**Pennsylvania’s Newspaper Industry Makes a Significant Impact**

**Economic Contribution**

- **$1.3 BILLION**

**Employment Impact**

- **9,862 JOBS**

**State and Local Tax Impact**

- **$51.8 MILLION**

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**Economic Output**

- **DIRECT** $713,779,833
- **INDIRECT** $184,695,015
- **INDUCED** $351,648,587

**TOTAL** $1,250,123,435

Vital to Pennsylvania, the newspaper industry contributes to local and state economies through its expenditures on operations and staff wages. Its direct, day-to-day spending and investment cause a statewide ripple effect that translated into an economic impact of **$1.3 billion** in 2020.

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**Employment 2020**

Newspapers across the state employ nearly **10,000** people, 6,483 on a direct basis.

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**State and Local Taxes 2020**

The Pennsylvania newspaper industry and its employees, suppliers and related constituencies contributed an estimated **$51.8 million** in taxes.

**Total Local and State Taxes (Direct, Indirect and Induced)**

- **SOCIAL INSURANCE TAX:** Employee and Employer Contribution
  - **$287,413**

- **TAX ON PRODUCTION AND IMPORTS:**
  - Sales Tax, Property Tax, Motor Vehicle Licenses, Other Taxes and Special Assessments
  - **$35,344,830**

- **PERSONAL TAX:**
  - Income Tax, Motor Vehicle Licenses, Property Taxes and Other Household Taxes
  - **$12,513,275**

- **CORPORATE PROFITS TAX**
  - **$3,662,656**

**TOTAL** **$51,808,174**

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**Impact**

- **DIRECT**
  - Employment (Jobs): 6,483
  - **TOTAL**: 6,483

- **INDIRECT**
  - Employment (Jobs): 1,155
  - **TOTAL**: 1,155

- **INDUCED**
  - Employment (Jobs): 2,224
  - **TOTAL**: 2,224

- **TOTAL**
  - Employment (Jobs): 9,862
  - **TOTAL**: 9,862

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**Sales Tax, Property Tax, Motor Vehicle Licenses, Other Taxes and Special Assessments**

**Income Tax, Motor Vehicle Licenses, Property Taxes and Other Household Taxes**

**Corporate Profits Tax**

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Vital to Pennsylvania, the newspaper industry contributes to local and state economies through its expenditures on operations and staff wages. Its direct, day-to-day spending and investment cause a statewide ripple effect that translated into an economic impact of **$1.3 billion** in 2020.
NEWSPAPERS ARE THE MOST DOMINANT SOURCE OF NEWS IN LOCAL MARKETS ACROSS ALL PLATFORMS — PRINT, DIGITAL AND SOCIAL MEDIA:

- The total print circulation in 2020 was 2.8 million, with that reach expanding to more than 7 million Pennsylvanians who read a printed newspaper every week. Many newspaper websites throughout the state average multimillion unique page views each year.

- Consumer trust in printed newspapers (67%) is more than double the trust in social media on social networks (33%). Recent surveys show that during the pandemic, American adults increased their time with newspaper media.

- In 2020, the combined impact of charitable giving and volunteerism from the Pennsylvania newspaper industry totaled $6.4 million.