



PSRC Report:

GETTING TO THE HEART of the **Climate Crisis**



Image generated using Canva, 2026



The background is a vibrant, abstract composition of overlapping organic shapes in shades of teal, blue, orange, red, and pink. Faintly visible within these shapes are stylized human figures, including a person's head and shoulders, and a person's profile, suggesting a focus on human impact and awareness.

Strengthening Sustainability Efforts: Assessing Public Awareness and Action in the Philippines



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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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Exploring Filipino Perceptions of Sustainability in the Global Landscape

In commemoration of World Environment Day, the Worldwide Independent Network (WIN), represented locally by the Philippine Survey and Research Center, Inc. (PSRC), presents insights from the Worldviews Survey (WVS), highlighting climate change as an ongoing global concern, along with public behaviors and perceptions within the context of global trends.

Through the WVS, we examine the following areas:



Climate Change: The perceived urgency and severity of climate change among Filipinos relative to the global sentiment

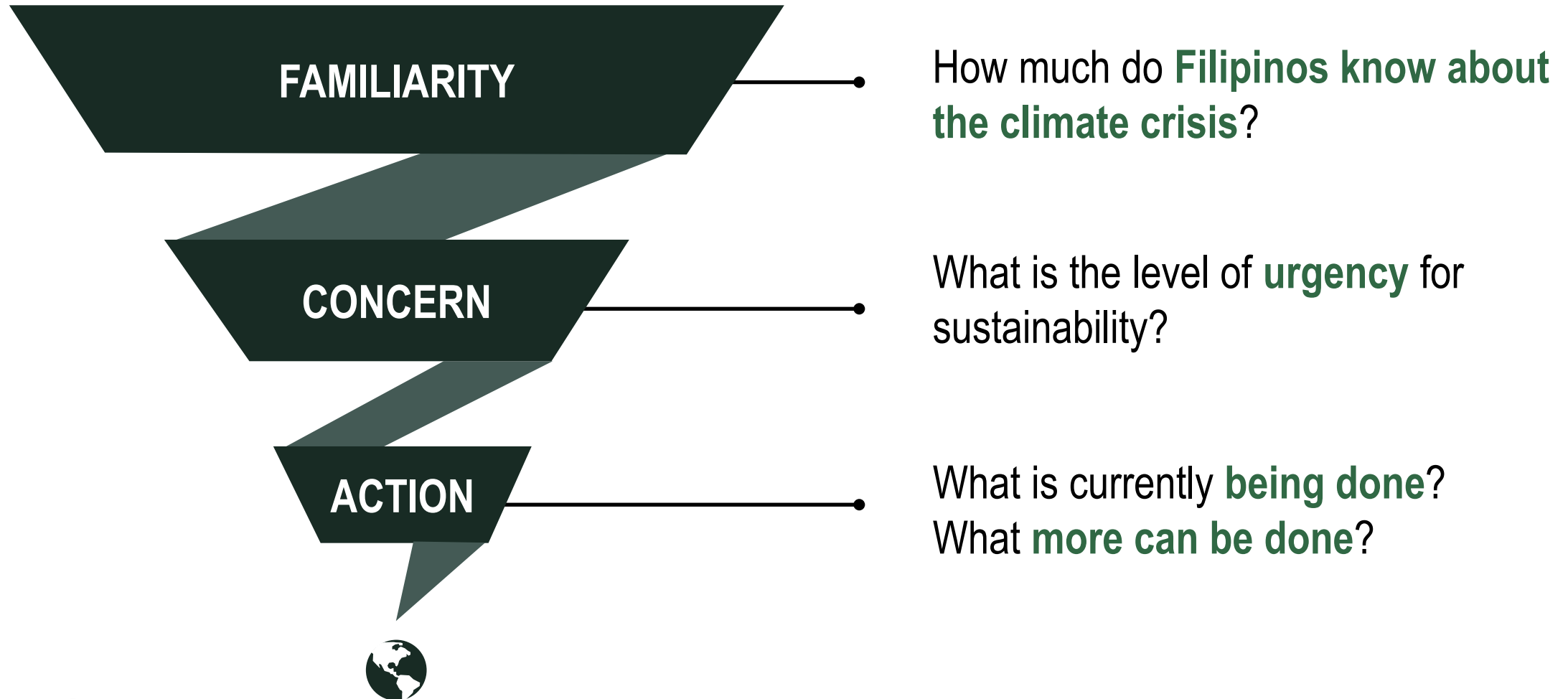


Self-Efficacy: How segments view their personal impact on environmental improvement



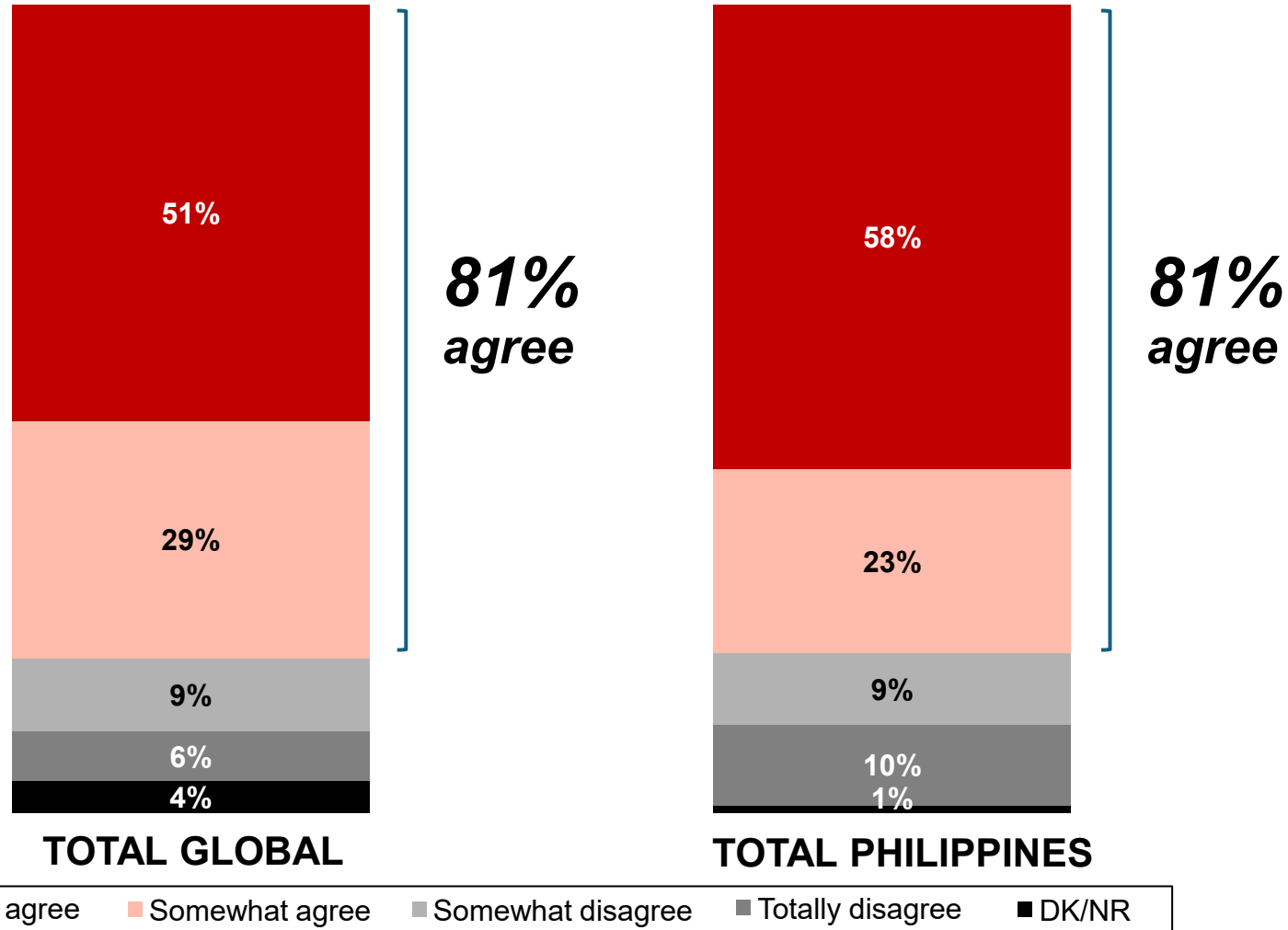
Institutional Responsibility: How government and businesses are viewed in their role in environmental improvement

Exploring and evaluating environmental efforts through the ACTION FUNNEL



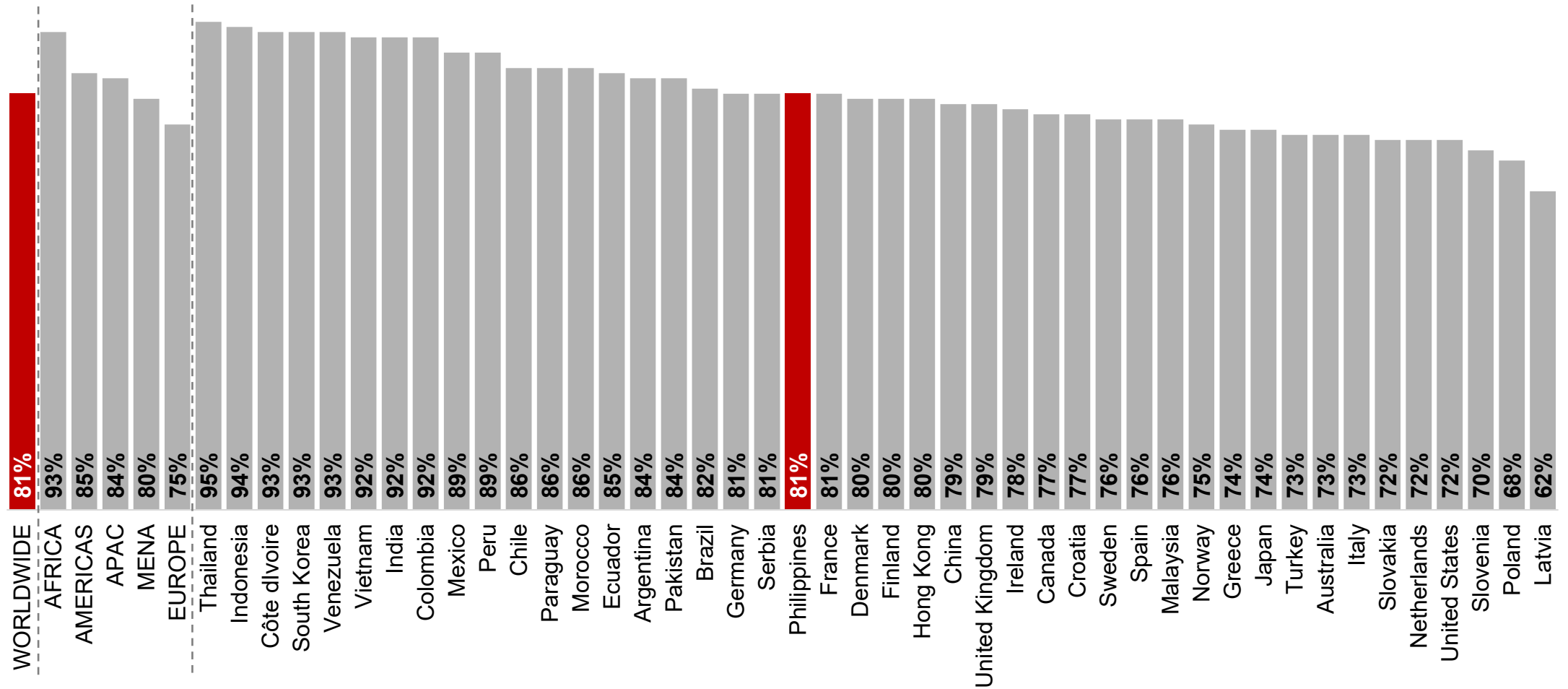
Filipinos mirror global anxiety over the effects of global warming

To what extent do you agree or disagree with the statement: "Global warming is a serious threat for mankind"



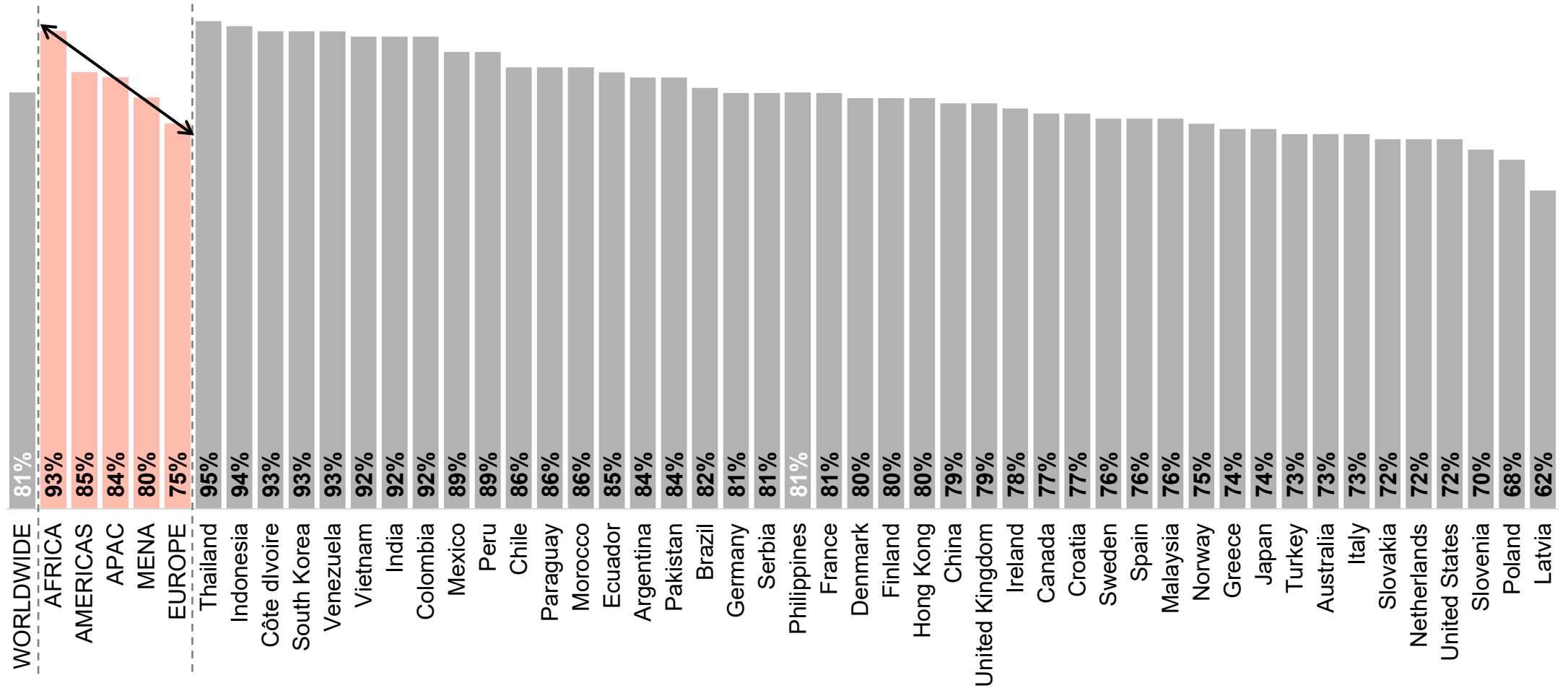
Environmental concern transcends borders

People around the world express the same worries about global warming and its impact

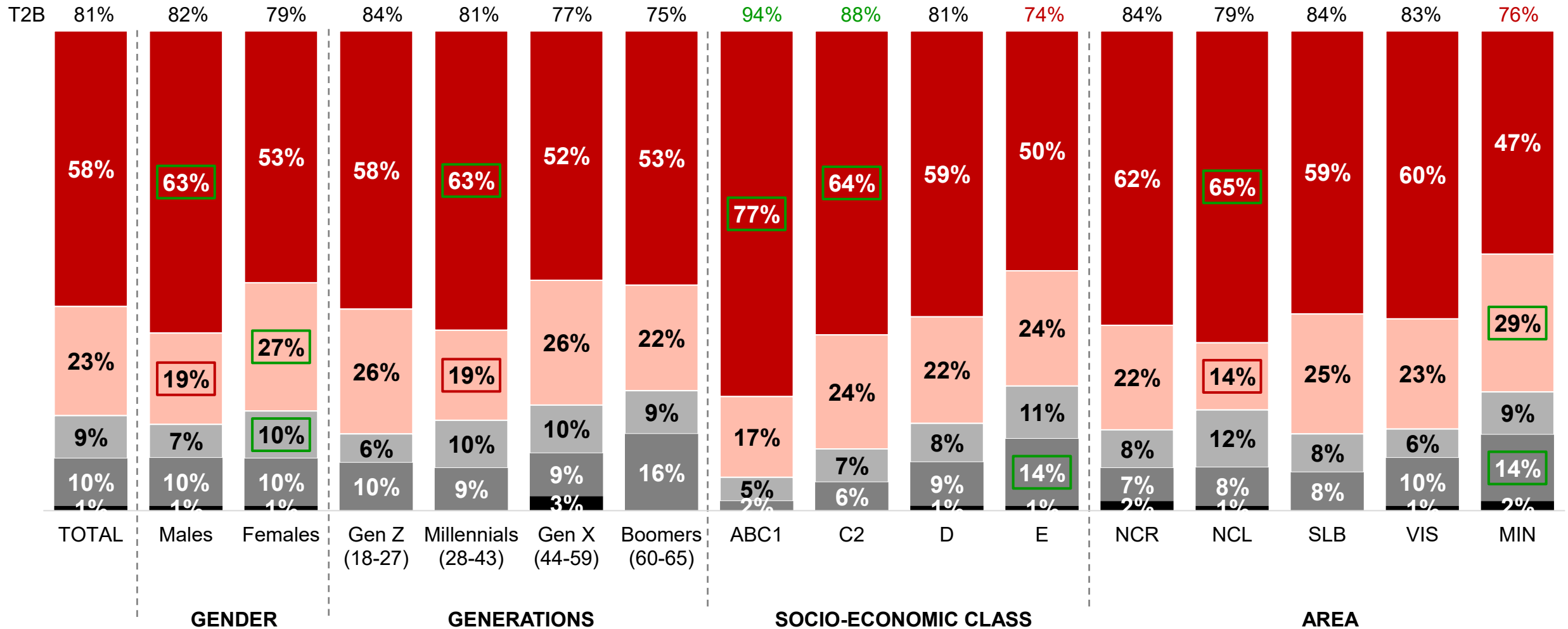


There are some differences however across regions.

Nations from Africa, the Americas and APAC show strong alarm, while Europe shows slightly less worry



Environmental concern is strongest among males, millennials, and affluent Filipinos.



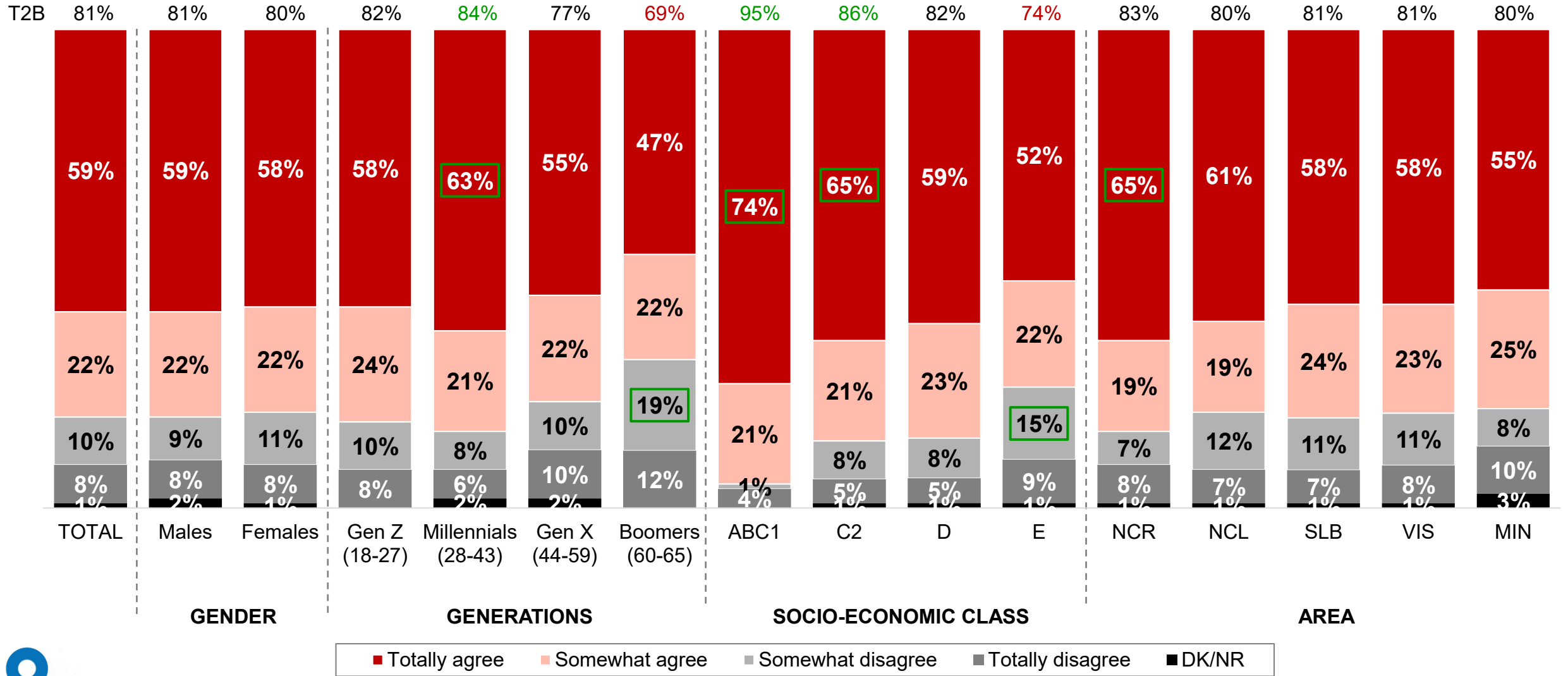
■ Totally agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Totally disagree
 ■ DK/NR



BASE: Among total interviews in the Philippines (1000/1000)
 Q9. To what extent do you agree or disagree with the following statements?: Global warming is a serious threat for mankind
 Significantly higher or lower difference at 95% confidence level



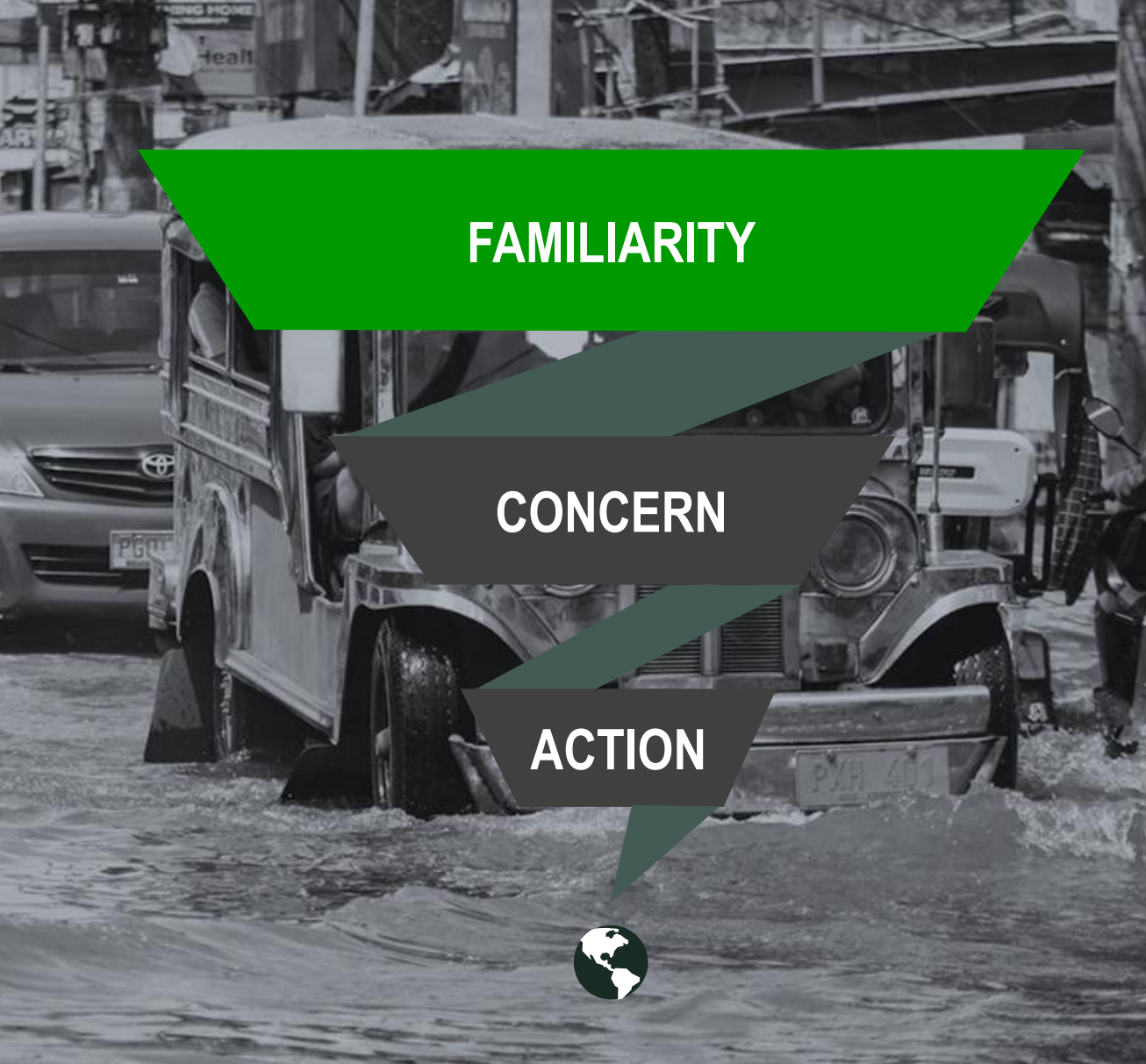
8 in 10 Filipinos link the rise in natural disasters to global warming, with this belief being strongest among Millennials and affluent Filipinos.



BASE: Among total interviews (1000/1000)

Q9. To what extent do you agree or disagree with the following statements?: Natural disasters (forest fires, floods, hurricanes, typhoons, etc.) have increased because of global warming

Significantly higher or lower difference at 95% confidence level



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ACTION



Filipinos see the climate crisis as **more than a buzzword**.

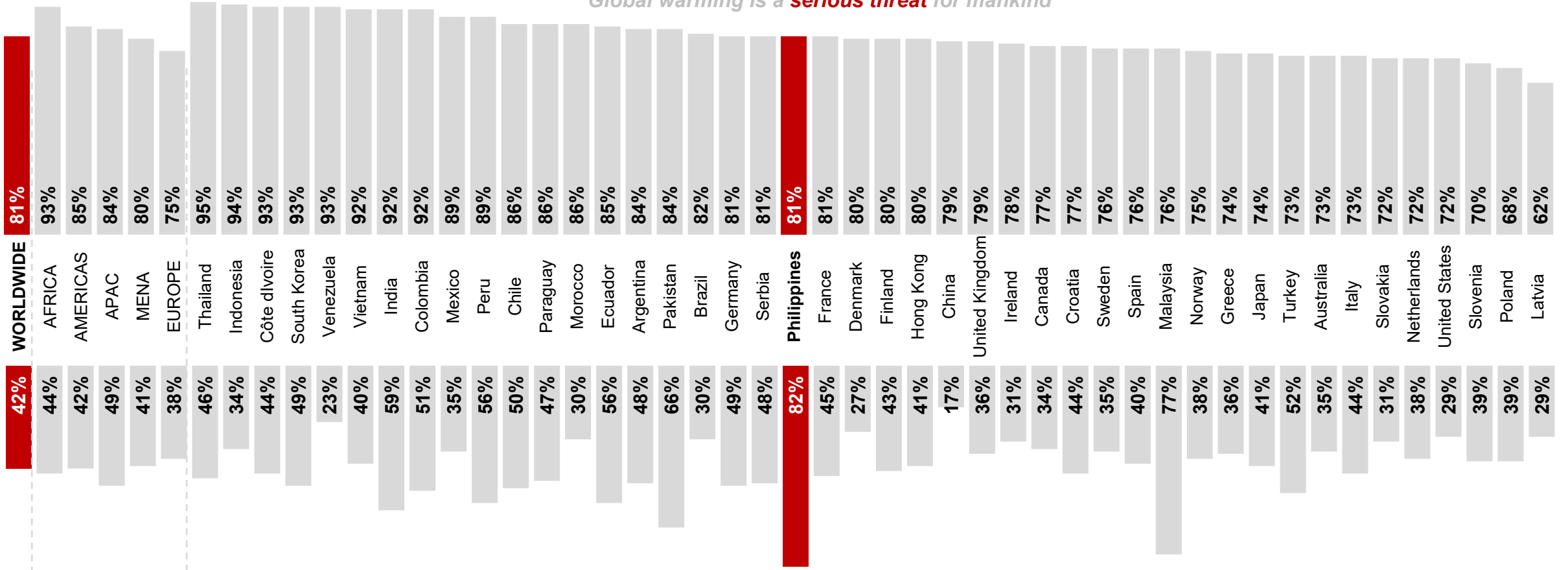
We are **highly familiar** with it because we experience it in the natural disasters around us

*These differences [in worry] reflect the extent to which climate change is experienced directly, with some of the **countries facing more visible environmental impacts reporting higher levels of concern**. While climate change remains a priority, it is increasingly competing with more immediate concerns, such as economic uncertainty and cost of living pressures.*

Worldwide Independent Network of Market Research

For Filipinos, the greatest concern is not just climate change— but whether there is still enough time to act.

Global warming is a **serious threat** for mankind



It is **too late** to curtail climate change

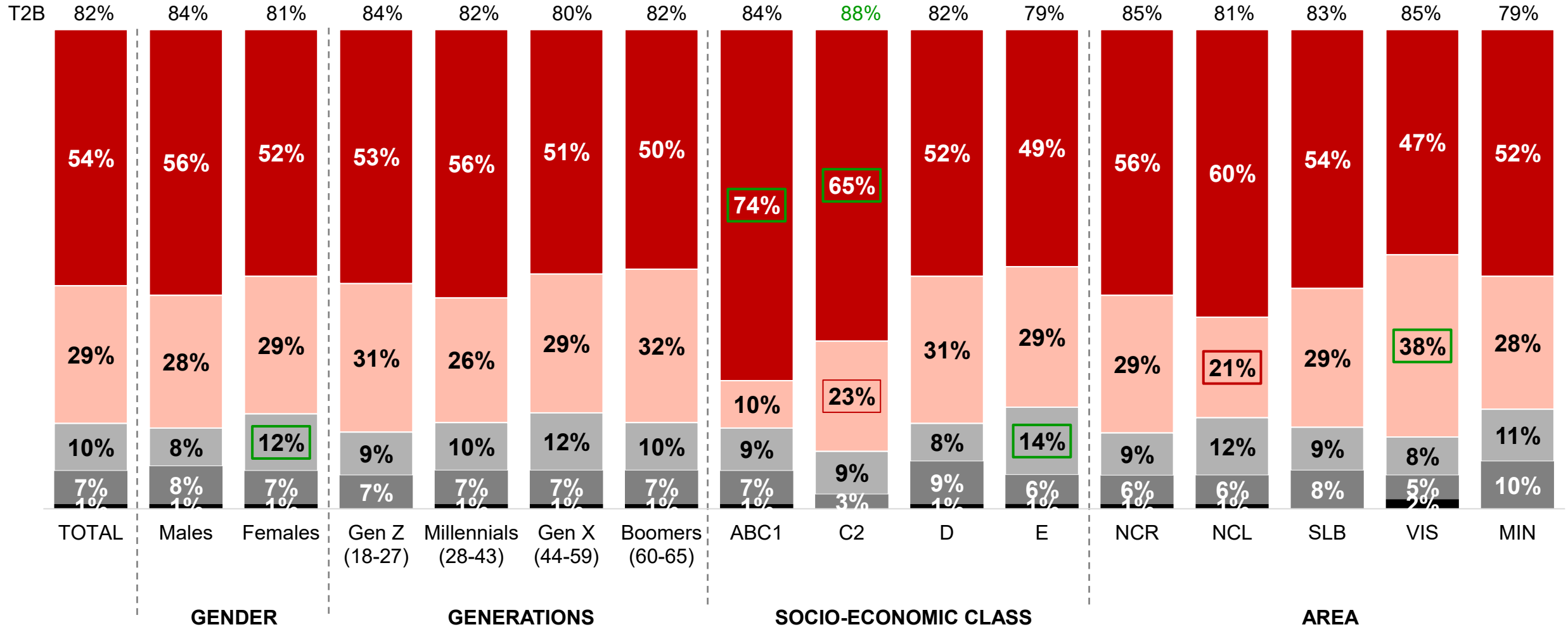
BASE: Among total interviews worldwide (38,469/44,000).

Countries in descending order of those who agree global warming is a serious threat for mankind.

Q9. To what extent do you agree or disagree with the following statements?:

Global warming is a serious threat for mankind, It is too late to curtail climate change

Filipinos across demographics generally show about the same amount of alarm. Those from higher-income households (ABC1C2) showing the most concern



■ Totally agree
 ■ Somewhat agree
 ■ Somewhat disagree
 ■ Totally disagree
 ■ DK/NR



BASE: Among total interviews (1000/1000)
 Q9. To what extent do you agree or disagree with the following statements?: It is already too late to curtail climate change
 Significantly higher or lower difference at 95% confidence level





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High familiarity translates to high concern

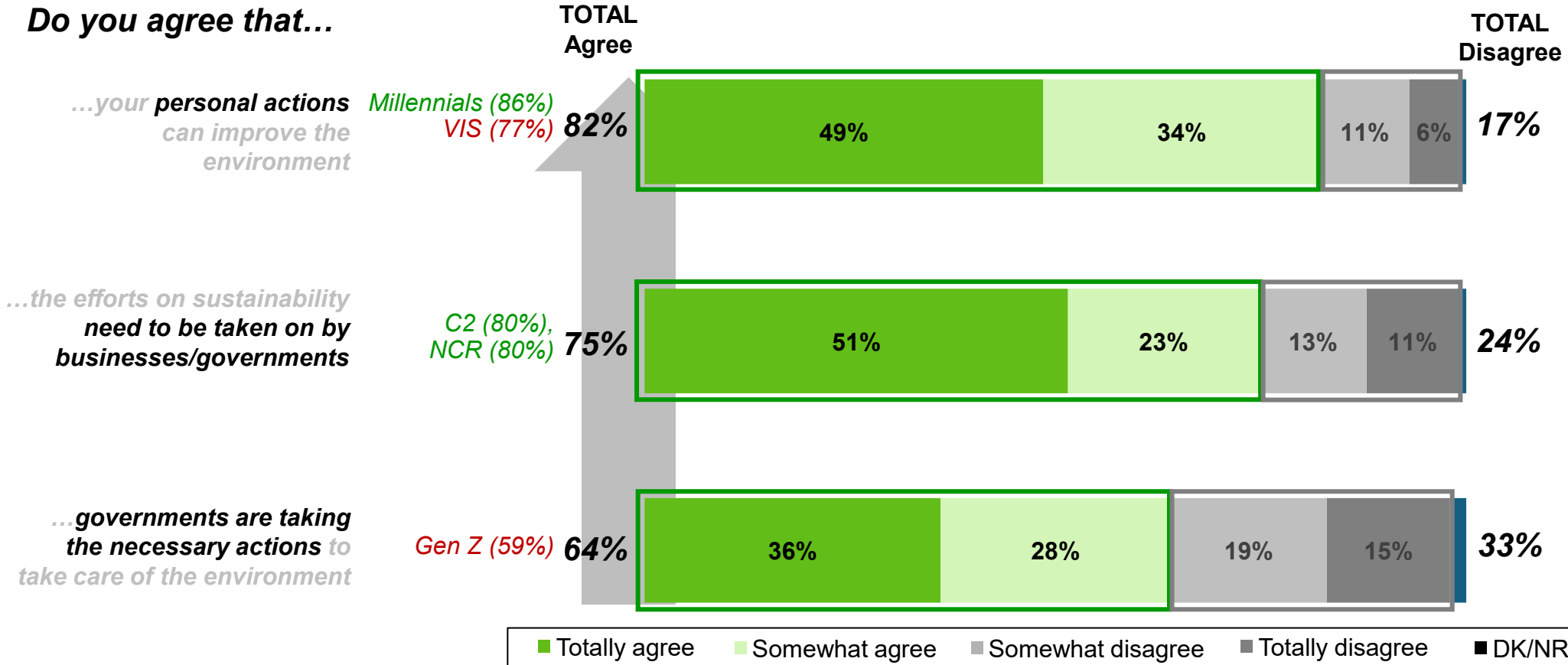
But most feel **unsure if solutions can still be met**

While most countries do not show the same fatalistic views, the Philippines in context has been hit by various environmental issues left and right. From concurrent typhoons that lead to heavy flooding, to seismic activities that bring heavy ashfall and destruction of property. Proactively, issues on urban planning and environmental protection have also risen in the past year with both local and national governments.

Given these, the Filipino citizen struggles in seeing the silver linings of what solutions can still be done

Philippine Survey and Research Center

Filipinos hold themselves accountable to improve the state of our environment. This is especially true for millennials, middle-income households and those from NCR.



BASE: Among total interviews in the Philippines (1000/1000)
 Q9. To what extent do you agree or disagree with the following statements?: I believe my personal actions can improve the environment, Governments are taking the necessary actions to take care of the environment, The real efforts on sustainability and environment need to be taken by business and government rather than individuals
 Significantly **higher** or **lower** difference at 95% confidence level

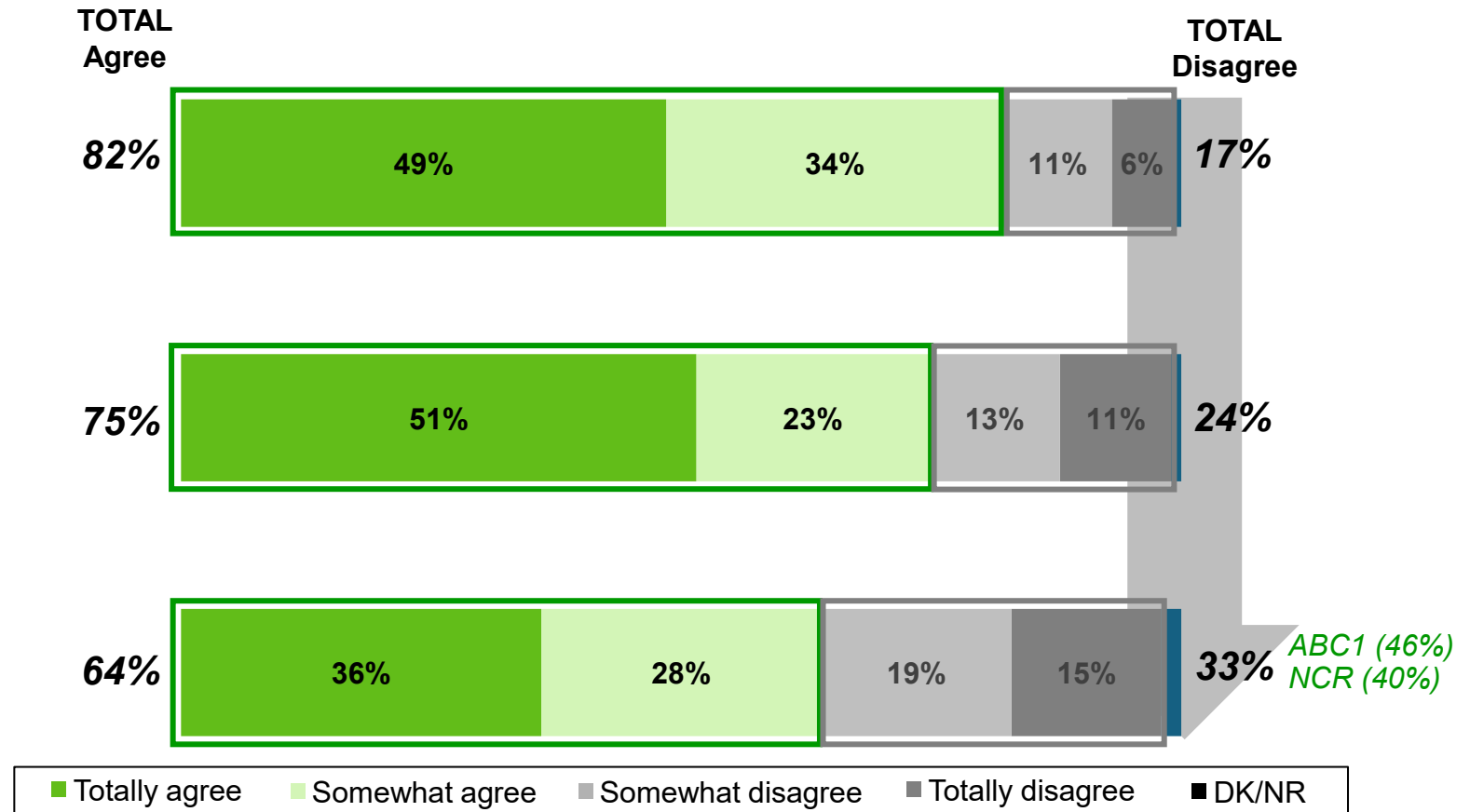
Conversely, Filipinos (especially those from upper income segments) feel their personal efforts **outpace** the actions needed from higher institutions

Do you agree that...

...your personal actions can improve the environment

...the efforts on sustainability need to be taken on by businesses/governments

...governments are taking the necessary actions to take care of the environment



BASE: Among total interviews in the Philippines (1000/1000)

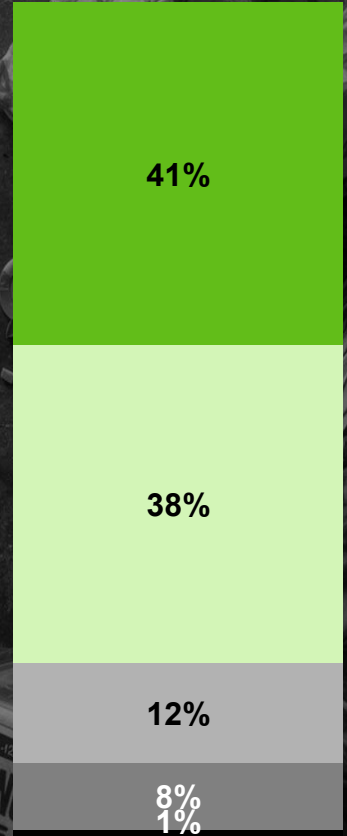
Q9. To what extent do you agree or disagree with the following statements?: I believe my personal actions can improve the environment, Governments are taking the necessary actions to take care of the environment, The real efforts on sustainability and environment need to be taken by business and government rather than individuals

Significantly higher or lower difference at 95% confidence level

Filipinos still remain on the lookout for sustainability efforts, though this remains tempered with economic factors

I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior...

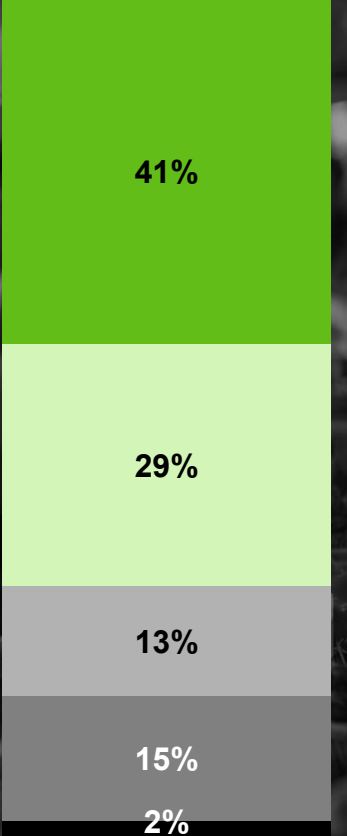
79% agree



I am willing to pay more for a product that takes care of the environment...

70% agree

Males (73%), Millennials (74%), C2 (77%), VIS (77%)



■ Totally agree ■ Somewhat agree ■ Somewhat disagree ■ Totally disagree ■ DK/NR

Images generated using Canva, 2026



BASE: Among total interviews in the Philippines (1000/1000)
 Q9. To what extent do you agree or disagree with the following statements?: I would like to live more sustainably, but often find I don't make the necessary changes to my current behavior, I am willing to pay more for a product that takes care of the environment
 Significantly **higher** or **lower** difference at 95% confidence level





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Belief in **personal impact weakens** as people look to higher institutions to **increase their environmental accountability**

*This shift may reflect growing frustration or fatigue, as individuals feel that their efforts are not matched by wider systemic change, or that **individual behaviour alone is insufficient to address the scale of the challenge**. It is safe to assume that empowerment and perceived relevance of personal action is highly dependent on local context and culture.*

Worldwide Independent Network of Market Research

Filipinos are acutely aware of climate challenges but feel limited by the lack of coordinated action to address them

- **Concern for the environment continues to increase.**
With the rise of typhoons and other natural disasters, Filipinos understand this to be a consequence of the lack of care for the environment.
- **There is however a perceived gap between individual & institutional effort.**
While most individuals try to do actions on their own, they are unsure of how much effect this has on the environment. In contrast, larger organizations who are perceived to have a bigger role in taking care of government lack visibility in their efforts. Thus most Filipinos feel there is no shared responsibility or collective action.
- **Filipinos are willing to spend in order to go green.**
Though socio-economic status remains a key factor in their decision making, more show some consideration for eco-friendliness in their day-to-day purchases



WVS Survey 2026

Global methodology:

A total of 44,000 persons were interviewed globally. In each country, a representative sample of around 1,000 men and women were interviewed from November 27, 2025 to February 13, 2026, 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:

How we did it	Face to face interviews aided by a structured questionnaire
Sample size	N=1,000
Respondent specifications	<ul style="list-style-type: none">• Males and females• 18-65 years old• From ABCDE households• Nationwide urban/rural
Fieldwork dates	January 9- 26, 2026

Worldwide Independent Network of MR (WIN) and the Worldviews Survey (WVS)

The **Worldwide Independent Network of MR (WIN)**, is a global network conducting market research and opinion polls in every continent. WIN has demonstrated wide competencies and abilities to conduct multi-country surveys at the highest standards. As the leading global association of independent market research and polling firms, WIN has released its Worldviews Survey.

The Worldwide Independent Network of MR (WIN), a leading global association of independent market research and polling firms, has released its latest annual Worldviews Survey. This year's survey captures the perspectives and beliefs of 44,000 individuals across 44 countries.



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