

POTENTIAL TARGET MARKET PER AREA FOR 2008

Reference: National Statistics Office

NCR

Both Sexes	11,252,700
Male	5,530,500
Female	5,722,200

PAMPANGA

Both Sexes	2,206,100
Male	1,111,300
Female	1,094,800

PANGASINAN

Both Sexes	2,915,700
Male	1,464,300
Female	1,451,400

SANTIAGO-ISABELA

Both Sexes	1,485,700
Male	758,100
Female	727,600

CAGAYAN

Both Sexes	1,143,500
Male	582,400
Female	561,100

ILOCOS NORTE

Both Sexes	588,900
Male	295,400
Female	293,500



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CAGAYAN VALLEY- ISABELA

Both Sexes	1,485,700
Male	758,100
Female	727,600

PALAWAN

Both Sexes	968,100
Male	497,900
Female	470,200

ORIENTAL MINDORO

Both Sexes	476,700
Male	245,900
Female	230,800

QUEZON

Both Sexes	1,939,100
Male	984,500
Female	954,600



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LAGUNA

Both Sexes	2,330,700
Male	1,153,500
Female	1,177,200

RIZAL

Both Sexes	2,142,900
Male	1,070,000
Female	1,072,900

CAVITE

Both Sexes	2,747,800
Male	1,339,100
Female	1,408,700

BATANGAS

Both Sexes	2,242,300
Male	1,130,100
Female	1,112,200



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CEBU

Both Sexes	4,042,800
Male	2,019,500
Female	2,023,300

BOHOL

Both Sexes	1,316,300
Male	664,800
Female	651,500

EASTERN SAMAR

Both Sexes	443,400
Male	226,300
Female	217,100

LEYTE

Both Sexes	1,867,900
Male	949,900
Female	918,000

ZAMBOANGA-PENINSULA

Both Sexes	3,351,300
Male	1,698,100
Female	1,653,200

