

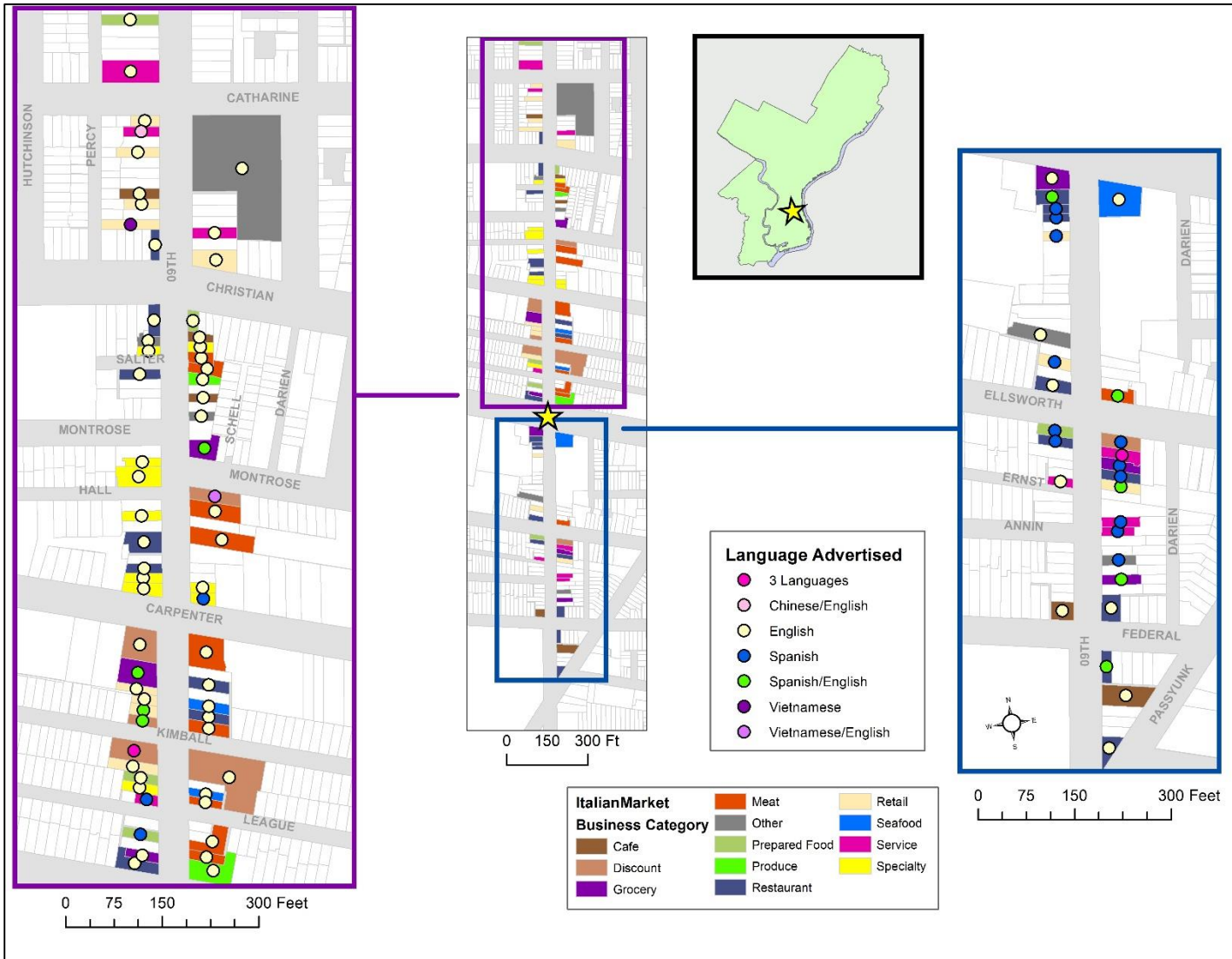


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Immigrant Communities of Philadelphia: Spatial Patterns and Revitalization

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Language of Advertisements by Business Category in the Italian Market

This map, again, shows business type (building color) in addition to the language of the outdoor advertising (dots). The data was collected by direct observation and only includes what could be seen from across the street. The map shows that more Spanish-only (blue dots) and bilingual signage (pink and green dots) is used below Washington Avenue and more English-only signage is used above Washington Ave. Because signage can be a strong way for businesses to attract customers, it appears that the businesses above and below Washington Avenue are targeting different clientele.

The relationship between store type and language used is shown further on the following page (page 15)