

CISION INSIGHTS HOUSING CORPORATION KEY MESSAGES MEDIA ANALYSIS REPORT

October 1, 2017 – September 30, 2018



Objectives & Strategy

Objectives

- Housing Corp. wants to gain insights from its earned media performance, including:
 - Key message performance
 - Volume of coverage
 - Coverage sentiment
 - Top outlets and journalists
 - Regional analysis
 - Spokespeople performance

Approach

- Cision constructed searches in the Cision Communications Cloud to capture relevant discussions of Housing Corp. in the news.
- The Housing Corp. identified five key messages and five spokespeople to be automatically tagged for analysis.
- Sentiment analysis was automated using the Communications Cloud.
- Regional tags were applied to outlets existing within the Cision database.

Reporting Period

- October 1, 2017 to September 30, 2018

Media Sources Analyzed

- Canadian Print (Newspaper)
- Canadian Online News



Executive Summary

From October 1, 2017 – September 30, 2018, 12,762 articles were published in relation to Housing Corp. and its key messages, totaling 5.89 billion unique visitors per month (UVPM) and 33.99 million in estimated reach. 94% of articles appeared online, while 6% appeared in print.

The most dominant key message was the national housing strategy (NHS), which accounted for 84% of the key message share of voice (SOV). Coverage of the NHS totaled 5,478 articles, 2.41 billion UVPM, and 15 million in estimated reach. The least prevalent key message was the Corporation's Annual Report. This message had the lowest SOV with 0.06%, generating only four articles for a total UVPM of 2.24 million.

In terms of trends over time, the highest volume of coverage was seen in Q4 2017 (October 1 – December 31), as 2,623 articles were published in relation to the Housing Corp. and its key messages. The announcement of the NHS contributed significantly to the volume in this quarter, generating 2,093 articles (80% of total volume for the quarter). Q2 2018 also saw a spike in volume with 1,956 articles published discussing Housing Corp. and its key messages. Again, coverage mentioning the NHS contributed most to the volume, garnering 1,661 articles (85% of total volume for the quarter). The majority of coverage across all five key messages was neutral in tone.

The top source by reach across four key messages was The Globe and Mail, while the top author by reach was The Canadian Press. In terms of regional analysis, news sources based in Ontario generated the most volume across all five key messages.

Out of the five Housing Corp. spokespeople analyzed for this report, Chief Economist Bob Dugan appeared most frequently in coverage. Dugan was mentioned in 518 articles, totaling 216 million UVPM and 1.3 million in estimated reach. Chief Risk Officer Steve Johnson received the least amount of coverage, as he was mentioned in only 79 articles, totaling 31.7 million UVPM and 11,600 in estimated reach. Top content contributors outside of Housing Corp. (as identified by Cision) included Jean-Yves Duclos, Minister of Families, Children and Social Development, Prime Minister Justin Trudeau, and Selina Robinson, Minister of Municipal Affairs and Housing for B.C.

Overall, other than the NHS, popular topics in the news included changes to help more Canadians (entrepreneurs, new immigrants) qualify for mortgages, the high vulnerability of the housing market over the past year, the perceived influence of foreign buyers on Canada's housing prices, and the results of Housing Corp.'s latest stress tests.

Analysis of Key Message Pickup

Total Volume of Articles

12,762

Total UVPM

5.89B

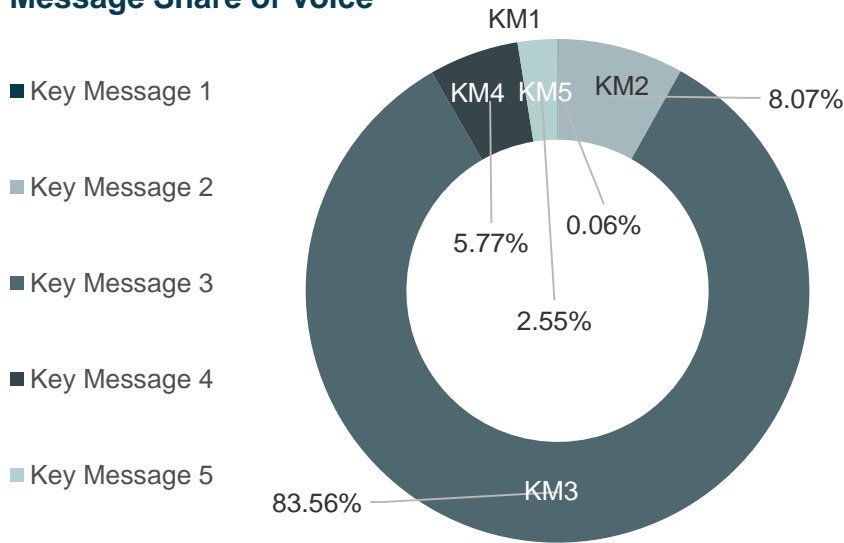
Total Reach

33.99M

Print
738

Online
12,024

Key Message Share of Voice



Key Findings

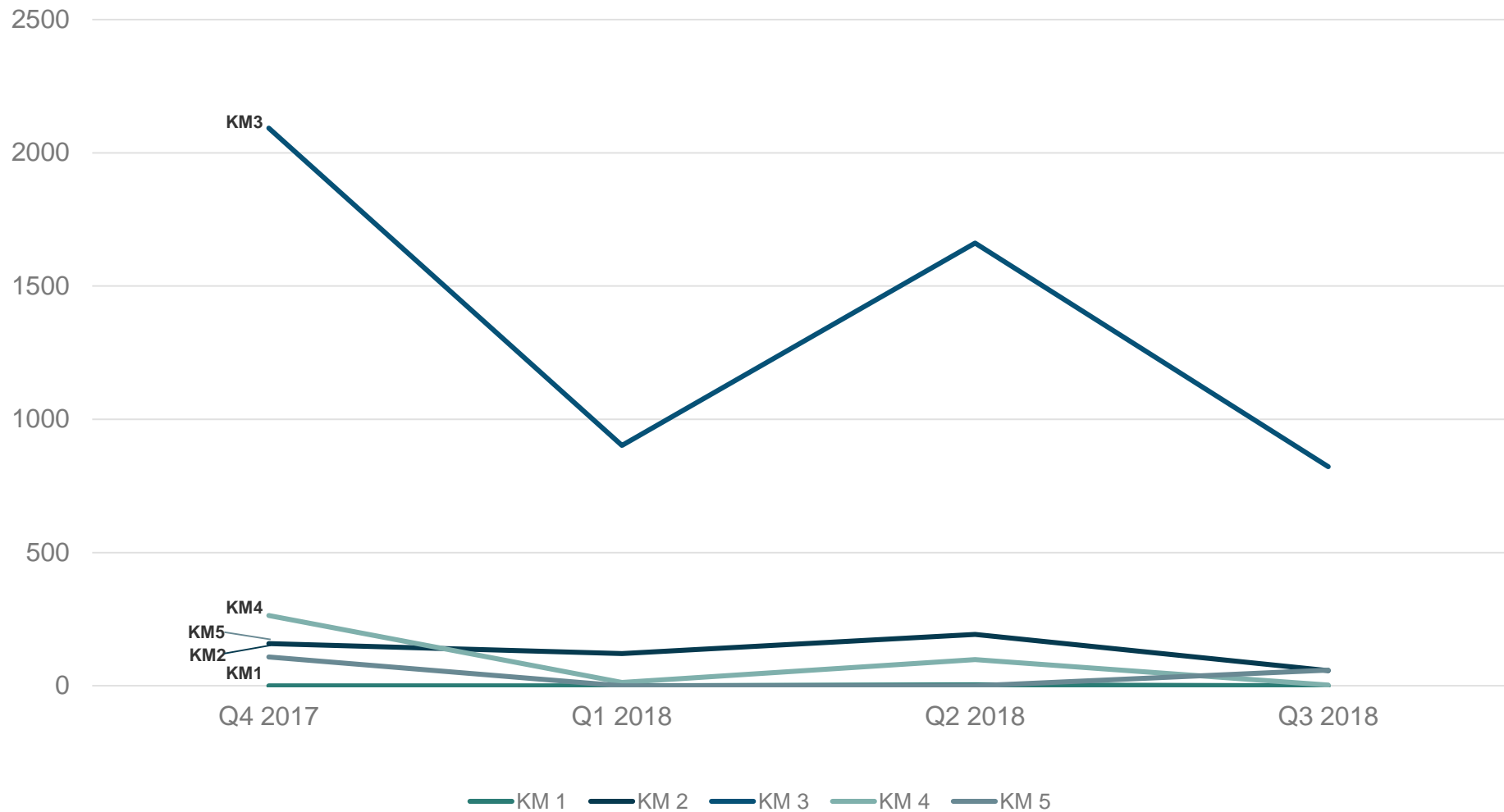
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The most dominant key message was the national housing strategy (NHS), accounting for a 84% share of voice (SOV). Coverage of the NHS totaled 5,478 articles, 2.41 billion UVPM, and 15 million in estimated reach.

The least prevalent key message was the Housing Corp. Annual Report. This message had the lowest SOV with 0.06%, generating only four articles for a total UVPM of 2.24 million.

Key Message Trends

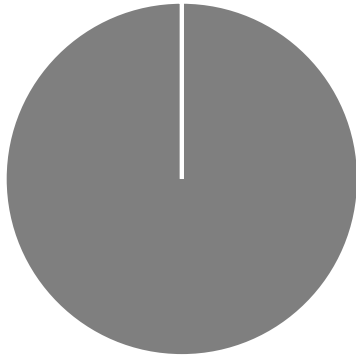
This chart outlines the total volume of articles (per key message) found within Canadian earned media over the past four quarters.



Key Message Tone

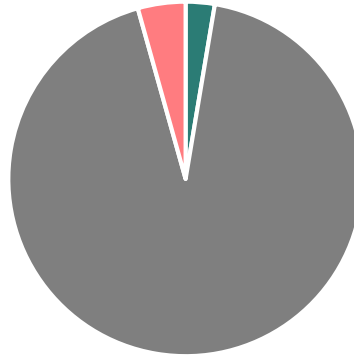
These charts outline the earned media tone found within Canadian content, based on key message. The figures provided are based on automated coding for favourable, neutral and unfavourable content, as determined by the Cision Communications Cloud.

KM 1: Annual Report



■ Favourable ■ Neutral ■ Unfavourable

KM 2: Escalating Housing Prices



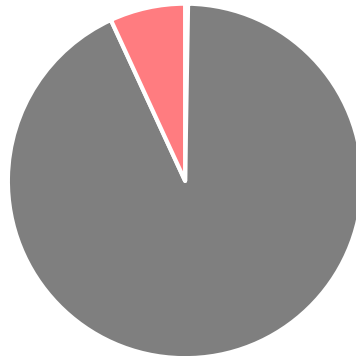
■ Favourable ■ Neutral ■ Unfavourable

KM 3: National Housing Strategy



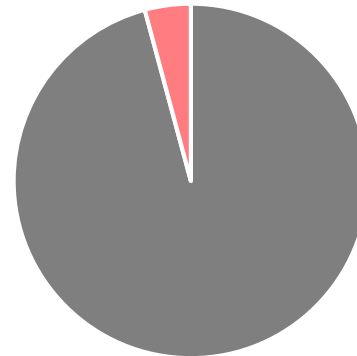
■ Favourable ■ Neutral ■ Unfavourable

KM 4: StatsCan Report



■ Favourable ■ Neutral ■ Unfavourable

KM 5: Mortgage Stress Testing



■ Favourable ■ Neutral ■ Unfavourable

Key Message 1: Annual Report



Annual Report Media Coverage

Total Volume of Articles for KM1

4

Total UVPM

2.24M

Total Reach

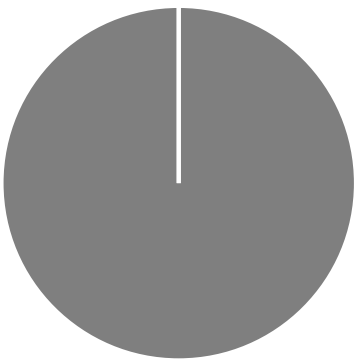
NIL

Key Findings

The Housing Corp.'s Annual Report generated four articles, totaling 2.24 million UVPM. This key message received the least amount of coverage when compared to the other five. Coverage spiked in Q2 2018 following the release of the report in May. Several outlets shared Housing Corp.'s round-up of the report.

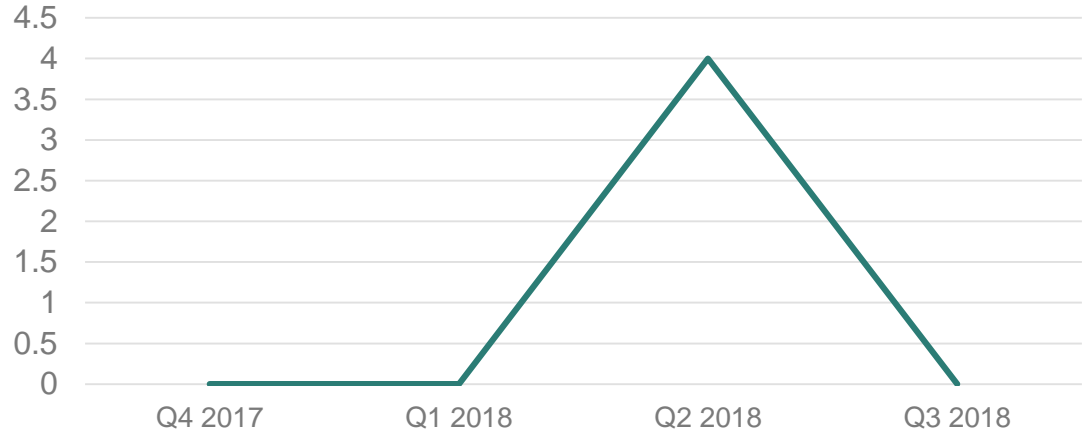
Ontario saw the highest volume of articles with three. The top outlet by reach was Canoe, while the top author by reach was Christina Haddad. The London Free Press (Tier 3) was the only tired media outlet to share coverage about the Annual Report.

Tone for Key Message 1



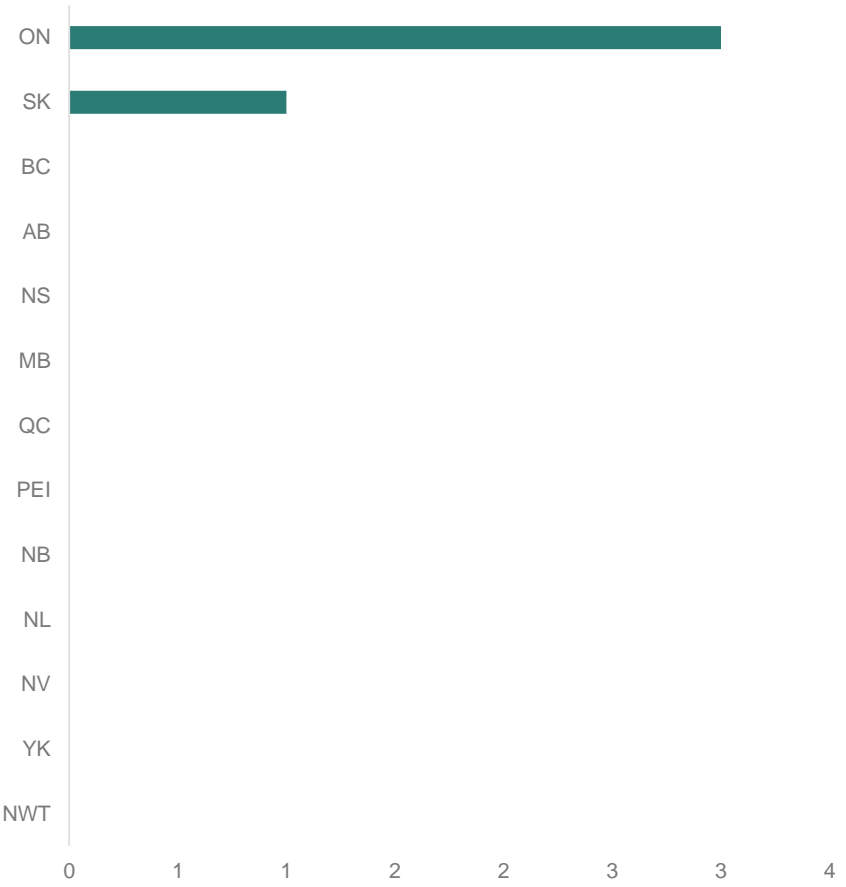
■ Favourable ■ Neutral ■ Unfavourable

Key Message 1 Volume Trend



Annual Report Earned Media

Total Volume of Articles (by Province)



Top Sources (Based on Combined Reach)

| | |
|------------------------------|-----------|
| Canoe | 1,389,395 |
| Ottawa Sun Online | 687,453 |
| The Leader Post Online | 166,213 |
| The London Free Press Online | - |
| - | - |

Top Authors (Based on Combined Reach)

| | |
|------------------|-----------|
| Christina Haddad | 2,243,061 |
| - | - |
| - | - |
| - | - |
| - | - |

Annual Report Earned Media

Total Volume of Articles (by Tier)

| Tier One | Tier Two | Tier Three |
|----------|----------|------------|
| 0 | 0 | 1 |

| Outlet | Total Articles |
|-------------------------|----------------|
| Financial/National Post | 0 |
| Globe & Mail | 0 |
| Toronto Star | 0 |
| Wall Street Journal | 0 |
| Reuters | 0 |
| Canadian Press | 0 |
| La Presse / Presse + | 0 |
| Le Devoir | 0 |
| Bloomberg | 0 |
| CBC | 0 |
| Global News Network | 0 |
| Business News Network | 0 |
| Maclean's | 0 |
| CTV | 0 |
| Financial Times | 0 |
| New York Times | 0 |
| The Economist | 0 |

| Outlet | Total Articles |
|------------------------------|----------------|
| Journal de Montréal | 0 |
| Journal de Québec | 0 |
| Chronical Herald (Halifax) | 0 |
| Montreal Gazette | 0 |
| Calgary Herald | 0 |
| Winnipeg Free Press | 0 |
| The Star Phoenix (Saskatoon) | 0 |
| Ottawa Citizen | 0 |
| Hamilton Spectator | 0 |
| Edmonton Journal | 0 |
| Times Colonist (Victoria) | 0 |
| Metro News | 0 |
| Vancouver Sun | 0 |
| Le Droit (Ottawa-Gatineau) | 0 |
| Les Affaires | 0 |
| TVA Nouvelles | 0 |
| L'Actualité | 0 |
| ROB Magazine | 0 |

| Outlet | Total Articles |
|---------------------------|----------------|
| Waterloo Region Record | 0 |
| London Free Press | 1 |
| Sudbury Star | 0 |
| Conseiller.ca | 0 |
| Charlottetown Guardian | 0 |
| Huffington Post | 0 |
| Mortgage Broker News | 0 |
| Canadian Mortgage Trends | 0 |
| Home Builder Magazine | 0 |
| The Hill Times | 0 |
| Canadian Business Journal | 0 |
| The Tye | 0 |
| The Daily Hive | 0 |
| Better Dwelling | 0 |
| Buzz Buzz Canada | 0 |
| Québec Construction | 0 |
| Georgia Straight | 0 |

Key Message 2: Escalating Housing Prices



Escalating Housing Prices Media Coverage

Total Volume of Articles for KM2

529

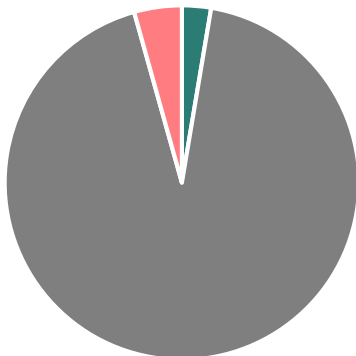
Total UVPM

362.7M

Total Reach

2M

Tone for Key Message 2



■ Favourable ■ Neutral ■ Unfavourable

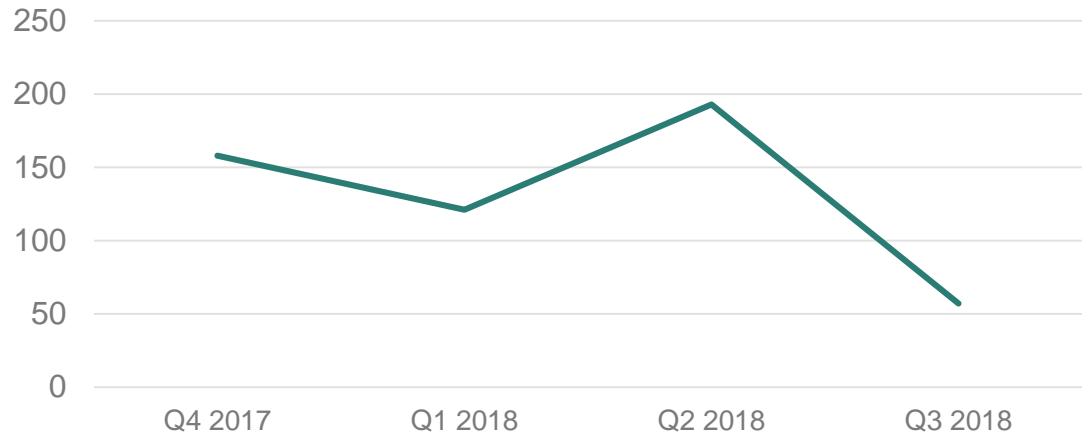
Key Findings

Escalating housing prices were discussed in 529 articles, totaling 362 million UVPM and two million in estimated reach. Q2 2018 saw the highest volume of coverage thanks to a syndicated Canadian Press story on [Housing Corp.'s report on Ontario's housing](#), which projected "moderate" increases in home prices in 2019. Q4 2017 saw the second most coverage after [Housing Corp. released the results of its quarterly housing market assessment](#).

230 articles were published by news outlets based in Ontario. Other than rising home prices in Ontario, coverage in this region discussed the [large home supply gap in Toronto](#), which contributed to the 40% rise in home prices between 2010 and 2016. Also, Housing Corp. data was mentioned in news that GTA residents are looking to leave the region due to [an increasingly unaffordable real estate market](#).

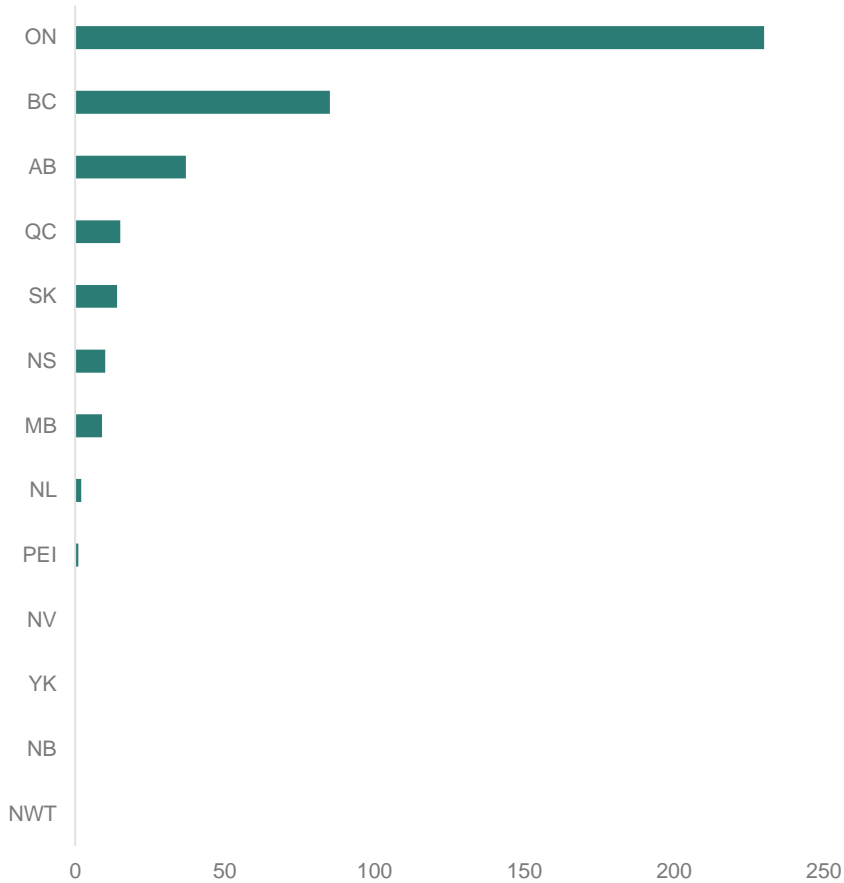
The top outlet by reach was The Globe and Mail Online, while the top author by reach was Daniel Tencer. Tier 2 media outlets generated the highest volume of articles with 61. Coverage from the Hamilton Spectator accounted for 16% (10 articles) of the Tier 2 volume.

Key Message 2 Volume Trend



Escalating Housing Prices Earned Media

Total Volume of Articles (by Province)



Top Sources (Based on Combined Reach)

| | |
|-------------------------------|-------------|
| The Globe and Mail Online | 106,391,439 |
| The HuffPost Canada | 75,959,385 |
| Toronto Star Online | 53,816,000 |
| The Hamilton Spectator Online | 13,662,099 |
| Ottawa Citizen Online | 12,309,488 |

Top Authors (Based on Combined Reach)

| | |
|-------------------------|------------|
| Daniel Tencer | 30,399,388 |
| The Canadian Press | 15,760,438 |
| Mayaz Alam Omair Quadri | 11,821,271 |
| Bloomberg News | 5,482,389 |
| Terence Corcoran | 4,538,625 |

Escalating Housing Prices Earned Media

Total Volume of Articles (by Tier)

| Tier One | Tier Two | Tier Three |
|----------|----------|------------|
| 47 | 61 | 35 |

| Outlet | Total Articles |
|-------------------------|----------------|
| Financial/National Post | 8 |
| Globe & Mail | 9 |
| Toronto Star | 17 |
| Wall Street Journal | 0 |
| Reuters | 1 |
| Canadian Press | 0 |
| La Presse / Presse + | 0 |
| Le Devoir | 0 |
| Bloomberg | 0 |
| CBC | 2 |
| Global News Network | 1 |
| Business News Network | 5 |
| Maclean's | 0 |
| CTV | 4 |
| Financial Times | 0 |
| New York Times | 0 |
| The Economist | 0 |

| Outlet | Total Articles |
|------------------------------|----------------|
| Journal de Montréal | 0 |
| Journal de Québec | 0 |
| Chronical Herald (Halifax) | 7 |
| Montreal Gazette | 7 |
| Calgary Herald | 6 |
| Winnipeg Free Press | 6 |
| The Star Phoenix (Saskatoon) | 3 |
| Ottawa Citizen | 8 |
| Hamilton Spectator | 10 |
| Edmonton Journal | 6 |
| Times Colonist (Victoria) | 1 |
| Metro News | 2 |
| Vancouver Sun | 5 |
| Le Droit (Ottawa-Gatineau) | 0 |
| Les Affaires | 0 |
| TVA Nouvelles | 0 |
| L'Actualité | 0 |
| ROB Magazine | 0 |

| Outlet | Total Articles |
|---------------------------|----------------|
| Waterloo Region Record | 4 |
| London Free Press | 3 |
| Sudbury Star | 0 |
| Conseiller.ca | 0 |
| Charlottetown Guardian | 0 |
| Huffington Post | 15 |
| Mortgage Broker News | 3 |
| Canadian Mortgage Trends | 2 |
| Home Builder Magazine | 0 |
| The Hill Times | 0 |
| Canadian Business Journal | 0 |
| The Tye | 0 |
| The Daily Hive | 0 |
| Better Dwelling | 1 |
| Buzz Buzz Canada | 6 |
| Québec Construction | 0 |
| Georgia Straight | 1 |

Key Message 3: National Housing Strategy



NHS Media Coverage

Total Volume of Articles for KM3

5,478

Total UVPM

2.41B

Total Reach

15M

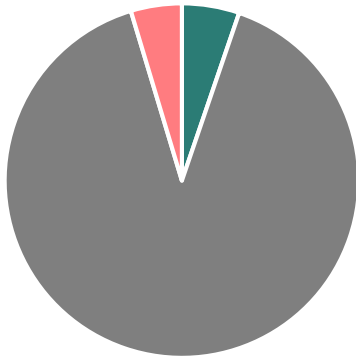
Key Findings

Coverage related to the national housing strategy (NHS) totaled 5,478 articles, making it the most predominant key message. UVPM totaled 2.41 billion, while the total estimated reach was 15 million. Q4 2017 saw the highest volume of coverage due to the [announcement of the federal government's \\$40 billion strategy](#). Notably, ahead of the November 22nd announcement, it was reported that Housing Corp. was [looking to work with short-term rental companies](#), like Airbnb, to help increase the supply of affordable housing options in Canada.

The top region by volume was Ontario with 2,032 articles. Canadian Press coverage discussing the NHS was heavily syndicated across Ontario-based outlets. Trending topics in the region included a coalition urging the federal government to [enshrine the "right to housing" in Canadian law](#), as well as the [affordable housing crisis in Hamilton](#).

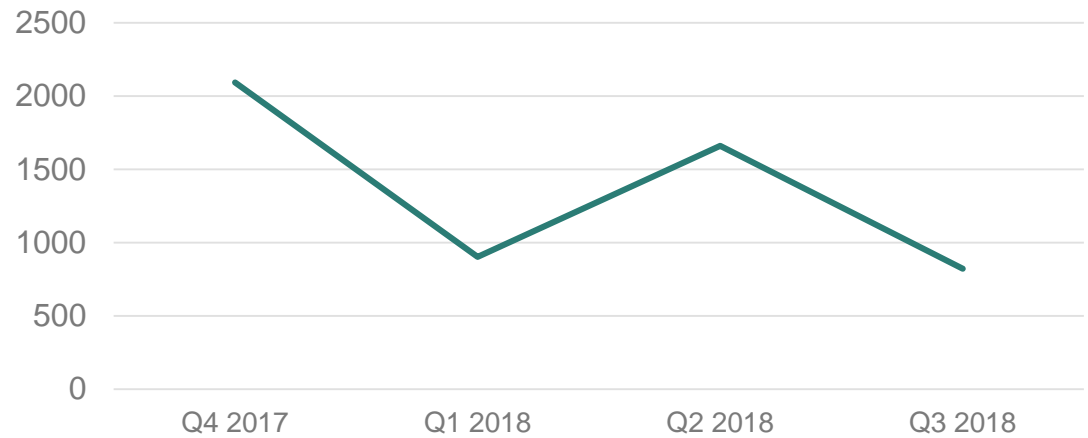
The top outlet by reach was The Globe and Mail Online, while the top author by reach was The Canadian Press. Tier 2 media outlets generated the highest volume of articles with 646. Coverage from the Winnipeg Free Press accounted for 17% (107 articles) of the Tier 2 volume.

Tone for Key Message 3



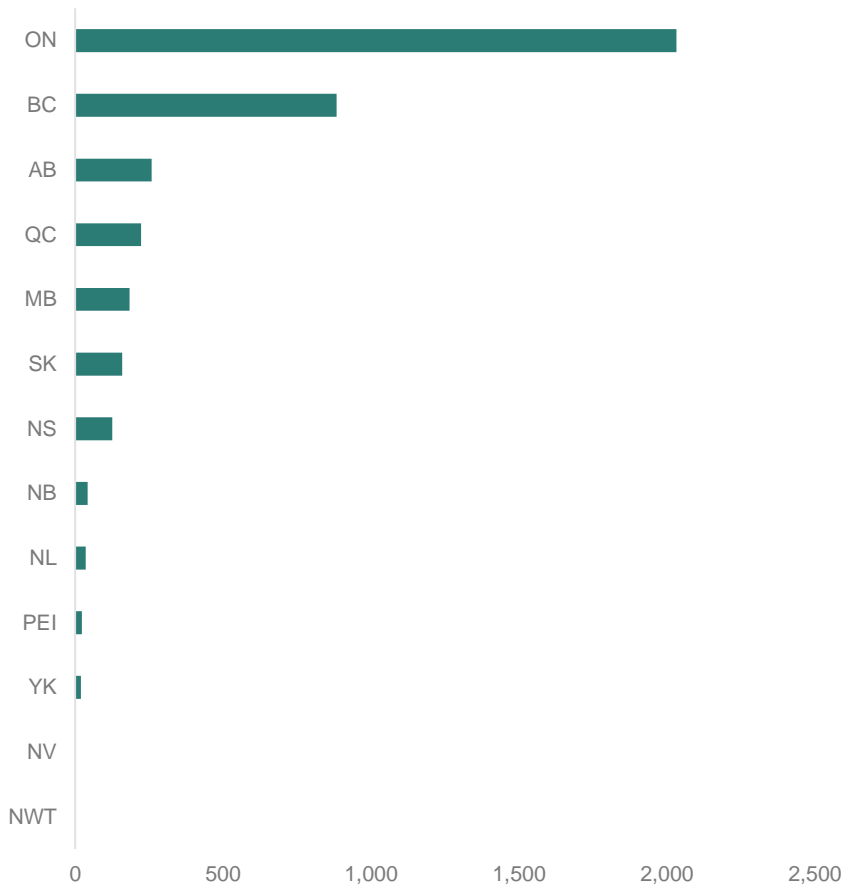
■ Favourable ■ Neutral ■ Unfavourable

Key Message 3 Volume Trend



NHS Earned Media

Total Volume of Articles (by Province)



Top Sources (Based on Combined Reach)

| | |
|-------------------------------|-------------|
| The Globe and Mail Online | 520,135,924 |
| Toronto Star Online | 417,074,000 |
| The HuffPost Canada | 172,174,606 |
| National Post Online | 126,688,000 |
| The Hamilton Spectator Online | 112,332,814 |

Top Authors (Based on Combined Reach)

| | |
|--------------------|-------------|
| The Canadian Press | 301,555,312 |
| Jordan Press | 26,393,071 |
| James Keller | 23,642,542 |
| Jino Distasio | 18,526,339 |
| Robert Brym | 11,821,271 |

NHS Earned Media

Total Volume of Articles (by Tier)

| Tier One | Tier Two | Tier Three |
|----------|----------|------------|
| 429 | 646 | 174 |

| Outlet | Total Articles |
|-------------------------|----------------|
| Financial/National Post | 15 |
| Globe & Mail | 45 |
| Toronto Star | 93 |
| Wall Street Journal | 0 |
| Reuters | 3 |
| Canadian Press | 0 |
| La Presse / Presse + | 11 |
| Le Devoir | 8 |
| Bloomberg | 0 |
| CBC | 119 |
| Global News Network | 36 |
| Business News Network | 25 |
| Maclean's | 14 |
| CTV | 60 |
| Financial Times | 0 |
| New York Times | 0 |
| The Economist | 0 |

| Outlet | Total Articles |
|------------------------------|----------------|
| Journal de Montréal | 2 |
| Journal de Québec | 2 |
| Chronical Herald (Halifax) | 59 |
| Montreal Gazette | 23 |
| Calgary Herald | 55 |
| Winnipeg Free Press | 107 |
| The Star Phoenix (Saskatoon) | 37 |
| Ottawa Citizen | 57 |
| Hamilton Spectator | 80 |
| Edmonton Journal | 29 |
| Times Colonist (Victoria) | 55 |
| Metro News | 47 |
| Vancouver Sun | 58 |
| Le Droit (Ottawa-Gatineau) | 23 |
| Les Affaires | 0 |
| TVA Nouvelles | 2 |
| L'Actualité | 10 |
| ROB Magazine | 0 |

| Outlet | Total Articles |
|---------------------------|----------------|
| Waterloo Region Record | 48 |
| London Free Press | 16 |
| Sudbury Star | 4 |
| Conseiller.ca | 1 |
| Charlottetown Guardian | 9 |
| Huffington Post | 51 |
| Mortgage Broker News | 11 |
| Canadian Mortgage Trends | 0 |
| Home Builder Magazine | 0 |
| The Hill Times | 7 |
| Canadian Business Journal | 9 |
| The Tye | 8 |
| The Daily Hive | 7 |
| Better Dwelling | 0 |
| Buzz Buzz Canada | 2 |
| Québec Construction | 0 |
| Georgia Straight | 1 |

Key Message 4: StatsCan Report



StatsCan Report Media Coverage

Total Volume of Articles for KM4

378

Total UVPM

237.6M

Total Reach

463K

Key Findings

The StatsCan report on foreign ownership generated 378 articles, totaling 237 million UVPM and 463,000 in estimated reach. Q4 2017 saw the highest volume of coverage, with media discussion spiking on December 19 thanks to the [release of the report results](#). In June 2018, the joint report results were mentioned in coverage of a [more recent Housing Corp. study](#) on foreign homebuyers, which contributed to a volume spike in Q2 2018.

The top region by volume was Ontario with 147 articles. Canadian Press coverage of the report release was heavily syndicated across Ontario-based outlets, including the [Toronto Star](#) and [Ottawa Citizen](#). B.C. saw the second highest volume due to perceptions around [foreign buyers being to blame for high home prices in Vancouver](#).

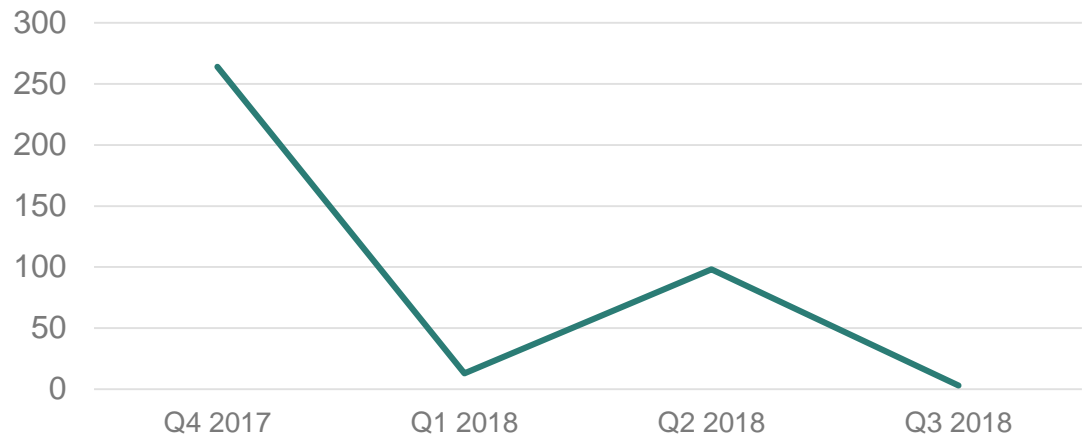
The top outlet by reach was The Globe and Mail Online, while the top author by reach was The Canadian Press. Tier 2 media outlets generated the highest volume of articles with 47. Coverage from the Chronicle Herald (Halifax) accounted for 15% (7 articles) of the Tier 2 volume.

Tone for Key Message 4



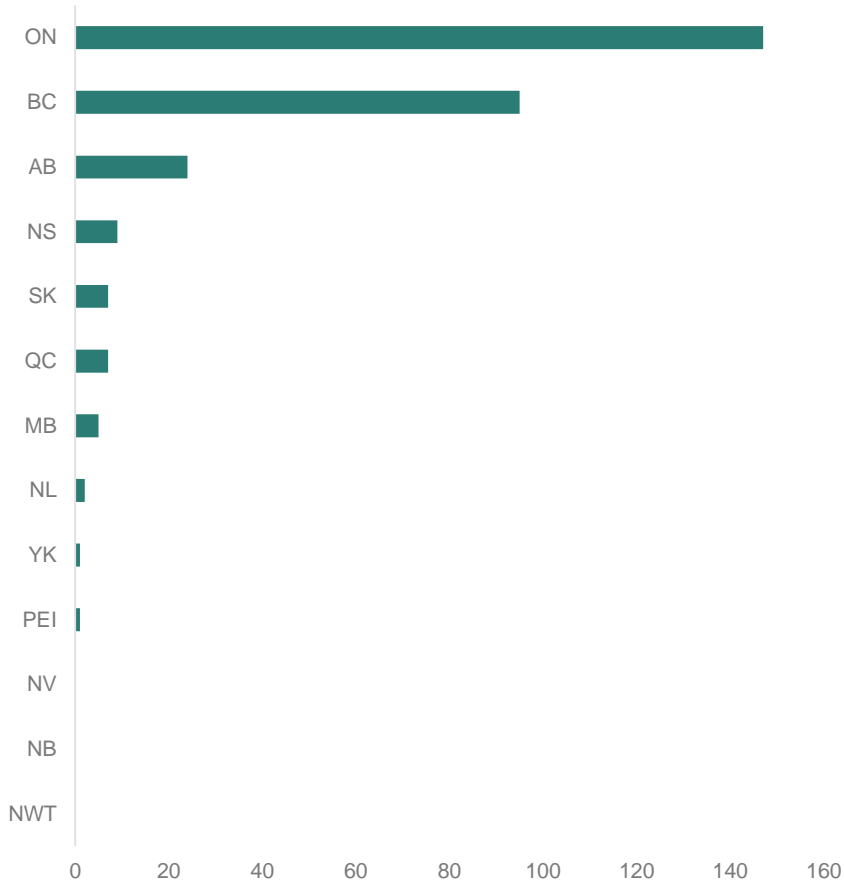
■ Favourable ■ Neutral ■ Unfavourable

Key Message 4 Volume Trend



StatsCan Report Earned Media

Total Volume of Articles (by Province)



Top Sources (Based on Combined Reach)

| | |
|---------------------------|------------|
| The Globe and Mail Online | 94,570,168 |
| The HuffPost Canada | 20,255,836 |
| Toronto Star Online | 20,181,000 |
| The Vancouver Sun Online | 12,355,320 |
| Global News | 9,933,939 |

Top Authors (Based on Combined Reach)

| | |
|--------------------|------------|
| The Canadian Press | 37,983,757 |
| Jesse Ferreras | 6,622,626 |
| Andrea Hopkins | 5,063,959 |
| Dan Fumano | 1,554,742 |
| Stephanie Ip | 1,525,951 |

StatsCan Report Earned Media

Total Volume of Articles (by Tier)

| Tier One | Tier Two | Tier Three |
|----------|----------|------------|
| 33 | 47 | 10 |

| Outlet | Total Articles |
|-------------------------|----------------|
| Financial/National Post | 4 |
| Globe & Mail | 8 |
| Toronto Star | 4 |
| Wall Street Journal | 0 |
| Reuters | 1 |
| Canadian Press | 0 |
| La Presse / Presse + | 0 |
| Le Devoir | 0 |
| Bloomberg | 0 |
| CBC | 2 |
| Global News Network | 3 |
| Business News Network | 3 |
| Maclean's | 0 |
| CTV | 8 |
| Financial Times | 0 |
| New York Times | 0 |
| The Economist | 0 |

| Outlet | Total Articles |
|------------------------------|----------------|
| Journal de Montréal | 0 |
| Journal de Québec | 0 |
| Chronical Herald (Halifax) | 7 |
| Montreal Gazette | 2 |
| Calgary Herald | 6 |
| Winnipeg Free Press | 2 |
| The Star Phoenix (Saskatoon) | 3 |
| Ottawa Citizen | 5 |
| Hamilton Spectator | 5 |
| Edmonton Journal | 4 |
| Times Colonist (Victoria) | 3 |
| Metro News | 2 |
| Vancouver Sun | 8 |
| Le Droit (Ottawa-Gatineau) | 0 |
| Les Affaires | 0 |
| TVA Nouvelles | 0 |
| L'Actualité | 0 |
| ROB Magazine | 0 |

| Outlet | Total Articles |
|---------------------------|----------------|
| Waterloo Region Record | 2 |
| London Free Press | 0 |
| Sudbury Star | 0 |
| Conseiller.ca | 0 |
| Charlottetown Guardian | 0 |
| Huffington Post | 4 |
| Mortgage Broker News | 0 |
| Canadian Mortgage Trends | 0 |
| Home Builder Magazine | 0 |
| The Hill Times | 0 |
| Canadian Business Journal | 0 |
| The Tye | 0 |
| The Daily Hive | 1 |
| Better Dwelling | 0 |
| Buzz Buzz Canada | 3 |
| Québec Construction | 0 |
| Georgia Straight | 0 |

Key Message 5: Stress Testing



Stress Testing Media Coverage

Total Volume of Articles for KM5

167

Total UVPM

69.2M

Total Reach

73K

Key Findings

Stress testing generated 167 articles, totaling 69.2 million UVPM and 73,000 in estimated reach. Q4 2017 saw the highest volume of coverage, thanks to news about Housing Corp. passing stress test scenarios. [Romy Bowers](#) was quoted throughout coverage. Q3 2018 saw the second highest volume of articles, as it was reported that Housing Corp. would be releasing the results of its annual stress test in early October.

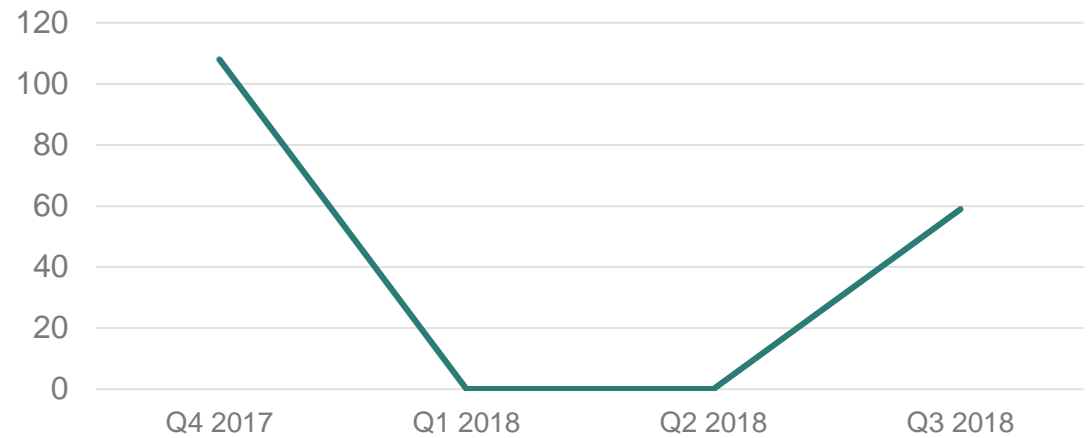
74 articles were published by news outlets in Ontario. The top outlet by reach was The Globe and Mail Online, while the top author by reach was The Canadian Press. Tier 2 media outlets generated the highest volume of articles with 17. Coverage from the Winnipeg Free Press accounted for 18% (3 articles) of the Tier 2 volume.

Tone for Key Message 5



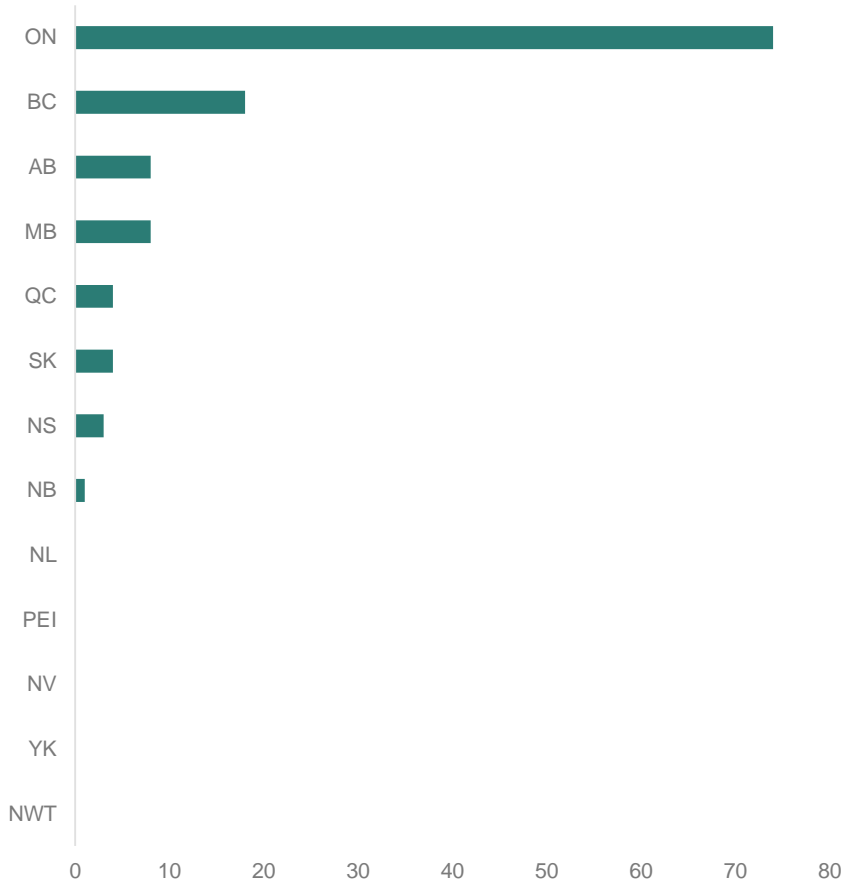
■ Favourable ■ Neutral ■ Unfavourable

Key Message 5 Volume Trend



Stress Testing Earned Media

Total Volume of Articles (by Province)



Top Sources (Based on Combined Reach)

| | |
|---------------------------|------------|
| The Globe and Mail Online | 94,570,168 |
| The HuffPost Canada | 20,255,836 |
| Toronto Star Online | 20,181,000 |
| The Vancouver Sun Online | 12,355,320 |
| Global News | 9,933,939 |

Top Authors (Based on Combined Reach)

| | |
|--------------------|------------|
| The Canadian Press | 37,983,757 |
| Jesse Ferreras | 6,622,626 |
| Andrea Hopkins | 5,063,959 |
| Dan Fumano | 1,554,742 |
| Stephanie Ip | 1,525,951 |

Stress Testing Earned Media

Total Volume of Articles (by Tier)

| Tier One | Tier Two | Tier Three |
|----------|----------|------------|
| 15 | 17 | 5 |

| Outlet | Total Articles |
|-------------------------|----------------|
| Financial/National Post | 1 |
| Globe & Mail | 3 |
| Toronto Star | 0 |
| Wall Street Journal | 0 |
| Reuters | 3 |
| Canadian Press | 0 |
| La Presse / Presse + | 0 |
| Le Devoir | 0 |
| Bloomberg | 0 |
| CBC | 2 |
| Global News Network | 0 |
| Business News Network | 3 |
| Maclean's | 0 |
| CTV | 3 |
| Financial Times | 0 |
| New York Times | 0 |
| The Economist | 0 |

| Outlet | Total Articles |
|------------------------------|----------------|
| Journal de Montréal | 0 |
| Journal de Québec | 0 |
| Chronical Herald (Halifax) | 2 |
| Montreal Gazette | 2 |
| Calgary Herald | 1 |
| Winnipeg Free Press | 3 |
| The Star Phoenix (Saskatoon) | 1 |
| Ottawa Citizen | 2 |
| Hamilton Spectator | 1 |
| Edmonton Journal | 1 |
| Times Colonist (Victoria) | 2 |
| Metro News | 1 |
| Vancouver Sun | 1 |
| Le Droit (Ottawa-Gatineau) | 0 |
| Les Affaires | 0 |
| TVA Nouvelles | 0 |
| L'Actualité | 0 |
| ROB Magazine | 0 |

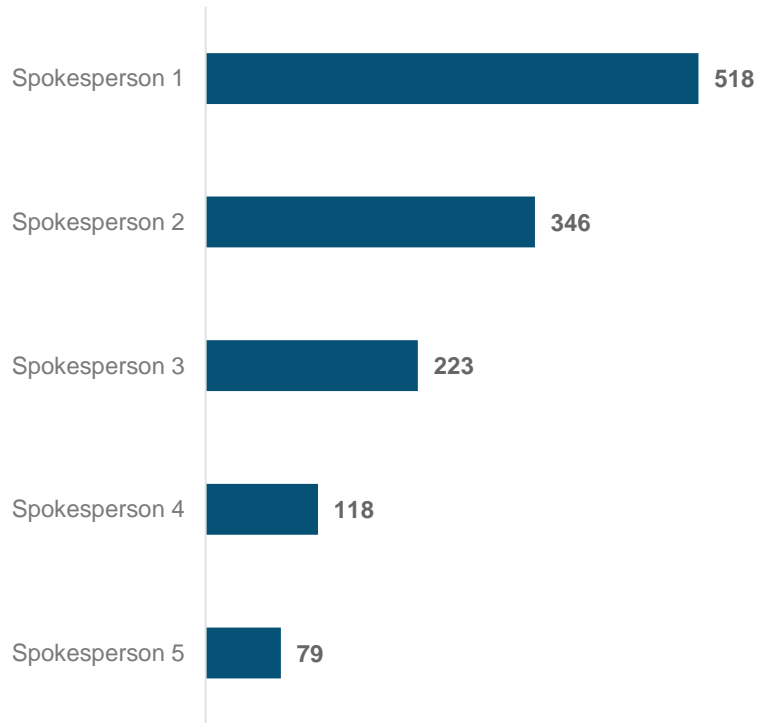
| Outlet | Total Articles |
|---------------------------|----------------|
| Waterloo Region Record | 1 |
| London Free Press | 1 |
| Sudbury Star | 0 |
| Conseiller.ca | 0 |
| Charlottetown Guardian | 0 |
| Huffington Post | 1 |
| Mortgage Broker News | 1 |
| Canadian Mortgage Trends | 0 |
| Home Builder Magazine | 0 |
| The Hill Times | 0 |
| Canadian Business Journal | 0 |
| The Tye | 1 |
| The Daily Hive | 0 |
| Better Dwelling | 0 |
| Buzz Buzz Canada | 0 |
| Québec Construction | 0 |
| Georgia Straight | 0 |

Spokespeople Analysis

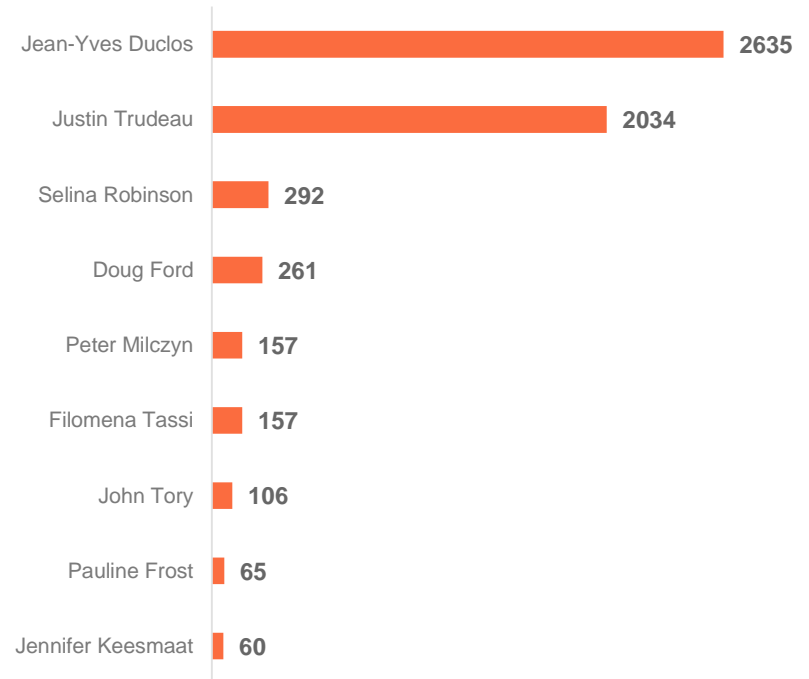


Spokespeople Analysis

Housing Corp. Spokespeople
By Frequency



Top (Overall) Content Contributors
By Frequency



Individual Performance

Below is John Smith's resonance in relation with key messaging over the past 12 months.



John Smith
President and CEO,
Housing Corp.

Key Performance Indicators

Total Volume

346

Total UVPM

144M

Total Reach

311K

Key Insights

President and CEO John Smith was mentioned in 346 articles, totaling 144 million UVPM and 311,000 in estimated reach. Comments from Smith appeared in coverage throughout the monitoring period, especially leading up to the launch of the NHS.

Comments Smith made in a wide-ranging interview with the Canadian Press appeared in stories throughout October 2017. First, in early October, it was reported that Housing Corp. was [exploring ways to make it easier for entrepreneurs and new immigrants to buy a home](#) by cutting some red tape required to obtain a mortgage. Smith said current policy “discriminates against entrepreneurs ... so we’re looking at our own policies to try and make sure that there is more equity in our mortgage insurance programs.” Comments stemming from the interview also appeared in news (72 articles, 21% of volume) that Housing Corp. was [looking to partner with short-term rental companies](#), such as Airbnb, to help increase rental supply in Canada. Subsequently, in an article about [declining home ownership rates in Canada](#), Smith is quoted saying the NHS would help not only homeowners, but renters as well.

In November 2017, it was reported that Housing Corp. was [seeking more data on home loans from shadow lenders amid rising debt levels](#). In a speech in Montreal, Smith said Housing Corp. has “a responsibility to isolate sound, solvent institutions from the contagion that can erupt when a lender fails.” Following the NHS announcement, in a speech at a conference in Australia, Smith said that [more Canadians may need to rethink home ownership](#), as “housing affordability has become a serious problem” in major cities.

Lastly, Smith’s comments from the aforementioned Canadian Press interview appeared in coverage of [StatsCan/Housing Corp.’s joint report on foreign ownership](#). Coverage noted Smith has publicly argued that foreign ownership is not the main driver of rising housing prices.

Individual Performance

Below is Steve Johnson's resonance in relation with key messaging over the past 12 months.



Steve Johnson
Chief Risk Officer, Housing Corp.

Key Performance Indicators

Total Volume
79

Total UVPM
31.7M

Total Reach
11.6K

Key Insights

Out of the five Housing Corp. spokespeople analyzed for this report, Chief Risk Officer Steve Johnson received the least amount of coverage. Johnson was mentioned in 79 articles, totaling 31.7 million UVPM and 11,600 in estimated reach.

In late November 2017, the Canadian Press reported that [Canada's insured mortgage market had declined 47% year-over-year](#), primarily due to decreases in transactional homeowner and portfolio volumes. According to its latest financial report, the Housing Corp. provided mortgage loan insurance to 67,915 units for the three-month period ending Sept. 30, compared to 127,991 units during the same period a year ago. During a conference call, Johnson said decreased volumes had been steady throughout the year as a result of the new mortgage rules announced by the federal government in the fourth quarter of 2016. Notably, Johnson's comment that the current volume "is the new normal level" was featured across article headlines.

The Globe and Mail also featured Johnson's comments in their coverage on [Housing Corp.'s shrinking mortgage insurance business](#).

Methodology



Barcelona Principles

Principle 1: Goal Setting and Measurement are Fundamental to Communication and Public Relations.

Cision believes in tailoring analysis metrics to your organization's overall mission and communications objectives. Our consultants work with you up front to get the brief right and to get ongoing feedback to ensure that the analysis is always relevant and providing maximum benefit.

Principle 2: Measuring Communication Outcomes is Recommended Versus Only Measuring Outputs.

Cision recommends that in addition to metrics that measure media content, that we also measure whether this content has reached the right audience and what effect it has had. To do this we recommend combining content metrics (such as favorability and message delivery) with audience reach and frequency together with end-user market research. Cision can offer integrated market research as part of the service as well as the ability to integrate third party research where necessary. Additionally, monitoring and interpreting social media channels can complement market research as a gauge of audience opinion and engagement.

Principle 3: The Effect on Organizational Performance Can and Should Be Measured Where Possible.

Cision can demonstrate the effect of media coverage on organizational results in a variety of ways from simple correlations between media coverage and organization metrics (such as share price, sales and website hits) through to more sophisticated econometrics and market-mix modelling.

Principle 4: Measurement and Evaluation Require Both Qualitative and Quantitative Methods.

Cision recommends a combination of quantitative and qualitative metrics to ensure accurate and context-based insights. Over 20 years of working with the world's leading organizations has allowed us to evolve our methodology to enable us to capture the nuances in measuring complex and subjective metrics such as favorability or message delivery.

Principle 5: AVEs are not the Value of Communications.

Although Cision is able to provide Advertising Value Equivalents, we recommend that alternative metrics such as Cost Per Thousand (CPM) are used wherever possible. Above all we recommend that AVEs should not be used in an attempt to demonstrate return on investment, or to prove the value of communications.

Principle 6: Social Media Can and Should be Measured Consistently with Other Media Channels.

Cision has a variety of products and services to monitor and measure social media from standalone social media dashboards, to daily summaries of social coverage, through to in-depth reporting. Cision recommends that where possible social media measurement should be integrated alongside mainstream media measurement and should be measured in a consistent way.

Principle 7: Measurement and Evaluation Should be Transparent, Consistent and Valid.

This has been a driving principle of Cision's measurement and evaluation services for more than 20 years. Cision believes that 'opaque' methodologies are confusing, lock customers in, and do not allow benchmarking both within the PR space and across marketing disciplines. Cision's methodology is designed to be simple to understand and flexible yet robust and credible.