



REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

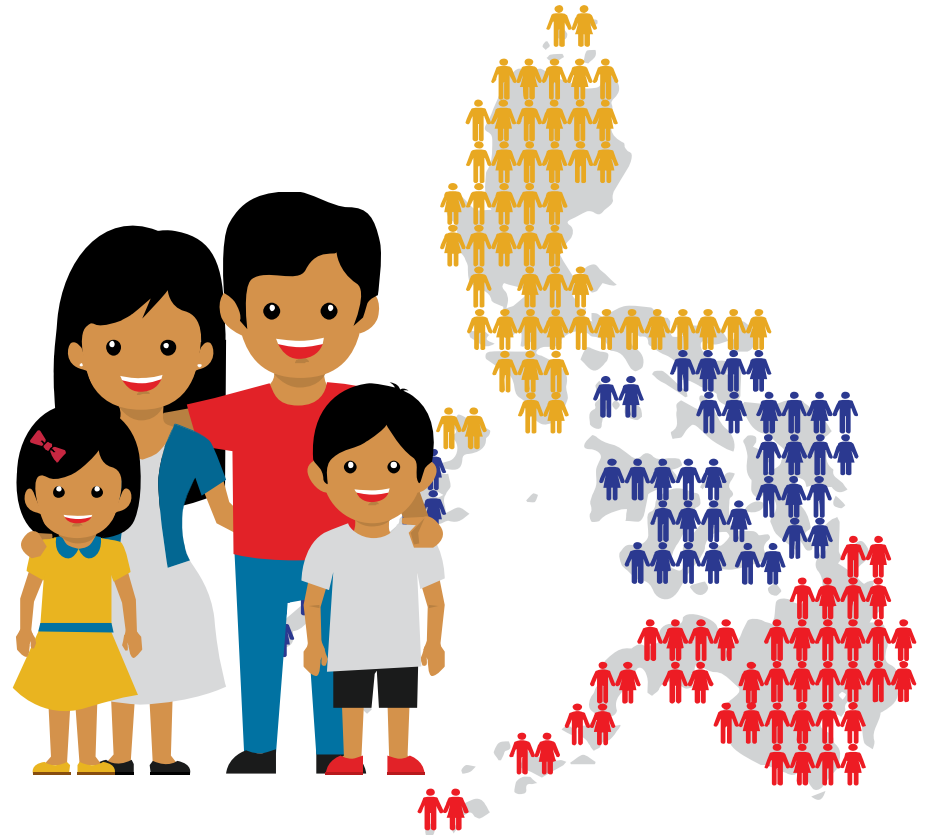
AMBISYON ^{NATIN} 2040

The Life We Want



Matatag, maginhawa at panatag na buhay para sa lahat

- Widely-shared common vision for self and for the country
- Motivation for aspirations is family
- A comfortable life with the family, free of hardship and worry
- Families create vibrant and resilient communities



**What Filipinos want
to have**



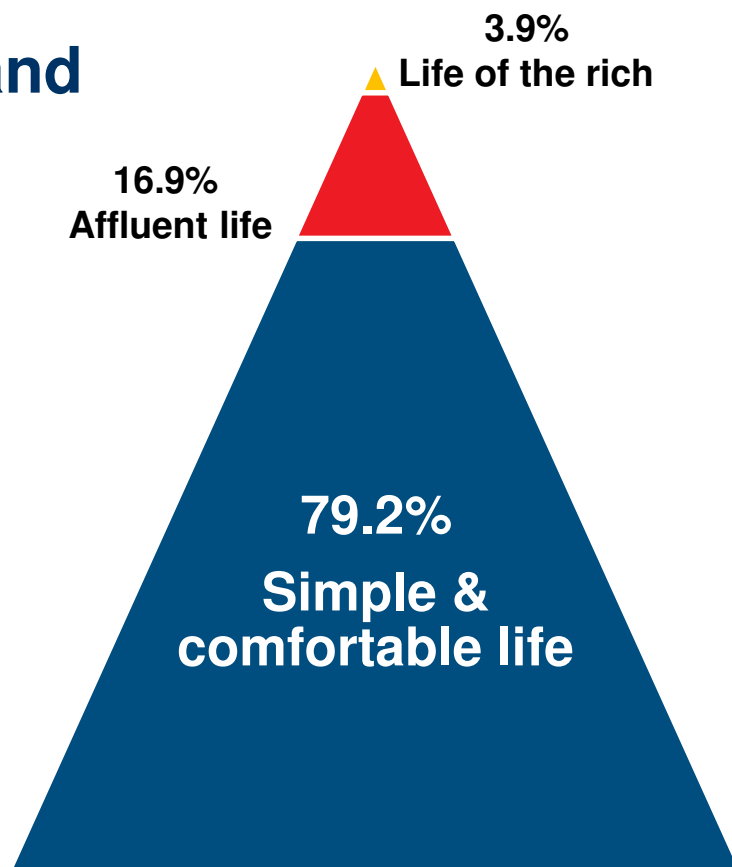
**What Filipinos want
to do**



**What Filipinos want
to be**



**An overwhelming majority of
Filipinos aspire for a simple and
comfortable life...**



What is a simple & comfortable life?

62%
Own one car



61%
Have enough money
for day-to-day needs



61%
Own a medium-sized
home



73%
Earning enough



73%
All children are
college-educated



30%
Business
owner



30%
Relax with family
and friends



21%
Able to take occasional
trips around the country

Desired Occupation



47%

Employer in own family-operated farm or business



22%

Self-employed without any paid employee



20%

Work for private establishment



20%

Work for government or government corporation



18%

Work with pay in own family-operated farm or business



13%

Work for private household

Secure income from a decent job



Good salary (enough wages, paid regularly), having a business with good revenue



Benefits and incentives (insurance, retirement)



Job stability or security

Preferred Work Location



79%

want to live within
the same city that
they work in



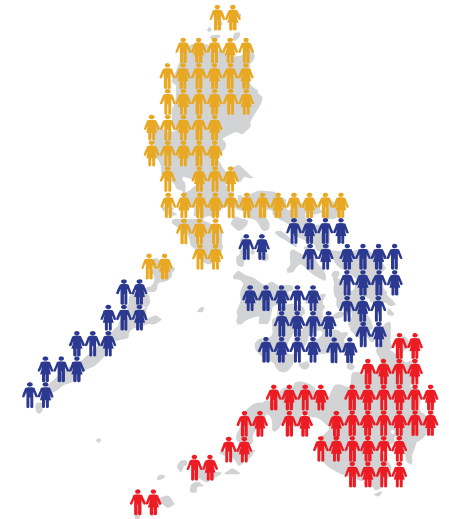
14%

want to work in a
big city but go
home outside the
city



7%

want to work
and live outside
the city

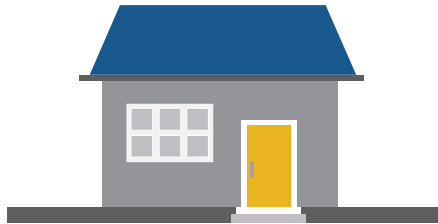


88%

Most respondents choose to live in houses with large lots, yet majority prefer to live in cities

73%

selected the small house with a big lot



14%

chose the big house with a small lot



Preferred community to live in



29%

prefer to live in a small city in the province

30%

prefer to live in a big city like Manila



30%

prefer to live in the town center in the province

EDUCATION: Most preferred field of study (among those who have not finished college)



16.5%

Education science
and teacher training



12.7%

Business administration
and related fields



11.6%

IT related



10.5%

Tourism and
hospitality



10%

Engineering
and technology



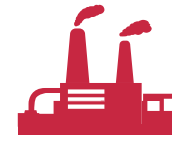
10%

Law and
jurisprudence



6.9%

Medical
and allied



6.7%

Trade, craft
and industrial



4.8%

Maritime

FINANCES



- Enough for day-to-day needs (61%)
- With savings for unexpected expenses (28%)
- Unexpected expenses due to sudden illness, natural hazards and man-made calamities
- Savings will also be used to buy car, build house, support retirement

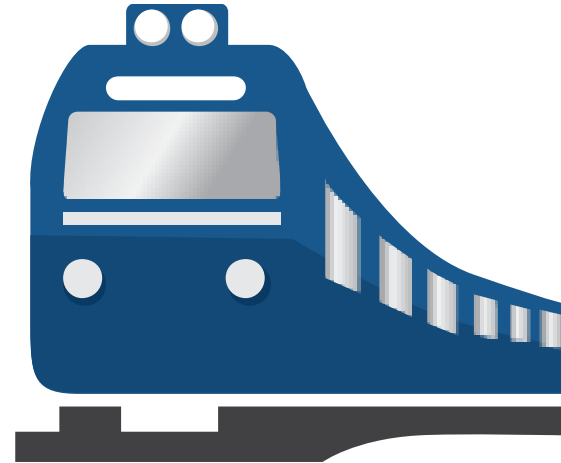
Filipinos want to be mobile

Preferred Mode of Transport



77%

Own car/vehicle



23%

Good public transportation

Filipinos want to be mobile

- Mobility in day-to-day living and for leisure is important to Filipinos
- Car-ownership is part of many families' vision of their future
- Traveling within the country and to other countries is the most-frequently cited leisure activity
- Ordinary people's measure of their own success is the degree to which they are able to afford travel for themselves and their families



Vision of Filipinos for Self

“In 2040, we will all enjoy a stable and comfortable lifestyle, secure in the knowledge that we have enough for our daily needs and unexpected expenses, that we can plan and prepare for our own and our children’s future. Our family lives together in a place of our own, yet we have the freedom to go where we desire, protected and enabled by a clean, efficient, and fair government.”



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