



LET ME COUNT THE WAYS: SIBL CELEBRATES THE CONTRIBUTION OF THE IMMIGRANTS TO THE ECONOMY

WHO AND HOW MANY IMMIGRANTS ARE THERE

WEBSITES:

- ***The Health of Immigrants in New York City.*** A Report from The New York City Department of Health and Mental Hygiene. June 2006. <http://www.nyc.gov/html/doh/downloads/pdf/episrv/episrv-immigrant-report.pdf>
- ***The National Conference of State Legislatures.*** <http://www.ncsl.org/programs/immig/immigstatistics.htm> Immigrant population is monitored as part of the work of The National Conference of State Legislatures.
- ***The Newest New Yorkers, 2000: Immigrant New York in the New Millennium.*** [New York, N.Y.]: Department of City Planning, 2004. <http://www.nyc.gov/html/dcp/html/census/nny.shtml>
- ***The United States Census Bureau.*** <http://www.census.gov/population/www/index.html> Benchmark numbers for the immigrant population are contained in the decennial population census with updates in the current population report series.

The collection of census reports located at SIBL is one of the most comprehensive in the United States in all formats starting with the 1790 report in print through the latest releases from the Census Bureau via the internet or on CD-ROM.

- ***Working for a Better Life: A Profile of Immigrants in the New York State Economy.*** By the Fiscal Policy Institute, Nov. 2007. http://www.fiscalpolicy.org/publications2007/FPI_ImmReport_WorkingforaBetterLife.pdf

DATABASES:

- ***Historical Statistics of the United States.*** The 2008 edition of this database is available at The New York Public Library.
- ***Lexis Statistical Universe.*** Data from government, non - profit and commercial sources relating to all aspects of the immigrant experience is identified in this SIBL database.
- ***StatUSA.*** Included is a comprehensive current collection of statistical tables relating to immigrant issues from a wide variety of government and non - government sources.

BOOKS:

- ***The Asian Databook: Detailed Statistics and Rankings on the Asian and Pacific Islander Population, Including 23 Ethnic Backgrounds from Bangladeshi to Vietnamese, for 1,883 U. S. Counties and Cities*** - Call no. *R - SIBL E184.A75 A78 (for onsite use only).
- ***Hispanic Americans: A Statistical Sourcebook*** – Call no. *R-SIBL E184.S75.H5655 (for onsite use only).
- ***The Hispanic Databook: Detailed statistics and rankings on the Hispanic population, including 23 ethnic backgrounds from Argentina to Venezuelan, for 1266 U.S. Counties and Cities.*** – Call no. *R-SIBL E184.S75.H567 (for onsite use only).
- ***Survey of Mexican Migrants: Attitudes about Immigration and Major Demographic Characteristics*** – Call no. *R-SIBL E184.M5.S87 (for onsite use only).



IMMIGRANTS IN THE MARKETPLACE

DATABASES:

- **Business Source Premier.** This database is available remotely with the use of a New York Public Library card. Database includes articles from several thousand periodical publications are many dealing with the economic impact of the immigrant population such as:
 - **An Empirical Study of Consumer Behavior Patterns Among Filipino and Korean Americans in the United States.** In Marketing Management Journal, Spring 2004, vol.14, no.1, p30-44 [Full text available at <http://web.ebscohost.com/ehost/pdf?vid=4&hid=8&sid=7bf5f407-9d88-41d1-b89b-5b0fa5c89ef6%40sessionmgr3>]
- **Market Research.Com.** One of several market research databases located at SIBL. This product provides access to studies of the ethnic and immigrant market such as:
 - **The Religious Products Market in the U.S.: Books, Music, Video and Accessories.** [Buyers of Catholic, Jewish, Islamic, Hindu, Buddhist and new age publications are...fueling the market]. April 2006 Report.
 - **The U.S. Asian American Market.** March 2002 Report.
 - **The U.S. Market for Ethnic Foods.** 3 vols. Covering Hispanic, Asian and Emerging Ethnic Foods. 2003 Report.
- **Prompt.** Market research studies and articles focused on ethnic and immigrant markets are included.
- **SimplyMap.** This database provides a geographic approach to the immigrant population and market.

BOOKS:

- **Beyond Bodegas: Developing a Retail Relationship with Hispanic Customers** - Perkins - Call no. 658.834 P also available in Call no. JBE 08-398 (for onsite use only). Retail consumers are the focus of this look at the Hispanic market.
- **The Context of Marketing: Trends in Demographics, Media Use and Spending Among Black, Hispanic and Asian Americans** - Call no. *R-SIBL HC110 .C6 .C599 (for onsite use only). The author provides a narrative and statistical evaluation of the immigrant consumer.
- **Hispanic Marketing: A Cultural Perspective** - Korzenny - Call no. JBE 08 - 561 (onsite use only). This work explores the social factors involved in Hispanic consumer behavior.
- **Hispanic Marketing Grows Up: Exploring Perceptions and Facing Realities** - Faura - Call no. *R - SIBL HF5415.32. F378 (for onsite use only). The Hispanic consumer is looked at from a current perspective.
- **Latinos, Inc.: The Marketing and Making of a People** - Davila - Call no. 658.834 D. The author examines the manner in which the Hispanic population is recognized.
- **Marketing to American Latinos: A Guide to the In - Culture Approach** - Valdes - Call no. 658.834 V, also available in Call no. *R-SIBL HC110.C6.V348 and *WSC-1865 [computer disc] (for onsite use only). A how - to guide to marketing to the Latino population.
- **The Newest New Yorkers, 2000: Immigrant New York in the New Millennium** - Call no. *R-SIBL HC 108.N5.N4 (onsite use only).
- **The Power of Business en Español: 7 Fundamental Keys to Unlocking the Potential of the Spanish - Language Hispanic Market** - Cancela - Call no. 658.834 C. Focuses on the Spanish-speaking market.
- **The Rise of the Hispanic Market in the United States: Challenges, Dilemmas, and Opportunities for Corporate Management** - Nevaer - Call no. 658.834 N, also available in Call no. JBE 04-919 (for onsite use only). Explores the development of the current Hispanic market.
- **Standard Directory of Hispanic Advertising Agencies** - Call no. JBM 03 - 351 (for onsite use only). Agencies that are owned by or focused on Hispanics are identified.
- **U.S. Diversity Markets Report** - Call no. *R-SIBL HC110.C63 U17. (for onsite use only). Immigrant consumer market attitudes are reported on in this reference book available at SIBL.
- **The Whole Enchilada: Hispanic Marketing 101** - Faura - Call no. *R - SIBL HC110.C6 F387 (for onsite use only). A text book approach to effective marketing to the Hispanic consumer.