

# SAPUL SAPU 50

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Conversations about mental health and overall well-being are becoming more relevant than ever. As Filipinos navigate daily challenges, from work and family responsibilities to the fast pace of digital life, taking care of one's emotional and physical health has become a growing priority.

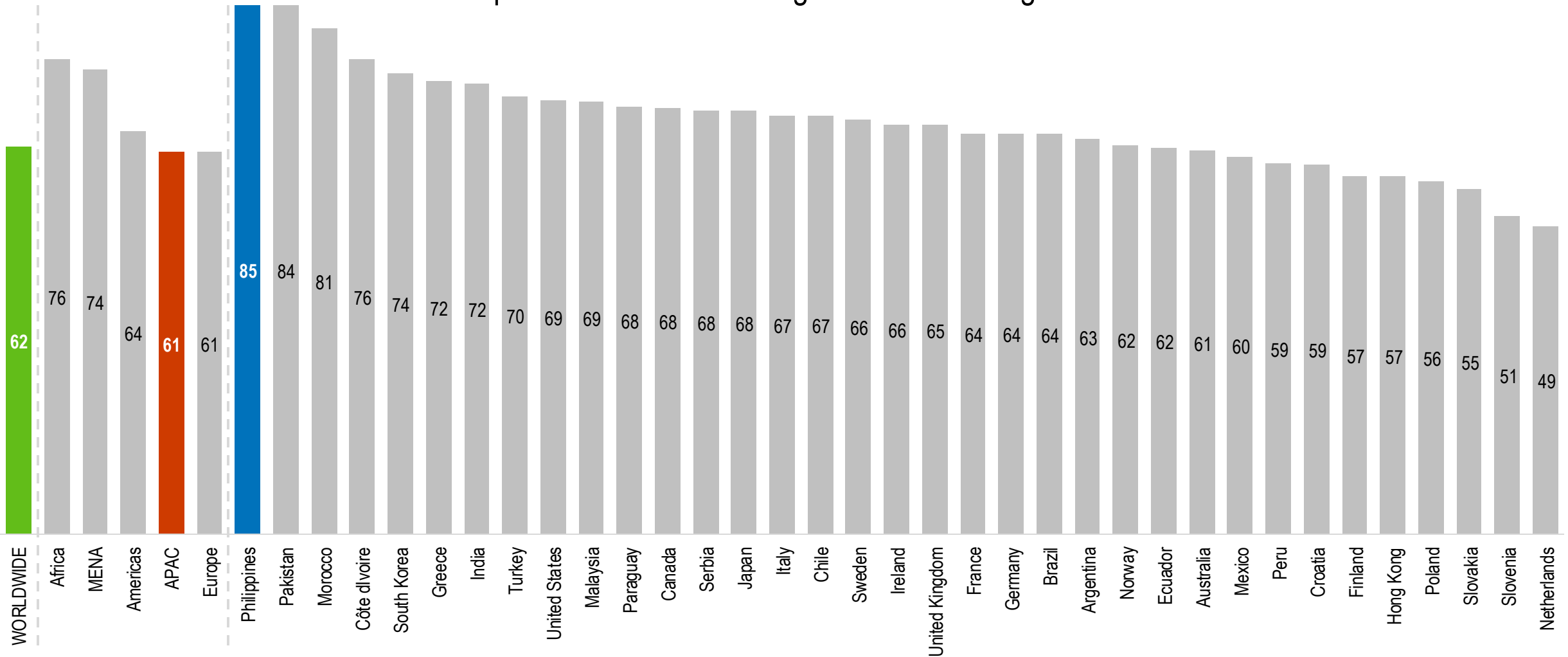
But **true well-being goes beyond physical health** — it also means having emotional balance, mental resilience, and a sense of fulfillment in everyday life

**How do Filipinos fare with their mental well-being?**



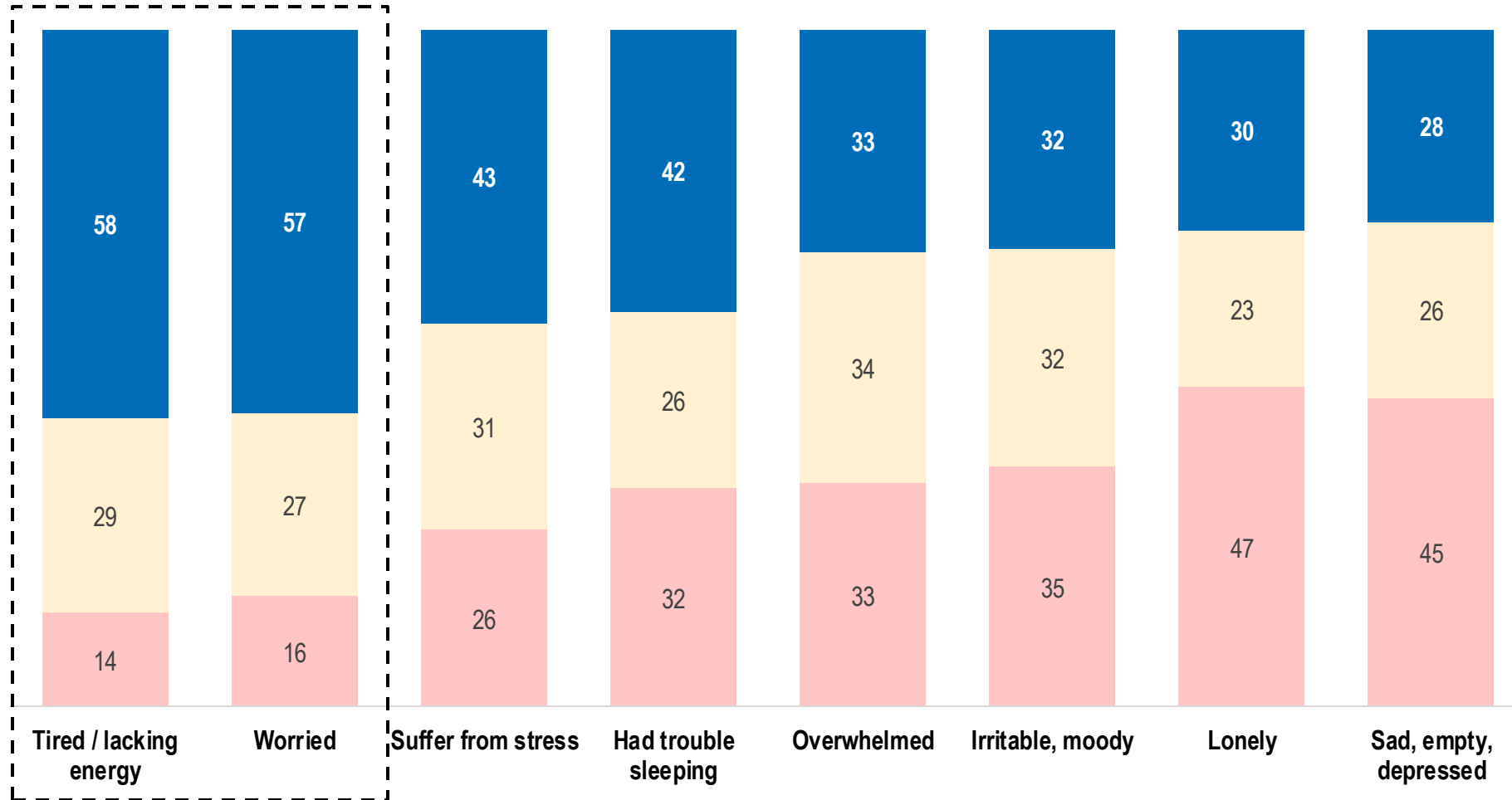
# The Philippines tops those with mental health concerns

Exceeding both the **world** and **APAC** average scores, Filipinos show great need for mental health support as 85% often experience at least one negative state relating to mental health



# Feeling tired and worried are the most frequent negative emotional states that Filipinos feel

Less feelings of loneliness or depression is reported perhaps due to the social nature of Filipinos



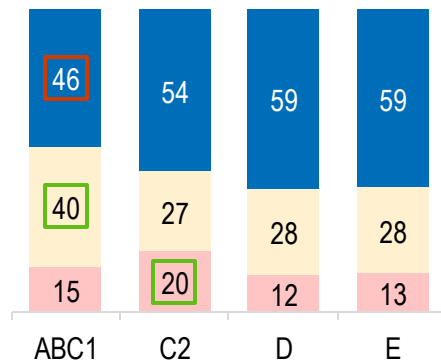
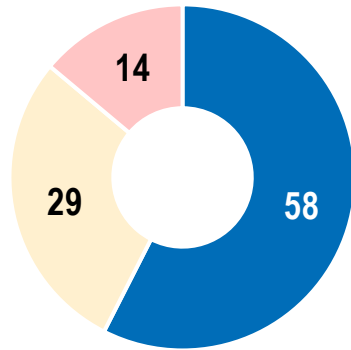
■ A lot / Very often + Moderately/fairly often    ■ A little / sometimes    ■ Very little / occasionally + Never

Among total interviews: Unweighted/Weighted (1000/1000)  
 Q2. How often would you say that you...? – Suffer from stress  
 Q4. In the last 30 days, how often did you feel the following states?  
 Significantly higher or lower at 95% confidence level

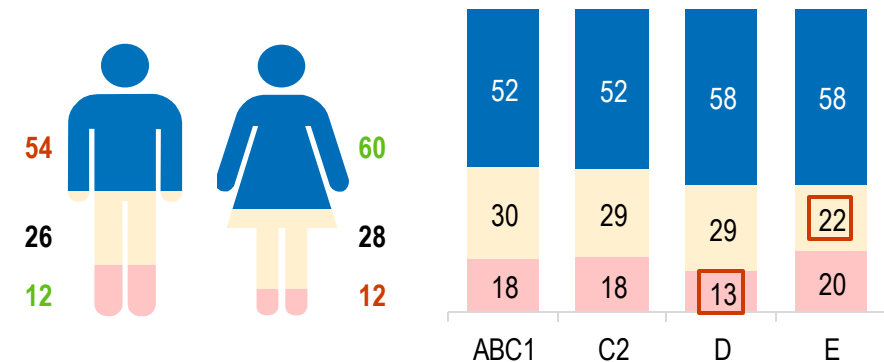
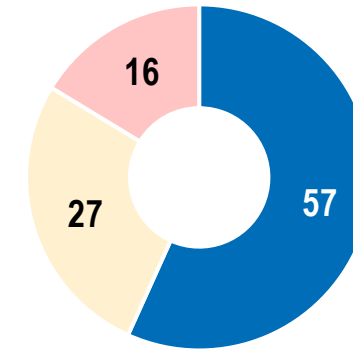
# More affluent Filipinos are less prone to feel tired or lack energy

More women feel worried more than men

## Tired / Lacking energy



## Worried

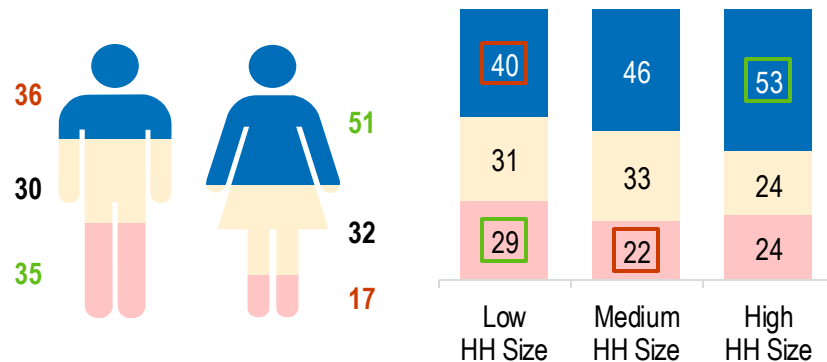
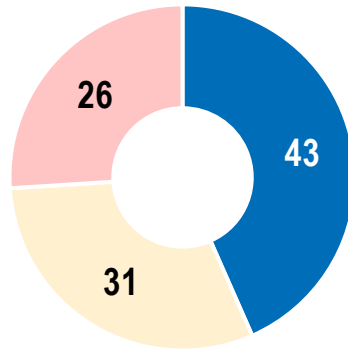


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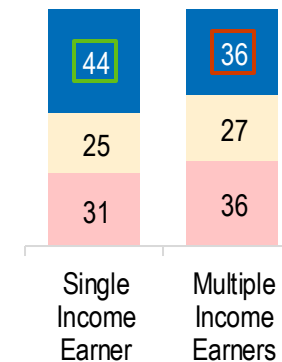
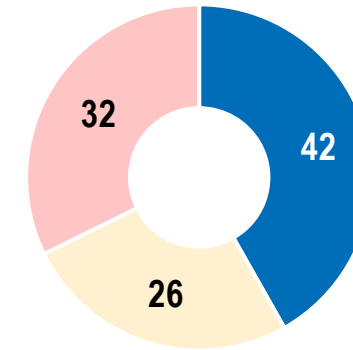
# Household composition contributes to experience with stress & sleep deprivation

Individuals from larger households tend to experience greater stress and those from households with only one income earner have more trouble sleeping

## Suffer from stress



## Has trouble sleeping



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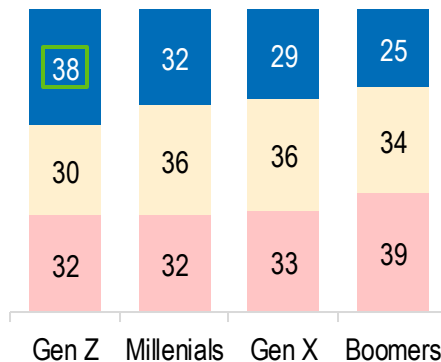
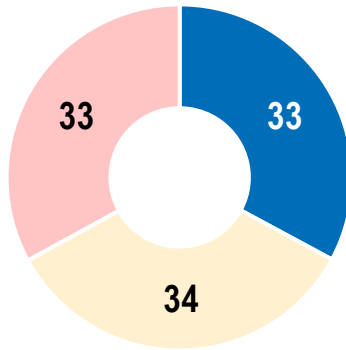
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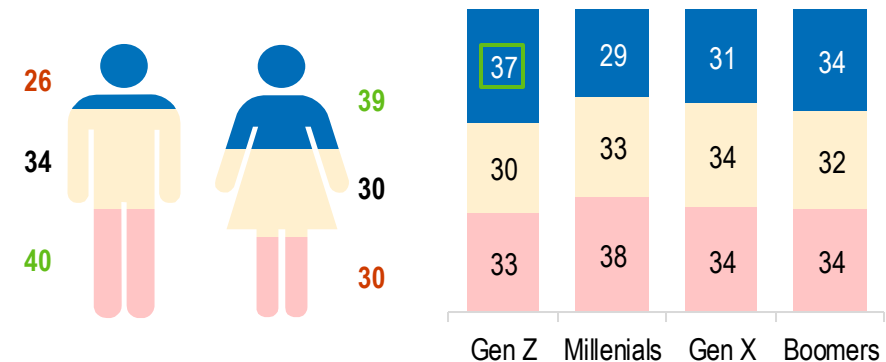
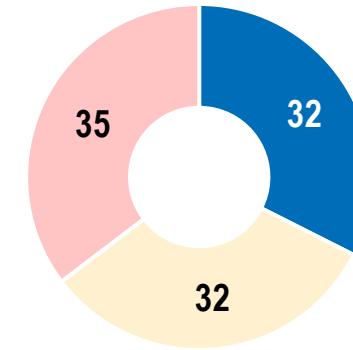
Significantly higher or lower at 95% confidence level

# More of the younger generations report feelings of being overwhelmed, irritable, and moody

## Overwhelmed



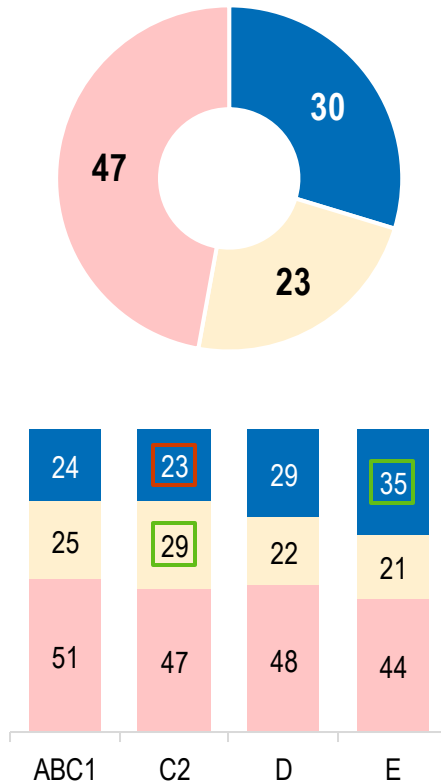
## Irritable, moody



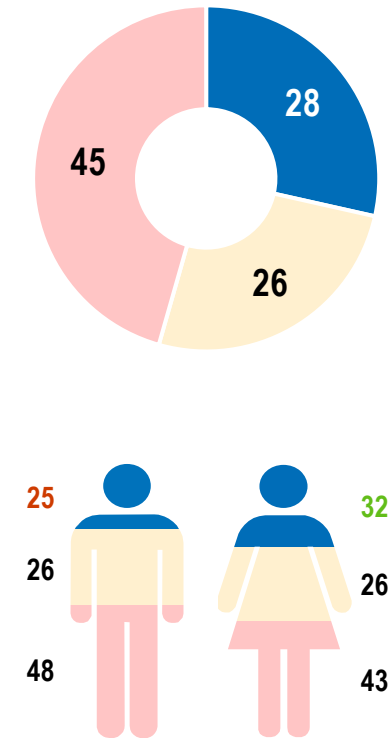
■ A lot / Very often + Moderately/fairly often    
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# Feelings of loneliness, sadness, emptiness, and depression are more prominent in women and those from lower income households

## Lonely



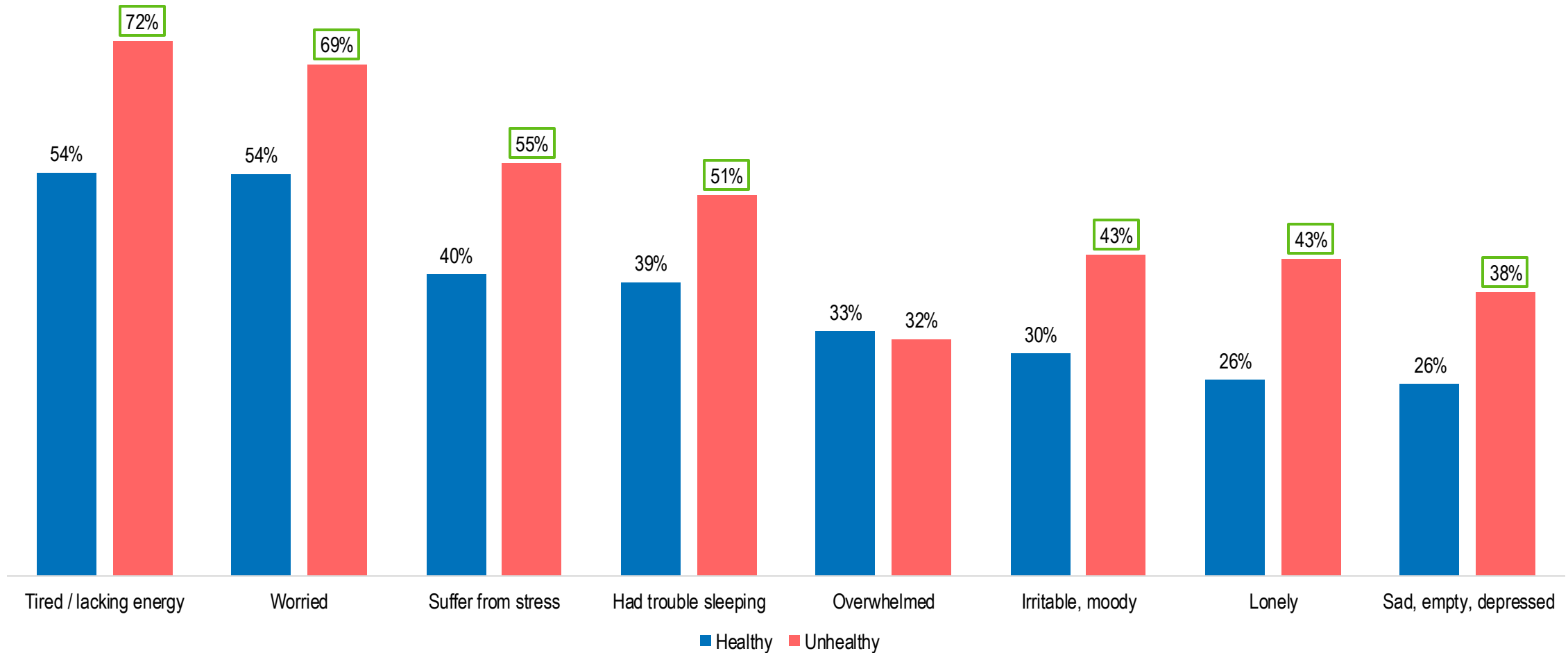
## Sad, empty, depressed

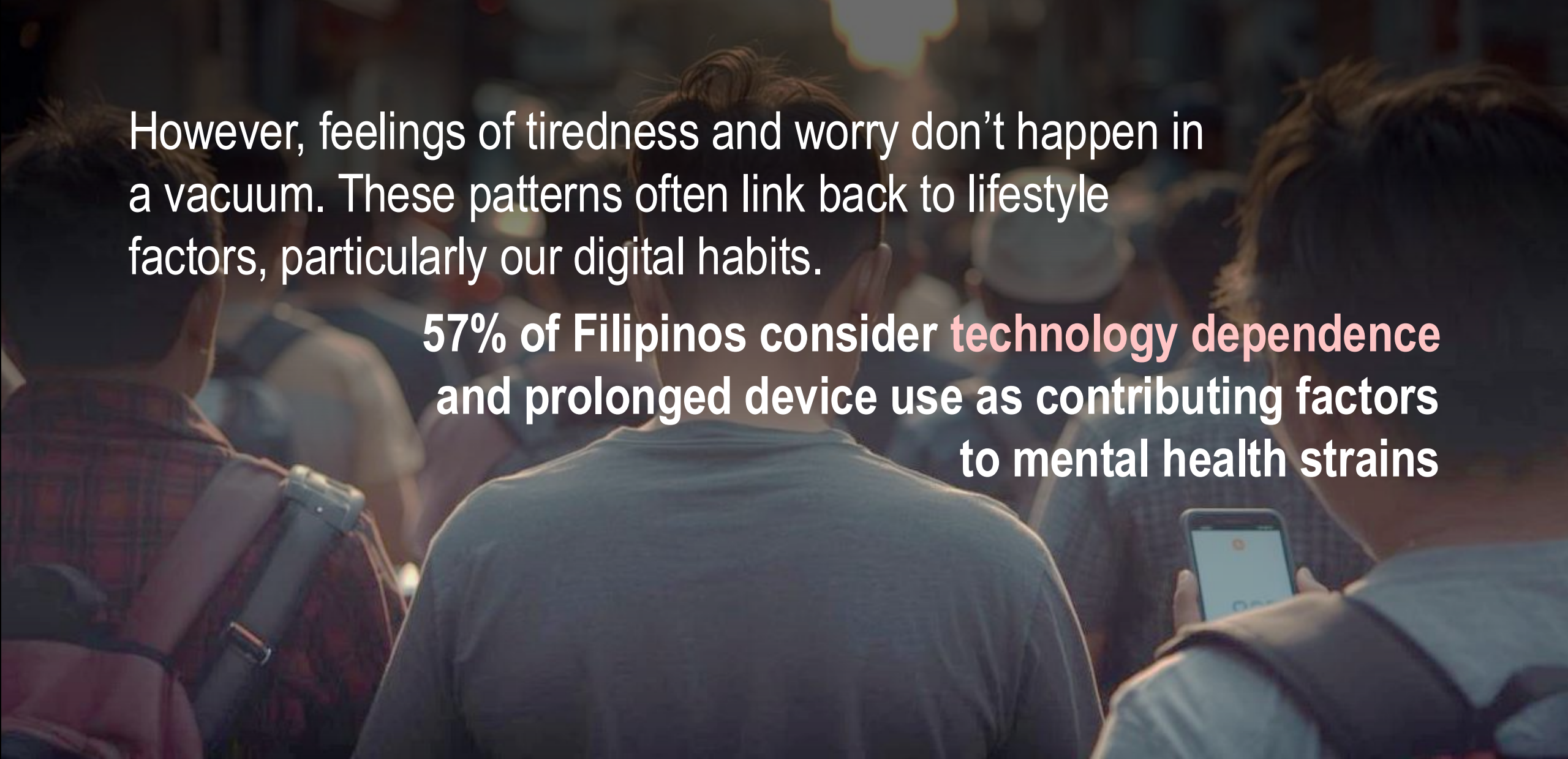


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Among total interviews: Unweighted/Weighted (1000/1000)  
 Q4. In the last 30 days, how often did you feel the following states? – Lonely, Sad, empty, depressed  
 Significantly higher or lower at 95% confidence level

# Overall health perception seems directly related to mental health experience – more negatives states among "unhealthy"



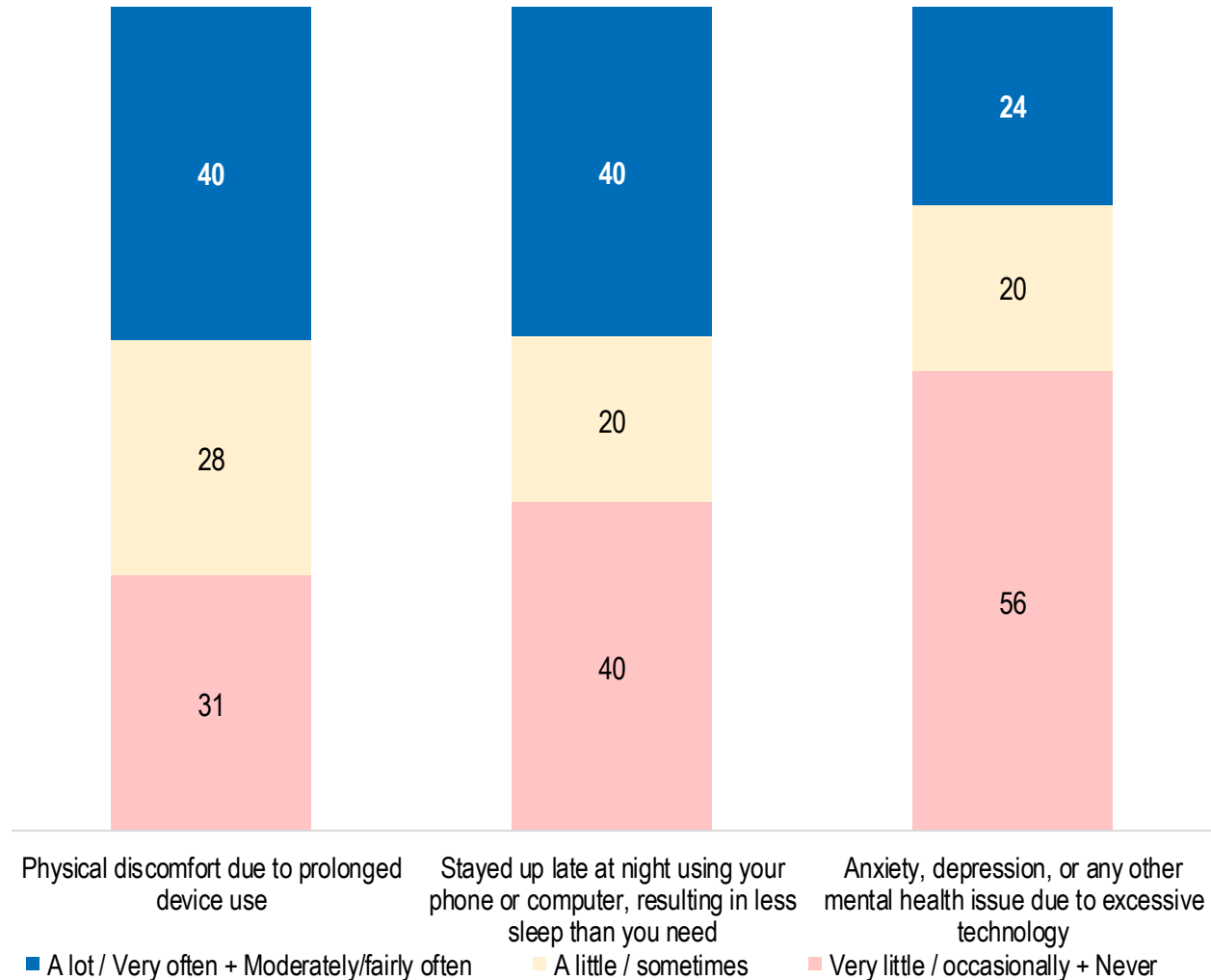


However, feelings of tiredness and worry don't happen in a vacuum. These patterns often link back to lifestyle factors, particularly our digital habits.

**57% of Filipinos consider technology dependence and prolonged device use as contributing factors to mental health strains**

# Filipinos report prolonged use of technology affecting their well-being

40% report fatigue and sleep deprivation, 24% face mental health strains from excessive use of technology



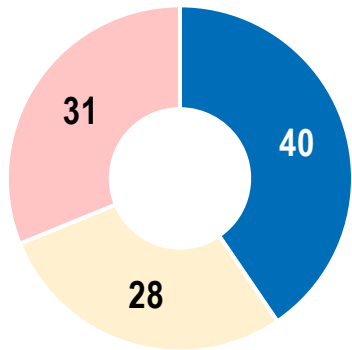
Physical discomfort due to prolonged device use

Stayed up late at night using your phone or computer, resulting in less sleep than you need

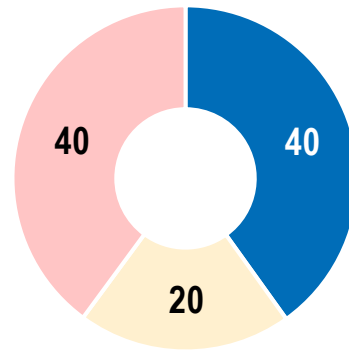
Anxiety, depression, or any other mental health issue due to excessive technology

# Physical and mental constraints are more common among younger individuals and those in higher-income groups

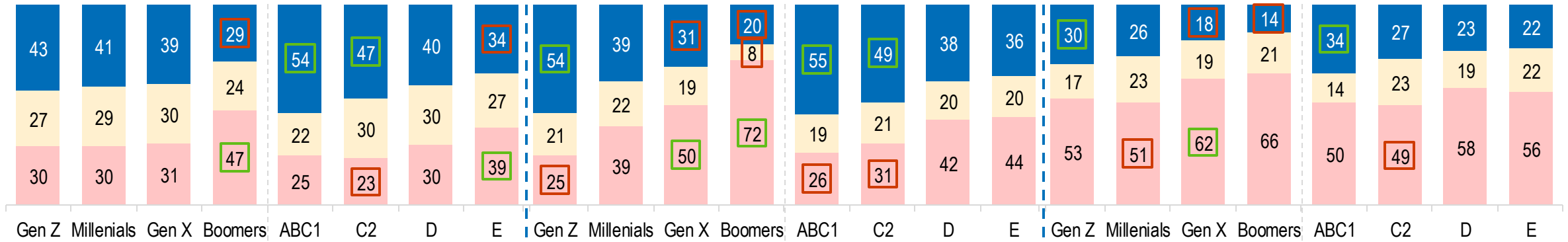
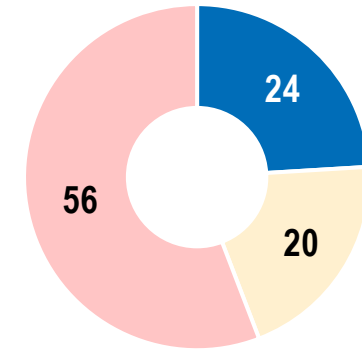
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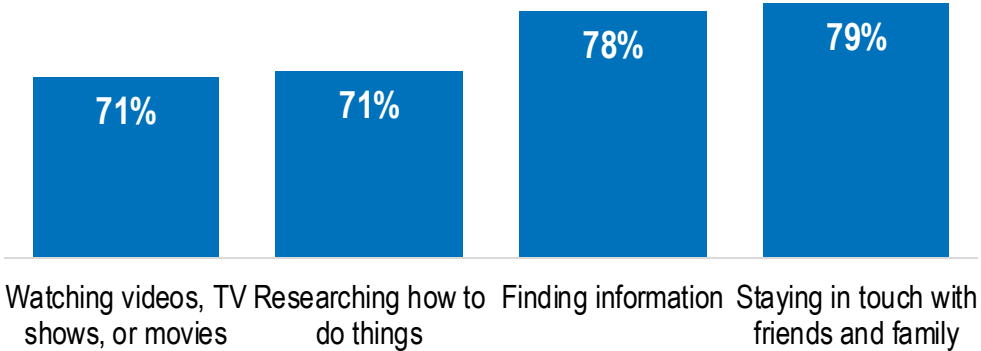


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# Internet is deeply integrated in Filipinos' lives: spending a third of their day online

99% of Filipinos, 16 years old and above, own a mobile phone, spending at least 5 hours on this device daily

## AVERAGE INTERNET USAGE **8 HOURS, 52 MINUTES**

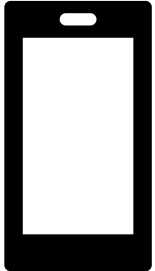


### TOP WEBSITES

- Google
- Facebook
- YouTube
- ChatGPT
- Shopee

### TOP APPS

- Facebook
- Facebook Messenger
- YouTube
- Google Chrome
- Google



**99%**

### MOBILE PHONE OWNERS



AVERAGE DAILY INTERNET USAGE VIA MOBILE PHONE  
**5 HOURS, 21 MINUTES**




**61%**

### COMPUTER OWNERS



AVERAGE DAILY INTERNET USAGE VIA COMPUTER  
**3 HOURS, 30 MINUTES**

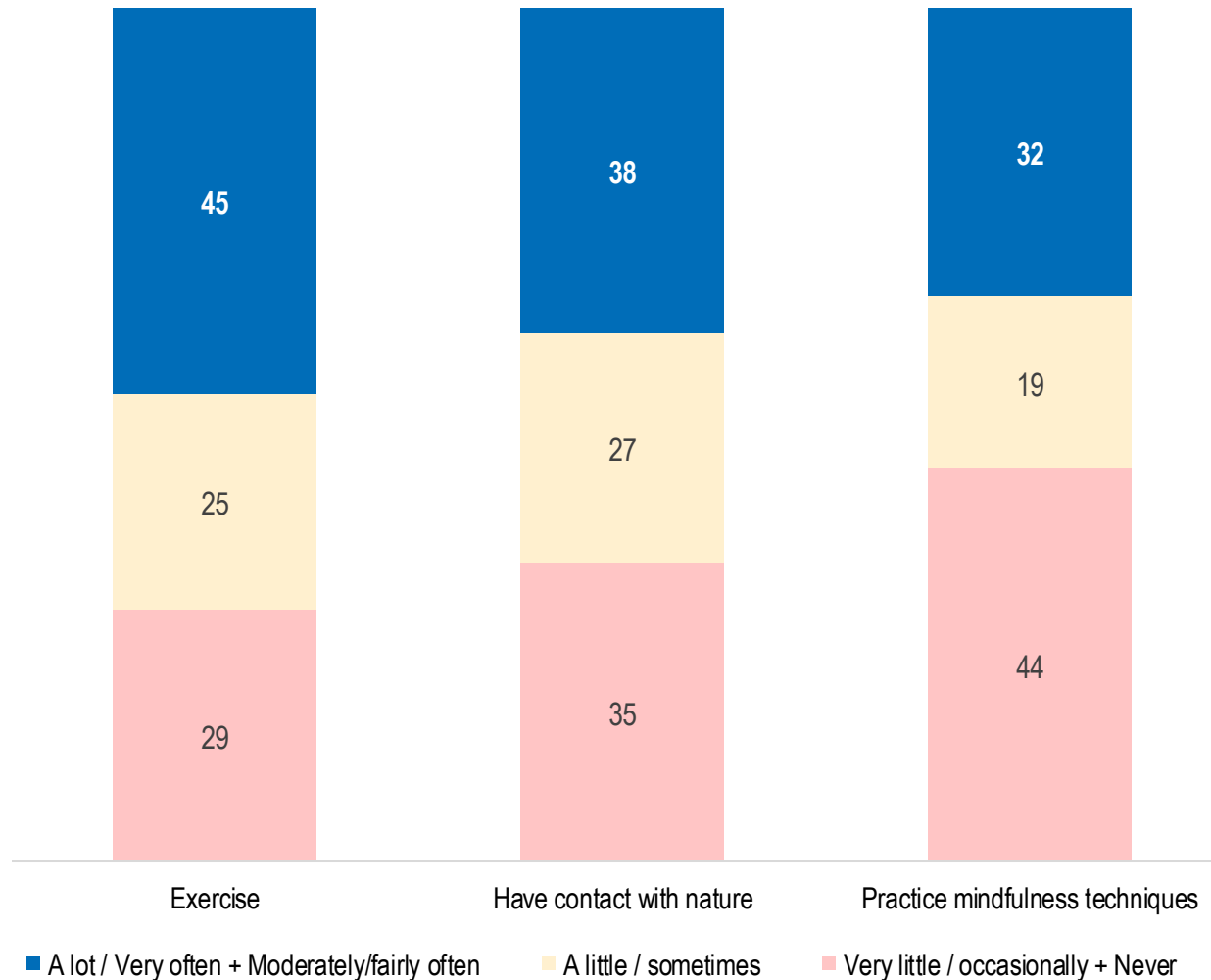


Seeing how technology contributes to today's mental health challenges, Filipinos are finding ways to unwind and take care of themselves.

**Turning to simple, everyday activities are Filipinos' go-to ways of restoring their internal balance and protecting their mental well-being**

# Filipinos enjoy experiential stress management: physical and outdoor activities

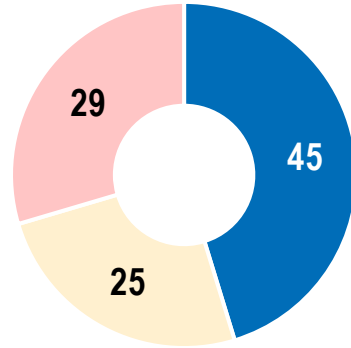
Exercise remains the most preferred and accessible approach to maintaining mental well-being at 45%



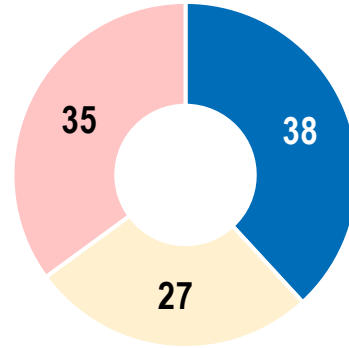
# Increasing awareness and access to mindfulness practices can possibly encourage more participation, with the higher income segment and students as early adopters

Nature-based activities are more popular with the younger generations

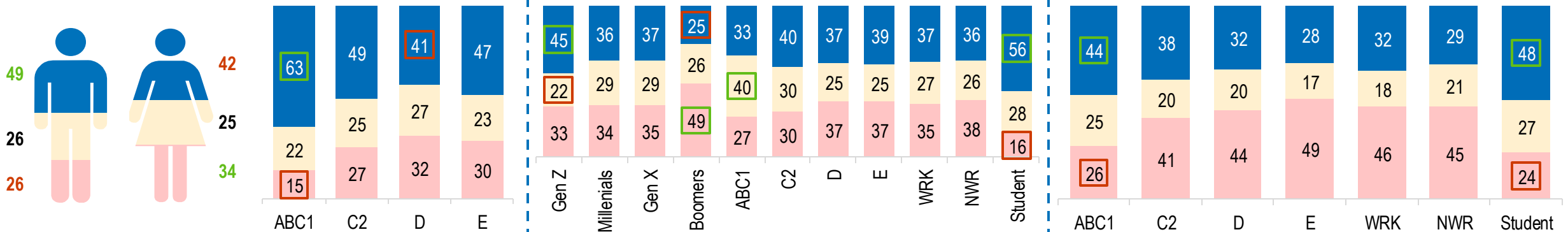
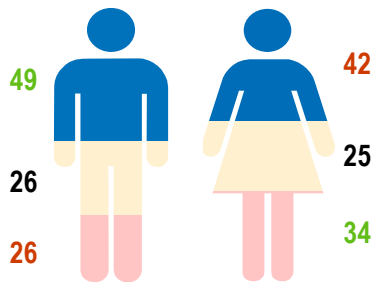
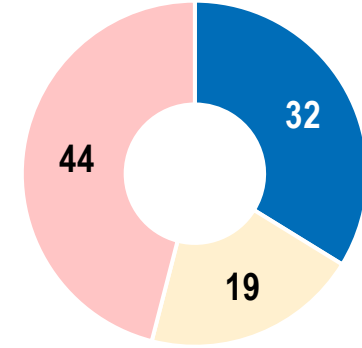
### Exercise



### Have contact with nature



### Practice mindfulness techniques



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**Given the strong presence of stressors and heavy technology use, it's important to **establish limits** and **maintain physical outlets** that support everyday balance**

- Self-identified unhealthy Filipinos are more likely to experience feelings of depression
- While digital connectivity has become part of everyday life, it also contributes to physical discomfort, lack of sleep, and even mental strain for many Filipinos
- Filipinos turn to experiential forms of stress relief — such as exercise, spending time in nature, and mindfulness — to maintain balance

# How we did the survey?

<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>	January 14-31, 2025

## 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 3.1%.
- All significance tests done are at 95% confidence level

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