Canada Pulse Insights
Rogers CityBeat Poll
Data collection by Sago
September 30-Oct 6, 2025

HomeOwner - Which of the following best describes your living situation?

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
I own my home	1413	504	232	272	379	197	182	263	267
	61%	62%	57%	68%	58%	57%	58%	62%	65%
				C					E
RENT/OTHER [NET]	886	305	174	131	278	149	129	160	143
	39%	38%	43%	32%	42%	43%	42%	38%	35%
			D		I				
I rent my home	558	180	125	55	180	103	77	97	101
	24%	22%	31%	14%	27%	30%	25%	23%	25%
			D		B				
I live in a home owned/rented by a family member/friend	328	125	49	76	98	46	52	63	42
	14%	15%	12%	19%	15%	13%	17%	15%	10%
		I		C	I			I	
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

Please indicate if you agree or disagree with the following statements:
[I will never be able to own my own house/residence in this city]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	860	303	173	130	260	143	117	156	141
Weighted Base	886	305	174	131	278	149	129	160	143
TOP 2 BOX [NET]	674	229	130	100	236	131	104	107	102
	76%	75%	75%	76%	85%	88%	81%	67%	71%
					BHI				
Agree strongly	397	133	87	47	146	81	65	62	56
	45%	44%	50%	36%	52%	54%	50%	39%	39%
			D		BHI				
Agree somewhat	277	96	43	53	90	51	39	45	46

	31%	32%	25%	41% C	32%	34%	30%	28%	32%
BOTTOM 2 BOX [NET]	212	75	44	31	43	18	25	53	41
	24%	25% E	25%	24%	15%	12%	19%	33% E	29% E
Disagree somewhat	153	53	32	21	31	14	17	38	30
	17%	17% E	19%	16%	11%	9%	14%	24% E	21% E
Disagree strongly	60	22	12	10	11	4	7	15	11
	7%	7%	7%	8%	4%	3%	6%	10% E	8%
Sigma	886	305	174	131	278	149	129	160	143
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

Overall, based on your personal experiences, how would you rate the following in our city?
[Access to a home that is affordable to buy]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
TOP 2 BOX [NET]	568	174	67	107	97	48	49	161	135
	25%	22% E	17%	27% C	15%	14%	16%	38% BE	33% BE
Great	114	36	14	22	23	8	15	32	23
	5%	4%	3%	5%	3%	2%	5%	8% BE	6%
Good	454	138	53	85	74	40	35	129	112
	20%	17% E	13%	21% C	11%	11%	11%	30% BE	27% BE
BOTTOM 2 BOX [NET]	1731	635	339	296	560	298	261	262	275
	75%	78% HI	83% D	73%	85% BHI	86%	84%	62%	67%
Bad	886	304	160	144	252	125	127	159	170
	39%	38%	39%	36%	38%	36%	41%	38%	42%
Terrible	846	331	179	151	308	173	135	103	104
	37%	41% HI	44%	38%	47% BHI	50%	43%	24%	25%
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

Overall, based on your personal experiences, how would you rate the following in our city?
[Affordable rental units]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
TOP 2 BOX [NET]	617	211	89	122	129	58	71	150	127
	27%	26%	22%	30%	20%	17%	23%	35%	31%
		E		C			F	BE	E
Great	91	33	15	18	19	5	14	23	16
	4%	4%	4%	4%	3%	1%	5%	5%	4%
							F	E	
Good	526	178	74	104	110	53	57	127	111
	23%	22%	18%	26%	17%	15%	18%	30%	27%
		E		C				BE	E
BOTTOM 2 BOX [NET]	1682	598	317	281	528	289	239	273	283
	73%	74%	78%	70%	80%	83%	77%	65%	69%
		H	D		BHI	G			
Bad	1038	358	190	168	324	173	151	175	182
	45%	44%	47%	42%	49%	50%	49%	41%	44%
					H				
Terrible	644	240	127	113	204	116	89	99	101
	28%	30%	31%	28%	31%	33%	29%	23%	25%
		H			HI				
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

When it comes to being able to buy a house or condo, which do you think is the biggest barrier to do so?

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
Having the right amount for a down payment to be able to buy a house/condo	621	198	100	98	139	79	60	147	137
	27%	24%	25%	24%	21%	23%	19%	35%	33%
								BE	BE
The price of a house/condo is too expensive even with a down payment	1678	611	306	305	518	268	250	276	273
	73%	76%	75%	76%	79%	77%	81%	65%	67%
		HI			HI				
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

Rogers CityBeat Poll

Please indicate if you agree or disagree with the following:
[Housing affordability issues are more due to the population pressures brought on by immigration than to developers/landlords who want to increase the price to make more profit]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Total Respondents									
Unweighted Base	2299	809	406	403	657	351	306	423	410
Weighted Base	2299	809	406	403	657	346	311	423	410
TOP 2 BOX [NET]	1370	495	235	260	340	165	175	271	264
	60%	61%	58%	65%	52%	48%	56%	64%	64%
		E					F	E	E
Agree strongly	557	189	84	105	137	61	77	119	112
	24%	23%	21%	26%	21%	18%	25%	28%	27%
							F	E	E
Agree somewhat	813	306	151	155	203	104	99	152	152
	35%	38%	37%	38%	31%	30%	32%	36%	37%
		E							E
BOTTOM 2 BOX [NET]	929	314	171	143	317	182	135	152	146
	40%	39%	42%	35%	48%	52%	44%	36%	36%
					BHI	G			
Disagree somewhat	595	197	105	92	207	112	94	99	93
	26%	24%	26%	23%	31%	32%	30%	23%	23%
					BHI				
Disagree strongly	333	117	66	51	110	69	41	53	53
	15%	14%	16%	13%	17%	20%	13%	13%	13%
						G			
Sigma	2299	809	406	403	657	346	311	423	410
	100%	100%	100%	100%	100%	100%	100%	100%	100%

TORONTO - Mayor Olivia Chow's top priorities have been building more affordable housing and assisting renters. Which of the following best describes how you think she has done on this file since she was elected?

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
** very small base (under 30) ineligible for sig testing

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Toronto Respondents									
Unweighted Base	406	406	406	0	0	0	0	0	0
Weighted Base	406	406	406	-**	-**	-**	-**	-**	-**
There is no evidence that the mayor has made any progress on this priority to date.	150	150	150	0	0	0	0	0	0
	37%	37%	37%	-	-	-	-	-	-

I see and hear of some things happening but don't see much progress by the mayor on this priority yet.	184	184	184	0	0	0	0	0	0
	45%	45%	45%	-	-	-	-	-	-
The mayor is making good progress so far-it's headed in the right direction and hope it continues.	63	63	63	0	0	0	0	0	0
	16%	16%	16%	-	-	-	-	-	-
The mayor is making great progress in tackling this priority and I'm seeing real evidence of that.	9	9	9	0	0	0	0	0	0
	2%	2%	2%	-	-	-	-	-	-
Sigma	406	406	406	0	0	0	0	0	0
	100%	100%	100%	-	-	-	-	-	-

Rogers CityBeat Poll

VANCOUVER - Please indicate if you agree or disagree with the following statements:
[I support continuing the short-term rental ban in British Columbia]

Proportions/Means: Columns Tested (5% risk level) - B/E/H/I - C/D - F/G
** very small base (under 30) ineligible for sig testing

	Total	Region							
		Toronto (Total)	Core city	GTA	Vancouver (Total)	Vancouver	Metro Vancouver	Edmonton	Calgary
	A	B	C	D	E	F	G	H	I
Base: Vancouver and Metro Vancouver Respondents									
Unweighted Base	657	0	0	0	657	351	306	0	0
Weighted Base	657	-**	-**	-**	657	346	311	-**	-**
TOP 2 BOX [NET]	458	0	0	0	458	227	232	0	0
	70%	-	-	-	70%	65%	75% F	-	-
Agree very much	191	0	0	0	191	105	86	0	0
	29%	-	-	-	29%	30%	28%	-	-
Agree somewhat	268	0	0	0	268	122	146	0	0
	41%	-	-	-	41%	35%	47% F	-	-
BOTTOM 2 BOX [NET]	199	0	0	0	199	120	79	0	0
	30%	-	-	-	30%	35% G	25%	-	-
Disagree somewhat	150	0	0	0	150	88	62	0	0
	23%	-	-	-	23%	25%	20%	-	-
Disagree very much	49	0	0	0	49	32	17	0	0
	7%	-	-	-	7%	9%	6%	-	-
Sigma	657	0	0	0	657	346	311	0	0
	100%	-	-	-	100%	100%	100%	-	-

Rogers CityBeat Poll