

Placing data at the forefront of development.

# Surveys, for Good

An Initiative of WR Numero







Understanding Philippine politics and society

through data and evidence.

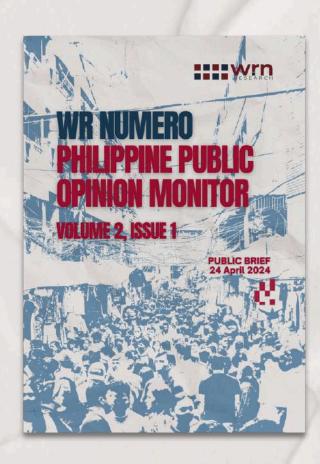
As a leading non-partisan public opinion firm, **WR Numero** helps leaders and organizations deliver impact and improve the lives of many through our cutting-edge expertise, rigor, and speed in building data, evidence, and research solutions.

We equip leaders and organizations with accurate data, accessible evidence, and actionable insights so they can make a difference.



# WR NUMERO PHILIPPINE PUBLIC OPINION MONITOR

WR Numero Philippine Public Opinion Monitor Issue 1, Volume I

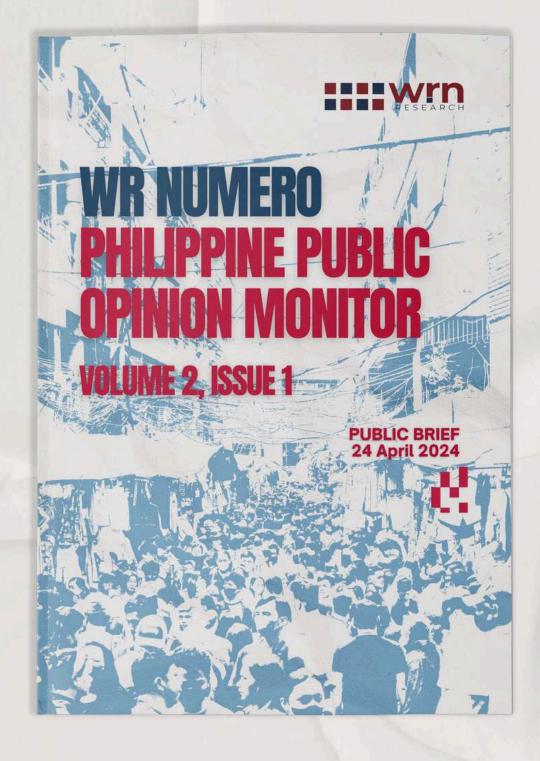


The WR Numero Philippine Public Opinion Monitor contains a wealth of new insights about Filipinos, and what is driving their socio-political choices.

The Opinion Monitor is a quarterly nationally representative survey of **1,800 Filipinos** providing organizations with the most accurate, timely, and actionable data on the socio-political attitudes of Filipinos including over 10 key voting demographic groups.

Designed for socio-political survey questions, the Opinion Monitor introduces new demographic groupings to further understand Filipinos by:

- **Gender**
- Age
- Self-Identified Partisanship
- OFW-Remittance Receiving Household
- Voter Type
- Self-Identified Ideology
- Media Use





Access the **WR Numero Philippine Public Opinion Monitor** 

bit.ly/WRN-PPOM



#### **Technical Notes**

Error Margin ±2%

**Confidence Level 95%** 

Sample Size 1,765 Adult Filipinos

Fieldwork Dates 12 - 24 March 2024

**Mode Face-to-Face Interviews** 

Sample Barangays 300

All aspects of the survey, from design and administration, hiring and training of enumerators, to processing and analysis were carried out by WR Numero Research, Inc.













#### **About the Initiative**

#### **Empowering the development sector**

Enabling impact has always been in our DNA as an organization. WR Numero is no stranger to working with the development sector, as our **DevLab** at the firm has produced a roster of significant collaborations with numerous development and civil society organizations throughout the country.















Save the Children







Our extensive work in development has brought us to contribute in producing data for different sectors – across women and youth, public health, agriculture, and environment. Boosting our team of development experts, we continue to amplify the mission of our partners in the development sector and help them forward their commitments towards a better society.

In 2023, we have delivered

projects for the Development Sector

bringing us to do fieldwork across

provinces in the Philippines and

16
cities in Metro Manila

surveying more than

3,700 Filipinos

and conducting at least

100
focus group discussions







#### **About the Initiative**

#### Democratizing surveys, for good

Addressing deep-seated problems of society requires developing a thorough understanding of the rate of change, scope of complexity, and scale of impact of the many issues confronting our community.

Realizing the need for data as an impetus in paving way for change, WR Numero is launching *Surveys For Good*, an initiative that aims to assist civil society groups, development organizations, and nonprofits with their data needs.

Committed to capacitating leaders and organizations, it is our goal to share our expertise of producing evidence and research tools across the development sector, **putting data** front and center in realizing development.

#### **Towards a shared commitment**

WR Numero strongly affirms the purpose of surveys. In a time where society's problems come with much complexity, using the power of data to understand society and Filipinos, particularly in doing development, has become more important than ever.

We envision Surveys for Good as a great initiative to embody a culture of collaboration among data-driven organizations and the development sector. By pooling our resources, and expertise in handling and managing data, development organizations can leverage on our capacities in harnessing the full potential of data for development.

We believe that development organizations can greatly benefit from the precise and rigorous measurement of Filipino perceptions and attitudes on particular topics and issues, helping them address their data needs and produce data-driven insights.





## **Topline Insights** For Greenpeace Philippines

MORE THAN A THIRD SEE CLIMATE CHANGE ADAPTATION AS A PRESSING CONCERN, SOCIAL SERVICES REMAIN TOP ISSUES FOR FILIPINOS

Filipinos seem to be onboard for campaigns on the ongoing climate crisis, with around 34% considering climate change adaptation as an advocacy they support, placing 11th. Furthermore, the use of recyclable packaging and banning single-use plastic is supported by 27.93% and 22.91%, at 13th and 16th.

Top concerns of Filipinos are mostly on the provision of basic social services - free education (1, at 71.9%), free public health services (2, at 59.8%), and social housing for the poorest (3, 57.4%).

THREE OUT OF FOUR FILIPINOS ARE FEELING THE CLIMATE ANXIETY AND ARE WORRIED **CONSEQUENCES NEGATIVE** COLLECTIVE INACTION TO GLOBAL CLIMATE **COMMITMENTS** 

Around 74% of Filipinos are worried about the negative effects of climate change to their family and their immediate communities, this is in stark contrast with only 11% of Filipinos who do not feel worried, and 15% who are demographic groups regardless unsure. All disaggregation, strongly feel anxious about the climate crisis.



## **Topline Insights** For Greenpeace Philippines

ONLY LESS THAN ONE FOURTH OF FILIPINOS REPORT ACTIVELY AVOIDING SINGLE-USE PLASTIC, ALMOST HALF RARELY OR NEVER **SEEK ALTERNATIVES** 

Only around 23.87% of Filipinos always (8.21%) or often (15.66%) actively seek refill or reuse options as an alternative to single use packaging. Around 28% self-report that they seek alternatives sometimes. Alarmingly, the remaining 48.14% of Filipinos either rarely (24.47%) seek alternatives or never (23.67%) seek alternatives at all.

THREE OUT OF FIVE FILIPINOS AGREE ON BANNING SINGLE-USE PLASTIC

Three out of five Filipinos (60.53%) agree that a ban must be placed on the use of single-use plastic. Residents from Metro Manila (50.96%) and Mindanao (52.47%) are divided on the issue of banning single-use plastic, while a higher number of residents from North-Central Luzon (71.13%) agree with this proposal.



# WHERE DOES CLIMATE CHANGE ADAPTATION AND RELATED ISSUES STAND IN THE MULTITUDE OF SOCIAL ISSUES CONFRONTED BY FILIPINOS?

Survey Question from WR Numero: Alin sa mga sumusunod na usapin o adbokasiya ang iyong sinusuportahan? Piliin lahat ng iyong sinusuportahan.





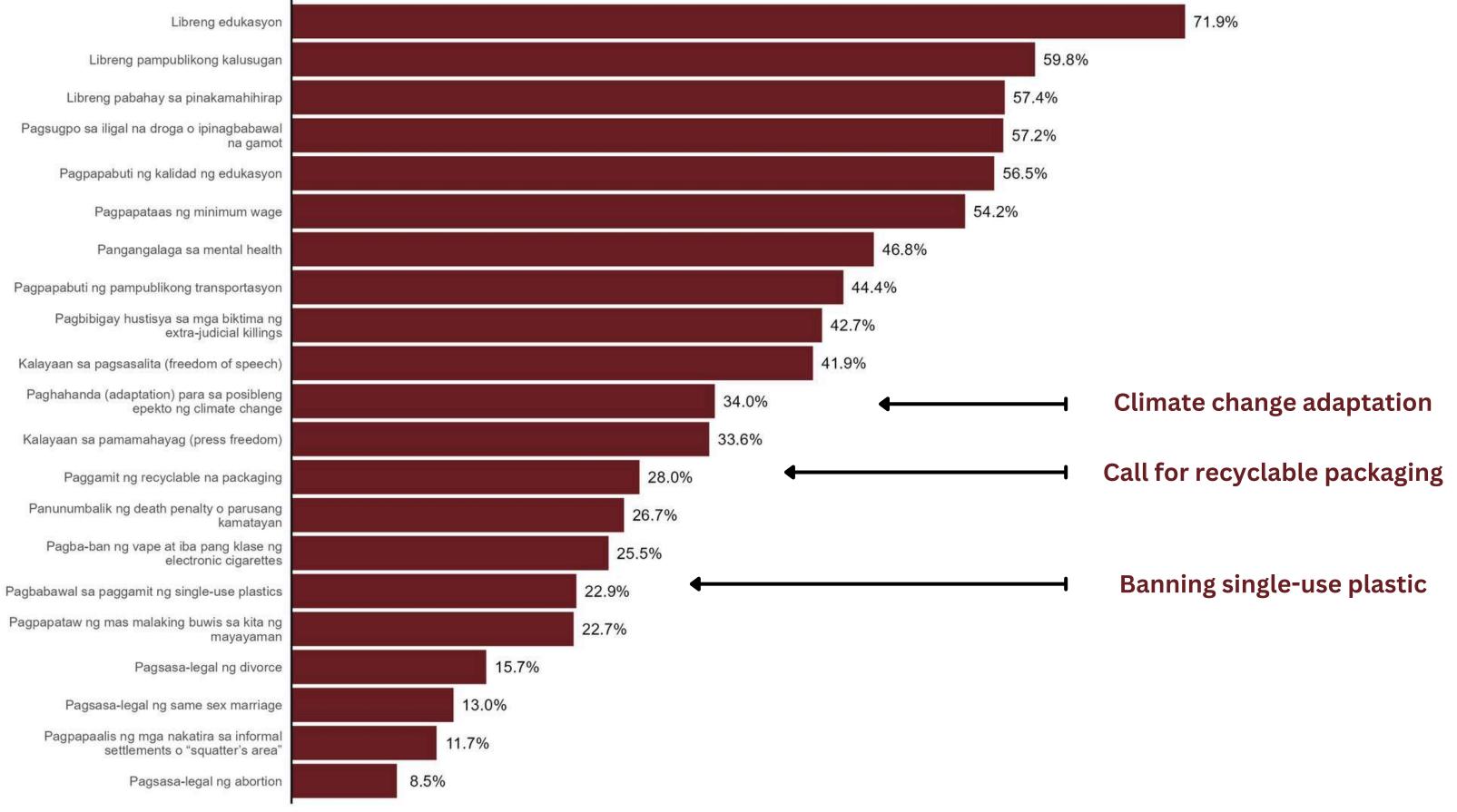
Isa sa bawat tatlong Pilipino ang nagsabing sinusuportahan nila ang adbokasiya para sa paghahanda para sa mga posibleng epekto ng climate change.

Ngunit kinakaharap nila ang napakaraming mga alalahanin sa pang araw-araw, kaya nananatiling mas mabigat na usapin para sa pangkaraniwang mamamayan ang mga batayang serbisyong panlipunan.





Alin sa mga sumusunod na usapin o adbokasiya ang iyong sinusuportahan. Piliin lahat ng iyong sinusuportahan.







#### MORE THAN A THIRD SEE CLIMATE CHANGE ADAPTATION AS A PRESSING CONCERN, SOCIAL SERVICES REMAIN TOP ISSUES FOR FILIPINOS.

Top concerns of Filipinos are mostly on the provision of basic social services - free education (1, at 71.9%), free public health services (2, at 59.8%), and social housing for the poorest (3, 57.4%). This is followed by the improvement of the quality of education (56.5%) and increasing the minimum wage (54.2%) which were ranked 5th and 6th, consecutively.

The emerging need for the focus on mental health was evident as it was rated the 7th (46.83%) and improvement of public transportation at 8th (44.38%). As a possible result of one of the deadliest and grave displays of extrajudicial violence from the previous administration's drug war, human rights issues related to extra-judicial killings and the right to free speech were at 9th (42.7%) and 10th (42%). Meanwhile, the remnants of the drug war rhetoric remain evident, with 57.2% of Filipinos considering it as a top issue, placing 4th. Despite not entering the top concerns of Filipinos at the time of the survey, we see the current issues on extreme heat waves affecting Asia as a potential springboard for expanding campaigns.





# MORE THAN A THIRD SEE CLIMATE CHANGE ADAPTATION AS A PRESSING CONCERN, SOCIAL SERVICES REMAIN TOP ISSUES FOR FILIPINOS.

2

The figures are consistent for Filipinos residing in urban and rural areas, placing climate adaptation at around 34%, recyclable packaging at 28%. A lower percentage of those residing in rural areas are preoccupied by the issue of banning single-use plastic which is 20% compared to urban dwellers at 27%. A higher percentage of residents from Visayas, Metro Manila and Mindanao selected climate change adaptation as a priority issue, (50.12%, 42.44%, 39.92%) and expressed their concern for recyclable packaging (42.59%, 29.13%, 30.47%). Meanwhile Mindanao and North-Central Luzon reported the highest figure on banning single-use plastic at 38.86 and 30.86% respectively.





# MORE THAN A THIRD SEE CLIMATE CHANGE ADAPTATION AS A PRESSING CONCERN, SOCIAL SERVICES REMAIN TOP ISSUES FOR FILIPINOS.

3

Disaggregation by sex, gender, age group, income class and OFW remittance receiving households reflect the trend in general. A higher percentage of people who self-identified as members of the LGBTQIA+ feel more concerned about climate change adaptation, with 42.64% selecting it as a priority; while 35.4% of those aged 60 and above prioritized banning single-use plastics - the highest when disaggregated by age group. A higher percentage of the population from Class ABC are a bit more concerned with climate change adaptation (39.46%) and higher percentage of those from Class E selected banning single-use plastic as a top issue (25.06%). A higher percentage of households not receiving OFW remittance also selected banning single use plastic as a priority issue (24.22% v 18.63%).





# MORE THAN A THIRD SEE CLIMATE CHANGE ADAPTATION AS A PRESSING CONCERN, SOCIAL SERVICES REMAIN TOP ISSUES FOR FILIPINOS.

4

By partisanship, a higher percentage of self-identified opposition supporters selected climate change adaptation as a top advocacy they support (39.47%), and together with self-identified administration supporters ranked banning single-use plastics higher (31.14% and 30.07%, both at 14th). Further, a higher percentage of registered non-participating voters and likely voters also prioritized climate change adaptation (39.63%, 36%) when segregated by voter type. By self-identified ideology, a higher percentage of those who consider their political position as left-wing emphasized climate change adaptation (42.83%); while a higher percentage of those who consider themselves as right-wing placed greater emphasis on banning single-use plastic (11th, 36.25%). Disaggregation by media use was consistent with the general trend.





# DO FILIPINOS FEEL CONCERNED BY NEGATIVE EFFECTS OF CLIMATE CHANGE TO THEIR FAMILY AND THEIR COMMUNITIES?

Survey Question from WR Numero: Gaano ka sumasang-ayon o hindi sumasang-ayon sa mga sumusunod na pahayag: Ako ay nangangamba sa negatibong epekto na dala ng climate change sa aking komunidad at pamilya





Tatlo sa bawat apat na Pilipino ang nangangamba sa posibleng negatibong dulot ng climate change sa kanilang pamilya at komunidad (climate anxiety)

Bagaman prayoridad nila ang mga batayang serbisyong panlipunan sa kanilang pang-araw araw na buhay, pinatutunayan nitong nanatiling napakahalagang isyu ng pagbabago ng klima sa mga Pilipino.

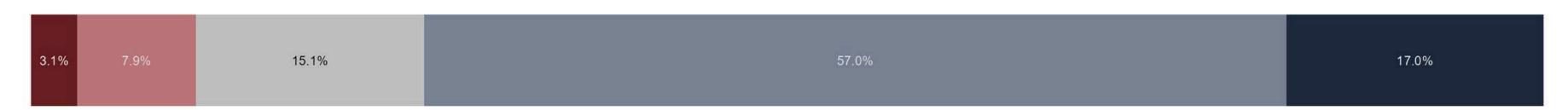




#### **Climate anxiety - Total Philippines**

Ako ay nangangamba sa negatibong epekto na dala ng climate change sa aking komunidad at pamilya









# THREE OUT OF FOUR FILIPINOS ARE FEELING THE CLIMATE ANXIETY AND ARE WORRIED OF THE NEGATIVE CONSEQUENCES OF OUR COLLECTIVE INACTION TO GLOBAL CLIMATE COMMITMENTS

- Around 74% of Filipinos are worried about the negative effects of climate change to their family and their immediate communities, this is in stark contrast with only 11% of Filipinos who do not feel worried, and 15% who are unsure. All demographic groups regardless of disaggregation, strongly feel anxious about the climate issues.
- Metro Manila poses the highest rate of climate anxiety climbing to 83.11% when disaggregated by regional cluster, and together with North and Central Luzon recorded the lowest percentage who do not feel worried at 7.31% and 6.06% respectively. Urban residents have slightly higher numbers at 75% compared to rural Filipinos at 72.62%, both still showing a high rate of climate anxiety.



# THREE OUT OF FOUR FILIPINOS ARE FEELING THE CLIMATE ANXIETY AND ARE WORRIED OF THE NEGATIVE CONSEQUENCES OF OUR COLLECTIVE INACTION TO GLOBAL CLIMATE COMMITMENTS

3

When disaggregated by sex, gender, income class, age group, generation or households receiving OFW remittance certain demographic groups feel slightly more anxious than others, all still generally worried. Women are a bit more anxious than men (77.16% v 70.87); while the LGBTQIA+ community report higher rates at 81.80% compared to other demographic groups when disaggregated by sex and gender. Respondents who belong to Class ABC and D also reported higher climate anxiety (84.61%, 81.43%) compared to Class E (69.97%) while OFW-remittance receiving households also reported higher rate of climate anxiety compared to no OFW-remittance receiving households (78.42% v 72.66%).

Gen Zs and Millenials are also a bit more worried (77.81%, 79.09%) than Gen X and, Boomers and Silent Generation (68.84%, 64.24%). This generational disaggregation seems to make better sense as our age grouping do not reveal the Millenial sentiment - with 30 and below at 77.61%; 31-59 at 74% and 60 and above at 64.24%.





# THREE OUT OF FOUR FILIPINOS ARE FEELING THE CLIMATE ANXIETY AND ARE WORRIED OF THE NEGATIVE CONSEQUENCES OF OUR COLLECTIVE INACTION TO GLOBAL CLIMATE COMMITMENTS

4

Consequently, we observed only slight differences when disaggregated by voter type, self-identified partisanship, self-identified ideology and media use - outliers are presented here. By partisanship, self-identified opposition supporters reported a higher percentage of climate anxiety (81.68%) and self-identified independent respondents recorded the lower rates at 67.72%. Registered non-participating voters feel slightly less anxious at 63.41%; as well as self-identified left-wing and those unsure about their ideological positions (61.88, 64.17%), all other demographic groups follow the general trend when disaggregated by voter type and self-identified ideology. By media use, a slightly higher percentage of those who frequently use TV and Facebook (76.79%, 75.90%) reported climate anxiety.





# ARE FILIPINOS ACTIVELY SEEKING ALTERNATIVES TO AVOID SINGLE-USE PLASTIC?

Commissioned Question from Greenpeace Philippines 1: Aktibo ka bang naghahanap ng mga produkto o serbisyo na nag-aalok ng refill o reuse options bilang alternatibo sa single-use packaging?





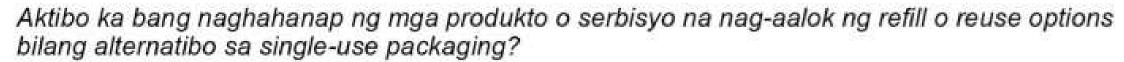
Masmababa pa sa isa sa bawat apat na Pilipino ang aktibong (lagi o madalas) naghahanap ng mga refill o reuse options bilang alternatibo sa single-use packaging.

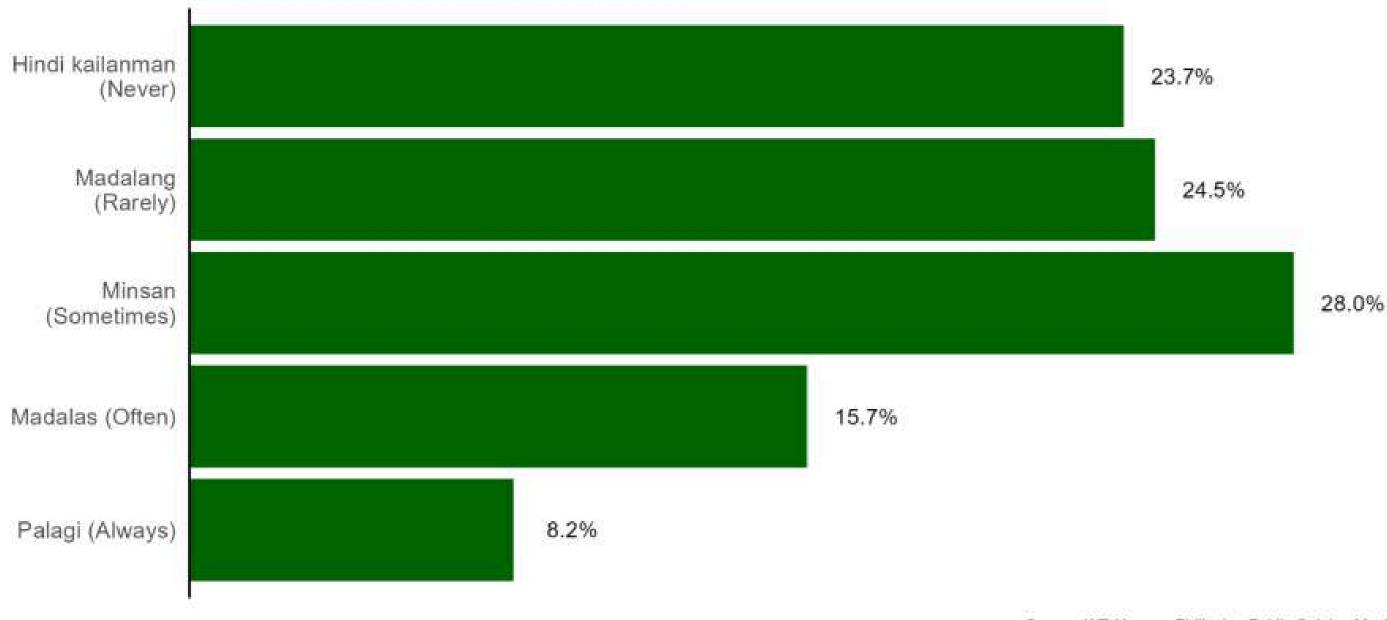
Halos kalahati naman ang nagpahayag na bihira, o hindi nila ito kailanman ginagawa.





#### Self-reported behavior towards avoiding single-use plastic - Total Philippines









# ONLY LESS THAN ONE FOURTH OF FILIPINOS REPORT ACTIVELY AVOIDING SINGLE-USE PLASTIC, ALMOST HALF RARELY OR NEVER SEEK ALTERNATIVES

- Only around 23.87% of Filipinos always (8.21%) or often (15.66%) actively seek refill or reuse options as an alternative to single use packaging. Around 28% self-report that they seek alternatives sometimes. Alarmingly, the remaining 48.14% of Filipinos either rarely (24.47%) seek alternatives or never (23.67%) seek alternatives at all.
- Disaggregated by area, a significantly lower percentage of those residing in Metro Manila (17.93%) reported actively seeking alternatives to single-use plastic; conversely residents from South Luzon and Visayas reported higher than national average both at around 27%. Further, more than half of residents from Metro Manila and Mindanao (55.08%, 51.14%) signified rarely or never avoiding single-use plastic. Filipinos residing in rural areas seem to be more active in avoiding single-use plastic than urban residents.





# ONLY LESS THAN ONE FOURTH OF FILIPINOS REPORT ACTIVELY AVOIDING SINGLE-USE PLASTIC, ALMOST HALF RARELY OR NEVER SEEK ALTERNATIVES

3

We found only slight differences on self-reported behavior on single-use plastic avoidance when disaggregated by sex, gender, income class, age group or households receiving OFW remittance - outliers are presented here. Disaggregated by gender, members of the LGBTQIA+ community seem to be more lenient on single-use plastic use, with 51.86% saying they rarely or never avoid them. Age group disaggregation follows the general trend, except for those 60 and up who reported the highest percentage of being indifferent to the issue (54.54%). Filipinos that belong to income class ABC report a significantly higher percentage of adherence to single-plastic avoidance at 35.91%, while income class D and E follow the general trend. Disaggregation by OFW remittance receiving households resulted in following the general figures.





# ONLY LESS THAN ONE FOURTH OF FILIPINOS REPORT ACTIVELY AVOIDING SINGLE-USE PLASTIC, ALMOST HALF RARELY OR NEVER SEEK ALTERNATIVES



Consequently we observed only slight differences when disaggregated by voter type, self-identified partisanship, self-identified ideology and media use. By partisanship, self-identified administration and opposition supporters reported a higher percentage of those actively avoiding single-use plastic (28.99%, 26.91%) while opposition supporters and those unsure of their political partisanship reported higher percentage for those who are quite indifferent to the action (51.89%, 53.89%). A higher percentage of registered non-participating voters and unregistered eligible voters have also become a bit indifferent to single-plastic use avoidance (61.42%, 55.59%). Filipinos who identify with left-wing policies and political positions had the highest reported adherence to single-plastic use avoidance at 32.03%; those unsure had the highest percentage of indifference at 54.55%. By media use, a slightly higher percentage of those who frequently use the radio, 27.65%, report active participation to the cause, all others follow the general trend.





### PLANET EARTH FIRST

# WHAT DO FILIPINOS FEEL ABOUT BANNING SINGLE-USE PLASTIC?

Commissioned Question from Greenpeace Philippines 2: Sumasang-ayon o hindi sumasang-ayon ka ba na i-ban ang mga plastic sachets?





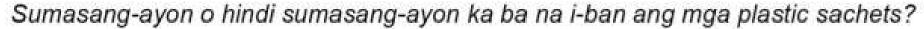
**Tatlo sa bawat limang Pilipino (60.53%)** ang sumasang – ayon sa paglalagay ng ban sa paggamit ng single –use plastic.

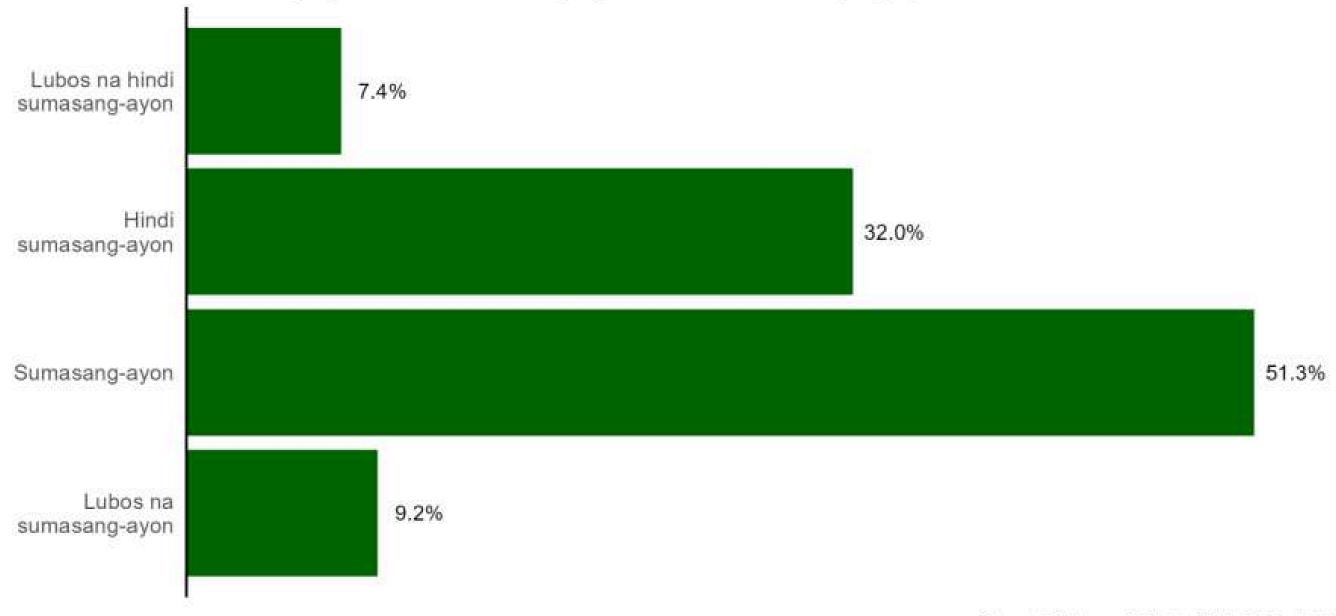
Nananatiling hati sa usaping ito ang mga taga Metro Manila at Mindanao (50.96% at 52.47%)





### Views on banning single-use plastic - Total Philippines









#### THREE OUT OF FIVE FILIPINOS AGREE ON BANNING SINGLE-USE PLASTIC

- Three out of five Filipinos (60.53%) agree that a ban must be placed on the use of single-use plastic. Residents from Metro Manila (50.96%) and Mindanao (52.47%) are divided on the issue of banning single-use plastic, while a higher number of residents from North-Central Luzon (71.13%) agree with this proposal. Rural residents are slightly inclined on the policy proposal compared to urban residents (62.75% v 58.93%).
- Disaggregated by income, Class ABC registered the highest support to the single-use plastic ban at 66.54%, followed by Class D at 64.89% and Class E at 58.19%. The older generation, Filipinos 60 and up, also seem more receptive to the proposal with 66.02% expressing agreement although a mismatch can be observed on the behavior towards avoidance; other age groups generally follow the trend. In disaggregation by gender, 68.83% of people who refused to disclose their gender registered the most openness to banning single-use plastic. Disaggregation by sex and households receiving OFW remittance resulted in demographic groups closer to the general trend.





#### THREE OUT OF FIVE FILIPINOS AGREE ON BANNING SINGLE-USE PLASTIC

3

By partisanship, both self-identified opposition and administration supporters reported a higher percentage of those that agree with the policy measure to curb single-use plastic at 68.53% and 64.93%, respectively. Likely voters also agree with the proposal at 64.16%, while first time voters remain divided with the issue at 51.61% who approve, when disaggregated by voter type. Filipinos who identified with left-wing political positions (50.89%) and right-wing political positions (53.05%) also remained divided, while those that considered themselves centrists (64.16%) had the highest approval rating for the proposed measure. Disaggregation by frequency of media followed the general trend.



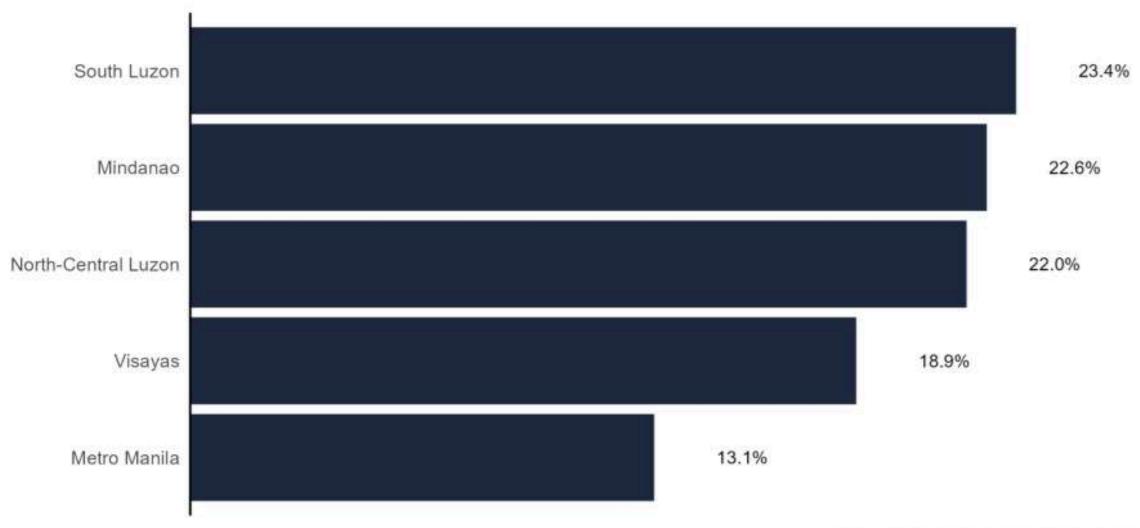


# DEMOGRAPHICS



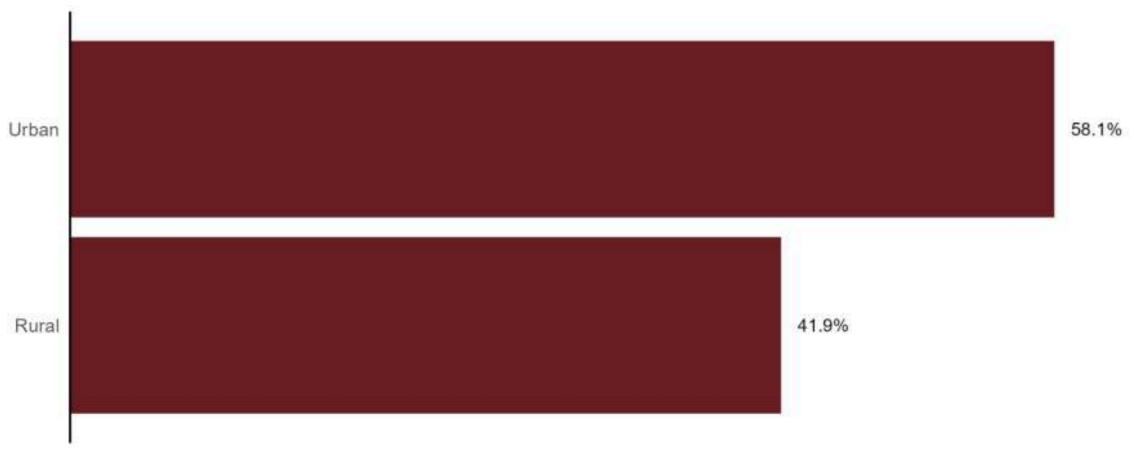


#### Disaggregation by regional cluster



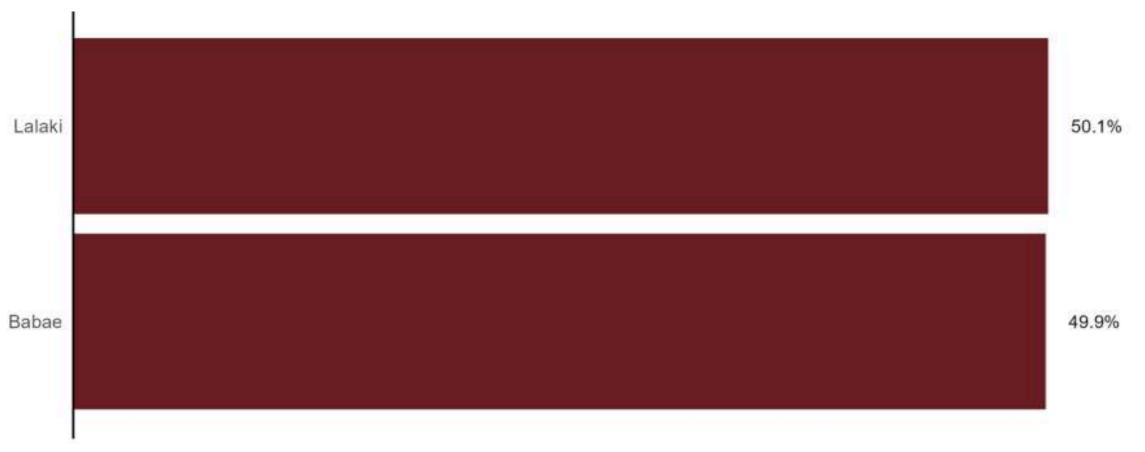


#### Disaggregation by rural - urban category





#### Disaggregation by sex at birth





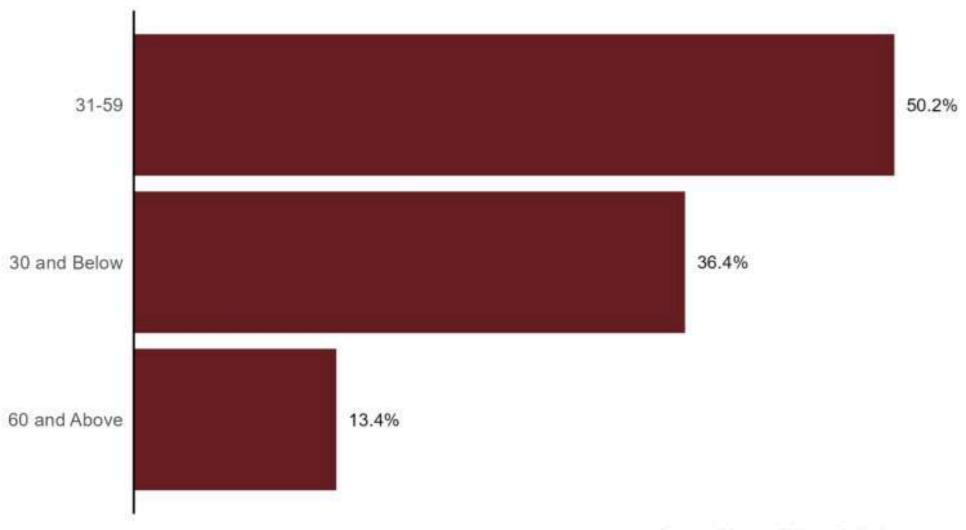
#### Disaggregation by sexual orientation





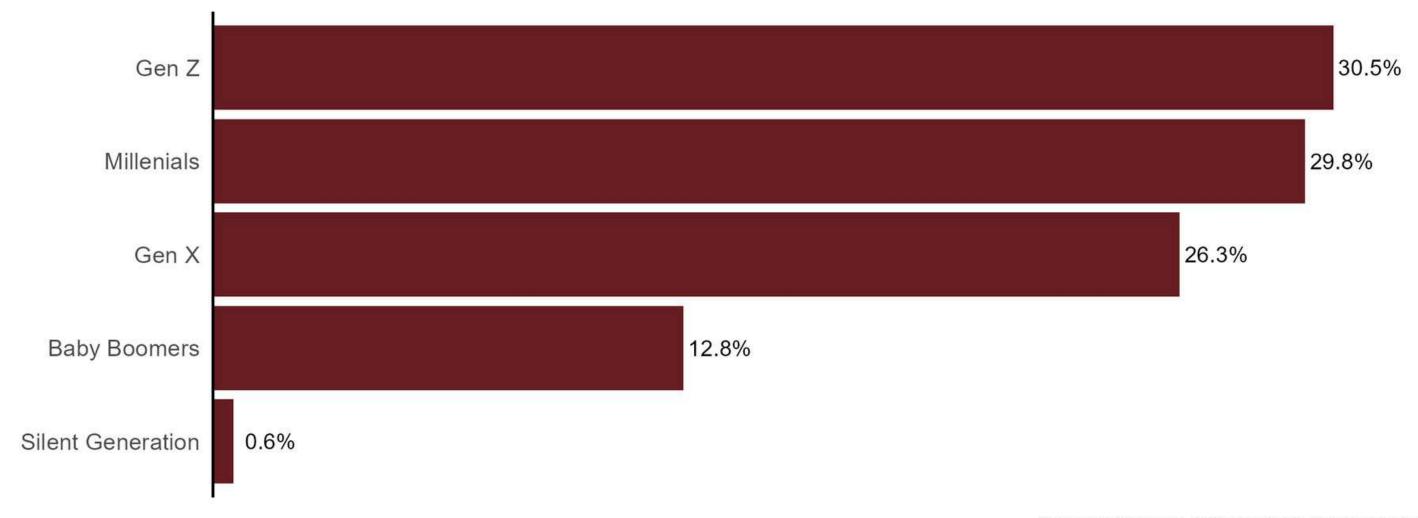


#### Disaggregation by age group



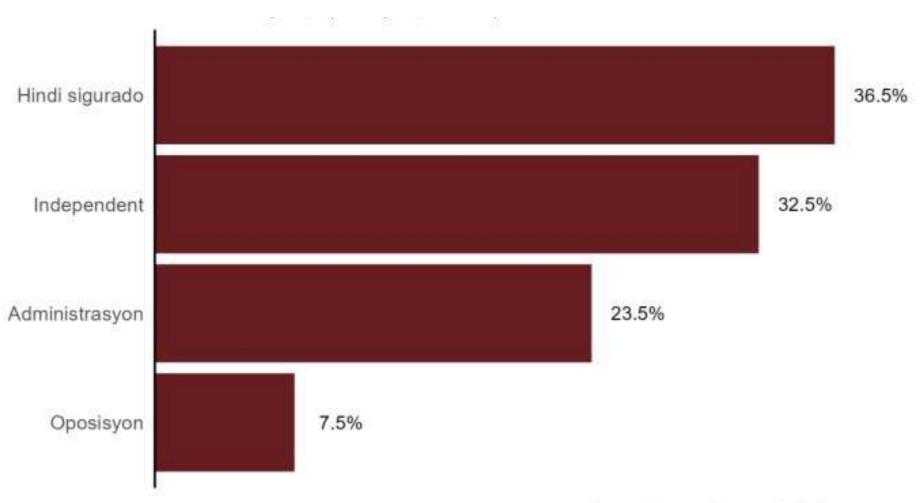


#### Disaggregation by generation (age)



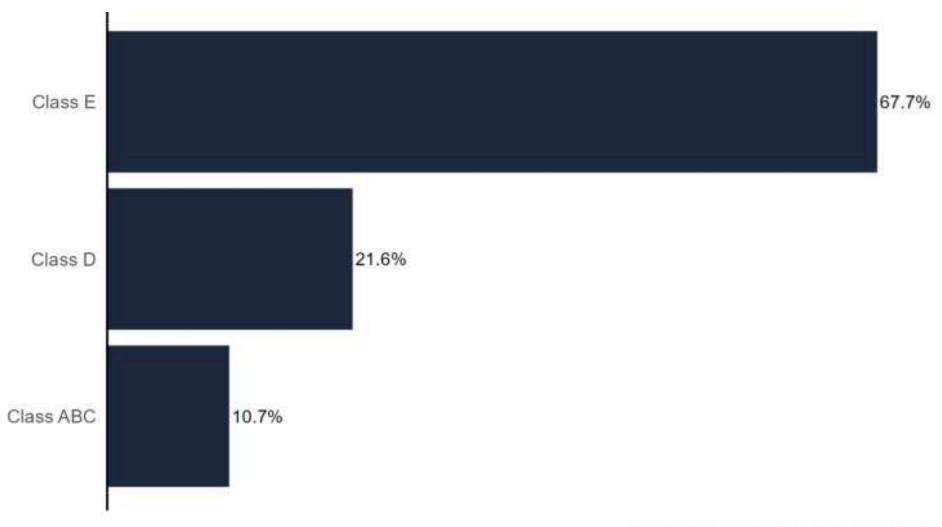


#### Disaggregation by self-reported partisanship



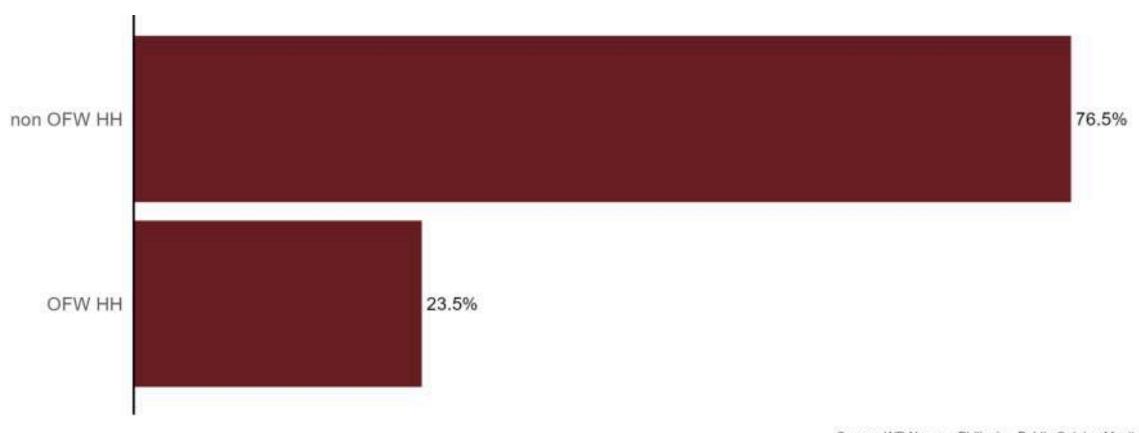


#### Disaggregation by income class



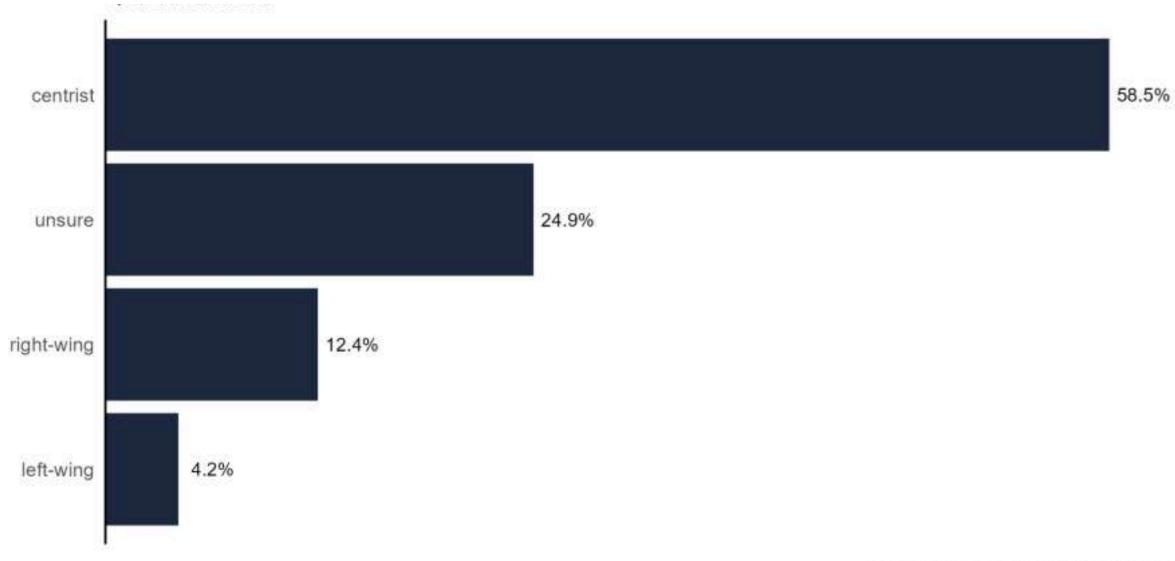


#### Disaggregation by OFW remittance receiving households



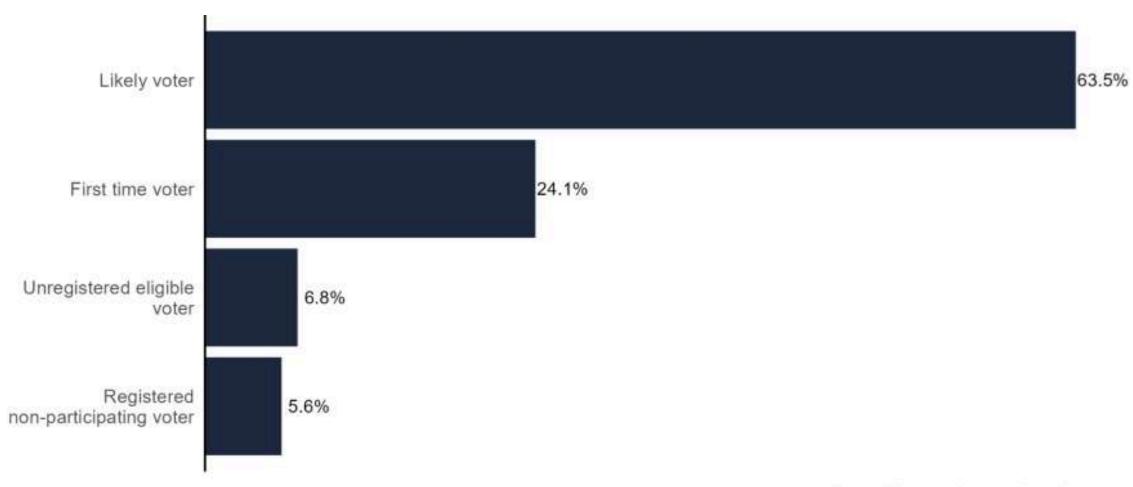


#### Disaggregation by self-identified ideology



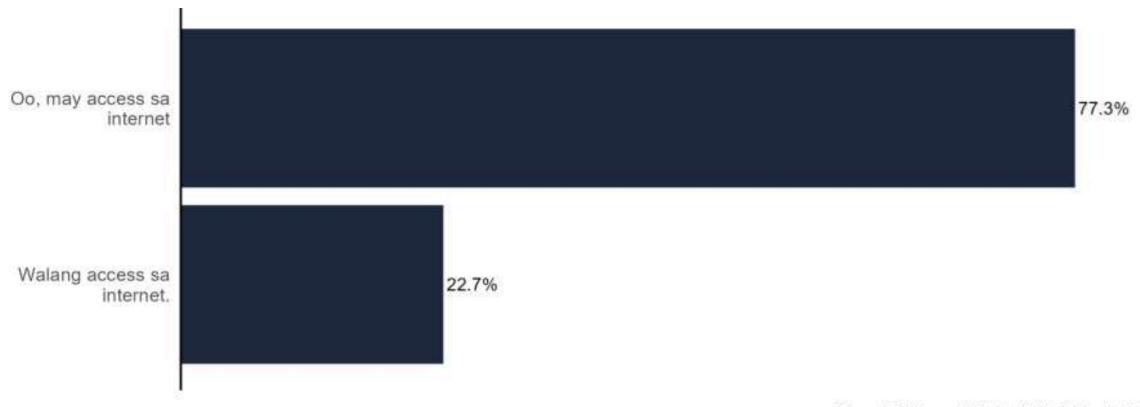


#### Disaggregation by voter type



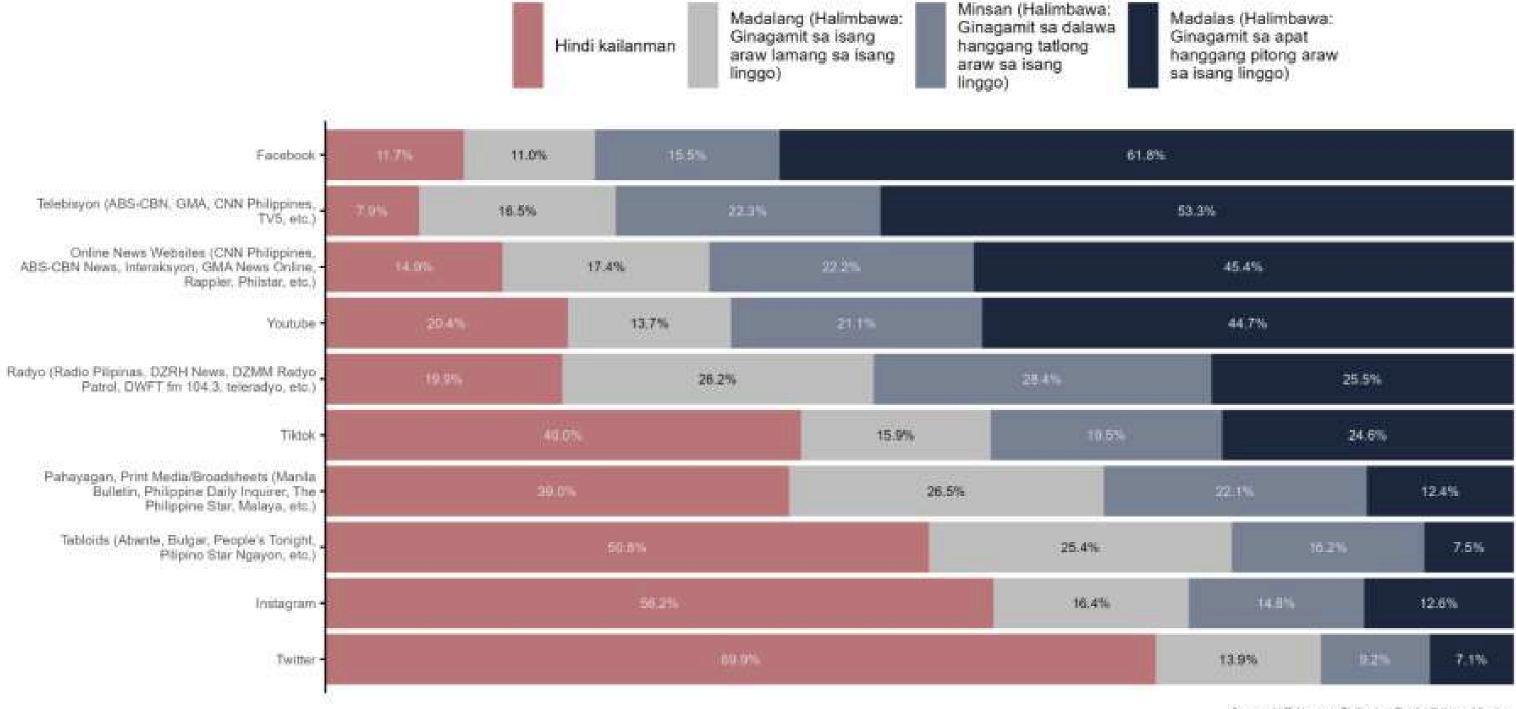


#### **Disaggregation by internet access**





#### Disaggregation by frequency of media use









#### SUBMIT SURVEY QUESTIONS TO THE

## Surveys, for Good

An Initiative of WR Numero

JULY -AUGUST 2024

Submit your survey questions at

q inquiry@wrnumero.com

### Sponsor commissioned survey questions for the

# WR NUMERO PHILIPPINE PUBLIC OPINION MONITOR JULY - AUGUST 2024



Field questions to the Opinion Monitor and gain an accurate and data-driven understanding of significant socio-political trends shaping the lives of Filipinos.

Take advantage of our innovative, cutting-edge research methodologies in understanding the Filipino by fielding survey questions to the Opinion Monitor.

In sponsoring commisioned survey questions, leaders and organizations can get:

- A dedicated team of experts to provide bespoke advice on survey design, questions, objectives, and other methodological concerns
- Topline report with summary of findings by key demographic groups
- Tabulated comprehensive data (or cleaned and processed raw data)
- Comprehensive methodological and technical report
- In-depth discussion of results

#### Connect with us and learn more at



partnerships@wrnumero.com





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