



Consumer and Marketing Demographics

2000 U.S. census shows this about Filipino-Americans:

2,364,815 people of Filipino descent in America 514,501 - bi-racial/multi-racial
55% of Filipino people are women 1,850,314 - "single race" Filipinos

Because a large number of Filipinos have predominantly Hispanic surnames marketing demographers such as Minority Media, Inc. believe that could have led to a significant undercount in the 1990 and 2000 Census thus they project that the Filipino-American population figure in the U.S. could be closer to 3 million and that there are up to 1,650,000 Filipino women in the United States!

Surveys of Filipino Women who organize and are active in their communities show the following:

- community active Filipina women are from corporations, government sectors, and non-profit organizations.
- 41% have graduate degrees; 22% have college degrees
- 30% in professional occupations; 11% in government; 8% are business owners; 8% are management executives.
- 6% are U.S.- born, of those born in the Philippines, 26% have lived in the U.S. over 10 years
- Over half of members are 25-34 years old; 4% are 35-44; and 7% are over 45 years old.
- 26% have children; 15% have daughters

Key Demographics:

- Median income: \$46,698 (above US average of \$41,994)
- Large households: average 3.35 people (US ave. 2.59)
- Young: average age is 31.7 years (US ave. 35.4)
- High levels of home-ownership: 66% (US ave. 58%)
- Highly educated: 42% have bachelors degrees or higher (US ave. 24%)

Where are Filipinos in America?

California, 49.72% • Hawaii, 9.24% • New York-New Jersey, 9.03% • Illinois, 4.67% • Delaware-Maryland-Virginia-Washington DC, 4.25% • Washington, 3.54% • Texas, 3.16% • Florida, 2.94% • Nevada, 2.19%

In comparison with U.S. ethnic groups, Filipinos have...

- The highest participation in the work force (75.4%)
- The most number of households with three or more income earners (29.6%) • The lowest poverty rate (6.4%)

Other Lifestyle Info:

93% live in metropolitan areas • 60% have income of over \$50K annually • 50% hold professional positions
• 37% have a college degree or higher • 63% have credit cards

Filipino men and women are a significant market in the U.S.

Info from 2000 Census, Filipino Women's Network (FWN) and Minority Media, Inc

FAWN2005 is a community service brought about by the efforts of NewFilipina, Inc. and Philippine Forum, a 501c nonprofit organization.