

# BACKGROUND

With the intention of developing a long-term vision for the Philippines which is anchored on a vision genuinely owned by its citizens, the National Economic and Development Authority (NEDA) commissioned a nationwide study on the aspirations, values and principles of Filipino people.



**Interview Method**  
*Face-to-face personal interviews using tablets*



**Respondent Specifications**  
*Males/ Females, 15-50 years old, from ABCDE income homes*



**Sample Size**  
*10,000 respondents*



**Margin of Error**  
 $\pm 0.98\%$



**Survey Area**  
*Nationwide Urban/ Rural Philippines with representation of each region*

*\*Risk areas (Abra, Sulu, Basilan) and provinces with small population (Apayao, Batanes, Siquijor, Camiguin, Dinagat Islands) were not covered in this study.*

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HIGHLIGHTS  
OF THE  
NATIONAL SURVEY  
ON THE ASPIRATIONS  
OF THE  
FILIPINO PEOPLE

RESULTS

1 What do the Filipinos want to achieve for themselves in 2040?

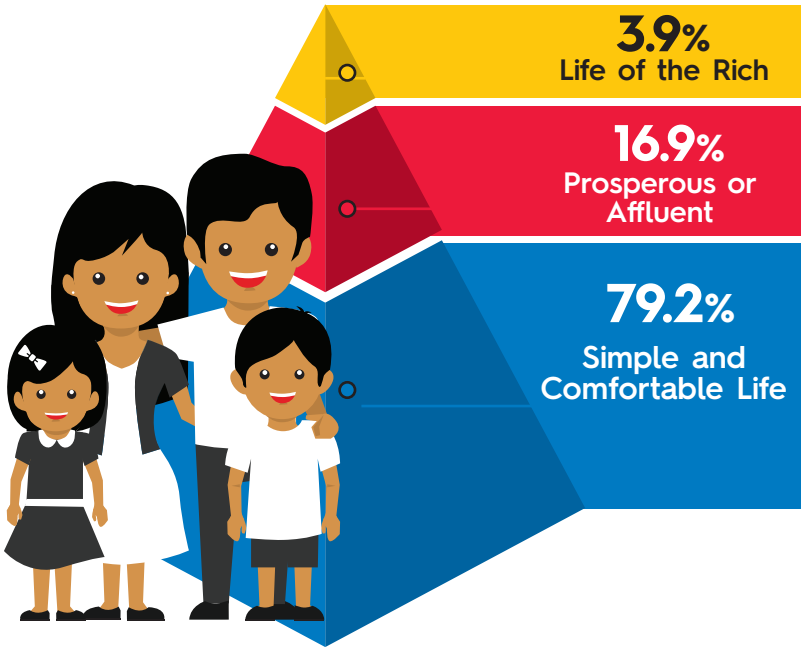
Vision of Filipinos for self:

“In 2040, all Filipinos will 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 futures. Our families live 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.”

An overwhelming majority of Filipinos aspire for a simple and comfortable life (79%), followed by a smaller segment of the population who want an affluent life (16.9%) while a very small portion aspires for the life of the rich (3.9%).

For Filipinos, a simple and comfortable life is described as having a medium-sized home, having enough earnings to support everyday needs, owning at least one car/vehicle, having the capacity to provide their children college education; and going on local trips for vacation.

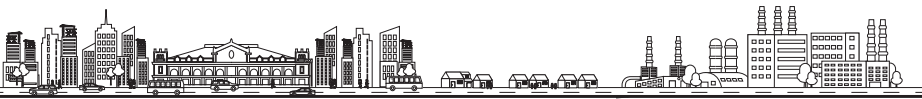
Figure 1: Idea of Desired Life Status



2 What should the country have achieved by 2040?

Vision of Filipinos for country:

“By 2040, the Philippines shall be a prosperous, predominantly middle-class society where no one is poor. Our peoples will enjoy long and healthy lives, are smart and innovative, and will live in a high-trust society”



Three-fourths of Filipinos (72.1%) believed that by 2040, the standard of living for all is having a simple and comfortable life while one fourth (25%) indicated that all Filipinos should have a prosperous and affluent life. Nonetheless, confidence in achieving the desired goals is lower among the poor. In fact, among those who want a comfortable life, 48.5 percent are not fully confident that they can reach their goals.

For the Filipinos in general, the most important economic goal is the eradication of poverty (Ranked 1: 28.7%; Ranked 2 & 3: 21.4%), hunger (Ranked 1: 25.7%; Ranked 2 & 3: 38.2%), and adequate jobs (Ranked 1: 18%; Ranked 2 & 3: 33%). Moreover, identified as second and/or third most important goals are housing (26.4%), education (30.8%) and health (30.3%). The survey results also indicated modern lifestyle and leader in science and technology as among the least important goals (Refer to Figure 2).

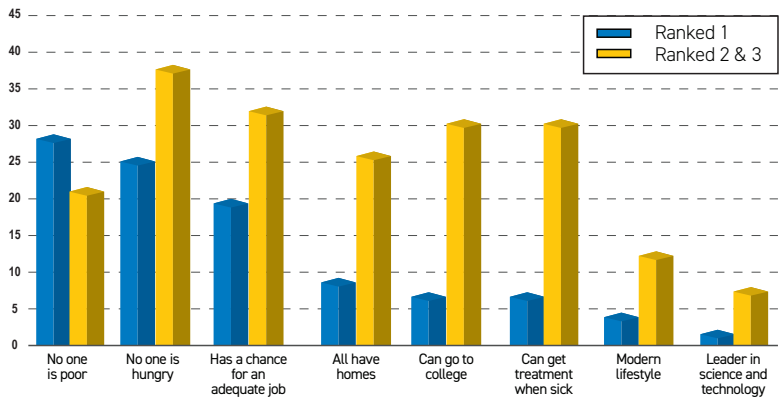
In the case of jobs, a prevailing sentiment is that jobs should be located in the Philippines and that Filipinos should have options for good quality employment that supports a comfortable life in the country. Eighty eight percent (88%) agree that in the year 2040, it will be good for the country if citizens will stay in the Philippines instead of going abroad to work. More than 69 percent would choose a job at home instead of a job abroad if given a choice.

The desire to have a decent job (marangal o maayos na trabaho) features prominently in the consultations. Among the important characteristics of a decent job is a good salary that would support a comfortable life and paid

**Major Goals:**  
*By 2040, the Philippines will be a predominantly middle-class society. Poverty and hunger will have been eradicated. There will be sufficient good quality local jobs available.*

Figure 2: Important Economic Goals

Most Important Conditions the Country should attain



on a regular basis; some would refer to having a business where the revenue is high. Second most frequently mentioned is job stability or job security. Next are benefits and incentives, followed closely by the type of work.

3 In terms of good governance, Filipinos believe in eliminating corruption as important to achieving a better future.

Most Filipinos expressed the need to eliminate corruption to achieve a better future. Based on the FGDs, it should be noted that corruption is interpreted as petty corruption (like extra charge to facilitate transactions) that ordinary Filipinos directly encounter. Ease and efficiency of government transactions is the second most-frequently named as most important, followed in distant third by affordable government services. Ranked number 2 or 3 most important by most Filipinos is having polite, helpful, and knowledgeable government employees.

4 Filipinos believe that peace and security are important in achieving personal and national prosperity.

Achieving peace and security is considered imperative for both the development of the country as a whole (77.7%), and for the improvement of every Filipino's own standard of living (75.2%). Residents of certain regions (1, 6, 9, 10) seem to feel particularly vulnerable to peace and security issues in their communities.