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"Towards Better Things"

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Foreword

Publication in research journals includes submitting, peer-reviewing, and disseminating scholarly studies, important for advancement in the academe and scientific communication. Faculty members in academic institutions such as the University of the Assumption periodically produce research outputs through journal publication to share findings to readers. Research publication is also a crucial requirement of accrediting bodies to universities and other academic institutions.

Faculty research in the University of the Assumption (UA) is anchored by the four major research agenda namely: **research of mission, obligation, opportunity and interest**. For the 14th edition of *AdMeliora*, the official UA faculty research journal, the eight studies are institutional funded research, hence, they are all **research of obligation**.

Profiling a growing community: Socio-economic indicators and development prospects of Barangay Maimpis, San Fernando, Pampanga by **Jenny Lapuag-Esguera** is research of obligation. This study provides an updated socio-economic profile of Barangay Maimpis, City of San Fernando, Pampanga, targeting seven areas: household characteristics, demography, economic activities, income sources, health/family planning, peace/order, and citizens' perspectives.

Socio-economic profile and sustainable development assessment of Barangay Bulaon, City of San Fernando, Pampanga by **Tricia Mae M. Cunanan** is research of obligation. The study's main objective is to assess the socioeconomic progress of Barangay Bulaon using Five Dimension Model of Sustainable Development. This includes ecological, economic, cultural, social and safety.

Socio-economic profile of Barangay Pandaras, City of San Fernando, Pampanga by **Albert B. Martinez** is research of obligation. This study explores the socio-economic profile and status of Barangay Pandaras, a remote area within the city, aiming to provide updated data for better understanding and planning.

"tUgon pAra sa barangay: A socioeconomic profile of Barangay San Pedro, City of San Fernando, Pampanga by **Jethro M. Ocampo** is research of obligation. This study digs into what life is like in San Pedro-who

lives there, where they work, what problems they worry about, how they feel about local government, and what their health practices look like.

Community realities and development prospects: A socio-economic profile of Barangay Del Rosario City of San Fernando, Pampanga by **Ruben Q. Lingat** is research of obligation. This study delves into the socio-economic profile of Barangay Del Rosario in the City of San Fernando, Pampanga, focusing on demographic characteristics, economic activities, prevalent issues, citizen perspectives on flagship programs, and duties and responsibilities of residents.

From barrio to boom: The evolving socio-economic profile of Barangay Malino, City of San Fernando, Pampanga by **Cristopher John V. Lopez** is research of obligation. It examined the demographic characteristics of residents, their economic activities, commonly encountered household problems, perceptions of city flagship programs, and awareness of civic duties and responsibilities.

Living standards and local governance: Assessing economic status and flagship program perception among Del Carmen residents by **Maria Heidi P. Arconado** is research of obligation. This descriptive, cross-sectional survey study was conducted to characterize the socioeconomic profile of Barangay del Carmen.

tUngo sa Asenso: Assessing the socio-economic landscape of Barangay San Jose, City of San Fernando, Pampanga by **Pauline Lyzell G. Francisco** is research of obligation. It aims to provide an updated profile by describing respondents' demographics, economic activities, commonly encountered problems, health status and family planning practices, perceptions of city flagship programs, and their perceived civic duties as

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Profiling a growing community: Socio-economic indicators and development prospects of Barangay Maimpis, San Fernando, Pampanga

Jenny Lapuag-Esguerra

ABSTRACT

This study provides an updated socioeconomic profile of Barangay Maimpis, City of San Fernando, Pampanga, targeting seven areas: household characteristics, demography, economic activities, income sources, health/family planning, peace/order, and citizens' perspectives. Using descriptive and cross-sectional designs, researchers surveyed 1,598 individuals across 355 households (Raosoft-calculated sample), employing a 90-item CBMS-based instrument analyzed via SPSS 17 descriptives. Key findings include an average household size of 4.50 (sons/daughters dominant), balanced sex distribution (nearly equal males/females), and 89.9% Catholic residents. Employment reached 54.1%, with 70% in permanent local jobs. Diverse family planning methods prevailed; common ailments were fever/cough/colds/flu (public hospitals preferred). Crimes were minimal (mostly residential). Flagship programs earned positive ratings among aware respondents but lacked majority support due to low awareness. Citizenship shone in voting (90%), taxes, and helping others, but lagged in organizations and festivities. The profile informs development: software for demographic tracking, PESO-led job fairs/skills training, enhanced social/health services (barangay center promotion), and online platforms for awareness. Limitations—privacy refusals, sample size—suggest city advocacy drives and larger future surveys for broader representation.

Key words: *Citizen's perspective, household, profiling, socio-economic*

INTRODUCTION

Over the last ten years, the University of the Assumption has been the primary provider of the CSFP Household Socioeconomic Surveys on behalf of the City Planning and Development Coordinators' Office (CPDCO). One of the best aspects of intelligent City management planning is the socioeconomic panorama, or SEP as many refer to it. Maimpis is one of the barangays in the City of San Fernando, the capital of Pampanga. It is located roughly at 15.0685 and 120.6532. It is estimated that the elevation at these coordinates is 33.8 meters, or 110.9 feet, above mean sea level.

This study sought to provide the latest socioeconomic profile of Barangay Maimpis. Specifically, it aimed to 1) determine its household characteristics; 2) identify its demography; 3) learn about its economic activities; 4) identify its sources of income; 5) determine its health and family planning; 6) describe the peace and order; 7) discover the citizen's perspective. Also, to propose recommendations based on the results of the study.

Literature Review

Socioeconomic Profile

Abdrabo and Hassaan (2003) define a socioeconomic profile as a comprehensive assessment of social, cultural, economic, and political conditions among stakeholders—encompassing individuals, communities, organizations, and groups—where conditions vary widely within and across populations. In the Philippine context, Garcia and Pagua (2018) profiled Barangay Abut in San Fernando, La Union, detailing social/economic challenges and proposing targeted development strategies. Similarly, Salud-Payumo et al. (2020) developed a socioeconomic profile for communities near Polytechnic University of the Philippines to tailor extension programs.

Household Characteristics

Household characteristics refer to the size and type of a household's inhabitants (Government of Canada, Statistics Canada, 2024). It is often associated with other phenomenon. A study by Yani et al. (2023), was conducted to determine whether family household characteristics were related to children's incidence of stunting. It was found that children's risk of stunting was significantly increased when they lived in households with three or more children under five and families with five to seven members. Furthermore, Stunting was significantly more likely to occur in children who lived in households headed by women and/or those with five or more children under the age of five. Gender and educational characteristics of the household headship were also important risk factors for stunting. Furthermore, the findings from the study of Zou and Luo (2019), showed that households with an elderly and healthy head of household consume less coal, while households with a high degree of education and a large household size consume more LPG and electricity.

Demography

The word "demography," which originated from the Greek words "the people" and "to draw or write," refers to the statistical analysis of the human population today. Furthermore, this mainly entails measuring the quantity and rate of population growth or decrease (Cox, 1976). It studies population size and composition based on several factors, including age, sex, marital status, educational attainment, geographic distribution, and so on (Lundquist et al, 2014). Furthermore, it studies how populations change over time and space in terms of size, composition, and mobility. Government registries of births and deaths and censuses are demographers' primary methods to collect data (National Geographic, 2024).

Economic Activities

According to the European Commission (2023), when resources like labor, capital goods, manufacturing processes, or intermediate products are combined to produce particular goods or services, that is considered an economic activity. Therefore, resources are the input, production is the process, and products (goods or services) are the output that define an economic activity.

Source of Income

One of the most dynamic economies in the East Asia Pacific area is believed to be the Philippines (Redaktion, 2024). With a share of 52.7 percent of total family income in 2021—an increase of 2.3 percentage points from 50.4 percent in 2018—wages and salaries continued to be the main source of income for families. Apart from earnings and salaries, the primary sources of total family income continued to be cash receipts from domestic and foreign sources, imputed rent, income from entrepreneurial endeavors, and cash receipts from overseas sources (Philippine Statistics Authority, 2022).

Health and Family Planning

According to the World Health Organization (WHO), the number of women who want to use family planning has significantly increased, rising from 900 million in 2000 to nearly 1.1 billion in 2021. The number of women using contemporary methods of contraception rose from 663 million to 851 million between 2000 and 2020. By 2030, an additional 70 million women are expected to join the population. Realizing sexual and reproductive health services and achieving universal access are necessary to fulfill the 2030 Agenda for Sustainable Development's promise that "no one will be left behind." It will necessitate increased funding for contraceptive services, especially through the execution of successful legislative initiatives.

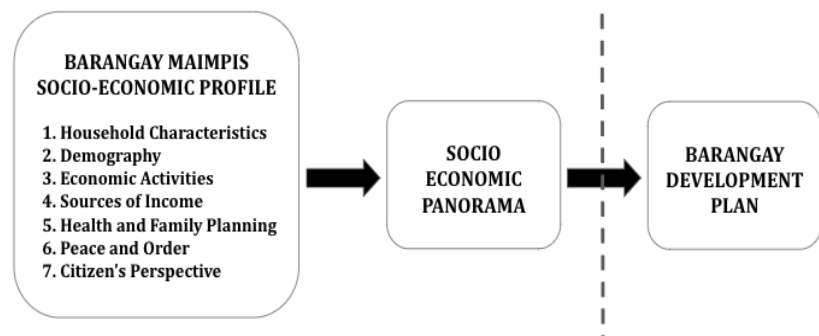
Peace and Order

Even though peace and order is a sector, it should be examined cross-sectionally because it affects every economic sector and is concerned with the overall well-being of society. Furthermore, if peace and order measures are taken without consideration for the environment as a whole, they may be criminogenic. Furthermore, The National Economic and Development Authority (NEDA) should coordinate peace and order plans into the national development plans in the Philippines (*Peace and Order as Part of National Development* | *Office of Justice Programs*, n.d.). According to the Presidential Communications Office (2024), after completely easing the pandemic restrictions, the number of total crime incidents decreased by 0.14 percent, and the Crime Solution Efficiency (CSE) increased by 1.38 percent, according to data cited by the DILG from the Philippine National Police (PNP).

Citizen's Perspective

The government is required to serve the public even though it does not compete for business. In order to satisfy the needs and expectations of its clients, it must also establish service quality standards. The President articulated the tenet of his administration—that the Filipino people should receive public service of the highest caliber—in his Penultimate Report to the People (2016–2020). For all government institutions, from national agencies to local government units, to fulfill their agency mandate and mission, each office must provide high-quality service.

Figure 1
Conceptual Framework



Among the 15 key parameters from the SEP 2023, this study utilized seven parameters/variables. This study sought to provide the latest socioeconomic profile of Barangay Maimpis. Specifically, it aimed to 1) determine its household characteristics; 2) identify its demography; 3) learn about its economic activities; 4) identify its sources of income; 5) determine its health and family planning; 6) describe the peace and order; 7) discover the citizen's perspective. Also, to propose recommendations for barangay development plans based on the results of the study.

METHOD

Research Design

Descriptive and cross-sectional research designs were utilized in the study. The present study described the socioeconomic factors of barangay Maimpis. Descriptive studies examine a population's characteristics and pinpoint issues that arise within a group, an organization, or a population (Siedlecki, 2020).

Respondents and Sampling Design

The estimated number of households in barangay Maimpis is 4,482. Therefore, a minimum sample size of 354 was needed to achieve a 95% confidence level and a 5% margin of error based on the Raosoft online calculator. A total of 1,598 individuals from 355 households from barangay Maimpis were surveyed for the study.

Research Instrument

A 90-item survey instrument composed of multiple sub-items and reference codes covering 15 key socioeconomic variables identified by the City officials was utilized in this research. The field enumerator, supervisor, respondent's name, and the household location and identification code were presented in the first section of the instrument. The succeeding section compiled items from the nation's lawful institutions, companies, and

government sectors using the Community-Based Monitoring System (CBMS).

Variables	Operational Definitions	Number of Items
Household Characteristics	It refers to the number of overseas workers, families staying in the household, pregnant members, solo parents, and people with disabilities.	5
Demography	It refers to the list of household members, with the relationship of each member to the household head, sex, date of birth, current age, birth registration with the Civil Registry Office, marital status, overseas work, residency status, religious affiliation, and voter registration status.	10
Economic Activity	It refers to household members' economic activity in terms of employment status, occupation, place and time of work, kind of industry, nature of employment, class of worker, and total salary/wage of the household for the whole year.	8
Sources of Income	It refers to the household's earnings from entrepreneurial activities (crop farming and gardening, livestock and poultry, fishing, forestry, and hunting, wholesale and retail, manufacturing, community social recreational and personal services, transportation, storage, and communication services, mining and quarrying, and construction); total net income, total salaries and wages, total income from other sources (net share of crops, remittances, cash supports, assistance from domestic sources, rentals, bank interest, pension, dividends), and total household income.	24
Health and Family Planning	It refers to members of the household giving birth in the last 12 months, the place of natal delivery, the use of family planning methods/contraceptives, sickness experienced for the past six months, health facilities visited during sickness, and the number of deaths in the family in the past 12 months and causes of	5

	the said deaths.	
Peace and Order	It refers to household members' experience of a crime in the past twelve months and the place where the crime was committed.	1
Citizen's Perspective	It refers to the member's perception or evaluation of the flagship programs of the City, the three most notable programs, specific programs that need to be prioritized, personal plan to improve living conditions, citizen's self-evaluation, and description of a Fernandino.	2

Data Collection

The interview mode changes from direct to pencil-and-paper administration based on the enumerators' assessment, allowing the respondents to write their responses that are entered directly into the questionnaire with little to no help. The field supervisors cleaned completed questionnaires to ensure the accuracy of the information collected. In Philippine contexts like the Socioeconomic Panel Survey (PSPS), field teams adapt in-person methods for hard-to-reach areas, ensuring high-quality demographic/health data via conversations. Field supervision for questionnaire cleaning mirrors standard practices to boost accuracy (Mauz, et. al, 2018)

Ethical Considerations

The SEP protocol was submitted to the University's Research Ethics Board (REB) for ethics review because the study involved human participants. To guarantee that protocols and procedures follow ethical prudence, REB's approval was requested. Before the survey started, the research proposal and informed consent forms were prepared and approved by the REB. All necessary components, including confidentiality and the right to withdraw, are included in the informed consent form. Ethics boards (REBs) are essential for human participant research, reviewing protocols for informed consent, confidentiality, and withdrawal rights. Trent University's REB emphasizes detailing participant experiences, risks, and consent processes (Human Participant

Research - Office of Research & Innovation - Trent University, n.d.)

Data Analysis

Quantitative data were processed and summarized using descriptive statistical analysis using a licensed version of SPSS 17. To enable proportional comparisons, the frequency and percentage distribution, central tendency (mean), and data dispersion (standard deviation) were acquired. Figures were used to display the distribution of the general proportion among the barangays. Using the software, cross-tabulations were calculated to see relationships between the barangays' dimensions. Descriptive statistics via SPSS—frequencies, percentages, means, SDs, crosstabs, and figures—are standard for socioeconomic profiling. George and Mallery (2019) detail SPSS crosstabs for multi-variable summaries (e.g., gender-job satisfaction), enabling proportional comparisons. Tutorials confirm SPSS outputs like frequency tables/charts for trends/dispersions. In Philippine studies (e.g., PIDS livelihood evaluations), such analyses summarize household data from large surveys.

RESULTS

Table 2
Household characteristics

Description	Frequency	Percentage (%)
Household members who are overseas workers	60	16.9
Average number of families in every household	419	1.2
Members of the household who are pregnant	9	2.5
Members of the household who are solo parent	65	18.3
Members of the household who are disabled	28	8

The survey identified 60 overseas workers across Barangay Maimpis households, equating to 16.9%—a slight increase from the 16% recorded in the 2019 SEP survey, highlighting sustained reliance on remittances amid economic pressures. Citywide, San Fernando households averaged 1.2 families, surpassing the 2019 SEP figure of 1.17 and reflecting multigenerational living trends. Notably, Maimpis recorded the lowest such average among all barangays, suggesting more nuclear family structures locally. Pregnancy prevalence stood at 2.5% (9 women), among the city's lowest means and below the 2019 SEP rate of 4.49% (citywide 4.3%), indicating effective family planning or demographic shifts. Solo parenting affected 18.3% of households (65 cases), exceeding the city average of 17.5% (2,007 registered parents) and ranking Maimpis among 24 barangays above this threshold. Nationally, PSA (2015) data show 221,813 single-parent household heads—predominantly mothers—underscoring the need for targeted welfare support in such communities.

Table 3
Demographic profile

Demographics	Description	Frequency	Percentage (%)
Sex	Male	791	49.5
	Female	807	50.5
Age	0-4	69	4.49
	5-9	77	5.01
	10-14	138	8.98
	15-19	155	10.08
	20-24	161	10.47
	25-29	126	8.20
	30-34	112	7.29
	35-39	113	7.35
	40-44	132	8.59
	45-49	105	6.83
	50-54	84	5.47
	55-59	91	5.92
	60-64	56	3.64
	65 and above	118	7.68

Demographics	Description	Frequency	Percentage (%)
Civil Status	Single	779	49.3
	Married	679	43.0
	Widowed	42	2.7
	Divorced/Separated	22	1.4
	Common-law/Live-in	51	3.2
	Unknown	7	0.44
Religion	Roman Catholic	1390	89.9
	Iglesia ni Cristo	57	3.7
	Born Again	52	3.4
	Jehova's Witness	3	0.2
	Islam	13	0.8
	Baptist	22	1.4
	Mormon	4	0.3
	Others	5	0.3

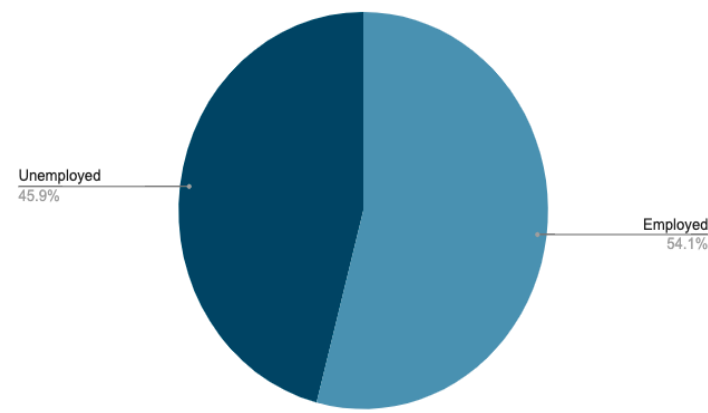
The demographic profile of Barangay Maimpis reveals a remarkably balanced sex distribution, with females slightly edging out males at 50.5% versus 49.5%—a negligible 0.5% difference that aligns closely with national PSA (2020) figures of 49.4% female and 50.6% male. This near parity also mirrors the 2019 SEP findings, which noted a 1.15% female majority, underscoring stable gender equilibrium in the locality.

Age distribution highlights a youthful population: pre-schoolers (0-4 years) form 4.49%, school-age children (5-9 years) 5.01%, and youth (15-29 years) a robust 29.47%—exceeding the national census rate of 28.9% (PSA, 2020). The broader school-age group (5-24 years) constitutes 34.51%, lower than the national 39.4%, while middle-aged adults (40-59 years) outnumber the elderly (60+ at 11.32%), signaling a productive demographic pyramid primed for economic contributions.

Civil status shows 49.3% single and 43.0% married respondents, a slight shift from SEP 2019's 47.1% singles and 46.2% married, with singles rising modestly as marriages dip. Minorities include widowed (2.7%), common-law/live-in (3.2%), divorced/separated (1.4%), and unknown (0.44%). Religiously, Catholicism overwhelmingly dominates at 89.9%, consistent with national trends, while smaller faiths—Jehovah's Witnesses (0.3%),

Mormons (0.2%), Iglesia ni Cristo (3.7%), Born Again (3.4%), Baptists (1.4%), Islam (0.8%)—and 0.03% undisclosed fill the rest, reflecting the barangay's diverse worship landscape.

Figure 2
Distribution of employment status of working age



Respondents who were 18-65 were asked about their employment status. Based on the results, more than half of the respondents are employed (54.1%), with 45.9% unemployed respondents. This is more than the average employment rate for the City of San Fernando (SEP) which was 50.4%.

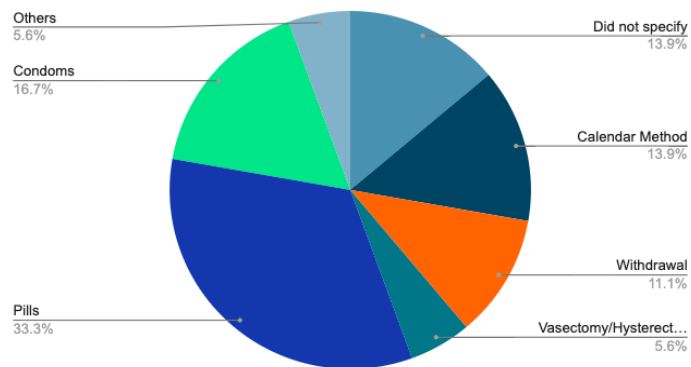
Table 4
Annual household income

Description	Amount in Peso
Total Net Income from Entrepreneurial Activities	5,086,000.00
Total Salaries and Wages	119,867,945.00
Total Income from Other Sources	10,847,100.00
Total Household Income	135,801,045.00
Total Household Income per Household	397,079.08

Barangay Maimpis households generated a robust total annual income of ₱271,999,169, with an average per household reaching ₱397,079—reflecting solid economic stability driven by local employment and supplemental ventures. Salaries and wages dominated as the primary revenue stream, contributing ₱119,867,945 (44% of total), which translates to an average daily wage of ₱960.25 per worker—competitive for the region and underscoring the barangay's reliance on formal jobs.

Entrepreneurial activities added a modest yet vital ₱5,086,000 in net income, highlighting residents' diversification into small businesses amid wage-led livelihoods. Other sources, including remittances and informal earnings, bolstered the total with ₱10,847,100, bringing the combined household average to ₱135,801,045 across all categories. This income profile positions Maimpis favorably for targeted interventions like skills training to elevate entrepreneurial shares and sustain wage growth.

Figure 3
Family planning methods



Family planning practices in Barangay Maimpis reflect proactive reproductive health management among respondents, with pills emerging as the leading method at 33.3% (12 of 36 users), signaling strong awareness and access to modern contraceptives. Withdrawal followed at 11.1%, while condoms accounted for 9.1%—both traditional yet accessible options amid diverse preferences.

Surgical interventions like vasectomy and hysterectomy were utilized by 5.6%, demonstrating a smaller but committed segment opting for permanent solutions. Alternative methods encompassed 15.4% (10 respondents), including rhythm and other non-specified techniques, highlighting methodological variety tailored to personal circumstances.

Notably, 13.9% withheld their contraception type, respecting privacy while underscoring potential gaps in disclosure comfort—though overall adoption rates affirm positive community health trends.

Table 5
Evaluation of the flagship programs of the city

Programs	Effective	Not Effective	Program Unknown
Fernandino Dialysis Center	49.6	7.0	43.4
Kayabe Kard	23.7	8.7	67.6
City College Amended Admission Regulations	39.4	6.5	54.1
Free Laptops for Public School Teachers	38.0	10.1	51.8
Reinforced Waterways			
Clean-up and Environmental Management	49.3	6.5	42.5
Task Force against Dangling/Inactive Wires	36.9	10.7	52.4

A portion of 49.6% of the respondents gave the Fernandino Dialysis Center, one of the flagship programs, a positive review or evaluation; only 7% of respondents gave the program a negative review, but 43.4% of respondents were unaware of it. About the Kayabe Kard Program, 23.7% expressed approval, 8.7% disagreed, and 67.6% were not familiar with it. 54.1% of respondents were unaware of the City College Amended Admission Regulations Program, 39.4% agreed that it worked, and only 6.5% disagreed. 51.8% of respondents were unaware of the free laptop program for public school teachers, 38% thought it was a good idea, and 10.1% disagreed.

Concerning the Waterways Cleanup and Environmental Management Program, 49.3% of respondents expressed approval of the program's evaluation, 42.5% had no idea it existed, and 6.5% of those who were aware of it thought it was poorly run. 52.4% of respondents were unaware of the Task Force against Dangling/Inactive Wires Program; 36.9% thought the program was good; and 10.7% thought the Task Force against dangling wires was ineffective.

DISCUSSION

Barangay Maimpis' average household size (4.50) ranks third highest citywide, exceeding the national 4.1 (down from 4.4 in 2015), reflecting strong Filipino family ties with sons/daughters dominant (43.7%) [Abalos & Yeung, 2023; Carr & Utz, 2020; Nomaguchi & Milkie, 2020]. Disabilities affect 8% (below national 12%), while solo parents comprise 18.3% (mirroring Philippines' 15M, mostly women) [NDPS; Pinugu, 2024].

Demographics show balanced sex (49.5% male, 50.5% female, akin to PSA 2020 national data) and youth (15-29: 29.47% > 28.9% census). Catholicism prevails (89.9%), as nationally.

Employment exceeds 54.1% (city avg. 50.4%), with 73.3% permanent, 45.1% local—top citywide, boosting accessibility [El-Geneidy & Levinson, 2021]. Unemployment mainly age-related (69.8% too young/old), per hiring preferences [White & George, 2021]. Day shifts dominate (90.4%). Income averages ₱397K/household (daily ₱960 wage-led; entrepreneurial supplemental), favoring self-employment autonomy [Ketkaew et al., 2019].

Diverse contraceptives (pills 33.3%, etc.) promote healthy communities [Sensoy et al., 2018]. Fever/cough dominant (47.2%); public hospitals preferred (44.9%). Crimes low (10 cases: rape/theft 40%, residential 60%), aligning with national 21% drop [Tupas, 2024].

Flagship programs (e.g., Dialysis 49.6% positive) score well among aware but lack majority buy-in due to poor dissemination

[Cui et al., 2020]. Citizenship excels: voting (93%), laws (87.6%), taxes (82.8%), helping (89.8%), Bayanihan spirit; moderate in festivities (60%), organizations (29.9%) [Violago, 2022; Programme, 2018; Barska & Wojciechowska-Solis, 2020; Santander, 2023].

Limitations of the Study

The study encountered several limitations that shaped its scope and findings. Primarily focused on Barangay Maimpis' socioeconomic profile across seven key areas—household traits, demography, economic activities, income, health/family planning, peace and order, and citizens' views—it grappled with respondents' strict privacy over financial details, outright refusals to participate, absence of household heads, rejections from gated subdivisions, and tight time windows for interviews. These issues constrained the sample to 355 of 4,482 households, meaning the rich data gathered may not fully capture the broader community's perspectives.

Recommendations and Future Research Directions

To address these gaps and leverage results, targeted recommendations emerge for barangay development. For households and demography, officials should implement office software to track disabled residents (8%), solo parents (18.3%), seniors (60+), and unmarried couples, while bolstering welfare through events, transport aid, pensions under the Expanded Centenarians Act, and legal rights education. Economic empowerment calls for PESO partnerships on job fairs and recruitment—especially for seasonal/unemployed youth and elders via livelihood training—plus traffic aide roles, business permit workshops, DTI's Kapatid Mentor Me program, and microfinance access. Health initiatives urge house-to-house distribution of free/low-cost contraceptives and OTC remedies for prevalent fever/cough issues, alongside campaigns promoting the barangay health center and ambulance through NGO ties. Safety measures include strategic lights/CCTV, night watchmen, curfews, Facebook safety posts, youth recreation to curb crime, and PNP conflict training. Boosting program awareness involves Facebook

testimonials/events, public speakers for alerts, software-driven beneficiary targeting, and door-to-door flyers. Voter engagement could feature COMELEC mobile units and social media drives. Finally, future research demands city-led advocacy to encourage participation despite privacy hurdles, aiming for larger, more representative samples.

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Socio-economic profile and sustainable development assessment of Barangay Bulaon, City of San Fernando, Pampanga

Tricia Mae M. Cunanan

ABSTRACT

The SEP data are valuable resources for enhancing the welfare and quality of life within the community, and UA is acknowledged for leveraging these data for the greater good of San Fernando. Sustainability is a concept about how to provide the best outcomes for the human and natural environment both now and into the future. The term 'sustainable development' was adopted by the Agenda-21 Program of the United Nations and ratified in UNCED Rio'92. The study's main objective is to assess the socioeconomic progress of Barangay Bulaon using Five Dimension Model of Sustainable Development. This includes ecological, economic, cultural, social and safety. Furthermore, his descriptive, cross-sectional study utilized a 90-item questionnaire covering 15 socio-economic variables to survey 371 respondents. The results showed an equal gender distribution with almost half of the respondents being single and majority are between the ages of 20 and 24. The majority of the respondents finished high school but marriage, work, or financial burden prevented them for pursuing higher education. In terms of environment, Barangay Bulaon has a garbage disposal system but according to the respondents it needs more environmental initiatives and waterway clean-up. Majority are from the lower-middle income class and less than half of the population are unemployed. 92.8% are Roman Catholic that supports Kapampangan traditions. They also support barangay projects but some express concerns with lack of money, sickness, family disputes, alcoholism, and unsafe environment. Moreover, only half of the population are aware of city government programs such as the Dialysis Center Program, Kayabe Kard, and City College admissions policies. To promote sustainable community, the report recommends community action projects in environmental management, volunteering, and employment generation, in addition to more strengthened policies on public safety, education access, and leadership development.

Key words: *Barangay, community, living conditions, socio-economic profile, sustainable development*

INTRODUCTION

City of San Fernando is a well-known city at the province of Pampanga, it is the Central Luzon's province capital and Bulaon is one of the city's 35 barangay. The population makes up 7.76% of San Fernando's total population. From 2015 to 2020 the population growth of the barangay was more than 2.30% (PhilAtlas et al., 2020). Bulaon is located on the island of Luzon at around 15.0818, 120.6627, with an estimated elevation of 30.1 meters, or 98.8 feet, above mean sea level.

In the website of the City Government of San Fernando it was stated that Facilities for social and economic services, such as utilities, schools, hospitals, and markets are available in the area of Barangay Bulaon, providing for the needs of the residents who were displaced and resettled because of the Mount Pinatubo eruption and the Philippine National Railway (PNR) project. Developments in the area are focused on commercial and leisure activities, key to decongesting the city center.

The University of the Assumption (UA) has been approved by the City Planning and Development Coordinator's Office (CPDCO) to utilize the Social Economic Profile (SEP) 2023 data for faculty research and community extension endeavors. The purpose of this approval is to facilitate research and extension activities that benefit the 35 barangays in the City of San Fernando by providing baseline information for barangay programs and decision-making processes.

The SEP data are valuable resources for enhancing the welfare and quality of life within the community, and UA is acknowledged for leveraging these data for the greater good of San Fernando. UA is a Higher Education Institution (HEI) committed to furthering research and community extension of faculty and

students. This academic institution cultivates a research culture by continually immersing in research undertakings about institutional, commissioned, funded, and research and development. It also promotes community extension by engaging in outreach activities. Currently, studies on socio-economic profiles and the status of communities are done abroad. Locally, there is socio-economic profile research of San Fernando in the years 2015, 2019, and 2023. However, there is no particular SEP study that specifically caters to the residents of Barangay Bulaon. There is also a research gap on sustainability in the community of the mentioned barangay. Hence, it is imperative to conduct a study that will provide conclusions and recommendations solely based on the results coming from Barangay Bulaon.

Related Literature

Socio-economic status

The American Psychological Association (APA, 2024) emphasizes that socioeconomic status (SES) is a multi-dimensional construct that includes subjective evaluation of social comparison classes and objective qualities like income, education, and occupation. Socioeconomic status also refers to the absolute or relative levels of economic resources, power, and prestige closely associated with the wealth of an individual, community, or country. It is a multidimensional construct comprising multiple factors, such as income, education, employment status, and other factors (Centers for Disease Control and Prevention, 2023).

Oakes (2014) defines socioeconomic status (SES) as being “a construct that reflects one’s access to collectively desired resources, be they material goods, money, power, friendship networks, healthcare, leisure time, or educational opportunities.” Among the reasons presented by Oakes (2014) arguing the

importance of SES are to quantify the level of stratification or inequality between societies, capture and understand changes to the structure of a society, and understand the change of social status over time.

There were studies conducted on socio-economic profile (SEP). Most of the members of the households are young and in-school. Household heads' primary occupation is fishing, a shift from mussel farming- the town's major industry in the past decades. Perceived threat by the beneficiaries is related to the environment specifically typhoon and the problems on waste disposal. It also identified law enforcement as weak leading to dwindling fish catch, mass mortality of mussel, red tide and other problems affecting their primary sources of income. However, they could not relate these phenomena to the most likely causes. The current occupation does not provide sufficient income for the family as they seek for alternative jobs.

Garbage and poor implementation of laws are among the identified problems of the beneficiaries. Another study conducted was conducted in rural area and surrounding of Bangalore urban in India by Shivagangavva (2022), Study reveals that most of the rural people occupation was dairying, younger generation (36- 41 age) was more involved in more than others and their average operational holding (6.40) acre was less in dairy farmers as compare to non-dairy farmers. Education level was more in non-dairy farmers than the dairy farmers as dairy demands more labours. Dairy act as one of the instrument to alleviate the poverty generates the employment, income and provides the sustainable livelihood security for the dairy farmers.

There are several aspects included in the socio-economic profile. It includes such as demography which is the statistical study of human populations (National Geographic, 2024; Klimczuk,

2021). Klimczuk (2021), stated that demography changes in their quantity are associated with migration, fertility, and mortality. The socio-economic profile also includes education and literacy. Education is the process of acquiring knowledge, skills, values, and habits while literacy is the ability to read, write, speak, and listen effectively (Loveless, 2023). Literacy is a basic skill that enables individuals to communicate and understand written information (Smith, 2023). Literacy is considered important to success in several contexts and scenarios (Pilgrim & Martinez, 2013). These are just some examples of aspects included in the socio-economic profile.

Sustainable development

According to Friedman (2005), the emergence of sustainability science builds towards an understanding of the human–environment condition, with the dual objectives of meeting the needs of society while sustaining the life support system of the planet. Sustainability is a concept about how to provide the best outcomes for the human and natural environment both now and into the future. The concept relates to social, economic, environmental and institutional aspects of human society and the physical environment.

The term ‘sustainable development’ was adopted by the Agenda-21 Program of the United Nations and ratified in UNCED Rio’92. The 1995 World Summit on Social Development further defined this term as, ‘the framework for our efforts to achieve a higher quality of life for all peoples, in whom ‘economic development, social development and environmental protection are interdependent and mutually reinforcing components’.

Yáñez-Arancibia et al., (2013) stated that sustainable development creates ways to increase relief from poverty, achieve

equitable standards of living, satisfy the basic needs of all peoples, and establish sustainable political practices all while taking the steps necessary to avoid irreversible damages to natural capital in the long term.

Theoretical Framework

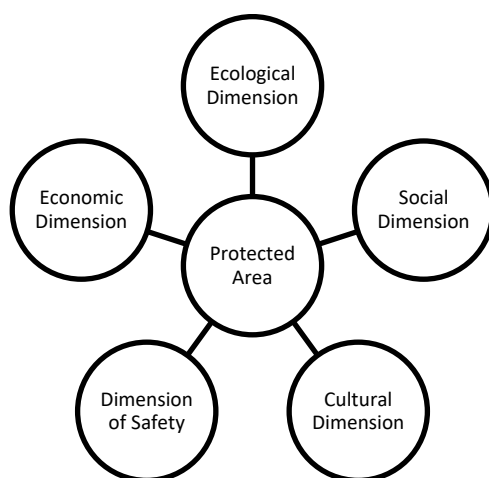
The investigation is based on "The Socioeconomic Profile of the City of San Fernando, Pampanga: A Terminal Report (September 2023)." In this study, it used a conceptual framework from the Community-Based Monitoring System (CBMS) to address the needs of city planners. Additionally, it employed the Five Dimensions Model of Sustainable Development, which was based on the study of Tomaškinová et al. (2021). This model focuses on innovative approaches to benefit all officials, taking into account the economic circumstances, social development, community structure, and attitudes within a community. These factors can significantly impact the community's ability to invest in sustainable projects, address environmental issues, and promote a culture of sustainability. The Five Dimensions Model of Sustainable Development (Figure 1) comprises five dimensions: ecological, economic, cultural, social, and safety. Environmental sustainability involves protecting the environment and renewing natural resources, while economic sustainability focuses on economic growth, equity, ecological balance, and resource conservation. Social sustainability promotes equality, respect for individual rights, and assessing the social consequences of a company's activities. Cultural sustainability incorporates cultural aspects and promotes sustainable lifestyles, while the safety dimension refers to good governance and stability while protecting the community's well-being.

Therefore, modern management strategies for protected areas (PAs) need to consider all five dimensions of sustainable

development: ecological, social, cultural, economic, and safety aspects (Tomaškinová et al., 2019). This involves implementing a wide range of management policies such as ecological management, visitor management (Lange & Jungmeier, 2014), and knowledge management through education, information systems, and the generation of scientific knowledge (Getzner et al., 2012). The vulnerable ecosystems, visitors, and the management of PAs cover various property rights, relevant policies, decision-making bodies, and authorities, constituting the governance system of protected areas (Jungmeier, 2014). In this research, the protected area under consideration is barangay Bulaon.

Figure 1

Five-dimension model of sustainable development



Source: https://www.researchgate.net/figure/Five-Dimensions-Model-of-Sustainable-Development-source-Authors-own-draft_fig3_349947350

Problem Objectives

The study's main objective is to provide the latest socioeconomic profile of Barangay Bulaon. Specifically, this study

utilized the Five Dimensions Model of Sustainable Development: (1) Ecological Dimension, (2) Economic Dimension, (3) Cultural Dimension, (4) Social Dimension, and (5) Dimension of Safety.

METHOD

Research Design

The study utilized descriptive, cross-sectional research designs. It is descriptive because it characterized the socio-economic factors. A descriptive research design purports to accurately and systematically describe a population, situation or phenomenon and it answers what, where, when and how (Sirisilla, 2023). It is cross-sectional because it is one time data gathering only. A cross-sectional study is defined to be the gathering of relevant data at a given point in time which means that there is no time dimension involved (Kesmodel, 2018).

Respondents and Sampling Design

The respondents for the study hail from Barangay Bulaon. They are residents in this particular locality. The total no. of households surveyed is 371 while the average household size is 4.18 individuals.

Raosoft, an online sampling calculator, was utilized to calculate the appropriate sample. The computed sample size for Barangay Bulaon is 366. The barangay has a sufficient representative sample with a confidence level of 95% and margin of error of 5%.

The research team of SEP (2023) prepared Google Maps for the barangay and mapped-out sectors by designating numbers. Using a sample population range, 351-400 respondents would need seven sectors. Each team identified the drop-off starting pints

and assigned a sub-team for each drop-off point for the household survey.

Research Instrument

The questionnaire consists of ninety (90) items with several sub-items and reference codes covering 15 key socioeconomic variables identified by the city officials. The first part of the questionnaire presents the household location and identification code, followed by the respondent's name, field enumerator and supervisor. The remaining part is a combination of items from the Community-based Monitoring System (CBMS) used by legitimate institutions, businesses and government sectors in the country. The City Planning and Development Coordinator's Office (CPDCO) and the UA-RPO handled the updating, item inclusions and amendments to the research instrument.

Information on people's migration were included under demography. The city government's flagship programs and citizenship self-assessment were assessed under the citizen's perspective. The programs were evaluated utilizing three (3) and five (5) point Likert scale tables and four (4) open-ended questions.

Data Collection

Courtesy calls to barangay officials were made a day prior the actual data gathering. This is to ensure their cooperation and the respondents' participation. Student enumerators were assigned by partners. As much as possible, the dyad consisted of at least one male to ensure safety and security. The enumerators were tasked to accomplish a quota of five to six checklists within three hours. Upon the discretion of enumerators, the interview mode shifted from direct to pencil and paper administration, where the

respondents can write their responses directly in the questionnaire with no or minimum assistance.

The accomplished research instruments were cleaned by the field supervisors to assure the quality of the information gathered. Aside from the duties of cleaning and editing by the field supervisors, they are also responsible in resolving problems arising from the actual field survey. Survey revisits were performed to meet the minimum number of requirement in the barangay.

Ethical Considerations

Application to the University of the Assumption Research Ethics Board (UAREB) was sought. The UAREB proposal form was accomplished while the research protocol and consent form were attached. The UAREB's approval was essential in ensuring that the procedures and protocols observe ethical prudence. The informed consents included all the essential elements such as the confidentiality and the right to withdraw clauses. The CPDCO disseminated the communication letter addressed to Barangay Dolores as part of their support to the research team of SEP (2023). A scheduled visit was transmitted to get the barangay officials' assistance and cooperation. An ocular visit and phone call were made to ensure that the barangay officials would extend their support and cooperation. Student enumerators were trained to be polite and observe survey guidelines in the enumerator's survey kit. Ready-made self-introductory remarks were prepared to be recited by student enumerators at the beginning of the face-to-face survey.

The enumerators observed privacy and confidentiality. The respondents agreed to sign the informed consent and participated in the data gathering. They showed collegiality in persuading difficult residents to give their consents as respondents through a diplomatic approach.

Data Analysis

Data encoders familiar with spreadsheets such as Accountancy students were recruited and trained in the encoding of data. The responsibilities of SEP encoders for the research were thoroughly presented and discussed. Through rigid hands-on training, they learned how to encode data through number codes in spreadsheets and became familiar with the instrument answers. The assistant project leader facilitated the hands-on-training for data analysis in two separate sessions at the university's computer laboratory. The submission of the encoded data was supervised and screened by the liaison officer.

Using a licensed Statistical Package for Social Sciences (SPSS) Version 17, the quantitative data were processed and summarized utilizing descriptive statistical analysis. Frequency and percentage distribution, central tendency (mean) and data dispersion (standard deviation) were obtained to provide comparisons in terms of proportions. Cross- tabulations were computed using the software to visualize associations among the dimensions of the barangay. Evaluation of the flagship programs was measured using the scale provided. Recoding in various variables was done to sort and process pertinent data needed in determining the socio-economic classifications and other relevant constructs. The socio-economic classifications were identified following the given formula, and a frequency distribution table was generated. Tables were systematically presented, answering every research problem of the study.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency (<i>f</i>)	Percentage (%)
Sex	Males	881	52.3
	Females	739	47.7
Age	20–24	167	11.0
Civil Status	Single	730	49.0
Educational Attainment	High school graduate	399	33.9
Literacy	Read and write	1,488	96.0

In Table 1, it is shown that there are somewhat more male respondents than female. Additionally, more than one-tenth of the population falls within the 20-24 age bracket, with almost half being single. Over a third of the respondents have completed high school. Lastly, the majority of participants possess the ability to read and write.

Table 2
Ecological dimension-waste and cultivation

Category	Details	<i>f</i>	%	Total
Garbage Disposal	Collection	341	95.3	
	Burning	10	2.8	
	Segregation	5	1.4	
	Composting	2	0.6	
Waterways Cleanup Program	Effective	191	51.5	
	Not Effective	25	6.7	
	Unknown	155	41.8	
Fruit Trees	Banana	38		112
	Mango	34		
	Guava	18		
	Santol	8		
	Makopa	1		
	Others	13		

Category	Details	<i>f</i>	%	Total
Vegetables	Talong	10		41
	Repolyo	10		
	Sili	10		
	Kamatis	8		
	Ampalaya	2		
	Sitaw-Bataw	1		

Table 2 shows that there is a garbage disposal system in Barangay Bulaon, but some still choose to burn the garbage. It was also revealed that almost half of the population is not knowledgeable or unaware of the program of waterways cleanup and environmental management program. There are 112 household that have fruit bearing trees specifically, banana, mangoes, guavas, santol, makopa and other fruit-bearing trees. On the other hand, only 41 household have cultivated vegetables or crops, specifically talong, repolyo, sili, kamatis, ampalaya, sitaw and bataw.

Table 3

Economic dimension-employment and socio-economic classifications

Category	Details	<i>f</i>	%
Employment Status	Working	565	52.8
	Not Working	506	47.2
	Too young/old		
Reasons for Unemployment	Looking (never worked)	254	54.7
	Not looking (worked before)	80	17.2
		50	10.8
	Looking (worked before)	42	9.1
		38	8.2
	No job (worked before)		
Nature of Employment	Permanent	389	75.1
	Short-term	106	20.5
	Day-to-day	23	4.4

Category	Details	<i>f</i>	%
Place of Work	Barangay	251	44.4
	City	201	35.6
	Province	76	13.5
	Country	25	4.4
	Region	8	1.5

Table 3 shows that over half of the population is employed, with 8 out of 10 respondents having permanent jobs. It also indicates that the primary reason for unemployment is age, with individuals being either too young or too old for work. Furthermore, 6 out of 10 respondents are not actively seeking employment. It also illustrates that three out of five respondents are employed within the Barangay or City.

Table 4

Education and socio-economic profile

Category	Details	<i>f</i>	%
Reasons for not Attending School	Finished	292	36.3
	Marriage	160	19.9
	High cost	96	11.9
	Employment	92	11.4
Socio-Economic Class	Lower Middle	161	43.4
	Middle-Middle	125	33.7
	Upper Middle	54	14.6

Table 4 revealed that most of the respondents finished schooling already but there are other reasons that the residents are not attending school such as marriage, the high cost of education, and employment. Lastly, as seen in the table majority of the respondents are lower middle-income class.

DISCUSSION

The purpose of this study is to understand the socioeconomic profile of Barangay Bulaon. Specifically, it tackled five dimensions of a community's sustainable development, the Ecological, Economic, Cultural, Social, and lastly the dimension of safety.

The demographic profile of Barangay Bulaon is clearly defined based on the study results and surveys conducted in this area. The distribution of men and women among the respondents is approximately equal, in line with global statistics from the United Nations Department of Economic and Social Affairs Population Division (2019). The majority of participants are single, and more than a quarter of them have completed high school. Higher education plays a significant role in societal transformation, as noted by Lawrence and Nkoane (2020). The aspiration for higher educational attainment among young learners is crucial. According to the State of Philippine Education Report (2023), approximately 30.5% of secondary education graduates in the Philippines pursue college education due to economic constraints.

The ecological aspect reveals that Barangay Bulaon has a well-established garbage disposal system, although there are still a few instances of garbage being burned. According to Abubakar et al. (2022), solid waste management (SWM) is a crucial duty of urban administrators and serves as an important measure of good governance. Efficient SWM helps to reduce negative health and environmental effects, preserve resources, and enhance the quality of life in urban areas.

It has been observed that only a few people are aware of the waterways' clean-up and environmental management program. This lack of awareness could hinder efforts to promote advocacy.

According to an article by Tecson (2020), the City Environment and Natural Resources Office (CENRO) initiated a project to plant 23,000 different types of plants along Jose Abad Santos Avenue (JASA) to improve air quality in the city. Pasion, in a statement, emphasized that the primary objective of this initiative is to mitigate the impact of climate change and enhance air quality by utilizing the air-purifying properties of plants.

Findings also indicate that a few number of household participate in fruit bearing trees and cultivating vegetables and crops. In the study of Hoffman (2020), tree planting project connected individuals to their community after participation. A highly significant correlation ($r=.934$; $p<.001$) between community service work is important to increase sustainability.

Within the economic dimension, the data indicates that the employment rate is only 2% higher for working individuals than for those who are not working. The majority of unemployed individuals are unemployed due to their age. According to the Philippine Statistics Authority (2023), the unemployment rate in Central Luzon decreased to 3.3 percent in October 2023, down by 1.1 percentage points from 4.4 percent in July 2023. This translates to 190 thousand people being unemployed. Employment is crucial for the transition from subsistence to an industrial society, as outlined on the website of the Swiss Program for Research on Global Issues for Development. Employment strategies play a key role in development policies by aiming to find optimal combinations of economic resources and human capital to increase productivity. Full-time employment and higher incomes are typically associated with improved living conditions, expanded social connections, increased financial stability, and higher overall happiness levels (Livingston et al., 2022). Lastly, regarding the economic aspect, it was revealed that numerous residents are not attending school. Some have completed their education, while others are not

attending due to marriage, high educational costs, and employment. In a 2003 conference of the United Nations Educational, Scientific, and Cultural Organization (UNESCO) Executive Board, the importance of quality education as a crucial tool for achieving a more sustainable world was highlighted. This emphasis was reiterated at the UN World Summit in Johannesburg in 2002, where the reorientation of current education systems was identified as key to sustainable development. Education for sustainable development (ESD) promotes the acquisition of knowledge, skills, understanding, values, and actions required to create a sustainable world, which ensures environmental protection and conservation, promotes social equity, and encourages economic sustainability.

The cultural dimension reveals that the majority of respondents are Roman Catholics. According to Schliesser (2024), with 85% of the global population following a religious faith, these faith communities hold significant influence as transnational civil society actors. This influence extends to addressing current global challenges, as evident in the concept of "Common Home," which underscores the shared relevance of faith and secular actors. Tomalin (2019) also emphasizes the key role of religion as a major factor in cultural, social, political, and economic aspects of many official development assistance recipient countries. Understanding the dynamics of religion and the involvement of faith communities and actors is crucial for achieving sustainable development.

According to Tables 12 and 13, residents of Barangay Bulaon are actively supporting and engaging with Kapampangan traditions and products. As discussed in a United Cities and Local Governments (2018) article, cultural expressions, services, goods, and heritage sites have the potential to foster inclusive and sustainable economic development.

Second to the last is the social dimension. It refers to the interpersonal connections and interactions within a culture or community (Talan et al., 2020). Common problems encountered include a lack of money, which is the most difficult, and next is sickness. According to a study by Friedline et al., (2021), families with inadequate income, wealth, or debt may experience economic hardship that precipitates stress when they struggle to afford their current and ongoing financial obligations. In a conference held in December 2022 by the Department of Economic and Social Affairs, it was stated that sustainable development can be achieved only in the absence of a high prevalence of debilitating communicable and non-communicable diseases. Family disputes are a common concern among individuals in Barangay Bulaon. Personal differences based on opinions may lead to misunderstanding among family members. A certain level of family conflict is unavoidable in human life. However, ongoing disputes can be unpleasant and detrimental to family relationships (Aye et al., 2016). Alcoholism is also considered another problem in the community. According to an article, alcohol limits people's opportunities for personal development and independence, causes people to become less involved in politics, and leads to poor conditions in education, health, and increased social problems (Alcohol Is a Barrier to Development - the IOGT-NTO Movement, 2021). Some households have also shared their problem of an unsafe environment. Living in an unsafe neighborhood can disrupt and detract from a child's healthy development. Unsafe environments are also linked to higher rates of juvenile delinquency, academic failure, child abuse, and neglect (The Annie E. Casey Foundation, 2021). In the social dimension, it was also revealed that the highest rank in the distribution of residents in Barangay Bulaon are not members of a local organization. However, even though they are not members, the majority of respondents extend help to the barangay and fellow Fernandinos. Unity and effective

leadership are prerequisites to sustainable community development (Namahe, et al., 2015).

Lastly, there is the safety dimension. While a few households have experienced crime, most did not specify the type of crime or the location. When individuals feel secure in their neighborhoods and public spaces, they are more inclined to participate in social and economic activities, which contributes to community development and prosperity (John, 2023).

Incorporating the client's perspective, the researcher uncovered their endeavors to enhance their family's livelihood. It is evident that livelihood opportunities significantly impact community development. As stated by DeWitt (2008), these opportunities can foster community development through the provision of economic stability, job creation, and enhanced living standards. Similarly, Maharjan and Issahaku (2014) assert that livelihood opportunities can positively influence community development by fostering economic growth, social equity, and environmental sustainability.

In addition to the client's perspective, many residents in the City of San Fernando, Pampanga are unaware of the government programs that have been implemented. These programs are aimed at addressing the increasing number of patients with chronic kidney diseases. One notable initiative is the establishment of a dialysis center that offers free services to the residents. The San Fernando Hemodialysis Center Corporation not only provides medical care but also fosters a sense of community and belonging among the patients. Additionally, there is a system called The Kayabe Kard Portal, which categorizes residents based on their level of needs and provides access to medical services and medications through the City Health Office, Rural Health Units, and barangay health centers. It is important to familiarize oneself with these programs.

Limitations of the Study

The research has some limitations despite gathering information from respondents. Some participants did not disclose essential economic aspects, due to concerns about privacy and confidentiality. As a result, the study may not have accurate statistics on economic variables. Improving awareness about the significance of providing precise information in socio-economic studies to ensure more reliable results. Additionally, the research had a limited number of respondents in the Barangay, which may not fully represent the perceptions and opinions of the majority of Barangay Bulaon residents.

Conclusions

This study examined the socio-economic profile of Barangay Bulaon, City of San Fernando, with a particular focus on sustainable development. It provided recommendations for programs and activities aimed at improving the living conditions in the barangay, with specific attention to ecological, economic, cultural, social, and safety dimensions. The majority of residents in Barangay Bulaon are Catholics and they value the effective garbage disposal system and they actively support Kapampangan traditions and products.

On the other hand, many residents have not completed their tertiary education due to reasons such as marriage, employment, and high education costs. There is also limited awareness of admission regulations for City College. The unemployment rate among Fernandinos is 2% higher, with age being a significant factor. Common household problems include lack of money, family disputes, alcoholism, and safety concerns. Although few residents have experienced crime, the lack of location details suggests a

need for programs and interventions to address community concerns and promote community development.

Recommendations

To the barangay officials

1. It is recommended to initiate community action projects targeted at addressing various aspects of the community system, including:
 - a. Environmental management: This can involve organizing community clean- up drives, establishing community gardens, implementing water management initiatives, and launching recycling programs to enhance the ecological dimension.
 - b. Volunteering activities: These activities should aim to change people's attitudes and behaviors, align with their values and ethics, strengthen social relationships, and increase participation in the barangay and church.
 - c. Employment opportunities: Consider organizing job fairs or sharing job openings to cater to both young and older individuals in the community.
2. It is recommended to strengthen policies to improve and enhance the effectiveness of current programs that focus on:
 - a. Policy interventions aimed at creating more productive and high-quality employment opportunities that provide income for Filipino workers.
 - b. Strengthening existing strategies and plans of action to reduce the harmful use of alcohol.

-
- c. Additionally, the Barangay can establish or appoint an appropriate organization or individual to be responsible for these policies and strategies and coordinate with other relevant sectors.
 - 3. It is recommended to increase awareness about access to education for Fernandinos, including City College admission regulations (a privilege that should be available to less fortunate Fernandinos) and information about other available scholarships. It is also recommended to recruit volunteer teachers who can make education accessible and teach the residents of Barangay Bulaon, regardless of age, perhaps once a week.
 - 4. It is recommended to continuously enhance public safety and security in the barangay by actively engaging in crime prevention, patrolling, and collaborating with other officials and residents of Barangay Bulaon.
 - 5. It is recommended to start public awareness campaigns to improve living conditions.
 - a. These campaigns should focus on self-care activities, work-life balance, healthy lifestyle, financial literacy, family planning, conflict management, and other related topics.
 - b. Additionally, providing care and support for individuals struggling with life is important. This can be done through "kumustahan" sessions, especially for vulnerable populations, where volunteers such as counselors, mental health practitioners, or organizations can offer their support.

6. Lastly, it is recommended to continuously enhance the leadership and commitment of barangay officials. They should also participate in various seminars and workshops to improve their skills and prioritize self-management, leading to the sustainable development of the community.

Barangay officials, residents of Barangay Bulaon, and the University of the Assumption can work hand-in-hand. The University will be willing to assist in other areas where needed.

To the future researchers

To gain a deeper understanding of the experiences of the residents of Barangay Bulaon, it is recommended to conduct a phenomenological research study. This will help uncover additional experiences and identify areas for further improvement within the Barangay. The researcher is hopeful that this research will contribute to the achievement of sustainable development in the community of Barangay Bulaon.

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Socio-economic profile of Barangay Pandaras, City of San Fernando, Pampanga

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ABSTRACT

This study explores the socio-economic profile and status of Barangay Pandaras, a remote area within the city, aiming to provide updated data for better understanding and planning. Specifically, it examines the demographic characteristics of residents, their economic activities, common problems, perceptions of San Fernando's flagship programs, and their awareness of civic duties and responsibilities. A descriptive, cross-sectional research design was used, involving 224 residents as respondents. Data were collected through a 90-item questionnaire covering 15 key socio-economic indicators identified by city officials. The data were analyzed using descriptive statistics through SPSS Version 17. Findings revealed that most households rely primarily on salaries and wages as their main source of income, followed by entrepreneurial activities and other sources. The top household expenditures include food, education, electricity, fuel, and transportation. The most pressing problems identified were lack of money, illness, family conflicts, alcoholism, and unsafe living conditions. Among the city's flagship programs, the Fernandino Dialysis Center was rated as the most beneficial. In terms of civic responsibilities, respondents highlighted voter registration, timely tax payment, and adherence to city ordinances as their primary duties. Based on these findings, the study recommends prioritizing job creation to address financial difficulties, increasing funding for the dialysis center, and improving the distribution and awareness of the Kayabe Kard program. It also suggests regular inspection of electrical lines for safety, better environmental planning, and enhanced promotion of city programs through social media. Encouraging active citizen participation is essential to strengthening community values such as unity, responsibility, and cooperation.

Key words: expenditures, flagship, income

INTRODUCTION

Pandaras is a remote barangay in the City of San Fernando, Pampanga. Barangay Pandaras shares a common border with four barangays coming from different municipalities, namely: Sto. Rosario Pau, Sto. Tomas, Pampanga, Brgy. Dela Paz, San Simon, Pampanga and Brgy. Lagundi, Mexico, Pampanga, which is considered a distant barangay from the city of San Fernando, Pampanga. Pandaras is located at around 15.0304, 120.7248, in the island of Luzon and its elevation is estimated at 6.6 meters or 21.7 feet above mean sea level (PhilAtlas, 2023). The population of Barangay Pandaras, determined by the 2020 Census, was 1,601. This represented 0.45% of the total population of the city (PhilAtlas, 2020).

According to the City Government of Pampanga (2024), Barangay Pandaras is not considered as a regional transport hub growth corridor as it is part of the service area along with Barangay San Pedro and Barangay San Felipe. The majority part of the Barangay is made up of rice fields, and agriculture is the main contribution in the city. As a distant barangay in the city, Pandaras is not a major contributing factor in the economic activities within the city. Businesses, such as commercial banks, restaurants, drug stores, convenience, and the like are some of the establishments that help other barangays generate additional income, something that is not always evident in Barangay Pandaras.

Because of its distance from the city and its lack of closeness to the developed barangays of the City of San Fernando, Pampanga. The University of the Assumption (UA), received and granted the necessary approval by the City Planning and Development Coordinator's Office (CPDCO) to utilize the Socio-Economic Profile (SEP) 2023 data for faculty research and community extension endeavors. This approval aims to promote research and extension efforts that would benefit the 35 Barangays in the City of San Fernando, Pampanga by providing relevant information needed for barangay developments, projects and decision-making processes.

The Social Economic Profile (SEP) Data are important tools and parameters for improving community welfare and quality of life within its target community, and with the partnership and collaboration of the University of the Assumption together with the research and planning office, UA is highly committed to deliver quality and beneficial research.

At present, there are no studies specifically to the residents of Barangay Pandaras regarding their socioeconomic profile and the status of the community. Thus, it is timely and relevant to conduct research that will contribute to the welfare of the residents of Barangay Pandaras.

Literature Review

The social and economic experiences and realities that shape a person's personality, opinions, and way of life are known as socioeconomic variables. (Definition of Socioeconomic Factors, 2018). The American Psychological Association (APA, 2024), explains that socioeconomic status (SES) is a broad term that includes factors such as income, educational attainment, occupational prestige, and subjective perceptions of social status and class. It also reflects opportunities and quality of life characteristics that individuals in society have access to, and it is a reliable predictor of a wide range of psychological outcomes. According to Abdrabo and Hassaan (2003).

There were several research studies conducted on the socio-economic profile (SEP). Hamdouch et al., (2017) evaluated the economic performance based on several economic activities in a study of the socio-economic characteristics of small and medium-sized towns called Insights from European Case Studies. Varma (2022) studied the socio-economic profile of the households that determines the disparities in terms of various social, economic and institutional factors across different states.

The socio-economic profile comprises different components. It includes demography, which focuses on the

population and attributes of the local population, including age, sex, marital status, and other factors (Demography, 2024).

Education and literacy are further components and an essential part of the socio economic profile.. Education is the intentional, methodical, and continuous process of imparting, eliciting, or acquiring information, values, attitudes, abilities, or senses, as well as any learning that comes from the process. (Cremin, Publication Education, p.27). According to the UNESCO Institute for Statistics, the capacity to recognize, comprehend, interpret, produce, communicate, and calculate with printed and written materials in a variety of circumstances is known as literacy. In addition, by all measures, literacy is the capacity to read and write (UNESCO, 2017). Also, Orality, or oral tradition, is often used to contrast literacy with a wide range of oral communication techniques. (Foley, 2024).

Part of the socio-economic profile is the part of the economy that deals with producing, acquiring, or selling products and services. An economic activity is any activity involving the production, distribution, or consumption of goods or services. (Singer, 2024). The starting point of economic activity is consumption. A person will act to fulfill their desires if they have any. Consumption, which is also the fulfillment of human desires, is the outcome of such an endeavor (Team, 2023). In addition, sustainable techniques are being used more and more in modern activities in an effort to strike a balance between social justice, environmental responsibility, and profitability. (Singer, 2024). Income, or the money received by an individual or organization in exchange for their services or commodities, is a crucial aspect of economic activity. (FreshBooks, 2023b). The income and employment theory of John Maynard Keynes's Keynesian economics places a strong emphasis on consumption because it is the foundation of economic activity. According to Keynesian theory, consumption of goods and services will cause a decrease in production if it does not increase the demand for those goods and services. Businesses will fire employees as a result of lower output, which will lead to unemployment. Thus, consumption influences an economy's output and revenue. (Team, 2023).

In connection to economic activities, participating and engaging in community engagement in meaningful and regular activities that promote and enhance social welfare is known as community involvement. Examples of community involvement include interacting with the local government, neighborhood associations, schools, nonprofit organizations, and/or neighborhood associations through volunteering or donations (Jasper & Jasper, 2020). These strategies focus on changing people's direct perception of different problems that may arise in the community of the outcome of a legislative or administrative action in order to support the utility's position within the community and public in general.

It takes a broad initiative to assess the necessary action to appropriately satisfy the needs of the community while addressing social, economic, and environmental concerns. Thus, Flagship projects are regarded as extremely useful government initiatives to solve concerns, lessen difficulties, and accomplish particular objectives. It has to do with the best or most significant item that a company manufactures or has, such as a structure, concept, or product. (Flagship, 2024).

The general well-being of the Philippines depends on the obligations and responsibilities of its citizens. In light of this, the fulfillment of the obligations as a Filipino citizen comes in a variety of ways. For example, honoring the rich history of the Philippines, valuing our many cultures and customs, participating in national development initiatives, and being aware of and abiding by the laws that have been placed in place (*3 Responsibilities Every Government Has Towards Its Citizens*, 2020). On the other hand, concrete examples within the community follow city ordinances, supporting and patronizing local products of the community and introducing them to their friends, working on ways to develop their skills and talents, and participating in city activities.

Problem Objectives

The main objective of the study is to provide the latest socio-economic profile of Barangay Pandaras. Specifically, it aims to:

1. Describe the demographic profile of the respondents. 2. Determine the economic activity of the respondents. 3. Identify the most commonly encountered problems of the respondents. 4. Describe the citizens' perspectives on the flagship programs of San Fernando. 5. Determine the duties and responsibilities of Fernandinos. 6. Identify strategies for research utilization in the community.

METHOD

Research Design

Descriptive and cross-sectional research designs were used in the study. Its description of the socioeconomic elements makes it descriptive. A descriptive research design is a research method describing the characteristics of the population or phenomenon studied. This research design focuses more on the “what” of the research subject than the “why” of the research subject (Bhat, 2023). It is cross-sectional because it is a one-time data gathering only. A cross-sectional study is a type of research design in which you collect data from many different individuals at a single point in time (Thomas, 2023).

Respondents and Sampling Design

The study's respondents are from Barangay Pandaras. The total no. of households surveyed is 224 out of the 513 estimated no. of households, while the average household size is 6.67 individuals.

Raosoft, an online sampling calculator, was utilized to calculate the appropriate sample. The computed sample size for Barangay Pandaras is 224. The barangay has a sufficient representative sample with a confidence level of 95% and a margin of error of 5%.

The research team of SEP (2023) prepared Google Maps for the barangay and mapped out sectors by designating numbers. Using a sample population range, 351-400 respondents would need seven sectors. Each team identified the drop-off starting

points and assigned a sub-team for each drop-off point for the household survey.

Research Instrument

The questionnaire consists of ninety (90) items with several sub-items and reference codes covering 15 key socioeconomic variables identified by the city officials. The first part of the questionnaire presents the household location and identification code, followed by the respondent's name, field enumerator, and supervisor. The remaining part is a combination of items from the Community-based Monitoring System (CBMS) used by legitimate institutions, businesses, and government sectors in the country. The City Planning and Development Coordinator's Office (CPDCO) and the UA-RPO handled the updating, item inclusions, and amendments to the research instrument.

Information on people's migration was included under demography. The city government's flagship programs and citizenship self-assessment were assessed from the citizens' perspective. The programs were evaluated utilizing three (3) and five (5) point Likert scale tables and four (4) open-ended questions.

Data Collection

Courtesy calls to barangay officials were made a day prior to the actual data gathering. This is to ensure their cooperation and the respondents' participation. Student enumerators were assigned by partners. As much as possible, the dyad consisted of at least one male to ensure safety and security. The enumerators were tasked to accomplish a quota of five to six checklists within three hours. Upon the discretion of enumerators, the interview mode shifted from direct to pencil and paper administration, where the respondents can write their responses directly in the questionnaire with no or minimum assistance.

The accomplished research instruments were cleaned by the field supervisors to ensure the quality of the information gathered. Aside from the duties of cleaning and editing by the field

supervisors, they are also responsible in resolving problems arising from the actual field survey. Survey revisits were performed to meet the minimum number of requirements in the barangay.

Ethical Considerations

Application to the University of the Assumption Research Ethics Board (UAREB) was sought. The UAREB proposal form was completed while the research protocol and consent form were attached. The UAREB's approval was essential in ensuring that the procedures and protocols were observed in ethical prudence. The informed consents included all the essential elements, such as confidentiality and the right to withdraw clauses. The CPDCO disseminated the communication letter addressed to Barangay Dolores as part of their support to the research team of SEP (2023). A scheduled visit was transmitted to get the barangay officials' assistance and cooperation. An ocular visit and phone call were made to ensure that the barangay officials would extend their support and cooperation. Student enumerators were trained to be polite and observe survey guidelines in the enumerator's survey kit. Ready-made self-introductory remarks were prepared to be recited by student enumerators at the beginning of the face-to-face survey.

The enumerators observed privacy and confidentiality. The respondents agreed to sign the informed consent and participated in the data gathering. They showed collegiality in persuading difficult residents to give their consents as respondents through a diplomatic approach.

Data Analysis

Using a licensed Statistical Package for Social Sciences (SPSS) Version 17, the quantitative data were processed and summarized utilizing descriptive statistical analysis. Frequency and percentage distribution, central tendency (mean) and data dispersion (standard deviation) were obtained to provide comparisons in terms of proportions. Cross-tabulations were computed using the software to visualize associations among the dimensions of the barangay. Evaluation of the flagship programs

was measured using the scale provided. Recoding in various variables was done to sort and process pertinent data needed in determining the socio-economic classifications and other relevant constructs. The socio-economic classifications were identified following the given formula, and a frequency distribution table was generated. Tables were systematically presented, answering every research problem of the study.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency	Percentage (%)
Sex	Male	423	51.30
	Female	401	48.70
Age in years	0 - 4	53	6.68
	5 - 9	45	5.67
	10 - 14	55	6.94
	15 - 19	68	8.58
	20 - 24	83	10.47
	25 - 29	72	9.08
	30 - 34	68	8.58
	35 - 39	62	7.82
	40 - 44	72	9.08
	45 - 49	56	7.06
	50 - 54	57	7.19
	55 - 59	33	4.16
	60 - 64	22	2.77
	65 years old above	47	5.93
Civil Status	Single	352	44.3
	Married	398	50.1
Religion	Roman Catholic	699	94.01
Educational attainment	High school graduate	119	21.52
Literacy	Read and write	802	97.6

The respondents are evenly and properly distributed with reference to sex. Most of the respondents came from ages ranging from 20 - 24 years old, followed by 40 - 44 years old, with a total of 10.47% and 9.08% respectively. As regards to the civil status, there is a minimal gap between the total numbers of single and married respondents. The majority of the respondents are identified as Roman Catholics. Meanwhile, Over 50% of those surveyed have completed their high school education. The majority of the respondents are proficient readers and writers.

Table 2
Economic activity

Activity	Description	f	%
Distribution of employment status of working age	Employment status	557	100.0
Distribution of employed residents according to place of work	Within barangay	114	43.8
	Within city	74	28.5
	Within Province	45	17.3
	Within Region	6	2.3
	Within Country	21	8.1
Distribution of employed residents according to time of work	Dayshift (7am - 5pm)	247	95.4
	Nightshift (7am - 5pm)	12	4.6
Nature of employment of Fernandinos	Permanent job	154	68.1
	Short - Term or Seasonal	58	25.7
	Worked Different Employer	14	6.2
According to Class Worker	Private company	75	36.1
	Government	14	6.7

Majority of the respondents work within the barangay, followed by within the city with a total of 43.80% and 28.5% respectively. Almost all of the respondents work a day shift. As

regards the nature of employment of Fernandinos, the majority of the respondents have a permanent job, and most of them work in private companies.

Table 3

Annual household income

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	4,069,600.00
Total salaries and wages	39,352,220.00
Total income from other sources	2,991,000.00
Total household income	46,322,820.00
Total household income per household	340,682.50

The respondents' salaries and wages contributed the majority of their sources of income, with income from entrepreneurial activities and income from other sources coming in second and third. Thus, combining all the sources of income, Barangay Pandaras total household income is 46,322,820 while the total household income per household is 340, 682.58.

Table 4

Estimated expenditures of the household

Expenditures of the Household per Month	Amount
Food	2,206,250.00
Clothing	65,120.00
School expenses	552,980.00
Leisure	80,500.00
Transportation expenses	178,860.00

Expenditures of the Household per Month	Amount
Medical/Dental expenses	163,600
Electricity	442,420.00
LPG/Gas	186,360.00
Water bill	119,110.00
Gas/Diesel	221,990.00
Rent/Amortization	1,000
Insurance	20,100
Communication expenses	148,724
Others	130,600
Total household expenditures	4,517,614
Gross annual household	54,211,368.00

Food generated the highest expenditures of the household per month, followed by school expenses and electricity. Rent/amortization, insurance and clothing are the least expenditures.

Table 5
Top five problems encountered by households

Problems	Frequency	Percentage (%)
Lack of money	Most Difficult	143
	Slightly Difficult	15
	Least Difficult	16
Sickness	Most Difficult	15
	Slightly Difficult	84
	Least Difficult	12
Family dispute	Most Difficult	11

Problems	Frequency	Percentage (%)
Alcoholism	Slightly Difficult	6
	Least Difficult	35
	Most Difficult	1
	Slightly Difficult	6
	Least Difficult	13
Unsafe Environment	Most Difficult	3
	Slightly Difficult	11
	Least Difficult	55

Majority of the respondents perceive “lack of money” as a major difficulty receiving 82%. Meanwhile, respondents find “sickness” as marginally challenging problems encountered by the households. On the other hand, it appears that most of the respondents perceive “family dispute” as a manageable problem encountered by the households. Also, respondents find “alcoholism” as least difficult to address by the households. In addition, it appears that most of the respondents perceive “unsafe environment” as not a major problem.

Table 6

Citizens' perspectives on the flagship programs of San Fernando

Flagship Programs of San Fernando	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	122	54.5	10	4.5	92	41.1
2. Kayabe KArD	96	42.9	14	6.3	114	50.9
3. City College Amended Admission Regulations	89	39.7	26	11.6	109	48.7
4. Free Laptops for Public School Teachers	97	43.3	12	5.4	115	51.3

Flagship Programs of San Fernando	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
5. Reinforced Waterways Clean-up and Environmental Management	101	45.1	11	4.9	112	50
6. Task Force against Dangling/Inactive Wires	103	46	9	4	112	50

Fernandino dialysis center is one of the most effective programs receiving more than 50% effective rate from the respondents, followed by a task force against dangling/inactive wires, reinforced waterways clean-up and environmental management, free laptops for public school teachers, Kayabe Kard, and city college amended admission regulations, respectively. Meanwhile, the task force against dangling/inactive wires is the least effective among the flagship programs of the city, and free laptops for public school teachers received more than 50% of the unknown program.

Table 7
Citizens’ perspectives on the duties and responsibilities of Fernandinos

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
1. Registered voters who vote every election	204	91.1
2. Exercise and eat well	171	76.3
3. Follow city ordinances	190	84.8
4. Segregate and do not burn garbage	179	79.9
5. Work on ways to develop their skills and talents	173	77.2
6. Using or trying to learn and use the Kapampangan language	182	81.3

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
7. Support the giant lantern festival and other Kapampangan traditions	145	64.7
8. Member of a local organization and fulfill their duties	87	38.8
9. Participate in city activities	123	54.9
10. Support and patronize local products the community and introduce them to their friends	156	69.6
11. Working to improve their family's livelihood	175	78.1
12. Pay the right taxes at the right time	185	82.6
13. Actively gather and share information about the city	176	78.6
14. Help the barangays and fellow Fernandinos	187	83.5

Out of 14 duties and responsibilities of Fernandinos, the top three that receive the most “yes” and “always” answers are registered voters who vote every election, follow city ordinances, and pay the right taxes at the right time. Meanwhile, the three that receive the least “yes” and “always” answers are members of a local organization and fulfill their duties, participate in city activities and support and patronize local products of the community and introduce them to their friends.

DISCUSSION

Based on the results of the study, the demographic profile of Barangay Pandaras is precisely specified as shown in surveys conducted in this specific location. Results show a narrow margin or nearly equal distribution of men and women among the respondents. The largest number of respondents is aged 20 - 24 years old. The overall number of respondents who are single and those who are married shows very little difference in their civil status. A majority of respondents are catholic which supports the

study of Lipka (2024) that approximately 76 million Catholics called the Philippines home as of 2010, which is approximately equal to the number of Catholics in the US. After Brazil and Mexico, the two nations have the third and fourth biggest Catholic populations in the world, respectively. Eight out of ten Filipinos (81%) identify as Catholic, compared to a considerably lesser percentage of Filipino Americans (65%) who do so. A large number of respondents just completed high school, which supports the study of Carrasco (2022) that the percentage of high school graduates who enroll in colleges straight away is still declining, which is concerning to the community. Additional factors include the degree's expense, problems resulting from deciding between going to college and working, or even emotional strain from overcoming the challenges of attending college. (Veitch, 2024).

According to the Philippines Statistics Authority, the literacy rate in the Philippines has improved to 97.00%, which is somewhat relatively close to the literacy rate of Barangay Pandaras, generating a 96.28% this can be attributed to the government's effort in making our education system move forward and providing a quality education for all.

Due to the agricultural nature of Barangay Pandaras, most of the respondents decided not to seek employment elsewhere, which supports the study of Briones 2020 that believed that rural households rely heavily on agriculture. The conventional idea of work is a regular job in a certain industry with set remuneration per hour. The concepts of employment, industry of employment, and pay really hide important complexities that exist in actual labor markets. This is especially true of the agricultural sector, where employment is often seasonal and payment is irregular. For the Philippines, there is a major study vacuum regarding the thorough characterization of agricultural work situations. (Briones 2017a). In addition to the economic activity, most of the respondents work on the day shift. Barangay Pandaras is a distant barangay from the city and the accessibility of transportation is limited at night. This statement supports the study of Kapitza (2022), workers' decision to forego working a night shift can be attributed to the fact that nighttime mobility is very different from that during the day. Not

working at night can be complicated by a number of circumstances, including poor illumination, a decrease in the availability of public transportation, and a heightened sense of vulnerability.t. In addition to economic activities, the majority of the respondents hold a permanent job in their respective workplace and work in private companies.

Salaries and wages are the main sources of income of the respondents which support the study of the Philippine Statistics Authority (2021) states that wages and salaries remained to be the primary source of total family income with a share of 52.7 percent to the total family income, or an increase of 2.3 percentage points from 50.4 percent in 2018. The respondents' entrepreneurial activities and other sources of income provide additional income that help cover different households' costs.

Five problems were identified by the respondents in this research. Lack of money is the most common problem encountered by the respondents. Financial difficulty resulting from the current economic hardships experienced by society is a big issue that most individuals nowadays deal with. This supports the study of Schneck (2021), which states that income loss among the self-employed has implications for individual well-being and pandemic policy which is one of the economic hardships experienced by the respondents. Along with the identified problems by the respondents, sickness is also a major problem encountered and experienced by the respondents. Another reason why members of the community are ill is because of financial hardships. This statement supports the study of Alu, (2024) that some low - income communities might experience high obesity rates due to the limited availability of nutritious foods in local grocery stores. Part of the challenges faced by the respondents is family disputes. Families frequently have conflict because members hold divergent opinions or beliefs that collide, or because miscommunications lead to erroneous conclusions. Nevertheless, it's important to recognize that unresolved conflicts can breed animosity and arguments that negatively impact the family unit, particularly the children (Mediation Services, 2022). Meanwhile, alcoholism and an unsafe environment are also problems faced by the households of

Barangay Pandaras. These two problems generated the least difficulty among the problems encountered by the respondents.

The City of San Fernando, Pampanga, provides services to all Fernandinos through its flagship program. Fernandinos Dialysis Center has a greater impact on the respondents, which generated the highest rate among the flagship programs of the city. A study conducted by Hafeeq et al., (2019) states the importance of community stand - alone dialysis centers, which have already become an important alternative to hospital dialysis units (HDUs) in meeting the growing demand for renal replacement therapy. Another citizen's perspective regarding the flagship program of the City of San Fernando, Pampanga, is the task force against dangling/inactive wires, which respondents also perceive as an effective program of the city. Another important flagship program of the city is the reinforced waterways clean-up and environmental management, which citizens in the Barangay Pandaras perceived as also an effective flagship program of the city. Free Laptops for Public School Teachers, Kayabe Kard, and City College Amended Admission Regulations are also flagship programs of the city, which the citizens perceived as the top three least effective among the flagship programs of the city. Furthermore, the majority of the city's flagship initiatives remain unknown to the public.

In terms of the duties and responsibilities, most of the respondents are voters and are responsible for voting in every election. Votes are how we establish and maintain our democracy. Voting expresses what we as citizens believe to be in our common interest, and it gives elected officials the authority to act on our behalf to further those interests (Letter to the Community: Voting Is a Civic Duty, 2020). Other top citizens' perspectives on the obligations and responsibilities of Fernandinos, as perceived by the respondents, include helping fellow Fernandonos and barangays, paying taxes on time, attempting to learn and use the language of the Kapampangans, and working to improve their family's standard of living. On the other hand, the top five least perceived by the respondents as the duties and responsibilities of the Fernandonos are: joining a local organization and carrying out their responsibilities; taking part in city activities; supporting and buying

local products; introducing them to friends; exercising and eating healthily; and looking for ways to further develop their abilities.

Limitations of the Study

Though there was some information gathered from the respondents, this research still has its own limitations. There were some instances where the participants refused to disclose essential data on their incomes and expenditures. Due to concerns about the right to privacy and confidentiality, studies such as this may not elicit exact statistics based on the economic variables of the survey. Proper information dissemination on the importance of accurately answering socio-economic studies is imperative to produce more reliable results.

There is also a limited number of respondents in this barangay for this research. Though rich and substantive data were gathered from the residents, the answers may not best represent the perception and opinions of the majority of Barangay Dolores residents, given the computed possible number of participants.

Conclusions

Based on the results of the study, the demographic profile of Barangay Pandaras is precisely specified as shown in surveys conducted in this specific location. In terms of economic activity, salaries and wages are the top sources of income of the respondents of Barangay Pandaras.

Food, school expenses, and electricity are the top three major expenditures of the households. Most of the respondents identified a lack of money as a major problem faced in their recent situation. Sickness, family disputes, alcoholism, and unsafe environments are also identified as other problems faced by the respondents.

In connection with these aforementioned problems, alcohol and an unsafe environment are the least difficult problems faced by the respondents. There were different flagship programs by the City

of San Fernando, Pampanga, and Fernandino Dialysis Center is the most recognized flagship program of the respondents.

Meanwhile, the city's least well-known flagship program is providing free computers to public school teachers. Lastly, respondents are responsible for performing their duties and responsibilities. Voting during an election is the most important duty and responsibility of the voters.

Recommendations

To produce a more complete picture of the community of Barangay Pandaras, it is pertinent and timely to carry out a comparable survey with more respondents.

It is recommended that future studies include income at a different rate in their analysis of salaries and wages in order to have a deeper understanding of the respondents' financial circumstances. Additionally, it is advised that the City of San Fernando, Pampanga, local government unit facilitate more job openings. This will give the residents of Barangay Pandaras to find a job and the chance to address their financial difficulties and assist the respondents in lessening their financial burdens.

Similarly, in order to reduce illness, the city must give priority to providing free medications. Heads of departments in the City of San Fernando, Pampanga, local government units' health department are required to visit barangays to perform a series of resident check-ups. Better information on the inhabitants' health status will result from this, and they will also receive the appropriate care.

Resolving conflicts within the family can be difficult. This problem, faced by the residents of Barangay Pandaras needs proper attention. It is recommended and advised to the Barangay Captain of Barangay Pandaras to mobilize his people and come up with a group to handle this problem faced by the residents. The Barangay Captain, together with the formed group, needs to work hand in hand to settle issues whenever they arise. In connection

with this, it is also advised that the LGU of the city needs to train and educate the formed group who will be handling this kind of problem in order to address the issue properly and peacefully. Aligned with this, the city must plan and give a workshop to ensure that the newly formed group is prepared to address various family-related issues.

It is important to appropriately inform the resident about the negative consequences of drinking alcohol. Although the respondents of the Barangay Pandaras perceived this as the least difficult problem encountered by the households. It is also recommended that the Barangay Captain, together with the resident nurse, hold a seminar to inform them of the potential dangers associated with excessive alcohol use.

Similar to alcoholism, an unsafe environment is perceived by the respondent as the least difficult problem faced by the household. Therefore, it is advised and recommended to the Barangay Captain of the Barangay Pandaras and his peace and order committee to continue in ensuring the safety of the barangay. Proper scheduling of the Barangay Tanods is also advisable during evenings, which will lead to a decrease in crimes and robbery. In addition, curfews should be implemented late at night in order to reduce and prevent crime.

One of the main and top flagship programs of the City of San Fernando that helps Fernandinos who cannot afford the life-sustaining pharmaceuticals is the Fernandino Dialysis Center. It is recommended that the city add more budget to this flagship program in order to cater to more patients. This flagship program is beneficial to the residents of Fernando. It is advised that the city keep offering these services to its citizens.

Kayabe Kard is also one of the flagship programs of the city, which supports the Fernandinos in assisting with financial and medical support. It is recommended that the distribution of the Kayabe Kard must be organized, and residents should be knowledgeable about the benefits of the card. An informative

discussion and seminar is advised to the city for better understanding the benefits and usage of the card.

In addition to the flagship program of the city, which is a task force against dangling/inactive wires, it is advised that the city regularly inspect and identify dangling and inactive wires to ensure the safety of the residents to avoid any electrical problems in the barangay.

Programs such as reinforced waterways clean-up and environmental management must also be addressed properly. This flagship program of the city is a way to achieve environmental and public health. It is recommended that the city conduct a proper assessment and planning about the condition of the Barangay in order to address proper environmental problems. The city should prioritize the needs of its citizens to reduce and manage health issues that might be brought on by pollution and dirty water by implementing a clean-up drive campaign. The city's flagship program regarding reinforced waterways clean-up and environmental management is one approach to achieving public health and the environment. It is advised that the city carry out an appropriate evaluation and planning for the Barangay's state in order to effectively handle environmental issues and create a program specifically about pollution, waterways, and environmental discussion that will benefit the residents.

Given that the majority of respondents were unaware of one of the flagship programs of the city which is Free Laptops for Public School Teachers. It is advised that the city must inform the public through intensive social media posting in order for the Fernandinos to be familiar with this flagship program. Likewise, the City College Amended Admission Regulations are kept unknown by most of the respondents. It is advised that the city religiously educate the public through a variety of channels about this flagship program since it would enable less fortunate students in the barangay to pursue their college education.

It is recommended that an orderly awareness campaign about the duties and responsibilities of Fernandinos be conducted.

This would help the people of Barangay Pandaras and to uphold moral principles like obedience, tenacity, and unity. In addition, the city is advised to use numerous strategies that would empower and engage the residents to fulfill their duties and responsibilities as Fernandinos. Through the use of various strategies, the city may therefore cultivate a culture in which citizens are empowered and driven to carry out their duties and responsibilities.

It is suggested that the results of the study be utilized in the community. The whole manuscript will be provided to the barangay officials, headed by the captain. The findings will then be used for policy-making. The gathered data will be of utmost use because these will be reviewed by the barangay officials and be incorporated in their possible ordinances.

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tUgon pAra sa barangay: A socioeconomic profile of Barangay San Pedro, City of San Fernando, Pampanga

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ABSTRACT

Barangay San Pedro sits at the heart of San Fernando City, Pampanga—a fast-changing community balancing modern life with local tradition. Yet, 2023 data leaves much unknown about its residents' real situations This study examines the socioeconomic, demographic, and health profile of Barangay San Pedro, San Fernando City, Pampanga, addressing gaps in the 2023 Socioeconomic Profile (SEP) data.

Surveying 350 households, findings show high literacy but low higher education completion among a predominantly single and Roman Catholic population. Economically, most residents hold steady employment, yet household incomes barely cover basic expenses. Key community challenges include financial constraints, healthcare gaps, unemployment, alcohol use, and environmental concerns.

Perceptions of government programs are mixed, highlighting gaps in local communication and program evaluation, though community involvement remains strong. Regarding health, most families utilize public hospitals for delivery, practice natural family planning, and frequently experience minor illnesses like coughs and colds.

The study recommends targeting interventions toward education, economic opportunities, and healthcare, alongside improving government communication and community empowerment to support sustainable growth. The local government must reach people better, listen more, and help the community stand on its own two feet. That's how Barangay San Pedro can keep growing in a way that lasts.

Key words: *Economic, funding, jobless, reproductive health, wages*

INTRODUCTION

Barangay San Pedro is situated at the City of San Fernando in province of Pampanga, which is among the successful urban hubs in the region of Central Luzon. This being the case, it is easy to see why San Pedro has emerged as a hub of cultural endowment and a vigorous cultural face of the city in conformity to the larger socio-economic setup. This is unlike in the barangay, where there are often annual celebrations, the creation of local arts and crafts, and other activities, considering the tenets that are highly regarded in the locality. From an economic perspective, the business structures in Barangay San Pedro include residential home, business establishments with many SMEs that contribute to the economy of Barangay San Pedro and the City of San Fernando at large (City of San Fernando, 2020).

The sample barangay's studious population based on the latest statistics is highly diversified and working in different sectors such as agriculture, trade, services, and manufacturing. This diversity makes it a valuable case study in appreciating the socio-economic realities of similar communities within the region" (Pampanga Provincial Government, 2021). As to this, the City Planning and Development Coordinator's Office (CPDCO) properly has signed on the use of the Social Economic Profile (SEP) 2023 faculty research and community extension projects of the University of the Assumption (UA), the first archdiocesan Catholic university in Asia and the Pacific. Through this permission, the capacity of conducting research and extension services that would help the 35 barangays of City of San Fernando will be facilitated as it supplies baseline information concerning the programs and decision-making processes of the extension services that will be delivered.

The SEP data are useful in enhancing the standards of living of populations in communities and thus UA is acknowledged for the critical role of harnessing the scientific data for the general advancement of the COSF. To the current of its mission and vision statements as a Higher Education Institution (HEI), UA appreciates the commitments to the enhancement of the academic and student related research as well as the community engagement. Thus,

through continuous participation in institutional, commissioned, sponsored, and research and development projects the above academic institutional provides research culture. It also fosters participation in extension efforts by allowing the community to expand its involvement in outreach activities.

Research that focuses on the Socio-Economic Status and Standard of living of communities today is normally conducted in other parts of the world. Local research on San Fernando's socioeconomic characteristic was done prior to the actual formulation of the research proposal in the years 2015, 2019 and 2023. To the best of the author's knowledge, there isn't a focused-SEP research to the inhabitants of Barangay San Pedro. Thus, conducting research for this study which would provide conclusions and or recommendations, should solely focus on the SEP 2023 data gathered in Barangay San Pedro.

Literature Review

The socio-economic characteristics of a given society are used as a framework within which social living environment factors are examined in relation to sustaining the growth of the society. This literature integrates current research coordinated with the goals of characterizing barangay San Pedro concerning demographics, business types, problems, attitudes toward chosen programmes, obligations, and health and family planning.

For analyzing population distribution features the demographic data are crucial, including age/sex density, gender ratios, literacy rates, and household type. In this regard, works like those of Garcia & Rivera (2019) have provided an emphasis on these aspects in relation to planning and delivery of the community programs. For example, a young population may demand and have a higher likelihood of finding education and employment while an older population might need more healthcare services.

In any demographic exercise, an effective approach to data collection is through questionnaires or data obtained from a demographic survey or an estimate taken from the census.

Moreover, the work by Bautista (2020) highlights the role of demographics in practice with a focus on the need for better information on demographics in order to identify future requirements for resources. Moreover, there seem to be potential disparities between the various demographic structures regarding social inclusion and economic prosperity, where Torres and Martinez (2021) observe that the communities that are diverse, make equal and unified development very difficult.

Economically productive sectors represent the core common priority of any population's economic status., these studies offer a detailed explanation of how sectors like agriculture, the manufacturing units, and the service units improve the welfare of the people in the community. Currently, most of the firms in the rural areas of Barangay San Pedro are in agriculture, but development in other sectors is important so that losses can be minimized in case of shocks.

Reyes et al. (2019) note that economic surveys and labour market trends assist in determining the major forms of earnings and data on employment status. They also reveal the importance of skills training and skills development, which are essential in skills upgrading and finding employment. Furthermore, Jimenez and Santos (2020) identified that economic stability is highly associated with both the ability to obtain markets and financial services for the growth or constrains of the economy.

Knowledge of which issues residents are experiencing is helpful in devising specific interventions to assist them. These are problems Fernandez (2021) categorizes into socio-economic into problems like unemployment, unavailability of proper healthcare and poor infrastructure. Further, issues such as disasters and effects of disasters like flooding and waste management are common in many communities.

Consequently, when conducting these studies, the identification of such problems generally requires the use of qualitative methods, such as focus groups and key informant interviews. As Mendoza (2019) rightly pointed out, an engagement

of participatory methods to document, examine, and understand the real-life contexts of community members especially those who act invisibly in quantitative research is very crucial.

This gives an insight into how the citizens perceive the policy initiatives made by the government and serves as a guide on how to improve on the policies formulated. The educational sponsorship, health reforms and the infrastructural development that City of San Fernando has embarked on as their flagship projects can be assessed from the population opinion through questionnaires and open forums. The authors Lim and Chavez (2020) have noted that this approach of engaging the community in these evaluations will guarantee that these programs meet actual needs and interest of the people.

Essays: Analyzing the Perception of the Public about Government and Non-Government organization's operation on COVID-19, Some factor such Tan & Villanueva: 'COVID-19, Communication Strategies, Awareness and Satisfaction Levels' indicate that the degree of awareness and satisfaction ranges highly depending upon the strategies of communication and the perceptible manifestation of the programs. The research study by Dela Cruz (2022) show that favorable flagship programs do not only look at raising living standards, but also aid in enhancing the confidence of citizens in their governments.

Fernandinos, or the citizenry of City of San Fernando, play a role in the development of their community through their possession of a sense of ownership of civic rights and responsibilities. Santos (2019) explicates the significance of civic engagement, volunteerism, and participates in governance at the local level to build social capital and community resilience.

The research ends with a call to action for informed and engaged citizens to be part of the local governance system and work together with local government to address common problems in the community. Likewise, Hernandez (2020) reiterates educative campaigns and civic education programs are reminders of the civic responsibility that facilitates in their promotion. Such endeavors are an important conduit to promote civic engagement in the local

decision-making process and encourage compliance with order and standards in society to keep things going in the right direction and ultimately reach the end goal of development.

The next topic is the health and family archetype, given that they are both socio-economic variables, that impacts population size, workforce productivity, quality of life, among others. The contribution Ramos and Lee (2021) made to the discussion is sustainable development and access to healthcare services, maternal and child health programs, and family planning programs.

Still, another example is health community assessments, which was introduced by Uy & Gonzales (2020), are useful contributions to measure the health issues affecting our community, including health concerns, availability and utilization of services, etc., and in general, any other activity that is a response to the things we care about and are relevant to improving our health as a community. Any health issues identified from the community assessment are then taken and utilized to create interventions to address the health needs of the community collectively, which ultimately, forms a bridge connecting the needs of the community with potential solutions.

Lastly, let's go with family planning education and services, that are important, critical, personal skills are being imparted to the citizen so they can make decisions in their life that effect their health as well, that is a counterproductive by itself, but also given the nature that it will ultimately affect economic development too. SEP data only illustrates the socioeconomic enhancement of the community and improved standard of living, and it kept UA as the contender for utilizing the SEP data and because of saying, recognition by San Fernando in enhancing the development of society. As a Higher Education Institution (HEI), UA is committed to promoting academic and student research and community extension. The UA promotes research culture, as it has institution-based research, commission research, sponsored research, and research and development. In addition, the UA participates in community extension through outreach programs; international research is ongoing regarding the socioeconomic profile (SEP) and

the profile of communities, and the local study is SEP of the City of San Fernando in the years 2015, 2019 and 2023, however there is no dedicated SEP research for Barangay San Pedro residents. Thus, we must conduct research for the residents and arrive at conclusions and recommendations based only on the SEP data of Barangay San Pedro for 2023.

Problem Objectives

The main objective of the study is to provide the latest socio-economic profile of Barangay San Pedro. Specifically, it aims to: 1. Describe the demographic profile of the respondents. 2. Determine the economic activity of the participants. 3. Identify the most commonly-encountered problems of the respondents. 4. Describe the citizens' perspectives on the flagship programs of San Fernando. 5. Determine the duties and responsibilities of Fernandinos. 6. Describe the health and family planning of the respondents.

METHOD

Research Design

The study utilized descriptive, cross-sectional research designs. It is descriptive because it characterized the socio-economic factors. A Descriptive research design involves observing and describing the behavior of a subject without influencing it in any way. This type of research is intended to provide a comprehensive summary of the current state of affairs regarding a particular phenomenon (Creswell & Creswell, 2018). It is cross-sectional because it is one time data gathering only. A cross-sectional study is defined to be the gathering of relevant data at a given point in time which means that there is no time dimension involved (Kesmodel, 2018).

Respondents and Sampling Design

The respondents for the study hail from Barangay San Pedro. They are residents in this particular locality. The total no. of households surveyed is 320 while the average household size is 4.49 individuals.

Raosoft, an online sampling calculator, was utilized to calculate the appropriate sample. The computed sample size for Barangay San Pedro is 350. The barangay has a sufficient representative sample with a confidence level of 95% and margin of error of 5%.

The research team of SEP (2023) prepared Google Maps for the barangay and mapped-out sectors by designating numbers. Using a sample population range, 351-400 respondents would need six sectors. Each team identified the drop-off starting points and assigned a sub-team for each drop-off point for the household survey.

Research Instrument

The questionnaire consists of ninety (90) items with several sub-items and reference codes covering 15 key socioeconomic variables identified by the city officials. The first part of the questionnaire presents the household location and identification code, followed by the respondent's name, field enumerator and supervisor. The remaining part is a combination of items from the Community-based Monitoring System (CBMS) used by legitimate institutions, businesses, and government sectors in the country. The City Planning and Development Coordinator's Office (CPDCO) and the UA-RPO handled the updating, item inclusions and amendments to the research instrument.

Information on people's migration were included under demography. The city government's flagship programs and citizenship self-assessment were assessed under the citizen's perspective. The programs were evaluated utilizing three (3) and five (5) point Likert scale tables and four (4) open-ended questions.

Data Collection

Courtesy calls to barangay officials were made a day prior to the actual data gathering. This is to ensure their cooperation and the respondents' participation. Student enumerators were assigned by partners. As much as possible, the dyad consisted of at least one male to ensure safety and security. The enumerators were tasked to accomplish a quota of five to six checklists within three hours. Upon the discretion of enumerators, the interview mode shifted from direct to pencil and paper administration, where the respondents can write their responses directly in the questionnaire with no or minimum assistance.

The accomplished research instruments were cleaned by the field supervisors to assure the quality of the information gathered. Aside from the duties of cleaning and editing by the field supervisors, they are also responsible for resolving problems arising from the actual field survey. Survey revisits were performed to meet the minimum number of requirements in the barangay.

Ethical Considerations

Application to the University of the Assumption Research Ethics Board (UAREB) was sought. The UAREB proposal form was accomplished while the research protocol and consent form were attached. The UAREB's approval was essential in ensuring that the procedures and protocols observe ethical prudence. The informed consents included all the essential elements such as confidentiality and the right to withdraw clauses. The CPDCO disseminated the communication letter addressed to Barangay Dolores as part of their support to the research team of SEP (2023). A scheduled visit was transmitted to get the barangay officials' assistance and cooperation. An ocular visit and phone call were made to ensure that the barangay officials would extend their support and cooperation. Student enumerators were trained to be polite and observe survey guidelines in the enumerator's survey kit. Ready-made self-introductory remarks were prepared to be recited by student enumerators at the beginning of the face-to-face survey.

The enumerators observed privacy and confidentiality. The respondents agreed to sign the informed consent and participated in the data gathering. They showed collegiality in persuading difficult residents to give their consents as respondents through a diplomatic approach.

Data Analysis

Data encoders familiar with spreadsheets such as Accountancy students were recruited and trained in the encoding of data. The responsibilities of SEP encoders for the research were thoroughly presented and discussed. Through rigid hands-on training, they learned how to encode data through number codes in spreadsheets and became familiar with the instrument answers. The assistant project leader facilitated the hands-on-training for data analysis in two separate sessions at the university's computer laboratory. The submission of the encoded data was supervised and screened by the liaison officer.

Using a licensed Statistical Package for Social Sciences (SPSS) Version 17, the quantitative data were processed and summarized utilizing descriptive statistical analysis. Frequency and percentage distribution, central tendency (mean) and data dispersion (standard deviation) were obtained to provide comparisons in terms of proportions. Cross-tabulations were computed using the software to visualize associations among the dimensions of the barangay. Evaluation of the flagship programs was measured using the scale provided. Recoding in various variables was done to sort and process pertinent data needed in determining the socio-economic classifications and other relevant constructs. The socio-economic classifications were identified following the given formula, and a frequency distribution table was generated. Tables were systematically presented, answering every research problem of the study.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency (f)	Percentage (%)
Sex	Males	725	50.5
	Females	712	49.5
Age	60 and older	189	13.68
Civil Status	Single	685	47.6
Religion	Roman Catholic	1,142	84.5
Educational attainment	High school graduate	119	20.49
Literacy	Read and write	1,331	93.5

The demographic data presents a population with balanced gender distribution, a significant proportion of single individuals, a predominantly Roman Catholic community, and high literacy rates but lower levels of educational attainment. Addressing the educational needs and preparing for an aging population while leveraging high literacy and religious cohesion can help in strategic planning and community development efforts.

Table 2
Economic activity

Activity	Description	f	%
Distribution of employed residents according to place of work	Within barangay	226	42.6
Distribution of employed residents according to time of work	Dayshift	479	92.5

Nature of employment of Fernandinos	Permanent job	346	67.2
According to Class Worker	Private Household	154	30.90

Overall, the data suggest that Fernandinos generally work close to home in stable, daytime jobs, with a significant number employed in private household roles. This profile points to a community with local employment opportunities and a stable job market, although a notable portion of the workforce is engaged in domestic work.

Table 3

Annual household income

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	10,522,820.00
Total salaries and wages	65,514,390.00
Total income from other sources	1,355,100.00
Total household income	77,226,710.00
Total household income per household	340,205.77

Based on the provided data salaries and wages are the primary source of income for the households, significantly outweighing the income from entrepreneurial activities and other sources. The average income per household suggests a relatively modest distribution when considering the total amount, indicating potential disparities among households in terms of income distribution.

Table 4

Estimated expenditures of the household

Monthly Expenditures	Amount
Food	2,651,380.00
Clothing	925,200.00
School expenses	829,245.00
Medical/Dental Expenses	290,270.00
Leisure	106,150.00

Monthly Expenditures	Amount
Transportation expenses	513,360.00
Electricity	774,502.00
LPG/Gas	307,908.00
Water bill	259,196.00
Gas/Diesel	247,840.00
Rent/Amortization	18,610.00
Insurance	73,615.00
Communication Expenses	161,754.00
Others	55,400.00
Total household expenditures	7,214,430.00
Gross annual household	86,573,160.00

The household's monthly expenditures total 7,214,430.00, equating to an annual expenditure of 86,573,160.00, which matches their gross annual income. This indicates no financial surplus, making the household vulnerable to unexpected expenses. To improve financial stability, the household should consider better budgeting, reducing certain expenditures, or increasing income to create a financial buffer for unforeseen costs.

Table 5
Top five problems encountered by households

Problems	Frequency	Percentage (%)
Lack of money	8,518	42.82
Sickness	5,999	30.16
Family dispute	2,164	10.88
Alcoholism	1,218	6.12
Unsafe environment	1,107	5.57

The data reveals that economic hardship and health issues are the most pressing problems for households, followed by social issues such as family disputes, alcoholism, and environmental safety concerns. Addressing these issues requires comprehensive policies focusing on economic support, healthcare improvement, social services, and community safety.

Table 6*Citizens' perspectives on the flagship programs of San Fernando*

Flagship Programs	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	171	53.4	27	8.4	122	38.1
2. Kayabe KArd	110	34.4	48	15.0	162	50.6
3. City College Amended Admission Regulations	137	42.8	41	12.8	142	44.4
4. Free Laptops for Public School Teachers	125	39.1	51	15.9	144	45.0
5. Reinforced Waterways Clean-up and Environmental Management	147	45.9	64	20.0	109	34.1
6. Task Force against Dangling/Inactive Wires	133	41.6	48	15.0	139	43.4

The data indicates varying levels of effectiveness and awareness among citizens regarding the flagship programs of City of San Fernando. While some programs have garnered strong support, others require more efforts in terms of communication, evaluation, or public awareness to maximize their impact and effectiveness.

Table 7*Citizens' perspectives on the duties and responsibilities of Fernandinos*

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
1. Registered voters who vote every election	305	95.3
2. Exercise and eat well	219	68.4
3. Follow city ordinances	260	81.3
4. Segregate and do not burn garbage	231	72.2
5. Work on ways to develop their skills and talents	216	67.5
6. Using or trying to learn and use the Kapampangan language	262	81.9

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
7. Support the giant lantern festival and other Kapampangan traditions	222	69.4
8. Member of a local organization and fulfill their duties	118	36.9
9. Participate in city activities	133	41.6
10. Support and patronize local products the community and introduce them to their friends	190	59.4
11. Working to improve their family's livelihood	236	73.8
12. Pay the right taxes at the right time	238	74.4
13. Actively gather and share information about the city	214	66.9
14. Help the barangays and fellow Fernandinos	235	73.4

The data suggests that Fernandinos place high importance on civic engagement, environmental consciousness, cultural preservation, community participation, economic contribution, responsibility towards governance, and social cohesion. However, there are areas where further encouragement or support may be needed to enhance citizen involvement and adherence to these responsibilities.

Table 8

Health and Family Planning

Activity	Description	f	%
Maternal Childbirth <i>Place of Delivery</i>	Public Hospital	27	75.0
Family Planning Methods	Rhythm/Calendar Method	18	33.3
Sickness and Illness Experienced by Household Members	Fever, Cough, Colds, and Flu	62	59.6
Facilities/Attendant Visited during Sickness	Public Hospital	170	57.6

Deaths of Members of Households <i>Cause of Death</i>	Disease of the Heart	7	33.3
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The data points to public hospitals being central to both childbirth and handling severe illnesses and deaths. Additionally, the prominence of natural family planning methods and the high incidence of common respiratory illnesses highlight areas that may need targeted health interventions and resources.

DISCUSSION

The demographic data from Barangay San Pedro presents a balanced gender distribution with males (50.5%) and females (49.5%) almost equally represented. This gender parity suggests a non-biased sample that can accurately reflect the needs and characteristics of the entire population. The proportion of residents aged 60 and older is 13.68%, indicating a considerable aging population that necessitates focused healthcare and social services tailored to the elderly (WHO, 2015).

Civil status indicators show that almost half of the population, at 47.6 percent, are single. This may indicate a youthful demographic probably at school or in the early stages of career-pursuing. The great majority of its religious make-up is Roman Catholic at 84.5 percent adherence, which doubtless imbues community values, traditions, and social cohesion; Philippine Statistics Authority, 2016.

Educational attainment data reveals that 20.49% are high school graduates; there is, therefore, the need for higher education efforts. On the other hand, however, their literacy rate is high at 93.5%, so it could be leveraged in community-based educational programs and vocational trainings in efforts to improve their educational outcome (UNESCO, 2017).

The economic activity data indicates that a significant portion of residents (42.6%) work within the barangay. This high local employment rate suggests robust local economic activities and potential for local business development. The predominance of day-shift work (92.5%) aligns with typical business hours, allowing for community activities and family time in the evenings (ILO, 2016).

Permanent employment stands at 67.2%, reflecting job stability for most workers. However, 30.9% of workers are employed in private households, which often involves domestic roles that may not offer extensive career advancement opportunities. This highlights a potential area for skills development and professional growth programs to diversify employment opportunities (NEDA, 2017).

The data on annual household income indicates that salaries and wages are the primary income source, totaling PhP 65,514,390.00, far surpassing income from entrepreneurial activities (PhP 10,522,820.00) and other sources (PhP 1,355,100.00). The average household income of PhP 340,205.77 suggests a modest economic status for many families, with possible income disparities among households (ADB, 2018).

Monthly household expenditures total PhP 7,214,430.00, aligning with the gross annual household income of PhP 86,573,160.00. This parity indicates that households are spending as much as they earn, leaving no financial surplus for emergencies or savings. Key expenditure areas include food (PhP 2,651,380.00), clothing (PhP 925,200.00), and school expenses (PhP 829,245.00), highlighting basic needs as significant financial burdens (World Bank, 2017).

To improve financial stability, households could benefit from financial literacy programs focusing on budgeting, savings, and efficient spending practices. Additionally, increasing household income through diversified economic activities or supplemental income sources could create a financial buffer against unforeseen expenses (UNDP, 2016).

The data on household problems identifies lack of money (42.82%) and sickness (30.16%) as the most pressing issues. Economic hardship could be alleviated through targeted economic programs, job creation, and financial aid for vulnerable families. Health issues point to a need for improved healthcare access and preventive health measures to reduce sickness rates (WHO, 2015).

Family disputes (10.88%), alcoholism (6.12%), and an unsafe environment (5.57%) are notable social issues. Addressing these requires comprehensive social services, including family counseling, substance abuse programs, and community safety initiatives to foster a secure and supportive environment (Philippine Department of Health, 2018).

Citizen perspectives on the flagship programs of San Fernando reveal varied levels of effectiveness and awareness. Programs like the Fernandino Dialysis Center (53.4% effective) and Reinforced Waterways Clean-up (45.9% effective) have garnered positive feedback, indicating successful implementation and impact. However, other programs like the Kayabe KArD (34.4% effective) and Free Laptops for Public School Teachers (39.1% effective) show room for improvement in communication and execution to enhance their effectiveness and public awareness (ADB, 2018).

Improving program awareness and effectiveness requires strategic communication campaigns and regular program evaluations. Engaging the community through feedback mechanisms can ensure that programs are meeting their needs and expectations (NEDA, 2017).

The data on civic engagement highlights that Fernandinos value their duties and responsibilities, with high participation in voting (95.3%), following city ordinances (81.3%), and using the Kapampangan language (81.9%). These high engagement levels suggest a strong sense of community and cultural pride, which can be harnessed for further community development and participation in local governance (Philippine Statistics Authority, 2016).

However, areas such as membership in local organizations (36.9%) and participation in city activities (41.6%) show lower engagement, indicating potential gaps in community involvement. Efforts to increase participation could include community outreach programs, incentives for involvement, and promoting the benefits of active citizenship (UNESCO, 2017).

Health and family planning data indicate that public hospitals are central to maternal and severe illness care, with 75% of childbirths and 57.6% of severe illness treatments occurring there. This reliance on public healthcare facilities underscores the importance of maintaining and improving these institutions to meet community health needs (WHO, 2015).

The most prominent is the use of rhythm/calendar methods for family planning, which indicates limited access or preference for natural methods. Second, raising awareness and availability of diverse methods for family planning can better support family health and planning decisions. The high incidence of common respiratory illnesses, 59.6%, calls for preventive health measures to decrease these very common ailments, like vaccination and health education (Philippine Department of Health, 2018).

Limitations of the Study

This study has limitations even though a lot of information was obtained from the respondents. In certain cases, the participants declined to provide necessary information about their earnings and expenses. Studies like this one might not yield precise figures based on the survey's economic factors because of privacy and confidentiality problems. To get more dependable results, it is essential to properly disseminate information about how important it is to provide accurate answers for socioeconomic studies.

Additionally, there aren't many responders for this research in this barangay. Even though comprehensive and extensive data were collected from the inhabitants, considering the estimated maximum number of participants, the responses might not

accurately reflect the views and opinions of most Barangay San Pedro residents.

Conclusions

The research data from Barangay San Pedro provides a comprehensive view of the community's demographic, economic, social, and health profiles. Key areas for development include educational attainment, financial stability, healthcare access, and social services. Addressing these needs through targeted programs and community engagement can foster a more resilient and thriving community.

Strategic planning should leverage the high literacy rates, strong community values, and local employment opportunities to enhance economic growth and social cohesion. By addressing the identified problems and improving program effectiveness and citizen engagement, Barangay San Pedro can build a supportive and sustainable environment for all its residents.

Recommendations

A similar study with a larger population is recommended. Having the data of these respondents will give a more representative description of the community. An in-depth study concentrating on the people of Barangay San Pedro, preferably, is recommended.

Further research should also consider other factors in the economic activities. Currently, the only variables which were considered to have an influence in establishing the level of economic activity in the study area are the income and expenditure variables. Matters concerning employment can be tackled in a separate study.

For an improved educational environment in Barangay San Pedro, various specific interventions are needed. With only 20.49% of the residents having completed high school, increasing the chance to attend college is very crucial. Scholarship programs and

financial aid can be tailored specifically for low-income families and will quite easily enable students to get enrolled in colleges. Partnerships with local universities and colleges through outreach programs, bridge courses, and prep classes will make the shift from high school graduates to college students much easier. More importantly, with the vocational training schools, skills training would be provided in a number of fields in demand: healthcare, IT, trades, among others, hence making it better for employability and fitting education into local economic needs.

A high literacy rate of 93.5% can be utilized in developing the community's general skills and knowledge through adult education programs. Continuing education classes will facilitate adults' upgrading qualifications and progressing through employment rank. This will be facilitated through such classes as financial literacy, business management, and computer training. This becomes possible by creating community learning hubs with libraries, access to the internet, other literature, reports, and other educational materials. Thus, lifelong learning activities fostered through such arrangements as workshops, seminars, group study will lead to continuous development of skills.

More diversified job opportunities and support for local businesses will help in enhancing the economic stability of Barangay San Pedro. Of importance are job creation and employment programs, since most of the workforce is employed locally. Grants, low-interest loans, and business development services will aid small businesses while at the same time stimulating entrepreneurship and hence local economic growth. Organized job fairs on a regular basis, employment services such as resume writing workshops, interview preparation, and job matching will also help residents seek better employment opportunities. Skills development programs in areas that address demand by local industries coupled with on-the-job work experiences by partnering with business owners in apprenticeship programs and on-the-job training will also ensure that workers pick up relevant skills.

Diversification of the sources of income is also necessary, since earnings from salaries and wages dominate sources of

income for the household. Encouragement in entrepreneurship by training in plan-business, market and financial management, coupled with a local business incubator to provide resources and mentorship, may help support new entrepreneurs. Supportive measures for agriculture development among land-owning households to access new technologies in farming, good seeds, and equipment will also enhance diversification of sources of income and food security.

There is a need to increase access to health facilities and health-related services since 30.16 percent of the population suffers from illness, with the highest-ranking disease being respiratory in origin at 59.6 percent. Investment in public hospital infrastructural and service development is therefore very important so that these facilities can be strengthened in handling maternal and serious illness care. Enough medical supplies and good equipment with adequate health professionals will ensure improved quality of care. In my opinion, it would be greater if we establish local health clinics providing basic healthcare services, preventive care, and health education, so healthcare becomes more accessible to the general population. Mobile health units can reach out to remote areas to provide medical care and health information. Health education programs concentrating on preventive measures, nutrition, and hygiene within schools and community centers definitely would greatly help reduce the burden of common illnesses.

Provide full family planning services, including a wide range of contraceptive methods and education regarding the proper use of those methods to maintain family health and planning decisions. Community health workers will be trained to provide counseling in family planning, to distribute contraceptives, and to educate the community regarding maternal and child health to assist in the provision of reproductive health services.

Since it is the case that households at this level spend as much as they earn, financial literacy programs must be carried out to help residents manage their earnings better. Workshops on budgeting, saving, and managing debt will impart practical tools and

techniques to the residents on better financial planning and creating emergency savings. This may involve partnering with financial institutions to provide access to affordable banking services, microloans, and insurance products to promote financial inclusion, thus enabling them to save securely without risks but access credit for investment.

It will safeguard the households from financial shock by encouraging emergency funds and micro-insurance products. Encourage community savings groups where members would pool their resources and be allowed to give out of such pools in times of needs. This can offer them some financial security. Also, partner with insurance companies to develop and promote micro-insurance products designed for low-income households, and help provide coverage against health emergencies, natural disasters, or other unexpected happenings.

Prevailing social issues are family disputes with a percentage share of 10.88%, followed by alcoholism at 6.12%, and unsafe environments constituting 5.57%. Extra care should be given to social services related to these aspects. Readily available family counseling and mediation services will help resolve disputes and improve home life. These services can be offered through community centers and local NGOs. The alcoholism and other substance use by substance abusers can be addressed by the treatment programs through necessary structures at community levels, such as support groups, rehabilitation centers, and conducting awareness programs. Community safety can also be enhanced through neighborhood watch programs, improved street lighting, and regular police patrols to create a secure environment that assures a good quality of life.

High levels of civic engagement serve as a better platform for community development. A sense of involvement will be inculcated through volunteer programs regarding opportunities created for community residents to participate in community improvement projects, such as cleanup drives, tree planting, and local event organization. Community identity and cohesiveness will be fostered in terms of cultural preservation through the organization of events and activities that celebrate and highlight

local traditions and heritage and encourage the use of the language and practices of the Kapampangan.

Raising awareness and therefore increasing effectiveness is necessary for flagship programs. This shall be achieved by mounting an all-round communication campaign that is aimed at informing residents about flagship programs and their benefits through various channels, such as social media, community meetings, and local media. Periodic reviews of flagship programs will point toward improvement and a need to be answerable to the residents. Involving residents during the planning stage of flagship programs enhances the program in terms of better relevance and ownership.

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Community realities and development prospects: A socio-economic profile of Barangay Del Rosario City of San Fernando, Pampanga

Ruben Q. Lingat

ABSTRACT

This study delves into the socio-economic profile of Barangay Del Rosario in the City of San Fernando, Pampanga. Employing a descriptive cross-sectional design, the research surveyed 338 households using a 90-item questionnaire covering 15 key socio-economic variables, with data analyzed using SPSS Version 17.

The demographic profile illustrates a predominantly male population with significant numbers of single individuals and older adults. High school completion rates reflect progress in educational accessibility. Economically, permanent dayshift employment predominates, though household budgets are heavily strained by essential expenditures like food. Prominent community challenges include financial constraints, sickness, family disputes, alcoholism, and domestic violence.

While city flagship programs like the Fernandino Dialysis Center aim to address healthcare needs, resident awareness levels vary. The study recommends enhancing awareness campaigns, increasing program visibility, and fostering partnerships to maximize impact. Additionally, recommendations extend to strengthening barangay governance through enhanced police patrols, youth empowerment, and crime prevention strategies to foster long-term community cohesion and safety.

Key words: *Awareness, challenges, expenditures, income, peace and order, profile*

INTRODUCTION

San Fernando, Pampanga, is a dynamic city in the Philippines, serving as the capital of the province of Pampanga. Known for its vibrant culture, bustling economy, and rich history, San Fernando is famous for its annual Giant Lantern Festival and is a thriving commercial hub in central Luzon. With its blend of tradition and modernity, San Fernando offers visitors and residents alike a unique and memorable experience.

The province of Pampanga stands as a beacon of resilience, its economy growing into a vibrant hub within Central Luzon following the unrestrained aftermath of the 1991 Mount Pinatubo eruption. With a population of around 2.6 million inhabitants, Pampanga has transformed itself into a multifaceted gem, renowned for its culinary prowess, celebrated for its iconic giant lanterns, and repurposing a once-military air base into a thriving economic zone (de Villa 2020).

San Fernando, Pampanga, acts as a vital entry point to the Northern region, strategically positioned at the heart of Central Luzon. Situated 67 kilometers north of Metro Manila, 16 kilometers south of Clark Freeport Zone and Clark International Airport, and 50 kilometers east of Subic Freeport Zone, it holds a central geographic position. It shares borders with Angeles City to the northwest and the municipalities of Mexico, Bacolor, and Sto. Tomas to the northeast, southwest, and southeast respectively. Serving as the provincial capital of Pampanga and the administrative hub of Central Luzon.

San Fernando is politically divided into 35 barangays, with barangay Del Rosario being one of them. According to the 2020 Census, barangay Del Rosario had a population of 8,105, constituting 2.29% of San Fernando's total population. In the 2015 Census, barangay Del Rosario had a household population of 6,638, with 1,558 households, averaging 4.26 members per household. Situated at approximately 15.0685, 120.6391 on the island of Luzon, barangay Del Rosario boasts an elevation estimated at 38.9 meters or 127.6 feet above mean sea level.

Barangay Del Rosario shares borders with neighboring barangays, including San Isidro, Bacolor, Maimpis, Dela Paz Sur, and San Isidro. (City of San Fernando, n.d.)

Barangay Del Rosario experiencing significant commercial growth, stands out as a barangay worthy of analysis concerning its socio-economic advancement. In light of this, the University of the Assumption (UA), recognized as the first archdiocesan Catholic university in Asia and the Pacific, received official approval from the City Planning and Development Coordinator's Office (CPDCO) to utilize the Social Economic Profile (SEP) 2023 data for faculty research and community outreach initiatives. This approval aims to facilitate research and outreach endeavors intended to benefit the 35 barangays in the City of San Fernando by providing essential data for barangay programs and decision-making processes.

The Social Economic Profile (SEP) data serve as invaluable assets for improving community welfare and enhancing quality of life. UA is recognized for its pivotal role in utilizing this data for the betterment of San Fernando. As a Higher Education Institution (HEI), UA is committed to advancing research and community outreach efforts. The institution fosters a research-centric environment, engaging in various research endeavors, including institutional, commissioned, funded, and developmental studies. Additionally, UA actively promotes community outreach through various outreach activities.

In 2014, a study was conducted regarding the socio-economic status of San Fernando. This study presented a detailed overview of the socio-economic landscape of Pampanga province in the Philippines for the year 2013. It encompasses various aspects including history, geography, climate, population, economy, and key sectors such as agriculture, industry, education, health, and infrastructure within the province. The profile is rich with tables and figures, providing substantial evidence to bolster the data presented across these subjects. Its primary aim is to furnish a comprehensive understanding of the demographic, economic, and social circumstances prevailing in Pampanga. The original title of this document is "PAMPANGA Socio Economic Profile 2013.

However, there has been no specific SEP study similar to the residents of Barangay Del Rosario. Hence, it is essential to conduct a study solely based on the SEP 2023 data from Barangay Del Rosario to draw conclusions and recommendations specifically for its residents.

Literature Review

Abdrabo and Hassaan (2003) outlined that socio-economic status encompasses a multitude of variables and elements, which encompass a blend of social and economic factors. Additionally, Winkleby, Jatulis, Frank, and Fortman (1992) characterized socioeconomic status as determined through educational attainment, income level, occupational status, or a combination thereof.

Social economics primarily examines the interaction between social processes and economic activities within a society. A socioeconomic assessment serves to understand the social, cultural, economic, and political circumstances of stakeholders, including individuals, groups, communities, and organizations.

Social economists often investigate the diverse economic decisions made by individuals across various socioeconomic strata. Socioeconomic classes denote groups of individuals sharing similar traits, which may include social and economic status, educational achievement, current occupation, and ethnic background.

Various socioeconomic classes may exhibit differing priorities concerning their expenditure, or they might encounter limitations in affording particular goods or services due to their income constraints. Such goods or services could encompass access to comprehensive medical care, educational prospects, and the capacity to purchase food adhering to specific nutritional standards.

The socio-economic profile encompasses not just income but also educational achievements, occupational status, and subjective perceptions of social standing and class.

In the research conducted in Alexander Darin-Mattsson, Stefan Fors and Ingemar Kåreholt, various measures have been used to define socioeconomic status, most commonly including education, social class, or income. The findings reveal that all indicators of socioeconomic status were linked with health in later life, with only minor variations in the strength of these associations. Income exhibited the strongest correlation with all aspects of late-life health, maintaining statistical significance even when accounting for other indicators. The results suggest that while socioeconomic status indicators share common characteristics concerning late-life health, income stands out as independently correlated with health outcomes. Additionally, income showed comparable performance to the composite socioeconomic status index in capturing variations in health. Consequently, if the main aim is to adjust for socioeconomic disparities in late-life health rather than to analyze these inequalities themselves, income may be the preferred indicator to include in the model.

In the examination of the role of local governments in economic development policy, local governments hold significant sway in economic development. They possess an intricate understanding of the local economy unmatched by other governmental tiers, maintain close ties with local stakeholders, and possess the capacity to tailor policies to local circumstances, leverage specific advantages, and tackle crucial obstacles.

Both national and local governments assume complementary functions. Without the collaboration of each level, effective economic support is unattainable. While national governments are pivotal in spearheading large-scale investment endeavors like constructing international airports, economic advancement equally hinges on smaller-scale initiatives, such as nurturing skilled labor, designing efficient urban infrastructure, and judiciously allotting land to businesses—tasks integral to the jurisdiction of local governments.

Furthermore, national governments depend on local counterparts to execute numerous national economic development

initiatives, spanning education, infrastructure enhancement, or business promotion. For instance, programs offering financial assistance to small enterprises for capital investment might find better implementation under local governance than at the national level.

Problem Objectives

The primary goal of this study is to provide an updated socio-economic profile of Barangay Del Rosario. With this aim in mind, the study seeks to achieve the following objectives:

1. Provide a description of the demographic profile of the respondents.
2. Determine the economic engagements of the participants.
3. Identify and dissect the predominant challenges faced by respondents.
4. Examine public sentiment regarding the flagship programs implemented in San Fernando.
5. Clarify the roles and obligations expected of Fernandinos.

METHOD

Research Design

The research employed a descriptive, cross-sectional design. Descriptive design was chosen to characterize socio-economic factors, aiming to systematically and accurately depict a population, situation, or phenomenon by addressing questions such as what, where, when, and how (Sirisilla, 2023). Cross-sectional design was selected for its one-time data collection approach, gathering relevant data at a specific point in time without involving a time dimension (Kesmodel, 2018).

Respondents and Sampling Design

The study surveyed 338 households in Barangay Del Rosario, with an average household size of 3.99. A sample size of 333 was determined using Raosoft, ensuring a 95% confidence

level and 5% margin of error. The research team mapped the barangay using Google Maps, divided it into seven sectors, and assigned survey teams to specific starting points to efficiently collect data from the target number of respondents.

Research Instrument

The survey consisted of 90 questions covering 15 key socioeconomic factors identified by local authorities. It included sections on household details, respondent information, and indicators from the Community-Based Monitoring System. The instrument was reviewed and updated by the CPDCO and UA-RPO. It also gathered demographic data, including migration patterns, and assessed citizens' views on government programs and civic responsibilities using Likert scales and open-ended questions.

Data Collection

Before data collection, the team coordinated with barangay officials to ensure cooperation. Student enumerators worked in pairs and were tasked to complete 5–6 surveys within three hours, using either interviews or self-administered questionnaires. Afterward, field supervisors reviewed, cleaned, and validated the data, addressed issues, and conducted revisits when necessary to meet the required number of respondents.

Ethical Considerations

An application was made to the University of the Assumption Research Ethics Board (UAREB), where the necessary forms were completed along with the attachment of the research protocol and consent form. Approval from UAREB was crucial to ensure ethical compliance with procedures and protocols. Informed consent, covering elements like confidentiality and the right to withdraw, was obtained from participants.

The CPDCO issued a communication letter to Barangay Del Rosario in support of the SEP research team (2023). A scheduled

visit was arranged to seek assistance and cooperation from barangay officials. Ocular visits and phone calls were conducted to secure their support.

Student enumerators were trained on survey procedures and followed ethical standards, including delivering introductions, ensuring privacy and confidentiality, and obtaining informed consent. They also used respectful persuasion to encourage participation from hesitant respondents.

Data Analysis

Accountancy students were trained as data encoders, learning to input and code survey responses accurately using spreadsheets. Their tasks were clearly defined, and they received hands-on training in both data encoding and analysis. The assistant project leader conducted training sessions, while the liaison officer supervised and reviewed the submitted data to ensure accuracy.

Quantitative data were processed and summarized using the licensed Statistical Package for Social Sciences (SPSS) Version 17. Descriptive statistical analysis, including frequency and percentage distribution, central tendency (mean), and data dispersion (standard deviation), was conducted to facilitate comparisons in terms of proportions. Cross-tabulations were performed using the software to visualize associations among different dimensions of the barangay.

Evaluation of the flagship programs was carried out using the provided scale. Recoding was implemented for various variables to organize and process relevant data necessary for determining socio-economic classifications and other pertinent constructs. Socio-economic classifications were derived using a specified formula, and a frequency distribution table was generated. The presentation of tables followed a systematic approach, addressing each research problem outlined in the study.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency (f)	Percentage (%)
Sex	Males	704	52.1
Age	65 and older	75	5.93
Civil Status	Single	638	50.5
Religion	Roman Catholic	1,082	88.3
Educational attainment	High school graduate	222	26.33
Literacy	Read and write	1,265	93.7

The demographic profile outlined in Table 1 presents a comprehensive snapshot of the population under study. Among the key findings: In terms of gender distribution, males comprise a significant portion, constituting 52.1% of the population. Regarding age demographics, individuals aged 65 and older represent a smaller but still notable segment, making up 5.93% of the population. Civil status data reveals that a substantial proportion of the population is single, with 50.5% reporting this status. Religiously, the majority of the population identifies as Roman Catholic, with 88.3% adhering to this faith. In terms of educational attainment, while a significant portion of the population has completed high school, with 26.33% being high school graduates. Moreover, literacy rates are impressively high within this population, with 93.7% possessing the ability to read and write.

Table 2
Economic activity

Activity	Description	f	%
Distribution of employed residents according to place of work	Within barangay	227	52.3

Activity	Description	f	%
Distribution of employed residents according to time of work	Dayshift	273	88.2
Nature of employment of Fernandinos	Permanent job	259	66.6
According to Class Worker	Private company	106	29.1

Table 2 provides insights into the economic activity of the population studied, focusing on employment-related factors. The majority of employed residents, constituting 52.3%, work within their own barangay. A significant portion of employed residents, 88.2%, work during the dayshift. Around two-thirds of Fernandinos (66.6%) hold permanent jobs. Among workers, 29.1% are employed in private companies.

Table 3

Annual household income

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	8,039,612.00
Total salaries and wages	55,384,240.00
Total income from other sources	3,876,116.00
Total household income	66,996,968.00
Total household income per household	292,563.18

Table 3 provides a comprehensive overview of the annual household income within the studied population, presenting various sources of income: The households collectively earned PhP 8,039,612.00 from entrepreneurial endeavors, reflecting the entrepreneurial spirit and engagement within the community. A significant portion of the household income, amounting to PhP 55,384,240.00, comes from salaries and wages, indicating a substantial presence of wage earners contributing to the overall

economic well-being of the households. Additionally, households received PhP 3,876,116.00 from other sources, illustrating diverse income streams beyond entrepreneurial activities and wage employment. The sum of all income sources results in a total household income of PhP 66,996,968.00, reflecting the combined economic strength of the community. On average, each household earns PhP 292,563.18 annually, providing insight into the income distribution and standard of living within the community.

Table 4
Estimated expenditures of the household

Monthly Household Expenditure	Amount
Food	3,306,150.00
Clothing	220,400.00
School expenses	851,520.00
Leisure	76,600.00
Transportation expenses	324,785.00
Electricity	758,076.00
LPG/Gas	250,860.00
Water bill	142,282.00
Gas/Diesel	373,130.00
Total household expenditures	7,247,962.00
Gross annual household	86,975,544.00

Table 4 provides an insightful breakdown of the estimated monthly expenditures of households within the studied population. The largest portion of household expenditure is allocated to food, amounting to PhP 3,306,150.00 per month, indicating the prioritization of basic sustenance needs within the household budget. A relatively smaller amount, PhP 220,400.00, is dedicated to clothing expenses each month, suggesting moderate spending on attire. Significant funds, amounting to PhP 851,520.00 monthly, are allocated towards educational expenses, emphasizing the value placed on investing in education within the household. A modest portion, PhP 76,600.00, is set aside for leisure activities, reflecting discretionary spending for recreational purposes. An essential expense, PhP 324,785.00, is earmarked for transportation needs, covering commuting costs and travel expenses. In utilities,

PhP 758,076.00 is spent monthly on electricity, indicating the importance of powering household appliances and lighting. PhP 250,860.00 is allocated for LPG or gas, essential for cooking and heating purposes. PhP 142,282.00 is designated for water usage, ensuring access to clean water for domestic needs. PhP 373,130.00 is set aside for gas or diesel expenses, likely for transportation or generator usage.

The sum of all expenditures amounts to PhP 7,247,962.00 per month, reflecting the collective financial commitments of households towards various necessities and discretionary items.

Extrapolating monthly expenditures to an annual scale, the gross annual household expenditure is estimated at PhP 86,975,544.00, providing a comprehensive view of the financial outlays over the course of a year.

Table 5

Top five problems encountered by households

Problems Encountered by the Households	N	Most Difficult		Slightly Difficult		Less Difficult	
		f	%	f	%	f	%
Lack of Money	252	220	87	13	5	19	8
Sickness	174	29	17	127	73	18	10
Family Dispute	63	9	14	12	19	42	67
Alcoholism	37	6	16	13	35	18	49
Domestic Violence	8	1	13	0	0	7	88

Table 5 presents the top five problems encountered by households in Barangay Del Rosario, highlighting the prevalence and significance of each issue, with the level of difficulty experienced categorized into "Most Difficult," "Slightly Difficult," and "Less Difficult." Lack of money is the most prevalent issue among households in Barangay Del Rosario, with a significant majority considering it as the most difficult problem they face. This suggests a significant challenge in meeting basic needs and fulfilling financial obligations within the community. Sickness is also a significant problem, affecting a considerable number of households, although it is generally perceived as slightly difficult rather than the most

difficult. Family disputes affect a notable proportion of households, with a majority perceiving it as less difficult compared to other problems. Alcoholism affects a smaller number of households, but it is perceived as moderately difficult by a significant proportion. While domestic violence affects the fewest number of households, it is considered the most difficult problem when it does occur, as evidenced by the high percentage of households perceiving it as the most difficult issue.

Table 6
Citizens' perspectives on the flagship programs of San Fernando

Flagship Programs	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	178	52.7	22	6.5	138	40.8
2. Kayabe KArD	121	35.8	40	11.8	177	52.4
3. City College Amended Admission Regulations	167	49.4	20	5.9	151	44.7
4. Free Laptops for Public School Teachers	139	41.1	45	13.3	154	45.6
5. Reinforced Waterways Clean-up and Environmental Management	164	48.5	32	9.5	142	42.0
6. Task Force against Dangling/Inactive Wires	148	43.8	28	8.3	162	47.9

Table 6 sheds light on citizens' viewpoints regarding San Fernando's flagship programs, gauging their efficacy. The Fernandino Dialysis Center garners significant approval, with 52.7% of citizens deeming it effective, while only 6.5% find it ineffective. However, a notable 40.8% lack awareness of its impact. Similarly, Kayabe KArD earns recognition from 35.8% of citizens as effective, though 11.8% view it unfavorably, with a substantial 52.4% unaware of its effectiveness. The City College Amended Admission Regulations receive praise from 49.4% of citizens for their effectiveness, while only 5.9% find fault, yet 44.7% remain

uncertain. In the case of Free Laptops for Public School Teachers, 41.1% of citizens see them positively, but 13.3% express reservations, with 45.6% lacking clarity on their efficacy. Reinforced Waterways Clean-up and Environmental Management are regarded favorably by 48.5% of citizens, yet 9.5% harbor doubts, and 42.0% lack insight into their effectiveness. The Task Force against Dangling/Inactive Wires earns approval from 43.8% of citizens, while 8.3% perceive it negatively, with 47.9% unsure of its effectiveness. Overall, the data illuminates citizens' perspectives on various flagship programs, indicating areas of success, areas necessitating improvement, and areas of insufficient awareness regarding program effectiveness.

Table 7

Citizens' perspectives on the duties and responsibilities of Fernandinos

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
1. Registered voters who vote every election	314	92.9
2. Exercise and eat well	241	71.3
3. Follow city ordinances	296	87.6
4. Segregate and do not burn garbage	266	78.7
5. Work on ways to develop their skills and talents	238	70.4
6. Using or trying to learn and use the Kapampangan language	272	80.7
7. Support the giant lantern festival and other Kapampangan traditions	243	71.9
8. Member of a local organization and fulfill their duties	165	48.8
9. Participate in city activities	177	53.04
10. Support and patronize local products the community and introduce them to their friends	215	63.6
11. Working to improve their family's livelihood	270	79.9
12. Pay the right taxes at the right time	270	79.9
13. Actively gather and share information about the city	246	72.5

14. Help the barangays and fellow Fernandinos	269	79.6
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Table 7 presents citizens' perspectives on the duties and responsibilities of Fernandinos. 314 respondents (92.9%) indicated that Fernandinos should be registered voters who vote in every election. This suggests a high level of importance placed on civic engagement and participation in democratic processes. 241 respondents (71.3%) believe that Fernandinos should prioritize exercising and eating well. This indicates a recognition of the importance of personal health and well-being among citizens. 296 respondents (87.6%) stated that Fernandinos should adhere to city ordinances. This reflects the expectation for citizens to comply with laws and regulations for the orderly functioning of the city. 266 respondents (78.7%) support the idea that Fernandinos should segregate their garbage and refrain from burning it. This highlights the emphasis on environmental responsibility and sustainable waste management practices. 238 respondents (70.4%) believe that Fernandinos should focus on developing their skills and talents. This indicates a recognition of the importance of personal growth and self-improvement within the community. 272 respondents (80.7%) support the use or learning of the Kapampangan language by Fernandinos. This underscores the value placed on preserving and promoting local cultural heritage. 243 respondents (71.9%) indicated that Fernandinos should support cultural events like the giant lantern festival and other Kapampangan traditions. This demonstrates a commitment to preserving and celebrating the cultural identity of the community. 165 respondents (48.8%) believe that Fernandinos should be members of local organizations and fulfil their duties within those organizations. This suggests an expectation for civic involvement and contribution to community groups. 177 respondents (53.0%) support the idea that Fernandinos should actively participate in city activities. This indicates a desire for community engagement and involvement in communal events and initiatives. 215 respondents (63.6%) believe that Fernandinos should support and patronize local products and introduce them to others. This highlights the importance of local economic development and promoting local businesses. 270 respondents (79.9%) support the idea that Fernandinos should work to improve their family's livelihood. This underscores the value

placed on family well-being and economic stability within the community. 270 respondents (79.9%) believe that Fernandinos should pay their taxes correctly and promptly. This reflects the expectation for citizens to fulfil their fiscal responsibilities to support public services and infrastructure. 246 respondents (72.5%) indicated that Fernandinos should actively gather and share information about the city. This suggests a commitment to staying informed and engaged with local affairs. 269 respondents (79.6%) support the idea that Fernandinos should help their barangays (neighborhoods) and fellow residents. This demonstrates a sense of community solidarity and mutual support among citizens.

The findings show that Fernandinos are expected to actively engage in both civic and personal responsibilities, reflecting a strong sense of community identity and commitment to contributing to local development and well-being.

Table 8
Peace and order

Victim of Crimes	n	
	f	%
1. Didn't specify the type of crime	0	0.0
2. Murder	0	0.0
3. Homicide	0	0.0
4. Physical Injury	0	0.0
5. Rape	0	0.0
6. Theft	0	0.0
7. Robbery	6	100
8. Motornapping	0	0.0
9. Carnapping	0	0.0
10. Other Special Laws	0	0.0
11. Traffic Accidents (PCI)	0	0.0

Based on the data presented in table 8; no household members specified being victims of murder, homicide, physical injury, rape, theft, motornapping, carjacking, other special laws violations, or traffic accidents. The only reported crime with victims is robbery, with 6 household members being victims, making up 100% of the reported crime victims.

This implies that while there were no reported instances of various types of crimes, there were 6 household members who were victims of robbery. This data provides insights into the prevalence of different crimes within the community or area surveyed.

DISCUSSION

Based on the results of the study, the socio-economic profile of Barangay Del Rosario, City of San Fernando, Pampanga, provides valuable insights into various aspects of the community's demographics, economic activities, income, expenditure patterns, prevalent problems, and citizen perspectives on duties and responsibilities.

The demographic profile reveals a predominantly male population, with a significant percentage of single individuals and a notable presence of older adults. This may be because older adults or senior citizens might be more inclined to participate in surveys due to having more free time, interest in sharing their opinions, or a sense of civic duty.

A significant majority of residents identify themselves as Roman Catholics. Pampanga is primarily a Catholic stronghold, consistent with information provided by the Archdiocese of San Fernando, Pampanga. The report states that within the diocesan territory, out of a population of 2,524,699 as of the end of 2017, 89% adhere to the Catholic faith.

Regarding education, respondents have only completed high school. This aligns closely with the findings reported in "StarMANILA, Philippines," where it states that more than one-fifth of Filipinos now possess a high school diploma at most, based on the latest data from the Philippine Statistics Authority. This indicates a significant achievement in the education sector's efforts over the past two decades to enhance access to secondary education. According to the 2020 PSA census, over 21% of Filipinos have achieved no more than a high school diploma, surpassing the 19%

recorded in 2010 and the 13% in 2000. Additionally, more than 16% of Filipinos have completed high school but are still undergraduates.

From an economic perspective, the majority of employed residents are engaged in work within the barangay, primarily holding permanent dayshift positions. Considering that shift work can impact employees' health and well-being, consequently affecting economic productivity, there is a compelling rationale for conducting studies on shift work. A considerable number of office and company positions necessitate working during the day shift. Having permanent employment fosters job security among employees. While entrepreneurial activities contribute to household income, salaries and wages from employment constitute a substantial portion of total household earnings. Household expenditures primarily allocate significant funds to food, highlighting priorities in meeting basic needs. However, substantial amounts are also allocated to education, transportation, utilities, and other necessities, reflecting a balanced expenditure pattern.

In this study, households face a myriad of challenges, including lack of money, sickness, family disputes, alcoholism, and domestic violence, indicating a need for targeted interventions to address socio-economic challenges and improve overall well-being. These challenges underscore the imperative for targeted interventions aimed at alleviating socio-economic hurdles and enhancing overall welfare. Economic destitution emerges as a prevalent concern not limited to Barangay Del Rosario, impeding individuals' capacity to fulfill their fundamental needs. Poverty, irrespective of its origins, exacts profound and enduring tolls on those ensnared by its grasp.

In the scope of individual experiences, "lack of money" refers to the challenges someone faces concerning their personal finances. Typically, these difficulties arise when expenditures surpass income or when poor financial decisions are made. The presence of sickness poses additional challenges for participants. While family conflicts are a common occurrence, what holds more significance is how individuals choose to address them. With many

families spending increased time together, there are ample opportunities for both tension and reconciliation. Alcoholism remains a persistent issue in Barangay Del Rosario, inflicting damage on mental, physical, and emotional well-being, often necessitating professional intervention for recovery. Lastly, the domestic violence poses a threat to the security of the community in Barangay Del Rosario. Violence in this context is not only limited to physical harm; it can also encompass psychological, emotional, sexual, or economic abuse. Any form of manipulation or coercion employed to assert control over the victim falls under this category. The law is designed to protect victims and prosecute offenders, regardless of whether the violence is a first-time occurrence or a recurring pattern.

The City of San Fernando offers various services through its flagship programs, including the Fernandino Dialysis Center, which provides free dialysis treatment for patients with chronic kidney diseases. Another initiative, the Kayabe Kard, aims to categorize Fernandinos based on their needs from the city government, yet more than half of the population is unaware of its existence. This lack of awareness could stem from a limited understanding of the benefits and privileges associated with the card. Additionally, less than half of the population is informed about the amended admission regulations of the City College, possibly due to inadequate information dissemination. Similarly, over half of the respondents are unaware of the free laptops provided for public school teachers, perhaps because they perceive obtaining teaching materials as a personal responsibility of teachers. Most respondents are also uninformed about the city government's infrastructure project for reinforced waterways clean-up and environmental management, as they may believe that the installed water system alone can address flooding issues without individual efforts. Lastly, many respondents in Barangay Del Rosario are unaware of the Task Force against dangling or inactive wires, possibly assuming that electric companies are solely responsible for this matter.

Residents of Barangay Del Rosario, despite of those challenges in everyday living, still they believe that there are things

to be prioritized. One of these is the access to healthcare services. Ideally, residents should be able to conveniently and confidently access services such as primary care, dental care, behavioral health, emergency care, and public health services. Another is educational assistance and scholarship programs. For the residents of Barangay Del Rosario, educational assistance is a big source of hope and opportunity. It's important for many Filipinos, not just for personal growth but also for improving their families and communities. Scholarship from the Philippine government and private organizations are crucial. They help students get quality education without financial worries. These scholarships are for everyone, from high school graduates to those wanting higher studies, and have different requirements for different interest and talents.

In addition, employment opportunities is also considered to be prioritized by the residents. By diversifying employment opportunities across these sectors, the Barangay can stimulate economic growth, reduce unemployment, and improve the overall well-being of its residents. Additionally, collaboration with local businesses, government agencies, and community organizations can enhance job creation efforts and foster sustainable development.

Moreover, while certain duties and responsibilities are consistently fulfilled by Fernandinos, such as voting in elections and following city ordinances, others, like active participation in local organizations and supporting local products, exhibit lower levels of commitment.

Limitations of the Study

While this research gathered extensive information from the respondents, this study has its limitations. Some participants were hesitant to disclose crucial data concerning their incomes and expenditures. This reluctance may restrict from concerns regarding privacy and confidentiality, leading to potential inaccuracies in the economic variables of the survey. Therefore, it is important to prioritize proper information dissemination on the significance of

providing accurate responses in socio-economic studies, thereby fostering a greater sense of trust and cooperation among participants.

Additionally, the study was constrained by the limited number of respondents within Barangay Del Rosario. Despite the collection of rich and substantive data from residents, it is crucial to recognize that the responses may not fully represent the perceptions and opinions of the majority of residents due to the fairly small sample size. While efforts were made to maximize participation, the computed number of participants may not have adequately captured the diversity of perspectives within the barangay. Future research endeavors should aim to expand the sample size to ensure greater inclusivity and representativeness of the community's views and experiences.

Conclusions

The socio-economic profile highlights the diversity and dynamics within Barangay Del Rosario, City of San Fernando, Pampanga. While the community demonstrates strengths in literacy, civic engagement, and economic activities, challenges persist in areas such as income disparities, healthcare access, social cohesion, and environmental sustainability.

Understanding these nuances is crucial for formulating targeted policies and programs aimed at addressing specific needs and enhancing the overall quality of life for residents. Collaborative efforts involving government agencies, community organizations, and local stakeholders are essential for implementing sustainable solutions and fostering inclusive development.

Recommendations

To enrich our comprehension and accuracy of Barangay Del Rosario's dynamics, it is crucial to conduct a follow-up study with a diverse range of participants. This should include residents, barangay officials, and notably, the Barangay Captain. While residents can provide insights into their personal experiences,

barangay officials and the barangay Captain possess detailed knowledge of activities, programs, and exact figures pertinent to the barangay's operations.

Furthermore, future research initiatives should prioritize examining and bolstering key areas such as Social Support Programs, Healthcare Access, Community Engagement, Environmental Sustainability, and Program Evaluation and Enhancement. By dedicating attention to these critical facets, Barangay Del Rosario can take significant strides towards fostering an environment that is more inclusive, resilient, and conducive to the well-being of all its residents.

For the local government, there is a need to evaluate the governments' flagship programs and improve awareness and participation among residents such as Enhance Awareness Campaigns. Launch comprehensive awareness campaigns through various channels such as social media, community events, and local newspapers to educate residents about the benefits and privileges associated with flagship programs like the Fernandino Dialysis Center, Kayabe Kard, and amended admission regulations of the City College. Highlighting success stories and testimonials from beneficiaries can help illustrate the impact of these programs on the community. Improve Information Dissemination. Strengthen efforts to disseminate information about flagship programs to ensure that residents are well-informed. Utilize multiple communication channels, including flyers, posters, public announcements, and community meetings, to reach residents from diverse backgrounds and demographics. Collaborate with barangay officials, community leaders, and local organizations to facilitate information sharing and outreach activities. Enhance Program Visibility. Increase the visibility of flagship programs by incorporating them into community events, public gatherings, and local festivals. Organize information sessions, workshops, and interactive demonstrations to showcase the benefits and functionalities of each program. Encourage active participation and engagement from residents to foster a sense of ownership and community pride in these initiatives. Educational Campaigns for Specific Programs. Develop targeted educational campaigns for

flagship programs such as the provision of free laptops for public school teachers and infrastructure projects for reinforced waterways clean-up and environmental management. Address common misconceptions and concerns raised by residents through informative materials, Q&A sessions, and direct communication with program coordinators. Partnerships and Collaborations. Forge partnerships with local schools, educational institutions, civic organizations, and businesses to amplify outreach efforts and maximize program impact. Engage community stakeholders in program planning, implementation, and evaluation to ensure that initiatives are aligned with the needs and priorities of residents.

For the peace and order, the findings indicate that while various types of crimes such as murder, homicide, physical injury, rape, theft, motornapping, carjacking, other special laws violations, and traffic accidents were either not reported or uncommon within the surveyed households. However, robbery stands out as a significant concern, with six household members reported as victims, constituting 100% of the reported crime victims. This underscores the prevalence of robbery within the surveyed area and stresses the urgency of implementing robust crime prevention measures, particularly in residential areas within the city. Furthermore, it highlights the necessity of extending crime prevention efforts beyond local jurisdictions to ensure comprehensive safety and security for all residents.

This study wishes to identify best practices and refine recommendations to foster a safer and more secure environment in Barangay Del Rosario. Implementing these measures may enhance community cohesion and promote the overall well-being of its residents.

Barangay officials should adopt various effective strategies in carrying out their roles and responsibilities. These encompass maintaining strong community ties, expediting problem-solving processes, capitalizing on economic opportunities, and forging practical agreements. It is imperative for barangay officials to maintain a positive outlook and prioritize conflict resolution and consensus-building that benefit all stakeholders involved.

Moreover, bolstering training initiatives for barangay security personnel can enhance their efficacy in fulfilling their duties. Additionally, participation in barangay governance capacity-building workshops and ongoing monitoring and evaluation of barangay performance can enhance the proficiency of barangay leaders. Integration of a web-based information system can further elevate the efficiency and effectiveness of governmental services within the community.

To maintain Peace and Order effectively, continual training for personnel operating surveillance systems to respect privacy rights. Install surveillance cameras strategically in key locations such as streets, parks, and community centers to discourage criminal activities. Ensure proper maintenance and monitoring of surveillance equipment to maximize effectiveness. Work with local law enforcement to review footage and investigate incidents promptly. For Police Patrol and Visibility, increased police presence in the barangay through regular patrols, especially during peak times of criminal activity. Collaborate with neighboring barangays and law enforcement agencies to coordinate patrols and share information on criminal activities. Conduct community outreach programs where residents can interact with police officers and address concerns directly. Establish a Barangay Peacekeeping Team comprised of trained volunteers from the community to assist local law enforcement. Conduct regular barangay-wide meetings to discuss safety concerns and gather feedback from residents. Implement a neighborhood watch program where residents are encouraged to report suspicious activities or concerns to designated authorities.

In addition, the strict enforcement of municipal and barangay ordinances is vital for maintaining order and enhancing community well-being. These ordinances cover various aspects including curfew hours for minors, regulations, modified/ altered converted motorcycle muffler, and drugs related activities, among others.

In the field of Youth Empowerment and Crime Prevention, Sanguniang Kabataan (SK) members can develop comprehensive

youth programs focused on education, skill-building, and recreational activities to steer young individuals away from criminal influences. Collaborate with schools and youth organizations to provide mentorship and leadership opportunities for at-risk youth. Promote youth involvement in community service projects to instill a sense of civic responsibility and pride in Barangay Del Rosario.

Examples:

Launch the "Youth Empowerment Academy" offering a range of workshops and courses on entrepreneurship, financial literacy, vocational skills, and personal development. Organize regular sports tournaments, arts and crafts workshops, and cultural events to provide positive recreational outlets and foster teamwork and creativity among young individuals. Offer career counseling sessions and job readiness training to help youth explore career options and prepare for the workforce.

School and Youth Organization Collaboration. Partner with local schools to establish after-school programs focused on academic support, leadership development, and extracurricular activities. Collaborate with youth organizations such as scouting groups, youth clubs, or religious youth groups to organize joint events, retreats, and leadership camps. Recruit mentors from various professions and industries to provide guidance and support to at-risk youth, offering one-on-one mentorship sessions and group workshops.

Promotion of Community Service: Launch a "Youth Volunteer Corps" program where young individuals can participate in community service projects such as tree planting, coastal cleanups, and elder care initiatives. Organize regular community service days where youth are encouraged to volunteer their time and skills to support local charities, shelters, and community centers. Recognize and reward youth volunteers for their contributions through

certificates of appreciation, public acknowledgments, and opportunities for leadership roles within the community.

Through these initiatives, Barangay Del Rosario can effectively empower youth, provide them with positive opportunities for growth and development, and steer them away from involvement in criminal activities. Collaboration with schools, youth organizations, and community stakeholders ensures the sustainability and impact of these programs, while promoting a sense of civic responsibility and pride among young individuals in the barangay.

In the area of health and nutrition, Barangay Del Rosario collaborates with local healthcare providers and NGOs to ensure the sustainability and effectiveness of its mobile health clinic. The initiative includes nutritional education and cooking demonstrations alongside health services to promote healthy eating habits. Additionally, the barangay regularly assesses the clinic's reach and impact to adapt services based on the community's needs.

Through this collaborative approach, Barangay Del Rosario strengthens the sustainability and effectiveness of the mobile health clinic while addressing health and nutrition challenges within the community. By offering comprehensive health services, promoting nutritional awareness, and continuously evaluating outcomes, the initiative supports long-term improvements in residents' health and overall well-being.

In addressing Cleanliness concerns, community engagement is the key. Encourage active participation in cleanup efforts through volunteer programs and awareness campaigns, fostering a sense of ownership and responsibility among residents. Introduce waste segregation initiatives in collaboration with the recycling center to optimize waste management practices. To incentivize involvement, explore offering rewards or incentives for individuals or groups who actively contribute to cleanliness initiatives, further motivating community participation and commitment to maintaining a clean environment.

Examples:

Barangay ABC launches the “Clean and Green Barangay Initiative” to improve community cleanliness through active participation and incentives. Monthly volunteer cleanup drives are organized in partnership with schools, businesses, and local organizations, with designated zones and provided cleaning supplies.

The barangay also implements a waste segregation campaign in collaboration with a local recycling center, distributing color-coded bins and conducting educational sessions to promote proper waste disposal.

To encourage participation, an incentives program rewards individuals and groups who actively engage in cleanup and segregation efforts through certificates, vouchers, and public recognition during scheduled award ceremonies.

Through these initiatives, Barangay Del Rosario aims to foster a cleaner and healthier environment while instilling a sense of pride and responsibility among residents. Regular monitoring and evaluation ensure the effectiveness and sustainability of the program, while ongoing community engagement maintains momentum and enthusiasm for cleanliness initiatives.

For the Housing Demographics, it's imperative to adopt a systematic approach that utilizes technology and community engagement. Consider implementing an office software management system to effectively profile constituents and assess housing needs. By leveraging technology, barangay officials can streamline data collection and analysis processes, facilitating more targeted interventions and resource allocation. Additionally, prioritize community engagement initiatives to gather insights directly from residents and ensure that housing strategies align with their needs and preferences. Through a combination of technology-driven solutions and community-centered approaches, barangay

officials can better address housing demographics and enhance the overall well-being of their constituents.

Examples:

Barangay XYZ, in collaboration with a local tech firm, implements the “Housing Needs Assessment System” (HNAS), a software system designed to profile residents and assess housing needs. It enables barangay officials to manage data on demographics, housing conditions, and resident requirements through a user-friendly interface. Key features include resident profile management, a feedback mechanism for community input, and tools for efficient resource allocation aligned with housing programs.

To strengthen community engagement, the barangay conducts regular town hall meetings, door-to-door housing surveys, and focus group discussions with vulnerable sectors. Additionally, an online platform or mobile application provides residents with accessible housing information, resources, and support services.

Overall, the recommendations mentioned may already be in the process of implementation or have been implemented within the Barangay Del Rosario. However, there is room for enhancement and stricter enforcement of these measures.

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From barrio to boom: The evolving socio-economic profile of Barangay Malino, City of San Fernando, Pampanga

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ABSTRACT

Barangay Malino, located in the northern section of the City of San Fernando, Pampanga, is a rapidly developing community characterized by mixed agricultural, residential, and commercial functions. This study aimed to present an updated socio-economic profile of the barangay using data from the 2023 Socio-Economic Profile (SEP). Specifically, it examined the demographic characteristics of residents, their economic activities, commonly encountered household problems, perceptions of city flagship programs, and awareness of civic duties and responsibilities.

A descriptive cross-sectional research design was employed involving 296 respondents selected through systematic sampling. Data were collected using a structured questionnaire consisting of 90 items covering key socio-economic indicators. Statistical analysis was conducted using SPSS Version 17, employing frequency distribution, percentages, and measures of central tendency.

Findings revealed that most residents rely on salaries and wages as their primary source of income, followed by entrepreneurial activities. Household expenditures are primarily allocated to food, utilities, recreation and education. The most pressing problems identified include financial insufficiency, illness, family conflict, alcoholism, and unsafe environments. Among city programs, only the Fernandino Dialysis Center and environmental initiatives were widely perceived as effective. Civic responsibility awareness was high, particularly in voting and adherence to local ordinances.

The study recommends strengthening employment opportunities, health services, information dissemination, and community-based programs to enhance the overall quality of life in Barangay Malino.

Key words: *Expenditure, income, literacy, peace and order, salary*

INTRODUCTION

Pampanga's capital, City of San Fernando, is home to the thriving barrio of Malino. Geographically speaking, Malino is situated on the island of Luzon at coordinates 15.1249, 120.6233. Its elevation is 64.2 meters, or 210.6 feet, above sea level (PhilAtlas, 2023) and it borders the barangays of Mining, Angeles City, Gandus, Mexico, Pulung Bulu, Baliti, Panipuan, and Saguin, City of San Fernando. The population of Barangay Malino is 5,082 as of the 2020 census. This was equivalent to 1.43% of San Fernando's total population.

Figure 1

Vicinity map of Barangay Malino, CSFP



According to the City Government of Pampanga (2024), Aside from Barangay Telabastagan at the core of the Northern City Urban Agri-Industry Center, Barangays Pulungbulu and Malino are also part of the growth area as service barangays. Located at the northernmost part of the City, its major urban functions are: (1) commercial and residential; (2) agricultural; and (3) industrial. Providing for a premium location to flourishing commercial and residential hubs.

Malino, a barrio with rapid growth in both agriculture and commerce, is a fascinating subject to research on socioeconomic development. The City Planning and Development Coordinator's Office (CPDCO) has duly approved the University of the

Assumption (UA), the first archdiocesan Catholic university in Asia and the Pacific, to use the Social Economic Profile (SEP) 2023 data for faculty research and community extension initiatives. By providing baseline data for barangay programs and decision-making processes, this approval aims to promote research and extension efforts that would benefit the 35 barangays in the City of San Fernando.

The SEP data are valuable resources for enhancing the welfare and quality of life within the community and UA is acknowledged of its significant role in leveraging these data for the greater good of San Fernando. UA is a Higher Education Institution (HEI) which acknowledges its commitment to further the research and community extension of faculty and students. This academic institution cultivates research culture by continually immersing in research undertakings pertaining to institutional, commissioned, funded, and research and development. It also promotes community extension by engaging in outreach activities.

Currently, studies on socio economic profile and status of communities are done in abroad. Locally, there are socio economic profile research of San Fernando in the years 2015, 2019 and 2023. However, there is no particular SEP study that specifically caters to the residents of Barangay Malino. Hence, it is imperative to conduct a study that will provide conclusions and recommendations solely based from the SEP 2023 results coming from Barangay Malino.

Literature Review

A socioeconomic profile is a set of social and economic characteristics that can be used to characterize a person within a specific group or population (Oxford, 2024). Social standing, income levels, occupation, economic status, and education are some of its constituents (Baker, 2014). It also gives details about the resources, opportunities, and quality of life that individuals or groups can access in a certain neighborhood. According to the American Psychological Association (APA, 2024), socioeconomic status, or SES, is a multifaceted word that includes both subjective evaluations of social comparison classes and quantitative traits like

money, education, and occupation. SES is a complex notion that is based on independent, objective factors like wealth and education as well as subjective evaluations of a person's place in the socioeconomic spectrum (Navarro-Carillo et al., 2020).

The socioeconomic profile, or SEP, has been studied. Duk, Phay, and Soeung (2013) conducted a socioeconomic analysis of six villages in Mondulkiri Province, focusing on the incomes and means of subsistence of the populations involved in the Cambodia Supporting Forests and Biodiversity (SFB) Project. A socioeconomic profile study of Malaysian farmers was carried out by Alam et al. (2010). Their study was carried out in the integrated agricultural development region of North-West Selangor. 2017 saw the completion of study on the socioeconomic features of small and medium-sized European cities in Hamdouch, Demaziere, and Banovac (2017).

The socioeconomic profile is comprised of various components. Demography, the statistical study of human populations, is one of its components (National Geographic, 2024). Demography is the study of how population characteristics vary over time (Tarsi & Tuff, 2012). Demography, according to Xie (2000), is the study of characteristics including population size, composition, and changes brought about by variables like migration, death, and fertility.

Education and literacy are also included in the socioeconomic profile. Literacy is the capacity to read, write, talk, and listen clearly, whereas education is the process of gaining knowledge, skills, values, and habits (Loveless, 2023). A person must possess literacy in order to communicate and comprehend written material (Smith, 2023). Success in a variety of situations and places is seen dependent on literacy (Pilgrim & Martinez, 2013). Literacy is a cultural and social phenomenon rather than a mental one (Gee, 2014).

One cannot discount the significant place of economic activity in SEP. The creation, distribution, purchase, and sale of commodities and services within an economy are all considered

forms of economic activity, with the main objective being the fulfillment of people's needs and wants (Ackermann, 2023). The creation, distribution, and consumption of products and services within a community is referred to as economic activity, and it is included in the SEP (Harper, 2015). The way resources are used is equally as important to economic activity as their quantity (Eurostat, 2023). Making the most of the easily accessible resources and utilizing them to generate revenue is essential. The movement of people and products is probably what really determines how economic activity is organized in geographic space (Redding & Turner, 2015).

Income is a key component of economic activity and is the amount of money one is paid for performing labor (Scott, 2023). Money-based recurring benefits are included in the definition of income (Merriam-Webster, 2024). Income is defined by Cornell Law School (2024) as the monetary value that an individual obtains in exchange for using capital to provide a good or service.

One of the main things that drives economic activity is peace and order. Indeed, these are development's indispensable partners (World Journal of Advanced Research and Reviews, 2022). According to Einstein in Sandy & Perkins (2008), peace is not just the absence of conflict but also the existence of justice, law, and order—in other words, of government. Because it is essential to human survival, it is indivisible and global (Nicor-Mangalimutan, Mejica & Caelian, 2020). According to Oxford (2024), order is the placement of individuals or objects in relation to one another in accordance with a particular technique, pattern, or sequence.

In terms of economic activity, community affairs include all initiatives, programs, and activities aimed at enhancing quality of life, tackling regional issues, encouraging civic participation, and fostering alliances (ICMA, 2023). These are strategies meant to sway public opinion on a subject or the outcome of a legislative or administrative action in order to support the utility's civic and community stance.

The evaluation includes government projects that are a significant and intricate enterprise, involving a wide range of activities meant to address social, economic, and environmental challenges. Flagship programs are significant endeavors launched by the government to achieve particular goals. Their name is derived from the term "flagship," which designates the largest or most important ship in a country's fleet and stands for the principal objective of that nation's expansion strategy. The evaluation of government activities is followed by a look at the duties and responsibilities of citizens.

De Vera (2024) contends that although everyone has a duty to fulfill in their capacity as a citizen of the Philippines, the government's main obligation is to serve and safeguard the people. Examples include following the law, keeping the environment clean, paying taxes willingly and on time, and preserving peace and order in the community. Other instances include choosing candidates who will benefit the country and making educated voting decisions. Other concrete examples include following local laws, encouraging and buying locally produced goods in the neighborhood and introducing them to their friends, keeping up a healthy diet and exercise routine, looking for opportunities to further their skills and talents, and participating in city events.

Problem Objectives

The main objective of the study is to provide the latest socio-economic profile of Barangay Malino. Specifically, it aims to: 1. Describe the demographic profile of the respondents. 2. Determine the economic activity of the participants. 3. Identify the most commonly-encountered problems of the respondents. 4. Describe the citizens' perspectives on the flagship programs of San Fernando. 5. Determine the duties and responsibilities of Fernandinos.

METHOD

Research Design

The study utilized descriptive, cross-sectional research designs. It is descriptive because it characterized the socio-economic factors. A descriptive research design purports to accurately and systematically describe a population, situation or phenomenon and it answers what, where, when and how (Sirisilla, 2023). It is cross-sectional because it is one time data gathering only. A cross-sectional study is defined to be the gathering of relevant data at a given point in time which means that there is no time dimension involved (Kesmodel, 2018).

Respondents and Sampling Design

The respondents for the study hail from Barangay Malino. They are residents in this particular locality. The total no. of households surveyed is 300 while the average household size is 4.19 individuals.

Raosoftware, an online sampling calculator, was utilized to calculate the appropriate sample. The computed sample size for Barangay Malino is 292. The barangay has a sufficient representative sample with a confidence level of 95% and margin of error of 5%.

The research team of SEP (2023) prepared Google Maps for the barangay and mapped-out sectors by designating numbers. Using a sample population range, 251-300 respondents would need five (5) sectors. Each team identified the drop-off starting points and assigned a sub-team for each drop-off point for the household survey.

Research Instrument

The questionnaire consists of ninety (90) items with several sub-items and reference codes covering 15 key socioeconomic variables identified by the city officials. The first part of the questionnaire presents the household location and identification code, followed by the respondent's name, field enumerator and supervisor. The remaining part is a combination of items from the Community-based Monitoring System (CBMS) used by legitimate

institutions, businesses and government sectors in the country. The City Planning and Development Coordinator's Office (CPDCO) and the UA-RPO handled the updating, item inclusions and amendments to the research instrument.

Information on people's migration were included under demography. The city government's flagship programs and citizenship self-assessment were assessed under the citizen's perspective. The programs were evaluated utilizing three (3) and five (5) point Likert scale tables and four (4) open-ended questions.

Data Collection

Courtesy calls to barangay officials were made a day prior the actual data gathering. This is to ensure their cooperation and the respondents' participation. Student enumerators were assigned by partners. As much as possible, the dyad consisted of at least one male to ensure safety and security. The enumerators were tasked to accomplish a quota of five to six checklists within three hours. Upon the discretion of enumerators, the interview mode shifted from direct to pencil and paper administration, where the respondents can write their responses directly in the questionnaire with no or minimum assistance.

The accomplished research instruments were cleaned by the field supervisors to assure the quality of the information gathered. Aside from the duties of cleaning and editing by the field supervisors, they are also responsible in resolving problems arising from the actual field survey. Survey revisits were performed to meet the minimum number of requirement in the barangay.

Ethical Considerations

The intention was to apply to the University of the Assumption Research Ethics Board (UAREB). The UAREB proposal form was filled out, and the study protocol and permission form were attached. To ensure that the procedures and protocols adhere to moral prudence, the UAREB clearance was required. The informed consents contained all relevant information, such as the

right to withdraw and confidentiality guidelines. The communication letter addressed to Barangay Malino (2023) was disseminated by the CPDCO as part of their support for the SEP research team.

To obtain the cooperation and support of the barangay leaders, a scheduled visit was sent out. In order to be sure, the barangay officials would offer their assistance and cooperation, a phone call and in-person visit were conducted. The survey criteria in the enumerator's kit were taught to student enumerators, along with how to conduct themselves politely. Student enumerators produced pre-made self-introductory statements to be uttered at the start of the in-person survey.

The enumerators observed privacy and confidentiality. The respondents agreed to sign the informed consent and participated in the data gathering. They showed collegiality in persuading difficult residents to give their consents as respondents through a diplomatic approach.

Data Analysis

Accounting students and other data encoders with prior spreadsheet skills were employed and provided with data encoding training. The roles of SEP encoders in the study were given and discussed in detail. Through intensive hands-on instruction, they became acquainted with the instrument answers and learned how to encode data using numerical codes in spreadsheets. The assistant project leader conducted two sessions of practical data analysis training in the university computer lab. The encoded data submission was supervised and examined by the liaison officer.

Descriptive statistical analysis was used to process and summarize the quantitative data using a licensed version of the Statistical Package for Social Sciences (SPSS) Version 17. To enable proportional comparisons, the frequency and percentage distribution, central tendency (mean), and data dispersion (standard deviation) were acquired. Using the program, cross-tabulations were calculated to show correlations between the barangay's dimensions. The provided scale was used to gauge the

flagship programs' level of evaluation. To filter and analyze essential data required to determine the socio-economic classes and other important constructions, recoding in a variety of variables was done. Using the provided formula, the socioeconomic categories were determined, and a frequency distribution table was produced. Tables addressed each research question in the study in a methodical manner.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency (f)	Percentage (%)
Sex	Male	606	49.9
	Female	611	50.1
Age	65 and older	151	48.2
Civil Status	Single	576	47.6
Religion	Roman Catholic	1,198	94.2
Educational attainment	High school graduate	274	30.4
Literacy	Read and write	1,161	95.3

The majority of people are elderly citizens, defined as those 65 years of age and older. Of the participants, about half are still unmarried. Roman Catholics make up the vast majority of the responders. Over 25% of the participants have completed their high school education. The vast majority of participants possess reading and writing skills.

Table 2
Economic activity

Activity	Description	f	%
Distribution of employed residents according to place of work	Within barangay	164	36.3
Distribution of employed residents according to time of work	Dayshift	396	88.2

Activity	Description	f	%
Nature of employment of Fernandinos	Permanent job	352	78.6
According to Class Worker	Private company	200	48.2

Three in every five employed residents work in the barangay. Nine in every ten respondents are in dayshift. Four in every five of the participants have permanent jobs. Two in every five respondents are employed in private companies.

Table 3*Annual household income*

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	12,011,636
Total salaries and wages	83,014,980
Total income from other sources	6,908,600
Total household income	101,935,216
Total household income per household	433,766.88

The majority of a household's overall revenue comes from wages and salaries. The revenue from entrepreneurial endeavors comes in second. The revenue from outside sources comes in third. As a result, Barangay Malino's total household income is P101,935,216, while the income per home is P433,766.88.

Table 4*Estimated expenditures of the household*

Household Expenditure	Amount
Food	4,285,750.00
Clothing	470,640.00
School expenses	1,075,226.67
Leisure	1,430,999.00
Transportation expenses	329,553.33
Electricity	1,013,546.00
LPG/Gas	230,725.00
Water bill	245,269.00

Household Expenditure	Amount
Gas/Diesel	530,460.00
Total household expenditures	11,234,202.00
Gross annual household	134,810,424.00

Food, energy, recreation, and educational costs make up the top four categories of spending. The following three costs are for clothing, transportation, and gas/diesel. The two lowest expenses are gas/LPG and water bills.

Table 5

Top five problems encountered by households

Problems	f	%
Lack of money	8,518	42.82
Sickness	5,999	30.16
Family dispute	2,164	10.88
Alcoholism	1,218	6.12
Unsafe environment	1,107	5.57

Financial troubles affect two out of every five responders. Of the participants, one-third had experienced health issues. Ten percent of people said they have experienced a family dispute. Twenty out of thirty respondents identified their problems as being related to drunkenness and a hazardous environment.

Table 6

Citizens' perspectives on the flagship programs of San Fernando

Flagship Programs	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	159	53.7	10	3.4	127	42.9
2. Kayabe KArD	92	31.1	15	5.1	189	63.9
3. City College Amended Admission Regulations	121	40.9	14	4.7	161	54.4
4. Free Laptops for Public School Teachers	125	42.2	14	4.7	157	53.0
5. Reinforced Waterways Clean-up and Environmental Management	164	55.4	10	3.4	122	41.2
6. Task Force against Dangling/Inactive Wires	142	48.0	20	6.8	134	45.3

Among the six CSFP flagship programs, only the Reinforced Waterways Clean-up and Environmental Management program and the Fernandino Dialysis Center program were considered effective by more than half of the respondents. Furthermore, these were the ones who got the fewest program unfamiliar and ineffective responses. Effective, Free Laptops for Public School Teachers, and City College Amended Admission Regulations follow, according to people who responded in that order. Among participants, Kayabe Kard is the program that receives the lowest rating for effectiveness. It also received the greatest number of unanswered questions.

Table 7
Citizens’ perspectives on the duties and responsibilities of Fernandinos

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
1. Registered voters who vote every election	285	96.3
2. Exercise and eat well	221	74.7
3. Follow city ordinances	277	93.6
4. Segregate and do not burn garbage	254	85.8
5. Work on ways to develop their skills and talents	241	81.4
6. Using or trying to learn and use the Kapampangan language	266	89.9
7. Support the giant lantern festival and other Kapampangan traditions	213	72.0
8. Member of a local organization and fulfill their duties	133	44.9
9. Participate in city activities	171	57.8
10. Support and patronize local products the community and introduce them to their friends	236	79.7
11. Working to improve their family’s livelihood	247	83.4
12. Pay the right taxes at the right time	235	79.4
13. Actively gather and share information about the city	238	80.4
14. Help the barangays and fellow Fernandinos	262	88.5

Out of the 14 responsibilities and duties that Fernandinos have, the top five that receive the most "yes" responses are: being

registered to vote in every election; adhering to city ordinances; attempting to learn and use the Kapampangan language; supporting their fellow Fernandinos and barangays; and segregating and not burning garbage. Conversely, the five who answered "yes" the fewest times always pay their taxes on time, take care of their health and exercise, support the gigantic lantern festival and other Kapampangan customs, engage in city life, are members of a local group, and perform their tasks.

DISCUSSION

The results of the study demonstrate that the demographic profile of Barangay Malino is clearly defined, as demonstrated by the surveys that were conducted in this particular location. The data indicates that there is an equal distribution of men and women among the respondents. According to data from the UN Department of Economic and Social Affairs' Population Division (2019), there are roughly equal numbers of men and women throughout the globe. The largest proportion of respondents are older individuals. This may be the case because, as they are no longer employed, older persons are more readily available for interviews at home than those whose ages fall within the range of young and middle adults. Additionally, there are a greater number of solo participants.

The primary cause of the increase in the single population is the declining marriage rate among adults in their prime working years (Fry & Parker, 2021). The bulk of individuals who responded are Catholics. Spanish colonization produced the Philippines, a nation with a sizable Catholic population, more than thirty years ago. Many of the participants had only finished high school. Their restricted financial means and the fact that they had to begin working before enrolling in college may be the cause of this. Because they are able to read and write, the majority are considered literate.

About one-third of the respondents are simply high school graduates. This number is somewhat consistent with the findings of the State of the Philippine Report (2023), which states that 30.5% of Filipinos have completed secondary education. It is typical to

merely complete high school education because attending college would be prohibitively expensive. The growth in tuition fees and other academic-related expenses would cause statistics for college graduates to continue decline, reaching 24.4% (Philippine Business for Education, 2024). Barangay Malino's literacy percentage is in some ways comparable to the 96.28% national literacy rate in the Philippines. The government's emphasis on education explains this. An enormous amount of money is set aside annually for academic advancement.

In terms of economic activity, day shift workers make up the majority of the respondents. According to Lieberman et al.'s (2020) survey, which found that 74% of participants worked throughout the day or during office hours, this is largely accurate. Many positions in offices and businesses demand working during the day. Employee job security is enhanced by permanent employment (Castellacci & Vinas-Bardolet, 2020). The majority of the money is derived from salaries and wages, according to the annual total income. Most likely, the responders are workers. They work for either privately held businesses or government-run organizations where they essentially have a reliable source of income. The pursuit of entrepreneurship generates additional revenue. This could be caused by a business that charges for services given and makes money. The study's finding for household spending is somewhat greater than the 307,190 national yearly household income. Food is the biggest family expense, ranking first among all other expenses (Sekhampu & Niyimbanira, 2013).

Five issues were identified by the study participants. According to the report, not having enough money is the most common issue. Not just those in Barangay Malino are concerned about economic difficulties. It could be the result of declining income, losing one's job, accruing debt, and other factors. A family experiencing financial difficulties is unable to provide for their fundamental requirements of clothing, food, and medical care (Mimura, 2008; Zautra, 2011 quoted in Friedline, Chen & Morrow, 2021). Illness is another one of the issues. The participants experience challenges when illnesses or diseases are present. Illnesses undermine our sense of security and can cause severe

anxiety (Bury, 2013). Family conflicts are a prevalent worry for people living in Barangay Malino. Differing ideas and personal differences can lead to miscommunication within a family. Alcoholism is regarded as a persistent issue among the society. It is defined as consuming alcoholic beverages on a regular basis. Regular alcohol use alters the basal ganglia in ways that have the potential to become habit-forming (National Institute on Alcohol Abuse and Alcoholism, 2021). A dangerous atmosphere is viewed negatively by the community. It is anticipated that this will pose a risk or danger to the respondents' safety. This could also be connected to a rise in crime in that specific location.

In the City of San Fernando, the government offers services through its flagship initiatives. A dialysis facility was founded to provide free dialysis services to Fernandinos due to the rise of patients with chronic kidney illnesses. Even if there isn't any substantial study, this is done to improve the quality of life and survival of patients receiving hemodialysis therapy (Evangelidis et al., 2017). The majority of those surveyed are unaware of the Kayabe KArD initiative. A ground-breaking initiative of the City of San Fernando local government, the Kayabe KArD digitalized the process for providing medical and financial aid to Fernandinos. The majority of respondents are ignorant about the free laptops provided to public school instructors. The respondents' belief that teachers should bear personal responsibility for obtaining laptops and instructional materials could be the cause of this. Less than 50% of people do not know about the new admissions policies at City College. This might be the result of less information being shared with potential pupils at this government school.

Regarding the obligations of San Fernandinos, those who have registered to vote are required to do so. This can be the result of their obligation to attend their designated precincts throughout election season in order to exercise their right to vote. The opportunity to choose the politicians or authorities they wish to see in office is valued by the participants. This is consistent with the idea that voting rights are essential to the nation's democracy (Sellers & Weinstein-Tull, 2021). The respondents also want to raise the standard of living and income for their families. In addition to trying

to meet their fundamental necessities, they hope to raise their standard of living. In addition to meeting their basic needs, the participants would also like to have spare money for other desires. The participants timely pay the appropriate taxes. They might believe that this will bring in money for government infrastructure and initiatives. The Malino participants have a duty to assist their fellow Kapampangans. When motivation is based on improving the wellbeing of another person, it can be demonstrated as the virtue of altruism (Banson et al., 2010 quoted in Pfattheicher, Nielsen & Thielmann). The responders are required to abide by local laws. The participants will feel like responsible citizens and will support future potential regulations that will help the city, or barangay, to be more precise, if they follow the rules set forth by the city. Those who responded to this study support proper garbage disposal and segregation. They might think that the government's campaign of cleaning is essential to stopping illnesses and additional drainage blockages.

Limitations of the Study

This study has limitations even though a lot of information was obtained from the respondents. In certain cases, the participants declined to provide necessary information about their earnings and expenses. Studies like this one might not yield precise figures based on the survey's economic factors because of privacy and confidentiality problems. To get more dependable results, it is essential to properly disseminate information about how important it is to provide accurate answers for socioeconomic studies.

Additionally, the barangay has a small sample size for this study. Even though the locals provided rich and substantial data, considering the estimated number of participants, the responses might not accurately reflect the views and opinions of the majority of Barangay Malino residents.

Conclusions

According to studies conducted in this particular location, the demographic profile of Barangay Malino, City of San Fernando,

is well-defined. Statistics are sufficient to describe this specific neighborhood.

The enterprises of Angeles City are close by, which contributes to the high level of economic activity in this neighborhood. The key drivers of economic movement are income and spending. Salaries and earnings account for the lion's share of the household income. It is said that the family's biggest expense is food purchases.

Lack of money, illness, family conflicts, drinking, and dangerous environments are the five issues that respondents most frequently mentioned. The main worry of Barangay Malino's citizens is financial hardship.

The City of San Fernando's Reinforced Waterways Clean-up and Environmental Management program is its most well-known flagship initiative. Conversely, the Kayabe Kard is the government project that the respondents in Malino are least familiar with.

Fernandinos are forced to carry out their obligations. In Barangay Malino, City of San Fernando, Pampanga, voting is the most important task when it comes to obligations.

Recommendations

It is recommended that a similar study be conducted with a bigger sample size. With more thorough data from these individuals, the community will be shown in a more representative manner. Direct research intervention with the residents of Barangay Malino would be ideal.

It is recommended that future studies take into account more economic activity-related elements. Currently, income and expenditure are the only factors that were shown to be relevant in determining the level of economic activity in the studied region. A different study can go into greater detail about issues associated to employment. It is suggested that the stated commonly-encountered problems be addressed such as lack of money. More available job

openings will be beneficial to the residents who experience financial difficulties. This is through facilitation of 'Job Fairs', through the aid of Local Government Units (LGUs) and some private companies, that will provide work for residents in Barangay Malino.

An enhanced health program that includes the procurement of sufficient medications for the barangay health center will lessen the issue of illness or disease. Health-related seminars and events like the Expanded Program for Immunization (EPI), chronic conditions like diabetes and hypertension, and infectious diseases like tuberculosis and pertussis can also be used to support the spread of information. Occasionally, a mobile clinic could be positioned within the barrio to provide medical assistance to residents who live distant from medical facilities. It will have the first aid supplies and medications that are required, which will help the local families.

Family conflicts in the barangay would be lessened with the support of a strengthened committee for grievances and other issues. Counselors from universities like the University of the Assumption (UA) can offer classes on family mediation and marital issues. Additionally, they can provide a family program that consists of one-on-one coaching, casual facilitated conversations, communication coaching, and individual sessions. In addition, the barangay may offer social services aimed at treating or preventing family violence. Services could include alternate living arrangements, family and caregiver support programs, education for those at risk of abuse or abuse, counseling and advocacy for victims of abuse, protective guardianship for elderly people and women who have been mistreated, and more.

Relaying information to the locals about the negative impacts of binge drinking is important. The community's identified alcoholics may receive Cognitive Behavioral Therapy (CBT). CBT is an effective way to lessen the difficulties and burdens associated with alcoholism. Its primary goal is to recognize harmful ideas and actions and swap them out for constructive ones.

A roaming barangay tanod patrol would enhance community security and safety. This could be helpful in establishing peace and order in the region. The number of thefts and break-ins by thieves will go down as a result of this initiative. To stop further crimes from happening on the streets, curfews may also be imposed in the late hours of the night and early morning.

It is advised that the government keep up its well-received flagship initiatives, such Kayabe Kard, which provides Fernandinos with a simpler and more affordable means to receive aid from the municipal administration. These cards can be used at barangay health centers, rural health units (RHUs), and the City Health Office (CHO) to obtain medications and other medical services. Three colors are used on the cards that are given out to the residents: white represents the higher class, blue represents the middle class, and red represents the lowest class.

Government-run initiatives like the Fernandino Dialysis Center, which has helped the less fortunate Fernandinos with chronic renal failure, should be encouraged. Giving patients free hemodialysis sessions would lessen their financial burden for the rest of their lives, as hemodialysis is a type of palliative care.

It is necessary to strengthen the revised admissions policies of City College. Given that San Fernando offers free college education, the less fortunate Fernandinos—more especially, the people living in Barangay Malino—should take advantage of this opportunity.

The availability of scholarships and the recently revised admissions policies of City College must be reinforced in order to improve the educational standing of Barangay Malino citizens.

The locals should make the most of Don Honorio Ventura State University's new satellite campus located in the barangay. It needs to be effectively advertised and promoted in order to benefit students, particularly those who want to complete their college education.

A task force against dangling or inactive wires ought to remain in place. Telephone and cable wires, as well as any electrical lines that are dangerous, unattractive, or inactive, will be removed. They also have to fix transmission lines, cables, and unused, drooping wires.

An assessment of the City of San Fernando's Free Laptops for Public School Teachers initiative is required. This is a result of the majority of responders not being aware of the aforementioned two programs. Undoubtedly, the most important thing to do to advance these projects is to spread the word about them. These two programs' advantages must be emphasized if evaluation results indicate that they should be kept in place.

It is advised that a well-coordinated informational campaign on Fernandinos's responsibilities be launched. This will help the people of Barangay Malino develop virtues like obedience, tenacity, and unity.

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Living standards and local governance: Assessing economic status and flagship program perception among Del Carmen residents

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ABSTRACT

This descriptive, cross-sectional survey study was conducted to characterize the socioeconomic profile of Barangay del Carmen. In particular, the study aimed to profile the residents' demographics, economic activities, health and community involvement, and household income and expenditures. Additionally, the research captures the "Fernandino" perspective, gauging how citizens feel about the city's flagship programs and how they view their own roles and responsibilities within the community. The study surveyed 1,359 people from 306 households using probability proportional to size (PPS) as the sampling method. The survey instrument consisted of 90 questions covering 15 key socioeconomic areas identified as most important by local officials. The results reveal that many residents of Barangay del Carmen frequently suffer from common illnesses and rely primarily on public hospitals for care. Leisure activities are primarily indoor-based, community engagement is low, and households face challenges including financial instability, illness, family disputes, alcoholism, and unsafe environments. Households face financial deficits, as high food costs often cause total expenditures to exceed earned income. Furthermore, while many residents are unaware of the city's flagship programs, those familiar with them – especially the Fernandino Dialysis Center –view them as effective. Overall, the study suggests implementing a highly structured public awareness campaign to ensure that the residents of Barangay del Carmen better understand and utilize the flagship programs of the City of San Fernando

Key words: *Expenditure, health, flagship programs, income, leisure, salary, socio-economic profile*

INTRODUCTION

A thriving area in the city of San Fernando, barangay del Carmen is geographically situated in the island of Luzon, on the coordinates of 15.0664, 120.6800 (15° 4' North, 120° 41' East). The area is elevated at 20.0 meters or 65.6 feet above mean sea level (PhilAtlas, 2024). With a growing population over the course of 30 years, the latest census figures determined in 2020 denoted a growth rate and now has 6,846 population to which the number of households are estimated at 1,604. The barangay's population represents 1.93% of the total population of the city of San Fernando (PSA, 2021). This community is neighboring to 5 barangays, namely: Malpitic, San Agustin and Quebiauan in San Fernando, as well as Divisoria and San Rafael in Mexico, Pampanga (PhilAtlas, 2024).

Since the community is situated off the highway, limited establishments can be seen within the barangay which mirrored its economic activities. Concrete examples of these establishments are limited to retail stores, drug stores and other shops which contribute to the financial capacity of the barangay. The barangay is mostly known to house several subdivisions and some housing development projects. As an emerging community within the city, barangay del Carmen presents a promising avenue for research on socio-economic development.

A socio-economic profile is a snapshot of a population's economic and social characteristics. It provides a comprehensive overview of factors such as income, education, occupation, housing, health, and demographic information (Bradley & Corwyn, 2002). Socioeconomic data is essential for identifying community needs, strengths, and challenges. As noted by the APA (2023), these status indicators are key predictors of psychological well-being and quality of life. Socioeconomic data can be gathered from international organizations (such as the World Bank and UNDP), government agencies (PSA, DOH, DepEd), universities, and NGOs. This analysis allows policymakers to address disparities and design effective interventions. By analyzing the gathered data, policymakers, researchers, and community leaders can identify

trends, disparities, and opportunities for development and intervention.

There are several factors included in the study of a socio-economic profile. Demography is customarily incorporated in it. As described in Max Planck Institute for Demographic Research (MPIDR, 2024), demography is the science of population that studies birth, migration, and aging. It was furthermore stated that many of the figures commonly used in demography, such as life expectancy at birth or the fertility rate, reflect broader population trends and can be applied to describe the average individual.

The socioeconomic profile also includes education and literacy. Education, as cited by Doharey et al. (2023), shapes individuals and society through the transmission of values and skills. According to UNESCO (2024), literacy has evolved from simple reading and writing into a complex tool for understanding and creating information in a digital age.

The SEP also covers economic activity, which occurs when resources like labor and capital are combined to produce goods or services (Central Statistics Office, 2009). This process is defined by three stages: input, production, and output. Additionally, community affairs involve programs and partnerships aimed at improving local well-being and promoting civic engagement (ICMA, 2023).

Income is a major factor in economic activity and is defined to be a monetary gain one receives in exchange for giving labor (Scott, 2023). The Organisation for Economic Co-operation and Development (OECD, 2013) highlights that tracking household income is vital for assessing the impact of fiscal policies on various social groups. This data reveals how government actions influence the distribution of resources and either bridge or widen the gap of inequality.

Another variable included in the study of socio-economic profile is peace and order. These two elements, according to Nierras (2022) are indispensable in upholding political stability, social order, and economic development. Peace, as defined by

Albert Einstein (cited in Nierras, 2022) is not only the absence of war or hostilities. Rather, it means or includes the presence of justice, law, order or government in the society.

A few of the studies conducted on socio-economic profile included that of Alam et al. (2010). Their study aimed to discover the socioeconomic characteristics of paddy farmers in Malaysia. The study delved into their livelihood and agricultural sustainability. Duk, Phay and Soeung (2013) conducted a socio-economic profile of six villages in Mondulkiri Province with a focus on the incomes and livelihoods of engaged communities in the Cambodia Supporting Forests and Biodiversity (SFB) Project. Hamdouch, Demaziere and Banovac (2017) studied on the socio-economic dynamics of 31 European small and medium-sized towns to identify the profiles of their local economies.

Currently, the Philippine Statistics Authority (PSA) is supervising the 2024 Census of Population and Community-Based Monitoring System (2024 POPCEN-CBMS). Data collected from the 2024 POPCEN-CBMS will be used in updating the inventory of the country's population, as well as the list of beneficiaries of social protection initiatives. It will also serve as basis in targeting households in the planning, formulation, and implementation of programs and projects geared towards poverty alleviation (PSA, 2024). However big the contribution of this endeavor to the country, the data unfortunately focuses only on the demographics and housing of the Filipino people. To date, studies on socio economic profile and status of communities are done mostly in abroad. Locally, there are socio economic profile research of San Fernando in the years 2015, 2019 and 2023. However, there is no particular SEP study that specifically caters to the residents of Barangay del Carmen. Hence, it is essential to conduct a study that will provide conclusions and recommendations solely based from the SEP 2023 results coming from Barangay del Carmen.

Problem Objectives

The primary objective of this study is to provide an updated socioeconomic profile of Barangay del Carmen. Specifically, the

research seeks to (1) describe the demographic characteristics of the respondents, (2) determine their current levels of economic activity, (3) identify the status of health and community affairs, (4) determine the household income and expenditure patterns, (5) describe the citizens' perspectives regarding the flagship programs of the City of San Fernando, and (6) describe their perceived duties and responsibilities as Fernandinos.

METHOD

Research Design

This is a descriptive, cross-sectional study of Barangay del Carmen's socio-economic profile. It is descriptive because it seeks to characterize the community and cross-sectional because data was gathered from a sample at one specific time (Levin, 2006). Such studies are used for population-based surveys, and they are usually inexpensive and relatively fast (Setia, 2016). As for this research, it was used to look into the demographic profile, economic activity, health, community affairs, household income and expenditures, the respondents' perspectives on the flagship programs of San Fernando and how the respondents' perceived their duties and responsibilities as Fernandinos.

Respondents and Sampling Design

The respondents for the study are residents of Barangay del Carmen. Using the Raosoft online sampling calculator, the total number of needed samples was generated with a margin error of 5% and a 95% confidence level. The probability proportion to size (PPS) was utilized as a sampling procedure to determine the number of respondents. A total of 1,359 individuals from the barangay were surveyed, coming from 306 households. The average household size in this locality is 4.44.

Research Instrument

The survey contains 90 questions encompassing 15 key socioeconomic indicators identified by local officials as the most

pertinent. These include housing and household characteristics, demographics, education and literacy, economic activity, sources of income, health and family planning, peace and order, water and sanitation, waste management, community affairs, agriculture, family expenditure, and citizens' perspectives.

The first section asks for basic information like household location, identification code, respondent's name, and the names of the field enumerator and supervisor. In assessing the residents' views on the city government's key programs and their own sense of citizenship, a combination of multiple-choice questions (using 3-point and 5-point Likert scales) and open-ended questions were used for this section. The remaining questions are adapted from the Community-Based Monitoring System (CBMS), a widely used tool in the country by institutions, businesses, and government agencies.

Data Collection

The City Planning and Development Coordinator's Office (CPDCO) secured barangay cooperation through formal letters, phone calls, and scheduled visits. Student enumerators were trained in survey protocols and respectful communication, using standardized introductions for field interviews. To ensure safety and efficiency, teams included at least one male member and aimed for five to six surveys every three hours. Field supervisors monitored data quality, resolved issues, and coordinated household revisits to reach the target quota.

Ethical Considerations

To ensure ethical conduct, the research protocol was reviewed and approved by the university's Research Ethics Board (REB) before data collection. This process verified that all procedures, including informed consent forms, guaranteed participant confidentiality and the voluntary right to withdraw. Enumerators only collected data from respondents who signed the consent form and agreed to participate. For hesitant residents, a

diplomatic approach emphasizing collaboration was used to encourage participation.

Data Analysis

Descriptive statistical tools such as frequency and percentage distribution were used to summarize information about the demographics, economic activity, health, community affairs, citizens’ perspectives on the flagship programs of San Fernando and citizens’ perspectives on the duties and responsibilities of Fernandinos. For household income and expenditures, the researcher calculated totals to understand overall trends. Data were summarized using a licensed Statistical Package for Social Sciences (SPSS) Version 17.

RESULTS

This research study summarizes the socioeconomic factors of Barangay del Carmen specifically its demographics, economic activity, health, community affairs, family income and expenditures, citizens’ perspectives on the flagship programs of San Fernando and citizens’ perspectives on the duties and responsibilities of Fernandinos.

Table 1.
Demographic profile

Variable	Frequency	Percentage (%)
Sex (n =1359)		
Male	679	50
Female	680	50
Age-group (n= 1265)		
Infant and Toddler (below 4 years)	45	3.5
Preschool (4 – 6 yrs.)	47	3.5
School age child (7 – 12 yrs.)	109	9.0
Adolescent (13 – 19 yrs.)	190	15
Young adult (20 – 39 yrs.)	384	30
Middle-aged adult (40 – 59 yrs.)	357	28

Variable	Frequency	Percentage (%)
Old adult (60 and above)	133	11
Marital/Civil Status (n=1301)		
Single	667	51.3
Married	539	41.4
Widowed	45	3.5
Separated	10	0.8
Common-law/Live-in	40	3.1
Religion/Religious Affiliation (n=1310)		
Roman Catholic	1194	91.1
Protestant	1	0.1
Iglesia ni Cristo	13	1.0
Born Again	53	4.0
Jehova's Witness	2	0.2
Baptist	37	2.8
Others	10	0.8
Educational Attainment (n= 1027)		
No gradecompleted	21	2.0
Preschool	29	2.3
Elementary	141	13.7
SPED	9	0.9
High school	318	31
Post secondary	6	0.6
K to 12 Program		
Elementary	54	5.3
Junior high school	86	8.4
Senior high school	68	6.6
College	272	25.5
Graduate school	23	2.2
Reading and Writing Literacy (n= 1359)		
Yes	1299	95.6
No	60	4.4

Table 1 outlines the respondents' demographics. The gender distribution was balanced, with equal numbers of male and female participants. Adults (aged 20 and over) comprised two-thirds of the sample. Marital status was evenly split, with half reporting single status. Religion leaned heavily towards Catholicism, with a significant majority identifying as Roman Catholic. Educational attainment varied, with nearly a third having completed high school and a quarter holding college degrees. Literacy was exceptionally high, with 95.6% of participants able to read and write.

Table 2
Economic activity

Activity	<i>f</i>	%
Distribution of employed residents according to place of work (n= 440)		
Within barangay	196	44.5
Within city	142	32.3
Within province	50	11.4
Within region	12	2.7
Within country	40	9.1
Overseas	0	0
Distribution of employed residents according to time of work (n= 445)		
Dayshift (7am – 5pm)	415	93.3
Nightshift (6pm – 6am)	30	6.7
Shifting (Dayshift and Nightshift)	0	0
Nature of Employment (n= 441)		
Permanent Job	327	74.1
Short-term/Seasonal/Casual Job	86	19.5
Worked for Different Employer on Day to Day or Week to Week Basis	28	6.3
Distribution of employed residents according to class worker (n= 419)		
Worked for Private Household	115	27.4
Worked for Private Company/Corporation	161	38.4
Worked for Government	52	12.4
Self Employed without any paid employee	52	12.4
Employer in Own Family-operated Farm/Business	16	3.8
Worked With Pay in Own Family- operated Farm/ Business	15	3.6
Worked Without Pay in Own Family- operated Farm/ Business	8	1.9

Nearly half (44.5%) of the surveyed residents work within their barangay, while around a quarter work elsewhere within the city. The vast majority (93%) work the day shift. In terms of job security, about three-quarters have permanent positions, while 19% hold short-term or seasonal jobs. The distribution of employment by worker class varied, with 38% working for private companies or corporations.

Table 3
Health

Variable	<i>f</i>	%
Sickness and Illness Experienced by Household Members for the past 6 months (n= 110)		
Fever, Cough, Colds, Flu	79	71.8
Tuberculosis / Pneumonia	2	1.8
Diarrhea	2	1.8
Others	14	12.7
Did not Specify the Sickness and Illness	13	11.8
Facilities/Attendant Visited During Sickness (n= 222)		
Public Hospital	118	53.2
Private Hospital	54	24.3
Rural Health Unit (RHU)	9	4.1
Private Clinic	12	5.4
Albularyo / Hilot	4	1.8
Others	5	2.3
None	20	9

In the last six months before data were collected, the most frequent illnesses reported by residents were fever, cough, colds, and flu, affecting 71.8% of those surveyed. When experiencing these illnesses, more than half (53.2%) of residents sought treatment at a public hospital, while a quarter (24%) opted for a private hospital. Notably, 9% of residents did not seek medical attention for their illnesses.

Table 4
Community affairs

Variable	<i>f</i>	%
Leisure and Activities of the Family/Members of the Household (n= 306)		
Leisure at Home (TV, Music, etc.)	243	79.4
Strolling/ Mallng/ Shopping	61	19.9
Sports	21	6.9
Dining Out	50	16.3
Gambling (Cards, Majong, etc.)	6	2.0
Picnic	6	2.0
Travelling	31	10.1

Watching Movie/ Concerts	30	9.8
Computer Games	19	6.2
Others	9	2.9
Problems Encountered by the Household		
Lack of Money	231	44.4
Sickness	160	31
Family Dispute	73	14
Alcoholism	27	5.0
Unsafe Environment	17	3.0
No Permanent Residence	8	1.5
Drug Addiction	4	0.76
Domestic Violence	0	0
Participation in Barangay Activities (n=294)		
Yes	152	51.7
Sometimes	71	24.1
No	71	24.1

For leisure activities, a significant majority (79.4%) of residents prefer staying home, enjoying activities like watching TV or listening to music. One-fifth (20%) venture out for leisure, with strolling, mall-going, and shopping being their top choices. Dining out is a preferred activity for 16.3%. Among the problems encountered by the residents, lack of money (44.4%) emerged as the most significant challenge faced by households, followed by sickness (31%). Family disputes (14%), alcoholism (5%), and unsafe environments (3%) were also reported concerns. Interestingly, over half (51.7%) of the residents actively participate in barangay activities, while the remaining residents participate occasionally or not at all.

Table 5
Annual household income

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	9, 421, 718.00
Total salaries and wages	107, 361, 510.00
Total income from other sources	4, 481, 500.00
Total household income	121, 269, 728.00
Total household income per household	481, 229.08

Note: n= 252

Salary and wages are the primary source of income for most households in Barangay del Carmen, followed by income from entrepreneurial activities and then income from other sources. The total household income for the barangay is Php 121,269,728.00, with an average income per household of Php 481,229.08.

Table 6

Estimated expenditures of the household

Expenditures of the Household	Amount
Food	3, 774, 400.00
Clothing	344, 900.00
School expenses	1, 407, 950.00
Medical/ Dental Expenses	565, 875.00
Leisure	452, 050.00
Transportation expenses	414, 011.00
Electricity	872, 001.00
LPG/Gas	309, 941.00
Water bill	301, 118.00
Gas/ Diesel	482, 740.00
Rent/ Amortization	39, 500.00
Insurance	1, 014, 727.00
Communication Expenses	533, 669.00
Others	20, 700.00
Total household expenditures	10, 533, 582.00
Gross annual household	126, 402, 984.00

Food accounts for the largest portion of residents' expenditures, followed by a combination of school expenses, insurance, and electricity. Medical and dental expenses, communication costs, gas and diesel for vehicles, leisure activities, and transportation come next. Finally, clothing, LPG/gas, water bills, and rent/amortization represent the smallest categories of household spending.

Table 7

Citizens' perspectives on the flagship programs of San Fernando

Flagship Programs of San Fernando	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	147	48	18	5.9	141	46.1

Flagship Programs of San Fernando	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
2. Kayabe KArd	81	26.5	26	8.5	199	65
3. City College Amended Admission Regulations	124	40.5	16	5.2	166	54.2
4. Free Laptops for Public School Teachers	109	35.6	30	9.8	167	54.6
5. Reinforced Waterways Clean-up and Environmental Management	141	46.1	31	10.1	134	43.8
6. Task Force against Dangling/Inactive Wires	128	41.8	31	10.1	147	48

Note: n= 306

The survey revealed a lack of awareness among the locals regarding San Fernando's flagship programs. Nearly half of those surveyed were unfamiliar with the initiatives. Nonetheless, for those who were aware, program effectiveness received positive ratings. Ranked highest at 48% approval for effectiveness is the Fernandino Dialysis Center. This is followed closely by Reinforced Waterways Clean-up (46.1%) and Task Force against Dangling/Inactive Wires (41.8%). City College's Amended Admission Regulations (40.5%) and the Free Laptops for Public School Teachers program (35.6%) were also viewed favorably. The Kayabe KArd program had the lowest effectiveness rating (26.5%) and had the most "unknown" responses. Interestingly, the programs with the most negative responses (10.1% "not effective") were the Reinforced Waterways Clean-up and Environmental Management and the Task Force against Dangling/Inactive Wires despite their overall positive perception.

Table 8
Citizens’ perspectives on the duties and responsibilities of Fernandinos

Duties and Responsibilities of Fernandinos	Yes / Always	
	f	%
1. Registered voters who vote every election	283	92.5
2. Exercise and eat well	227	74.2
3. Follow city ordinances	269	87.9
4. Segregate and do not burn garbage	239	78.1

5. Work on ways to develop their skills and talents	233	76.1
6. Using or trying to learn and use the Kapampangan language	261	85.3
7. Support the giant lantern festival and other Kapampangan traditions	233	76.1
8. Member of a local organization and fulfill their duties	107	35.0
9. Participate in city activities	136	44.4
10. Support and patronize local products the community and introduce them to their friends	220	71.9
11. Working to improve their family's livelihood	244	79.7
12. Pay the right taxes at the right time	222	72.5
13. Actively gather and share information about the city	217	70.9
14. Help the barangays and fellow Fernandinos	255	83.3

Note: $n = 306$

The survey unveiled that several civic duties resonate strongly with Fernandinos. Voting in elections, following city ordinances, using or learning Kapampangan, helping the barangay and fellow Fernandinos, and working to improve their family's livelihood were the most frequently cited responsibilities, with residents overwhelmingly responding "yes" or "always." Other duties such as segregate and do not burn garbage, work on ways to develop their skills and talents, support the giant lantern festival and other Kapampangan traditions, and exercise and eat well, also received high marks, with over 75% of respondents indicating they "always" fulfilled these responsibilities. Participating in city activities and joining local organization and actively fulfilling their roles within those organizations were the duties with the lowest "yes" or "always" response rates.

DISCUSSION

The result of the survey defined the demographics of the researched barangay. Notably, the survey found a near-equal distribution of men and women among the surveyed residents. Furthermore, adults aged 20 and over make up two-thirds of the surveyed households, with children and adolescents comprising the remaining third. This skewed demographic aligns with global trends, as reported by the National Institute on Aging (NIA) in 2015.

The NIA report projects a significant increase in the elderly population by 2050. Increasing longevity and declining fertility are the factors seen leading to population aging and a shift in the age distribution of a population.

Despite the high number of adults in the barangay, a significant portion remains single. Being single, according to Lally and French (2022), is the most common lifestyle for people in their early 20s, and there has been an increase in the number of adults staying single. Factors contributing to this shift include later marriage ages, a rise in cohabitation, and more individuals raising children outside of marriage. Young adults in the barangay may also prioritize education and career establishment, hence delaying marriage. Roman Catholicism was the dominant religion, with a large majority of residents identifying as Catholic. The Philippines' history of Spanish colonization for over 300 years left a lasting impact, shaping the nation into a predominantly Catholic country.

The survey furthermore revealed a diverse educational landscape. Despite national efforts to promote equitable access to education, a significant achievement gap persists. In Barangay del Carmen, a little over one-third of the respondents attained a high school / senior-high school diploma, while 25% held college degrees. The result mirrored the national trend reported in the 2023 State of the Philippine Education Report, where the secondary education completion rate stands at 30.5%. This decline continues for higher education, with just 24.4% completing a Bachelor's degree or equivalent qualification (Philippine Business for Education, 2023). The low number of college graduates may be due to financial constraints, which might have necessitated them entering the workforce before pursuing higher education. The remaining 40% could encompass individuals with various levels of education, from no formal schooling to some post-graduate credits. However, the positive aspect is that most participants demonstrate literacy (95.6%) by being able to read and write. This high literacy rate within the community reflects the national trend reported in the 2020 Census of Population and Housing (2020 CPH), which indicated a 97% literacy rate for Filipinos aged five and above (PSA, 2024). This achievement likely reflects the government's ongoing

emphasis on education, as evidenced by the significant budgetary allocations towards academic development initiatives.

The survey furthermore revealed insights into the economic activity of Barangay del Carmen residents. Nearly half (44.5%) work within the barangay, while a quarter travel to other city locations for employment. Rising transportation costs and heavy traffic, particularly during rush hour, likely influenced this local employment preference. As stated by Diaz (1998), travelers prioritize minimizing trip frequency, favoring closer destinations, and reducing travel time for each trip they take. This preference for local employment aligns with findings from a study by Kahneman and colleagues (cited in Gino, et al., 2017). Their research suggests that commuting, particularly the morning commute, is one of the least enjoyable parts of people's day. By working closer to home, residents of Barangay del Carmen can potentially reduce their commute times and improve their overall well-being.

The vast majority (93%) of surveyed residents work during the day shift. Job security seems favorable, with about three-quarters holding permanent positions. Regarding worker classification, 38% are employed by private companies or corporations.

With regards to the health of surveyed residents, almost three-quarters (71.8%) of residents reported respiratory illnesses like fever, cough, and cold. The result is aligned with the statistical findings by Balita (2024) showing that acute respiratory tract infection was the most common illness in the Philippines. Among those who fell sick, more than half of them (53.2%) sought treatment at public hospitals, while a quarter (24%) opted for private facilities. Concerningly, nearly one in ten residents (9%) did not seek medical attention for their illness. This aligns with a 2014 study by Kim, Capeding, and Kilgore where nearly three-quarters of caregivers sought treatment for sick family members at government health centers. Cost was the primary factor influencing this choice, followed by transportation availability and quality of care.

This research endeavor also provides a glimpse of the community affairs of the citizens of Barangay del Carmen.

Regarding leisure activities, four out of five residents prefer activities like staying home, watching TV and listening to music. Based on a study conducted by Marketing Charts Staff in 2014 (as cited in Lally & Valentine-French, 2022) the most common leisure activity around the world in both early and middle adulthood is watching television. On average, middle aged adults spend 2-3 hours per day watching TV (Gripsrud, 2007). Others (20%) venture out for their recreational activity, with strolling, mall-going, and shopping being their top options. The other 16.3% of the residents opt for dining out as their pastime.

The typical problems and concerns cited by the citizens of Barangay del Carmen are the lack of money (44.4%), sickness (31%), family disputes (14%), alcoholism (5%) and unsafe environments (3%). Financial worry is one of the most common stressors in modern life. Even before the global coronavirus pandemic, an American Psychological Association (APA) study found that 72% of people feel stressed about money at least some of the time. Families with children face greater costs, and their income can be affected by low pay, lack of paid work and rising living cost (Child Poverty Action Group, 2024).

Remarkably, the residents' participation in barangay activities is limited at 51.7%. People's participation in barangay activities plays a pivotal role as it serves as a determinant in measuring the success of every program or initiatives in the community (Somera, 2016). This is an issue that needs to be addressed by the current local officials. Community engagement helps governments improve the efficiency, legitimacy and transparency of their decision making. By embracing and encouraging participation, it enables policy makers to make more informed decisions by engaging with, and carefully mapping out the needs, opinions and visions of local communities on issues that matter to them (Granicus, n.d.)

With three-fourths of the employed residents having permanent job in either private corporations, private household or government institutions, most of the residents depend on their salaries and wages to make a living. Beyond salaried work, other residents generate their income from entrepreneurial activities. The

entrepreneurial activities that create the most income to the citizens of Barangay del Carmen includes wholesale and retail, livestock and poultry raising, construction, service industries and transportation. Residents also get income from other sources such as remittances from OFWs, pension and retirement, social security benefit, and rental income from properties. Collectively, the survey revealed the total household income amounting to Php 121,269,728.00, with an average income of Php 481,229.08 per household, surpassing the national average of Php 307,190 in 2021 (Philippine Statistics Authority, 2022).

In a report published by the World Bank Group in 2019, food makes up the largest share of total household expenditure in low-income countries. Correspondingly, the research found that food accounts for the largest portion of household spending among the surveyed residents of Barangay del Carmen. The second highest household expenditure comes from school expenses. Education is valued highly by Filipinos. It is viewed as a primary avenue for social and economic upliftment. Like food and other basic needs, a substantial amount is spent by Filipinos for education (PSA, 2007). Surprisingly, the third highest household expenditure of the surveyed residents comes from insurance. In a report published by Statista, the number of newly insured Filipinos surged in 2020, reaching a peak of about 27 million in 2022 (Balita, 2024). Electricity constitute the next major spending category as revealed in the survey. Consistent with the data collected by the PSA (2002), electricity was identified as the highest expenditure among the fuel, light, and water expenditure group.

The city government intended to provide essential services to its locals through its flagship programs. Residents of the City of San Fernando who are afflicted with chronic kidney disease received treatment free of charge through the Fernandino Dialysis Center. The center, inaugurated in 2022, has 25 dialysis machines that can accommodate up to 50 patients daily. Among all the flagship programs of the city, this program received the highest approval for effectiveness at 48%. However, 46.1% of the surveyed residents are uninformed of the center's existence, implying that information dissemination is necessary to provide health assistance to

Fernandinos affected by kidney diseases. Nearly half (43.8%) of the surveyed residents are unaware of the Reinforced Waterways Clean-up and Environmental Management program of the city. Considering that the barangay's location is remotely situated from the rivers of the city, the locals of Barangay del Carmen could be oblivious to this flagship program. This initiative, together with the Task Force against Dangling/Inactive Wires, received the highest negative responses at 10.1%. About four in every 10 residents gave a favorable assessment of the Task Force against Dangling/Inactive Wires while nearly 5 in every 10 residents rated the program negatively. This program aspired to remove unsightly wires that pose danger to pedestrians and motorists alike. The initiative concerning education which is the City College Amended Admission Regulations was positively evaluated by four out of ten surveyed residents. However, five out of every ten residents were incognizant of the amended admission regulation of the institution. This necessitates massive dissemination within the barangay so that residents, particularly those underprivileged, can avail of the program. Considering that only 12.4% of the employed residents of del Carmen worked as government employees, many are unaware of the Free Laptops for Public School Teachers program of the city. About 54.6% were unaware of the program's existence whereas 35.6% of those who knew the program rated it positively. Given that the program is designed for specific group of people, many residents may be unaware of the program's availability. Lastly, 65% of the residents were unaware of the existence of Kayabe Kard. Those 26.5% who knew the program attested its effectiveness. The cards distributed are color coded: red for those below and within the poverty threshold or less fortunate who need prioritization on services and assistance; blue for average income earners; and white for above average income earners. These cards can be used to avail medicines and other medical services from the City Health Office (CHO), rural health units (RHUs), and barangay health centers (Pampanga PIA, 2024). Recently, the city government of San Fernando launched the official portal of the Kayabe Kard program, as part of its efforts to digitize delivery of public services. It is anticipated that this will significantly enhance program enrollment and utilization.

Included in this study are the perceptions of Fernandinos of their civic duties and responsibilities. Majority of the registered voters of del Carmen exercised their right to suffrage and actively participate during the election. 92.5 percent of the eligible voters affirmed to vote constantly. This data is higher than the national voter turnout in 2022 election which is at 80.38 percent (Balita, 2022). Another civic duty that is widely observed by Barangay del Carmen residents, with 87.9% reporting consistent compliance, is their adherence to city ordinances. As asserted by Bautista (2023), local laws or ordinances provide a framework for measuring progress and ensuring that actions align with the community's vision. Conforming to ordinances will benefit the community not only today but most importantly in the future. These regulations contribute to improved quality of life, economic growth, and overall municipal development. It is also imperative for the residents of del Carmen to use the Kapampangan language. Although there are over a hundred languages and dialects spoken across the Philippine archipelago, Kapampangan is recognized as one of its eight principal languages (Agoncillo, cited in Manapsal & Layug, 2019). The people of Barangay del Carmen recognize the importance of preserving their native language. In line with this, Cummins (cited in Khalasa, Phiri & Thelma, 2023) asserted that when the native language is not maintained, important links to family and other community members may be lost. By encouraging native language use, parents can prepare their children to interact with the native language community. The residents of Barangay del Carmen strongly concurred, with 83.3 percent affirming, that helping the barangay and fellow Fernandinos is part of the civic duties and responsibilities that they should always uphold. In accordance with this, the survey unveiled that the residents sought assistance to the following in times of difficulties: other relatives (56.2%), barangay officials (40.5%), neighbors (20.9%), friends (22.9%) and city officials (18.3%). This confirms that various people and organizations within the community are always eager to help with whatever crisis the people are enduring. As stated by Tamiatti (2023), community involvement is an ideal way to give back. Communities flourish when people are there for one another, creating a support network that elevates peoples' lives and promotes sense of belongingness.

Limitations of the Study

Despite gathering extensive data, certain limitations remain. First, since a socio-economic profile is usually a snapshot of a single point in time, it cannot account for seasonal changes or sudden economic shifts. Consequently, the findings reflect the conditions prevalent only during the period of data collection. Second, privacy concerns led some participants to withhold sensitive information about their health and finances, impacting the precision of these specific statistics. Lastly, though the enumerators tried to get rich and substantive data from the residents, the answers may not fully represent the perception and opinions of the people of Barangay del Carmen particularly on the flagship programs of the city and the perceived duties and responsibilities of Fernandinos when compared the number of respondents and the number of residents in the barangay.

Conclusions

The statistics provided in this study define the demographic profile of Barangay del Carmen, City of San Fernando. In terms of health, the most common illnesses experienced by residents are fever, cough, colds, and flu; consequently, residents primarily visit public hospitals when medical care is needed. Regarding social patterns, residents spend most of their free time at home, and participation in barangay activities remains somewhat limited.

Furthermore, the five most frequent problems identified by respondents are a lack of money, sickness, family disputes, alcoholism, and an unsafe environment, with financial difficulty serving as the leading concern. Despite these challenges, there is a high level of economic activity in the barangay. Specifically, income and expenditures are the major variables driving economic movement, where salaries and wages constitute the most frequent and highest sources of household income. On the spending side, food represents the highest expenditure for families. However, gross household expenditure exceeds gross annual income by

4.12%. This indicates a financial deficit, suggesting that households are spending more than they earn.

The most effective flagship program of the City of San Fernando is the Fernandino Dialysis Center. The least effective, according to surveyed residents of Barangay del Carmen, is the Reinforced Waterways Clean-up and Environmental Management and the Task Force against Dangling/Inactive Wires. The least familiar of the flagship programs is the Free Laptops for Public School Teachers. Fernandinos are compelled to perform their duties and responsibilities. Voting during election is the top priority among the duties and responsibilities as a resident of San Fernando.

Recommendations

It is recommended to conduct a similar study which will include more respondents. Having more respondents will equate to a more representative description of the community. Research that will specifically target the Barangay del Carmen residents would be more ideal.

Inclusion of more variables is advised for future researchers. Details of entrepreneurial activities and other sources of income can be further discussed in another study. Other variables that may warrant exploration may include the other factors of health as well as family planning of the residents.

Lack of money emerged as the top concern of the people of del Carmen. Hence, it may be recommended that such problem be addressed in a local level. More job openings will be beneficial to the residents who experience financial difficulties. This is through facilitation of Job Fairs, with the assistance of Local Government Units (LGUs) and some private companies, that will provide work for residents in Barangay del Carmen. Encouraging the establishment of more businesses within the area to provide employment opportunities could also help address the money problem of the residents. This strategy, in turn, could help the

barangay to generate revenues through business licenses, permits, and fees.

A more comprehensive health program that may help reduce the prevalence of sickness and diseases may also be initiated. This program will ensure adequate medicine supplies for the barangay health center. Considering that the most frequent illnesses experienced by the residents are fever, cough, colds and flu, the barangay health unit through the assistance of the Rural Health Unit (RHU) may implement robust vaccination programs for influenza and other preventable diseases. Information dissemination can also be reinforced through health-related seminars and programs regarding Expanded Program for Immunization (EPI), chronic diseases such as hypertension and diabetes mellitus, and communicable diseases such as pertussis and tuberculosis. Information dissemination on proper hygiene practices, respiratory etiquette, healthy eating habits, access to nutritious food and appropriate waste management practices to prevent the spread of diseases may likewise be undertaken. A mobile health clinic may be stationed in the barangay sporadically to aid the residents who are far from the health centers. It will be equipped with the necessary medicines and first aid equipment that will be beneficial to every family in the community. The barangay may also engage in partnership with public or private laboratory/diagnostic centers that can offer affordable services and procedures. This may benefit the residents financially since a good portion of them spend substantial amount of money for their medical/dental expenses. This may also warrant accessible and affordable healthcare services, especially for vulnerable populations. This endeavor may, at the same time, certainly assist residents in keeping track of their health.

A reinforced committee for grievances and other concerns may help in easing family disputes in the barangay. The committee may form partnership with private institutions that can provide free sessions on marital conflict and family mediation for couples and families experiencing difficulties. The institution, in turn, can take the program as part of their community service. The barangay may also organize community events and activities that could promote

social cohesion and support networks. Seminars and workshops intended to foster strong family bonds and values may likewise be conducted.

Another concern raised by the respondents is alcoholism. Information dissemination regarding the detrimental effects of heavy drinking need to be properly relayed to the residents. The barangay officials, in partnership with Sangguniang Kabataan, may conduct regular campaigns and seminars that raise awareness about the dangers of excessive alcohol consumption and its consequences. The campaign and seminar may also include education on responsible drinking, alcohol abuse, and the availability of treatment options. The committee in charge of this program may once again tap their partner private institution to assist in the treatment options. In addition to this, the local government may also invest in parks and green spaces, sports facilities, and community centers to provide healthy alternatives to alcohol consumption.

Local government plays a pivotal role in creating safe communities. To address the issue of unsafe environment, deployment of barangay tanod moving patrol may foster safety and security within the community. Placement of solar-powered lamps and CCTV or video surveillance in every street and sidewalks is also deemed crucial. Curfews in the late night and early mornings may also be implemented to prevent further crimes on streets. These efforts may aid businesses, homes, and public spaces be protected against theft, vandalism, trespassing and other illegal activities. To further ensure the safety of the residents in Barangay del Carmen, it is also recommended to periodically conduct maintenance of the road, sidewalks, and public facilities to prevent accidents. All of these measures are construed to be beneficial in the implementation of peace, order and safety in the barangay.

It is also proposed that the government should continue with its well-received flagship programs such as the Fernandino Dialysis Center which has been very beneficial to the less fortunate Fernandinos who suffer from chronic kidney failure. Since hemodialysis is a form of palliative care for the patients, providing

free sessions would ensure that patients adhere to their treatment regimen without worrying about costs.

Proper information dissemination of the City College amended admission regulations needs to be reinforced. The underprivileged residents of Barangay del Carmen can avail themselves of this privilege and acquire education without financial burden. Information may be posted on physical bulletin boards in strategic locations within the barangay.

Although residents of Barangay del Carmen are unaware of the Task Force Against Dangling/Inactive Wires, it is still imperative to continue this kind of pursuit. The removal of telco and cable wires, including electrical lines that are inactive and look unsightly may safeguard people from preventable accidents brought about by these wires. The flagship program that prioritizes environmental clearing, which is the Reinforced Waterways Clean-up and Environmental Management, must also be brought to people's attention.

Given that most of the respondents are not aware of the existence of Free Laptops for Public School Teachers in the City of San Fernando and Kayabe Kard which provide medical and financial assistance to the people of San Fernando, there may be a need to widely circulate the information particularly in Barangay del Carmen. A tasked committee may carry out this undertaking by posting the information and notices in public areas. They may also directly reach the residents through house-to-house visit especially those residents whom they deemed most in need of these privileges. Utilizing platforms like Facebook, Messenger, and other social media applications can also accelerate information distribution. Up until recently, the City of San Fernando launched the Kayabe Kard official online portal as part of its efforts to digitize the system of distributing medical and financial assistance to Fernandinos. Barangay officials may help their digitally inept locals to take advantage of this program by providing assistance in navigating the portal.

A well-organized information dissemination drive is suggested to take place regarding the duties and responsibilities of Fernandinos. This will foster important values such as obedience, perseverance and camaraderie among the residents of Barangay del Carmen.

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tUngo sa Asenso: Assessing the socio-economic landscape of Barangay San Jose, City of San Fernando, Pampanga

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ABSTRACT

This study examines the socioeconomic profile of Barangay San Jose, an improving community in the City of San Fernando, Pampanga. It aims to provide an updated profile by describing respondents' demographics, economic activities, commonly encountered problems, health status and family planning practices, perceptions of city flagship programs, and their perceived civic duties as Fernandinos.

A descriptive, cross-sectional design was employed, involving 353 residents. Data were collected using a 90-item questionnaire covering 15 key socioeconomic variables identified by city officials. Quantitative data were analyzed using descriptive statistics through SPSS Version 17.

Findings revealed that primary household income sources include salaries/wages, small businesses, and other means. Major challenges reported were financial difficulties, health concerns, family conflicts, alcoholism, and unsafe living conditions. Common illnesses included fever, cough, colds, and flu, with most residents seeking care in public hospitals. Heart disease was identified as the leading cause of death among family members. Family planning utilization was generally low, with contraceptive pills being the most commonly used method.

Among city programs, the Fernandino Dialysis Center was widely recognized as effective, while awareness of other initiatives remained limited. The Kayabe KArD was the least known program. Civic responsibility was valued, particularly participation in voting.

The study recommends expanding employment opportunities, sustaining effective programs, enhancing public awareness through improved information dissemination, and evaluating the implementation of other government initiatives

Key words: *Income, literacy, peace and order, salary, barangay, health profile*

INTRODUCTION

San Jose is a barangay in the city of San Fernando, in the province of Pampanga. San Jose is located on the island of Luzon, at roughly 15.0393, 120.6995. The elevation at these coordinates is estimated to be 6.4 meters (21.0 feet) above mean sea level (PhilAtlas, 2023). San Jose shares a boundary with eight (8) barangays, including Del Pilar, Lagundi, San Felipe, Masamat, Santa Lucia, Santa Teresita, Juliana, and Dolores. According to PopCom (2020), San Jose has a population of 16,164. This accounted for 4.56% of the entire population of San Fernando.

Barangay San Jose is an improving community, located near the main commercial district of the city with Purok 1 (Ponduan) adjacent to the San Fernando Public Market. It serves as transportation routes to different business establishments and major retail stores. It serves as home of the popular shopping mall like as Robinsons Starmills which also serves as transportation hubs for people traveling from and heading to the province. This is also the location of other businesses like condo/resort residences like Azure North Pampanga- attracting provincial and local clients, the commercial banks, drugstores, and others. Also, this is where *Arzobispado de Pampanga* is located, the Archdiocesan Chancery and a heritage house in the City of San Fernando, Pampanga.

In this regard, Barangay San Jose's thriving commercial expansion makes it a worthy barangay to study in terms of socioeconomic improvement. In relation to this, the University of the Assumption (UA), Asia and the Pacific's first archdiocesan Catholic university, has received approval from the City Planning and Development Coordinator's Office (CPDCO) to use the Social Economic Profile (SEP) 2023 data for faculty research and community extension efforts. The purpose of this clearance is to support research and extension initiatives that will benefit the 35 barangays of the City of San Fernando by providing baseline data for barangay programs and decision-making.

The SEP statistics are essential resources for improving the welfare and quality of life in the community, and UA is recognized

for its critical role in utilizing these data for the greater good of San Fernando. The University of the Assumption is a Higher Education Institution (HEI) that recognizes its dedication to academic and student research and community outreach. This academic institution fosters a research culture by engaging in ongoing research projects related to institutional, commissioned, financed, and research and development. It also fosters community extension by conducting outreach initiatives.

Currently, research on the socioeconomic character and status of communities are conducted abroad. Locally, there are socioeconomic profile studies of San Fernando in 2015, 2019, and 2023. However, no SEP study is specifically tailored to the population of Barangay San Jose. As a result, it is critical to perform a study that draws conclusions and makes recommendations based exclusively on the SEP 2023 results from Barangay San Jose.

Literature Review

A socio economic profile is defined as a comprehensive overview of the social, economic, and demographic characteristics of a specific geographical area or community. The American Psychological Association (APA, 2024) emphasizes that socioeconomic status (SES) encompasses not only income but also educational attainment, occupational prestige, and subjective perceptions of social status and social class. SES reflects quality-of-life attributes and opportunities afforded to people within society and is a consistent predictor of a vast array of psychological outcomes. Education, income, and occupation have been widely used as indicators of SES in research (Mamaclay et al., 2020), and these factors have been shown to significantly influence various aspects of human development and well-being.

A socio economic profile is important to understand the current state of a community and to identify areas for potential development and improvement. In a study conducted in rural India by Das & Singhal (2023), the researchers found that village level factors like having a private school, bank, cemented road and

private health clinic can impact education outcomes. The role of infrastructure like roads in the socio-economic development of rural areas has been well established (Gayen & Sarkar, 2021).

Other factors include in socio-economic profile include access to health services, education institutions, credit facilities, and opportunities for employment and new businesses (Gayen, 2018). Pasa (2018) suggests that the development of social capital in the community, which includes reciprocal relationships among villagers and their linkages with political and bureaucratic institutions, also plays a key role in local development activities.

In the Philippines, the socioeconomic conditions of communities can vary significantly, even within the same city or region. For instance, a community needs assessment in the neighboring Barangay Saguma, Bayugan City, Agusan del Sur found that households in this locality often struggle with large family sizes and insufficient incomes to meet their basic needs (Mamaclay et al., 2020).

There are several factors included in the socio-economic profile. Demography is defined as the statistical study of human population and its dynamics (Karmakar et al., 2019). As suggests by Karnam (2013), demography involves the analysis of the size, structure, and distribution of a population, as well as spatial and/or temporal changes in them in response to birth, migration, aging, and death.

The socio-economic profile also includes education and literacy. The condition of many rural communities is characterized by high levels of illiteracy, poverty, poor health, high mortality rates, and other social problems (Ratmaningsih et al., 2019). While literacy rates have improved over time, there is still significant inequality in educational attainment between urban and rural India (Das, 2023).

Another element encompassed within the socio-economic profile is the economic activity, which pertains to the production, distribution, and consumption of goods and services within a

community. It encompasses factors like income levels, employment, agricultural practices, etc. (Lata, 2019). Based on the study conducted by Palchoudhuri et al. (2015), resources, such as land, water, and other natural resources, also play a crucial role in determining the economic activities in the region. It is imperative to maximize the full potential of the readily-available materials and use them for financial benefits. Resources, such as land, water, and other natural resources, also play a crucial role in determining the economic activities in the region.

Income is a major factor in economic activity, as it influences the spending and consumption patterns of individuals and households (Sajeev et al., 2012). Income is a key determinant of economic activity and welfare, as it shapes the purchasing power and hence demand for goods and services. (Lipper, 2001). However, different communities may have varying degrees of income opportunities depending on the region, population, and available resources. For example, the Bareli Block in Raisen District of Madhya Pradesh, India, is primarily an agriculture-based economy, where the majority of the population is engaged in agricultural and livestock rearing activities (Sehgal et al., 2018).

The socio-economic development of a village depends on various factors, including the presence of peace and order (Bustomi et al., 2020). Afala & Rahayu, (2023) suggest that village communities that enjoy stability and security are more likely to thrive economically, as they can focus on productive activities without the disruption of conflict. In many rural areas, the homogenous nature of the community, with similar livelihoods and religious beliefs, can foster a sense of social cohesion and collective purpose that supports economic development (Shaleh et al., 2020).

Community affairs are an integral component of economic activity, as they encompass a wide range of activities, programs, and initiatives that focus on improving the overall well-being of a local community, addressing pressing challenges, promoting civic engagement, and fostering partnerships (Jain & Jain, 2020).

Evaluation encompasses a range of government programs that constitute a significant and complex effort, addressing a broad spectrum of social, economic, and environmental challenges. These flagship programs represent major government initiatives aimed at achieving specific goals. The term "flagship" is derived from the main or most prominent ship in a country's navy, symbolizing the primary objective of the nation's development policy. Following the assessment of government programs, the evaluation should also consider the duties and responsibilities of citizens.

According to Arthur & Dawda (2015), the contributions of community affairs to economic activity include playing an advocacy role to educate the local population on the importance of paying taxes and rates, actively participating in elections, and providing a watchdog function to safeguard state properties within the community. Other tangible examples include maintaining healthy lifestyles, adhering to municipal regulations, supporting and promoting local community products while sharing them with acquaintances, pursuing opportunities to cultivate one's skills and talents, and engaging in civic events and initiatives.

Problem Objectives

The main objective of the study is to provide the latest socio-economic profile of Barangay San Jose. Specifically, it aims to: 1. Describe the demographic profile of the respondents. 2. Determine the economic activity of the participants. 3. Identify the most commonly-encountered problems of the respondents. 4. Determine the health profile and family planning of the participants. 5. Describe the citizens' perspectives on the flagship programs of San Fernando. 6. Determine the perceived duties and responsibilities of the respondents as Fernandinos.

METHOD

Research Design

The study utilized descriptive, cross-sectional research designs. It is descriptive because it characterized the socio-economic factors. The purpose of descriptive studies is to describe individuals, events, or conditions by studying them as they are in nature. A descriptive research design examines the characteristics of a population; identifies problems within a unit, an organization, or a population; or investigates variations in features or practices between institutions or even countries (Siedlecki, 2020). Cross-sectional studies are observational studies that analyze data from a population at a single point in time. They are often used to measure the prevalence of health outcomes, understand determinants of health, and describe features of a population. In contrast to other types of observational studies, cross-sectional studies do not follow individuals over time. They are typically inexpensive and simple to conduct, and they are useful for establishing preliminary evidence in planning a future advanced study (Wang et al., 2020).

Respondents and Sampling Design

The respondents for the study hail from Barangay San Jose. They reside in this particular area. The total number of households questioned is 353, with an average household size of 3.30 individuals.

An online sampling calculator called Raosoft was used to determine the right sample. The calculated sample size for Barangay San Jose is 352. The barangay has an adequate representative sample, with a 95% confidence level and a 5% margin of error.

The SEP (2023) study team created Google Maps for the barangay and designated sectors with numbers. Using a sample size of 351-400 respondents, seven sectors would be required.

Each team determined the drop-off starting points and assigned a sub-team to each drop-off site for the residential survey.

Research Instrument

The questionnaire includes ninety (90) items, multiple sub-items, and reference codes that address 15 main socioeconomic indicators specified by city officials. The first section of the questionnaire includes the household location and identification code, followed by the respondent's name, field enumerator, and supervisor. The remainder is made up of items from the Community-based Monitoring System (CBMS), which is used by reputable institutions, corporations, and government sectors throughout the country. The City Planning and Development Coordinator's Office (CPDCO) and the UA-RPO handled the updating, item inclusions and amendments to the research instrument.

Demography contained information on migration patterns, while the citizen's perspective section assessed the city government's flagship programs and citizenship self-assessment. Three (3) and five (5) point Likert scale tables were used in the evaluation of the programs, along with four (4) open-ended questions.

Data Collection

Courtesy calls to barangay leaders were made the day following the data collection. This is to ensure their cooperation and that the respondents participate. Student enumerators were assigned by pairs. To assure safety and security, each pair included at least one male. The enumerators were assigned a quota of five to six checklists within three hours. At the option of the enumerators, the interview technique was changed from direct to pencil and paper administration, in which respondents could write their responses directly in the questionnaire with little or no assistance.

The accomplished research instruments were polished by the field supervisors to guarantee the quality of the information gathered. Aside from double checking and editing, the field supervisors are also responsible for handling difficulties that arise throughout the field survey. Survey revisits were conducted to meet the barangay's minimum number of requirements and needs.

Ethical Considerations

An application to the University of the Assumption Research Ethics Board (UAREB) was requested. The UAREB proposal form was completed, and the research protocol and permission form were attached. The UAREB's clearance was essential to ensuring that the methods and protocols followed ethical guidelines. The informed consents contained all of the necessary features, such as confidentiality and the right to withdraw clauses. As part of their support for the SEP (2023) study team, the CPDCO distributed a communication letter directed to Barangay San Jose. A visit was organized to seek the support and cooperation of barangay leaders. An ocular inspection and a phone call were conducted to verify that barangay officials would provide their support and cooperation. The enumerator's survey package included training for student enumerators to be polite and follow survey instructions. Ready-made self-introductory statements were produced for student enumerators to recite at the start of the face-to-face survey.

The enumerators protected confidentiality and anonymity. The respondents agreed to fill out the informed consent form and participate in the data collection. The enumerators demonstrated collegiality by diplomatically persuading difficult residents to agree to participate as respondents.

Data Analysis

Data encoders who have expertise with spreadsheets, such as accounting students, were recruited and instructed. The roles of SEP encoders in the research were thoroughly explained and addressed. They learnt how to encode data in spreadsheets using numerical codes and became acquainted with instrument

responses through rigorous hands-on instruction. The assistant project leader led hands-on data analysis training in two sessions at the university's computer lab. The liaison officer supervised and screened the input of encoded data.

The quantitative data were processed and analyzed using descriptive statistical analysis with a licensed Statistical Package for the Social Sciences (SPSS) Version 17. To allow proportional comparisons, we obtained frequency and percentage distributions, central tendency (mean), and data dispersion (standard deviation). To visualize connections between the barangay's dimensions, cross-tabulations were computed utilizing the software. The evaluation of the flagship programs was conducted using the scale provided. Recoding in multiple variables was done to select and analyze pertinent data required for defining socioeconomic categories and other related constructions. The socioeconomic classes were selected using the provided formula, and a frequency distribution table was prepared. Tables were given in a methodical manner, addressing each research problem of the study.

RESULTS

Table 1
Demographic profile

Profile	Description	Frequency (f)	Percentage (%)
Sex	Males	599	51.40
Age	60 and older	113	10.26
Civil Status	Married	564	50.50
Religion	Roman Catholic	1,032	91.20
Educational attainment	High school graduate	173	22.67
Literacy	Read and write	1,116	95.80

Respondents by sex are relatively evenly divided, with 51.40% being male. Senior citizens (60 and older) account for one-tenth of the population. Half of the participants are already married. The overwhelming majority of respondents are Roman Catholics.

Almost a quarter of the respondents completed high school. The vast majority of participants can read and write.

Table 2
Economic activity

Activity	Description	f	%
Distribution of employed residents according to place of work	Within barangay	212	45.90
Distribution of employed residents according to work industry classification	Trade	89	18.00
Distribution of employed residents according to time of work	Dayshift	416	91.00
Nature of employment of Fernandinos	Permanent job	331	74.70
According to Class Worker	Private company	170	41.30

Two in every five employed residents work within the barangay. One in every five employed residents work in the trade industry. Nine in every ten respondents are in dayshift. Four in every five of the participants have permanent jobs. Two in every five respondents are employed in private companies.

Table 3
Annual household income

Total Income	Amount (PhP)
Total net income from entrepreneurial activities	4,498,200.00
Total salaries and wages	54,999,316.00
Total income from other sources	2,464,000.00
Total household income	61,961,516.00
Total household income per household	327,838.71

Most of the total household income are from salaries and wages. Second is the income from entrepreneurial activities. Third is the income from other sources. Hence, the total household income for Barangay San Jose is P61,961,516.00 while the total household income per household is 327,838.71.

Table 4*Top five problems encountered by households*

Problems	f	%
Lack of money	8,518	42.82
Sickness	5,999	30.16
Family dispute	2,164	10.88
Alcoholism	1,218	6.12
Unsafe environment	1,107	5.57

Two out of every five respondents face financial challenges. One-third of the participants had suffered from ailments or illnesses. One-tenth of the population reported a family dispute. One out of every twenty respondents reported problems with alcoholism and an unsafe environment.

Table 5*Health profile and Family Planning*

Profile	Description	f	%
Sickness and Illness Experienced by Household Members <i>for the past 6 months</i>	Fever, Cough, Colds, Flu	35	75.50
Facilities/Attendant visited during Sickness	Public Hospital	81	51.90
Cause of Deaths of Household Members <i>in the past 12 months</i>	Disease of the Heart	3	60.00
Maternal Child Birth – Place of Delivery <i>in the last 12 months</i>	Public Hospital	6	60.00
Family Planning	No. of households who use any Family Planning	34	9.63%
Family Planning Method Used	Pills	19	55.90

Based on the respondents who had ailments for the past six months, most of them experienced fever, cough, colds and flu. The majority of respondents visited a public hospital when unwell. Heart disease was identified as the leading cause of mortality among

respondents' household members in the previous twelve months. Only a few households employ family planning, with pills being the most commonly used method.

Table 6
Citizens' perspectives on the flagship programs of San Fernando

Flagship Programs of San Fernando	Effective		Not Effective		Program Unknown	
	f	%	f	%	f	%
1. Fernandino Dialysis Center	182	51.6	17	4.8	154	43.6
2. Kayabe KArD	116	32.9	56	15.9	181	51.3
3. City College Amended Admission Regulations	135	38.2	46	13.0	172	48.7
4. Free Laptops for Public School Teachers	141	39.9	61	17.3	151	42.8
5. Reinforced Waterways Clean-up and Environmental Management	171	48.4	51	14.4	131	37.1
6. Task Force against Dangling/Inactive Wires	147	41.6	54	15.3	152	43.1

Only the Fernandino Dialysis Center program was deemed to be effective by more than half of the respondents among the six CSFP flagship programs. It also received the least number of not effective replies however, it was apparent that huge number of citizens were not also aware of the program existence. In terms of effectiveness, the respondents ranked Fernandino Dialysis Center program the highest followed by the Reinforced Waterways Clean-up and Environmental Management, Task Force against Dangling/Inactive Wires, Free Laptops for Public School Teachers, City College Amended Admission Regulations, and Kayabe KArD garnering the lowest number of effective answers, and was also seemed to be the most unknown program. On the other hand, Free Laptops for Public School Teachers was perceived to be the most ineffective program by the respondents.

Table 7

Citizens' perspectives on the duties and responsibilities of Fernandinos

Duties and Responsibilities of Fernandinos	Yes, Always	
	f	%
1. Registered voters who vote every election	322	91.2
2. Exercise and eat well	248	70.3
3. Follow city ordinances	284	80.5
4. Segregate and do not burn garbage	265	75.1
5. Work on ways to develop their skills and talents	241	68.3
6. Using or trying to learn and use the Kapampangan language	273	77.3
7. Support the giant lantern festival and other Kapampangan traditions	251	71.1
8. Member of a local organization and fulfill their duties	128	36.3
9. Participate in city activities	167	47.3
10. Support and patronize local products the community and introduce them to their friends	234	66.3
11. Working to improve their family's livelihood	268	75.9
12. Pay the right taxes at the right time	259	73.4
13. Actively gather and share information about the city	251	71.1
14. Help the barangays and fellow Fernandinos	263	74.5

In terms of performing the 14 duties and responsibilities of Fernandinos, the top five with the most yes and always answers from respondents are registered voters who vote every election, follow city ordinances, using or trying to learn and use the Kapampangan language, working to improve their family's livelihood, and segregate and do not burn garbage. On the other hand, the five with the least answer of yes and always are member of a local organization and fulfill their duties, participate in city activities, support and patronize local products the community and introduce them to their friends, work on ways to develop their skills and talents, and exercise and eat well.

DISCUSSION

The demographic profile of respondents in Barangay San Jose reflects both national patterns and localized distinctions. The sample shows an even gender distribution, a predominance of senior citizens, high rates of marriage, strong Catholic affiliation, and a majority with high school education. The prominence of older adults aligns with national demographic shifts, as 9.2% of the Philippine population is aged 60 and above (Philippine Statistics Authority [PSA], 2020), a proportion expected to increase. This trend has important implications for healthcare demand, social protection systems, and economic participation within communities.

The high proportion of married individuals reflects the continued importance of family as a core social institution in Filipino culture. However, changing patterns such as delayed marriage and increasing cohabitation suggest evolving social norms, warranting further investigation into marital trends within the barangay. The predominance of Catholicism among respondents is consistent with national data, where over 80% of Filipinos identify as Catholic. This religious homogeneity plays a significant role in shaping social values, behaviors, and attitudes toward issues such as family planning and civic responsibility.

Educational attainment among respondents, with most having completed high school, aligns with the country's high literacy rate of over 98% (PSA, 2023). However, this finding also reflects persistent barriers to higher education, particularly financial constraints. Pagatpatan (2020) highlights that many Filipino students are unable to pursue tertiary education due to economic limitations, reinforcing the observed trend in this study.

In terms of economic activity, the concentration of employment within Barangay San Jose supports the concept of localized economic development. Decentralized economic systems have been shown to enhance community resilience and social inclusion (Pike et al., 2017), while also contributing to regional stability (Rodríguez-Pose & Wilkie, 2017). The prevalence of

employment within the barangay suggests a degree of self-sufficiency and may reduce commuting time, thereby improving work-life balance and lowering environmental impact.

The prominence of the trade sector in the barangay's employment structure reflects broader global and national trends, where the service sector serves as a key driver of economic growth (World Bank, 2020). Morris et al. (2019) further emphasize the increasing importance of services in urbanizing areas for job creation and economic expansion. The active trade environment in Barangay San Jose suggests a dynamic local economy capable of meeting residents' needs.

Work schedule patterns indicate a preference for dayshift employment, which aligns with literature highlighting the benefits of standard work hours for work-life balance and overall well-being. Non-standard work schedules have been associated with adverse health and social outcomes (Decker et al., 2021), suggesting that the predominance of dayshift work may contribute positively to residents' quality of life. Additionally, the high proportion of respondents employed in permanent positions within private companies indicates a level of labor market stability and formalization. Formal employment is associated with improved job security, access to benefits, and enhanced productivity (Duval-Hernández, 2021), underscoring a relatively stable economic environment in the barangay.

Household income findings show that respondents generally earn slightly above the national average annual household income of ₱307,190. Consistent with national data, salaries and wages serve as the primary income source, followed by entrepreneurial activities and other sources. The 2018 Consumer Finance Survey reports that 73.7% of Filipino households rely on employment income, which accounts for 89.6% of total earnings (Bangko Sentral ng Pilipinas, 2021). While entrepreneurial activity remains limited nationally, its presence in the barangay suggests opportunities for small-scale business development. Additional income sources, including remittances, further support household financial stability.

Despite these economic indicators, respondents identified several key challenges, including lack of financial resources, illness, family disputes, alcoholism, and unsafe living environments. Financial difficulties remain a central concern, as insufficient income can lead to economic stress and negatively impact overall well-being (Friedline et al., 2020). Katras et al. (2015) note that low-income families can better manage work and family demands when supported by adequate resources and flexible work conditions. The link between financial hardship and health outcomes is well documented; children in financially strained households are more likely to experience health problems and hospitalization (Asif et al., 2022).

Family disputes also emerged as a common issue, reflecting the dynamics of conflict within households. Conflict theory suggests that differences in perspectives, interests, and circumstances can escalate into disputes when unresolved (Nuraeni & Sururi, 2022). Alcohol misuse further exacerbates family-related problems, contributing to interpersonal conflict, financial strain, and psychological distress (Chinnusamy et al., 2021). These findings highlight the interconnected nature of economic, social, and behavioral challenges within the community.

Environmental safety concerns were also prominent among respondents. Both indoor and outdoor environmental risks—including air pollution, water contamination, and exposure to hazardous substances—pose significant health threats (Al horr et al., 2016). Chronic exposure to unsafe environments can lead to psychological stress and adverse health outcomes, particularly among vulnerable populations (Dinehart, 2021). Addressing these concerns requires coordinated efforts to improve living conditions and promote environmental health.

Health-related findings indicate that common illnesses among residents include fever, cough, colds, and flu, suggesting a substantial burden of infectious diseases. This is consistent with findings from Fuentes et al. (2017), which reported high rates of upper respiratory tract infections in a barangay in Cebu. Factors

such as sanitation, population density, and access to clean water may contribute to the prevalence of these conditions.

Healthcare utilization patterns show a preference for public hospitals, likely due to affordability and accessibility. Meleddu et al. (2020) found that individuals with lower income levels are more likely to rely on public healthcare services and less likely to transition to private providers. This reliance underscores the importance of strengthening public healthcare systems to meet community needs.

The identification of heart disease as the leading cause of death among respondents' family members aligns with national and global trends, where cardiovascular diseases remain a major cause of mortality. This highlights the need for preventive health strategies, including lifestyle interventions, early detection, and improved management of risk factors such as hypertension and diabetes.

Family planning practices among respondents reveal low utilization rates, with contraceptive pills being the most commonly used method. This finding points to the influence of cultural, religious, and socioeconomic factors on contraceptive use. Religious beliefs can significantly shape attitudes toward family planning (Pinter et al., 2016), while broader social and cultural norms also play a role (Bhat et al., 2024). D'Souza et al. (2022) emphasize that contraceptive use is influenced by multiple factors, including knowledge, perceptions of risk, partner influence, and access to healthcare services. Improving education and access to family planning services is essential for promoting informed decision-making among residents.

The study also examined residents' awareness and perceptions of flagship programs implemented by the City of San Fernando. Consistent with Bulos (2021), citizen awareness and feedback are critical determinants of program effectiveness. The Fernandino Dialysis Center emerged as the most recognized and positively perceived program, although a notable proportion of respondents remained unaware of it. This suggests that even

effective initiatives may fail to reach their full potential without adequate communication and outreach.

Other programs, such as the Reinforced Waterways Clean-up and Environmental Management initiative, were also viewed positively, indicating strong public support for environmental interventions. In contrast, the Kayabe KArD program was the least known and least perceived as effective, highlighting gaps in program visibility and engagement. Similarly, the Free Laptops for Public School Teachers program received mixed evaluations, suggesting potential issues in implementation, resource quality, or support systems. These findings underscore the importance of not only designing effective programs but also ensuring their accessibility, visibility, and responsiveness to community needs.

In terms of civic duties and responsibilities, respondents demonstrated a strong sense of civic engagement, particularly in relation to voting and adherence to laws and ordinances. This aligns with the emphasis on democratic participation in the Philippines, where inclusive political engagement is essential for representative governance (Martell et al., 2023).

Interestingly, the preservation of the Kapampangan language emerged as a key aspect of civic responsibility, reflecting the importance of cultural identity within the community. Cruz and Demeterio (2024) highlight that cultural identity is actively maintained through practices such as language use, cuisine, and participation in cultural events. This suggests that civic responsibility in Barangay San Jose extends beyond formal obligations to include the preservation of local heritage.

Economic stability also plays a central role in residents' perceptions of responsibility, with many prioritizing efforts to improve family livelihood. This reflects the broader context of a developing economy, where individual economic progress contributes to overall community development. Environmental responsibility, particularly proper waste segregation, was also emphasized, indicating growing awareness of sustainability issues.

However, participation in broader community activities—such as joining organizations, attending city events, and promoting local products—was less consistent. This may indicate a tendency for residents to prioritize personal and family responsibilities over collective engagement. Similarly, the lower prioritization of personal development activities suggests that these are viewed as individual rather than civic responsibilities. These findings highlight opportunities for local government and community leaders to promote more holistic forms of civic engagement that integrate personal, social, and community development.

Overall, the findings provide a comprehensive understanding of the socioeconomic conditions, health status, and civic perspectives of residents in Barangay San Jose. While many indicators reflect positive trends, including economic stability and strong civic awareness, persistent challenges such as financial constraints, health issues, and limited program awareness remain. Addressing these issues will require coordinated efforts across sectors, including economic development, healthcare improvement, environmental management, and enhanced communication strategies for government programs. Further research may explore the underlying factors influencing these trends and inform targeted interventions to support sustainable community development.

Limitations of the Study

This study provides valuable insights into the demographic and socioeconomic characteristics of Barangay San Jose. However, it's important to acknowledge some limitations.

First, some participants were hesitant to share detailed information about their income and expenses. This reluctance, understandable due to privacy concerns, means that the economic findings might not perfectly reflect the reality. To improve accuracy in future research, emphasizing the importance of complete and honest responses to socioeconomic surveys is crucial.

Second, the limited sample size from the barangay, while providing rich data, may not fully represent the entire Barangay San Jose population.

Conclusions

The study successfully outlines a clear demographic picture of Barangay San Jose, providing ample data to understand the community.

The residents primarily rely on stable jobs, with many employed in local businesses and trade, indicating a robust local economy. Salaries and wages are the primary source of income for households.

The five most commonly-identified problems encountered by the respondents are lack of money, sickness, family dispute, alcoholism and unsafe environment. Financial difficulty is the leading concern among the residents in Barangay San Jose.

The residents commonly experience illnesses like fever, cough, colds, and flu. When seeking medical attention, most opt for public hospitals. Heart disease is the leading cause of death among the respondents' family members. Family planning methods are not widely used, with contraceptive pills being the most common choice.

The most recognizable flagship program of the City of San Fernando is the Fernandino Dialysis Center. On the other hand, the least known government project among the respondents in Barangay San Jose is the Kayabe KArD.

Fernandinos are compelled to perform their duties and responsibilities. Civic duty is important in Barangay San Jose, City of San Fernando, Pampanga with voting being a top priority for residents.

Recommendations

It is advisable to undertake a comparable investigation with a larger sample size. Acquiring more substantial data from these participants would yield a more representative depiction of the community. Research specifically focused on the residents of Barangay San Jose would be more appropriate.

The prevalence of trade activities within the barangay could be driven by factors such as population density, consumer demand, and the presence of supporting infrastructure like markets or commercial areas. Further investigation into the specific types of trade activities prevalent in the barangay would provide a more nuanced understanding of this sector's role in the local economy.

Addressing financial difficulties among residents is a primary concern. Expanding employment opportunities through job fairs, in collaboration with local government units and private companies, can help alleviate economic hardship. The barangay administration should also explore additional funding sources, including support from higher government levels, to invest in sustainable livelihood programs and infrastructure. Moreover, promoting financial inclusion through accessible and affordable financial products, along with effective financial education, is essential.

Strengthening healthcare services is equally important. Enhancing the barangay health center through adequate medicine supply and implementing comprehensive health programs can address the prevalence of illness. Health education initiatives focusing on immunization, chronic diseases such as hypertension and diabetes, and communicable diseases like tuberculosis should be intensified. Establishing a mobile health clinic can further improve access to healthcare, particularly for residents with limited mobility or resources.

To address family conflicts, the barangay may establish a strengthened grievance committee in partnership with academic institutions, such as the University of the Assumption. This

collaboration can provide counseling services, including marital counseling, mediation, and family support programs. Additionally, social services addressing domestic violence—such as victim support, protective services, and educational programs—should be implemented to promote safer households.

Alcohol misuse can be mitigated through targeted educational campaigns highlighting its harmful effects. The barangay may also offer interventions such as Cognitive Behavioral Therapy (CBT) for affected individuals. Collaboration with local stakeholders to regulate alcohol availability, particularly near schools and sensitive areas, can further reduce its negative impact.

Improving public safety remains a key priority. Establishing roving patrols of barangay tanods and implementing curfew policies can help reduce crime. Providing proper training and professional development for tanods will enhance their effectiveness. Additionally, infrastructure improvements, such as better road systems and street lighting, can significantly increase safety, accessibility, and overall quality of life within the community.

Given the frequent occurrence of common illnesses, the barangay should prioritize strengthening healthcare infrastructure through accessible clinics, regular medical outreach, and health promotion campaigns. Partnerships with public hospitals can ensure the provision of affordable or subsidized medical services and medications.

The prevalence of cardiovascular disease as a leading cause of mortality highlights the need for preventive health strategies. The barangay can promote healthy lifestyles through public education on proper diet, physical activity, and chronic disease management. Initiatives such as community fitness programs, sports activities, or the development of recreational facilities can encourage healthier behaviors.

Additionally, improving family planning utilization is essential. The barangay can collaborate with local health centers to provide accessible contraceptives and counseling services,

ensuring residents are informed and empowered to make reproductive health decisions.

It is recommended that the government continue to support its successful flagship initiatives, such as the Fernandino Dialysis Center, which have proven highly beneficial to the less fortunate Fernandinos suffering from chronic kidney disease. As hemodialysis serves as a form of palliative treatment for these patients, providing free dialysis sessions would alleviate the financial hardships faced by the clients throughout the duration of their condition.

The Barangay administration should prioritize supporting government-led initiatives such as the Reinforced Waterways Clean-up and Environmental Management program. Enhancing environmental remediation and pollution mitigation efforts should be key objectives. The administration should emphasize developing a comprehensive framework and streamlined processes to address the environmental impacts and consequences on the soil, air, water, and atmospheric resources within the community. The barangay can also take a more active role in advocating for increased infrastructure development, such as access roads, drainage systems, and public utilities, to enhance the living conditions of the residents.

City College admission policies should be enforced more rigorously. Given the availability of tuition-free higher education in San Fernando, this opportunity needs to be accessed by the less privileged Fernandinos, particularly the residents of Barangay San Jose

The establishment of a specialized task force to address the issue of dangling and inactive utility wires would be a beneficial initiative. The task force's responsibilities would encompass the removal of inactive telephone, cable, and electrical lines that not only appear unsightly but also pose significant safety risks. Additionally, the task force would be tasked with the repair of unused, sagging wires, cables, and transmission lines within the community. To ensure the long-term sustainability of these efforts,

the task force should work closely with the relevant utility companies to develop a comprehensive plan for the ongoing maintenance and regular inspections of the community's utility infrastructure.

There is a need to evaluate the implementation of the Kayabe KArD and Free Laptops for Public School Teachers programs in the City of San Fernando, as most respondents are unaware of these initiatives. Enhancing information dissemination should be a key activity to promote these projects further. If the evaluation deems these programs worthy of continuation, their benefits should be reiterated. The Kayabe KArD portal is a program that has digitized the system of providing medical and financial assistance to the people of San Fernando. Providing adequate information on these programs could enable more residents to access the services and support available to them.

Ultimately, the Barangay administration should strive to foster a culture of community engagement, transparency, and accountability. Strengthening the communication channels between the administration and residents would allow for a better understanding of the needs and concerns of the community.

The Kayabe KArD program, an initiative of Mayor Vilma Caluag, has digitized the process of providing medical and financial support to the residents of San Fernando. The distributed cards are categorized into three tiers based on socioeconomic status: white for the upper class, blue for the middle class, and red for the poorest members of the community.

A well-designed public awareness campaign is recommended to educate residents on the roles and responsibilities of the Barangay administration. This would cultivate key values such as compliance, diligence, and community spirit among the inhabitants of Barangay San Jose.

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