

Total	Income Group			Marital Status						
	Lower income (Bellow PHP 19,999)	Medium income (PHP 20,000 - 59,999)	Higher income (PHP 60,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single

Highest Education Level - Philippines

	Base	1000	408	332	171	275	99	70	9	6	27	514
Primary school (P1-P6, P7 if required)	-	-	-	-	-	-	-	-	-	-	-	-
Secondary School or High School (F1-F4)	10%	13%	6%	4%	6%	11%	10%	10%	10%	32%	-	12%
Diploma or vocational education	12%	16%	11%	6%	14%	23%	8%	21%	-	20%	9%	9%
University degree (e.g. BA, BSc, B.Ed)	66%	61%	73%	69%	65%	57%	66%	57%	32%	69%	69%	69%
University higher degree (Masters, MBA, PhD)	7%	4%	7%	16%	10%	6%	11%	-	16%	11%	4%	4%
Professional higher education (e.g. to qualify as a lawyer, accountant)	4%	5%	3%	4%	3%	3%	1%	11%	19%	-	5%	5%
None of these	1%	1%	1%	-	2%	-	3%	-	-	-	1%	1%

Social networks - member of

	Base	1000	408	332	171	275	99	70	9	6	27	514
Facebook	97%	97%	97%	97%	97%	97%	94%	97%	89%	67%	96%	98%
Facebook Messenger	-	-	-	-	-	-	-	-	-	-	-	-
Twitter	59%	56%	63%	65%	51%	53%	58%	57%	65%	54%	65%	65%
LinkedIn	42%	31%	52%	54%	46%	42%	51%	67%	16%	31%	40%	40%
Google+	67%	69%	71%	61%	66%	64%	72%	67%	48%	43%	68%	68%
MySpace	6%	5%	5%	10%	5%	6%	8%	10%	-	4%	6%	6%
Pinterest	28%	27%	30%	30%	29%	21%	34%	34%	-	24%	29%	29%
Tumblr	17%	15%	19%	18%	9%	10%	21%	-	-	12%	22%	22%
Instagram	59%	53%	66%	64%	47%	50%	59%	24%	16%	62%	67%	67%
Vine	3%	3%	2%	5%	1%	3%	4%	-	-	3%	4%	4%
Snapchat	17%	13%	19%	20%	10%	12%	20%	10%	35%	12%	22%	22%
WeChat	-	-	-	-	-	-	-	-	-	-	-	-
Line	-	-	-	-	-	-	-	-	-	-	-	-
Vimeo	-	-	-	-	-	-	-	-	-	-	-	-
Tinder	-	-	-	-	-	-	-	-	-	-	-	-
Mindtalk	-	-	-	-	-	-	-	-	-	-	-	-
Path	-	-	-	-	-	-	-	-	-	-	-	-
Bebo	1%	0%	0%	2%	1%	-	3%	-	-	3%	0%	0%
BeeTalk	-	-	-	-	-	-	-	-	-	-	-	-
Skype	-	-	-	-	-	-	-	-	-	-	-	-
Whatsapp	-	-	-	-	-	-	-	-	-	-	-	-
Sina Weibo	-	-	-	-	-	-	-	-	-	-	-	-
Other	8%	9%	7%	6%	5%	6%	6%	-	-	16%	10%	10%
Don't Know	0%	-	-	-	0%	-	-	-	-	-	-	-
Not applicable - I am not currently a member of any social networks	1%	1%	0%	1%	1%	-	-	11%	-	-	0%	0%

Total	Gender		Age Group			Highest Education Level - Philippines							
	Male	Female	18-34	35-54	55+	Primary school (P1-P6, P7 if required)	Secondary School or High School (F1-F4)	Diploma or vocational education	University degree (e.g. BA, BSc, B.Ed)	University higher degree (Masters)	Professional higher education (e.g. to	None of these	
Region Philippines													
Base	1000	510	490	660	280	60	-	99	121	660	69	39	13
Ilocos Region	3%	4%	2%	3%	3%	2%	-	6%	3%	3%	3%	-	-
Cagayan Valley	1%	1%	1%	1%	1%	2%	-	1%	-	1%	-	2%	8%
Central Luzon	9%	9%	8%	8%	10%	11%	-	6%	14%	8%	6%	10%	8%
Calabarzon	15%	15%	15%	14%	19%	13%	-	15%	14%	15%	15%	21%	-
Mimaropa	1%	1%	1%	1%	0%	2%	-	-	3%	1%	3%	-	-
Bicol Region	2%	2%	2%	2%	1%	2%	-	2%	-	2%	3%	3%	-
Cordillera Administrative Region (CAR)	2%	2%	3%	2%	2%	2%	-	3%	2%	2%	5%	5%	-
National Capital Region (NCR)	38%	39%	38%	37%	41%	38%	-	35%	38%	39%	42%	28%	46%
Western Visayas	3%	3%	2%	4%	0%	-	-	4%	1%	3%	3%	-	7%
Central Visayas	9%	8%	10%	9%	9%	6%	-	10%	6%	10%	10%	10%	8%
Eastern Visayas	2%	2%	2%	2%	1%	2%	-	1%	2%	2%	3%	3%	7%
Negros Island Region (NIR)	2%	2%	2%	1%	2%	5%	-	1%	1%	2%	1%	2%	-
Zamboanga Peninsula	1%	2%	1%	2%	1%	2%	-	1%	1%	2%	-	5%	-
Northern Mindanao	3%	3%	4%	3%	3%	6%	-	3%	7%	3%	1%	-	7%
Davao Region	6%	6%	6%	7%	5%	6%	-	8%	8%	6%	4%	8%	8%
Soccsargen	1%	1%	1%	1%	1%	-	-	2%	-	1%	-	2%	-
Caraga	1%	0%	1%	1%	0%	3%	-	3%	1%	1%	-	-	-
Autonomous Region of Muslim Mindanao (ARMM)	0%	-	0%	0%	-	-	-	-	-	0%	-	-	-
Other	-	-	-	-	-	-	-	-	-	-	-	-	-

	Total	Income Group			Marital Status						
		Lower income (Bellow PHP 19,999)	Medium income (PHP 20,000 - 59,999)	Higher income (PHP 60,000 and above)	Married	Living with partner	In relationship, but not living with partner	Widowed	Divorced	Separated	Single
Region Philippines											
Base	1000	408	332	171	275	99	70	9	6	27	514
Ilocos Region	3%	4%	2%	1%	3%	2%	3%	21%	-	4%	3%
Cagayan Valley	1%	1%	1%	-	1%	-	-	-	-	-	1%
Central Luzon	9%	10%	8%	7%	11%	6%	7%	11%	-	11%	8%
Calabarzon	15%	14%	17%	14%	18%	18%	12%	13%	19%	16%	13%
Mimaropa	1%	1%	1%	1%	1%	1%	-	-	16%	-	1%
Bicol Region	2%	2%	1%	1%	2%	-	3%	-	-	-	2%
Cordillera Administrative Region (CAR)	2%	2%	2%	2%	1%	4%	3%	-	-	-	2%
National Capital Region (NCR)	38%	29%	44%	52%	36%	39%	41%	33%	16%	49%	39%
Western Visayas	3%	3%	3%	1%	1%	2%	1%	11%	16%	-	4%
Central Visayas	9%	10%	8%	10%	9%	10%	15%	-	16%	-	9%
Eastern Visayas	2%	3%	0%	2%	2%	-	-	-	-	4%	3%
Negros Island Region (NIR)	2%	3%	1%	1%	2%	2%	4%	-	-	4%	1%
Zamboanga Peninsula	1%	2%	1%	-	2%	1%	1%	-	-	-	1%
Northern Mindanao	3%	4%	4%	2%	3%	4%	6%	10%	-	-	3%
Davao Region	6%	9%	4%	6%	5%	9%	1%	-	16%	8%	7%
Soccsargen	1%	1%	1%	1%	1%	-	3%	-	-	-	1%
Caraga	1%	1%	1%	1%	1%	1%	-	-	-	4%	1%
Autonomous Region of Muslim Mindanao (ARMM)	0%	0%	-	-	0%	-	-	-	-	-	0%
Other	-	-	-	-	-	-	-	-	-	-	-