



REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

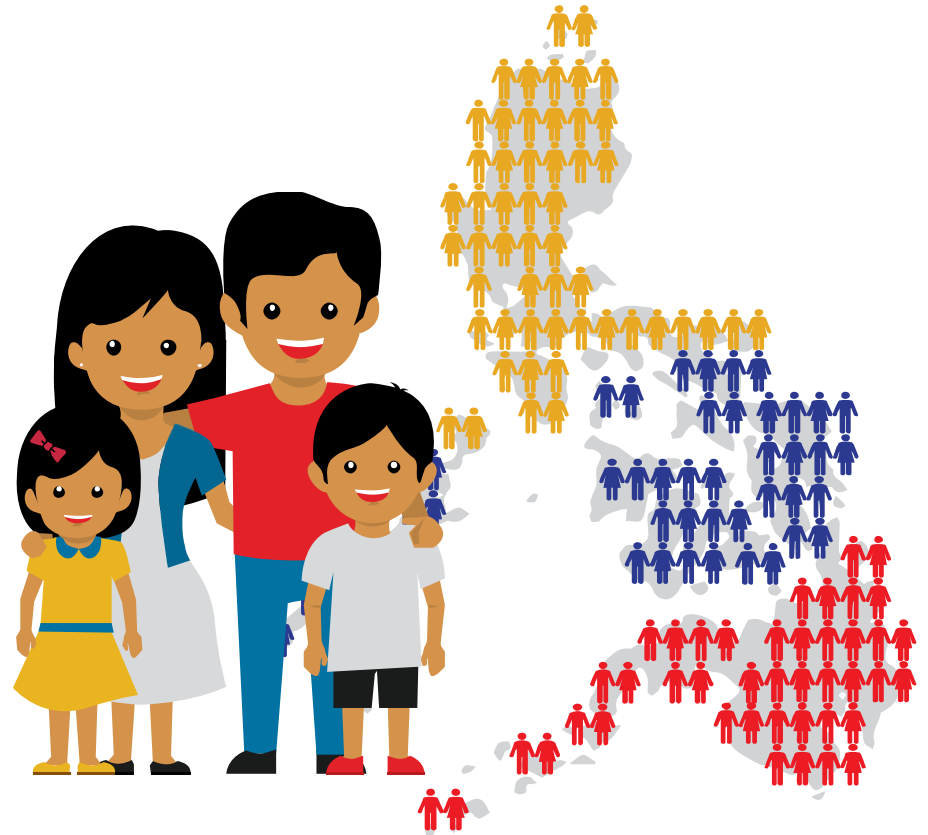
# AMBISYON <sup>NATIN</sup> 2040

*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**



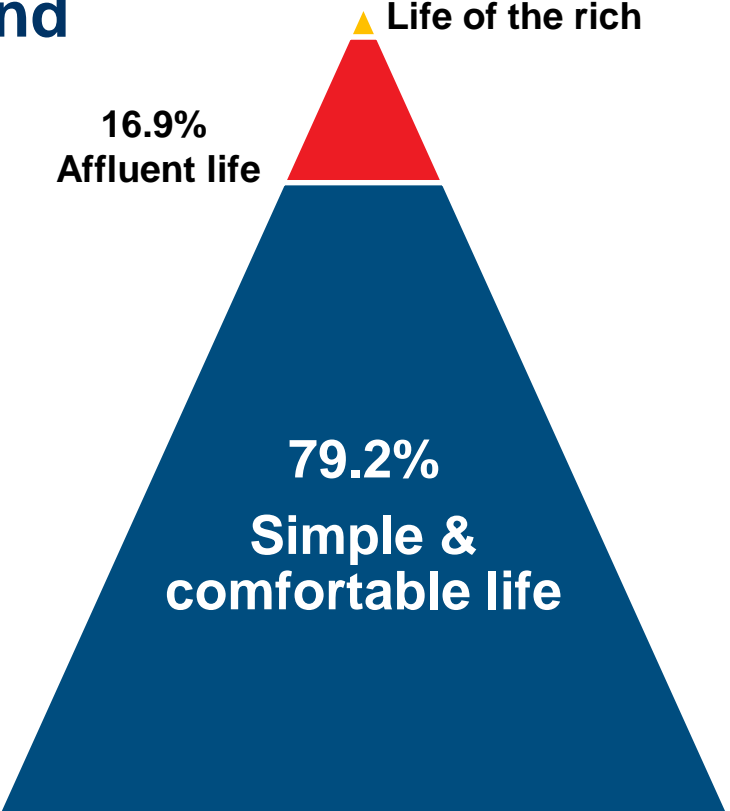
**What Filipinos want  
to be**



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

**3.9%**  
**Life of the rich**

**16.9%**  
**Affluent life**



**79.2%**  
**Simple &  
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



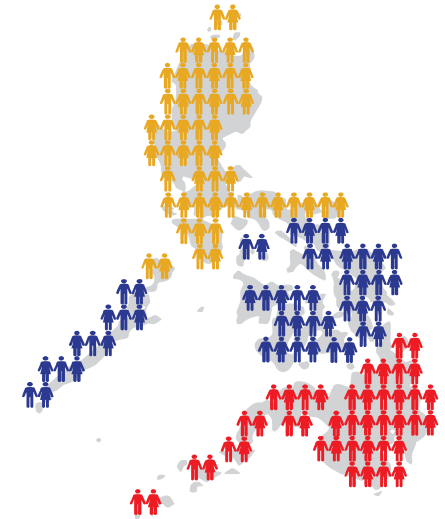
**14%**

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





# The Filipino Family in 2040



# 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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