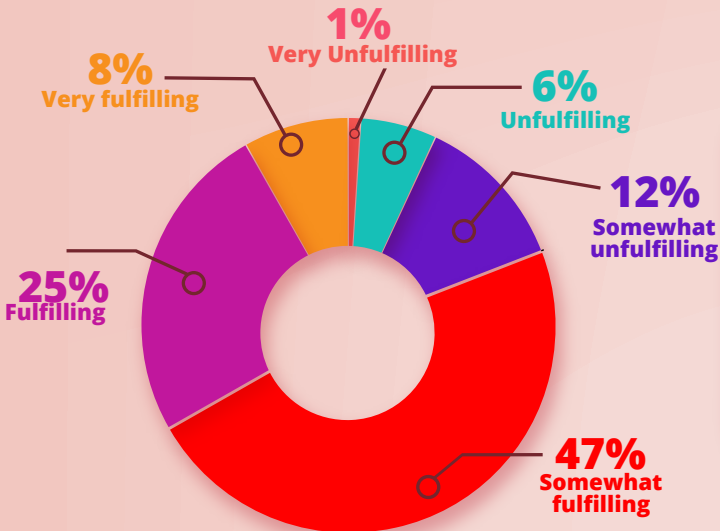




THE PURSUIT OF PURPOSE:

Discovering Filipino Millennials' views on
Living a Life With Purpose



Millennials surveyed are not very fulfilled with their careers

- Only a third (33%) of the study's respondents find their career fulfilling to very fulfilling.
- Almost half, or 47.2%, of the respondents could also only consider their career as somewhat fulfilling.

They are also either not actively working on their purpose, or believe that they are not making any progress on their purpose.



■ About half are not actively pursuing their life purpose.

■ More than half also think that they have not made progress in pursuing their life purpose.

Financial concerns are the biggest roadblock for them to pursuing their ideal careers and life purpose.



Only 1 in 4 feel that they are financially secure.

Only 1 in 3 of the respondents said that their career is completely aligned with what they initially wanted to pursue.



More than half of the respondents are discouraged to continue their current careers given its inability to sufficiently provide for their financial needs.



Filipino Millennials surveyed need financial support to live with purpose

- 88% of the study's respondents think that finances are necessary to pursue one's passion.
- About 79% of the respondents also said that they need financial support to help pursue their life purpose.

Research Methodology

Online survey among 300 male and female Filipinos, 26-42 years old, from socio-economic classes ABC1 and C2 nationwide.