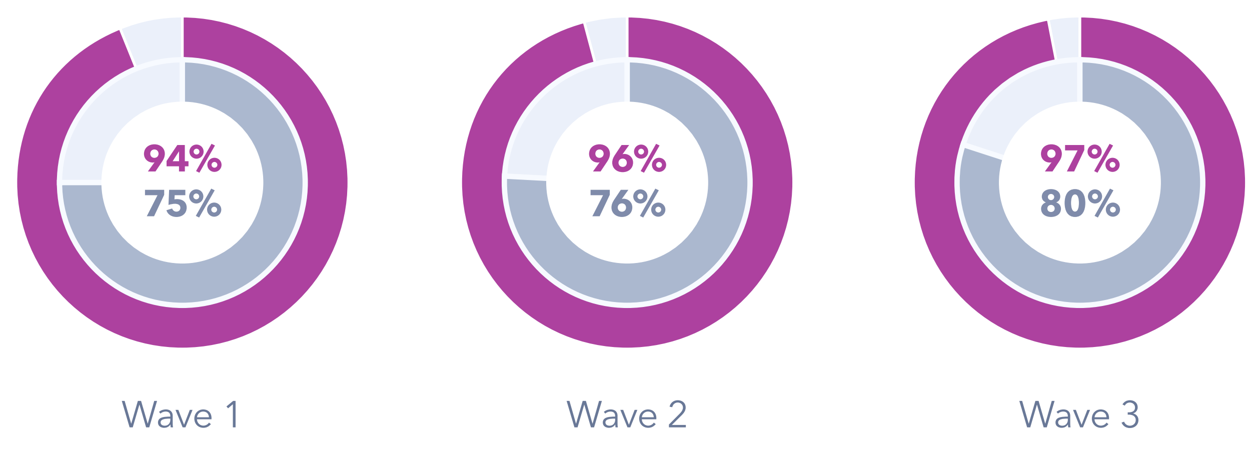


How do they feel about coronavirus?

● PHILIPPINES ● ALL 13 COUNTRIES

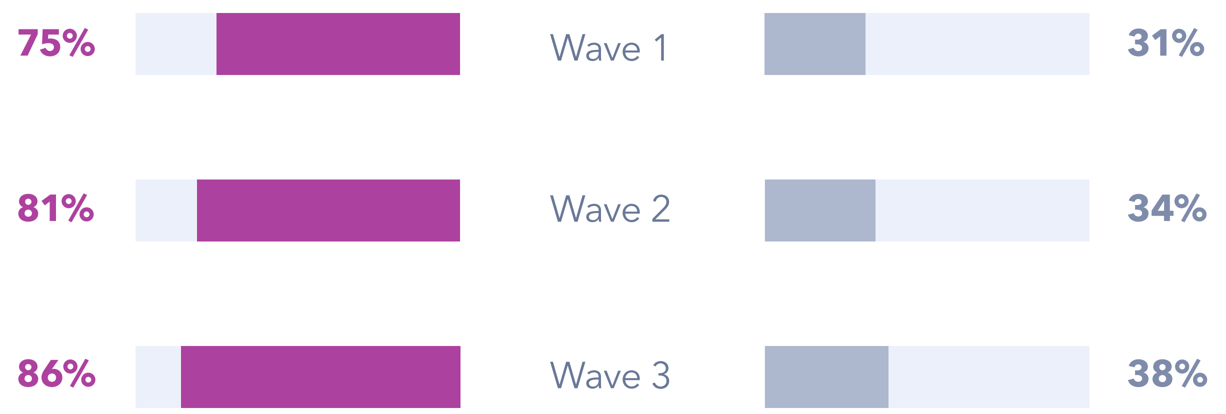
Impact on Country's Economy

% who say they expect coronavirus to have a dramatic or big effect on their country's economy



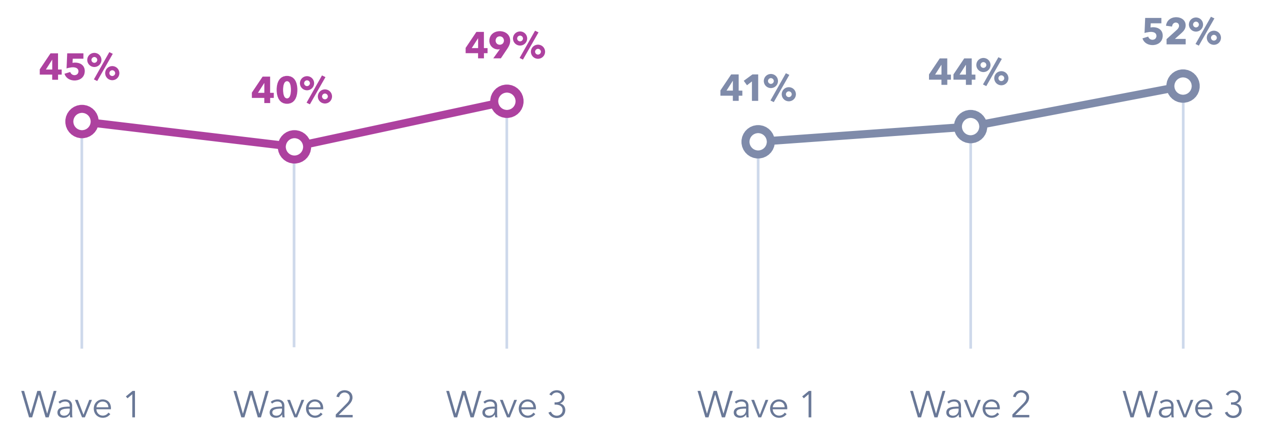
Impact on Personal/Household Finances

% who say they expect coronavirus to have a big or dramatic effect on their personal/household finances



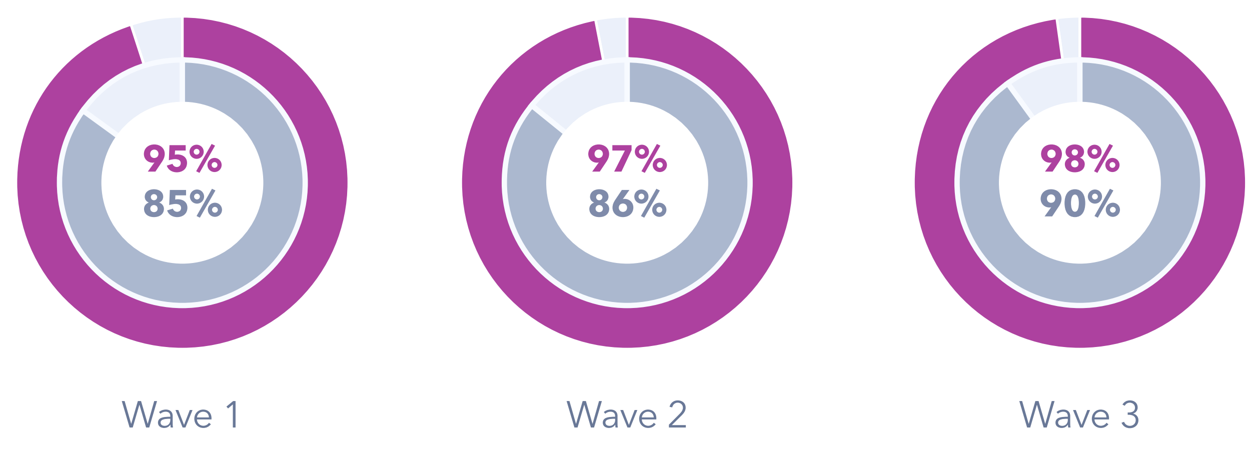
Delay to Vacation Purchases

% who say they've delayed purchasing vacations/trips as a result of the coronavirus outbreak



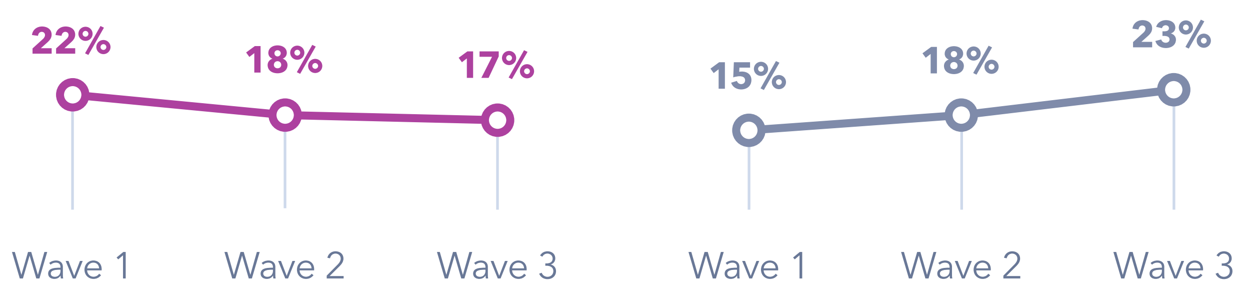
Impact on Global Economy

% who say they expect coronavirus to have a dramatic or big effect on the global economy



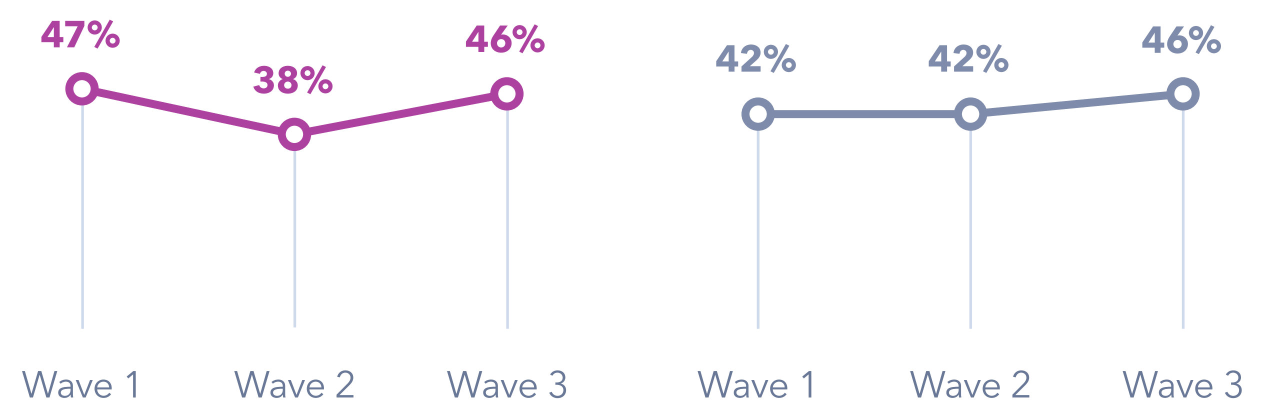
Delay to Luxury Purchases

% who say they've delayed purchasing luxury items (e.g. designer clothes, shoes, fragrances, etc.) as a result of the coronavirus outbreak



Expected Length of Purchase Delay

% who say they plan to buy purchases they have delayed when the outbreak decreases or is over in their country



ACCESSING THE DATA BEHIND THIS REPORT

GWI wants anyone who needs this data to have access to it. Therefore, anybody – regardless of whether they are a client or not – can access the results from this survey in **our platform**.

Clients can access it via their usual account, and will find it under the "Custom" section; because all respondents have previously completed our Core survey, you can cross-analyze the results of the two surveys. Non-users can sign up for a free account and will be able to analyze the results of this study.

Notes on Methodology

All figures in this report are drawn from GlobalWebIndex's online research among internet users aged 16-64. Please note that we only interview respondents aged 16-64 and our figures are representative of the online populations of each market, not its total population.

For an in-depth explanation of GlobalWebIndex's research and methodology, including information on our country coverage, internet penetration rates, our sample structures, and much more, please click here.

OUR RESEARCH

Each year, GlobalWebIndex interviews over 688,000 internet users aged 16-64. Respondents complete an online questionnaire that asks them a wide range of questions about their lives, lifestyles and digital behaviors. We source these respondents in partnership with a number of industry-leading panel providers. Each respondent who takes a GlobalWebIndex survey is assigned a unique and persistent identifier regardless of the site/panel to which they belong and no respondent can participate in our survey more than once a year (with the exception of internet users in Egypt, Saudi Arabia and the UAE, where respondents are allowed to complete the survey at 6-month intervals).

OUR QUOTAS

To ensure that our research is reflective of the online population in each market, we set appropriate quotas on age, gender and education – meaning that we interview representative numbers of men vs women, of 16-24s, 25-34s, 35-44s, 45-54s and 55-64s, and of people with secondary vs tertiary education. To do this, we conduct research across a range of international and national sources, including the World Bank, the ITU, the International Labour Organization, the CIA Factbook, Eurostat, the US Bureau of Labor Statistics as well as a range of national statistics sources, government departments and other credible and robust third-party sources. This research is also used to calculate the "weight" of each respondent; that is, approximately how many people (of the same gender, age and educational attainment) are represented by their responses.

MOBILE SURVEY RESPONDENTS

From Q1 2017 on, GlobalWebIndex has offered our Core survey on mobile. This allows us to survey internet users who prefer using a mobile or are mobile-only (who use a mobile to get online but do not use or own any other device). Mobile respondents complete a shorter version of our Core survey, answering 50 questions, all carefully adapted to be compatible with mobile screens.

Please note that the sample sizes presented in the charts throughout this report may differ as some will include both mobile and PC/laptop/tablet respondents and others will include only respondents who completed GlobalWebIndex's Core survey via PC/laptop/tablet. For more details on our methodology for mobile surveys and the questions asked to mobile respondents, please click here.