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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

Business	English	Spanish	Spanish/English	Chinese/English	Vietnamese	Vietnamese/English	3 Languages	Grand Total
Restaurant	11	4	2	17
Retail	7	2	2	.	1	.	.	12
Meat	9	.	1	10
Specialty	9	1	10
Service	4	3	.	1	.	.	1	9
Discount	2	1	1	.	.	1	1	6
Grocery	2	1	3	6
Cafe	5	5
Other	4	1	5
Prepared Food	3	2	5
Seafood	3	3
Produce	2	2
Grand Total	61	15	9	1	1	1	2	90

The chart to the left shows this data from page 9 in a chart format. From this you can see that the cafes and almost all of the meat and specialty stores advertise in English. On the other hand, discount and retail stores show more diversity in the language they use to identify their store. The number of businesses that advertised in each language is as follows:

- 61: English Only
- 15: Spanish Only
- 9: Spanish & English
- 1: Chinese & English
- 1: Vietnamese Only
- 1: Vietnamese & English
- 2: Three or more Languages

You can also see that restaurants are the most popular category (17 buildings), followed by retail (12), and then meat and specialty stores (10 each).