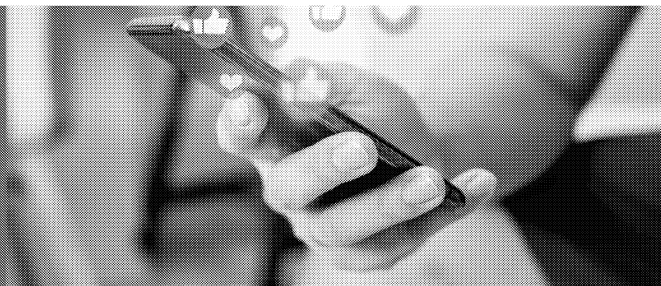


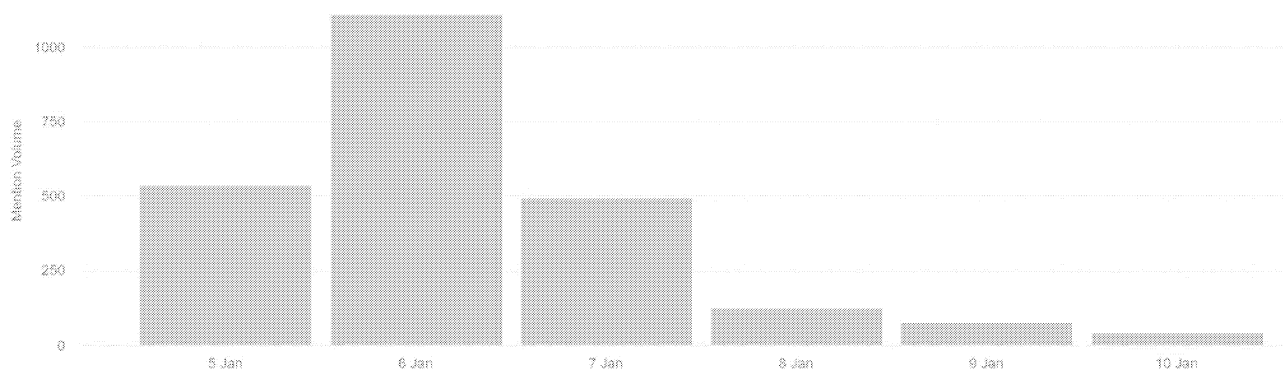
Social Media Listening Report: Generation Squeeze

CANADA MORTGAGE AND HOUSING CORPORATION



Summary

There have been 3,093 comments about Generation Squeeze's Solutions Labs report since it was published on Wednesday, January 5. Rumours about this report and about the government imposing a home equity tax have been circulating since 2020. The conversational themes of this peak are consistent with the themes that have been dominant over the past year surrounding this issue. Sentiment is 95% negative and 5% neutral.



Negative conversation was driven by opposition party politicians, journalists, select news publications, finance influencers, and the majority of the general population. Prominent themes are:

- **Tax would be unfair** – Homeowners feel that they worked hard for their homes and that an equity tax would be an unfair punishment for their efforts.
- **Reliance on home equity for retirement** - a significant portion of homeowners are counting on home equity as their retirement plan, as many do not have any other pension plan.
- **Distrust of government** - The majority of commenters have misconstrued the report's proposal as an actual policy that will soon be implemented by the government, resulting in feelings of distrust and anger towards the government and CMHC
- **Tax wouldn't be useful** – People doubt that the tax would help to curb real estate prices, and some worry that it would drive prices even higher. Those who express anti-government and anti-Trudeau views consider the tax a "Liberal cash grab"

Neutral mentions mostly came news outlets reporting on the study, and from Generation Squeeze and a handful of others clarifying that the report was developed by stakeholders for consideration by governments, and that CMHC does not implement policy.

Samples:

Tax would be unfair

- Scrimpers and savers don't get rewards. Wasters and spenders do.
- This is so true; my wife and I made fairly prudent choices along the way, saved enough for retirement (we thought - until 2015 came along!) only to see what we have, now being taken away from us to be given to those now 'in need' - who enjoyed their spending when younger!
- That's how the middle class loses everything they worked and saved for their entire lives. This is how you will own nothing. Inflation will make you house double. You now owe tax on half. You can't borrow and you have to sell. But so does everyone at the same time. Prices crash
- That is a silly idea, will punish retirees and those on fixed incomes.

Reliance on home equity for retirement

- 47% of Canadian's don't have a defined pension plan, so their home equity is relied on to help them later in life. Buying a home wasn't intended to provide the Liberal Party of Canada surplus funds!
- Politicians will never understand what it takes to save for a pension as they all get a nice cushy pension for a for not many years of work. If they tax home equity then they should make it mandatory for a politician to serve for at least 35 years to qualify for a pension.
- Attention Canadian home owners! CMHC now wants to tax your equity in your home. Almost 50% of Canadians don't have a pension plan and rely on their equity for their retirement. Awake yet?

Distrust of government

- The Liberals had a home tax as a policy proposal before the 2019 election. They've been denying that they plan to implement one but they keep funding research into one. The latest plan would apply to most homes in Toronto and Vancouver and solve nothing.
- What's irritating about this story is that Evan Siddall repeatedly denied that CMHC was funding a study to tax home equity to prop up his Liberal pals. Such a liar.
- It's all getting very tiresome. I have little respect for any of them and it's getting to the point that whatever they say, the exact opposite is 100% the truth. Doesn't matter who they are, what political party they're aligned to- they're all playing us for fools.

Tax wouldn't be useful

- It won't fix anything. People will just add the cost (of the tax) onto the sale price of their home, further driving up prices.
- "How can we pretend we're doing something without actually doing anything?"
- Another layer of government red tape that will accomplish nothing, when there are obvious and straightforward solutions if they actually wanted to fix it.
- Canada's new capital gains on homes tax, one more way to squeeze as much as possible out of people. Will do nothing to reduce home prices and increase affordability
- Honest question, do you know if any of the residential property taxes that have led to more affordable housing in Canada? Houses keep going up despite higher land transfer taxes, foreign buyer, flipper, etc, but this is the tax that's going to finally make everything affordable?

- Here comes the tax man. CMHC funded report suggests homeowners pay a surtax on properties worth more than a million dollars. Why is every solution more tax/ bigger government?
- So they think landlords are just going to eat the tax without raising the rent to the tenants? The moment they make this tax a reality, watch all landlords evict their tenants (even if they need to keep it empty for 6mth) in order to raise the rent enough to convert the new tax.
- They are good at wasting money on useless studies

Clarification of CMHC role in study/policymaking

- **Generation Squeeze:** This lab received funding under the National Housing Strategy's Solutions Labs Program as was developed by stakeholders for consideration by governments, rather than the other way around.
- **Generation Squeeze:** There is no direct link between the Lab activities and any specific government branch or department of government. The Lab is apolitical and was not developed by, or at the request of any officials
- Right, anonymous. A group funded by an independent agency (CMHC) does not make tax policy for elected officials - neither does CMHC.
- CMHC is arms length. It was a study. One the Liberals rejected publicly on many occasions. This is why you will never win an election. I can think of like 20 things to legitimately attack the govt. You are resorting to making shit up. Just resign for the sake of the party.

CMHC is a Crown Corporation working at arm's length from the government. CMHC explores issues pertaining to housing. It does not articulate government policy. The government does and it has said it will not tax primary residences. Many times. CPC polling must be bad. #cdnpoli ***Homes shouldn't be investments***

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