

NEWSPAPERS WORK

CANADA VS. U.S.



Canadians continue to embrace newspapers in print and digitally. In addition, ad revenues also remain solid. Key reasons driving this strength are detailed below.

	Canada	United States	
Ad Revenue Share of Total	29%	14%	In Canada, newspapers and TV are the top two media both representing about a third of all ad revenues.
Readership - week - day	77% 50%	67% 42%	Readership is stronger in Canada both weekly and each day. In particular, Canada has retained the younger reader – for the reasons below.
18-34s Readership - week - day	75% 40%	57% 28%	
Education/Literacy/Skills Voter Turnout	#2 /16 61%	#11 /16 53.6%	Both countries were ranked on education. Canadians are educated and they have more engaged voters – both of these lead to readership of newspapers.
Newspaper Market	7.5=6+1or2	1.5=1+1?	Most markets with over a million people have 6 daily papers and 1 or 2 community papers averaging to 7.5 papers per market in Canada. In the US, there is 1 national paper & most cities (ex. Washington & New York) have one paper daily or community. There is so much competition in Canada. It keeps the market launching new & better products (apps, tablet sites, etc.) and ads!
Free Dailies	16	26	These free dailies are strong in Canada – drawing new readers. Given the U.S. market is 10 times bigger by population, it should have 160 free dailies to be equally as popular.
Do Not Call List	Calls	No calls	Newspapers can call and offer Canadians newspaper subscriptions.
Flyers (look)	75%	60%	Canadians continue to embrace print flyers which are mainly distributed via community newspapers with dailies being a secondary source. In the US, Sunday daily newspapers are the key source.

Sources: Scarborough Research USA 2012 (most recent USA data as of June 2014) so comparable time period used for Canada via NADbank (print+digital; weekly); Newspaperinnovation.com; ElectionsCanada.ca; Conference Board of Canada, "How Canada Performs", April 2013; OECDBetterLifeIndex.org



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