



Social Media Presence
Housing Affordability B.C.

- First looking

The screenshot shows a Google search interface. The search bar at the top contains the text "bc housing affordability". Below the search bar, there are tabs for "Web", "News", "Images", "Videos", "Maps", and "More", along with a "Search tools" button. The "Web" tab is selected. Below the tabs, there are filters for "Any country", "Aug 1, 2015 – Oct 22, 2015", "Sorted by relevance", "All results", and a "Clear" button. The search results are listed below the filters. The first result is titled "Barbara Yaffe: B.C.'s housing affordability unlikely to ease" and includes a URL from vancouver.sun.com. The second result is titled "Election 2015: BC candidates talk housing, affordability - CBC" and includes a URL from cbc.ca. The third result is titled "Vancouver nears worst ever record on housing affordability ..." and includes a URL from theglobeandmail.com. The fourth result is titled "Housing-affordability gap in Toronto, Vancouver widens - BNN" and includes a URL from bnn.ca. The fifth result is titled "B.C. in 'crisis' for rental affordability: housing index" and includes a URL from vancitybuzz.com.

Google bc housing affordability

Web News Images Videos Maps More Search tools

Any country ▾ Aug 1, 2015 – Oct 22, 2015 ▾ Sorted by relevance ▾ All results ▾ Clear

Barbara Yaffe: B.C.'s housing affordability unlikely to ease
www.vancouver.sun.com/business/...housing+affordability.../story.html ▾
Aug 31, 2015 - RBC's economic research unit says higher interest rates will bring "deteriorating trends in **housing affordability** in Ontario and B.C. (which) will take the edge off ...

Election 2015: BC candidates talk housing, affordability - CBC
www.cbc.ca/.../british-columbia/election-2015-b-c-candidates-talk-housing-...
Aug 29, 2015 - Candidates from all four major parties running in B.C. in the 2015 federal election stopped by On The Coast to talk about where they stand on **housing** issues ...

Vancouver nears worst ever record on housing affordability ...
www.theglobeandmail.com ▸ News ▸ British Columbia
Aug 31, 2015 - **Housing affordability** levels in Vancouver are approaching the worst ever recorded in Canada as B.C. info commissioner alerts RCMP after scathing report ...

Housing-affordability gap in Toronto, Vancouver widens - BNN
www.bnn.ca/.../Housing-affordability-gap-in-Toronto-Vancouver-widen... ▾
Aug 31, 2015 - Canadian **housing** prices continued to soar in the second quarter of the year, ... **Affordability** took the biggest hit in **British Columbia** thanks to what RBC calls "the ...

B.C. in "crisis" for rental affordability: housing index
www.vancitybuzz.com/2015/09/bc-rental-crisis/ ▾

Housing Affordability in B.C.

Discussions on blogs and websites

BC Housing

<http://www.bchousing.org/>

The Vancouver Sun

<http://goo.gl/yLFZJp>

The Vancouver Sun Blog

<http://goo.gl/VoCuxR>

VancityBuzz

<http://goo.gl/cMdMJZ>

Social Housing BC

<http://goo.gl/bOKB3k>

CBC News

<http://goo.gl/ZyoyZY>

The Globe and Mail

<http://goo.gl/4CVUfU>

Twitter

#BCHousing #VancouverRealState

#Unaffordablehousing #BC #Affordability

@BC_Housing @vancitybuzz

Perform Sentiment Analysis on Statements

- Common Statements (Negatives)

Welcome to the globalization of Canada...Unfettered foreign investment from Asian markets coupled with over 500,000 TFWs and 300,000 immigrants annually has made Canada the wild west of globalization...Canadians displaced as foreigners move in...Enjoy...

Another Canadian being kicked onto the street because our politicians won't limit foreign purchasers, as almost every other country does ... including China, for crying out loud. These are the same politicians who are watching their own home prices skyrocket.

This is NOT about foreign purchasers who make up about 2% of the greater Vancouver real estate market. Blaming the Vancouver market on foreign buyers is scape-goating and because it's always about the Chinese, it's simply racist. The sales prices and high rents/low vacancy rates are due to supply and demand! -1

- Common Statements (Positives)

It's a lot easier for people to simply complain than take responsibility and charge of their lives. People are extremely slow in Vancouver at adapting.

The three storey walk-ups are the apartments favoured by many people; seniors, young families, people with dogs. You feel much more connected to the community in a three storey walkup than you do in a highrise apartment building. They're not tired, even though they may be old. They're affordable. Truly affordable, not Vision Vancouver's definition of affordable

This article and opinion is ridiculous.

You know what no one can afford a single family detached home in Manhattan, Paris, London, or Hong Kong either, if they even exist.

There are beautiful brand new 2 bedroom plus den townhouses on transit line 45 minutes outside of downtown that are \$309,000. And that's not even condos.

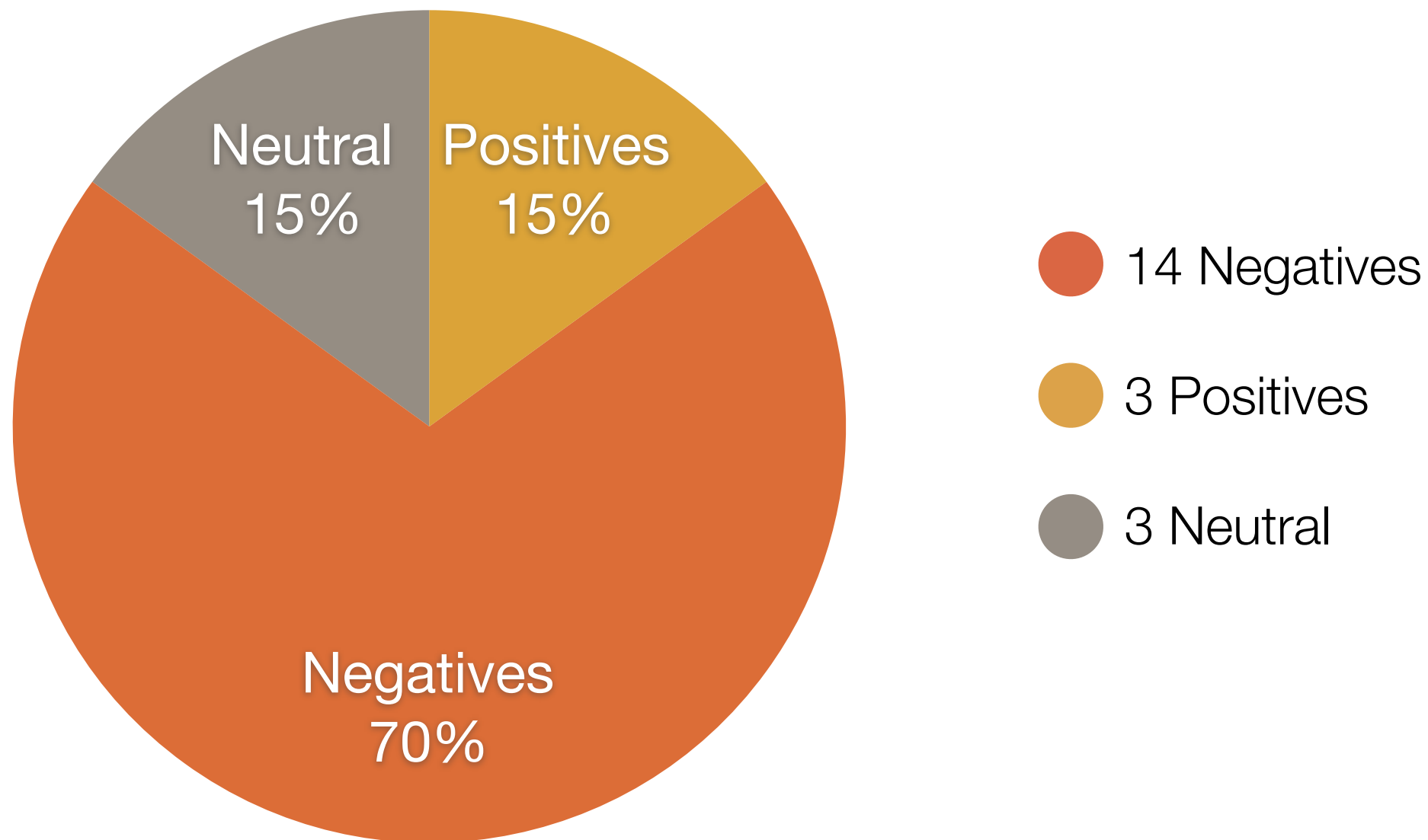
- Common Statement (Neutral)

The feds can do much more than simply provide tax credits. From the 1970s to the early 90s they provided strong financial support to build co-operative and non-profit housing for lower income groups. While you can debate the merits of those funding models, there's no reason they can't go back to providing funds to provinces and municipalities to build more of this stock.

There's an expectation gap. Yes, we do have a pricing problem. But even if the market corrects downward by 20-30% (that'd be the extreme), there's still an expectation gap.

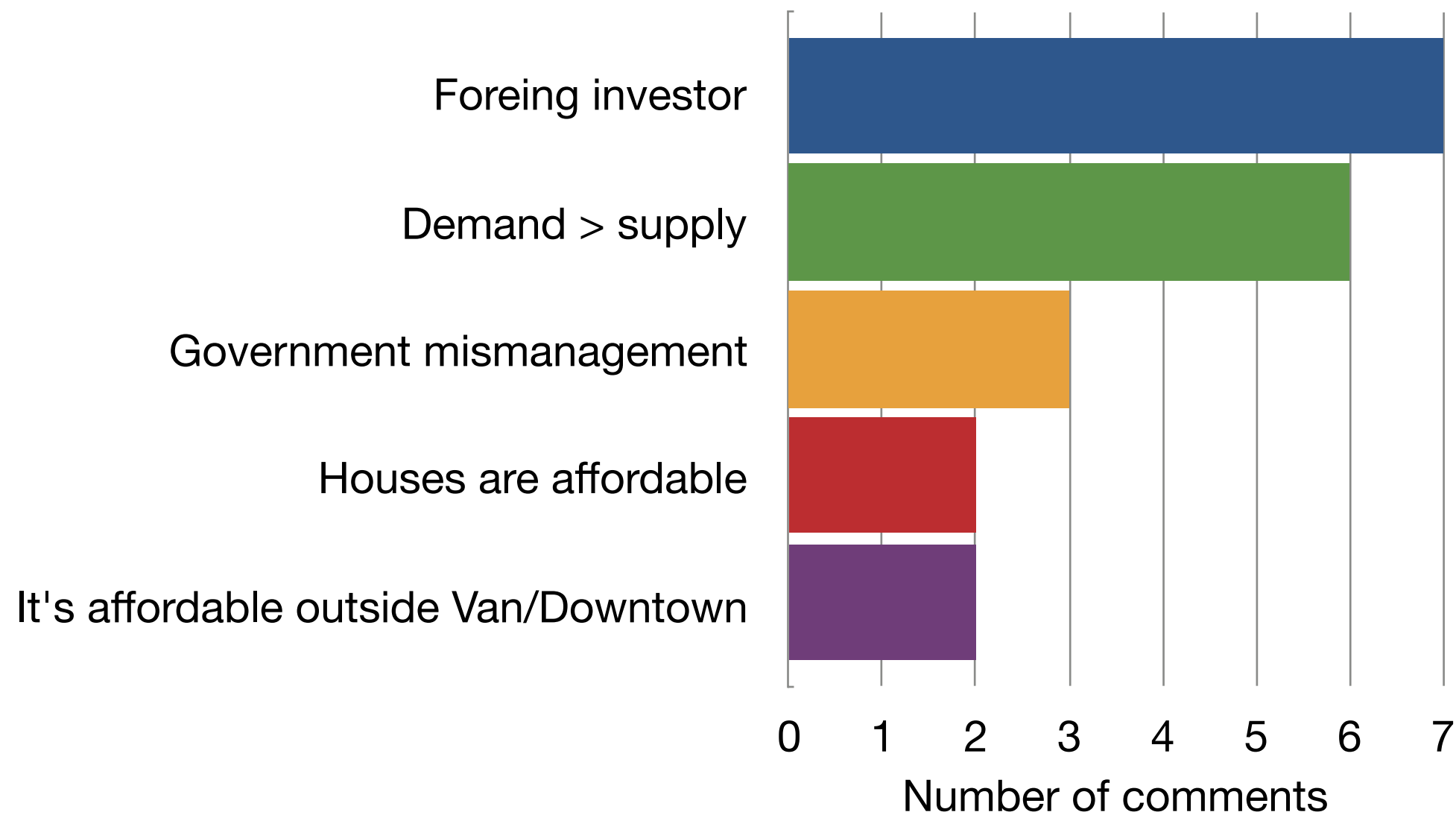
Sentiment Score

Total of 20 comments



Causes

Most causes appointed on comments for the housing costs have been fuelled are by:



Strategic Recommendations

- Great discussions are promoted by the websites as Vancouver Sun, Vancity Buzz, CBC News and others. A partnership with these websites to promote subjects that show that the government is working to improve the situation would improve assessment of the public.
- Improve the SEO of government websites related to this topic to be more easily found when carried out internet searches.
- Promoting the Programs to Improve Housing Affordability, Foster Safe Independent Living and to Increase the Supply of Affordable Housing that are made by the Government, on websites with a big access of public opinion leader.

Limitations

- We cannot validate if the comments are relevant. For example, we cannot determine whether comments are being written by political organizations, by citizens, or by real estate developers.
- Its difficult to eliminate our own biases.
- Subject is complex and layered. Many commenters didn't seem to understand the complexity of this topic.
- Some people commenting are unhappy about the current situation but does not demonstrate their opinion on why houses are not affordable.

Appendix - All 20 comments

- 1) I live on the edge of vancouver near richmond. i like my little \$1000 one bedrm and I have weighed my options and have no plans to move. I'd be afraid to try to find a one bdrm again for \$1000 or less. Its not a bad building, just a 3 storey walk up that is a little neglected. -1
- 2) We pay \$920/month to live in a crappy town house in Langley and that's like 85% of my dad's paycheck it is very hard for young people to move out while still in university. My parents can't even afford for me to move out as they still rely on me financially. We need more affordable housing for young people still trying to make their way in the world. -1
- 3) It's a lot easier for people to simply complain than take responsibility and charge of their lives. People are extremely slow in Vancouver at adapting. +1
- 4) The three storey walk-ups are the apartments favoured by many people; seniors, young families, people with dogs. You feel much more connected to the community in a three storey walkup than you do in a highrise apartment building. They're not tired, even though they may be old. They're affordable. Truly affordable, not Vision Vancouver's definition of affordable. +1
- 5) There are definitely people in Vancouver who have lived elsewhere and have the right to obsess over Vancouver. However there are far too many people claiming it to be the best city on earth with zero experience living anywhere else. They blindly eat this up and guess what? Contribute to demand. Long story short, try living somewhere else. You might actually realize that Vancouver is pretty overpriced for what you get. Mountains and water? Yeah I hate to be the bearer of bad news but there are other cities that offer that as well for 1/2 the price. -1

6) The feds can do much more than simply provide tax credits. From the 1970s to the early 90s they provided strong financial support to build co-operative and non-profit housing for lower income groups. While you can debate the merits of those funding models, there's no reason they can't go back to providing funds to provinces and municipalities to build more of this stock. 0

7) Welcome to the globalization of Canada...Unfettered foreign investment from Asian markets coupled with over 500,000 TFWs and 300,000 immigrants annually has made Canada the wild west of globalization...Canadians displaced as foreigners move in...Enjoy... -1

8) This article and opinion is ridiculous.

You know what no one can afford a single family detached home in Manhattan, Paris, London, or Hong Kong either, if they even exist. There are beautiful brand new 2 bedroom plus den townhouses on transit line 45 minutes outside of downtown that are \$309,000. And that's not even condos. +1

9) There's an expectation gap. Yes, we do have a pricing problem. But even if the market corrects downward by 20-30% (that'd be the extreme), there's still an expectation gap. I started my ownership 10 years ago in the Lower Mainland with my partner with a 10yo condo in Burnaby, that's with dual income and I didn't expect to buy a single family in Vancouver. While there is excess foreign money, it is also true that Vancouver no longer have more single family home to sell, and population of the region is growing.

Why is she sitting by a giant house? A town home in Burnaby or apartment in East side of Vancouver proper could very well be within her financial reach. Most of Vancouver's housing stock is in fact in multi-family modes. Home ownership is not just about houses, millions of people around the world live happily in non-white-picket fence settings. 0

10) Housing? There is no way I would be stupid enough to invest a penny in Vancouver. High crime, poor transportation and astronomical housing costs - severely neglected issues. Our government has shown the run amok and led us to this situation. No foresight, no proper tracking and no policy in place to balance purchasing (it should be far more difficult and costly for foreigners to buy) have some limits!! I lost all respect for the provincial system and refuse to be part of their poor management. I reside elsewhere as a result. -1

- 11) It's sad, but no disaster to move away from the city that you grew up in. If Vancouver real estate is too expensive and you absolutely MUST be a property owner, then move. Vancouver is pretty, but you'll find a much more diverse and interesting country on the other side of the Rockies. You'll enjoy more culture, more interesting people and you'll find real jobs. And you will enjoy paying less for a house and everything else from cars to ice cream. I won't say how much less real estate is on the other side, but here's a hint: Most Canadians have no idea what the word "suite-able house" means. 0
- 12) Another Canadian being kicked onto the street because our politicians won't limit foreign purchasers, as almost every other country does ... including China, for crying out loud. These are the same politicians who are watching their own home prices skyrocket. -1
- 13) This is NOT about foreign purchasers who make up about 2% of the greater Vancouver real estate market. Blaming the Vancouver market on foreign buyers is scape-goating and because it's always about the Chinese, it's simply racist. The sales prices and high rents/low vacancy rates are due to supply and demand! -1
- 14) Sorry Stew, unfortunately our premier Christy Clark is bought-and-paid-for by land developers like the rennie group as well as real estate corporations. She has no interest in placing protections against foreign money driving up our housing costs here. -1
- 15) Vaughn Palmer - so if foreign ownership isn't driving up prices, why did the market go insane when the Canadian dollar dropped 20%, gee that's really hard to figure out... And newsflash - when the buyers from the top-end of the market get displaced, they look for the next place they can afford and the ripple effect continues. -1

16) Christy states "we look across the world to see what's worked and what hasn't". It is time to look at the Province your run and what is happening here. People who live here need affordable housing. It has nothing to do with what goes on in other parts of the world. You have been voted in to take care of BC. -1

17) What is considered affordable? If the developers build rental housing or replace a current rental apartment with a newer one the cost is NOT affordable - it will cost more than 60% of my net income! I used to live in a co-op which for was perfect for my kids and I - but now try and get back into one - extensive waiting list. BC Government Housing - extensive waiting list. Limited housing options for working seniors (55+) and again waiting lists. -1

18) Look around the world? WTF all they have to do is look at similar markets like Hong Kong and Australia to how they dealt with affordable housing, the two implemented a 20% foreign investment tax, sounds like Ms Clark is more concerned about upsetting her foreign rich friends? HELLO! Canada's politicians luv to talk about issues, spend obsorbent a mounts of tax dollars and precious time with zero outcome time and time again, it's all so waistfull and unproductive! -1

19) In my opinion, the affordability issue is not the only or even main concern with foreign ownership, rather it's non-residence. Certain areas of the city have disproportionately high percentages of homes (higher end condos in particular) being vacant throughout most or all of the year. This does not support a healthy community. -1

20) The main problem with housing is that people expect to sell their house at a price that recovers every penny of the original cost plus all the money paid out for maintenance , taxes, and all the other costs of owning and living in a house, plus a profit. I don't know what it should cost someone to live in their own house , but it should cost something. The freeloading upon the next buyer has to stop. Perhaps a selling tax is the answer to the cycle of house prices doubling every few years.

What is equity in a house , the cost of the house or what you think you can get for it on the market. The real estate industry is another burden , after all the commission on a \$400,000 house is much better than that od a \$200,000 house. -1