



REPUBLIC OF THE PHILIPPINES

NATIONAL ECONOMIC AND DEVELOPMENT AUTHORITY

The logo for 'AMBISYON NATIN 2040' is centered on the page. It features a stylized sun with rays above the word 'AMBISYON'. The word 'AMBISYON' is written in a bold, sans-serif font, with 'AM' in orange, 'BISYON' in yellow, and the 'O' in a dark orange circle. Below 'AMBISYON' is the word 'NATIN' in blue and '2040' in red. A thin horizontal line is positioned below the logo.

# AMBISYON NATIN 2040

Highlights of the national survey  
on the aspirations of the Filipino people

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## **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**

A total of n=10,000 interviews

### **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.*

### **Margin of error:**

**± 0.98%**

## RESULTS

# 1 What do the Filipinos want to achieve for themselves 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 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.

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	HOUSE	FINANCES	VEHICLES	EDUCATION OF CHILDREN	OCCUPATION	VACATION
Simple and comfortable	61%  Medium-sized	66%  Enough for day-to-day needs	59% 	73% 	48%  Job that has enough salary for my needs.	84% 
Prosperous and affluent	82%  Medium-sized	38%  Has savings for unexpected expenses 39%  Enough for day-to-day needs	72% 	79% 	31%  Owns business that has enough earnings for my needs	69% 
Life of the rich	51%  Big	33%  Has savings for unexpected expenses 36%  Enough for day-to-day needs	69% 	88% 	47%  Owns business with high earnings	55% 

**Figure 1: Idea of Desired Life Status**

## 2 What should the country have achieved by 2040?

**Vision of Filipinos for country:** *“The Philippines shall be a country where all citizens are free from hunger and poverty, have equal opportunities, enabled by a fair and just society that is governed with order and unity. A nation where families live together, thriving in vibrant, culturally diverse, and resilient communities.”*

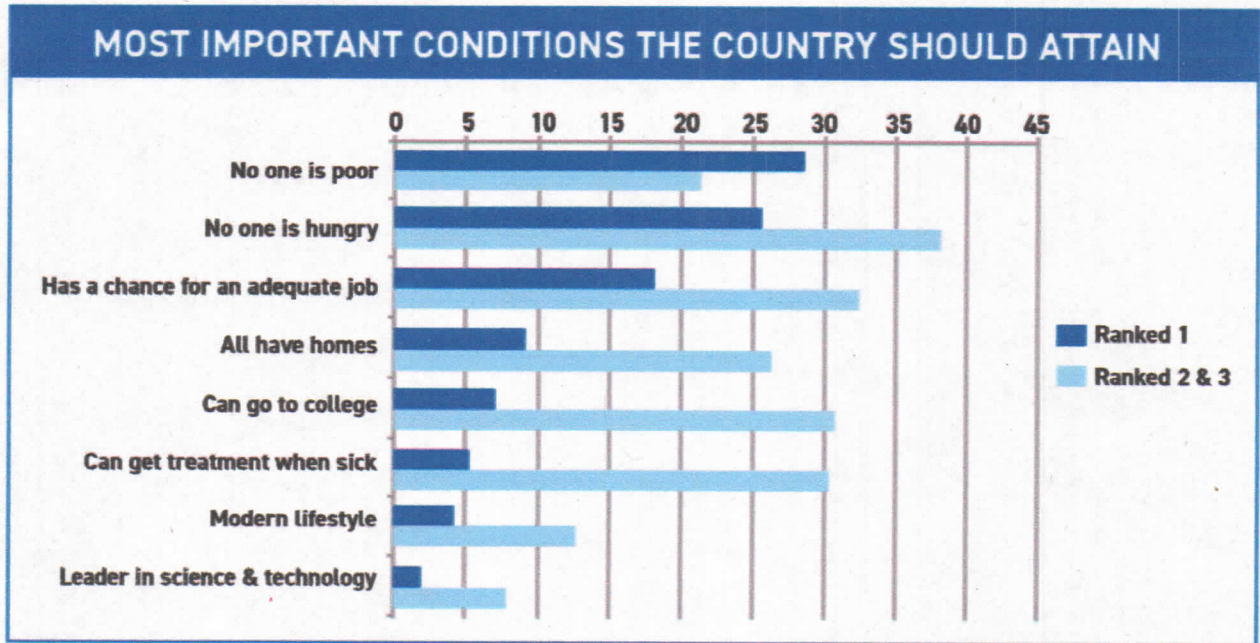
Three-fourths of Filipinos (72.1%) believed that by 2040, the standard of living for all is having a simple and comfortable life while one fourth (25%) indicated that all Filipinos should have a prosperous and affluent life. Nonetheless, confidence in achieving the desired goals is lower among the poor.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

**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.*

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.

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*Figure 2: Important Economic Goals*

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 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.



