

Consumer Expectations Survey

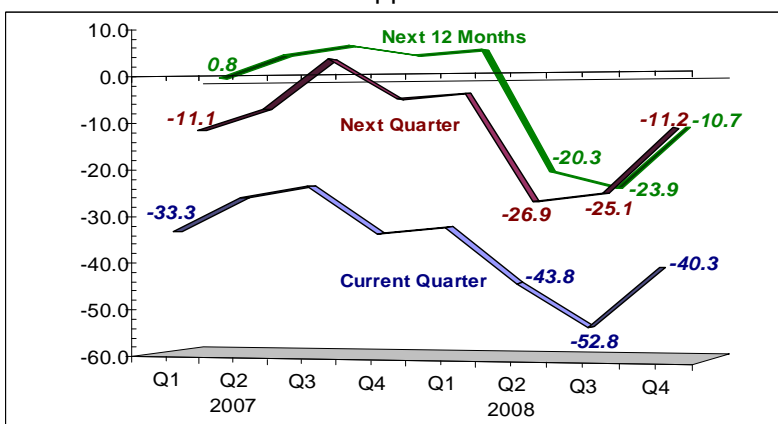
Fourth Quarter 2008

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Consumer Confidence Improves in Q4 2008

Nationwide Consumer Outlook

Overall Consumer Outlook Index
Philippines



Consumer confidence improves in Q4 2008 and onto the next year.

Consumer confidence improved quarter-on-quarter in Q4 2008 despite the ongoing global financial crisis partly due to the expected seasonal rise in consumer demand with the approach of the Yuletide holidays. The number of consumers who were optimistic about the general economic condition and their own financial situation increased, with the overall consumer confidence index (CI) in Q4 2008 at -40.3 percent. This index, while remaining negative, was higher by 12.5 index points relative to Q3 2008, although it was lower by 6.7 index points year-on-year.¹

Consumer confidence was also buoyed up by the pullback in the prices of gasoline, fuel, and rice. Other reasons cited for the respondents' optimism were the expected business upturn during the Christmas season, and employment opportunities available here and abroad. Meanwhile, consumers cited lower income and the higher cost of basic commodities as major concerns that affected their sentiment.

There was also a broad improvement in the next quarter outlook as indicated in the increases in the three component indices at an average of -11.2 percent. Although the index remained negative, the number of optimists who believed that the general economic condition and their own financial conditions would be better in Q1 2009 increased. The next

¹ The overall consumer confidence index is determined by the average of the 3 measures, namely, outlook on macroeconomic condition, family financial situation and family income.



quarter index improved by 13.9 index points quarter-on-quarter but remained lower relative to Q4 2007 survey by 6.6 index points.

Respondents' outlook was similar for the next 12 months, as the index improved to -10.7 percent, higher by 13.2 percent quarter-on-quarter but lower by 16.2 percent year-on-year.

Consumer outlook on the country's economic condition, family financial condition, and income improve in Q4 2008 and in Q1 2009.

Consumer confidence can also be gleaned by examining their views on three indicators, namely; economic condition of the country, family financial situation, and family income. The CI on these three indicators all improved quarter-on-quarter but were lower year-on-year. The index on economic condition—at -69.9 percent in Q4 2008—increased by 11.3 index points compared to Q3 2008, but was down by 14.0 index points relative to a year ago. Likewise, the index on family financial situation—at -35.0 percent—was up by 16.5 index points quarter-on-quarter, but was down by 6.1 index points year-on-year. The CI on family income—at -15.8 percent—similarly improved by 10.0 index points quarter-on-quarter, but was slightly lower by 0.2 index point year-on-year.²

Consumer confidence across all income groups improves.

Stratifying the survey results by income group, improvements in consumer confidence across the three component indices were observed across all income groups.³ The high income group remained the most confident among the three income groups. Specifically, family income was expected to be better in Q4 2008 among middle and high income groups with CIs of 0.8 percent and 16.4 percent, respectively. In the case of the low income group, the index remained negative at -15.8 percent but improved by 10.0 index points quarter-on-quarter and by 0.2 index point year-on-year. The improvement in the indices was consistent with the increase in the employment rate at 92.6 percent in Q3 2008 from 92.0 percent in Q2 2008. Based on past data, employment rates tend to increase every fourth quarter of the year.

NCR and AONCR Consumer Outlook

Optimistic consumers from both NCR and AONCR increase in Q4 2008.

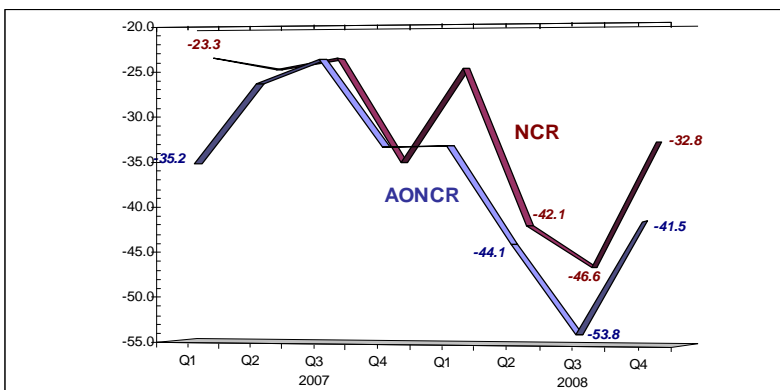
By area, the number of consumers with an optimistic outlook from both the National Capital Region (NCR) and Areas Outside NCR (AONCR) increased in Q4 2008. The CI for NCR at -32.8 percent was higher by 13.8 points quarter-on-quarter and by 2.2 points year-on-year. Respondents from AONCR were less confident with CI at -41.5 percent. Nonetheless, this index was higher by 12.3 points quarter-on-quarter. However, relative to last year, the AONCR index was lower by 8.1 index points.

² See Technical Notes on the definitions of Family Financial Situation and Family Income

³ Low-income group refers to households with monthly family income of less than ₱10,000; middle-income group, ₱10,000 - ₱29,999; and high-income group, ₱30,000 and over.



Current Quarter Consumer Outlook Index for NCR and AONCR



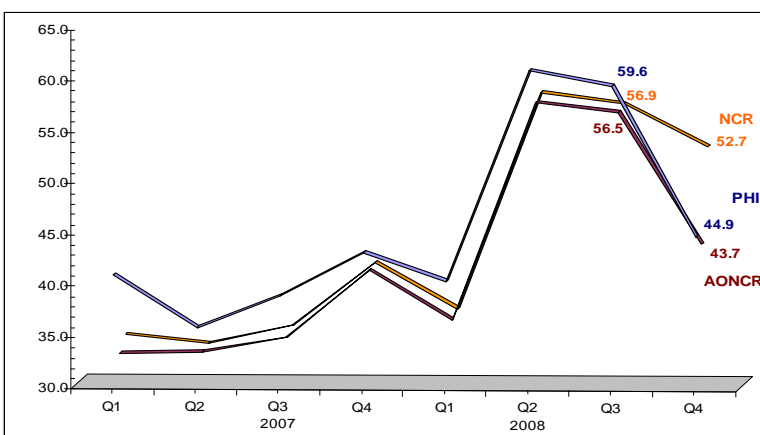
Expenditures for Next 3 Months

Household expenditures on basic goods and services are expected to increase in Q1 2009.

Survey results indicated that more households nationwide expected that their average expenditures on basic goods and services would go up in Q1 2009 (CI at 44.9 percent). However, the number of those who said that their expenditures would rise was smaller relative to the previous quarter's survey. The decline in the expenditures index by 12.0 index points quarter-on-quarter may be partly explained by the reduction in the prices of some basic goods and services particularly fuel, rice, and transportation.

Respondents nationwide indicated that their expenditures on the following goods and services would increase in Q1 2009: food (the index at 68.9 percent), transportation (52.2 percent), electricity (47.5 percent), personal care and effects (47.1 percent), medical care (44.7 percent), and fuel (43.1 percent). By location, NCR respondents also anticipated an increase in the same goods and services including water consumption expenditures (59.6 percent). Expenditures for AONCR follow the distribution pattern indicated at the national level.

Confidence Index: Expenditures Next Quarter



Buying Conditions

Buying conditions improve in Q4 2008. Fifteen percent of respondents indicated that buying conditions would be good in Q4 2008. This was higher compared to 11.4 percent a quarter-ago but lower than the year-ago level at 23.1 percent. Buying conditions for house and/or lot was highest at 22.0 percent, up by 5.1 percentage points from Q3 2008. Similarly, the proportion of respondents who considered the buying conditions for consumer durables and motor vehicles favorable in Q4 2008 increased to 14.0 percent (from 11.2 percent in Q3 2008) and 9.1 percent (from 6.1 percent in Q3 2008), respectively. By region, buying conditions on all items improved for both NCR and AONCR. More respondents from NCR considered it timely to buy consumer durables and house and/or lot (at 19.0 percent and 24.8 percent, respectively), while more respondents from AONCR (9.3 percent) compared to NCR (8.0 percent) consider it a good time to buy motor vehicles in Q4 2008.

Among the reasons cited by respondents on the favorable buying conditions in Q4 2008 were: 1) affordability of consumer durables due to easy installment terms and appliance sales during the holiday season, 2) good investment options, and 3) availability of housing loans at competitive interest rates.

Buying Intentions

Buying intentions for the year ahead remain steady. Despite a more confident outlook in Q4 2008, the proportion of respondents that indicated their intention to buy big-ticket items (consumer durables, motor vehicles, and house and lot) in the next 12 months remained relatively steady at a low 7.0 percent. About 10 in every 100 respondents indicated intention to buy consumer durables, 8 in every 100 indicated intention to buy house and lot, and 4 in every 100 indicated intention to buy motor vehicles in the next 12 months.

The buying intention for AONCR followed the national trend at 7.2 percent. By contrast, consumers from NCR were more cautious in spending money on big-ticket items in the next 12 months compared to their counterparts from AONCR. The percentage of respondents in NCR that indicated intentions to buy big-ticket items was lower at 5.6 percent.

Selected Economic Indicators

A weaker peso, higher unemployment, interest rates and prices of basic goods, and services are expected in the near term. Consumers anticipated that the peso would continue to depreciate against the US dollar during the year ahead as the CI on the exchange rate in Q4 2008 survey registered a negative index at -19.8 percent. The unemployment rate and interest rates were expected to rise with CIs at 71.1 percent and 46.0 percent, respectively. Moreover, consumers expected that the prices of basic goods and services would go up in the next



12 months with CI of 47.2 percent. However, all the indices declined quarter-on-quarter in Q4 2008 as the number of respondents that expected that these indicators would go up in the next 12 months declined.

Expenditures of Overseas Filipino Workers

OFW households spend remittances primarily on food, education, medical expenses, debt payments, and savings in Q4 2008.

Most OFW households spent their remittances in Q4 2008 primarily on food and other household needs (95.8 percent of households who received OFW remittances), education (68.2 percent), medical expenses (57.6 percent), and debt payments (48.9 percent). The percentage of households that allotted portions of remittances to savings rose to 35.8 percent (from 30.4 percent in Q3 2008). Those that utilized remittances for investments declined to 4.7 percent in Q4 2008 (from 7.4 percent in Q3 2008), while those that utilized remittances for purchase/rental of house increased to 16.1 percent from 12.4 percent in Q3 2008.⁴ The utilization pattern of remittances was similar for both NCR and AONCR households.

About the Survey

Survey respondents total 5,448 households nationwide.

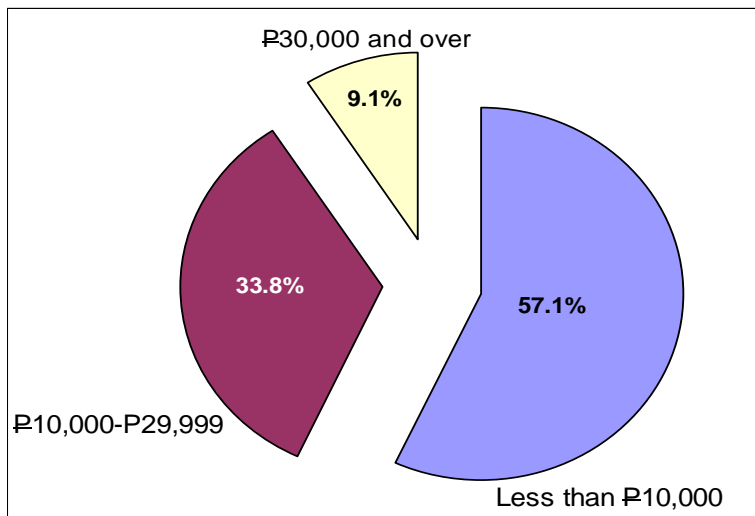
The Q4 2008 CES was conducted during the period 1-15 October 2008 with a total sample size of 5,448 households, of which 2,850 (52.3 percent) were from NCR and 2,598 (47.7 percent) from AONCR. The households interviewed were drawn from the National Statistics Office's (NSO) Master Sample List of Households, which is considered a representative sample of households nationwide. The said master sample was generated using a stratified multi-stage probability sampling scheme.

The nationwide total survey response rate for Q4 2008 was 96.6 percent (broadly similar to 96.3 percent in the last survey). By area, the response rate was 95.9 percent in NCR and 97.5 percent in AONCR. The majority of the respondents (57.1 percent) were from the low-income group (less than ₱10,000 monthly family income), 33.8 percent were from the middle-income group (₱10,000 - ₱29,999 monthly family income), and 9.1 percent belonged to the high-income group (monthly family income of ₱30,000 and over).

⁴ From Q2-Q4 2008, the item on purchase of house included rentals.



Distribution of Respondents by Income Group: Q4 2008



TECHNICAL NOTES

The overall consumer confidence index is computed as the average of the three indices, namely: 1) Economic Condition Index, 2) Family Financial Condition Index, and 3) Family Income Index.

Economic Condition refers to the perception of the respondent regarding the general economic condition of the country.

Family Financial Situation refers to the level of household income in cash as well as in kind, savings, outstanding debts, investments and assets.

Family Income includes primary income and receipts from other sources received by all family members as participants in any economic activity or as recipients of transfers, pensions, grants, and the like.

The confidence index or diffusion index is computed as the percentage share of respondents that answered in the affirmative less the percentage share of respondents that answered negative in a given indicator. A positive CI indicates that respondents with a favorable view outnumber those with an unfavorable view, except for unemployment, change in prices and interest rate for borrowing money, where a positive CI indicates the opposite.



Consumer Expectations Survey
Philippines
Q1 2007 - Q4 2008

	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
1. Overall Consumer Outlook: Composite Index								
Current Quarter	-33.3	-26.0	-23.6	-33.6	-32.1	-43.8	-52.8	-40.3
NCR	-23.3	-24.5	-23.4	-35.0	-24.5	-42.1	-46.6	-32.8
AONCR	-35.2	-26.3	-23.7	-33.4	-33.2	-44.1	-53.8	-41.5
Next 3 Months	-11.1	-6.7	4.1	-4.6	-3.4	-26.9	-25.1	-11.2
NCR	-7.8	-1.9	2.6	-1.2	3.6	-20.7	-23.6	-11.8
AONCR	-11.7	-7.5	4.3	-5.1	-4.4	-27.9	-25.4	-11.1
Next 12 Months	0.8	5.8	7.9	5.5	6.6	-20.3	-23.9	-10.7
NCR	12.3	14.0	13.4	9.0	16.3	-16.8	-18.7	-9.4
AONCR	-1.3	4.3	7.0	5.0	5.1	-20.8	-24.7	-10.9
2. Consumer outlook indices on the current economic and family condition: Current Quarter								
Philippines								
Economic Condition	-47.5	-40.4	-36.1	-55.9	-53.6	-73.0	-81.2	-69.9
Less than P10,000	-49.9	-43.4	-36.8	-58.6	-56.6	-71.9	-81.2	-70.4
P10,000-P29,999	-41.9	-33.8	-35.9	-52.4	-48.4	-75.3	-81.2	-70.1
P30,000 and over	-27.1	-23.5	-23.3	-36.2	-47.6	-73.9	-82.4	-65.2
Family Financial Situation	-32.8	-25.6	-25.2	-28.9	-27.9	-40.6	-51.5	-35.0
Less than P10,000	-38.6	-31.7	-33.0	-39.8	-36.2	-49.6	-65.4	-53.5
P10,000-P29,999	-16.6	-12.5	-10.1	-11.2	-14.0	-27.9	-37.2	-20.1
P30,000 and over	-1.5	8.3	10.2	7.5	-2.8	-1.9	-16.9	2.2
Family Income	-19.7	-12.1	-9.6	-16.0	-14.7	-17.8	-25.8	-15.8
Less than P10,000	-26.4	-19.0	-15.4	-27.1	-23.3	-26.0	-34.6	-26.8
P10,000-P29,999	-1.2	2.9	1.1	1.7	0.0	-5.5	-12.8	0.8
P30,000 and over	13.9	24.2	22.7	25.7	10.1	13.8	7.3	16.4
NCR								
Economic Condition	-41.7	-39.7	-37.7	-57.6	-40.8	-75.8	-78.8	-64.0
Less than P10,000	-48.9	-45.2	-41.2	-66.4	-44.6	-79.3	-81.2	-65.8
P10,000-P29,999	-35.9	-36.2	-36.3	-51.7	-38.5	-74.0	-77.1	-61.8
P30,000 and over	-19.7	-23.7	-21.0	-29.9	-28.3	-67.7	-74.1	-63.7
Family Financial Situation	-20.5	-25.2	-23.0	-32.5	-23.5	-38.0	-43.2	-26.8
Less than P10,000	-29.6	-33.4	-31.9	-48.4	-35.3	-51.7	-59.8	-43.9
P10,000-P29,999	-10.4	-20.7	-18.4	-19.9	-15.4	-31.9	-32.9	-17.4
P30,000 and over	-5.3	3.1	12.8	7.4	9.7	-2.4	-8.1	11.7
Family Income	-7.7	-8.7	-9.6	-14.7	-9.2	-12.5	-17.9	-7.5
Less than P10,000	-17.5	-20.2	-16.4	-30.0	-17.9	-24.1	-30.7	-18.8
P10,000-P29,999	1.3	-0.3	-5.4	-2.2	-3.2	-6.9	-8.6	0.8
P30,000 and over	16.8	19.7	14.2	21.2	15.1	16.7	5.0	10.8
AONCR								
Economic Condition	-48.6	-40.5	-35.8	-55.6	-55.6	-72.6	-81.6	-70.9
Less than P10,000	-50.0	-43.2	-36.3	-57.7	-57.9	-71.1	-81.1	-70.9
P10,000-P29,999	-44.1	-33.0	-35.8	-52.5	-50.6	-75.6	-82.1	-72.0
P30,000 and over	-33.0	-23.3	-24.3	-39.4	-53.4	-76.3	-86.3	-65.7
Family Financial Situation	-35.0	-25.7	-25.6	-28.4	-28.6	-41.0	-52.8	-36.4
Less than P10,000	-39.8	-31.5	-33.1	-38.7	-36.3	-49.4	-61.1	-46.0
P10,000-P29,999	-18.9	-9.8	-7.9	-9.4	-13.6	-27.0	-38.2	-20.7
P30,000 and over	1.6	11.7	9.1	7.6	-6.6	-1.7	-20.9	-0.9
Family Income	-21.9	-12.7	-9.6	-16.2	-15.5	-18.7	-27.0	-17.1
Less than P10,000	-27.5	-18.9	-15.3	-26.7	-23.9	-26.3	-35.0	-27.7
P10,000-P29,999	-2.1	3.9	2.8	2.5	0.7	-5.2	-13.7	0.7
P30,000 and over	11.6	27.2	26.4	28.0	8.6	12.7	8.4	18.3



Consumer Expectations Survey

Philippines
Q1 2007 - Q4 2008

	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

3. Consumer outlook indices on economic and family condition: Next Quarter

Philippines								
Economic Condition	-25.2	-16.9	-7.4	-24.8	-19.4	-46.4	-47.2	-27.0
Less than ₱10,000	-26.3	-20.1	-8.7	-27.4	-20.5	-46.5	-47.1	-26.9
₱10,000-₱29,999	-22.8	-9.3	-5.0	-21.2	-18.8	-46.7	-48.1	-26.9
₱30,000 and over	-16.5	-6.7	-0.4	-7.9	-6.5	-44.1	-44.2	-28.8
Family Financial Situation	-9.0	-7.9	4.4	-0.9	-3.2	-28.6	-24.5	-8.2
Less than ₱10,000	-14.2	-12.0	0.7	-9.0	-6.8	-34.2	-30.7	-13.9
₱10,000-₱29,999	5.8	1.6	12.0	11.7	3.0	-21.3	-15.0	-0.4
₱30,000 and over	14.4	7.3	16.6	32.8	5.3	-1.6	-3.2	11.4
Family Income	1.0	4.8	15.3	11.9	12.6	-5.6	-3.7	1.7
Less than ₱10,000	-3.3	1.0	11.8	5.6	7.5	-9.2	-7.4	-1.3
₱10,000-₱29,999	13.5	13.5	24.4	22.3	22.2	0.2	1.9	6.8
₱30,000 and over	19.7	20.7	13.6	32.8	17.5	5.7	10.0	7.7
NCR								
Economic Condition	-24.6	-13.4	-8.4	-15.8	-9.3	-39.9	-43.9	-27.5
Less than ₱10,000	-29.0	-17.3	-11.9	-23.0	-9.4	-41.5	-49.4	-31.5
₱10,000-₱29,999	-22.0	-10.2	-5.6	-10.7	-9.6	-39.3	-38.8	-25.0
₱30,000 and over	-6.9	-6.5	1.2	5.2	-5.7	-34.8	-39.5	-19.7
Family Financial Situation	-3.4	-3.0	1.4	-1.4	3.1	-21.4	-23.2	-11.5
Less than ₱10,000	-10.3	-6.5	-3.4	-11.0	-0.9	-29.7	-36.6	-20.8
₱10,000-₱29,999	2.7	-0.5	2.9	5.7	5.8	-17.6	-12.4	-5.2
₱30,000 and over	14.9	5.0	26.2	25.3	15.2	0.1	-2.2	5.9
Family Income	4.7	10.8	14.8	13.7	16.8	-1.0	-3.7	3.4
Less than ₱10,000	-0.7	7.4	13.3	5.0	13.3	-4.5	-12.1	0.1
₱10,000-₱29,999	10.1	13.9	15.0	21.6	19.2	0.5	3.2	5.1
₱30,000 and over	16.0	15.7	24.5	29.8	25.9	8.5	9.1	11.7
AONCR								
Economic Condition	-25.4	-17.5	-7.2	-26.2	-21.0	-47.5	-47.8	-27.0
Less than ₱10,000	-25.9	-20.4	-8.3	-28.0	-21.8	-47.1	-46.8	-26.4
₱10,000-₱29,999	-23.2	-9.0	-4.8	-23.4	-20.9	-48.5	-50.2	-27.3
₱30,000 and over	-24.2	-6.8	-1.1	-14.5	-6.8	-47.8	-46.4	-31.8
Family Financial Situation	-10.0	-8.8	4.9	-0.8	-4.2	-29.7	-24.7	-7.7
Less than ₱10,000	-14.7	-12.6	1.2	-8.8	-7.4	-34.7	-30.0	-13.1
₱10,000-₱29,999	6.9	2.3	14.3	13.0	2.4	-22.2	-15.5	0.8
₱30,000 and over	14.1	8.8	12.4	36.6	2.2	-2.3	-3.6	13.3
Family Income	0.3	3.7	15.4	11.6	11.9	-6.3	-3.7	1.4
Less than ₱10,000	-3.7	0.3	11.6	5.7	6.9	-9.7	-6.8	-1.5
₱10,000-₱29,999	14.7	13.3	26.8	22.5	22.9	0.2	1.7	7.2
₱30,000 and over	22.8	24.0	8.9	34.3	15.0	4.6	10.4	6.4

4. Consumer outlook indices on economic and family condition: Next 12 Months

Philippines								
Economic Condition	-15.2	-7.1	-5.8	-15.9	-13.2	-44.3	-48.9	-31.0
Less than ₱10,000	-18.1	-10.8	-8.6	-20.5	-15.2	-44.7	-50.4	-31.3
₱10,000-₱29,999	-8.0	1.4	0.8	-9.4	-10.7	-44.8	-46.8	-29.9
₱30,000 and over	5.7	7.3	-2.0	10.7	-0.7	-37.6	-41.5	-32.3
Family Financial Situation	4.0	5.8	8.9	9.5	9.5	-19.6	-23.1	-7.6
Less than ₱10,000	-2.0	1.4	4.3	2.9	4.1	-25.4	-30.1	-14.5
₱10,000-₱29,999	20.6	15.0	18.7	19.8	18.5	-12.6	-12.5	2.8
₱30,000 and over	37.3	31.9	22.3	37.2	26.3	10.4	2.5	12.9
Family Income	13.6	18.7	20.7	23.0	23.6	3.2	0.3	6.6
Less than ₱10,000	7.9	14.0	16.8	16.2	18.5	-2.7	-5.0	1.4
₱10,000-₱29,999	29.0	29.7	28.7	34.4	32.5	13.8	7.1	14.4
₱30,000 and over	44.8	36.9	33.8	42.5	35.9	16.0	25.0	21.9



Consumer Expectations Survey
Philippines
Q1 2007 - Q4 2008

	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

4. Consumer outlook indices on economic and family condition: Next 12 Months (Continued)

NCR								
Economic Condition	-0.4	2.1	5.1	-7.9	-0.1	-41.3	-42.3	-32.0
Less than P10,000	-3.8	-2.1	2.8	-13.1	-3.5	-44.1	-48.2	-33.5
P10,000-P29,999	3.7	6.3	8.2	-4.3	3.0	-39.7	-36.6	-30.5
P30,000 and over	3.2	5.2	4.6	8.3	5.2	-36.0	-36.1	-30.9
Family Financial Situation	14.5	13.9	13.2	8.8	19.3	-16.4	-14.8	-8.7
Less than P10,000	9.0	8.0	9.8	0.1	13.1	-30.2	-28.6	-17.2
P10,000-P29,999	19.9	16.9	15.3	15.8	25.2	-7.8	-5.2	-4.8
P30,000 and over	26.3	35.5	25.5	30.5	27.5	11.2	11.2	13.3
Family Income	22.9	26.0	21.9	25.9	29.7	7.4	0.9	12.4
Less than P10,000	17.3	19.3	20.0	16.8	22.9	-0.1	-9.3	7.0
P10,000-P29,999	29.5	30.8	23.2	33.9	35.4	11.7	8.0	14.3
P30,000 and over	30.0	42.6	27.6	44.1	42.2	23.3	20.5	27.9
AONCR								
Economic Condition	-17.9	-8.8	-7.5	-17.2	-15.2	-44.8	-49.9	-30.8
Less than P10,000	-19.9	-11.8	-9.9	-21.5	-16.5	-44.8	-50.7	-31.0
P10,000-P29,999	-12.2	-0.3	-1.2	-10.4	-13.8	-46.1	-49.0	-29.8
P30,000 and over	7.8	8.7	-4.9	11.9	-2.5	-38.3	-44.0	-32.8
Family Financial Situation	2.1	4.4	8.2	9.6	8.0	-20.2	-24.4	-7.4
Less than P10,000	-3.4	0.7	3.7	3.3	3.1	-24.8	-30.3	-14.2
P10,000-P29,999	20.8	14.4	19.5	20.6	17.0	-13.8	-14.0	4.5
P30,000 and over	46.1	29.6	20.9	40.6	25.9	10.0	-1.6	12.7
Family Income	11.9	17.4	20.5	22.5	22.6	2.5	0.2	5.7
Less than P10,000	6.8	13.3	16.4	16.1	18.0	-3.0	-4.5	0.8
P10,000-P29,999	28.9	29.4	30.2	34.5	31.9	14.3	6.9	14.4
P30,000 and over	56.8	33.2	36.6	41.6	33.9	13.0	27.2	19.9

5. Confidence Index on Amount of Expenditures: Next Quarter

Philippines								
Food	34.2	33.4	35.1	41.3	36.8	57.9	56.9	44.9
Clothing and Footwear	52.7	52.9	58.2	69.2	61.0	84.4	84.4	68.9
Fuel	22.1	25.4	32.5	27.7	23.0	42.3	37.3	31.3
Electricity	36.3	37.5	37.0	39.8	33.9	65.9	69.2	43.1
Water	44.1	40.8	42.4	45.1	41.5	63.3	62.2	47.5
House rent	23.3	17.4	16.1	19.2	19.4	33.2	32.8	25.3
Transportation	5.4	1.0	1.0	2.2	1.7	18.4	15.8	11.7
Communication	37.3	36.8	37.2	40.8	34.5	68.0	82.9	52.2
Education	17.6	14.9	15.1	15.7	12.3	33.3	30.2	22.1
Medical Care	35.5	47.2	36.4	44.4	44.9	60.1	45.9	41.6
Personal Care & Effects	37.3	36.4	34.8	38.9	38.0	59.2	52.5	44.7
Hotel & Restaurant	37.6	37.2	35.0	45.9	42.6	59.8	59.4	47.1
	13.4	10.2	12.2	12.7	10.0	26.4	26.0	16.4
NCR								
Food	41.0	35.9	39.0	43.2	40.5	61.0	59.6	52.7
Clothing and Footwear	59.8	57.2	64.8	70.6	62.7	86.2	87.5	78.1
Fuel	21.2	27.9	31.5	26.9	26.5	39.7	35.4	33.4
Electricity	44.7	47.0	44.4	43.4	55.2	75.2	77.9	61.7
Water	62.3	58.7	56.2	46.8	56.8	73.4	69.0	68.3
House rent	52.3	40.6	35.6	37.5	45.2	58.2	61.1	59.6
Transportation	14.1	3.8	4.3	6.8	6.8	25.6	21.4	18.5
Communication	33.5	27.4	38.0	47.0	40.5	71.8	83.6	59.9
Education	23.4	14.8	16.8	14.7	16.8	33.8	34.3	26.1
Medical Care	39.2	45.0	27.9	40.0	43.8	56.8	42.2	43.0
Personal Care & Effects	41.0	26.6	29.7	36.1	35.5	52.4	42.1	38.5
Hotel & Restaurant	39.8	31.8	33.5	43.9	42.1	57.5	51.8	47.8
	23.1	16.6	30.6	22.0	21.4	39.9	30.9	22.6



Consumer Expectations Survey

Philippines
Q1 2007 - Q4 2008

	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4
5. Confidence Index on Amount of Expenditures: Next Quarter (Continued)								
AONCR	32.9	33.0	34.4	41.0	36.2	57.4	56.5	43.7
Food	51.4	52.2	57.1	69.0	60.7	84.1	83.9	67.3
Clothing and Footwear	22.3	25.0	32.6	27.8	22.4	42.7	37.6	31.0
Fuel	34.7	35.8	35.9	39.2	30.6	64.3	67.8	40.1
Electricity	40.7	37.5	40.2	44.9	39.1	61.7	61.1	44.2
Water	18.0	13.2	13.0	16.3	15.4	29.1	28.2	19.8
House rent	3.9	0.5	0.5	1.4	1.0	17.3	14.9	10.6
Transportation	38.0	38.4	37.1	39.8	33.6	67.3	82.8	51.0
Communication	16.6	14.9	14.9	15.8	11.6	33.2	29.5	21.5
Education	34.8	47.6	37.8	45.1	45.0	60.6	46.6	41.4
Medical Care	36.6	38.1	35.6	39.4	38.3	60.2	54.2	45.7
Personal Care & Effects	37.1	38.1	35.2	46.2	42.7	60.2	60.6	47.0
Hotel & Restaurant	11.7	9.1	9.2	11.3	8.2	24.2	25.2	15.4
6. Percentage of households who consider the current quarter good time to buy								
Philippines	16.2	19.9	21.0	23.1	20.4	14.7	11.4	15.0
Consumer Durables	12.9	18.6	19.8	24.3	18.8	13.4	11.2	14.0
Motor Vehicle	14.6	14.7	15.9	16.4	13.9	9.5	6.1	9.1
House & Lot	20.9	26.5	27.3	28.5	28.4	21.2	16.9	22.0
NCR	17.3	19.4	22.9	18.2	18.5	18.6	15.5	17.3
Consumer Durables	12.4	17.5	24.3	19.9	17.0	18.6	17.1	19.0
Motor Vehicle	17.5	13.3	15.2	11.5	10.9	10.4	5.1	8.0
House & Lot	22.0	27.4	29.0	23.1	27.4	26.8	24.4	24.8
AONCR	16.0	20.0	20.7	23.9	20.7	14.1	10.8	14.6
Consumer Durables	13.0	18.8	19.1	25.0	19.1	12.6	10.3	13.1
Motor Vehicle	14.1	14.9	16.0	17.2	14.3	9.3	6.3	9.3
House & Lot	20.7	26.3	27.0	29.4	28.6	20.3	15.7	21.5
7. Percentage of households who intend to buy in the next 12 months								
Philippines	9.3	12.1	13.6	15.3	13.0	7.9	6.0	7.0
Consumer Durables	14.2	20.5	21.7	26.4	20.3	10.6	8.3	9.5
Motor Vehicle	5.9	6.3	8.1	8.3	7.6	5.3	3.7	3.9
House & Lot	7.7	9.5	11.1	11.2	11.2	8.0	5.9	7.6
NCR	9.1	13.2	19.4	15.4	15.8	8.8	7.6	5.6
Consumer Durables	13.7	23.0	32.1	26.4	24.7	12.4	11.6	8.7
Motor Vehicle	6.0	6.1	10.1	8.2	7.5	4.1	3.7	2.3
House & Lot	7.8	10.5	16.0	11.5	15.2	9.7	7.6	5.6
AONCR	9.3	11.9	12.7	15.3	12.6	7.8	5.7	7.2
Consumer Durables	14.2	20.1	20.0	26.4	19.6	10.2	7.8	9.6
Motor Vehicle	5.9	6.4	7.7	8.4	7.6	5.4	3.7	4.1
House & Lot	7.7	9.3	10.3	11.1	10.6	7.7	5.6	8.0
8. Indices on Selected Economic Indicators: Next 12 Months								
Philippines								
Unemployment Rate Index	69.1	60.0	57.6	61.3	64.5	73.0	76.1	71.1
Interest Rate Index for Borrowing Money	63.0	55.5	53.6	55.8	48.4	57.0	58.2	46.0
Exchange Rate Index	-11.4	1.1	19.4	3.4	20.2	0.0	-29.7	-19.8
Change in Prices Index	68.7	67.1	66.9	70.1	66.5	59.3	59.5	47.2
NCR								
Unemployment Rate Index	63.9	50.4	49.7	56.2	46.9	76.5	78.4	69.5
Interest Rate Index for Borrowing Money	63.8	50.7	54.4	50.4	39.5	46.9	51.9	41.2
Exchange Rate Index	-6.9	7.8	31.2	14.5	23.2	-0.5	-28.5	-18.8
Change in Prices Index	69.5	60.6	59.0	63.6	65.0	61.6	61.1	52.2
AONCR								
Unemployment Rate Index	70.1	61.7	58.8	62.1	67.2	72.4	75.8	71.3
Interest Rate Index for Borrowing Money	62.9	56.4	53.5	56.7	49.8	58.7	59.2	46.8
Exchange Rate Index	-12.2	-0.1	17.6	1.6	19.7	0.1	-41.1	-27.8
Change in Prices Index	68.6	68.2	68.1	71.1	70.3	58.9	59.3	52.2



Consumer Expectations Survey

Philippines Q1 2007 - Q4 2008

	2007				2008			
	Q1	Q2	Q3	Q4	Q1	Q2	Q3	Q4

9. Percentage of OFW Households by Type of Use of OFW Remittances

Philippines

Food	92.1	91.8	94.1	97.3	96.2	95.7	95.6	95.8
Education	2.3	53.1	53.9	61.2	62.4	62.3	68.2	68.2
Medical expenses	0.7	24.2	24.5	29.3	38.5	51.2	44.4	57.6
Debt payments	-	22.9	30.2	34.0	31.1	39.2	36.0	48.9
Savings	7.2	15.7	19.8	17.5	14.0	31.3	30.4	35.8
Purchase of Appliances/Consumer Durables	5.2	9.0	10.3	7.5	6.5	20.3	18.0	24.6
Purchase of House*	2.7	2.5	1.5	1.1	6.1	14.3	12.4	16.1
Investment	2.3	4.5	4.1	5.9	1.8	3.0	7.4	4.7
Purchase of Car / motor vehicle	1.6	3.5	1.5	1.4	1.6	5.1	4.4	6.4
Others	0.7	2.2	2.1	0.7	0.7	6.2	8.4	6.3

NCR

Food and other household needs	92.5	91.1	93.4	96.9	94.6	95.9	94.4	97.3
Education	1.9	55.1	51.4	62.0	61.7	67.1	69.1	72.8
Medical expenses	0.4	20.0	21.7	30.6	38.8	45.5	43.2	58.1
Debt payments	-	25.3	34.0	34.9	30.0	30.5	30.9	47.7
Savings	4.9	15.1	16.5	14.0	10.8	32.5	30.9	38.6
Purchase of House*	2.6	1.8	1.9	1.3	8.8	19.1	16.1	19.1
Purchase of Appliances/Consumer Durables	4.1	6.7	7.1	7.9	5.8	19.1	22.5	29.5
Purchase of Car / motor vehicle	0.8	4.0	0.9	1.3	2.5	4.1	4.9	7.4
Investment	1.1	3.1	2.4	5.2	1.3	2.0	8.8	4.0
Others	0.4	0.9	1.4	0.4	1.3	6.5	6.3	6.4

AONCR

Food and other household needs	91.6	92.6	94.9	97.6	98.0	95.9	97.2	93.9
Education	2.8	50.6	56.8	60.4	63.2	67.1	67.0	62.2
Medical expenses	1.1	29.5	27.8	27.8	38.2	45.5	46.0	57.0
Debt payments	-	19.9	25.6	33.0	32.4	30.5	42.8	50.4
Savings	10.7	16.5	23.9	21.2	17.6	32.5	29.8	32.2
Purchase of Appliances/Consumer Durables	6.7	11.9	14.2	7.1	7.4	19.1	12.1	18.3
Purchase of House*	2.8	3.4	1.1	0.9	2.9	19.1	7.4	12.2
Investment	3.9	6.3	6.3	6.6	2.5	2.0	5.6	5.7
Purchase of Car / motor vehicle	2.8	2.8	2.3	1.4	0.5	4.1	3.7	5.2
Others	1.1	4.0	2.8	0.9	0.0	6.5	11.2	6.1

10. Percentage Distribution of Respondents by Income Group

Philippines

Less than P10,000	66.5	62.3	61.9	59.1	58.4	58.2	57.5	57.1
P10,000 – P29,999	28.6	32.9	33.0	35.9	36.5	34.0	33.6	33.8
P30,000 – and over	4.9	4.9	5.1	5.0	5.1	7.8	8.9	9.1
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

NCR

Less than P10,000	54.5	49.6	51.4	51.3	49.4	47.4	49.4	47.6
P10,000 – P29,999	37.6	42.8	41.1	41.0	43.7	41.0	37.9	40.0
P30,000 – and over	7.9	7.6	7.6	7.6	6.9	11.6	12.8	12.4
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

AONCR

Less than P10,000	79.0	75.1	71.9	66.6	67.2	67.9	67.2	67.3
P10,000 – P29,999	19.2	22.8	25.4	31.0	29.4	27.7	28.5	27.1
P30,000 – and over	1.8	2.1	2.7	2.4	3.4	4.4	4.3	5.6
Total	100.0	100.0	100.0	100.0	100.0	100.0	100.0	100.0

Note: - means data is not available during the period

* From Q2-Q4 2008, purchase of house included rentals

