



# GENERATION | **squeeze**

Federal Election Media Mentions  
Beginning August 15, 2021

# Explaining the Metrics

- **Reach:** The potential audience reach based on the audience the outlet has the potential to reach
- **AVE:** Advertising Value Equivalency
  - “An assigned monetary value which represents earned media’s coverage based on the advertising rate equivalent”

# Metric Grand Totals for Generation Squeeze

- **Total Media Reach:** 289,091,376
- **Total AVE:** \$5,733,806.13

# Mention Comparators with Generation Squeeze

Organization	Total Mentions During Election (August 15 - September 20)	Comparison to Generation Squeeze
<b>Generation Squeeze</b>	<b>472 Mentions</b>	
David Suzuki Foundation	196 Mentions	-276
<b>Canadian Centre for Policy Alternatives</b>	<b>691 Mentions</b>	<b>+219</b>
CD Howe Institute	46 Mentions	-426
Canadian Association of Physicians for the Environment	91 Mentions	-381
Vote Housing	349 Mentions	-123
Child Care Now	342 Mentions	-130
<b>Fraser Institute</b>	<b>2074 Mentions</b>	<b>+1602</b>



**August 15 - 22**

# August 19 - CBC Housing Story

- CBC: ['Main federal parties all say they'll make housing more affordable. Here's what we know about their plans'](#)
  - Audience reach: 18,776,074
  - Also shared via:
    - [Radio-Canada](#) - Reach: 5,614,296 / AVE: \$140,357.40
    - [Yahoo! News CA](#) - Reach: 11,398,000 / AVE: \$284,950.00
    - [MSN Canada](#) - Reach: 17,754,620 / AVE: \$443,865.50
    - [ArabNews24 \(Online\)](#) - Reach: 5,489 / AVE: \$ 137.22
    - [Atin Ito](#) - Reach: 5,519 / AVE: \$137.97
    - [UBC](#) - No reach / AVE available
- [CBC Victoria - On Housing Platforms in 2021 Election](#)
  - Audience Reach: 9,442
  - AVE: \$56.65



# August 19 - Housing Coverage

- Global National - ['From inflation to housing, affordability anxiety is shaping the election'](#)
  - Shared via:
    - Global News St. John's - Reach: 109,429 / AVE: \$1,083.35
    - Global News Halifax - Reach: 113,525 / AVE: \$1,123.90
    - Peterborough - Reach: 49,857 / AVE: \$493.50
    - Montreal - Reach: 255,703 / AVE: \$2,531.46
    - Toronto - Reach: 60,000 / AVE: \$594.00
    - Thunder Bay - Reach: 35,600 / AVE: \$352.44
    - Regina - Reach: 35,472 / AVE: \$351.17
    - Calgary - Reach: 51,000 / AVE: \$504.90
    - Edmonton - Reach: 132,000 / AVE: \$1,306.80
    - Saskatoon - Reach: 17,150 / AVE: \$169.79
    - BC - Reach: 192,600 / AVE: \$1,906.74
    - Winnipeg - Reach: 21,135 / AVE: \$211.02
    - Calgary - Reach: 51,000 / AVE: \$504.90
    - Edmonton - Reach: 132,000 / AVE: \$1,306.80

# August 19 - Housing Coverage

- Radio Canada (Montreal) - [Elecciones en Canadá: todos los partidos dicen que harán más asequible la vivienda](#)
  - Reach: 5,614,296
  - AVE: \$140,357.40
- [CFJC Today](#) (Kamloops, BC)
  - Reach: 15,286
  - AVE: \$151.33



# August 20 - Radio Hits on Housing

- **980 CKNW** - Youth turnout in election
  - Reach: 159,400
  - AVE: \$956.40
- **880 Edmonton** - Housing solutions
  - Reach: 34,500
  - AVE: \$207.00
- **640 Toronto** - Housing solutions
  - Reach: 140,400
  - AVE: \$842.40
- **630 CHED** - Housing solutions
  - Reach: 124,200
  - AVE: \$745.20
- **770 CHQR** - Housing solutions
  - Reach: 61,071
  - AVE: \$366.43
- **680 CJOB** - Housing solutions
  - Reach: 21,171
  - AVE: \$127.03
- **900 CHML** - Housing solutions
  - Reach: 110,585
  - AVE: \$663.51

# August 21 - Inflation to housing

- Global News: [‘From inflation to housing, affordability anxiety is shaping the election’](#)
  - Reach: 17,822,670
  - AVE: \$445,566.75
  - Also shared via:
    - [MSN Canada](#) - Reach: 17,754,620 / AVE: \$443,865.50
    - [91.5 The Beat](#) - Reach: 19,138 / AVE: \$478.45
    - [Head Topics UK](#) - Reach: 477,945 / AVE: \$11,948.63



**August 23 - 29**

# August 24 - Housing platforms

- CBC Power & Politics: ['How are the federal parties promising to tackle home affordability?'](#)
  - Audience reach: 4,730,000
  - AVE: \$46,827.00
- [980 London CFPL - The Bill Kelly Show](#)
  - Reach: 5,628
  - AVE: \$33.77

# August 24 - Liberal Housing Proposal

- Toronto Star: ['Trudeau's housing crisis proposals won't keep prices from rising, experts say'](#)
  - Audience reach: 6,586,410
  - AVE: \$164,660.25
  - Also shared via:
    - [Niagara Falls Review](#) - Reach: 91,020 / AVE: \$2,275.50
    - [Waterloo Region Record](#) - Reach: 269,940 / AVE: \$6,748.50
    - [The St. Catherines Standard](#) - Reach: 182,010 / AVE: \$4,550.25
    - [Hamilton Spectator](#) - Reach: 1,042,233 / AVE: \$26,055.83
    - [Welland Tribune](#) - Reach: 99,462 / AVE: \$2,486.55

# August 24/25 - Liberal Housing Proposal

- Canada.com: ['The deck is stacked against you': Liberal housing platform acknowledges massive hurdles for wannabe homeowners'](#)
  - Reach: 55,448 / AVE: \$1,386.20
  - Also shared via:
    - [Toronto Sun](#) - Reach: 2,704,067 / AVE: \$67,601.68
    - [Financial Post](#) - Reach: 4,251,000
    - [The Province](#) - Reach: 400,070 / AVE: \$10,001.75
    - [MSN Canada](#) via the Vancouver Sun - Reach: 17,754,620 / AVE: \$443,865.50



# August 26 - CBC Radio on Housing

- CBC Radio - Shared via:
  - [Ottawa](#) - Reach: 140,136 / AVE: \$840.82
  - [Thunder Bay](#) - Reach: 18,239 / AVE: \$109.43
  - [Toronto](#) - Reach: 1,200,000 / AVE: \$7,200
  - [Sudbury](#) - Reach: 18,000 / AVE: \$108.00
  - [Windsor](#) - Reach: 3,985 / AVE: \$23.91
  - [London](#) - Reach: 51,000 / AVE: \$306.00

# August 26 - CTV News

- CTV News - ['Curb appeal: How the parties' housing promises stack up'](#)
  - Reach: 18,010,896
  - AVE: \$450,272.40

# August 27 - Toronto Storeys

- Toronto Storeys - ['Smoke and Mirrors or A for Effort? Liberal Housing Strategy Divides Experts'](#)
  - Reach: 15,361
  - AVE: \$384.03

# August 28 - Additional Radio Hits on Housing

- [All in a Weekend](#) (CBC Montreal)
  - Reach: 73,300
  - AVE: \$439.80
- [630 CHED](#) - The Announcers
  - Reach: 124,200
  - AVE: \$745.20
- [770 CHQR \(Global News\)](#) - This Is Why
  - Reach: 61,071
  - AVE: \$366.43

# August 28/29 - CBC Radio Hits on Housing

- [CBC News: The House](#)
  - Reach: 9,249,000
  - Also shared via:
    - CBC Newfoundland and Labrador - Reach: 11,828 / AVE: \$70.97
    - London - Reach: 51,000 / AVE: \$306.00
    - New Brunswick - Reach: 7,000 / AVE: \$42.00
    - Thunder Bay - Reach: 18,239 / AVE: \$109.43
    - Sudbury - Reach: 18,000 / AVE: \$108.00
    - Windsor - Reach: 3,985 / AVE: \$23.91
    - Quebec City - Reach: 2,014 / AVE: \$12.08
    - Toronto - Reach: 1,200,000 / AVE: \$7,200.00
    - PEI - Reach: 2,000 / AVE: \$12.00
    - Manitoba - Reach: 14,142 / AVE: \$84.85
    - Montreal - Reach: 73,300 / AVE: \$439.80
    - North - Reach: 1,000 / AVE: \$6.00
    - Nova Scotia - Reach: 11,300 / AVE: \$67.80
    - Victoria - Reach: 9,442 / AVE: \$56.65
    - Kelowna - Reach: 5,000 / AVE: \$30.00
    - Ottawa - Reach: 140,136 / AVE: \$840.62
    - Vancouver - Reach: 196,100 / AVE: \$1,176.60
    - Calgary - Reach: 26,900 / AVE: \$161.40
    - Saskatchewan - Reach: 164,752 / AVE: \$988.61
    - Kamloops - Reach: 14,813 / AVE: \$88.88
    - Edmonton - Reach: 84,700 / AVE: \$508.20
    - Daybreak North - Reach: 65,900 / AVE: \$390.00

# August 29 - CBC on housing promises

- CBC Radio - ['Measures to make housing more affordable wouldn't be popular with voters: economist'](#)
  - Pulls in clip of Paul from earlier CBC story
  - Reach: 17,540,000
  - AVE: \$483,500.00





**August 30 - September 5**

# August 30 - CBC on housing promises

- iPolitics - ['Should housing prices fall? The parties are dodging the question.'](#)
  - Reach: 243,451
  - AVE: \$6,086.28

# September 2 - Housing Strategy impact on B.C.

- The Mirror - [‘Election 2021: Has the Trudeau Liberals’ national housing strategy benefited B.C.?’](#)
  - Reach: 23,132
  - AVE: \$578.30
  - Also shared via:
    - [Vancouver is Awesome](#) - Reach: 1,127,362 / AVE: \$28,184.05
    - [Delta Optimist](#) - Reach: 152,154 / AVE: 3,803.85
    - [Tri-City News](#) - Reach: 387,150 / AVE: \$9,678.75
    - [Prince George Citizen](#) - Reach: 146,252 / AVE: \$3,656.30
    - [Powell River Peak](#) - Reach: 52,346 / AVE: \$1,308.65
    - [Business in Vancouver](#) - Reach: 324,828 / AVE: \$8,120.70

# September 5 - CBC on Housing Platforms

- [CBC News Network With Michael Serapio - Housing platforms](#)
  - Reach: 4,730,000
  - AVE: \$46,827.00

# September 6 - CBC on Housing Platforms

- [CPAC Special News Politics, Vote 21 - Housing](#)
  - Reach: 154,800
  - AVE: \$1,532.52

# September 8 - CTV News Vancouver

- CTV News Vancouver - ['Can any party fix housing in Canada? Not with their current platforms, analysis finds'](#)
  - Reach: 3,166,642
  - AVE: \$79,166.05
    - Also shared via:
      - [Virgin Radio Vancouver](#) - Reach: 894,000
      - [The ToysMatrix](#)



# September 8/9 - Radio on Housing

- [News 1130 - Housing affordability](#)
  - Reach: 216,000 / AVE: \$1,296.00
    - Also shared via:
      - Halifax 95.7 - Reach: 5,657 / AVE: \$33.94
      - CityNews Ottawa - Reach: 5,028 / AVE: \$30.17
      - 570 News - Reach: 8,457 / AVE: \$50.74
      - 660 News - Reach: 110,200 / AVE: \$661.20
      - 680 News - Reach: 693,000 / AVE: \$4,163.40

# September 9 - Radio on Housing

- [770 CHQR, Charles Adler Tonight - On housing prices](#)
  - Reach: 61,071 / AVE: \$366.43
    - Also shared via:
      - Radio NL - Reach: 14,000 / AVE: \$84.00
      - 980 CKNW - Reach: 159,400 / AVE: \$956.40
      - AM 1150 - Reach: 3,142 / AVE: \$18.85
      - 640 Toronto - Reach: 140,400 / AVE: \$842.40
      - 980 London CFPL AM - Reach: 5,628 / AVE: \$33.77

# September 9 - Online Stories on Housing

- CityNews Vancouver - [‘All federal parties fall short on housing affordability promises: UBC researchers’](#)
  - Reach: 1,039,212 / AVE: \$25,970.30
- Calgary Sun - [‘IT’S WHAT WE HAVE TO DO’: Liberal candidate says housing tax is coming](#)
  - Reach: 1,039,212 / AVE: \$25,980.30
  - Also shared via:
    - [Winnipeg Sun](#) - Reach: 206,286 / AVE: \$5,157.15
    - [Toronto Sun](#) - Reach: 2,704,067 / AVE: \$67,601.68
    - [Ottawa Sun](#) - Reach: 278,553 / AVE: \$6,963.83
    - [The Province](#) - Reach: 400,070 / AVE: \$10,001.75

# September 9 - Radio on Voters Guide + Online Stories

- [980 CKNW, Mornings with Slmi](#)
  - Reach: 159,400 / AVE: \$956.40
  - Also shared via:
    - News 1130 - Reach: 216,000 / AVE: \$1,296.00
    - RED FM Vancouver - Reach / AVE not available
- 600 CityNews - ['All federal parties fall short on housing affordability promises: UBC researchers'](#)
  - Reach: 2,910 / AVE: \$72.75
- Toronto Storeys - ['None of the Federal Parties' Plans Will Fix Housing Affordability: Report'](#)
  - Reach / AVE Not available

# September 10 - Daily Hive on Housing

- Daily Hive Calgary - [‘No federal party platform will fix Canada's housing affordability crisis: report’](#)
  - Reach: 3,286,446 / AVE: \$82,161.15
    - Also shared via:
      - [Daily Hive Toronto](#) - Reach: 3,455,797 / AVE: \$86,394.93
      - [Daily Hive Vancouver](#) - Reach: 2,432,815 / AVE: \$60,820.38
      - [Daily Hive Montreal](#) - Reach: 3,455,797 / AVE: \$86,394.93

# September 11 - Radio Mentions on Housing

- [980 CNKW](#) - On Generation Squeeze's housing platform analysis (No commentary from Paul, just a mention of Generation Squeeze
  - Reach: 159,400 / AVE: \$956.40
- [900 CHML](#) - On the Liberals thinking about introducing a home equity tax, touts that research has been done for the Liberals through Generation Squeeze
  - Reach: 110,585 / \$663.51



# September 13/14 - Radio and Online Stories on Housing

- [900 CHML](#) - Paul on Voter's Guide and Housing Affordability
  - Reach: 110,585 / \$663.51
- Refinery29 - [‘I’ll Never Be Able To Buy A Home & I’m Not Alone. So, What’s The Government Doing To Help?’](#)
  - Reach: 13,977,111 / AVE: \$349,427.78
- Squamish Chief - [West Vancouver—Sunshine Coast—Sea to Sky Country candidates Q&A](#)
  - Reach: 50,443 / AVE: \$1,261.08
    - Also shared via [Coast Reporter](#) - Reach: 109,549 / AVE: \$2,738.73
- [Climate change, salmon, housing: Bowen's federal candidates answer your questions](#)
  - Reach: 36,951 / AVE: \$923.78

# September 15 - Radio Hits on Housing

- [CFAX 1070](#) - Paul on Voter's Guide and Housing
  - Reach: 54,600 / \$327.60
- [CBC Toronto](#) - Paul on Voter's Guide and Housing
  - Reach: 1,200,000 / AVE: \$7,200.00
- [CBC Nova Scotia](#)
  - Reach: 11,300 / AVE: \$67.80
  - Also shared via:
    - [CBC Radio One Sydney \(CBC Nova Scotia\)](#)
- [CBC Newfoundland & Labrador](#)
  - Reach: 11,828 / AVE: \$70.97
- [CBC London](#)
  - Reach: 51,000 / AVE: \$306.00
- [CBC Windsor](#)
  - Reach: 3,985 / AVE: 23.91
- [CBC PEI](#)
  - Reach: 2,000 / AVE: \$12.00
- [CBC Manitoba](#)
  - Reach: 14,142 / AVE: \$84.85

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- [CBC Sudbury](#)
  - Reach: 18,000 / AVE: \$108.00
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  - Reach: 196,100 / AVE: \$1,176.60
- [CBC Calgary](#)
  - Reach: 26,900 / AVE: \$161.40
- [CBC Victoria](#)
  - Reach: 9,442 / AVE: \$56.65
- [CBC North](#)
  - Reach: 5,391 / AVE: \$32.35
- [CBC Prince George](#)
  - Reach: 65,000 / AVE: \$390.00
- [CBC Kamloops](#)
  - Reach: 14, 813 / AVE: 88.88

# September 16 - Online and TV Hits on Voter's Guide

- The Tyee - [‘Wilkinson Defends the Liberal Climate Record: ‘We’ve Changed the Trajectory’](#)
  - Reach: 269,866 / AVE: \$6,746.65
- CFTK Terrace (CTV BC)
  - Reach: 4,000 / AVE: \$39.60
- Daily Hive Toronto - [‘Opinion: Which party will really make life more affordable for families?’](#)
  - Reach: 3,455,797 / AVE: \$86,394.93
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    - [Daily Hive Calgary](#) - Reach: 3,286,446 / AVE: \$82,161.15
    - [Daily Hive Montreal](#) - Reach: 3,445,797 / AVE: \$86,394.93
- [CFAX 1070 - On affordability in this election](#)
  - Reach: 54,600 / AVE: \$327.60

# September 17 - Online and TV Stories on Housing, Climate Change

- Hamilton Spectator - [‘The world is on fire:’ How should Hamilton residents vote in a climate emergency?’](#) (GS not interviewed but Voter’s Guide was quoted)
  - Reach: 1,042,233 / AVE: \$26,055.83
- The Province - [‘Election 2021: None of federal parties are proposing to do enough on housing: Report’](#)
  - Reach: 400,070 / AVE: \$10,001.75
    - Also shared via:
      - [Canada.com](#) - Reach: 55,448 / AVE: \$1,386.20
      - [Cape Breton Post](#) - Reach: 160,293 / AVE: \$4,007.33
- [CBC Rundown with Caroline MacNeil](#)
  - Reach: 4,730,000 / AVE: \$46,827.00
  - Also shared via [Radio Canada](#) - Reach: 9,286 / AVE: \$91.93
- Canada.com - [‘Federal election: Edmonton's real estate market is already affordable’](#)
  - Reach: 55,448 / AVE: \$1,386.20

# September 18/19 - Online, Radio and TV Hits on Housing

- Globe and Mail - ['With no incumbent, Vancouver Granville is the federal election battleground for affordable housing'](#)
  - Reach: 5,853,501 / AVE: \$146,337.52
- [CFAX - Coast to Coast With George Noory](#)
  - Reach: 54,600 / \$327.60
- [900 CHML - Hamilton This Week](#)
  - Reach: 110, 585 / AVE: \$663. 51



# September 20 - Online Stories on Housing, Health Care

- Macleans - [‘Federal election 2021: What ever happened to 'better'?’](#) (Opinion piece, not written by GS but Voter’s Guide is mentioned)
  - Reach: 1,196,087 / AVE: \$29,902.18
- Global News - [‘What to expect from the next Trudeau Liberal government on health care’](#)
  - Reach: 17,822,670
  - AVE: \$445,566.75



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