



GENERATION | squeeze

Media Review: 2022 Ontario Election

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”

Mention Comparators with Generation Squeeze

Organization	Total Mentions During Election (May 3 - June 2)	Comparison to Generation Squeeze
Generation Squeeze	296 Mentions	-
David Suzuki Foundation	148 Mentions	-148
Canadian Centre for Policy Alternatives	337 Mentions	+41
Ontario Non-Profit Housing Association	57 Mentions	-239
Canadian Association of Physicians for the Environment	44 Mentions	-252
Vote Housing	1 Mentions	-295
Ontario Home Builders' Association	144 Mentions	-152
Fraser Institute	933 Mentions	+637

Ontario Election - Review

- Generation Squeeze kicked off the Ontario Election with the first-ever Ontario election Voters Guide.
- Based on the successful federal election Voters Guide, we analyzed each party's platform and scored them on their commitments to child care, housing affordability, climate change and generational wellbeing, and released the scorecards on social media and to the press.
- The following report reviews the media coverage from May 3 to June 2.

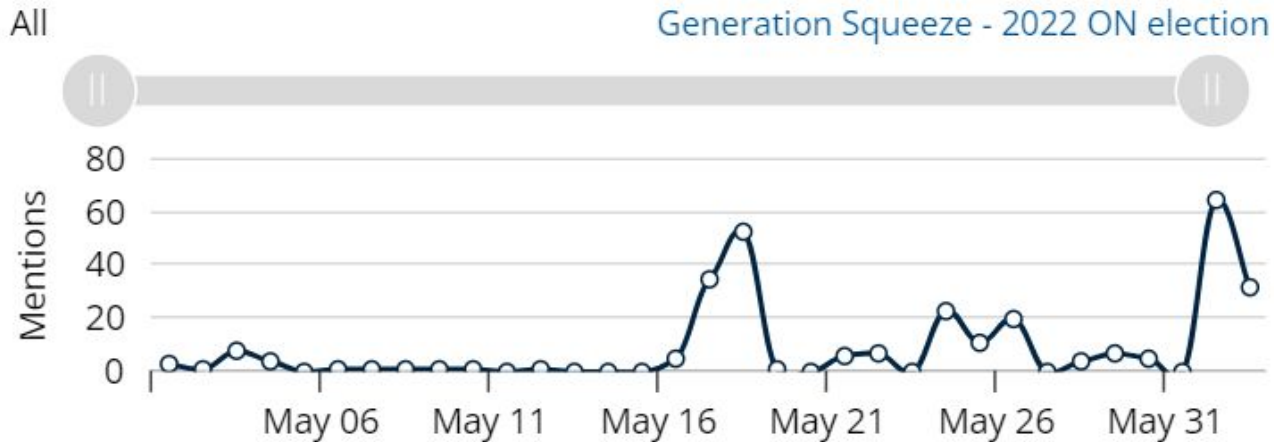
Ontario Election - Review

- There was a total of **296 mentions**, reaching an audience of **230.8 million** people, with an AVE of **\$5.4 million**.
- Note that this report has grouped duplicate mentions, instead of tracking individual mentions. Therefore, there is the potential for some slight discrepancy in what is reported here.

Ontario Election - Review

Media coverage spiked in a few times, around the release of the “Straddling the Gap” report, and near the end of the campaign due to increased media engagement by Paul Kershaw. Overall, Generation Squeeze was consistently present in the media landscape throughout the election.

Coverage Trend



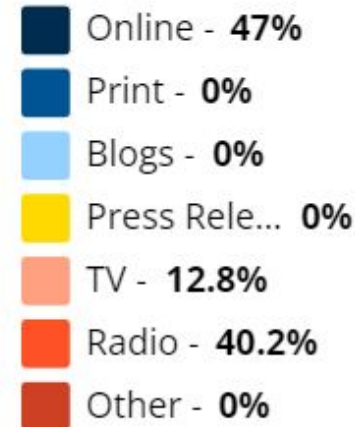
Ontario Election - Review

Coverage by Media Type

All

Generation Squeeze - ...

Online hits represented the largest chunk of the media coverage throughout the election, with radio coming in as a close second.



Ontario Election - Online mentions

- National Observer: [Older folks get five times more Ontario election budget cash than younger voters, Gen Squeeze founder says](#)
 - **AVE:** \$5,502.68
 - **Audience Reach:** 220,107
- The Toronto Star: [Older folks get five times more Ontario election budget cash than younger voters, Gen Squeeze founder says](#)
 - **AVE:** \$227,200.00
 - **Audience Reach:** 9,088,000
 - Also shared in: Welland Tribune, Waterloo Region Record, St. Catharines Standard, Niagara Falls Review, Hamilton Spectator, etc.
- Global News Canada: ['Generation Squeeze' founder explains home ownership challenges](#)
 - **AVE:** \$355,625.00
 - **Audience Reach:** 14,225,000
- Yahoo Canada: [Housing crisis in Ontario worse than ever, Gen Squeeze says](#)
 - **AVE:** \$56,250.00
 - **Audience Reach:** 2,250,000

Ontario Election - Online mentions

- Global News Canada: [Housing affordability in Ontario has eroded faster than any province amid COVID-19: report](#)
 - **AVE:** \$355,625.00
 - **Audience Reach:** 14,225,000
 - Also published: MSN Canada, and on multiple radio stations
- Global News: [Hamilton realtors association suggests 'cooling off' doesn't mean 'bargains' for buyers](#)
 - **AVE:** \$355,625.00
 - **Audience Reach:** 14,225,000
 - Also shared in: Welland Tribune, Waterloo Region Record, St. Catharines Standard, Niagara Falls

Ontario Election - Radio mentions

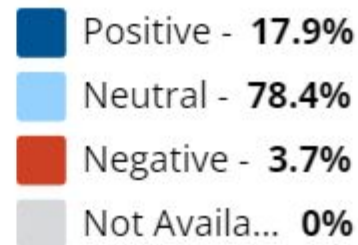
- 900 CHML, The Bill Kelly Show
 - **AVE:** \$663.51
 - **Audience Reach:** 110,585
 - Also aired: 980 London CFPL
- CBC Radio One, Ottawa Morning
 - **AVE:** \$175.45
 - **Audience Reach:** 29,242
- Global, News Hour at 6 Weekend
 - **AVE:** \$842.40
 - **Audience Reach:** 140,400

Ontario Election - Review

Coverage Sentiment

All

Generation Squeeze - ...



Coverage throughout the election was predominantly neutral.



GENERATION | squeeze