



Bank deposit mo, protektado!

NEWS RELEASE

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Nationwide survey shows 31% of Filipino adults aware of PDIC

Three in ten Filipino adults are aware of the Philippine Deposit Insurance Corporation (PDIC) as the government institution safeguarding their bank deposits, according to the 2025 nationwide public awareness and reputation survey (NPARS) conducted by NielsenIQ Philippines, Inc. for the Corporation.

The findings provided an insight that underscores both meaningful progress and a critical opportunity to do more in terms of public awareness and stakeholder engagement.

NPARS aims to measure public awareness on and stakeholder affinity to PDIC. For 2025, results showed that awareness on the PDIC has climbed to 31%, a significant improvement from 18% in 2024. The upward trend reflects the Corporation's sustained efforts to educate the public on deposit insurance and its vital role in strengthening trust and stability in the financial system.

NPARS, which gathered insights from 1,500 respondents aged 18 and above across the Philippines, reveals a clear pattern: awareness is highest among individuals with banking experience, those in higher income brackets, and residents in the Visayas. At the same time, it highlights an urgent need to expand outreach, particularly among unbanked populations, lower-income groups, and communities in Mindanao, where awareness remains low.

Equally revealing are the channels through which people learn about the PDIC. Traditional media, especially television, emerged as the most influential source, followed by social media platforms like Facebook, and word-of-mouth. These insights provide a powerful roadmap for the PDIC to sharpen its communication strategies, ensuring that critical information reaches the right audiences through the most effective platforms.

NPARS aligns with global best practices in deposit insurance operations, particularly the Core Principles (CP) for Effective Deposit Insurance Systems, set by the International Association of Deposit Insurers (IADI). The CP on Public Awareness emphasizes continuous monitoring and independent evaluation of public awareness initiatives. By adhering to these CPs, the PDIC demonstrates its commitment to best practices and measurable impact.

At its core, the Corporation remains steadfast in its mission of protecting depositors and promoting financial stability. The public can take confidence in knowing that their savings are secured up to the maximum deposit insurance coverage of ₱1 million per depositor,

per bank. Deposit insurance, as provided by the PDIC, is a government policy and a financial safety net that protects bank depositors, regardless of their banks' condition.

Beyond protection, the PDIC continues to empower. Through ongoing information campaigns and educational initiatives, it equips the public with the knowledge they need to make informed financial decisions and reinforces the importance of saving within the banking system.

For more information on PDIC and deposit insurance, visit www.pdic.gov.ph or www.facebook.com/OfficialPDIC.

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The **Philippine Deposit Insurance Corporation (PDIC)** was established on 22 June 1963 by Republic Act 3591 to protect depositors and help maintain stability in the financial system.

The PDIC is an attached agency to the Bangko Sentral ng Pilipinas, and a member of the Financial Sector Forum, the Financial Stability Coordination Council, and the Financial Inclusion Steering Committee.

PDIC news/press releases and other information are available at the website, www.pdic.gov.ph.

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