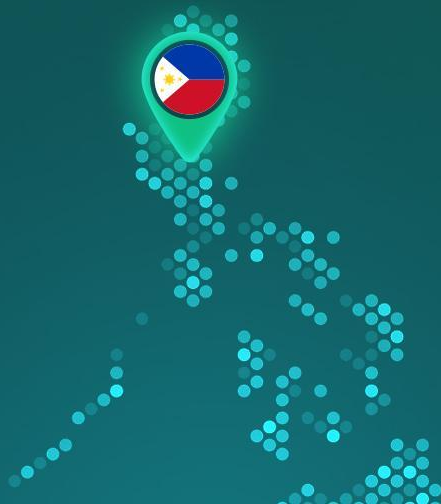


STANDARD INSIGHTS

CONSUMER REPORT

PHILIPPINES



2024

About the Report

Standard Insights conducted a research survey in the form of an online study on the consumer landscape in the Philippines in February 2024.

The report delves into the thoughts and feelings of Filipino consumers, revealing their attitudes, priorities, and spending patterns. It provides insights into their economic views, environmental awareness, and personal goals. The report examines important areas such as budgeting habits, travel preferences, and streaming habits, offering a clear understanding of what motivates Filipino consumers in the present day.





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Consumer Report Philippines 2024

General Attitudes and Beliefs

Future Outlook

Filipinos display a balanced outlook on the future. When considering age, optimism tends to decrease with older age groups, with those aged 65 and above being the most neutral. Both genders generally express similar levels of optimism, although slightly more males report neutral feelings. Regionally, optimism is highest in Visayas and lowest in Luzon, with Luzon also exhibiting the highest level of pessimism.

How hopeful are you about the future?

Single Choice | 1172 participants | 1172 answers

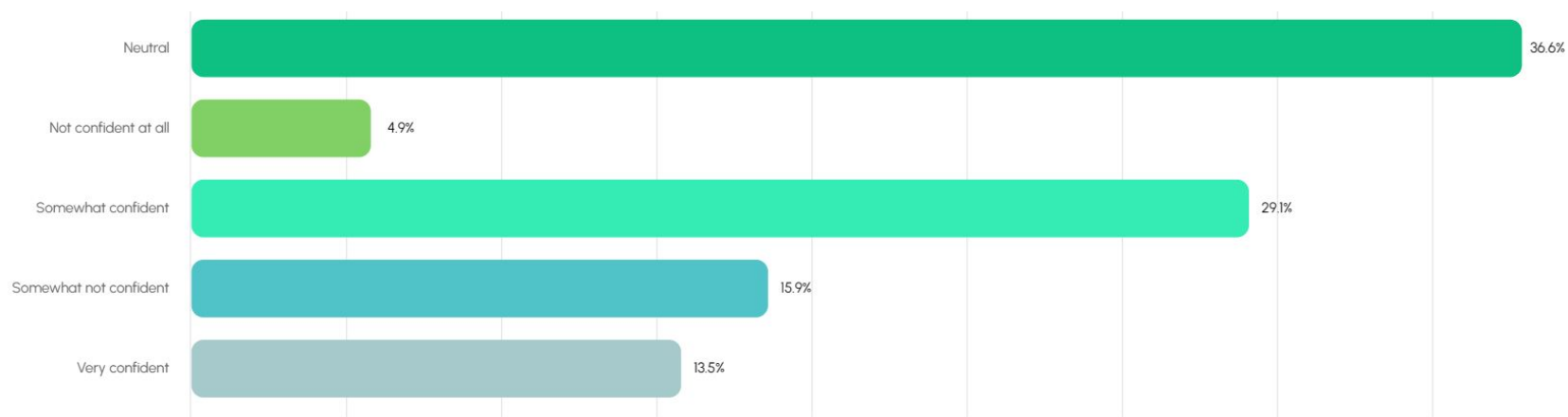


Philippine Economic Sentiment

The confidence in the Philippines' economy appears evenly distributed, with most respondents expressing either neutrality or some level of confidence, and fewer feeling somewhat not confident. When examining age, confidence tends to decrease with older age groups, with the 31-36 age group exhibiting the highest confidence. Males tend to be slightly more confident than females. Regionally, confidence is highest in Mindanao and lowest in Visayas, while the National Capital Region and Luzon exhibit similar levels of confidence.

How would you rate your current confidence level in the Philippines' economy?

Single Choice | 1172 participants | 1172 answers



Environmental Concern

Most Filipino respondents are concerned about environmental issues, with higher concern observed among older age groups. Both males and females share similar levels of concern, with females slightly more concerned than men. Region-wise, Mindanao shows the highest level of 'very concerned' responses, followed by Visayas, Luzon, and National Capital Region, while the percentage of unconcerned individuals remains low across all regions.

How concerned are you about environmental issues?

Single Choice | 1172 participants | 1172 answers



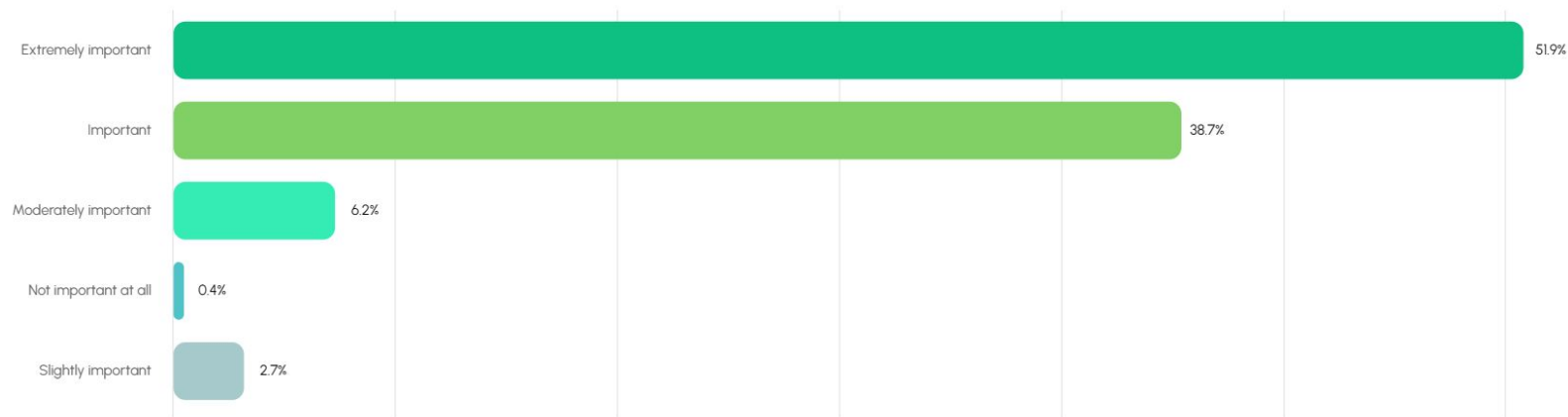
- ◆ The older generation is more concerned than the younger generation.
- ◆ Females are slightly more 'very concerned'.
- ◆ Mindanao shows the highest level of 'very concerned' responses, followed by Visayas, Luzon, and National Capital Region, while the percentage of unconcerned individuals remains low across all regions.

Importance of Sustainable Living

Sustainable living is considered 'important' to 'extremely important' by most Filipinos across all demographics. Older age groups generally find it 'important', while younger age groups perceive it as 'extremely important'. Both genders prioritize sustainable living, with females showing a slight inclination towards considering it 'extremely important'. Regionally, it is seen as 'extremely important' in Luzon and Mindanao, while in Visayas and the National Capital Region, it is perceived as 'important'.

How important is sustainable living to you?

Single Choice | 1172 participants | 1172 answers

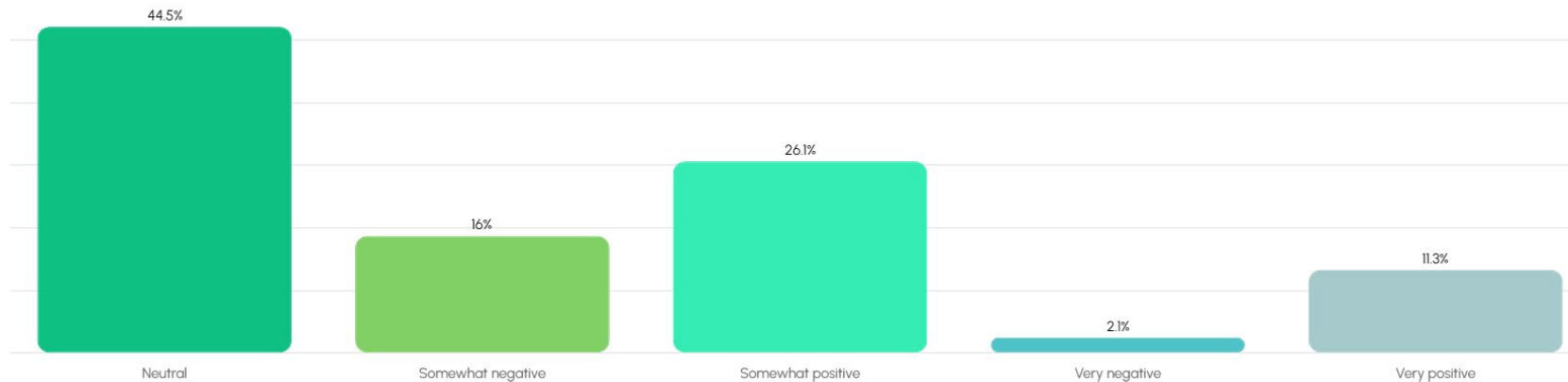


Impact of Social Media on Society

In general, Filipinos perceive the impact of social media on society as ranging from neutral to somewhat positive. Older age groups tend to have a more positive outlook, while younger age groups express more neutral or somewhat negative views. Males tend to be more positive about the impact, whereas females are more neutral or somewhat negative. Regionally, respondents from the National Capital Region and Luzon hold more positive views, while those from Visayas and Mindanao lean towards neutral or somewhat negative perceptions.

How do you view the impact of social media on society?

Single Choice | 1172 participants | 1172 answers



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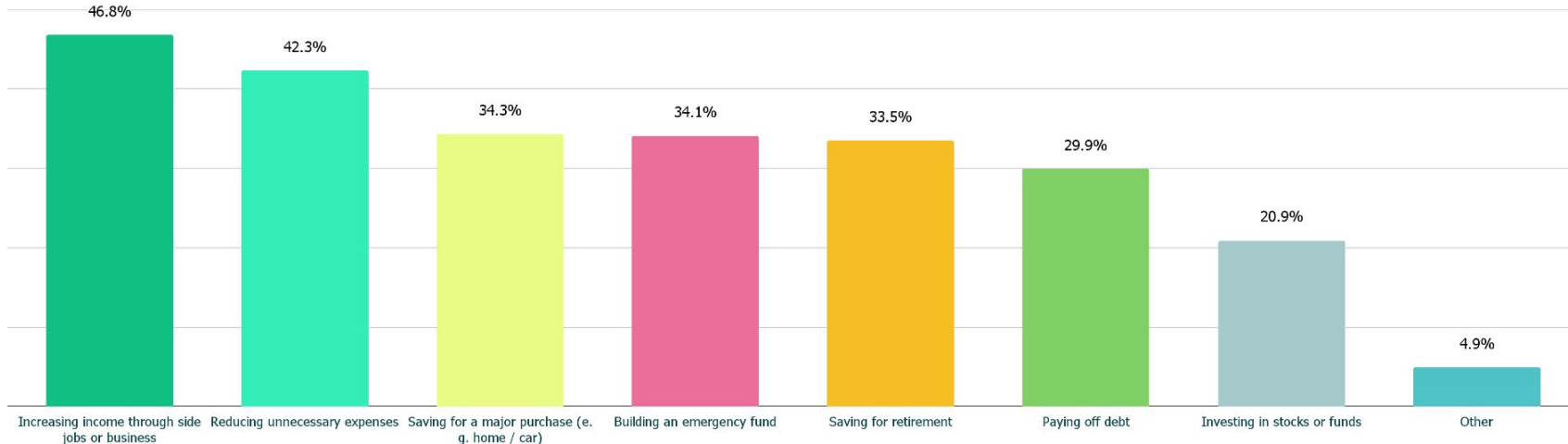
2024 Budgets and Priorities

2024 Financial Goals

Financial goals for 2024 varied by age, gender, and location. Most people wanted to cut unnecessary expenses and earn more through side jobs or businesses. Older adults focused on saving and increasing income, while younger ones prioritized major purchases like homes or cars. Both genders aimed to save, with males focusing on cutting expenses and females on emergency funds. Location-wise, Visayas residents focused on expenses and purchases, the NCR on income and retirement, Mindanao on income and expenses, and Luzon on income, expenses, and emergency funds.

What are your primary financial goals for 2024?

Multiple Choice | 1172 participants | 2893 answers

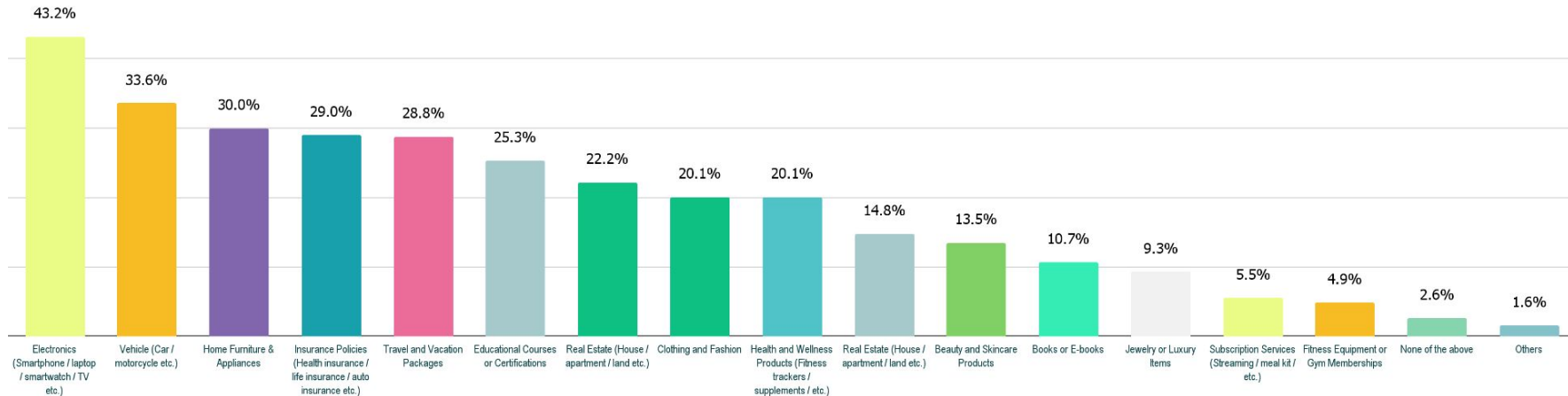


2024 Purchasing Plans

In 2024, electronics such as smartphones, laptops, smartwatches, and TVs are the most popular items people plan to purchase, followed by real estate and vehicles. Younger adults (18–24 years old) are more interested in electronics and education, while older age groups (51–65 years old) lean towards real estate and travel packages. Both males and females prioritize electronics, but males also favor vehicles while females prefer travel packages. Electronics are popular across all regions, with travel packages and real estate also significant in the National Capital Region and Luzon respectively.

Which major items do you plan to purchase in 2024?

Multiple Choice | 1172 participants | 3694 answers

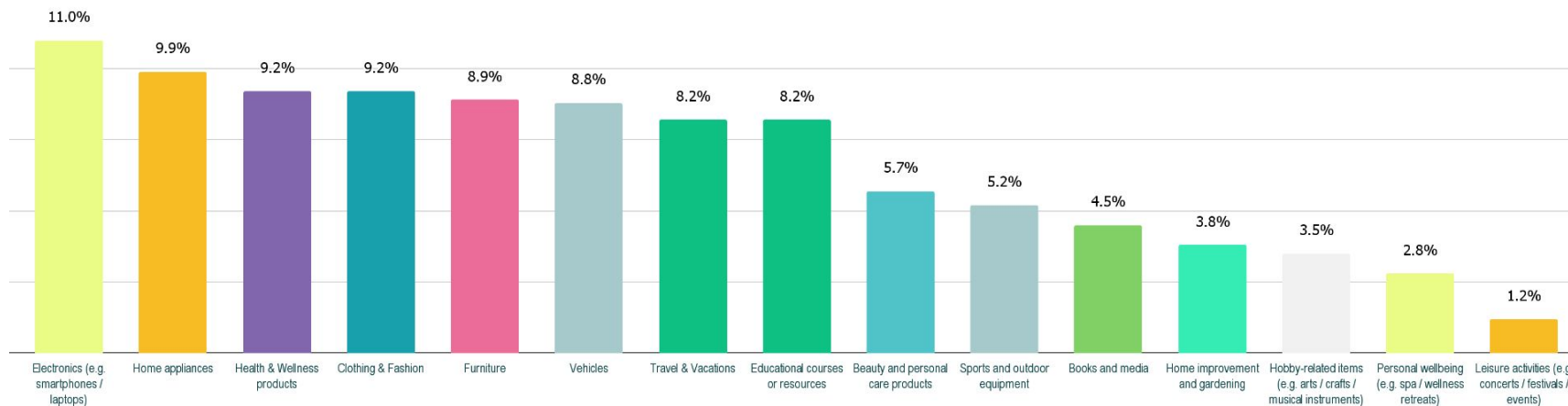


Ranking Shopping Priorities in 2024

In 2024, Filipinos are most interested in buying electronics and home appliances. Younger folks prefer electronics, while older ones like home appliances. Middle-aged adults prioritize furniture and vehicles. Both genders want electronics and home appliances, but males prefer vehicles and females prefer furniture. Electronics are popular everywhere, especially in Luzon and the National Capital Region. Home appliances are big in the National Capital Region and Visayas.

Rank the following product categories you are most interested in purchasing in 2024

Rank | 1172 participants | 17580 answers

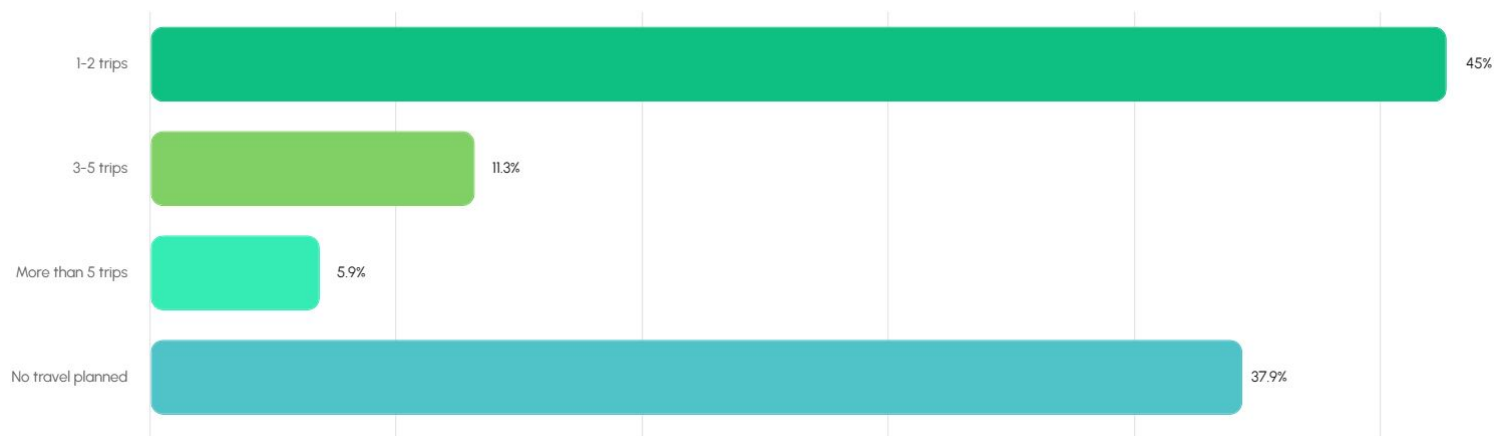


Travel Plans & Frequency in 2024

In 2024, most Filipinos across demographics intend to take 1-2 trips. Among age groups, those aged 59-65 are most inclined towards 1-2 trips, while those over 65 are least likely to plan 3-5 trips. Regionally, Luzon has the highest proportion of respondents planning 1-2 trips, while Visayas has the lowest.

How many times do you intend to travel in 2024?

Single Choice | 1172 participants | 1172 answers

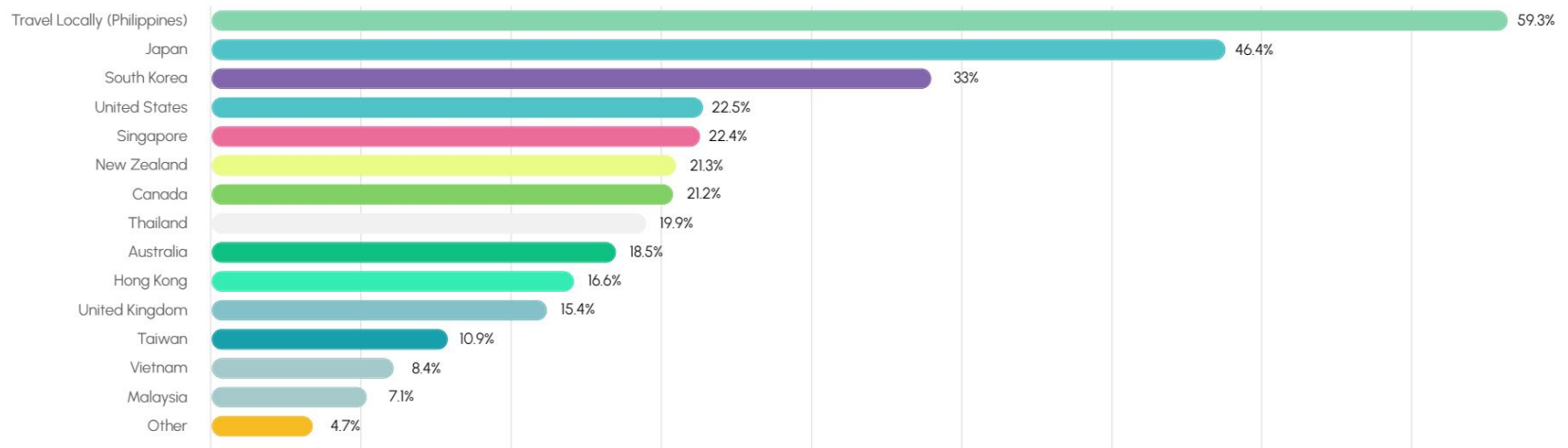


Travel Plans & Destinations in 2024

In 2024, most Filipino travellers aim to travel within the Philippines, followed by Japan and South Korea. Across age groups, local travel is the top choice, with Japan being the second choice for most, except for the 43-50 age group, who prefer New Zealand. Both males and females have similar preferences, favoring local travel followed by Japan and South Korea. Regionally, local travel is the top choice everywhere. Japan is the second choice for Visayas, National Capital Region, and Luzon, while Singapore is preferred in Mindanao.

If you have plans to travel in 2024, where do you intend to travel?

Multiple Choice | 728 participants | 2385 answers

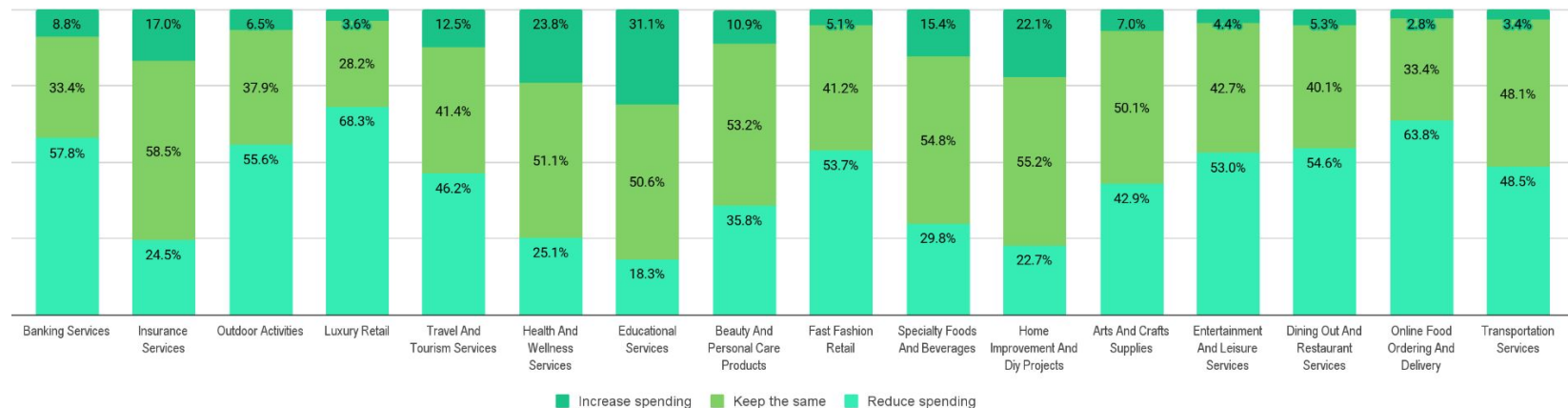


2024 Retail Spending Intentions

In the retail landscape of 2024, educational services, encompassing online courses and workshops, emerge as the top priority for Filipino consumers' spending. Meanwhile, Insurance services, covering health, car, and home insurance, are favored to maintain spending levels. Conversely, Luxury retail, featuring designer clothing and high-end electronics, is slated for reduced spending in 2024. This shift suggests a pragmatic approach amidst evolving economic conditions, as consumers opt for more essential and value-driven purchases.

For each retail industry, indicate whether you plan to reduce, keep the same, or increase your spending in 2024.

Matrix | 1172 participants | 18752 answers



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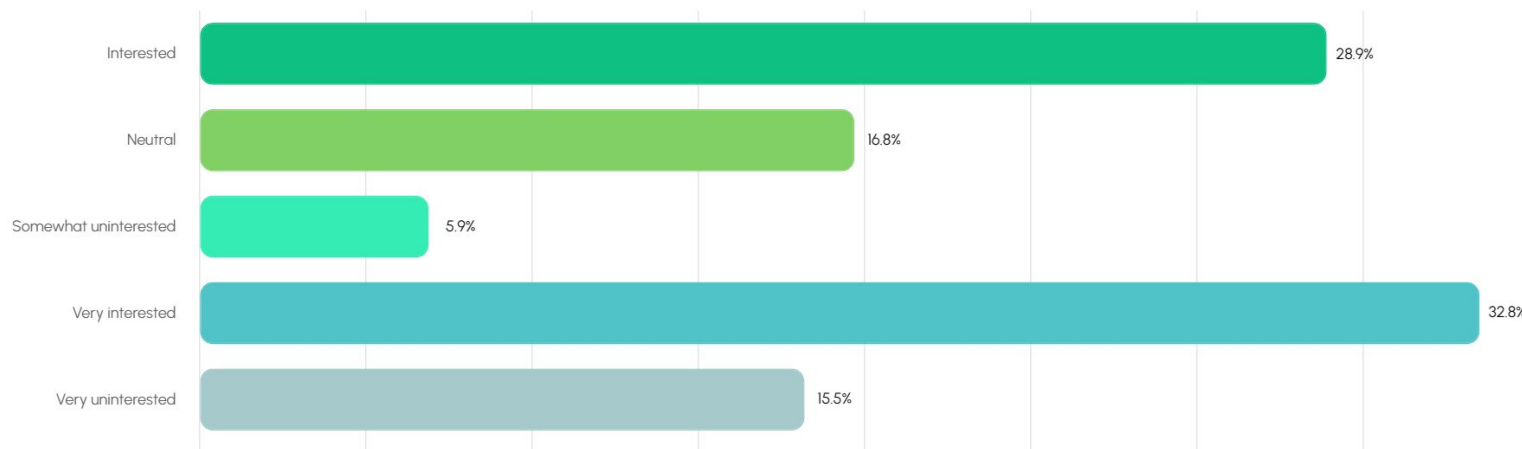
Health & Leisure

Health & Wellness Interest

The top factor influencing Filipinos' choice of a pharmacy or over-the-counter (OTC) store is price and affordability, followed by store location and convenience, and brand trust and reputation. Among age groups, the 18-24 age group prioritizes price the most, while the 65+ age group values both price and store location. Both genders prioritize price, with females placing slightly more importance on location. Across all regions, price is crucial, but product availability stands out as significant in Mindanao.

How interested are you in health and wellness?

Single Choice | 1172 participants | 1172 answers

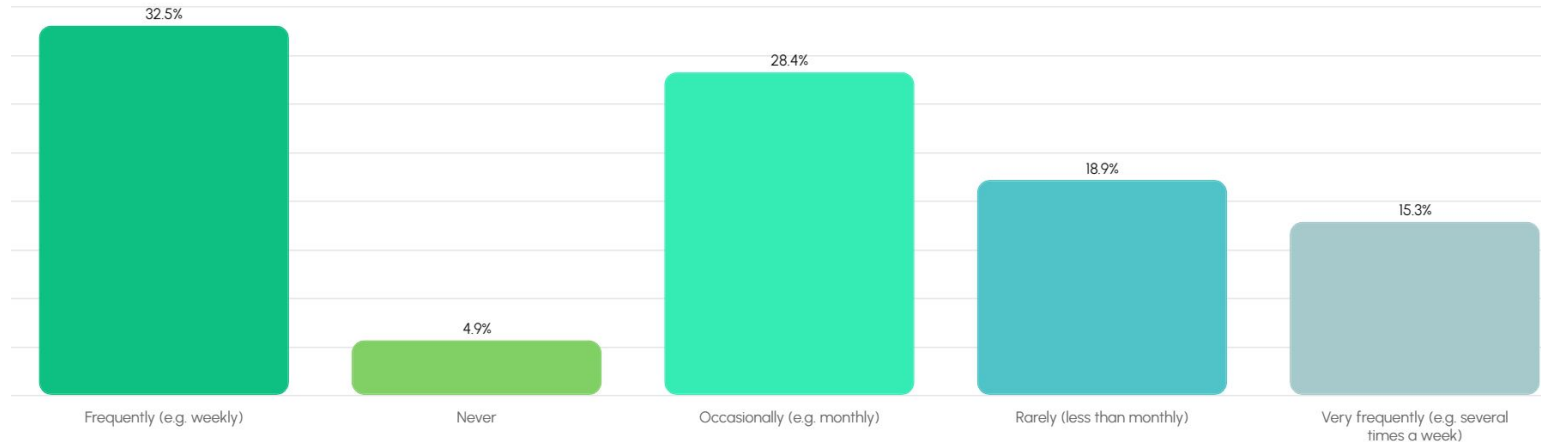


Physical Exercise & Sports Activity Frequency

The majority of respondents participate in physical exercise or sports activities either occasionally or frequently. As age increases, the frequency of exercise tends to decrease, with the 31-36 and 65+ age groups exercising the least. Males exercise more frequently than females, and a notable portion of females rarely engage in exercise. Exercise frequency varies by location, with the highest frequency reported in the National Capital Region and Luzon, and the lowest in Visayas and Mindanao.

How often do you engage in physical exercise or sports activities?

Single Choice | 1172 participants | 1172 answers

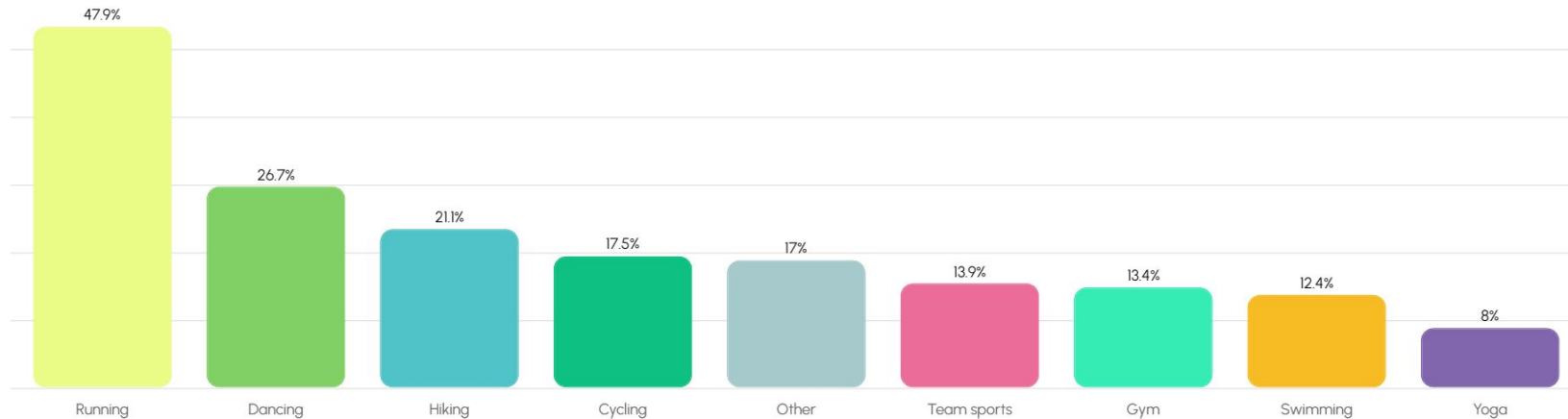


Top Sports & Physical Activities

Running is the top choice for physical activity among Filipinos across all ages, genders, and regions. Younger people prefer running, while older individuals like hiking and dancing. Both genders enjoy running, but females also like dancing, while males prefer hiking and cycling. Running is popular in Visayas, National Capital Region, and Luzon, while hiking is favored in Mindanao. Dancing is especially popular in Visayas and the National Capital Region.

Which physical activities or sports do you primarily engage in?

Multiple Choice | 1115 participants | 1982 answers

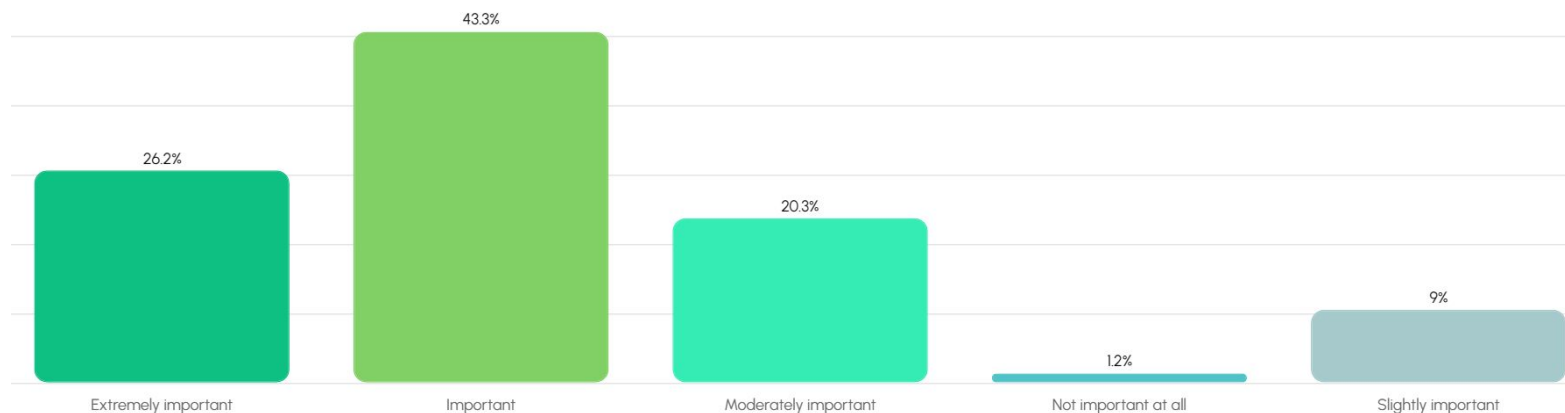


Significance of Physical Activity in Daily Life

Physical activity or sports are highly valued by most Filipinos, with the majority considering it either Important or Extremely important. Those aged 59-65 see physical activity as most important, while the 37-42 age group views it as Extremely important. Both genders prioritize physical activity, but males lean more towards considering it Important or Extremely important, while a significant portion of females see it as Moderately important. Across all locations, physical activity is valued, with Luzon having the highest percentage rating it as Important or Extremely important, while the NCR tends to see it as Moderately important.

Which physical activities or sports do you primarily engage in?

Multiple Choice | 1115 participants | 1982 answers

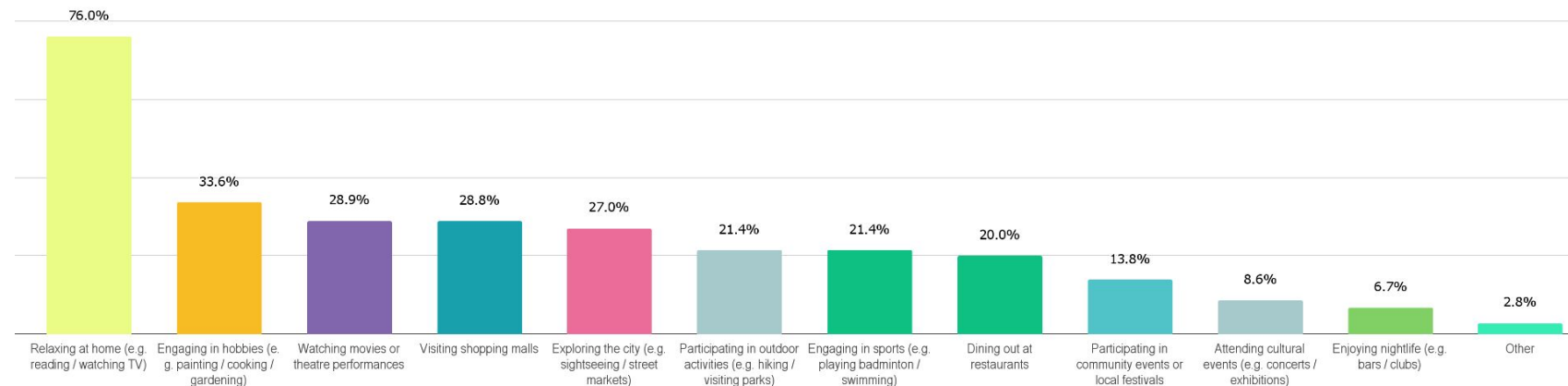


Preferred Activities During Free Time

Most Filipinos prefer relaxing at home during their free time, with activities like reading or watching TV being popular. Younger individuals, aged 18–24, engage in various activities, while those over 65 prefer passive ones like visiting shopping malls. Both genders enjoy relaxing at home, but females prefer hobbies, while males enjoy watching movies or theater performances. While relaxing at home is the top choice everywhere, people in the NCR prefer exploring the city, those in Mindanao enjoy watching movies or theater performances, and those in Luzon and Visayas prefer hobbies.

What are your preferred activities during your free time?

Multiple Choice | 1172 participants | 3389 answers



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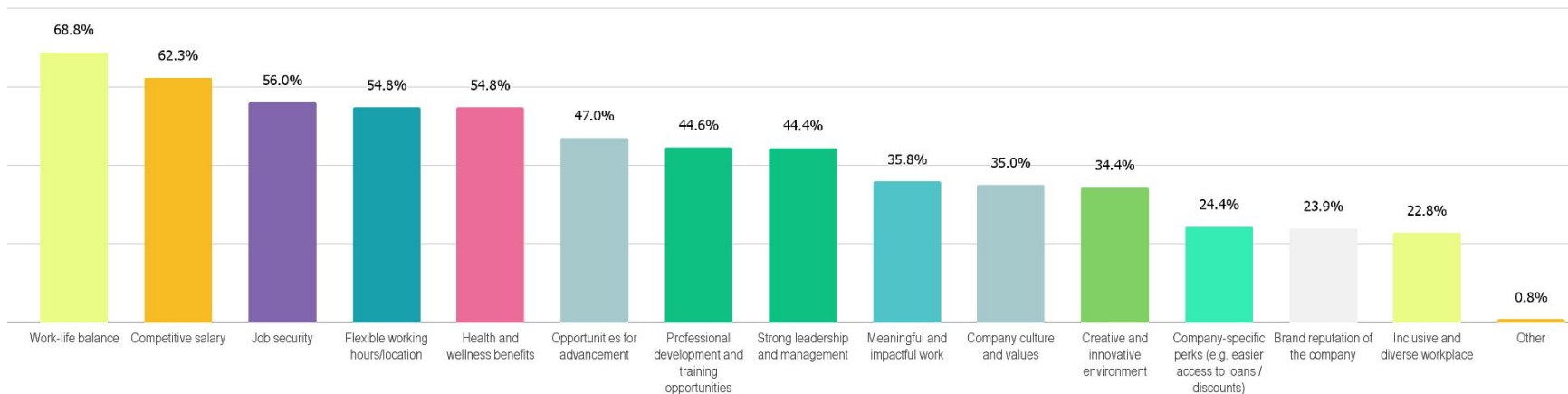
Future of Work

Key Job Priorities

Across demographics, work-life balance emerges as the top priority for job seekers, followed closely by competitive salary and job security. While age impacts the order of importance, with younger people valuing salary more, the significance of work-life balance remains consistent. Similarly, both genders prioritize work-life balance, with females showing a slightly higher preference for job security. Across regions, work-life balance is consistently the most valued factor, followed by salary in most areas. However, in Mindanao, health and wellness benefits rival competitive salary in importance.

What are the most important factors for you in a job?

Multiple Choice | 1167 participants | 7116 answers

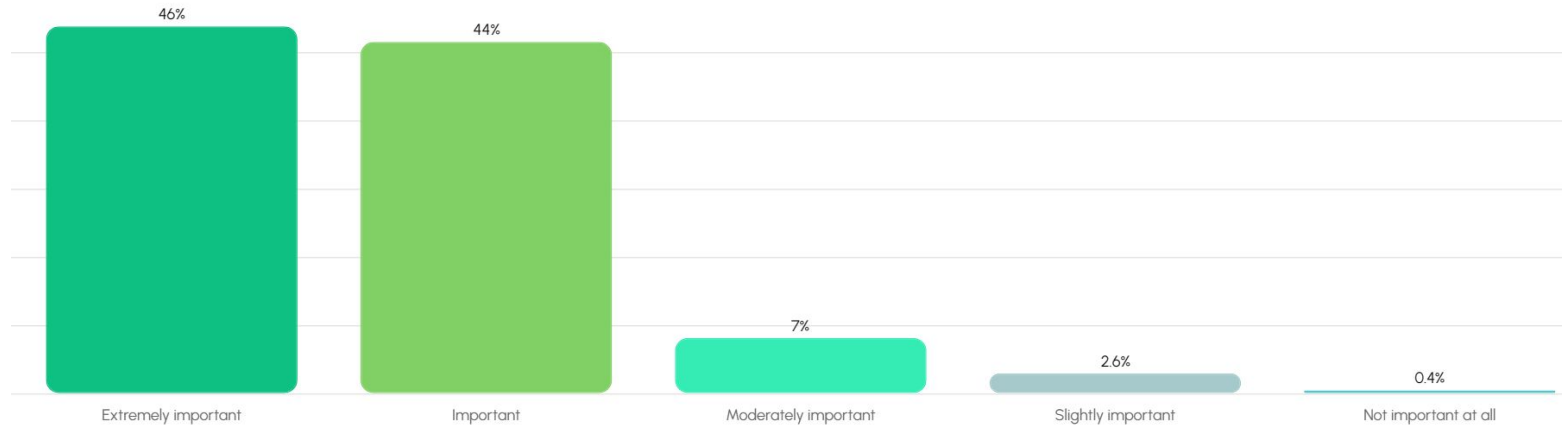


Importance of Work-Life Balance

Work-life balance emerges as a crucial aspect for most Filipinos. Both younger (25-30 years) and mid-range (37-42 years) groups emphasizing its "Extremely Important" nature. Females show a higher inclination towards regarding work-life balance as "Extremely Important" compared to males. Geographically, all regions predominantly consider work-life balance as either "Important" or "Extremely Important," with Mindanao standing out as the region where it is rated as "Extremely Important" the most.

How important is work-life balance to you?

Single Choice | 1172 participants | 1172 answers

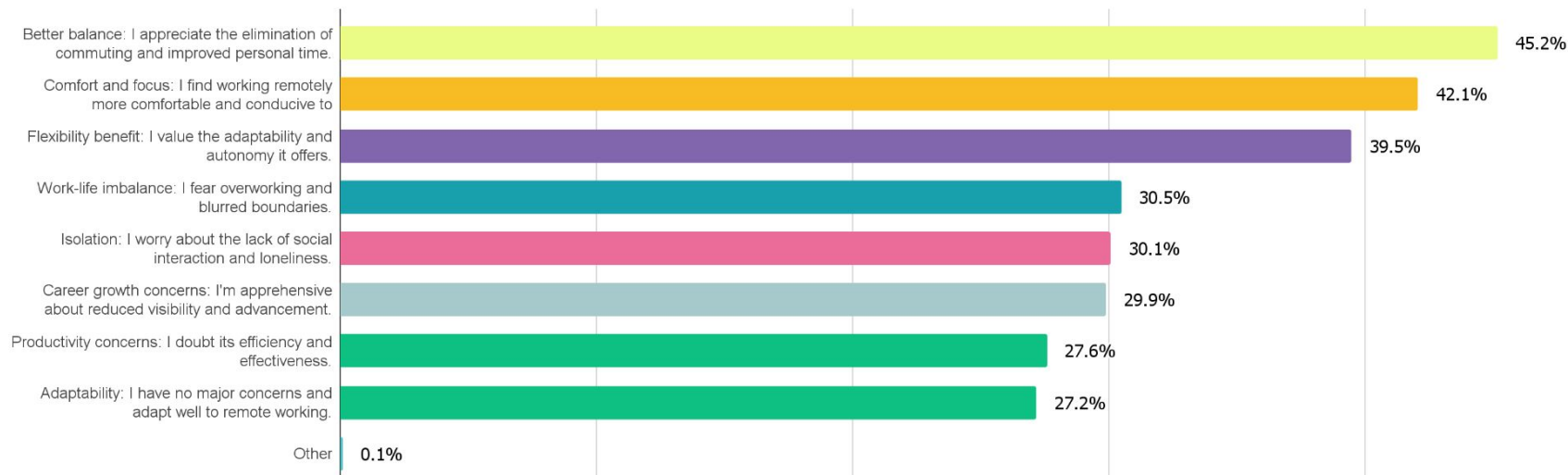


Preferred Work Arrangement

Among Filipinos across ages, genders, and locations, there's a clear preference for a mix of remote and on-site work. Both males and females, along with all age groups, favor this hybrid arrangement, with the 65+ group showing the strongest preference. This preference holds true across all regions, with the National Capital Region leading the trend. On-site work is the least favored choice overall.

Which work arrangement do you prefer?

Single Choice | 1172 participants | 1172 answers

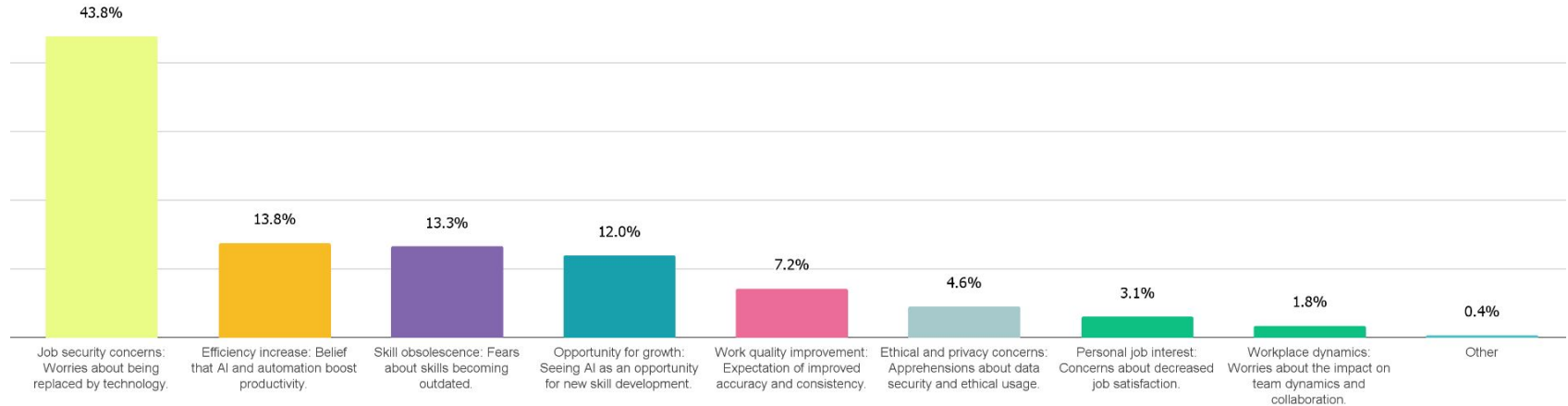


Views on Automation and AI in the Workplace

The majority of Filipinos express concerns about job security regarding AI and automation, followed by beliefs in their potential for efficiency improvement and skill development. Across age groups, job security concerns prevail, with the 25-30 age group being the most apprehensive. Both genders share these concerns, although males emphasize efficiency gains more, while females see greater opportunities for skill development. Concerns about job security are widespread across all regions, with Luzon exhibiting the most optimism regarding efficiency gains and growth opportunities.

What are your views on automation and AI in the workplace?

Single Choice | 1172 participants | 1172 answers

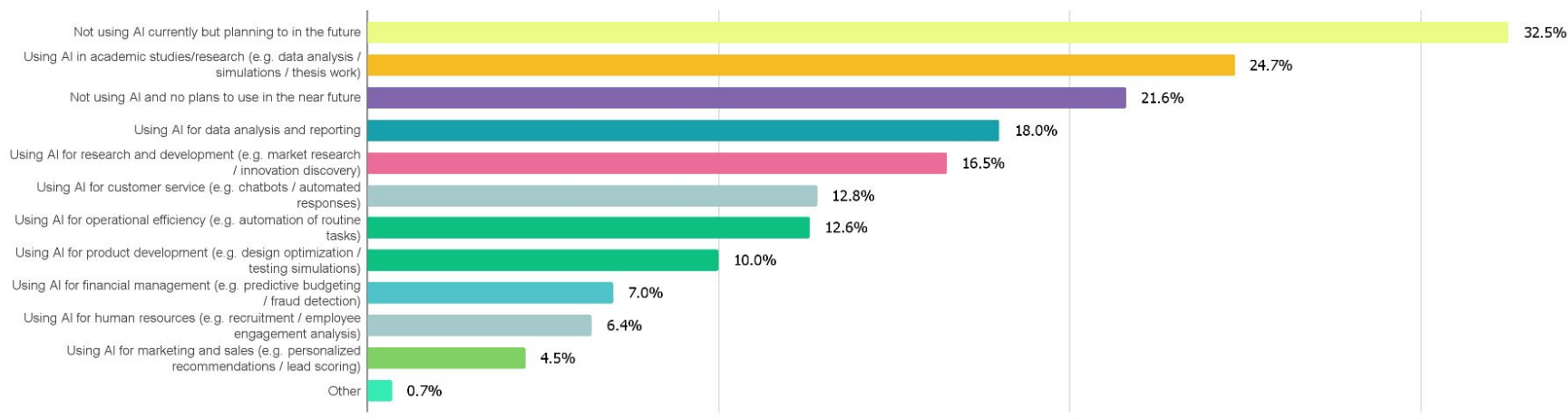


Adoption Trends of AI Among Filipinos

Most Filipinos, regardless of age, gender, or location, either don't currently use AI but plan to or have no intention to use it soon. A significant number already use AI for tasks like academic research or work. Aged 18–24 are the most active AI users, especially for academic research and data analysis. While males show a slightly higher interest in future AI adoption, both genders have a sizable portion not planning to use AI. Across all regions, many individuals are considering adopting AI in the future, with the National Capital Region leading in plans for AI adoption, and Mindanao already employing AI for tasks like data analysis.

What are your views on automation and AI in the workplace?

Single Choice | 1172 participants | 1172 answers

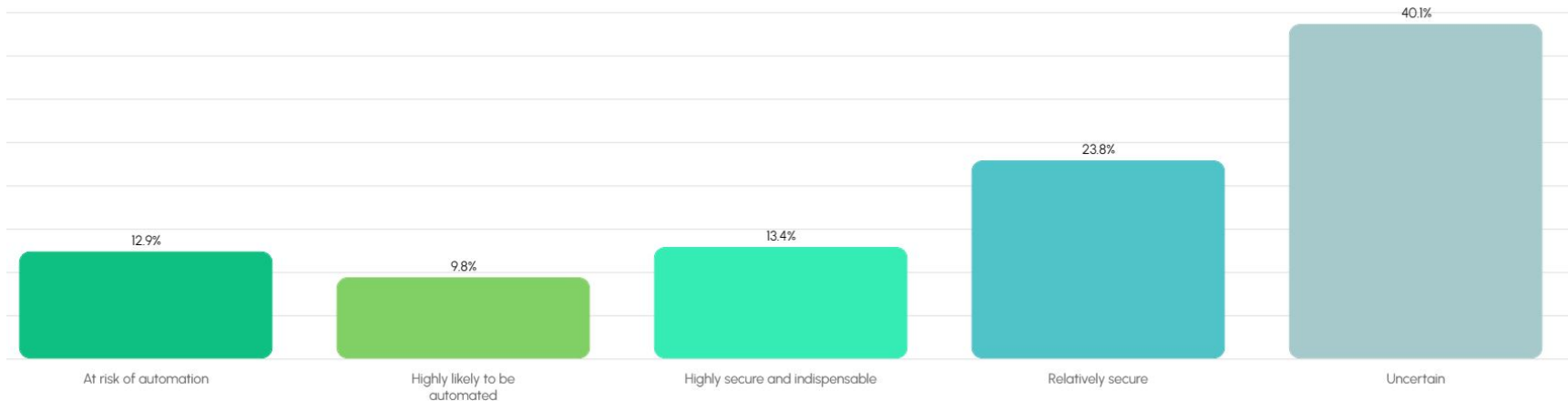


Job Security Perceptions Amid Automation and AI

Across demographics, most Filipinos perceive their jobs as uncertain in the era of automation and AI. While the 65+ age group feels relatively secure, younger age groups express higher levels of uncertainty. Both genders share similar levels of uncertainty, with females more concerned about job automation. Uncertainty prevails across all locations, with the National Capital Region showing a higher sense of relative job security, while Luzon exhibits the highest level of uncertainty.

How do you perceive the future of your current job in the era of automation and AI?

Single Choice | 387 participants | 387 answers

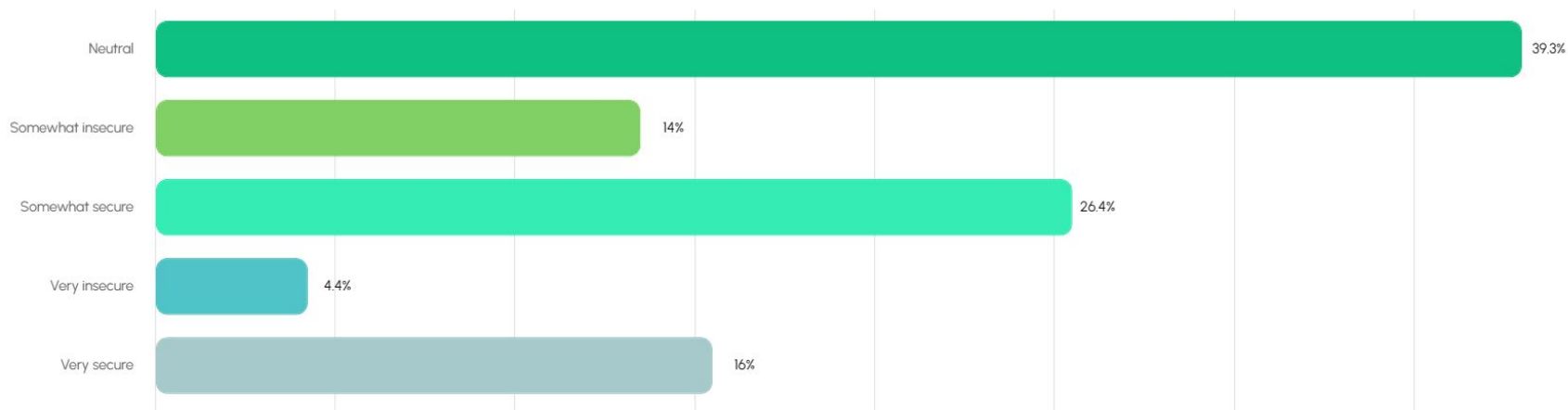


Job Security Across Demographic Groups

Job security sentiments among Filipino respondents vary, with a majority feeling neutral, followed by a sense of being somewhat secure. Younger individuals (25-30) tend to feel more secure, while those aged 59-65 express neutrality. Gender-wise, males are evenly split between neutrality and feeling somewhat secure, whereas females lean towards feeling very secure. Geographically, the National Capital Region exhibits a neutral sentiment, while Mindanao leans towards feeling somewhat secure.

How secure do you feel about your job in the coming years?

Single Choice | 387 participants | 387 answers



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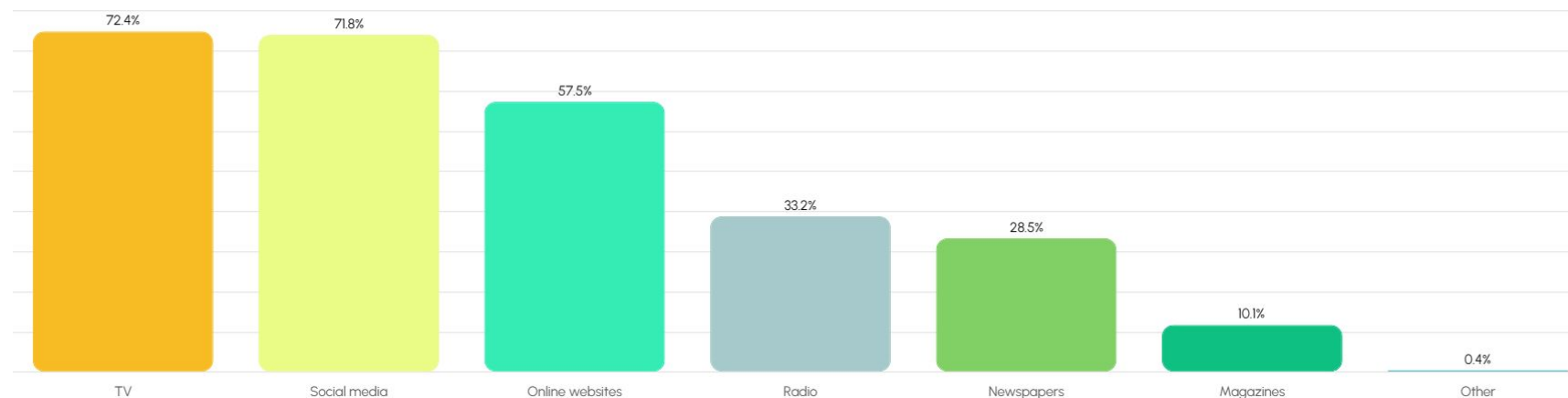
Media Consumption and Information Sources

Preferred News Sources

TV emerges as Filipinos' top choice for news and information among all demographics, with social media and online websites following closely. Across age groups, TV remains the preferred medium, though the youngest demographic (18-24 years old) leans towards social media. Both genders favor TV, but females exhibit slightly higher usage of social media. While TV is favored across all locations, social media takes the lead in the National Capital Region.

Which sources do you prefer for news and information?

Multiple Choice | 1172 participants | 3210 answers

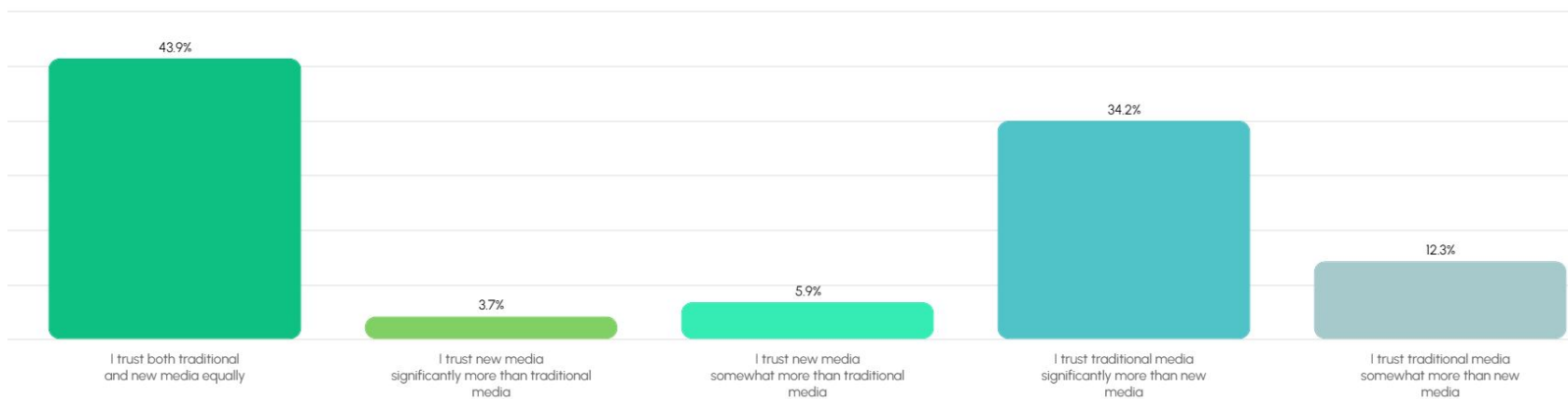


Trust in Media Platforms Among Filipinos

While more Filipinos express equal trust in traditional and new media, traditional media enjoys slightly higher credibility. Across age groups, trust in traditional media increases with age, with the exception of the 25-30 age group showing a slight preference for new media. Both genders trust both media forms, but males exhibit a slightly higher trust in traditional media. Regionally, there's a balanced trust in both media forms, with the National Capital Region showing a slightly higher trust in both equally, and Luzon leaning more towards traditional media.

How would you compare your level of trust in traditional media channels (e.g. tv / newspapers) to new media channels (e.g. social media / online platforms)?

Single Choice | 1172 participants | 1172 answers

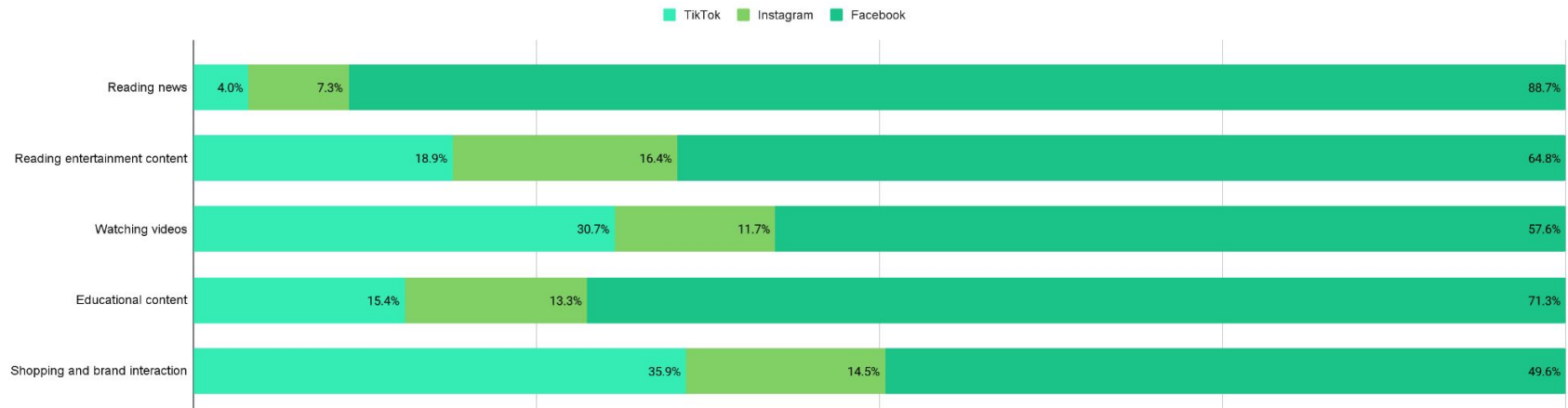


Activity Platform Preference

Facebook dominates across various online activities, such as chatting, participating in groups, reading news, and entertainment consumption. TikTok emerges as a strong contender, especially for watching videos and business networking. Instagram maintains a steady presence across different categories, although it lags behind Facebook and TikTok. Overall, while Facebook remains the top choice for most online activities, TikTok's popularity suggests a growing interest in short-form video content among Filipinos.

For each activity, select the platform you most frequently use.

Matrix | 1172 participants | 9376 answers

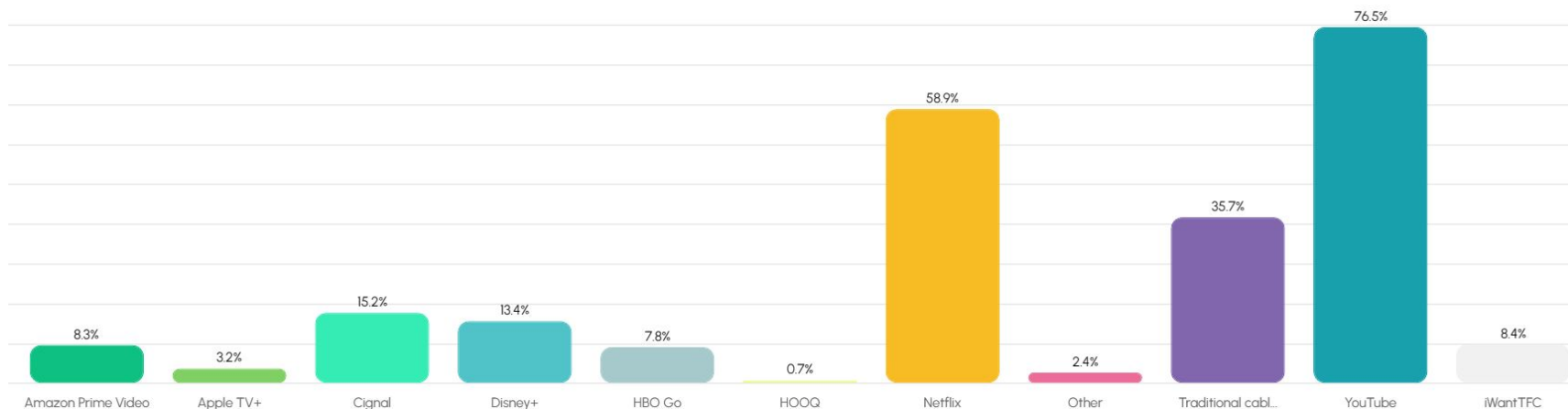


Streaming Preferences of Filipino Consumers

YouTube emerges as the top choice for watching movies and TV shows among Filipinos, followed by Netflix and Traditional cable or satellite TV. Across age groups, YouTube remains the preferred platform, with the 18-24 age group being the most active users. Both males and females favor YouTube, with Netflix as the second choice for both genders. Regionally, YouTube is favored in all locations, with Netflix following closely. Traditional TV ranks lowest in popularity across all regions.

Which platforms do you most commonly use to watch movies and TV shows?

Multiple Choice | 1172 participants | 2701 answers



Conclusion

The Filipino populace maintains a balanced outlook on the future, with optimism declining with age, while confidence in the economy remains evenly distributed, albeit with regional disparities. Environmental concerns resonate strongly across demographics, particularly among older age groups, with sustainability garnering widespread importance.

Financial goals for 2024 vary, emphasizing cutting expenses and increasing income, while electronics reign as the preferred purchase, and domestic travel tops travel plans.

Work-life balance emerges as a paramount job priority, alongside concerns about job security amidst automation and AI, reflecting a nuanced perspective on the evolving nature of work.

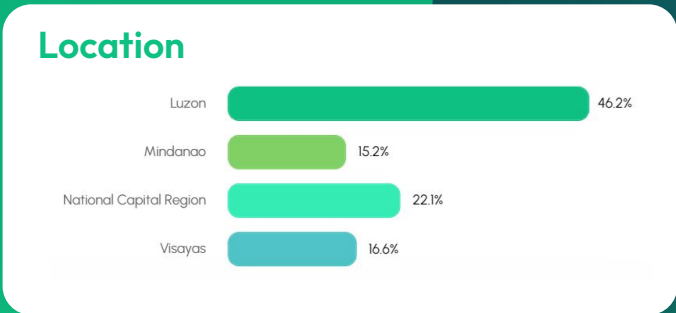
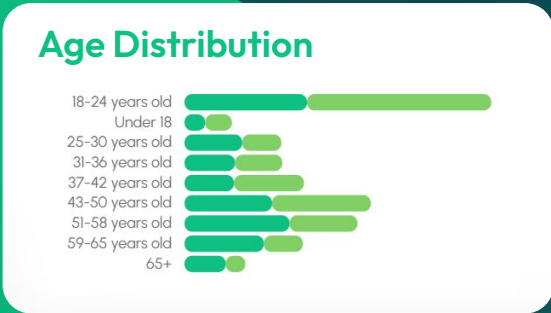
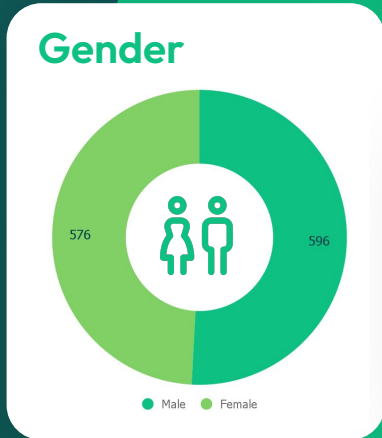
Media consumption trends underscore a preference for traditional news sources like TV, albeit with growing interest in social media and online platforms, indicative of shifting information consumption habits among Filipinos.



Methodology

In order to be qualified for the research and ensure the relevance of the data gathered, the respondents needed to have the following characteristics:

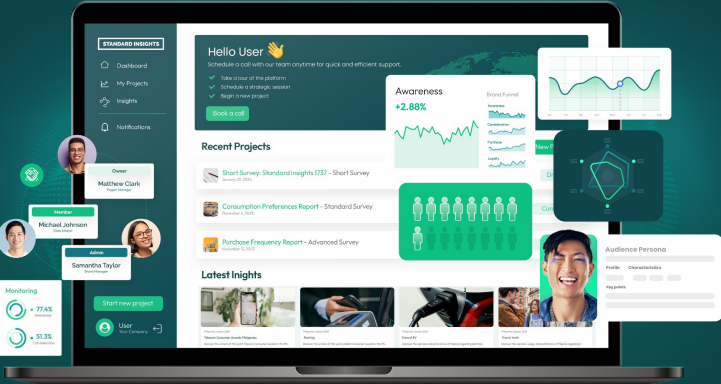
- Living in the Philippines
- Be over 18 years old



Note: Respondents not living in Philippines were removed from the survey

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 **Explore our global insights library**
Dive into our extensive library of research reports, meticulously curated from comprehensive global surveys—all readily accessible to you at no cost.

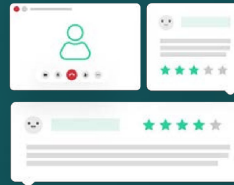
About

Standard Insights

We reshape conventional research practices to make your brand a consumer's go-to choice.

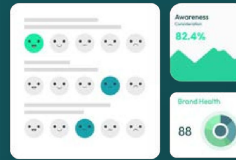
Standard Insights helps organizations access better and faster consumer insights so they can make informed decisions about their products and brands. Instead of relying on consumer panels, we use an innovative methodology for market research that caters to the dynamic needs of decision-makers.

By combining artificial intelligence and cutting-edge advertising technology, we can reach authentic respondents who align with your target audience. Standard Insights has a proven track record of delivering market research services in Thailand, Asia, and all around the globe.



Quantitative Research

Boost your research with top-tier respondents. Our unique, direct sourcing method ensures rigorous data quality, without the need for intermediaries or panels.



Qualitative Research

Deep dive into the profiles of your target audience with our expert network and cutting-edge platform, promising swift and insightful outcomes.



Strategy

Go the extra mile with our consulting services. Benefit from all the support and research methodology you need to scale and realize your projects.

Keen to learn more about our services and platform? Get in touch!

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