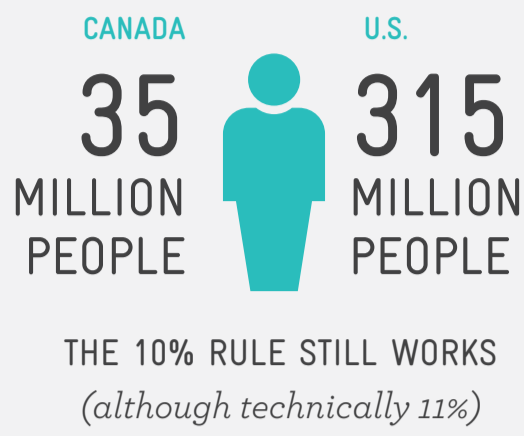


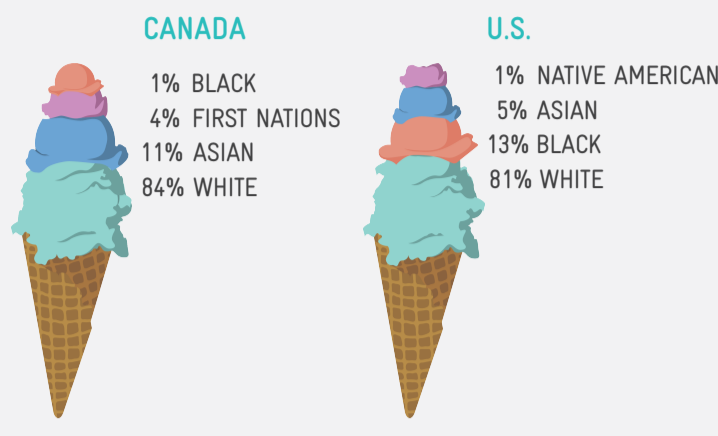
# CANADA VERSUS UNITED STATES

Not as in war. That wouldn't be much of a contest. As in, what are the differences between these two vast countries? Media habits would certainly be one of them. What are the important comparisons? And lastly, what do we just find downright amusing about the people, the land or the psyche? Although there are a lot of subtle differences, at the end of the day, it has been said that Canadians are simply disarmed Americans with health care.

## POPULATION

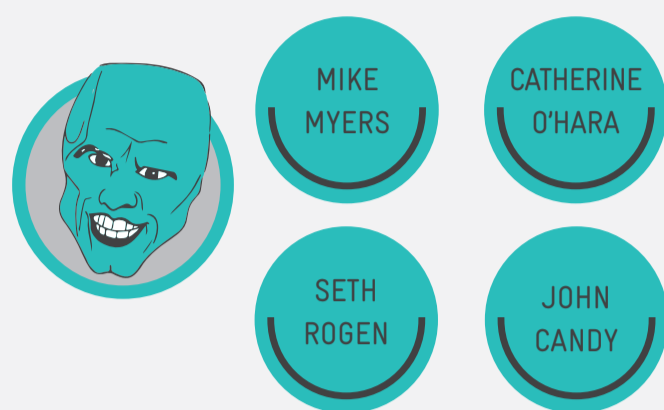


## ETHNICITY

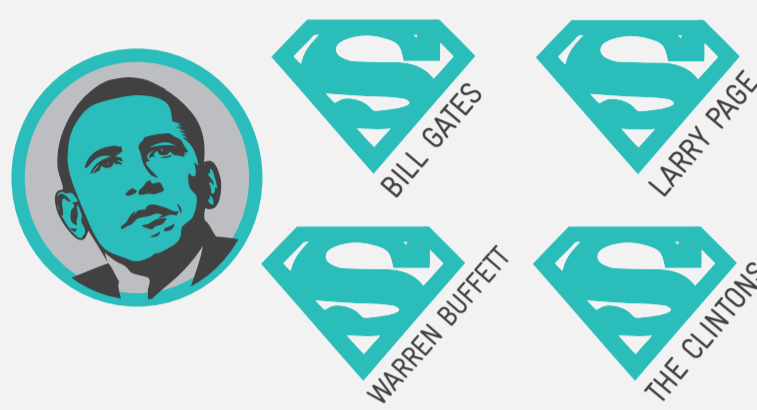


## OUR PEOPLE

### LAND OF FUNNY PEOPLE

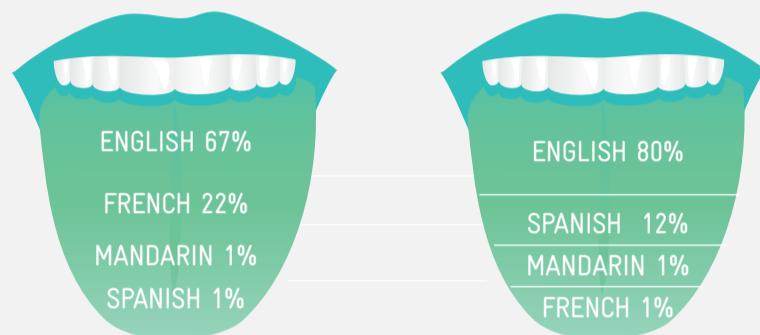


### LAND OF POWERFUL PEOPLE



## LANGUAGE

(Spoken at home)



### CANADIANS LIKE

U

armour/behaviour/catalogue/  
colour/favour/flavour/honour/  
labour/odour/rumour/savour

### AMERICANS LIKE

'You like me, right now, you like me!' Sally Field's infamous Oscar acceptance speech

armor/behavior/catalog/  
color/favor/flavor/honor/  
labor/odor/rumor/savor

Canadian's also like to make the words longer and fancier to try and look more sophisticated than the Americans. *brunette/cancelled/jewellery/brunet/canceled/jewelry/marvellous/travelled*

It appears the digital trailblazers were trying to make a compromise between the American usage of er and the Canadian usage of re and simply dropped the e altogether.

How else can you explain ...Tumblr, Newsflashr, Bashr, Dopplr, Migratr, Waggr, Flickr (and hundreds more)?

calibre/centre/fibre/  
litre/metre/theatre

caliber/center/fiber/  
liter/meter/theater

And on top of these differences, let's not forget that close to a quarter of the population identify with French being their first official language.

## CANADIAN VERSUS AMERICAN ENGLISH

Canadian English is a hodgepodge hybrid that operates to its own eclectic rules, and Canadians just sort of make it up as they go along' from (the extremely hilarious) 'How to be a Canadian', Will Ferguson and Ian Ferguson.

But, seriously, when it comes to marketing and advertising you need to try to avoid making a colorful spelling mistake with your marvelous northern neighbors, especially fiber eating brunets, wearing jewelry.

Eh? What you meant to say was colourful, marvellous, neighbours, fibre, brunettes, jewellery.

EH

HUH

And these people sit on...



As in, 'Nice chesterfield, eh?'

'Huh? Chesterfield? You've got to be kidding.'

## POPULATION DENSITY

90% OF THE POPULATION IS CONCENTRATED ALONG THE U.S. BORDER (HUDDLED FOR WARMTH).



Canada's population is 3 times as concentrated in the top markets

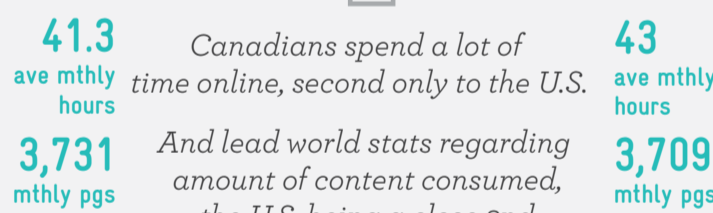
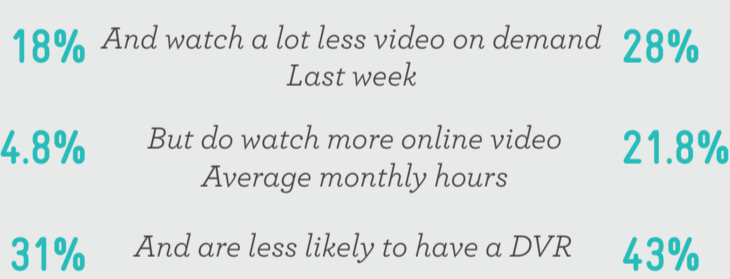
TORONTO	22	NEW YORK	7
MONTREAL	11	LA	6
VANCOUVER	10	CHICAGO	3
	43		16

## MEDIA HABITS

Canadians watch less TV than their American cousins (but they still watch a lot)



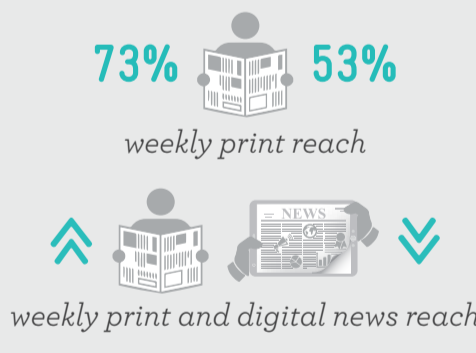
Polite and honest Canadians are much more likely to download from (illegal) torrent sites



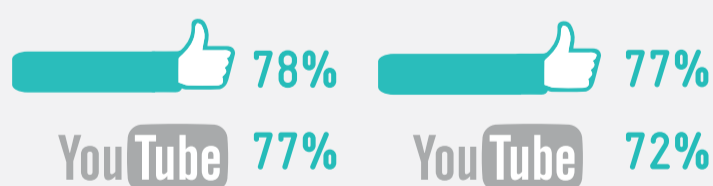
NETFLIX And Americans watch more on Netflix



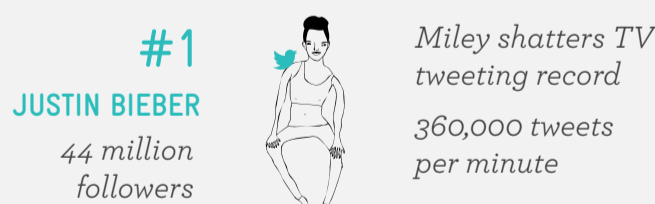
While like the U.S., Canada possesses one of the highest levels of digital engagement in the world CANADIANS ARE MUCH MORE LIKELY TO BE NEWS AND NEWSPAPER READERS



Canadians visit Facebook and YouTube a bit more often



### TWITTER #'S



## ECONOMY

THE U.S. ECONOMIC RECOVERY HAS RESULTED IN A RECENT CATCH-UP TO CANADIAN METRICS.



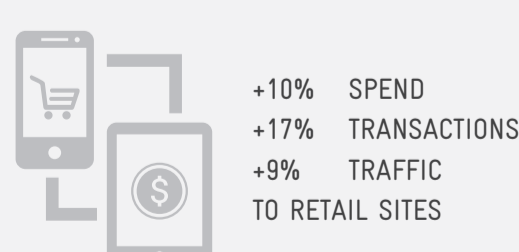
The U.S. unemployment number has been declining and is now closer to the Canadian

And Canada was not affected by the housing crisis due to strength of 5 national banks... Rather than regional players



## RETAIL

STRONG CANADIAN E-COMMERCE GROWTH HAS BEEN EVIDENT ON A LESS DEVELOPED BASE



AND AMERICAN RETAILERS CONTINUE TO EXPAND NORTH OF THE BORDER



## AND REAP THE BENEFIT

One draw for the retailers as affluent shoppers is that Canadian shoppers didn't feel the sting of the recession as sharply as their U.S. neighbors did. "Canada is not like the U.S.—it's quite different," he added. "Anybody that thinks they can come into Canada and treat it like the U.S. is really misguided." said Mike Moriarty, of A.T. Kearney, from the article 'From Oh, Canada!': Retail's Growth Anthem.

'Let us help you mine the Canadian market and grow your business.'  
Robert Laplante  
Media-Corps  
CONNECTING TO CONTENT THAT GROWS BUSINESS

"Created by Pollin8 with design by Battle for Kettle"

Sources: ComScore U.S. and Canada Future in Focus, 2013  
TVB Canada and U.S., MRI, NAA/Scarborough, NadBank,  
OECD Employment Stats, July 2013, Economy-CIA Factbook,  
'How to be a Canadian' Will Ferguson and Ian Ferguson,  
Miley Cyrus illustration, Chris (Simpsons artist)  
http://www.pictureshatigoneanddone.com/.