

# PSRC STORIES

sharing stories of  
Filipinos since 1974



# 2025

## END OF YEAR REPORT

Hope, economic optimism, and world security  
Results for global and the Philippines



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[innovations@psrc.com.ph](mailto:innovations@psrc.com.ph)

#### **UNDERSTANDING DATA**

- All values shown in the report are percentages, except when explicitly mentioned.
- There may be some deviations due to rounding of numbers.
- Sample for total Philippines has a margin of error of 3%.
- All significance tests done are at 95% confidence level

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What's inside this report

**hope**

**economic optimism**

**peace and security**





# hope

As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?



# hope for coming 2026

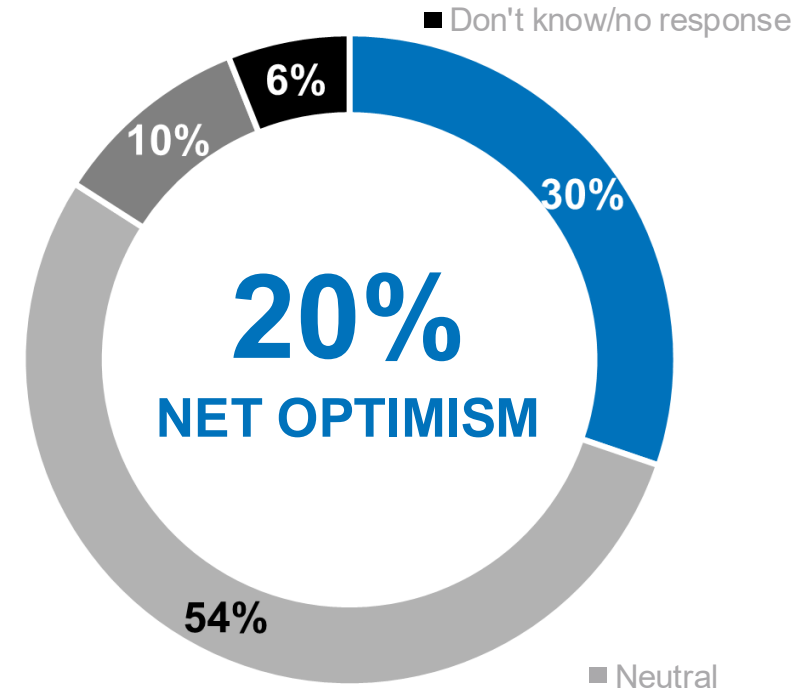
**NET  
OPTIMISM**

=

**30%**  
TOTAL OPTIMISM  
(Optimistic)

-

**10%**  
TOTAL PESSIMISM  
(Pessimistic)

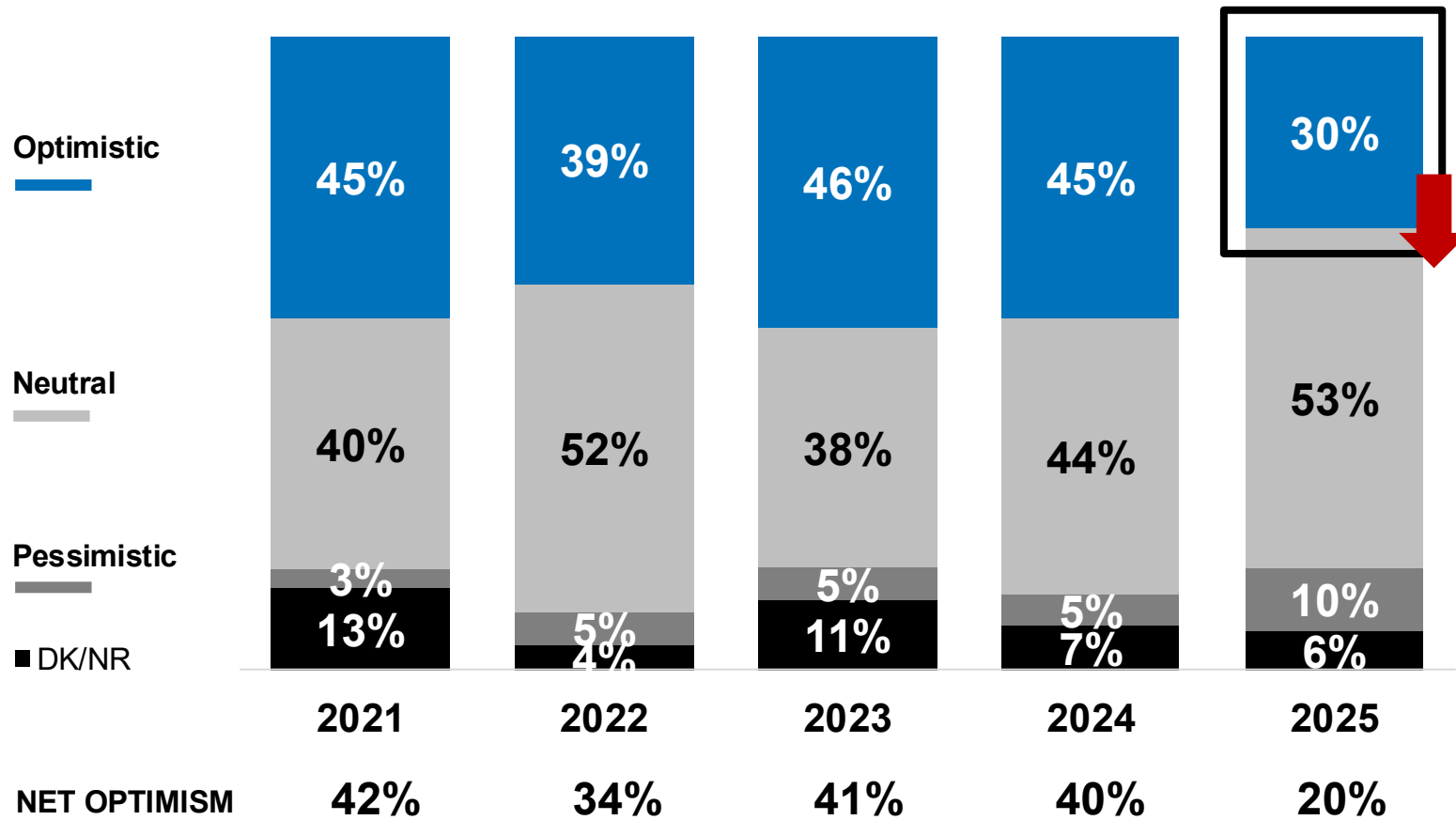


*As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?*

Total Interviews done in Philippines (n1,000)  
Total Interviews done Worldwide (n59,636)



# In comparison to the recent years, levels of optimism for the coming year among Filipinos take a decline



Net optimism for the coming year 2026 falls to 20%, nearly half of the optimism level recorded in the previous year—marking the lowest level recorded in the recent years. With most Filipinos holding a neutral perspective that things may remain the same coming into the new year.

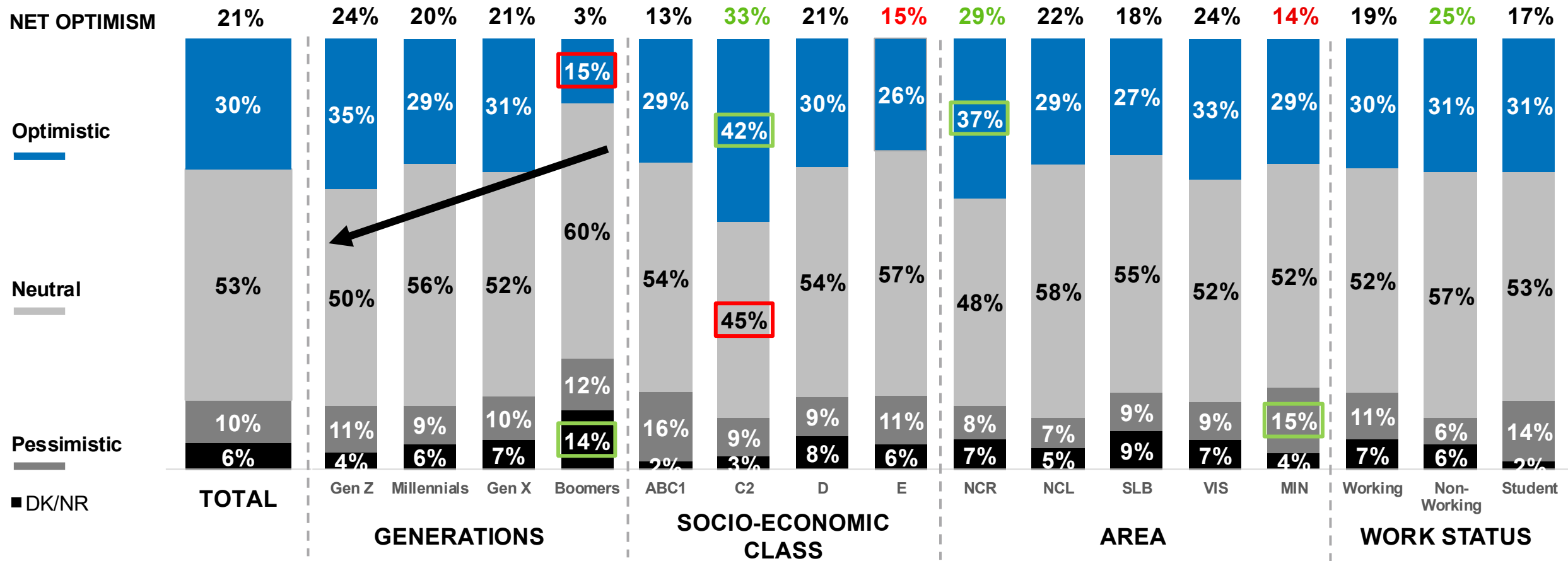
Overall, this reflects a shift in broader perspectives, shaped by the challenges that Filipinos face, reflecting a well-lived reality.

*As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?*

Total Interviews done in Philippines (n1,000)



# Higher levels of optimism for 2026 are most notable among younger generations and those in NCR and among the middle class



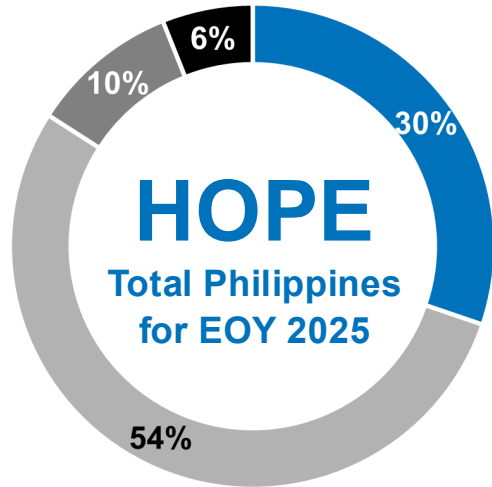
As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?  
Total Interviews done in Philippines (n1,000)

The follow areas were broken down as follows  
NCR – National Capital Region VIS – Visayas  
NCR – North/Central Luzon MIN - Mindanao  
SLB – South Luzon/Bicol

■ Significant high at 95% confidence level  
■ Significant low at 95% confidence level

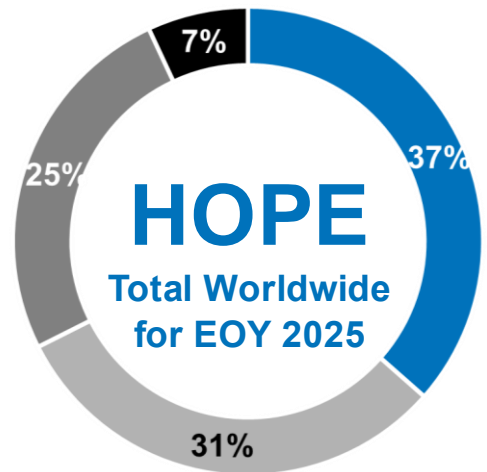


# The world shows the same sentiments, having low net optimism scores for 2026



**20% NET SCORE** = **30% TOTAL OPTIMISM (Optimistic)** - **10% TOTAL PESSIMISM (Pessimistic)**

- Neutral
- DK/NR



**11% NET SCORE** = **37% TOTAL OPTIMISM (Optimistic)** - **25% TOTAL PESSIMISM (Pessimistic)**

- Neutral
- DK/NR

Globally, opinions are more divided. Net optimism worldwide stands only at 11% vs. the Philippines' 20%

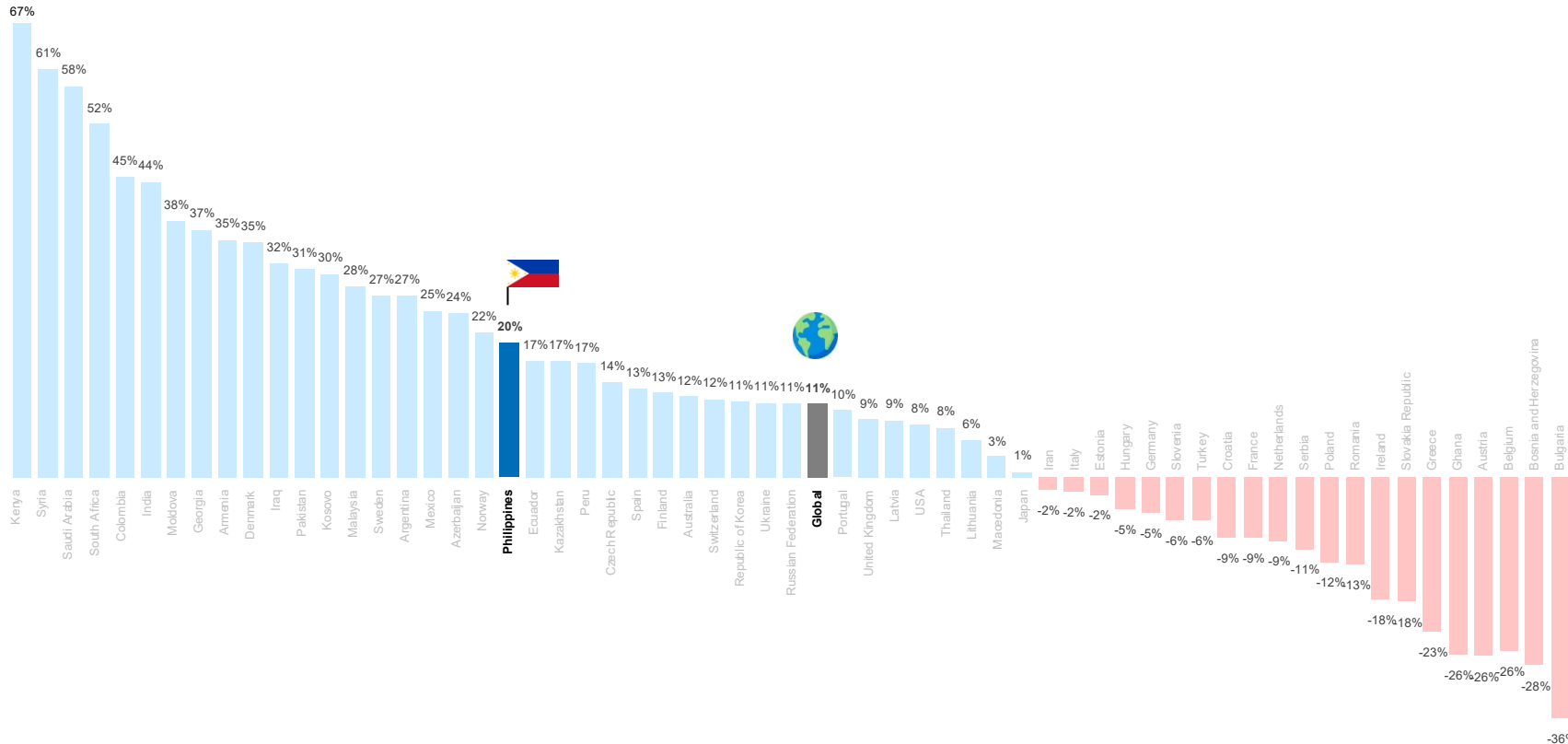
While there are slightly more optimists among global citizens vs those in the Philippines, there are also more that show negative views.

*As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?*

Total Interviews done in Philippines (n1,000)  
Total Interviews done Worldwide (n59,636)



# The Philippine rests among those slightly more optimistic than other countries worldwide, with those in the Global South the most hopeful



Optimism is prominent in the Global South in countries like Saudi Arabia, Kenya, and Syria—outweighing pessimism.

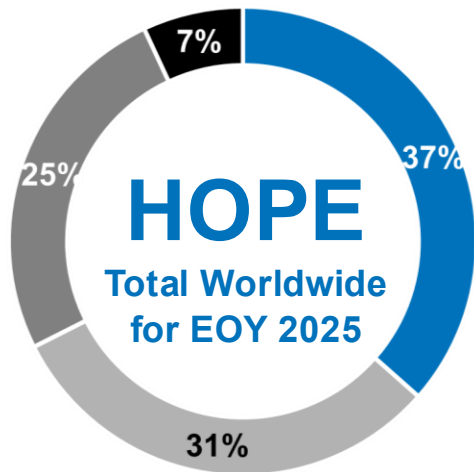
Though, optimism continues to remain muted in Western and Eastern Europe. As expectations related to stagnation are commonly shared in the region, showing the differing levels globally.

Gallup International Association

As far as you are concerned, do you think that 2026 will be better, worse or the same as 2025?

Total Interviews done Worldwide (n59,636)  
 Countries arranged in descending order of Net Optimism  
 For internal review only, and subject to confirmation





## Filipinos continue to exercise more caution coming into 2026

Following the events that unfolded in 2025, challenges remain to be persistent among the lives of Filipinos. Providing support in managing their expectations for the next year.

Similarly, the global community have varying levels of optimism by region depending on the circumstances that they may have encountered.

Philippine Survey Research Center

# economic optimism

Compared to this year (2025), in your opinion, will next year (2026) be a year of economic prosperity, economic difficulty or remain the same for your country?

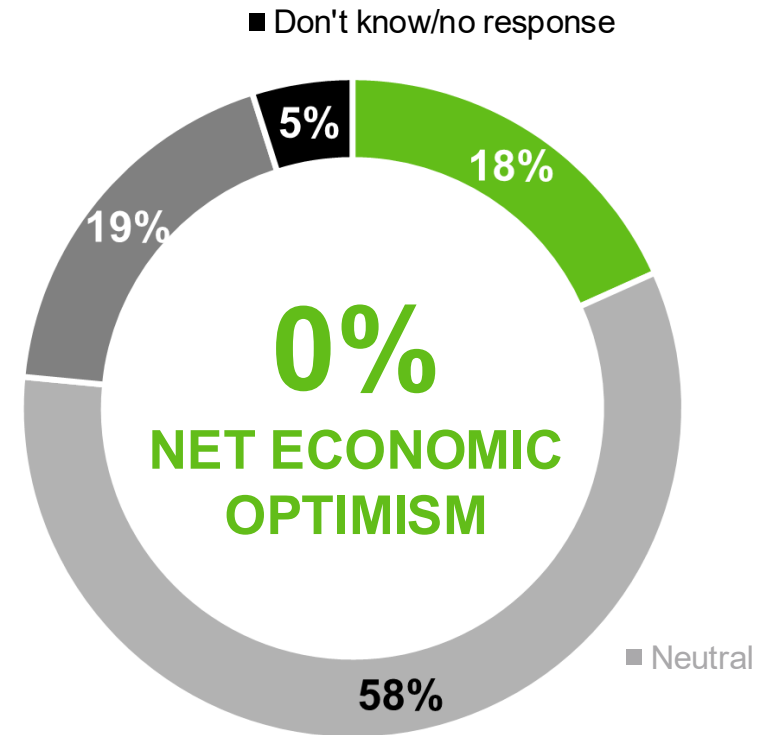
# economic optimism

For coming 2026

**NET ECONOMIC OPTIMISM** =

**18%**  
TOTAL OPTIMISM  
(Economic prosperity)

**19%**  
TOTAL PESSIMISM  
(Economic difficulty)

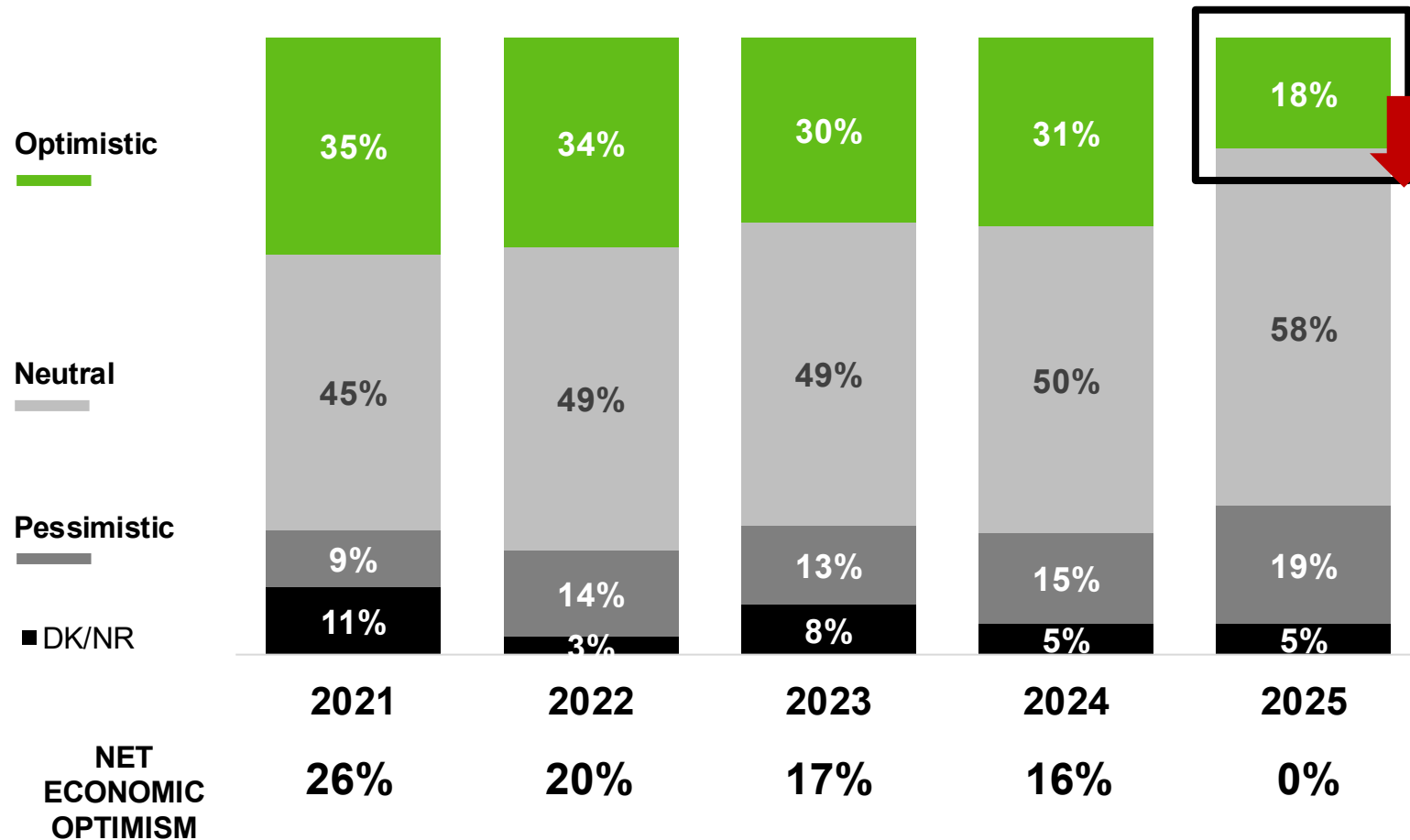


*Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?*

Total Interviews done in Philippines (n1,000)  
Total Interviews done Worldwide (n59,636)



# Economic optimism hits largest drop vs. previous years, with net optimism at 0%



Majority expect 2026 to remain the same for their lives as it was in 2025, with just a fifth of Filipinos expecting things to improve in the coming year. This results in practically nil net optimism.

Overall, this reflects a pragmatist view for Filipinos and an understanding that the rise in costs may continue.

*Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?*

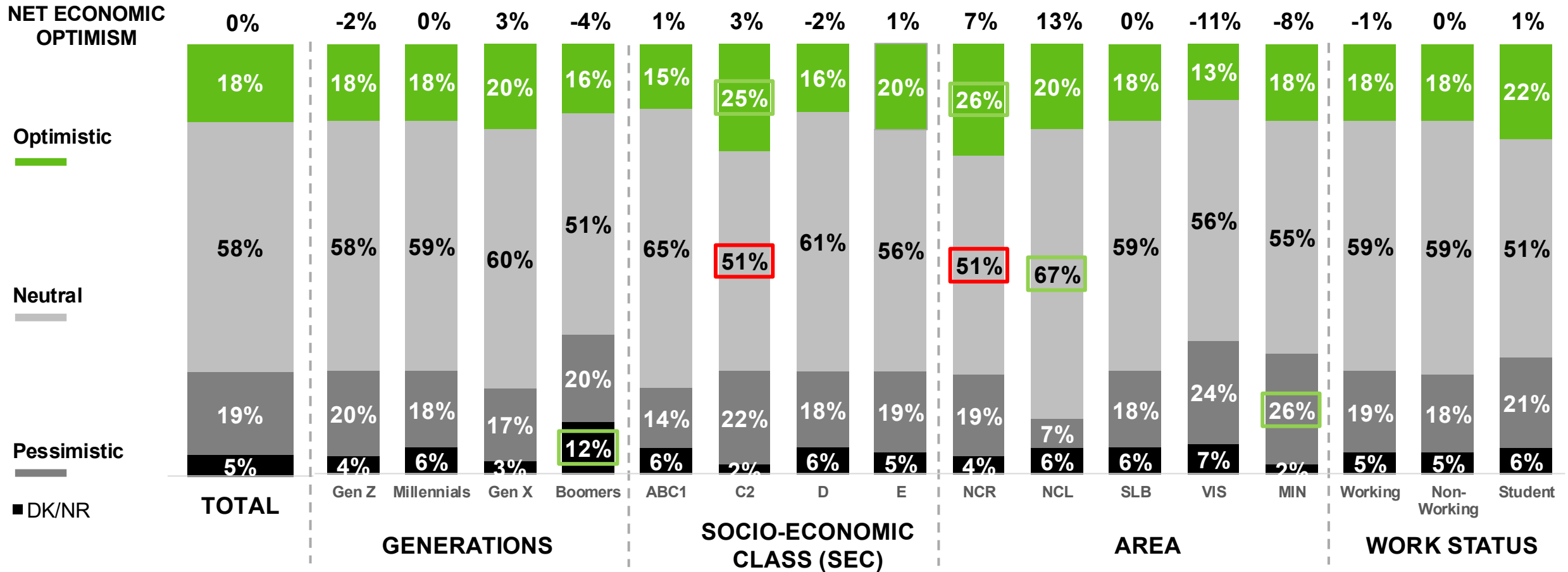
Total Interviews done in Philippines (n1,000)

■ Significant high at 95% confidence level

■ Significant low at 95% confidence level



Minimal differences in economic optimism are seen across demographics. NCR showing more polarized view and North/Central Luzon showing higher net optimism



Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?

Total Interviews done in Philippines (n1,000)

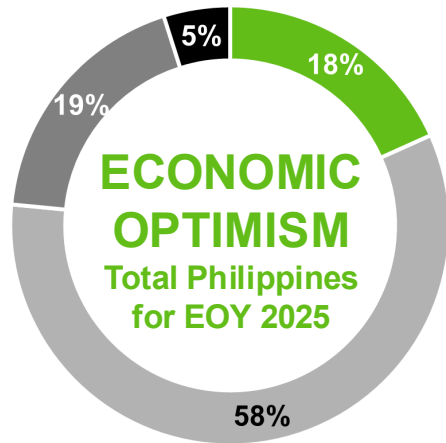
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Significant high at 95% confidence level

Significant low at 95% confidence level



# Globally, economic pressures are more evident, pushing already into the net negative optimism



**0%**  
**NET SCORE**

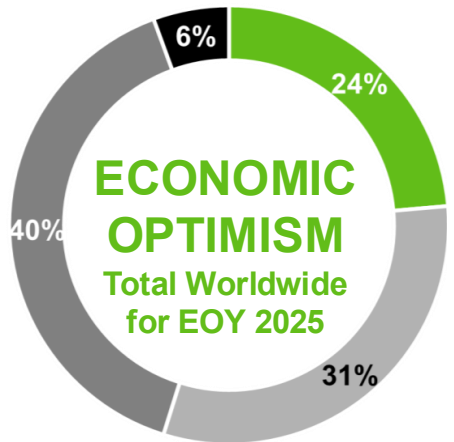
=

**18%**  
**TOTAL OPTIMISM**  
(Economic prosperity)

-

**19%**  
**TOTAL PESSIMISM**  
(Economic difficulty)

- Neutral
- DK / NR



**-16%**  
**NET SCORE**

=

**24%**  
**TOTAL OPTIMISM**  
(Economic prosperity)

-

**40%**  
**TOTAL PESSIMISM**  
(Economic difficulty)

- Neutral
- DK/NR

*Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?*

Total Interviews done in Philippines (n1,000)  
Total Interviews done Worldwide (n59,636)

- Significant high at 95% confidence level
- Significant low at 95% confidence level

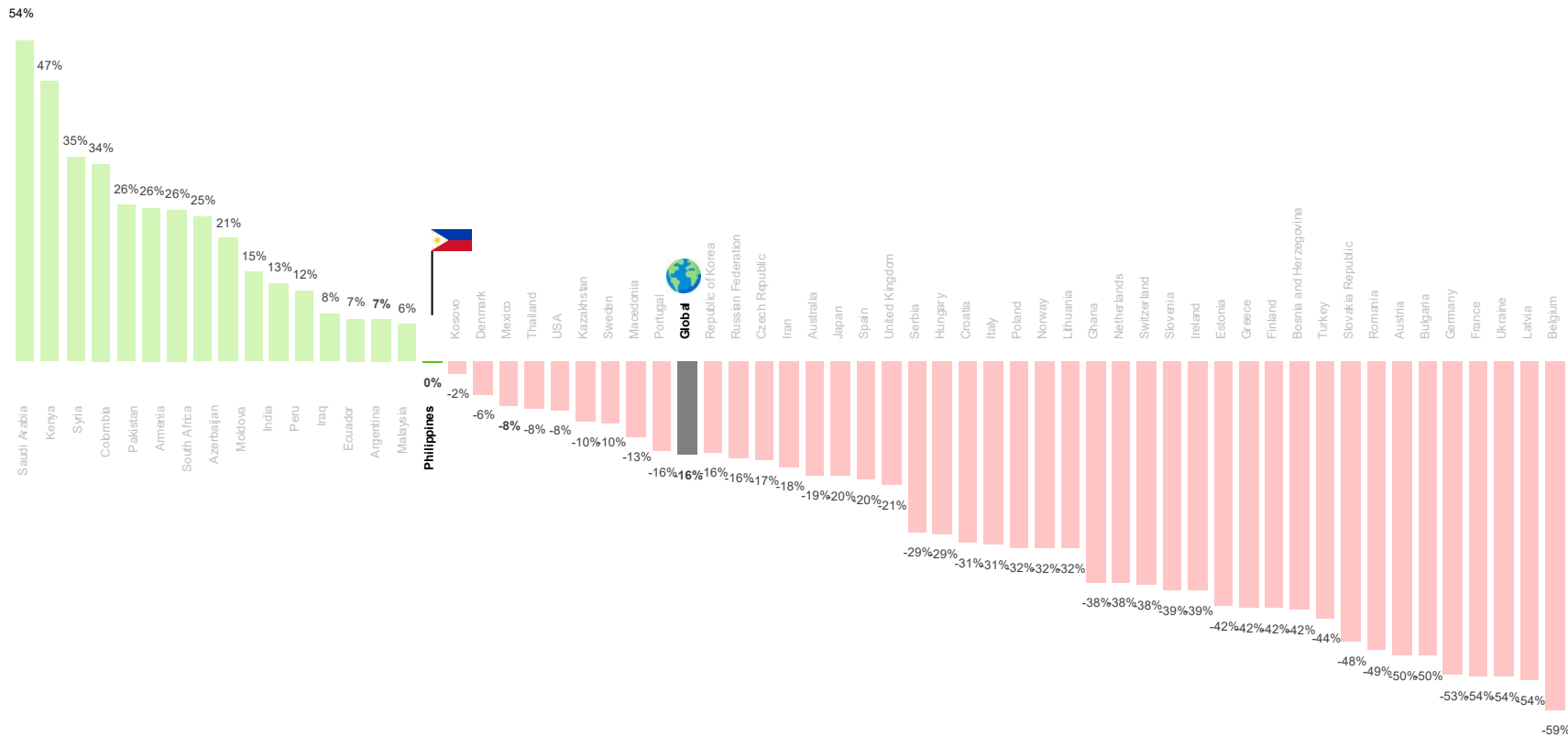
*For internal review only, and subject to confirmation*

Across global citizens, sentiment toward the economy remains guarded. With only one in four expect economic prosperity in the coming year, around 40% anticipate further economic difficulties, resulting in a net optimism to -16%.

While the Philippines view the following year with less pessimism, expecting economic conditions to remain the same.



# Those in the Global South and West Asia are among few with most optimistic views. With less coming from those in the European Union



Many countries look ahead to 2026 with anxiety yet remain optimistic about economic prosperity. The impact of economic challenges vary across low- to high-income economies, shaping differing expectations for the year ahead.

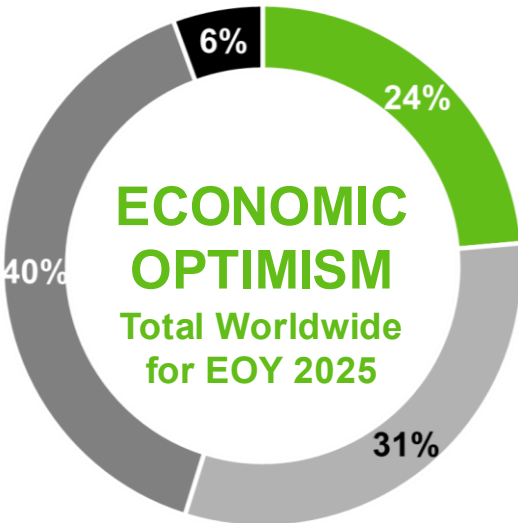
Regions like Western and Eastern Europe expecting for more economic difficulties in the following year.

Gallup International Association

Compared to this year, in your opinion, will next year be a year of economic prosperity, economic difficulty or remain the same for your country?

Total Interviews Done Worldwide (n59,636)  
 Countries arranged in descending order of Net Happiness  
 For internal review only, and subject to confirmation





## Economic pressures are expected by citizens worldwide in 2026

With changes in policies, interactions of global economies, and the continuous rise in the prices of goods, the Filipinos' economic recovery continues to struggle with an uphill climb, and uncertainty about the future continues to rise.

This mirrors a broader global sentiment, expecting economic difficulties to persist in the coming year and a measuredness to facing things.

Philippine Survey and Research Center

economic  
optimism



# peace & security

Do you expect the coming next year 2026 to be for the world a more peaceful one, a more troubled one or the same?

# peace & security

for coming 2026

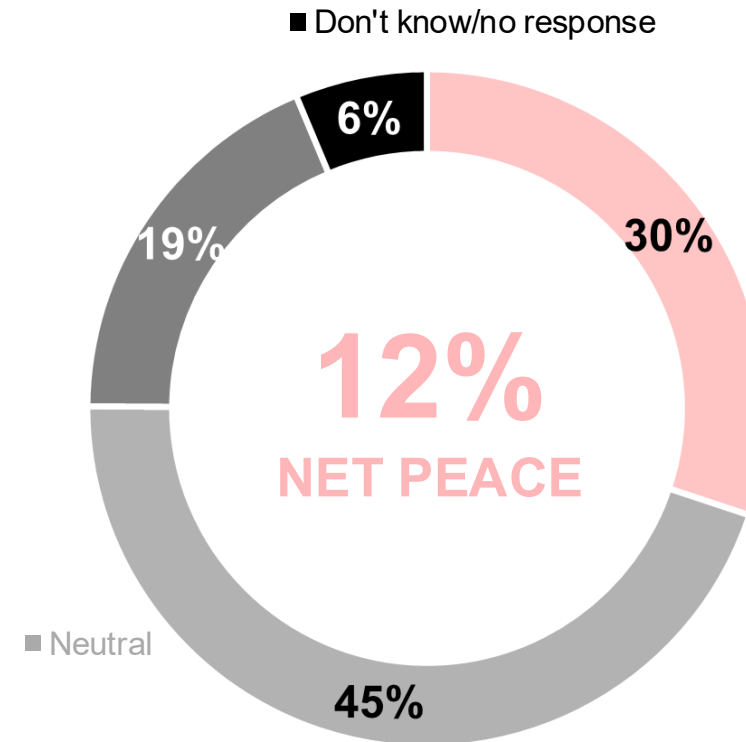
**NET PEACE**

=

**30%**  
TOTAL PEACEFULNESS  
(Optimistic)

-

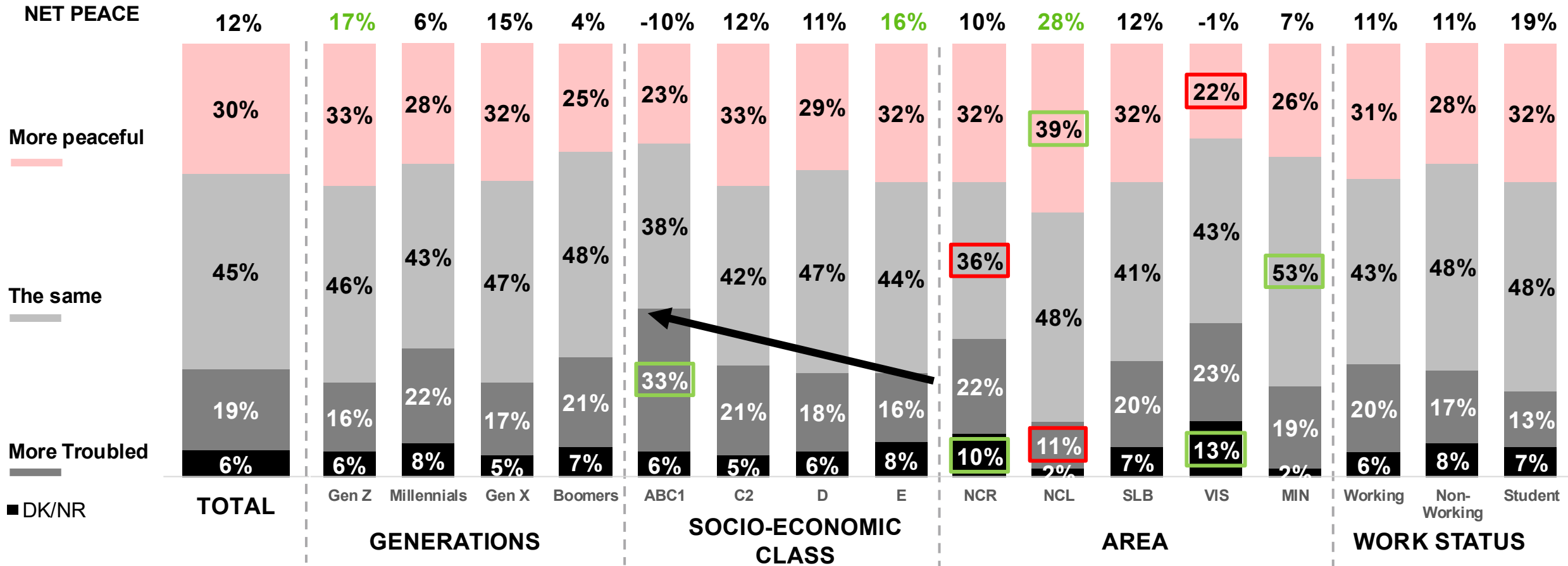
**19%**  
TOTAL TROUBLED  
(Pessimistic)



*Do you expect the coming next year 2026 to be for the world a more peaceful one, a more troubled one or the same?*

Total Interviews done in Philippines (n1,000)  
Total Interviews done Worldwide (n59,636)

# Increased levels of concern about peace and security are most felt among more affluent groups



Do you expect the coming next year 2026 to be for the world a more peaceful one, a more troubled one or the same?

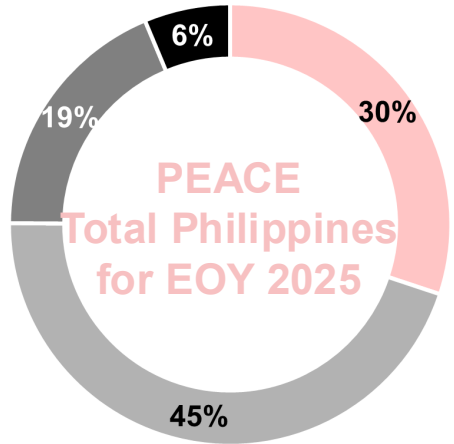
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■ Significant high at 95% confidence level  
 ■ Significant low at 95% confidence level



# Uncertainty grows across the globe as we look upon the following year



**11%**  
**NET SCORE**

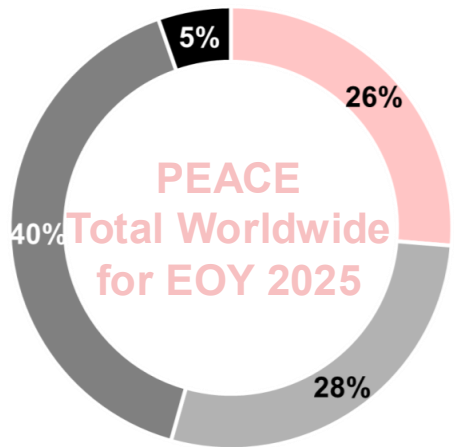
- Neutral
- DK / NR

=

**30%**  
**TOTAL PEACEFULNESS**  
(Optimistic)

-

**19%**  
**TOTAL TROUBLED**  
(Pessimistic)



**-14%**  
**NET SCORE**

- Neutral
- DK/NR

=

**26%**  
**TOTAL PEACEFULNESS**  
(Optimistic)

-

**40%**  
**TOTAL TROUBLED**  
(Pessimistic)

Shared concerns for stability surge among the global citizens' view towards world peace for 2026, reaching a net of -14%. Reflecting that several countries in varying regions expect incoming worldwide troubles for next year. According to GIA, this highlights the major concerns within the people related to the pressure of geopolitical instability and its possible impact to their current situations.

*Do you expect the coming next year 2026 to be for the world a more peaceful one, a more troubled one or the same?*

Total Interviews done in Philippines (n1,000)

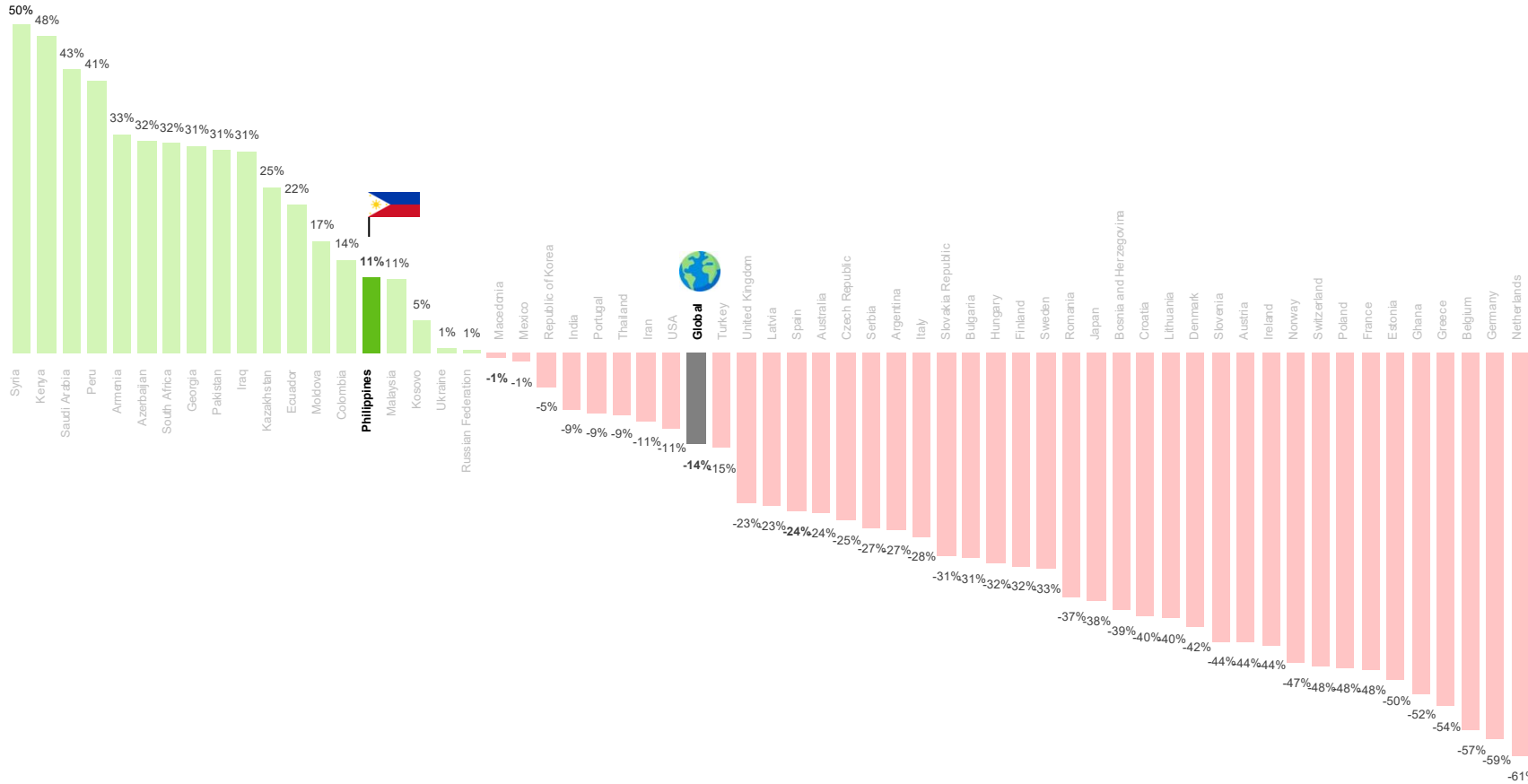
Total Interviews done Worldwide (n59,636)

■ Significant high at 95% confidence level

■ Significant low at 95% confidence level



# The Philippines once again remains measured in expected peace & stability, slightly stronger vs. global worldview that teeters on the negative



Optimism for global peace is more evident across the Global South like Syria, Kenya, and Saudi Arabia for next year. Similarly, the Philippines views 2026 as slightly more peaceful than the global average.

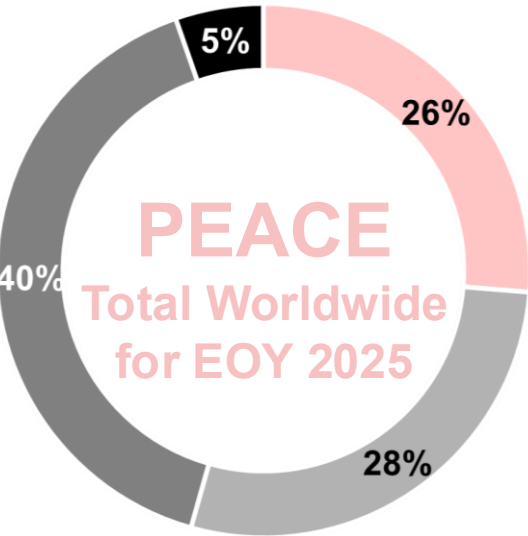
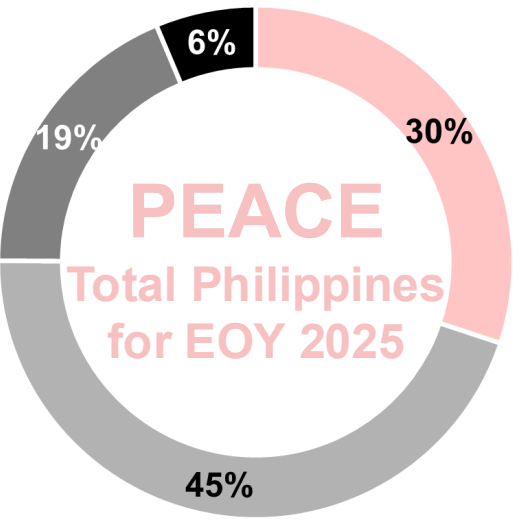
In contrast, the European region and the Americas expect more trouble in the year ahead.

Gallup International Association

*Do you expect the coming next year 2026 to be for the world a more peaceful one, a more troubled one or the same?*

Total Interviews done Worldwide (n59,636)  
 Countries arranged in descending order of net peace  
 For internal review only, and subject to confirmation



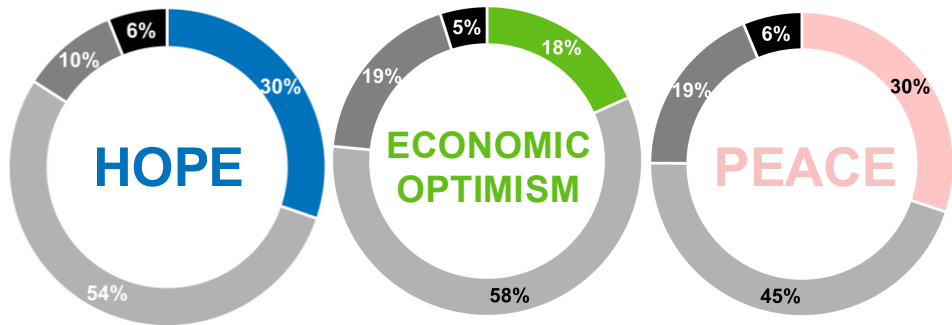


## Concerns extend beyond economics to global stability

Globally, 40% of respondents expect the world to become more troubled in 2026, while 26% believe it will become more peaceful. Another 28% expect no major change, resulting in a Net Peace score of -14, the most pessimistic of the three indicators.

Expectations of a more troubled world are strongest in Western Europe, North America, and Australasia, while relatively more optimistic views are found in the Arab World, South Asia, and parts of Africa, where hopes for stabilization persist.

Gallup International Association



*\*\*Results for total Philippines*

## Filipinos anchor on **measured optimism** in the coming year

Marking half a decade out of the pandemic in 2020, struggles continue to make themselves more apparent in our everyday lives. At present, the average global citizen sees foreseeable challenges: to their security, economic outlook, and general life. Gallup International President Michael Nitsche summarizes this, saying “In view of the gloomy economic outlook and widespread concerns about peaceful coexistence in large parts of the world, there will be a greater need for engaged leaders from the areas of business, culture, and politics who can show people a constructive way forward and turn global public sentiment in a positive direction.”

For our local countrymen, while optimism continues to prevail, these challenges present a lived reality that cannot go unnoticed. The next few years are thus more important in both coping and recovering in these conditions.



# End of Year Survey 2025

## Global methodology:

A total of 59,636 persons were interviewed globally. In each country a representative sample of around 1000 men and women was interviewed during October-December 2025 either face to face, via telephone or online.

The margin of error for the survey is between +3-5% at 95% confidence level.

## Methodology for the Philippines:

|                                  |  |
|----------------------------------|--|
| <b>How we did it</b>             | Face to face interviews aided by a structured questionnaire  |
| <b>Sample size</b>               | N=1,000  |
| <b>Respondent specifications</b> | <ul style="list-style-type: none"><li>• Males and females</li><li>• 18-65 years old</li><li>• From ABCDE households</li><li>• Nationwide urban/rural</li></ul> |
| <b>Fieldwork dates</b>           | November 24- December 4, 2025  |



# Gallup International Association (GIA) and the End of Year Survey (EOY)

Gallup International Association (GIA) is the leading global independent association in market research and polling. For 75 years Gallup International members have demonstrated their expert ability to conduct multi-country surveys on a comparable basis and deliver the highest quality. Our more than 100 members and partners are leading national institutes with a profound local knowledge of research methods and techniques, statistical sources, customs, and culture differences of its own country and carefully selected by the Association Board. With only one member agency per country, members work together daily to share knowledge, new research techniques and tools, as well as to provide the most appropriate solutions to international research projects and service our clients to the best of our abilities.

The Gallup International End of Year Survey (EoY) is an annual tradition initiated by and designed under the chairmanship of Dr. George Gallup in 1977. The survey is conducted every year since then. This year it was carried out in 41 countries around the world.



For more information, contact us at:  
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