

RELIGIOUS AFFILIATIONS OF ARAB AMERICANS:¹

- 35% Catholic
- 24% Muslim
- 18% Orthodox
- 10% Protestant
- 13% Other

63%

of Arab Americans were born in the United States²



New York City, the first stop for millions of immigrants for more than a century, has the largest Arab population among U.S. cities: 69,985. The Detroit suburb of Dearborn, where many Arabs first settled to work in the automobile industry, is next at 29,181.³

Arab Americans generally have a strong commitment to family and economic and educational achievement, with **eighty-five percent** having a high school diploma or higher and more than **forty percent** earning a bachelor's degree or higher.²

82%

are U.S. citizens²



3.5 million

Estimated number of Americans who trace their roots to an Arab country.¹

60%

of working Arab Americans are executives, professionals, or office and sales staff²

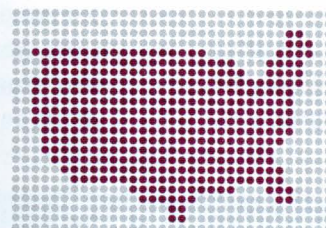
ARAB AMERICANS

Arab Americans offer a rich tapestry of cultural differences, including a variety of languages, religions, countries of origins, life experiences and time in this country.

“It can be extremely hard to reach them due to the complex nature of their lifestyles,” explains Pinky Chakraborty, co-founder of MediaMorphosis, a multicultural marketing agency in New York City. “The years they have lived in this country do not necessarily determine their level of acculturation, so their level of interest in television and news related to their country of origin can vary tremendously.”

Two keys to successfully marketing to Arab Americans — know your audience and use direct mail. “Clients have found direct mail to be the most effective tool in reaching them,” says Chakraborty. “Use of the Arabic language and a call-out of countries can get immediate recognition from recipients.” However, Chakraborty notes, not everyone of Arabic descent speaks the language, so use it only when needed.

Early Arab immigrants came from countries with large Christian populations. Newer arrivals come from heavily Muslim countries such as Iraq and Yemen.³



Almost half of the Arab Americans in the United States live in five states: **California, New York, Michigan, New Jersey and Florida.**³

¹ The Arab American Institute (aaiausa.org) ² ameredia.com/resources/demographics/middle_eastern.html ³ MediaMorphosis, mmincweb.com