

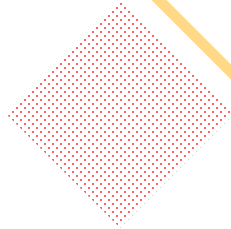
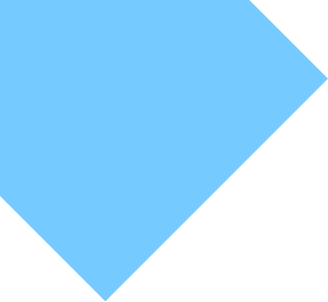


PSRC Report:

GETTING TO THE HEART of Filipinos' Well-Being



Understanding the State of Mind: Exploring Filipinos' Perspectives on Mental Well-Being



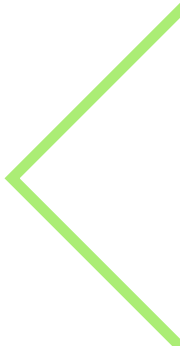
For more information, contact us at:
innovations@psrc.com.ph

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

COPYRIGHT STANDARDS

This document contains proprietary research, copyrighted and trademarked materials of WIN and PSRC. Accordingly, international and domestic laws and penalties guaranteeing patent, copyright, trademark and trade secret protection safeguard the ideas, concepts and recommendations related within this document. The materials contained in this document and/or the document itself may be downloaded and/or copied provided that all copies retain the copyright, trademark and any other proprietary notices contained on the materials and/or document. No changes may be made to this document without the express written permission of WIN and PSRC. Any reference whatsoever to this document, in whole or in part, on any webpage must provide a link back to the original document in its entirety. Except as expressly provided herein, the transmission of this material shall not be construed to grant a license of any type under any patents, copyright or trademarks owned or controlled by WIN and PSRC. All rights reserved. All other trademarks and copyrights are property of their respective owners.



Understanding Stress and Mental Well-Being Influences in Today's World

In observance of World Mental Health Day, the Worldwide Independent Network of Market Research (WIN-MR), represented locally by the Philippine Survey and Research Center, Inc. (PSRC), presents insights from the Worldviews Survey (WVS) on mental well-being and stress. The study looks at the importance of one's mental well-being and the forces contributing to it.

The report focuses on two key areas:



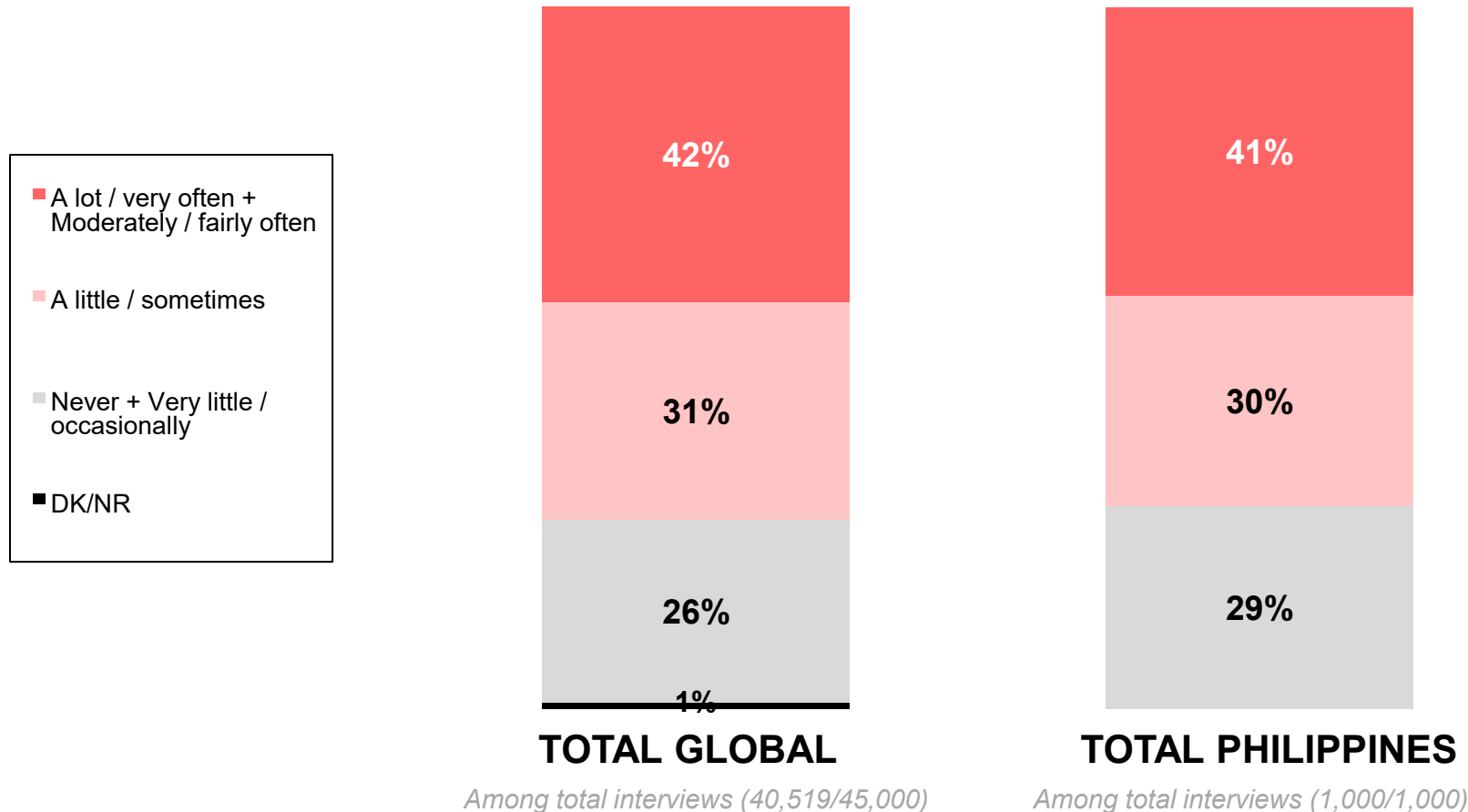
State of Mental Well-Being: How stress among Filipinos compares with the global picture, and which groups are more likely to experience significant stress.



Causes of Stress: The factors Filipinos identify as contributing to their most recent significant stress experience, and how these factors differ across groups.

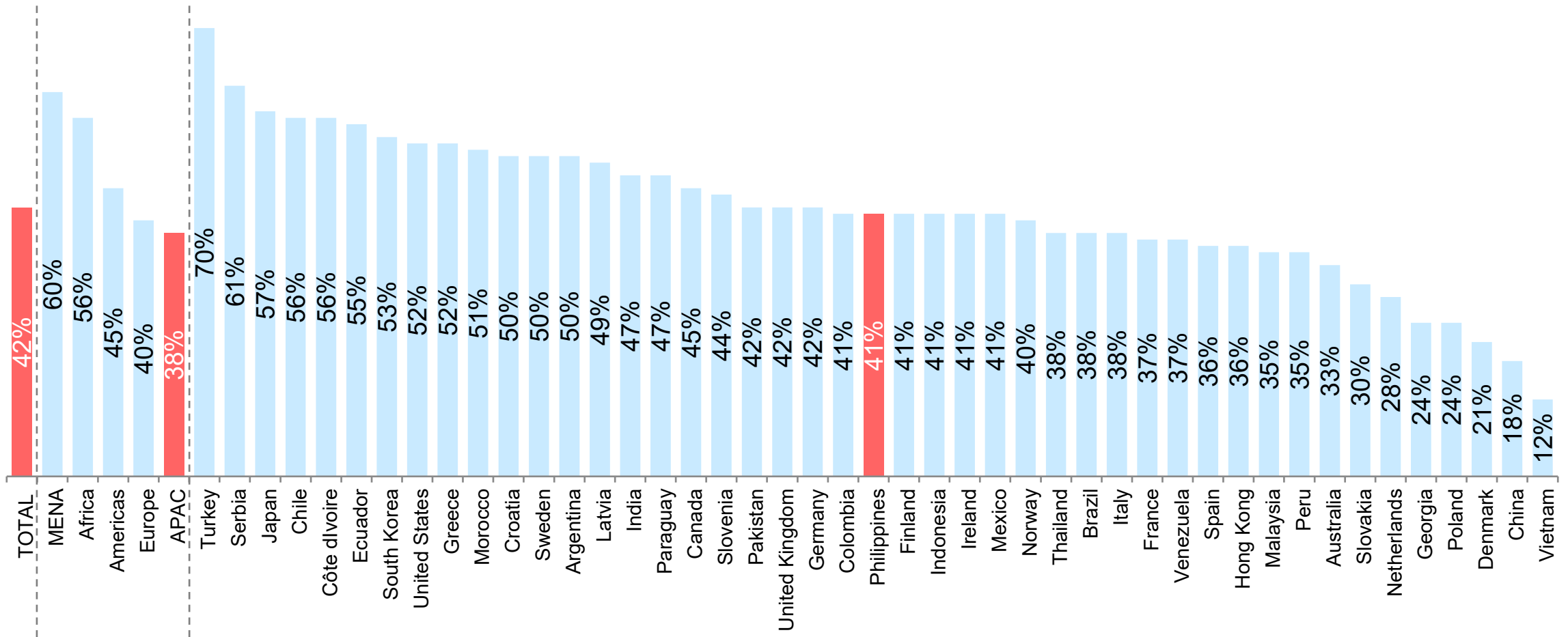
Filipinos report frequent stress at nearly the same rate as people globally

41% of Filipinos report experiencing stress often, compared with 42% globally



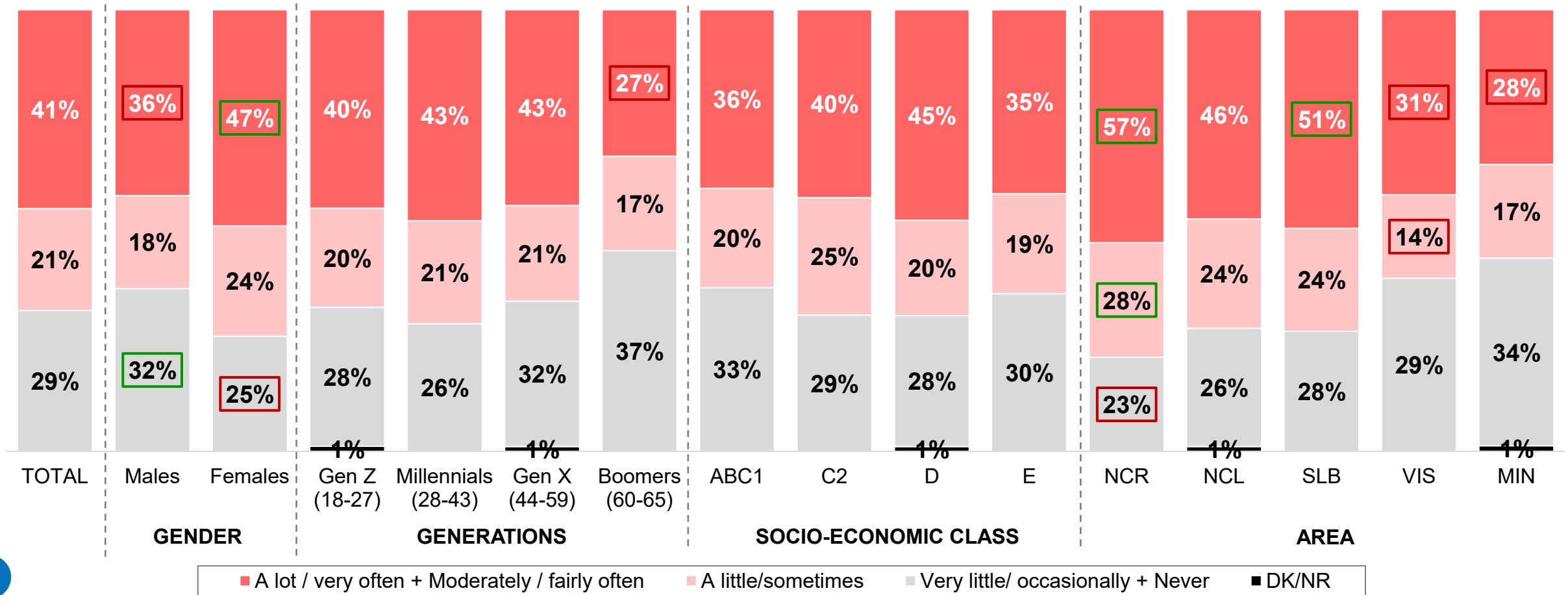
Filipinos report stress more often than the APAC average, but remain close to the global level

Average reported levels of stress in APAC are lowest but vary widely across the region



Stress is more frequently experienced among women and those in Luzon, particularly NCR

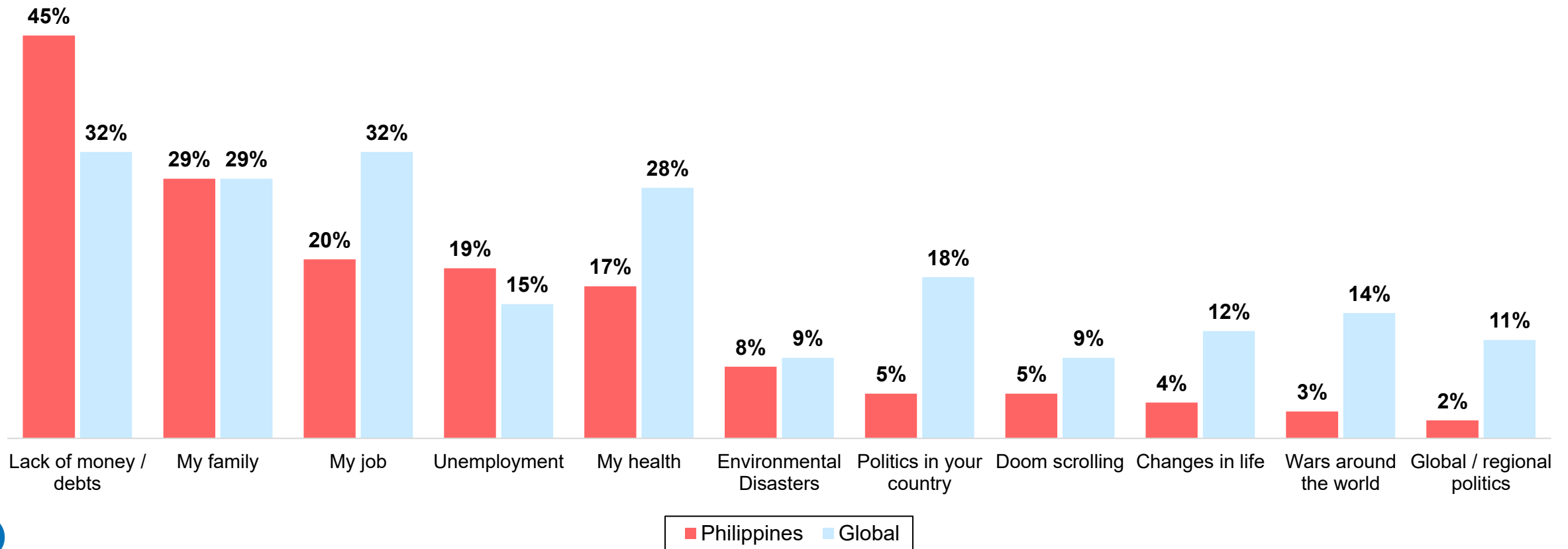
Frequent stress cuts across younger generations, while Boomers experience it less often



BASE: Among total interviews (1,000/1,000)
Q18. How often would you say that you suffer from stress?
Significant difference at 95% confidence level

Financial concerns are the leading source of stress among Filipinos

Finances and family lead locally, while job-related concerns weigh more heavily globally

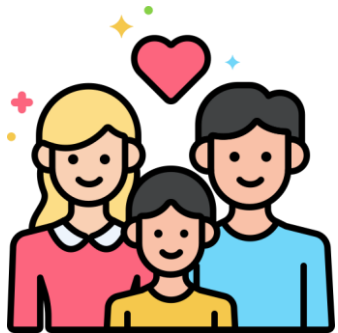




Financial stress is more commonly reported among women and lower socio-economic groups

Financial stress trends upward with age, from 40% among Gen Z to 53% among Boomers





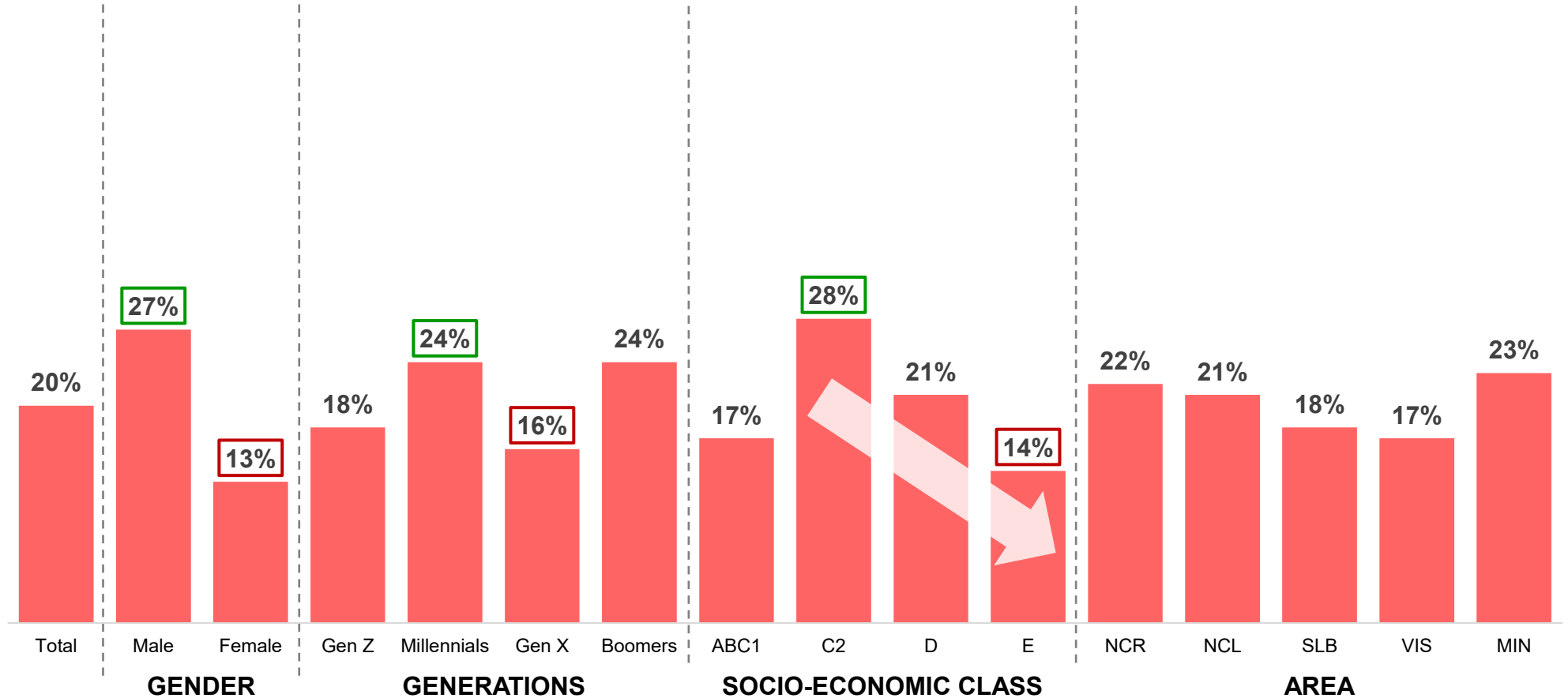
Women and those in NCR are more likely to cite family as a source of stress





Men are twice as likely as women to cite their job as a source of stress

Job-related stress is also more common among Millennials and C2 households



Unemployment-related stress is more common in Luzon, particularly NCR and SLB, and among lower socio-economic groups



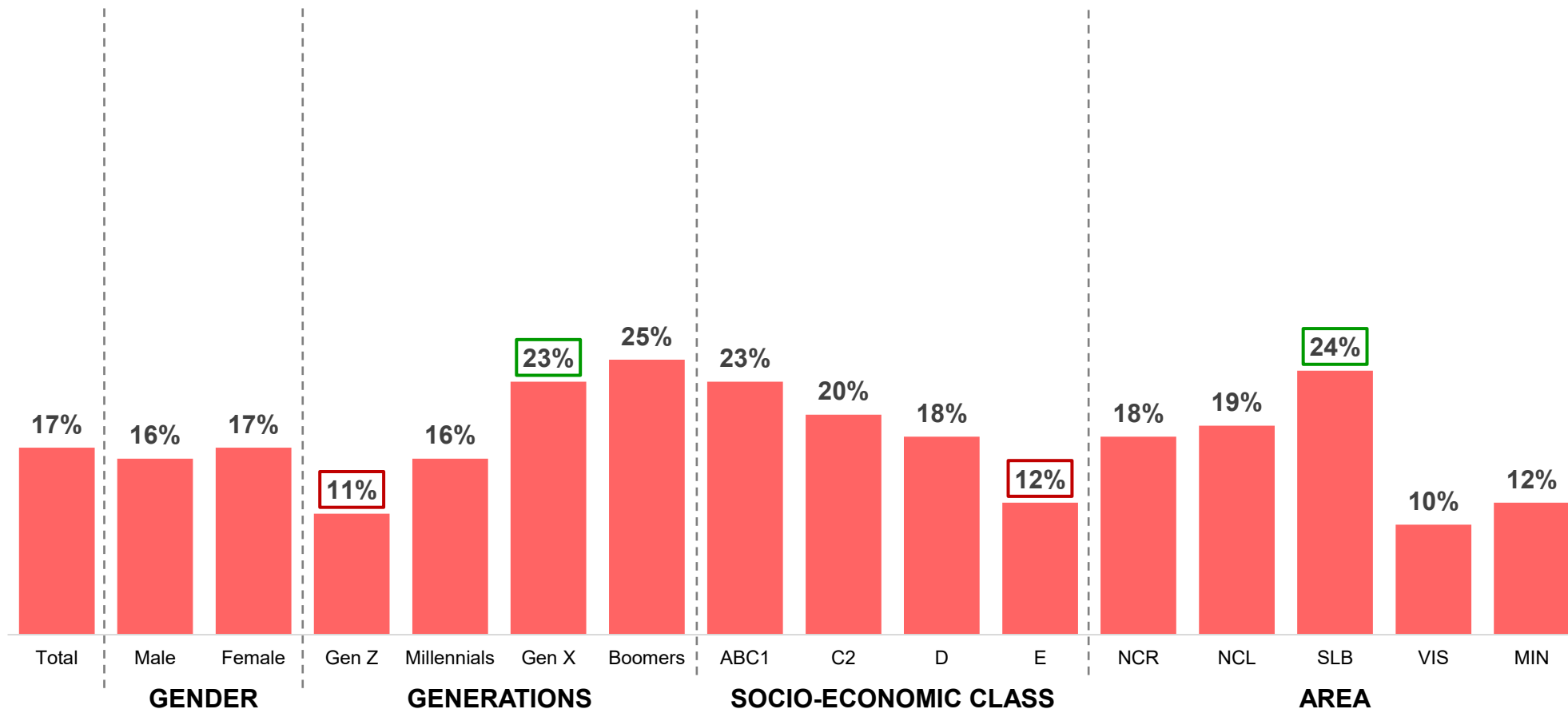
BASE: Among total interviews (1,000/1,000)

Q19. Thinking about the last time you were really stressed, what was it that made you stressed? – **Unemployment**

■ Significant difference at 95% confidence level



Health becomes a more prominent source of stress among Gen X and in SLB



Stress is a common experience among Filipinos, but what drives it—and who feels it most—varies across different groups.

- **Stress levels in the Philippines broadly mirror the global picture.**
About 4 in 10 Filipinos (41%) report experiencing stress often, nearly the same as the global average (42%), though slightly above the APAC average (38%).
- **Financial concerns stand out as the leading source of stress.**
45% of Filipinos cite lack of money or debt, followed by family (29%), while job security, unemployment, and health concerns play smaller albeit still meaningful roles.
- **Different groups face different sources of pressure.**
Women are more likely to cite financial and family concerns while men more often point to job-related stress. Gen X stands out for health-related stress, while lower income households are more likely to report financial concerns and unemployment as stressors. Unemployment is also more prominent in Luzon, particularly in NCR and South Luzon.



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	• 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.



The background is a vibrant, abstract composition of organic, flowing shapes in shades of teal, yellow, pink, and blue. Overlaid on this are several stylized icons: a pair of large, white eyes with black pupils in the upper right; a detailed, light-colored ear in the lower center; a blue circular icon with a white center in the lower left; and a cluster of pink, petal-like shapes on the right side.

For more information, contact us at:
innovations@psrc.com.ph