



GENERATION | squeeze

2022 Media Review

2022 Media - Executive Summary

- 2022 was another busy year for Generation Squeeze on the media front, with several major initiatives, including the first-ever Ontario Voters' Guide making news.
- The following report reviews the media coverage, in Canada, from January 1, 2022 to December 31, 2022. In addition, year-over-year analysis and comparisons between similar organizations provides further insights into Generation Squeeze's media strategy and areas for increased activity.

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”

2021 Media - Recap

- 2021 was the first year where media coverage was consistently tracked and analyzed.
- There was a total of **945 mentions**, which reached an audience of **964.1M people**, totalling an ad value equivalency of **\$21.8M** in 2021. Significant spikes in coverage came around the 2021 election period, and media activity related to the 2021 Voters' Guide.

2022 Media - Review

- In comparison, there was a total of **1508 mentions**, with **1.1 billion** impressions, and an AVE (in USD) of **\$23.9 million**—a **larger reach (in terms of impressions), more mentions, and a higher AVE than in 2021.**
- Note that this report has grouped duplicate mentions, instead of tracking individual mentions. Therefore, there is the potential for some slight discrepancy.

2022 Media - Review

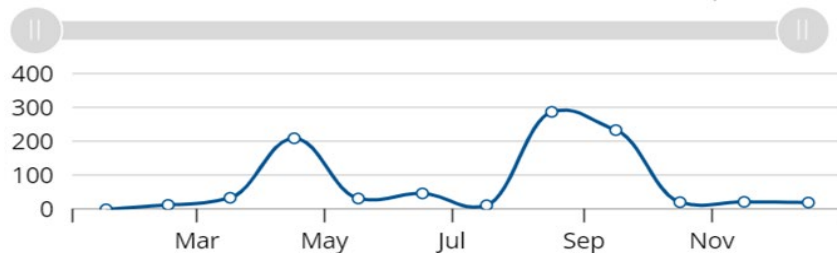
- The Ontario election period, and media activity around the Ontario Voters' Guide, created a total of **296 mentions**, reaching an audience of **230.8 million** people, with an AVE of **\$5.4 million**.
- Of the top hashtags used in media related to Generation Squeeze, **#onpoli** was tied with **#housing** as the number one used hashtag. Others in the top 10 include **#generationsqueeze** **#onelxn** and **#onvotes**.

Mention Comparators with Generation Squeeze

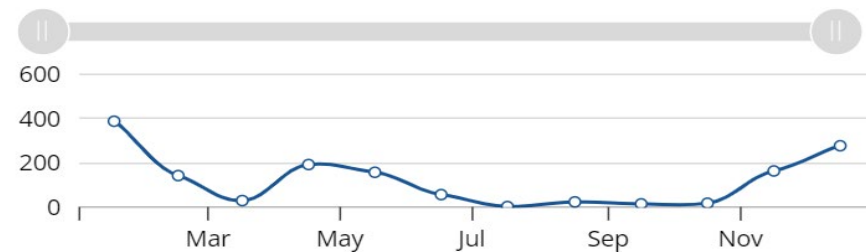
Organization	Total Mentions for 2022	Comparison to Generation Squeeze
Generation Squeeze	1508 Mentions	
David Suzuki Foundation	3458 Mentions	+1950
Canadian Centre for Policy Alternatives	7144 Mentions	+5636
Canadian Association of Physicians for the Environment	1512 Mentions	+4
Vote Housing	57 Mentions	-1471
CD Howe Institute	349 Mentions	-1159
Fraser Institute	18,378 Mentions	+16,879
Child Care Now	1350 Mentions	-158

2022 Media - Review

- Compared to 2021, media coverage was more consistent in 2022.
- 2021 had higher “peaks,” corresponding to increased media and advocacy activity (i.e. the 2021 election period from August-October).
- Peak activity in 2022 came around the release of *Wealth and the Problem of Housing Inequity Across Generations: A Solutions Lab* in January, and the Ontario election period in May-June 2022.
- Unlike 2021, Generation Squeeze maintained a higher baseline of coverage between the activity peaks, in part related to Paul’s regular contributions to The Globe and Mail through his column, but also because of Generation Squeeze’s strong presence as an expert on matters related to housing, fiscal policy, and as a sought-after media commentator.



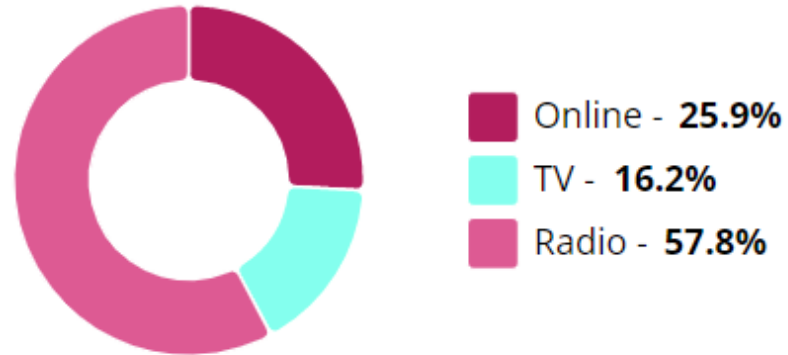
2021 Media coverage volume trend



2022 Media coverage volume trend

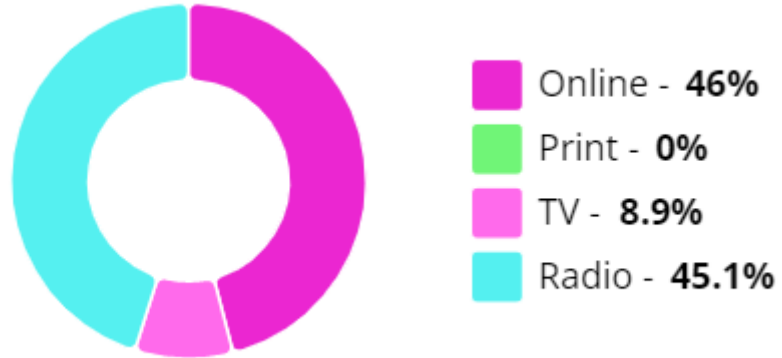
2022 Media - Review

- Radio hits represented the greatest amount of the coverage in 2022, with online hits coming in second at just over a quarter.
- 2022 media coverage included more TV hits than in 2021.



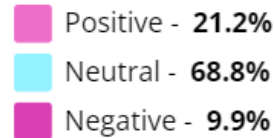
2022 Media - Review

Compared to 2021, where online and radio coverage were almost even, and there were significantly less TV appearances.

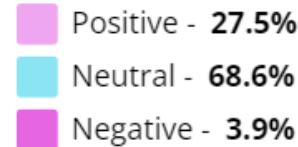
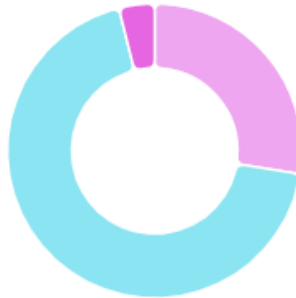


2022 Media - Review

- Like in 2021, coverage in 2022 was predominantly neutral
- Increased negative sentiment could possibly attributed to some of the more “controversial” elements of the surtax proposal - which we knew would likely trigger some backlash, and we were prepared for that



2022 Media tone
breakdown



2021 Media tone
breakdown

2022 Radio - Review

Radio coverage includes pieces in:

- CBC Radio
 - Kelowna, Victoria, Edmonton, New Brunswick, Kamloops, North, Calgary, Fredericton, Newfoundland, Saskatchewan, Edmonton, Ottawa, Kitchener etc.
- Various local and regional stations across the country as well
 - CityNews 570 Kitchener, AM 1150, CJAD 800 Montreal, 980 CKNW



2022 Online- Review

- CBC News: [Will Canada's ban on foreign homebuyers make houses more affordable? Some experts have doubts](#)
 - AVE: \$467.50
 - Audience reach: 18,700
- Squamish Chief: [Budget contains help for homeless, but little for affordable housing](#)
 - AVE: \$1825
 - Audience reach: 73,000
 - Also appeared in: Delta Optimist, New Westminster Record, Prince George Citizen



Laura McQuillan · CBC News · Posted: Dec 30, 2022 4:00 AM EST | Last Updated: December 30, 2022



The federal government says its two-year ban on residential property sales to foreign buyers will make it easier for Canadians to afford houses, but experts and economists are unconvinced. Here, a realtor's sign is pictured outside a house in Chilliwack, B.C., on Nov. 12, 2021. (Ben Nelms/CBC)

2022 Online- Review

- MSN News: [Inflation isn't the main factor driving Canada's sky-high housing costs, experts say](#)
 - AVE: \$109,350
 - Audience reach: 4,374,000
- Narcity Canada: [A Study Shows How Ontario Housing Prices Compare to Millennial Salaries & It's a Big Yikes](#)
 - AVE: \$149,600
 - Audience reach: 5,984,000

NARCITY

[Home](#) > [Real Estate](#) > [Ontario Housing Salary Comparison](#)

A Study Shows How Ontario Housing Prices Compare To Millennial Salaries & It's A Big Yikes

Here's how many years it'll take to save up that down payment. 📌

2022 Online- Review

- CBC News: [Why Some Young Nova Scotians Say They Can't Afford to Stay in the Province](#)
 - AVE: \$25,823.75
 - Audience reach: 1,032,950
- CTV Vancouver: [Majority of Canadians willing to pay to fix broken housing, health-care system: poll](#)
 - AVE: \$79,166.05
 - Audience reach: 3,166,642
- CTV National: [People in Canada back surtax on homes on \\$1M homes: poll](#)
 - AVE: \$325,925
 - Audience reach: 13,037,000
 - Also appeared in BNN Bloomberg

VANCOUVER | News

Majority of Canadians willing to pay to fix housing crisis, health-care system: poll



2022 Online- Review

- Financial Post: [Canada can't just tax its way out of its own housing conundrum](#)
 - AVE: \$50,400
 - Audience reach: 2,016,000
 - Also appeared in MSN Canada, Regina Leader-Post
- CBC News: [Could a New Tax on Homes Worth \\$1M and up Help Fix Canada's Housing Crisis?](#)
 - AVE: \$516,275
 - Audience reach: 20,651,000

Could a new tax on homes worth \$1M and up help fix Canada's housing crisis?



Group says 'modest' tax could raise \$5B a year to help pay for affordable housing

2022 TV - Review

- BNNBloomberg: [Home Prices Must Stall for Wages to Catch Up: Generation Squeeze founder](#)
 - AVE: \$6000
 - Audience reach: 240,000
- CTV National: [People in Canada back surtax on \\$1M homes: poll](#)
 - AVE: \$325.925
 - Audience reach: 13,037,000
- CP24: [Ontario Millennials Need to Save for Over 20 Years for Down Payment on a Home: report](#)
 - AVE: \$99,750
 - Audience reach: 3,990,000





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