



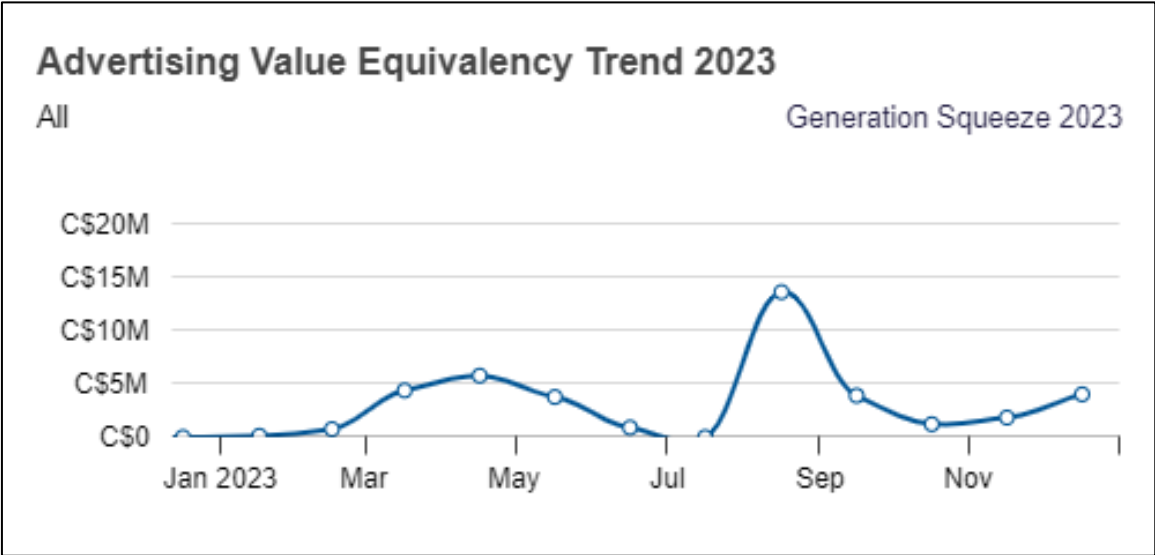
GENERATION
squeeze

Social and News Media

2023 Media Summary

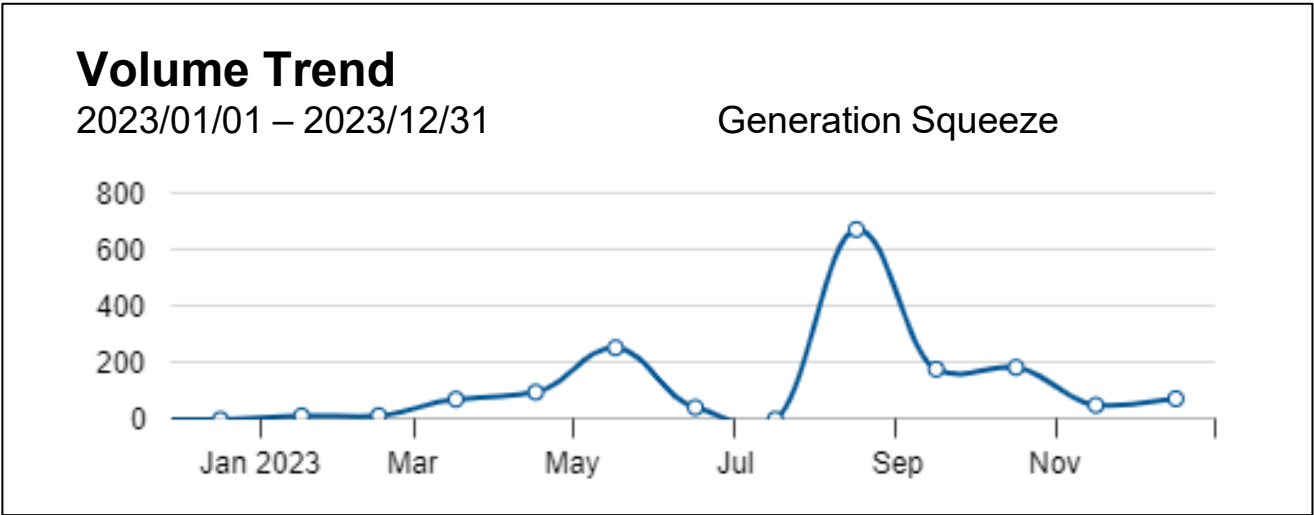
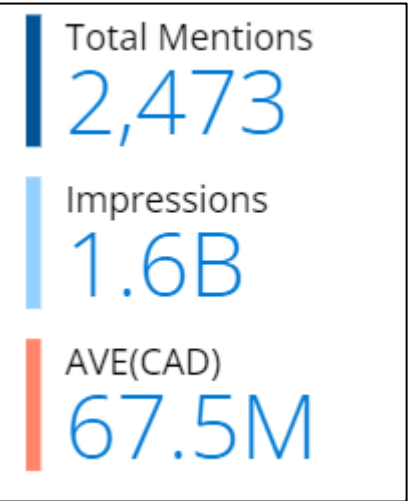


MEDIA COVERAGE- Analytics Overview 2023



Coverage Summary

2023/01/01 – 2023/12/31



MEDIA COVERAGE – Analytics Overview 2023

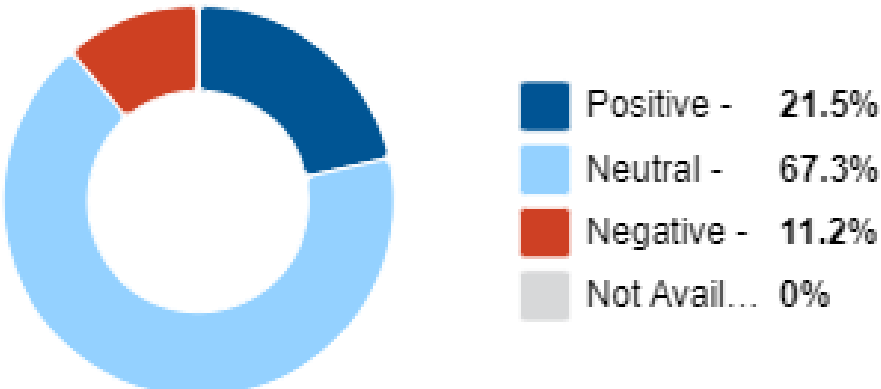
Coverage Summary by Media Type

2023/01/01 – 2023/12/31



Coverage Sentiment

2023/01/01 – 2023/12/31



MEDIA COVERAGE – Analytics Overview 2023

Top 10 Outlets by Impressions

2023/01/01 - 2023/12/31

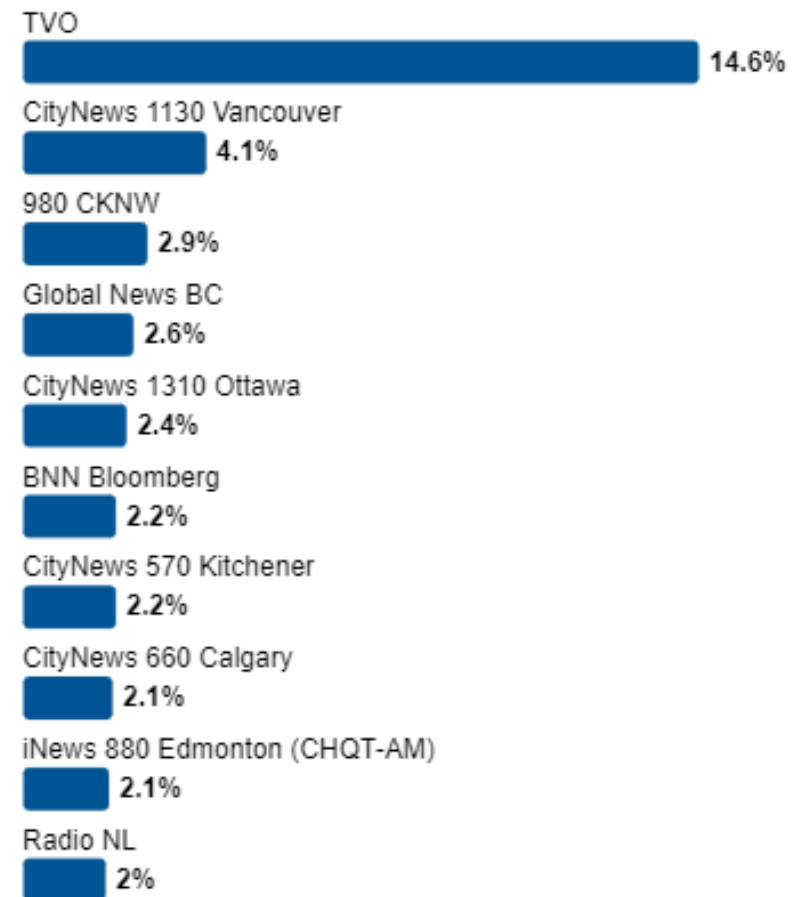
Generation Squeeze



Top 10 Outlets by Volume

2023/01/01 - 2023/12/31

Generation Squeeze



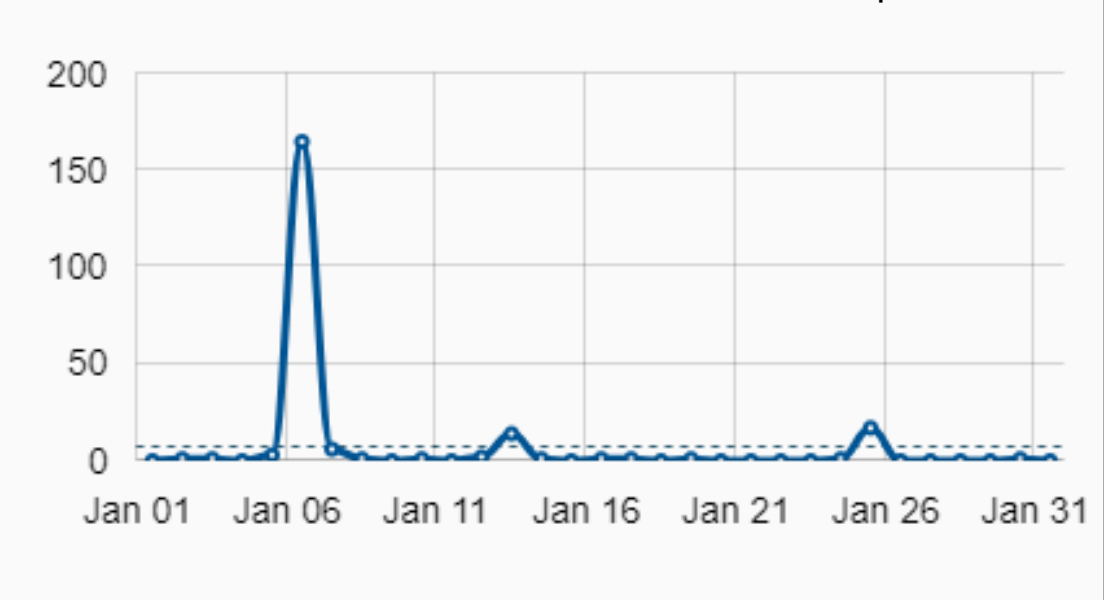
JANUARY 2023 – Media Coverage



Volume Trend

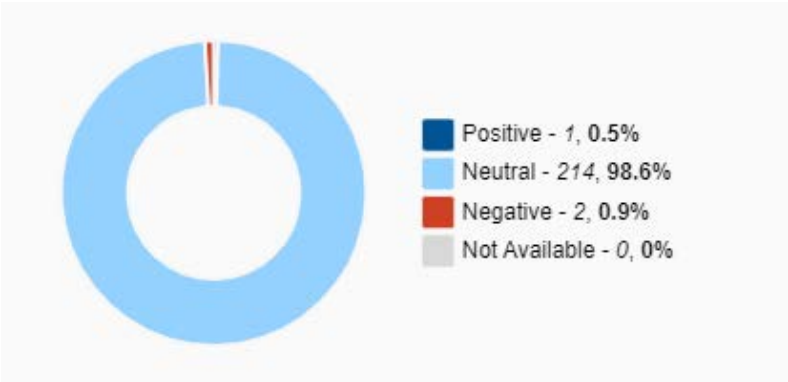
2023/01/01 – 2023/01/31

Generation Squeeze



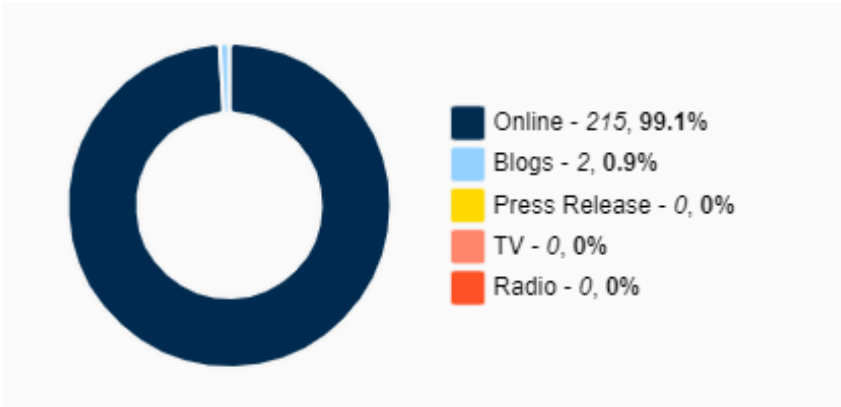
Coverage Sentiment

2023/01/01 – 2023/01/31



Coverage Summary by Media Type

2023/01/01 – 2023/01/31



JANUARY 2023 – Media Coverage



[170,000 Viewers - How the dream of the single-family starter home vanished](#)



[567,840 Viewers - How the dream of the single-family starter home vanished](#)



[90,860 Viewers](#) – Stigma Around Renting: Housing is a human right whether you rent or buy



[1,062,000 Viewers](#)
The Daily Chase



[107,360 Viewers](#)
A Housing Crisis Story Rephrased

JANUARY 2023 – Social Media

Generation Squeeze reposted

John George McCracken @BigJMcC · Jan 8, 2023

A Vancouver think tank that advocates for generational equity reported that it takes 27 years for an average young person to save 20% for the down payment on a GTA home.

It took baby boomers about six years, said @GenSqueeze, #affordablehousing #cdnpoll



How the dream of the single-family starter home vanished

From thestar.com

4 16 20 1.8K

Generation Squeeze reposted

Generation Squeeze @GenSqueeze · Jan 20, 2023

New data from @StatCan_eng that Canadians are leaving big cities (TO, Van, Mtl) whereas smaller communities (especially in Atlantic Canada) are growing rapidly.

Quite likely that the state of housing is playing a major role.

www150.statcan.gc.ca/n1/pub/91-214-...

1 4 560

Generation Squeeze reposted

Canadian Housing Evidence Collaboratiw @CHEC_CCRI · Jan 31, 2023

While building #housing near transit lines is a pressing issue for cities, proactive approaches from all levels of government are needed to ensure these are affordable places to live.

theconversation.com/publicly-owned-...

@GenSqueeze @FCM_online @BSHNode @ubCHART



Publicly owned land should be used for affordable housing, not sold to private ...

From theconversation.com

7 15 2K

Generation Squeeze reposted

Generation Squeeze @GenSqueeze · Jan 11, 2023

"Multiple-property owners accounted for 31 per cent of all homes in Ontario as of early 2020 and almost the same share in British Columbia... In Nova Scotia and New Brunswick, the share was about 40 per cent, the data show."

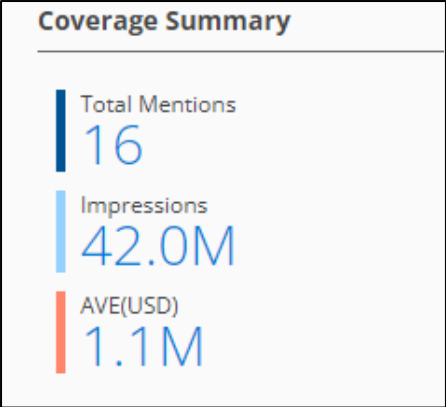


Investors own nearly a third of homes in major Canadian markets

From financialpost.com

5 7 524

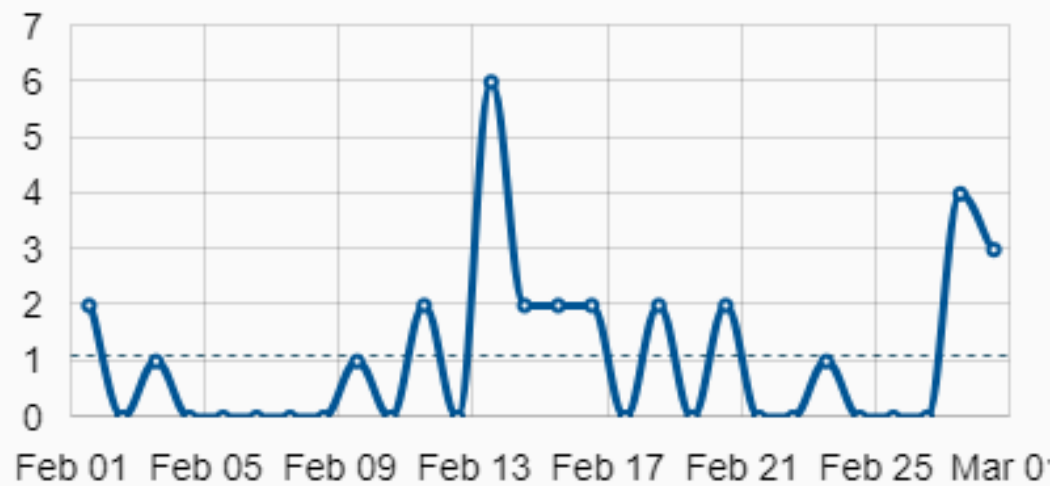
FEBRUARY 2023 – Media Coverage



Volume Trend

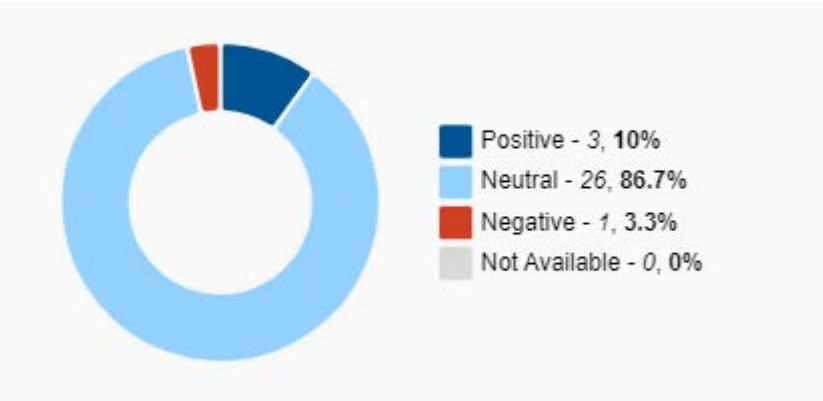
2023/02/01 – 2023/02/28

Generation Squeeze



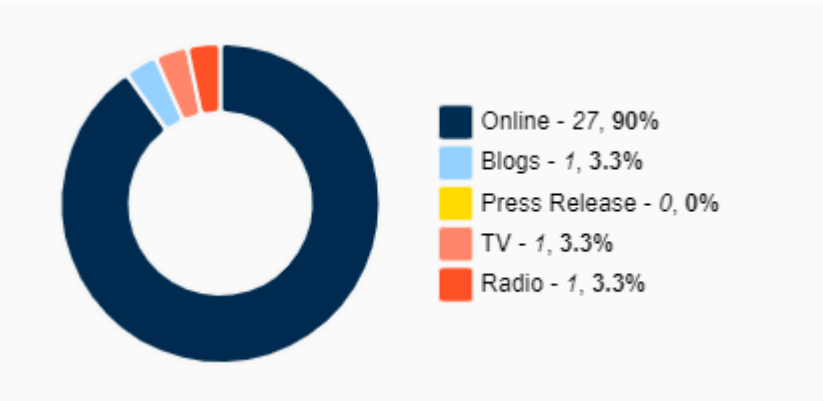
Coverage Sentiment

2023/02/01 – 2023/02/28



Coverage Summary by Media Type

2023/02/01 – 2023/02/28



FEBRUARY 2023 – Media Coverage



[1,032,950 Viewers - B.C Budget 2023
bets focus on tax credits and rebates
will work amid continued housing
uncertainty](#)

POLITICO

[18,733,322 Viewers - Get Well
Canada Press Conference](#)



[4,591,000 Viewers - La ministre des Finances de la C.-
B. promet un budget provincial, mardi, "pour les gens"](#)

[4,199,000 Viewers - A simple
way to ensure government
budgets are fair for all
generations](#)



[651,428 Viewers -
Victoria and Vancouver
lead Canada with spikes
in income required to
buy a home](#)



Daphne Bramham: Healthy communities require more than medical care

Opinion: Instead of increased medical spending, reallocating money from it to housing, poverty reduction and education might make us all healthier.

Daphne Bramham



[9,249,000 Viewers - B.C Budget won't solve housing crisis, UBC Prof warns](#)

FEBRUARY 2023 – Social Media



Generation Squeeze reposted

Canadian Housing Evidence Collaborative @CHECCORE · Feb 4, 2023

More than 40% of Ontario condos are investment properties, with investor ownership exceeding 80% in smaller cities like London, Sarnia & Woodstock

#housing @CMHC.ca @FCM_online @BSHNode @MikePMoffatt @GenSqueeze theglobemag.com/business/artic...



5 60 88 28K

Generation Squeeze reposted

Dan Dutton @danduttonysj · Feb 10, 2023

This is a very exciting initiative that I am proud to be a part of!

Generation Squeeze @GenSqueeze · Feb 9, 2023

@GenSqueeze's Paul Kershaw announcing the launch of the Get Well Canada alliance. So long as Canadians can't access decent homes, good incomes, and a clean environment, our medical care system will never be enough to prevent people from dying early. getwellcanada.ca



1 16 R7R

Generation Squeeze @GenSqueeze · Feb 9, 2023

We're in Ottawa this morning doing a few things. First up: a breakfast with parliamentary staffers — talking about the need for elected officials to champion intergenerational fairness. gensqueeze.ca/pledge



2 2 16 1.1K

Generation Squeeze @GenSqueeze · Feb 8, 2023

The latest episode of @GenSqueeze's podcast features a discussion about hope — about why we think it's worth it to struggle to change things for the better (even though it can sometimes seem otherwise). pod.link/1610805859/epi...

255

FEBRUARY 2023 – Social Media

I PLEDGE TO BE A GENERATIONAL FAIRNESS CHAMPION

- Invest fairly in young and old alike
- Prioritize housing for homes first, investments second
- Invest more in preventing illness than treating it
- Reduce government debts
- Leave the planet in a better place for future generations

GENERATION squeeze

1 8 12 1.6K

Generation Squeeze @GenSqueeze · Feb 22, 2023

Our family affordability solutions framework aims to ease the squeeze for families dealing with high housing and child care costs, inadequate parental leave, and insufficient work-life balance.

Does it address the challenges "your" family is facing?



gensqueeze.ca
Support young families
Entire generations of families raising kids are being squeezed by skyrocketing home prices, child care ...

2 5 399

Generation Squeeze reposted



Emma Arkell @EmmaArkell7 · Feb 21, 2023

Had a great time talking to Umair and Megan from @GenSqueeze about the push and pull of child care: while the government plans for massive expansion requiring tens of thousands of new early childhood educators over the next 10 years, workers are still leaving the field in droves

Generation Squeeze @GenSqueeze · Feb 21, 2023

Did you know that early childhood educators and assistants earn an average annual income of just \$26,800? We chat about this (and other aspects of the child care staffing crisis) with labour journalist @EmmaArkell7 on our latest podcast episode. pod.link/1610805859/epi...

3 7 745

Generation Squeeze @GenSqueeze · Feb 17, 2023

"It is surprising that we rarely talk about whether today's aging population paid enough taxes to cover their use of the medical care system.

Spoiler alert, they didn't."



From theglobeandmail.com

3 5 18 3.6K

Generation Squeeze reposted



CCSA @CCSACanada · Feb 23, 2023

Paul Kershaw of Generation Squeeze talking about storytelling for system transformation at @FraymeCadre closing plenary. It's been a great 2 days! #Frayme2023 @GenSqueeze



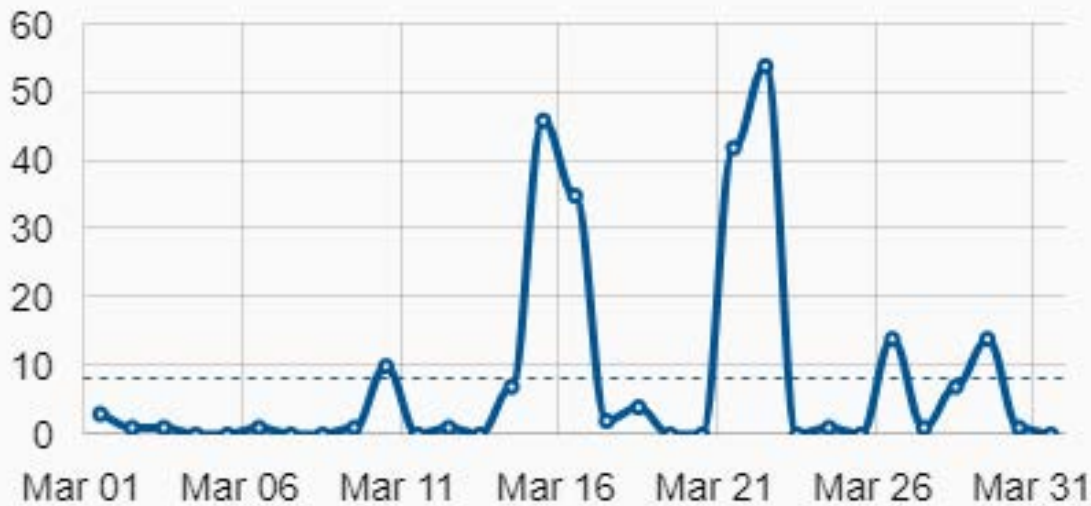
MARCH 2023 – Media Coverage



Volume Trend

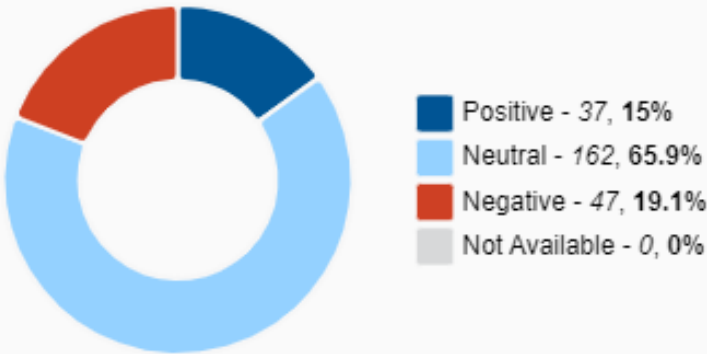
2023/03/01 – 2023/03/31

Generation Squeeze



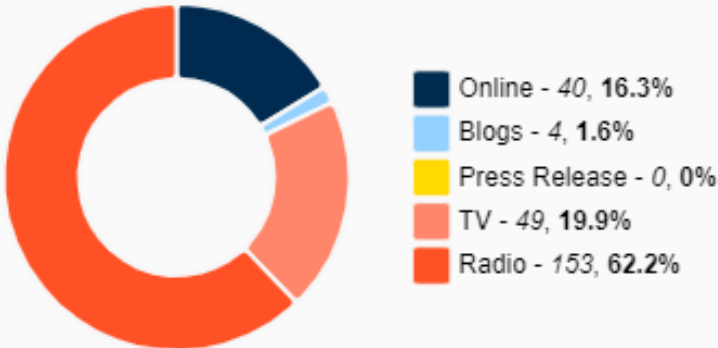
Coverage Sentiment

2023/03/01 – 2023/03/31



Coverage Summary by Media Type

2023/03/01 – 2023/03/31



MARCH 2023 – Media Coverage



[16,159,000 Viewers - Why Our Accidental Housing Market Slowdown Won't Last](#)



[4,199,000 Viewers – Paul Kershaw: Canadian immigration targets respond to, and create, generational tensions](#)



[Young people are about to get screwed by the budget - again](#)

[No, the Boomers didn't live within their means. And younger generations will pay the price](#)

[Globe Investor](#)
[Paul Kershaw](#)

Published
Mar 10, 2023

Sentiment
Neutral ⓘ

Impressions
4,199,000

[Canadian immigration targets respond to, and create, generational tensions](#)

[Globe Investor](#)
[Paul Kershaw](#)

...a policy professor at UBC and the founder of **Generation Squeeze**. Canada's leading voice for generational fairness. You can follow Gen Squeeze on Twitter and Facebook and subscribe to...

Published
Mar 25, 2023

Sentiment
Neutral ⓘ

Impressions
4,199,000



[17,000,000+ Viewers - Power & Politics: Budget fails to address rising home prices](#)

MARCH 2023 – Social Media

Generation Squeeze @GenSqueeze · Mar 1, 2023
Happening tonight. Should be a great event. If you're in Toronto, we hope to see you there!

— **Emerging Leaders Network** @elnonline · Mar 1, 2023
Join @GenSqueeze, @HabitatGTA, and the #AgaKhanCouncil for Canada's Future Ready Initiative in a discussion- Housing in the #What's at Stake? March 1 @ Ismaili Centre, #Toronto.
Free admission. Register now!
tinyurl.com/3jxhzkb5

Generation Squeeze reposted
BC New Democrat Caucus @BCNDPCaucus · Mar 9, 2023
New Democrat MLAs met with @GenSqueeze to learn about their work advocating for housing reform + healthcare to create a more equitable province. We share these priorities and that is why we have made record investments in housing and student supports to help young folks.
#BCPol



The Panelists and Moderator

Generation Squeeze @GenSqueeze · Mar 1, 2023
"Ontario already had enough land designated to build two million new homes... before it decided to release parts of the protected Greenbelt and force municipalities to earmark even more farmland for housing, according to new research."



From theglobeandmail.com

Generation Squeeze @GenSqueeze · Mar 2, 2023
The 2023 #BCBudget grows spending for those age 65+ 2.5 times faster than for those under age 45 (\$3,100 compared to \$1,300).

Check out our full budget analysis here:



gensqueeze.ca
Analysis of the 2023 BC Budget
Premier Eby's government released its first budget on February 28th. The Premier faces an uphill climb...

2 3 223

Generation Squeeze reposted
Aytakin Mohammadi @AytakinM · Mar 1, 2023
A great panel discussion on "Housing in the GTA: What's at Stake?" hosted by @TheIsmailiCA

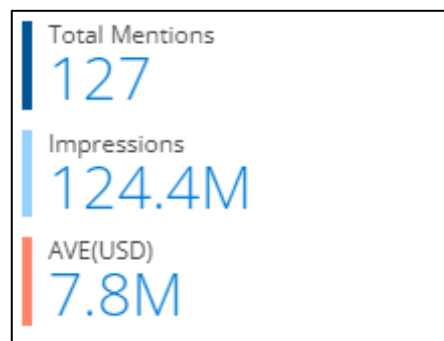
There is lots at stake... Our economy, healthcare, and the future of Toronto!

Powerful panel with @GenSqueeze, @HabitatGTA, @TorontoRBOT, Dr @sacha_bhatia, and @EricDLombardi!



4 12 1.4K

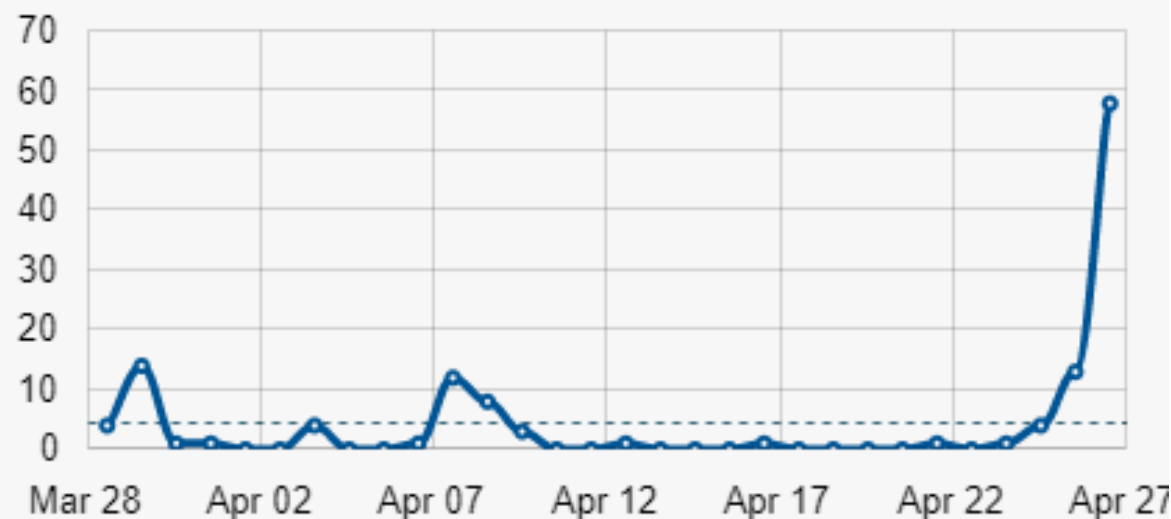
APRIL 2023 – Media Coverage



Volume Trend

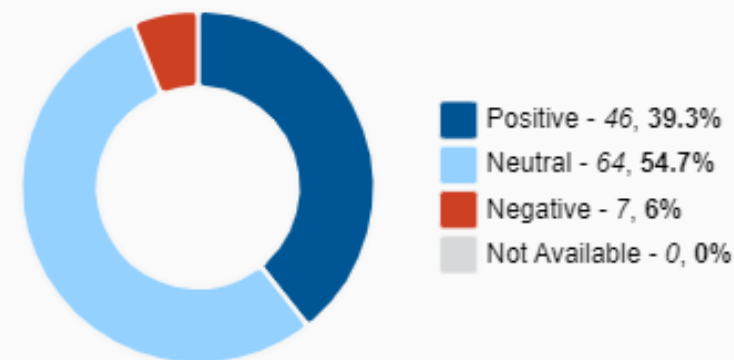
2023/04/01 – 2023/04/30

Generation Squeeze



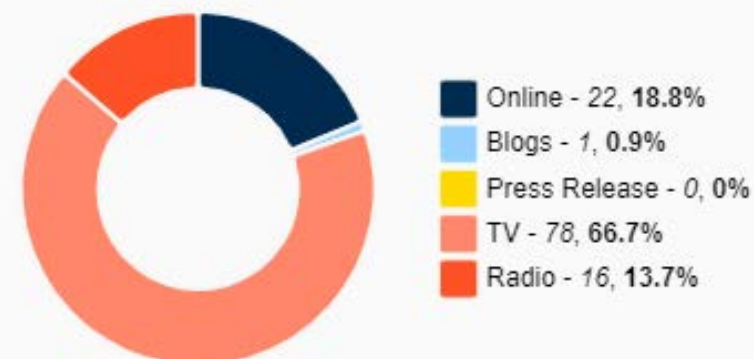
Coverage Sentiment

2023/04/01 – 2023/04/30



Coverage Summary by Media Type

2023/03/01 – 2023/04/30



APRIL 2023 – Media Coverage



Federal budget 2023 plus other letters,
April 1: 'Deficits ... necessary to
provide the best for most Canadians'



Prime Minister Justin Trudeau and Deputy Prime Minister and Minister of Finance Chrystia Freeland arrive to
announce the federal budget in the House of Commons on Parliament Hill on March 28.
(Globe and Mail/Chris Wedel)

[Federal Budget 2023 Plus Other Letters,
April 1 - Mention of Dr. Kershaw and
Generation Squeeze](#)

6.8 million Impressions



Can I trade a higher retirement age for
a four-day workweek?

PAUL KERSHAW
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED APRIL 22, 2023

[The Globe and Mail](#)
4.2 million impressions



'Fiscal restraint' in federal budget is
impossible when generational tension
ignored

PAUL KERSHAW
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED APRIL 7, 2023

[The Globe and Mail – 'Fiscal Restraint'
in federal budget is impossible](#)
4.2 million Impressions



[TVO Today – The Agenda with Steve Paikin](#)
Approx. 100,000 + impressions



[Generation Squeezed – Cost of Living, Barriers to
Home Ownership, Inability to Save](#)
825,000 impressions

PRINCE GEORGE POST

[Click here to view this article.](#)

400 impressions

VANCOUVER SUN

[Click here to view this article.](#)

1.3 million impressions

The Canadian News
Fastest News Reporter In Canada and North America

[Click here to view this article.](#)
107,880 impressions



APRIL 2023 – Social Media

GENERATION
squeeze

Generation Squeeze @GenSqueeze · Mar 28

From a generational standpoint, [#Budget2023](#) is fundamentally lopsided: spending on retirees will account for 85% of the \$132 billion federal deficit projected over next 5 years. [#cdnpoli](#)

3

17

29

6,887



Generation Squeeze Retweeted

a.

The Agenda | TVO Today @TheAgenda · Apr 26

Have baby boomers lived within their means? [@GenSqueeze](#) founder Paul Kershaw [@spalkin](#) why he thinks they haven't paid their fair share, tonight at 8/11pm | Producer: [@meredithmartin](#)



1

8

18

1,412



GENERATION
squeeze

Generation Squeeze @GenSqueeze · Apr 5

"The prospect of paying for our pollution... can feel like one more hand in our pocket, reaching for a wallet that is already running on empty. But we can't solve our wallet problems by neglecting our climate problems."



17

5

8

20.9K



GENERATION
squeeze

Generation Squeeze @GenSqueeze · Apr 4

Canada's plans to ramp up immigration allows politicians to dodge a hard conversation with baby boomers about taxes. By dodging it, we risk harming newcomers and boomers' kids and grandchildren.



1

11

25

42.7K

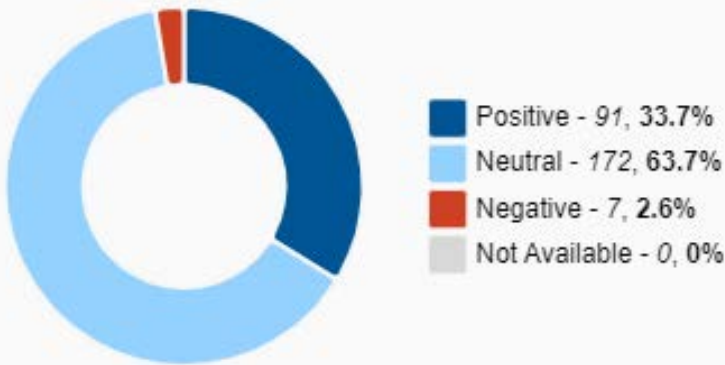


MAY 2023 – Media Coverage



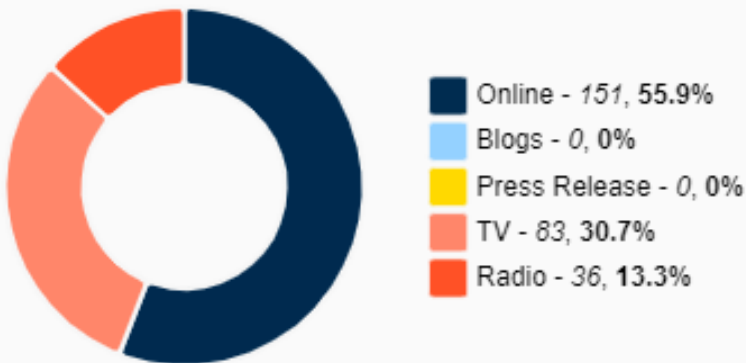
Coverage Sentiment

2023/05/01 – 2023/05/31



Coverage Summary by Media Type

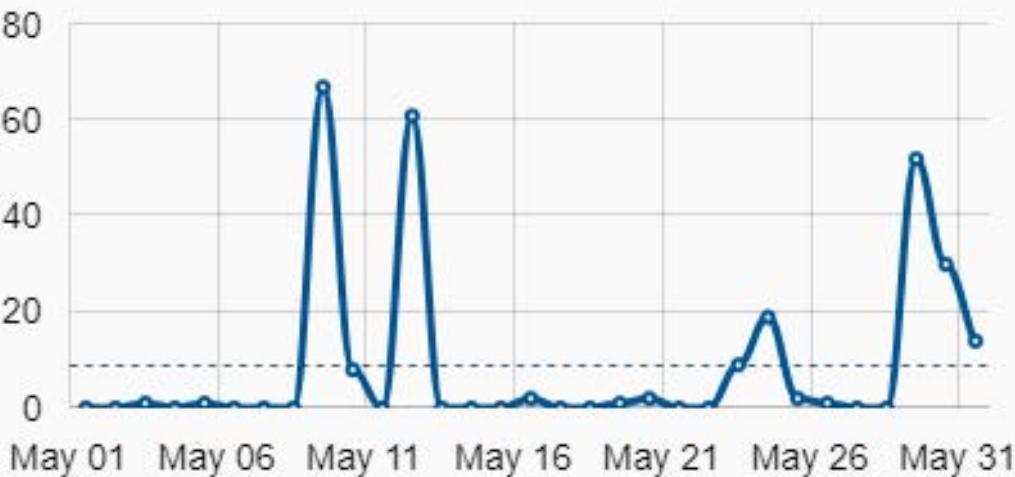
2023/05/01 – 2023/05/31



Volume Trend

2023/05/01 – 2023/05/31

Generation Squeeze



MAY 2023 – Media Coverage

How soaring rents are transforming student life

PUBLISHED MAY 3, 2023

2 COMMENTS SHARE BOOKMARK

LISTEN TO ARTICLE

STRESS TEST | 57:57
How soaring rents are transforming student life

29:00 13

PREV NEXT SHARE SUBSCRIBE

[How Soaring Rents are Transforming Student Life](#)

- Podcast

4.2 million Impressions

Time to lend more to business and less to homeowners. Prosperity demands it

PAUL KERSHAW >
SPECIAL TO THE GLOBE AND MAIL
PUBLISHED MAY 5, 2023
UPDATED MAY 19, 2023

THE GLOBE AND MAIL

[Time to lend more to business and less to homeowners. Prosperity demands it](#)

4.2 million Impressions

The demise of single-family starter homes: What it takes to buy in Greater Victoria

Young adults will need to save for 22 years for a down payment, have a household income of \$216K.

ARTICLE REPRODUCED - MAY 10, 2023 10:41 AM LOCAL NEWS - NEWS

Requiem for a single-family starter: Why first-time homebuying is dying in B.C.'s capital

Young adults will need to save for 22 years for a down payment, and have a household income of \$216K.

ARTICLE REPRODUCED - MAY 10, 2023 10:41 AM LOCAL NEWS - NEWS

A Greater Victoria resident between the ages of 25 and 34, based on typical earnings for that demographic, would take 22 years of full-time work to save enough for a 20 per cent down payment on an average-priced home – according to a 2022 study by Generation Squeeze, a Canadian non-profit advocating for generational fairness.

VICTORIA NEWS SOOKE NEWS MIRROR SAANICH NEWS GOLDSTREAM NEWS GAZETTE
VANCOUVER ISLAND FREE DAILY EAGLE VALLEY NEWS NANAIMO NEWS BULLETIN NORTH DELTA REPORTER
PENINSULA NEWS REVIEW VANCOUVER ISLAND FREE DAILY CALEDONIA COURIER OAK BAY NEWS

[500,000+ total impressions](#)



Tax shelter fuels 'cultural addiction' to high and rising home prices: advocate

Generation Squeeze founder Paul Kershaw calls for small surtax on homes valued over \$1 million

HELP DESK - MAY 5, 2023 10:41 AM LOCAL NEWS - NEWS

[Total 1.6 million impressions](#)

HOPE STANDARD CAMPBELL RIVER MIRROR PARKSVILLE QUALICUM BEACH NEWS
SOOKE NEWS MIRROR THE INTERIOR NEWS MAPLE RIDGE-PITT MEADOWS NEWS
ALDERGROVE STAR ROSSLAND NEWS CRESTON VALLEY ADVANCE
VICTORIA NEWS COMOX VALLEY RECORD PENTICTON WESTERN NEWS
CLOVERDALE REPORTER LAKE COUNTRY CALENDAR CHEMAINUS VALLEY COURIER
CALEDONIA COURIER VERNON MORNING STAR EAGLE VALLEY NEWS
100 MILE FREE PRESS HAIDA GWAII OBSERVER QUESNEL CARIBOO OBSERVER
BOUNDARY CREEK TIMES KEREMEOS REVIEW ARROW LAKES NEWS
VANCOUVER ISLAND FREE DAILY TODAY IN BC SALMON ARM OBSERVER
PENINSULA NEWS REVIEW NELSON STAR LADYSMITH CHEMAINUS CHRONICLE
LANGLEY ADVANCE TIMES MISSION CITY RECORD NANAIMO NEWS BULLETIN
KELOWNA CAPITAL NEWS ALBERNI VALLEY NEWS THE CHILLIWACK PROGRESS
NORTH ISLAND GAZETTE CLEARWATER TIMES HOUSTON TODAY
OAK BAY NEWS THE ABBOTSFORD NEWS
TOFINO-UCLUELET WESTERLY NEWS

MAY 2023 – Media Coverage

Affordability is top of mind in Alberta election — but UCP and NDP are weak on housing

By Paul Kershaw & Andrew Long | Ottawa, Politics | May 18th 2023

Alberta's election is all about affordability – but the UCP and NDP are weak on housing

By Victoria Parker | May 18, 2023

CANADA TODAY



May 23rd, 2023
15,600 impressions

NDP and UCP fight to be strong in medical supplies – not healthcare

By Victoria Parker | May 18, 2023

CANADA TODAY

[Canada Today – 46,700 impressions](#)
[Canada's National Observer – 220,100 impressions](#)

CANADA'S  **NATIONAL OBSERVER**

[220,100 impressions](#)

[Raising young kids in Alberta? Parties don't offer much in this election](#)

Refers to Generation Squeeze Study: [Family Affordability](#)

220,100 impressions



[46,700 impressions](#)



CANADA'S  **NATIONAL OBSERVER**

OPINION ANALYSIS CLIMATE SOLUTIONS SPECIAL REPORTS PODCASTS NEWSLETTERS CONVERSATIONS NEWS TEAM ABOUT

Log in

Election ignores greatest threat to Alberta's kids and grandkids

By Paul Kershaw & Andrew Long | Ottawa, Politics | May 26th 2023



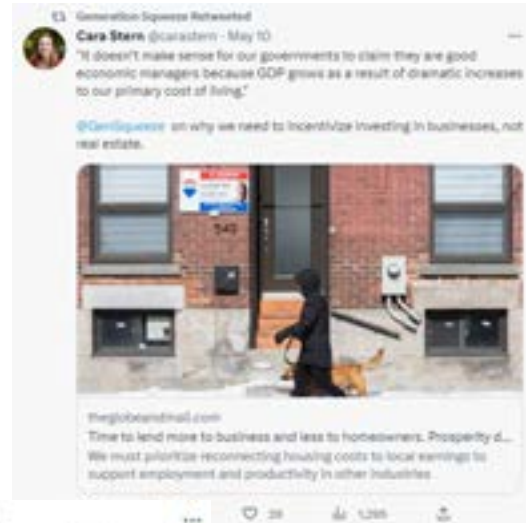
a. the agenda

May 31st, 2023
175,000 impressions

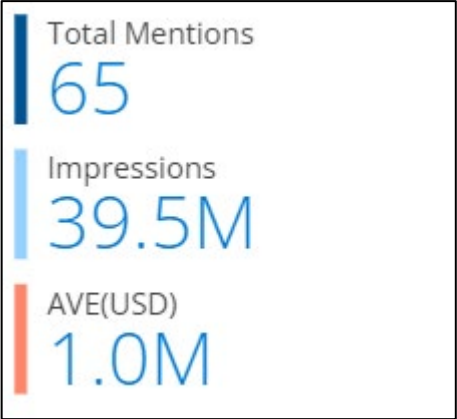
Global News Morning

May 29th, 2023
2,820,109 impressions

MAY 2023 – Social Media

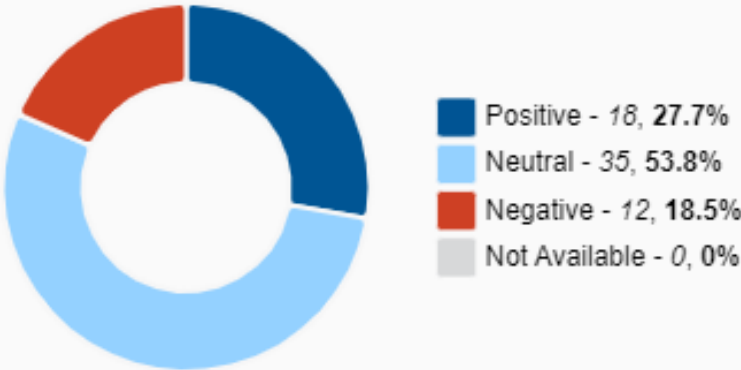


JUNE 2023 – Media Coverage



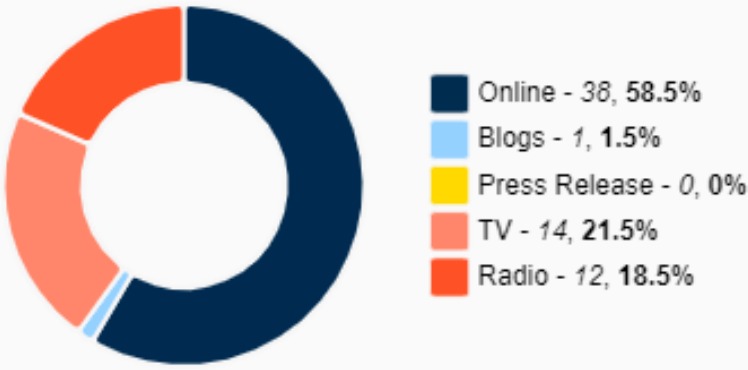
Coverage Sentiment

2023/06/01 – 2023/06/30



Coverage Summary by Media Type

2023/06/01 – 2023/06/30



Volume Trend

2023/06/01 – 2023/06/30

Generation Squeeze



JUNE 2023 – Media Coverage



Jagmeet Singh
Federal NDP Leader

"So I'll talk about some of the initiatives that we are pushed for, that we have not yet been successful and achieving, but we're still pushing forward, not giving up. We think it's really important and some of the things that we've actually been able to achieve. So on the things that, so fundamentally we believe that that giving people power is a good thing. The more power that people have, the more that people see that their voice is being reflective, the more people participate in democracy. I think we will have better outcomes, better decisions, better results"

Jagmeet Singh on generational unfairness harming younger Canadians



Let's be open to paying personally to reduce climate change



Lucy Korman walks her dogs in a park in Toronto. (Photo: iStockphoto.com)

Let's be open to paying personally to reduce climate change

6.8 million Impressions

"The price tag for fighting climate change might come straight out of your wallet"

Featured on:

- VANCOUVER IS AWESOME
- north shore news
- TRICITY news
- ALASKA HIGHWAY NEWS
- Burnaby now
- PRINCE GEORGE CITIZEN
- THE SQUAMISH CHIEF
- Bowen Island Undercurrent
- RICHMOND NEWS RN
- OPTIMIST
- NewWestminster RECORD
- PIQUE

Cumulative 2.4 million impressions

Urban development expert says Toronto needs more than multiplexes to overcome affordability crisis



Photo: iStockphoto.com

According to a report by Generation Squeeze, while the average income in the Greater Toronto Area (GTA) has remained around \$50,000 a year for almost half a century, home prices experienced an exponential increase, reaching an average of \$1.1 million in 2021.

Urban development expert says Toronto needs more than multiplexes to overcome affordability crisis

14.5 thousand Impressions

GENERATION squeeze

NDP Leader Jagmeet Singh and Dr. Kershaw discuss Generational Inequalities

Federal NDP leader Jagmeet Singh recently joined Dr. Paul Kershaw and Angie Chan to talk about tackling the massive inequalities facing younger generations in Canada. This far-ranging interview also touched on:

- * How lowering the voting age could strengthen our democracy
- * Better balancing medical spending with investments in building blocks of a healthy society—like affordable housing and stable jobs—that shape our wellbeing
- * How governments should apply an intergenerational lens when making decisions
- * ...and buckets of pierris!

Check out the show notes, a transcript, and more episodes of Generation Squeeze's Hard Truths podcast: <https://www.generation.ca/podcast>

Join our network to grow our power to tackle generational unfairness: <https://www.generation.ca/join>

Click below to watch the interview:



JUNE 2023 – Social Media

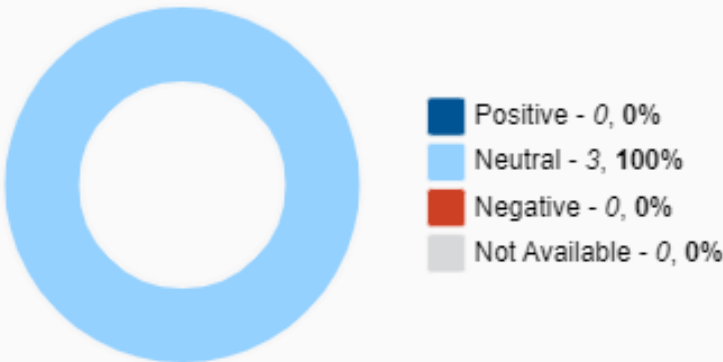


JULY 2023 – Media Coverage



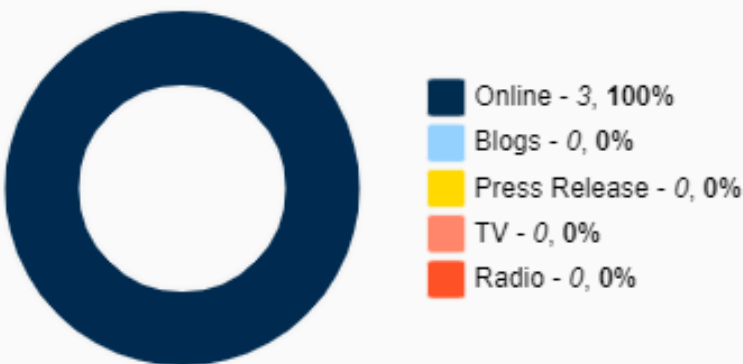
Coverage Sentiment

2023/07/01 – 2023/07/31



Coverage Summary by Media Type

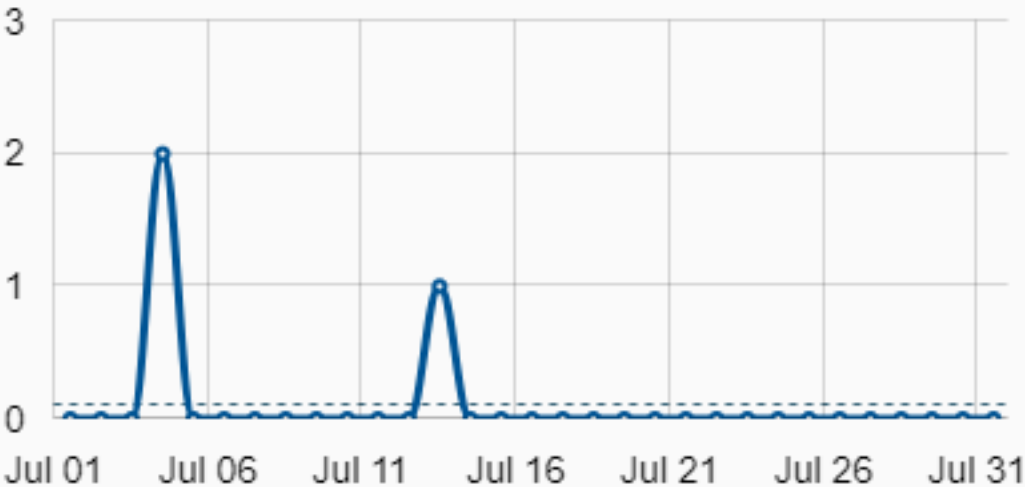
2023/07/01 – 2023/07/31



Volume Trend

2023/07/01 – 2023/07/31

Generation Squeeze



JULY 2023 – Media Coverage

GLOBE CLIMATE NEWSLETTER

Green Investing



Let's be open to paying personally to reduce climate change

"We can delay paying now for the full price of our pollution and for the investments required to climate-proof our infrastructure and food systems. We may decide to do so because the prospect of spending more now is hard on our wallets, and we worry about those who are economically insecure," writes Paul Kershaw for The Globe.

"But any financial pain experienced now – especially for those of us who are not struggling to pay for groceries, heat or housing – to fight climate change will be but a fraction of the pain that our kids and grandchildren will experience in the decades ahead."

[6,834,000 Impressions - Globe Climate Newsletter Mention](#)



[20,000 Impressions - Could the Missing Middle Solve the Housing Crisis?/](#)

JULY 2023 – Social Media

Generation Squeeze @GenSqueeze · Jul 10, 2023

🇨🇦🏠 Canada's population surpassed 40 million, yet housing starts have fallen to the lowest levels in three years. Is corporate investment in housing the villain or the hero?




As Canada's housing crisis rages on, is 'financialization' really to blame?

From thestar.com

Generation Squeeze @GenSqueeze · Jul 4, 2023

🌱🏠 Bill S-5 is a step forward for environmental justice and intergenerational equity in Canada. It's time we all had the right to a healthy environment. 🇨🇦👉 toronto.com/opinion/bill-s-5 #EnvironmentalJustice #BillS5




toronto.com
Bill S-5 is a win for environmental, human and animal. This is a major step that improves accountability to controlling toxic substances, writes Beverley ...

Generation Squeeze reposted

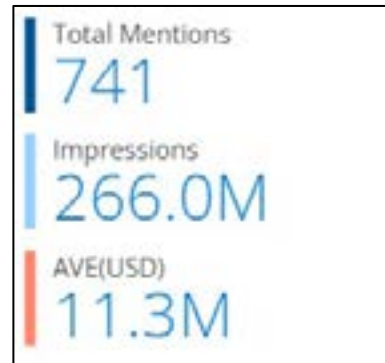
Canadian Housing Evidence Collaborative @CHEC_CCRI · Jul 15, 2023

OPINION: As Canada welcomes record # of immigrants, it needs to get serious about #housing them. Ditching cult of real estate & the car-focused city good place to start

@CMHC_ca @FCM_online @BSHNode @GenSqueeze
theglobeandmail.com/business/commentary/



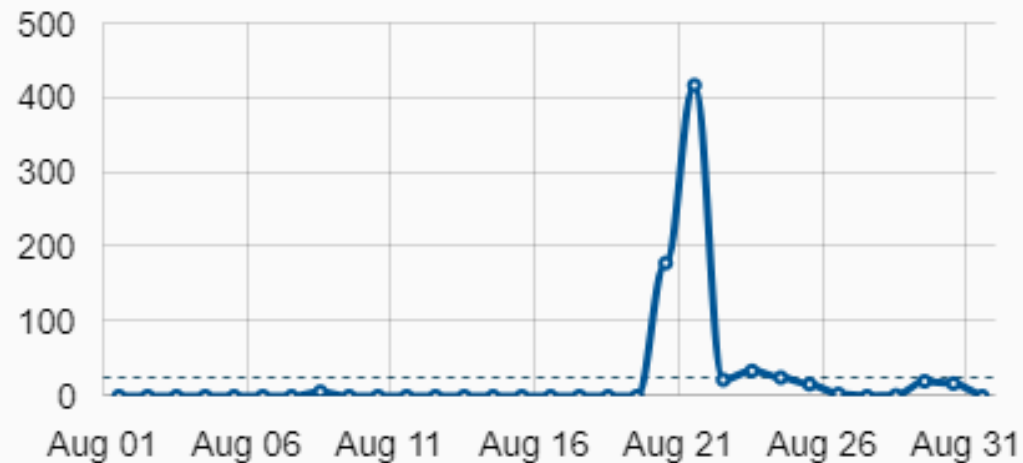
AUGUST 2023 – Media Coverage



Volume Trend

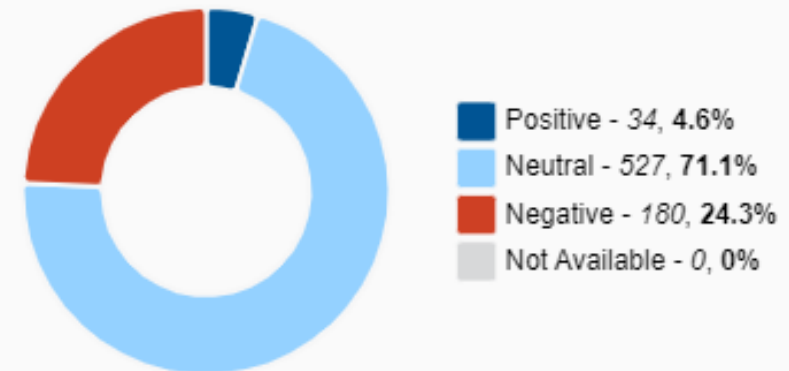
2023/08/01 – 2023/08/31

Generation Squeeze



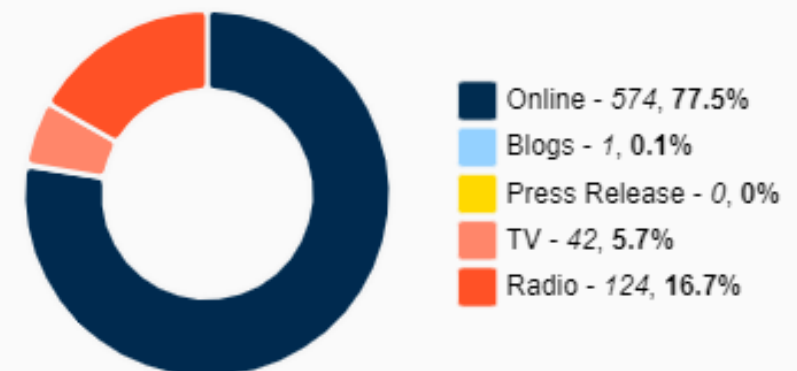
Coverage Sentiment

2023/08/01 – 2023/08/31



Coverage Summary by Media Type

2023/08/01 – 2023/08/31



AUGUST 2023 – Media Coverage



Dr. Kershaw on show August 29, 2023
Total impressions: 30,000



Dr. Kershaw on show August 30, 2023
Total impressions: 343,700



Dr. Kershaw on show August 29, 2023
Total impressions: 20,000

AUGUST 2023 – Social Media

Generation Squeeze

Generation Squeeze @GenSqueeze · Aug 4, 2023
🇨🇦 @JustinTrudeau needs to make housing a primary federal responsibility. Ottawa must deploy its fiscal strength to tackle the out-of-control market.
[theglobeandmail.com/opinion/editor...](https://theglobeandmail.com/opinion/editorial...)

#CanadaHousing #Trudeau



theglobeandmail.com
Globe editorial: Justin Trudeau needs to make housing a primary federal responsibility. Ottawa must deploy its fiscal strength to help build affordable housing as zoning is opened up

4 11 1.6K

Generation Squeeze @GenSqueeze · Aug 1, 2023
🌱 New Hard Truths! Feeling grim about our planet's future after this summer of wildfires and record heat? Author @elinKelsey talked with us about fending off climate despair with evidence-based hope.
bit.ly/3rUOQn3



1 3 590

Generation Squeeze

Generation Squeeze @GenSqueeze · Aug 8, 2023
🏡 Thrilled about our meeting with the Canadian Alliance of Non-profit Housing Associations! We had a productive discussion on the crucial link between affordable housing and health and well-being.

Remember, investing in housing is investing in our overall health! 🌟
[Show more](#)

2 551

Generation Squeeze

Generation Squeeze @GenSqueeze · Aug 10, 2023
🕒 More time for life outside work? 🌞 The concept of a 4-day work week gains momentum as research highlights the potential for improved work-life balance. It's time to redefine success beyond long hours!
[#BalanceMatters](#) [#qualityoflife](#)



From cbc.ca

1 3 353

Generation Squeeze

Generation Squeeze @GenSqueeze · Aug 14, 2023
Housing affordability remains a pressing concern for many Canadians. 🏠 But who's responsible for finding the solution?
globalnews.ca/news/9894669/?h...

[#HousingDebate](#) [#CanadianGovernment](#) 🗣️ 🗣️



From globalnews.ca

2 325

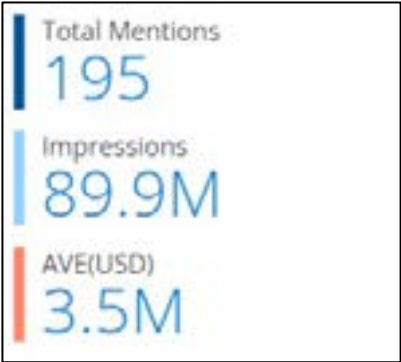
Generation Squeeze

Generation Squeeze @GenSqueeze · Aug 18, 2023
🌱 New Hard Truths! Wales' Future Generations Commissioner @derekwalker_ (@futuregenymnu) talks about his role, his country's wellbeing goals, and the challenge of balancing the needs of people not yet born with people struggling to pay their bills today. bit.ly/3QW6o4A



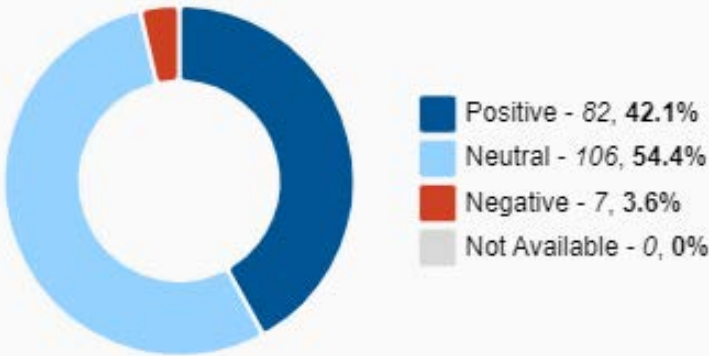
GENERATION squeeze

SEPTEMBER 2023 – Media Coverage



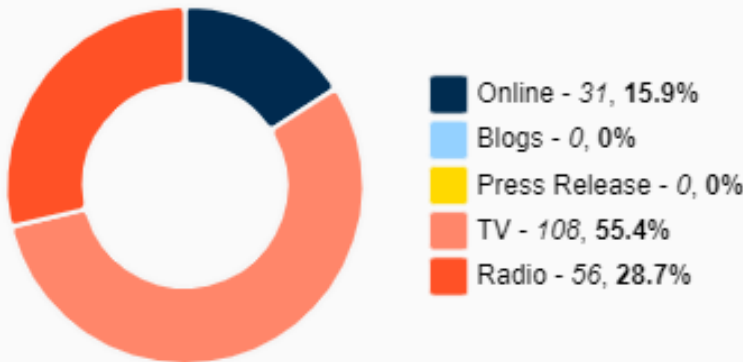
Coverage Sentiment

2023/09/01 – 2023/09/30



Coverage Summary by Media Type

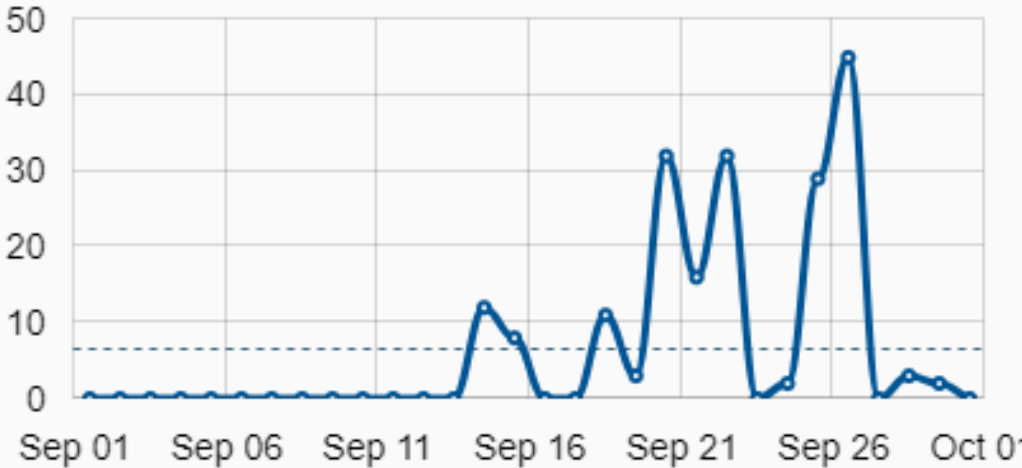
2023/09/01 – 2023/09/30



Volume Trend

2023/09/01 – 2023/09/30

Generation Squeeze



SEPTEMBER 2023 – Media Coverage



The Conservative Housing Plan:
Building homes isn't enough for
affordability

By Generation Squeeze | Market Overview | Sep 29, 2023 13:36

[Building homes isn't enough for affordability](#)

2,338,999 impressions



Trudeau takes first step to break
Canada's addiction to rising home
prices

By Generation Squeeze | Market Overview | Sep 29, 2023 13:37

Approx 1.08 million
impressions

**VANCOUVER
IS AWESOME**



508,100 impressions



September 18th and 19th, 2023

Each with a total 1,307,900 million impressions



748,000 impressions



September 20th, 22th, 25th, 2023
Total 1.05 million impressions

980 CKNW

Vancouver's News. Today's Talk.

Dr. Kershaw on show August 30, 2023

Recirculated September 28, 2023

Total impressions: 343,700

VANCOUVER SUN

1. Politicians, and the Canadian public, have a
false belief house prices must rise and rise

"Politicians seem stuck believing that Canadians want home prices to rise forever," says UBC professor Paul Kershaw, founder of Generation Squeeze. "We have long believed there is a cultural addiction to high and rising home prices in Canada, and politicians are leery to disrupt it."



Total 1.98 million
impressions



SEPTEMBER 2023 – Media Coverage

BUSINESS | News

Canada has 'addiction' to high housing prices: researcher



Patrick Reid
CTVNews.ca Digital Content
Editor
Follow Contact

Published Sept. 14, 2023 3:03
p.m. EDT

As Prime Minister Justin Trudeau's Liberal Party and Pierre Poilievre's Conservatives both announce plans to solve the country's housing crisis, one policy analyst is warning Canada's dependence on rising home prices is one of the biggest obstacles to restoring affordability in the real estate market.

"I don't hear yet any of those party leaders talking about how they want to break our country's addiction to high and rising home prices," says Paul Kershaw, founder and lead researcher at the Generation Squeeze think tank at the University of British Columbia.

BNN Bloomberg



INVESTING Paul Kershaw generation squeeze

Supply isn't the only factor affecting housing affordability: Kershaw

Paul Kershaw, founder of Generation Squeeze and policy professor at the UBC School of Population Health, joins BNN Bloomberg to discuss the recent announcement from the Prime Minister regarding the removal of GST on purpose built rentals.

12,600,000 total impressions

September 14th, 2023
Total 5.43 million impressions

SEPTEMBER 2023 – Social Media

Generation Squeeze [@GenSqueeze](#) · Sep 14

BREAKING: Federal government to announce the **forgiveness of GST** on rental housing. This will do two things:

- 1) Tip some new housing developments that have been put on ice due to high interest rates back into construction. **more supply**
- 2) Incentivize some developers to build rental housing, instead of condos...in other words, homes for Canadians instead of units for investors. **more homes for Canadians**

It'll be on [CBC](#) later today explaining the tangible implications of this policy for changing housing supply in Canada. It is significant.

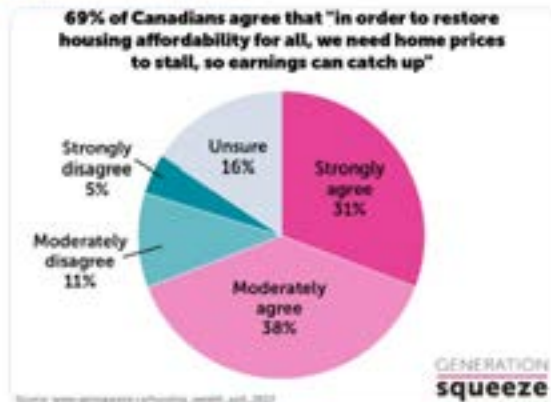
This is - potentially - the beginning of a sea change. It is a new approach.

12:03 PM · Sep 14, 2023 · **566.7K** Views

Generation Squeeze [@GenSqueeze](#)

Recent polling found that 69% of Canadians agree that, in order to restore housing affordability for all, we need home prices to stall, so earnings can catch up. Only 16% disagreed with this statement, with 16% unsure.

[gensqueeze.ca/housing-wealth...](#)



9:45 AM · Sep 26, 2023 · 217 Views



Generation Squeeze [@GenSqueeze](#) · Sep 16

1st time home buyers are a minority of purchasers. They compete with buyers who already own in the market. Emboldened by the equity they've gained from surging home values, existing homeowners bid up the price to levels that are disconnected from earnings paid by local jobs.

3 4 19 2,092

Generation Squeeze [@GenSqueeze](#) · Sep 16

Some home owners bid up the price of housing simply to relocate. Others do so to purchase an investment property in search of additional wealth windfalls.

The latter are among the one in six Canadian home owners who now owns multiple properties. Most are over age 55.

1 2 12 2,196

Generation Squeeze [@GenSqueeze](#) · Sep 16

To pay their new mortgage, they increasingly collect rent from younger residents with dashed dreams that a good home should be in reach for what hard work can earn – whether as a renter, or aspiring owner.

2 1 13 1,534

Generation Squeeze [@GenSqueeze](#)

As a result, the vicious cycle by which those enriched by high home values bid housing costs ever higher doesn't just ruin the housing market for aspiring owners. It also breaks the rental market, as confirmed by the record-high rents reported this summer.

11:27 AM · Sep 16, 2023 · **2,221** Views

1 2 15



Generation Squeeze [@GenSqueeze](#)

Many will be happy to hear this news from the Liberals in London, others will be critical, but the truth is housing supply is definitely one piece of the puzzle. Protections for renters is another, and so is tax policy. Join us in advocating for more: [gensqueeze.ca](#)

CBC News [@CBCNews](#) · Sep 14

The federal government says it will eliminate the GST on the construction of new rental apartments in an effort to make housing more affordable.

[cbc.ca/news/politics/...](#)

3:50 PM · Sep 14, 2023 · **360** Views

1 12



Generation Squeeze [@GenSqueeze](#)

Canadian provinces get falling grades by [@foodbankcanada](#) on Poverty Report Cards.

These grades represent how well poverty reduction efforts are going. The report helps policymakers compare how governments are doing and what policies are working well.

[foodbankcanada.ca/poverty-index/](#)



10:17 AM · Sep 27, 2023 · **168** Views

1 1 15



Generation Squeeze [@GenSqueeze](#)

Calling all grandparents: Let's talk generational fairness and what that means to you and your intergenerational family.

The Agenda | TVO Today [@TheAgenda](#) · Sep 22

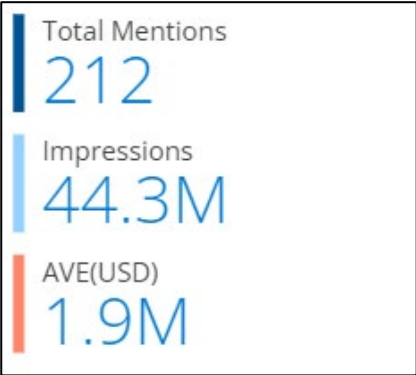
Have baby boomers lived within their means? [@GenSqueeze](#) founder Paul Kershaw [@spakin](#) why he thinks they haven't paid their fair share, tonight at 8/7pm | Producer: [@meredithmartin](#)



11:45 PM · Sep 26, 2023 · **2,796** Views

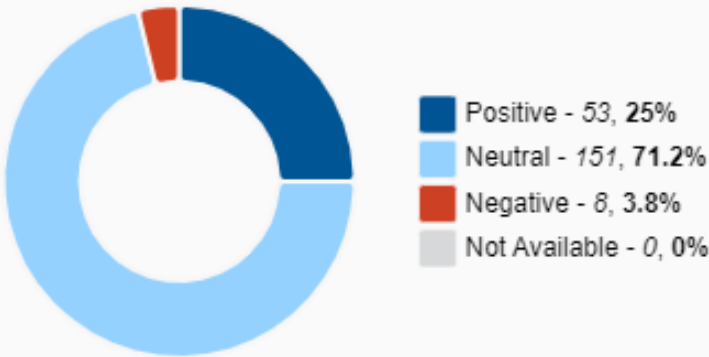


OCTOBER 2023 – Media Coverage



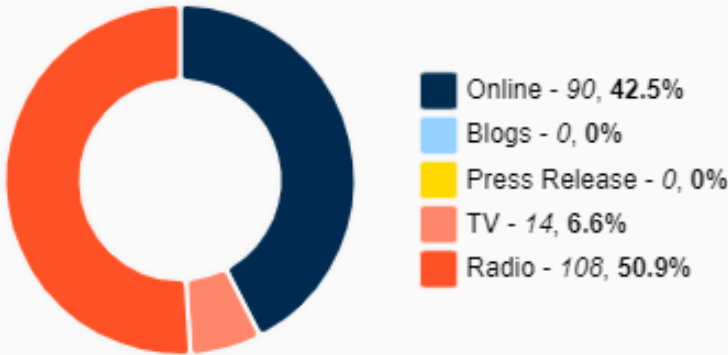
Coverage Sentiment

2023/10/01 – 2023/10/31



Coverage Summary by Media Type

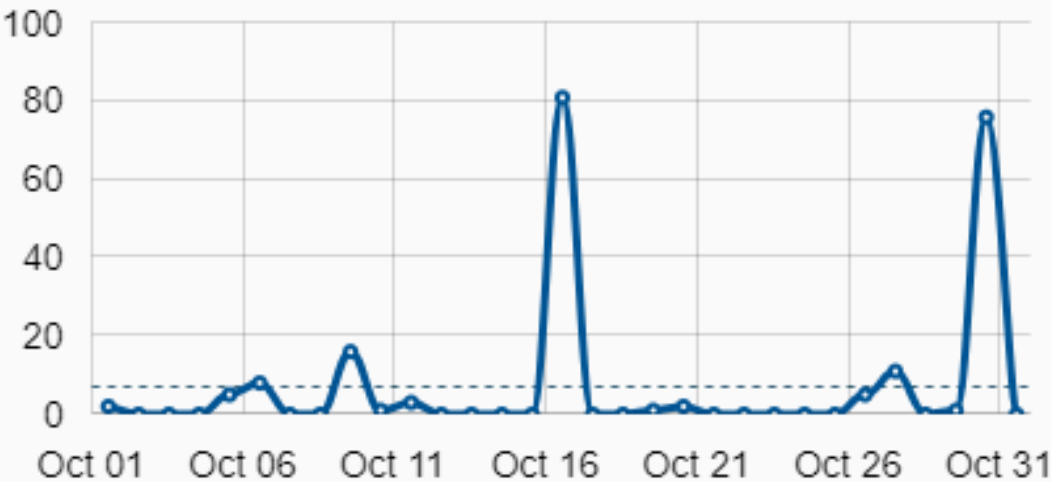
2023/10/01 – 2023/10/31



Volume Trend

2023/10/01 – 2023/10/31

Generation Squeeze



OCTOBER 2023 – Media Coverage



CBC Vancouver - 235,500 impressions



Kamloops – 14,000 impressions
Kelowna – 18,000 impressions
Yellowknife – 1,800 impressions
Regina – 30,800 impressions
Edmonton – 6,500 impressions
Calgary – 73,180 impressions
Inuvik – unavailable impression count



CBC Radio One Victoria – 85,900 impressions

OCTOBER 2023 – Social Media



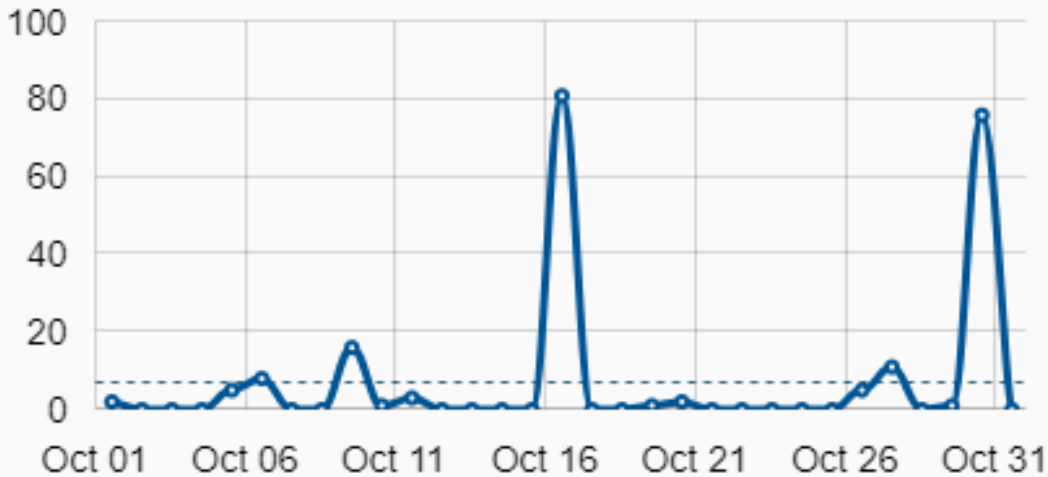
NOVEMBER 2023 – Media Coverage



Volume Trend

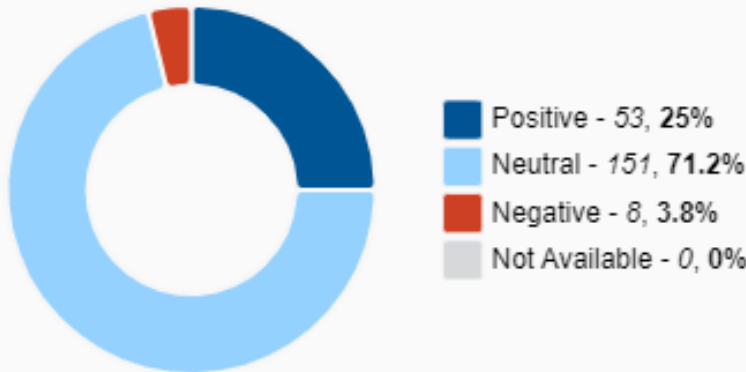
2023/11/01 – 2023/11/30

Generation Squeeze



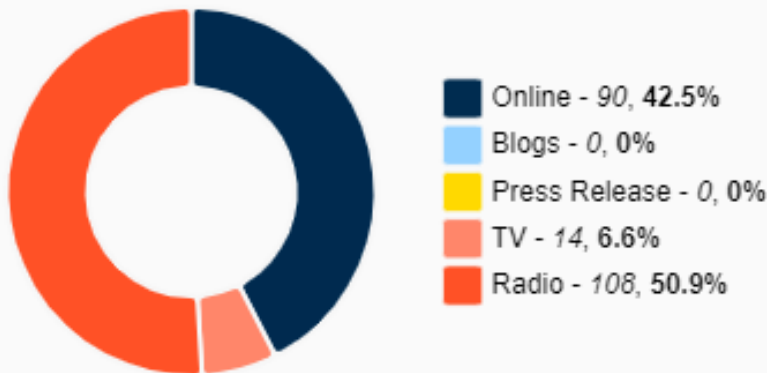
Coverage Sentiment

2023/11/01 – 2023/11/30



Coverage Summary by Media Type

2023/11/01 – 2023/11/30



NOVEMBER 2023 – Media Coverage

Past governments didn't work out how to pay for boomers' retirement. Plus, rethinking your charitable giving now – before the Feds reduce the tax advantages

SPECIAL TO THE GLOBE AND MAIL
PUBLISHED NOVEMBER 30, 2023



[Past governments didn't work out how to pay for boomers' retirement - 4,199,000 impressions](#)



Business

Homeowners Refuse to Accept the Awkward Truth: They're Rich

Owners of multi-million-dollar properties still see themselves as middle class, a warped self-image that has a big impact on renters

[Homeworkers Refuse to Accept the Awkward Truth: They're Rich – 20,000 impressions](#)



ECONOMICS | Paul Kershaw | generation squeeze | UBC

Spending on old age security is getting missed by our leaders: Paul Kershaw

Paul Kershaw, founder of Generation Squeeze & policy professor at the UBC, joins BNN Bloomberg to discuss Canada's fall fiscal update. While a number of measures aimed at boosting housing supply were featured in this update, Paul flags that the greatest increase in spending is by far for Old Age Security, with \$115 billion in increases to OAS over the next five years.

[Spending on old age security is getting missed by our leaders: Paul Kershaw - 1,062,000 impressions](#)



CTV National News: The Close
- 3,546,000 impressions

NEWSTALK
1010



NOVEMBER 2023 – Social Media

GENERATION SQUEEZE



INTERGENERATIONAL FAIRNESS DAY
16.11.23

GENERATION squeeze

Generation Squeeze is a charitable think and change tank promoting wellbeing for all generations. We're championing generational fairness to preserve what Canadians hold sacred – a healthy childhood, home and planet – so we all leave a proud legacy.

Generational unfairness is a real cause of undrinkable housing, the high cost of raising a family, mounting climate risks, growing government debt, and rising medical costs that crowd out investments in wellbeing.

Generation Squeeze @GenSqueeze · Nov 15, 2023

The damage caused by climate change will have escalating impacts on affordability and our economy.

We can't solve the squeeze on our wallets by ignoring or scaling back action on the climate squeeze.

[reclimate.ca/wp-content/upl...](#)

How big an issue is climate change in the national media?

COVID-19	3,253
ECONOMY	2,823
INFLATION	2,657
HEALTH CARE	2,064
MENTAL HEALTH	1,645
CLIMATE CHANGE	1,492
IMMIGRATION	1,099
RENEWABLE ENERGY	711

OF STORIES

2

284



GENERATION|squeeze

COMMUNITY CALL

JOIN US ONLINE TO DISCUSS
Past policy chickens
coming home to roost

NOV. 16
11AM PT

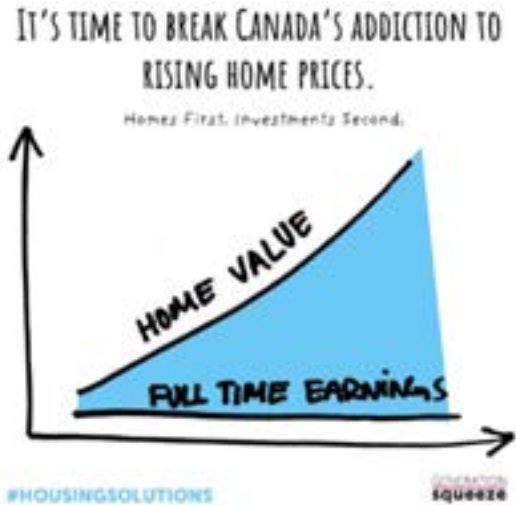
GENERATION|squeeze

WATCH OUR LIVESTREAM
PRESS CONFERENCE
ON PARLIAMENT HILL

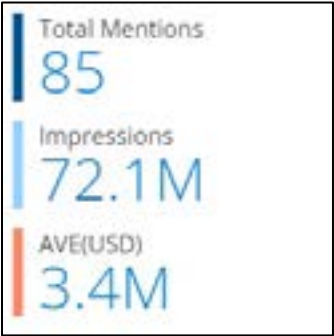
THURSDAY
NOVEMBER
16TH 2023
8:30AM EST



INTERGENERATIONAL FAIRNESS DAY
16.11.23



DECEMBER 2023 – Media Coverage



Volume Trend

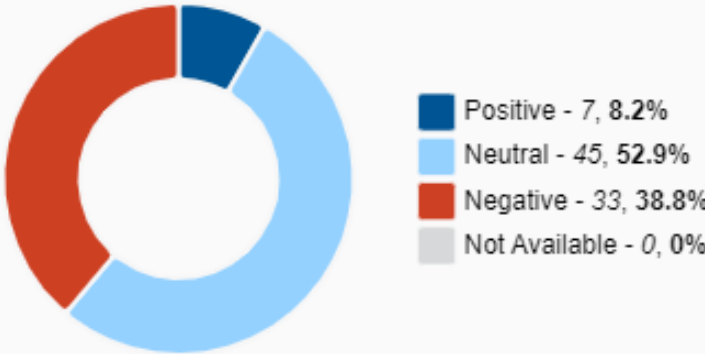
2023/12/01 – 2023/12/31

Generation Squeeze



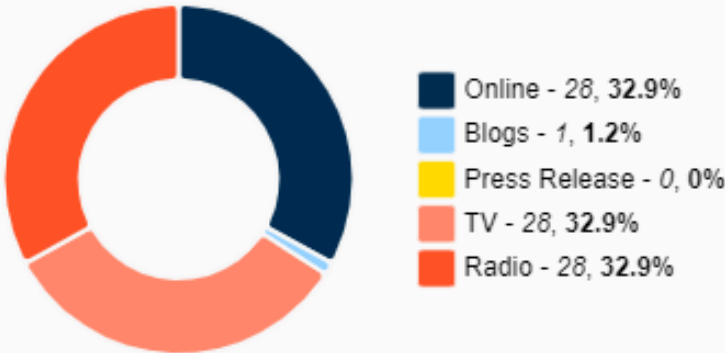
Coverage Sentiment

2023/12/01 – 2023/12/31



Coverage Summary by Media Type

2023/12/01 – 2023/12/31



DECEMBER 2023 – Media Coverage



30,000 impressions

How a retired national park worker found solace in city living. Plus, attention older, affluent homeowners: Let's put our housing wealth to work

SPECIAL TO THE GLOBE AND MAIL
PUBLISHED DECEMBER 14, 2023



[4,199,000 impressions](#)

LETTERS

How to fix the economy? Plus other letters, Dec. 14: 'Nobody believes our taxes are low, but they could be higher'

CONTRIBUTED TO THE GLOBE AND MAIL
PUBLISHED DECEMBER 14, 2023



[How to fix the economy? – 6,834,000 impressions](#)

630 | CHED

770 | CHQR
Calgary's News. Today's Talk.

900 | CHML
Hamilton's News. Today's Talk.

Radio engagements: total of 600,000 impressions

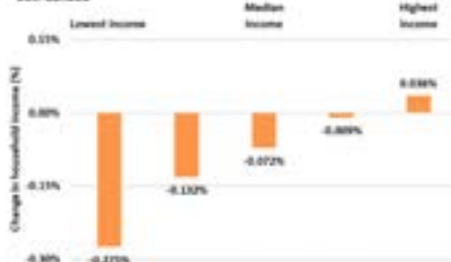
DECEMBER 2023 – Social Media

Generation Squeeze @GenSqueeze · Dec 6, 2023

"Removing carbon price from gas heating would increase emissions and leave Canadians worse off" says @ClimateInstitute. climateinstitute.ca/removing-carbo...

As the figure below illustrates, exempting gas and oil use in buildings from carbon pricing would reduce income in all but the highest income groups. Moreover, it is regressive, given that the equally applied rebates are most important to lower income households.

Change in household income with natural gas and oil carve-out: Canada



Generation Squeeze @GenSqueeze · Dec 13, 2023

New data released this month by @UNICEFCanada in their #ReportCard Child poverty in Canada ranked 19th among 38 countries but the rate of poverty for children in lone parent families? 44%, a rank of 32nd among countries. We can do better. cdnpoli.unicef.ca/en/unicef-repo...



Generation Squeeze @GenSqueeze · Dec 20, 2023

As 2023 comes to a close, join us as we celebrate our wins: The first year we've heard party leaders of all ideological stripes acknowledge the intergenerational tensions driving Canada's housing, climate, medical and affordability crises. [cdnpoli gensqueeze.ca/2023_highlights](https://gensqueeze.ca/2023_highlights)

Federal leaders sang from our songbook



Generation Squeeze @GenSqueeze · Dec 7, 2023

From @UNICEFCanada #ReportCard18

Child poverty rose in every Canadian province except PEI and Newfoundland in 2021. Canada ranked 19th out of 39 countries. We have so much work to do to Canada! [cdnpoli #childpoverty unicef.ca/en/unicef-repo...](https://cdnpoli.unicef.ca/en/unicef-repo...)

PROVINCE	2021	2020
Manitoba	28.77%	24.41%
Nova Scotia	25.99%	18.76%
New Brunswick	22.23%	13.98%
Prince Edward Island	21.44%	25.73%
Ontario	19.55%	16.96%
Alberta	17.08%	14.06%
Saskatchewan	15.92%	15.49%
Newfoundland	15.55%	20.87%
British Columbia	15.09%	12.07%
Quebec	13.98%	12.24%

Generation Squeeze @GenSqueeze · Dec 10, 2023

We have a FREE toolkit to address short term rentals ("STRs" like Airbnb and VRBO). It's a practical resource for local government/staff, business licensing clerks, bylaw officers and policy/planners who are considering STR regulations. assets.nationbuilder.com/gensqueeze/pag...



GENERATION
squeeze

Thank you!

Laura Rinaldi, Public Affairs Associate

2023 Media Summary

