

With approximately 970 printing companies in upstate New York and 460 in the Pittsburgh area, there is no obvious shortfall of printers within the area. The distribution of printing companies throughout the area is for the most part in proportion with the general population and work force. Overall, there is about one printing firm per 2,000 workers within each county unit. Even though there is no way of determining whether or not there may exist any particular market type or niche within which a Canadian printer could become successfully active, the tables do show a concentration of medium and large printing companies in areas of higher population densities.

As mentioned above, the economy of the area is primarily manufacturing based. The second largest group within the manufacturing sector is printing and publishing. Like the entire manufacturing sector, the printing industry in the region has been significantly affected by the recent recession. Over the 1990-91 period, more than 260 printing firms went out of business and nearly 4,000 printing jobs were eliminated. These figures suggest that a large number of the firms that shut down were in the medium size range. The primary cause of the downturn in the printing industry has been identified as the response to a slowdown in advertising expenditures, cuts in library and education materials, reduced demand from new and existing businesses, and reduced usage of newspapers and magazines.

However, with the end of the recession and the improving U.S. economy, the U.S. Industrial Outlook 1994 - Printing and Publishing states that "an improved economy, coupled with gains in advertising expenditures, should raise shipments of the U.S. printing and publishing industry (SIC 27) to U.S.\$177 billion in 1994, an increase of nearly 2% over 1993

Albany	11.9	12.4	1.3	10	15
Madison	1.4	1.4	0	10	15
Chenango	20.7	21.0	1.3	15	20
Fulton	25.7	25.8	0.1	20	25
Franklin	22.2	22.8	0.6	25	30
Hamilton	1.3	1.1	-0.2	10	15
Columbia	38.5	38.0	-0.5	30	35
Delaware	20.4	19.1	-1.3	15	20
Total	212.1	212.1	0	970	460