

NEWSPAPERS WORK

CANADA VS. U.S.



The Canadian newspaper market is much more buoyant than that in the United States. In 2012, ad revenues for newspapers were estimated to be up by 1.3% vs. the U.S. down 7.5%.¹ This is driven by key differences in the two markets. In Canada, there is more newspaper competition, a healthy economy including continued growth in housing prices and strong readership of newspaper media. These differentiating elements are detailed below.

Quick Facts

- Canada has 35 million people ²
- It is about a tenth the size of the United States ³
- Most of the population is located near the major cities (and near the border) – see map
- Many of the major cities have lots of newspaper competition – a single newspaper market is rare. For example, Calgary has 3 daily newspapers, 2 national papers and 14 community newspapers.



Ethnicity and Language

- Canada has larger Asian and Aboriginal populations than the United States
- Canada has more French speakers and fewer Spanish than in the United States

	Canada	United States
Ethnicity ⁴	Caucasian: 84% Asian: 11% Aboriginal: 4% Black: 2%	Caucasian: 81% Black: 13% Asian: 5% Aboriginal: 1%
Language ⁴ (spoken at home)	English: 67% French: 22% Chinese: 1% Spanish: 1%	English: 80% Spanish: 12% Chinese: 1% French: 1%



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Economy

- Many of the key economic factors are similar and demonstrating health.
- Canada has 5 big banks (rather than regional ones) and was not as affected by the housing crisis. In 2006, the average house price was about the same (\$275,000) but Canadian homes have grown in value vs. those in the United States.

	Canada	United States
GDP ³	\$1.7 trillion USD	\$15.7 trillion USD
GDP Growth ³	+1%	+2%
Unemployment Rate ³	7%	8%
Inflation ³	1%	2%
Housing price (av.), 2013 ⁵	\$375,000	\$240,000
Change vs. 2006	+36%	-13%

Readership

- Newspaper weekly readership (including print and digital) in Canada has been stable for the last five years ⁶
- 8 in 10 Canadians read a newspaper each week in print and digital formats
- Readership is stronger in Canada – particularly with younger demographics
- On the weekend, Canada's main readership day is Saturday vs. Sunday in the U.S
- Flyers (i.e. inserts) are found in daily newspapers but are mainly distributed through community newspapers in Canada

	Canada ⁶	United States ⁷
Total Readership	77%	69%
Print	69%	61%
Digital	33%	19%
Men	79%	70%
Women	73%	68%
18-24	74%	59%
25-34	76%	63%
35-49	76%	66%
50-64	81%	74%
65+	79%	76%

Sources:

1 WARC Consensus Forecast, 2012

2 Statistics Canada, April 2013

3 TradingEconomics.com, July 2013 (GDP=annual 2012; GDP growth=quarterly; Other factors= monthly)

4 unitednorthamerica.org

5 Globe and Mail, "Canadians still pay 62% more for a home than in U.S.", April 23, 2013

6 NADbank 2012, weekly, print + digital (unless stated)

7 Newspaper Association of America (Scarborough Research 2012), weekly, print + digital (unless stated)

For further industry information, go to www.newspaperscanada.ca



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